



Covid-19 Consumer Trends in Greece



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How will the consumer landscape change?

3 different approaches are living during these days

Everything will change

The magnitude of the disruption is so huge, nothing will be as it used to be

Stop and reset

A few things will change

The crisis will accelerate some of the **existing** trends or will leverage weak emerging signals

Prioritize and accelerate

Nothing will change

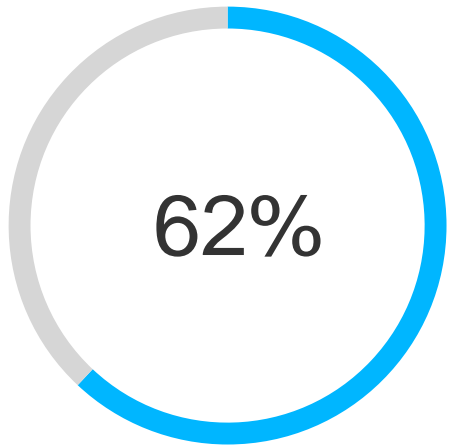
Economy, Society and Consumption will – sooner or later – be back to normality

Resist and gain efficiency

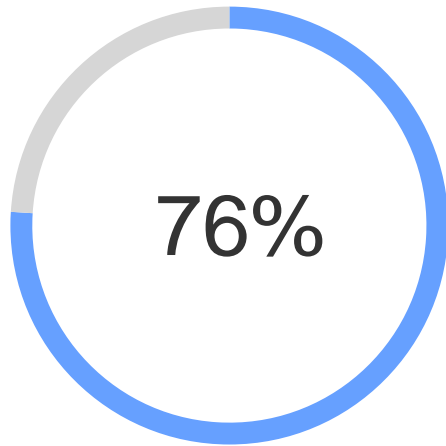
Behind each scenario, there's a fact: we will recover.

#COVID-19 is a disruption, not just a health concern

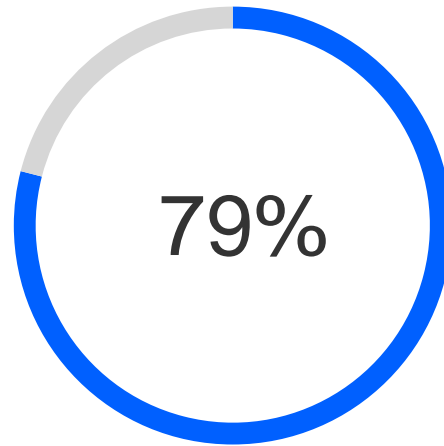
People are ...



Concerned about health



Concerned about economic outlook (recovery time, impact on jobs)



Becoming more proactive on their financial planning



#1 changed behavior

Consumers are economically affected

52% | say that the virus has already impacted their personal income.

33% | expect that the virus will impact their personal income.



Companies and brands should offer solutions or support to consumers and help them manage their lives during and after the outbreak



#2 changed behavior

Consumers are more digital

Your future online purchases will...



