



EBOOK

Carlos
Jiménez

CONSUMER TRENDS 2025

**AND BUSINESS OPPORTUNITIES
ON LATIN AMERICA**



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CONSUMER TRENDS 2025

Latin American consumers are more connected to digital media than ever before and are increasing their exposure to social networks. According to market research company Tendencias Digitales, more than 500 million people in the region accessed the internet in 2024, representing 80% of the total population. Countries such as Chile, Puerto Rico, and Uruguay exceeded 90%. Meanwhile, 77% of internet users in the region are using social platforms, which are only surpassed by email in the ranking of Internet uses.

Artificial intelligence and other new technologies continue to drive disruption and accelerate change. According to the latest study The Latin American Digital Consumer, conducted among more than 9,000 people in the region, use of generative artificial intelligence has increased by more than 100% during the last two years and 43% of people consider that... “new technologies (AI, VR) will have a positive impact on society.”



In this context, the market trends for 2025 reveal a duality between human and digital experiences.

Trends such as “social consumerism,” “fragmented trust,” and “convenient shopping” illustrate how the market is evolving under the influence of digital technologies, highlighting both opportunities and risks. Meanwhile, “human values” and “buy now, pay later” reflect an attempt to counterbalance excessive digitalization, bringing consumers back to fundamental values.

Understanding these trends and the underlying needs of people underscores the importance of integration—the so-called omnichannel approach—rather than a divide between physical and digital. Given the inevitable wave of technological advancements, the challenge remains to establish control mechanisms to ensure that benefits are not overshadowed by costs and risks.

* All data used in this eBook comes from online surveys conducted by Digital Trends in Latin America during 2024.

THE GLOBAL CONTEXT: TRENDS THAT ARE SHAPING THE GLOBAL MARKET

The business context for 2025 will be marked by a combination of economic and political challenges, technological advances and changes in consumer expectations.

In economic matters, the inflation present in many markets has forced authorities to apply restrictive monetary policies that suggest that we will be in a scenario of low to moderate growth. Obviously, this economic performance varies not only globally, between developed countries and emerging economies (which tend to grow at higher rates) but within each region, as is precisely the case in Latin America.

But economic growth is not the only force that influences market performance. Other aspects such as trade restrictions and higher transport costs, the low population growth rate in some countries in Europe and Asia and migratory movements, as well as, of course, technological disruption are having an increasing impact.

The increased adoption of Artificial Intelligence will affect the productivity of companies and the labor market, in turn generating new business models and more personalized customer experiences. Due to its great relevance, it is even influencing global geopolitics with very important consequences for supply chains and investment.

Evidently, the context described above has consequences for consumer behavior, mainly in how they buy and in their relationship with companies/brands. These changes are what determine the trends that should be known in order to better respond and even take advantage of the opportunities derived from these trends.

Latin American Consumer Trends for 2025

When reviewing global studies, carried out by specialized research companies, that show changes in people's behavior, it is common to find that new technologies are very present. Not only digital media with their advantages and disadvantages, but also new technologies such as Artificial Intelligence, Augmented Reality and Virtual Reality, among others (Robotics, Blockchain, etc.). But it is also common to see how consumers become more aware of the impact of their consumption on the environment, favoring sustainable initiatives and companies. Likewise, health and personal finances have become priorities for a growing proportion of consumers. Based on the Consumer Trends Survey 2025, carried out by Tendencias Digitales in the last quarter of 2024 among a sample of consumers in Latin America, we have identified five expected changes in consumer behavior that will characterize the market for the year 2025 and that will offer business opportunities for companies.

In this eBook we describe these consumer trends...

1

HUMAN VALUES



Consumers seek authentic and multi-sensory connections, prioritizing social and emotional experiences over excessive digitalization

Consumers value real connections, not only with other people but with the environment itself, involving experiences and brands that evoke emotions and the use of their senses. These are activities inside and outside the home, where socialization is key and where food and drink play an important role. This change is driven by the excessive use of digital media.



DATA SUPPORTING THIS TREND

60%

Declare their best experiences involved family and social interactions (53%)

34%

Declare that they will spend more time at home

57%

Claim to have cooked more at home

Behavior that will continue to be present, with four out of ten expecting to increase the amount of time they spend with their family and friends. Part of that time will undoubtedly be at home. However, contact with nature seems to be increasing its relevance for a segment of the market.



FOCUS FOR ACTION

Becoming an authentic brand, designing memorable experiences around products and services, experimenting with sensory marketing.



KEYWORDS:

Authenticity, Customer Experience, Socialization, Friends & Family, Five senses.

2



SOCIAL CONSUMERISM

The influence of social media, mainly TikTok and Instagram, is decisive in purchasing decisions and consumer trends.

Even though the proportion of purchases made on social platforms is still low, their influence is decisive in purchasing decisions, increasing the viral potential of some products and impacting consumer trends. Shopping is a social activity that is enhanced by the use of audiovisual social platforms. These changes in behavior require that businesses not only manage their social media properly but also be able to participate in movements driven by content creators.



DATA SUPPORTING THIS TREND

16%

Of consumers said they will buy through social media

39%

Search on social media before buying

36%

Declare they are influenced by social networks when making a purchasing decision

Even though those who bought on marketplaces are greater than those who bought on social media, the influence of the latter on the purchasing process is very relevant.



FOCUS FOR ACTION

Development of digital channels and incorporation of social commerce in the strategy, exploring collaborations with content creators in an omnichannel strategy, rethinking packaging and promotions to make them more attractive for audiovisual social networks.



KEYWORDS:

Social Commerce, Omnichannel, Content Marketing, Shoppable Content

3

FRAGMENTED TRUST



Although social networks are thriving, they face distrust regarding the handling of personal data and the veracity of content. For now, the benefits of digital are winning the battle against absolute distrust.

