

CONSUMERS & BRANDS

# Smartphones: Apple users in China

Consumer Insights

**Consumer** Insights  
by statista 

February 2024



# Statista Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Apple users 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 Apple users in China ("brand users") against Chinese smartphone users in general ("category users"), and the overall Chinese online, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista 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

## CHAPTER 01

# Management summary

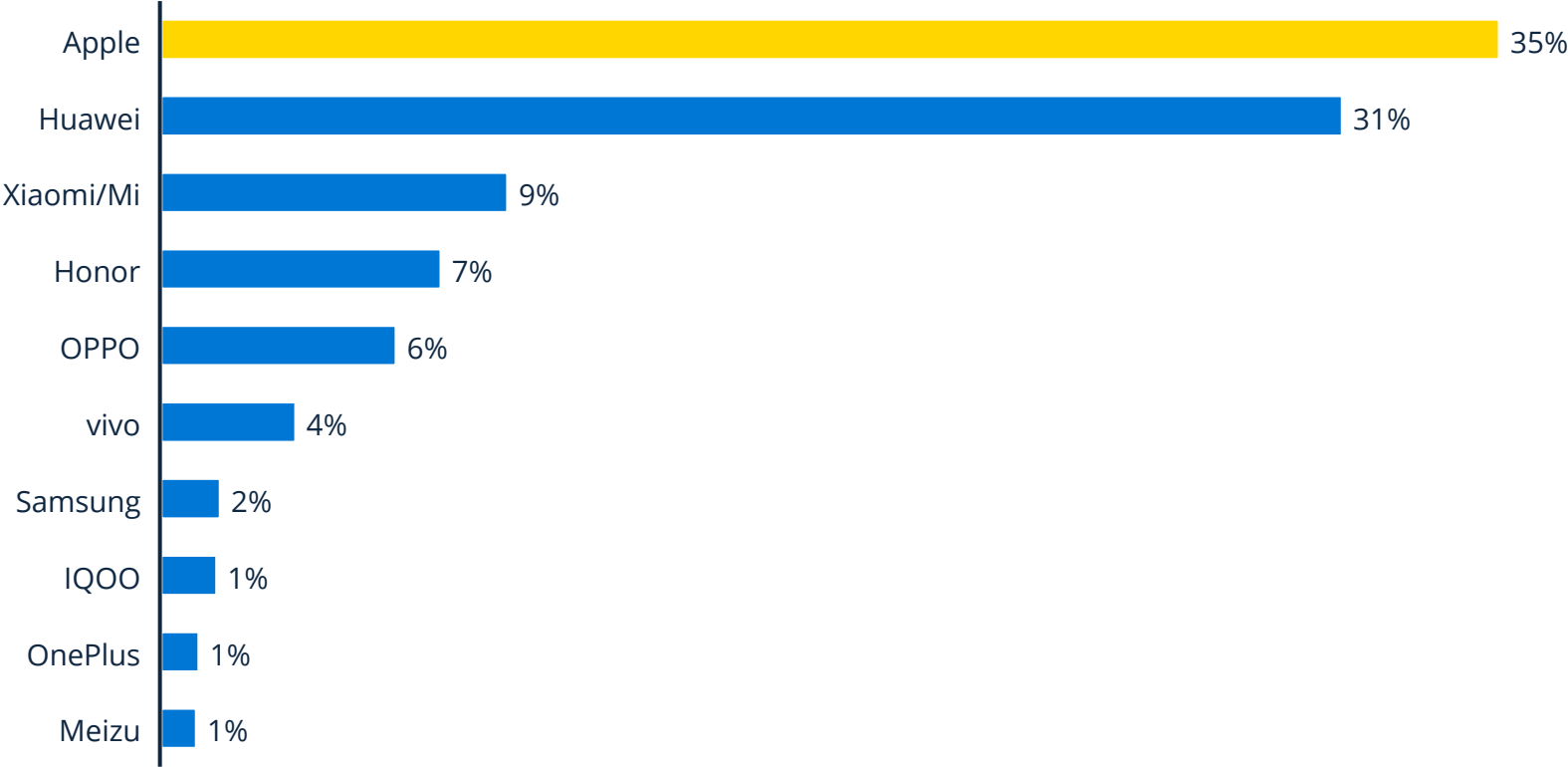
- Brand usage
- Key insights



# With a user share of 35%, Apple is the most used smartphone brand in China

Management summary: brand usage and competition

## Top 10 most used smartphone brands in China



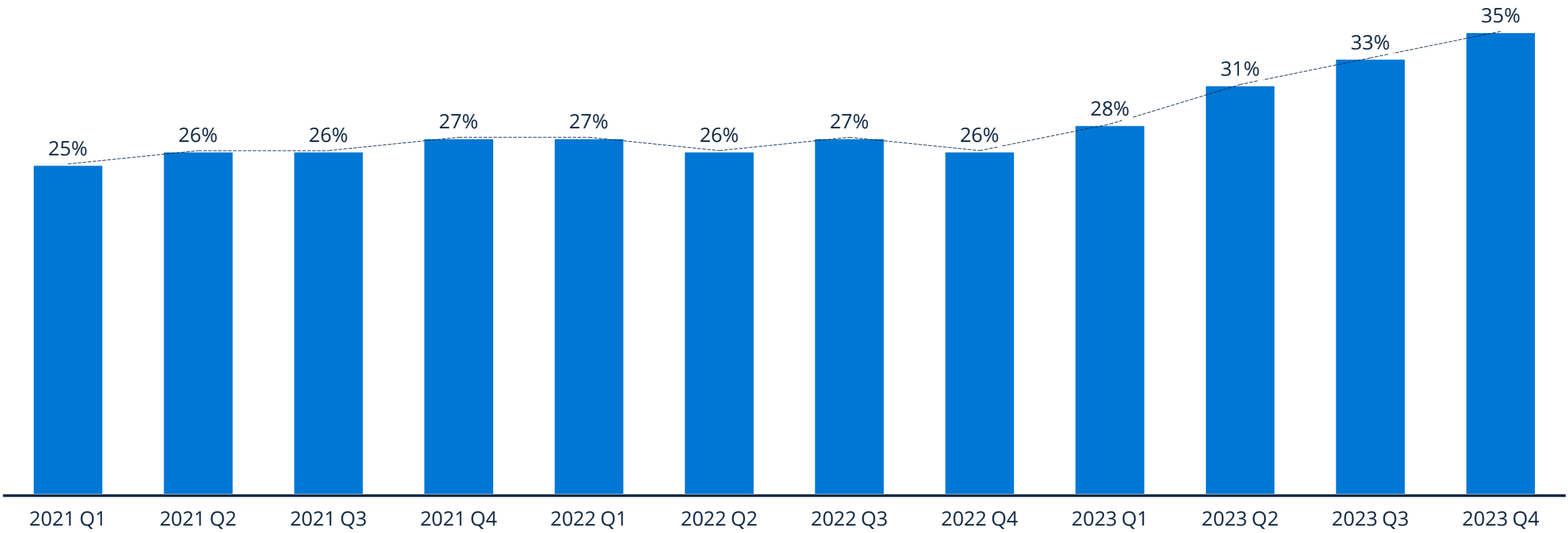
4 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=4,019 smartphone users

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

# The share of smartphone users using Apple grew by 10 percentage points since Q1 of 2021

Management summary: brand usage timeline

## Timeline of smartphone users using Apple



5 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=650 - 1395 Apple users, n=2591 - 4034 smartphone users

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

# Apple users in China

Management summary: key insights

## Demographic profile

Apple is more popular among Millennials than other smartphone brands.

There is a fairly even split of male and female Apple users.

Apple has a larger share of users with a high income than other smartphone brands.

Apple users are more likely to live in megacities than smartphone users in general.

## Consumer lifestyle

Safety and security is less important to Apple users than to other smartphone users.

Fashion and beauty are relatively prevalent interests of Apple users.

Photography is a relatively popular hobby among Apple users.

## Consumer attitudes

It stands out that 45% of Apple users say having access to the latest cellular network technology (5G) is important to them.

35% of Apple users are innovators or early adopters of new products.

The environment and education are issues of particular concern to Apple users.

## Marketing touchpoints

Apple users access the internet via a tablet more often than the average smartphone user.

On social media, Apple users interact with companies more often than other smartphone users.

Apple users remember seeing ads in video games more often than the average online user.



