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CONSUMERS & BRANDS

Mobile carriers: Claro customers 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 Claro customers 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 Claro customers in Brazil ("brand users") against Brazilian smartphone users 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

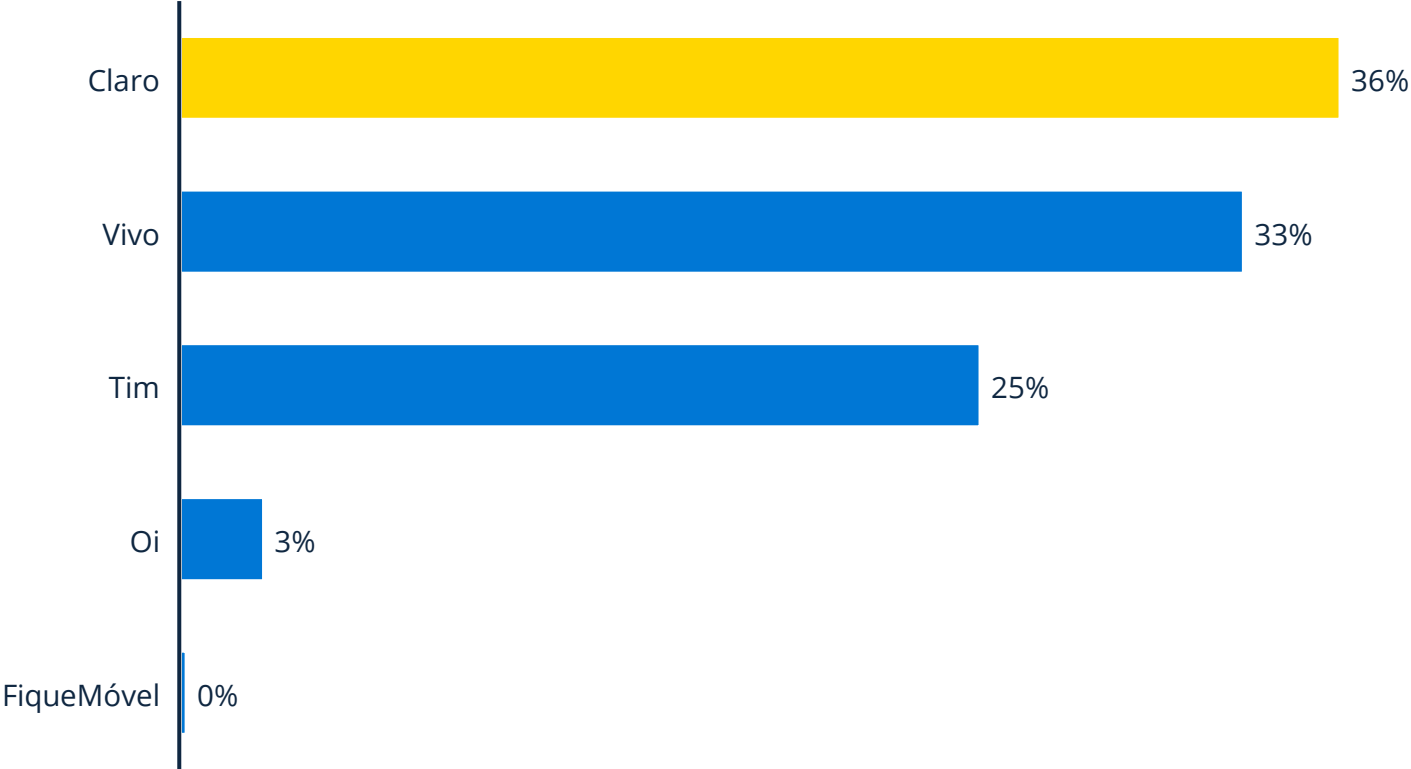
- Brand usage
- Key insights



With a user share of 36%, Claro is the most used mobile carrier in Brazil

Management summary: brand usage and competition

Top 5 most used mobile carriers in Brazil



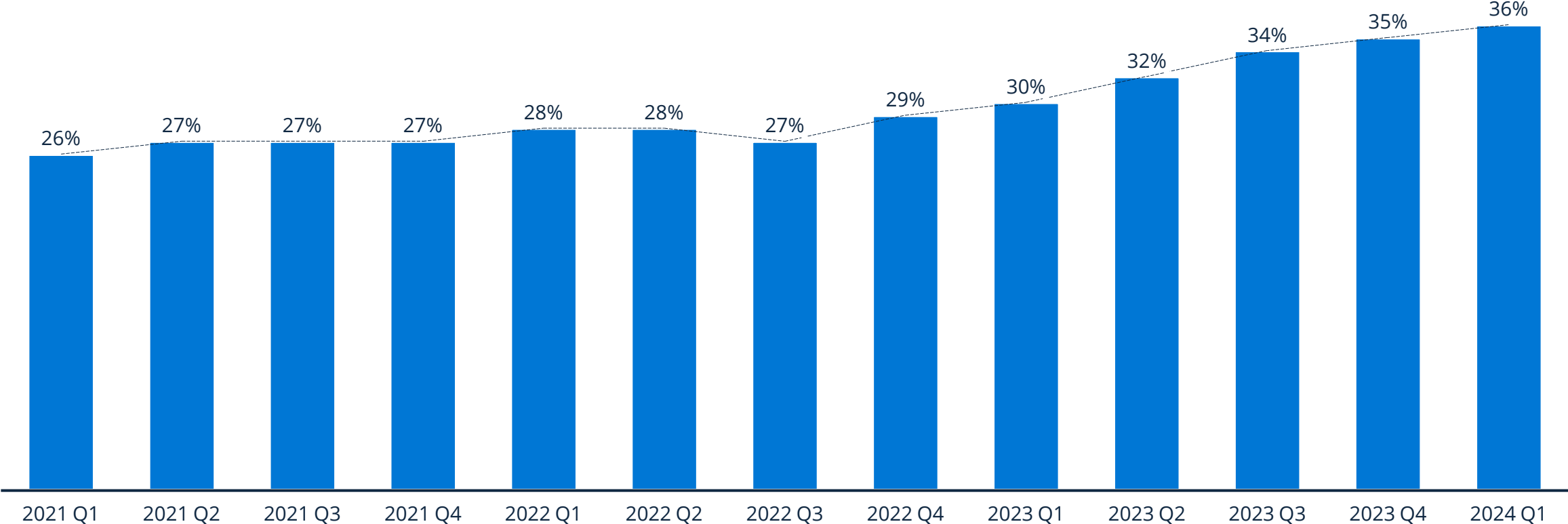
4 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=1,977 smartphone users

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

The share of smartphone users using Claro grew by 10 percentage points since 2021

Management summary: brand usage timeline

Timeline of smartphone users using Claro



5 | Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=529 - 718 Claro customers, n=1963 - 2068 smartphone users

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

Claro customers in Brazil

Management summary: key insights

Demographic profile

The age distribution of Claro customers and smartphone users overall is fairly similar.

There is a fairly even split of male and female Claro customers.

Claro customers have a similar income distribution as smartphone users in general.

Smartphone users in general and Claro customers specifically, live in similar type of communities.

Consumer lifestyle

Similar aspects of life are important to Claro customers and other smartphone users.

Science and technology are relatively prevalent interests of Claro customers.

49% of Claro customers have shopping as a hobby.

Consumer attitudes

55% of Claro customers state that there is a good mobile network coverage in their area.

23% of Claro customers are innovators or early adopters of new products.

Poverty is of particular concern to Claro customers.

Marketing touchpoints

Twitch is more popular among Claro customers than the average smartphone user.

Digital advertising touchpoints of Claro customers are similar to those of all smartphone users.

