



How will COVID-19 change the consumer?

Data-driven insights into consumer behavior: High-tech findings

SECOND ROUND OF RESULTS

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OUTMANEUVER UNCERTAINTY

As the health and humanitarian impacts of the COVID-19 pandemic evolve, so do the business and economic challenges. Organizations looking to balance their immediate needs with longer-term opportunities will see the trade-offs play out across three waves of impact: **the Now, the Next, and the Never Normal.**

The Now includes an emphasis on supporting people, customers, and suppliers. The Next will feature refocusing the business to withstand new threats and seize new opportunities. And the Never Normal will require navigating rapid shifts in cultural norms, values, and behaviors.

This is the moment to reinvent business models and reintegrate the value organizations provide into a new societal landscape. The time to shape a bold business transformation mindset powered by new approaches to technology and responsible leadership is underway.



Buying preferences are changing.. perhaps permanently



Digital commerce

150%

Expected increase in ecommerce purchases from new or low frequency users.

With many stores closed, demand for e-commerce has surged, accelerating adoption from previously uninitiated users.

Consumer Tech brands need to improve their e-commerce and online experience



Health +

79%

of consumers think the pandemic will increase the focus on health.

Health and well-being continues to grow in importance to consumers—now with the additional hygiene angle.

Consumer Tech brands should make it a priority to create new products and experiences that support healthy lifestyles for consumers, shoppers, and employees.



The home office

35%

of employees plan to increase the work from home frequency

Employees have embraced working from home, and many expect to adjust their future working patterns accordingly.

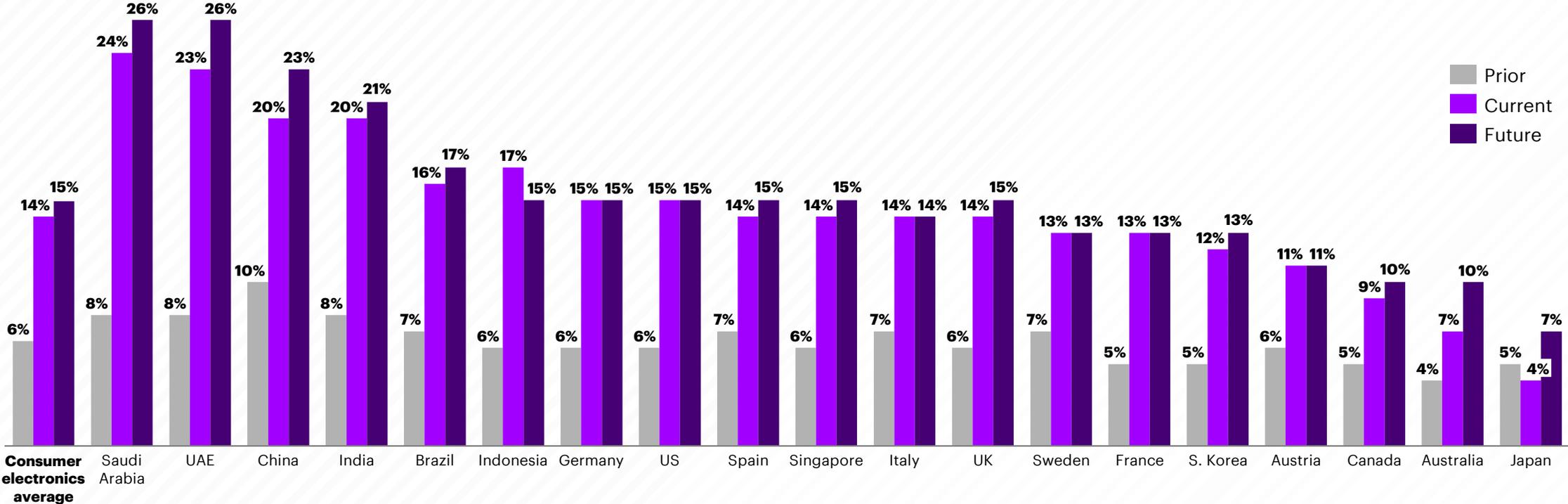
Technology companies have an opportunity to drive new and enhanced work from home solutions

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

More consumers turn to e-commerce for consumer electronics purchases

Proportion of consumer electronics purchases made online by infrequent e-commerce users

