

at least two-thirds of consumers say they have tried new kinds of shopping. In all 13, 65% or more say they intend to continue to do so.

“[T]he trend is clear: many consumers are moving online. To reach them, companies have to go there, too,” the report stressed.

FUTURE OF WORK

Another big trend induced by the pandemic is the work-from-home arrangement, and the McKinsey insight considers this as the future of work “arriving ahead of schedule.”

With many employees going remote for their work since the pandemic, many organizations must be seeing the perks this setup could give. In fact, the McKinsey Global Institute estimates that more than 20% of the global workforce — mostly dominated by high-skilled jobs in finance, insurance, and IT sector — could work the majority of its time away from the office and still be effective.

A survey by recruitment consultancy firm Robert Walters somehow agrees with that observation. It found out that eight in nine professionals in the Philippines reflect being satisfied with their current remote working arrangements, with nine out of 10 noting a similar or increased level of productivity while at home.

Nonetheless, albeit with the surge of remote work, as the easing up of restrictions and the arrival of COVID-19 vaccines are considered, work is expected to become a hybrid of reporting to the office and working from home.

Bhushan Sethi, joint global leader of PricewaterhouseCooper’s (PwC) People & Organization practice, told *Forbes* that while remote work gives many perks, “we must also acknowledge that most businesses — in retail, hospitality, manufacturing sectors, etc. — still need people to show up in person.”

The local survey from Robert Walters showed that 33% of respondents would like to work from home at least once a week. A total of 27% expressed their preference for permanent remote work unless they are required to visit the office.

GREEN RECOVERY

In terms of recovery from the pandemic, the trend is predicted to become heavily green as the costs of pollution and the benefits of environmental sustainability are increasingly recognized.

Messrs. Sneader and Singhal noted that compared to how governments acted to cope with the 2008-2009 financial crisis, the present crisis sees many countries using their recovery plans to push through existing environmental policy priorities.

Thus, businesses are called to respond to the sustainability concerns of investors as well as to take action to limit their climate risks.

“Green growth opportunities abound across massive sectors such as energy, mobility, and agriculture,” the authors wrote, adding that green-technology companies could power stock-market returns in upcoming decades. — **Adrian Paul**

B. Conoza 

