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CONSUMERS & BRANDS

Social media: Kwai users in Brazil

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 Kwai users in Brazil: 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 Kwai users in Brazil (“brand users”) against Brazilian social media users in general (“category users”), and the overall Brazilian 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 Brazil)
- 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

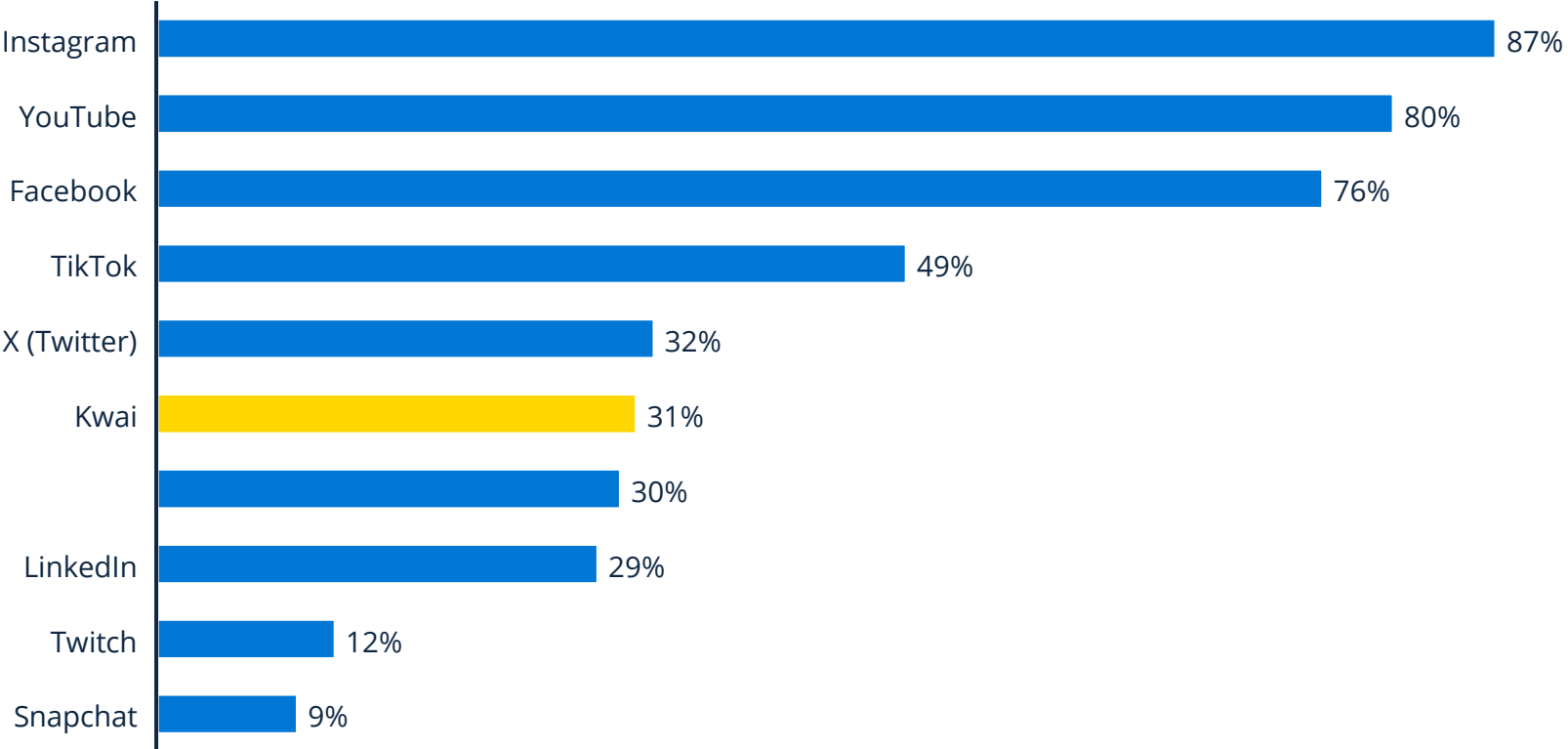
- Brand usage
- Key insights



Kwai is the sixth most used social network in Brazil with Instagram in first place

Management summary: brand usage and competition

Top 10 most used social networks in Brazil



4 Notes: "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.;" Multi Pick; Base: n=3,043 social media users

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

Kwai users in Brazil

Management summary: key insights

Demographic profile

The age distribution of Kwai users and social media users overall is fairly similar.

