

Consumer Values and Behaviour in Mexico

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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 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 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 Mexico

Consumers in Mexico take safety measures before stepping out of their house

Older generations most concerned about rising unit prices

Mexican consumers prefer to explore innovative products and services

Millennials do extensive research into the products and services they consume

Mexican consumers strongly believe they will experience greater happiness in the future

All generations believe their quality of life in terms of happiness will increase in the future

While at home, consumers frequently connect with friends or family online

Safe location - the most desired home feature

Strong majority of Mexicans prefer preparing their own meals

Not having time to cook deemed as greatest barrier to cooking at home

Gen X say that someone else living with them is in charge of making their meals

Over half of Mexicans prioritise healthy ingredients in food and beverages

Mexicans indicate they wish to be able to manage their work-life balance effectively

Consumers in Mexico primarily prioritise having a sense of security in their careers

Mexicans say they maintain a clear separation between their professional and personal life

No preference in socialising either online or face to face for Mexicans

Millennials most active generation in terms of monthly leisure activities

Consumers' top travel motivation - getting the best return on money spent

Gen X have the biggest wish list for important features when travelling

Weekly walk or hike the most frequent exercise habit in Mexico

Younger generations enjoy team sports and group activities

Mexicans are interested in meditation to improve wellbeing

Mexican consumers are worried about climate change

Older generations living by example in terms of positively impacting the environment

Consumers motivated to employ eco-friendly materials for packaging

Mexicans use social and political media to share their views

Mexicans eager to explore stores and malls in order to find the best offerings

Older generations enjoy visiting malls even when they have no intention of buying anything

Consumers in Mexico look for reputable or easily recognised brands

Older generations attempting to lead a simplified lifestyle and only buy what is needed

Mexican consumers subscribe to online platforms for streaming media

Consumers planning to decrease spending on experiences over tangible items

Younger generations committed to spending money to upskill themselves

Consumers in Mexico are satisfied with their current financial standing

Gen Z consumers only slightly concerned about their financial position

Younger generations expect to increase their savings

Mexicans proactively oversee the sharing of data and privacy preferences

Less than half of Gen Z concerned with actively managing their data and privacy settings

Consumers in Mexico utilise platforms for communicating digitally almost daily

Less than half of Gen Z consumers use online banking on weekly basis

Reading reviews from peers a frequent online activity among most Mexican consumers

Consumers engage with businesses' social media content

Millennials most likely generation to purchase brands directly from social media platforms

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