



Consumer Values and Behaviour in Germany

June 2025

Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN GERMANY

Scope

HIGHLIGHTS

Consumer values and behaviour in Germany

PERSONAL TRAITS AND VALUES

German consumers have complex ideals, preferences and concerns

Millennials prioritize taking precautions for health and safety when leaving home

Consumers in Germany have a habit for testing out new goods and offerings

Baby Boomers carry out in-depth studies on the products and services they consume

Consumers in Germany look forward to having an increased amount of spare time

Younger generations expect they will be better off financially

HOME LIFE

While at home, consumers in Germany connect with friends or family virtually

Safe location is the most appreciated home feature among Germans

COOKING AND EATING HABITS

Consumers prefer to prepare meals for themselves

Consumers claim to be too busy to prepare meals

Younger generations say that someone else living with them makes the meals

Germans look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to have the option of working from their own residence

Germans primarily desire to guarantee a sense of safety in career

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

LEISURE

Consumers connect with friends through digital means

Younger generations go to sporting events

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

Younger generations expect hotels and resorts to be all-inclusive

HEALTH AND WELLNESS

Consumers walk or hike for exercise

Gen Z engage in exercises that involve lifting weights to build strength

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers are worried about climate change

Consumers actively working towards greener and more sustainable practices

Germans motivated to use eco-friendly materials for packaging

Consumers in Germany influence by the social and political beliefs of companies

SHOPPING

Consumers have a fondness for great bargains

Baby Boomers prefer to support locally-owned stores

Germans frequently search for affordable and store-brand items

Older generations are interested in acquiring items that have been previously owned

Germans subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on groceries
Younger generations foresee increasing spending on groceries the most
Consumers in Germany are concerned about their current financial situation
Gen Z resort to using credit cards or overdrafts to cover expenses
Younger generations aiming to save more money in future

TECHNOLOGY

Consumers in Germany are proactive in managing data sharing and privacy settings
Younger generations voluntarily disclose personal details on the internet
Consumers employ messaging or communication applications
Younger generations regularly access social media accounts to edit profiles
Younger consumers frequently read other consumers reviews online
Germans offer insights of a companies' offerings online
Generation Z most frequent in their interactions with brands or companies online

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