Who will be the next-normal consumer?

Deloitte.

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

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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-



Sustainability is increasingly impacting Consumers in their purchasing decisions

Global Consumer snapshot



perceived COVID-safe







spend on non-essential items focusing on experiences as entertainment, leisure travel, and restaurants



of items will be purchased online



purchased a sustainable product or service in the last month



paid a premium for sustainable goods or service

Belgian Consumer snapshot



of activities (shopping, eating out, flying) perceived as COVID-safe

of grocery will be purchased in-store

31% of electronics will be



Ready to pay a premium when buying sustainable

59%

of 18-34 year olds

37% of 35-54 year olds

40% of all consumers research how sustainable a product is before purchase



1 over 2

consumers

will buy again

from a brand after the first

sustainable

product or

service

Reduce or stop meat consumption

> 41% of women

23% of men



worry about price increases for everyday purchases



will never use "click & collect" when purchasing an item



