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CONSUMERS & BRANDS

# Cars: Hyundai drivers in Germany

Consumer Insights report

**Consumer** Insights  
by **statista** 

May 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Hyundai drivers in Germany: 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 Hyundai drivers in Germany (“brand users”) against German car drivers in general (“category users”), and the overall German 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 Germany)
- 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

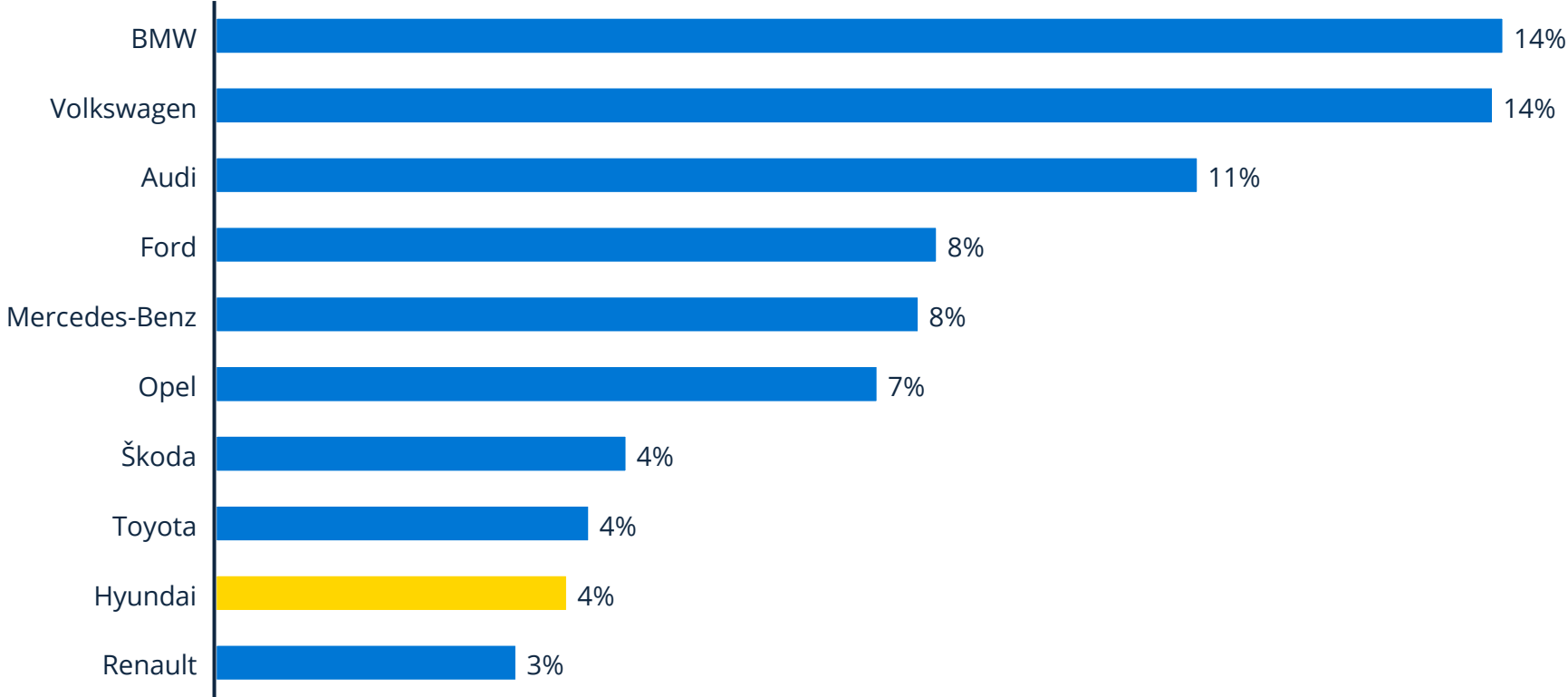
- Brand usage
- Key insights



# Hyundai is the ninth most driven car make in Germany with BMW in first place

Management summary: brand usage and competition

## Top 10 most driven car makes in Germany



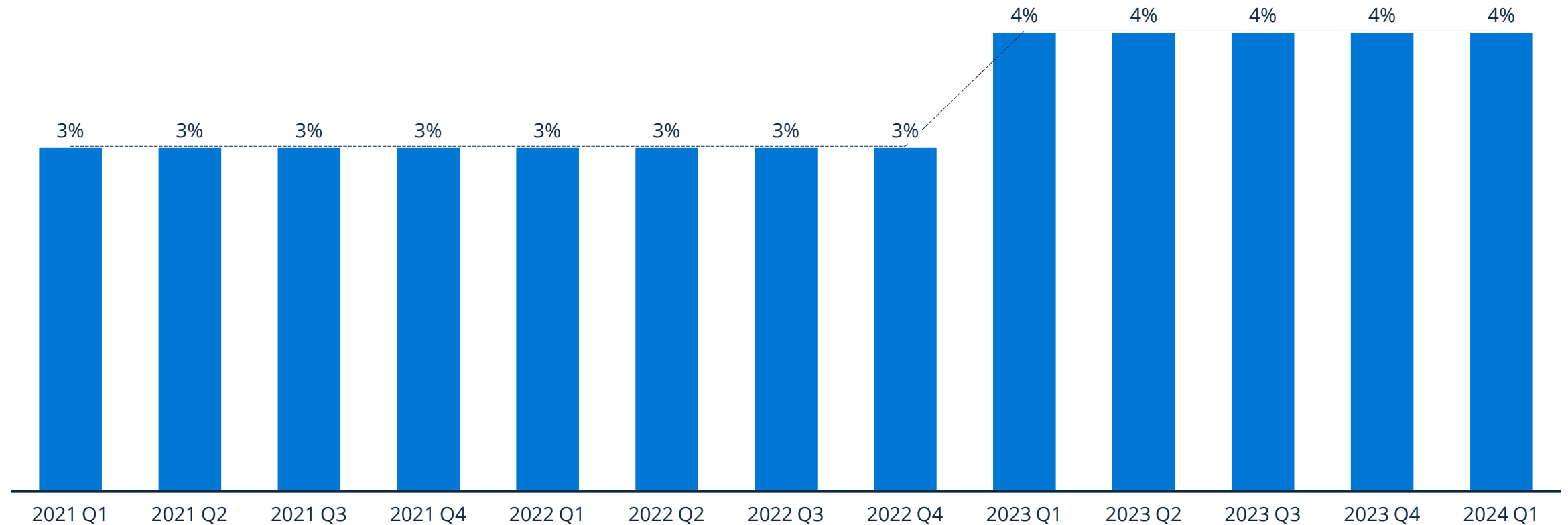
4 Notes: "What brand is your primarily used car?"; Single Pick; Base: n=4,890 car drivers

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

# The current share of car drivers driving Hyundai is fairly similar to Q1 of 2021

Management summary: brand usage timeline

## Timeline of car drivers driving Hyundai



5 | Notes: "What brand is your primarily used car?"; Single Pick; Base: n=74 - 193 Hyundai drivers, n=2141 - 5103 car drivers

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

# Hyundai drivers in Germany

Management summary: key insights

## Demographic profile

Hyundai is more popular among Baby Boomers than other car makes.

There is a fairly even split of male and female Hyundai drivers.

Hyundai has a larger share of drivers with a medium household income than other car makes.

Hyundai drivers are more likely to live in rural areas and towns than car drivers in general.

## Consumer lifestyle

A happy relationship is more important to Hyundai drivers than to other car drivers.

Traveling is a relatively prevalent interest of Hyundai drivers.

Traveling is a relatively popular hobby among Hyundai drivers.

## Consumer attitudes

It stands out that 77% of Hyundai drivers say that owning a car is important to them.

45% of Hyundai drivers are laggards when it comes to innovation adoption.

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

## Marketing touchpoints

Twitch is more popular among Hyundai drivers than the average car driver.

Hyundai drivers remember seeing ads on video streaming services less often than other car drivers.

