

# The Impact of Coronavirus on Customer Experience: Lifestyle Brands vs Customer Journey

<https://marketpublishers.com/r/I7A239BB45E7EN.html>

Date: August 2020

Pages: 36

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

ID: I7A239BB45E7EN

## Abstracts

The Coronavirus (COVID-19) crisis has led to a major structural change towards a complete digitalisation of operational structures of lifestyle brands, which in turn has reset the importance of customer experiences, building trust and strong relationships as part of the customer journey more than ever in the “new normal”. Consumer-centric mindset alongside changing operational set-ups such as remote working are all helping to establish a new value-based economy.

Euromonitor International's The Impact of Coronavirus on Customer Experience: Lifestyle Brands vs Customer Journey global briefing offers an insight into to the size and shape of the Consumer Foodservice market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading operators and brands, offers strategic analysis of key factors influencing the operating environment - be they economic/lifestyle influences, new foodservice concepts, outlet locations, menu innovation or format development. The entire industry is considered, including both chained and independent operators. Forecasts illustrate how the market is set to change and what is the criteria for success.

**Product coverage:** Consumer Foodservice by Location, Consumer Foodservice by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction

Intr0duction

Omnichannel and the New Brick and Mortar

Hyper-personalisation Through the Lens of COVID-19

Transformation with IoT During Covid-19

Conclusion

## I would like to order

Product name: The Impact of Coronavirus on Customer Experience: Lifestyle Brands vs Customer Journey

Product link: <https://marketpublishers.com/r/I7A239BB45E7EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I7A239BB45E7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

