



Consumer Lifestyles in Mexico

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Mexico 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Mexico take health and safety precautions when they leave home

Time for children: most prioritised by Gen X families

Older generations prioritise involvement within the community

Consumers in Mexico enjoy experimenting with novel goods and amenities

Baby boomers anticipate having additional leisure time to enjoy personal activities

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and domestic chores most popular home activity among all generations

Millennials most likely to visit and update social network profiles

Garage/indoor parking: Home feature most desired by baby boomers

Urban or inner city location: External feature most desired by Gen X

Mexicans seek to maximise the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Mexico look for healthy ingredients in food and beverages

Millennials claim they do not have time to prepare meals

Consumers cook or bake for themselves

Baby boomers more likely to be diabetic

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen Z employees prioritise feeling comfortable and expressing their identities at work

Consumers want to have a job that enables an equilibrium between work and personal life

Gen X seek to contribute to the growth of a flourishing company

Mexicans would like to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Mexicans participate in walking or hiking

Yoga as a stress-reduction measure enjoyed most among baby boomers

Respondents think health and nutritional properties is the most influential product feature

Younger generations frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Mexico have a fondness for great bargains

Older generations explore shops even if they have no intention of purchasing anything

Gen Z seek niche brands that are hard to find or unique

Baby boomers say that buying eco-conscious products makes them feel good
Consumers often sell used or second-hand items
Younger generations often share their recent purchases on their social networks
Consumers primarily trust friends and family recommendations
Consumers expect to increase spending on health and wellness the most
Gen X are content with the situation of their finances
Shopping and spending survey highlights

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/consumer-lifestyles-in-mexico/report.