

## **Consumer Types in Japan**

Market Direction | 2022-06-16 | 39 pages | Euromonitor

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### **Report description:**

Consumer types can be a powerful tool to help companies better understand and appeal to their target markets. By going beyond typical demographic-based segmentation, such as age or gender, and grouping consumers based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers. This report includes in-depth profiles of the four consumer types in Japan.

Euromonitor's Consumer Types in Japan report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Types market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Scope

Why segment consumers by type?

Breakdown of consumer types in Japan

Who is the Secure Traditionalist?

Best ways to target the Secure Traditionalist

Who is the Conservative Homebody?

Best ways to target the Conservative Homebody

Who is the Cautious Planner?

Best ways to target the Cautious Planner

Who is the Undaunted Striver?

Best ways to target the Undaunted Striver

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

Euromonitor International's Consumer Types series

How do we create our Consumer Types?

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