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CONSUMERS & BRANDS

Social media: WeChat users in Mexico

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 WeChat users in Mexico: 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 WeChat users in Mexico ("brand users") against Mexican social media users in general ("category users"), and the overall Mexican 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 Mexico)
- 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

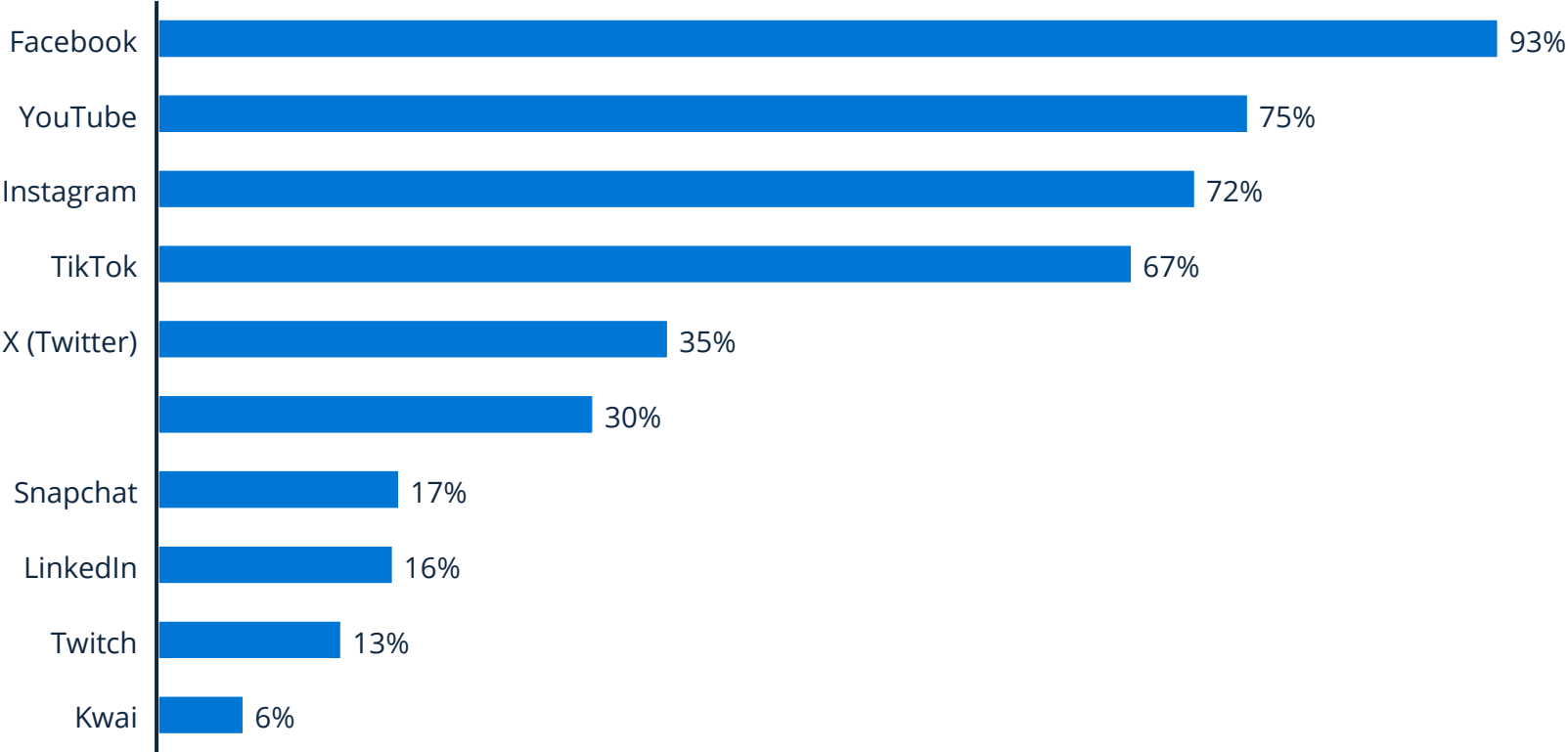
- Brand usage
- Key insights



WeChat ranks outside the top 10 of most used social networks in Mexico

Management summary: brand usage and competition

Top 10 most used social networks in Mexico



4 Notes: "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.;" Multi Pick; Base: n=3,039 social media users

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

WeChat users in Mexico

Management summary: key insights

Demographic profile

WeChat is more popular among Millennials than other social networks.

