

Insights on the Adaptation of the Colombian Consumer to the New Normal

Made by:

dipli

20
25

Tabla de contenidos

Executive Summary	3
Abstract	4
Main Findings.....	6
1. Changes in Daily Life	9
2. Emerging Spontaneous Themes	13
2.1. First Associations	13
2.2. Scenarios	16
2.3 Asociación con imágenes	19
3. Emerging Spontaneous Themes	24
3.1. First Associations	24
3.2. Pre-Existing Behaviors	27
3.3. Identification of Relevant Categories	30
3.4. Public Services	32
3.5. Telecommunications	34
3.6. Food and Beverages.....	37
3.7. Personal Care	39
3.8. Medicines.....	41
3.9. Changes in Shopping Habits.....	44
4. Future Projections	47

en categorías como alimentos, telecomunicaciones, medicamentos y cuidado personal. Estos hallazgos no solo evidencian cambios de comportamiento, sino también un llamado generalizado a la transformación cultural, el cuidado colectivo y la mejora social.

Como recomendación, las marcas deberían adoptar una postura empática, flexible y con propósito, alineando sus mensajes y ofertas con los valores emergentes de responsabilidad, bienestar integral y resiliencia. En este contexto, la relevancia ya no se define únicamente por la funcionalidad, sino por la capacidad de la marca de generar confianza y contribuir activamente a una vida más consciente y equilibrada.

Abstract

This qualitative report aims to understand how Colombian consumers are redefining their routines, priorities, and values in the context of the post-pandemic new normal. The study spans multiple aspects of daily life, including consumption habits, family dynamics, health, emotional well-being, future outlooks, and perceived relevance of services, brands, and product categories. Through in-depth interviews, both emerging behaviors and individual and collective perceptions were explored, with the goal of offering a comprehensive view that helps brands and organizations design relevant strategies for this new environment. The scope of the study includes a diverse range of sociodemographic profiles, allowing for the identification of generational and contextual differences in attitudes toward change.

Among the key findings, a profound transformation in consumers' daily lives is evident. The lockdown prompted new home-centered routines, increased awareness of physical and mental health, and a redefinition of what is considered essential—both in terms of products and personal



relationships. Household tasks, physical activity, and digital entertainment gained importance, while the use of digital platforms for shopping and communication became more entrenched. Symbolically, concepts such as “caution,” “dignified work,” and “hope” emerge as central themes in the collective imagination. There is also a renewed appreciation for brands associated with quality, trust, and safety, especially in categories such as food, telecommunications, medicine, and hygiene. These findings reflect not only behavioral changes but also a widespread call for cultural transformation, collective care, and social improvement. As a recommendation, brands should adopt an empathetic, flexible, and purpose-driven approach, aligning their messaging and offerings with emerging values of responsibility, holistic well-being, and resilience. In this context, relevance is no longer defined solely by functionality, but by a brand's ability to build trust and actively contribute to a more conscious and balanced life.



Main Findings

1. **Investigation of daily routines** indicates significantly transformed consumer daily activities with a mobile device-based sharing of home routines becoming more qualitative and consistent in smaller spaces when affected emotional well-being and motivated the quest for activities that provided structure, purpose, and entertainment.
2. **New definition of well-being:** The concept of well-being was associated with the enjoyment of simple activities such as sleeping, eating, or watching movies and with the need to receive personal and social support. The study also suggests a broader understanding of well-being that combines immediate gratification with aspirations for improvement.
3. **Digitization of consumption and interaction:** The use of digital platforms for shopping and services became consolidated, integrating features in convenience, safety, and comfort of daily life. Connectivity—particularly access to the internet and mobile devices—emerged as an essential service, while traditional media such as television were displaced.
4. **Transformation in domestic consumption:** The experience of shopping at home, sleeping, and food preparation increased, leading to greater demand for products related to well-being, hygiene, and domestic functionality. The change reflected a perfection of efforts and the feasibility of the immediate environment.
5. **Emergence of alternative effects in products and brands:** Consumer emotional attitudes such as trust, effectiveness, and comfort when evaluating brands appeared in positive categories.



such as health, hygiene, and food. Purchase decisions were influenced by brand trajectory, availability, and perceived safety.

6. **Ambivalent perception of isolation and its effects:** Although negative impacts such as monotony and uncertainty were recognized, positive narratives also emerged related to creativity, introspection, and resilience. Generational and occupational differences influenced the way these changes were experienced.
7. **Changes in social imaginaries:** A re-signification of the future was observed, characterized by personal aspirations, collective awareness, and symbolic visualizations of well-being. These representations reflect a desire for transformation that combines optimism, responsibility, and the shared construction of the future.
8. **Differentiated relevance of product and service categories:** Food and beverages, telecommunications, health, and personal care were identified as priority categories. The perceived importance of these varied according to demographic profile and household context, highlighting both functional and symbolic needs specific to each segment.

A hand holding a magnifying glass over a bar chart with human figures on top of the bars. The image has a purple tint. The text "2025" and "Changes in Daily Life" is overlaid in white.

2025 Changes in Daily Life

1. Changes in Daily Life

The analysis of the routines and usual activities of Colombian adolescents during the isolation period reveals a series of significant trends that affect both adaptation and the challenges faced by different segments of the population in the field of education. The shift toward virtual learning has been a notable challenge especially for students whose degrees depend heavily on in-person practice. Individually, it is mentioned that *"It has been a bit difficult only because of my degree, since most classes are practical, but there has been an attempt to move toward virtually."* The comment illustrates the tension between the need to continue education and the limitations imposed by the loss of physical interaction, forcing students to find new ways of learning. The change not only affects learning methodologies but may also have long-term implications for expectations and adaptations of education in a post-pandemic context.

Regarding routines and spatial transitions, there is a significant reflection in mobility within the home leading to monotony in daily activities. Individually, a limited routine is described with phrases such as *"From the dining room to the dining room and from the dining room to the living room."* The observation suggests that the loss of variation in the immediate environment can have a considerable impact on individual emotional and mental well-being by reducing opportunities for a change of scenery and social interaction. The resulting monotony can lead to a state of apathy or demotivation, underscoring the need to implement creative strategies to break the cycle and improve quality of life during confinement. Implementing activities that encourage movement and interaction—such as the transitions of the home—could be crucial in mitigating these negative effects.



Leisure and free-time activities have taken on renewed importance as a way to cope with isolation and maintain emotional well-being. Individually, it is mentioned that during free time, people often *“sing or record audiobooks” and “watch movies—oh yes, lots of movies, lots of series.”* These activities not only provide a distraction from the immediate environment but also offer opportunities for personal development and self-expression. The choice of leisure activities may reflect a shift in individuals' priorities toward those that promote personal and emotional well-being, which could have lasting implications for their habits and consumption preferences. Moreover, these activities can serve as a way to maintain social connections—albeit virtually—which is essential for emotional well-being during extended periods of isolation.

