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CONSUMERS & BRANDS

Washing machines: Easy owners in Mexico

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 Easy owners in Mexico: 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 Easy owners in Mexico ("brand users") against Mexican washing machine owners in general ("category users"), and the overall Mexican 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 Mexico)
- 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

CHAPTER 01

Management summary

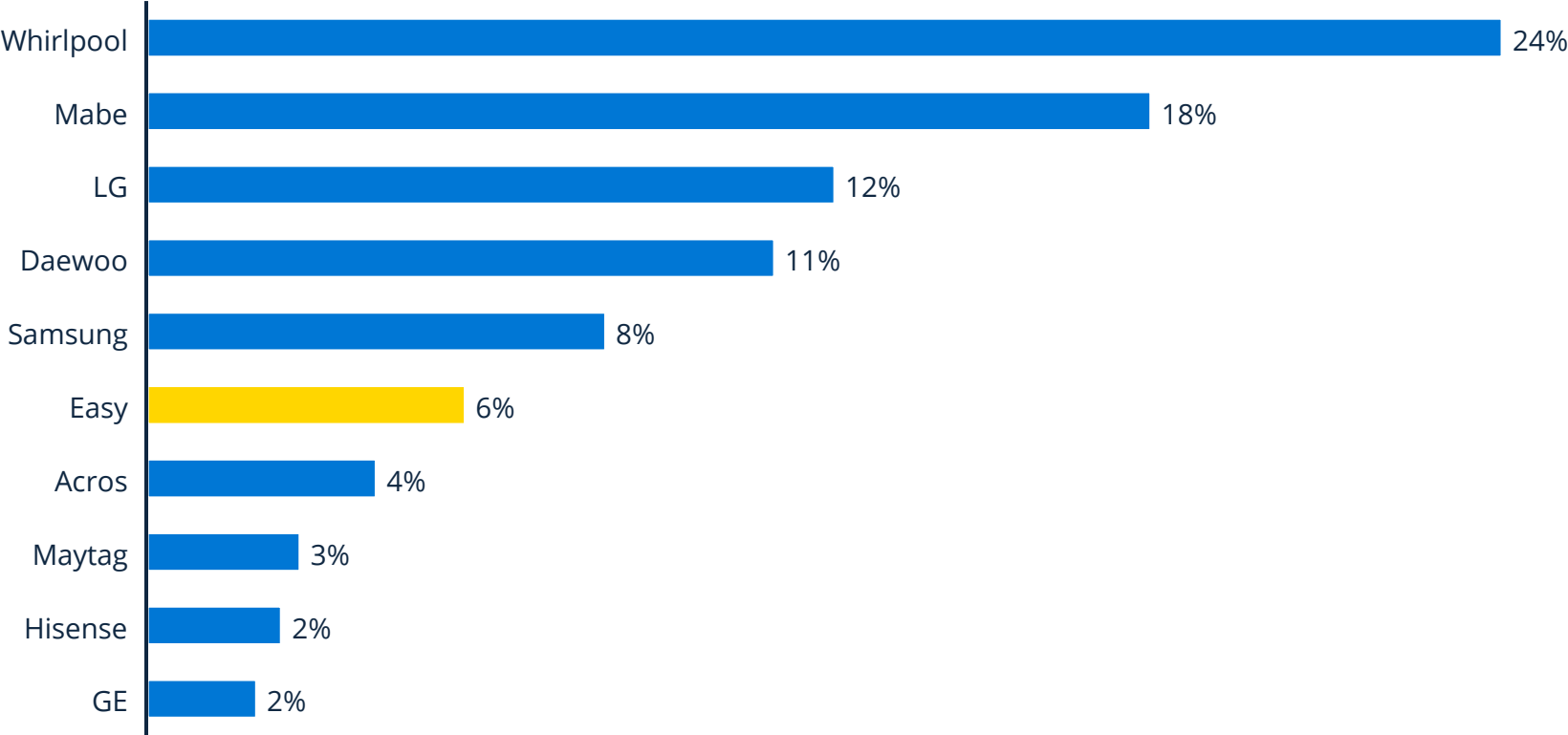
- Brand usage
- Key insights



Easy is the sixth most owned washing machine brand in Mexico with Whirlpool in first place

