



2019 Survey Results

Using Consumer Types to Understand the Path to Purchase

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Using Consumer Types to Understand the Path to Purchase

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Categorising Consumers Beyond Demographics

Why segment consumers by types?

Grouping consumers solely by demographics while looking at their buying behaviour and purchase decision-making can give a skewed view of their daily habits and long-term lifestyle choices. Instead, Euromonitor International's annual Consumer Types Series looks beyond standard demographics and profiles distinct personality-driven consumer types at both the global and country level. Changes in attitudes and habits can be tracked through our Consumer Types Series year-on-year, giving you valuable insight on what consumers want and need, even distinguishing among those in the same demographic group.

This report includes a 2019 update of Euromonitor International's 10 Global Consumer Types

Key Questions our Consumer Types Series Answers

Which consumer needs are driving your innovation pipeline?	Who are your key consumers in a specific market?
How are consumer habits and preferences changing?	What is the best way to target specific consumer types?
How can you tailor your services and products to what your key consumers value?	Where will your sales and marketing investments make the most impact?

In 2019, the Lifestyles survey repeated the strongest and most relevant questions from the 2011, 2013, 2015 and 2016 surveys, alongside new questions regarding the changing behaviours we observed through previous iterations. These new questions focus on future outlook, home and work life, technology preferences and further shopping insights. To ensure the data tracked contained valuable consumer insights which showcased shifting consumer behaviour, Euromonitor International expanded the survey coverage to include 40 developed and emerging countries with country-level consumer types grouped into ten global-level types.

Because the Global Consumer Types report is released annually, many of the 2019 key habits and lifestyles preferences of the 10 consumer types are consistent with the 2018 report. However, for 2019, we added two new Consumer Type segmentations: the Minimalist Seeker and Digital Enthusiast.

Overview of 2019 Global Consumer Types

These results from our annual Lifestyles survey draw on consumers' personal attitudes and traits such as media consumption, buying behaviours, individual aspirations and more. This segmentation empowers companies to think creatively about potential customers and create products and campaigns tailored to consumers' interests and attitudes. For example:

- Is a consumer who carefully plans their purchases swayed by low prices?
- Is a consumer who follows all the latest trends more likely to be influenced by social media and celebrity endorsements?
- Is a consumer who deeply cares about green and eco-friendly products willing to pay more for these features?
- Is a consumer who is focused on experiencing life to the fullest less likely to buy materialistic products?
- Is a consumer who is focusing on living a balanced lifestyle less likely to make impulse purchases?
- Is a consumer who is worried about their future less likely to buy premium and branded goods?

Global Consumer Type Profiles

Impulsive Spender



DEMOGRAPHICS

15% of global consumers

51% male

“I love finding bargains.”

Impulsive Spenders, as the name suggests, frequently make impulsive purchases if they feel that they have found a good deal. They are eager to treat themselves and prefer to live in the present, rather than focus on the future. Impulsive Spenders are not very concerned with internet privacy.

Conservative Homebody



DEMOGRAPHICS

13% of global consumers

51% male

“Family matters most to me.”

Conservative Homebodies often focus on personal issues, such as home, family and spirituality. Not comfortable in the spotlight, they prefer to let others lead. Conservative Homebodies appreciate shopping but are not very image conscious or particularly materialistic.

Minimalist Seeker



DEMOGRAPHICS

12% of global consumers

55% female

“I choose to focus on the simpler things.”

Minimalist Seekers do not place much importance on their image and strive to live within a modest lifestyle. Not only do they value saving money, but they are also unlikely to buy branded products or spend money on items that are not considered essential.

Secure Traditionalist



DEMOGRAPHICS

12% of global consumers

52% male

“I am content with where I am in life.”

Secure Traditionalists actively avoid shopping. They are unlikely to seek strong branded or premium products and prefer to save rather than spend.

Undaunted Striver



DEMOGRAPHICS

10% of global consumers

56% male

“I want to have and be the best.”

Undaunted Strivers are highly tech-savvy and image-conscious. When shopping, they are interested in trying new things and often seek branded and premium goods.

Empowered Activist



DEMOGRAPHICS

9% of global consumers

51% male

“I believe that I have the power to affect change.”

Empowered Activists feel they can make a difference. They are concerned with global issues and, as a result, value quality and durable products to reduce their footprint.

Inspired Adventurer



DEMOGRAPHICS

8% of global consumers

53% female

“I strive to get more out of life.”

Inspired Adventurers like to try new things. They have big plans and are interested in living abroad or being self-employed. Most Inspired Adventurers anticipate an increase in their spending.

Digital Enthusiast



DEMOGRAPHICS

6% of global consumers

54% female

“I incorporate technology in all areas of my life.”

Digital Enthusiasts love all things related to technology. They are likely to enjoy virtual experiences more than ones in real-life and are avid shoppers of the latest technology devices.

Balanced Optimist



DEMOGRAPHICS

5% of global consumers

51% female

“I am confident in myself and the future.”

Balanced Optimists prefer quality over quantity. They place importance on personal health and well-being and seek value for their spending.

Cautious Planner



DEMOGRAPHICS

4% of global consumers

51% female

“I know what I want in life.”

Cautious Planners are careful with their money and rarely make impulsive purchases. They are more comfortable with traditional methods of commerce and are less likely to use credit cards.

Consumer Types Through the Path to Purchase

Exploring shopping habits across consumer types

Understanding the shopping habits and preferences of global consumer types allows companies, brands and retailers to target their core customers better. From initial shopping motivations through to influences, channels used and the final purchase, each step in the path to purchase provides valuable information on how to successfully target key audiences.

This section explores the shopping habits and preferences of global consumer types and answers the following questions.

Example Questions in the Path to Purchase



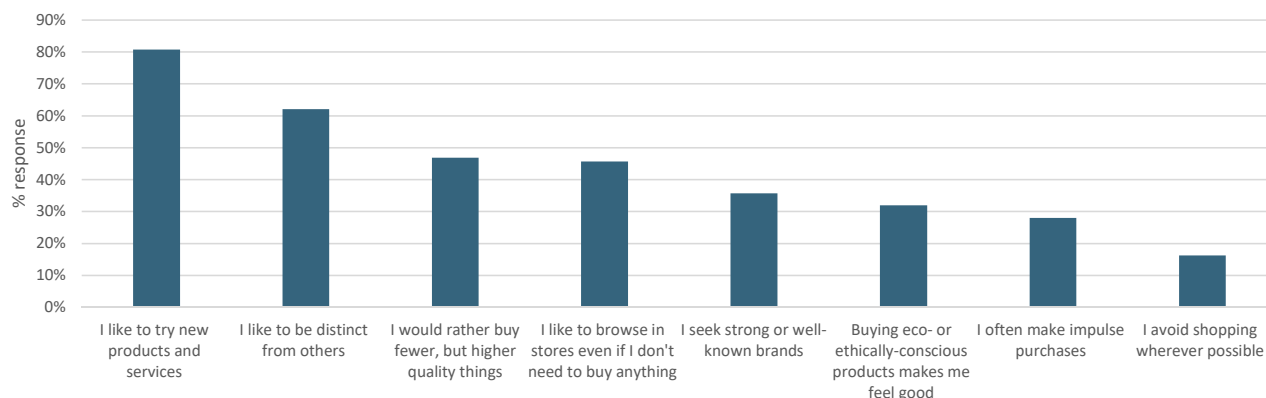
Source: Euromonitor International

What is driving purchasing decisions?

