

# 2020 Consumer Types

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Who They Are and How They Live

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# OVERVIEW

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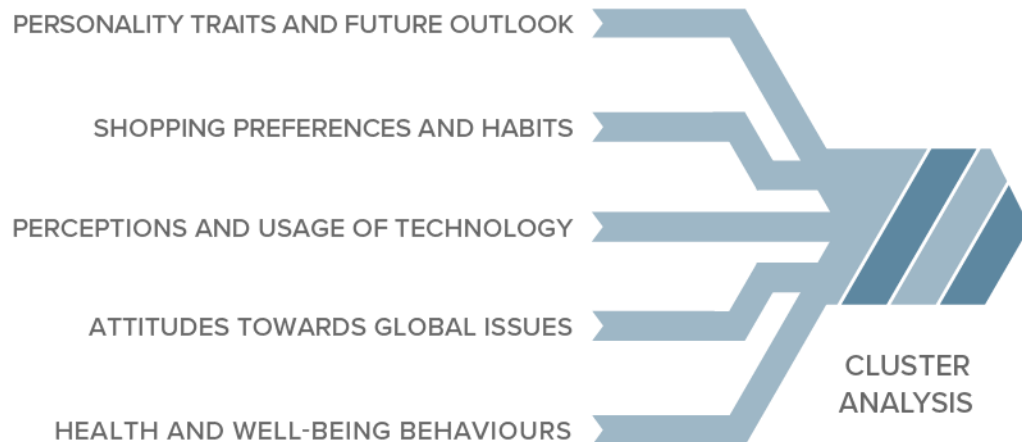
CATEGORISING CONSUMERS BEYOND  
DEMOGRAPHICS

BEHAVIOURS THROUGH THE PATH TO PURCHASE

IMPACT OF CORONAVIRUS (COVID-19)

KEY TAKEAWAYS

# Why segment consumers by type?

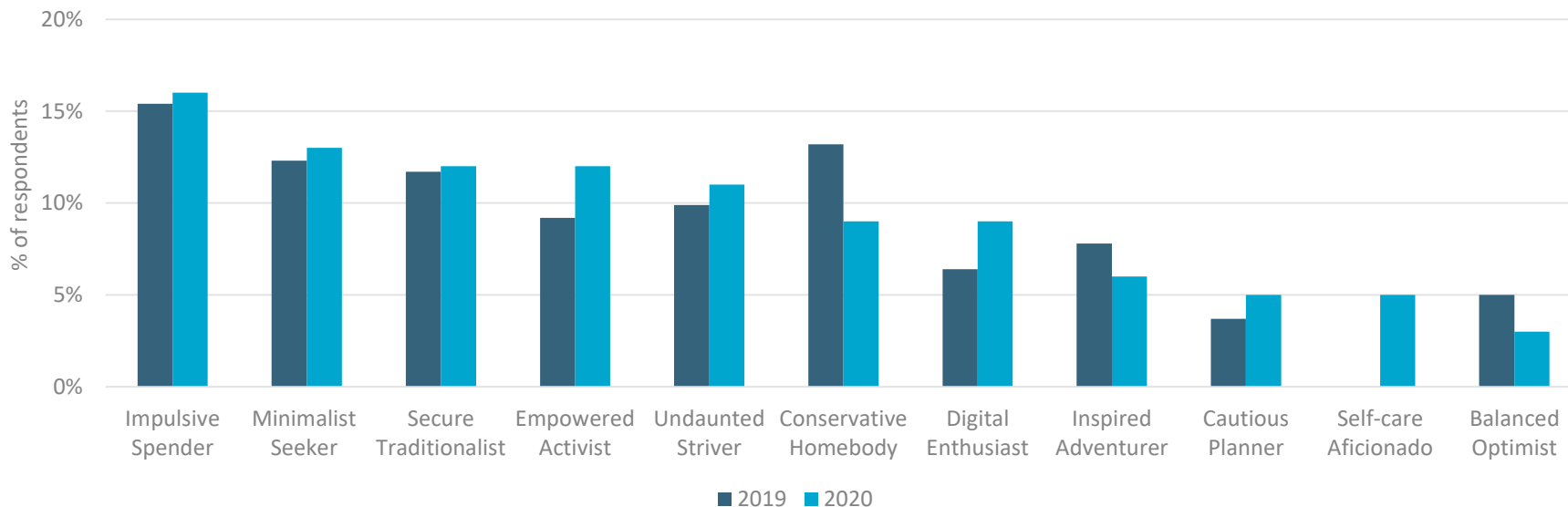


200 CONSUMER TYPES WITHIN 11 GROUPS



# Euromonitor International's 2020 Consumer Types

## Global Respondents within Each Consumer Type (2019 and 2020)



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)



## 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.



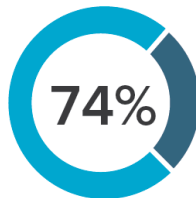
*I love finding bargains.*



Impulsive Spenders make up **16%** of the global population



use technology to improve their day-to-day lives



seek curated experiences that are tailored to their tastes



## MINIMALIST SEEKER

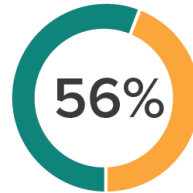
Consumers who do not place much importance on their image and strive to live within a modest lifestyle. Value saving money and are unlikely to buy luxury or non-essential products.



