



Consumer Values and Behaviour in Mexico

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Mexico

PERSONAL TRAITS AND VALUES

Consumers in Mexico take safety measures before stepping out of their house

Older generations most concerned about rising unit prices

Mexican consumers prefer to explore innovative products and services

Millennials do extensive research into the products and services they consume

Mexican consumers strongly believe they will experience greater happiness in the future

All generations believe their quality of life in terms of happiness will increase in the future

HOME LIFE

While at home, consumers frequently connect with friends or family online

Safe location - the most desired home feature

COOKING AND EATING HABITS

Strong majority of Mexicans prefer preparing their own meals

Not having time to cook deemed as greatest barrier to cooking at home

Gen X say that someone else living with them is in charge of making their meals

Over half of Mexicans prioritise healthy ingredients in food and beverages

WORKING LIFE

Mexicans indicate they wish to be able to manage their work-life balance effectively

Consumers in Mexico primarily prioritise having a sense of security in their careers

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

LEISURE

No preference in socialising either online or face to face for Mexicans

Millennials most active generation in terms of monthly leisure activities

Consumers' top travel motivation - getting the best return on money spent

Gen X have the biggest wish list for important features when travelling

HEALTH AND WELLNESS

Weekly walk or hike the most frequent exercise habit in Mexico

Younger generations enjoy team sports and group activities

Mexicans are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Mexican consumers are worried about climate change

Older generations living by example in terms of positively impacting the environment

Consumers motivated to employ eco-friendly materials for packaging

Mexicans use social and political media to share their views

SHOPPING

Mexicans eager to explore stores and malls in order to find the best offerings

Older generations enjoy visiting malls even when they have no intention of buying anything

Consumers in Mexico look for reputable or easily recognised brands

Older generations attempting to lead a simplified lifestyle and only buy what is needed

Mexican consumers subscribe to online platforms for streaming media

SPENDING

Consumers planning to decrease spending on experiences over tangible items

Younger generations committed to spending money to upskill themselves
Consumers in Mexico are satisfied with their current financial standing
Gen Z consumers only slightly concerned about their financial position
Younger generations expect to increase their savings

TECHNOLOGY

Mexicans proactively oversee the sharing of data and privacy preferences
Less than half of Gen Z concerned with actively managing their data and privacy settings
Consumers in Mexico utilise platforms for communicating digitally almost daily
Less than half of Gen Z consumers use online banking on weekly basis
Reading reviews from peers a frequent online activity among most Mexican consumers
Consumers engage with businesses' social media content
Millennials most likely generation to purchase brands directly from social media platforms

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