

CONSUMERS & BRANDS

Speakers: Genelec 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 Genelec 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 Genelec owners in Finland ("brand users") against Finnish owners of speakers 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

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

CHAPTER 01

Management summary

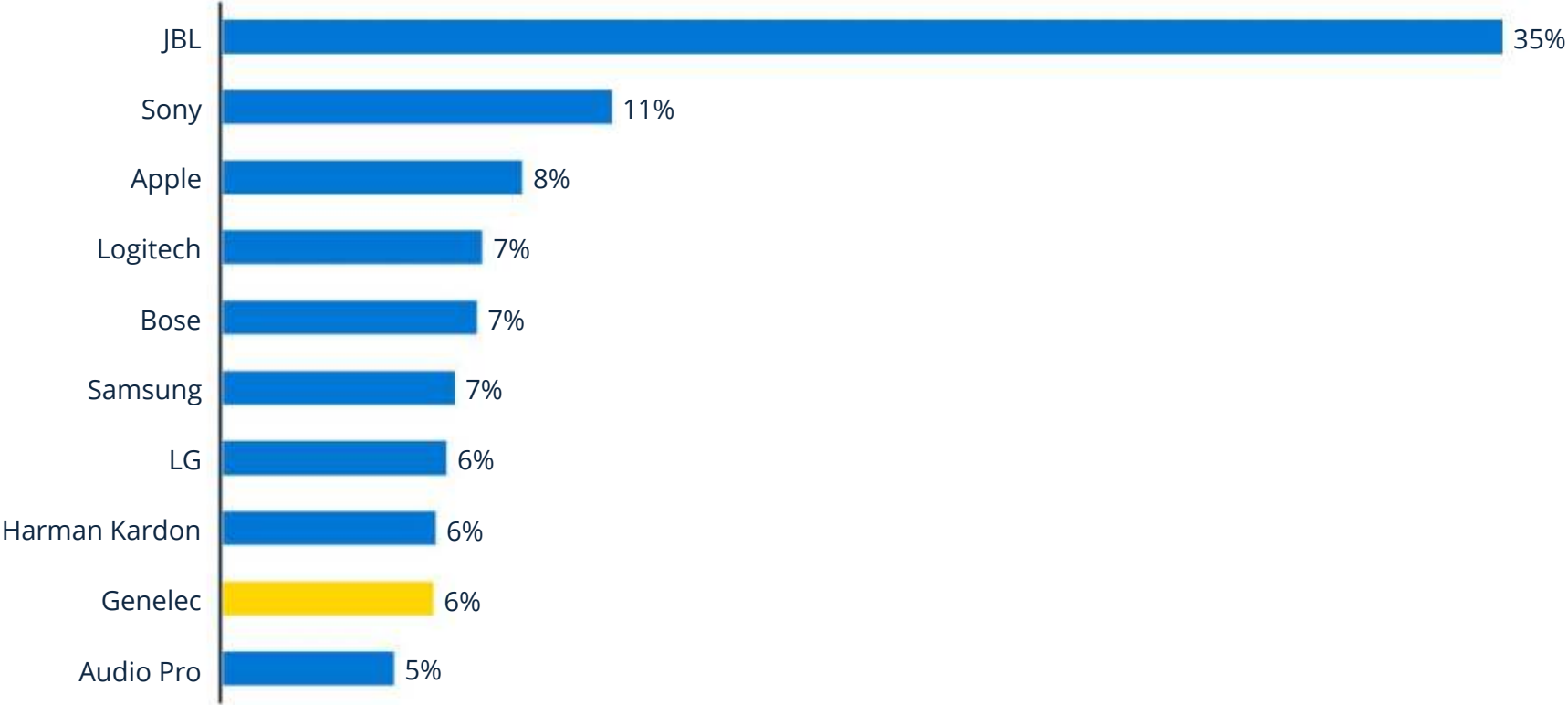
- Brand usage
- Key insights



Genelec is the ninth most owned speaker brand in Finland with JBL in first place

Management summary: brand usage and competition

Top 10 most owned speaker brands in Finland



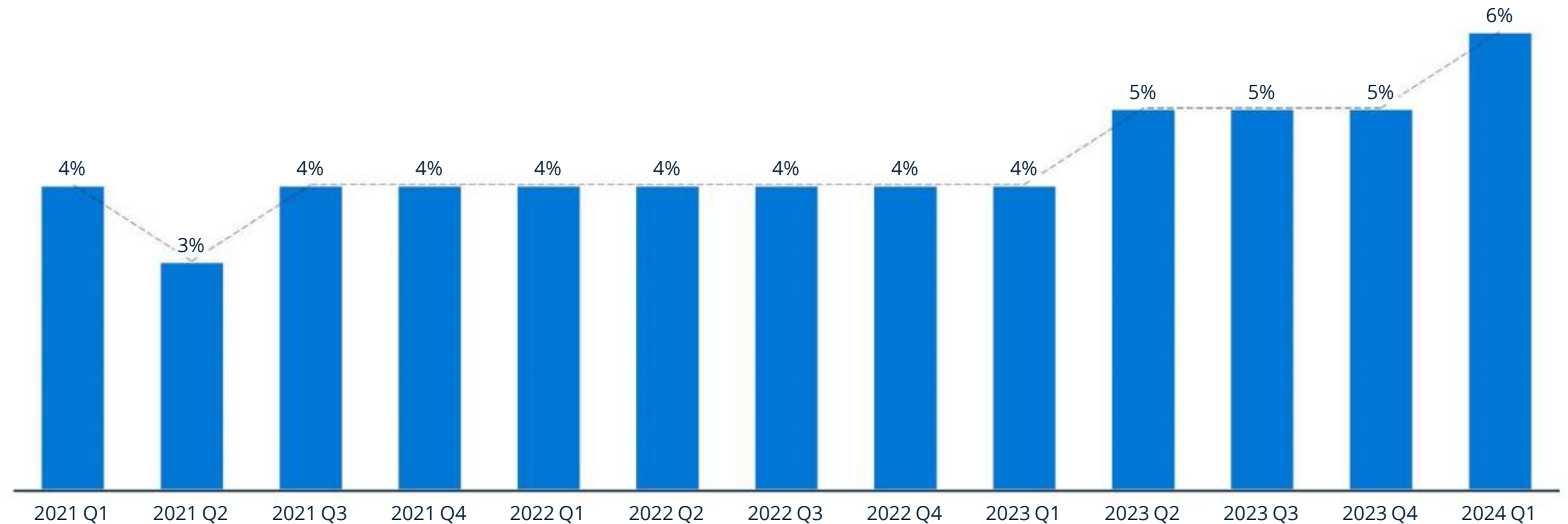
4 Notes: "What brands are the speakers in your household?"; Multi Pick; Base: n=1,283 owners of speakers

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

The share of owners of speakers owning Genelec grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of owners of speakers owning Genelec



5 Notes: "What brands are the speakers in your household?"; Multi Pick; Base: n=44 - 75 Genelec owners, n=1256 - 1384 owners of speakers

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

Genelec owners in Finland

Management summary: key insights

Demographic profile

Genelec is more popular among Millennials than other speaker brands.

Genelec is more popular among male owners of speakers than female owners of speakers.

Genelec has a larger share of owners with a high income than other speaker brands.

Genelec owners are more likely to live in large cities than owners of speakers in general.

Consumer lifestyle

Social justice is less important to Genelec owners than to other owners of speakers.

Science and technology are relatively prevalent interests of Genelec owners.

Tech or computers are relatively popular hobbies among Genelec owners.

Consumer attitudes

It stands out that 53% of Genelec owners want the best audio and cinematic experience on all devices.

24% of Genelec owners are innovators or early adopters of new products.

A relatively high share of Genelec owners think that the economic situation is an issue that needs to be addressed.

Marketing touchpoints

X (Twitter) is more popular among Genelec owners than the average speaker owner.

Genelec owners remember seeing ads on blogs and forums more often than other owners of speakers.

