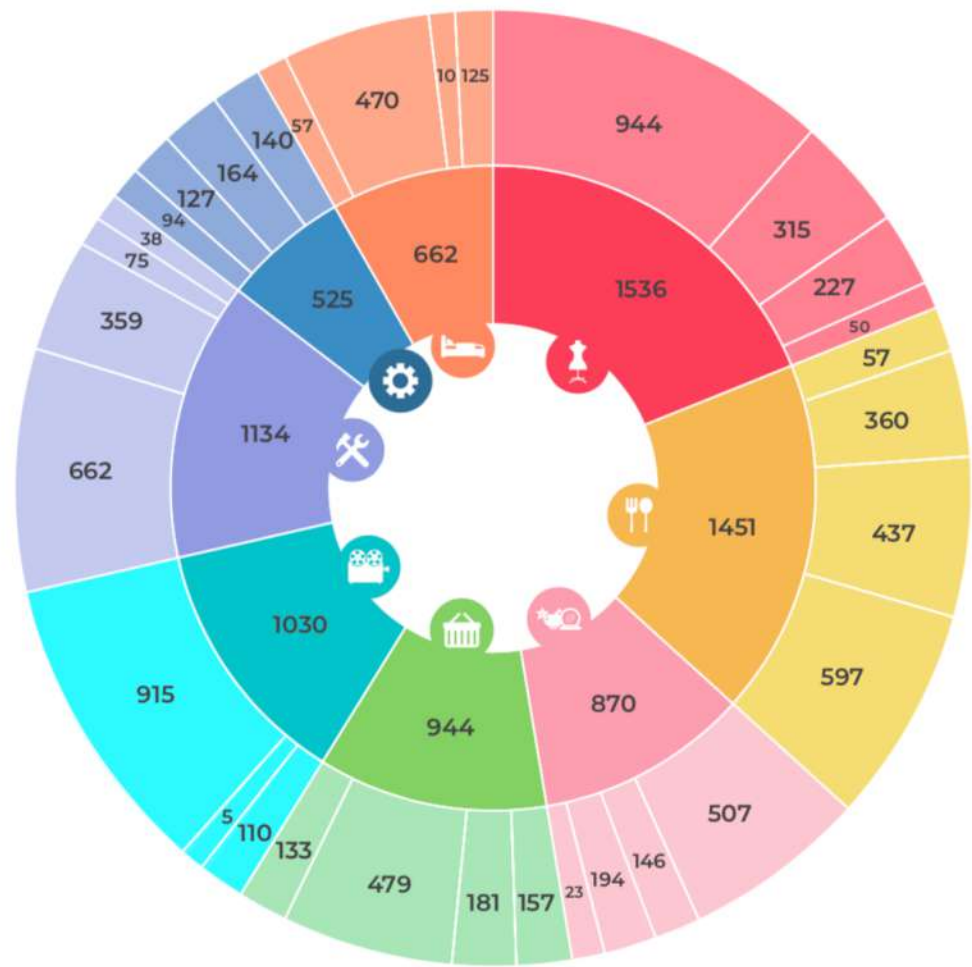




# LIFE AFTER COVID-19

HOW THE RETAIL  
INDUSTRY IS  
FOREVER CHANGED

# RETAIL BRAND SOCIAL MEDIA PROFILE TOTALITY



8 industries, 31 segments, 8,220 profiles, 339,930 postings

## Fashion

Apparel	944
Accessories	315
Shoes	227
Bags	50

## Food And Beverage

QSR	57
Cafés	360
Restaurants	437
Snacks Confectionery	597

## Beauty And Wellness

Product And Services	507
Beauty Brands	146
Salons	194
Spas	23

## Department Store And Supermarket

Department Stores	151
Pharmacies	181
Convenient Stores	479
Supermarkets	133

## Leisure And Entertainment

Bookstores	110
Cinemas	5
Others	915

## Sundry And Services

Home	662
Automobile	359
Repairment	75
Others	38

## IT And Home Appliances

Gadgets And Accessories	94
Home Appliances	127
Computer And Mobile Phones	164
Others	140

## Hotel

Motels	57
3-5 Stars	470
Airbnb	10
Others	125



**FASHION**





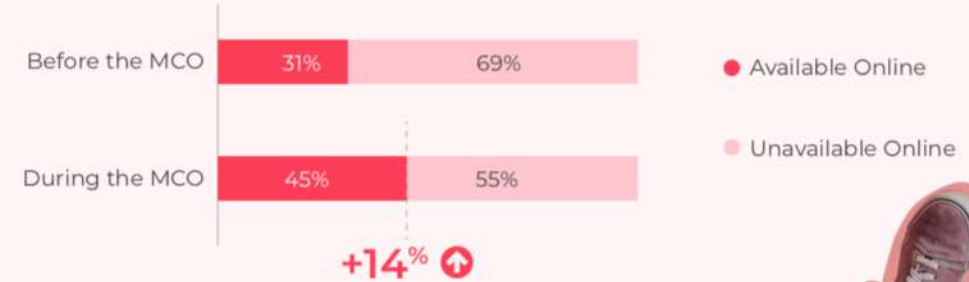
## RESHAPING THE FASHION INDUSTRY

The MCO has brought about a steep decline in foot traffic to malls and public spaces, with many retailers having no choice but to shift to online operations—the fashion industry is no exception.

