

# Digital Consumer Survey 2020: Key Insights

June 2020

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## INTRODUCTION

Background on the Digital Consumer Survey system

## DIGITISED PATH TO PURCHASE

Consumers most often turn to digital for research on electronics  
Groceries drive in-store purchases, but shifts to digital are in motion  
Ease of use is the top reason cited for using a digital wallet  
Cost outweighs speed in terms of desired delivery features  
Package not arriving on time is the most common challenge

## PRIVACY, SECURITY AND TRUST

Most egregious privacy activity relates to selling third party data  
A vast majority of global consumers take actions to protect privacy  
Email address and birthday have greatest value in data exchange  
Data theft and authorised access remain a legitimate fear  
Cyberattacks viewed as an inevitable byproduct of business activity  
Not clicking links from strangers is the top security measure  
Consumers are most trusting of current bank for financial activities

## EMERGING TECHNOLOGIES

Consumers are more comfortable with machines in commerce  
Top commerce use cases for AR/VR tied to travel discovery  
Headset costs and limited content continue to hold up AR/VR  
Smartphones are by far the most popular device for voice activities  
Google Assistant dominates among voice platforms globally  
Virtual assistants most often used for non-commerce activities

## DIGITAL CONSUMER SURVEY DETAIL

Digital Consumer Survey offers insight into digital behaviours  
Unique features  
Who we surveyed and what we asked  
Country coverage: 20 markets surveyed  
Yearly tracked data across these key topic areas  
Data visualised through state-of-the-art dashboards  
Range of research applications

## ABOUT EUROMONITOR'S RESEARCH

Overview of Digital Consumer Survey  
Information about Euromonitor's syndicated survey methods  
Digital Consumer Survey: FAQs  
Strategic analysis for greater insight  
Tell the whole story with Euromonitor International data

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-consumer-survey-2020-key-insights/report](http://www.euromonitor.com/digital-consumer-survey-2020-key-insights/report).