

**Consumer values and behaviour in the US**

Market Direction | 2022-08-03 | 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 US.

Euromonitor's Consumer values and behaviour in the US 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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Consumer values and behaviour in the US

Consumers like to try new products and prefer spending on experiences over things

Millennials and Generation X keen to engage with brands to influence product design

Millennials have most faith in their long-term investments

A quarter of consumers feel that more activities will shift online in the future

US consumers are less positive that more activities will shift to in-person

Generation Z feel strongly that they will be working more in the future

US respondents feel more concerned that climate change will have greater impact in future

Concerns over future political unrest higher than global average

More community engagement expected among younger generations

Online connections with friends and family not as frequent as global average

American homeowners seek energy efficiency over other features

Proximity to public transport not a concern for American households

Higher rates of reheating or preparing a ready meal than global average

Convenience of food deliveries and eating out outweighs desire to cook

Low desire and lack of time to cook leads to high demand for food delivery

Over half of US consumers look for healthy ingredients in food and drink

Working close to home is seen as a way to achieve a better work-life balance

High salaries are key for younger generations, but Generation X want job security

Generation Z feeling under most pressure to get things done

Millennials are the most active in their leisure pursuits

Shopping is the most frequent leisure activity

Millennials are the most avid leisure shoppers

Over 60% of respondents walk/hike for exercise at least weekly

Over 50% of Generation Z and millennials run or jog for exercise every week

Americans have higher adoption of sleep aids than their global counterparts

Consumers have more faith in recyclable labels than sustainably produced

Baby boomers show themselves to be more actively engaged in green behaviours

Donating to charities that support the environment is higher than global average

Over a third of consumers will boycott brands that do not share their beliefs

Cost-conscious shoppers like to find bargains

Baby boomers more focused than other generations on finding bargains

Consumers less interested in personalised shopping experiences; ready to buy pre-owned

All generations positive about buying used items, but branding is important to millennials

Strong consumer preference for buying beauty, personal and health care items in-store

Millennials use their smartphones more often for food delivery

Well over 50% of respondents expect their spending to remain the same in all categories

Generation Z concentrate their efforts on spending on their education

Over a quarter of consumers expect to reduce their overall spending in the coming months

Consumers managing data sharing and privacy in line with global counterparts

Millennials more comfortable with online communication and engagement

Low levels of purchasing and sharing information via social media platforms

Millennials more active in sharing a purchase with their social network

Mobile banking is the most frequently used service

Millennials show high adoption of health and fitness apps

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