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CONSUMERS & BRANDS

# Washing machines: Candy owners in Finland

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 Candy owners in Finland: 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 Candy owners in Finland ("brand users") against Finnish washing machine owners in general ("category users"), and the overall Finnish 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<sup>(1)</sup>

**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 Finland)
- 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

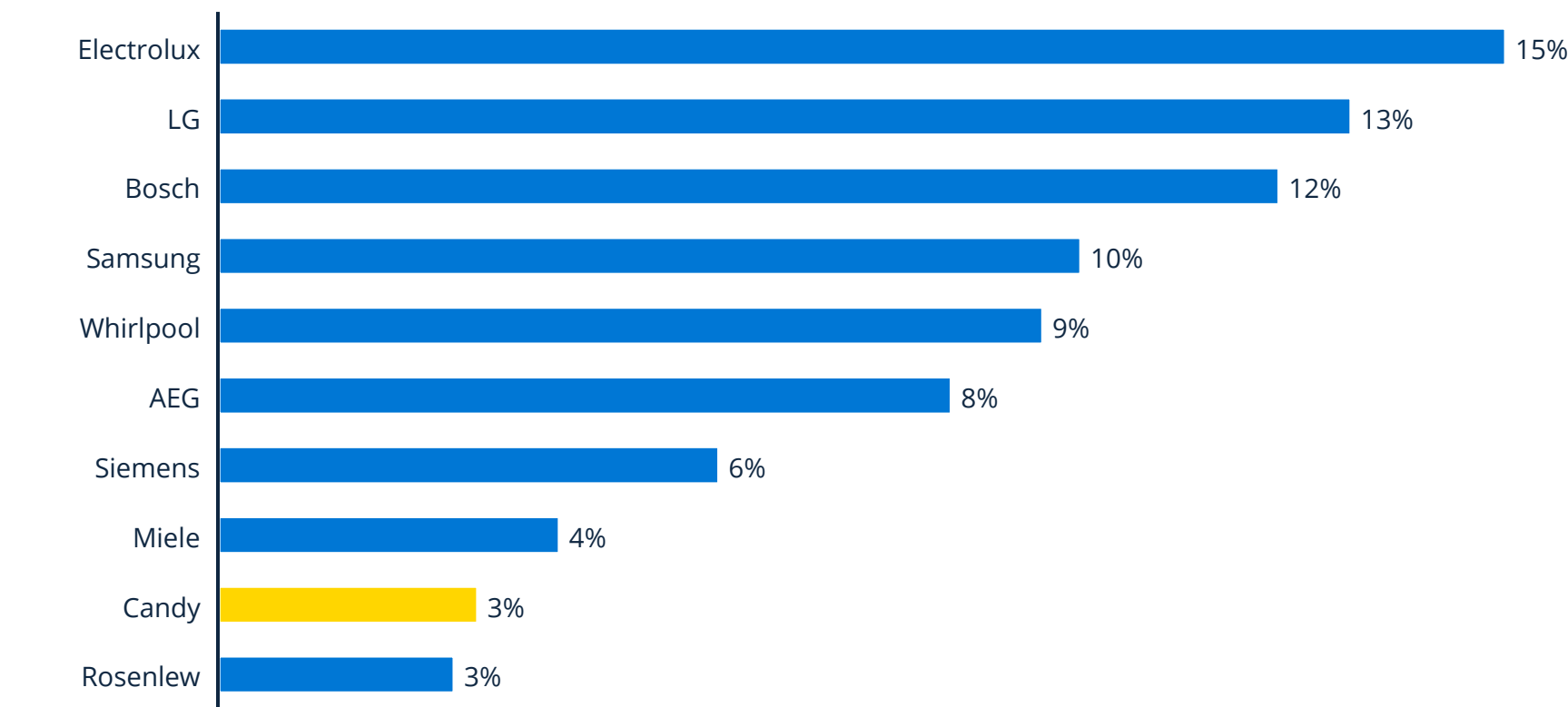
- Brand usage
- Key insights



# Candy is the ninth most owned washing machine brand in Finland with Electrolux in first place

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Finland



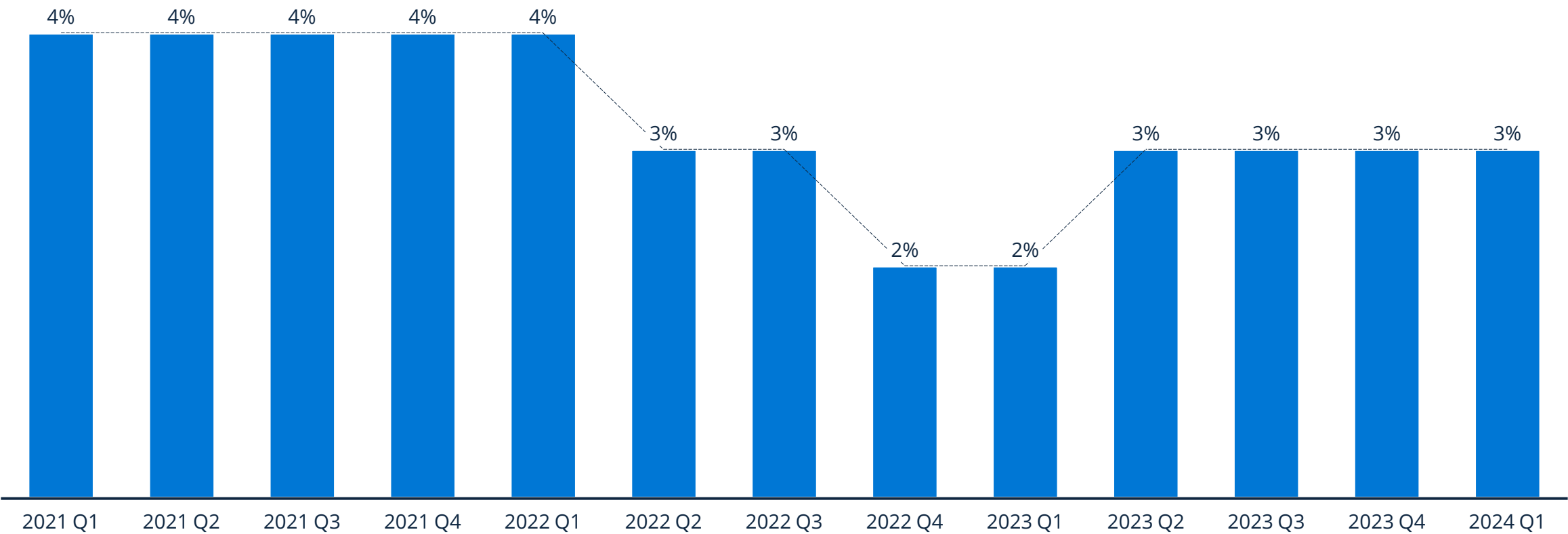
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,816 washing machine owners

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

# The share of washing machine owners owning Candy declined by 1 percentage point since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Candy



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=41 - 79 Candy owners, n=1759 - 1876 washing machine owners

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

# Candy owners in Finland

Management summary: key insights

## Demographic profile

Candy is more popular among Generation X than other washing machine brands.

There is a fairly even split of male and female Candy owners.

Candy has a larger share of owners with a high income than other washing machine brands.

Candy owners are more likely to live in large cities than washing machine owners in general.

## Consumer lifestyle

A happy relationship is less important to Candy owners than to other washing machine owners.

Sports is a relatively prevalent interest of Candy owners.

DIY and arts & crafts are relatively popular hobbies among Candy owners.

## Consumer attitudes

It stands out that only 54% of Candy owners could not live without their smartphone.

67% of Candy owners are laggards or in the late majority of innovation adoption.

65% of Candy owners think that rising prices, inflation & cost of living are issues that need to be addressed.

## Marketing touchpoints

Suomi24 is more popular among Candy owners than the average washing machine owner.

Candy owners remember seeing ads on editorial websites and apps less often than other washing machine owners.

