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CONSUMERS & BRANDS

Washing machines: Electrolux 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 Electrolux 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 Electrolux 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

CHAPTER 01

Management summary

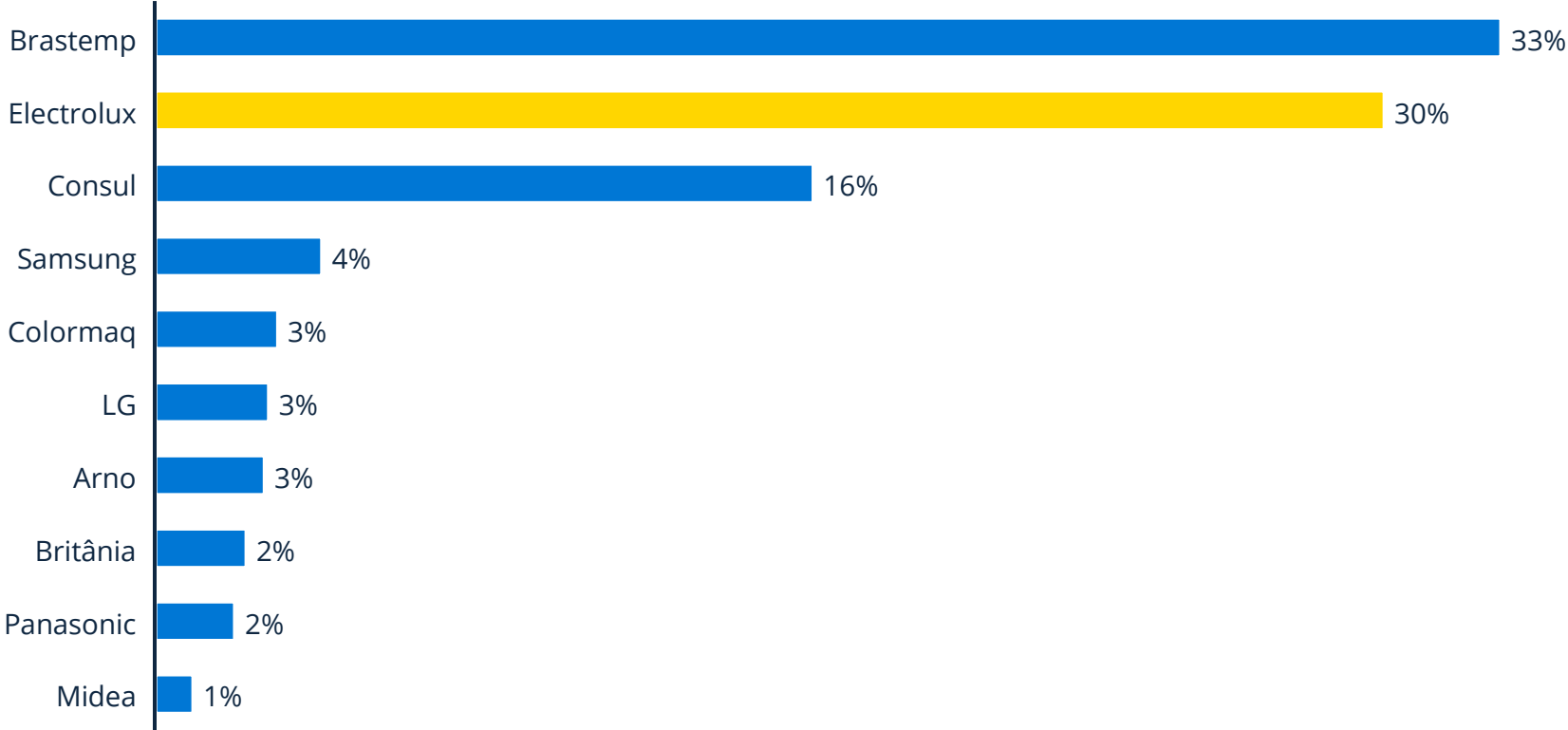
- Brand usage
- Key insights



Electrolux is the second most owned washing machine brand in Brazil after Brastemp and has a user share of 30%

