

CONSUMERS & BRANDS

# Headphones: Beats users in France

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 Beats users in France: 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 Beats users in France ("brand users") against French headphone users in general ("category users"), and the overall French 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<sup>(1)</sup>

**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 France)
- 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

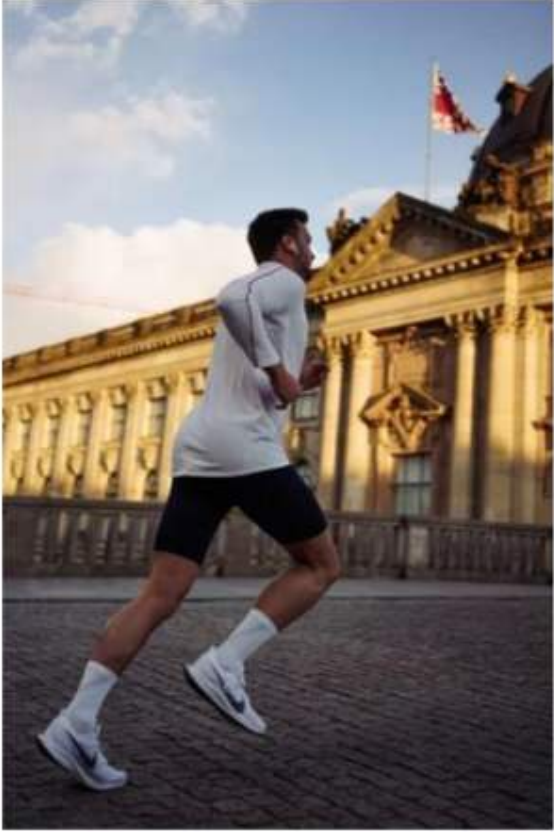
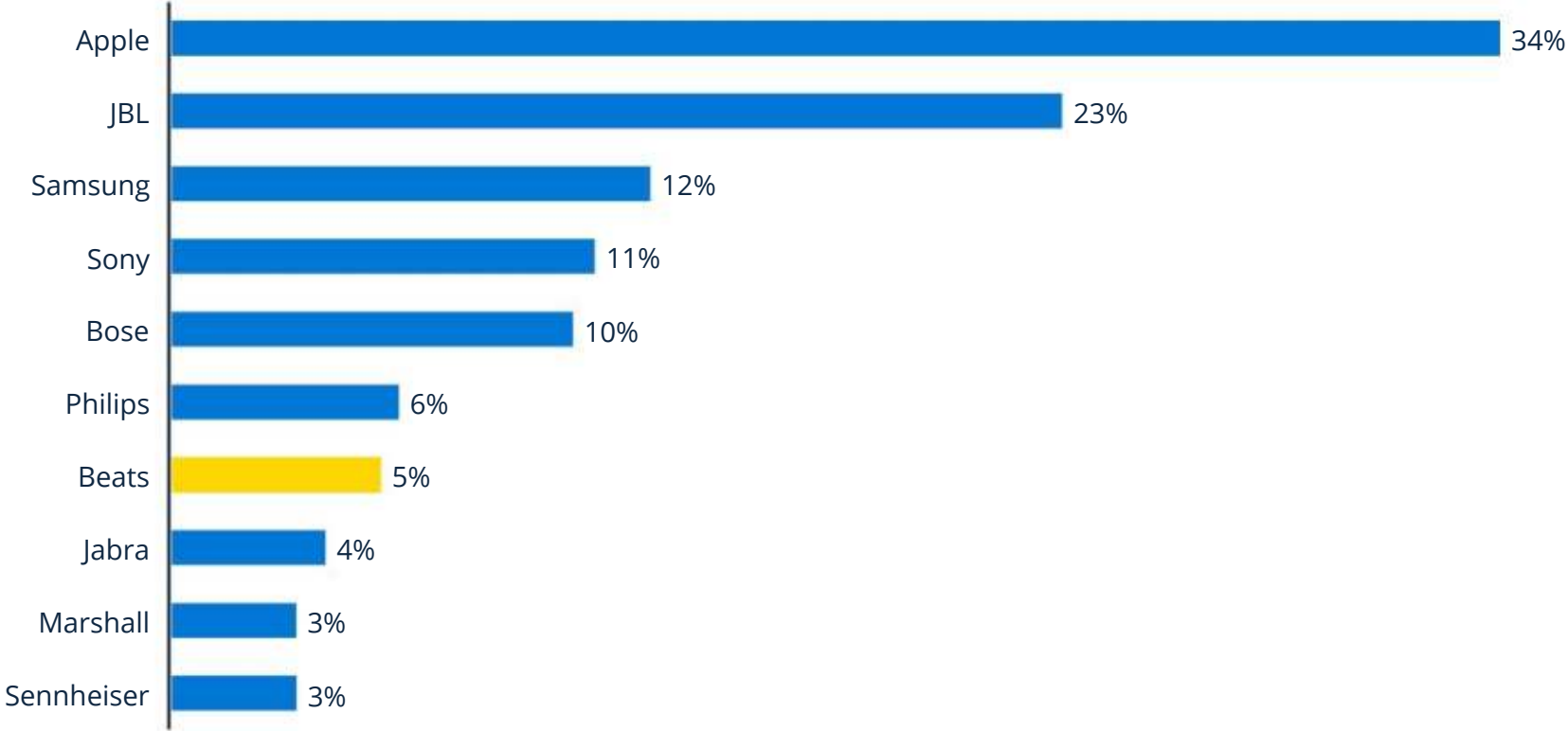
- Brand usage
- Key insights



