



Euromonitor  
International

# Consumer Values and Behaviour in Chile

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## CONSUMER VALUES AND BEHAVIOURS IN CHILE

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Chile

### PERSONAL TRAITS AND VALUES

Chileans are concerned about the rising costs of daily products

Baby Boomers say that expressing their identity openly comes naturally

Chileans enjoy experimenting with novel goods and services

Millennials conduct extensive research into the goods and service they pay for

Consumers in Chile foresee that their current level of happiness will improve in the future

Younger generations foresee that their current level of happiness will improve in the future

### HOME LIFE

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

Safe location is the most appreciated home feature among Chileans

### COOKING AND EATING HABITS

Consumers in Chile prefer to prepare dishes for themselves

Chileans say that someone else in household typically cooks for them

Millennials say that food from restaurants tastes better

Chileans look for healthy ingredients in food and beverages

### WORKING LIFE

Older generations expect to have a job that balances work and personal life

Consumers primarily desire to have a sense of assurance in job position

Consumers say they maintain a clear separation between their professional and personal life

### LEISURE

Consumers enjoy socialising with friends online

Millennials like engaging in personal interactions with friends

Chileans prioritise value for money when travelling

Older generations expect hotels and resorts that are all-inclusive when on vacation

### HEALTH AND WELLNESS

Consumers engage in walking or hiking

Younger generations prefer running or jogging as exercise

Consumers in Chile are interested in meditation

### SUSTAINABLE LIVING

Chileans are feeling uneasy about the effects of climate change

Consumers actively engaged in adopting more sustainable behaviors

Chileans motivated to opt for packaging that is sustainable and environmentally conscious

Consumers in Chile utilize social media to voice their perspectives on current issues

### SHOPPING

Chileans love to find the best deals

Gen X try to purchase locally-sourced products and services

Consumers are willing to buy second-hand or previously-owned items

Gen X consistently search for established or renowned names

Consumers in Chile subscribe to online streaming services

### SPENDING

Chileans expect to increase spending on education  
Gen Z set to increase spending on new technology the most  
Consumers are concerned about their current monetary status  
Older generations say that their liabilities exceed their assets  
Younger generations aiming to save more money in future

## TECHNOLOGY

Consumers proactively oversee the sharing of data and privacy preferences  
Older generations feel targeted ads are a invasion of their online privacy  
Chileans utilise messaging apps or platforms  
Older generations regularly access their financial accounts via online channels  
Younger generations frequently use online health-related and medical sites  
Consumers show support for companies by following their social media updates  
Younger generations spread the word about products by sharing their purchases online

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