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CONSUMERS & BRANDS

# Social media: TikTok users in France

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 TikTok users in France: 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 TikTok users in France ("brand users") against French social media users in general ("category users"), and the overall French 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 France)
- 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

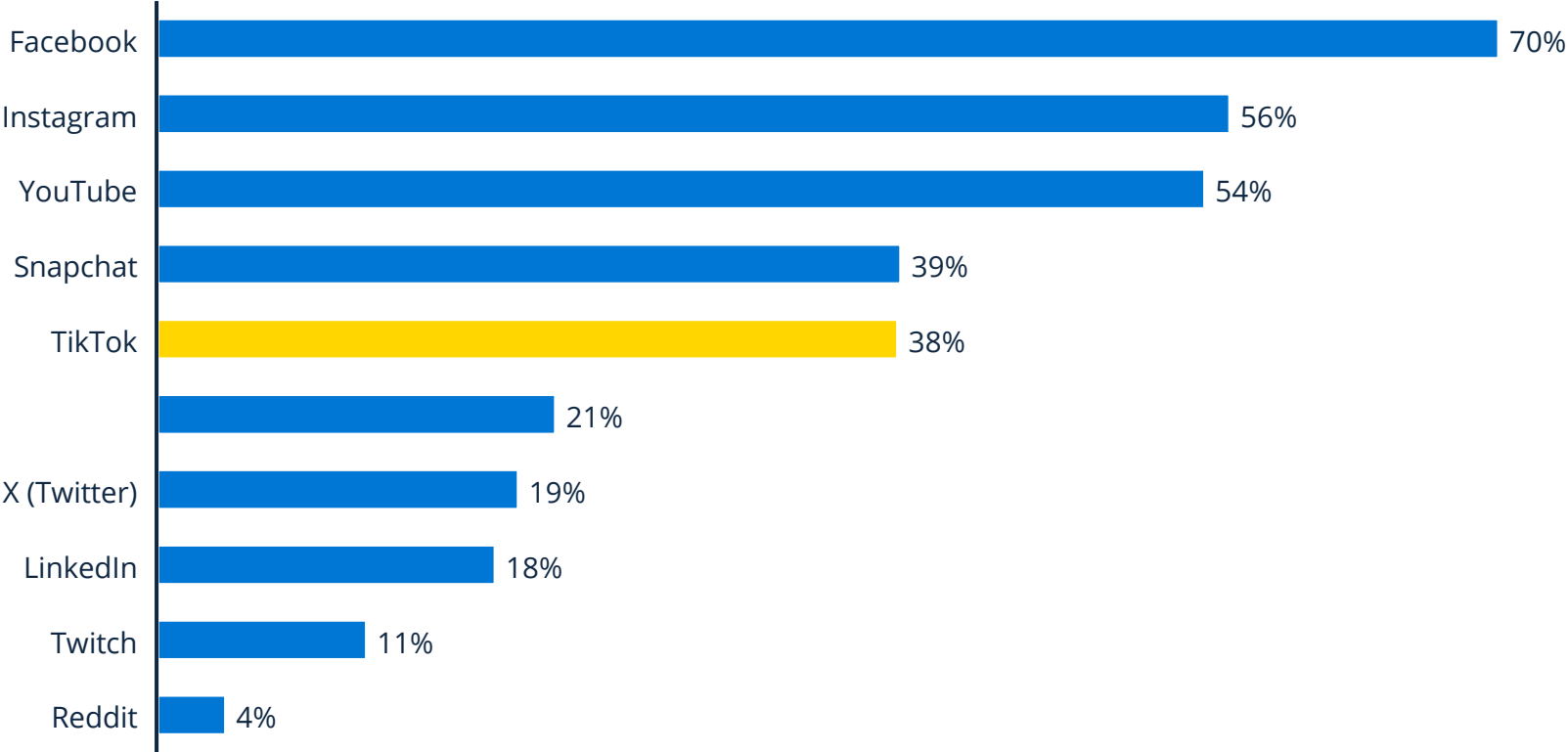
- Brand usage
- Key insights



# With a user share of 38%, TikTok is one of the top 5 social networks in France

Management summary: brand usage and competition

## Top 10 most used social networks in France



4 Notes: "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.;" Multi Pick; Base: n=3,051 social media users

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

# TikTok users in France

Management summary: key insights

## Demographic profile

TikTok is more popular among Generation Z than other social networks.

