

# BUSINESS AS UNUSUAL:

There's been a seismic shift in consumer behavior as a result of the global pandemic. For brands and marketers, it's anything but business as usual. Here's a quick glance at some results from our 2020 consumer survey.

## RAPID CHANGES IN EMPLOYMENT & SPENDING

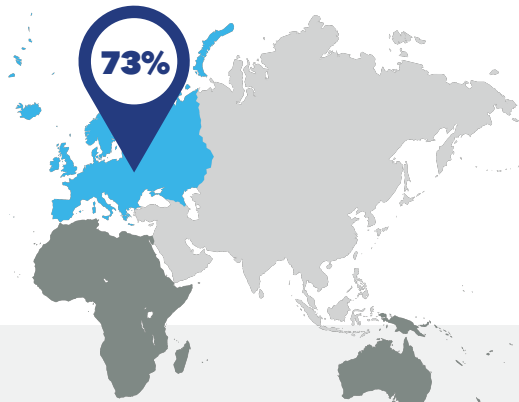
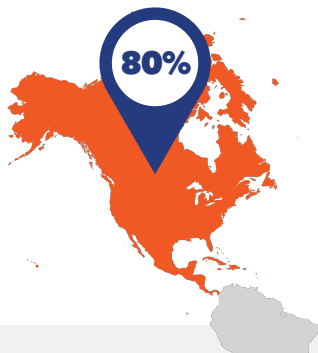
Selligent surveyed

**5000**  
CONSUMERS  
WORLDWIDE

**75%**

report reduced work,  
less pay, or job loss

80% in NA vs. 73% in EU



More women report  
reduced work

♀  
**79%**

♂  
**71%**

82% are optimistic and believe  
they will be employed within  
the next 6-12 months

## BUYING BEHAVIORS have forever changed

**60%**  
prioritize the  
purchase of  
essential  
items

**29%**  
will shop  
more online

Non-essential spending on alcohol:  
**1 in 5** Millennials globally

Regional alcohol spend:

North America **27%**

Europe **14%**

**53%**

'combat stay-at-home  
boredom' with  
entertainment  
and alcohol  
purchases

By generation:

Gen Z **61%**

Gen Y **62%**

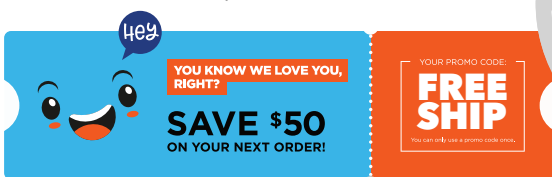
Gen X **54%**

Boomers **29%**

## 3 WAYS BRANDS CAN SUPPORT CONSUMERS

### 1 SEND REAL-TIME & RELEVANT omnichannel communications

**54%** say sales and deals  
are the most valuable communications  
(consumers are more cost-conscious  
and value-focused)



secret sales • free shipping • promo codes

**76%**  
expect real-time  
updates on purchases  
via app / email

### 2 SHOW YOU CARE with tangible brand benefits

**51%** say free  
products, services & perks  
are the best ways for brands  
to show they care

**64%** want  
mobile & contactless  
pickup or check-in:

Gen X, Y, Z **66-71%**

Boomers **49%**

Female **69%**

Male **60%**

Curbside  
pickup  
desired:

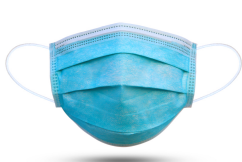
Gen X, Y, Z **64-67%**

Boomers **43%**

### 3 OFFER SAFE, FLEXIBLE & transparent customer service

**76%**

desire clearly  
communicated  
safety protocols



**81%**

expect flexible  
cancellation  
& returns



**71%** want to  
know product availability  
before ordering online or  
going in store

## WANT TO LEARN MORE?

[selligent.com/connectedconsumer](https://selligent.com/connectedconsumer)