

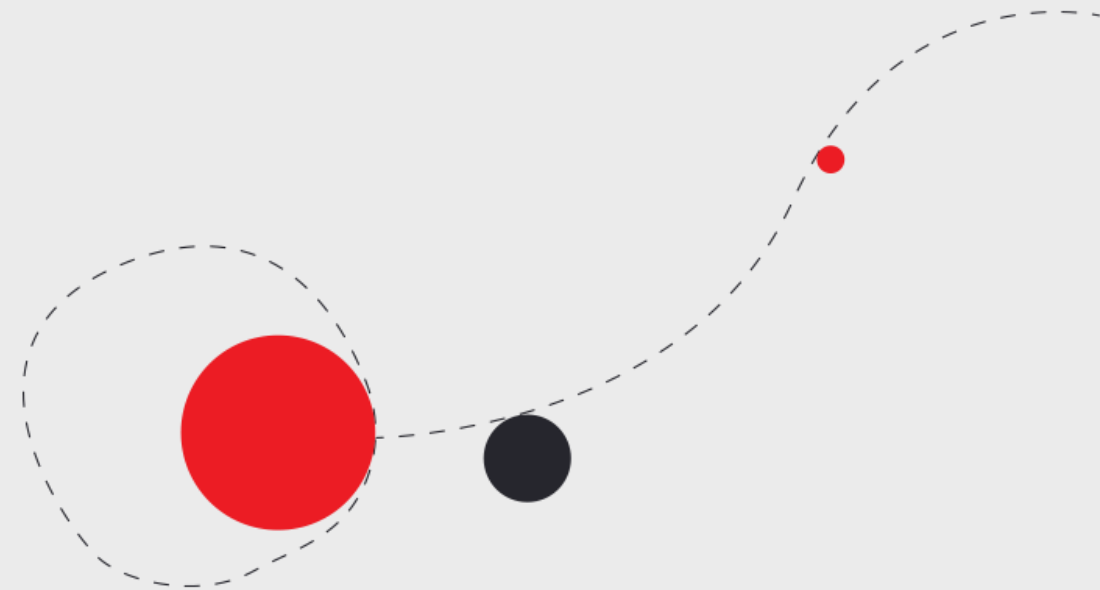
# COMPARATIVE ANALYSIS 7 MARKETS

*MARKETS UNDER SIEGE FROM COVID-19*



# 7 MARKETS IN A NUTSHELL

	POPULATION / mln	GDP / EUR, bn
Albania	2.9	15.8
Bulgaria	7	60.7
Croatia	4	56.7
Greece	10.7	187.5
N. Macedonia	2.1	11.3
Romania	19.4	223
Serbia	7	45.9
<b>TOTAL</b>	<b>53.1</b>	<b>600.9</b>



# COVID-19 IMPACT:

## GENERAL ECONOMIC INDICATORS

### ECONOMIC INDICATORS dropdown in Covid-19

**UNEMPLOYMENT** from 9000 (NM) to 300,000 (Ro) / for 2 months with COVID-19

Expected drop down in GDP 2020 / %	Expected GDP growth 2021 / %
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Albania	5	N/A
Bulgaria	3.8	5
Croatia	9.1-9.4	7.5
Greece	9.7	7.9
N. Macedonia	3.9	N/A
Romania	5	3.9
Serbia	2.1-3	7.5

### STATE & INSTITUTIONS SUPPORT MEASURES

- Direct fiscal aid – from 2.4 up to 10% of GDP (Srb.) – to businesses, individuals
- Access to minimal wage (Cr.)
- Liquidity measures – moratorium on loans, interest-free loans, subsidized loans, state guarantees for loans
- Deferral of payment of taxes/fees / contributions
- Protectionism: support of local producers
- Specific measures to support worst-affected sectors: hospitality, sport
- Access to EU grants for businesses with decrease in billings

# CONSUMER BEHAVIOR:



## CHANGES

### ONLINE SHOPPING

Tangible increase with prospects to become a sustainable trend

### NOVEL MINDSETS

- Remote work, education & entertainment
- Prioritize safety & savings
- Discover family life & cooking

### MOST AFFECTED SECTORS

- Travel
- HoReCa
- Events
- Automotive
- Real Estate
- Shopping malls
- Gyms & beauty parlours

### MOST FAVOURED SECTORS

- E-commerce
- Telecommunications
- Staple foods
- Pharmaceuticals & food supplements
- Hygiene products & detergents
- Electronic appliances (small household appliances, IT peripherals)
- Home entertainment (subscription platforms, games)
- Online banking
- Home deliveries

# BUSINESS “BEHAVIOR”:



## LATEST TRENDS

COVID-19 impacts negatively from 65% up to 91% of companies across the region

Brisk adaptation to new reality & new priorities

- Health & safety – top priority
- Digital transformation
- Work from home / distance
- e-commerce and distance sales ( or take away)

### Communication

- Stop/pause of marketing activities >>> shift to internal communication
- Shift in messaging: positivism and calm, empathy and solidarity at a higher level of universal human values.

# THE MEDIA SCENE:



## CHANGES

Television and online emerge as most preferred as sources of information

Growing importance of SoMe and PR

Overall dropdown of advertising investments in all channels

### TV

Daily TV consumption UP

TV ad investments DOWN but less than in OOH, print

### DIGITAL

Significant increase in audiences, smallest decrease of investments compared to TV, OOH, print

### OUTDOOR, AMBIENT & PRINT

Up to 80% dropdown

# OPPORTUNITIES & MARKET INSIGHTS

Sectors of new / increased significance:

- IT and automation
- Health services
- Pharma & supplements
- Education
- Food – organic, local
- E-commerce gets a fresh boost
- Market expansion is now cheaper
- Launch of new brands is easier
- Repositioning becomes common >>> communication becomes essential
- Worthwhile content is highly regarded

# OPPORTUNITIES AND TIPS

## BUSINESS WISE:

- Digitization of services and innovation - the difference between profit and loss
- Expenses monitoring, optimizing debt collection and payment terms
- Outsource non-core processes, including part of the staff
- Avoid expenses not related to the essence of the business
- Reinvestment of profits
- Release of money from non-core business assets

# OPPORTUNITIES AND TIPS

## COMMUNICATION WISE:

- Don't go in the dark and adapt to challenge
- Focus on most on-demand products to support short terms sales
- Adjust the media mix to the changes in this period
- Communicate the safety measures taken during the crisis to enhance trust
- Adapt your creative message to show empathy and support
- Show the brand is present and updated
- Optimize online experience to create desire
- Focus on building online community
- Inspire positivity



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