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CONSUMER & BRAND

Brand KPIs for watches: Invicta 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 Invicta's performance in the watch market.

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

Methodology

Design: Online Survey

Duration: approx. 15 minutes

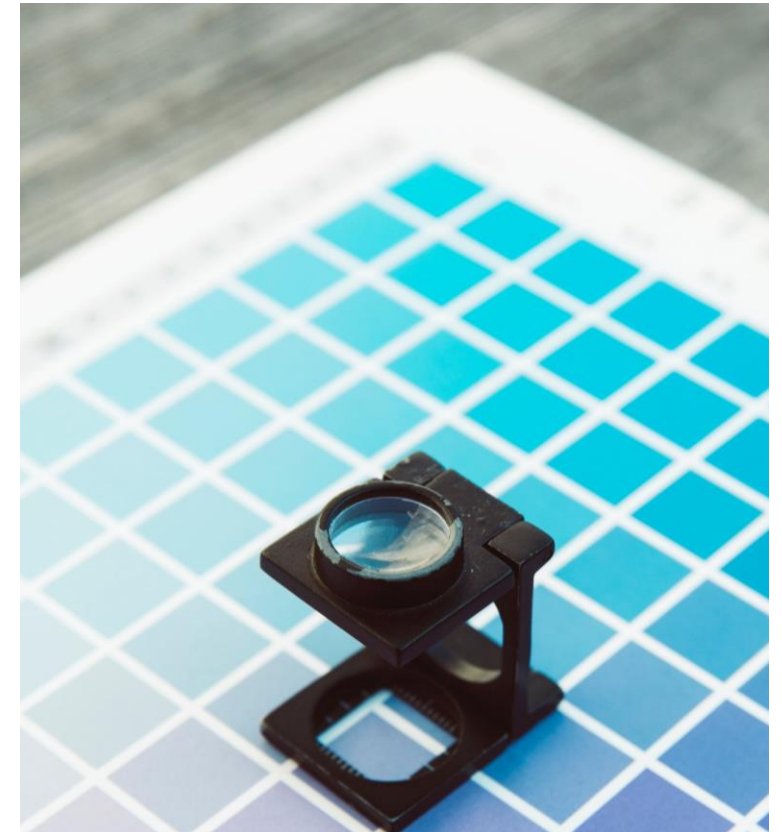
Language: official language(s) of each country with American English offered as an alternative

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

77% of Invicta owners display loyalty towards the brand

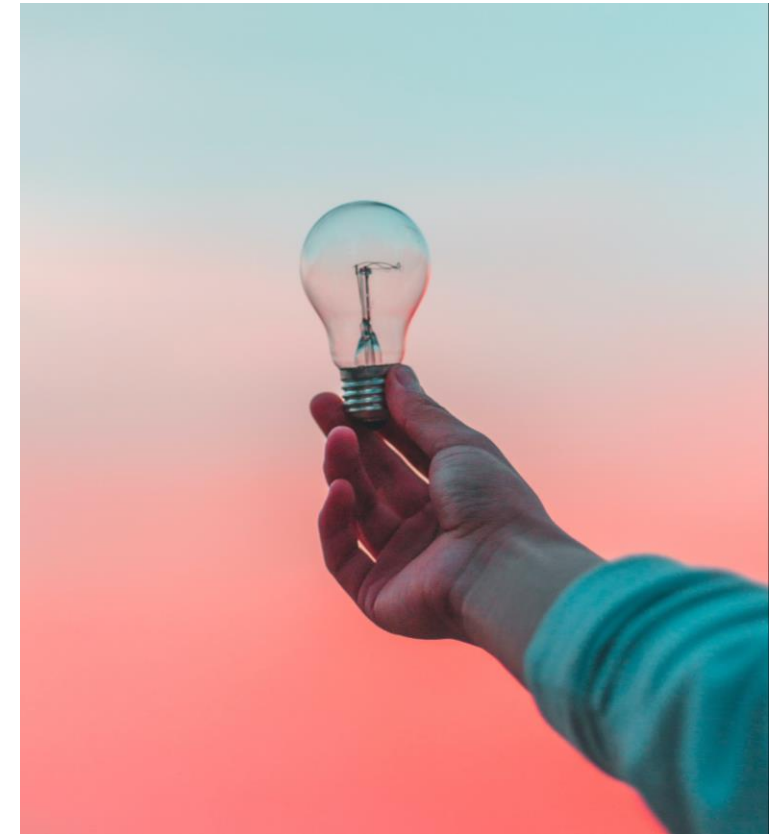
Introduction: key insights

Who does the brand appeal to?

