



Impact of the COVID-19 Pandemic and Lockdown on the Sustainability Market (CPG) in the UK

Client

A global consumer products company
and leading Oral Care brand

Industry

CPG

BUSINESS REQUIREMENT

A leading CPG brand wanted to assess the impact of the COVID-19 pandemic and associated lockdown in the UK, specifically to:

- ✓ Understand the changes in consumer behavior and attitudes with respect to sustainability
- ✓ Identify consumers expectations from brands during the lockdown

METHODOLOGY

Social Listening

RESEARCH PROCESS

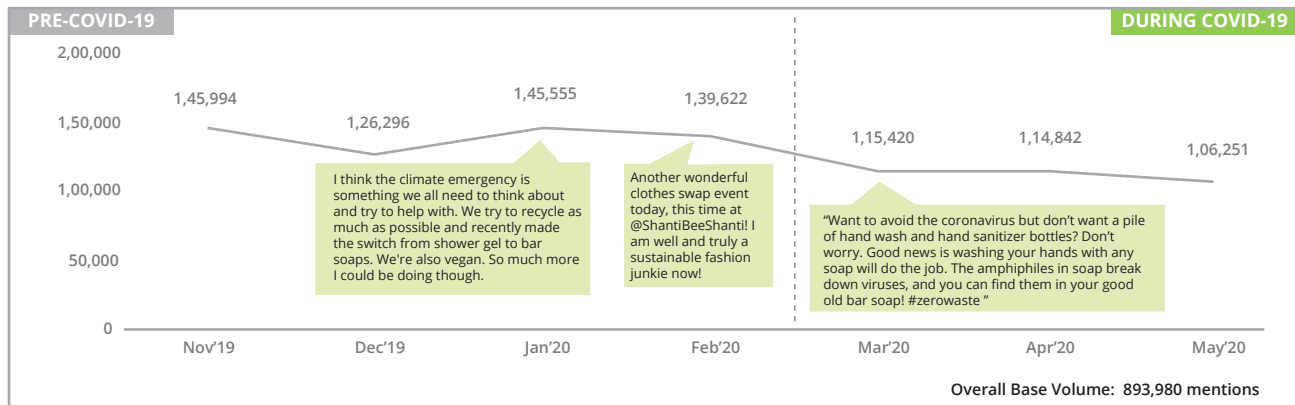
- ✔ Keyword & Ontology development to track consumer understanding of sustainability
- ✔ Taxonomy creation along with advance Boolean logic queries to capture relevant conversations
- ✔ Data aggregation around sustainability from 1st November 2019 to 31st May 2020
- ✔ Data processing and cleaning to eliminate junk
- ✔ Data analysis to derive insights related to sustainability across pre- (1st November 2019 to Feb 29th 2020) and during- COVID-19 (1st March 2020 to May 31st 2020) timeframes
- ✔ Data slicing and dicing, and reporting trends across 'Pre-COVID-19' and 'During COVID-19' time periods to understand behavioral changes

KEY INSIGHTS

- ✔ There is a decline in sustainability conversations during the lockdown phase. However this doesn't mean consumers are less concerned about this topic. Pandemic related conversations are taking centre stage, causing the dip in sustainability conversations.
- ✔ The lockdown forced even eco-friendly consumers to use products with single-use plastic. Consumers are concerned about how PPE kits, masks, gloves etc. are adding plastic to the environment.
- ✔ Consumers are getting extra time to indulge in activities, such as making natural soaps and cleansers using aloe vera and hempseeds at home.

SNAPSHOTS FROM THE REPORT

Conversations on Sustainability reduced from January 2020 to May 2020; Reusability and Recycling were key themes

