

Study

Trends observatory

“How will the health and economic crisis we face influence the consumption, life and work habits of each of us?”

by:

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ageas
portugal

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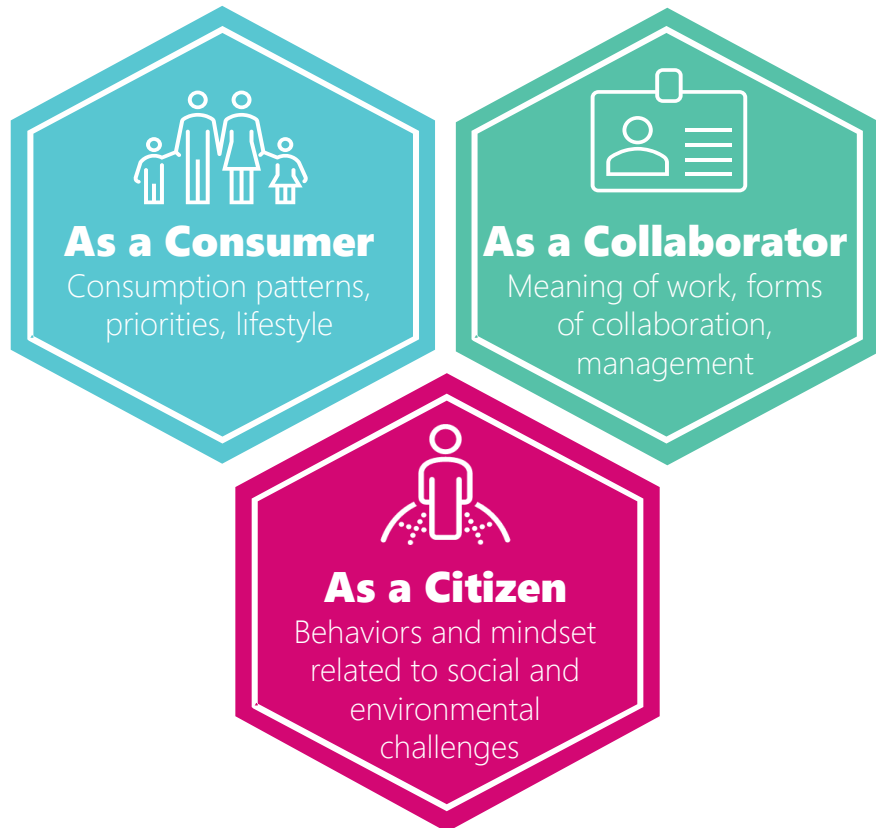
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OBJECTIVES AND METHODOLOGY

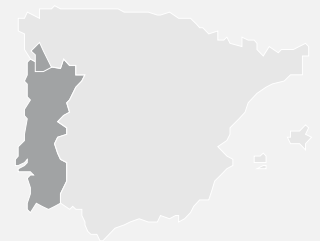
Capturing the **emerging trends in Covid-19 times** across the world and **individuals perspectives in 3 dimensions:**



The study has been originally developed in Portugal, through a partnership between Eurogroup Consulting and a client and partner, The Ageas Group (Insurance).

It has then been enriched with 4 other Citizens of Nextcontinent, totalizing **6 countries across 3 geographical areas:**

Southern Europe
Portugal



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South America
Argentina – Chile - Uruguay



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Northern Europe
Germany - Luxembourg

