

Consumer Values and Behaviour in Australia

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Australia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Values market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope

Consumer values and behaviour in Australia

Consumers in Australia are troubled by rising unit prices of goods they buy daily

Australian millennials feel accepted by society

Australian consumers seek novel goods and amenities

Millennials are Australia's most inquisitive generation

Consumers in Australia are optimistic about their future happiness

Millennials are Australia's most optimistic generation

Australian consumers regularly spend their time exercising

Safety is the most valued feature among Australian households

Australians prefer to cook their own meals

Australians who don't cook live with someone who does

Baby boomers dislike cooking more than other Australian consumers

Most Australian consumers look for healthy ingredients in food and beverages

Gen X values their work-life balance more than other Australian consumers

Consumers in Australia value job security

Australians set clear boundaries between work and personal life

Australians regularly socialise online

Gen Z Australians socialise in person more regularly than online

Australians primarily seek value for money when travelling

Older generations most eagerly seek value for money when travelling

Australians prefer less intense exercise like walking or hiking

Millennials are Australia's most avid cyclists

Consumers appreciate meditation to improve wellbeing

Australians are worried about climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers in Australia actively seek energy-efficient products

Baby boomers are Australia's most opinionated generation

Australians love a good bargain

Baby boomers are the most avid bargain hunters

Australians don't mind buying second-hand or previously-owned items

Gen Z is Australia's most brand-conscious generation

Most Australians subscribe to online streaming services

Australians expect to increase their spending on groceries

Gen Z set to increase spending on health and wellness the most

Less than half of consumers are comfortable with their current financial situation

Millennials are the most financially comfortable generation in Australia

Gen Z intend to increase their savings more than other generations do

Most Australians actively manage data sharing and privacy settings

Millennials are the most concerned with their online reputation

Social media is Australia's most frequent online activity

Most Millennials use health or fitness apps

Consumers enjoy shopping online

Australians are less inclined to interact with companies on social media

Gen Z most inclined to follow companies on social media

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