



How Pandemic Re-Shaped Grocery Shopping Habits Worldwide

全球疫情如何重塑日常消費習慣



As the coronavirus pandemic spreads across the globe, threatening lives as well as livelihoods, it has clarified the vital role that grocery retailers play in society. Consumers expect these businesses to keep them fed and healthy, and groceries remain essential retailers in an uncertain situation that continues to evolve day by day.

隨著新冠肺炎疫症全球蔓延並威脅到生命和生計，雜貨零售在的日常生活中顯得更為重要。消費者希望這些企業能夠讓他們保持溫飽和健康，雜貨零售商在這徬徨的時代變得尤其重要，這種市場亦隨之不斷演化。



Studies show that the pandemic has disrupted consumer mindsets and priorities when choosing products, with shifts toward safer, healthier, and more trusted products. More than 80% of consumers in China (81%) and Indonesia (86%) are more aware and cautious about physical health, in contrast to some countries in Europe, such as Denmark (46%), Norway (46%) and Sweden (44%). While Japanese consumers have become increasingly conservative, Chinese consumers, adopting a "Hibernate and spend" mindset, will pay a premium for products that promote health and wellness.

研究指出，全球疫情已擾亂了消費者在選擇產品時的心態和優先事項，並轉向更安全、更健康 and 更值得信賴的產品。與丹麥 (46%)、挪威 (46%) 和瑞典 (44%) 等歐洲一些國家相比，中國 (81%) 和印尼 (86%) 超過 80% 的消費者對個人健康變得更為了解和謹慎；日本消費者相對變得越趨保守，而中國消費者則採用“冬眠和消費”的心態，意思是比以往更少出外購物，但願意以昂貴價格購買健康產品。



A prevailing trend toward frugality and a focus on value means sales of non-essential products are likely to keep falling. The exception is China, where lockdowns have been lifted quickly and the government has supported production and consumption through its "back to normal" strategy, with policies on cutting taxes and subsidies for prospective industries.

As countries around the world is easing their lockdown restrictions, economy will soon start to recover. Yet, the pandemic has changed our habits and perspectives on health and spending, and we believe this trend will continue to grow even after the end of the pandemic.

隨著人們變得節儉和價值觀上的改變，這意味著非必需品的銷售可能會繼續下降。這種情況在中國卻是個例外：受惠於中國迅速解除封鎖的同時，中國政府通過“恢復正常”戰略支持生產和消費，不同行業實施減稅和補貼政策。

世界各國放鬆封鎖限制，全球經濟亦即將開始復蘇。然而，這場疫情改變了我們對健康和消費的習慣和看法，我們相信即使在疫情結束後，這趨勢仍將繼續增長。

Source 資料來源：
[Reimagining food retail in Asia after COVID-19, McKinsey & Company](#)
[How Asia-Pacific must respond to the new, post-COVID-19 consumer, Ernst & Young](#)

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