

momentum

#TUESDAYTALK

Let's talk insights

Changing consumer values
and expectations towards brands





01

92% of consumers say that they appreciate things much more now than they did one year ago.

(source: Momentum Worldwide)



02

60% of consumers believe brands have an “obligation” to encourage people to get vaccinated.

(source: AdWeek)



03

**63% of Millennials say that now,
one year since the pandemic began,
they have a newfound passion for life.**

(source: Momentum Worldwide)



04

83% of consumers globally want to support brands that have been coming up with ways to bring people together during these uncertain time.

(source: Momentum Worldwide)



05

77% of global consumers feel companies that take sustainable measure increase their customer loyalty.

(source: Capgemini)



06

**More than three quarters of consumers (77%)
feel that brands are responsible for creating
positive change.**

(source: Momentum Worldwide)

THANK YOU

