



EUROPEAN CONSUMER TRENDS 2020/2021

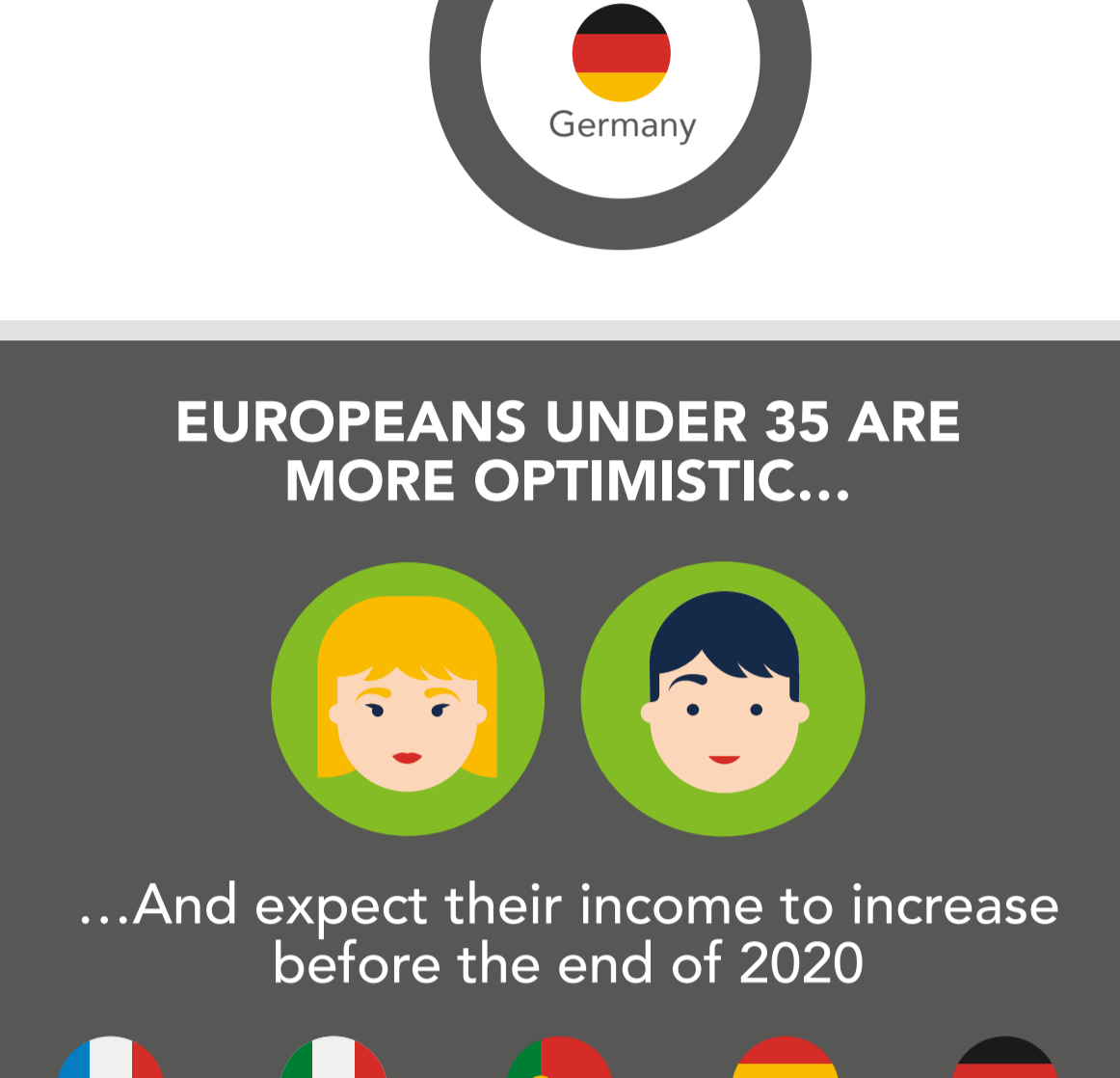
Cautious spending and new digital habits in 5 European countries.



The health and economic crisis resulting from COVID-19 is impacting Europeans' lives and contributing to an uncertain future. These unprecedented circumstances is forcing Europeans to adapt both economically and in terms of their daily consumption and communication practices. Lockdown has placed the digital experience at the forefront and has raised questions, especially for the banking and payment sectors.

1 THE IMPACT OF THE HEALTH CRISIS ON CONSUMPTION

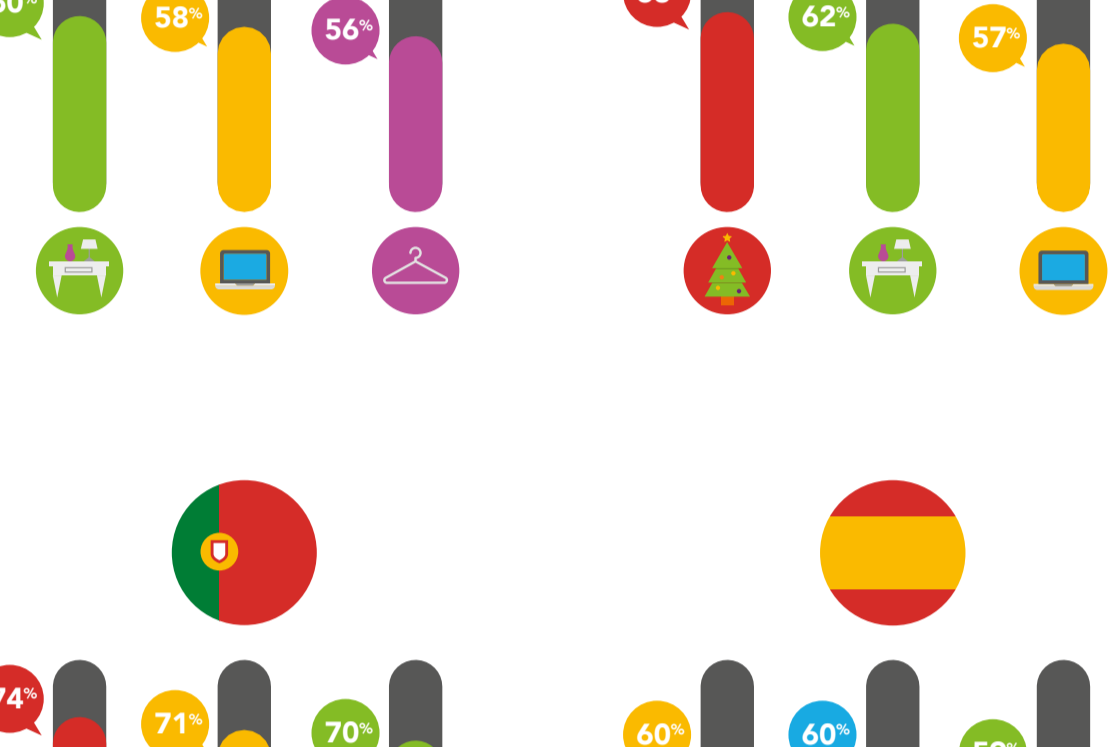
ON AVERAGE, 1/4 OF EUROPEAN CONSUMERS expect a decrease in income.



