Top four digital audiences for the Retail & CPG industries for 2024

As the digital landscape continues to evolve, marketers in the Retail & CPG industries must stay informed on emerging audience trends and activation strategies to develop impactful marketing initiatives.

Our recently released 2024 Digital audience trends and predictions report offers valuable data-driven insights, including the top four digital audiences for the Retail & CPG industries. Derived from our main report, this guide provides audience-centric insights specific to the Retail & CPG industries, so you can confidently develop marketing strategies that resonate with your target audience.

In the Retail & CPG industries, Experian is seeing third-party data audience activation in these top four major data categories:

Lifestyle and Interests	Retail Shoppers: Purchase Based	Demographics	Autos, cars, and trucks
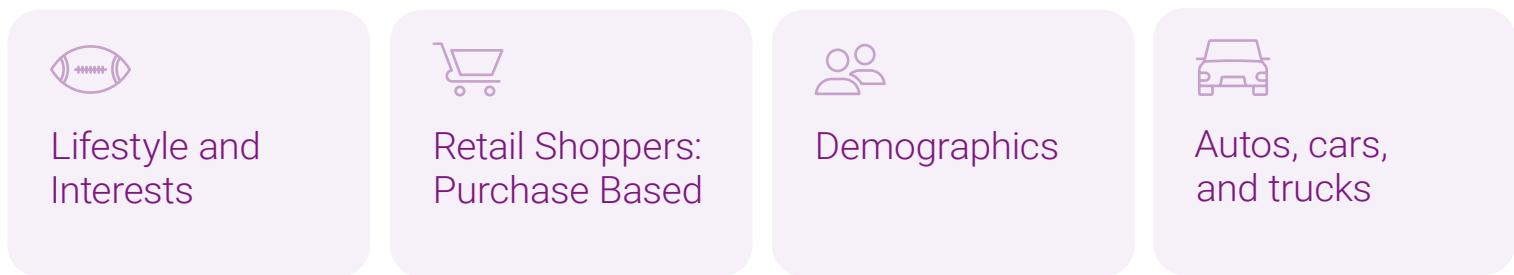
Breakdown of top digital audiences for the Retail & CPG industries: 2022–2023

This chart represents which audiences are most popular.

