

Consumer Lifestyles in Mexico

June 2024

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Consumer landscape in Mexico 2024

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Personal traits and values

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Consumers in Mexico enjoy exploring new brands

Voice of the consumer (1)

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Personal traits and values survey highlights

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Home life and leisure time

Keeping a clean and tidy house top home activity among all Mexican generations

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Voice of the consumer (2)

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Home life and leisure time survey highlights

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Eating and dietary habits

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Eating and dietary habits survey highlights

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Working life

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Voice of the consumer (4)

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Working life survey highlights

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Health and wellness

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Meditation is the most routine stress-reduction activity

Mexicans consider health and nutritional value to be the most influential product feature

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Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Mexico always on the look out for the best deals

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Mexican consumers strongly supporting extended product lifecycles

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Voice of the consumer (5)

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Consumers primarily trust friends and family recommendations

Voice of the consumer (6)

Consumers in Mexico expect to spend more on education

All generations feeling comfortable with their current finances

Shopping and spending survey highlights

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