55% of Kwai users are female.

Consumers with a medium household income make up 34% of Kwai users.

Social media users in general and Kwai users specifically, live in similar type of communities.

Consumer lifestyle

Similar aspects of life are important to Kwai users and other social media users.

Kwai users are more interested in food and dining than other social media users.

Kwai users are more likely to have shopping as a hobby than other social media users.

Consumer attitudes

It stands out that 31% of Kwai users are excited about using the metaverse.

23% of Kwai users are innovators or early adopters of new products.

A relatively high share of Kwai users think that the environment is an issue that needs to be addressed.

Marketing touchpoints

91% of Kwai consumers are also active on Instagram.

Kwai users remember seeing ads on websites and apps of brands and products more often than other social media users.

CHAPTER 02

Demographic profile

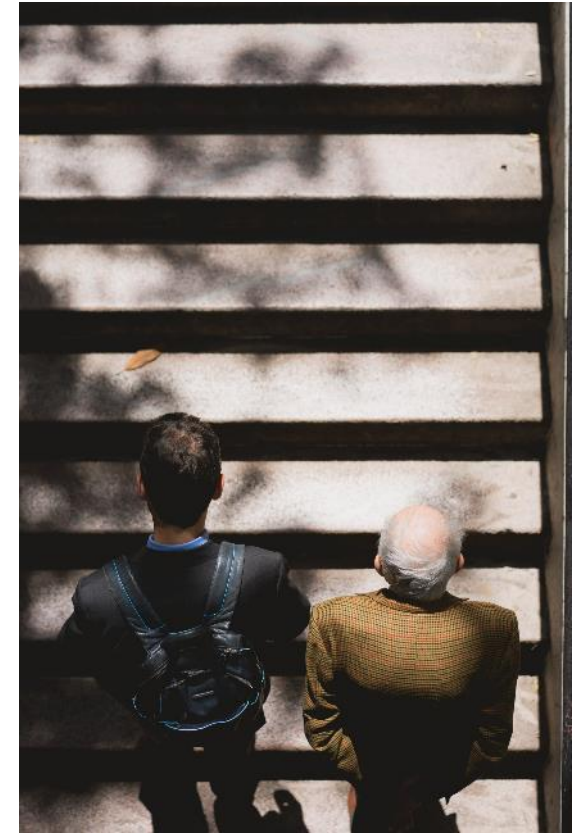
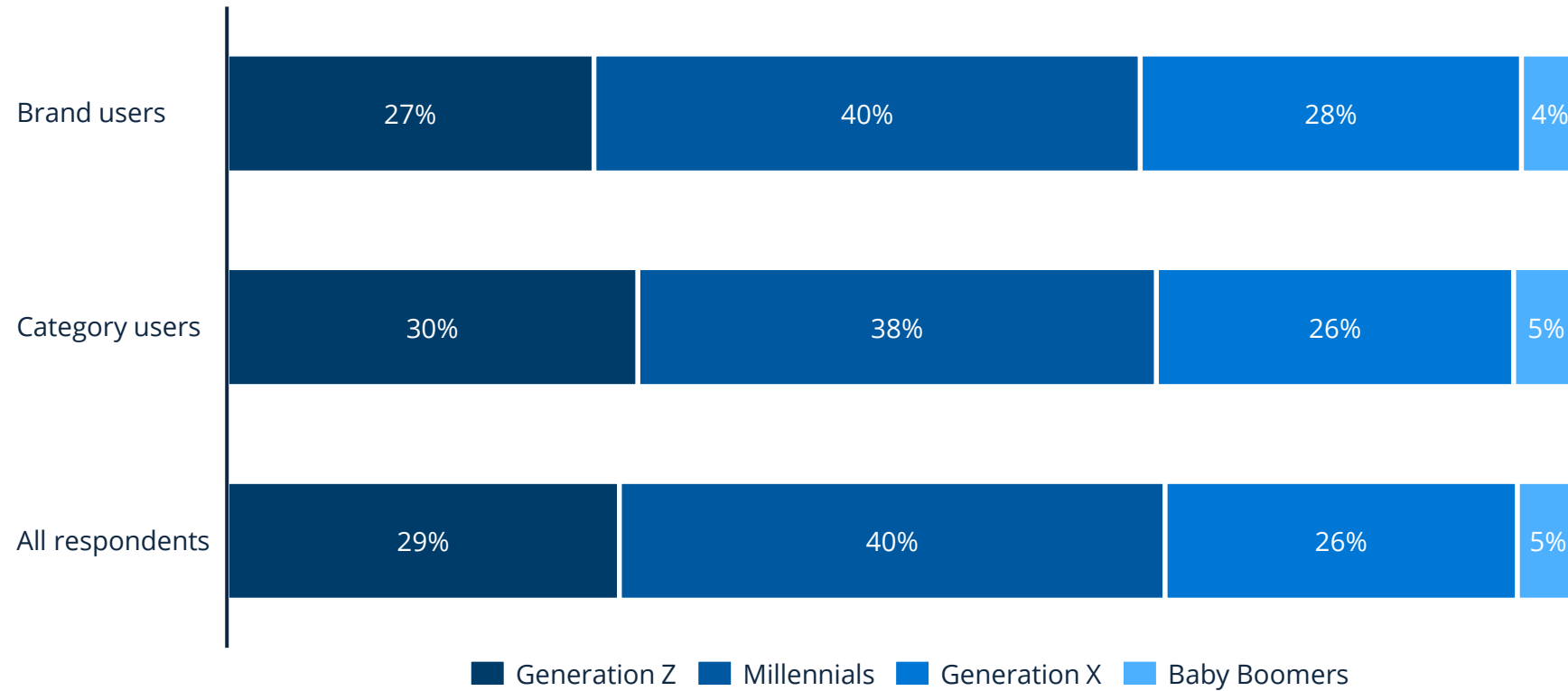
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Kwai users and social media users overall is fairly similar

