

# Consumer Types in Belgium

June 2023

Table of Contents

Scope

## INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type?

## INTRODUCTION TO CONSUMER TYPES

Breakdown of consumer types in Belgium

## SHOPPING HABITS OF CONSUMER TYPES IN BELGIUM

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 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?

## 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/consumer-types-in-belgium/report](http://www.euromonitor.com/consumer-types-in-belgium/report).