



Consumer Lifestyles in the Netherlands

June 2024

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Scope

CONSUMER LANDSCAPE

Consumer landscape in the Netherlands 2024

PERSONAL TRAITS AND VALUES

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

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

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

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

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

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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