

CONSUMERS & BRANDS

Headphones: Bose 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 Bose 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 Bose 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⁽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 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

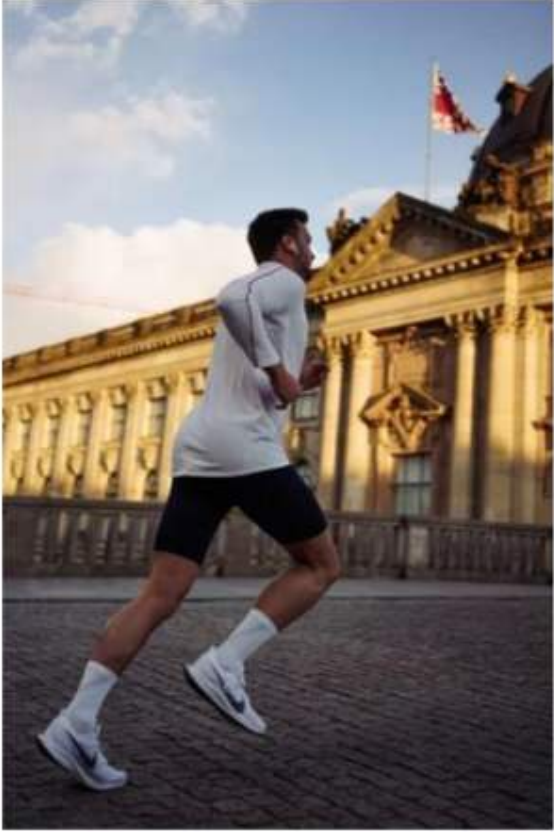
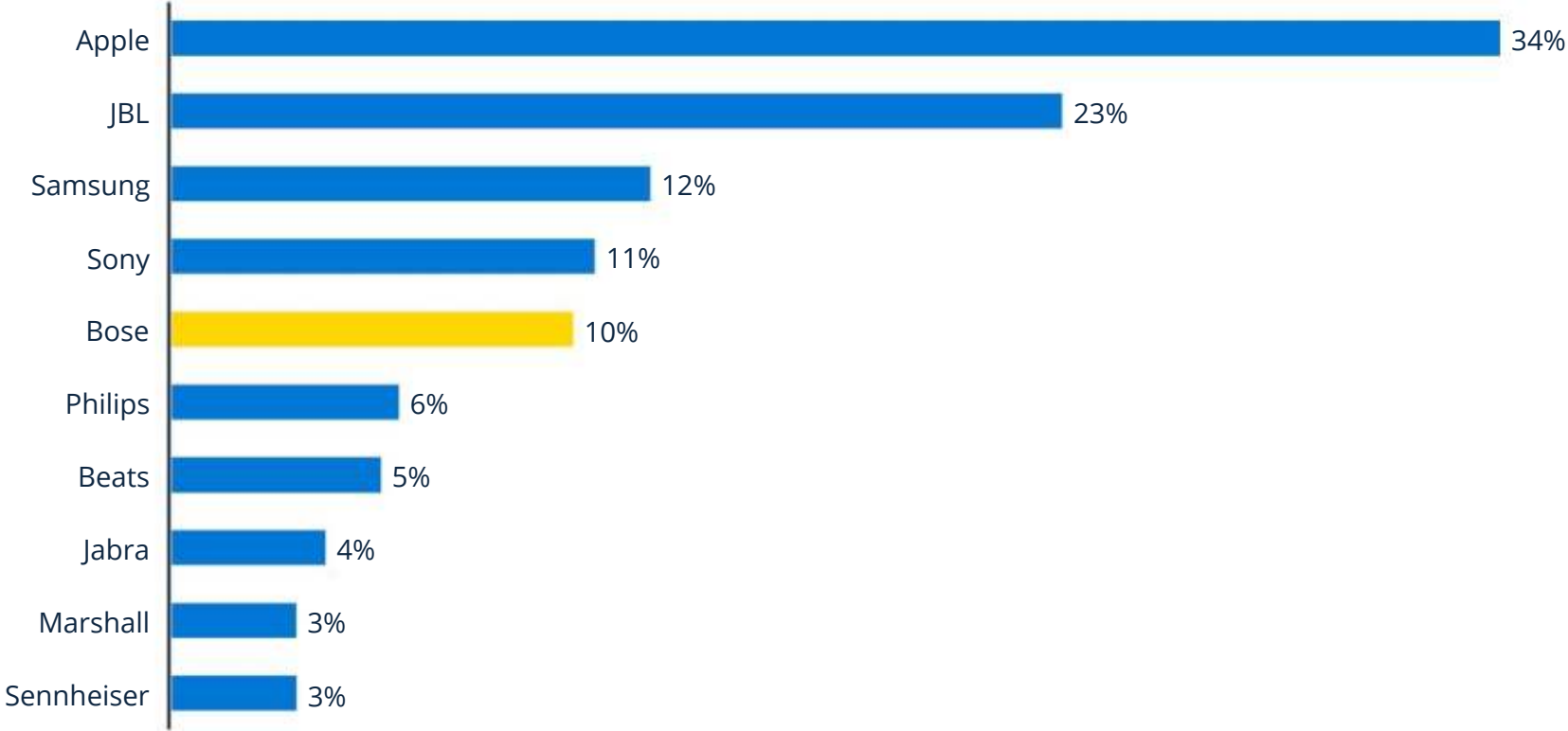
- Brand usage
- Key insights