In the area of household chores and family roles, there is evidence of greater participation in household responsibilities, suggesting an effort to maintain structure and a sense of normality. Individually, it is mentioned that *“Fridays I dedicate myself to cooking; here we split the cooking, Fridays I’m the one who cooks and Saturdays are cleaning days.”* This equitable distribution of roles within the home not only contributes to organized functioning during uncertain times but can also strengthen family relationships by fostering cooperation and teamwork. Active participation in household chores can provide a sense of purpose and accomplishment, which is especially important in a context where other forms of external validation may be limited.

Finally, differences between segments, such as age and occupation, significantly influence how individuals adapt to the new normal. While young people like Laura seek creative activities and personal learning, older adults like Pedro tend toward more traditional leisure activities. These differences reflect how individual experiences and life stages affect the way people reorganize their routines in response to isolation. For young people, isolation may represent an opportunity to explore new skills

and forms of self-regulation, whereas for older adults, it may be a time to reaffirm established routines that provide comfort and stability. The strength it requires to adjust highlights the importance of considering individual needs and preferences when developing strategies to support consumers in the new normal. Taken together, these changes are crucial for understanding how the experiences and behaviors of Colombian consumers are evolving and adapting in a context of uncertainty and change.



A conceptual illustration on a purple background. A large hand holds a magnifying glass over a bar chart. The chart has two bars: a shorter red one on the left and a taller blue one on the right. Human figures are placed on and around the chart: a red figure on the red bar, a blue figure on the blue bar, and a blue figure standing between the bars. A magnifying glass is positioned over a blue figure that is floating above the blue bar. The text '2025 Emerging Spontaneous Themes' is centered over the image.

2025 Emerging Spontaneous Themes

2. Emerging Spontaneous Themes

2.1. First Associations

In the qualitative analysis of interviewees' perceptions and associations regarding the new normal, several key categories emerged reflecting a rich diversity of experiences and behaviors. In the 'Perception of the Future' participants mention a positive concept such as 'hope ahead' and the idea that **'the future is such of us, the way we make it... a tomorrow'**. This statement suggests an optimistic and proactive view toward the future where change and progress are seen as direct result of individual and collective actions. The notion that the future is both a personal and collective construction implies that interventions are not merely externally acting to a better future, but are acting to take concrete actions to shape it. This underscores the importance of personal agency and shared responsibility in creating a desirable future.

Regarding the 'Concept of Wellbeing' it is associated with everyday observable activities such as **'breathing, eating, going to the market'**, as well as with the aspiration to **'improve every dimension'**. The quality indicates that wellbeing is perceived as a balance between daily engagement and personal progress. Everyday activities not only provide immediate pleasure but also contribute to a broader sense of fulfillment and personal fulfillment. At the same time, the improvement of personal dimension suggests a focus on continuous growth and development where wellbeing is not a static state but a dynamic process of constant improvement.

The 'Impact of COVID-19' is characterized by feelings of **'anxiety, isolation, control'**, but is also seen as an opportunity for **'changes, improvement, complete society profile'**. The quality reflects a coexistence of fear and uncertainty with the hope that the pandemic

can enhance personal and social empowerment, reciprocity and justice are common experiences during the pandemic, but they have also led to a reproduction of personal and collective profiles. The perception of the pandemic as a catalyst for positive change suggests that interventions can be seen as an opportunity to address underlying social needs and foster meaningful transformation.

'New Experiences' can be viewed as a new way of living, as expressed in *'what we are living through resembles more at home'* and government restrictions, indicating an adaptation to the new daily routine. The suggestion that interventions are integrating these experiences into life suggests that accepting restrictions as part of the new normal life at home has led to a reconfiguration of daily routines where domestic activities and needs are now becoming the norm. The adaptation reflects resilience and flexibility in responding to current challenges where restrictions are viewed as temporary limitations but as temporary conditions requiring positive adjustments.

In terms of 'Living and Material Goals' specific objectives such as *'can focus education'* are mentioned, indicating that despite uncertainty, interventions maintain clear and concrete material objectives. The explicit conflicts in personal conditions where living and financial planning remain profiles. Material goals provide a sense of stability and security in uncertain times and reflect a commitment to achieving long-term objectives. Financial planning and saving are seen as essential tools for meeting these goals, highlighting the importance of careful resource management in an uncertain economic context.

'Good weather' is perceived as a collective responsibility, with mentions of *'can face risk, face conflict'* and the idea that *'we should do it without pressure, for the good of all'*. This underscores the importance of personal and social well-being, reflecting a shared awareness of the need to



follow safety measures for the common good. Smart isolation is not only about protecting oneself but also about protecting others, emphasizing the interdependence of individual and collective actions. The shared responsibility for maintaining public health is viewed as a moral imperative, where the well-being of the community is prioritized over individual preferences.

Finally, “Normality and New Normal” is associated with everyday activities such as **“university, recording, hugging”** and the expectation that **“when all this is over, it will be.”**. The new normal includes elements such as **“one meter, fresh air, well-being”** and **“restrictions, government measures”**, showing a transition in the perception of what is normal, where safety measures and personal well-being are integrated into daily life. The new normal represents a reconfiguration of expectations and daily practices, where safety measures are internalized as part of the routine. This reflects an acceptance of new realities and a commitment to continuous adaptation, where personal and collective well-being are prioritized in the pursuit of a balanced and safe life.

These perceptions vary by demographic segment. For example, a young film and television student may see the future as a space for self-expression and personal development, while a real estate advisor may have a more pragmatic approach focused on material objectives. These differences suggest that communication and marketing strategies should be tailored to the distinct perceptions and priorities of each segment, considering both personal aspirations and collective concerns. In summary, the analysis reveals a rich diversity of perceptions and behaviors around the new normal, highlighting the importance of understanding these differences to design effective, resonant strategies aligned with the emerging experiences and behaviors of Colombian consumers in the new normal.



2.2. Scenarios

The qualitative analysis of the subchapter "Scenarios" reveals a set of perceptions and expectations about the post-pandemic new normal that are essential for understanding the behaviors and attitudes of Colombian consumers. In Mobility and Traffic, Bogotá's traffic jams emerge as a recurring concern. In isolation, it is mentioned that **"again Bogotá's traffic jams, the worst of the worst"**, reflecting a pessimistic view of the return to vehicle congestion. This perception may be influenced by citizens' daily experiences with traffic, affecting their quality of life and the time available for other activities. However, there is also a perception of improvement, with comments such as **"there aren't as many traffic jams now"**, suggesting that some perceive a temporary relief in traffic, possibly due to changes in mobility patterns during the pandemic. This duality in perceptions could indicate an opportunity for transportation authorities to implement measures that maintain this perceived improvement, promoting a more efficient and sustainable mobility system.

Regarding Social Interactions, the desire to **"hug people a lot"** is mentioned in isolation, indicating a longing to regain the social closeness lost during the pandemic. This desire underscores the importance of physical and emotional connections, especially for younger people, who value these interactions as an integral part of their daily lives. The restriction of physical contact during the pandemic has highlighted the basic human need for connection, and this wish to resume physical interactions could influence an increase in social events and family gatherings once restrictions are eased. Additionally, this need for physical contact could have implications for mental health and emotional well-being, underscoring the importance of interpersonal relationships in post-pandemic recovery.

