



EBOOK

Carlos
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MARKET
TRENDS

2026

How the Latin American Consumer
Is Evolving and What It Means for
Businesses



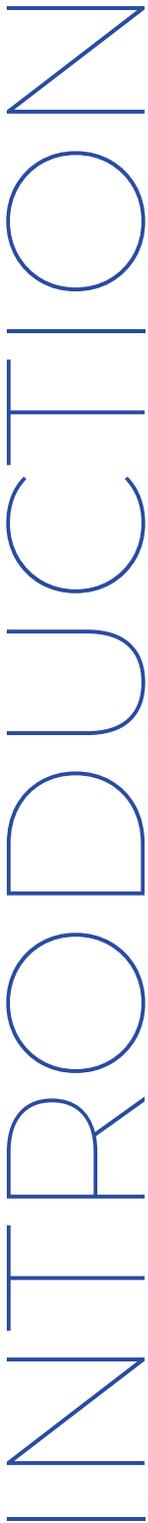
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Understanding market trends has become a strategic requirement for any organization seeking to stay relevant in a rapidly changing environment. Trend analysis -supported by The Latin American Digital Consumer study and additional surveys conducted by Datanalisis and Tendencias Digitales- helps identify behavioral patterns that signal how the market is likely to evolve. This is not about following short-lived fads; it is about detecting early signals that reveal new attitudes, expectations, value drivers, and business opportunities.

The 2026 edition highlights five key trends shaping the evolution of the Latin American consumer. These trends reflect a more pragmatic, digitally informed, wellness-oriented individual who still seeks meaningful human experiences in an increasingly automated world.

THE GLOBAL LANDSCAPE: FORCES RESHAPING MARKETS WORLDWIDE

The global marketplace is undergoing a profound transformation. Economic pressure, accelerated technological disruption, and rising consumer expectations are redefining the competitive rules across industries. International research firms consistently point to one conclusion: companies must rethink their value propositions, operating models, and communication strategies if they want to remain competitive. Consumers today navigate between two dominant forces:

- 1. Saturation:** Driven by an overload of choices, digital stimuli, and platforms.
- 2. Optimization:** Driven by a desire to simplify life, automate tasks, and delegate decisions to AI-powered tools.

Consumers are emotionally fatigued yet increasingly selective. They appreciate brands that support—not overwhelm—they (TrendWatching). They seek holistic well-being and authenticity (WGSN), and they validate messages not only through brand communications but through social proof (peers, family, trusted creators).

People want functional, accessible, purpose-aligned solutions, not aspirational slogans (Mintel). Looking ahead to 2026, consumers increasingly want control—over time, money, health, and data (Euromonitor). This drives demand for frictionless experiences, fairer pricing, and greater automation at home and at work.

In this new landscape, data becomes a strategic advantage. Companies must move from reacting to anticipating (McKinsey), and they must learn how to humanize technology—even if it sounds paradoxical.

We are entering a world where consumers make decisions more strategically, where AI becomes part of daily life rather than a novelty, and where accessibility—in price, experience, and impact—will define competitive strength.

On this global foundation sit the specific trends shaping Latin America, where economic pressure, the pursuit of well-being, and a demand for practical solutions give rise to unique consumer behaviors and business opportunities.

THREE DYNAMICS DEFINING THE LATIN AMERICAN MARKET

01 Economic Pressure and Greater Spending Rationality

Household budgets remain constrained due to price increases and limited income growth. This encourages analytical behaviors: price comparison, brand substitution, promotion hunting, preference for durable goods, and a reduction in impulsive purchases.

02 Well-being as a Cross-Generational Priority

Physical, mental, and financial wellness now extend across all age groups. From sleep and nutrition to energy and stress management, well-being is driving growth across categories.

03 Ubiquitous Digitalization

Internet and smartphone penetration surpass 80% in much of the region. Social media, marketplaces, and online reviews heavily influence decisions, and AI is beginning to shape information-seeking behavior. The line between physical and digital is increasingly blurred.

MARKET TRENDS 2026

Below are the five consumer trends identified through our research, each accompanied by data insights and strategic recommendations.



The Latin American consumer in 2026 is far from passive. They are increasingly pragmatic, digitally empowered, wellness-driven, and eager for authentic experiences.

For companies, this creates a clear mandate: understand the signals, anticipate shifts, and innovate with purpose. Those who align their strategies with these emerging behaviors will not only remain relevant—they will lead.

01

INTENTIONAL VALUE

“I try to save wherever I can, but I always leave room for small treats”

Consumers are optimizing every purchase: prioritizing essentials, comparing options, and allowing themselves meaningful, mood-boosting indulgences. Loyalty is no longer unconditional—it must be earned through tangible value. Retailers offering high-quality private labels or resizing products to fit tighter budgets are capitalizing on this shift. Digital platforms that enable efficient search and comparison stand out as winners.

