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CONSUMER & BRAND

# Brand KPIs for luxury fashion: Dolce & Gabbana 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 Dolce & Gabbana's performance in the luxury fashion market.

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

## Methodology

**Design:** Online Survey

**Duration:** approx. 15 minutes

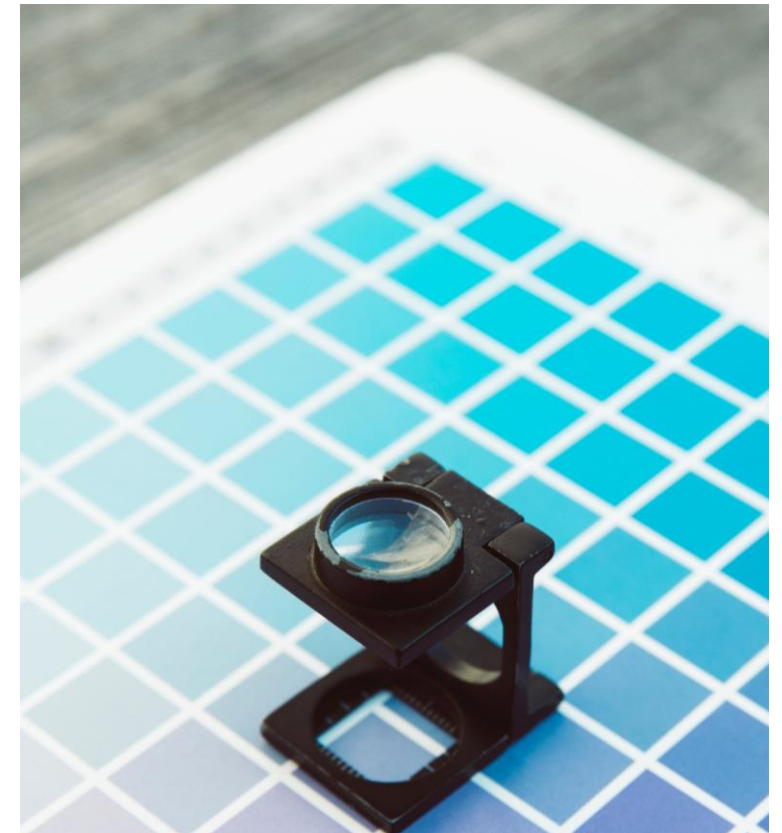
**Language:** official language(s) of each country with American English offered as an alternative

