

## **Consumer Types in Italy**

Market Direction | 2024-11-06 | 53 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1350.00
- Multiple User License (1 Site) €2700.00
- Multiple User License (Global) €4050.00

### **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.

Euromonitor's Consumer Types in Italy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Scope

Why segment consumers by type?

Breakdown of consumer types in Italy

Who is the Wellness Enthusiast?

Best ways to target Wellness Enthusiasts

Who is the Connected Shopper?

Best ways to target Connected Shoppers

Who is the Changemaker?

Best ways to target Changemakers

Who is the Experience Seeker?

Best ways to target Experience Seekers

Who is the Brand Champion?

Best ways to target Brand Champions

Who is the Trendsetter?

Best ways to target Trendsetters

Who is the Budgeteer?

Best ways to target Budgeteers

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?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer Types in Italy

Market Direction | 2024-11-06 | 53 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1350.00
	Multiple User License (1 Site)	€2700.00
	Multiple User License (Global)	€4050.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com