



SUMMARY

Understanding the New Normal.

Global Consumer insight Tracker by MetrixLab | February 2021 focus.

Key takeaways: Hopes and dreams for 2021



Realism prevails

With news of the arrival of the first vaccines, the global consumer remains realistic and very cautious about the speed of recovery. **45% still expect we are 10+ months away from getting back to normal.**



Reconnection will become a priority

However, consumers are looking forward to 2021 as the year when they can at some point get back to normal and embrace much needed socialization and coming together as one. **Optimism (34%) and love (24%) are two of the top words consumers associate with 2021.**



The reflective and resilient consumer

Many people are more mindful of the things they took for granted before COVID-19 (health, finances, family). Going forward, they want to make a **much more meaningful contribution to their own lives AND to their community and those around them. 69% want to be a better role model.**



Back to basics

With 7 out of 10 global consumers saying they are likely to get vaccinated, there is a clear determination to actively re-engage with the activities they've missed when the time is right. Traveling and gathering with loved ones are top priorities.



+ *My feeling for the year 2021 is mixed. I sense that getting back to doing things I used to do will take much longer but I am hopeful I can enjoy life by December 2021.*



FR *I think it's going to be the year of the family, of friendships and reconnection.*



The year of love and optimism.



BR *May we know how to value what really matters. May we have learned that together we are stronger.*



I want to have hope for a future where people unite together and care more deeply for their fellow citizens.



US *It is starting as a year of hope, optimism that things are going to turn around and NOT be so negative in so many aspects of life. It is a fresh start, a time for change, new and great things to happen, coming together as a nation and reuniting with my loved ones.*



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2021: The year of cautious optimism.

▶ New Year signals a “better us”

We’re sensing that consumers are going beyond the traditional New Year’s resolutions and actively embracing a more positive and meaningful change in their year ahead. The opportunity for brands is to go beyond purpose initiatives and demonstrate more activism towards a WE culture.



What are consumers striving to do better in 2021

76%

Look after their health much better

70%

Take more time to listen to others

69%

Be a better role model for friends/family

67%

Want to help others more

▶ Brands in action

This New Year's campaign from **Coca-Cola** changes up its packaging to feature people's intentions to “do better” this year.

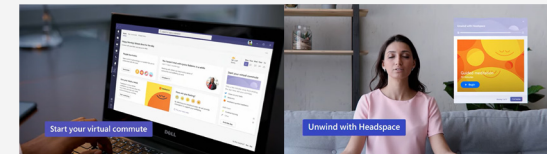
Coke cans will have no logo on one side, replaced with different New Year's resolutions. These were promoted on social media with people sharing their personal stories.



Microsoft has announced new Teams features to improve users' work/life balance, well-being, mindfulness and productivity in the remote working world.

The features include: A virtual commute experience for better work- and home-life transitions, integration with the Headspace mindfulness app and breaks and “me time” scheduled in one calendar.

“When you focus on well-being and bringing in mindfulness at all levels, it can change the whole business. It can change business outcomes and how every employee feels.”



A New Year is upon us and while the global consumer remains cautious, there are uplifting stories and green shoots of recovery in how people are feeling. They are planning to meet 2021 head-on with practicality, purpose and passion. Brands will need to navigate this journey carefully as we expect the global consumer will hold businesses and brands to higher standards as confidence gradually returns this year.