



Megatrends in Mexico

October 2024

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Megatrends Framework

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CONVENIENCE

Convenience

CONVENIENCE

Rappi to introduce ultra-fast delivery service in Mexico

Mexicans rely on digital tech to facilitate everyday tasks

Consumers seek more flexible travel and work arrangements

Shoppers enjoy the immediacy of stores versus ordering online

Online shoppers appreciate the flexibility and variety of e-stores

Younger consumers seek more convenient alternatives to cooking from scratch

DIGITAL LIVING

Digital living

Mexican start-up kAI launches smart personal assistant and AI-powered task manager

Millennials lead the way in digital tech use

Consumers continue to be concerned about data privacy

Millennials are the most receptive to personalised offers

Mexicans turn to people they know for recommendations

Consumers expect a return to face-to-face activity post-pandemic

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Diversity and inclusion

Marias Gamesa's "Imperfect Motherhood" campaign pays homage to mothers

Gen X and Gen Z are the most likely to voice their opinions online

Millennials are the most politically active cohort

Mexicans are paying more attention to inclusivity

Consumers are holding companies and brands to account

EXPERIENCE MORE

Experience more

Porsche launches its "Porsche Now" experience in Mexico City

Socialising, both in person and online, is crucial for Mexicans

Mexicans enjoy an all-inclusive holiday experience

Millennials are the most eager for tailored experiences

PERSONALISATION

Personalisation

Sky México launches Sky+, an AI-powered personalised streamed entertainment service

Consumers weigh up data protection concerns with a desire for personalised offers

Millennials value the opportunity to express themselves

PREMIUMISATION

Premiumisation

Cargill relaunches Pingo dog food brand in Mexico with a more premium positioning

Aspirational consumers seek unique products and services
Millennials feel the most financially secure
Quality stands out as a key priority when it comes to home care

PURSUIT OF VALUE

Pursuit of value
TJX partners with Grupo Axo to develop off-price fashion retail in Mexico
Mexican consumers are price sensitive
Shoppers continued to be impacted by the cost-of-living crisis
Frugal consumers join the repurposing movement
Mexicans expect to save more in future

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Shopper reinvented
Oxxo convenience stores introduce contactless payments
Young consumers trust celebrity-endorsed brands
Stores are still the preferred option for most types of purchase
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Sustainable living
Neko makes solar energy accessible to consumers and small businesses
Mexicans want to play a part in protecting the planet
Older consumers are the most eager to recycle and repair
Water conservation is a crucial issue in drought-prone Mexico
Mexicans take political and social issues seriously
Eco-conscious consumers favour biodegradable and recyclable packaging

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Wellness
Functional sports drink Prime Hydration celebrates its Mexican launch
Meditation is a highly popular way to relieve stress
Mexicans are linking health and wellness with better nutrition
Consumers continue to be concerned about personal safety post-pandemic
Leverage the power of megatrends to shape your strategy today

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