



# Consumer Lifestyles in the United Kingdom

June 2024

Table of Contents

Scope

## CONSUMER LANDSCAPE

Consumer landscape in the UK 2024

## PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in the UK feel concerned that the cost of everyday items is going up

Personal time remains a top priority for British consumers

Consumers say that expressing their identity openly with friends and family comes naturally

British consumers open to exploring innovative products and services

Voice of the consumer (1)

Gen Z feeling the most positive about the future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Maintaining a clean and tidy house the most widespread home activity in the UK

Socialising remains the top leisure activity, both in frequency and time spent online

Voice of the consumer (2)

Outside space of more importance for older generations compared to Gen Z and millennials

Residing in a safe location is the most important home feature

British consumers seek to maximise the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Consumers frequently take vitamins or supplements to manage their weight and health

Not having time to prepare a proper meal remains a major barrier to cooking

Consumers prepare their own meals at least a couple of times a week, if not daily

Voice of the consumer (3)

Millennials most active in stating they are vegan or vegetarian

Brits more willing to pay extra for products with health and nutritional properties

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Working where health and safety is prioritised remains a top concern among employees

Consumers want a job that enables a distinct separation between work and personal life

## WORKING LIFE

Voice of the consumer (4)

Gen Z especially driven by financial incentives in their careers

British consumers want flexible start and finish times

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Weekly walks or hikes for exercise easy to maintain as most frequent exercise among Brits

Meditation remains popular stress-reduction activity among all generations

Brits consider health and nutritional properties to be the most influential product feature

Voice of the consumer (5)

Millennials much more likely to search health-related or medical sites for advice

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

British consumers enjoy discovering the best deals

Baby boomers most likely to browse without buying

Older generations most generous in buying gifts for loved ones

Brits open to extending product lifespan by buying second hand or previously owned items

Baby boomers particularly conscious of extending product lifespans

Voice of the consumer (6)

Younger generations actively engage with businesses' social media content

Highest level of trust placed in friends and family members for recommendations

Voice of the consumer (7)

Gen Z and millennials intending to build up their savings

Baby boomers best positioned financially to cover unexpected expenses

Shopping and spending survey highlights

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