EU-Japan Webinar Series on COVID-19

COVID-19 & International Trade

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Key findings from EY’s Global Capital Confidence Barometer

Japanese companies expect COVID-19 to have a severe impact and are taking steps to respond

- **96%** expect COVID-19 to have a **severe impact** on the global economy.
- **74%** expect a longer period of **slower economic recovery** extending into 2021.
- **50%** are taking steps to **change their current supply chain** setup.

Source: EY Global Capital Confidence Barometer
Japan Consumers vs. the Globe
Japanese consumer interest in domestically-made products stands out compared global consumers

Consumers will pay a premium for… (% of respondents)

- Products made in my country
- Products that promote health and wellness
- Using retailers I trust
- Buying brands I trust
- High quality products
- Convenience
- None of the above
- Product personalization/ tailored products
- Ethically sourced products
- More sustainable goods and services
- Brands that contribute to the community
- Customer service
- Technologies that allow me to communicate virtually
- Brands produced by inclusive companies

* Covering 13 countries with ~13,000 respondents
Source: EY Future Consumer Index Survey conducted in the week of May 4th, EY-Parthenon Analysis