## CHAPTER 02

# Demographic profile

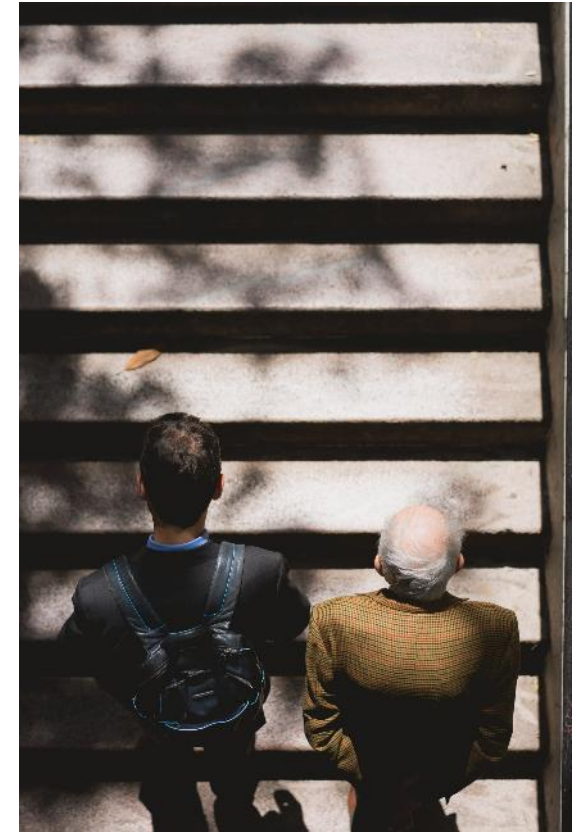
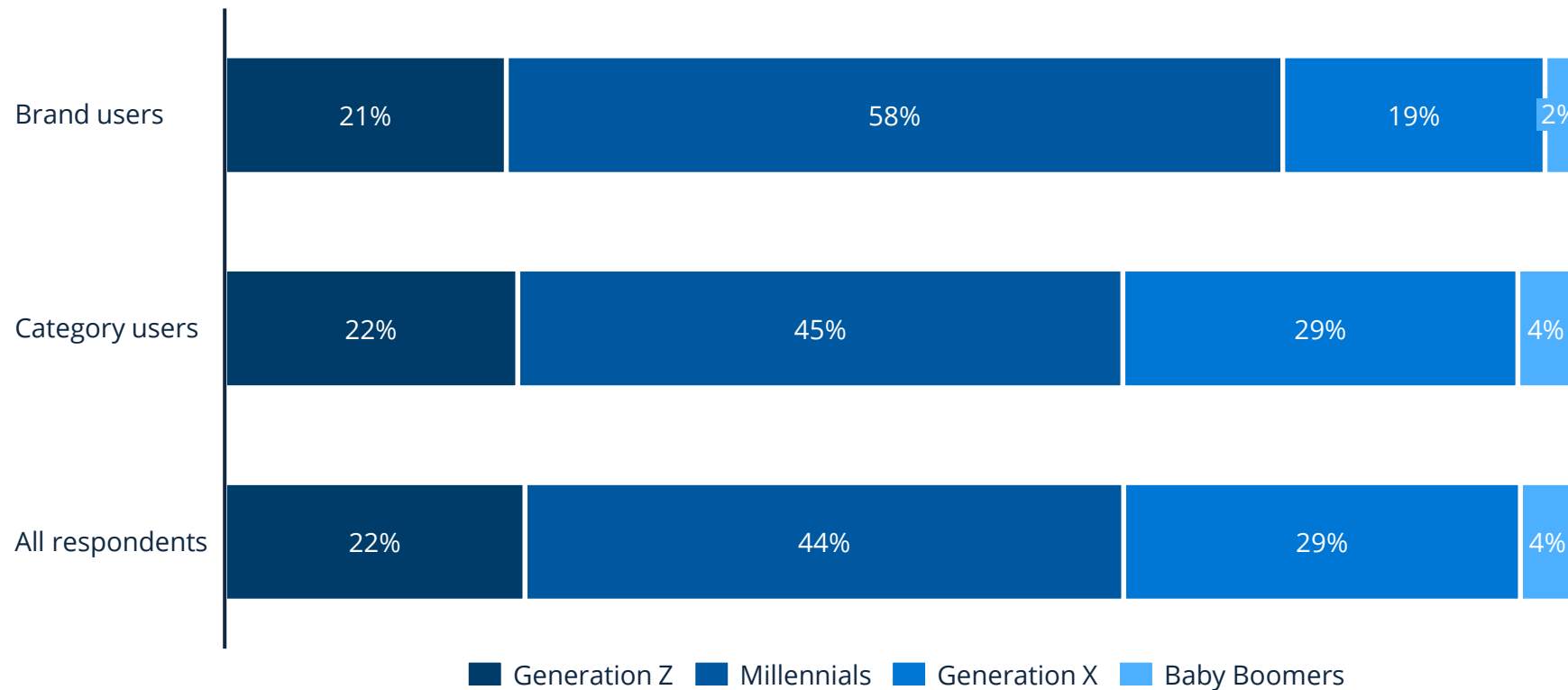
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Apple is more popular among Millennials than other smartphone brands