# Beats is the seventh most used headphone brand in France with Apple in first place

Management summary: brand usage and competition

## Top 10 most used headphone brands in France



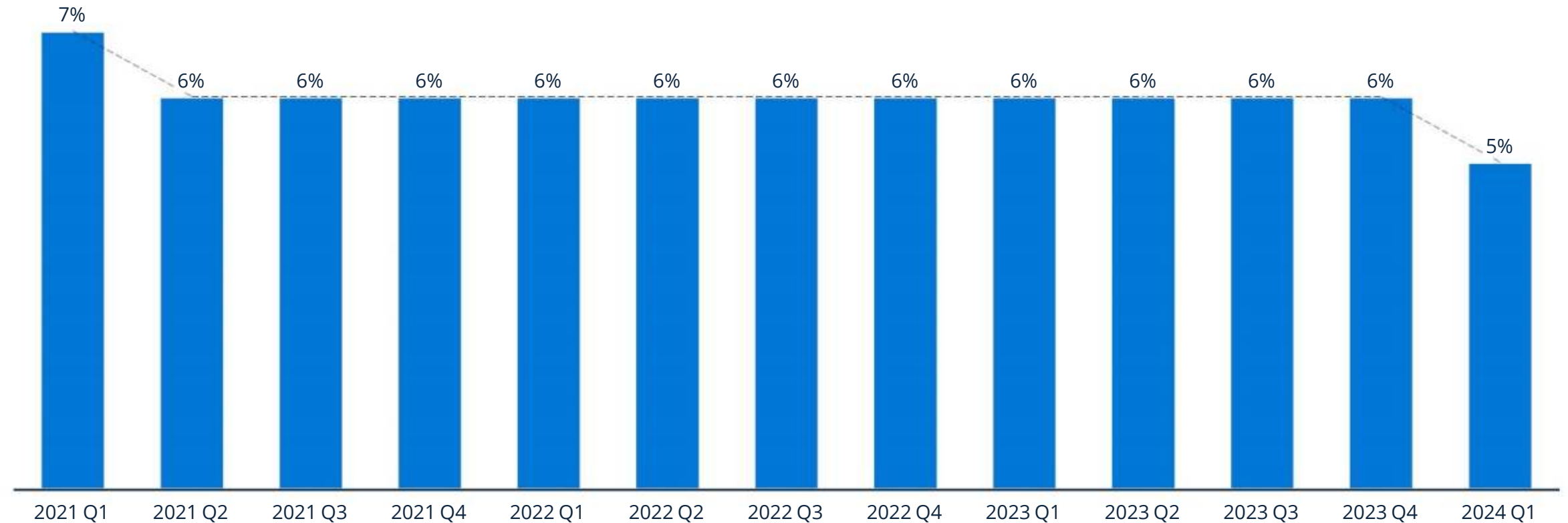
4 Notes: "What brand are your personal headphones?"; Multi Pick; Base: n=1,054 headphone users

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

# The share of headphone users using Beats declined by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

## Timeline of headphone users using Beats



5 Notes: "What brand are your personal headphones?"; Multi Pick; Base: n=57 - 82 Beats users, n=1053 - 1150 headphone users

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



# Beats users in France

Management summary: key insights

## Demographic profile

Beats is more popular among Generation Z than other headphone brands.

Beats is more popular among male headphone users than female headphone users.

Beats has a larger share of users with a high income than other headphone brands.

Beats users are more likely to live in large cities than headphone users in general.

## Consumer lifestyle

Safety and security is less important to Beats users than to other headphone users.

Career and education are relatively prevalent interests of Beats users.

Sports and fitness are relatively popular hobbies among Beats users.

## Consumer attitudes

It stands out that 61% of Beats users would love to control their home via smartphone or voice.

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

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

## Marketing touchpoints

YouTube is more popular among Beats users than the average headphone user.

Beats users remember hearing ads on music portals and streaming services more often than other headphone users.

