

Nanthanat Chitsamphanthawet. (2021, August), 10 global consumer trends after the COVID-19 era : Food Focus Thailand. 16 (185) : 44-46

Revealing the results of the survey "10 trends in the world consumers after the Covid-19 era" that the epidemic of Covid-19 It is an important catalyst for consumer behavior in the "New Normal" era to change dramatically. There are ten important consumer behavior trends as follows:

**1. The trend of loving health is strong.** In this era, even the slightest disease is risky and potentially dangerous. To life, businesses should focus on delivering the highest health value to consumers. environmentally friendly and accessible to everyone.

**2. Precautions** Emphasis must be placed on health safety, no contact, reducing interaction time.

**3. Afraid of the bad place** because the bad place will have a virus that can spread easily and quickly.

**4. Combine the virtual world with the real world as one** such as a restaurant in Japan hosting a party through the Zoom system. Customers can see each other in 380 degrees, etc.

**5. Consumers want to manage their time in accordance with their lifestyle as much as possible in the work-from era. Home**, such as the use of AI technology to meet the needs of customers the most

**6. Consumer Political Confidence Crisis** People want to be more self-reliant, especially In a country that failed to manage (especially in public health).

**7. Emphasis on safety and hygiene.**

**8. Learn new skills and design a balance in life.**

**9. The volatile economy has resulted in consumers being more cautious in their spending.**

**10. Manage working hours each day appropriately.**