## CHAPTER 02

# Demographic profile

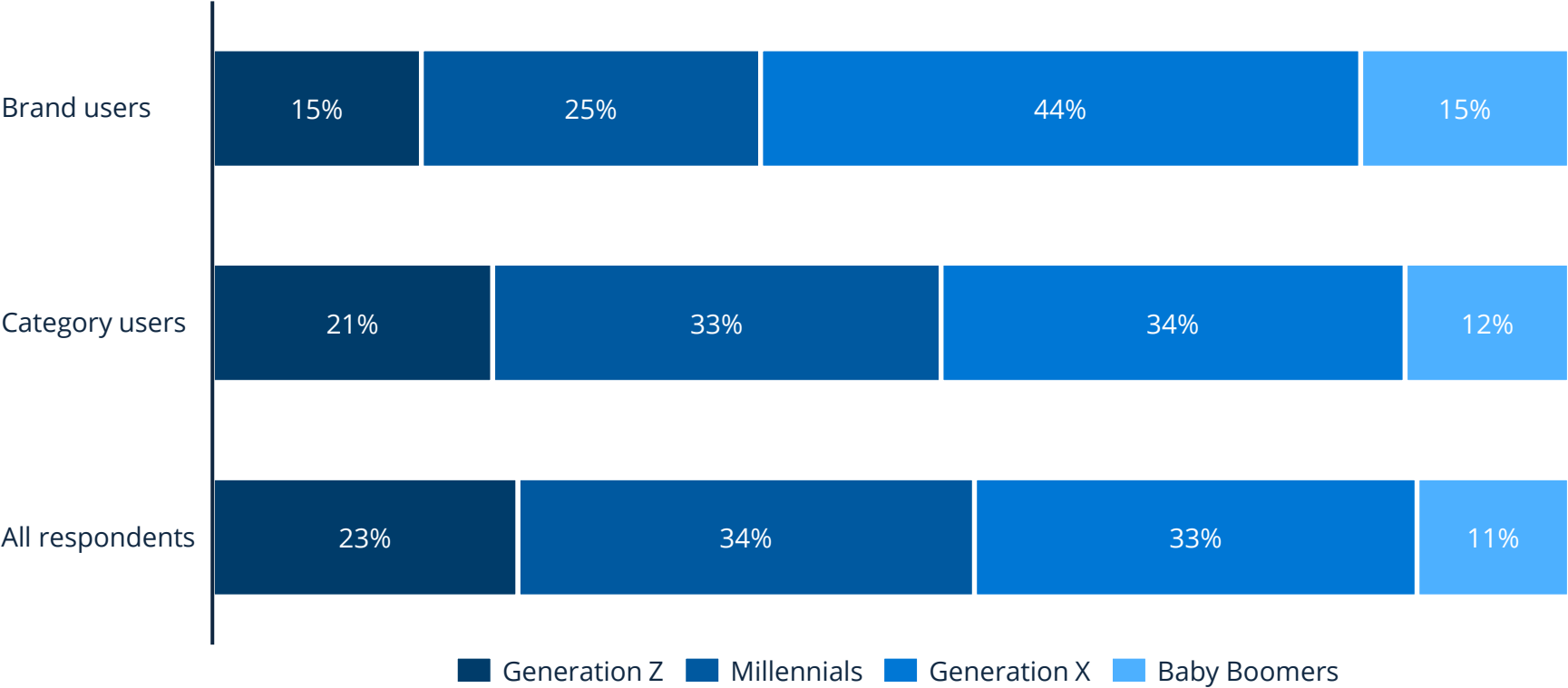
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Candy is more popular among Generation X than other washing machine brands