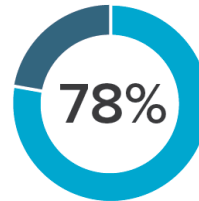
*I choose to focus on the simpler things.*



Minimalist Seekers make up **13%** of the global population



value time for themselves



feel it is important to experience cultures other than their own



# 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 **12%** of the global population



like to find bargains



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





## EMPOWERED ACTIVIST

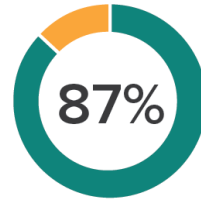
Consumers who prioritise authenticity and are often concerned with global issues. Carefully consider their actions and behaviours to ensure they are in line with their values.



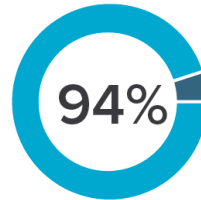
*I believe I have the power to affect change.*



Empowered Activists make up **12%** of the global population



feel it is important to experience cultures other than their own



value real world experiences



# 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.



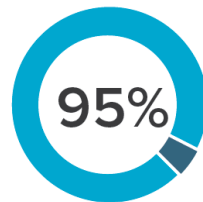
*I want to have and be the best.*



Undaunted Strivers make up **11%** of the global population



use technology to improve their day-to-day lives



value real world experiences



## CONSERVATIVE HOMEBODY

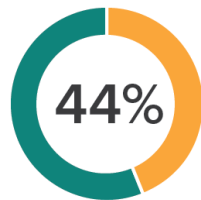
Consumers who highly prioritise family relationships and personal matters. Unlikely to place much importance on their image or following the latest trends.



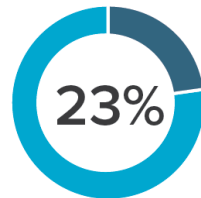
*Family matters most to me.*



Conservative Homebodies make up **9%** of the global population



value time with their partner or spouse



like to repair their items instead of purchasing new ones



# DIGITAL ENTHUSIAST

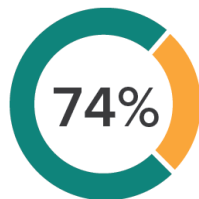
Consumers who value and prioritise all things technology. Likely to use online platforms for every day tasks and interested in keeping up with the latest technological trends.



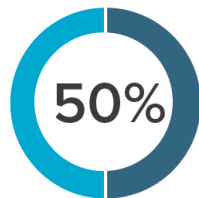
*I incorporate technology in all areas of my life.*



Digital Enthusiasts make up **9%** of the global population



would be lost without internet access



feel they are under constant pressure to get things done



# INSPIRED ADVENTURER

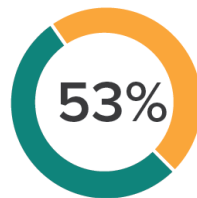
Consumers who are open to trying new things and are invested in their future, often pursuing large personal, health or career goals.



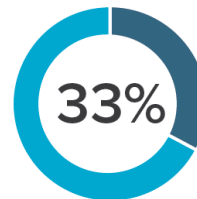
*I strive to get more out of life.*



Inspired Adventurers make up **6%** of the global population



believe they will be better off financially in the next 5 years



like to enjoy life and don't worry about planning for the future



## CAUTIOUS PLANNER

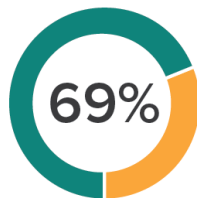
Consumers who are careful with their money and rarely make impulsive purchases. Most likely to purchase tried and tested products and unlikely to be swayed by the latest trends.



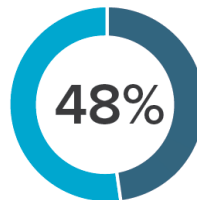
*I know what I want in life.*



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



are looking to simplify their lives



only buy from companies and brands they completely trust



# SELF-CARE AFICIONADO

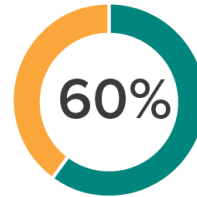
Trendy consumers willing to spend money in order to maintain their status both online and offline. Highly prioritise experiences and leisure activities as well as name-brand and luxury products.



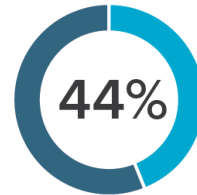
*I prioritise my own well-being and needs.*



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



participate in physical exercise



take vitamins and supplements



## BALANCED OPTIMIST

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



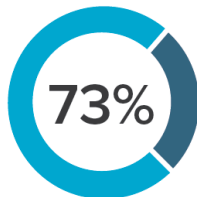
*I am confident in myself and the future.*



Balanced Optimists make up **3%** of the global population



value online virtual experiences



are looking to simplify their lives



# OVERVIEW

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CATEGORISING CONSUMERS BEYOND  
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KEY TAKEAWAYS