Consumers continue to focus on saving money as they are making purchasing decisions. However, less of them are focusing solely on low price. Across all consumer types, except for the Secure Traditionalist, there are other specific features taken into account alongside price, such as well-known and premium brands, green and eco-friendly claims, unique shopping experiences and rapidly changing fashion trends. Companies and retailers need to take these other attributes and features into consideration when thinking about product innovation, sales and marketing. Solely focusing on price is not enough anymore.

Impulsive Spender

Motivations and Preferred Attributes: Impulsive Spender



Source: Euromonitor International's Lifestyles Survey (2019)

Impulsive Spenders somewhat enjoy shopping and are relatively cautious about how they spend their money. However, they are invested in their image, and highly value well-known and premium branded goods. Though Impulsive Spenders are characterised as being impulsive, this Consumer Type's impulsivity is driven by low prices and value for money. Companies and retailers that clearly outline bargains and great discounts on well-known and premium brands are likely to resonate with Impulsive Spenders who think that they have found a great deal and could facilitate their impulse buying behaviour.

59%

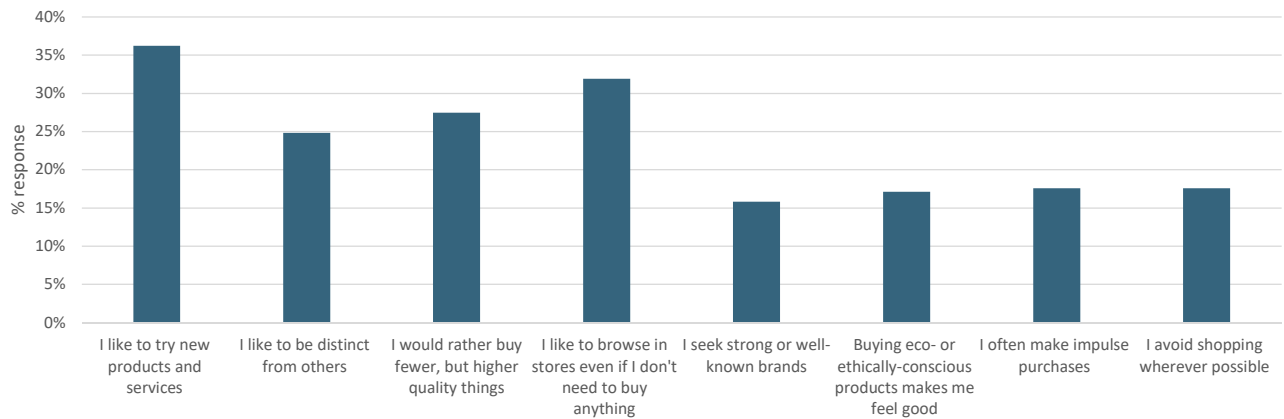
of Impulsive Spenders like to find bargains

63%

of Impulsive Spenders only buy from companies and brands that they trust completely

Conservative Homebody

Motivations and Preferred Attributes: Conservative Homebody



Source: Euromonitor International's Lifestyles Survey (2019)

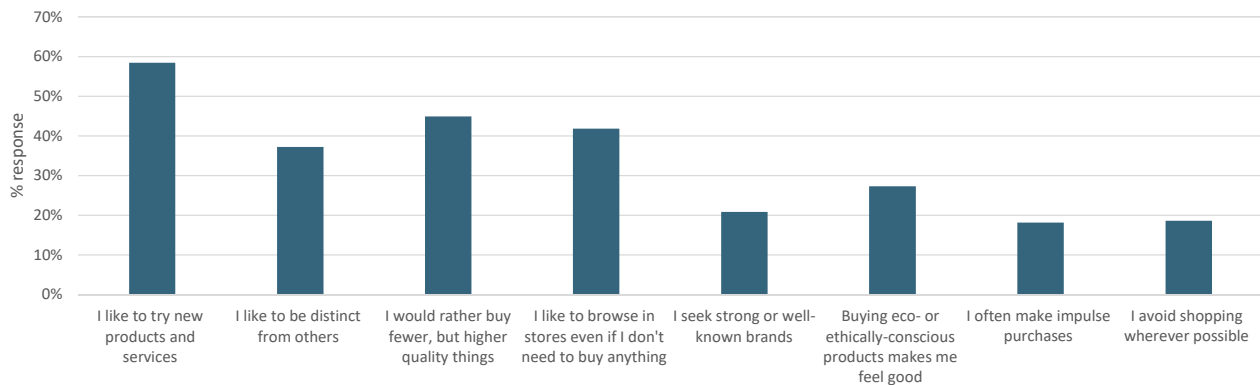
Conservative Homebodies are careful with how they spend their money. They are not very likely to actively seek well-known brands and premium products. Instead, they usually stick to their essential purchases and only occasionally enjoy trying new products. Though they might not necessarily be spending money, Conservative Homebodies enjoy the shopping experience and browsing through stores. Memorable and unique shopping experiences such as special in-store promotions, pop-up shops and limited-time collections may be able to attract more Conservative Homebodies and could potentially lead to occasional impulse buys.

32%
of Conservative Homebodies
like to visit shopping malls

32%
of Conservative Homebodies
try to lead a minimalist
lifestyle and do not buy items
unless necessary

Minimalist Seeker

Motivations and Preferred Attributes: Minimalist Seeker



Source: Euromonitor International's Lifestyles Survey (2019)

Minimalist Seekers focus on essential products and are unlikely to spend money or purchase items without reason. They are unlikely to make impulsive shopping decisions. However, they are not averse to trying new products and services, as long as they believe they are made of high quality and fit their minimalistic lifestyle. Due to their tendency to repair items instead of buying new ones and lack of investment in their personal image, companies and brands may struggle to influence the Minimalist Seeker's purchasing decision. However, brands and companies that focus on quality, longevity of products and sustainable or eco-conscious features are likely to resonate with this consumer type.

45%

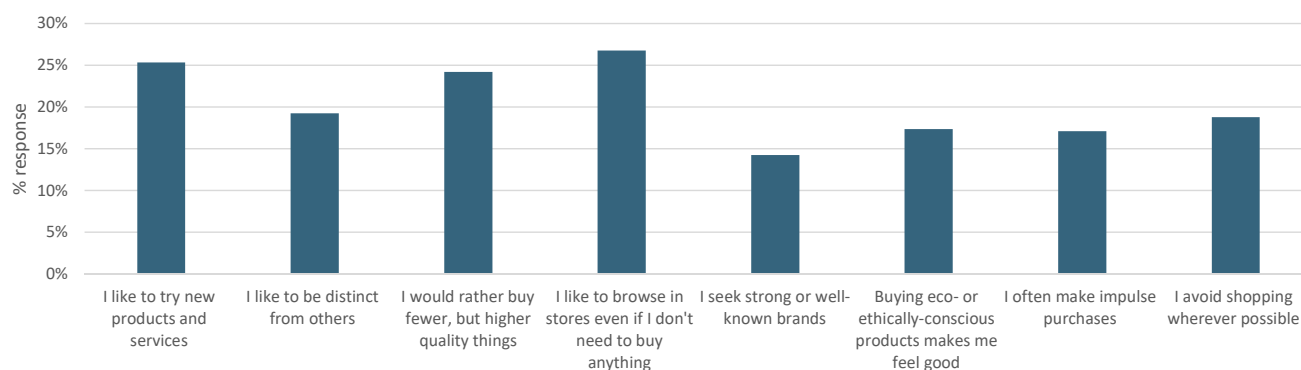
of Minimalist Seekers try to lead a minimalist lifestyle and do not buy items unless necessary

28%

of Minimalist Seekers like to repair their items instead of buying new ones

Secure Traditionalist

Motivations and Preferred Attributes: Secure Traditionalist



Source: Euromonitor International's Lifestyles Survey (2019)

Secure Traditionalists are very set in their ways. They are difficult to influence since they rarely make impulse buys, seldom try new products and usually stick to purchasing their essential items. Secure Traditionalists are very frugal in their shopping habits and frequently focus on low prices and place high importance on saving money. Discounts and sale offers could potentially influence the Secure Traditionalists' purchasing habits, causing them to choose the cheapest alternative. Since they also do not enjoy the shopping experience, the more convenient and efficient retailers and brands make the purchasing process the more likely they are to return as a customer.

