



Media facts you should have at your fingertips right now

02 SEP 2020

In a fast-changing world, it is important to observe trends and data to stay one step ahead. We outline five key opportunities for marketers.

1) eCommerce in Portugal post-lockdown

As Portugal moves out of lockdown, eCommerce continues to be growing across categories, although the make up of the top 10 destinations has changed. Being at home has clearly created a big appetite for freshening up living spaces, as the top 10 eCommerce sites are now dominated by home-orientated brands (Leroy Merlin, IKEA and Worten).

Interestingly, however, 'shipping costs' and 'returns' are some of the top eCommerce

related search terms in the current phase, as service/user experience becomes key.

2) A US surge in click-and-collect

A key driver of the expected uptick in eCommerce sales in the US is a surge in click-and-collect sales, specifically featuring curbside pickup, that has allowed millions of US consumers to make immediate purchases while minimising contact with others.

eMarketer expects that US click-and-collect eCommerce sales will leap 60.4% to \$58.52 billion. This forecast is a significant upgrade from their February 2020 forecast of 38.6% growth. Click-and-collect eCommerce will represent 8.2% of eCommerce sales, up from 6.1% in 2019, and will account for 20.4% of total US eCommerce growth in 2020.

3) UK and live football

Even with empty stadia, UK's love of live sport saw an increase in ABC1 males (+24%) across all live sports broadcasters in July, reaching a peak with Everton vs Liverpool, which became the biggest Premier League game ever with 4.96m viewers (5.50m peak), the 2nd biggest Sky programme ever behind Game Of Thrones which achieved 5.85m.

This and VOD mean that, on average, people are now spending over 5 hours in front of the TV per day; 69 minutes more than last year.

4) Canada turns to online video

Deprived of the sports they love and with limited new big screen content arriving, Canadians have increasingly turned to short-form online video for distraction.

Canadians are now watching 76% more short-form video content (under 21 minutes) and 65% more long-form video content (over 21 minutes) in an average month, during COVID-19 compared to pre-COVID-19.

5) New OOH In Vietnam

Vietnam has had one of the most successful COVID-19 responses, and, although suffering from a massive hit in terms of its inward tourist business, it feels confident in its ability to recover quickly.

An indication of this is, perhaps, the launch of Metro systems in both Ho Chi Minh City and Hanoi with a new wave of LCD/LED displays being implemented. A rare example in a media category that has been particularly hard hit in many markets.