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CONSUMERS & BRANDS

Washing machines: Consumer owners 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 Consul owners 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 Consul owners in Brazil (“brand users”) against Brazilian washing machine owners 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

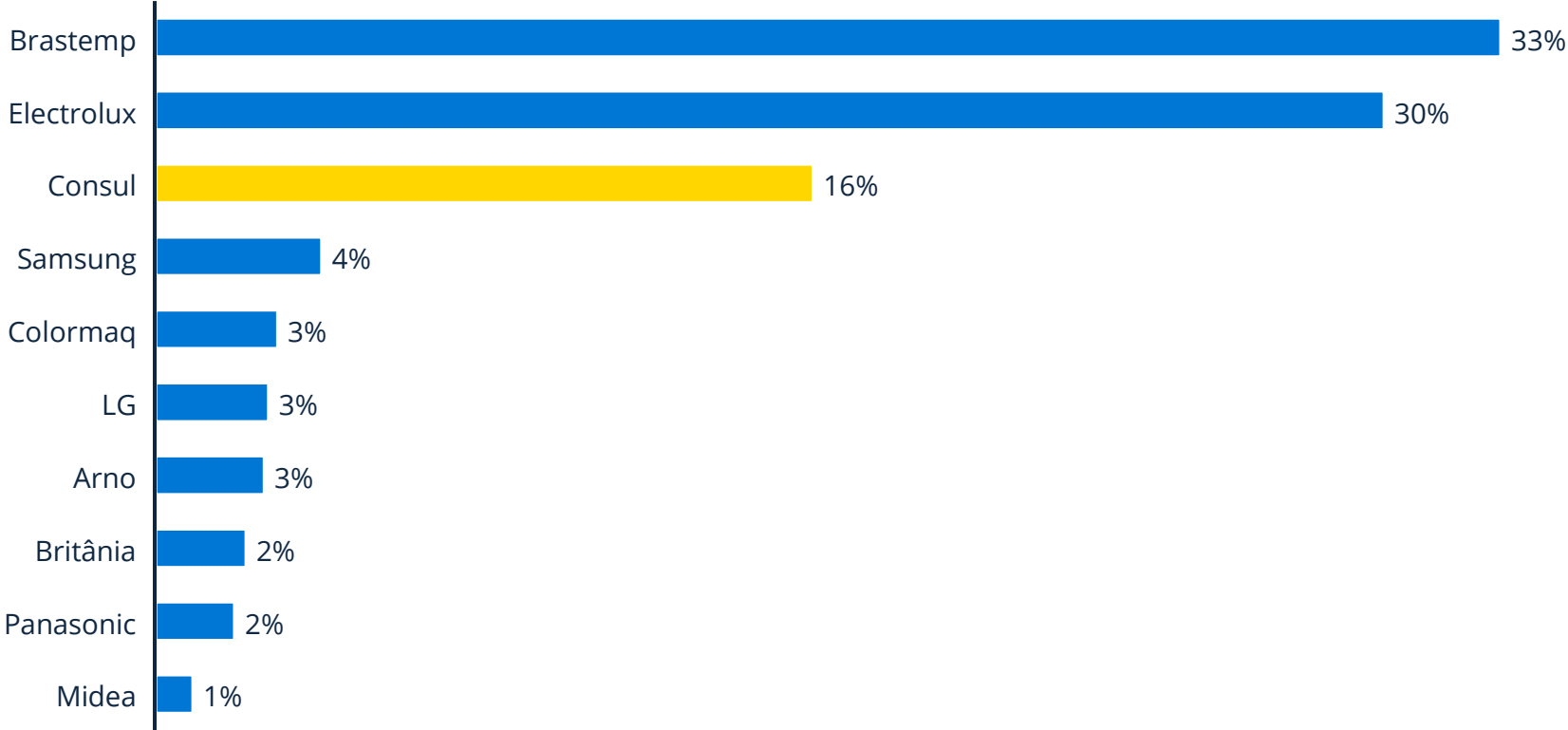
- Brand usage
- Key insights



With a user share of 16%, Consul is one of the top 3 washing machine brands in Brazil

