

CONSUMERS & BRANDS

Speakers: Marshall owners in Germany

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 Marshall owners 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 Marshall owners in Germany ("brand users") against German owners of speakers 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⁽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 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

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

CHAPTER 01

Management summary

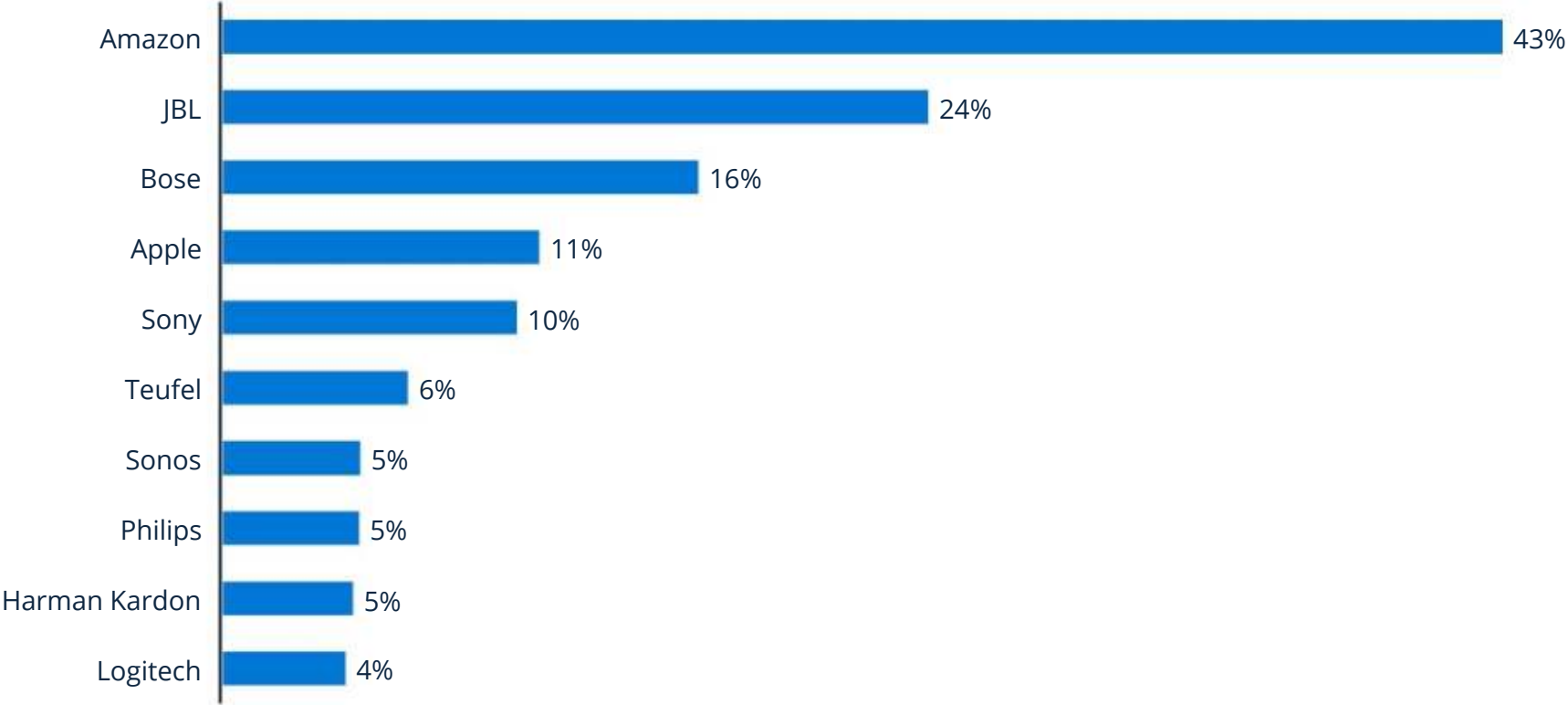
- Brand usage
- Key insights



Marshall ranks outside the top 10 of most owned speaker brands in Germany

Management summary: brand usage and competition

Top 10 most owned speaker brands in Germany



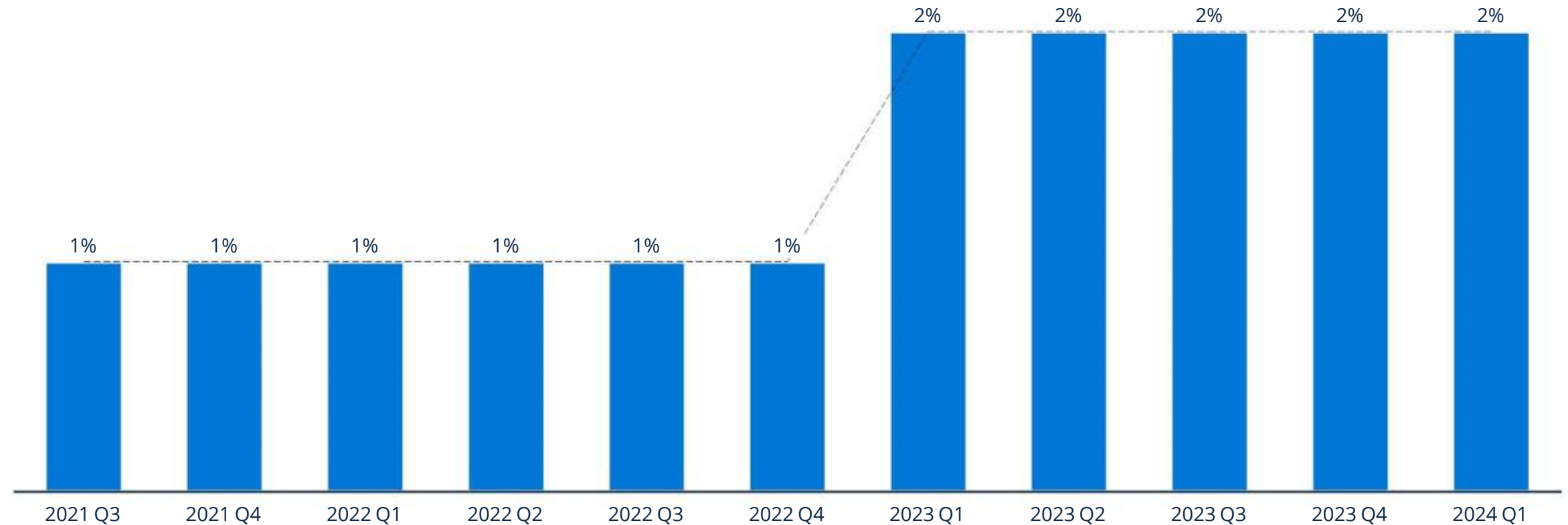
4 Notes: "What brands are the speakers in your household?"; Multi Pick; Base: n=3,360 owners of speakers

Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of June 2024

The share of owners of speakers owning Marshall grew by 1 percentage point since Q3 of 2021

Management summary: brand usage timeline

Timeline of owners of speakers owning Marshall



5 Notes: "What brands are the speakers in your household?"; Multi Pick; Base: n=30 - 66 Marshall owners, n=2371 - 3360 owners of speakers

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

Marshall owners in Germany

Management summary: key insights

Demographic profile

Marshall is more popular among Generation Z than other speaker brands.

Marshall is more popular among female owners of speakers than male owners of speakers.

Marshall has a larger share of owners with a high income than other speaker brands.

Marshall owners are more likely to live in cities with over 1 million inhabitants than owners of speakers in general.

Consumer lifestyle

Success and career advancement are relatively important to Marshall owners.

Family and parenting are relatively prevalent interests of Marshall owners.

Shopping is a relatively popular hobby among Marshall owners.

Consumer attitudes

It stands out that 45% of Marshall owners say that electronics are a status symbol for them.

53% of Marshall owners are in the early majority of innovation adopter types.

A relatively high share of Marshall owners think that government debt is an issue that needs to be addressed.

Marketing touchpoints

Instagram is more popular among Marshall owners than the average speaker owner.

Marshall owners remember hearing ads in podcasts more often than other owners of speakers.

