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CONSUMERS & BRANDS

Washing machines: Indesit owners in Poland

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 Indesit owners in Poland: 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 Indesit owners in Poland (“brand users”) against Polish washing machine owners in general (“category users”), and the overall Polish 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 Poland)
- 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

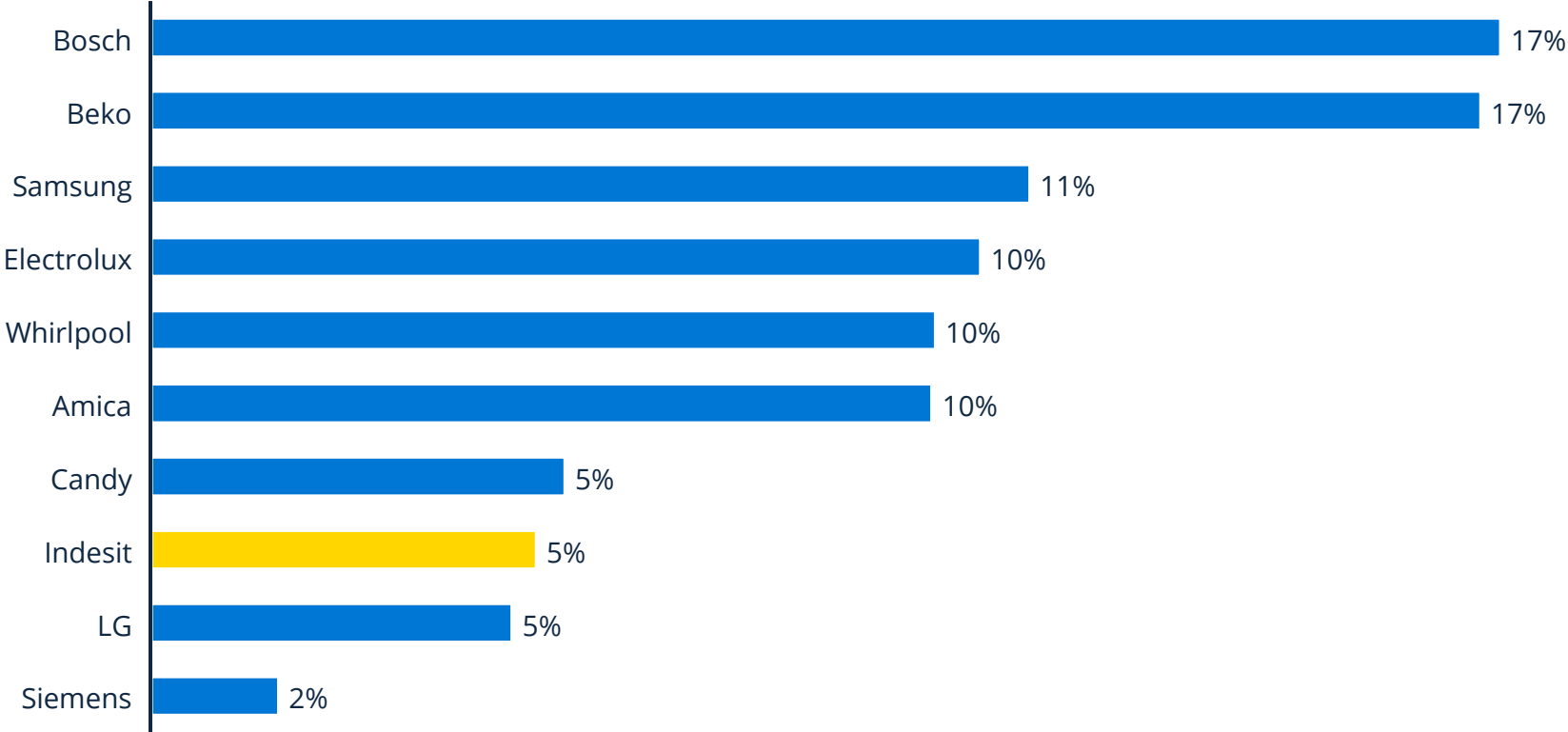
- Brand usage
- Key insights



Indesit is the eighth most owned washing machine brand in Poland with Bosch in first place

