Personal Values of the World

2026 presentation

SAMPLE REPORT

NIQ Consumer Life Global



October 2026

NIQ

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Why values?

- Personal values are the **guiding principles** in people's lives. They influence the way people live and the choices they make. Understanding and acting on consumers' values enhances brands' competitive advantage.
- Marketers can draw on an understanding of personal values to develop products and features that **meet consumer needs at a deeply-held level.**
- Appealing to people's values in messaging will resonate with consumers and create a stronger connection, which will in turn **encourage loyalty**.
- Personal values provide an insightful way to **differentiate brands** from each other, including the competition.

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Broadly Actionable

ValueScope™ offers a range of analytical tools to garner insights about the mindset of consumers worldwide. It provides marketers and strategists with ground-breaking tools for identifying opportunities, creating effective strategies, and aligning brands for long-term competitive advantage.

Five Values Types

Aspirers

are ambitious status seekers who want recognition, wealth and influence. Confident and tech-forward, they respond to brands that signal success and personal advantage.

Elementals

are plain-living traditionalists, the antithesis of Aspirers and Indulgers. Honesty, duty, and thrift guide them, and they are the most tech-wary.

Mindfuls

are grounded individuals who anchor life in faith, family, and hard work. They want steady progress and good health, and brands they can depend on.

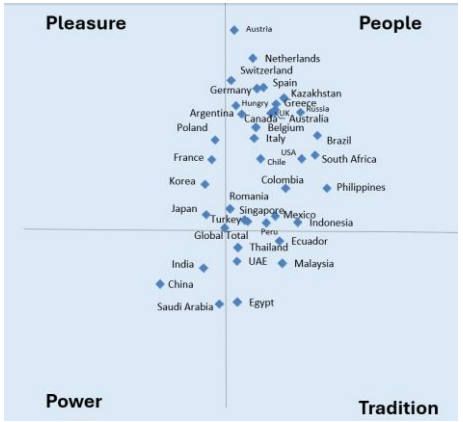
Discoverers

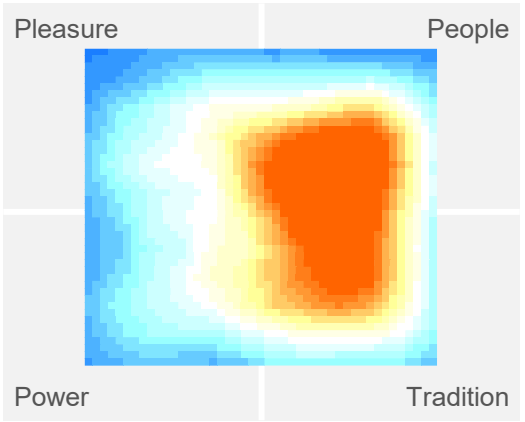
are ethical explorers, open to everything the world has to offer. They appreciate nature, cultures, and people, and are concerned about treating them well.

Indulgers

are self-centered pleasure-seekers who aren't too worried about anyone else. As long as they have the money they need to play, they're happy.

Position and heat maps





Values position and heat maps provide a quick and visual understanding of where target consumers fall into the values space.

NIQ Consumer Life Global 2026 (global = 39 countries)

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Values can reveal differences

Where demography and geography do not

People who live in the same place and look the same in terms of their demographic traits may be very different in their values mindsets. This in turn can drive differences in their attitudes and behaviors as consumers.

Take the hypothetical example of Alex and Edward. Both are Western European fathers who work full-time. Their lives would seem to be very similar.

But Alex is an **Aspirer**, and Edward is an **Elemental**. This affects how they feel and what they do, as shown here.

	Alex the Aspirer	Edward the Elemental
Life attitudes	Most bound by social expectations	Doesn't feel constrained by social expectations
Shopping attitudes	Will pay more for products that make life easier	Always reads the label before making a purchase
Brand attitudes	Interested in other people's opinions about what products and services to buy	Feels strongly that brands should be environmentally responsible
View of a "Good Life"	Emphasizes nice clothes, accessories, and jewelry	Emphasizes a yard or nice garden
Food attitudes	Prioritizes foods fortified with vitamins and minerals	Prioritizes locally-made foods or those using local ingredients

NIQ Consumer Life Global 2026, C1, E1/J1/M1, H38, SS18 (global = 39)

