

IPSOS CONSUMER BAROMETER

Tracking of consumers behaviour during coronavirus in Ukraine

Ipsos

GAME CHANGERS



NEW REALITY

Reality is changing quickly every day and people reacting to it with their money



In an uncertain world, data matters

The Covid-19 pandemic is disrupting lives and challenging businesses as it expands worldwide.. Consumers adapt quickly and change brands reality as well.

Objective of Consumer barometer to understand changed behavior and predict this reality as much as possible...

QUESTIONS TO BE ANSWERED – CORE CHAPTERS

How stressed consumers feel due to COVID-19? How their everyday habits has changed? How confident they are about their financial future?

COVID BEHAVIOUR	CONSUMER CONFIDENCE	FINANCE INTENT	SHOPPING INTENT	SERVICES INTENT	PRODUCTS INTENTS
<ul style="list-style-type: none">• Level of concern and protective methods used• Support to GOV preventive strategy• Changed mobility and transport methods• Changed work conditions 	<ul style="list-style-type: none">• Current state of the national economy• Expectation how economy will change in 6M• Current financial situation• Expectation how financial situation will change in 6M 				

QUESTIONS TO BE ANSWERED – CORE CHAPTERS

How consumers plan to manage their own finance? Which saving strategy they will choose?
Will they change their shopping habits?

GENERAL BEHAVIOUR	CONSUMER CONFIDENCE	FINANCE INTENT	SHOPPING INTENT	SERVICES INTENT	PRODUCTS INTENT
<ul style="list-style-type: none">• Planned finance operations in next 2 weeks• Planned saving directions in next 2 weeks 			<ul style="list-style-type: none">• Planned places to purchase food and essentials in next 2 weeks• Actual factors to choose shopping place 		

QUESTIONS TO BE ANSWERED – CATEGORY SPECIFIC

Which services will be more and less demanded? Which product categories are in risk to reduce consumption? And which have an opportunity to grow?

GENERAL BEHAVIOUR	CONSUMER CONFIDENCE	FINANCE INTENT	SHOPPING INTENT	SERVICES INTENT	PRODUCT CATEGORIES INTENT
				<ul style="list-style-type: none">• Services to be used more in next 2 weeks• Services to be used less in next 2 weeks <p>15 services covering:</p> <ul style="list-style-type: none">➤ TRANSPORT➤ DELIVERY➤ LEISURE➤ HEALTH CARE	<ul style="list-style-type: none">• Products to be consumed more in next 2 weeks• Products to be consumed less in next 2 weeks <p>>80 categories covering:</p> <ul style="list-style-type: none">➤ FOOD, SNACKS AND BEVERAGES➤ BEAUTY CARE AND HYGIENE➤ CHILD CARE➤ HOME CARE➤ PETS FOOD AND CARE➤ OTC MEDICINES

* Full list of included services and categories you will find in excel file attached

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