

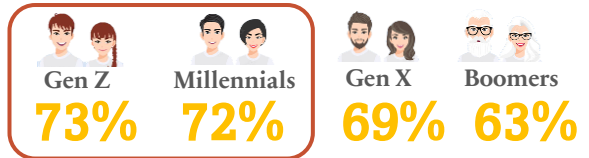


MICRO-RITUALS:
Simple things that keep us
happy and healthy

“I treat myself to little indulgences or personal pleasures every week”



70%



| | Food (coffee, speciality chocolate...) | Catering (lunch, special breakfast, etc.) | Leisure (Cinema, theatre, events...) | Getaways (trips, bike rides...) | Drinks (wine, craft beer, etc.) | Shopping (clothing, footwear, accessories, etc.) | Personal care (shampoos, creams, skin care, etc.) |
|-------------|--|---|--------------------------------------|---------------------------------|---------------------------------|--|---|
| Gen Z | 62% | 60% | 40% | 32% | 30% | 26% | 26% |
| Millennials | 67% | 71% | 42% | 24% | 14% | 33% | 41% |
| Gen X | 62% | 62% | 44% | 36% | 28% | 26% | 24% |
| Boomers | 64% | 53% | 37% | 33% | 36% | 23% | 22% |
| | 53% | 58% | 35% | 31% | 39% | 28% | 20% |

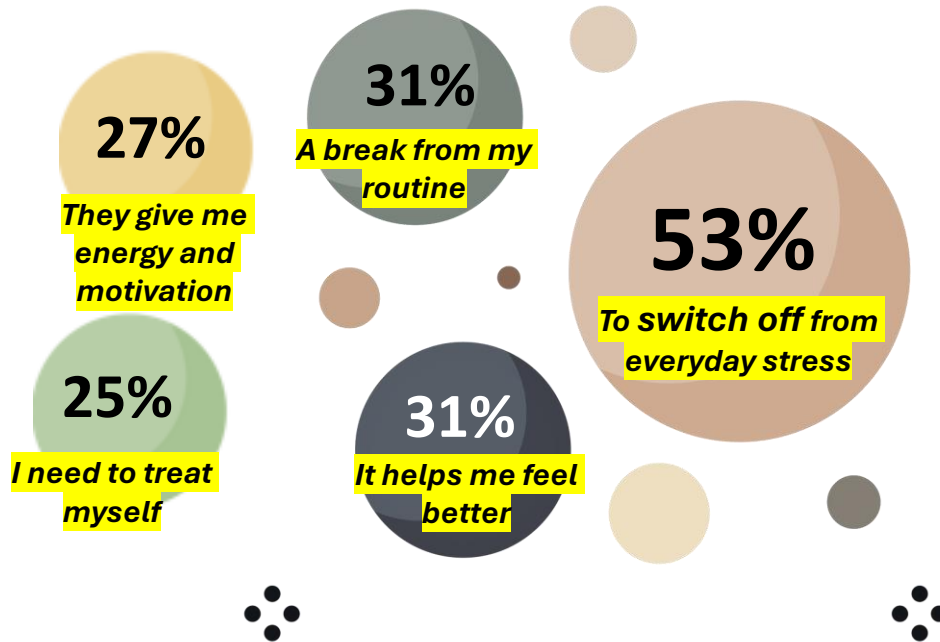
The most common treats are food and drink, followed by days out and short breaks.

1 in 4 like to go shopping (40% of Gen Z like to buy personal care products).



Young people are the ones who look for these little everyday things the most.

To unwind is the main driver of micro-pleasures



Brands can turn these small rituals into memorable experiences



MICRO PLEASURES, an opportunity for brands

Technical details

Online survey
 n= 1,000 people
 Aged 18 and over, resident in Spain
 Proportional weighting by gender, age and region

