

Consumer Values and Behaviour in Italy

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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 Italy 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 Italy

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

While at home, consumers in Italy frequently connect with friends or family virtually

Energy efficiency is the most appreciated home feature among Italians

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

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

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

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

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

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

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
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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