



Consumer Lifestyles in Peru

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Peru 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

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Consumers in Peru enjoy experiencing cultures other than their own

Baby Boomers value real world experiences

Gen Z expect their life will be better in future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and other domestic chores a leading home activity among older generations

Baby Boomers most frequently check or refresh profiles on social media

Multifunctional space – most desired home feature by Gen X

Safe location – most desired external feature by Gen X

Respondents desire to unwind when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Gen Z most likely to be allergic or intolerant to certain foods

Gen Z most likely to claim they do not have time for cooking

Consumers in Peru cook or bake for themselves

Many Baby Boomers prefer to avoid meat or fish

Peruvians are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Baby Boomers prioritise want to work where ethical and social responsibility is emphasised

Consumers desire to have a job that allows for a strong work-life balance

Millennials seek to have the opportunity to work or travel abroad

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Many Peruvians engage in walking or hiking

Herbal remedies among the most popular stress-reduction measure for Millennials

Health and nutritional properties the most influential product feature among Peruvians

Younger generations regularly use an app to track their health and fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers have a fondness for bargains

Baby Boomers do not mind buying inexpensive items that will not last for a long time

Gen Z regularly buy gifts for family and friends

Baby Boomers make an effort to support local suppliers
Consumers in Peru often donate used items to a charity or non-profit
Older generations often help promote products by sharing
Consumers in Peru highly trust friends and family recommendations
Peruvians set to increase spending on education the most
Millennials are satisfied with their current financial standing
Shopping and spending survey highlights

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