



Euromonitor
International

Consumer Values and Behaviour in Mexico

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CONSUMER VALUES AND BEHAVIOURS IN MEXICO

Scope

HIGHLIGHTS

Consumer values and behaviour in Mexico

PERSONAL TRAITS AND VALUES

Consumers make sure to follow safety measures before stepping out of their house

Older generations are concerned about the rising cost of everyday goods

Consumers in Mexico have a habit for testing out fresh merchandise and offerings

Baby Boomers only support companies and brands that they trust

Consumers in Mexico expect they will be happier than they are now

Baby Boomers expect to have more free time for themselves

HOME LIFE

While at home, consumers in Mexico connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to cook or bake dishes for themselves

Mexicans say that another person at home is responsible for cooking for them

Younger generations choose healthier meals when they go out to eat or order delivery

Consumers in Mexico look for healthy ingredients in food and beverages

WORKING LIFE

Baby Boomers expect to be able to work from home

Gen X employees in Mexico primary desire is job security

Consumers in Mexico say they have a strict boundary between work and personal life

LEISURE

Consumers in Mexico connect with friends through digital means

Millennials enjoy interacting with loved ones face-to-face

Mexicans prioritise value for money when travelling

Gen X expect safe destination options when travelling

HEALTH AND WELLNESS

Consumers participate in walking or hiking

Gen Z most frequently run or jog for exercise

Mexicans are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers in Mexico want packaging that is sustainable and environmentally conscious

Consumers share opinion on social/political issues on social media

SHOPPING

Consumers in Mexico have a fondness for great bargains

Baby Boomers make an effort to buy from stores that are owned by locals

Consumers are interested in acquiring items that have been previously owned

Gen X are seeking shopping experiences that are customized to their preferences

Consumers in Mexico subscribe to digital platforms for streaming content

SPENDING

Mexicans expect to increase spending on health and wellness

Younger generations foresee increasing spending on clothing and footwear the most

Consumers in Mexico are comfortable with their current financial situation

Millennials say they have sufficient funds easily accessible to handle any unforeseen crisis

Younger generations aiming to save more money in future

TECHNOLOGY

Consumers take an active role in controlling the sharing of data and managing online privacy

Gen X express discomfort with personalized advertisements

Consumers utilise messaging apps or platforms

Gen X regularly utilise messaging apps or platforms

Younger generations more inclined to purchase goods and services online

Consumers show support for companies by following their social media updates

Millennials like interacting with brands social media profiles

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