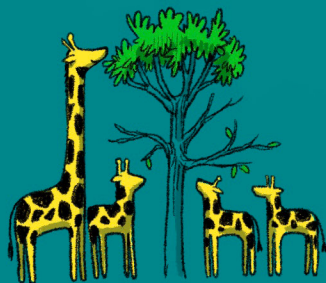


NUMBER 10:

# Active adaption in response to a transformed demand



*In a context in which many companies only fight for survival, there are also companies that have adapted and are managing to grow.*

- Some companies may have only been lucky enough to have a product that meets the needs of the moment. For example, sales of **mopeds** have practically doubled in Spain (because there is fear of contagion in public transport), works to **improve homes** have increased (with the consequent impact on all companies that supply the necessary materials, or furniture or accessories) or the sales of material for **sports at home** (stationary bicycles) have increased very notably.
- Another example is found in **sex toys**, whose demand has grown linked, perhaps, to the number of hours that people stay at home ... We could also include here **local airports** that may have had little use so far and have now become unexpected parking for the aircraft of many companies that cannot fly.
- Therefore, having previously a catalog of “solutions” for the new needs of confinements, helps to multiply the income statements of some companies, whether they are large (for example, large sports equipment companies), or new initiatives (*startups* that provide new solutions for sports at home). We would say they were in the right place at the right time.
- Here the challenge may have been more like changing the way of making the product accessible (for example, **from physical stores to digital ones**), with the consequent logistical demands. We can also mention the companies that already had solutions for **remote training**, which have been able to quickly solve the corresponding needs of companies and also that of schools that had to suddenly go online. Or **restaurants** that have come to sell ready-made food.
- Other companies see how whatever they already offered suddenly enjoys a different type of demand (for example, **cleaning or disinfection products**, sterilization systems, to ensure the protection of people, or **laptops** to better res-

*It will be necessary to systematically collect data on these adaptation cases in order to derive patterns that are useful for future crises.*

- pond to the sudden need to working at home). For example, a company that manufactures vehicle washing tunnels develops a simplified system to **disinfect ambulances**, or hotels generate a new offer focused on **co-working** (right now), and **co-living** (probably in the coming months) .
- And others quickly adapt their catalog for a non-ephemeral demand, a result of the new rules of the game. For example, **ventilation or air conditioning** companies see the business opportunity of the most demanding renewal of filters, or the increased interest of companies for a “guaranteed” management of air quality.
- Finally, there are business growths that are difficult to explain from the logic of needs, and that have more to do with the psychology derived from confinement. A good example is that **vinyl** sales have surpassed CDs for the first time, perhaps as a consequence of the resurgence of nostalgia in those months of internalizing feelings. Or the increase in **online jewelry** sales for a middle class in need of moments of self-indulgence.

Although the general negative effect of covid19 on business, there are, therefore, also companies that have been able to adapt quickly to grow, and to learn.

## Links:

Examples of pivoting business during the pandemics



19 businesses pivoting in response to COVID-19