53% of WeChat users are male.

WeChat has a larger share of users with a high income than other social networks.

WeChat users are more likely to live in megacities than social media users in general.

Consumer lifestyle

Social justice is more important to WeChat users than to other social media users.

Finance and economy are relatively prevalent interests of WeChat users.

Cars or vehicles are relatively popular hobbies among WeChat users.

Consumer attitudes

It stands out that 56% of WeChat users are excited about using the metaverse.

31% of WeChat users are innovators or early adopters of new products.

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

Marketing touchpoints

85% of WeChat consumers are also active on Facebook.

WeChat users remember seeing ads on video streaming services more often than other social media users.

CHAPTER 02

Demographic profile

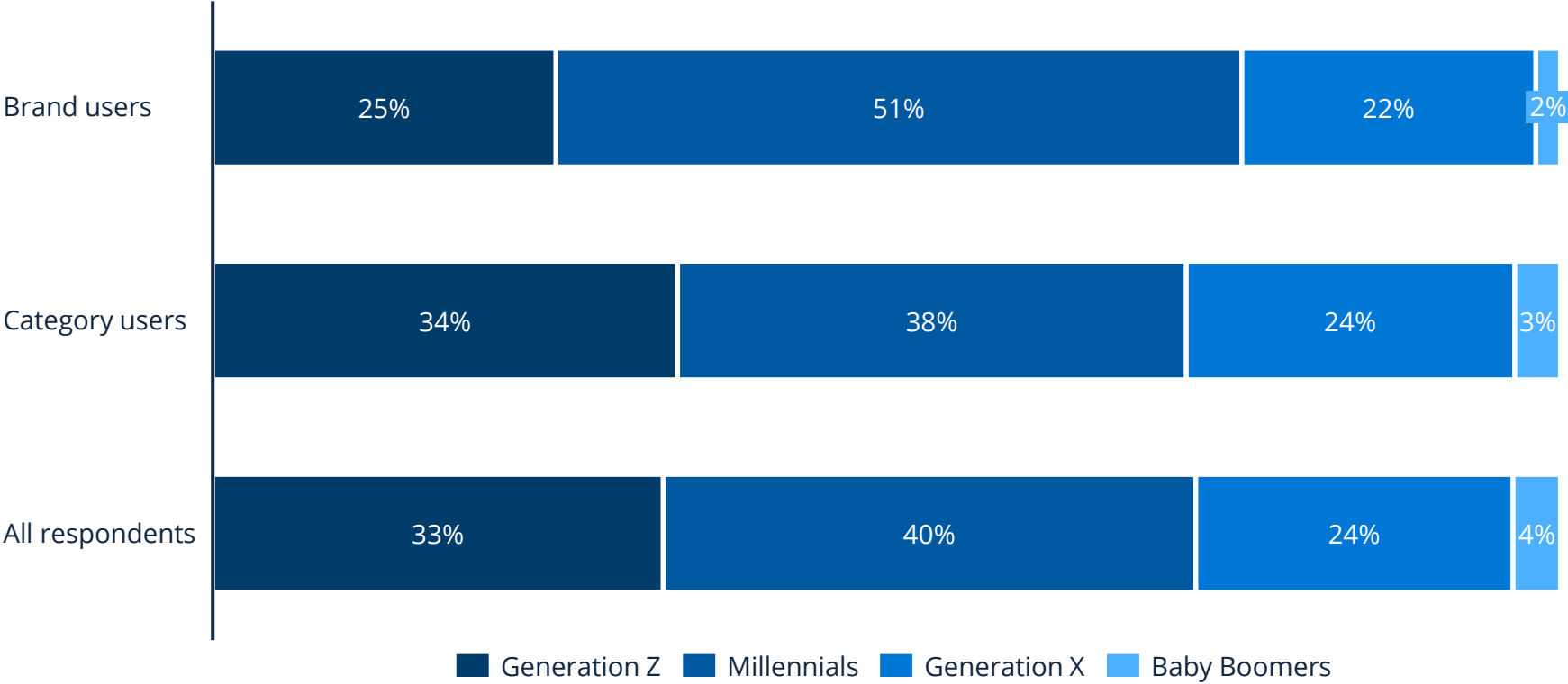
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



