

Consumer Values and Behaviour in Italy

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Italy

PERSONAL TRAITS AND VALUES

Consumers in Italy worry about the increasing prices of everyday goods
Baby boomers comfortable with who they are and having their identity accepted
Consumers in Italy open to trying out new product offerings
Baby boomers committed to brands they trust based on previous experience
Italians looking forward to having more free time for themselves in future
Nearly half of Gen Z consumers believe they will be happier in the future

HOME LIFE

While at home, consumers in Italy frequently connect with friends or family virtually
Energy efficiency is the most appreciated home feature among Italians

COOKING AND EATING HABITS

Italian consumers prefer to prepare their own meals
Italians say that someone else living with them is in charge of making their meals
Gen Z consumers most likely to mention not having time to cook as major barrier
Over half of consumers look for healthy ingredients as part of dietary restrictions in Italy

WORKING LIFE

Gen X places biggest emphasis on work-life balance
Consumers in Italy's primary job requirement is stability in their employment
Italians say they uphold a division between their job and private life

LEISURE

Italians enjoy socialising with friends online on a weekly basis
Gen X consumers go shopping for leisure and enjoyment
Consumers in Italy primarily seek getting the best return on money spent when travelling
Older generations particularly driven by best value for money returns when travelling

HEALTH AND WELLNESS

Less strenuous exercise like walking or hiking at least weekly the most popular training habit
Younger generations more open to participating in team sports
Italians maintain consumption of herbal remedies to improve health and wellness

SUSTAINABLE LIVING

Italian consumers are worried about climate change
Baby boomers most actively engaged in adopting sustainable behaviors
Consumers in Italy motivated to try fixing broken items, instead of buying new ones
Italians make purchasing decisions based on brands/companies' social and political beliefs

SHOPPING

Italian consumers always on the hunt for the best price
Older generations more likely to support local business and stores
Italian consumers attempting to adopt a simpler way of living
Baby boomers at the front in leading a minimalist lifestyle
Italian consumers' number one subscription is to online streaming services

SPENDING

Consumers in Italy would like to increase spending on health and wellness

Younger generations intending to spend more on education for personal development
Italians feel they are in a position to regularly save a portion of their income
Older generations slightly more uneasy about their current financial situation
Gen Z feeling they need to take steps to save more money

TECHNOLOGY

Consumers in Italy are proactive in managing data sharing and privacy settings
Millennials more proactive in securing their online identity and sharing data
Consumers in Italy use a communication or messaging app nearly every day
Younger consumers more likely to spend time streaming videos online
Millennials and Gen Z most frequent in purchasing goods or services online
Italians follow or like companies' social media feed or posts
Gen Z much more likely to engage with companies and brands online

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