



**Do brand social impact
initiatives matter to
Mexican consumers?**

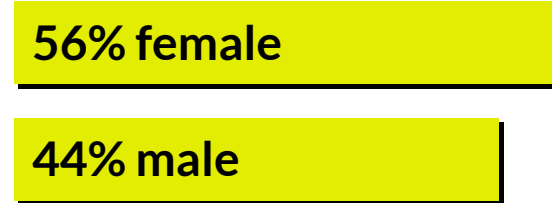
March 2022

Survey methodology

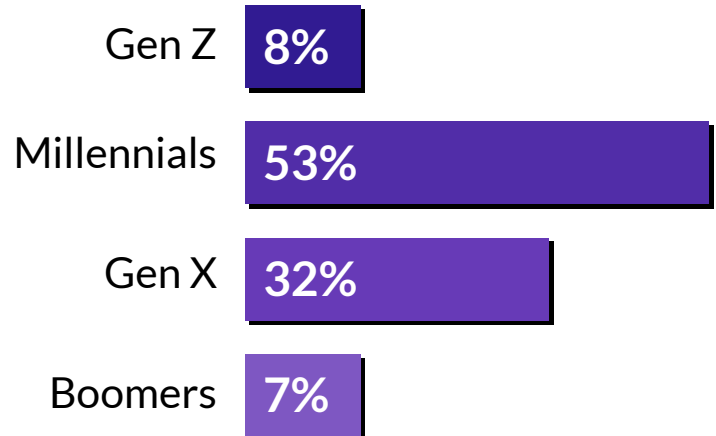
Moneo surveyed **Mexican consumers** who have purchased at least once in a supermarket or convenience store during **February 2022**.

Survey carried out with 287 Moneo users, February 2022.

Gender

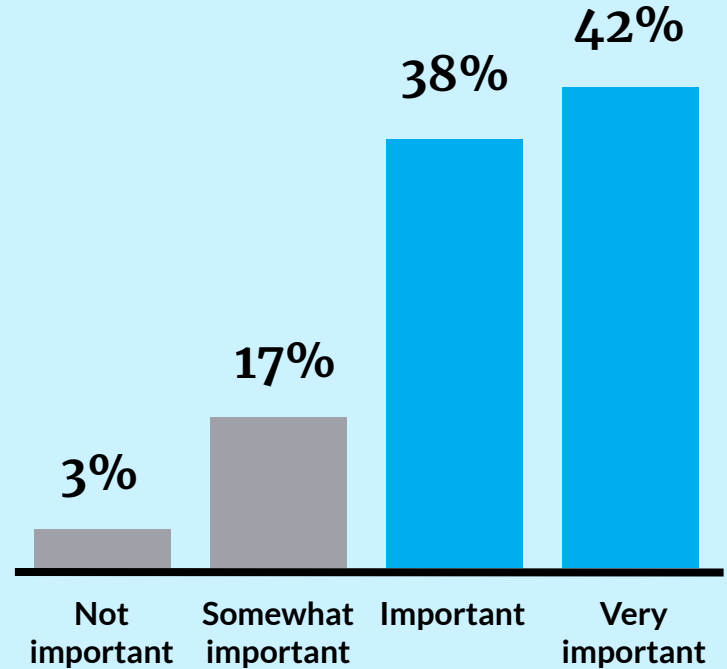


Age group



How important are brand social impact initiatives when buying a product or service?

80%. A vast majority of Mexican consumers think they are very important or important.



What kind of brand impact initiatives are most highly valued?

Most value is attached to **environmentally-friendly products** and helping consumers **save money**.

- #1 Creating environmentally-friendly products 75%
- #2 Helping consumers save money 58%
- #3 Supporting social causes and charities 45%
- #4 Treating their employees well 38%
- #5 Supporting gender equality 19%

Are impact initiatives only relevant to younger generations?

No. Impact initiatives are important to **all groups** of Mexican consumers.

80%

Overall result

Very important or
Important

Slight gap between genders

79% Females

82% Males

Important to all age groups

83% Gen Z

77% Millennials

84% Gen X

83% Boomers

Do brand impact initiatives resonate in consumers' minds?

Yes.

80% can name at least one brand that generates positive social impact.