With a user share of 10%, Bose is one of the top 5 headphone brands in France

Management summary: brand usage and competition

Top 10 most used headphone brands in France



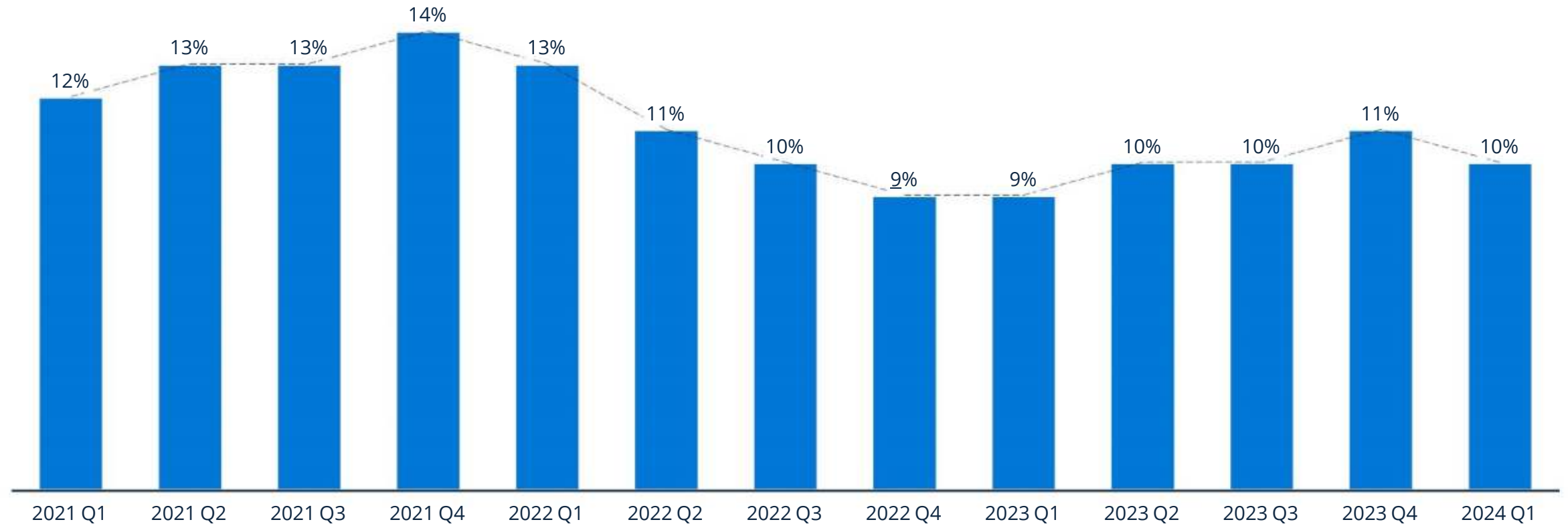
4 Notes: "What brand are your personal headphones?"; Multi Pick; Base: n=1,054 headphone users

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

The share of headphone users using Bose declined by 4 percentage points since Q4 of 2021

Management summary: brand usage timeline

Timeline of headphone users using Bose



5 Notes: "What brand are your personal headphones?"; Multi Pick; Base: n=103 - 152 Bose users, n=1053 - 1150 headphone users

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

Bose users in France

Management summary: key insights

Demographic profile

Bose has a high share of users that are Millennials compared to the total online population.

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

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

Bose users are more likely to live in cities with over 1 million inhabitants than the average consumer.

Consumer lifestyle

Being successful is more important to Bose users than to other headphone users.

Science and technology are relatively prevalent interests of Bose users.

Cars or vehicles are relatively popular hobbies among Bose users.

Consumer attitudes

It stands out that 65% of Bose users want the best audio and cinematic experience on all devices.

24% of Bose users are innovators or early adopters of new products.

57% of Bose users think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

LinkedIn is more popular among Bose users than the average headphone user.

Bose users remember seeing ads on video streaming services more often than other headphone users.

