

How COVID-19 is (Forever?) Changing Consumers

BACKGROUND PROBLEM

The client needed to understand which pandemic-driven consumer behaviors were likely to persist and where those shifts could create future growth opportunities across food, beverage, hospitality, and entertainment.

APPROACH PROCESS

- Surveyed 1,000 U.S. consumers across 15 lifestyle, eating, drinking, and leisure behaviors.
- Assessed which behaviors consumers expected to increase, decrease, or maintain after restrictions lifted.
- Analyzed demographic differences and where category averages masked segment-level variation.

KEY FINDINGS / OUTCOME

- Consumers expected to change 7.2 of 15 behaviors on average.
- 18-34-year-olds were almost twice as likely as 55+ consumers to change behaviors.
- Eating and drinking behaviors were highly polarized, showing broad averages could obscure growth opportunities.

Consumer Behavior After COVID-19

