

## **Demographic profiling of retail consumers in Zimbabwe**

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### **Abstract**

This paper explores the notion of consumer demographic profiling of Zimbabwe by using census and survey data from Zimbabwe's statistical agency ZIMSTAT. Certain trends emerged by examining secondary data mostly from 1962 when the first comprehensive census was conducted for Africans and non-Africans in Zimbabwe. A number of significant features come to light including age/sex composition, household size, population distribution and the changing role of women in the population and for decision makers within households. Conclusions and recommendations have been made concerning significant implications for all types of retailers of products and services.

**Keywords:** Demographic profiling, retail consumers, Zimbabwe