

## **Megatrends in Mexico**

Market Direction | 2024-10-01 | 78 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 10 focus megatrends, and insights as to how each trend has manifested in Mexico.

Euromonitor's Megatrends in Mexico 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.

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Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends Framework

Digital Living is shaping Mexico's consumers values and behaviours

Convenience

Rappi to introduce ultra-fast delivery service in Mexico

Mexicans rely on digital tech to facilitate everyday tasks

Consumers seek more flexible travel and work arrangements

Shoppers enjoy the immediacy of stores versus ordering online

Online shoppers appreciate the flexibility and variety of e-stores

Younger consumers seek more convenient alternatives to cooking from scratch

Digital living

Mexican start-up kAI launches smart personal assistant and AI-powered task manager

Millennials lead the way in digital tech use

Consumers continue to be concerned about data privacy

Millennials are the most receptive to personalised offers

Mexicans turn to people they know for recommendations

Consumers expect a return to face-to-face activity post-pandemic

Diversity and inclusion

Marias Gamesa's 'Imperfect Motherhood' campaign pays homage to mothers

Gen X and Gen Z are the most likely to voice their opinions online

Millennials are the most politically active cohort

Mexicans are paying more attention to inclusivity

Consumers are holding companies and brands to account

Experience more

Porsche launches its 'Porsche Now' experience in Mexico City

Socialising, both in person and online, is crucial for Mexicans

Mexicans enjoy an all-inclusive holiday experience

Millennials are the most eager for tailored experiences

Personalisation

Sky Mexico launches Sky+, an AI-powered personalised streamed entertainment service

Consumers weigh up data protection concerns with a desire for personalised offers

Millennials value the opportunity to express themselves

Premiumisation

Cargill relaunches Pingo dog food brand in Mexico with a more premium positioning

Aspirational consumers seek unique products and services

Millennials feel the most financially secure

Quality stands out as a key priority when it comes to home care

Pursuit of value

TJX partners with Grupo Axo to develop off-price fashion retail in Mexico

Mexican consumers are price sensitive

Shoppers continued to be impacted by the cost-of-living crisis

Frugal consumers join the repurposing movement

Mexicans expect to save more in future

Shopper reinvented

Oxxo convenience stores introduce contactless payments

Young consumers trust celebrity-endorsed brands

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Stores are still the preferred option for most types of purchase  
Mexicans are more likely than globally to follow brands on social media  
Millennials start to embrace social commerce  
Sustainable living  
Neko makes solar energy accessible to consumers and small businesses  
Mexicans want to play a part in protecting the planet  
Older consumers are the most eager to recycle and repair  
Water conservation is a crucial issue in drought-prone Mexico  
Mexicans take political and social issues seriously  
Eco-conscious consumers favour biodegradable and recyclable packaging  
Wellness  
Functional sports drink Prime Hydration celebrates its Mexican launch  
Meditation is a highly popular way to relieve stress  
Mexicans are linking health and wellness with better nutrition  
Consumers continue to be concerned about personal safety post-pandemic  
Leverage the power of megatrends to shape your strategy today

## Megatrends in Mexico

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