- Invicta's branding resonates more with Millennials
- Invicta generally appeals to men more than women
- Among Invicta enthusiasts, 36% 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?

- Invicta ranks outside the Top 10 in awareness within the watch market
- The popularity rating of Invicta is 38%
- Invicta ranks sixth in ownership
- In terms of loyalty, Invicta is sixth in Brazil
- Invicta has a score of 25% for media buzz



CHAPTER 01

Brand profile

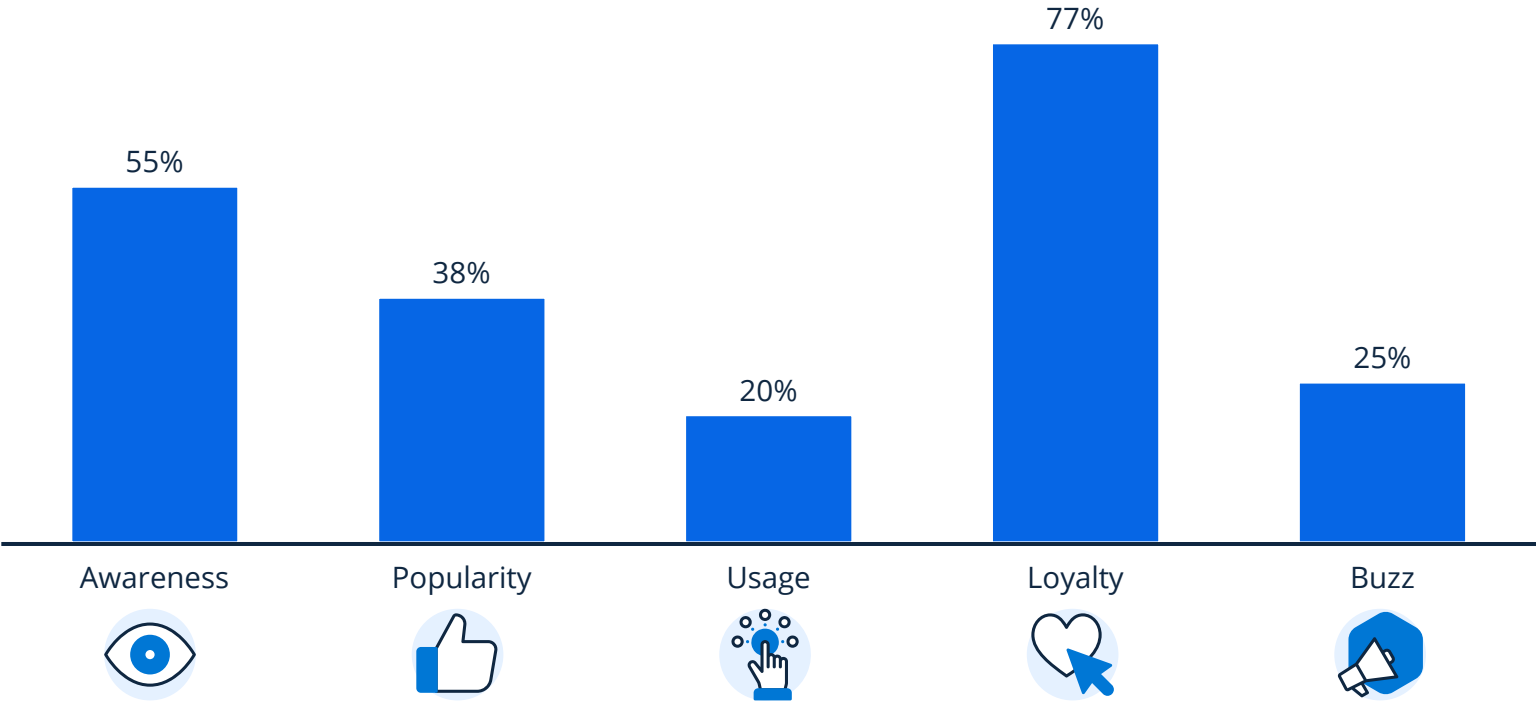
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Loyalty is the highest scoring KPI for Invicta at 77%

