

Consumer Lifestyles in Italy

June 2022

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CONSUMER LIFESTYLES IN ITALY

Scope

Consumer Landscape in Italy 2022

Life priorities

Italians highlight time with their partners over other priorities

Italians like to dedicate time to their personal interests and activities

Italian consumers want curated and tailored experiences

Baby Boomers less concerned about tailored experiences than other generations

Price-conscious Italian consumers look for value over branded products

Innovative new products and services appeal to all generations

Home life

Italian households are highly connected with their friends and family online

Generation Z have high frequencies of home-based activities compared to other generations

Energy efficiency is the most coveted feature in the home to keep costs down

Eating habits

Restaurant food is much less popular than home cooking

Italian consumers prefer all-natural food products but expect superior taste

Flexitarian diets popular among all consumer segments in Italy

Most popular meal at the weekends is lunch

Younger Italians snack more between meals than older generations do

Working life

Italians want secure jobs that allow for a better work-life balance

Generation X more assertive in their desire for a more balanced life

Earning a high salary more important than job security to Generation Z

Starting a business and self-employment low on expectations in comparison to global

Younger generations have higher expectations of flexible working hours

Leisure habits

Generation Z are the most sociable generation online and in-person

Italians' love of shopping trumps other leisure activities

Nearly 40% of Millennials have regular monthly trips to the cinema

Local trips more popular as international travel curtailed

Arts and heritage is a key travel feature for Italians than for their global counterparts

Generation Z like to immerse themselves in local culture when they go on holiday

Health and Wellness

Participation in regular physical exercise seen as key to good health

Getting out and walking and hiking most popular form of exercise

Older cohorts more inclined than younger generations to go on regular bike rides

Italians focus on herbal remedies for reducing stress levels

Generation Z most actively engaged in stress-reduction activities

Sustainable living

Italians have most faith in recyclable labels

Baby Boomers are just ahead on trying to have a positive environmental impact

Consumers prioritise reducing their food waste well above global average

Italians have strong initiative to avoid buying new when they can repair items

Italians more likely than their global counterparts to share their opinions on social media

Older cohorts more adept at sharing their opinions on social media

Shopping habits

Italians focus on quality over quantity and locally-sourced products

Baby Boomers more focused on purchasing locally-sourced products and services

Friends and family recommendations not as influential as global average

Generation Z more likely to be influenced by friends and family

Convenience is the biggest motivation to use a subscription service

Millennials more enamoured by the convenience offered by subscription services
Consumers enjoy the see and try experience of in-store shopping
Baby Boomers more motivated to shop in-store than other generations
Expedited shipping much more likely to prompt Italians to shop online than globally
Baby Boomers more motivated to shop online for convenience, best prices and free shipping
Spending habits
Spending intentions on health and wellness products and services to remain buoyant
Generation Z way ahead on intentions to save money over the next 12 months
Technology
Italians not as active in managing their data sharing and privacy as global average
Generation Z most likely to share their data to receive personalised offers
Italians have high rates of smartphone ownership across all generations
Smartwatch and fitness wearables ownership below global averages
Online video gaming not as regular an activity in Italy compared to global average
Visiting health-related or medical sites highest amongst younger cohorts

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