## CHAPTER 02

# Demographic profile

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

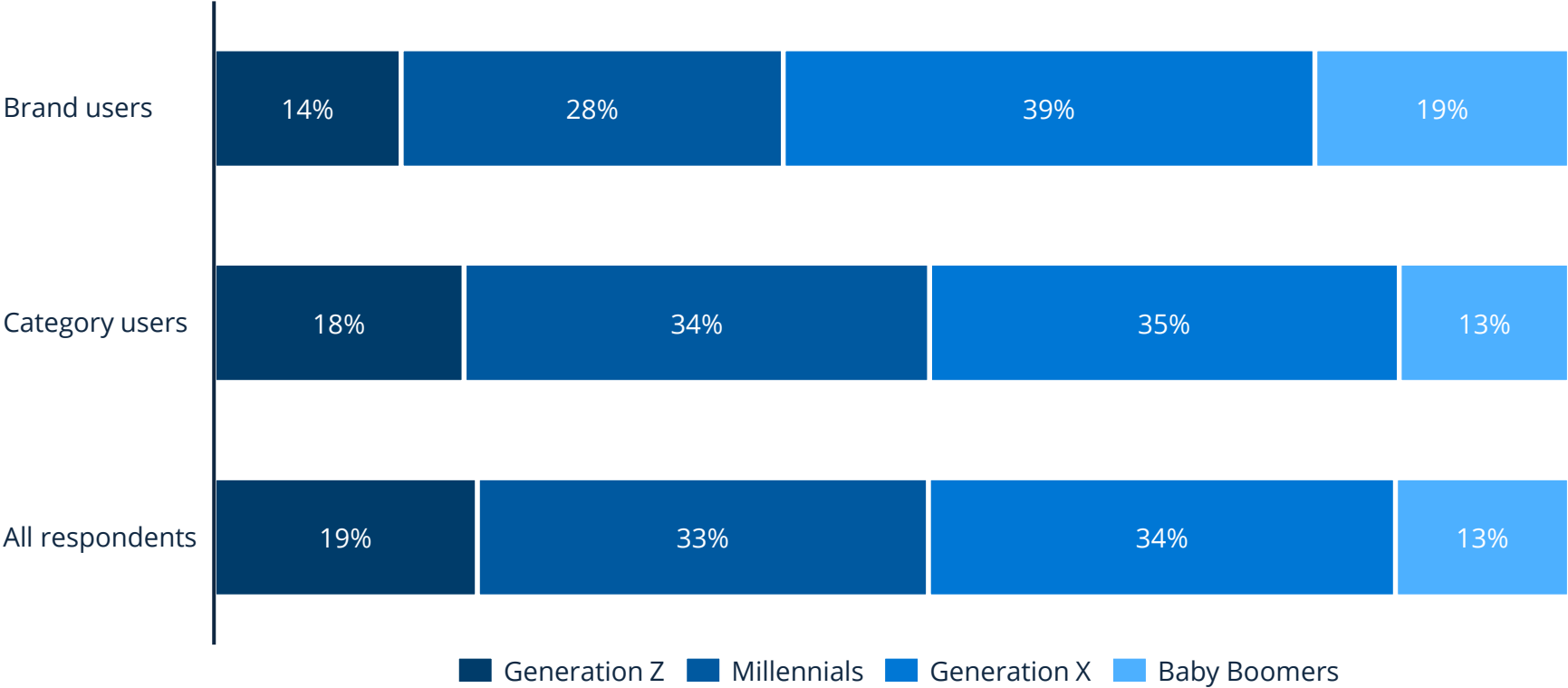




# Hyundai is more popular among Baby Boomers than other car makes

Demographic profile: generations

## Age of consumers in Germany



8 Notes: "How old are you?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=181 Hyundai drivers, n=4,890 car drivers, n=35,985 all respondents

