

Consumer Values and Behaviour in the USA

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in the US

PERSONAL TRAITS AND VALUES

Consumers are troubled by the escalating expenses associated with everyday goods
Baby boomers feel at ease expressing their identity among friends and family
Consumers in the US enjoy experimenting with novel goods and amenities
Younger generations want products and services that are uniquely tailored to them
Consumers in the US anticipate that their level of happiness will increase in the future
Younger generations anticipate to be working harder and benefit from financial growth

HOME LIFE

Millennials are the most active in keeping themselves busy at home
Safe location is the most appreciated home feature among Americans

COOKING AND EATING HABITS

American consumers prefer cooking and baking for themselves over ordering in
Americans prefer to engage in activities other than preparing meals
20% of Gen Z say they do not cook very well
Baby boomers more likely to look for healthy ingredients and study nutrition labels

WORKING LIFE

Americans are less concerned about work-life balance compared to global average
American consumers prioritise earning a high salary, especially Gen Z
Millennials maintain the strongest split between their work and private life

LEISURE

American consumers connect with friends through digital means
Millennials enjoy the greatest amount of leisure activities compared to other generations
Consumers in the US primarily seek getting the best return on money spent when travelling
Baby boomers' biggest concern when travelling is safety

HEALTH AND WELLNESS

Most Americans enjoy walking or hiking at least once a week as a means of exercise
Millennials engage in alternative solo exercise activities
Millennials are taking active steps in stress-reduction and mental wellbeing activities

SUSTAINABLE LIVING

Americans are feeling uneasy about the effects of climate change
Baby boomers leading the fight for more sustainable living
Americans less concerned about green behaviours/activism compared to rest of the world
Baby boomers heavily influenced by a brand or company's social and political positions

SHOPPING

American consumers enjoy discovering good deals
Older consumers more likely to buy goods from locally-owned stores
Consumers in the US are willing to buy second-hand or previously-owned items
Those willing to buy second-hand or previously-owned items are prone to be older consumers
American consumers subscribe to online platforms for streaming media

SPENDING

Increased spending on groceries will be priority over the next year

Younger generations planning to increase spending on health and wellness the most
American consumers are concerned about their current financial situation
Older generations are more concerned about their current financial situation
Building up their savings is a goal for Gen Z consumers over the next year

TECHNOLOGY

Less than half of consumers prefer to be anonymous online
Millennials are utilising the latest in what technology has to offer
Consumers access social media accounts to edit profiles daily
Baby boomers are the least active generation for online activities
Younger generations most interested in what other consumers have to say online
Americans' online interactions are focused on engaging with companies' social media posts
Younger generations are most likely to share or retweet companies' social media feed or posts

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-values-and-behaviour-in-the-usa/report.