

温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

CONSUMERS & BRANDS

Refrigerators: Haier owners 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 Haier owners 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 Haier owners in France ("brand users") against French refrigerator owners 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⁽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 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

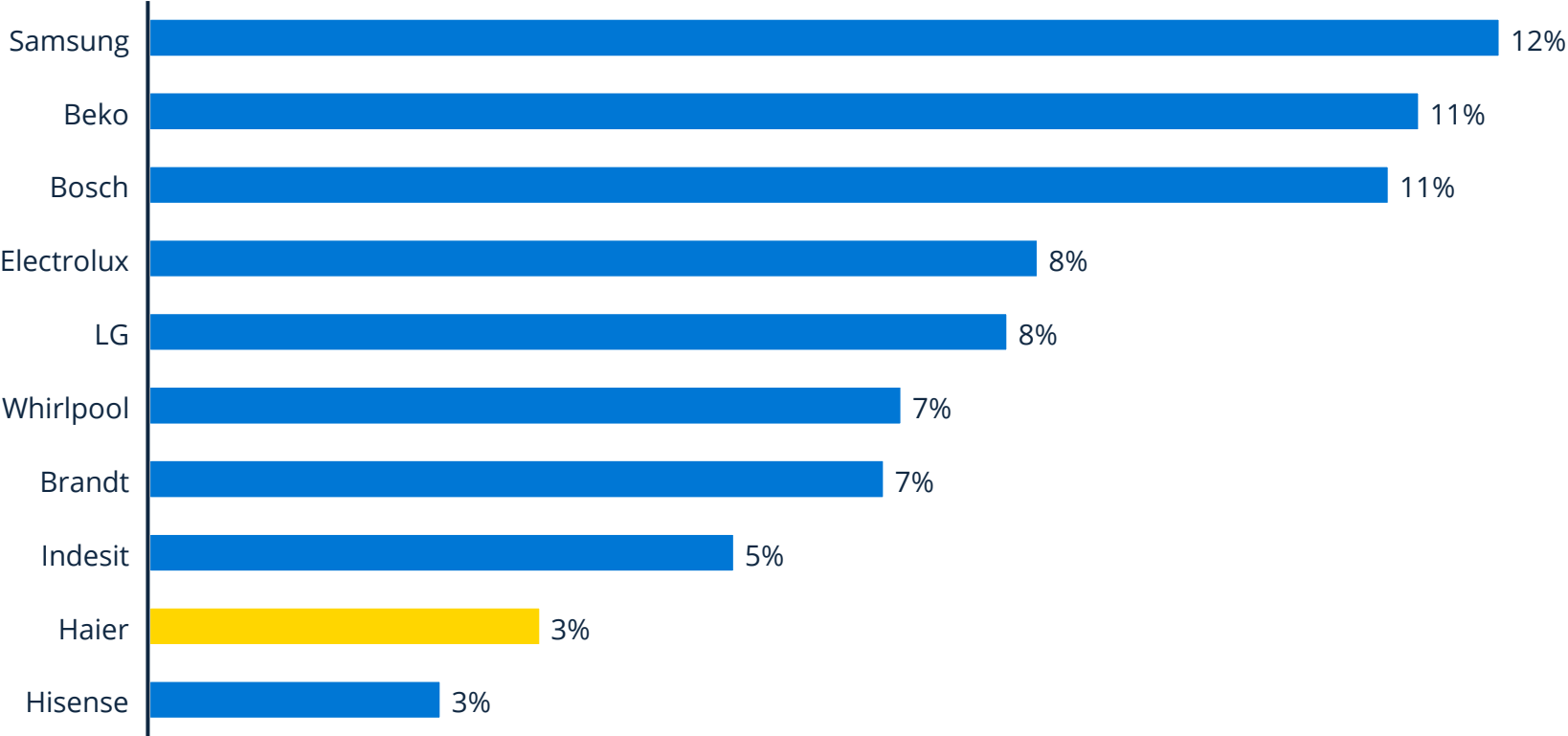
- Brand usage
- Key insights



Haier is the ninth most owned refrigerator brand in France with Samsung in first place

