

Consumer Types in Sweden

Market Direction | 2022-11-09 | 44 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 five consumer types in Sweden.

Euromonitor's Consumer Types in Sweden 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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Table of Contents:

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Scope
Why segment consumers by type?
Breakdown of consumer types in Sweden
Who is the Secure Traditionalist?
Best ways to target the Secure Traditionalist
Who is the Balanced Optimist?
Best ways to target the Balanced Optimist
Who is the Cautious Planner?
Best ways to target the Cautious Planner
Who is the Empowered Activist?
Best ways to target the Empowered Activist
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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