## CHAPTER 02

# Demographic profile

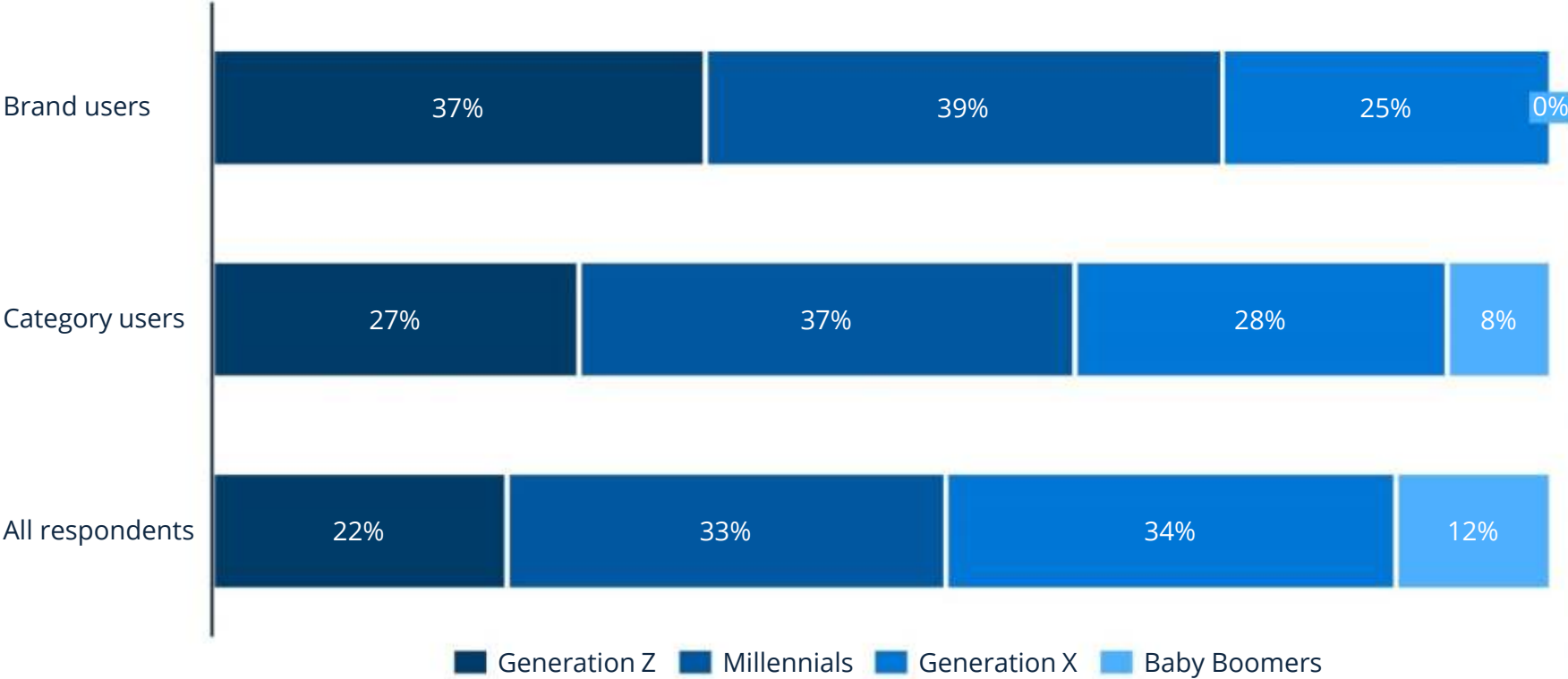
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Beats is more popular among Generation Z than other headphone brands

