



CIM TGM 2024

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Highlights

Consumption & Lifestyle Survey

8.000 Interviews

26 Survey Modules

1.200 Questions

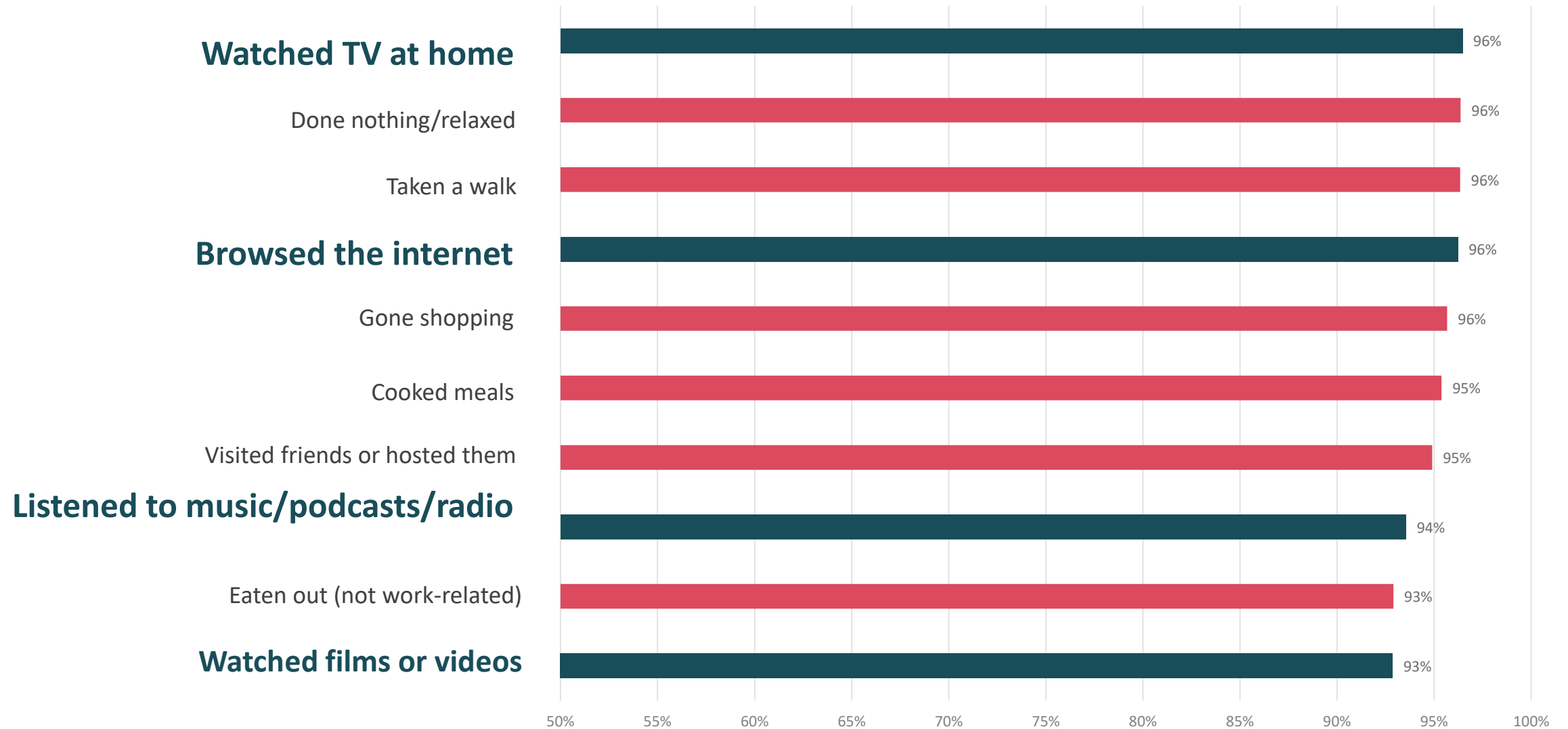
10.000+ Answer Options

Leisure: Media is popular



Top 10 Activities: Media Leads, Food Follows, Friends, Relaxation, and Walking Complete the List

% of Belgians have:



Leisure: the biggest growers

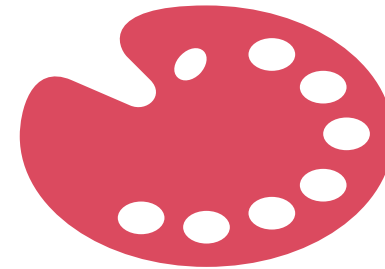
Hobbies like gardening, painting, drawing, crafting, and sculpting are gaining popularity, with more people engaging in them at least once a month. This growth highlights a rising interest in creative, hands-on activities as people seek ways to unwind, express their creativity, and enjoy personalized experiences.

