

Consumer Lifestyles in the USA

June 2024

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in the US 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Americans concerned about the rising unit prices of essential goods

26% of millennials prioritise time with extended family

Americans feel comfortable expressing their own identity among family and friends

American consumers like to try new products and services

Voice of the consumer (1)

Millennials believe they will be the happiest generation in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Keeping a tidy and clean house the most frequent home activity for older generations

Millennials most active in their leisure time spent online

Voice of the consumer (2)

Older generations have biggest desire for energy efficient homes

Older generations highlight safe location as a home priority

Consumers in the US desire value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Americans frequently take vitamins or supplements to manage their health

Ordering food for delivery remains popular owing to its convenience

Voice of the consumer (3)

American households typically cook and prepares meals on a weekly basis

Younger generations more typically vegan or vegetarian

Americans are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Employee health and safety is number one work priority for all generations

US consumers want jobs that enable a divide between work and personal life

Younger generations want to be promoted quickly

Americans would like to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in the US engage in walking or hiking most frequently on a weekly basis

Meditation remains a popular stress-reduction activity among all generations

Respondents think health and nutritional properties is the most influential product feature

Voice of the consumer (4)

Younger generations actively using tech to track and manage their health and fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

American consumers always on the lookout for the best deals

SHOPPING AND SPENDING HABITS

Voice of the consumer (5)

Gen X loves browsing without making a purchase

Millennials pick their travel destinations based on the quality of shopping there

Americans eager to extend product lifecycles by buying pre-owned goods

Consumers in the US often sell used or second-hand items

Millennials most actively engaging and interacting with brands online

Recommendations from friends and family the most trusted information source

Voice of the consumer (6)

American consumers foresee an increase in spending on groceries

Gen X feeling under pressure with their current financial situation

Shopping and spending survey highlights

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