Demographic profile: generations

## Age of consumers in France



8 Notes: "How old are you?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents

Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of June 2024

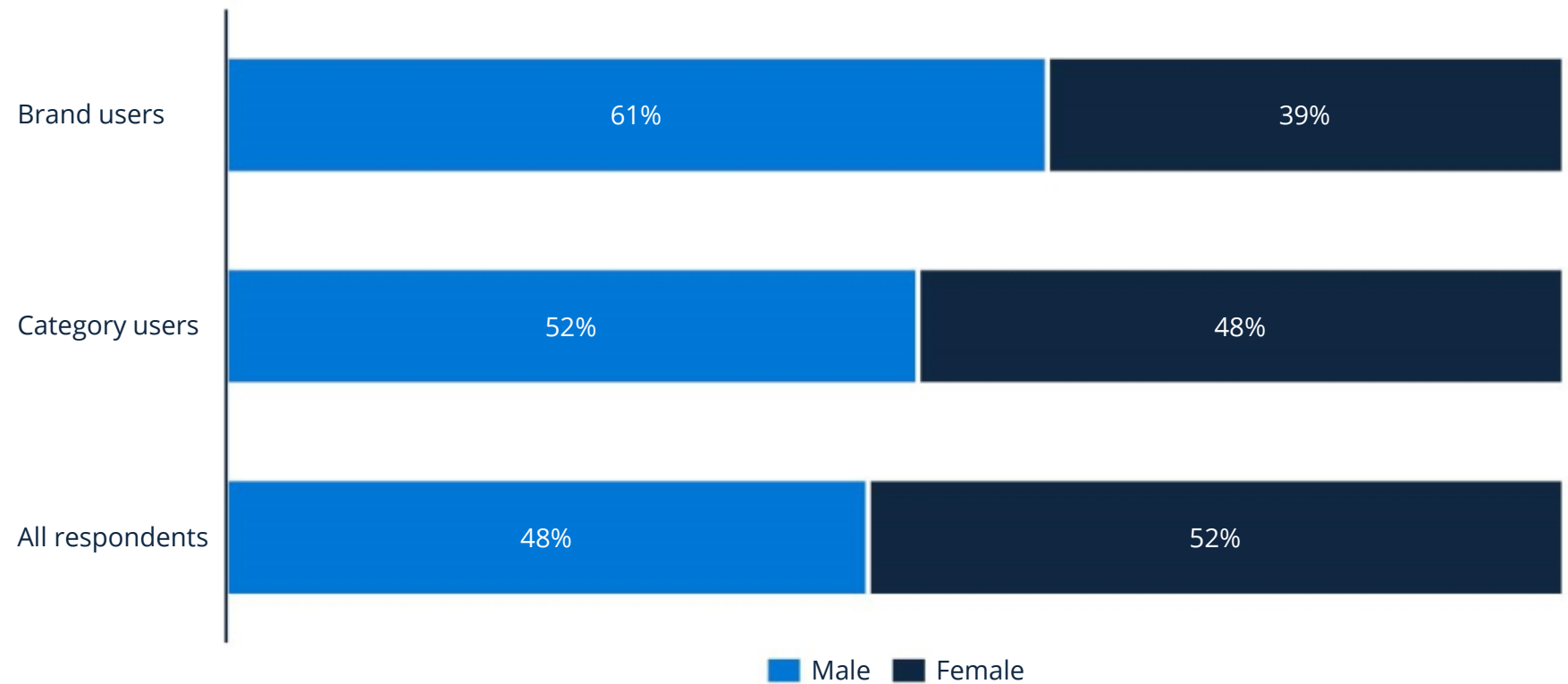


# Beats is more popular among male headphone users than female headphone users

Demographic profile: gender