48% of Belgians garden at least 1x month



+8%*

17% of Belgians paint, draw, sculpt or craft at least 1x month



+10%*

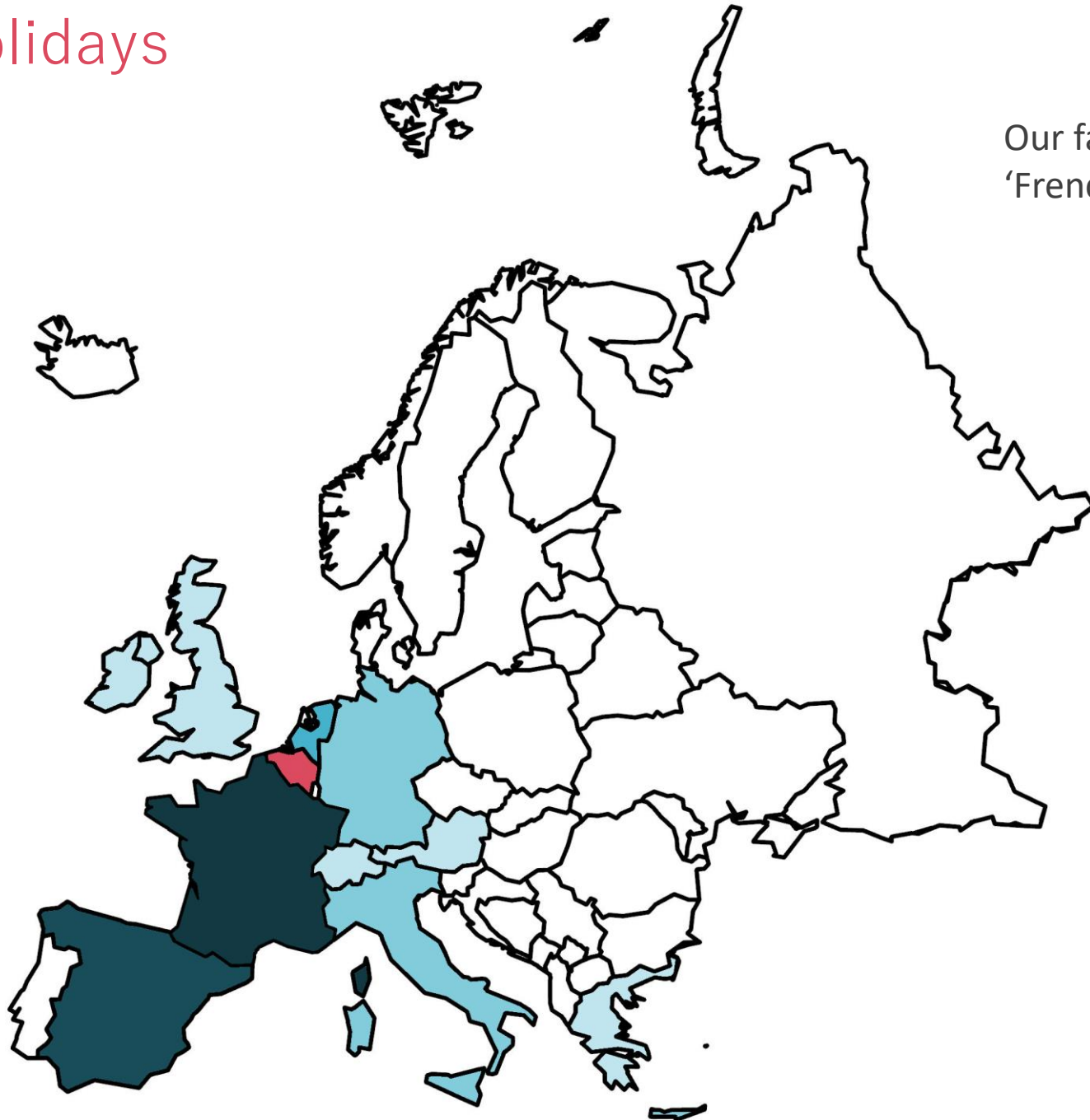
* Relative percentages between TGM23 and 24

Holidays

Our favourite destinations remain popular, but is the 'French Touch' losing its popularity?

