



Euromonitor
International

Consumer Values and Behaviour in Australia

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Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Australia

PERSONAL TRAITS AND VALUES

Australians are troubled by the escalating expenses associated with everyday goods

Millennials prioritise taking precautions for health and safety when leaving home

Consumers in Australia like to try new products and services

Younger generations open to trying new goods and services

Consumers in Australia anticipate that their level of happiness will increase in the future

Millennials say it is likely that they will experience an increase in financial well-being

HOME LIFE

When at home, most frequent activity is exercise

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in Australia prefer to cook or bake dishes for themselves

Consumers in Australia prefer to engage in activities other than preparing meals

Younger generations claim that preparing meals using raw ingredients is too costly

Consumers in Australia look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to have a job within a short distance from their residence

Consumers in Australia primarily desire to have a sense of assurance in their job position

Australians say they uphold a division between their job and private life

LEISURE

Australians connect with friends through digital means

Gen Z prefer to connect with friends in person

Australians prioritise getting the best return on money spent when travelling

Older generations expect level of food excellence options when on vacation

HEALTH AND WELLNESS

Consumers walk or hike for exercise

Gen Z participate in team sports

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Australians are concerned about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to use more energy-efficient products

Consumers in Australia buy from brands that support issues aligned with their values

SHOPPING

Australians love searching for discounts

Millennials enjoy going to retail centers

Australians are open to purchasing used or pre-owned goods

Younger generations consistently search for established or renowned names

Consumers in Australia subscribe to online platforms for streaming media

SPENDING

Consumers in Australia would like to increase spending on groceries

Younger generations foresee increasing spending on experiences the most
Consumers are concerned about their current financial situation
Baby Boomers have enough money readily available to cover unexpected emergencies
Saving money remains a priority for younger generations

TECHNOLOGY

Consumers proactively oversee the sharing of data and privacy preferences
Millennials proactively oversee the sharing of data and privacy preferences
Consumers access social media accounts to edit profiles
Younger generations regularly access video content through a live streaming platform
Younger generations actively use price comparison sites or tools
Australians follow or like companies' social media feed or posts
Younger generations follow or like companies' social media feed or posts

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