

How is Belgium coping with the crisis?

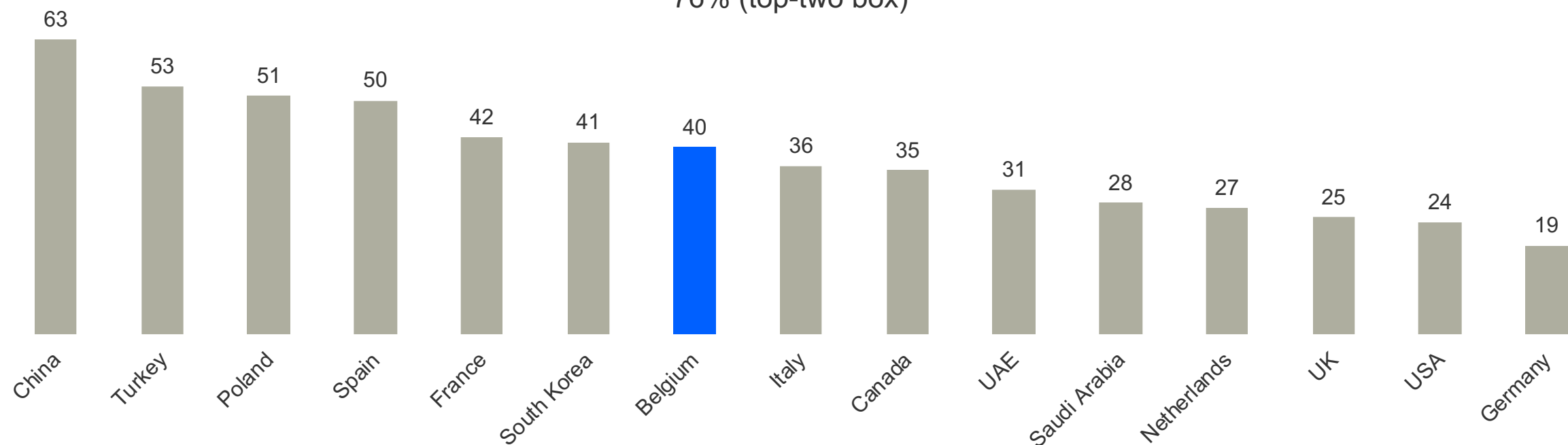




Belgians show one of the highest levels of concern compared to other European countries

“The situation concerns me hugely” (top box)

76% (top-two box)





People are primarily concerned about the economic outlook & their health, thinking long term already.

A much lower proportion are actually worried about scarcity of goods.

Feeling concerned

Hugely Not at all



		European average
About economic outlook	64%	59%

Of note, in wave 2 (end of March), the level of concern around economic outlook increased to **70% in Belgium** (statistically significantly higher)


	About health	53%	42%
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About scarcity	16%	20%
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Belgians want to be prepared and informed – and the sense of togetherness and courage are coming up as well.



Which statement best illustrates how you feel today?

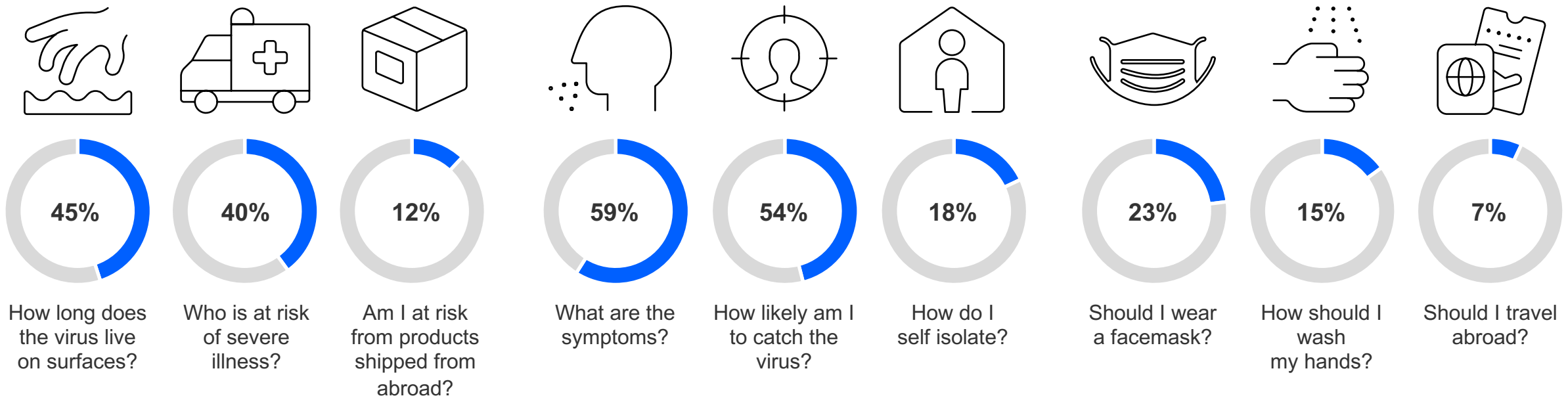
		European average	Rank (out of 6)	
1. Being prepared and well informed is fundamental in this moment	34%	36%	5 th	
2. We have to react together, we will make it if we stick together	20%	15%	1 st	 together with France
3. I am ready to take this head-on, in these moments you have to react	19%	21%	4 th	
4. I am worried about myself and my loved ones	16%	16%	3 rd	
5. I am sure I will come out stronger	8%	8%	2 nd	
6. There is too much fear around; the situation will not get that serious	3%	5%	4 th	

