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CONSUMERS & BRANDS

Washing machines: Samsung owners in Australia

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Samsung owners in Australia: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Samsung owners in Australia ("brand users") against Australian washing machine owners in general ("category users"), and the overall Australian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Australia)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

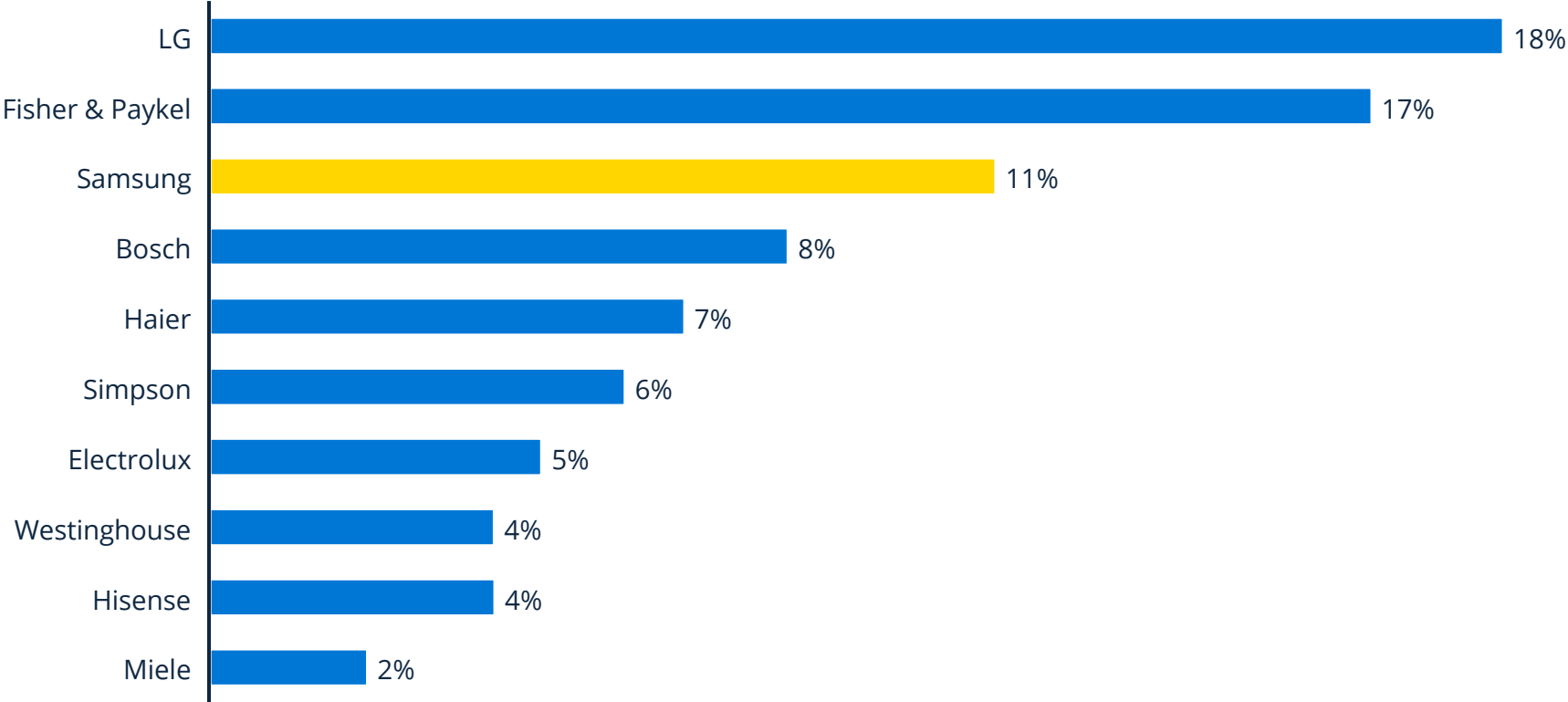
- Brand usage
- Key insights



With a user share of 11%, Samsung is one of the top 3 washing machine brands in Australia

