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Guía para el
2025

Key Takeaways para fabricantes y Retailers

De consumo cauteloso a ***intencional.***

Estado de los Consumidores

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Redefinición del ahorro

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1 de cada 4 mexicanos percibe que su situación financiera sigue empeorando, y lo atribuyen principalmente al costo de vida.

25% de los consumidores mexicanos dice:

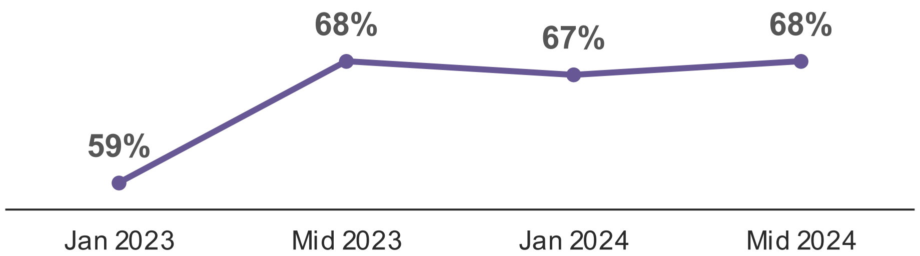
(-6pp vs Mid'23)

"Estoy en **peor situación financiera** este año vs el anterior"

De esos 25%, su situación empeoró por....

