

# Megatrends in Chile

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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 Chile.

Euromonitor's Megatrends 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 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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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Appcar simplifies the car rental process and creates income opportunities

More than half of Chileans regularly play video games

Consumers are generally protective of their personal data

Gen Z are the most likely to freely share personal information

Friends and family remain the most trusted source of information

Return to in-person activities expected post-pandemic

Experience more

Falabella opens exciting new dining and entertainment space in Santiago shopping mall

Millennials are the most willing to spend money on experiences

Online socialising is more common than meeting in person post-pandemic

Relaxation and nature are the most sought-after travel features

Millennials are the keenest to resume in-person activities

Middle class reset

IKEA addresses demand for functional and affordable furniture with first Chilean store

Consumers seek bargains amid belt-tightening

Repurposing gains traction as a way to make savings

Baby Boomers are the most likely to cut down on overall purchases

Premiumisation

Carozzi extends its classic treat brands into the ice cream category

Most Chileans yearn for a simpler life

Consumers remain confident about their long-term investments

Quality is a high priority in all categories

Shifting market frontiers

Ripley.com provides digital sales platform for local businesses

Chileans continue to see more international brands, despite trading difficulties

Baby Boomers are the most focused on supporting local business

Shopping reinvented

Online supermarket JOKR expands in Santiago

E-commerce is most common for electronics

Social commerce is on the rise

Younger generations are engaging with brands via social media

Sustainable living

Walmart Chile store begins growing its own greens using on-site hydroponics system

Chileans are eager to play their part in protecting the environment

Reducing plastics use is the top environmental concern

Consumers are keen to make their voice heard

Biodegradable packaging is seen as most sustainable

Wellness

Mycobites adds to its range of ready-to-eat mushroom-based foods

Chileans seek healthier ingredients in food

Meditation is the most common antidote to stress

Chileans continue to lag behind global peers in health tech

Consumers remain cautious about health and safety post-pandemic

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