



Euromonitor
International

Consumer Lifestyles in the USA

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CONSUMER LIFESTYLES IN THE US

Scope

CONSUMER LANDSCAPE

Consumer landscape in the US 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents feel concerned that the cost of everyday items are going up

Time with children: Most prioritised by Baby Boomers

Consumers feel at ease expressing their identity among friends and family

Millennials prefer engaging in virtual reality rather than in the physical world

Baby Boomers prepare to have a greater amount of time available for personal use

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Exercising: A popular home activity among younger generations

Gen Z most active in using generative AI to assist with daily activities

Smart home functionality-most desired home feature by younger generations

Rural location: Most desired external feature by older generations

Respondents desire value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in the US take vitamins or supplements frequently

Younger generations say that choosing to eat at a restaurant is a more hassle-free alternative

Consumers cook or bake dishes for themselves regularly

Baby Boomers seek to reduce meat consumption

Consumers are ready to pay more for products that are ready to cook

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Older generations desire responsibility and challenging work

Americans seek to have a job within a short distance from their residence

Gen X seek to have the opportunity to work with a supportive leader

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in the US engage in walking or hiking on a regular basis

Baby Boomers most actively engage in meditation as a stress-reduction activity

Health and nutritional properties is 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 in the US enjoy discovering good deals

Younger generations like to visit shopping malls

Gen Z seek products with easy to understand labels
Younger generations say they support locally-owned stores
Americans often buy used or second-hand items
Gen Z regularly write reviews for a products or services
Gen Z read consumer reviews online
Americans set to increase spending on groceries the most
Millennials depend on monetary assistance provided by loved ones or acquaintances
Shopping and spending survey highlights

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