

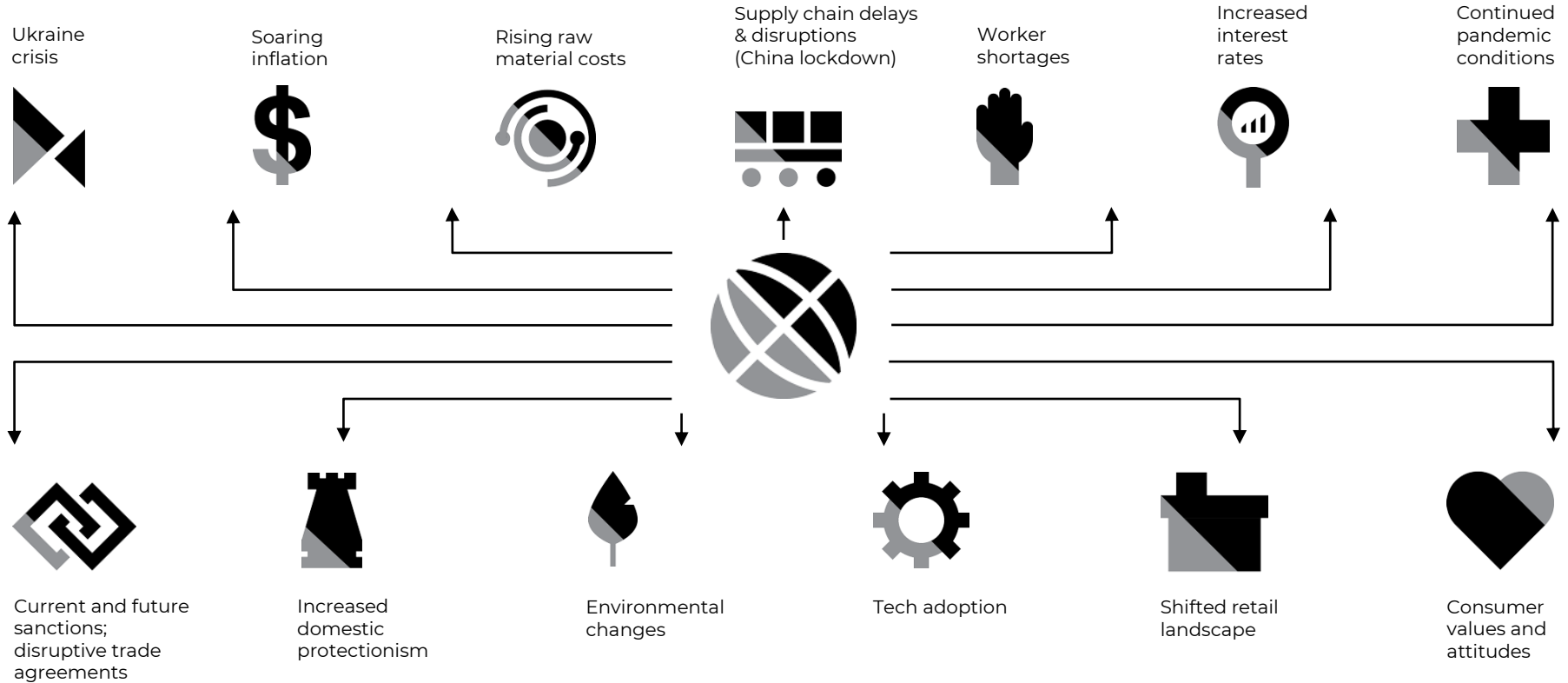


# Navigating disruption in an unequal world

June 2022

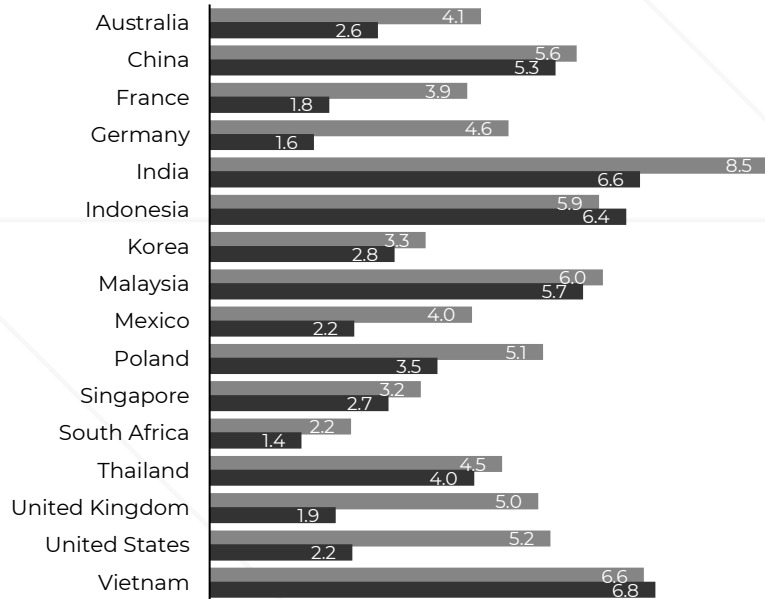


# Business & consumers faced with unprecedented disruptive change

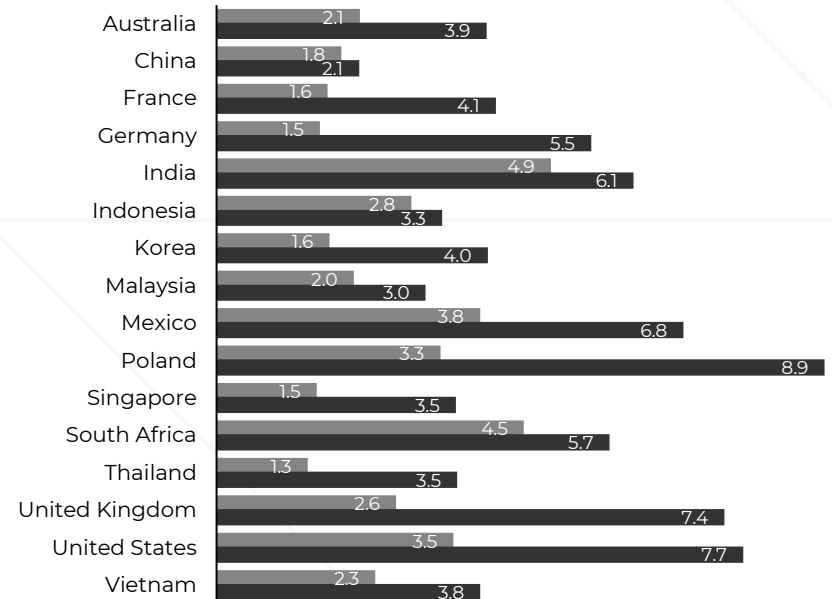


# Economic forecasts shrink as inflation soars around the world

## GDP % growth – 2022 forecast

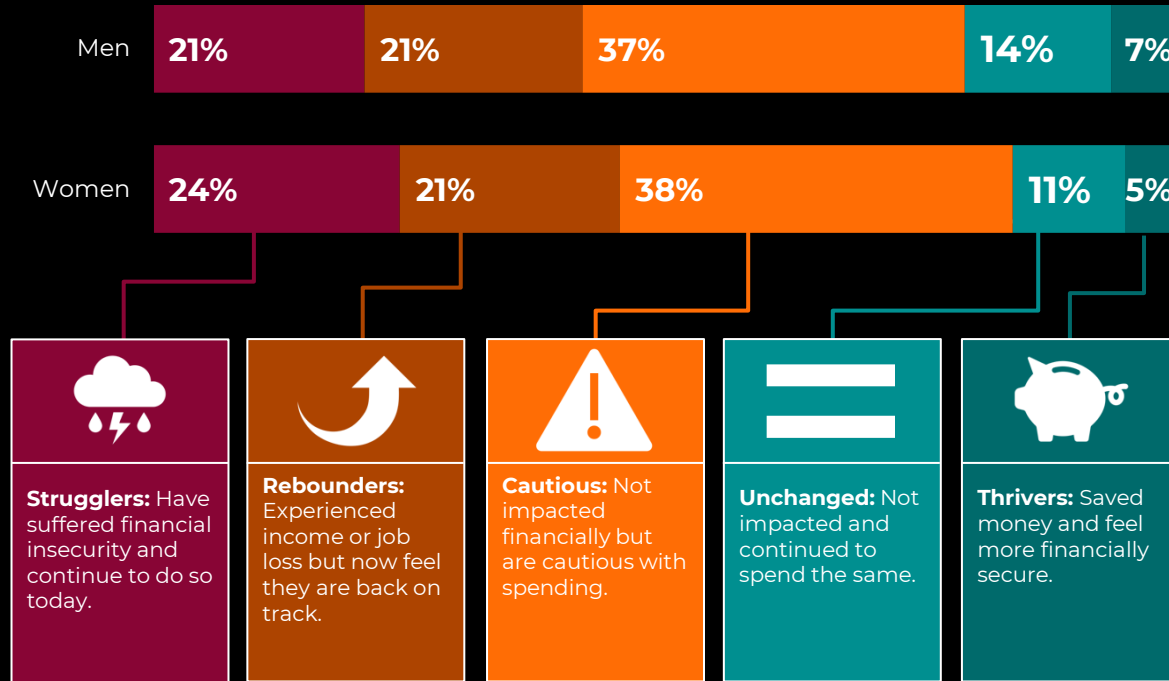


## Inflation % growth – 2022 forecast



■ Oct 21 WEO ■ Apr 22 WEO

# Women have felt the financial impact of COVID more than men



## 4 in 10

women globally only have **enough money to afford the basics**

## 82%

of Asia Pacific women are **consciously watching what they spend**

# 3 considerations impacting women



Spending shift @home



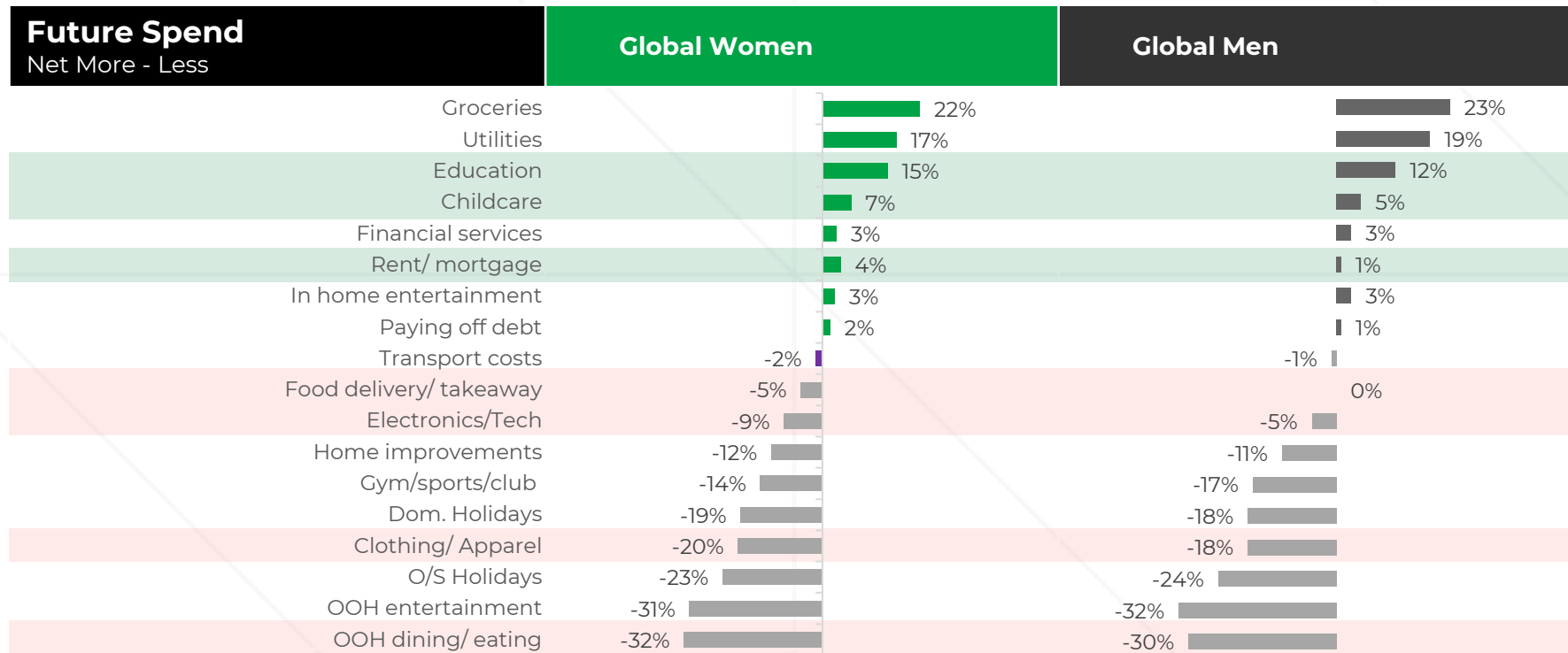
Pivoting priorities



Equitable workplace models

# @ home spend a focus for all

but women will prioritize education and childcare in the future