WeChat is more popular among Millennials than other social networks

Demographic profile: generations

Age of consumers in Mexico



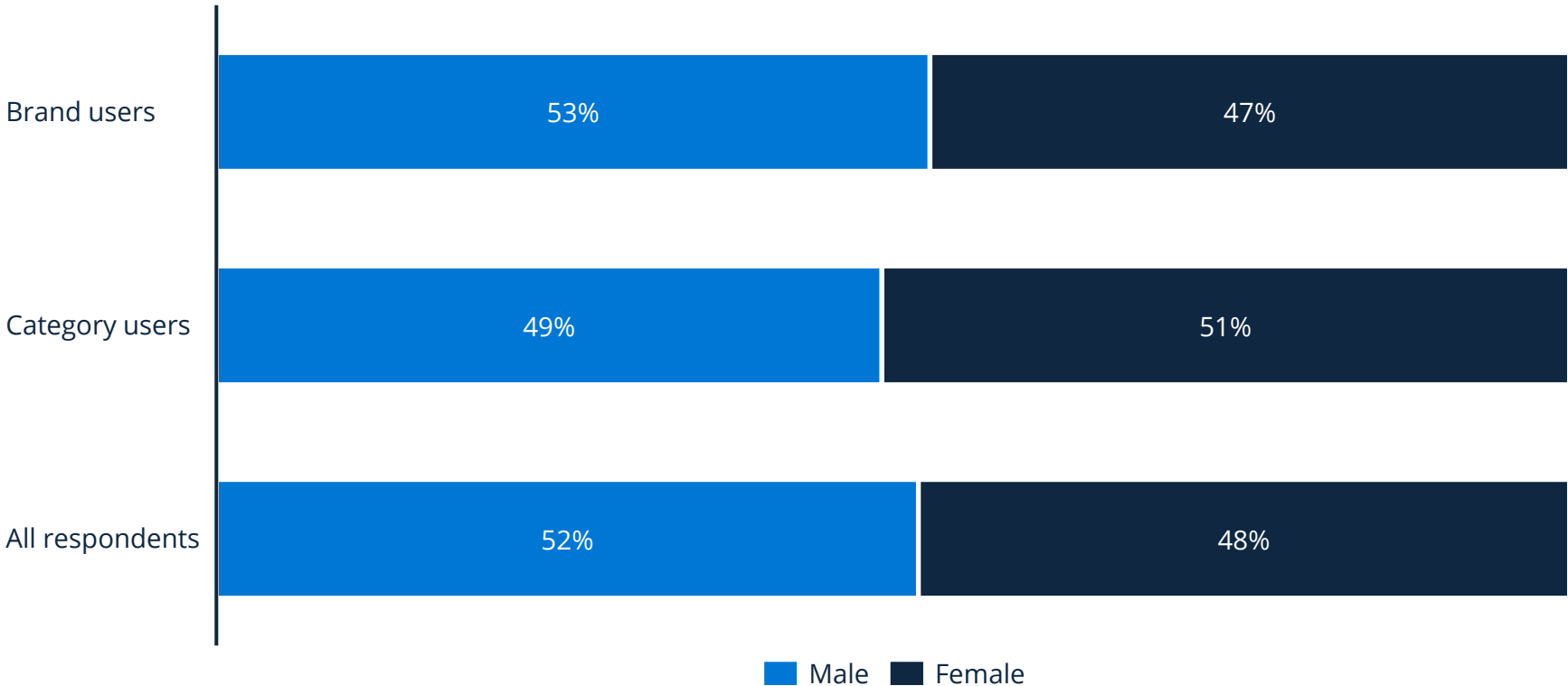
7 Notes: "How old are you?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

