

Understanding the Path to Purchase: Global Consumer Types in 2023

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Abstracts

Consumer Types can be a powerful tool to help companies better understand and appeal to their target markets. Consumers are grouped based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers. This briefing includes in-depth profiles of the eight global Consumer Types in 2023.

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

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Consumer types overview
Minimalist seeker
Conservative homebody
Balanced optimist
Cautious planner
Impulsive spender
Empowered activist
Undaunted striver
Secure traditionalist
Consumer types by country

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