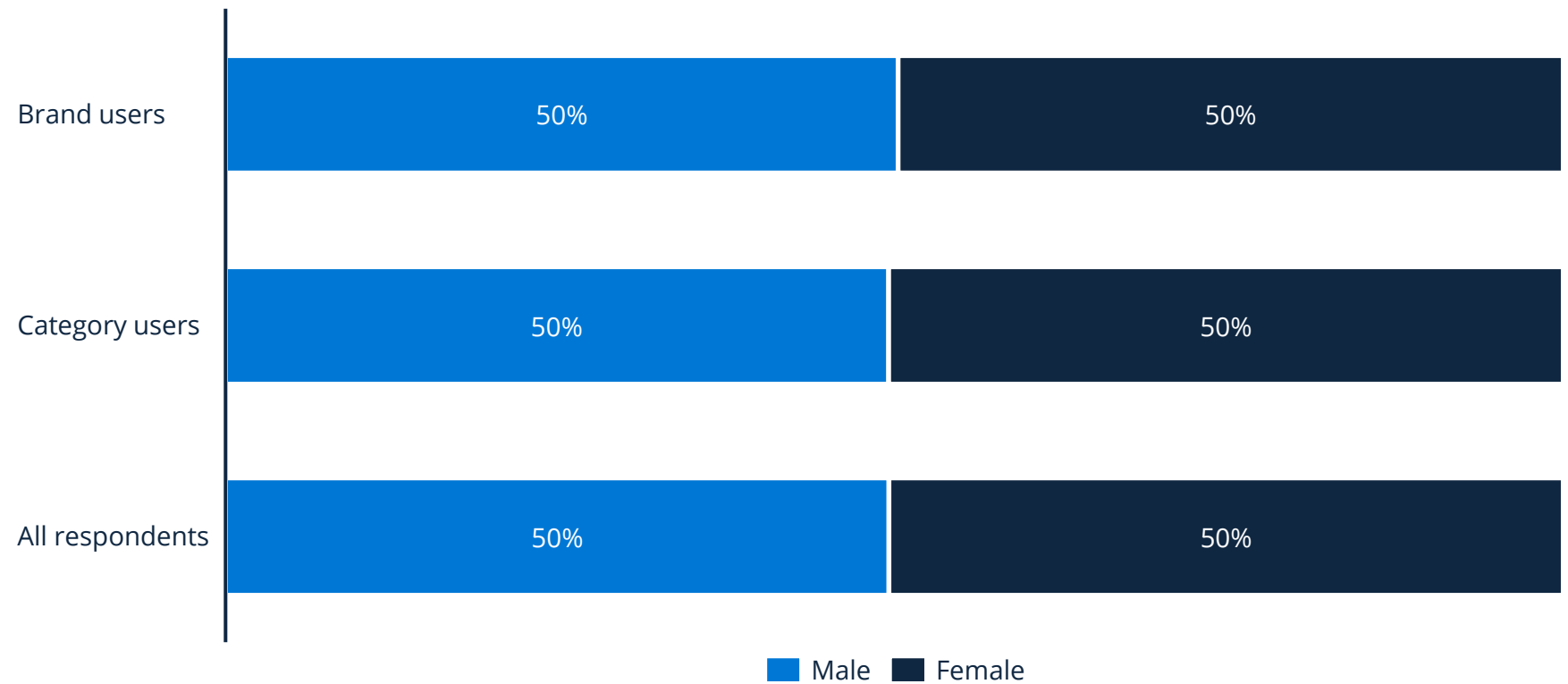
Sources: [Consumer Insights Global](#) as of May 2024