New customer missions

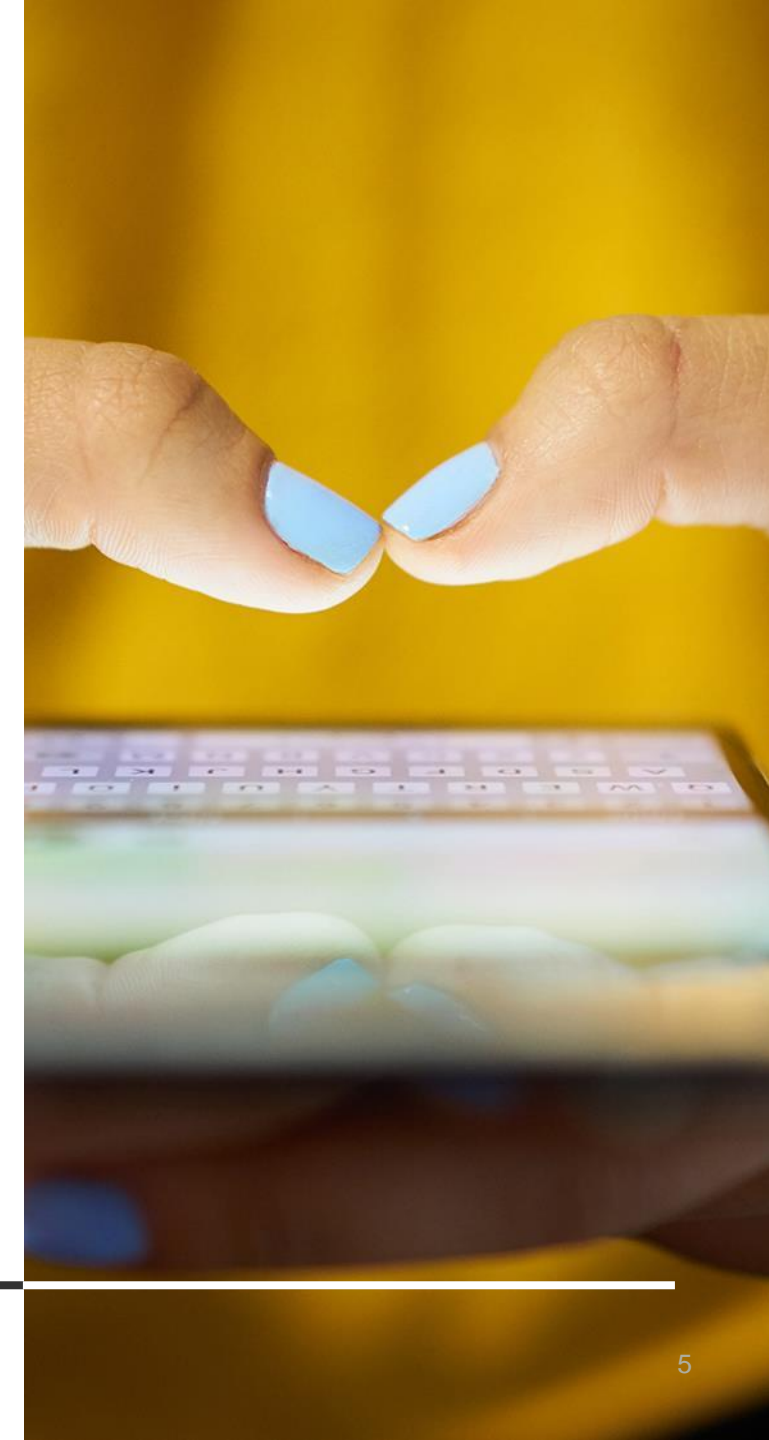
New emotional needs

More and different journey steps

Bigger danger of abandoning journey



Companies need to reimagine customer journeys and redefine customer-centricity



#3 changed behavior

Consumers are living houses differently

~50%

Of people...
... try new recipes
...snack more throughout the day
...try to eat healthier

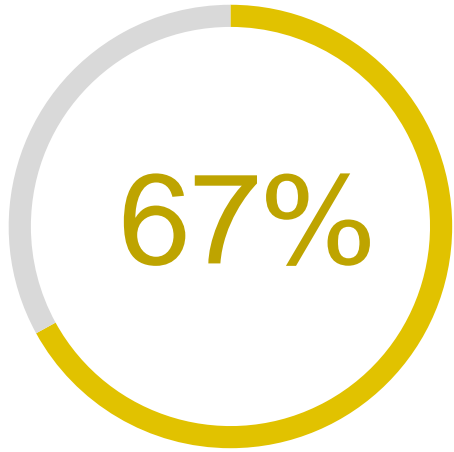


Emerging product uses, new target groups and new occasions require new consumer-brand dialogues