CHAPTER 02

Demographic profile

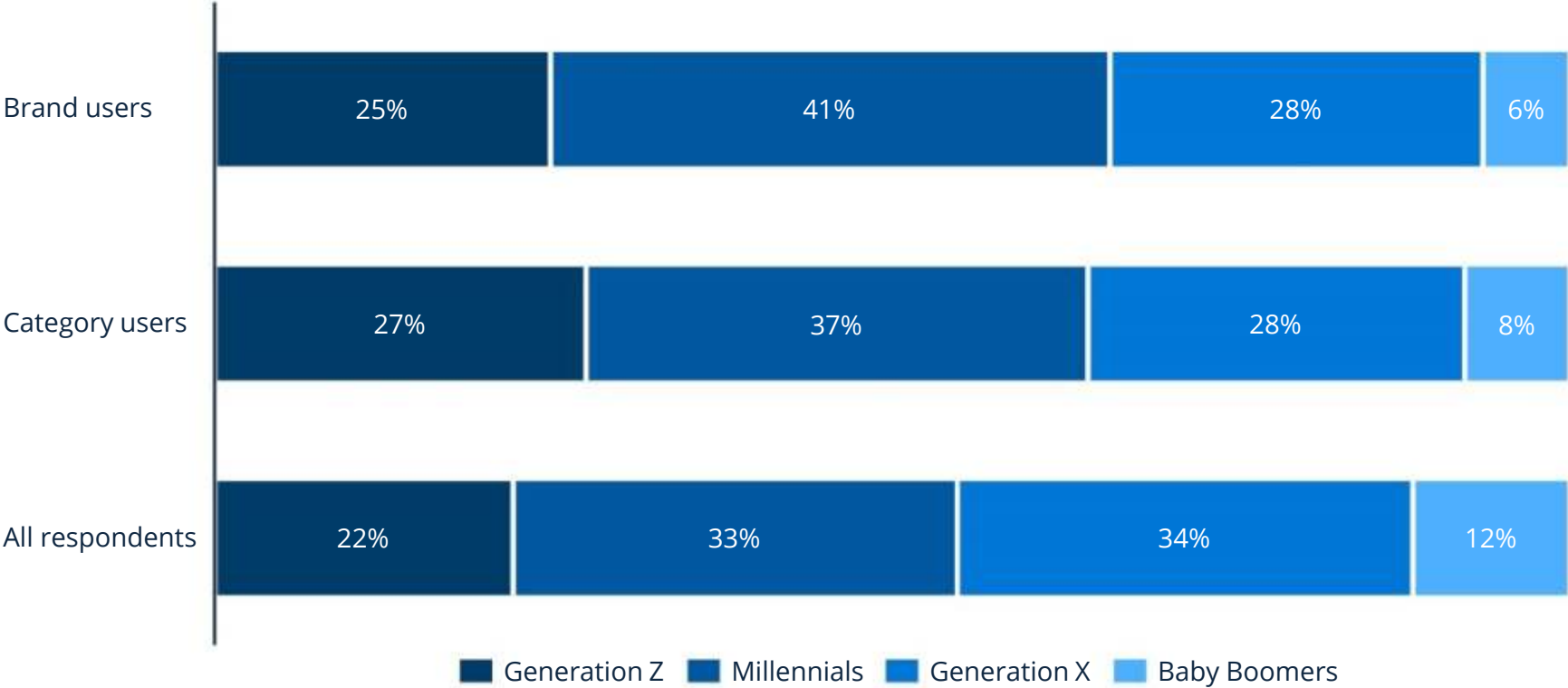
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Bose has a high share of users that are Millennials compared to the total online population

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=109 Bose users, n=1,054 headphone users, n=12,193 all respondents

