

Megatrends in Argentina

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends, and insights as to how each trend has manifested in Argentina.

Euromonitor's Megatrends 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 Megatrends 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.

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The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Bitso offers Argentinians the ability to make crypto-enabled QR code payments

More than half of consumers regularly play video games

Argentinians are less likely than their global counterparts to manage data privacy settings

Millennials are the most likely to share data in return for offers

Friends and family remain the most trusted sources of information

Return to face-to-face activities expected post-pandemic

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Argentinians appreciate all types of experience

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Relaxation and nature are the most sought-after travel features

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Iniciativa Imagine promotes sustainable travel within Argentina

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Baby boomers are the most invested in locally-sourced products

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FGC Fuels Marketing aims to revolutionise the forecourt experience

Despite e-commerce growth, most purchases are still made in-store

Social channels are playing a greater part in the path to purchase

Millennials are the most likely to engage with brands via social media

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Argentiniens are eager to play their part in protecting the environment

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Argentiniens seek healthier food ingredients

Meditation is the most common antidote to stress

Argentiniens lag behind global peers in health tech

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