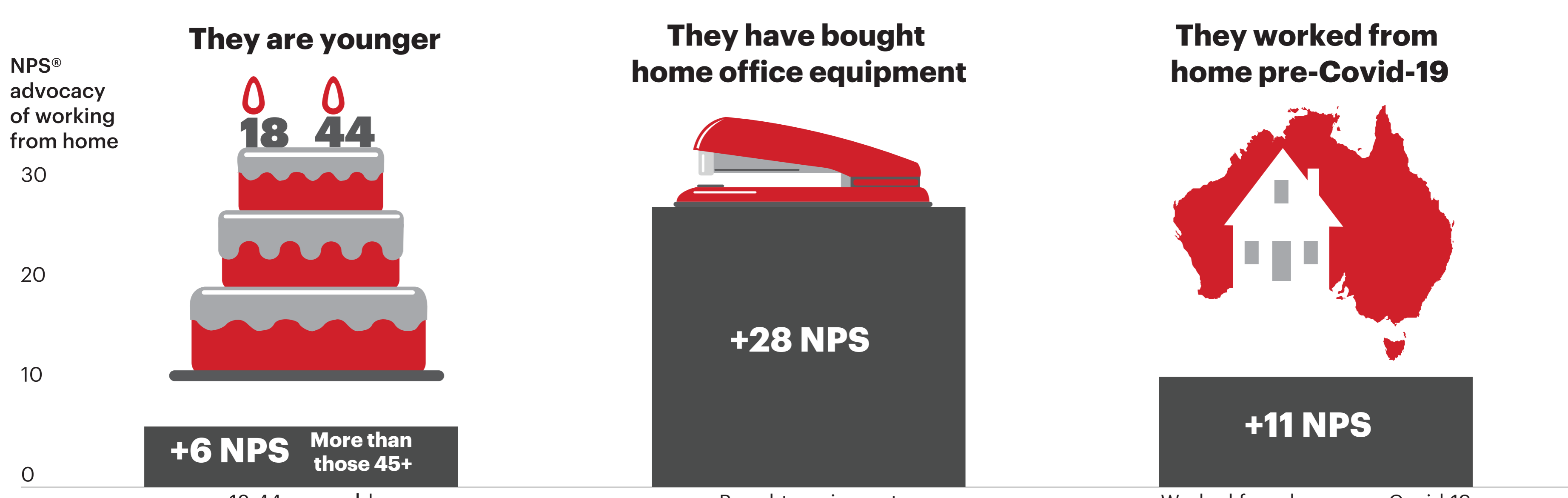


Australian Consumers during Covid-19: Lessons Learned

Short-term changes to ways of living amid the pandemic could give rise to longer-term consumer trends.

Australians are getting used to working from home

Net Promoter® scores for working from home have risen 10 points since the start of lockdown. Workers are most likely to enjoy it if:



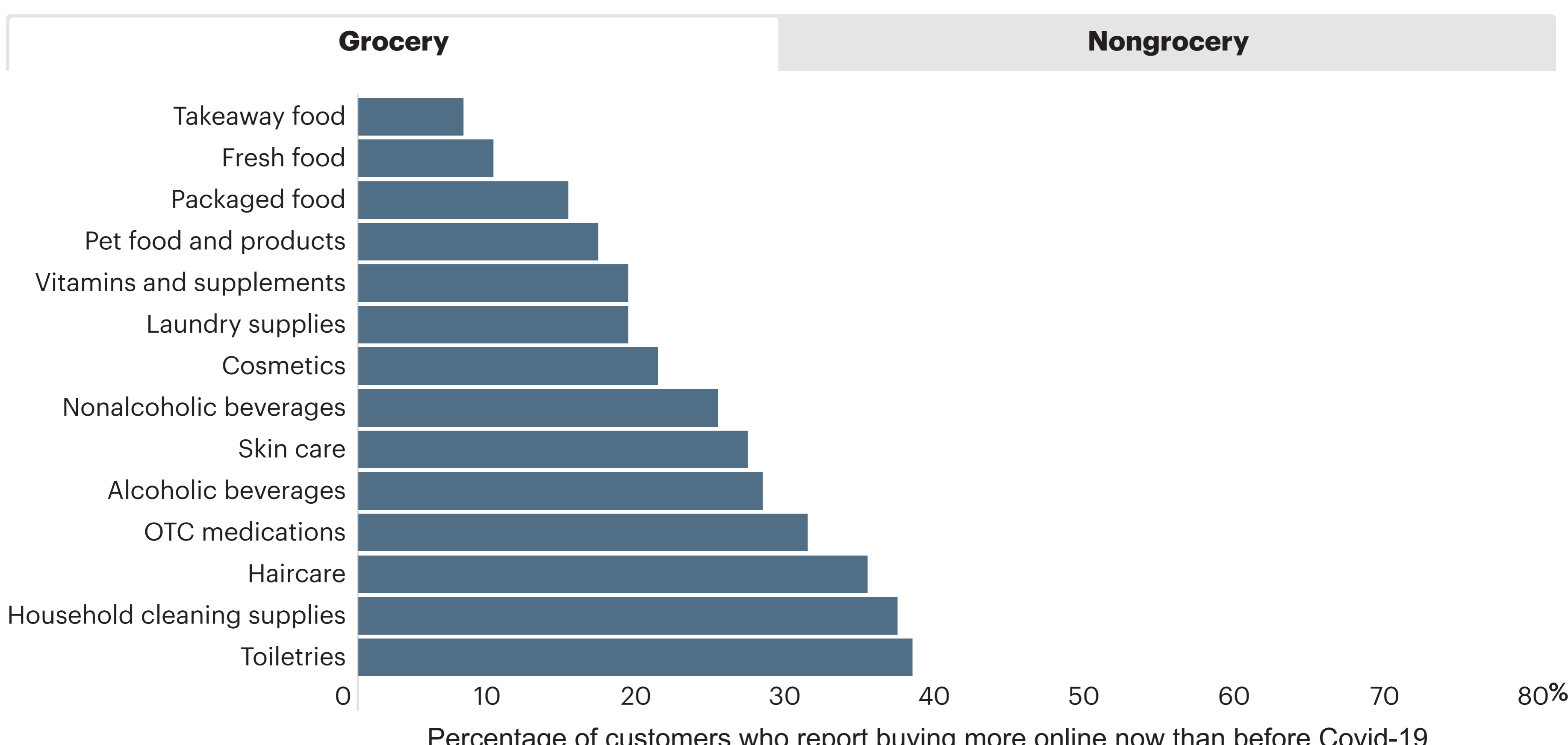
The joy of cooking

Australians have rediscovered enjoyment of cooking during the lockdown



Consumers are embracing online shopping

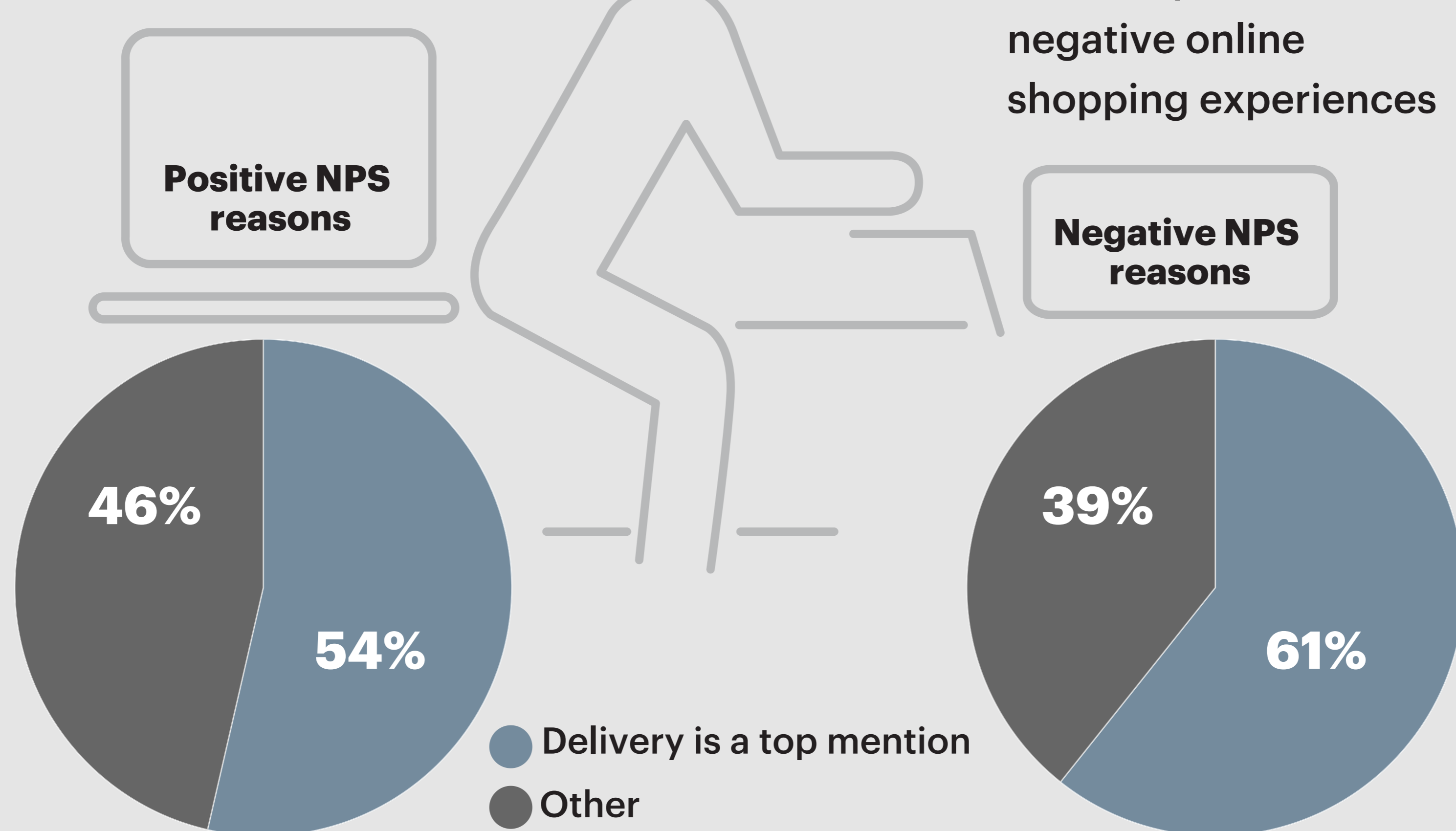
Grocery and household products have seen a boost since March ...