The Environment is another key topic, with isolated mentions of **"environmental recovery"** and the hope that **"there won't be as much pollution."** This suggests a positive perception of environmental

management practice influenced by the decrease in human activity during quarantine, which made the business practice environmental impact visible. The optimistic perception could make more sustainable behaviour in the future, such as using public transportation, reducing waste and supporting environmental policies. The pandemic has opened up a window of opportunity for the environment's fragility and humanity's ability to impact it, potentially driving a shift toward more ecological and responsible practices.

Innovation and Creativity are also mentioned in relation with opportunities such as **"people invent a lot"** and **"a lot of creativity, especially in sales"**, highlighting adaptability and the search for new opportunities in the new normal. The attitude is a positive approach to innovation, especially in light of the demand for new products. The pandemic has accelerated the adoption of digital technologies and driven the need for creative solutions to face unprecedented challenges. The hard-boiled innovation could have a lasting impact on how companies operate, fostering a culture of creativity and continuous adaptation to a more competitive and changing environment.

In Health and Wellbeing, the **"taking care of one's health"** is seen as fundamental, with the statement that **"if we have health, we have everything"**. The focus on health highlights its importance as a pillar of overall well-being, reinforced by the pandemic, which has brought the need to maintain healthy habits to the forefront. The pandemic experience has emphasized the importance of prevention and general care, which could lead to increased demand for products and services related to health and well-being. Furthermore, the growth of health could influence public policies and resource allocation toward improving healthcare systems, ensuring they are better prepared for future crises.

Family Dynamics are related with mentions of **"family values more**



believe more human, suggesting that the pandemic has strengthened family bonds and promoted a sense of unity and mutual support. The strengthening of family relationships is seen as a positive aspect of the pandemic experience, highlighting the importance of family as a source of emotional support and stability in uncertain times. The shared experience of the pandemic has led many families to reevaluate their priorities and value time together more, which could have a lasting impact on family dynamics and the way people choose to spend their time.

In Germany and Europe, the **disruption of many companies** affects concerns about economic instability. The disruption of markets could influence investment and employment decisions, affecting market confidence. The pandemic has had a significant impact on the global economy, and the closure of businesses is a reminder of sector sector vulnerability to unexpected risks. The economic instability could lead to a more cautious approach to financial decisions and a greater demand for policies that support economic recovery and market stability.

Emotions and feelings are captured in related mentions of **anxiety**, **joy**, and **uncertainty**, reflecting a mix of hope and doubts about the future. The emotional aspect is characteristic of the current era, where positive expectations coexist with widespread uncertainty. The pandemic has created an emotional rollercoaster for many people, and the mix of emotions could influence how people make decisions and plan for the future. Managing these emotions will be crucial to successfully navigating the transition to the new normal and may require a focus on emotional support and resilience.

Finally, the cultural imagination manifests through several terms such as **'a flu'**, **'is death taking the world'**, **'death with anxiety'**, and **'new weather'**. These images offer cultural perspectives on the



values influenced by the need to share of a different world after the pandemic. Marketers of water like **'Cattiva'** and **'Bia'** as well as brands such as **'It's incredible oil'** and **'It's my beautiful life. Biscoitinho'** understand the benefits of natural items and operations in the new normal. These brands also could influence how people imagine and build their lives, doing marketing and innovation to shape a post-pandemic world that reflects their operations and values.

In summary, the qualitative analysis of responses reveals a complex, multifaceted perception of opportunities and challenges in the new normal. From tangible concerns like traffic and the economy to more abstract aspirations for social connection and well-being, these phenomena provide a rich, detailed understanding of how individuals perceive and adapt to a changing world. The analysis is essential for identifying opportunities and challenges in the transition to the new normal and for developing strategies that respond to consumer needs and expectations in a post-pandemic environment.

2.2 Research on Indigenous

In the subchapter 'Research with Indigenous' several phenomena stand out as fundamental to understanding the Colombian consumer's new normal. These phenomena can be classified into three main categories: social influences, innovation and health care, and using digital media. The central notion of the word 'influenced' suggests a focus on the role of society in today's society, especially toward those performing essential jobs. The perception is complemented by the notion of 'new' which points to contradictions or abrupt changes in the current context in Colombia. There is a perceived change of the role of innovation and society, highlighting social tensions and perceptions of reality that may influence consumer attitudes. Social influence is not limited to the role of recognition for essential work but



the market is the perception that despite the reality of their need for concrete action, we have to address them. The main effect is therefore a demand to address the importance of action and taking effective action to improve the conditions of those who suffer from it.

Regarding education and health care, the social market of 'education' and 'health care' is associated with the use of these words and the image of a social market. The effects are ongoing concern for health and safety in the new normal. The use of these words indicates that consumers are more aware of the need to protect their health, which impacts their education and economic decisions, particularly making their more informed on safety and health considerations. The social market image of education and health care is also a key and main driver for the increasing demand for a more cautious and thoughtful attitude among consumers. The cautious attitude extends beyond general health to other areas of life, the use of purchasing decisions and social interactions, where safety and reliability are prioritized over other factors.

Lastly, the perception of digital work is underpinned by the phrase 'work is a digital' mentioned above. This highlights the importance of recognizing and taking all types of work, especially those considered essential during the pandemic. The main effect is a need for the social market of fundamental care and more influence on consumer expectations, investments, demanding greater recognition and support for essential workers. The perception of digital work is not only about digital recognition but could also translate into concrete actions, such as supporting for labor unions and offering awards that demonstrate a genuine commitment to employee well-being.

The descriptive analysis shows that the perception of confidence and



ironic situations is more pronounced in the younger segment, represented by a film and television student. Her response reflects a critique of the lack of empathy in today's society, especially toward essential workers. In contrast, a real estate advisor, while also mentioning precaution and health care, focuses more on the image of the red traffic light and the use of face masks as symbols of precaution. This suggests that, although both segments are concerned about health, the advisor's approach is more visual and direct, while the student associates it with a broader social critique. The difference in perspectives may be influenced by their personal and professional contexts, where the student's youth and academic experience allow for a more critical and reflective vision, while the advisor, with his more practical approach, prioritizes tangible safety and protective measures.

The explanatory analysis reveals that social indifference is a critical phenomenon highlighting social tensions and perceptions of injustice, potentially leading to greater demand for social responsibility and fairness in consumption practices. The critique of indifference is not limited to the lack of empathy but may also reflect a growing demand from consumers for more ethical and responsible business practices. Precaution and health care are fundamental in the new normal due to the pandemic's legacy, and the use of face masks and the red traffic light image as symbols of safety and precaution indicate that consumers are more aware of the need to protect their health. This awareness may influence consumption behaviors, where safety and health become decisive factors in choosing products and services.

