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CONSUMER & BRAND

Brand KPIs for watches: Apple Watch in Brazil

Consumer Insights report

Consumer Insights
by **statista** 

October 2024



Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, ownership, loyalty, and media buzz.

This report is based on Apple Watch's performance in the watch market.

If you would like to find out more about the Consumer Insights at [Apple Watch](#) or the Brand Profiler, please click the link below.

Methodology

Design: Online Survey

Duration: approx. 15 minutes

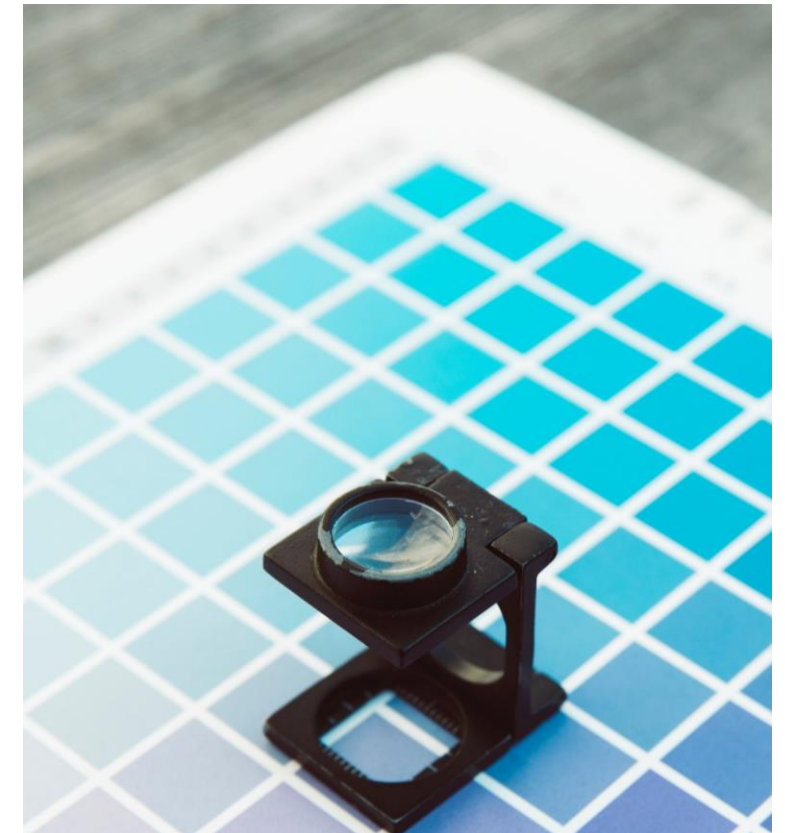
Language: official language(s) of each country with American English offered as an alternative

Regions: Brazil, Germany, India, Mexico, U.S. and UK

Number of respondents: approx. 2500

Sample: Internet users, aged 18 - 64, quotas set on gender and age

Fieldwork: February-March 2024



2 **Notes:** For this report "Usage" indicates the specific "Ownership"