Management summary: brand usage and competition

Top 10 most owned refrigerator brands in France



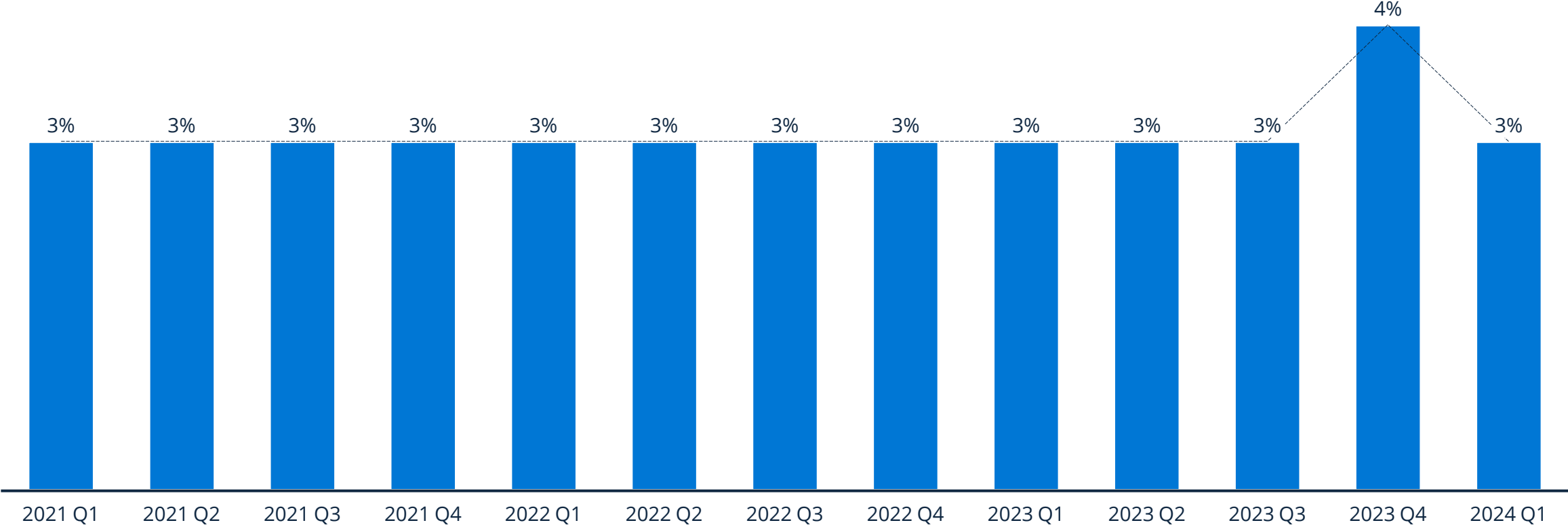
4 Notes: "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=1,804 refrigerator owners

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

The current share of refrigerator owners owning Haier is fairly similar to Q1 of 2021

Management summary: brand usage timeline

Timeline of refrigerator owners owning Haier



5 Notes: "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=53 - 63 Haier owners, n=1797 - 1965 refrigerator owners

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

Haier owners in France

Management summary: key insights

Demographic profile

Haier is more popular among Generation Z than other refrigerator brands.

54% of Haier owners are female.

Haier has a larger share of owners with a low income than other refrigerator brands.

Haier owners are more likely to live in medium-sized towns than refrigerator owners in general.

Consumer lifestyle

Being successful is more important to Haier owners than to other refrigerator owners.

Haier owners are more interested in politics, society and current world events than other refrigerator owners.

Video gaming is a relatively popular hobby among Haier owners.

Consumer attitudes

It stands out that only 25% of Haier owners buy new electronics, even when their old model still works.

16% of Haier owners are early adopters, when it comes to innovation.

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

Marketing touchpoints

TikTok is more popular among Haier owners than the average refrigerator owner.

Haier owners remember seeing ads in video games more often than other refrigerator owners.

