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CONSUMERS & BRANDS

E-Book shops: Świat Książki customers in Poland

Consumer Insights report

Consumer Insights
by **statista** 

May 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Świat Książki customers in Poland: 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 Świat Książki customers in Poland (“brand users”) against Polish E-book shoppers in general (“category users”), and the overall Polish 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 Poland)
- 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

CHAPTER 01

Management summary

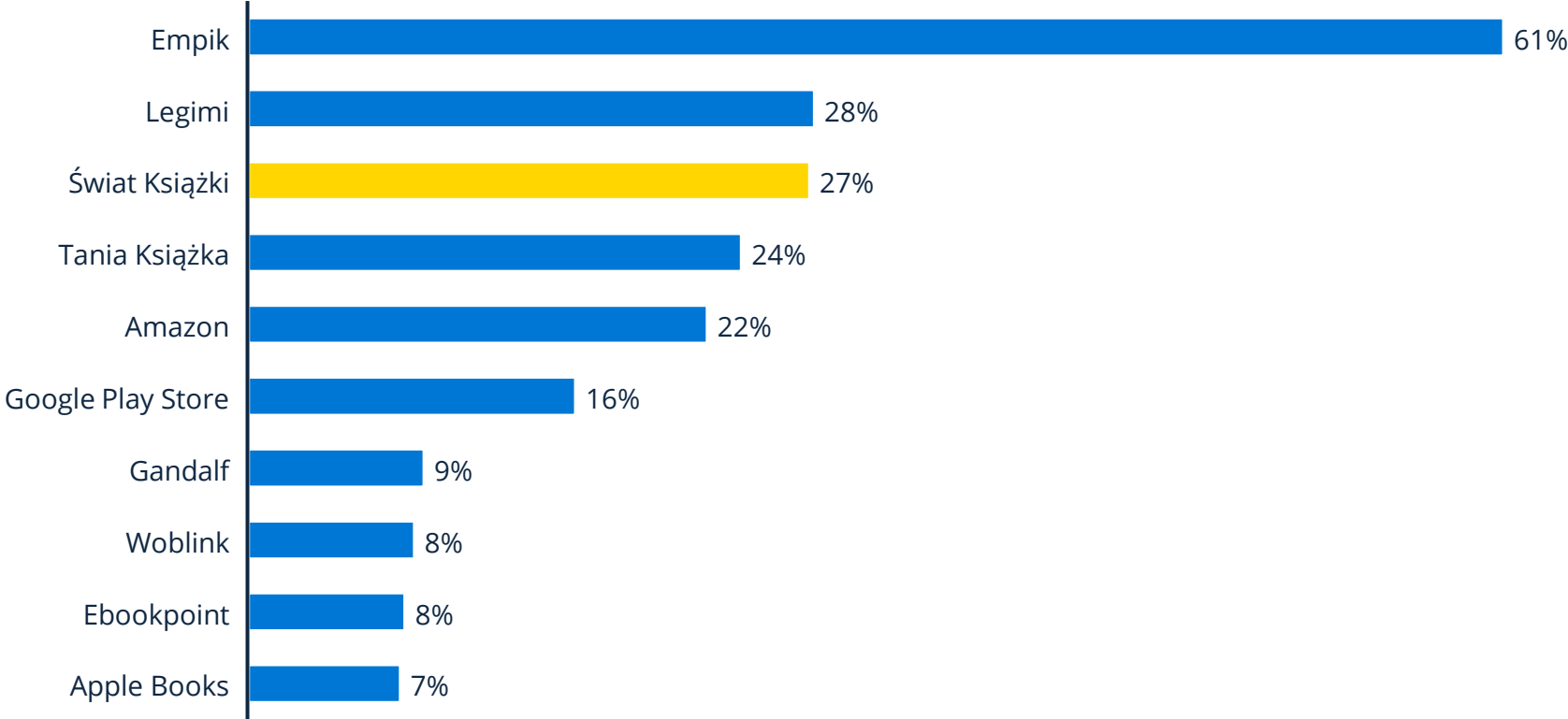
- Brand usage
- Key insights



With a user share of 27%, Świat Książki is one of the top 3 E-book shops in Poland

