May 28, 2020

Covid-19 Weekly Consumer Insights

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MEET THE ANALYSTS BEHIND THIS REPORT

Ask the Analysts: Covid-19 Insights Virtual Roundtable

Friday May 29 | 3pm BST, 10am EDT

Join us for our free virtual roundtable this Friday and get your questions about the report answered live by our experts.

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Want access to our survey data?

We’ll provide you with a login to our Qriously survey platform, giving you hands-on access to all questions and answers from each wave of our Covid-19 survey.

You can filter by week, age, gender or country (we’re live in 8 markets).

Just drop us an email at info@brandwatch.com.
Our Goal

As the Covid-19 pandemic continues to evolve, there are many sources for news, statistics and health guidance. Brandwatch is in a unique position to provide data and insights about the impact on the hearts, minds and daily lives of consumers around the world. We’re leveraging our best-in-class technology and people to deliver weekly reporting that looks at both online discussion and survey responses.

These reports can be customized to focus on your specific industries, categories, brands, sectors, and more. Book a meeting with our specialists.
What We Analyzed

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes 1,000 interviews per country in field between May 18 and May 24 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~30 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 18 and May 24. News has been excluded to better isolate consumer opinion but media engagement metrics have been included. Content is analyzed holistically and by market, topics, and sectors.
Some Of The Questions We'll Address...

- What are consumer perceptions of and reactions to Covid-19 over time?
- How has the virus impacted daily life and the way we work, learn, parent and socialize?
- What is the impact on mental health?
- What are concerns about financial futures collectively and personally?
- What is the short- and long-term impact of the pandemic on plans, events and purchases?
- What are reactions to how businesses have/have not adapted to the needs of consumers or employees?
Key insights at a glance

Health & mental health
People are talking online about the new symptoms of Covid-19 emerging in different countries. (slide 12)

Many are reacting online to news about the possible connection between cannabis and the prevention and treatment of Covid-19. (slide 13)

Home & family life
There was a drop in survey respondents reporting they are social distancing in the most tracked markets. The exception was China, where people are actively concerned about a second wave. (slide 17)

Garage revamps are surfacing in online discussion. While many are talking about decluttering, others are creatively repurposing into gyms or workspaces. (slide 20)

Work life
Unemployment rates continue to dominate work discussion across markets. Many people voice frustration about lack of access to unemployment benefits. (slide 23)

Government
People are posting about the mixed messages coming from government leaders.

Many are frustrated with Dominic Cummings breaking lockdown rules and with Donald Trump for not wearing a mask during his visit to Ford Motor plant. For many, these events are sparking discussion about the need for government to follow the rules they help to create. (slide 25)
Key insights at a glance

**Pharma & healthcare**
People are reacting to the CDC announcement that coronavirus does not spread easily on surfaces. Some are discussing what information is credible given that guidelines are often changing. (slide 30)

Hydroxychloroquine is resurfacing in discussion after Trump indicated he was taking the drug as a preventative measure. (slide 29)

**CPG**
After dying their hair in quarantine, many are now seeking **products to repair hair health**. Millennial women especially are sharing photos highlighting a ‘less is more’ approach to makeup. (slide 34)

As summer approaches, more consumers are opting for low carb alcoholic beverages and plant-based meat alternatives. (slide 36)

**Media & entertainment**
Gamers say they are dusting off old consoles like Sega Genesis or Nintendo Game Boy. People are saying playing these games brings back positive childhood memories. (slide 40)

**Retail**
Consumers posting online are excited about buying masks from fashion retailers. Some are saying branded masks are quickly becoming the next hot fashion trend. (slide 45)

As nearly one-third of survey respondents across tracked markets say shopping safely is a challenge, photo and video sharing online continues to showcase crowded retail spaces where shoppers feel at risk. (slide 46)
Key insights at a glance

**Technology**
Permanent work from home policies from companies such as Twitter, Square, Facebook and Shopify are driving positive online discussion. (slide 52)

noting People are excited about news of the world’s fastest internet speed, that lockdown life would be easier with faster broadband. (slide 51)

**Financial services**
After learning that unemployment often pays more than what workers would earn on the job, many are talking about living wages. (slide 56)

People are sharing news about restaurants, retailers, tourist attractions, and transportation companies accepting only contactless payments. Many are talking about a cashless society as the new normal. (slide 57)

**Travel & hospitality**
People are talking about coverage of a Memorial Day party at an Ozarks, Missouri pool bar. Images and videos from the event have gone viral, prompting outrage. (slide 60)

Uncertainty about air travel continues. Seventeen percent of survey respondents said they would not travel domestically or internationally once the pandemic ends. (slide 62)
People are searching for information about new Covid-19 symptoms.
Searches for information about new Covid-19 symptoms increased 800% last week. People are talking about new symptoms such as diarrhea, vomiting, abdominal pain and swelling of the skin. News of a possible mutation of the virus in China with delayed symptoms also triggered discussion.