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Australia



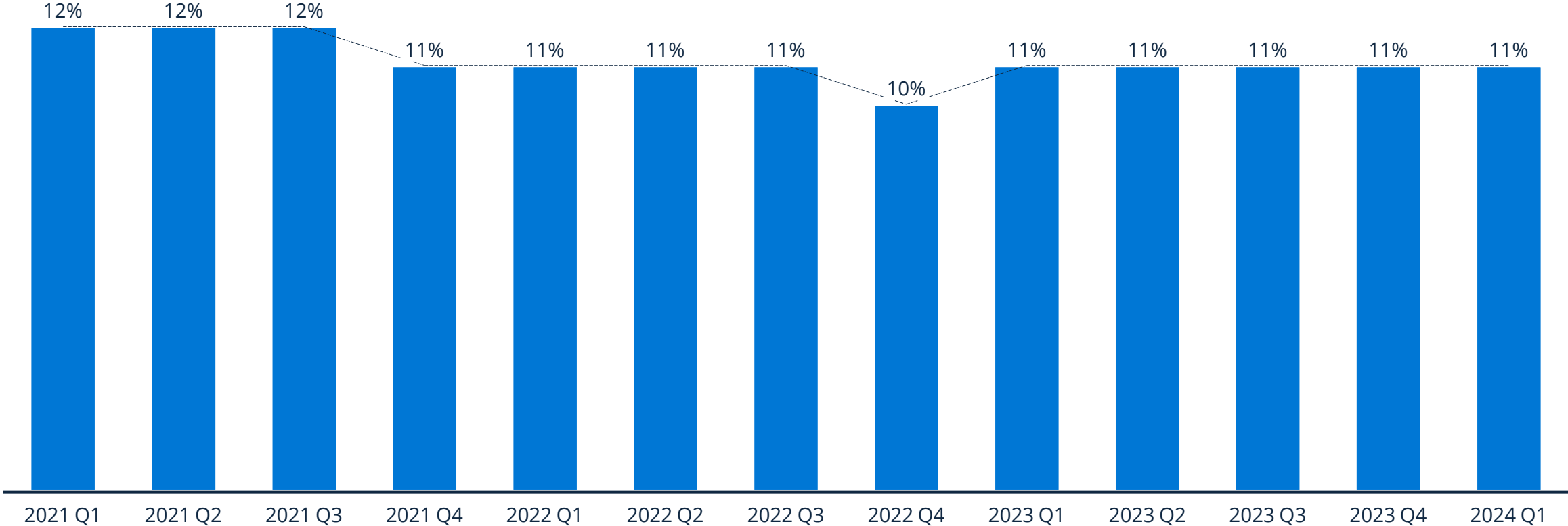
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,748 washing machine owners

Sources: [Consumer Insights Global](#) as of June 2024

The current share of washing machine owners owning Samsung is fairly similar to Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Samsung



5 | Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=150 - 228 Samsung owners, n=1432 - 1831 washing machine owners

Sources: [Consumer Insights Global](#) as of June 2024

Samsung owners in Australia

Management summary: key insights

Demographic profile

Samsung is more popular among Millennials than other washing machine brands.

54% of Samsung owners are female.

Samsung has a larger share of owners with a high income than other washing machine brands.

31% of Samsung owners live in large cities.

Consumer lifestyle

Being successful is more important to Samsung owners than to other washing machine owners.

Sports is a relatively prevalent interest of Samsung owners.

Pets are a relatively popular hobby among Samsung owners.

Consumer attitudes

It stands out that 43% of Samsung owners buy new electronics, even when their old model still works.

17% of Samsung owners are innovators or early adopters of new products.

59% of Samsung owners think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

X (Twitter) is more popular among Samsung owners than the average washing machine owner.

Samsung owners remember seeing ads on websites and apps of brands and products less often than other washing machine owners.