Demographic profile: generations

Age of consumers in Brazil



7 **Notes:** "How old are you?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents

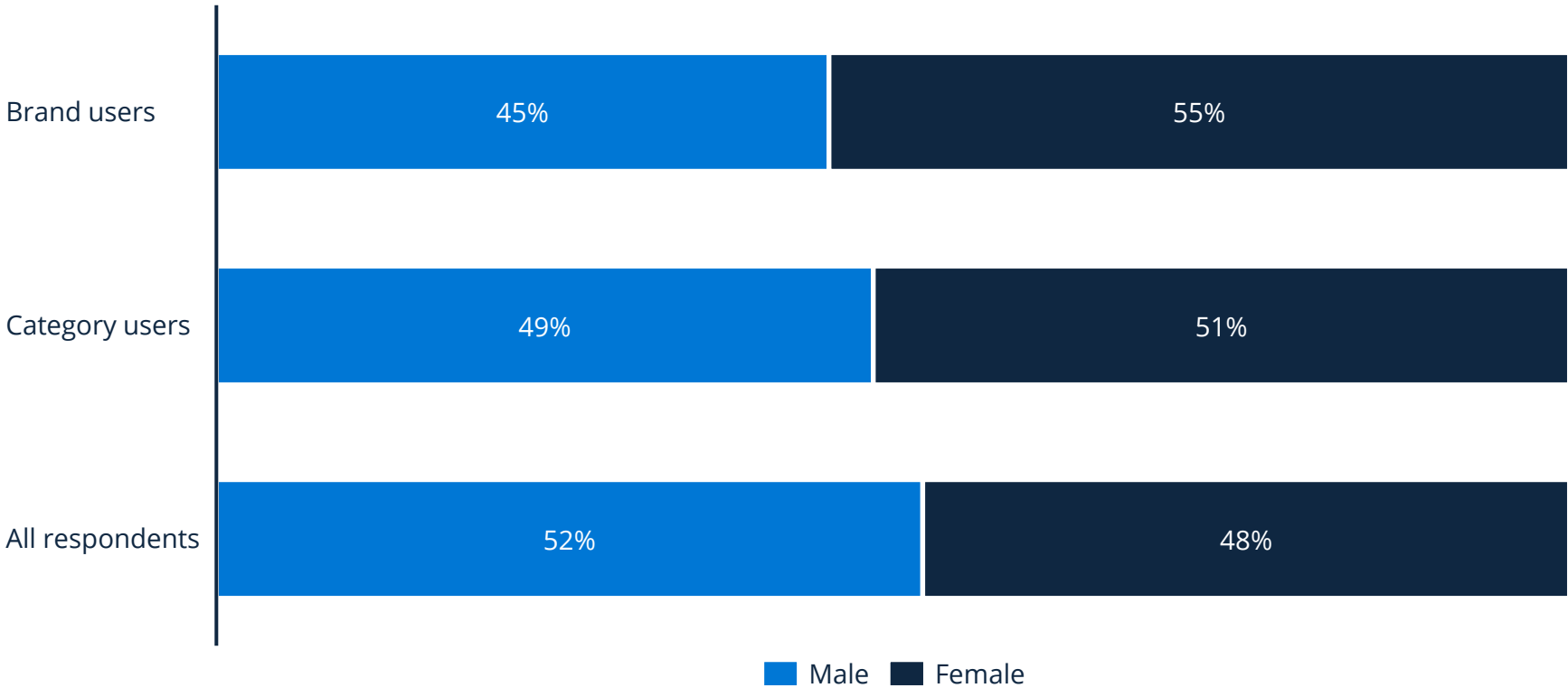
Sources: [Consumer Insights Global](#) as of June 2024

