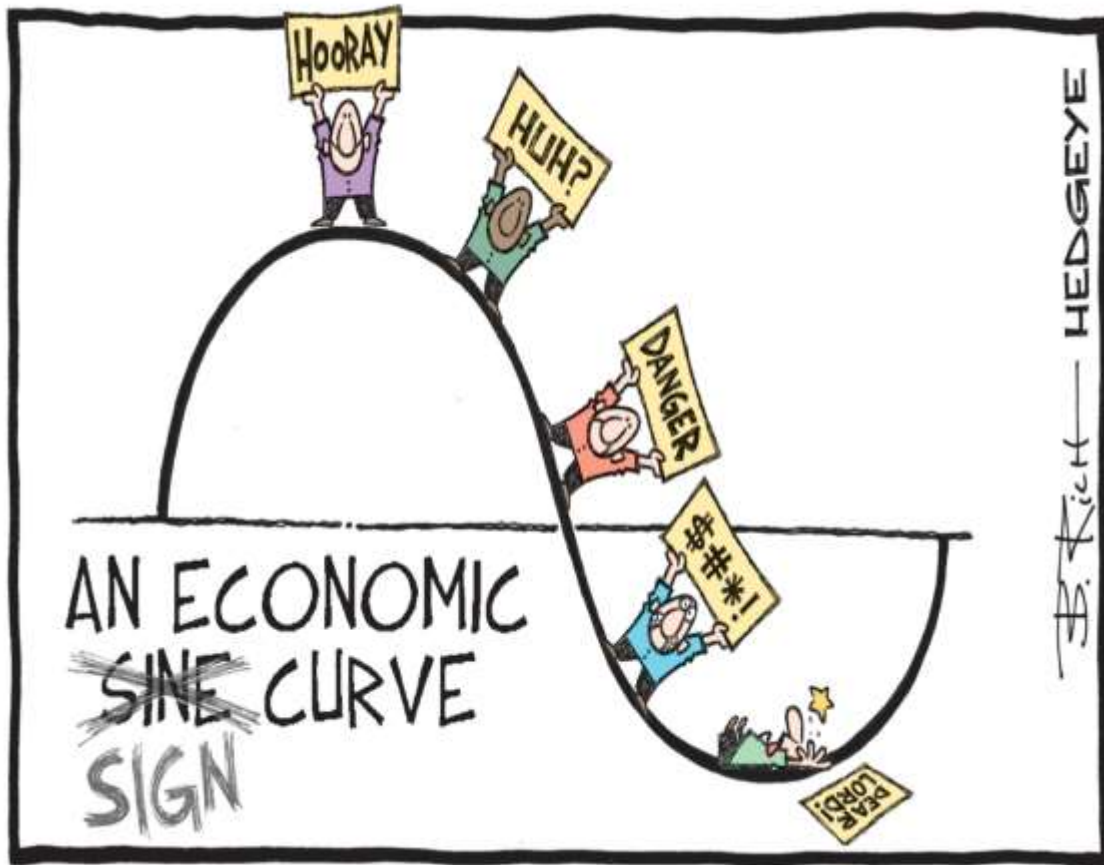




The Great Acceleration


Ireland after COVID-19

An Amárach Briefing: August 2020



<https://app.hedgeye.com/insights/87491-cartoon-of-the-day-sign-curve>

1. **Complacent Consumption**
eye of the hurricane?
2. **New Habits**
well adjusted to the new normal
3. **Experiential Recovery**
the emotional difference
4. **Accelerating the Future**
beyond WFH



From BC (Before Covid) to AD (After Distancing)