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Brazil



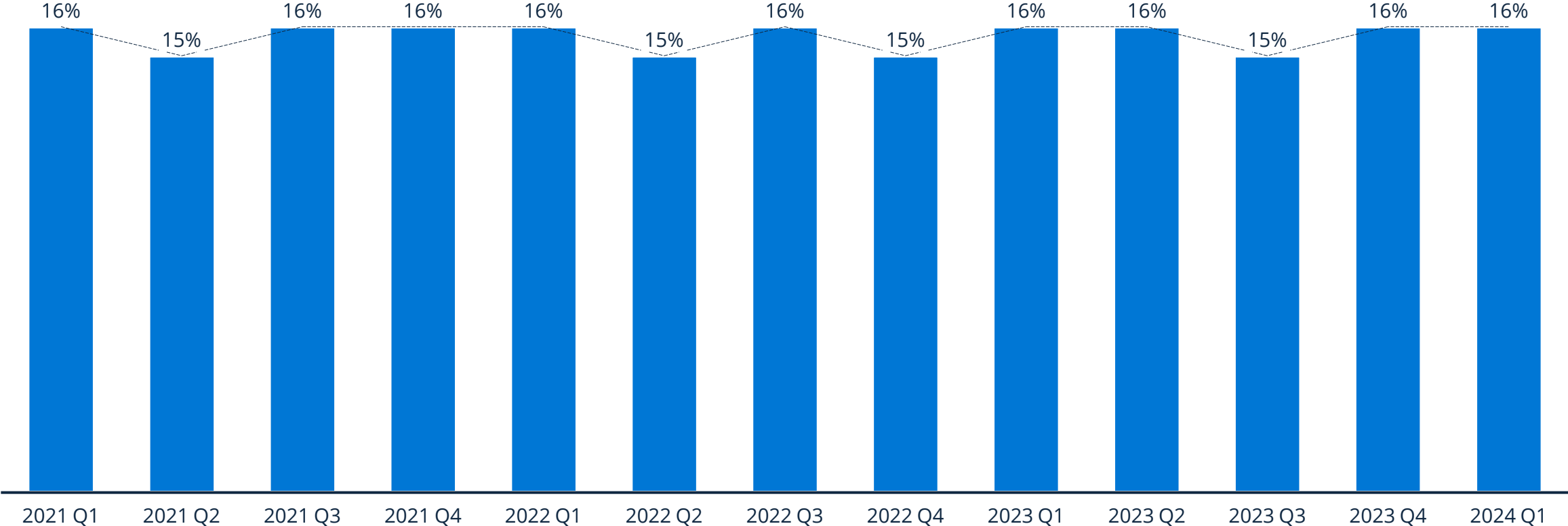
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,733 washing machine owners

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

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

Management summary: brand usage timeline

Timeline of washing machine owners owning Consul



5 | Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=256 - 286 Consul owners, n=1711 - 1835 washing machine owners

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

Consul owners in Brazil

Management summary: key insights

Demographic profile

The age distribution of Consul owners and washing machine owners overall is fairly similar.

Consul has more male than female owners.

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

Consul owners are more likely to live in rural areas and towns than washing machine owners in general.

Consumer lifestyle

An honest and respectable life is less important to Consul owners than to other washing machine owners.

Family and parenting are relatively prevalent interests of Consul owners.

Shopping is a relatively popular hobby among Consul owners.

Consumer attitudes

24% of Consul owners state that electronics are a status symbol for them.

19% of Consul owners are in the late majority of innovation adopter types.

Poverty is of particular concern to Consul owners.

Marketing touchpoints

Reddit is more popular among Consul owners than the average washing machine owner.

Consul owners remember seeing ads on editorial websites and apps more often than the average consumer.

