

Due to the coronavirus disease 2019 (COVID-19) pandemic, the previous year has brought a lot of disruptions across sectors — from how consumers purchase and get their goods to how offices conduct work. Several of these shifts are expected to stick and continue this year as businesses slowly recover from the pandemic’s impacts.

In the first week of 2021, Kevin Sneader and Shubham Singhal, partners at global management consulting firm McKinsey & Company, spotted the trends that businesses should brace for in the ‘next normal.’

“2021 is a year of transition,” Messrs. Sneader and Singhal wrote in the article. “Barring any unexpected catastrophes, individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present.”

SUSTAINED SHIFT

Digital technologies were more involved among businesses as digital transformation accelerated in the past months, and this trend is foreseen to be sustained. As Messrs. Sneader and Singhal affirmed: “There is no going back.”

“Many executives reported that they moved 20 to 25 times faster than they thought possible on things like building supply-chain redundancies, improving data security, and increasing the use of advanced technologies in operations,” the authors added.

While they recognized that this shift has not been seamless for

