



KANTAR

Test, learn grow
how fast insights create better decisions

Learn from Mediacom, JDE and Vrumona

Webinar

24th June 2021

A healthy dose of inspiration



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Change?



Business response



In practice



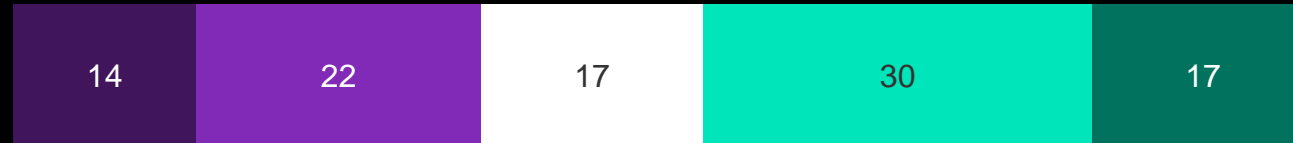
The past 1.5 years made businesses think everything will change

93%

of the C-suite expect consumer
behaviour to change

But consumers aren't so sure their behaviour will change

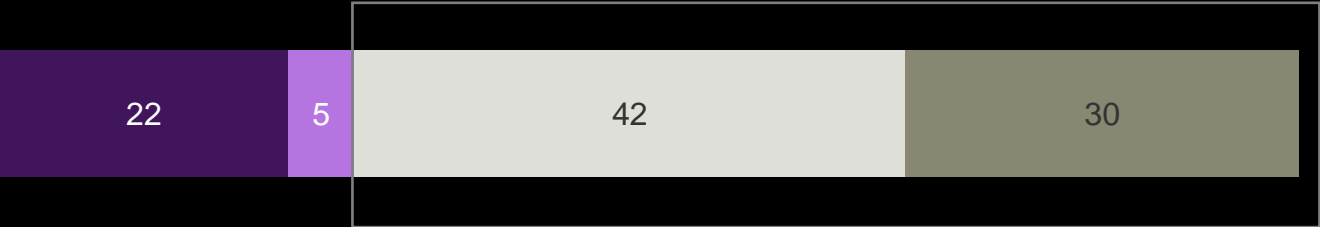
Most of my behaviours will go back to what they were before lockdown



I will maintain most of my behaviours as I'm starting to like them

But change or not: 7 out of 10 businesses have been negatively impacted

Financial business impact
Q2 (April – June)