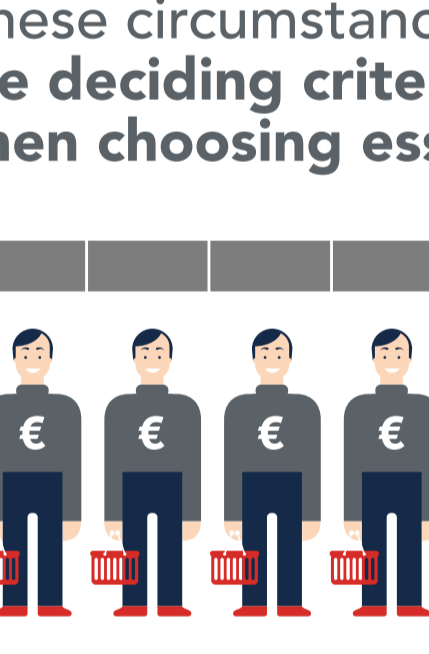
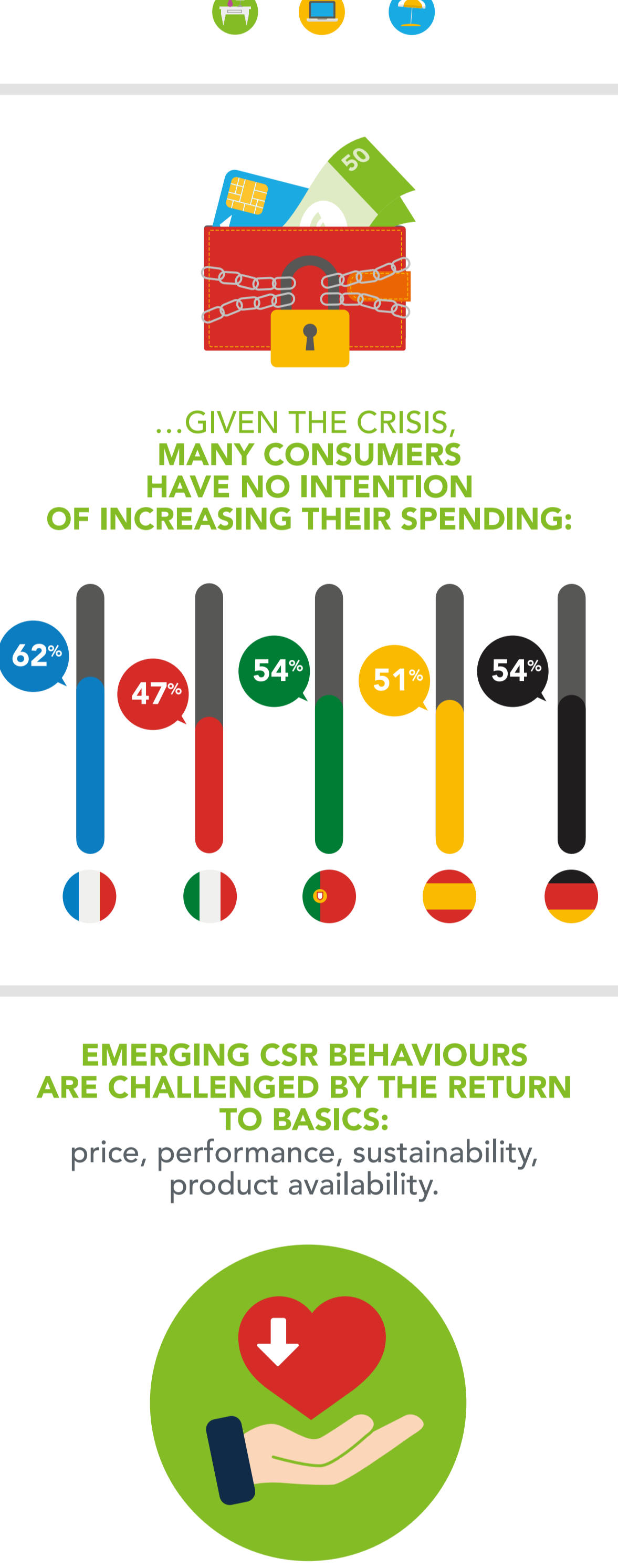
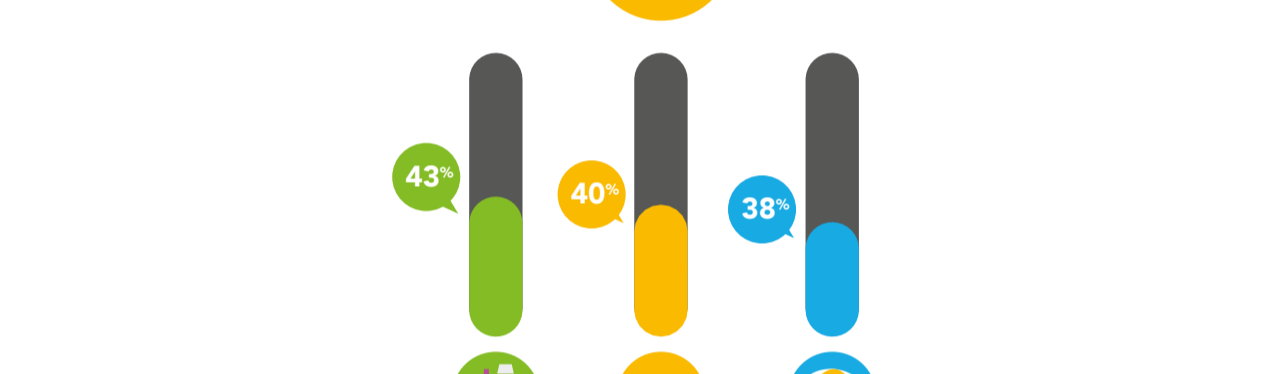
EUROPEANS UNDER 35 ARE MORE OPTIMISTIC...



...And expect their income to increase before the end of 2020



IF INCOME DECREASES, NON-ESSENTIAL EXPENSES WILL BE THE FIRST TO GO...

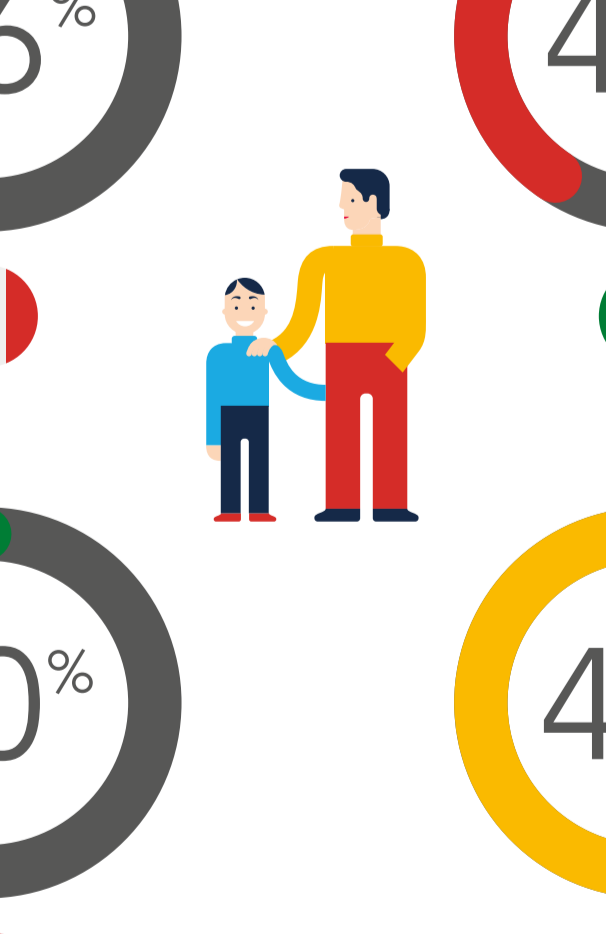


...GIVEN THE CRISIS, MANY CONSUMERS HAVE NO INTENTION OF INCREASING THEIR SPENDING:

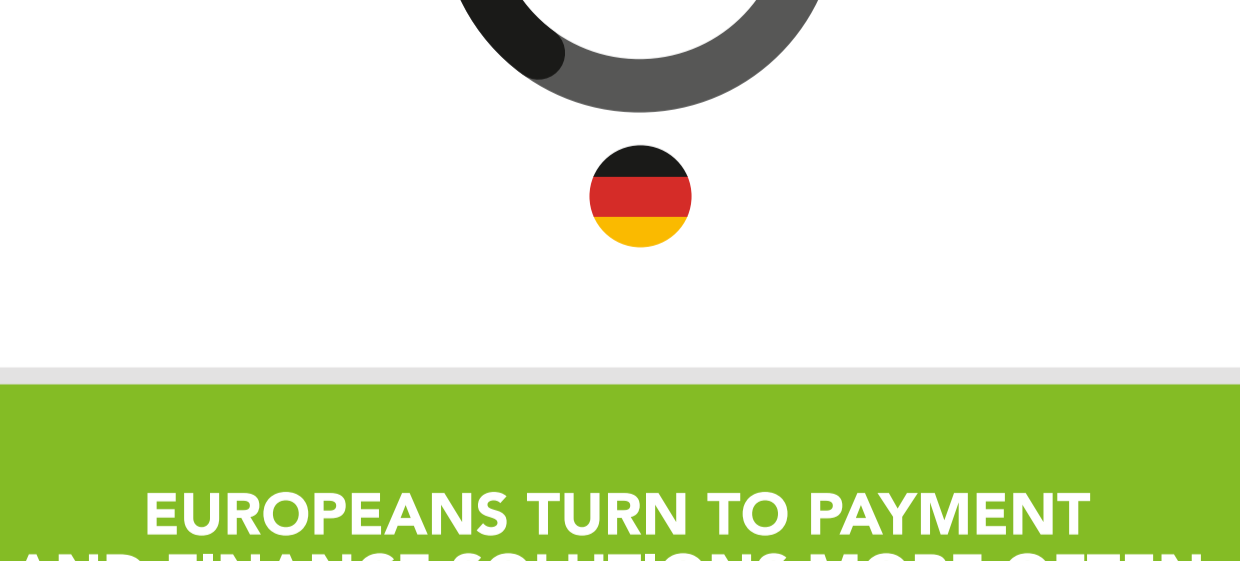


EMERGING CSR BEHAVIOURS ARE CHALLENGED BY THE RETURN TO BASICS:

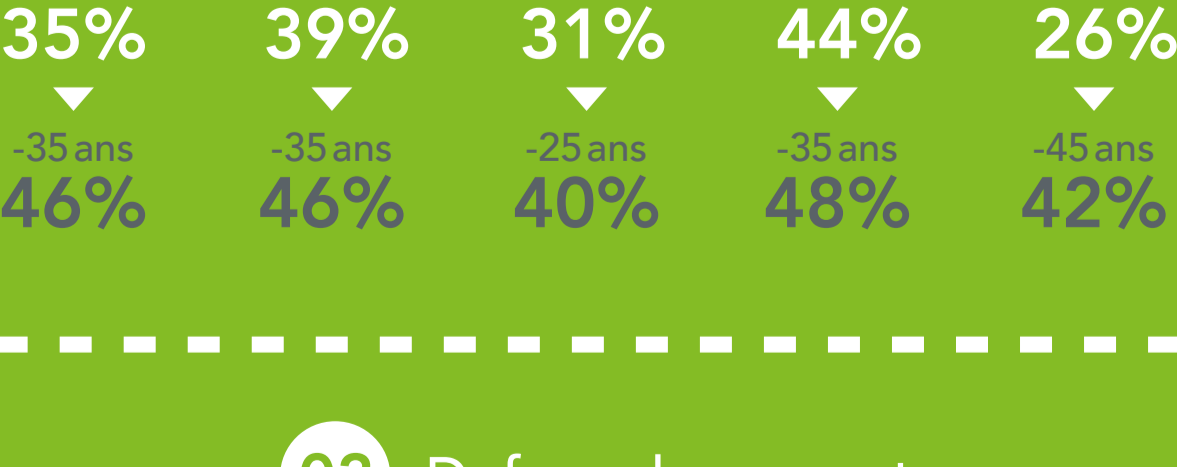
price, performance, sustainability, product availability.



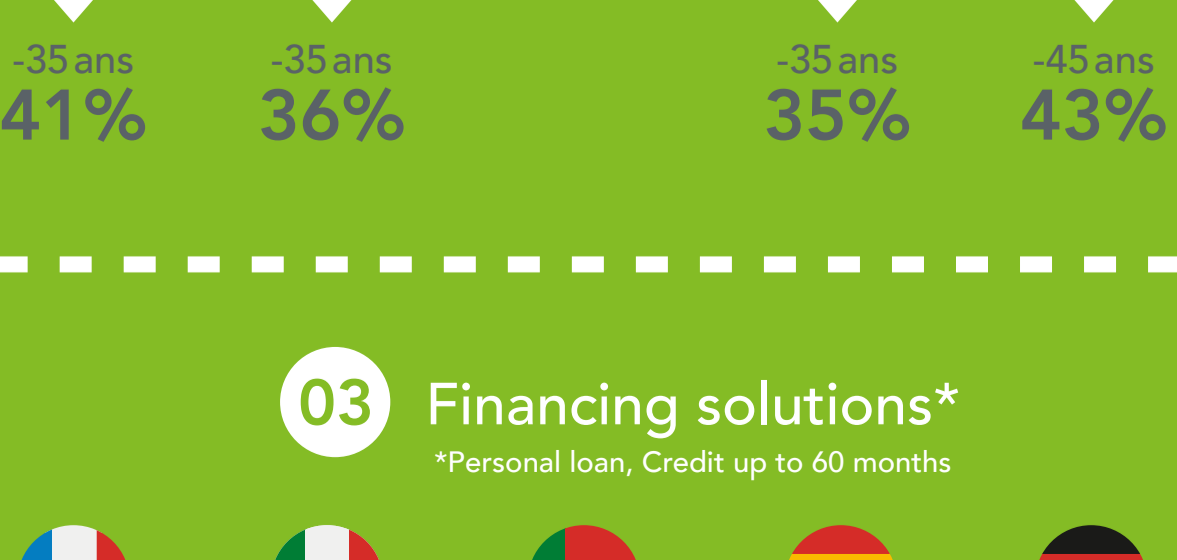
In these circumstances, price is the deciding criterion for 3/4 of Europeans when choosing essential products.



SOURCING LOCALLY IS INCREASINGLY IMPORTANT, ESPECIALLY FOR FOOD.



Even during the crisis, 1/4 of Europeans on average were willing to pay an extra 20% for locally sourced products.



BEFORE MAKING A PURCHASE, MORE THAN 40% OF YOUNG EUROPEAN PARENTS WOULD CHOOSE A PRODUCT WITH A SPLIT PAYMENT, PLAN OVER A SIMILAR PRODUCT WITHOUT THIS OPTION.



EUROPEANS TURN TO PAYMENT AND FINANCE SOLUTIONS MORE OFTEN.

01 Split payment

02 Deferred payment

03 Financing solutions*

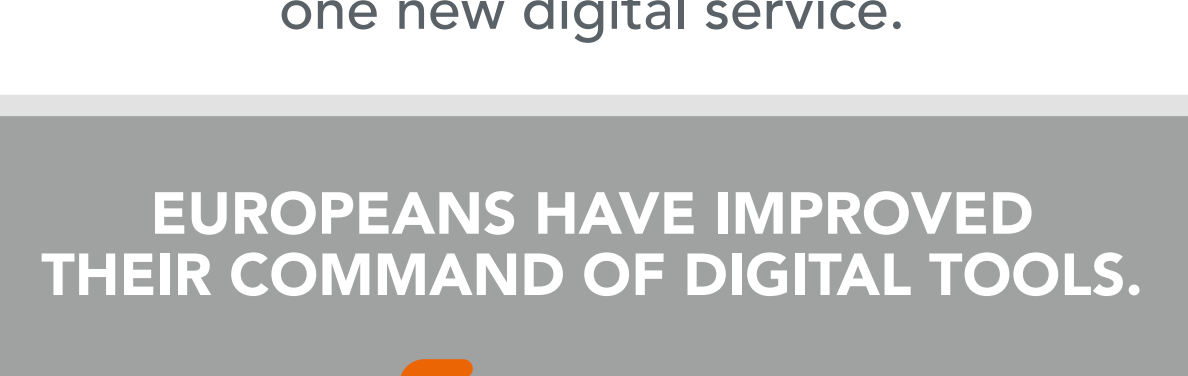
*Personal loan, Credit up to 60 months

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AN ACCELERATION IN DIGITISATION

