



# COVID-19 Survey: 2020, A Year in Review

January 2021

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## INTRODUCTION

Scope  
COVID-19 survey snapshot 2020

## GLOBAL IMPACT

Partial recovery from global recession expected in 2021  
Increasingly polarised consumer markets  
Most and least impacted industries  
From extensive to moderate business impact  
Retail sales showing signs of recovery

## ADAPTING TO THE NEW REALITY

“New normal” emerges as consumer behaviour shifts amid the crisis  
Despite growing fears of disrupting normal business...  
... companies are learning to live with COVID-19  
Optimism is key to navigate the months ahead  
Unilever’s successful response to the new normal  
H&M adapting to the new normal for shopping

## REMOTE WORKING

Companies embracing remote working  
Flexible working: From Luxury to essential  
Productivity impacted less than expected by remote working  
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North America less keen on a work-from-home economy  
Weighing up the pros and cons  
The future role of the office  
ABN Amro rethinking its office space for its people and the planet

## DIGITAL INNOVATION

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Digital investment is now essential for most businesses  
Apple launches digital fitness subscription service  
Tata Group to introduce e-commerce super app  
ShopLive recreates in-store customer service at home  
ABB Group collaborates with IBM to digitalise supply chain procurement

## SUSTAINABILITY FORGES AHEAD

Pandemic redefining the status quo on sustainability  
Social purpose is here to stay  
P&G supporting social purpose in the sports industry  
COVID-19 set to shape the world’s response to the climate emergency  
COVID-19 offers a sustainability reset in aviation  
Bio-based materials fit in the circular economy  
Circular business models gaining momentum in the recovery phase

## LONG-TERM SHIFTS IN CONSUMER BEHAVIOUR

Online shopping habits become more permanent, stores invest in safety  
Zalando collaborates with wholesale and store-based brands  
Lasting impact on social lives as staying in becomes the new going out  
UCook teams up with chefs to bring the restaurant experience home  
Spending priorities focus on consumers’ homes and health  
Haier COVID-19-driven innovation taps into air quality at home

Public transport loses out to non-enclosed, safer and eco-friendly options

Metro Africa Express bike hailing turns electric

Staycations here to stay for a while

Hotel At Six pivots to focus on staycations

## FUTURE OUTLOOK

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The focus is on people and the economy

15 ways to futureproof the business

## CONCLUSION

COVID-19: Reshaping the world beyond 2020

Messages from 2020

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry series

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