



**Euromonitor  
International**

# Consumer Values and Behaviour in Argentina

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Argentina

## PERSONAL TRAITS AND VALUES

Argentine consumers are worried about the soaring prices of everyday items

Older generations take health and safety precautions when leaving the home

Consumers are inclined to experiment with new merchandise and offerings

Baby Boomers like to buy from companies and brands they trust

Consumers expect they will be better off financially in the next five years

Younger consumers expect they will be happier in the next five years

## HOME LIFE

While at home, consumers in Argentina connect with friends or family virtually

## COOKING AND EATING HABITS

Argentine consumers show a strong preference for home cooking and baking

Over 20% of Argentinians state they do not have time to cook

Older generations are less inclined to cook their own meals

Over half of Argentinians look for healthy ingredients in food and beverages

## WORKING LIFE

Over half of Millennials look for a strong work-life balance

Earning a high salary is a top priority for many Argentinians

Argentinians claim to keep their professional and personal lives distinctly separate

## LEISURE

Consumers socialise with friends through digital means

Older generations are more likely to connect with friends in person

Value for money is a top consideration for Argentinians while traveling

Baby Boomers favour both safety and relaxation

## HEALTH AND WELLNESS

Most Argentinians engage in frequent walking or hiking

Younger generations engage the most in weight lifting/strength training

Almost half of Argentinians are interested in meditation to improve wellbeing

## SUSTAINABLE LIVING

Argentinians express concern over the impact of climate change

Consumers actively engage in reducing plastic use

Baby Boomers are motivated to repair broken items

Over 40% of Argentinians share their opinions on social and political issues

## SHOPPING

Over half of consumers in Argentina like to find bargains

Older generations like to browse in stores even if they do not need to buy anything

Many consumers try to lead a minimalist lifestyle

Older generations are more likely to avoid buying new items unless necessary

Over half of consumers subscribe to online platforms for streaming media

## SPENDING

Many consumers in Argentina would like to increase spending on travel/holidays

Generation Z foresee increasing spending on clothing and footwear the most

40% of consumers show apprehension regarding their current financial condition

Older generations are more likely to rely on credit cards and account over drafts

Younger Argentinians intend to increase savings over the next 12 months

## TECHNOLOGY

Almost half of consumers control the sharing of data and manage privacy settings

Younger generations prefer to communicate online

Many consumers in Argentina utilise messaging apps and platforms

Older generations are less likely to access bank accounts online

Younger consumers are more likely to buy an item or service online

Many Argentinians engage with businesses' social media content

Younger generations contribute to product promotion by sharing content about them online

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-values-and-behaviour-in-argentina/report](http://www.euromonitor.com/consumer-values-and-behaviour-in-argentina/report).