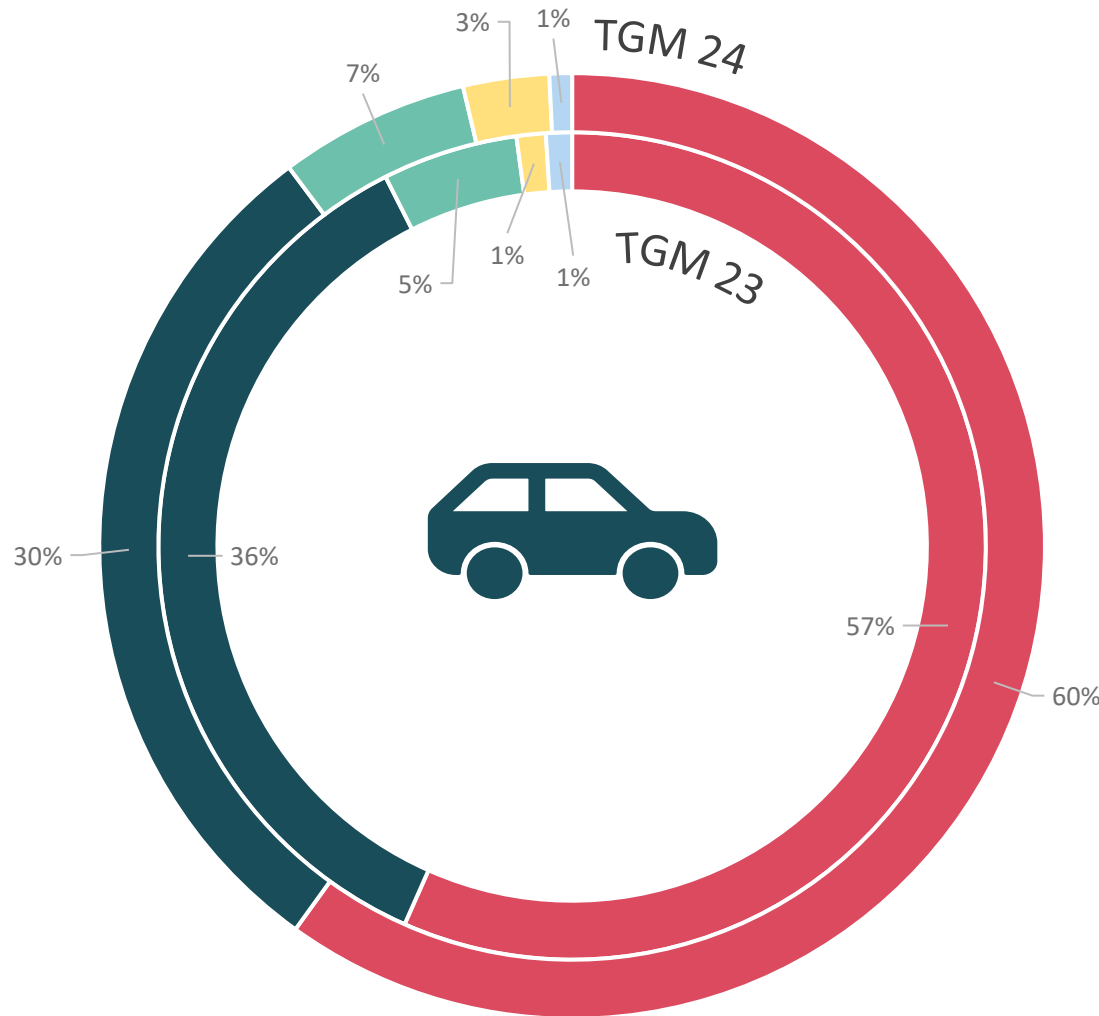
Where do Belgians travel to for holidays in Europe?