Brand profile: snapshot

Brand performance of Invicta in Brazil



5 **Notes:** Watches 'awareness', 'popularity', 'ownership', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=688, respondents who know the individual brand (popularity), n=688, respondents who know the individual brand (ownership), n=137, respondents who have owned the individual brand (loyalty), n=688, respondents who know the individual brand (buzz)
Sources: [Consumer Insights Global](#), as of October 2024

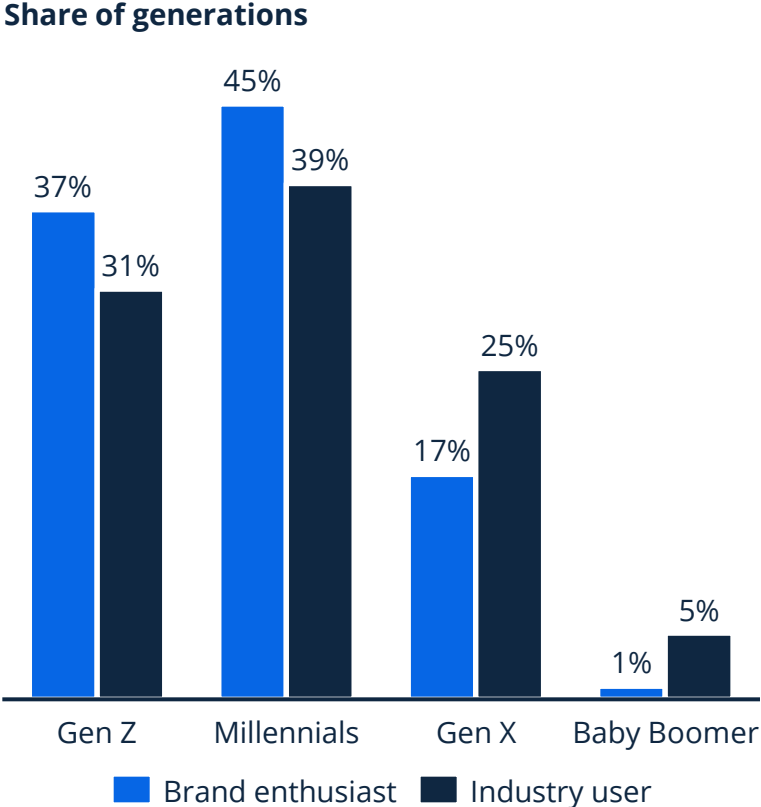
Invicta's branding resonates more with Millennials

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 Invicta by generation versus the share of industry users in general, we can see that Invicta is liked by 1% of Baby boomers and 17% of Gen Xers, whereas the total share of industry users is 5% and 25%, respectively.

For Millennials and Gen Z, 45% and 37% feel positively towards Invicta, versus 39% and 31%. So currently, for Invicta, Millennials connect most with their brand compared to the overall industry user.