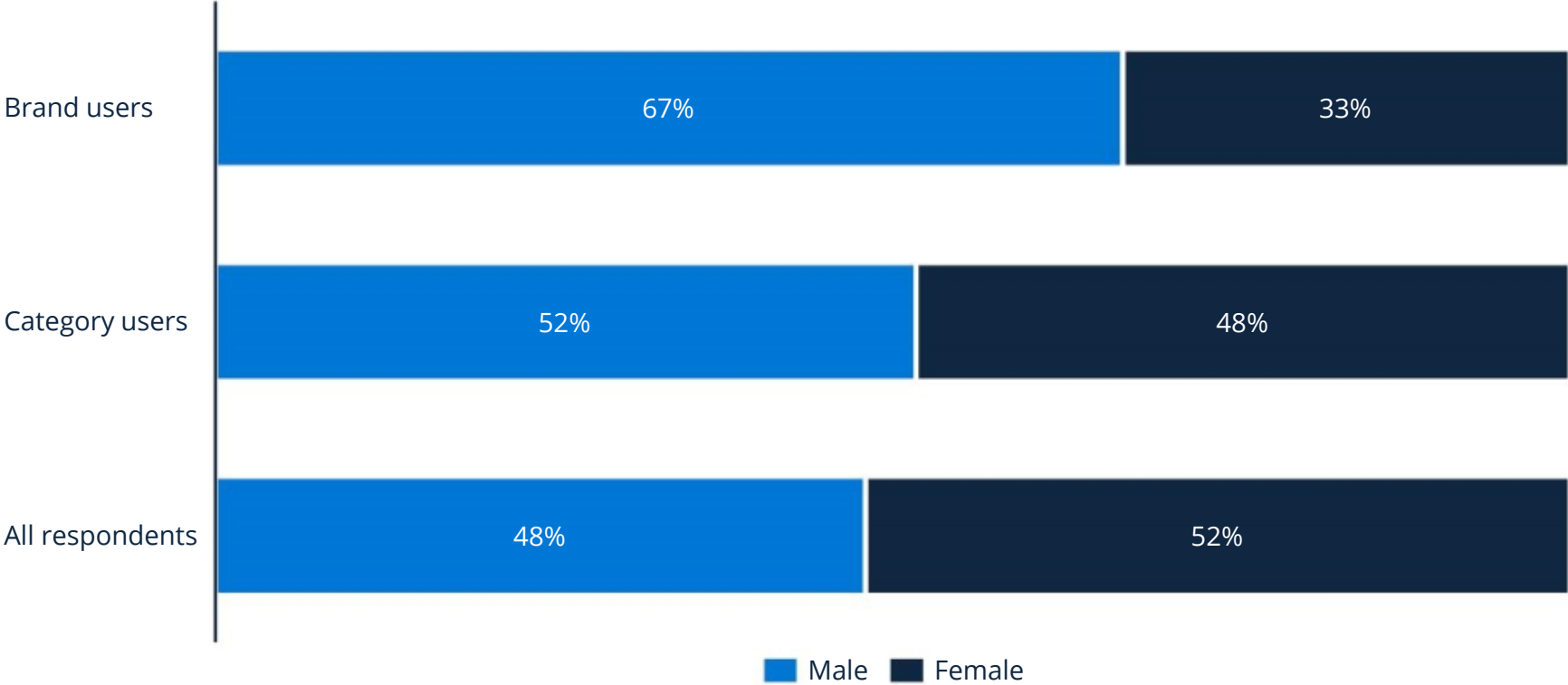
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of June 2024

Bose is more popular among male headphone users than female headphone users

Demographic profile: gender



Gender of consumers in France



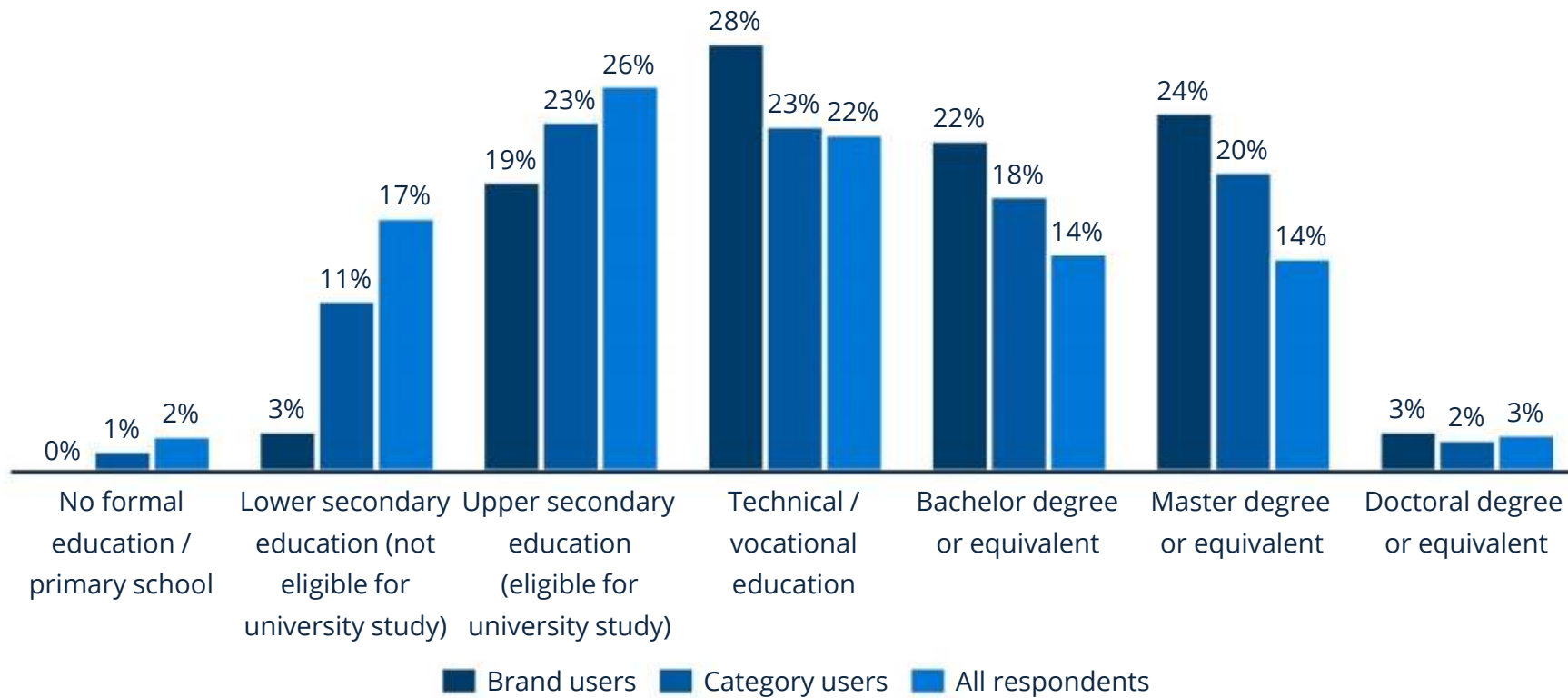
9 Notes: "What is your gender?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=109 Bose users, n=1,054 headphone users, n=12,193 all respondents

