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CONSUMERS & BRANDS

# Washing machines: Littleswan owners in China

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 Little Swan owners in China: 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 Little Swan owners in China (“brand users”) against Chinese washing machine owners in general (“category users”), and the overall Chinese 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 China)
- 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

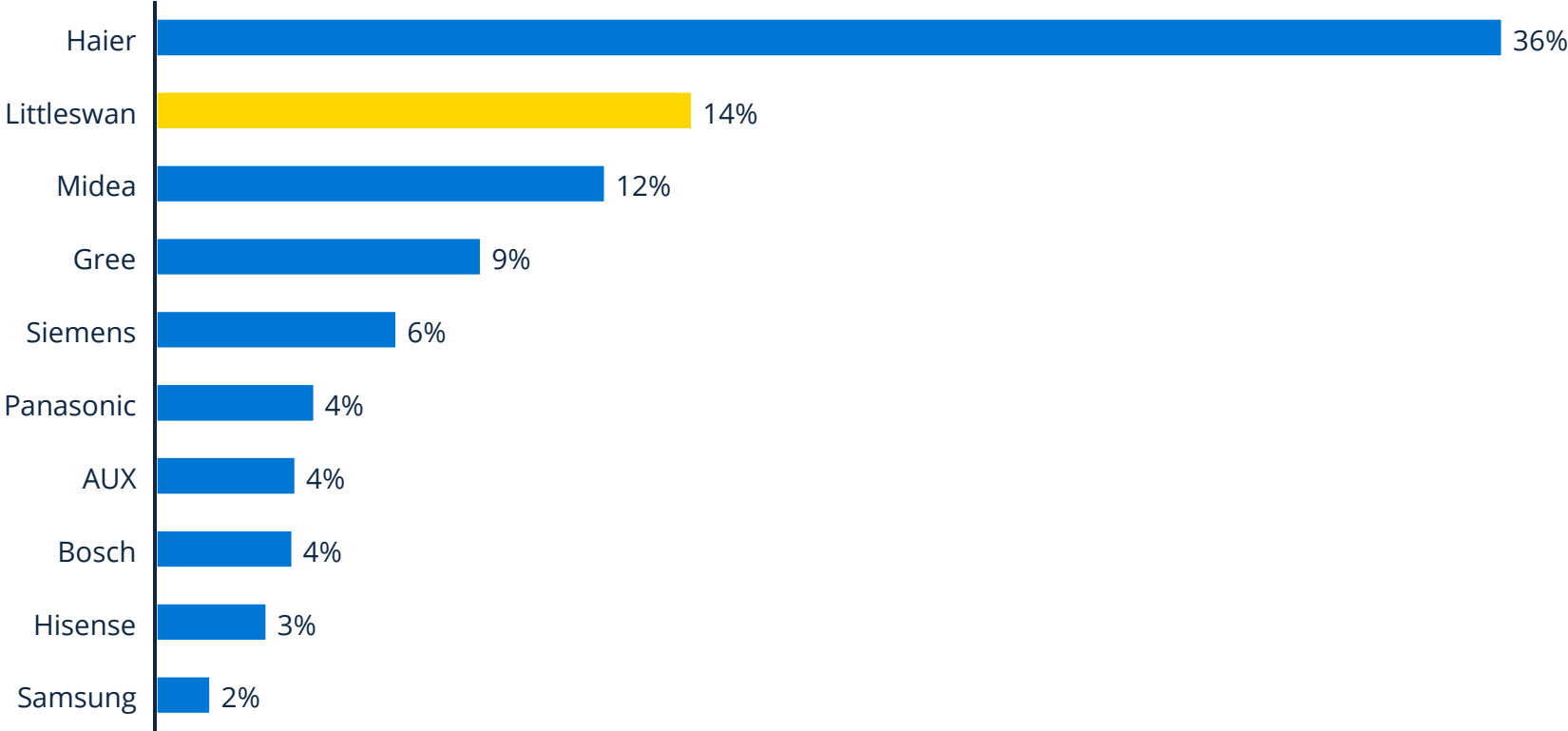
- Brand usage
- Key insights



# Little Swan is the second most owned washing machine brand in China after Haier and has a user share of 14%

Management summary: brand usage and competition

## Top 10 most owned washing machine brands in China



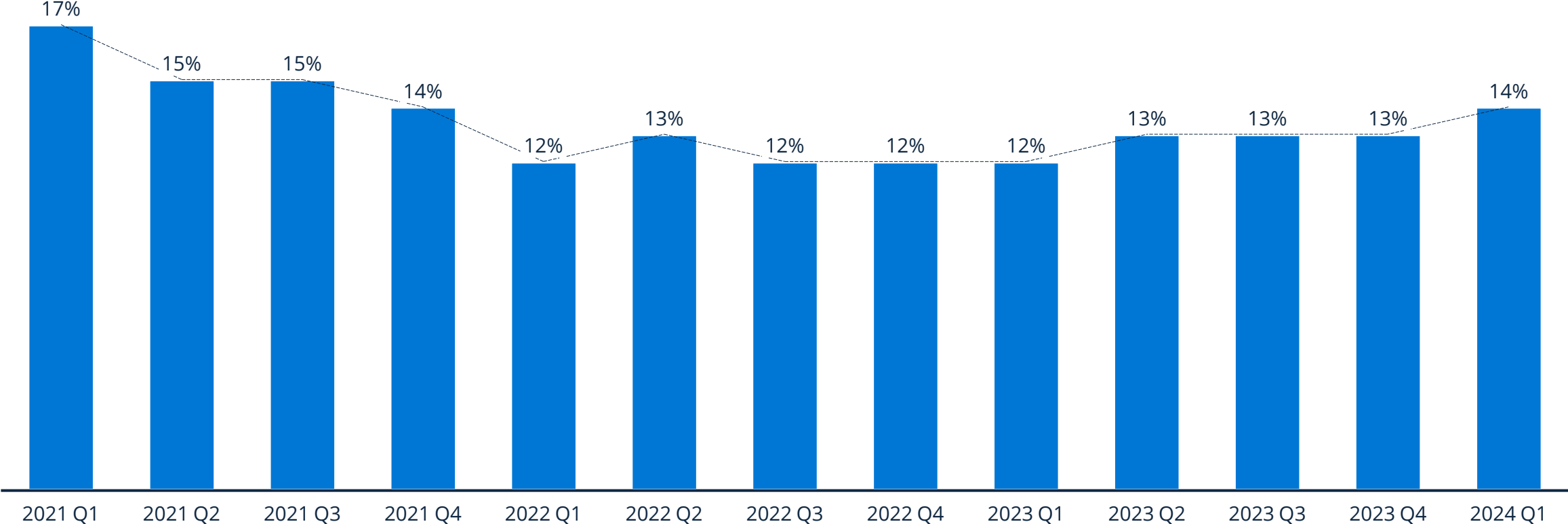
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=3,330 washing machine owners

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

# The share of washing machine owners owning Little Swan declined by 3 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Little Swan



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=385 - 480 Little Swan owners, n=2282 - 3505 washing machine owners

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

# Little Swan owners in China

Management summary: key insights

## Demographic profile

Little Swan is more popular among Generation X than other washing machine brands.

There is a fairly even split of male and female Little Swan owners.

Little Swan has a larger share of owners with a medium household income than other washing machine brands.

Washing machine owners in general and Little Swan owners specifically, live in similar type of communities.

## Consumer lifestyle

Safety and security is an important aspect of life for 47% of Little Swan owners.

Little Swan owners are more likely to be interested in food and dining than the average consumer.

Shopping is a relatively popular hobby among Little Swan owners.

## Consumer attitudes

76% of Little Swan owners state that they could not live without their smartphone.

30% of Little Swan owners are laggards or in the late majority of innovation adoption.

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

## Marketing touchpoints

WeChat is more popular among Little Swan owners than the average washing machine owner.

Little Swan owners remember seeing ads in newsletters more often than other washing machine owners.

