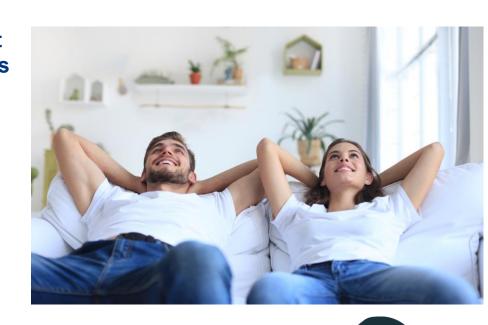


# Home & easy living behaviors energized by the pandemic

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



**Genz Student** get mental health



get difficulties with home schooling



life

strains of family

embrace the autonomy of remote work and the work-from-anywhere lifestyle

renovations in their home during the pandemic: created a fitness area, relaxation area, an office space...

state that teleworking or have move or studying remotely





pandemic

considered a

move since the





away from their workplace or training school, university **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

The COVID-19 pandemic has rapidly

leisure essentially mandatory.

social media...

increased their digital activities recently: online shopping, video games,

hastened the uptake of remote living. The outbreak of COVID-19 made withholding physical presence in work, shopping and

allowed them to get

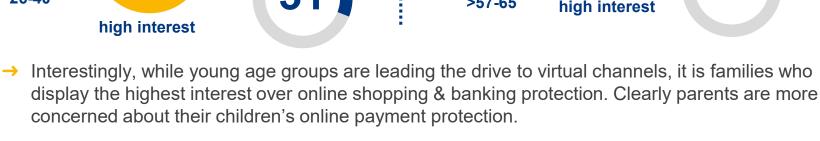
protection. TRENDS #2 **Presence-free Living** 



**Already** subscribed **69**<sup>9</sup>

Online banking protection



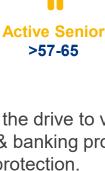


Fear to lost or get destroyed their

personal digital or paper documents

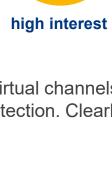






**Family** 

26-40





As more of the daily activities migrate to the digital/virtual space.

26-40



**GenZ - Student** 

18-25



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.

#### **GenZ - Student** 18-25

**Data loss protection** 





**Family** 

26-40

**69**<sup>%</sup>



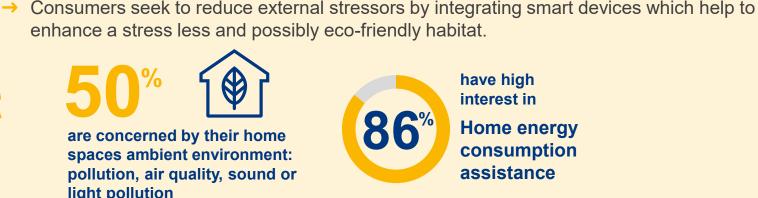
**Family** 

26-40

#### **26**% are keen to have a home that is monitored and Family controlled by smart devices. are equipped with 26-40 a smart home

are concerned by their home spaces ambient environment: pollution, air quality, sound or light pollution

Need assistance for a family member



interest in Home energy consumption assistance

TRENDS #4

vital source of support.

have high

66%

**Get it recently** 

(less than 2 years)

Supporting the vulnerable

**Genz Student** 

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

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.



Family Caregivers

subscribed to a smart device that allow them to get alert in case of a fall, injury or illness, with linking to assistance



Allianz 🕪

customer

Factory Collision

services. Research comes from Allianz Partners' Customer Lab, a proprietary quantitative database of consumer insights. The above data comes from a wave from spring 2021 surveying 21K consumers across Mexico, Thailand, Switzerland, Austria and Singapore, Japan, Turkey, Slovakia, Romania, Greece and Portugal, and including questions related to COVID emerging new behaviours. Trends come from Foresight

lab