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CONSUMER & BRAND

Brand KPIs for premium fashion: Colcci in Brazil

Consumer Insights report

Consumer Insights
by **statista** 

September 2024



Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, ownership, loyalty, and media buzz.

This report is based on Colcci's performance in the premium fashion market.

If you would like to find out more about the Consumer Insights at [Colcci](#) or the Brand Profiler, please click the link below.

Methodology

Design: Online Survey

Duration: approx. 15 minutes

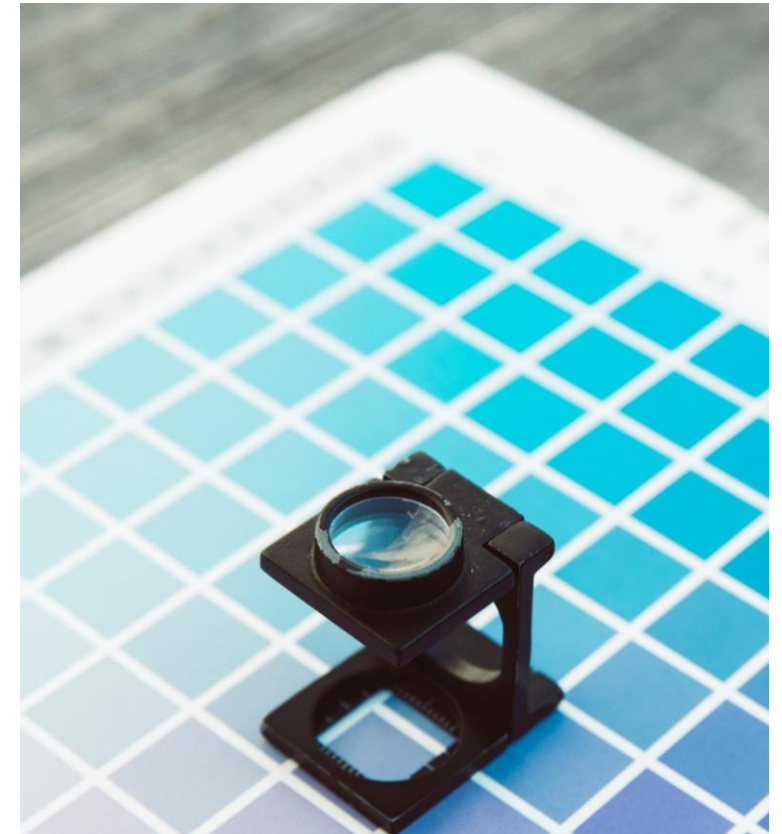
Language: official language(s) of each country with American English offered as an alternative

Regions: Brazil, Germany, India, Mexico, U.S. and UK

Number of respondents: approx. 2500

Sample: Internet users, aged 18 - 64, quotas set on gender and age

Fieldwork: February-March 2024



78% of Colcci owners display loyalty towards the brand

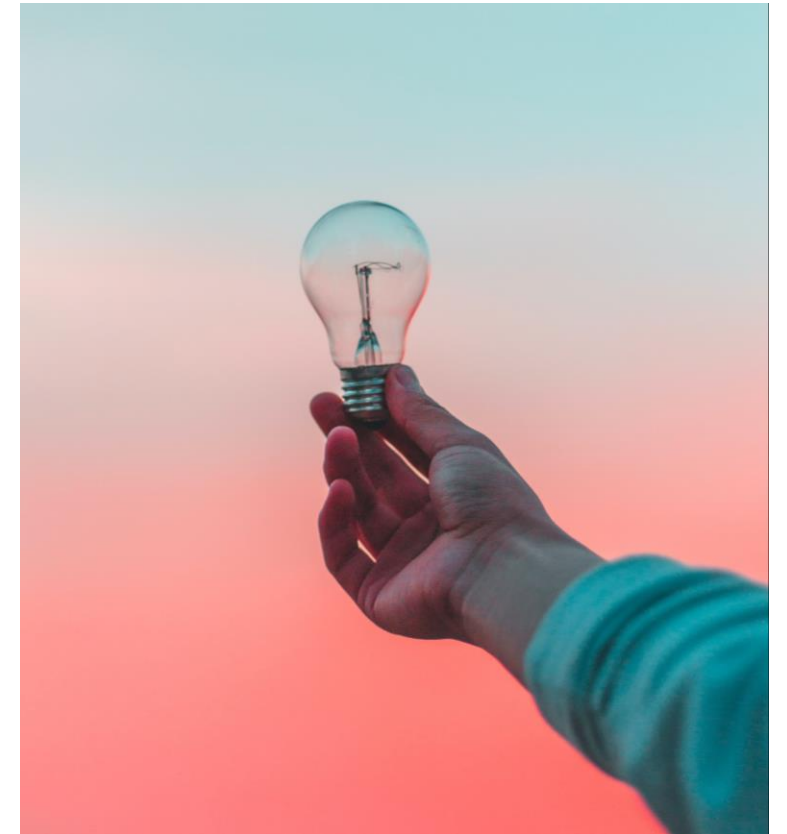
Introduction: key insights

Who does the brand appeal to?

