



# Home & easy living behaviors energized by the pandemic

The need to be physically present to work, shop and communicate is being challenged by digital and cultural change. Consumers will withhold their presence as it becomes as valuable a resource as time, attention and money.



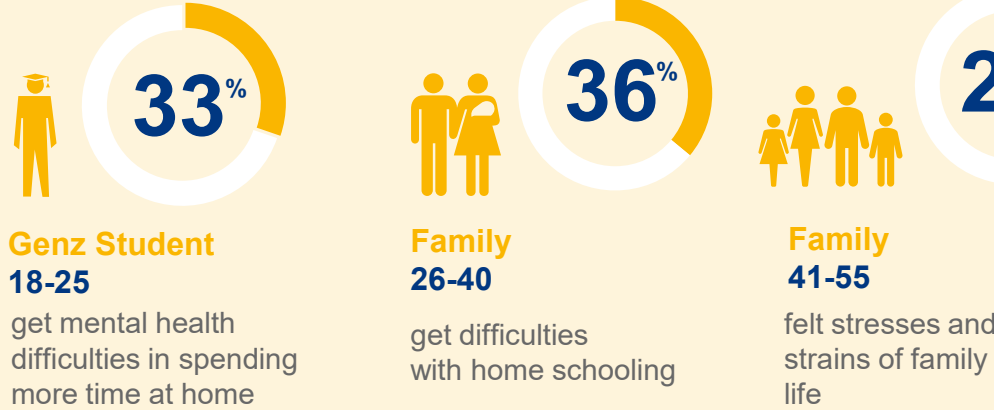
## TRENDS #1

### The multi-purpose home

COVID 19 lockdowns put additional pressure on the home space. During lockdown, the majority of consumers spent more time at home, putting the space under pressure to become the primary and for many, the only venue for life's various activities: work, learning, downtime, shopping, fitness, dining, rest, childcare, socializing, creativity, romance, cultural nourishment and more.



For all the generations, the main difficulties during this period were the lack of physical activity and exercise but not only....



Majority of respondents have done some renovations in their home during the pandemic: created a fitness area, relaxation area, an office space...

#### The GenZ embrace the autonomy of remote work and the work-from-anywhere lifestyle



Home insurance solutions will need to cater to the multi-purpose home.

With different consumers re-designing their homes to accommodate new forms of activities (e.g. home gym), remote work, are likely to maintain appeal and will require adequate insurance protection.



## TRENDS #2

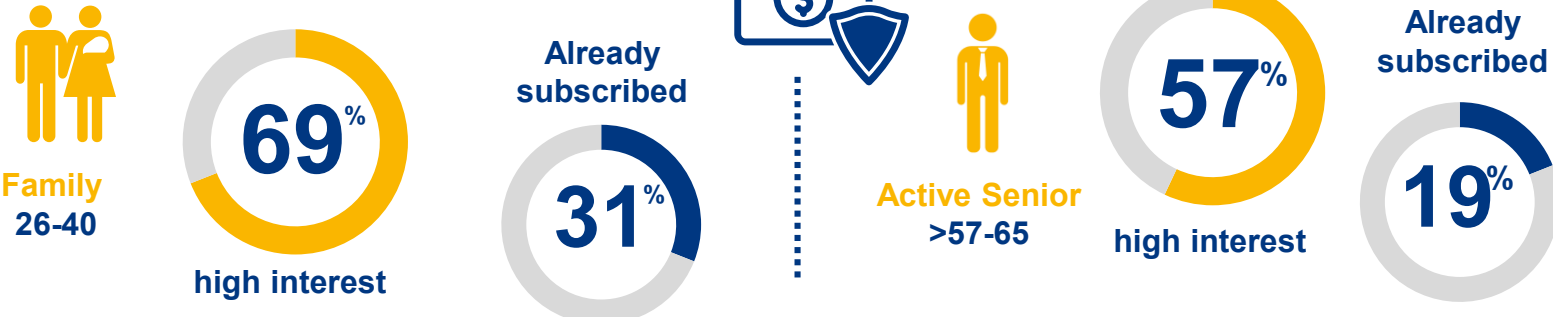
### Presence-free Living

The COVID-19 pandemic has rapidly hastened the uptake of remote living. The outbreak of COVID-19 made withholding physical presence in work, shopping and leisure essentially mandatory.

Growing numbers of consumers during the pandemic claim to frequently use online banking services.



