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CONSUMERS & BRANDS

Video-on-demand: eVOD users in South Africa

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 eVOD users in South Africa: 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 eVOD users in South Africa (“brand users”) against South African video-on-demand users in general (“category users”), and the overall South African 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 South Africa)
- 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

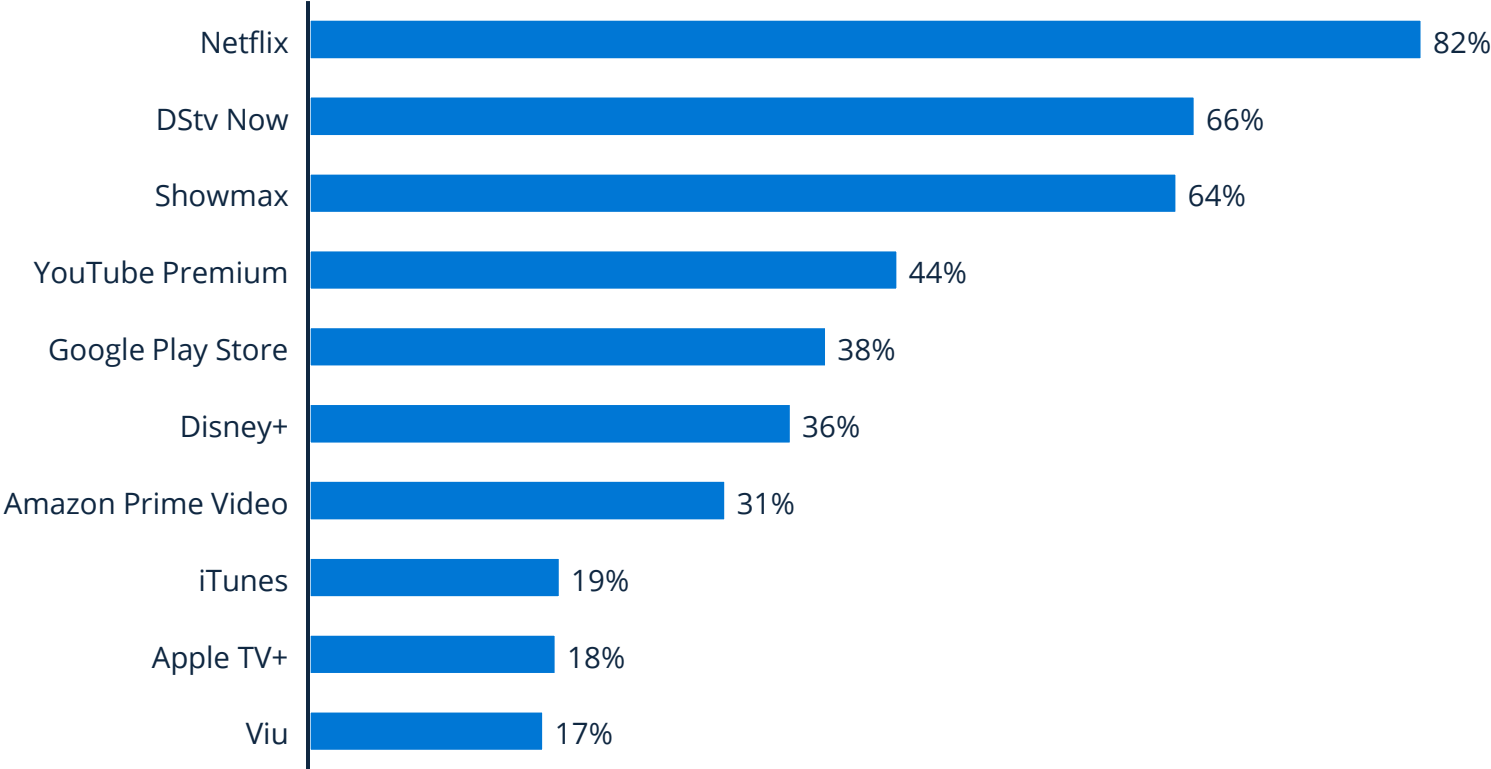
- Brand usage
- Key insights



eVOD ranks outside the top 10 of most used video-on-demand services in South Africa

