

# THE COMMERCIAL SHIFT: THE RECOVERY

The COVID-19 crisis has undoubtedly impacted today's consumer behaviours. Some new behaviours will stop, while others will change. Retailers will also need to continue to innovate to respond to this new reality.

**One year after the beginning of the pandemic, Leger and Ig2 are launching the next phase of their study, *The Commercial Shift*.** The study was initially conceived as a trilogy, in which consumer behaviours were evaluated three times between April and June 2020. This 4<sup>th</sup> edition paints a picture of the new consumer segments in this period of economic and social recovery.

Online survey of **2,000 Canadians**

Data collection from **April 12 to 25, 2021**

Evaluation of more than **60 behaviours**

This study answers the following questions:

- After one year, have consumers **retained all or some** of their new consumer behaviours, or have they **returned to their old habits**?
- Who are the **new consumer segments**?
- After one year, how has the crisis impacted **consumers' criteria for choosing stores, their lifestyles, and their personal finances**?

Cost: **\$5,000**

**Leger** + **Ig2**