Management summary: brand usage and competition

Top 10 most used E-book shops in Poland



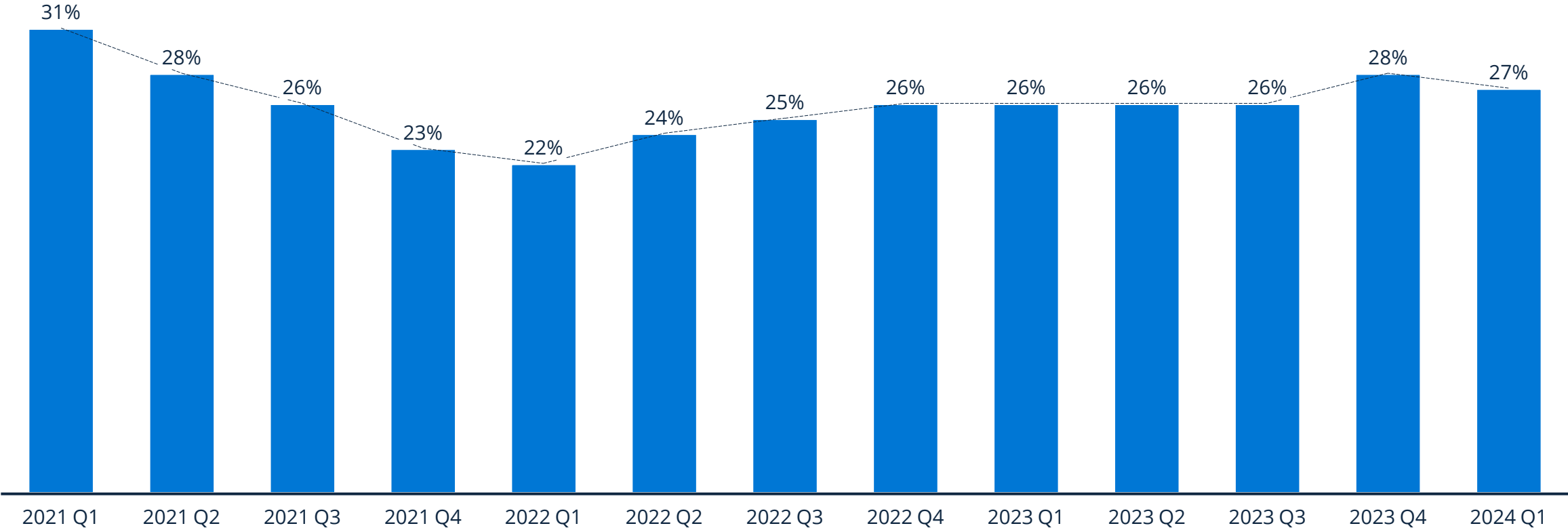
4 Notes: "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=420 E-book shoppers

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

The share of E-book shoppers using Świat Książki declined by 4 percentage points since 2021

Management summary: brand usage timeline

Timeline of E-book shoppers using Świat Książki



5 Notes: "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=93 - 144 Świat Książki customers, n=411 - 468 E-book shoppers

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

Świat Książki customers in Poland

Management summary: key insights

Demographic profile

Świat Książki has a high share of customers that are Millennials compared to the total online population.

Compared to other E-book shops, Świat Książki has a relatively high share of male customers.

Świat Książki has a smaller share of customers with a low income than other E-book shops.

28% of Świat Książki customers live in medium-sized towns.

Consumer lifestyle

A happy relationship is more important to Świat Książki customers than to other E-book shoppers.

History is a relatively prevalent interest of Świat Książki customers.

Outdoor activities are a relatively popular hobby among Świat Książki customers.

Consumer attitudes

It stands out that 40% of Świat Książki customers prefer to own hard copies of films, books or music.

30% of Świat Książki customers are innovators or early adopters of new products.

A relatively high share of Świat Książki customers think that the environment is an issue that needs to be addressed.

Marketing touchpoints

Twitch is more popular among Świat Książki customers than the average E-book shopper.

Świat Książki customers remember seeing ads on video streaming services more often than other E-book shoppers.

