

NIELSEN SYNDICATED REPORT IMPACT OF COVID-19



COVERING 39 COUNTRIES IN GLOBALLY



The coronavirus outbreak has significantly impacted multiple industries – tourism rates have dropped, GDP estimates are reduced, and government budgets have been allocated in light of the downturn that is expected. However, different categories are being impacted differently, making it difficult for brands to react and adapt in both the short and long term.

Nielsen's syndicated study **IMPACT OF COVID-19**, reveals how changes in consumer behaviour might challenge- or create unexpected opportunities – for market players in the coming 3, 6 and 12 months. The study will help measure and help plan for the impact that COVID-19 has on spend & consumer sentiments so players can adapt their strategy and weather the storm.

AREAS OF INVESTIGATION

COVID-19 SENTIMENTS



- Level of concern for oneself and family
- Perception of situation intensity and spread
- Sources of information
- Impact on lifestyle and perceived length of time of impact

CATEGORIES ON DEMAND



- Products & Services being purchased and plan to purchase (e.g. food, electronics, personal care, etc.)
- Change of levels being purchased/consumed by categories
- Perceived length of time consumption will last

eCOMMERCE ECOSYSTEM



- Change in preference between online and offline stores
- Intended persistence of behaviour after outbreak
- Products purchased online
- Payment methods
- Intention to shop online/offline after the end of outbreak

DINING / ENTERTAINMENT



- Change in entertainment activities
- Frequency between dine-in and dine-out in the past month
- Change in level of food delivery (e.g. Deliveroo, foodpanda, etc.)
- Change of dine-in and dine-out frequency

MEDICAL PROTECTION



- Prevalence of purchasing new/additional medical insurance/critical illness insurance
- Types of coverage (e.g. covid-19 coverage)
- Insurance brands purchased

TRAVEL BEHAVIOUR



- Likelihood to travel for leisure/business/visitation in next 6-9 months
- Preferred travel destinations
- Sentiments towards travelling

CATEGORY COVERAGE



Food & Beverage



Personal & Household Care



Travel/Tourism/Hospitality



Banking & Financial Services



Offline Retail/
Eating Out/Entertainment



E-wallets/Tech Payment/
Online Shopping

DEEP DIVE PER MARKET

	China	HK	Indonesia	Japan	Korea	Malaysia	Philippines	Singapore	Taiwan	Thailand	Vietnam
F&B		X	X	X	X	X	X	X	X	X	X
Personal & Household Care		X	X	X	X	X	X	X	X	X	X
Travel & Hospitality		X	X	X	X	X	X		X	X	X
Banking/Financial Services		X					X				X
Offline Retail/ OOH Dining		X	X	X	X		X			X	X
Payments / Ecommerce		X	X			X	X		X		

RESEARCH DESIGN



- RESPONDENTS:** Local country residents aged 18-50, general population
- METHODOLOGY:** Online survey
- TIMELINE:** FW in March || Report delivered End March 2020
- DELIVERABLES:** PowerPoint Report

COVERAGE AND INVESTMENT

	China	HK	Indonesia	Japan	Korea	Malaysia	Philippines	Singapore	Taiwan	Thailand	Vietnam
SAMPLE	n=1000	n=500 each									
USD	\$5,000	\$4,000	\$1,500	\$2,500	\$4,000	\$1,500	\$4,000	\$3,900	\$1,250	\$3,300	\$4,000

Country Details To Be Confirmed

	Australia	USA	Canada	UK	Spain	Greece	Germany	France	Italy	Netherlands	Russia	Turkey	Portugal	LATAM
USD SAMPLE	Details to be provided upon request													

PLEASE CONTACT YOUR DEDICATED NIELSEN ASSOCIATE OR EMAIL CONNIE.LEE@NIELSEN.COM FOR DETAILED INFORMATION.

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