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Poland



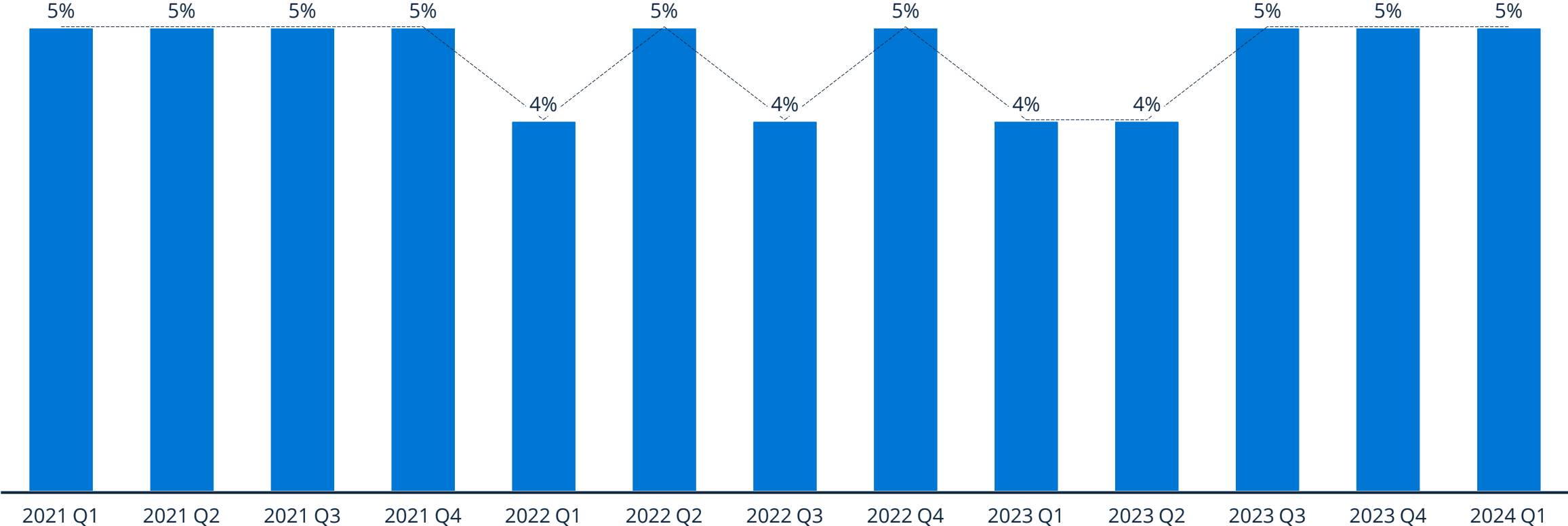
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,921 washing machine owners

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

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

Management summary: brand usage timeline

Timeline of washing machine owners owning Indesit



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=79 - 105 Indesit owners, n=1914 - 1999 washing machine owners

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

Indesit owners in Poland

Management summary: key insights

Demographic profile

Indesit is more popular among Generation X than other washing machine brands.

53% of Indesit owners are female.

Indesit has a smaller share of owners with a high income than other washing machine brands.

Indesit owners are more likely to live in large cities than washing machine owners in general.

Consumer lifestyle

Traditions, safety, and security are relatively important to Indesit owners.

Politics, society and current world events are relatively prevalent interests of Indesit owners.

Shopping is a relatively popular hobby among Indesit owners.

Consumer attitudes

It stands out that only 25% of Indesit owners buy new electronics, even when their old model still works.

51% of Indesit owners are in the early majority of innovation adopter types.

A relatively high share of Indesit owners think that health & social security are issues that need to be addressed.

Marketing touchpoints

YouTube is more popular among Indesit owners than the average washing machine owner.

Indesit owners remember seeing ads on search engines more often than other washing machine owners.