CHAPTER 02

Demographic profile

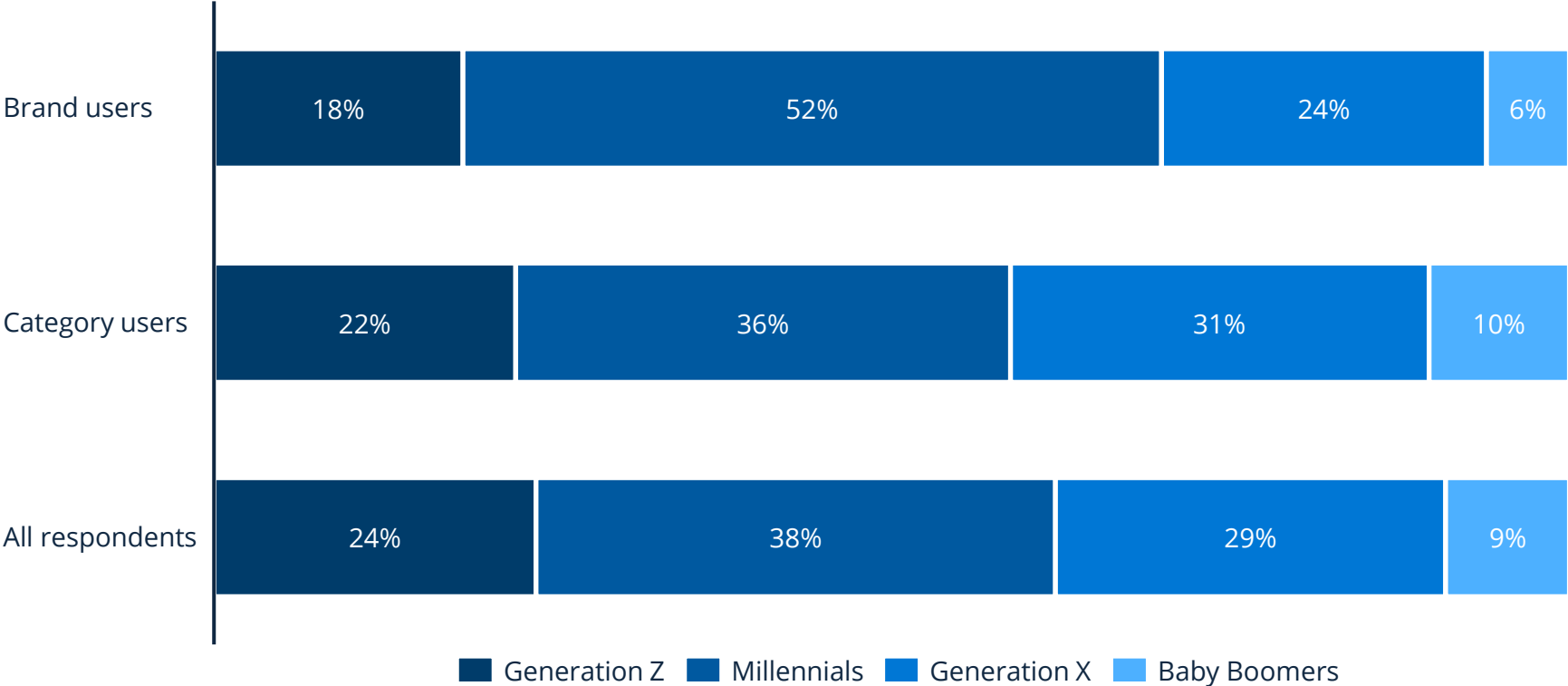
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Samsung is more popular among Millennials than other washing machine brands

Demographic profile: generations

Age of consumers in Australia



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=196 Samsung owners, n=1,748 washing machine owners, n=12,120 all respondents