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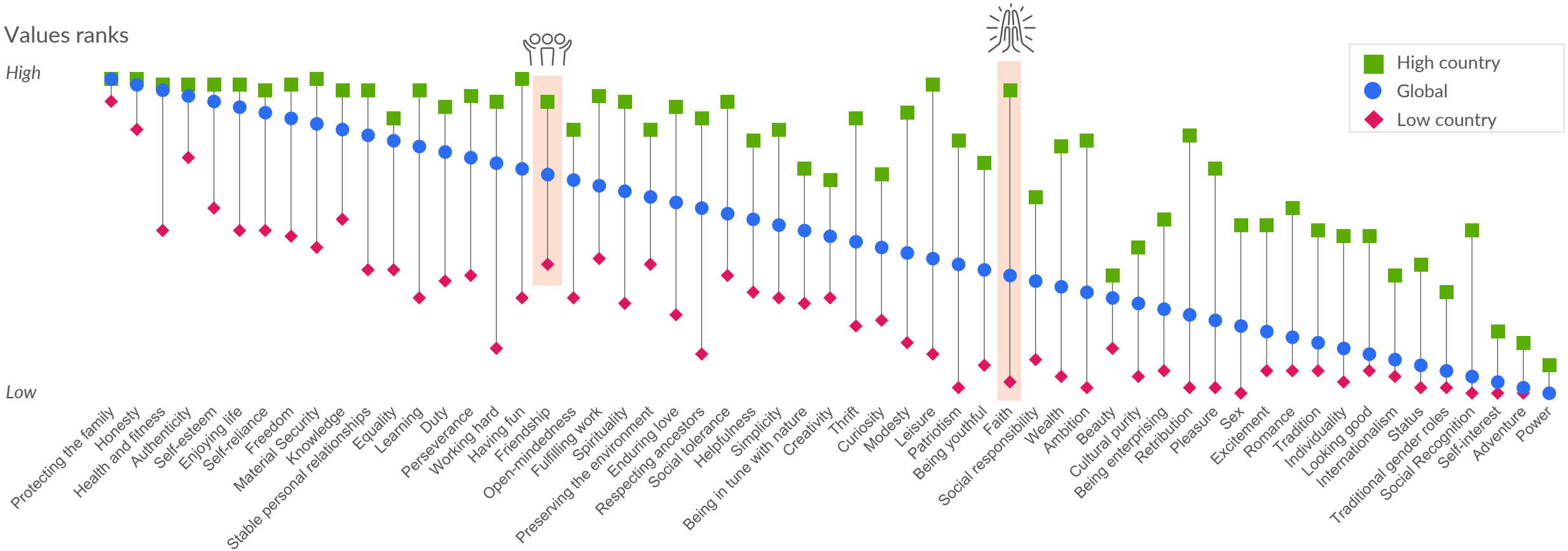
Values trends

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Top and bottom of values rankings hold across countries

Faith exhibits the greatest geographic range

People everywhere value **Protecting the family**, while few anywhere value **Power**. In between, there is a lot of variation. **Faith** exhibits the greatest geographic diversity, ranking #3 in Indonesia and Saudi Arabia and #55 in Spain. By contrast, **Friendship** is one of many values that exhibits a moderate range, from #5 in Germany and Austria to #34 in Colombia.

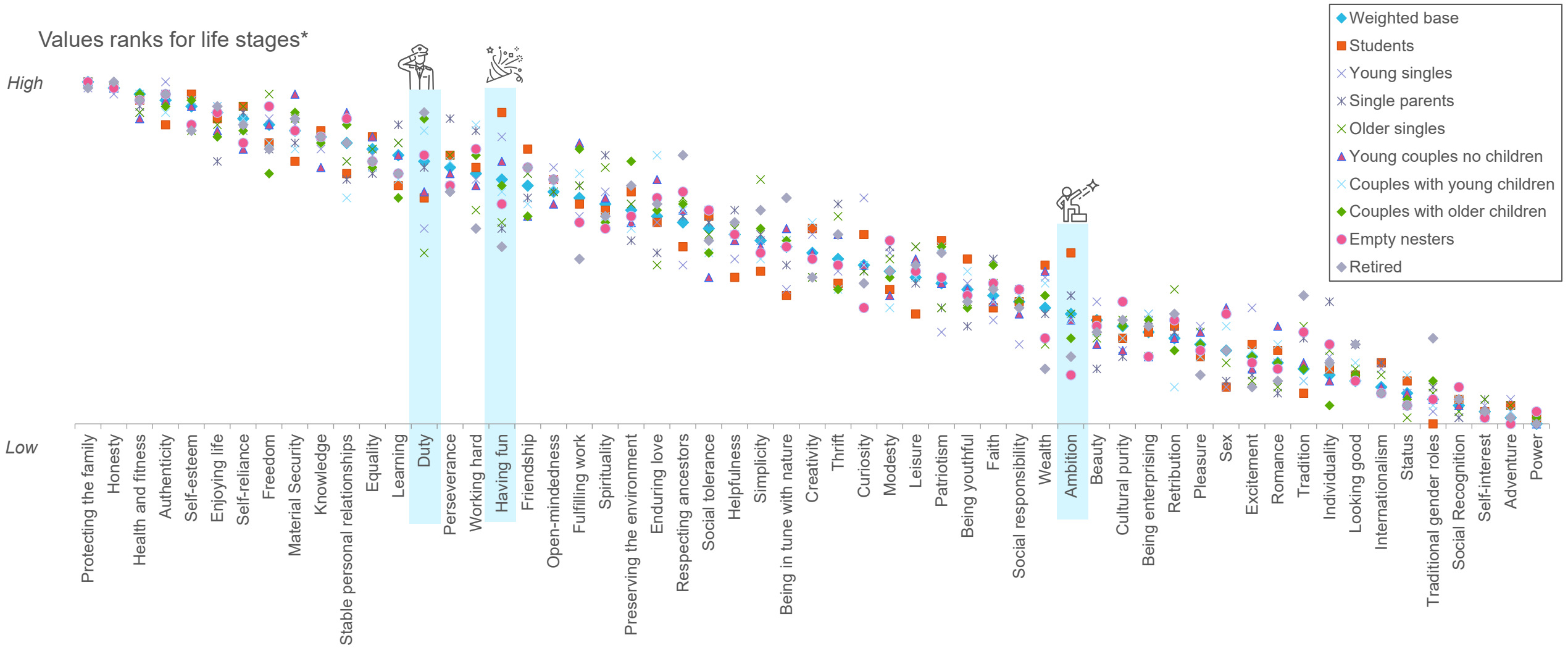


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Values also range across life stages