CHAPTER 02

Demographic profile

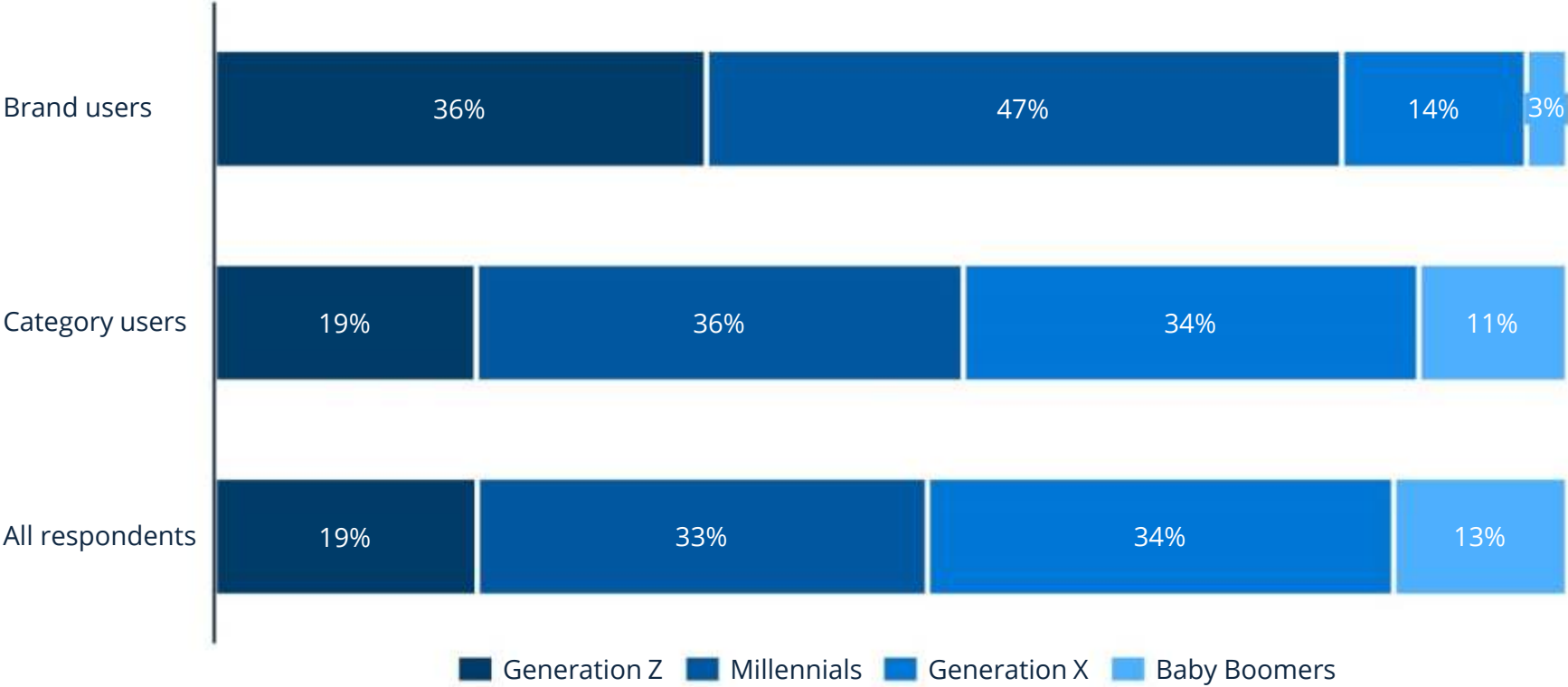
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Marshall is more popular among Generation Z than other speaker brands

Demographic profile: generations

Age of consumers in Germany



8 Notes: "How old are you?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=66 Marshall owners, n=3,360 owners of speakers, n=35,985 all respondents

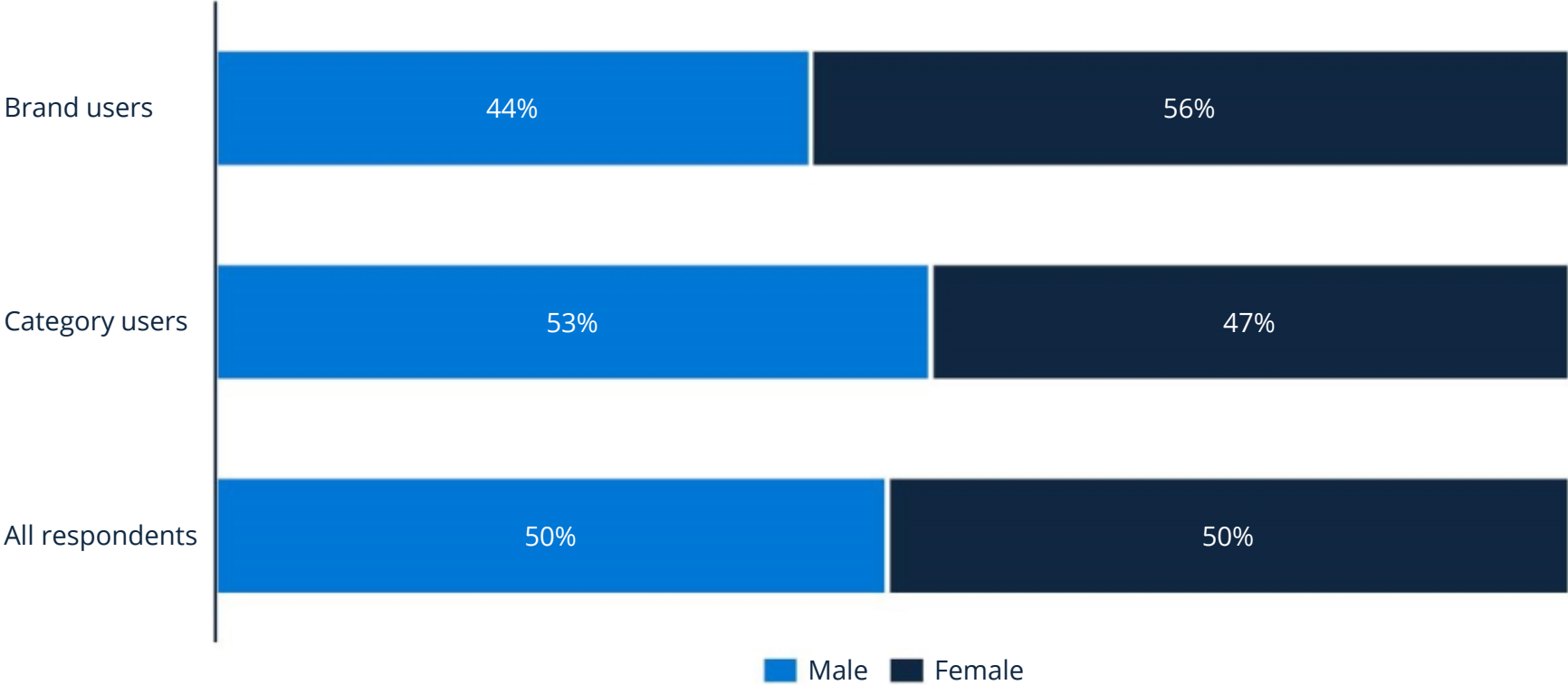
Sources: [Consumer Insights Global](https://www.consumersinsights.com) as of June 2024

