



Argentina: Consumer Profile

January 2025

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Key drivers affecting consumers in Argentina in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Argentinians concentrated in cities in a search of better life

Today: Regardless of economic hardship, Argentina remains an attractive country to migrate to

Many Argentinians are overweight, and the obesity rate is set to increase further

Tomorrow 2040: Older population to make up a bigger portion as life expectancy increases

Tomorrow: Gen A expands fast, nearly matching the most influential cohort, Gen Z

Tomorrow: Megacity Buenos Aires will keep attracting migrants

Opportunities for growth

Case study: Cormos aims to manage 30% of Argentina's health appointments digitally by 2025

HOUSEHOLDS AND HOMES

Today 2023: Couples with children remain the highest spending household type

Today: Single person households continue to increase in importance in Argentina

Safe location is the top home feature to Argentinians, as crime rates in urban areas increase

Tomorrow 2040: Average household size set to shrink as family size becomes smaller

Tomorrow: Traditional gender roles remain more rooted in Argentina than in the rest of LATAM

Tomorrow: More households connected, but many non-family units remain without broadband

Opportunities for growth

Case study: SUBE Digital enables mobile payments on public transportation

INCOME AND EXPENDITURE

Today 2023: High inflation is eating into discretionary spending

Today: Argentinians plan to cut overall spending, as hyperinflation inflates the cost of living

Today: More Argentinians are planning to shop at discount stores to make ends meet

Tomorrow: The lowest income class is set to remain notably smaller than in the rest of LATAM

Tomorrow: Although far from disappearing, the gender pay gap is expected to narrow

Tomorrow: Consumer expenditure set to grow, but more slowly than the regional average

Opportunities for growth

Case study: Carrefour Argentina relaunches its app for more personalised discounts

LIFESTYLES

Key findings: Consumer survey

When buying household essentials, value for money remains key

Today: With tighter budgets, Argentinians buy less and look for bargains

Today: Argentinians more likely to reduce plastic and water use than the global average

Today: Despite concerns over finances, Argentinians have optimistic outlook for the future

Today: Argentinians prioritise a high salary followed by work-life balance

Opportunities for growth

Case study: The Glow Factor offers functional skin care products with a sustainable vision

CONCLUSION

Key takeaways

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