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CONSUMERS & BRANDS

Washing machines: LG 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 LG 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 LG 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⁽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 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

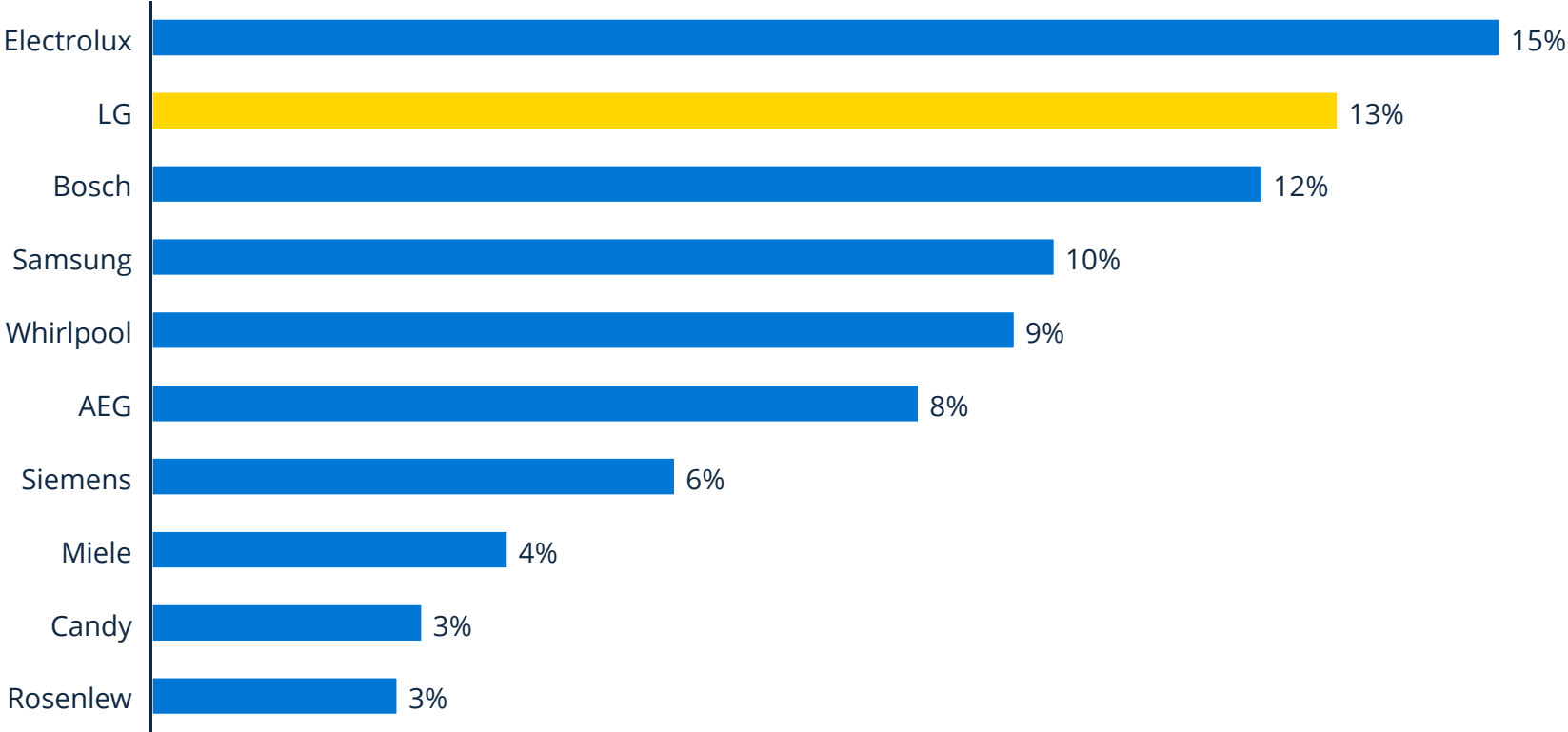
- Brand usage
- Key insights



LG is the second most owned washing machine brand in Finland after Electrolux and has a user share of 13%

Management summary: brand usage and competition

Top 10 most owned washing machine brands in Finland



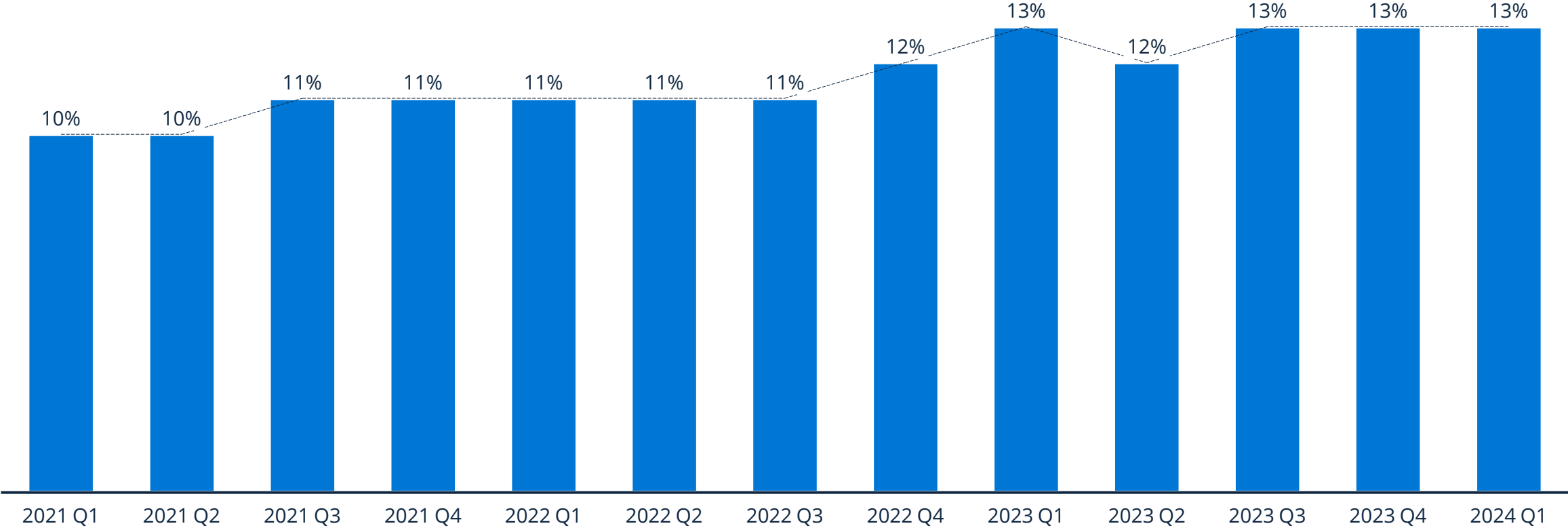
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,816 washing machine owners

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

The share of washing machine owners owning LG grew by 3 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning LG



5 | Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=184 - 236 LG owners, n=1759 - 1876 washing machine owners

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

LG owners in Finland

Management summary: key insights

Demographic profile

LG is more popular among Millennials than other washing machine brands.

LG is more popular among male washing machine owners than female washing machine owners.

LG has a smaller share of owners with a low income than other washing machine brands.

Washing machine owners in general and LG owners specifically, live in similar type of communities.

Consumer lifestyle

A happy relationship is more important to LG owners than to other washing machine owners.

Vehicles and mobility are relatively prevalent interests of LG owners.

Cars or vehicles are relatively popular hobbies among LG owners.

Consumer attitudes

32% of LG owners state that they want the best audio and cinematic experience on all devices.

12% of LG owners are innovators or early adopters of new products.

A relatively high share of LG owners think that immigration is an issue that needs to be addressed.

Marketing touchpoints

X (Twitter) is more popular among LG owners than the average washing machine owner.

LG owners remember seeing ads on websites and apps of brands and products more often than other washing machine owners.

CHAPTER 02

Demographic profile

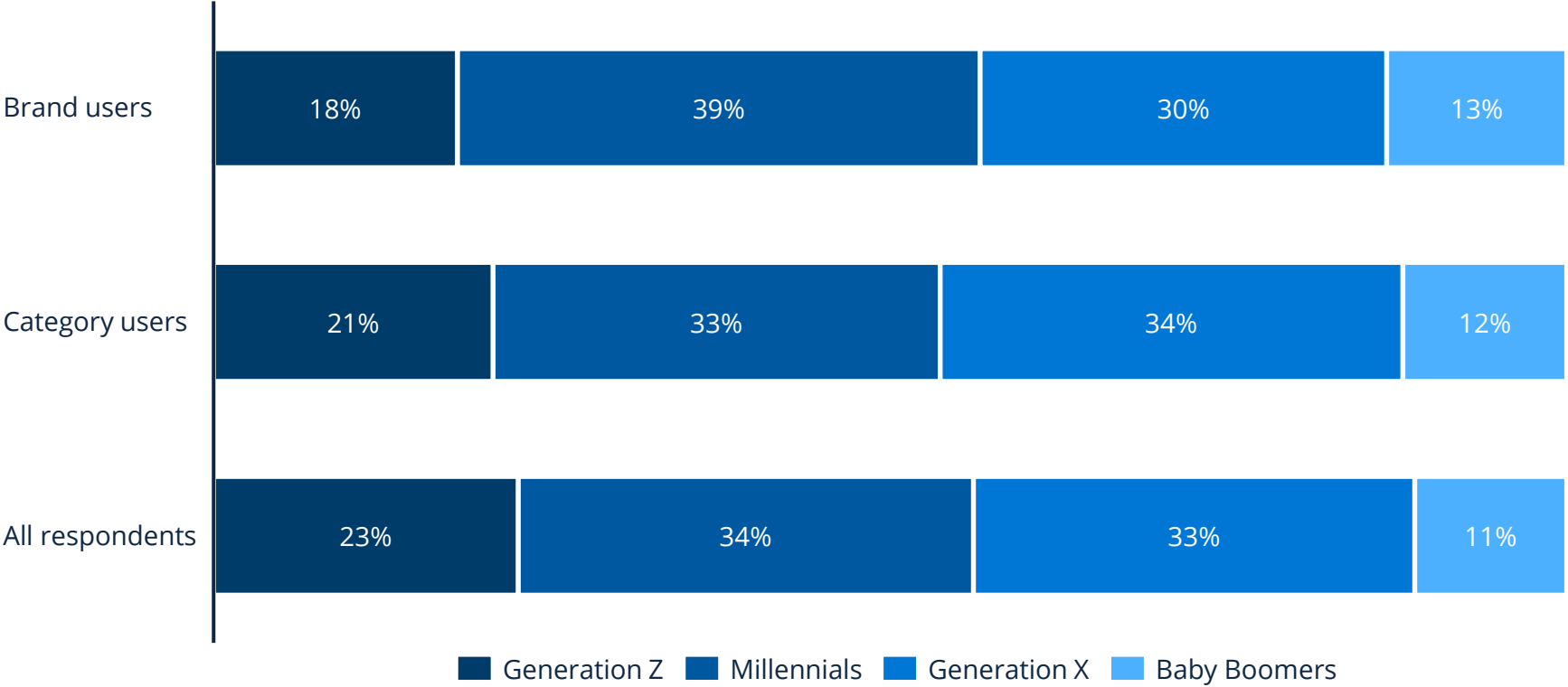
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



LG is more popular among Millennials than other washing machine brands

Demographic profile: generations

Age of consumers in Finland



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=233 LG owners, n=1,816 washing machine owners, n=12,178 all respondents

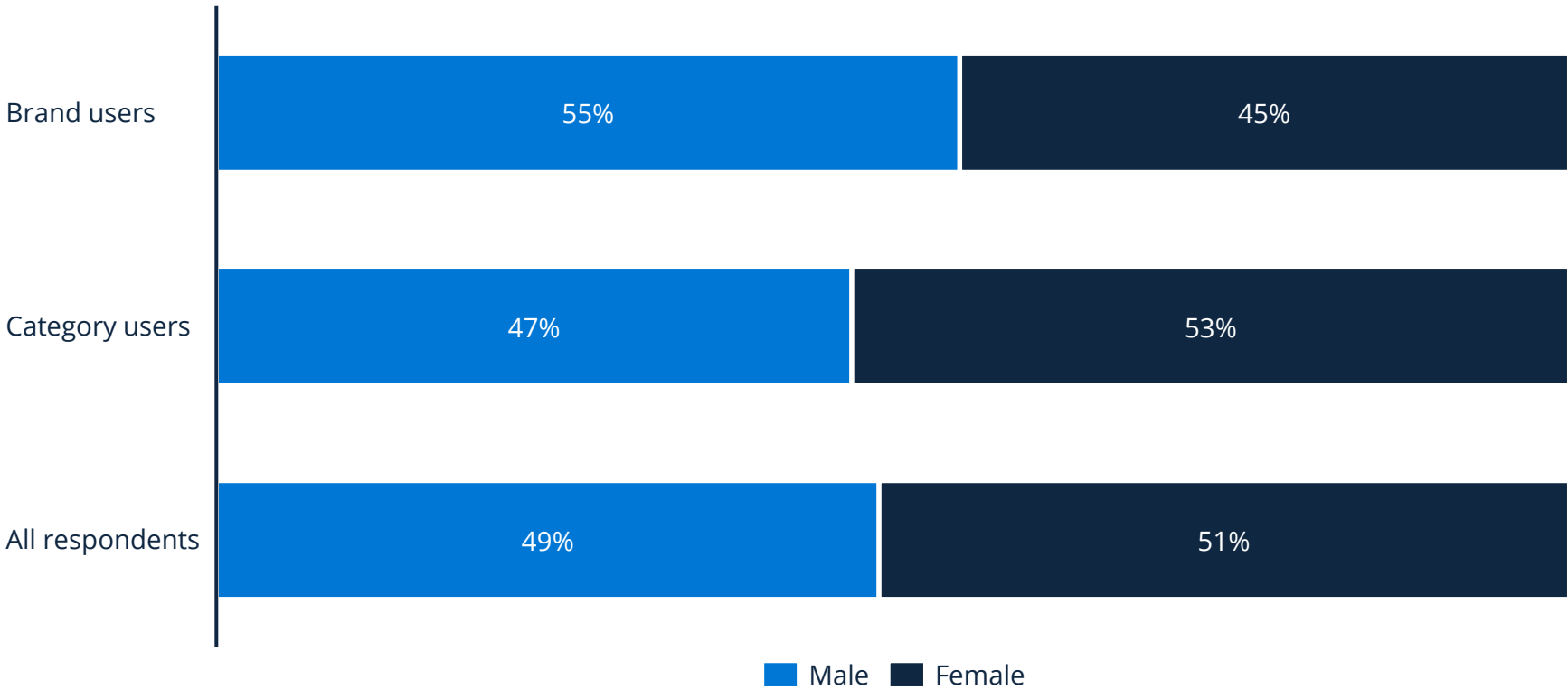
Sources: [Consumer Insights Global](#) as of June 2024

LG is more popular among male washing machine owners than female washing machine owners

Demographic profile: gender



Gender of consumers in Finland



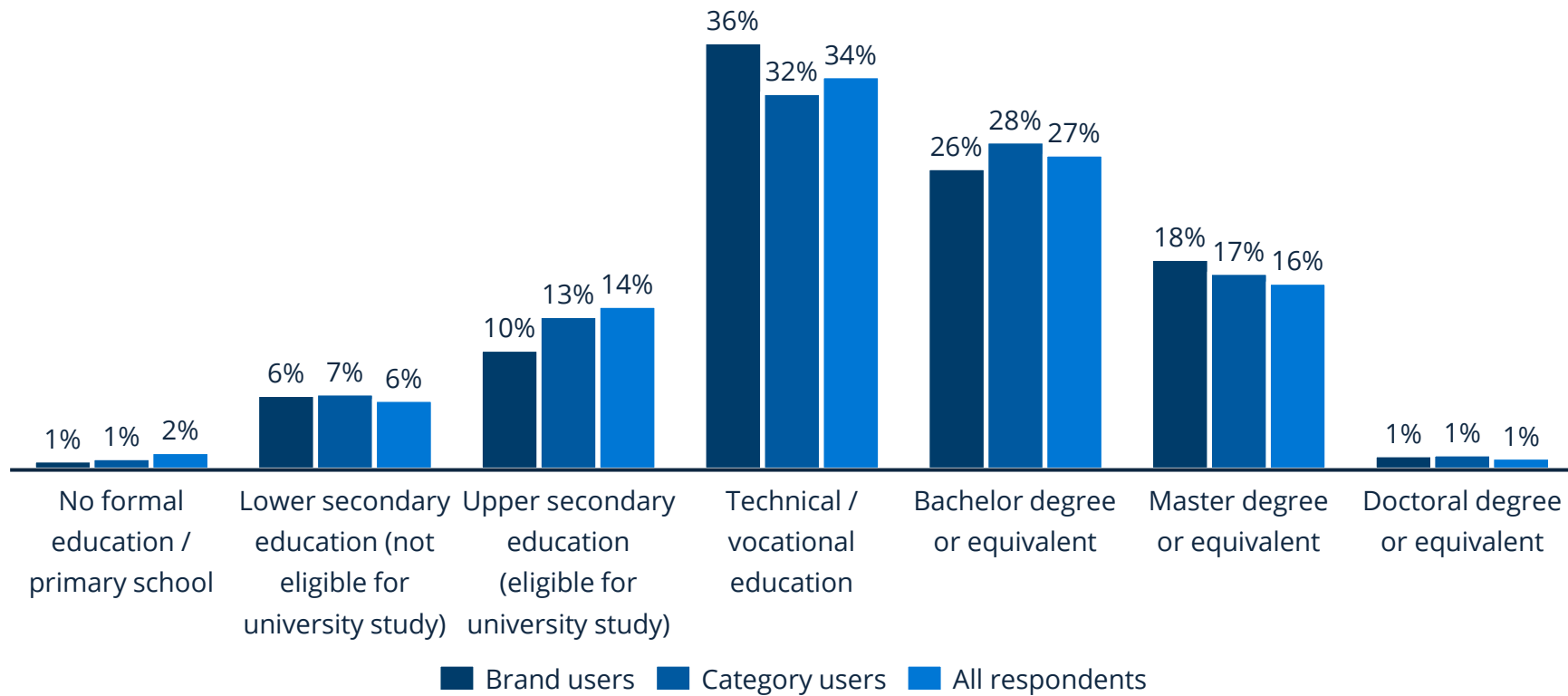
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=233 LG owners, n=1,816 washing machine owners, n=12,178 all respondents

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

36% of LG owners have a technical or vocational education

Demographic profile: education

Consumer's level of education in Finland

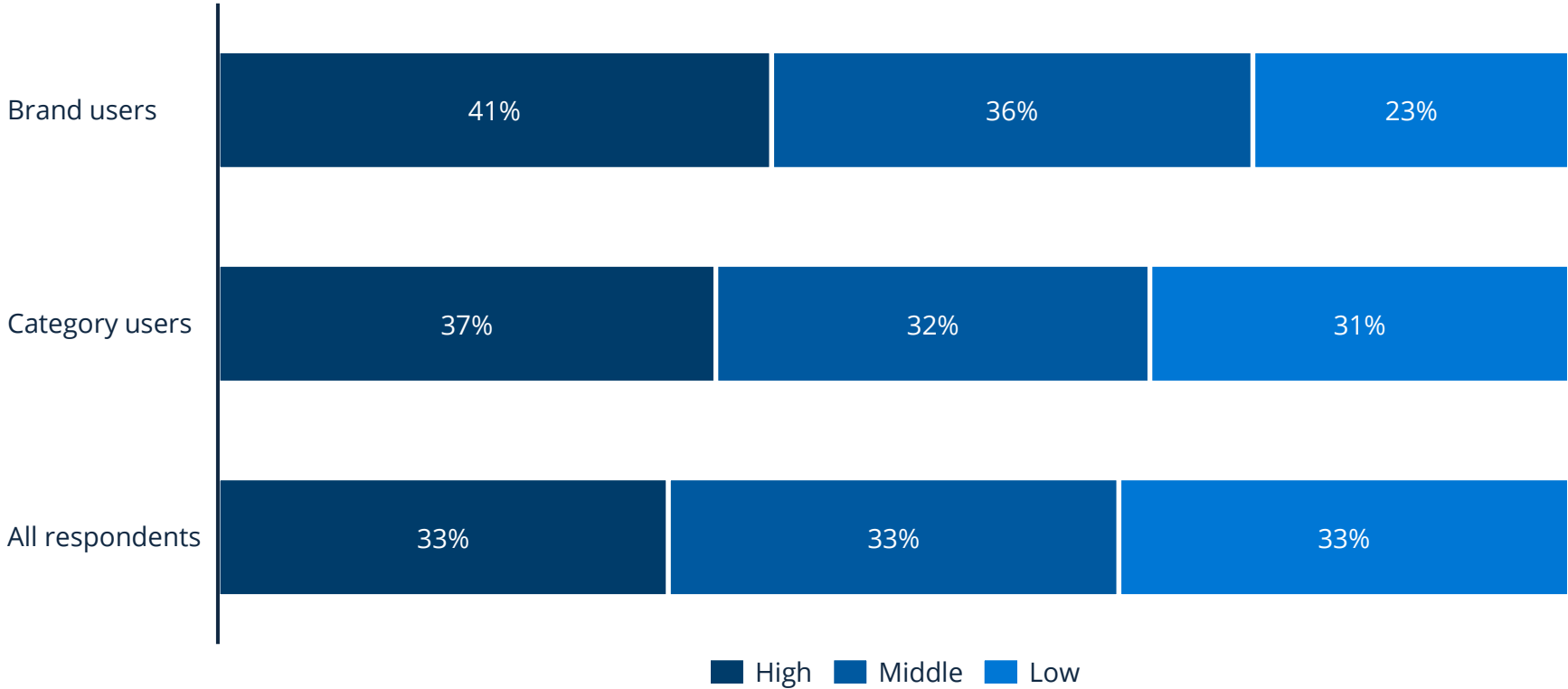


LG has a smaller share of owners with a low income than other washing machine brands

Demographic profile: income



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

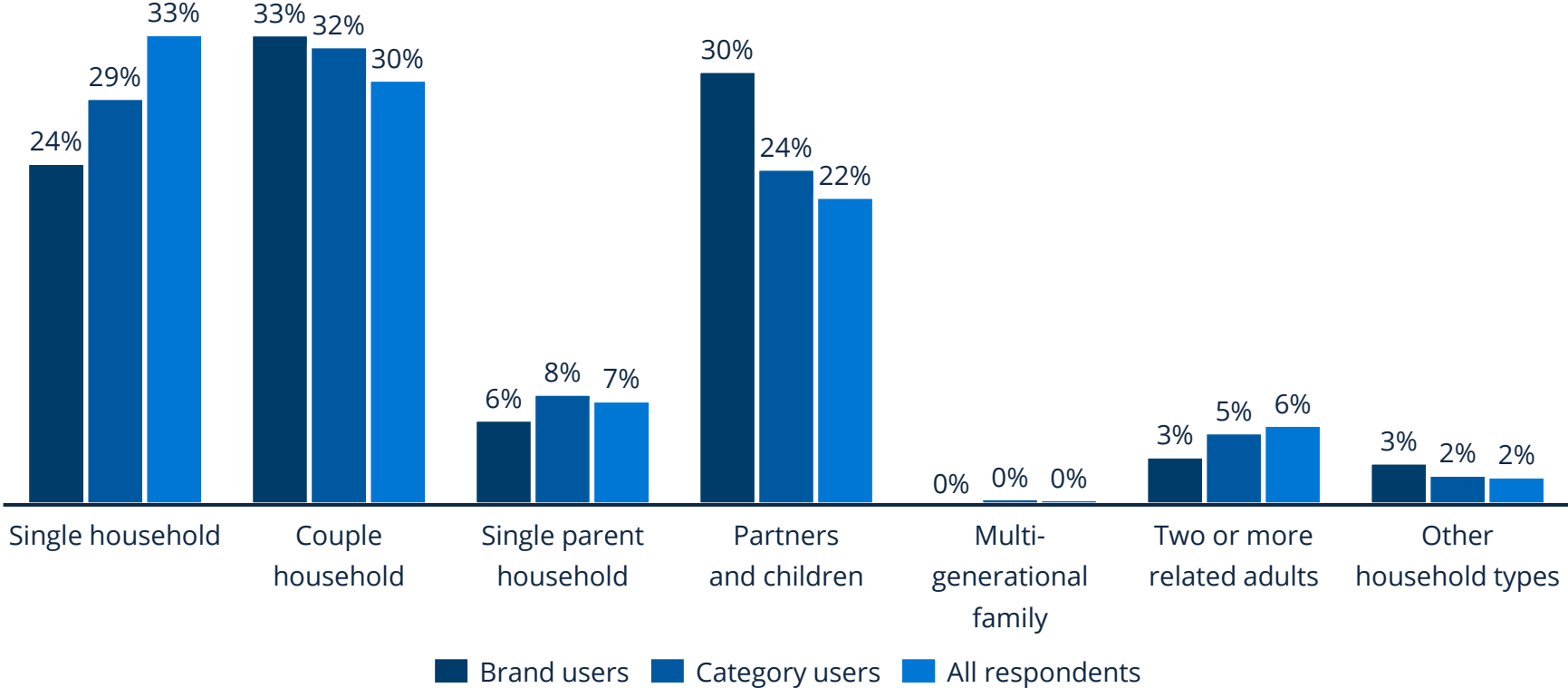


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=233 LG owners, n=1,816 washing machine owners, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other washing machine owners, LG owners are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Finland live



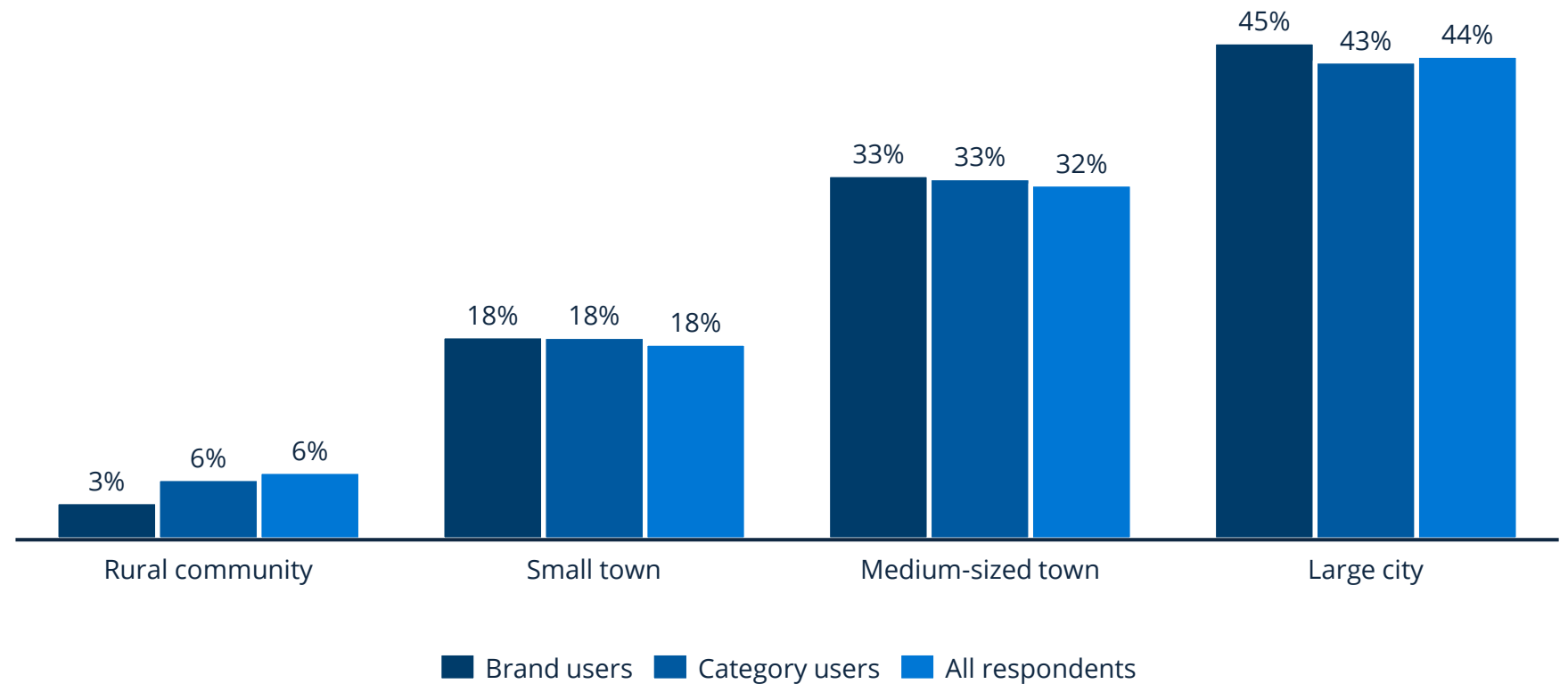
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=233 LG owners, n=1,816 washing machine owners, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Washing machine owners in general and LG owners specifically, live in similar type of communities

