2018 Survey Results
Using Consumer Types to Understand the Path to Purchase

AMRUTHA SHRIDHAR
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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 what their daily habits and long-term lifestyle choices are. 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 valuable insight on what consumers want and need, even distinguishing among those in the same demographic group.

This report includes a 2018 update of Euromonitor International’s eight global consumer types.

Key Questions Consumer Types Answer

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

In 2017, the Lifestyles survey repeated the strongest and most relevant questions from the 2011, 2013, 2015 and 2016 surveys alongside new questions regarding changing behaviours Euromonitor observed through previous iterations. To ensure the data tracked contained valuable consumer insights which showcased shifting consumer behaviour, Euromonitor International expanded the survey coverage to include 21 developed and emerging countries with 100 country-level consumer types grouped into eight global-level types.
The Global Consumer Types report is annually released. Therefore, many of the 2018 key habits and lifestyles preferences of the 8 consumer types are consistent with the 2017 report.

Global Respondents within Each Consumer Type, 2017 and 2016
Percentage of Respondents

Overview of 2017 Global Consumer Types

Drawing on consumers’ personal attitudes and traits such as media consumption, buying behaviours, individual aspirations and more results from Euromonitor International’s annual Lifestyles survey, 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?
GLOBAL CONSUMER TYPE PROFILES

Secure Traditionalist

DEMOGRAPHICS
20% of global consumers
53% male
Average age: 41 years old

“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. Their annual average household income is US$34,594.

Empowered Activist

DEMOGRAPHICS
17% of global consumers
55% female
Average age: 40 years old

“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. Their annual average household income is US$38,842.
Conservative Homebody

DEMOGRAPHICS
16% of global consumers
52% male
Average age: 37 years old

“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. Their annual average household income is US$41,230.

Inspired Adventurer

DEMOGRAPHICS
13% of global consumers
52% female
Average age: 38 years old

“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 and being self-employed. Most Inspired Adventurers anticipate an increase in their spending. Their annual average household income is US$36,779.

Undaunted Striver

DEMOGRAPHICS
13% of global consumers
57% male
Average age: 37 years old

“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. Their annual average household income is US$54,618.
Cautious Planner

**DEMOGRAPHICS**
9% of global consumers
54% female
Average age: 45 years old

“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. Their annual average household income is US$37,633.

Balanced Optimist

**DEMOGRAPHICS**
9% of global consumers
60% female
Average age: 41 years old

“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. Their annual average household income is US$49,868.

Impulsive Spender

**DEMOGRAPHICS**
5% of global consumers
54% female
Average age: 38 years old

“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. Their annual average household income is US$34,420.
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, these steps of 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

What is driving purchasing decisions?
Consumers continue to focus on saving money when making purchasing decisions. However, fewer consumers are focusing solely on low price. Across all consumer types, except for the Secure Traditionalist, there are other features considered 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.

**Secure Traditionalist**

![Motivations and Preferred Attributes: Secure Traditionalist](image)


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.

- 34% of Secure Traditionalists sought all natural features in fresh food
- 22% of Secure Traditionalists are willing to pay more for this feature
Empowered Activist

Motivations and Preferred Attributes: Empowered Activist

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.

53% of Empowered Activists sought all natural features in fresh food

37% of Empowered Activists are willing to pay more for this feature

Conservative Homebody

Motivations and Preferred Attributes: Conservative Homebody

Conservative Homebodies rarely make impulse purchases and are careful with how they spend their money. They are unlikely 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.

Inspired Adventurer

*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 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.*

**Motivations and Preferred Attributes: Inspired Adventurer**

- I enjoy spending money rather than saving it: 45%
- I often make impulse purchases: 20%
- I avoid going shopping whenever possible: 15%
- I like to try new products and services: 34%
- I seek value for money: 20%
- I seek low prices: 15%
- I seek strong brands: 20%
- I seek premium: 10%

*Source: Euromonitor International’s Global Consumer Trends Survey (2017)*

34% of Conservative Homebodies sought all natural features in fresh food

22% of Conservative Homebodies are willing to pay more for this feature

45% of Inspired Adventurers sought all natural features in fresh food
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.

**Undaunted Striver**

*Motivations and Preferred Attributes: Undaunted Striver*

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.
Cautious Planner

Motivations and Preferred Attributes: Cautious Planner

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Cautious Planners often decide what 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 high product loyalty, favouring tried and tested products as well as an occasional willingness to pay more for these products even if cheaper alternatives are 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.