Marshall is more popular among female owners of speakers than male owners of speakers

Demographic profile: gender



Gender of consumers in Germany



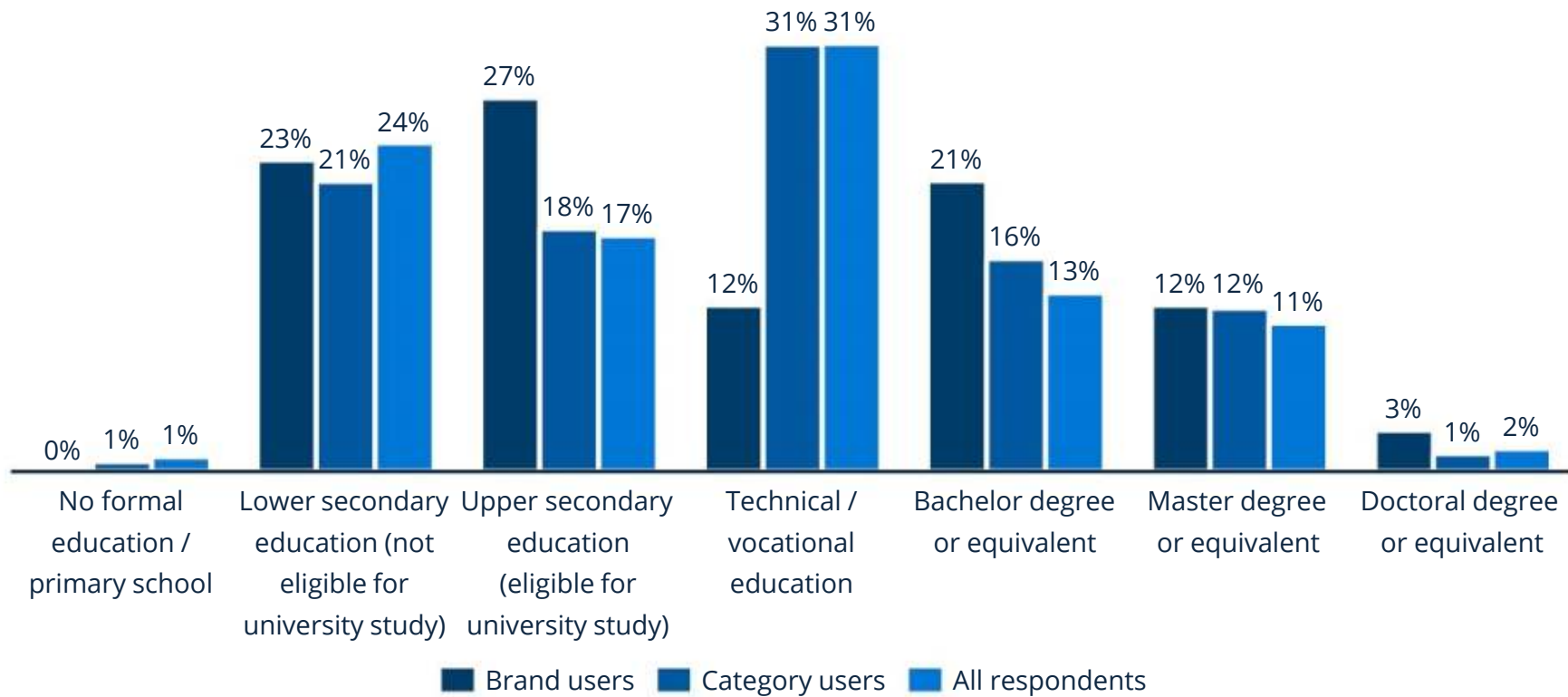
9 Notes: "What is your gender?"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=66 Marshall owners, n=3,360 owners of speakers, n=35,985 all respondents

