



**Euromonitor
International**

Consumer Values and Behaviour in the Netherlands

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CONSUMER VALUES AND BEHAVIOURS IN THE NETHERLANDS

Scope

HIGHLIGHTS

Consumer values and behaviour in the Netherlands

PERSONAL TRAITS AND VALUES

Dutch consumers feel confident in displaying their true identity with friends and family

Older generations say their identity is accepted by society

Consumers tend to prioritize investing their money in activities over material possessions

Baby Boomers seek out distinctively tailored products and services

Consumers in the Netherlands anticipate that their level of happiness will increase

Younger generations expect more activities will shift online

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location: The most desired home feature

COOKING AND EATING HABITS

Consumers in the Netherlands prefer to prepare dishes for themselves

Dutch consumers have no interest in preparing their own food

Gen Z state that making dishes is not affordable

Consumers in the Netherlands look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to have a job that allows for a strong work-life balance

Dutch employees primarily desire to attain a lucrative wage

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

LEISURE

Consumers in the Netherlands connect with friends through digital means

Younger generations prefer socialising with friends in person

Consumers' top travel motivation - relaxation

Gen Z expect relaxation options when travelling

HEALTH AND WELLNESS

Consumers engage in walking or hiking

Younger generations enjoy running or jogging for exercise

Dutch consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to use products that are designed to reduce energy consumption

Consumers use social and political media to share their views

SHOPPING

Consumers love searching for discounts

Older generations try to purchase from stores that are owned by locals

Consumers in the Netherlands regularly seek private label and low-cost products

Baby Boomers regularly seek private label and low-cost products

Dutch consumers subscribe to online platforms for streaming media

SPENDING

Consumers in the Netherlands would like to increase spending on groceries
Gen Z set to increase spending on education the most
Consumers are satisfied with their current financial standing
Gen Z sometimes rely on credit cards or account overdrafts to cover everyday expenses
Gen Z expect to increase money saving the most

TECHNOLOGY

The Dutch are proactive in managing data sharing and privacy settings
Baby Boomers say it is essential to manage their online reputation
Consumers in the Netherlands utilise platforms for communicating digitally
Millennials regularly check or refresh profiles on a social media platform
Younger generations frequently make online purchases
Dutch consumers follow or like companies' social media feed or posts
Younger generations frequently interact with companies online via social media

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