

# New Reality. WHAT'S NEXT? New Normal.

## NEW NORMAL

A lot of discussions about getting to normal now, but virus changed us already and would adjust our reality further. It is not getting back to an old times, COVID-19 already shaped our reality and would continue to do it even without being epidemic. We were introduced to virus and do aware that it is around even without being visible.

As consumers take protective actions against the virus, their health / financial concerns and behavioral adjustments will continue to have an enormous social and economic impact. In affected areas, we are already observing drastic changes in consumer behavior such as bulk-buying, selective buying a surge in low contact commerce, and crowd avoidance / cocooning.

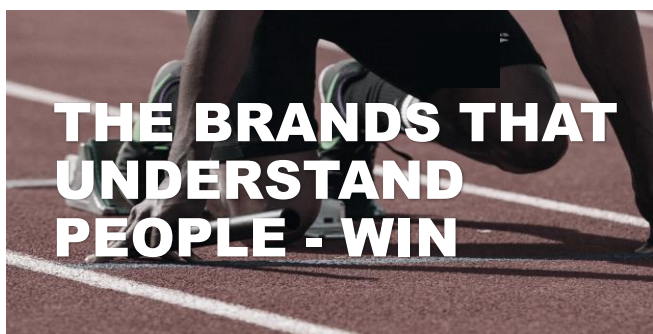
# 66%

of Ukrainians\* declare decrease of personal income as a result of anti-COVID-19 restrictions and it is affecting expenses for sure. Top worries are not COVID-19 itself, there is about rising prices for food and essential products and Job loss, salary cuts. **It is not simply a consumer with less money in his pocket, but a person who changed reality.**

We are going through a complex, diverse, volatile context, where change is constant. Uncertainty runs through us as a society, as a company, as a brand, as consumers and citizens. **We wonder what will be the best decisions we must make to go through this moment of transition and emerge victorious.**



Quarantine stressed people and left without income. Urban Ukraine in New reality is getting poor and loose income – almost the half of citizens 18-55 years old **have no income now\***. We are in Ukraine used to stress and rapid changes, but **this one changed our way of interactions with other people and emphasized our powerlessness in face of the future.**



This moment of disruption is leading to new usage models, user segments, and emerging needs. For example, people over the age of 55 are adopting new technology, especially services like grocery delivery/pickup. They have used social media and had tried a videoconferencing tool to stay connected with friends and family.

**New needs are appearing**, like need to socialize keeping distance what bring us new web services – event online for example.

## Research is critical to understand and win in this New Normal



## IPSOS ADDRESS BUSINESS CHALLENGES IN NEW REALITY

We do understand, that speed is a key point for successful business in New Reality. That is the main reason we prepared in advance **light and agile tools for sizing this New Reality and understanding the New Normal.**

We prepared agile study designs for quick (3 weeks from kick off to full report) and efficient research for services companies (postal, delivery services, entertainment, video on demand, etc.) and FMCG business, for our clients to be the first who adapt business strategies to this New Reality.

We measure incidence rate of category in nowadays conditions, profile of current / lapsed users in terms of age, gender, geographical split, cross categories consumption and ask respondents to make their projections on future behaviour change, reasons of intention to continue / lapse usage.

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## BUSINESS QUESTIONS WE ANSWER

**Key question is - What is a size of prize?**

- Is there any changes in my category penetration?
- Or any changes in frequency of my categories buying and consumption?
- What is my new share of wallet? What is the new wallet size?

**And who is my consumers?**

- What is a profile of my current / lapsed user by age, gender, geographical split?

**If my consumers have changed their behavior and why?**

- Reasons of intention to use / lapsed usage. Reasons of current usage

**What is potential for market recovery and development?**

- What my consumers use now? Any cross categories consumption, switching trends inside the category? Their projections on future behavior change?

**Any retail channels changes?**

- Changes in retail choice and behaviors? Why?

**How strong is my brand position?**

- What is my brand and competitors brands positions? Brand KPIs



## ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people. Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques. We are passionately curious about Society, Markets and People. “Game Changers” – our tagline – summarizes our ambition: we provide true understanding and make our changing world easier to navigate, so that our clients can make faster, smarter and bolder decisions.



## WHY IPSOS?

Our belief is putting the needs of our clients first – that is their business needs, the earlier, the better. We know that understanding people and constant connect with your consumers drives business. Ipsos brings the knowledge, expertise, best-in-class methods and most of all the teams that understand how business to win in this New reality.