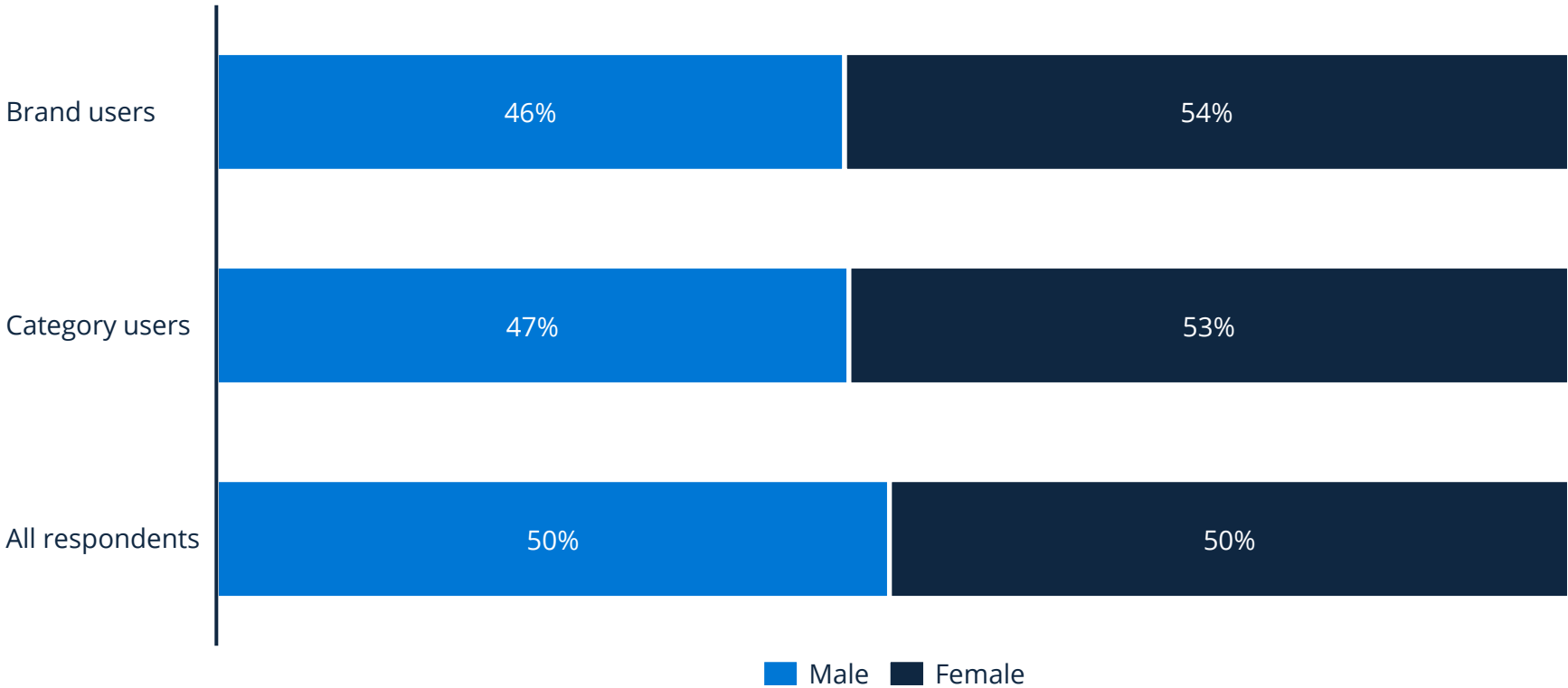
Sources: [Consumer Insights Global](#) as of June 2024

