Open-minded
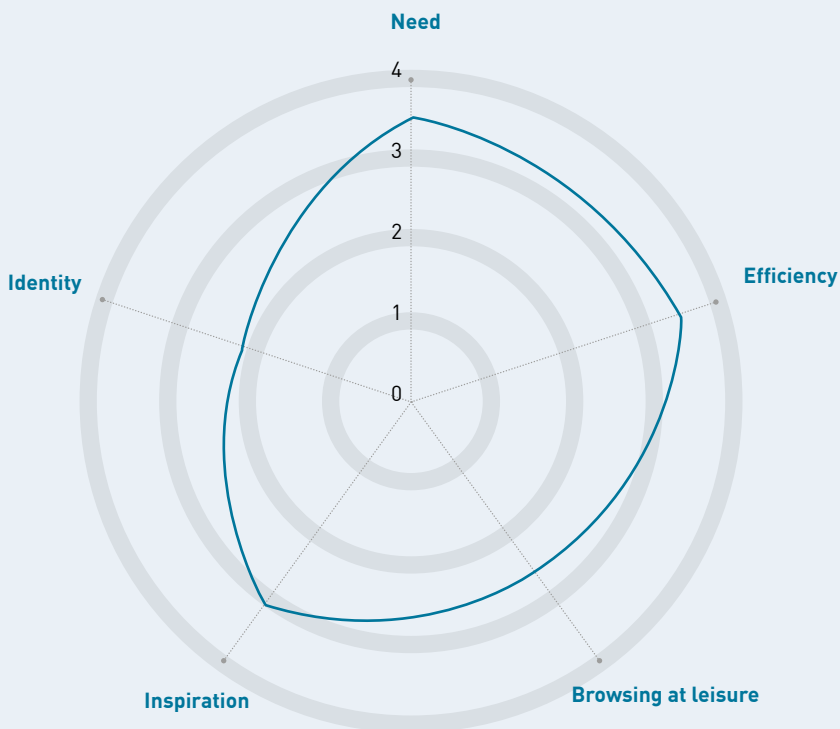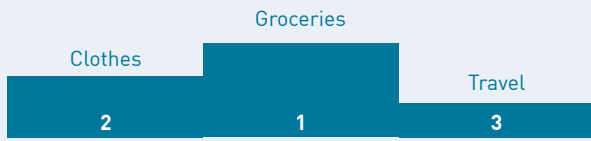# OPTIMISERS

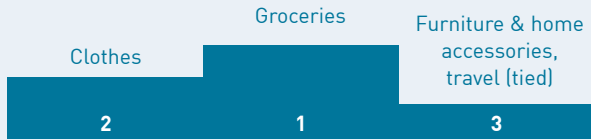**39.9 %**

109.8 min

shopping time per week

The **open-minded optimisers** have a fairly balanced attitude towards shopping. Although they love speed and efficiency, they also like to feel inspired depending on the shopping situation and occasion. They usually only go shopping when they actually need something, but they are open to new ideas. It is first and foremost this openness that distinguishes them from the more hard-line, disciplined needs-based shoppers. However, even for the **open-minded optimisers,** shopping hardly forms the basis of their identity. Compared to the average, they spend slightly less time shopping per week (-5.5 minutes). This reflects their need for efficiency.

