

# Megatrends in Mexico

November 2023

Table of Contents

## Scope

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

Experience more

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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/megatrends-in-mexico/report](http://www.euromonitor.com/megatrends-in-mexico/report).