**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



# 80% of Dolce & Gabbana owners display loyalty towards the brand

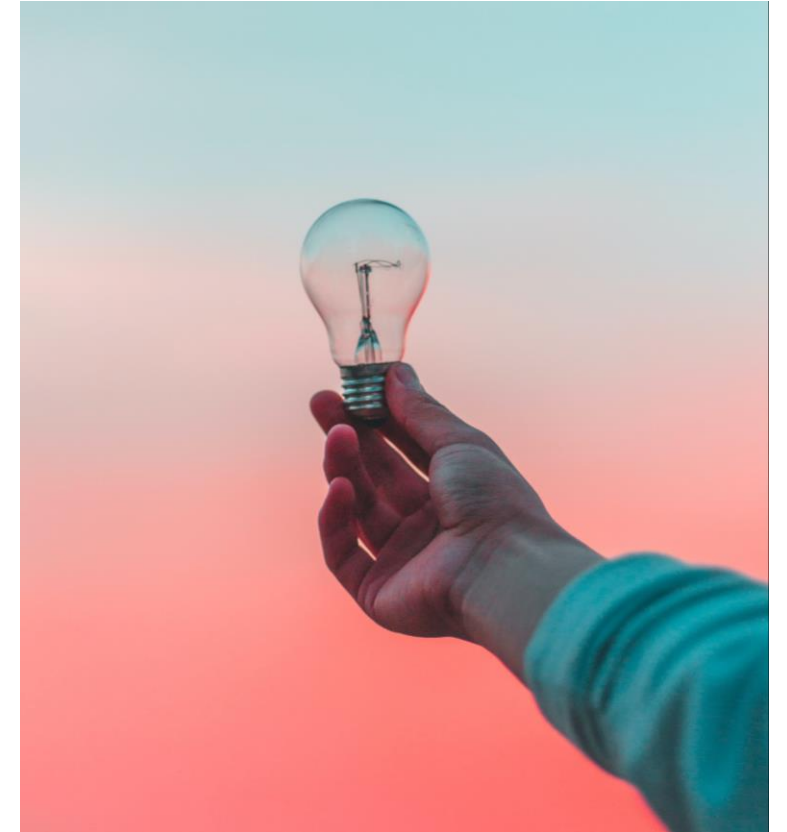
Introduction: key insights

## Who does the brand appeal to?

- Dolce & Gabbana's branding resonates more with Gen X
- Dolce & Gabbana generally appeals to women more than men
- Among Dolce & Gabbana enthusiasts, 36% fall under the high-income category
- Consumers want their luxury fashion brands to have authenticity, exclusivity, and reliability

## How does the brand perform in the market?

- Dolce & Gabbana ranks sixth in awareness within the luxury fashion market
- The popularity rating of Dolce & Gabbana is 59%
- Dolce & Gabbana ranks first in ownership
- In terms of loyalty, Dolce & Gabbana is sixth in Brazil
- Dolce & Gabbana has a score of 47% for media buzz



## CHAPTER 01

# Brand profile

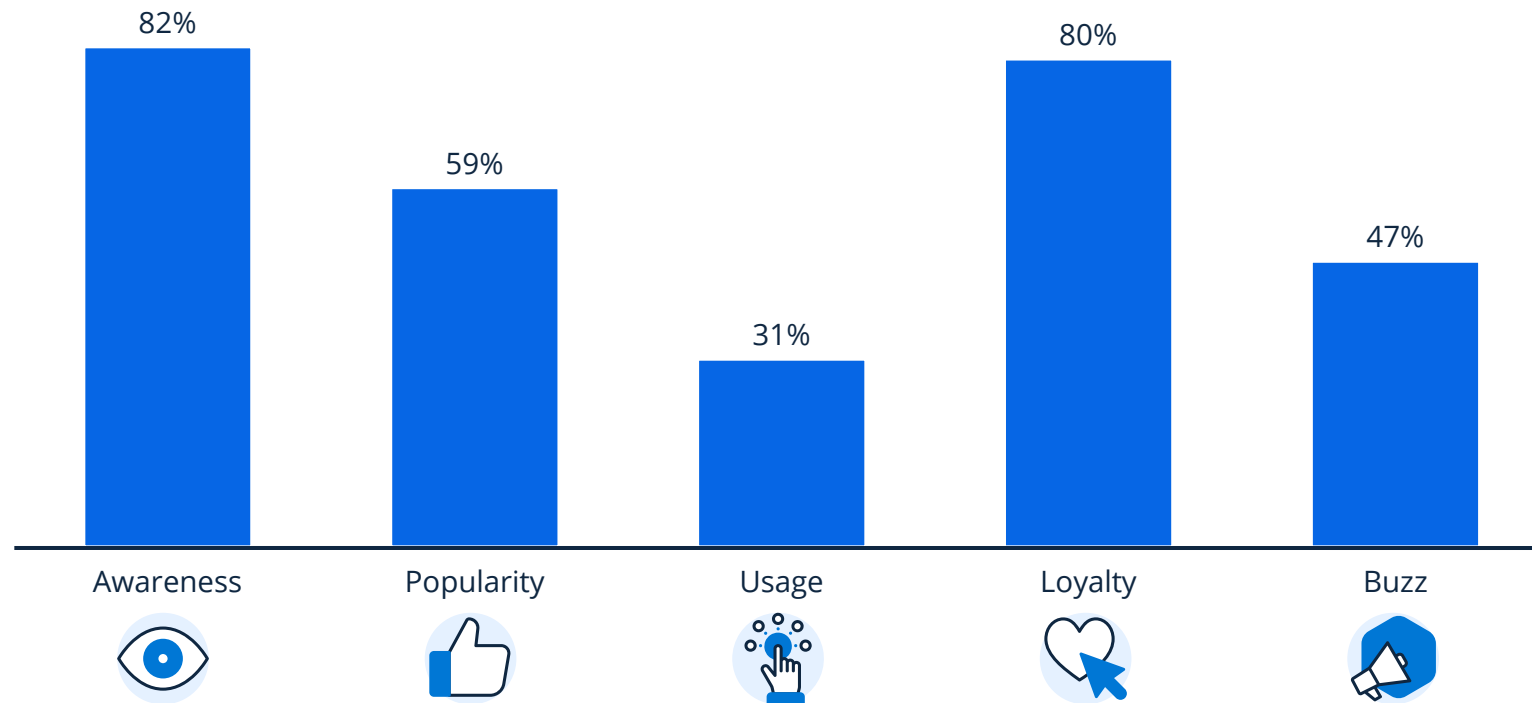
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



