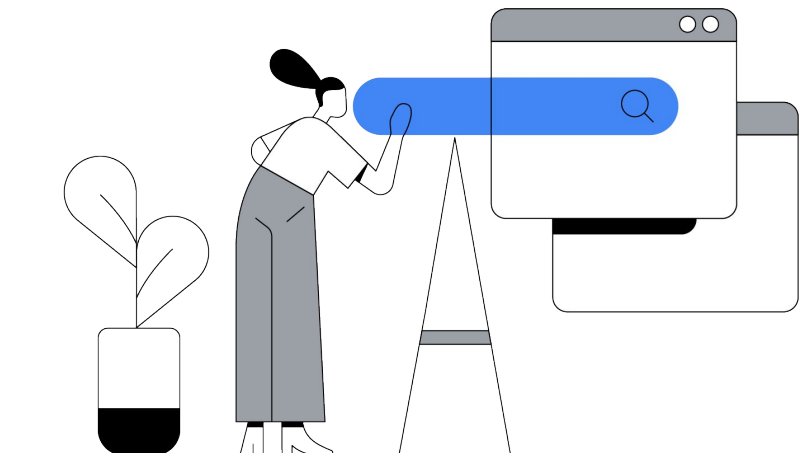
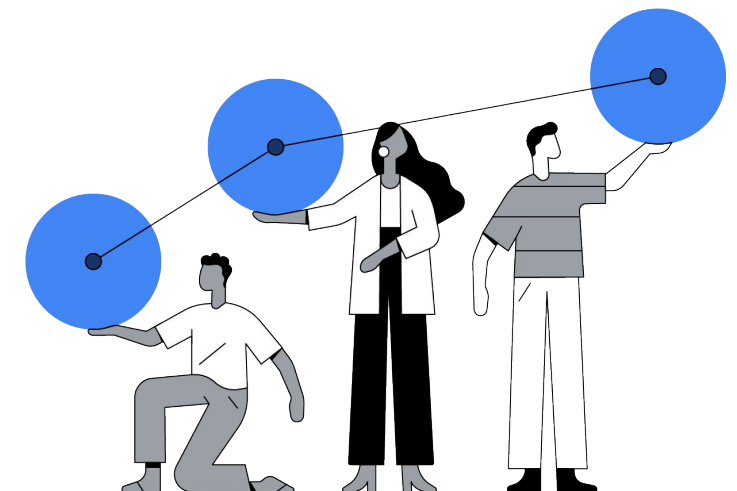