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Mexico



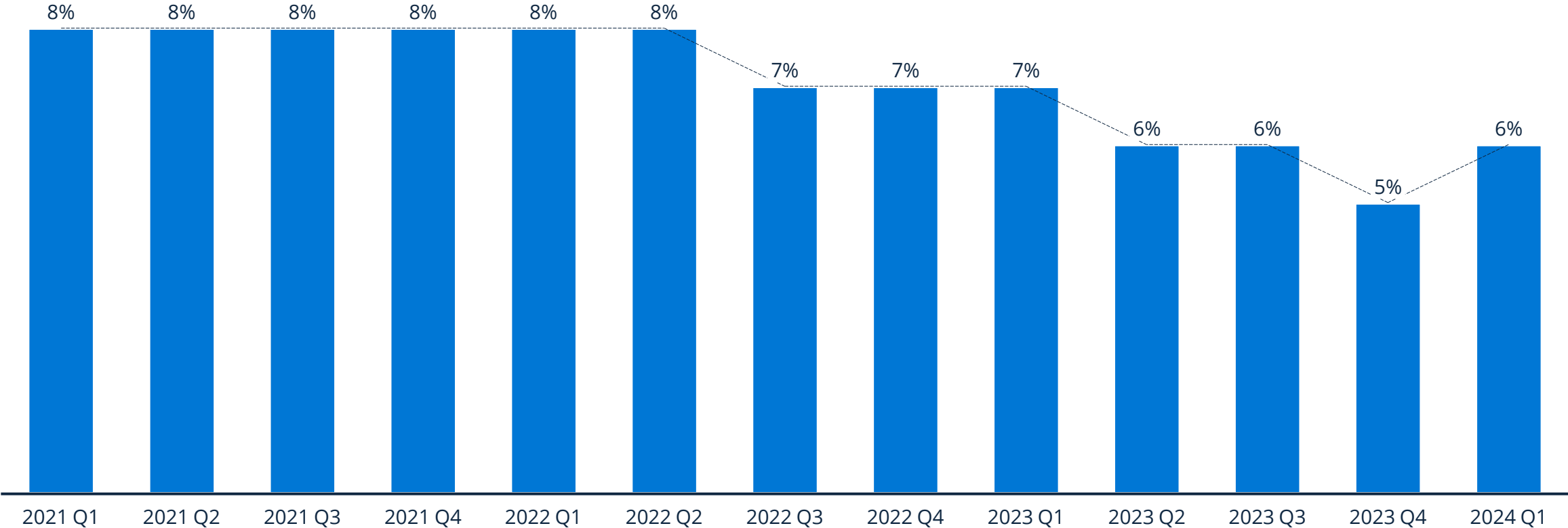
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,784 washing machine owners

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

The share of washing machine owners owning Easy declined by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Easy



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=98 - 154 Easy owners, n=1784 - 1883 washing machine owners

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

Easy owners in Mexico

Management summary: key insights

Demographic profile

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

Easy is more popular among female washing machine owners than male washing machine owners.

Easy owners have a similar income distribution as washing machine owners in general.

Easy owners are more likely to live in megacities than washing machine owners in general.

Consumer lifestyle

Tradition is more important to Easy owners than to other washing machine owners.

Food and dining are relatively prevalent interests of Easy owners.

Shopping is a relatively popular hobby among Easy owners.

Consumer attitudes

It stands out that only 34% of Easy owners could not live without their smartphone.

51% of Easy owners are laggards or in the late majority of innovation adoption.

63% of Easy owners think that crime is an issue that needs to be addressed.

Marketing touchpoints

Kwai is more popular among Easy owners than the average washing machine owner.

Easy owners remember hearing ads on music portals and streaming services less often than other washing machine owners.

