Euromonitor International

Consumer Lifestyles in Australia

October 2026

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Australia 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Many Australians are looking for ways to simplify their lives
Time to travel is most prioritised by older generations
Millennials purchase items from companies and brands that they have trust in
Consumers value real world experiences above virtual ones
Gen Z anticipate an improvement in their quality of life
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Gen X and Millennials spend the most time doing domestic chores
Gen Z connect with friends through digital means
Consumers in Australia desire value for money when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Millennials are most likely to actively monitor what they eat
Gen Z say that eating at a restaurant is a more hassle-free alternative
Many consumers cook or bake themselves at least once a day
Millennials are most likely to read labels and choose healthy ingredients
Many Australians will pay more for products with superior taste
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Younger generations want to work for a company that prioritises employee health and safety
Consumers in Australia want to maintain a positive work-life balance
Younger generations want to work for an inspiring manager
Australians would like to have flexible start and finish times
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Consumers in Australia participate in walking or hiking
Spa visits remains a popular stress-reduction activity among Baby Boomers
Australians consider nutritional properties to be the most influential product feature
Younger generations frequently use health and fitness apps
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers in Australia like to find bargains
Older generations like to visit shopping malls
Older generations regularly buy gifts for family and friends
Older generations like to buy from local stores
Australians buy used or second-hand items higher than the global average

Younger generations often share opinions about a companies' products online
Consumers primarily trust friends and family recommendations
Australians expect to increase spending on groceries the most
Older generations are most comfortable with their current monetary status
Shopping and spending survey highlights

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lifestyles-in-australia/report.