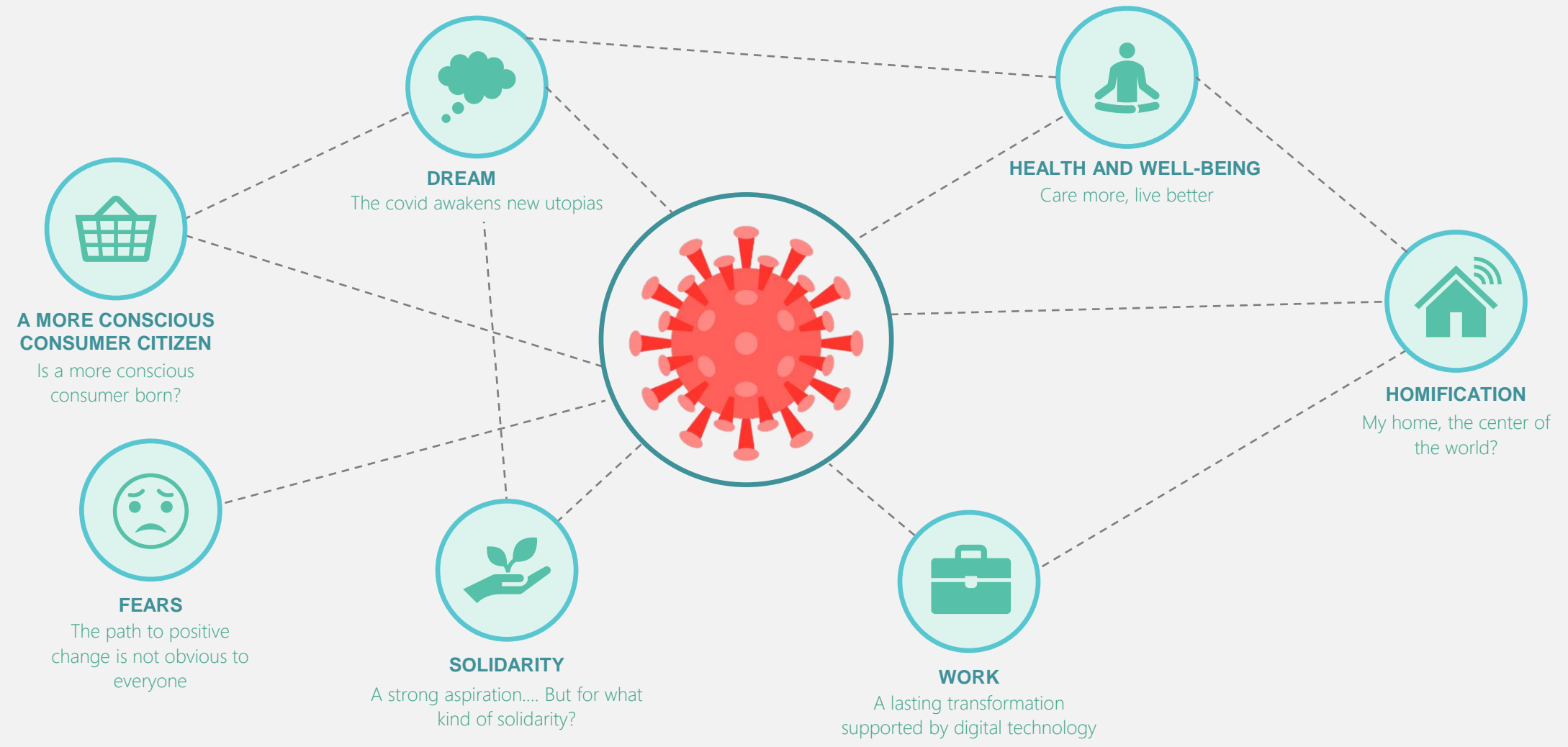


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Luxembourg

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Germany

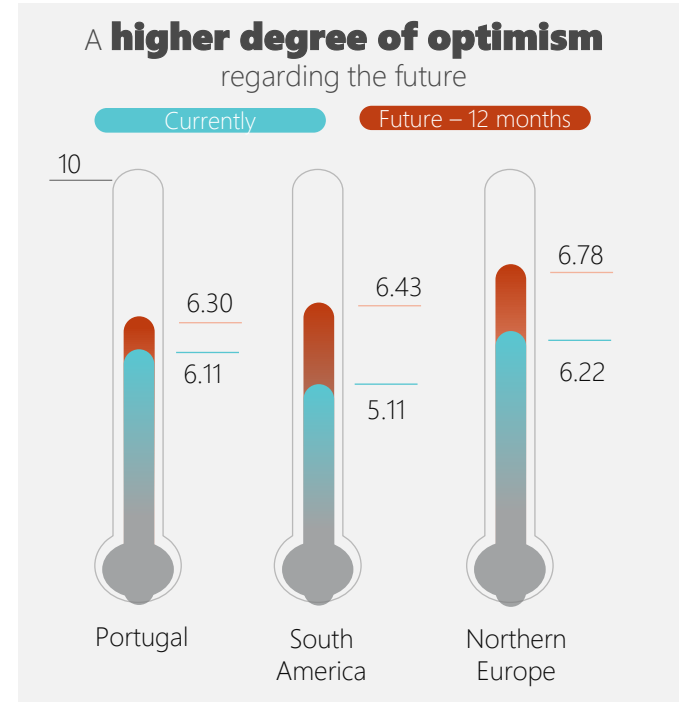
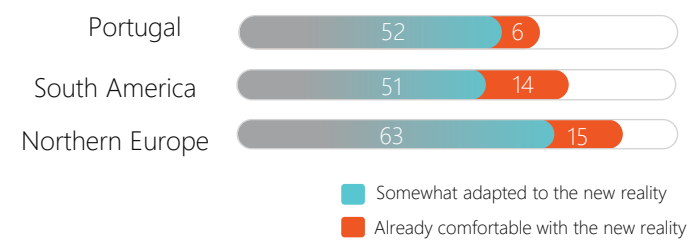
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2,410 individuals responded to the survey between September and October 2020. 1,744 came from Portugal, 607 from South America (Argentina, Chile and Uruguay), 59 from Northern Europe (Germany and Luxembourg). From their answers, we highlight **7 major international trends**:



DREAMING FOR NEW UTOPIAS

More than half of respondents feel **somewhat adapted to the new reality**



The current situation creates numerous aspirations:



ENVIRONMENT

Sustainable consumption, Better environmental conditions, Less pollution

If we understand what this virus is showing us (deceleration, more consideration for the planet) we may see an extraordinary change in our way of being: greater connection with nature, respect of natural cycles

SOCIETY

Social responsibility

Greater sense of mutual support

Civism and respect

INDIVIDUAL VALUE SYSTEMS

Re-evaluation of priorities and lifestyle

Awareness of the need of the others as social, ethical, moral and human beings

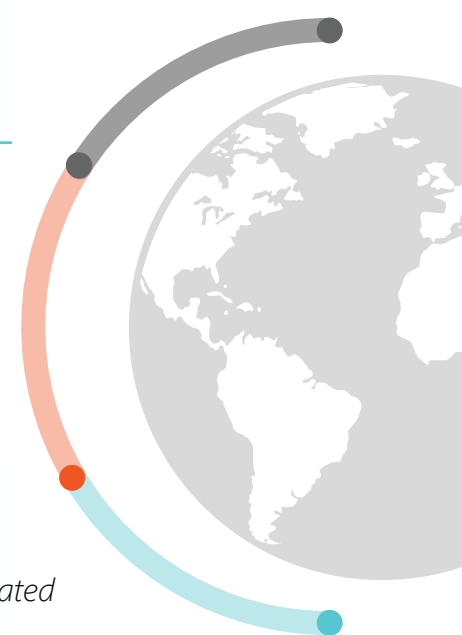
Awareness that we are all connected, for better and for worse and that we're not isolated

TECNOLOGY & ORGANIZATION

Greatest technological development

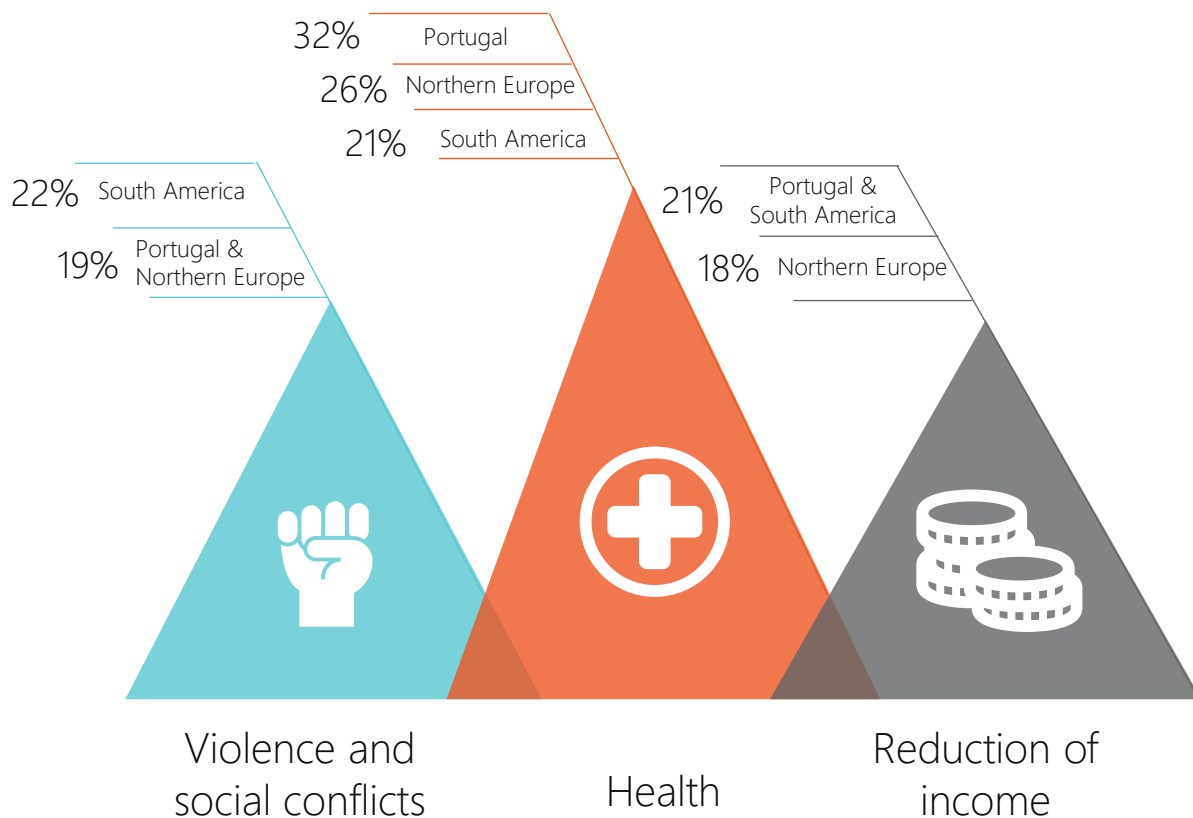
Technology as a safe, fast and traceable work tool

