

# FAMILY TIME AND HOME COOKING GAINS MOMENTUM

Global study details:

- Markets: USA, Brazil, France, UK, Germany, Spain, Belgium, China, South Africa
- N=500 in each market, national representative
- Fieldwork: 29 May – 16 June 2020


















## **FAMILY TIME, INCLUDING HOME COOKING, IS THE CENTRAL THEME WHEN THINKING OF FUTURE BEHAVIOUR.**

When we asked people what will they focus on in the next 12 months, 45% of people we surveyed opted for family time, while 38% said they will do more baking and home cooking. This opinion is very consistent, regardless of consumer profile or country.

# OUTLOOK ON BEHAVIOUR NEXT 12 MONTHS

(% will do more - % will do less)

	GLOBAL	COMFORTABLE OPTIMISTS	CONSIDERATE SPENDERS	CAUTIOUS WAIT-AND-SEERS	FINANCIAL SURVIVORS
 GLOBAL					
 SPEND TIME WITH FAMILY	45%	49%	39%	43%	54%
 HOME COOKING AND BAKING	38%	36%	33%	38%	49%
 RELY ON VIRTUAL HEALTHCARE	14%	17%	9%	14%	18%
 TREAT MYSELF	8%	25%	13%	7%	-17%
 PLAY GAMES (ON PC/CONSOLE/MOBILE)	4%	7%	3%	4%	3%
 GAMBLE ONLINE / PLAY THE LOTTERY	-8%	-5%	-8%	-7%	-11%
 TRAVEL ABROAD, FOR LEISURE	-27%	-23%	-22%	-32%	-36%
 SOCIALISING IN BARS AND RESTAURANTS	-28%	-22%	-23%	-32%	-39%




















**VIRTUAL HEALTH CARE IS ON THE RISE- WHICH ONLY CONFIRMS HOW OUR PRIORITIES WILL REVOLVE AROUND HEALTH, CARE AND SAFETY.**

Virtual health care is very much on the rise in South Africa, Brazil and the UK.

## OUTLOOK ON BEHAVIOUR NEXT 12 MONTHS

(% will do more - % will do less)

									
 SPEND TIME WITH FAMILY	42%	40%	34%	47%	31%	23%	64%	56%	70%
 HOME COOKING AND BAKING	33%	30%	23%	24%	25%	22%	61%	48%	73%
 RELY ON VIRTUAL HEALTHCARE	20%	9%	0%	19%	0%	14%	24%	5%	34%
 TREAT MYSELF	-2%	10%	8%	-2%	10%	1%	3%	23%	25%
 PLAY GAMES (ON PC/CONSOLE/MOBILE)	8%	1%	-3%	1%	0%	2%	18%	-1%	12%
 GAMBLE ONLINE / PLAY THE LOTTERY	-7%	-7%	-5%	-9%	-7%	-3%	-3%	-23%	-5%
 TRAVEL ABROAD, FOR LEISURE	-31%	-25%	-21%	-44%	-28%	-18%	-18%	-42%	-21%
 SOCIALISING IN BARS AND RESTAURANTS	-32%	-24%	-21%	-40%	-19%	-18%	-19%	-46%	-34%

**Find out more about the  
COVID-19 impact on the  
consumers' mindset and  
behaviour!**

Get in touch with us  
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