

# Consumer Lifestyles in Italy

June 2024

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Personal traits and values

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Personal traits and values survey highlights

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Home life and leisure time

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Eating and dietary habits

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Eating and dietary habits survey highlights

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Working life

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Working life survey highlights

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Health and wellness

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Health and wellness survey highlights

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Shopping and spending

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Baby boomers pick their travel destinations based on the quality of shopping available

Older generations more likely to fix, not replace, broken items

Baby boomers most committed to purchases of sustainable goods

Millennials most regularly leave reviews

Millennials most likely to benefit from the use of tech to enhance their shopping experience

Italians expect to increase spending on health and wellness the most

Gen X most concerned about their financial situation

Shopping and spending survey highlights

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