

CONSUMERS & BRANDS

Speakers: Amazon owners in Poland

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 Amazon owners in Poland: 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 Amazon owners in Poland ("brand users") against Polish owners of speakers in general ("category users"), and the overall Polish 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 Poland)
- 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

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

CHAPTER 01

Management summary

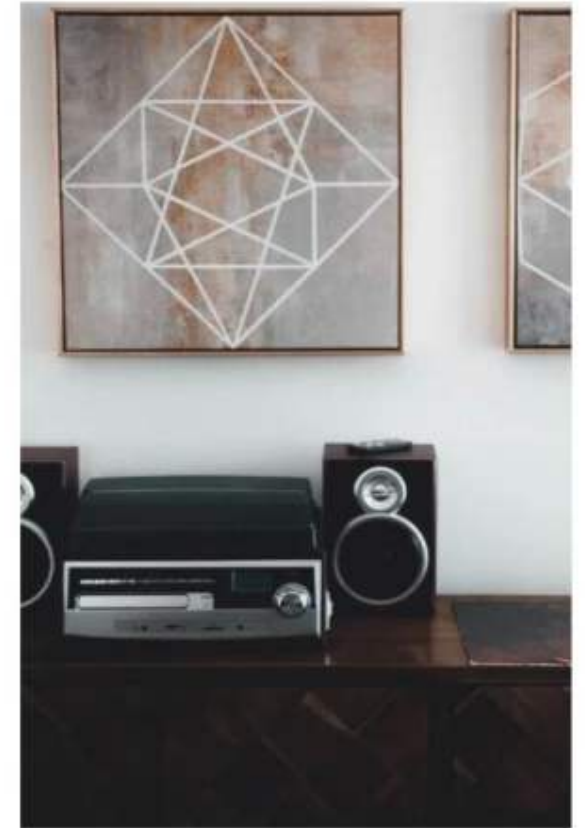
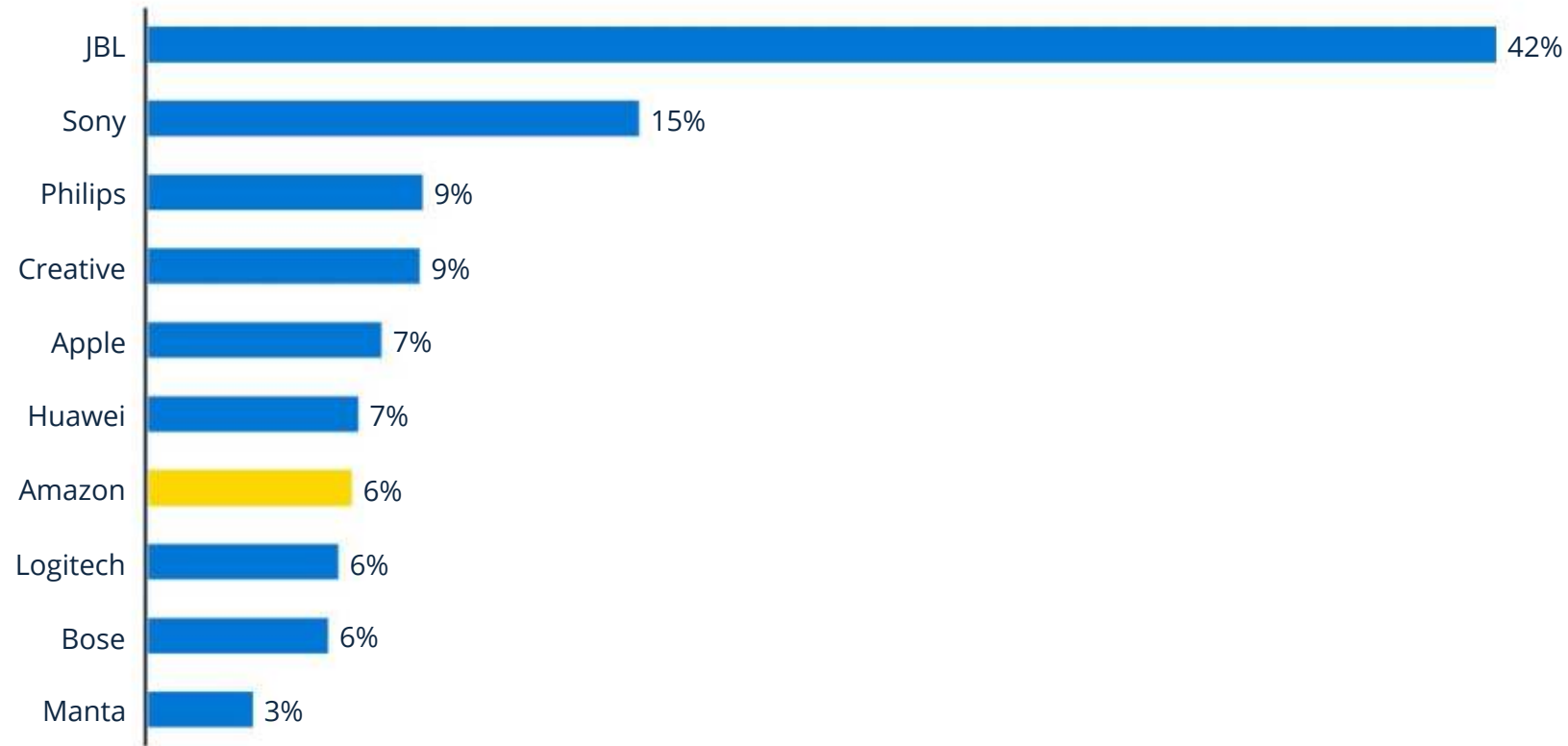
- Brand usage
- Key insights



