Lifestyles Country Report Series: Set of Four Reports

This report is part of a series of four highly-visual reports covering the 40 markets surveyed in our annual Lifestyles survey.

**Consumer Lifestyles:** This report draws together the insights identified by the Lifestyles survey and provides analysis on the key trends.

**Megatrends:** Combines insights using the survey and how they connect with our eight Megatrends. Case studies demonstrate how companies are responding to changing attitudes and expectations in relation to each Megatrend.

**Consumer Types:** Understanding consumers beyond their demographic profile and providing a different perspective on country-specific consumer insights, particularly shopping habits and the path to purchase.

**Consumer Values and Behaviour:** Reviews shifting consumer traits and values that influence purchasing and consumption behaviours. (Visual only report)
Consumer Lifestyles in Hong Kong, China

- Consumer Landscape
- Life Priorities
- Home Life
- Eating Habits
- Working Life
- Sustainable Living
- Leisure Habits
- Health and Wellness
- Shopping
- Technology
Consumer landscape 2021

Population by generation (% of total)

- Generation Alpha
- Generation Z
- Millennials
- Generation X
- Baby Boomers

Data Removed from the sample

Disposable income

Urban Disposable Income

Data Removed from the sample

Old-age dependency ratio
(percentage of people older than 65 compared to those aged 15-64)

Fertility rate: 1.0 children born per female

Median age: 45 years

Data Removed from the sample

Urban vs rural population

Data Removed from the sample

Household spending

Data Removed from the sample

Households by type

- Couple with children
- Single Person
- Other
- Couple without children
- Single-Parent Family

Life expectancy at birth

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Life priorities

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Nearly half of Hong Kong consumers like to have some “me time”

Prioritising time
n=1,036

% of respondents

Time with partner or spouse
Time for myself
Time with children
Time with parents
Time with extended family

Data Removed from the sample

*Note: Respondents who ranked these priorities in their Top 3*

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Time for favourite activities is a top priority for busy lifestyles

Prioritising time for activities
n=1,036
% of respondents

Note: Respondents who ranked these priorities in their Top 3
Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
## Time for work less of a priority over other activities for young consumers

Prioritising time for activities by generation
n=1,036

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time for work</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Time to volunteer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time for my favourite activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time with friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time to travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*NOTE: Respondents who ranked these activities from 1-3 in order of importance*

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Consumers want experiences that are tailored to them personally

Values: Status
n=1,036
% of respondents

- I seek curated experiences that are tailored to my tastes
- I like to be distinct from others
- It is important to me that other people think I am doing well
- You can tell a lot about a person from the car they drive
- I want products and services that are uniquely tailored to me

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021

Data Removed from the sample
Successful image is import to all generations, after tailored experiences

Values: Status by generation
n=1,036

% of respondents (Agree or strongly agree)

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
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<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Data Removed from the sample

- I seek curated experiences that are tailored to my tastes
- It is important to me that other people think I am doing well
- I like to be distinct from others
- I want products and services that are uniquely tailored to me
- You can tell a lot about a person from the car they drive

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Consumers enjoy innovative products produced by trustworthy brands

Consumer values
n=1,036

% of respondents

- I like to try new products and services
- I only buy from companies or brands that I trust completely
- I prefer branded goods to non-branded alternatives
- I extensively research the products and services I consume
- I like to be actively engaged with brands

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021

Data Removed from the sample
Older generations more likely to research first and buy based on trust

Consumer values by generation
n=1,036

% of respondents (Agree or strongly agree)

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like to try new products and services</td>
<td>I prefer branded goods to non-branded alternatives</td>
<td>I like to be actively engaged with brands</td>
<td>I extensively research the products and services I consume</td>
</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Home life

Content Removed from the sample

Data Removed from the sample

feel that pets are part of their family
regularly engage in home-based hobbies
of Millennials want a smart home

participate in online fitness classes
regularly work from home
of Baby Boomers prioritise energy efficiency

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
High levels of activity in households, but being connected is the main event

Home activities
n= 1,036
% of respondents (At least weekly)

Connect with friends/family virtually
Exercise
Play video games
Work from home (eg, activities and tasks related to my job)
Study
Hobbies (eg, gardening, knitting, crafts, etc.)
Entertain friends and family who do not live with me
Take an online or virtual fitness class