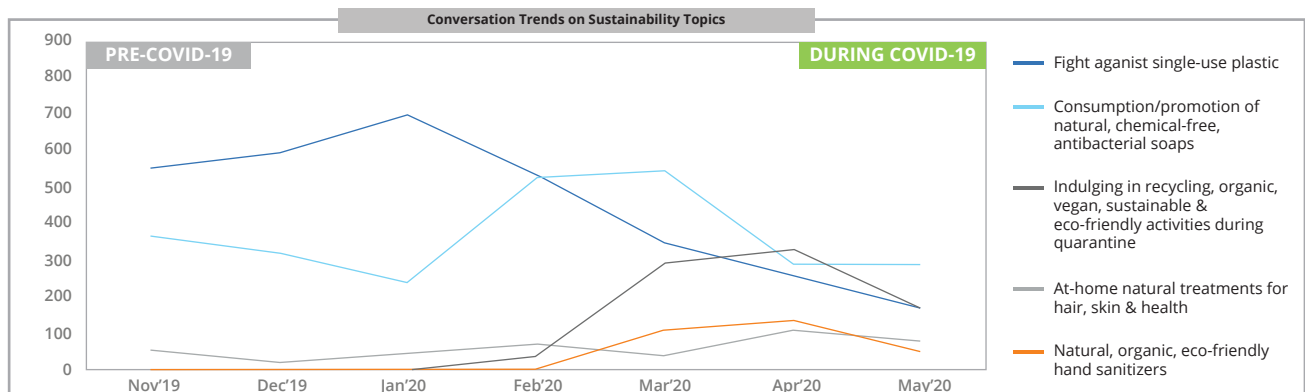


Conversation Highlights

- ☉ In January 2020, eco-friendly consumers emphasized the usage of recyclable, organic, and refillable products. Many considered using shampoo/soap in refillable forms.
- ☉ Consumers loved the concept of the bottle-refilling station, an eco-friendly initiative by retailers to support waste reduction.
- ☉ Ethical or sustainable fashion, organic clothing using bamboo and hemp cotton, and reusable bags grabbed attention in February 2020.
- ☉ In March 2020, eco-conscious consumers advised others on using soap or refillable hand wash, rather than panic-buying liquid hand soap bottles.

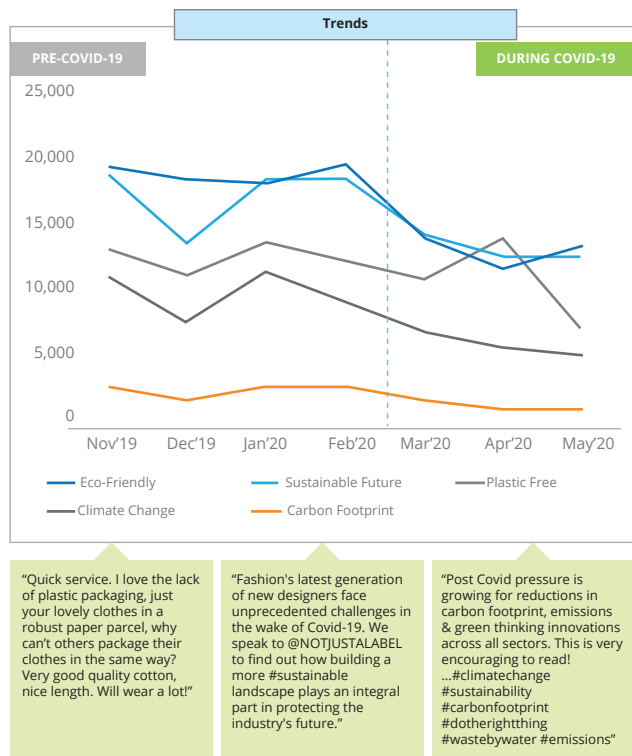
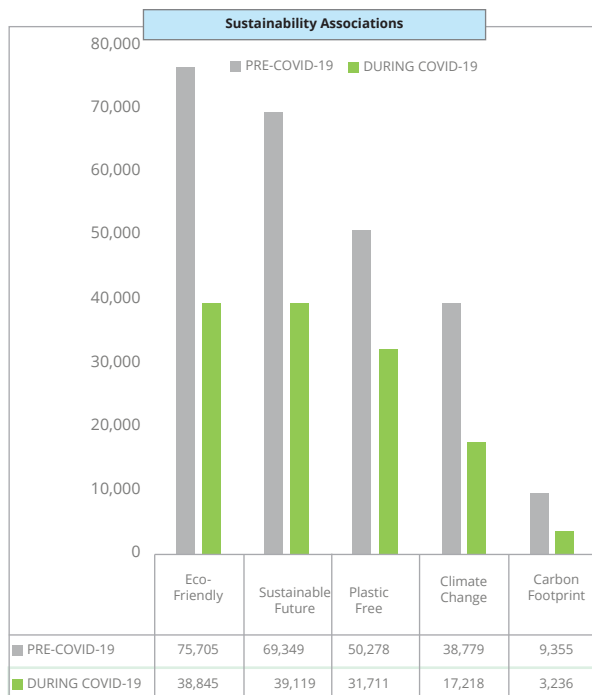
SNAPSHOTS FROM THE REPORT

Resistance to plastic usage decreased; support for chemical-free soaps and sanitizers fluctuated; interest in eco-friendly activities and natural at-home treatments grew



SNAPSHOTS FROM THE REPORT

Conversations on sustainability were mainly associated with an eco-friendly, sustainable, and plastic-free future



Overall Base Volume: 893,980 mentions

BUSINESS IMPACT

The findings of this study were used as insights to develop their communications and marketing strategies around sustainability. The client found the insights relevant and valuable, and extended the study to other European countries.



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