# There is a fairly even split of male and female Hyundai drivers

Demographic profile: gender



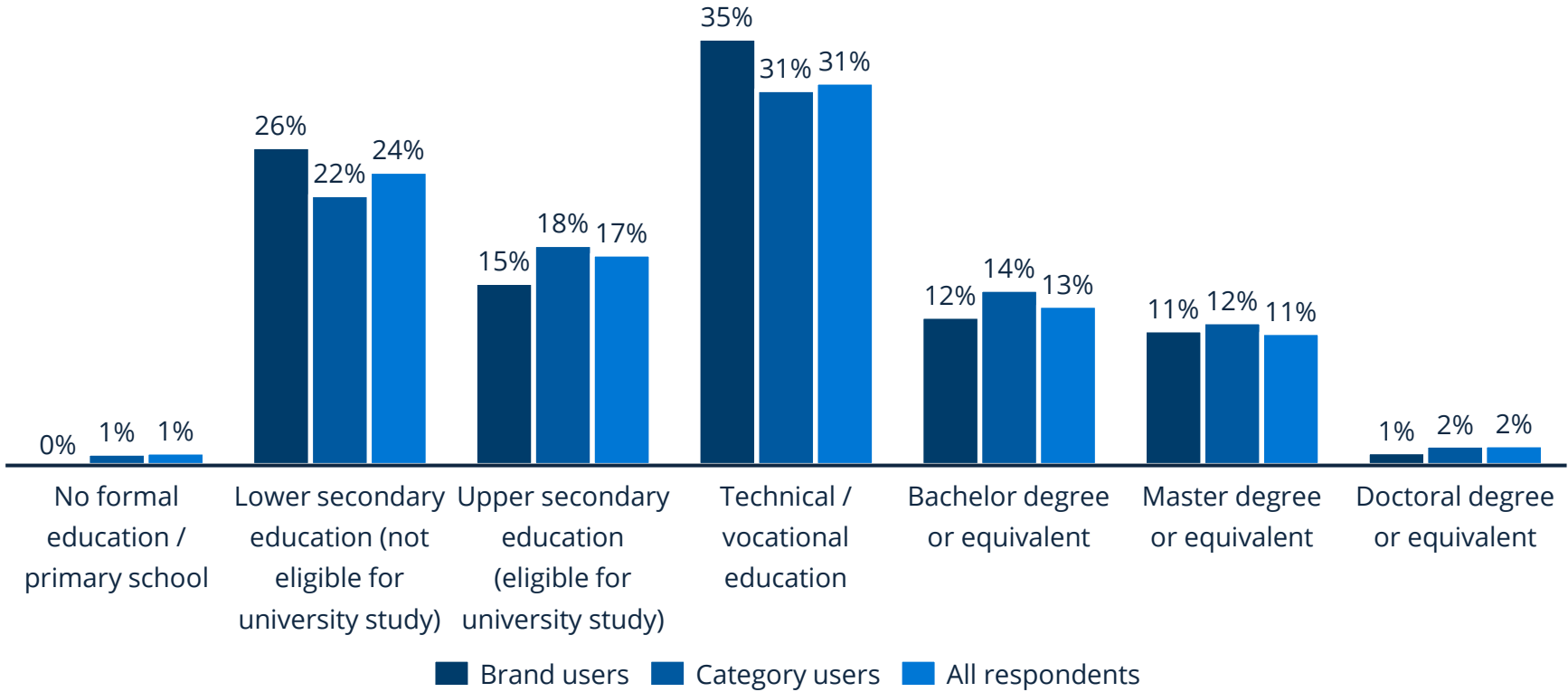
Gender of consumers in Germany



# 35% of Hyundai drivers have a technical or vocational education

Demographic profile: education

## Consumer's level of education in Germany



10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=181 Hyundai drivers, n=4,890 car drivers, n=35,985 all respondents

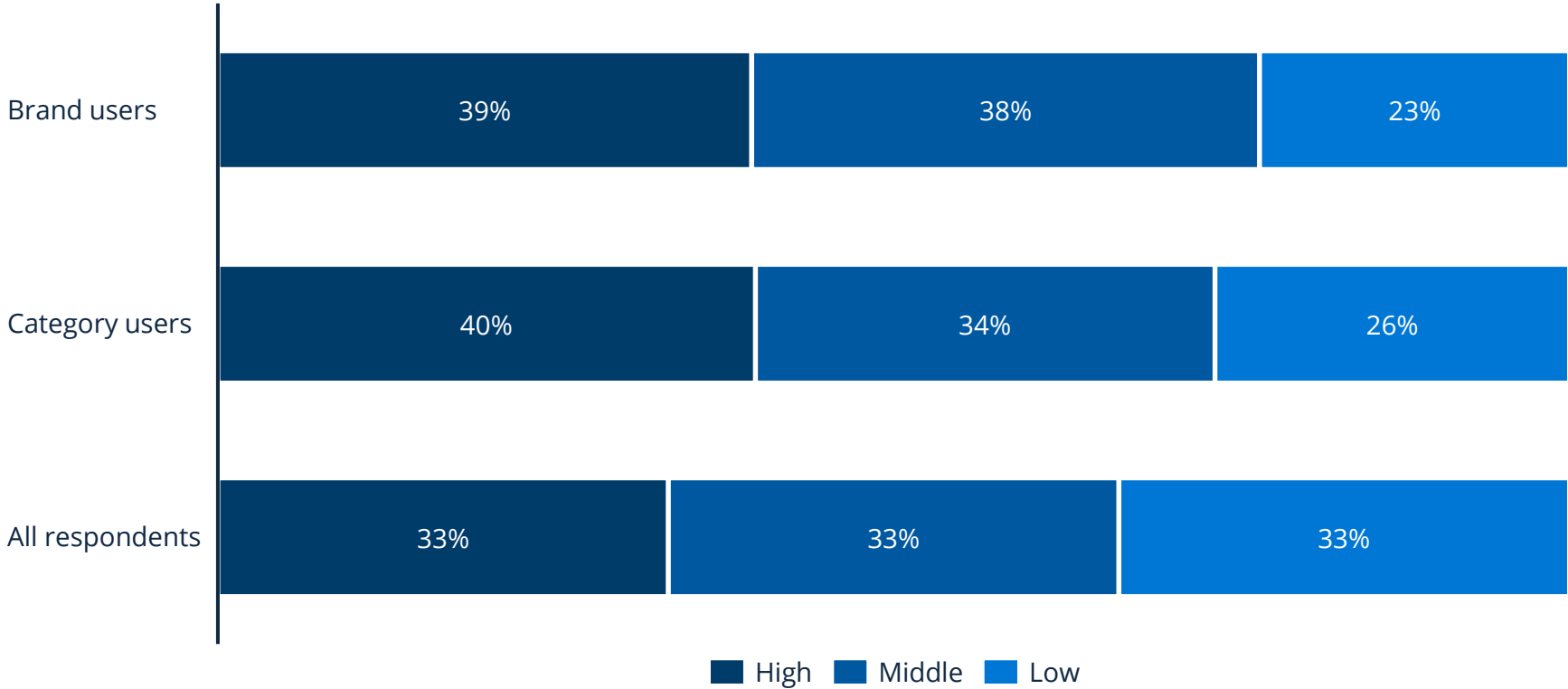
Sources: [Consumer Insights Global](#) as of May 2024