As the pandemic drove people indoors and online, fashion brands have had to amp up their digital strategies to remain connected with their consumers.

Adqlo analysed **1224 brands'** social media accounts across Facebook and Instagram before and during the MCO\* to see what measures industry players have put in place to weather the Covid-19 pandemic.

### Digitalisation of Business



\*Before the MCO: 1 Jan 2020 - 17 Mar 2020  
During the MCO: 18 Mar 2020 - 14 Apr 2020

With the implementation of the MCO, restriction of foot traffic in malls and public spaces has affected many retailers, including those in the fashion industry. Subsequently, there is a **14% increase of brands converting their businesses online** to adapt to the current trend of online shopping while their consumers stay at home.



1



3



2

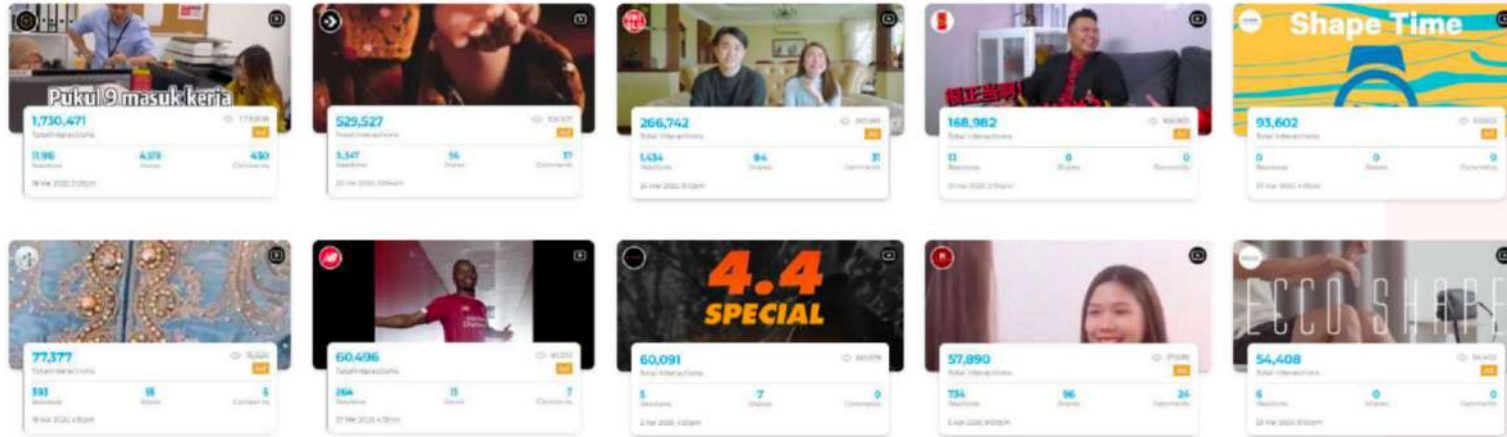


The **top 3 postings** with the highest comment interactions from 25 Mar 2020 to 14 Apr 2020 are from the same brand, **FashionValet**.

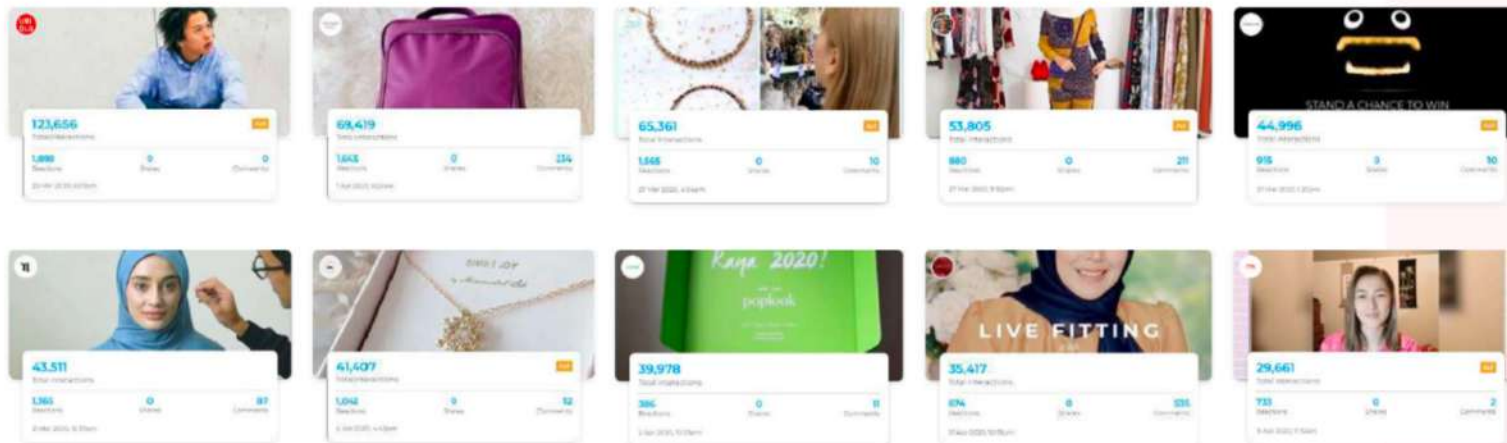
A homegrown fashion brand, FashionValet launched a Duduk Rumah Sale during the MCO and supported the sale with a series of giveaways on its social media. The giveaways required consumers to tag their friends in order to be in the running to win a variety of FashionValet products, increasing the brand's interactions on social media.



## Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



## Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



The post with the top interactions is a video from View Fashion urging Malaysians to stay home and stay safe during the MCO. The brand also consistently pushes its products on its page using normal postings and the occasional Facebook Live videos.

The top 10 Instagram postings in terms of interactions covers a wide range of topics, from product promotions and contests to live workout and clothes fitting sessions.

Overall, brands are exploring innovative content such as online short films, skits, music videos, and more to both address the challenges faced by consumers during this period as well as push brand awareness and sales.





## Key Learnings

# Staying

# On

# Trend



# “

While e-commerce platforms have helped soften the blow for the fashion industry, brands have continued to produce more varied content to reach their consumers online, not just to push sales but to maintain a strong connection within the community. Adoption of technologies and trends will likely be accelerated to adapt to the changes in consumer behaviour during the MCO.

# ”







# FOOD AND BEVERAGE





## KEEPING MALAYSIANS FED IN A TIME OF PANDEMIC

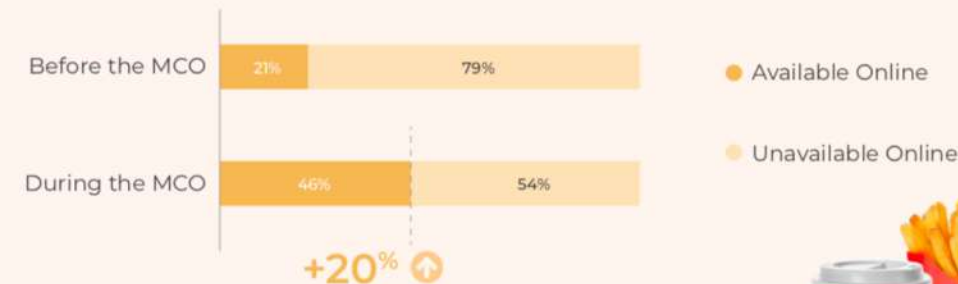
The food and beverage industry is classified as essential businesses, which allows for continued operations throughout the MCO. However, there's significant impact on the industry as dine-in operations grind to a halt and businesses are only allowed to operate takeaway and delivery options.

A total of **1,347 brands'** Facebook and Instagram account activities before and during the MCO\* have been analysed to gauge how the pandemic has impacted their businesses and the different approaches these industry players have taken as they navigate the challenges ahead.



FOOD AND BEVERAGE

### Digitalisation of Business



\*Before the MCO: 1 Jan 2020 - 17 Mar 2020  
During the MCO: 18 Mar 2020 - 14 Apr 2020