CHAPTER 02

Demographic profile

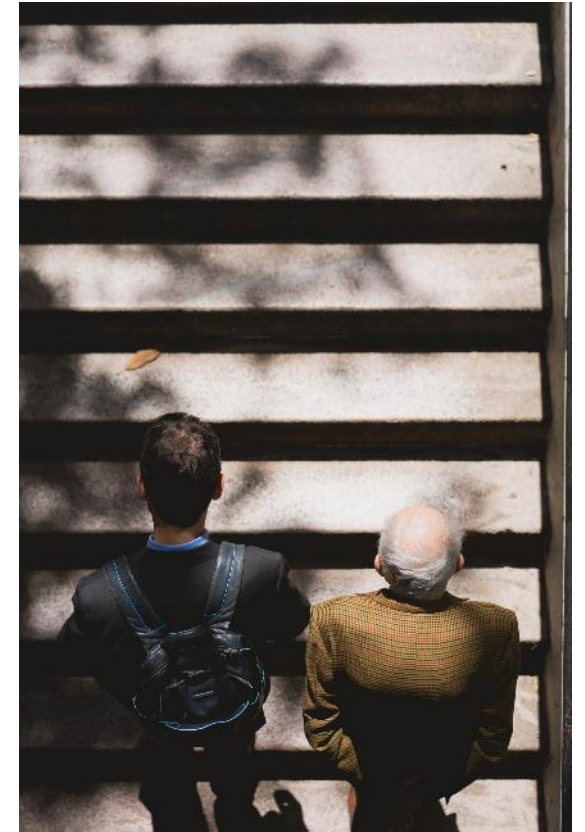
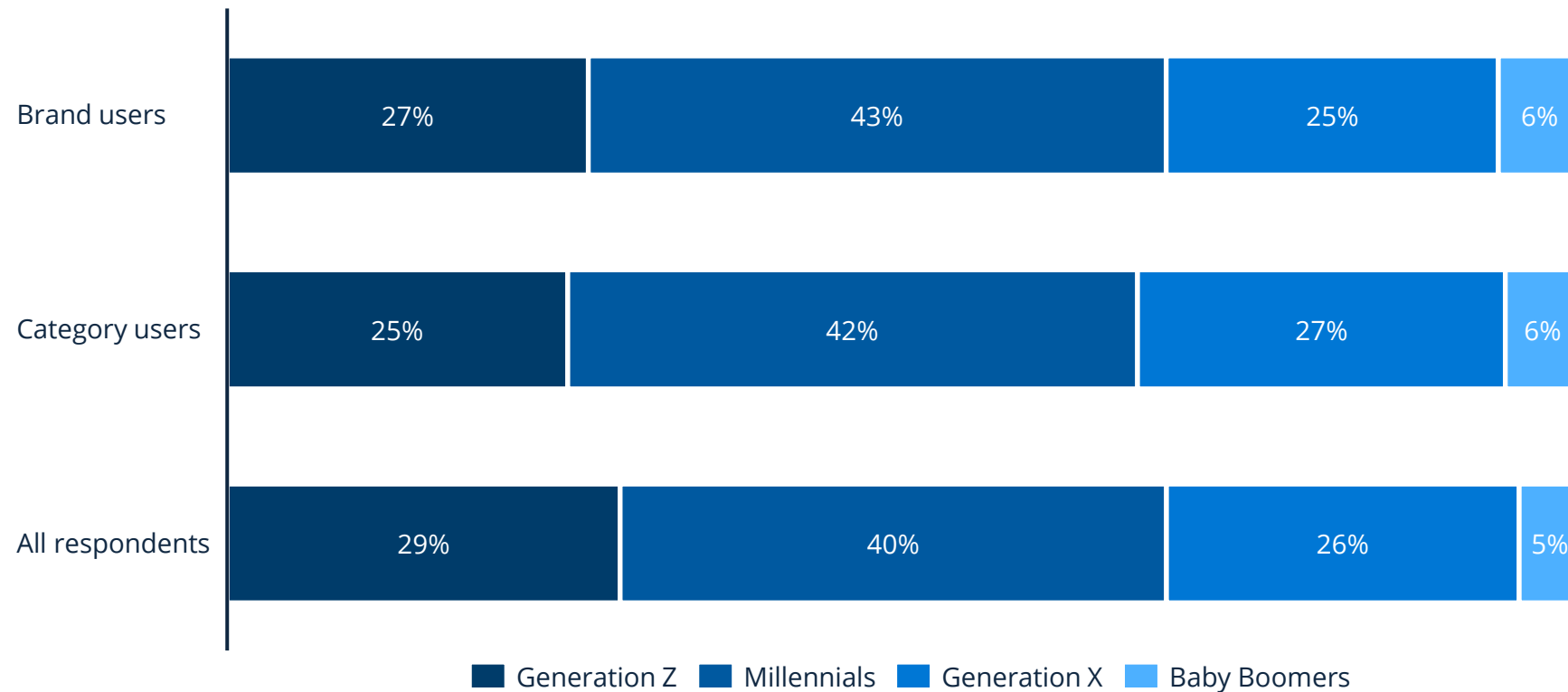
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Consul owners and washing machine owners overall is fairly similar