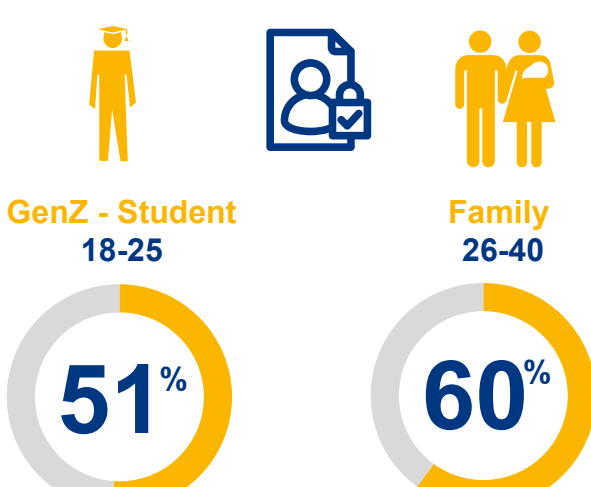
#### Online banking protection



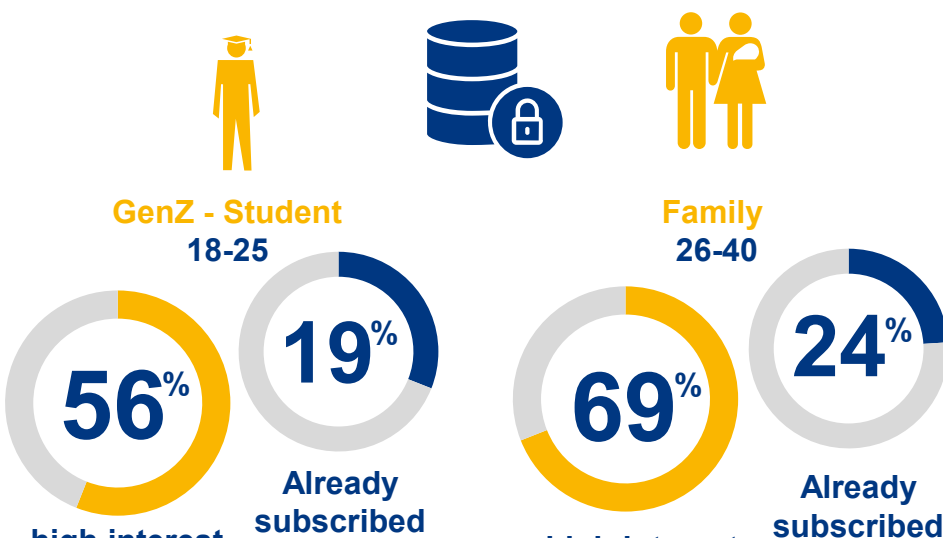
→ Interestingly, while young age groups are leading the drive to virtual channels, it is families who display the highest interest over online shopping & banking protection. Clearly parents are more concerned about their children's online payment protection.

Cyber crime is a quickly growing concern. As more of the daily activities migrate to the digital/virtual space.

#### Fear to lost or get destroyed their personal digital or paper documents



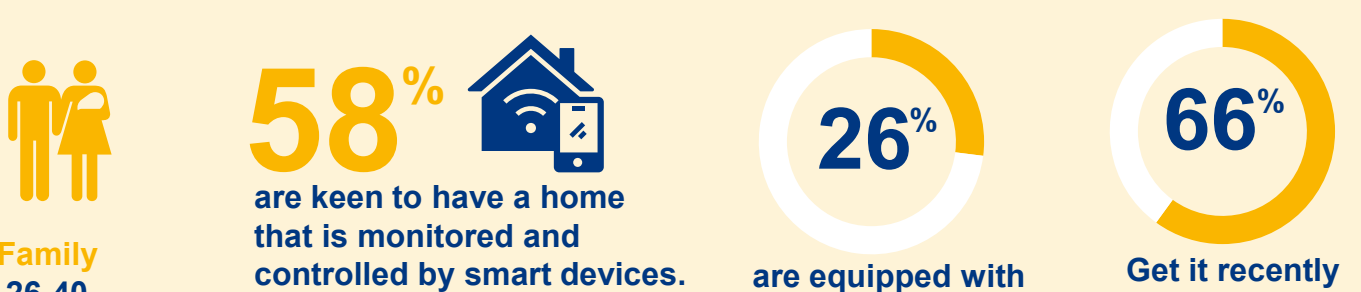
#### Data loss protection



## TRENDS #3

### Smart Home Eco-friendly & healthy living

With the rapid development of the IoT, and a growing trend for convenience and peace of mind from consumers, people will gain more control over their homes and their lives with connected devices.



→ Consumers seek to reduce external stressors by integrating smart devices which help to enhance a stress less and possibly eco-friendly habitat.



## TRENDS #4



### Supporting the vulnerable

The rise of the connected and interdependent family where financial, emotional and caregiving needs are addressed as a collective has continued to advance during the pandemic.

Economic pressures and other societal changes, such as increased longevity, are keeping the family as a vital source of support.

#### Need assistance for a family member



→ In many markets, the majority of the caregivers are the relatives with the help on some support from medical professionals. Most of the time the relative purchased the assistance services for their relatives.

The pandemic has also accelerated the use of technology and digital channels to keep families connected and safe.

