

Sean O'Neill



**Chief Product
Officer, GfK**

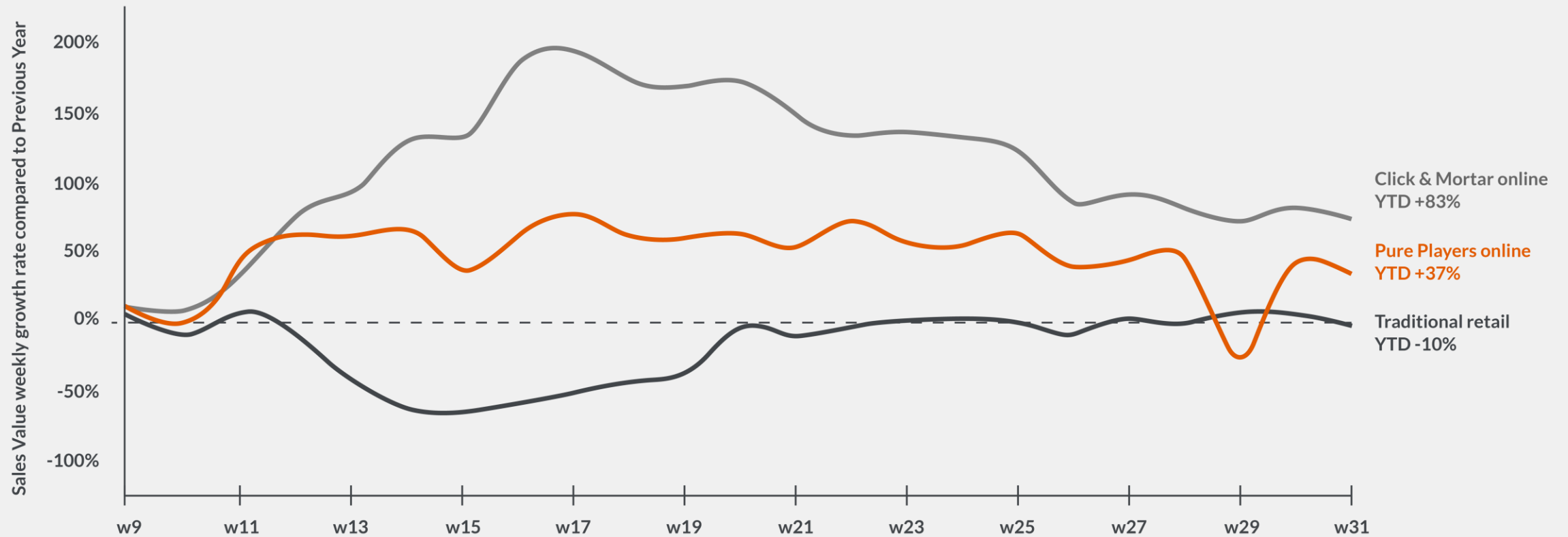
Changes in
Purchasing
Behaviors...



