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CONSUMER & BRAND

# Brand KPIs for watches: Breitling in Brazil

Consumer Insights report

**Consumer** Insights  
by **statista** 

October 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 Breitling's performance in the watch market.

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

## Methodology

**Design:** Online Survey

**Duration:** approx. 15 minutes

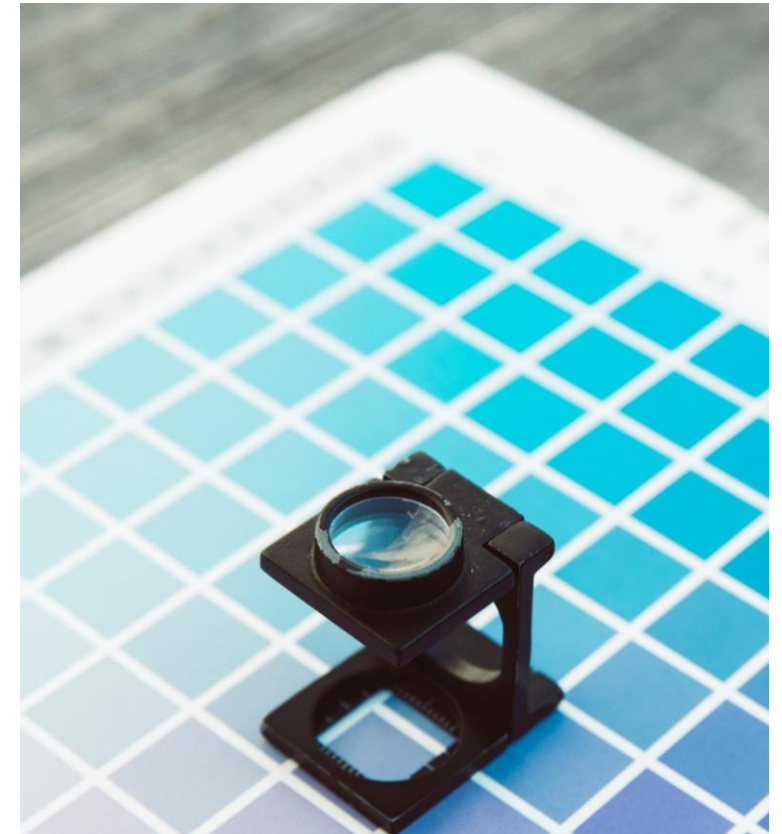
**Language:** official language(s) of each country with American English offered as an alternative