New models of management, new offers, new professions

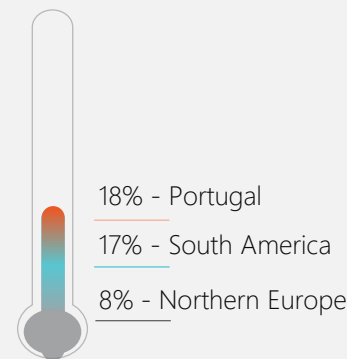


CONCERNS AND UNCERTAINTIES

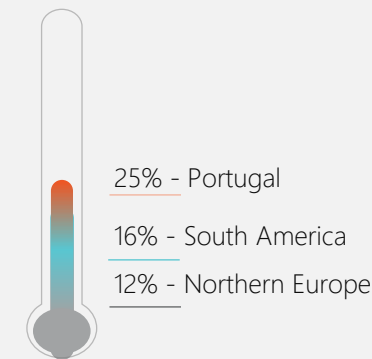
Main fears among respondents



Only **2-7%** declare **not to be afraid**
 (2% South America, 4% Portugal, 7% Northern Europe)



Uncomfortable with the new situation



With many doubts

Feeling that **justice and social equity** have worsened:



CARE MORE AND LIVE BETTER

Taking care of family

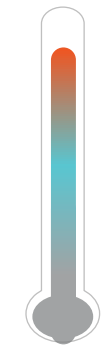
1st priority for Portugal and South America

Improving habits and lifestyle

2nd priority for Portugal, 3d for South America

Socializing (friends, family)

2nd priority for Northern Europe, 4th for South America

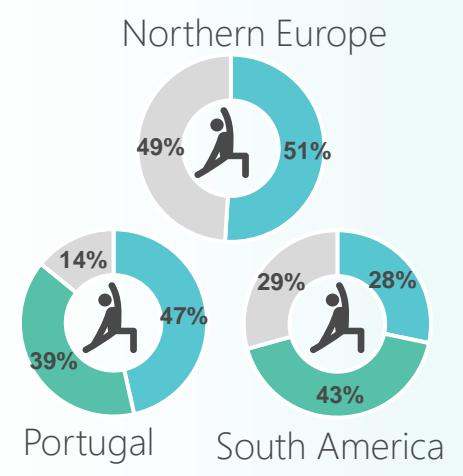


86% - South America
73% - Portugal
64% - Northern Europe

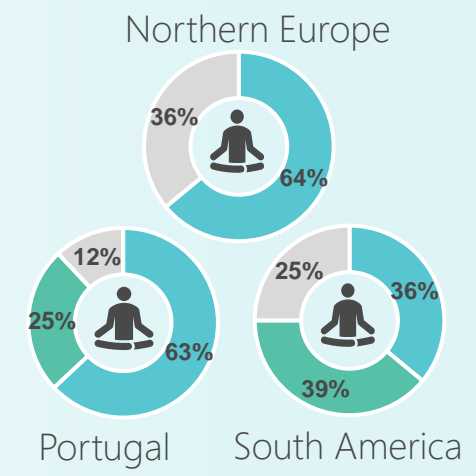
Most respondents believe that there will be some **positive transformations** regarding healthy food and local supplies