53% of TikTok users are female.

TikTok has a smaller share of users with a medium household income than other social networks.

Social media users in general and TikTok users specifically, live in similar type of communities.

## Consumer lifestyle

Being successful is more important to TikTok users than to other social media users.

Gaming and eSports are relatively prevalent interests of TikTok users.

Video gaming is a relatively popular hobby among TikTok users.

## Consumer attitudes

It stands out that 31% of TikTok users bought products because celebrities or influencers advertised them.

14% of TikTok users are innovators or early adopters of new products.

A relatively high share of TikTok users think that poverty is an issue that needs to be addressed.

## Marketing touchpoints

80% of TikTok consumers are also active on Instagram.

TikTok users remember seeing ads in video portals more often than other social media users.

## CHAPTER 02

# Demographic profile

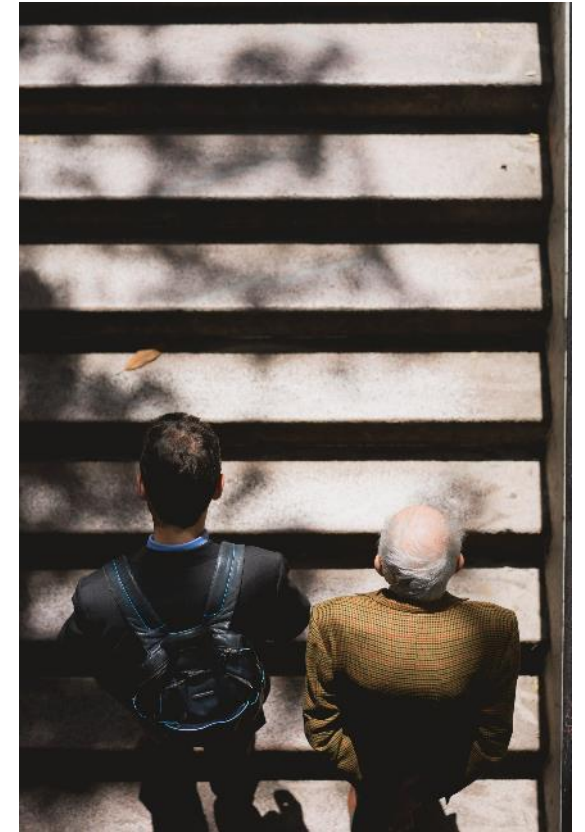
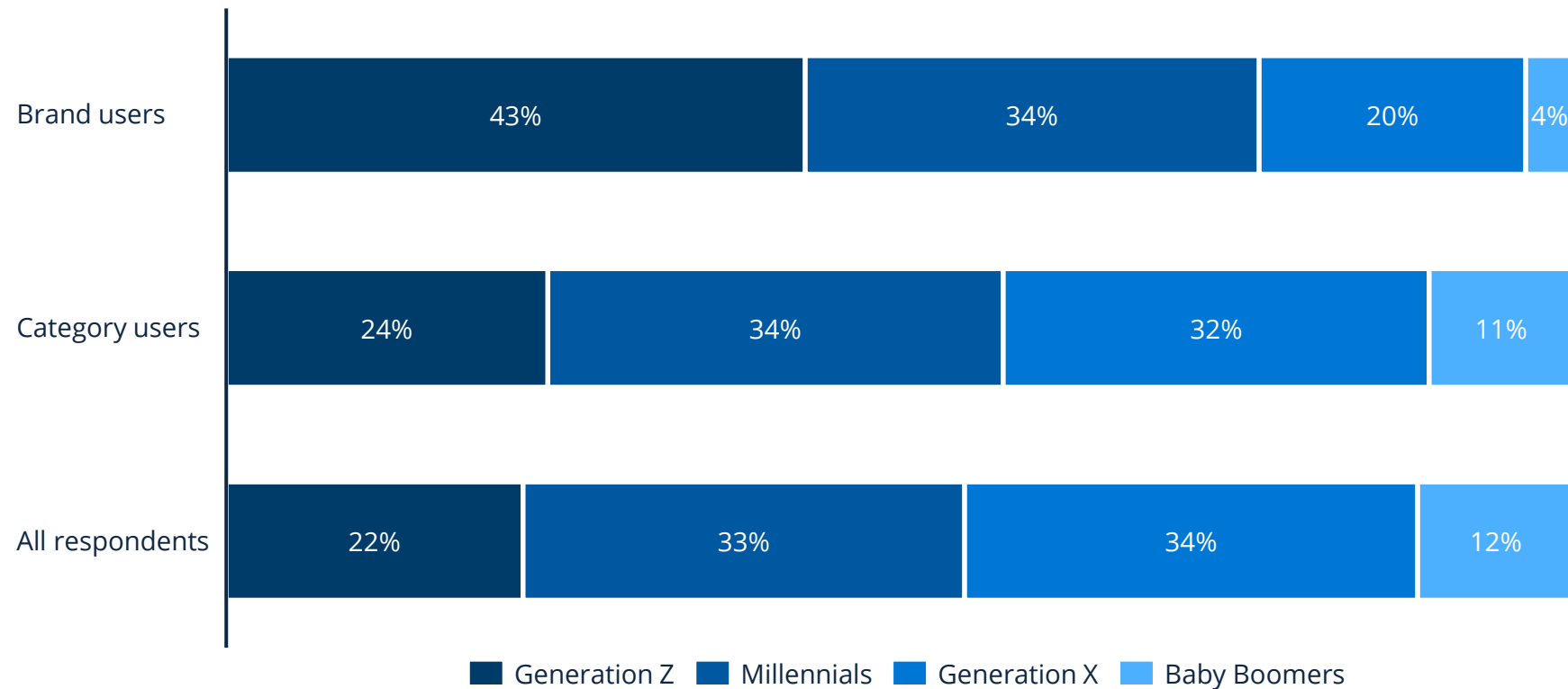
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# TikTok is more popular among Generation Z than other social networks