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

A relatively high share of Bose users have a college degree

Demographic profile: education

Consumer's level of education in France

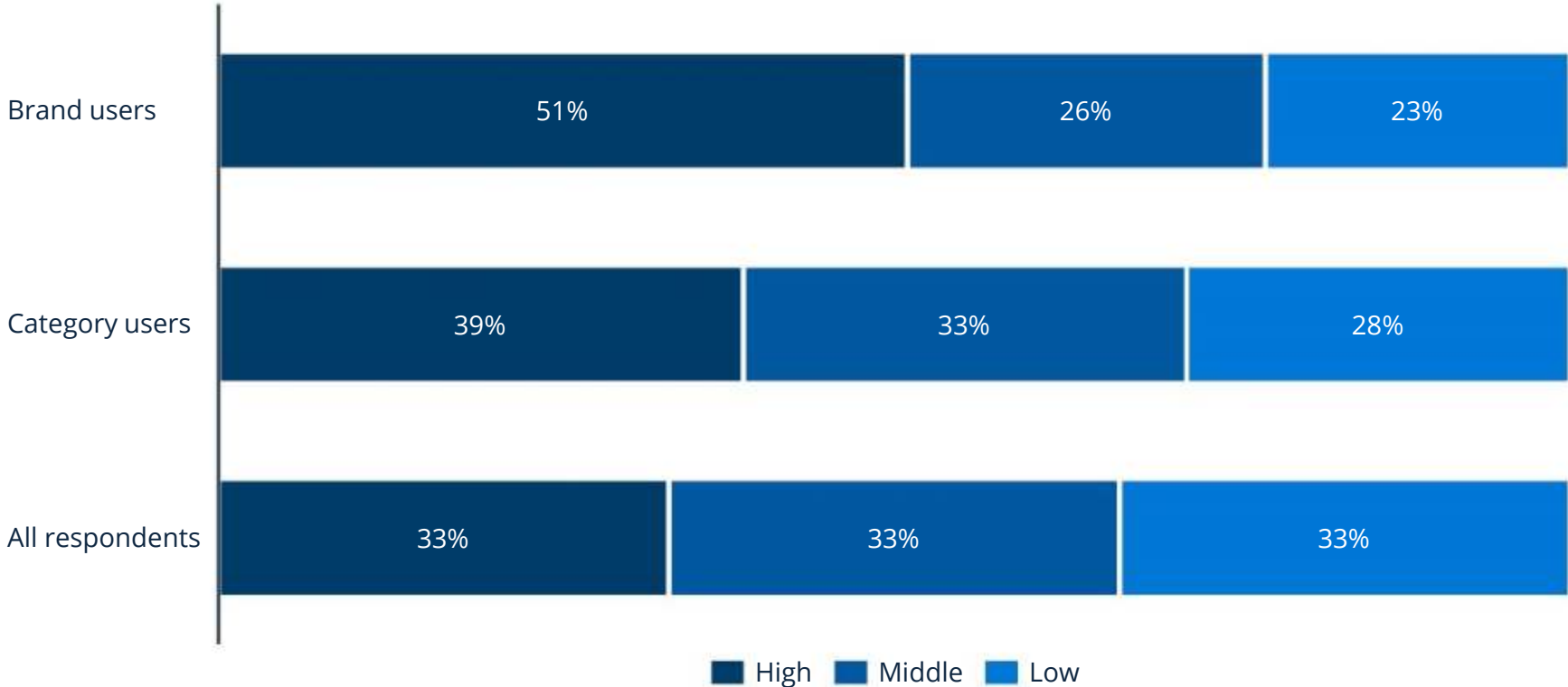


Bose has a larger share of users with a high income than other headphone brands

