

05

Leisure  
activities  
and pandemic  
impact

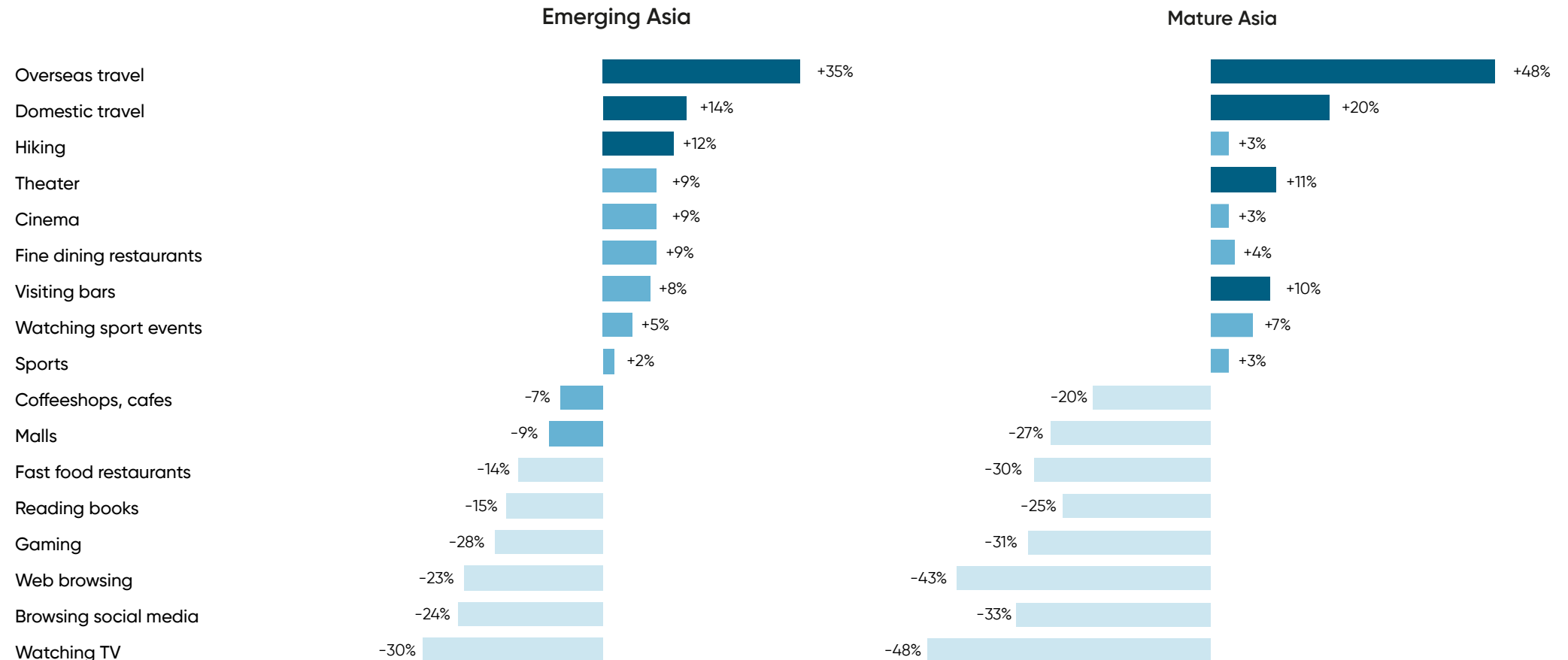


# Travel is expected to bounce back, pushing out most forms of digital entertainment

Consumers are also keen to do more outdoor activities such as visiting restaurants/bar/theater/cinema etc. There is the intention to reduce the time on indoor pursuits related to watching TV, web/social media browsing and gaming more so among mature Asians.

## Changes in leisure activities engaged in past 6 months (P6M) vs. post COVID

Which of the following social and leisure activities have you engaged in during the past 6 months? And which of the following social and leisure activities do you expect to do more of, after things normalize after the COVID pandemic?



# Online shopping is here to stay

No real change is expected post COVID in online shopping frequency; the behaviours picked up during COVID are thus likely to stay. 45% of the Emerging Asian middle-class consumers are frequent online shoppers (every week) opposed to 24% of those in the mature markets.