31%

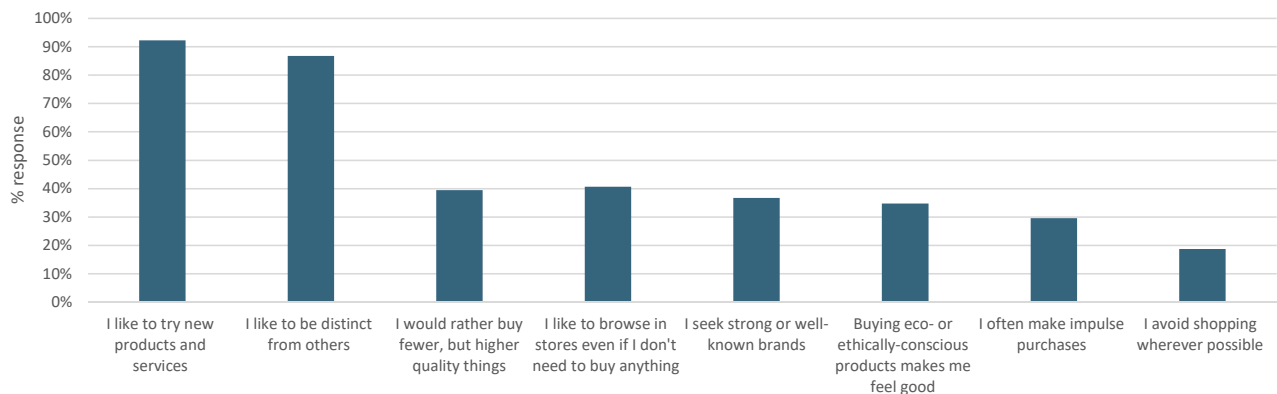
of Secure Traditionalists try to lead minimalist lifestyles and do not buy items unless necessary

38%

of Secure Traditionalists like to find bargains

Undaunted Striver

Motivations and Preferred Attributes: Undaunted Striver



Source: Euromonitor International's Lifestyles Survey (2019)

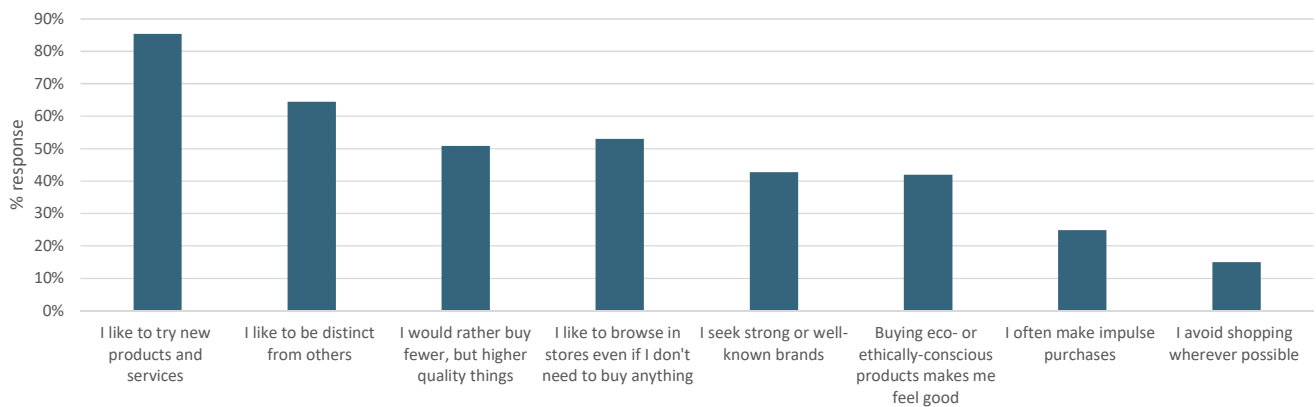
Undaunted Strivers enjoy their lives and are not very likely to worry too much about planning for the future. Instead, they are highly likely to prefer spending money rather than saving it and regularly make impulsive purchases. The main area that drives this behaviour is the Undaunted Striver's investment in their status and image. They place a great deal of importance on what others think of them and are interested in staying up-to-date with the latest trends and styles. Undaunted Strivers enthusiastically enjoy trying new products and experimenting with different brands, as well as actively seeking premium and well-known branded items — even if this means that they will have to pay more. Though they do look for low prices and value for money, they do not place as much importance on these features as other consumer types.

42%
of Undaunted Strivers
seek niche brands that are
hard-to-find or unique

84%
of Undaunted Strivers
prefer branded goods to
non-branded alternatives

Empowered Activist

Motivations and Preferred Attributes: Empowered Activist



Source: Euromonitor International's Lifestyles Survey (2019)

Empowered Activists value their personal well-being as well as global issues and are willing to pay more for products that conform to these standards. Though they frequently seek value for money, Empowered Activists place a lot of importance on quality products which often have eco-conscious or green-labelling such as “natural” or “sustainable”. Empowered Activists link these features to high-quality products instead of focusing merely on well-known or premium branded items.

40%

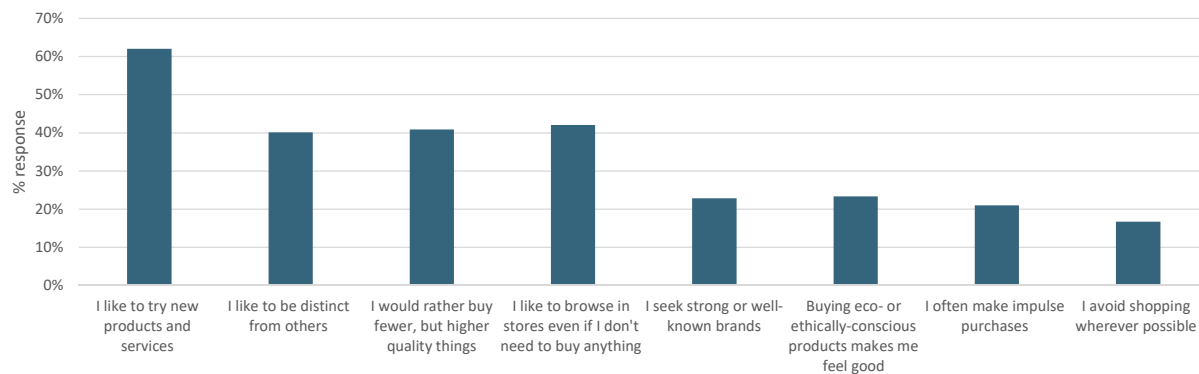
of Empowered Activists are willing to buy second-hand or previously owned items

58%

of Empowered Activists like to visit shopping malls

Inspired Adventurer

Motivations and Preferred Attributes: Inspired Adventurer



Source: Euromonitor International's Lifestyles Survey (2019)

Inspired Adventurers are cautious in how they spend their money, often looking for quality products such as well-known and premium brands alongside value for money. Though Inspired Adventurers look for quality products, they do not place that much importance on their appearance or what others think of them. They are likely to sway between brands and products depending on price and are willing to try new products and services as long as they contain the same features as their usual purchases.

