POST COVID-19 AND POST BUDGET SCENARIOS

UNDERSTANDING CONSUMER BEHAVIOUR SHIFTS

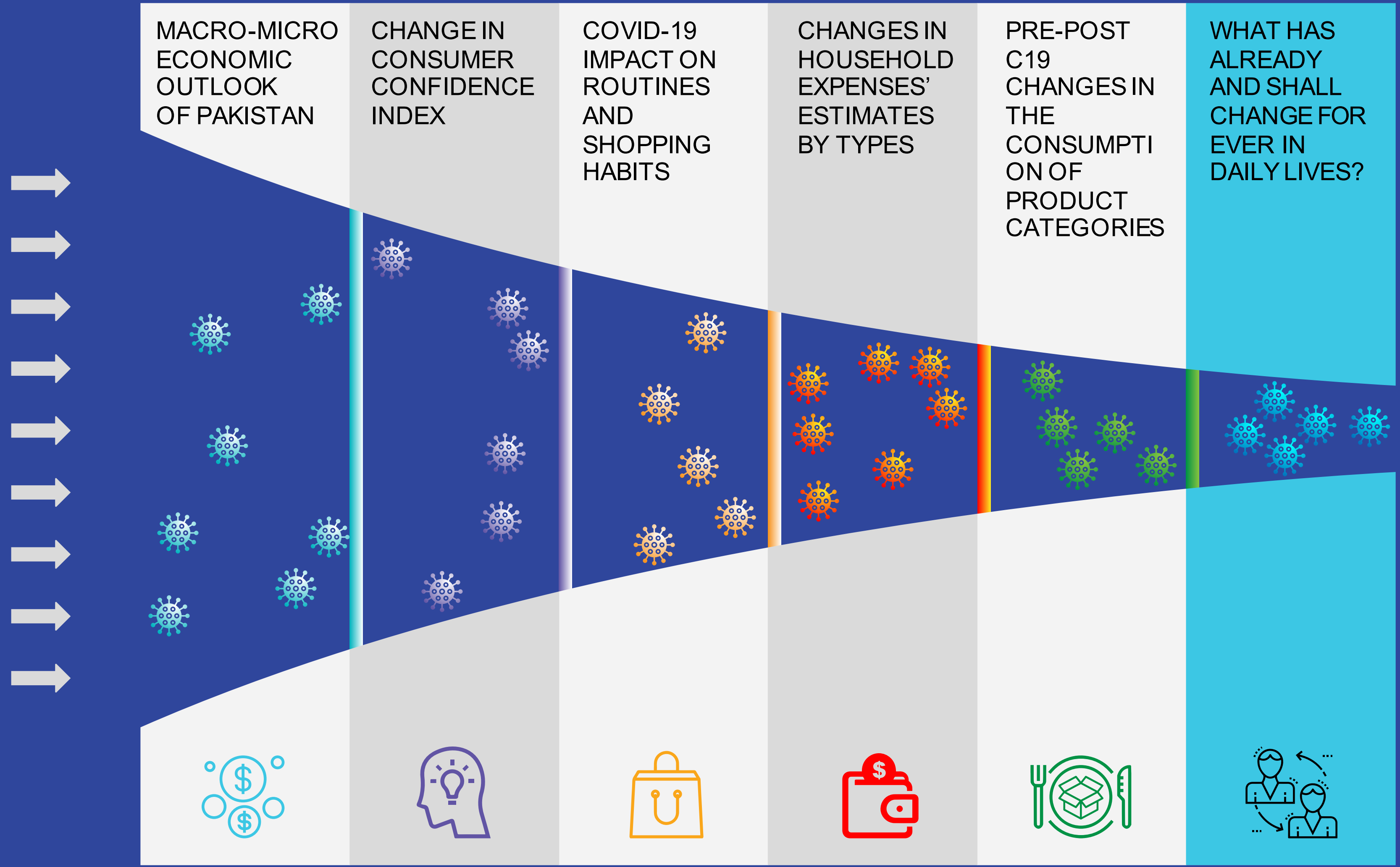
IPSOS SYNDICATED HANDBOOK

of evidence-based insights and reliable assumptions for corporate business planning