... and consumers expect to continue to shop more online in 40% of grocery and household categories after Covid-19

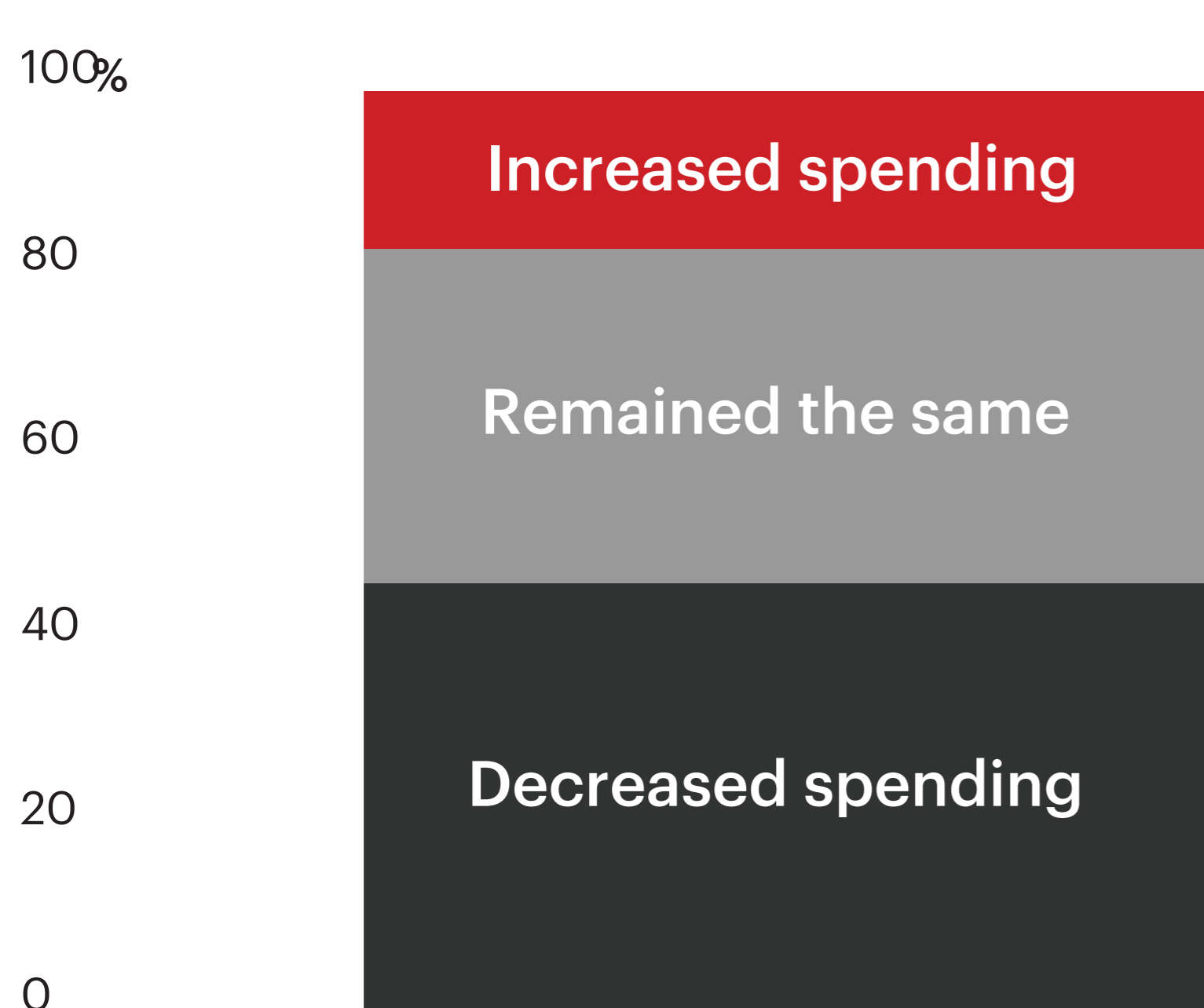
The key to customer happiness? Delivery

Customers cited delivery as a top reason for both positive and negative online shopping experiences