Inspired Adventurers are incredibly future-focused, often saving money for the future and planning on moving abroad or being self-employed. Though they may not be as willing as other consumer types to spend money on experiences, Inspired Adventurers have larger life goals that make them bold.

47%

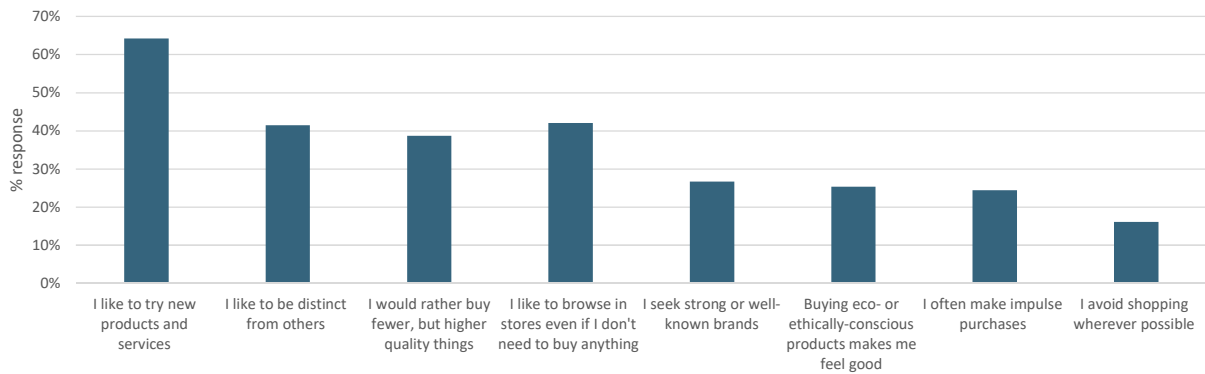
of Inspired Adventurers only buy from companies and brands that they trust completely

58%

of Inspired Adventurers like to find bargains

Digital Enthusiast

Motivations and Preferred Attributes: Digital Enthusiast



Source: Euromonitor International's Global Consumer Trends Survey (2019)

Digital Enthusiasts like to try new products and services and frequently make impulse purchases. They are unlikely to invest in their personal image and are not very interested in the latest fashion trends. Digital Enthusiasts are not very interested in well-known brands, high quality products or sustainability and eco-conscious features. Instead, they are focusing on price and short-term needs when making their purchasing decisions. Therefore, companies and brands that are looking to target Digital Enthusiasts, should make sure that their products are competitively priced.

31%

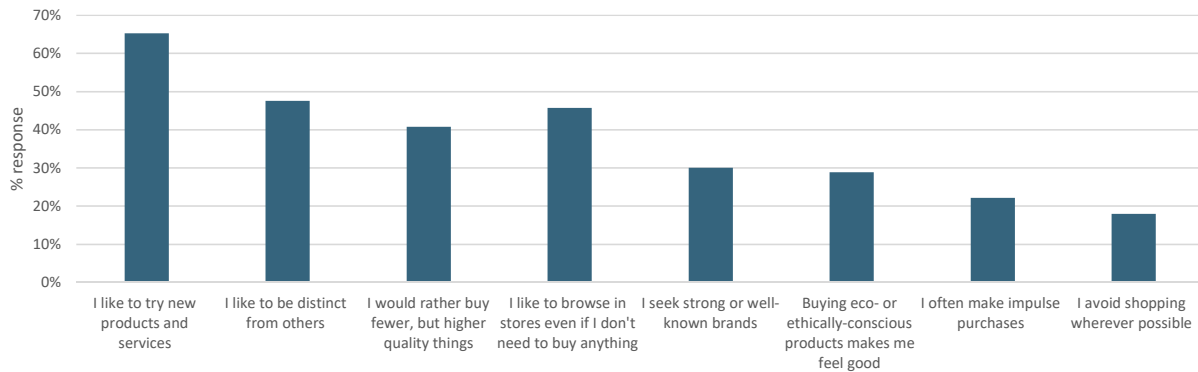
of Digital Enthusiasts don't mind buying items that will not last a long time if they are inexpensive

30%

of Digital Enthusiasts regularly seek private label and low-cost products

Balanced Optimist

Motivations and Preferred Attributes: Balanced Optimist



Source: Euromonitor International's Lifestyles Survey (2019)

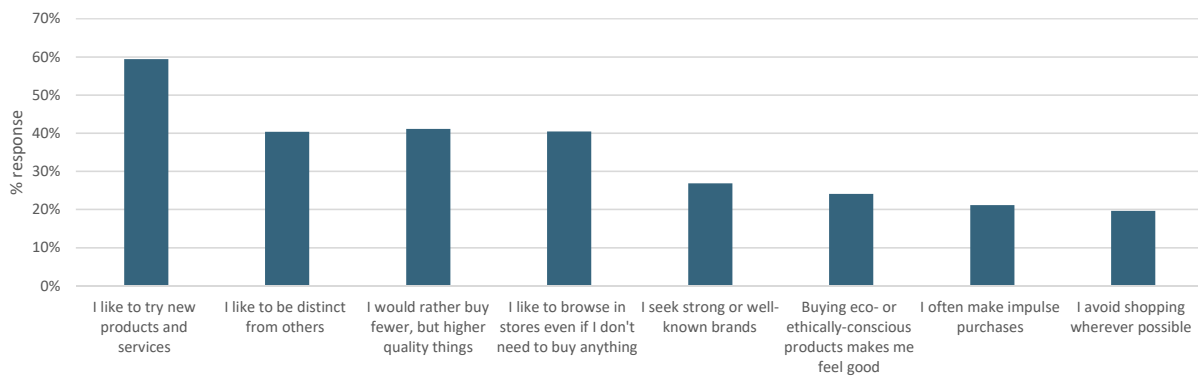
Balanced Optimists are pragmatic consumers, usually cautious with how they spend their money. However, they also place a lot of importance on their personal happiness, frequently making small impulsive purchases to treat friends and family or themselves. Though Balanced Optimists look for strong-brand and premium products on occasion, they place more value on low prices and seek competitively priced products. Balanced Optimists may be more likely than other consumer types to sway between brands and products depending on price.

53%
of Balanced Optimists only buy from companies and brands they trust completely

30%
of Balanced Optimists regularly seek private label or low-cost products

Cautious Planner

Motivations and Preferred Attributes: Cautious Planner



Source: Euromonitor International's Lifestyles Survey (2019)

Cautious Planners have often decided what they are going to buy before going into a store and are unlikely to deviate from their shopping lists to make impulse purchases on non-essential items. Though they place a lot of importance on saving, low prices and value for money are not the most important attributes Cautious Planners look for when making purchasing decisions. Instead, Cautious Planners have a high product loyalty, favouring tried and tested products, occasionally willing to pay more for them even if there are cheaper alternatives available. Bulk offers or multi-pack discounts may resonate well with this consumer type as it allows them to spend less on products they buy regularly.

48%

of Cautious Planners only buy from companies and brands they trust completely

36%

of Cautious Planners are willing to buy second-hand or previously owned items

Which Influences Resonate with Each Consumer Type?

Friends and family recommendations and independent consumer reviews heavily influence all consumer types and have the strongest impact on how consumers make purchasing decisions. This is not surprising as consumers usually find these sources trustworthy and are more willing to try new products that have positive feedback in these areas.

