

Consumer Types in Germany

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Table of Contents

CONSUMER TYPES IN GERMANY

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 Wellness Enthusiast? Wellness Enthusiasts : Demographic profile

SHOPPING HABITS OF CONSUMER TYPES IN GERMANY

Wellness Enthusiasts: Values and influences Wellness Enthusiasts: In-store and online shopping motivations Best ways to target Wellness Enthusiasts Who is the Changemaker? Changemakers : Demographic profile Changemakers: Values and influences Changemakers: In-store and online shopping motivations Best ways to target Changemakers Who is the Brand Champion? Brand Champions : Demographic profile Brand Champions: Values and influences Brand Champions: In-store and online shopping motivations Best ways to target Brand Champions Who is the Connected Shopper? Connected Shoppers : Demographic profile Connected Shoppers: Values and influences Connected Shoppers: In-store and online shopping motivations Best ways to target Connected Shoppers Who is the Experience Seeker? Experience Seekers : Demographic profile Experience Seekers: Values and influences Experience Seekers: In-store and online shopping motivations Best ways to target Experience Seekers Who is the Trendsetter? Trendsetters : Demographic profile Trendsetters: Values and influences Trendsetters: In-store and online shopping motivations Best ways to target Budgeteers Who is the Budgeteer? Budgeteers : Demographic profile Budgeteers: Values and influences Budgeteers: In-store and online shopping motivations Best ways to target Budgeteers

DEMOGRAPHIC BREAKDOWN

Age and gender City size and parental status Education Employment (1) Employment (2) Income

RESEARCH OVERVIEW

Overview of Voice of the Consumer: Lifestyles Survey Euromonitor International's Consumer Types series How do we create our Consumer Types?

About Euromonitor International

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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:

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- 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.

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