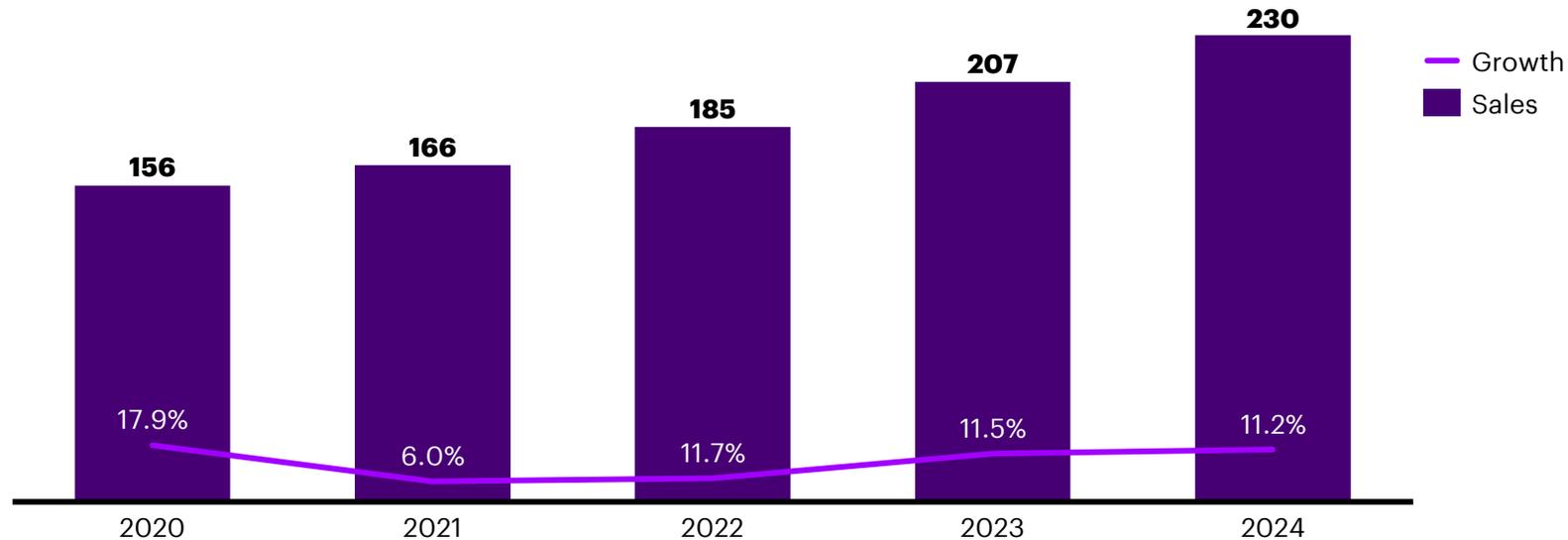
Frequency of online purchases for consumers who used online channels for less than 25% of purchases before the outbreak.



Source: Accenture COVID-19 Consumer Research, conducted 20th-25th May, except Singapore (from research conducted 17th-27th April).

Industry analysts expect the growth in US computer and consumer electronics retail e-commerce sales to reach 18% in 2020

US Computer & Consumer Electronics Retail Ecommerce Sales, 2020-2024, \$bn



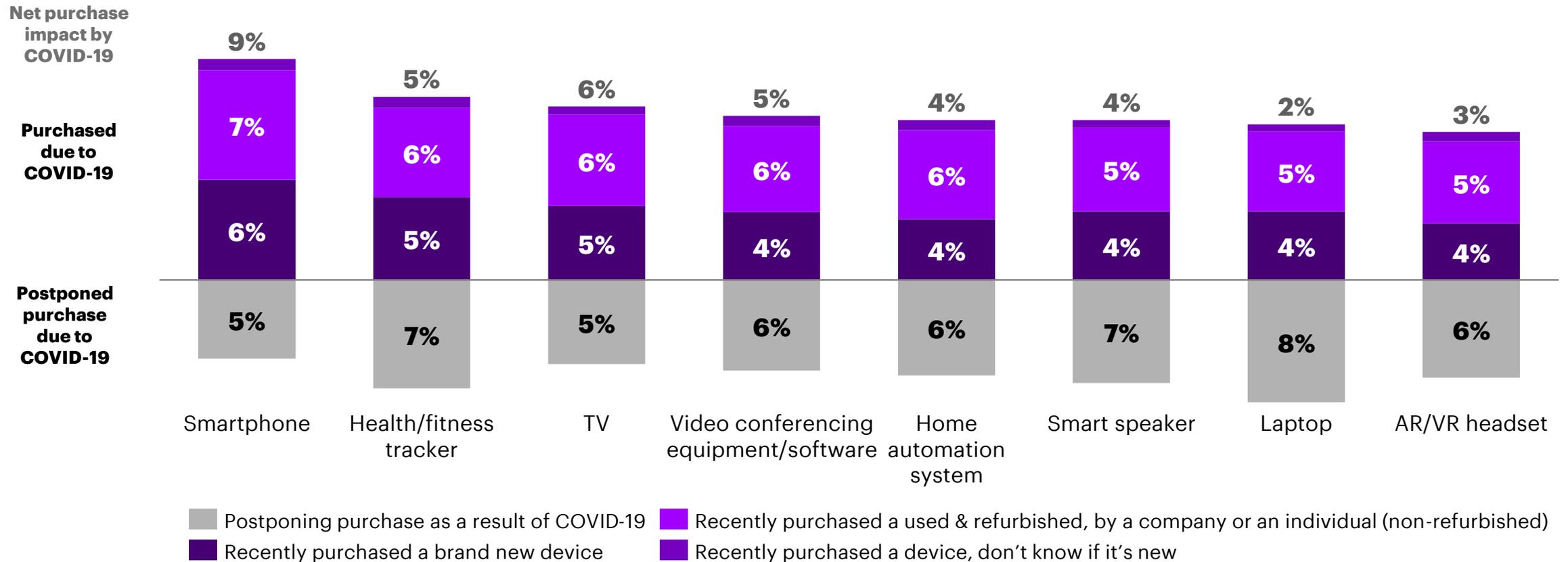
“Best Buy online sales now 42% of US revenue, up 155.4% in Q1

Best Buy has been shifting its approach throughout the first quarter due to COVID-19 as it considers more tweaks following curbside pickup and appointment-only at stores.”