# Hyundai has a larger share of drivers with a medium household income than other car makes

Demographic profile: income



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

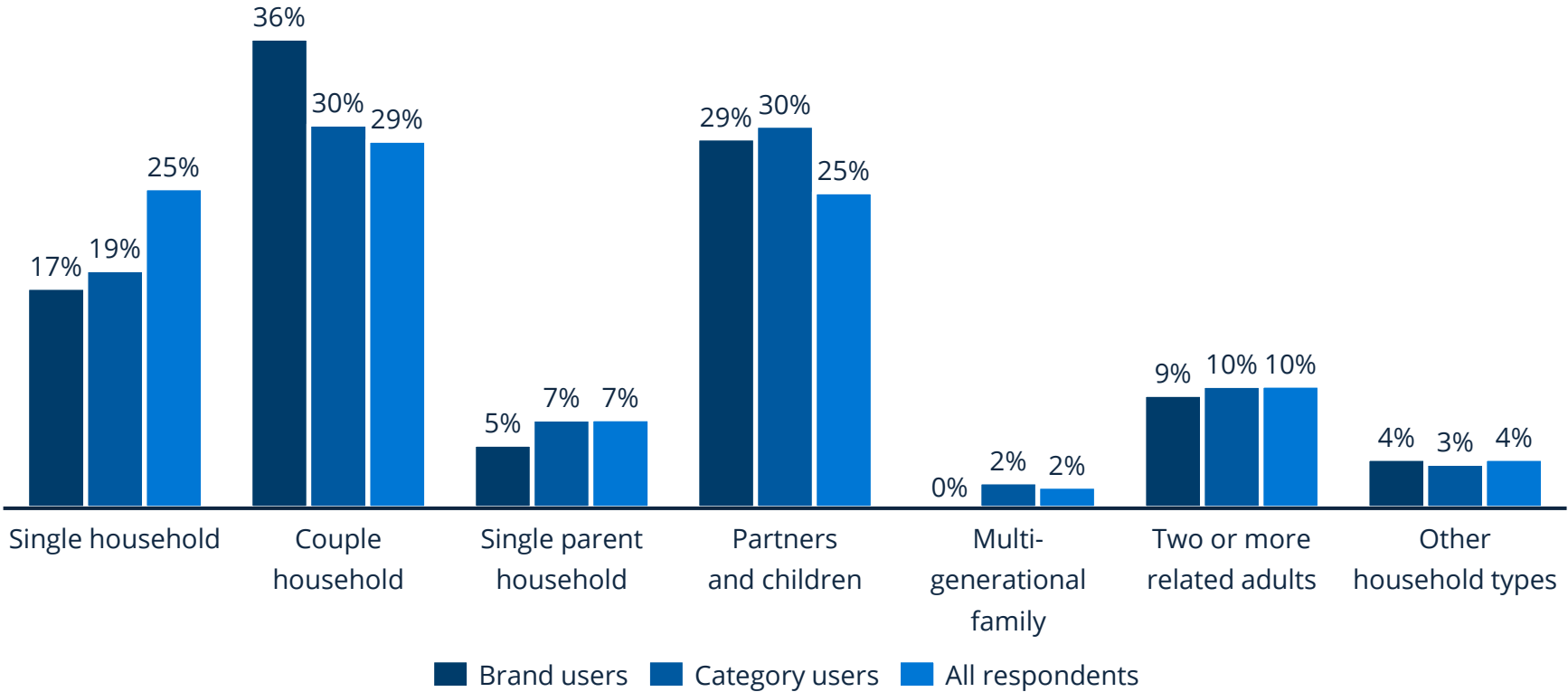


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=181 Hyundai drivers, n=4,890 car drivers, n=35,985 all respondents  