CHAPTER 02

Demographic profile

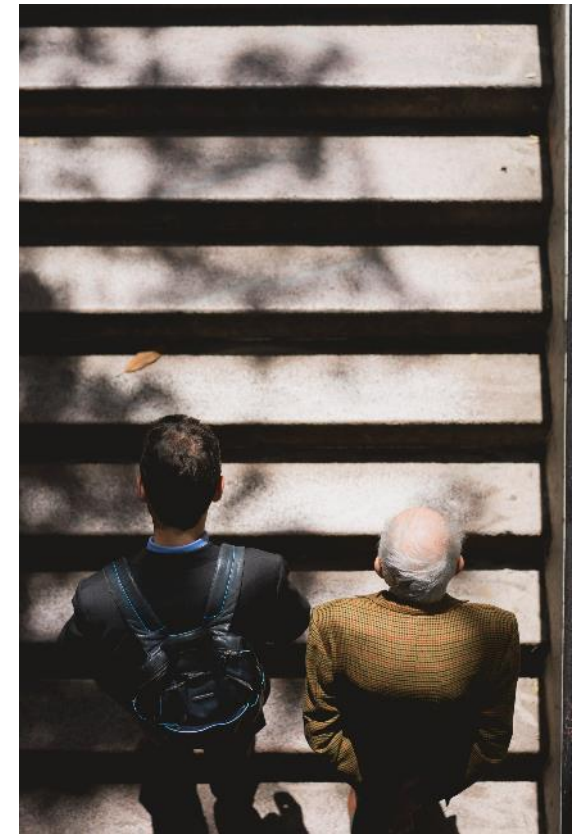
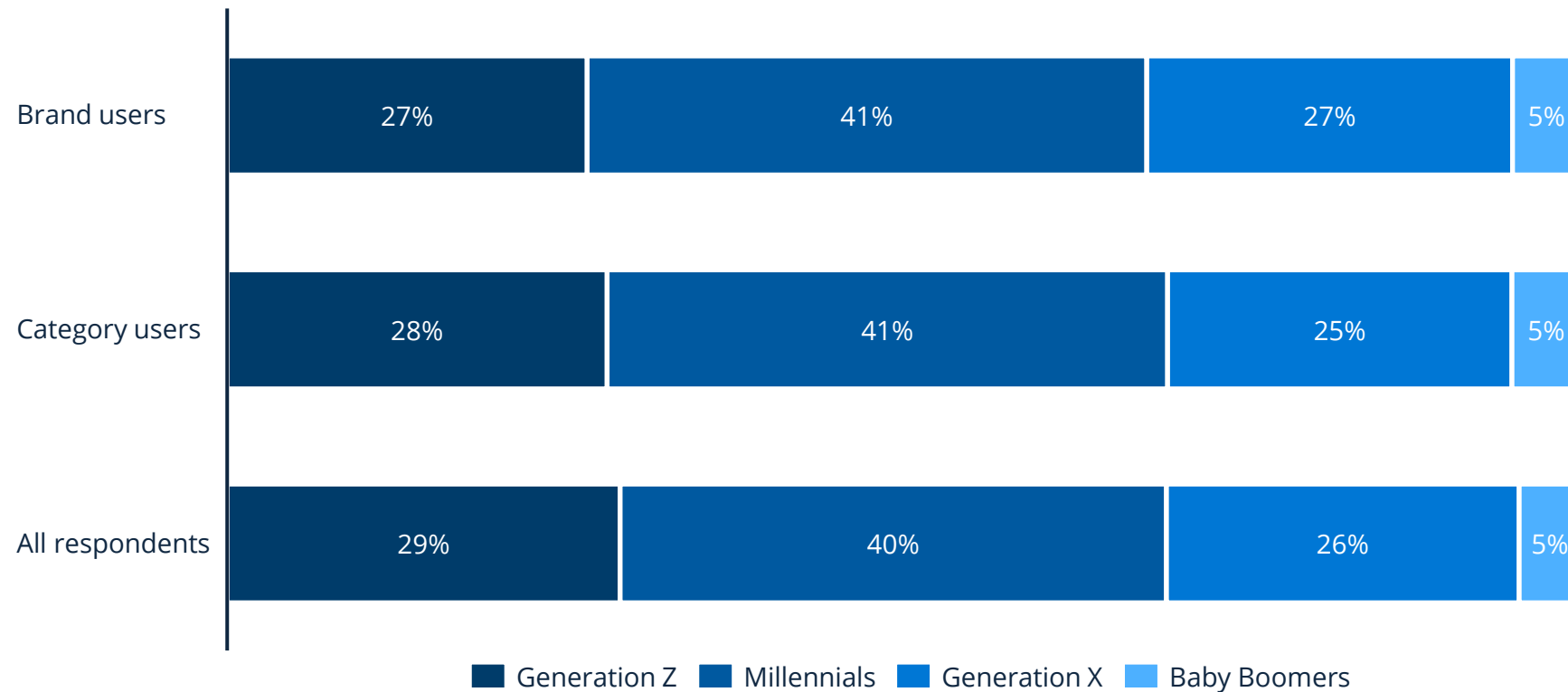
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Claro customers and smartphone users overall is fairly similar