53% of WeChat users are male

Demographic profile: gender



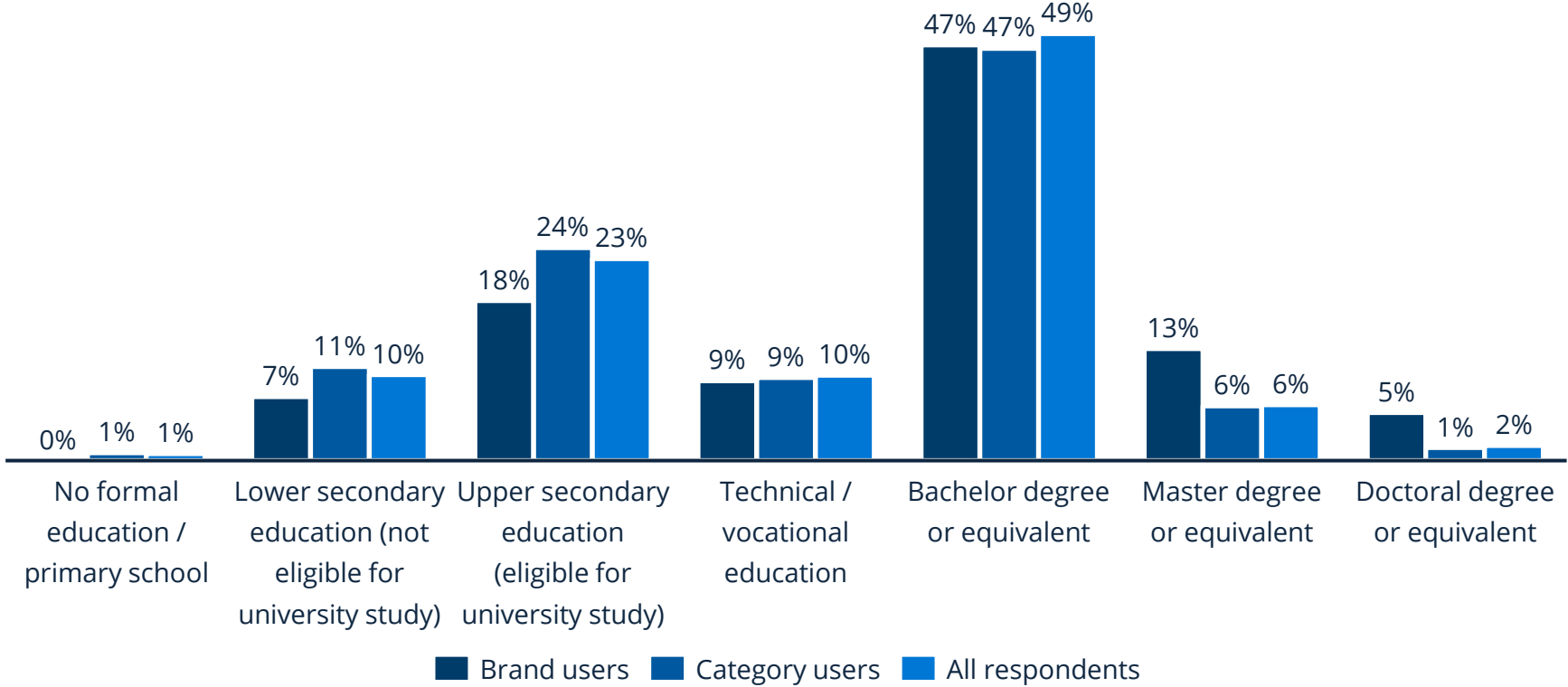
Gender of consumers in Mexico



65% of WeChat users have a college degree

Demographic profile: education

