

COVID-19 Survey: 2020, A Year in Review

January 2021

Table of Contents

INTRODUCTION

Scope

COVID-19 survey snapshot 2020

GLOBAL IMPACT

Partial recovery from global recession expected in 2021

Increasingly polarised consumer markets

Most and least impacted industries

From extensive to moderate business impact

Retail sales showing signs of recovery

ADAPTING TO THE NEW REALITY

"New normal" emerges as consumer behaviour shifts amid the crisis

Despite growing fears of disrupting normal business...

... companies are learning to live with COVID-19

Optimism is key to navigate the months ahead

Unilever's successful response to the new normal

H&M adapting to the new normal for shopping

REMOTE WORKING

Companies embracing remote working

Flexible working: From Luxury to essential

Productivity impacted less than expected by remote working

More investment and flexibility to enable remote working

North America less keen on a work-from-home economy

Weighing up the pros and cons

The future role of the office

ABN Amro rethinking its office space for its people and the planet

DIGITAL INNOVATION

Digital transformation front of mind

Digital investment is now essential for most businesses

Apple launches digital fitness subscription service

Tata Group to introduce e-commerce super app

ShopLive recreates in-store customer service at home

ABB Group collaborates with IBM to digitalise supply chain procurement

SUSTAINABILITY FORGES AHEAD

Pandemic redefining the status quo on sustainability

Social purpose is here to stay

P&G supporting social purpose in the sports industry

COVID-19 set to shape the world's response to the climate emergency

COVID-19 offers a sustainability reset in aviation

Bio-based materials fit in the circular economy

Circular business models gaining momentum in the recovery phase

LONG-TERM SHIFTS IN CONSUMER BEHAVIOUR

Online shopping habits become more permanent, stores invest in safety

Zalando collaborates with wholesale and store-based brands

Lasting impact on social lives as staying in becomes the new going out

UCook teams up with chefs to bring the restaurant experience home

Spending priorities focus on consumers' homes and health

Haier COVID-19-driven innovation taps into air quality at home

Public transport loses out to non-enclosed, safer and eco-friendly options
Metro Africa Express bike hailing turns electric
Staycations here to stay for a while
Hotel At Six pivots to focus on staycations

FUTURE OUTLOOK

Companies are facing an uphill battle against COVID-19
The focus is on people and the economy
15 ways to futureproof the business

CONCLUSION

COVID-19: Reshaping the world beyond 2020 Messages from 2020

ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry series

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/covid-19-survey-2020-a-year-in-review/report.