Understanding the 2020 consumer
Wave 11 Global Barometer Study
A year of change

Today’s consumer is making new decisions—about their health, their families, their finances, the products they buy and more.

Understanding this consumer is critical. We have been fielding our 2020 Consumer Barometer since March of this year to better understand consumer changes as they happen, and pave the way for future understanding.
Key findings: Consumers remain cautious

• As the COVID-19 pandemic continues, global satisfaction remains level with the previous wave. **Just 3 in 10 globally feel optimistic about the future.**

• Concern around a second wave of COVID-19 is **rising in Europe.**

• Concern about personal financial security continues to decrease globally, however in Europe is it slightly up vs. last wave.

• Consumer confidence remains consistent with the previous wave – just 18% globally are confident spending money.
Key findings: Consumers are finding ways to save for the holidays

• 1 in 4 consumers are very concerned about being able to afford the holiday season this year – more so in the Americas, and people are saving differently as a result.

• Consumers are planning to spend less money on pre-holiday festivities and socialising as well as buying gifts this year.

• 44% are being more selective about who they buy gifts for this holiday season – mostly due to uncertainty as a result of COVID-19 or concerns about the financial situation.

• When it comes to shopping for gifts over the holiday season, half of consumers globally shop based on price/ finding a good deal above all else.
Key findings: Consumers are buying early to avoid product constraints

- Around 1 in 4 are buying gifts earlier this year – consumers are worried about stock issues and availability of products, and 1 in 5 would be willing to pay more to get the gift they want.

- Many are expecting to shop online more and in-store less when buying gifts for the holiday season, including Black Friday sales.

- Overall consumers are expecting holiday shopping to be different this year, including more deals and discounts, less shopping in person, in store and more innovation by retailers.
Wave 11: Markets studied and field schedule

Fieldwork took place between 1st – 6th October 2020

- Data has been weighted by age, gender and region to be Census representative in all markets (except UAE where regions are not weighted)
- In France, data is also weighted to reflect social grade

<table>
<thead>
<tr>
<th>Market</th>
<th>Completed Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>1108</td>
</tr>
<tr>
<td>France</td>
<td>1061</td>
</tr>
<tr>
<td>Germany</td>
<td>1072</td>
</tr>
<tr>
<td>Italy</td>
<td>1162</td>
</tr>
<tr>
<td>Spain</td>
<td>1144</td>
</tr>
<tr>
<td>US</td>
<td>1040</td>
</tr>
<tr>
<td>Brazil</td>
<td>1075</td>
</tr>
<tr>
<td>Australia</td>
<td>1050</td>
</tr>
<tr>
<td>Singapore</td>
<td>547</td>
</tr>
<tr>
<td>Japan</td>
<td>1075</td>
</tr>
<tr>
<td>Korea</td>
<td>1066</td>
</tr>
<tr>
<td>China</td>
<td>1012</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>525</td>
</tr>
<tr>
<td>UAE</td>
<td>541</td>
</tr>
</tbody>
</table>
Sentiment Tracker
1/3 of consumers feel satisfied with their lives

As the COVID-19 pandemic continues, global satisfaction remains level with the previous wave.
The majority of consumers are not feeling particularly optimistic about the future given the current situation.
Consumers globally are just as concerned about a second wave of COVID-19 as Wave 10, but concern is rising in Europe.
33% of people are concerned about their personal financial security with regards to the pandemic.

<table>
<thead>
<tr>
<th>Region</th>
<th>Wave 10</th>
<th>Wave 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>The Americas</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Asia</td>
<td>35%</td>
<td>33%</td>
</tr>
</tbody>
</table>

- Concern about personal financial security continues to decrease globally (-1 compared to last wave).
- Consumers are still concerned about finances, particularly in the Americas.
- In Europe, levels of concern have increased slightly since last wave.
45% of people are less well off compared to before the pandemic.
Current job security continues to be a concern across the globe – particularly in Asia

23% feel worried about their employment

-1 overall compared to the previous wave
Consistent with the previous wave...

18% globally are confident spending money over the coming months due to the pandemic.

40% plan to think more carefully about what they spend money on (-1 from previous wave).
Going out for food continues to be a top priority for consumers as restrictions ease…

### Activities likely to undertake in the next 1-2 months

- Shopping in a store (for groceries, clothes, household): 48%
- Go out to eat: 46%
- Online shopping (for groceries, clothes, household): 43%
- Think more carefully about what I spend my money on: 40%
- Eat more healthy food: 39%
- Go to the hairdressers/salon: 32%
- Be more environmentally conscious: 31%
- Go to the cinema/theatre: 26%
- Take more vitamins or other health supplements: 23%
- Treat myself (and family) to a holiday in my country: 22%
- Return to workplace: 17%
- Go to the gym: 16%
- Send kids to school/daycare: 13%
- Treat myself (and family) to a holiday abroad: 11%
- Spend more money generally: 11%
- Buy something of significant value: 10%
- Volunteer: 10%
Consumers are more comfortable booking an event this year or early next year, however for foreign holidays, many prefer to wait until Summer 2021.
Shopping for the holiday season
48% globally expect to spend the holidays differently this year than previous years
25% globally are very concerned about being able to afford the forthcoming holiday season.

