

Consumer Values and Behaviour in Peru

Market Direction | 2024-06-11 | 58 pages | Euromonitor

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Report description:

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

Euromonitor's Consumer Values and Behaviour in Peru 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.

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.

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Scope

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Consumer values and behaviour in Peru

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
While at home, consumers in Peru frequently connect virtually with friends or family
Safe location is the most desired home feature
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
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
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
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
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
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
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
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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