

## Consumer Lifestyles in Belgium

Market Direction | 2022-09-01 | 79 pages | Euromonitor

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### Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Belgium

Euromonitor's Consumer Lifestyles in Belgium 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 Overview 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 landscape in Belgium 2022

### Life priorities

Belgians put high value on spending time with their partners

Time for work low on the list of Belgians' life priorities

Curated and tailored experiences, services and products are highly valued

High percentage of Millennials seeks curated experiences that are tailored to their tastes

New products and services selected over preference for branded goods

Younger generations more likely to actively engage with brands

### Home life

Belgians are less active at home than their global counterparts

Millennials ahead of other generations in regular home-based activities

Baby Boomers more focused on energy efficiency in their homes

### Eating habits

Home cooking is favoured over ordering food from foodservice outlets

Belgian consumers want superior tasting food for low prices

Gen Z shows strongest inclination towards a flexitarian diet

Gen Z least likely to have a fixed schedule for their mealtimes

### Working life

Earning a high salary is a top priority for Belgians

Home working appeals far more to Millennials than it does to Gen Z

Working close to home is the most important work-related feature for Gen X

Expectations to work from home in future lower than global average

Gen Z more focused on starting their own company in future

### Leisure habits

Over a third of Belgians socialise online every week

Going out for the day nearly as popular as shopping as a leisure activity

Nearly 40% of Gen Z shop as a leisure activity at least monthly

Gen Z and Millennials take the most domestic and cross-border trips

Relaxing is high on the list of important holiday features for Belgian travellers

Gen Z less interested in all-inclusive holidays or city breaks than other cohorts

### Health and wellness

Over a quarter of consumers take health supplements/vitamins almost every day

Group fitness classes not as popular as cycling as a form of exercise

Millennials use cycling more often than running as a regular exercise routine

Use of sleep aids not as high as global average

Millennials are the most active users of stress-reduction remedies

### Sustainable living

Climate change is a key concern for 60% of respondents

All generations are worried about climate change

Reducing food waste is top of the agenda for Belgian consumers

Older generations focused on using more energy-efficient products

Belgians less likely to share their opinions on social media than their global counterparts

Millennials ahead when make purchasing decisions based on brands/companies' beliefs

### Shopping habits

Belgian shoppers prefer to purchase locally-sourced products on a par with global shoppers

Gen Z more enthusiastic about visiting shopping malls than other generations

Consumers less reliant on friends and family recommendations than global average

Gen Z more influenced by brand/company websites than other generations

Convenience is the biggest motivation for subscription services

Gen X and Millennials more motivated to use subscriptions services for "convenience"

Consumers mostly motivated to shop in stores to see and try goods first

Younger cohorts far less motivated to shop in-store than older generations

Consumers motivated to shop online by free delivery and best prices

Older generations more motivated by best price and free delivery

Spending habits

Gen Z ahead in all categories in their intentions to increase spending in future

A quarter of Belgian consumers expect to cut back on overall spending

Technology

Belgians not as comfortable sharing their data or communicating online

Millennials have greater preference for communicating online than other cohorts

Households in Belgium are slow to adopt smart appliances/virtual assistants

Belgians have not adopted wearables at the same level as global consumers

Belgians frequently use social networks, but spend less time video gaming

Younger generations more active on online health-related/medical sites

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