



Public relations contacts
Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Ann Wai / Rosa Yip
Newell Public Relations
(852) 9836 0476 / 2117 5011
annw@newell.com / rosay@newell.com

FOR IMMEDIATE RELEASE

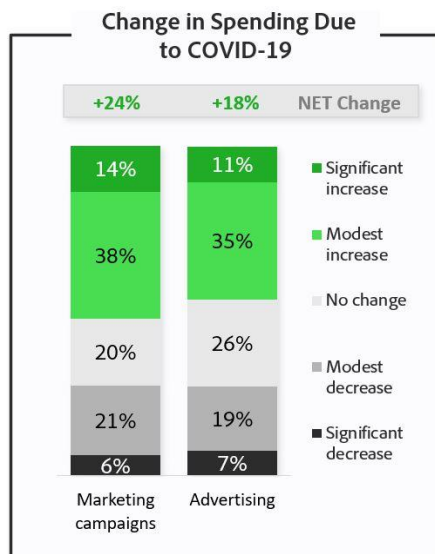
Adobe Unveils Asia Pacific Marketer Outlook and Consumer Outlook Surveys

Spending on Marketing Campaigns and Advertising Increased; 75% of Consumers Supporting Local Small Businesses during COVID-19

Hong Kong — July 24 , 2020 — A Marketer Outlook Survey for the APAC Region shows that spending on marketing campaigns and advertising has increased due to COVID-19. Meanwhile, a Consumer Outlook Survey for the APAC region conducted for Adobe (Nasdaq: ADBE) by Advanis, a research firm, shows that shopping has been greatly impacted by COVID-19, with 82% of consumers indicating they had experienced some difficulties in visiting stores. Local retail has been given support from consumers with 75% of them stating they had done something at this time to help small businesses.

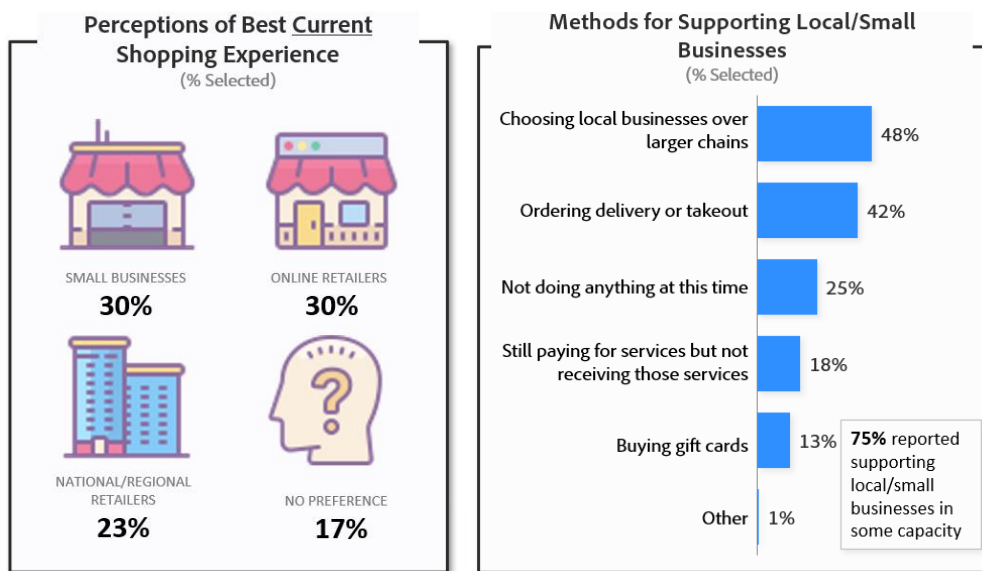
The Marketer Outlook Survey for the APAC Region (excluding Japan) reveals a change in spending on marketing campaigns and advertising due to COVID-19. Nearly half (47%) of the organizations said they had increased spending due to COVID-19, with a 24% net increase in marketing campaigns and a 18% net increase in advertising. The vast majority of organisations are transforming their long-term strategy in case this period lasts over a year (79%), and changing their approach to future marketing efforts (82%). APAC organisations are more likely to make long-term changes compared to those in the US. These changes will entail moving marketing to different channels (75%), changing prioritised audiences (58%), and reallocating resources across different regions (47%).

Adobe Unveils Asia Pacific Consumer Outlook and Marketer Outlook Surveys



Marketer Outlook Survey for the APAC Region (excluding Japan) (June 2020)