- Autos, cars, and trucks
- Demographics
- Financial FLA friendly
- Lifestyle and Interests
- Psychographic/Attitudes
- Retail Shoppers: Purchase Based
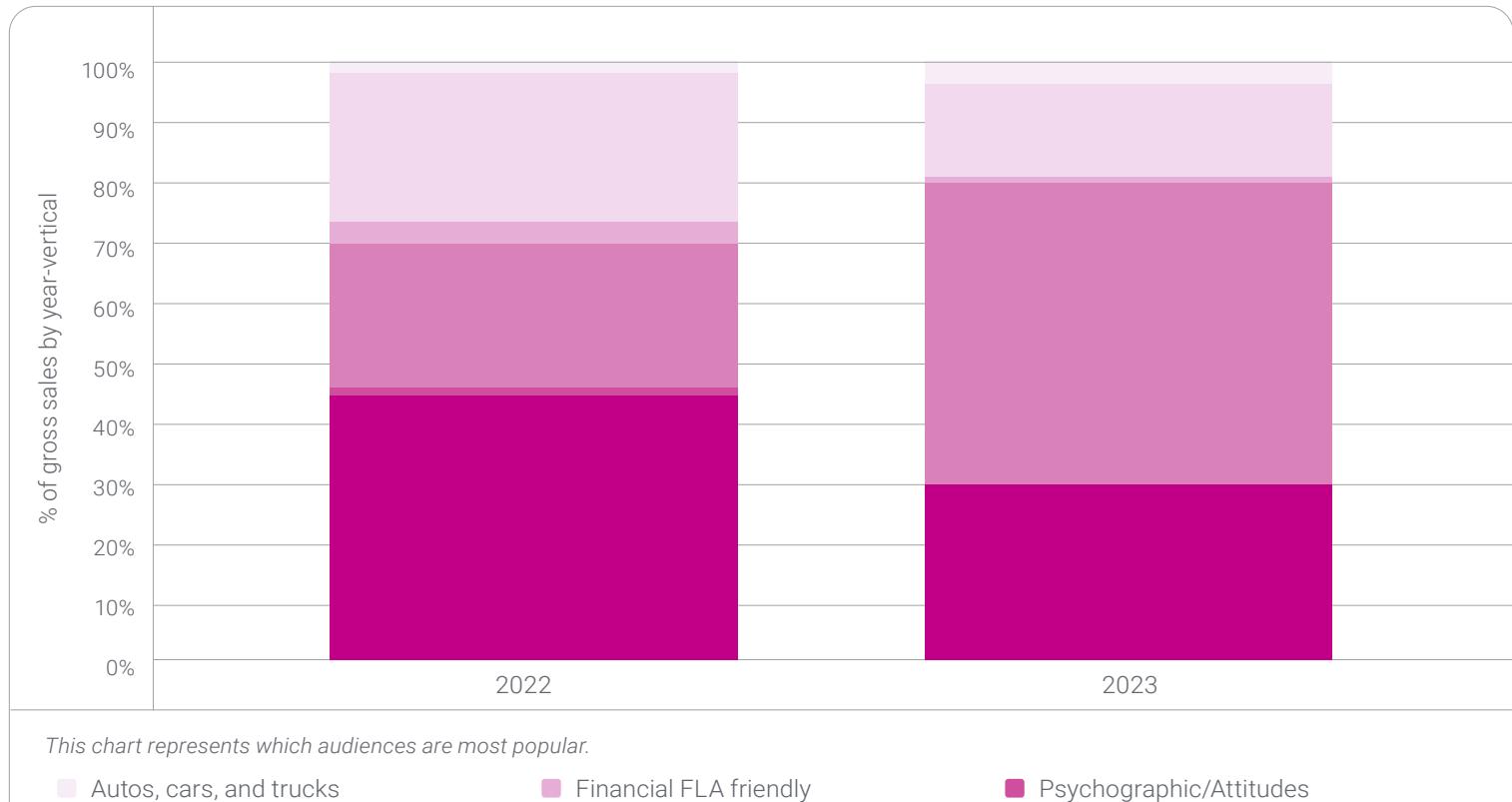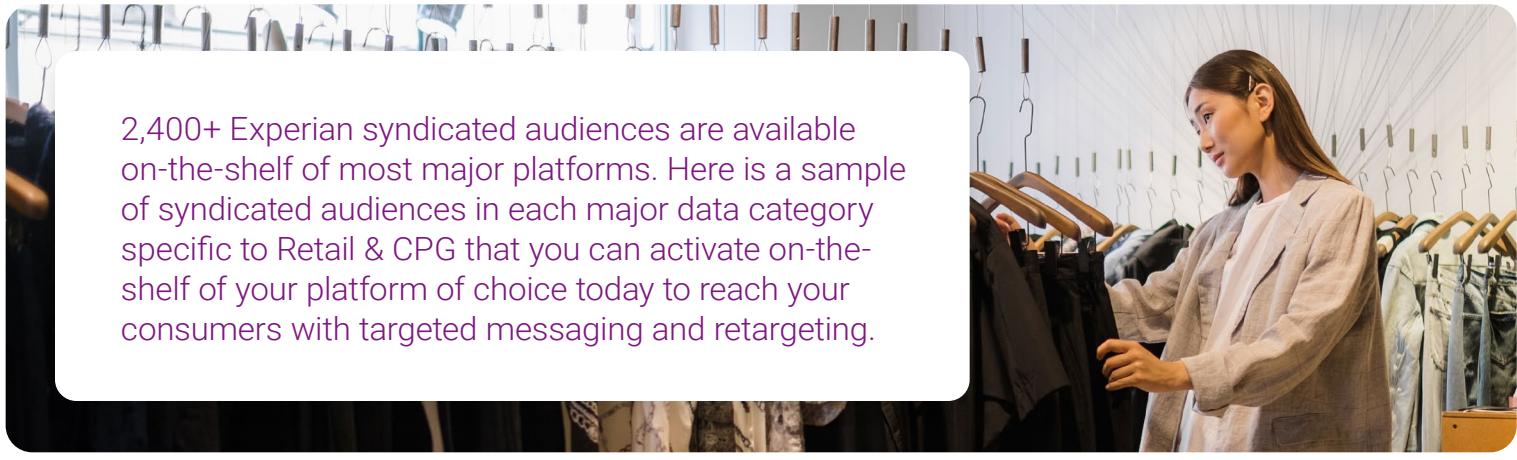
2,400+ Experian syndicated audiences are available on-the-shelf of most major platforms. Here is a sample of syndicated audiences in each major data category specific to Retail & CPG that you can activate on-the-shelf of your platform of choice today to reach your consumers with targeted messaging and retargeting.

Lifestyle and Interests

Lifestyle and Interests (Affinity) > Activities and Entertainment > Coffee Connoisseurs
This segment contains consumers who are likely to be coffee connoisseurs.

Lifestyle and Interests (Affinity) > Purchase Behavior > Loyalty Card User
This segment contains consumers who are likely to use a grocery store loyalty card.

Lifestyle and Interests (Affinity) > Purchase Behavior > Teeth Whitening Product User
This segment includes consumers who are likely to have a high probability for the given category, offering more precision in targeting.

Lifestyle and Interests (Affinity) > Retail > Prestige Makeup User
This segment contains consumers who are likely to buy only prestige or department store makeup brands.