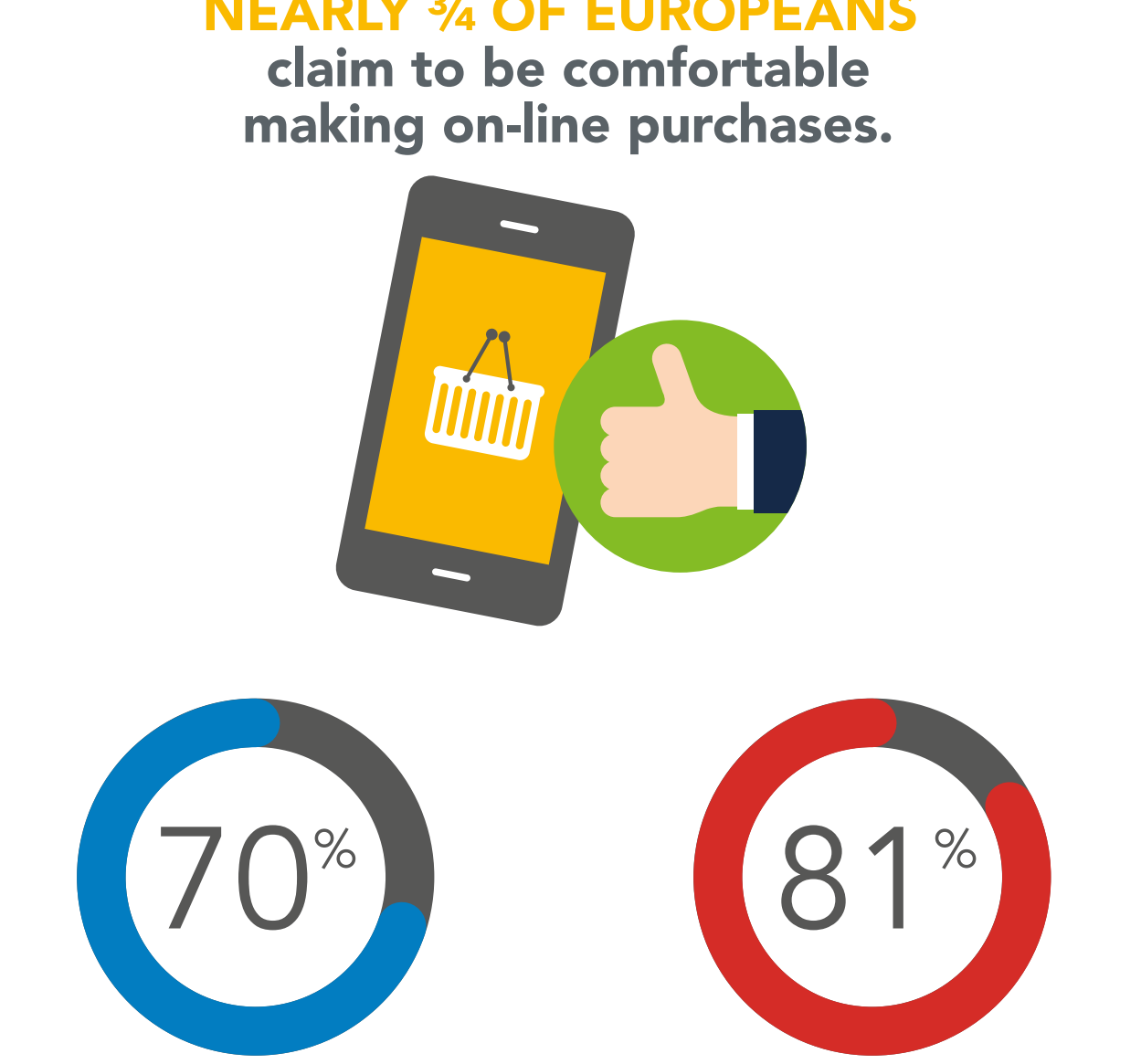
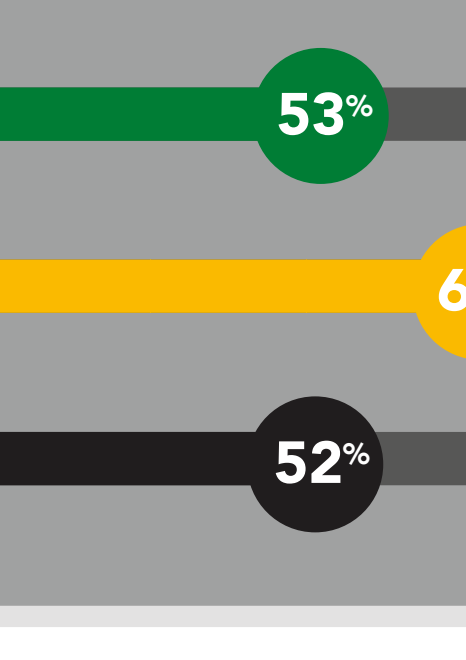
Empowerment anticipating the definitive switch to more digital consumption.

IN RECENT MONTHS.....

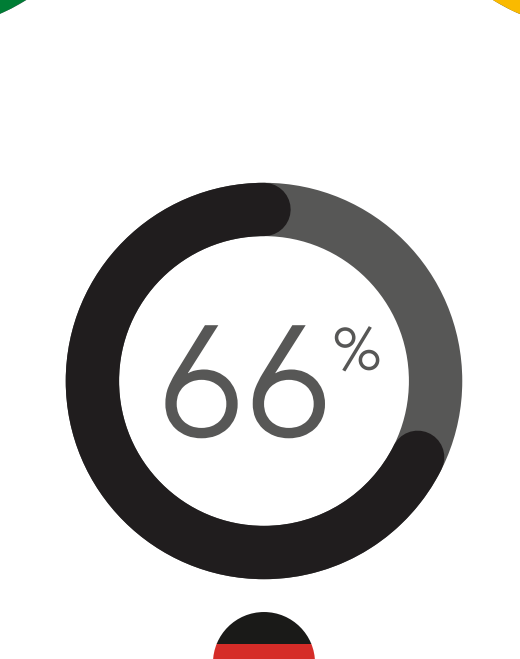


... have discovered at least one new digital service.

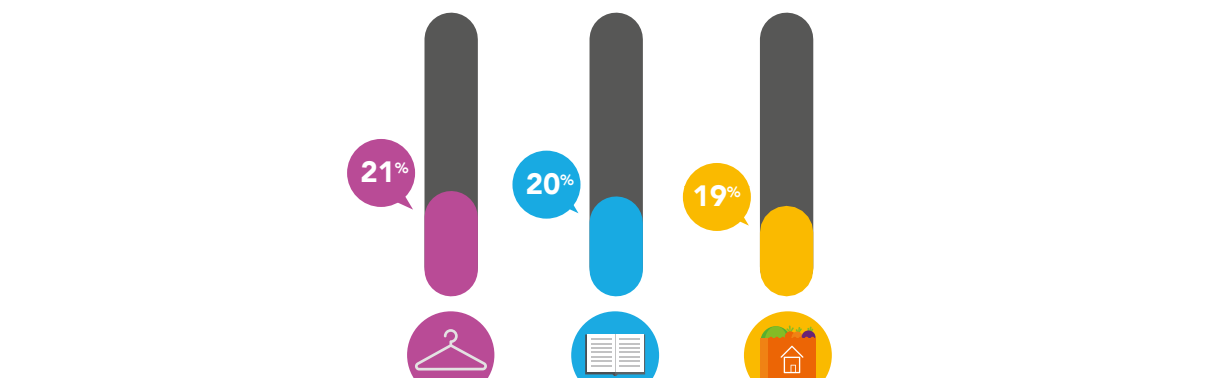
EUROPEANS HAVE IMPROVED THEIR COMMAND OF DIGITAL TOOLS.



NEARLY 3/4 OF EUROPEANS claim to be comfortable making on-line purchases.



