

Voice of the Consumer: Lifestyles Survey 2023: Key Insights

May 2023

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INTRODUCTION

Introduction

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

2023: Five key insights?

BALANCING BUDGET AND LIFESTYLE

Stretched consumers look for ways to cut spending without dampening their lifestyle ?

Consumers are finding ways to save and are embracing the circular economy?

Consumers plan to cut back on non-essential spending as cost-of living-crisis continues

Case study: Poles can now access Apple parts to self-repair products

AT A TIME TO SUIT YOU

Global consumers adopt more flexible lifestyles and want more convenient choices ?

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Global eating habits are changing as consumers are no longer living by the clock

Case study: French Youzdr C2C online platform benefits from fast delivery

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Case study: Telia doubles its digital inclusion target

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Global consumers want to partner with brands and companies

Case study: Disney employees demand action against controversial bill

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Consumers aiming to simplify their routines

Many continue to turn to traditional stress-reduction activities

Case study: One Day chocolate tablet offers snack alternative for health-conscious Koreans

ABOUT EUROMONITOR'S RESEARCH

Information about Euromonitor International's syndicated survey methods

Lifestyles Survey offers insight into consumer habits and attitudes

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:

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- **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-2023-key-insights/report.