Some people are asking how to differentiate allergy symptoms from Covid-19 symptoms.
People are posting about using cannabis to fight Covid-19, citing its anti-inflammatory, anti-anxiety and anti-viral properties (21K posts). Some recommend using marijuana to treat anxiety triggered by the pandemic.

A New York Post article, Scientists Believe Cannabis Could Help Prevent, Treat Coronavirus, has generated 2.3M social engagements to date.
Parents are posting online about **concerns for children's safety in schools and childcare centers**.
People are **negatively responding** to reports of 70 new coronavirus cases in France as a result of partially reopening schools. Some are saying that the question should not be when but how in terms of implementing protective protocol.

Parents are voicing online that they **refuse to let their children become an experiment** as the risks are too high. More parents in the US are saying **homeschooling remains the safest and best option** (90k posts).
Childcare surfaced as an emerging theme in online discussion this week (2k posts).

People are engaging online with reports that many childcare centers may not reopen post-pandemic. Parents are worried about securing childcare as they get back to work and advocating for government support for these centers.

As with schools, some parents are questioning the protective measures in place for childcare centers, and whether these are a viable and safe option for their children.
There is an ongoing decline in social distancing in the majority of markets, according to survey respondents as lock down restrictions ease. The only notable exception is China, where people are actively concerned about a second wave.

Online discussion also notes a lack of physical distancing as people start to venture out in public again. For this reason, many are saying they’re afraid to leave their homes. Some are speculating that everyone will soon be back in lockdown as a result.
Despite discussion highlighting crowded public spaces, there is an increase in positive discussion about social distancing this week.

People are sharing videos and photos of circles created in New York City parks, saying they are pleased to see “inventive methods” that encourage the safe use of outdoor spaces. Google searches for “New York park circles” increased by 2,350% in the last week. Many are advocating for the same to be applied in the cities where they live.
As lockdown restrictions ease, people are discussing **BBQs on patios or in backyards** (11k posts). Many are posting **recipes** while some are getting BBQ meal kits available from local stores and restaurants.

People are enjoying BBQ gatherings with **friends, family, and sometimes neighbors during the weekends, or to mark special occasions** such as birthdays or anniversaries.

In alignment with the social data, there was a **decrease in survey respondents across tracked markets saying they are avoiding seeing close relatives**. The largest drops week-on-week were in continental Europe, with China a notable exception.
Garage revamps are surfacing online as lockdown continues in many places (2.6k posts).

While many are talking about reorganizing and decluttering their garages, others are creatively repurposing them into work spaces, dining areas, gyms, indoor pools, or even ice rinks. People are proudly showing off their garage makeover DIY project photos online.
Unemployment rates continue to dominate discussion across markets.
People are continuing to discuss "depression-level unemployment" worldwide.

News that The Atlantic newsroom laid off 20% of its workforce is driving discussion and engagement. People online are upset that these jobs are being eliminated as journalists are needed now more than ever. Meanwhile, small businesses and start-ups are advertising job opportunities for newly laid off journalists via Twitter.
Unemployment benefits form a controversial topic this week (30k posts). People are expressing frustration online about limitations in benefits, as well as complaining applications were turned down.

Meanwhile, retail workers are voicing that it’s unfair they are earning less than people receiving unemployment. Many are questioning how this makes sense, and why anyone with these benefits would go back to work.
Online discussion reflects mixed messages about safety guidelines conveyed by government leaders.
Some people are posting about government leaders ignoring their own safety guidelines, saying that the rules should apply to everyone.

Brits are frustrated with Dominic Cummings, a senior advisor to the British Prime Minister, who broke lockdown rules by traveling hundreds of miles from his home. Many are calling for Cummings to be fired or to step down from his position.

President Trump's choice to forgo wearing a mask when visiting a Ford Motor plant in Michigan also sparked controversy.
Survey respondents in the US and Germany are more likely to say they think quarantine measures are excessive or very excessive than the average across markets.

Germans are expressing mixed reactions online to the upcoming end to mandatory safety restrictions, such as wearing masks. Some post that it’s still too soon while others say that the curve has been flattened and restrictions should be lifted.
The development of a Covid-19 vaccine is driving discussion, as is the use of hydroxychloroquine as a preventative treatment.
People online are talking about a COVID-19 vaccine, sharing links to coverage about promising trial results by Moderna Therapeutics, and updates on vaccine development efforts in China, the UK and elsewhere (324K posts). Google searches for “How long does it take to make a vaccine?” increased 500% in the US this week.