Source: [Zdnet.com](https://www.zdnet.com)

Not only have more consumers turned to e-commerce during the pandemic, the purchase of used and refurbished devices have succeeded purchases of brand new devices

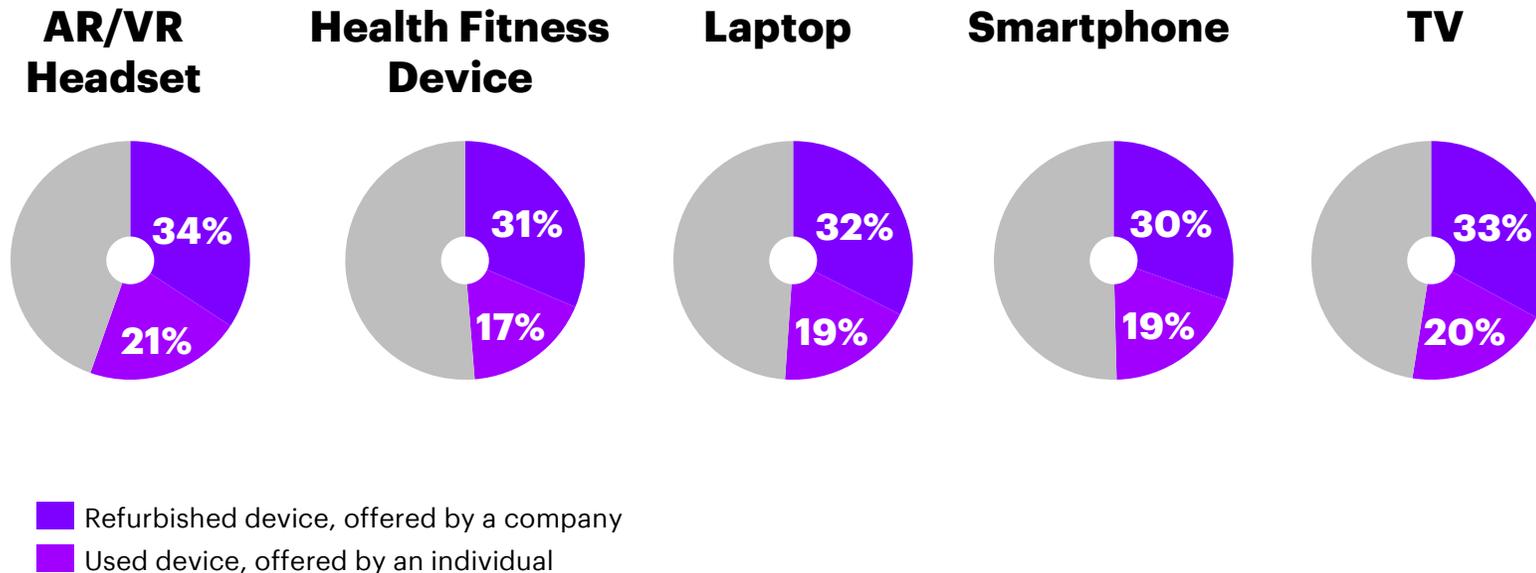
Influence of COVID-19 on purchase decisions and type of device purchased



Source: Accenture COVID-19 Consumer Research, conducted 16th-22th June.

Purchasing used devices has become a widespread habit

Share of COVID-19-driven purchases that are of used and refurbished devices



Source: Accenture COVID-19 Consumer Research, conducted 16th-22th June.