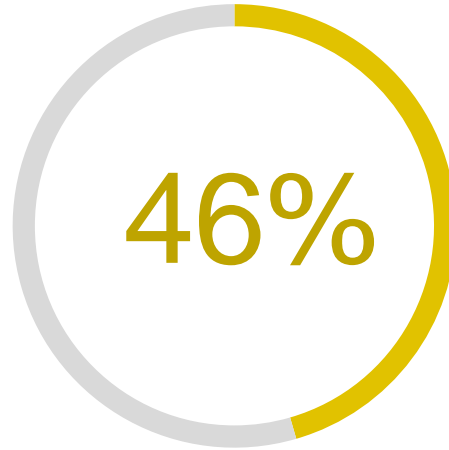


#4 changed behavior

Cashless payments are further adopted



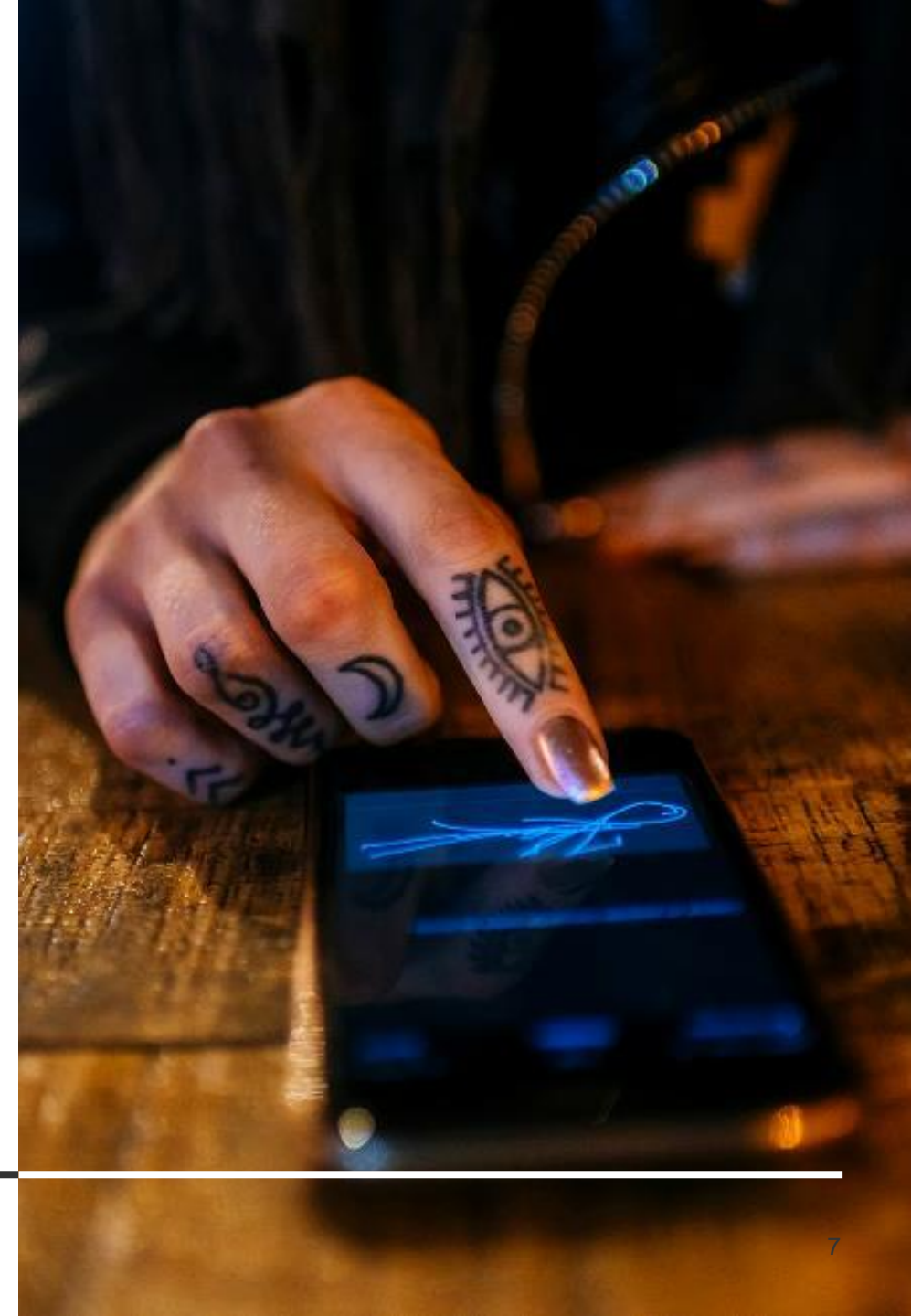
Increased use of
cashless payment
methods