# What is the path to purchase?



# Path to purchase of the Impulsive Spender

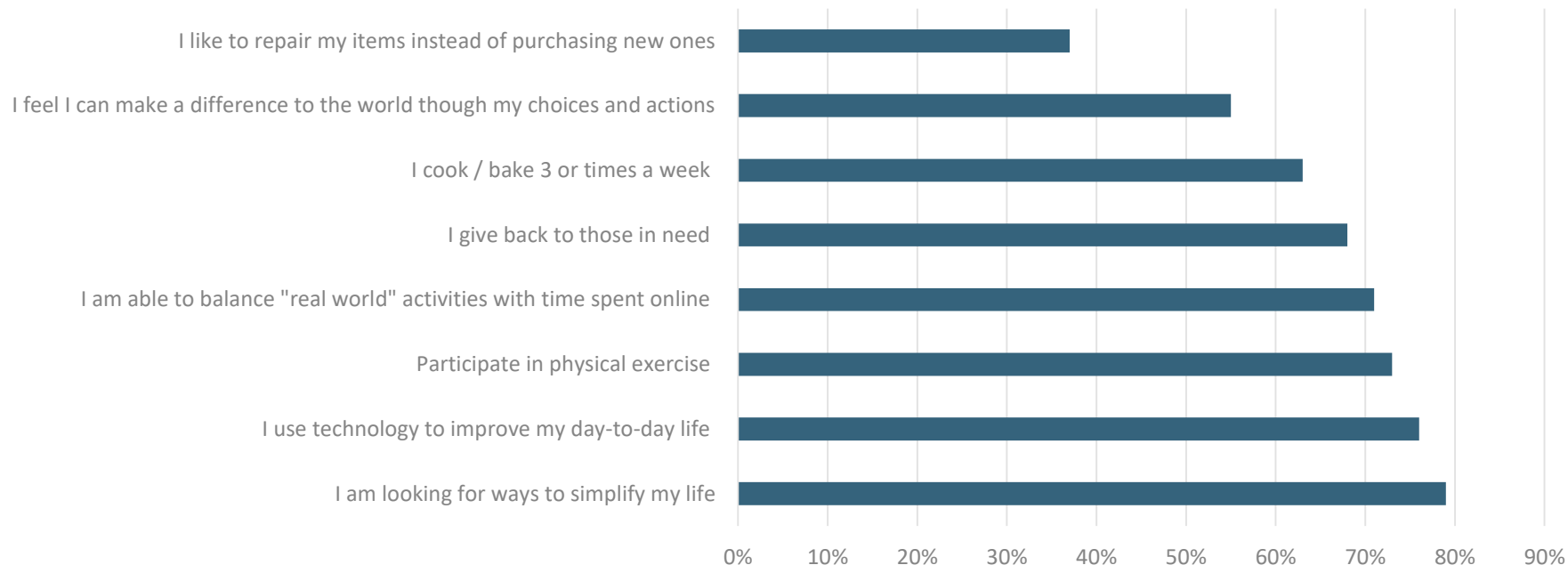
## Lifestyle Choices and Habits: Impulsive Spender



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Minimalist Seeker

## Lifestyle Choices and Habits: Minimalist Seeker



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Secure Traditionalist

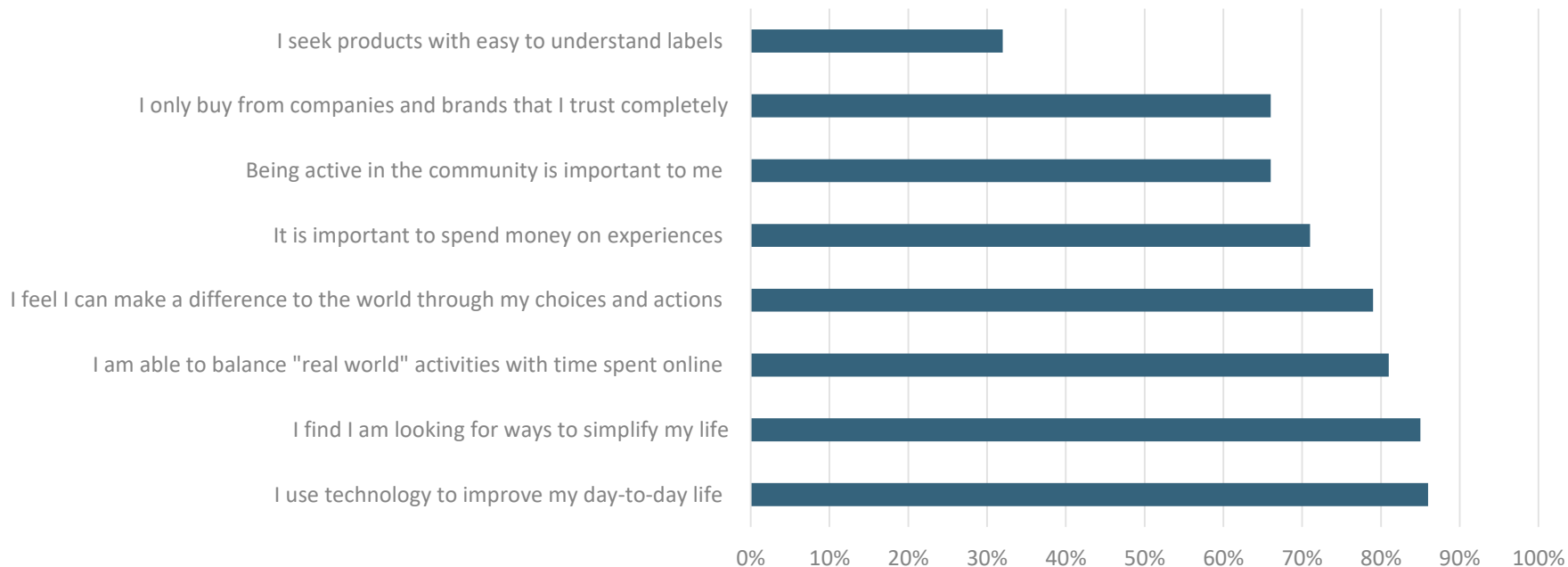
## Lifestyle Choices and Habits: Secure Traditionalist



