

# Consumer Values and Behaviour in the Netherlands

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Scope

## HIGHLIGHTS

Consumer values and behaviour in the Netherlands

## PERSONAL TRAITS AND VALUES

Vast majority of Dutch consumers say their identity is accepted by society  
Baby boomers particularly comfortable with their own identity  
Dutch consumers more willing to spend money on experiences rather than tangible items  
Younger generations more open to new products and innovative services  
Less than half of Dutch consumers expect they will be happier than they are now  
Millennials are the most optimistic about the future quality of life

## HOME LIFE

While at home, Dutch consumers frequently connect virtually with friends or family  
Safe location is the most appreciated home feature among Dutch households

## COOKING AND EATING HABITS

Dutch consumers prefer to prepare their own meals  
Dutch consumers say that another member of the family usually prepares meals for them  
Baby boomers the least likely to prepare meals for themselves  
The most important dietary restrictions are terms of health ingredients

## WORKING LIFE

Gen X consumers most concerned about managing work-life balance  
Younger consumers driven by lucrative salaries  
Dutch consumers say they uphold a division between their job and private life

## LEISURE

Online and physical socialising on a weekly basis is the preferred leisure activity  
Millennials proving to be the most actively involved in monthly leisure activities  
Consumers' top travel motivation - finding peace and releasing tension  
Older generations drawn to nature and outdoor activities when on vacation

## HEALTH AND WELLNESS

Less strenuous exercise, like walking or hiking, is the most popular exercise routine  
Young and old prioritising time for a weekly walk or hike  
Millennials taking active steps to reduce stress and maintain their mental wellbeing

## SUSTAINABLE LIVING

Dutch are concerned about climate change  
Consumers actively engaged in adopting more sustainable behaviours  
Dutch motivated to consider using products that are designed to reduce energy consumption  
Dutch consumers less concerned about activism compared to global average

## SHOPPING

Dutch consumers love searching for and finding bargains  
Older generations more focused on finding the best price and cheapest offerings  
Consumers in the Netherlands frequently search for affordable and store-brand items  
Gen X and baby boomers most likely to purchase private label and low-cost offerings  
Dutch consumers subscribe to online platforms for streaming media

## SPENDING

Consumers in the Netherlands planning to increase spending on groceries

Gen Z and millennials intending to spend much more on physical experiences  
Dutch consumers feel at ease with their current financial situation  
Nearly half of baby boomers feel at ease with their present financial situation  
Younger consumers intending to focus on building their savings over the next year

## TECHNOLOGY

Dutch consumers proactively oversee the sharing of data and privacy preferences  
Millennials seem to be the only generation worried about staying anonymous online  
Dutch consumers employ messaging or communication applications almost daily  
Less than half of Dutch consumers use fitness or health apps  
Millennials the most active generation in frequency of online activities  
Dutch way less likely to engage with companies online compared to global averages  
Millennials the most active in their online engagement with brands

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