

# Understanding the Path to Purchase

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2021 Global Consumer Types

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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: May 2021

# Overview



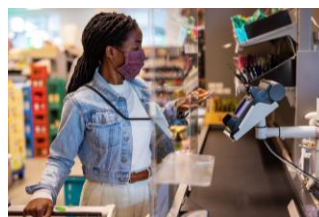
01.

Categorising  
consumers  
beyond  
demographics



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Euromonitor  
International's  
Consumer  
Types series



01.

## Categorising consumers beyond demographics

## Why segment consumers by type?

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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, profiling 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 2021 update of the 10 global Consumer Types, which are generated using Euromonitor International's annual Voice of the Consumer: Lifestyles Survey data.

### Key Questions Consumer Types Analysis Answers

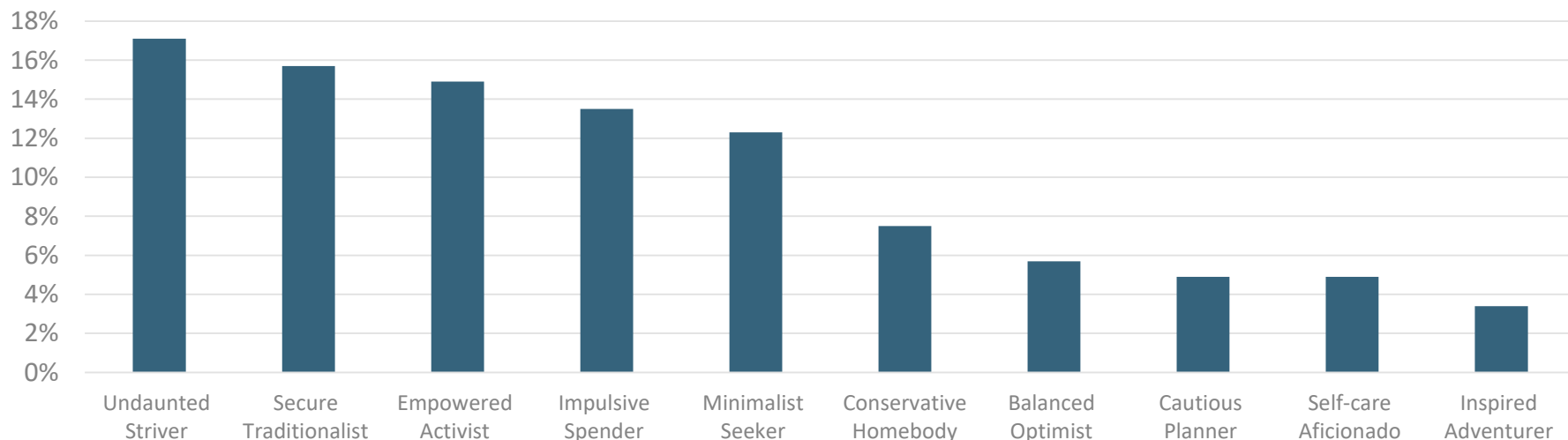
- Which consumer needs are driving your innovation pipeline?
- How are consumers habits and preferences changing?
- How can you tailor your services and products to what your key consumers value?
- Who are your key consumers in a specific market?
- What is the best way to target specific Consumer Types?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

## Breakdown of 2021 Global Consumer Types

Our Voice of the Consumer: Lifestyles Survey, fielded questions in January and February 2021. In the 2021 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 health and safety concerns. Euromonitor International's Voice of the Consumer: Lifestyles Survey coverage includes 40 developed and emerging countries with country-level Consumer Types grouped into 10 global-level types.

Many of the 2021 key habit and lifestyle preferences of the 10 Consumer Types are consistent with the 2020 report. However, the 2020 Digital Enthusiast is no longer tracked in this series.

### Global Distribution of 2021 Consumer Types



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## Overview of 2021 Global Consumer Types

Drawing on consumers' personal attitudes and traits, such as media consumption, buying behaviours and individual aspirations, 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?





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## 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 buying journey enables businesses to create targeted marketing and sales strategies. As consumers are receiving constant messaging on new products and services, companies need to align their offerings and the shopping experience to consumers' needs to stand out from the competition and 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 to online shopping via computer?
Purchase	Who cares about low prices above all else? Who looks for brand name and premium products?



## IMPULSIVE SPENDER

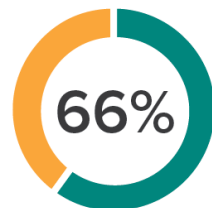
Discount and bargain-oriented consumers looking to keep up with the latest trends. Often seeking personalised and engaging experiences from holidays to shopping services.