Demographic profile: generations

## Age of consumers in China



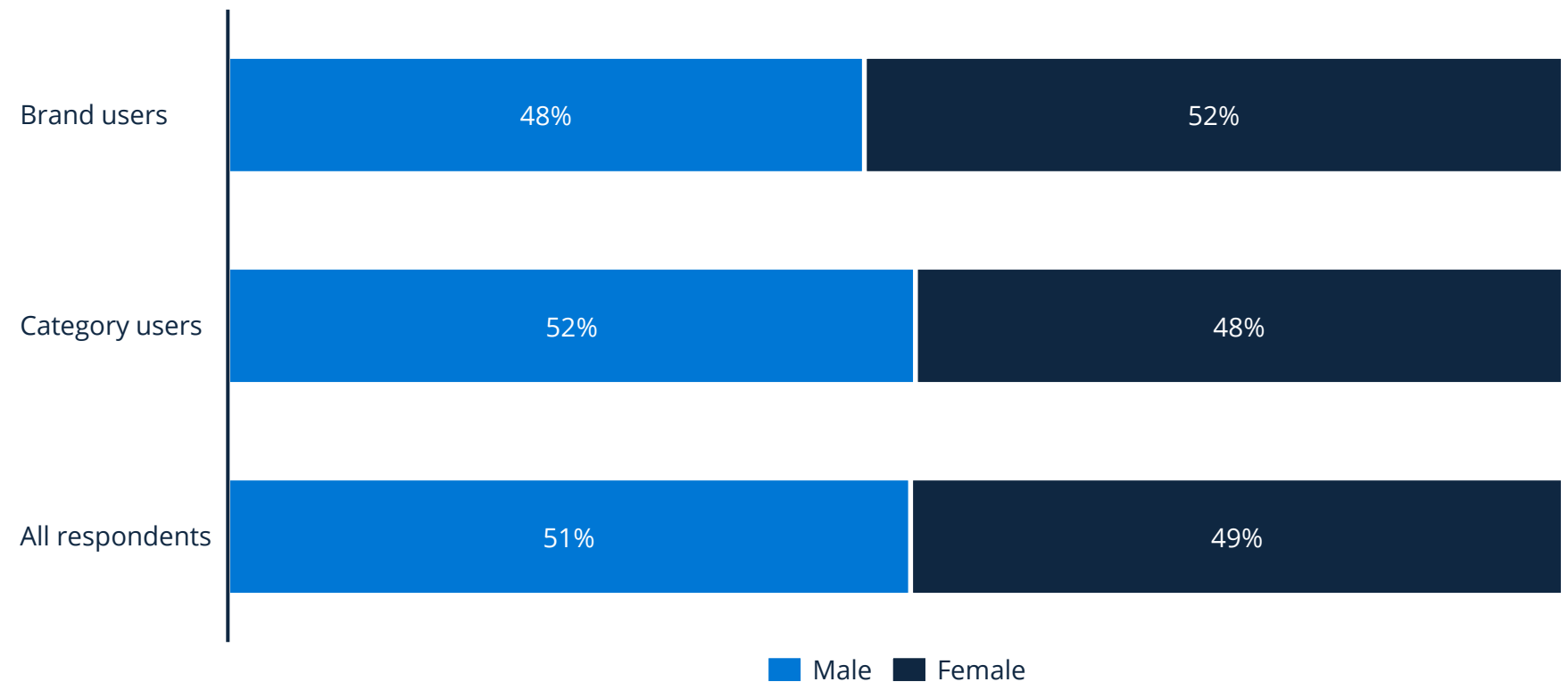


# There is a fairly even split of male and female Apple users

Demographic profile: gender



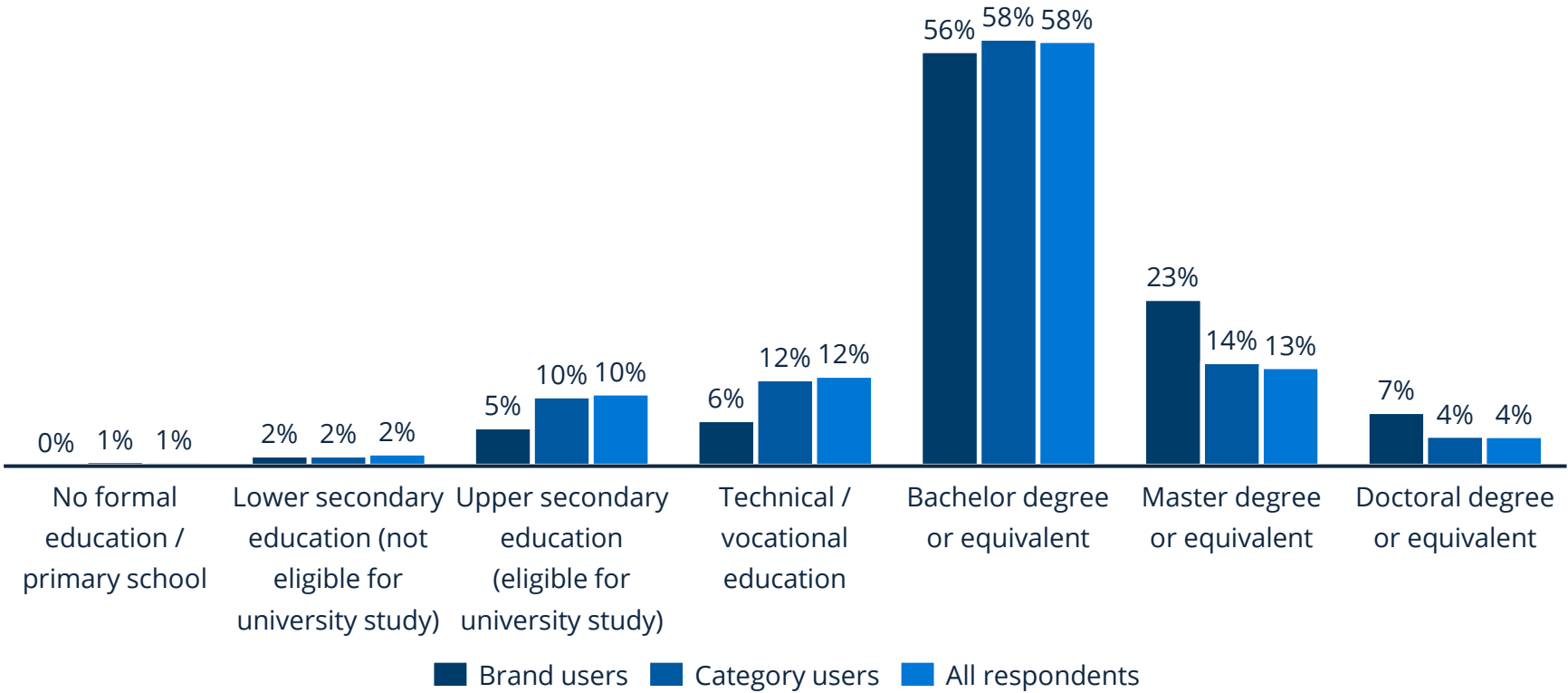
Gender of consumers in China



# 86% of Apple users have a college degree

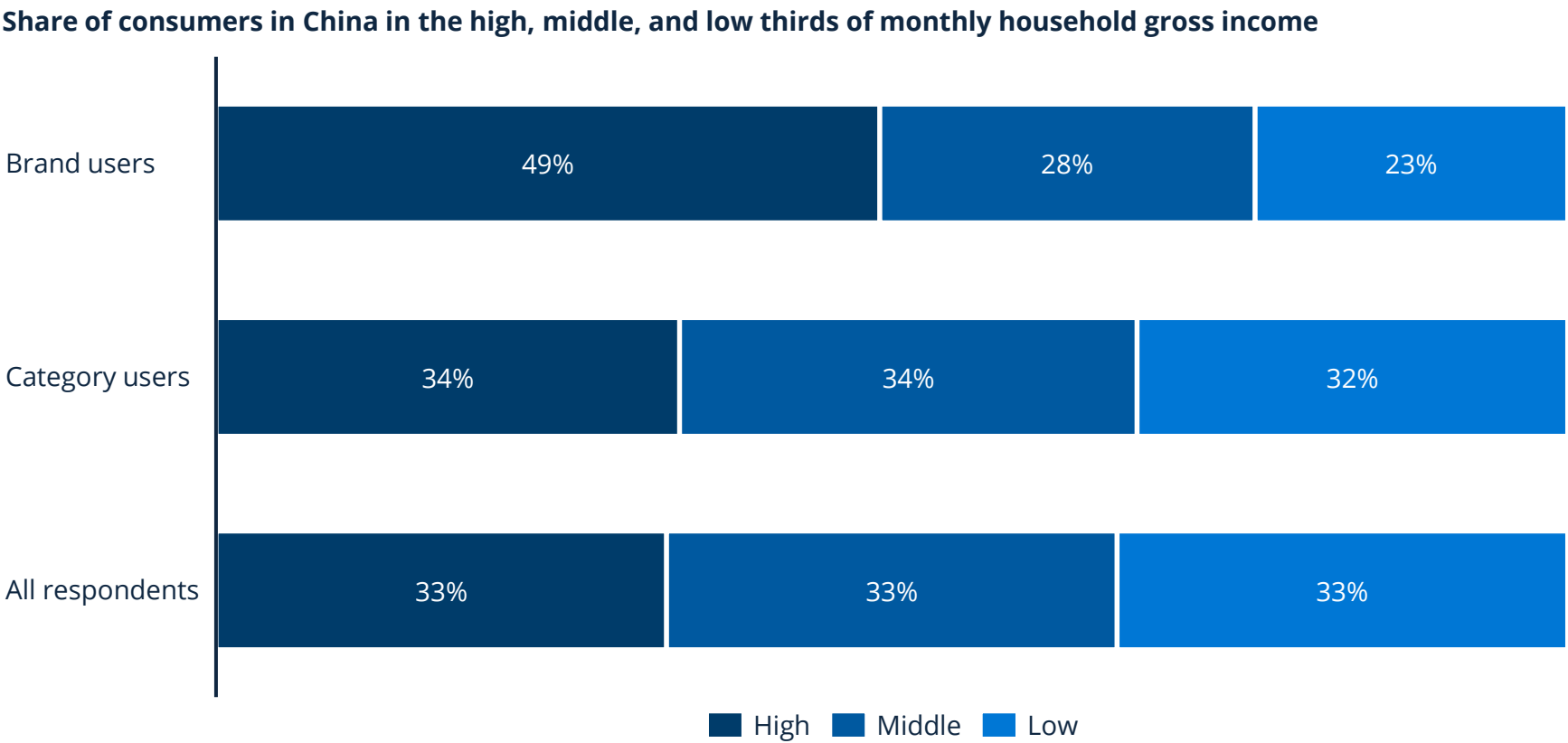
Demographic profile: education

## Consumer's level of education in China



# Apple has a larger share of users with a high income than other smartphone brands

Demographic profile: income

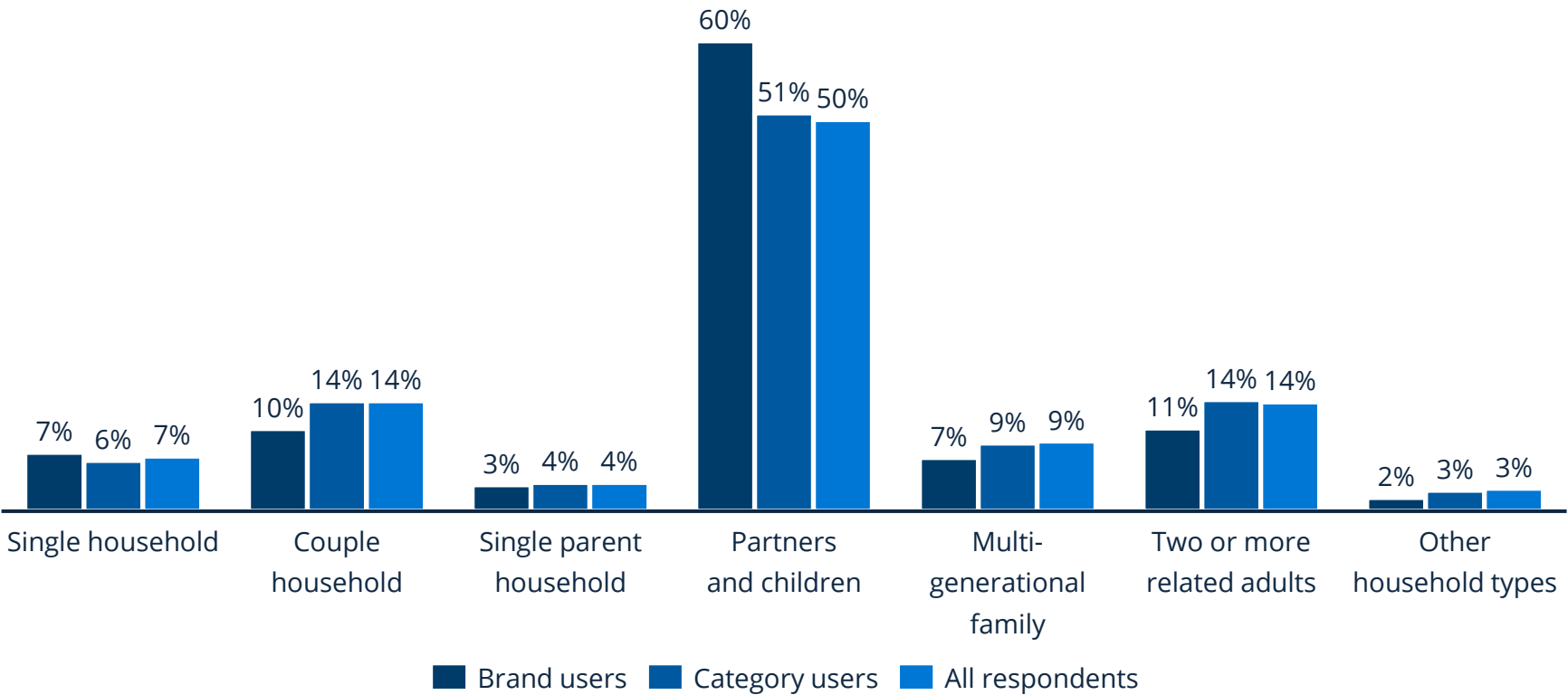


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick;  
Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024