Some are expressing concern that a fast-tracked vaccine with rushed testing could have potential risks. Others question whether pharmaceutical companies will even be able to create a vaccine.
Hydroxychloroquine is resurfacing in social discussion due to people talking about Trump’s statement that he is taking the drug as a preventative measure. Many call his decision to take the drug dangerous, citing health professionals who warn of harmful and possibly fatal side effects. Others are sharing research that suggests the drug is effective for treating Covid-19.
People are engaging online with news that the CDC announced coronavirus does not spread easily on surfaces (+5M social engagements to date). Some are asking what the finding means for reopening businesses such as gyms. Others express frustration with the changing guidelines on how Covid-19 spreads and the protective measures needed.
Many are sharing news that **some California doctors are calling for an end to lockdown because they are seeing suicide deaths outnumber Covid-19 deaths (+776K social engagements to date)**.

Many are sharing articles without adding comments. Some say mental health and domestic violence concerns are more important than the threat of Covid-19.
Consumers are **discussing healthier choices** for food and beverages and personal care as summer approaches.
While a minority online discuss saving money doing their own nails at home, many women are saying they’re ready to get their nails done professionally. Google searches for “nail salon open near me” have increased 90% in the last week.

In skincare, **millennial women** are sharing photos highlighting their **natural glow** and **healthy skin without makeup**. Because they have adjusted to using less makeup in lockdown, they’re saying their skin is looking **better than ever**. This poses an opportunity for brands to emphasize natural personal care products, aligning with this ‘less is more’ approach to makeup.
People continue to share about having their hair trimmed or styled at home (38% of posts). Most share they are happy with the results and are recommending it as a fun experience others should try.

Pink and orange hair dye are on trend thanks to celebrities like Lady Gaga and Dua Lipa. After dying their hair in quarantine, many are now seeking products to repair hair health such as hair serums and masks. Olaplex is the most mentioned brand.
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As summer approaches, those who drink alcohol are talking about healthier beverage options (50k posts). Low-carb beers such as Michelob Ultra Light and Good Behavior IPA are generating discussion. Social insights indicate there is opportunity for alcohol brands to position natural and low-calorie choices.

People are posting on social about enjoying more cocktails during the weekends, and often share recipes and reviews online. Millennials say they love mixing liquor and homemade juices such as watermelon or lime. Bacardi’s launch this week of ready-to-drink rum cocktails is generating excitement among consumers.
Due to recent meat shortages, consumers are discussing plant-based diets and alternatives (1.9k posts). Some say plant-based diets will end animal exploitation, which is reportedly perceived by many to be the root cause of this pandemic.

Many are saying they feel healthier and happier as a result of shifting to plant-based eating, with some also mentioning stronger immune health. Videos featuring plant-based recipes are resonating on YouTube, presenting a prime opportunity for food brands to engage with consumers.
Retro gaming options are becoming a popular choice to entertain families at home.
Retro gaming is making a comeback, judging by online conversation this week (~2k posts).

Gamers are dusting off old consoles like Sega Genesis or Nintendo Game Boy. The Sonic Series, Pacman Adventures, and Pokémon are mentioned most often. People are saying playing these games brings back positive childhood memories. Media and entertainment brands that tap into nostalgia will connect with consumers, especially parents sharing experiences with their children.
People are talking online about **Spotify signing a multiyear licensing agreement with Joe Rogan** for his podcast. Most are amazed by the $100m deal value, stating their expectations for great content from the collaboration are high. Many are saying the announcement makes them want to start their own podcast.

The most shared podcast genres include politics, religion, music, business, health, and sports. Listeners are primarily recommending podcasts that help them learn and/or keep them entertained.
Drive-in movies remain popular in online discussion this week. Google searches for “drive in movies near me” increased 400% this week.

Following discussion about drive-in concerts last week, people are engaging with news featuring drive-in festivals this week. Most are expressing excitement saying this will become the next hot trend post-pandemic. Others remain skeptical about safety and say they will not be participating.

While people are open to innovation in entertainment experiences, they’re seeking both connection and safety. Events that can unick and meet these needs simultaneously will remain relevant.
Conversation about masks increased this week, driven by people discussing masks as a fashion accessory.
People are saying they intend to purchase child and adult masks from fashion retailers. Consumers are saying they’re willing to buy the masks from brands they already buy from, provided they’re safe.

