Consumer Styles

Global market segmentation and determination of target groups

MB-International
Worldwide Geodata

Consumer Styles

The data Consumer Styles is an innovative model for market segmentation and determination of target groups.

Our segmentation approach has 10 internationally comparable consumer groups based on the characteristics of the population. It helps companies identify which consumer types are using their products and where these consumers are most likely to be found. This is an alternative to the socio-demographics and purchasing power as when collecting data for the consumer styles the key focus is on the people and their interests and lifestyles. This approach makes use of the principle that people with similar backgrounds and ages normally settle down in the same neighbourhood.

Consumer Styles are currently available for more than 50 countries in five continents.

10 Internationally validated Consumer Styles

A - High Earning Urban Professionals
B - Comfortably Off Empty Nesters
C - Modern and Pragmatic Over-50s
D - Well Informed Modern Consumers
E - Affluent Highly Educated Urban Families
F - Security-oriented Seniors
G - Orientation Seeking Lower and Middle Class Consumers
H - Younger Lower and Middle Class Consumers
I - Modern Younger Families
J - Low-Income Younger Consumers

MBI
Worldwide Geodata

Contact us for more information on our worldwide comparable geodata offering!

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A - High Earning Urban Professionals

Consumers in this segment show the highest per-capita income of all segments. They live almost all in single or multi-person households without children. They are employees, mainly in a managerial position or self-employed and have far above average a higher education. Regarding the willingness to spend for product groups such as clothing, this segment is a leader. They live mainly in metropolitan areas and large cities. Regarding smartphones, other than in most other segments, Apple is preferred to Samsung.

B - Comfortably Off Empty Nesters

The consumers in this segment are almost all in the second half of life and live in households without children. In shopping they value quality and well-known brands. They also have favorite brands and shops and are able to keep track of a wide range of products and services offered; they prefer Brick and Mortar instead of online. Their per-capita income is significantly above average.

C - Modern and Pragmatic Over-50s

The consumers in this segment are predominantly in the second half of life and live in households without children. Environmental protection and innovation have a high priority. High value is set on careful purchase planning. Best value for money is systematically searched. The per-capita income in this segment is mostly well above average, whereas the per-household income is, due to the domination of one or two person households, mostly around or slightly below average.

D - Well informed Modern Consumers

The consumers in this segment have significantly high expenditures in product groups like clocks and jewelry and sport products. They are able to keep track of a wide range of products and services offered. Online purchase is well above average. They are significantly above average white collar employees. Quality, innovation and environmental protection have a high priority. The majority has a well above average per-capita income.

E - Affluent Highly Educated Urban Families

The consumers in this segment have significantly high expenditures per households for practically all product groups. They are the segment with the highest online shopping frequencies. They are employees, mainly in a managerial position and have far above average a higher education. They live predominantly in families with children and are mainly members of the younger agegroups. They enjoy shopping and like new products. They live mainly in metropolitan areas and large cities. This segment shows the highest per-household income of all segments, but due to the number of children per household the resulting per-capita income is less significantly above average. This segment has the highest percentage of smartphone-users and social online network usage. Regarding smartphones, other than in most other segments, Apple is preferred to Samsung.

F - Security-oriented Seniors

The consumers in this segment are almost all in the second half of life and live mostly in households without children. They put emphasis on security, relationships with fellow men and self-respect. Share of retirees is the highest in this segment. They search for best value for money and have favorite brands and shops. The majority in this segment has an around average per-capita income.

G - Orientation Seeking Lower and Middle Class Consumers

Important values for the consumers in this segment are excitement, sense of belonging and social engagement. They are interested in new products but often find the quantity and quality of the many different products and the related product information confusing. The majority in this segment has a below average per capita income.

H - Younger Lower and Middle Class Consumers

The majority of consumers in this segment has a below average per-capita income. They are mainly members of the younger age-groups and almost all live in multi-person -households, mostly with children. Education and tradition are important to them. They enjoy shopping and look out for best value-for-money and favorite brands and shops. They put emphasis on security and self-respect.

I - Modern Younger Families

The consumers in this segment live in multi-person-households, almost all with children. They are employees, mainly in a managerial position or self-employed. Due to the number of children per household the per-capita income is below average but in terms of household income is above average.
Excitement is important for them and they have well above average expenditures for certain product groups such as sport products and permanent education. Majority of them are in the early-family-phase. In shopping they are very interested in new products and mostly buy well-known brands.

J - Low-Income Younger Consumers

The consumers in this segment have on average the lowest income compared to the other segments. Majority of them are teenagers or persons in their twenties. They are strongly characterized by a substantial absence from the labor market, being the segment with the highest shares of students, unemployed and housewives. They live often in rural areas or smaller cities.

Basis of the Consumer Styles

The data Consumer Styles is created by our experts on the basis of various segmenting criterions such as sociodemographics, value orientations, mindset, attitudes and motivations, consumer behavior and consumption volume identified and validated in detail in extensive research on international level.

