7 Consumer Types for Successful Targeted Marketing
7 CONSUMER TYPES FOR SUCCESSFUL TARGETED MARKETING

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Why segment consumers into different types?

Consumer segmentation can be a powerful tool to help companies better understand and appeal to their target market. By going beyond typical demographic-based groups, such as age or gender, and segmenting consumers based on similar buying behaviours and lifestyle habits, companies can better develop products and marketing campaigns that resonate with key customers. This type of consumer segmentation is an important tool for companies to use during early stages of product development and marketing. Similarly, looking beyond demographics can also be helpful when brand managers and product developers are struggling to understand why a product is failing to spark widespread interest among its proposed target market, even though on paper it should be a perfect fit for the intended demographic group.

Picture a company that actively targets Millennials by developing expensive tech devices designed to integrate into every area of life, but find that the appeal of their product is much more limited among young shoppers than was hoped. This company is discovering the hard way that, despite all the media hype, Millennials actually fall into a variety of different consumer types, ranging from the ambitious Undaunted Striver to the isolated Independent Skeptic. Understanding the buying behaviours and lifestyles of these disparate segments can help confused brands pinpoint where their product may be a bigger hit and where they may need to go back to the drawing board.
Exploring Euromonitor International’s global consumer types

In recent research, Euromonitor International used the results of its 2011 Global Consumer Trends survey to create four distinct consumer types to help companies reimagine approaches to existing and potential customers. In 2013, this Global Consumer Trends survey was repeated, capturing the personality traits, preferences and behaviours of 16,300 online consumers in nine markets. From the results of the 2013 survey, Euromonitor again analysed the respondents, this time at the country level, sorting them into seven global consumer types.

Two global consumer types from 2011, the Undaunted Striver and the Secure Traditionalist, are again found among the seven 2013 global types. The remaining five 2013 types are brand new and, although they have some shared characteristics with the 2011 types, reflect a broader spectrum of nuanced consumer segments found across the world. This white paper provides a snapshot of these seven consumer types, including a profile of their personality traits, buying behaviours and lifestyle habits.
The seven 2013 global consumer types span a wide range of personality traits, preferences and behaviours, from those who seek to buy and be seen using the latest, trendiest products to those who live by the beat of their own drum. The following profiles highlight the key traits and demographics of each type, along with a quote that summarizes their approach toward life.

**Undaunted Striver**
- Confident
- Status-oriented
- Tech-savvy

“I want to have and be the best”

Prevalence: 17% of surveyed consumers
Average age: 35
Average household income: US$ 53,077
Gender balance: 50% male

**Impulsive Spender**
- Social
- Indulgent
- Friend-focused

“My life is hectic but exciting”

Prevalence: 10% of surveyed consumers
Average age: 34
Average household income: US$ 39,456
Gender balance: 52% female
Profiles of the 2013 Global Consumer Types

Balanced Optimist
Quality-seeking
Practical
Optimistic

“I am confident in myself and the future”
Prevalence: 20% of surveyed consumers
Average age: 39
Average household income: US$ 44,201
Gender balance: 51% female

Aspiring Struggler
Uncertain
Stressed
Approval-seeking

“I want to make more out of my life”
Prevalence: 7% of surveyed consumers
Average age: 38
Average household income: US$ 35,895
Gender balance: 53% female

Conservative Homebody
Family-focused
Private
Minimalistic

“Family matters most to me”
Prevalence: 20% of surveyed consumers
Average age: 44
Average household income: US$ 36,838
Gender balance: 58% female

Independent Skeptic
Unconventional
Skeptical
Indifferent

“I live life on my own terms”
Prevalence: 10% of surveyed consumers
Average age: 35
Average household income: US$ 42,716
Gender balance: 55% male

Secure Traditionalist
Settled in ways
Independent
Frugal

“I am content with where I am in life”
Prevalence: 22% of surveyed consumers
Average age: 41
Average household income: US$ 38,544
Gender balance: 58% male
Understanding consumer motivations and preferences

Fundamental beliefs about themselves and the world around them drive all consumers’ decisions, whether they are considering a new smartphone purchase, what type of food to eat or where to live. Understanding how these basic personality traits and values differ across the seven consumer types is essential for brands and retailers striving to better reach their target market.