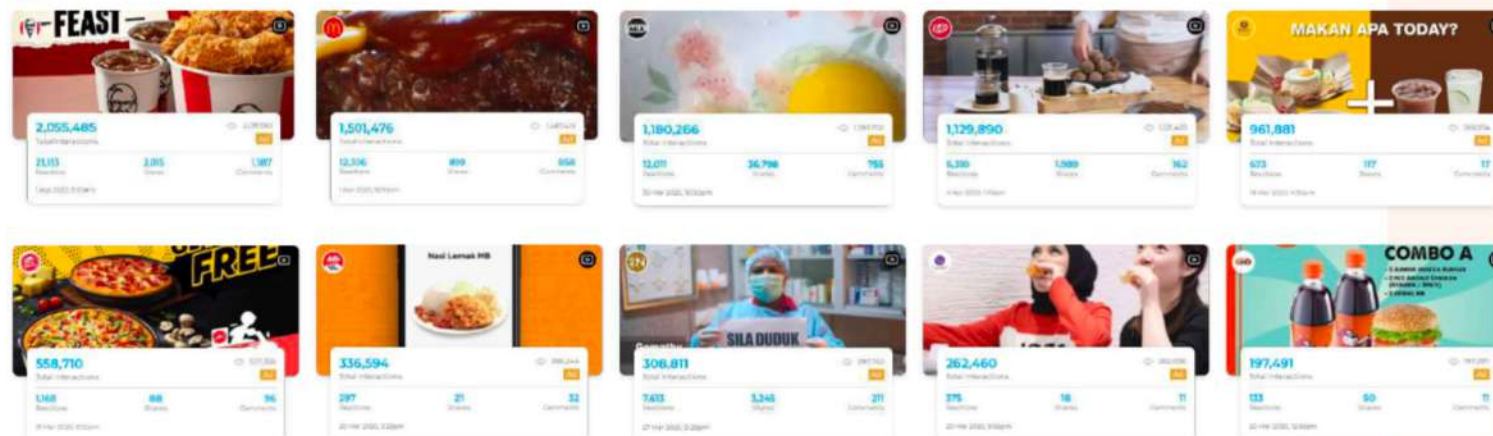


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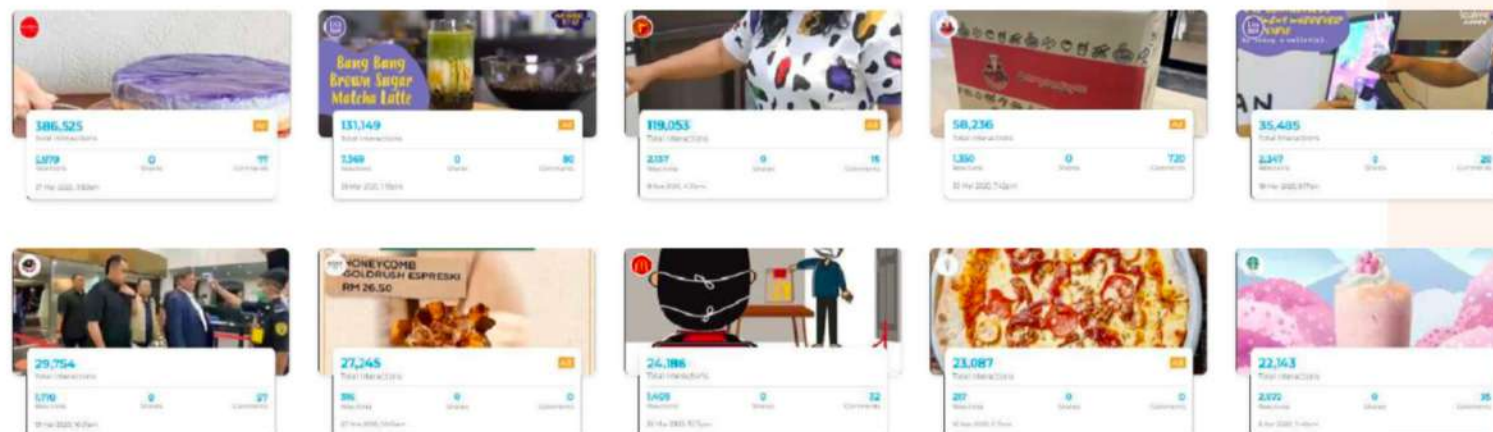
Before the implementation of the MCO, only 21% of the food and beverage businesses are available to be ordered online. Within 30 days of the MCO implementation which sees businesses restricted to only providing takeaway and delivery options, the number of businesses that expanded their operations online almost doubled up to 46% in order to deal with the increased demand for food delivery services\*.



### Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



### Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



Posts about food delivery services come up top in terms of social media interactions across both Facebook and Instagram.

Recipe posts on Facebook also does particularly well as brands seek to provide meal inspirations for consumers who have lesser dining options in light of the MCO.





## Key Learnings

Evolve,

Innovate,

Adapt



“ From food delivery to DIY cooking kits, food and beverage businesses, especially major chains, are quickly adapting their business strategies and upping their social media game to stay connected with consumers. ”





# BEAUTY AND WELLNESS







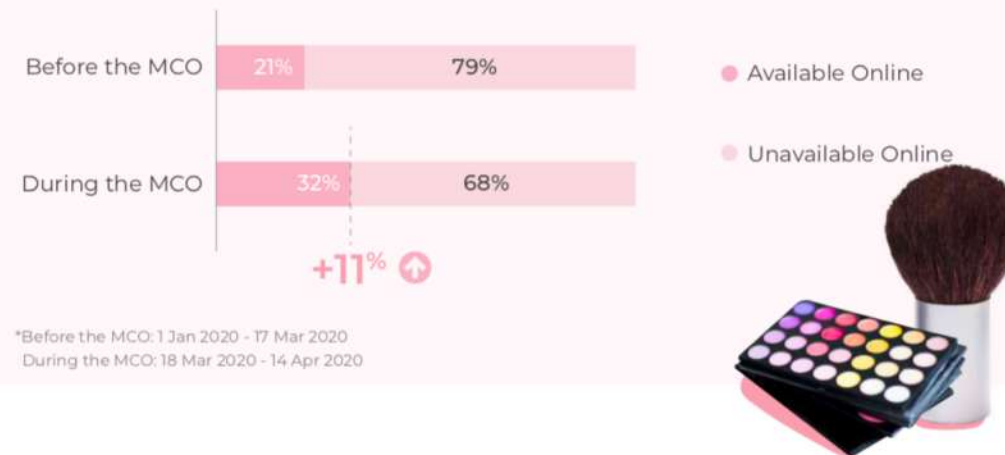
## BEAUTY AND WELLNESS AMID A PANDEMIC

Like many others, the beauty and wellness industry is hard-hit by the COVID-19 pandemic as businesses suspend in-person services and shutter physical storefronts in the wake of the MCO.

As consumer behaviour changes, industry players are racing to step up their digital initiatives and evolve their business strategies in an effort to remain connected to their consumers.

Adqlo researched and analysed **683 beauty and wellness brands'** Facebook and Instagram accounts before the MCO and during the MCO\* to see how the industry is responding to the rapidly changing landscape.