# 5 consumer truths to get your marketing ready for 2021



## Introduction

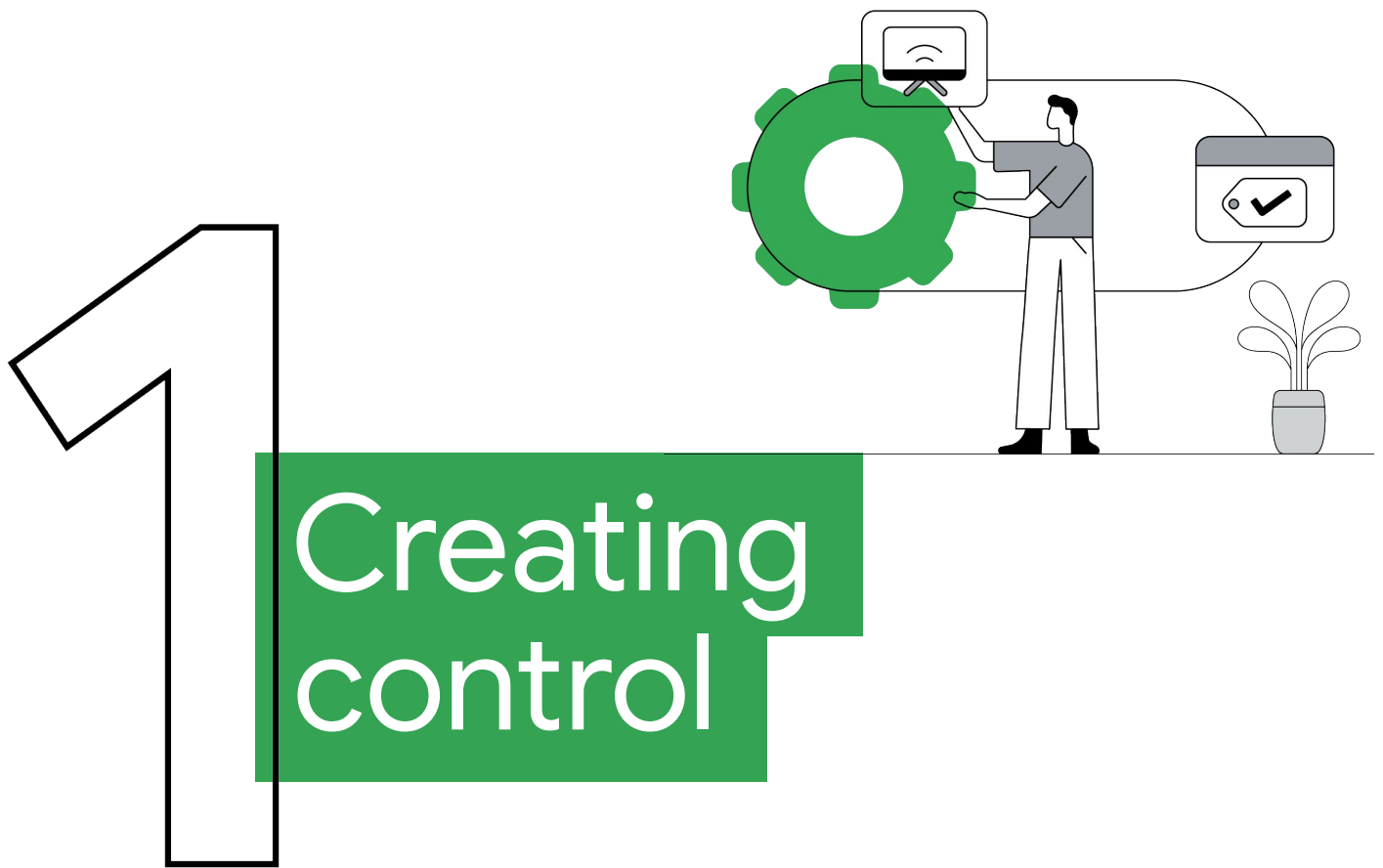
With a pandemic and social turmoil creating profound behavioral, economic, and technological shifts, making sense of 2020 might seem a nearly impossible task. Google has looked back at billions of search queries from 2020, as well as consumer behaviors, surveys, and interviews and landed on five key insights to help marketers get ready for 2021 and beyond.



# 5 key consumer insights to help marketers navigate 2021 and beyond:

- 1 Creating control
- 2 Bargaining for balance
- 3 Cultivating connection
- 4 Curating the home
- 5 Acting on allyship





# Creating control

Heading into 2021, people still face a world filled with uncertainties. As they navigate through these, they will continue to value signals of reassurance and safety, and seek out ways to proactively take control of and improve their lives. **How can marketers help consumers not only survive but actually thrive?**