Demographic profile: generations

Age of consumers in Brazil

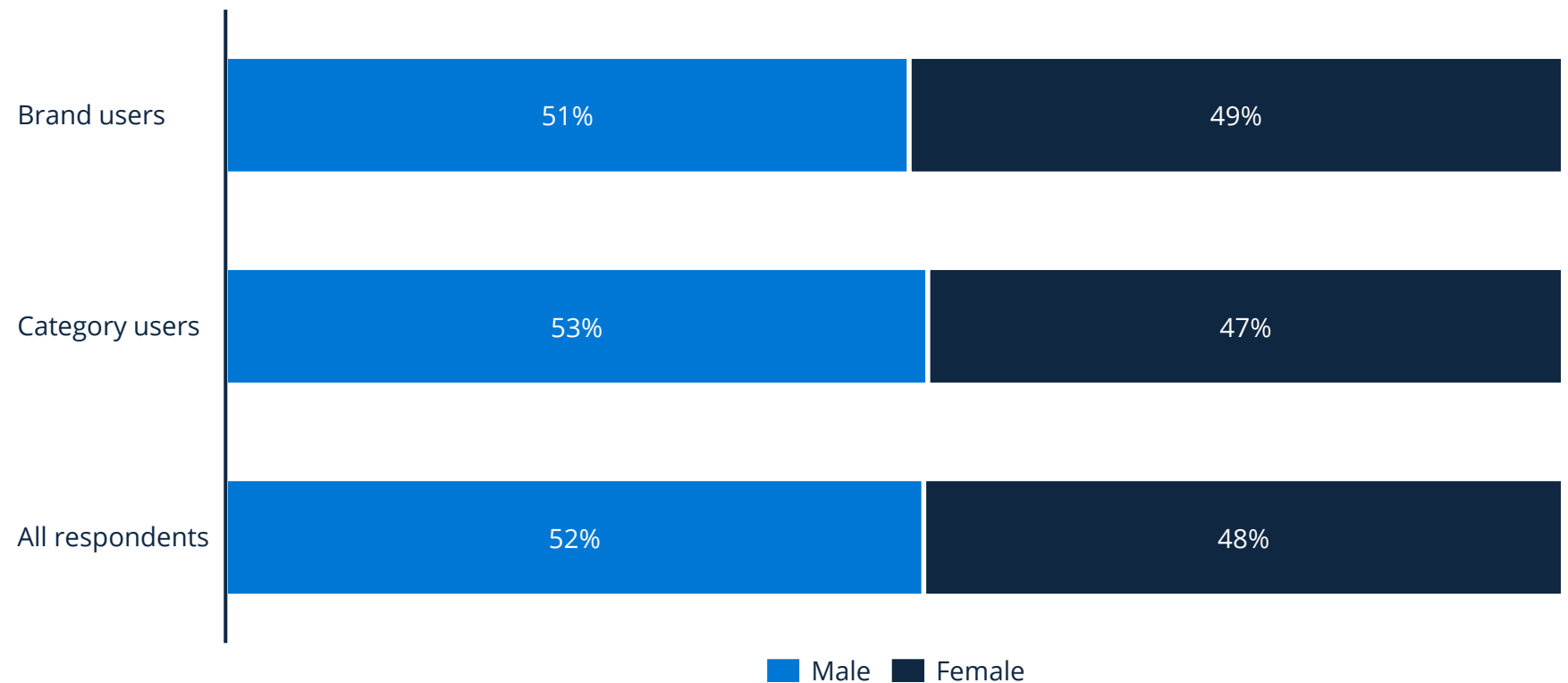


There is a fairly even split of male and female Claro customers

Demographic profile: gender