- Positive (very / slightly)
- No impact
- Slightly negative
- Very negative

72% total

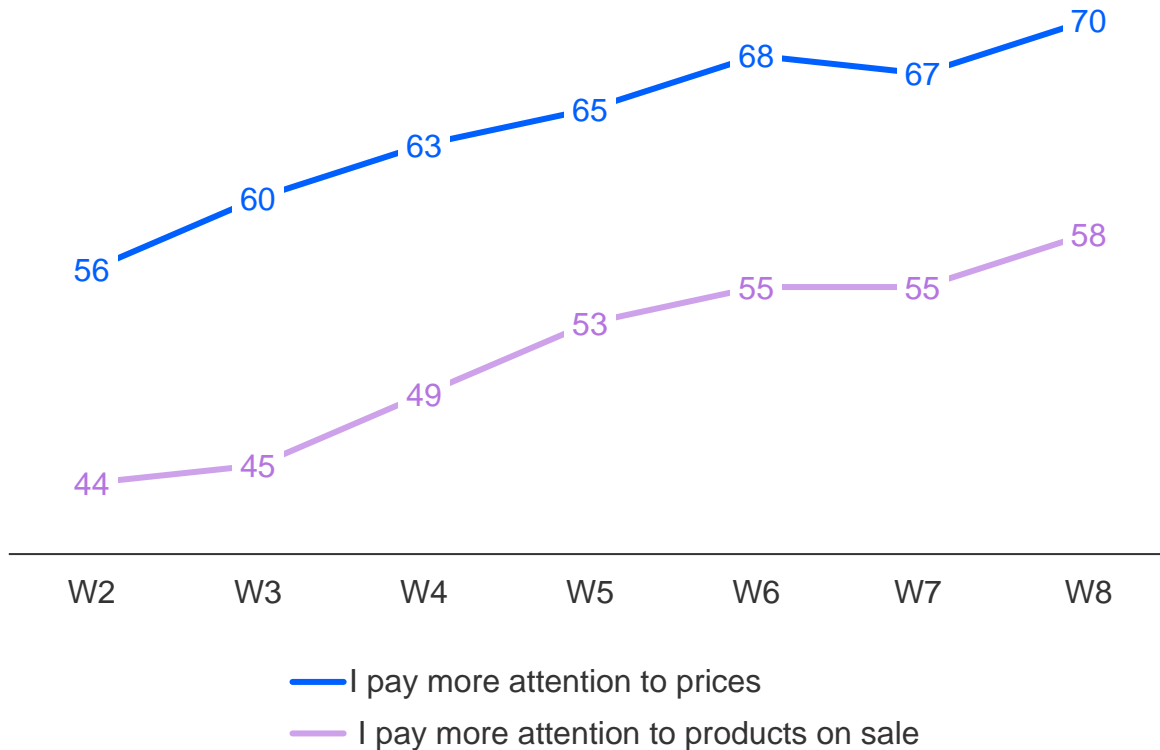
63% for BrandZ growth brands

And like businesses, consumers have also been impacted

73% of incomes are impacted

64% of consumers think the situation requires more proactivity for financial planning

For instance, leading to increased price-sensitivity

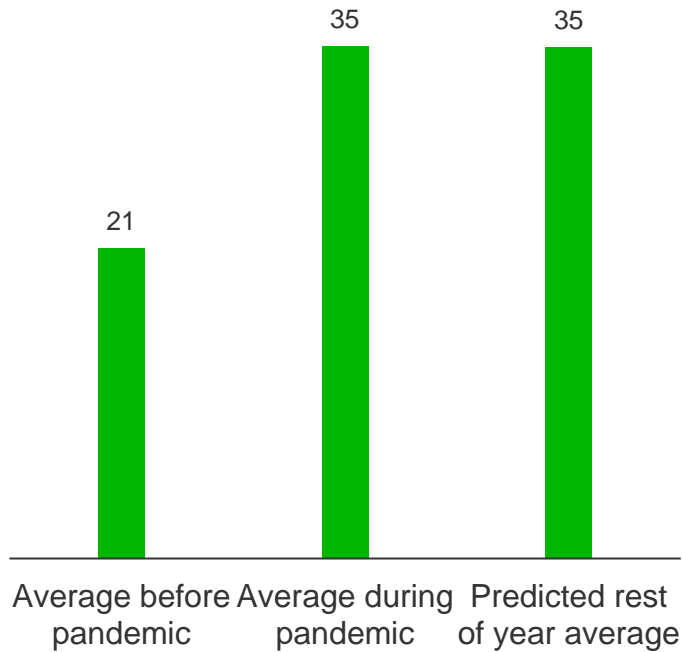


35%

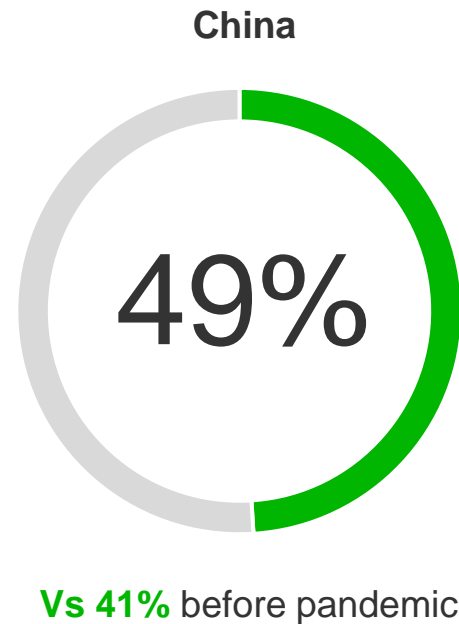
of consumers want to save money
and avoiding non-essential spend

