



Consumer Values and Behaviour in the US

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN THE US

Scope

HIGHLIGHTS

Consumer values and behaviour in the US

PERSONAL TRAITS AND VALUES

Americans are concerned that the cost of everyday items are going up

Older generations feel comfortable expressing their identity with friends and family

Americans have a habit for testing out new goods and offerings

Millennials extensively research the brands they prefer

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

Baby Boomers expect to have more free time for themselves

HOME LIFE

While at home, consumers in the US exercise

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Americans prefer to cook or bake dishes for themselves

Americans say that ordering food for delivery is more convenient

Younger generations believe they are not skilled in the kitchen

Americans look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to arrange their own preferred working hours

Consumers in the US primarily desire to earn a high salary

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

LEISURE

Consumers in the US prefer interacting with their friends virtually

Younger generations like to go to the movies as leisure activity

Americans prioritise getting the best return on money spent when travelling

Older generations expect getting the best return on money spent options when on vacation

HEALTH AND WELLNESS

Consumers in the US engage in walking or hiking

Younger generations like to run or jog

Consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers in the US are concerned about climate change

Consumers actively pursuing environmentally-conscious lifestyles

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

Consumers utilize social media to voice their perspective on current issues

SHOPPING

Consumers like to find bargains

Baby Boomers prefer to shop at locally-owned stores

Consumers are open to purchasing used or pre-owned goods

Baby Boomers try to lead minimalist lifestyles, only spending money on essentials

Consumers in the US subscribe to online streaming services

SPENDING

Consumers set to increase spending on groceries

Younger generations foresee increasing spending on health and wellness the most

Consumers in the US are concerned about their current monetary status

Baby Boomers are comfortable with their current financial situation

Saving money remains top priority

TECHNOLOGY

Consumers actively manage data sharing and privacy settings

Millennials prefer online communication channels

Americans visit or update social networking site

Millennials regularly utilise messaging apps or platforms

Younger generations frequently make online purchases

Americans show support for companies by following their social media updates

Younger generations spread the word about a businesses' social media content

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