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Introduction

Our TrendER Insights’ analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent – at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.
New Business Opportunities

The Corona virus has left many informal traders without a source of income as their businesses are not seen as essential and as a result, they cannot operate under the current lock down. The virus only managed to set back traders by a few weeks and recently we have seen the resurgence of the informal “robot traders”. Robot traders are individuals that sell products and entertain motorists at traffic light intersections for a sum of money.

These traders have furloughed the sale of their usual produce and made way for selling homemade masks and hand sanitizers. In this we see the emergence of new business opportunities and new economic markets. This virus has proved that the principle of “adapt or die” is true in the business sense as we see traders are adapting to the new normal and making way for the new hygienic products obsession that is currently sweeping the country.
PPE the New Drive Behind Fashion Trends

Fear has always been a major drive behind consumption and consumer behaviour and the fear of contracting the Corona virus has led people to creating and buying home made material face masks. People are now making masks that are fashionable and make them look good while they are wearing it. Men and womxn have different approaches to the new mask craze, but they have one thing in common: it must be highly fashionable. While men are looking for functionality woman are looking into wearing masks that complement their outfits and make their eyes ’pop’.

Whilst some are interested in looking beautiful in these masks some are looking for an opportunity to display their brand loyalty and love for certain brands. People are creating masks that have the names and logos of their favourite clothing brands across the centre and wear it with pride. Here we can see the continues need for people to visibly display their affiliation to a brand.
Skater Boys have taken it upon themselves to create a sustainable income by sorting through the bins of people and collecting items that they can sell to recycling companies for a profit. Skater Boys have impacted the way people discard of their rubbish as people are now concerned with separating recyclable materials and put it on the side of the bins so that these Skater Boys do not have to physically search through the bins. The Corona-virus pandemic has made it difficult for these Skater Boys to collect recyclable materials from the bins of people and sell to recycling companies.

South Africans have shown their solidarity and empathy for these Skater Boys by collecting and sorting recyclable materials and keeping it until these Skater Boys can resume their duties. In this we see that there is concern for the economic wellbeing of those that the virus has put out of business and a concern for ensuring that we increase our green footprint.
South Africa is a country where economic and material inequality is quite evident, and many South Africans are aware of their privileges. South Africans have once again shown their empathy for others by leaving dried and canned food outside shops for those that cannot afford it or do not have anything to eat. There are some who prefer to give the underprivileged people food vouchers so they can choose the foods they need at home. With this we see the continuation of the Ubuntu principle that so many South Africans live by.
New Age Smokers

Since the commencement of lockdown, the sale of cigarettes was banned by the government and many addicted smokers had to either quit or find an alternative way in which they can feed their addiction. Many smokers have opted for the black market where they buy cigarettes at 1000% the normal price and the emergence of this illegal market has led to the arrest of many members of society. This piece is not about the illegal market, but on the perseverance of many smokers who did not turn to the illegal market to feed their cravings, rather it focuses on those who are looking for new ways to kick this addiction to the curb.

Consumers are now lining up at pharmacy dispensaries to buy products that promises to rid of their cravings. Nicorette and Anti-craving spray are products that smoking addicts buy to curb their cravings to ensure that further damage to their lungs do not occur (since the corona virus attacks the lungs).
Graduate from Home

The Covid-19 virus has left many graduands unable to receive their degrees in a graduating ceremony and has left many conducting these ceremonies at home. These at home ceremonies are visually presented with pictures online with people finding creative ways in which they don the graduation gown, belt, cap, and degree. Graduands have set a trend that the world must find new and creative ways to continue so and find light-hearted moments in which it can create positive light in the dark times.
Since the commencement of the lockdown people have been looking for ways in which they can continue to be outside and see their friends without breaking any of the lockdown rules. People have been creative in visiting their friends by meeting up in shopping complex parking space and communicating to each other whilst in the comfort of their cars. This ensures that they stay within the social distance as prescribed by the government whilst doing an essential shoportun.
New Behaviours Emerging
(Fitness and Health)

Fitness and health are major trend that is emerging during the corona virus pandemic. Due to the lockdown many people are suffering from cabin fever and people are interested in finding ways in which they can be outside without breaking the laws. With the introduction of level 4 many people rushed to start jogging outside during the provided hours and take the opportunity to be outside.

Many people are now concerned with leading active lives to improve their health and find that keeping active alleviates cabin fever while at the same time have health benefits.

People are currently obsessed with fitness and health, this can be seen as good news for sports and fitness related companies.
New Behaviours emerging (Food Consumption)

The Covid-19 pandemic has people on the edge of their seats and worried about their own health. This fear has driven people to buy more mindful health products that promise to strengthen their immune systems. People are buying products that, in the past, has helped with flu as well as look into buying natural products that promise the natural banishment of flu. Vitamin C products are flying off the shelf, people are buying more oranges in the hopes they will be able to fight off the flu.

Another eating and consumption habit that is emerging is that of healthier eating habits. The shelves that used to host popcorn is found empty. People are looking for healthier snacking options and are using this opportunity shed some unwanted weight.
People are looking for new ways in which they can continue to consume alcohol. Duchess, an alcohol-free, gin and tonic company has released data that indicated that their sales have went through the roof during this lockdown. What we can take from this is that people are eager to get back to drinking and have resorted to drinking 0% alcohol products, just to have a taste of their favourite drinks.
South Africans are currently undergoing a dry spell in their alcohol consumption behaviour and many are looking for ways in which they can create alcohol at home. The recent trend that has surfaced on social media is that of a home-made hunters dry cider.

This shows that people are loyal to the hunters dry brand even during the lockdown and that lockdown cannot keep them from consuming their favourite alcoholic beverage.
TrendER Insights is an African consumer insights research agency. We offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.

**Our services:**
We are a full service advertising agency:
- Consumer research
- Insights
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- Strategy
- Creative development

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