		Share	Growth
1	France	27%	-3
2	Spain	15%	+1
3	Netherlands	13%	-
4	Italy	9%	-
5	Germany	9%	+1
6	Greece	5%	-
7	Great Britain	3%	-
8	Austria	3%	-
9	Switzerland	2%	-



Energy Transition: Cars

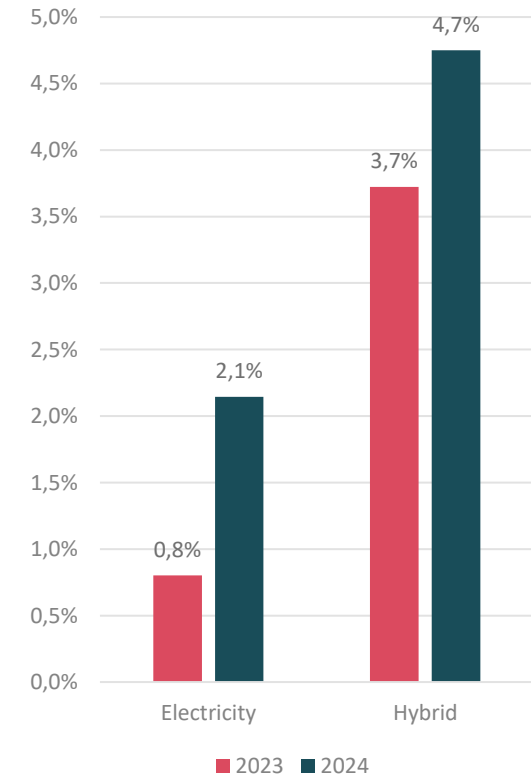
Fuel type of most used car



The shift to hybrids and electric cars shows progress, but there's still a long road ahead in the energy transition journey.

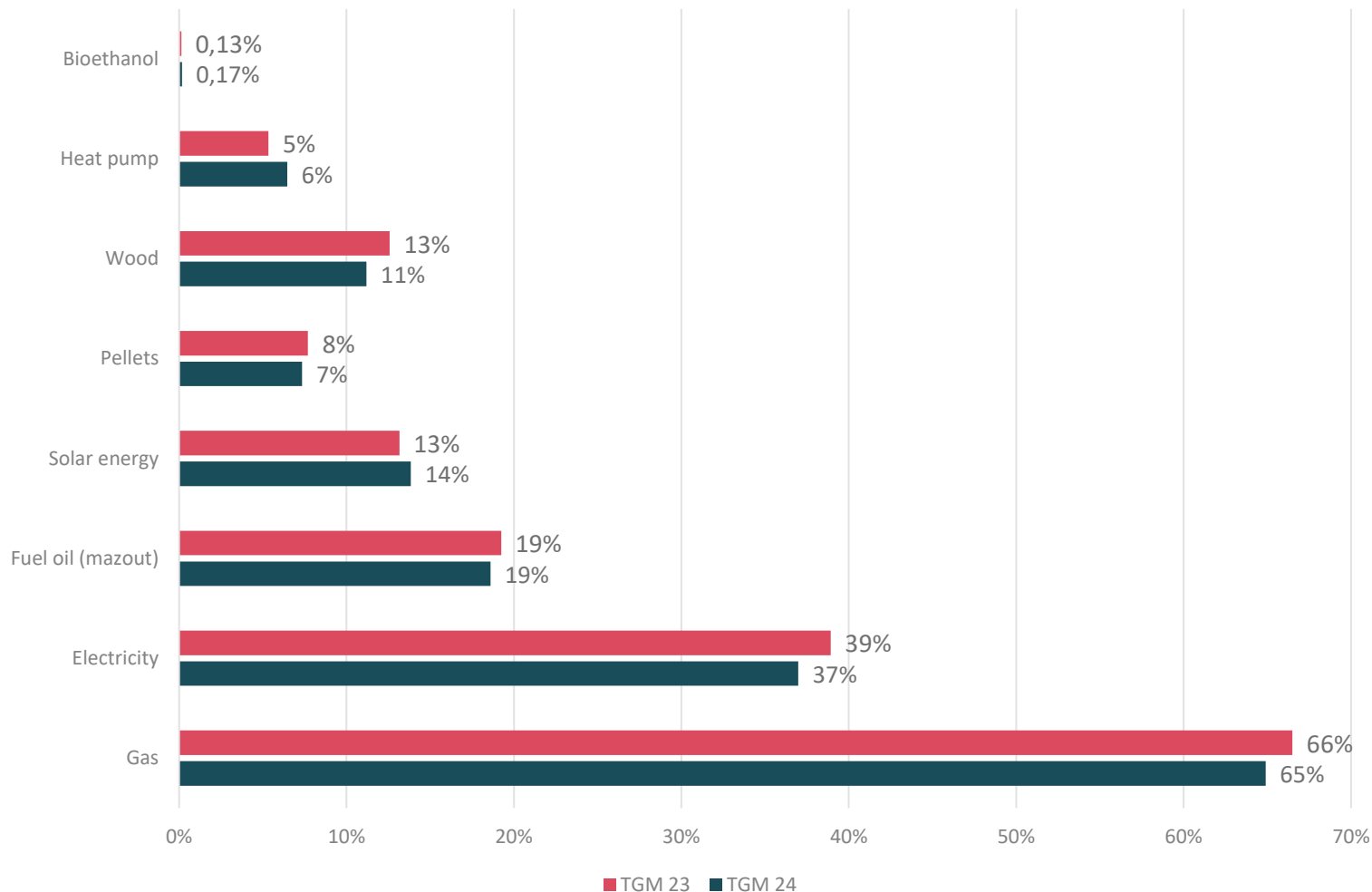
■ Gasoline ■ Diesel ■ Hybrid ■ Electricity ■ Other (LPG, Bio Fuel,...)

