



Consumer Lifestyles in Chile

June 2025

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Consumer landscape in Chile 2025

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Personal traits and values

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Older generations actively take health and safety precautions when leaving their homes

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Personal traits and values survey highlights

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Home life and leisure time

Exercising is a popular home activity among Millennials

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Home life and leisure time survey highlights

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Eating and dietary habits

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

Eating and dietary habits survey highlights

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Working life

Millennials prioritise workplace benefits like free food or time for fun

Consumers in Chile want to have a job that allows for a strong work-life balance

Gen Z want to receive a generous income

Chileans expect to work from home

Working life survey highlights

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Health and wellness

Respondents engage in walking or hiking

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

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Health and wellness survey highlights

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Shopping and spending

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Gen Z are willing to buy second-hand or previously-owned items
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Consumers in Chile expect to spend more on education
Gen Z are able to regularly save a portion of their income
Shopping and spending survey highlights

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