...and
**What Happens
Next?**

Disruption
is accelerating

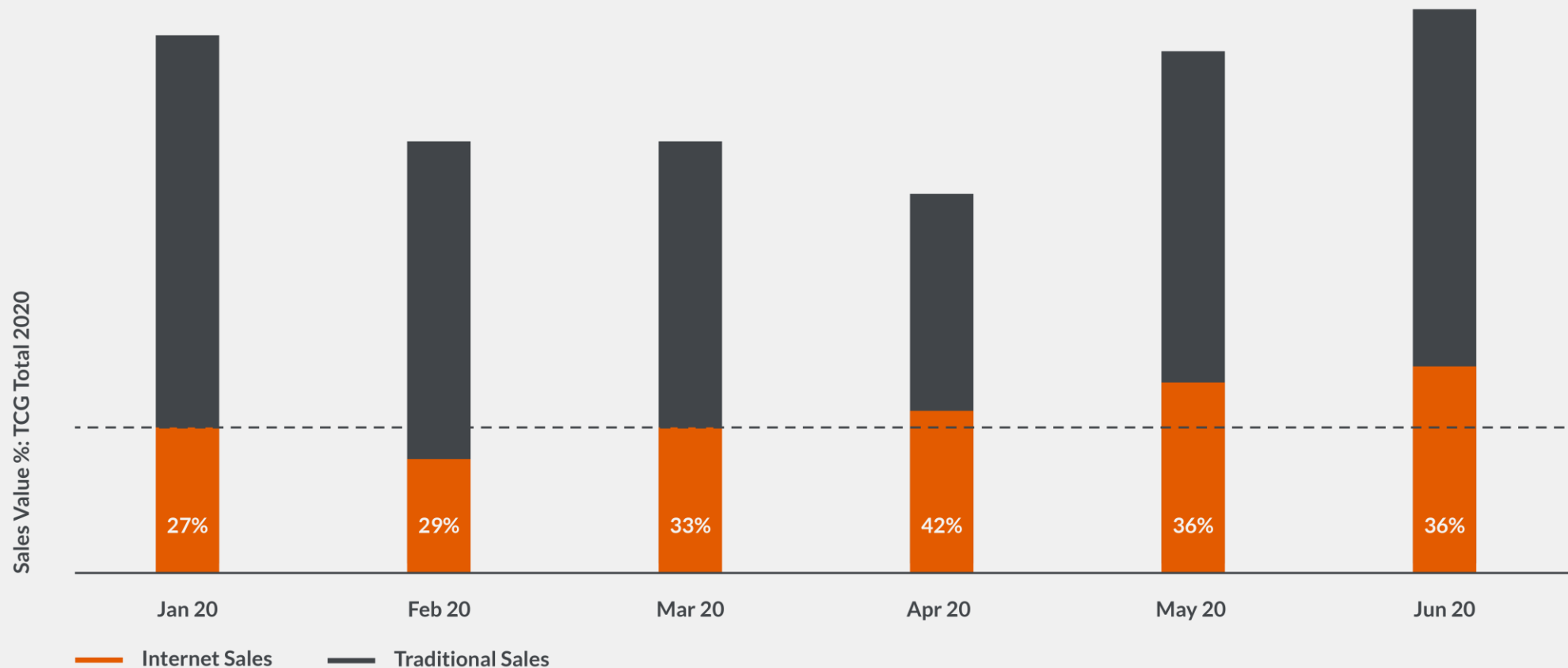
Every challenge creates opportunities; COVID-19 has accelerated omnichannel purchase journey



All European countries weeks 1 - 31

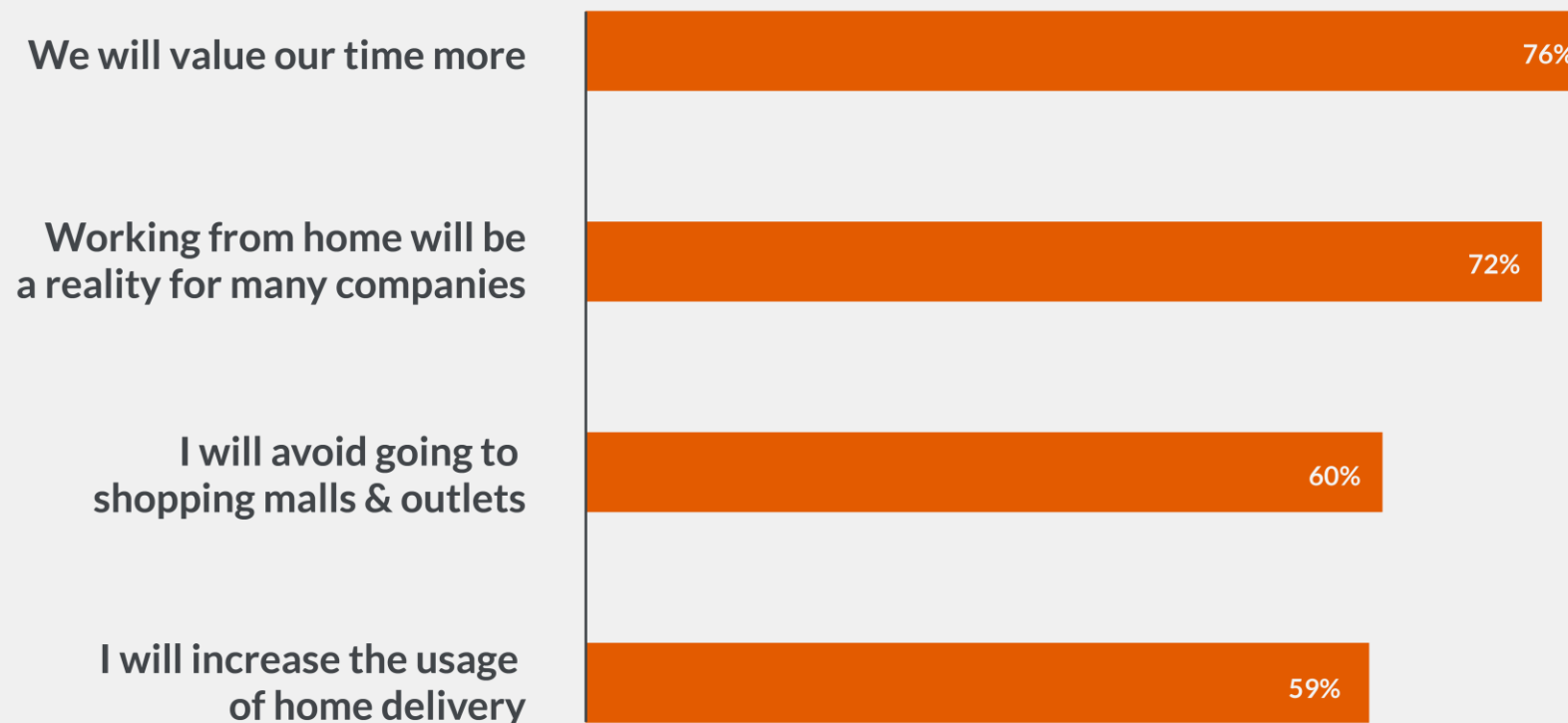
Source: GfK Market Intelligence Weekly tracking CW 01-31, Sales Value EUR Fix growth, All European countries