Will stick to cashless
payment methods
even after the crisis

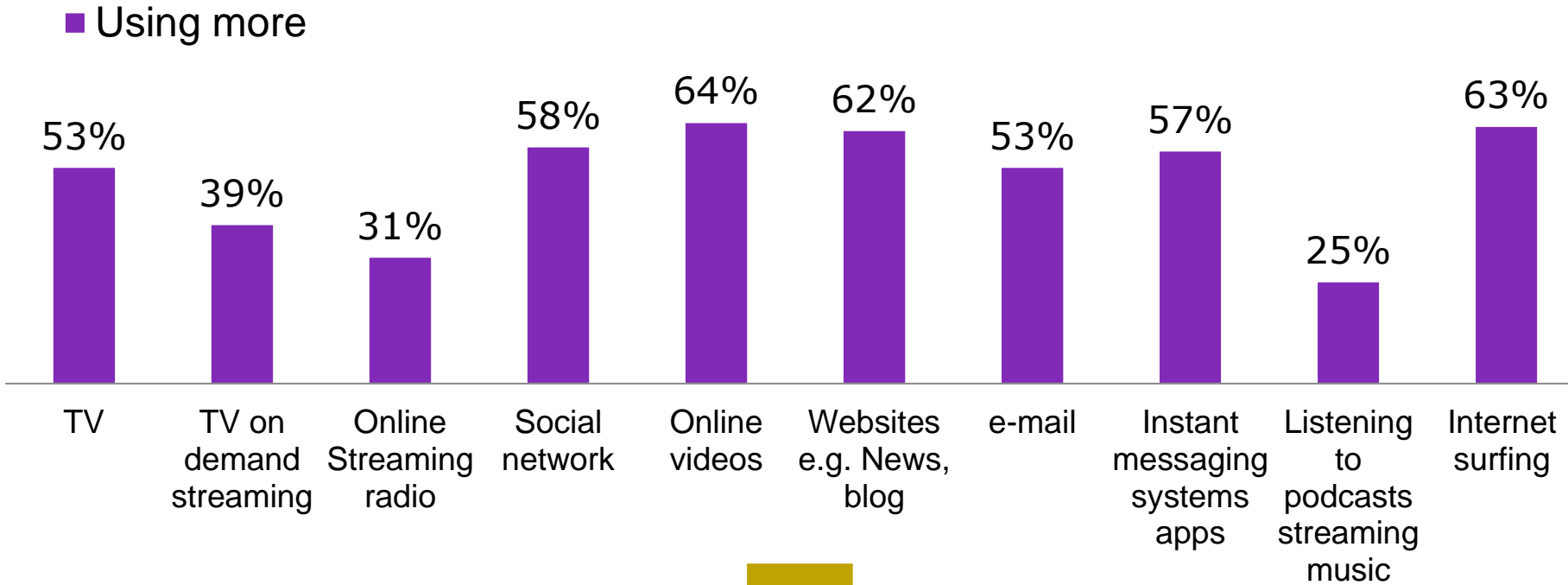


Brands and retailers should help consumers by reducing
physical contact in payment and delivery



#5 changed behavior

At home media consumption increased



Brands should stay present, tailor their content to the platform context and adapting their media strategy.

The Top-3 priorities customers expect from brands now:

#1 Be practical and realistic and help consumers in their everyday life

#2 Attack the crisis and demonstrate that it can be fought

#3 Be an example and guide the change





A closing thought

Before asking how consumers will change,
ask yourself how your business is changing

or not ;-)

KANTAR

Thank you!



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