

## **Consumer Values and Behaviour in Argentina**

Market Direction | 2022-12-07 | 59 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Argentina.

Euromonitor's Consumer Values and Behaviour in Argentina report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Values market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## Scope

### Consumer values and behaviour in Argentina

Consumers like to try new products and services but less engaged in product innovation  
Millennials are more likely to engage with brands to influence innovation  
Preference for branded goods increases with age  
Argentinians are more positive about their future than their global counterparts  
Expectations of more activities shifting to in-person higher than global  
Millennials are the most optimistic about their future  
Expectations of more future community engagement in future near global average  
High expectations for more political unrest and for the world becoming more dangerous  
Baby Boomers have a more negative outlook on environment, politics and safety  
Millennials more likely to exercise and entertain friends at home  
Energy efficiency is a key home feature for over a third of consumers  
Desire for outdoor space far exceeds the global average  
High levels of cooking at home lead to less restaurant dining  
Lack of time is biggest barrier to cooking at home  
Over one third of Millennials state that they do not have time to cook  
Consumers put a high value on healthy ingredients  
Working from home appeals more to older generations  
High salary and job security considered top priorities  
Gen Z feel under most pressure to get things done  
High percentage of Millennials take a virtual lecture/class at least monthly  
Leisure shopping is the most popular regular activity  
Younger generations tend to participate more in out-of-home leisure activities  
Over half of respondents say they walk or hike for exercise every week  
Millennials have high engagement in most exercise routines  
Sleep aids used more by Millennials than by other generations  
Consumers trust recyclable labels more than other types  
Baby Boomers more focused on reducing use of plastics and food waste  
Baby Boomers more inclined to use energy-efficient products than other cohorts  
Consumers are eager to share their opinions on social and political issues  
Finding bargains appeals to over half of consumers  
All generations focused on finding bargains  
Strong or well-known brands appeal to Argentinian consumers more than global average  
Younger generations are more ready to adopt a circular economy  
Consumers are more comfortable buying personal care items in-store  
Millennials more likely to use their smartphones for shopping  
Higher percentage of consumers expect their spending on travel to increase  
Millennials have biggest intentions to increase their spending  
All generations expected to curb their overall spending in future  
Consumers have lower preference for online virtual experiences than global average  
Millennials more comfortable communicating online  
"Following" or "liking" companies' social media feed or posts higher than global average  
Millennials more likely to engage with brands via social media  
Consumers have high rates of regular mobile banking and mobile in-store payments  
Millennials are ahead of other cohorts in regular use of all mobile services

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