The Impact of Coronavirus on Top Five Digital Consumer Trends in 2020

July 2020

Table of Contents
INTRODUCTION
Scope of Digital Consumer
The five digital trends that will redefine commerce most in 2020
Key findings
COVID-19: Why it matters

A REVISIT OF THE TOP TRENDS IN 2020
Trend No. 1: Passive Commerce Gets a Boost
COVID-19 Impact: Passive Commerce Gets a Boost
Case study: Whirlpool reports drop in demand due to COVID-19
Trend No. 2: Privacy Pushback Spreads
COVID-19 Impact: Privacy Pushback Spreads
Case study: Apple and Google team up on contact-tracing software
Trend No. 3: Staying True to Oneself
COVID-19 Impact: Staying True to Oneself
Case study: Influencer faces criticism for actions during pandemic
Trend No. 4: Last Mile Arms Race Intensifies
COVID-19 Impact: Last Mile Arms Race Intensifies
Case study: Meituan Dianping unveils robotic delivery in February
Trend No. 5: 5G Steps into the Spotlight
COVID-19 Impact: 5G Steps into the Spotlight
Case study: Postponed Olympics are expected to showcase 5G

CONCLUSION
COVID-19 impact at a glance
COVID-19: What it means for business

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 focussing 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.