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Virtual connections important for all generations

Home activities by generation

<table>
<thead>
<tr>
<th></th>
<th>Generation Z</th>
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<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect with friends/family virtually</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Study</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Play video games</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Work from home (eg, activities and tasks related to my job)</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Exercise</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

% of respondents (At least weekly)

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Residents want homes that are well-connected to public transport

Most desirable home features
n= 1,036
% of respondents

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Gen Z more enthusiastic about smart homes and multi-functionality

Most desirable home features by generation
n= 1,036

<table>
<thead>
<tr>
<th>% of respondents</th>
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</tr>
</thead>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021

Data Removed from the sample

- Safe location
- Proximity to public transport
- Smart home functionality
- Multi-functional space (work-live space)
- Outside space
- Urban or inner city location

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Eating habits

Content Removed from the sample

Data Removed from the sample

do not have time to cook
of Gen Z often snack during the day in between meals
order food for home delivery at least weekly

Data Removed from the sample

of Millennials closely read nutrition labels
look for healthy ingredients
cook or bake every week

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
CONSUMER LIFESTYLES IN HONG KONG, CHINA

Out of home meals, delivery and convenience food above global average

Meal preferences
n= 1,036

% of respondents (At least weekly)

Home cooked or baked

Eat at a restaurant

Order food for takeaway or pick up ready-made food

Reheat or prepare a ready meal

Order food for home delivery

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Preparing food at home only slightly more popular than eating out

Meal preferences by generation
n= 1,036
% of respondents (At least weekly)

<table>
<thead>
<tr>
<th>Generation Z</th>
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<th>Baby Boomers</th>
</tr>
</thead>
</table>

Data Removed from the sample

- Home cooked or baked
- Eat at a restaurant
- Reheat or prepare a ready meal
- Order food for takeaway or pick up ready-made food
- Order food for home delivery

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Consumers seek premium foods with added health benefits

Most selected food features and attributes
n= 1,036

% of respondents

- Premium or gourmet
- Health and nutritional properties (e.g. omega-3)
- Low price
- All natural
- Superior taste
- Ready to cook
- Hormone free
- 100% organic
- Non-GMO (genetically modified organism)
- Strong or well-known brand

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Snacks are often consumed between meals by over 40% of consumers.

Eating and snacking behaviours
n= 1,036

% of respondents

- I often snack during the day in between meals
- I typically eat snacks while watching TV/streaming video content
- I eat meals at the same time each day
- My typical mealtimes vary and depend on my schedule
- I look for snacks that are easy to take with me

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Gen Z meal times more variable, and half enjoy screen time snacking

Eating and snacking behaviours by generation

<table>
<thead>
<tr>
<th></th>
<th>Generation Z</th>
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<th>Generation X</th>
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</tr>
</thead>
<tbody>
<tr>
<td>% of respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I typically eat snacks while watching TV/streaming video content</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>I look for snacks that are easy to take with me</td>
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</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
## Working life

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Desire</th>
<th>Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen X</td>
<td>expect to work from home in the future</td>
<td></td>
</tr>
<tr>
<td>Gen Z</td>
<td>want to work for a company that prioritises health and safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td>want to have job security</td>
<td></td>
</tr>
<tr>
<td></td>
<td>want to set their own working hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of Gen X want a job that allows for a strong work-life balance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of Gen Z want to start their own company</td>
<td></td>
</tr>
</tbody>
</table>
### Ability to earn a high salary outweighs importance of work-life balance

**Most important work-related factors**

<table>
<thead>
<tr>
<th>Factor</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To earn a high salary</td>
<td></td>
</tr>
<tr>
<td>To have job security</td>
<td></td>
</tr>
<tr>
<td>To have a job that allows for a strong work-life balance</td>
<td></td>
</tr>
<tr>
<td>To work for a company that takes ethical/social responsibilities seriously</td>
<td></td>
</tr>
<tr>
<td>To work close to home</td>
<td></td>
</tr>
<tr>
<td>To set my own work hours</td>
<td></td>
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<tr>
<td>To have responsibility and challenging work</td>
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</tr>
<tr>
<td>To work for myself</td>
<td></td>
</tr>
<tr>
<td>To be able to work from home</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Work-life balance important for all generations, but especially Boomers