Consumer's level of education in Mexico



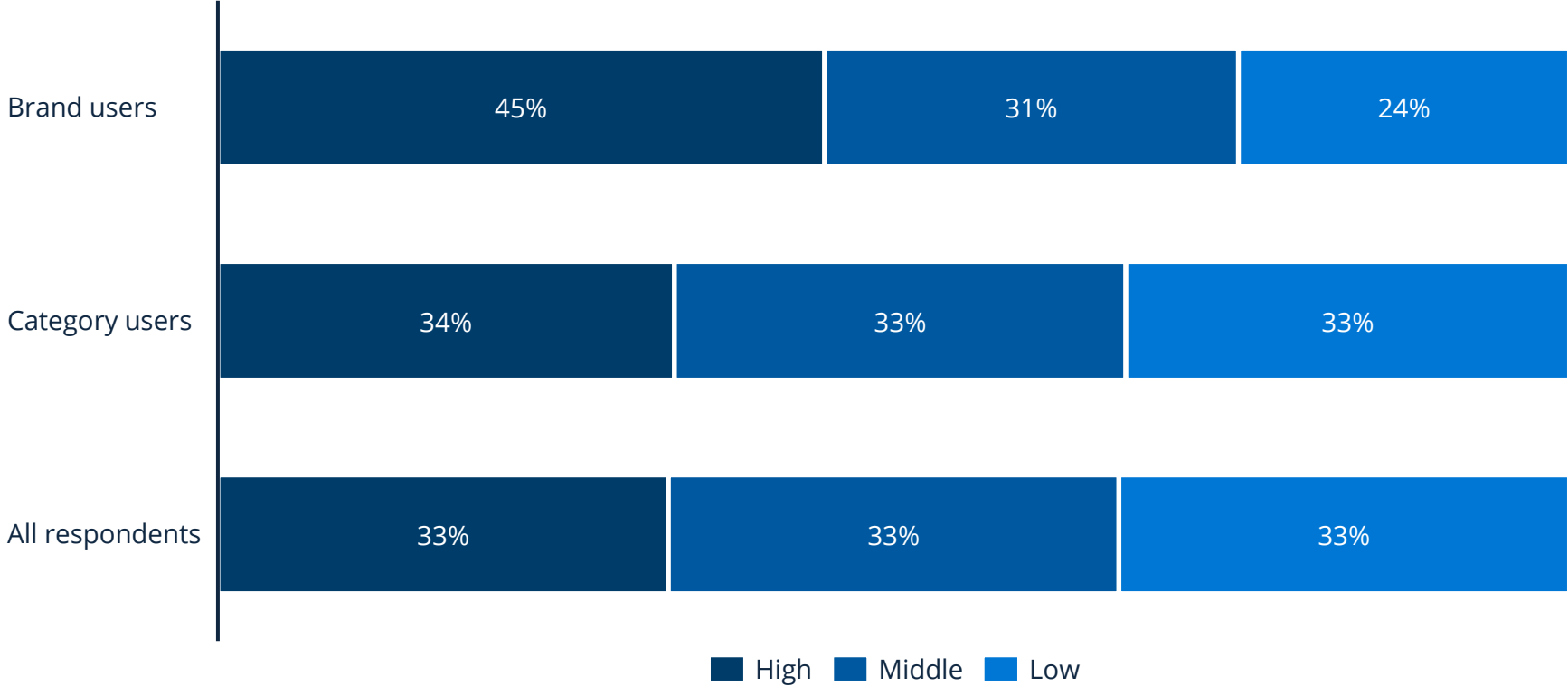
9 | Notes: "What is the highest level of education you have completed?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