New practices are being implemented:

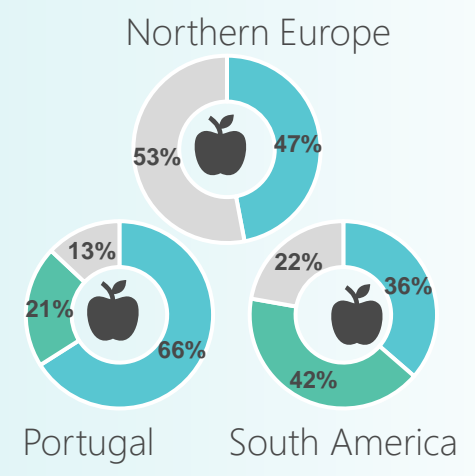
Personal care, sports & physical health



Personal balance & mental health



Nutrition

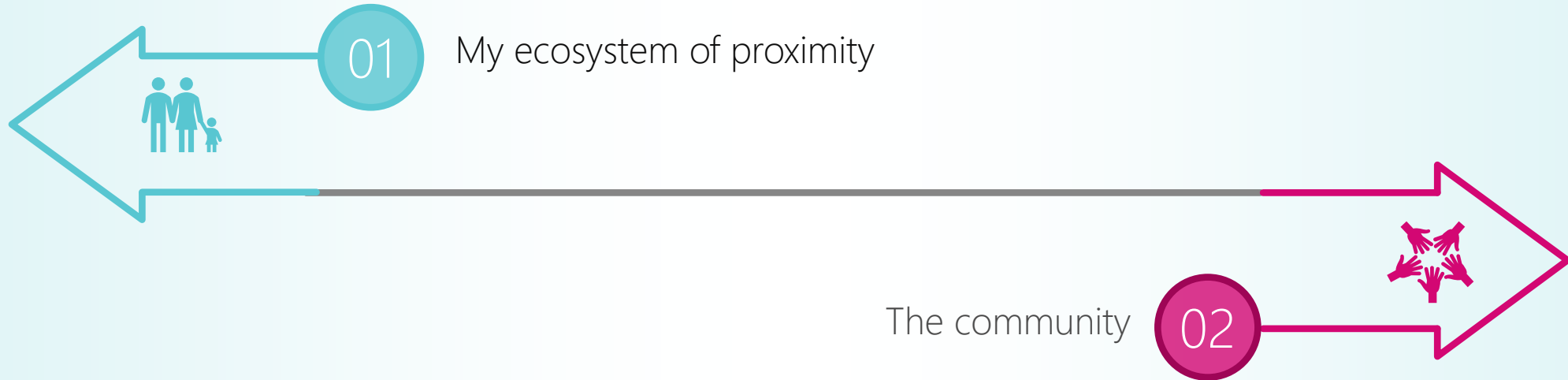


Structural changes
 Temporary changes
 No changes



SOLIDARITY: A STRONG ASPIRATION.... FOR WHAT KIND OF SOLIDARITY?

Social justice and equity should be the government's 2nd priority for all surveyed countries



Most respondents consider that the confinement has generated greater **responsibility and mutual help**: 81% in Northern Europe, 74% in South America, 65% in Portugal

1/4 consider taking care of family their **top priority**

Solidarity actions are among the topics that least inspire optimism regarding future evolution (29% in Northern Europe, 43% in Portugal, 57% in South America)

Volunteering: among the last of the priorities expressed (2% in Portugal, 4% in Northern Europe 6% in South America)