People are looking for practical information, wanting advice about the risks, symptoms, proper isolation and best practices.

Prevention

Diagnosis


Behaviours



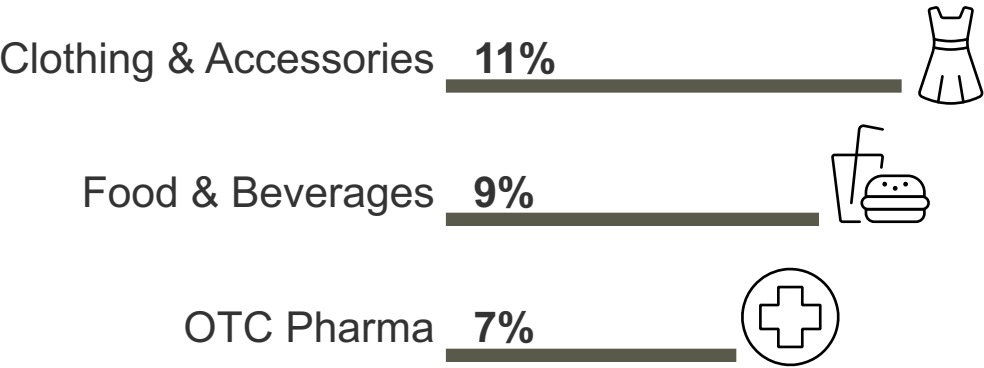


Shopping habits: people are sticking to brands they know, shopping close to home. Still, they are going more and more cashless and expanding online.

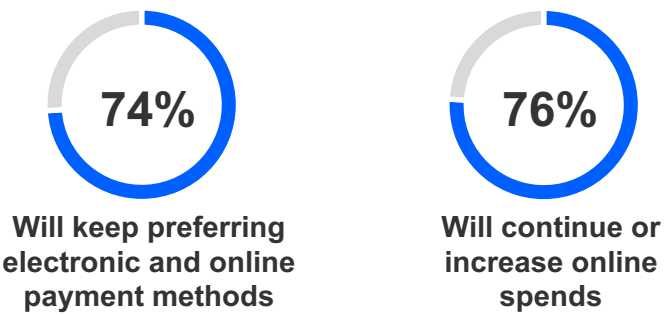
Adapting Shopping habits since the crisis hit

		European average	Rank (out of 6)
Purchasing same brands as always	73%	69%	2 nd
Going cashless for payments	71%	52%	1 st 
Supermarkets close to home	66%	60%	2 nd

1st time online ever this month



Future of online



But the experience is key to drive loyalty

Reasons we shop online:



Good prices

62%



Convenience

39%



To save time

50%

But... 28% don't consider
online shopping as
positive an experience
as in store.