CHAPTER 02

Demographic profile

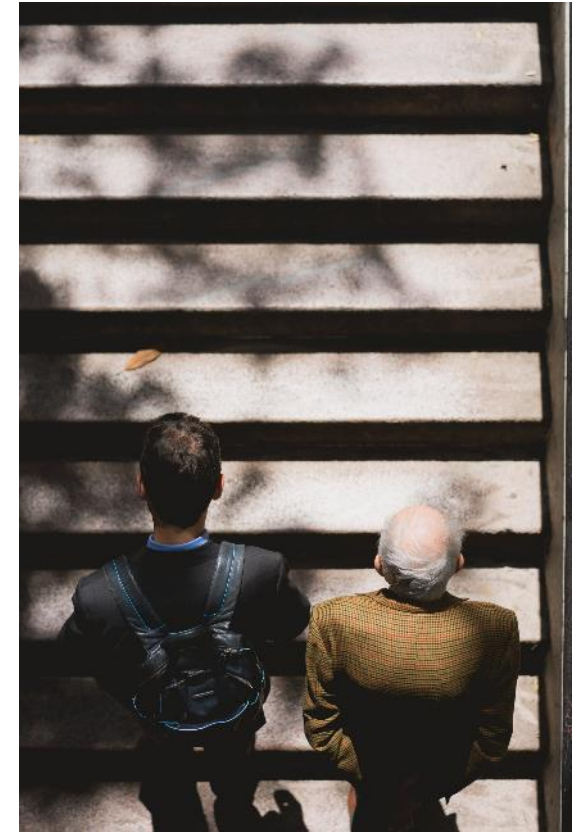
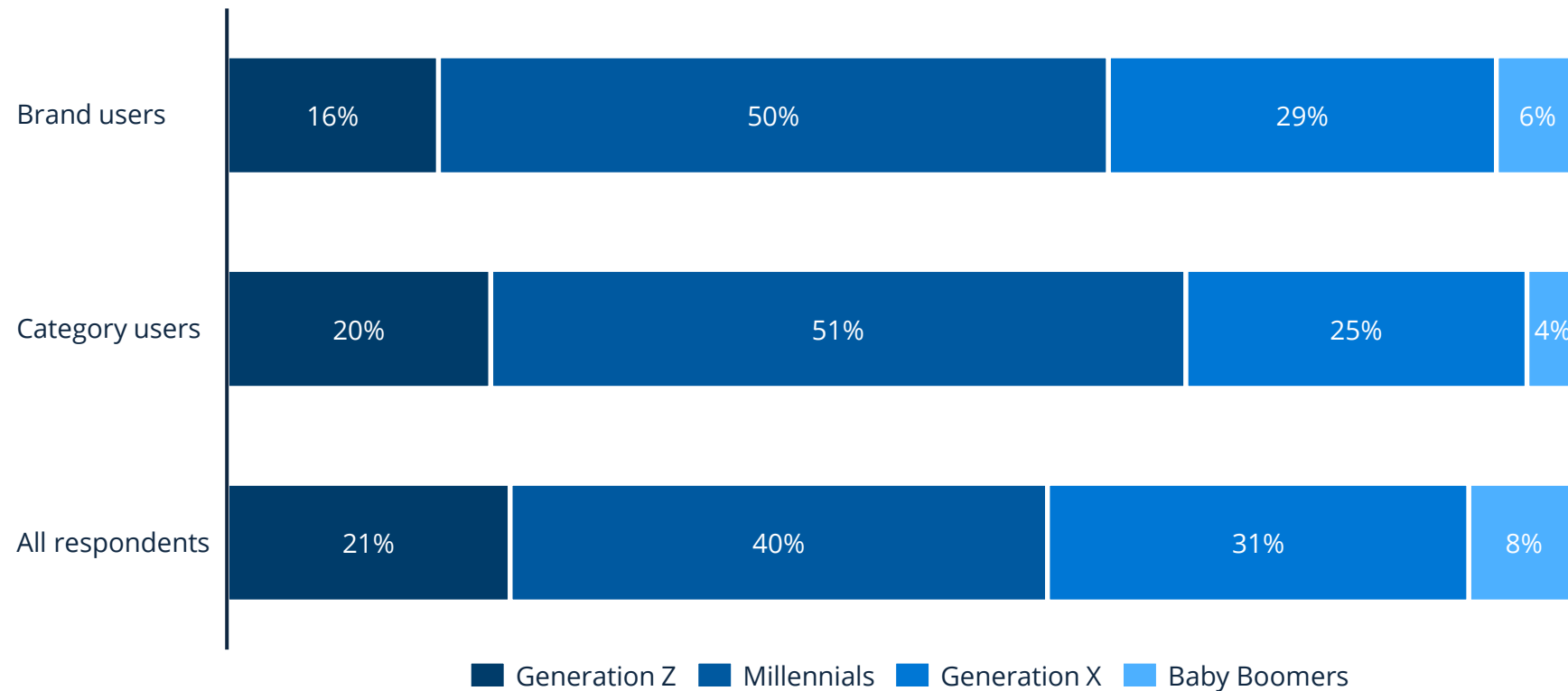
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Świat Książki has a high share of customers that are Millennials compared to the total online population