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Empowered Activist

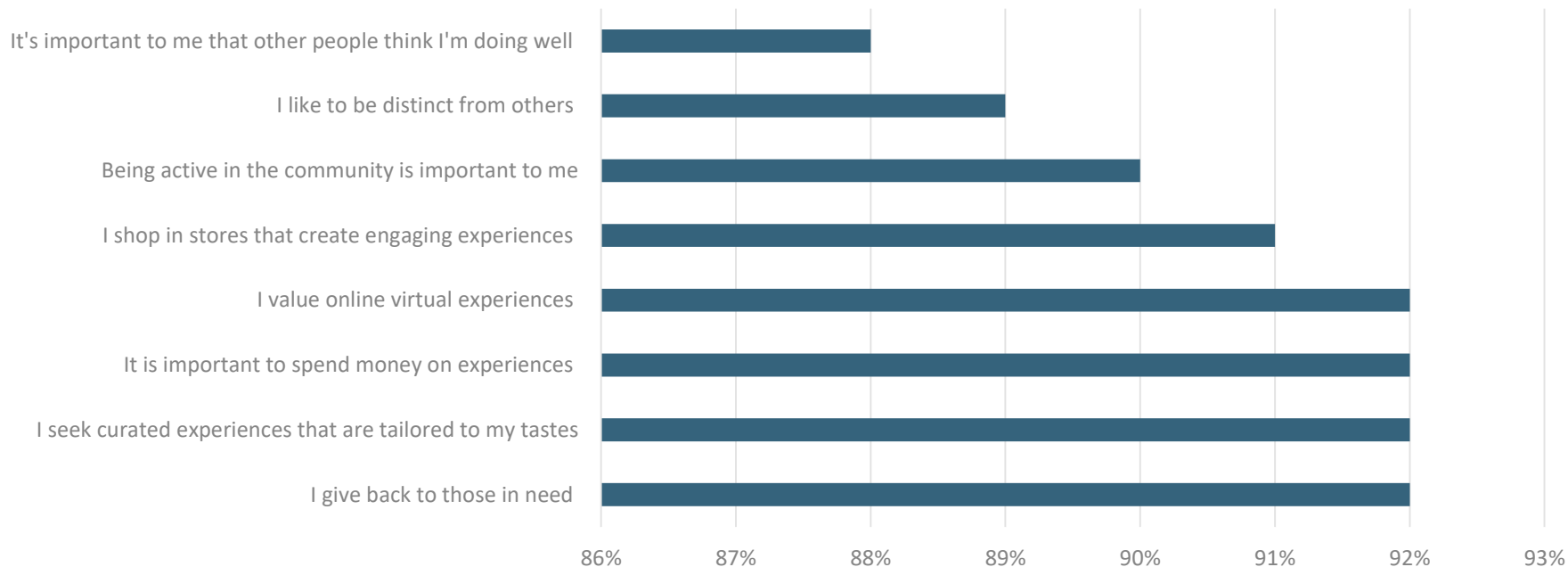
## Lifestyle Choices and Habits: Empowered Activist



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Undaunted Drifter

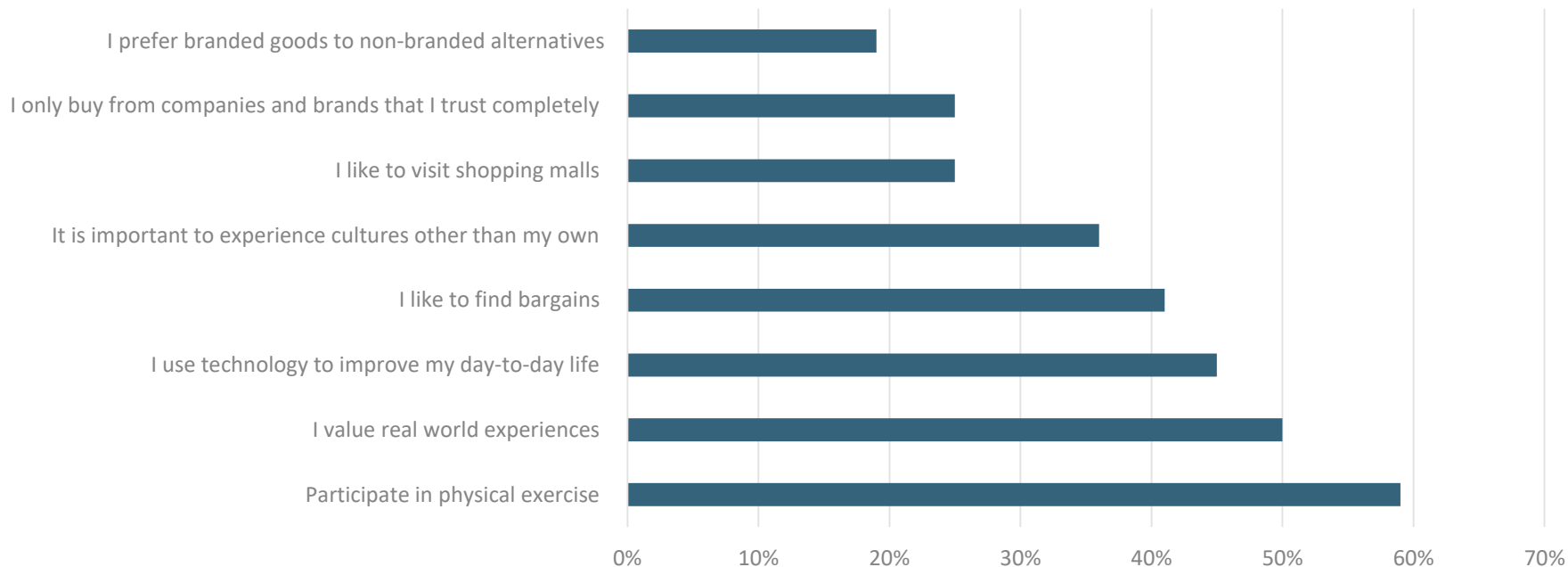
## Lifestyle Choices and Habits: Undaunted Drifter