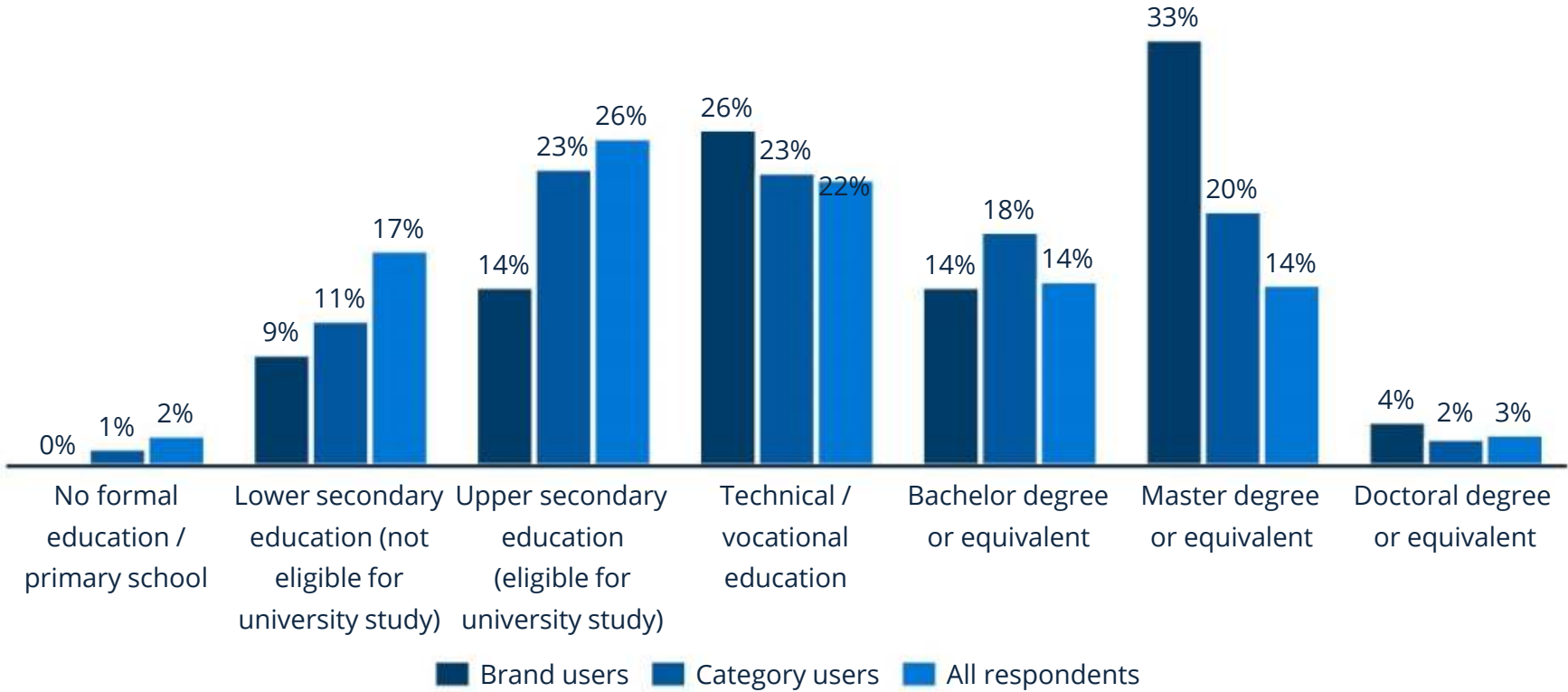
Gender of consumers in France



# 51% of Beats users have a college degree

Demographic profile: education

## Consumer's level of education in France



10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents

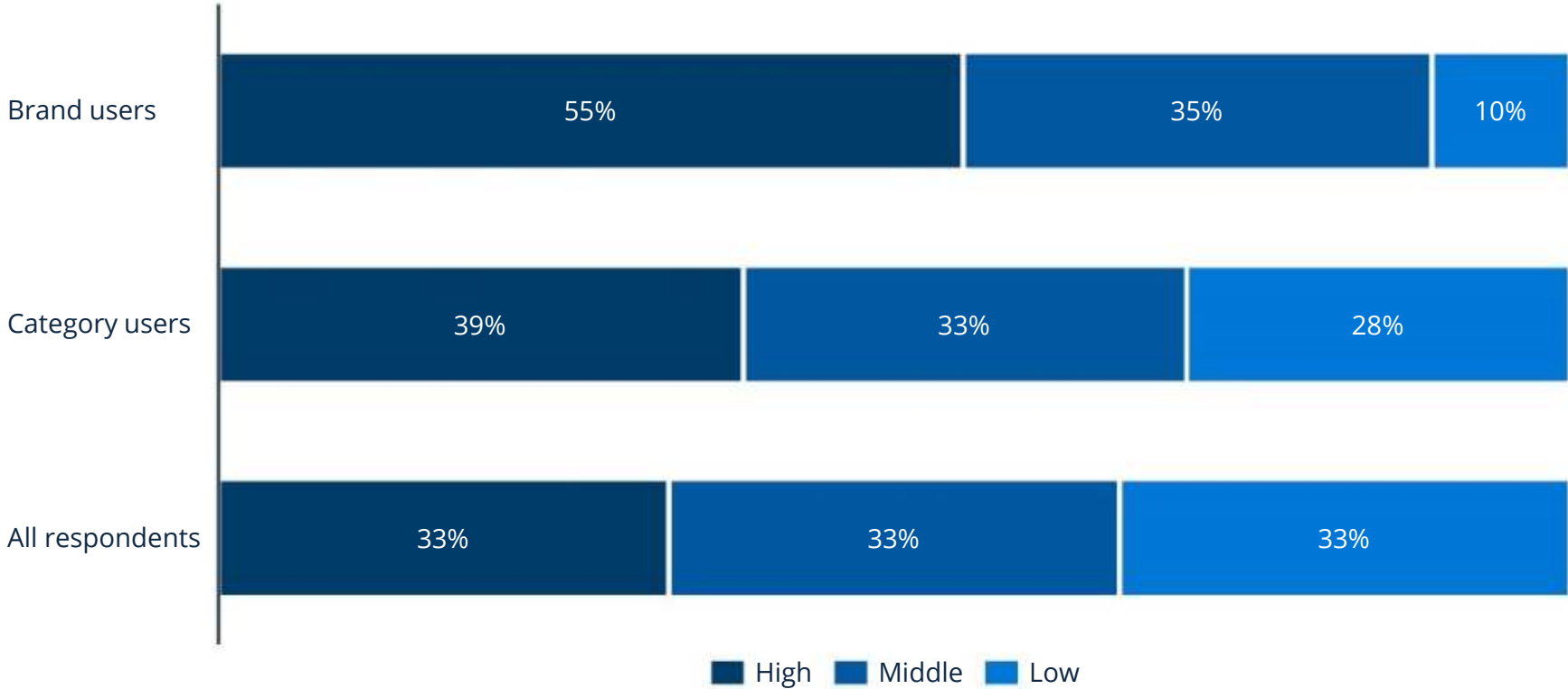
Sources: [Consumer Insights Global](#) as of June 2024