In particular, personality traits and values can add context to consumer buying behaviours and help product developers and marketers anticipate the future demands of each segment. For example, knowing that Aspiring Strugglers care deeply about how others perceive them, yet lack the financial resources to buy the latest items, highlights this type as a target market for brands and retailers offering affordable versions of on-trend products. On the other hand, identifying Independent Skeptics as consumers who will not be swayed by peer pressure or clever marketing campaigns can help brand managers better reach these often-hesitant customers by using less overtly commercial campaigns.

Euromonitor’s consumer types research divides consumer personality traits into four key areas: work and personal life, financial attitudes, shopping and spending and civic engagement. In this section, one area of personality traits – work and personal life – is profiled in depth. In addition, all four personality areas are closely intertwined with consumer buying behaviours and lifestyle habits and are thoroughly examined throughout this report.
Consumer approaches to work and personal life should inform marketing and product development efforts

Consumers who are able to maintain a good balance between their work and personal life likely have very different needs and wants than those who struggle to juggle the two and often feel rushed and overwhelmed. In the same vein, the types of consumers who put family ahead of their work will look for different products and services than those focused on an ambitious career.

From well-balanced family life to struggling for a strong career

The range of approaches to family and work life among the seven global consumer types reflect the wide variety of broader traits and values held by each segment. On one end sit Balanced Optimists, Conservative Homebodies and Secure Traditionalists, consumers who put family above their career and are generally able to strike a balance in their lives. For these segments, leading a well-balanced life means having plenty of time and energy to devote to their family. Although their career advancements may suffer, these consumers are content with their lives and mostly avoid feeling rushed or otherwise stressed.
A well-balanced life does not look the same for all consumer segments, however, and certainly does not always mean putting family ahead of career. Independent Skeptics, for example, tend to be work-focused, but are also satisfied with their mix of priorities and activities. These consumers choose to concentrate on growing their career and successfully avoid feeling out of balance or torn between multiple priorities. At the extreme, Undaunted Strivers consider professional achievement a higher priority than any other segment and typically manage their stress well, although their ambition can sometimes leave them feeling overwhelmed.

Not all consumers enjoy this conflict-free equilibrium, however. Indeed, Aspiring Strugglers consider both professional success and family important, but feel as if they are under almost constant pressure to get things done. Similarly, Impulsive Spenders often struggle to find enough time and energy to devote to their career while maintaining a vibrant social life.

**Attitudes toward Work and Personal Life among Global Consumer Types**

![Diagram showing the balance between work and personal life among consumer types](source: Euromonitor International)
In order to piece together a complete picture of each consumer type, brand managers and marketing professionals should pair personality traits with current buying behaviours and lifestyle habits. For example, does a consumer who values status and the opinions of others also buy the latest tech gadgets and jump from brand to brand without any particular loyalty, focusing solely on what is currently on trend? Does a stressed, full-time worker who prioritises family above all else struggle to cook healthy meals for his or her children? If so, is he or she stocking the freezer with nutritionist-recommended ready meals or buying whatever is on sale when shopping for dinner on the way home?

The following section explores four main categories of consumer life: shopping habits, technology use, health and diet and green attitudes. Comparing and contrasting the seven global consumer types across each of these areas gives brands and retailers a deeper understanding of each segment and highlights tangible ways to reach potential customers from a variety of backgrounds.
## Buying Behaviours and Lifestyle Habits of the Global Consumer Types