Searches for

**who has and in stock**<sup>1</sup>

+8000% YOY

**fitness apps**<sup>2</sup>

+200% YOY

**online learning**<sup>3</sup>

+400% YOY

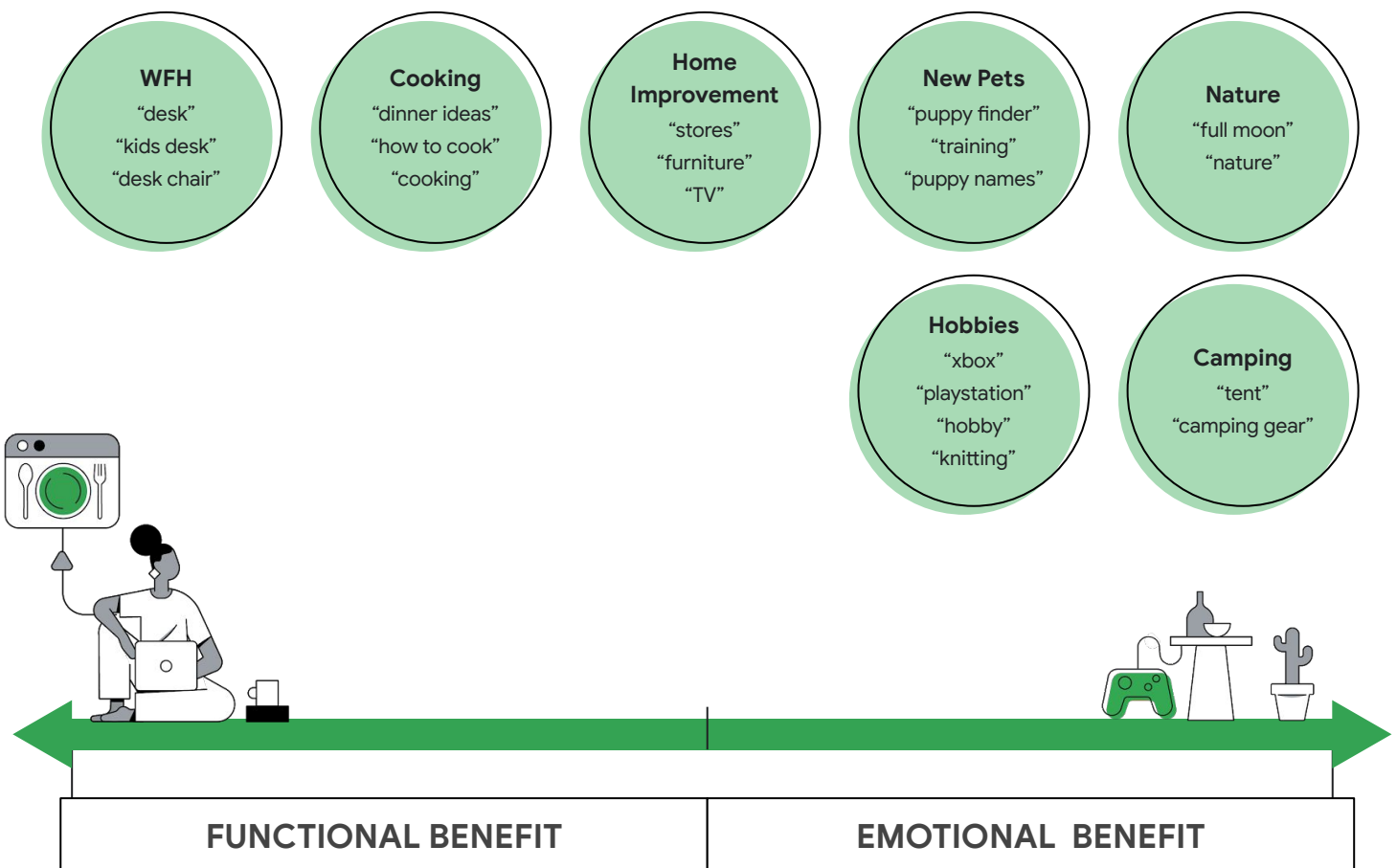
“

To keep my peace and to **start off my day right** with everything going on, I decided to **start a routine** in the morning.”

— CAROL, U.S.<sup>4</sup>

People are searching for ways to gain control over their immediate environments, and items or activities with emotional benefits.