### Digitalisation of Businesses



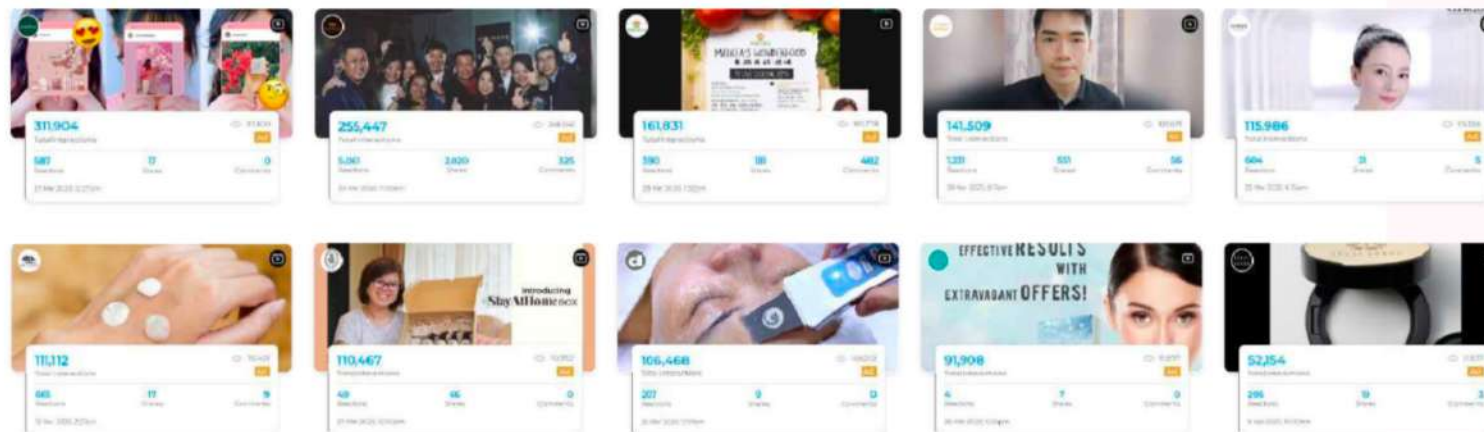
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With the suspension of in-person services and physical store operations, many begin to digitalise their business strategies to accommodate their consumers—a total of 11% in the beauty and wellness industry made a digital transformation and converted their business online during the MCO where consumers are required to stay at home and practice social distancing.

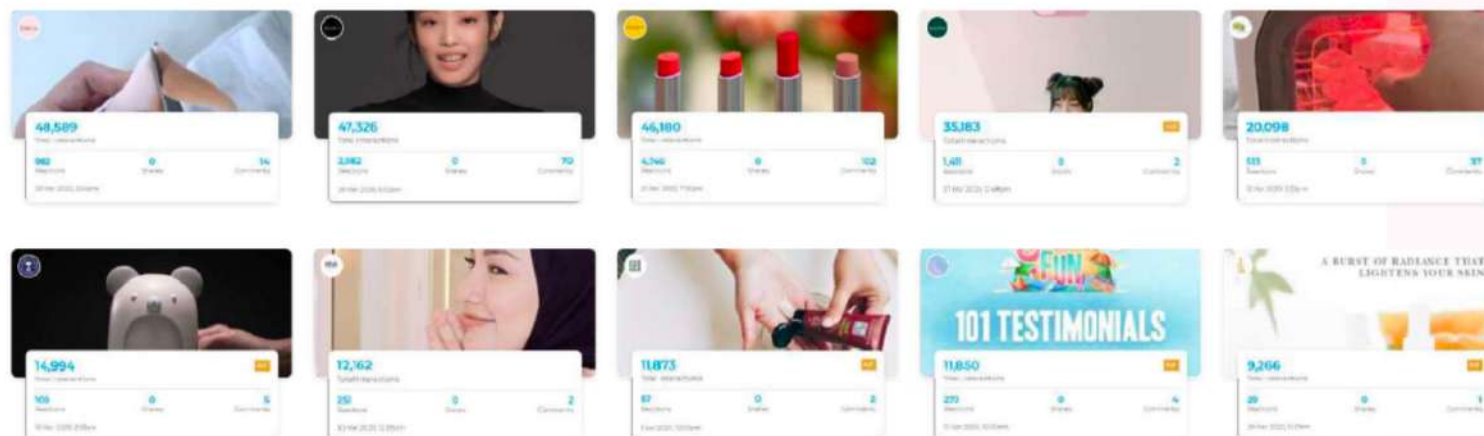




## Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



## Top 10 Posts By Highest Interactions - (18 March - 14 April 2020)



Aside from digitalising their businesses, beauty and wellness brands also adapted their **social media content to match current trends and topics**. The top 10 content with the highest Interactions rates are videos on product and treatment promotions, contests, cooking demos, branding, delivery services, and e-commerce collaborations.

The duration of their video content is longer on Facebook compared to Instagram. On Facebook, brands use more MCO related content to engage with the audience while brands on Instagram focus on promoting products and brand awareness.







Posts With Top  
Interactions Rate

no1



Innisfree top the Facebook interactions chart with an online contest that features a makeup artist doing creative Instagram posting inspired makeup looks to encourage the audience to submit their makeup looks to win newly launched products.



no2



Melilea Malaysia Official came in second with a Facebook Live cooking demo that demonstrates step-by-step recipes to try at home.



## Posts With Top Interactions Rate

no 1



**breenabeauty** DOES MY @breenabeauty MAKEUP SPONGE ABSORBS MY LIQUID FOUNDATION?! Let's cut it open! 🤪 #breenabeauty #blendingpearl . Side note, we are now a #tiktokers 🤪

5w

**claudineimelda** Need to restock this!

5w 1 like Reply

View replies (2)

**animalik7580** Alahai.... Sygnya...

5w 1 like Reply

no 2



**sephoramy** • Follow

**sephoramy** Your wait is finally over! 🤪

Beloved Korean Beauty brand @herabeauty\_official, renowned for stellar skincare and trendy makeup, has landed in Sephora 🇲🇾 Here's a quick hello from HERA's Muse, Jennie Kim.