Duty, Having fun, and **Ambition** are among the values with the most variation



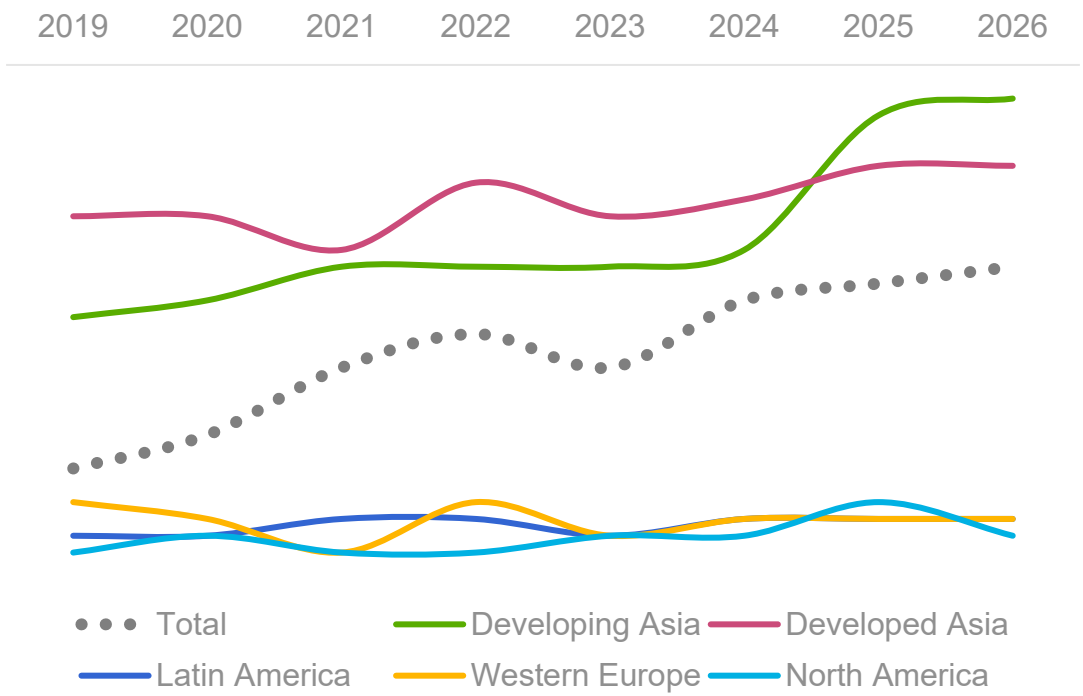
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Trend | Wealth

Consumers' desire for Wealth has risen as they seek material security

Personal Values Rank: Wealth



Top countries where Wealth is rising

Country	2026 rank	Rank Δ 2019-2016
China	#xx	+xx ranks
Indonesia	xx	Xx
Korea	xx	Xx
India	xx	Xx
South Africa	xx	Xx
Canada	xx	Xx
Mexico	xx	Xx
Japan	Xx	xx

Wealth rises alongside Material security

Even in Western markets, where Wealth remains a relatively low-priority value, the share of people who consider it important has increased in recent years. This growing emphasis on Wealth may relate to the increasing focus on financial security. In fact, those who prioritize Material Security are also more likely than average to prioritize Wealth.

