



Euromonitor
International

Voice of the Consumer: Lifestyles Survey 2023: Key Insights

May 2023

INTRODUCTION

Introduction

Background and coverage of the Voice of the Consumer: Lifestyles Survey

2023: Five key insights?

BALANCING BUDGET AND LIFESTYLE

Stretched consumers look for ways to cut spending without dampening their lifestyle ?

Consumers are finding ways to save and are embracing the circular economy?

Consumers plan to cut back on non-essential spending as cost-of living-crisis continues

Case study: Poles can now access Apple parts to self-repair products

AT A TIME TO SUIT YOU

Global consumers adopt more flexible lifestyles and want more convenient choices ?

Flexible working schedules drive demand for products and services anytime, anywhere

Global eating habits are changing as consumers are no longer living by the clock

Case study: French Youzd C2C online platform benefits from fast delivery

PLANNING FOR A NEW FUTURE

Despite the challenges, consumers are aiming to rediscover new life paths

Global consumers are rethinking their work-life values and setting new goals?

Consumers focus on improving their skills to protect their future choices

Case study: Telia doubles its digital inclusion target

RAISING THE BAR

Global consumers expect companies and brands to deliver on their expectations?

Brands and companies still an important source of information for global consumers

Global consumers want to partner with brands and companies

Case study: Disney employees demand action against controversial bill

MINDING YOURSELF

Working to maintain good mental and physical health is a priority for global consumers

Consumers earning to simplify their routines

Many continue to turn to traditional stress-reduction activities

Case study: One Day chocolate tablet offers snack alternative for health-conscious Koreans

ABOUT EUROMONITOR'S RESEARCH

Information about Euromonitor International's syndicated survey methods

Lifestyles Survey offers insight into consumer habits and attitudes

Lifestyles Survey: FAQs

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/voice-of-the-consumer-lifestyles-survey-2023-key-insights/report.