Demographic profile: type of community



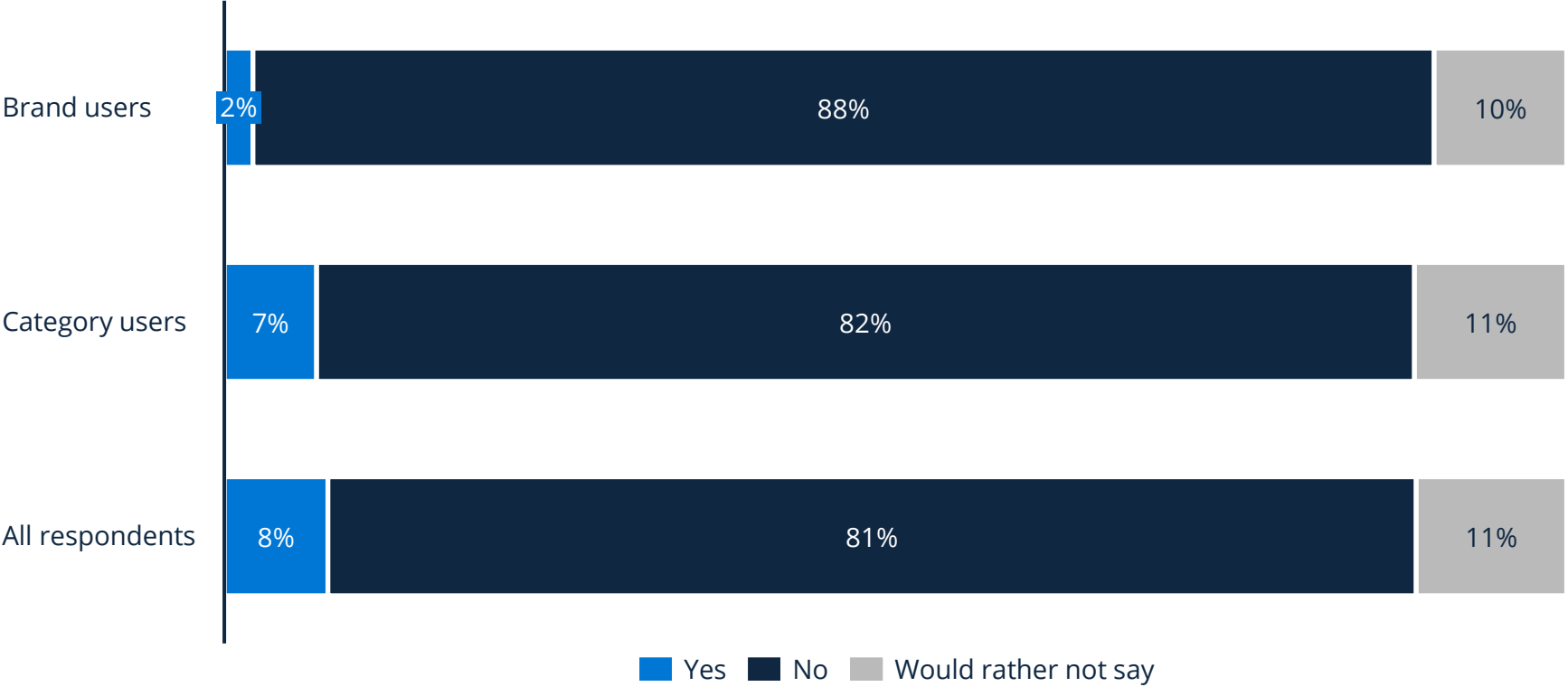
Communities where consumers live in Finland



2% of LG 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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