Euromonitor International

Unveiling Transformative Megatrends in Latin America

May 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Navigating Euromonitor's megatrends framework for Latin America

INTRODUCTION

Impact of megatrends drivers on Latin America

Euromonitor's Megatrends Quantification Model highlights key trends to prioritise

DIGITAL LIVING IN LATIN AMERICA

As connectivity expands, Latin American consumers are embracing digital solutions

Expanding internet access and young population are fuelling Digital Living in Latin America

Fintechs and the development of AI and AR/VR will drive adoption of digital solutions

Colombian clothing brand enters metaverse to boost personalisation through gamification

COPEC super app: An example of innovation and digitalisation in a traditional industry

Recommendations: How to win

SHOPPER REINVENTED IN LATIN AMERICA

Social media and technology drive the shifts observed in shopping habits

SHOPPER REINVENTED IN LATIN AMERICA

E-commerce is redefining the shopping experience for consumers across Latin America

SHOPPER REINVENTED IN LATIN AMERICA

Balancing act: The continued importance of in-person shopping in a digital age

SHOPPER REINVENTED IN LATIN AMERICA

Pickup Coffee offers affordable prepared beverages through a mobile app

Atmos: A sportswear brand offering unique stores with activity areas and co-working spaces

SHOPPER REINVENTED IN LATIN AMERICA

Recommendations: How to win

CONVENIENCE IN LATIN AMERICA

The convenience revolution: How Latin America is embracing ease and immediacy

Expectations around convenience rise as lifestyle factors drive needs

Access, transaction and possession: Key drivers of convenience in modern consumers

VidaVeg and Mãe Terra collaboration embraces snackification for healthy convenience

Rappi drives loyalty through the convenience of the all-in-one concept

Bluma brings beauty and wellness services to homes, airports and companies

Recommendations: How to win

PURSUIT OF VALUE IN LATIN AMERICA

Price and quality should go hand in hand for Latin American consumers

Shopping behaviour changes and business response in an inflation-hit Latin America

Wiser Wallets: How Latin Americans are redefining smart spending

Cheaf offers short-dated products at a discount to make them accessible

Quilmes freezes price in Argentina and offers free beer in exchange for bottles

Private label Cuisine&Co launches premium ice cream in Chile at an affordable price

PURSUIT OF VALUE

Recommendations: How to win

CONCLUSION

Opportunities for growth

CONCLUSION

Questions we are asking

APPENDIX

Megatrends definitions

Euromonitor innovation

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/unveiling-transformative-megatrends-in-latin-america/report.