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

85% of Apple Watch owners display loyalty towards the brand

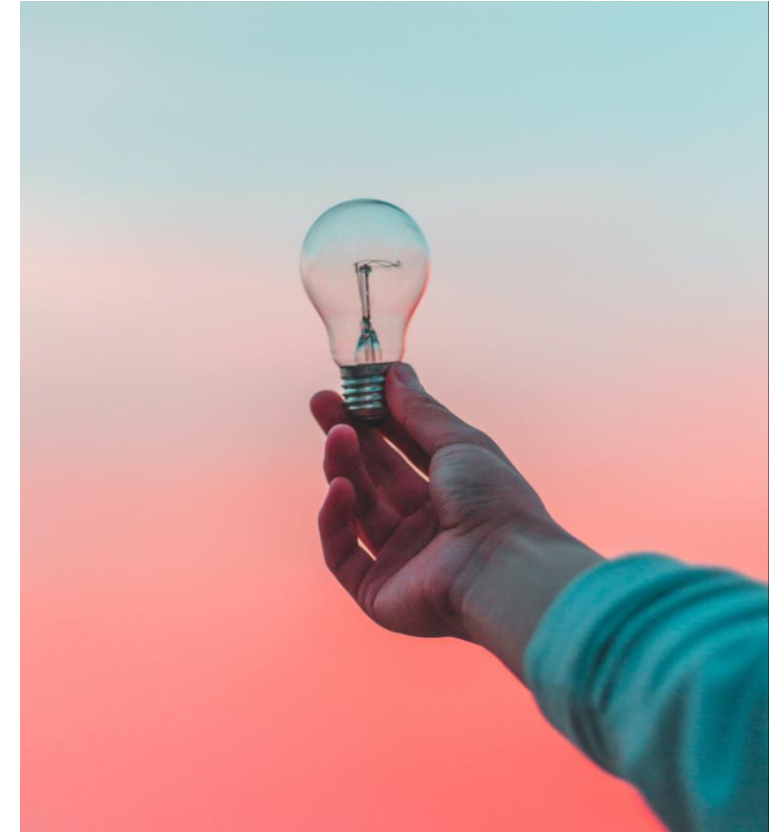
Introduction: key insights

Who does the brand appeal to?

- Apple Watch's branding resonates more with Gen Z
- Apple Watch generally appeals to women more than men
- Among Apple Watch enthusiasts, 40% fall under the high-income category
- Consumers want their watch brands to have authenticity, reliability, and exclusivity

How does the brand perform in the market?

- Apple Watch ranks third in awareness within the watch market
- The popularity rating of Apple Watch is 46%
- Apple Watch ranks fourth in ownership
- In terms of loyalty, Apple Watch is second in Brazil
- Apple Watch has a score of 50% for media buzz



CHAPTER 01

Brand profile

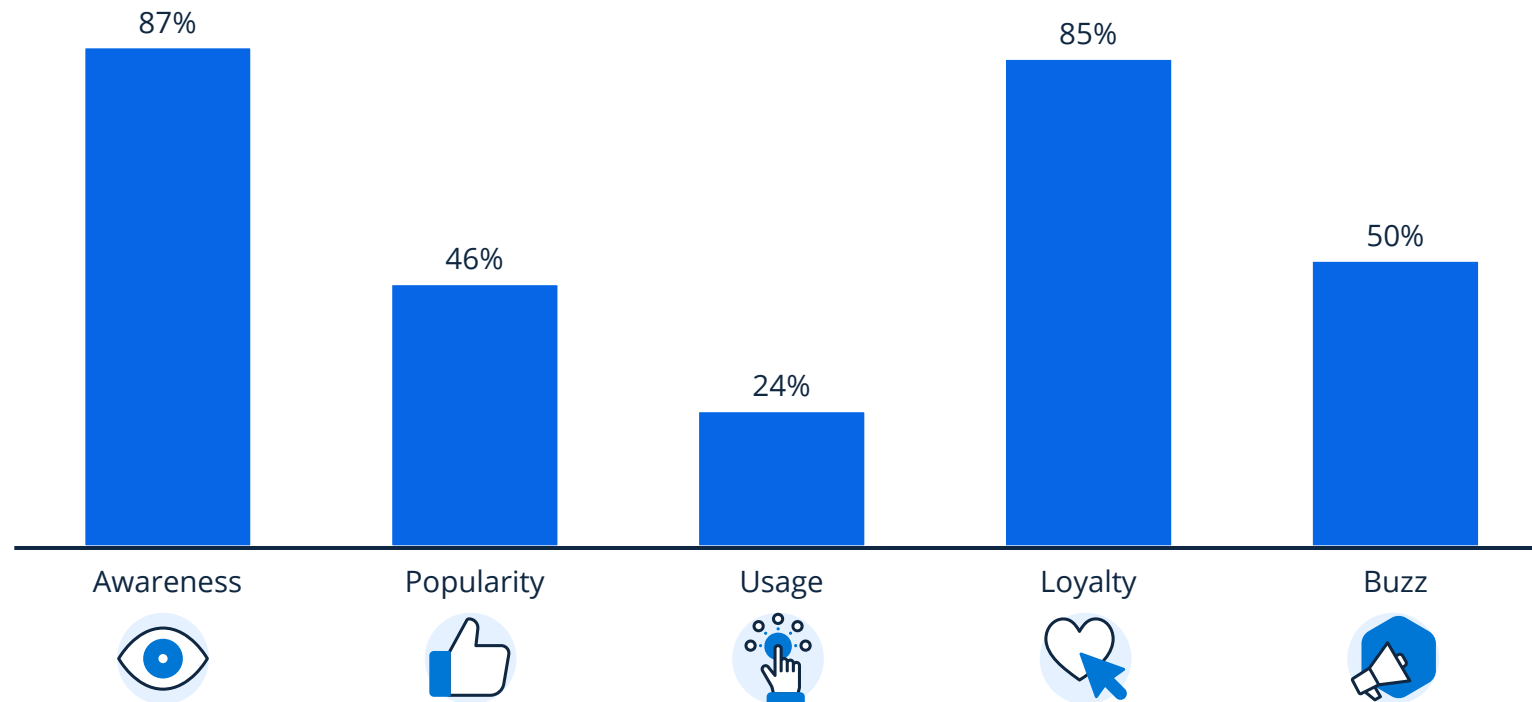
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Awareness is the highest scoring KPI for Apple Watch at 87%