Management summary: brand usage and competition

Top 10 most used video-on-demand services in South Africa



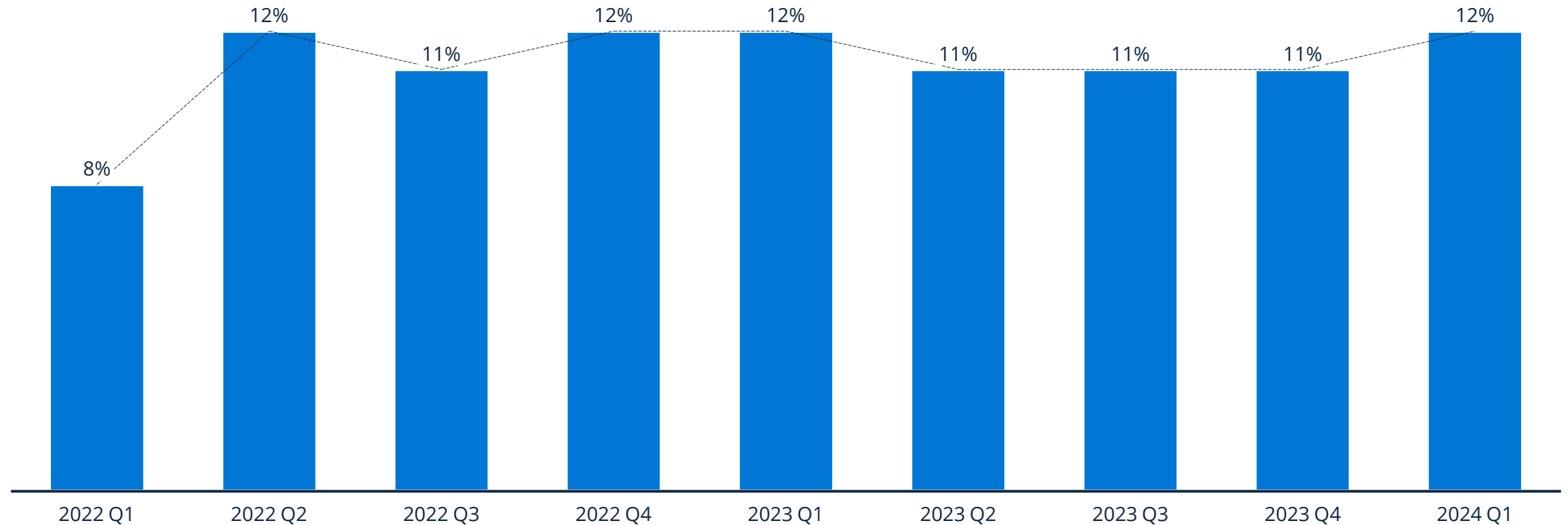
4 Notes: "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1,611 video-on-demand users

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

The share of video-on-demand users using eVOD grew by 4 percentage points since 2021

Management summary: brand usage timeline

Timeline of video-on-demand users using eVOD



5 | Notes: "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=32 - 194 eVOD users, n=394 - 1611 video-on-demand users

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

eVOD users in South Africa

Management summary: key insights

Demographic profile

47% of eVOD users are Millennials.

Compared to other video-on-demand services, eVOD has a relatively high share of female users.

Consumers with a low income make up 36% of eVOD users.

Video-on-demand users in general and eVOD users specifically, live in similar type of communities.

Consumer lifestyle

A happy relationship is less important to eVOD users than to other video-on-demand users.

Fashion and beauty are relatively prevalent interests of eVOD users.

Reading is a relatively popular hobby among eVOD users.

Consumer attitudes

It stands out that 75% of eVOD users say that digital services allow them to discover new and exciting content.

42% of eVOD users are innovators or early adopters of new products.

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

Marketing touchpoints

TikTok is more popular among eVOD users than the average video-on-demand user.

eVOD users remember seeing ads on websites and apps of brands and products more often than other video-on-demand users.

