

Consumer Lifestyles in the USA

May 2023

Table of Contents

Scope

CONSUMER LIFESTYLES IN THE USA

Consumer landscape in the US 2023

Personal traits and values

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Voice of the consumer (1)

Consumers appreciate innovation and look for new experiences

PERSONAL TRAITS AND VALUES

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

Home life and leisure time

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

Ideal home features vary widely among generations

Homes in a safe location valued by all generations

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

Eating and dietary habits

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

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for snacks and restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that have superior taste

Eating and dietary habits survey highlights

Working life

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

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Voice of the consumer (2)

Despite pressure on household budgets consumers want good quality products

Consumers seek out personalised and tailored shopping experiences

Consumers are becoming more mindful of the impact of their purchasing habits

Voice of the consumer (3)

Consumers embrace the circular economy and support brands that share their values

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 are more comfortable with their current financial situation

Shopping and spending survey highlights

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