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<thead>
<tr>
<th>Shopping Habits</th>
<th>Technology Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who likes to shop and who tries to get in and out as quickly as possible?</td>
<td>Who is most likely to own a smartphone or tablet?</td>
</tr>
<tr>
<td>Which segments stick to their list? Which tend to make impulse purchases?</td>
<td>How does each group typically use technology?</td>
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<tr>
<td>Which segments prefer quality over quantity?</td>
<td>Does technology play a bigger role in some segments’ lives than others?</td>
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<tr>
<th>Health and Diet</th>
<th>Green Attitudes</th>
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<tbody>
<tr>
<td>Which segments are most likely to exercise on a regular basis?</td>
<td>How willing is each segment to pay a premium for green goods?</td>
</tr>
<tr>
<td>Who pays attention to nutrition - and who eats whatever they want?</td>
<td>Which segments are most concerned about climate change?</td>
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<td></td>
<td>Which segments try to make everyday eco-friendly choices?</td>
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Shopping habits

Brands and retailers often have the easiest, or at least most straight-forward, opportunity to reach potential customers when those consumers are already out shopping in physical stores or online. Prominently-displayed merchandise, discounts or flashy ads can entice shoppers to add to their cart, even if they had not initially intended on making a purchase. Some consumer segments are more prone to these impulsive purchases than others, however. It is therefore critical for companies to understand how receptive their target market will be to marketing strategies designed to prompt last-minute buying decisions. Similarly, by identifying the consumer segments that put a great deal of thought and research into their purchases before stepping foot inside a store or clicking onto a website, brands and retailers can pinpoint the potential customers looking for product information outside the aisle and reach consumers when they are most likely to be swayed.
### The Disciplined Browsers

Conservative Homebodies and Balanced Optimists are not terribly interested in shopping and try to find a balance between quality and value.

These consumers always stick to their shopping list.

### The Shopping Haters

Independent Skeptics and, to an even greater extent, Secure Traditionalists tend to avoid shopping whenever possible.

These consumers strive to get in and out of the store as quickly as they can and choose items based on value rather than quality.

### The Occasional Indulgers

Aspiring Strugglers sit in the middle. They neither love nor hate shopping, occasionally make impulse purchases and consider value and quality equally important.

### The Impulse Buyers

Impulsive Spenders love shopping and, as their name suggests, often make impulse purchases. They tend to choose quantity over quality.

Undaunted Strivers also enjoy shopping and are prone to buying on impulse, but they would rather have fewer, but nicer, things.

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**Stick to my list**

**Regularly make impulse purchases**

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Technology use

Technology has infiltrated every area of life, giving consumers an ever-expanding range of options when it comes to communications, shopping and even fitness. This abundance of opportunities to employ technology has led to a divergence in tech usage among different consumer segments. Some, like the Undaunted Striver, are rarely seen without a smartphone in hand. Others, such as the Balanced Optimist, now rely on the internet for their news and access to banking services, but are not as attached to social media or new gadgets. Others, such as Secure Traditionalists, still see no need to invest their time or money in new technology.

Understanding how various consumer segments use technology is crucial for all companies, even those not directly selling new gadgets or software. At a minimum, it is important for brands and retailers to identify which consumer types will likely buy their products or services online and which prefer more traditional shopping outlets. Beyond understanding how their target market is likely to make a purchase, marketers need to recognise the relative importance of technology in the lives of their current and future customers. Is the internet the first place a consumer turns for information about a product? Does a potential customer often ask his or her friends for advice on social media before buying? Is there a segment of consumers that prefers in-person customer service interactions to those done over the phone or via email? Technology now offers many different touch points between companies and consumers, but finding the right one(s) for each target segment can dramatically strengthen brand awareness, interest and loyalty.
Buying Behaviours and Lifestyle Habits

**Undaunted Striver**
42% actively contribute and frequently post new content on social media. 74% shop online at least monthly.

“The internet plays a role in everything I do, from shopping to relaxing, so I make sure to always have the latest technology.”

**Impulsive Spender**
29% actively contribute and frequently post new content on social media. 49% shop online at least monthly.

“I like to have the latest technology, and often use my phone to stream content or connect with friends.”

**Balanced Optimist**
25% actively contribute and frequently post new content on social media. 49% shop online at least monthly.

“I mostly go online for practical reasons, such as checking my bank account or reading the news.”