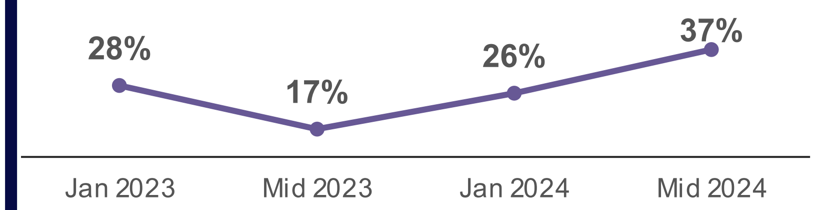
68%

Incremento en el costo de vida



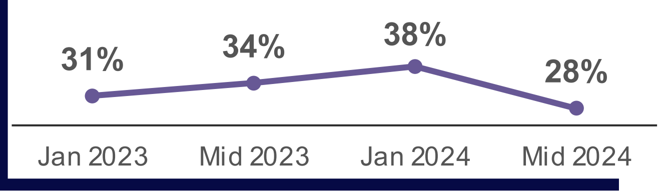
37%

Recesión económica



28%

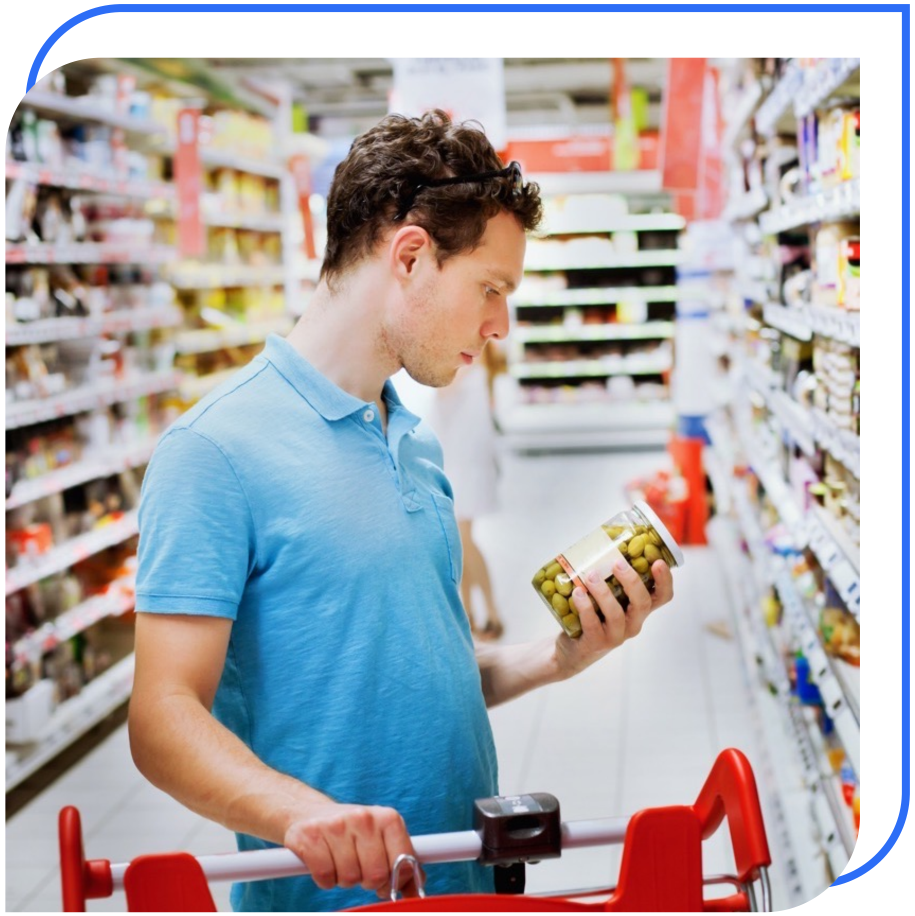
Inestabilidad laboral



El costo de los alimentos es la principal preocupación de los consumidores

Top 10 principales preocupaciones entre los consumidores

% de Mexicanos		*Ranking México*	*Chg*	*Ranking Global*	*Chg*
33%	Aumento en precio de alimentos	**1**	=	1	=
19%	Capacidad de proveer para mi familia	**2**	↑	9	↓
18%	Recesión económica	**3**	↑	3	=
18%	Crisis climática/ambiental	**4**	↓	4	↑
16%	Aumento en costo de servicios (luz, agua, etc)	**5**	↓	2	=
13%	Bienestar personal/Felicidad	**6**	↑	6	↑
13%	Riesgo de delincuencia	**7**	↑	13	=
12%	Seguridad laboral	**8**	=	7	↓
9%	Costo de transporte	**9**	↑	10	↓
8%	Incremento en arriendo/hipoteca	**10**	↓	8	↓



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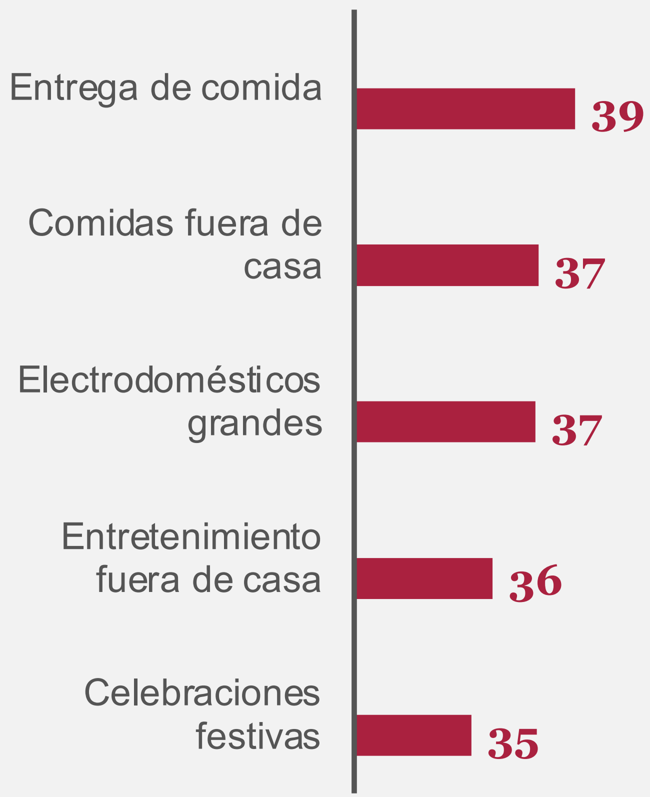
Despriorización de los no esenciales, el plan de los consumidores para manejar sus finanzas en la segunda parte del 2024