Evolution Electricity & Hybrid



Energy Transition: Homes

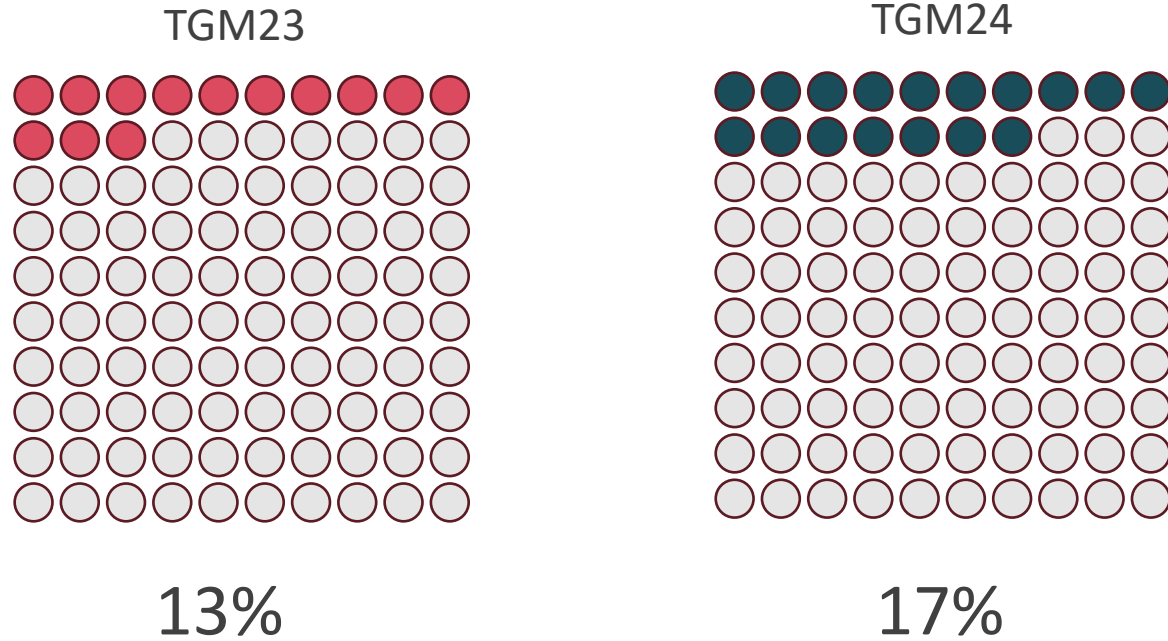
Which energy source(s) do you use to heat your home?