### SEARCHES THAT CONTAIN





While the desire for a more balanced approach to life predates the pandemic, that need is now more apparent than ever before. People will continue to negotiate with themselves and others to establish boundaries and restore a sense of balance across emotional, physical, and psychological dimensions. **How can marketers help consumers achieve this balancing act?**

Searches for

**rv rental near**<sup>1</sup>

+200% YOY

**staycation**<sup>2</sup>

+100% YOY

**meditation apps**<sup>3</sup>

+90% YOY

“

I've been trying to **carve time out** of each day for myself. I feel **more balanced** after these experiences.”

— TONY, U.S.<sup>4</sup>





The pandemic has placed constraints on people's ability to establish and maintain relationships in the real world. So people have sought alternative ways to connect, placing renewed focus on those closest to them, both interpersonally and within their communities. **How can marketers enable consumers to both maintain the quality of their existing relationships while also providing opportunities to create new ones?**

Searches for

**with friends online**<sup>1</sup>

+300% YOY

**local + business(es)**<sup>2</sup>

+80% YOY

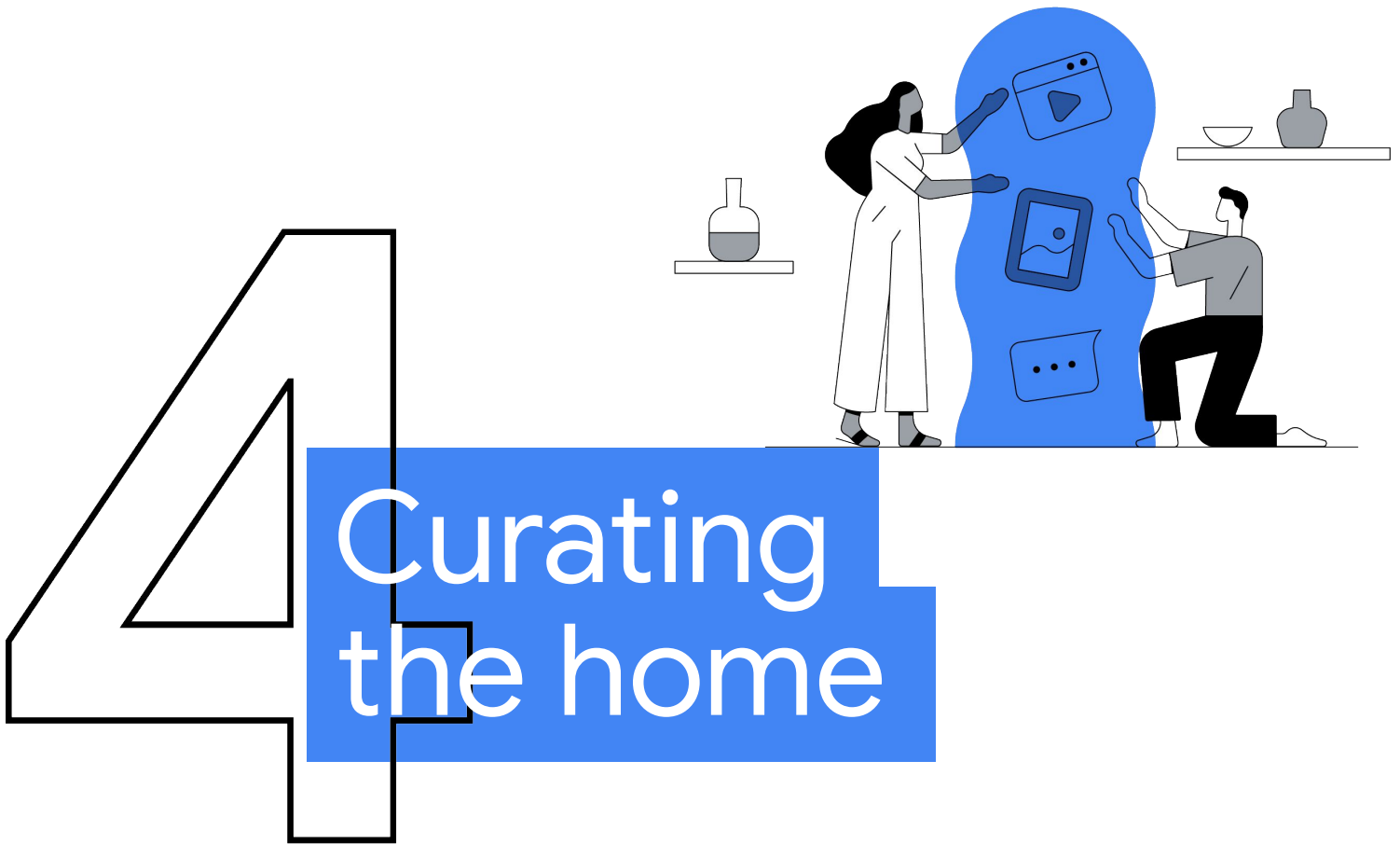
Watch time in U.S. for YouTube  
videos with **#WithMe** in the title.<sup>3</sup>  
+200% YOY