CHAPTER 02

Demographic profile

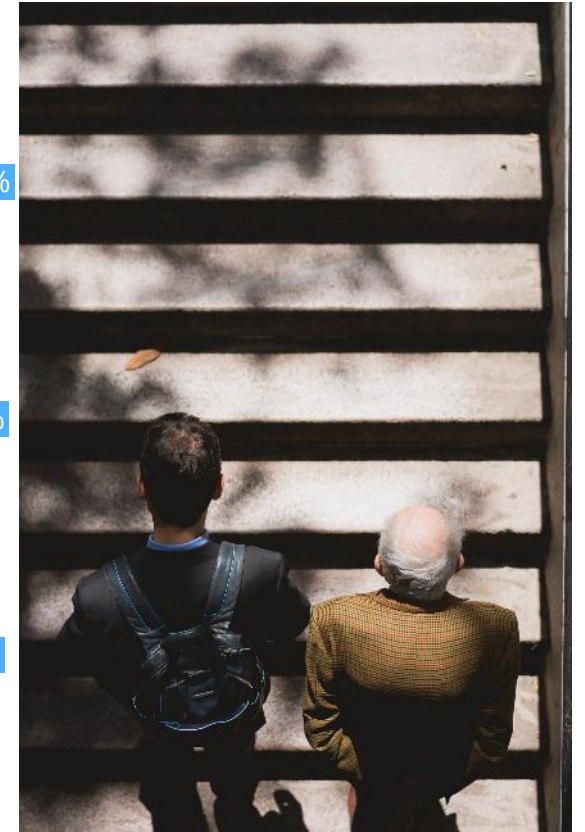
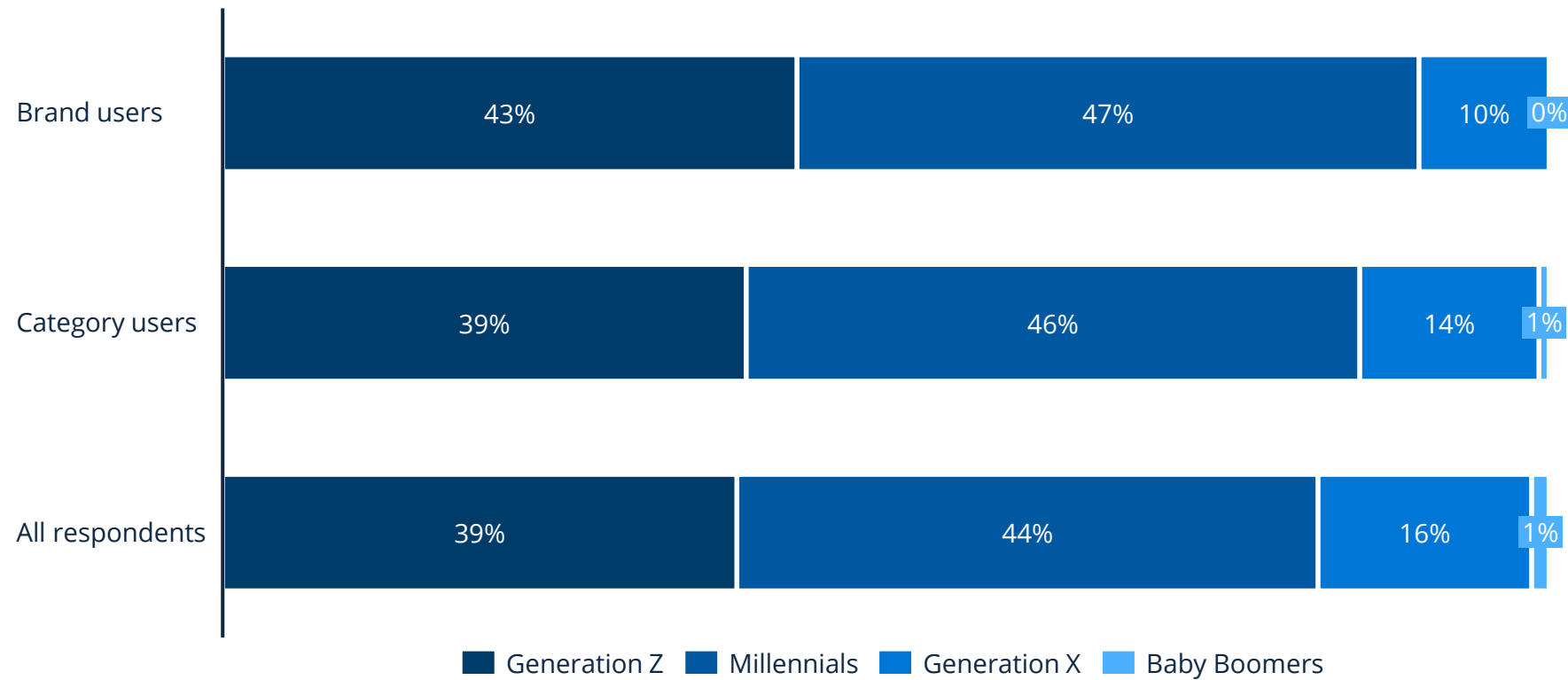
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



