



THE BIG VALUE RESET

VIDEO TRANSCRIPT

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The pandemic didn't simply change how people work, shop and socialize. It caused a massive shift in consumer values and expectations: one that's been more rapid and far-reaching than at any other time in history.

Accenture recently conducted a survey of more than 25,000 consumers across 22 countries which revealed that a full 50% of consumers say the pandemic caused them to completely re-evaluate what's important to them.

These consumers – who we call 'the re-imagined' – are changing their buying habits in accordance with their new outlooks, creating enormous opportunities for businesses who can respond by resetting their strategies.

We call this 'The Big Value Reset!' and it impacts on all sorts of consumer decisions – from "should I switch brands?" to "should I pay more for a brand I believe in?"

We'll be revealing more facts about 'the re-imagined' at CES 2022, as well as explaining how brands across no less than 14 industries can achieve massive growth from The Big Value Reset!

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