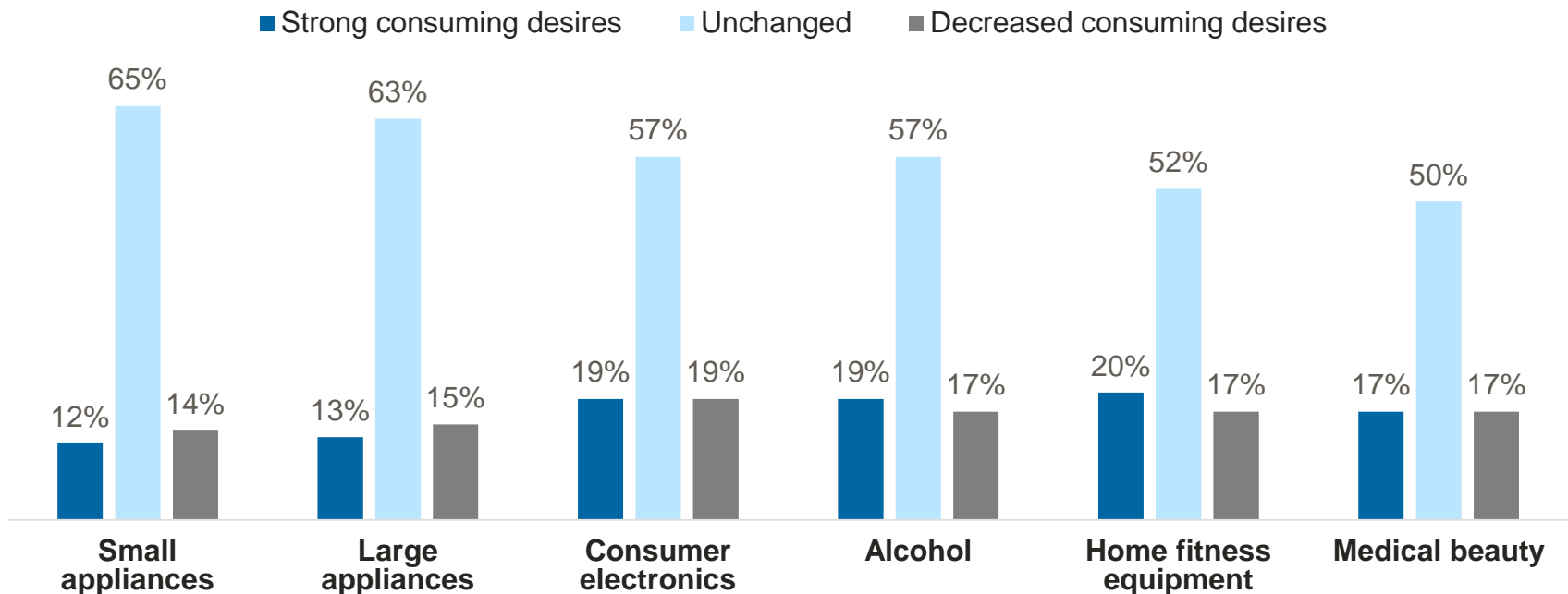


Potential category rebound post pandemic

Strong brands recover by not going dark; after the pandemic there is a huge potential for recovery

A recent study by Kantar in China looked at consumer behaviour across various categories that is expected after the pandemic. It grouped categories into 2 clusters: 1) categories with consumer demand less affected after the pandemic and 2) categories where consumer demand may increase (see next page for the latter).

Categories with consumer demand less affected



Potential category rebound post pandemic (cont.)

Strong brands recover by not going dark; after the pandemic there is a huge potential for recovery

A recent study by Kantar in China looked at consumer behaviour across various categories that is expected after the pandemic. Below outlines the top 10 categories where consumer demand may increase.

Categories with consumer demand may increase

■ Strong consuming desires ■ Unchanged ■ Decreased consuming desires

