



Euromonitor  
International

# Consumer Values and Behaviour in Belgium

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## CONSUMER VALUES AND BEHAVIOURS IN BELGIUM

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Belgium

### PERSONAL TRAITS AND VALUES

Consumers in Belgium worried about the increasing prices of everyday goods  
Younger generations take health and safety precautions when they leave home  
Consumers in Belgium desire customized products and services  
Millennials enjoy experimenting with novel goods and services  
Consumers in Belgium anticipate less work than their present workload  
Gen Z expect their lives to be better in future

### HOME LIFE

While at home, consumers in Belgium connect with friends or family virtually  
Safe location is the most appreciated home feature among Belgians

### COOKING AND EATING HABITS

Belgians prefer to cook or bake meals for themselves  
Consumers say that someone else in household typically cooks for them  
Baby Boomers have no interest in preparing their own food  
Consumers look for healthy ingredients in food and beverages

### WORKING LIFE

Gen Z expect to be their own bosses  
Consumers in Belgium primarily desire to attain a lucrative wage  
Belgians say they have a strict boundary between work and personal life

### LEISURE

Consumers in Belgium connect with friends through digital means  
Younger generations engage in digital classes  
Consumers' top travel motivation - getting the most value for money  
Baby Boomers place highest emphasis on value for money when traveling

### HEALTH AND WELLNESS

Consumers in Belgium participate in walking or hiking  
Younger generations practise weight lifting/strength training  
Belgians are interested in massages to improve wellbeing

### SUSTAINABLE LIVING

Consumers in Belgium are concerned about climate change  
Consumers actively pursuing environmentally-conscious lifestyles  
Belgians motivated to use more energy-efficient products  
Consumers in Belgium don't support brands that not aligned with their own beliefs

### SHOPPING

Consumers have a fondness for great bargains  
Older generations like to visit shopping malls  
Belgians strive to live a simple lifestyle  
Younger generations search for products that feature labels that are straightforward  
Consumers subscribe to streaming platforms on the internet

### SPENDING

Consumers in Belgium would like to increase spending on health and wellness  
Younger generations foresee increasing spending on groceries the most  
Consumers in Belgium can regularly save a part of their income  
Gen X consumers are most concerned about their current financial standing  
Gen Z expect to increase money saving the most

## TECHNOLOGY

Consumers say that targeted ads based on their searches are an invasion of privacy  
Millennials proactively oversee the sharing of data and privacy preferences  
Consumers in Belgium access social media accounts to edit profiles  
Gen X regularly access their financial accounts via online channels  
Younger consumers frequently make online purchases  
Consumers engage with businesses' social media content  
Younger generations engage with businesses' social media content

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