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 you with 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 sectors, categories, brands, markets and more. Reach out to info@brandwatch.com to discuss options.
What We Analyzed

8,000 survey responses and ~98M social posts from the 10-day analysis period in 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages (English, Simplified Chinese, Italian, Spanish, French, and German). News has been excluded to better isolate consumer opinion but media engagement metrics have been included.

Content was analyzed holistically and by market, topics, and sectors (CPG, Healthcare/Pharma, Retail, Travel/Hospitality, Media/Entertainment, Financial Services, Tech).
What We Analyzed

Survey data in week two includes 1,000 completed interviews per country, in field between March 24–29 using programmatic sampling via mobile phones.

Social data for this report includes Twitter, Reddit, forums, social networking sites, blogs, review sites and more that appeared between March 20–29.
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**
Concern and anger about working conditions and safety of healthcare professionals was evident (20% of total health conversation). (Slide 11)

More than 1-in-3 survey respondents across tracked markets expect to do more home workouts in the coming month. (Slide 12)

Nearly 1-in-4 respondents across tracked markets indicate they have been eating more. (Slide 13)

**MENTAL HEALTH**
Anxiety about coronavirus was high; feeling anxious was cited by more than one-third of survey respondents from across tracked markets. (Slide 16)
Fear and sadness were the dominant emotions expressed online (evident in more than 70% of mental health conversations). (Slide 15)

More than 40% of respondents across tracked markets reported feeling concerned about their families’ education. (Slide 17)

**HOME LIFE**
Self-isolation/social distancing dominated discussion (66% of posts about home life). There was a general attitude shift from complaining about self-isolation toward settling into it. (Slide 21)

Survey respondents across markets said that their biggest challenge was to keep motivated or entertained during self-isolation. (Slide 22)

**WORK LIFE**
Across tracked markets, approximately one-third of survey respondents express concern about losing their job or having reduced work hours. (Slide 32)

Working from home was the most prevalent topic (66% of posts). Parents, especially moms with young children, faced difficulty focusing on work. (Slide 33)
KEY INSIGHTS AT-A-GLANCE

FAMILY LIFE
Concerns for children and seniors continues to drive conversation; people expressed sadness as their most prominent emotion. (Slide 30)
One-in-three family life posts relate to children, with people often sharing tips on taking care of kids. Topics included study, play, and nutrition. (Slides 27-28)

PHARMA/HEALTHCARE
Conversation about shortages of ventilators, masks, gloves, surgical gowns, and other PPE comprised 40% of total conversation. Consumers praised companies that shifted to manufacture PPE even though it was outside of their usual product realm. (Slides 50-51)
Plans to expand the capacity of NHS hospitals drove nearly 20% of UK healthcare conversation. (Slide 50)

CPG
CPG conversations declined, driven by a decrease in posts around panic buying and hoarding. Companies stepping up to donate generated engagement, gratitude, and advocacy. (Slide 39)
Stocking up on alcohol, particularly beer and wine, was a popular discussion point (Slide 40)

RETAIL
People increasingly turned to online shopping (14% of retail conversations) in quarantine. (Slide 62)
When it came to online shopping or delivery, many senior citizens were not tech-savvy enough to complete orders. (Slide 63)
A key emerging topic was how to safely shop amid the outbreak. (Slide 65)
KEY INSIGHTS AT-A-GLANCE

MEDIA & ENTERTAINMENT
Male survey respondents across tracked markets said they expect to play more video games in the coming month, while women said they expect to read more. (Slide 57)

People watched topical content on Netflix to learn about pandemics and created “quarantine playlists” for background noise at home. (Slides 55-56)

Free virtual services (4% of sector conversations) such as digital libraries continue to draw attention. (Slide 58)

TRAVEL & HOSPITALITY
As restaurants and bars were closed, conversation shifted to focus on how people could support small businesses by buying gift cards, contributing to employee funds and ordering food to go. (Slide 74)

Nearly one-third of all US survey responses indicate they have been avoiding ordering takeout due to concern with food prep safety and spread of the virus. (Slide 75)

FINANCIAL SERVICES
People praised financial institutions that offered much-needed support in the form of grace periods and deferments for those suffering as a result of Covid-19. (Slides 44-45)

Across tracked markets, 33% of survey respondents say they are worried about losing their investments. (Slide 36)

TECHNOLOGY
People relied on cell phones to stay connected, entertained and informed, making them a notable part of their daily “quarantine routine.” (Slides 68-69)

Many discussed how leaders in the tech industry were working to solve pandemic challenges. (Slide 70)
Concern and anger about safety and working conditions of healthcare professionals dominate health discussion.

