

**NOW THAT THE  
LOCKDOWN IS  
BEING EASED,  
HOW WILL  
CONSUMER  
BEHAVIOURS  
CHANGE IN A  
POST-COVID  
INDIA?**





REPORTED ON 22 MAY 2020 FOR

**TBWA\INDIA**

# WHAT'S THIS? DOES IT MATTER? AND TO WHOM?

In light of the coronavirus outbreak, culture has been changing at unprecedented pace. **The following report captures the changing consumer behaviour as a result of these times and the corresponding trends that are being reshaped.**

**These trends are indicative of a cultural shift** where brands can identify insights and opportunities to play into. They provide direction on emerging and evolving cultural, consumer and category behaviour.

#### **This document helps you to:**

- Understand the culture that is surrounding us in COVID-19 era
- Identify trends that will be reshaped or no longer exist in a post-COVID world
- Learn about the new and emerging trends in the country
- Identify and capitalise on unique opportunities.  
(If done right)

#### **This document is for the curious.**

All marketers – from the anxious to the inquisitive. Any advertiser looking for insights.

Anyone who likes to read into what's happening. If you've got it, it's for you.

**COVID-19 HAS IMPACTED HUMAN BEHAVIOUR.  
WE SEE THREE PHASES TO  
HUMANITY'S RESPONSE TO THIS CRISIS.**

## 1. RESPONSE

**A reactive moment of heightened emotions:**  
characterised by fear, denial and panic as  
people grieve normalcy.

"I want clear information and utility"

## 2. RECOVERY

**Evaluate and recalibrate:**  
as we come to terms with the new reality we  
begin to find our feet again as a collective.

"I want utility and support"

## 3. REVIVAL

**A proactive moment of considered action:**  
as we leave limitations behind and rebuild,  
deciding on what to keep or discard.

"I want hope and optimism"

**THIS REPORT FOCUSES ON  
RECOVERY & REVIVAL TO  
ANSWER HOW CONSUMER  
BEHAVIOUR IS LIKELY TO  
CHANGE AS THEY MOVE  
THROUGH THESE PHASES.**

