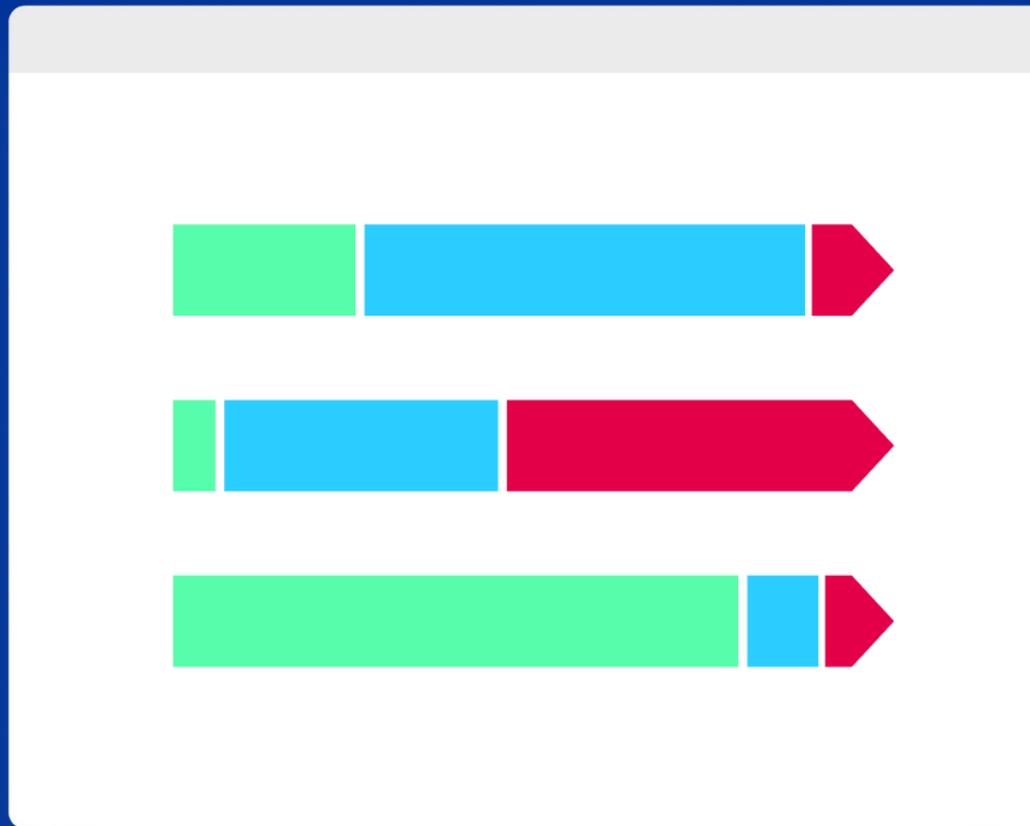




What do consumers think is in store in 2021?

We've developed 5 new consumer segments based on their level of optimism and purchase activity





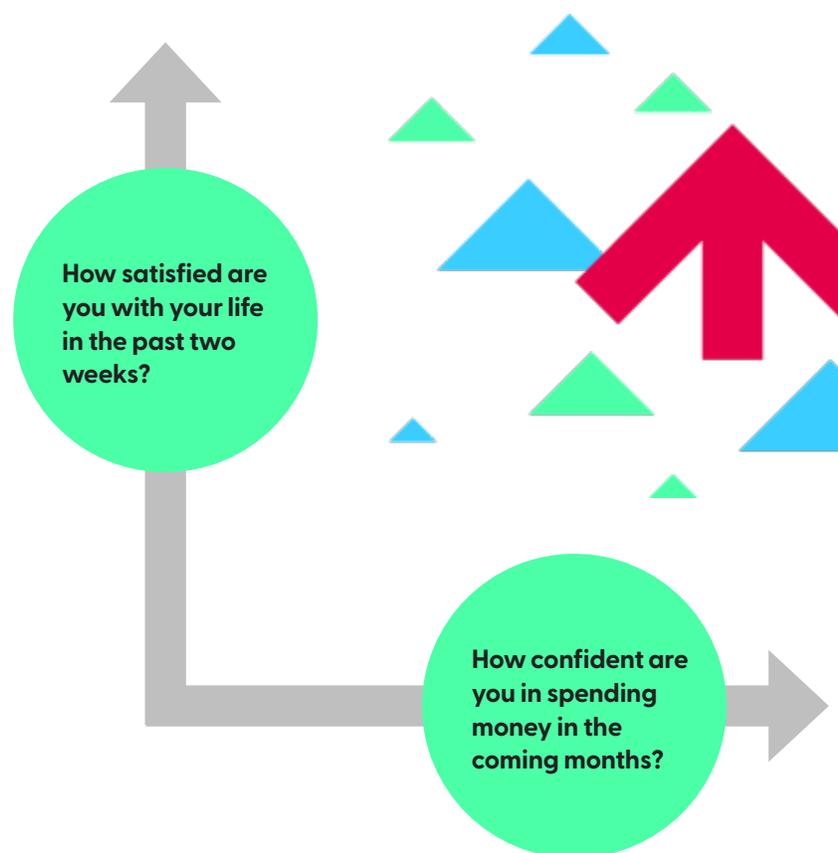
We looked at satisfaction and consumer confidence to segment our audience and understand what's in store in 2021

