



Euromonitor  
International

# Consumer Values and Behaviour in Peru

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## CONSUMER VALUES AND BEHAVIOURS IN PERU

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Peru

### PERSONAL TRAITS AND VALUES

Consumers in Peru have complex ideals, preferences and concerns

Baby Boomers say that their identity is acknowledged and embraced by the broader society

Peruvians like to try new products and services

Baby Boomers only purchase items from companies and brands that they trust

Consumers in Peru say it is likely that they will experience greater happiness in the future

Gen Z anticipate an improvement in their financial situation

### HOME LIFE

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

Safe location is the most appreciated home feature among Peruvians

### COOKING AND EATING HABITS

Peruvians prefer to cook or bake dishes for themselves

Consumers in Peru claim to be too busy to prepare meals

Younger generations express a dislike for preparing meals

Consumers look for healthy ingredients in food and beverages

### WORKING LIFE

Baby Boomers expect to have a job that allows for a strong work-life balance

Consumers primarily desire to guarantee a sense of safety in career

Employees in Peru maintain a clear separation between their professional and personal life

### LEISURE

Consumers connect with friends through digital means

Younger generations take class/attend lectures in-person

Consumers in Peru primarily seeking to unwind when travelling

Gen X expect unwinding options when travelling

### HEALTH AND WELLNESS

Consumers engage in walking or hiking

Younger generations cycle or ride a bike for sport

Peruvians are interested in meditation to improve wellbeing

### SUSTAINABLE LIVING

Consumers are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to employ eco-friendly materials for packaging

Consumers in Peru share opinion on social/political issues on social media

### SHOPPING

Consumers in Peru enjoy discovering good deals

Older generations enjoy visiting shopping malls

Peruvians regularly seek strong or well-known brands

Millennials regularly seek private label and low-cost products

Peruvians subscribe to online platforms for streaming media

### SPENDING

Consumers set to increase spending on education  
Gen Z set to increase spending on new technology the most  
Consumers are comfortable with their current financial situation  
Baby Boomers the most concerned about their current financial standing  
Younger generations expect to increase overall spending

## TECHNOLOGY

Peruvians take an active role in controlling the sharing of data and managing privacy settings  
Younger generations prefer to communicate via the internet  
Peruvians employ messaging or communication applications  
Millennials regularly compare prices online  
Baby Boomers frequently visit online health-related/medical sites  
Consumers engage with businesses' social media content  
Millennials engage with businesses' by providing feedback via social media

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