Data points

+70%



Compare prices before buying

46%



Switched brands to "private label" in frequently purchased categories

24%



Buy reduced premium versions as "small luxuries"

Action focus

- 01 Communicate clear, tangible benefits (performance, durability).
- 02 Offer affordable mini-indulgences.
- 03 Strengthen pricing transparency.

Keywords

Price comparison, Perceived value, Accessible indulgence, Transparency

02

THE INTELLIGENT SHOPPER

“I value transparency and personalized experiences from digital platforms”

Consumers proactively seek information and use technology to reduce uncertainty. They rely on reviews, comments, and social proof—and increasingly, on AI—for early-stage searching and price comparison. Although they use technology extensively, intuition still plays a role: trusted people and credible creators matter. Platforms that offer transparency and data-driven personalization are best positioned to win.

Data points

50%



Rely on social media comments and reviews to reduce purchase uncertainty

28%



Trust algorithm recommendations when making purchases

18%



are willing to share data in exchange for value (discounts, relevant offers)

Action focus

- 01 Encourage authentic reviews and user-generated content (UGC).
- 02 Actively manage digital reputation.
- 03 Build a structured social proof strategy across touchpoints.

Keywords

Social proof, Reputation, Reviews, AI-assisted search, Trust

03

UNIFIED COMMERCE

“I buy wherever I want and pay however I prefer”

Consumers care more about satisfying their needs than about the channel itself. They expect phygital shopping experiences where prices, promotions, and inventory match seamlessly. Chat-commerce (especially via WhatsApp), digital wallets/QR codes, and BOPIS/ROPIS models are becoming routine. While larger retailers lead the omnichannel race, small businesses benefit from consumers’ channel-agnostic behavior by integrating social media with messaging apps.

Data points

53%



Check the internet from the store (In-line shopping)

40%



Start the search online and buy in physical stores

33%



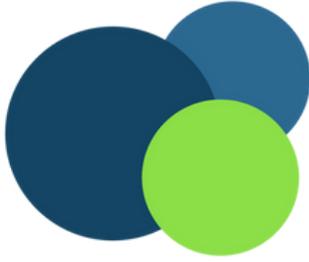
Interact via WhatsApp to get quotes, buy, and pay

Action focus

- 01 Integrate pricing, promotions, and inventory across channels.
- 02 Unify customer service through WhatsApp, chatbots, and AI.
- 03 Measure the entire customer journey, not isolated channel performance.

Keywords

Omnichannel, Phygital, Inventory visibility, Seamless experience



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04

MULTI-GENERATIONAL WELL-BEING

“We work together to keep our family healthy.”

Well-being is no longer aspirational—it is practical and part of daily life: better sleep, stress reduction, healthier eating, increased movement, and more energy. It spans all ages within the household: grandparents, parents, and children now share wellness routines and even brands. Companies backed by credible scientific evidence stand out, as do platforms and devices that enable biometric monitoring.

Data points

45%



Are concerned about healthy habits (diet, exercise and sleep)

56%



Value functional products with verifiable evidence

12%



Use wearables for health monitoring

Action focus

- 01 Design intergenerational wellness solutions.
- 02 Communicate scientific validation clearly.
- 03 Offer formats tailored to age groups or specific needs.

Keywords

Family health, Scientific evidence, Shared routines, Wearables, Apps

05

UNPREDICTABLE EXPERIENCES

“I want more surprises and fewer algorithms”

Fatigued by over-automation, consumers are turning toward real emotions and human interactions. Their primary motivation is not “owning more,” but feeling better. This trend fuels personalized services, meaningful gastronomy, small-scale events, and unique physical experiences. Word-of-mouth and activities that break routine are gaining momentum. Surprise carries strong emotional appeal, and human service becomes a loyalty driver.

Data points

65%



Prefer human attention to resolve incidents

30%



Are interested in unplanned activities to break out of their routine

16%



Show fatigue towards digital technology and algorithmic personalization

Action focus

- 01 Transform products into memorable moments.
- 02 Create hybrid human–digital experiences.
- 03 Incorporate elements of surprise and emotional connection.

Keywords

Surprise, Human connection, Sensory engagement, Personalization

HOW CAN YOU LEVERAGE THESE TRENDS TO YOUR ADVANTAGE?

Finally, I'd like to share three suggestions for getting the most out of these trends:

01

Implementing trends in your market and sector

General trends are useful, but they're much better when contextualized to a specific geographic area or industry. Some key questions to ask are: Are these trends present in my local market? How might they affect my industry? What capabilities does my company have? etc.

02

Analyzing trends to understand underlying needs

Trends must be analyzed in detail to understand the forces driving them and their potential consequences. 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?

03

Leveraging trends to create opportunities

The study of trends must translate into action. Although these actions generally focus on defensive measures to maintain market position, their greatest potential lies in designing proactive strategies to capitalize on opportunities. This involves organizational adaptations and innovation processes.

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Entrepreneur and author of five books, including *Análisis Competitivo*, *Internet y los Negocios*, and *Consumidores Globales*.

If you want to translate these market trends into business and innovation opportunities for your company, I invite you to learn more about the:

[Trend-Based Innovation Workshop](#)



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