Benedict Evans

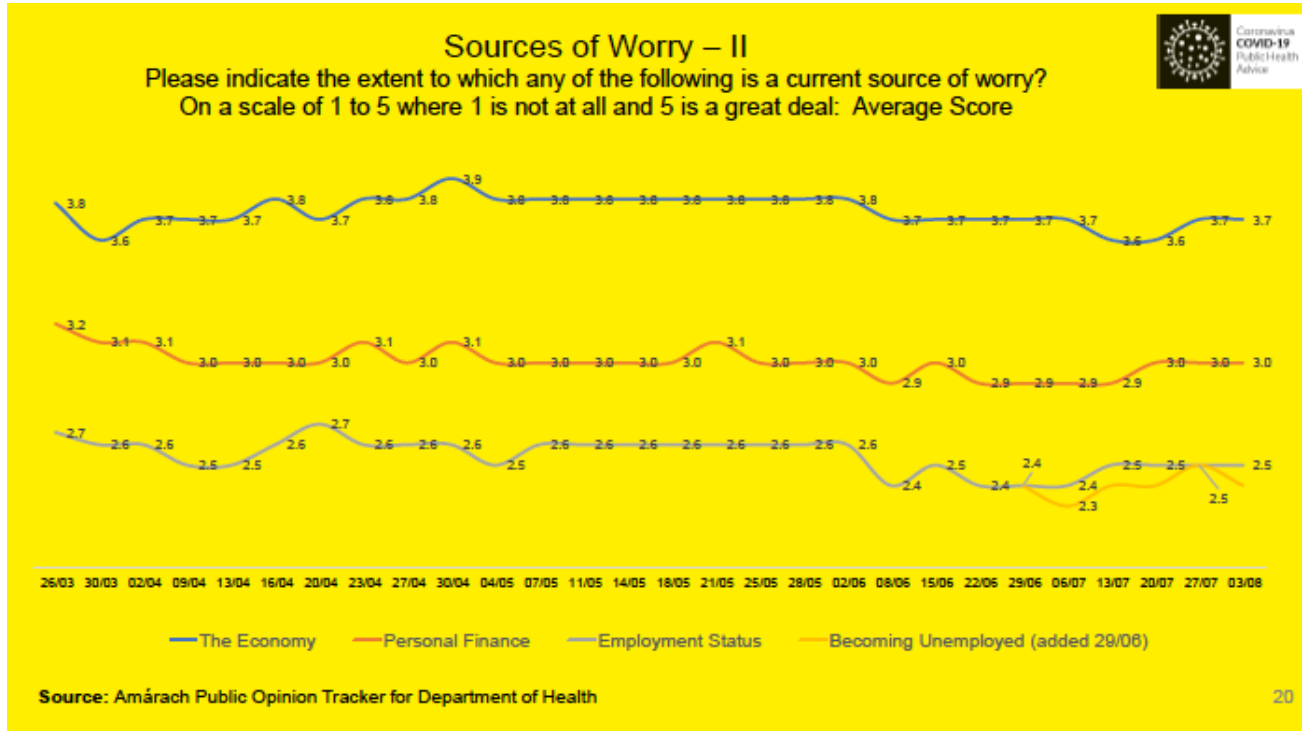


1. Complacent Consumption





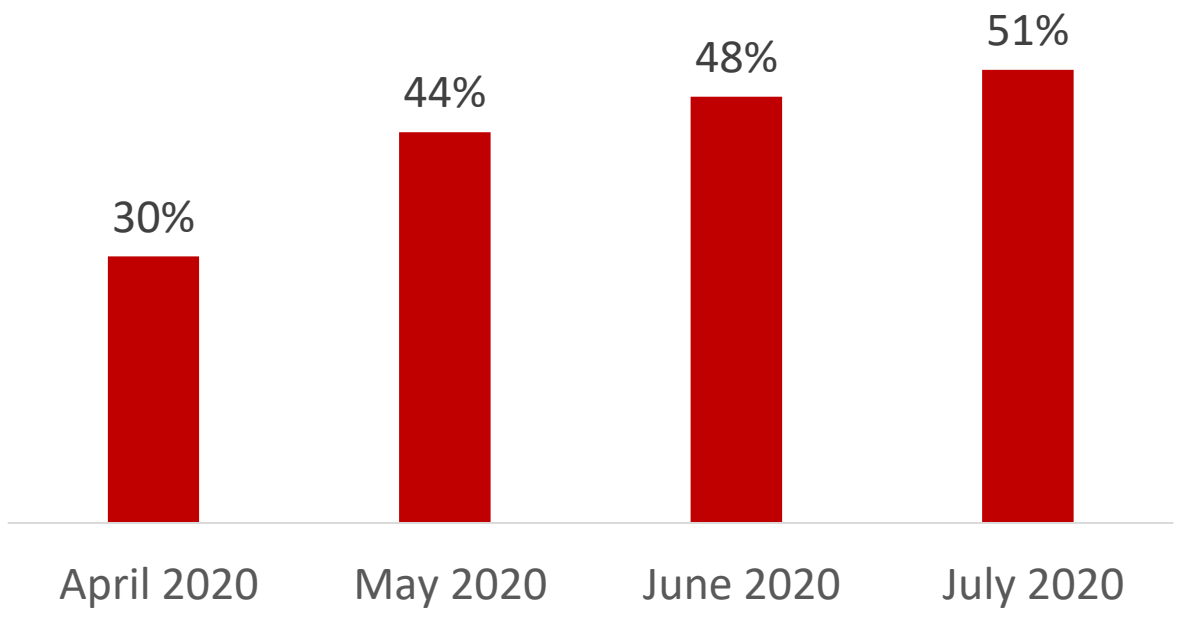
Despite the economic shock from the pandemic, there is little sign of 'panic'...