CHAPTER 02

Demographic profile

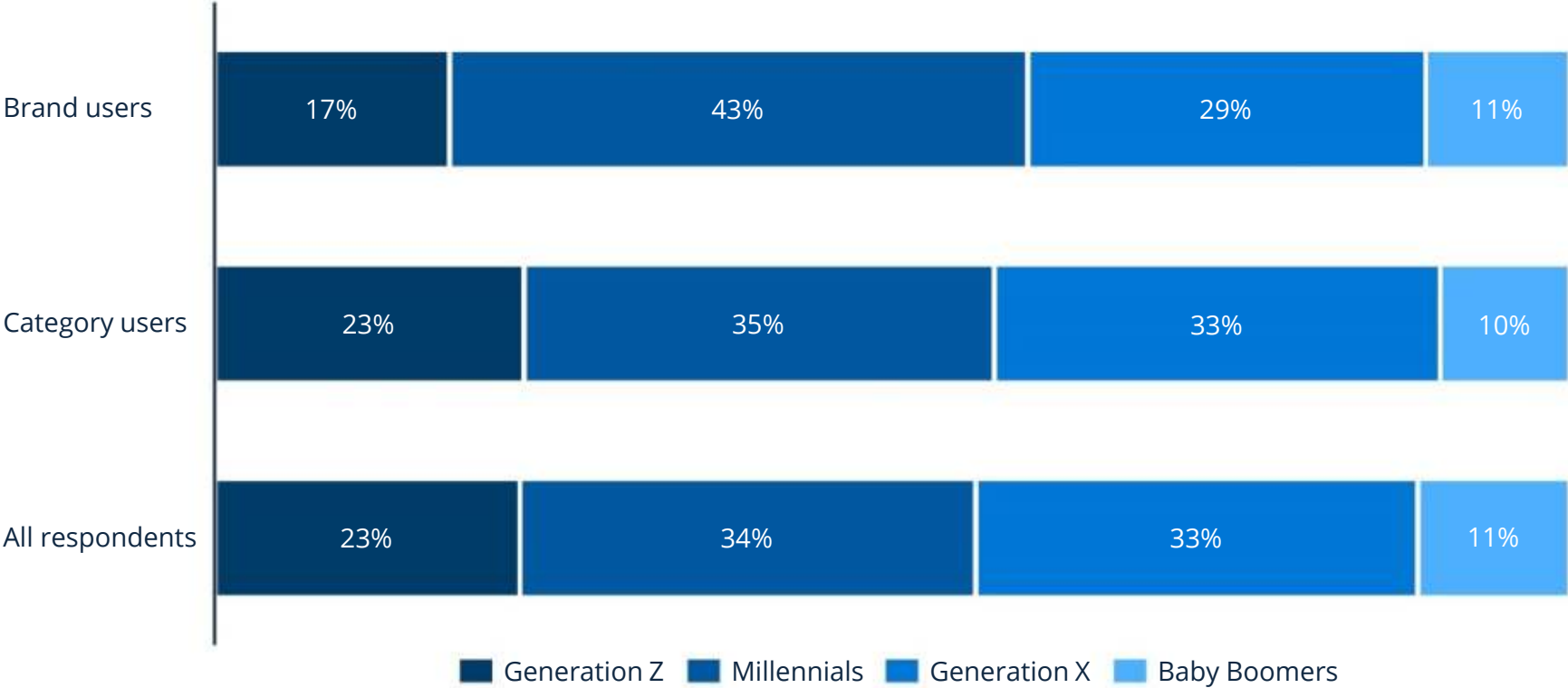
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Genelec is more popular among Millennials than other speaker brands

Demographic profile: generations

Age of consumers in Finland



8 Notes: "How old are you?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents

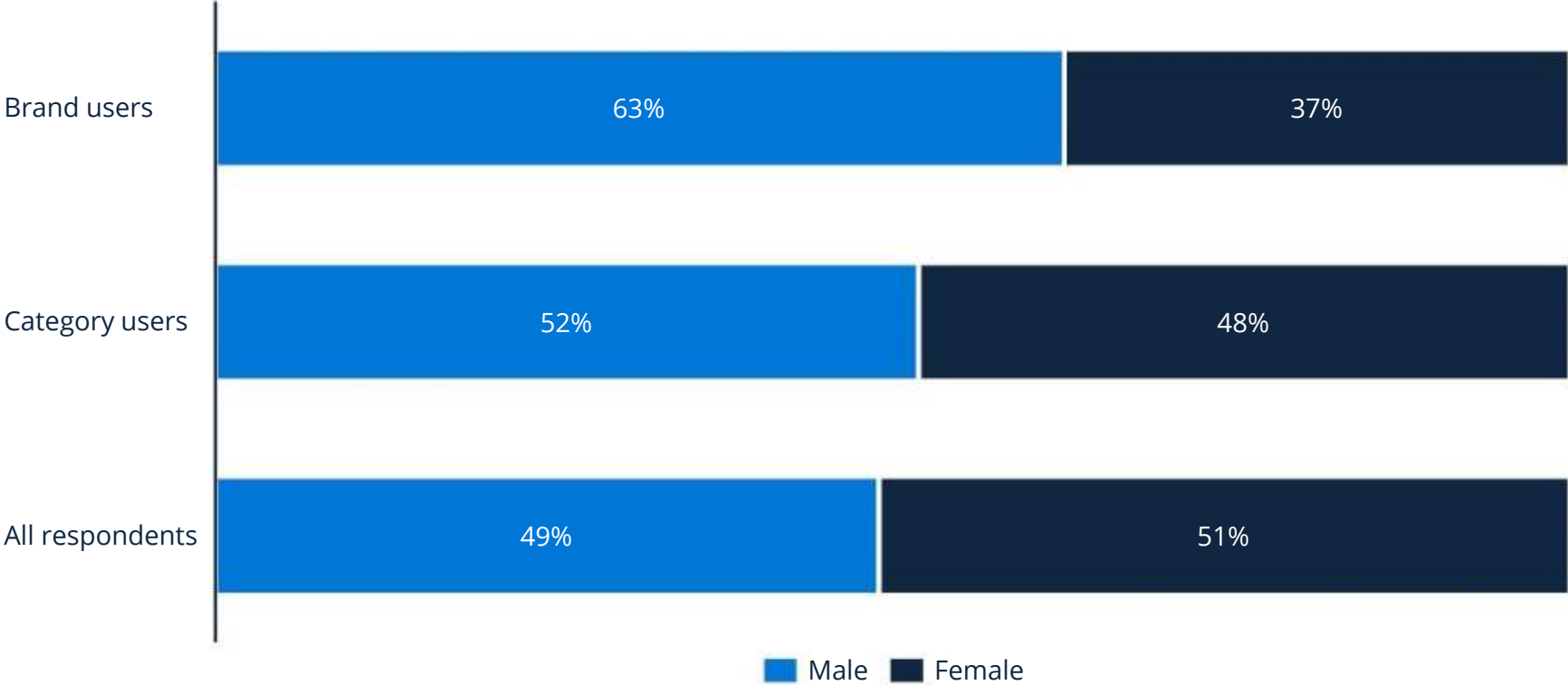
Sources: [Consumer Insights Global](#) as of June 2024