**Sources:** [Consumer Insights Global](#) as of May 2024

# Compared to other car drivers, Hyundai drivers are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Germany live



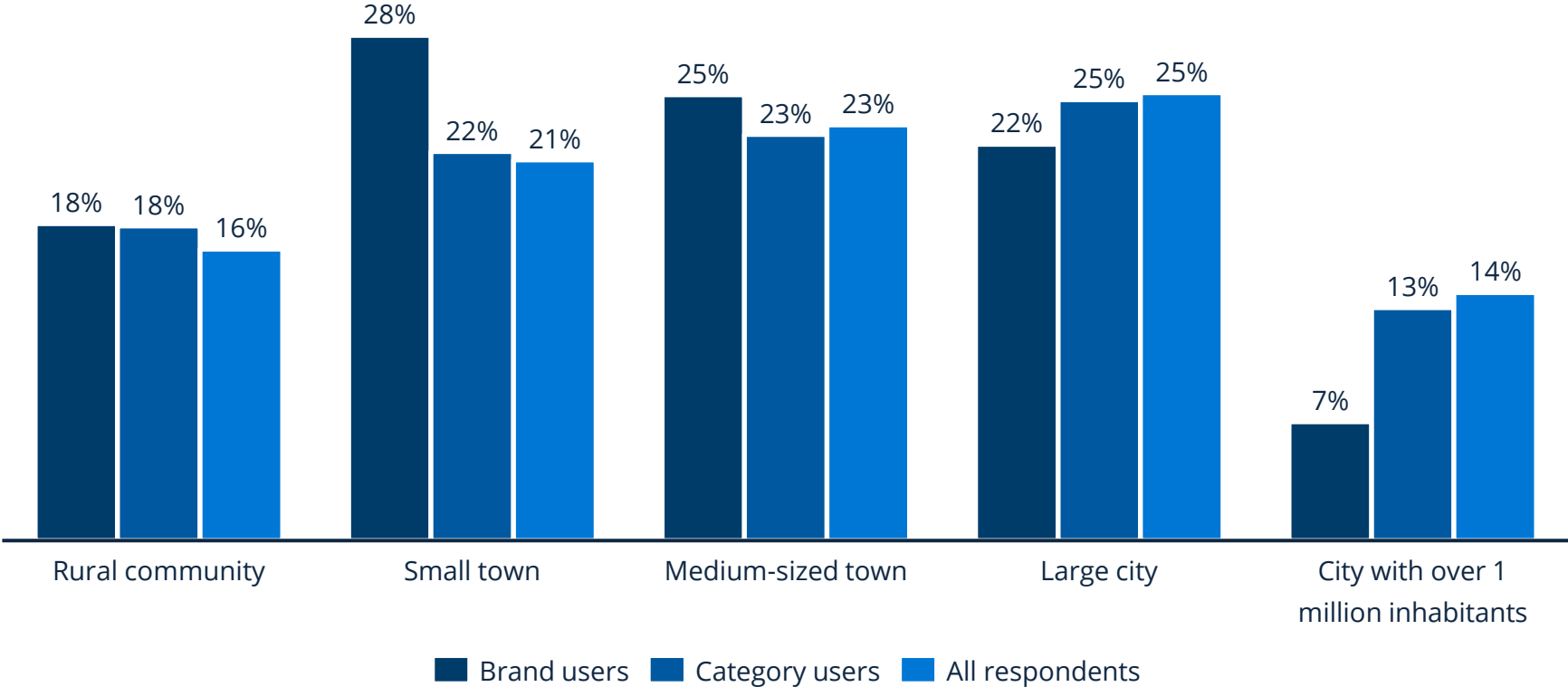
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=181 Hyundai drivers, n=4,890 car drivers, n=35,985 all respondents  
**Sources:** [Consumer Insights Global](#) as of May 2024