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Brazil



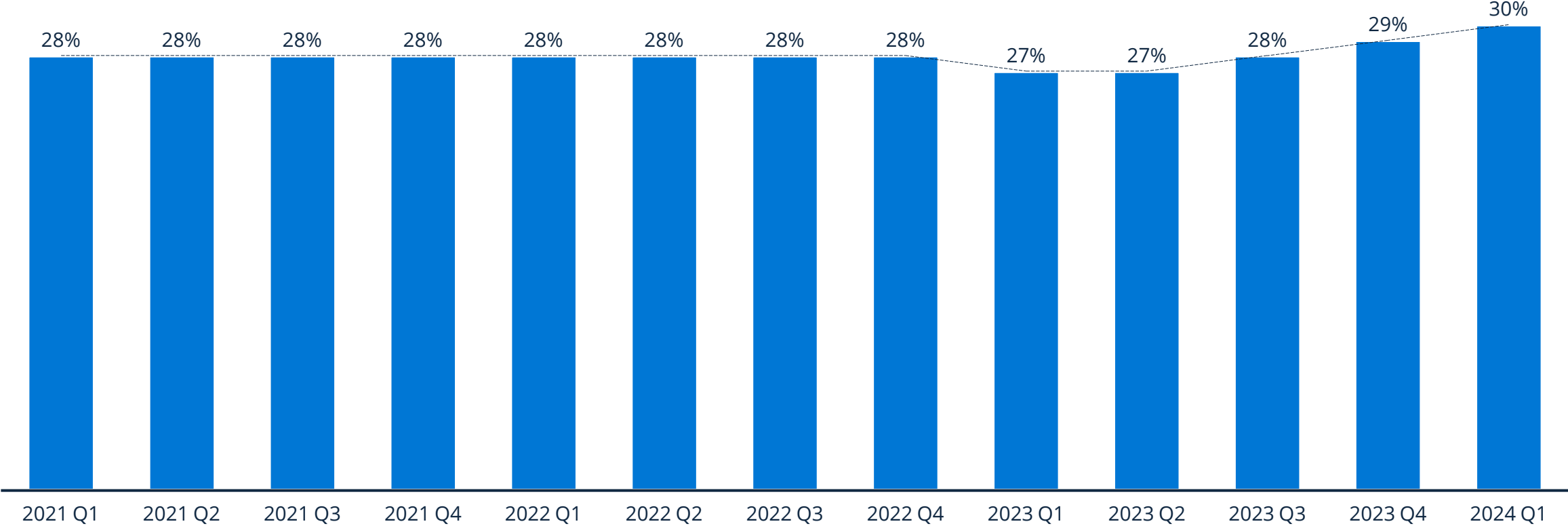
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,733 washing machine owners

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

The share of washing machine owners owning Electrolux grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Electrolux



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=457 - 525 Electrolux owners, n=1711 - 1835 washing machine owners

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

Electrolux owners in Brazil

Management summary: key insights

Demographic profile

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

53% of Electrolux owners are female.

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

Washing machine owners in general and Electrolux owners specifically, live in similar type of communities.

Consumer lifestyle

An honest and respectable life is an important aspect of life for 62% of Electrolux owners.

Electrolux owners have similar interests as owners of other washing machine brands.

Cooking or baking are relatively popular hobbies among Electrolux owners.

Consumer attitudes

54% of Electrolux owners state that they would love to control their home via smartphone or voice.

41% of Electrolux owners are laggards or in the late majority of innovation adoption.

Unemployment and poverty are issues of particular concern to Electrolux owners.

Marketing touchpoints

Video is more popular among Electrolux owners than the average washing machine owner.

Electrolux owners remember seeing ads in video portals more often than the average consumer.