New realities of work and health have changed the way consumers view their world. It's more important than ever for Brands to understand how these sweeping changes impact buying decisions and choices now.

Much has been reported about the economic impacts of the pandemic, and how new financial pressures are the underpinning of many fundamental shifts in attitudes and spending behavior.

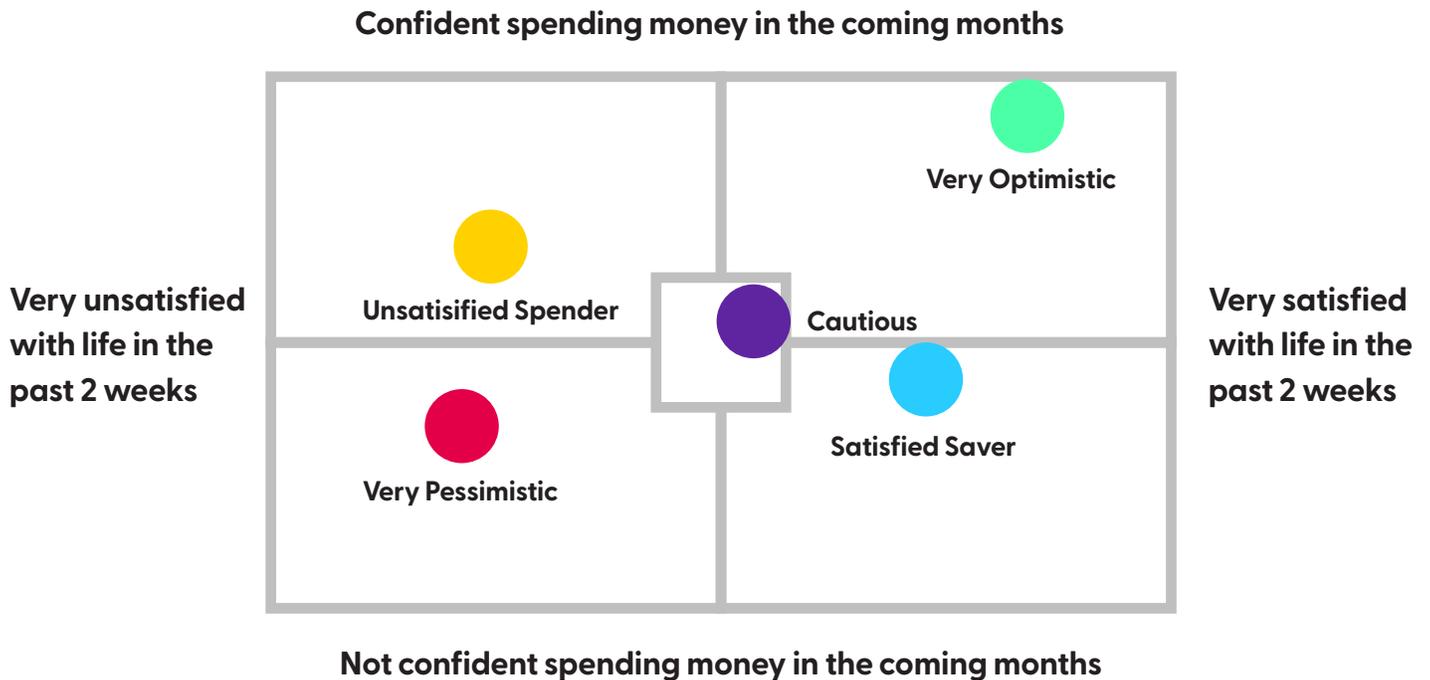
Our Global Barometer Study yields an evidence-based look at the emerging market segmentation, providing insights to guide Brands in speaking to consumers in ways that are highly relevant to their ever-evolving frame of mind.