# Beats has a larger share of users with a high income than other headphone brands

Demographic profile: income



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

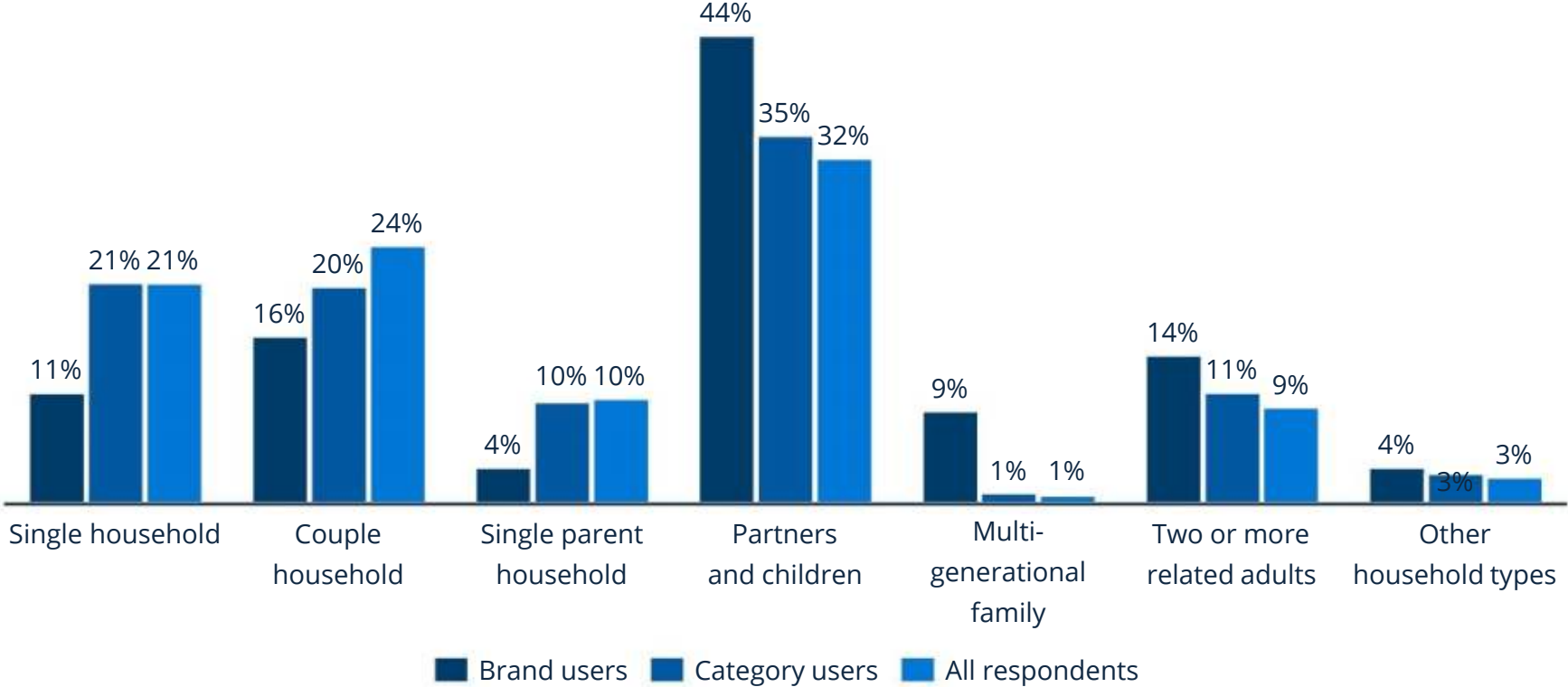


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Compared to other headphone users, Beats users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in France live