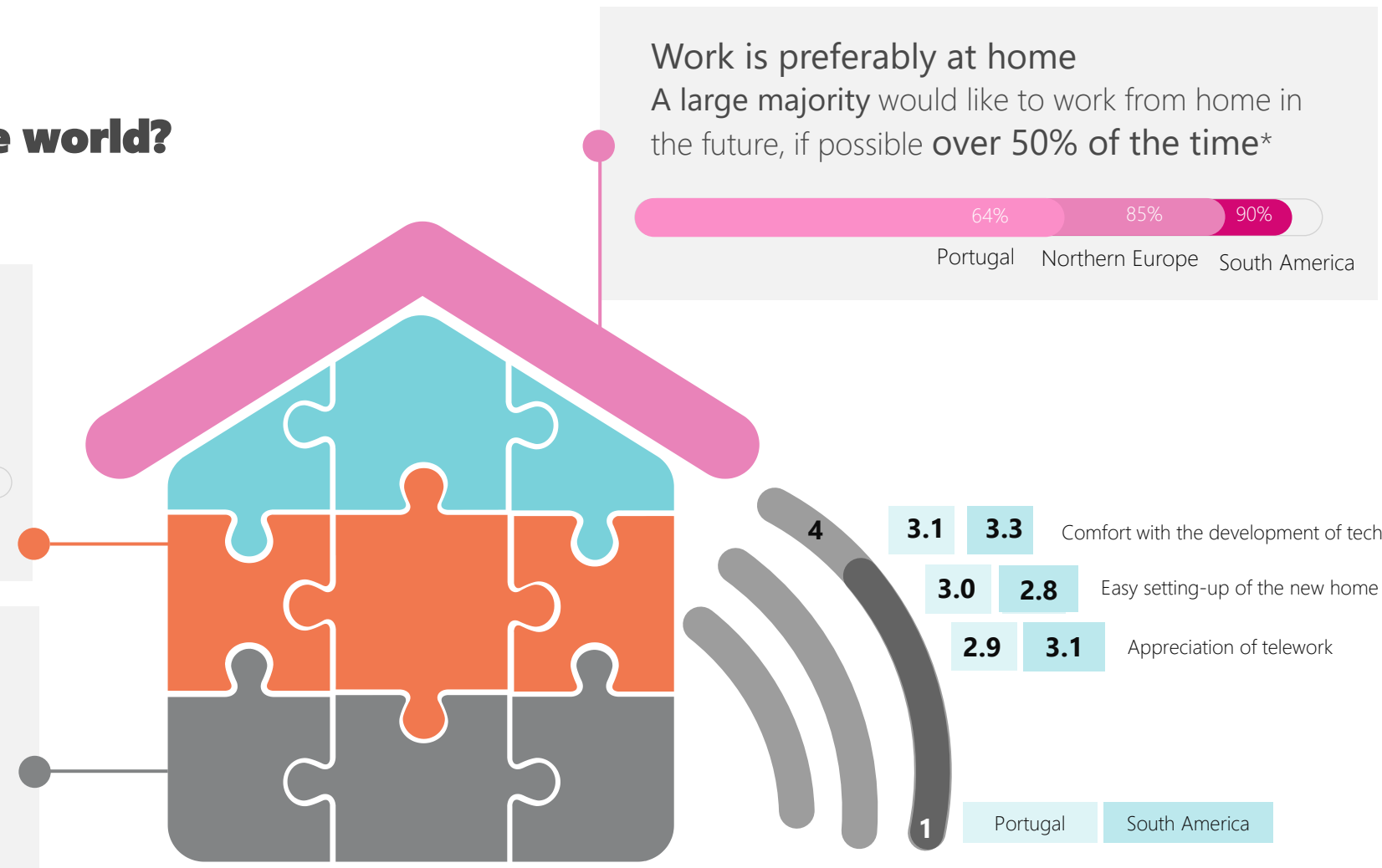
HOMIFICATION

My home, the center of the world?

Some consider changing place/type of residence, especially to be closer to nature and for financial reasons