It is true that the use of social networks is booming, but it is also true that a significant proportion of users distrust the handling of their information by these platforms. We already noticed this love-hate relationship in 2017 with a trend that we call “The Technological Yin-Yang” but it is now spreading, driven by distrust towards the veracity of content, in a digital ecosystem flooded with fake news and content created by AI.



DATA SUPPORTING THIS TREND

18%

Declares they feel comfortable sharing their information on social networks

32%

Believe that social networks improve their personal relationships

11%

Say that they have been hacked on some social media profile and a similar proportion have had unauthorized charges on their bank account for purchases not made

In this sense, eight out of ten Latin Americans believe that the Internet has made their lives easier, but still six out of ten are not sure about the positive impact of new technologies on society and less than two out of ten trust product recommendations made by AI algorithms.



FOCUS FOR ACTION

Developing a customer data protection policy, including developing a mindset and educating customers and collaborators, Positioning the brand as a trustworthy player, rethinking labeling to make it clearer and more traceable.



KEYWORDS:

Privacy and security, education, trust, risk management



Gimar Distribution, inc.

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CONTACT US:



PH: (954) 225.3068

X @Gimardistribution

Info@Gimardistribution.com

WWW.GIMARDISTRIBUTION.COM

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CONVENIENT SHOPPING



Consumers are increasingly adopting online shopping due to its convenience: time saving, easy price comparison, variety of products and 24/7 access.

Although most transactions still occur in physical stores, e-commerce continues to gain ground thanks to its ability to adapt to the needs of modern consumers. This change is redefining consumer habits and transforming the shopping experience into a more efficient and personalized one.



DATA SUPPORTING THIS TREND

70%

Declare they have purchased online at least once

15%

Is how much e-commerce has grown in the last three years

2/3

Consumers, prefer to combine physical and digital channels when purchasing

Categories such as pet products, alcoholic beverages, decoration products and vehicle spare parts show a higher omnichannel proportion (measured as the indifference between physical and digital channels).



FOCUS FOR ACTION

Desarrollo de canales digitales, herramientas de búsqueda, comparación y predicción, desarrollo de canales de comunicación sincrónicos de apoyo a las ventas (chat, bots e IA generativa), campañas digitales e iniciativas de email marketing.



KEYWORDS:

eCommerce, marketing digital, ATC automatizada, modelos predictivos



5

BUY NOW, PAY LATER (BNPL)

Consumers are getting what they need and want by relying on non-bank financing methods (stores and apps) in a flexible and interest-free way.

A growing trend in the market is the displacement of traditional credit cards by financing platforms such as Klarna, Afterpay and other “Buy Now, Pay Later” (BNPL) applications present in the countries of the region. These tools allow consumers to divide the cost of their purchases into installments, generally without interest and with greater flexibility than traditional bank loans. This method has become especially popular among younger generations, such as Millennials and Generation Z.



DATA SUPPORTING THIS TREND

36%

Of Latin American consumers say they have financed purchases using BNPL apps

31%

Consider financing to be the most attractive promotion

43%

Financed food purchases being the most financed category

They are followed by electronic products (38%), clothing and footwear (36%) and travel and health services (32%, respectively) as attractive areas for financing purchases.



FOCUS FOR ACTION

Consider customer financing as a strategy, integrate eCommerce and ERP systems with BNPL (Buy Now, Pay Later) solutions, educate customers about credit, develop customer transactional databases that allow them to rate their experience with the company.



KEYWORDS:

Personal finance, credit, savings, goals

HOW TO TAKE ADVANTAGE OF THESE TRENDS FOR YOUR BUSINESS?

To finish, I want to share three approaches to get the most out of these trends:

1 LAND THE TRENDS TO YOUR MARKET AND SECTOR

General trends are useful, but if they are contextualized to a geographic area or sector of activity, much better. Some of the key questions to ask are: is this trend present in my local market? How could it affect my industry? With what capabilities does my company face this trend? etc.

2 X-RAY THE TRENDS TO KNOW UNDERLYING NEEDS

Trends must be analyzed in detail to understand the forces that motivate them and their possible consequences for the market. This includes answering questions such as: Why is a particular trend emerging? What consumer needs does it satisfy? What are other companies doing about it? What new consumer expectations might emerge?

3 ACTIVATE TRENDS TO GENERATE OPPORTUNITIES

The study of trends must be translated into actions. Although these generally focus on defensive actions to maintain a market position, their great potential lies in the design of proactive strategies to take advantage of opportunities. This involves organizational adaptations and innovation processes, which is why it is key to involve various functional areas of the company.

ABOUT CARLOS JIMÉNEZ

Expert in identifying market trends and designing business strategies. Economist with a specialization in industrial economics, MSc in international economics and an MBA. Visiting professor at IESA and collaborator of various universities in Latin America in the areas of marketing and business. Entrepreneur and author of five books, including *Competitive Analysis*, *Internet and Business* and *Global Clients*.



I can help you by bringing market trends to your company. Write to me at hola@carlosjimenez.net to discuss this.

Carlos
Jiménez

 tendencias digitales



Experts in the Latin American digital market



We are a specialized online market research company in business and digital media in Latin America.

We support our clients in obtaining of information to know the Latin American digital consumer about their needs and expectations.

OUR SERVICES



Market research

We obtain information from the market and consumers through online surveys.



Reports

Through the study **El Consumidor Digital** offers reports on topics related to ecommerce and digital media in Latin America.



Presentations

We show the main concepts of the digital world so that work teams adapt to the new needs of the market.

¡Contact us!

 www.tendenciasdigitales.com

 info@tendenciasdigitales.com