



Consumer Lifestyles in Australia

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Australia 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents take health and safety precautions when they leave home

Time for myself: Prioritised by all generations

Consumers feel confident in displaying their true identity with friends and family

Younger generations prefer online virtual experiences to real world experiences

Older generations anticipate having additional leisure time to enjoy personal activities

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually popular among younger generations

Consumers in Australia like to engage in personal interactions with friends

Energy efficiency: Most desired home feature among older generations

Baby Boomers are the generation most likely to prefer a suburban location

Respondents desire maximising the benefits when travelling, while minimising the cost

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers look for healthy ingredients in food and beverages

Younger generations claim that opting for food delivery is a more practical choice

Consumers cook or bake dishes for themselves

Gen X most likely not to eat meat or fish

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

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Older generations desire to feel confident in sharing their authentic identity

Consumers desire to find employment that provides time for both personal and work life

Younger generations want to earn a good salary

Australians would like to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Australians walk or hike for exercise

Physical activity remains popular stress-reduction activity among all generations

Respondents think health and nutritional properties is 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 Australia like to find bargains

Younger generations regularly buy themselves small treats

Millennials seek products with easy to understand labels

Baby Boomers try to shop in locally-owned stores
Australians often buy used or second-hand items
Younger generations most active in following companies' social media feed or post
Younger generations use price comparison websites
Australians set to increase spending on groceries the most
Younger generations can regularly save a part of their income
Shopping and spending survey highlights

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