

CONSUMER NEEDS 2021, BORN OUT OF 2020

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Embarking on a hopeful ride this 2021, we don't need research to tell us of what a tumultuous year we're yearning to leave behind. However, 2021 will be expected to carry a lot of weight. Weight of people's expectations, hopes and needs which are born out of 2020.

For 2021, GIPSI is staying away from the vocab of forecasts or predictions. Instead, GIPSI decided to share the CONSUMER NEEDS which are born out of 2020, to help marketers serve them better.

GIPSI, the HI+AI insights division of Tonic Worldwide, decided to use its 'Deep Listening' methodology to share insights around consumer needs.

THE REPORT REFERS TO THE 2020 DATA WITH THE FOCUS ON IDENTIFYING THE NEEDS OF 2021.



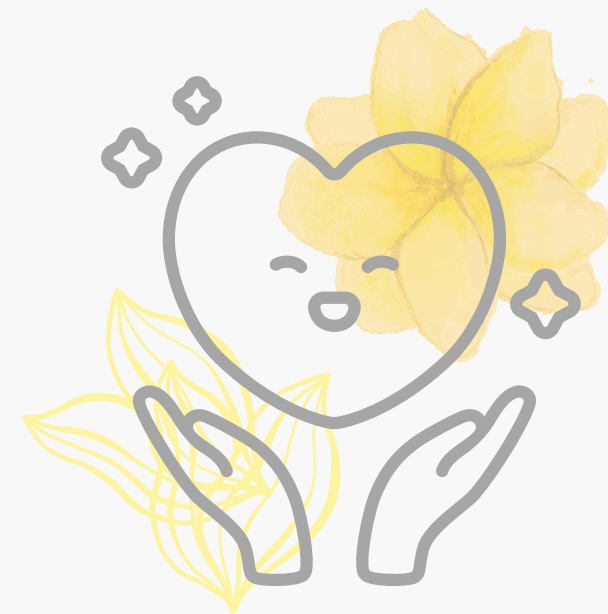
KEY NEEDS OF 2021



**NEED TO HEAL
FROM 2020**



**NEED TO FIND
BALANCE POST 2020
IMBALANCE**



**NEED FOR GOOD NEWS
POST 2020, WHICH WAS
THE YEAR OF BAD NEWS**



**NEED FOR
REASSURANCE
POST 2020**



01.

NEED TO HEAL FROM 2020



01.

The first need of the year ahead, is **HEALING** – Self-care, recovery and recoupment from the aftermath of 2020 in every aspect of life. They are hoping to heal and rejuvenate from side effects of the pandemic

NEED TO HEAL FROM 2020

MENTAL HEALING

Realization of its importance has peaked. 2020 triggered it in more ways than one – celebrity suicide, domestic violence, job losses are some of them

RELATIONSHIP HEALING

Situationship crisis – to be or not to be?

FINANCIAL HEALING

Open to Work and seeking economic support. Budget announcement will be watched closely

SOCIAL HEALING

Making furry friends and e-get togethers kept the warmth going



INSIGHT

**NEED TO HEAL FROM
2020**

**Need to heal beyond
physical health-
mental, financial,
social and more**



MENTAL HEALTH, #SITUATIONSHIP AND MAKING FURRY FRIENDS

- **41.7K conversations** around Healing with **125K+ engagement** in Dec'20
- **1021% surge** in "Mental Health Quotes" searches
- "Why is mental health important" **increased by 1614%**
- **40K conversations** around "Mental Health", peaking due to celebrity suicides, domestic violence, and brand talk
- Career concerns: **Nearly 3.6 Mn LinkedIn updates** for #Opentowork, #Opentojobs, #Openforbusiness
- **2x increase** in guided meditation and **147% surge in YouTube trends** of "Yoga for beginners"
- Puppy therapy : **302% search increase** in "How to train a puppy".
- SITUATIONSHIP, a 2020 phenomenon , nearly **1K conversations and over 174K posts** on #situationship
- Welcome **Gen-C**, who will witness the real world beyond digital, for the first time in 2021





IMPLICATION

NEED TO HEAL FROM
2020

**Brands can
be the vaccine for the side
effects of 2020 damage.
Brands, what are you
healing in 2021?**

HAVE YOU CONSIDERED PLAYING A CUPID IN TURNING SITUATIONSHIP INTO
A RELATIONSHIP?



02.

**NEED TO FIND
BALANCE POST 2020
IMBALANCE**



02.

The consumer has already begun to take charge, to tip the scales in their favour. The sentiment to rectify the imbalances and bring things under control, is looking up.