Gas, electricity, wood, and mazout saw a slight decrease, while heat pumps & solar show growth. This trend aligns with ongoing market developments in energy-efficient heating solutions, supported by available incentives

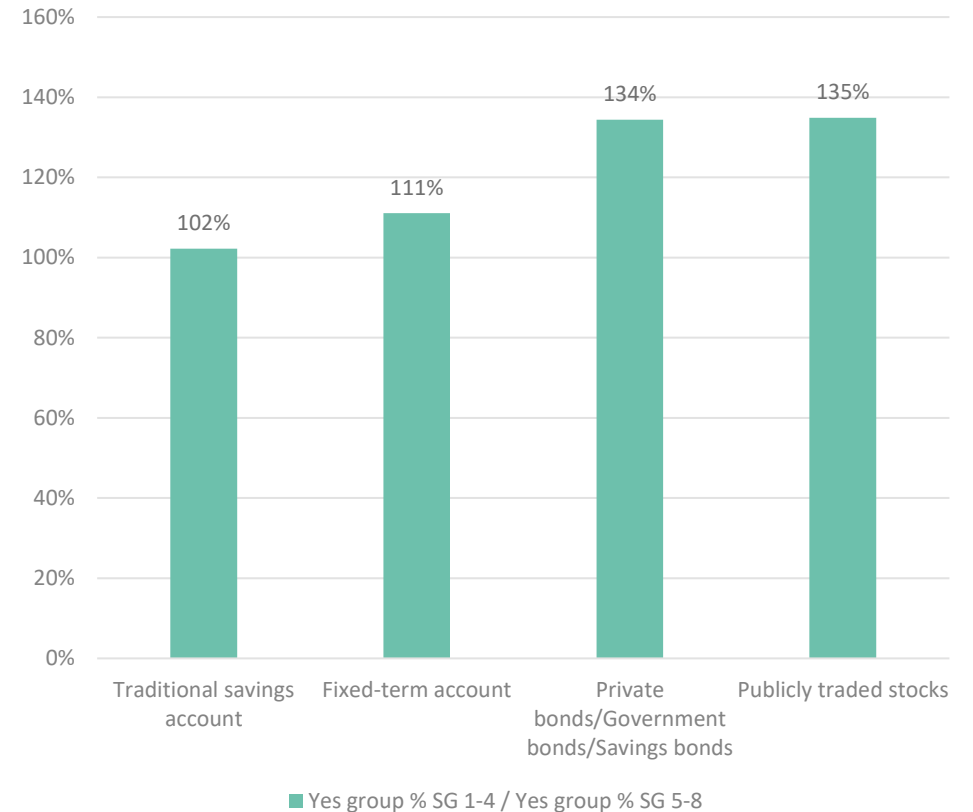
Personal Finance

% Belgians with bonds (private or government)



The TGM results reflect the growing market trend toward (government) bonds during the TGM24 field work, with their share jumping from 13% to 17% between TGM23 and TGM24.

TGM24 results show that bonds and stocks are more popular among higher social groups





The use of alcoholic hand gel continues to decline in 2024. With COVID behind us, hand hygiene habits have settled into a more relaxed routine.

Adapting to life after COVID



Shopping: Product & Price



& Growth of price aware shoppers:

"I prefer to buy products from the store's brand or generic products"

21,8%

+6,8%*



16,5%

+10,7%*

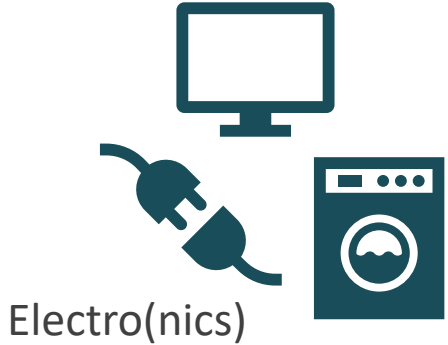
"I always look for the cheapest products"

* Relative percentages between TGM23 and 24

Shopping: Place

Growth of online shopping platforms

% of Belgians that regularly buy online via a general shopping platform (Amazon, Zalando, ...)