Demographic profile: generations

## Age of consumers in France



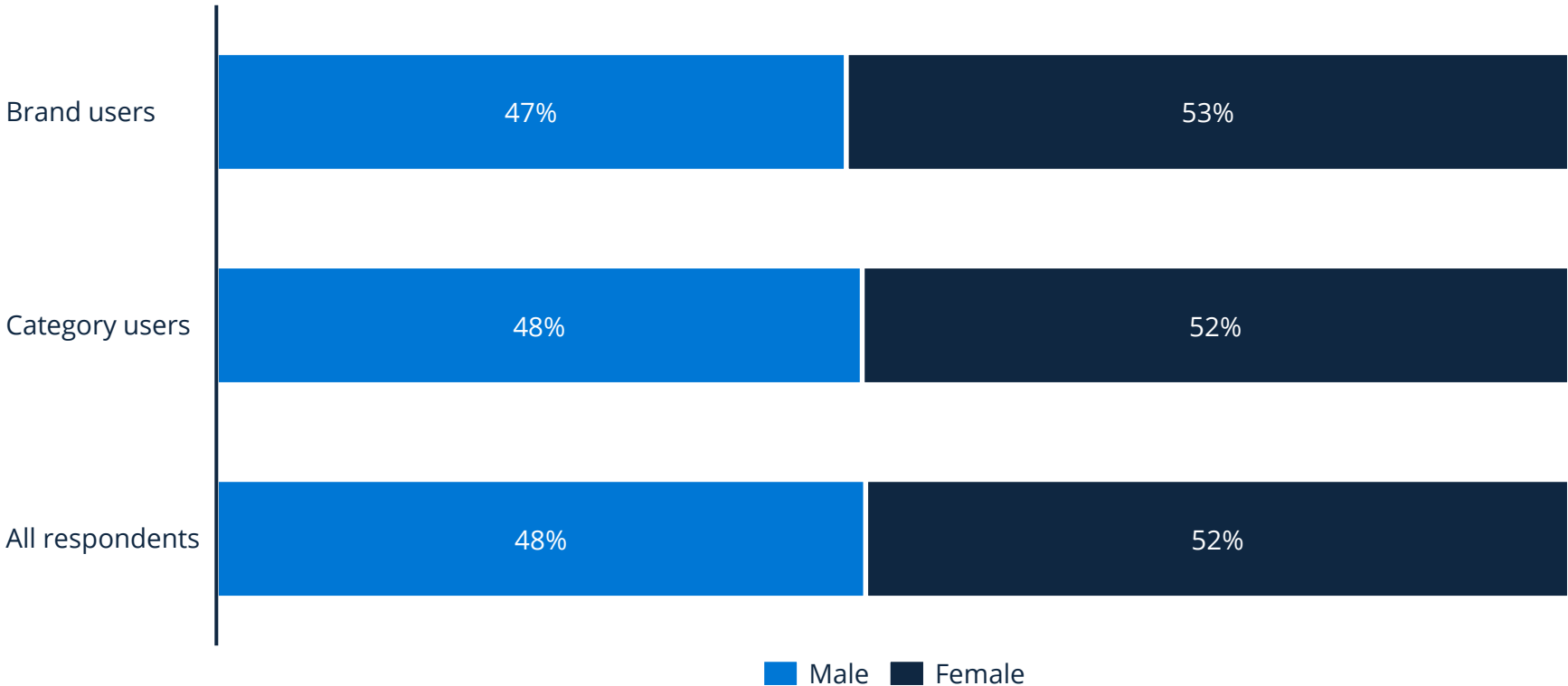


# 53% of TikTok users are female

Demographic profile: gender



Gender of consumers in France