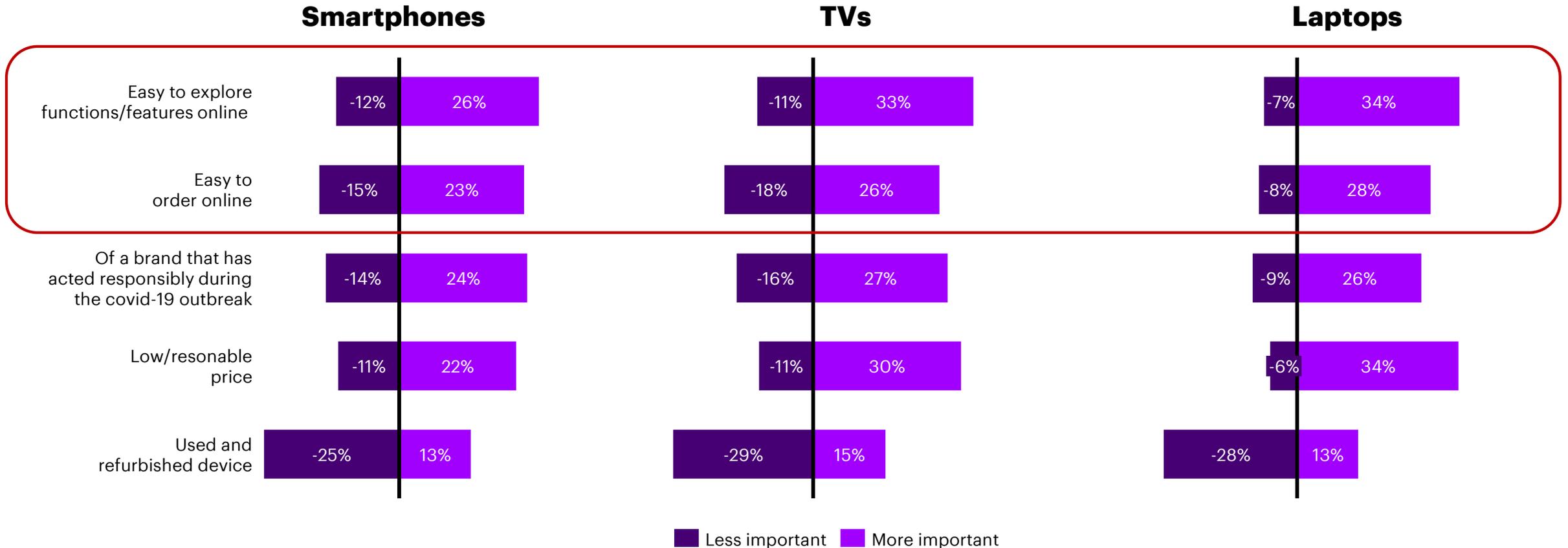
“Back Market, a website for buying refurbished electronic devices and appliances, and one of France’s big startup success stories, report a doubling in sales on its platform since the beginning of COVID-19 measures.

Today (May 5), the startup announces a \$120m raised from investors, including Goldman Sachs, Aglae Ventures, and Eurazeo Growth. Negotiations started well before the coronavirus pandemic, but the crisis is reinforcement for underlying trends that Back Market has been betting on, says Hug de Larauze, chief executive of Back Market” – *sifted.eu* (a media site for innovators and entrepreneurs in Europe).

“(Indian) Omni-channel goods’ resellers such as OLX, Quikr, Cashify and Yaantra are witnessing a flow in demand towards the organized refurbished and pre-owned smartphone market in just over a week of easing of lockdown restrictions” - *The Economic Times*.

The ability to explore and purchase devices online has become more important for those planning to purchase smartphones, TVs and laptops

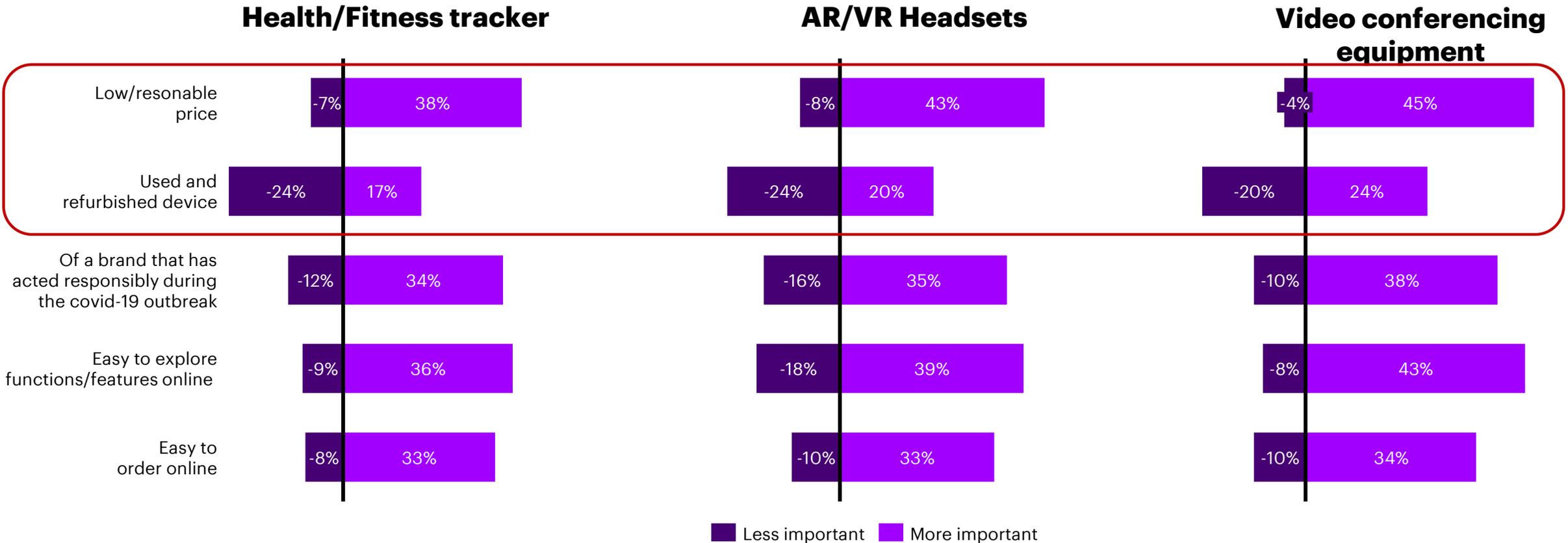
Importance of factors when making purchase decision, now compared before the covid-19 outbreak. Consumers planning to make a device purchase in the next 3 months



Source: Accenture COVID-19 Consumer Research, conducted 16th-22th June.