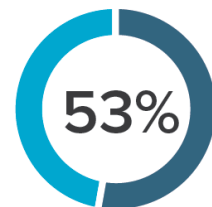
*I love finding bargains.*



Impulsive Spenders make up **14%** of the global population



like to try new products

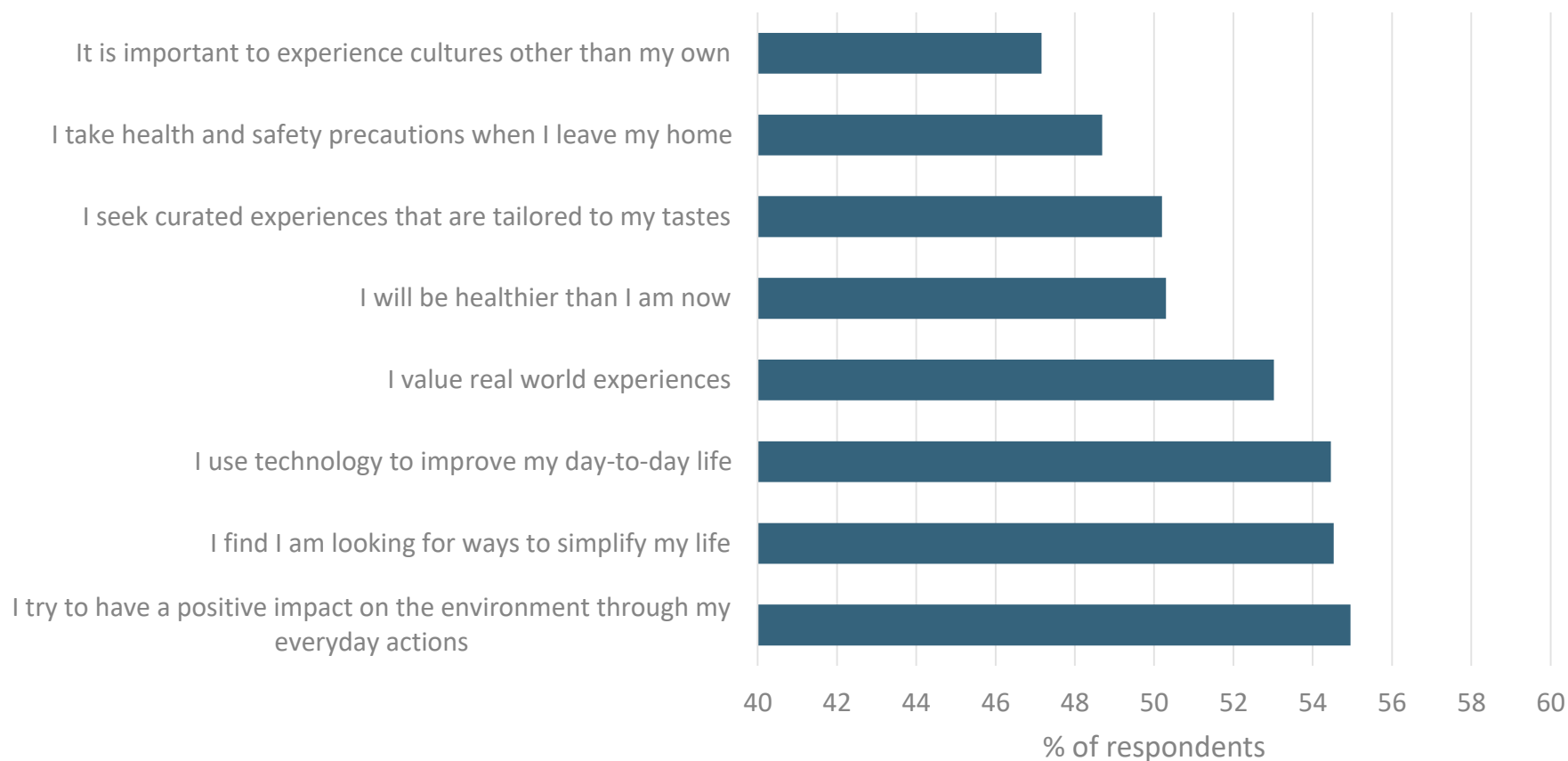


like to find bargains

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Path to Purchase of the Impulsive Spender

### Lifestyle Choices and Habits: Impulsive Spender



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Impulsive Spender

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 they are cautious in sharing personal information online, these consumers 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, Impulsive Spenders are 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 likelihood to try new products, they 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.

Consumers in this category seek 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. Brands and companies offering a shopping experience that is cross-channel and tailored to consumer needs are highly likely to resonate with these consumers.

### Best Ways to Target

- 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



## 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.



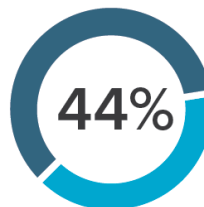
*I choose to focus on the simpler things.*



Minimalist Seekers make up **12%** of the global population



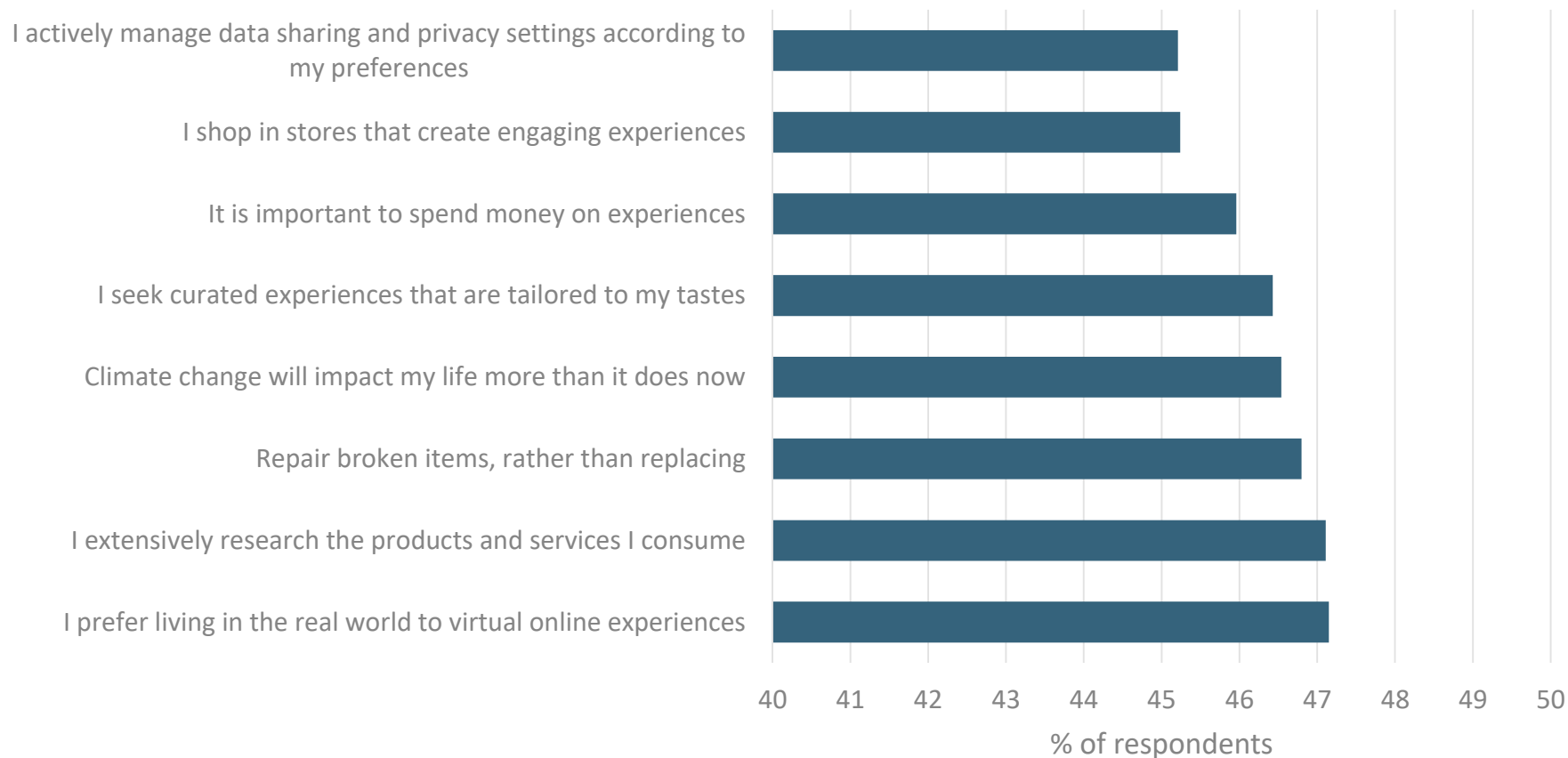
prioritise time for themselves



try to lead a minimalist lifestyle and do not buy new items unless necessary

## Path to Purchase of the Minimalist Seeker

### Lifestyle Choices and Habits: Minimalist Seeker



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## Understanding the Minimalist Seeker

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 look for quality and are willing to pay more for this if it means that their purchases will have longevity. The 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. This consumer type values 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, 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 are 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.

