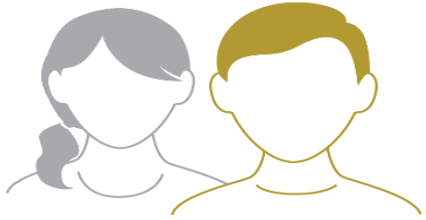


# Segmentation examples

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Wanna Swuddigul

## 1. Lifestages



**Young Adult**



**Young Family**



**Older Family**

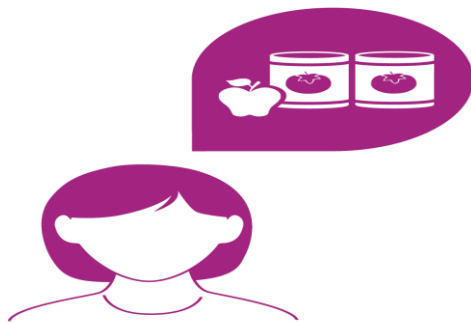


**Older Adult**



**Pensioner**

## 2. Lifestyles



**Less Affluent**

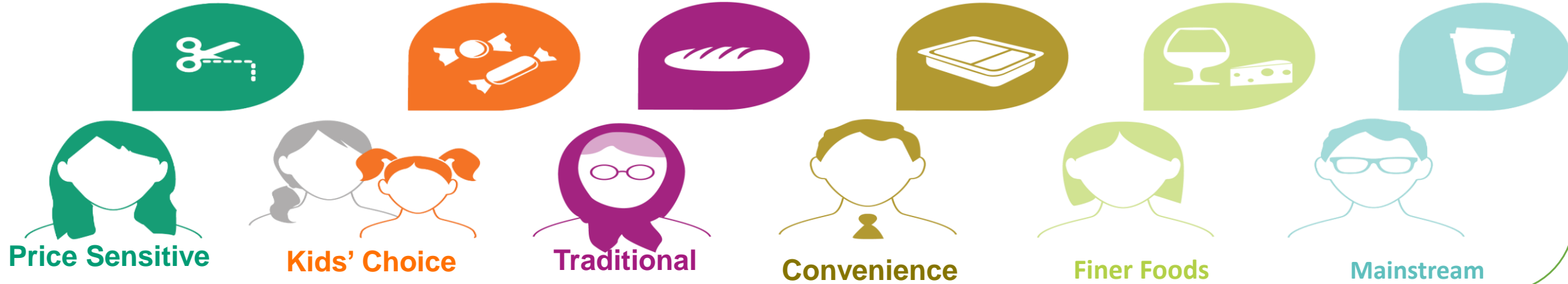


**Mid-market**



**Up-market**

### 3. Behavior-based



### 4. Shopping loyalty



# Multi-dimension in segmentation



# Samsung mobile segmentation

**SAMSUNG**



GEN Z



Millennial – Social expresser



New work tribe