

Consumer Values and Behaviour in Colombia

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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 Colombia 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 Colombia

Most Colombian consumers take health and safety precautions when they leave home

Baby boomers the most comfortable with expressing their identity to their social circles

Consumers in Colombia enjoy exploring and trying new brands and offerings

Millennials desire uniquely personalised goods and services far more than other generations

Consumers are optimistic that their happiness will increase

Gen Z is the most optimistic generation in Colombia

While at home, consumers in Colombia most regularly spend their time socialising online

Consumers in Colombia prefer to cook their own food

Consumers in Colombia who don't cook have someone in their household who does

Millennials say they don't have time to cook

A safe location is the most appreciated home feature among Colombian consumers

Most consumers in Colombia seek out healthy ingredients in food and beverages

Gen X expect to have a job that allows for a strong work-life balance

Colombian consumers primarily seek job security

Most Colombians keep their personal and professional lives separate

Consumers frequently socialise online

Gen X and millennials prefer to socialise in person

Colombians prioritise relaxation when travelling

Gen X prefers all-inclusive options when travelling

Colombians enjoy calmer exercise like walking or hiking

Most baby boomers walk at least once a week

Most Consumers have meditated to relieve stress

Colombian consumers are feeling uneasy about the effects of climate change

Consumers are actively aware of their environmental impact, especially baby boomers

Colombians prefer to use sustainable packaging

Baby Boomers are Colombia's most vocally opinionated generation online

Consumers in Colombia enjoy discovering good deals

Gen X prefers quality over quantity

Consumers consistently search for established brands

Baby boomers are the most brand-conscious generation

Consumers subscribe to digital streaming platforms

Colombians expect to spend more on holidays

Gen Z foresees increased spending on education the most

Few consumers rely on government subsidies

Gen X is most concerned about their financial situation

Younger generations expect to increase their savings

Consumers in Colombia are proactive in managing their data sharing and privacy settings

When it comes to online reputation, millennials are the most concerned about it

Communication is the most frequent online activity

Older generations regularly use online banking

Millennials enjoy online shopping more than other generations

Colombians more likely to interact with companies on social media than other countries

Millennials most inclined to buy something via social media platforms

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