55% of Kwai users are female

Demographic profile: gender



Gender of consumers in Brazil

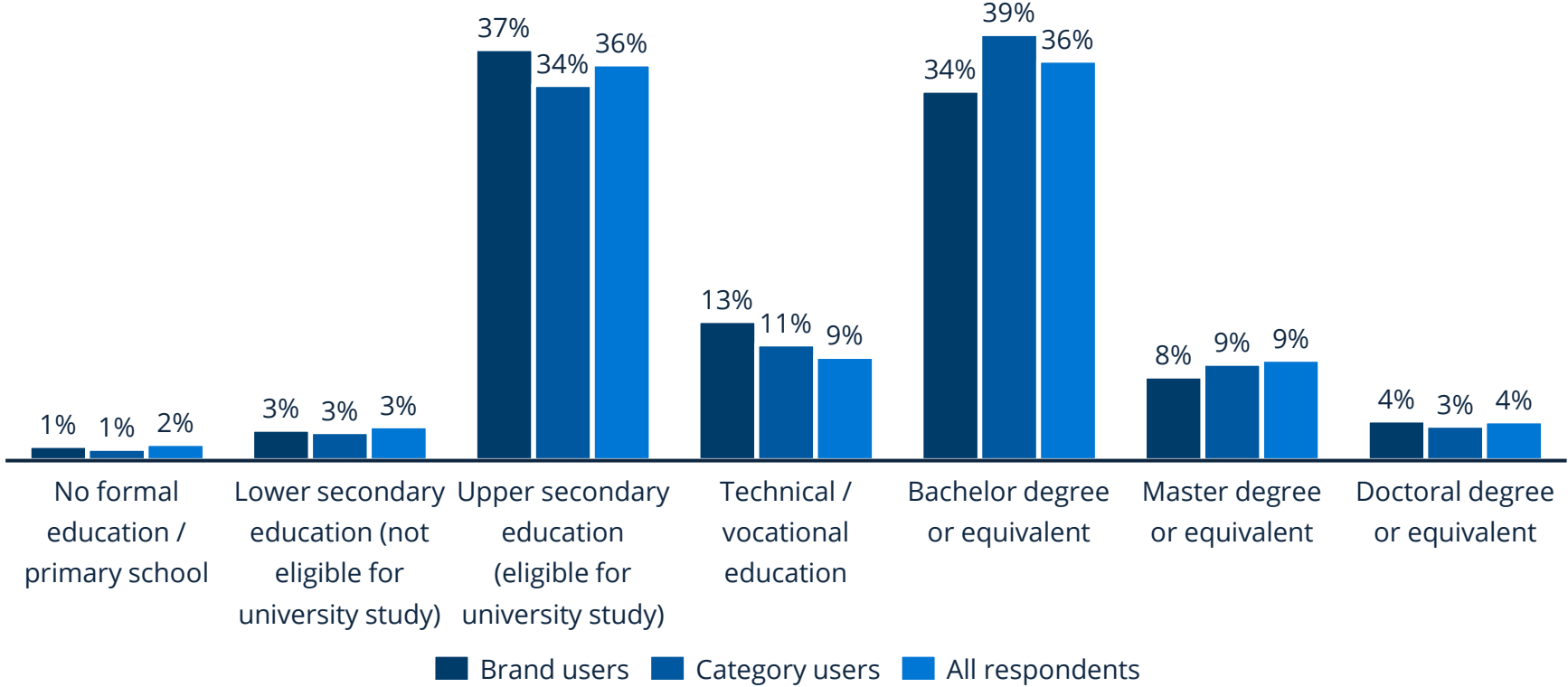


8 Notes: "What is your gender?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

37% of Kwai users have an upper secondary education with the permission to go to university