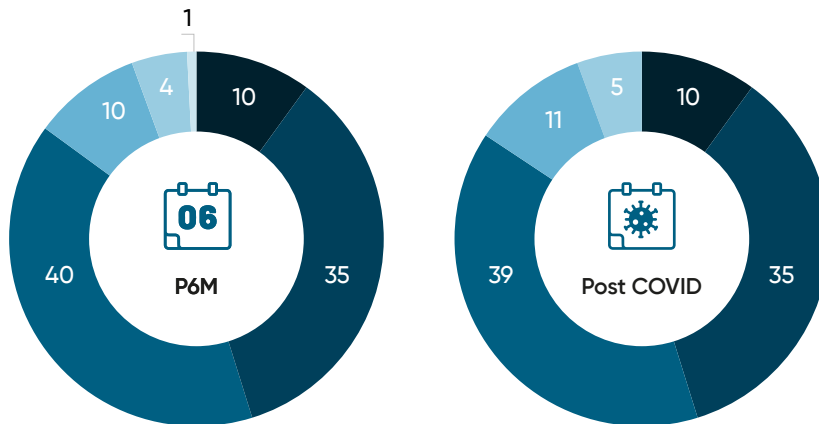
## Online shopping frequency past 6 months (P6M) vs. post COVID (%)

How often did you do online shopping in the past 6 months?

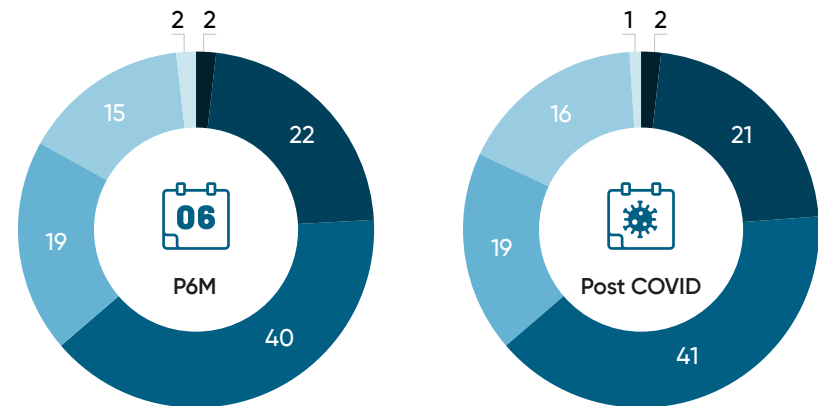
How often do you think you will do online shopping after things normalize after the COVID pandemic?

- Every day
- Every week
- Several times per month
- Once per month
- Less than once per month
- Not done online shopping in the past 6 months

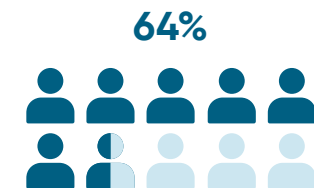
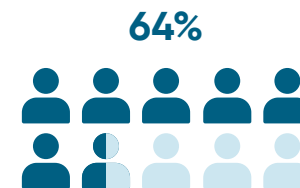
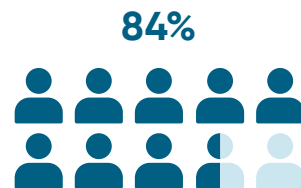
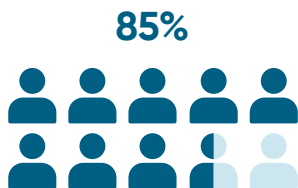
### Emerging Asia



### Mature Asia



Frequent Online Shoppers (%)



Average Number of times per month



# Convenience followed by better price and more options drives e-commerce among frequent online shoppers

Interestingly, consumers in Indonesia believe that online shopping is more hygienic when seen against other markets.

## Reasons of shopping online among frequent shoppers (%)

What are the reasons you would shop online rather than in a physical shop?



Base: Frequent online shopper Malaysia n=486, Indonesia n=548, Thailand n=452, Vietnam n=524, Philippines =481, China n=920, India n=810, Emerging Asia n=4221, Mature Asia n=966

Note: Emerging Asia: MY, ID, TH, VN, PH, CN, IN, Mature Asia: HK, JP, KR

# For Emerging Asia's middle-class, the mobile/smartphone is their primary entertainment device

Laptops are the second most popular device for work/study. Social media is used for both communication as well as entertainment.

## Top 5 device/app usage (Emerging Asia)

Which of the following tech devices or apps are most important for you in each of the below types of activities? Please select up to 3 devices or apps for each type of activity.