Source: NielsenIQ 2022 Consumer Outlook Survey, Dec 2021

Change in spending calculated by subtracting % of respondents who are spending less from % of respondents who are spending more

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**32%**

of women have **totally different priorities** which will have a **big impact on future buying** behaviour

## Wellness for Women

Mental Wellness



63%



**67%**

Physical Wellness

62%

65%

Stress Management / Sleep

55%

**63%**

Saving for unforeseen circumstances

58%

61%

Financial/Job Security

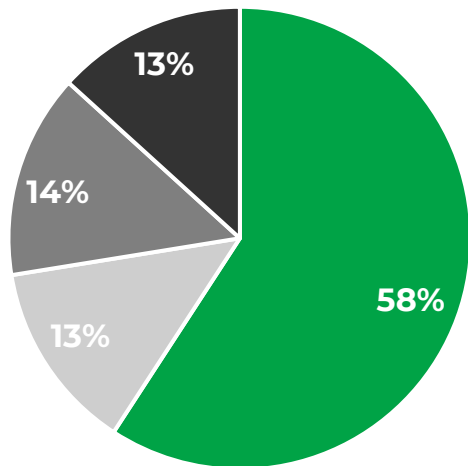
57%

60%

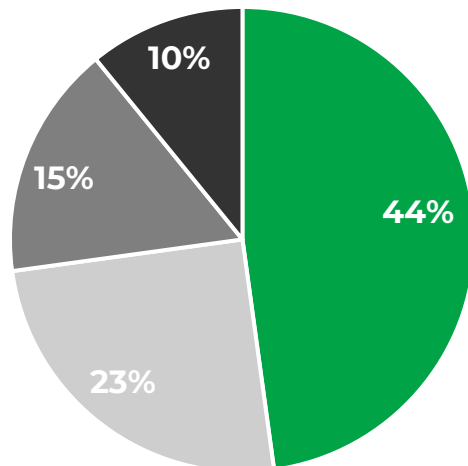
# Work@home lifestyles enable flexibility

But workplace equity models necessary to ensure visibility

Women's **pre COVID**  
Working Location



Women's **anticipated future**  
working location



■ FT onsite   ■ Hybrid   ■ FT home   ■ Did not work

Source: NielsenIQ What is your past/ current/future work/study location?