Consumers continue to place more emphasis on value for money, not only by looking at product features and pricing but also looking at brand or company values as well as efficient and helpful customer service. Companies who ensure clear communication and authentic services across all platforms with their audiences are likely to have a more significant impact on their purchasing decisions.



Responses by Type: Finding an Excuse to Shop

Global Consumer Type	Travel-based Shopping	Shopping for Gifts	Self-treating
Impulsive Spender	I occasionally pick my travel destination based on the quality of shopping there	I regularly buy gifts for my family and/or friends	I regularly buy myself small treats because I feel I deserve them
Conservative Homebody	I rarely pick my travel destination based on the quality of shopping there	I rarely buy gifts for my family and/or friends	I rarely buy myself small treats because I feel I deserve them
Minimalist Seeker	I rarely pick my travel destination based on the quality of shopping there	I rarely buy gifts for my family and/or friends	I rarely buy myself small treats because I feel I deserve them
Secure Traditionalist	I rarely pick my travel destination based on the quality of shopping there	I rarely buy gifts for my family and/or friends	I rarely buy myself small treats because I feel I deserve them
Undaunted Striver	I pick my travel destination based on the quality of shopping there	I regularly buy gifts for my family and/or friends	I regularly buy myself small treats because I feel I deserve them
Empowered Activist	I occasionally pick my travel destination based on the quality of shopping there	I regularly buy gifts for my family and/or friends	I regularly buy myself small treats because I feel I deserve them
Inspired Adventurer	I rarely pick my travel destination based on the quality of shopping there	I occasionally buy gifts for my family and/or friends	I occasionally buy myself small treats because I feel I deserve them
Digital Enthusiast	I occasionally pick my travel destination based on the quality of shopping there	I occasionally buy gifts for my family and/or friends	I occasionally buy myself small treats because I feel I deserve them
Balanced Optimist	I occasionally pick my travel destination based on the quality of shopping there	I occasionally buy gifts for my family and/or friends	I occasionally buy myself small treats because I feel I deserve them
Cautious Planner	I rarely pick my travel destination based on the quality of shopping there	I occasionally buy gifts for my family and/or friends	I occasionally buy myself small treats because I feel I deserve them



Impulsive Spender

The Impulsive Spender is highly influenced by social media. This includes posts by brands, companies and friends as well as brand and company ads on social media platforms. Social media provides the Impulsive Spender with information on the latest trends. Brands and companies that have a strong social media presence can potentially influence the Impulsive Spender's shopping behaviour and impulse buying by linking their stores to social media platforms and clearly outlining any sales campaigns especially for luxury and premium lifestyle products.

Conservative Homebody

The Conservative Homebody is likely to be influenced by both social media and traditional marketing channels, especially loyalty rewards programmes and TV commercials. Companies that have a clear loyalty programme could ensure repeat purchases if their offers are in-line with Conservative Homebodies money-saving mindset. A strong social media presence alongside this, especially including in-store experiences for their love of shopping, could encourage Conservative Homebodies to make more purchases.

Marketing Influences by Channel

Impulsive Spender

Channel	% Influence
Friends and Family Recommendations	74%
Independent Consumer Reviews	62%
Traditional Marketing	50%
Social Media	51%
Celebrity Endorsements	42%
Digital Marketing	43%

Source: Euromonitor International

Marketing Influences by Channel

Conservative Homebody

Channel	% Influence
Friends and Family Recommendations	51%
Independent Consumer Reviews	39%
Traditional Marketing	33%
Social Media	30%
Celebrity Endorsements	26%
Digital Marketing	26%

Source: Euromonitor International



Minimalist Seeker

The Minimalist Seeker is highly influenced by independent reviews as well as family / friend recommendations. These are considered trustworthy sources and therefore reliable when it comes to making purchasing decisions. Minimalist Seekers are the least likely Consumer Type to be influenced by other marketing channels. Companies and brands seeking to target the Minimalist Seeker should ensure that their independent reviews as well as their customer service is maintained at a high standard, as these are influential components to the purchasing decision.

Secure Traditionalist

The Secure Traditionalist is unlikely to be influenced by marketing compared to the other consumer types. Since Secure Traditionalists are expected to continue to buy their usual purchases and are rarely affected by changing trends or fashion, companies and retailers will struggle to sell non-essential or higher-priced products to Secure Traditionalists. Instead, their marketing strategies targeting Secure Traditionalists should clearly outline savings or discounts which resonate with this consumer type's priorities.

Marketing Influences by Channel

Minimalist Seeker

Channel	% Influence
Friends and Family Recommendations	65%
Independent Consumer Reviews	48%
Traditional Marketing	32%
Social Media	29%
Celebrity Endorsements	21%
Digital Marketing	21%

Source: Euromonitor International

Marketing Influences by Channel

Secure Traditionalist

Channel	% Influence
Friends and Family Recommendations	43%
Independent Consumer Reviews	34%
Traditional Marketing	30%
Social Media	28%
Celebrity Endorsements	26%
Digital Marketing	26%

Source: Euromonitor International



Undaunted Striver

The Undaunted Striver's image-conscious nature and continuous interest in changing trends can facilitate companies in influencing this consumer type. Though Undaunted Strivers are highly likely to be influenced across all marketing channels, there is a growing interest in digital, social media and celebrity endorsements. Not only do these platforms often showcase a lifestyle that Undaunted Strivers are looking to replicate, but they are also likely to consider Undaunted Strivers' personal tastes and preferences such as whom they follow on social media accounts, making it more likely that these campaigns resonate with them.

Empowered Activist

The Empowered Activist is likely to be influenced by many marketing channels, but often looks to social media and traditional channels, especially tv commercials and loyalty rewards programmes. Brands and retailers who actively engage with Empowered Activists through social media especially on green, ethical and eco-conscious topics are likely to resonate with this consumer type and gain customer loyalty due to their shared priorities.

Marketing Influences by Channel

Undaunted Striver

Channel	% Influence
Friends and Family Recommendations	80%
Independent Consumer Reviews	75%
Traditional Marketing	71%
Social Media	73%
Celebrity Endorsements	68%
Digital Marketing	70%

Source: Euromonitor International

Marketing Influences by Channel

Empowered Activist

Channel	% Influence
Friends and Family Recommendations	78%
Independent Consumer Reviews	66%
Traditional Marketing	50%
Social Media	52%
Celebrity Endorsements	40%
Digital Marketing	42%

Source: Euromonitor International



Inspired Adventurer

The Inspired Adventurer is most likely influenced by traditional marketing, especially through loyalty rewards programmes, tv commercials and in-store advertising. Marketing campaigns on these platforms that show value for money offers on premium as well as well-known brands are likely to influence the Inspired Adventurer's decision making. Companies and retailers could even suggest some alternative cheaper options to Inspired Adventurers' usual purchases through loyalty rewards programmes which could, in turn, enable Inspired Adventurers to try new products and make more impulsive purchases.

Digital Enthusiast

The Digital Enthusiast is influenced by social media as well as traditional marketing channels such as in-store advertising. As they enjoy the shopping experience and are looking to save money, companies and brands that clearly outline saving and low price alongside an experiential or unique shopping experience are likely to resonate with this consumer type.