Genelec is more popular among male owners of speakers than female owners of speakers

Demographic profile: gender



Gender of consumers in Finland



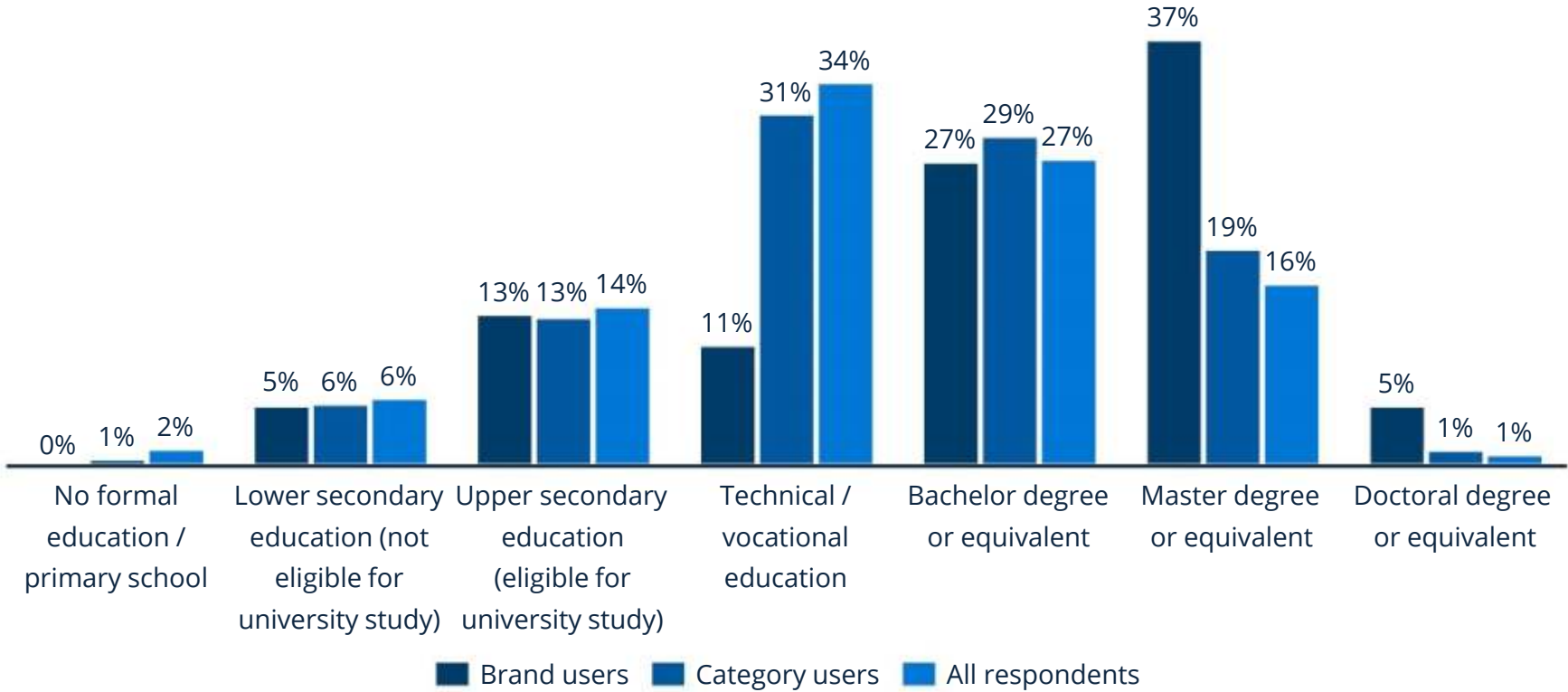
9 Notes: "What is your gender?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents

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

69% of Genelec owners have a college degree

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 brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents

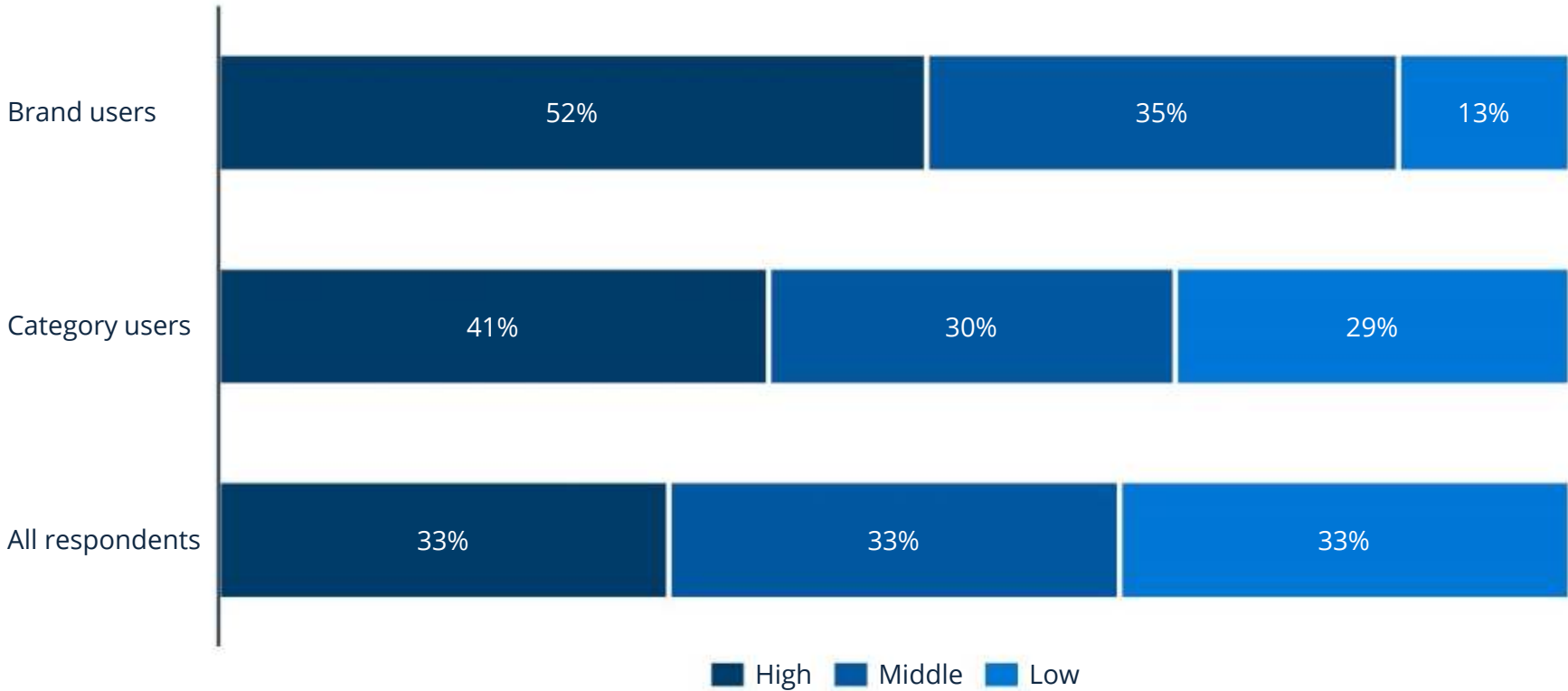
Sources: [Consumer Insights Global](#) as of June 2024

Genelec has a larger share of owners with a high income than other speaker brands

Demographic profile: income



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



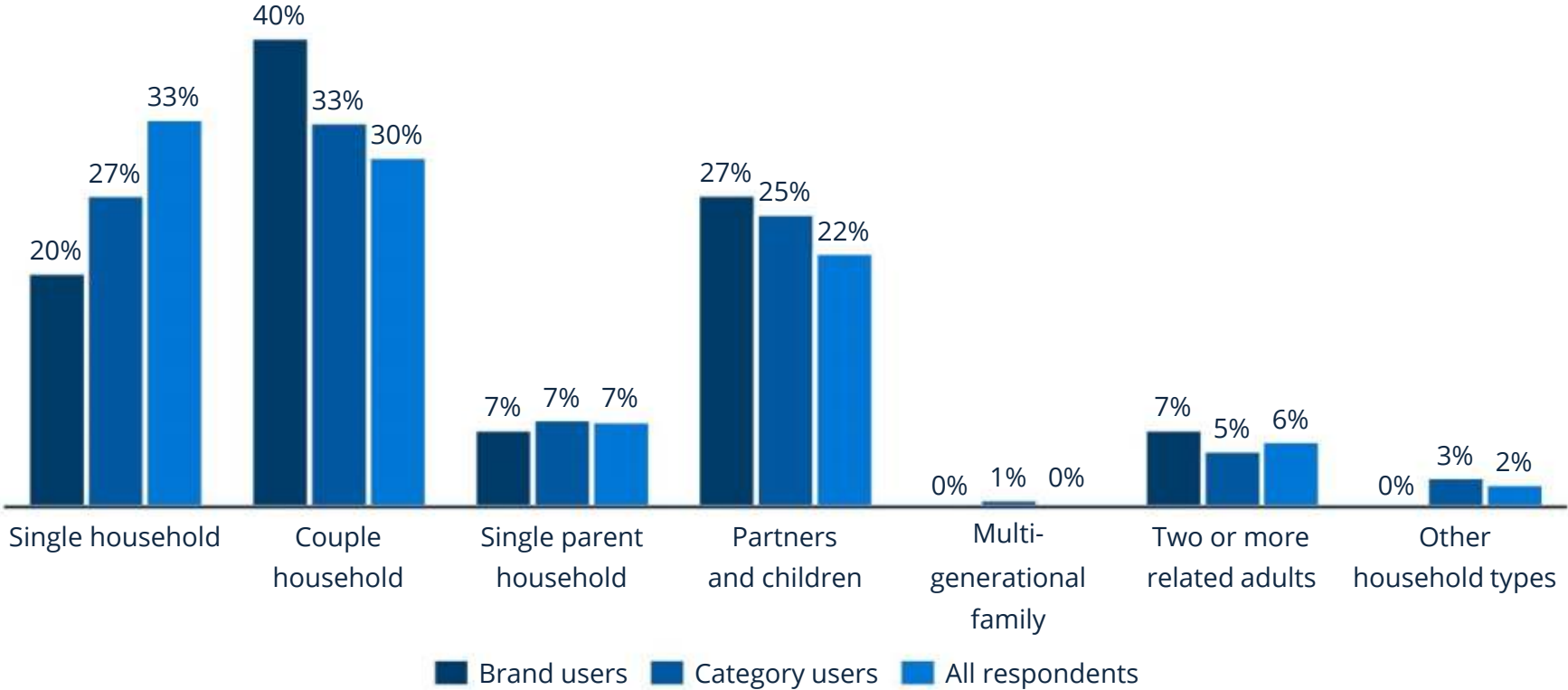
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents

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

Compared to other owners of speakers, Genelec owners are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Finland live



