



**RBH**  
CREATIVE  
COMMUNICATIONS

**home  
truths**

**How consumers  
have changed  
their thinking  
post-pandemic**



# The self-sufficiency surge

There has been an upward trend in people giving serious consideration to becoming more resourceful and resilient, and looking to their homes to boost their independence.

## 24%

Twenty-four percent of British 25-to-34-year-olds say they would like to be more self-sufficient when it comes to food and energy production.



Kate Brandt, Google's Sustainability Officer, found that over 90 days in 2020, search interest in 'How to live a sustainable lifestyle' increased by a massive 4,550%.







# 2 Wellbeing

**Startlingly, a recent survey by GWI found that mental health is seen as being as or more important than ready access to the COVID-19 vaccine, a clear indicator that the mental health crisis we've all heard being talked about will hit sooner rather than later.**

The virus has induced levels of worry and uncertainty that have profoundly affected our mental wellbeing. Three-quarters (76%) of consumers say COVID-19 has impacted the importance they place on wellness and 80% of consumers now want to improve their wellness to increase their resilience to future pandemics.





# Space and sanctuary



**After this prolonged period of nesting and isolation, the development of home itself will persist as 55% of British consumers plan to prioritise time with family after the crisis therefore the value in large spaces for work, and space for multigenerational mix will be a key feature.**

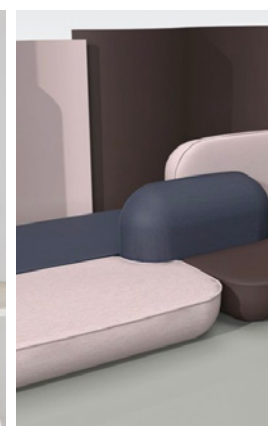
This so-called 'bleisure' space is the ultimate expression of multi-functional space, where consumers can interact with their children, provide care for their elders and work with as much space and comfort as possible.

A holistic approach to wellness that invests in eco-friendly practices will resonate with mindful consumers.

Safe and hygienic environments will see furniture and products designed to filter out contaminants, protecting the health of consumers, as we look to find a safe environment within our homes.

## 78%

**Seventy-eight percent of people now perceive home as a 'sanctuary' (Ikea, 2020), reflecting a widespread wish for emotional and physical security in uncertain times.**



# 4

## A greater sense of community

With the growth in clothes-sharing subscriptions, ride-sharing and now shopping local not global, we see communities building all around us and changing the way we consume.



The pandemic caused deeper connections to be made to local people and businesses, as neighbours organised communal activities.



**In the UK, 40% of people said they felt more connected to their community during lockdown through interacting in clapping and street parties.**

And as people move out of cities and into rural areas, to new homes on new estates, they are in fact moving towards this sense of community, and more space to focus on their quality of life.



# The housing market

**Which brings us to the housing market surge. This was key for the UK economy and informs the booms in so many sectors, from DIY to home renovations.**

When looking ahead to 2021 and beyond, we can see that this bubble is on its way to bursting, with Halifax expecting a fall in house prices of between 2% and 5% in 2021, and the Office for Budget Responsibility, the Treasury's independent forecaster, being even more pessimistic, predicting an 8% fall in prices in 2021.



# Virtual consultations

**We can see that technology is intrinsic to how consumers are preparing their lives for this year and beyond.**

While consumers are still wary to head out and lockdown restrictions are continuing until vaccinations have taken full effect, it is predicted that retailers won't feel a resurgence in physical footfall until at least late October.

**Consumer intent is still very much present – and several brands have answered this with smart virtual consultations to help their customers feel connected with their products.**

Beauty brand Glossier, for instance, launched its Glossier Live Edit service – a limited-slot programme enabling 150 fans to connect with editors live for 15-minute appointments, to discuss their beauty regimens.

This last December John Lewis allowed customers to enjoy their London flagship Christmas Shop remotely, via a 3D virtual tour. Ralph Lauren did something similar with VR and reports conversion rates rising by as much as 70%.





# 48%

Between February and March 2020, there was an increase of 48% in virtual consultations across 30-40 brands (many with very highly trafficked websites).

A survey of 11,000 global automotive customers revealed that 64% would prefer to conduct the entire vehicle-buying transaction online and of millennials (who now comprise 40% of new vehicle buyers) only 12% visit a dealership for research.

Remote consultation tools aren't only great for in-the-moment bonding and rocketing sales (consumers are spending 27% more when chatting than shopping online as usual -far outweighing regular e-commerce spending), they're also great for capturing far more data and propagating more meaningful connections.



**Before the pandemic, 32% of car buyers were open to buying online. Now, 61% are. Before the pandemic, 19% preferred buying online. Now, 39% do.**





# Conclusion

**Several lockdowns have had a tremendous impact on how we all live. The trend of the 'homebody' economy may not prove to be a permanent fixture, but it is increasingly unlikely that consumer habits will return to 'normal'.**

But these shifting behaviours offer brands new opportunities and ways of doing things that will shape this future landscape.

Speak to RBH Creative Communications if you'd like to explore how we can help your brand take advantage of these trends.

If you're keen to keep your  
brand working smart and turn  
these insights into something  
powerful, get in touch with RBH  
by contacting [joe@rbh.co.uk](mailto:joe@rbh.co.uk)