Home workouts were popular among those looking to maintain a healthy routine during lockdown.
People are worried and upset about the safety of healthcare professionals and the future of the medical field.

Healthcare working conditions was a key topic of online discussion this week (20% of health conversation).

Many were appalled by news about the death of an NYC nurse who had to wear a trash bag because of the lack of personal protective equipment (PPE). The story was covered by national and local news outlets.

People not only feared that healthcare professionals would get infected, but also worried that current and future workers might reconsider working in healthcare because of pandemic danger and lack of government support.
Diet and exercise conversation has steadily increased.

People are looking for new ways to exercise that do not require the gym as part of adjusting to their new life at home.

As lockdown measures take hold across the globe, 35% of survey respondents across tracked markets say they expect to spend more time working out or exercising at home.

Notably, 43% of Spaniards say they expect to do more home workouts or exercises.

Nearly 30% of Germans say they expect to play more physical games, such as table tennis or board games.
With food supplies fluctuating and people spending more time at home, there have been changes in global eating habits.

**Nearly 1-in-4 survey respondents across tracked markets indicate they are eating more.** The trend was more pronounced in Italy, largely driven by the country’s younger generation; half of 18–35 year olds indicate they are eating more. Women in Italy also report eating more (42%).

Survey respondents across markets said they are eating at different times as a result of the outbreak (~24%); more than one-quarter of UK respondents indicated their routines have shifted.
Fear and sadness were the strongest emotions evident within mental health conversation.

People are staying connected to family and friends to combat loneliness.
Fear and sadness were the most frequently expressed emotions, driven by uncertainty about how long the coronavirus pandemic and social distancing measures will last.

@schaper_millie (Millie Schaper) • @schaper_millie
I don't like people that much and I don't go out much anyway but even the thought of having to stay isolated till June gives me anxiety and stress😢
Anxiety about coronavirus was high; feeling anxious was cited by more than one-third of survey respondents across tracked markets.

The UK in particular reported feeling anxious (49% of overall respondents and 55% of women).
Survey Question: Are you concerned about the impact on your/family's education?

One potential cause of anxiety is **concern around education**.

With schools and universities across the globe closing, it is no surprise that survey respondents are concerned about their own or their families’ education.

In China, **57% of those aged 55+ indicate a concern about schooling.**
Reaction to the US government’s response to the epidemic varies by age. Half of US survey respondents aged 55+ think the government has managed the Covid-19 crisis well, compared with 28% of those 18–34.
Lockdown continued to be the most dominant term within discussion about government guidelines/actions. Discussion focused on the duration of the lockdown, with some saying they thought it would be longer than 2–3 weeks.

People praised the New Zealand government’s proactive measures to initiate a month-long lockdown even though there had not been one death reported yet (conversation about the country peaked March 23).
Survey respondents continue to indicate that their **biggest challenge is keeping motivated or entertained during self-isolation**. Women were more likely to struggle (an average 48% across tracked markets vs. 40% of men).
Two-in-three home life conversations revolved around the practice of self-isolation/social distancing.

Discussion trends show a general attitude shift from complaining about it toward settling into this new behavior.

People shared information and research about the effectiveness of social distancing and stressed its importance.
Social distancing and keeping motivated/entertained continued to be the most frequently cited challenge facing survey respondents (~40% across tracked markets).

This is a particular problem for younger respondents; 53% of those 18–34 across tracked markets reported difficulties.

Given the challenge of staying entertained, it is perhaps unsurprising that 18–34 year olds were the most likely to indicate they expect to pursue new hobbies or learn new skills in the coming month (33%).
Two-thirds of all survey respondents across tracked markets say there has been a big impact on daily lives.

