

THE NEAR FUTURE POST-COVID-19 TREND SOCIOECONOMIC SCENARIO IN EUROPE FOCUSED ON CONSUMER GOODS

2nd INTERREGIONAL THEMATIC SEMINAR
HOW TO ACCESS TO NEW MARKETS AND TARGETS

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Abay Analistas

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POST COVID-19 ECONOMIC TREND SCENARIO IN EUROPE

ENVIRONMENTAL, ECONOMIC AND SOCIAL CHALLENGES

- Global **environmental challenges**: climate change; biodiversity loss; water and air pollution and waste; ocean degradation and inefficient use of resources.
- Exhaustion of the impact of trade liberalization (**lower growth**, more precarious employment, greater social inequality)
- Curb and combat growing **social inequality**
- Recover and restructure economies after the **impact of COVID-19**



FACTORS FOR CHANGE

- **Technological change (digitalization) (+++)**
- Increase in innovation (++)
- Energy transition (++)
- Globalization (-) Protectionism (+)
- **Change in social values and habits (++)**
- Uncertainty about the evolution of the pandemic and / or the appearance of new health crises



MEDIUM AND LONG-TERM ECONOMIC EFFECTS

- Fall in economic growth worldwide
- Rise in unemployment and fall in **household income**
- Increase in total factor productivity
- Diversification of supply chains in multiple sectors. Relocation of companies by reshoring (return to the origin country) or nearshoring (closer geographical location to customers).
- Greater prominence of the public sector in the economies.
- Industrial programs aimed at promoting European industry (EU)

SECTORAL IMPACTS (asymmetric)

Positive impacts

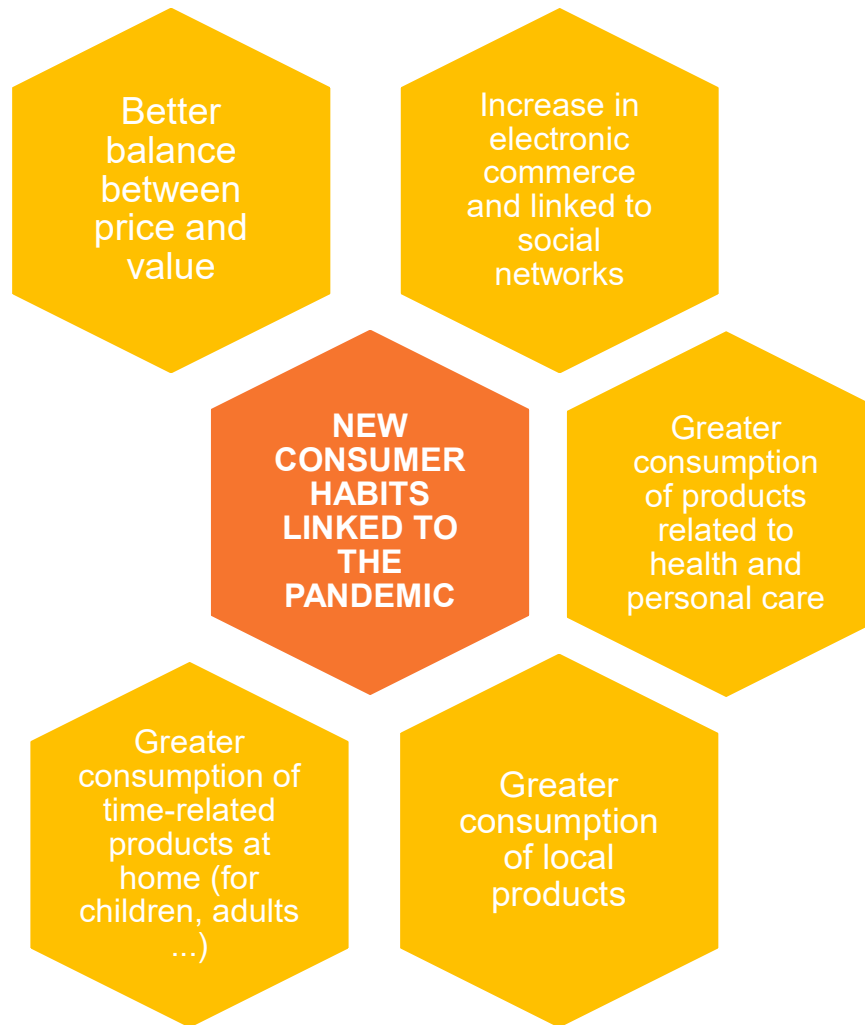
- Health sector acquires a strategic character (health, medical research, pharmaceutical, biotechnology);
- Activities related to digitalization
- Activities related to the energy transition (renewable energy, smart mobility and waste management)
- Water, sanitation and waste.
- Digital education
- R+D+i

