

2019 Global Consumer Types: Who They Are and How They Shop

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Abstracts

While many companies often identify market segments using demographics alone, few would agree that consumers are neatly defined by age, gender, or income. To overcome this issue, Euromonitor International's Survey team look beyond standard demographics to create distinct, personality-driven consumer types. These consumer types incorporate many of the diverse attitudes and habits that separate one person from another, even distinguishing among those in the same demographic group.

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