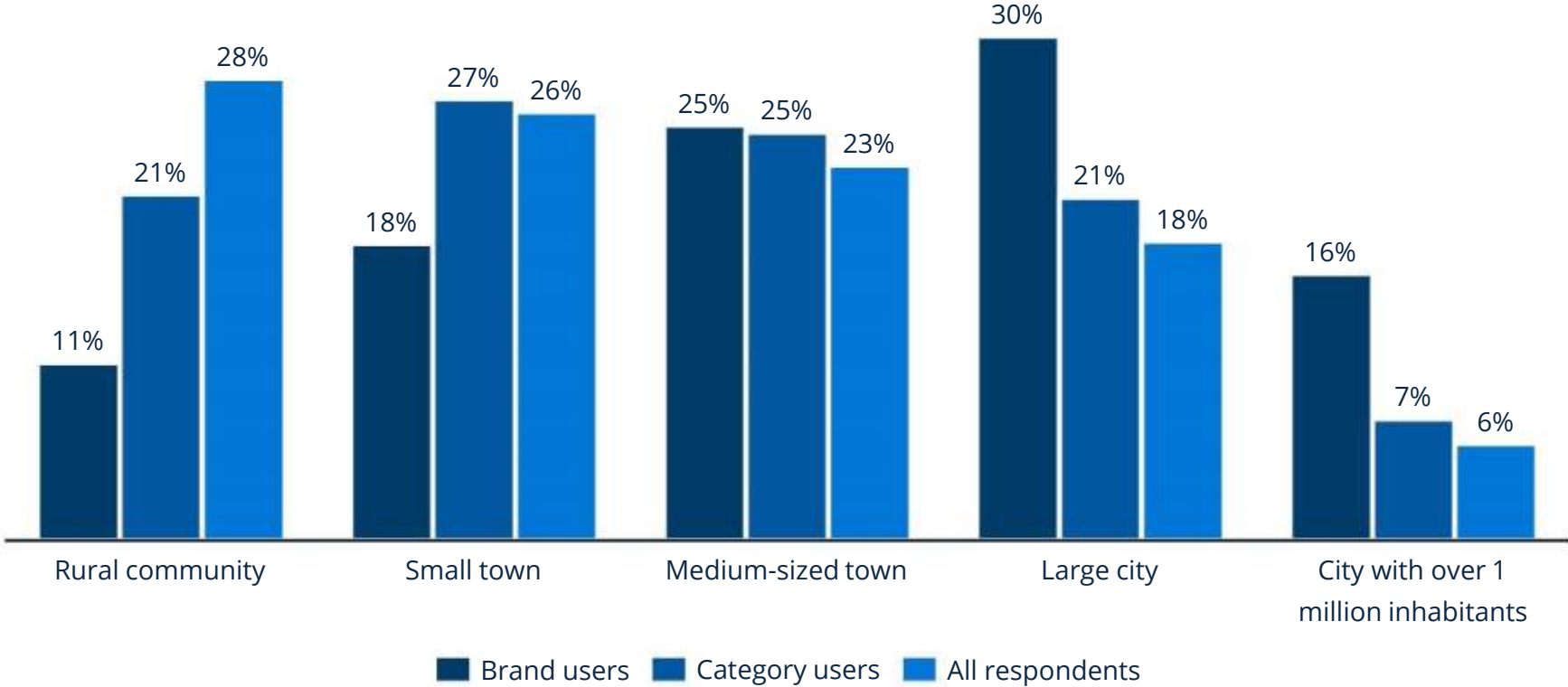
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Beats users are more likely to live in large cities than headphone users in general

