

Consumer Lifestyles in Mexico

May 2023

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Voice of the consumer (1)

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Personal traits and values survey highlights

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Home life and leisure time survey highlights

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Consumers pay more attention to the health benefits of the foods they eat

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Eating and dietary habits survey highlights

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Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

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A high percentage of consumers use exercise to maintain their health and wellness

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Health and wellness survey highlights

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Voice of the consumer (2)

Despite pressure on household budgets consumers want good quality products

Consumers seek out personalised and tailored shopping experiences

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns about their current financial situation

Shopping and spending survey highlights

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