

## **Consumer values and behaviour in Italy**

Market Direction | 2022-06-23 | 60 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Italy.

Euromonitor's Consumer values and behaviour in Italy report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Values market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Scope

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Consumer values and behaviour in Italy  
Italians highly interested in trying new products and services  
Generation Z highly interested in trying new products and services  
Millennials and Generation X have more faith in their long-term investments  
Italian consumer outlook less positive than global average  
Lower levels of expectation that more activities will shift to in-person in future  
Younger generations positive about the future but expect to work more  
Expectations for more community engagement in future lower than global average  
Outlook on the impact of climate change on par with global average  
Young more engaged with their community but worry about impact of climate change  
Italians do not work or study at home as often as global counterparts  
High costs driving consumers to value energy-efficient homes above other features  
Experience of pandemic drives even greater desire for outside space  
Out of home or food delivery much less popular than home cooking  
Finding time and inclination biggest barriers to home cooking  
Time constraints impact younger cohorts' ability to cook  
Consumers expect their food choices to have healthy ingredients  
Italians want jobs that give them more freedom to manage their lives  
Earning a high salary more important to Generation Z than job security  
Getting back to a simpler lifestyle high on the agenda for Italians  
High levels of regular online socialising among all generations  
Shopping remains the most frequent leisure activity in Italy  
Leisure shopping appeals to all generations, especially Generation Z  
Getting out and walking and hiking most popular form of exercise  
Nearly 50% of Millennials run or jog for exercise every week  
Italians focus on herbal remedies for reducing stress  
A third of Italians strongly agree they are worried about climate change  
High percentage of consumers trying to reduce food waste  
Consumers prefer to avoid buying new when they can repair broken items  
Baby Boomers want to buy from brands that support their values  
Italians focus on looking for bargains when they shop  
Baby Boomers more likely to support locally-owned stores and locally-sourced products  
Italians not as attracted to strong or well-known brands as their global counterparts  
Generation Z consumers more willing to purchase previously-owned items  
Consumers still prefer to shop in-store for their beauty and personal care  
Younger generation more comfortable with ordering food on smartphone  
Pent-up demand for travel and holidays drives intentions to increase spending  
Generation Z overtake all other generations with intentions to increase spending  
Generation Z have ambitious intentions to save more over the next 12 months  
Cultivating a personal brand online or preferring to communicate online lower than average  
Generation Z most likely to share their data to receive personalised offers  
Italians less likely to buy something via a social media platform than global average  
Younger cohorts much more engaged with company social media feeds or posts  
Mobile banking most frequently accessed service on a mobile device  
Millennials are the most avid users of mobile banking services

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