WeChat has a larger share of users with a high income than other social networks

Demographic profile: income



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

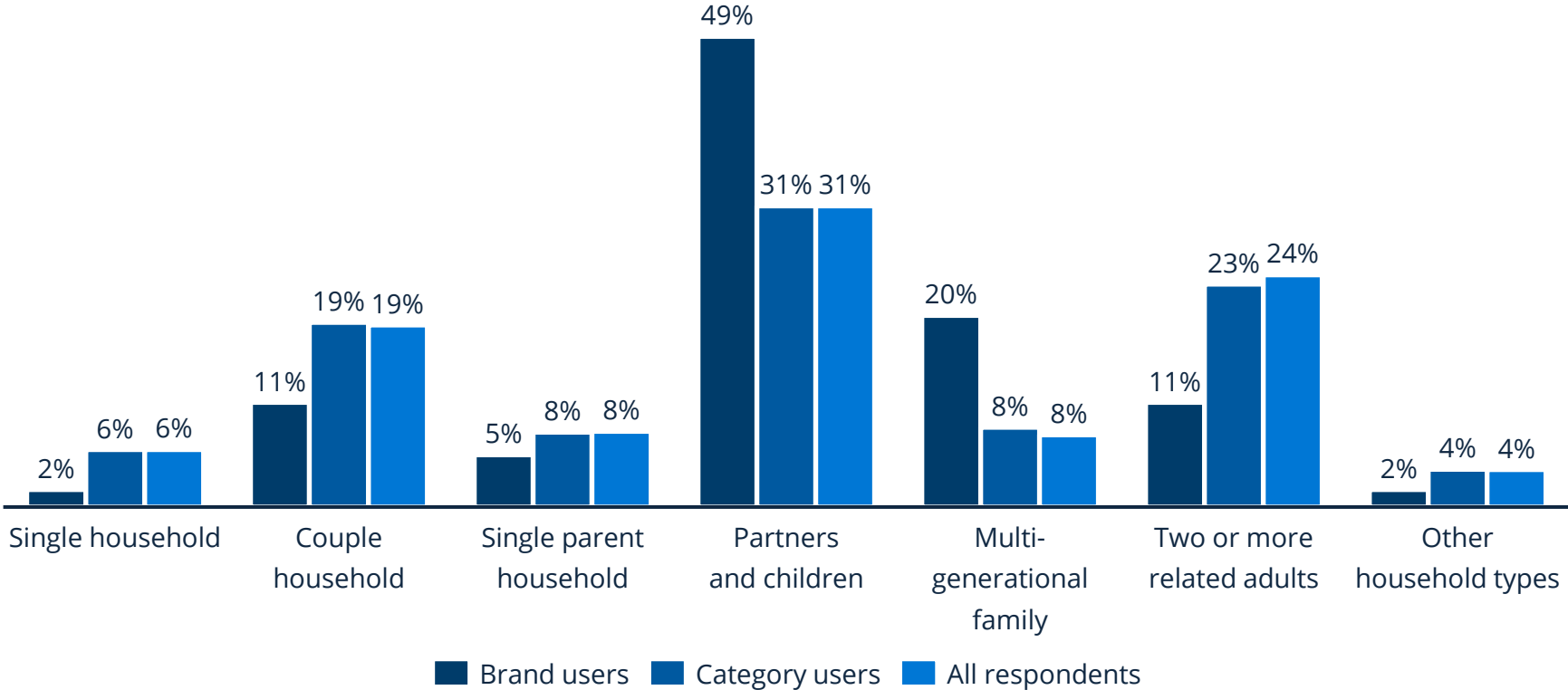


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other social media users, WeChat users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Mexico live