Benchmark for online grew by a steady 10 percentage points post COVID-19 (Global)



Source: GfK Market Intelligence Monthly tracking Jan-Jun 2020, Sales Value EUR Fix growth, Global excl. NA and S Africa

Consumer behavior will change going forward (APAC 9)



Source: GfK Consumer Pulse International study May 2020

+19%

Advertising on social media

+17%

Advertising online

Source: Increase in percentage points compared to pre-Covid period.

Consumer Insights Engine. All countries. Q1'20, All products. When you initially thought about getting a new [PRODUCT], were you inspired by any of these?

55%

Used 'Buy'
buttons on social
media networks

46%

Are buying brands
that are only
available online

68%

Used parcel locker
system and intend
to continue

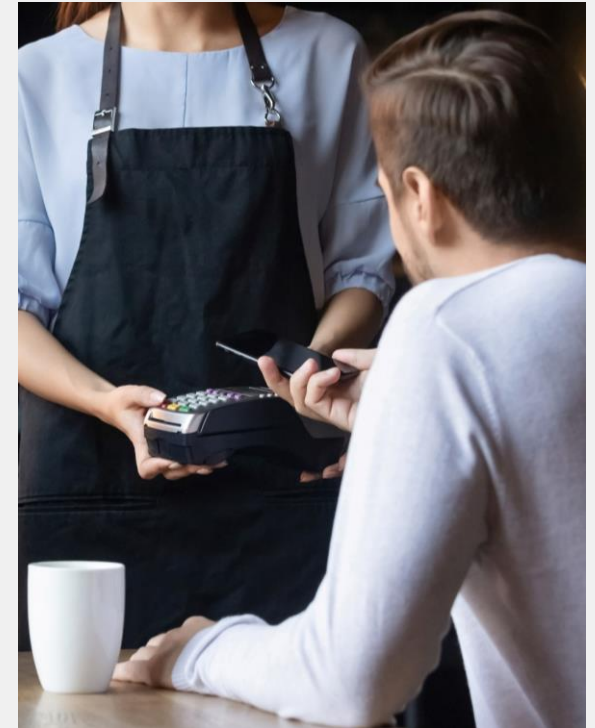
Changes essential for winning market share in omni-channel purchase journey