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

A relatively high share of Marshall owners have a college degree

Demographic profile: education

Consumer's level of education in Germany

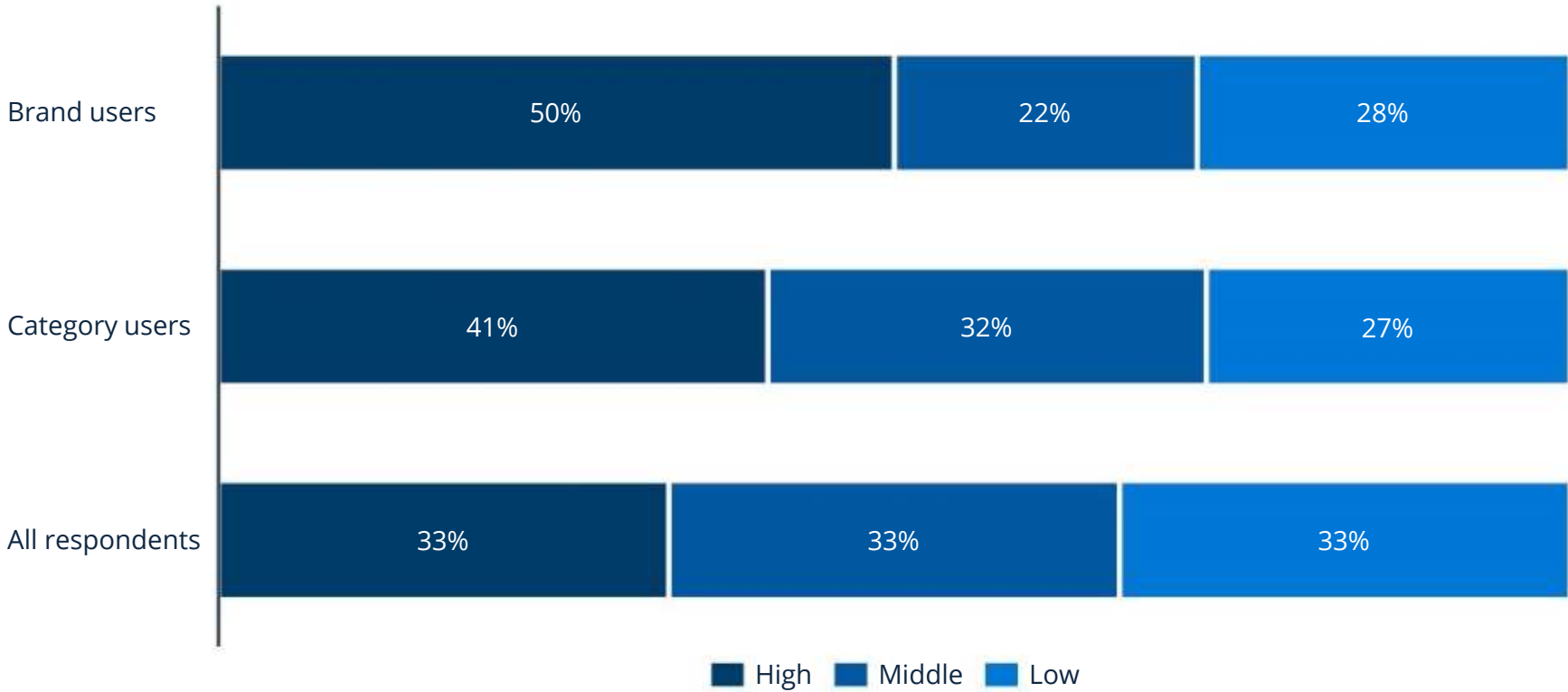


Marshall has a larger share of owners with a high income than other speaker brands

Demographic profile: income



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



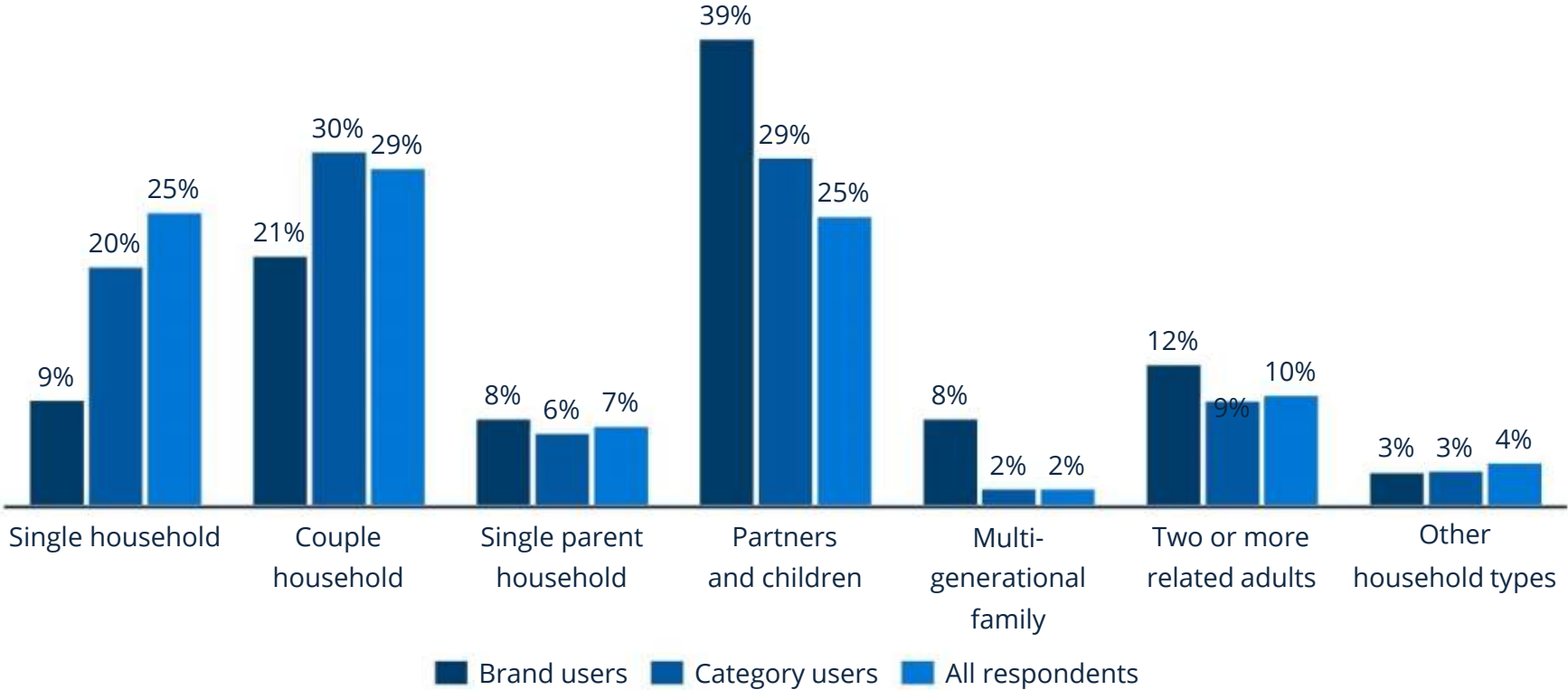
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=66 Marshall owners, n=3,360 owners of speakers, n=35,985 all respondents

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

Compared to other owners of speakers, Marshall owners are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Germany live



