



# Understanding the Path to Purchase 2020 Consumer Types

AMRUTHA SHRIDHAR



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The data included in this document is accurate according to Passport, Euromonitor International's market research database, at time of publication: June 2020



# Understand the Path to Purchase

## 2020 Consumer Types

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# Categorising Consumers Beyond Demographics

## Why segment consumers by type?

Grouping consumers solely by demographics when 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 valuable insight into what consumers want and need, even distinguishing among those in the same demographic group.

This report includes a 2020 update of Euromonitor International's eleven global consumer types, which are generated using Euromonitor International's annual Lifestyles Survey.

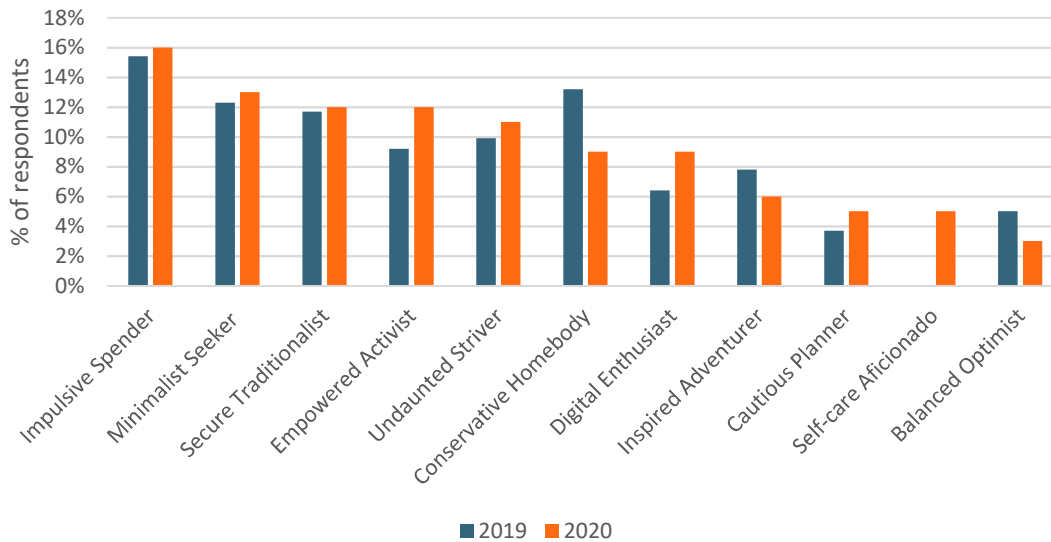
### Key Questions Consumer Types Analysis Answers

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

Our Lifestyles Survey, which has been running since 2011, fielded questions in January and February 2020. In the 2020 iteration, the survey continued to focus on changing consumer behaviours and included new questions focusing on changing home and work life, sustainability as well as political and social issues. To ensure the data tracked contains valuable consumer insights and showcases shifting consumer behaviour, Euromonitor International's survey coverage includes 40 developed and emerging countries with country-level consumer types grouped into 11 global-level types.

Many of the 2020 key habit and lifestyle preferences of the 11 consumer types are consistent with the 2019 report. We have added one new consumer type, the Self-care Aficionado, in 2020.

### Global Respondents within Each Consumer Type (2019 and 2020)



Source: Euromonitor International's Lifestyles Survey (fielded January / February 2019 and January / February 2020)

## Overview of 2020 Global Consumer Types

Drawing on consumers' personal attitudes and traits, such as media consumption, buying behaviours and individual aspirations from Euromonitor International's annual Lifestyles Survey, our 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?

# Euromonitor International's Global Consumer Types and COVID-19

The data collected via the Lifestyles Survey in 2020 was prior to the large scale and unprecedented impact of Coronavirus (COVID-19). However, this consumer data remains relevant in today's climate as it shows growing trends which are likely to be even stronger in the wake of COVID-19. For example, the growing interest of consumers seeking more convenient online platforms for shopping and connecting with others, growth in holistic approaches to healthy living and demanding flexibility and more options to balance work and home life, are trends we have seen in our 2019 and 2020 Lifestyles Survey data. These trends are still extremely relevant and are expected to continue to grow at a faster rate due to the impact of COVID-19.

Though we cannot say for sure how COVID-19 will impact consumers and their lifestyles habits in the future, our Lifestyles Survey data shows which trends are most important to consumers and are likely to continue being part of their lifestyles and behaviours. This allows businesses to understand consumer priorities and strategically plan next steps in an unknown landscape.

# Consumer Types Through the Path to Purchase

## Exploring shopping habits across consumer types

The path to purchase encompasses consumers' shopping habits and decision making, from initial drivers and motivations to preferred purchase channels and influential features. Understanding consumer behaviour and preferences across all stages of the path to purchase enables brands and companies to create targeted marketing and sales strategies. In a highly competitive and ever-changing landscape, where consumers are receiving constant messaging on new products and services, brands and companies need to be able to align their products and services as well as the entire shopping experience to consumers' needs in order to remain successful.

### Example Questions in the Path to Purchase

Motivations	Who plans purchases in advance? Who buys on impulse? Who enjoys shopping the most? Are spending habits tied to concerns about personal status?
Research	Who uses technology for product research? Who refuses to buy until they have concluded research on their mobile phone, computer or tablet?
Marketing Influences	Who is looking for guidance on their purchasing decisions? Who is influenced by social media sources? Who looks to friends and family for their input
Choice of Channel	Who favours browsing and purchasing in-store instead of online? Who prefers the convenience of mobile shopping on the go to online shopping via computer?
Purchase	Who cares about low prices above all else? Who looks for brand name and premium products?

Source: Euromonitor International





## IMPULSIVE SPENDER

Discount and bargain-oriented consumers looking to keep up with the latest trends. Often seeking personalised and engaging experiences from holidays to shopping services.



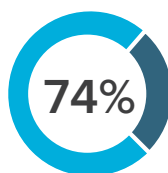
*I love finding bargains.*



Impulsive Spenders make up **16%** of the global population

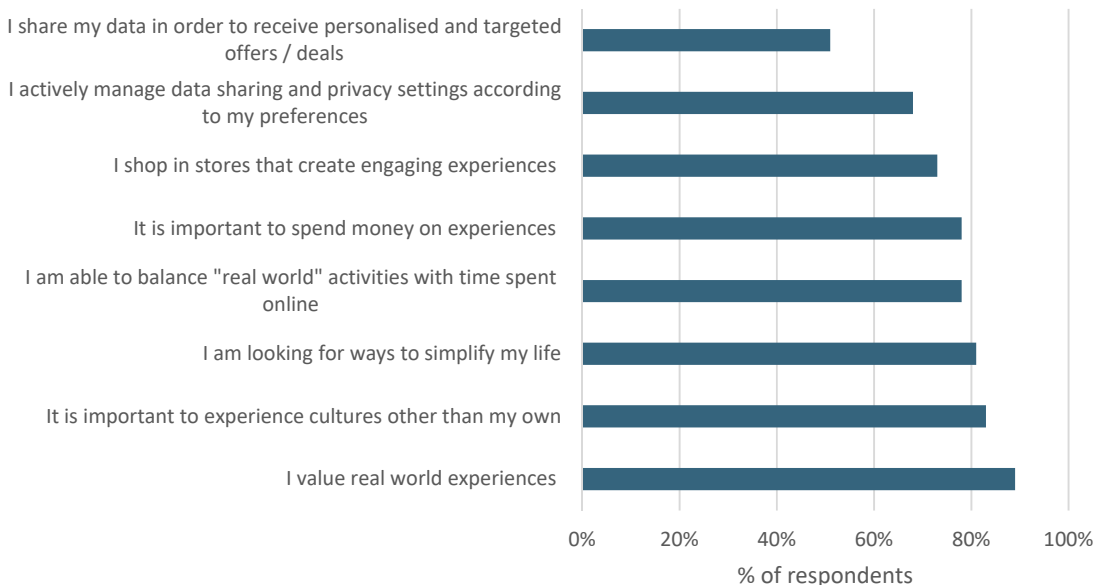


use technology to improve their day-to-day lives



seek curated experiences that are tailored to their tastes

### Lifestyle Choices and Habits: Impulsive Spender



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

Impulsive Spenders are interested in the latest trends and try to keep up with them through social media activities and brand engagement. However, they are much more likely to value experiences rather than materialistic possessions.