# Compared to other smartphone users, Apple users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in China live



12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024

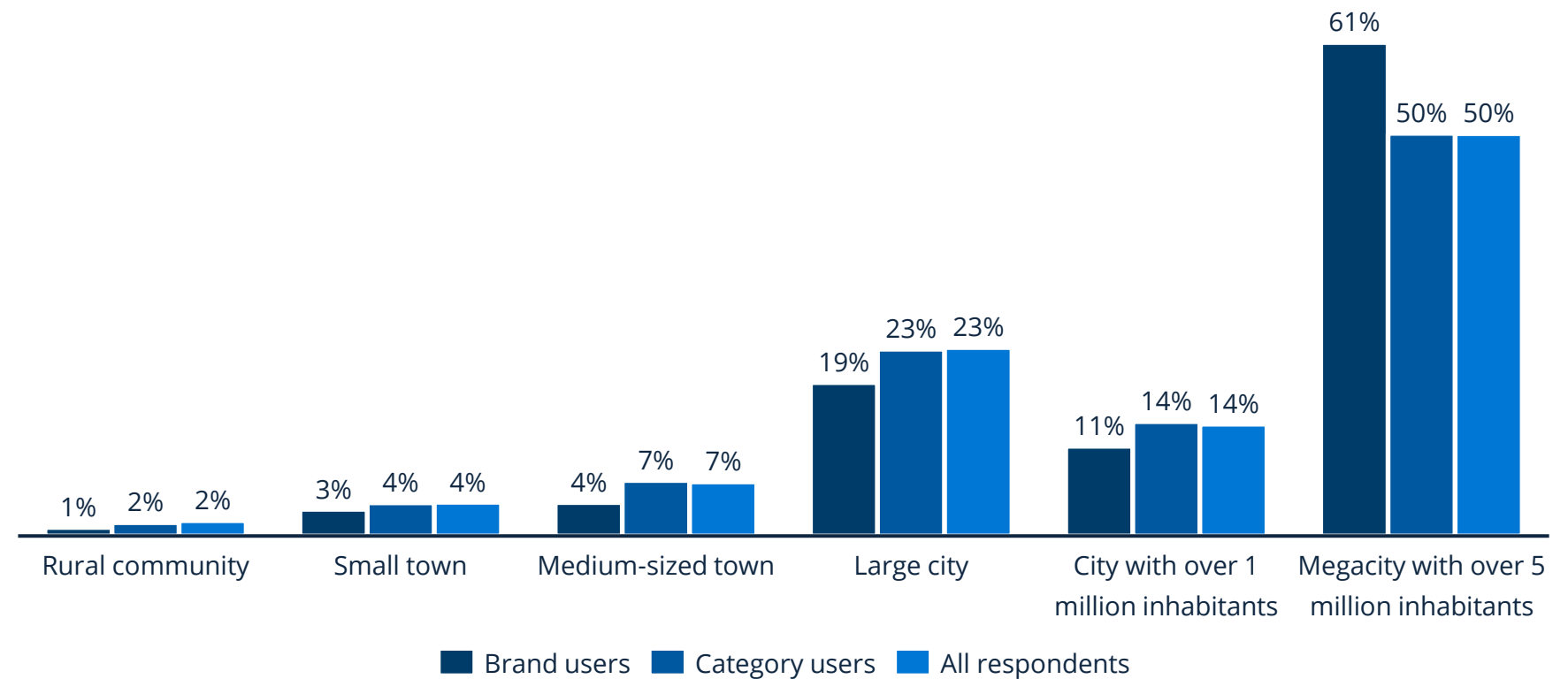


# Apple users are more likely to live in megacities than smartphone users in general

Demographic profile: type of community



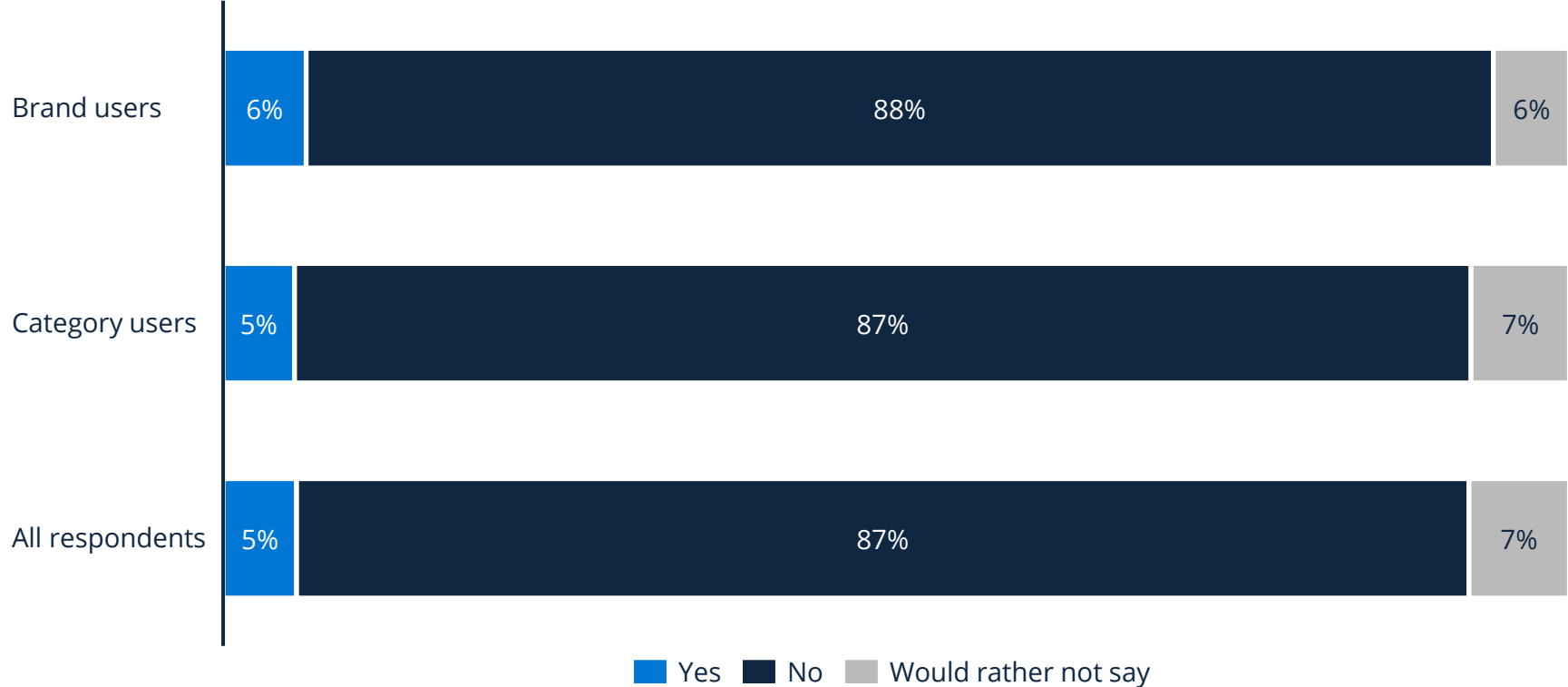
Communities where consumers live in China



# 6% of Apple users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in China



## CHAPTER 03

# Consumer lifestyle

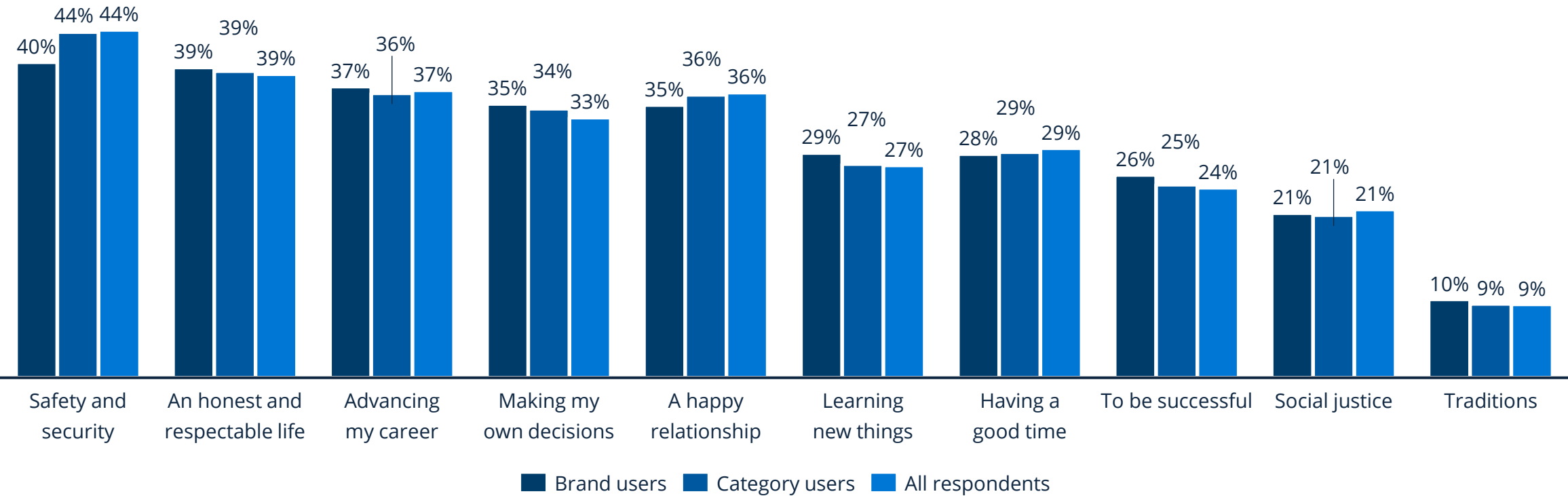
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Safety and security is less important to Apple users than to other smartphone users

Consumer lifestyle: life values

Most important aspects of life for consumers in China



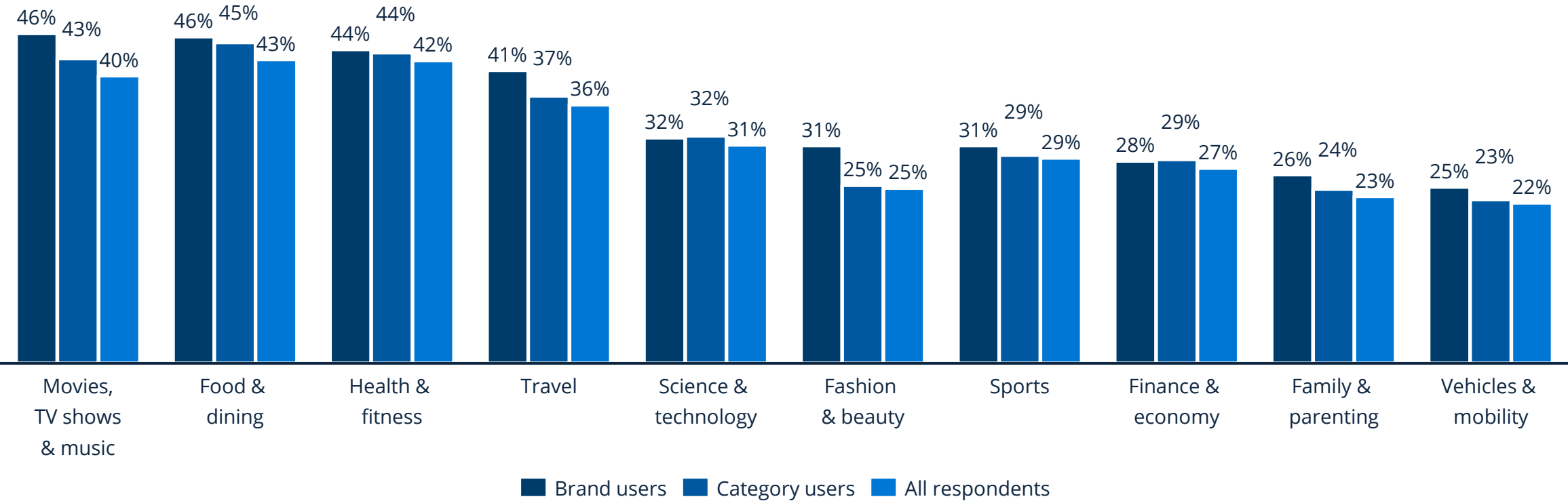
16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3."; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
Sources: Statista Consumer Insights Global as of February 2024



# Fashion and beauty are relatively prevalent interests of Apple users

Consumer lifestyle: main interests

Top 10 interests of Apple users in China



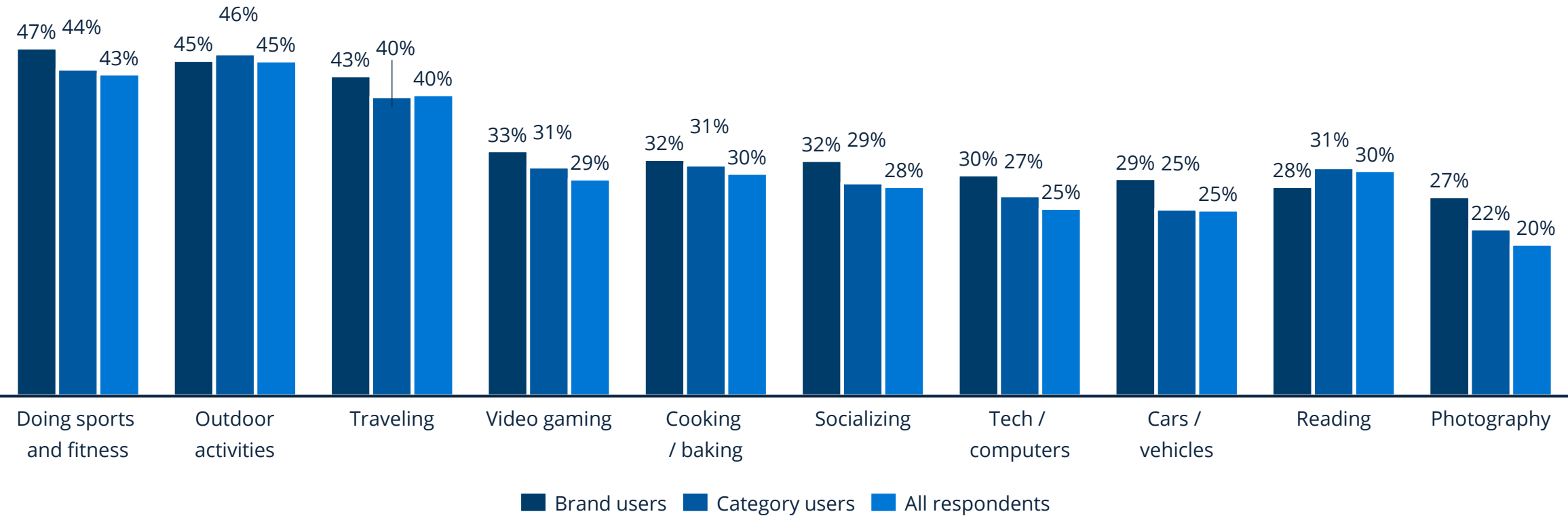
17 Notes: "What topics are you personally interested in?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# Photography is a relatively popular hobby among Apple users