CHAPTER 02

Demographic profile

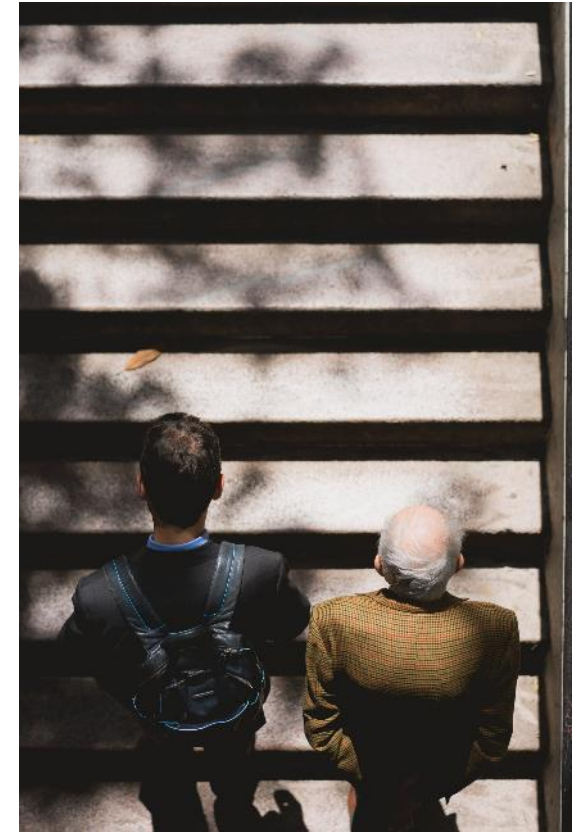
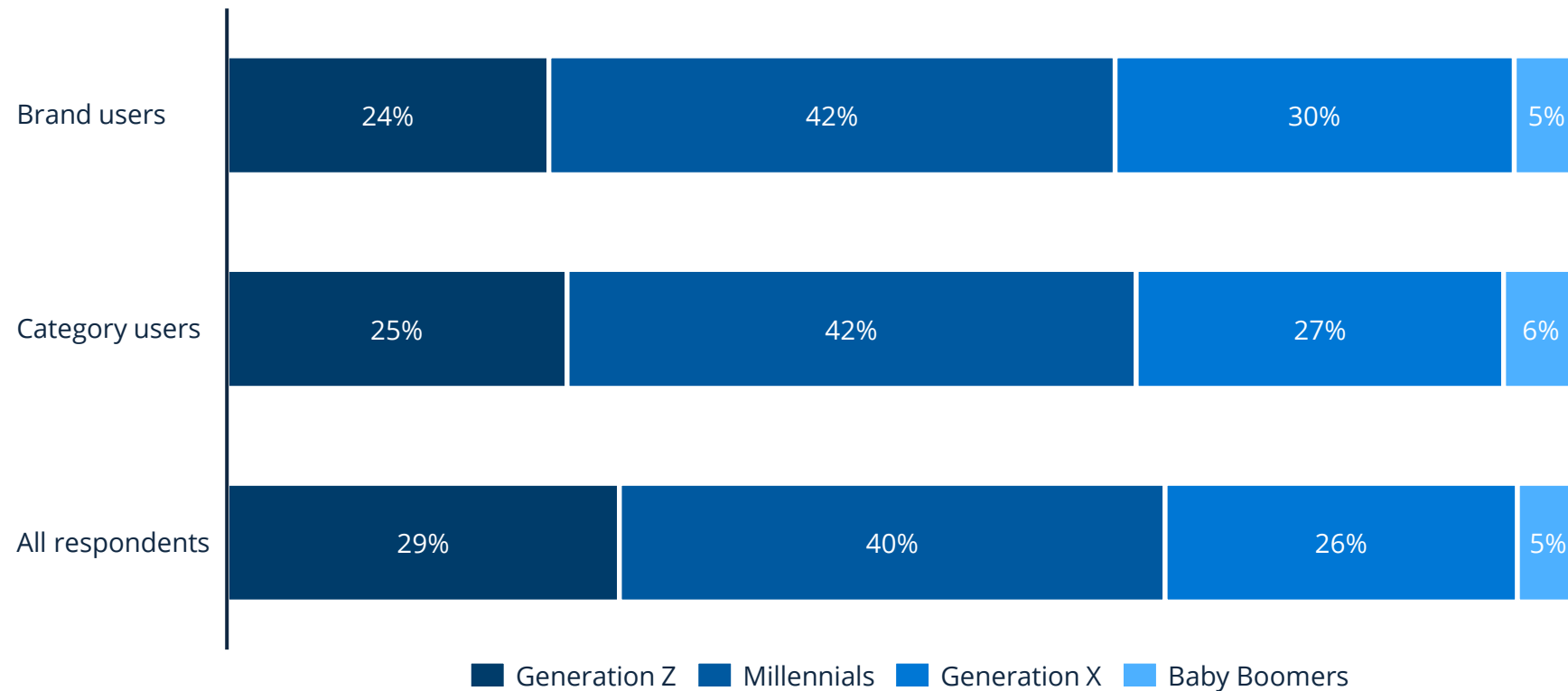
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



