

Consumer Lifestyles in the US

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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 in the US.

Euromonitor's Consumer Lifestyles 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 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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Scope

Consumer landscape in the US 2022

Life priorities

“Time for myself” rated above spending time with family members

Millennials less focused than other generations on time for their favourite activities

Uniquely tailored products and services appeal to US consumers

Millennials more likely to seek out curated experiences that are tailored to their tastes

US consumers like to try new products/services but will research them first

Millennials most enthusiastic about trying new products and services

Home life

Connecting with friends and family online not as popular as global average

Millennials are the most active generation in participating in regular exercise

Baby boomers most likely to look for energy-efficient homes

Eating habits

Reheating/preparing a ready meal sees higher rates than the global average

Cost-conscious consumers look for low prices when selecting foods

Generation Z eating less meat and fish than other generations

American consumers enjoy evening snacks more at the weekend

45% of baby boomers tend to eat their meals at the same time each day

Working life

Job security is the most important work-related factor

Millennials more focused on achieving a good work-life balance

High salaries considered more important than other job features for younger generations

US respondents do not have as strong expectations of changes to their future working lives

Millennials driving the trend towards more flexibility and home-based working

Leisure habits

Regular socialising with friends online remains popular

American consumers continue to enjoy shopping as a leisure activity

Millennials are the most active leisure shoppers

Baby boomers taking fewer domestic and international trips than other generations

Americans are more interested in quality dining and shopping than the global average

Baby boomers are more interested in relaxation while on holiday than other generations

Health and Wellness

Men and women have high levels of participation in physical exercise

Over 20% walk or hike for exercise almost every day

Millennials cycle more regularly than other generations

Using meditation and sleep aids for stress reduction is higher than the global average

Millennials use most stress reduction tactics more than other generations

Sustainable living

Consumers have more faith in recyclable labels than sustainably produced

Millennials feel strongly about having a positive impact on the planet

Baby boomers out in front of other generations for their green behaviour

Baby boomers focus on repairing items instead of replacing them

Over a third of consumers will boycott brands that do not share their beliefs

Baby boomers are more likely to buy from brands that support their values

Shopping habits

Shopping malls losing ground as consumers focus on buying less, but higher quality

Buying fewer, but higher-quality products appeals most to baby boomers

Consumers are mostly influenced in their buying choices by friends and family

Generation Z rely more on independent consumer reviews to influence their buying choices

Consumers are motivated by the convenience of subscription services

Baby boomers captivated by the convenience of subscription services

Consumers are motivated to shop in-store for immediate purchase

Baby boomers more positive about the in-store shopping experience than other generations

Free shipping is the biggest motivation to shop online, next to best price

Baby boomers are highly influenced to buy online if shipping is free

Spending habits

Generation Z ahead on expectations to increase spending on health and wellness

Over a quarter of American consumers expect to cut back on overall spending

Technology

Over half of American consumers actively manage data sharing and privacy settings

Generation X feel more strongly that targeted ads invade their privacy

Ownership of in-home virtual assistants higher than the global average

Ownership of fitness wearables/health trackers on par with global counterparts

US consumers less active online than the global average

Nearly 50% of Generation Z take part in online video gaming at least weekly

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