### Best Ways to Target

- 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



## 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 **16%** of the global population



avoids going shopping wherever possible

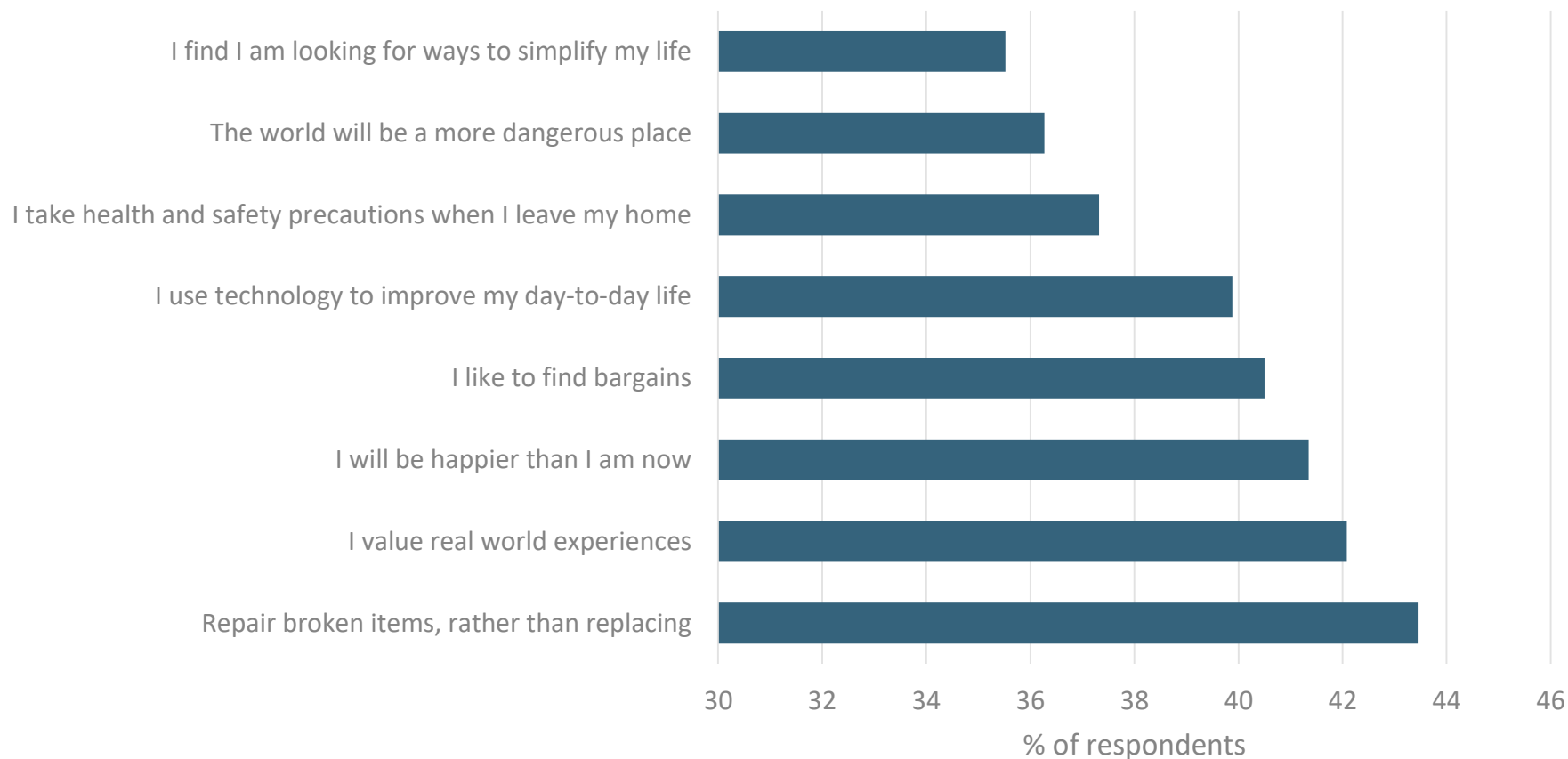


don't mind buying items that will not last for a long time if they are inexpensive

## Path to Purchase of the Secure Traditionalist



### Lifestyle Choices and Habits: Secure Traditionalist



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Secure Traditionalist

Secure Traditionalists are very set in their ways. They are unlikely to place importance on their image and rarely follow the latest trends. This consumer type can be difficult to influence since they rarely make impulse buys or try new products and usually stick to purchasing their essential items.

They are frugal in their shopping habits, frequently focusing on low prices and placing high importance on saving money. Discounts and sale offers can sometimes influence their purchasing habits, causing them to choose the cheapest alternative.

Secure Traditionalists do not enjoy the shopping experience, so the more convenient and efficient retailers and brands make the purchasing process the more likely consumers in this category are to make repeat purchases. 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.

In previous years the Secure Traditionalist has steadily been increasing their use of technology and internet platforms, however, COVID-19 has accelerated the use of technology. This opens a new opportunity and channel for businesses to target this consumer.

### Best Ways to Target

- Provide in-store and offline services to alleviate any anxieties when 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



## EMPOWERED ACTIVIST

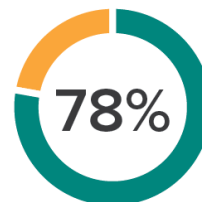
Consumers who prioritise authenticity and are often concerned with global issues. Carefully consider their actions and behaviours to ensure they are in line with their values.



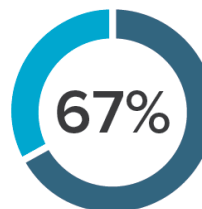
*I believe I have the power to affect change.*



Empowered Activists make up **15%** of the global population



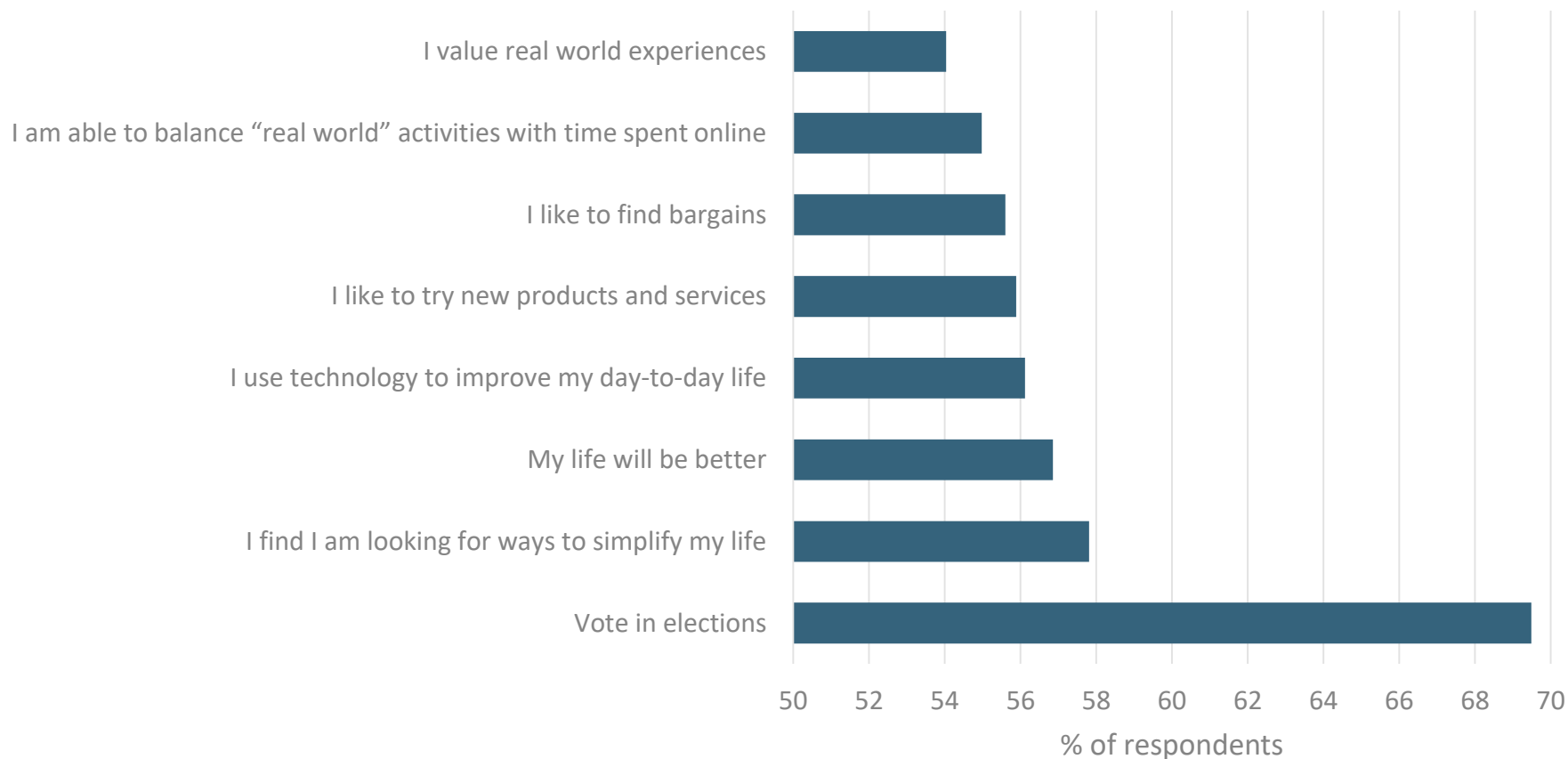
try to have a positive impact on the environment through everyday actions