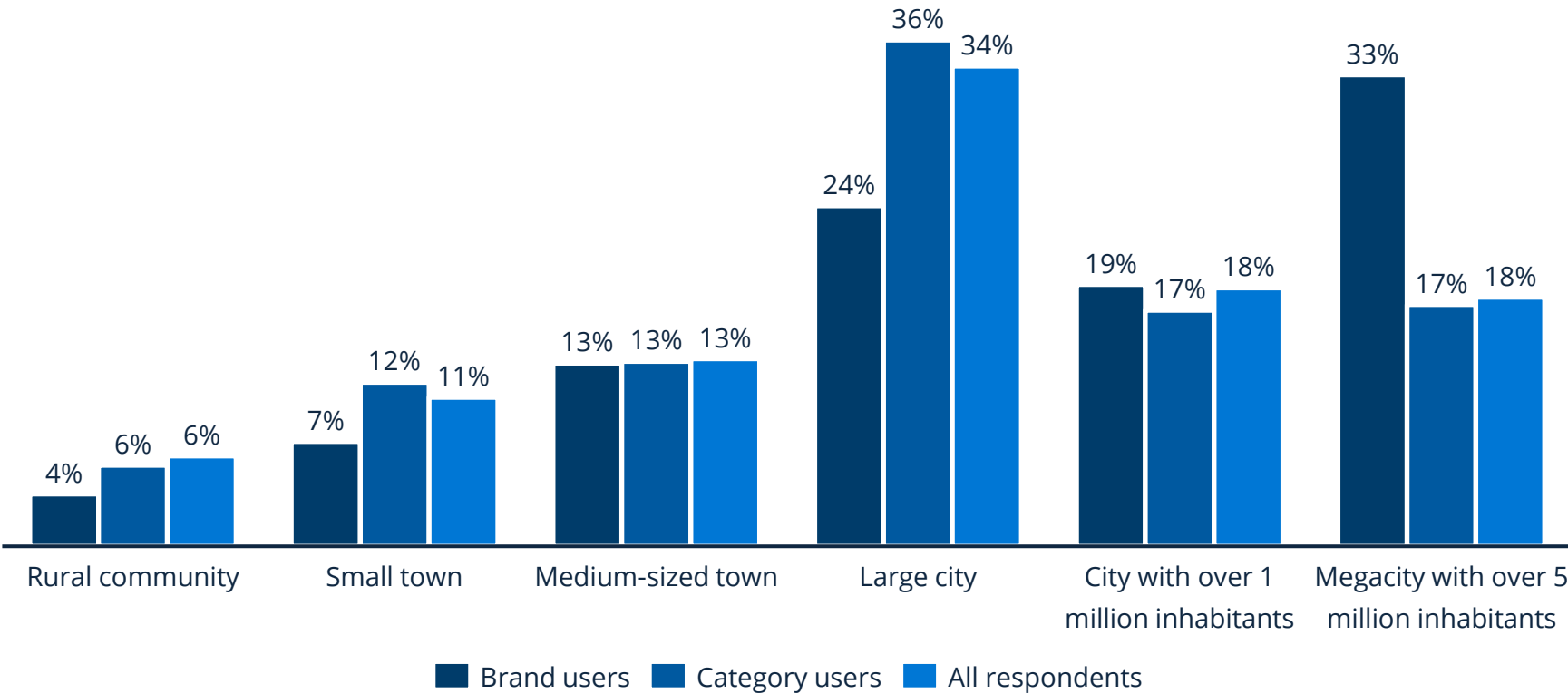
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

WeChat users are more likely to live in megacities than social media users in general