# Hyundai drivers are more likely to live in rural areas and towns than car drivers in general

Demographic profile: type of community



Communities where consumers live in Germany



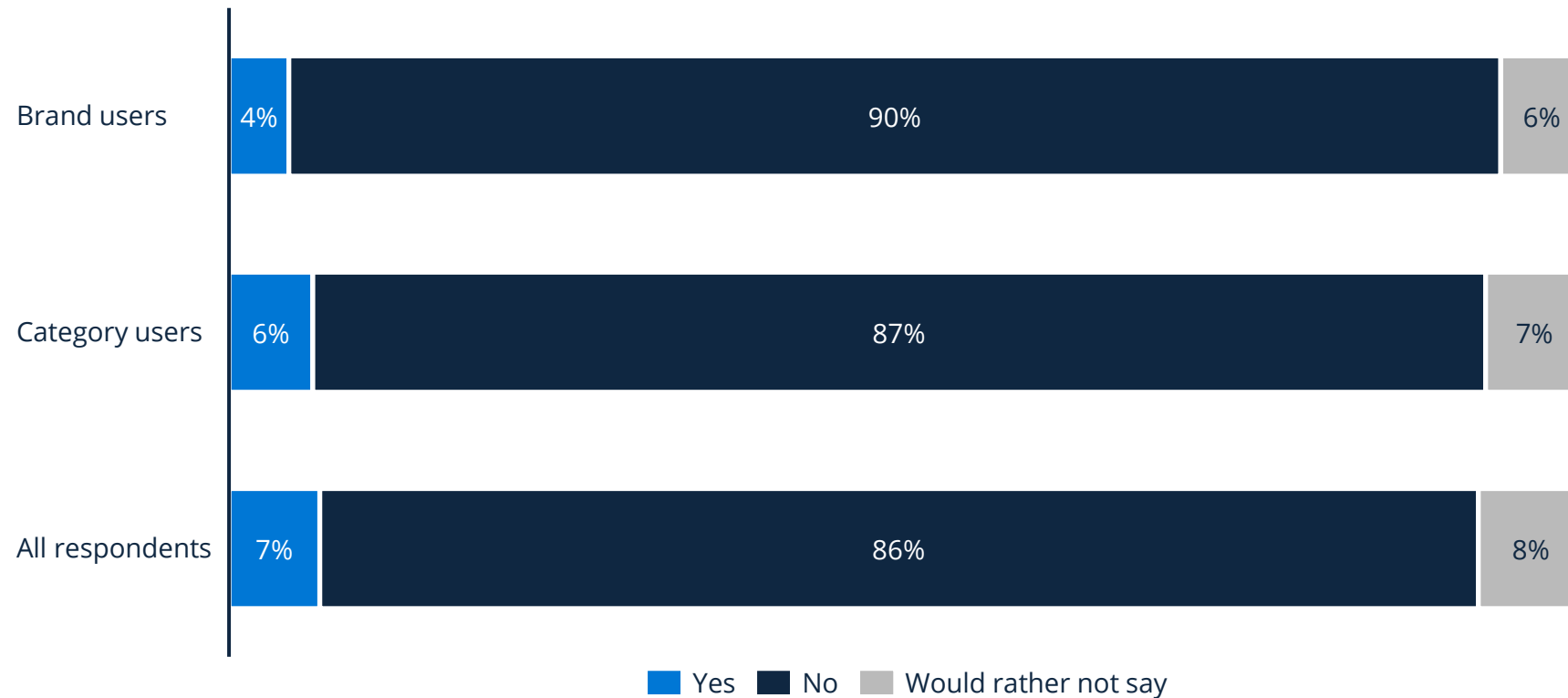
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=181 Hyundai drivers, n=4,890 car drivers, n=35,985 all respondents

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

# 4% of Hyundai drivers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Germany



## CHAPTER 03

# Consumer lifestyle

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





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