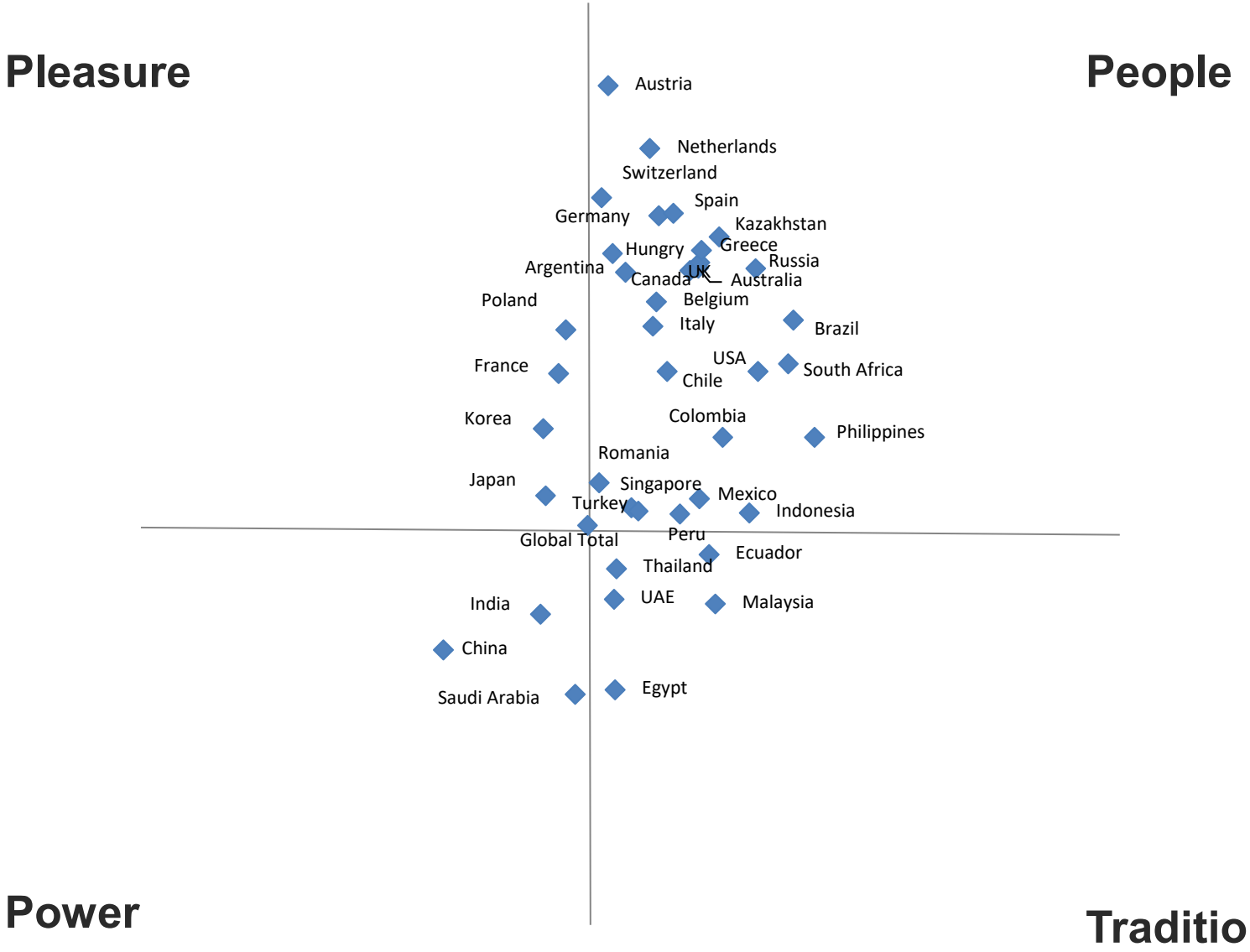
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5 values mindsets

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The complex 3D values space can be more simply represented in two dimensions by quadrants that cover four general orientations: Pleasure, People, Power, and Tradition

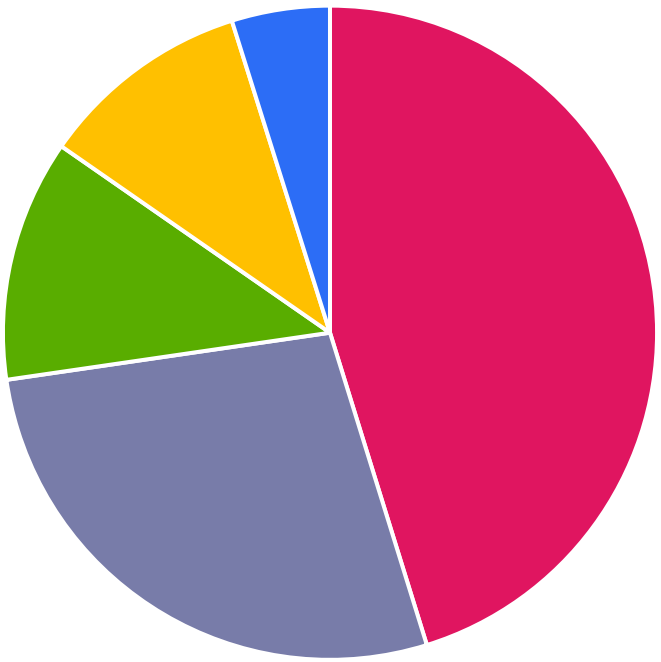


NIQ Consumer Life Global 2026, C1 (global = 18 countries)

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Global values segments in 2026

Values segmentation distribution (%, global)



Aspirers are ambitious status seekers who want recognition, wealth, and influence. Confident and tech-forward, they respond to brands that signal success and personal advantage.

Mindfuls are grounded individuals who anchor life in faith, family, and hard work. They want steady progress and good health, and brands they can depend on.

Elementals are plain-living traditionalists, the antithesis of Aspirers and Indulgers. Honesty, duty, and thrift guide them, and they are the most tech-wary.

Indulgers are self-centered pleasure-seekers who aren't too worried about anyone else. As long as they have the money they need to play, they're happy.

Discoverers are ethical explorers, open to everything the world has to offer. They appreciate nature, cultures, and people, and are concerned about treating them well.