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

Demographic profile: generations

Age of consumers in Brazil

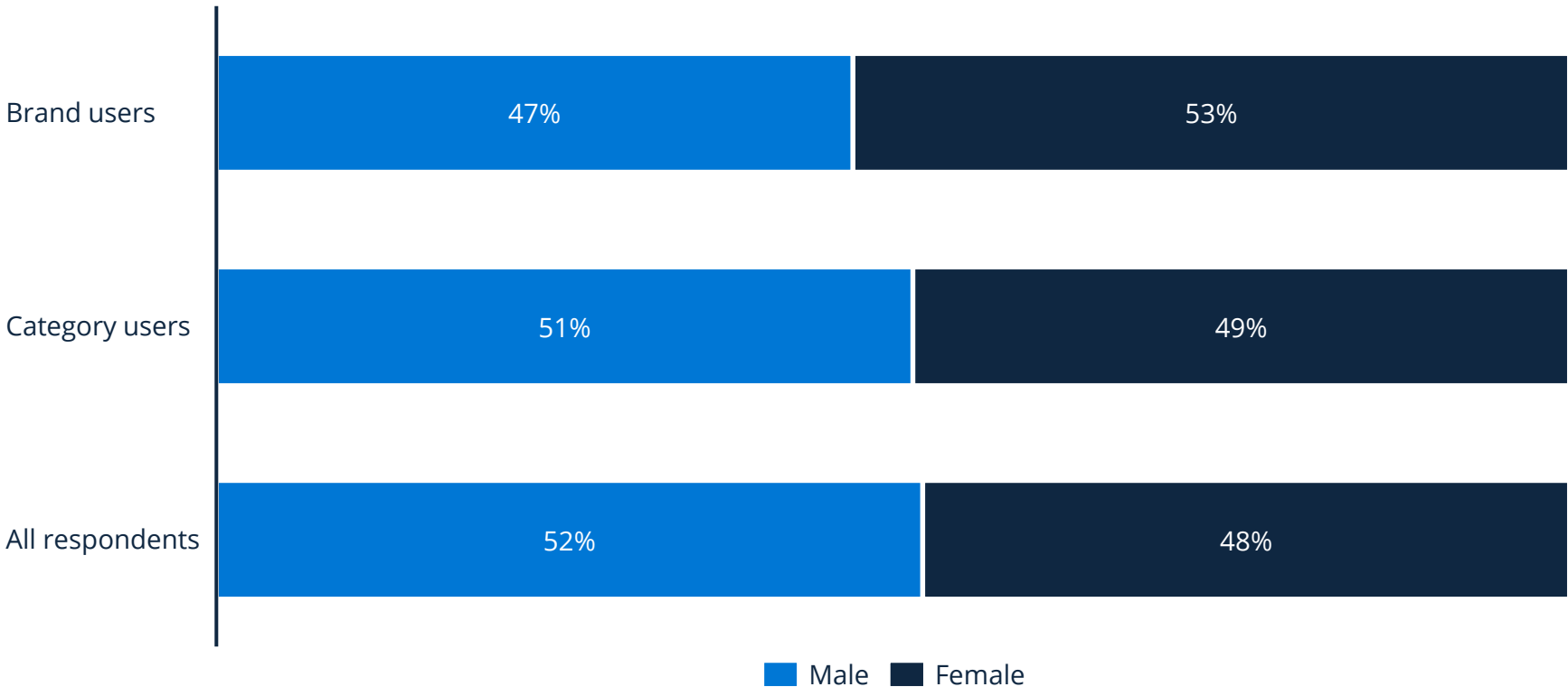


53% of Electrolux owners are female

Demographic profile: gender



Gender of consumers in Brazil



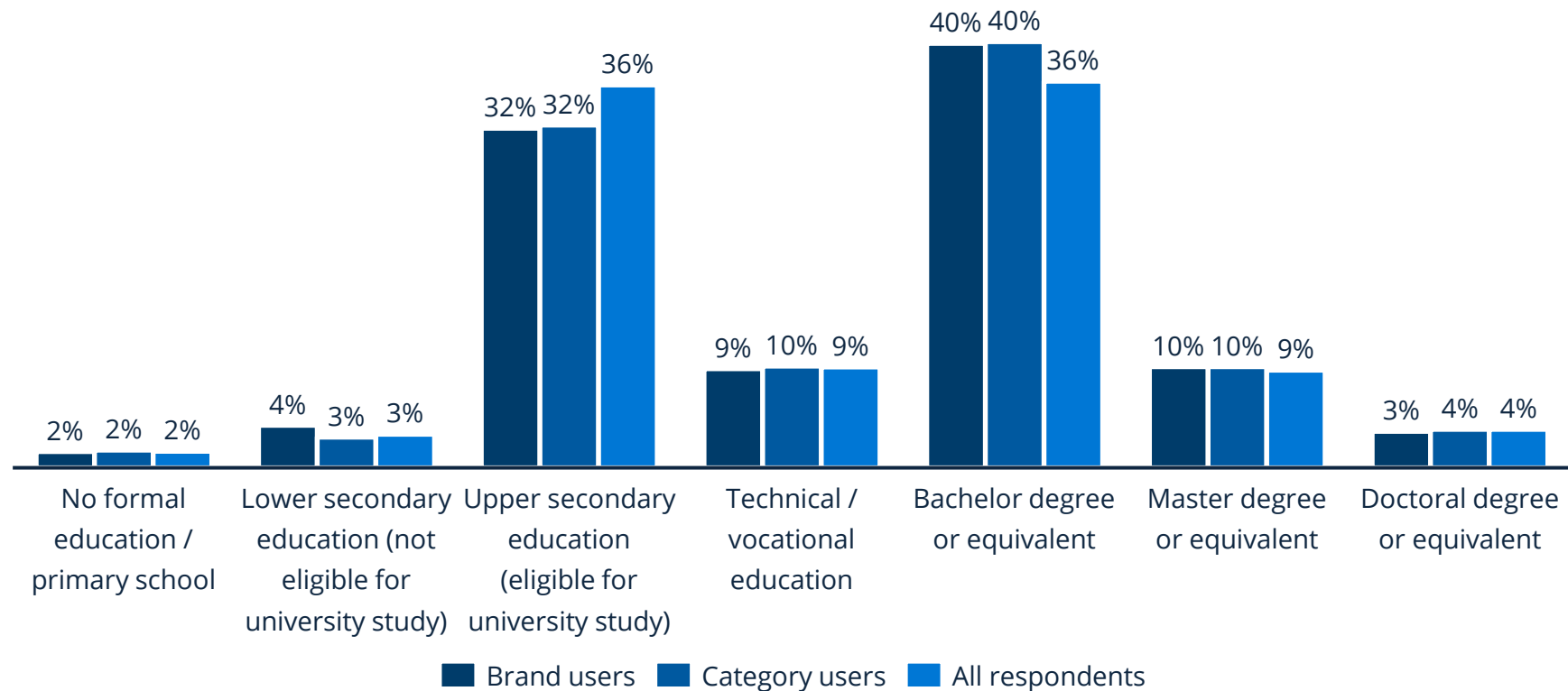
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=525 Electrolux owners, n=1,733 washing machine owners, n=12,147 all respondents