Demographic profile: generations

Age of consumers in Brazil

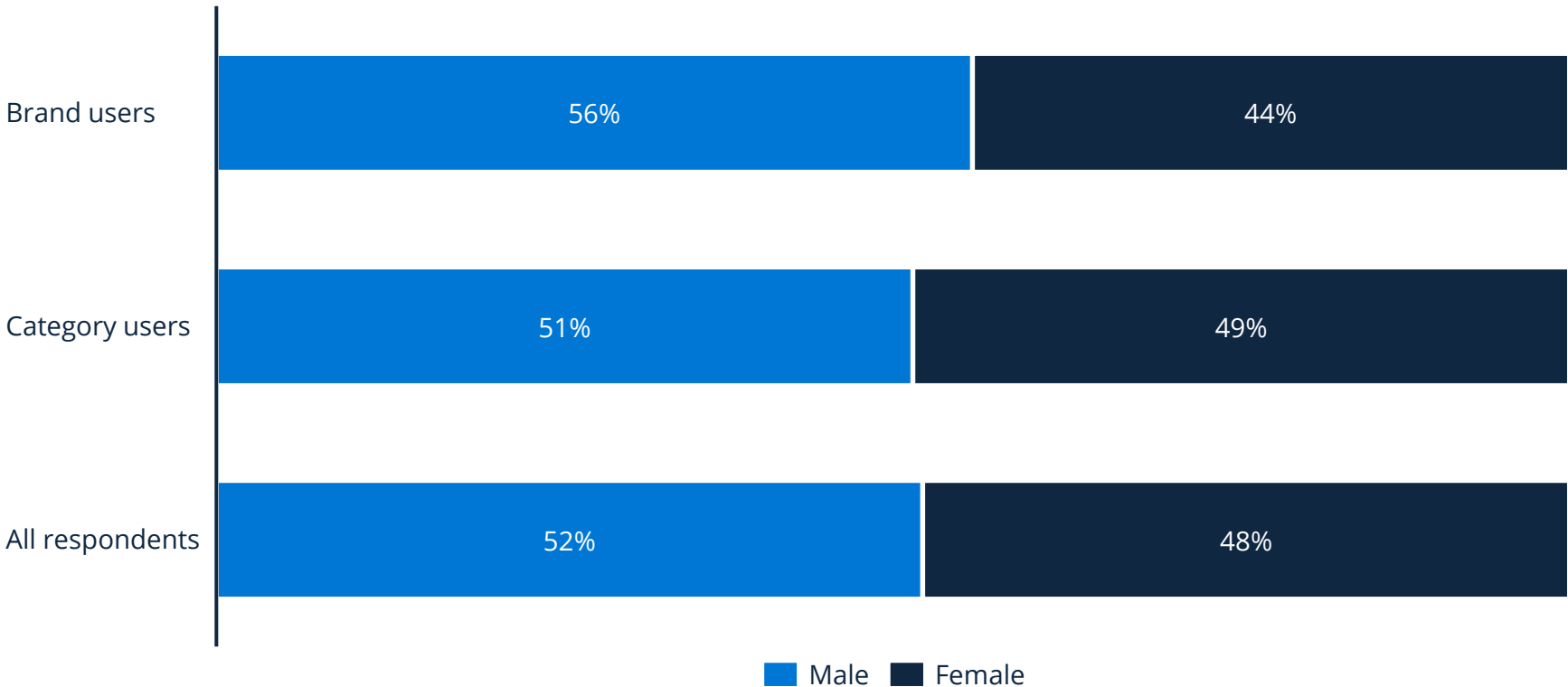


Consul has more male than female owners

Demographic profile: gender



Gender of consumers in Brazil



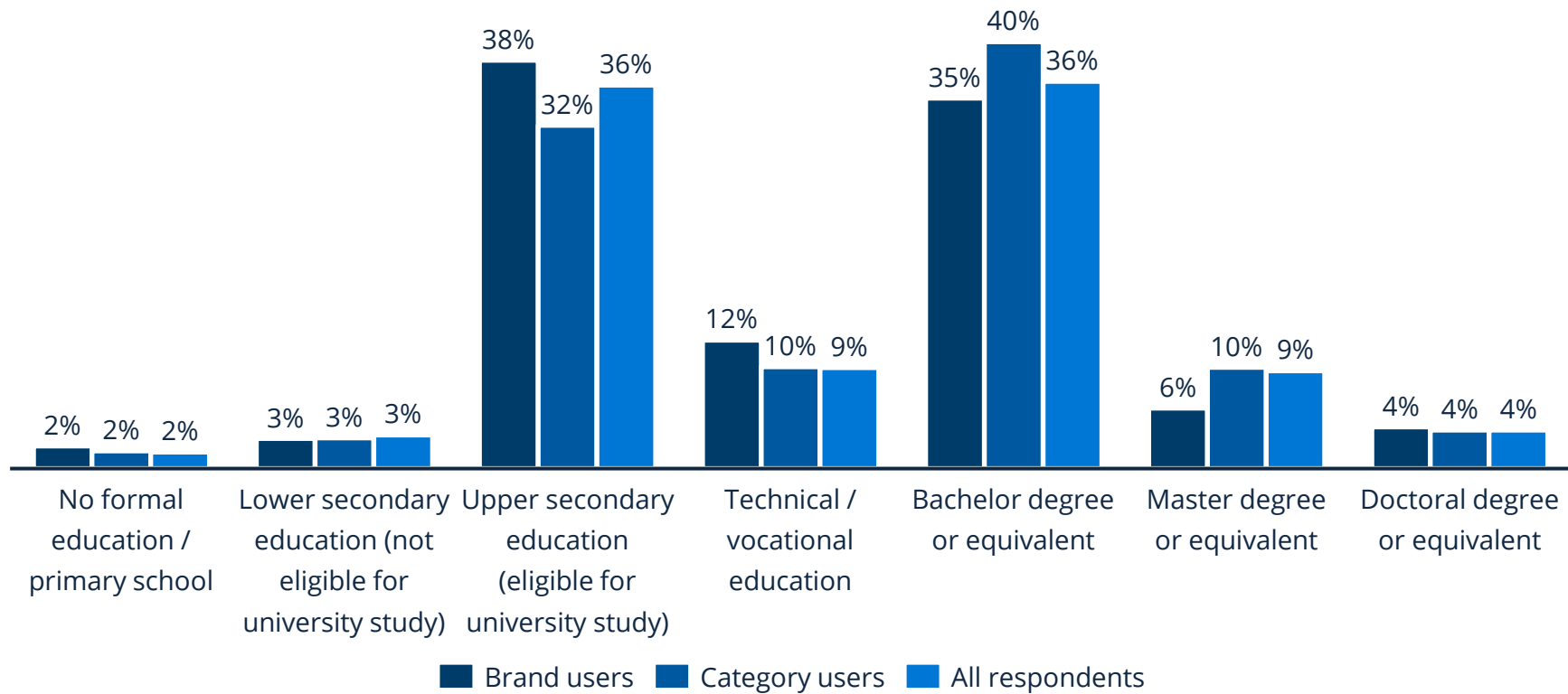
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=281 Consul owners, n=1,733 washing machine owners, n=12,147 all respondents

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

38% of Consul owners have an upper secondary education with the permission to go to university