47% of eVOD users are Millennials

Demographic profile: generations

Age of consumers in South Africa

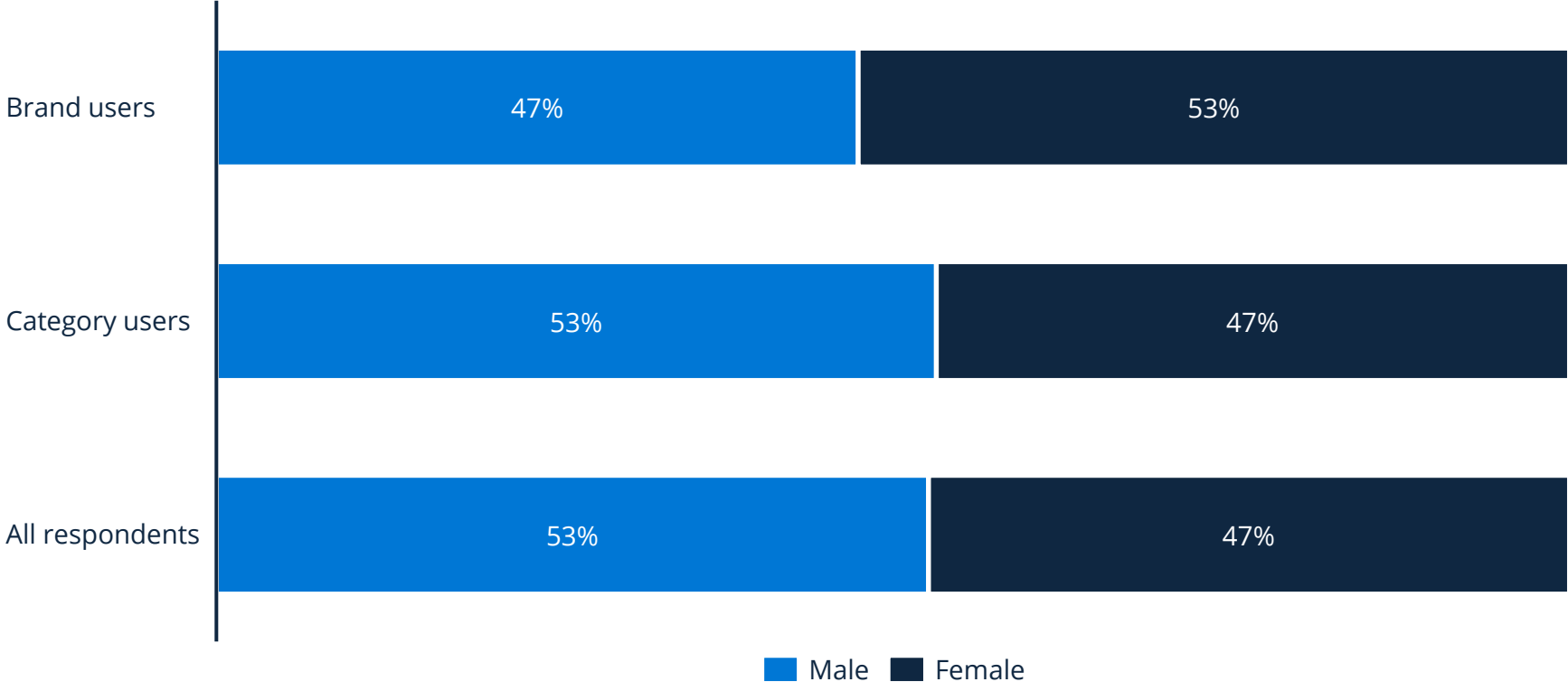


Compared to other video-on-demand services, eVOD has a relatively high share of female users