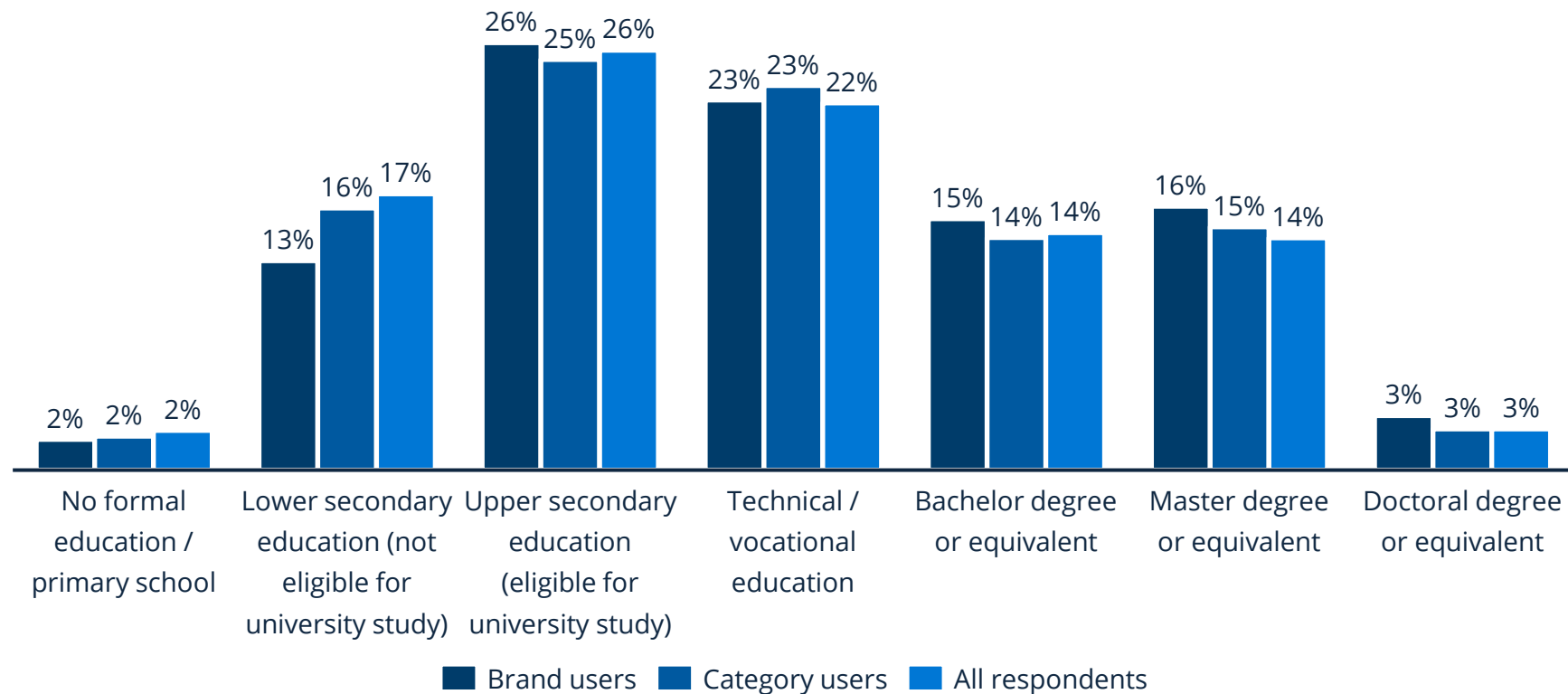
8 Notes: "What is your gender?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=1,173 TikTok users, n=3,051 social media users, n=12,193 all respondents