Consumer lifestyle: hobbies & leisure activities

Top 10 hobbies and leisure activities of Apple users in China



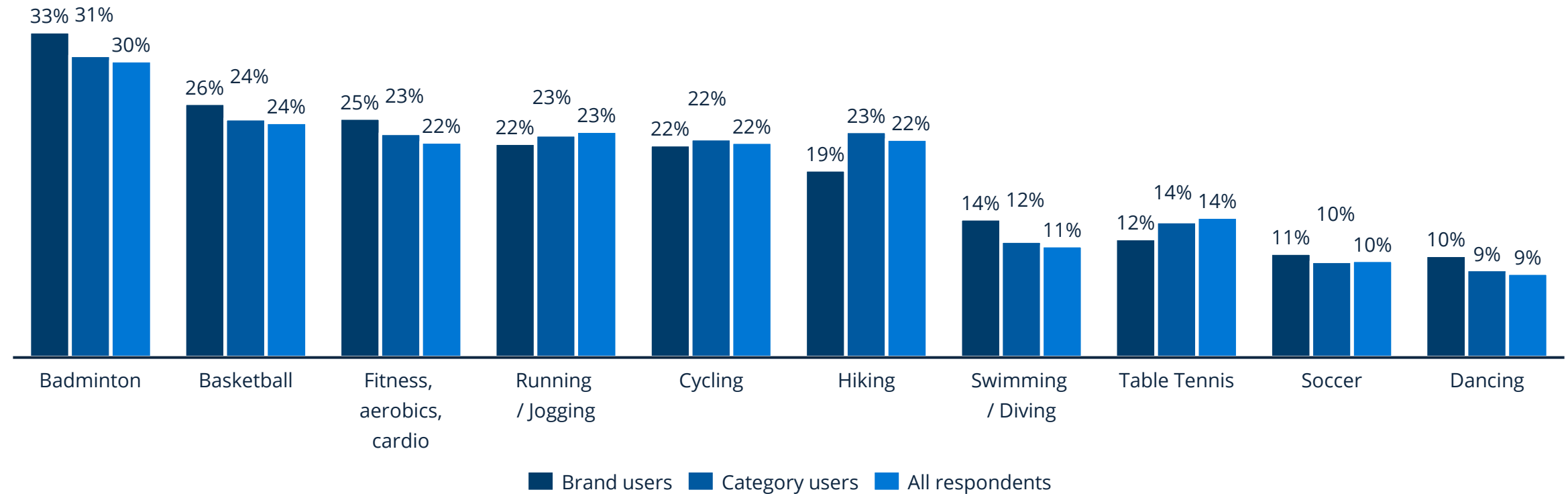
18 Notes: "What are your personal hobbies and activities?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# A relatively large share of Apple users play badminton

Consumer lifestyle: sports activities

## Top 10 sports activities of Apple users in China



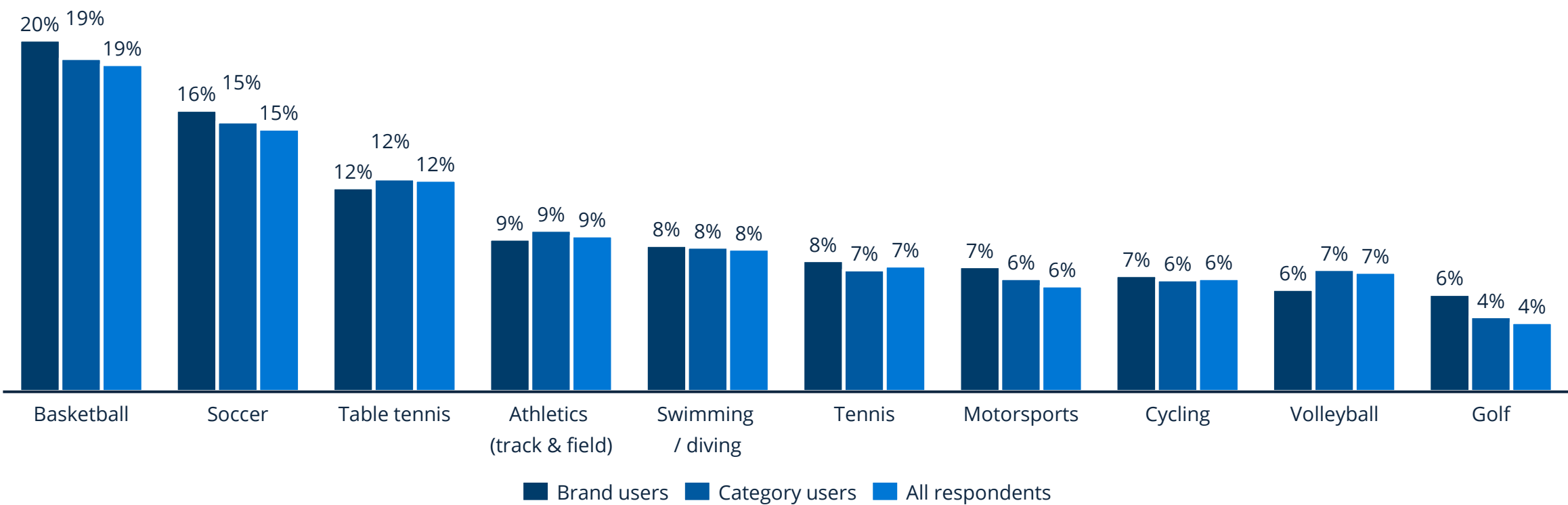
19 Notes: "Which of these sports or activities do you do at least occasionally?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=825 Apple users, n=2,296 smartphone users, n=13,883 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# A relatively large share of Apple users follow golf players and competitions

