

Voice of the Industry: Consumer Lifestyles

February 2021

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Consumer Lifestyles Voice of the Industry survey snapshot 2020

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SHIFTING SPENDING AND SHOPPING HABITS

Consumers saving not spending as uncertainty continues Driving a more frugal approach to spending Case study: Apple launches new low cost iPhone Case study: Aion helping consumers manage their money Safety measures key to bringing consumers back in store Business must invest for long-term shift in shopping experiences Case study: Best Buy US expands curbside pick-up services Case study: Mobile app "Safe Queue" supports consumer safety

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KEY TAKEAWAYS

Three main areas of focus for corporate strategy planning Businesses rethinking, adjusting and investing for growth Key takeaways

ABOUT VOICE OF THE INDUSTRY

Respondents

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