

## **Consumer Types in Vietnam**

Market Direction | 2024-11-12 | 53 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.

Euromonitor's Consumer Types in Vietnam 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.

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Scope

Why segment consumers by type?

Breakdown of consumer types in Vietnam

Who is the Brand Champion?

Best ways to target Brand Champions

Who is the Wellness Enthusiast?

Best ways to target Wellness Enthusiasts

Who is the Changemaker?

Best ways to target Changemakers

Who is the Connected Shopper?

Best ways to target Connected Shoppers

Who is the Experience Seeker?

Best ways to target Experience Seekers

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?

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