

The Australian experience

Consumer outlook in a COVID-social 2021

Aussie confidence is on the rise

Confidence returns for resilient Aussies as 2 in 3 think we'll be 'back to normal' within a year and overall pandemic concern has dropped from 64% to 47%.



49% believe the economy **won't take long to recover** or impact jobs long-term (up from 31%)



2 in 5 were **not impacted** at all by the pandemic



Just 33% still feel the pandemic still impacts their **daily life**, down from 52%



For almost 2 in 5 the pandemic was a trigger to completely **reassess their lives**



Proactive **financial planning** has dropped in priority to just 19% from 35%*



36% feel it won't impact **household budget**, rising from 26%

*March 2020 (n=150)

We're opening our pandemic purses

Spending has returned to most categories as Aussies still shop locally but seek value from brands

77%

now prefer to shop at supermarkets close to home

45%

still seek help via discounts and promotions

41%

increased the time they spent on e-commerce websites

64%

look at price more than pre-pandemic

2 in 5

tried different brands that they'll continue to buy in 2021

3 in 5

stayed with the same brands they've always purchased

Living our best Covid-social life

Safety prevails as we explore, engage and communicate in our COVID-social world

30%

Media consumption and claimed usage by Aussies increased by 30%*

Almost 1 in 4

Spend **more time on more apps** (YouTube, Zoom, Messenger, Instagram)

Almost 3 in 10

are ordering meals more regularly via **food app** deliveries

Over 2 in 5

Increased claimed usage of **TV on-demand** (47%) and **online platforms** (40%)

55%

want brands to offer **safe, hygienic** products/services - 2 in 5 are buying more **long shelf life foods**

One-third

want brands to tackle plastic pollution in packaging and products

*on average

To thrive through disruption, brands must adapt to rapidly changing market and consumer needs and have conversations with Australians. Invest in insights. Be authentic, bold and brave. Remember, no 'sadvertsing'.

Purchasing with purpose

Aussies continue to seek provenance, localism and sustainability leadership from brands

3 in 5

now pay more attention to the origin of products

54%

still think it's important that brands have plans to protect supply chains

One-quarter

want brands to communicate how they're meeting pandemic needs

One-third

want products/services that help adapt to the 'new normal'

2 in 5

want brands to offer them more sustainable/durable products

37%

want brands to tackle plastic pollution in packaging and products

Brands with a strong brand purpose grow brand value at a faster rate

12 years Brand Value Growth

+70%

Weak

BRAND PURPOSE

+86%

Average

BRAND PURPOSE

+175%

Strong

BRAND PURPOSE

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