Finally, valuing dignified work is a response to the experiences lived during the pandemic, where many essential jobs gained visibility and revaluation. This new perspective on work may influence consumers' expectations toward brands, demanding greater recognition and support for essential workers. Altogether, these phenomena offer a comprehensive view of how Colombian consumers are navigating the



new normal, shaped by recent experiences and significant social changes. The youth and experience of a film and television student lead to a critical, reflective perspective focused on social justice and valuing work, influenced by her family environment. On the other hand, a more practical, direct approach to precaution and health care stems from work experience and family context, where personal and family safety are paramount, reflecting a more visual and tangible perspective. This diversity of perspectives highlights the complexity of consumer attitudes and behaviors in the new normal, where personal and contextual experiences play a crucial role in shaping perceptions and decisions.

A conceptual illustration featuring a large hand holding a magnifying glass over a bar chart. The chart has two bars, one red and one blue, with human figures standing on them. The text '2025 Emerging Spontaneous Themes' is centered over the image.

2025 Emerging Spontaneous Themes

3. Emerging Spontaneous Themes

3.1. First Associations

In the context of the new normal, consumers have experienced significant changes in their behaviours, particularly in areas related to health and well-being, consumption and home activities. Most notably, exercise has emerged as a crucial activity, with individuals adopting physical activity routines to improve their health and well-being. Statements such as *'doing exercise, off-road / horse-ride to use the Jordan downhill'* and *'having an exercise routine that helps me a lot for my health'* reflect the self-focused healthier lifestyle. The phenomenon is driven by the need to stay active during lockdown, leading some to discover new forms of exercise, such as using indoor bike lanes. The statement *'the important thing is that I can stay riding my bike at home'* exemplifies how consumers have adapted to continue their physical activities despite the restrictions imposed by the pandemic.

Exercise is not only seen as a way to maintain physical health but also as a means to improve mental and emotional well-being. The reported number of the importance of exercise suggests that consumers have found in this activity a way to cope with the stress and anxiety associated with prolonged confinement. Furthermore, exercising at home has led to increased investment in equipment and accessories that facilitate these activities, representing an opportunity for brands offering products related to fitness and well-being.

In terms of consumption, there has been increased reliance on digital tools and use of digital platforms such as apps and online shopping. These tools have facilitated access to essential products without the need to leave home, reflecting a preference for safety and convenience. Statements like *'I have used the Rappi platform to order deliveries'* and *'the Rappi*



new online offers are examples of how these patterns have become integrated into consumer life. This has, however, an opposite channel for creating goods and services. The change is purchasing behavior also includes goods that is online transactions and an adaptation to new technologies that enable a more efficient and comfortable shopping experience.

Traditionally, products such as face masks and hand sanitizers have been essential during the pandemic, although their demand is expected to decrease once restrictions ease. Statements like **'let's all face masks in all colors'** and **'I don't think I'll keep buying masks and alcohol'** suggest that these products have been fundamental to general protection, but their relevance may shift in the future. Brands producing these items should consider strategies to diversify their offerings or improve their products to maintain their market relevance in the post-pandemic context.

Regarding home activities, the use of vacuum cleaners and a focus on cleaning have gained importance, affecting a shift in domestic profiles toward seeking a clean and organized environment. Statements such as **'I have used the vacuum cleaner a lot'** and **'not neglecting the cleaning of the house for much'** indicate a greater emphasis on home upkeep, possibly due to the increased time people are spending indoors. The shift is also seen in entertainment, where traditional activities like going to the movies or dining around have been replaced by home-based alternatives such as online streaming or meal kits. Statements like **'We are going to the movies, at I've missed that so much'** and **'sometimes I get on my knees and go down the hallway'** highlight consumer shifts in maintaining entertainment and physical activity after the initiation of isolation.

The increase in time dedicated to domestic activities has also led to a reevaluation of household profiles, with a renewed focus on cleanliness and order. This suggests that products related to home cleaning and



regulation have significant social potential as consumers seek to nurture a healthy and nurturing environment. Brands that offer innovative solutions for home maintenance are capitalizing on the necessity providing products that make these tasks easier and improve consumer quality of life.

Finally, in terms of adaptation and behavioral changes, some have found innovative ways to continue their daily routines such as using indoor bike lanes for exercise. The statement *‘that makes because once the quarantine is over, I’ll get back on the bike’* is an example of how consumers have adapted to nurture their exercise habits. In addition, the importance of maintaining communication with family and friends as well as attending church services, reflects a desire to sustain social and spiritual connections during isolation. Statements like *‘staying more communication with your family and friends’* and *‘staying able to congregates with a church’* underscore the relevance of personal relationships and spirituality in times of uncertainty.

The adaptation of daily activities to the restrictions of lockdown has led to greater reliance on technology to nurture social and professional connections. The suggestion that communication platforms and digital tools that facilitate remote work and social interaction have a crucial role in the new normal, brands offering technological solutions to enhanced connectivity and collaboration may find significant opportunities in the evolving environment.

In summary, consumer behavior and opinions in the new normal highlight a growing demand for products and services that support health, safety, convenience, and home entertainment. Brands seeking to connect relevant in the market must focus on creating these new routines and catering to consumer changing needs, offering innovative solutions that improve their quality of life and respond to their emerging priorities.



2.2. Re-Evaluating Behaviours

The subchapter 'Re-Evaluating Behaviours' provides a detailed view of how the pandemic has influenced the transformation of habits and attitudes, with implications that could extend into the new normal.

In the case of hygiene and personal health, a significant change has been observed in the way people greet each other, shifting from traditional hugs and kisses to elbow greetings. It is noted that this change is perceived as a positive indicator that could spread to other areas in the future. However, given the affective nature of the local culture, it is possible that traditional forms of greeting will eventually return once the perception of risk decreases. The phenomenon reflects pragmatic adaptability to public health circumstances where personal habits are becoming a priority. The habit of handwashing, which has intensified, is considered a positive change in personal hygiene. It is noted that this habit has been adopted even by those who did not practice it regularly before the pandemic, indicating the internalisation of hygiene practices that may endure beyond the current health crisis. The change not only promotes better individual health but also contributes to public health in general by reducing the transmission of diseases.

In the case of attitudes and behaviours, there is an emphasis on the need to be more positive and realistic regarding attitudes toward government and law. It is noted that maintaining a positive attitude in the face of adverse situations is important, affecting an emotional and social adaptation to cope with uncertainty. The change is viewed not as a coping strategy that enables people to better manage the stress and anxiety associated with the pandemic. Positivity has taken on a more prominent role with a focus on 'having faith in our leader' and 'thinking about others.' The change suggests introspection and a re-evaluation of the non-material aspects of life, which can provide a sense of purpose and connection in uncertain times. There is also mention of a shift in the



perception of time and vices, promoting a focus on making better use of time and improving self-esteem. This renewed emphasis on time management and personal growth can be seen as an attempt to find meaning and satisfaction in daily life despite the restrictions imposed by the pandemic.

