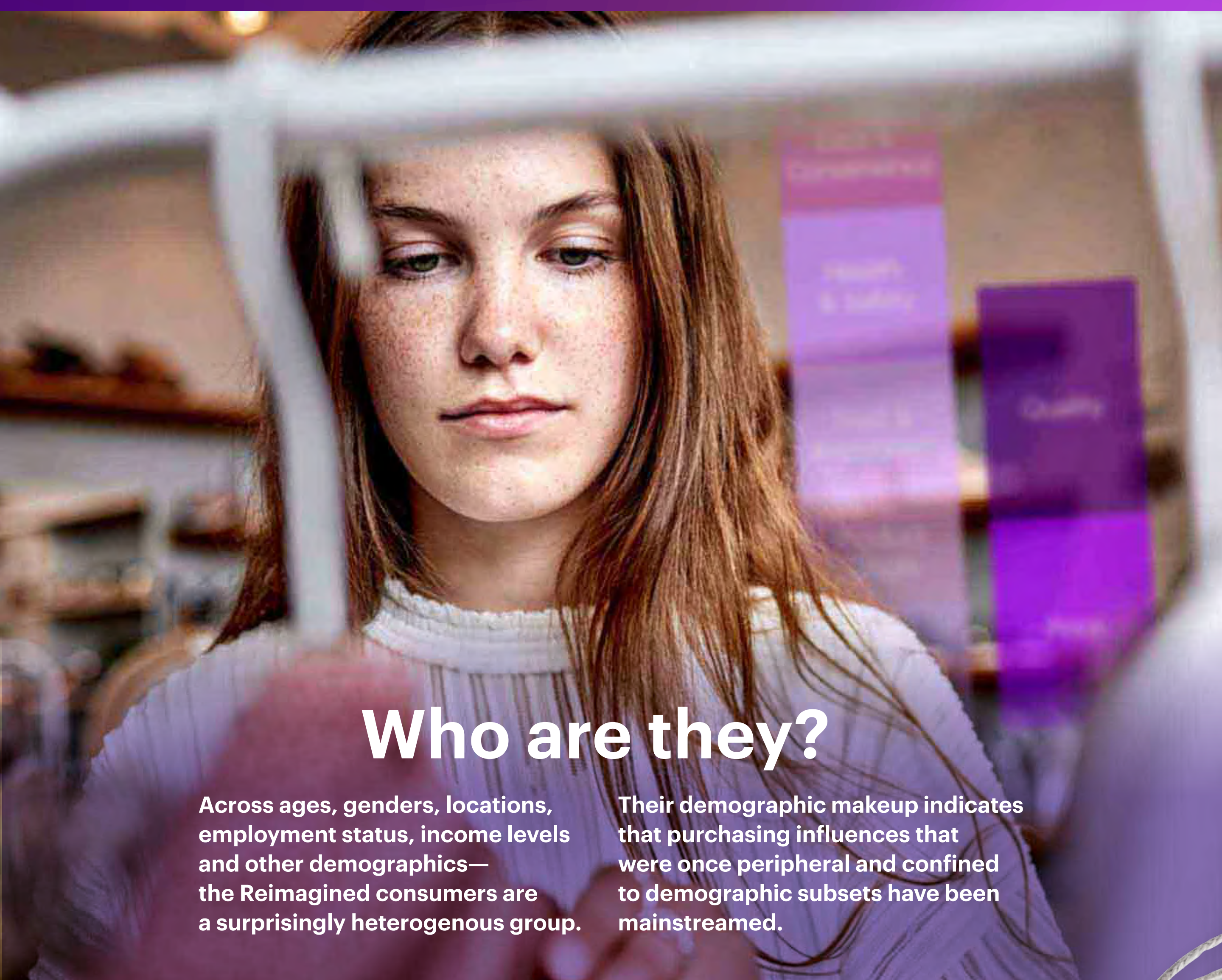


# Life Reimagined

Mapping the motivations that matter for today's consumers

50%

of global consumers say the pandemic made them **TOTALLY REVISE** their personal purpose and what is important for them in life. We call them Reimagined consumers.



## Who are they?

Across ages, genders, locations, employment status, income levels and other demographics—the Reimagined consumers are a surprisingly heterogenous group.

Their demographic makeup indicates that purchasing influences that were once peripheral and confined to demographic subsets have been mainstreamed.

## What motivates Reimagined consumers to switch, stay or pay?

Accenture surveyed more than 25,000 consumers in 22 countries and interviewed 425 in five countries. Our research reveals Reimagined consumers have five distinct purchasing motivations that exceed price and quality and are oriented around consumers' desire to feel better and have confidence in the products, services and companies they patronize.

- Health & safety
- Service & personal care
- Ease & convenience
- Product origin
- Trust & reputation

These motivations are powerful enough to drive both brand switching (“should I stay?”) and willingness to spend more (“would I pay?”).



### Ease & convenience

**“I want more time to spend on things other than shopping.” – UK consumer**

57% of Reimagined consumers say they would switch retailers if they did not offer new, fast and flexible delivery options.

### Service & personal care

**“It is important for customer service now to be better than ever. We’re more sensitive.” – Spanish consumer**

72% of Reimagined consumers expect companies they’re doing business with to understand how their needs and objectives change during times of disruption.

### Trust & reputation

**“I want to pick brands that take a stand and raise their values on their adverts and products.” – UK consumer**

Across 8 industries, a majority of Reimagined consumers say they would switch providers if they did not take visible actions to have a positive societal impact.

### Product origin

**“I started to read products’ labels to know more about their origin. This is very important.” – Brazilian consumer**

59% of Reimagined consumers said they would switch to another provider to get the most sustainable product.

### Health & safety

**“After the test of the pandemic, it proved that health is the most important thing. Only with a healthy body can we take care of our family better and work harder.” – Chinese consumer**

71% of Reimagined consumers think companies are just as responsible as governments for the health of societies.

