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Consumer values and behaviour in the US

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Abstracts

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

Euromonitor's Consumer values and behaviour in the US 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.

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millennials
Strong consumer preference for buying beauty, personal and health care items in-store
Millennials use their smartphones more often for food delivery
Well over 50% of respondents expect their spending to remain the same in all categories
Generation Z concentrate their efforts on spending on their education
Over a quarter of consumers expect to reduce their overall spending in the coming months
Consumers managing data sharing and privacy in line with global counterparts
Millennials more comfortable with online communication and engagement
Low levels of purchasing and sharing information via social media platforms
Millennials more active in sharing a purchase with their social network
Mobile banking is the most frequently used service
Millennials show high adoption of health and fitness apps

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