Consultative



Educational



Trusted

+167%

Live streaming expected growth
in China this year



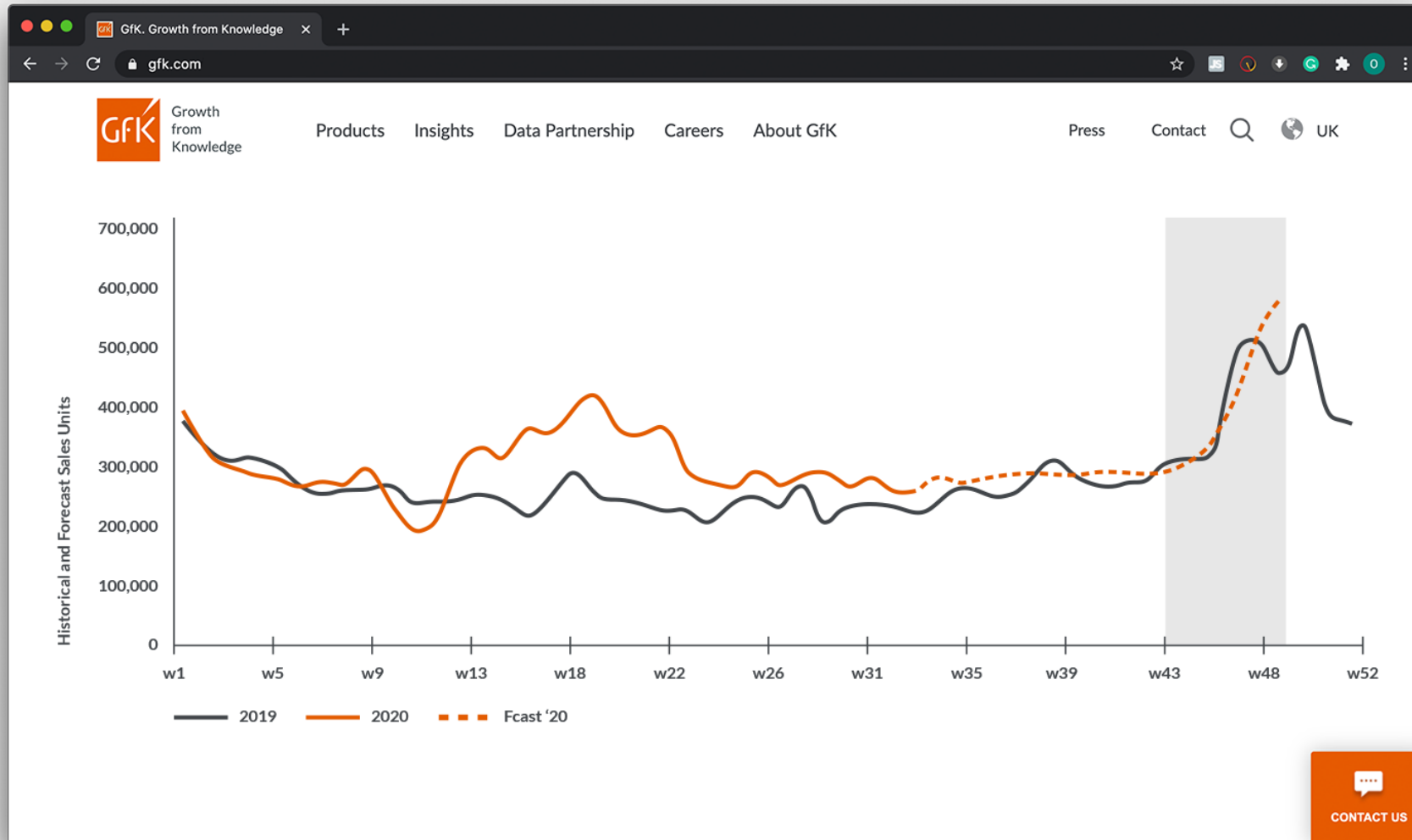
Rethink how you
equip your teams

Client Needs: Better short-term forecasting of the consumer shocks and rebound of various markets and categories

