

momentum

#TUESDAYTALK

Let's talk insights

What impacts consumers' purchasing decisions in 2021?





01

44% of luxury buyers say their purchasing decisions are now influenced by a company's ethical and sustainability credentials.

(source: Luxury Daily)



02

78% of 13–39 year olds like it when brands make mental health a part of their marketing and messaging.

(source: YPulse)



03

Two thirds of shoppers think that AR would help them make a better buying decision.

(source: Reydar)



04

59% of consumers are more loyal and prefer to buy from brands that stand for diversity and inclusion in their online advertising.

(source: Marketing Dive)



05

35% of global shoppers have found both store websites and coupons to be more important and helpful to them while shopping during the pandemic.

(source: Momentum Worldwide)

THANK YOU

