



# Consumer Lifestyles in Mexico

June 2024

Table of Contents

## Scope

### CONSUMER LANDSCAPE

Consumer landscape in Mexico 2024

### PERSONAL TRAITS AND VALUES

Personal traits and values

Mexican consumers concerned about rising unit prices of everyday goods

Older generations love spending time with their children

Mexicans open to experiencing cultures other than their own

Consumers in Mexico enjoy exploring new brands

Voice of the consumer (1)

Millennials feeling most optimistic about the future

Personal traits and values survey highlights

### HOME LIFE AND LEISURE TIME

Home life and leisure time

Keeping a clean and tidy house top home activity among all Mexican generations

Socialising in person is the most frequent leisure activity

Voice of the consumer (2)

Gen X highly desires an energy efficient home

Gen Z least concerned about safe home location

Respondents want to get the best return on money spent when travelling

Home life and leisure time survey highlights

### EATING AND DIETARY HABITS

Eating and dietary habits

Identifying healthy ingredients paramount for those that monitor their food intake

Not having time remains a major barrier to cooking at home

Older generations particularly keen on eating snacks when at home

Gen X consumers seek to reduce meat consumption

Voice of the consumer (3)

Mexicans are most willing to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

### WORKING LIFE

Working life

Gen X want to be employed by an organisation that prioritises ethical and social obligations

Mexicans seek to find employment that provides time for both personal and work life

Voice of the consumer (4)

Gen X places highest priority on having job security

Mexican employees wish to have flexible start and finish times, above working from home

Working life survey highlights

### HEALTH AND WELLNESS

Health and wellness

Weekly walking or hiking the most popular exercise routine amongst Mexicans

Meditation is the most routine stress-reduction activity

Mexicans consider health and nutritional value to be the most influential product feature

Millennials most actively using tech to manage and track their health

Health and wellness survey highlights

### SHOPPING AND SPENDING

## Shopping and spending

Consumers in Mexico always on the look out for the best deals

Gen X committed to buying high quality goods from recognised brands

Millennials seek out products with labels that are easy to understand

Mexican consumers strongly supporting extended product lifecycles

Gen X consumers taking active steps to ensure ethical shopping habits

## Voice of the consumer (5)

Millennials most actively engaging and interacting with brands

Consumers primarily trust friends and family recommendations

## Voice of the consumer (6)

Consumers in Mexico expect to spend more on education

All generations feeling comfortable with their current finances

## Shopping and spending survey highlights

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-lifestyles-in-mexico/report](http://www.euromonitor.com/consumer-lifestyles-in-mexico/report).