

EMERGE STRONGER

Understanding the consumer needs
and behaviour of tomorrow



ABOUT IPSOS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets and people.

To do this, we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

RESEARCH MOTIVATIONS

"Consumption behaviour is habit driven, as well. Habits are hard to disrupt.", Carranza says. "But something this big, that causes these kinds of intense negative emotions is an example of the kind of thing that can disrupt habits."

– Forbes, March 8th 2020

That is why we, **Ipsos**, have initiated a comprehensive study that **help you** understand how behaviour and expectations are changing among Danish consumers. We will cover crucial topics such as; **shopper behaviour and patterns, e-commerce, health, mobility, personal finances, communications and social behaviour**. And uncover how the current crisis impacts consumer behaviour changes with short-term shifts and permanent long-term changes in consumer behaviour and needs...

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GO
FURTHER.**

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FOREWORD

In a time when rapid change has become an established part of our everyday lives, many of us have grown accustomed to the constant stream of political, economic and technological transformations as well as highly selective of the disruptions or new opportunities in which we want to partake.

Some disruptions, however, are not optional and affect all of us in every aspect of our everyday lives. The Covid-19 pandemic

is an example of a disruption without precedence, ensuing restrictions on personal freedom, movement, and consumption. With very tangible and far-reaching implications on our lives – hence affecting our businesses through the changing consumers behaviour and needs.

Consequently, much has been said and published worldwide concerning the immediate impact of the pandemic on our individual and collective behaviour, and how these observable changes may induce a *seismic shift*¹ in our future purchasing patterns.

Thus, we have conducted a thorough piece of research, which allow you and your business to fully understand the nature and extent of these (potential) shifts in consumer behaviour and needs in the Danish society. Thereby enabling you to leverage these insights, ensuring you to emerge stronger from the crisis.

In this report, we analyse the most pertinent factors in determining post-crisis

consumer behaviour with deep dives into topics such as shopper behaviour and patterns, e-commerce, health, mobility, personal finances, communications and social behaviour. And perhaps unsurprisingly, we find that the evidence does not lead to seismic shifts so much as to an induced acceleration of certain already emerging trends. When the dust settles, we will still recognise our world, but tomorrow belongs to those businesses that spend today anticipating and understanding the trends that are poised to accelerate.

Whether you are interested in how category demand is changing, how social interactions will be substituted, how priorities are shifting in the short- and long-term across consumer segments, where and when people will want to travel, or which risks consumers are willing to take in the future, you will find relevant insights and more, by just continuing to read.

We hope to inspire you and look forward to hearing from you...

1. <https://retailleader.com/study-shows-seismic-shift-coming-buying-behaviour>



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CHAPTER 1

The new realities and its impact

Coming to a grinding halt

Since the Great Recession from 2007 to 2009 following the bursting of the US housing bubble and the global economic downturn and financial crisis, global unemployment rates have been steadily decreasing with pronounced declines in North American and European economies².

Similarly, in Denmark, unemployment rates have declined by more than 3 percentage points from post-recession levels, which was around 8%³, and in January 2020, consumer confidence – a key indicator of private consumption – revealed renewed faith in the prospects of the Danish economy facing Brexit and the US-China trade war with fewer consumers expecting an impact on employment and growth⁴.

2. As monitored by the International Labour organisation and World Bank:
<https://data.worldbank.org/indicator/sl.uem.totl.zs>

3. Denmark Statistics, <https://www.statistikbanken.dk/04>

4. <https://finans.dk/okonomi/ECE11894198/forbrugere-aabner-det-nye-aar-med-optimisme/?ctxref=ext>