

Understanding the female consumer



Demographics trends and culture

Demographic trends provide a roadmap. Cultural differences dictate language, behaviours and perception. Different regions behave differently. Traditional vs westernised views impact on the females purchasing patterns. It's about respecting different cultures.

Women research more

Women spend more time researching e.g. lifestyle blogs. Women like to keep informed of what's going on around them. A woman is a female first and then a consumer.

Service is a key differentiator

Women have a higher expectation for customer service. When you elevate the customer experience, you elevate it for everyone.

Women live longer than men

On average women live 4 – 6 years longer than men. Women are also getting married older, having children later or choosing to have less children.

Women study more than men

More women are studying than ever before and graduating with degrees.

More women are entering the labour force

More women are entering the workforce. Women are also setting up businesses.

Impressed by influencers

Women are wowed by expertise. Price vs experience. Influencers and brand ambassadors. Brands that want to attract the female market need to understand women's needs and develop and market products that serve them.

Aware of ethical branding

Women are more eco-conscious. They care about the environment.

Women drive 70% - 80% of all purchases

Women drive the economy - through buying power and influence – even when a woman isn't paying for something, she is often the influence behind the purchase.

Gatekeeper to household expenses

The person who makes a transaction isn't always the decision maker. Even if a woman does not earn a salary, she is likely the gatekeeper to her household expenses.

Women have a multiplier effect

Women buy on behalf of the people in their family. They make purchasing decisions on behalf of those they care for, including children and the elderly.

Avoid blind spots

Women do not want to be treated differently. Women are not "all the same". No one size fits all. Avoid stereotypes - don't box women. Pink is not always the strategy. Products are about everyone. Women are a foreign market and need to be studied as such.

Work-life balance

Women who juggle work, family and home are more likely to prioritise convenience. They generally express an interest in products that help simplify their lives.

Source: Forbes - Top 10 things everyone should know about women consumers; Bizcommunity.com – study shows that women drive 70% to 80% of all consumer purchasing; Entrepreneur – Women customers