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Conservative Homebody

## Lifestyle Choices and Habits: Conservative Homebody

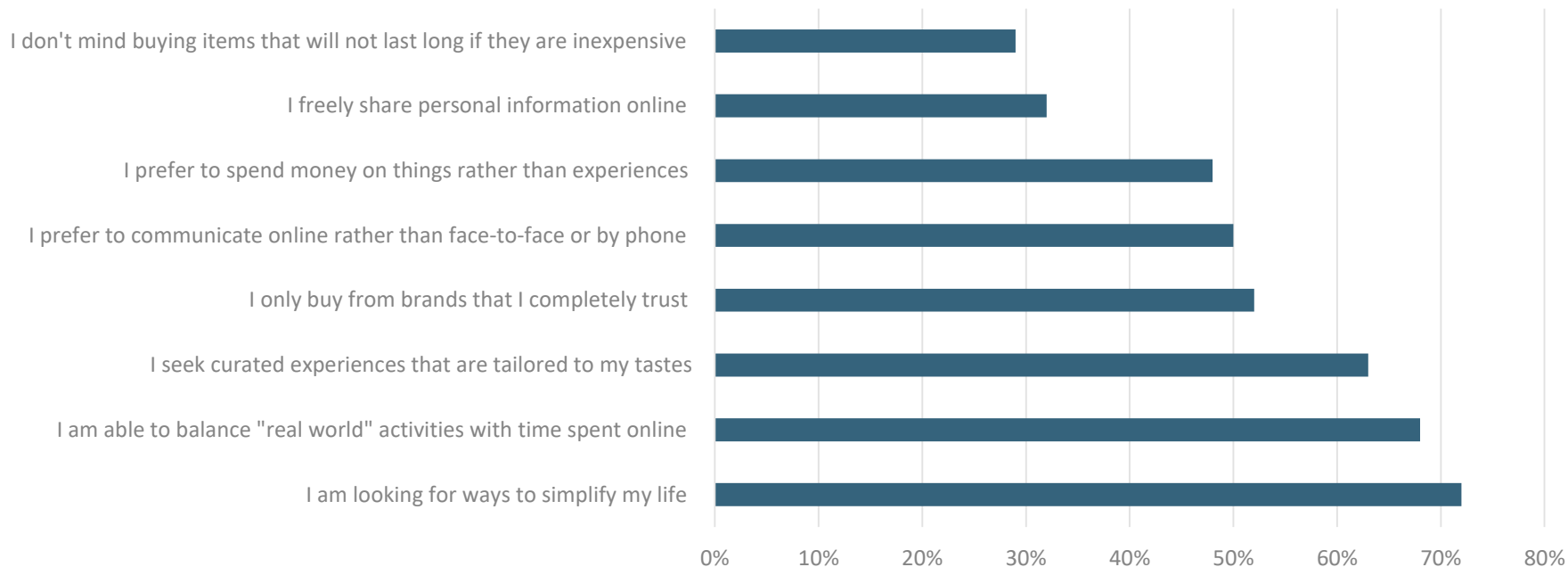


Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)