CHAPTER 02

Demographic profile

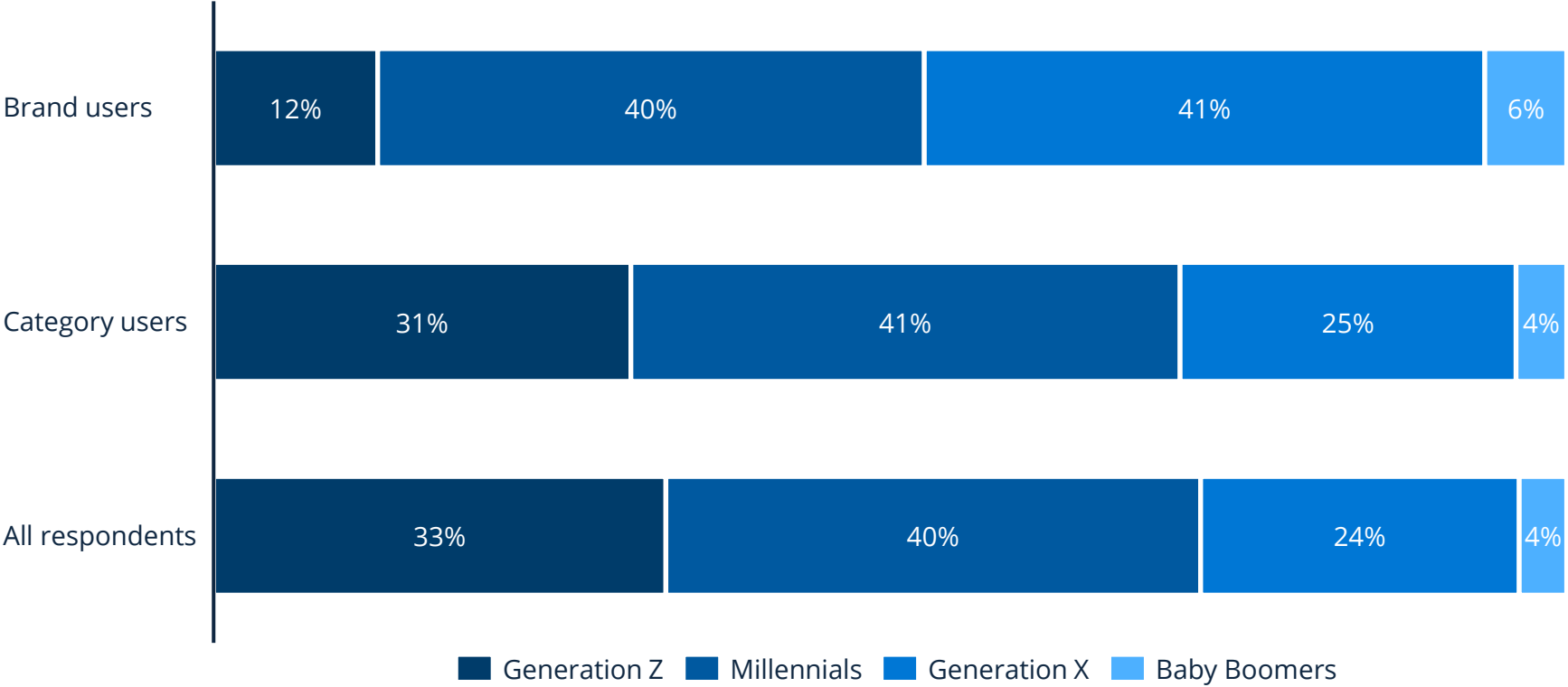
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



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

Demographic profile: generations

Age of consumers in Mexico



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=99 Easy owners, n=1,784 washing machine owners, n=12,166 all respondents

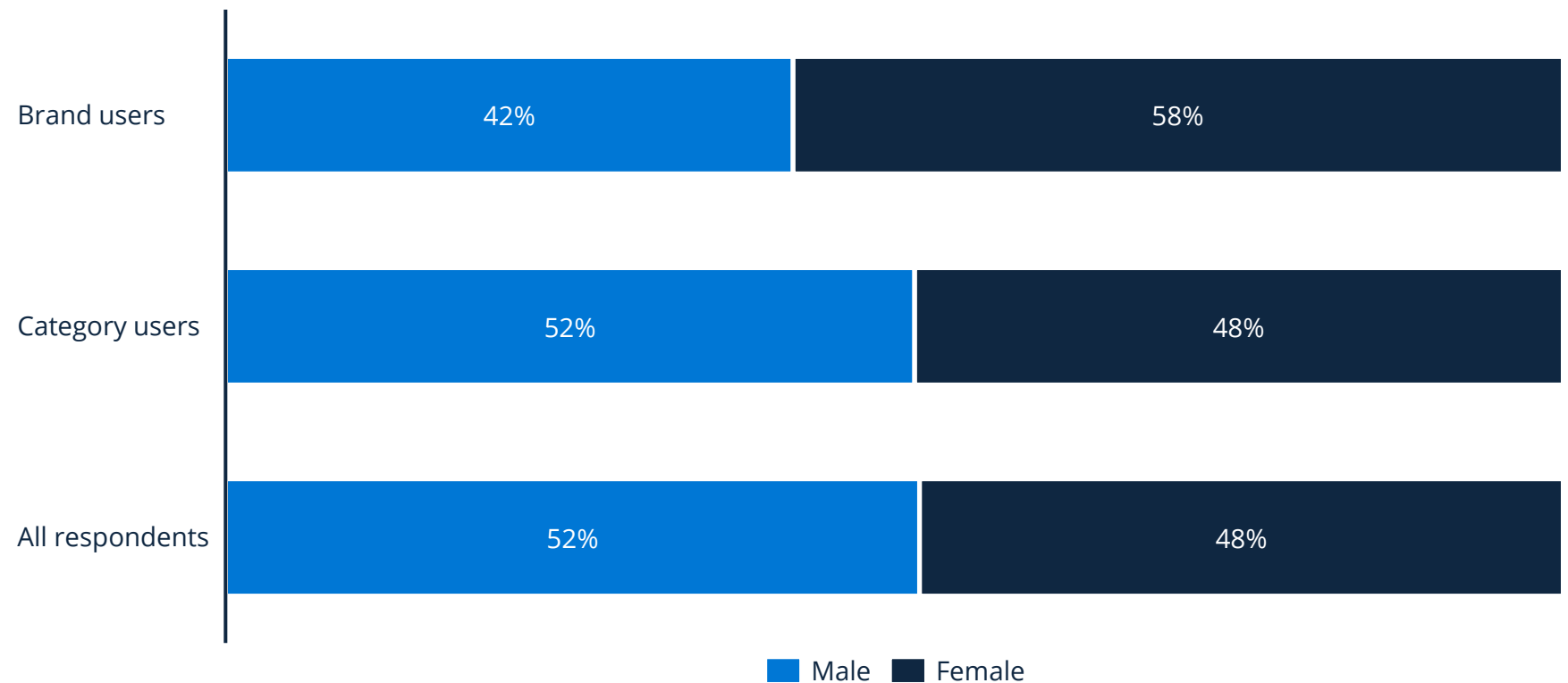
Sources: [Consumer Insights Global](#) as of June 2024