Selected work-life related factors by generation
n=1,036
% of respondents

<table>
<thead>
<tr>
<th>Generation Z</th>
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</tr>
</thead>
</table>

Data Removed from the sample

To have a job that allows for a strong work-life balance
To set my own work hours
To work for myself
To be able to work from home

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
All generations expect to earn high salaries

Selected work-related expectations by generation
n=1,036

<table>
<thead>
<tr>
<th>% of respondents</th>
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</tr>
</thead>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Flexibility and home-working front-of-mind for future working life

Future work expectations
n= 1,022

% of respondents

- Have flexible start and finish times
- Work from home
- Work past typical retirement age
- Work part-time
- Retire before retirement age
- Start my own company
- Work on contract or freelance
- Work abroad
- Have more than one job at a time
- Be self-employed
- Change industries
- Leave work to care for dependents

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Prospects of working past retirement age high amongst Baby Boomers

Data Removed from the sample

Future work expectations by generation
n= 1,022
% of respondents

<table>
<thead>
<tr>
<th>Generation Z</th>
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</thead>
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<tr>
<td></td>
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</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Sustainable living

Content Removed from the sample

Data Removed from the sample

try to have a positive impact on the environment
only buy from companies and brands that they trust completely
are worried about climate change

feel being active in the community is important
buy sustainably produced items
are reducing use of plastics

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Nearly 60% of respondents are worried about impact of climate change

Key concerns
(n=1,036)
% of respondents

Data Removed from the sample

Trust in ethical labels
(n= 1,016)
% of respondents

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Older generations more engaged in actions to protect the environment

Key concerns by generation
n=1,036

% of respondents (Agree or strongly agree)

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>Agree</td>
<td>Strongly agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Data Removed from the sample

- I am worried about climate change
- I try to have a positive impact on the environment through my everyday actions

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Plastics and food waste biggest issues for consumers

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Reducing plastics use and food waste key concerns for Baby Boomers

Green behaviours by generation
n= 547

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce food waste</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
</tr>
<tr>
<td>Recycle items</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
</tr>
<tr>
<td>Use less water</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
</tr>
<tr>
<td>Reduce plastics use</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
</tr>
<tr>
<td>Reduce carbon emissions</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
<td>Data Removed</td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
CONSUMER LIFESTYLES IN HONG KONG, CHINA

Respondents less likely to repair than replace items than global average

Green activities
n= 547

% of respondents

- Use more energy efficient products
- Use sustainable packaging
- Repair broken items, rather than replacing
- Donate to charities supporting the environment
- Buy sustainably-produced items
- Buy products and services from purpose-driven brands/companies

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021

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LIFESTYLES: CONSUMER LIFESTYLES IN HONG KONG, CHINA

PASSPORT 35
Using sustainable packaging and energy-efficient products important

Green activities by generation
n= 547

<table>
<thead>
<tr>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z</td>
</tr>
</tbody>
</table>

Data Removed from the sample

- Buy sustainably-produced items
- Use more energy efficient products
- Use sustainable packaging
- Donate to charities supporting the environment
- Buy products and services from purpose-driven brands/companies
- Repair broken items, rather than replacing

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
30% of consumers ready to boycott brands that go against their beliefs

Political and social activities
n= 490
% of respondents

- Donate to non-profits and charities supporting causes aligned with my values
- Buy from brands that support social and political issues that are aligned with my values
- Boycott brands/companies’ that don’t share my social/political beliefs
- Share my opinion on social/political issues on media
- Make my purchasing decisions based on brands/companies’ social and political beliefs
- Attend community meetings
- Participate in rallies and protests

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Gen Z feel strongly about buying from brands that support their values

Political and social activities by generation
n= 490
% of respondents

<table>
<thead>
<tr>
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- Buy from brands that support social and political issues that are aligned with my values
- Share my opinion on social/political issues on media
- Boycott brands/companies' that don't share my social/political beliefs
- Donate to non-profits and charities supporting causes aligned with my values
- Make my purchasing decisions based on brands/companies' social and political beliefs