Choose top picks like Mists, Lipsticks, Cushion Foundations, Concealers, Sun Care and more for your beauty arsenal now available online and in-app! #NewAtSephora

4w



On Instagram, Breena Beauty's makeup sponge demonstration using the TikTok app takes the lead as the content with the highest interactions rate for the Beauty And Wellness industry while Sephora Malaysia takes first runner-up with a Korean beauty brand launch video featuring the brand muse, Jennie Kim, from a K-Pop Group called BLACKPINK.







## Key Learnings

# Stay Well, Stay Home

“ With in-store services and treatments brought to a halt, brands are coming up with more ways to reach their consumers online. A more robust e-commerce strategy paired with relevant content ensures the connection between brands and consumers remain strong. ”





# DEPARTMENT STORE AND SUPERMARKET



# WHEN DEMAND BEATS SUPPLY



As supermarkets and department stores remain operational during the MCO, long queues, stocks running out, and travel restrictions could pose a challenge as consumers race to buy daily necessities and avoid slim pickings.

Adqlo researched and analysed **264 brands'** social media accounts on Facebook and Instagram before and during the MCO\* to see their response to the ongoing challenges.



## DEPARTMENT STORE AND SUPERMARKET

### Digitalisation of Businesses



\*Before the MCO: 1 Jan 2020 - 17 Mar 2020  
During the MCO: 18 Mar 2020 - 14 Apr 2020



Even as most businesses in the department store and supermarket industry remain open during the MCO period, there is a huge surge of these businesses digitising their operations, from 38% before the MCO to 52% during the MCO, which totals to a 36% bump. During the MCO, online shopping has been seen as a way to minimise risk of infection by staying home. Hence, key players in this industry have experienced a big jump in their online shopping platform's traffic during the first week of MCO, notably Jaya Grocer (600% increase) and Tesco (450% increase), as compared to the first 2 weeks of March\*.

\*Source: Malay Mail





## Key Learnings

# Helping To Lighten The Load



“ As supermarkets and department stores are the main players in supplying daily necessities to the consumers, their roles online and offline remain essential during the MCO.

As a result, the e-commerce presence and social media strategy of these businesses have been amped up to not only push sales but produce content that serves to make lives a little easier for the consumers as they face the unprecedented challenges ahead.

”







# LEISURE AND ENTERTAINMENT





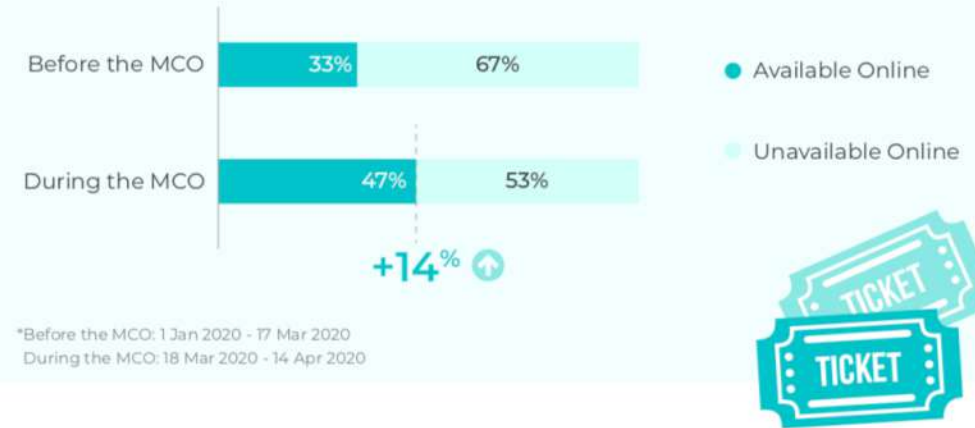
## IT'S MORE THAN JUST FUN AND GAMES AS THE MCO TAKES EFFECT

The leisure and entertainment category covers a wide spectrum of interests, from indoors and outdoors, close-contact sports or video games, to binge watching sappy TV dramas. This research aims to analyse businesses within this industry, their strategies to digitalise, and the effects on its core target audience; all while vying to stay on top of the game during the MCO.