Our research connects these realities with the critical dimensions of satisfaction in the present, and confidence when looking ahead. The resulting segmentation can be expressed on a grid built around these two simple questions:





Five distinct market segments



On the top half of the grid there are three segments that are optimistic about the future, but differ in their current state of satisfaction.

Unsatisfied Spenders

Not particularly happy with where they are today, but believe things will get better

Cautious

The pragmatic middle

Very Optimistic

Content with their current situation, and a belief that the future will be good as well

On the bottom half of the grid are two segments that are not confident about spending money in the coming months, but differ on current level of overall satisfaction.

Very Pessimistic

Most negatively affected by the pandemic

Satisfied Saver

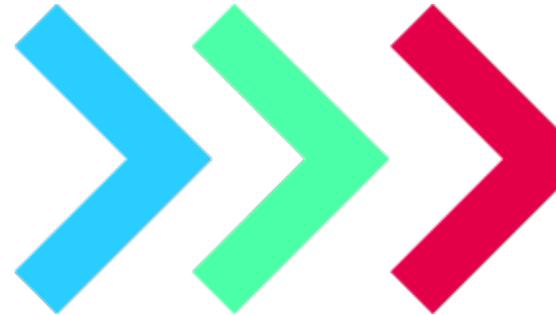
Generally happy with where they are now, but planning for a rainy day



Segment overview

Not surprisingly, the future spending confidence axis is driven by the degree of employment security and financial situation in the present. These segments are disproportionately female.

The dominant **Cautious** segment tends to be older, and relatively high on perception of employment security. The **Very Optimistic** segment is dominant in the Americas. These two segments rank highest in terms of vaccination intent. In contrast, the **Very Pessimistic** report the lowest vaccination intent of all.



	More Confident			Less Confident	
	Unsatisfied Spender	Cautious	Very Optimistic	Very Pessimistic	Satisfied Saver
Size (as of Wave 14)	11%	33%	24%	14%	18%
Gender	Female	Mixed	Male	Female	Female
Age	18-34	55+	18-34	35-54	18-54
Region	EMEA	APAC	Americas	EMEA	Americas/EMEA
Secure Employed	27%	35%	50%	13%	22%
Personal Financial Situation	No Change/Worse	No Change	No Change	Worse	No Change/Worse
Vaccination Intent	77%	83%	84%	70%	79%