**Aspiring Struggler**
25% actively contribute and frequently post new content on social media. 49% shop online at least monthly.

“I mainly go online to check the news or check in with friends on social media.”

**Conservative Homebody**
17% actively contribute and frequently post new content on social media. 38% shop online at least monthly.

“I rely on technology to stay in touch with loved ones, but see no need to buy the latest gadgets.”

**Independent Skeptic**
20% actively contribute and frequently post new content on social media. 44% shop online at least monthly.

“Though I stay fairly up-to-date with new technology, the internet does not play a huge role in my life.”

**Secure Traditionalist**
11% actively contribute and frequently post new content on social media. 35% shop online at least monthly.

“I am not interested in new technology and rarely go online.”

**Impulsive Spender**
29% actively contribute and frequently post new content on social media. 49% shop online at least monthly.

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Health and diet
Regardless of how busy they are, whether with work, school, friends or family, all consumers need to take time each day to nourish their body. For some, such as the Undaunted Striver, meals are a labour of love, the result of hours spent carefully reading labels and planning menus. Others, such as the Independent Skeptic, simply grab whatever is most convenient without much thought.

Just as some types are more likely than others to carefully consider the nutritional value of food before eating, some consumer segments believe fitness is an important part of life and others do not. In fact, only some health-minded consumers, like the Undaunted Striver, are careful eaters and regular gym goers. Others, such as the Impulsive Spender, may only glance wistfully at their treadmill from time to time as it gathers dust in the corner, and similarly only check out food labels occasionally. Companies have many opportunities to reach this latter group of would-be fitness buffs by providing products and services helping busy consumers squeeze exercise into their day or provide motivation to get off the couch.

A different set of consumers, the Secure Traditionalist, does not place a high value on fitness and gives little, if any, thought to his or her physique. These consumers are likely good targets for indulgent foods and beverages, items shunned by more health-conscious consumers.
<table>
<thead>
<tr>
<th>Global Consumer Type</th>
<th>Exercise Habits</th>
<th>Eating Habits</th>
<th>Interest in Ingredients and Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undaunted Striver</td>
<td>My body is my temple. I belong to a gym and never miss a workout.</td>
<td>I carefully monitor my eating and sometimes diet to lose weight.</td>
<td>I pay close attention to health claims on food packaging.</td>
</tr>
<tr>
<td>Impulsive Spender</td>
<td>I don’t have time to exercise as much as I should.</td>
<td>I tend to lose track of my eating habits so I’ll occasionally diet to get back in shape.</td>
<td>I do not pay much attention to ingredient lists on food labels.</td>
</tr>
<tr>
<td>Balanced Optimist</td>
<td>I regularly walk or hike for exercise.</td>
<td>I try to eat healthy every day so there is no need to diet.</td>
<td>I eat what my doctor recommends rather than read labels.</td>
</tr>
<tr>
<td>Aspiring Struggler</td>
<td>I try to exercise at least once or twice a week.</td>
<td>I usually just eat whatever I am in the mood for.</td>
<td>I review labels and often choose foods endorsed by a health organisation.</td>
</tr>
<tr>
<td>Conservative Homebody</td>
<td>I try to exercise when possible but do not stress if I miss a workout.</td>
<td>I hardly ever diet and tend not to monitor my day-to-day eating habits very closely.</td>
<td>I sometimes look at labels but usually just eat what I like.</td>
</tr>
<tr>
<td>Independent Skeptic</td>
<td>I try to fit in a walk or bike ride when I have time.</td>
<td>I eat whatever I want without concern for my weight.</td>
<td>Nutrition is not a factor in my eating habits.</td>
</tr>
<tr>
<td>Secure Traditionalist</td>
<td>Exercise is not a big priority for me.</td>
<td>No diets for me! I eat whatever I want.</td>
<td>I hardly ever look at the ingredient list.</td>
</tr>
</tbody>
</table>
Green attitudes
As more “eco-friendly” products and services hit the market, consumers have many opportunities to make green choices. Retailers and brands that decipher their target market’s true reasons for choosing or not choosing green products and services can better tailor their marketing and product development efforts to meet customer demand. For example, status-conscious consumers, such as the Impulsive Spender, may be more focused on staying on trend by buying the “right” eco-friendly products and proudly displaying them to others to signal their concern for the environment. Others, such as the Balanced Optimist, may be more interested in eco-consciousness when it means finding products made without harsh chemicals that are safer for their family. Still others, such as the Secure Traditionalist, will continue to buy products and services without regard to whether or not they are good for the environment. For these consumers, other features matter far more than eco-friendliness.

