Market Research Predictions
Post Covid Pandemic

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Methodology

The following summary was prepared by Judy Galloway from G-group Marketing in New York City which annually publishes the G-Ometer Report. The archived G-Ometer Reports can be found at [www.g-groupmarketing.com](http://www.g-groupmarketing.com).

The report was compiled between March and May 2020 with material from individual interviews with G-Ometer advisors conducted by Judy Galloway and online secondary sources within the public domain.

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**Cultural & Political**

The political divide is so strong and deep in the USA that it drives a distinct cultural divide. The Covid Virus Pandemic does not appear to be changing this phenomenon.

- Blue, Red divide continues but softens (suburban moms) and hardens (Idaho, deep South) around the edges.

- State governors who perform well in this crisis will assume new influence and emerge as future leaders.

- Borders continue to close. There will be no reprieve on immigration. In fact, immigration may become even more highly controlled based on the rationale of health concerns. However, eventually/longer term immigration will be revised based on needs driven criteria (labor and expertise) due to labor shortages. The hope is for a new bi-partisan national immigration bill but changes and exceptions may happen on a state-by-state basis.

- Environmental impact is positive leading to future air and car holidays to maintain positive changes.

- Sense of optimism particularly with the young re-emerges. A new reality will emerge.

- Old will accept viruses as another killer like smoking and act accordingly but are unlikely to totally retreat from communal interaction permanently.
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Cultural & Political (continued)

• Prison reform will happen based on cost benefits rather than compassion and philosophy.

• Social distancing and avoiding personal touch will become a mode of operating. Love the term being used to describe closeness “The Peril of Proximity.”

Work Environments

• Undoubtedly, the longer the pandemic goes on, the more change will happen. Office spaces will have to be reconfigured to allow for social distancing and even, in some environments, daily testing.

• Demands for more work from home options will increase. Long term, business will embrace the change based on savings in the cost of doing business. This change will come with downsides such as a loss of productivity, esprit de corps, brand culture, work satisfaction, the endless workday and lost training.

• Business/offices/classrooms/factories reconfigure with desks 6 ft. apart, protective partitions and hand sanitizer dispensers, meetings without a table and participants far apart. Workers will wear masks and face shields more often.

• Many companies will never return to offices and others will have a hybrid approach some employees in some days, some at home.
Health & Medicine

No sector of the economy will be more affected by the Covid Virus Pandemic than health and medicine.

• E-health will soar and eventually will be reimbursed. See AMAZON e-health model. January 2020 White Paper.

• More interest in public health and medicine including talent going into the biological and epidemiological sciences as a profession.

• Hygiene, health, wellness and self-care continue to increase and may have the potential to be a line of business supported by new products. Personal care businesses from in-home health care to nail salons will need new protocols.

• Increasing individual, personal immunity becomes a goal for some (no stimulants, better nutrition, more sleep).

• There will be new systems and protocols to monitor health such as taking temperatures before entering restaurants (currently happening in China) businesses and public events.

• Working from home when sick will be required. Sneezing at work becomes taboo. Video access will be substituted for physical presence.
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Health & Medicine (continued)

• Large companies/schools will increase nurses on-site as a cost of doing business.

• Monitoring of global/overseas threats will be faster with more complete actions taken. Testing will happen at multiple pressure points including international airports.

• State governments and cities will empower public health. Big cities will have their own immunologists just like they have their own units monitoring international terrorists.

• Tremendous push for a vaccine and mass inoculation as well as medical remedies.

• Drug development soars from anti viral to new drugs replacing medical procedures.

• There will be a new awareness of the financial structure of healthcare. Citizens will question for-profit healthcare and less than robust salaries for healthcare workers.
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Financial

• Recovery will not be immediate. Many businesses will face bankruptcy. Personal budgets and retirement accounts will be somewhat depleted.

• All income levels will try to e-prioritize personal financial goals with an emphasis on accessible savings.