Easy is more popular among female washing machine owners than male washing machine owners

Demographic profile: gender



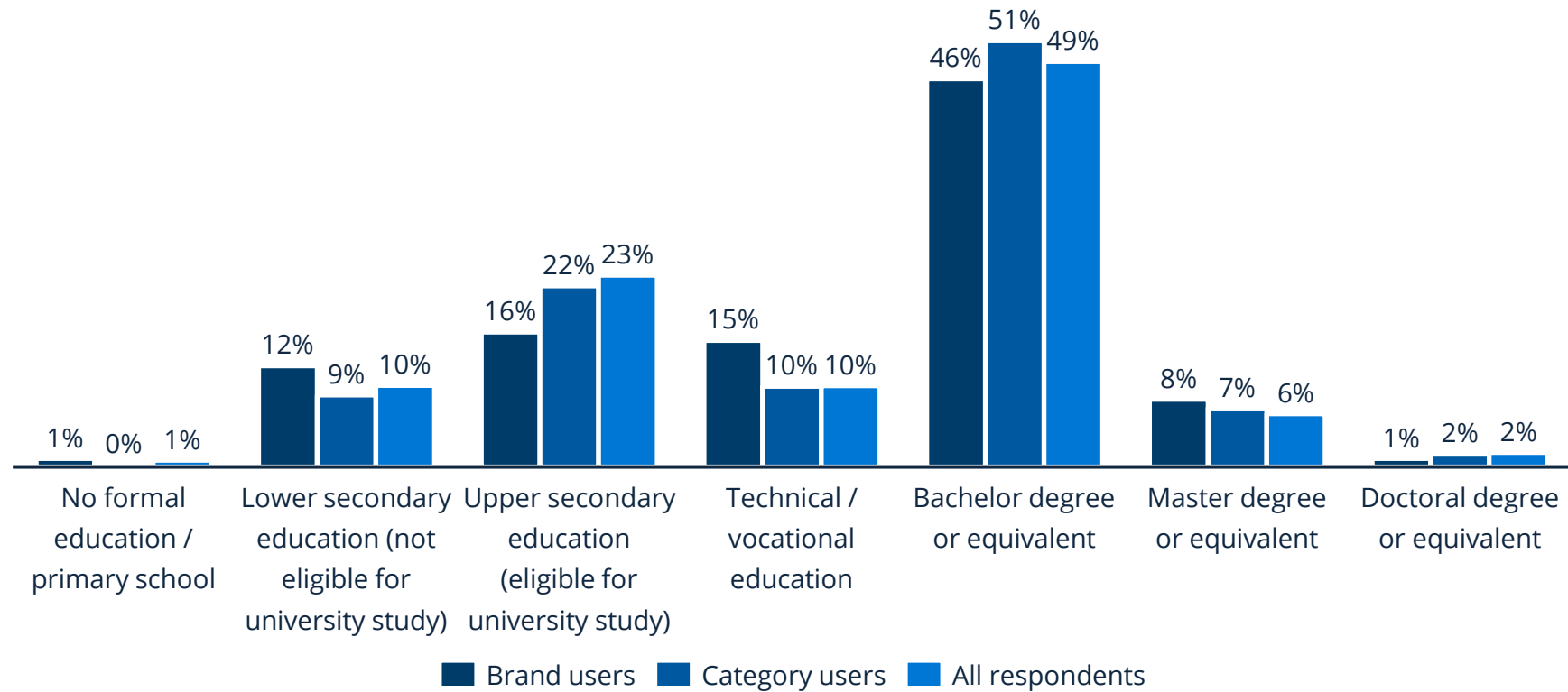
Gender of consumers in Mexico



15% of Easy owners have a technical or vocational education

Demographic profile: education

Consumer's level of education in Mexico

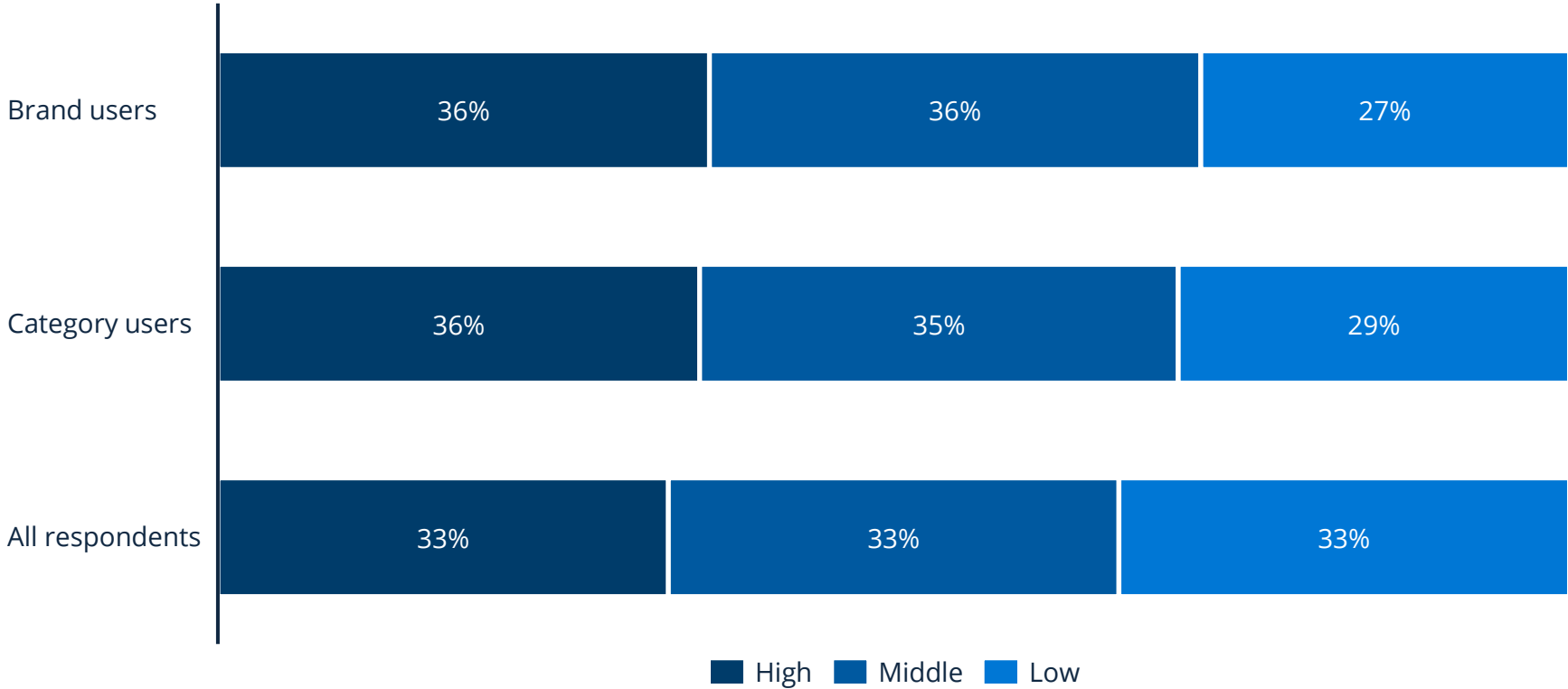


Easy owners have a similar income distribution as washing machine owners in general

