



Consumer Lifestyles in Argentina

June 2024

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Consumer landscape in Argentina 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents take health and safety precautions when they leave home

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Consumers in Argentina feel comfortable expressing their identity with friends and family

Argentinian consumers enjoy trying new products

Younger Argentinians are more optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Gen Z more likely to be studying than socialising online when at home

Argentinian consumers enjoy face-to-face interactions

Millennials prefer homes with an outside space

Argentinians would much rather buy a home in a safe location

Argentinian travellers seek to relax and unwind

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

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Millennials' busy schedules keep them from cooking

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Baby boomers most likely to be reducing their meat consumption

Millennials are most willing to pay a premium for better tasting food

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Baby boomers list self-expression as top priority in the workplace

Argentinians value work-life balance most

Gen X places most priority on job security when seeking employment

Argentinians expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Argentina enjoy walking or hiking to exercise

Baby boomers prefer meditation to alleviate stress

Argentinians consider health and nutritional properties the most influential healthy food

Gen Z most frequently visits health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Argentinians like to find bargains

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Gen Z wants unambiguous product labels

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Gen Z are most willing to share products on social media
Consumers in Argentina highly trust their friends' and family's recommendations
Argentinians expect to spend more on travel and holidays
Baby boomers are most concerned about their finances
Shopping and spending survey highlights

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