

## **Consumer Lifestyles in the Netherlands**

Market Direction | 2024-06-12 | 55 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 the Netherlands 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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### **Table of Contents:**

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## Scope

### Consumer landscape in the Netherlands 2024

#### Personal traits and values

Consumers in the Netherlands concerned about the rising unit prices of essential goods

Older generations committed to spending time with their partner or spouse

Consumers in the Netherlands feel their identity is accepted by society

Dutch baby boomers seek curated, personalised experiences

Millennials most looking forward to a bright future

#### Personal traits and values survey highlights

#### Home life and leisure time

Cleaning and other domestic chores most popular home activity in the Netherlands

Dutch consumers most regularly socialise in person

Older generations much prefer energy-efficient homes

Safe location most desirable home feature for older generations

Consumers in the Netherlands seek relaxation when travelling

#### Home life and leisure time survey highlights

#### Eating and dietary habits

Most consumers in the Netherlands take vitamins or supplements regularly

Gen Z and Gen X state their lack of cooking skills as the largest hindrance to cooking at home

Consumers in the Netherlands like to cook and prepare their own meals

Older generations more likely to be reducing their meat consumption

Gen X and millennials more willing to pay a premium for food with nutritional properties

#### Eating and dietary habits survey highlights

#### Working life

Dutch consumers mostly seek challenging work, except Gen Z who seek self-expression

Non-parents place higher priority on work-life balance in the Netherlands

Gen X value job security far more than other generations do

Dutch workers expect to work from home and enjoy flexible working hours

#### Working life survey highlights

#### Health and wellness

The Dutch enjoy walking or hiking a few times a week as exercise

Meditation most popular stress-reduction measure among Dutch consumers

Dutch consumers consider health and nutritional properties the most influential feature

Gen Z most likely to use apps to track health or fitness

#### Health and wellness survey highlights

#### Shopping and spending

Dutch consumers enjoy discovering the best deals on offer

Older generations typically browse stores without making a purchase

Gen Z most interested in niche and exclusive brands

Baby boomers more likely to repair broken items before replacing them

Gen X consumers frequently purchase second-hand or previously owned goods

Gen Z most likely to follow a company on social media

Dutch consumers trust their friends and family's recommendations more than other sources

Younger consumers intending to stock up their savings

Baby boomers most comfortable with their financial situation

#### Shopping and spending survey highlights

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