Demographic profile: income



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

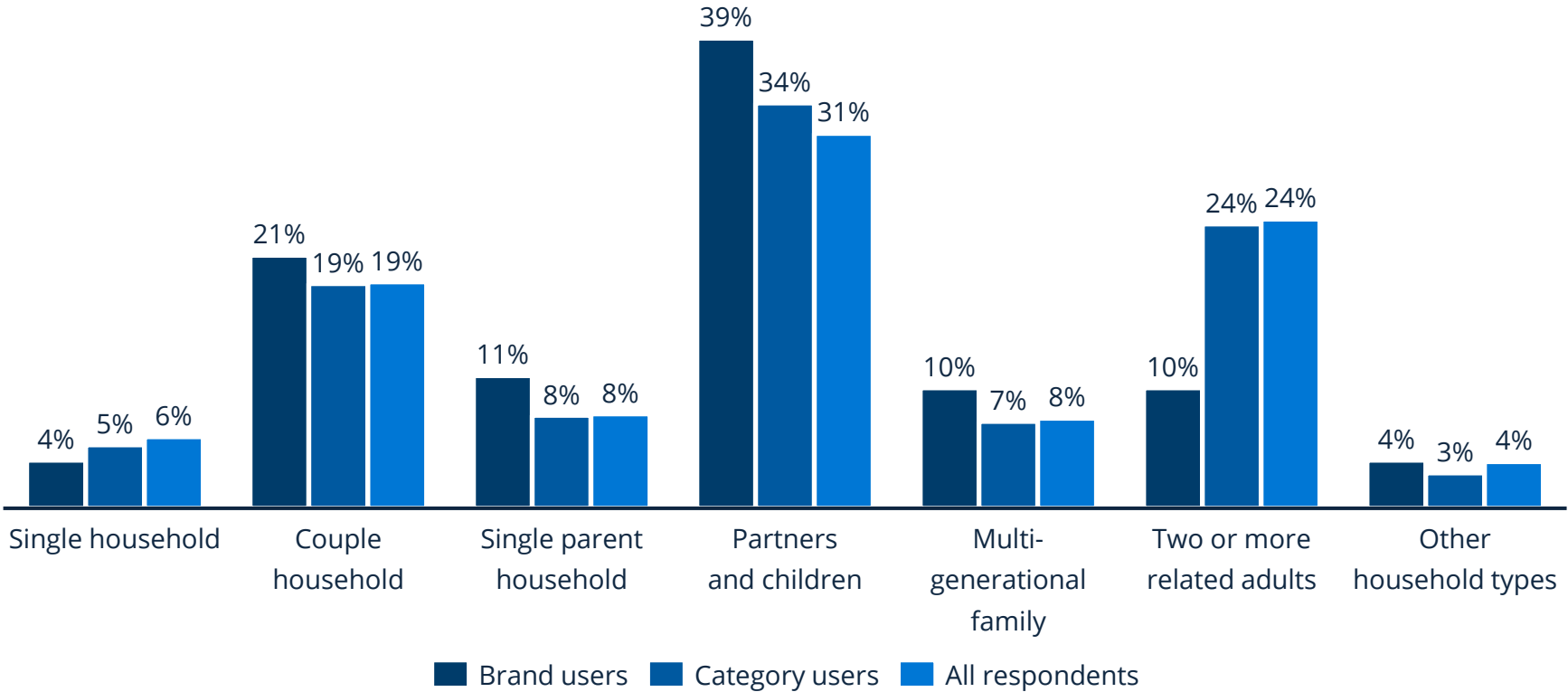


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=99 Easy owners, n=1,784 washing machine owners, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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

