



momentum

#TUESDAYTALK

Let's talk insights

Consumer attitudes towards
the return to live events
and experiences





01

62% of Gen Zs and younger Millennials say they're planning to attend as many live events/experiences as they can when they return (vs. 52% of older consumers).

(Source: Momentum Worldwide)

02

Post-pandemic consumers will seek out experiences that provide them joy (69%) and support their mental well-being (64%).

(Source: Momentum Worldwide)



03

31% of global shoppers plan to return to public spaces immediately after they have been fully vaccinated.

(Source: Momentum Worldwide)



04

65% of consumers say they are embracing frictionless payments (the "mobile wallet") sooner than they had planned.

(Source: Momentum Worldwide)



05

The pandemic has made 85% of consumers globally realize how much they miss attending experiences/events.

(Source: Momentum Worldwide)

For more information, contact: info@momentumww.com
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