Demographic profile: gender



Gender of consumers in South Africa

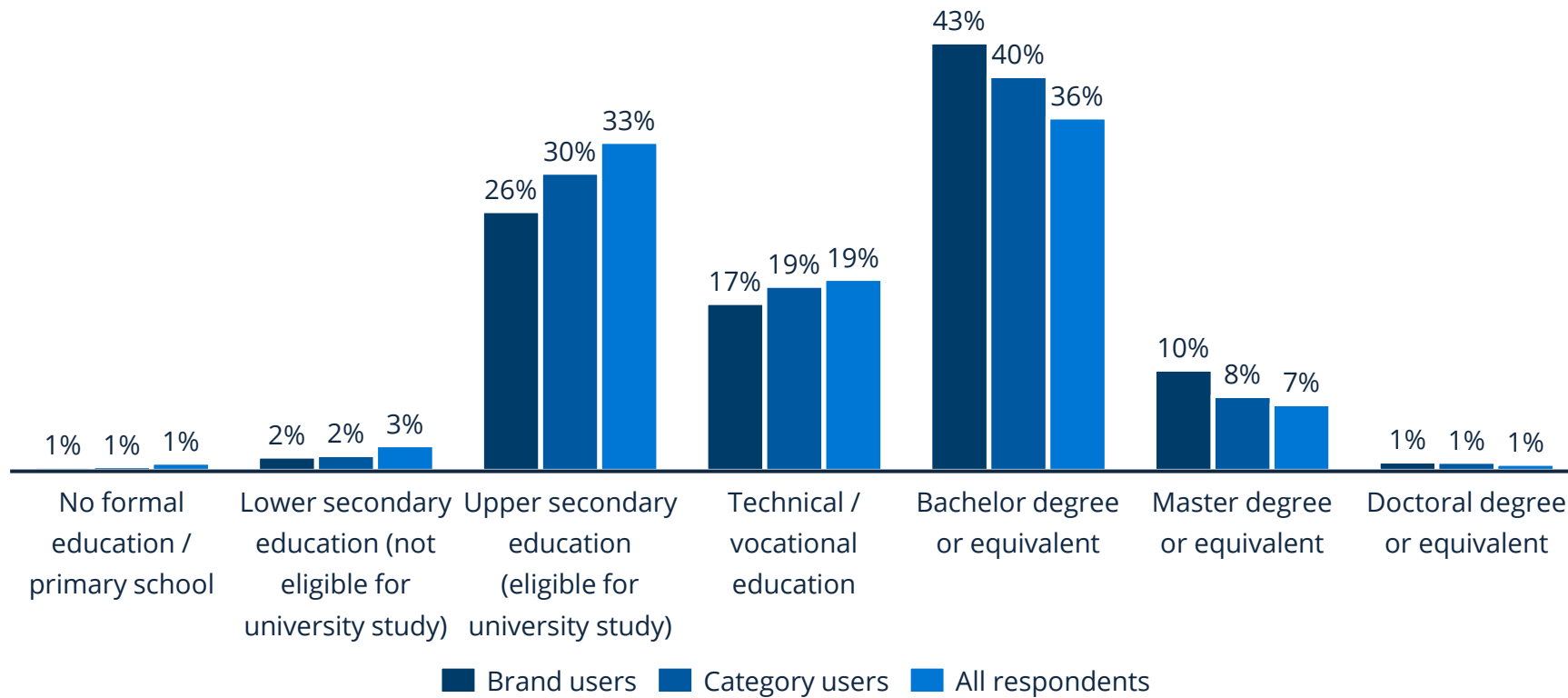


9 Notes: "What is your gender?"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=194 eVOD users, n=1,611 video-on-demand users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of eVOD users have a college degree