NEED TO FIND BALANCE POST 2020 IMBALANCE

WORK-LIFE BALANCE

Work 'from' Home vs Work 'for'
Home debate is looking at
'Workation' for a middle ground

FINANCIAL BALANCE

Investment watch, hunt for
Professional growth.
#backtobusiness sentiment

RELATIONSHIP BALANCE

Long-distance with #workbuddies
among other LDRs

LIFESTYLE BALANCE

Time to finally take a break post
2020. - Exploring beyond
'staycation'



INSIGHT

**NEED TO FIND
BALANCE POST 2020
IMBALANCE**

**Consumer sentiment to
take charge
and take risk to bring
back the lost balance is
promising**



DISCOVERING NEW OUTLETS AND REINVENTING BUSINESS AS USUAL



- **326% increase in searches** for "how to make resume for freshers"
- **283% increase in searches** for "how to make a resume for internship"
- **187.5K conversations** on Job opportunities in Dec'20 with a positive sentiment prevailing

- Balancing work and leisure: **5k + posts on #workation** among Indian audience
- Common sentiment of finding a "middle ground" between **Work from Home** and **Work for Home**, on LinkedIn

- Every relationship, beyond just romantic, including relationship with **#workbuddies** is now long distance and calls for a catch-up.

- **2x increase in trends** towards "stocks to watch today"
- **4x increase in trends** towards "is it a good time to invest"
- Rise in **#Backtobusiness** being flaunted with confidence

- Back to resorts : Nearly **90% increase in searches** for both, "camping resorts near me" and "resorts near me with spa" vis-a-vis last year
- Over a **500% surge in interest trends** for "zoom wedding" with a steadily rising trend due to the wedding season. Home delivered wedding meals are on the rise, this seems to have cracked the code for not compromising on blessings from the guests.

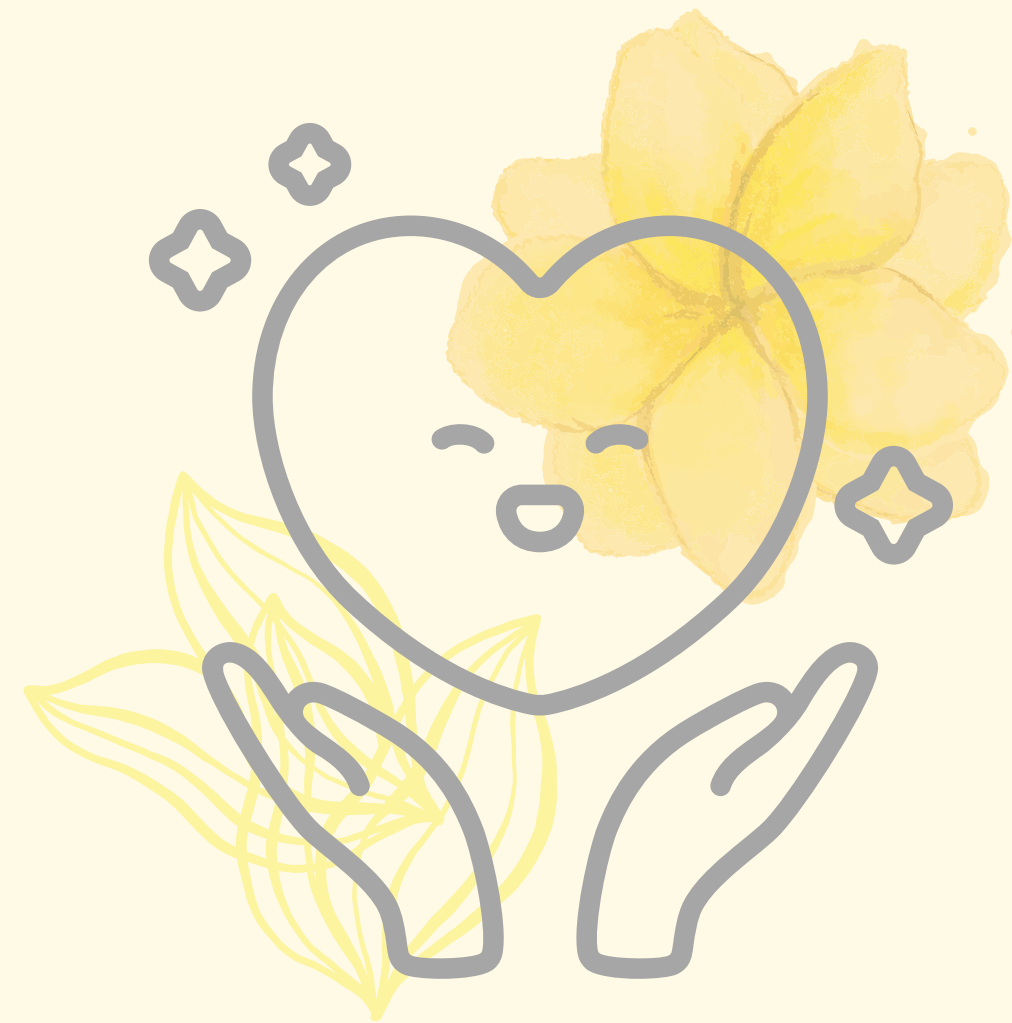


IMPLICATION

**NEED TO FIND
BALANCE POST 2020
IMBALANCE**

**Brands can help bring
back the lost balance
and help consumers feel
more in control.**

**HAVE YOU CONSIDERED HELPING WORKBUDDIES OR ANY BRAND
CONVERSATIONS AROUND WORKATION?
AND HOW ABOUT ENGAGING WITH WEDDING PREPS WHICH COME IN A NEW
ONLINE-OFFLINE AVATAR.**



03.

