



Italy: Consumer Profile

July 2023

Table of Contents

INTRODUCTION

Scope

Key drivers affecting consumers in Italy in 2022

How developments today shape the consumer of tomorrow

Key findings

POPULATION AND SOCIETY

Today 2022: Late-lifers and seniors are becoming the key demographic segment in Italy

Today: Dwindling birth rates compensated for by migrants and refugees

Italian Baby Boomers are the least eager to engage with brands and companies online

Tomorrow 2040: Elderly will continue dominating the Italian consumer market

Tomorrow: Gen X will remain the largest consumer segment in 2040

Tomorrow: Declining population will result in shrinking Italian cities

Areas of opportunity

Case Study: Next Age – EU's first startup accelerator targeting the "Silver Economy"

HOUSEHOLDS AND HOMES

Today 2022: Childless households are becoming increasingly predominant in Italy

Despite decreasing household sizes, larger living spaces prevail among Italians

Energy-efficient homes remain highly desirable for Italian households

Tomorrow 2040: Child-free families and single elderly continue to dominate

Elder males will remain the main household decision-makers through to 2040

The elderly remain less digitally connected, while younger generations shape digital trends

Areas of opportunity

Case Study: Epicode School aims to accelerate the transition towards a digital economy

INCOME AND EXPENDITURE

Today 2022: Growing income unable to compensate for booming cost of living

Middle-class Italian households hit by cost-of-living crisis

Gen Z and Millennials are most optimistic about their future spending potential

Tomorrow 2040: Middle classes will record expansion through to 2040

Tomorrow 2040: Senior population to continue dominating the top income band

Tomorrow 2040: Milan and Rome will remain the leading consumer markets in Italy

Areas of opportunity

Case Study: Coop Italia reaching out to middle classes with lower-cost premium brand

LIFESTYLES

Key findings consumer survey

Younger generations have a more positive outlook on their future

Italians are not relying on government support as much

Italians are community-oriented and concerned about climate change

Work-life balance remains a top work priority across all Italian generations

Price remains important to Italians, but quality becomes increasingly more valued

Areas of opportunity

Case Study: Carrefour launches "Bio" premium and organic section in-store

CONCLUSION

Key findings

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/italy-consumer-profile/report.