Gender of consumers in Brazil



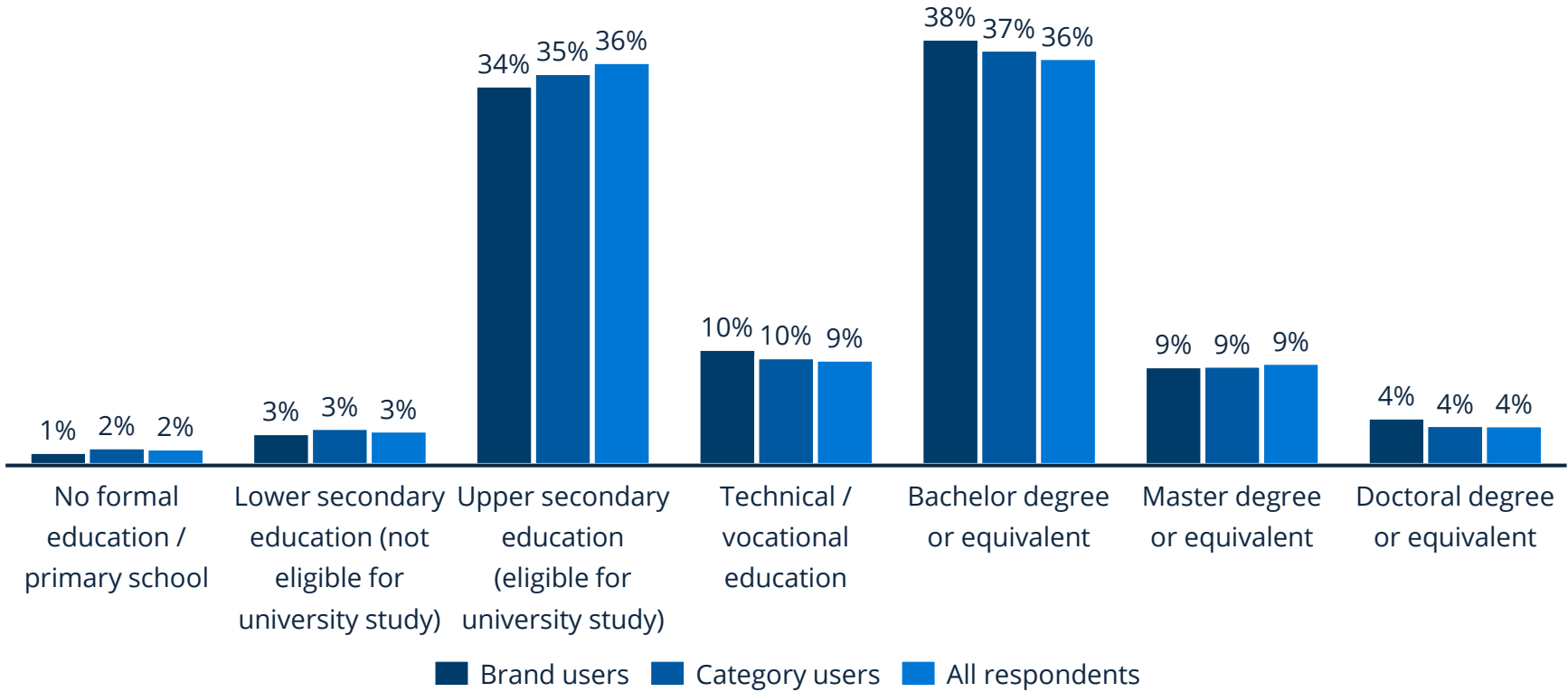
9 **Notes:** "What is your gender?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 all respondents