Lifestyle and Interests (Affinity) > Pets > Dog Owners
This segment contains consumers who are likely to be dog owners.

> A pet food brand that sells dog food could run campaigns that target a Lifestyle and Interest audience of Dog Owners. This would give them the broadest possible reach to people likely to own a dog so that they are building brand awareness, preference, and consideration with consumers who likely buy dog food.
>
> *Kimberley Klevstad, Sales Strategist, Retail & CPG*

> "Past purchase behaviors are a strong indicator of future purchase intent, so Retail Shoppers: Purchase Based audiences can be used to support lower funnel initiatives that drive sales. These can be used in tandem with Lifestyle and Interests audiences that support upper funnel goals and objectives.
>
> *Kimberley Klevstad, Sales Strategist, Retail & CPG*

🛒 Retail Shoppers: Purchase Based

Retail Shoppers: Purchase Based > Department Stores > Bargain Hunters and Deal Seekers Frequent Spenders
Likely frequent spenders at discount/bargain stores (e.g. Dollar Stores, Big Lots, Dollar Gen, Dollar Tree).

Retail Shoppers: Purchase Based > Pets > Pet Stores High Spenders: Online
Likely online high spenders at pet stores (e.g. PetSmart, Petco, Barkbox).

Retail Shoppers: Purchase Based > Shopping Behavior > Big Box and Club Stores: Target Frequent Spenders
Likely frequent spenders at Target.

Retail Shoppers: Purchase Based > Shopping Behavior > Big Box and Club Stores: Walmart In Store Spenders
Likely in store spenders at Walmart.

> "We've seen a shift from the days of "casting a wide net" and our clients want to be more specific in their targeting. Experian's Retail Shoppers: Purchase Based audiences showcase purchase behavior (online versus in-store) and also intent, so they are perfect for different times of the year (Mother's Day, Black Friday, Back-to-School, etc.).
>
> *Troy Feldpausch, Relationship Manager, Retail & CPG*

Demographics

Demographics > Household Income (HHI) > $250,000+
This segment includes consumers who are likely to have an estimated household income of $250,000+.

Demographics > Household Income (HHI) > $25,000-$49,999
This segment includes consumers who are likely to have an estimated household income of $25,000-$49,999.

Demographics > Presence of Children > Ages: 0-18
This segment contains consumers likely to have children between 0 to 18 years old in a household.

Demographics > No Presence of Children > Age: 0-18
This segment contains consumers not likely to have children between 0 to 18 years old in a household.

Demographics > Homeowners/Renters > Renter
This segment contains consumers that are likely to be a renters.

Demographics > Homeowners/Renters > Homeowner
This segment contains consumers who are likely to be homeowners.

> Luxury brands across Retail & CPG are going to be interested in reaching higher household income than their mass market counterparts. Our demographic segments that cover presence of children and homeowners and renters, can be paired with our Life Events audience segments that show changes in life stages – buying a new home, moving, becoming a new parent. These trigger a need for new purchases.
>
> *Kimberley Klevstad, Sales Strategist, Retail & CPG*

Autos, cars, and trucks

Autos, Cars and Trucks > Vehicle Lifestyle Ownership > Motorcycle Purchased 0-6 Mos
Auto ownership audiences indicates consumers likelihood to currently own a motorcycle purchased in past 0-6 Mos.

Autos, Cars and Trucks > Vehicle Lifestyle Ownership > Recreational Vehicle (RV) Travelers
Auto ownership audiences indicates consumers likelihood to currently own a recreational vehicle (RV) and travel.

Autos, Cars and Trucks > In Market Switchers > Electric
Auto in the market audiences indicates consumers likely to switch to an electric vehicle type in the next 180 days.

Autos, Cars and Trucks > Ownership Switchers > Alternative Fuel (electric, hybrid)
Consumers likely to currently own an Alt Fuel vehicle.

Autos, Cars and Trucks > In Market-Fuel Type > Electric Non-Luxury
Auto in the market audiences indicates consumers likely to be in the market to buy an electric non-luxury in the next 180 days.

> These are often an extension of Lifestyle and Interest audiences. A consumer who owns or is interested in an Electric or Hybrid vehicle is more likely to be interested in green products. A consumer who owns an RV is more likely to be interested in outdoor sporting equipment.
>
> *Kimberley Klevstad, Sales Strategist, Retail & CPG*

> We're seeing major success with clients utilizing our custom audiences where they're taking their own valuable first-party data and combining it with our rich third-party data to drive scale and customization.
>
> *Anne Passon, Sr. Sales Director, Retail & CPG*

Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

Connect with our audience team →

For more expert advice and access to our predictions for digital activation for 2024, download our 2024 Digital audience trends and predictions report today.

Access the full report