



Consumer Values and Behaviour in Belgium

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Belgium

PERSONAL TRAITS AND VALUES

Consumers are concerned about inflation and expenses associated with basic goods

Making a difference is most important to millennials

Belgian consumers seek out distinctively tailored products

Personalisation is most important for baby boomers

Belgian consumers are way less optimistic about the future than global counterparts

Gen Z most optimistic about their financial future

HOME LIFE

Millennial Belgians are most eager to socialise with friends at home

Energy efficiency for the home stands out in Belgium consumer preferences

COOKING AND EATING HABITS

Cooking for yourself remains very popular

Some Belgians do not find going out to eat so convenient

Millennials in Belgium have the least time for cooking

In Belgium, Gen X among most interested in healthy ingredients

WORKING LIFE

Belgian consumers prefer working close to home, especially Gen X

Salary is a primary work priority

Millennials are most eager to have boundaries between work and personal life

LEISURE

Consumers in Belgium enjoy socialising with friends online

Younger generations participate in online courses or remotely join seminars

Belgians seek to maximise the benefits while minimising the cost when travelling

Gen X more prone to looking for affordable relaxation while traveling

HEALTH AND WELLNESS

Large share of Belgian consumers walk or hike weekly

Group fitness classes most appealing to millennials

Gen X most likely to choose massage for stress management

SUSTAINABLE LIVING

Belgian consumers are concerned about climate change

Consumers actively striving for eco-friendly and sustainable habits

Consumers motivated to use more energy-efficient products

Civic action is most common among baby boomers

SHOPPING

Bargains remain an important factor when shopping

Gen Z love exploring shopping malls

A third of Belgians try to lead a minimalist lifestyle

Private label is less popular among Gen Z Belgium consumers

Consumers subscribe to online streaming services

SPENDING

Belgians expect to increase spending on health and wellness

Gen Z Belgians are planning to spend more on travelling in the next 12 months
Third of Belgium consumers feel ready for unexpected emergencies financially
Part of Gen X are worried about their current financial state
Half of Gen Z consumers are hoping to save more

TECHNOLOGY

Belgian consumers actively manage data sharing and privacy settings
Millennials say it is essential to nurture their online reputation
Consumers in Belgium go to social networking websites to update profiles
Younger generations regularly engage in video gaming activities on the internet
Millennial Belgium consumers are more inclined to read customer reviews
Following companies' social media is not as popular compared to global consumers
Younger generations recommend brands to their friends and get discounts

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