

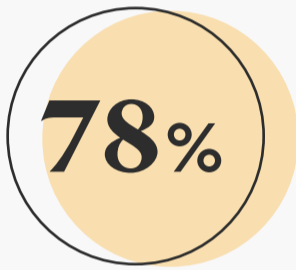
# Covid-19 Has Transformed Consumer Sentiment.



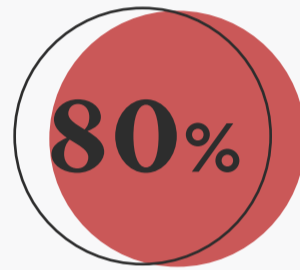
According to a recent McKinsey study,

## a shock to loyalty

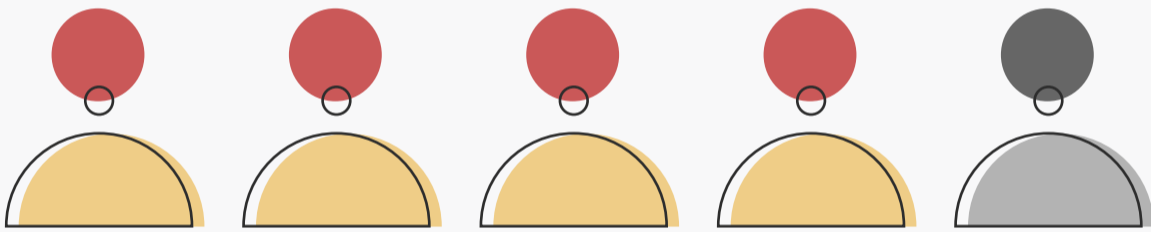
is visible in brand and channel choices.



78% of U.S. consumers have switched stores, brands or channels during the pandemic.



Meanwhile, 80% of consumers report still feeling somewhat unsafe.



4 out of 5 Americans have yet to return to pre-pandemic levels of comfort with "normal" out-of-home activities.

This means consumers will turn wholesale to brands and companies who can cater to their new way of life.



For example, more than 80% of Americans are making changes to how they celebrate the upcoming holiday season.

To adapt to how COVID-19 has changed everything, brands everywhere will need to

**reimagine loyalty.**