extensively research the products and services they consume

## Path to Purchase of the Empowered Activist

### Lifestyle Choices and Habits: Empowered Activist



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## Understanding the Empowered Activist

The Empowered Activist values their personal well-being as well as global issues, often seeking products with green and sustainability features or claims. Often investing time to research products that align with their values. Products and services should be clearly labelled and competitively priced to grab their attention.

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

Consumers with this profile 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 Activists have always prioritised global issues like politics, human rights and environmental concerns. However, their priorities have slightly shifted to more local issues and personal well-being since COVID-19.

### Best Ways to Target

- 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



## UNDAUNTED STRIVER

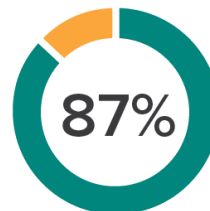
Trendy consumers willing to spend money in order to maintain their status both online and offline. Highly prioritise experiences and leisure activities as well as name-brand and luxury products.



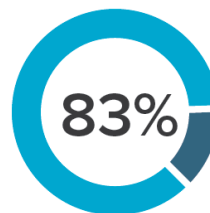
*I want to have and be the best.*



Undaunted Strivers make up **17%** of the global population



feel it is important to spend money on experiences

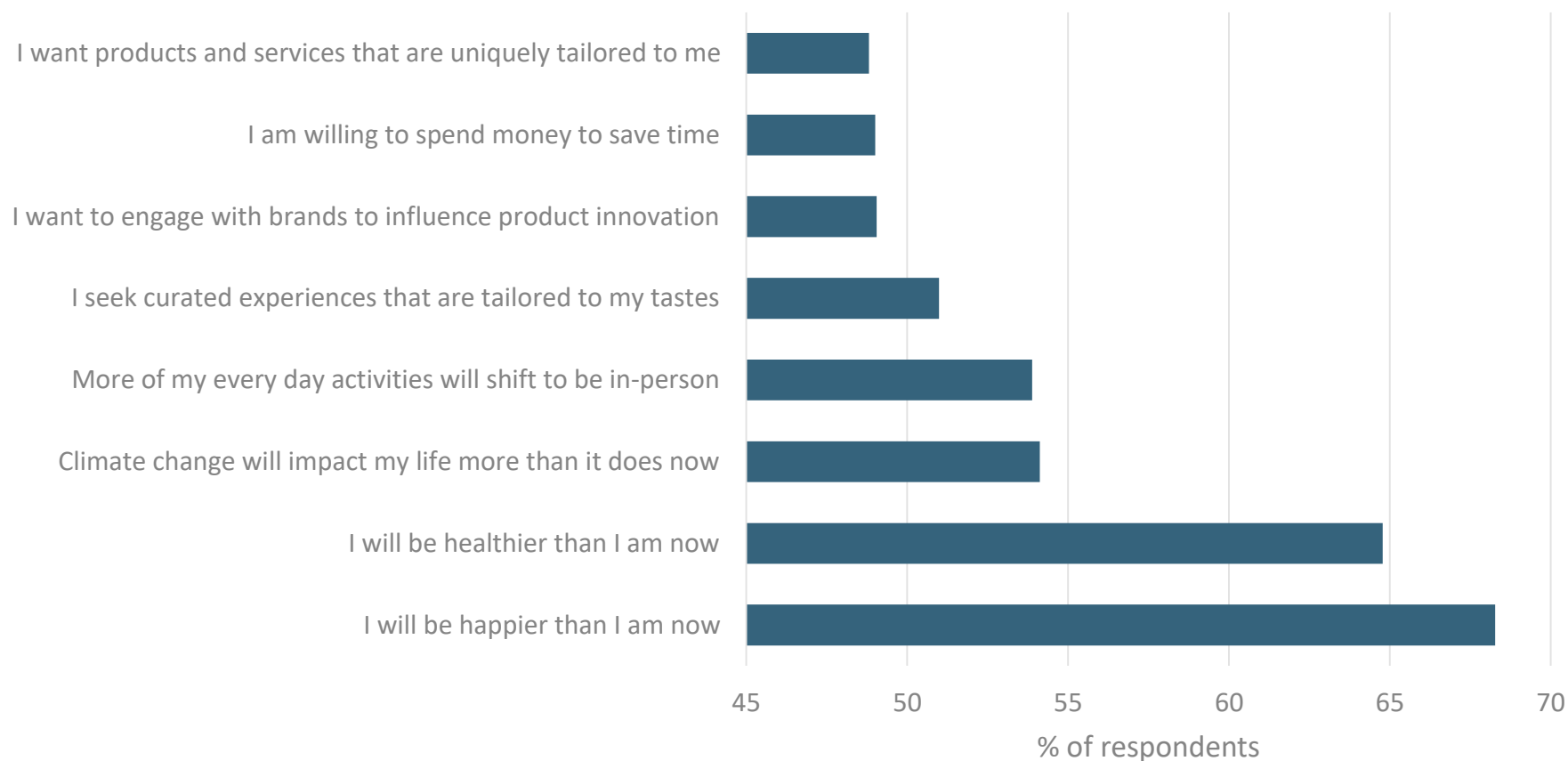


like to be distinct from others

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Path to Purchase of the Undaunted Striver

### Lifestyle Choices and Habits: Undaunted Striver



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Undaunted Striver

Undaunted Strivers enjoy their lives and do not 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. They invest and prioritise their status and image - placing a great deal of importance on what others think as well as staying up to date with the latest trends and styles.

