

COVID-19

What do consumers expect from brands?

As we enter a new phase of the COVID-19 outbreak, the situation shows no immediate signs of improving and new cases continue to emerge as the virus spreads across the world. In these trying times, find out how brands can provide what people really need and help address the situation.

Consumers focus on bare necessities and expect brands to reliably supply and deliver them

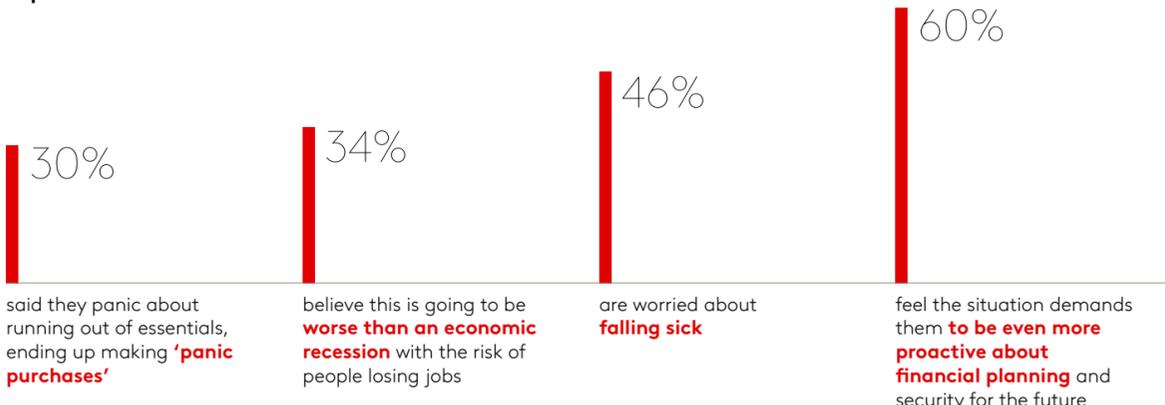
The COVID-19 situation has a lot of similarities with SARS in consumer buying behaviour. With the outbreak's end still uncertain, brands must find ways to reasonably sustain supply to meet consumer demand.



Apart from thinking of their current safety, consumers also think about the future a great deal

Aware with the significant decrease in commercial activity in their surroundings, consumers worry about what possible health or economic repercussions the outbreak might bring if it worsens further.

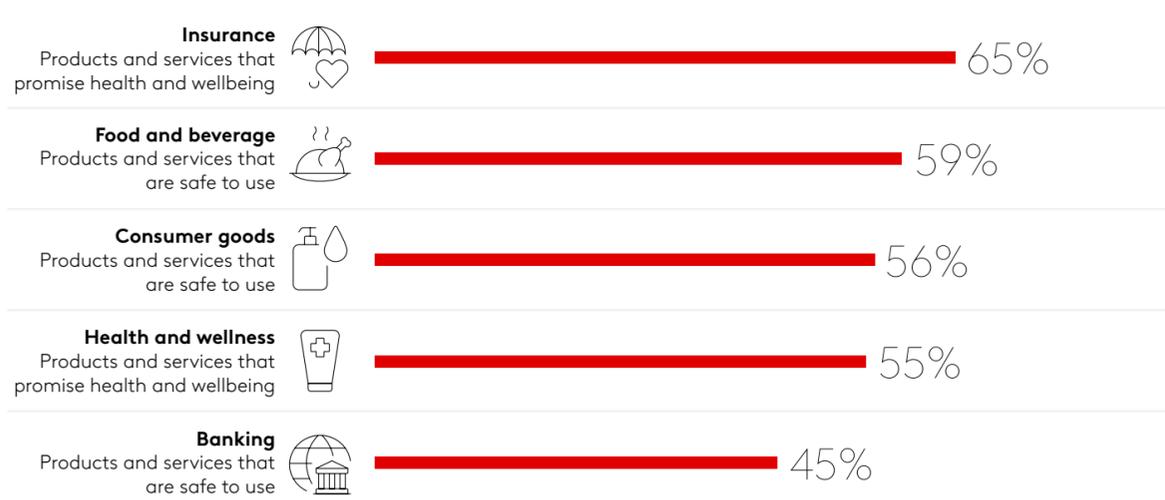
Top concerns from consumers about the COVID-19 situation



As consumers' awareness for their own safety has heightened, they expect the same with brands on the products and services they offer

Consumers have raised their expectations even higher. Brands need to up their game and review how they can meet this new stringent criteria for safety, health and wellbeing.

Consumer expectations from brands across categories



What's next?

How can brands prepare for this uncertainty and 'uncomfortable growth'?

The way brands deal with the crisis now may influence consumers in the future

Brand insight #1:

People are looking to trusted brands to provide them with safety and security in testing times

They want to be assured that the brands they choose are in control of their supply chains, transparent and trustworthy.

Brand insight #2:

People expect brands to

- Deliver real value
- Act responsibly
- Do right by the community, including their employees

Brands who are able to deliver purpose in an ethical way saw their value grow twice as much as average brands.

About the study

The study is based on an online survey of 3,000 consumers between the ages of 18 and 60 across six countries in the region: Singapore, Indonesia, Philippines, Korea, Japan, Thailand. Fieldwork was conducted between 25 and 27 February 2020. Kantar's panel data and social media analysis over the period between 18 Dec and 27 February 2020 complements the survey.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.