## CHAPTER 02

# Demographic profile

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

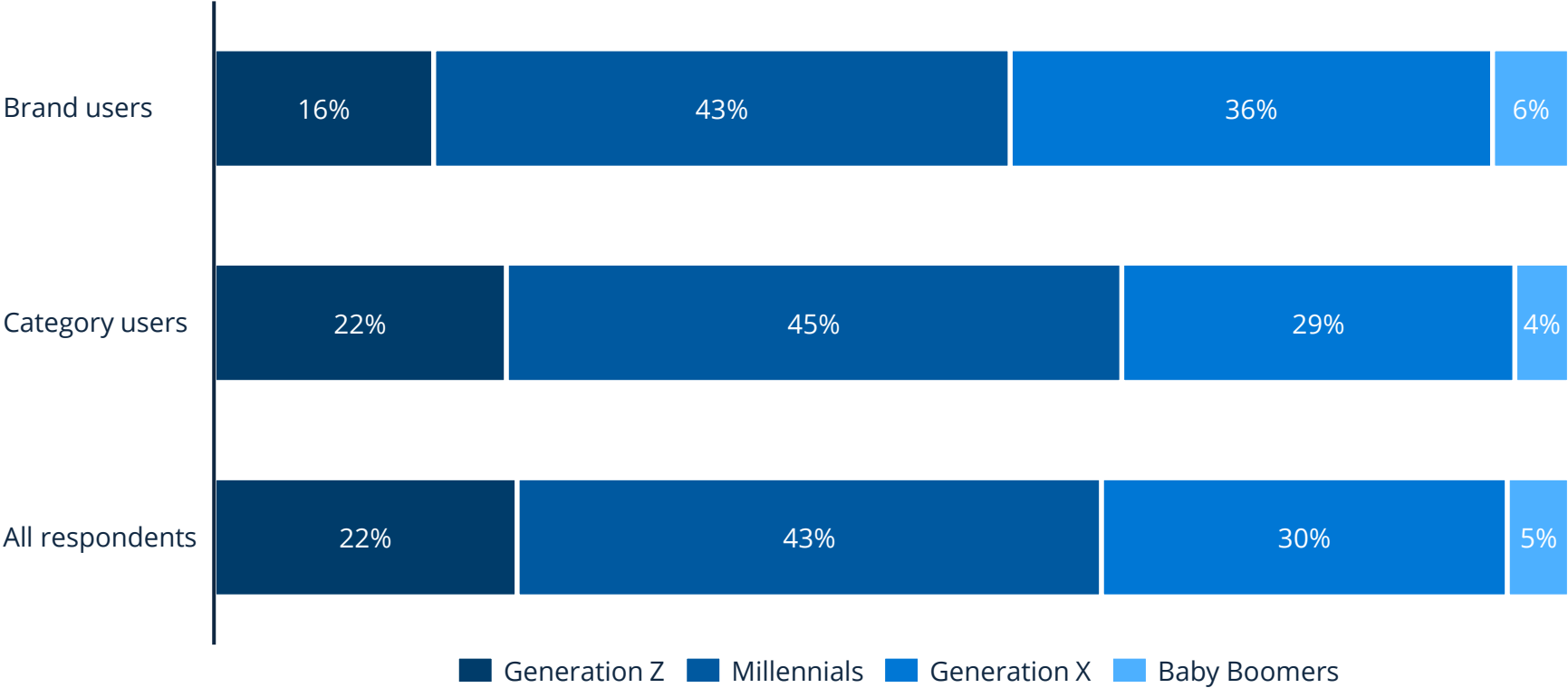




# Little Swan is more popular among Generation X than other washing machine brands

Demographic profile: generations

## Age of consumers in China



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=475 Little Swan owners, n=3,330 washing machine owners, n=24,130 all respondents

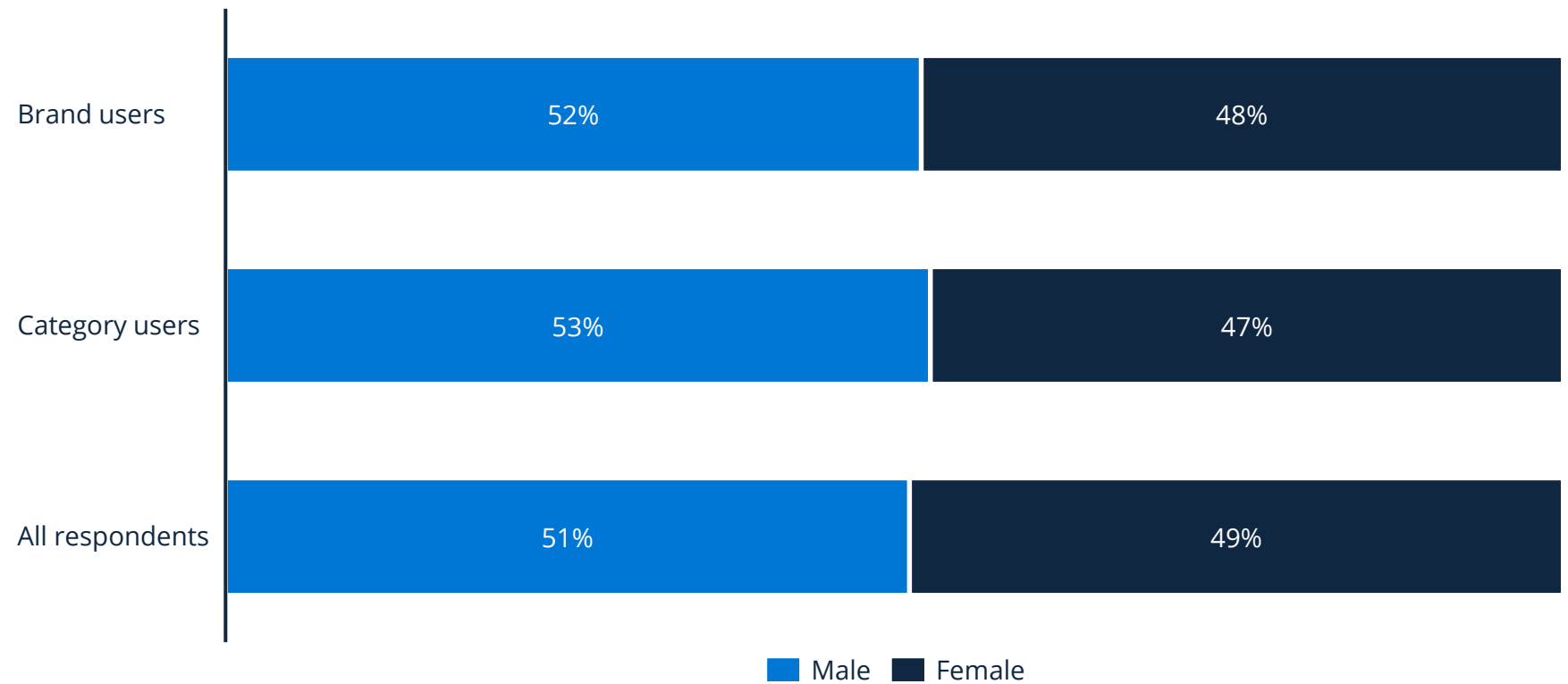
Sources: [Consumer Insights Global](#) as of June 2024

