



Euromonitor
International

Chile: Consumer Profile

October 2024

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INTRODUCTION

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Key findings

Key drivers affecting consumers in Chile in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Millennials the most influential cohort in highly urbanised Chile

Today: Population ageing as birth rate is low and average life expectancy increases

Today: Female population has a high level of obesity, and this is set to further grow

Tomorrow 2040: Median age will shift up by almost a decade

Tomorrow: The power and role of Gen Z and A to increase significantly

Tomorrow: Continued concentration of the population in the capital Santiago

Opportunities for growth

POPULATION AND SOCIETY

Case study: MeyDey app offers health service management on a mobile phone

HOUSEHOLDS AND HOMES

Today 2023: While household size has decreased, couples with children still dominate

Today: The share of single person households is growing significantly

Today: Safety the most desirable home feature for Chileans

Tomorrow 2040: Growth of single person households expected to slow down

Tomorrow: Chile to rely on traditional gender roles more than in other LATAM countries

Tomorrow: Almost all households are forecast to be connected to a broadband

Opportunities for growth

Case study: Plant-based food company NotCo allies with food waste reduction GoodMeal app

INCOME AND EXPENDITURE

Today 2023: Growing cost of living hits lowest-income households

Today: More than half of Chileans planning to cut spending as costs increase

Today: Millennials and Gen X concerned about finances; Gen Z most likely to increase spending

Tomorrow 2040: Stronger middle class compared to the rest of LATAM

Tomorrow: Disposable income set to increase faster than the regional average

Tomorrow: With almost half of consumer spending, the capital to remain the core market

Opportunities for growth

Case study: Banco de Chile launches a new digital account with monthly interest payments

LIFESTYLES

Key findings of consumer survey

Today: Value for money most important feature when shopping for household items

Today: Chileans seek out bargains and buy second-hand as the cost of living increases

Today: Baby Boomers most engaged in green activities

Today: Chileans are more concerned about their finances, but most unable to make regular savings

Today: Work-life balance the top priority for all cohorts, except Gen X

Opportunities for growth

LIFESTYLES

Case study: The Paris department store chain launches a circular fashion initiative

CONCLUSION

Key findings

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