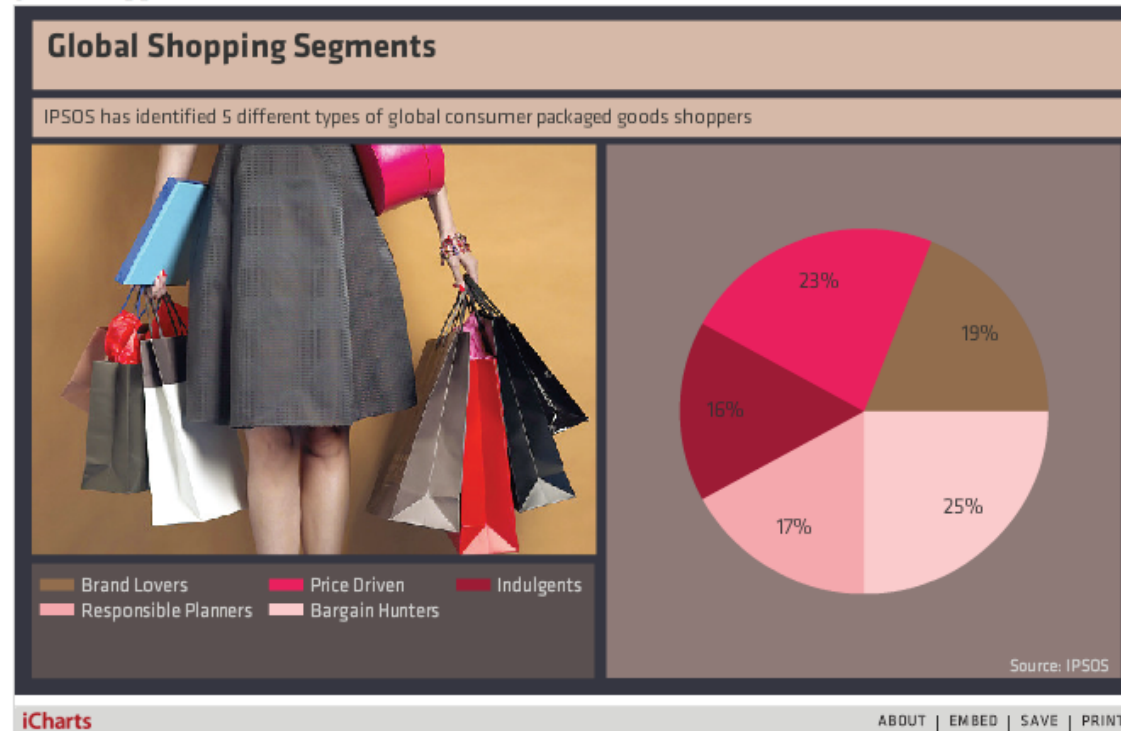


Latest Segmentation Analysis by Ipsos Identifies Global Shopping Segments

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1. **Brand Lovers (19%)** The distinguishing trait of these shoppers is spending money on brands that may be more expensive than alternatives. These shoppers are the ones who are more influenced by store staff and place a greater value on convenience.
2. **Price Driven (23%)** With fixed budgets for grocery shopping, shoppers in this group are more likely to make a shopping list, compare prices and go out of their way to find the stores with the lowest prices.
3. **Indulgents 16%** The most impulsive group, this group is attracted to new products in store and are more likely to choose the good tasting over the healthy option. They are happy to spend more to save time and don't mind paying more for branded products.
4. **Responsible Planners (17%)** Shoppers in this group are also on a fixed budget (like the Price Driven shoppers) and always compare prices. They are the shoppers most likely to buy online and have changed their habits to shop in a more sustainable way.
5. **Bargain Hunters (25%)** Shoppers in this group also hunt for bargains but are less price-constrained and more impulsive. They can afford to buy in bulk and are less interested in shopping online.

This global shopper segmentation reveals that shoppers can be segmented based on their attitudes towards bargain hunting, promotions and price comparisons and adherence to or deviations from planned purchases.