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

51% of Claro customers have a college degree

Demographic profile: education

Consumer's level of education in Brazil



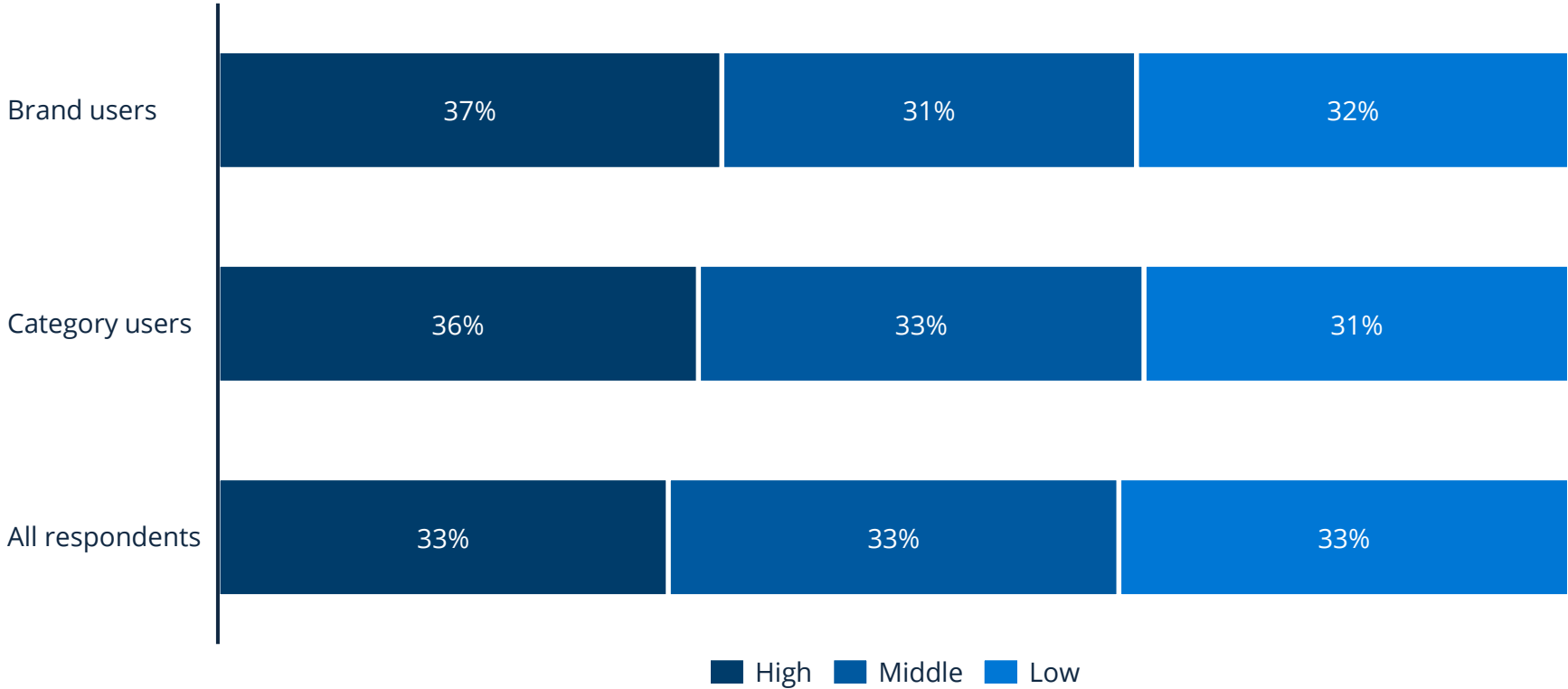
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Claro customers have a similar income distribution as smartphone users in general

