



Euromonitor  
International

# Consumer Values and Behaviour in Argentina

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Argentina

## PERSONAL TRAITS AND VALUES

Argentiniens prioritise taking precautions for health and safety when leaving their home

Older generations say that expressing their identity openly comes naturally

Consumers have a habit for testing out new merchandise and offerings

Gen X extensively research the goods and products they pay for

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

Gen Z foresee an increase in the amount of work beyond their current workload

## HOME LIFE

When at home, consumers connect with friends or family virtually

Safe location - the most desired home feature

## COOKING AND EATING HABITS

Argentiniens prefer to cook or bake dishes for themselves

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

Millennials say that going out to eat at a restaurant is more convenient

Consumers look for healthy ingredients in food and beverages

## WORKING LIFE

Older generations expect to have a workplace near their home

Consumers in Argentina primarily desire to receive a generous income

Argentiniens maintain a clear separation between their professional and personal life

## LEISURE

Argentiniens engage in online social activities

Baby Boomers enjoy socialising face to face

Consumers' top travel motivation - getting the most value for money

Older generations expect great outdoors options when on vacation

## HEALTH AND WELLNESS

Argentiniens participate in walking or hiking

Older generations most active in walking or hiking for exercise

Consumers are interested in meditation to improve wellbeing

## SUSTAINABLE LIVING

Consumers in Argentina are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Argentiniens motivated to use sustainable packaging

Consumers use social media to voice their perspective on current issues

## SHOPPING

Consumers enjoy discovering good deals

Baby Boomers try to shop in locally-owned stores

Consumers look for reputable or popular labels

Younger generations are interested in acquiring items that have been previously owned

Consumers subscribe to digital platforms for streaming content

## SPENDING

Argentiniens expect to increase spending on travel/holidays

Gen Z set to increase spending on education the most

Consumers in Argentina show apprehension regarding their current financial condition

Younger generations sometimes rely on credit cards or account overdrafts to cover expenses

Gen Z most focused on saving money in future

## TECHNOLOGY

Argentinians take an active role in controlling the sharing of data and managing their privacy

Older generations see targeted ads as an invasion of privacy

Consumers in Argentina employ messaging or communication applications

Older generations frequently stream video services

Millennials most active in purchasing goods or services via online channels

Consumers show support for companies by following their social media updates

Younger generations share opinions about a companies' products online

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