Demographic profile: education

Consumer's level of education in Brazil



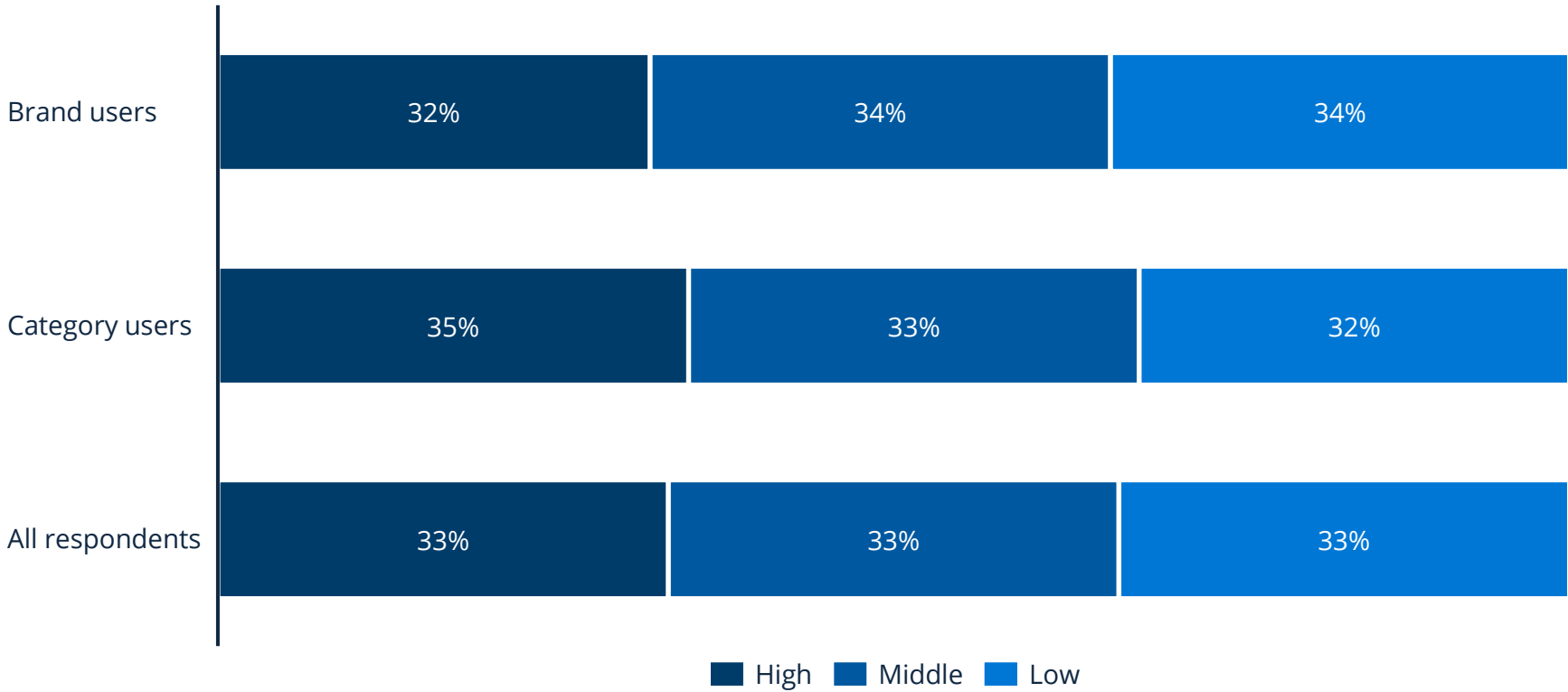
9 | Notes: "What is the highest level of education you have completed?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Consumers with a medium household income make up 34% of Kwai users