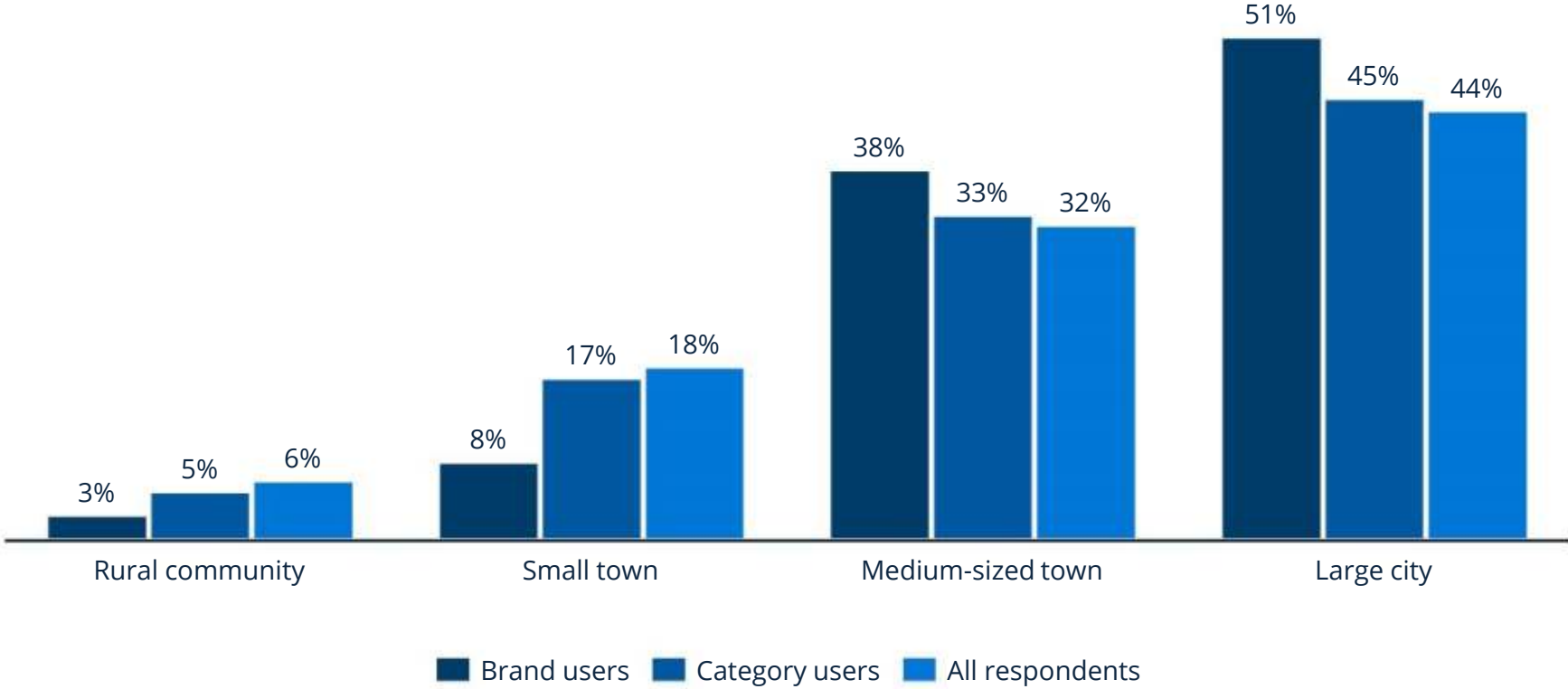
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Genelec owners are more likely to live in large cities than owners of speakers in general

Demographic profile: type of community



Communities where consumers live in Finland



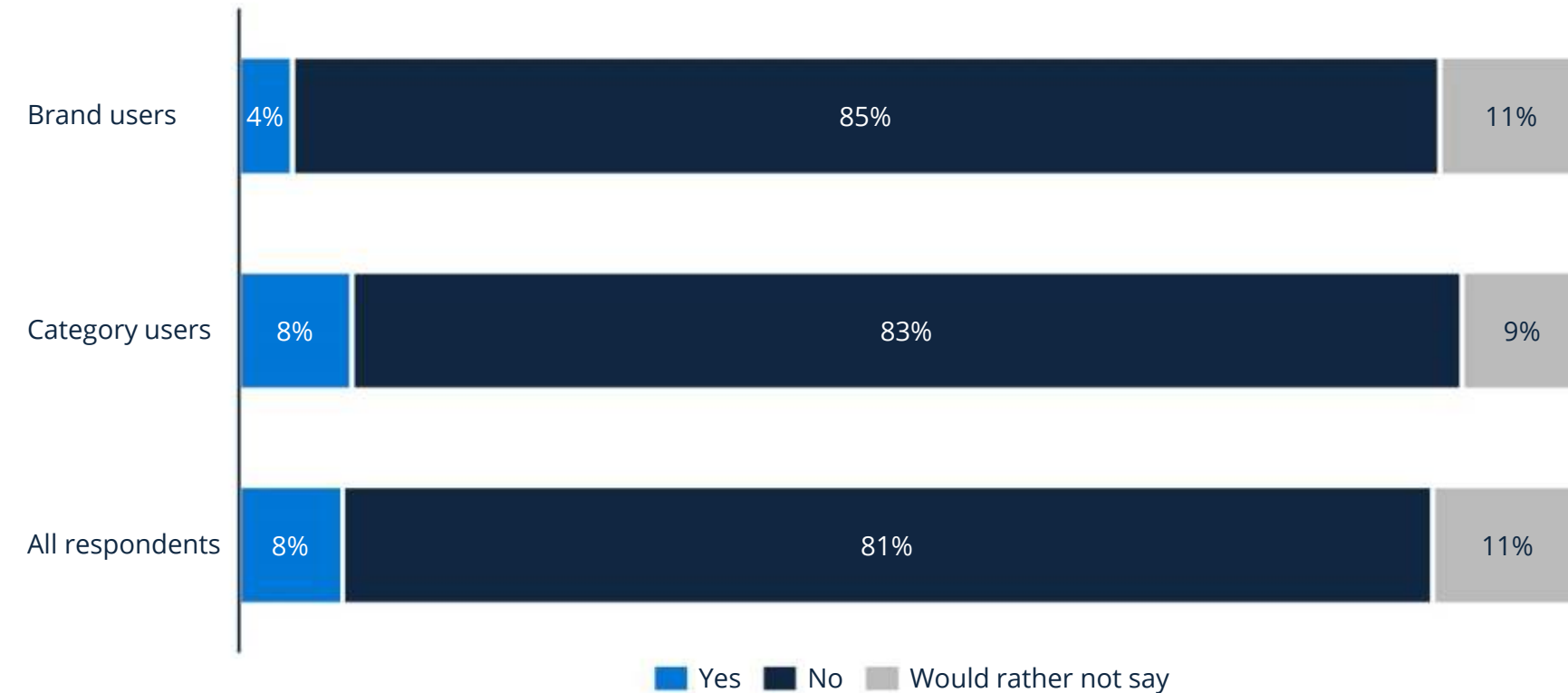
13 Notes: "In what type of community do you live?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=75 Genelec owners, n=1,283 owners of speakers, n=12,178 all respondents

Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of June 2024

4% of Genelec owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Finland



CHAPTER 03

Consumer lifestyle

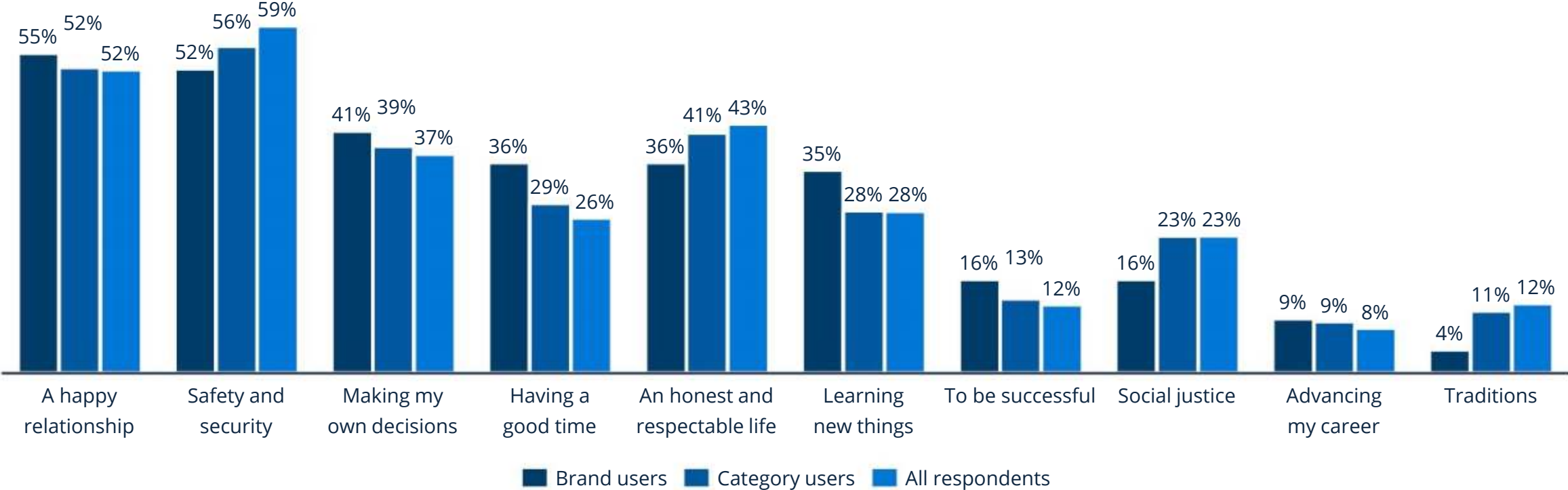
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Social justice is less important to Genelec owners than to other owners of speakers

Consumer lifestyle: life values

Most important aspects of life for consumers in Finland



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