

# Voice of the Consumer: Lifestyles Survey 2022: Key Insights

May 2022

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## INTRODUCTION

Background and coverage of the Voice of the Consumer: Lifestyles Survey

2022: Five key insights

## FOCUS ON SPENDING SQUEEZE

Consumers focused on managing their spending and strengthening their savings

Consumers are concentrating on making savings and buying pre-owned goods

Consumers are willing to spend on, or pay more for what they value most

Coop Italia reaches out to hard-pressed consumers with lower cost premium brand Fiorfiore

## 9-TO-5 NO MORE

9-to-5 no More: New expectations, new schedules

As working schedules change, typical mealtimes are disrupted

Consumers embrace meal options that they can enjoy at times that suit them

Market Caterers grows its target market by delivering meals to employees WFH

## SETTING NEW GOALS

Creating new opportunities through self-improvement

Consumers want to improve their skillsets and want to engage with and influence brands

Consumers focus on personal time, self-promotion and making a difference

Walmart commits to providing its workers with career-driven training and development

## TRUST MATTERS

Trust matters to global consumers

Product label information is still most trusted information source

Global consumers want to protect privacy but will share data with trusted businesses

Nudie Jeans builds trust by showing consumers how its products are made

## BRINGING BACK THE GOOD TIMES

Global consumers celebrate restored social lives

Global consumers getting back out to enjoy their social and cultural lives

New mindset emerges as a greater number of consumers “live for the moment”

Tui's Marella Cruises launches new “Live Happy” campaign

## SYSTEM OVERVIEW: LIFESTYLES SURVEY DETAIL

Lifestyles Survey offers insight into consumer habits and attitudes

## SYSTEM OVERVIEW: ABOUT EUROMONITOR'S RESEARCH

Information about Euromonitor International's syndicated survey methods

Lifestyles Survey: FAQs

## 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/voice-of-the-consumer-lifestyles-survey-2022-key-insights/report](https://www.euromonitor.com/voice-of-the-consumer-lifestyles-survey-2022-key-insights/report).