• The death of cash occurs with cards and phones a more sanitary option which are already embraced by younger generations. Retailers and restaurants will ultimately not accept cash.

• Prices and taxes increase to compensate for lost income and social distancing as well as state deficits.

• Consumer budgets and brands will struggle to find the money to adapt to new realities and to overcome consumer resistance to higher prices.

• Projections for a full economic recovery, from multiple sources, are for two years (2022).
Education

• Education will be reinvented, more college level online classes with fewer in-person classes, the single dorm room becomes the norm, fewer students from overseas will study in person in the US putting pressure on university budgets but the possibility of more International online students exists. Higher education will need to be re-priced; parents will not pay top dollar for an all online curriculum.

• Online learning will become more sophisticated and effective based on learning from this experience.

• A generation of children and teens will be behind older generations possibly leading to a longer school year.

• More and new educational and scholarship programs for healthcare workers. More legal immigration options for doctors and nurses.
Consumer Behavior
Consumer behavior with close acquaintances including hugs eventually returns though business behavior and interaction remains guarded. This will be particularly true for survivors and before a vaccine comes to market.

TECHNOLOGY
• The online consumer experience develops and improves resulting in a much more sophisticated, user-friendly and interactive experience.

• Older generations become more comfortable online allowing more innovations and usage in medicine, finance and commerce online.

• Social media marketing, voice activated search, use of video particularly short video like TikTok will flourish.

• New must-have accessory is a face mask, face shield and gloves. Think prints, logos and color coordinated.
Consumer Behavior (continued)

RETAIL/ONLINE PRODUCT SALES

• The high end of the market will recover first and experience more robust sales online as luxury customers become very comfortable with purchasing all categories online.

• Look for a new more experiential face to retail; more restaurants or food/drink options, more services, more store brands. Think Manhattan’s new Nordstroms on steroids.

• Small retailers particularly very specialized stores, when re-opening may need to establish appointments for clients and of course wear masks and provide fresh masks for clients and wiping down surfaces. Posting and promoting Brand Safety Standards is important as well. Obtaining an e-mail address for every client is paramount.

• Displays particularly in beauty will be radically re-designed from public use to individual use. Think individual packet samples. Make-up and skin care sales will likely return as people want to look their best with a renewed interest in finding a partner.

• New must-have accessory is a face mask, face shield and gloves. Think prints, logos and color coordinated.
Consumer Behavior (continued)

ENTERTAINMENT

• TV and streaming will continue to be popular with more sports and entertainment events replacing in-person events. Large events including conventions, trade shows and company wide meetings will not emerge in 2020 and many will never re-appear due to cost savings as well as contagion.

• Reading books and online article reading driven by content remain popular.

• Restaurants open again with fewer tables; more out-door eating, table cloths, individually wrapped utensils and higher prices. Take-out and delivery continue nationwide; possibly fee based. Some wait staff re-purposed as delivery.

• Increase in private “exclusive” options such as concierge doctors, private social, sports and hobby clubs and gated communities.

• Travel takes a particularly hard hit but eventually recovers with new protocols and higher prices to pay for the protocols.

• Alcohol, cocktails and beer will be popular with a sense of celebration wide spread. People will reconsider smoking and vaping due to health hazards.
Consumer Behavior (continued)

HOME

• Home remains the refuge. More interest in home interiors, home repairs and refurbishing, home deliveries and eventually more in home services.

• For high income consumers, there will be a renewed awareness of the flaws in their home such as needing to paint, a more formal home office or home office space, hobby areas and family entertainment areas, black-out shades and restful bedrooms, even a new or additional bath or isolation space such as a finished basement etc.

• Hobbies increase including sewing, knitting, reading, cooking, playing cards, games etc.

• Stock piling continues leading to ongoing volume discounts, more recycling and continued better home organization as well as pantries and custom storage spaces.

• Second home sales increase particularly for high income families and individuals. Apt renters will look for outdoor space.

• Households will again need in-home workers as they themselves return to work.