



Euromonitor
International

Consumer Values and Behaviour in Colombia

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Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN COLOMBIA

Scope

HIGHLIGHTS

Consumer values and behaviour in Colombia

PERSONAL TRAITS AND VALUES

Consumers in Colombia have complex ideals, preferences and concerns

Older generations believe society accepts their identity

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

Gen X love trying and testing new offerings and services

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

Millennials foresee that their financial situation will be better in future

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Colombians prefer to cook or bake dishes for themselves

Consumers say that another person in at home is responsible for cooking for them

Gen X say that ordering food for delivery is more convenient

Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to establish their own schedule

Colombians primarily desire to ensure stability in employment

Consumers in Colombia say they uphold a division between their job and private life

LEISURE

Colombians engage in online social activities

Baby Boomers like engaging in personal interactions with friends

Consumers in Colombia primarily seek unwinding when travelling

Baby Boomers expect ability to arrange a holiday package options when travelling

HEALTH AND WELLNESS

Colombians participate in walking or hiking

Younger generations cycle or ride a bike for sport

Colombians are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers are concerned about the climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers in Colombia motivated to utilize packaging that is environmentally sustainable

Consumers use social media to voice their perspective on current issues

SHOPPING

Consumers in Colombia like to find bargains

Older generations enjoy visiting shopping malls

Consumers look for reputable or popular labels

Millennials consistently look for products with private labels and lower prices

Consumers in Colombia subscribe to digital platforms for streaming content

SPENDING

Consumers in Colombia would like to increase spending on education
Younger generations foresee increasing spending on health and wellness the most
Consumers are concerned about their current financial situation
Gen Z say they feel assured about their current financial standing
Gen Z consumers the most focused on saving money in future

TECHNOLOGY

Colombians take an active role in controlling the sharing of data and managing online privacy
Older generations say targeted ads are an invasion of their online privacy
Consumers in Colombia utilise messaging apps or platforms
Gen X regularly access their bank account or use banking services
Younger generations open to using augmented reality to enhance the shopping experience
Consumers in Colombia show support for companies by following their social media updates
Millennials help promote a companies' social media

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