Humorous responses to the new normal generated buzz.

A funny video of a man practicing social distancing wearing his “safe zone barrier” at a Melbourne supermarket went viral (~500 retweets).

Photos of shoppers going grocery shopping in “protective outfits” or using a tape measure to maintain distance sparked attention.
Many **cracked jokes and shared fun ways to make light of the situation** while acknowledging the importance of maintaining physical distance.

People shared pictures of their **pets with masks on**, photos after getting **glammed up at home**, or videos of neighbors dancing on **condo balconies together**.
Panic buying discussion (5% of home life conversations) steadily decreased, indicating the trend has started to subside.

People criticized panic buyers, saying it was wasteful as the food would expire. One photo of expired food in a trash can went viral with 4.5K RTs.

Shoppers started to post pictures of fully stocked shelves and called for a stop to panic buying, stating supermarkets will not run out of products.

People continued to advocate for the local, independent, and small businesses most affected by Covid-19, calling on others to buy their products.
Many shared that they are **online shopping** during quarantine (3% of home life conversations).

People discussed buying things **out of boredom** due to too much down time at home. Women were more likely to share about **over-shopping** relative to men.

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@example
_belenamelia (belen) · @_belenamelia
this quarantine is feeding my online shopping addiction
Twitter · 28 Mar 2020 | 15:54
Children were mentioned in 1-in-3 family and friends posts. Access to childcare, working from home with children, and education were most discussed.
Childcare (44% of child-related conversations) dominated discussion. People shared tips on taking care of kids related to study, play, and nutrition.

Parents working from home were most interested in finding ways to balance their children’s needs with their own.

Advocates also stressed the importance of access to safety, protection and education for children (25% of child conversations).
With many countries heading into lockdown, **nearly half of survey respondents** from tracked markets **express concern about the pandemic's impact on their ability to socialize.** In Germany, 60% of respondents expressed concern.

Three-quarters of respondents in France say **they have been avoiding visiting relatives.**
A steady rise in conversations expressing sadness (more than one-third of family/friends posts) was driven by concern for children and seniors as vulnerable populations.

People talked about enjoying this time at home with family, hope for emerging from the outbreak stronger, and reaching out to help one another.

Following NFL star Drew Brees’ $5 million donation to help seniors and kids, people called on the Hollywood elite, rich politicians, and the 1% to step up and make similar donations to at-risk groups in need.

RealMattCouch (Matt Couch 🌐) · @RealMattCouch

Drew Brees just donated $5 million to help Seniors and Kids with meals and food during the Coronavirus Pandemic.. Where's all of the Hollywood Elites at? Where are the Rich Politicians like Pelosi, Sanders, McConnell, and all of the others? Why aren't you all stepping up?
Tips for working from home were widely shared. People joked about video conferencing blunders, like speaking while being muted.

Spanish survey respondents expressed concern about potentially losing their jobs (40%).
Across tracked markets, approximately one-third of survey respondents expressed concern about losing their job or having reduced work hours.
Work life conversations focused on working from home (66%).

People increasingly shared tips and tricks (10% of WFH posts) such as workstation setup and optimization, time management, and how to remotely close sales.

Video conferencing tools triggered high mentions (70K results). Google Hangouts, Skype, and Zoom were highlighted as the most common and effective tools. People joked about common conference call blunders such as “Sorry, I was on mute.”
Some workers found it challenging to have someone else in the household while they tried to work (3% of WFH posts).

Parents, especially moms with young children, faced difficulty focusing on work. Most accepted this was a challenge they had to endure and used social to vent and/or seek support.
Quarantine provided many with time to **reflect** on their financial situation.

A March 21 viral Tweet noted the benefits quarantine can have on expenses (more than 70K retweets).

Many said they were saving money by not eating out and reducing purchases on things like shaving cream and other hygiene items.

Some talked about spending more time (and money) online shopping because they are bored.
Across tracked markets, survey respondents continue to express more concern about the state of the economy (65%) than their own investments (33%).

Italians report that they are worried about the country’s economy. This feeling was most prominent with 35–54 year-olds (80% indicate they feel this way).
Conversation around 401ks increased (25%) driven by people worried about the impact Covid-19 is having on retirement plans.

