

CONSUMERS & BRANDS

# Smartphones: Huawei 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 Huawei 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 Huawei 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

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

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

## CHAPTER 01

# Management summary

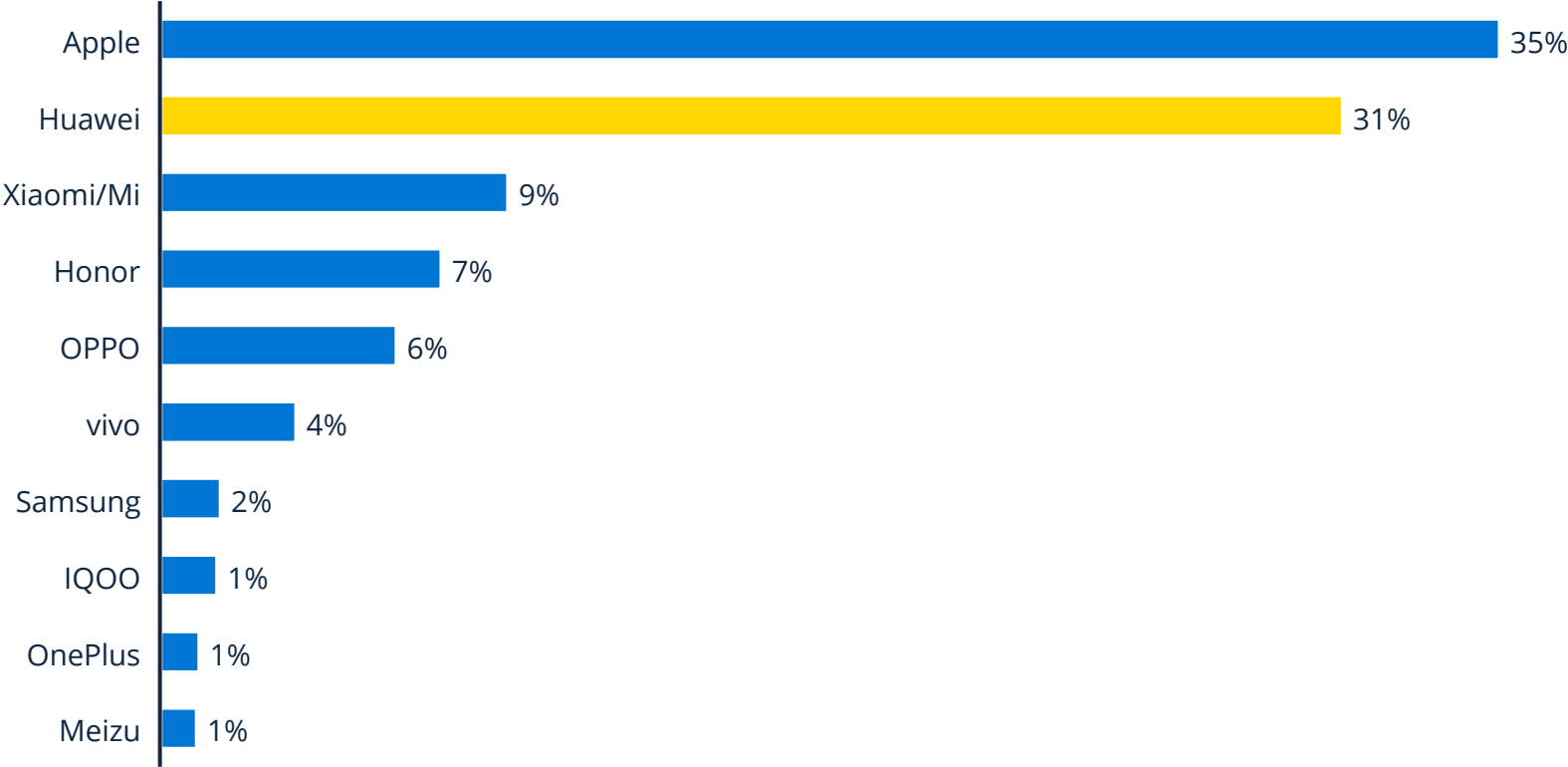
- Brand usage
- Key insights



# Huawei ranks second among smartphone brands in China

Management summary: brand usage and competition

Top 10 most used smartphone brands in China



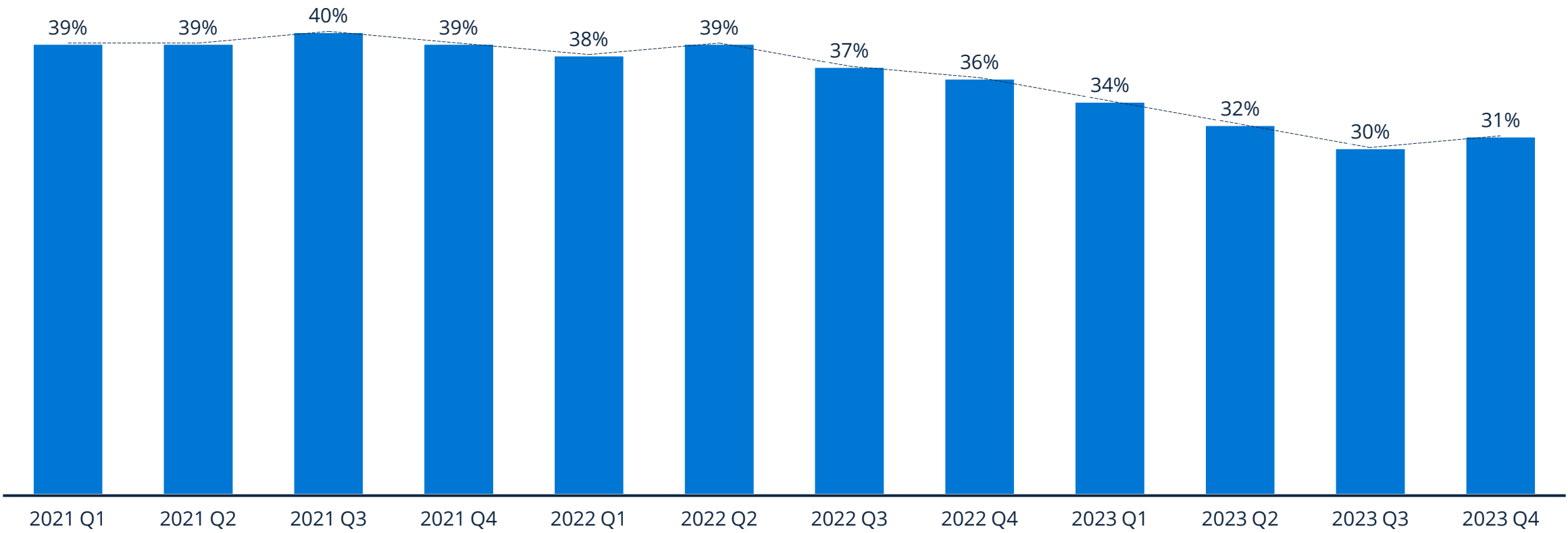
4 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=4,019 smartphone users

Sources: Statista Consumer Insights Global as of February 2024

# The share of smartphone users using Huawei declined by 9 percentage points since Q3 of 2021

Management summary: brand usage timeline

Timeline of smartphone users using Huawei



5 | Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1014 - 1589 Huawei users, n=2591 - 4034 smartphone users

Sources: Statista Consumer Insights Global as of February 2024

# Huawei users in China

Management summary: key insights

## Demographic profile

Huawei is more popular among Generation X than other smartphone brands.

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

Huawei has a larger share of users with a medium household income than other smartphone brands.

Smartphone users in general and Huawei users specifically, live in similar type of communities.