**NEED FOR GOOD
NEWS POST 2020,
WHICH WAS THE
YEAR OF BAD NEWS**



03.

The sentiment of “Go Away 2020” seeks to end the hostile saga of bad news throughout the year and hopes for good news to make 2021 a better year than the last one.

NEED FOR GOOD NEWS POST 2020, WHICH WAS THE YEAR OF BAD NEWS.

HEALTH AND ENVIRONMENT GOOD NEWS

Vaccine Optimism - #gettheshot,
Sudden increase in home deliveries due to online shopping raised new concern about 'Sustainable packing' in 2020

CAREER GOOD NEWS

Job market begins to smile

EVENTFUL NEWS

More joyous celebrations are awaited in the upcoming year

LEISURE GOOD NEWS

Holiday planning and vacay mood galore



INSIGHT

NEED FOR GOOD NEWS POST 2020, WHICH WAS THE YEAR OF BAD NEWS.

The deprivation of 'good news' in 2020, makes Good news in 2021, an essential



EAGER FOR EVENTS, GETAWAYS AND SEIZING OPPORTUNITIES



- Growing positive sentiment over Vaccine arrival in 2021; **19.4K + conversations and 153.7K engagement**
- Resolution towards attending Events in 2021 **surges 2x in trends**, and interest in Festivals 2021 rises to **82% + search volumes**.
- India craves for a good time : **2x search increase** around Shubh Muhurat 2021 and **83% increase** for Vivah Muhurat 2021
- Good news for job seekers: rising positive sentiment with over **24K conversations and 72K engagement** around job opportunities.
- India in vacay mood : High intent on leisure and getaways with **11.4K conversations and 67.5K engagement** on Travel 2021. Further, **49% Positive sentiment** on the topic of Vacations on a budget.
- Sustainability takes centre stage: A cumulative **186% search increase** on Sustainable packaging and eco-friendly materials. 2021 will need some serious steps with respect to sustainable packaging.



IMPLICATION

**NEED FOR GOOD NEWS
POST 2020, WHICH
WAS THE YEAR OF BAD
NEWS.**

**Brands can advance the
good news and work hard
to indulge the consumers
in positive sentiment with
Good news**

**HAVE YOU CONSIDERED A GOOD NEWS BULLETIN, A
GOOD NEWS LAUNCH OR AN INNOVATION WHICH CAN
BE A GOOD NEWS?**



04.

**NEED FOR
REASSURANCE
POST 2020**



04.

After leaping and flitting through 2020 consumers are pandemic hungover and seeking confidence over their choices of anything to do with 'stepping out'

NEED FOR REASSURANCE POST 2020

SCHOOL REASSURANCE

Concerned parents on the back to school prospects.

RETAIL REASSURANCE

How safe is mall-hopping, cafe exploring, salons, movie theatre now?

HOSPITALITY REASSURANCE

Spotlight on reviews and recommendations

QUALITY REASSURANCE

Triple check on safety and authenticity.



INSIGHT

NEED FOR REASSURANCE POST 2020

**The stepping out is going
to need reinsurance in
each step of their decision
journey**



RISING NEED FOR SAFETY REASSURANCE AND GENUINE CUSTOMER REVIEWS



- Buzzing queries about reopening of schools and safety dilemma, with over **15.2K+ engagement** and a **neutral sentiment of nearly 78%** , needing reassurance.
- Earnestness towards revisiting retail surges, with **70% uptrend in search trends** of Shopping malls and cafes.
- **88%+ trust** Online Reviews at par with Personal Feedback with just one constructive review **driving 70%+ consumers to take an action.**
- Multiplexes adopt safety innovation, catering personalized experiences with an **encouraging 71%+ positive sentiment.**
- India demands for purity, **35.7K+ conversation engagement** over Purity Test and **700% + search trends** on Rice Purity Test, followed by **2x increase in search trends** for Water Purity Tester.
- Concern for safe travels prevail, with a **72% neutral sentiment and 45.5K+ engagement** around the subject.



IMPLICATION

**NEED FOR
REASSURANCE
POST 2020**

**Brands will need to re-
build trust to regain the
confidence to be
re-considered.**

**LEVERAGE THE POWER OF WORD-OF-MOUTH AND,
REVIEWS AND P2P FEEDBACK TO ENCOURAGE
CONSUMER CONSIDERATION**

Thank you

To learn more, please visit
www.tonicworldwide.com/deep-listening