From tree huggers to gas guzzlers
When looking at the green attitudes and behaviours of different consumer segments, it is easy to spot the extremes. Undaunted Strivers are, without a doubt, the best target for green marketers. These consumers care deeply about the environment and are willing to spend on its behalf. At the other end, Secure Traditionalists express minimal concern about climate change, do not typically make eco-friendly choices and are unwilling to pay for green goods. In between Undaunted Strivers and Secure Traditionalists, there is more nuance in consumer approaches to buying eco-friendly products and making environmentally-conscious decisions. For example, commitment to green causes does not necessarily mean consumers will (or can) pay a green premium. Conservative Homebodies make eco-friendly choices but are generally unwilling to pay extra for green.

On the other hand, although Independent Skeptics are relatively unconcerned about environmental issues, they are more open to paying a green premium than the eco-minded Conservative Homebodies. This suggests that some consumers consider green goods worth the higher price (likely for health or safety reasons) even if they are not very concerned about the environment at large.
Green Attitudes and Behaviours among Global Consumer Types

Source: Euromonitor International

Note: Size of circle indicates willingness to pay for green goods
As this snapshot reveals, the personality traits, buying behaviours and lifestyle habits of the seven global consumer types are incredibly diverse. Profiling these segments allows companies to pinpoint actionable strategies to reach each consumer type, rather than relying on characteristics relevant to some, though not all, members of a broad demographic group. For example, Millennials are reported to be one of the most tech-savvy groups of consumers, active on social media and comfortable buying products and services online. However, this broad assumption belies the stark contrasts in approaches to technology among different consumer types, even within this demographic group. In reality, Millennials are not all tech-forward Undaunted Strivers; some are Secure Traditionalists, rarely bothering to check social media websites or update their smartphone’s operating system. Still others are Aspiring Strugglers, those consumers who may want the latest tech products but are unable to afford them.

By using consumer types clustered around common personality traits and buying behaviours, rather than deferring to the presumed interests of broad demographic segments, companies can better reach their target markets. To help brand managers and marketing professionals get started, the following section ties the key traits of each of Euromonitor’s seven global consumer types with implications and recommendations for companies targeting them.
Top traits and business implications

Reaching the Undaunted Striver

- **Confident + shopping habits**: Undaunted Strivers favour bold colours and distinctive designs that help them stand out in a crowd.

- **Engaged + tech usage**: Ambitious Undaunted Strivers actively strive to increase their standing in the world around them and will opt for apps and online services aimed at helping them advance both professionally and socially.

- **Tech-savvy + health and diet**: Combining their love of technology with their desire to stay in shape, Undaunted Strivers are an attractive target for wearable fitness devices that allow them to track and share their exercise achievements.

- **Status-oriented + green attitudes**: With their high incomes, preference for quality and willingness to pay a green premium, Undaunted Strivers are a key audience for higher-end green brands.

Reaching the Impulsive Spender

- **Social + shopping habits**: Extroverted Impulsive Spenders seek products and services that connect them with friends and loved ones.

- **Friend-focused + tech usage**: Social networks play an important role in these consumers’ lives, which means brands should invest heavily in social media marketing to reach them.

- **Indulgent + health and diet**: This segment is willing to pay for premium health, wellness, spa and beauty services – anything that helps them achieve their ideal appearance.