And different shopping behaviors

% of groceries bought online



Even China, the biggest e-commerce market, continued to grow



African and LATAM markets experienced the highest growth



Kenya
+23%
(43% vs 20% before pandemic)



Brazil
+20%
(37% vs 17% before pandemic)



Colombia
+20%
(39% vs 19% before pandemic)

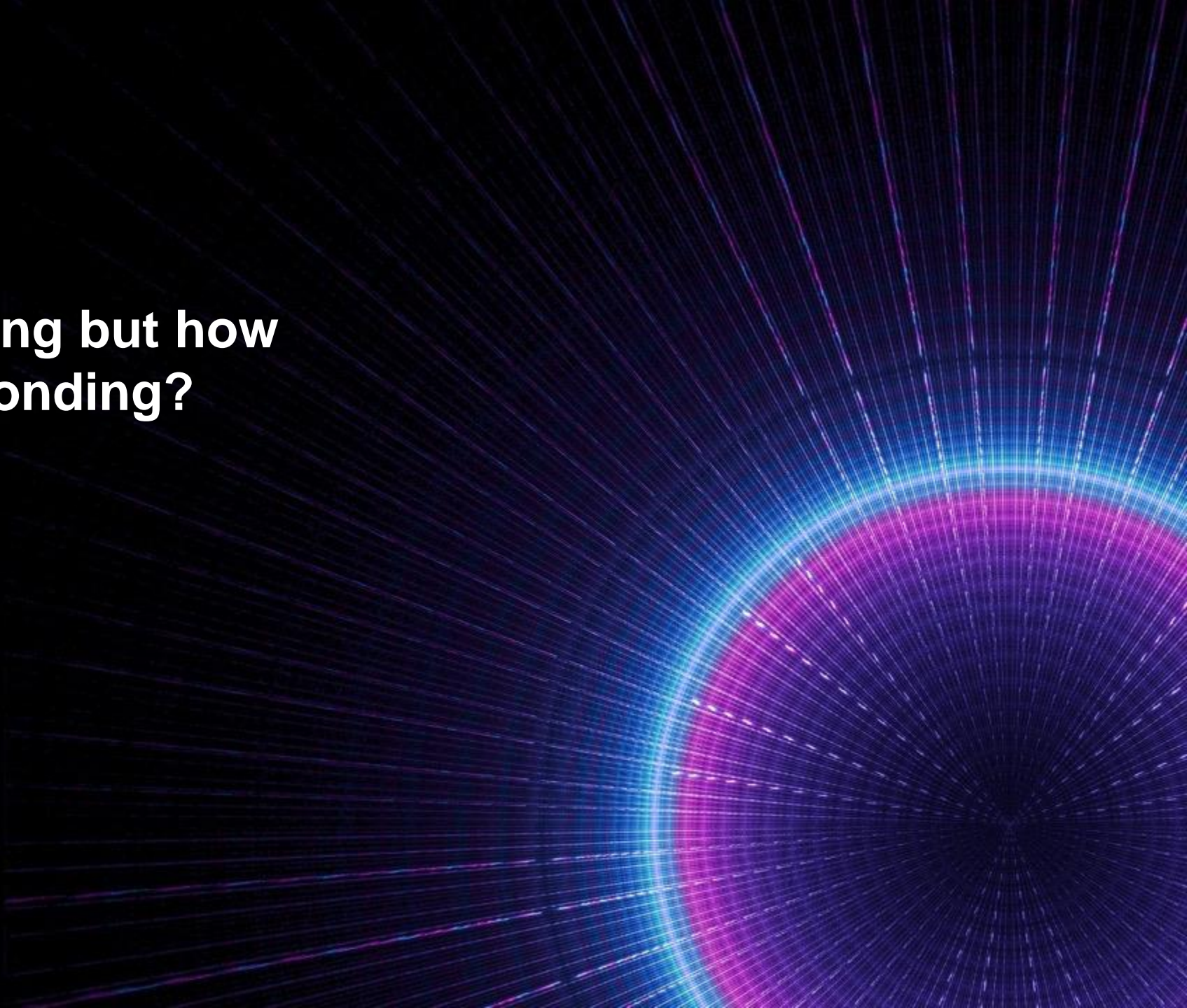


Nigeria
+19%
(43% vs 24% before pandemic)