Compared to the other Consumer Types, Undaunted Strivers are more care-free in their spending habits. These consumers enjoy trying new products and experimenting with different brands, as well as actively seeking premium and well-known items, even if they need to pay more.

The image-conscious nature and continuous interest in changing trends can facilitate companies in influencing this consumer type. Though they 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 personal tastes and preferences, such as whom they follow on social media, making it more likely that campaigns will resonate.

This consumer type is also highly likely to prioritise both experiences and materialistic possessions – often seeking tailored cultural and consumer-centric experiences.

### Best Ways to Target

- 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



## CONSERVATIVE HOMEBODY

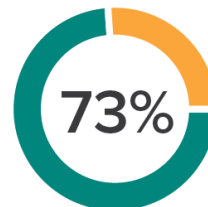
Consumers who highly prioritise family relationships and personal matters. Unlikely to place much importance on their image or following the latest trends.



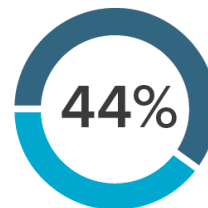
*Family matters most to me.*



Conservative Homebodies make up **8%** of the global population



prioritise time for themselves



consider spiritual beliefs an important part of their lives

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Path to Purchase of the Conservative Homebody

### Lifestyle Choices and Habits: Conservative Homebody



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## Understanding the Conservative Homebody

Conservative Homebodies are careful with how they spend their money. They are not very likely to actively seek well-known brands and premium products or 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 these consumers and lead to occasional impulse buys.

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

### Best Ways to Target

- 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 together to create a seamless omnichannel shopping experience
- Convenient services to facilitate quick purchases alongside a memorable and unique shopping experience



## INSPIRED ADVENTURER

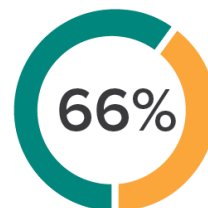
Consumers who are open to trying new things and are invested in their future, often pursuing large personal, health or career goals.



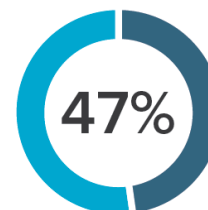
*I strive to get more out of life.*



Inspired Adventurers make up **3%** of the global population



prioritise time for themselves

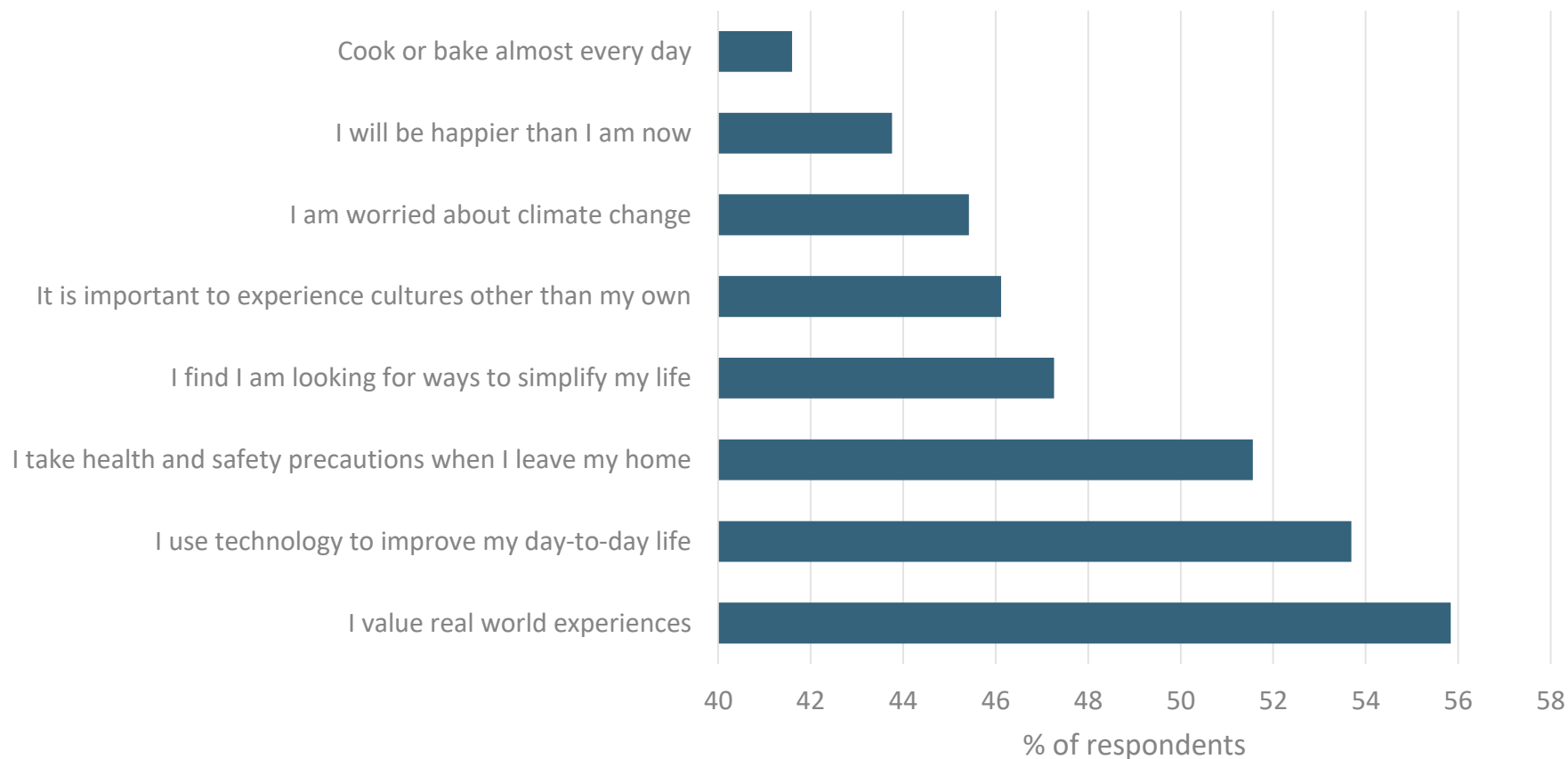


look for healthy ingredients in food and beverages

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Path to Purchase of the Inspired Adventurer

### Lifestyle Choices and Habits: Inspired Adventurer



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Inspired Adventurer

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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. This consumer is unlikely to place importance on their personal image or status.

Instead, their shopping decisions are usually influenced by price, therefore 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.

These consumers 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 them and are highly likely to influence their overall actions and behaviours.

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

### Best Ways to Target

- 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



## CAUTIOUS PLANNER

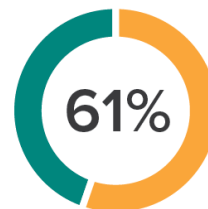
Consumers who are careful with their money and rarely make impulsive purchases. Most likely to purchase tried and tested products and unlikely to be swayed by the latest trends.