Demographic profile: income



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

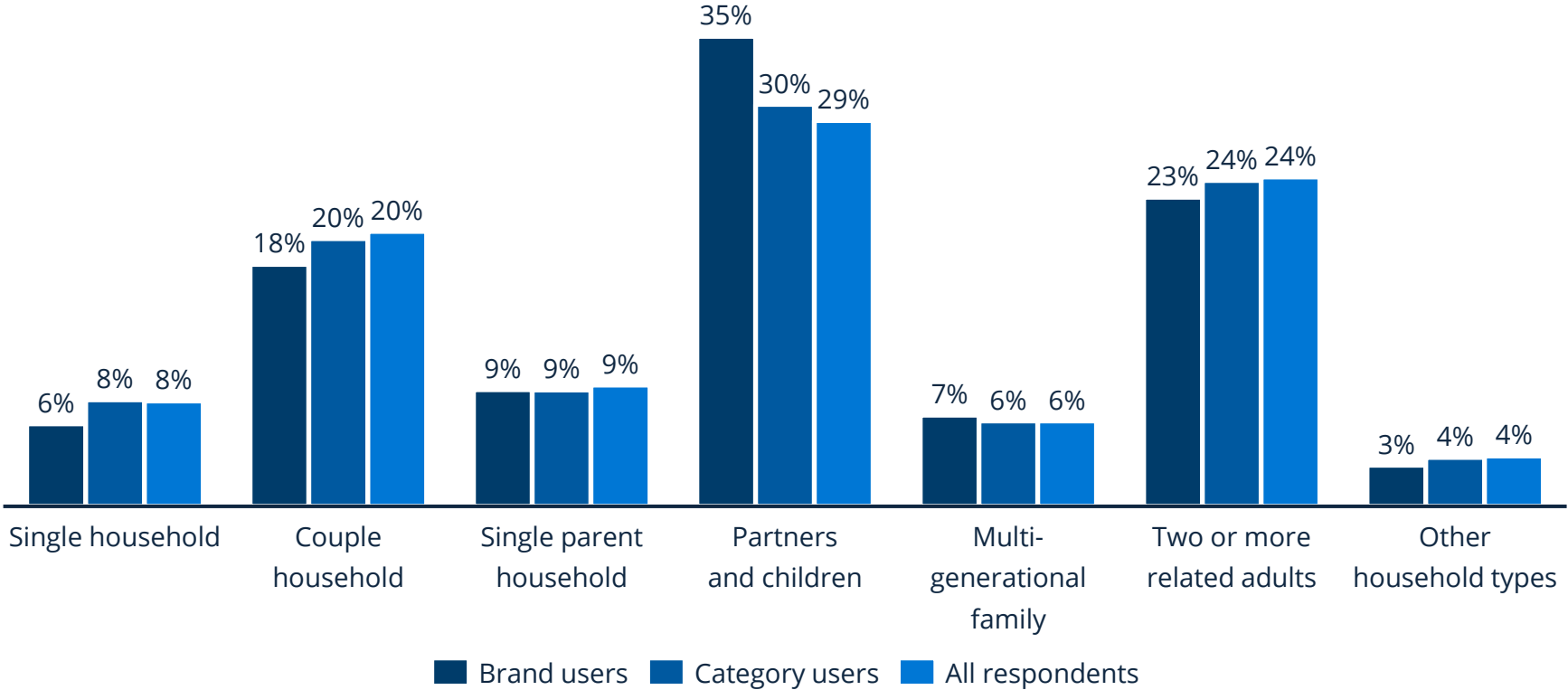


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other social media users, Kwai users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Brazil live