Demographic profile: education

Consumer's level of education in South Africa

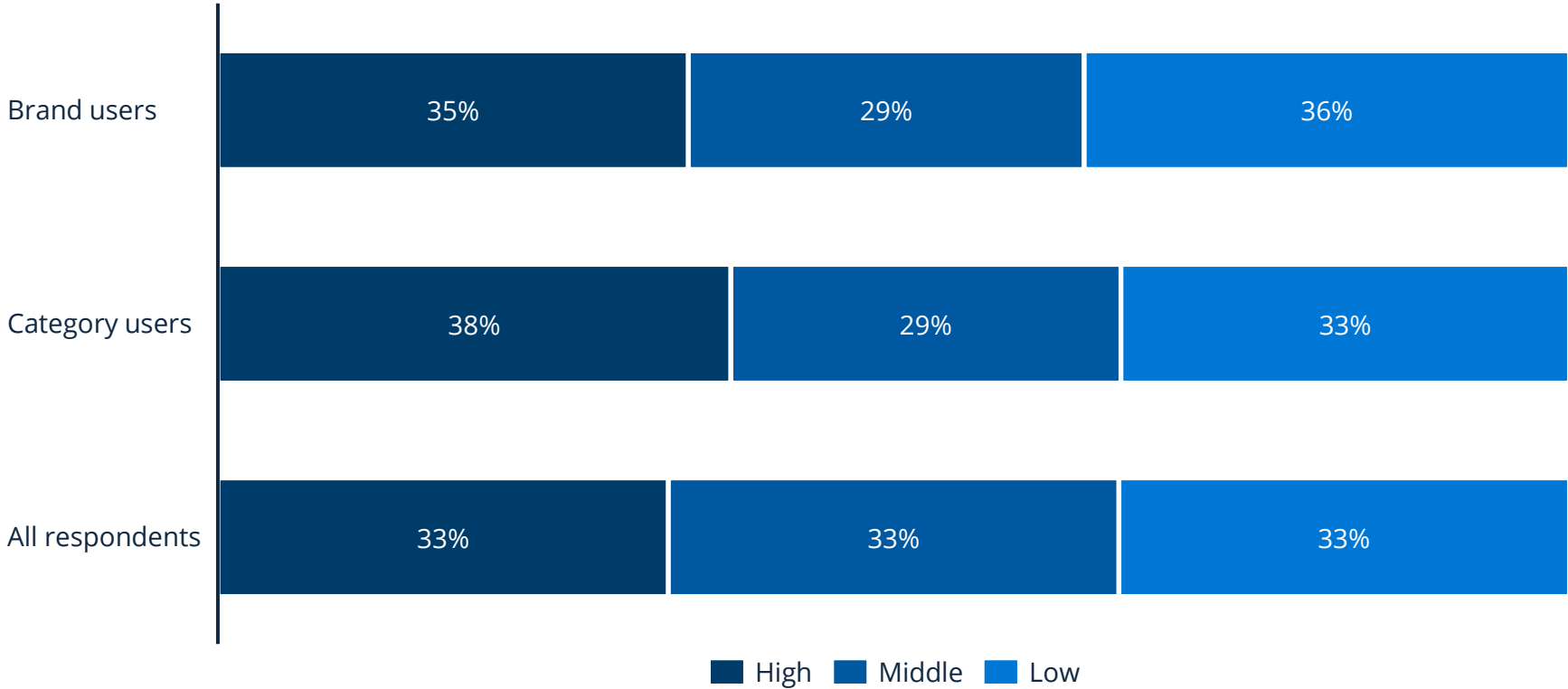


Consumers with a low income make up 36% of eVOD users

Demographic profile: income



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

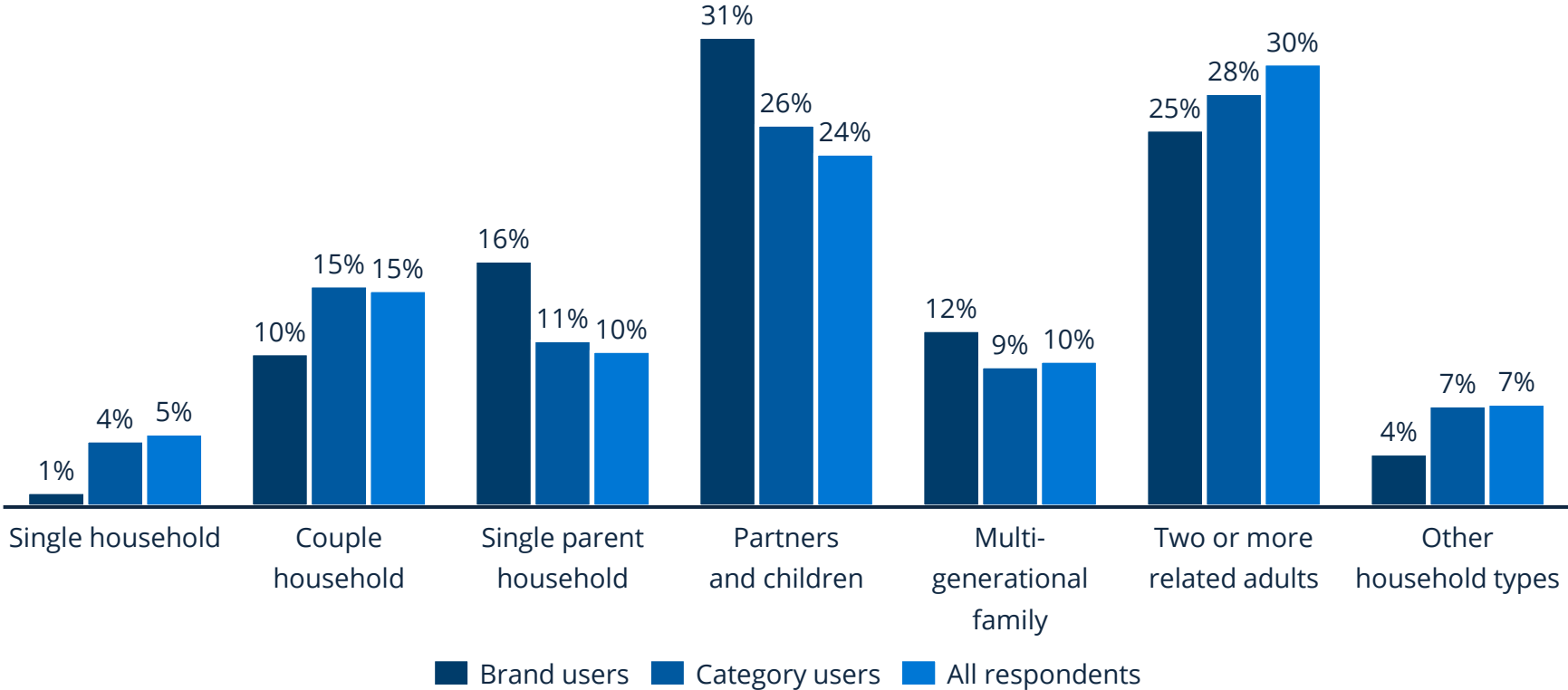


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=194 eVOD users, n=1,611 video-on-demand users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other video-on-demand users, eVOD users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in South Africa live



