

Consumer Lifestyles in Chile

November 2022

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CONSUMER LIFESTYLES IN CHILE

Consumer landscape in Chile 2022

Life priorities

Finding time for themselves is a priority for Chileans

Prioritising time for favourite activities comes above time for work

Chileans like to stand out from the crowd and be distinct from others

Curated experiences are valued by all generations

Consumers like to try new products and services from researched and trusted brands

Millennials more focused on fully researching products they use

Home life

Chileans have higher rates of home working than the global average

Baby boomers regularly connect with family and friends online

Proximity to public transport is more important to older generations

Eating habits

Chileans eat less ready-prepared food than their global counterparts

Low price is an important feature for Chilean consumers

Millennials are leading the way to a more flexitarian diet

Chileans more likely to enjoy a post-dinner snack at the weekends

Generation Z have a more relaxed approach to mealtimes

Working life

A job that offers a strong work-life balance ranks above job security

Being able to work from home gains more importance with age

High salaries are more important than job security to younger cohorts

Expectations of flexibility and home working exceed global averages

A high proportion of Baby Boomers expect to work from home

Leisure habits

Millennials socialise more in-person than other generations

Chileans enjoy regular leisure shopping trips

Millennials are more actively engaged in leisure pursuits than other cohorts

Over half managed at least one domestic leisure trip in the last 12 months

Shopping opportunities are least important travel feature for Chileans

Relaxation is the most important travel feature for all generations

Health and wellness

Women take health supplements/vitamins more frequently than men

Cycling and running popular regular exercise routines for over a quarter of Chileans

Millennials are most active regular exercisers

Sleep aids appeal more to Chileans than global average

Meditation most popular stress-relief across all generations

Sustainable living

Over two thirds of Chileans are worried about climate change

Older generations working harder to have a more positive impact on the planet

Reducing the use of plastics is a top environmental concern

Using sustainable packaging is a top green activity, especially for Boomers

Consumers are community-minded and share their opinions on media

Baby Boomers make their buying decisions based on brands/companies' beliefs

Shopping habits

Consumers are focusing on buying less to afford better quality products

Gen X are more focused on buying fewer items to afford higher quality things

Consumers are most influenced by friends and family recommendations

Product label information is more important to Baby Boomers

Consumers are motivated by the convenience of subscription services

Baby Boomers particularly like the convenience provided by subscription services

Consumers shop in-store to see and try and for immediate purchase
Baby boomers far more motivated than other cohorts by seeing/trying first
Best price and immediate purchase the biggest motivators to shop online
Generation Z more motivated to shop online by free shipping and best price
Spending habits
Consumers have mixed intentions on future spending on travel and holidays
Nearly half of consumers intend to spend less over the next 12 months
Technology
Low level of consumers will freely share their personal information online
Millennials highly engaged online but actively manage their data sharing and privacy
A high percentage of consumers own a gaming system console
Consumers have embraced wearable technology of all types
Chileans are very active browsing online and updating social networks
Over half of Generation Z take part in online video gaming every week

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