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

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

Demographic profile: education

Consumer's level of education in Brazil

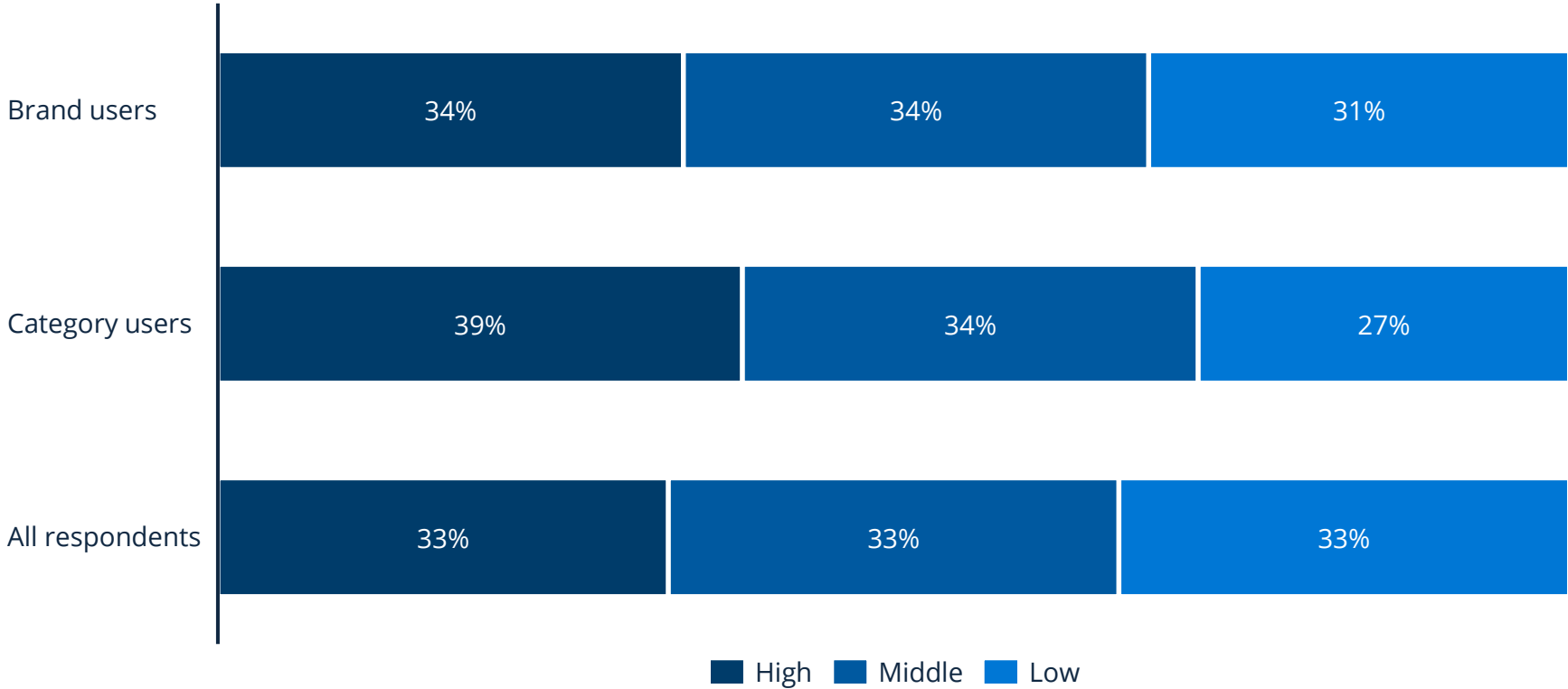


Electrolux has a smaller share of owners with a high income than other washing machine brands