Amazon is the seventh most owned speaker brand in Poland with JBL in first place

Management summary: brand usage and competition

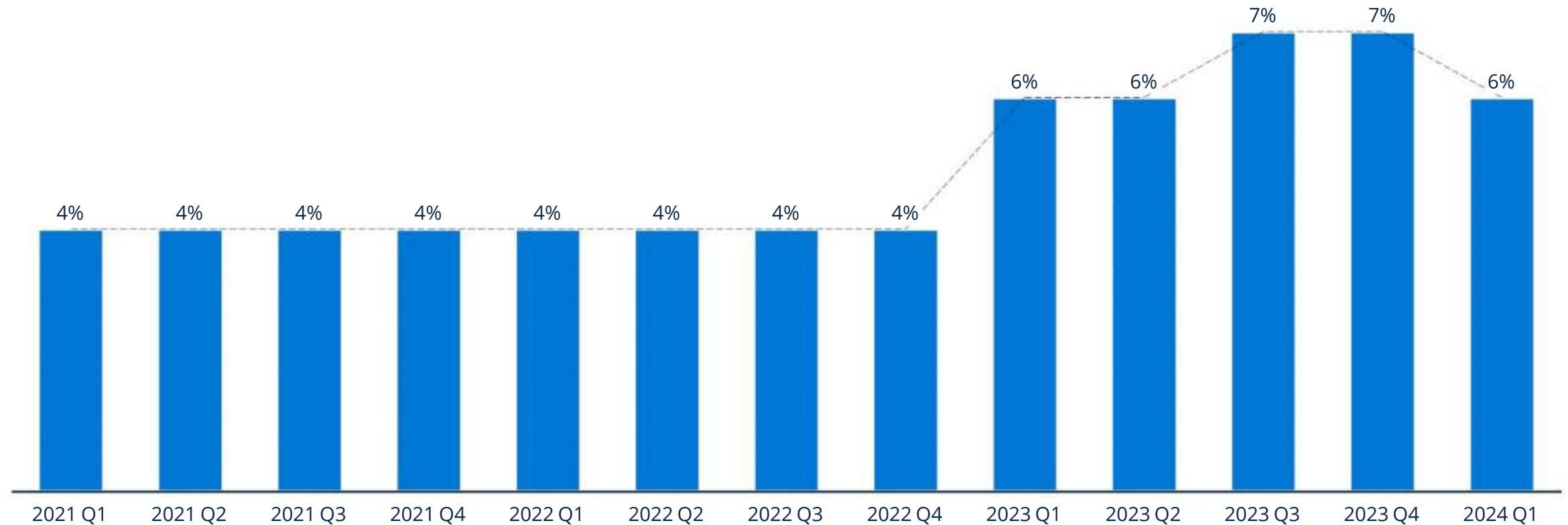
Top 10 most owned speaker brands in Poland



The share of owners of speakers owning Amazon grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of owners of speakers owning Amazon



5 Notes: "What brands are the speakers in your household?"; Multi Pick; Base: n=42 - 68 Amazon owners, n=937 - 1412 owners of speakers

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

Amazon owners in Poland

Management summary: key insights

Demographic profile

Amazon is more popular among Generation Z than other speaker brands.

Compared to other speaker brands, Amazon has a relatively high share of female owners.

Amazon has a larger share of owners with a high income than other speaker brands.

Amazon owners are more likely to live in large cities than owners of speakers in general.

Consumer lifestyle

Being successful is more important to Amazon owners than to other owners of speakers.

Career and education are relatively prevalent interests of Amazon owners.

Shopping is a relatively popular hobby among Amazon owners.

Consumer attitudes

It stands out that 45% of Amazon owners say that electronics are a status symbol for them.

28% of Amazon owners are innovators or early adopters of new products.

45% of Amazon owners think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

LinkedIn is more popular among Amazon owners than the average speaker owner.

Amazon owners remember seeing ads on video streaming services more often than other owners of speakers.