Demographic profile: income



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

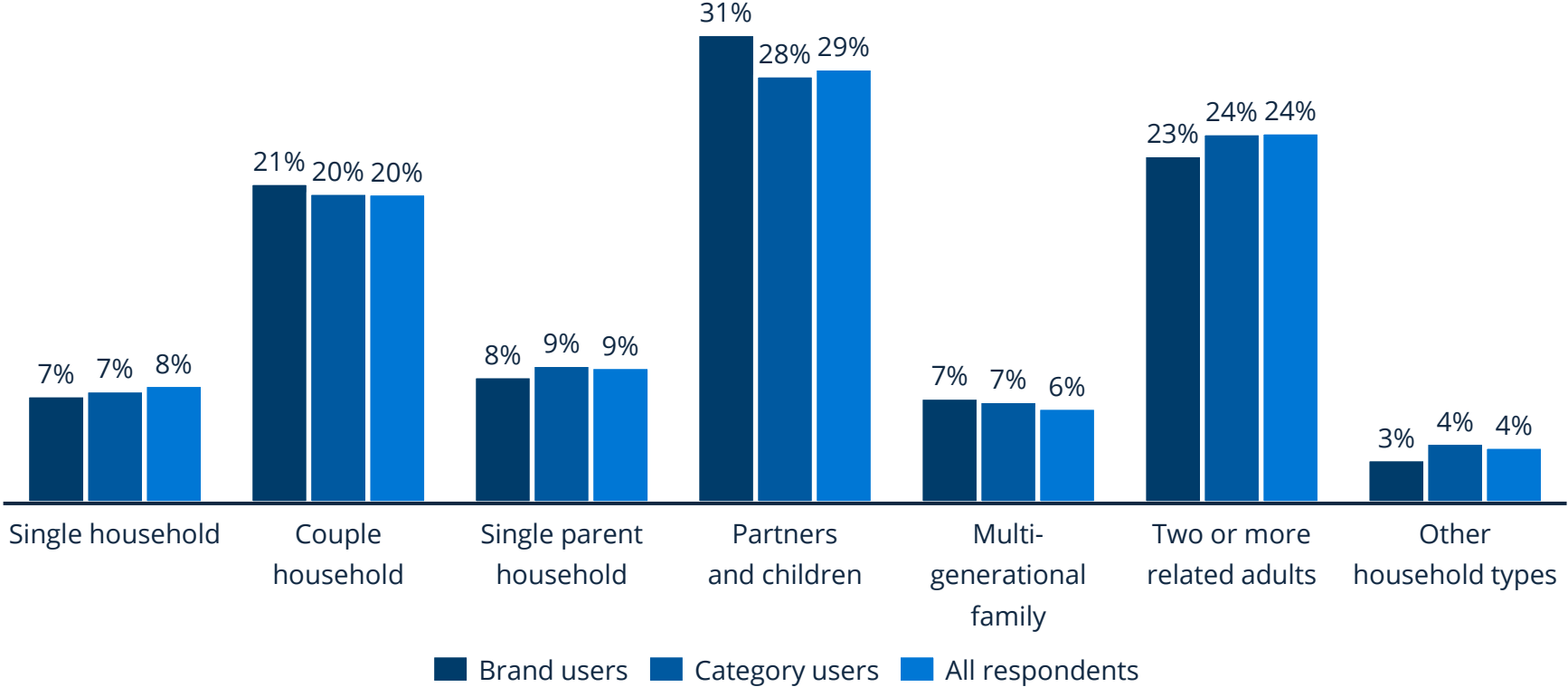


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

31% of Claro customers live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Brazil live



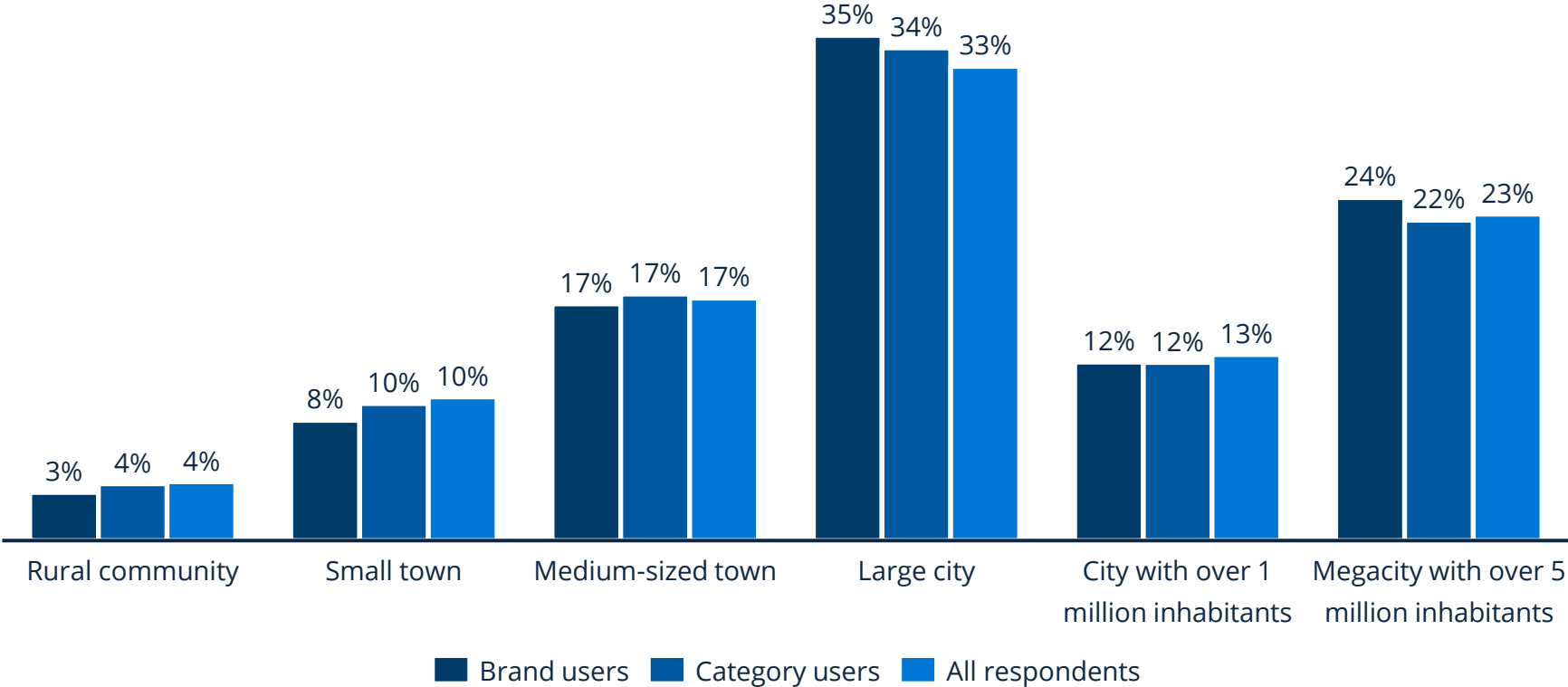
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Smartphone users in general and Claro customers specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Brazil