15%	27%	35%
Portugal	Northern Europe	South America

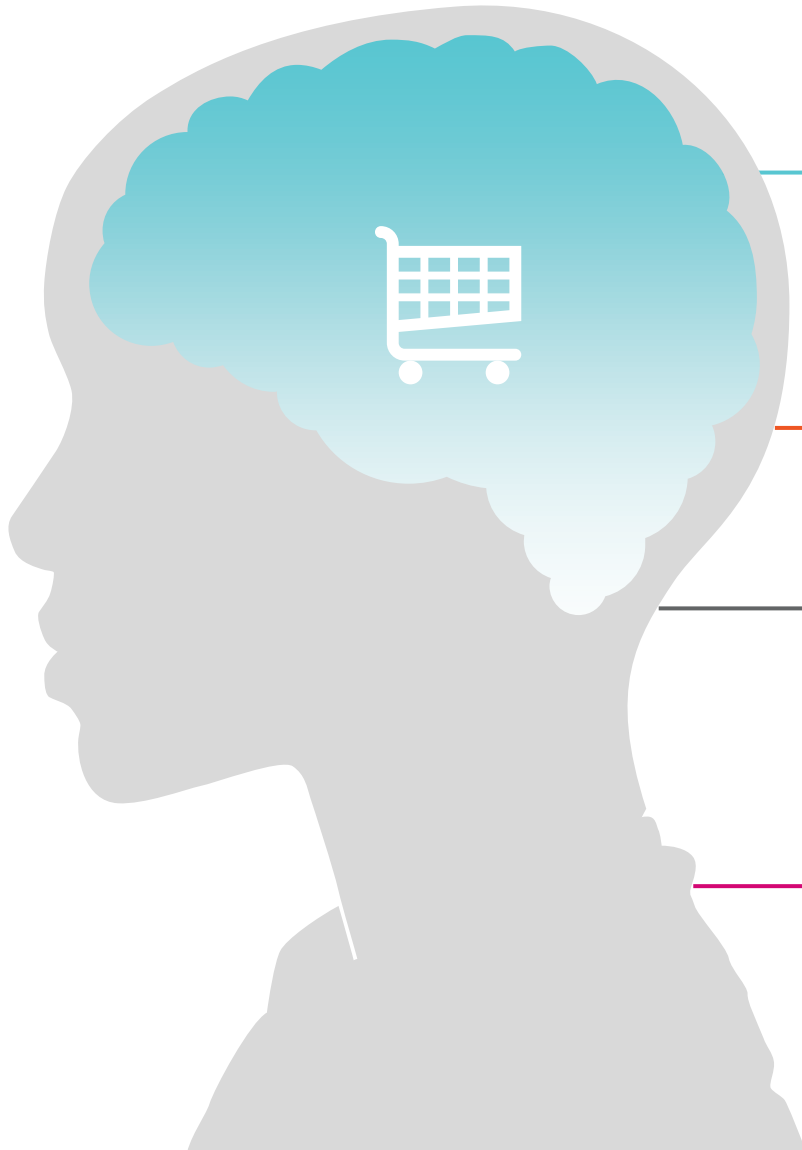
Online shopping increased, although respondents prefer shopping in store for most categories except for trips, financial & insurance products and culture (+ technological products, home, education, personal care in South America)



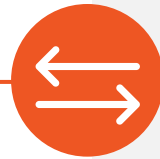
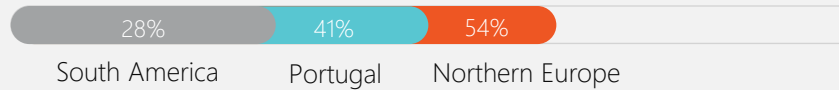
*Considering active respondents who have experienced teleworking

IS A MORE CONSCIOUS CONSUMER CITIZEN BORN?

The evolution in consumer habits is **more radical in Europe**, especially in Northern Europe



"A more thoughtful and balanced consumption"
Respondents made a **voluntary reduction of consumption** and purchases are their last priority



More radical changes in consumer habits in Europe and among young people and women



Environmental responsibility





+50% Europeans implemented structural changes about Reduction, Reuse, Recycling of plastic vs -33% in South America



Cautiousness

Significant purchases (car, house) were among the most postponed decisions, as were **family decisions** (marriage, family increase). More than half would not feel comfortable taking out a loan in the coming months (62% in Portugal, 54% in Northern Europe, 52% in South America)

WORK: A LASTING TRANSFORMATION SUPPORTED BY DIGITAL TECHNOLOGY

	Going less to the office
	Good adaptation of companies
	Main experienced difficulties
	Development of skills

Going to the office and seeing colleagues **was little missed** (**6%** in Portugal and Northern Europe, **7%** in South America)

The vast majority consider the response given by companies **positive*** (96% in Northern Europe, 90% in Portugal, 87% in South America)
Managers at ease and well evaluated by their teams

Absence of physical contact, work-life (un)balance, and time management were the main difficulties experienced by employees across all surveyed countries.

