



Understanding the Path to Purchase: Global Consumer Types in 2023

August 2023

CONSUMER TYPES OVERVIEW

Consumer types overview

Voice of the consumer: lifestyles survey overview and methodology

Questions that uncover the path to purchase

MINIMALIST SEEKER

Global demographic profile of minimalist seeker

General profile

Minimalist seeker shopping habits

Minimalist Seeker path to purchase

Best ways to target a minimalist seeker

Trends to watch

CONSERVATIVE HOMEBODY

Global demographic profile of conservative homebody

General profile

Conservative homebody shopping habits

Conservative homebody path to purchase

Best ways to target a conservative homebody

Trends to watch

BALANCED OPTIMIST

Global demographic profile of balanced optimist

General profile

Balanced Optimist shopping habits

Balanced Optimist path to purchase

Best ways to target a Balanced Optimist

Trends to watch

CAUTIOUS PLANNER

Global demographic profile of cautious planner

General profile

Cautious Planner shopping habits

Cautious Planner path to purchase

Best ways to target a Cautious Planner

Trends to watch

IMPULSIVE SPENDER

Global demographic profile of Impulsive Spender

General profile

Impulsive Spender shopping habits

Impulsive Spender path to purchase

Best ways to target an impulsive spender

Trends to watch

EMPOWERED ACTIVIST

Global demographic profile of empowered activist

General profile

Empowered Activist shopping habits

Empowered activist path to purchase

Best ways to target an empowered activist

Trends to watch

UNDAUNTED STRIVER

Global demographic profile of undaunted striver

General profile

Undaunted Striver shopping habits

Undaunted Striver path to purchase

Best ways to target an undaunted striver

Trends to watch

SECURE TRADITIONALIST

Global demographic profile of secure traditionalist

General profile

Secure traditionalist shopping habits

Secure traditionalist path to purchase

Best ways to target a secure traditionalist

Trends to watch

CONSUMER TYPES BY COUNTRY

Consumer types by country, 2023 (1/3)

Consumer types by Country, 2023 (2/3)

Consumer Types by Country, 2023 (3/3)

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