



Consumer Lifestyles in Belgium

June 2025

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Consumer landscape in Belgium 2025

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Personal traits and values

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Consumers like to try new products and services

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Personal traits and values survey highlights

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Home life and leisure time

Connecting with family and friends virtually a popular activity among younger generations

Millennials visit or update social networking sites most frequently

On-site fitness: Most desired home feature by Gen Z

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Consumers in Belgium desire getting the most value for money when travelling

Home life and leisure time survey highlights

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Eating and dietary habits

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Eating and dietary habits survey highlights

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Working life

To have responsibility and challenging work is a high priority for older generations

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Older generations prioritise job security

Belgians would like to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Belgium participate in walking or hiking

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Respondents think all natural is the most influential product feature

Gen Z frequently visit health-related or medical sites

Health and wellness survey highlights

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Shopping and spending

Belgians enjoy discovering good deals

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Shopping and spending survey highlights

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