



Consumer Values and Behaviour in Argentina

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Argentina

PERSONAL TRAITS AND VALUES

Consumers are troubled by the escalating expenses associated with everyday goods

Baby boomers feel comfortable expressing their identity with friends and family

Argentiniens like to try new products and services

Millennials are most active when it comes to extensive research on the product they buy

Argentiniens are more optimistic about their finances than their global counterparts

Baby boomers look forward to having more spare time

HOME LIFE

While at home, consumers in Argentina socialise and exercise

Safe location is the most appreciated home feature among Argentinian households

COOKING AND EATING HABITS

Argentiniens prefer to cook or bake a dish themselves

Argentiniens enjoy cooking less than their global counterparts

Busy millennials have the least time for cooking

63% of Argentinian consumers look for healthy ingredients in food and beverages

WORKING LIFE

Baby boomers expect to arrange their own preferred working hours

Salary is the highest work priority in Argentina, especially for millennials

Maintaining a clear boundary between professional and personal life is important

LEISURE

Constant virtual interaction with friends remains high

Millennials are most keen to study or listen to a lecture online

Relaxation while traveling is very important for Argentiniens

Gen Z are least likely to look for value for money in Argentina

HEALTH AND WELLNESS

Consumers in Argentina engage in walking or hiking

Younger generations practice weight lifting/strength training

Consumers in Argentina are interested in meditation

SUSTAINABLE LIVING

More than half of Argentinian consumers worry about climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Baby boomers are the most active green generation in Argentina

Consumers actively express their views on social media

SHOPPING

Due to soaring inflation Argentiniens are actively looking for bargains

Older generations are most affected by the need for cost savings

Reputable brands remain top of the list

Gen X consumers are most attracted by well known brands

Argentiniens subscribe to digital platforms for streaming content

SPENDING

Consumers are planning to continue spending on health and wellness as top priority

Gen Z foresee increasing spending on education the most

With booming inflation , Argentinians are concerned about their current financial situation

Younger generations say that their liabilities exceed assets

Gen Z expects to save more money

TECHNOLOGY

Consumers in Argentina actively manage data sharing and privacy settings

Half of baby boomers state that tailored promotions utilising their search are intrusive

Messaging apps or platforms integral part of online presence

Millennials are most active in watching videos online at least weekly

Millennials regularly write reviews and buy products online

Argentinians follow or like companies' social media feeds or posts

Gen X are most likely to talk to customer service online

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