The Impulsive Spender enjoys shopping and is willing to browse stores both online and offline, even when they are not planning on making any purchases. However, their shopping experience needs to be tailored to their needs and individual traits. Though the Impulsive Spender is cautious in sharing personal information online, they are willing to make concessions if it enables them to access and experience products and services that fit their needs and values.

When making purchases, the Impulsive Spender is driven by low prices, value for money and quality, often making impulsive purchases if they believe that they have found a bargain. Coupled with their high likelihood to try new products, Impulsive Spenders are open to purchasing private label products alongside well-known brands and luxury items if they are within their budget and have features that align with their personal traits and values.

**55%**  
of Impulsive Spenders  
like to find bargains

Impulsive Spenders are seeking convenience in their lives and are often willing to pay to achieve this. Their lifestyle is a seamless blend of online platforms and services alongside real-life activities. Brand and companies offering a shopping experience that is cross-channel and tailored to consumer needs are highly likely to resonate with Impulsive Spenders.

**Impulsive Spenders Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

### Best Ways to Target the Impulsive Spender

Convenient and easy-to-use shopping services to facilitate quick purchases

Tailored and personalised shopping experiences

Clear promotion of prices and discounts, specifically highlighting value for money and bargains

Availability of online and offline shopping platforms, creating a seamless omnichannel shopping experience

### Impact of COVID-19

The Impulsive Spender highly values experiences and this is unlikely to change due to the impact of COVID-19. Instead the Impulsive Spender will likely continue spending money and placing importance on experiences, even if this means that they need to switch to virtual options.

The Impulsive Spender will continue to prioritise convenience and value for money. They are highly likely to make online purchases from the brands with easy-to-use online interfaces and those who clearly outline price and free shipping.



## MINIMALIST SEEKER

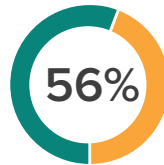
Consumers who do not place much importance on their image and strive to live within a modest lifestyle. Value saving money and are unlikely to buy luxury or non-essential products.



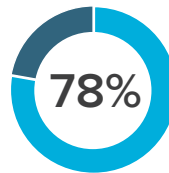
*I choose to focus on the simpler things.*



Minimalist Seekers make up **13%** of the global population



value time for themselves



feel it is important to experience cultures other than their own

### Lifestyle Choices and Habits: Minimalist Seeker



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

The Minimalist Seeker is focused on living a simple 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, often taking their time to research products and services before making a purchase. They are open to trying new products and do not have high loyalty to specific brands and products, therefore they will switch their shopping habits.

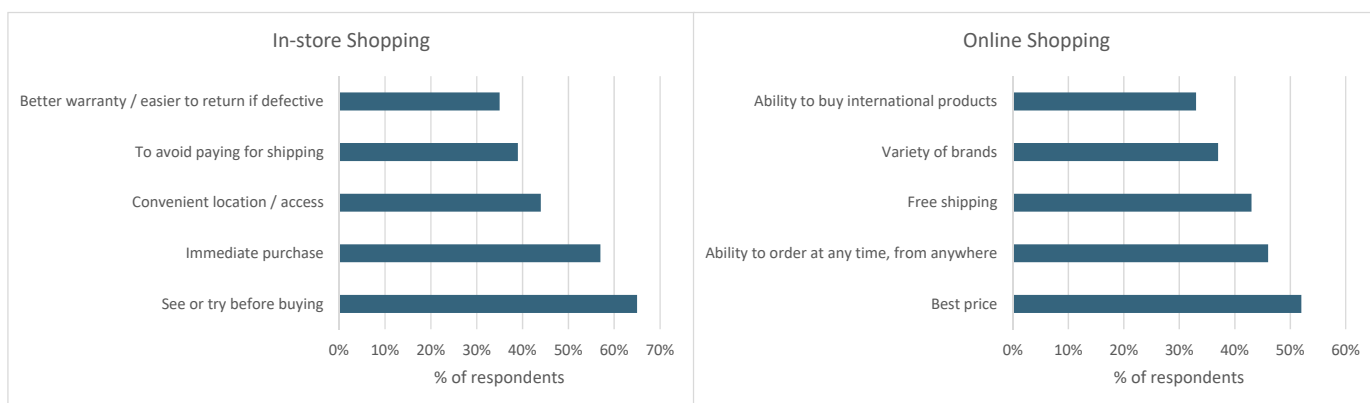
Minimalist Seekers place importance on quality and are willing to pay more for this if it means that their purchases will have longevity. This focus on longevity and waste reduction means that they are inclined to fix items rather than buying a replacement and purchase second-hand items.

Their interest in high-quality and longevity is not solely limited to their shopping habits. The Minimalist Seeker values their time, often looking for convenient and quick services to allow them to live a well-balanced lifestyle. They put a lot of emphasis on activities, such as regular exercise, cooking and baking from scratch or spending time on themselves and with immediate family or close friends.

Minimalist Seekers are unlikely to invest in their personal image and status or follow the latest trends. Therefore they have the potential to be a great target audience for new product innovations, new brands and private label companies if they are in line with the Minimalist Seeker’s values.

**48%**  
of Minimalist Seekers try to lead a minimalist lifestyles and do not buy new items unless necessary

**Minimalist Seeker Shopping Preferences**



Source: Euromonitor International’s Lifestyles Survey, fielded January / February 2020

### Best Ways to Target the Minimalist Seeker

Clear packaging and labelling information in-store and online with specific emphasis on eco-conscious, sustainable, locally sourced and high-quality ingredients and / or materials

Easy-to-use comparison platforms to facilitate the shopping decision making process and research phase of the path to purchase

Promotion of products with waste reduction features, such as recyclable materials or second-hand purchases

### Impact of COVID-19

The Minimalist Seeker highly values community issues, which are likely to take precedent in the wake of COVID-19. They will place even more emphasis on shopping locally, supporting local businesses as well as continuing to make eco-friendly and sustainable purchases.

The Minimalist Seeker is also likely to invest in services and products that will allow them to maintain physical and mental well-being during this time of uncertainty.





## EMPOWERED ACTIVIST

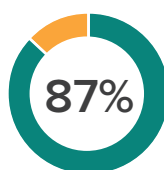
Consumers who prioritise authenticity and are often concerned with global issues. Carefully consider their actions and behaviours to ensure they are in line with their values.



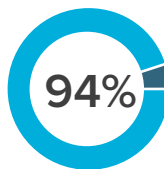
*I believe I have the power to affect change.*



Empowered Activists make up 12% of the global population



feel it is important to experience cultures other than their own



value real world experiences

### Lifestyle Choices and Habits: Empowered Activists



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

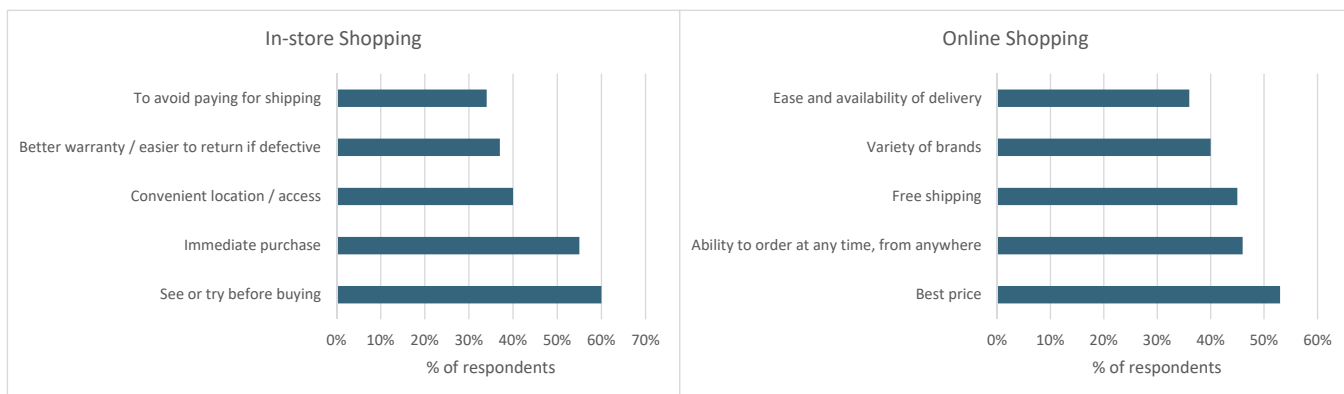
The Empowered Activist values their personal well-being as well as global issues, often seeking products with green and sustainability features or claims. However, they are not willing to spend too much money on these or invest time researching products. Products and services should be clearly labelled and competitively priced to resonate with the Empowered Activist and grab their attention.