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Leisure habits

Data Removed from the sample

- of Millennials feel it is important to spend money on experiences
- of Gen Z play video games every week
- seek curated experiences that are tailored to their tastes
- expect to increase spending on leisure travel
- will be spending more on experiences

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Over a third of respondents socialise online every week

Frequency of selected leisure activities
n= 1,036
% of respondents

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Next to socialising, online classes are popular among all generations

Frequency of selected leisure activities by generation
n= 1,036
% of respondents (At least monthly)

<table>
<thead>
<tr>
<th></th>
<th>Generation Z</th>
<th>Millennials</th>
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<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socialise with friends online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a virtual class/attend a lecture online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take a day trip</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Highest percentage of respondents shop as a leisure activity weekly

Frequency of other leisure activities
n= 1,036

% of respondents

- Go shopping for leisure
- Socialise with friends in person
- Take a class or attend a lecture
- Go to a concert or to the theatre
- Go to the cinema
- Go to a sporting event
- Go to a museum or art gallery

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Only Gen Z socialise more with friends in person than shop for leisure.

Frequency of other leisure activities by generation
n= 1,036

% of respondents (At least monthly)

<table>
<thead>
<tr>
<th>Generation Z</th>
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- Socialise with friends in person
- Take a class or attend a lecture
- Go shopping for leisure
- Go to the cinema
- Go to a sporting event

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Gen X and Millennials most active in going on domestic trips

Number of domestic and overseas trips in the previous 12 months
n= 1,036

% of respondents

<table>
<thead>
<tr>
<th>% of respondents by generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z</td>
</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
CONSUMER LIFESTYLES IN HONG KONG, CHINA

Majority of holiday-makers want to go somewhere where they can relax

Most important travel features
n= 1,036

<table>
<thead>
<tr>
<th>Feature</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation</td>
<td></td>
</tr>
<tr>
<td>Safe destination (no security concerns)</td>
<td></td>
</tr>
<tr>
<td>Quality of food or dining at destination</td>
<td></td>
</tr>
<tr>
<td>Nature and outdoor activities</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Convenient travel options</td>
<td></td>
</tr>
<tr>
<td>All-inclusive hotels and resorts</td>
<td></td>
</tr>
<tr>
<td>Immersion in local culture</td>
<td></td>
</tr>
<tr>
<td>Arts and heritage</td>
<td></td>
</tr>
<tr>
<td>Family-oriented or child-friendly</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Quality of food and dining opportunities important considerations

Most important travel features by generation
n= 1,036

| % of respondents |
|------------------|------------------|------------------|------------------|------------------|
| Generation Z     | Millennials      | Generation X     | Baby Boomers     |
| Relaxation       | Quality of food or dining at destination | Safe destination (no security concerns) | Nature and outdoor activities |

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Health and wellness

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Data Removed from the sample

Expect to increase spending on health and wellness
Participate in physical exercise every week
Of Millennials participate in regular stress-reduction activities
Regularly take health supplements/vitamins
Own a fitness wearable/health tracking device
Take health and safety precautions when leaving home

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Women more actively engaged with caring for their health and wellness

Health-related activities
n= 1,036
% of respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Almost every day</th>
<th>1-2 times a week</th>
<th>1-2 times a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take health supplements/vitamins</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in physical exercise</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in stress-reduction activities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of respondents by gender

<table>
<thead>
<tr>
<th>Activity</th>
<th>Almost every day</th>
<th>1-2 times a week</th>
<th>1-2 times a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take health supplements/vitamins</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Participate in physical exercise</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Participate in stress-reduction activities</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Walking and running most regular exercise habits

Exercise habits
n= 895
% of respondents

Walk or hike for exercise
Run or jog
Practice yoga
Participate in other individual sports
Participate in intensive physical activities
Cycle or ride a bike
Take a group fitness class
Participate in team sports

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Running is the exercise of choice for younger generations

Exercise habits by generation
n= 895

% of respondents (At least weekly)

<table>
<thead>
<tr>
<th></th>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run or jog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk or hike for exercise</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in team sports</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Take a group fitness class</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle or ride a bike</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practice yoga</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Majority use massage to alleviate stress, but yoga above global average