CHAPTER 02

Demographic profile

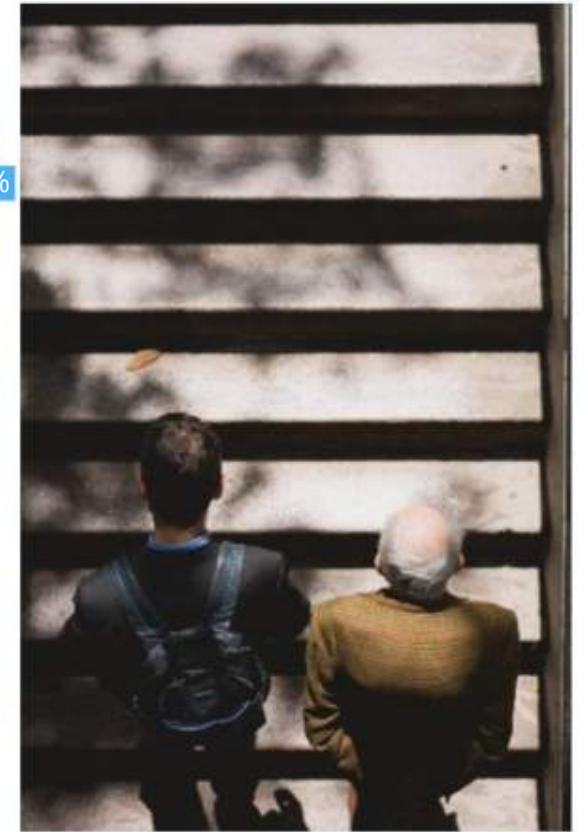
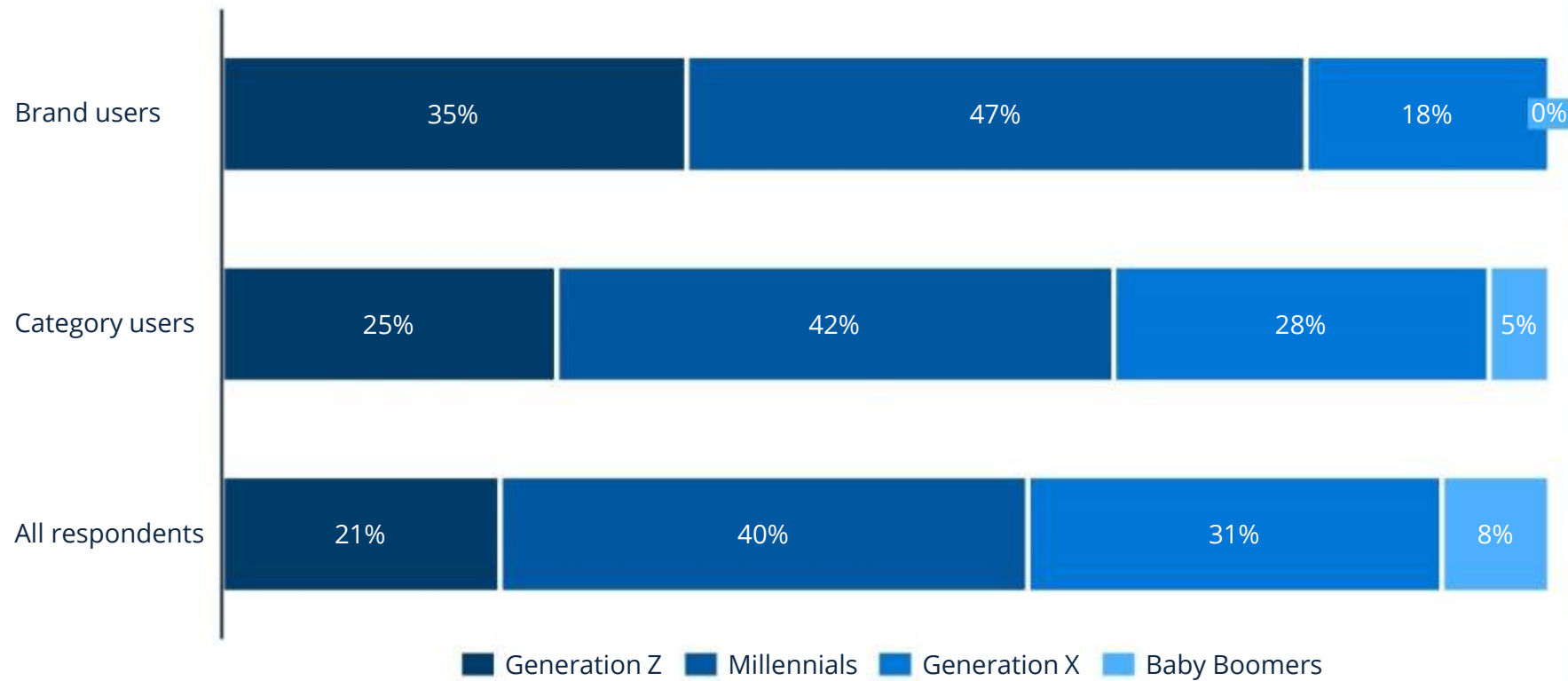
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Amazon is more popular among Generation Z than other speaker brands

Demographic profile: generations

Age of consumers in Poland

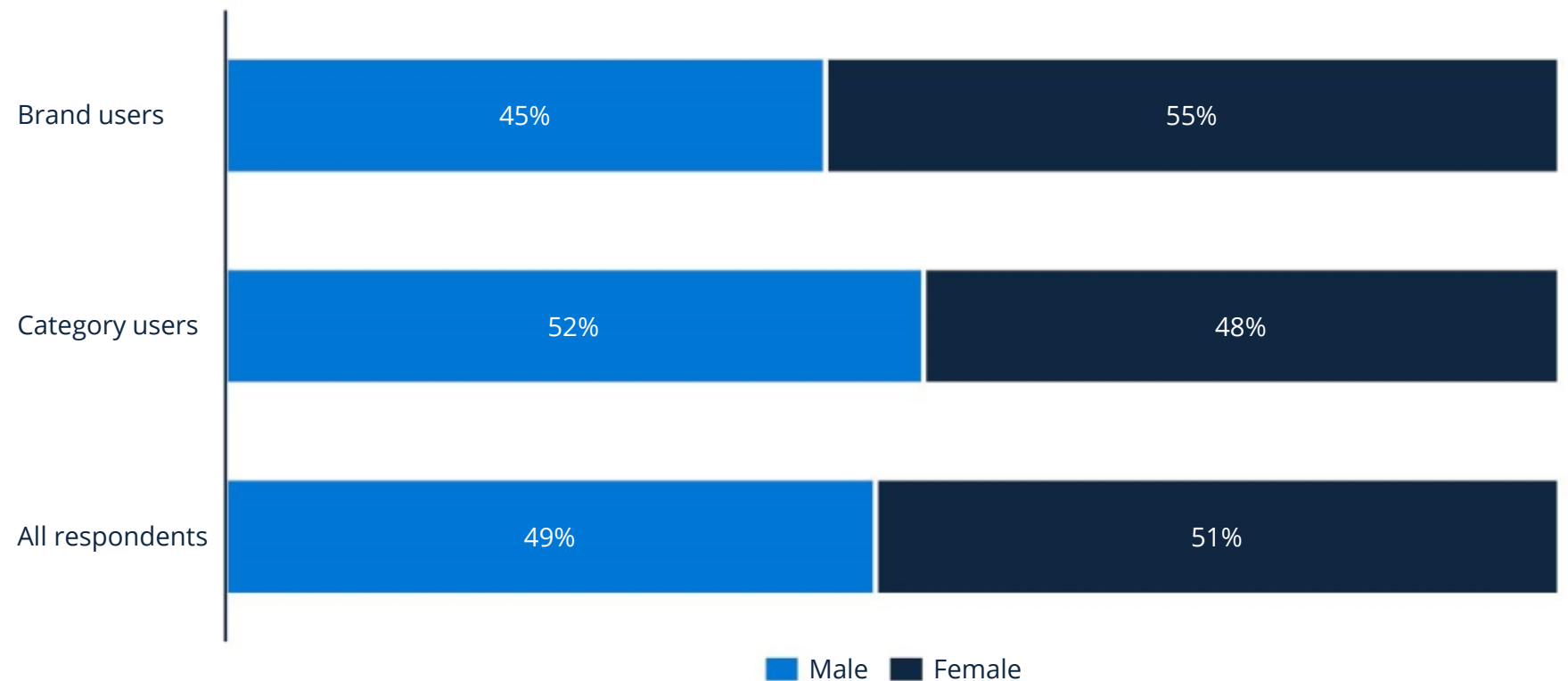


Compared to other speaker brands, Amazon has a relatively high share of female owners

Demographic profile: gender



Gender of consumers in Poland



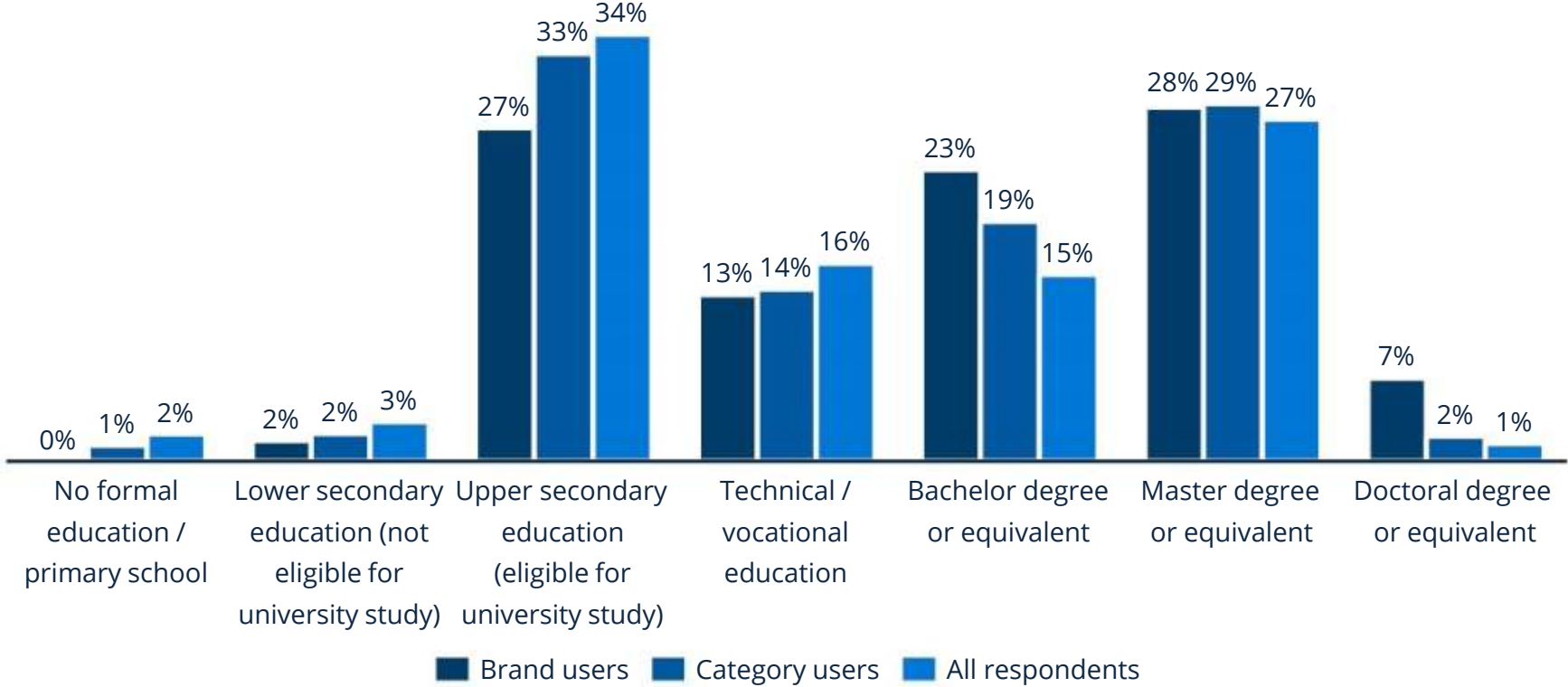
9 Notes: "What is your gender?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=60 Amazon owners, n=944 owners of speakers, n=12,189 all respondents

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

58% of Amazon owners have a college degree

Demographic profile: education

Consumer's level of education in Poland



10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=60 Amazon owners, n=944 owners of speakers, n=12,189 all respondents

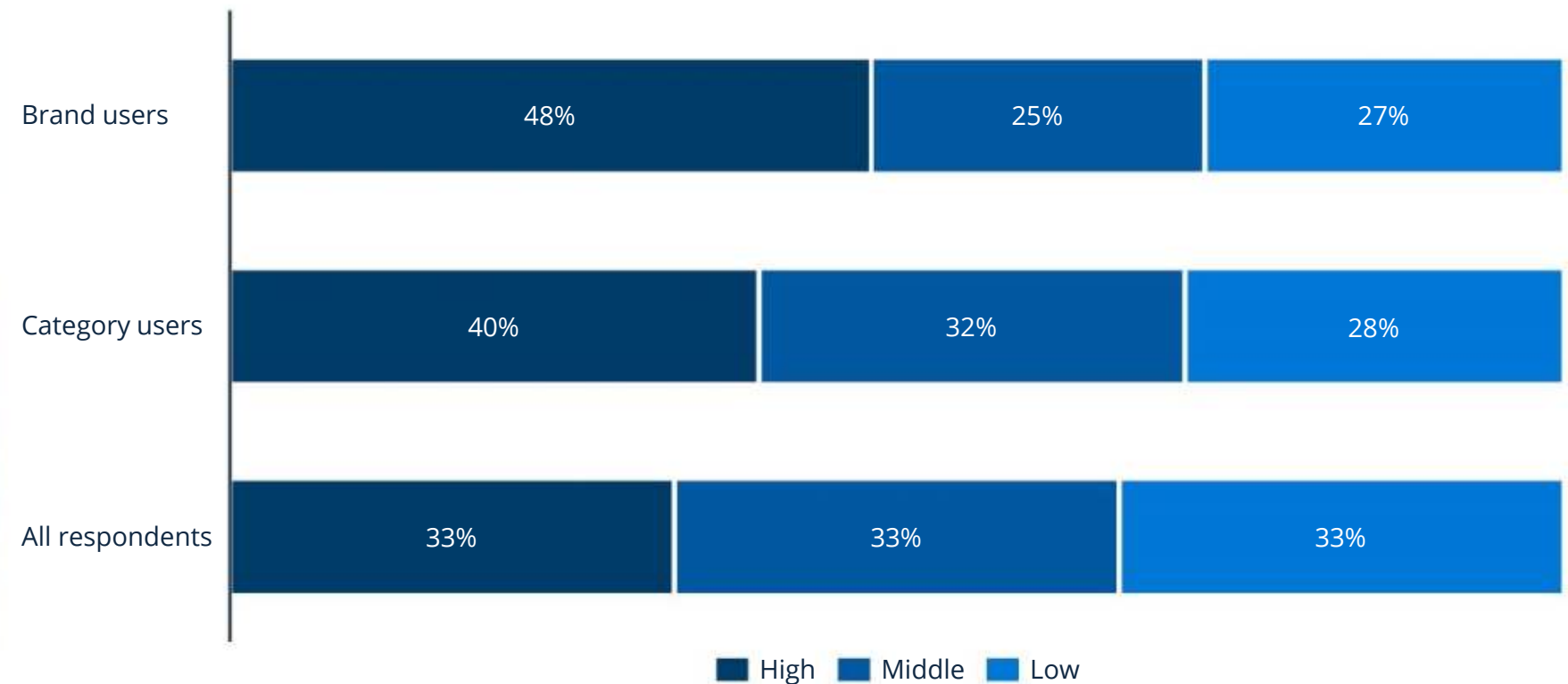
Sources: [Consumer Insights Global](https://www.consumersinsights.com) as of June 2024