- Colcci's branding resonates more with Millennials
- Colcci generally appeals to women more than men
- Among Colcci enthusiasts, 37% fall under the high-income category
- Consumers want their premium fashion brands to have authenticity, exclusivity, and reliability

How does the brand perform in the market?

- Colcci ranks fifth in awareness within the premium fashion market
- The popularity rating of Colcci is 51%
- Colcci ranks fourth in ownership
- In terms of loyalty, Colcci is tenth in Brazil
- Colcci has a score of 34% for media buzz



CHAPTER 01

Brand profile

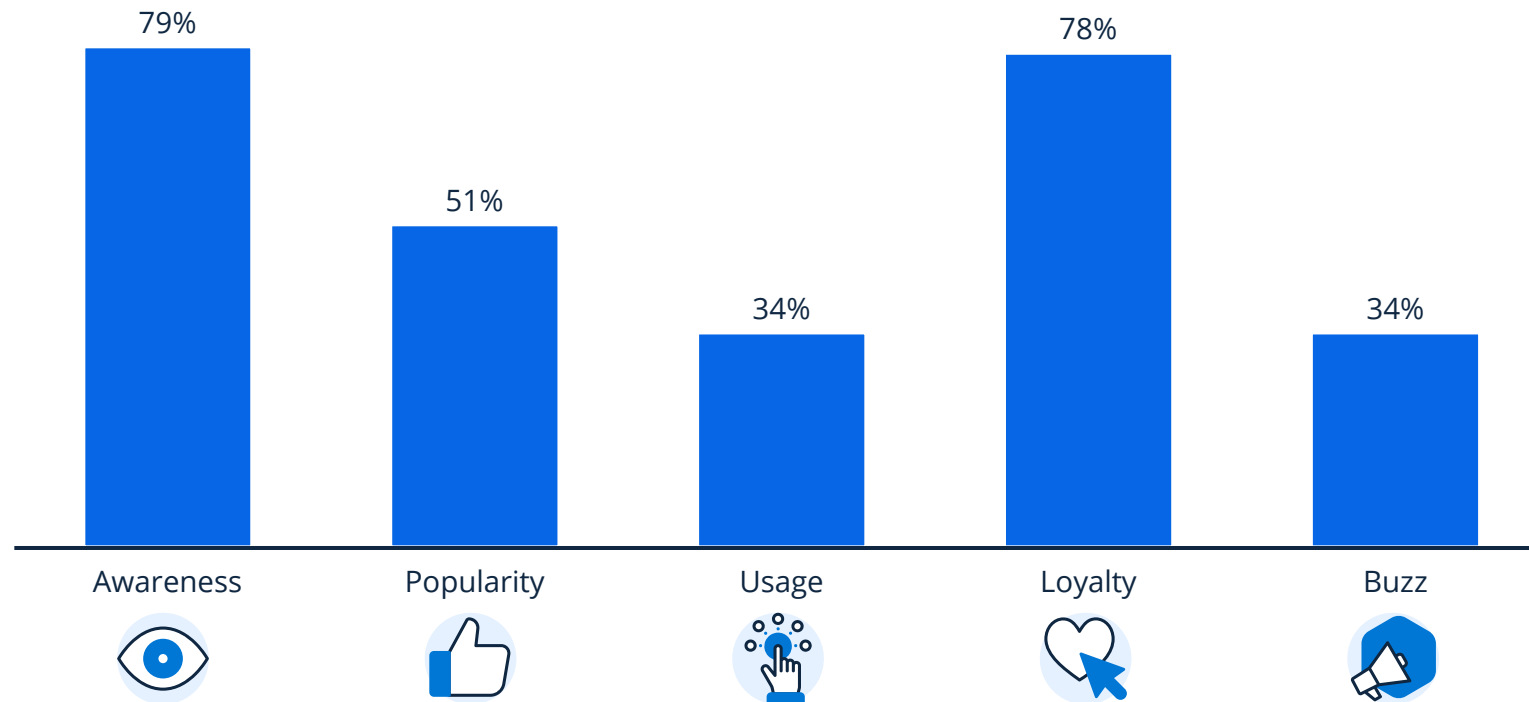
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Awareness is the highest scoring KPI for Colcci at 79%