Marketing Influences by Channel

Inspired Adventurer

Channel	% Influence
Friends and Family Recommendations	63%
Independent Consumer Reviews	49%
Traditional Marketing	33%
Social Media	31%
Celebrity Endorsements	22%
Digital Marketing	22%

Source: Euromonitor International

Marketing Influences by Channel

Digital Enthusiast

Channel	% Influence
Friends and Family Recommendations	72%
Independent Consumer Reviews	66%
Traditional Marketing	50%
Social Media	52%
Celebrity Endorsements	40%
Digital Marketing	42%

Source: Euromonitor International

Balanced Optimist

The Balanced Optimist is most likely to be influenced by traditional marketing channels such as loyalty rewards programmes, tv commercials and in-store advertising. Since Balanced Optimists frequently make impulsive purchases to treat themselves and others, traditional marketing channels such as clear product promotion in-store or loyalty rewards programmes that suggest cheap alternatives based on previous purchases are likely to enable Balanced Optimists' impulsive shopping behaviour.

Marketing Influences by Channel

Balanced Optimist

Channel	% Influence
Friends and Family Recommendations	70%
Independent Consumer Reviews	55%
Traditional Marketing	45%
Social Media	46%
Celebrity Endorsements	38%
Digital Marketing	38%

Source: Euromonitor International

Cautious Planner

The Cautious Planner is most likely to be influenced by traditional marketing such as loyalty rewards programmes, tv commercials and in-store advertising. However, since this consumer type usually plans their purchases in advance, does not pay much attention to changing trends and has a very high loyalty to specific products and brands, it can be very challenging to influence Cautious Planners to try new products. Companies that are already part of the Cautious Planners' regular purchases need to ensure that they remain competitively priced and there is clear on-going communication about sales or discounts, if the price gap to cheaper alternatives becomes too large they can lose the loyalty of this consumer type.

Marketing Influences by Channel

Cautious Planner

Channel	% Influence
Friends and Family Recommendations	63%
Independent Consumer Reviews	53%
Traditional Marketing	39%
Social Media	39%
Celebrity Endorsements	31%
Digital Marketing	31%

Source: Euromonitor International

Where do consumers research and purchase products?

Impulsive Spender

The Impulsive Spender is a high user of mobile platforms for both research and purchase purposes. Brands and retailers can facilitate the spontaneous behaviour of this consumer type by ensuring that purchasing platforms are linked closely to social media platforms and that all discounted offers on premium and well-known branded products are clearly outlined. This would make it as easy as possible for Impulsive Spenders to buy trendy and fashionable products at a low price without spending too much time and effort.

Conservative Homebody

Conservative Homebodies still regularly make purchases in-store. However, they do not use this channel as frequently as other consumer types. Conservative Homebodies' usage of online and mobile platforms for browsing and purchasing has been growing, though Conservative Homebodies love the in-store shopping experience, companies should not neglect these other platforms when trying to reach this consumer type.

Minimalist Seeker

Minimalist Seekers use a combination of in-store, online and mobile channels to make their purchases. However, they are most likely to conduct their research in-store, specifically to try or see items in person before deciding. Companies and brands should clearly outline key features in-store via packaging or signage with emphasis on eco-conscious, sustainable, locally sourced and high-quality ingredients or materials.

Secure Traditionalist

Secure Traditionalists still conduct most of their research and purchases in-store. Since they do not stray far from their usual purchases, brands and retailers need to ensure that any discounts or offers are clearly labelled at the time of purchase to make any impact on the Secure Traditionalist's purchasing decisions.

Undaunted Striver

Undaunted Strivers conduct the majority of their research and purchases online via computer or tablet, however, they still frequently use in-store services as well. Undaunted Strivers remain a strong user of mobile platforms. As their tech-savvy nature and usage of mobile services continues to grow, companies should continue investment in mobile platforms and ensure that they are efficient and easy-to-use.

Empowered Activist

Empowered Activists are high users of both in-store and online platforms. Brands and retailers need to maintain a seamless service between both platforms to enable Empowered Activists to make quick shopping decisions and enjoy the shopping experience. They also need to have clear descriptions and labels for all their products so that Empowered Activists can easily find products that fit into their green and eco-friendly lifestyle.

Inspired Adventurer

The Inspired Adventurer uses a combination of online platforms and in-store services to conduct research and make purchases. Inspired Adventurers seem to slightly favour doing their product research online via tablet or computer, which may allow them to compare prices, features and reviews quickly. However, they still tend to do most of their purchasing in-store. Companies and retailers that provide a seamless experience between the two platforms such as click-and-collect offers may resonate with this consumer type.

Digital Enthusiast

The Digital Enthusiast stays true to their name and makes the majority of their purchases online or via mobile phone. However, they prefer to do their research in-store, seeking limited promotions and discounted items as well as enjoying the shopping experience. Companies and brands that clearly mark discounts and promotions in-store may appeal to the Digital Enthusiast's impulsive nature and encourage more in-store purchases.

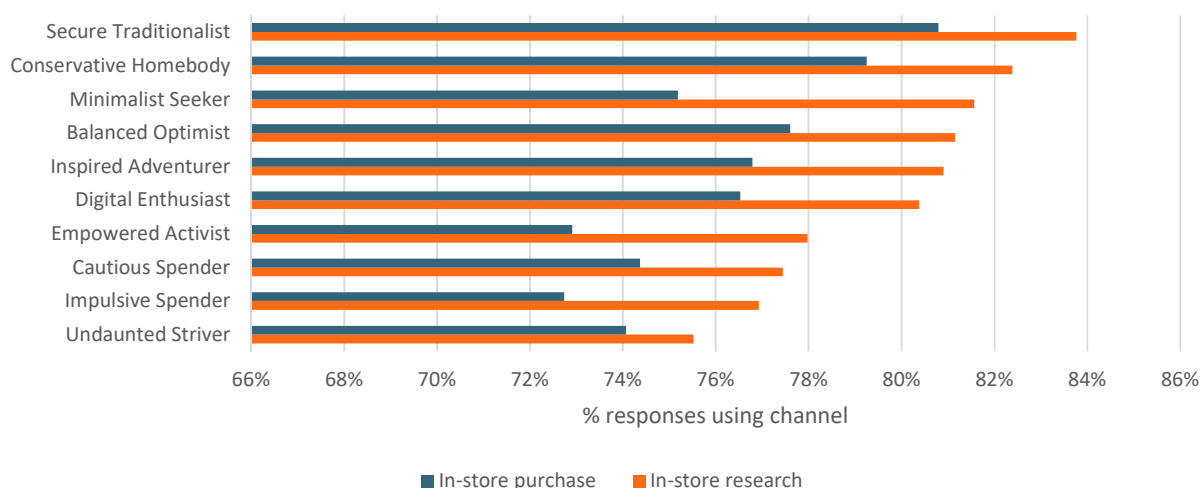
Balanced Optimist

The Balanced Optimist enjoys the shopping experience and still makes the majority of purchases in-store. However, they are more likely to conduct their research online via tablet or computer. This could be because Balanced Optimists are easily able to compare prices and products online to find the best deals. Clear price comparison and products featured both online and in-store could facilitate a quicker purchasing decision, making the Balanced Optimists' shopping experience more convenient while ensuring that they are able to take advantage of discounts and sales.