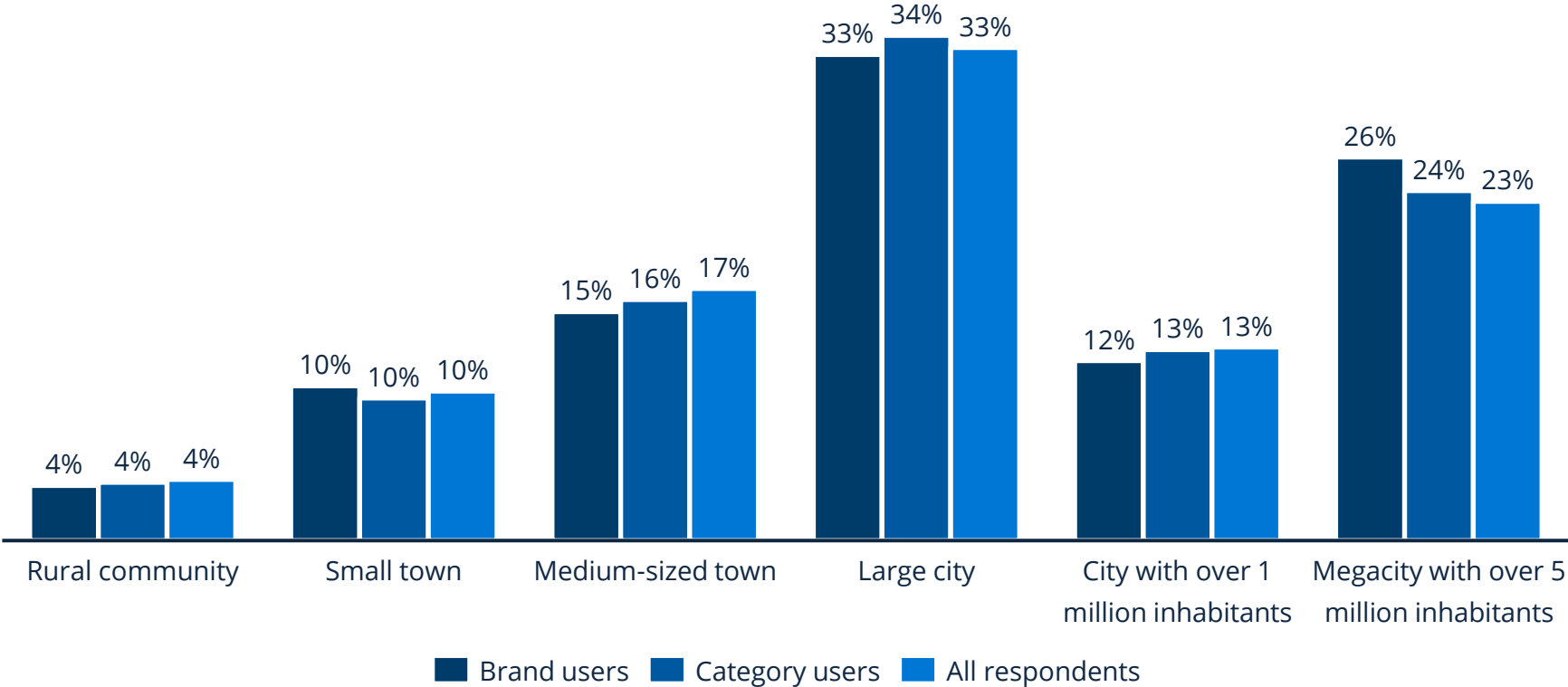
11 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Social media users in general and Kwai users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Brazil