Demographic profile: income



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

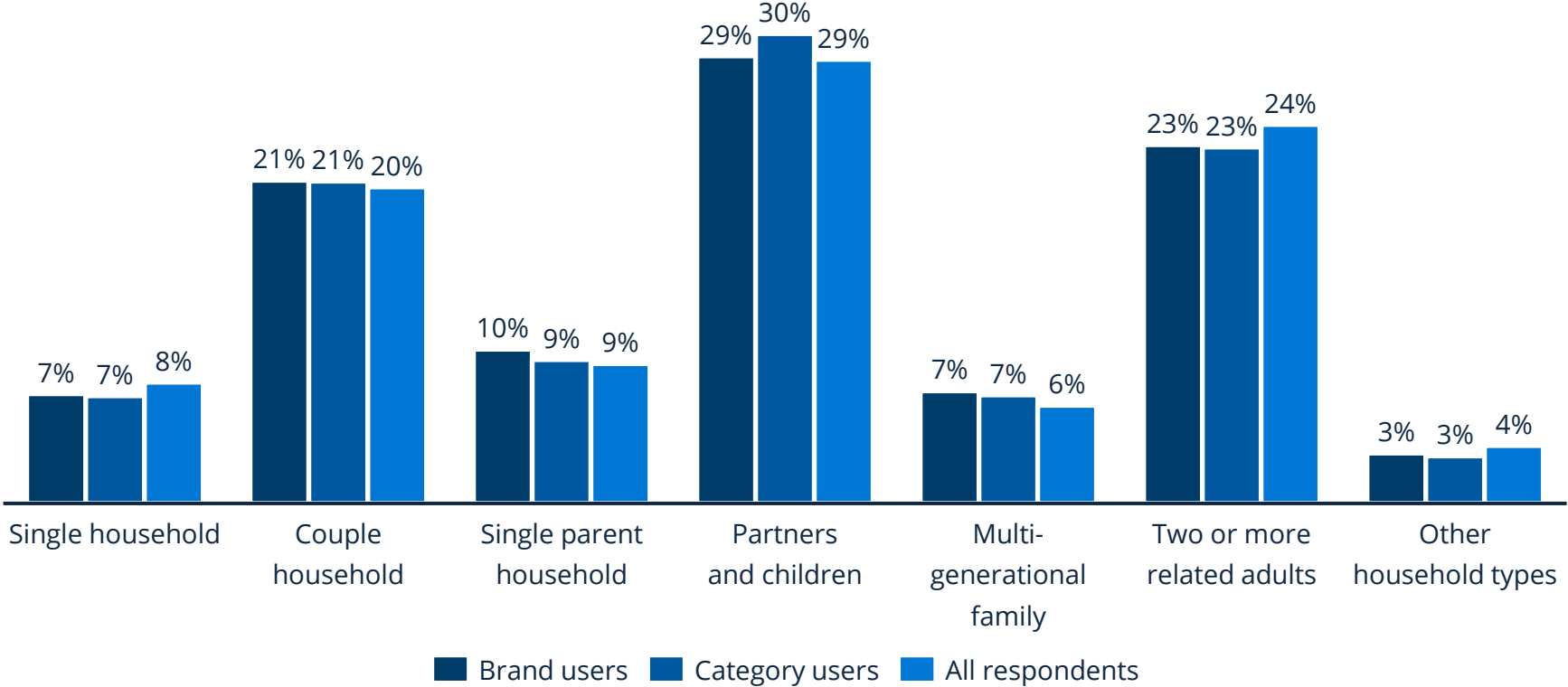


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=525 Electrolux owners, n=1,733 washing machine owners, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

The living arrangements of Electrolux owners and washing machine owners overall are similar