# There is a fairly even split of male and female Little Swan owners

Demographic profile: gender



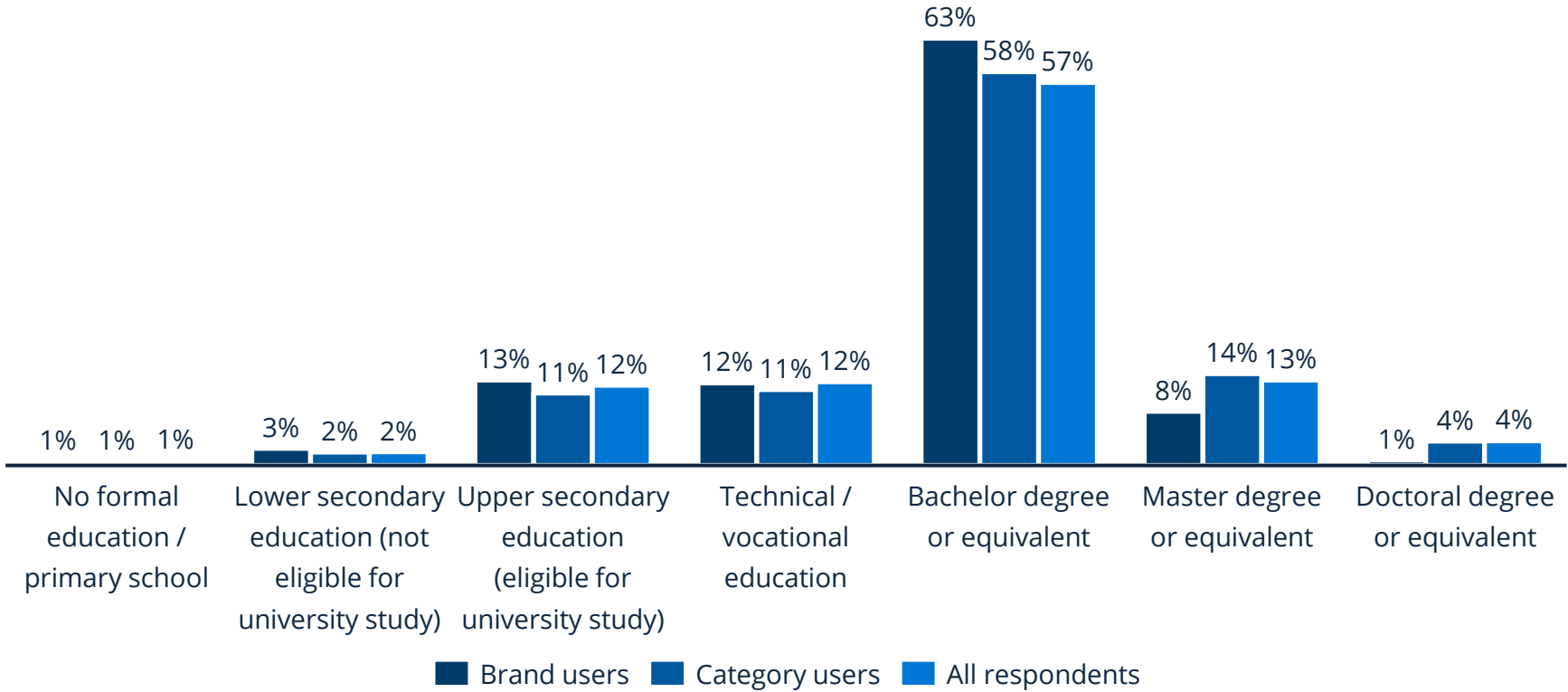
Gender of consumers in China



# 63% of Little Swan owners have a bachelor's degree or the equivalent

Demographic profile: education

## Consumer's level of education in China



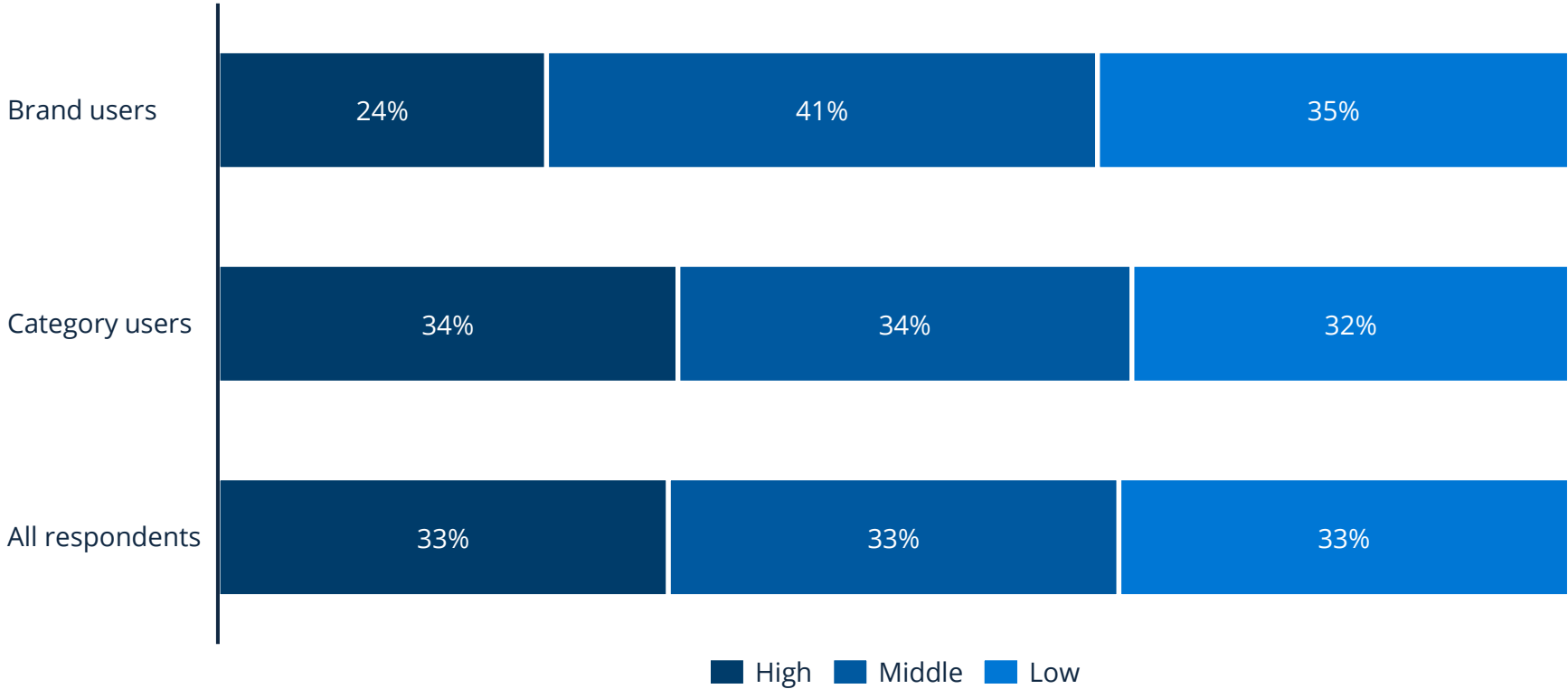
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=475 Little Swan owners, n=3,330 washing machine owners, n=24,130 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# Little Swan has a larger share of owners with a medium household income than other washing machine brands