Rising to...

37% in the Americas
1 in 4 have saved more this year compared to previous years.

Consumers are saving differently for the cost of the holiday season this year.

- 10% saved a lot more than previous years
- 16% saved a little more than previous years
- 28% saved about the same as previous years
- 11% saved a little less than previous years
- 9% saved a lot less than previous years
- 25% do not save for the cost of the holiday period
Consumers plan to spend less on socialising, buying gifts, shopping in the sales and food this holiday season.

<table>
<thead>
<tr>
<th>Category</th>
<th>More</th>
<th>The Same</th>
<th>Less</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-holiday festivities &amp; socialising</td>
<td>10%</td>
<td>33%</td>
<td>42%</td>
<td>15%</td>
</tr>
<tr>
<td>Presents/gifts for the holiday season</td>
<td>13%</td>
<td>42%</td>
<td>36%</td>
<td>9%</td>
</tr>
<tr>
<td>Sales over the holiday season</td>
<td>15%</td>
<td>39%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>Pre-holiday season sales (Black Friday, Cyber Monday etc.)</td>
<td>15%</td>
<td>36%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Food for the holiday season</td>
<td>16%</td>
<td>46%</td>
<td>31%</td>
<td>7%</td>
</tr>
</tbody>
</table>
44% are being more selective about who they choose to buy gifts for this year.
Consumers are most likely to be buying gifts for their partner and children this holiday season
When it comes to shopping for gifts over the holiday season, half of consumers globally shop based on price/finding a good deal above all else.
1 in 4 are planning to buy cosmetics and beauty gifts this year

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion or clothing</td>
<td>38%</td>
</tr>
<tr>
<td>Gift cards</td>
<td>29%</td>
</tr>
<tr>
<td>Fragrances</td>
<td>28%</td>
</tr>
<tr>
<td>Cosmetics and beauty</td>
<td>27%</td>
</tr>
<tr>
<td>Technology and electronics</td>
<td>25%</td>
</tr>
<tr>
<td>Gadgets (smartphones, smartwatches, tablets, e-)</td>
<td>20%</td>
</tr>
<tr>
<td>Culinary or gourmet gifts</td>
<td>19%</td>
</tr>
<tr>
<td>Jewellery</td>
<td>17%</td>
</tr>
<tr>
<td>Home goods and furniture</td>
<td>15%</td>
</tr>
<tr>
<td>Experiences</td>
<td>10%</td>
</tr>
<tr>
<td>Subscription gifts</td>
<td>7%</td>
</tr>
</tbody>
</table>
Why are consumers planning to spend **less** money shopping for gifts this year?

- **46%** want to **save money** this year due to uncertainty as a result of Covid-19.
- **46%** are more concerned about **the financial situation** this year due to Covid-19.
- **38%** personal finances have changed this year compared to last year.
- **30%** will **buy for fewer people** this year than prior years.
- **31%** are choosing to **spend differently** this year / be less consumerist.
- **29%** it will be **more difficult to go out shopping** for gifts this year.
- **28%** are more concerned about **the economy** than last year due to lack of confidence in the government.
Why are consumers planning to spend more money shopping for gifts this year?

- **40%** want to make Christmas more special this year given the Covid-19 pandemic.
- **33%** are choosing to spend differently this year.
- **36%** haven’t seen friends and family as much this year so want to do something special.
- **30%** have saved more money this year because of the lockdown, so want to treat themselves and others.
- **28%** will buy for more people this year than prior years.
- **27%** personal finances have changed this year compared to last year.
Compared to last year, many are expecting to shop online more and in-store less when buying gifts for the holiday season.

<table>
<thead>
<tr>
<th></th>
<th>Online...</th>
<th>In Store...</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Same</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>Less</td>
<td>15%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Consumers plan to do most of their Black Friday shopping online.

- 21% plan to shop in-store.
- 41% will place an online order to be delivered home.
- 13% will place an online order to collect in person.
November and December are the months in which most consumers expect to do their shopping for the holiday season.

- **October** – before the holiday season really starts
- **November** – early in the shopping season
- **December** – mid season
- **Last minute**
- **Not sure**
24% globally are buying gifts earlier this year compared to last year.

27% are worried they won’t be able to buy the gifts they would like this year due to stock issues.

28% plan to start shopping for the holiday season early because they are worried about availability of products.

21% would be prepared to pay more to get the gift they want if items are not readily available.
Consumers expect that holiday shopping will be different this year...

21% are expecting a lot more innovation by retailers

In what ways?

- More deals and discounts: 43%
- Less people shopping in-store: 38%
- Items going out of stock faster due to surge in online shopping: 27%
- Big discounts on electronic items: 24%
- A lot more innovation by retailers, such as virtual shopping spaces and voice activated shopping: 21%
- Big discounts on beauty items: 17%
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