Brand profile: snapshot

Brand performance of Colcci in Brazil



5 **Notes:** Premium fashion 'awareness', 'popularity', 'ownership', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=986, respondents who know the individual brand (popularity), n=986, respondents who know the individual brand (ownership), n=340, respondents who have owned the individual brand (loyalty), n=986, respondents who know the individual brand (buzz)
Sources: [Consumer Insights Global](#), as of September 2024

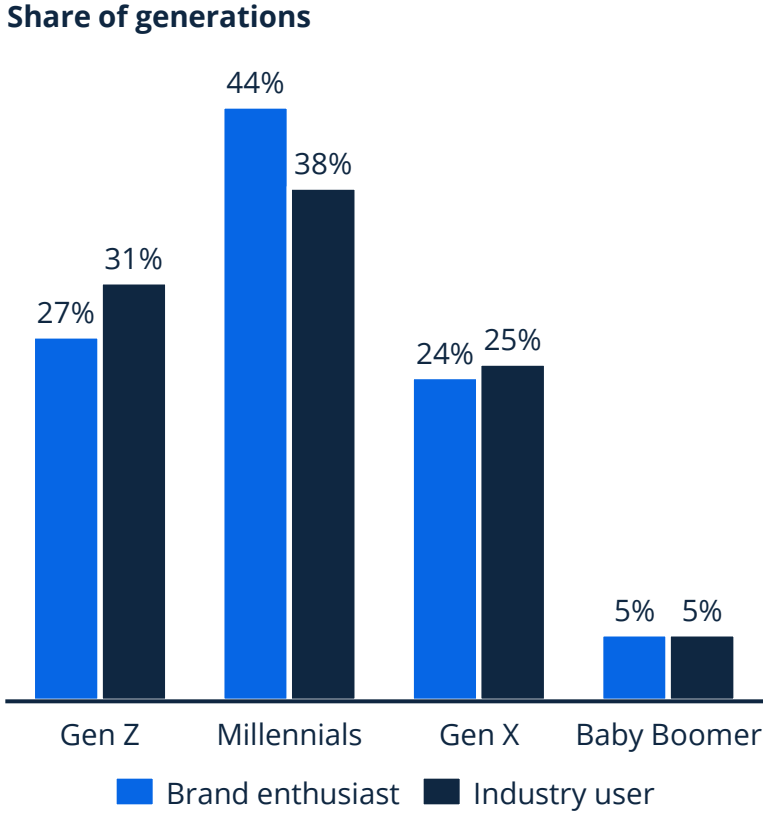
Colcci's branding resonates more with Millennials

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like Colcci by generation versus the share of industry users in general, we can see that Colcci is liked by 5% of Baby boomers and 24% of Gen Xers, whereas the total share of industry users is 5% and 25%, respectively.

For Millennials and Gen Z, 44% and 27% feel positively towards Colcci, versus 38% and 31%. So currently, for Colcci, Millennials connect most with their brand compared to the overall industry user.

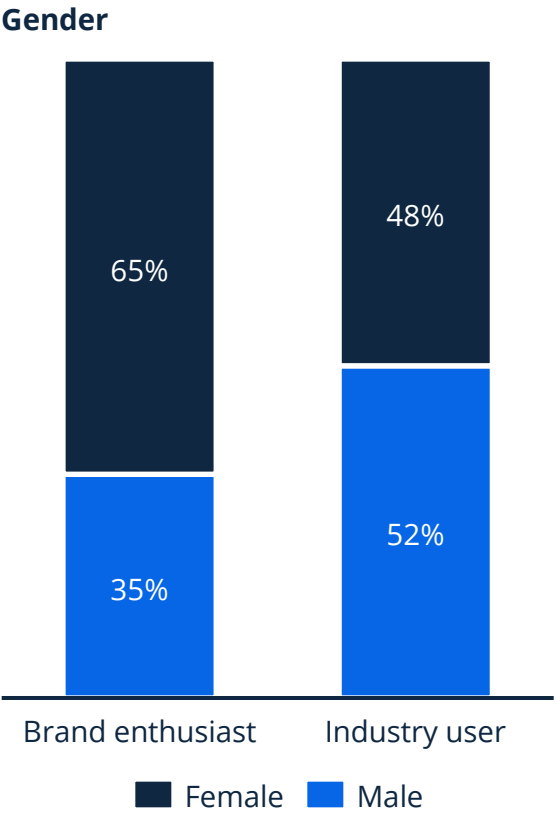


6 Notes: "How old are you?"; Single Pick; "When it comes to premium fashion, which of the following brands do you like?"; Multi Pick; Base: n=499, Colcci enthusiast, n=1,063, premium fashion owners