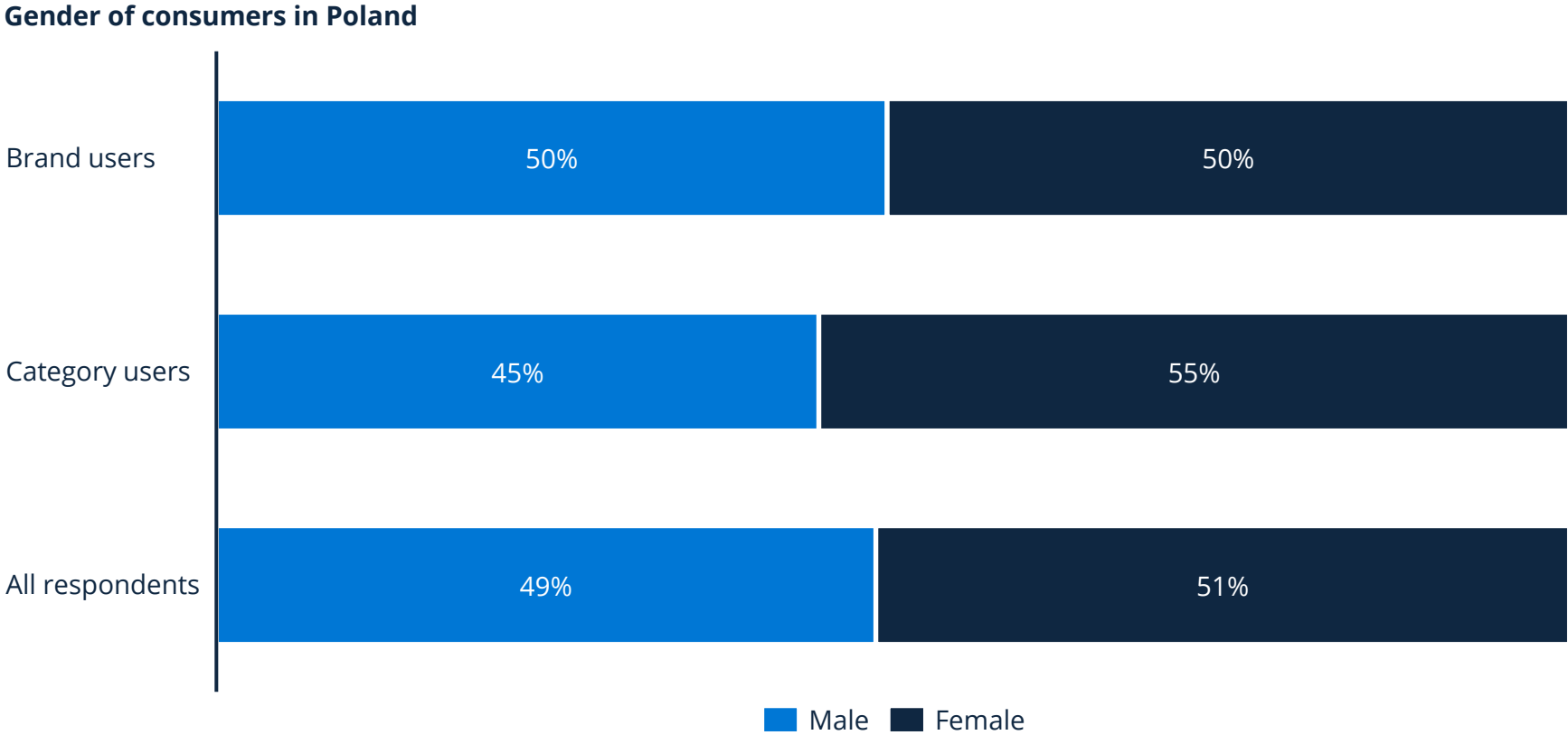
Demographic profile: generations

Age of consumers in Poland



Compared to other E-book shops, Świat Książki has a relatively high share of male customers

