

Consumer Lifestyles in Belgium

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in Belgium 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Belgium look for ways to simplify their lives

Baby boomers prioritise spending time with their children

Belgian consumers comfortable expressing their identity with friends and family

Belgians enjoy exploring and trying new product and services offerings

Gen Z the most optimistic generation in Belgium

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Older generations focused on keeping a clean and tidy household

Consumers prefer socialising with friends in person

Energy efficient homes highly desired by older generations

Safe location number one priority for ideal home location

Belgians seek value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Gen X most actively monitoring what they eat in order to manage weight

Someone else in the household prepares meals in the majority of Belgian homes

Belgians prepare meals at home at least once a day, if not weekly

Gen Z most strict in their dietary choices and restrictions

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Claiming responsibility and challenging work prioritised by most Belgian employees

Working close to home the main desire of Belgian employees

Gen X consumers largely driven by earning a competitive income

Belgians would like to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Belgians walk or hike for exercise on a weekly basis

Meditation the most widespread stress-reduction activity

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

Younger generations more actively using health apps

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Belgian consumers enjoy discovering the best deals

Younger generations consistently search for established or renowned names

Gen Z regularly buy gifts for family and friends

Belgian consumers actively purchase second-hand or previously owned goods
Consumers in Belgium often sell used or second-hand items
Younger generations active in their interactions and communication with brands
Belgian consumers trust friends and family recommendations the most
Belgian consumers foresee an increase in spending on health and wellness
Gen X consumers most concerned about their current financial standing
Shopping and spending survey highlights

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