3 important motivators to shop online

Time



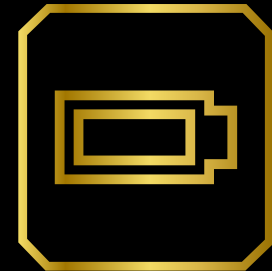
Efficient use of time

Money



Efficient use of money

Energy

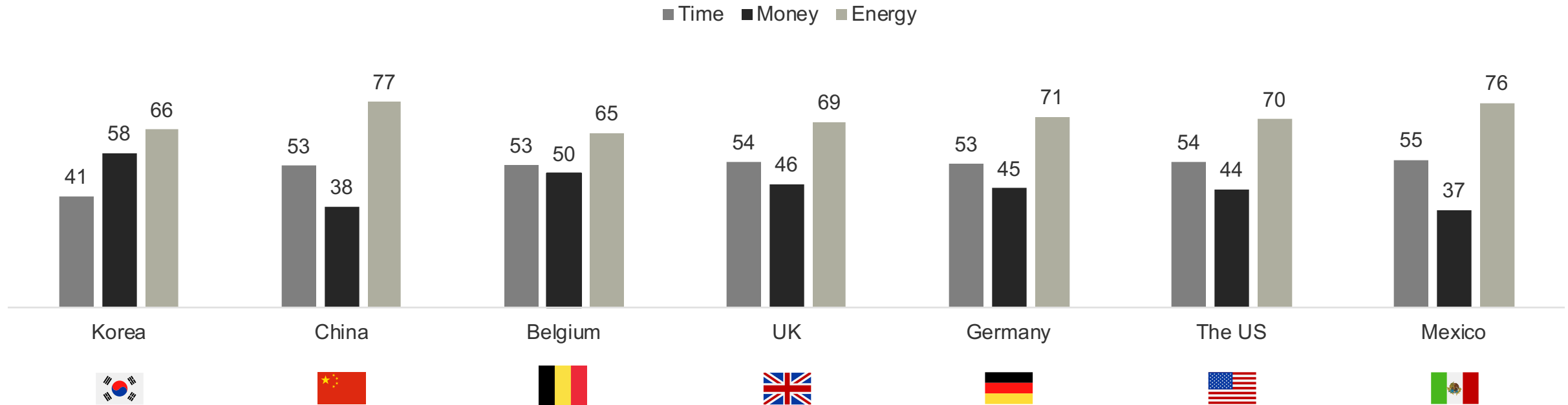


Experience associated with the purchase

'Energy' is now the factor that defines who wins and loses in eCommerce

Low prices and fast delivery have become hygiene factors

Shopper currency importance by country (%)



Businesses leveraging advertising: Belgians don't want brands to stop advertising but it cannot be seen as exploitative or insensitive

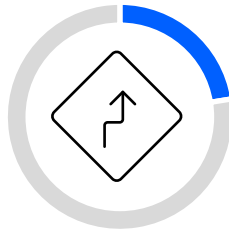


Brands should:



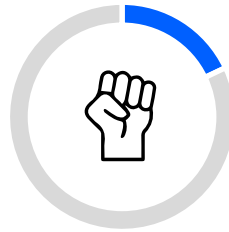
26%

Be practical and realistic and help consumers in their everyday life



20%

Be an example and guide the change

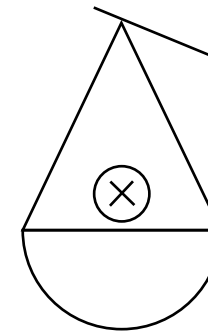


19%

Attack the crisis and demonstrate that it can be fought

Advertising should:

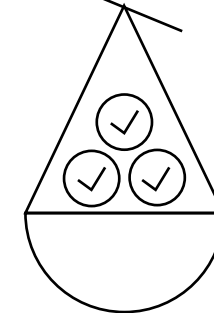
NOT exploit coronavirus to promote a brand
71%