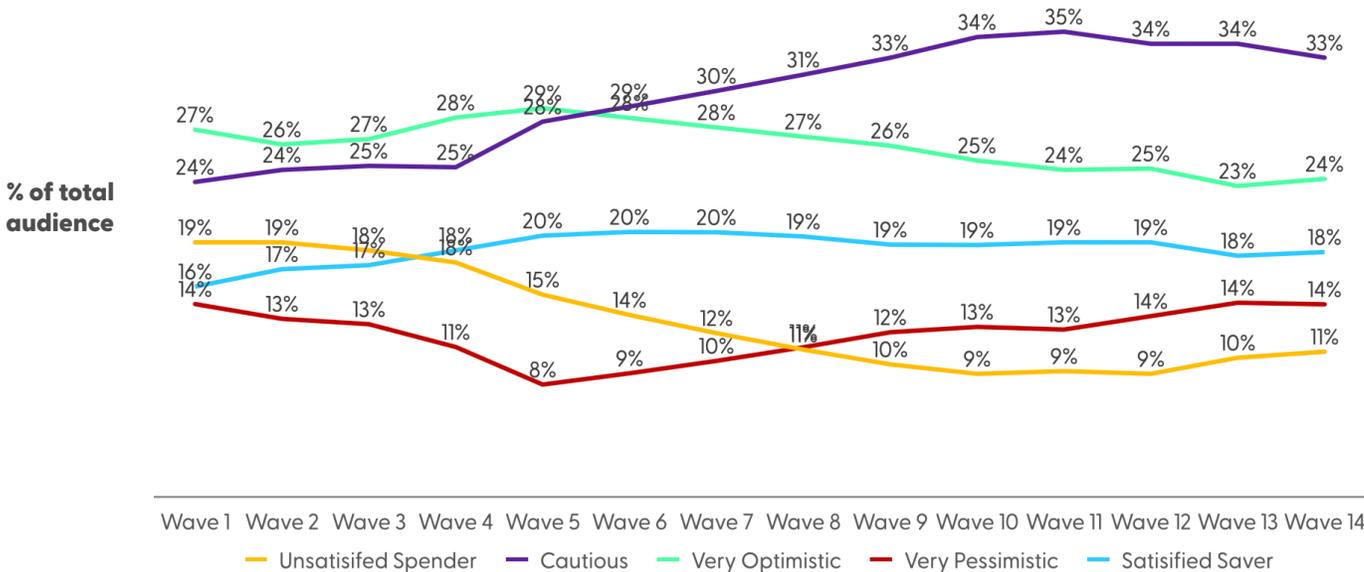


Caution abounds though consumers are more optimistic

As the pandemic wore on, consumers were confronted with the ebb and flow of resurgences and restrictions, and the realization that there was no way to predict a time when things would get “back to normal.” As a result, the dynamics of segmentation changed considerably.

The **Cautious** segment grew steadily over time and became the largest segment, overtaking the **Very Optimistic**. The **Unsatisfied Spender** segment fell from third largest to smallest. **Very Pessimistic** started off at 14% of the market and fell to 6% in the first few months of the pandemic, but has climbed again to the 14% level, reflecting growing unease with the ongoing nature of the situation.

This line of sight into these dynamics underscores the need for Brands to get and stay up to speed with changing sentiment and needs, in order to connect meaningfully with consumers.



Change in % size from Wave 1 to Wave 14

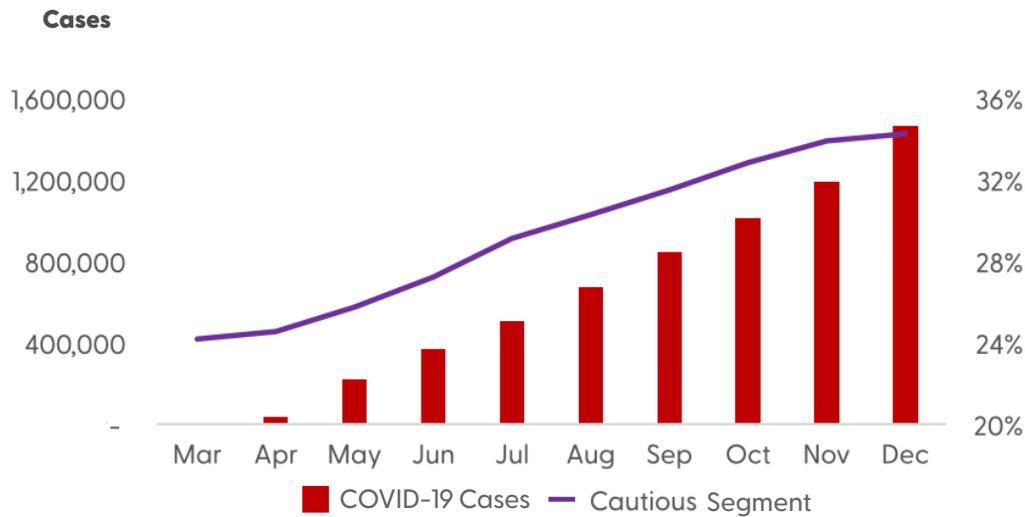
Cautious	+9%
Satisfied Saver	+3%
Very Pessimistic	-
Very Optimistic	-4%
Unsatisfied Spender	-8%



