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# Consumer Values and Behaviour in the Netherlands

Market Direction | 2022-08-04 | 59 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 Netherlands.

Euromonitor's Consumer Values and Behaviour in the Netherlands 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope
Consumer values and behaviour in the Netherlands
Consumers prefer spending money on experiences rather than material things
Younger generations are keen on trying new products and services
Millennials most willing to spend money to save time
Dutch consumers have a more pessimistic outlook than the global average
Consumers have low confidence in more activities shifting to in-person
Generation Z more optimistic than other cohorts but feel they will work more
Outlook on more community engagement not as strong as the global average
Dutch feel less safe about the future than global counterparts
Over half of Generation Z feel that climate change will have a bigger impact in the future
Connecting with friends and family virtually is important for all generations
Energy efficiency is high on the list of ideal home features
Outdoor space is important to those living in a highly urbanised society
Dutch consumers much prefer to have home-cooked meals
Barriers to cooking are relatively low in the Netherlands
Millennials value the convenience of food delivery the most among Dutch consumers
Healthy ingredients are most sought-after by all generations
Working time flexibility is more important for the Dutch than for their global counterparts
Job security more important than high salary
Generation Z feel under most pressure to get things done
Only a small percentage of Dutch consumers rarely or never socialise with friends online
Over a third of consumers regularly go shopping as a leisure activity
Generation Z most actively go to sporting events
Cycling not far behind walking or hiking as the exercise of choice for the Dutch
Generation Z more inclined to cycle than walk for their exercise
Millennials are well ahead of other cohorts in terms of using stress reduction activities
Slightly over half of respondents say they are worried about climate change
Reducing food waste and plastics use is top of the agenda for Dutch consumers
Dutch value using energy-efficient products over other green behaviours
Millennials more likely to buy from brands that support issues they value
Dutch consumers are rather price-conscious and like to find bargains
Baby boomers like to support locally-owned stores and local producers
Over a third of consumers are willing to buy used items and regularly seek private label
Older generations have higher preference for private label goods
Consumers are generally more likely to order via their computer/tablet
Younger cohorts have a much higher percentage of purchasing via their smartphone
More consumers willing to increase their spending on travel, groceries and health
Younger generations have bigger intentions to increase spending
Nearly a third of Dutch consumers intend to start saving more money over the next year
Consumers cultivate their personal image online but manage privacy
Millennials most willing to share their information online to get personalised offers
Dutch consumers have lower levels of online interactions compared to global averages
Younger generations more engaged with brands and companies online
Consumers use their mobiles devices most regularly for banking services
Young consumers more likely to use their mobile to make an in-store payment

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