

COVID-19: One Year Later

Shifting consumer habits are reshaping the new normal from device, preferences to generational behaviors and shopping trends all ushering in a new competitive landscape.

Reliance on Mobile

Increased time spent on connected devices – notably mobile despite being in lockdown indoor and having access to larger screens.

3:29

Q1 2020



3:36

Q4 2020

3:13

Q1 2020

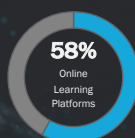
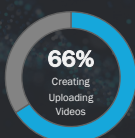
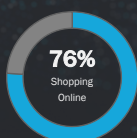


3:19

Q4 2020

GenX & Boomers Adoption of Technology Has Been Accelerated

% of GenX/boomers who:



Consolidation of Ecommerce

Consumers are relying both on purchasing major and minor goods online. Online purchasing of everyday goods has grown and will most likely continue post-vaccine.



American Savings & Investments Have Grown

% growth in average value of U.S. consumers' savings investment:

+45%
16-24

+28%
25-34

+26%
35-54

+13%
45-54

+7%
55-64

Source: Global Web Index – April 2021