



# Consumer Values and Behaviour in Germany

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Germany

## PERSONAL TRAITS AND VALUES

German consumers are concerned by the escalating expenses of everyday goods

Baby boomers are the most secure with society's acceptance of their identity

Consumers in Germany enjoy trying new products and services

Millennials do more research on the products and services they purchase

German consumers foresee more personal time in the coming years

Older generations in Germany expect their lives to get worse

## HOME LIFE

Consumers in Germany use their time at home to connect with friends or family virtually

Safety remains the top priority when purchasing homes for German consumers

## COOKING AND EATING HABITS

Germans prefer to prepare their own meals

German consumers don't have time to cook

Gen X has less time to cook than other consumers

Germans prefer food and beverages with healthy ingredients

## WORKING LIFE

Gen X consumers in Germany want to work close to where they live

German consumers prioritise stability in employment

Consumers in Germany value a division between their job and private life

## LEISURE

German consumers connect with friends digitally more regularly than in person

Gen Z socialises online more than in person

German consumers prioritise value for money when travelling

Baby boomers are more comfortable to forgo convenience when travelling

## HEALTH AND WELLNESS

Less strenuous exercise, like walking or hiking, is the preferred way to train

Gen Z has a higher preference for strength training than other consumers

Millennials are more inclined to partake in mental wellbeing activities than other consumers

## SUSTAINABLE LIVING

Consumers in Germany feel uneasy about the effects of climate change

Baby boomers are far more intentional about reducing plastic use than any other group

German consumers actively seek energy-efficient products, particularly older generations

Baby boomers are the most willing to boycott brands that don't share their personal values

## SHOPPING

Consumers in Germany enjoy finding deals

Baby boomers are far more inclined to actively support locally owned stores

German consumers value affordability over brand preferences

Gen X is more willing to buy previously owned goods than other consumers

Most German consumers subscribe to digital streaming platforms

## SPENDING

More consumers expect increased spending on groceries than any other category

Younger generations foresee increasing their spend on travel/holidays the most  
Germans are less reliant on credit to cover everyday expenses than the rest of the world  
Baby boomers are more financially comfortable than other consumers  
Gen Z plans to increase their savings more than other consumers

## TECHNOLOGY

Consumers in Germany care less about their online reputation than the rest of the world  
Millennials have a higher preference for anonymity online than other consumers  
Consumers utilise the internet for communication more than anything else  
Millennials regularly stream video more than others  
Millennials regularly compare prices online  
German consumers are less engaged with companies than consumers in other countries  
Younger generations are far more inclined to engage with companies on social media

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