Euromonitor International

Consumer Lifestyles in Chile

October 2026

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CONSUMER LANDSCAPE

Consumer landscape in Chile 2026

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Personal traits and values
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Consumers in Chile say their identity is accepted by society
Consumers like to try new products and services
Younger generations are hopeful that they will be happier in future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Connecting with friends or family virtually is a popular Baby Boomers home activity
Consumers in Chile prefer socialising with friends in person
Respondents desire value for money when travelling
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Eating and dietary habits
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Gen Z typically eat snacks at home
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Chileans are willing to pay more for products with superior taste
Eating and dietary habits survey highlights

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Working life
Gen Z value companies that take ethics and social responsibility seriously
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Gen Z seek to receive good training
Consumers expect to work from home in the future
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Health and wellness
Chileans walk or hike for exercise
Sleep aids remain a popular stress-reduction tool among younger generations
Respondents think health and nutritional properties is the most influential product feature
Gen Z are most likely to own a fitness wearables
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Half of consumers in Chile like to find bargains
Older generations regularly buy themselves small treats
Millennials seek products with easy to understand labels
Baby Boomers say they try to repair items instead of purchasing new ones
Chileans often sell used or second-hand items

Gen Z regularly make purchases through a social media channels
Millennials are most likely to buy items online
Consumers in Chile expect to spend more on education and health and wellness
Gen X are most likely to owe more money than they have saved up
Shopping and spending survey highlights

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