Key observations

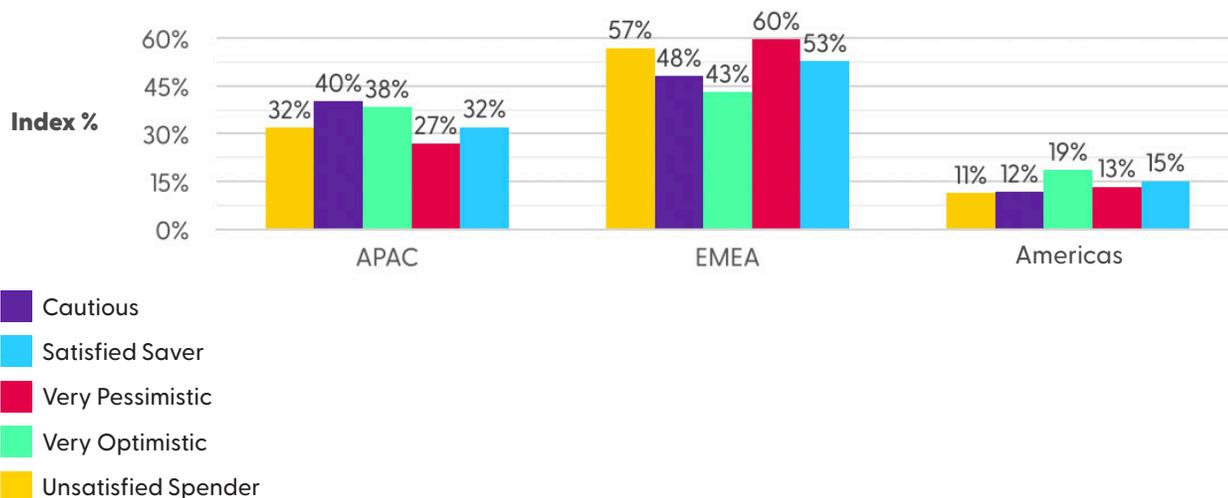
Cautious Segment and the global COVID-19 trend

The growth of the **Cautious** segment correlates very closely with the global number of coronavirus cases recorded. The longer the situation progresses, the stronger the relationship becomes. Future waves will reveal the impact, if any, which that news and the distribution of vaccines has on this trend.



Regional differences

All segments were represented in all global regions, but there are some notable differences. For example, APAC markets over-index on the **Cautious** segment relative to the rest of their segment footprint; EMEA over-indexes on Pessimistic, while the Americas are over-indexed on **Very Optimistic**.





Spotlight on “positive” segments

While most Brands need to keep tabs on all segments and the underlying dynamics driving them, our two most positive segments are of most interest to Brands and marketers at this point in 2021. Our study also offers insights into more specifics about who they are and what they believe.

Very Optimistic

This segment is mostly male, skews young, and is well represented in the Americas. They feel relatively secure in their employment, which plays a crucial role in defining their optimism. They are attuned to making time for themselves and paying attention to their personal health. They take advantage of online grocery shopping, are willing to try new foods. At 84%, vaccination intent of this segment is higher than all others.



Gender	Male	Feel secure in employment
Age	18-34	Online grocery shopping
Region	Americas	Be healthier/eat better
Secure Employed	50%	Make more time for myself
Personal Financial Situation	No Change	Become more environmentally-friendly
Vaccination Intent	84%	I like to try new ingredients, flavours and dishes

Satisfied Saver

This segment is a true blend of optimism and caution, and that caution manifests itself in the way that matters of money are the focus of its core traits. They are actively looking to manage their finances better, and look for deals and discounts, which tracks with their low rate of secure employment (22%). This segment skews female and younger, and also exhibits a relatively high rate of vaccination intent.



Gender	Female	Save money to prepare for a rainy day
Age	18-34	Better Budgeting
Region	Americas/EMEA	Grocery Store – Cheap prices
Secure Employed	22%	Grocery Store – Deals & Discounts
Personal Financial Situation	No Change/Worse	Be better at managing my money
Vaccination Intent	79%	Think more positively



Outlook for 2021: implications for brands & marketers

It's always been true that Brands must be aligned with the attitudes and needs of their customers. Now, with new attitudes settling in over an ever-shifting landscape, it is more critical than ever to have a finger on the pulse of sentiment around overall satisfaction and confidence for the future.

When planning for the near term, important segment factors to keep in mind include:





Start Knowing

Toluna delivers real-time consumer insights at the speed of the on-demand economy. By combining global scale and local expertise with innovative technology and award-winning research design, we help clients explore tomorrow, now. Toluna is the parent company of Harris Interactive Europe and KuRun Data. Together, we push market research toward a better tomorrow.

Learn more at tolunacorporate.com

The Global Barometer Study

Toluna, Harris Interactive, and KuRunData have been running a Global Barometer Study tracking various aspects of consumer sentiment since March of 2020. The 14 waves of data offer timeline-based insights into the evolution of consumer attitudes and behaviors.

Global Barometer: Markets Tracked

EUROPE					THE AMERICAS		ASIA											
																		
GBR	FRA	DEU	ITA	ESP	USA	BRA	AUS	SGP	MYS	IDN	PHL	THA	JPN	KOR	CHN	HKG	IND	UAE