Demographic profile: household classification

Type of households in which consumers in Mexico live



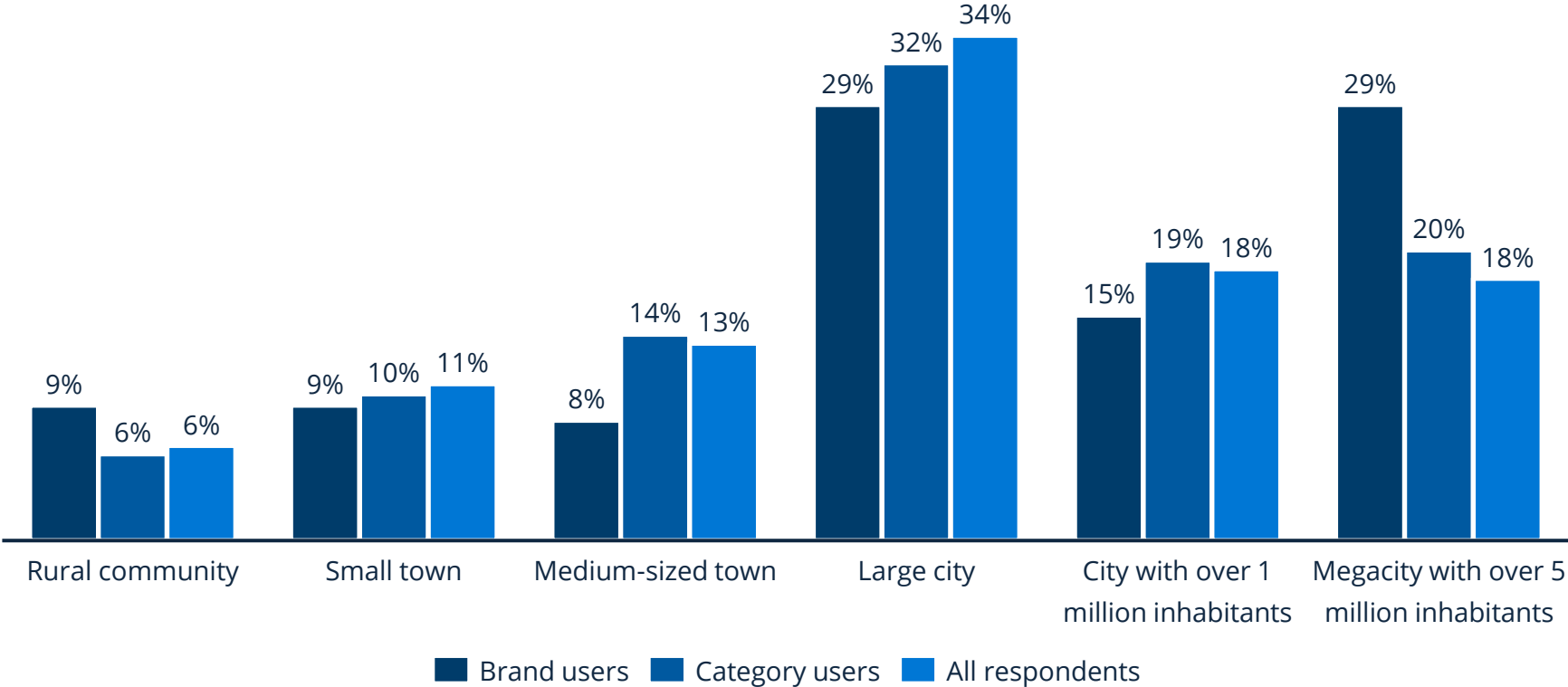
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=99 Easy owners, n=1,784 washing machine owners, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Easy owners are more