People were angry about comments made by Texas Lt. Governor Dan Patrick that elderly Americans should put their lives at risk in order to save the US economy.

Many flocked to Twitter to express their solidarity with those at risk, and noted that they would gladly give up their 401k to protect their grandparents.
Conversation about **panic buying decreased**.

**Stocking up on alcohol**, particularly beer and wine, was a popular discussion point.
**CPG conversations declined**, driven by a drop in discussion about panic buying and hoarding.

People remained concerned about **shortages of sanitizer products** for healthcare professionals or those in need (27% of posts).

At the same time, companies stepped up to **donate cleaning supplies** (soap, hand sanitizers, bleach) to hospitals. These included large corporations such as Unilever, Brown Forman, and SpaceX, as well as independent and small businesses. These companies generated **engagement and gratitude** via Twitter.

As online consumers are quick to advocate for vulnerable populations, **companies in a position to donate during the outbreak could earn brand affinity.**
People discussed stocking up on alcohol while isolated (17% of CPG conversations), primarily beer and wine.

To many, having a beer or a glass of wine was a way to cope with the Covid-19 “madness.” People discussed drinking alone (or with someone in the household) in place of gatherings. Some were having virtual happy hours.

Across markets, 12% of survey respondents said they have been drinking more alcohol. In the UK, this rose to 17% of respondents.

Some even engaged in drinking games, like online beer pong popularized by celebrities like Post Malone and Machine Gun Kelly.

Many followed up with their favorite stores to check whether they were open, emphasizing the need for beer delivery.

Fast and easy alcohol delivery presents as an unmet need that could potentially skyrocket during quarantine.
Personal care and at-home beauty were often discussed (13K+ posts).

Consumers discussed at-home hair dying (especially bleaching), practicing makeup, and manicures/pedicures to pass the time as well as to maintain normalcy in lockdown.

Being unable to see stylists made hair care and maintenance a pressing concern for both genders, with many jokes and memes poking fun at what they will look like post quarantine.
People praised financial institutions that offered much-needed support in the form of grace periods and deferments for those suffering as a result of Covid-19.
Specific financial institutions that offered relief to struggling customers were praised on social media.

Those late to the game or not stepping forward to offer grace periods, deferments or other options were called out publicly.

UK financial services conversation focused on support and relief (8%), commending those providing it and sharing advice for those in need.
Discussion about the US stimulus bill was mixed. Many were upset about the inclusion of a tax-cut provision for real estate owners.

In general, citizens were critical of corporate bailouts being handed to banks and large organizations, citing patterns of executive bonuses and stock-buybacks in recent years instead of support of their workforces (22% of bailout mentions).
Shortages of personal protective equipment (PPE) dominated healthcare conversation.
Shortages of PPE, medicine and hospital beds drove much of the healthcare conversation.

Dramatic shortfalls in supplies of ventilators, masks, gloves, surgical gowns, and other personal protection equipment generated 40% of total conversation. Consumers were outraged that healthcare workers were being asked to risk their lives without proper PPE.

Plans to expand the capacity of NHS hospitals was a major conversation driver in the UK (18%). Consumers were impressed by the scale and speed of production and some were hopeful that more hospitals would prevent deaths.

Social media users across channels shared news stories and videos about the Clap for Carers initiative in the UK (560K+ engagement).
Consumers praised companies that stepped up to produce PPE.


Companies producing ventilators were more heavily scrutinized than the clothing companies making masks.

Dyson, Tesla, Medtronic, and GM were alternatively praised and criticized for their ventilator production efforts.
Trending Themes (Excluding News)

Global Topics

Languages Over Time

Topics
- coronavirus patients
- New York
- health care workers
- year old
- doctors and nurses
- stay home
- personal protective equipment
- coronavirus cases
- coronavirus pandemic
- United States

Categories
- Healthcare: 50%
- Healthcare providers: 24%
- Government/agencies: 5%
- Politicians: 4%
- Travel/Hospitality: 1%
- Seniors: 1%
- Retail: 1%
- Millennials: 1%
- Moms: 1%
- Other: 2%
TheRickWilson (Rick Wilson)

03:18 | Sun, 22nd Mar 2020

Not one iota of this energy helps get a single American tested, pays one American who needs one in a hospital bed, gets one more kid meals at school. This is for trump's interview, domestic policy at war.