Demographic profile: income



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

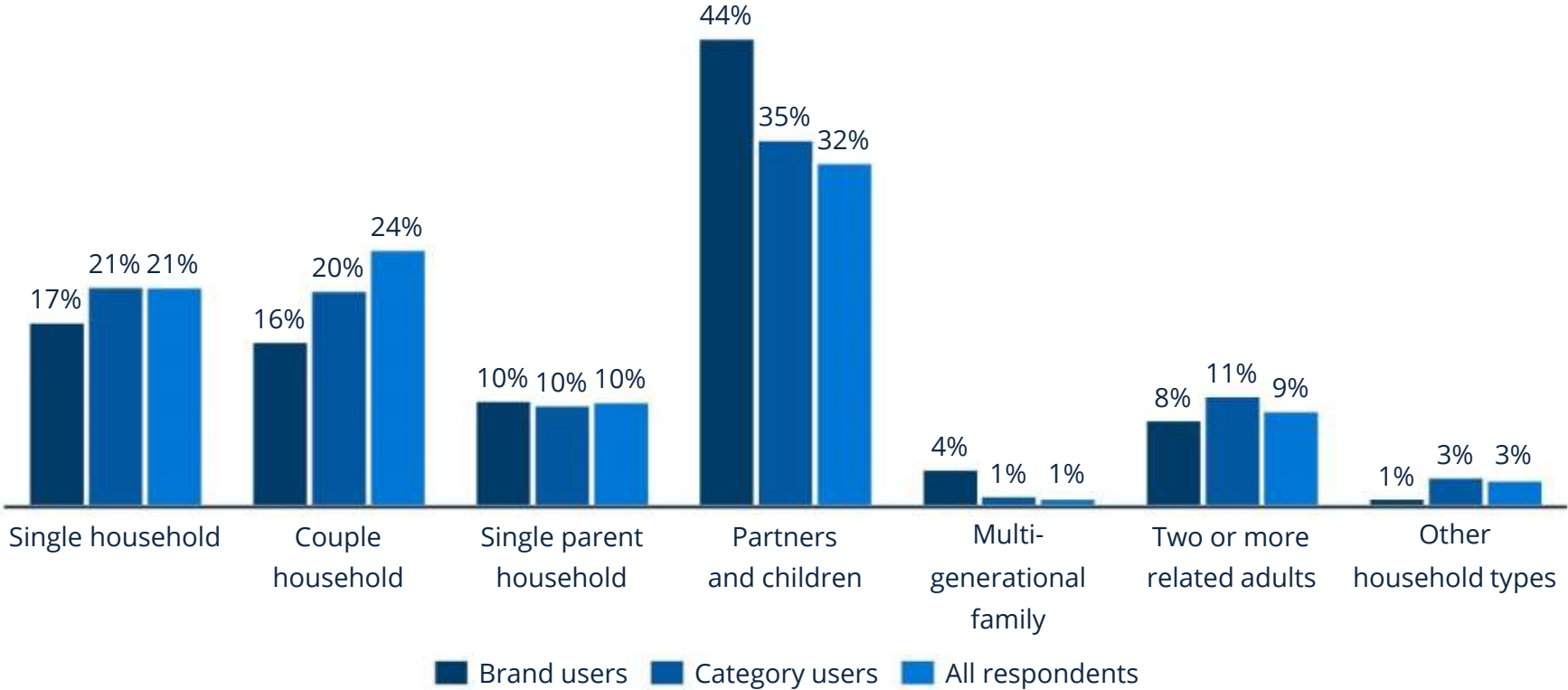


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=109 Bose users, n=1,054 headphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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