likely to live in megacities than washing machine owners in general

Demographic profile: type of community



Communities where consumers live in Mexico



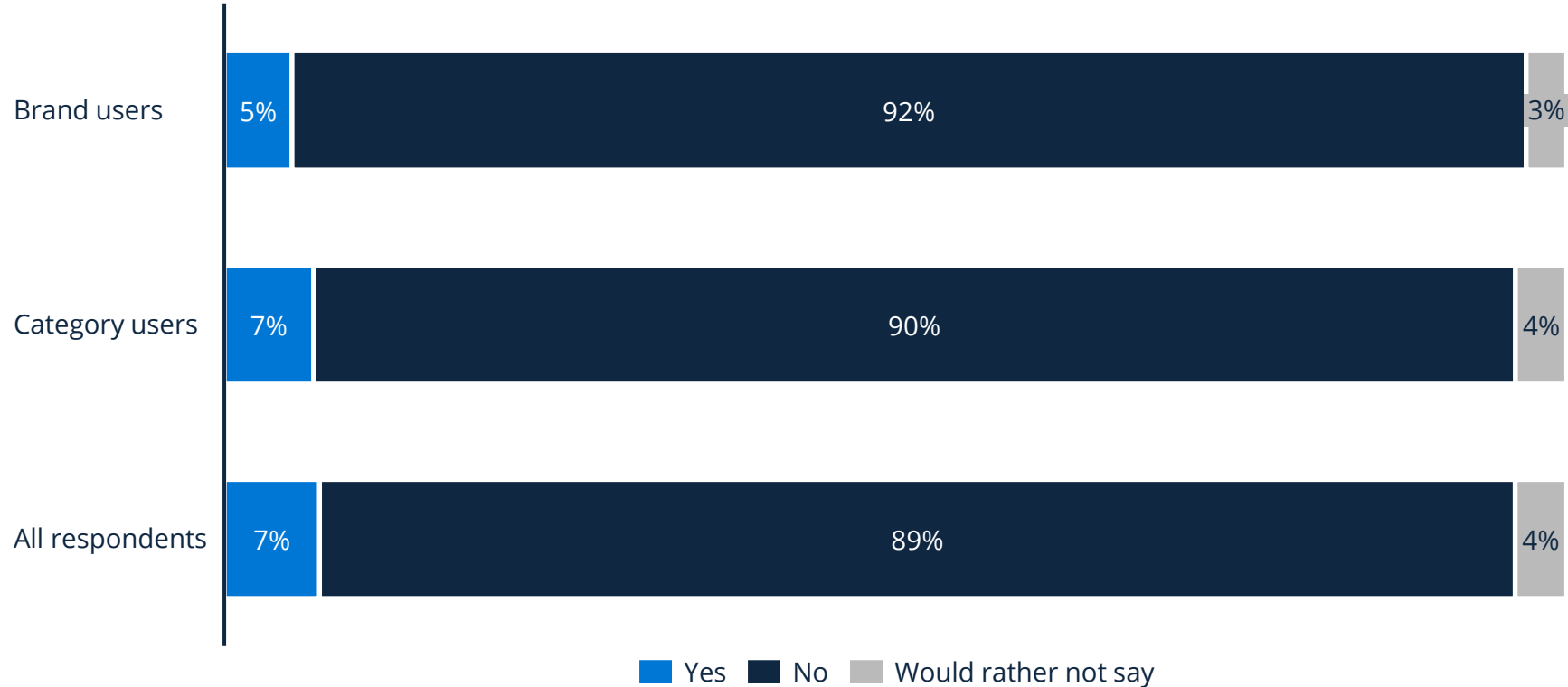
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=99 Easy owners, n=1,784 washing machine owners, n=12,166 all respondents