For other devices, price has grown most in importance which opens up for refurbished devices. Brand perception has also grown strongly

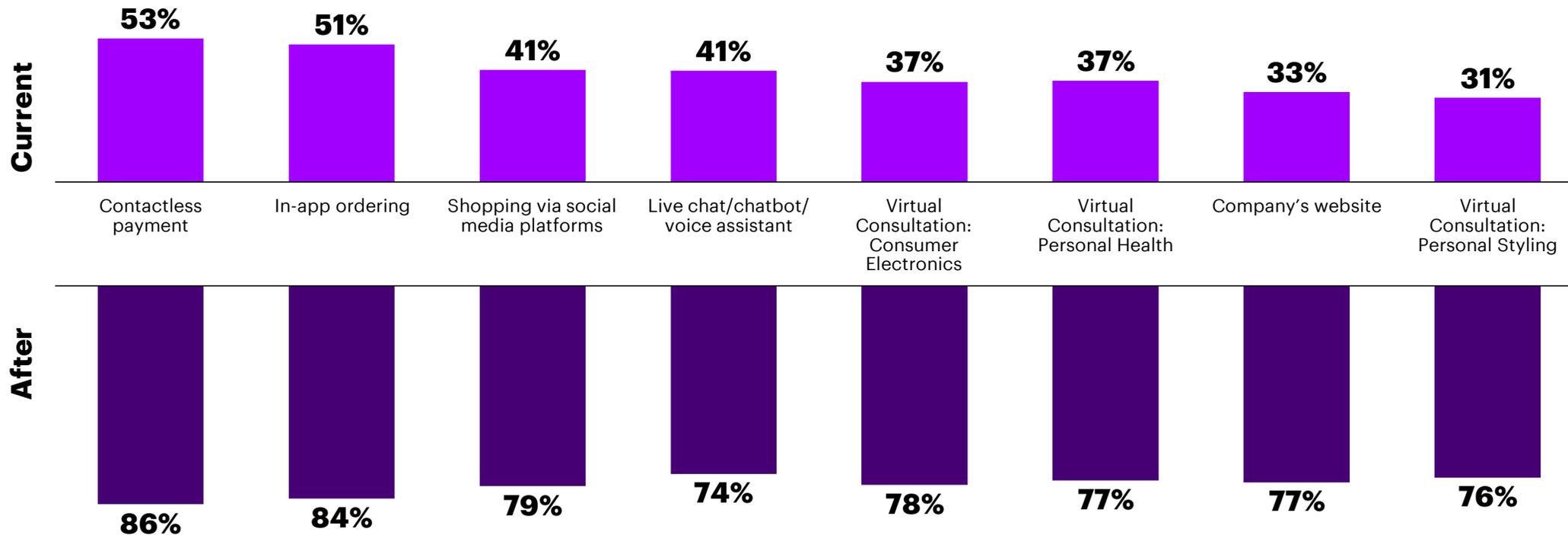
Importance of factors when making purchase decision, now compared to before the covid-19 outbreak. Consumers planning to make a device purchase in the next 3 months



Source: Accenture COVID-19 Consumer Research, conducted 16th-22th June.

Tech devices get even more central to the consumer in a broader omnichannel development

Proportion of consumers who have increased usage of digitally-enabled services during the COVID-19 outbreak
Consumers who have increased or significantly increased usage of those that use the service.