Show how they can be **helpful** in the new everyday life **66%**

Inform about their efforts to face the situation **64%**

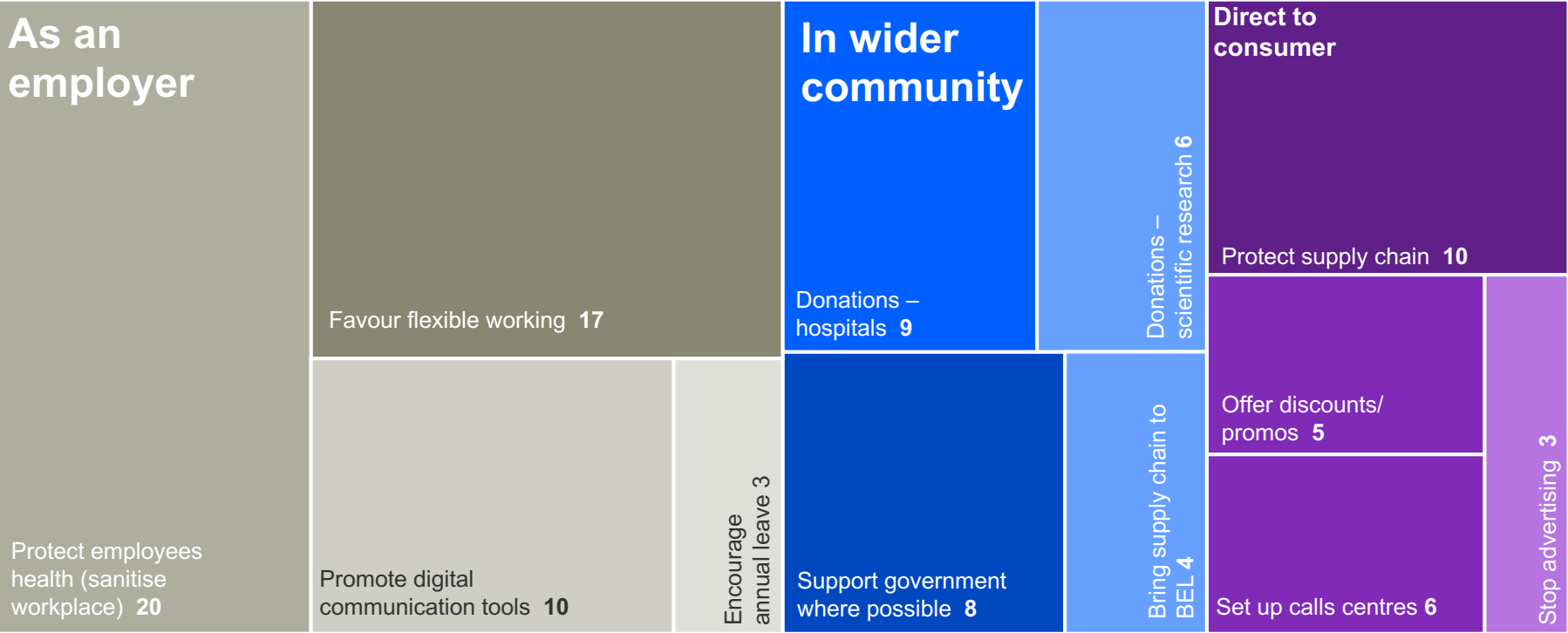
Use a **reassuring** tone **60%**

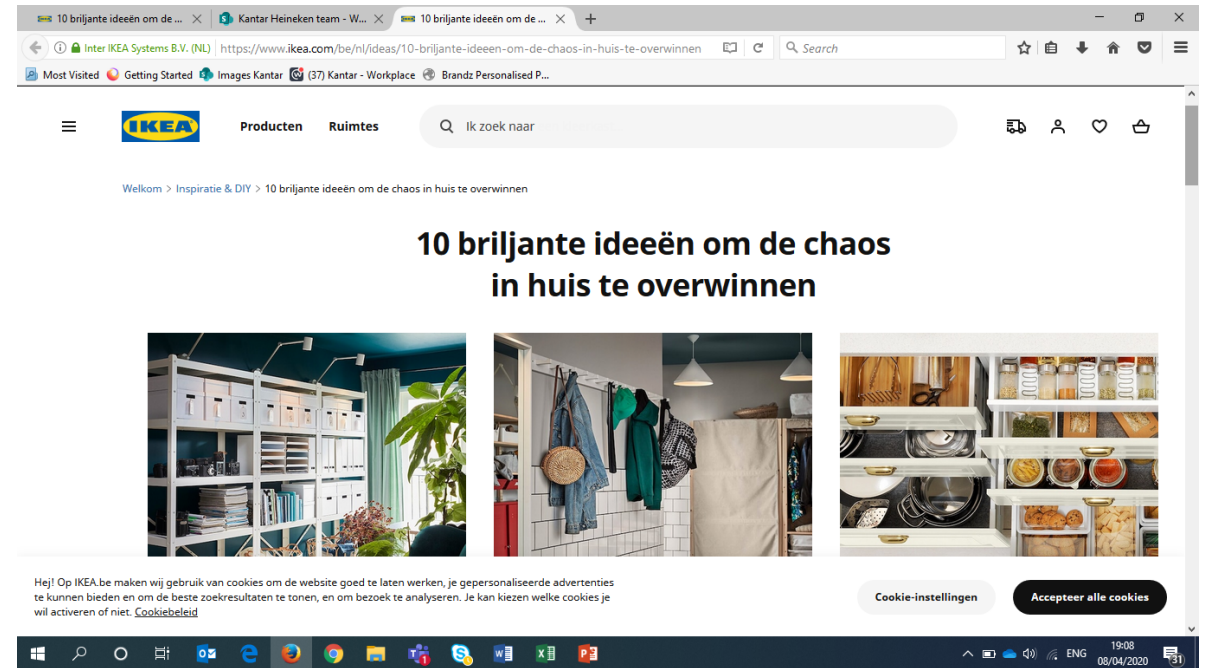




We have high expectations from companies to fulfil their responsibilities as employers and in the wider community

What should companies do in this moment?





KANTAR

Questions?

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