



Euromonitor
International

Consumer Lifestyles in Germany

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Germany 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Germany look for ways to simplify their life

Time with spouse or partner most prioritised by Millennials

Millennials purchase items from companies and brands that they have absolute trust in

Consumers enjoy experimenting with new goods and services

Younger generations believe their life will be better in future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and domestic chores: A leading home activity among all generations

Consumers prefer socialising with friends in person

Garage/indoor parking: Most desired home feature by Baby Boomers

Rural location: Most desired external feature by older generations

Respondents desire getting the most value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Baby Boomers are actively monitoring what they eat

Older generations do not believe they skilled in the kitchen

Older generations eat snacks while watching TV

Millennials more likely to be vegetarian

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

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen X prioritise working with like minded individuals

Consumers in Germany want to have a workplace in close proximity to their home

Gen Z seek to be employed by a thriving organisation

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Germany engage in walking or hiking

Meditation is the most popular stress-reduction measure among Millennials

Health and nutritional properties the most influential product feature

Younger generations use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Germany love finding the best discounts

Baby Boomers like to visit shopping malls

Baby Boomers look for personalised shopping experiences

Baby Boomers make an effort to buy from stores that are owned locally owned
Consumers often buy used or second-hand items
Gen Z regularly engage with businesses' social media content
Younger generations typically use price comparison websites
Consumers expect to increase spending on groceries the most
Younger generations resort to using credit cards or overdrafts to cover expenses
Shopping and spending survey highlights

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