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

5% of Easy owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Mexico



CHAPTER 03

Consumer lifestyle

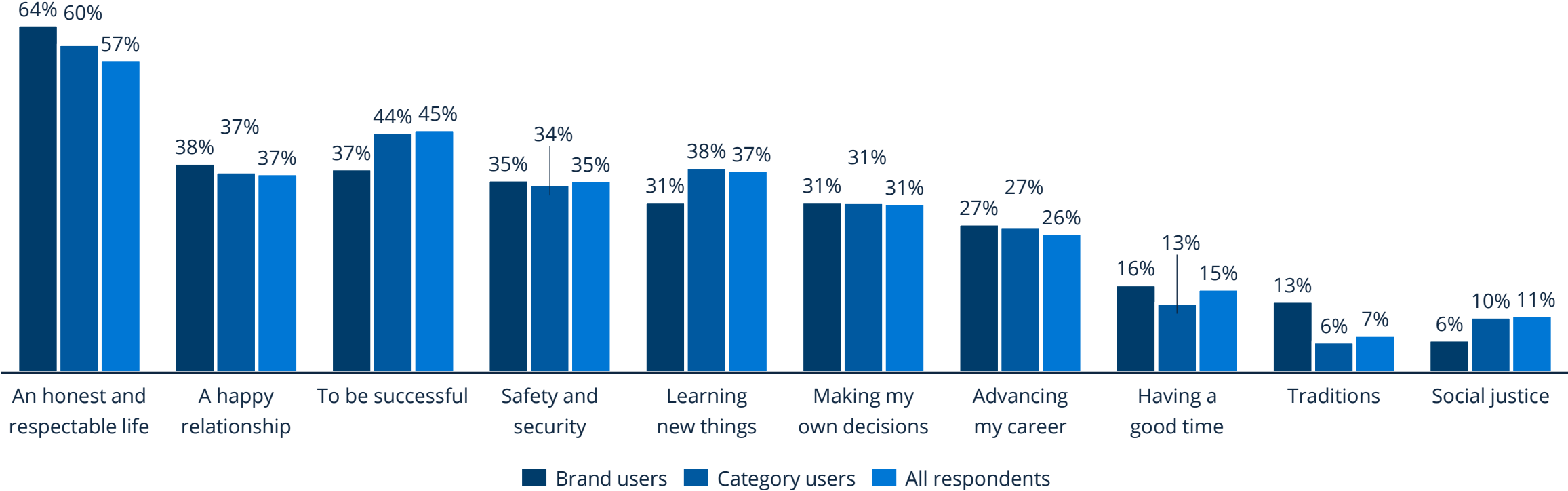
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Tradition is more important to Easy owners than to other washing machine owners

Consumer lifestyle: life values

Most important aspects of life for consumers in Mexico



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=99 Easy owners, n=1,784 washing machine owners, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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