Demographic profile: education

Consumer's level of education in Brazil

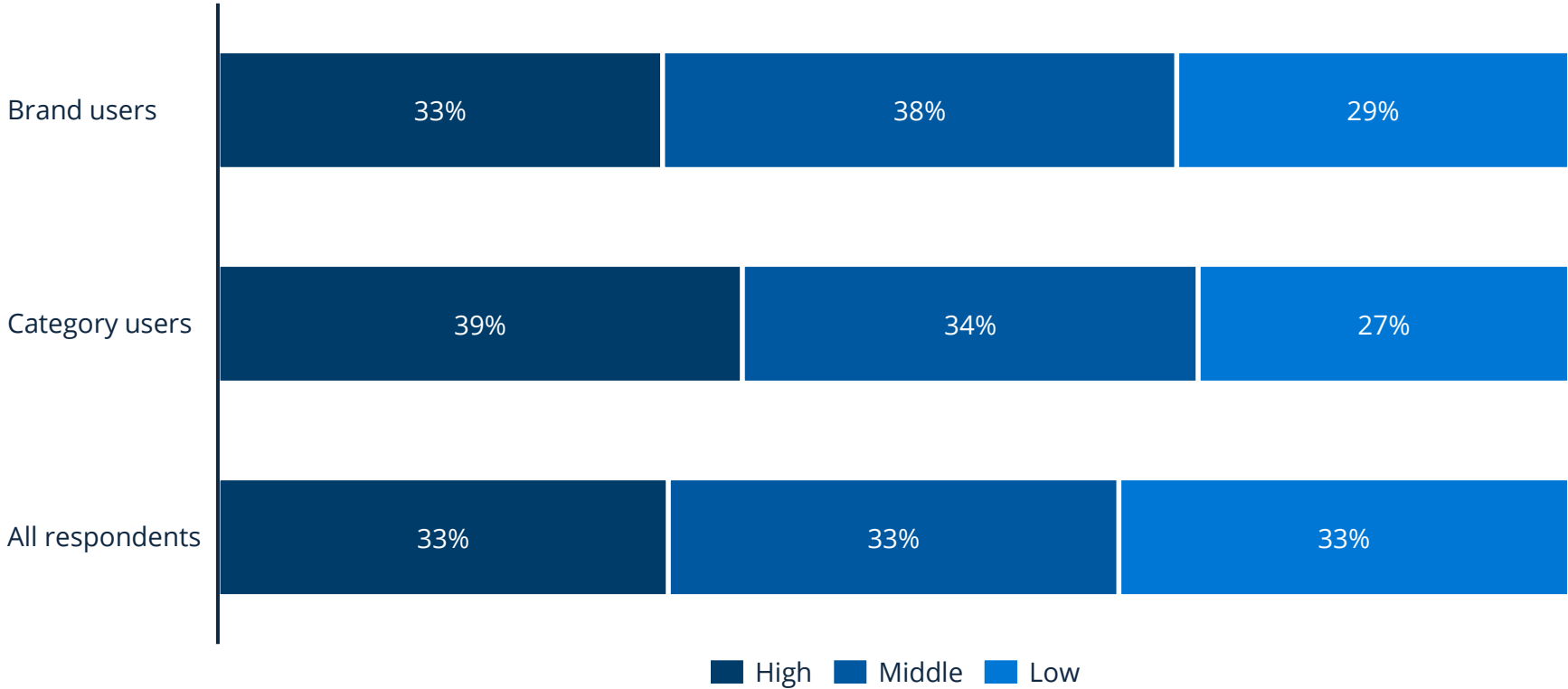


Consul has a smaller share of owners with a high income than other washing machine brands