Demographic profile: gender



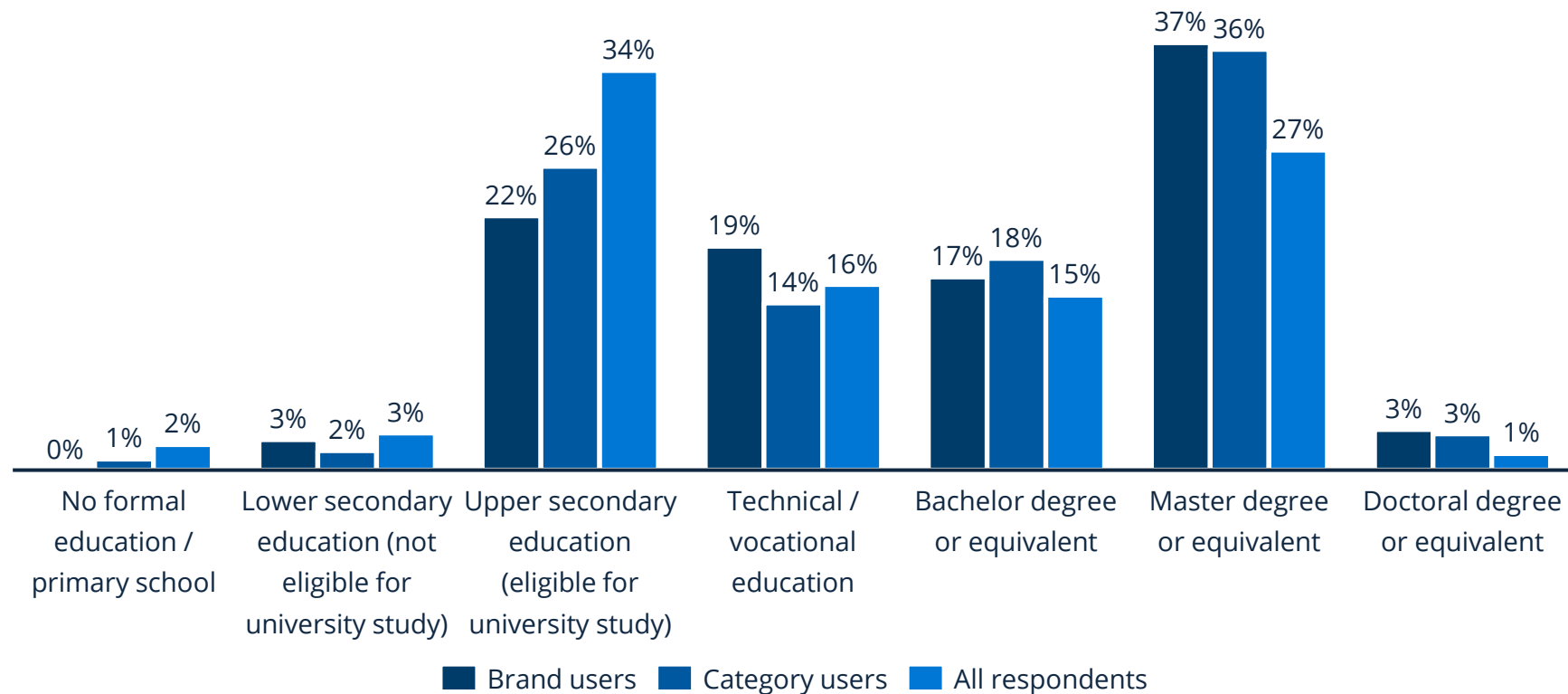
9 Notes: "What is your gender?"; Single Pick; "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=115 Świat Książki customers, n=420 E-book shoppers, n=12,189 all respondents