Based on a global, representative survey conducted with around 16,000 consumers, different but in themselves relatively homogenous population groups with different characteristics and consumer behavior has been identified and finally consolidated into 10 different “Consumer Styles”. The result is a consistent and internationally comparable database for global market segmentation.

Which consumer styles are most frequent and where?

The data shows the most prominent consumer style within an area.

- where do the Apple and Android-users live?
- why do they drive a SAAB even though they could afford a Porsche?
- who prefers to buy in a store instead of online shopping?
- who only buys brand names?
- where do people live who like buying sport products, clocks and jewelry?
- who is interested in further education?
- where do the leisure-oriented people live?
- etc.

Advantages of the MB-International Consumer Styles

- **Globally consistent and comparable**
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Consumer Styles allows companies to zero in on their regional markets with increased precision and accuracy
- Using our postcode or administrative boundary maps for the geographic visualization of the Consumer Styles allows for an even more effective and efficient decision-making.

By using Consumer Styles Data you are able to:

- Quantify regional sales opportunities / market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas

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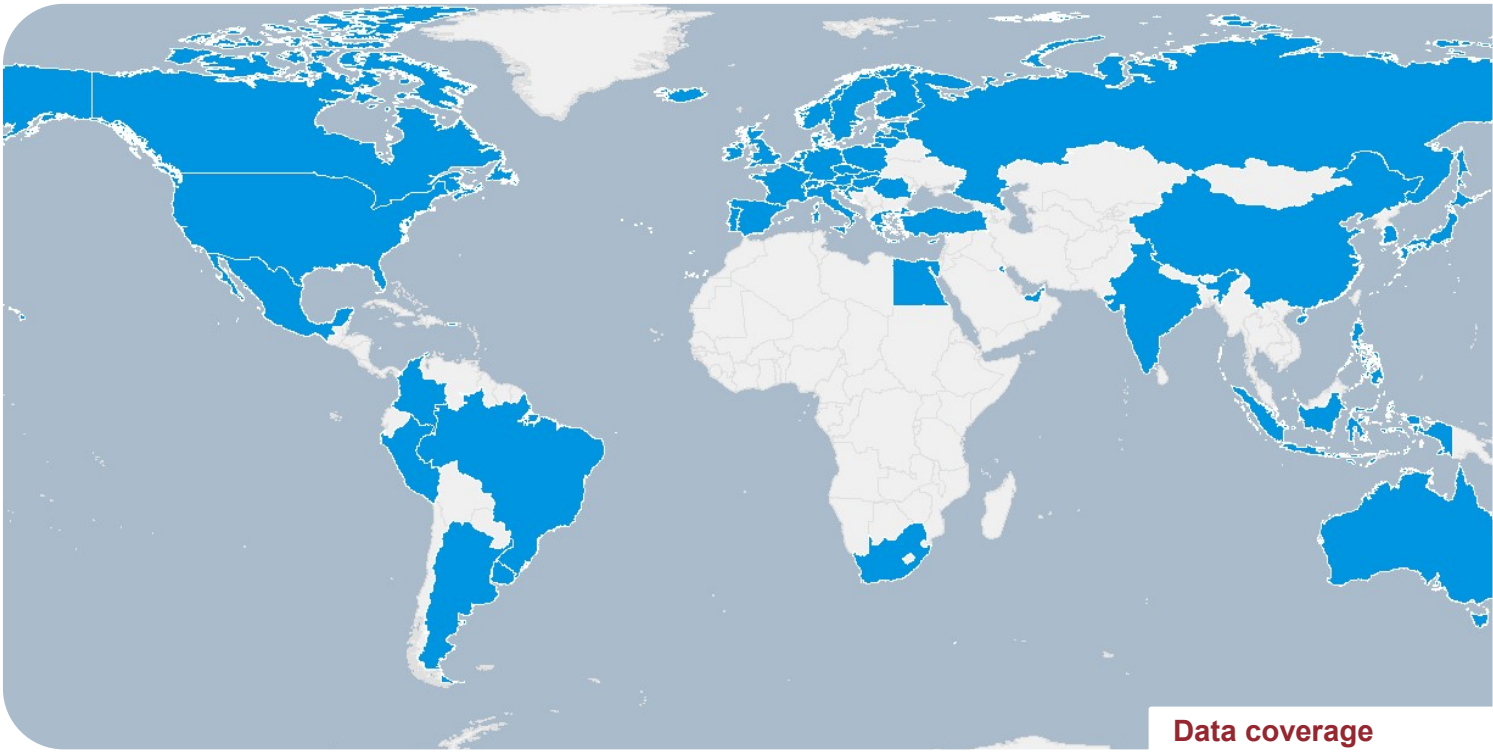

Data coverage

Global Data Levels

Postcode (zip) Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries

Small Area Levels

Could be subdivisions of the postcode or administrative boundaries like census areas

Standard Formats

Standard data formats

- Tab delimited file (TXT)
- KML
- Access database (MDB)
- Excel (xls)

Standard GIS formats for our vector boundaries

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID

Accessible by API

DATALINK Rest APIs & Platform Extensions Formats: Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.

DATA LINK

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