



Understanding Global Consumer Types

August 2024

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Unlocking consumer-centric growth through targeting the “right” segment

Consumers wear different hats; companies need diverse strategies

Global Consumer Types

BRAND CHAMPIONS

Who are Brand Champions?

Empower and tell stories to win Brand Champions

Starbucks cultivates connection through the Discord community

Emotional loyalty: The way to forge a bond with Brand Champions

CHANGEMAKERS

Who are Changemakers?

Value-based communication and affordability are key appeals for Changemakers

Lidl Germany unveils groundbreaking pricing approach for its plant-based private label

Affordability builds loyalty with Changemakers

WELLNESS ENTHUSIASTS

Who are Wellness Enthusiasts?

Wellness Enthusiasts are the trailblazers of the Wellness megatrend

Nike Well Collective launches in the US to support “Body, Mind and Life”

Holistic health solution: A way to build partnership with Wellness Enthusiasts

CONNECTED SHOPPERS

Who are Connected Shoppers?

Winning Connected Shoppers through intuitive online shopping

Naver’s AI tools provide shoppers with recommendations while they shop

Intuitive online shopping: Where convenience meets personalisation

EXPERIENCE SEEKERS

Who are Experience Seekers?

Attracting Experience Seekers with education, information, and compelling stories

AdventureGenie uses AI to make self-sufficient travel easier

Experience Seekers

TRENDSETTERS

Who are Trendsetters?

Trendsetters are driving s-commerce

Amazon Inspire enables consumers to shop in a social media format

Trendsetters determine the future innovation success

BUDGETEERS

Who are Budgeteers?

Targeting Budgeteers through value optimisation and financial security

We Do Solar provides solar panel systems for apartment balconies

Understand the pickiest to succeed with the rest

CONCLUSION

Recommendations

Questions we are asking

RESEARCH OVERVIEW

Overview of Voice of the Consumer: Lifestyles Survey and Global Consumer Types

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/understanding-global-consumer-types/report.