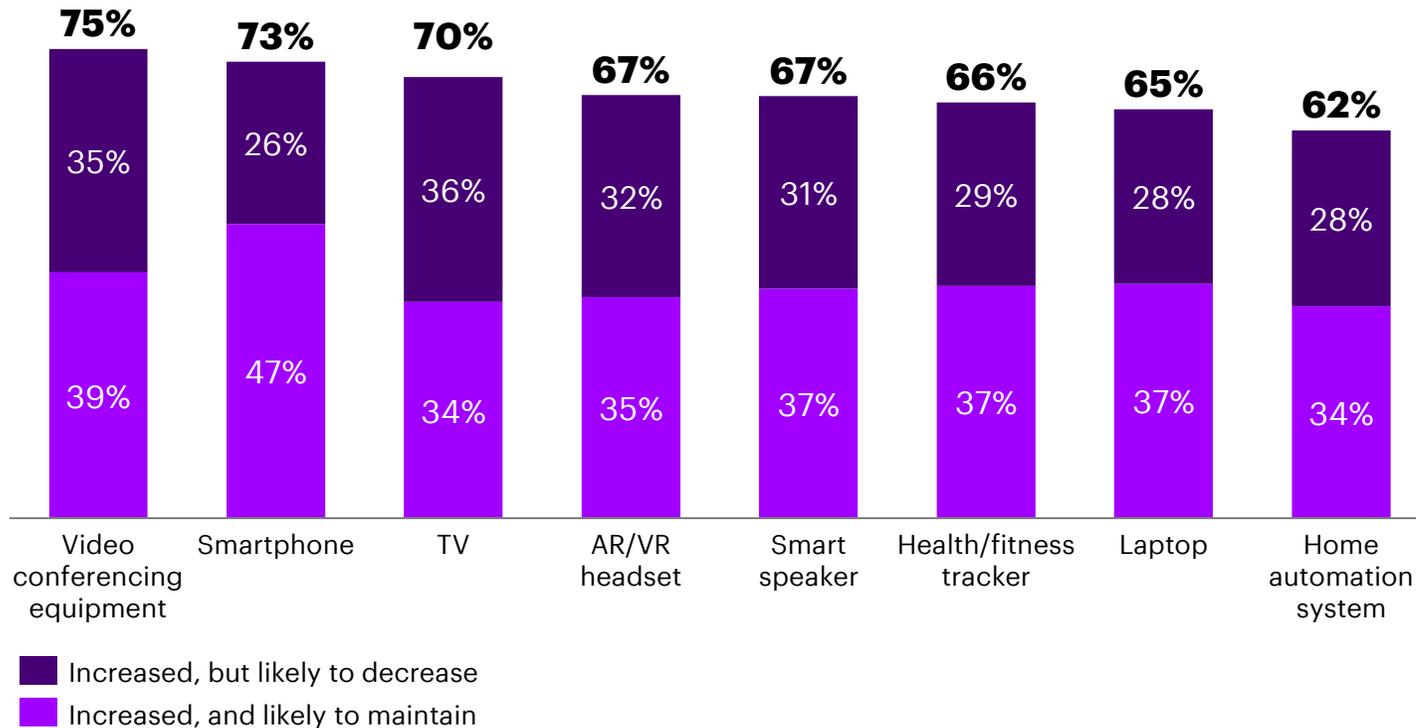
Proportion of consumers who expect to sustain increased level of usage

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. Excludes those who do not use services.

COVID-19 brings increased use of consumer tech devices for a wide variety of activities

Proportion of consumers who increased device usage as a result of COVID-19

% increased, and likely to maintain increased use once the outbreak is over vs. % increased, but expected to decrease.



Source: Accenture COVID-19 Consumer Research, conducted 20th-25th May,

More entertainment

% of consumers spending more time...

41%

Watching TV

44%

Watching streaming video content

33%

Gaming

Setting new habits

% of consumers spending more time...

67%

Connecting with friends and family virtually

47%

Online learning/education

46%

Using technology to access healthcare

New workplace

% of consumers working from home before and after the COVID-19 outbreak.

