

# Global Consumer Types: Who They Are and How They Live

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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, Euromonitor's Survey team has looked beyond standard demographics to create distinct, personality-driven Consumer Types at global and country levels.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Scope of the Report  
Categorising Consumers Beyond Demographics  
Consumer Types Through the Path to Purchase  
Impact of Coronavirus (COVID-19)  
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