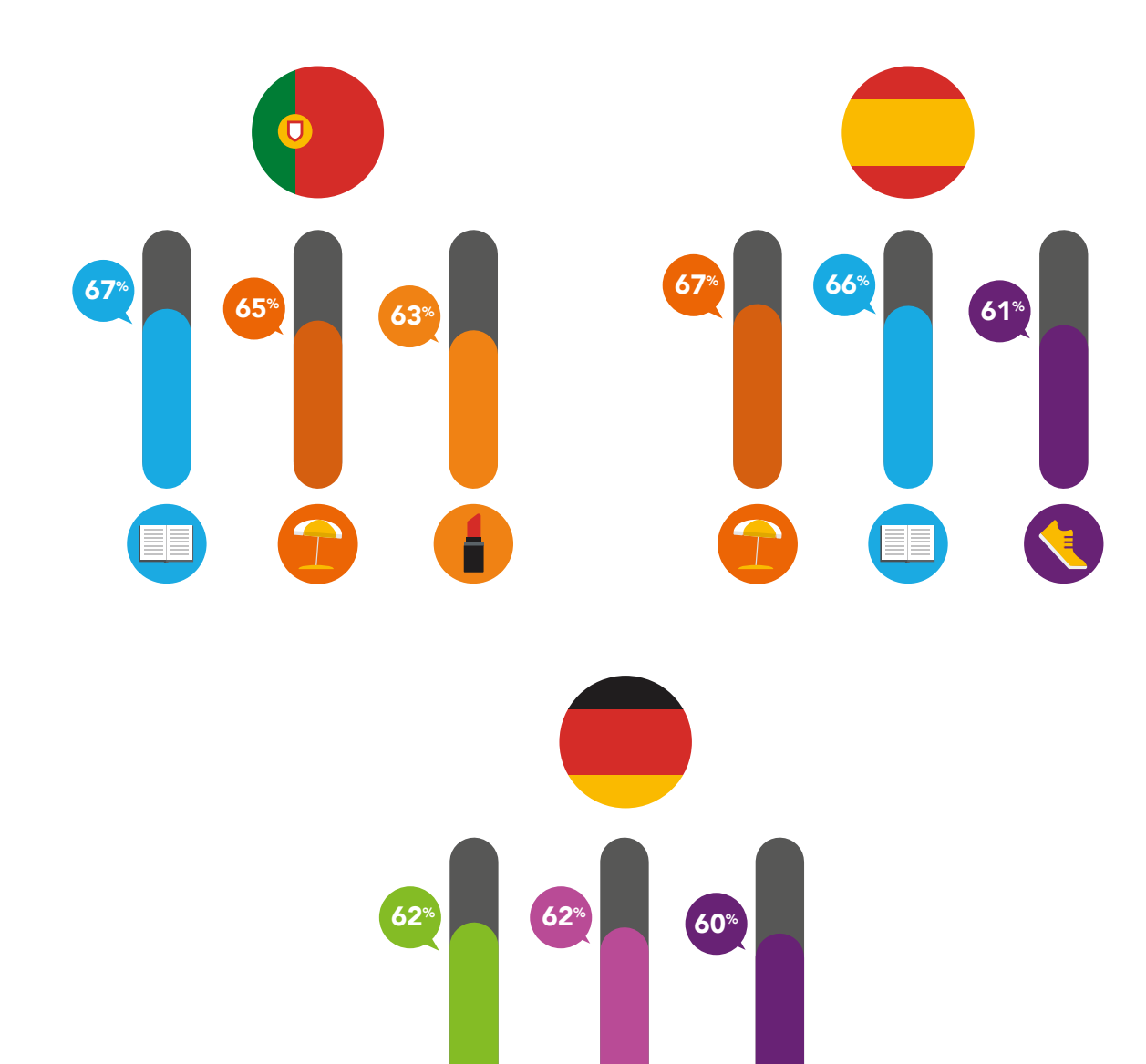
FOOD SHOPPING: E-commerce's big winner.



In the last 6 months, Europeans have most often bought online:



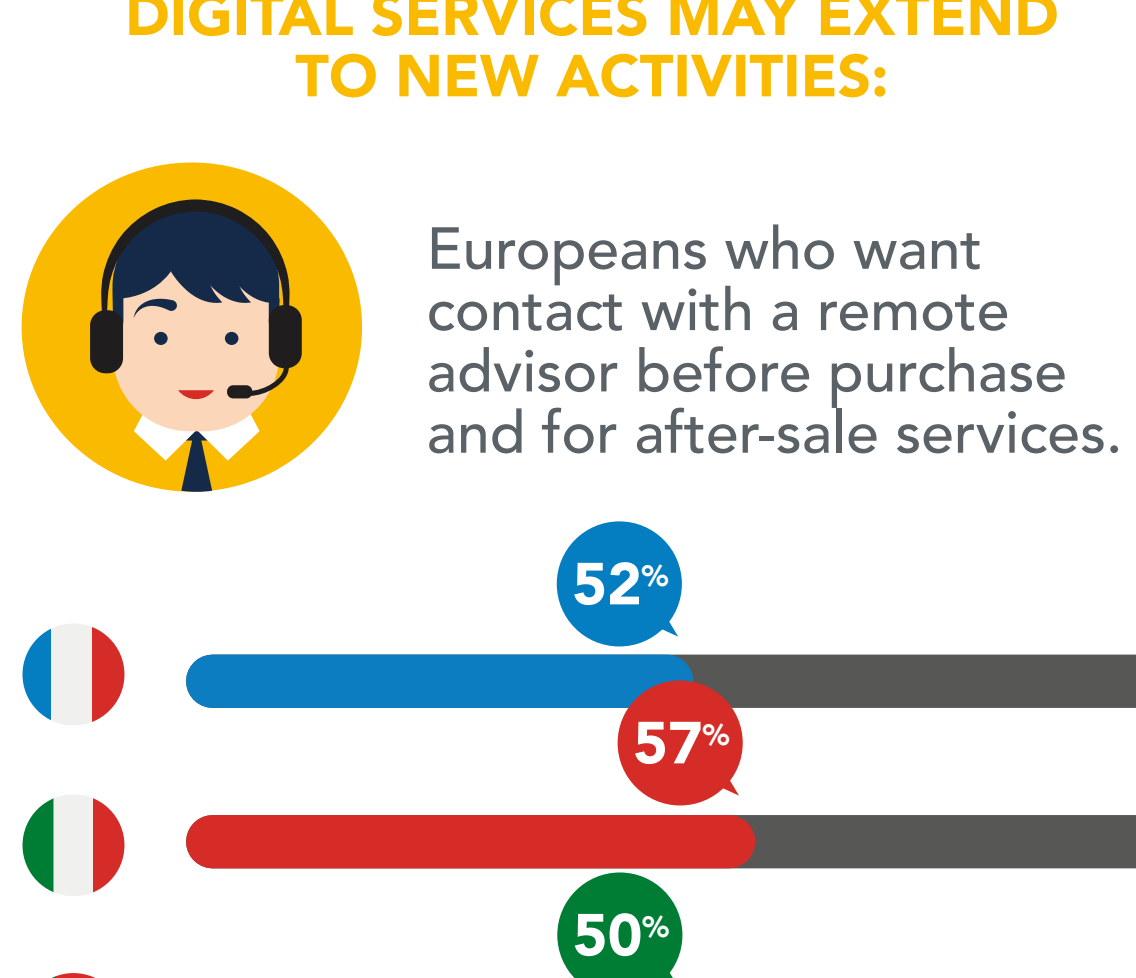
BRANDS OFFERING DIGITAL SERVICES ARE POPULAR.



DIGITAL CONSUMPTION HAS EXPERIENCED GROWTH IN OTHER SECTORS.



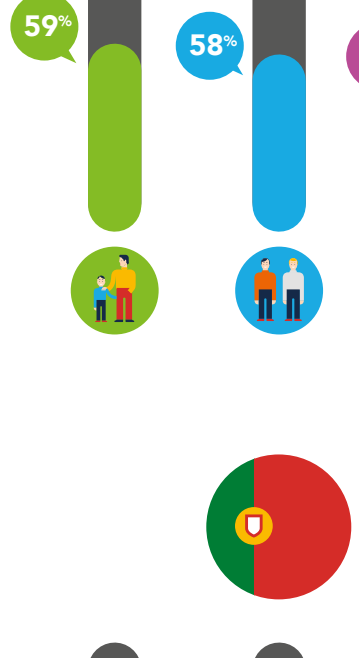
Even after lockdown, Europeans expressed a desire to continue spending online:



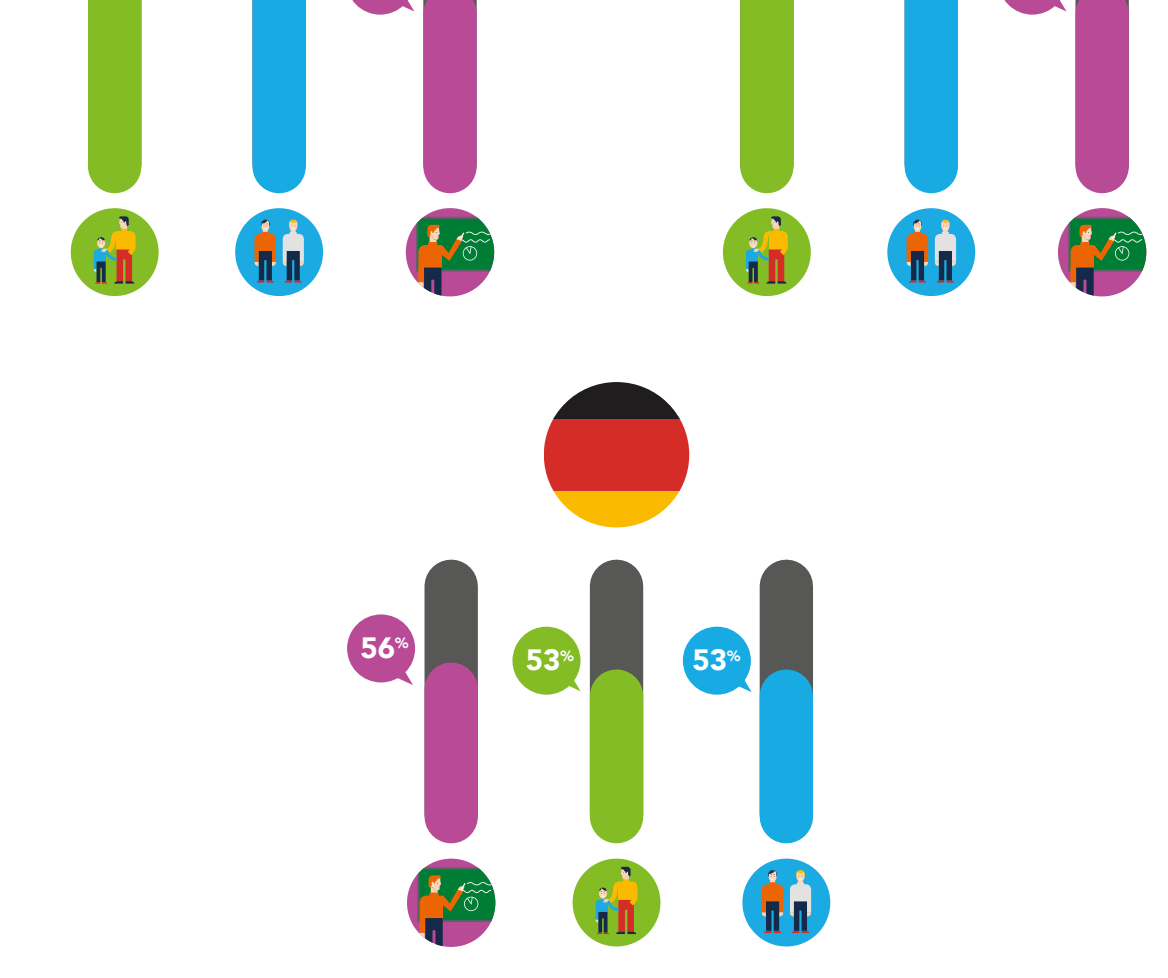
However, 2/3 of Europeans prefer to shop in-store.



DIGITAL SERVICES MAY EXTEND TO NEW ACTIVITIES:



Europeans who want contact with a remote advisor before purchase and for after-sale services.

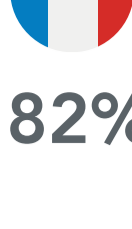


DIGITISATION HAS HELPED MAINTAIN SOCIAL CONNECTIONS and contact with the outside world.

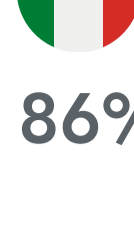


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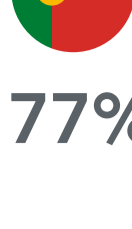
THE HEALTH CRISIS HAS ACCELERATED THE USE OF ONLINE BANKING



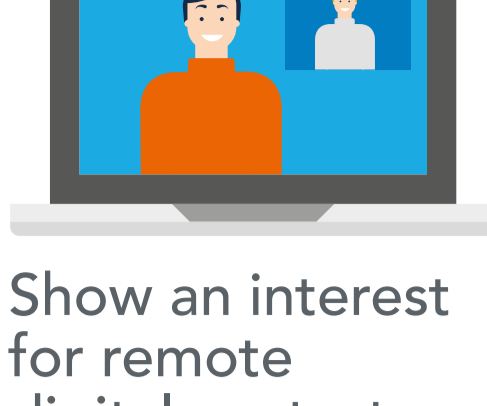
82%



86%



77%



88%



74%

Show an interest for remote digital contact.

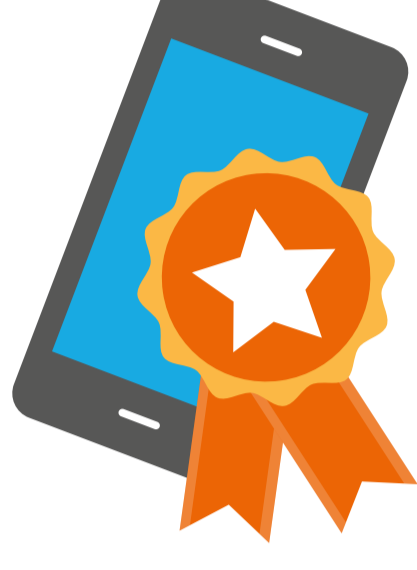
SOME ONLINE BANKING SERVICES HAVE BEEN USED FOR THE FIRST TIME DURING LOCKDOWN.



	France	Italy	Portugal	Spain	Germany
Online bill payment	20%	35%	33%	23%	18%
Online payment	11%	24%	25%	24%	12%
Electronic signature	15%	16%	9%	25%	8%
Online investments	7%	7%	8%	10%	7%

CONTACT WITH BANKS IS NOW REMOTE.

With 80% of Europeans using their mobiles.



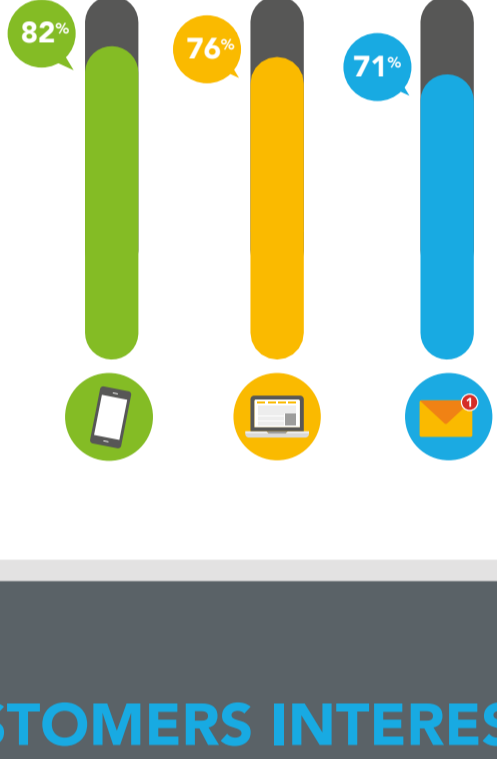
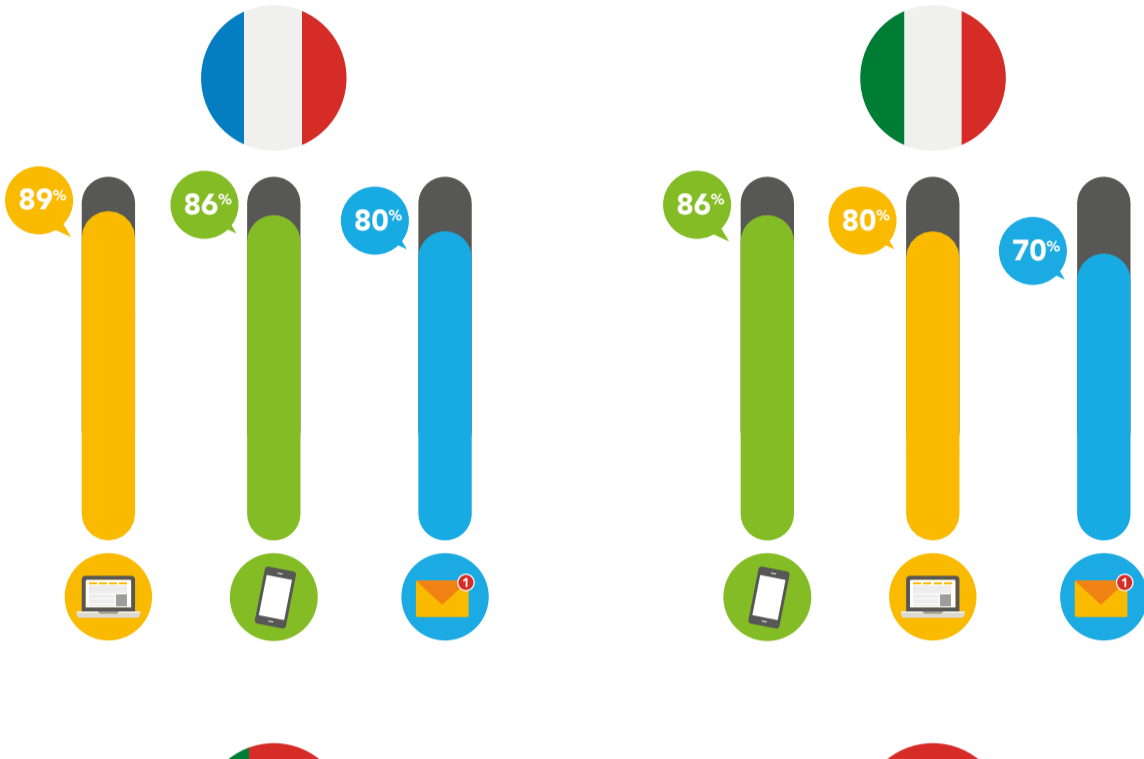
Via App