GAME CHANGERS

Ipsos

HOW WE WILL MEASURE THE CONSUMER BEHAVIOR SHIFTS



COMPARED WITH IPSOS IN-HOUSE PRE-COVID DATABASE & SYNDICATED STUDIES

BUSINESS ENVIRONMENT ANALYSIS

Analyze the macro economic indicators to understand the business environment landscape and map the key underlying growth drivers, identify comparable markets for cross market learnings from other emerging markets

Pakistan Macro-Economic Drivers Analyses

- Macro-economics / Business environment: GDP and growth projections, GDP contribution, Income pyramid analysis, literacy level, employment rate, interest rate, inflation, savings, electricity, weather, water resources etc.
- Demographics, population by age group, gender, urbanization, size of household, no. of kids in household / birth rates, proportion of women in workforce, share of time spent in-home vs. out of home, influence of peers
- Services landscape – organized players, chains etc. and its growth potential
- Service aggregators landscape if applicable.
- Government policies and regulations impacting the sector (ecommerce policy, FDI in retail, local brands support)

APPROACH

DESK RESEARCH OF PUBLISHED REPORTS, EXPERTS' OPINIONS AND ECONOMISTS' ANALYSES ON THE SUBJECT

TIME FRAME

PAST:	*2009-10 TO 2019-20*
PROJECTION:	*2020-21 TO 2022-23*

CHANGE IN CONSUMER CONFIDENCE INDEX

Identifying shifts from Pre (March ‘20) to Post Lockdown (June ‘20)

GCCI CURRENT INDEX: Reflects respondents’ perception of current economic climate, ability to make household purchases, job security, and investment confidence within the country.

GCCI INVESTMENT INDEX: Reflects respondents’ perception of current financial situation, future financial situation, major purchase comfort, household purchase confidence within the country.

GCCI EXPECTATION INDEX: Reflects respondents’ attitude regarding the future local economy, future financial situation and job loss expectation within their country.

GCCI JOB INDEX: Reflects respondents’ perception regarding Job security, job loss experience, and job less expectation within the country.

GCCI NATIONAL INDEX: Reflects respondents’ perception of current local economy, future local economy, current financial situation, future financial situation, major purchase comfort, household purchase comfort, job security, investment confidence, job loss experience and job loss expectation within their country.

IPSOS CONSUMER CONFIDENCE INDEX (CCI)

CCI IS IPSOS NATIONAL SURVEY OF CONSUMER ATTITUDES ON THE CURRENT AND FUTURE STATE OF THE LOCAL ECONOMY, PERSONAL FINANCIAL SITUATION, AS WELL AS CONFIDENCE TO MAKE LARGE INVESTMENTS AND ABILITY TO SAVE.

Being tracked in Pakistan since Q3 ‘19

COVID-19 IMPACT 360° ON PAKISTANIS

Uncovering the changes and understand the COVID-19 impact

CHANGES IN
Dining, Snacking, and Cooking Habits

IMPACT ON SHOPPING
Behaviors, Channels, Brand and SKU Selection

CONSCIOUSNESS
Balanced Nutrition and Healthy Eating

CHANGES IN
Personal Care, Grooming & Socializing

TRIAL & ADOPTION
of Digital Financial Services, e-learning, online video games, movie streaming

IMPACT
on Dining Out and Home Food Delivery

COVID19- 360° IMPACT SERIES

IPSOS HAS BEEN TRACKING COVID-19 IMPACT IN PAKISTAN **SINCE MARCH' 2020.**

CHANGE IN HOUSEHOLD EXPENSES

Household expenses' estimates and proportions by types

KITCHEN ITEMS/ GROCERIES

HOUSING

RECREATION & ENTERTAINMENT

TRANSPORT AND COMMUNICATION

FUEL AND UTILITIES

APPEARANCE & PERSONAL GROOMING

IPSOS CONSUMER HOUSEHOLD PANEL

DATA COLLECTED IN PRE-COVID TIME FROM 5500 HOUSEHOLDS FROM ALL PROVINCES OF PAKISTAN REPRESENTING ALL GEOGRAPHIES, REGIONAL BELTS, SECS AND HOUSEHOLD SIZES.