54% of Samsung owners are female

Demographic profile: gender



Gender of consumers in Australia



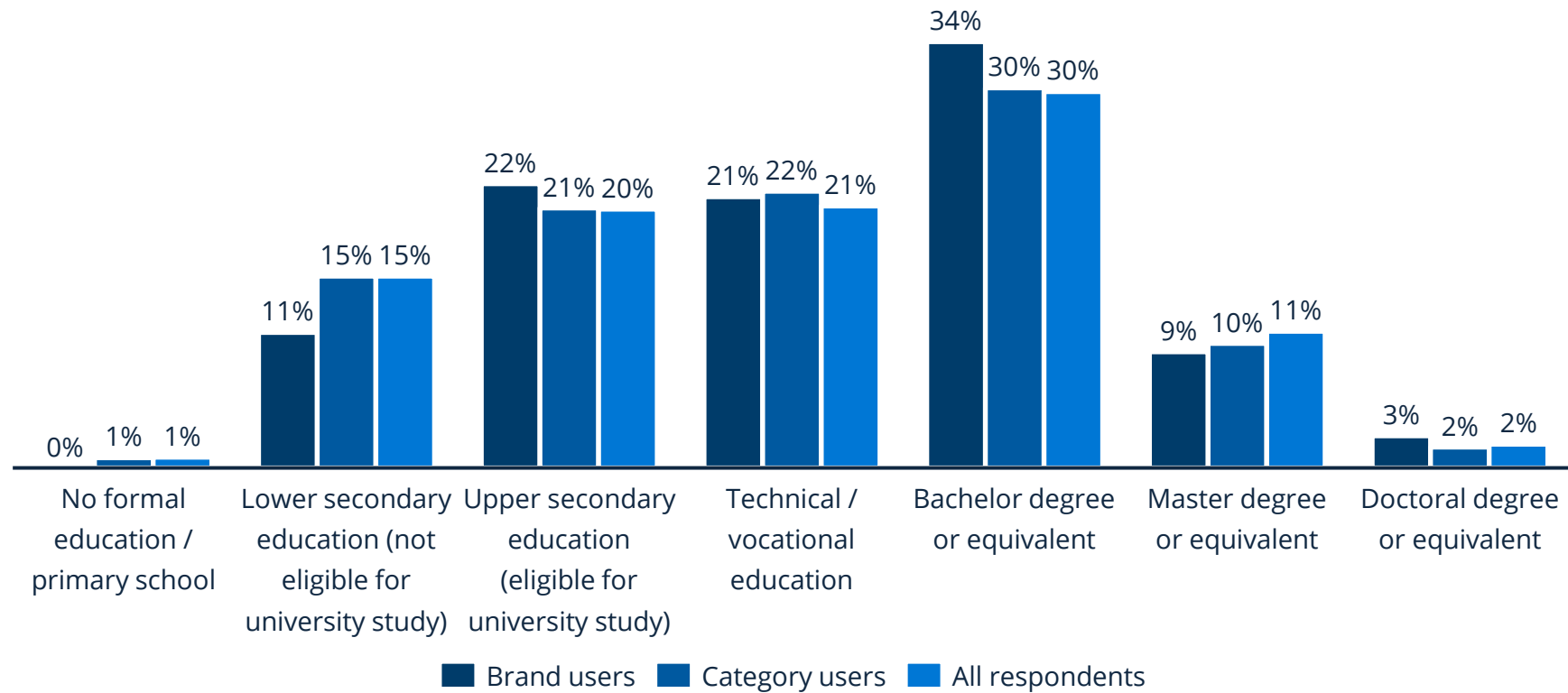
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=196 Samsung owners, n=1,748 washing machine owners, n=12,120 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