Via Website



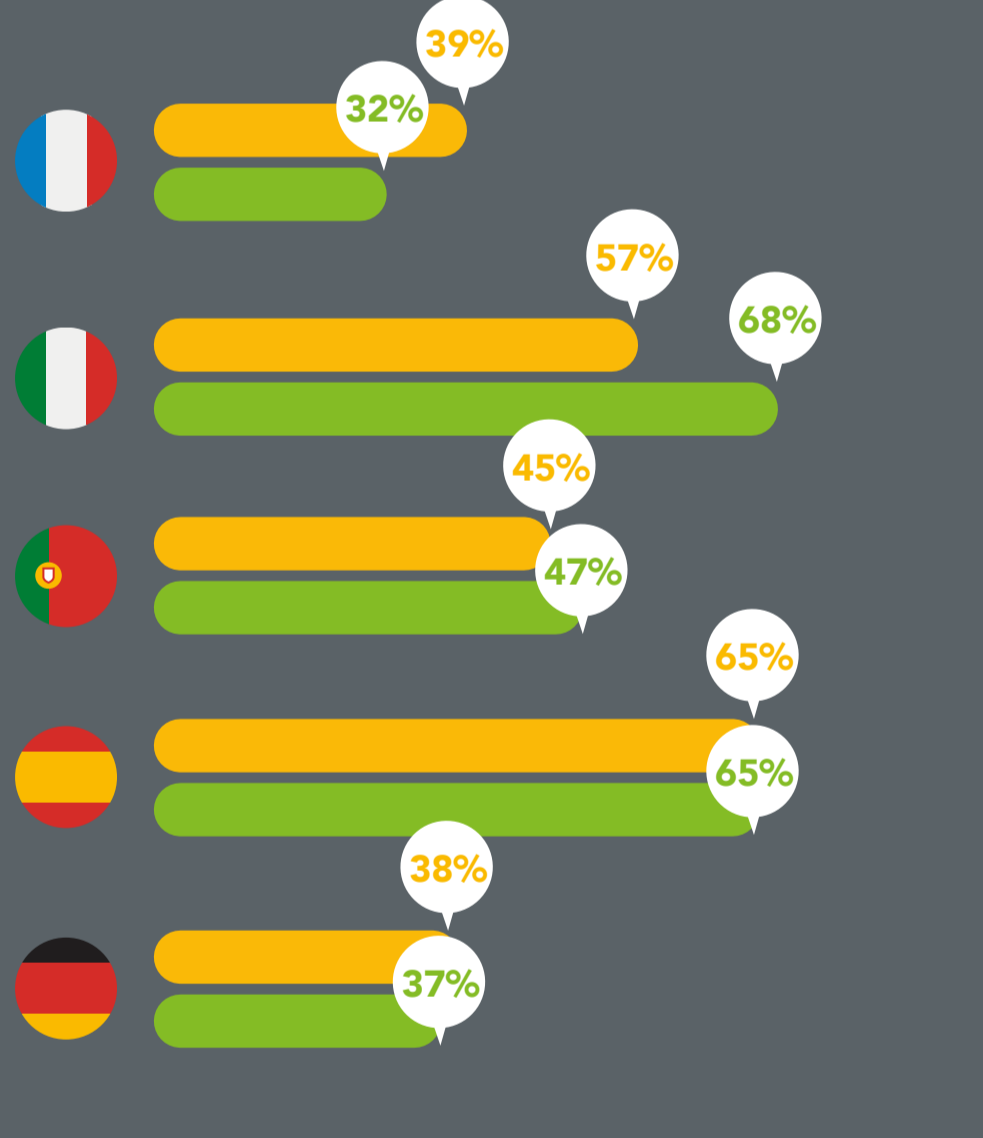
Via Email



CUSTOMERS INTERESTED IN ONLINE CHAT TO INTERACT WITH THEIR BANK

Via Chat...

Via WhatsApp



EUROPEANS INCREASINGLY COMMUNICATE WITH THEIR BANK VIA DIGITAL CHANNELS.

	France	Italy	Portugal	Spain	Germany
Chat	34%	49%	52%	41%	39%
Online appointment	42%	50%	46%	34%	36%
Social media	34%	50%	47%	35%	42%
Telephone	24%	39%	40%	40%	23%
Onsite appointment	15%	24%	8%	16%	17%

A DIGITAL TREND IS EMERGING, BUT NOT AT THE EXPENSE OF THE HUMAN RELATIONSHIP.



