

Brand Segmentation



Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription

Duration

1 year subscription

Nice to know

Objectives

- 1) Provide indicators about consumers's behavior vs category
- 2) Identify growth opportunities inside the category

Key Questions

- 1) How is the brand's customer base segmented in terms of purchasing behavior?
- 2) How often are customer's purchasing your brand?
- 3) How much do brand customer's spend on the entire (sub)category?
- 4) How much of the spending is linked to the brand?
- 5) How much of the total spending is linked to the top competing brands?

Sample pictures