Amazon has a larger share of owners with a high income than other speaker brands

Demographic profile: income



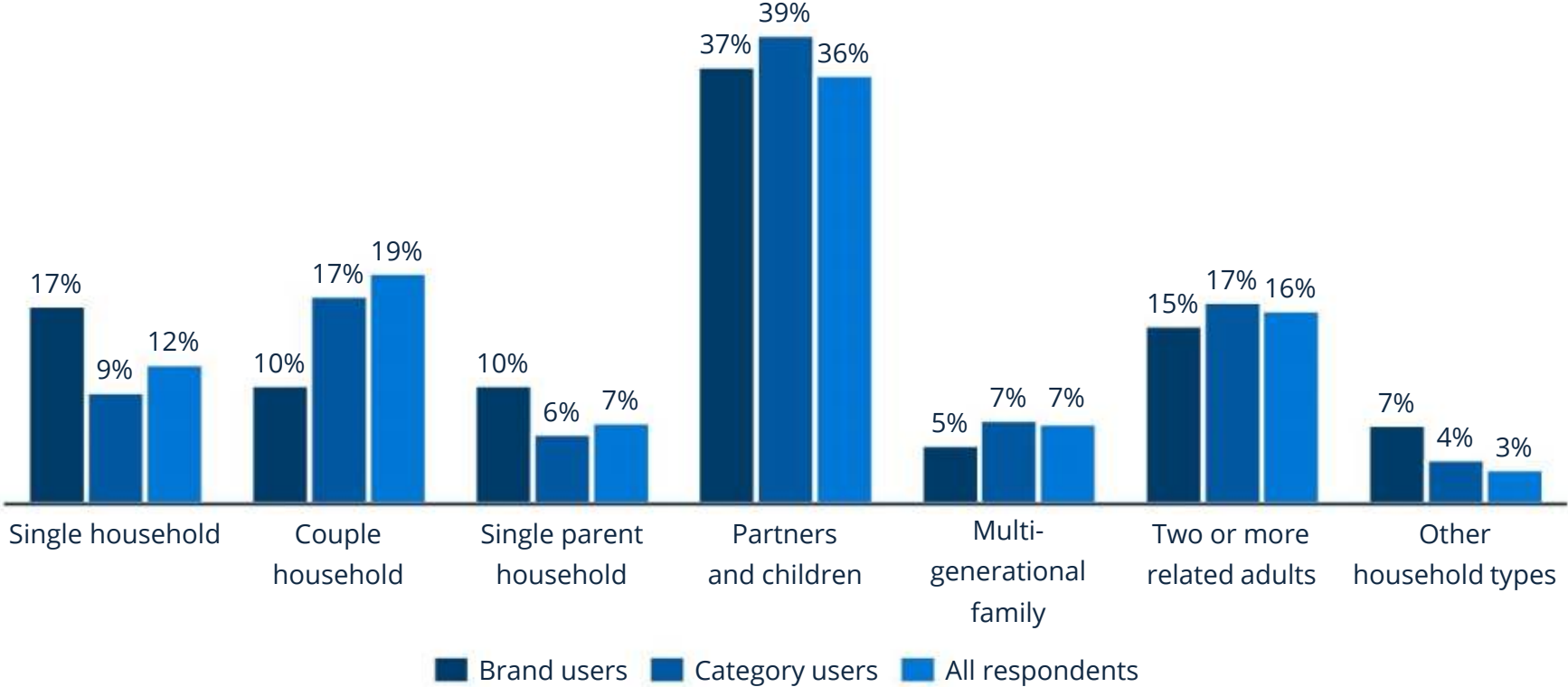
Share of consumers in Poland in the high, middle, and low thirds of monthly household gross income



Compared to other owners of speakers, Amazon owners are relatively likely to live in a single household

Demographic profile: household classification

Type of households in which consumers in Poland live



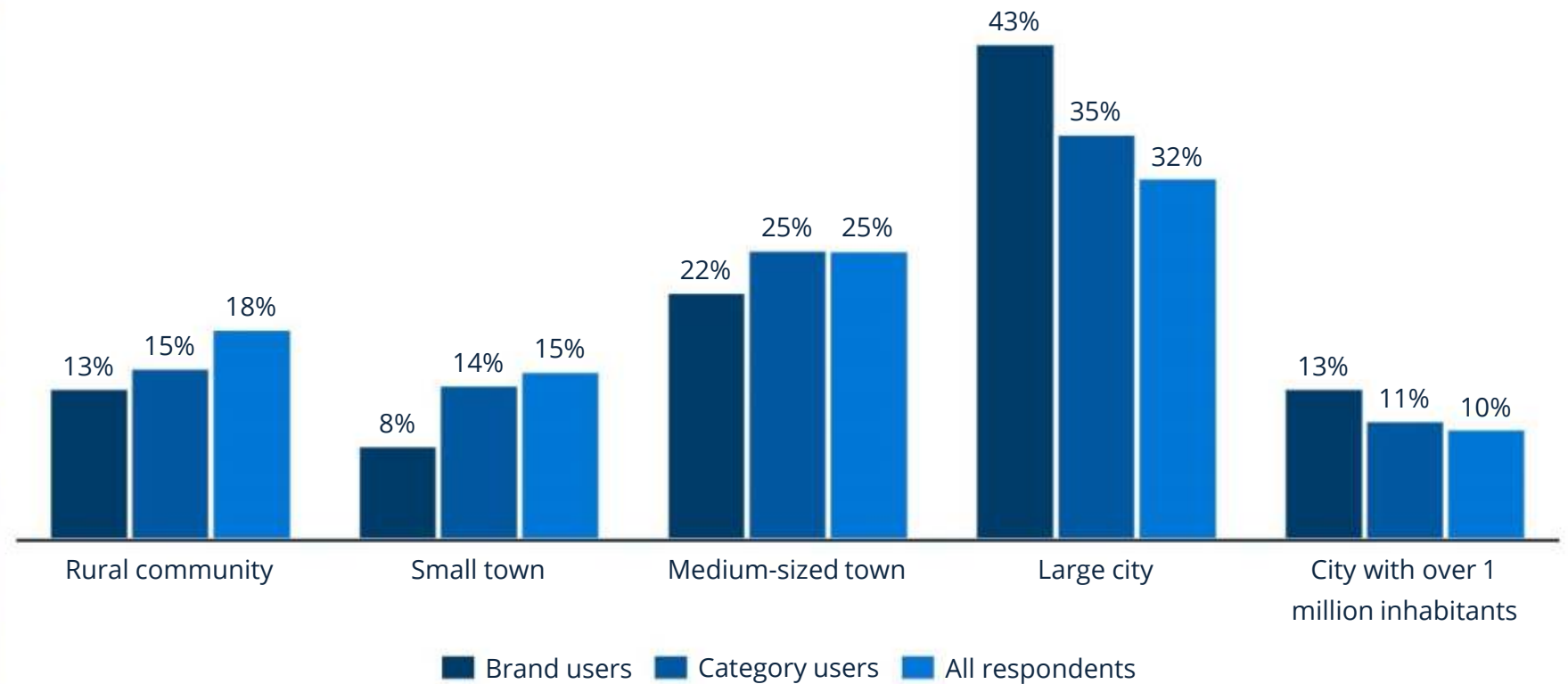
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=60 Amazon owners, n=944 owners of speakers, n=12,189 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Amazon owners are more likely to live in large cities than owners of speakers in general

Demographic profile: type of community



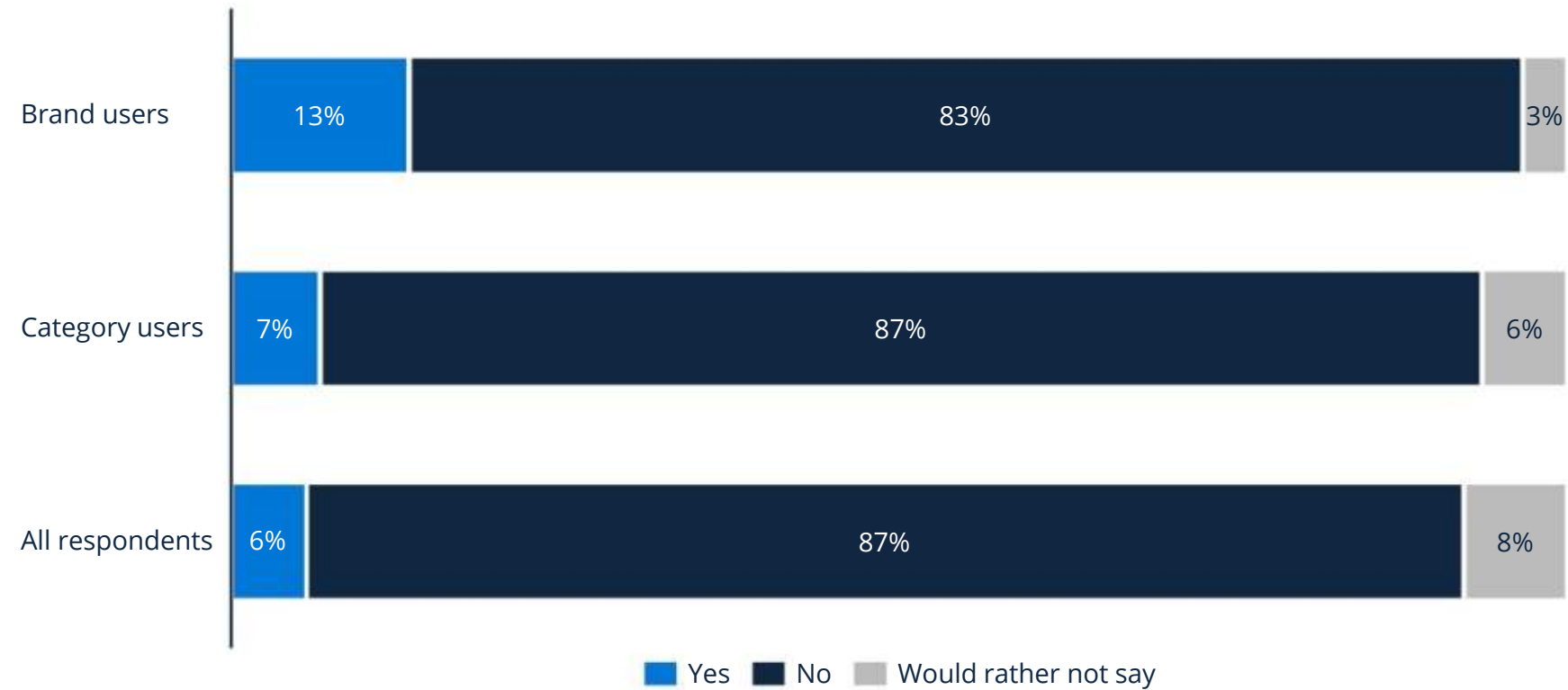
Communities where consumers live in Poland



13% of Amazon owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Poland



CHAPTER 03

Consumer lifestyle

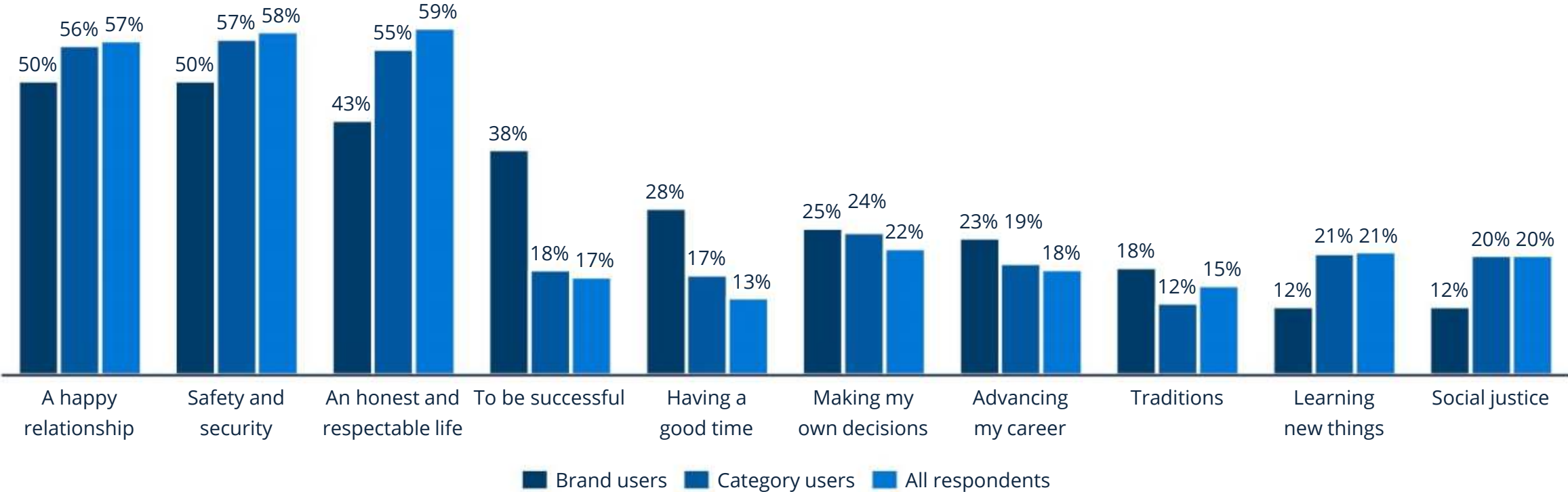
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Being successful is more important to Amazon owners than to other owners of speakers

Consumer lifestyle: life values

Most important aspects of life for consumers in Poland



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.": Multi Pick; "What brands are the speakers in your household?": Multi Pick; Base: n=60 Amazon owners, n=944 owners of speakers, n=12,189 all respondents

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

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