## Consumer lifestyle

Safety and security is an important aspect of life for 46% of Huawei users.

Health and fitness are relatively prevalent interests of Huawei users.

Outdoor activities are a relatively popular hobby among Huawei users.

## Consumer attitudes

46% of Huawei users state that they actively do something for the protection of their data.

30% of Huawei users are innovators or early adopters of new products.

Health & social security and the environment are issues of particular concern to Huawei users.

## Marketing touchpoints

Huawei users access the internet via a smart TV more often than the average smartphone user.

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

Digital advertising touchpoints of Huawei users are similar to those of all smartphone users.



## CHAPTER 02

# Demographic profile

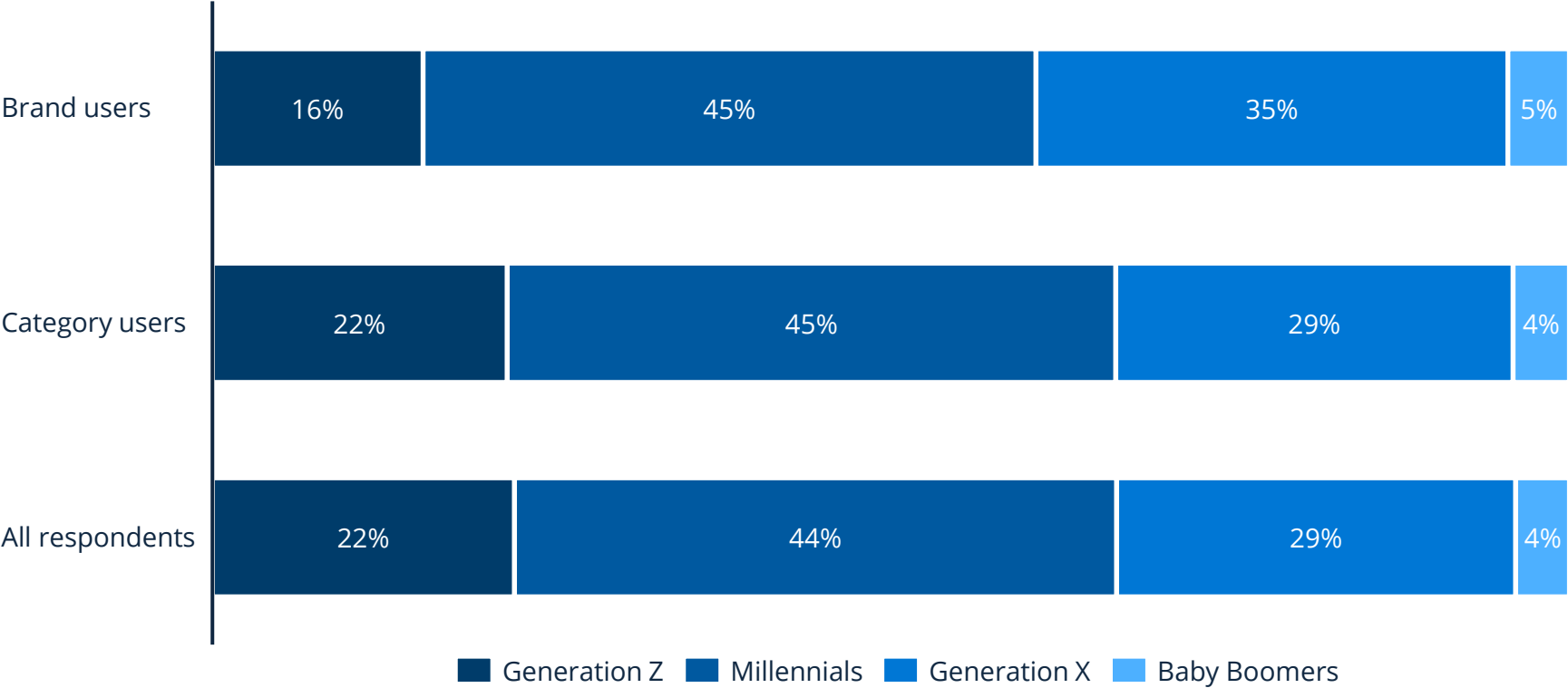
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Huawei is more popular among Generation X than other smartphone brands

