



Growth
from
Knowledge

Consumer Trends Switzerland

How have consumers' values,
attitudes and behaviours changed
because of Corona?



Why Consumer Trends Report

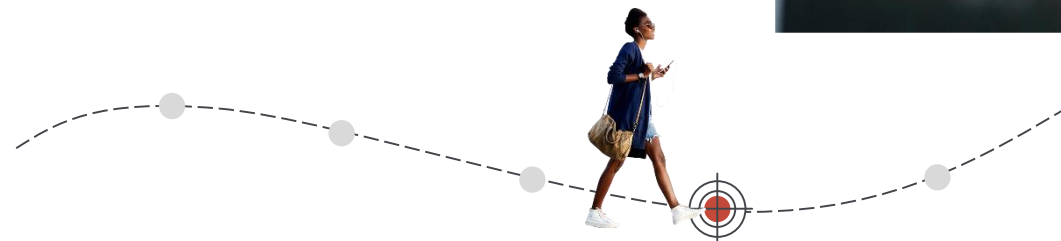


The last few months have turned our entire lives upside down – including our lives as consumers. In Spring, shops were closed for several weeks - we could only buy the bare minimum and even there we experienced supply shortages. Empty shelves - we didn't know anything like that in Switzerland.

By summer, despite all uncertainties, a “new normal” had arrived. A normal life, not quite as we’ve known it before, but a life with open stores and restaurants, a life outside our homes.

Fall brought the second wave, our life shutting down again, although not as much as in Spring. How do consumers feel and act now? Returning to their former lifestyles? Making adjustments?

This report analyzes the effects of the corona pandemic on people's attitudes and consumption behavior, and highlights how consumer trends are changing. Learn which trends have survived the crisis, which are even intensifying, and what that means for companies and brands.



Understanding the mood, every day life, attitudes, and interests during the pandemic



Swiss Mood

What are the Swiss most worried about?



Everyday Life

How has the lockdown affected the everyday life (activities, leisure behavior, etc.) and what changes remain in the "new normality" and during the second wave?



Consumer Trends

How have consumers' attitudes, consumer interests, buying motives and expectations changed?



Expectations about the Future

What do consumers expect to happen? Do they worry about the future?

Find detailed descriptions of the current trends

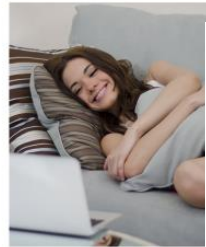


Today's disrupted world
Life has changed across the board



Thinking about last week, which of these activities have you've done more often, less often or the same as usual?

Changed habits due to coronavirus, Top 10



November 2020

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Disruption leads to more focus on the home



More often in %



June & November 2020

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Half the Swiss will spend the same amount on durable goods as in the previous 12 months, 18% expect to spend more



Expected amount spend on durable products in coming 12 months



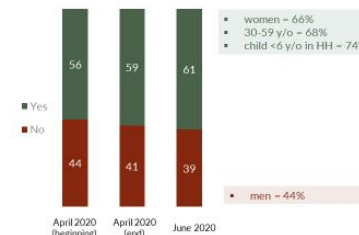
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Frictionless living | Ease, please
Consumers are looking for streamlined solutions



The majority of Swiss make online purchases.

Online purchases in the last week



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November 2020 data not available 42

Consumer Trends Switzerland Report

- Includes data from long-standing GfK Consumer Life Studies and GfK Consumer Pulse Surveys in April, June and November 2020
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Your Consumer Life Experts

Contact us – we look forward to hearing from you



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