



AS GERMANY LOOKS TO FIND ITS WAY OUT OF THE CRISIS, CONSUMERS KEEP CALM AND ARE ADJUSTING TO THE NEW REALITY

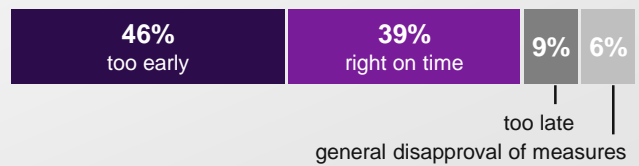
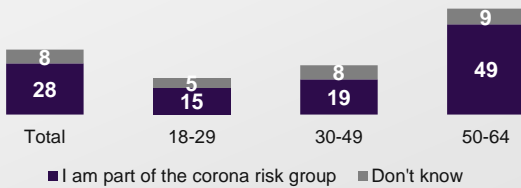
- People are remaining cautious and patient. Feelings of worry & being scared are replaced by doubt about the future.
- Although there is a sense that 'normality' is further away than previously thought, people are learning to live with it & are re-prioritizing their needs & outlooks.
- In this week's perspective, we analyze custom Mindshare Tracker data from May 8-12th to investigate how the consumer sentiment is changing & what brands can take away to better connect with their audiences.

FOR A DETAILED PRESENTATION PLEASE [CLICK HERE!](#)

#1 PEOPLE LEARN TO MANAGE THE CRISIS

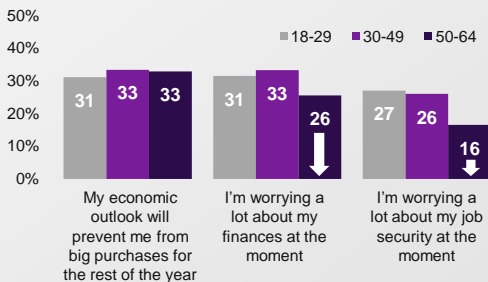
One in three Germans feels part of the at-risk group, with 50+ feeling the impact even more. The feeling of threat leads to cautious behavior in everyday life.

46% of Germans are even more cautious than the government about easing of the lockdown. Only a minority of 6% disapproves all measures taken. Attitudes of German population towards current easing of lockdown:

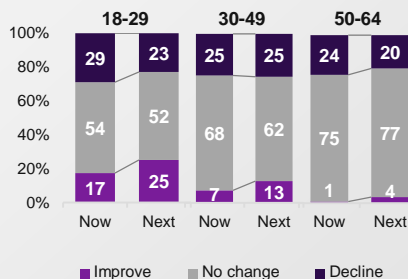


#2 THE CONFIDENT CONSUMER

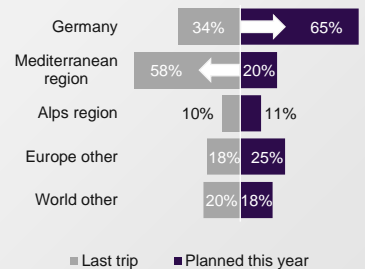
Older generations are less impacted by the crisis than younger ones, worrying less about their finances or job security



All age breaks believe that their financial situation will improve in the next three months compared to their current situation under Covid-19

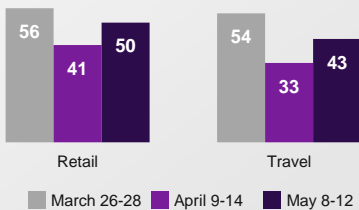


The next holiday will probably be in Germany. People switch the destination for their next planned trip and adapt it to the current lockdown situation.

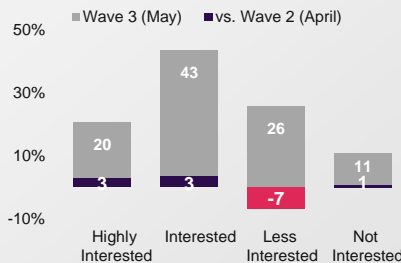


#3 CONSUMERS WANT BRAND ACTIONS

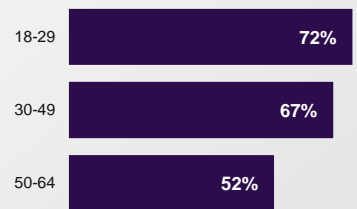
Different categories are expected to make their return after the crisis. For 'U category' businesses including retail- and travel brands, consumers increasingly think it is appropriate to show up again.



There is a rising consumer interest in new products. In May 63% of respondents show interest, with levels increasing since April.



Especially young consumers show a high interest in new products to buy during the current crisis.



KEY IMPLICATIONS FOR BRANDS MOVING FORWARD

CHECK CUSTOMER NEEDS

Consumers are hit by the crisis in different stages of life: Adapt your customer approach to the differing needs of your customers.



CONSUMERS NEVER LOST CONFIDENCE

Consumers are expecting brands to show up, so demonstrate the benefits of your products in the current situation.



EXPECTATIONS FROM BRANDS

Consumers turn back to normal, and expect brands to do the same: Advertise, launch products, promote offers, be informative & entertaining.