Weekly tracker: March-August 2020

How long do you think you can sustain your current lifestyle given your income and spending circumstances?

% 'More or less indefinitely if nothing much changes'

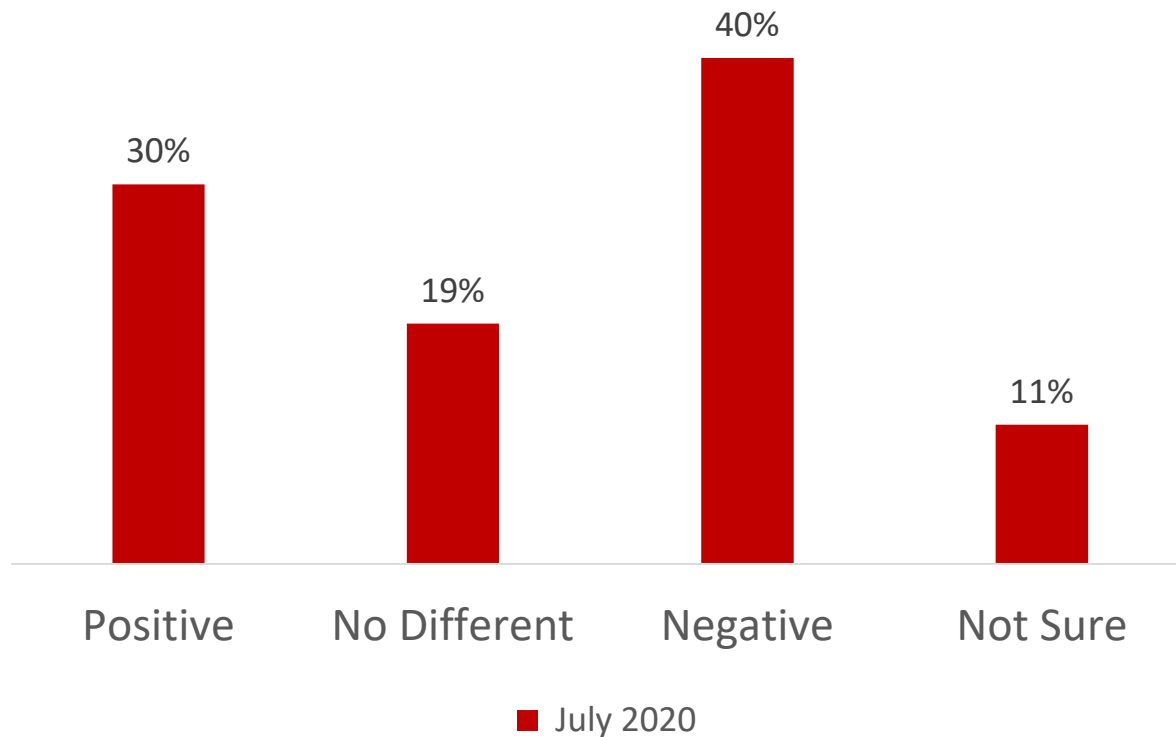


More likely to be: Male, 55+, ABC1



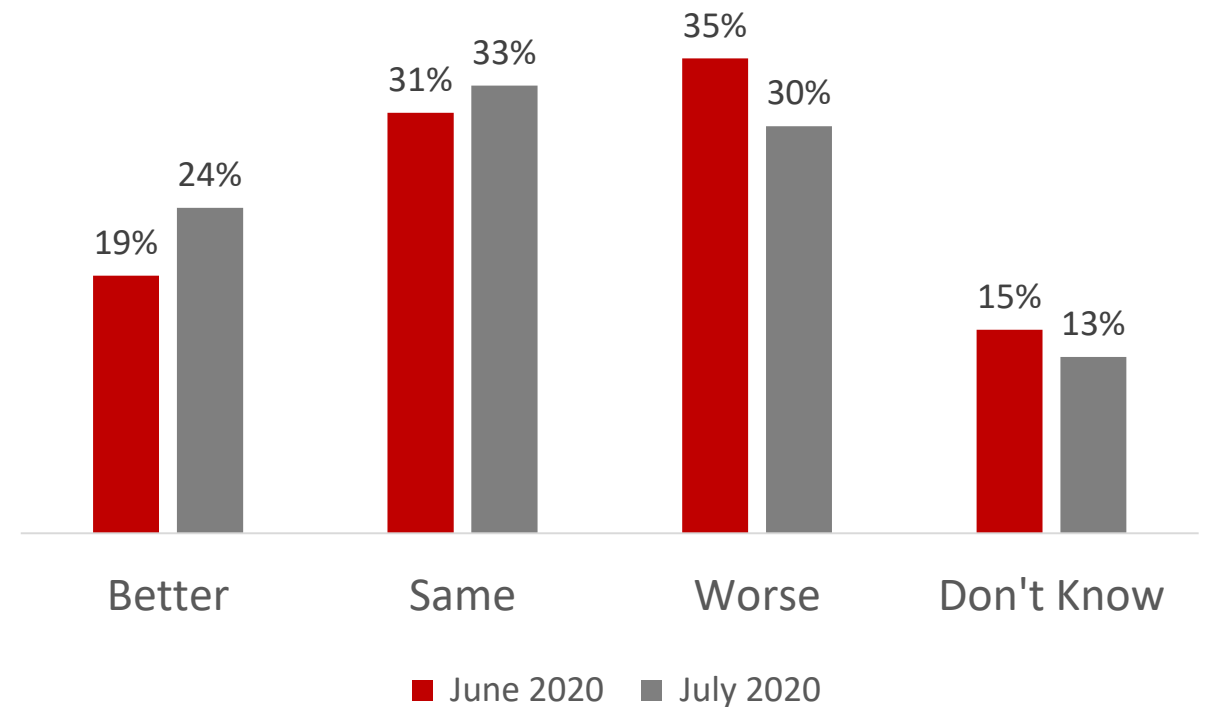
... and a sizeable minority see mostly positive consequences ...

Think about your experience of living through the coronavirus public health emergency and the lockdown etc., would you say the experience for you personally has been on balance:



Positive: >ABC1/Rest of Leinster **Negative:** >Dublin

On balance do you think your life after the pandemic is over will be:



Better: >Female/U35/RoL **Worse:** >Male/55+/Dublin



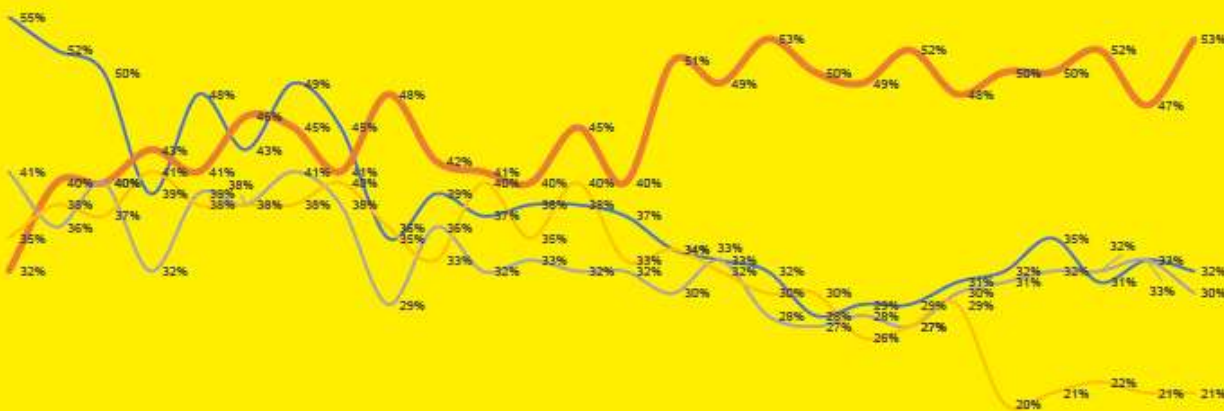
... while the overall mood of the nation has turned quite positive

Emotional Wellbeing – I

Did you experience any of these feelings a lot of the day yesterday? Select all that apply:



Coronavirus
COVID-19
Public Health
Advice



—Worry —Enjoyment —Anxiety —Boredom

Source: Amárach Public Opinion Tracker for Department of Health

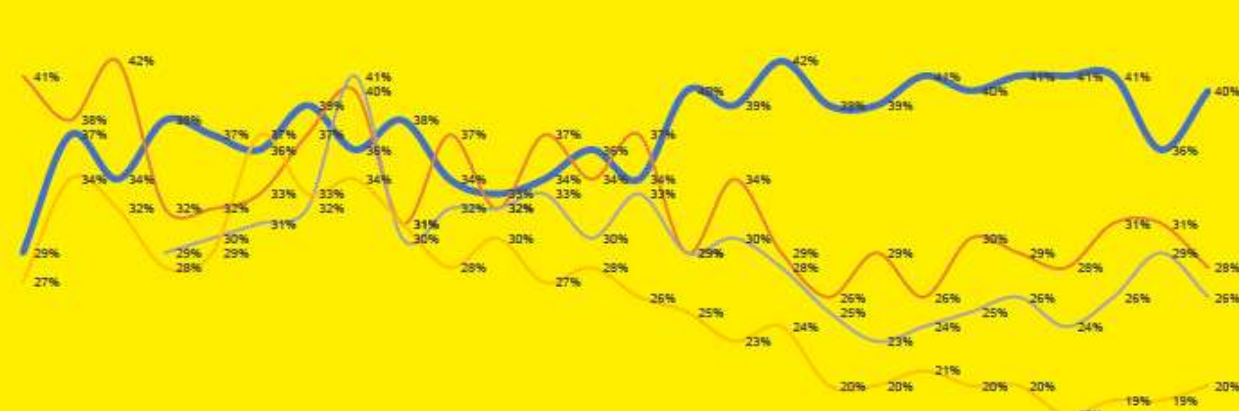
14

Emotional Wellbeing – II

Did you experience any of these feelings a lot of the day yesterday? Select all that apply:



Coronavirus
COVID-19
Public Health
Advice



—Happiness —Stress —Frustration —Sadness

Source: Amárach Public Opinion Tracker for Department of Health

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Weekly tracker: March-August 2020



2. New Habits



Consumers are looking for ways to save money ...

Have you done any of these things because of the coronavirus outbreak?



46%

have delayed big purchases (e.g.: car, vacations, home appliances etc.)

(all demographics)



44%

have cut back on the day-to-day things they buy (>females)



34%

are waiting for products to be on promotion, discount, sale, etc. (>F/U35/C2DE/ life worse)



33%

are looking for cheaper versions of products from alternative brands (>F/U35/Munster/ life better)



24%

are using their savings (>F/U35/C2DE/ Leinster/ life worse)



... though very few want to take on debt

Have you done any of these things because of the coronavirus outbreak?



