

Consumer Lifestyles in Peru

June 2024

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Peru 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Peruvians are concerned about the rising cost of everyday goods

Gen X love spending and prioritizing time with their children

Peruvians find it important to experience other cultures

Millennials feel most strongly that it is important to spend money on experiences

Majority of Peruvians feeling positive about their futures

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Baby boomers are the most likely generation to exercise at home

Gen X is Peru's most active generation on social media

Baby boomers value smart home functionality more than other generations do

Safe location remains the number one home feature for all generations

Consumers in Peru look for relaxation when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Peruvian consumers look for healthy ingredients in food and beverages

Younger generations tend to have less time for cooking

Consumers in Peru cook and prepare their own meals at least once a day

Older generations more likely to avoid meat or fish

Consumers more likely to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Baby boomers want employers that take social and ethical responsibilities seriously

Peruvians desire a strong work-life balance

Younger generations more driven by higher salaries

Peruvian consumers have entrepreneurial ambitions

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Running or jogging weekly remains the most frequent exercise routine in Peru

Meditation is the most popular stress-reduction activity amongst Peruvians

Peruvians most influenced by health and nutritional properties when buying healthy food

Gen Z and baby boomers most ardent users of health- or fitness-tracking apps

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Peruvians enjoy finding deals

Gen X enjoy shopping malls more than other generations in Peru do

Gen X seek products with unambiguous labels

Gen Z most willing to buy second-hand products
Consumers in Peru often donate used items to a charity or non-profit
Gen X most likely to access customer support via social media
Consumers in Peru place a lot of trust in friends and family recommendations
Saving more and spending less is a major intention for future expenditure
Gen X not comfortable with their current financial standing
Shopping and spending survey highlights

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