CHAPTER 02

Demographic profile

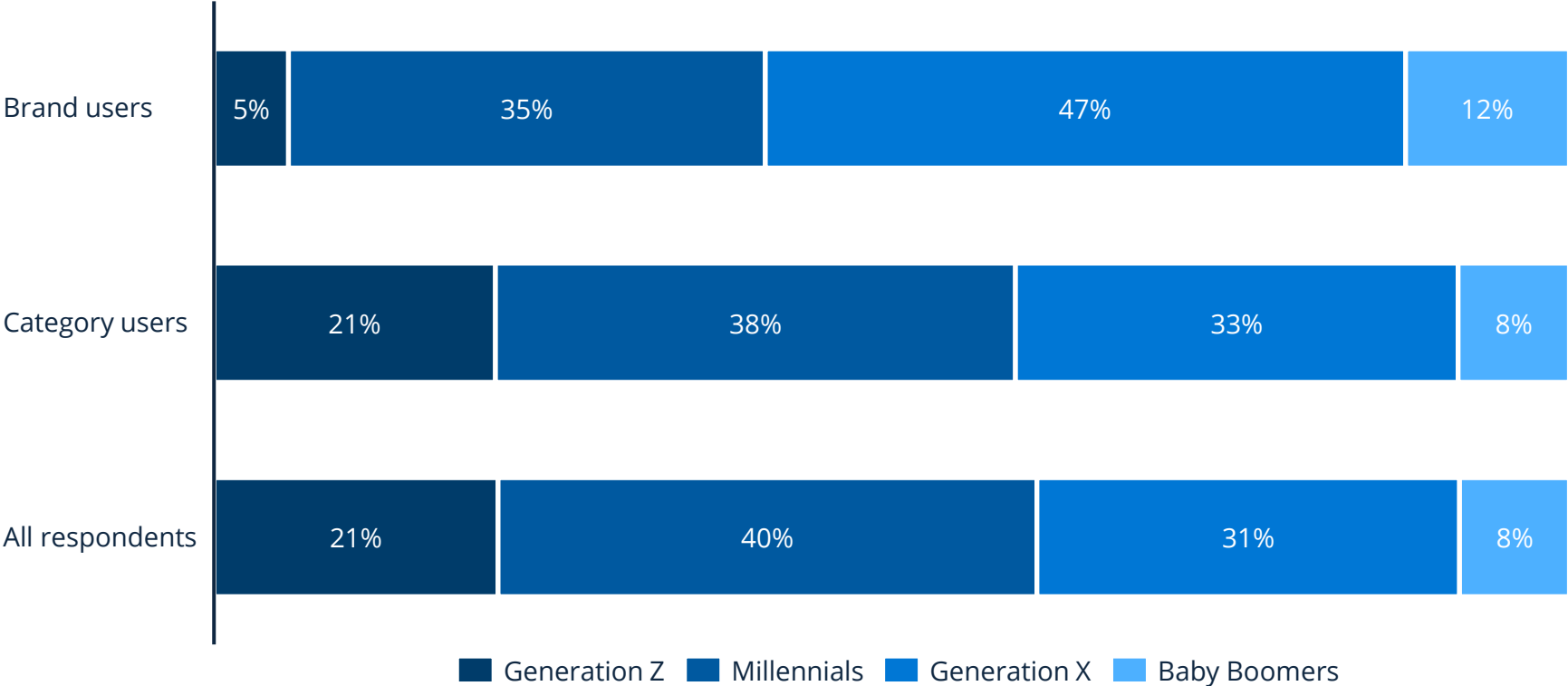
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Indesit is more popular among Generation X than other washing machine brands

Demographic profile: generations

Age of consumers in Poland



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=91 Indesit owners, n=1,921 washing machine owners, n=12,189 all respondents