**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



# 73% of Breitling owners display loyalty towards the brand

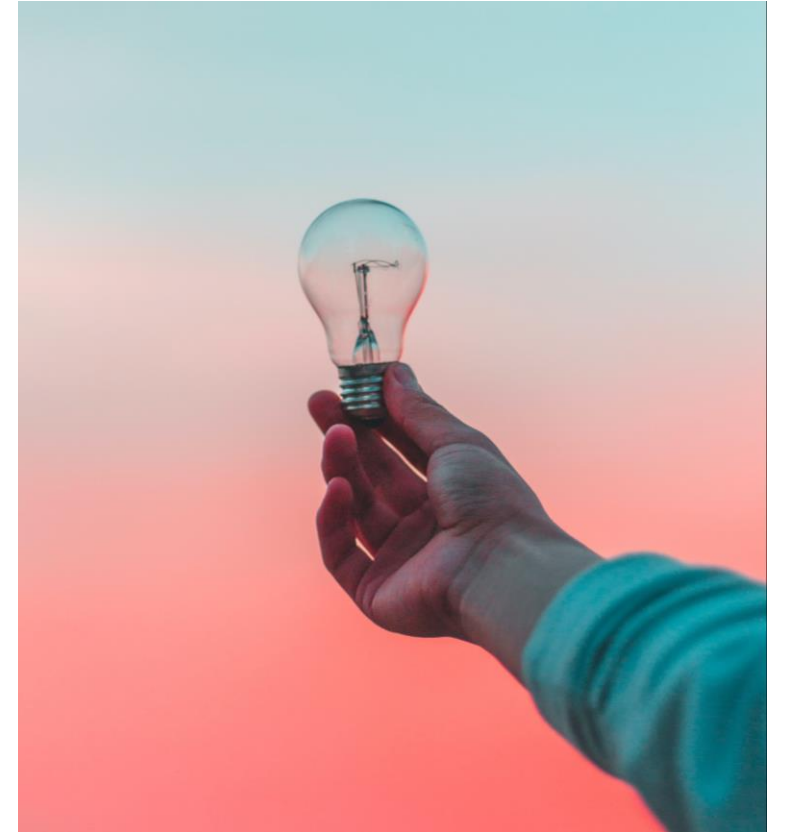
Introduction: key insights

## Who does the brand appeal to?

- Breitling's branding resonates more with Gen X
- Breitling generally appeals to men more than women
- Among Breitling enthusiasts, 49% fall under the high-income category
- Consumers want their watch brands to have authenticity, reliability, and exclusivity

## How does the brand perform in the market?

- Breitling ranks outside the Top 10 in awareness within the watch market
- The popularity rating of Breitling is 20%
- Breitling ranks outside the Top 10 in ownership
- In terms of loyalty, Breitling is tenth in Brazil
- Breitling has a score of 16% for media buzz



## CHAPTER 01

# Brand profile

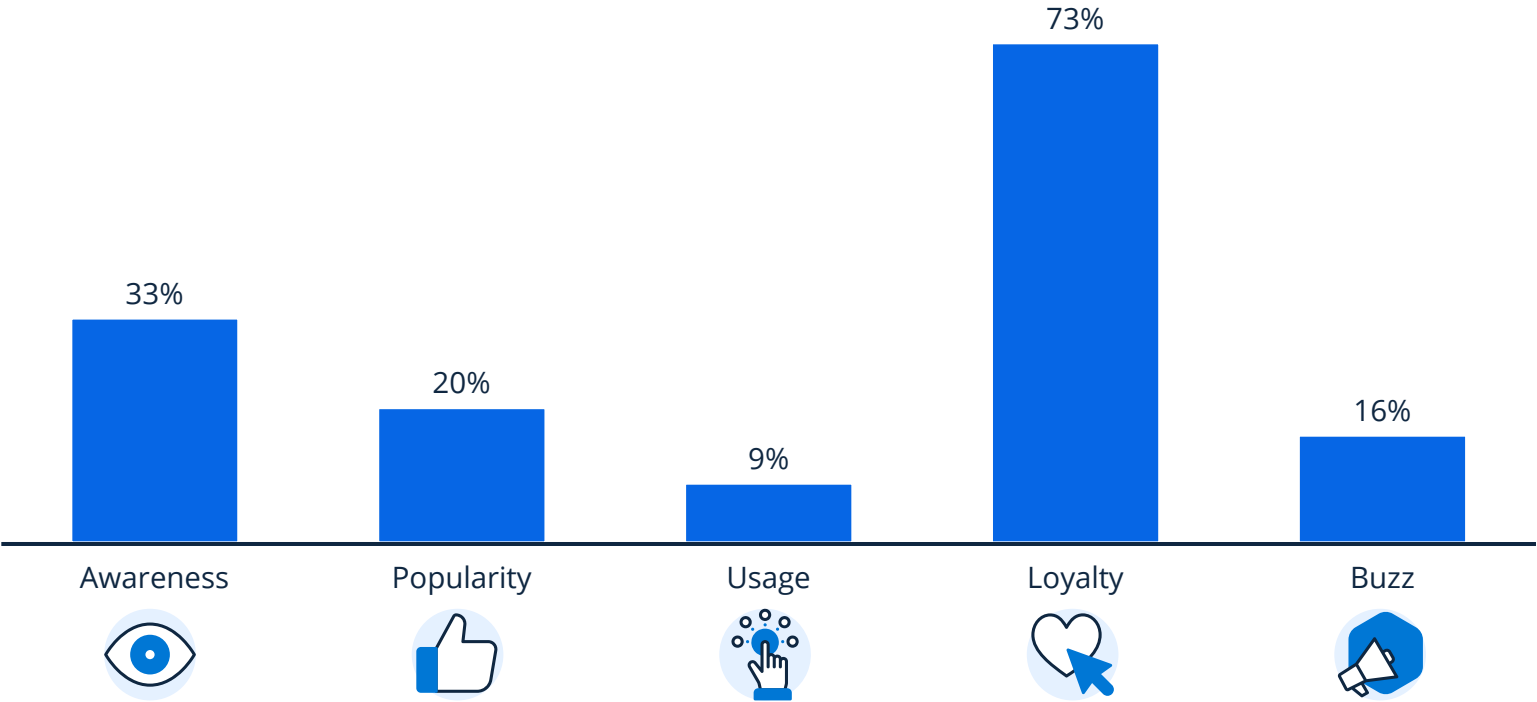
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



# Loyalty is the highest scoring KPI for Breitling at 73%

Brand profile: snapshot

## Brand performance of Breitling in Brazil



5 Notes: Watches 'awareness', 'popularity', 'ownership', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=414, respondents who know the individual brand (popularity), n=414, respondents who know the individual brand (ownership), n=37, respondents who have owned the individual brand (loyalty), n=414, respondents who know the individual brand (buzz)  
Sources: [Consumer Insights Global](#), as of October 2024

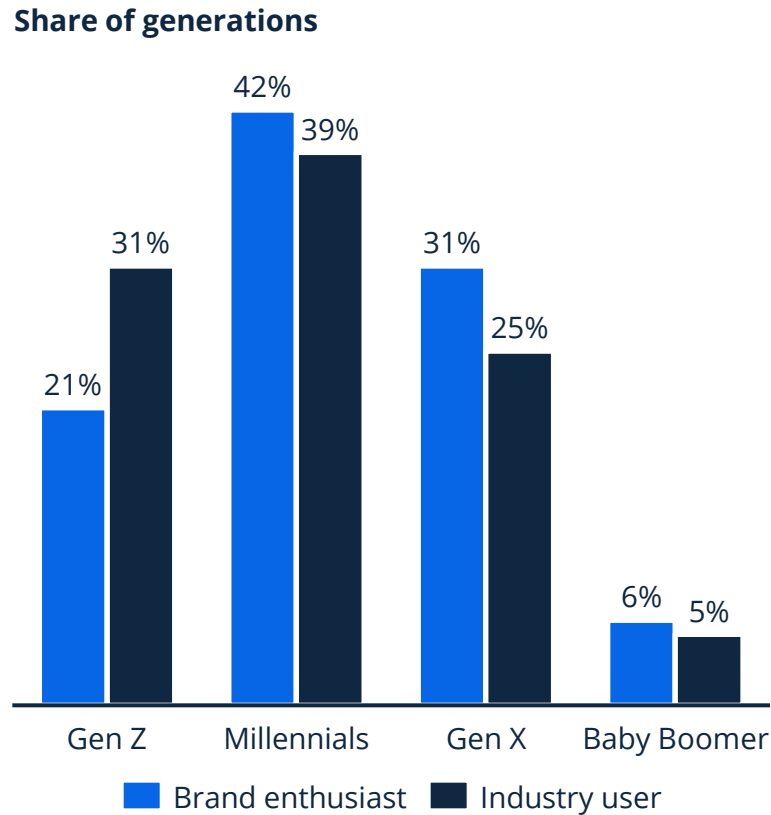
# Breitling's branding resonates more with Gen X

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 Breitling by generation versus the share of industry users in general, we can see that Breitling is liked by 6% of Baby boomers and 31% of Gen Xers, whereas the total share of industry users is 5% and 25%, respectively.

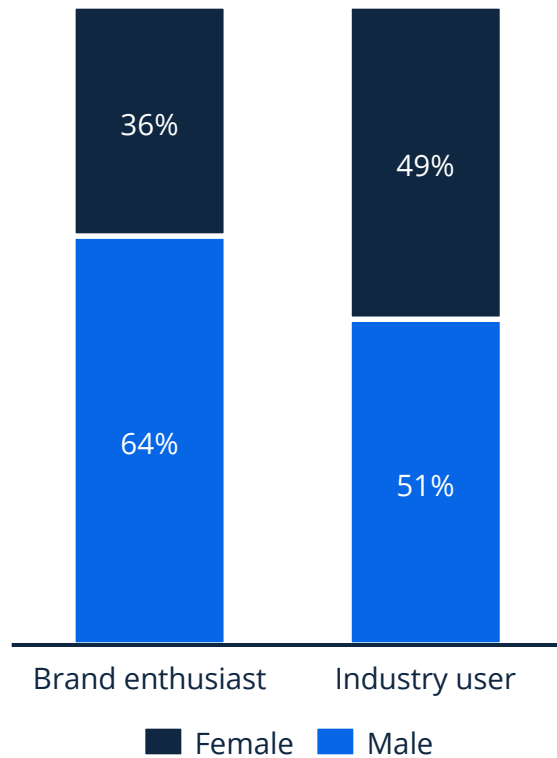
For Millennials and Gen Z, 42% and 21% feel positively towards Breitling, versus 39% and 31%. So currently, for Breitling, Gen X connects most with their brand compared to the overall industry user.



