



Consumer Values and Behaviour in Italy

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN ITALY

Scope

HIGHLIGHTS

Consumer values and behaviour in Italy

PERSONAL TRAITS AND VALUES

Italians say that expressing their identity openly with friends and family comes naturally

Older generations say that being active in the community is important to them

Italians like to try new products and services

Baby Boomers actively research the goods and services that they use

Consumers in Italy expect to work less than they do now

Younger generations say it is likely that they will experience an increase their finances

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers in Italy prefer to prepare meals for themselves

Consumers in Italy say that someone else in household typically cooks for them

Gen Z state that having meals delivered to their doorstep is a more hassle-free option

Italian consumers look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to establish their own schedule

Consumers in Italy primarily desire to ensure stability in employment

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

LEISURE

Consumers in Italy prefer interacting with their friends virtually

Older generations pursue shopping as a pleasurable pastime

Consumers' top travel motivation - getting the most value for money

Older generations expect to have a relaxing time when traveling

HEALTH AND WELLNESS

Consumers in Italy walk or hike for exercise

Younger generations practise weight lifting/strength training

Italians are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers in Italy are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to repair damaged objects instead of purchasing new ones

Consumers express their beliefs through various communication platforms

SHOPPING

Consumers in Italy have a fondness for great bargains

Baby Boomers like to visit shopping malls

Italians endeavor to embrace a minimalist lifestyle

Younger generations regularly seek private label and low-cost products

Italians subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on education the most

Italians are concerned about their current financial situation

Gen Z sometimes rely on credit cards or account overdrafts to cover everyday expenses

Gen Z focused on saving more money in future

TECHNOLOGY

Italians are proactive in managing data sharing and privacy settings

Older generations state that tailored promotions utilizing their online searches are intrusive

Consumers employ messaging or communication applications

Older generations regularly access their financial accounts

Younger generations frequently make online purchases

Consumers show support for companies by following their social media updates

Younger generations help promote products by sharing their purchases online

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