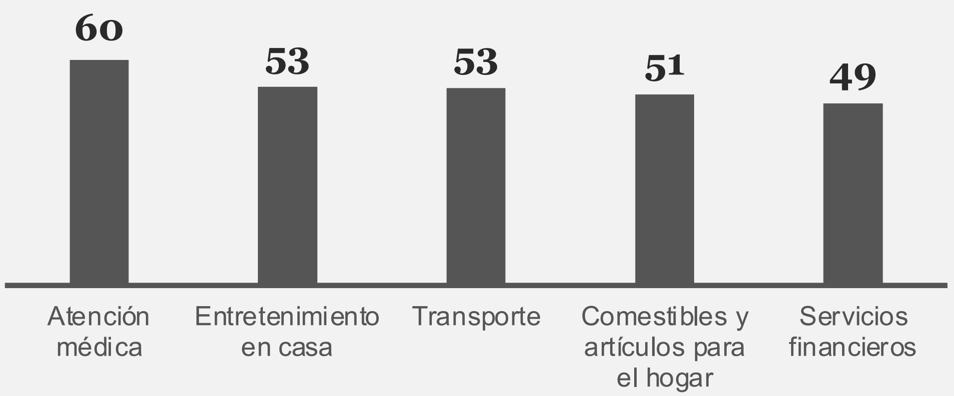
Los consumidores piensan sacrificar el entretenimiento dentro y fuera de casa.

Todos los comportamientos de gasto se intensifican en comparacion al Mid-Year 23.

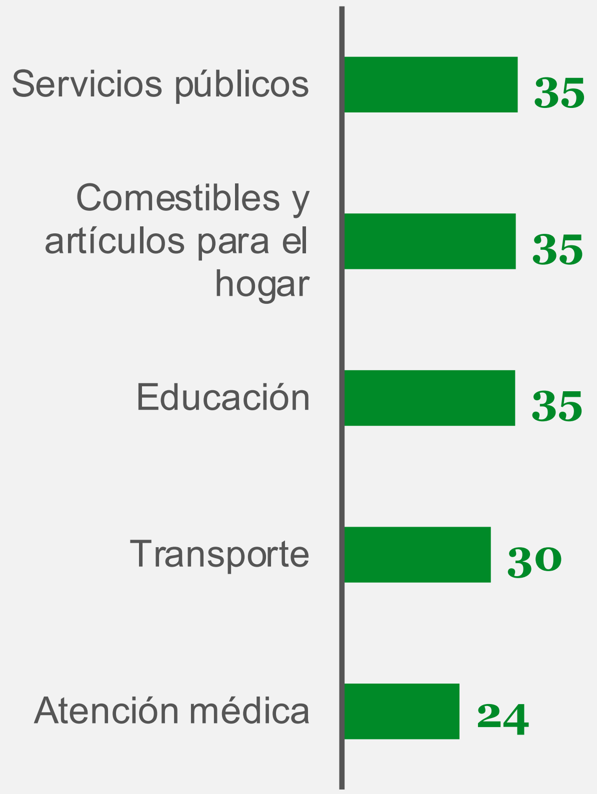
Gastarán menos en



Gastarán lo mismo



Gastarán más en



En la industria FMCG, bebidas alcohólicas y snacking serán las categorías despriorizadas, mientras que productos de necesidad básica permanecen en las prioridades

% QUE GASTARÁN MENOS	
Snacks y confitería	42%
Bebidas alcohólicas	37%
Comida preparada	36%
Alimentos congelados	29%
Bebidas no alcohólicas	22%

% QUE GASTARÁN IGUAL	
Abarrotes	63%
Básicos del hogar	63%
Lácteos	60%
Cuidado personal / Belleza	58%
Bebidas no alcohólicas	56%

% QUE GASTARÁN MÁS	
Frutas / Verduras	42%
Carne fresca	30%
Salud y bienestar	28%
Cuidado personal / Belleza	24%
Lácteos	24%