Though Empowered Activists are driven by value for money and low prices, they also retain a high brand and product loyalty. They usually stick to purchases that are tried-and-tested and are often willing to pay more for products that they know will work.

**80%**  
of Empowered Activists give back to those in need

Empowered Activists are invested in experiences and are likely to spend their time and money on activities that promote their own happiness. This might be through holidays and cultural experiences as well as helping those in need through volunteering work, charity support and joining protests. They are vocal in their values on global issues and often expect the companies and brands they purchase from to share these values.

**Empowered Activist Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

**Best Ways to Target the Empowered Activist**

- Easy to understand and clear labelling with emphasis on green, sustainability and eco-conscious features
- Competitively priced products
- Rewards or loyalty programs and discounts on regularly purchased brands and products
- Aligning company and brand engagement to global issues through clear sustainability and welfare strategies and charitable platforms

**Impact of COVID-19**

The Empowered Activist highly values community issues, which are likely to take precedent in the wake of COVID-19. Like the Minimalist Seeker, they will place more emphasis on shopping locally and supporting local businesses, as well as continuing to make eco-friendly and sustainable purchases. They are also highly likely to be involved in charity work and helping aid organisations to support those who have been impacted by COVID-19. Experiences remain an important part of the Empowered Activists' lifestyles and they are likely to continue investing in these even if they must move to online platforms and formats.



## SECURE TRADITIONALIST

Consumers who actively avoid shopping. Easily swayed by price and are likely to purchase the cheapest alternative.



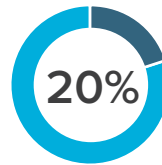
*I am content with where I am in life.*



Secure Traditionalists make up **12%** of the global population

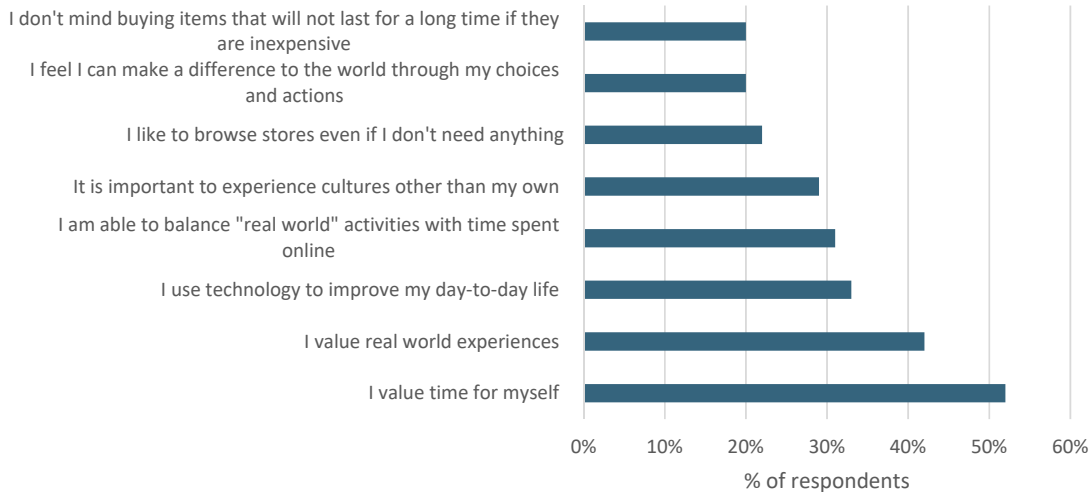


like to find bargains



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

### Lifestyle Choices and Habits: Secure Traditionalist



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

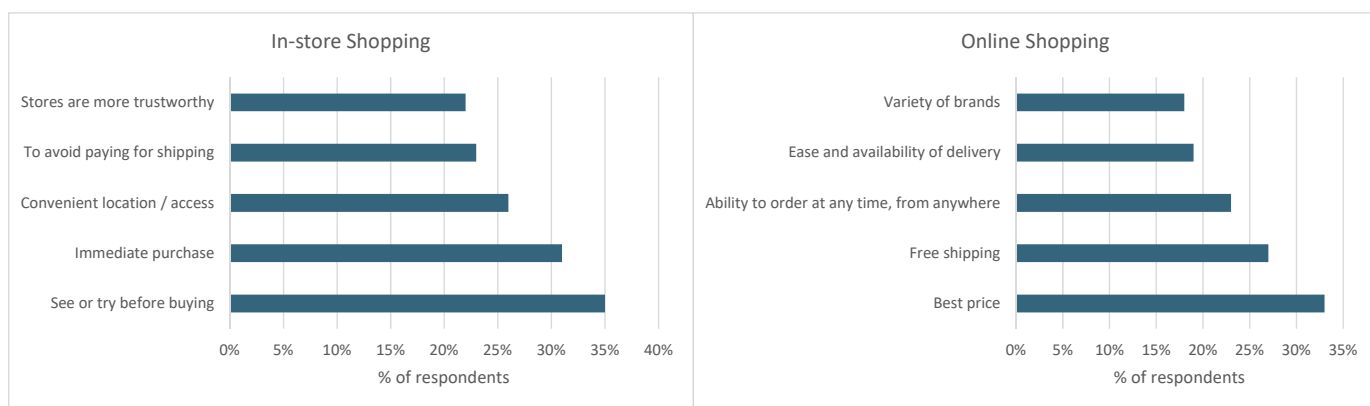
Secure Traditionalists are very set in their ways. They are unlikely to place importance on their image and rarely follow the latest trends. The Secure Traditionalist is difficult to influence since they rarely make impulse buys, seldom try new products and usually stick to purchasing their essential items.

Secure Traditionalists are frugal in their shopping habits, they frequently focus on low prices and place high importance on saving money. Discounts and sale offers can sometimes influence the Secure Traditionalists' purchasing habits, causing them to choose the cheapest alternative.

**20%**  
 feel that they can make a difference to the world through their choices and actions

Secure Traditionalists do not enjoy the shopping experience, so the more convenient and efficient retailers and brands make the purchasing process the more likely Secure Traditionalists are to return as a customer. Though they have become more comfortable in using technology in recent years, Secure Traditionalists still value in-store shopping services and are more likely to do their research and make purchases in-store rather than online.

**Secure Traditionalist Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

**Best Ways to Target the Secure Traditionalist**

- Provide in-store and offline services in order to alleviate any anxieties in using technology
- Clearly mark promotional items, low prices and discounts – especially on usual and essential purchases
- Create a convenient and easy shopping experience to minimise time spent shopping

**Impact of COVID-19**

The Secure Traditionalist is likely to increase their frugal behaviour in the wake of COVID-19, continuing to seek low prices and save money in a time of economic uncertainty. They are also likely to stock-pile essential products and be swayed by discounted bulk offers. Secure Traditionalists were already highly unlikely to make frivolous or impulse purchases, this sentiment will likely continue with even more rigour.



## UNDAUNTED STRIVER

Trendy consumers willing to spend money in order to maintain their status both online and offline. Highly prioritise experiences and leisure activities as well as name-brand and luxury products.



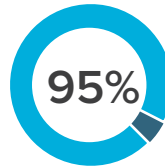
*I want to have and be the best.*



Undaunted Strivers make up **11%** of the global population

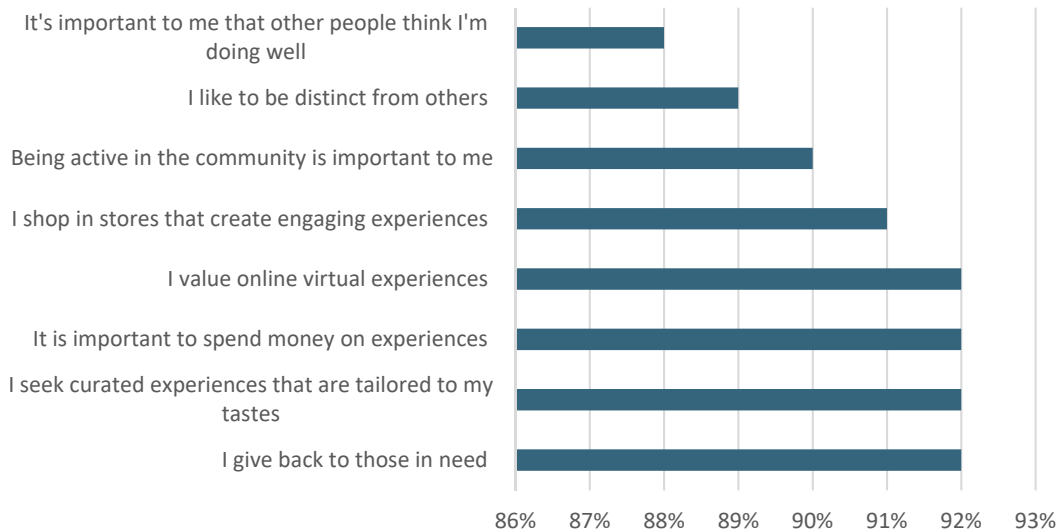


use technology to improve their day-to-day lives



value real world experiences

### Lifestyle Choices and Habits: Undaunted Striver



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

Undaunted Strivers enjoy their lives and are not 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. Undaunted Strivers invest and prioritise 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.