Compared to the overall population, people between the ages of 25 and 54 are disproportionately represented in the group of **open-minded optimisers.** The gender distribution, on the other hand, is balanced.
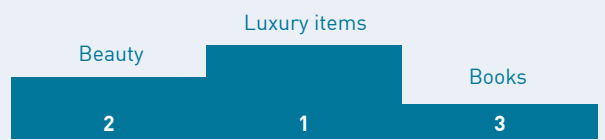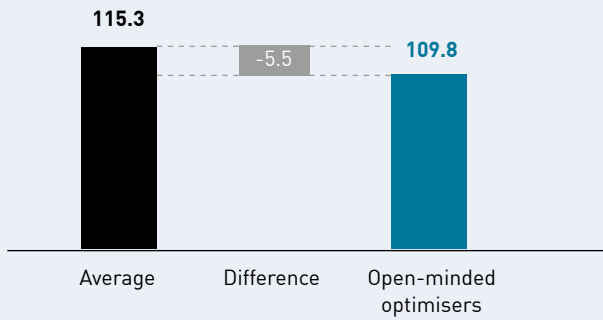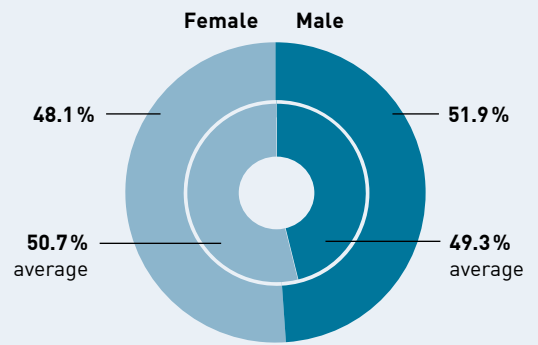
TOP 3 😊

Fun

Clothes	Groceries	Travel
2	1	3

Meaning

Clothes	Groceries	Furniture & home accessories, travel (tied)
2	1	3

FLOP 3 ☹

Fun

Beauty	Luxury items	Books
2	1	3

Meaning

Beauty	Luxury items	Books
2	1	3

Time spent shopping per week (in minutes)

115.3 — Average

-5.5 — Difference

109.8 — Open-minded optimisers

Gender distribution compared with the average

Female 48.1 %
Male 51.9 %

50.7 % average
49.3 % average

Age distribution compared with the average

Outer ring (Open-minded optimisers):
- 9.5 %
- 26.6 %
- 28.3 %
- 19.8 %
- 15.8 %

Inner ring (Average):
- 11.0 %
- 24.7 %
- 25.2 %
- 22.4 %
- 16.7 %

Legend:
- 16–24 years
- 25–39 years
- 40–54 years
- 55–69 years
- 70+ years

Open-minded optimisers
Average
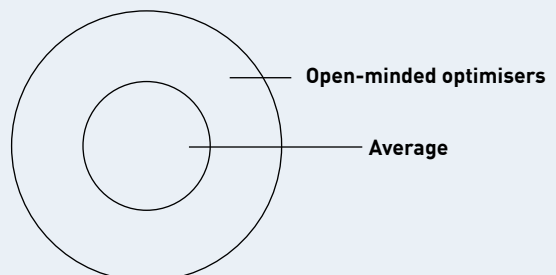
Disciplined
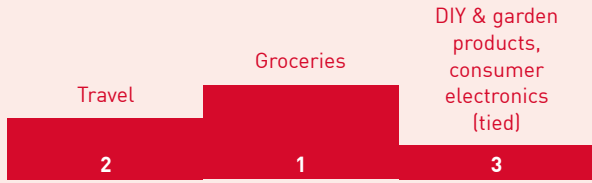# NEEDS-BASED SHOPPERS