United States of America

@TheRickWilsonAmerica

FOLLOWERS: 761.4k
FOLLOWING: 5.7k
POSTS: 315.2k
GENDER: male
People turned to virtual museum tours, movie marathons, and ‘quarantine playlists’ for their entertainment.
As more and more people stayed home, conversations about home entertainment options increased. Many shared favorite viewing choices to watch during quarantine.

Topical titles such as “Contagion” and “Outbreak” (as well as series like “Containment” and “Pandemic”) were found to be educational or entertaining, and compared them to what was happening in real life.

“Tiger King” was a dominant topic of conversation, with people using terms like jaw dropping, whiplash, dumpster fire and “official show of the 2020 quarantine”.

There was a viral response to the new YouTube channel Some Good News with John Krasinski (+11 M views and engagement across social channels).

Among brands, Netflix (7% of results) was mentioned most often, with HBO following.
Music was often discussed (10%), as people expressed the need for new music during quarantine, stating that it helped them cope. Over half of music-related conversations were associated with the emotion joy.

People recommended music suitable for working or music for relaxation, dubbing these “quarantine playlists” or “music for Social Distancing.”

The theme behind the playlists was mainly chill for background noise or uplifting family time. Others simply put together their favorite songs and shared via Twitter.

YouTube (50K) and Spotify (8K) were among frequently-mentioned brands. While songs triggered the most discussion, ambient noise was discussed as an effective aid to help those working from home to focus.
Gaming remained a primary source of entertainment (6%). Many stated videogames were the norm during quarantine to stay occupied, without specifying games or genre. A few titles such as “Resident Evil” or active games on Nintendo such as “Ring Fit Adventure” received mentions.

Many warned against board games (26K mentions) as a risk during social distancing. Individual game play or online gaming were encouraged. However, some complained about internet bandwidth being overloaded with gamers in the house.

Nearly 3-in-10 men expect to play more video games during the coming month.

Forty percent of female survey respondents indicate they expect to read more books.
Free virtual services continued to generate attention (4% of sector conversation).

Reading and digital libraries generated over 200k posts. People shared and retweeted sources as they believed reading was a great method to help stay isolated and a productive way to spend time.

Museums worldwide offered free virtual tours from the comfort of home (80K museum mentions). Especially popular was the list of top “10 museums you can virtually visit” by Smithsonian Magazine.
narendramodi
(Narendra Modi)

09:56 | Sun, 22nd Mar 2020

Quality family time, television and some food. Each of you is a valued soldier in this battle against COVID-19. Your doing what you can do can help save the other lives.

United States of
@narendramodiAmerica
Advice on **how to safely shop** was popular.

**Price gouging** was a concern, with governments starting to act against retailers raising prices too high.
People increasingly turned to **online shopping** in quarantine (14% of retail conversations).

Consumers complained about **delays** (namely Amazon), while prioritizing **free shipping or delivery perks**.

While groceries were prominent in terms of volume, **liquor stores were trending** with ongoing discussion surrounding what constitutes an **essential business**.
There was ongoing concern about senior citizens facing the most hardship during lockdown (53K results).

Although some shops offered designated hours, many senior citizens were unable to go to the shops or did not want to take the risk – especially if what they needed was not in stock.

When it came to online shopping or delivery, many were concerned that older people were not tech-savvy enough to complete orders.

People went online to call for help and donations for this group, receiving offers of support from the community.
Discussions about **price gouging from top retailers** (40k posts) especially when it came to masks, sanitizer, and cleaning products.

Countries such as the UK began to **implement methods to prevent price gouging** by asking consumers to help report these practices. Businesses perceived to be **profiting off the outbreak** were strongly condemned by consumers.
Another emerging topic was **how to safely shop (10K mentions)** amid the outbreak.

