

The consumer and taking advantage of shifts in consumer behaviour

- Putting order to our lives
- Changing consumer behaviour
- Resourcefulness – innovation
- Looking for new opportunities
- Where to next?

Putting order to our lives

Roseann Dunne



Changing Consumer Behaviour

- Buying habits
- Changes in consumer behaviour
- Shift in consumer attitudes
- Supporting local is the new buying Irish
- Resourcefulness emerging
- Reusing, mending

Talk about loyalty! The Wine Buff Limerick

- *Home deliveries*
- *Personal recommendations*
- *Loans glasses free*
- *Involved in the community*
- *Opens to suit clients*

And no, we are not related, I am not receiving ANY commission for this endorsement ..I wish..



Dublin photographer grabs shots of lockdown life behind ground-floor windows





**Resourcefulness –
innovation**

The Hunt Museum from Home



Free Gift

250 ml Hand Sanitiser
with every €80/ £60 purchase on
www.greenangel.com
With Coupon code
'Free Gift'

Free Shipping on all orders of
€50/ £50/ \$50

Valid until April 30 to receive 20% off



StuffUNeed





DON'T
STAND

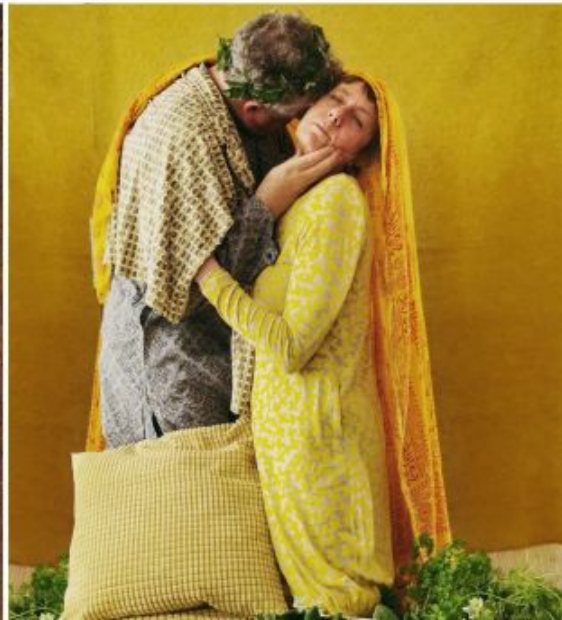
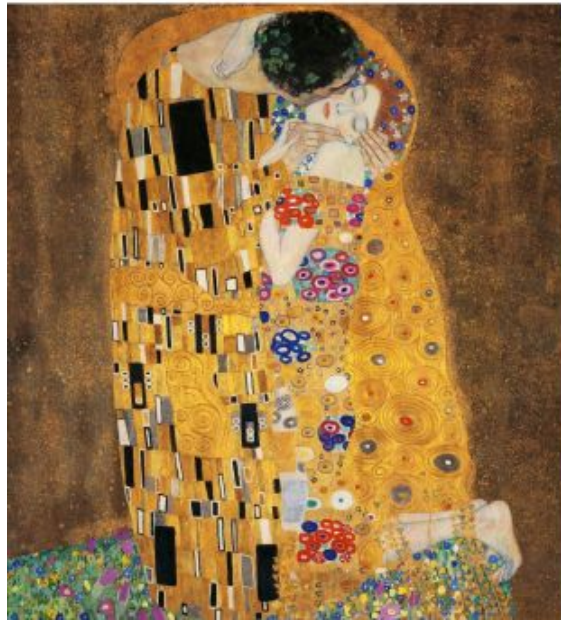
DON'T
STAND
SO

DON'T
STAND
SO CLOSE
TO ME

Emmalene Blake's 'Stay at Home' murals appear on the walls of the Kingswood estate in Tallaght, Dublin, where she lives.

Frontline staff

How an Irish artist's re-creations are going viral
Theatre designer Molly O'Cathain calls in her parents to help restage Klimt, Dalí and more.... *Irish Times the new Banksy*



Looking for
opportunities



A strong desire to return to a simpler way of living

Getting back to nature, trekking, camping, forest, schools

Returning to more tactile & social hobbies –baking, painting, crafts

More face to face with friends & family

Exploring grounding activities – yoga, retreats

Incorporating mindfulness and meditation into our day

More interest in ones own health/well being – increase in probiotics, vitamins

And even! A renewed interest in household cleaning. Rise of Mrs Hinch

Where to next

EY have identified 5 new consumer segments post Covid 19

- Get to normal 31%
 - Cautiously extravagant 25%
 - Stay frugal 22%
 - Keep cutting 13%
 - Back with a bang 9%
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O'Toole Packaging Limerick

Overcoming obstacles



Thank you