Consumer Insights:

Five Brand Categories Expected to Grow Beyond 2021

Consumer lifestyles and values evolved during the pandemic, and market researchers expect new buying behavior and pent up demand to fuel growth in five brand categories beyond 2021:

Home Improvement: Extra time at home during the pandemic inspired a do-it-yourself movement
Banking & Fin-tech: Consumers want contactless payments and digital money management tools
Petcare: Americans of all ages are spending more time (and money) pampering pets to feel better
Travel: Pent up wanderlust is motivating travelers to book bucket list trips in advance
CPG: Safety, convenience and personalization are motivating consumers of all ages to buy online

DIY Warriors

4 out of 5 homeowners are planning 'do it yourself' home improvement and maintenance projects, and trust online sources and staff at home improvement stores for 'DIY how to' advice and product tips.

What's trending?

Lawn Maintenance
Landscaping
Painting
Decorating
Lighting

Sources: Home Improvement Research Institute, Joint Centers for Housing Studies of Harvard University, MarketWatch

Digital Bankers

3 out of 4 consumers count on their banks for tips and digital tools to manage their money, and demand is growing for mobile apps to transfer money to other people and make contactless purchases in stores.

What's Trending?

- Online Banking
- Mobile Banking
- Cyber Security
- Person to Person Payments
- Mobile Credit Cards
- Contactless Purchases

Sources: Business Insider Intelligence, Banking Industry Overview, State of Mobile Banking, Trending Digital Payment Methods, Statista

Pet Lovers

2 out of 3 American households have pets, and an increase in pet adoptions during the pandemic is expected to increase spending on pet care products and services by an average of 3-6% per year.

What's trending?

Small Pets:
- Fish
- Reptiles
- Rodents
- Birds

Online Purchases:
- Food & Treats
- Pet Supply Subscriptions

Over-the counter pet medicine and supplements

Vet Care and Prescriptions

Pet Services
- Boarding
- Day Care
- Waste Removal
- Insurance
- Training
- Walking
- Grooming

Sources: Statista, American Pet Products Association, Petfood Industry, SPINS Pet Trends

Luxury Travelers

63% of travelers are booking 'bucket list' trips years in advance

2 out of 3 luxury travelers are booking vacations to 'long haul' destinations years in advance, and want more flexible cancellation policies.

Bucket List Trips:
Europe & African Safaris

Whats hot?
Beaches & Mountains

Sources: Forbes, McKinsey, Strategic Vision Pulse Survey, Travel Pulse

Tech Savvy Shoppers

What's trending?

1. Pet Food & Supplies
2. Household Care Products
3. Health & Beauty Products
4. Grocery Items
5. Baby Care Products

CHECKOUT

9 out of 10 consumers say they will continue shopping online for CPG brands after the pandemic because it's convenient, and they like personalized products. The fastest growing segment is consumers over age 50 using computers to shop.

Sources: Interactive Advertising Bureau, Chain Store Age, Kantar, Statista

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