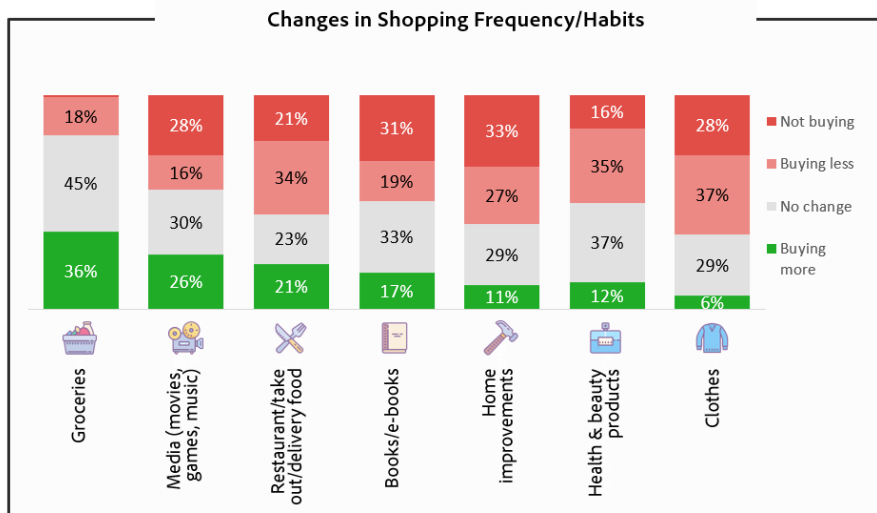
At the same time, the Consumer Outlook Survey for the APAC Region shows a change in consumers' shopping habits. Three-in-five (60%) consumers preferred small businesses and online retailers over national retailers, with 75% supporting small businesses in some capacity, including choosing local businesses over larger chains (48%), ordering delivery or takeout (42%), still paying for services but not receiving those services (18%),



APAC Consumer Survey Results for APAC Region (June 2020)

In terms of product categories, consumers tended to purchase groceries, media, books, and health products more frequently; in contrast, consumers were buying fewer clothes, home improvements, and dining/delivery. Even when faced with the threat of COVID-19, a majority of consumers opted to purchase groceries, health/beauty products, and home improvements in-person, relying on home delivery for expected products such as food and books.

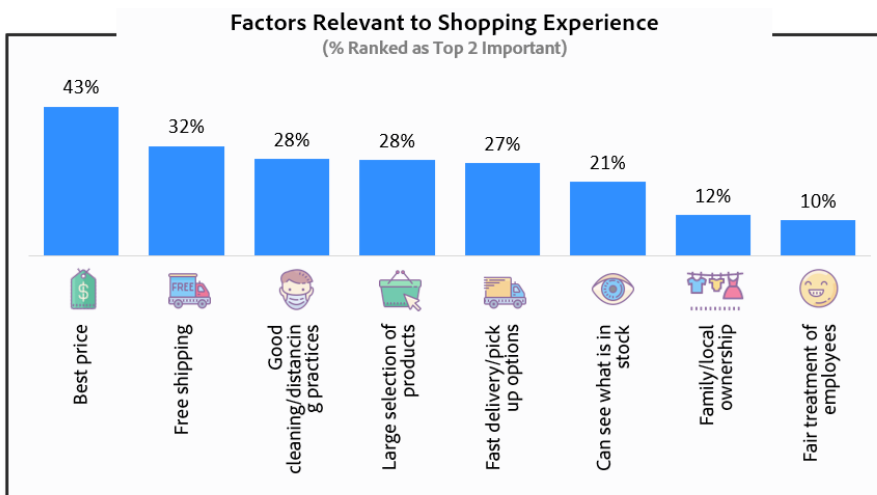
Adobe Unveils Asia Pacific Consumer Outlook and Marketer Outlook Surveys



APAC Consumer Survey Results for APAC Region (June 2020)

Although consumers opted to purchase some products in-person, they shopped online more frequently rather than in-store. Nearly 3-in-5 (58%) consumers increased their online shopping presence, while 74% cited some future changes in their shopping-related habits as a whole. Generations were polarised in their online shopping presence and intentions to change future shopping habits. Younger generations were more likely to cite an intention to change future shopping habits, while older generations were more likely to cite no change.

The survey also identifies some important factors for impacting the shopping decision during COVID-19 outbreak. Overall, best price, free shipping, selection, and good cleaning practices were ranked as among the top factors important to shopping experience. Younger generations placed more importance on free shipping and fast delivery/pickup, while older generations placed importance on best price, product selection and seeing stock. In other words, younger generations prioritised convenience while older generations favored value and selection.



APAC Consumer Survey Results for APAC Region (June 2020)

In terms of the factors influencing their consumption, a divergence was distinguishable between male and female consumers. Female consumers frequently cited stock depletion and higher prices while male consumers bemoaned

Adobe Unveils Asia Pacific Consumer Outlook and Marketer Outlook Surveys

reduced hours. Moreover, male consumers were more likely to indicate fast delivery/pickup and product selection as factors most relevant to their shopping experience, while females cited free shipping and seeing stock.

Overall, 82% of consumers reported facing at least one issue in shopping, including stock depletion (52%), higher prices (43%), lines/waits to get into a store (36%), longer delivery times (34%) and reduced hours/reduced store-opening hours (27%). Only 18% of consumers said they did not face any difficulties in shopping for essentials.

Methodology

Marketer Outlook Survey for APAC Region

A total of 1,200 marketers in China (329), India (307), Singapore (270), and Australia (294) completed the survey online. A similar survey was also conducted in Japan and the US. The research was conducted between June 2nd and June 16th, 2020.

The full report can be downloaded [here](#).

Consumer Outlook Survey for APAC Region

A total of 4,001 consumers above 18 years old in Australia (1,001), China (1,000), India (1,000) and Singapore (1,000) completed the survey online. A similar survey was also conducted in Japan and the US. The research was conducted between June 1st and June 17th, 2020.

The full report can be downloaded [here](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/hk_en/.

###