26.6 %

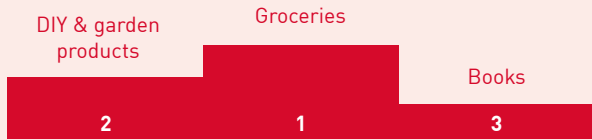**101.2 min**
shopping time per week
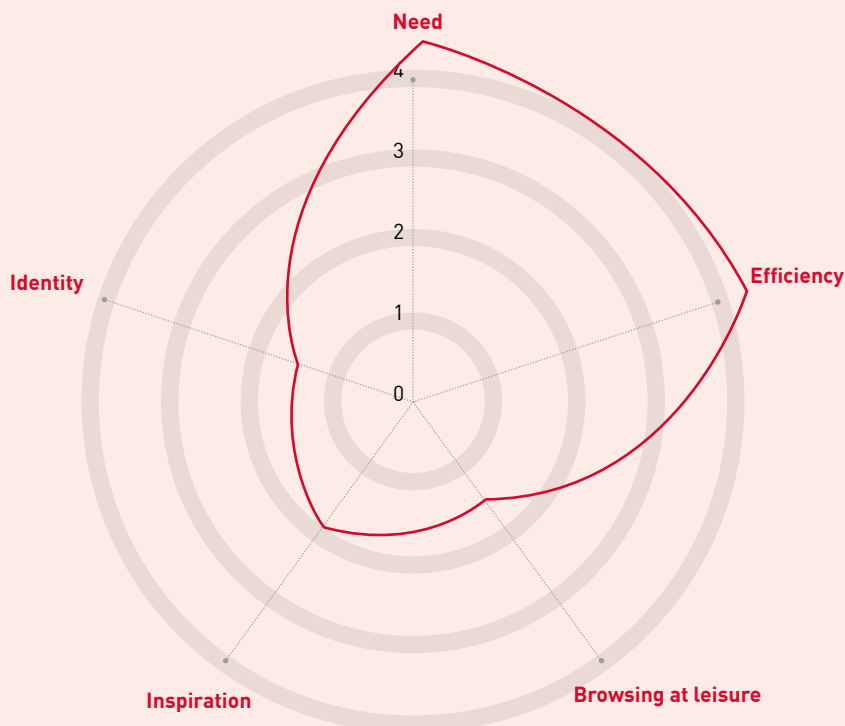
Disciplined **needs-based shoppers** only go shopping when they really need something. When they go shopping, they make it as fast and efficient as possible. They plan their shopping in advance and leave the house with a shopping list, which they work through quickly. Shopping is neither fun nor inspiring for them – its purpose is to meet their needs. The strategy pays off in terms of time: **disciplined needs-based shoppers** spend by far the least time shopping per week at 101 minutes. This is about 14 minutes less per week than the average for Switzerland.

Over 55s are disproportionately represented in the segment of **disciplined needs-based shoppers.** Moreover, a slightly above-average proportion of this category are men.
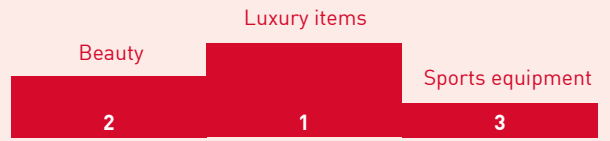
Radar chart axes:
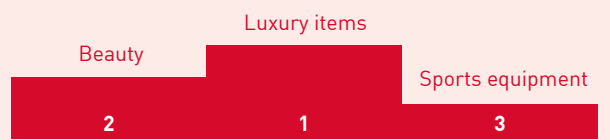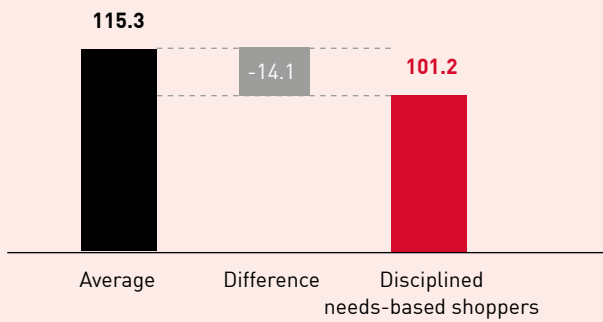- Need
- Efficiency
- Browsing at leisure
- Inspiration
- Identity

Scale: 0, 1, 2, 3, 4

TOP 3 🙂

Fun

Travel	Groceries	DIY & garden products, consumer electronics (tied)
2	1	3

Meaning

DIY & garden products	Groceries	Books
2	1	3

FLOP 3 🙁

Fun

Beauty	Luxury items	Sports equipment
2	1	3

Meaning

Beauty	Luxury items	Sports equipment
2	1	3

Time spent shopping per week (in minutes)