Demographic profile: income



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

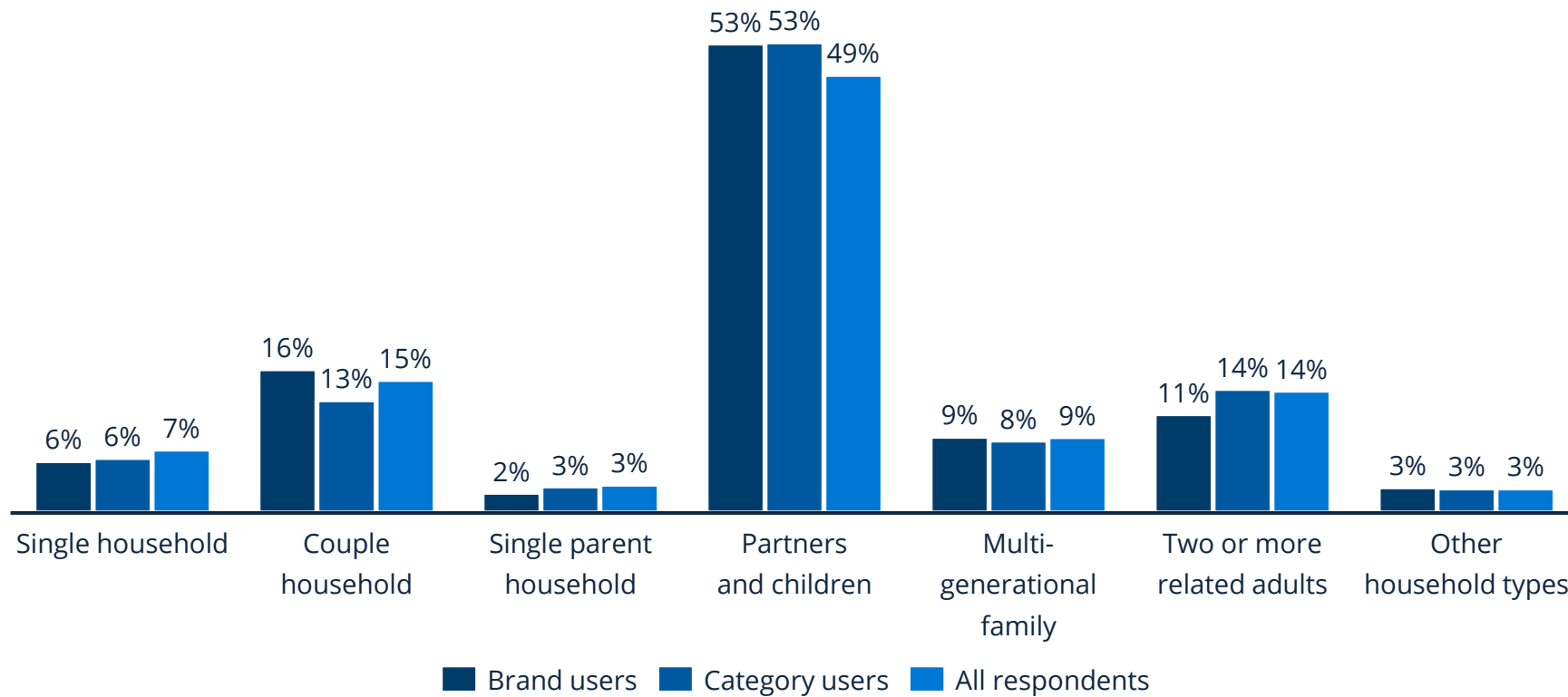


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=475 Little Swan owners, n=3,330 washing machine owners, n=24,130 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# 16% of Little Swan owners live in a couple household