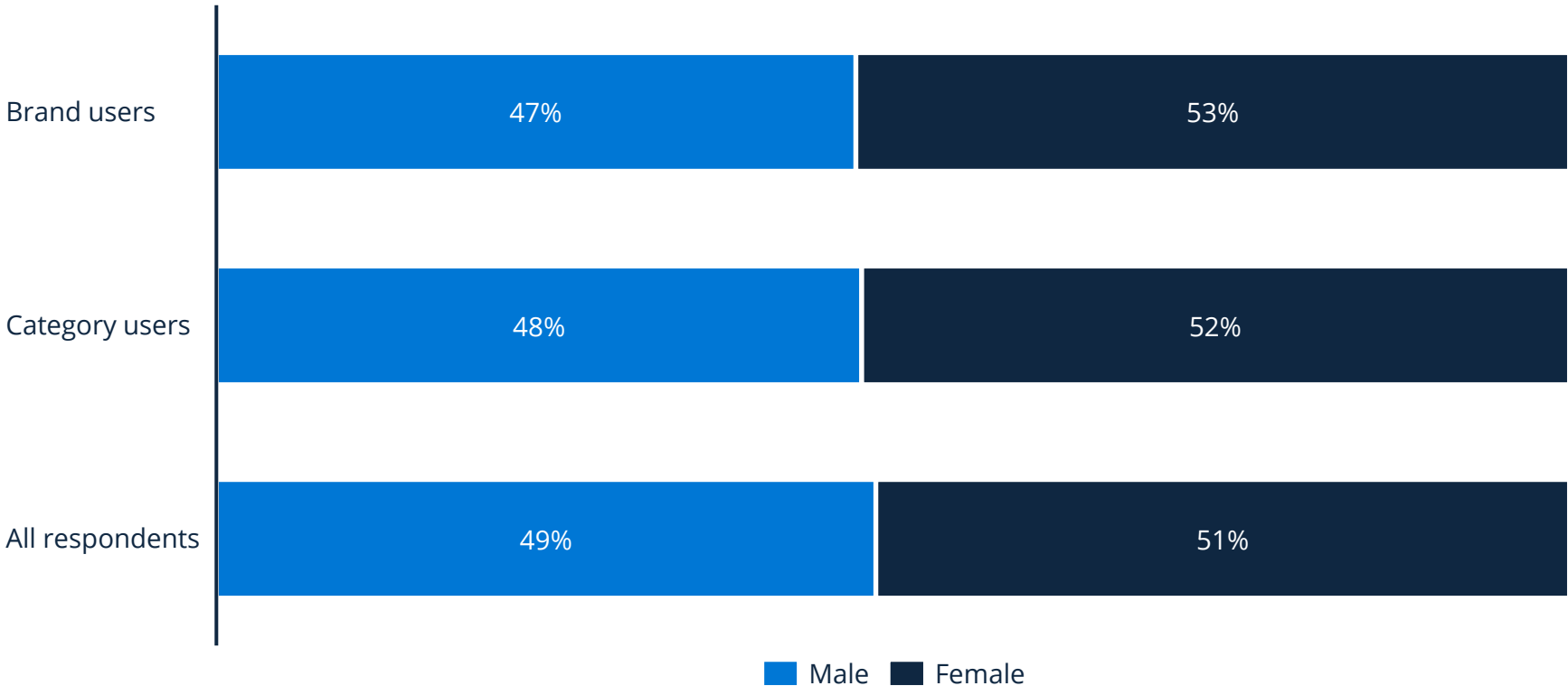
Sources: [Consumer Insights Global](#) as of June 2024

