# Brand Segmentation

ENLIGHT+

Customer Insights

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