

Consumer Lifestyles in Argentina

Market Direction | 2024-06-11 | 55 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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:

Scope

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Consumer landscape in Argentina 2024

Personal traits and values

Respondents take health and safety precautions when they leave home

Time with children is top priority for older generations

Consumers in Argentina feel comfortable expressing their identity with friends and family

Argentinian consumers enjoy trying new products

Younger Argentinians are more optimistic about the future

Personal traits and values survey highlights

Home life and leisure time

Gen Z more likely to be studying than socialising online when at home

Argentinian consumers enjoy face-to-face interactions

Millennials prefer homes with an outside space

Argentinians would much rather buy a home in a safe location

Argentinian travellers seek to relax and unwind

Home life and leisure time survey highlights

Eating and dietary habits

Millennials most actively reducing alcohol consumption

Millennials' busy schedules keep them from cooking

Gen Z most prone to snacking while watching TV

Baby boomers most likely to be reducing their meat consumption

Millennials are most willing to pay a premium for better tasting food

Eating and dietary habits survey highlights

Working life

Baby boomers list self-expression as top priority in the workplace

Argentinians value work-life balance most

Gen X places most priority on job security when seeking employment

Argentinians expect to work from home in the future

Working life survey highlights

Health and wellness

Consumers in Argentina enjoy walking or hiking to exercise

Baby boomers prefer meditation to alleviate stress

Argentinians consider health and nutritional properties the most influential healthy food

Gen Z most frequently visits health-related or medical sites

Health and wellness survey highlights

Shopping and spending

Argentinians like to find bargains

Gen X are the most brand-conscious generation

Gen Z wants unambiguous product labels

Baby boomers most likely to repair, not replace, broken items

Argentinians often share/swap items or services

Gen Z are most willing to share products on social media

Consumers in Argentina highly trust their friends' and family's recommendations

Argentinians expect to spend more on travel and holidays

Baby boomers are most concerned about their finances

Shopping and spending survey highlights

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