### LEISURE AND ENTERTAINMENT

#### Digitalisation of Businesses



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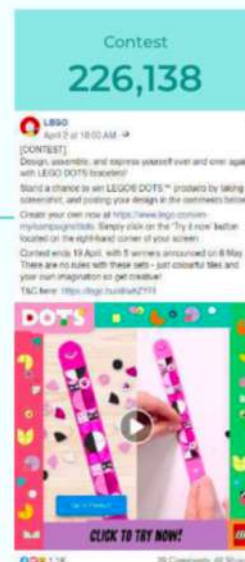
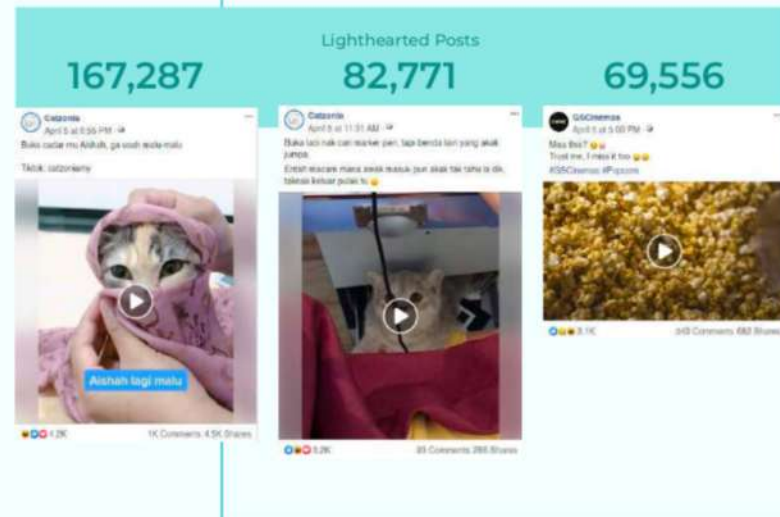
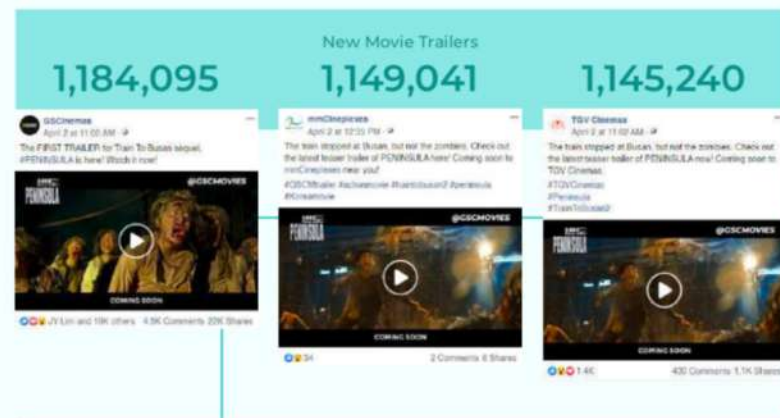
With the MCO in effect, the leisure and entertainment industry saw an increase of 14% conversion on Facebook and Instagram to digitalise businesses. The barrier on face-to-face interaction during the MCO suggests these non-digital native brands are looking for alternatives to reach out to their target audience at home.







Most Viewed Posts (Facebook)  
Period: During MCO Week 3 (1 Apr - 7 Apr)



From 25 Mar to 14 Apr 2020, the **top 3 brands** with the highest interactions rate on Facebook and Instagram are local cinemas GSCinemas, mmCineplexes, and TGV Cinemas each at over 1M total interactions.



GSCinemas



mmCineplexes



TGV Cinemas

On 1 - 7 Apr 2020, the top 10 postings from Facebook and Instagram consist of local movie trailers, contests, cat videos, music instrument ads, and movie recommendations.