Some are saying branded masks are quickly becoming the next hot fashion trend, presenting an immediate opportunity for retailers.
As nearly one-third (31%) of survey respondents across tracked markets say shopping safely is a challenge, photo and video sharing online continues to showcase crowded retail spaces where shoppers feel at risk.

A video of a Costco employee confronting a customer without a mask went viral with 7.5k retweets. The hashtag #covididiots is emerging to describe rule-breaking customers.

People are advocating for safe reopening measures like control pedals in elevators or lane cleaning after each customer transaction. Shoppers are insisting on the need to “feel safe” both for themselves and retail workers, otherwise they’re choosing to stay at home and shop online.
Many people online are sharing coverage about retailers closing locations due to Covid-19. The most mentioned brands are Pier 1 Imports, Victoria's Secret, and Office Depot.

While some are saddened by the news, many others are looking for discounts and opportunities for “last chance” orders.

The data indicates that bargain shopping is increasing in popularity, and that now more than ever, people are looking for and taking advantage of sales and deals online.
People are talking about e-commerce innovations this week (4.2k posts), driven by the Shops collaboration from Facebook/Shopify.

Most people are positive about the news, suggesting the platform has the potential to save small businesses during the pandemic. Some are sharing tutorials about how sellers can leverage the upgrade for their companies.

Nearly half (46%) of US survey respondents say they’re having difficulty buying items they normally would buy (vs. a 27% average across markets). Consumers are seeking smooth online shopping experiences, and expectations are high. Retail experiences prioritizing availability, customer service, and seamless delivery will resonate with consumers.
News of record-breaking internet speeds is generating social discussion.
People are sharing news that **Australia recorded the world’s fastest internet speed** (+200k social engagements to date). People are talking about how this speed could enable 1,000 HD movie downloads in a single second.

Many say that internet speeds this fast would make life a lot less frustrating **during lockdown**. Nearly 1-in-5 survey respondents across markets say that poor internet connection is one of their biggest lockdown challenges this week.
Following the lead of companies such as Twitter and Square, remote working announcements from Facebook, Shopify and others are driving discussion (19k posts). People are wondering which companies will be next.

#homeoffice is trending in Germany. People are planning upgrades and improvements given home work spaces may become a more permanent need.

Facebook’s announcement about wage adjustments based on location is generating controversy. Many are saying the policy is a way to cut employee salaries in some areas for the same amount of work.
Stories about using robots to combat Covid-19 continue to prompt discussion in social channels. News that Rwanda is leveraging robots to facilitate mass temperature screenings has drawn 132k social engagements to date.

Although many are favorably responding to the use of technology to enforce health safety measures, some criticize the use of such devices, saying they take the humanity and care out of healthcare.
Sector Technology

Trending themes (excluding news)

Volume per language over time

Languages
- English
- French
- Italian
- Chinese
- Spanish
- German

Emerging organizations in discussion

Apple
B
Alibaba

Senate
Disney
Nvidia

Microsoft
YouTube
Disney
US unemployment benefits discussion is prompting an online debate about a living wage.
The relaxation of lockdown restrictions is prompting discussion about how some Americans will earn less money returning to their jobs than they currently make on unemployment. As a result, many are calling for an increase in the minimum wage.

Statements by Treasury Secretary Steven Mnuchin, about unemployment benefits ending for employees who reject offers to return to work, promoted high social engagement (+1M to date).
Many are posting about the need for a cashless society, speculating that Covid-19 is speeding adoption of technologies.

People are sharing information about restaurants, retailers, tourist attractions and other businesses that are now only accepting contactless payments. Some consumers say that using contactless payment for purchases and tipping makes them feel safe.
Reports of a packed **Memorial Day party at an Ozarks, Missouri pool bar** has generated more than 1M social engagements to date.
Images of a crowded lakeside pool bar in the Ozarks, Missouri sparked heated and sarcastic commentary; many said the attendees were reckless.

Some on social media say that these people did not reflect the actions of most Americans who are still observing social distancing guidelines. Survey results align with that perspective; only 34% of US survey respondents this week said they would feel safe going to a restaurant after lockdown ended.
People online are frustrated with **chain restaurants using a different business name to sell their food on delivery apps.**

Some indicate that they feel deceived by both the restaurant chain and the delivery app, particularly in cases where it appears that the restaurant chain is trying to pass itself off as a local, small business.
Uncertainty about air travel continues. Seventeen percent of survey respondents say they will not travel domestically or internationally once the pandemic ends.

Google searches for “Is flying safe right now” rose 300% this week.

