

Consumer Lifestyles in the Netherlands

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Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends

Euromonitor's Consumer Lifestyles 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 Overview 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.

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Personal traits and values

'Time for myself' remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

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Personal traits and values survey highlights

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Active households are driving consumers to invest more in their home spaces

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Living in a safe environment overriding wish for households

Consumers continue to satisfy their yen for travel at home and across borders

Home life and leisure time survey highlights

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

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Home cooking most regular choice but demand for ready meals booming

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Eating and dietary habits survey highlights

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Expectations of high levels of employee health and safety apparent across generations

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Working life survey highlights

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Consumers seek out personalised and tailored shopping experiences

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Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Baby Boomers feel more comfortable with their financial situation

Shopping and spending survey highlights

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