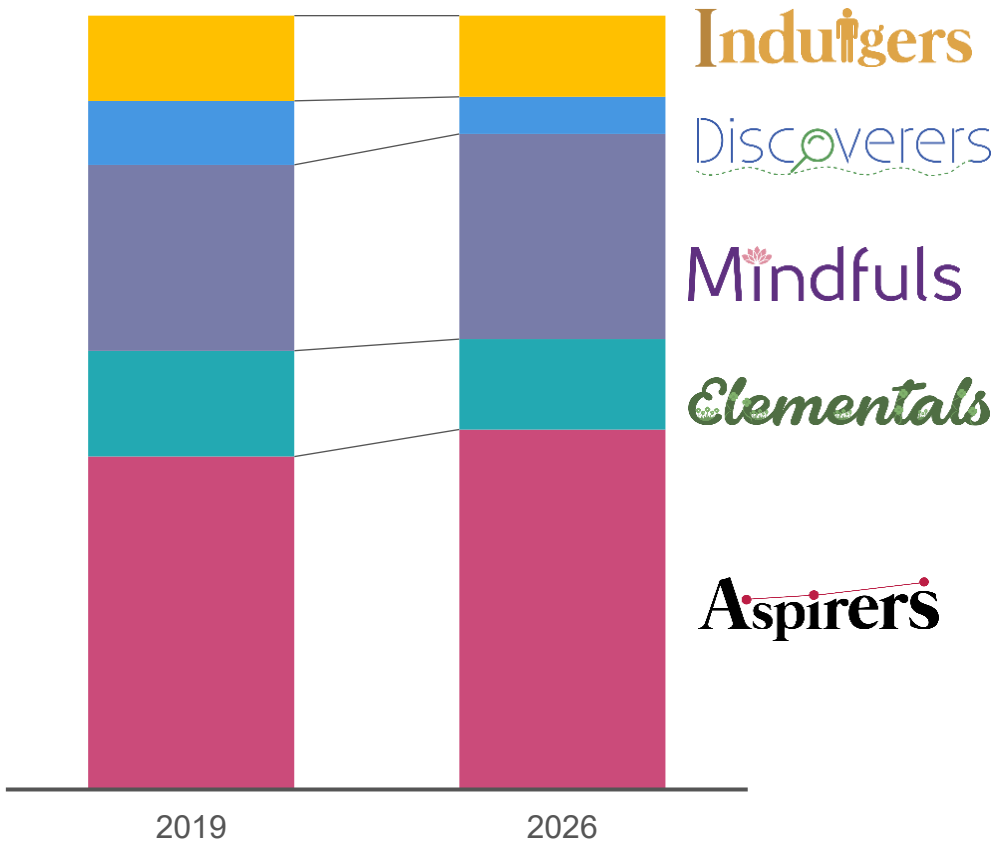
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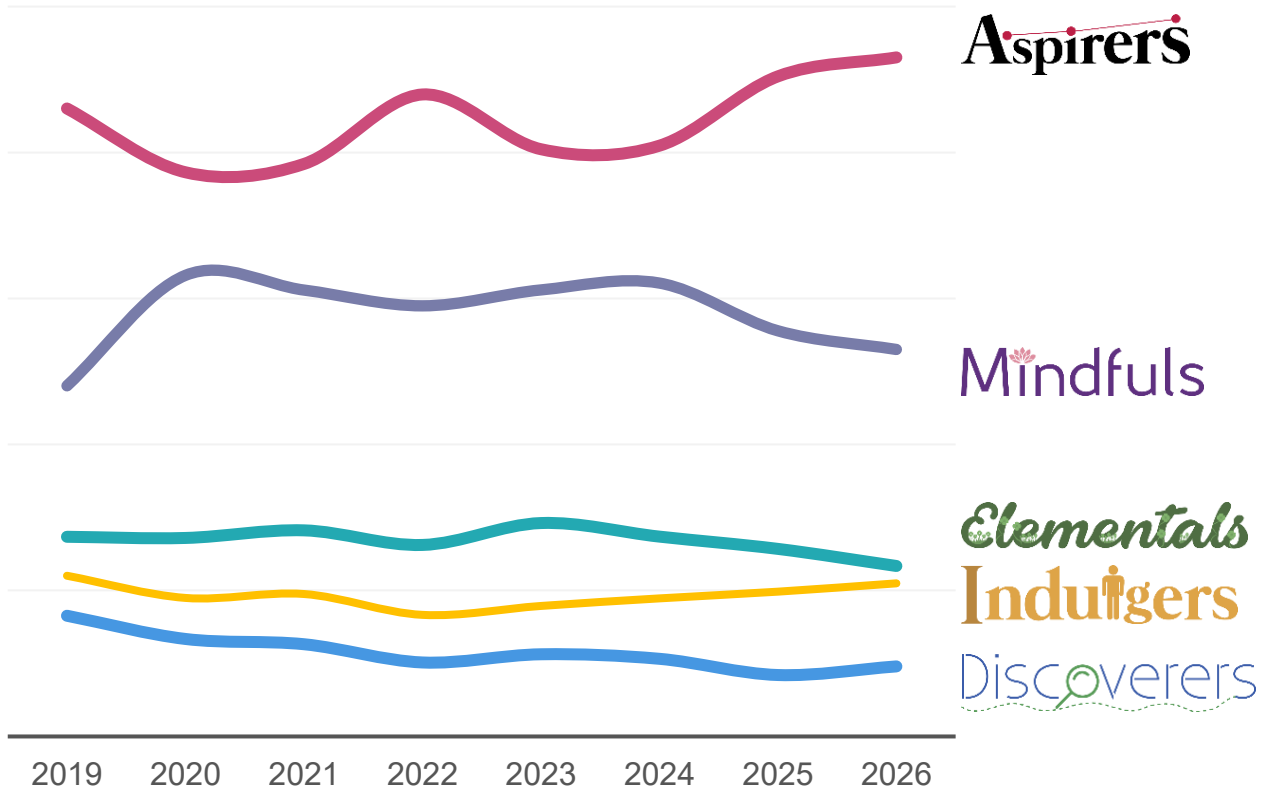
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Globally, Aspirers have increased in share over the past few years