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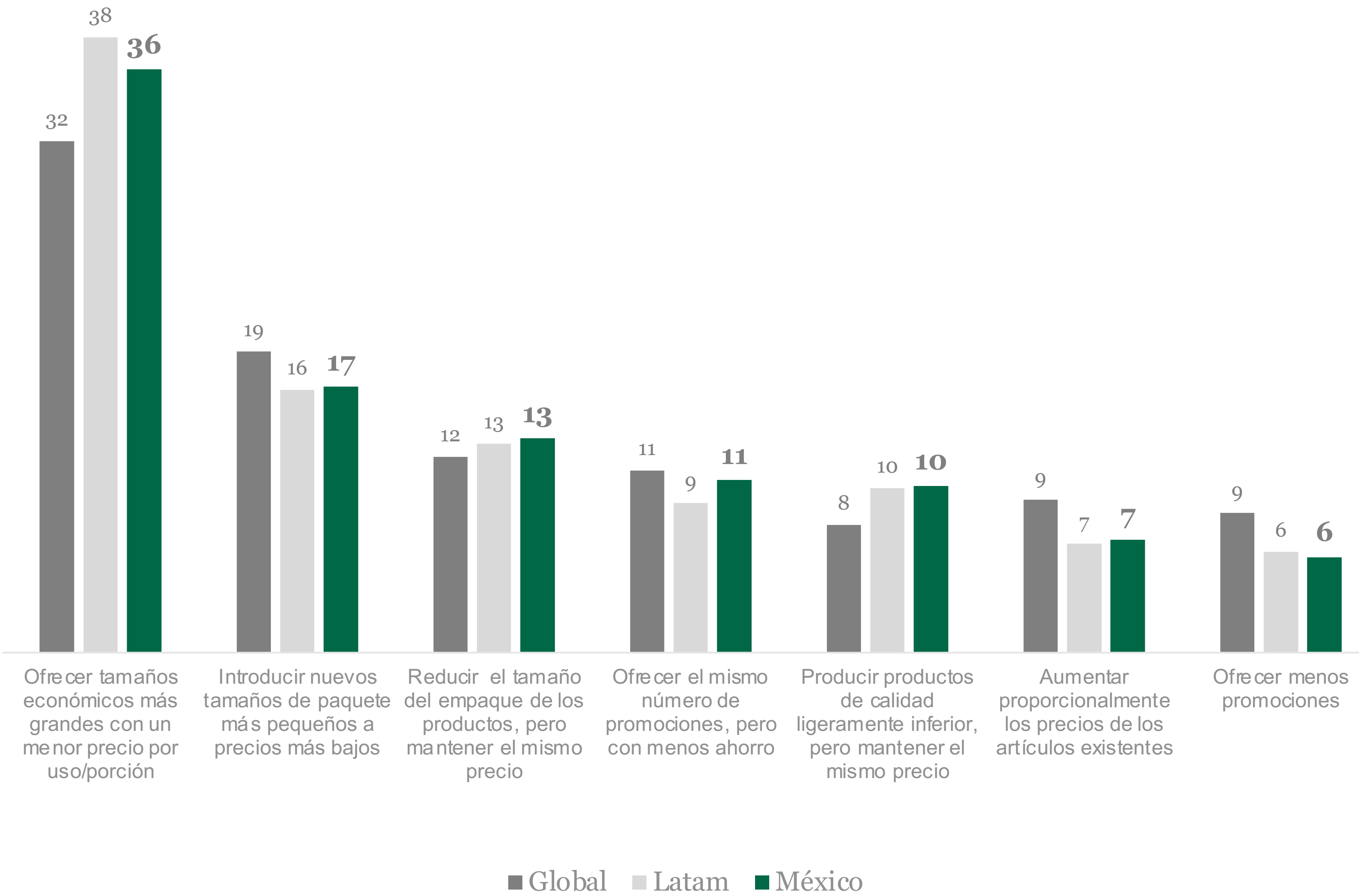
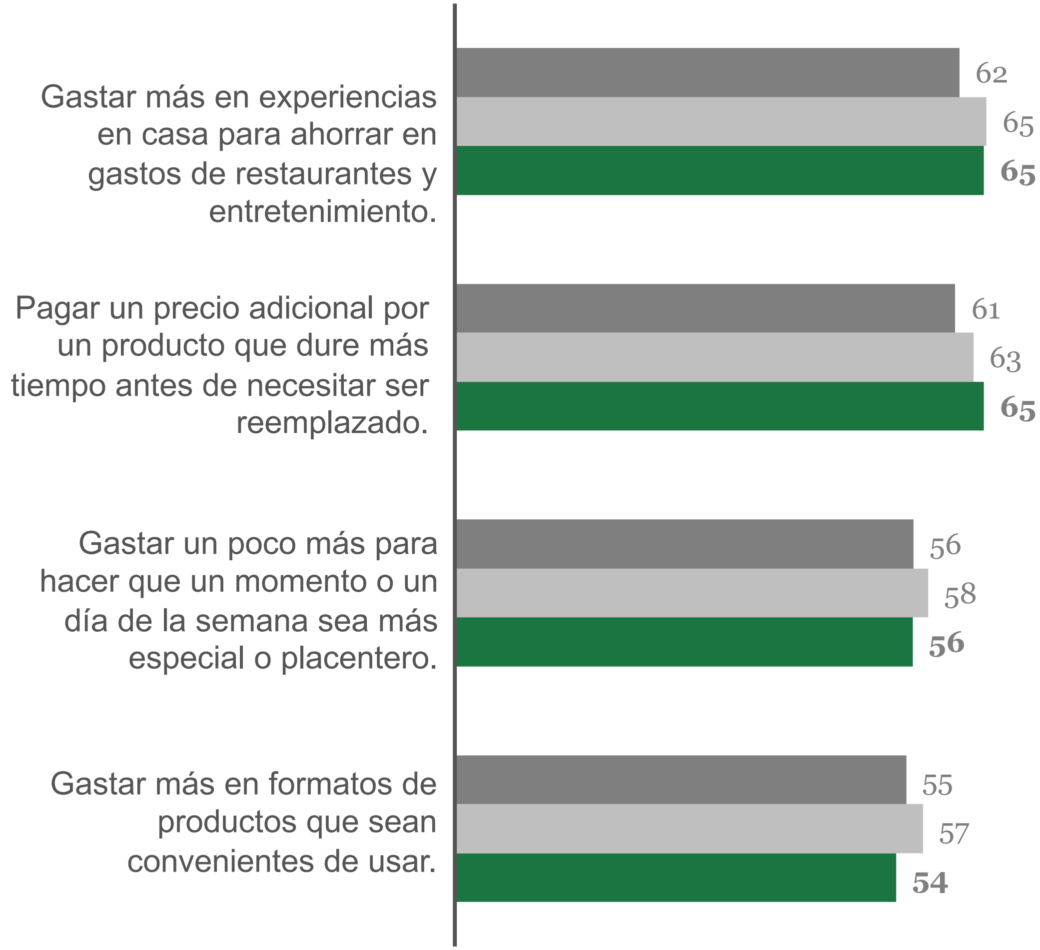
Mejores precios por kg/lt y tamaños más grandes, las preferencias de los consumidores