Brand profile: snapshot

Brand performance of Apple Watch in Brazil



5 **Notes:** Watches 'awareness', 'popularity', 'ownership', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=1,087, respondents who know the individual brand (popularity), n=1,087, respondents who know the individual brand (ownership), n=261, respondents who have owned the individual brand (loyalty), n=1,087, respondents who know the individual brand (buzz)
Sources: [Consumer Insights Global](#), as of October 2024

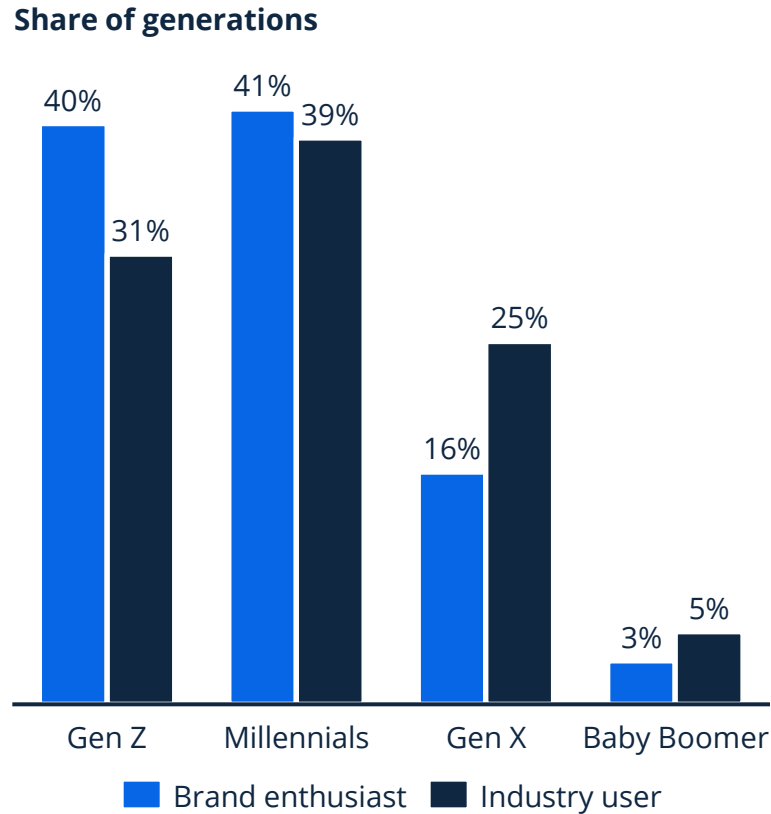
Apple Watch's branding resonates more with Gen Z

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like Apple Watch by generation versus the share of industry users in general, we can see that Apple Watch is liked by 3% of Baby boomers and 16% of Gen Xers, whereas the total share of industry users is 5% and 25%, respectively.

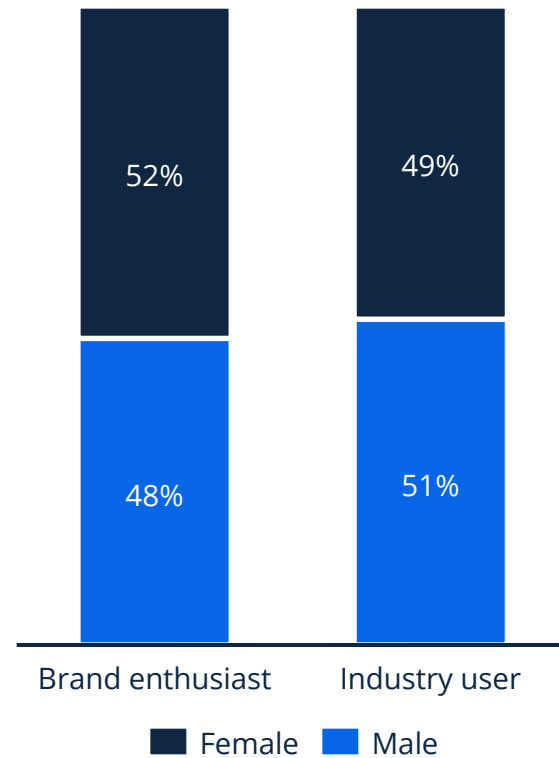
For Millennials and Gen Z, 41% and 40% feel positively towards Apple Watch, versus 39% and 31%. So currently, for Apple Watch, Gen Z connects most with their brand compared to the overall industry user.



Apple Watch generally appeals to women more than men

Brand profile: consumer demographics (2/3)

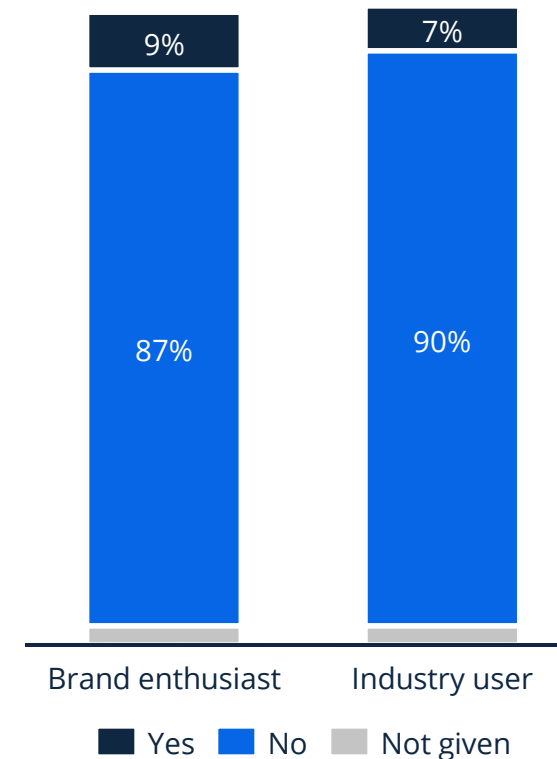
Gender



The Gender split between brand enthusiasts of Apple Watch shows that women are more likely to have an affinity with the brand compared to men.

52% of women like Apple Watch compared to 48% of men, whereas for the overall industry, 51% of men own watches compared to 49% of women.

LGBTQIA+ status



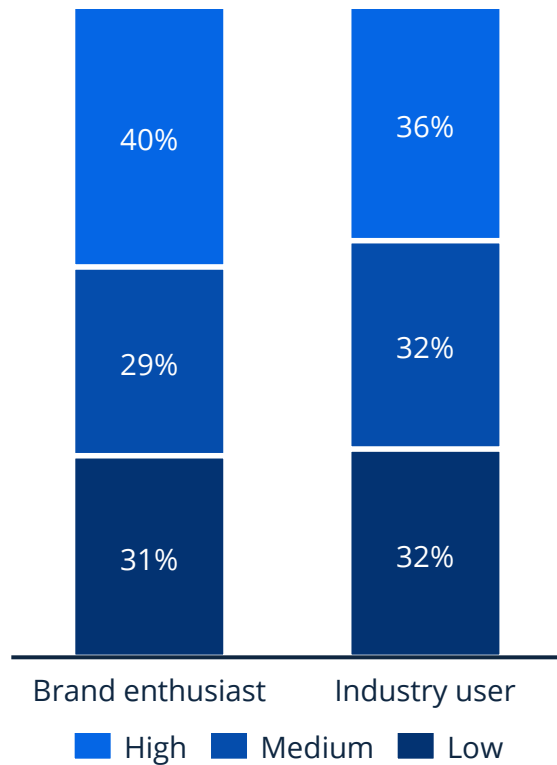
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Apple Watch has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

9% of Apple Watch enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 7% among industry users overall.