## Key Learnings



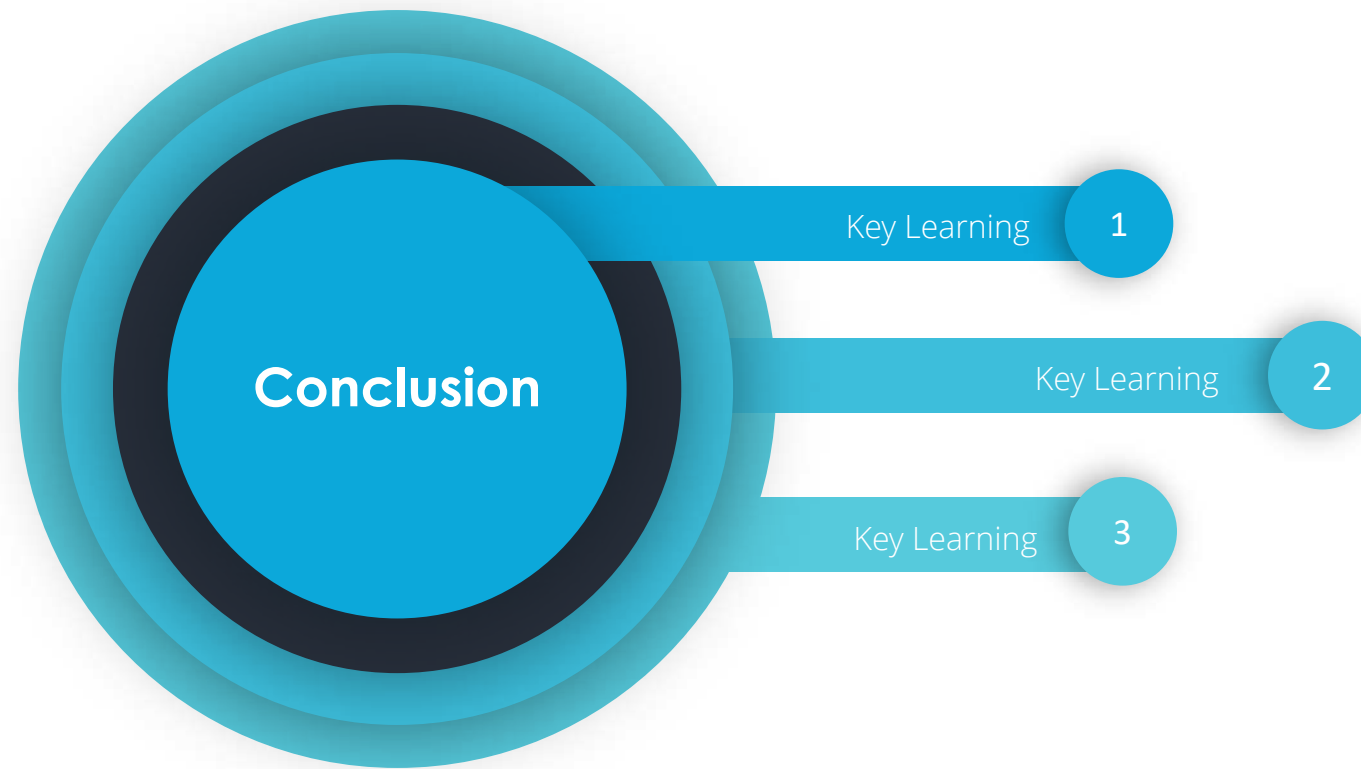
When One  
Door Closes,  
Another Opens

“ From festival cancellations to movie delays, it's no secret the leisure and entertainment industry took a big hit. However, demand for content consumption is at an all-time high during the MCO; as a result, a few brands took this opportunity to create content that could resonate with their audience who were stricken and isolated by the quarantine. ”

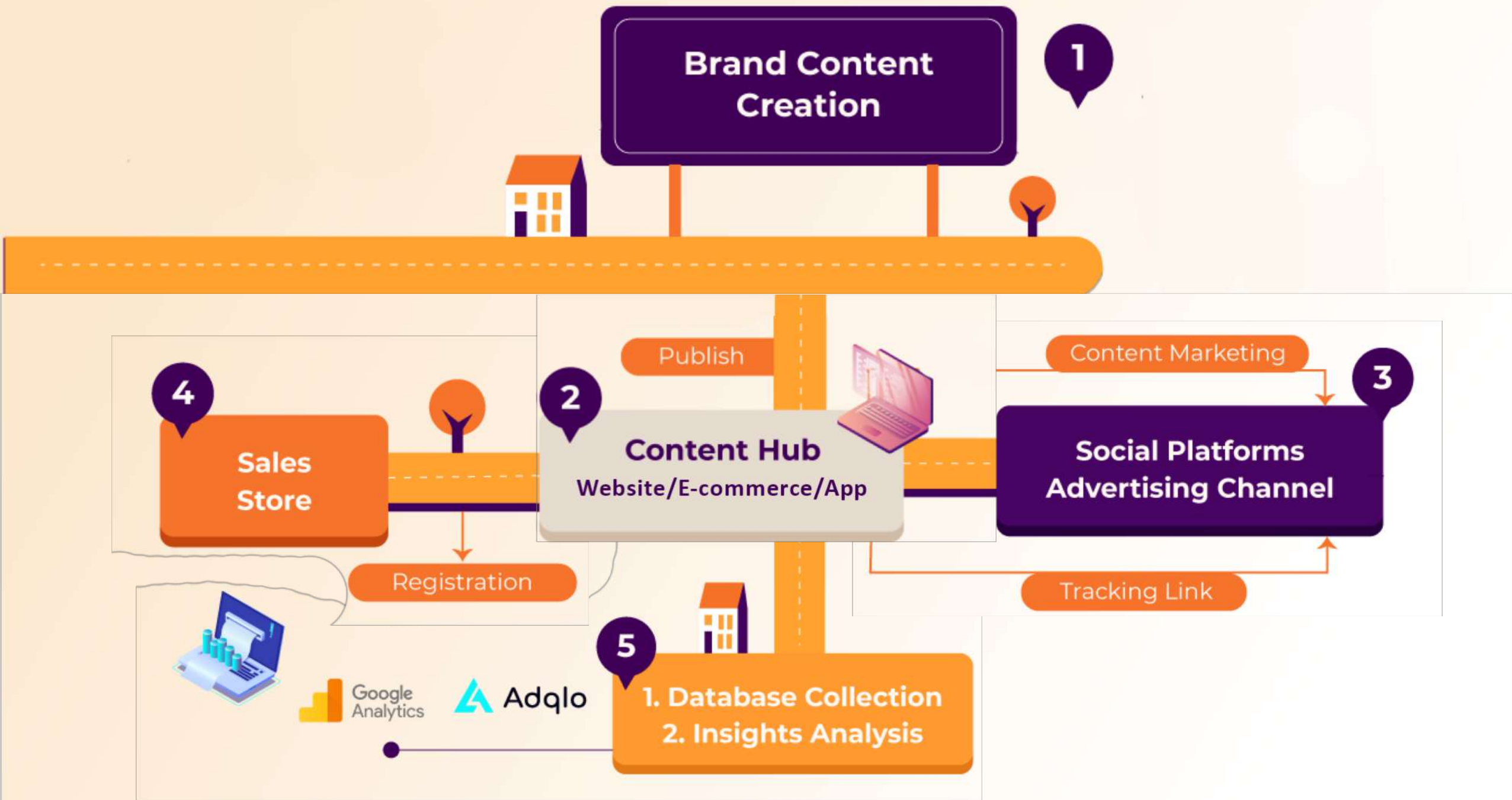




## Conclusion - 3 Key Learning



1. WhatsApp's still the king
2. Not all industries can digitalize
3. Build your own Content Hub







Thank You!

Report Download:  
<https://bit.ly/ecomfest>

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