



Voice of the Consumer: Lifestyles Survey 2026

Key Insights

April 2026

EXECUTIVE SUMMARY

Our expert's view of Lifestyles in 2026

Key findings

INTRODUCTION

Exploring Lifestyles in 2026

Top five trends in Lifestyles

Top five trends uncovered

FRUGALITY REFRAMED

Frugality becomes a visible status signal

Frugality as a cross-type personality trait, not a trade-off

Frugality becomes a social currency through dupes

Sainsbury's: Personalising price, empowering choice

The new face of frugality highlights opportunities

FROM ALWAYS-ON TO SELECTIVELY CONNECTED

In an era of digital exhaustion, consumers are rationing their focus

Being connected still requires disconnection

Duolingo bets on quality over reach in the digital era

Heineken uses mindful disconnection as brand strategy

Targeting quality, not quantity attention can pay dividends

COMMUNITY-LED CONSUMERISM

The power of community-led consumerism and the age of shared identity

From global to glocal : Consumers turn towards local and authentic

Red Bull Kumite: From esports event to global fighting-game community

Harley-Davidson and Insta360: Scaling community-led consumption partnership

Opportunities in community-driven growth

THE NEW INCLUSIVE PRESTIGE

The rise of inclusive and circular luxury

Experience Seekers are driving where luxury growth is heading

Rolex certified pre-owned - the "Legacy Reborn" global push

DUA skin care line powered by Augustinus Bader scientific expertise

Potential for growth in the high-end market segment

FEEL-GOOD FUEL

The emotional consumption wave

Wellness Enthusiasts

Marks & Spencer launches "Brain Food" line

Wall's launched "Minecraft" experiential ice cream for gamers

Opportunities for expanding snack product offerings

CONCLUSION

Our expert's view of Lifestyles in 2026

Future implications

Opportunities for growth

ABOUT OUR RESEARCH

Overview of Voice of the Consumer: Lifestyles Survey

Voice of the Consumer: Lifestyles consumer segments 2026

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