“

It's brought me closer together with my neighbors. ... As city dwellers, for so long we didn't even know who our neighbors were, but **now we have realized the importance of that bond.**”

— KEN, JAPAN<sup>4</sup>



## Curating the home

The constraints COVID-19 placed on mobility caused many people to make their personal spaces as multifunctional and comfortable as possible. While this inward focus on comfort will likely continue, consumers are also yearning for ways to move beyond their homes and get back into the wider world. **How can marketers alleviate this tension?**

Searches for

**simple house design** <sup>1</sup>

+200% YOY

**virtual tour** <sup>2</sup>

+500% YOY

e.g., “musee d’orsay virtual tour”

Watch time in U.S. for YouTube videos  
with **home activities** in the title. <sup>3</sup>

+120% YOY

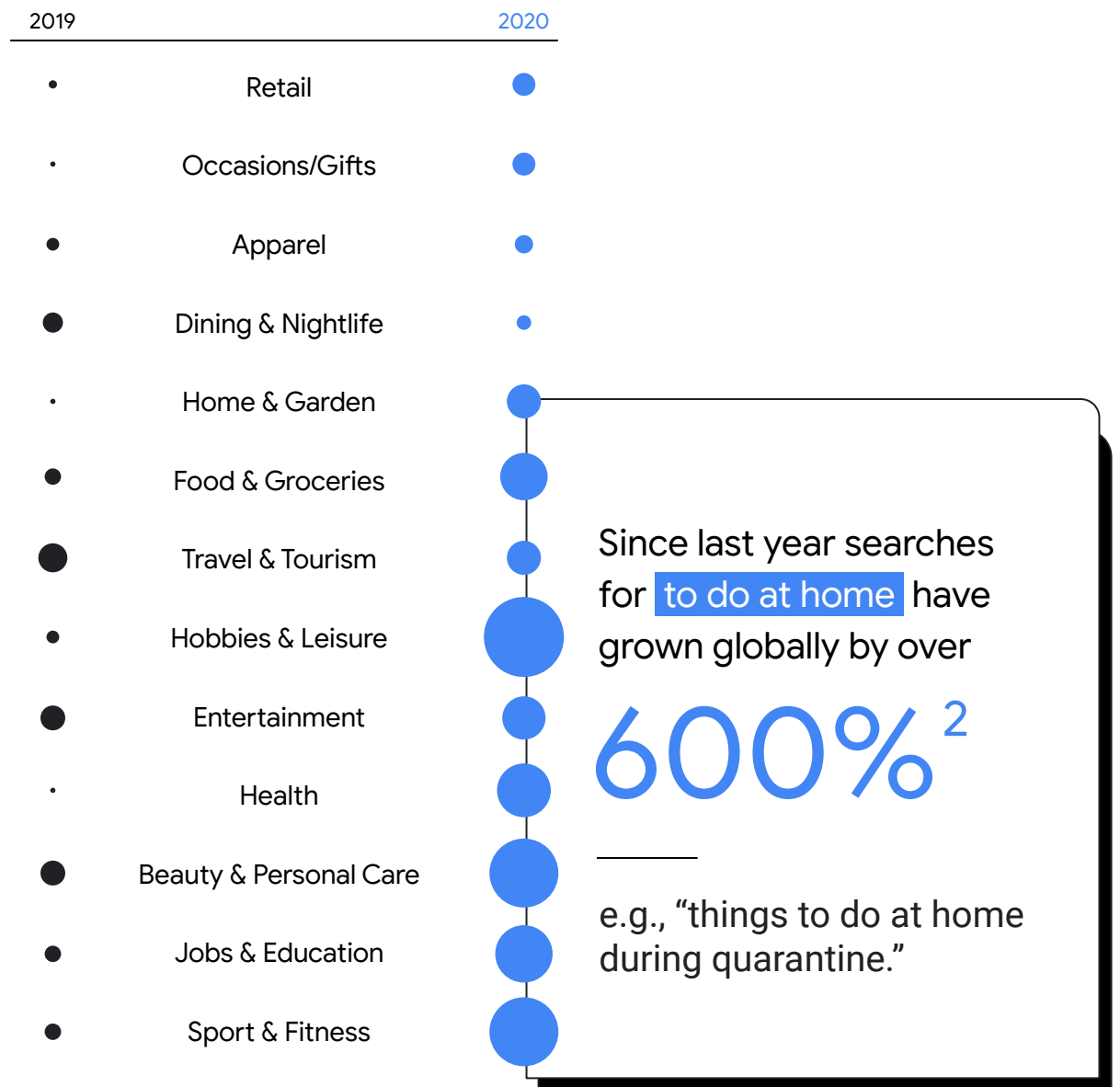


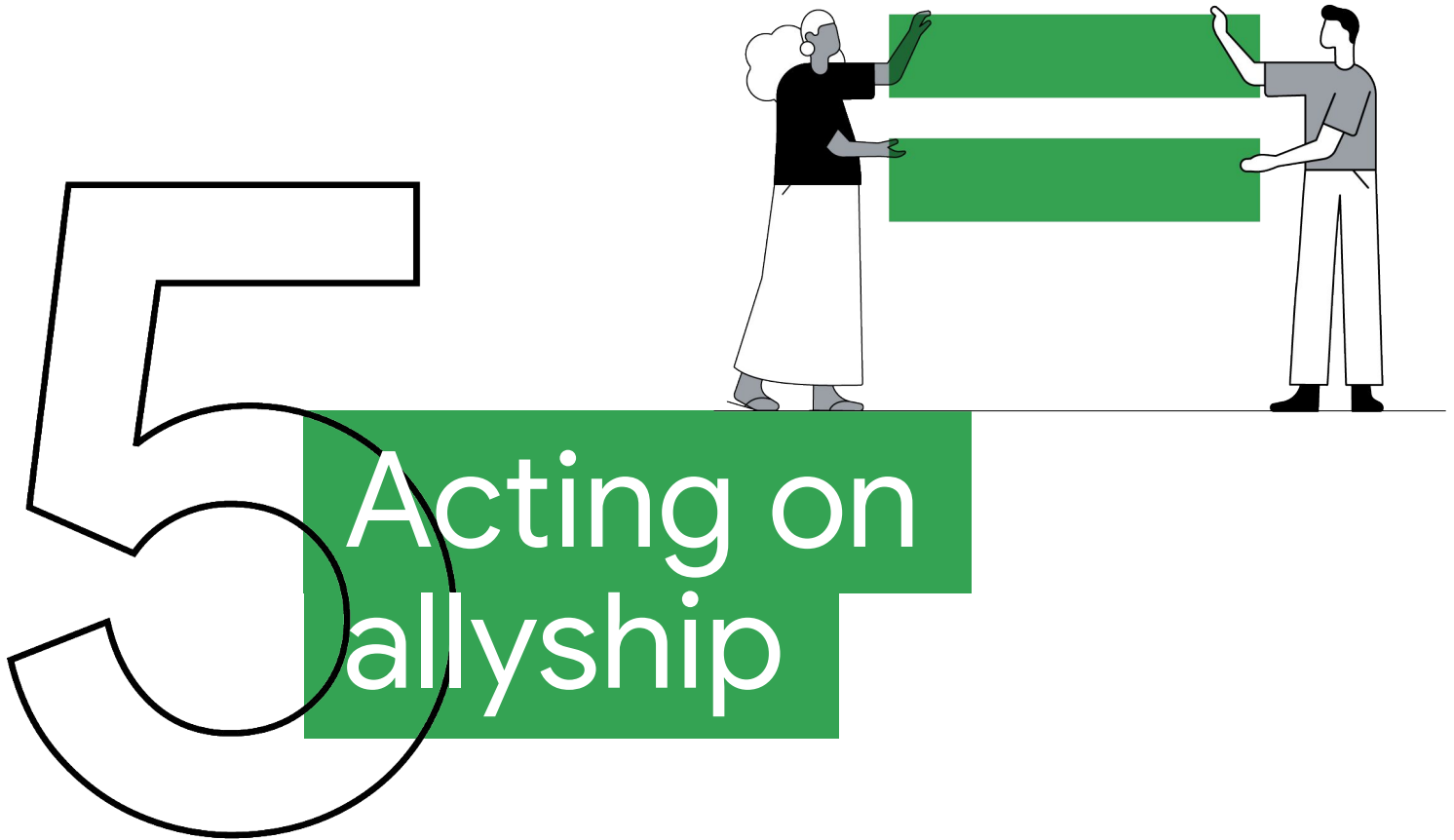
“

Optimizing my home space has  
**helped me feel happy and safe in  
my home.** I feel serene and hopeful,  
strong mentally.”

— ANA, BRAZIL <sup>4</sup>

Across multiple categories, searches with **at home** have grown 10x compared to the previous year.<sup>1</sup>





In many parts of the world, the pandemic coincided with major social upheaval and the intensifying of movements like Black Lives Matter in the U.S. A need for change has arisen. [According to Forrester](#), 68% of Americans say that a company's social-responsibility reputation influences their purchasing decisions. **This awareness is not going away and will likely influence brand choices moving forward.**

Searches for

**can I help**<sup>1</sup>

+70% YOY

**inclusion**<sup>2</sup>

+100% YOY

“

I'd like more authentic and holistic approaches from the brands as well as more transparency! This would really make a difference if we were to have an understanding of the complex environment we live in and how our consumption impacts the world!”

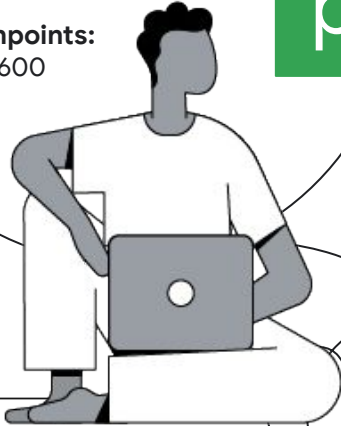
— SYLVIE, FRANCE<sup>3</sup>

# How social causes can influence the purchase journey

**Carl, 56**  
Tampa, FL

**Journey:**  
75 days

**Touchpoints:**  
Over 600



🔍 Searches for polo color crew

🔍 Retail brand A: Apparel brand A t-shirts

🔍 Mens retailers give back to the community apparel brand B

🔍 What stores recycle clothing?