The most viral content shared was a **YouTube video** by Dr. Jeffrey VanWingen posted on March 24th, now with nearly **22 million views** (#3 in social engagement for Covid-19 content during the past week). His video covered **how to handle newly bought food and products** after shopping and/or delivery (including packing, storing, and sterilizing).

Consumers are clearly hungry for content providing new insight on **how to stay safe and continue to protect themselves** as they adapt to life at home.
Essential units, for essential services, requesting all shops providing essential services & commodities to restrict to their local police station/or their branches to ensure necessary commodities & sales/AviCommerce/Mumbai. 
RecentTweets-TweetedbyMumbaiPolice
https://twitter.com/MumbaiPolice
Tech conversation focused on mobile phones and how they’re used to stay connected, entertained or informed (38% of discussion).
**Tech discussion focused on apps** people use to stay connected to family and friends (10% of overall tech conversation). WhatsApp, Zoom and FaceTime were among the most popular.

Some joked about how much time they now spent on their phone, or shared that time on the phone was an integral part of their “quarantine routine.”

Many used their phones to stay informed about the pandemic. The most frequently tweeted link was to the C-19 **Covid Symptom Tracker app** and information site (10% of app discussion, shared 17K times), which allows individuals to self-report symptoms. **Apple** and **Google** launched similar sites that were less discussed (8% and 6% of app discussion respectively).
Many discussed how leaders in the tech industry were working to solve pandemic challenges. Specifically, Facebook and Microsoft partnering with WHO and several other technology companies for a hackathon to promote the development of software to address the challenges.

Individuals also contributed to efforts to flatten the curve by leveraging personal 3D printers to create masks and help combat shortages (1% French discussion, 1% English discussion).

Some were excited by technology in South Korea, sharing a video of how the country was testing for the virus in self-contained phone booths. The booths could be completely disinfected in just minutes after testing and exponentially increased the number of tests that could be administered in a day.
MikaelThalen (Mikael Thalen)

01:00 | Fri, 27th Mar 2020

This shows the location data of phones that were on a Florida beach during Spring Break. It then shows where those phones traveled. The biggest thing you should note is the importance of contact tracing. The lesson is how much data your phone gives off. https://covid19datahub.com

United States of America

@MikaelThalenAmerica

FOLLOWERS: 14.7k
FOLLOWING: 550
POSTS: 4.9k
GENDER: male

Sector | Technology

Google | Senate | Netflix
YouTube | Skype | Bayer
Verizon | FaceTime | Senate
Travel & hospitality conversation shifted from the anticipation of restaurant closures to discussion of how patrons could support business owners during tough times.
Bars and restaurants continued to dominate travel and hospitality discussion (25%). Conversation now focused on recent closures and speculation about when establishments would reopen (as opposed to whether or not they would be forced to close).

Some shared experiences ordering takeout/takeaway from their favorite restaurants. Others shared ways they were supporting local businesses by buying gift cards or donating to employee fund accounts. People encouraged others to support restaurants now so that they could afford to reopen later.

Overall, people tried to stay positive. One person tweeted that while it may be disappointing that so many vacations have been cancelled in place of social distancing, when restaurants reopen it will feel like “...spring break for the entire world,” which was shared over 46K times.
Nearly one-third of all US survey respondents said they have been steering clear of takeout, a significantly higher percentage than the average across tracked markets (20%).

Concerns about food preparation safety and transmitting the virus were top of mind among those who opted not to order food to be delivered/picked up. A few even suggested that takeout should also be banned to combat the spread of the pandemic.

My partner and I just debated whether to get takeout for dinner or cook again. We want to support local restaurants so they don't go under, but we're also paranoid about food prep that we can't witness. In the end, we decided to cook at home again. I hate this shit so much.
Across the globe a number of people have had to cancel or hold back on booking holidays.

More than half of all Australian respondents indicated they were cancelling or not booking holidays as a result of the outbreak (53%), significantly more than the 38% average across tracked markets.
United Kingdom

United Kingdom Volume by Sector

United Kingdom Volume by Topic

Audiences
United States
To see the full survey results:

brnw.ch/qriouslyresults

Use the following credentials:

Login: covid-19@brandwatch.com

Password: covid2019
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