Consumer values and behaviour in the United Kingdom

Market Direction | 2022-07-26 | 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 the United Kingdom.

Euromonitor's Consumer values and behaviour in the United Kingdom 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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Consumers have lower preference than global counterparts for branded goods
Millennials more interested in product engagement, personalisation and experiences
Millennials are more willing to spend money to save time
UK consumers have a less positive outlook than their global counterparts
Shift to more activities in-person not as anticipated as global average
Younger generations more optimistic about their future but expect to work more
Levels of community engagement not as high as global average
Half of UK respondents feel that climate change will have more impact in future
All cohorts feel strongly that climate change will impact their lives more
High frequency of exercising at home across all generations
UK households mostly concerned about energy efficiency
Outside space considered crucial when considering home purchase
Eating home-cooked food more popular than other options
Low levels of barriers to cooking at home in the UK
Lack of time across younger generations biggest barrier to cooking at home
Consumers focus on the health benefits of the foods they eat
Work-life balance more sought-after than being able to work from home
Job security the biggest priority during uncertain economic times
Nearly half of consumers looking for ways to simplify their lives
70% of Generation Z regularly socialise online with their friends
Shopping as a leisure activity remains popular
Generation Z most active leisure shoppers
Going out for a walk or a hike by far the most popular exercise
35% of millennials cycle for exercise weekly
Meditation is high up on the list of stress reduction activities
Consumers have higher trust in recycling labels than other claims
Baby boomers more actively engaged with activities to have a positive impact on the planet
Over half of respondents would rather repair than replace items
30% of consumers will boycott brands that do not share their social or political beliefs
Much higher percentage of UK consumers are focused on finding bargains
Older generations more likely to look for bargains
Circular economy gaining ground as consumers choose to buy used items
Generation X more willing to buy second-hand or previously-owned items
Consumers purchase products on their laptop rather than smartphone
Younger generations more confident to purchase BPC items on their smartphone
Very few consumers intend to decrease spending on health and wellness
Generation Z focus increased spending on health and wellness
Low expectations to increase overall spending over the next 12 months
UK consumers not as interested in cultivating their personal brand online
Millennials more likely to share their data to receive personalised offers
Online interactions with companies or brands lower than global average
Younger generations more willing to "follow" or "like" a company's media post
Banking services/health and fitness apps most frequent mobile activities
Millennials use their mobile device more often to make an in-store payment

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