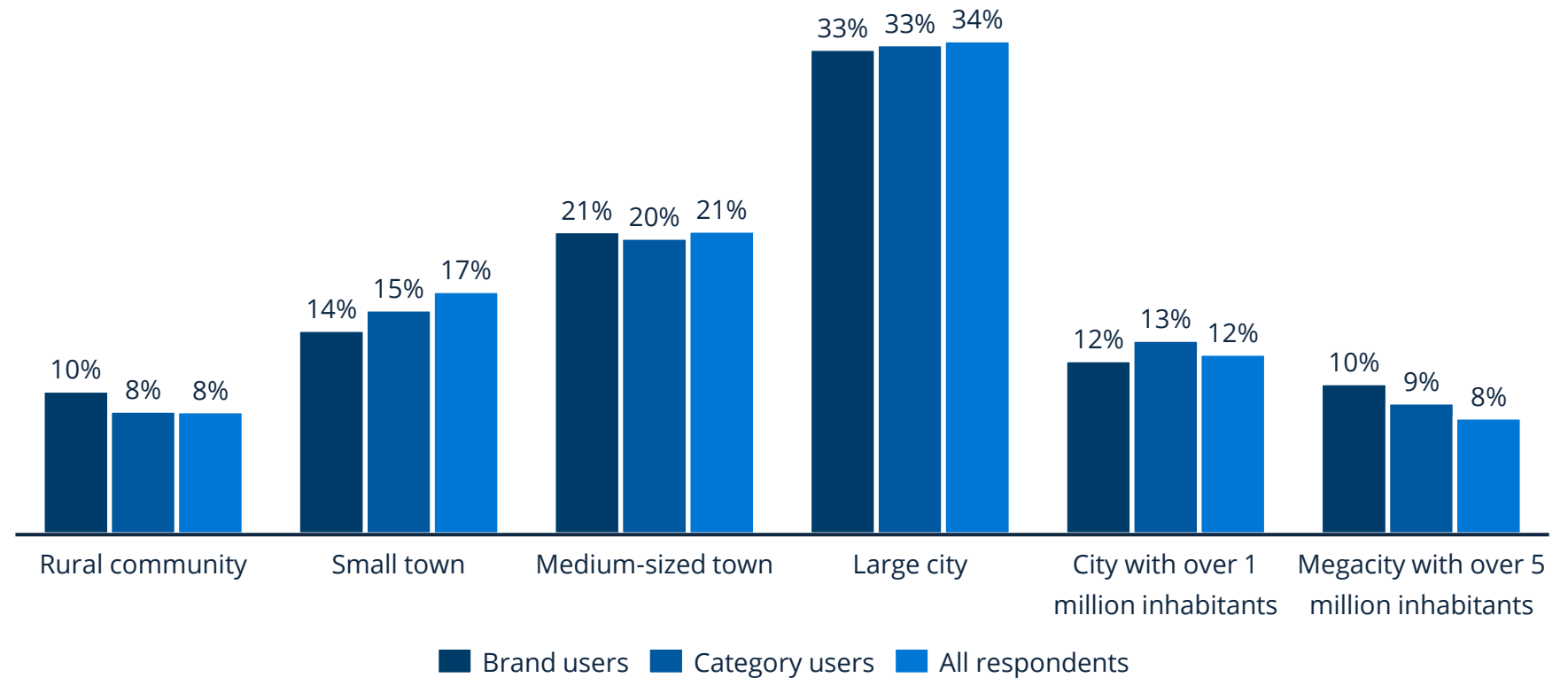
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=194 eVOD users, n=1,611 video-on-demand users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Video-on-demand users in general and eVOD users specifically, live in similar type of communities