53% of Indesit owners are female

Demographic profile: gender



Gender of consumers in Poland



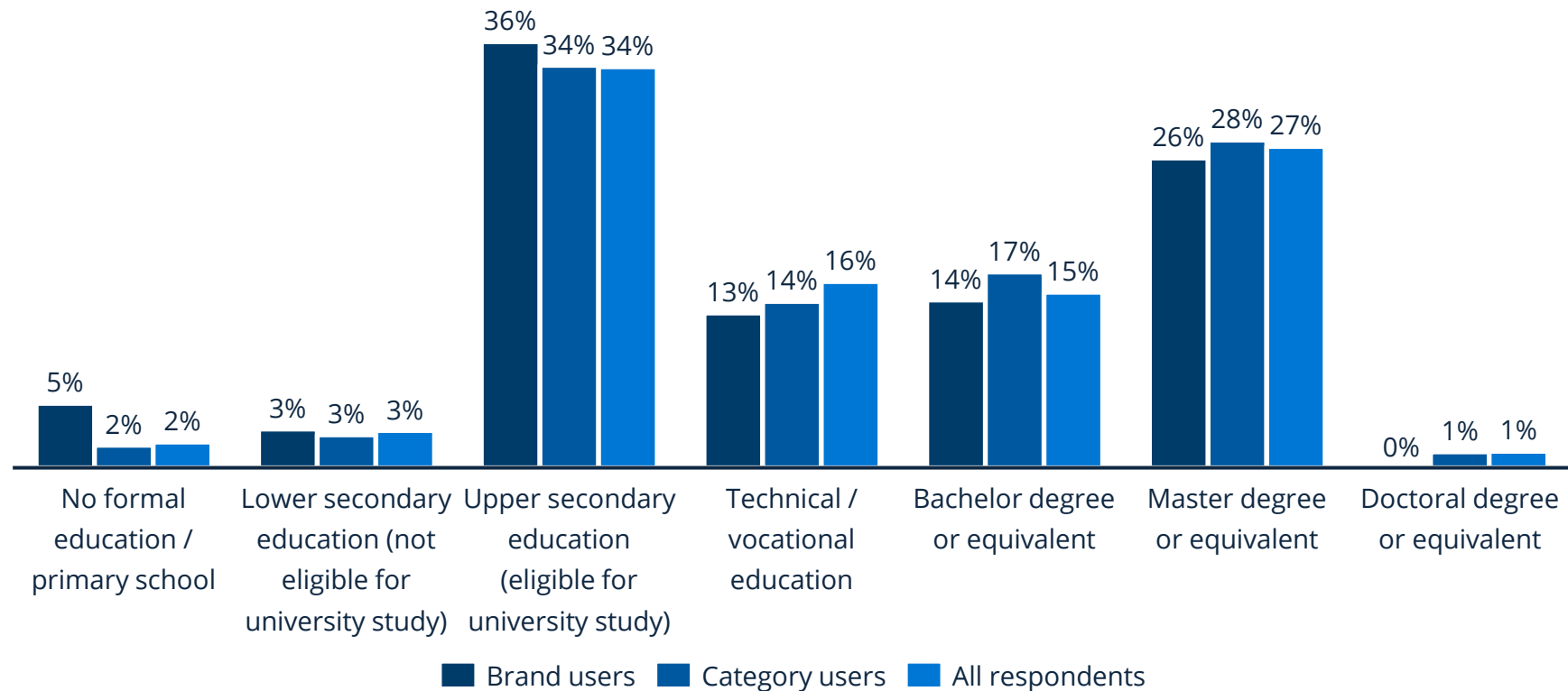
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=91 Indesit owners, n=1,921 washing machine owners, n=12,189 all respondents