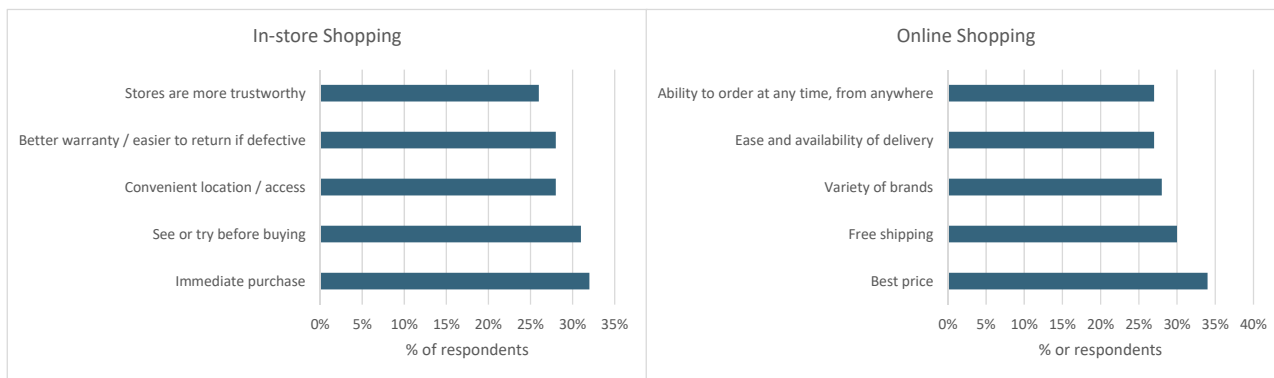
Undaunted Strivers enthusiastically enjoy trying new products and experimenting with different brands, as well as actively seeking premium and well-known branded items, even if this means that they pay more. Though they do look for low prices and value for money, they do not place as much importance on these features as other consumer types.

**93%**  
are looking for ways to  
simplify their lives

The Undaunted Strivers’ 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, they have a growing interest in digital, social media and celebrity endorsements. These platforms often showcase a lifestyle that Undaunted Strivers are looking to replicate. They are also likely to take into account Undaunted Strivers’ personal tastes and preferences, such as whom they follow on social media, making it more likely that campaigns will resonate.

The Undaunted Striver is also highly likely to prioritise experiences as well as materialistic possessions. They often seek tailored cultural experiences as well as personalised, customer-centric shopping experiences.

**Undaunted Striver Shopping Preferences**



Source: Euromonitor International’s Lifestyles Survey, fielded January / February 2020



### Best Ways to Target the Undaunted Striver

Tailored and personalised shopping experiences coupled with high brand engagement

Clear promotion of the latest trends, especially through social media platforms or celebrity endorsements

Availability of online and offline shopping platforms, creating a seamless omnichannel shopping experience

Easy to understand and clear labelling with emphasis on green, sustainability and eco-conscious features

### Impact of COVID-19

The Undaunted Striver highly values experiences and this is unlikely to change due to the impact of COVID-19. Instead, the Undaunted Striver will likely continue spending money and placing importance on experiences, even if this means that they need to switch to virtual options.

Undaunted Strivers are likely to continue investing in their personal image and status through online platforms. Therefore, they are likely to keep making impulse purchases and spend money on the latest trends in order to curate their online image via social media platforms. These platforms will become even more important to Undaunted Strivers as they are unable to meet people in person if social distancing measures continue.

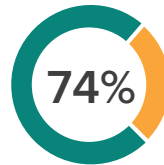


## DIGITAL ENTHUSIAST

Consumers who value and prioritise all things technology. Likely to use online platforms for every day tasks and interested in keeping up with the latest technological trends.



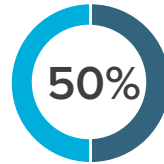
*I incorporate technology in all areas of my life.*



would be lost without internet access

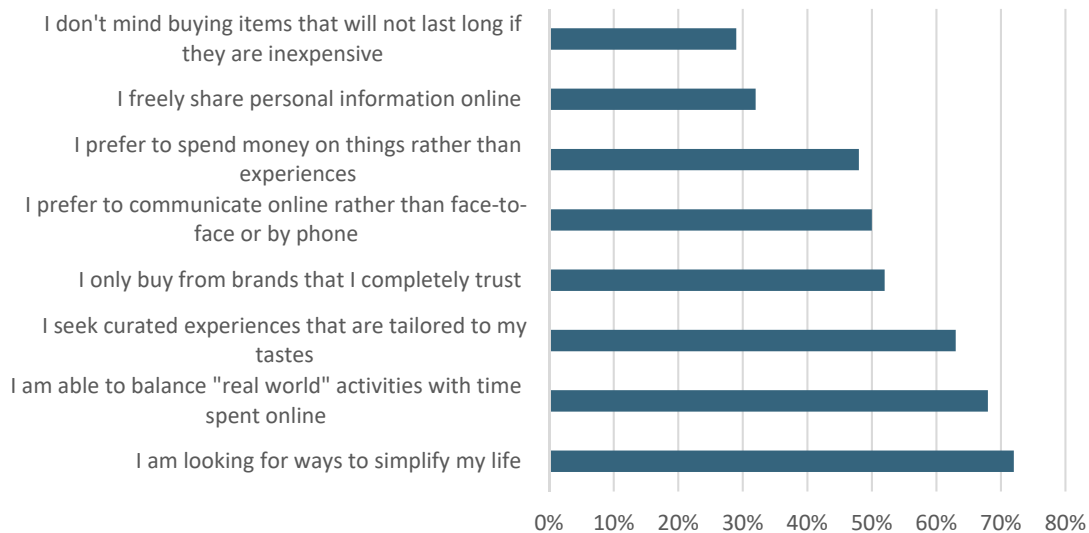


Digital Enthusiasts make up **9%** of the global population



feel they are under constant pressure to get things done

### Lifestyle Choices and Habits: Digital Enthusiast



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

The Digital Enthusiast seeks to incorporate technology in all areas of their life, frequently seeking online experiences over 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 unlikely to seek well-known brands, high-quality products or sustainability and eco-conscious features. Instead, they are strongly focused on price and short-term needs when making their purchasing decisions, often trying new products and making impulse purchases based on low price.

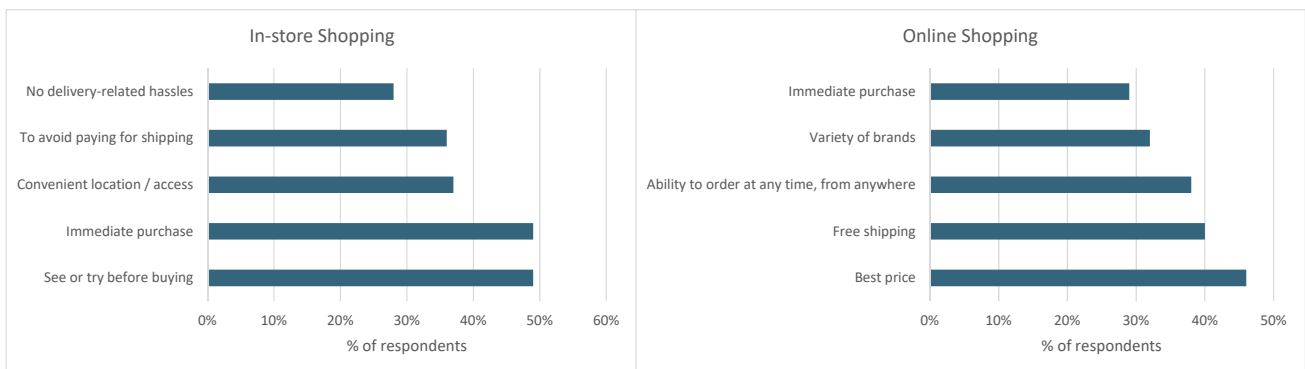
Though Digital Enthusiasts do not really value materialistic possessions, they are still more likely to spend money on these than “real world” experiences. Digital Enthusiasts prioritise their time online, relying heavily on online platforms to conduct their shopping, socialise and participate in virtual experiences.

