

Three Opportunities to Satisfy the Pandemic-Adapted Consumer

The COVID-19 pandemic has changed the ways in which people live, work and socialize, accelerating demand for innovation. Those consumer packaged goods companies that shift from reacting to the crisis to reinventing products and services can meet new human needs.

Accenture's research of more than 9,650 people in 19 countries revealed **three major shifts** that yield countless opportunities for growth among CPGs that drive innovation in these areas.

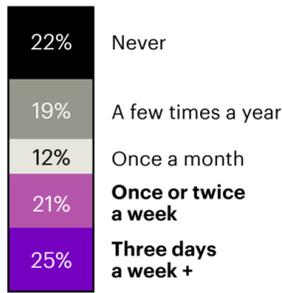
- 1. Employment
- 2. Lifestyle
- 3. Shopping

1. Employment

More than half said they would be willing to pay up to US\$100 per month out of their own pockets to work from a café, bar, hotel or retailer with a dedicated space.

79% would like to work from a "third space" – a location other than their home or place of employment.

Intended future working patterns for remote workers



Around half of remote workers want to continue working from home regularly.

46% of employees who are working from home want to continue doing so at least once a week.

Opportunities for growth

- Determine what process changes and tools are needed to allow employees to work remotely on a long-term basis.
- Enhance employees' experience of hybrid working by rethinking the role of the office and what this means for office design, capacity requirements and alternative solutions.
- Designate in-office days for meetings and collaboration and remote days for focused tasks to provide the flexibility that many crave.



2. Lifestyle

95%

of consumers have **made at least one change** to their lifestyle that they expect to be permanent.

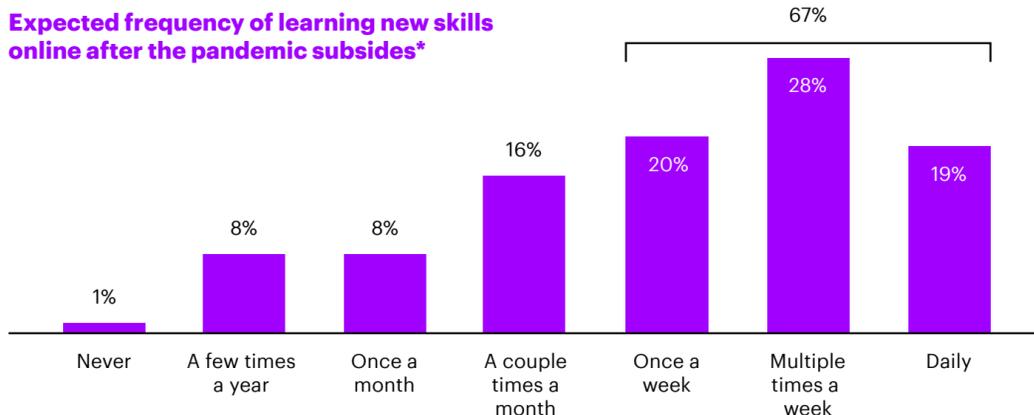
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of consumers plan to **spend time learning new skills** at least once a week in the future.

1 in 4

consumers plan to **spend more time on self-care** than before the pandemic began.

Expected frequency of learning new skills online after the pandemic subsides*



Opportunities for growth

- The "at-home" economy is proving popular with consumers, so CPGs need a **clear engagement strategy** on where and how to reach consumers.
- Unlock the **new value pools** that emerge from shifting consumer behaviors and a greater amount of "me" time and personal improvement.
- With virtual formats proving to have longevity, **consider implications for digital-physical formats** in the future.

3. Shopping

84%

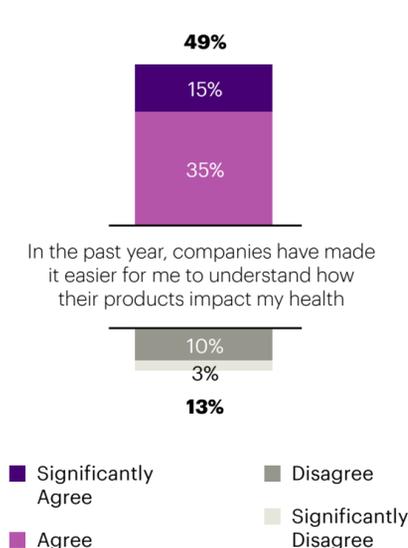
are making **changes to their spending** patterns.

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consumers believe brands should do more to make it easier to **buy/consume healthily**.

The proportion of **online purchases** for products such as food, home décor, fashion and luxury goods by previously infrequent e-commerce users has **increased 343%** since the outbreak.

Action taken to support healthy consumption



Opportunities for growth

- Provide greater transparency, personalization and support to **enable healthy choices**.
- Form partnerships with local businesses and traditional trade **to meet demand for local, trusted and authentic** products.
- Satisfy consumers' appetite for online shopping** with fast delivery and invest in people, supply chains, physical stores and digital channels.

CPGs:

It's time to rethink your strategy to cater to emerging consumer needs and demands as we emerge from the pandemic. Explore new business models and integrate advanced analytics enabled by digital to seize new sources of growth.



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