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

The education level of Indesit owners and washing machine owners are similar

Demographic profile: education

Consumer's level of education in Poland

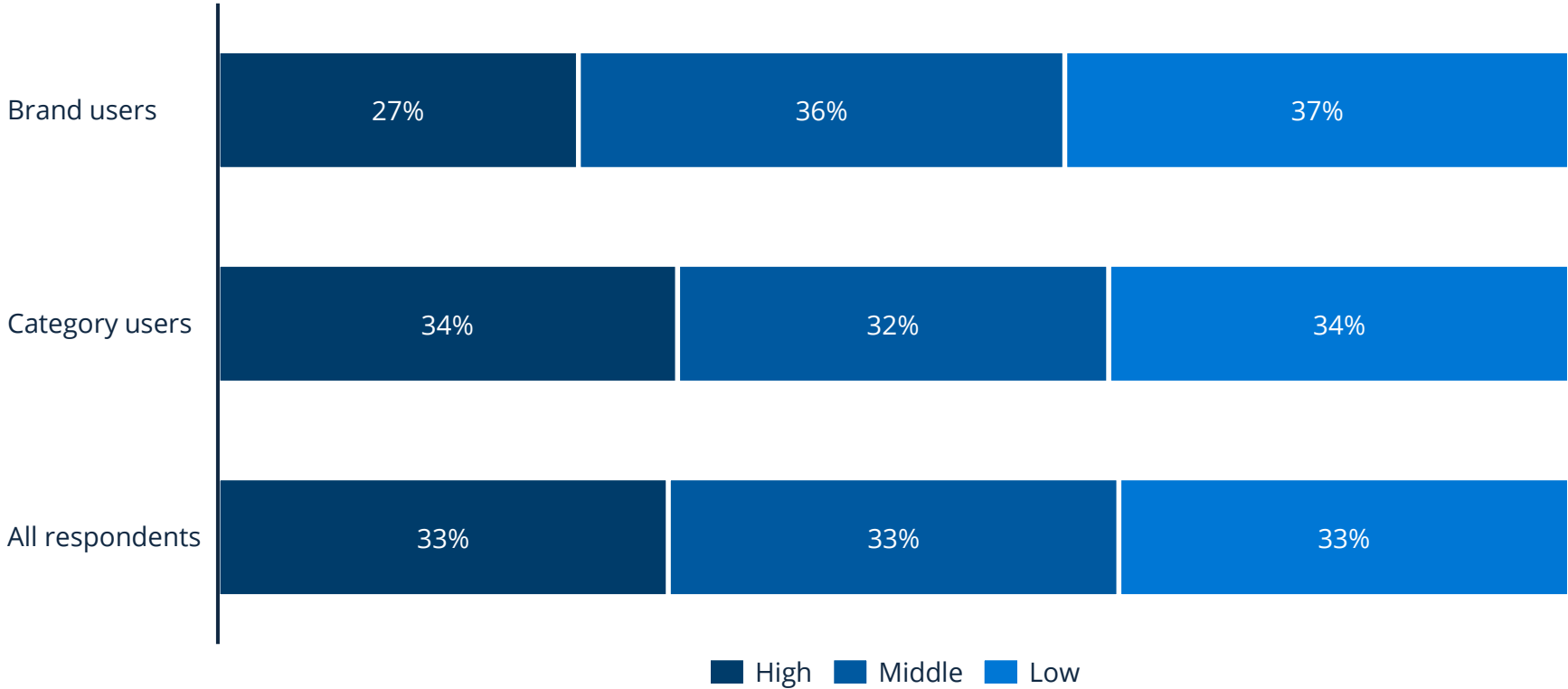


Indesit has a smaller share of owners with a high income than other washing machine brands

