

# 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.



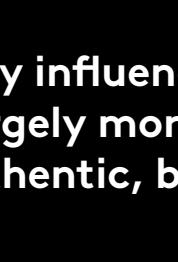
**59%**

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

### Health and wealth



Financial security

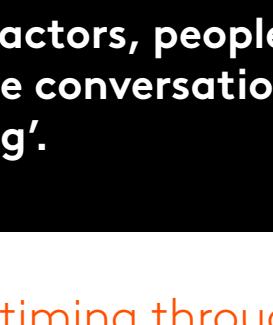


Physical health



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

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.

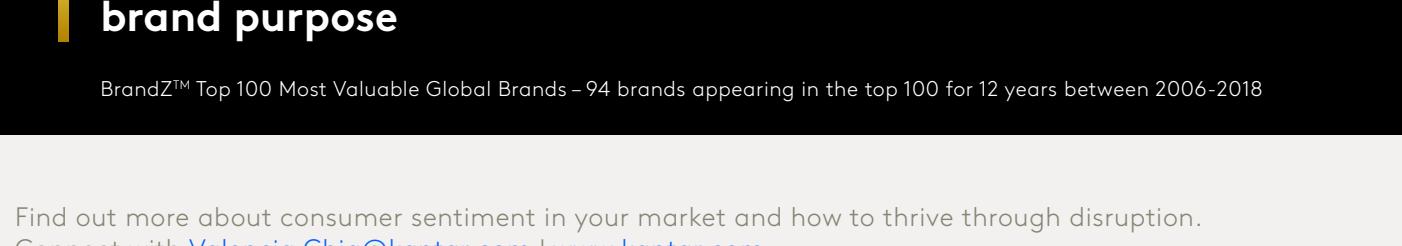
**Heavily influenced by cultural and political factors, people are largely more optimistic so continue active conversations. Be authentic, bold and brave. No 'sadvertising'.**

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



**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](mailto:Valencia.Chia@kantar.com) | [www.kantar.com](http://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.