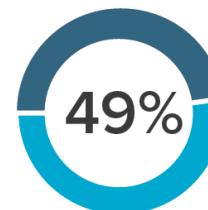
*I know what I want in life.*



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



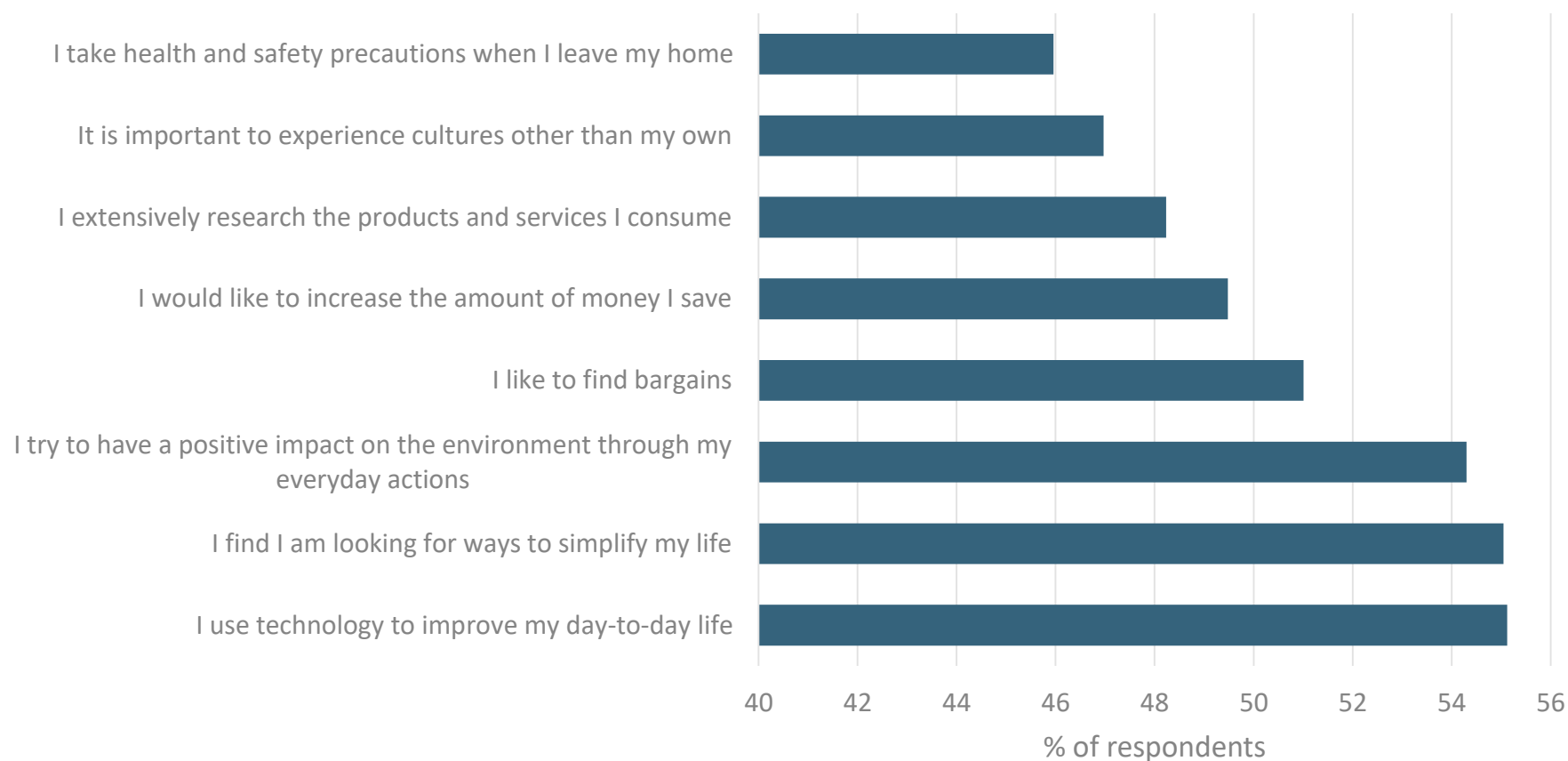
extensively research the products and services they consume



closely read the nutrition labels of food and beverages

## Path to Purchase of the Cautious Planner

### Lifestyle Choices and Habits: Cautious Planner



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## Understanding the Cautious Planner

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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 these consumers and they are willing to deviate from their usual purchases if an alternative product is a better value for money.

The Cautious Planner not only plans their purchases in advance but are highly likely to be future-focused. They often seek ways to save money for better financial futures.

### Best Ways to Target

- 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



## SELF-CARE AFICIONADO

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



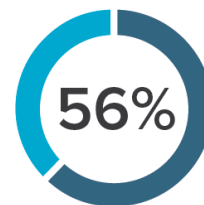
*I prioritise my own well-being and needs.*



