

Consumer Values and Behaviour in the Netherlands

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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 the Netherlands 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 the Netherlands

Vast majority of Dutch consumers say their identity is accepted by society

Baby boomers particularly comfortable with their own identity

Dutch consumers more willing to spend money on experiences rather than tangible items

Younger generations more open to new products and innovative services

Less than half of Dutch consumers expect they will be happier than they are now

Millennials are the most optimistic about the future quality of life

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

Safe location is the most appreciated home feature among Dutch households

Dutch consumers prefer to prepare their own meals

Dutch consumers say that another member of the family usually prepares meals for them

Baby boomers the least likely to prepare meals for themselves

The most important dietary restrictions are terms of health ingredients

Gen X consumers most concerned about managing work-life balance

Younger consumers driven by lucrative salaries

Dutch consumers say they uphold a division between their job and private life

Online and physical socialising on a weekly basis is the preferred leisure activity

Millennials proving to be the most actively involved in monthly leisure activities

Consumers' top travel motivation - finding peace and releasing tension

Older generations drawn to nature and outdoor activities when on vacation

Less strenuous exercise, like walking or hiking, is the most popular exercise routine

Young and old prioritising time for a weekly walk or hike

Millennials taking active steps to reduce stress and maintain their mental wellbeing

Dutch are concerned about climate change

Consumers actively engaged in adopting more sustainable behaviours

Dutch motivated to consider using products that are designed to reduce energy consumption

Dutch consumers less concerned about activism compared to global average

Dutch consumers love searching for and finding bargains

Older generations more focused on finding the best price and cheapest offerings

Consumers in the Netherlands frequently search for affordable and store-brand items

Gen X and baby boomers most likely to purchase private label and low-cost offerings

Dutch consumers subscribe to online platforms for streaming media

Consumers in the Netherlands planning to increase spending on groceries

Gen Z and millennials intending to spend much more on physical experiences
Dutch consumers feel at ease with their current financial situation
Nearly half of baby boomers feel at ease with their present financial situation
Younger consumers intending to focus on building their savings over the next year
Dutch consumers proactively oversee the sharing of data and privacy preferences
Millennials seem to be the only generation worried about staying anonymous online
Dutch consumers employ messaging or communication applications almost daily
Less than half of Dutch consumers use fitness or health apps
Millennials the most active generation in frequency of online activities
Dutch way less likely to engage with companies online compared to global averages
Millennials the most active in their online engagement with brands

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