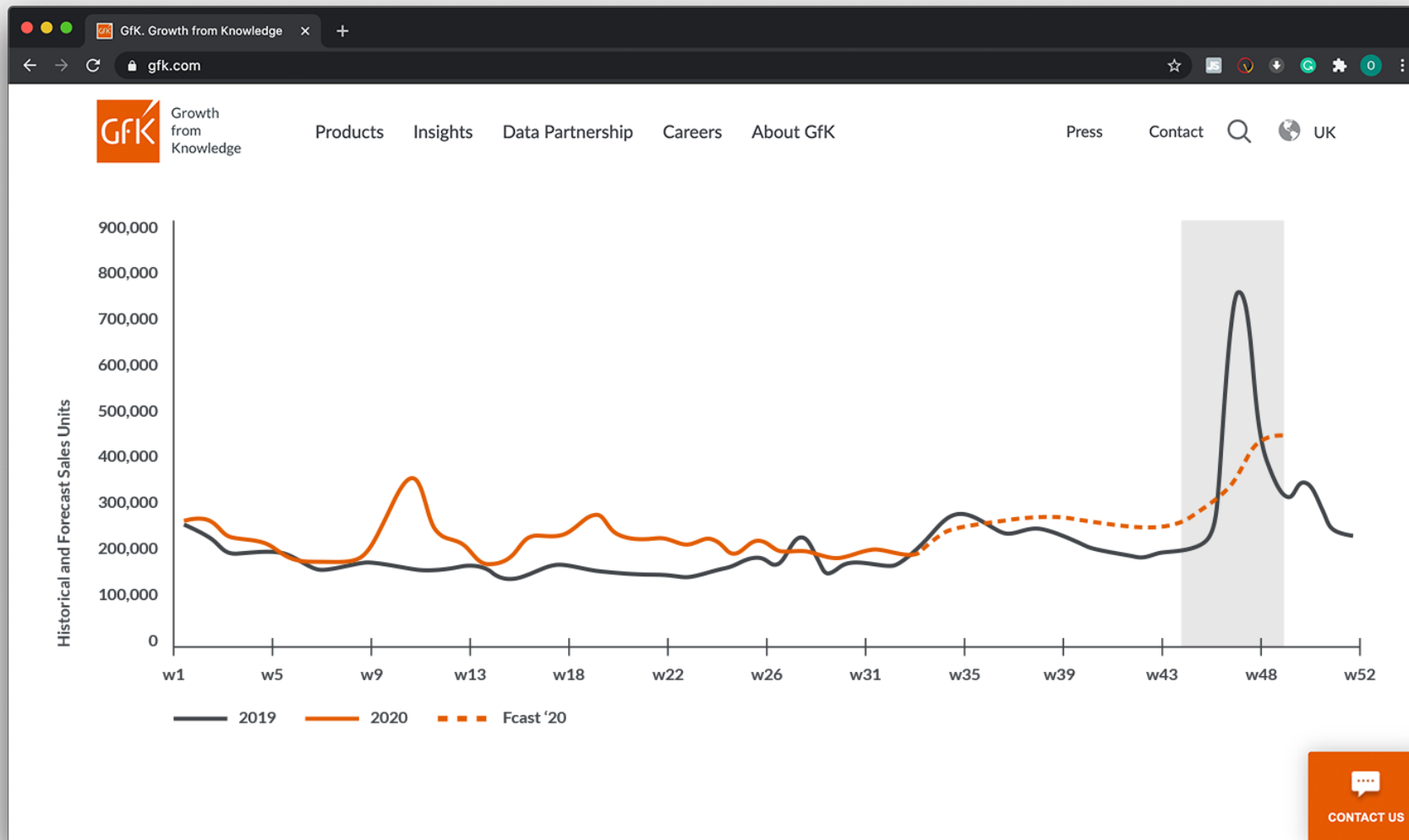
Our Approach with gfknewron:

- Combine
 - ▶ Point of Sale data (140,000 retailers around the world)
 - ▶ Daily consumer shopping behavior and brand interactions
 - ▶ Macro business climate, consumer mobility, and government lockdown actions
 - ▶ Government health indices, COVID infections and mortality rates
- Leverage Machine Learning and Neural Nets to find signals in the noise
- Delivered directly to the end-user decision maker through a browser

Forecast for Food Preparation across EU5



Forecast for Mobile Computing across EU5



Disruption is accelerating
Rethink how you equip your teams

Want actionable recommendations?
Come and talk to us:

gfk.com/gfknewron