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

19% of Świat Książki customers have a technical or vocational education

Demographic profile: education

Consumer's level of education in Poland

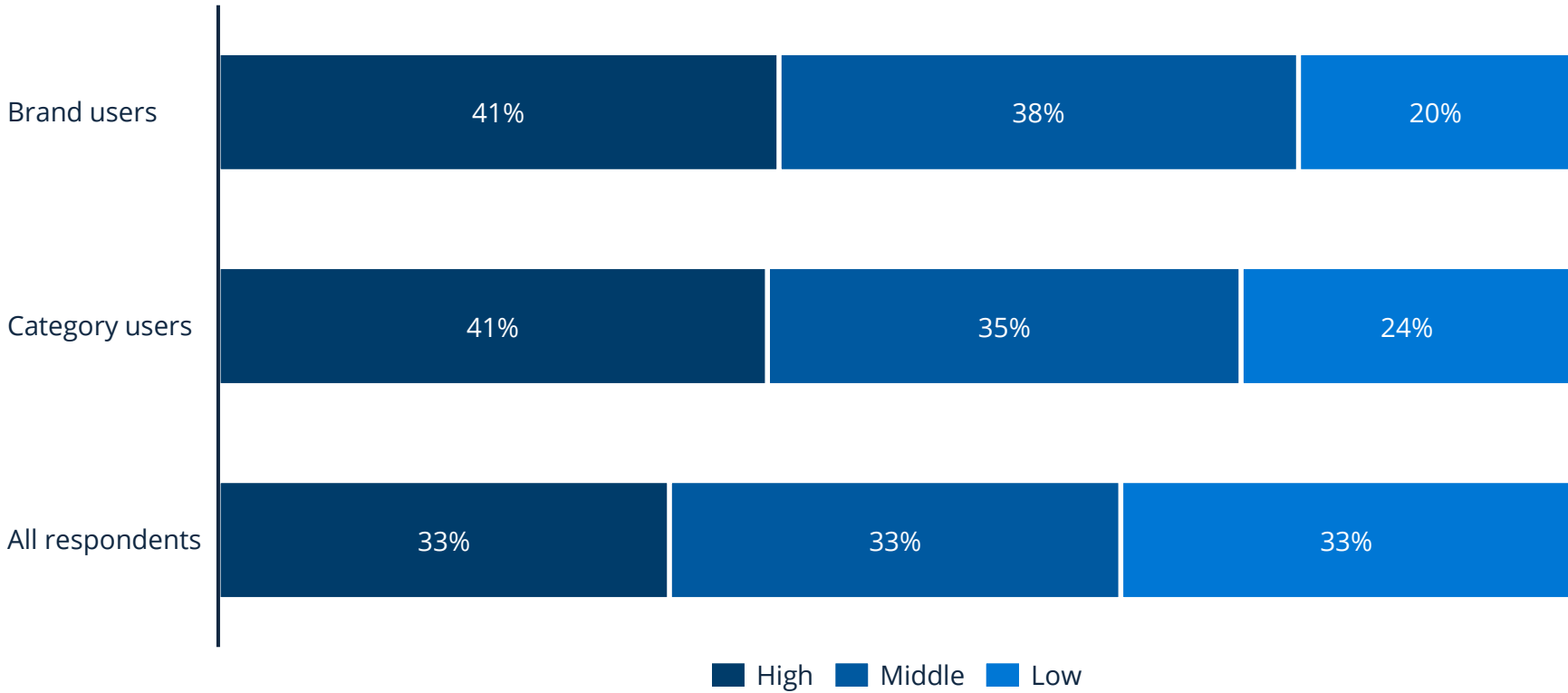


Świat Książki has a smaller share of customers with a low income than other E-book shops

