

Consumer Lifestyles in Germany

Market Direction | 2023-05-18 | 62 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

Euromonitor's Consumer Lifestyles in Germany 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.

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

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Consumer landscape in Germany 202 3

Personal traits and values

Voice of the consumer (1)

Finding time to enjoy favourite activities remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Voice of the consumer (2)

Personal traits and values survey highlights

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Energy-efficient homes are high up on the list of desirable features

Access to green spaces is valued by older generations

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Lack of time to prepare home-cooked meals impacts eating habits

Voice of the consumer (3)

Home cooking most regular choice but demand for snacks and restaurant food booming

Consumers make their food choices based on perceived health benefits

Younger consumers will pay more for foods that have health and nutritional benefits

Eating and dietary habits survey highlights

Working life

Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

Voice of the consumer (4)

A high percentage of consumers use exercise to maintain their health and wellness

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

Younger consumers adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

Shopping and spending

Voice of the consumer (5)

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Voice of the consumer (6)

Despite pressure on household budgets consumers want good quality products

Consumers want products with labels that are easy to understand

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers embrace the circular economy and support brands that share their values

Gen Z more engaged with brands/companies online than other generations

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

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All generations have concerns about their current financial situation
Shopping and spending survey highlights

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