📱 Retailer brand B site: Straight fit

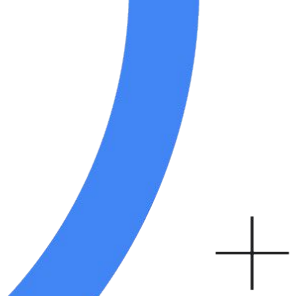
📱 Apparel brand C supports a single cause

🔍 Is apparel brand D a good brand?

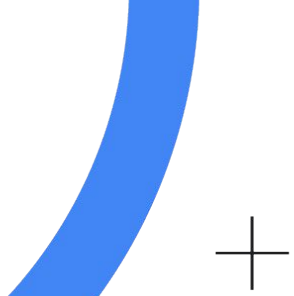
**Retailer brand C**



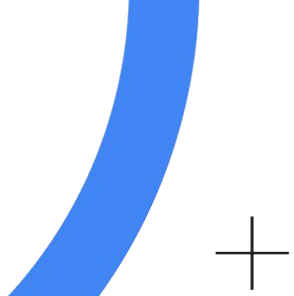




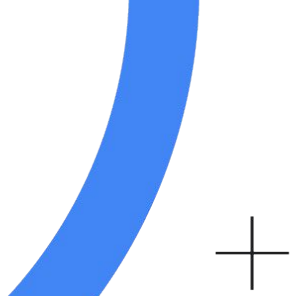
## 5 things you can start doing now



We believe these insights will endure to shape 2021 and that understanding them will provide marketers with opportunities to better meet consumers' needs. The first thing marketers need to do is infuse data-driven thinking in all steps of their marketing. What else can you do to set your company up for sustained success in 2021 and beyond?

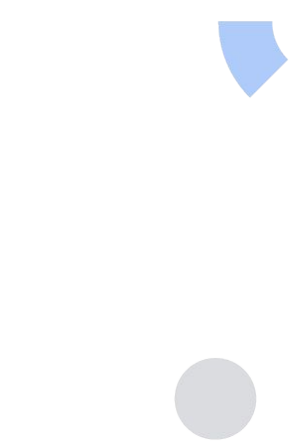


**Embrace agility over certainty.** Planning and building responsive systems that enable [quick pivots](#) when necessary can ensure that marketers are nimble and ready for whatever comes their way.

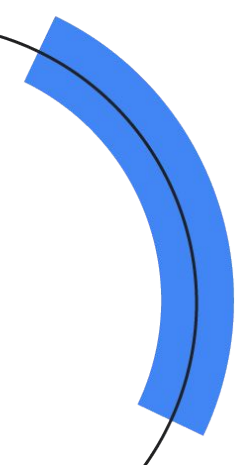


**Provide consumers with a seamless, personal digital experience.** For companies that aren't already doing so, it's time to invest in ways to deliver [seamless](#) and [personal](#) digital experiences to consumers. We know that doing so results in [positive business outcomes](#).

**Boost consumer confidence:** We are still far from “back to normal.” For many people, a level of uncertainty or fatigue will likely persist in this new year. Marketers should find ways to reassure and remind people that their businesses are [getting the basics right](#) — think product availability and appropriate safety measures. But beyond the basics, marketers should strive to help people feel like they’re reestablishing some semblance of control over their lives and that they’re thriving rather than simply surviving.



**Market with purpose.** Whether it’s marketing that [better reflects diversity](#) or the causes your company aligns with, people increasingly expect brands to actively contribute toward the betterment of society as a whole. Moving forward, a brand’s actions will become an increasingly important driver of choice and loyalty.



**Understand the balance between new and old behaviors.** Continue to [monitor how consumers are balancing](#) between their pre-pandemic routines and the new behaviors they developed as a result of the unprecedented nature of 2020. Encourage the choices you want consumers to make by appealing to their new context and designing new cues and rewards for them to think of your products and services.