Among Apple Watch enthusiasts, 40% fall under the high-income category

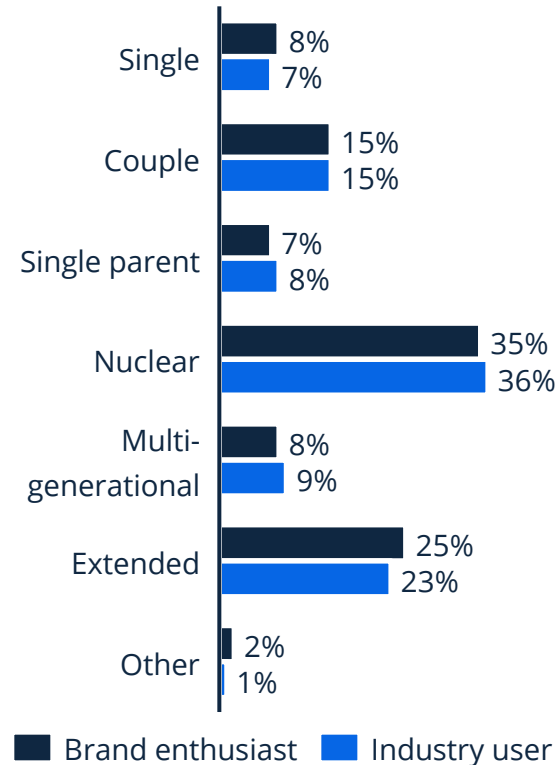
Brand profile: consumer demographics (3/3)

Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry. 40% of Apple Watch enthusiasts are from high-income households.

Household type

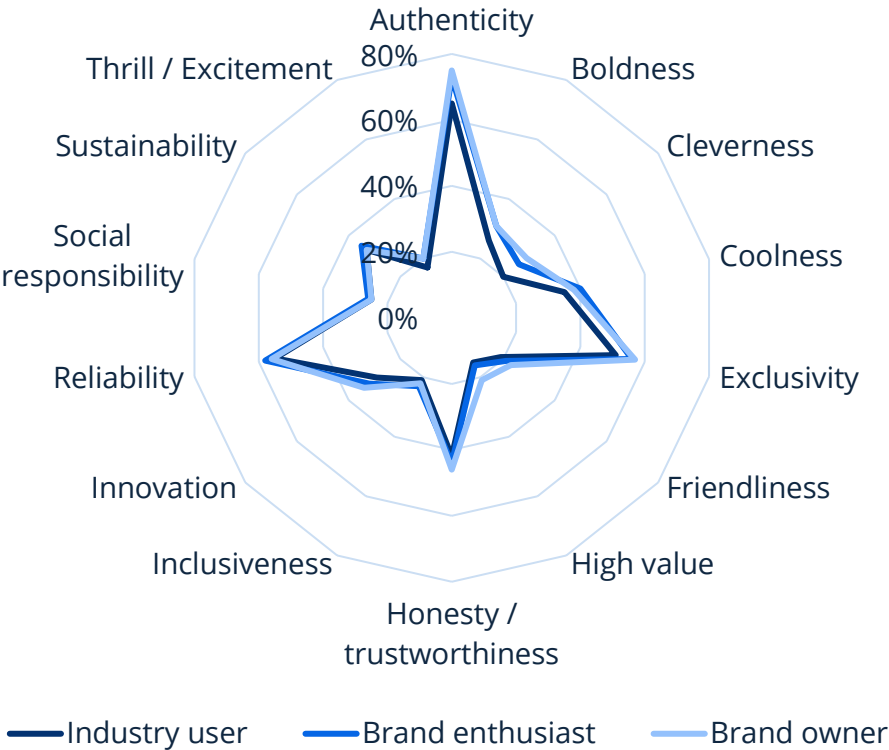


The chart shows the household type, taking into account factors such as household size, family structure, and the number of children. Apple Watch's brand is generally enjoyed more by consumers who are part of an extended household, 25% of Apple Watch enthusiasts have this current living situation.

Consumers want their watch brands to have authenticity, reliability, and exclusivity

Brand profile: qualities

Qualities owners want from watch brands



For watches, the top three qualities owners want from a brand are authenticity, reliability, and exclusivity.

Apple Watch owners also appreciate these key attributes, indicating Apple Watch exudes these qualities.

The qualities that Apple Watch enthusiasts are least focused on are high value and friendliness.

Apple Watch should work on promoting reliability to convert enthusiasts into owners.



9 Notes: "When it comes to watches, which of these aspects are most important to you?"; Multi Pick; "When it comes to watches, which of the following brands do you like?"; Multi Pick; "When it comes to watches, which of the following brands have you purchased in the past 12 months?"; Multi Pick; Base: n=261, Apple Watch owners', n=501, Apple Watch enthusiast, n=989, watch owners

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

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