Demographic profile: household classification

Type of households in which consumers in Brazil live



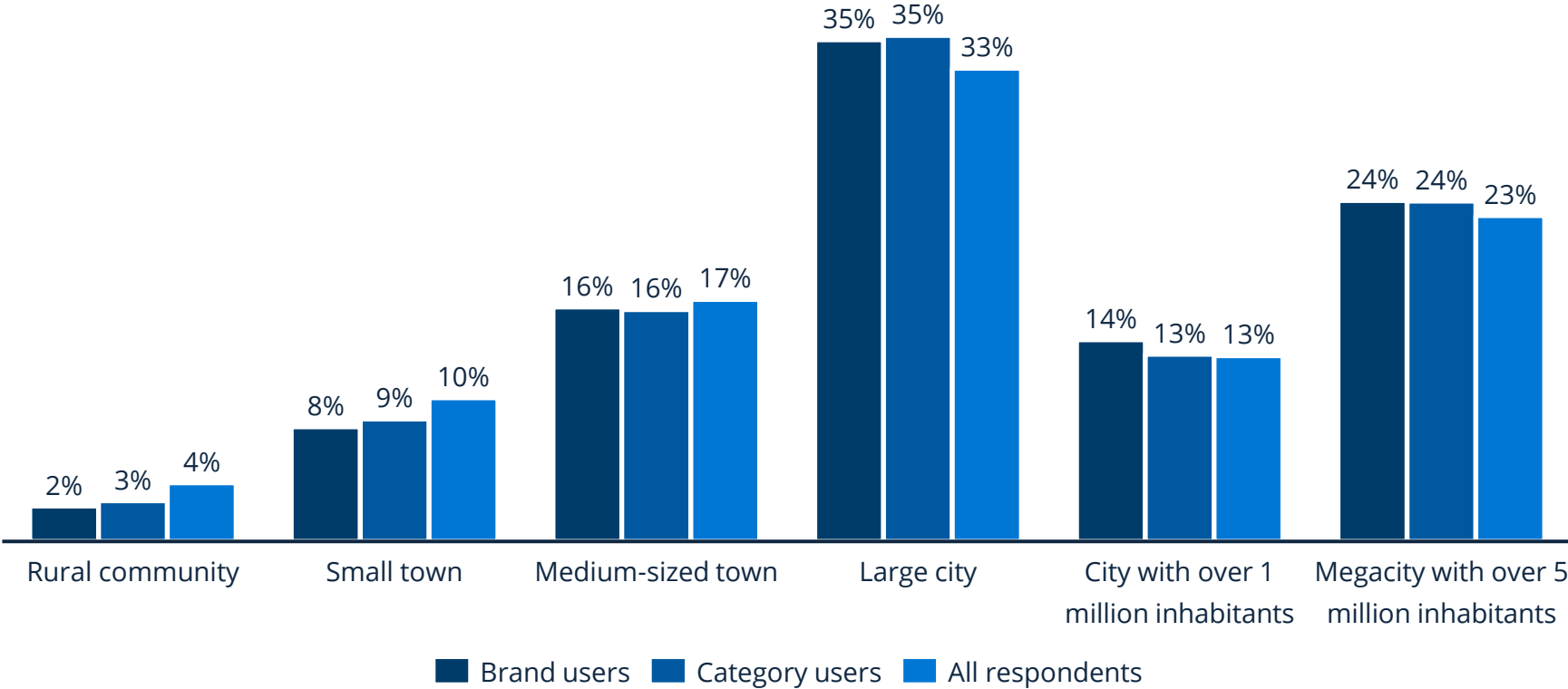
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=525 Electrolux owners, n=1,733 washing machine owners, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Washing machine owners in general and Electrolux owners specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Brazil



