

## **Argentina: Consumer Profile**

Market Direction | 2025-01-21 | 45 pages | Euromonitor

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### **Report description:**

Population growth in Argentina remains steady and has resulted in a rapid urbanisation rate, making it among the most urbanized countries in Latin America. Generation Z consumers remain the most influential cohort, while Gen Alpha will enjoy increased purchasing power in the future. Hyperinflation continues to be a major issue in the country, driving a cost of living crisis and rising living cost.

Euromonitor's Argentina: Consumer Profile 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 Lifestyles 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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Key drivers affecting consumers in Argentina in 2023

How developments today shape the consumers of tomorrow

Many Argentinians are overweight, and the obesity rate is set to increase further

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Safe location is the top home feature to Argentinians, as crime rates in urban areas increase

When buying household essentials, value for money remains key

Key takeaways

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