

Consumer Lifestyles in Australia

Market Direction | 2024-06-12 | 60 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 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 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.

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Scope

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Consumer landscape in Australia 2024

Personal traits and values

Consumers feel concerned about the rising unit prices of essential goods

Gen Z prioritise time for themselves more than other generations

Millennials find being active in their communities more important than other generations

Millennials more likely to prefer their experiences be virtual than other generations

Voice of the consumer (1)

Millennials feeling the most optimistic about the future

Personal traits and values survey highlights

Home life and leisure time

Keeping a clean and tidy house the most popular home activity in Australia

Millennials are Australia's most frequent social media users

Voice of the consumer (2)

Older generations most likely to seek energy efficient homes

Baby boomers have a higher preference for suburban homes than other generations

Australians seek value for money when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Millennials are more actively seeking to reduce alcohol consumption

Millennials value the convenience of eating out more than other generations

Voice of the consumer (3)

Australians prepare their own meals at least once a week

Majority of consumers looking for healthy ingredients in their consumption habits

Australians are more willing to pay a premium for health and nutritional properties

Eating and dietary habits survey highlights

Working life

Gen X and Gen Z want their employers to prioritise employee health and safety

Australian consumers with children value work-life balance slightly less than those without

Gen X most likely to pursue employment that offers job security

Australians would like to set their own working hours

Working life survey highlights

Health and wellness

Australian consumers prefer walking or hiking for exercise at least once a week

Physical activity is Australia's main preference to reduce stress

Consumers consider health and nutritional properties the most influential product feature

Millennials are Australia's most avid users of health or fitness tracking apps

Health and wellness survey highlights

Shopping and spending

Australian consumers love searching for the best deals

Voice of the consumer (4)

Baby boomers enjoy visiting shopping malls far more than other Australians

Gen X are most driven towards brands with easily understood labels

Baby boomers make the most effort to support locally owned stores

Australians often buy used or second-hand items

Millennials most active online in their engagements with brands

Australian consumers place a lot of trust in recommendations from friends and family

Voice of the consumer (5)

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Australians intending to spend more on groceries and less on new technology
Older generations express concern over their current economic state
Shopping and spending survey highlights

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