

Consumer Values and Behaviour in Germany

<https://marketpublishers.com/r/C049977D0844EN.html>

Date: June 2024

Pages: 58

Price: US\$ 1,325.00 (Single User License)

ID: C049977D0844EN

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 Germany 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 Germany

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Consumer Values and Behaviour in Germany

Product link: <https://marketpublishers.com/r/C049977D0844EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C049977D0844EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970