

Megatrends in Mexico

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Abstracts

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 megatrends and insights as to how each trend has manifested in Mexico.

Euromonitor's Megatrends 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 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

Convenience

FEMSA launches new drive-through coffee shop concept

Tech is being used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

Shoppers want to be able to buy on the spot

Variety and convenience drive e-commerce demand

Millennials are the most likely to lack time for cooking

Digital living

Astranis partners with Apco Networks to expand broadband to rural communities

Video gaming is very popular among Mexico's youth

Consumers are protective of their personal data

Millennials are most eager to share data for personalised offers

Friends and family remain the most trusted information source

Consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

Clip promotes financial inclusion by enabling the unbanked to make digital payments

Baby Boomers are the most vocal about social and political issues

Millennials want to change the world for the better

Mexicans generally feel comfortable expressing their identity

Shoppers pay attention to brand values

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Mexico sees the launch of its first metaverse shopping mall

Mexicans enjoy socialising both on- and offline

Relaxation is key priority when choosing a holiday destination

More consumers value real world than online experiences

Personalisation

IPSY launches its personalised beauty subscription service in Mexico

Millennials are the most partial to virtual experiences

Mexicans enjoy tailored experiences

Premiumisation

Aromatel Rinde + launches premium dilute-at-home detergent

Most Mexicans want a simpler life

Millennials have the most confidence in their investments

Health, quality and comfort are prized attributes

Pursuit of value

Dollar General arrives in Mexico, enabling households to make cost savings

Baby Boomers are the most frugal cohort

Shoppers are worried about rising living costs

Mexicans are embracing the circular economy

Shoppers seek ways to make their money go further

Shopper reinvented

OXXO opens Latin America's first fully digital convenience store

Consumers seek customised experiences

Mexicans still prefer to make purchases in-store

S-commerce gains traction as part of the move towards omnichannel

Gen Z are the most likely to shop on social media

Sustainable living

Kimberly-Clark launches flushable, biodegradable sanitary protection products

Consumers are keen to play a part in protecting the environment

Mindful consumption is on the rise

Reducing plastics use tops the list of green activities

Consumers are keen to make their votes count

Biodegradable packaging is considered the most sustainable

Wellness

Mexican mental wellness app Yana is relaunched with AI functionalities

Meditation is the leading antidote to stress

Millennials exercise the most

Consumers continue to take precautions in the post-pandemic era

Leverage the power of megatrends to shape your strategy today

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