

MB-International
Worldwide Geodata

**CONSUMER
STYLES**

**GLOBALLY
CONSISTENT
AND COMPARABLE**

GLOBAL MARKET SEGMENTATION AND DETERMINATION OF TARGET GROUPS

Currently available for more than 50 countries in five continents



10 INTERNATIONALLY VALIDATED CONSUMER STYLES

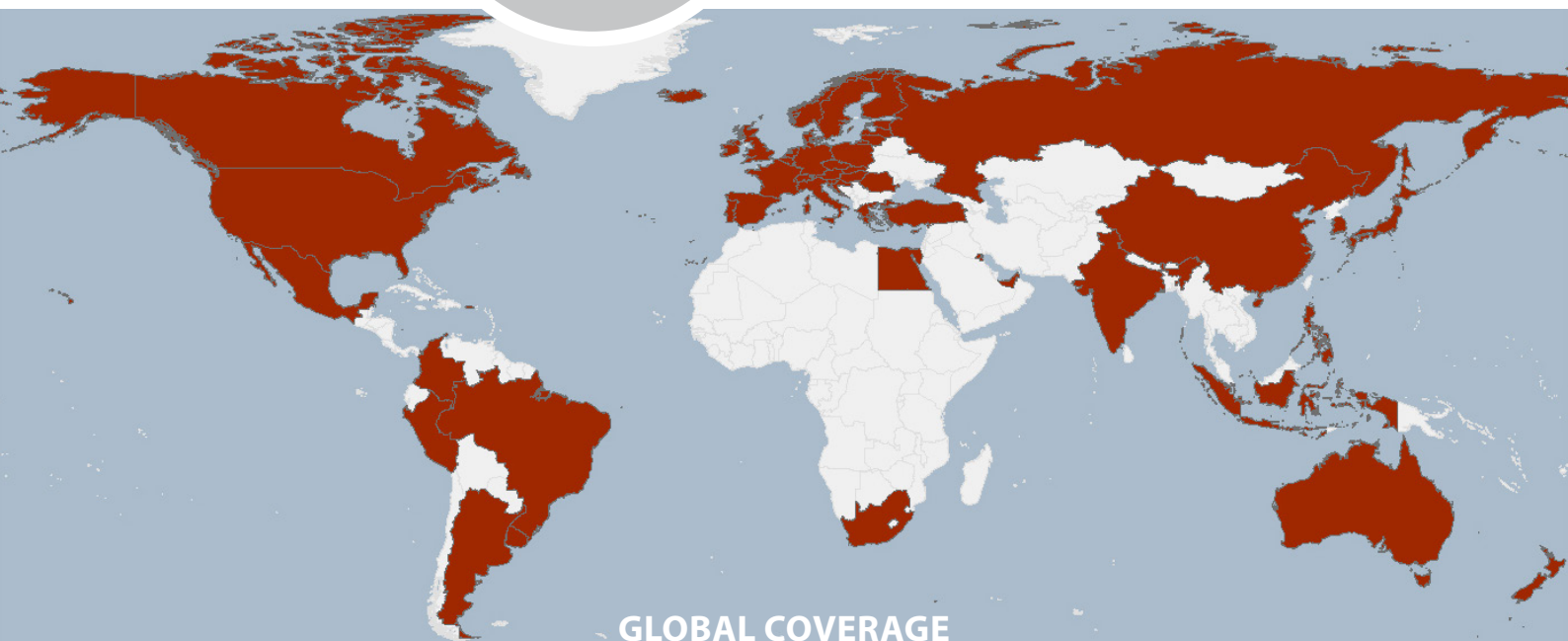
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|----------|---|----------|--|
| A | High Earning Urban Professionals | F | Security-Oriented Seniors |
| B | Comfortably Off Empty Nesters | G | Orientation Seeking Lower and Middle Class Consumers |
| C | Modern and Pragmatic Over-50s | H | Younger Lower and Middle Class Consumers |
| D | Well Informed Modern Consumers | I | Modern Younger Families |
| E | Affluent Highly Educated Urban Families | J | Low-Income Younger Customers |

10 internationally comparable consumer groups based on the characteristics of the population

People with similar backgrounds and ages normally settle down in the same neighbourhood

Which consumer types are using which products and where are they most likely to be found

Key focus is on the people and their interests and lifestyles





TYPE A - HIGH EARNING URBAN PROFESSIONALS

Consumers in this segment show the highest per-capita income of all segments. They live almost all in single or multi-person households without children. They are employees, mainly in a managerial position or self-employed and have far above average a higher education. Regarding the willingness to spend for product groups such as clothing, this segment is a leader. They live mainly in metropolitan areas and large cities. Regarding smartphones, other than in most other segments, Apple is preferred to Samsung.

TYPE B - COMFORTABLY OFF EMPTY NESTERS

The consumers in this segment are almost all in the second half of life and live in households without children. In shopping they value quality and well-known brands. They also have favorite brands and shops and are able to keep track of a wide range of products and services offered; they prefer Brick and Mortar instead of online. Their per-capita income is significantly above average.



TYPE C - MODERN AND PRAGMATIC OVER-50S

The consumers in this segment are predominantly in the second half of life and live in households without children. Environmental protection and innovation have a high priority. High value is set on careful purchase planning while best value for money is systematically searched. The per-capita income in this segment is mostly well above average, whereas the per-household income is, due to the domination of one or two person households, mostly around or slightly below average.

TYPE D - WELL INFORMED MODERN CONSUMERS

The consumers in this segment have significantly high expenditures in product groups like watches, jewelry and sports equipment. They are able to keep track of a wide range of products and services offered. Online purchase is well above average. They are significantly above average white collar employees. Quality, innovation and environmental protection have a high priority. The majority has a well above average per-capita income.





