



**Euromonitor
International**

Consumer Values and Behaviour in Italy

June 2025

Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN ITALY

Scope

HIGHLIGHTS

Consumer values and behaviour in Italy

PERSONAL TRAITS AND VALUES

Italians say that expressing their identity openly with friends and family comes naturally

Older generations say that being active in the community is important to them

Italians like to try new products and services

Baby Boomers actively research the goods and services that they use

Consumers in Italy expect to work less than they do now

Younger generations say it is likely that they will experience an increase their finances

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers in Italy prefer to prepare meals for themselves

Consumers in Italy say that someone else in household typically cooks for them

Gen Z state that having meals delivered to their doorstep is a more hassle-free option

Italian consumers look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to establish their own schedule

Consumers in Italy primarily desire to ensure stability in employment

Italians say they uphold a division between their job and private life

LEISURE

Consumers in Italy prefer interacting with their friends virtually

Older generations pursue shopping as a pleasurable pastime

Consumers' top travel motivation - getting the most value for money

Older generations expect to have a relaxing time when traveling

HEALTH AND WELLNESS

Consumers in Italy walk or hike for exercise

Younger generations practise weight lifting/strength training

Italians are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers in Italy are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to repair damaged objects instead of purchasing new ones

Consumers express their beliefs through various communication platforms

SHOPPING

Consumers in Italy have a fondness for great bargains

Baby Boomers like to visit shopping malls

Italians endeavor to embrace a minimalist lifestyle

Younger generations regularly seek private label and low-cost products

Italians subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on health and wellness

Younger generations foresee increasing spending on education the most

Italians are concerned about their current financial situation

Gen Z sometimes rely on credit cards or account overdrafts to cover everyday expenses

Gen Z focused on saving more money in future

TECHNOLOGY

Italians are proactive in managing data sharing and privacy settings

Older generations state that tailored promotions utilizing their online searches are intrusive

Consumers employ messaging or communication applications

Older generations regularly access their financial accounts

Younger generations frequently make online purchases

Consumers show support for companies by following their social media updates

Younger generations help promote products by sharing their purchases online

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-values-and-behaviour-in-italy/report.