# Awareness is the highest scoring KPI for Dolce & Gabbana at 82%

Brand profile: snapshot

## Brand performance of Dolce & Gabbana in Brazil



5 **Notes:** Luxury fashion 'awareness', 'popularity', 'ownership', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,244, all respondents (awareness), n=1,020, respondents who know the individual brand (popularity), n=1,020, respondents who know the individual brand (ownership), n=320, respondents who have owned the individual brand (loyalty), n=1,020, respondents who know the individual brand (buzz)  
**Sources:** [Consumer Insights Global](#), as of September 2024

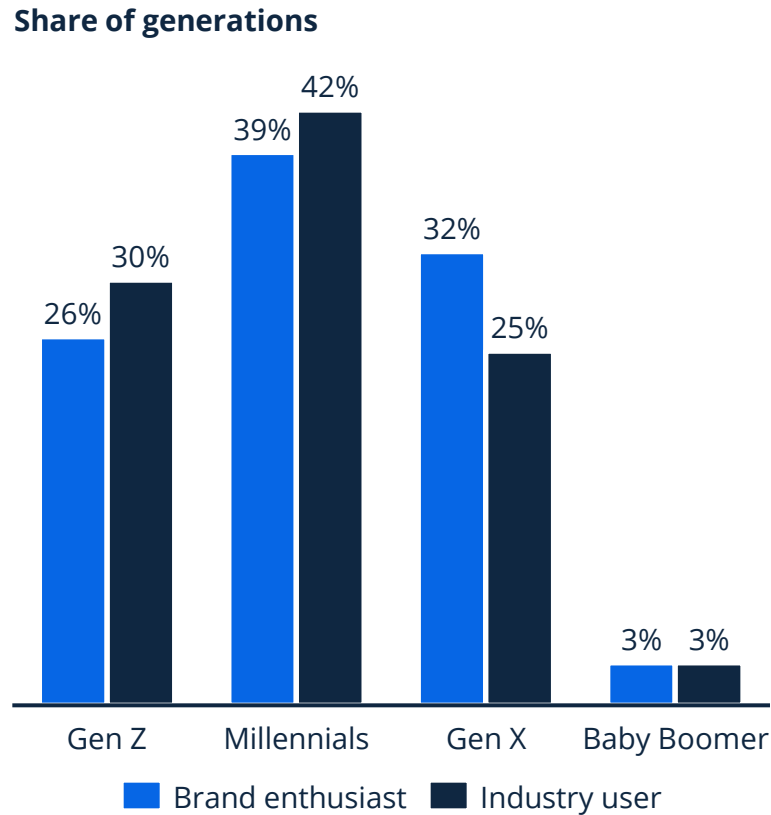
# Dolce & Gabbana's branding resonates more with Gen X

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 Dolce & Gabbana by generation versus the share of industry users in general, we can see that Dolce & Gabbana is liked by 3% of Baby boomers and 32% of Gen Xers, whereas the total share of industry users is 3% and 25%, respectively.

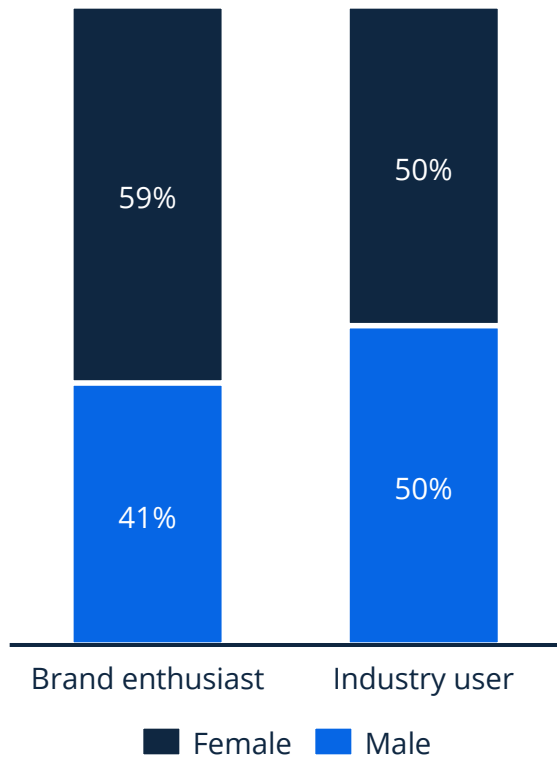
For Millennials and Gen Z, 39% and 26% feel positively towards Dolce & Gabbana, versus 42% and 30%. So currently, for Dolce & Gabbana, Gen X connects most with their brand compared to the overall industry user.