Consumer lifestyle: sports followed

Top 10 sports followed by Apple users in China

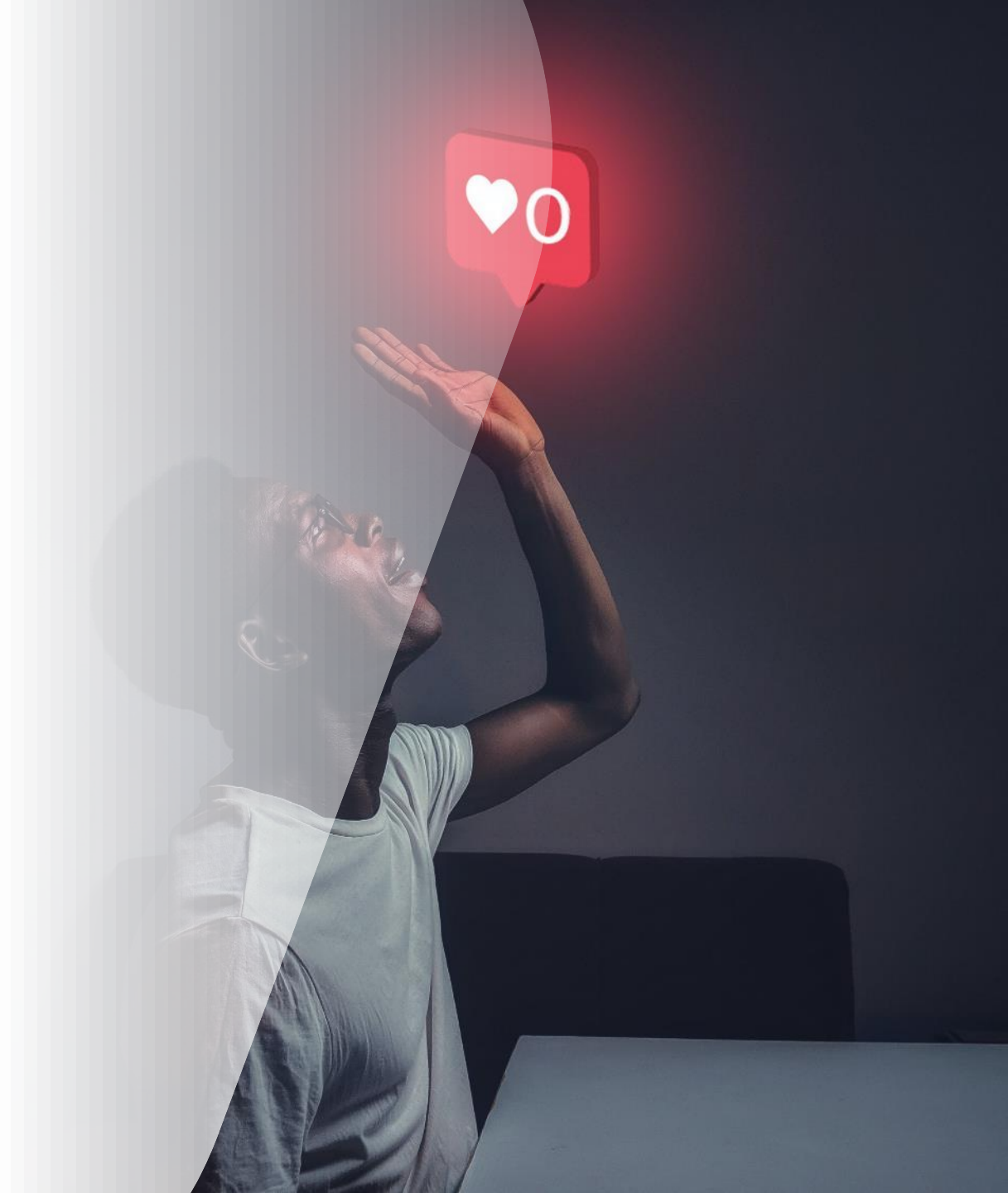




## CHAPTER 04

# Consumer attitudes

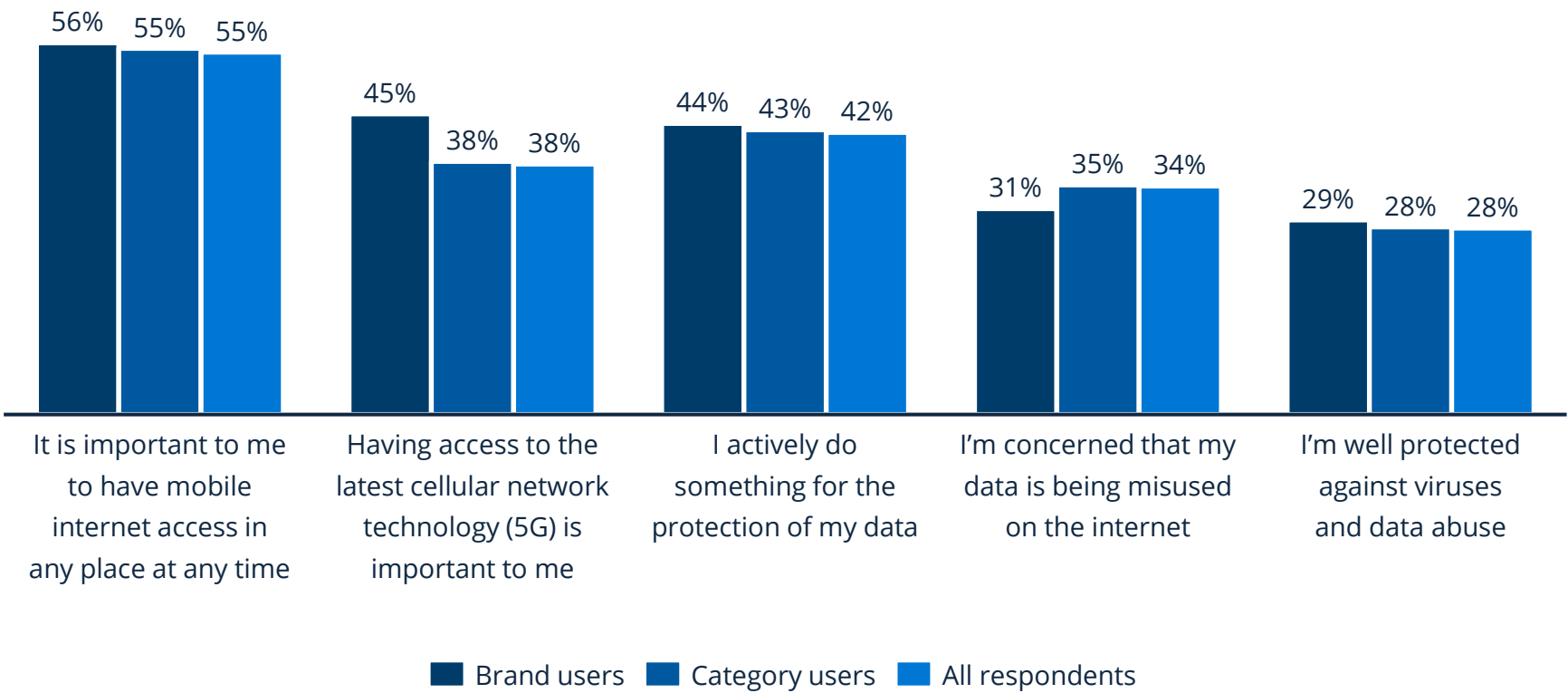
- Attitudes towards the internet
- Innovation adoption
- Challenges facing the country
- Politics



# It stands out that 45% of Apple users say having access to the latest cellular network technology (5G) is important to them

Consumer attitudes: internet & devices

Agreement with statements towards internet & devices in China

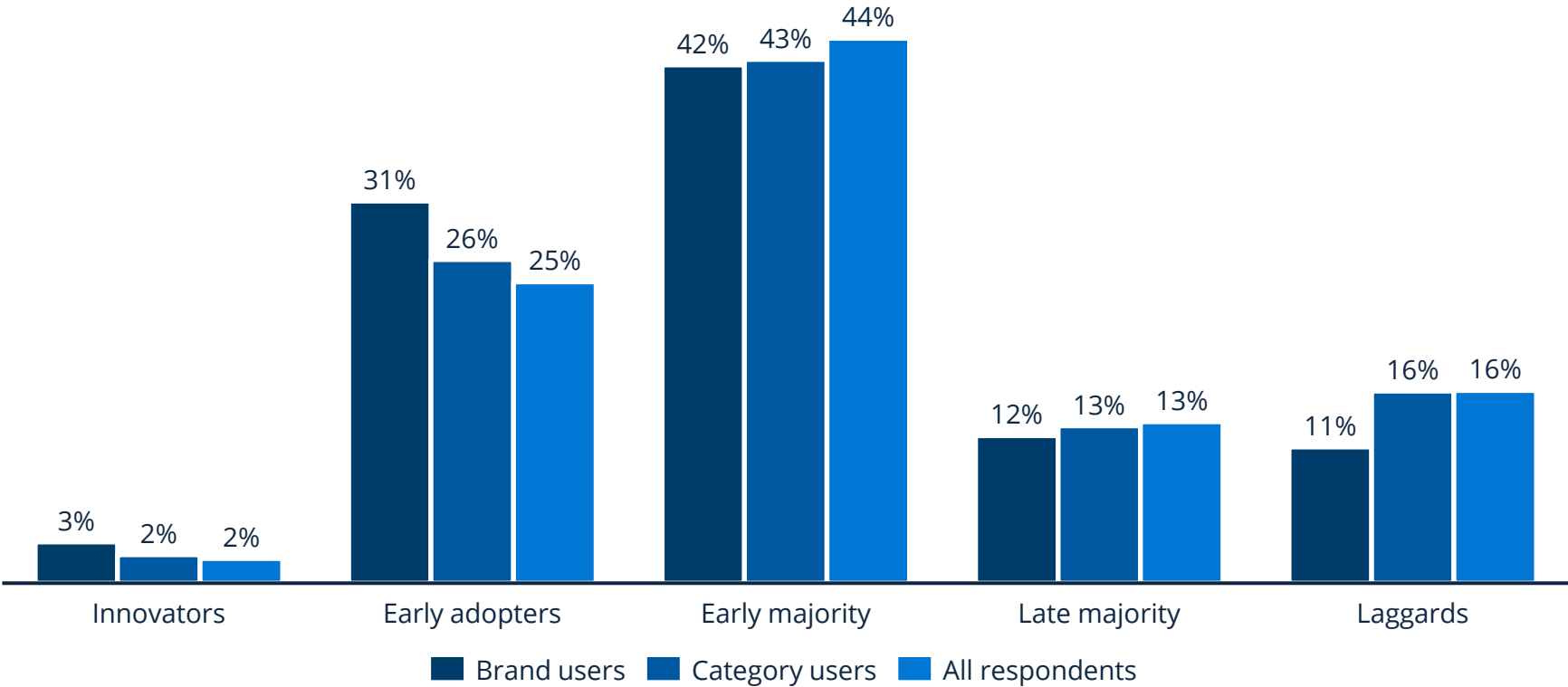


# 35% of Apple users are innovators or early adopters of new products

Consumer attitudes: innovation adoption



Innovation adopter types based on statements towards innovation by consumers in China

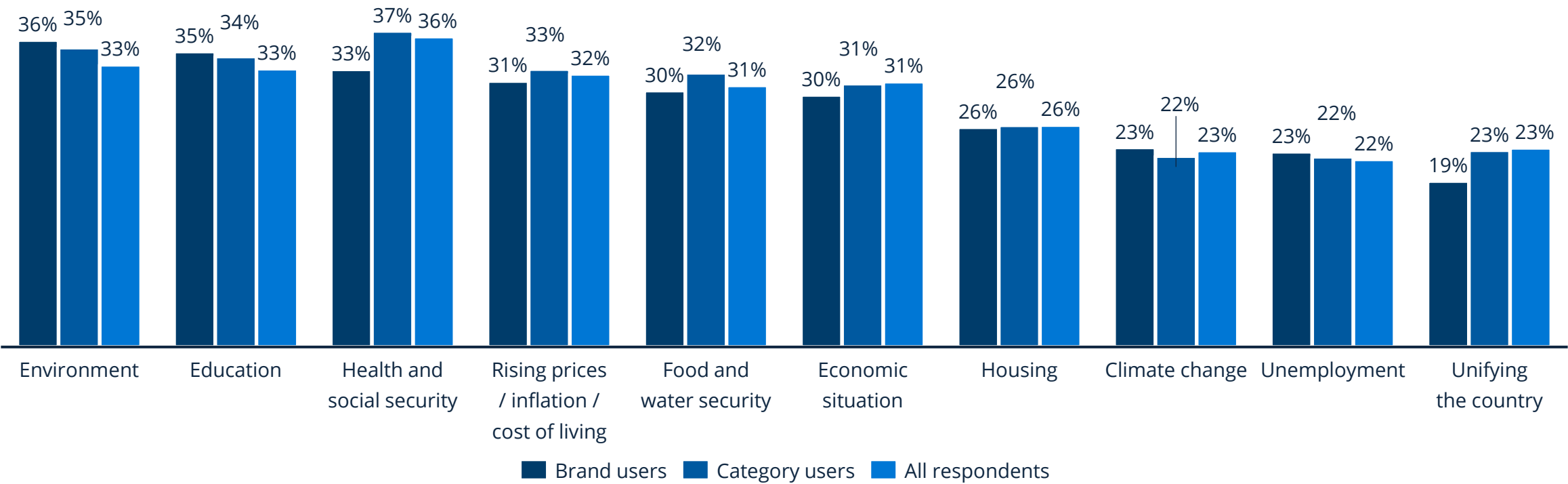


23 **Notes:** Recode based on "Which of these statements regarding technology apply to you?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024