Regarding mobility and personal space, a change has been noted in transportation habits, with an emphasis on maintaining appropriate distance inside vehicles. For example, it is mentioned that even if there are only two people in the car, one sits in the back as a precaution. This behavior reflects concern for personal safety and adaptation to new social distancing norms. The possibility that people may not spend as much time outside the home as before also suggests a shift in the perception of personal space and safety. This adjustment may be influenced by the need to minimize the risk of virus exposure as well as a change in personal priorities, where the home becomes a safe haven and the center of daily activities.

Finally, in terms of consumption and habits, there is a trend toward reduced consumption of tinto (black coffee), which may indicate a shift in priorities toward healthier habits or a restructuring of daily consumption due to new routines established during the pandemic. There is also mention of the importance of communication with family and friends and the need to congregare at church, highlighting a change in how people socialize and practice religion. This change suggests a need for social and spiritual connection, showing how people have adapted their ways of socializing to maintain meaningful relationships during times of physical distancing. Virtual communication and the desire to physically congregare in the future reflect a longing for social interaction and a search for community that transcends the physical limitations imposed by the pandemic.

In terms of age and occupational differences, it is observed that young people, such as Laura, 23, are more focused on changes related to hygiene and transportation. This is likely due to a lifestyle involving more social interaction and mobility. Laura lives with her mother and aunt, which may influence her perception of household hygiene and the importance of maintaining safe practices at home. In contrast, older adults, such as Pedro, 49, focus more on spirituality and maintaining a positive attitude. This may reflect a deeper concern for emotional well-being and family stability, influenced by his role as head of the household and his personal environment. Pedro lives with his wife and daughter, which may influence his emphasis on spirituality and family communication, suggesting that older adults may be more focused on spirituality and emotional well-being, while younger people may be more concerned with changes in social interaction and mobility.

In conclusion, the phenomena observed in “Pre-Existing Behaviors” indicate that products and brands capable of responding to these new expectations and needs—standing out in hygiene, safety, emotional well-being, and social connection—will be more relevant in the new normal. The adaptation of hygiene and personal health habits underscores the importance of products that promote cleanliness and safety, while the increase in awareness, positive attitudes, and spirituality suggests that consumers are placing greater value on emotional well-being and connection with transcendent values. In the context of mobility and personal space, precautionary measures and adaptation to social distancing highlight the need for products that provide a safe and comfortable experience. Finally, changes in consumption and habits reflect a reorganization of priorities, where the quality of time and interpersonal relationships take on renewed importance. Brands that facilitate a consumption experience that fosters connection and personal well-being are likely to gain relevance in the new normal.



3.3. Identification of Relevant Categories

The analysis in the subchapter “Identification of Relevant Categories” provides a detailed view of how consumer priorities evolved during quarantine, highlighting the categories of Food and Beverages, Public Utilities and Telecommunications, and Personal Care, Health, and Medicines as the most significant. The Food and Beverages category, with two mentions, stands out as the most relevant, underscoring its critical importance in a confinement context. In situations where access to resources may be limited, ensuring adequate food and beverage availability becomes an essential priority for daily subsistence. This focus on food not only reflects a basic need but also indicates concern for the quality and availability of these products in the new normal. The relevance of this category is amplified in an environment where mobility restrictions and health safety measures can affect supply chains and product accessibility.

Similarly, the categories of Personal Care, Health, and Medicines, also mentioned less frequently, reflect a growing concern for personal care and health in the new normal. Personal care is vital for maintaining hygiene and preventing illness, especially in a pandemic context where the spread of the virus is a constant threat. Health and medicines are essential for physical and mental well-being, and their importance increases in situations where access to healthcare services may be limited due to system saturation or confinement measures. These categories underscore the need for products that ensure physical and mental health, which may influence consumers to prefer brands offering safe and reliable products.

The analysis also reveals significant differences in perceptions of category relevance depending on consumer profile. For example, a young student may prioritize food, personal care, and shopping malls, reflecting a lifestyle centered on nutrition, hygiene, and socialization. For this segment,

shopping malls may represent not only a place to purchase goods but also a social and leisure space. In contrast, an older and white cohort may place more emphasis on connectivity for work and/or health, which may be related to general and professional concerns. The results may also be related to the ability and ability of telecommunication service users, as well as the availability of health services and medicines that allow them to monitor physical and mental well-being. These differences suggest that profiles are not significantly depending on age and occupation, which is useful for designing effective marketing and communication strategies that align with the needs and expectations of each consumer segment.

In conclusion, the analysis suggests that these categories significantly impact the goal of marketing the offers that make a product a social element in the new normal. The high number of Total and Strategic segments may consumer offers made from leisure centers to their marketing decisions, starting in the relevance of products that guarantee availability and quality. Total offers and telecommunication are also in the new normal, as they allow consumers to adapt to new ways of working and providing marketing services that offer stability and connectivity is essential. Finally, the relevance of Personal Care, Health, and Wellness understands a new trend offering and health, which may influence consumers to prefer brands offering safe and stable products. These trends affect a transformation in consumer profiles where functionally, safety, and stability are now key criteria in determining the relevance of products and brands in the new normal. The analysis provides a solid foundation for companies to better understand consumer changing needs and adjust their strategies to meet these demands in a post-pandemic environment.



2.6. Public Services

The analysis of public services in the new normal shows a clear hierarchy, where some stand out for their essential nature and others for being optional or emerging. Educational, social and internal services are widely perceived as fundamental to the daily functioning of households, especially in a context where working and studying from home have become the norm. The essential nature of these services as 'the most important—educational, social and internal' highlights their crucial role in maintaining life. The dependence on the internet for education and remote work is a factor that cannot be underestimated, as illustrated by a student who relies on it for her studies. The phenomenon reflects a transformation in learning and productivity dynamics, where internal social has become a pillar for academic and professional development.

On the other hand, leisure is viewed as less essential—as a less important and optional service suggesting a decrease in its relevance compared to past decades. The perception of leisure as 'less important' may be linked to the rise of digital content and online platforms, which have revolutionized the way we consume entertainment and information. The shift toward digital content consumption has changed consumer preferences, as they now value the flexibility and variety that online platforms offer. While internal is considered essential by some, others view it as optional, depending on personal use. For example, one person considers internal optional as a public service because they have mobile data, suggesting that perceptions of internal's importance can vary significantly depending on individual circumstances and available alternatives.

Gas services is an 'up-and-coming' service that has gained importance due to behavioral changes such as increased cooking at home during quarantine. The statement that 'gas has not as important impact' indicates a shift in consumer habits and an adaptation to new



circumstances imposed by the pandemic. The change has had an economic impact on households as well as increased efforts in understanding the need for efficient household energy management. The growing awareness of gas may also affect household awareness of sustainability and responsible resource use, which may have become more prominent in public discourse.

As the energy transition takes place, and consumers are motivated individually, suggesting that convenience and acceptance affect the public service sector. These trends are highlighted by respondents, which could indicate a high level of trust or reliance on them. The benefits and model acceptance suggest that their decisions are not only based on the quality of their services but also on the trust they have built among consumers over time. Such acceptance can be a determining factor in consumer choice, as people seek security and stability in the services they contract.