<table>
<thead>
<tr>
<th>Stress-reduction activities in previous 6 months</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massage</td>
<td></td>
</tr>
<tr>
<td>Yoga</td>
<td></td>
</tr>
<tr>
<td>Herbal remedies</td>
<td></td>
</tr>
<tr>
<td>Meditation</td>
<td></td>
</tr>
<tr>
<td>Sleep aids</td>
<td></td>
</tr>
<tr>
<td>Spa visit</td>
<td></td>
</tr>
<tr>
<td>Therapy or counselling</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Questions shown to respondents who participate in stress-reduction activities at least once every few months*

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Gen Z less likely to use herbal remedies than other generations

Stress-reduction activities in previous 6 months by generation
n= 722

% of respondents

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Shopping habits

Content Removed from the sample

Data Removed from the sample

try to purchase locally-sourced products and services

recently bought something via a social media platform

of Millennials would rather buy fewer but higher quality things

buy/shop more often where they have a loyalty card

of Gen Z expect to increase visits to discount stores

currently use a subscription service

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Mall shopping popular, but consumers buy less to afford higher quality

Attitudes and preferences
n= 1,036

% of respondents

I like to visit shopping malls

I would rather buy fewer, but higher quality things

I seek products with easy to understand labels

Buying eco/ethically-conscious products makes me feel good

I try to purchase locally-sourced products and services

I regularly buy gifts for my family and/or friends

I look for personalised and tailored shopping experiences

I seek niche brands that are hard-to-find or unique

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
CONSUMER LIFESTYLES IN HONG KONG, CHINA

Baby Boomers most avid mall shoppers; Gen Z more likely to shop local

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021

Data Removed from the sample
Consumers less likely to trust independent consumer reviews

<table>
<thead>
<tr>
<th>Shopping influences</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family recommendations</td>
<td></td>
</tr>
<tr>
<td>Product label/information</td>
<td></td>
</tr>
<tr>
<td>Independent consumer reviews</td>
<td>Data Removed from the sample</td>
</tr>
<tr>
<td>Brand/company website</td>
<td></td>
</tr>
<tr>
<td>My social media network</td>
<td></td>
</tr>
<tr>
<td>Advertisement from company or brand</td>
<td></td>
</tr>
<tr>
<td>Blogger/social media influencer</td>
<td></td>
</tr>
<tr>
<td>Brand/company social media accounts</td>
<td></td>
</tr>
<tr>
<td>Expert organisations</td>
<td></td>
</tr>
<tr>
<td>Celebrity endorsement</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
CONSUMER LIFESTYLES IN HONG KONG, CHINA

Younger consumers more influenced by friends/family recommendations

Shopping influences by generation
n= 1,036

% of respondents

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
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</tr>
</thead>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
The convenience factor of subscription services biggest motivator

<table>
<thead>
<tr>
<th>Subscription service motivations</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td></td>
</tr>
<tr>
<td>I was given a subscription as a gift</td>
<td></td>
</tr>
<tr>
<td>Enjoy the products and/or brand</td>
<td></td>
</tr>
<tr>
<td>Able to try a variety of new products</td>
<td></td>
</tr>
<tr>
<td>I had a discount code to try for free or reduced rate</td>
<td></td>
</tr>
<tr>
<td>Recommendation from friends/family</td>
<td></td>
</tr>
<tr>
<td>Receive tailored products according to my preferences</td>
<td></td>
</tr>
<tr>
<td>Novelty/to try something new</td>
<td></td>
</tr>
<tr>
<td>To save money</td>
<td></td>
</tr>
<tr>
<td>I do not have time to shop</td>
<td></td>
</tr>
<tr>
<td>Better value than buying on my own</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Seeing and trying products a strong motivation to shop in-store

Key in-store shopping motivations
n = 1,036

% of respondents

- See or try before buying
- Immediate purchase
- Convenient location/access
- To avoid paying for shipping
- Stores are more trustworthy
- Better warranty/easier to return
- Able to use loyalty/rewards
- In-store advice
- See new products/trends
- No delivery-related hassles

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
All generations share the see, try, buy immediate purchase motivations

