

Hometainment: Building the Post-Covid Experiential Home

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Date: February 2021

Pages: 18

Price: US\$ 1,325.00 (Single User License)

ID: HC1D3E411C00EN

Abstracts

With vaccines offering a potential light at the end of the tunnel, the post-COVID-19 era is slowly coming into focus. This report highlights those elements of hometainment that are likely to persist one year into the pandemic. Whilst socialising and other vital experiences outside the home are certain to return at some point, a whole host of basic, everyday experiences will continue to be served at home, with powerful implications for brands in nearly every industry.

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