

Consumer Values and Behaviour in Chile

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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 Chile 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 Chile

Consumers in Chile are facing increasing prices and rising costs

Gen X and millennials are most concerned about rising prices of everyday items

Chilean consumers also enjoy experimenting with novel goods

Over half of consumers in Chile indicate they have to trust the company they buy from

More than half of Chilean consumers are expecting to live better in the future

Baby boomers least optimistic about their finances

While at home, consumers in Chile happy to connect with friends or family virtually

Safe location is the most appreciated home feature among Chileans

Chileans cook or bake for themselves at least weekly

Only a small share indicate they prefer to order food over cooking

Busy millennials least able to find time for cooking

Chileans look for healthy ingredients in food and beverages

Work-life balance is a priority for Gen X

Chileans primarily value job security

Chilean Gen Zs expect training and learning opportunities in their careers

Consumers in Chile interact with their friends virtually; more than half at least weekly

Gen Z most engaged with their friends online

Chileans prioritise getting the best return on money spent when travelling

A third of baby boomers in Chile choose nature for their vocation

Half of consumers in Chile are physically active; walking, hiking and jogging weekly

Cycling seems to be a most appealing sport for millennials

Meditation an important stress reduction tool for Chileans

Chilean consumers are worried about climate change

Consumers actively engaged in adopting more sustainable behaviours

Chilean consumers motivated to utilise packaging that is environmentally sustainable

Gen X is most vocal about their views on social media

Third of consumers admit they browse stores even if they do not buy anything

Gen X most motivated to look for bargains

Consumers in Chile are willing to buy second-hand or previously-owned items

A third of millennials consistently look for products with private labels and lower prices

Chileans subscribe to digital platforms for streaming content

Consumers in Chile plan to increase spending on education

Gen Z in Chile have inclination to be experience seekers

Consumers are concerned regarding their current financial state

Less than a third of Chilean consumers indicate they sometimes rely on credit cards

Younger generations expect to increase overall spending
Chilean consumers actively manage data sharing and privacy settings
Baby boomers in Chile do not approve targeted ads
Consumers employ messaging or communication applications
Millennials are the biggest YouTubers
Gen Z most interested to use technology for their health
Nearly one third of consumers make purchases via social media platforms
Gen Z most likely to purchase an item through social networking sites

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