- **Ambitious + green attitudes**: Engage this group by igniting their ambitious nature, giving them opportunities to stand apart from their peers by leading environmental clean-up efforts in their community or spreading the message on social media about green causes.
Reaching the Balanced Optimist

- **Quality-seeking + shopping habits:** Willing to spend on products and services they know they can trust, Balanced Optimists will reward brands that deliver consistent quality.

- **Practical + tech usage:** Position new technology as a way to connect with loved ones rather than a status symbol, since family matters more than image to this group.

- **Optimistic + health and diet:** These consumers believe the future is bright and will respond best to marketing messages that take an optimistic tone, particularly when it comes to nutritious foods or new fitness trends.

- **Principled + green attitudes:** Win over this frugal but environmentally-conscious segment with eco-friendly products that help them save money, like energy-efficient appliances.

Reaching the Aspiring Struggler

- **Stressed + shopping habits:** Aspiring Strugglers often feel burnt out or overwhelmed. They appreciate products and services that help them relax and recharge.

- **Longing for more + tech usage:** Multifunctional, multi-purpose devices will fare better with this group than highly-specialised gadgets, especially if combining several functions into one helps them save money while staying up to date on the latest trends.

- **Uncertain + health and diet:** Uncomfortable deciding on their own, this group seeks expert guidance and will opt for foods that have received a certification or seal of approval from a trusted health organisation.

- **Approval-seeking + green attitudes:** Given their interest in brand names, Aspiring Strugglers may be more willing to spend on green goods that have brand-name cachet.
Reaching the Conservative Homebody

- *Family-focused + shopping habits*: Conservative Homebodies prioritise spending time with loved ones and appreciate anything that enhances or enables family time.

- *Private + tech usage*: These consumers prefer to keep their private lives to themselves and avoid businesses that probe for their personal information.

- *Minimalistic + health and diet*: Conservative Homebodies look for straightforward, gimmick-free diet and fitness regimens that do not involve purchasing unnecessary accessories or add-ons.

- *Penny-pinching + green attitudes*: Although they care about improving the environment around them, Conservative Homebodies are unlikely to spend extra money on expensive green goods. Instead, they are likely to develop eco-friendly habits such as recycling and conserving energy.

Reaching the Independent Skeptic

- *Unconventional + shopping habits*: These consumers pride themselves on being unique and they look for brands that also play by their own rules.

- *Skeptical + tech usage*: Independent Skeptics love technology but will not buy new gadgets simply for the sake of being cool. Tech brands must demonstrate how and why their gear is worth the money.

- *Indifferent + health and diet*: These consumers may be more open to exercising if friends are involved. Group exercise classes would allow Independent Skeptics to spend their limited time outside work improving both their fitness and relationships.

- *Digitally aware + green attitudes*: These tech-savvy consumers may look for devices and digital tools that help them monitor their energy usage or environmental footprint.
Reaching the Secure Traditionalist

- *Settled in ways + shopping habits:* Secure Traditionalists are content with their lives and require a lot of convincing before they will take up a new habit or switch to a different brand. Why change a good thing?

- *Frugal + tech usage:* These consumers opt for mobile devices and plans which support basic phone functions, namely calling and texting, rather than more advanced (and more expensive) features.

- *Independent + health and diet:* This introverted segment will shun group diet or exercise programs in favor of solo regimens they can follow at their own pace.

- *Content + green attitudes:* These consumers look for ways to go green from the comfort of their own home, such as recycling or gardening.
Profiles of the seven global consumer types can help brands and retailers sharpen their product development and marketing efforts to better reach their target market. However, many readers may want to go further and learn about the consumer types in specific countries of interest to their companies. For these companies, Euromonitor has taken the next step and profiled consumers within nine major developed and emerging markets. These country types fit under the seven global consumer types, while adding local market nuance.

