

Create a **Segmented Customer List**



Want sustainable growth? Make sure you are tapping these consumer segments...



Time Starved Consumers Hectic urban lifestyles coupled with growing incomes has led to the growth of this segment that values convenience.

Bottom of the Pyramid Consumers growing media penetration and impact of government schemes is changing the demand landscape from a push to a pull driven system. The segment remains largely untapped.



First time users Consumers are increasingly trying out modern trade driven more by aspirations or 'pull' factors and inputs from influencers.

Online Consumers Growth in online retail has been driven by increased value consciousness, small city aspirations and growing importance of convenience.



Rurban Consumers Consists of a large number of heterogonous sub-groups that remain largely underserved Characterized by increased brand consciousness.

Emerging Affluent Consumers Growing urbanization and incomes has led to emergence of a segment seeking better service and tailored solution to set them apart from masses.



Value Conscious Consumers are the constantly deal seeking, value conscious consumer segment; impacted by economic factors such as high inflation, limited disposable income, etc.

The easy access to Smartphone's with high speed internet connectivity along with the economic factors and changing consumer preferences has led to emergence of these consumer segments. The key to sustainable growth will depend highly on how these segments are targeted and the manner in which these segments would evolve. The future seems bright for retailers with the rise of these segments but only the retailer's knowledge of market coupled with the marketing strategies would decide who gets the biggest piece of the pie.

[For more details on Consumer Segmentation click here](#)

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