Digital Enthusiasts are seeking to simplify their lives in order to spend time on activities that they value. They are even willing to spend more money on services that provide them with quick and time-efficient customer service.

# 61%

of Digital Enthusiasts actively manage data sharing and privacy settings according to their preferences

### Digital Enthusiast Shopping Preferences



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

### Best Ways to Target the Digital Enthusiast

Easy-to-use online interfaces to promote quick online shopping and price comparisons

Convenient customer service during the path to purchase to minimise time spent shopping and facilitate a quick purchase, especially on impulse buys

Collaborations with tailored virtual and online experiences

Clearly mark promotional items, low prices and discounted items — especially on usual and essential purchases

### Impact of COVID-19

The Digital Enthusiast is likely to increase their frugal behaviour in the wake of COVID-19, continuing to seek low prices and save money in a time of economic uncertainty. They are also likely to stock-pile essential products and be swayed by discounted bulk offers. Since the Digital Enthusiast is already extremely comfortable using technology and participating in virtual experiences, these behaviours are likely to increase even more as new platforms and ways to engage online are created as a result of COVID-19.



## CONSERVATIVE HOMEBODY

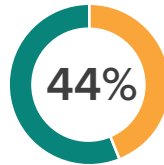
Consumers who highly prioritise family relationships and personal matters. Unlikely to place much importance on their image or following the latest trends.



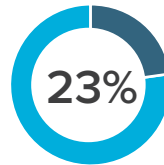
*Family matters most to me.*



Conservative Homebodies make up **9%** of the global population

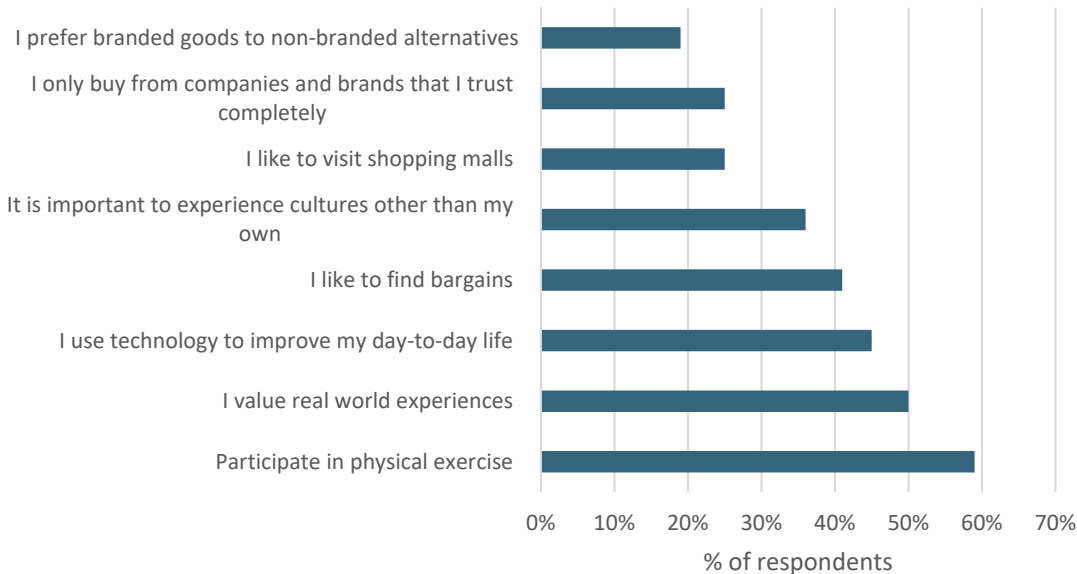


value time with their partner or spouse



like to repair their items instead of purchasing new ones

### Lifestyle Choices and Habits: Conservative Homebody



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

Conservative Homebodies are careful with how they spend their money. They are not very likely to actively seek well-known brands and premium products nor care about following the latest trends. Instead, they usually stick to their essential purchases and place much more importance on spending time on themselves and their loved ones rather than materialistic possessions.

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 attract Conservative Homebodies and lead to occasional impulse buys.

**56%**  
value time for themselves

Conservative Homebodies do not have a high product or brand loyalty, therefore new-to-market products or private label companies can potentially thrive with this consumer type if they are competitively priced and provide the same features as the Conservative Homebodies' regular purchases.

**Conservative Homebody Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

**Best Ways to Target the Conservative Homebody**

- Promotion of products that enhance personal well-being or facilitate time spent with immediate family and close friends, with specific emphasis on self-care
- Clear promotion of low cost, discounts and value for money
- Availability of online and offline shopping platforms, that work in conjunction to create a seamless omnichannel shopping experience
- Convenient services to facilitate quick purchases alongside a memorable and unique shopping experience

**Impact of COVID-19**

The Conservative Homebody highly values time spent with loved ones, such as immediate family and close friends. Due to social distancing measures, Conservative Homebodies are likely to turn to virtual experiences and platforms to connect with others and maintain relationships. Conservative Homebodies are unlikely to change their shopping habits in the wake of COVID-19. Since they placed little importance on materialistic possessions, they will most likely continue purchasing their regular items and base their shopping decisions on need and price.



## INSPIRED ADVENTURER

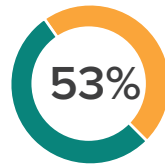
Consumers who are open to trying new things and are invested in their future, often pursuing large personal, health or career goals.



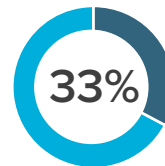
*I strive to get more out of life.*



Inspired Adventurers make up **6%** of the global population



believe they will be better off financially in the next 5 years



like to enjoy life and don't worry about planning for the future

### Lifestyle Choices and Habits: Inspired Adventurer



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

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. The Inspired Adventurer is unlikely to place importance on their personal image or status.



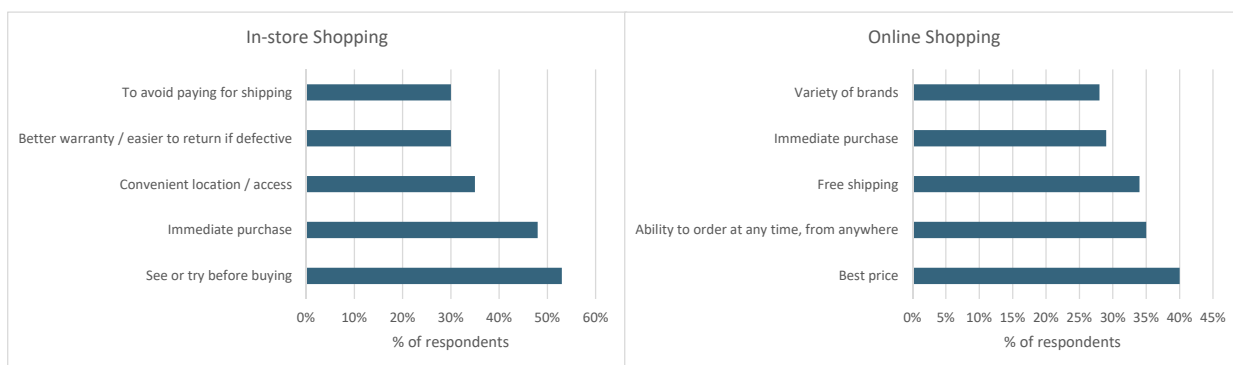
Instead, their shopping decisions are usually influenced by price and therefore they are likely to sway between brands and products depending on the value for money. Inspired Adventurers are willing to try new products and services especially if they are competitively priced and contain the same features as their usual purchases.