For example, while Conservative Homebodies can be found in all nine markets surveyed and share many basic qualities, their country-level names describe characteristics specific to each market, such as the “Cautious Saver” in China and the “Simple Spiritualist” in the US. Only the Undaunted Striver and Secure Traditionalist consumer types are similar enough across all markets to retain the same name at the country level. The seven global consumer types can be found around the world as follows:
**Consumer Types at the Country Level**

**Undaunted Striver**
- BRAZIL
- CHINA
- FRANCE
- GERMANY
- INDIA
- JAPAN
- RUSSIA
- UK
- US

**Secure Traditionalist**
- CHINA
- FRANCE
- GERMANY
- INDIA
- JAPAN
- RUSSIA
- UK
- US

**Conservative Homebody**
- BRAZIL
- CHINA
- FRANCE
- GERMANY
- INDIA
- JAPAN
- RUSSIA
- UK
- US

**Quality-seeking Practical Optimistic**
- BRAZIL
- CHINA
- FRANCE
- GERMANY
- INDIA
- JAPAN
- RUSSIA
- UK
- US

**Balanced Optimist**
- BRAZIL
- CHINA
- FRANCE
- GERMANY
- INDIA
- JAPAN
- RUSSIA
- UK
- US

**Impulsive Spender**
- FRANCE
- GERMANY
- INDIA
- RUSSIA
- UK

**Aspiring Struggler**
- BRAZIL
- CHINA
- US

**Unconventional Skeptical Indifferent**
- BRAZIL
- JAPAN
- RUSSIA
- UK

**Independent Skeptic**
- BRAZIL
- JAPAN
- RUSSIA
- UK
Ready to reach consumers in a specific market?

Subscribers to Passport Survey have access to in-depth profiles of 45 consumer types in nine markets, including: Brazil, China, France, Germany, India, Japan, Russia, the UK and the US.

These profiles are also available in standalone, market-specific reports. Each of these reports includes comparisons of five country-level consumer types across the following areas:

**Personal traits and values:**
- Work and personal life
- Financial attitudes
- Shopping and spending
- Civic engagement

**Consumer behaviours:**
- Health and diet
- Green attitudes
- Shopping habits
- Technology use

**Demographics:**
- In-country distribution of types
- Age
- Gender
- City size
- Parental status
- Income

In addition to these country-specific reports, Passport Survey subscribers have access to a series of published reports and datagraphics highlighting the thoughts, priorities and behaviours of the four 2011 global consumer types. A white paper exploring one of these types, the Undaunted Striver, is also available to the public.

For more information on Passport Survey or the consumer types analysis, please visit [http://www.euromonitor.com/survey](http://www.euromonitor.com/survey).
ABOUT EUROMONITOR

Euromonitor International is the world’s leading provider of global business intelligence and strategic market analysis. We have more than 40 years of experience publishing international market reports, business reference books and online databases on consumer markets.

Our global market research database, Passport, provides statistics, analysis, reports, surveys and breaking news on industries, countries and consumers worldwide. Passport connects market research to your company goals and annual planning, analysing market content, competitor insight and future trends impacting businesses globally. And with 90% of our clients renewing every year, companies around the world rely on Passport to develop and expand business operations, answer critical tactical questions and influence strategic decision making.

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Euromonitor International is headquartered in London, with regional offices in Chicago, Singapore, Shanghai, Vilnius, São Paulo, Santiago, Dubai, Cape Town, Tokyo, Sydney and Bangalore, and has a network of over 800 analysts worldwide.
Lisa Holmes
Survey Analyst
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Lisa joined Euromonitor as Survey Analyst in 2012. Prior to joining Euromonitor, Lisa was Senior Research Analyst at a high-profile private wealth management research firm. Lisa has worked closely with clients and industry experts to develop surveys and reports that help clients better understand the market and serve their customers. Lisa’s key responsibilities at Euromonitor include: survey development, fieldwork management, data cleaning, rigorous data analysis and insightful reporting.

While at Euromonitor, Lisa has reported on a wide range of topics, including technology, shopping trends, economic outlook and consumer types. Lisa specialises in synthesising the results of Euromonitor’s global consumer surveys into reports, articles and datagraphics that highlight key findings and business implications, particularly focusing on the consumer path to purchase and consumer segmentation.