



Chile: Consumer Profile

October 2024

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POPULATION AND SOCIETY

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Today: Female population has a high level of obesity, and this is set to further grow
Tomorrow 2040: Median age will shift up by almost a decade
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POPULATION AND SOCIETY

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Today: More than half of Chileans planning to cut spending as costs increase
Today: Millennials and Gen X concerned about finances; Gen Z most likely to increase spending
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LIFESTYLES

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Key findings

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