**79%**  
value real world experiences

Inspired Adventurers are incredibly future-focused, often saving money and planning ahead. They are continually inspired to better themselves, whether this is through their career, personal health, global issues or relationships with immediate family and friends. They place importance on both physical and mental well-being, frequently participating in exercise and taking preventative measures to ageing, such as regularly consuming vitamins and supplements. These larger life goals are extremely important to Inspired Adventurers and are highly likely to influence their overall actions and behaviours.

The Inspired Adventurer places some importance on experiences although they are unlikely to invest much money in these. They are also unlikely to enjoy shopping, usually conducting their research online prior to making purchases. Inspired Adventurers often seek quick transactions and convenient shopping services.

**Inspired Adventurer Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

### Best Ways to Target the Inspired Adventurer

Promotion of products that enhance personal health, well-being and self-care

Clear promotion of low cost, discounts and value for money

Convenient services to facilitate quick purchases

Prioritising products and services which allow them to better themselves — including career, personal health, global issues and personal relationships

### Impact of COVID-19

Inspired Adventurers tend to be extremely future focused. The impact of COVID-19 might make them more cautious when thinking about their future, resulting in them spending less money in the short-term and investing more in future savings to ensure a stable future. They are also likely to take this time to reflect on their future and re-evaluate any plans according to the current economic climate.

The amount of importance placed is likely to stay the same or increase. As preventative healthcare measures become more common, it is likely that Inspired Adventurers will be early adopters of any innovations in this space.



## CAUTIOUS PLANNER

Consumers who are careful with their money and rarely make impulsive purchases. Most likely to purchase tried and tested products and unlikely to be swayed by the latest trends.



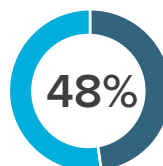
*I know what I want in life.*



Cautious Planners make up **5%** of the global population

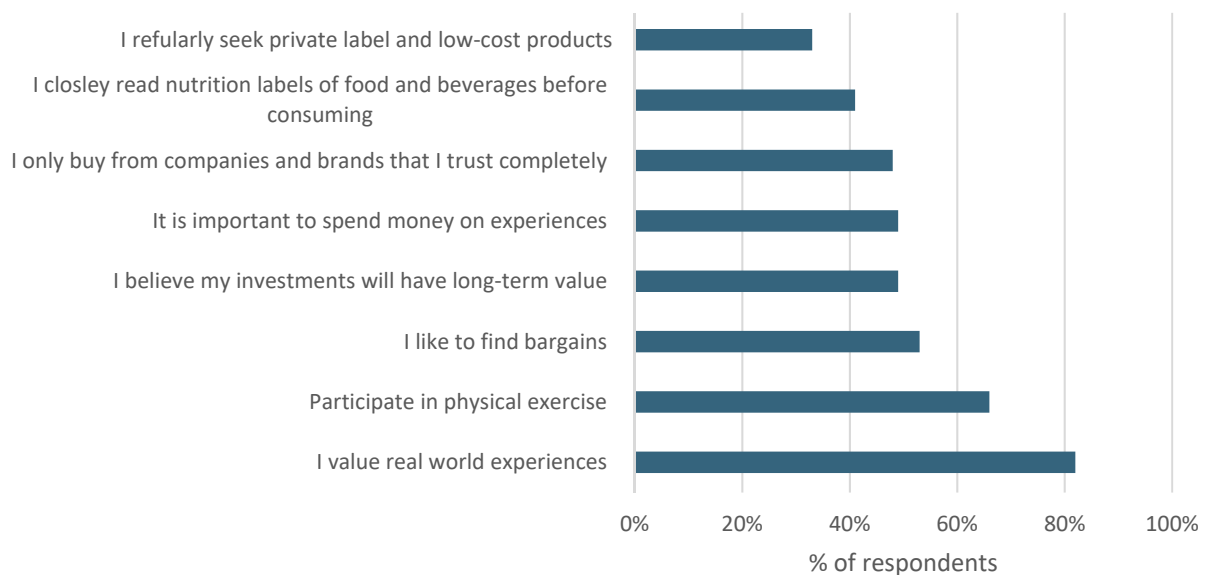


are looking to simplify their lives



only buy from companies and brands they completely trust

### Lifestyle Choices and Habits: Cautious Planner



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

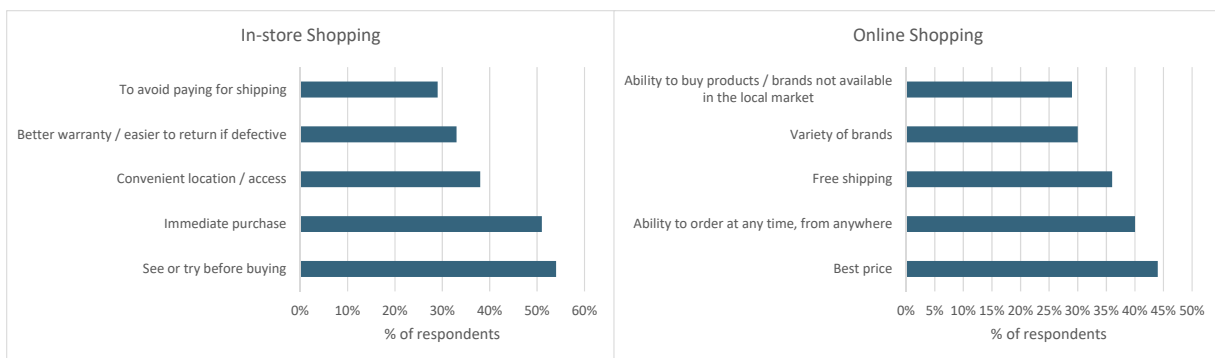
Cautious Planners have often decided what they are going to buy before making a purchase and are unlikely to deviate from their shopping lists to make impulse purchases on non-essential items. They are highly likely to conduct in-depth research online and in-store before making purchases to ensure that they are fully aware of both features and value for money offers — often taking the time to closely look at labels and additional reviews before making their purchasing decision.

Cautious Planners are unlikely to be swayed by the latest trends or feel the need to keep up with new product developments. Though they place importance on quality and well-trusted brands, saving money is extremely important to Cautious Planners and they are willing to deviate from their usual purchases if an alternative product is a better value for money.

**41%**  
 closely read the nutritional labels of food and beverages before consuming

The Cautious Planner not only plans their purchases in advance but are highly likely to be very future-focused. They are often seeking to save money to have a better financial future.

**Cautious Planner Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

**Best Ways to Target the Cautious Planner**

- Easy to understand and clear labelling of price and features to facilitate purchase decision making during the research phase of the path to purchase
- Competitively priced products
- Clearly outlined independent reviews and testimonials
- Rewards or loyalty programs and discounts on regularly purchased brands and products
- Convenient services to facilitate quick purchases alongside a memorable and unique shopping experience

**Impact of COVID-19**

Cautious Planners tend to be extremely future focused. COVID-19 is likely to make them more cautious when thinking about their future, perhaps spending less money in the short-term and investing more in future savings to ensure a stable future. The Cautious Planner is likely to increase their frugal behaviour, continuing to seek low prices and save money in a time of economic uncertainty. They are also likely to stock-pile essential products and be swayed by discounted bulk offers.



## SELF-CARE AFICIONADO

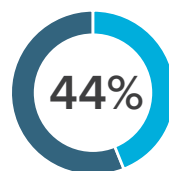
Consumers who are focused on their physical and mental well-being. Frequently prioritising their own needs and wants over global issues.