Differences between consumer segments are also visible and merit closer analysis. For instance, a Frenchman student emphasizes the importance of internet for his studies, while a Frenchman not active online does not mention the specific needs-online affecting differences in how services are used and perceived based on life stage and occupation. These perceptions may also be influenced by the specific demands of each profession and the tools needed to perform effectively. Nationally, household composition influences perceptions of specific services, sometimes going with their mother and aunt may have different profiles in terms of services. Although both segments agree on the importance of electricity and water, the household dynamic can affect decision-making on other services. In particular, based on the collective needs of the home.



In summary, the analysis of public services in the new normal reveals that electronic, audio and internet are considered essential while television has decreased in relevance. This has emerged as an important service due to changes in consumption behavior. Services such as broadband, cloud and content were strong disruptors, indicating high levels of trust. Communication strategies and service offerings must consider variations in needs and perceptions based on age, occupation, and household composition to adapt to the new realities of daily life. The approach will allow public service companies not only to meet current customer needs but also to anticipate future demands, thus ensuring their relevance and competitiveness in an evolving market.

2.2. Telecommunications

The analysis of the telecommunications subcategory in the new normal reveals a clear hierarchy in the perception and use of these services, highlighting the importance of internet and mobile phones, as well as a shift in preferences toward digital content consumption. Internet is mentioned through its variation as the most important and mandatory telecommunications service, reflecting a growing dependence on digital connectivity for daily activities. The perception is reinforced by statements such as 'most important internet' and 'internet is mandatory', indicating its central role in modern life. The increasing digitization of society has driven internet use not only as a work tool but also as an essential means for education, entertainment, and interpersonal communication. The pandemic has accelerated this trend, forcing users to quickly adapt to an environment where internet access is fundamental to maintaining continuity in daily activities.

Mobile phones, although mentioned less frequently, are also considered mandatory, indicating their importance in communication and access to information. The statement 'cell phone is mandatory' suggests that despite being less frequently cited, its relevance is irreplaceable. The



mobile phone has evolved from a simple communication device into a personal assistant tool, enabling user to manage multiple aspects of their lives from the palm of their hand. The transformation has been driven by the development of mobile applications that facilitate everything from personal finance management to social interaction and healthcare access.

In contrast, landline phones, while not considered obsolete, have seen an increase in use. This may suggest a resurgence of their relevance in certain contexts, possibly due to the stability they offer compared to other communication channels. The statement 'have however made up of the mobile phone' indicates that although not the preferred medium, it remains a vital element in specific situations. It is a world where mobile communication can be unreliable due to network congestion or technical issues, the landline provides a dependable alternative, particularly in homes or businesses that require constant, uninterrupted connectivity.

Streaming services represent a significant shift in the entertainment and media consumption landscape. The phrase 'fast internet' is often used to describe the infrastructure that enables these services, which offer greater flexibility and convenience. The change reflects a transformation in consumer habits as well as the growth of on-demand content tailored to individual preferences and schedules. Digital platforms have revolutionized media consumption by offering a more interactive and personalized experience than traditional television can provide.

Differences between consumer segments are also evident. For example, a Generation Z and Millennial student likely shows higher rates of internet and mobile usage for social media and entertainment activities. Although streaming is related to the field of study, it may not be as relevant to the general consumer with a preference for digital platforms related. The suggestion that younger generations are more drawn to digital



environment, are more inclined to adopt new technologies and services that offer greater flexibility and instant access to information.

Conversely, a 49-year-old real estate advisor might find the landline more useful, particularly in his work where stable communication is crucial. However, he also acknowledges the importance of internet and mobile phones, indicating an adaptation to new technologies. This population segment, although more accustomed to traditional communication methods, is gradually adopting digital tools to remain competitive in a constantly evolving labor market.

The descriptive and explanatory analysis of these phenomena suggests that the prominence of internet and mobile phones as essential services stems from various factors related to changing consumer habits. The pandemic accelerated digitalization, leading to increased internet use for work, study, and socializing from home. This reinforces the perception of internet as a basic necessity in modern life. Mobile phones complement this need by providing constant access to information and communication—crucial in an increasingly mobile and connected world. The ability to stay connected anytime and anywhere has redefined user expectations, who now demand services that adapt to their dynamic lifestyles.

The increase in landline use may be explained by its stability and reliability, especially in contexts where mobile or internet connections may not be as dependable. This is particularly relevant for older generations or in occupations that require stable communication. The perception of television as a dispensable service reflects a transformation in media consumption habits. The preference for digital platforms and streaming services—which offer flexibility, personalization, and immediate access to a vast range of content—has diminished the relevance of traditional television.

In conclusion, these changes in telecommunications and media

consumption highlight the importance of relevance criteria in the new normal, where adaptability and digital access are paramount. The pandemic has accelerated digitalization, positioning internet and mobile phones as essential, while the landline has experienced a resurgence due to its stability. Television, meanwhile, is losing ground to digital platforms, reflecting a shift in consumption preferences toward more flexible and personalized options. These findings underscore the need for telecommunications companies and content providers to adapt their offerings to meet the evolving demands of consumers in an increasingly digitalized environment.

3.6. Food and Beverages

In the “Food and Beverages” subchapter, a clear trend is identified toward the prioritization of certain products considered essential in the new normal. The most frequently mentioned products include water, fruit, brown rice, meat, and vegetables. These items are viewed as fundamental in the daily diet, reflecting a preference for healthier and more basic options. In isolation, it was mentioned that the most important are water, fruit, canned meat, and vegetables, highlighting the relevance of these items in the daily diet. This emphasis on basic and healthy products reflects a shift toward more mindful and health-beneficial food choices. The repeated mention of these products suggests that consumers are re-evaluating their dietary preferences, possibly influenced by health and wellness concerns during and after the pandemic.

Some interviewees noted that **after quarantine they followed a strict health-conscious regimen**, indicating a change in consumption habits toward healthier eating. This shift reflects growing awareness of the importance of maintaining a balanced and nutritious diet, especially in a context where health has become a priority. The pandemic has served as a catalyst for consumers to reconsider their eating habits, opting for foods that not only meet their basic needs but also promote overall well-being.

Consumers know *low-salt* as *low* is the lower *low-salt* and *calculated* are mentioned suggesting a preference for more sufficient and less processed options. The *low-salt* whole foods and reduced consumption of sugar products affect affluence and general well-being, which have become prominent in the new normal. Choosing whole foods demonstrates a desire to consume products that offer superior nutritional benefits consistent with the new normal a healthier and more mindful lifestyle.

Water is repeatedly mentioned as an essential element as seen in the consumer that *water, meal and carbs* are fundamental, underlying the importance of proper hydration and a balanced diet. Water's importance in the diet does not only due to fluids in hydration but also its contribution to optimal body functioning. Its essential nature highlights its contribution to health and wellness, which is especially relevant in a context where health has become a top priority.