Demographic profile: income



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

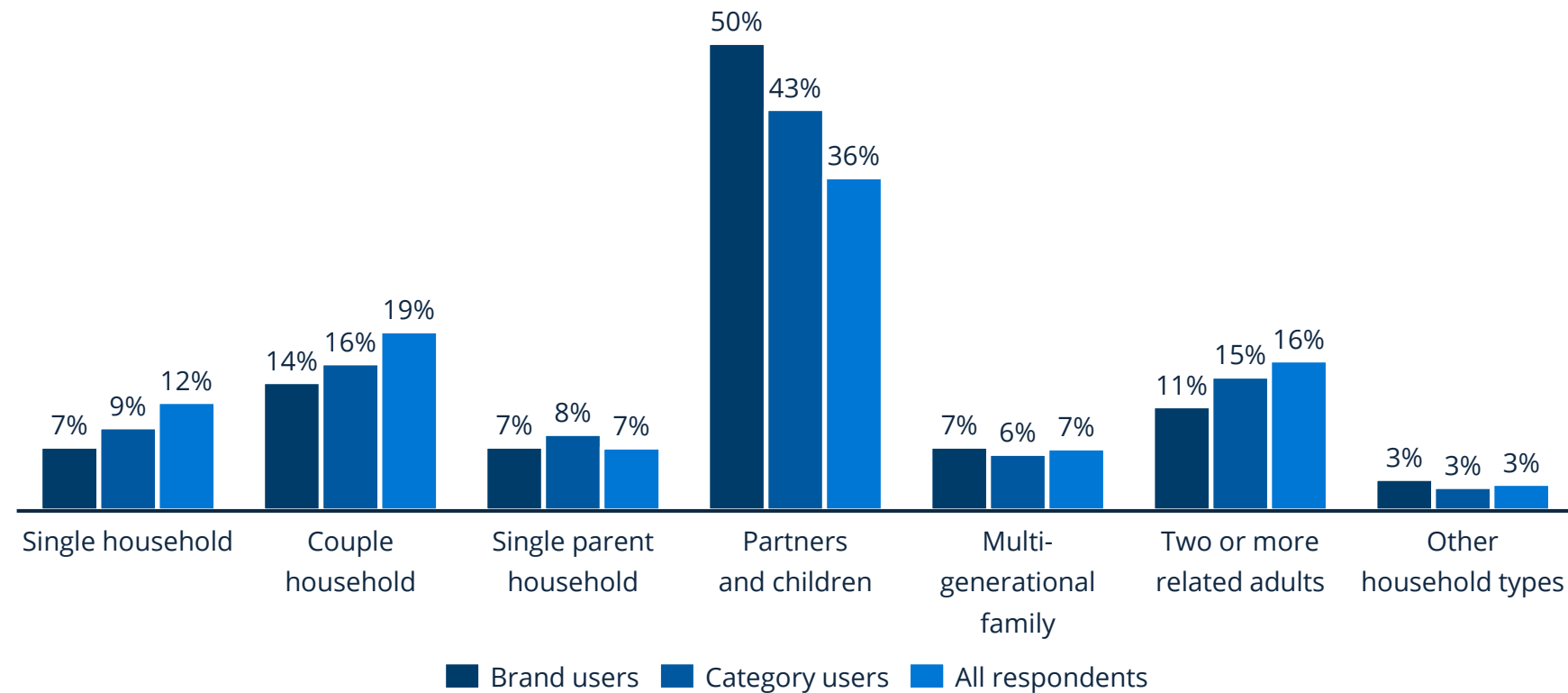


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these providers have you bought eBooks from in the past 12 months?"; Multi Pick; Base: n=115 Świat Książki customers, n=420 E-book shoppers, n=12,189 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Compared to other E-book shoppers, Świat Książki customers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Poland live

