

**Consumer Values and Behaviour in Australia**

Market Direction | 2022-08-16 | 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 Australia.

Euromonitor's Consumer Values and Behaviour in Australia 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

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Consumer values and behaviour in Australia

Australians not as interested in uniquely tailored products as their global counterparts

Middle generations most interested in trying new products and services

Millennials are the most optimistic about the long-term value of their investments

More than half of Australians expect to be happier in the next five years

Compared to global average, fewer Australians feel that more activities will shift to in-person

Gen Z is most optimistic about the future, yet expects to work more and have less free time

Over a third of consumers will be more engaged with their community

Australians believe climate change will have a bigger impact on their life in future

Baby boomers are the most anxious about political unrest and global tensions

High levels of exercising at home among all generations

Energy efficiency most important home feature and far exceeds global average

Access to outdoor space is top of desired home features

Australians more often cook at home, but ready-made options are appealing

Nearly 20% of Australians would rather be doing something other than cooking

Generation Z are the most resistant to cooking for themselves

All generations are looking for healthy ingredients in their food and beverages

Having a strong work-life balance is most appealing to middle generations

To earn a high salary is not as important for baby boomers as having job security

Baby boomers feel less pressure and have fewer boundaries between work and personal life

Over 30% socialise with friends online every week

Shopping stands out as the most frequent leisure activity

Millennials and Generation Z are the most active leisure shoppers

Nearly a quarter of Australians walk or hike for exercise almost every day

Millennials more active in most exercise activities than other generations

Millennials more actively pursuing stress-reduction/wellbeing activities than other cohorts

60% try to have a positive impact on the environment through everyday actions

Baby boomers more actively engaged with green activities

Baby boomers are ahead in using more energy-efficient products and repairing broken items

Younger generations are not as politically and socially motivated shoppers as baby boomers

Finding bargains stands out as a key shopping motivation

Baby boomers most cost-conscious when it comes to shopping

Australians are willing to opt for a minimalist lifestyle and support the circular economy

Baby boomers seek products with easy-to-understand labels and product information

Consumers show strong preference for shopping in-store

Millennials and Generation Z more likely to order food delivery on smartphones

Australians expect to spend more on their health/wellness over other spending

Younger generations have greater expectations to increase spending, especially on health

A quarter of Australians expect to cut back on their overall spending

Australians are cautious about their online privacy

Baby boomers are conservative about sharing their personal information online

Australians less active sharing or retweeting products or company posts

Gen Z and Millennials more comfortable interacting with brands and companies online

Australians frequently access banking services on their mobile devices

Millennials are most active users of services accessed on their mobile devices

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