



Euromonitor
International

Consumer Lifestyles in Argentina

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Argentina 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents feel concerned that the cost of everyday items is going up

Time with children: Most prioritised by older generations

Argentinians feel confident in displaying their true identity with friends and family

Consumers in Argentina prefer to explore innovative products and services

Gen Z anticipate their lives to be better in future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually: Popular home activity for Baby Boomers

Consumers in Argentina prefer socialising with friends inperson

Multifunctional space: Most desired home feature by younger generations

Rural location: Most desired external feature by Gen Z

Argentinians desire maximising the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Older generations actively monitor what they eat

Millennials have biggest doubt in their cooking abilities

Millennials often snack during the day in between meals

Baby Boomers seek to reduce meat consumption

Argentinians are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen X want to team up with like-minded individuals

Argentinians seek to have a job that allows for a strong work-life balance

Younger generations want to receive good training

Argentinians would like to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Argentinians participate in walking or hiking

Meditation remains popular stress-reduction activity among all generations

Health and nutritional properties is the most influential product feature

Older generations more likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers enjoy discovering good deals

Older generations like to visit shopping malls

Millennials pick their travel destinations based on the quality of shopping there

Older generations say they try to repair items instead of purchasing new ones
Consumers often share/swap items or services
Gen Z regularly share purchases they make with their social network
Gen Z use AR/VR to enhance a shopping experience
Consumers in Argentina expect to spend more on travel and holidays
Younger generations resort to using credit cards or overdrafts to cover expenses
Shopping and spending survey highlights

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