Demographic profile: household classification

Type of households in which consumers in France live



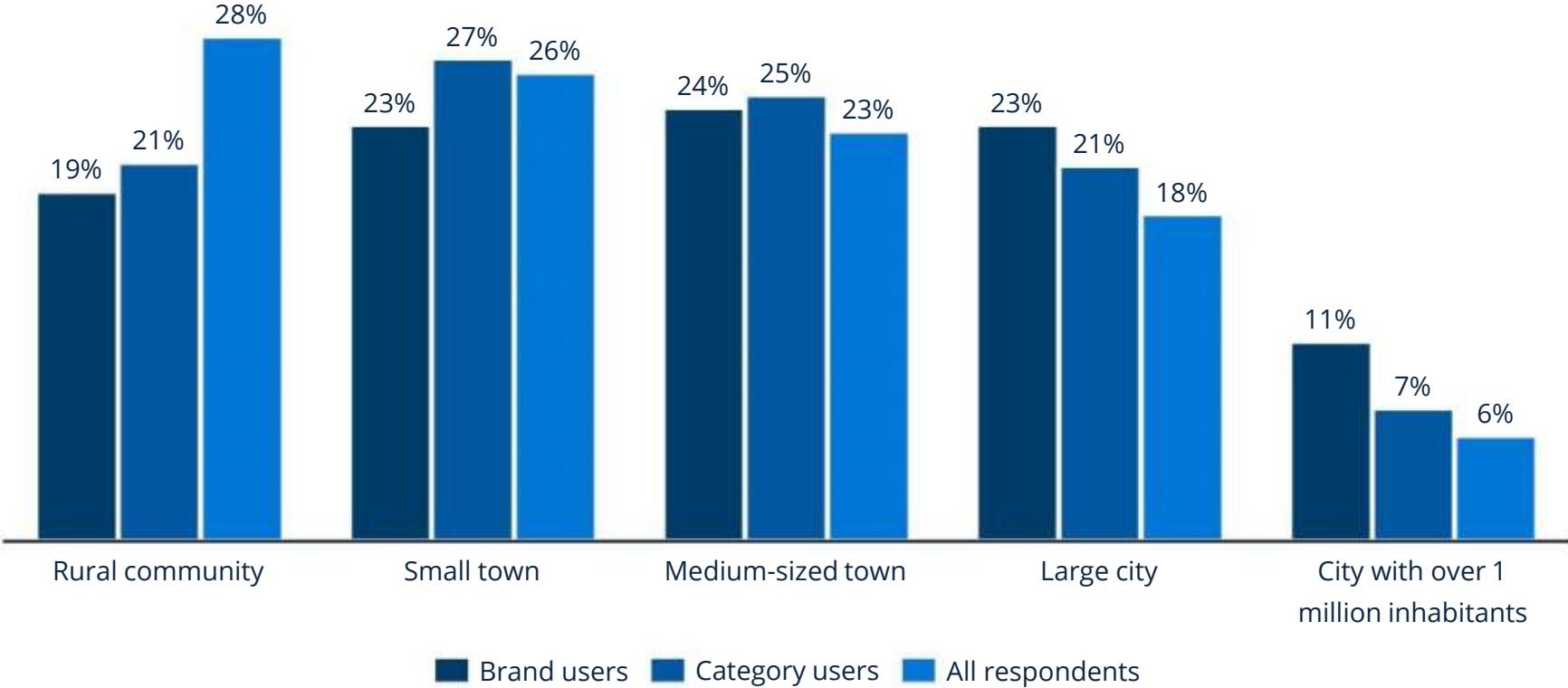
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=109 Bose users, n=1,054 headphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Bose users are more likely to live in cities with over 1 million inhabitants than the average consumer