*I prioritise my own well-being and needs.*



participate in physical exercise

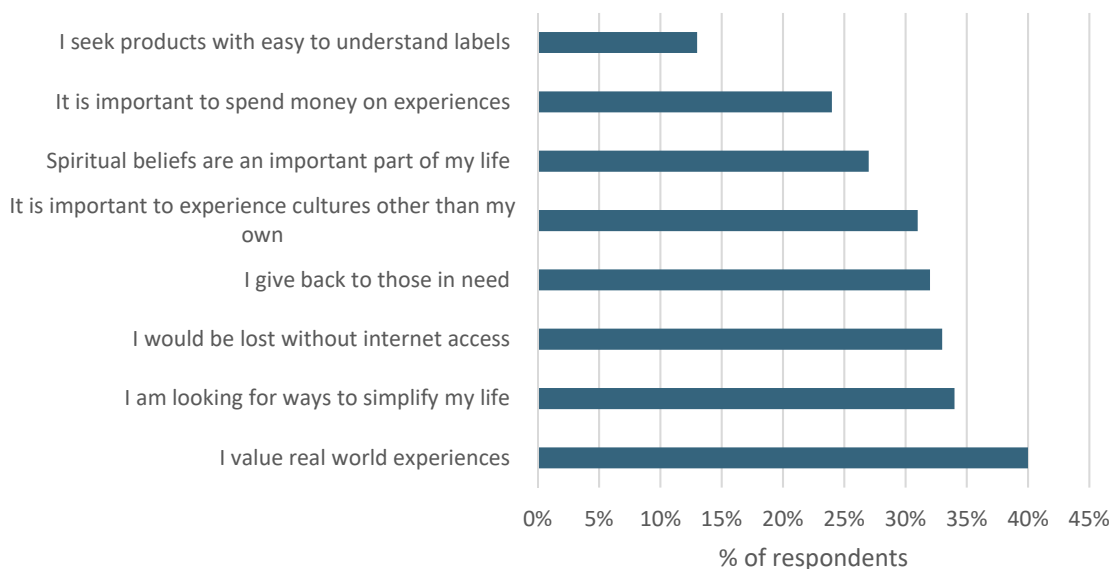


take vitamins and supplements



Self-care Aficionados make up 5% of the global population

### Lifestyle Choices and Habits: Self-Care Aficionado



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

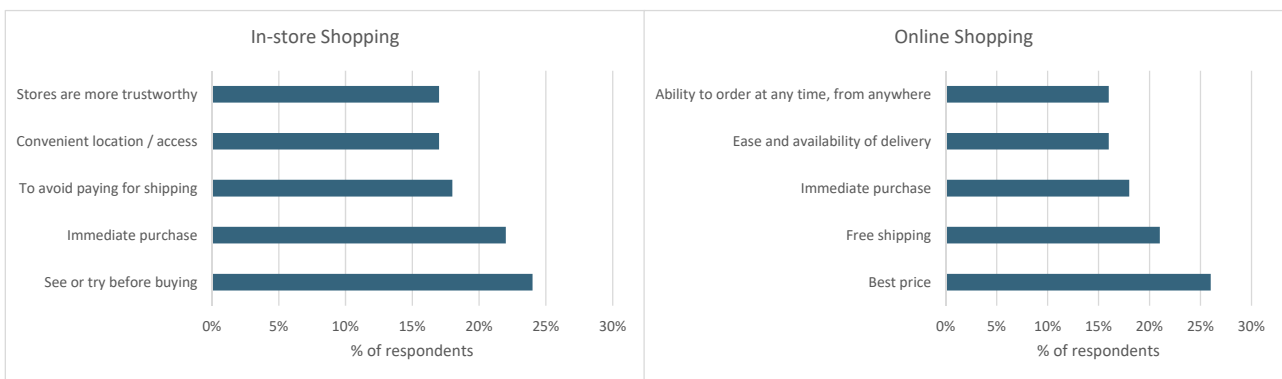
The Self-Care Aficionado places a lot of importance and focus on themselves. This includes prioritising their health and well-being by participating in physical exercise regularly and consuming vitamins and supplements alongside a balanced diet. Their inward focus is not solely physical. They are highly likely to prioritise time for themselves and close friends and family, as well as seeking spirituality in their daily life choices.

Mostly Self-Care Aficionados are content with their lives and do not feel very stressed or concerned about their own personal image, simplifying their lives nor technology use. They are also unlikely to be influenced by global issues, such as sustainability, instead focusing their time and energy on themselves.

**48%**  
value time for themselves

Though the Self-Care Aficionado is unlikely to spend much on materialistic possessions, they highly prioritise spending on international travel and cultural experiences.

**Self-Care Aficionado Shopping Preferences**



Source: Euromonitor International’s Lifestyles Survey, fielded January / February 2020

**Best Ways to Target the Self-Care Aficionado**

- Promotion of products that facilitate time spent with immediate family and close friends
- Prioritising products that enhance personal well-being including physical exercise, mental health and self-care
- Marketing products and services in collaboration with travel and cultural experiences

**Impact of COVID-19**

The Self-Care Aficionado highly values international travel and cultural experiences that differ from their own. In the wake of COVID-19, travel is one of the most disrupted industries and is likely to have significant long-term challenges. Self-Care Aficionados may have to change their travel preferences to focus on domestic or local leisure activities and virtual experiences.

The amount of importance placed on health is likely to stay the same or increase. As preventative healthcare measures become more common, it is likely that Self-Care Aficionados will be early adopters of any innovations in this space.



## BALANCED OPTIMIST

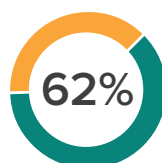
Consumers seeking a balanced lifestyle focusing on enjoying the present and planning for the future. Often prioritising time with friends and family.



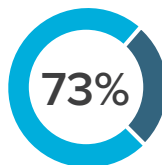
*I am confident in myself and the future.*



Balanced Optimists make up **3%** of the global population

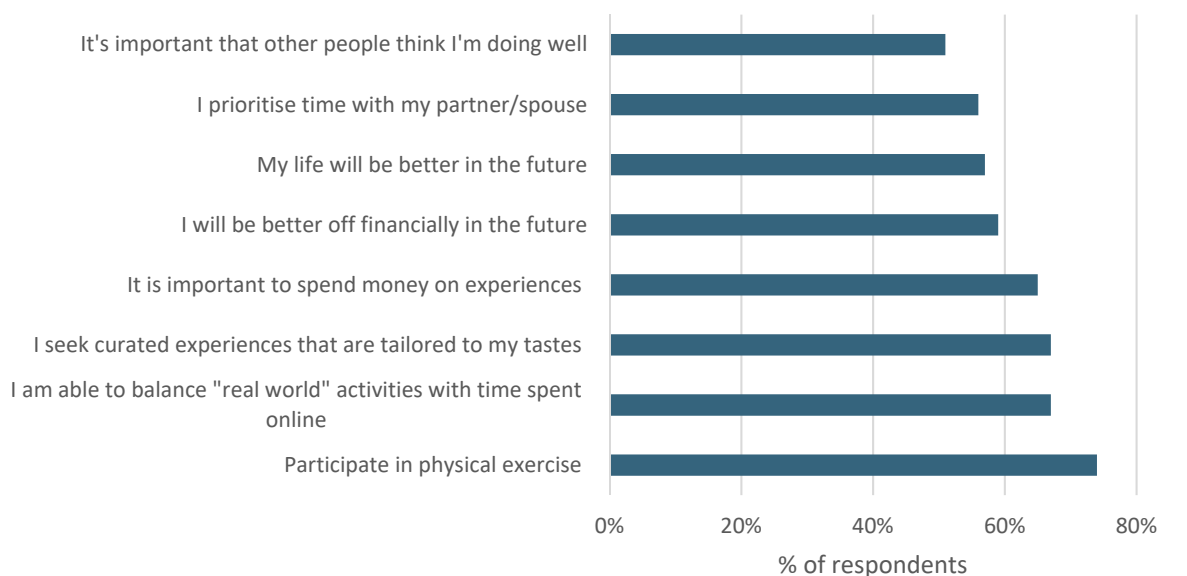


value online virtual experiences



are looking to simplify their lives

### Lifestyle Choices and Habits: Balanced Optimist



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020

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-brands and premium products on occasion, they place value on low prices and seek competitively priced products.

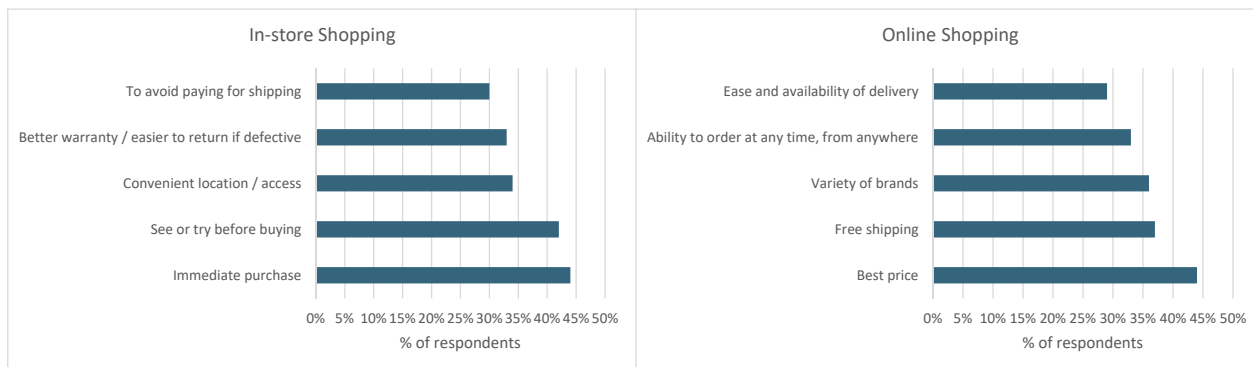
The Balanced Optimist enjoys experiences, often seeking to enrich their lives by learning about different cultures. They value the time they spend on themselves as well as close family and friends and leisure activities.

