

Main Category	Segmentation Base	Data	Statistics
Geographic	Country/continent	India, South Asia	
	Region/area of the country	South India - Urban	39%
		West India - Urban	46%
		North East India - Urban	26%
		North India - Urban	24%
		Central India - Urban	24%
		East India - Urban	21%
Demographic	Age group	60+	151M
	Gender	Male, female	50%, 50%
	Marital status	Married, widowed	66%, 32%
	Family life cycle	Married, have kids	
	Family size	Living with spouse/ living with working children/ living alone	56%, 32%, 5%
	Occupation	Retired	
	Education	Literate/Illiterate - Urban	67%, 33%
Psychographic	Social class	Upper Middle Class, Rich Class	5L+/annum
	Personality	Health conscious, paranoia of health, kids who worry/complain about health of parents	
	Health conditions		
Benefits Sought	Needs/motivations	Independency, value, safety	
Behavioral	Buying stage	Gen Y (1981-1996) gathering information on elderly care safety	
	Usage rate	Light, medium	
	Loyalty status	Loyal (As old people do not change brands often)	
	Shopping style	Need based shopping	