Demographic profile: income



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

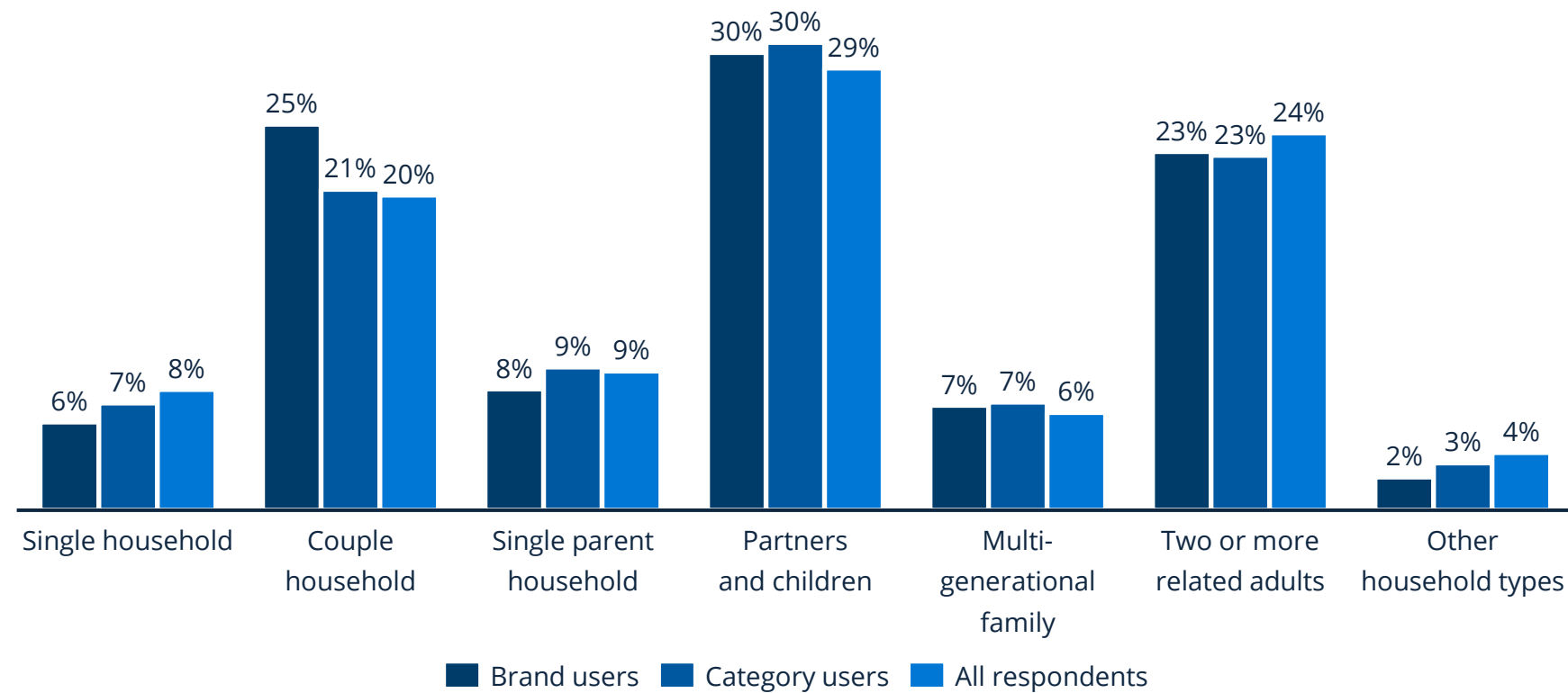


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=281 Consul owners, n=1,733 washing machine owners, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other washing machine owners, Consul owners are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Brazil live

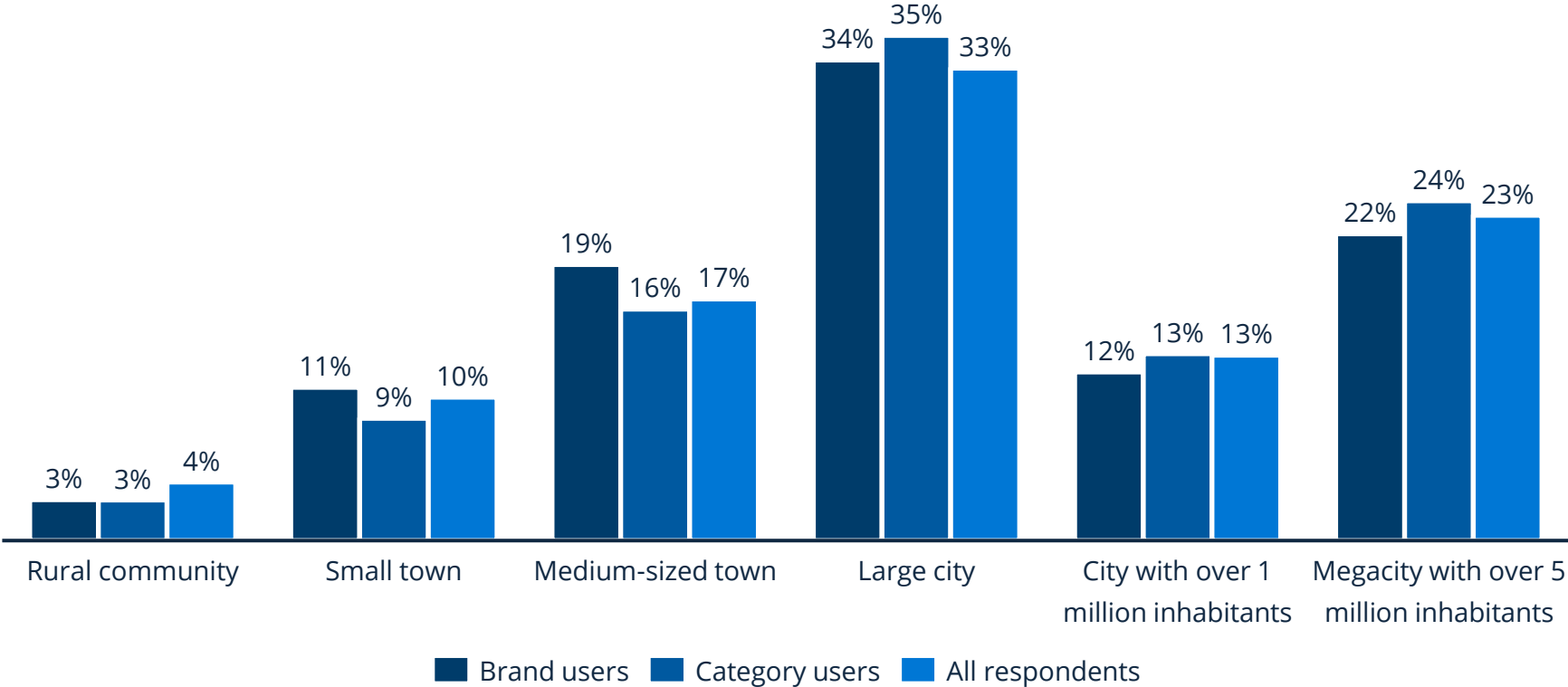


Consul owners are more likely to live in rural areas and towns than washing machine owners in general