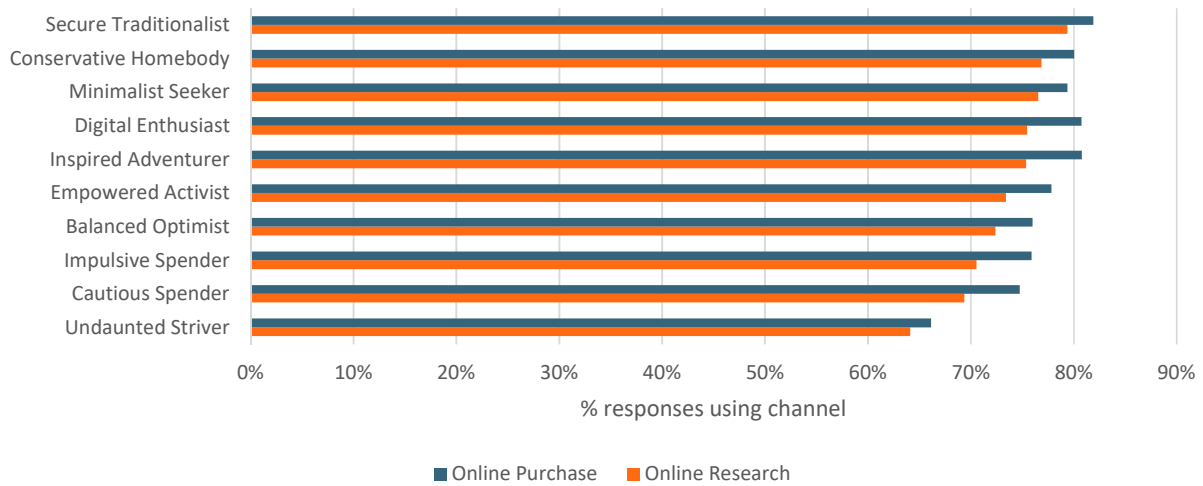
Cautious Planner

The Cautious Planner favours making purchases in-store and conducting research online via tablet and computer. Since the Cautious Planner carefully determines purchases in advance, the most likely time to influence their purchasing decisions is during the research stage. Companies and retailers who understand Cautious Planners' previous purchases, suggest offers that they may be interested in and provide seamless online to in-store services are likely to resonate with this consumer type.

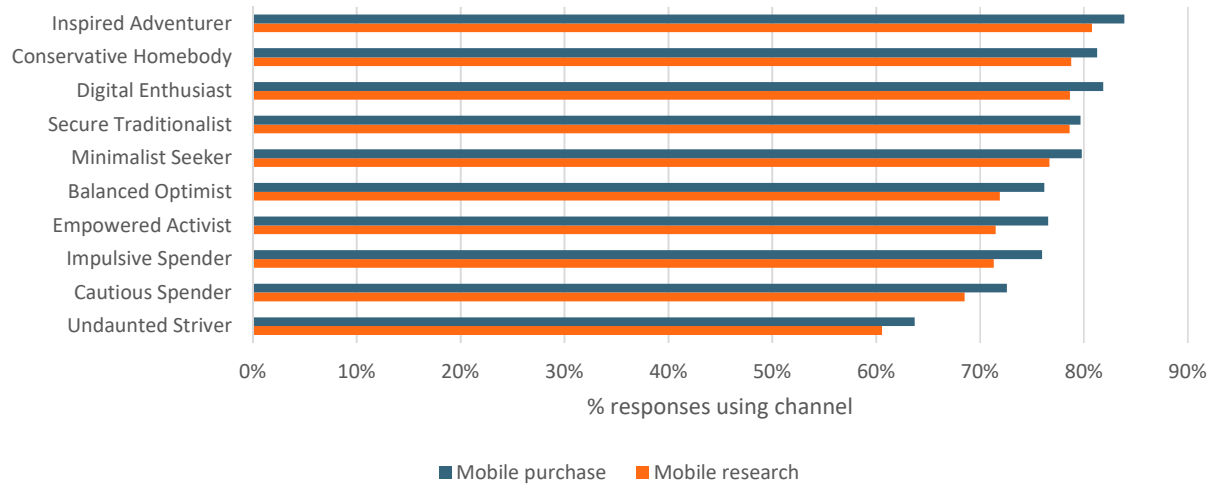
Research and Purchase Locations: In-store



Source: Euromonitor International's Lifestyles Survey (2019)

Research and Purchase Locations: Online

Source: Euromonitor International's Lifestyles Survey (2019)

Research and Purchase Locations: Mobile

Source: Euromonitor International's Lifestyles Survey (2019)

Targeting the Global Consumer Types

Best ways to target the Impulsive Spender



The Impulsive Spender places importance on their appearance and frequently makes impulse purchases to keep up-to-date on the latest trends. Though they somewhat enjoy shopping and do not like spending money, Impulsive Spenders do actively seek bargains which further enable their impulsive spending behaviour. Companies and brands that clearly outline sales and discounts on well-known, premium and luxury products are likely to resonate with the Impulsive Spender as these types of deals would be considered great value for money. To ensure that

brands and retailers are making the most of the Impulsive Spenders spontaneous purchasing behaviour, they need to make sure that mobile, online and in-store platforms are easy and quick to use since Impulsive Spenders do not enjoy shopping. Companies and brands should also clearly outline any sales, discounts and bargains. This could enable more purchases as Impulsive Spenders would be able to buy on-trend products at a low price.

Best ways to target the Conservative Homebody



Conservative Homebodies are driven by price, value for money and will likely to stick to their day-to-day purchases. Though they do not spend a lot of money, Conservative Homebodies enjoy browsing new products and shopping. Companies and retailers that clearly showcase where Conservative Homebodies can save money on their essential purchases while providing a unique and memorable shopping experience are likely to ensure repeat purchases and customer loyalty.

Conservative Homebodies occasionally enjoy trying new things. New-to-market products or private label companies could potentially thrive with this consumer type, as long as they are competitively priced and provide the same features as the Conservative Homebody's regular purchases.

Best ways to target the Minimalist Seeker



The Minimalist Seeker is focused on living a minimalistic lifestyle and places a lot of importance on sustainability and community issues. They rarely buy non-essential products and are unlikely to make impulsive shopping decisions. Minimalist Seekers place importance on quality and are willing to pay more for this if it means that their purchases will have longevity. This focus on longevity can also be seen through their inclination to fix items rather than purchasing a replacement as well as purchasing second-hand items.

Minimalist Seekers are unlikely to place importance on their image or follow trends. They have the potential to be a great target audience for new product innovations, new brands and private label companies as long as they are in line with the Minimalist Seeker's values.

Best ways to target the Secure Traditionalist



Secure Traditionalist are very set in their ways and is often very frugal in their shopping habits. They do not enjoy shopping and rarely make impulse purchases, often sticking to their usual purchases. They do place a lot of importance on low prices as they value saving money. Due to their low brand loyalty and strong focus on price, this could potentially be a key audience for new brands, products and private label companies as long as they are competitively priced. To have the most impact on the Secure Traditionalists' purchasing decisions, these discounts and

low prices should be clearly labelled at the time of selection and purchase.

Since Secure Traditionalists actively try to avoid shopping, brands and retailers that make the shopping experience as convenient, quick and efficient as possible are likely to have happy and returning customers.

Best ways to target the Undaunted Striver



Undaunted Strivers place a lot of importance on how others perceive them and are avid followers of the latest trends. To ensure that they are keeping up with changing styles, Undaunted Strivers are highly likely to make impulsive purchases and enjoy spending money on new products, premium and strong-branded products as well as convenience services.

Though Undaunted Strivers do take low prices and value for money into account, they do not place as much importance on these features as other consumer types. Luxury and strong-branded companies, as well as those who capture the latest trends in their products, are highly likely to resonate with the Undaunted Striver, especially if they have a strong social media presence and

celebrity endorsements. These marketing channels have a high influence on the Undaunted Striver as they are likely to feature lifestyles that Undaunted Strivers are looking to replicate.

