

Who will be the next-normal consumer?



A global study about how consumers are evolving
23 countries surveyed from April to September 2021



One year after the start of the pandemic, consumers have become more **introspective, home-centric, and seekers of in-person interactions**



Overall consumers' **safety perceptions have begun to improve**, with one exception, returning to work, which has slowed



At a global level, consumers allocate their **spending budgets for less essential goods**, while worrying for price increase

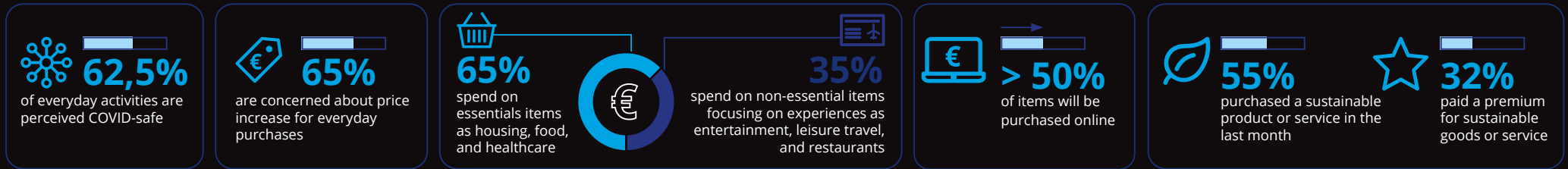


Consumers continue to signal a **return to brick-and-mortar stores**



Sustainability is increasingly impacting Consumers in their purchasing decisions

Global Consumer snapshot



Belgian Consumer snapshot

