



**Euromonitor
International**

Consumer Values and Behaviour in Belgium

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CONSUMER VALUES AND BEHAVIOURS IN BELGIUM

Scope

HIGHLIGHTS

Consumer values and behaviour in Belgium

PERSONAL TRAITS AND VALUES

Consumers in Belgium worried about the increasing prices of everyday goods
Younger generations take health and safety precautions when they leave home
Consumers in Belgium desire customized products and services
Millennials enjoy experimenting with novel goods and services
Consumers in Belgium anticipate less work than their present workload
Gen Z expect their lives to be better in future

HOME LIFE

While at home, consumers in Belgium connect with friends or family virtually
Safe location is the most appreciated home feature among Belgians

COOKING AND EATING HABITS

Belgians prefer to cook or bake meals for themselves
Consumers say that someone else in household typically cooks for them
Baby Boomers have no interest in preparing their own food
Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z expect to be their own bosses
Consumers in Belgium primarily desire to attain a lucrative wage
Belgians say they have a strict boundary between work and personal life

LEISURE

Consumers in Belgium connect with friends through digital means
Younger generations engage in digital classes
Consumers' top travel motivation - getting the most value for money
Baby Boomers place highest emphasis on value for money when traveling

HEALTH AND WELLNESS

Consumers in Belgium participate in walking or hiking
Younger generations practise weight lifting/strength training
Belgians are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers in Belgium are concerned about climate change
Consumers actively pursuing environmentally-conscious lifestyles
Belgians motivated to use more energy-efficient products
Consumers in Belgium don't support brands that not aligned with their own beliefs

SHOPPING

Consumers have a fondness for great bargains
Older generations like to visit shopping malls
Belgians strive to live a simple lifestyle
Younger generations search for products that feature labels that are straightforward
Consumers subscribe to streaming platforms on the internet

SPENDING

Consumers in Belgium would like to increase spending on health and wellness
Younger generations foresee increasing spending on groceries the most
Consumers in Belgium can regularly save a part of their income
Gen X consumers are most concerned about their current financial standing
Gen Z expect to increase money saving the most

TECHNOLOGY

Consumers say that targeted ads based on their searches are an invasion of privacy
Millennials proactively oversee the sharing of data and privacy preferences
Consumers in Belgium access social media accounts to edit profiles
Gen X regularly access their financial accounts via online channels
Younger consumers frequently make online purchases
Consumers engage with businesses' social media content
Younger generations engage with businesses' social media content

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