

CPG Audiences

Capture the attention of consumers with high quality data based on purchase behaviors, lifestyle, interests and more.



Household Necessities & Packaged Goods

Digital grocery shopping is thriving. Grocery e-commerce sales are expected to increase by 14.8% (to \$160.91 billion). That will outpace overall e-commerce, which will increase by just 10.5%. Target audiences most likely to make online purchases with these Lotame audience segments:

- Family with Kids
- Working Moms
- Heads of Households
- Product Purchasers
- Bargain Shoppers



Fashion & Accessories

Used clothing is becoming increasingly popular worldwide in the fashion industry. The resale market grew by 24% in 2022 and is expected to be worth \$218 billion by 2026. Sustainability is also top of mind. Statista’s research shows 42% of global consumers plan to, or have purchased, eco-friendly fashion items. Here are sample Lotame audiences to keep in mind:

- Bargain Shoppers
- Alternative Lifestyle
- Trendsetters
- Eco-friendly Product Purchasers
- Women’s, Men’s & Children’s Apparel
- Jewelry Shoppers



Cosmetics & Beauty Products

Despite increasing costs, consumers continue to spend more and more on beauty products. Perhaps proof of the “[lipstick effect](#)”, Euromonitor reports global beauty sales grew by 7% year-over-year, and that rate is expected to continue through 2026. Get in front of this growing market with these top audiences:

- Upscale Shoppers
- Millennial Females
- Holiday Gift Buyers
- Luxury Cosmetic Shoppers
- Drugstore & Pharmacy

Connected TV: All of Lotame’s custom and 5,000+ prepackaged audiences — demo, interest, intent, and CTV viewership (US only) — are targetable on over 50 [CTV and OTT](#) media channels globally.



Sources: eCommerce, Statista, McKinsey



Health & Fitness Enthusiasts

The global wellness trend continues, and it's not going to stop. In a survey of 7,500 consumers around the world, Mckinsey reports 79% said wellness is important, and 42% consider it a top priority. The global wellness market currently stands at more than \$1.5 trillion, with annual growth of 5 to 10 percent. This growth presents a huge opportunity for CPG brands targeting health and fitness enthusiasts. Consider these top audiences:

- Interest: Gluten Free Cooking & Recipes, Green Living, Diet & Weight Loss
- Product Purchaser: Breakfast Bars, Vitamins, Health Food Buyer
- Food Enthusiasts, Home Chefs
- Sports & Fitness: Runners/Joggers, Outdoor Sports, Gym Regulars, Olympics



Beer, Wine & Spirits

According to eMarketer, alcohol ecommerce sales for at-home consumption are expected to reach \$6.85 billion this year, growing by over 6%. That's the biggest increase since the pandemic in 2020. The demographic most likely to over-index on alcohol purchasing? Affluents and millennials. Target those in the market for alcoholic beverages with these top Lotame segments:

- Age Group 21-35
- Millennials
- Wine Drinkers
- Affluent households
- Restaurant Frequenters

Get Data Empowered with CPG audiences.

Contact us to discuss other custom audience segments:

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Cookieless Activation

Lotame Data Exchange audiences are available on all browsers, devices, and platforms via our cookieless identifier Lotame Panorama ID™.

[View our Case Study Collection](#)

Sources: eCommerce, Statista, McKinsey