Demographic profile: generations

Age of consumers in China



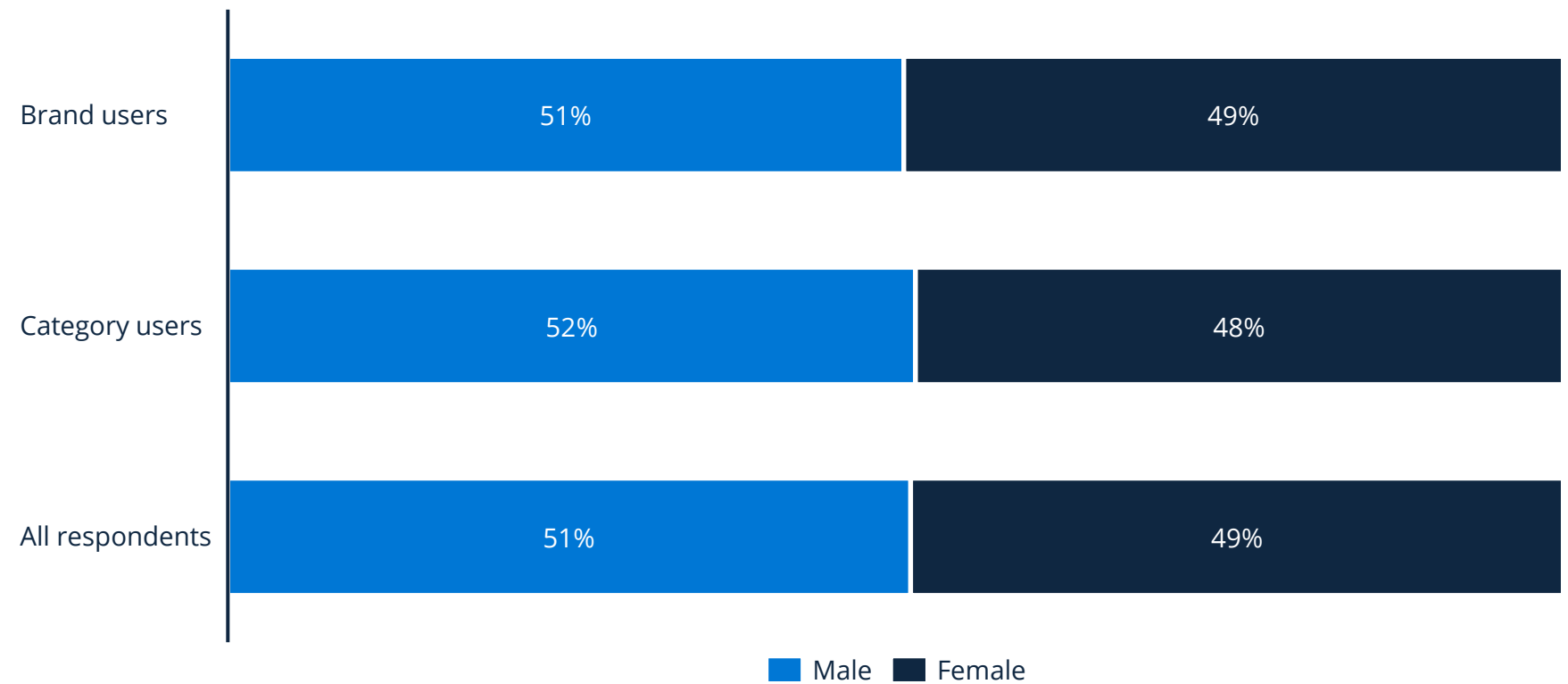


# There is a fairly even split of male and female Huawei users

Demographic profile: gender