Negative impacts

- Collective consumption sectors (culture, entertainment,)
- **Tourism (travel, hotels and restaurants)**

POST COVID-19 SCENARIO. CONSUMER GOODS SECTOR

EXPECTED CHANGES IN THE DEMAND FOR CONSUMER GOODS



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EXPECTED CHANGES IN THE DEMAND FOR CONSUMER GOODS

ALTERNATIVES THAT INCREASE THE QUALITY AND DURABILITY OF PRODUCTS

- Co-creation,
- Customization,
- Clothing rental,
- ...

IMPROVE LISTENING TO CUSTOMERS TO BETTER SATISFY THEIR DEMANDS

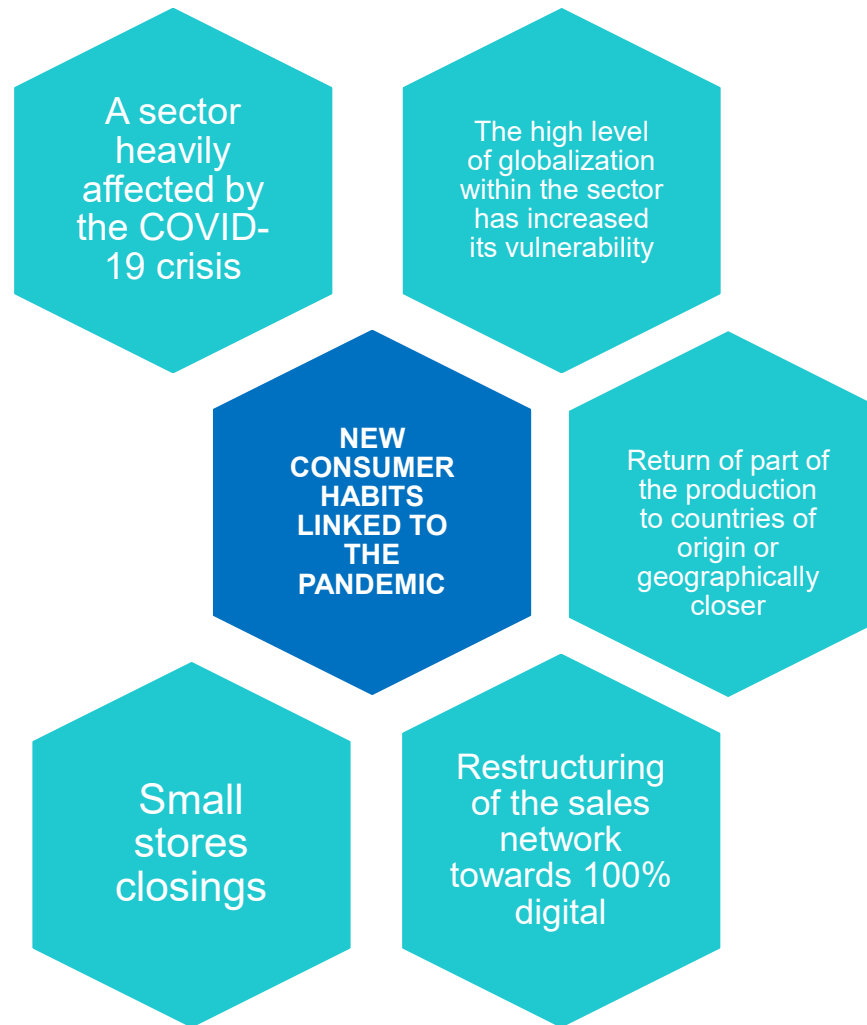
- New marketing strategies oriented not to:
"I am going to sell you" but to
"I am going to listen and understand you"
- Product innovation to better serve consumer preferences

DIVERGENCE IN RELATION TO RESPONSIBLE AND SELECTIVE CONSUMPTION

- More responsible and selective consumption that:
 - reduces overproduction;
 - puts the focus on people;
- Return to mass consumption of clothing due to loss of household income and the price war

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EXPECTED CHANGES IN THE SUPPLY OF CONSUMER GOODS



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KEY POINTS FOR CRAFTS IN THE POST COVID SCENARIO