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

# A relatively high share of TikTok users have a college degree

Demographic profile: education

## Consumer's level of education in France

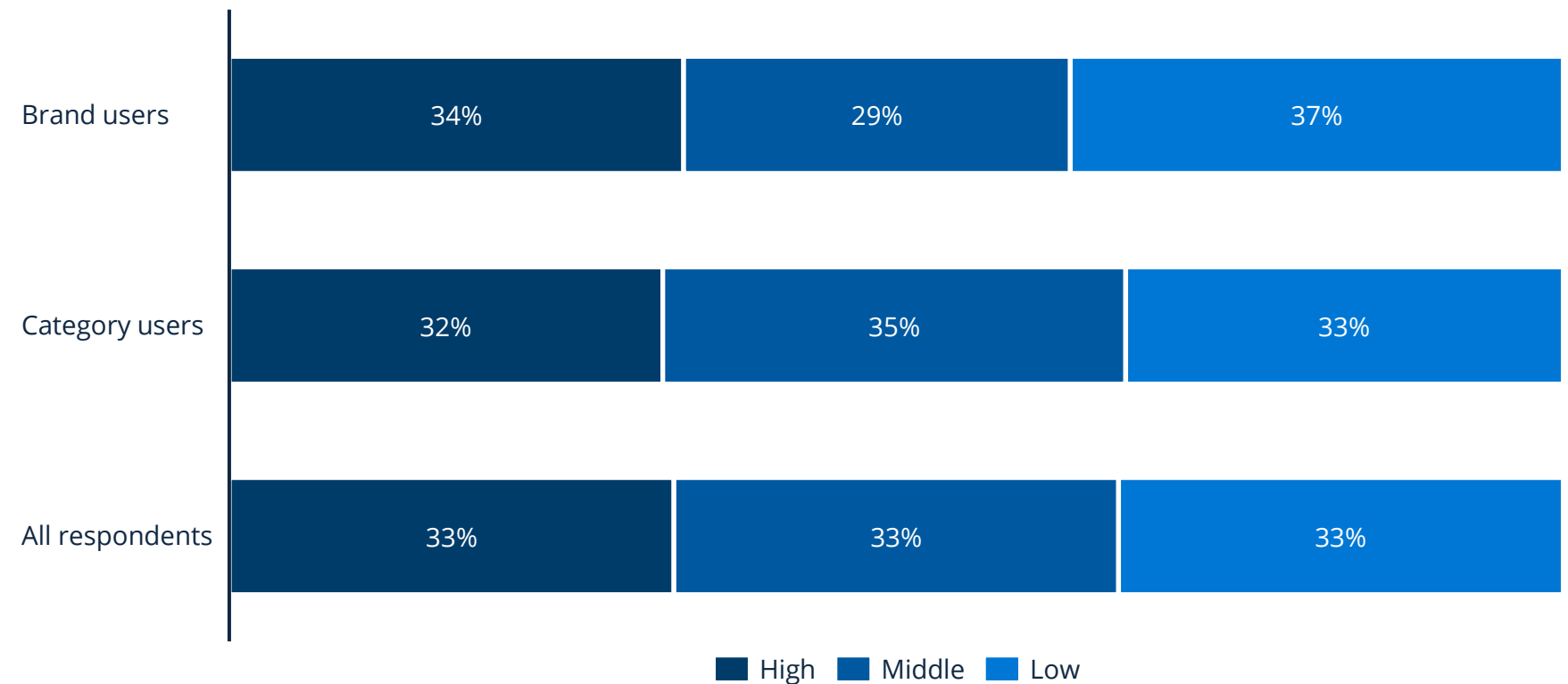


# TikTok has a smaller share of users with a medium household income than other social networks

Demographic profile: income



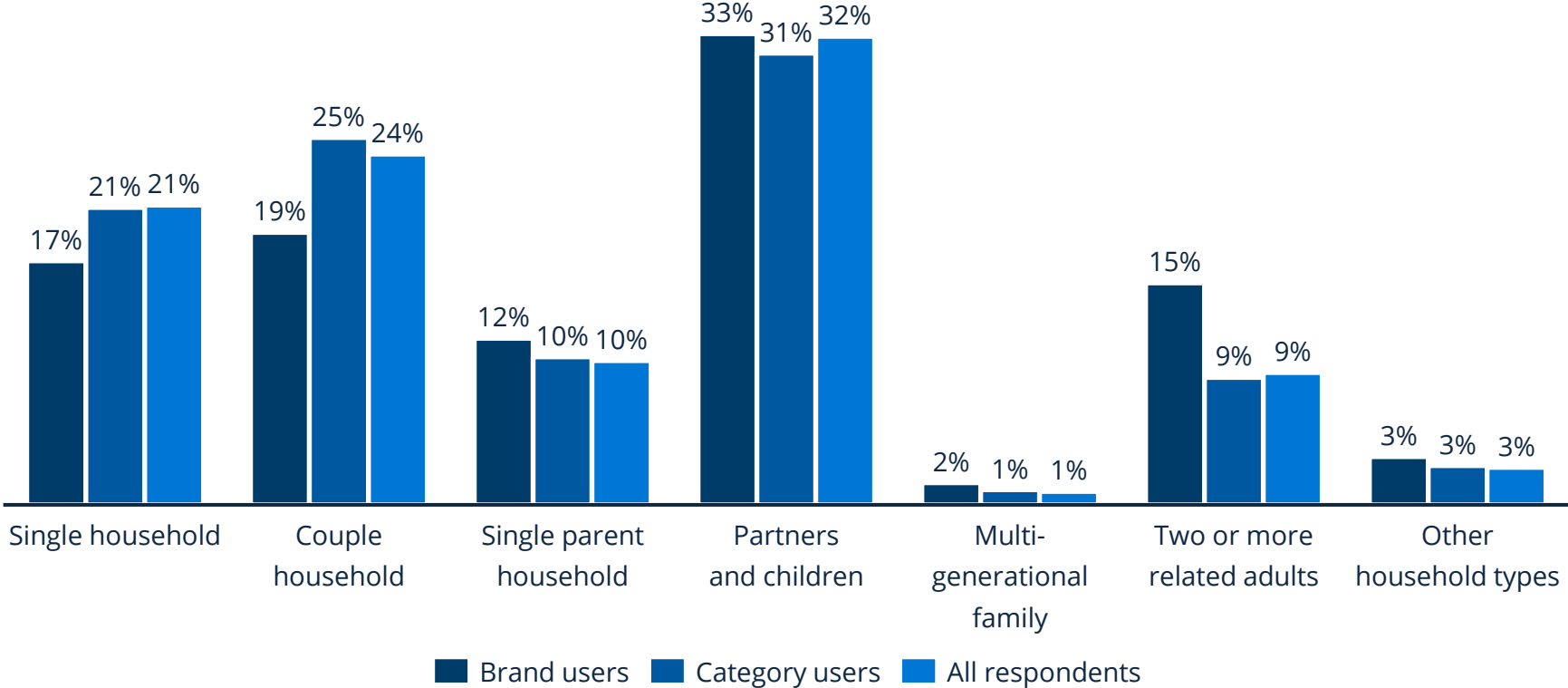
Share of consumers in France in the high, middle, and low thirds of monthly household gross income



# Compared to other social media users, TikTok users are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in France live



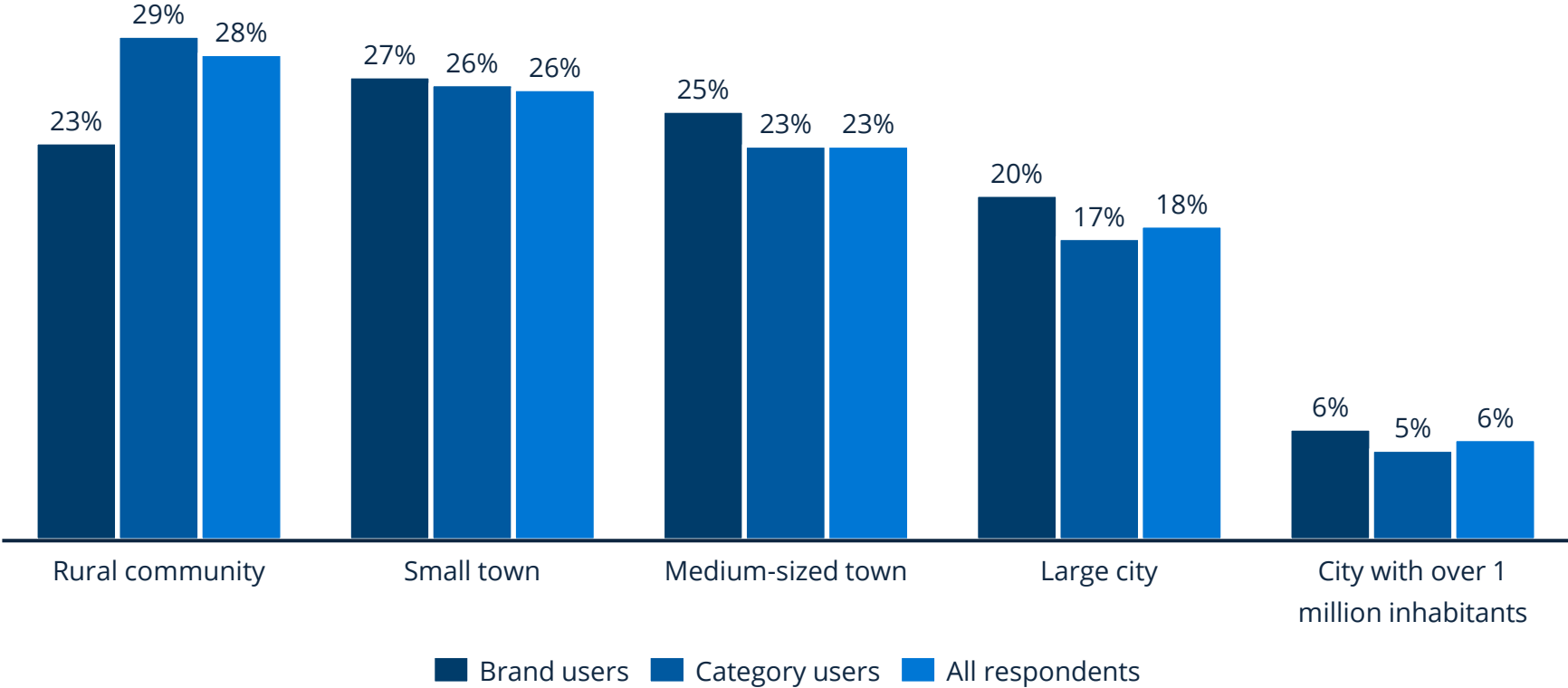
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=1,173 TikTok users, n=3,051 social media users, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Social media users in general and TikTok users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in France