Starting a **training course** is the biggest decision in terms of **acceleration** that respondents are willing to take

Main cultural differences



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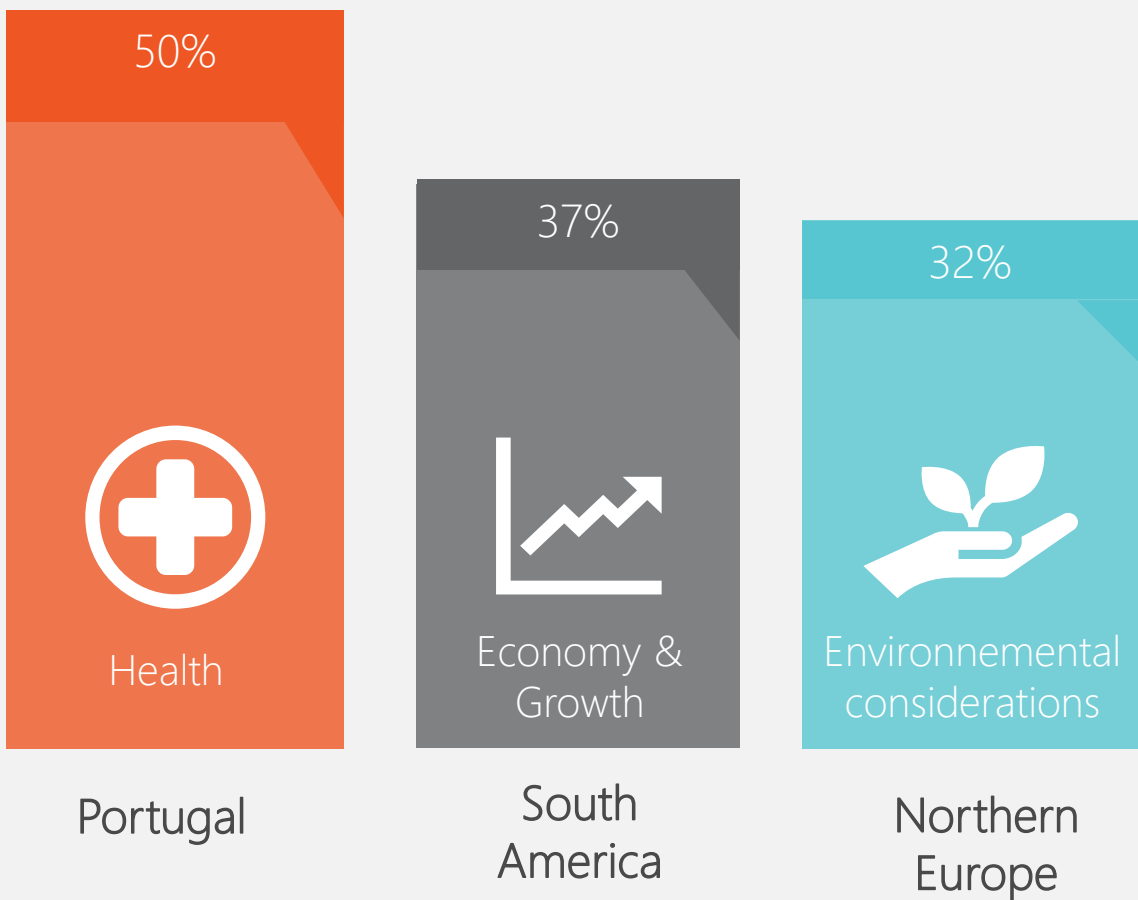
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PRIORITIES

What should become your government's top priority?



Current priorities:

	1st priority 	2nd priority 
Portugal	Taking care of family	Improving habits and lifestyle
Northern Europe	Work	Socializing (Friends, family)
South America	Taking care of family	Work

INTERNATIONAL COMPARISON | HIGHLIGHTS

Your state of mind is optimistic / pessimistic

1. Currently

Portugal	South America	Northern Europe
6.11	5.11	6.22

2. In a near-future perspective (12 months)

Portugal	South America	Northern Europe
6.30	6.43	6.78



South America

- Greater structural changes in consumer habits: much more e-commerce oriented, with some product categories even preferably shopped online rather than offline
- More afraid of social conflicts, with 75% believing that justice and social equity have worsened during confinement
- They considerer changing their place/type of residence significantly
- 90% want to keep working from home in some % of the time (positive experience of remote work can explain part of this significant value)
- Their preferred means of being informed are the internet and social networks, followed by the media. Official and governmental sources come in 3rd place.
- Regarding priorities, economy and growth and justice and social equity rank ahead of health
- However, they are more optimistic about positive changes in society and in general for the 12 months to come



Northern Europe

- The share of respondents buying more online (65%) is high
- They are more concerned about work (36% chose work as one of their current priorities)
- More significant changes regarding their way of living: 30% consider changing place/type of residence.
- Means of transportation: car accounts for only 43%. Bicycle as the second choice with 26%
- The vast majority (87%) want to continue to work remotely
- Only 33% of respondents believe that the perception of justice and social equity has worsened



by:

