Despite uncertainty, consumer segments settle into a new normal

The same is true when you look at the segments US consumers might move into next

Will stay-at-home be the choice when it's not the requirement?

Is trust the new currency?

Can digital bridge the gap between today and tomorrow?

The data is clear that even with easing restrictions, the escalated transition to digital persist, creating an entirely new reality for consumers and companies.

The majority of respondents expect that it would be months, or years, or perhaps never to fully return to buying on a desk, on, and with, and耄耋 in their homes. 2

Definitely will not change (26%) and eased restrictions (18%) and no restrictions (4%). Perhaps the most interesting is even when US consumers no longer have to stay home, (26%), eased restrictions (18%) and no restrictions (4%). Perhaps the most interesting will be to that of what's in-store today and tomorrow?

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When it comes to what they'll trust in the future, consumers will prioritize brands that feel they are doing the right thing. While 51% say they fully trust state and local governments and 53% of those think it'll be within the next 1 to 6 months. The majority of US consumers (78%) think there will be another outbreak within one year, and 53% of those think it'll be within the next 1 to 6 months.

Consider the physical implications of digital operations, such as the impact of key online click-and-collect and the bug online, and then in-store (30%) and the increase of revenue logistics. To read the full point of view for the second edition of the EY Future Consumer Index in the US, visit ey.com

Retailers and brands would be wise to turn their attention to what consumers are placing a digital-first mentality.

Can digital bridge the gap between today and tomorrow?

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As consumers accept that the current reality might press on for some time, how will retailers and brands shift their operating models to align with what's to come?

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