Si los precios siguen incrementando/permaneciendo altos en los próximos 3 meses, ¿qué acciones prefieres que tomen las marcas/retailers?



Consumidores mexicanos prefieren pagar extra para que la vida útil de los productos sea mayor.

Probable Total (Probable + Muy Probable + Siempre)



Global: 50% | LATAM: 5%

55% **De los Mexicanos comprarán más marcas privadas de lo que han comprado antes**

Global: 40% | LATAM: 40%

45% **Dejarían de comprar marcas privadas que disfrutan, si costaran más**

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Comprar marcas en promoción y monitorear la canasta de productos, estrategias más relevantes para el mexicano

Top 10 estrategias de ahorro para el FMCG - México

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El consumidor mexicano usa las redes sociales como medio de investigación.

3 de cada 10 mexicanos cambiarían de marca por la recomendación de un influencer.

Intención de compra

3 de cada 10
Mexicanos es probable que compren a través de redes sociales.

1 de cada 10 Boomers
vs. ***4 de cada 10*** Gen Z

Sin embargo

55% No confían en la seguridad de los pagos a través de redes sociales.

59% Ignoran o saltan anuncios en redes sociales.

Aprendizaje y descubrimiento

42%

buscaría información de productos en redes sociales (ej., TikTok) antes que en un motor de búsqueda tradicional (ej., Google).

44%

usaría las redes sociales como su fuente principal para conocer nuevos productos y servicios.

Influencia en la elección

28%

cambiaría de marca según la recomendación de un influencer en redes sociales.

10% de Boomers
23% de Gen X
40% de Millennials
44% de Gen Z

5 de cada 10

buscarían un producto nuevo en tienda física o en línea debido a algo visto en redes sociales.

