

## **Megatrends in Argentina**

Market Direction | 2022-12-07 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends, and insights as to how each trend has manifested in Argentina.

Euromonitor's Megatrends 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 Megatrends 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

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## Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Bitso offers Argentinians the ability to make crypto-enabled QR code payments

More than half of consumers regularly play video games

Argentinians are less likely than their global counterparts to manage data privacy settings

Millennials are the most likely to share data in return for offers

Friends and family remain the most trusted sources of information

Return to face-to-face activities expected post-pandemic

Experience more

Microsoft brings its Xbox Cloud Gaming service to Argentina

Argentinians appreciate all types of experience

Online socialising is more common than face-to-face post-pandemic

Relaxation and nature are the most sought-after travel features

Generation X are the keenest to resume face-to-face activities

Middle class reset

Ford launches on-demand vehicle rental app with flexible conditions

Argentinians are eager to find bargains

The repurposing concept is starting to gain traction

Millennials are most likely to increase visits to discounters

Premiumisation

Baires launches new super premium pet food brand based on local recipes

Consumers pine for a simpler life

Millennials and Generation X are the most confident about their investments

Shoppers prioritise quality, comfort and health properties

Shifting market frontiers

Iniciativa Imagine promotes sustainable travel within Argentina

Almost two fifths of Gen Z expect to work abroad

Baby boomers are the most invested in locally-sourced products

Shopping reinvented

FGC Fuels Marketing aims to revolutionise the forecourt experience

Despite e-commerce growth, most purchases are still made in-store

Social channels are playing a greater part in the path to purchase

Millennials are the most likely to engage with brands via social media

Sustainable living

Puna Bio uses "extreme bacteria" to protect crops against the effects of climate change

Argentinians are eager to play their part in protecting the environment

Reducing plastics use is the top environmental concern

Consumers are keen to make their voices heard

Biodegradable and recyclable packaging are seen as most sustainable

Wellness

Pura Mente addresses mental health needs with mindfulness app

Argentinians seek healthier food ingredients

Meditation is the most common antidote to stress

Argentinians lag behind global peers in health tech

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Consumers are highly cautious about health and safety post-pandemic

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