



Consumer Values and Behaviour in the UK

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN THE UK

Scope

HIGHLIGHTS

Consumer values and behaviour in the UK

PERSONAL TRAITS AND VALUES

Consumers in the UK are concerned about the rising costs of daily goods

Older generations feel free to express their identity among friends and family

Consumers enjoy experimenting with novel goods and services

Millennials have a tendency to allocate their funds towards experiences over tangible goods

Consumers in the UK foresee that their current level of happiness will improve in the future

Younger generations expect to work more than they do now

HOME LIFE

While at home, consumers in the UK connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to prepare dishes for themselves

Consumers in the UK say that someone else in household typically cooks for them

Older generations have no desire to prepare their own meals

Brits look for healthy ingredients in food and beverages

WORKING LIFE

Younger generations expect to determine their own timetable

Consumers primarily desire to earn a high salary

Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers connect with friends through digital means

Gen Z like to attend live sports games

Consumers' top travel motivation - maximizing the benefits while minimizing the cost

Baby Boomers want safe destinations when travelling

HEALTH AND WELLNESS

Consumers in the UK participate in walking or hiking

Younger generations like to run or jog for exercise

Consumers in the UK are interested in meditation

SUSTAINABLE LIVING

Brits are concerned about climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers in the UK motivated to use more energy-efficient products

Brits share opinion on social/political issues on online media channels

SHOPPING

Consumers in the UK have a fondness for great bargains

Millennials love exploring shopping malls

Brits are interested in acquiring items that have been previously owned

Baby Boomers try to lead a minimalist lifestyle and do not buy new items unless necessary

Consumers subscribe to streaming platforms on the internet

SPENDING

Consumers set to increase spending on groceries
Younger generations foresee increasing spending on experiences the most
Consumers in the UK show apprehension regarding their current financial condition
Baby Boomers have enough funds available to cover unexpected expenses
Younger generations expect to increase money saving

TECHNOLOGY

Consumers take an active role in controlling the sharing of data and managing online privacy
Millennials say they prefer to communicate online
Consumers go to social networking websites to update profiles
Younger generations regularly watch videos online
Younger consumers frequently read reviews from other consumers online
Brits follow or like companies' social media feed or posts
Younger generations help promote a companies' social media

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