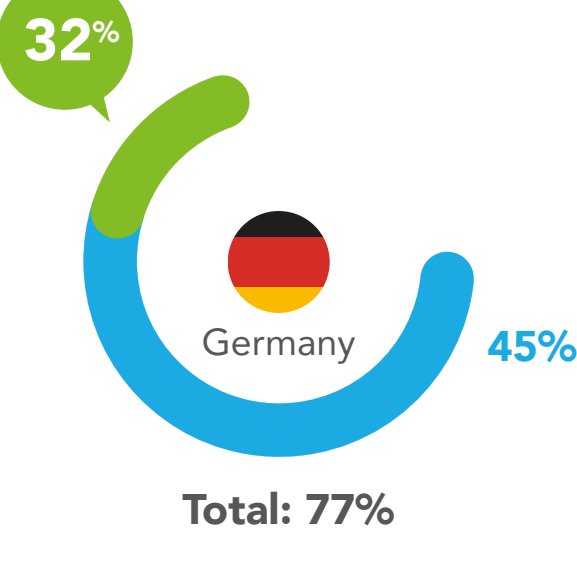
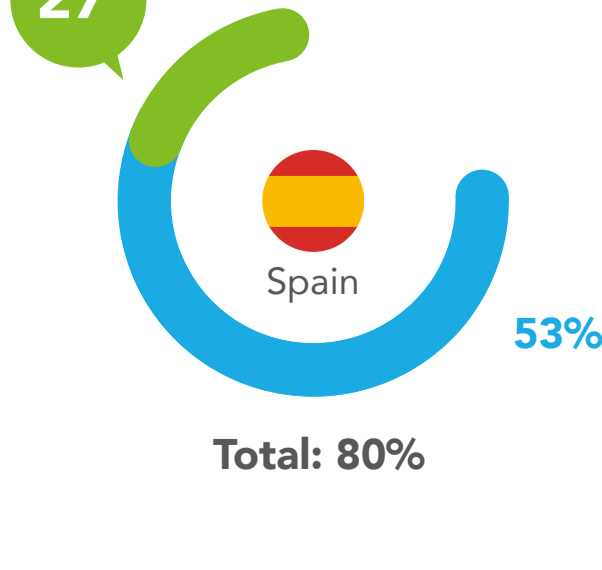
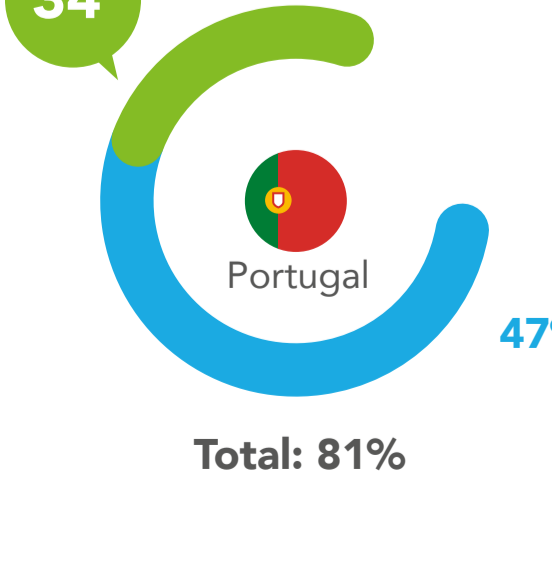
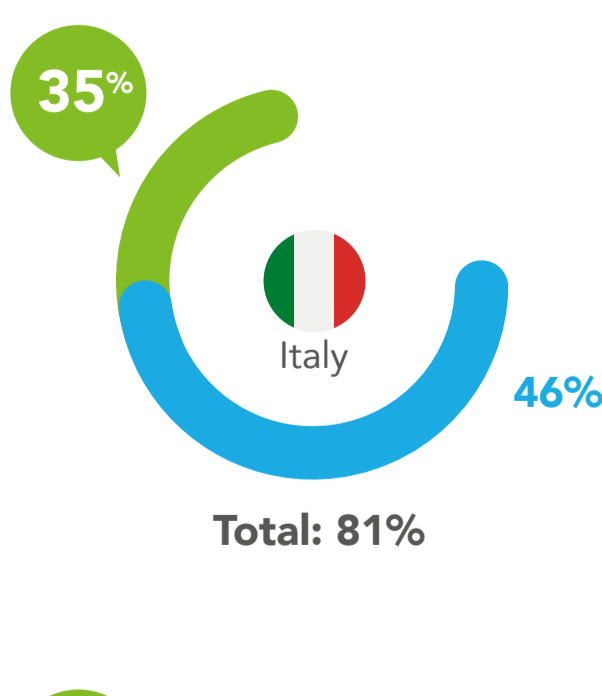
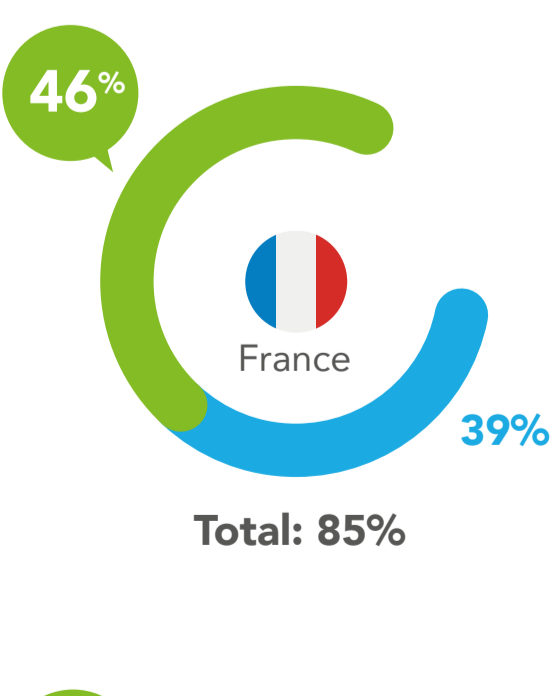
An advisor's presence will always be essential.



Yes, always



Yes, but only sometimes



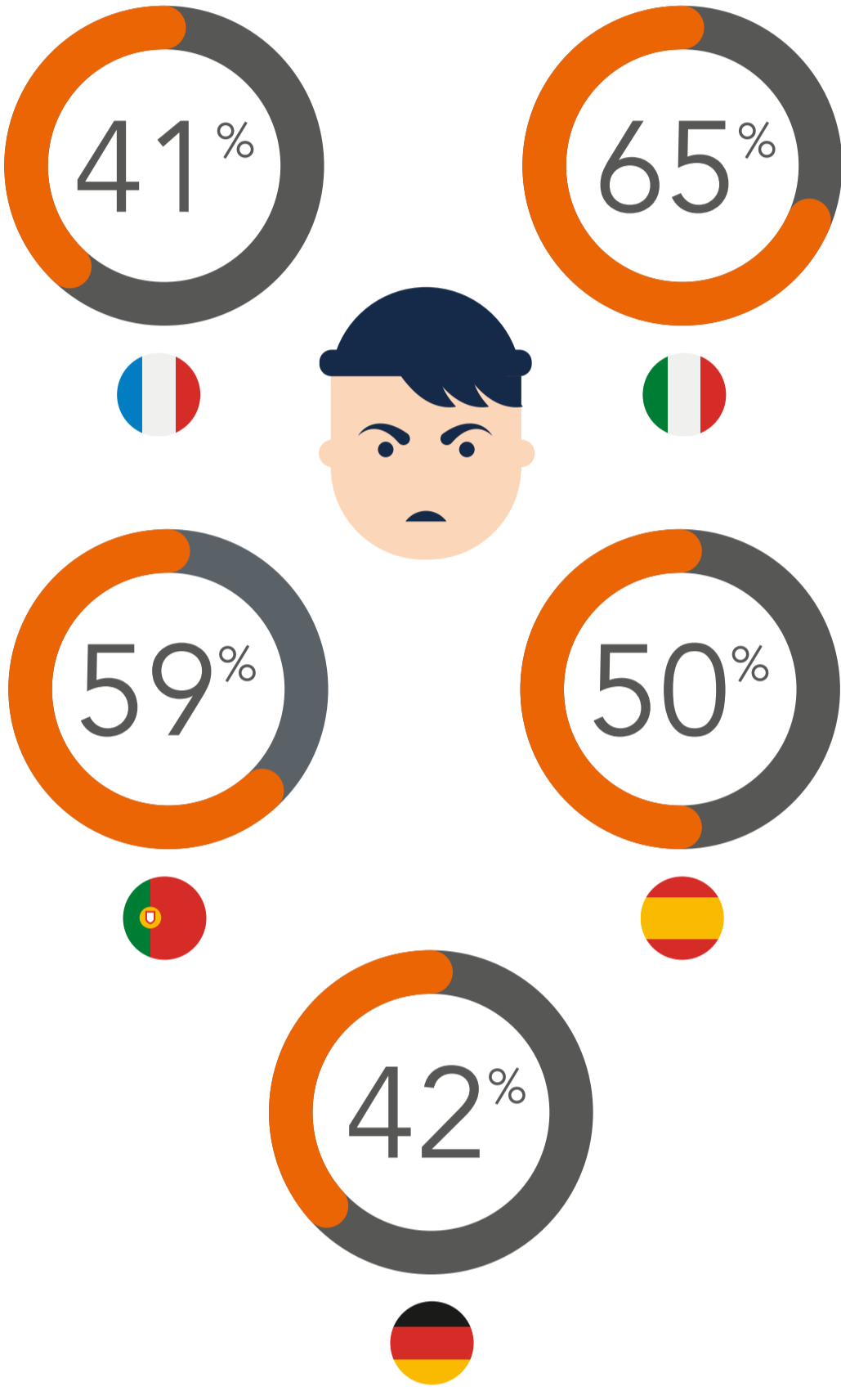
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CONTACTLESS PAYMENT IS BECOMING WIDESPREAD

CONTACTLESS PAYMENT IS NOW PREFERRED BY HALF OF EUROPEAN CONSUMERS



And not being able to use contactless payment is now considered annoying.



THE HEALTH CRISIS HAS SEEN THE EMERGENCE OF INNOVATIVE CONTACTLESS PAYMENT SOLUTIONS



Peer to peer payment



Biometric payment



Amazon Pay

Europeans most often want to use:



ONEY study carried out on-line by OpinionWay using a representative sample of people aged 18 and over, according to sex, socio-economic group and region in France, Italy, Portugal, Spain and Germany. 1,000 people were surveyed per country between 22 and 30 June 2020.

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“opinionway