Elementals and Discoverers have declined

Values segment distribution (%, global)





NIQ Consumer Life Global 2019-2026 C1 (global = 18 countries)

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Marketing with values

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Target cultural values

Having fun in Japan

Ranks #xx v. #xx globally

Chicken Screams for Coke

Coca-Cola's playful activation introduces Japanese consumers to a new pairing: enjoying Coca-Cola with chicken. Leveraging the popularity of rubber chicken toys in Japan, the campaign uses audio-recognition technology to detect when a toy's signature scream sounds like the company's name. Consumers who participate online receive a digital ticket redeemable for a free Coca-Cola from vending machines.



Ambition in Ecuador

Ranks #xx v. #xx globally

You go further (Dongfeng)

Amid the excitement and optimism that football inspires around the world, Dongfeng launched a campaign rooted in the places where great dreams are born: the streets and neighborhoods that define Ecuador. From the historic streets of Quito's Old Town to the corners where children and young people turn any road into an improvised football pitch, the campaign celebrates the spirit of ambition that lives in every community.



[When you dream big, you go further]

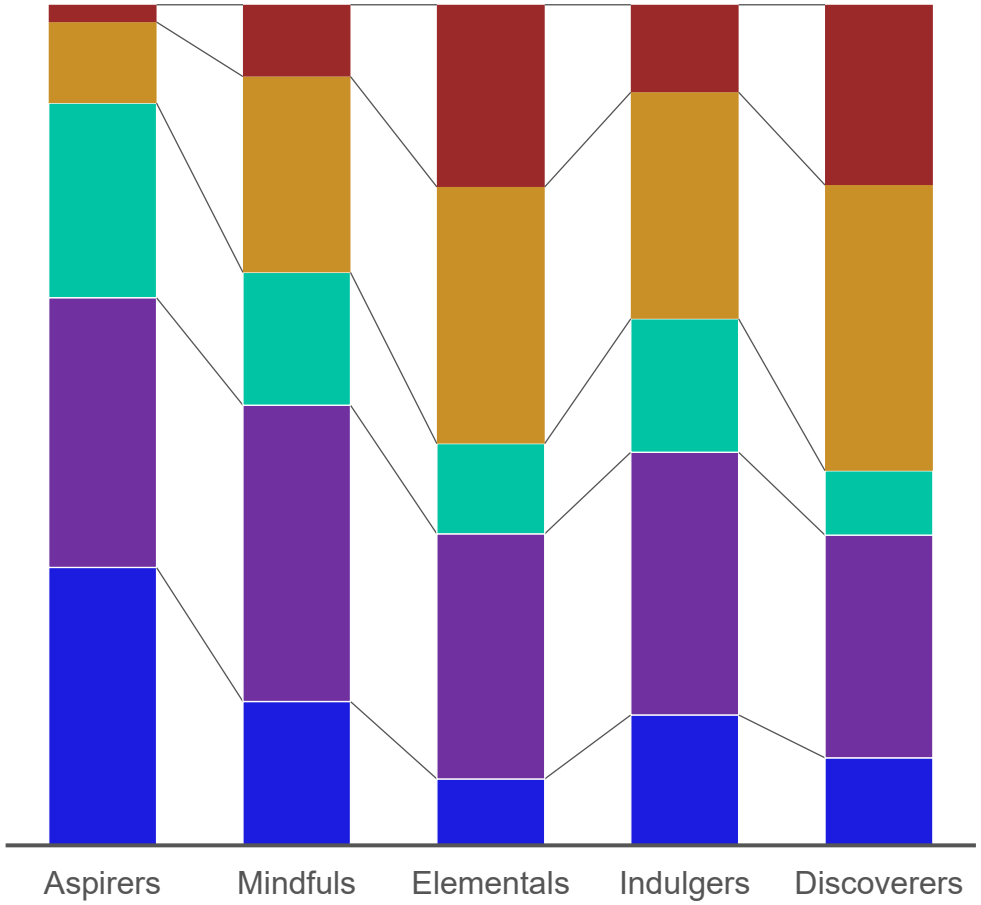
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Chicken Screams for Coke - Ads of the World, Dongfeng: You go further • Ads of the World™ | Part of The Clio Network