115.3 Average
-14.1 Difference
101.2 Disciplined needs-based shoppers

Gender distribution compared with the average

Female 48.1 %
Male 51.9 %
50.7 % average
49.3 % average

Age distribution compared with the average

7.1 %
20.3 %
24.4 %
28.6 %
19.5 %

11.0 %
24.7 %
25.2 %
22.4 %
16.7 %

- 16–24 years
- 25–39 years
- 40–54 years
- 55–69 years
- 70+ years

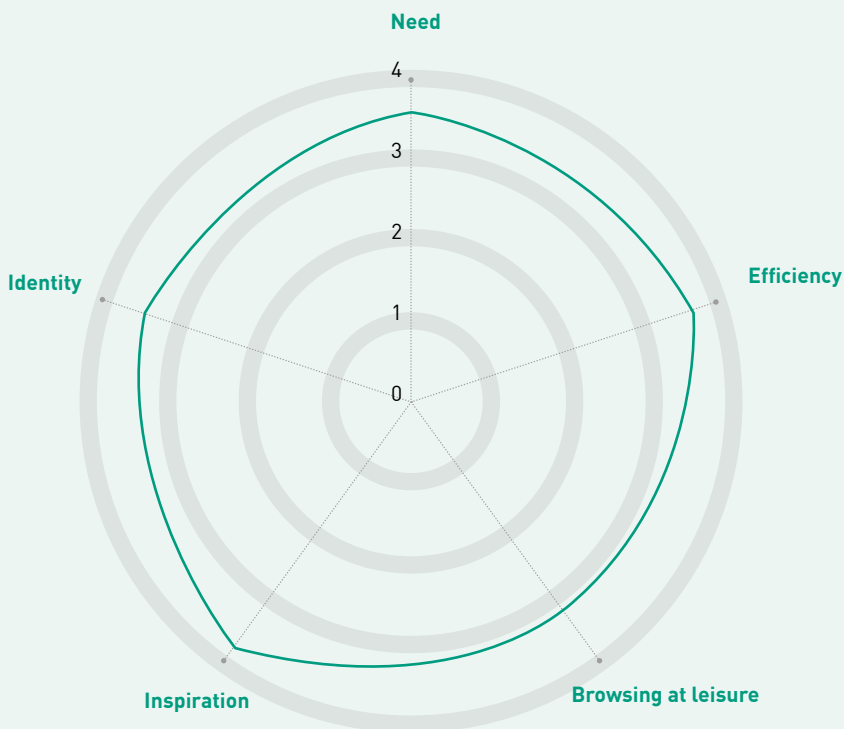Disciplined needs-based shoppers
Average
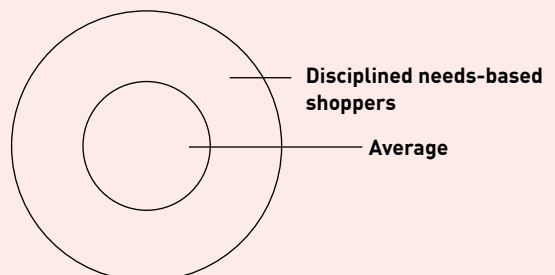
Efficient
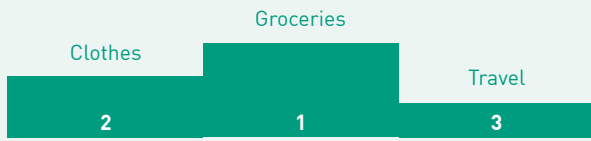# IDENTITY-BASED SHOPPERS

18.8 %

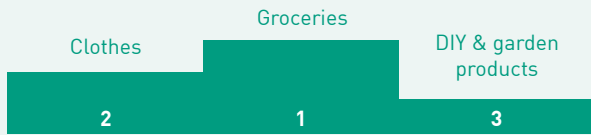## 126 min
shopping time per week

Efficient identity-based shoppers are people who use consumption and material things to express themselves and their personality and to develop their identity. Shopping contributes to their self-esteem and enables them to realise certain goals and aspirations. Although they are open to new things and like to feel inspired, they usually plan their shopping in advance to save time. Going shopping does not necessarily require a specific need, but it is usually the reason for a shopping trip.