# Dolce & Gabbana generally appeals to women more than men

Brand profile: consumer demographics (2/3)

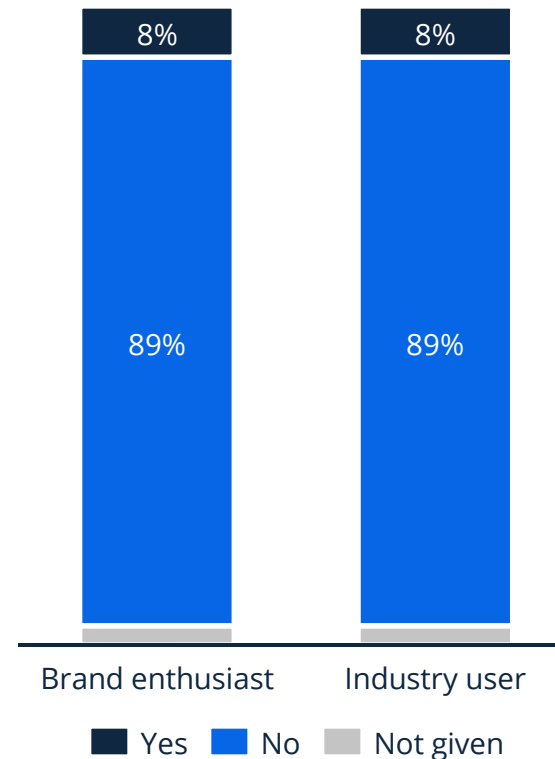
## Gender



The Gender split between brand enthusiasts of Dolce & Gabbana shows that women are more likely to have an affinity with the brand compared to men.

59% of women like Dolce & Gabbana compared to 41% of men, whereas for the overall industry, 50% of women own luxury fashion compared to 50% of men.

## LGBTQIA+ status



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, Dolce & Gabbana has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

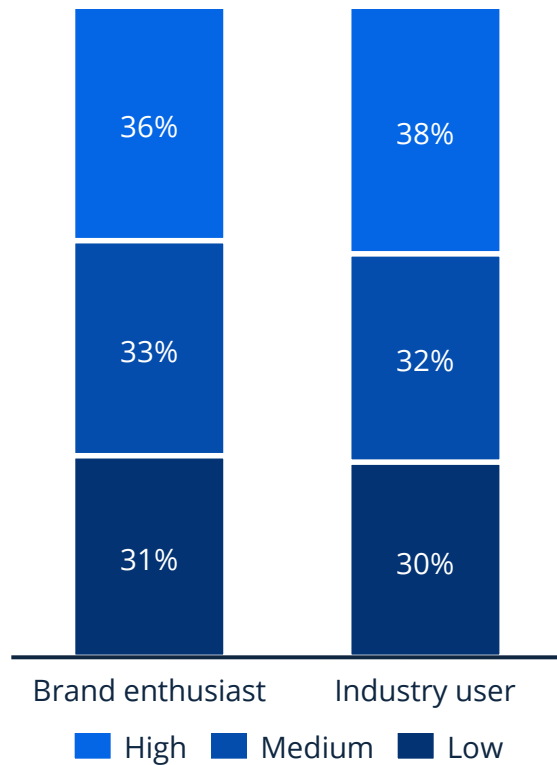
8% of Dolce & Gabbana enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 8% among industry users overall.



