Euromonitor International

Consumer Lifestyles in the USA

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in the US 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Americans feel concerned that the cost of everyday items are going up
Time for myself is prioritised by Baby Boomers
Consumers in the US feel comfortable expressing identity with friends and family
Consumers like to try new products and services
Baby Boomers anticipate a decrease in the amount of work they will have to do in the future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Exercising is a popular home activity for Millennials
Younger generations use generative AI to assist with daily activities
Consumers in the US want to get value for money when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Consumers take vitamins or supplements frequently
Gen Z are most likely to have someone else in the home cook for them
Most consumers in the US prepare meals themselves weekly
Millennials look for healthy ingredients in food and beverages
Consumers are willing to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Younger generations want to work with like minded people
Americans seek to be employed in a location near to home
Gen X seek to have a sense of assurance in job position
Americans would like to work from home
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Americans engage in walking or hiking
Yoga remains a popular stress-reduction activity among younger generations
Respondents think all natural is the most influential product feature
Gen Z frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers in the US love searching for discounts
Baby Boomers will buy fewer, but higher quality items
Gen X seek products with easy to understand labels
Older generations are more likely to buy products from locally-owned stores
Americans often share/swap items or services

Millennials are most likely to buy from social media platforms
Consumers in the US highly trust friends and family recommendations
Consumers in the US expect to spend more on groceries
Millennials are capable of routinely saving a portion of their salary
Shopping and spending survey highlights

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