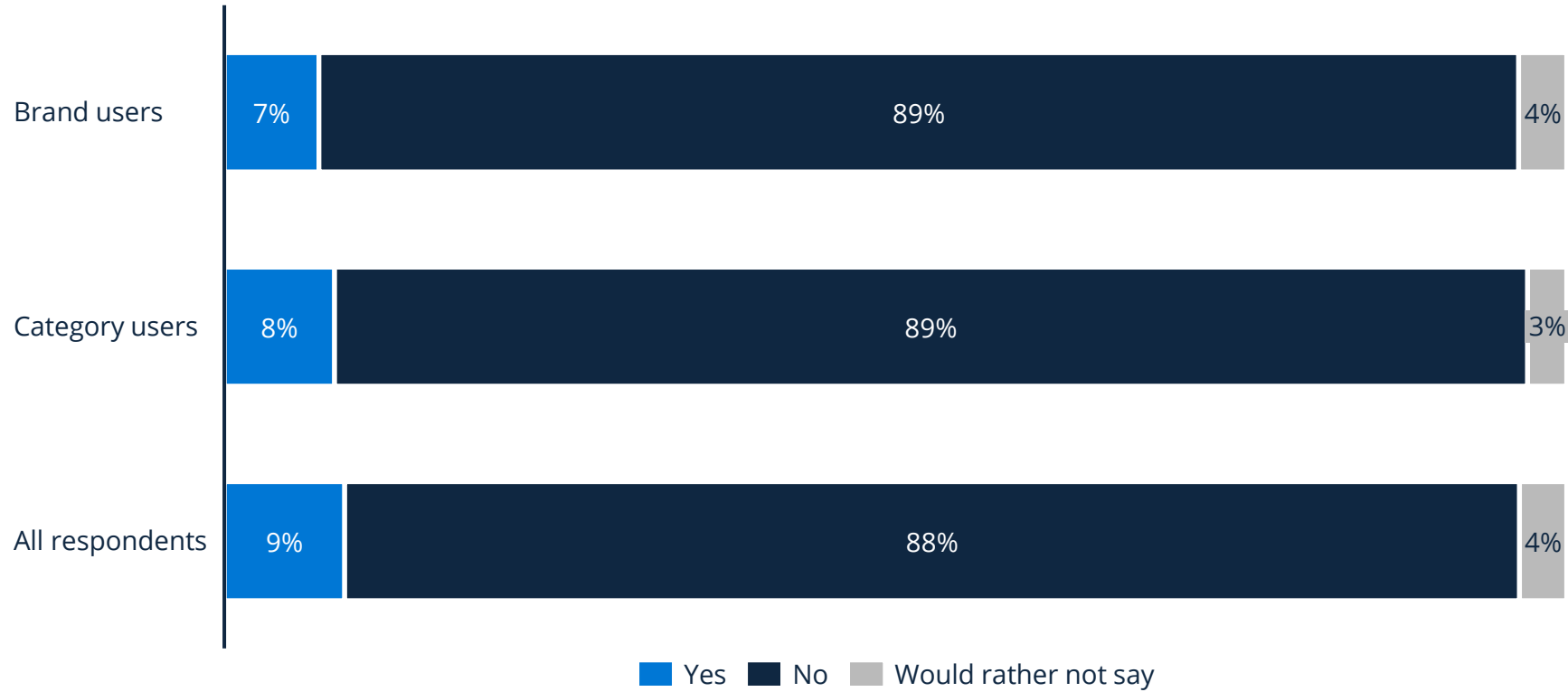


12 Notes: "In what type of community do you live?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

7% of Kwai users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Brazil



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=950 Kwai users, n=3,043 social media users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

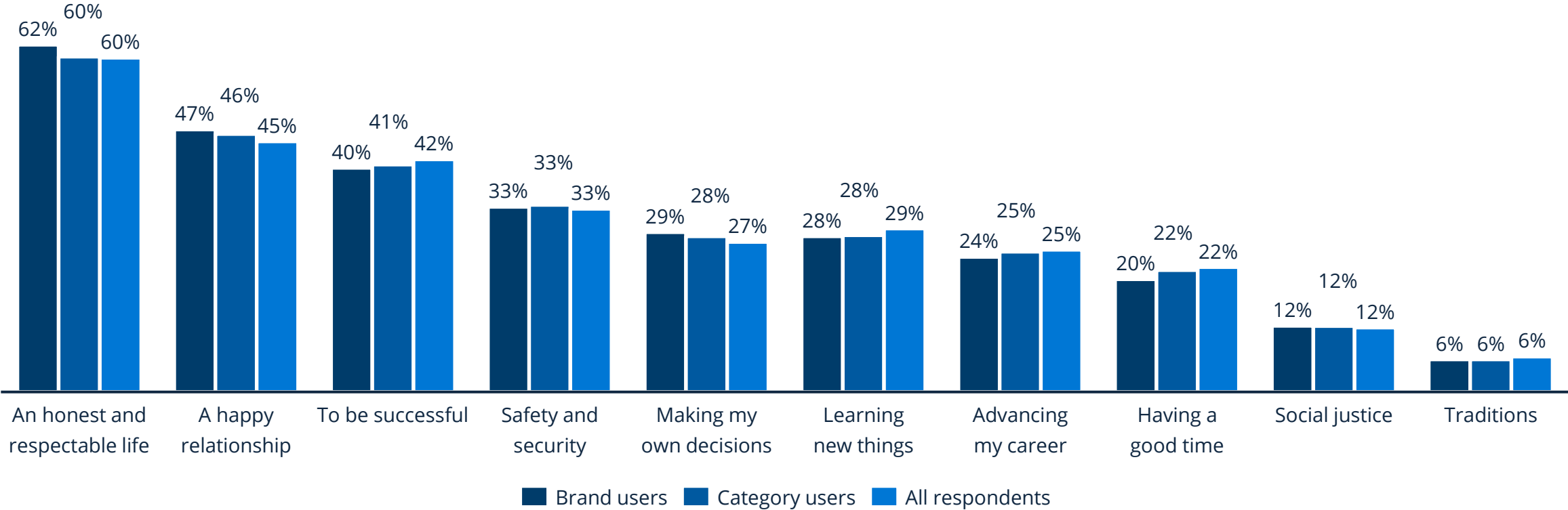
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Similar aspects of life are important to Kwai users and other social media users

Consumer lifestyle: life values

Most important aspects of life for consumers in Brazil



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