Demographic profile: type of community



Communities where consumers live in Mexico

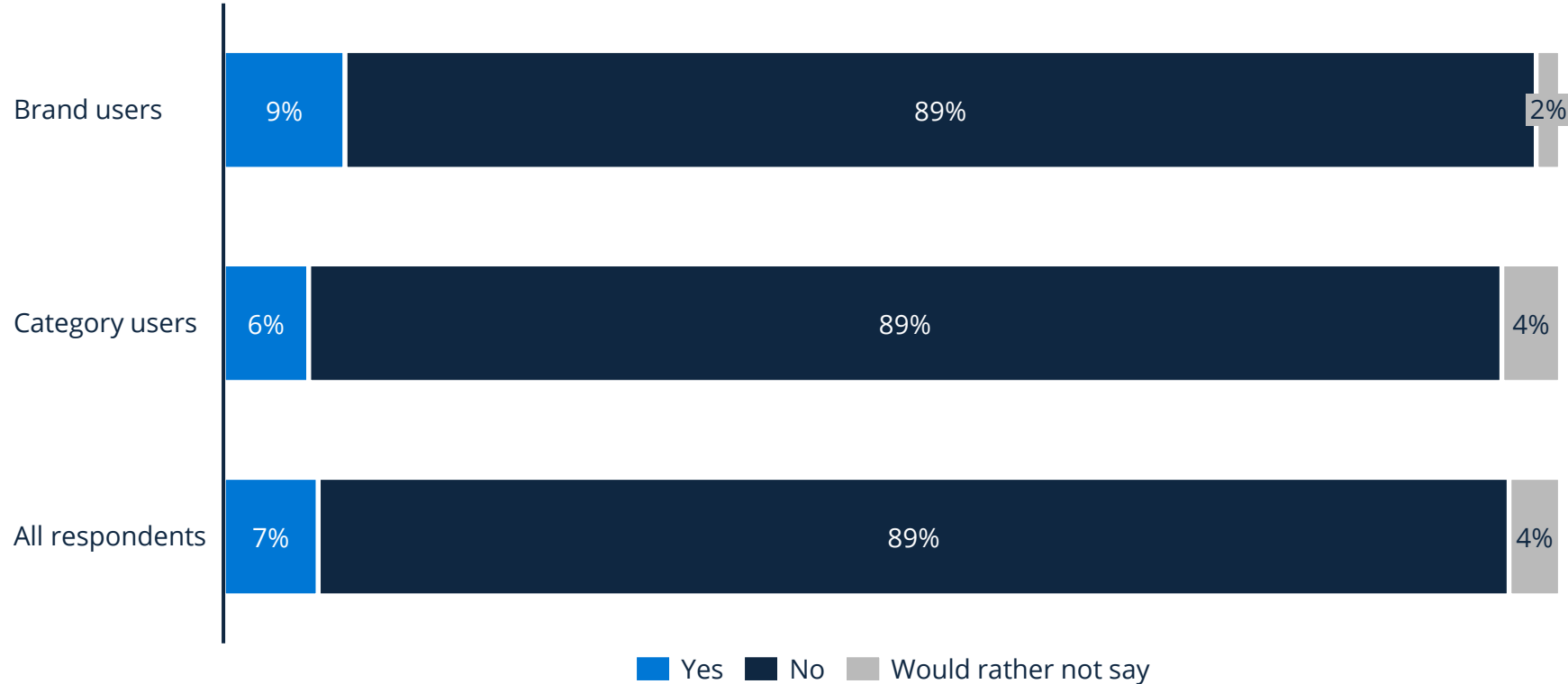


12 **Notes:** "In what type of community do you live?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

9% of WeChat users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Mexico



13 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

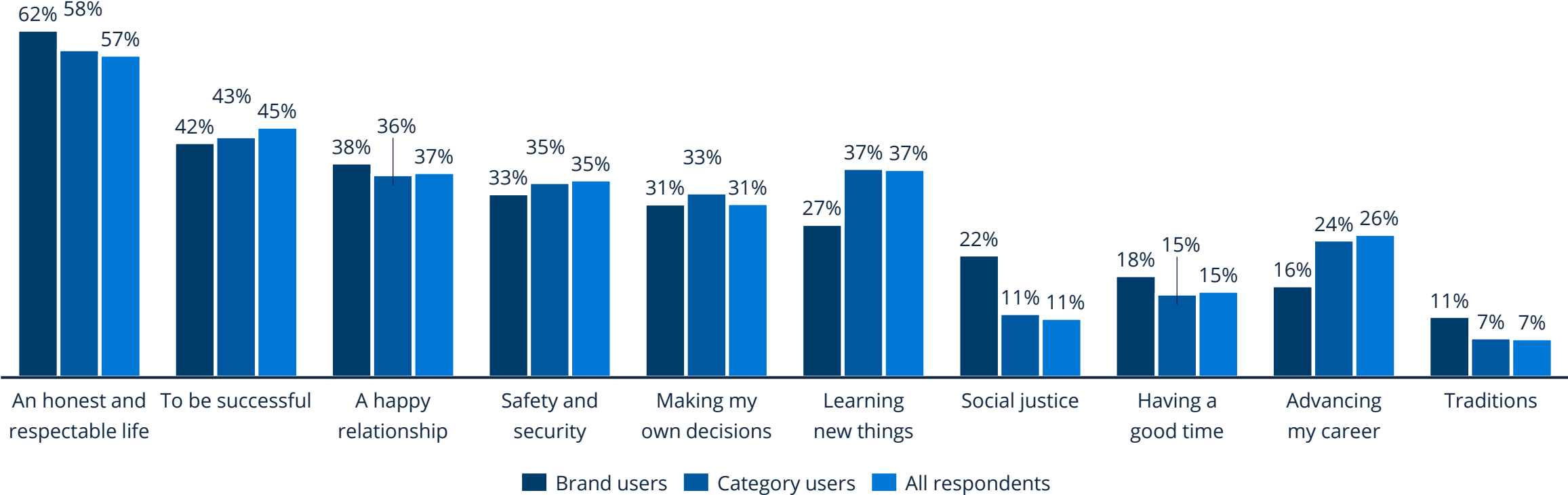
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Social justice is more important to WeChat users than to other social media users

Consumer lifestyle: life values

Most important aspects of life for consumers in Mexico



15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.;" Multi Pick; Base: n=55 WeChat users, n=3,039 social media users, n=12,166 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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