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



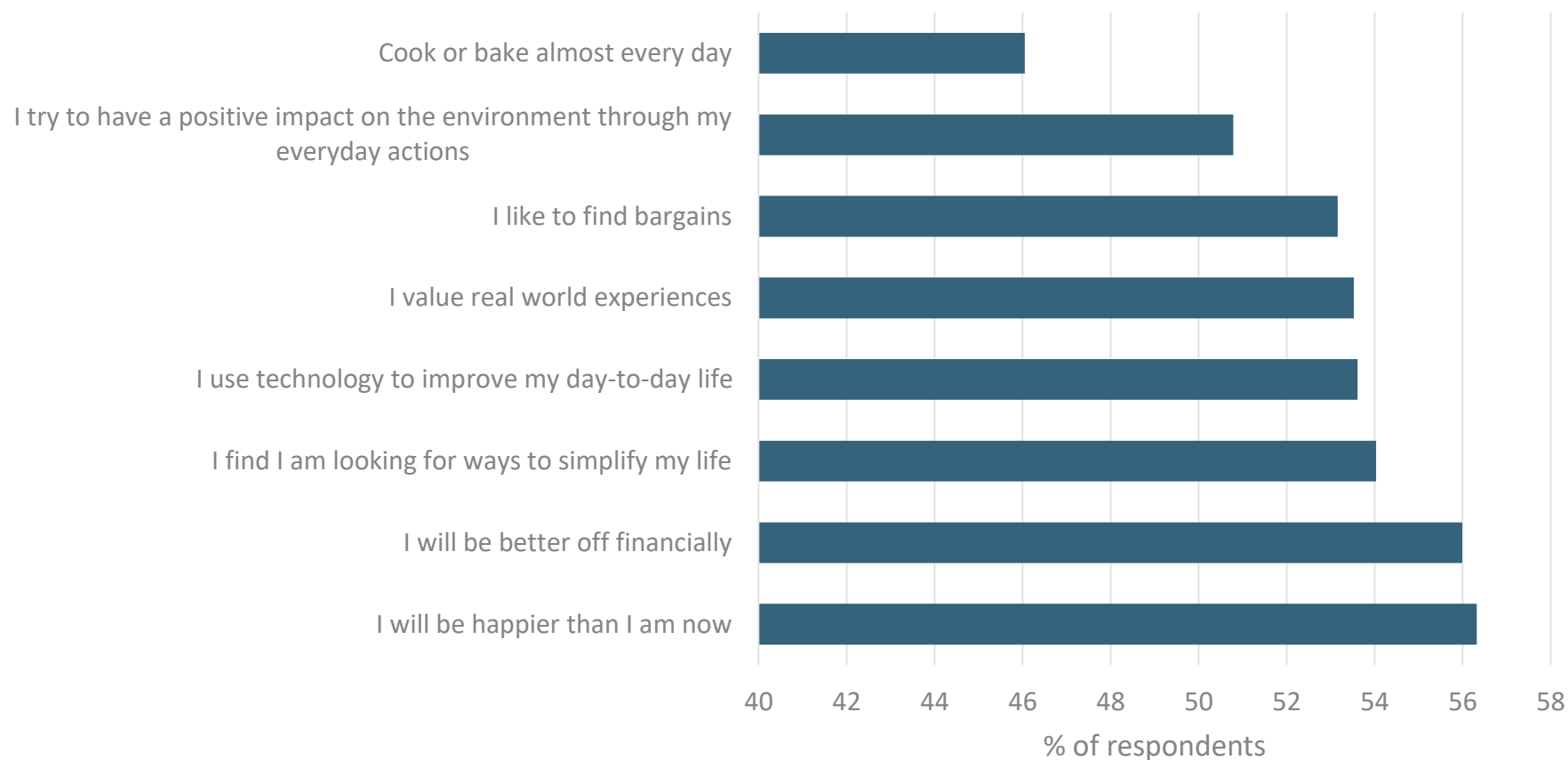
prioritise time for themselves



participate in physical exercise at least weekly

## Path to Purchase of the Self-care Aficionado

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



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Self-Care Aficionado

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The Self-Care Aficionado places a lot of importance and focus on themselves. This includes prioritising their health and well-being by participating in regular physical exercise 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.

Most Self-Care Aficionados are content with their lives and are not very concerned about their personal image, simplifying their lives or about using technology. Though they look for convenience and enjoy using technology from time to time, these are not driving forces in how they live. They are also unlikely to be influenced by global issues, such as sustainability, instead focusing their time and energy on themselves.

Though this consumer type is unlikely to spend much on materialistic possessions, they highly prioritise spending on international travel and cultural experiences.

### Best Ways to Target

- 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



## BALANCED OPTIMIST

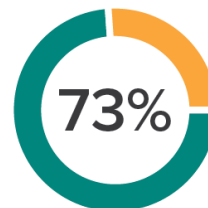
Consumers seeking a balanced lifestyle focusing on enjoying the present and planning for the future. Often prioritising time with friends and family.



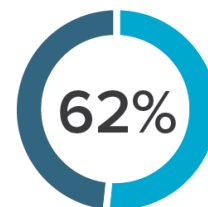
*I am confident in myself and the future.*



Balanced Optimists make up **6%** of the global population



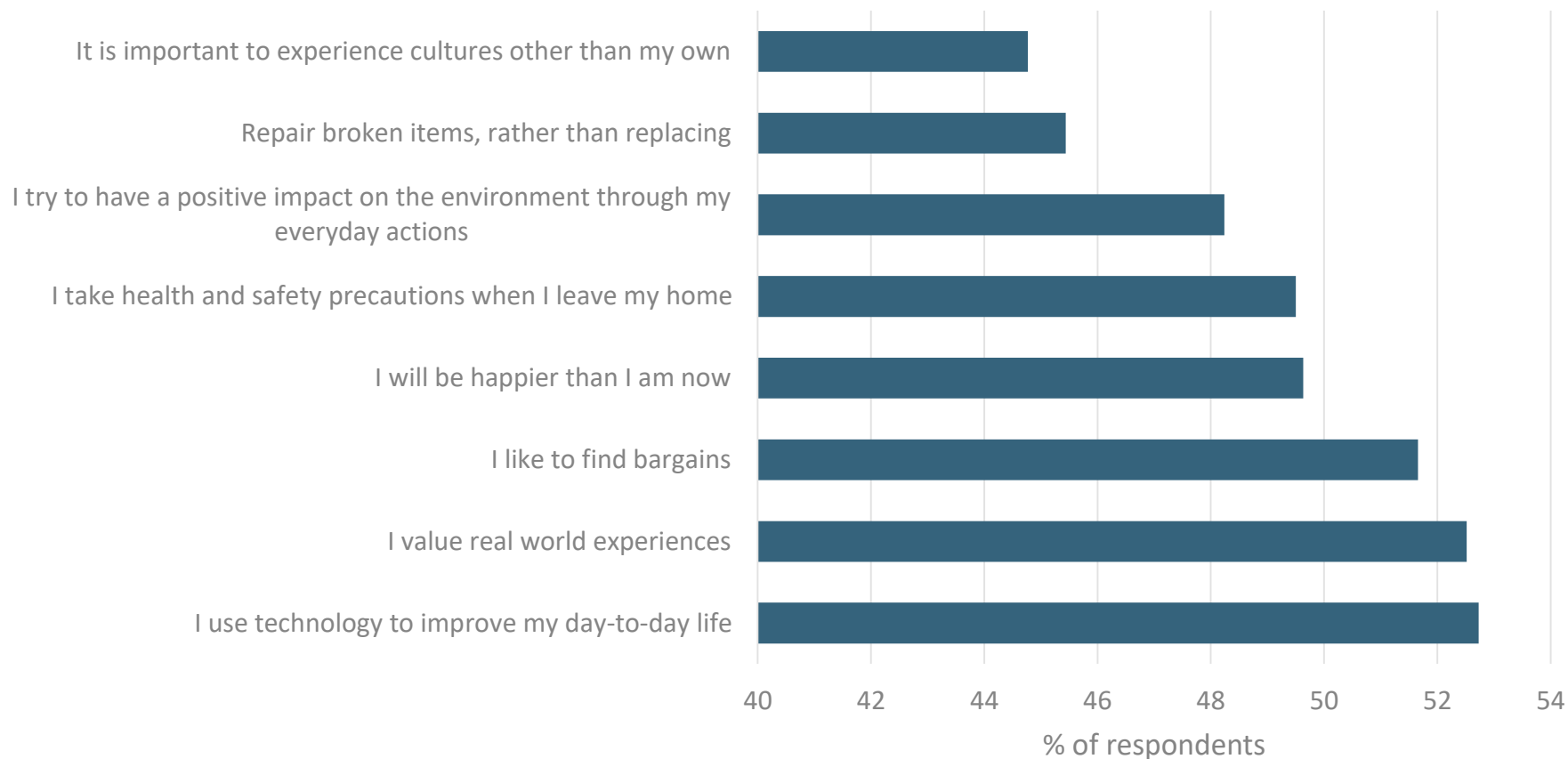
prioritise time for themselves



are looking to simplify their lives

## Path to Purchase of the Balanced Optimist

### Lifestyle Choices and Habits: Balanced Optimist



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Understanding the Balanced Optimist

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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 these consumers 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.

This consumer type 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.

### Best Ways to Target

- 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, which create a seamless omnichannel shopping experience
- Convenient services to facilitate quick purchases alongside unique shopping experiences

The background image is a photograph of a woman with long braids, wearing a white face mask and a denim jacket over a white t-shirt. She is holding a smartphone in her hands. To her right, there is a robotic arm with a gripper. The entire image has an orange tint.

