Mosaic™ In The Nordics

GDR HAS BEEN THE EXCLUSIVE PROVIDER OF MOSAIC-BASED AUDIENCES IN THE NORDIC REGION SINCE 2015.

GDR
Global Data Resources

Mosaic™ in the Nordic Region

ABOUT GDR

GLOBAL DATA RESOURCES
Global Data Resources (GDR) has established itself as a frontrunner in privacy-compliant audience data solutions.

We empower marketers, advertisers, agencies, publishers, and tech vendors to reach highly targeted audiences across all major online channels and platforms – while prioritizing 100% user privacy.

FASTER AUDIENCE ACTIVATION
GDR empowers marketers to build, validate, and activate targeted campaigns across all channels in minutes – ditching the days (or weeks) of traditional methods.

STRATEGIC PARTNERSHIPS
GDR collaborates with industry leaders, including renowned survey & insights companies, premium publisher platforms, and national statistics offices.

These partnerships bridge the gap between consumer research and audience activation, benefiting both programmatic ad buyers and sellers.

www.globaldataresources.io

ABOUT MOSAIC

NORDIC CONSUMER PROFILES
Mosaic is a comprehensive consumer classification system used across the Nordic countries—Sweden, Denmark, Finland, and Norway—to segment populations based on lifestyle, income, demographics, and consumer behaviour.

REFLECTING MODERN NORDIC
The system divides people into distinct groups that reflect modern Nordic society, ranging from affluent professionals and urban trendsetters to rural traditionalists and working-class families.

This segmentation helps businesses, marketers, and policymakers understand their target audiences, enabling more precise and effective communication, product development, and service delivery.

REFLECTING EACH COUNTRY
Each country has its unique distribution of Mosaic groups, shaped by local economic conditions, urbanization levels, and cultural preferences, providing a granular view of consumer trends.

Sweden

MOSAIC GROUPS IN SWEDEN

A. Wealthy Pioneers (6.38%)
Affluent families in suburban villas, highly educated and tech-savvy.

B. Urban Professionals (7.10%)
Young, high-income professionals in city apartments.

C. Conscious Urbanites (6.69%)
Socially and environmentally aware younger professionals.

D. Exploring Singles (7.63%)
Young singles, students, and early-career professionals in city apartments.

E. Family-Centered Suburbanites (6.80%)
Middle-income families in suburban areas with strong purchasing power.

F. Budget-Conscious Urbanites (7.37%)
Lower-income city dwellers, single or in small households.

G. Multicultural Families (6.32%)
Families with diverse backgrounds in suburban rental areas.

H. Established Suburbanites (8.35%)
Older, middle-income families in suburban homes.

I. Retired Homeowners (10.56%)
Older homeowners with financial security, living in suburban apartments.

J: Struggling Singles (8.70%)
Low-income single-person households in small towns or suburban rentals.

K. Senior Traditionalists (7.75%)
Pensioners with modest incomes, living in traditional settings.

L. Rural Dwellers (5.73%)
People in small villages and the country-side, often with traditional occupations.

Denmark

MOSAIC GROUPS IN DENMARK

A. Wealthy Professionals (2.08%)
High-income families in suburban homes, career-focused with strong purchasing power.

B. Urban Young Professionals (6.50%)
Educated young people in city apartments, enjoying cultural life.

C. Suburban Families (7.88%)
Middle-class families with children in suburban and small-town settings.

D. Young Urban Singles (15.67%)
Early-career professionals and students in city apartments, socially active.

E. Traditional Working Class (11.13%)
Middle-aged and older workers, often in suburban or rural areas.

F. Rural Families (7.68%)
Families in small towns and countryside, focusing on traditional values.

G. Senior Homeowners (15.41%)
Pensioners with stable financial situations, living in suburban homes.

H. Low-Income Urbanites (7.72%)
Low-income city dwellers, often in social housing.

K. Retired Rural Workers (7.72%)
Pensioners in rural areas, living simply with minimal spending.

L. Multicultural City Dwellers (15.67%)
Urban residents from diverse backgrounds, often in rental housing.

I. Small-Town Seniors (3.97%)
Older people living in small towns with limited resources.

J. Student & Young Renters (3.95%)
Young people in shared housing, focused on education and social life.

Finland

MOSAIC GROUPS IN FINLAND

A. Elite (8.35%)
Highly educated, wealthy families in large homes with high consumer spending.

B. House-owner Families (14.43%)
Working-class families with children, often in detached homes.

C. Affluent & Responsible (8.35%)
Wealthy, educated, urban professionals with a focus on quality living.

D. Big City Lights (4.79%)
Young singles and DINKs (dual-income, no kids) in central city areas, enjoying urban life.

E. Office Workers & Students (14.26%)
Low-income urban dwellers, often students or early-career professionals.

F. Post-Career Life (11.32%)
Retirees with modest incomes, making minimal technology purchases.

G. Multicultural Urbanites (8.77%)
Culturally diverse city dwellers, often younger families in rental apartments.

H. Rural Traditionalists (8.77%)
Older generations in the countryside, living a simple, land-based lifestyle.

Norway

MOSAIC GROUPS IN NORWAY

A. Affluent Innovators (10.6%)
Wealthy, career-driven families with a global outlook, trend-conscious and brand-oriented.

B. Urban Innovators (7.7%)
Young professionals, single or in early careers, culturally engaged, and active in city life.

C. Suburban Lifestyle (5.7%)
Middle-income families in multicultural areas, price-conscious but brand-aware.

D. Young Starters (2.9%)
Students and early-career singles, price-sensitive and socially active.

E. Traditional Middle-Class Families (7.4%)
Family-focused, home-centered, and brand-conscious.

F. Working Singles (6.6%)
Early-career professionals, economically aware, and socially active.

G. Well-Off Late Starters (7.4%)
Late-career professionals or pensioners, seeking affordable comfort.

H. Community-Oriented Workers (13.5%)
Middle-aged and older working-class individuals with a home-centered lifestyle.

K. Pensioners and Tradition (5.6%)
Retired individuals in rural areas, living simple and economical lives.

L. Rural Tradition (10.4%)
People in small villages and the country-side, value tradition and community life.

I. Rural Single Life (5.9%)
Small-town or countryside singles, simple lifestyle with local engagement.

J. Blue-Collar Tradition (16.2%)
Older working-class, rural or suburban, home-focused and nature-oriented.