South Africa
+18%
(36% vs 18% before pandemic)

**So things are changing but how
are businesses responding?**



Budgets now need to work harder than ever

cost cutting plans are being executed

Marketing spend decrease



Stay informed, don't rely on assumptions

You need clear, actionable insights that enable you to move quickly and keep pace with change.

Many of our clients now work with Kantar Marketplace to accelerate consumer insights and unlock growth.

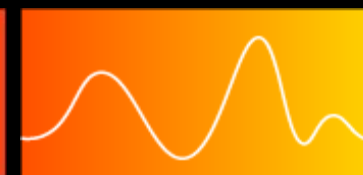
At a way lower investment.



Ad testing and development



Brand insights



Consumer and retail trends



Innovation and product development



Media planning and effectiveness

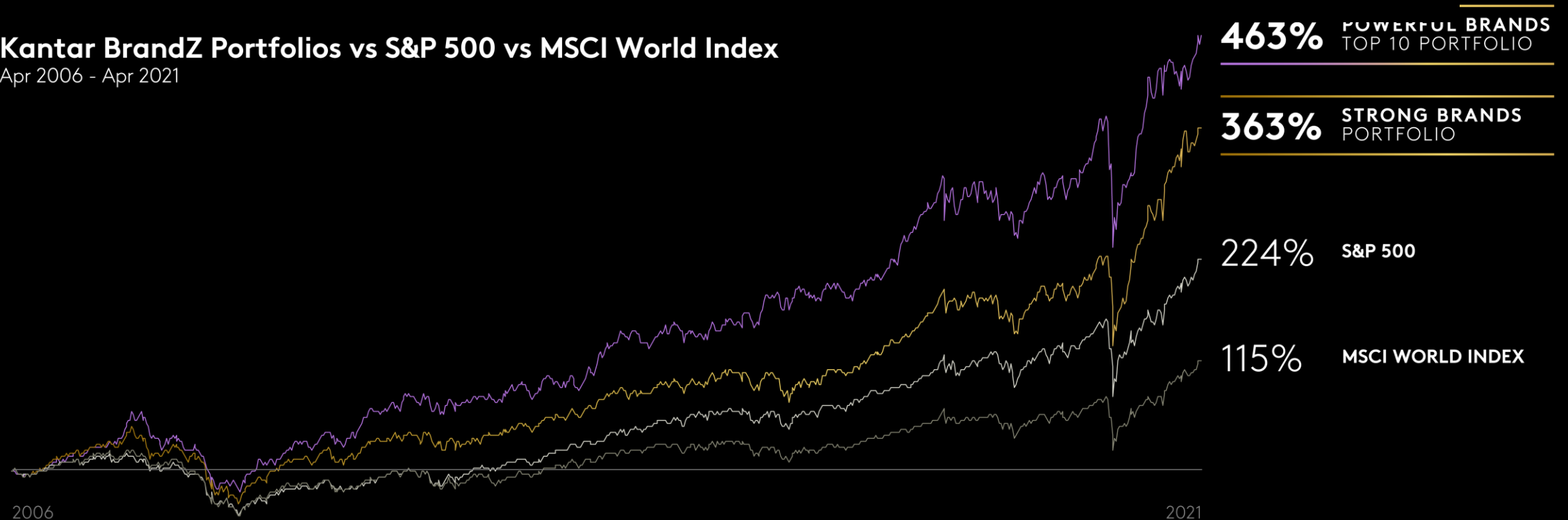


Quick turn custom surveys

And year on year it shows: Investing in your brand, your communications and your innovations pay off

Kantar BrandZ Portfolios vs S&P 500 vs MSCI World Index

Apr 2006 - Apr 2021



Panel Discussion



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Thank you for attending



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