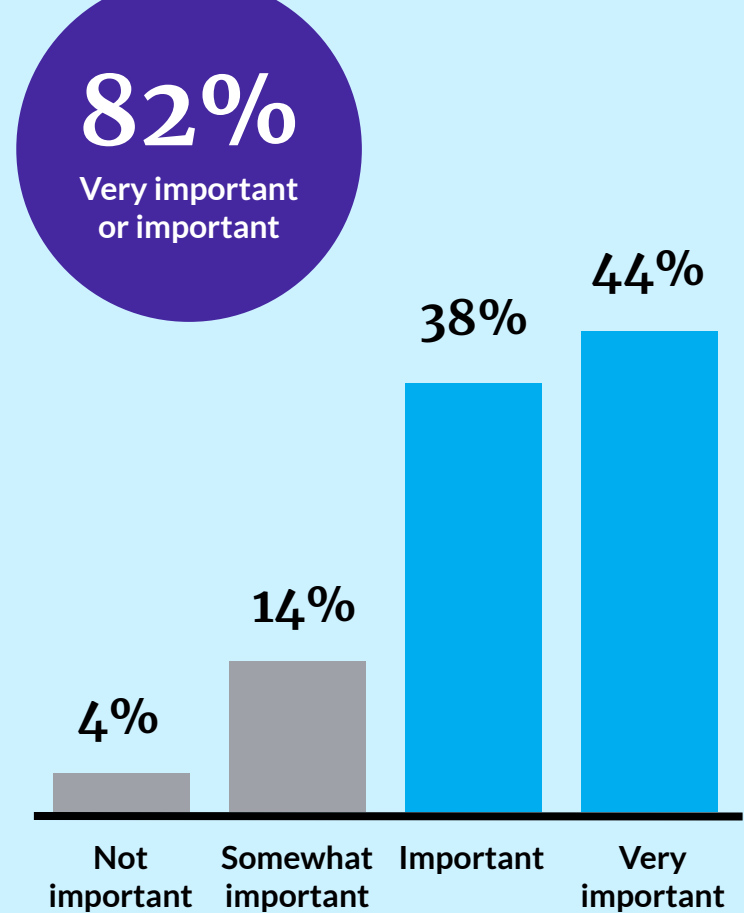
Top of mind brands that generate positive social impact



How important is it that brand impact initiatives deliver a direct personal benefit?

Very important. 82% expect brands to deliver a positive impact in their own lives.

Especially true for men (88% say it is very important or important vs 77% of women).



When purchasing a product, which brand would consumers choose?

Most consumers want brands to support them directly

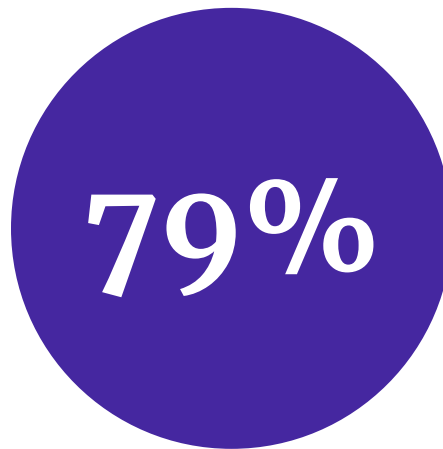
A silhouette of a person standing on a dark, rocky hill against a bright, orange and yellow sunset sky with scattered clouds. The person is centered in the frame, looking out over the horizon.

A brand that supports a social cause 29%

A brand that supports consumers directly 71%

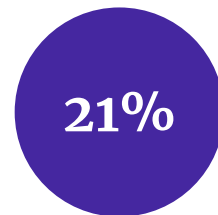
When purchasing a product, which brand would consumers choose?

A brand that rewards them **personally**, rather than a brand that donates a % of profits to social causes.



Prefer a brand that rewards them personally

Prefer a brand that donates a % of profits to social causes



Key takeaways

Mexican consumers think that brands should generate a positive social impact...

... particularly in terms of environmentally-friendly products and helping consumers save ...

... however, the vast majority would buy a brand that supports them directly over a brand that supports social causes.

How can we help?

Moneo is a receipt-snapping rewards and shopper data platform that helps brands capture 1st party data from retail consumers.



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