Demographic profile: type of community



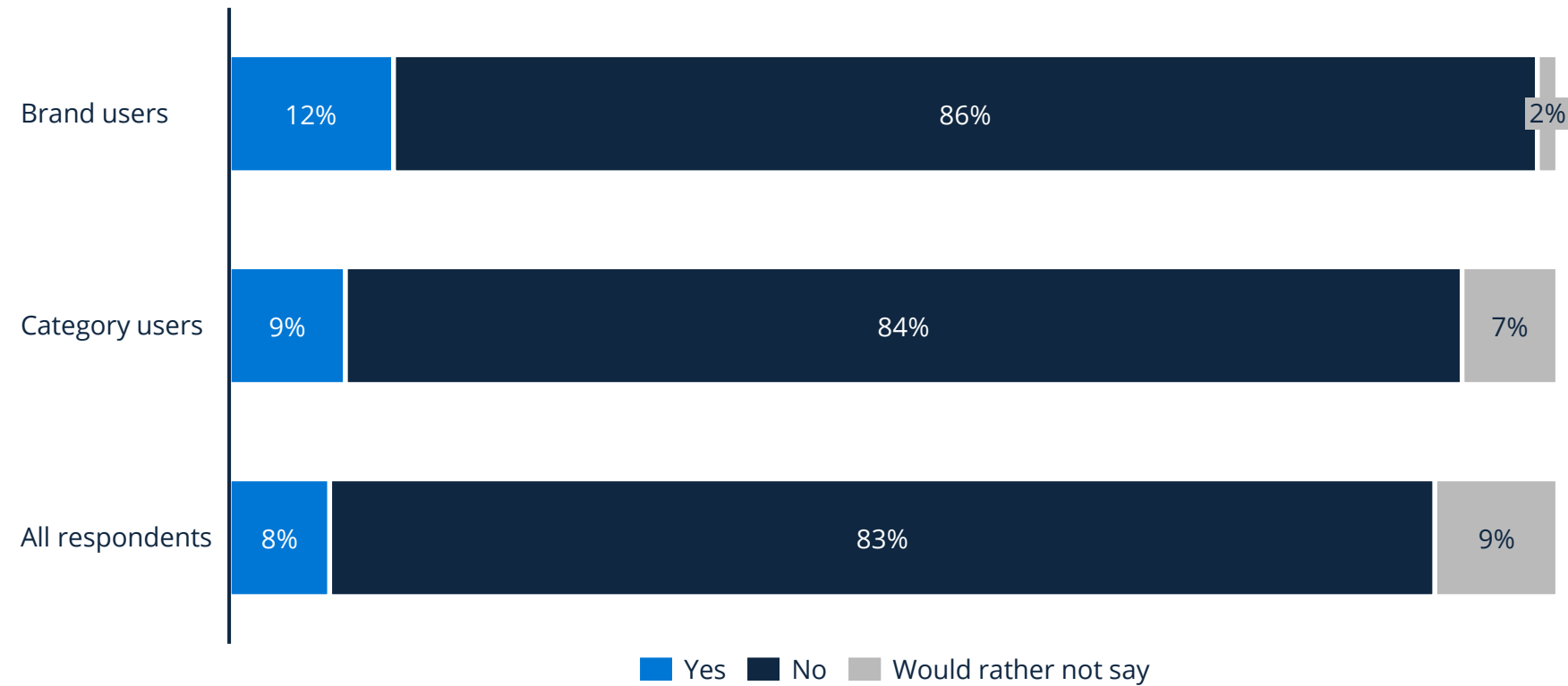
Communities where consumers live in South Africa



12% of eVOD users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in South Africa



CHAPTER 03

Consumer lifestyle

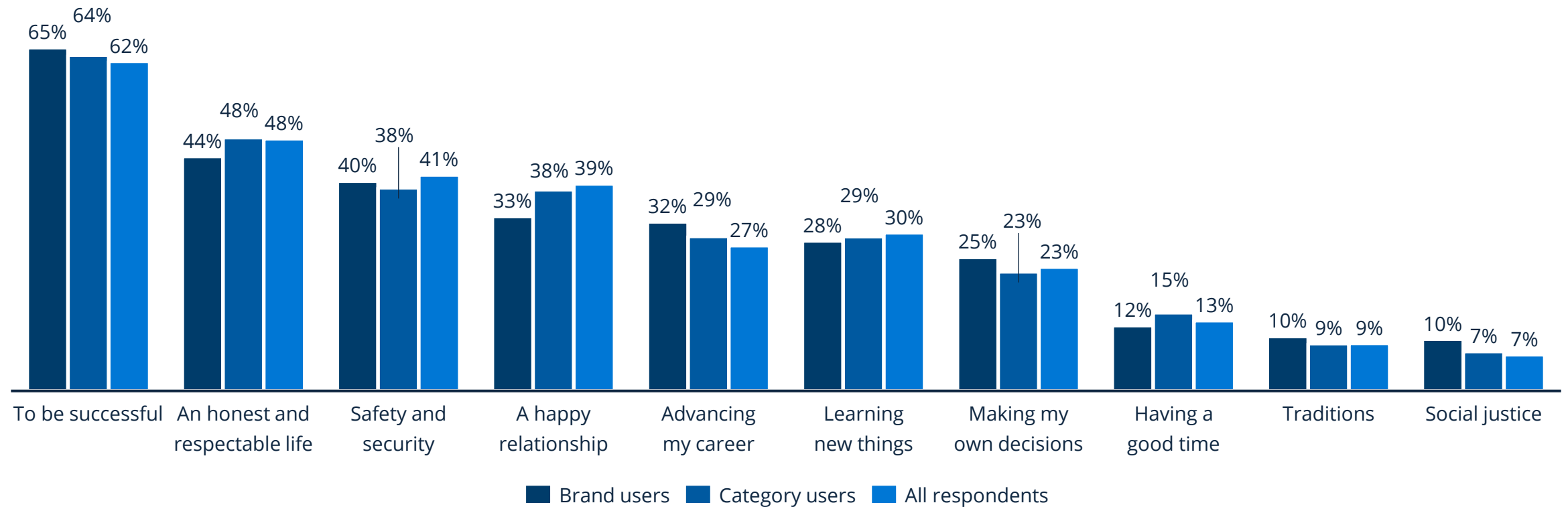
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



A happy relationship is less important to eVOD users than to other video-on-demand users

Consumer lifestyle: life values

Most important aspects of life for consumers in South Africa



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=194 eVOD users, n=1,611 video-on-demand users, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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