# Path to purchase of the Digital Enthusiast

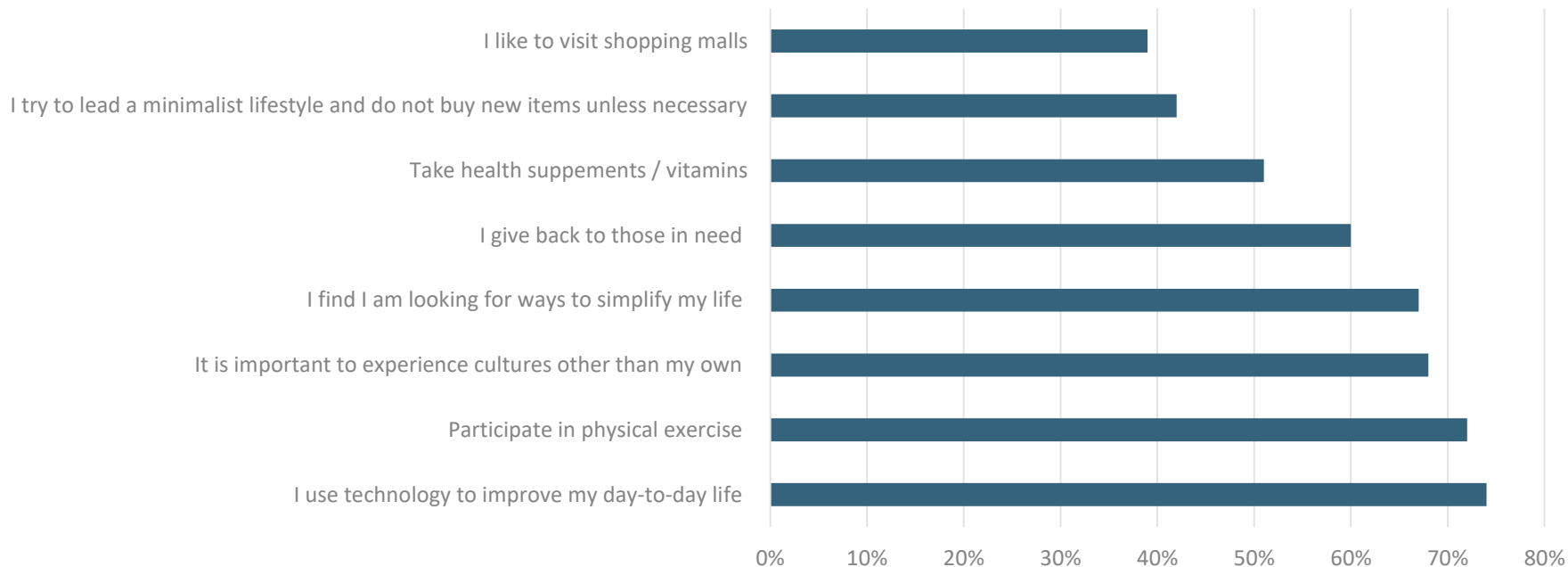
## Lifestyle Choices and Habits: Digital Enthusiast



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Inspired Adventurer

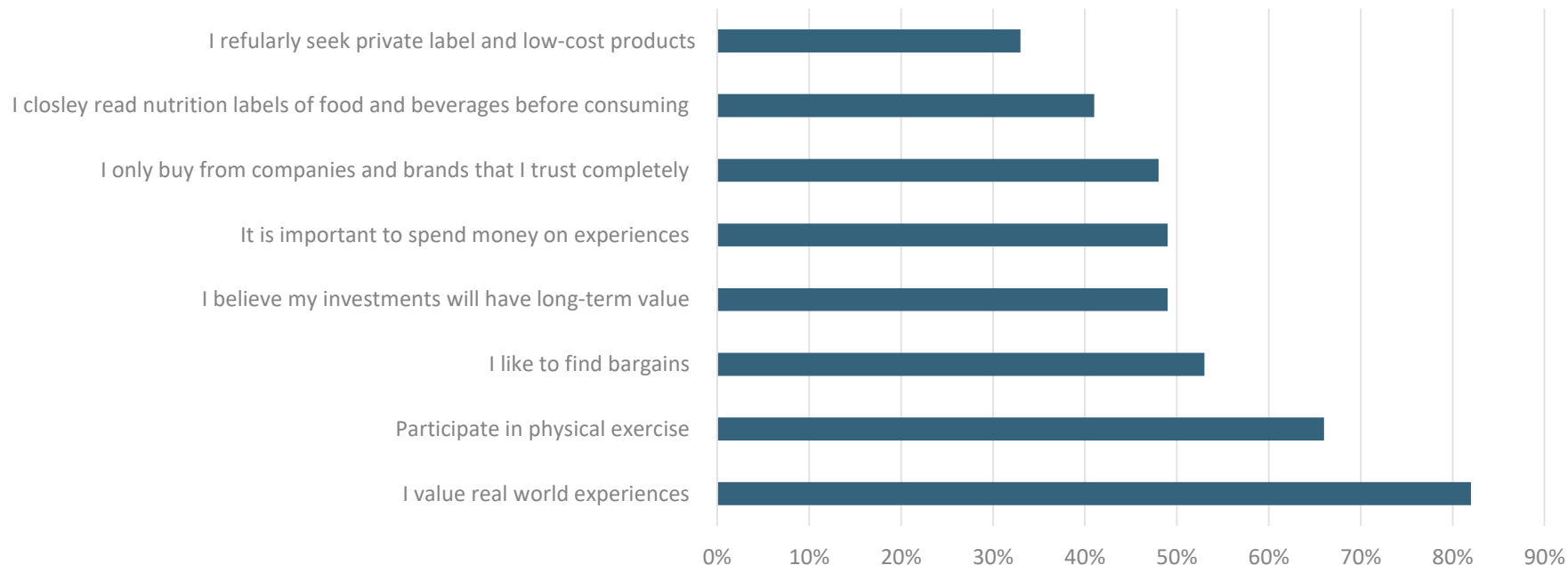
## Lifestyle Choices and Habits: Inspired Adventurer