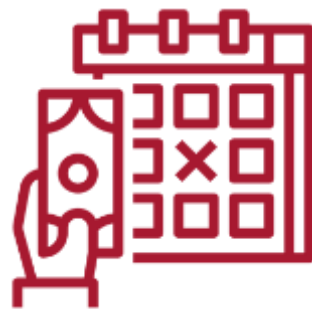
22%

have reduced regular financial commitments (e.g.: cancelled subscriptions, memberships etc.) (>35-44/C2DE)



15%

are buying more on credit card (>55+/ABC1)



13%

looking for flexible payment terms (e.g.: pay in instalments etc.) (>under 35s/ life better)



11%

are making fewer but more expensive purchases (>F/U35)



6%

have taken out a loan (>U35)



3. Experiential Recovery



Consumers are finding the retail experience increasingly unpleasant ...

Which of the following do you usually feel when you are inside a shop nowadays? **July 2020**



Worried: 46%
(39% in June)



Hassled: 28%
(25% in June)



Annoyed: 22%
(21% in June)



Welcome: 17%
(20% in June)



Relaxed: 14%
(16% in June)



Safe: 13%
(12% in June)



Happy: 7%
(8% in June)



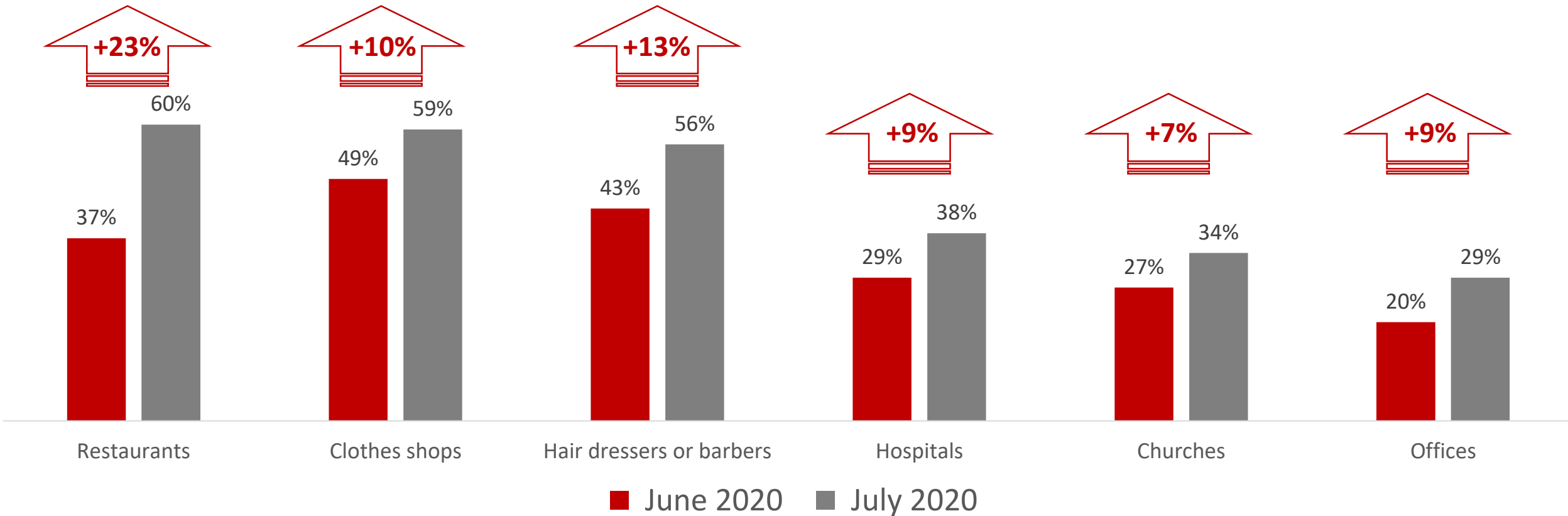
Sad: 10%
(8% in June)

None of these: 9%
(13% in June)



... but that hasn't deterred them from getting out of the house ...