It is noted some products such as bananas, apples, and wheat are considered delectable, indicating a *low-salt* towards more mindful and less indulgent diet. One interviewee mentioned that *bananas, apples, and whole wheat* are important, but some can be delectable, affecting a moderation of dietary choices. The more toward a more conscious diet suggests that consumers are paying closer attention to the nutritional benefits of the foods they consume, opting for those they consider most beneficial to their health.

The words *flavor, carbs, fiber* and *protein* are consistently highlighted, suggesting benefits and fuel in these products. The mention of *flavor, water, fiber, fiber is a fuel choice, protein, carbs, carbs* affect the perception of quality and fuel that consumers place in these words, reflecting them as benefits in the current market. The choice of these words indicates that consumers value quality and fuel when consumed in



a context where adults and teenagers are the users of purchase decisions.

It concludes the analysis reveals that in the new normal, consumers are searching for and seeking products with a focus on engagement and trust in brands. There is a clear shift toward more mindful consumption habits, consistent across different age and occupational segments. The brands mentioned have an opportunity to capitalize on this trend by emphasizing the quality and health benefits of their products. The phenomenon is significant in the context of the subchapter's objective, which aims to explore the factors that make a product or brand stand out in the new normal. The transition toward healthier options and the focus on self-regulation and personal care are shown to growing market is individual well-being, meaning that brands able to communicate these benefits effectively have a competitive advantage in today's market.

3.3. Personal Care

In the "Personal Care" subchapter, L'Oréal Paris and The Body Shop brands are highlighted by consumers, indicating strong brand loyalty and preference. The recognition is reflected in the number of these brands as the first that come to mind when thinking about personal care products. Although each brand was mentioned individually, the clear and direct association with specific products suggests that they have achieved effective market positioning. L'Oréal Paris is associated with haircare, The Body Shop with soap and skin care, and The Body Shop with cleaning products. The association not only indicates clear and effective positioning in their respective categories but also reflects a well-executed brand strategy that has significantly penetrated consumer awareness. It is a market saturated with options, a brand's ability to be the first recalled is a strong indicator of success in terms of marketing and customer loyalty.



In the context of the new norms, the brands mentioned are perceived as different due to their identity and offer suggestion. In times of uncertainty, consumers tend to prefer brands that offer safety and comfort. The difference is often noticed when facing change and challenges, which tend to increase risk and change what is familiar and tested. That is, established brands like Coca-Cola, Pirelli, and others may offer consumers what they expect: that guarantee quality and safety, effective approach adapted to the current context. These brands' ability to manage difference in a changing environment underlines the importance of consistent product quality and effective communication of brand values.

Additionally, the analysis of differences between consumer segments reveals that while both groups tend to trust well-established brands, their motivation may differ significantly depending on their personal and professional context. For example, a young student might choose these established brands due to a need to rely on established products that allow quick and effective decision-making. In an academic environment where time and efficiency are crucial, consistency with a brand can simplify the purchasing process. On the other hand, someone with more experience, such as a professional, might be motivated by the stability and proven quality these brands have demonstrated over time. In this case, the choice may align with the need to minimize risk and ensure that products consistently meet expectations. The aspect of stability and trust in products that deliver on their promises is a common factor across segments, highlighting the importance of brand reputation in consumer purchasing decisions.

In conclusion, the analysis of the 'Personal Case' subchapter underlines the importance of brand recognition and product reputation in the consumer's mind. Coca-Cola, Pirelli, and others have achieved effective



endowing that allow them to be perceived as different in the eye of the consumer. Thus, these words affect a consumer's ability and/or desire to purchase a product. However, although motivation may not influence whether consumers approve the brand names having sentimental words, it is a common factor that emphasizes the importance of consistency and quality in brand strategy. The analysis provides valuable insight into how brands can market effectively and that it is a changing environment where consumers are constantly seeking novelty.

2.2. Methodology

In the analysis of the 'Medicines' subcategory, the brand names like Tylenol, Advil, Motrin, Aleve, and Tylenol Extra Strength are analyzed separately in the eye of the consumer. These products are selected for testing market value growth, strengthening the immune system, and offering daily protection. Each, in particular, is considered representative for being one depend on it, while these words have become an integral part of everyday life. The selection reflects a high growth demand for products that ensure physical well-being and protection in a context of uncertainty.

Trust and safety are crucial aspects in the selection of these brands. In addition, it is observed that consumers find the words they currently use and want the idea of being others. Quality effectiveness and safety are prominent and consistent recommendations are highly valued, reinforcing confidence in purchase decisions. The trust translates into a willingness to pay more for products that guarantee effectiveness, as evidenced in the willingness to pay for quality over price. It adds to pay more for something 'more solid.' The willingness to invest in quality products reflects a shift in priorities toward effectiveness and safety over cost, which is understandable in an environment where health and well-being are paramount.

Product consistency and consistency are also determining factors. In addition, the need for products such as health is always be available in



mentioned, underscoring the importance of ease of access and storage to green products are often seen when needed. The appeal is often to maintaining continuity in treatment and daily protection. The constant availability of these products is important to ensure that health needs are not compromised, especially in situations where access to medicines may be limited due to restrictions or supply changes.

Regarding the environmental sustainability, although price is a factor considered, the product's quality and effectiveness are more important. Consumers are willing to invest more in products they consider reliable and effective, affecting a shift in attitudes toward effectiveness and utility over cost. This aligns with the statement: "I trust the quality of the brand I use." That is brand quality is a key factor influencing purchase decisions, as consumers want to ensure that the products they choose meet their health expectations and needs.

Brand experience and tradition also play a significant role in purchasing decisions. A tradition of brand experience and brand trust should be valued, generating confidence and loyalty in the choice. Consumers prefer brands with history, offering them a sense of stability in an uncertain environment. A brand's tradition can be an indicator of its reputation and reliability, which is especially important in the context of medicines, where safety and effectiveness are essential.

In terms of innovation and improvement, although innovation is considered relevant, it is appreciated only if it improves product effectiveness and utility. Consumers are open to new options as long as they offer tangible benefits, affecting a cautious attitude toward change. Innovation can be an effective factor, but only if it translates into real improvements in health and well-being. This underscores the importance for brands to clearly communicate the benefits of any innovation in order to gain consumer trust.



Customer service is important to solving doubts or problems with the product, delivering better trust in quality. The importance of good customer service is mentioned, indicating that consumer expectations are able to provide support and assistance when needed. Effective customer service can be a differentiating factor that strengthens the brand-consumer relationship, ensuring that any concerns or issues are addressed promptly and satisfactorily.

Ease of use especially in products such as health is crucial. Consumer look for products that are easy to understand and handle, which is fundamental to ensuring proper and effective use. This is reflected in the statement: *"I want it to be easy to understand."* Ease of use not only improves the user experience but can also influence adherence to treatment, which is critical for therapeutic success.