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

## Path to purchase of the Cautious Planner

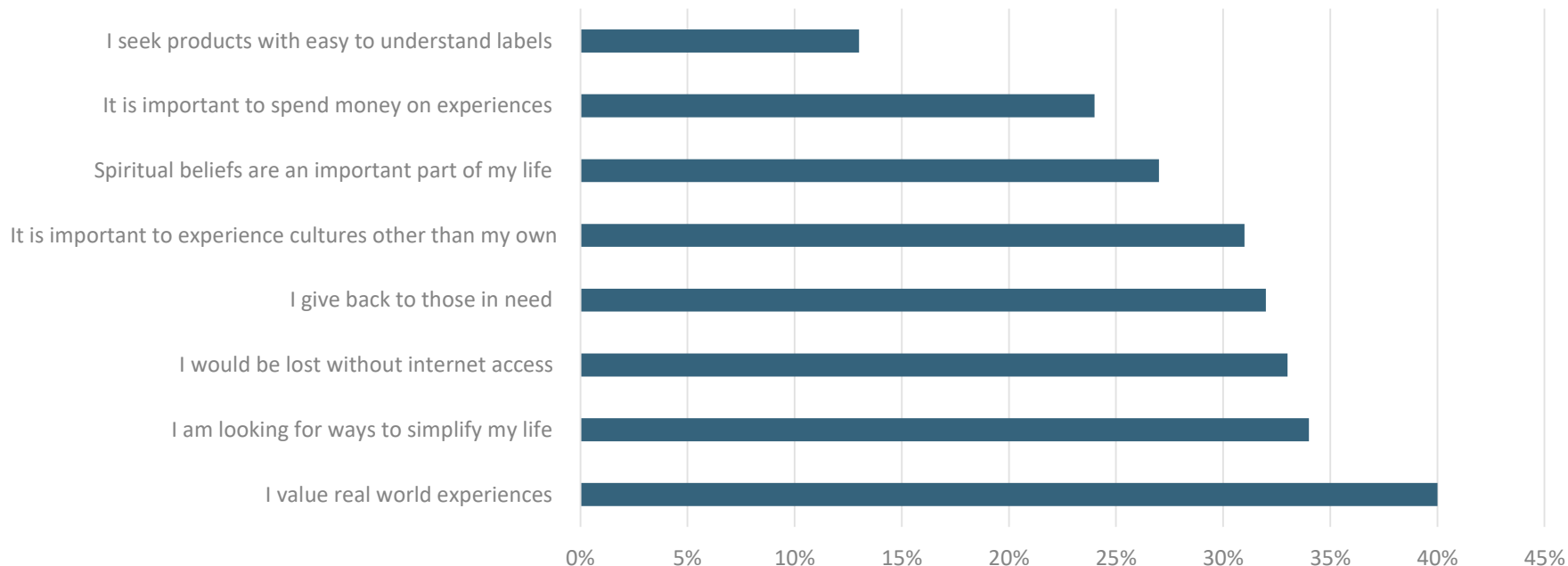
### Lifestyle Choices and Habits: Cautious Planner



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Self-care Aficionado

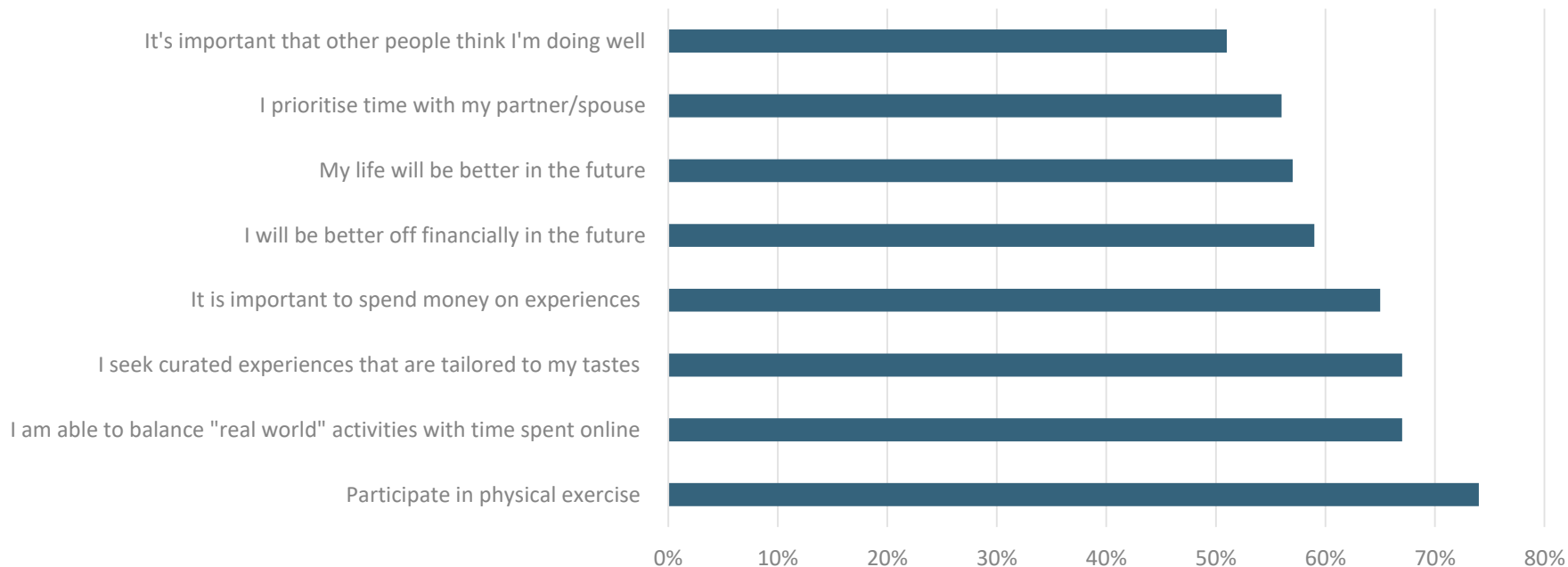
## Lifestyle Choices and Habits: Self-care Aficionado



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

# Path to purchase of the Balanced Optimist

## Lifestyle Choices and Habits: Balanced Optimist



Source: Euromonitor International's Lifestyles Survey (fielded January/February 2019 and January/February 2020)

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KEY TAKEAWAYS

# Euromonitor International's Consumer Types and Coronavirus (COVID-19)

Our global Consumer Types are created using consumer data from our Lifestyles Survey which was fielded in January to February 2020.