45% of Cautious Planners sought all natural features in fresh food

29% of Cautious Planners are willing to pay more for this feature

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Balanced Optimist

Motivations and Preferred Attributes: Balanced Optimist


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.

47% of Balanced Optimists sought all natural features in fresh food

34% of Balanced Optimists are willing to pay more for this feature
Impulsive Spender

Motivations and Preferred Attributes: Impulsive Spender


Impulsive Spenders do not enjoy shopping and are relatively cautious about how they spend their money. However, they are invested in their image, frequently make impulse purchases and highly value well-known and premium branded goods. Keeping up-to-date on the latest trends could explain their impulsive shopping behaviour, but this could also be due to the high importance Impulsive Spenders place on 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.

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.

64% of Impulsive Spenders sought all natural features in fresh food

53% of Impulsive Spenders are willing to pay more for this feature
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**

<table>
<thead>
<tr>
<th>Global Consumer Type</th>
<th>Travel-based Shopping</th>
<th>Shopping for Gifts</th>
<th>Self-treating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure Traditionalist</td>
<td>I rarely pick my travel destinations based on the quality of shopping there.</td>
<td>I rarely buy gifts for my friends and / or family.</td>
<td>I rarely buy myself small treats.</td>
</tr>
<tr>
<td>Empowered Activist</td>
<td>I occasionally pick my travel destinations based on the quality of shopping there.</td>
<td>I frequently buy gifts for my friends and / or family.</td>
<td>I frequently buy myself small treats.</td>
</tr>
<tr>
<td>Conservative Homebody</td>
<td>I rarely pick my travel destinations based on the quality of shopping there.</td>
<td>I rarely buy gifts for my friends and / or family.</td>
<td>I rarely buy myself small treats.</td>
</tr>
<tr>
<td>Inspired Adventurer</td>
<td>I occasionally pick my travel destinations based on the quality of shopping there.</td>
<td>I occasionally buy gifts for my friends and / or family.</td>
<td>I occasionally buy myself small treats.</td>
</tr>
<tr>
<td>Undaunted Striver</td>
<td>I frequently pick my travel destinations based on the quality of shopping there.</td>
<td>I occasionally buy gifts for my friends and / or family.</td>
<td>I occasionally buy myself small treats.</td>
</tr>
<tr>
<td>Cautious Planner</td>
<td>I rarely pick my travel destinations based on the quality of shopping there.</td>
<td>I occasionally buy gifts for my friends and / or family.</td>
<td>I occasionally buy myself small treats.</td>
</tr>
<tr>
<td>Balanced Optimist</td>
<td>I occasionally pick my travel destinations based on the quality of shopping there.</td>
<td>I frequently buy gifts for my friends and / or family.</td>
<td>I frequently buy myself small treats.</td>
</tr>
<tr>
<td>Impulsive Spender</td>
<td>I frequently pick my travel destinations based on the quality of shopping there.</td>
<td>I frequently buy gifts for my friends and / or family.</td>
<td>I frequently buy myself small treats.</td>
</tr>
</tbody>
</table>

Source: Euromonitor International
Secure Traditionalist
The Secure Traditionalist is least likely 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.

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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Secure Traditionalist % Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family Recommendations</td>
<td>45%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>32%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>24%</td>
</tr>
<tr>
<td>Social Media</td>
<td>22%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>19%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Euromonitor International

<table>
<thead>
<tr>
<th>Channel</th>
<th>Empowered Activist % Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family Recommendations</td>
<td>70%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>55%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>41%</td>
</tr>
<tr>
<td>Social Media</td>
<td>42%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>31%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: Euromonitor International
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.

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.

### Marketing Influences by Channel

#### Conservative Homebody

<table>
<thead>
<tr>
<th>Channel</th>
<th>% Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family Recommendations</td>
<td>49%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>39%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>30%</td>
</tr>
<tr>
<td>Social Media</td>
<td>30%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>23%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: Euromonitor International

#### Undaunted Striver

<table>
<thead>
<tr>
<th>Channel</th>
<th>% Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family Recommendations</td>
<td>60%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>46%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>35%</td>
</tr>
<tr>
<td>Social Media</td>
<td>34%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>25%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>26%</td>
</tr>
</tbody>
</table>

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 take into account 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.