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Leverage AI when connecting with Aspirers, passionate leaders on the AI journey

Take it slow with Elementals and Discoverers, the segment more cautious with new technology

% distribution of AI Gauge™ segmentation



To learn more about the brand-new AI Gauge segmentation, please contact your Consumer Life representative.

new

Opt-Outs
Skeptics
Engage with AI the least and see more risk than benefit

Monitors
Cautious evaluators
Recognize AI's potential but remain concerned about its threats

Implementers
Practical adopters
Use AI when it delivers clear, tangible value for everyday needs

Beta-Testers
Explorers
Actively experiment with emerging AI tools while remaining pragmatic

All-Ins
Trailblazers
Deeply integrate AI into daily life and influence others as early adopters

NIQ Consumer Life Global 2026 (global = 39 countries)

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Appendix: Methodology

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Global Values 2026
Part II: Factbook

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NOTE: This report is based on data from the NIQ Consumer Life Global Roper Reports® 2026 study. Historical trend data are available for selected countries only.

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Argentina

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Personal values rank

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Rank of personal values—things that act as guiding principles in life

Rank of value in Argentina		Δ from global	Δ from region
1	Protecting the family	0 rank	+1 rank
2	Honesty	0	-1
3	Freedom	+5	+3
4	Authenticity	0	-1
5	Enjoying life	+1	+2
6	Learning	+7	-2
7	Self-reliance		
8	Self-esteem		
9	Perseverance		
10	Material Security		
11	Fulfilling work		
12	Health and fitness		
13	Knowledge		
14	Stable personal relationships		
15	Having fun		
16	Equality		
17	Ambition		
18	Enduring love		
19	Working hard		

Rank of value in Argentina		Δ from global	Δ from region
20	Modesty	+12 ranks	+2 ranks
21	Open-mindedness	-2	+2
22	Social tolerance	+3	-10
23	Preserving the environment	-1	-10
24	Thrift		
25	Spirituality		
26	Friendship		
27	Being in tune with nature		
28	Duty		
29	Creativity		
30	Curiosity		
31	Respecting ancestors		
32	Helpfulness		
33	Pleasure		
34	Retribution		
35	Excitement		
36	Being enterprising		
37	Patriotism		
38	Sex		

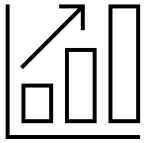
Rank of value in Argentina		Δ from global	Δ from region
39	Leisure	-6 ranks	-5 ranks
40	Simplicity	-13	-26
41	Romance		
42	Social responsibility		
43	Tradition		
44	Beauty		
45	Being youthful		
46	Cultural purity		
47	Looking good		
48	Internationalism		
49	Individuality		
50	Traditional gender roles		
51	Wealth		
52	Faith		
53	Self-interest		
54	Adventure		
55	Status		
56	Social Recognition		
57	Power		

NIQ Consumer Life Global 2026, C1 (global = 39 countries); rank on % top-2 box on 7-point scale of importance

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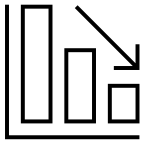
Growing and declining values

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Fastest-growing personal values in Argentina

	Δ from 2019
Health and fitness	+xx ranks
Material Security	+xx
Having fun	+xx
Thrift	+xx
Patriotism	
Pleasure	
Modesty	
Simplicity	
Being enterprising	
Enduring love	



Fastest-declining personal values in Argentina

	Δ from 2019
Curiosity	-xx ranks
Open-mindedness	-xx
Preserving the environment	-xx
Being youthful	-xx
Creativity	
Social responsibility	
Friendship	
Internationalism	
Sex	
Leisure	

NIQ Consumer Life Global 2019-2026 (filtered by Argentina), C1; rank based on % top-2 box on 7-point scale of importance