# Breitling generally appeals to men more than women

Brand profile: consumer demographics (2/3)

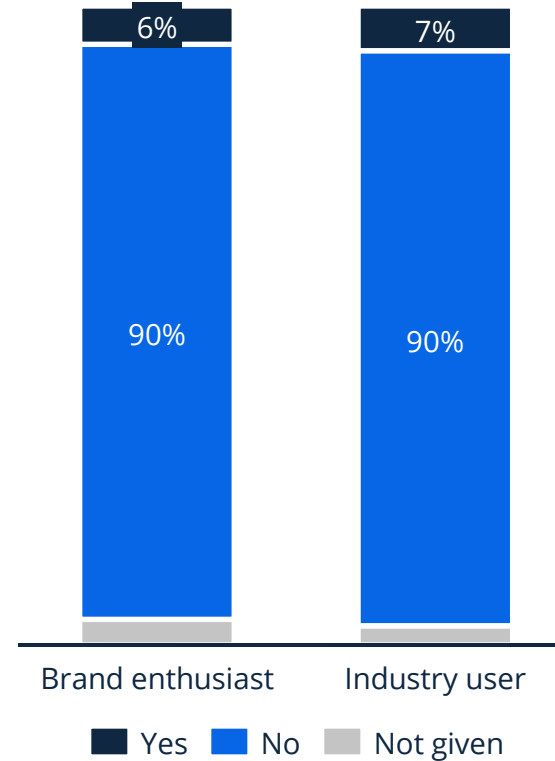
## Gender



The Gender split between brand enthusiasts of Breitling shows that women are less likely to have an affinity with the brand compared to men.

64% of men like Breitling compared to 36% of women, whereas for the overall industry, 51% of men own watches compared to 49% of women.

## 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, Breitling has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

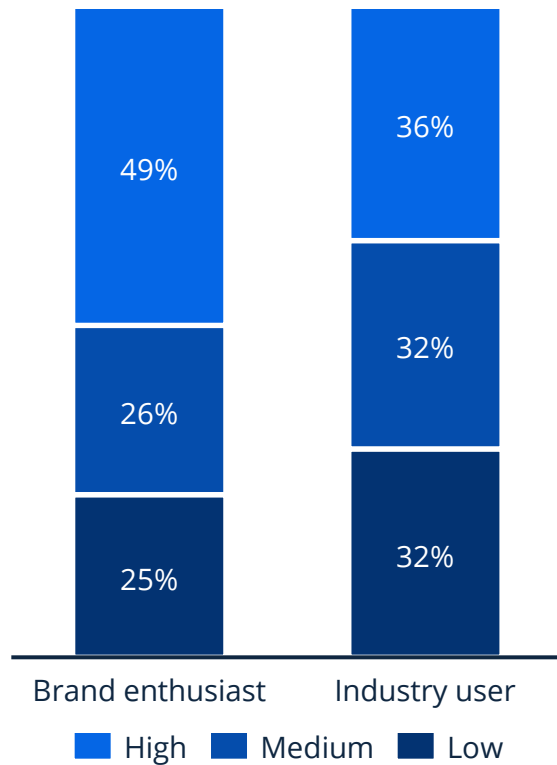
6% of Breitling enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 7% among industry users overall.