Efficient identity-based shoppers are predominantly younger people. Compared to the total population, people up to 39 years of age are significantly overrepresented. Men are also slightly overrepresented.
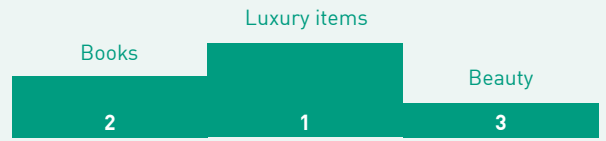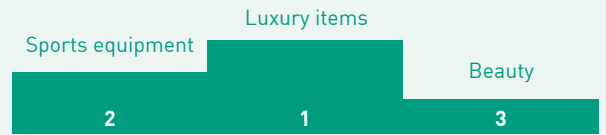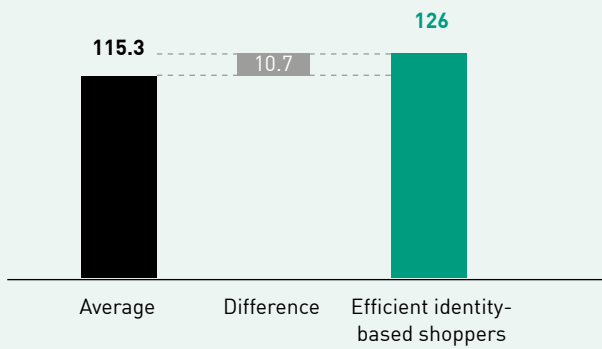
TOP 3

Fun

Clothes	Groceries	Travel
2	1	3

Fun

Meaning

Clothes	Groceries	DIY & garden products
2	1	3

Meaning

FLOP 3

Books	Luxury items	Beauty
2	1	3

Fun

Sports equipment	Luxury items	Beauty
2	1	3

Meaning

Times spent shopping per week (in minutes)

- Average: 115.3
- Difference: 10.7
- Efficient identity-based shoppers: 126

Gender distribution compared with average

Female   **Male**

- 47.9 %
- 52.1 %
- 50.7 % average
- 49.3 % average

Age distribution compared with average

- 14.4 %
- 12.2 %
- 11.0 %
- 24.7 %
- 28.7 %
- 16.7 %
- 22.4 %
- 25.2 %
- 21.8 %
- 22.9 %

Legend:
- 16–24 years
- 25–39 years
- 40–54 years
- 55–69 years
- 70+ years

- Efficient identity-based shoppers
- Average

Aimless
BROWSERS

14.7 %

142 min
shopping time per week

Radar chart axes: Need, Efficiency, Browsing at leisure, Inspiration, Identity (scale 0–4)
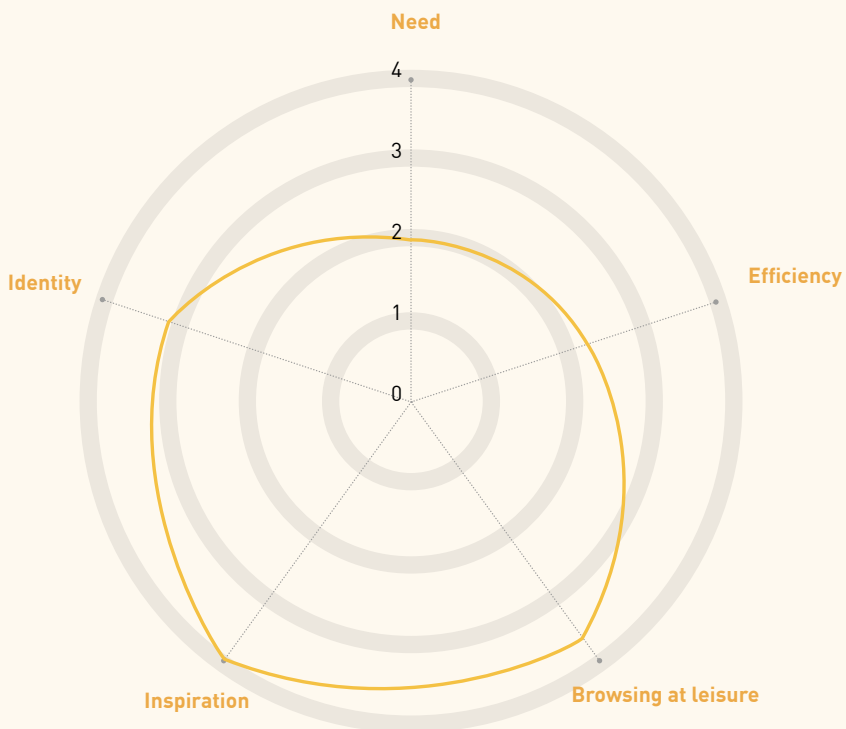
Aimless browsers include people who like to go shopping without knowing exactly what they need. They enjoy strolling aimlessly through the shops and being inspired by the different offers. In shops, they like to take their time to browse and try things out. They are open to new things and love to be surprised. A shopping trip is a way for them to develop their personal style and have fun. Of all the types, they spend the most time shopping.

