

COVID-19 A Year On : Voice of Opportunity

Where are we now vs. the first state of emergency in Japan last year

HEALTH & PROTECTION

Health gets practical with focus on immunity and hygiene

Anxiety over 'falling sick' has largely subsided, but hygiene is here to stay

FINANCIAL VIGILANCE

51% expect an impact on income in the future or had experienced impact

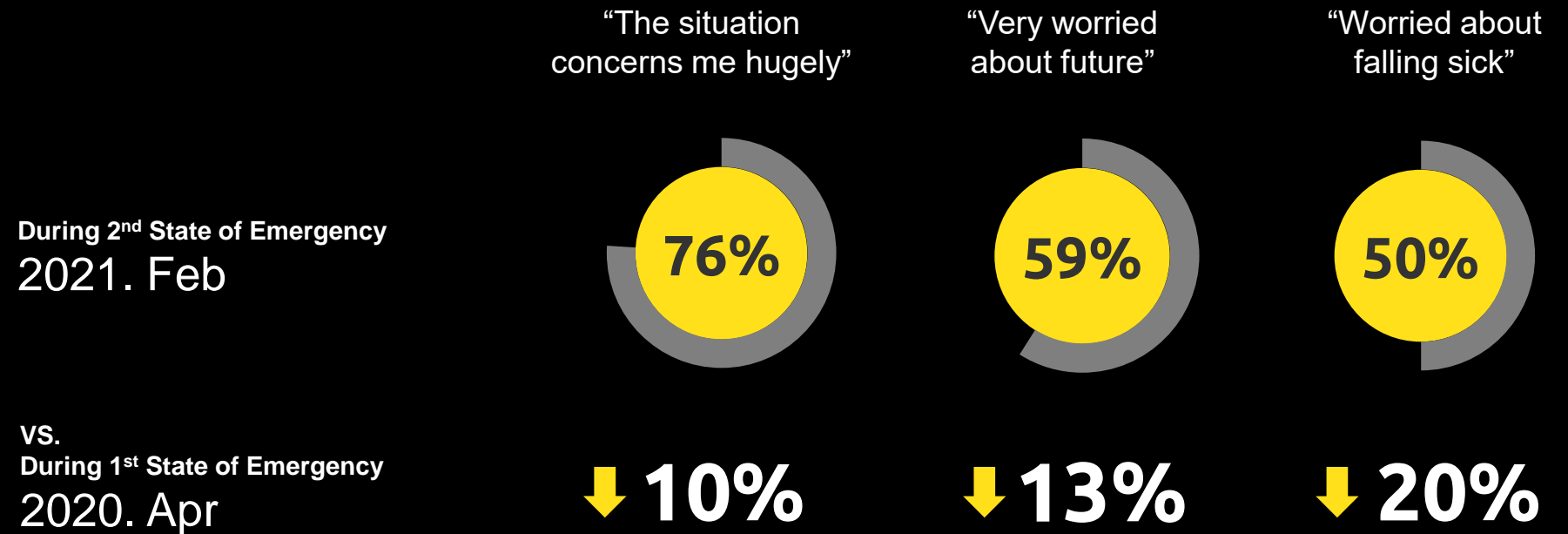
Overall increased vigilance on value and mindfulness on spending behaviour

CONNECTIONS & COMMUNITY

Always-on digital living and embracing online channels

Renewed responsibility, purpose and value commanded from brands

Overall concern levels over the situation have reduced



Uncertainty over finances remains, and mindfulness on spend increased

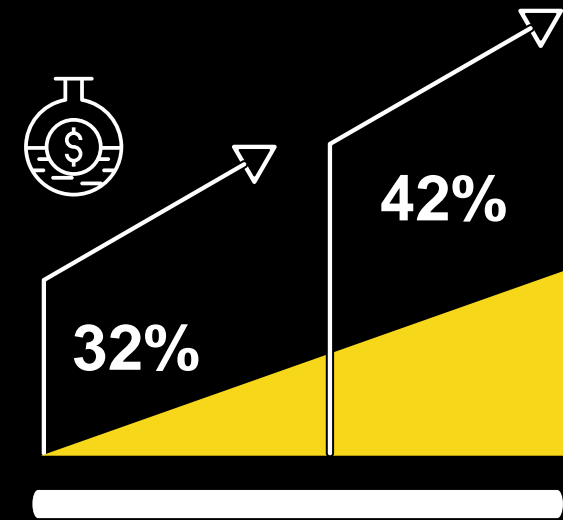
Impact on household income



51%

26% claimed actual impact
25% expected to be impacted

I pay more attention to price



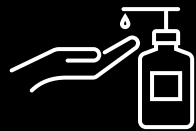
2020. Apr

2021. Feb

Consumers expect brands to deliver real value (not only promotions), act responsibly and do right by the community

What should companies do in this moment?

1



55%

Offer **safe, hygienic** products and services

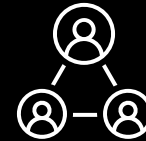
2



46%

Act in a **responsible, transparent and honest** way

3



36%

Offer products and services that **help consumers to adapt** to the “new normal”

KANTAR



Find more from our
**APAC webinar - COVID-
19 A Year On!**

If you missed the
webinar live session on
24th Mar, please
[register now and view
the recording.](#)

For more information,
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