



# Voice of the Consumer: Lifestyles Survey 2024 Key Insights

May 2024

## INTRODUCTION

Introduction

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

Key findings

## GOOD VIBES, MOSTLY

Global consumers are the most optimistic since the start of the pandemic

Consumers are less worried about the state of the world

Outlook varies significantly across regional and generational differences

Lego taps into feel-good vibes for both adults and children

## HIGH INFLATION COME-DOWN

Consumers still feel impacted by the cost of living

Consumers are willing to spend, but still feel the pressure of inflation

Bargain hunting falls as preference for brands grows

Indian smart wearables are surging, thanks to offering quality at the right price points

## SUSTAINABILITY FOR WHOM?

Consumers are more resigned about sustainability, but recognise its value

Sustainability claims show significant variation across industries

Oatly moves past sustainability as a brand-defining theme

## THE OMNICHANNEL SHUFFLE

Global consumers are overall less motivated by channel characteristics

Baby boomers still the least likely to make online purchases

Retail is already pushing the limits of omnichannel experiences

## CONSUMERS' RELATIONSHIP WITH TECH

Consumers' heavy use of social media is quickly being commercialised

Generations report different relationships with tech but all share a high sense of dependency

Brands like TikTok are finding success through formally commercialising social media

## 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-2024-key-insights/report](http://www.euromonitor.com/voice-of-the-consumer-lifestyles-survey-2024-key-insights/report).