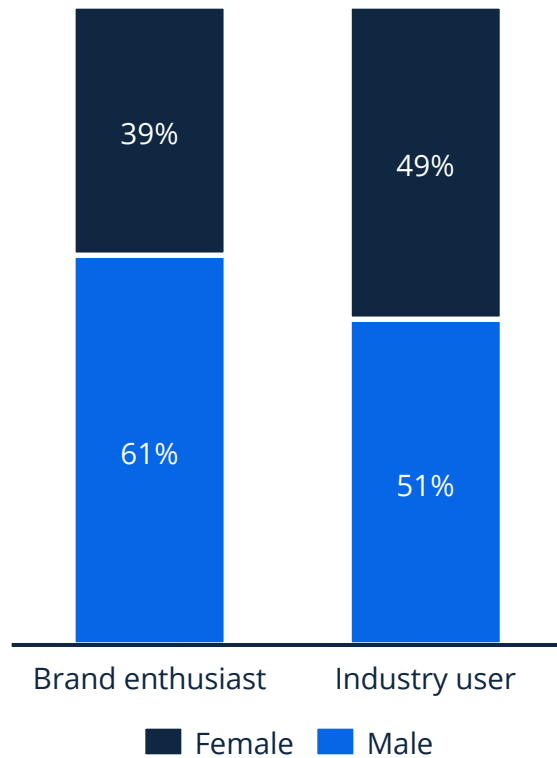
6 Notes: "How old are you?"; Single Pick; "When it comes to watches, which of the following brands do you like?"; Multi Pick; Base: n=259, Invicta enthusiast, n=989, watch owners

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

Invicta generally appeals to men more than women

Brand profile: consumer demographics (2/3)

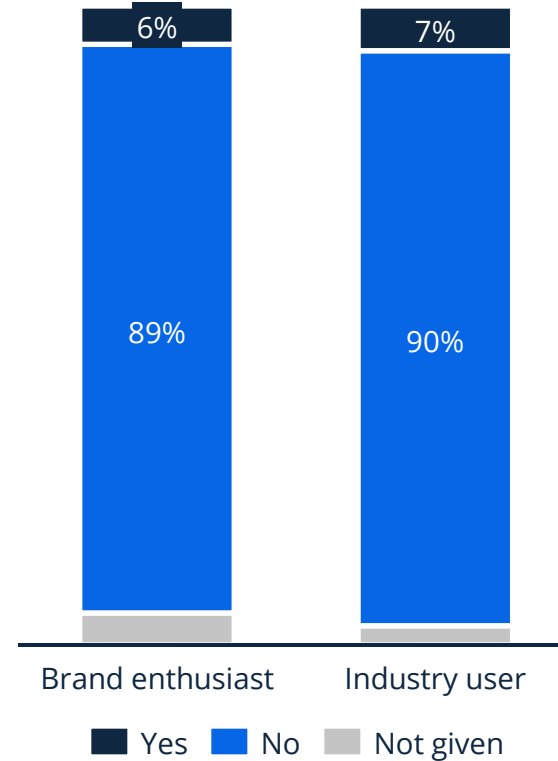
Gender



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

61% of men like Invicta compared to 39% of women, whereas for the overall industry, 51% of men own watches compared to 49% of women.

LGBTQIA+ status



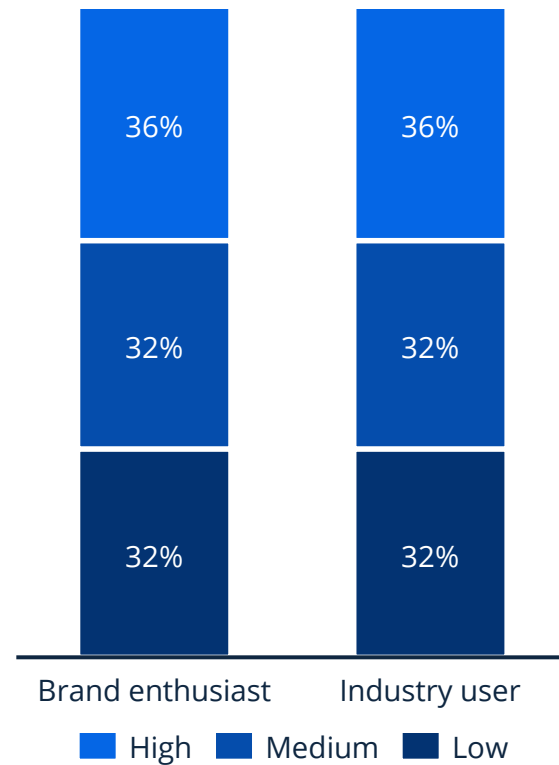
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Invicta has a similar proportion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

6% of Invicta enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 7% among industry users overall.