People up to 24 years of age and women are clearly overrepresented among **aimless browsers** compared to the total population. **The browsers** enjoy buying clothes the most – not groceries like all the other types.

TOP 3 🙂

Fun
- Groceries — 2
- Clothes — 1
- Furniture & home accessories — 3

Meaning
- Clothes — 2
- Groceries — 1
- Furniture & home accessories — 3

FLOP 3 ☹️

Fun
- Sports equipment — 2
- Luxury items — 1
- DIY & garden products — 3

Meaning
- Books & sports equipment (tied) — 2
- Luxury items — 1
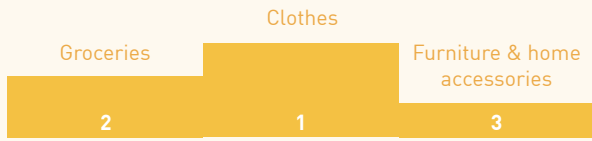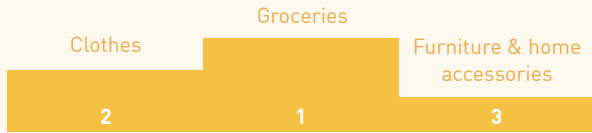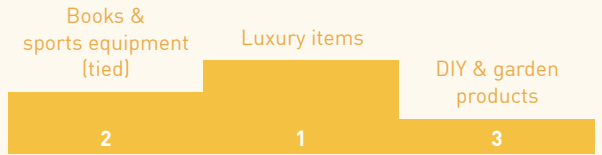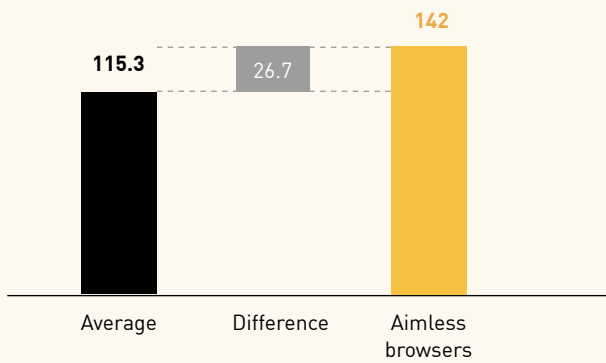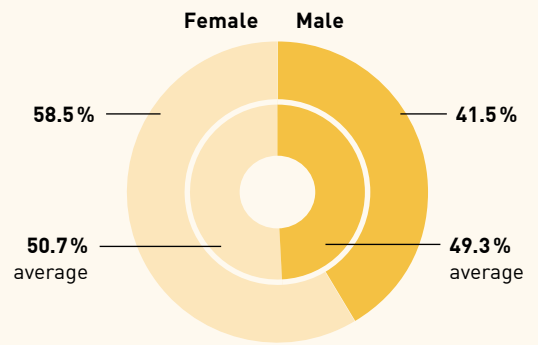- DIY & garden products — 3

Time spent shopping per week (in minutes)

- Average: 115.3
- Difference: 26.7
- Aimless browsers: 142

Gender distribution compared with average

- Female: 58.5 %
- Male: 41.5 %
- average (Female): 50.7 %
- average (Male): 49.3 %

Age distribution compared with average

- 16–24 years: 20.4 % (Aimless browsers) / 11.0 % (average)
- 25–39 years: 22.4 % (Aimless browsers) / 24.7 % (average)
- 40–54 years: 21.1 % (Aimless browsers) / 25.2 % (average)
- 55–69 years: 19.0 % (Aimless browsers) / 22.4 % (average)
- 70+ years: 17.0 % (Aimless browsers) / 16.7 % (average)

Legend:
- 16–24 years
- 25–39 years
- 40–54 years
- 55–69 years
- 70+ years

- Aimless browsers
- Average