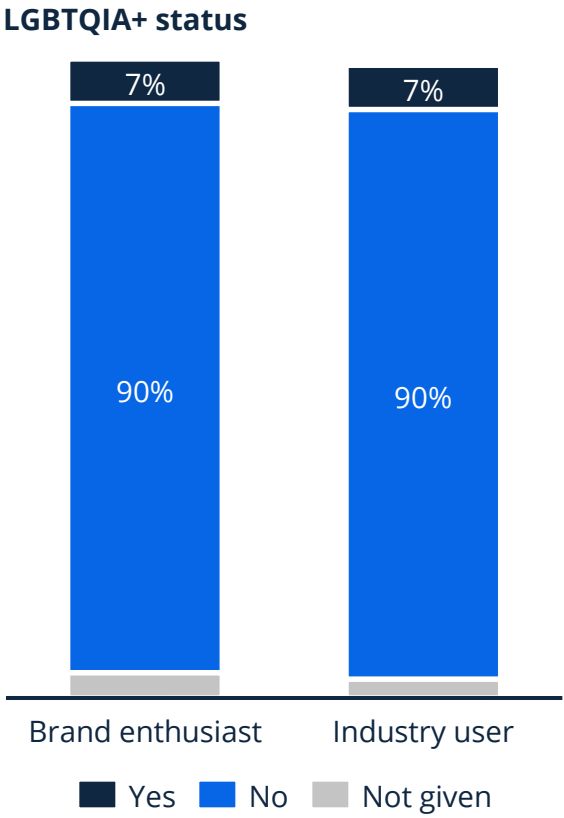
Sources: [Consumer Insights Global](#), as of September 2024

Colcci generally appeals to women more than men

Brand profile: consumer demographics (2/3)



The Gender split between brand enthusiasts of Colcci shows that women are more likely to have an affinity with the brand compared to men. 65% of women like Colcci compared to 35% of men, whereas for the overall industry, 52% of men own premium fashion compared to 48% of women.



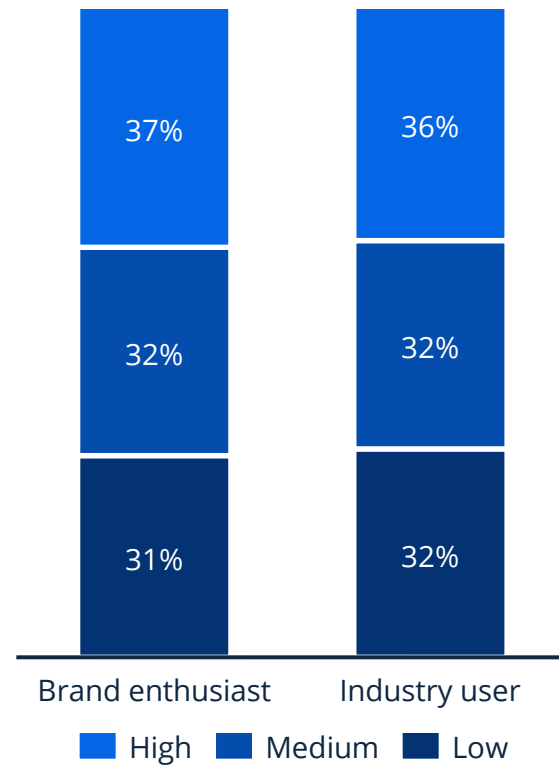
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Colcci has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general. 7% of Colcci enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 7% among industry users overall.

