



**Euromonitor
International**

Consumer Lifestyles in Italy

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Italy 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Italy look for ways to simplify their life

Time with spouse or partner: Most prioritised by Gen X

Older generations give back to those in need

Millennials shop in stores that create engaging experiences

Older generations anticipate having additional leisure time to enjoy personal activities

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Studying: Most popular home activity among Gen Z cohorts

Millennials most active in using generative AI to assist with daily activities

Smart home functionality: Most desired home feature by Gen Z

Safe location: Most desired home location by older generations

Consumers in Italy desire maximising the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations are seeking to reduce their alcohol intake

Millennials most likely to state they do not have time to cook as major barrier

Baby Boomers eat snacks while at work

Baby Boomers do not typically eat meat or fish

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Older generations desire to work with like-minded individuals

Consumers desire to have a job that enables an equilibrium between work and personal life

Baby Boomers seek to have a sense of assurance in job position

Consumers in Italy expect to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Italians participate in walking or hiking

Older generations more likely to favour massage as an effective stress-reduction activity

Italians consider all natural to be the most influential product feature

Younger generations use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Italy like to find bargains

Older generations enjoy visiting shopping centres

Millennials regularly buy gifts for family and friends

Older generations make an effort to support locally owned-stores
Consumers in Italy often sell used or second-hand items
Baby Boomers often write reviews for a products or services
Consumers in Italy highly trust friends and family recommendations
Consumers expect to increase spending on health and wellness the most
Baby Boomers have enough money readily available to cover an unexpected emergency
Shopping and spending survey highlights

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