Among Invicta enthusiasts, 36% fall under the high-income category

Brand profile: consumer demographics (3/3)

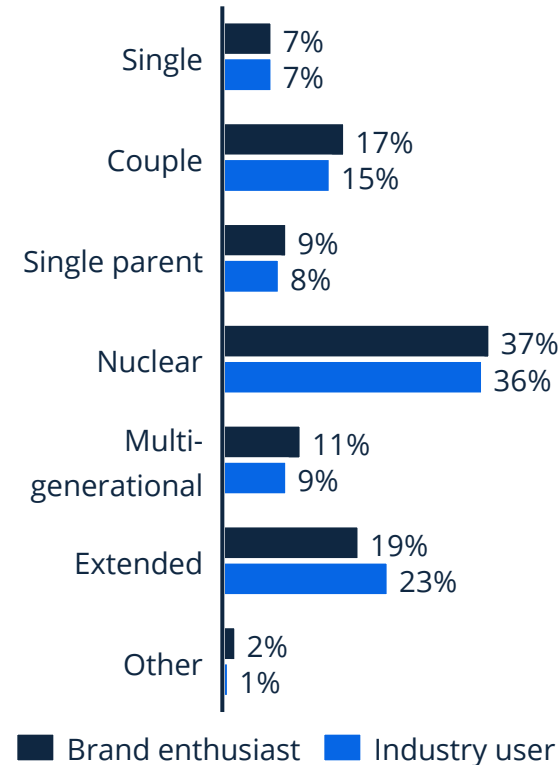
Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry.

36% of Invicta enthusiasts are from high-income households.

Household type



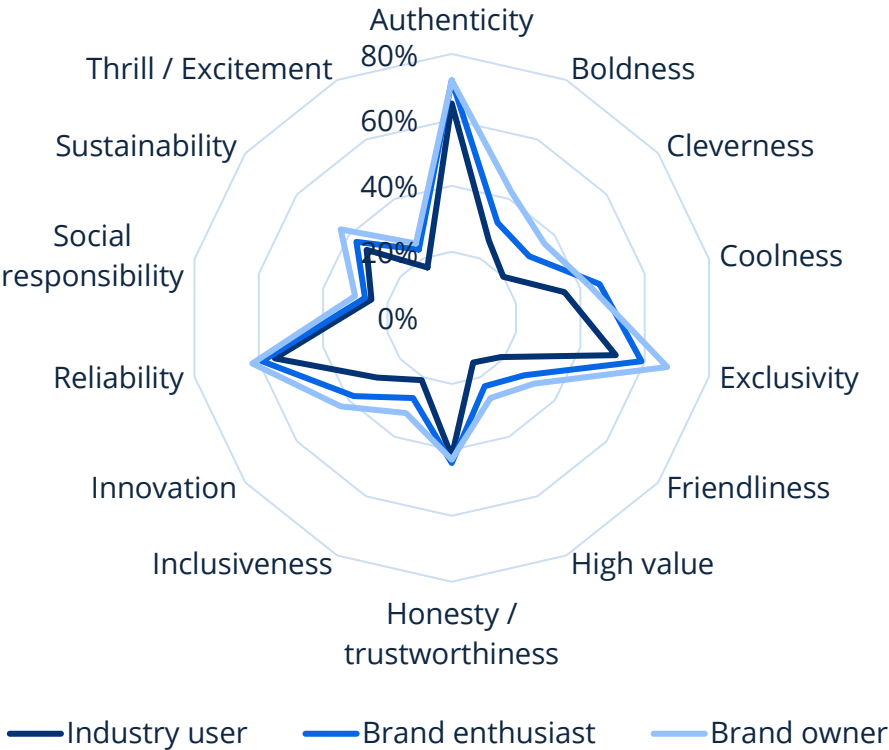
The chart shows the household type, taking into account factors such as household size, family structure, and the number of children.

Invicta's brand is generally enjoyed more by consumers who are part of a multi-generational household, 11% of Invicta 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. Invicta owners also appreciate these key attributes, indicating Invicta exudes these qualities.

The qualities that Invicta enthusiasts are least focused on are thrill / excitement and high value.

Invicta should work on promoting coolness 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=137, Invicta owners', n=259, Invicta enthusiast, n=989, watch owners

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

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