Demographic profile: income



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

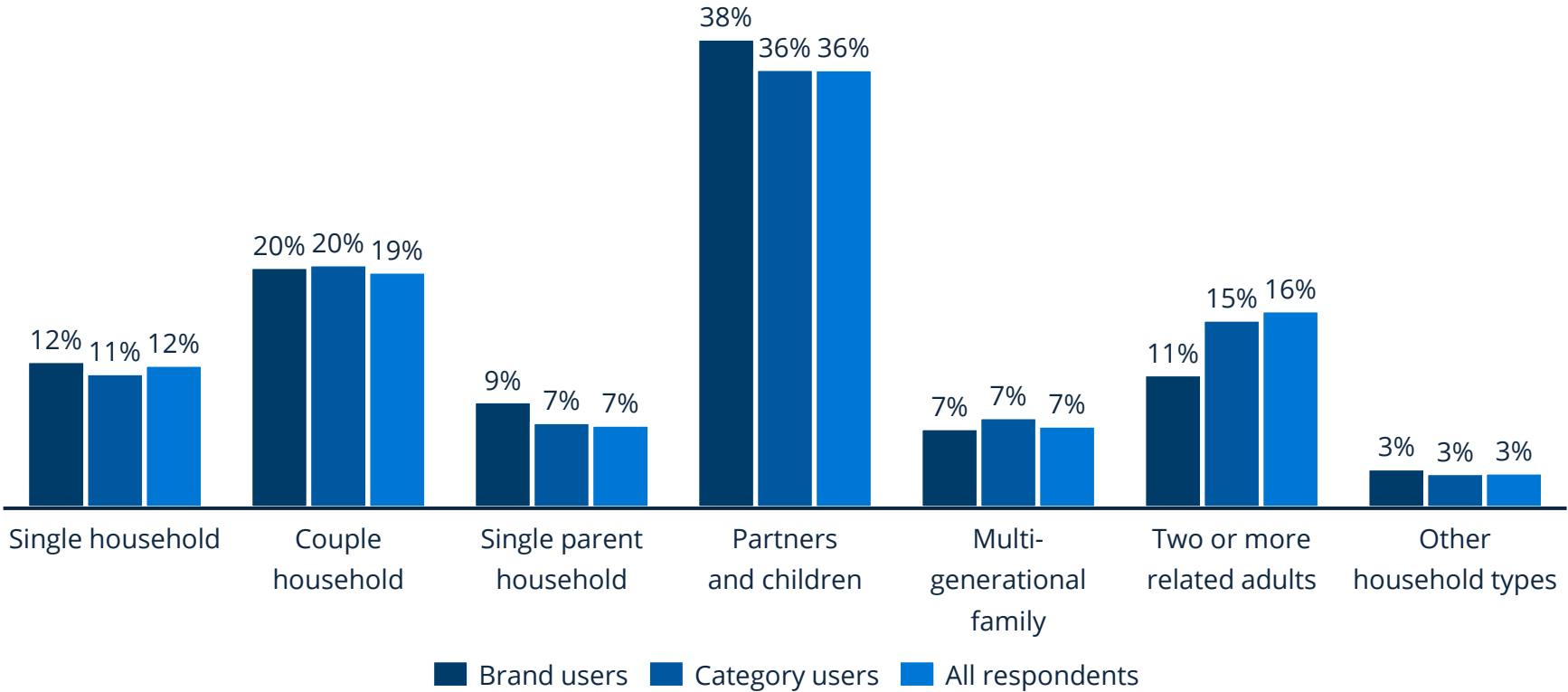


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=91 Indesit owners, n=1,921 washing machine owners, n=12,189 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

38% of Indesit owners live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Poland live



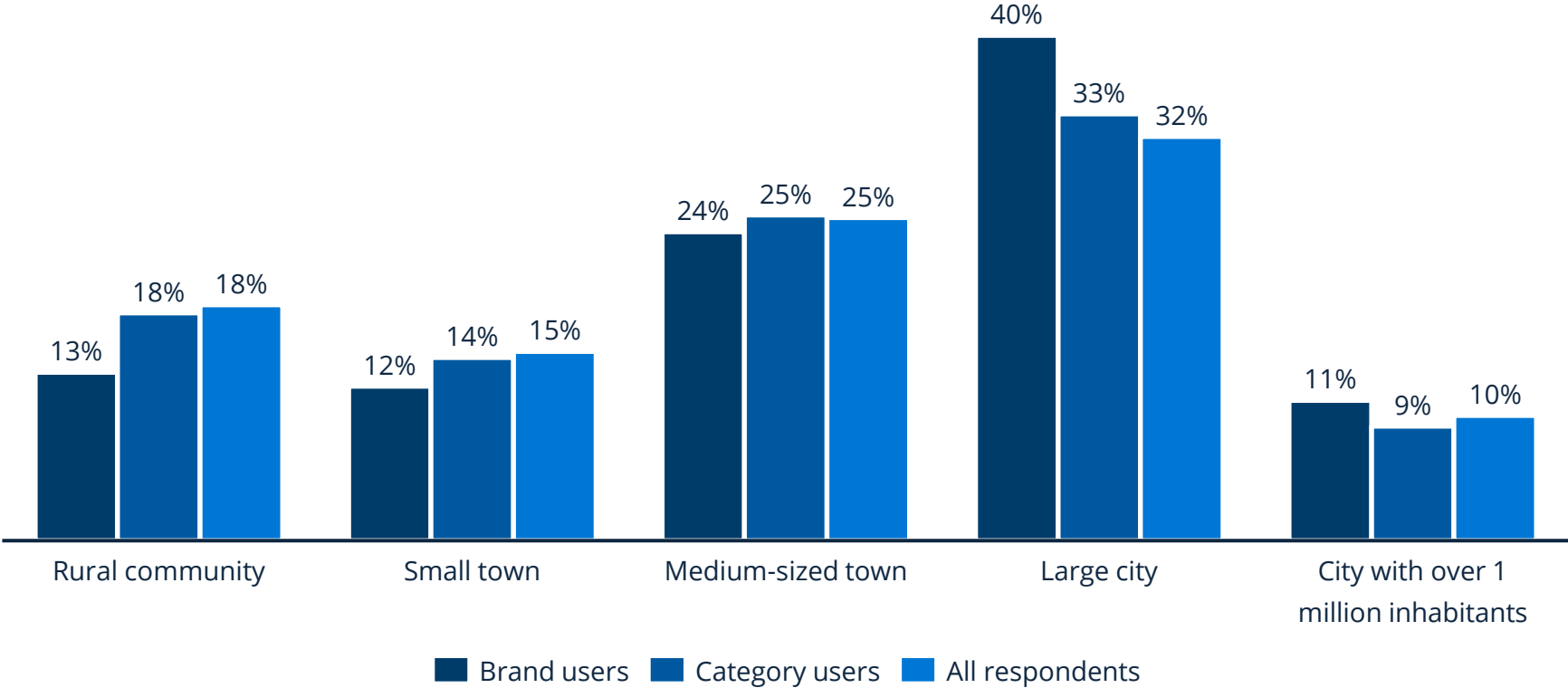
12 | Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=91 Indesit owners, n=1,921 washing machine owners, n=12,189 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Indesit owners are more likely to live in large cities than washing machine owners in general