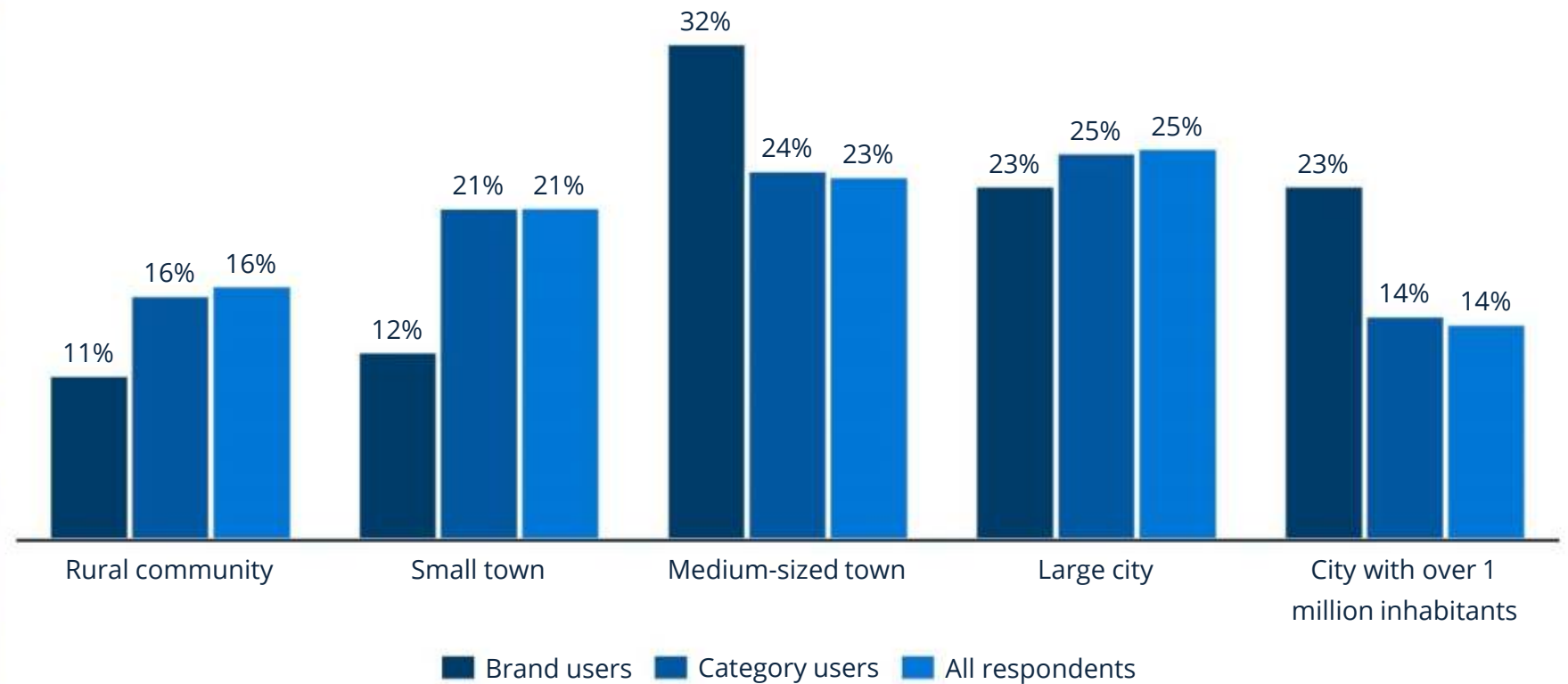
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=66 Marshall owners, n=3,360 owners of speakers, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Marshall owners are more likely to live in cities with over 1 million inhabitants than owners of speakers in general

Demographic profile: type of community



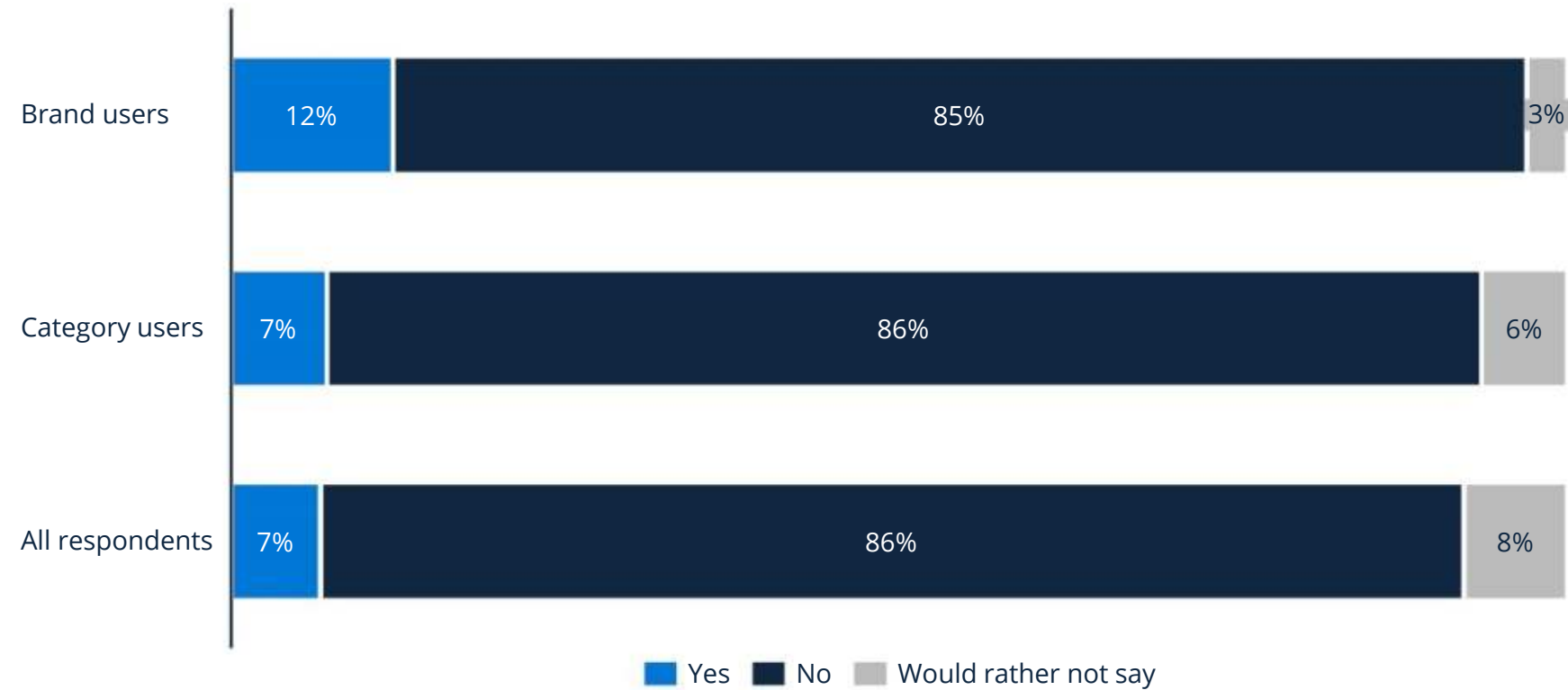
Communities where consumers live in Germany