# Among Breitling enthusiasts, 49% fall under the high-income category

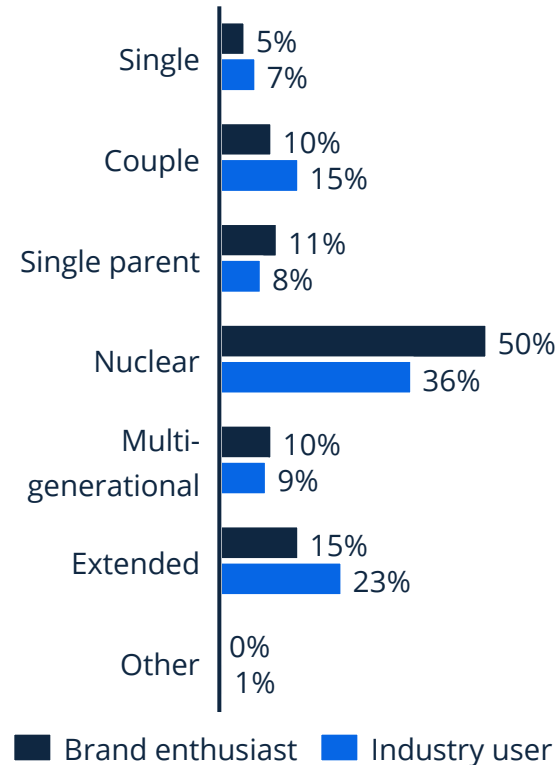
Brand profile: consumer demographics (3/3)

## Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry. 49% of Breitling enthusiasts are from high-income households.

## Household type

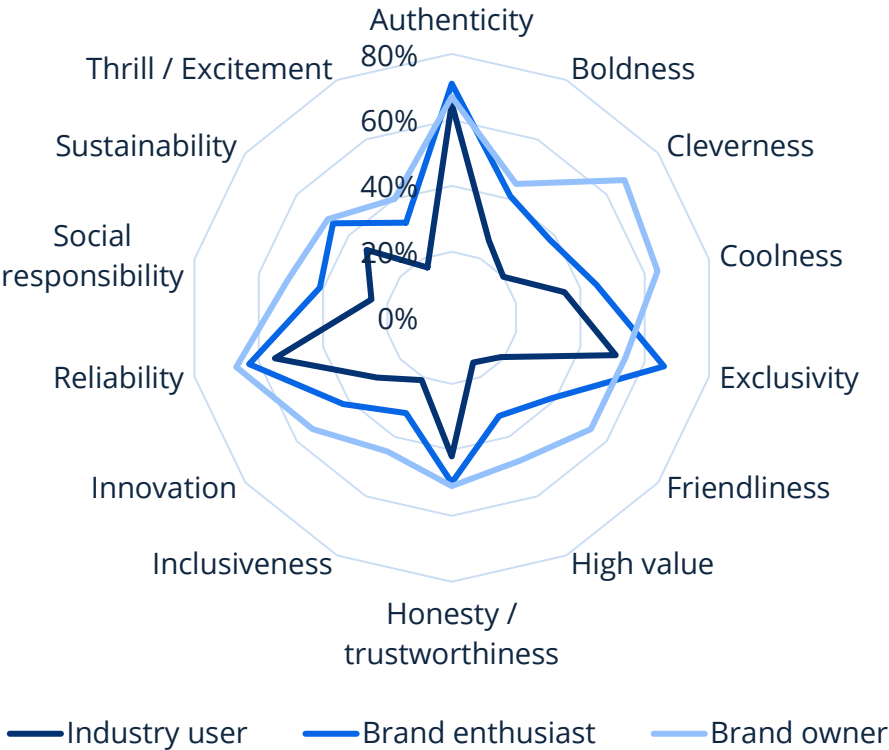


The chart shows the household type, taking into account factors such as household size, family structure, and the number of children. Breitling's brand is generally enjoyed more by consumers who are part of a nuclear household, 50% of Breitling enthusiasts have this current living situation.

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

Brand profile: qualities

## Qualities owners want from watch brands



For watches, the top three qualities owners want from a brand are authenticity, reliability, and exclusivity. Breitling owners also appreciate these key attributes, indicating Breitling exudes these qualities. The qualities that Breitling enthusiasts are least focused on are thrill / excitement and inclusiveness. Breitling should work on promoting exclusivity to convert enthusiasts into owners.



9 Notes: "When it comes to watches, which of these aspects are most important to you?"; Multi Pick; "When it comes to watches, which of the following brands do you like?"; Multi Pick; "When it comes to watches, which of the following brands have you purchased in the past 12 months?"; Multi Pick; Base: n=37, Breitling owners', n=84, Breitling enthusiast, n=989, watch owners

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

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