

Global Consumer Types: Who They Are and How They Live

July 2021

Table of Contents

SCOPE OF THE REPORT

Scope

CATEGORISING CONSUMERS BEYOND DEMOGRAPHICS

Why segment consumers by type?

Breakdown of 2021 global Consumer Types

Overview of 2021 global Consumer Types

CONSUMER TYPES THROUGH THE PATH TO PURCHASE

Exploring shopping habits across Consumer Types

Impulsive Spender

Path to purchase of the Impulsive Spender

Understanding the Impulsive Spender

Minimalist Seeker

Path to purchase of the Minimalist Seeker

Understanding the Minimalist Seeker

Secure Traditionalist

Path to purchase of the Secure Traditionalist

Understanding the Secure Traditionalist

Empowered Activist

Path to purchase of the Empowered Activist

Understanding the Empowered Activist

Undaunted Striver

Path to purchase of the Undaunted Striver

Understanding the Undaunted Striver

Conservative Homebody

Path to purchase of the Conservative Homebody

Understanding the Conservative Homebody

Inspired Adventurer

Path to purchase of the Inspired Adventurer

Understanding the Inspired Adventurer

Cautious Planner

Path to purchase of the Cautious Planner

Understanding the Cautious Planner

Self-care Aficionado

Path to purchase of the Self-care Aficionado

Understanding the Self-care Aficionado

Balanced Optimist

Path to purchase of the Balanced Optimist

Understanding the Balanced Optimist

IMPACT OF CORONAVIRUS (COVID-19)

Global Consumer Types and COVID-19

Where is the Digital Enthusiast?

EUROMONITOR INTERNATIONAL'S CONSUMER TYPES SERIES

Conclusion

Lifestyles country reports series

Country Consumer Types (1)

Country Consumer Types (2)

Country Consumer Types (3)

Voice of the Consumer: Lifestyles Survey

Euromonitor International's Consumer Types Series

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/global-consumer-types-who-they-are-and-how-they-live/report.