

ROUNDTABLE WIN

COVID-19: THE GLOBAL IMPACT

PRESENTED BY

**Constanza Cilley – Voices! Executive
Director**

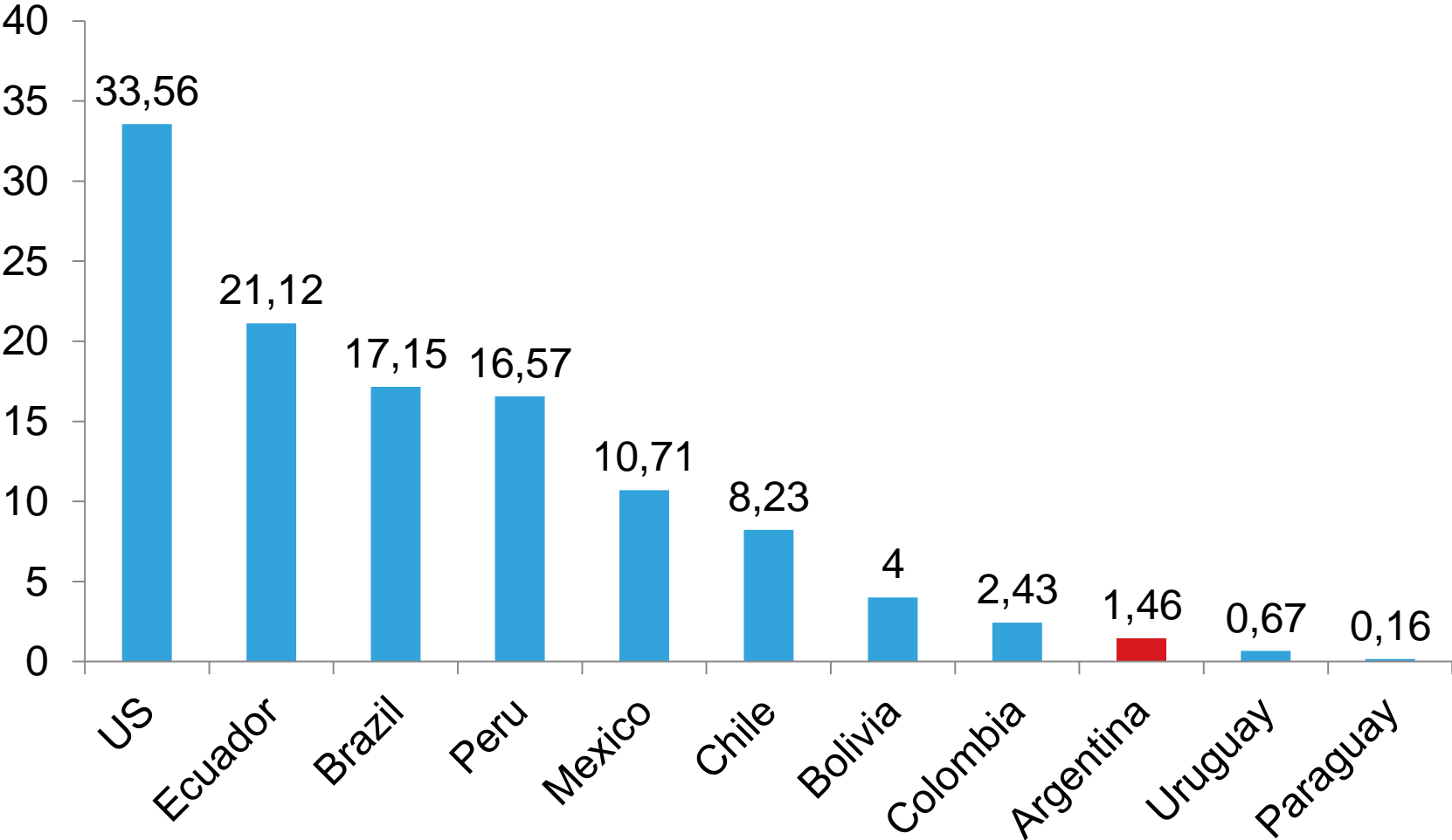


SOME FACTS ABOUT COVID-19 IN ARGENTINA AND REGION

22.020
confirmed
cases

648
deaths

Deaths/100k pop.
COMPARISON WITH SOME COUNTRIES OF AMERICA



SOME FACTS ABOUT COVID-19 IN ARGENTINA



Quarantine was established on March 20th.

We are in day **82** of strict coercive quarantine



Strong concentration in Buenos Aires metropolitan area (+80%)



Growing rapidly in shanty towns (1/2 of Federal District new cases)



Forecast about impact in consumer behaviour



COVID AND THE FUTURE



- It is difficult to forecast changes in society post covid. Imagining the future respondents mention that “their own words shouldn’t be trusted completely” in the qual jobs we conducted.
- However, we have some findings that need to be taken into consideration
 - The economic impact of covid should not be underestimated. What will be the purchase power of this consumer?
 - Solidarity social capital. Will the increase we have seen be maintained? What about inter personal confidence?
 - Mental health and covid. Our studies show high impact. What does this mean for the future?
- Women and centenials

COVID AND THE FUTURE



- Investment related to home
- Changes that must come: in hygiene habits (washing hands more frequently), remote work from home, @learning and growing e-commerce.
- Payment method (+85% of the population preferred cash)
- In the agenda: two serious debts became evident : problems in health system and inequality.



COVID AND THE FUTURE



- Future is uncertain and only time and new research will allow us to see and explain it better. But what we see in Argentina is that people want to return to their normal lives and mostly post pandemic worries are related to the economic problems and urgencies they are foreseeing with high unemployment, lower family incomes and deep recession.

THANK YOU!

constanzacilley@voicesconsultancy.com

