



Euromonitor  
International

# Consumer Types in South Korea

November 2024

Table of Contents

Scope

## INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type?

Breakdown of consumer types in South Korea

## SHOPPING HABITS OF CONSUMER TYPES IN SOUTH KOREA

Who is the Wellness Enthusiast?

Wellness Enthusiasts : Demographic profile

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 Experience Seeker?

Experience Seekers : Demographic profile

Experience Seekers: Values and influences

Experience Seekers: In-store and online shopping motivations

Best ways to target Brand Champions

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 Experience Seekers

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 Budgeteer?

Budgeteers : Demographic profile

Budgeteers: Values and influences

Budgeteers: In-store and online shopping motivations

Best ways to target Budgeteers

Who is the Trendsetter?

Trendsetters : Demographic profile

Trendsetters: Values and influences

Trendsetters: In-store and online shopping motivations

Best ways to target Trendsetters

## 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

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