



# Consumer Values and Behaviour in Australia

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Australia

## PERSONAL TRAITS AND VALUES

Consumers in Australia are troubled by rising unit prices of goods they buy daily

Australian millennials feel accepted by society

Australian consumers seek novel goods and amenities

Millennials are Australia's most inquisitive generation

Consumers in Australia are optimistic about their future happiness

Millennials are Australia's most optimistic generation

## HOME LIFE

Australian consumers regularly spend their time exercising

Safety is the most valued feature among Australian households

## COOKING AND EATING HABITS

Australians prefer to cook their own meals

Australians who don't cook live with someone who does

Baby boomers dislike cooking more than other Australian consumers

Most Australian consumers look for healthy ingredients in food and beverages

## WORKING LIFE

Gen X values their work-life balance more than other Australian consumers

Consumers in Australia value job security

Australians set clear boundaries between work and personal life

## LEISURE

Australians regularly socialise online

Gen Z Australians socialise in person more regularly than online

Australians primarily seek value for money when travelling

Older generations most eagerly seek value for money when travelling

## HEALTH AND WELLNESS

Australians prefer less intense exercise like walking or hiking

Millennials are Australia's most avid cyclists

Consumers appreciate meditation to improve wellbeing

## SUSTAINABLE LIVING

Australians are worried about climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers in Australia actively seek energy-efficient products

Baby boomers are Australia's most opinionated generation

## SHOPPING

Australians love a good bargain

Baby boomers are the most avid bargain hunters

Australians don't mind buying second-hand or previously-owned items

Gen Z is Australia's most brand-conscious generation

Most Australians subscribe to online streaming services

## SPENDING

Australians expect to increase their spending on groceries

Gen Z set to increase spending on health and wellness the most  
Less than half of consumers are comfortable with their current financial situation  
Millennials are the most financially comfortable generation in Australia  
Gen Z intend to increase their savings more than other generations do

## TECHNOLOGY

Most Australians actively manage data sharing and privacy settings  
Millennials are the most concerned with their online reputation  
Social media is Australia's most frequent online activity  
Most Millennials use health or fitness apps  
Consumers enjoy shopping online  
Australians are less inclined to interact with companies on social media  
Gen Z most inclined to follow companies on social media

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