

Consumer Values and Behaviour in Argentina

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Abstracts

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 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 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.

Contents

Scope

Consumer values and behaviour in Argentina

Consumers are troubled by the escalating expenses associated with everyday goods

Baby boomers feel comfortable expressing their identity with friends and family

Argentiniens like to try new products and services

Millennials are most active when it comes to extensive research on the product they buy

Argentiniens are more optimistic about their finances than their global counterparts

Baby boomers look forward to having more spare time

While at home, consumers in Argentina socialise and exercise

Safe location is the most appreciated home feature among Argentinian households

Argentiniens prefer to cook or bake a dish themselves

Argentiniens enjoy cooking less than their global counterparts

Busy millennials have the least time for cooking

63% OF ARGENTINIAN CONSUMERS LOOK FOR HEALTHY INGREDIENTS IN FOOD AND BEVERAGES

Baby boomers expect to arrange their own preferred working hours

Salary is the highest work priority in Argentina, especially for millennials

Maintaining a clear boundary between professional and personal life is important

Constant virtual interaction with friends remains high

Millennials are most keen to study or listen to a lecture online

Relaxation while traveling is very important for Argentiniens

Gen Z are least likely to look for value for money in Argentina

Consumers in Argentina engage in walking or hiking

Younger generations practice weight lifting/strength training

Consumers in Argentina are interested in meditation

More than half of Argentinian consumers worry about climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Baby boomers are the most active green generation in Argentina

Consumers actively express their views on social media

Due to soaring inflation Argentiniens are actively looking for bargains

Older generations are most affected by the need for cost savings

Reputable brands remain top of the list

Gen X consumers are most attracted by well known brands

Argentiniens subscribe to digital platforms for streaming content

Consumers are planning to continue spending on health and wellness as top priority

Gen Z foresee increasing spending on education the most
With booming inflation , Argentinians are concerned about their current financial situation
Younger generations say that their liabilities exceed assets
Gen Z expects to save more money
Consumers in Argentina actively manage data sharing and privacy settings
Half of baby boomers state that tailored promotions utilising their search are intrusive
Messaging apps or platforms integral part of online presence
Millennials are most active in watching videos online at least weekly
Millennials regularly write reviews and buy products online
Argentinians follow or like companies' social media feeds or posts
Gen X are most likely to talk to customer service online

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