**SECTION 1:**  
**WHAT ARE**  
**THE CHANGES**  
**LIKELY TO**  
**GROW ACROSS**  
**INDIA?**

**SECTION 2:**  
**WHAT'S LIKELY**  
**TO DIMINISH**  
**WHEN**  
**COVID IS**  
**OVER?**

**SECTION 3:**  
**WHAT ARE**  
**SOME NEW**  
**BEHAVIOURS**  
**LIKELY TO**  
**EMERGE?**

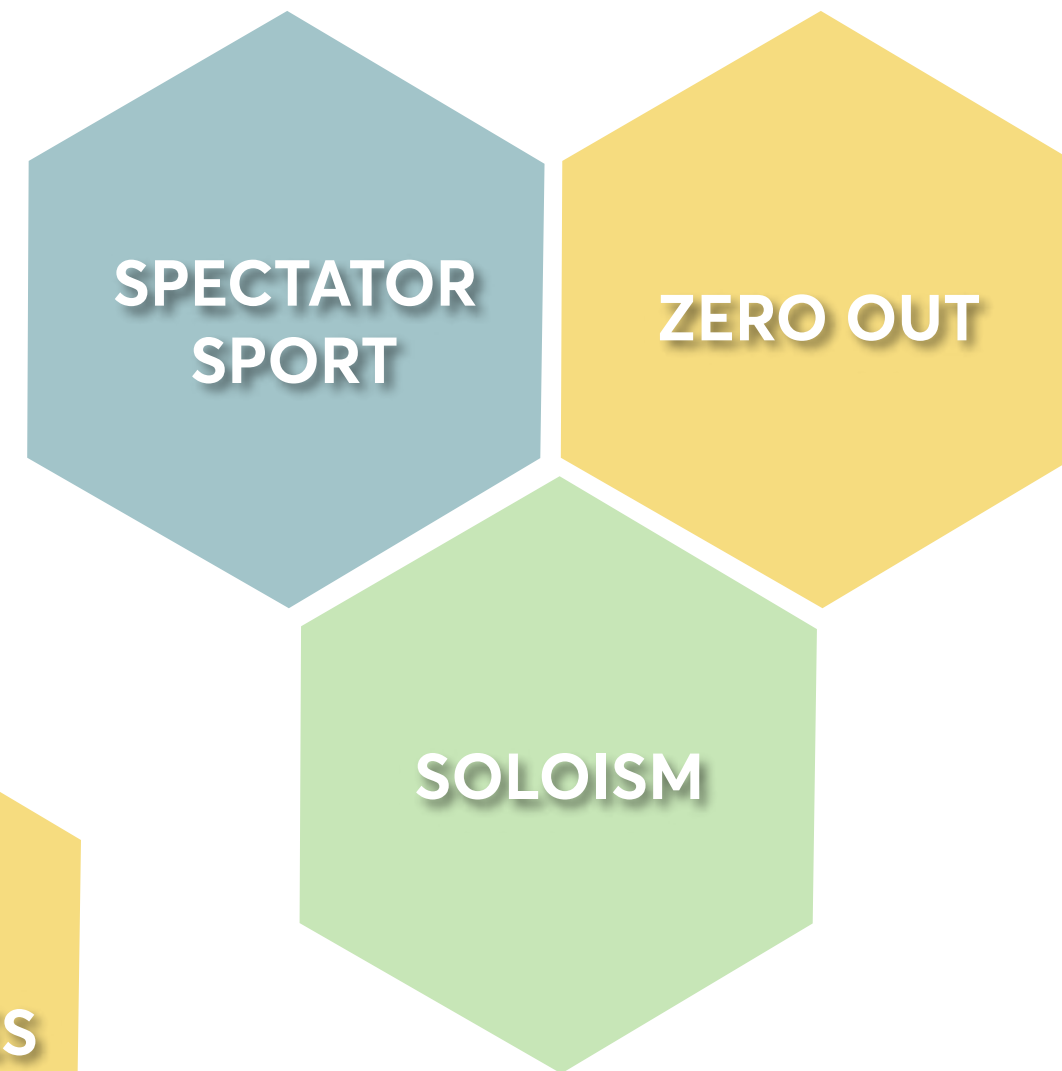
**1**

**TRENDS THAT ARE AMPLIFIED**



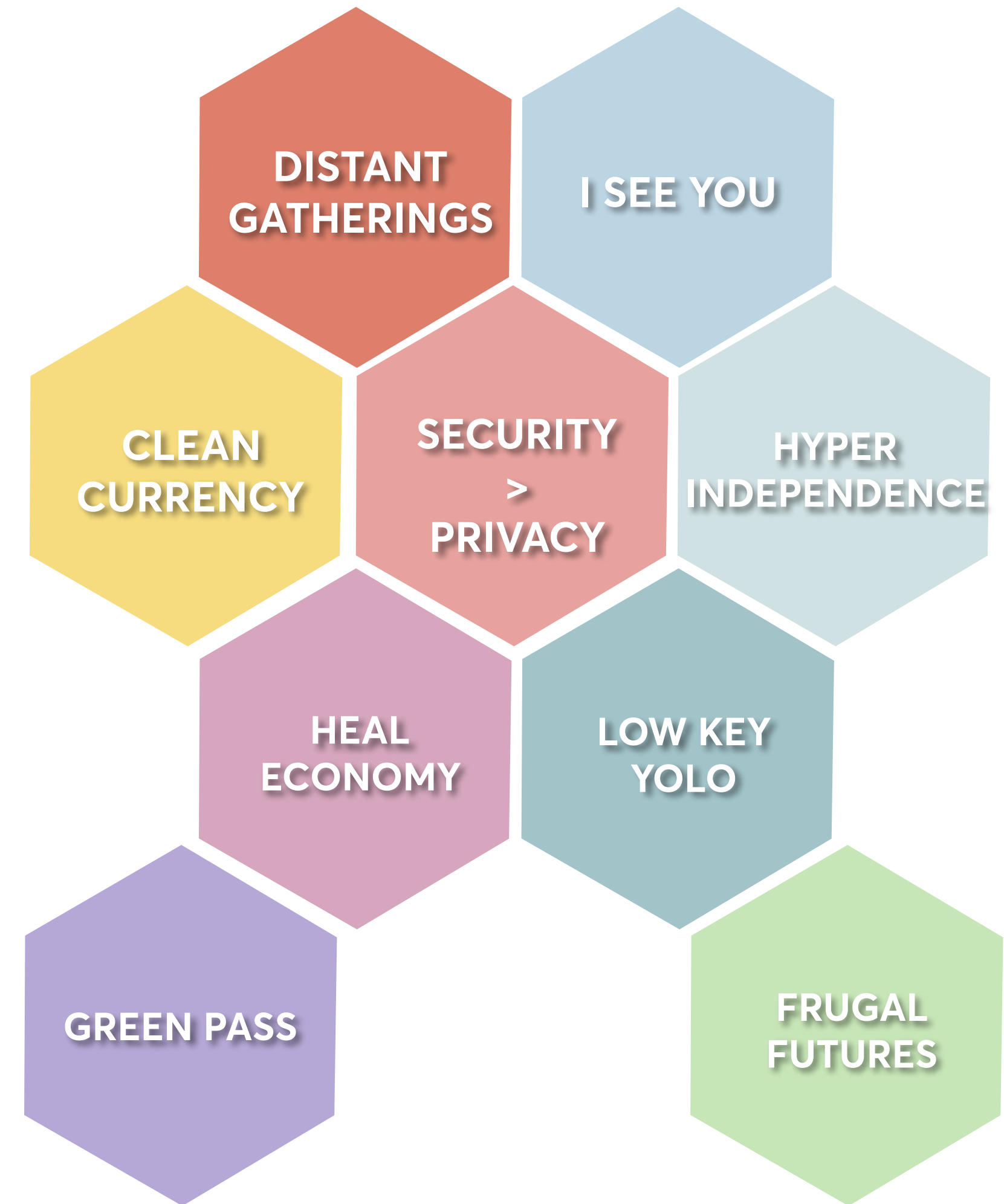
**2**

**TRENDS THAT ARE DIMINISHING**



**3**

**NEW EMERGING TRENDS**





# 1. ELEVATED HOMEBODY

## Enjoying your read?

This is page 9 of the 75-page report.

For a more detailed copy that takes an in-depth look at the changing consumer behaviour, please write to us at [namaste@tbwa.com](mailto:namaste@tbwa.com)