39% ▶ 46%

Less than weekly

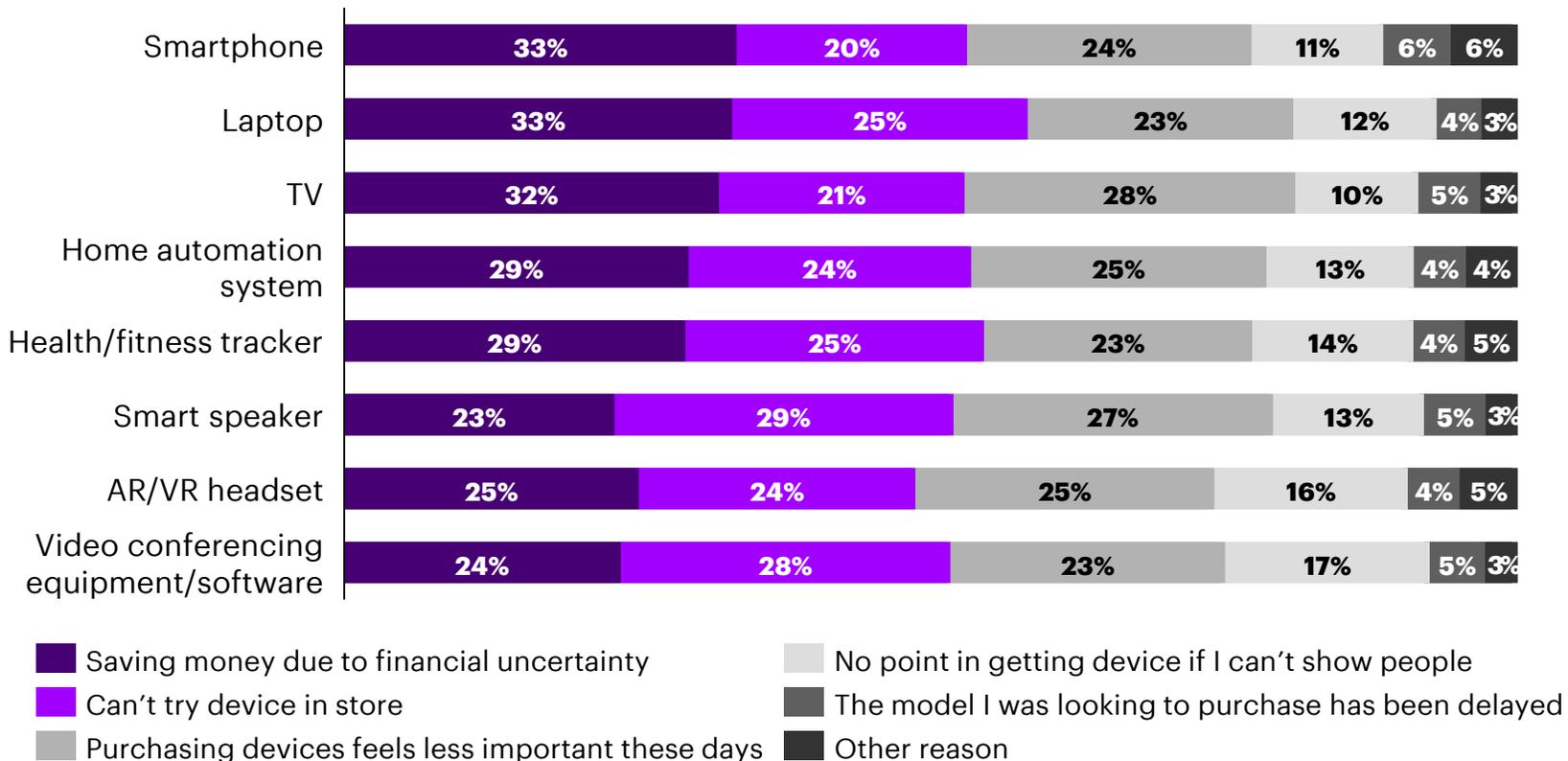
23% ▶ 29%

Once per week or more

Over a fifth of postponed purchases are because consumers can't try them in store

Main reason for postponing device purchase

% of consumers who postponed device purchase due to COVID-19.



Source: Accenture COVID-19 Consumer Research, conducted 20th-25th May.

This creates opportunities to reduce the risk to consumers of “unseen” purchases.

Best Buy offers free virtual consultations to consumers to help them decide which products best meet their needs and make sure they're set up in the right way.

Apple extended their returns policy in China, allowing consumers to return their products 14 days after stores reopened.

Source: [Verdict](#), [Cult of Mac](#).

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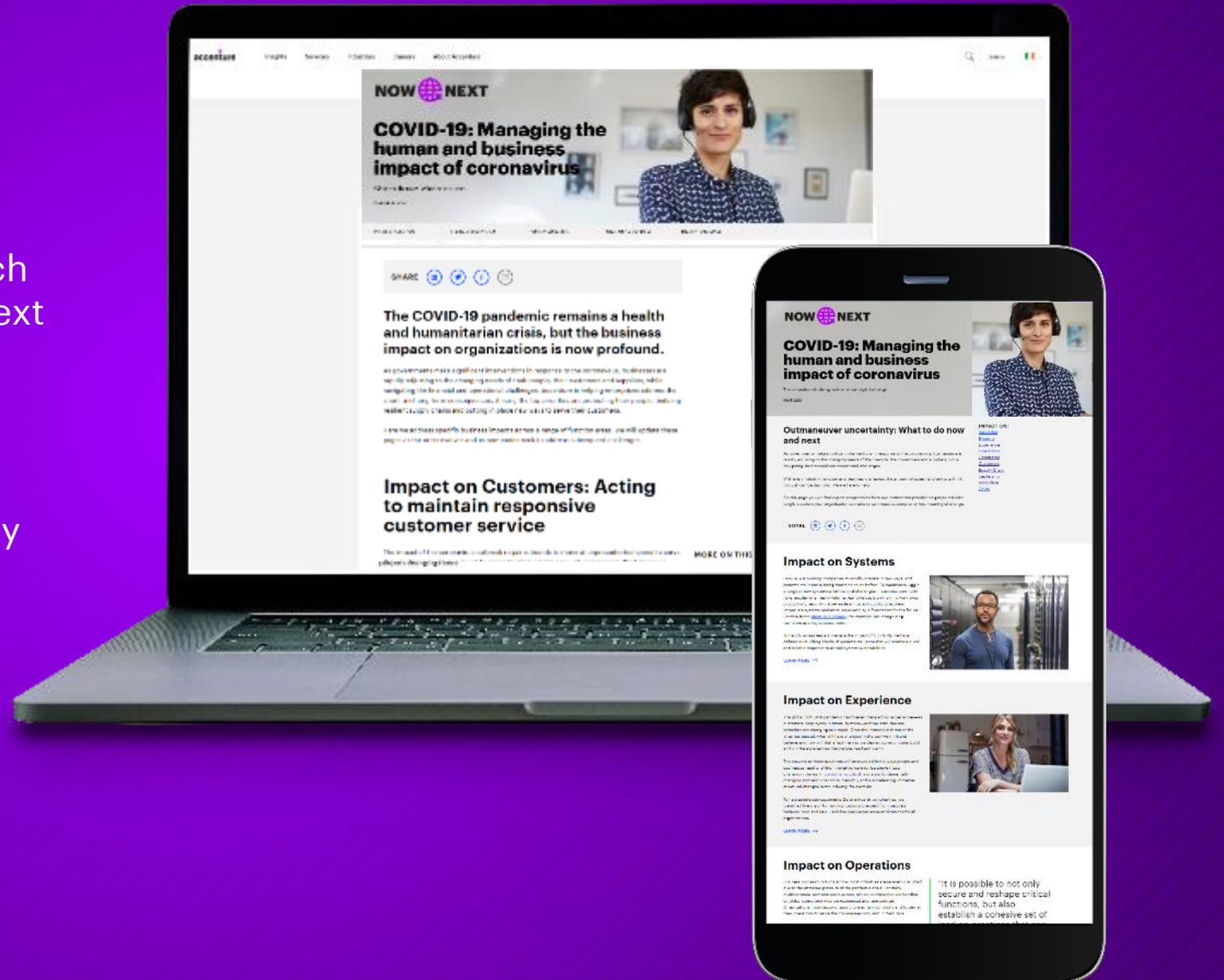
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To help our clients navigate both the human and business impact of COVID-19, we've created a hub of all of our latest thinking on a variety of topics.