12% of Marshall owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Germany



CHAPTER 03

Consumer lifestyle

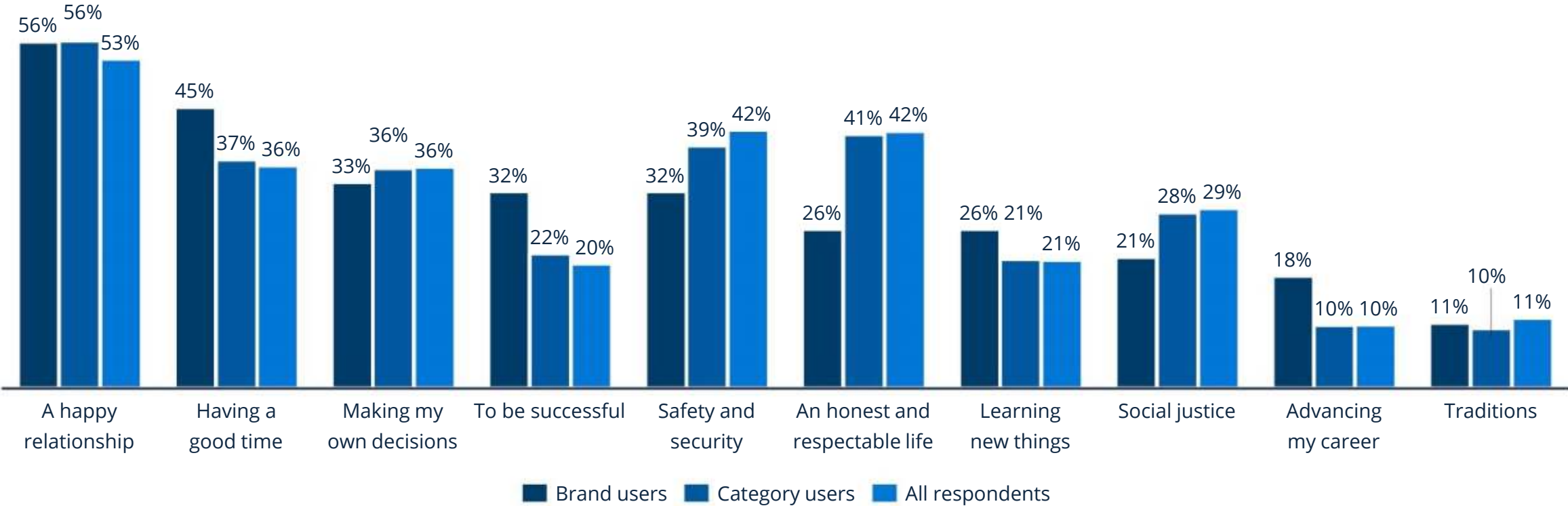
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Success and career advancement are relatively important to Marshall owners

Consumer lifestyle: life values

Most important aspects of life for consumers in Germany



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "What brands are the speakers in your household?"; Multi Pick; Base: n=66 Marshall owners, n=3,360 owners of speakers, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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