New priorities for a new now

Over the course of the survey, we see consumer priorities shifting to the seven new realities of life, leading to something we call the Now

Further exploring consumer readiness to get out with 90% of US consumers now new consumer segments emerging. Fifty percent of US consumers feel there’s a life to be led; 40% of US consumers say they are going to be okay; 20% of US consumers are preparing for whatever comes next.

What priorities will persist well beyond the pandemic?

Beyond the pandemic, five new consumer segments emerge, each with unique priorities for the future. The five segments are:

- Health first
- Affordability first
- Society first
- Planet first
- Experience first

Organizations would be wise to define their priorities according to these new consumer segments looking for brands that prioritize their “first.” So, how can retailers and brands provide what the public is looking for? The five new consumer segments suggest that Brand need to focus on their core capabilities and develop new ways to engage customers.

Consider price as a core capability

Futureproof your supply chain by shortening it

Use data as an accelerant

Build trust by bridging transparency with a seamless shopping experience that speaks to the future consumer

Make authenticity and honesty a cornerstone of your customer experience

About the survey

The EY Future Consumer Index has been tracking and understanding consumer behavior since 2009. The survey is conducted annually, with responses from consumers in 25 countries. The survey is powered by FastMentor, a leading provider of technology for surveys and data collection.

The 2020 survey was conducted in the US, Canada, Brazil, the UK, France, Germany, Denmark, Sweden, Finland, Norway, India, Australia, and New Zealand during the week of 8 June 2020. Of the 14,074 respondents, 90% had household income above $25,000.

The survey was designed to understand consumer behavior changes that have occurred since the COVID-19 pandemic began. Survey responses capture how consumers have shifted their spending habits, priorities, and behavior in response to the pandemic.