45% of Samsung owners have a college degree

Demographic profile: education

Consumer's level of education in Australia

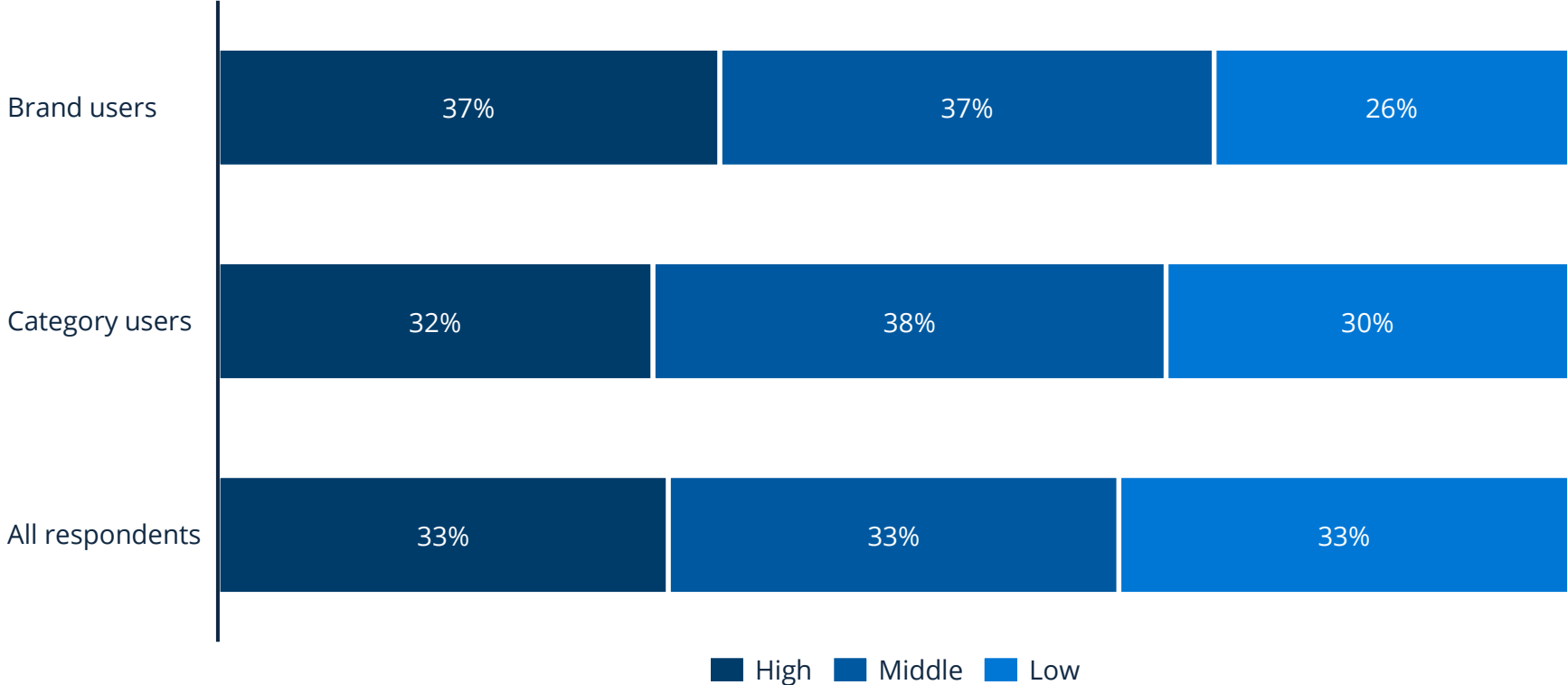


Samsung has a larger share of owners with a high income than other washing machine brands

Demographic profile: income



Share of consumers in Australia in the high, middle, and low thirds of monthly household gross income

