

WORKING LIFE – GERMANY – 2022

Germans are demanding a more flexible approach to work. Brands can promote workplace wellbeing and hybrid working through, for example, remote work travel programs.



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Working Life - Germany - 2022

This report looks at the following areas:

- German workers' perceptions of at-home vs out-of-home working
- Length and activities of breaks at work
- Work/life balance behaviours
- How likely workers are to look for a new job in the next 12 months, and why they are likely to do so
- Interest in various employee benefits and initiatives
- Workers' behaviours towards employers' social, ethical and environmental policies



Germans are demanding a more flexible approach to work. Brands can promote workplace wellbeing and hybrid working through, for example, remote work travel programs.

Overview

27% of German workers are likely to look for a new job in the next 12 months, peaking at 40% among those aged 16-34. While money is the main motivator for an expected career change due to rising living costs, German employees also strive for a better work/life balance and career progression.

For many German workers, the pandemic upended working routines, as working hours and locations have become a lot more flexible. As a result, German workers' demand for more flexible working patterns is a COVID-19 legacy that is here to stay, and many German businesses have already adopted a **hybrid working approach**.

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This has a **significant impact on consumer lifestyles**. For example, workers eat their lunch more often at home and appreciate wellbeing benefits to overcome potential challenges of work/life blending.

Brands need to adjust and find opportunities in catering to these changing habits, even with the help of cross-category corporations (eg in the form of super apps like [Careem](#), which provides a host of daily services that people need to move around, order food, shop and transfer money).

Beyond this, the strong job market holds great potential for brands to support employers who strive to be successful in retaining and attracting employees. As only **58% of German workers** are happy with their work/life balance, **products and services that support stress relief and wellbeing** will appeal to overworked Germans in particular.

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APPENDIX

Appendix – products covered, abbreviations, consumer research methodology and language usage

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