# The environment and education are issues of particular concern to Apple users

Consumer attitudes: challenges facing the country

The 10 most important issues facing China according to Apple users



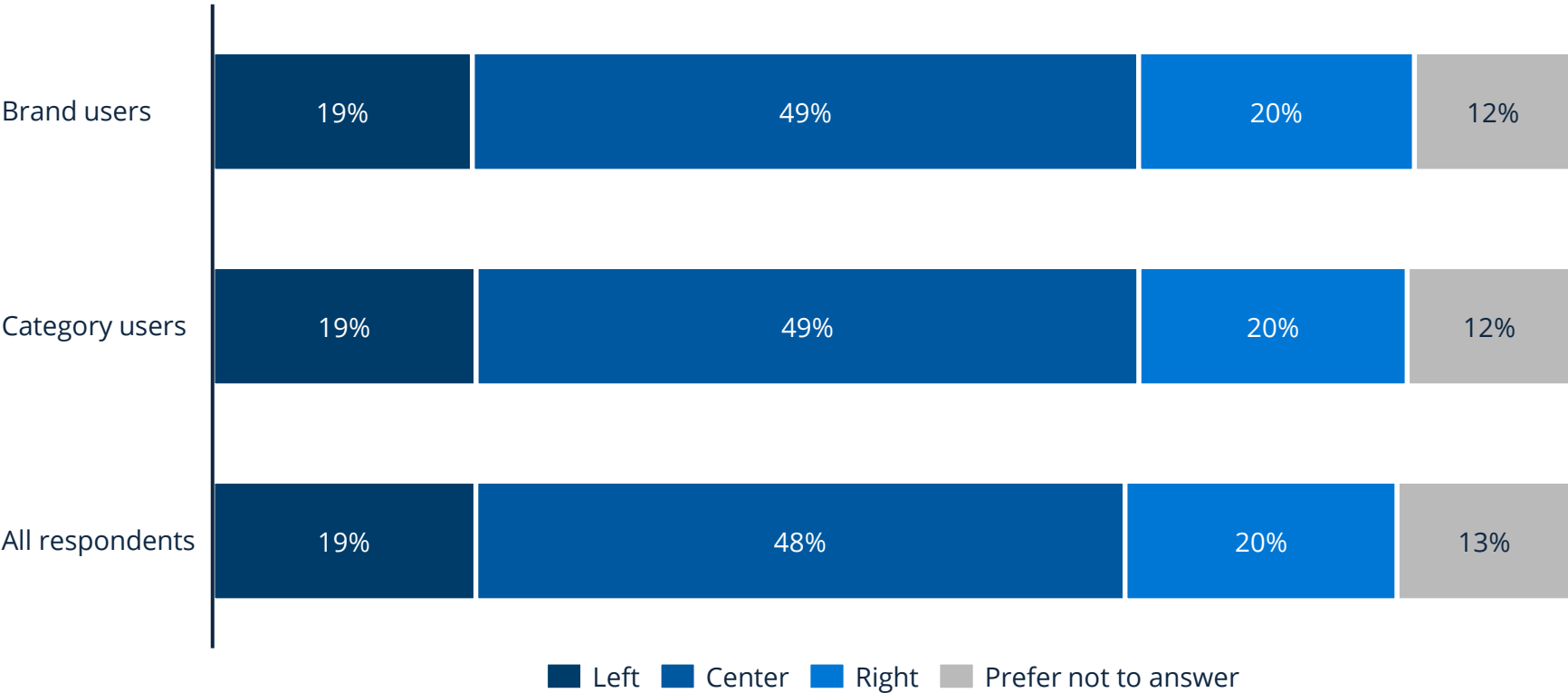
24 Notes: "What do you personally think are the most important issues in your country of residence that need to be addressed?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
Sources: Statista Consumer Insights Global as of February 2024

# Apple users reflect the general political landscape

Consumer attitudes: politics



Political attitudes of consumers in China



25 **Notes:** Recode based on "Many people use the terms 'left' and 'right' when they want to describe political views. Where would you place yourself on a scale from left to right?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024



## CHAPTER 05

# Marketing touchpoints

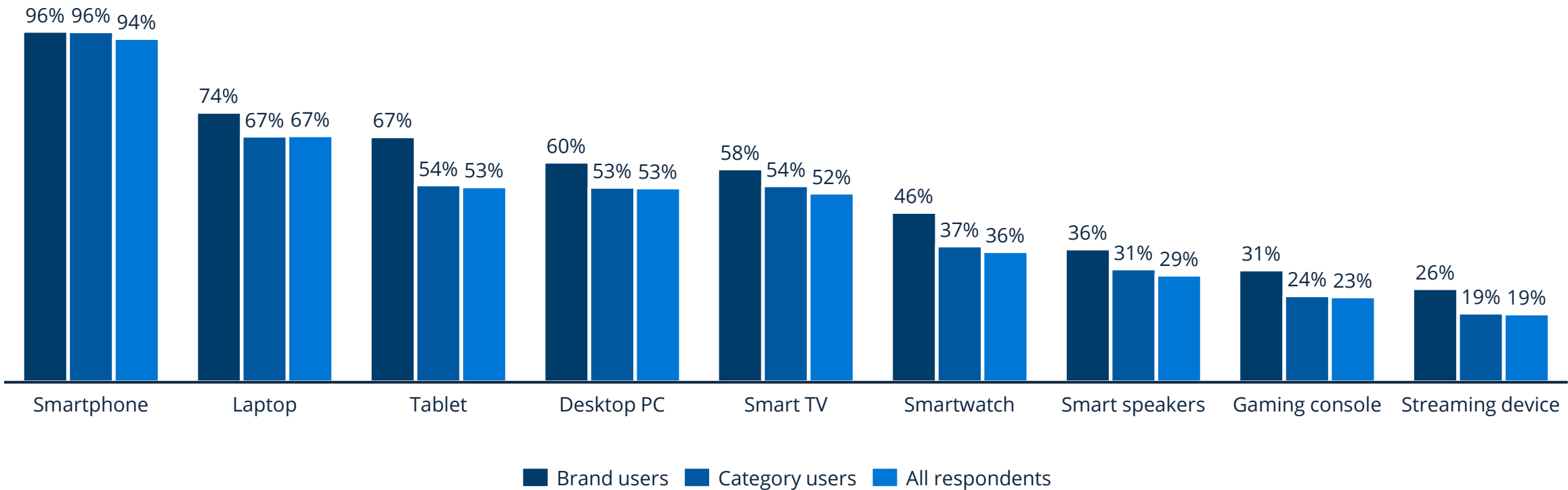
- Internet usage by device
- Social media usage
- Media usage by channel
- Digital advertising touchpoints
- Non-digital advertising touchpoints



# Apple users access the internet via a tablet more often than the average smartphone user

Marketing touchpoints: internet usage by device

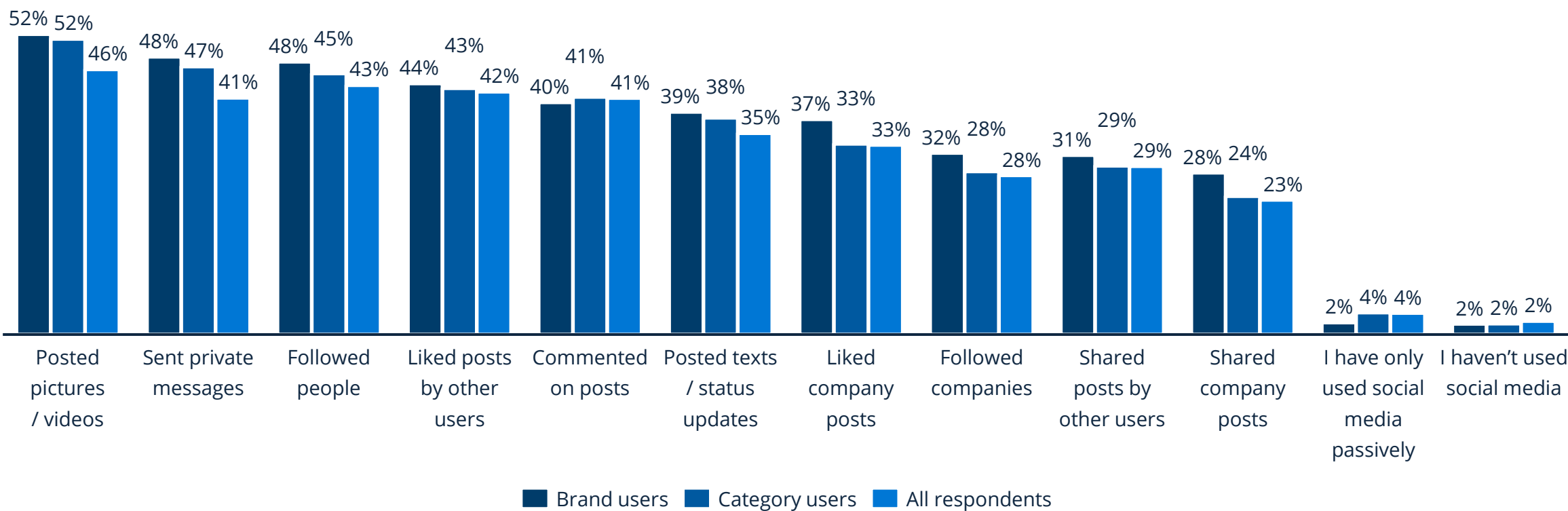
Devices consumers in China use regularly to access the internet



# On social media, Apple users interact with companies more often than other smartphone users

Marketing touchpoints: social media usage

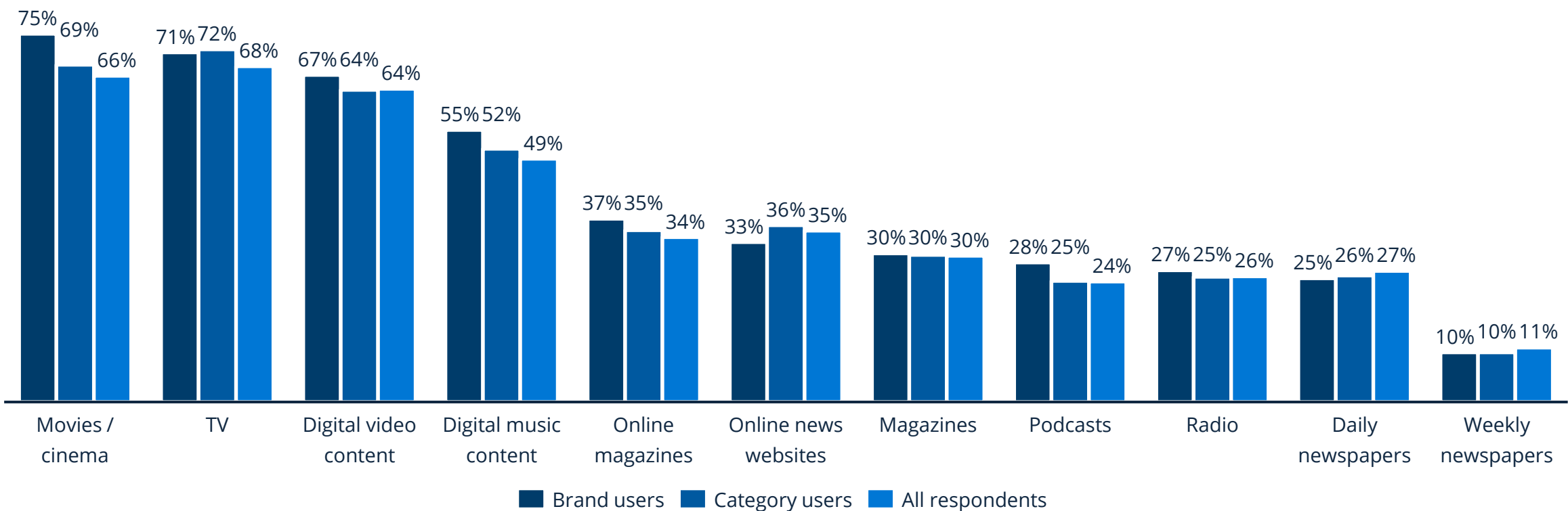
## Social media activities in China by type



# Apple users tend to go to the movies more often than smartphone users in general

Marketing touchpoints: media usage by channel

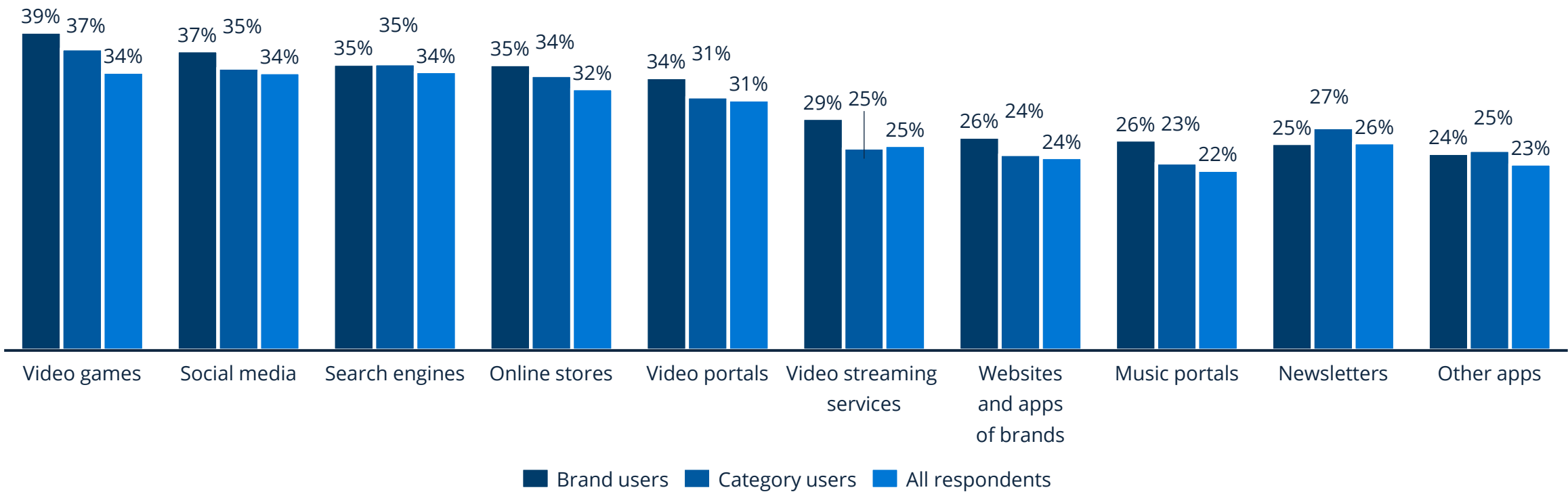
Type of media consumers in China have been using in the past 4 weeks



# Apple users remember seeing ads in video games more often than the average online

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Apple users in China have come across digital advertising in the past 4 weeks

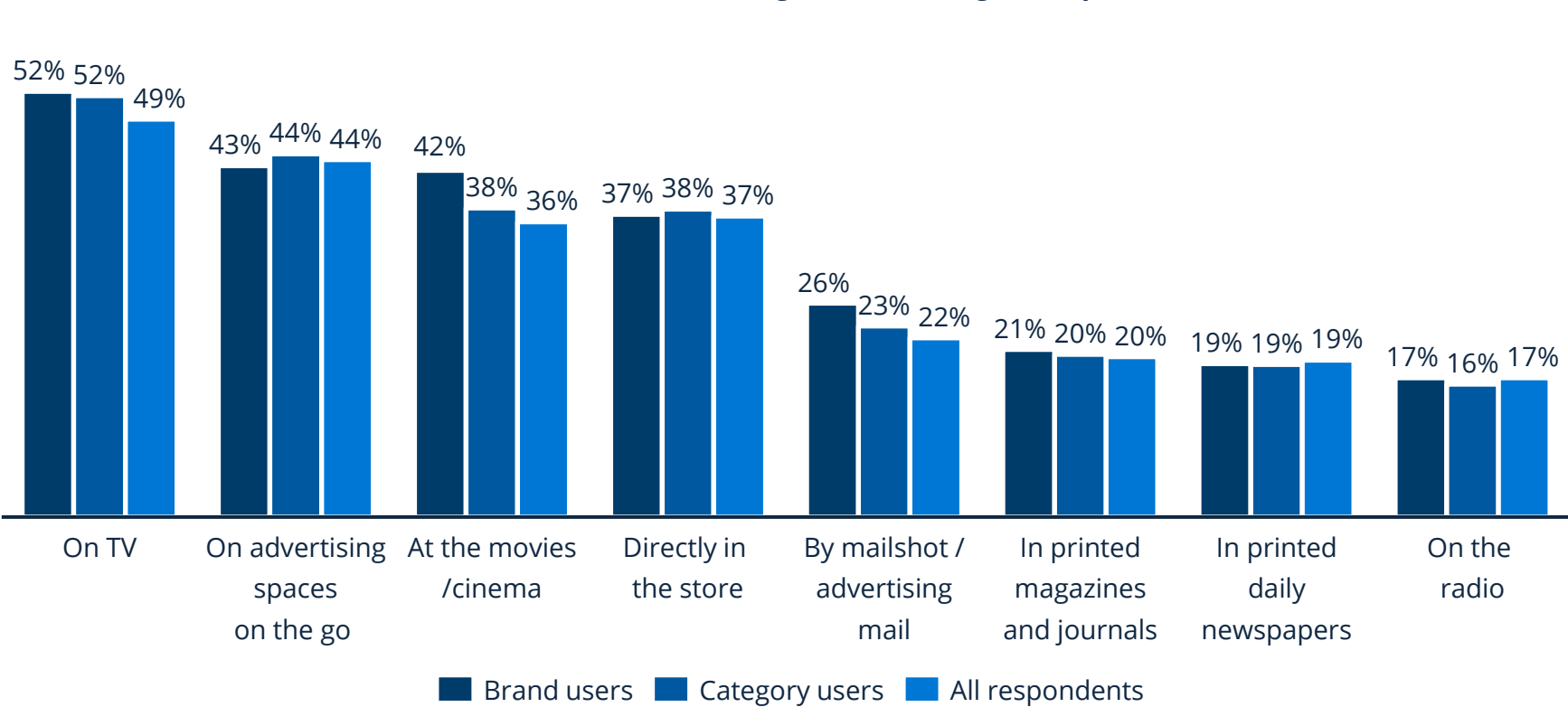


# Apple users remember ads they saw in/at the movies/cinema more often than other smartphone users

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in China have come across non-digital advertising in the past 4 weeks



31 **Notes:** "Where have you come across non-digital advertisements in the past 4 weeks?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,395 Apple users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024



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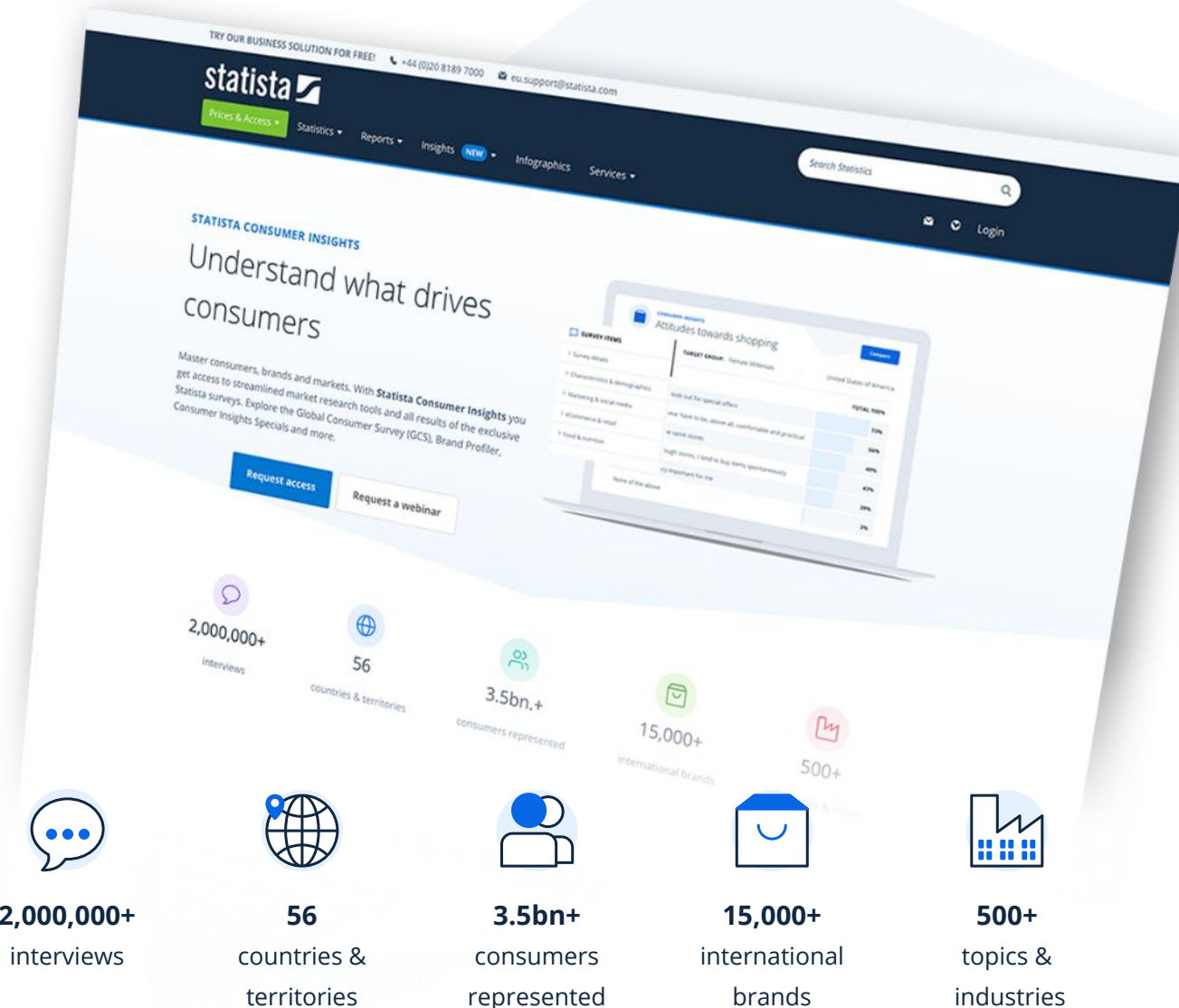
2,000,000+  
interviews

56  
countries &  
territories

3.5bn+  
consumers  
represented

15,000+  
international  
brands

500+  
topics &  
industries



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Jack Spearman, began market research career in the UK, at Kantar then Ipsos Mori. Where he specialized in client and stakeholder management, survey design and concepting reports, across a range of industries, both in consumer and B2B markets.

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Stefan's current role in the Consumer Insights team focuses on process design and report automation, specifically QA processes. Stefan's expertise also includes Python and developing the teams AI tools.



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Melvin supports the Consumer Insights team at Statista with developing new IT solutions across the department, as well as the day to day running of the report automation process.