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**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Undaunted Striver</th>
<th>% Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>54%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Euromonitor International

<table>
<thead>
<tr>
<th>Channel</th>
<th>Cautious Planner</th>
<th>% Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Marketing Influences by Channel</th>
<th>Balanced Optimist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>% Influence</td>
</tr>
<tr>
<td>Friends and Family Recommendations</td>
<td>70%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>56%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>35%</td>
</tr>
<tr>
<td>Social Media</td>
<td>37%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>25%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: Euromonitor International

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, but 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.

<table>
<thead>
<tr>
<th>Marketing Influences by Channel</th>
<th>Impulsive Spender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>% Influence</td>
</tr>
<tr>
<td>Friends and Family Recommendations</td>
<td>76%</td>
</tr>
<tr>
<td>Independent Consumer Reviews</td>
<td>61%</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>51%</td>
</tr>
<tr>
<td>Social Media</td>
<td>54%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>45%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Euromonitor International

Where do consumers research and purchase products?

Secure Traditionalist
Secure Traditionalists still conduct the majority 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.
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.

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.

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.

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, their tech-savvy nature and usage of mobile services continue to grow; companies should continue investment in mobile platforms and ensure that they are efficient and easy-to-use.

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 and suggest offers that they may be interested in as well as having seamless online to in-store services are likely to resonate with this consumer type.

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 feature 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.

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 as well as 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.

Research and Purchase Locations: In-store

![Bar chart showing the percentage of responses using in-store purchase and in-store research for different consumer types.]

Research and Purchase Locations: Online


Research and Purchase Locations: Mobile

TARGETING THE GLOBAL CONSUMER TYPES

Best ways to target the Secure Traditionalist

The Secure Traditionalist is 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 as well, 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 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, take heart.

Best ways to target the Conservative Homebody

Conservative Homebodies are driven by price, value for money and are 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 Inspired Adventurer

The Inspired Adventurer is 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 Undaunted Striver

The Undaunted Striver places a lot of importance on how others perceive them and are avid followers of the latest trends. To ensure they keep 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 look 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 and mobile platforms is likely to ensure customer loyalty and facilitate more of their impulse buying behaviour.

Best ways to target the Cautious Planner

The Cautious Planner carefully determines their purchases prior to making them and rarely makes impulse purchases or buys 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 the Cautious Planner uses 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.
Best ways to target the Balanced Optimist

Balanced Optimists are pragmatic consumers. 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 as long as 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 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 do not enjoy shopping or 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.
EUROMONITOR INTERNATIONAL’S CONSUMER SEGMENTATION 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.

2011 Consumer Types
Four global consumer types

2013 Consumer Types
45 country-level consumer types, grouped into seven global-level categories
2015 Shopper Types
24 country-level shopper types, grouped into five global-level categories

2016 Consumer Types
100 country-level consumer types, grouped into eight global-level categories

2017 Consumer Types
100 country-level consumer types, grouped into eight global-level categories
Uncovering key consumers in 21 global markets

Euromonitor International took the following steps to determine the main consumer types in each of 21 global markets:

- **Step 1:** Identified 51 different variables on which to analyse and group consumers

- **Step 2:** Conducted a cluster analysis on ~28,000 responses to the 2016 Global Consumer Trends survey; identified and confirmed five consumer types in each of the 21 markets surveyed

- **Step 3:** Looked in detail at each type’s responses to all 150+ Global Consumer Trends 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

*Source: Euromonitor International*
## Consumer Types country reports being published in 2018

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<tr>
<th>Country</th>
<th>Consumer Types</th>
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*Source: Euromonitor International*
Euromonitor International is the world leader in strategic research for economic and consumer markets. Comprehensive international coverage and leading edge innovation make our products an essential resource for companies locally and worldwide.

Our global market research database, Passport, provides statistics, analysis, reports, surveys and breaking news on industries, countries and consumers worldwide. Passport connects market research to your company goals and annual planning, analysing market context, competitor insight and future trends impacting businesses globally. And with 90% of our clients renewing every year, companies around the world rely on Passport to develop and expand business operations, answer critical tactical questions and influence strategic decision-making.

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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 global consumer trends surveys and consumer segmentation analysis, providing valuable insight that highlight lifestyles and daily habits of global consumers.