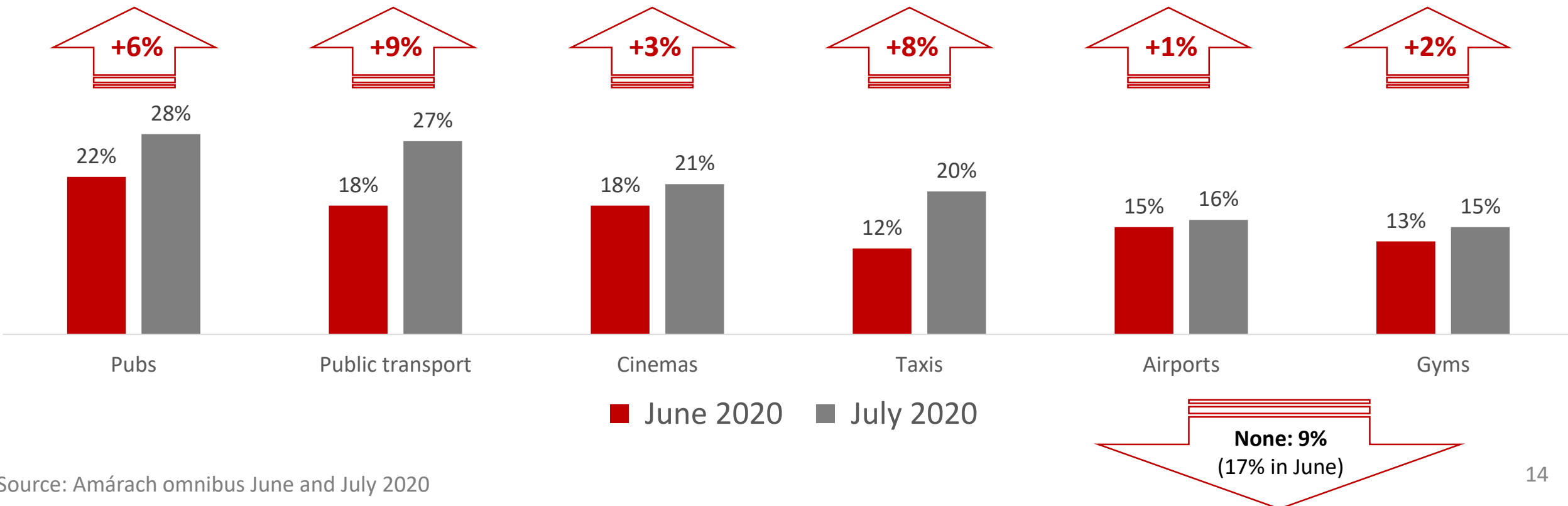
Whether or not you actually use them, which of these types of places or services would you be willing to go to within the NEXT WEEK?





... though they're still reluctant to leave the country

Whether or not you actually use them, which of these types of places or services would you be willing to go to within the NEXT WEEK?



Source: Amárach omnibus June and July 2020



4. Accelerating the Future





Working from home has become a trend 'accelerant' ...



37%

of those working from home say they have a better quality of life & work life balance



15%

of those working from home want to go back to the same working arrangements as before



87%

of all adults agree it would be better for the environment if many people continue working from home



78%

of all adults agree more households will no longer need 2 or more cars if more people working from home



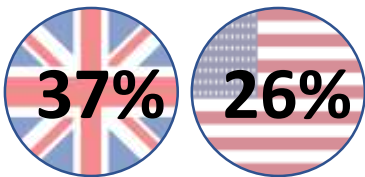
... but clearly many are expecting a permanent change to habits ...

After the coronavirus outbreak is over, do you think you'll do any of the following?