Electro(nics)

39,3%

+7,6%*



Jewelry,
accessories



28,7%

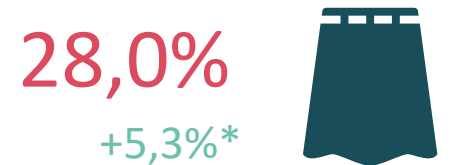
+5,0%*



Clothing
(men)

25,2%

+7,6%*



Clothing
(women)

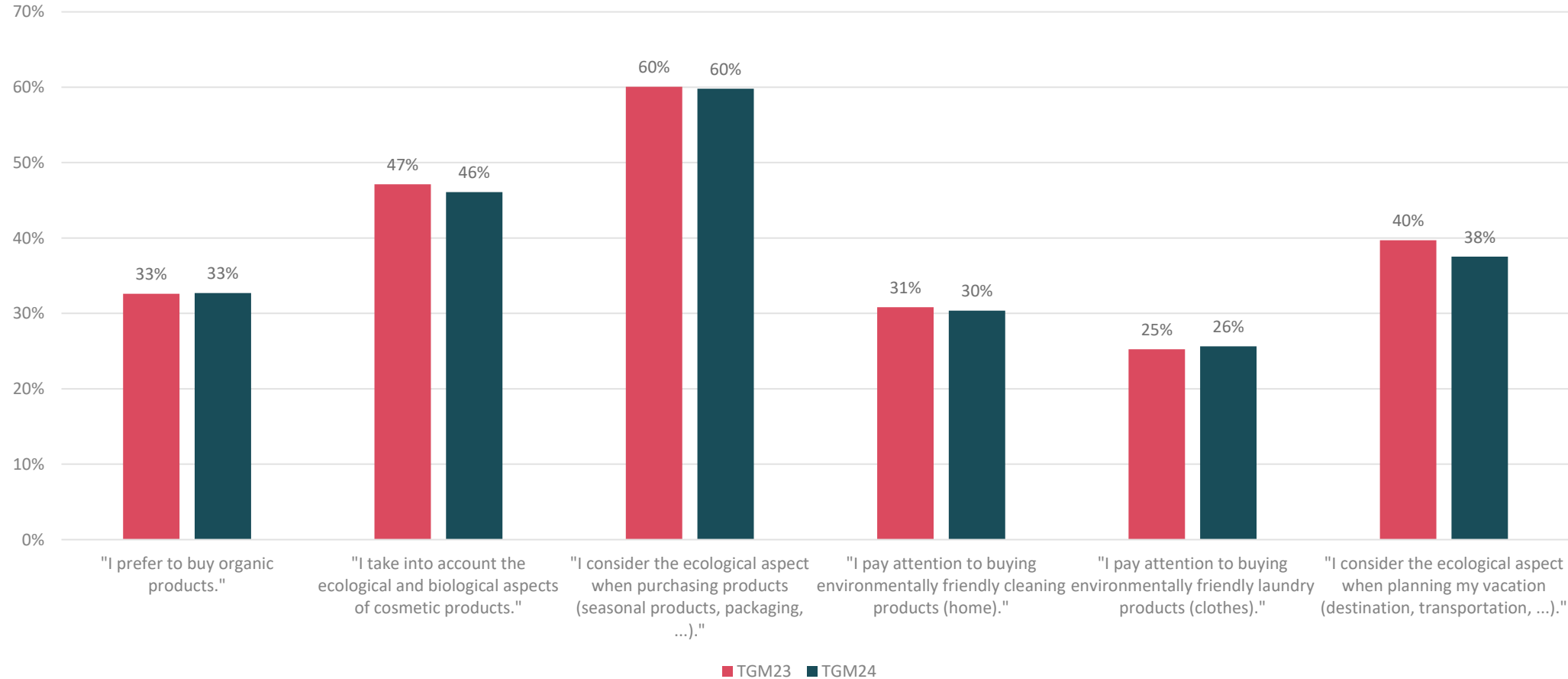
28,0%

+5,3%*

* Relative percentages between TGM23 and 24

Shopping: Ecology

% of Belgians that at least 'rather agree' with ecological statements:



Are consumer decisions driven more by product, price and place than ecology, considering the rise in cheaper products and online shopping, with no increase in ecological agreement?