7 | Notes: "What is your gender?"; Single Pick; "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "When it comes to premium fashion, which of the following brands do you like?"; Multi Pick; Base: n=499, Colcci enthusiast, n=1,063, premium fashion owners
Sources: [Consumer Insights Global](#), as of September 2024

Among Colcci enthusiasts, 37% fall under the high-income category

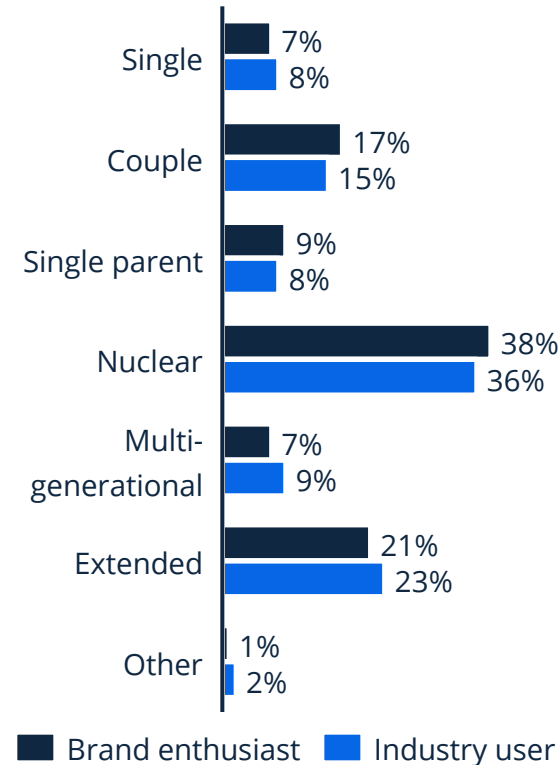
Brand profile: consumer demographics (3/3)

Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry. 37% of Colcci enthusiasts are from high-income households.

Household type

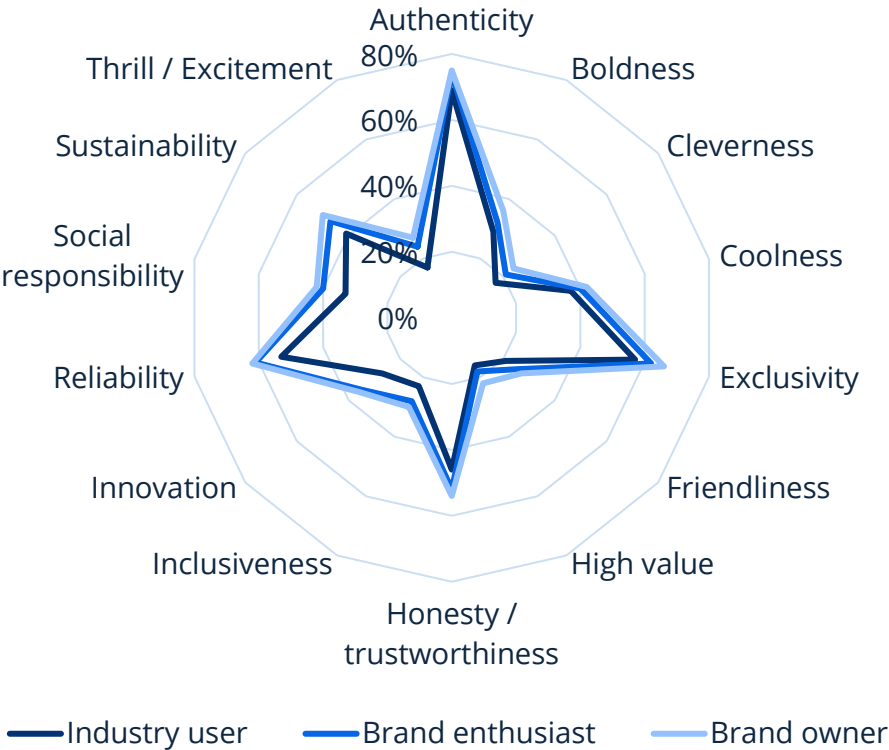


The chart shows the household type, taking into account factors such as household size, family structure, and the number of children. Colcci's brand is generally enjoyed more by consumers who are part of a nuclear household, 38% of Colcci enthusiasts have this current living situation.

Consumers want their premium fashion brands to have authenticity, exclusivity, and reliability

Brand profile: qualities

Qualities owners want from premium fashion brands



For premium fashion, the top three qualities owners want from a brand are authenticity, exclusivity, and reliability.

Colcci owners also appreciate these key attributes, indicating Colcci exudes these qualities.

The qualities that Colcci enthusiasts are least focused on are high value and cleverness.

Colcci should work on promoting authenticity to convert enthusiasts into owners.



9 Notes: "When it comes to premium fashion, which of these aspects are most important to you?"; Multi Pick; "When it comes to premium fashion, which of the following brands do you like?"; Multi Pick; "When it comes to premium fashion, which of the following brands have you purchased in the past 12 months?"; Multi Pick; Base: n=340, Colcci owners', n=499, Colcci enthusiast, n=1,063, premium fashion owners

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

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