TYPE E - AFFLUENT HIGHLY EDUCATED URBAN FAMILIES

Consumers in this segment have significantly high expenditures per households and have the highest online shopping frequencies. They are employees, mainly in a managerial position and have a higher education, showing the highest per-household income of all segments. They live predominantly in families with children in metropolitan areas and large cities and are mainly members of the younger agegroups. This segment has the highest percentage of smartphone-users and social online network usage, Apple is preferred to Samsung.

TYPE F - SECURITY-ORIENTED SENIORS

The consumers in this segment are almost all in the second half of life and live mostly in households without children. They put emphasis on security, relationships with fellow men and self-respect. Share of retirees is the highest in this segment. They search for best value for money and have favorite brands and shops. The majority in this segment has an around average per-capita income.



TYPE G - ORIENTATION SEEKING LOWER AND MIDDLE CLASS CONSUMERS

Important values for the consumers in this segment are excitement, sense of belonging and social engagement. They are interested in new products but often find the quantity and quality of the many different products and the related product information confusing. The majority in this segment has a below average per capita income.

TYPE H - YOUNGER LOWER AND MIDDLE CLASS CONSUMERS

The majority of consumers in this segment has a below average per-capita income. They are mainly members of the younger age-groups and almost all live in multi-person-households, mostly with children. Education and tradition are important to them. They enjoy shopping and look out for best value-for-money and favorite brands and shops. They put emphasis on security and self-respect.





TYPE I - MODERN YOUNGER FAMILIES

The consumers in this segment live in multi-person-households, almost all with children. They are employees, mainly in a managerial position or self-employed. Due to the number of children per household the per-capita income is below average but household income is above average. Excitement is important for them and they have well above average expenditures for certain product groups such as sports equipment and further education, buying mostly new products and well-known brands. Majority of them are in the early-family-phase.

TYPE J - LOW-INCOME YOUNGER CONSUMERS

The consumers in this segment have on average the lowest income compared to the other segments. Majority of them are teenagers or persons in their twenties. They are strongly characterized by a substantial absence from the labor market, being the segment with the highest shares of students, unemployed and housewives. They often live in rural areas or smaller cities.



WHAT IS THE BASIS OF THE CONSUMER STYLES?

- 📍 The data Global Consumer Styles is created by our experts on the basis of various segmenting criterions such as sociodemographics, value orientations, mindset, attitudes and motivations, consumer behavior and consumption volume identified and validated in detail in extensive research on international level.
- 📍 Based on a global, representative survey conducted with around 16,000 consumers, different but in themselves relatively homogenous population groups with different characteristics and consumer behavior have been identified and finally consolidated into 10 different "Consumer Styles". The result is a consistent and internationally comparable database for global market segmentation.
- 📍 Consumer Styles are flexible and can be customized to suit specific customer requirements. For example, specific consumer brand preferences (e.g. preferred car brand) or even behavioral characteristics (e.g. social media consumption).

CONSUMER STYLES

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USE CASES

- Quantify regional sales opportunities/market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Map marketing campaigns
- Develop expansion strategies
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas



WHY MBI?

- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Consumer Styles allows companies to zero in on their regional markets with increased precision and accuracy
- Using our postcode, administrative boundary or small area maps for the geographic visualization of the Consumer Styles allows for an even more effective and efficient decision-making

MBI

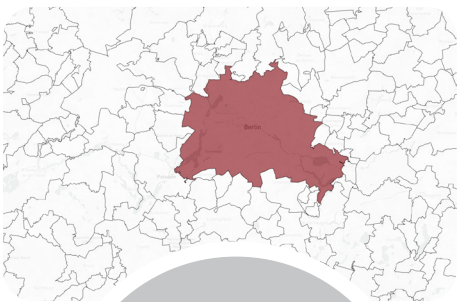
Worldwide
Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR conform
Uniform database - same formats, structure and developing methodology
190 countries covered

WHICH CONSUMER STYLES ARE MOST PROMINENT WITHIN AN AREA?

- 📍 Where do Apple and Android users live?
- 📍 Why does someone drive a SAAB even though they could afford a Porsche?
- 📍 Who prefers to buy in store instead of shopping online?
- 📍 Who only buys brands?
- 📍 Where do people live who like buying sports equipment, watches and jewelry?
- 📍 Who is interested in further education?
- 📍 Where do leisure-oriented people live?
- 📍 ...

CONSUMER STYLES ARE AVAILABLE ON THE FOLLOWING LEVELS



Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



Postcode Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode



Small Area Level

Could be subdivisions of the postcode or administrative boundaries like census areas

CONSISTENT DATA AND AREA VINTAGE

CONSUMER STYLES

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DATA FORMATS

Tab delimited file (TXT)
KML
Access database (MDB)
Excel (xls)

GIS FORMATS

Esri Shape file (.shp)
Esri Geodatabase (.gdb)
MapInfo (.tab)
MapInfo MIF/MID

ACCESSIBLE BY API



DATALINK Rest APIs & Platform Extensions Formats
Use simple HTTP GET methods providing maps, socio-demographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.

ABOUT MBI

MBI Office 

- 📍 Leading global data provider
- 📍 Preferred data provider & partner to leading IT & GIS companies
- 📍 One of the first global HERE Technologies Distributors
- 📍 Standardized data sets, consistent and comparable with a seamless global coverage
- 📍 Over 20 years experience in geodata and location intelligence through various industries
- 📍 MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- 📍 GDPR compliant
- 📍 Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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