

MARKETING TO WOMEN – GERMANY – 2020

German women value equality, out-dated gender portrayals in advertising risk offending them. COVID-19 changes their perceptions of advertising in the medium term.



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Report Content

EXECUTIVE SUMMARY

- COVID-19's impact on German consumer behaviour
- Mintel's perspective

Market context

- COVID-19 impacting on German women
- Changing gender roles

What consumers want and why

- Women want: advertising for food & drink
- Women want: TV and print advertisements work for most; mothers listen to radio
- Women want: a spotlight on mental wellbeing
- Women want: advertising storylines that feel genuine
- Women want: ads that make them laugh
- Women want: to engage with brands positively
 - Graph 1: agreement that men are more likely than women to ignore health problems, women vs men, October 2019

Opportunities

- Young women take advertising seriously
- A rejection of stereotypes
- Older women prefer to be entertained by adverts

MARKET DRIVERS

- Graph 2: "How worried are you about the risk of being exposed to the Coronavirus (also known as COVID-19)?", March 3-16, 2020
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WHAT CONSUMERS WANT, AND WHY

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Appendix – consumer research methodology

- Consumer research methodology

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