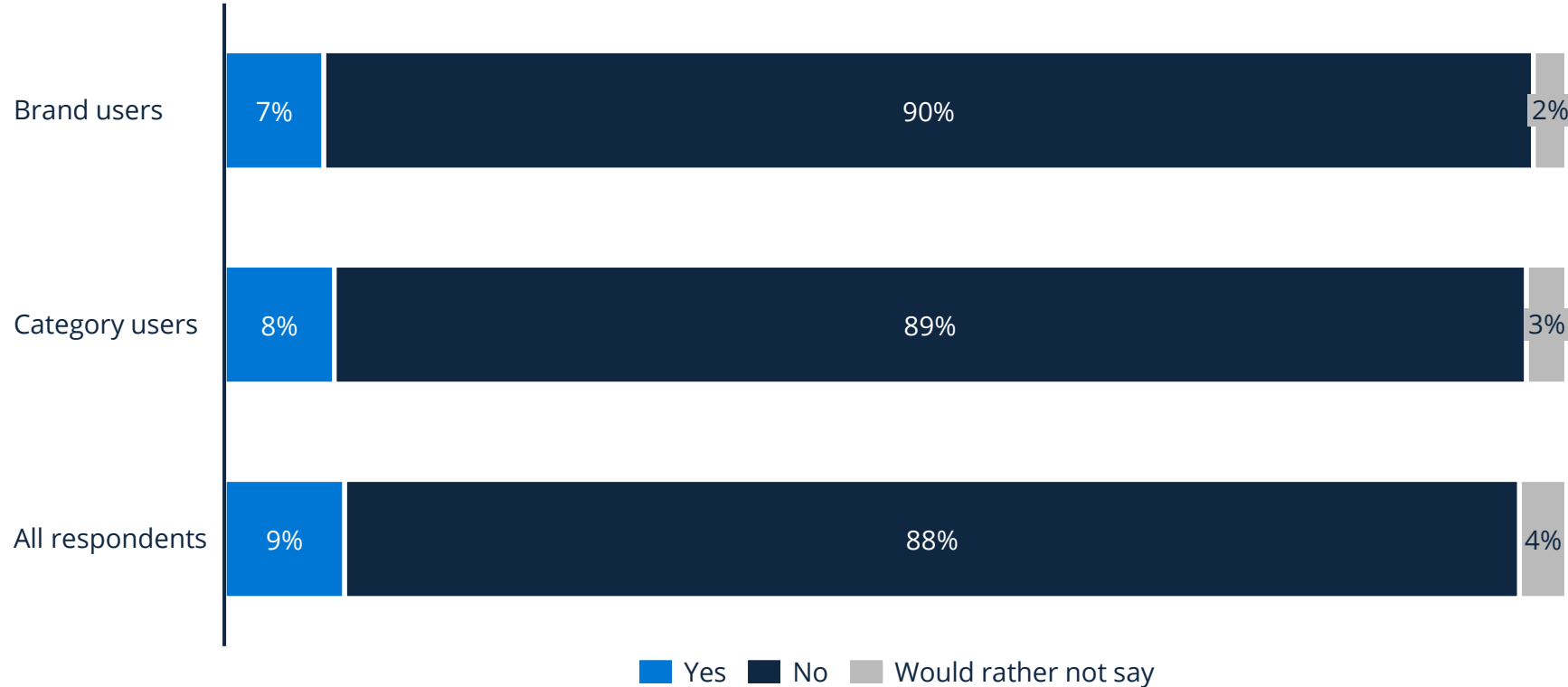
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=525 Electrolux owners, n=1,733 washing machine owners, n=12,147 all respondents

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

7% of Electrolux 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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