



Consumer Lifestyles in Italy

June 2024

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Consumer landscape in Italy 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

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Italian consumers love exploring and finding new offerings

Older generations less secure about their financial security in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and chores tops the list of Italy's home activities

Millennials visit social media sites most regularly

Older generations vastly prefer more energy-efficient homes

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Italians list value for money as their most desired travel feature

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Italian consumers look for healthy ingredients in food and beverages

Younger generations have less time to cook, noting it as the biggest barrier to home cooking

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Locally-sourced food tops baby boomers' list of willingness to pay a premium

Eating and dietary habits survey highlights

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Working life

Millennials more concerned about their employer's stance on social issues than others

Italians find working close to home more desirable than working from home

Millennials and Gen X place most importance on job security

Consumers in Italy expect to have flexible work hours, particularly Gen X

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Italians mainly enjoy a weekly walk or hike for exercise

Meditation is the go-to stress relief for all but baby boomers, who seek herbal remedies

Italians are most influenced by products that claim to be all natural

Younger generations most likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Italian consumers always on the lookout for the best price promotions

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Baby boomers pick their travel destinations based on the quality of shopping available

Older generations more likely to fix, not replace, broken items

Baby boomers most committed to purchases of sustainable goods

Millennials most regularly leave reviews

Millennials most likely to benefit from the use of tech to enhance their shopping experience

Italians expect to increase spending on health and wellness the most

Gen X most concerned about their financial situation

Shopping and spending survey highlights

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