

Consumer Values and Behaviour in Peru

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Peru

PERSONAL TRAITS AND VALUES

Consumers prioritise taking precautions for health and safety when leaving home

Baby boomers are most comfortable expressing their identity openly with friends and family

Consumers in Peru have a habit of testing out new offerings and services

Millennials are most willing to test new products and services

Peruvian consumers anticipate that their level of happiness will increase in the future

Older generations anticipate they will have more free time for themselves

HOME LIFE

While at home, consumers in Peru frequently connect virtually with friends or family

Safe location is the most desired home feature

COOKING AND EATING HABITS

Consumers in Peru prefer to prepare meals themselves

Peruvians say that someone else in the household typically cooks for them

Younger generations have voiced their aversion to cooking

Healthy ingredients in food and beverages remains top of the list for Peruvian consumers

WORKING LIFE

Younger generations expect to be employed close to their homes

Consumers in Peru primarily desire to be sure of stability in employment

Peruvians uphold a division between their job and private life

LEISURE

Online interactions with friends are preferred over in-person socialising

Baby boomers maintain the strongest desire for face-to-face interactions with friends

Consumers' top travel motivation is unwinding

Millennials expect family-orientated and child-friendly options when travelling

HEALTH AND WELLNESS

Peruvians most frequently participate in less strenuous exercise such as walking or hiking

Older generations frequently participate in other intensive physical activities

Baby boomers spend most time undertaking stress-reduction and mental wellbeing activities

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Sustainable packaging remains front of mind in terms of green behaviours and activism

Peruvian consumers use social and political media to share their views

SHOPPING

Peruvian consumers love exploring shopping malls, far above the global average

Gen X prefer purchasing a smaller quantity of items, but of superior quality

Far below the global average, Peruvians are not willing to buy pre-owned goods

Gen X are most committed to brands they are loyal to

Peruvian consumers are drawn to digital platforms for streaming online content

SPENDING

Peruvians expect to increase spending on education in the near future

Millennials have the highest intention of upskilling by planned spending on education
Peruvians have the ability to consistently set aside a portion of their earnings
Younger generations depend on credit cards and overdrafts to manage day-to-day costs
Baby boomers are less concerned about saving and are expected to spend more in future

TECHNOLOGY

Peruvian consumers actively manage data sharing and privacy settings
Baby boomers prefer engaging in virtual reality rather than in the physical world
Peruvian consumers utilise a range of messaging or communication apps
Younger generations more frequently use price comparison sites
Gen Z are at the forefront when using apps to track health or fitness
Peruvians show support for companies by following their social media updates
Baby boomers boost brands' online visibility

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