Though we cannot say for sure how COVID-19 will impact consumers and their lifestyles habits in the future, our Lifestyles Survey data shows which trends are most important to consumers and are likely to continue being part of their lifestyles and behaviours. This allows businesses to understand consumer priorities and strategically plan next steps in an unknown landscape in the wake of COVID-19.



# COVID-19 impact on the Impulsive Spender

- Continue spending money and placing importance on experiences, even if this means that they need to switch to virtual options
- Prioritise convenience and value for money. They are highly likely to make online purchases from the brands with easy-to-use online interfaces and those who clearly outline price and free shipping.



# COVID-19 impact on the Minimalist Seeker

- Place even more emphasis on shopping locally, supporting local businesses as well as continuing to make eco-friendly and sustainable purchases.
- Likely to invest in services and products that will allow them to maintain physical and mental well-being during this time of uncertainty.



# COVID-19 impact on the Secure Traditionalist

- Increase their frugal behaviour in the wake of COVID-19, continuing to seek low prices and save money in a time of economic uncertainty.
- Likely to stock-pile essential products and be swayed by discounted bulk offers.
- Already highly unlikely to make frivolous or impulse purchases, this sentiment will likely continue with even more rigour.

# COVID-19 impact on the Empowered Activist

- Like the Minimalist Seeker, they will place more emphasis on shopping locally and supporting local businesses, as well as continuing to make eco-friendly and sustainable purchases.
- Highly likely to be involved in charity work and helping aid organisations to support those who have been impacted by COVID-19.
- Continue investing in experiences even if they must move to online platforms and formats.





# COVID-19 impact on the Undaunted Driver

- Continue spending money and placing importance on experiences, even if this means that they need to switch to virtual options.
- Carry on investing in their personal image and status through online platforms. Therefore, they are likely to keep making impulse purchases and spend money on the latest trends in order to curate their online image via social media platforms. These platforms will become even more important to Undaunted Drivers as they are unable to meet people in person if social distancing measures continue.

# COVID-19 impact on the Conservative Homebody

- Likely to turn to virtual experiences and platforms to connect with others and maintain relationships.
- Unlikely to change their shopping habits in the wake of COVID-19. Since they placed little importance on materialistic possessions, they will most likely continue purchasing their regular items and base their shopping decisions on need and price.



# COVID-19 impact on the Digital Enthusiast

- Increase their frugal behaviour in the wake of COVID-19, continuing to seek low prices and save money in a time of economic uncertainty.
- Likely to stock-pile essential products and be swayed by discounted bulk offers.
- Participation in virtual experiences are likely to increase even more as new platforms and ways to engage online are created as a result of COVID-19.

# COVID-19 impact on the Inspired Adventurer



- Make them more cautious when thinking about their future, resulting in them spending less money in the short-term and investing more in future savings to ensure a stable future.
- Likely to take this time to reflect on their future and re-evaluate any plans according to the current economic climate.
- Early adopters of innovations and lifestyle choices regarding preventative healthcare measure.



# COVID-19 impact on the Cautious Planner

- Likely to make them more cautious when thinking about their future, perhaps spending less money in the short-term and investing more in future savings to ensure a stable future.
- Increase their frugal behaviour, continuing to seek low prices and save money in a time of economic uncertainty. They are also likely to stock-pile essential products and be swayed by discounted bulk offers.



# COVID-19 impact on the Self-care Aficionado

- Change their travel preferences to focus on domestic or local leisure activities and virtual experiences.
- Value on healthy living and healthcare is likely to increase. As preventative healthcare measures become more common, it is likely that Self-Care Aficionados will be early adopters of any innovations in this space.



# COVID-19 impact on the Balanced Optimist

- Likely to turn to virtual experiences and platforms to connect with others and maintain relationships.
- Become more cautious by spending less money in the short-term and invest more in future savings.

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KEY TAKEAWAYS

# Best Ways to Target the Impulsive Spender



- 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

# Best Ways to Target the Minimalist Seeker



- 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

# Best Ways to Target the Secure Traditionalist



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

# Best Ways to Target the Empowered Activist



- 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

# Best Ways to Target the Undaunted Striver



- 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

# Best Ways to Target the Conservative Homebody



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

# Best Ways to Target the Digital Enthusiast



- Easy-to-use online interfaces to promote quick online shopping and price comparisons
- Convenient customer service during the path to purchase to minimise time spent shopping and facilitate a quick purchase, especially on impulse buys
- Collaborations with tailored virtual and online experiences
- Clearly mark promotional items, low prices and discounted items — especially on usual and essential purchases

# Best Ways to Target the Inspired Adventurer



- 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

# Best Ways to Target the Cautious Planner



- 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

# Best Ways to Target the Self-care Aficionado



- 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



# Best Ways to Target the Balanced Optimist



- 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 in conjunction to create a seamless omnichannel shopping experience
- Convenient services to facilitate quick purchases alongside memorable and unique shopping experience
- Prioritising future well-being and long-term happiness in product and service features



# Thank You

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