Demographic profile: generations

## Age of consumers in Finland

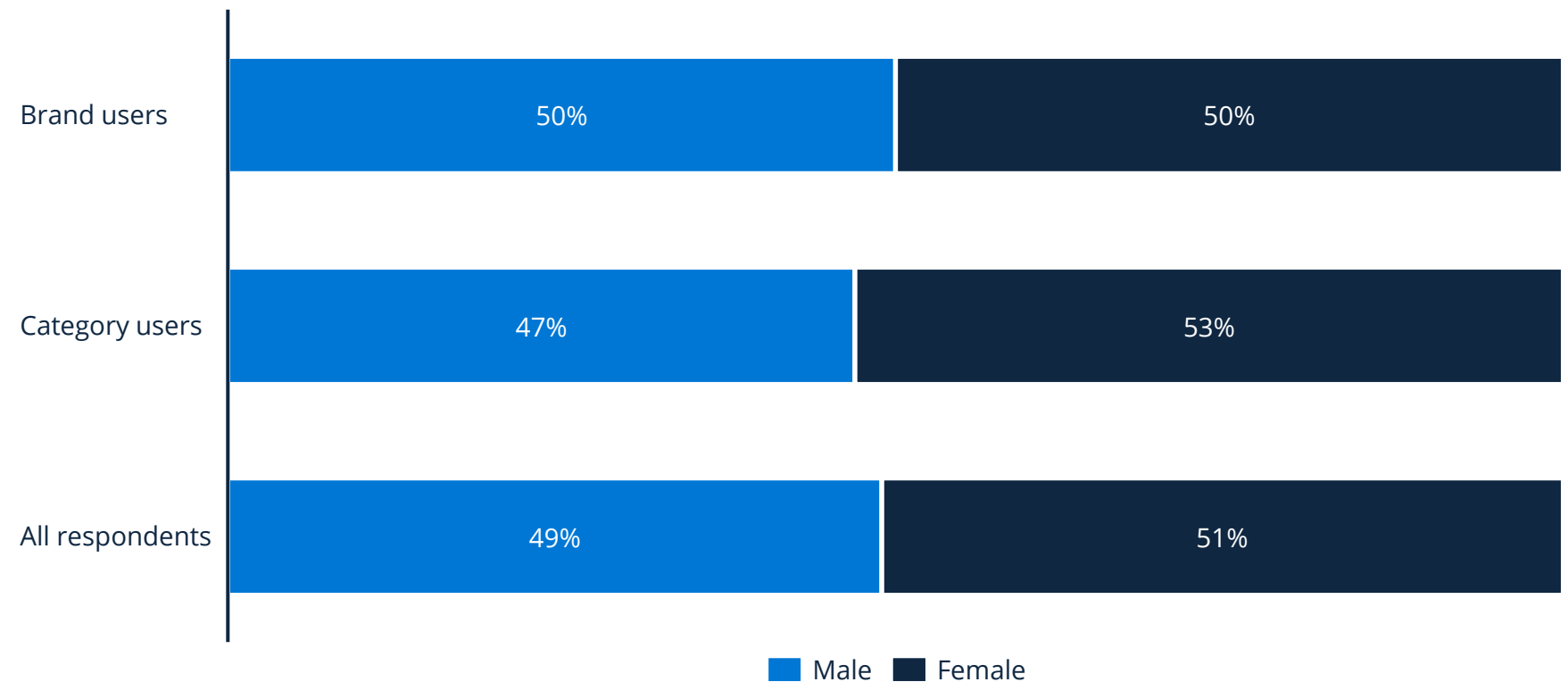


# There is a fairly even split of male and female Candy owners

Demographic profile: gender



Gender of consumers in Finland



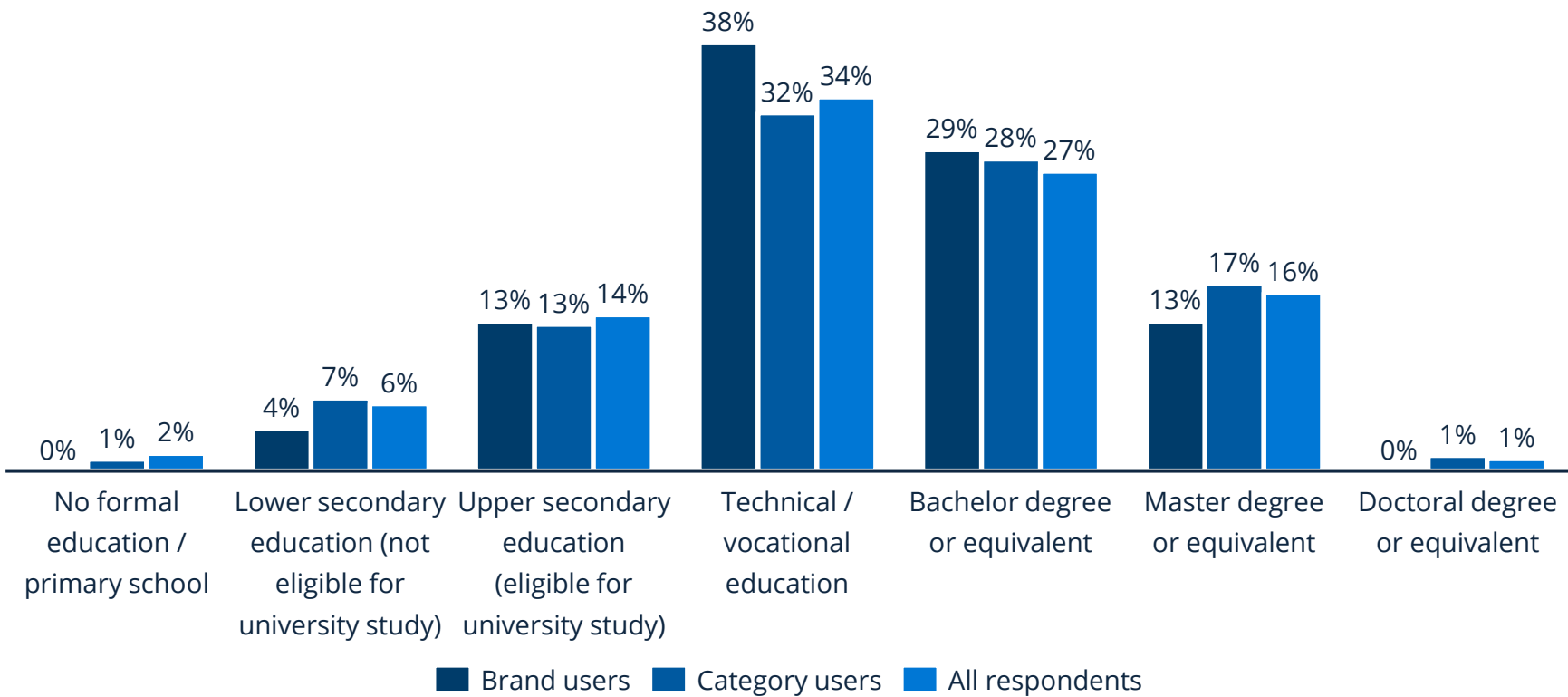
9 **Notes:** "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=52 Candy owners, n=1,816 washing machine owners, n=12,178 all respondents

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

# 38% of Candy owners have a technical or vocational education

Demographic profile: education

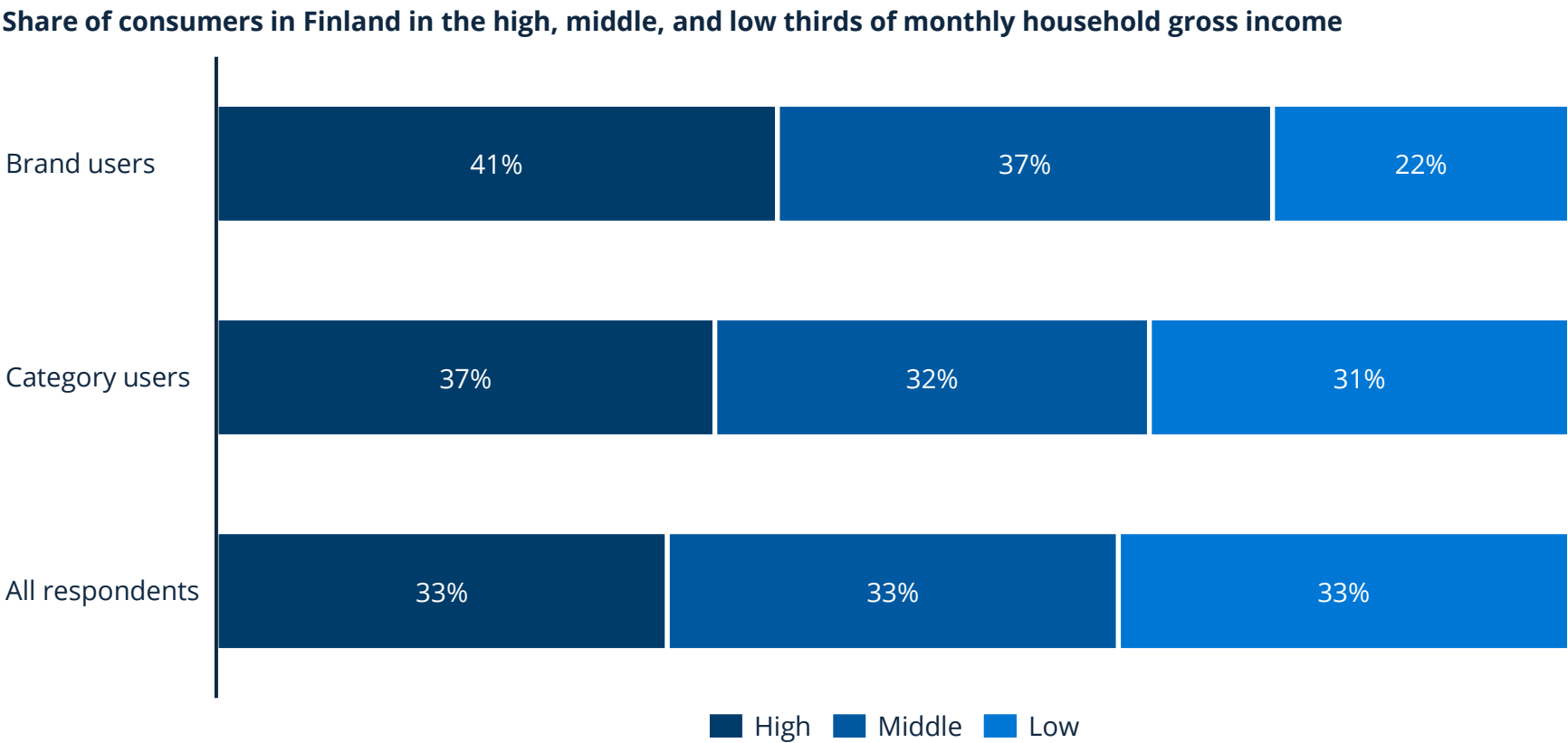
Consumer's level of education in Finland



10 **Notes:** "What is the highest level of education you have completed?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=52 Candy owners, n=1,816 washing machine owners, n=12,178 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Candy has a larger share of owners with a high income than other washing machine brands

Demographic profile: income

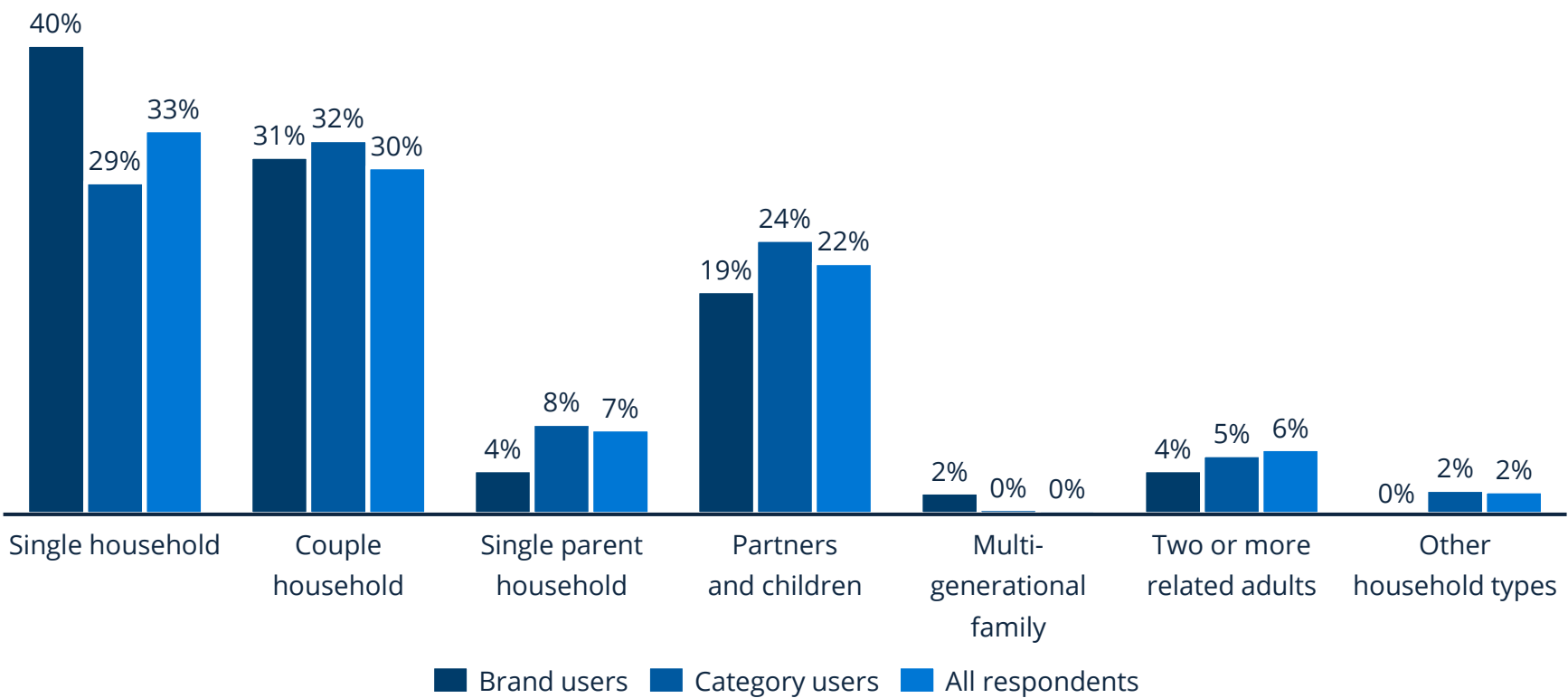


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=52 Candy owners, n=1,816 washing machine owners, n=12,178 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Compared to other washing machine owners, Candy owners are relatively likely to live in a single household

Demographic profile: household classification

Type of households in which consumers in Finland live



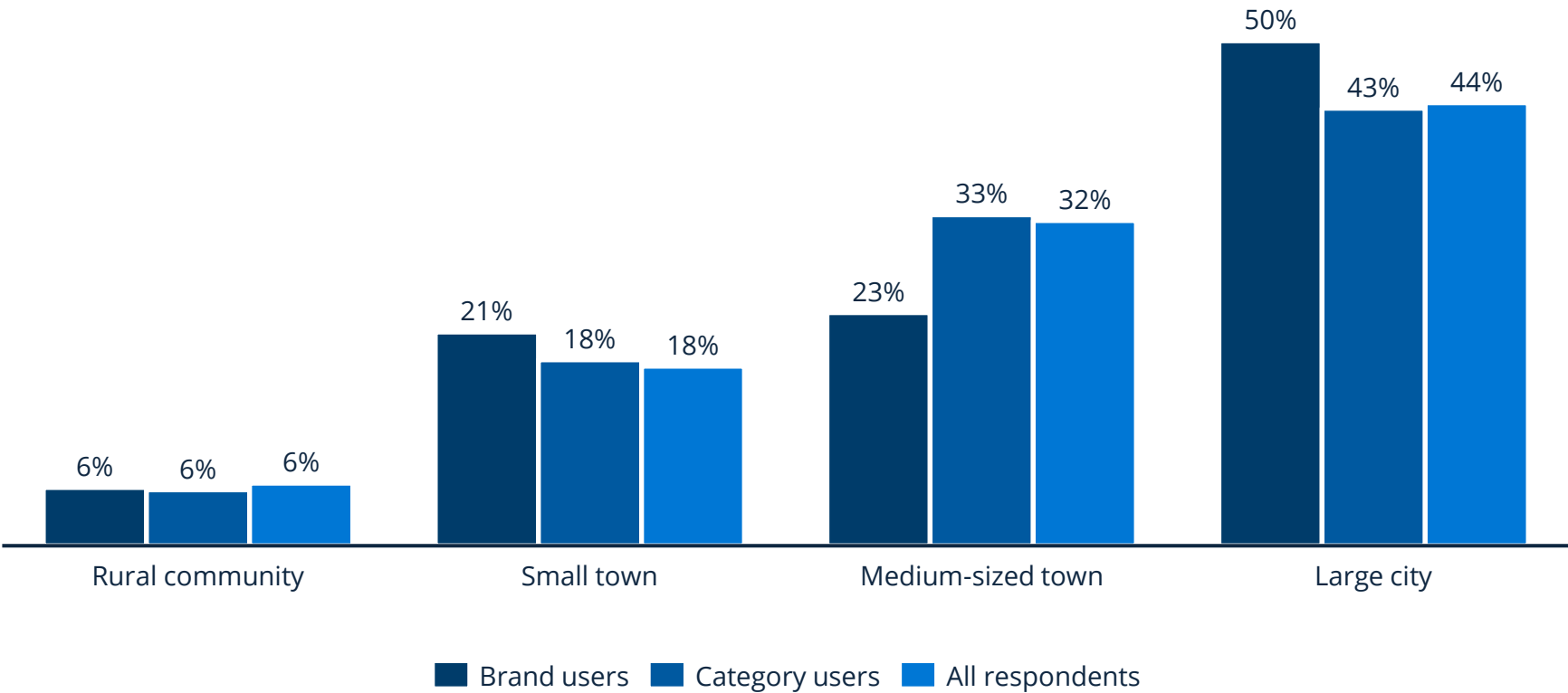
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=52 Candy owners, n=1,816 washing machine owners, n=12,178 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Candy owners are more likely to live in large cities than washing machine owners in general

Demographic profile: type of community



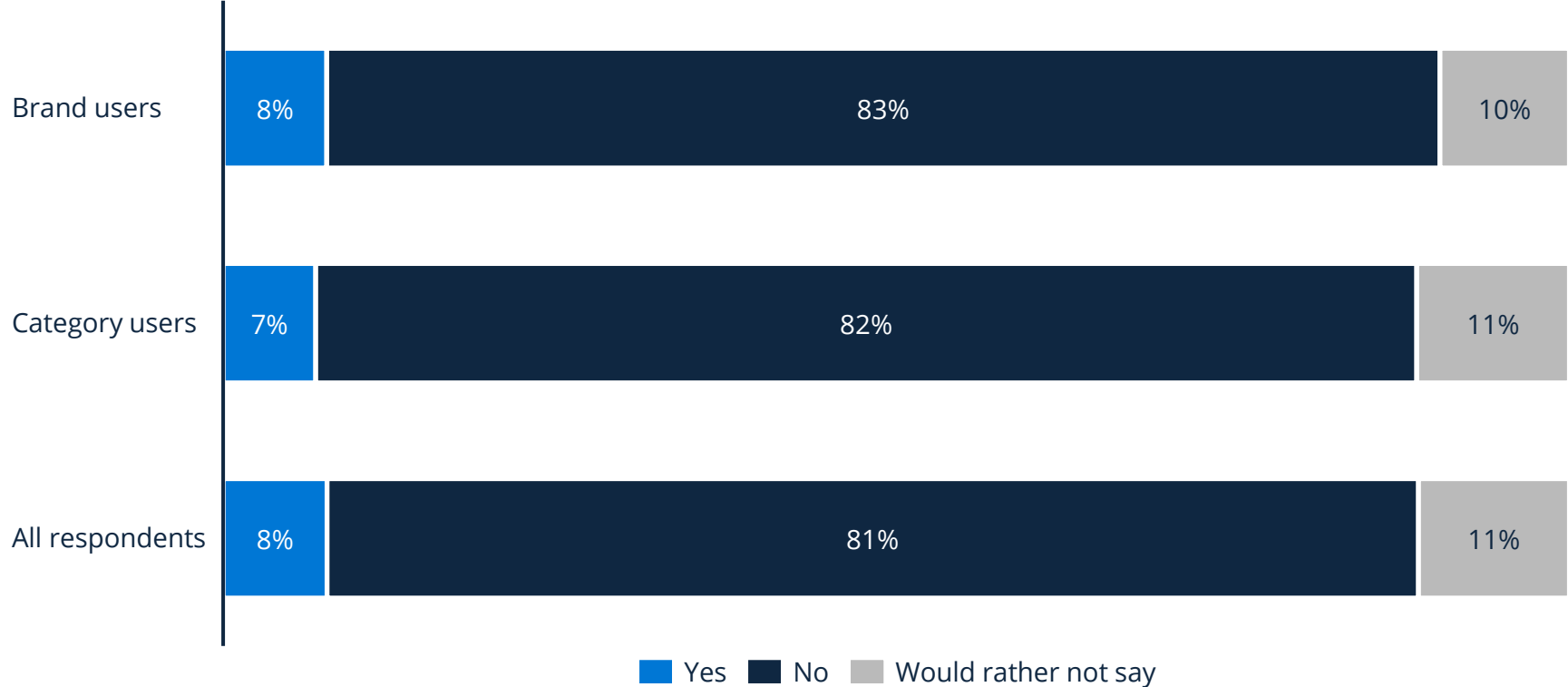
Communities where consumers live in Finland



# 8% of Candy owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Finland



## CHAPTER 03

# Consumer lifestyle

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



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