03.

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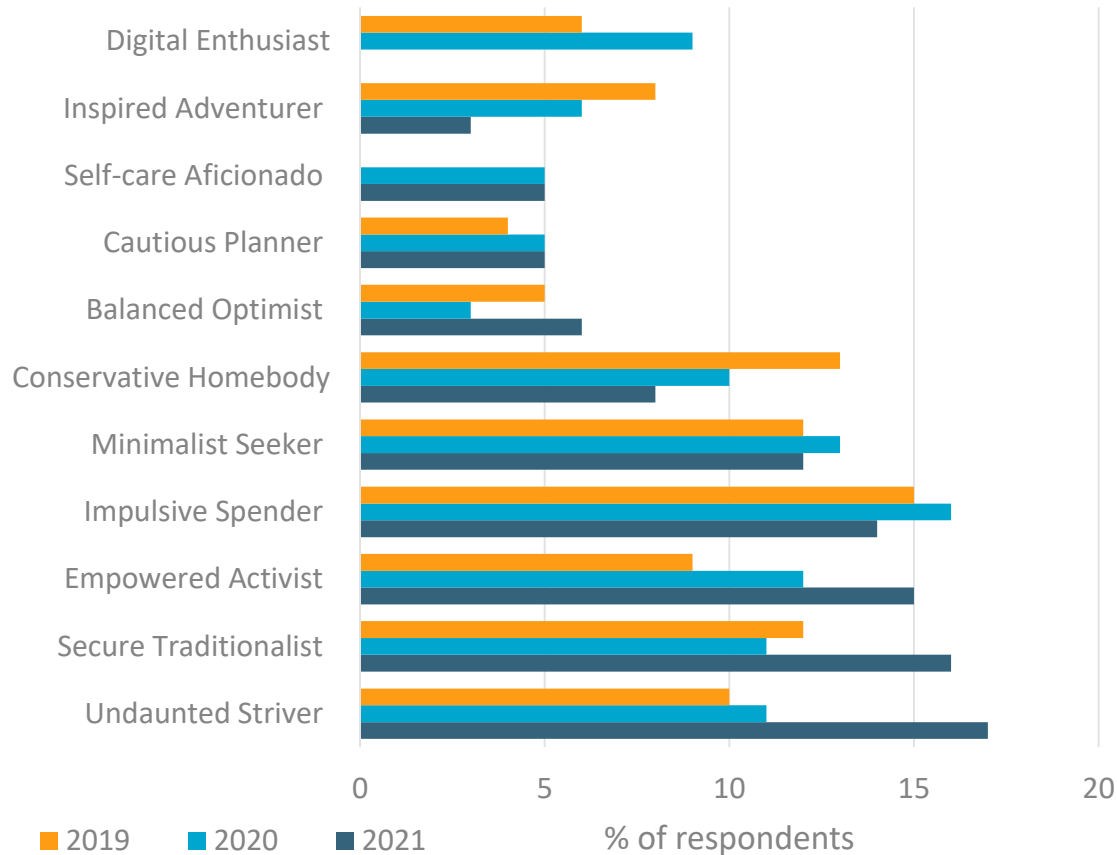
## Impact of Coronavirus (COVID-19)



# Global Consumer Types and COVID-19



Global Breakdown of 2019 to 2021 Consumer Types



Taking into consideration the number of political, environmental and human rights issues that were uncovered in 2020, more consumers felt like they needed to take action this year. As a result, the 2021 Consumer Types analysis shows there has been an increase in the number of consumers who were categorised as Undaunted Strivers and Empowered Activists.

Alternatively, due to financial uncertainty, job losses and economic recessions, many consumers became more focused on their own personal well-being and future financial security, participating in more saving habits and placing importance on individual happiness. These changes in behaviour may have resulted in the increased numbers of global Secure Traditionalists and Balanced Optimists.

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Where is the Digital Enthusiast?

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In the 2019 and 2020 iterations of Euromonitor International's Consumer Types analysis, we identified the Digital Consumer. This Consumer Type had a great affinity to the digital world, often choosing virtual experiences over those in real life and preferring online platforms for making purchases as well as communication.

Due to the Coronavirus (COVID-19) pandemic, many consumers were forced to alter their habits and behaviour due to lockdowns and other government policies which restricted movement. Online shopping, communication and virtual events were sought after by many consumers who were looking for a way to connect with the world.

Due to the increase in technology and internet-use by most global consumers in the 2021 Voice of the Consumer: Lifestyles Survey data, the Digital Enthusiast's defining characteristics were no longer unique to this consumer type and were instead being applied to all 10 consumer profiles.



## 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.





05.

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## Euromonitor International's Consumer Types Series

## Going beyond demographic analysis to look at consumers across the globe

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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.

### 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

### 2019 Consumer Types

200 country-level Consumer Types, grouped into ten global-level categories











### 2020 Consumer Types

200 country-level Consumer Types, grouped into eleven global-level categories

### 2021 Consumer Types

204 country-level Consumer Types, grouped into ten global-level categories











## Country Consumer Types

	 Balanced Optimist	 Cautious Planner	 Conservative Homebody	 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			•	•				•		•

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021













## Country Consumer Types (Cont.)

	 Balanced Optimist	 Cautious Planner	 Conservative Homebody	 Empowered Activist	 Impulsive Spender	 Inspired Adventurer	 Minimalist Seeker	 Secure Traditionalist	 Self-care Aficionado	 Undaunted Striver
Indonesia					•		•	•		•
Italy	•		•	•	•		•	•		•
Japan			•		•	•		•		•
Malaysia		•		•			•	•		•
Mexico				•			•	•		•
Morocco				•				•	•	•
Netherlands		•	•	•	•			•		•
New Zealand	•		•		•		•	•	•	•
Nigeria					•		•	•		•
Peru		•		•		•		•	•	•
Philippines				•			•	•		•
Poland	•		•	•				•		•
Russia	•	•			•		•	•		•
Saudi Arabia					•			•		•

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021

## Country Consumer Types (Cont.)

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

Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2021



## 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 2021 Voice of the Consumer: Lifestyles Survey; identified and confirmed three to seven Consumer Types in each of the forty markets surveyed
3. Looked in detail at each type's responses to all 150+ Voice of the Consumer: 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



## About the author

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### AMRUTHA SHRIDHAR

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Amrutha is responsible for several of Euromonitor International's Voice of the Consumer Surveys alongside consumer insights analysis.

Before making a career change from sales to research, Amrutha worked in account management for over 4 years – gaining insightful experience in strategy planning, risk and opportunity assessment, as well as relationship building. Amrutha's clients varied from start-ups to FTSE 100 companies, giving her an understanding of different business processes, client needs and how to achieve growth targets.

However, with a background in Psychology, Amrutha's interests and passions led her back to research, joining Euromonitor's Consumer Insights team in 2017. As a part of this team, Amrutha manage several of our Voice of the Consumer Surveys including the Lifestyles Survey, Health & Nutrition Survey, Cannabis Survey and Digital Consumer Survey. Amrutha has authored multiple reports and whitepapers using Euromonitor's consumer data with emphasis on personality and behavioural segmentation to easily identify target audiences for specific products and markets.