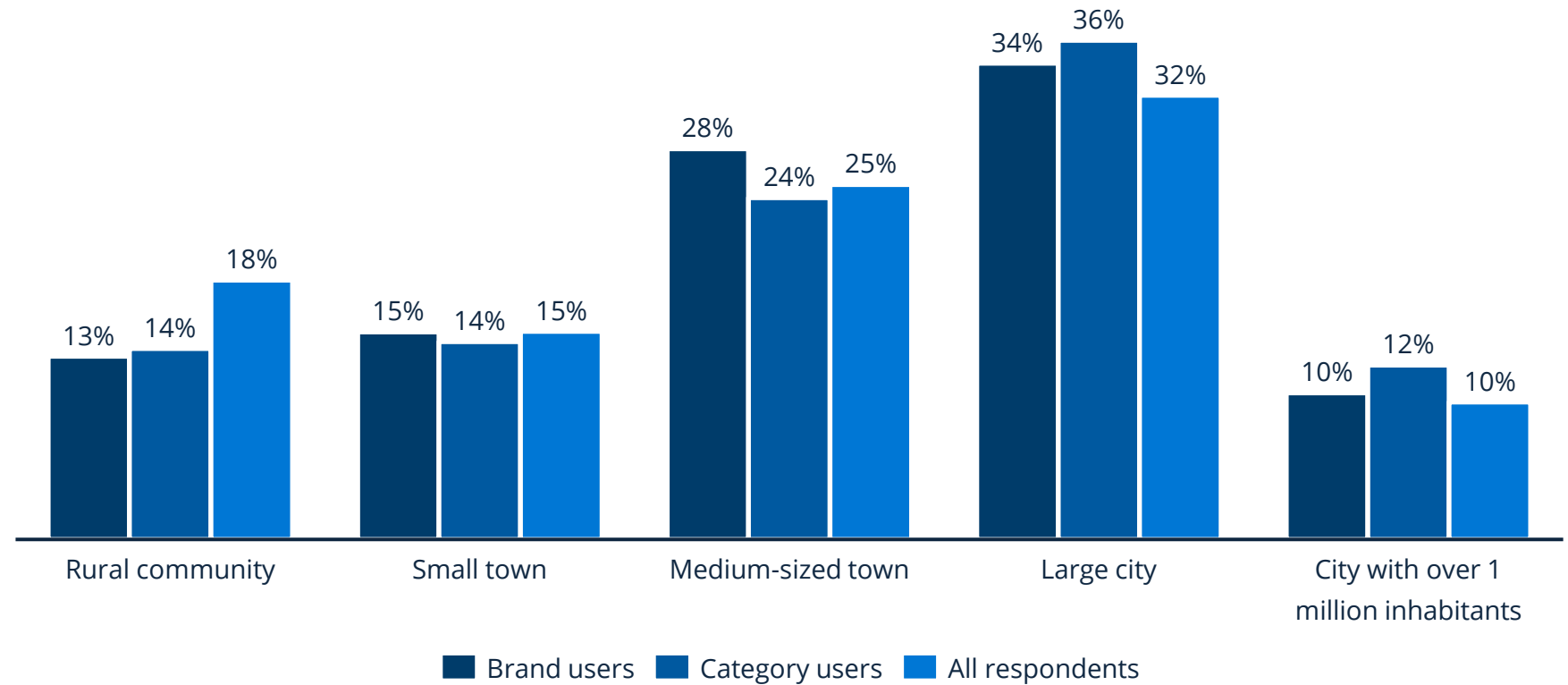


28% of Świat Książki customers live in medium-sized towns

Demographic profile: type of community



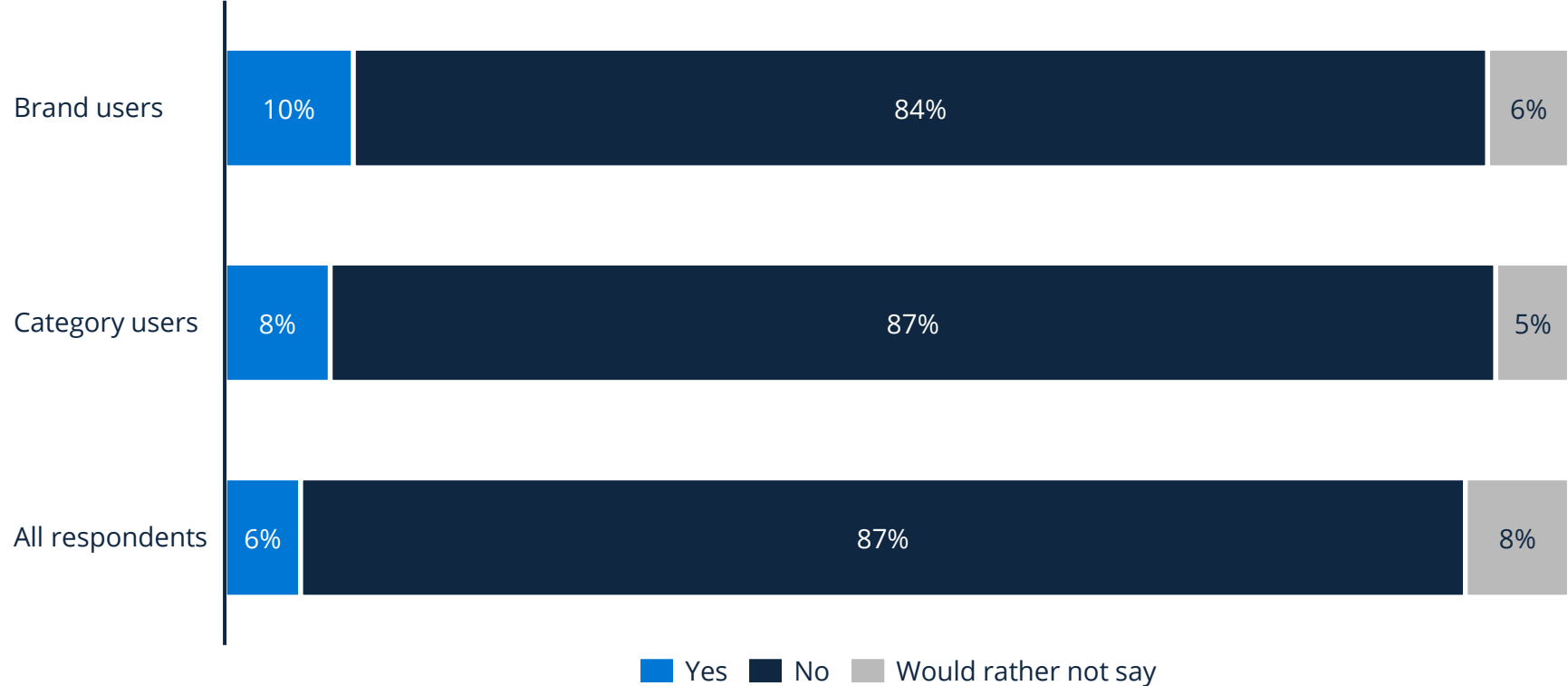
Communities where consumers live in Poland



10% of Świat Książki customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Poland



CHAPTER 03

Consumer lifestyle

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



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