# Among Dolce & Gabbana enthusiasts, 36% fall under the high-income category

Brand profile: consumer demographics (3/3)

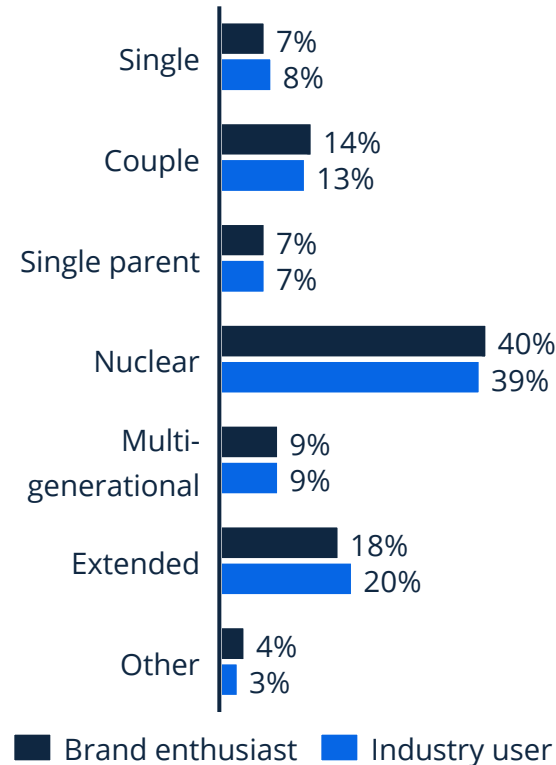
## Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry.

36% of Dolce & Gabbana enthusiasts are from high-income households.

## Household type



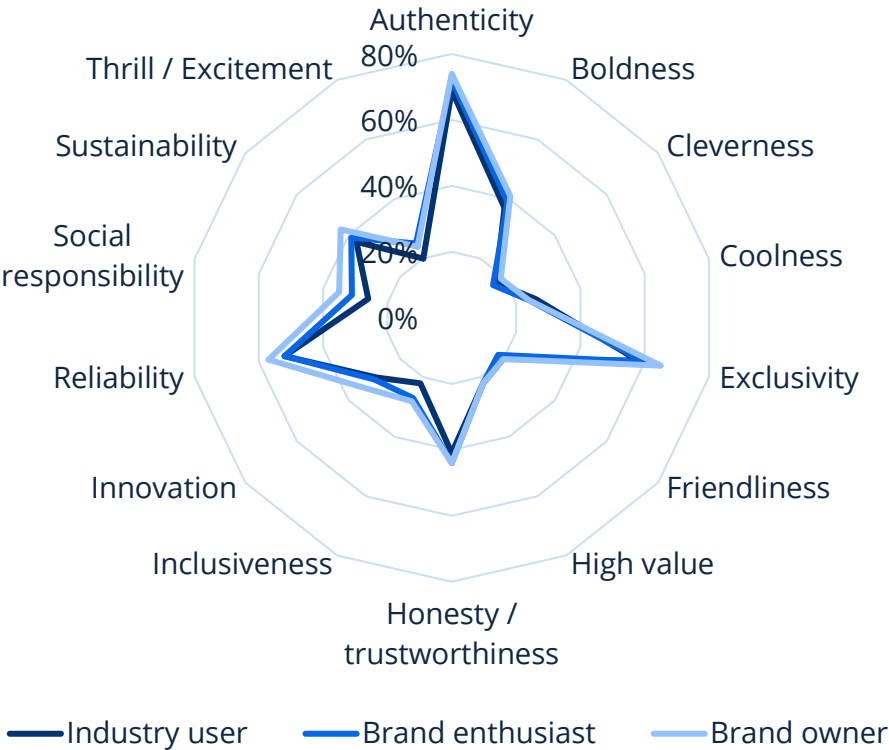
The chart shows the household type, taking into account factors such as household size, family structure, and the number of children.

Dolce & Gabbana's brand is generally enjoyed more by consumers who are part of a couple household, 14% of Dolce & Gabbana enthusiasts have this current living situation.

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

Brand profile: qualities

## Qualities owners want from luxury fashion brands



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

Dolce & Gabbana owners also appreciate these key attributes, indicating Dolce & Gabbana exudes these qualities.

The qualities that Dolce & Gabbana enthusiasts are least focused on are cleverness and friendliness.

Dolce & Gabbana should work on promoting thrill / excitement to convert enthusiasts into owners.



9 Notes: "When it comes to luxury fashion, which of these aspects are most important to you?"; Multi Pick; "When it comes to luxury fashion, which of the following brands do you like?"; Multi Pick; "When it comes to luxury fashion, which of the following brands have you purchased in the past 12 months?"; Multi Pick; Base: n=320, Dolce & Gabbana owners, n=601, Dolce & Gabbana enthusiast, n=826, luxury fashion owners

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