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## India COVID case study

### COVID's challenges for women

- Greater income loss
- Balancing more unpaid work
- Expectation to take on "junior work"
- WFH has potential to overlook recognition/growth opportunities

### Future Actions

- Rethink accountability and performance metrics
- Focus on implementation of "last mile" policies – ensure corporate standards get implemented down the line e.g. mental health priorities
- Review management styles : Consult/discuss -not inform/tell



# Critical industry considerations

- How do we help her by providing affordable offerings for her and her family in world of rising prices?
- How do we ensure our products and services align with the values and priorities she upholds?
- Are we enabling men to lean in and evolve to fill the gap and lighten the load?
- Are our values and policies transparent, aligned and enabling women's real progress?
- How do we create a society that gives her a true voice and seat at the table in all aspects of decision making?





## Gender diversity is at the heart of recovery

**15%**

of Fortune 500 CEOs are women  
Up from 8% in 2021

**26%**

of seats held by women in national  
parliaments in 2021 vs 24% in 2017

**46%**

Global female workforce  
participation declined from **48%** in  
2019 to **46%** in 2021.

**135.6 years**

To reach pay gap equality in 2022  
vs 99.5 years in 2020

“

**A sustainable and  
equal recovery for all  
is only possible if it is  
a feminist recovery –  
one that puts  
progress for girls and  
women at its centre**

**Antonio Guterres**  
United Nations Secretary- General

## For more insights:

[niq.com/global/en/insights/](https://niq.com/global/en/insights/)

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## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: [niq.com](https://niq.com)