They are indifferent to shopping and will most likely seek simple and convenient shopping experiences and services that allow them to get the job done quickly, simplify their lives and allow them to spend more time on the activities they value.

**74%**  
 feel it is important to  
 experience cultures other  
 than their own

Generally, the Balanced Optimist tends to focus on their own life rather than placing importance on global issues, such as sustainability or politics. They are particularly optimistic that their current actions will provide them with a bright future, often citing that they will be happier and better off financially over the next five years.

**Balanced Optimist Shopping Preferences**



Source: Euromonitor International's Lifestyles Survey, fielded January / February 2020



### Best Ways to Target the Balanced Optimist

Promotion of products that enhance personal well-being or facilitate time spent with immediate family and close friends, with specific emphasis on self-care

Clear promotion of low cost, discounts and value for money

Availability of online and offline shopping platforms, that work in conjunction to create a seamless omnichannel shopping experience

Convenient services to facilitate quick purchases alongside memorable and unique shopping experience

Prioritising future well-being and long-term happiness in product and service features

### Impact of COVID-19

The Balanced Optimist highly values time spent with loved ones, such as immediate family and close friends. Due to social distancing measures, Balanced Optimists are likely to turn to virtual experiences and platforms to connect with others and maintain relationships.

Balanced Optimists tend to be extremely optimistic about their future, but COVID-19 is likely to make them more cautious. They might spend less money in the short-term and invest more in future savings.

# Conclusion








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Euromonitor's Consumer Types segmentation and analysis can be a powerful tool to help companies better understand and appeal to their target markets. By going beyond typical demographic-based segmentation, such as age or gender, and grouping consumers based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers.










With rapidly changing political, social and online landscapes, it is more important than ever for brands and companies to align themselves to the values and lifestyles of consumers in order to be successful in the future.

This white paper focuses on our Consumer Types research on a global level — however, to further understand how these consumer segments behave in different countries, Euromonitor has created a series of country reports.

## Country Reports Being Published from June – December 2020

	Balanced Optimist 	Cautious Planner 	Conservative Homebody 	Digital Enthusiast 	Empowered Activist 	Impulsive Spender 	Inspired Adventurer 	Minimalist Seeker 	Secure Traditionalist 	Self-care Aficionado 	Undaunted Striver 
Argentina				•	•			•	•	•	•
Australia			•	•	•			•	•		•
Belgium				•	•	•			•	•	•
Brazil	•		•		•	•			•		•
Canada				•		•		•	•	•	•
Chile	•				•			•		•	•
China	•					•	•		•		•
Colombia				•	•	•			•	•	•
Denmark		•			•				•	•	•
Egypt		•	•	•	•				•		•
France			•		•	•		•	•		•
Germany		•	•			•		•	•		•
Hong Kong				•		•		•	•	•	•
India			•	•				•	•		•
Indonesia			•		•	•		•	•		•
Italy						•	•	•	•	•	•
Japan			•			•	•		•		•
Malaysia		•		•	•		•		•		•
Mexico				•	•			•	•		•
Morocco				•	•			•	•	•	•
Netherlands		•	•		•	•			•		•
New Zealand				•		•	•	•		•	•
Nigeria	•	•				•		•	•		•
Peru					•	•	•		•	•	•

Source: Euromonitor International

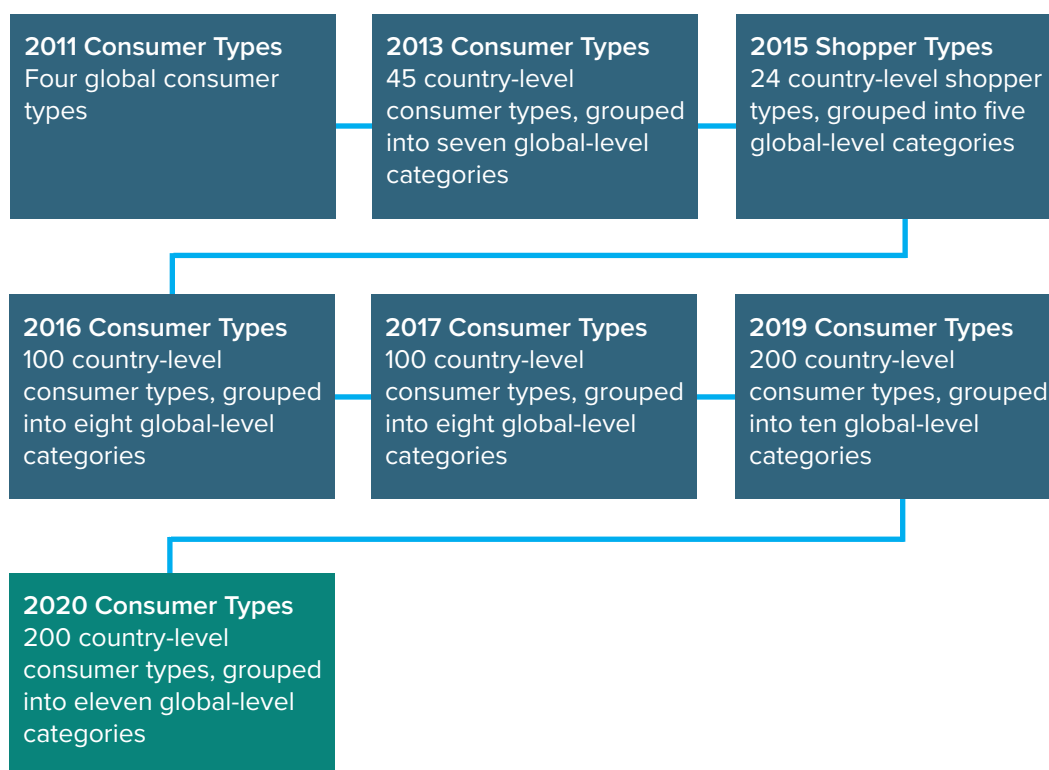
	Balanced Optimist 	Cautious Planner 	Conservative Homebody 	Digital Enthusiast 	Empowered Activist 	Impulsive Spender 	Inspired Adventurer 	Minimalist Seeker 	Secure Traditionalist 	Self-care Aficionado 	Undaunted Striver 
Philippines				•	•	•		•	•		•
Poland	•		•		•				•		•
Russia		•		•		•		•	•		•
Saudi Arabia					•	•			•	•	•
Singapore			•			•		•	•		•
South Africa					•	•	•	•	•		•
South Korea			•			•		•	•		•
Spain		•	•			•	•		•		•
Sweden		•			•	•	•		•		•
Taiwan			•	•		•	•		•		•
Thailand		•	•		•	•			•		•
Turkey					•	•		•	•		•
UAE					•	•	•		•	•	•
UK			•	•	•	•			•		•
USA			•			•		•	•		•
Vietnam					•	•		•	•		•

Source: Euromonitor International

# Euromonitor International's Consumer Types Series

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

While many companies 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.



Source: Euromonitor International

# Uncovering key consumers in 40 global markets

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

1. Identified different variables on which to analyse and group consumers
2. Conducted a cluster analysis on responses to the 2020 Lifestyles Survey; identified and confirmed four to six consumer types in each of the forty markets surveyed
3. Looked in detail at each type's responses to all 150+ Lifestyles Survey questions to better understand these individuals
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, 2020



Source: Euromonitor International

# About the Author

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Euromonitor International, London

[Connect via LinkedIn](#)

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



# How Can Euromonitor International Help?

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Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers around the world. Comprehensive international coverage and insights across consumer goods, business-to-business and service industries make our research an essential resource for businesses of all sizes.

Learn more about our products

