

A New Report Predicts Shifts in Consumer Demands in the Wake of COVID-19



New York City, May 19, 2020 (Issuewire.com) - Multicultural marketing firm ADMERASIA, recently conducted a survey regarding the sentiment of consumers in the wake of COVID-19. The survey includes responses from 383 respondents primarily based in the major metropolitan areas most impacted by COVID-19. The majority of the respondents are working professionals. This will be the first report in an ongoing series, titled COVID-19 Monitor.

“These are certainly unprecedented times,” says Selina Guo, Strategic and Planning Director at ADMERASIA, and the reports primary author, “And our aim is to provide businesses with the necessary tools to track the sentiments and expectations of their customers as we push towards a post-pandemic life.”

Per the report, titled LIFE AFTER COVID-19, ADMERASIA believes these insights will be essential for brands as the United States pushes collectively towards revival. In their findings, they highlight the two-layers of opportunities with different motivating desires.

ADMERASIA predicts the first stage, taking place 1 to 3 months after lockdown, will be driven to activities such as dining, gathering and shopping that symbolize a return to normal life. They nicknamed the stage “Quench the Thirst”. For example, over 70% of survey respondents claimed that they were likely to dine out and gather. ADMERASIA is optimistic that, based on this data, certain industries most impacted by the outbreak, such as food and retail, may see a rebound in business traffic.

The second stage, starting 3 months post-lockdown, titled “Embrace the New Norm” would be marked by a gradual return towards long-term plans made before or during the pandemic, but driven by parallel desires.

The first desire, they predict, is for consumers to be “more health-conscious and secure”, and that health-focused mindset will play an influential role on purchase decisions beyond health-related products in a broad spectrum of categories - citing that 46% of respondents plan to purchase Smart Health-Monitoring devices and a 48% preference for contactless payment.

The second desire, they predict, is for consumers to be more driven to “live in the moment”. The most symbolically important of these activities appear to be travel. After months of staying at home, consumers will be driven to “seek new experiences with precautions.” The report cites 71% of consumers stating a wish to travel after the lockdown. “Balancing these two desires will be key for brands. Providing unique and novel experiences, while still being mindful of the need to feel safe,” said Selina Guo.

In addition, the report also delves into new technology integrations within the lives of consumers and shows an overwhelming degree of optimism towards the ways in which technology integration will shape post-COVID-19 life. With consumer desires and expectations heightened, they believe that technology service brands will likely face fiercer competition in the after-crisis era, with a more complex competitive landscape and increasingly demanding consumers.

The full report is available to download for free from the [ADMERASIA website](#).

ADMERASIA is a multicultural marketing agency based in New York City; creating brand solutions for Asians, Asian Americans and Americans.

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