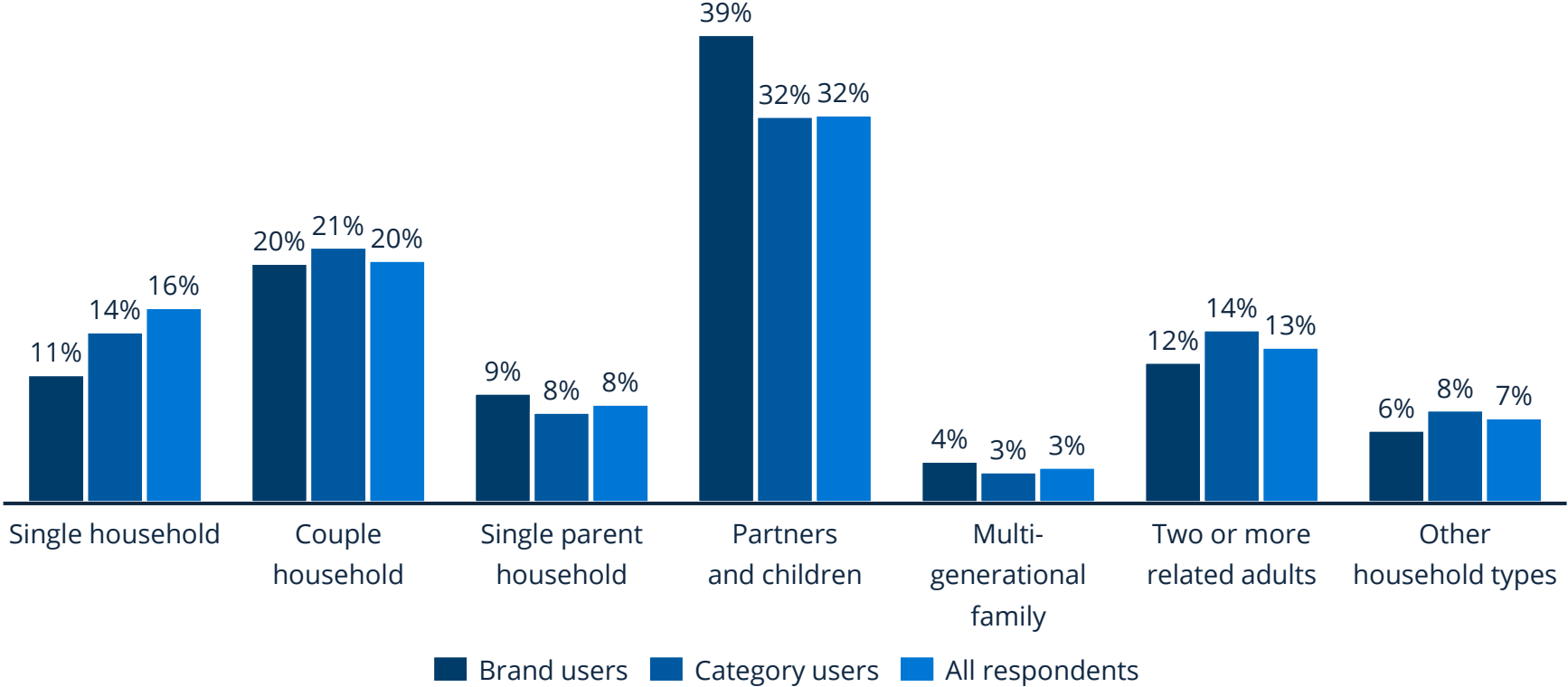


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=196 Samsung owners, n=1,748 washing machine owners, n=12,120 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other washing machine owners, Samsung owners are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Australia live



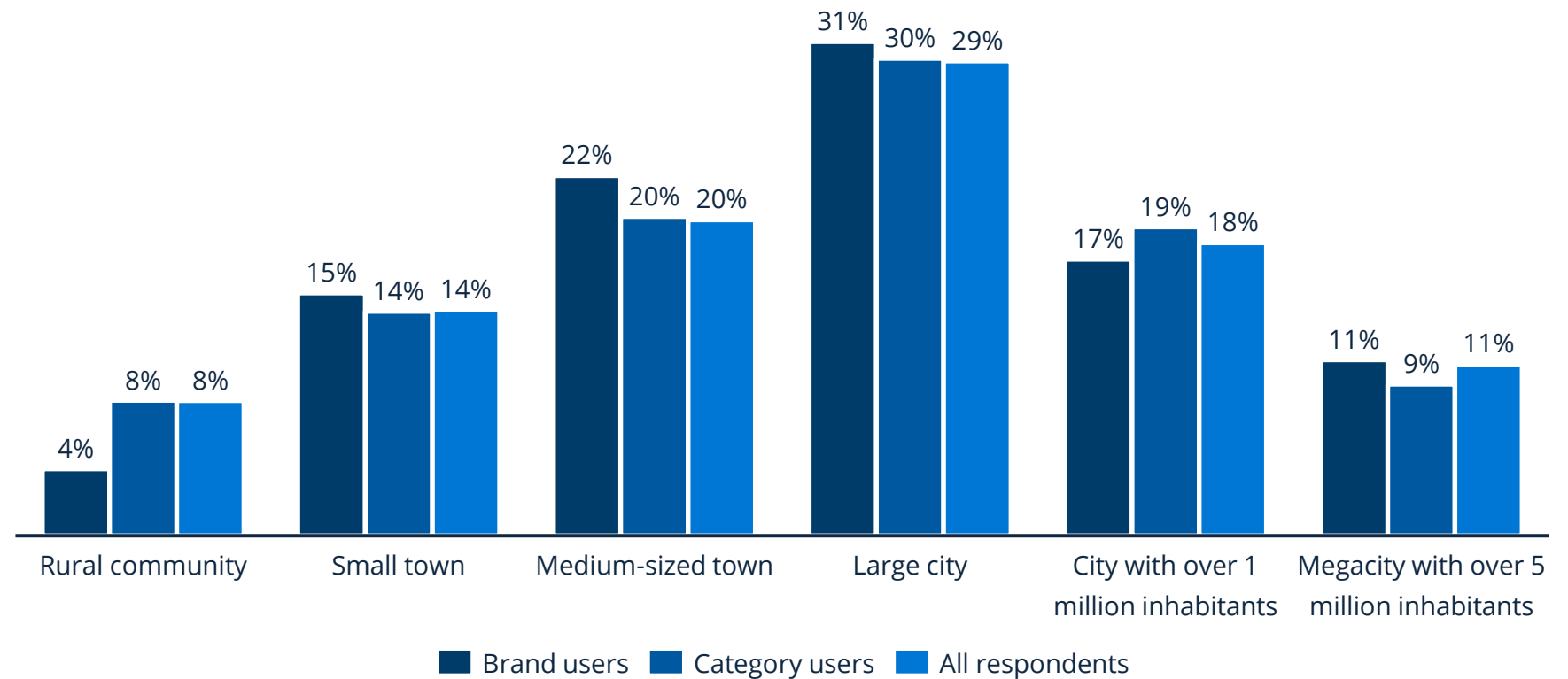
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=196 Samsung owners, n=1,748 washing machine owners, n=12,120 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

