Euromonitor International

Consumer Values and Behaviour in Australia

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Scope

HIGHLIGHTS

Consumer values and behaviour in Australia

PERSONAL TRAITS AND VALUES

Many consumers are concerned about the rising costs of daily products
Older generation are the most concerned about the rising costs of everyday items
Consumers prefer to buy from companies and brands they trust
Younger generations research the products and services they consume
Almost half of Australian consumers expect they will be happier in five years
Younger generations anticipate an improvement in their financial situation

HOME LIFE

While at home, consumers in Australia exercise

COOKING AND EATING HABITS

Australian consumers prefer to prepare a meal themselves
Almost 20% of Australians would rather allocate their time to pursuits other than cooking
Almost a third of Baby Boomers do not like to cook
Many Millennials look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to have a job that allows for a strong work-life balance
Generation X primarily desire a sense of safety in their career
Consumers say they maintain a clear separation between their professional and personal life

LEISURE

Consumers in Australia interact with their friends virtually
Gen Z pursue shopping as a pleasurable pastime
Consumers' most important travel feature is value for money
Older generations expect immersing in nature options when on vacation

HEALTH AND WELLNESS

Over half of consumers walk or hike for exercise
Younger generations engage in group athletic activities
Australians are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers in Australia try to have a positive impact on the environment
Consumers are actively working towards greener and more sustainable practices
Consumers are motivated to use products designed to reduce energy consumption
Generation X make purchases based on companies' social and political values

SHOPPING

Consumers prioritise searching for discounts
Baby Boomers enjoy going to retail centers
Consumers in Australia are interested in acquiring items that have been previously owned
Older generations consistently look for products with private labels and lower prices
Australians subscribe to online streaming services at a higher rate than the global result

SPENDING

Consumers are set to increase their spending on groceries and education
Older generations foresee increasing spending on groceries the most

Australians are concerned about current financial situation
Baby Boomer are most comfortable with their current financial situation
Millennials are expected to increase overall spending the most

TECHNOLOGY

Consumers in Australia are proactive in managing data sharing and privacy settings
Over half of Millennials prefer to communicate online
Almost half of Australians access social media accounts every day
Millennials regularly check their personal banking information
Younger generations are more likely to buy a product or service online
Over a quarter of Australians follow or like companies' social media feed or posts
Younger generations are more likely to share or retweet a product online

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