PRE-POST C19 CHANGES IN THE CONSUMPTION OF PRODUCT CATEGORIES

Revealing Users Consumption patterns pre & post COVID-19

UP TO 5 CATEGORIES
OF CLIENT'S CHOICE, PER SUBSCRIPTION

	INCIDENCE OF USAGE PRE-C19 Q1 '20	INCIDENCE OF USAGE POST-C19 JULY '20	ESTIMATED CHANGE IN CONSUMPTION SINCE Q1	EXPECTED CHANGE IN CONSUMPTION IN NEXT 6 MONTHS	CONSIDERING CATEGORY NOW AS ESSENTIAL OR NON-ESSENTIAL
CATEGORY X	53%	45%	-15%	-8%	NON-ESSENTIAL
CATEGORY Y	88%	91%	+10%	+5%	ESSENTIAL
CATEGORY Z	18%	13%	-22%	-10%	NON-ESSENTIAL

Consumer Multimedia Index

FOR A QUICK OVERVIEW

https://www.ipsos.com/en-pk/most-robust-study-only-syndicated-pan-industry-national-representative-study-first-and-only-read

ANALYSIS BY

- SEC
- Demographics
- Consumption patterns

5 PRODUCT CATEGORIES TO CHOOSE FROM

- Baby Cereals
- Biscuits
- Breakfast Cereals
- Coffee
- CSD
- Dishwash
- Energy Drinks
- Face Wash
- Facial Creams (Lotion)
- Food Home Deliveries
- Handwash Liquids
- Instant Noodles
- Internet Service Providers
- Juices
- Laundry Detergents
- Liquid Milk
- Mineral Water
- Mobile Apps
- Personal Soaps
- Salted Snacks
- Sanitizers
- Shampoos
- Surface Cleaners
- Tea
- Tissues

WHAT HAS ALREADY CHANGED AND WHAT SHALL CHANGE FOREVER ?

DEFINING “NEW NORMAL” LIFE IN POST COVID WORLD, TO ADJUST BRANDS’ POSITIONING

LIFESTYLES & ACTIVITIES

ATTITUDE TOWARDS LIFE

INTERESTS & HOBBIES

Short Open-ended responses to be collected across Pakistan, to help clients craft more relevant and effective communication

For queries on subscription: **info.pakistan@ipsos.com**

SOME KEY INSIGHTS

FROM THIS HANDBOOK

- Inter-census demographics have evolved drastically; **youth** (15-29) grew from **17% to 27%,** HH size shrunk by 10%, share of **women in the labour** force went up by **80%**
- Pakistan is **successful in achieving inclusive growth** i.e. income inequality has been declining over the last decade and this has led to **greater participation by the lower- and middle-income groups** in retail buying
- **Econometric analysis** of relevant data from the early 90s reveals the extent of contribution of **different growth drivers to consumer spending.** Clearly, the biggest contribution of 61 percent is by the growth of real incomes.
- **Amid varying estimates by IMF, WB and GoP,** our analyses predict **actual 2019-20 GDP growth to be -1.5% and 'likely'** GDP growth for current fiscal **year (2020-21) as 0.5%**
- **Consumers' Confidence Index** dipped to its lowest score **22.0 in Pakistan, in June, as compared to global average of 40.0**
- Consumers seem to be drifting **"Back to Home"** while reporting **cooking and eating taking center stage, and 53%** foreseeing this **shift to stay** for ever
- Over **1 in 3 Pakistanis** intend to keep on **observing COVID 19 precautionary measures,** and sticking to new **social activity habits,** all the way in future
- **Avg. HH income** during Pre-Post C19 era, on overall level, has **reduced by 6%,** extreme ends i.e. Socio-Economic Classes 'A' and 'E' are worse hit while **rural domain seems unaffected.**
- Out of 25 product categories investigated during this research to learn C19 inflicted usage changes, only **3 remained consistent, 13 witnessed net drop** (ranging from -1% to 39%) and interestingly **9 have seen net increase** from +1% to +36%.
- C19 pandemic had indulged Pakistani **youth (18-24) into indoor games big way;** 45% increase has been reported
- For **60% Pakistanis believe that COVID 19, has changed their lives for ever**