

Consumer Types in Germany

May 2023

Table of Contents

Scope

INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type?

Breakdown of consumer types in Germany

SHOPPING HABITS OF CONSUMER TYPES IN GERMANY

Who is the Balanced Optimist?

Balanced Optimist : demographic profile

Balanced Optimist: values and influences

Balanced Optimist: in-store and online shopping motivations

Best ways to target the Balanced Optimist

Who is the Conservative Homebody?

Conservative Homebody : demographic profile

Conservative Homebody: values and influences

Conservative Homebody: in-store and online shopping motivations

Best ways to target the Conservative Homebody

Who is the Cautious Planner?

Cautious Planner : demographic profile

Cautious Planner: values and influences

Cautious Planner: in-store and online shopping motivations

Best ways to target the Cautious Planner

Who is the Minimalist Seeker?

Minimalist Seeker : demographic profile

Minimalist Seeker: values and influences

Minimalist Seeker: in-store and online shopping motivations

Best ways to target the Minimalist Seeker

Who is the Secure Traditionalist?

Secure Traditionalist : demographic profile

Secure Traditionalist: values and influences

Secure Traditionalist: in-store and online shopping motivations

Best ways to target the Secure Traditionalist

Who is the Empowered Activist?

Empowered Activist : demographic profile

Empowered Activist: values and influences

Empowered Activist: in-store and online shopping motivations

Best ways to target the Empowered Activist

DEMOGRAPHIC BREAKDOWN

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

RESEARCH OVERVIEW

Voice of the Consumer: Lifestyles Survey

Euromonitor International's Consumer Types series

How do we create our Consumer Types?

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/consumer-types-in-germany/report.