

THE VIEW

Consumer Insights | March 2021



Hi there,

As we examine the emerging trends across markets, it's hard not to notice that digital transformation is becoming the mandate for businesses across industries. For consumer insights professionals, this means understanding digital consumer behaviors more deeply to enable organizations to improve how they reach, serve, engage, and retain customers. In this edition of The View, we look at some of the key digitally-driven consumer behaviors impacting different industries and the overall business landscape.



B2B & B2C | Netscribes

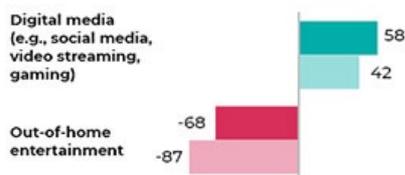
How the homebody economy will impact e-commerce in 2021

Consumer behavior has changed drastically since the last year, paving the way for a homebody economy. With GenZ and Millennials largely sticking to online behavioral patterns, now more than ever, brands need to meet the high standard digital e-commerce experiences consumers expect.

[Read more](#)

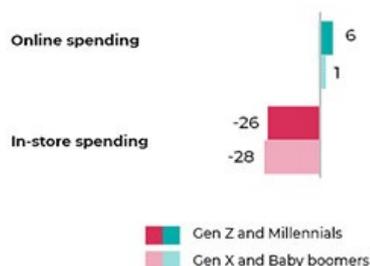
Gen Z and Millennials have shifted to online more dramatically than older generations

Net percentage of respondents who have increased/decreased select activities



Source: BCG

Net percentage of respondents who have increased/decreased all spending



B2B & B2C | Netscribes

[Benchmarking your digital-first strategies against market leaders to maintain your competitive edge](#)

While digital-first brands walked into the pandemic with a sustainable competitive advantage, the rapid boom of automation tools and sudden digital transformation across industries prompts digital-first brands to seize their disruptive potential and re-imagine their strategies to stay relevant beyond this era.

[Read more](#)

B2B & B2C | Adobe

[The digital-first next normal forces greater agility in 2021](#)

With digital adoption in the past year taking place at 5-10 times the projected rate, 60% of companies witnessed new and changed buying behaviors. 92% of senior executives agree on the importance of an accelerated digital transformation with customers now having an upper hand in the next normal digital relationships- with organization agility, adaptability, and innovation taking the front seat in aiding sector recoveries.

[Read more](#)



B2B & B2C | Netscribes

[New ball game: Five trends that will impact the digital gaming industry in 2021](#)

The digital gaming industry has thrived during the pandemic with millions of people confined to their homes and seeking virtual relief. With businesses reopening now, companies must watch out for these top trends that will impact the industry this year.

[Read more](#)

B2B & B2C | Netscribes

[Insurance industry trends and outlook 2021](#)

With insurance firms globally navigating volatile markets of economic uncertainty, the future requires the industry participants to navigate dynamic investment and regulatory conditions. The outlook for 2021 sees rapid digitalization transforming the insurance value chain.

[Read more](#)

Also read:

[Case study: How an online retailer leveraged customer review analytics to gather customer insights](#)

Online customer reviews have become a critical source of insights for marketers. However, online user-generated content is unstructured in nature, making the interpretation of reviews an enormous challenge. This case study explores how Netscribes' text analytics expertise helped a major e-commerce marketplace understand what customers are saying in their reviews, thereby unlocking a valuable source of customer insights.

[Read more](#)

Netscribes help technology firms build a competitive advantage through actionable data and insights. To schedule a consultation, [contact us](#)



We value your feedback.

Please take this quick survey to help us serve you better insights

41 East, 11th Street, New York
NY10003, USA
+1-877-777-6569
info@netscribes.com



[Subscribe to our newsletter](#)

This email was sent to {{ contact.EMAIL }}
You received this email because you are registered with Netscribes

[Unsubscribe here](#)

© 2021 Netscribes