Though the Undaunted Striver is one of the most tech-savvy consumer types and has a high usage of both online and mobile platforms when it comes to their shopping behaviours, companies should not neglect in-store services. Instead, creating a seamless and easy-to-use experience for Undaunted Strivers from in-store to online / mobile platforms is likely to ensure customer loyalty and facilitate more of their impulse buying behaviour.

Best ways to target the Empowered Activist



The Empowered Activist seeks high-quality products when making purchases. This includes products with green and eco-conscious claims although not necessarily well-known and premium products. Empowered Activists place a great deal of importance on value for money and are cautious on how much they spend. However, they are willing to pay more for products that they believe are of higher quality. Companies and brands looking to target this consumer type should consider investing in partnerships and claims by well-known green and

eco-conscious associations which may influence the Empowered Activist's shopping decisions.

Empowered Activists are also conscious of their image and place some importance on keeping up with the latest trends and often enjoy trying new products. Though they do not make impulse purchases often, they do treat themselves as well as friends and family if they feel it is deserved. They are worried about global issues and take green labels, as well as eco-conscious claims, to heart.

Best ways to target the Inspired Adventurer



Inspired Adventurers are very future-focused, cautious about how they spend their money and eager to accomplish larger life goals such as moving abroad or being self-employed. Inspired Adventurers value high-quality products and actively seek value for money, though they are not very loyal to brands and are likely to try new products. Companies and retailers that competitively price their products may be able to entice Inspired Adventurers into switching to new products as long as it contains the same main features as their usual purchases. The Inspired Adventurer

has the potential to be a key audience for new brands, products and private label companies looking to expand their reach. Suggestions from brands and retailers about alternative cheaper options to their usual purchases especially through loyalty rewards programmes could also facilitate this segment's decision making and potentially lead to more impulsive purchases.

Best ways to target the Digital Enthusiast



Digital Enthusiasts seek to incorporate technology in all areas of their life, frequently seeking online experiences to real ones. They are unlikely to invest in their personal image or spend money on the latest trends unless they are technology-related. Digital Enthusiasts are highly likely to be willing to spend money on technology, however are quite frugal when it comes to other areas of their life. Digital Enthusiasts are unlikely to be interested in well-known brands or high-quality products when it comes to their day-to-day needs and shopping behaviour. Instead they are much more likely to focus on low prices and saving money.

Though Digital Enthusiasts live much of their lives online, they still enjoy browsing stores. Brands and companies that can create a seamless online and offline shopping experience through a combination of in-store experiences and social media campaigns are likely to resonate with this consumer type.

Best ways to target the Balanced Optimist



The Balanced Optimist is a pragmatic consumer. They are usually cautious about how they spend their money and look to save rather than spend. They are strongly driven by low prices and even though they do value brand-name products, they are unlikely to buy them unless they are discounted and competitively priced. They do not have very strong brand loyalty and can shift their preferences according to low prices and how much money they can save. Balanced Optimists could potentially be a great target market for new-to-market companies or private label companies if they are cheaper than name-brand alternatives.

Due to their heavy interest in low prices, clear discounts and easy price comparison in-store and online could facilitate quicker purchasing decision making and could potentially make Balanced Optimists' shopping experiences more convenient as well as enable their impulsive shopping behaviour.

Best ways to target the Cautious Planner



Cautious Planners carefully determine their purchases prior to making them and rarely make impulse purchases or buy non-essential items. They tend to have high loyalty to specific brands and products and are less likely to sway between them and willing to pay more for a product they believe is worth the money. Brands and retailers might struggle to convince the Cautious Planner to try new products or brands. Yet, offers on usual purchases such as multi-packs or bulk discounts are likely to resonate with Cautious Planners.

Though Cautious Planners use online and in-store services almost equally, they tend to favour in-store services while making purchases and online platforms to conduct research. Companies and retailers should really take advantage of reaching the Cautious Planner during the research stage of their path to purchase as this is likely to most influential time in their decision making.

Euromonitor's Consumer Types Series

Going beyond country-level analysis to look at consumer types across the world

While many companies often identify market segments using demographics alone, few would agree that consumers are neatly defined by age, gender or income. To overcome this issue, Euromonitor International goes beyond standard demographics and has created an ongoing series of distinct, personality and habit-driven consumer types at both global and country levels.

2019 Consumer Types

200 Country-level consumer types, grouped into ten global-level categories



Uncovering key consumers in 40 global markets

Euromonitor International took the following steps to determine the main consumer types in each of 40 global markets:

- Step 1: Identified different variables on which to analyse and group consumers
- Step 2: Conducted a cluster analysis on responses to the 2019 Lifestyles survey; identified and confirmed four to five consumer types in each of the forty markets surveyed
- Step 3: Looked in detail at each type's responses to all 150+ Lifestyles Survey questions to better understand these individuals
- Step 4: Created a series of reports highlighting the key traits of each type within a particular country and the best ways to reach these consumers

Consumer Types Methodology, 2019



Source: Euromonitor International

Consumer Types Country Reports Being Published from June 2019 to December 2019

	Balanced Optimist	Cautious Planner	Conservative Homebody	Digital Enthusiast	Empowered Activist	Impulsive Spender	Inspired Adventurer	Minimalist Seeker	Secure Traditionalist	Undaunted Striver
Argentina			•	•	•			•	•	•
Australia	•			•	•			•	•	•
Belgium				•	•		•	•	•	•
Brazil			•		•	•		•	•	•
Canada	•				•	•	•		•	•
Chile				•		•		•	•	•
China			•		•	•		•	•	•
Colombia	•				•	•		•	•	•
Denmark			•				•	•	•	•
Egypt				•	•		•		•	•
France			•			•	•	•	•	•
Germany			•		•		•		•	•
Hong Kong			•	•		•		•	•	•
India	•	•			•	•			•	•

Source: Euromonitor International

	Balanced Optimist 	Cautious Planner 	Conservative Homebody 	Digital Enthusiast 	Empowered Activist 	Impulsive Spender 	Inspired Adventurer 	Minimalist Seeker 	Secure Traditionalist 	Undaunted Striver 
Indonesia					•	•		•	•	•
Italy			•			•	•	•	•	•
Japan			•	•			•	•	•	•
Malaysia	•		•		•	•			•	•
Mexico			•		•	•		•	•	•
Morocco		•				•	•		•	•
Netherlands			•				•	•		•
New Zealand			•			•	•	•	•	•
Nigeria		•	•	•		•				•
Peru			•		•		•	•	•	•
Philippines	•			•	•				•	•
Poland			•		•			•	•	•
Russia			•	•		•	•		•	•
Saudi Arabia	•	•				•			•	•
Singapore	•		•			•		•	•	•
South Africa			•		•	•	•		•	•
South Korea			•	•		•			•	•
Spain		•	•	•		•			•	•
Sweden		•	•			•		•	•	•
Taiwan			•	•		•			•	•
Thailand			•		•	•		•	•	•
Turkey	•					•		•	•	•
UAE					•	•	•		•	•
UK		•	•		•	•			•	•
USA			•			•		•	•	•
Vietnam						•		•	•	•

Source: Euromonitor International

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Amrutha joined Euromonitor International as an Account Manager in 2015 and moved on to join the Survey team as an Analyst in 2017. Prior to joining Euromonitor International, Amrutha was an Account Manager at a leading member-based advisory company, working with C-level executives to drive business performance.

Amrutha's key responsibilities at Euromonitor International include: survey development, data cleaning, rigorous data analysis and insightful reporting. These reports focus on the results of Euromonitor International's Lifestyles surveys and consumer segmentation analysis, providing valuable insight that highlight lifestyles and daily habits of global consumers.



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