31% of Samsung owners live in large cities

Demographic profile: type of community



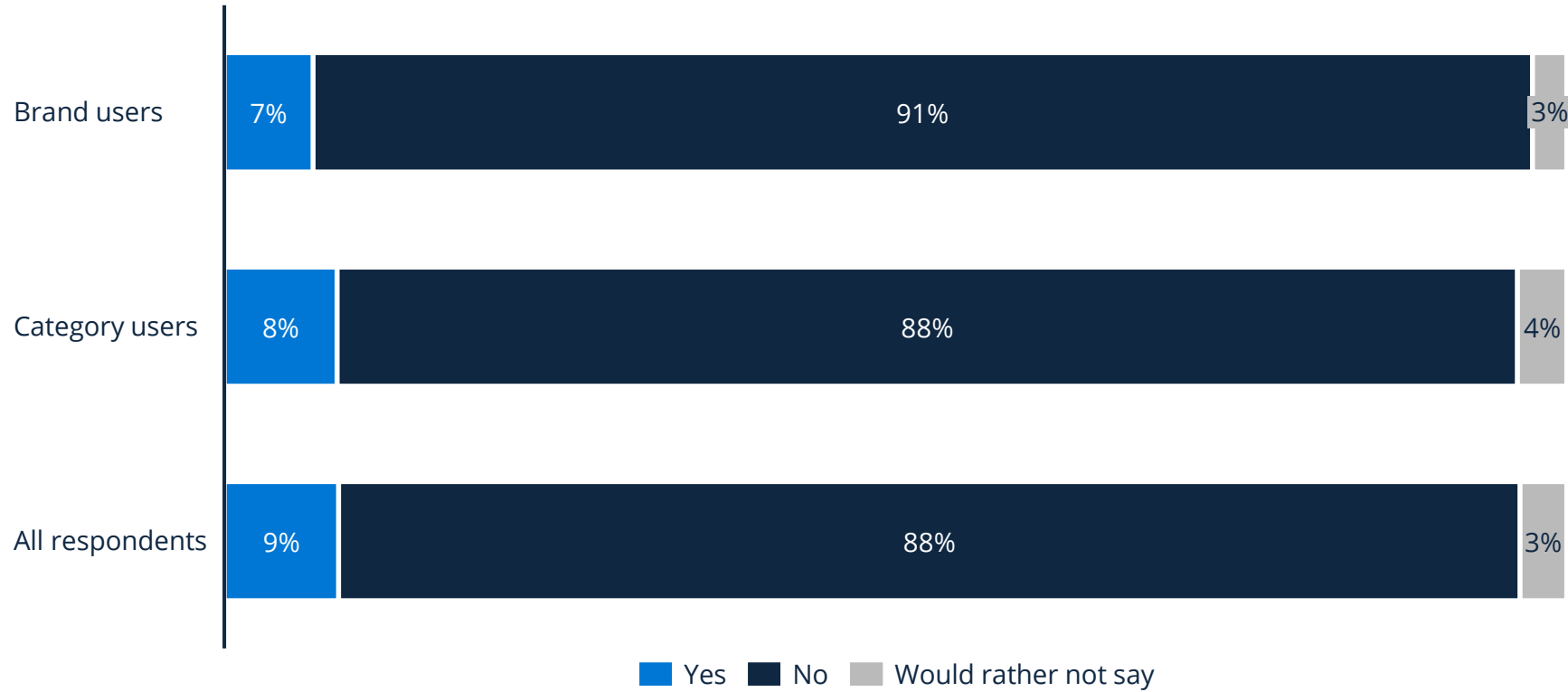
Communities where consumers live in Australia



7% of Samsung owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Australia



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What brand is the washing machine in your household?"; Single Pick; Base: n=196 Samsung owners, n=1,748 washing machine owners, n=12,120 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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