

Consumer Values and Behaviour in the USA

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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 USA 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 US

Consumers are troubled by the escalating expenses associated with everyday goods

Baby boomers feel at ease expressing their identity among friends and family

Consumers in the US enjoy experimenting with novel goods and amenities

Younger generations want products and services that are uniquely tailored to them

Consumers in the US anticipate that their level of happiness will increase in the future

Younger generations anticipate to be working harder and benefit from financial growth

Millennials are the most active in keeping themselves busy at home

Safe location is the most appreciated home feature among Americans

American consumers prefer cooking and baking for themselves over ordering in

Americans prefer to engage in activities other than preparing meals

20% OF GEN Z SAY THEY DO NOT COOK VERY WELL

Baby boomers more likely to look for healthy ingredients and study nutrition labels

Americans are less concerned about work-life balance compared to global average

American consumers prioritise earning a high salary, especially Gen Z

Millennials maintain the strongest split between their work and private life

American consumers connect with friends through digital means

Millennials enjoy the greatest amount of leisure activities compared to other generations

Consumers in the US primarily seek getting the best return on money spent when travelling

Baby boomers' biggest concern when travelling is safety

Most Americans enjoy walking or hiking at least once a week as a means of exercise

Millennials engage in alternative solo exercise activities

Millennials are taking active steps in stress-reduction and mental wellbeing activities

Americans are feeling uneasy about the effects of climate change

Baby boomers leading the fight for more sustainable living

Americans less concerned about green behaviours/activism compared to rest of the world

Baby boomers heavily influenced by a brand or company's social and political positions

American consumers enjoy discovering good deals

Older consumers more likely to buy goods from locally-owned stores

Consumers in the US are willing to buy second-hand or previously-owned items

Those willing to buy second-hand or previously-owned items are prone to be older consumers

American consumers subscribe to online platforms for streaming media
Increased spending on groceries will be priority over the next year
Younger generations planning to increase spending on health and wellness the most
American consumers are concerned about their current financial situation
Older generations are more concerned about their current financial situation
Building up their savings is a goal for Gen Z consumers over the next year
Less than half of consumers prefer to be anonymous online
Millennials are utilising the latest in what technology has to offer
Consumers access social media accounts to edit profiles daily
Baby boomers are the least active generation for online activities
Younger generations most interested in what other consumers have to say online
Americans' online interactions are focused on engaging with companies' social media posts
Younger generations are most likely to share or retweet companies' social media feed or posts

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