People are talking online about how airlines are enforcing safety measures and suggest precautions be standardized across the industry. Some are wondering about what the protocols are if passengers are coughing or appear sick.

Airlines that provide detailed travel safety information and FAQs with answers to specific safety concerns may help people feel more comfortable with air travel.
Country Data
Australia
Emerging themes in discussion:
- #covid19aus
- fossil fuel
- #covid
- Bill Gates
- Morrison
- #7news
- Trump
- Australia
- 24 hours
- JobKeeper
- Queensland
- gas industry
- Victoria
- #covid
- Trump
- Australia
- #covid19
- #coronavirus
- #auspol
- States
- America
- Sydney
- #9news
- Italy
- United States
- Donald Trump

Emerging organizations in discussion:
- Congress
- COVID C
- ABC News
- Power of Language
- Helping the World
- Fox News
- Senate
- Alphacrucis College
- Congress
- Kansas
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#coronavirus 🌟 #人妻

 Topics
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- 金融
- 谢谢
- 现场
- 豆瓣APP
- 5月20日
- 工作内容
Country | Germany
United Kingdom

United Kingdom volume by sector

United Kingdom volume by topic

Audiences
Emerging themes in discussion

- public health
- #covid-19
- Boris Johnson
- Ferguson
- #coronavirus
- Wales
- Dominic Cummings
- Britain
- Durham
- #stop
- Johnson
- broke lockdown rules
- top aide
- Dominic Cummings
- Brexit
- 😢
- Cummings Boris
- #covid19
- one rule
- London
- daily coronavirus
- Prime Minister
- England
- Scotland
- #mentalhealthawarenessweek

Emerging organizations in discussion

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<td>Local Authorities</td>
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<td>Scientists believe cannabis could help prevent, treat coronavirus</td>
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<td>By Lee Brown - May 21, 2020</td>
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<td>nypost.com</td>
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<td>CDC now says coronavirus 'does not spread easily' via contaminated surfaces</td>
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<td>By Madeline Farber - May 20, 2020</td>
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<td>foxnews.com</td>
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<td>Is It Safe To Go To The Beach? Camp? Eat Out? Here's How To Evaluate The Risks : Shots</td>
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<td>By Allison Aubrey - May 23, 2020</td>
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<td>France reports 70 coronavirus cases in schools after partial reopening</td>
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<td>By Rosie Perper - May 19, 2020</td>
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<td>China lockdown: Fears grow of new outbreak as Chinese region hit with strict quarantine</td>
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<td>By Luke Hawker - May 19, 2020</td>
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<td>express.co.uk</td>
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Trending Questions Asked Online
Questions around life after Covid were prevalent this week.

Future
- What comes after Covid-19?
- Will the coronavirus pandemic reshape mobility and transportation?
- When will Covid-19 be gone?
- Will the coronavirus be forever? Has it permanently changed the world?
- How do you think Covid-19 will permanently change industries?
- Will Social Distancing Be Permanent?
- How will corporate travel be fundamentally changed after Covid-19 passes over?

Work
- How are you guys networking during Covid-19?
- Is it a valid reason for a company to make someone redundant during Covid-19 pandemic?
- Will Covid-19 cause a job crisis for the Indian Middle Class?
- Pay-Cut during Covid-19 - Is that the wrong attitude?
- For those who have kept their jobs and worked from home during Covid-19, how are your finances?
- How did/is your company handling the Covid-19 situation?
Forum members are asking about the potential of a second wave.

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<th>Second Wave</th>
<th>Mental Health</th>
<th>Media</th>
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<tbody>
<tr>
<td>What should we be doing to prepare for a 2nd wave of Covid-19?</td>
<td>Feeling mentally drained due to coronavirus - Am I just too much in my own head?</td>
<td>In the early months of the Covid-19 pandemic, why did the media keep telling us that wearing a mask was not effective?</td>
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<td>Are we in the second wave of Covid-19 yet?</td>
<td>Little indulgences in the age of Covid-19 - What little things help you get through the day?</td>
<td>What would be the biggest stories in the news right now if the headlines weren't being dominated by Covid-19?</td>
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<td>What are the odds of a second wave of coronavirus happening?</td>
<td>Have you become &quot;obsessed&quot; with anything since the coronavirus, stay in place, and lockdowns have taken place?</td>
<td>For those of you who live outside of the United States, how is America being portrayed in news/media regarding politics and Covid-19?</td>
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Ask the Analysts: Covid-19 Insights Virtual Roundtable
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Have you got questions about this report? Join our virtual roundtable this Friday to meet the expert analysts behind this weekly report.

Register Now.
Now You Know

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