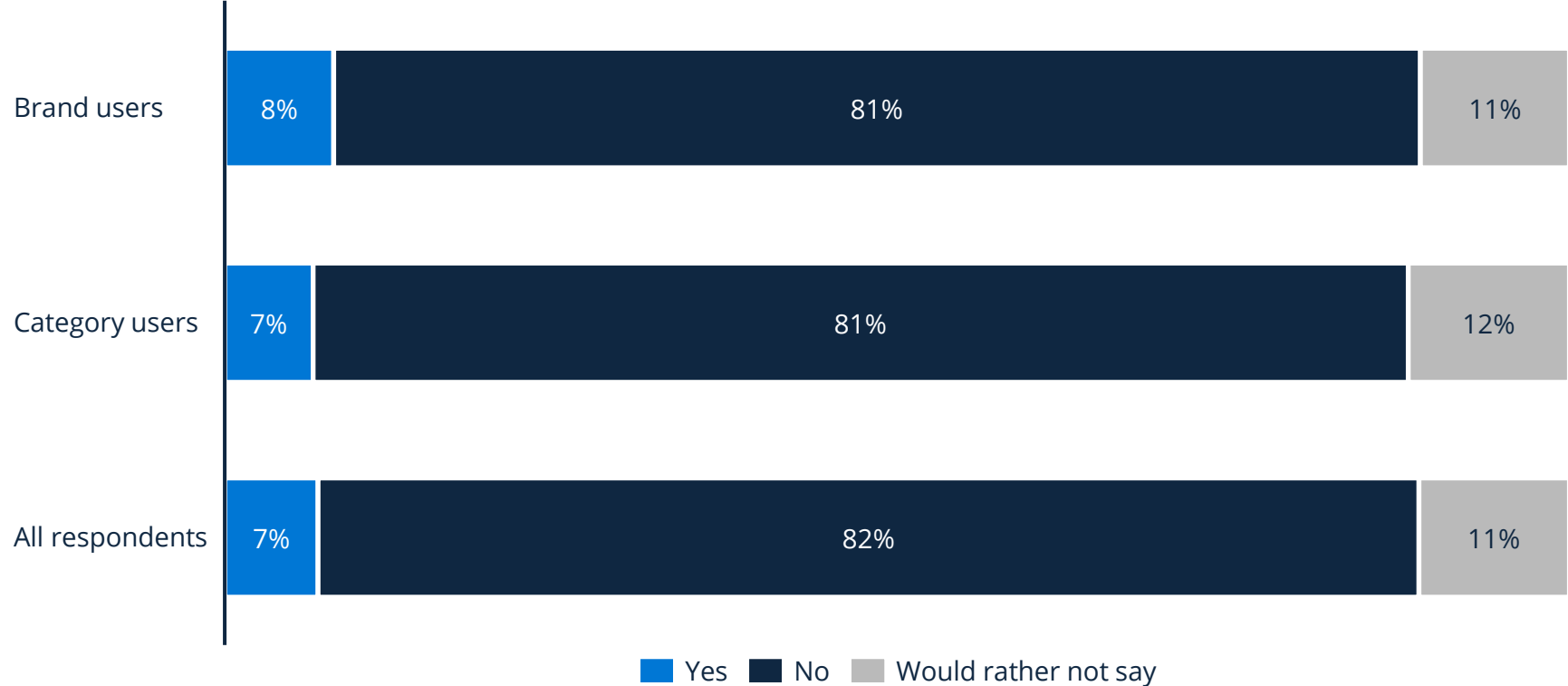


12 Notes: "In what type of community do you live?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=1,173 TikTok users, n=3,051 social media users, n=12,193 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# 8% of TikTok users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in France



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=1,173 TikTok users, n=3,051 social media users, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

## CHAPTER 03

# Consumer lifestyle

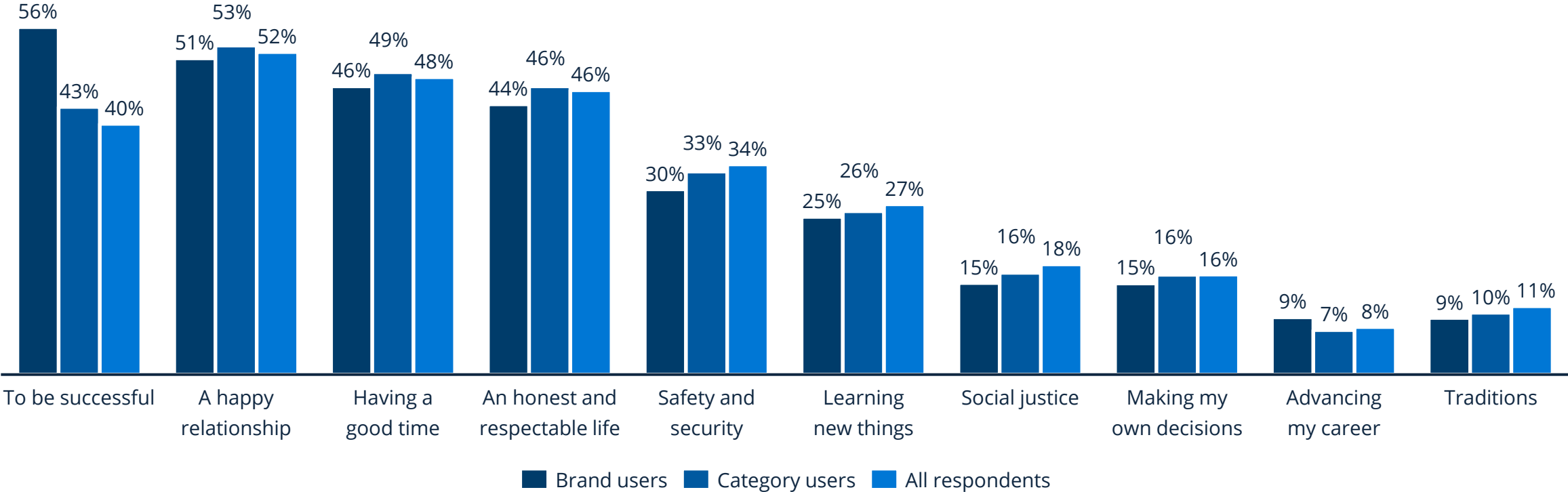
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Being successful is more important to TikTok users than to other social media users

Consumer lifestyle: life values

## Most important aspects of life for consumers in France



15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.," Multi Pick; Base: n=1,173 TikTok users, n=3,051 social media users, n=12,193 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024



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