CHAPTER 02

Demographic profile

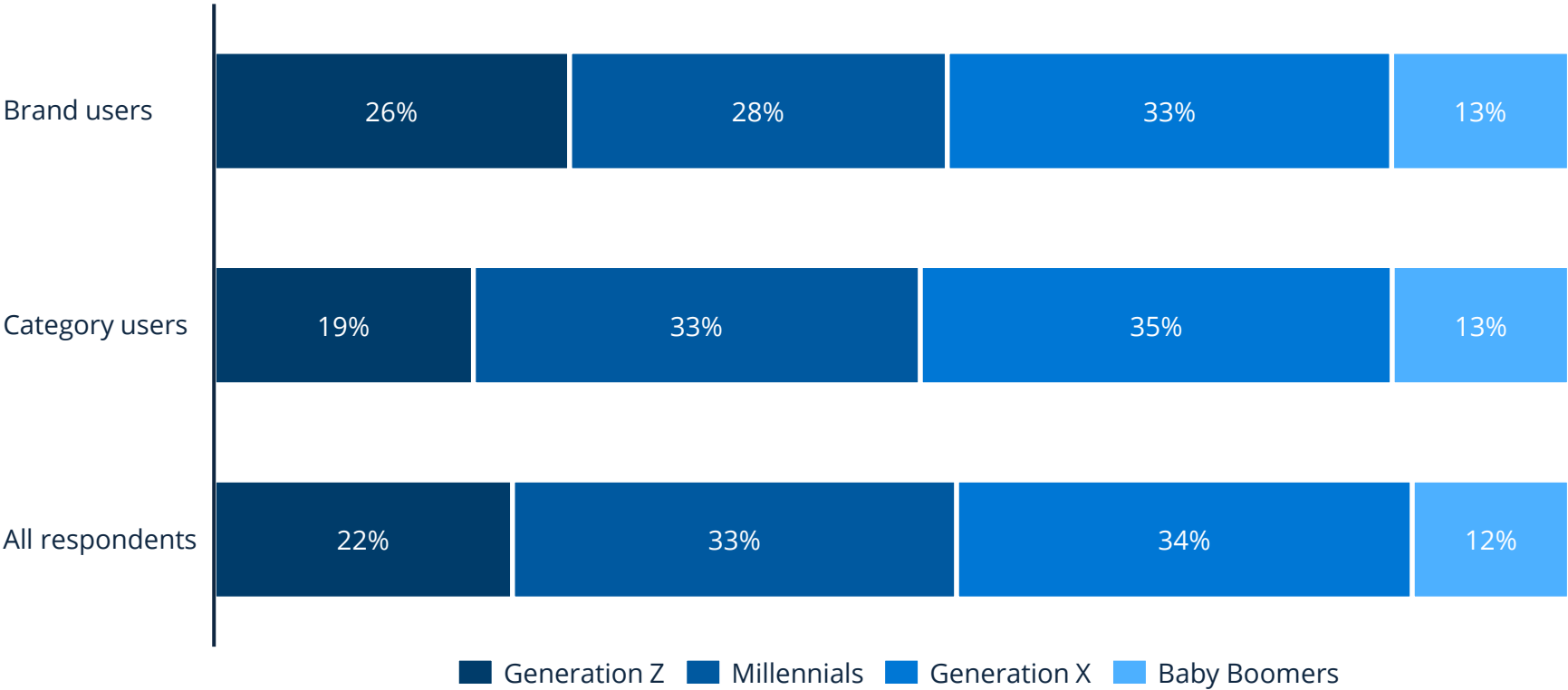
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Haier is more popular among Generation Z than other refrigerator brands

Demographic profile: generations

Age of consumers in France



8 Notes: "How old are you?"; Single Pick; "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=61 Haier owners, n=1,804 refrigerator owners, n=12,193 all respondents