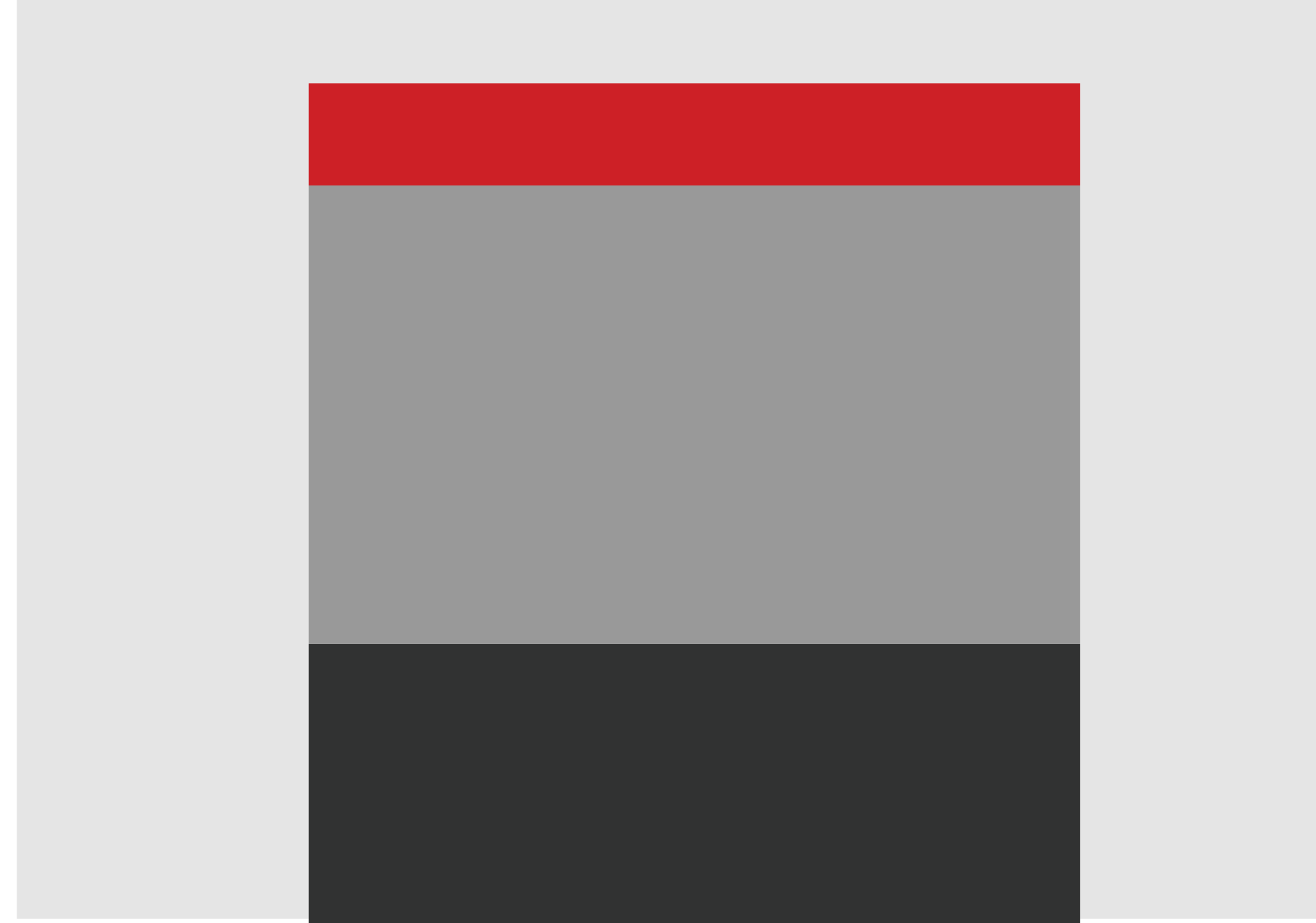


Despite rise in online shopping, household spending is down

Almost half of households spent less amid Covid-19 ...



... and more than a third expect to spend less after Covid-19



Source: Bain Australia Consumer Pulse Survey (March–April and May–June 2020)

What will distinguish winners after Covid-19?