Finally, information and recommendations are important aspects for consumers. In addition, access to information about the product is crucial, as consumers want to know what they are consuming. Medical recommendations are a decisive factor in product selection, underscoring the importance of professional guidance in decision-making. Transparency and the availability of clear and accurate product information can increase consumer trust and facilitate informed purchasing decisions.

In conclusion, brand alignment in the eye market is shaped by four pillars: to provide safety, effectiveness, and trust. These factors are essential for consumers in an uncertain environment where health and personal safety are top priorities. The willingness to invest in quality products reflects a focus on effectiveness and safety over cost, while trust in established brands offers a sense of stability and security in product choices. The importance of availability, brand reputation, customer service, and ease of



use are elements that, together, determine consumer preference for certain brands in the current context.

3.9. Changes in Shopping Habits

The analysis of the **“Changes in Shopping Habits”** subchapter provides a detailed view of how consumers are redefining their interaction with commercial spaces, services, and consumption habits in response to the new conditions imposed by today's reality. In isolation, it is mentioned that home delivery and restaurants have been points of interest, suggesting a shift in how consumers access products and services. This change may be driven by increased use of home delivery services, which offer a convenient and safe solution in the face of mobility restrictions that limit visits to physical establishments. Adapting to these new forms of consumption reflects a search for convenience and safety—factors that have become paramount in purchase decision-making.

Regarding commercial spaces, it is occasionally mentioned that shopping malls have experienced significant changes due to mobility restrictions. The perception that “we can't go out like before” indicates a reduction in both the frequency and the way these spaces are visited, suggesting that consumers are opting for alternatives such as online shopping or more sporadic, planned visits. This change in consumer behavior may be motivated by the need to minimize exposure risk and maximize shopping efficiency, prioritizing the purchase of essential products and reducing unnecessary visits.

On the other hand, transformation in services—especially utilities—has been a recurring topic. It is mentioned that these have “increased twofold”, and the repetition of the word “a lot” emphasizes the significant impact these changes have had on consumers. This rise in service costs could be considerably affecting household budgets, forcing consumers to reevaluate their expenses and look for more economical or efficient alternatives to manage these costs. The need to adjust household

budgets may be driving greater awareness of value and economic efficiency, which in turn could influence purchase decisions and loyalty toward brands that offer more affordable solutions.

In segment analysis, notable differences are observed in how different demographic groups are responding to these changes. For example, a young student might be more inclined to use home delivery services and explore online options for shopping, given a more digital lifestyle and possibly a tighter budget. Living with family could influence her purchase decisions, prioritizing convenience and savings. This trend toward digitalization and the search for convenience reflects adaptation to new technologies and platforms that make it easier to access products and services without physical travel.

On the other hand, a real estate advisor may be more affected by changes in utility bills, since their occupation could require more detailed expense and budget management. Their family structure might contribute to greater concern about rising service costs and a search for more economical alternatives. This concern for efficient financial management may be driving greater attention to promotions and offers that maximize the value of each expense, as well as a preference for brands that provide transparency and reliability in their services.

In conclusion, this subchapter highlights the need for brands to adapt to these changes in consumer behavior, focusing on convenience, economic efficiency, and safety. Marketing and product strategies should consider differences in age, occupation, and family composition to remain relevant in the new normal. Brands that manage to offer solutions aligned with these new priorities will have a competitive advantage in a market that is constantly evolving. A brand's ability to adapt to these trends and respond to consumers' changing needs will be crucial for its success and relevance in the future.



A conceptual illustration featuring a hand holding a magnifying glass over a bar chart. The chart has four bars of increasing height, each topped with a human figure. The background is a soft-focus image of a person's face.

2025 Future Projections

4. Future Projections

The analysis of the **'Top 1000 Perspectives and Expectations'** subsequently offers a clear view into the values and expectations that consumers consider essential in the new normal. The analysis focuses on the key categories: Customer and Team, Climate Change, Environmental Awareness, Social Improvement, and Call to Action. Each of these categories provides a unique perspective on how brands can effectively connect with their customers in a post-covid world.

The customer and team although mentioned in isolation, are fundamental to understanding the mind of young consumers. The idea of being 'authentic and optimistic' reflects an underlying desire for a better future. However, the optimism is accompanied by significant skepticism regarding whether it will be effectively changed to reality. The mention of team also resonates, indicating a longing for positive change but is tempered by doubts about whether such change is truly possible. The doubts suggest that while young consumers like to see with messages of hope, they also demand authenticity and tangible evidence of real transformation. Brands that aim to capitalize on the optimism must not only create optimism but also demonstrate a genuine commitment to social change.

Climate change emerges as a crucial and recurring aspect for the future. The phrase, **'If people don't change that this won't be the way complicated'** highlights the importance of cultural change—or else that is needed, underlying the need for transformation. Taking off its hat as optimism in the real world sphere, offer a pragmatic perspective on the necessity of the change, acknowledging that traditional approaches can be a significant obstacle to progress. The repetition of the idea that **'If people don't change'** emphasizes the urgency of cultural



responsibility. The suggestion that awards that encourage modest change and promote positive cultural values may be more effective in convincing all different ages in their attitudes is shared concern about social degradation.

Environmental awareness, mentioned in earlier essays as an emerging effort that affects a desire to greater responsibility toward nature. The awareness is 'the awareness of nature' effects a growing interest in sustainability issues, reflected in the education in the and beyond. There is a particular interest in environmental responsibility. The interest suggests that young students concerned are more inclined to value and support issues with sustainable practices. The demographic is most exposed to the impacts of climate change and the importance of sustainability, representing a significant opportunity to connect to age with these issues. Goals that implement eco-friendly practices can affect a change that students concern with that value these efforts and reflect their interests and desires that affect their environmental attitudes.

Local involvement mentioned since effects a longing to progress of both national and community levels. The idea that 'we are better and that everything is coming to improve' suggests an opportunity to work and national advancement. Both issues and future success is desire for societal improvement, indicating a shared concern for community well-being. Issues long with the nation and work may be seeking a more positive and hopeful environment while future with a focus of the past is more focused on ensuring a better future for the next generations. Goals that promote both social and national improvement can associate with community who seek a positive impact in their communities as they address a fundamental need for progress and societal well-being.

Finally, the call to action mentioned since underscores the importance of collective efforts to achieve positive change. The phrase 'this is a call to the whole of society to improve' indicates an opportunity to



collective action to improve society. Pedro, with his experience in improving communities through the real estate sector, values collective action, reflecting an understanding that social problems require collaborative solutions. Consumers who value community effort may be more receptive to brands that promote participation and teamwork. This suggests that brands that encourage community involvement and teamwork may be more attractive to consumers who value collective action and seek comprehensive solutions to social challenges.

In summary, to remain relevant in the new normal, brands must integrate these values into their strategies, showing an authentic commitment to cultural change, sustainability, social improvement, and collective effort. This will not only meet consumer expectations but also build a stronger emotional connection with them, allowing brands to stand out in an increasingly competitive and aware environment. By addressing these values in an integrated way, brands can effectively position themselves to resonate with their audiences and build lasting relationships based on trust and a shared commitment to a better future.