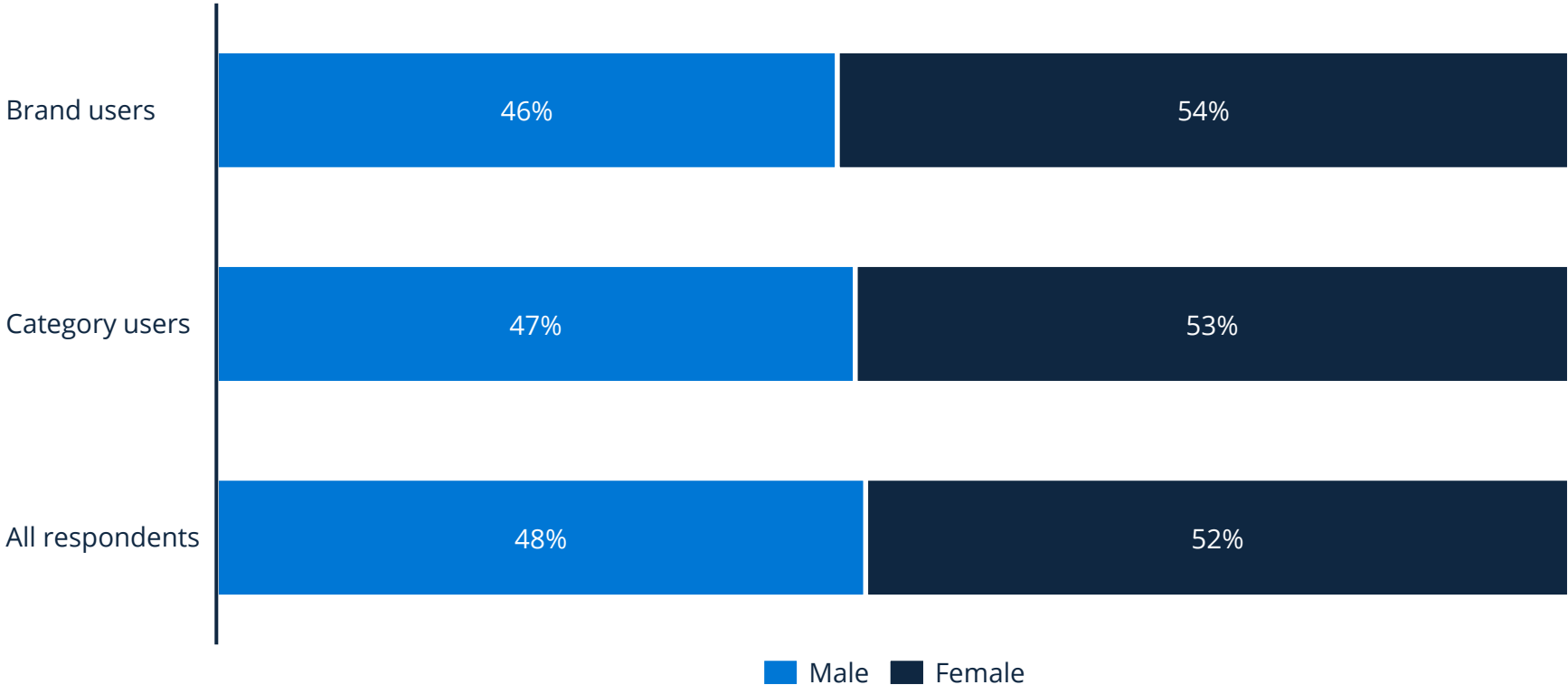
Sources: [Consumer Insights Global](#) as of June 2024

54% of Haier owners are female

Demographic profile: gender



Gender of consumers in France



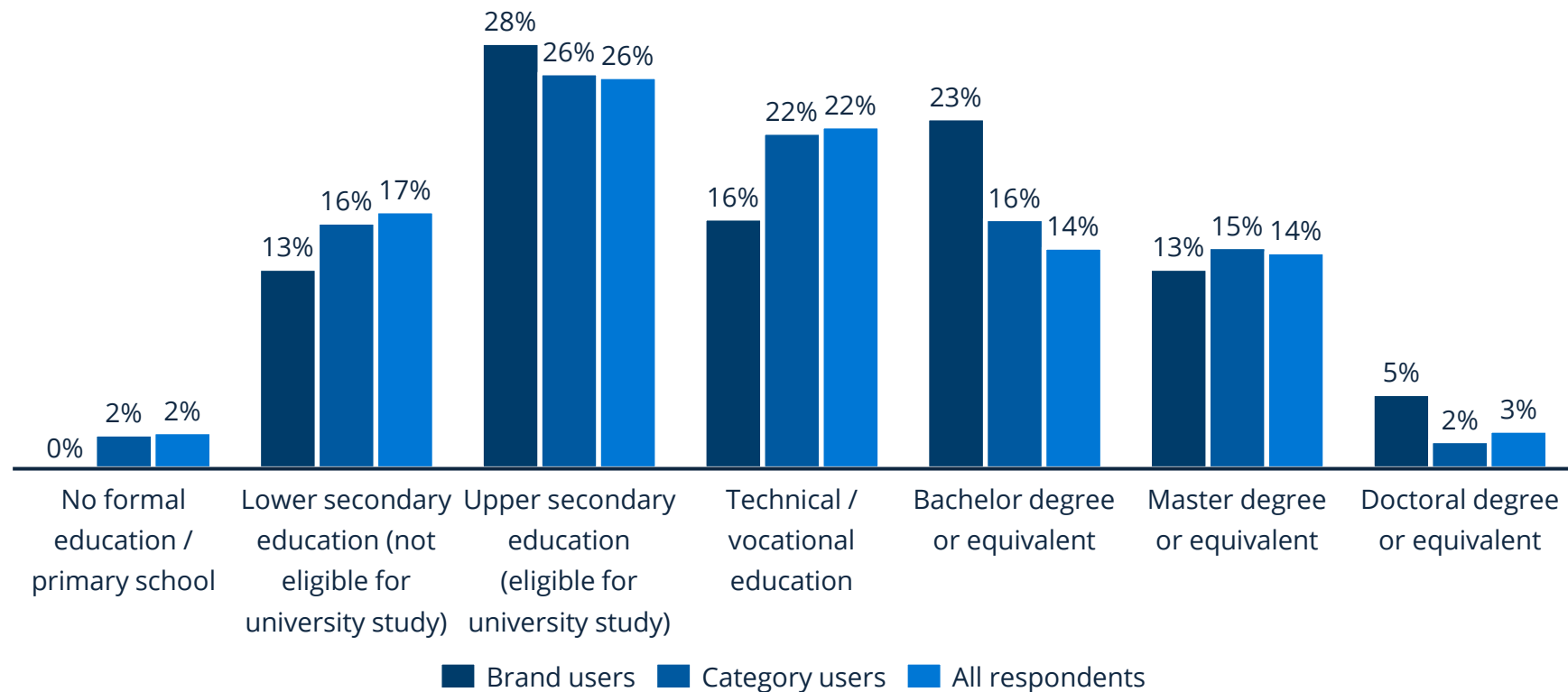
9 Notes: "What is your gender?"; Single Pick; "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=61 Haier owners, n=1,804 refrigerator owners, n=12,193 all respondents

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

41% of Haier owners have a college degree

Demographic profile: education

Consumer's level of education in France

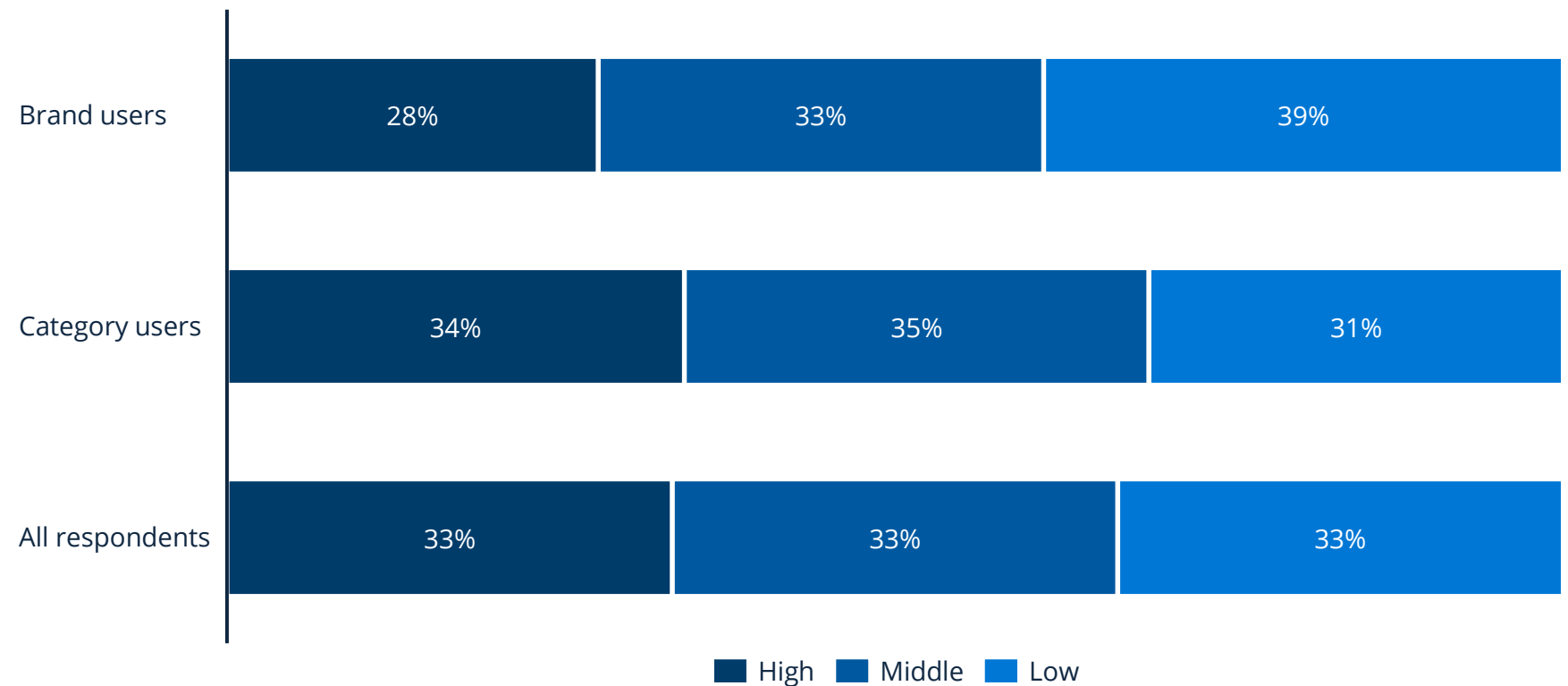


Haier has a larger share of owners with a low income than other refrigerator brands

Demographic profile: income



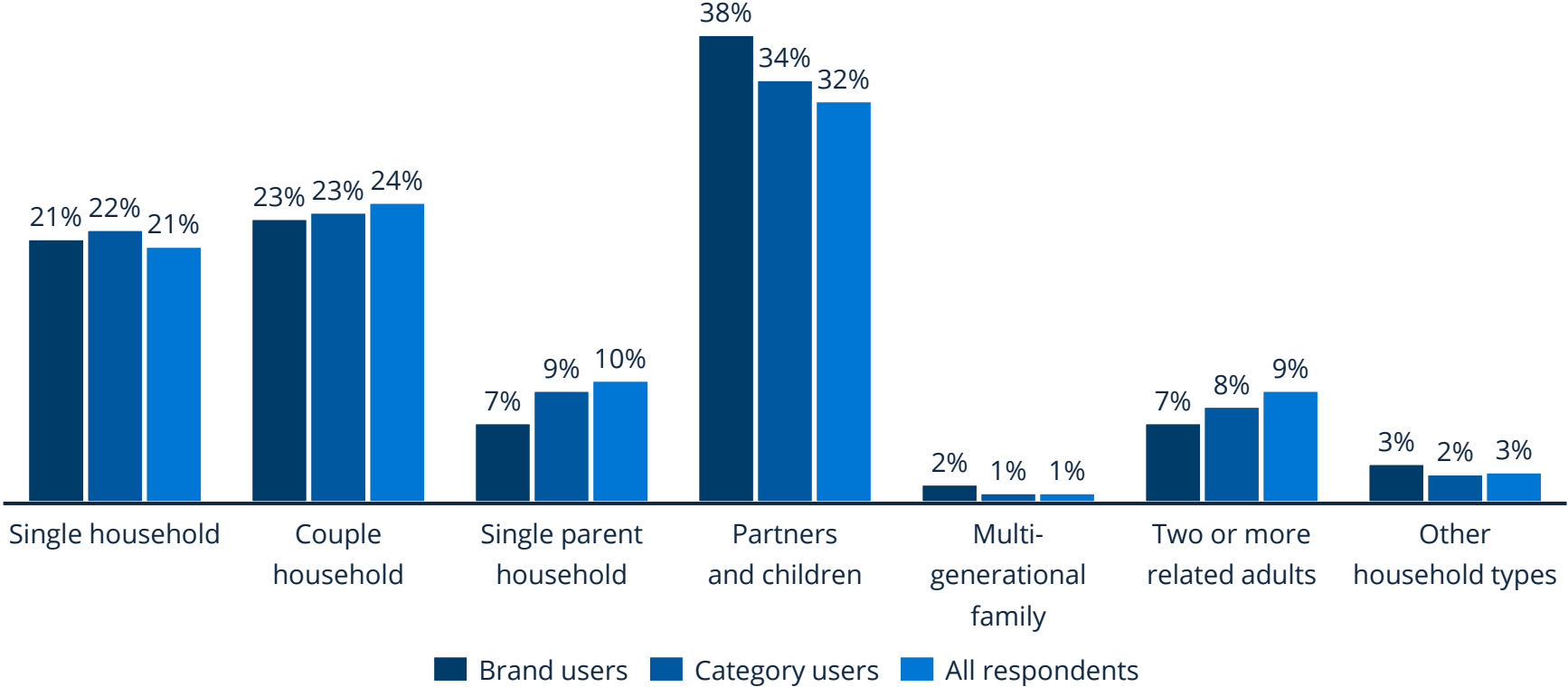
Share of consumers in France in the high, middle, and low thirds of monthly household gross income



Compared to other refrigerator owners, Haier owners are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in France live



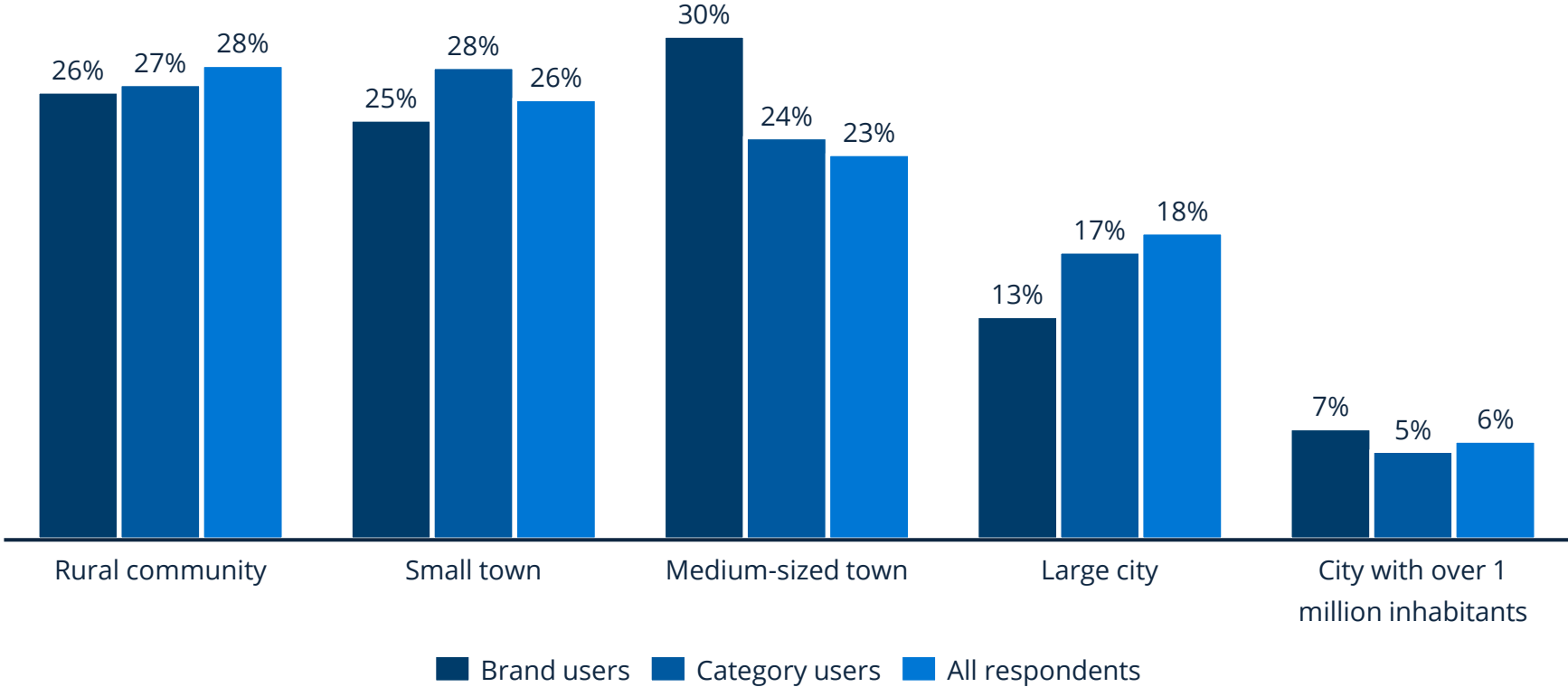
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=61 Haier owners, n=1,804 refrigerator owners, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Haier owners are more likely to live in medium-sized towns than refrigerator owners in general

Demographic profile: type of community



Communities where consumers live in France



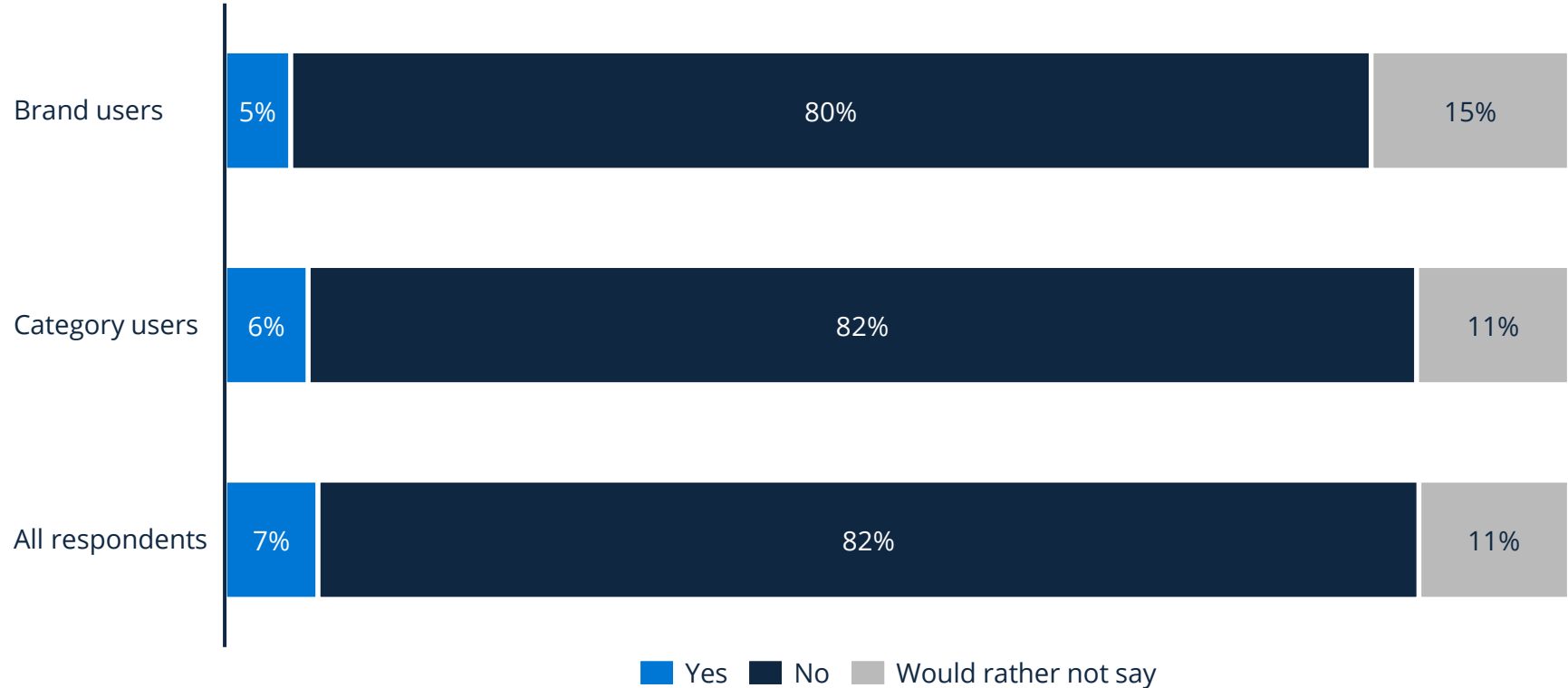
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the (main) refrigerator in your household?"; Single Pick; Base: n=61 Haier owners, n=1,804 refrigerator owners, n=12,193 all respondents

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

5% of Haier owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in France



CHAPTER 03

Consumer lifestyle

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



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/488124062050007001>