Demographic profile: type of community



Communities where consumers live in France



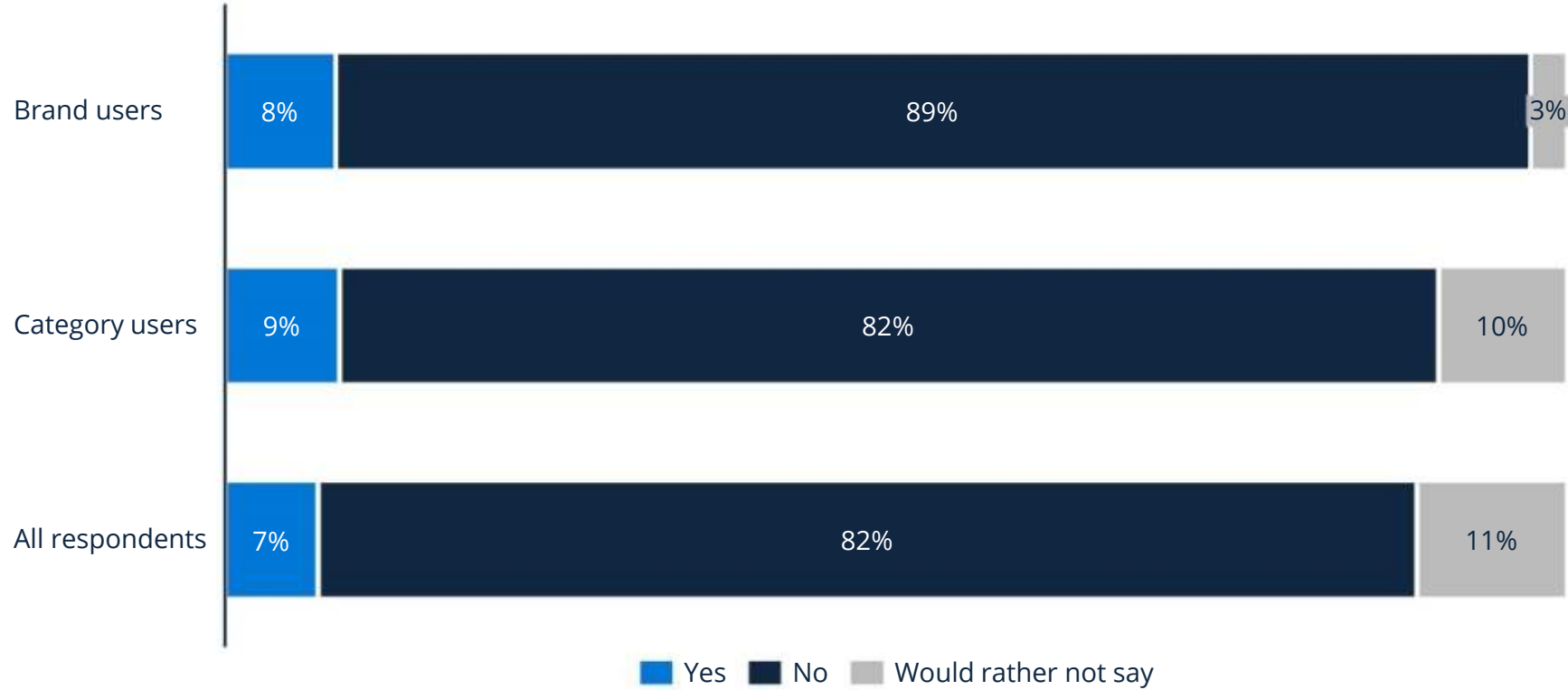
13 Notes: "In what type of community do you live?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=109 Bose users, n=1,054 headphone users, n=12,193 all respondents

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

8% of Bose users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in France



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What brand are your personal headphones?"; Multi Pick; Base: n=109 Bose users, n=1,054 headphone users, n=12,193 all respondents

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

CHAPTER 03

Consumer lifestyle

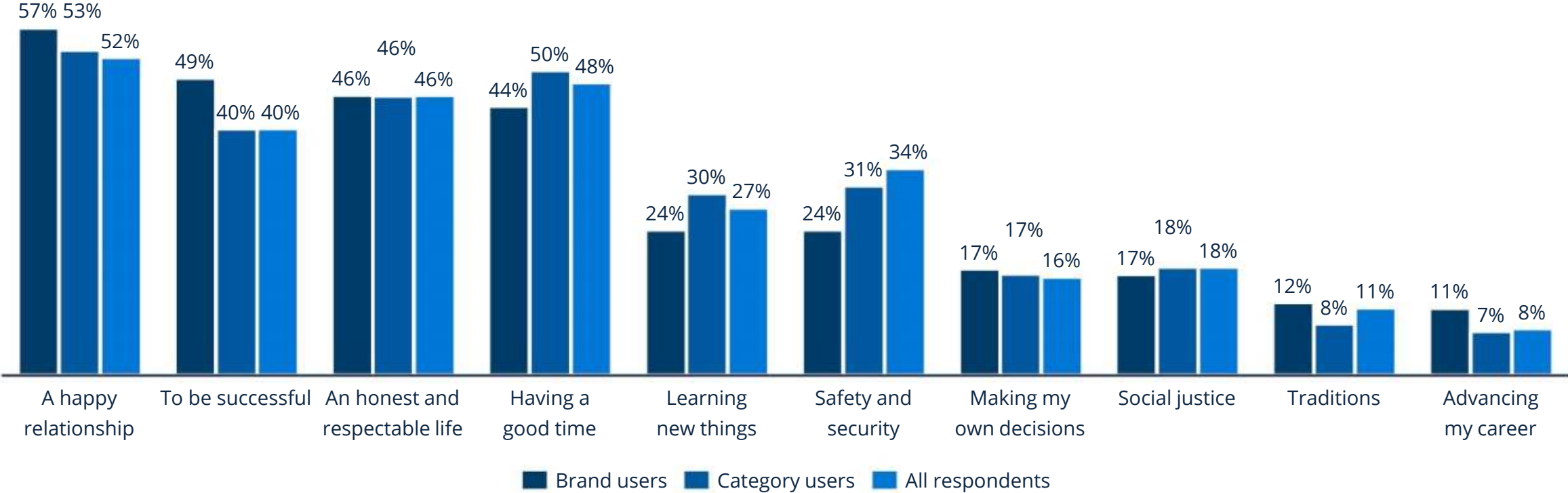
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Being successful is more important to Bose 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=109 Bose users, n=1,054 headphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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