Demographic profile: type of community



Communities where consumers live in Brazil



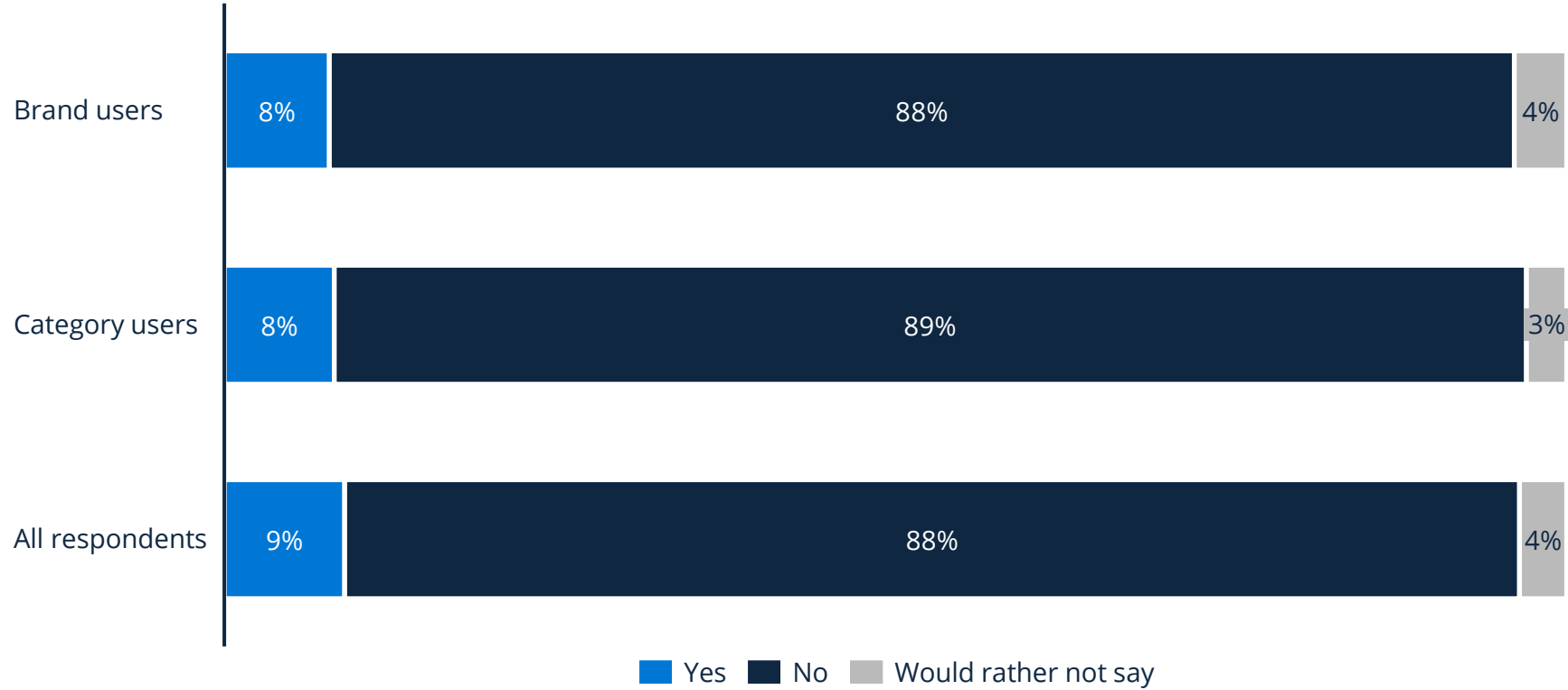
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=281 Consul owners, n=1,733 washing machine owners, n=12,147 all respondents

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

8% of Consul owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Brazil



CHAPTER 03

Consumer lifestyle

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



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