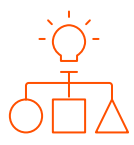


The needs and priorities of APAC consumers in 2021

Health, wealth, and COVID-19

Consumer sentiment is changing rapidly in every country

Attitudes



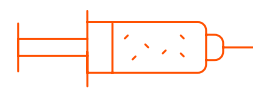
54%

have reassessed their outlook on life and revalued their needs, wants and priorities.



59%

have a positive outlook on life, thinking it will be 'back to normal' within 12 months.



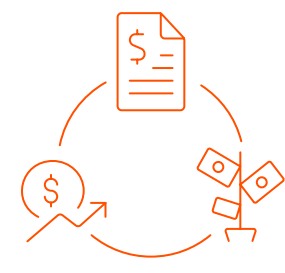
59%

are willing to take the COVID-19 vaccine if it is available to them.

Health and wealth



Over half have felt the impact on their income, rising to 3 in 5 people aged 18-34.



More than 3 in 5 think the pandemic demands more proactive financial planning.

People are less concerned about their health and finances, but financial security (63%) is a bigger worry than physical health (44%).

Heavily influenced by cultural and political factors, people are largely more optimistic so continue active conversations. Be authentic, bold and brave. No 'sadvertising'.

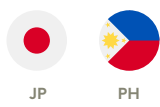
Brands must hedge against the uncertainty of timing throughout 2021's three stages of COVID-19



COVID

now

brands are dealing with and planning for continued uncertainty



JP

PH



COVID

normal

brands can capitalise on some opportunity as populations get vaccinated



ID

MY

KR



COVID

social

most markets will see a surge of pent-up demand as social connection returns



AU

SG

TH

VN

Transform disruption threats that come with each stage into new opportunities for growth and innovation. Adapt and grow with change.

Purpose, price and provenance are here to stay as people command safety and value from brands



Brands with a strong brand purpose grow brand value at a faster rate: +175% STRONG brand purpose vs. +70% WEAK brand purpose

BrandZ™ Top 100 Most Valuable Global Brands – 94 brands appearing in the top 100 for 12 years between 2006-2018

Find out more about consumer sentiment in your market and how to thrive through disruption. Connect with Valencia.Chia@kantar.com | www.kantar.com

About the Kantar Consumer Sentiment Survey: A total of 1,350 online interviews between 22 February -1 March 2021 across nine markets in APAC: Japan, South Korea, Australia, Singapore, Malaysia, Philippines, Thailand, Indonesia, Vietnam.