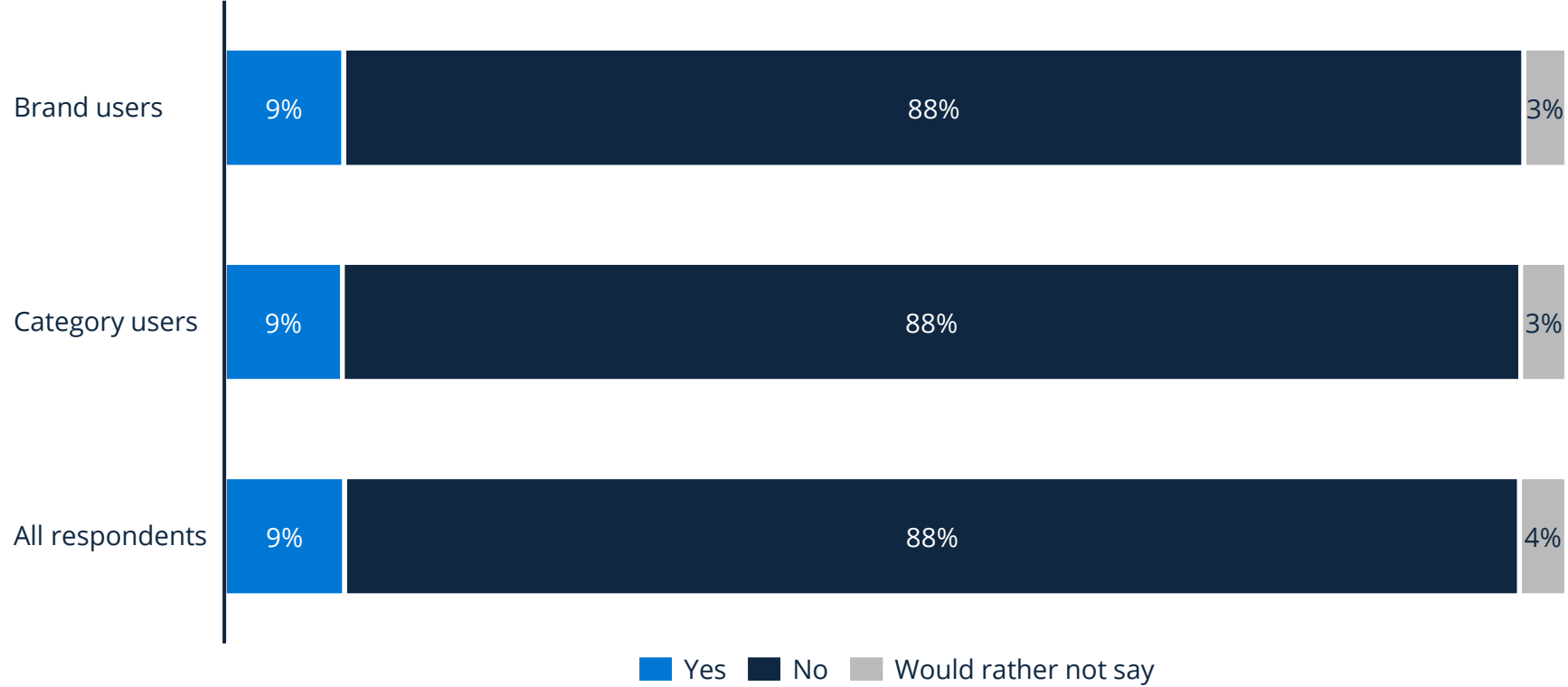


13 Notes: "In what type of community do you live?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

9% of Claro customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Brazil



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=718 Claro customers, n=1,977 smartphone users, n=12,147 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



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