Gamificación

34%
Gastarían más en una compra debido a un desafío en la aplicación, sistema de puntos o experiencia de recompensas.

42% de menores a 50
20% de mayores a 50

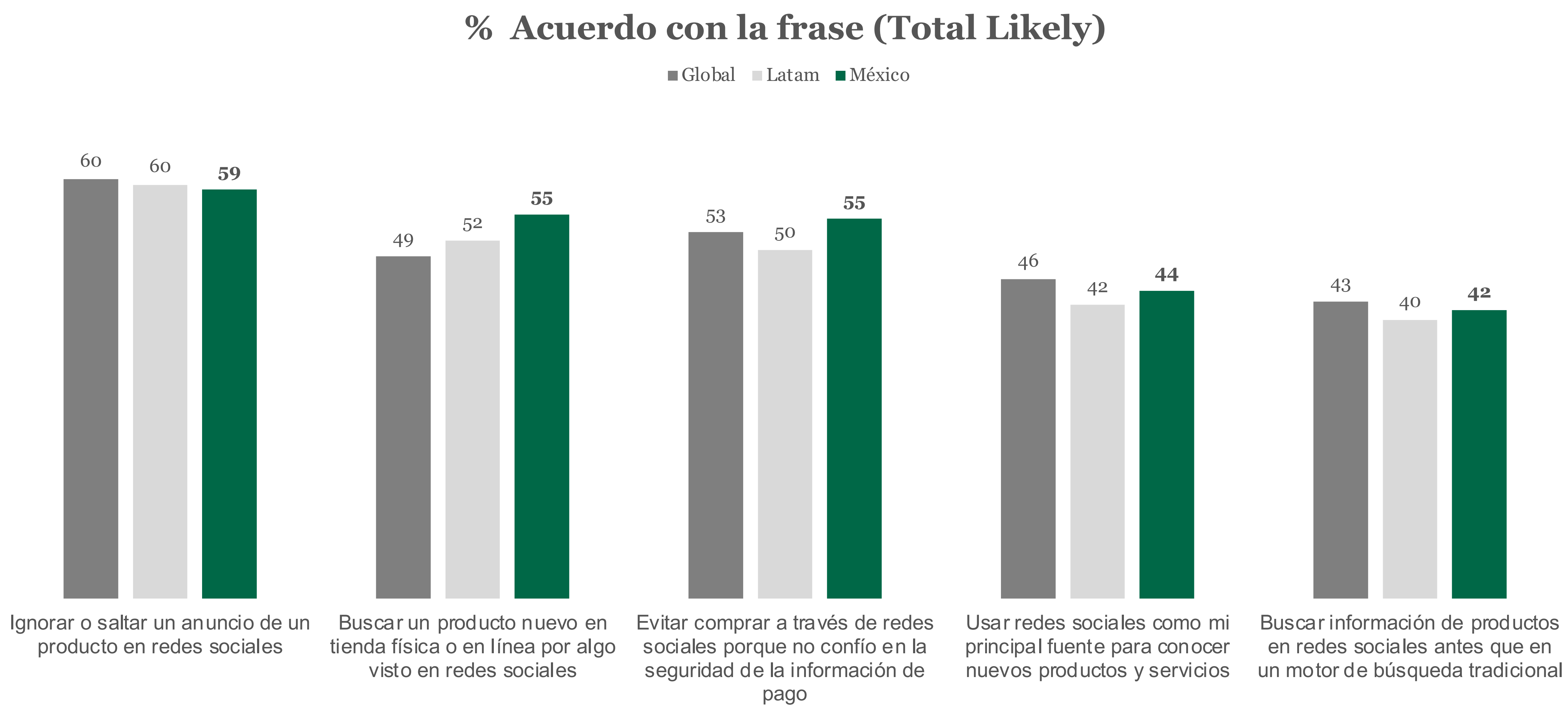
36%

Comprarían un producto que ha aparecido en un videojuego o juego en línea.

33% de hombres
40% de mujeres

Los consumidores latinoamericanos son influenciados por las redes sociales.

Los mexicanos utilizan las redes sociales para informarse sobre productos nuevos, no como un medio para comprarlos.



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