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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.

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.

Table of Contents:

Scope

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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