Each topic highlights specific actions which can be taken now, and what to consider next as industries move towards a new normal.

From leadership essentials to ensuring productivity for your employees and customer service groups to building supply chain resilience and much more, our hub will be constantly updated. Check back regularly for more insights.

[VISIT OUR HUB HERE](#)



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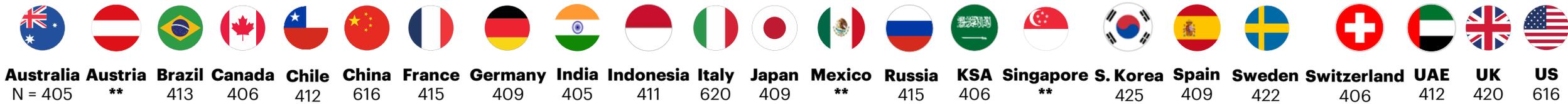
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Methodology

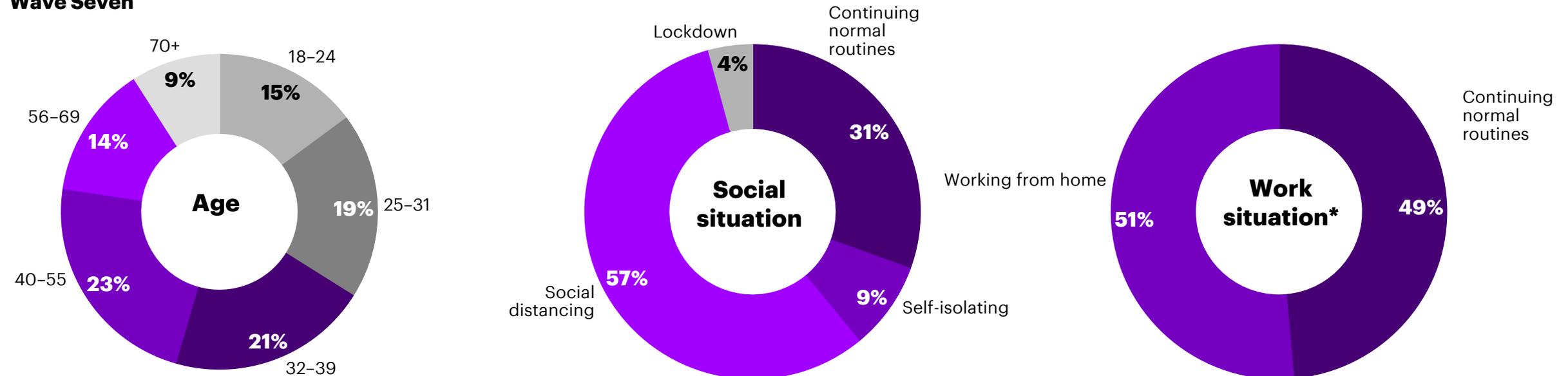
The COVID-19 Consumer Research

Accenture's COVID-19 Consumer Research is monitoring the changing attitudes, behaviors and habits of consumers worldwide as they adapt to a new reality during the COVID-19 outbreak, and which of these changes are likely to have a lasting impact once the crisis is over.

The seventh wave of this survey was conducted from June 16th-22nd and includes 8,852 consumers in 20 markets around the globe. The fifth wave of this survey was conducted from May 20th-25th and included 7,870 consumers in 18 markets around the globe.



Wave Seven



Source: Accenture COVID-19 Consumer Research, conducted 16th - 22nd June. **Excluded in Wave 7.

* Of those employed