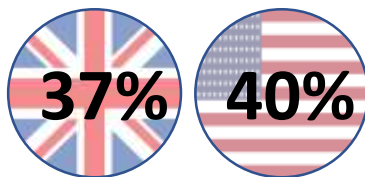
48%

will visit bars or pubs less often



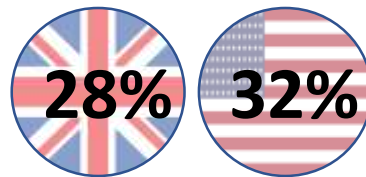
40%

will eat out at restaurants less often



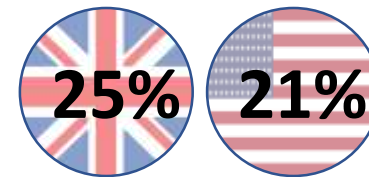
31%

will visit the cinema less often



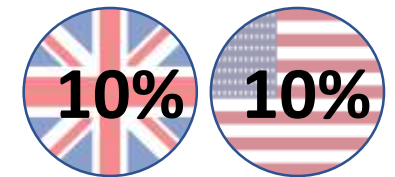
27%

will eat at fast food outlets less often



9%

will have more cancel gym membership





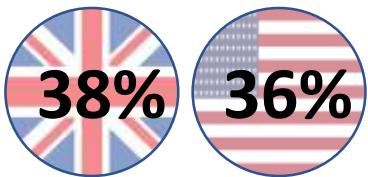
... while digital and other channels will help consumers change further ...

After the coronavirus outbreak is over, do you think you'll do any of the following?



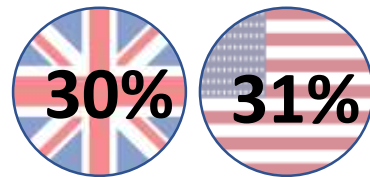
43%

will shop online more frequently



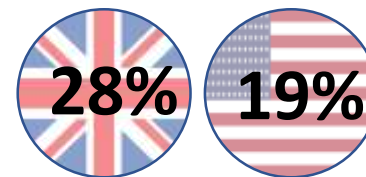
36%

will exercise at home more frequently



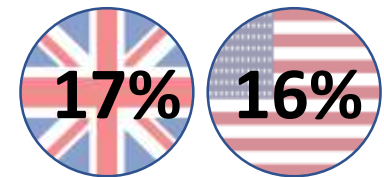
35%

will use video calls (WhatsApp etc.) more frequently



29%

will use mobile payment services more frequently





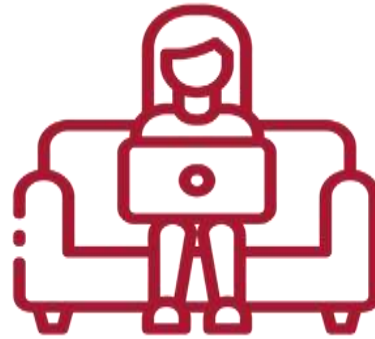
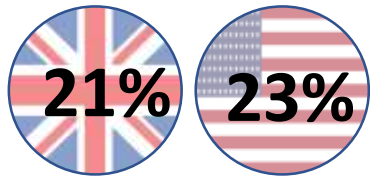
... as well as supporting other lifestyle trends

After the coronavirus outbreak is over, do you think you'll do any of the following?



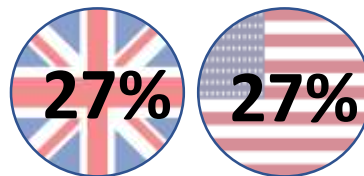
28%

will use video conferencing (Zoom etc.) more frequently



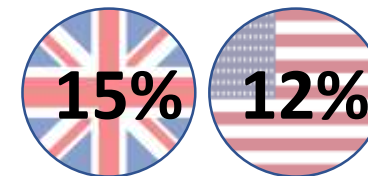
27%

will work from home more frequently



10%

will use food delivery services (Just Eat etc.) more frequently





Preparing for Next





- The current consumer mindset reflects the strange ‘hiatus’ brought about by the lockdown and the reopening process – but it won’t last.
- Nevertheless, consumers have liked a lot of what they have experienced and this will drive spending decisions over the medium to long term.
- Moreover, many lifestyle and workplace changes that might have taken another five years to happen have happened in five months due to COVID-19.
- The key task for advertisers and marketers will be align their brand and business objectives with the opportunities unleashed by ‘The Great Acceleration’.



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