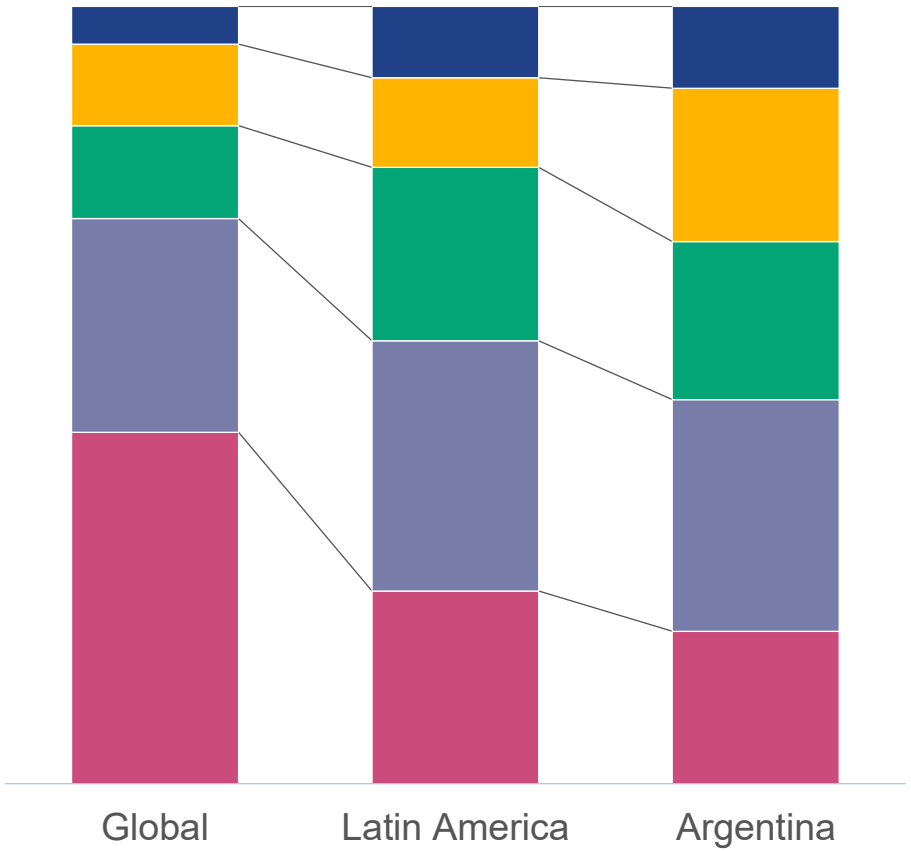
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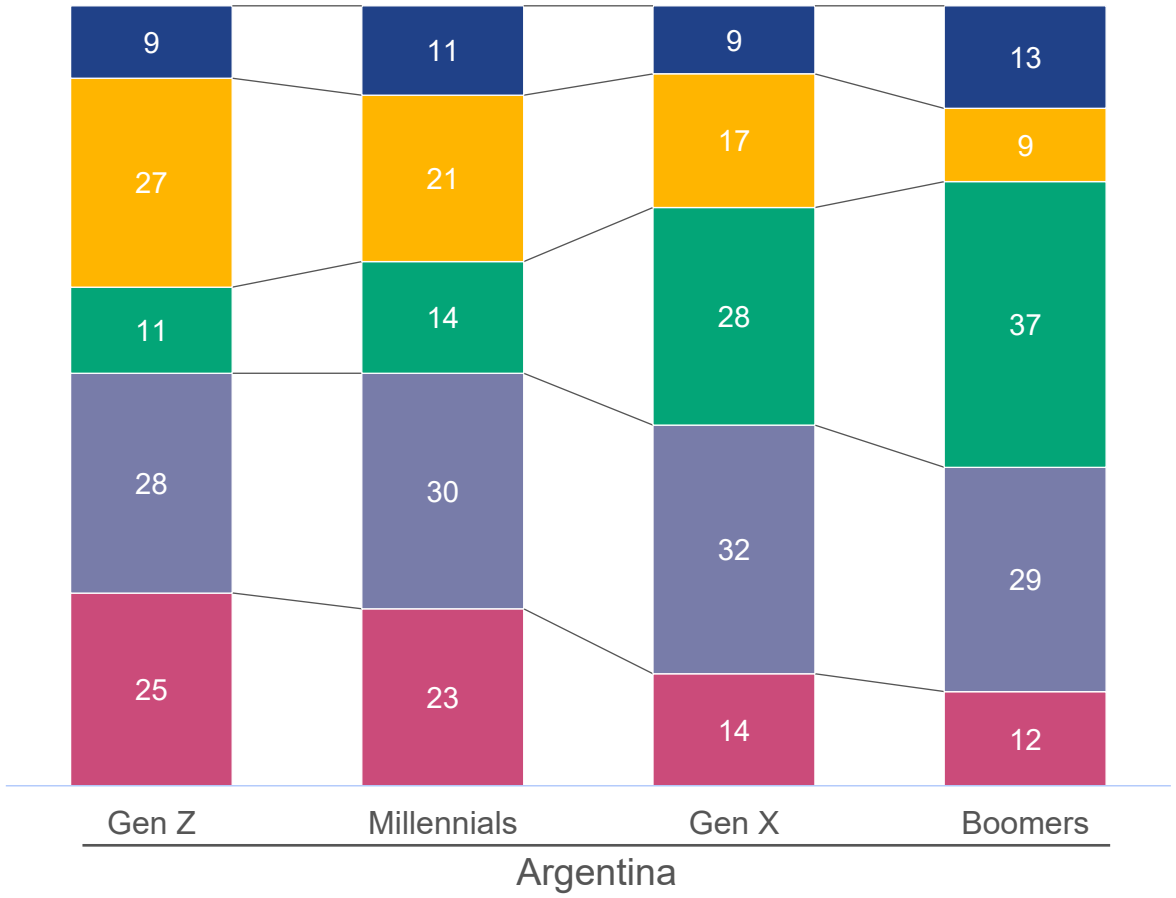
Values segments

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% distribution by values segment

Discoverers
Indulgers
Elementals
Mindfuls
Aspirers





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