Demographic profile: type of community



Communities where consumers live in France



13 Notes: "In what type of community do you live?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents

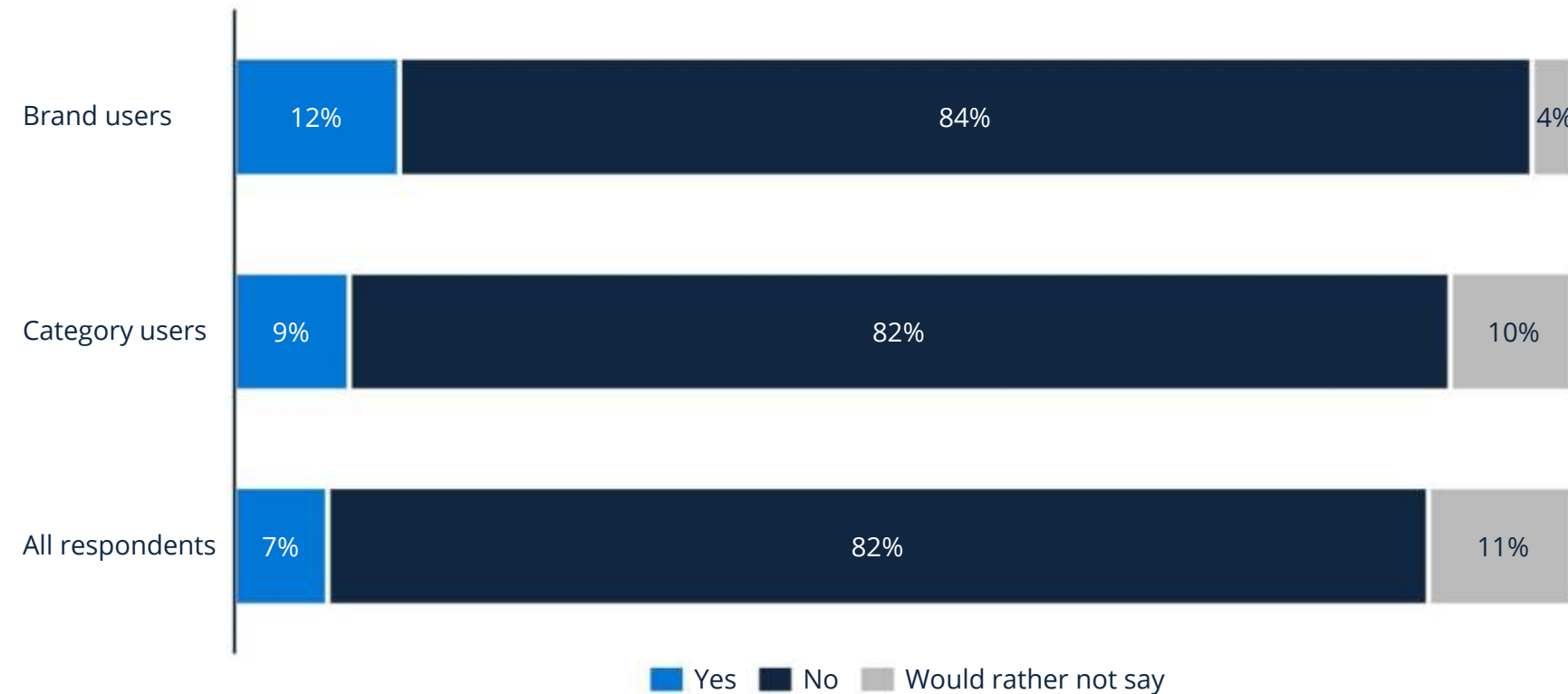
Sources: [Consumer Insights Global](#) as of June 2024



# 12% of Beats users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in France



## CHAPTER 03

# Consumer lifestyle

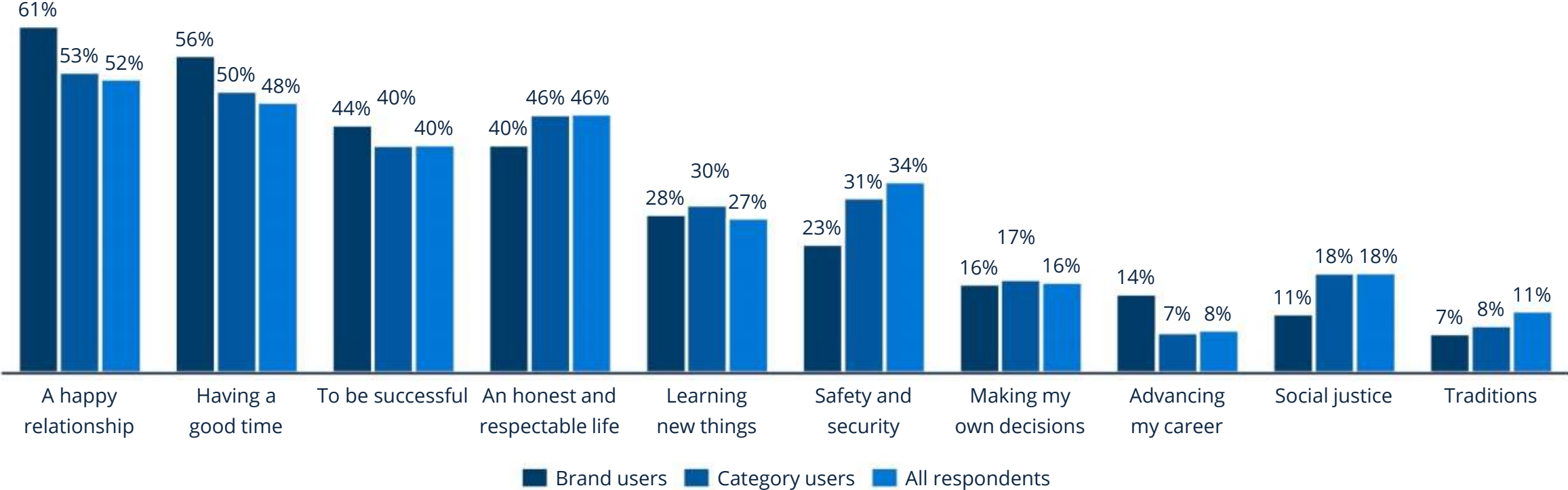
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Safety and security is less important to Beats users than to other headphone users

Consumer lifestyle: life values

## Most important aspects of life for consumers in France



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 are your personal headphones?"; Multi Pick; Base: n=57 Beats users, n=1,054 headphone users, n=12,193 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

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