Demographic profile: type of community



Communities where consumers live in Poland



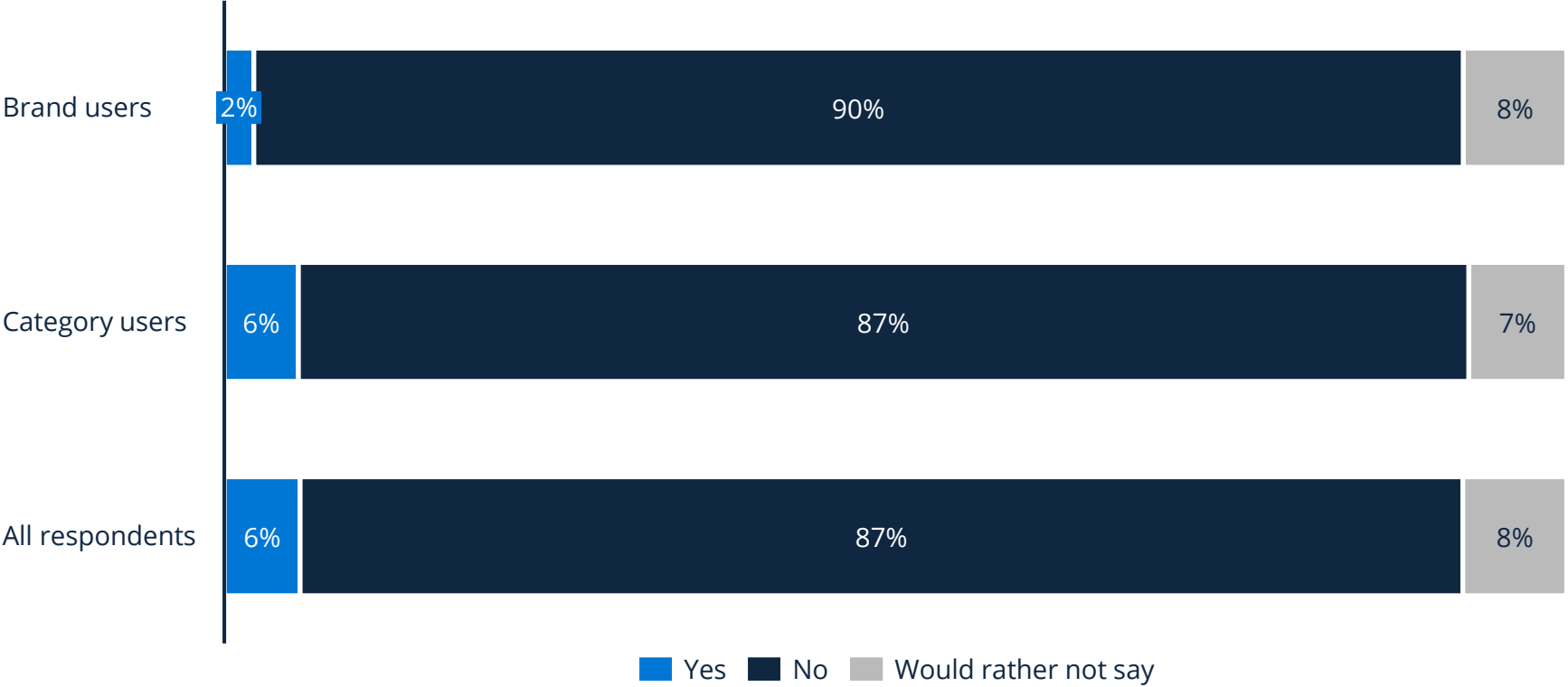
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=91 Indesit owners, n=1,921 washing machine owners, n=12,189 all respondents

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

2% of Indesit owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Poland



CHAPTER 03

Consumer lifestyle

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



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