Key in-store shopping motivations by generation
n= 1,036
% of respondents

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate purchase</td>
<td>See or try before buying</td>
<td>To avoid paying for shipping</td>
<td>Convenient location/access</td>
</tr>
</tbody>
</table>

Data Removed from the sample

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Online shoppers more motivated by the satisfaction of instant purchase

Key online shopping motivations
n= 1,025

% of respondents

Immediate purchase
Best price
Product information, comparison, and reviews
Ability to order at any time, from anywhere
Variety of brands
Free shipping
Ability to access site on different devices
To buy products/brands not available locally
Desired model of the product was not available
Ease and availability of delivery

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Best prices found online also a key motivation for Millennials and older

Key online shopping motivations by generation
n= 1,025

<table>
<thead>
<tr>
<th>% of respondents</th>
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<td>Generation Z</td>
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<tr>
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</tbody>
</table>

Data Removed from the sample

- Immediate purchase
- Ability to order at any time, from anywhere
- Variety of brands
- Best price
- Product information, comparison, and reviews

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
### Technology

**Content Removed from the sample**

<table>
<thead>
<tr>
<th>Data Removed from the sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>use technology to improve their day-to-day life</td>
</tr>
<tr>
<td>use AR or VR to enhance their shopping experience</td>
</tr>
<tr>
<td>of Millennials make an in-store mobile payment at least weekly</td>
</tr>
<tr>
<td>of Gen Z take part in online video gaming at least weekly</td>
</tr>
<tr>
<td>actively manage data sharing and privacy settings</td>
</tr>
<tr>
<td>feel that more of their everyday activities will shift to online platforms</td>
</tr>
</tbody>
</table>

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
Managing privacy settings and protecting personal data biggest concern

Attitudes towards technology  
\( n=1,036 \)

<table>
<thead>
<tr>
<th>% of respondents (Agree or strongly agree)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I actively manage data sharing and privacy settings</td>
<td></td>
</tr>
<tr>
<td>Targeted ads based on my activity online are invasive and violate my privacy</td>
<td></td>
</tr>
<tr>
<td>I prefer to communicate online rather than face to face</td>
<td></td>
</tr>
<tr>
<td>I share my data to receive personalised offers and discounts</td>
<td></td>
</tr>
<tr>
<td>It is important to cultivate my personal brand on social media</td>
<td></td>
</tr>
<tr>
<td>I prefer online virtual experiences to real world experiences</td>
<td></td>
</tr>
<tr>
<td>I freely share personal information online</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Older generations more likely to see targeted advertisements as invasive

<table>
<thead>
<tr>
<th>Attitudes towards technology by generation</th>
<th>n= 1,036</th>
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</thead>
<tbody>
<tr>
<td>% of respondents (Agree or strongly agree)</td>
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<td>I prefer to communicate online</td>
<td></td>
</tr>
<tr>
<td>Targeted ads based on my activity online invade my privacy</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
In-home virtual assistant ownership behind global average

Ownership of non-wearable devices
n= 1,036

% of respondents

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Smartwatch ownership above global average

Ownership of wearable devices
n= 1,036

% of respondents

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
Nearly half of all respondents participate in online video gaming

Online activities
n= 1,036

% of respondents (At least weekly)

- Browse online
- Visit or update social networking sites
- Visit online news sites
- Take part in online video gaming
- Visit health-related or medical sites
- Write a review for a product or service
- Visit an online dating or matchmaking website
- Use augmented or virtual reality to enhance my shopping experience

Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021
All generations active on social networks, including over 70% of Boomers

Online activities by generation
n= 1,036

<table>
<thead>
<tr>
<th>% of respondents (At least weekly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z</td>
</tr>
<tr>
<td>Visit or update social networking sites</td>
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</tr>
<tr>
<td>Visit online news sites</td>
</tr>
<tr>
<td>Visit health-related or medical sites</td>
</tr>
<tr>
<td>Use VR to enhance shopping experience</td>
</tr>
</tbody>
</table>

Data Removed from the sample

*Source: Euromonitor Voice of the Consumer: Lifestyles Survey 2021*
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- Singapore +65 6429 0590
- Sydney +61 0 2 9581 9200
- Tokyo +81 3 3436 2100
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