Demographic profile: household classification

## Type of households in which consumers in China live

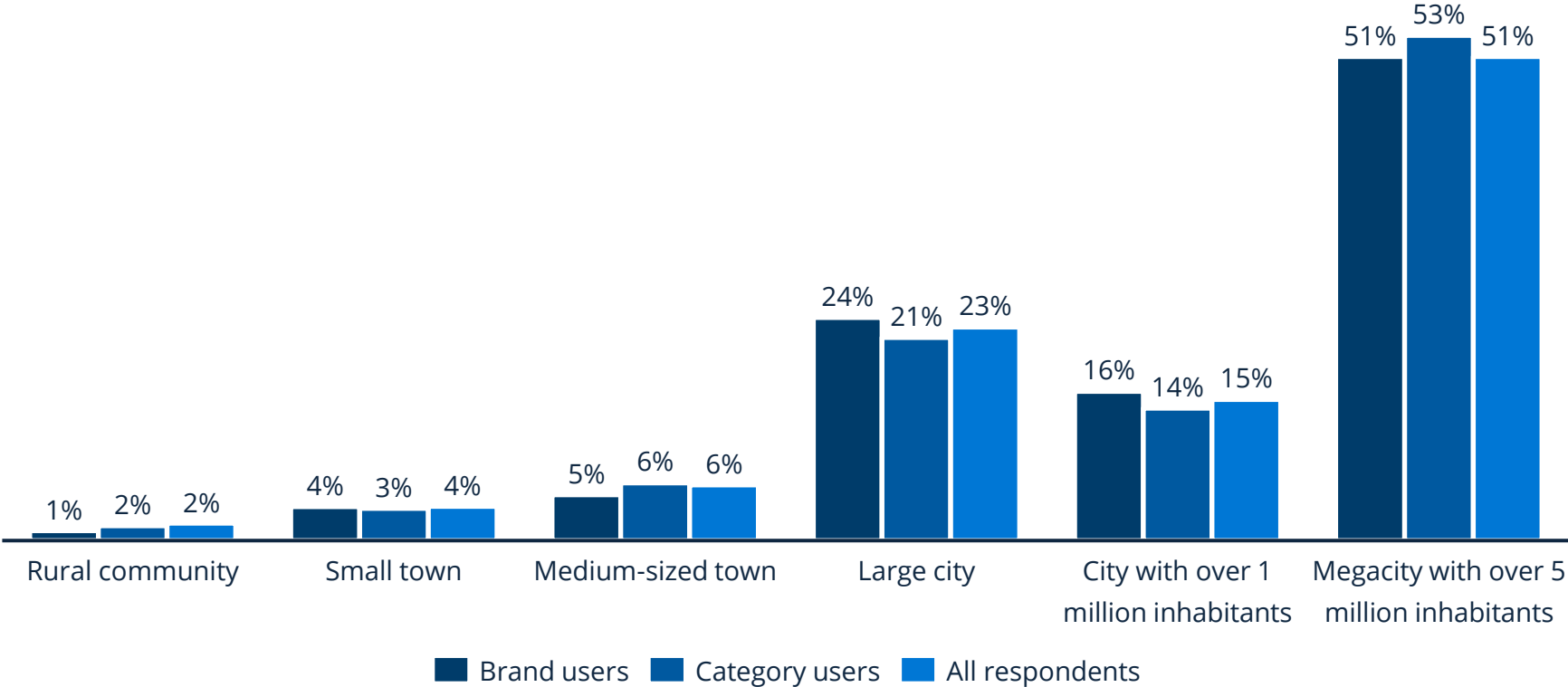


# Washing machine owners in general and Little Swan owners specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in China



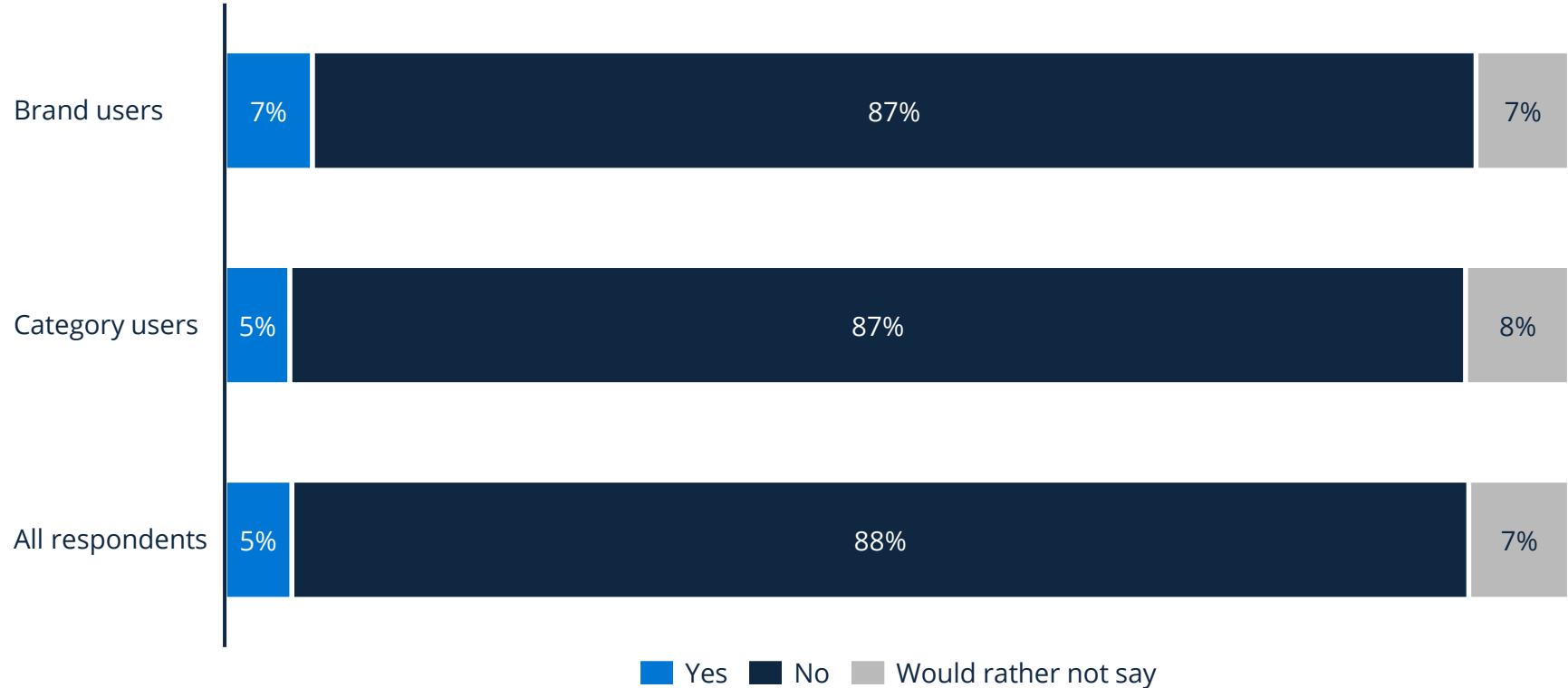
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=475 Little Swan owners, n=3,330 washing machine owners, n=24,130 all respondents

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

# 7% of Little Swan owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in China



## CHAPTER 03

# Consumer lifestyle

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

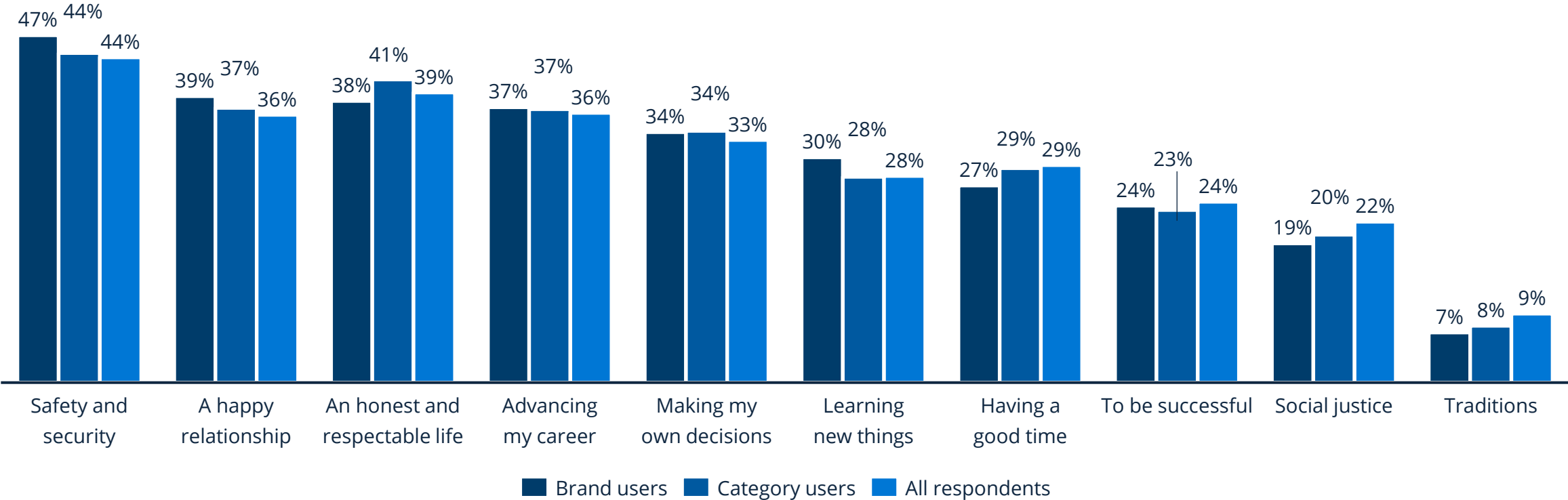




# Safety and security is an important aspect of life for 47% of Little Swan owners

Consumer lifestyle: life values

## Most important aspects of life for consumers in China



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