

LIVING IN CRISIS

MASKED UP AND MOVING FORWARD IN SEA

A crisis such as the COVID-19 pandemic provides impetus for rapid change in consumer attitudes and behaviour as people cope with the changes in their environment.

Ipsos took on a journey to study evolving consumer opinions and behaviours around the crisis in the 6 Southeast Asian markets. Continuing this journey, Ipsos will be launching wave 3 of this survey to assess what consumer sentiments are with the embarkment of the new year. New topics will be added to the study, such as vaccine acceptance.

This study enables brands and marketers to anticipate future consumer behaviour as many countries are going through new phases and waves of infection.

1

STATE OF THE PANDEMIC IN 6 SEA MARKETS

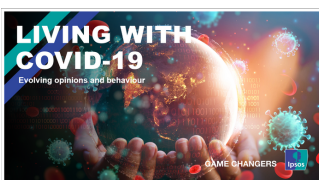
2

IMPACT ON INCOME AND FUTURE OUTLOOK

3

IMPACT ON CATEGORIES AND PURCHASE CHANNELS

If you would like to join us on this journey, do register your interest with us, indicating your preferred access options.



[DOWNLOAD THE WAVE 1 SEA REPORT "LIVING WITH COVID-19".](#)



[DOWNLOAD THE WAVE 2 SEA REPORT "LIVING IN CRISIS".](#)

WHAT'S IN WAVE 3

- Survey Period: Early February
- Coverage : Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
- Sample : N=3,500 adults, aged 18 and above [500 per country, 1000 for Indonesia]
- Data Collection : Using online methodology
- Topline Report Release : End February 2020

ACCESS OPTIONS

- A FREE 6-market SEA topline report will be available in end February 2021.
- Add 4 custom category questions** at USD 500 per market (Closing date: 22nd Jan 2021)
- Add 8 custom category questions** at USD 800 per market. Includes access to full data set for selected market (Closing date: 22nd Jan 2021)
- Access the full data set to 6 countries at USD 1,000

** Closed-ended questions



[REGISTER YOUR INTEREST HERE](#)

Speak to us about a customised report or how we can help you navigate your brand through this extended time of crisis.