



Consumer Lifestyles in the Netherlands

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in the Netherlands 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in the Netherlands look for ways to simplify their life

Time with spouse or partner – more prioritised by older generations

Millennials are actively involved in political and social issues

Older generations seek curated experiences, specially tailored to their taste

Younger generations anticipate an improvement in their quality of life

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Millennials most likely to connect with loved ones virtually while at home

Consumers in the Netherlands prefer socialising with friends in person

Outside space – home feature most desired by older generations

Proximity to public transport – external feature most desired by baby boomers

The Dutch seek peace and release of tension when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in the Netherlands take vitamins or supplements frequently

Older generations strongly state they do not like cooking

Gen Z often snack during the day in between meals

Baby boomers do not typically eat meat or fish

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials want to be entrusted with demanding duties

Consumers desire to have a job that allows for a strong work-life balance

Millennials seek to work for a good manager

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in the Netherlands walk or hike for exercise

Yoga most popular stress-reduction measure among Gen Z cohort

Respondents think health and nutritional properties the most influential product feature

Gen Z frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers consistently look for products with private label and lower prices

Older generations do not mind buying inexpensive items that will not last for long

Baby boomers pick their travel destinations based on the quality of shopping there

Baby boomers most evident in their support of locally-owned stores
Consumers often sell used or second-hand items
Older generations often engage with businesses' social media content
Consumers in the Netherlands highly trust friends and family recommendations
Dutch set to increase spending on groceries the most
Baby boomers feel at ease with their present monetary state
Shopping and spending survey highlights

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