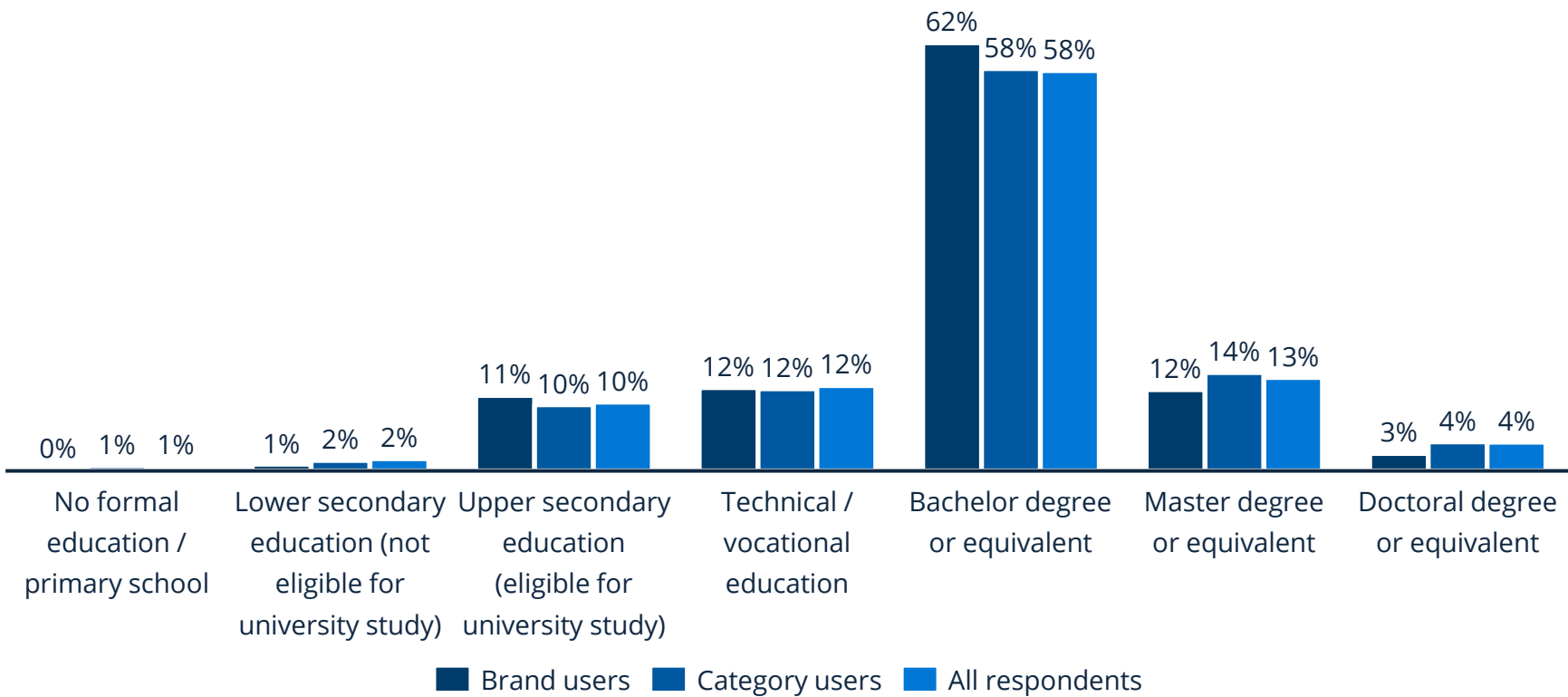
Gender of consumers in China



# The education level of Huawei users and smartphone users is similar

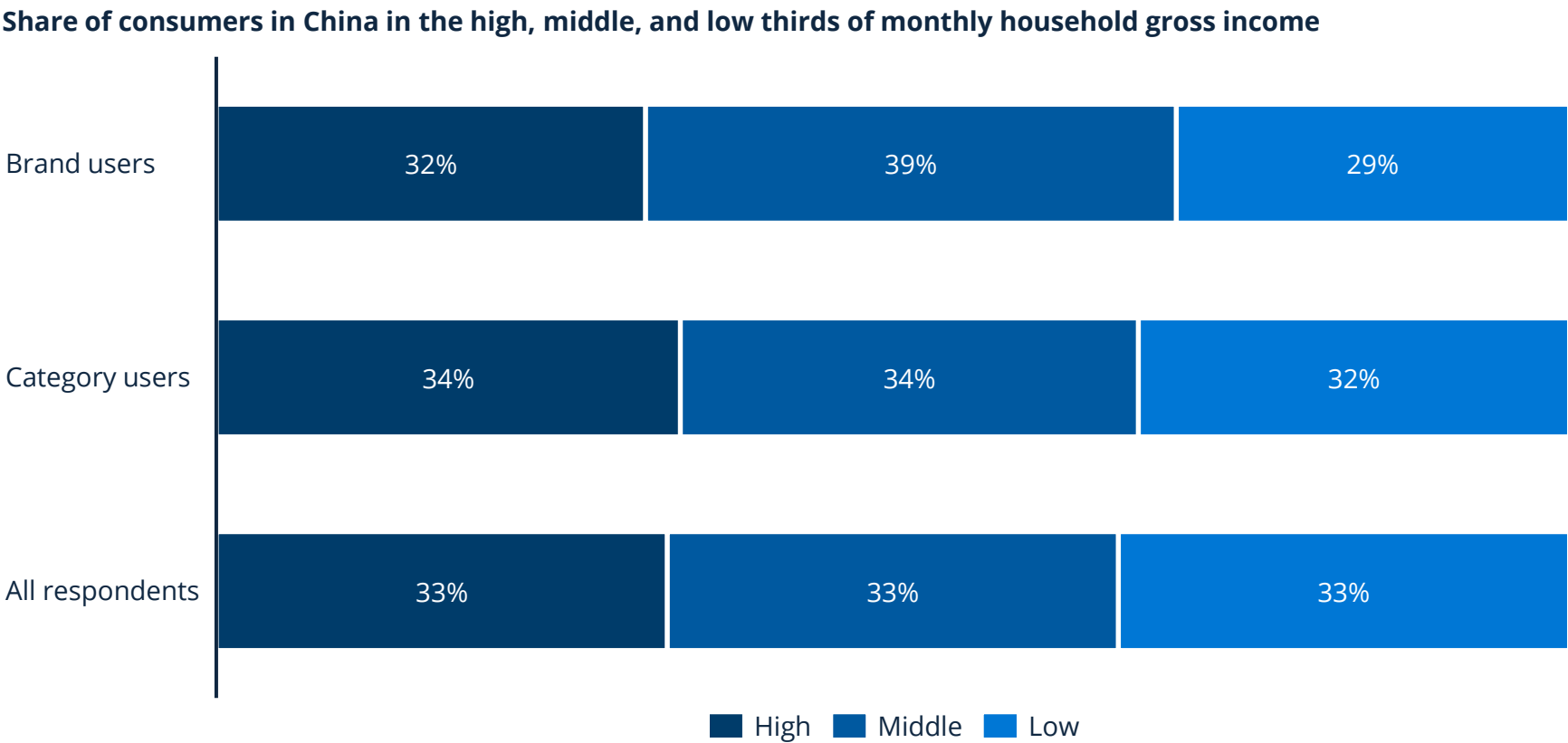
Demographic profile: education

## Consumer's level of education in China



# Huawei has a larger share of users with a medium household income than other smartphone brands

Demographic profile: income

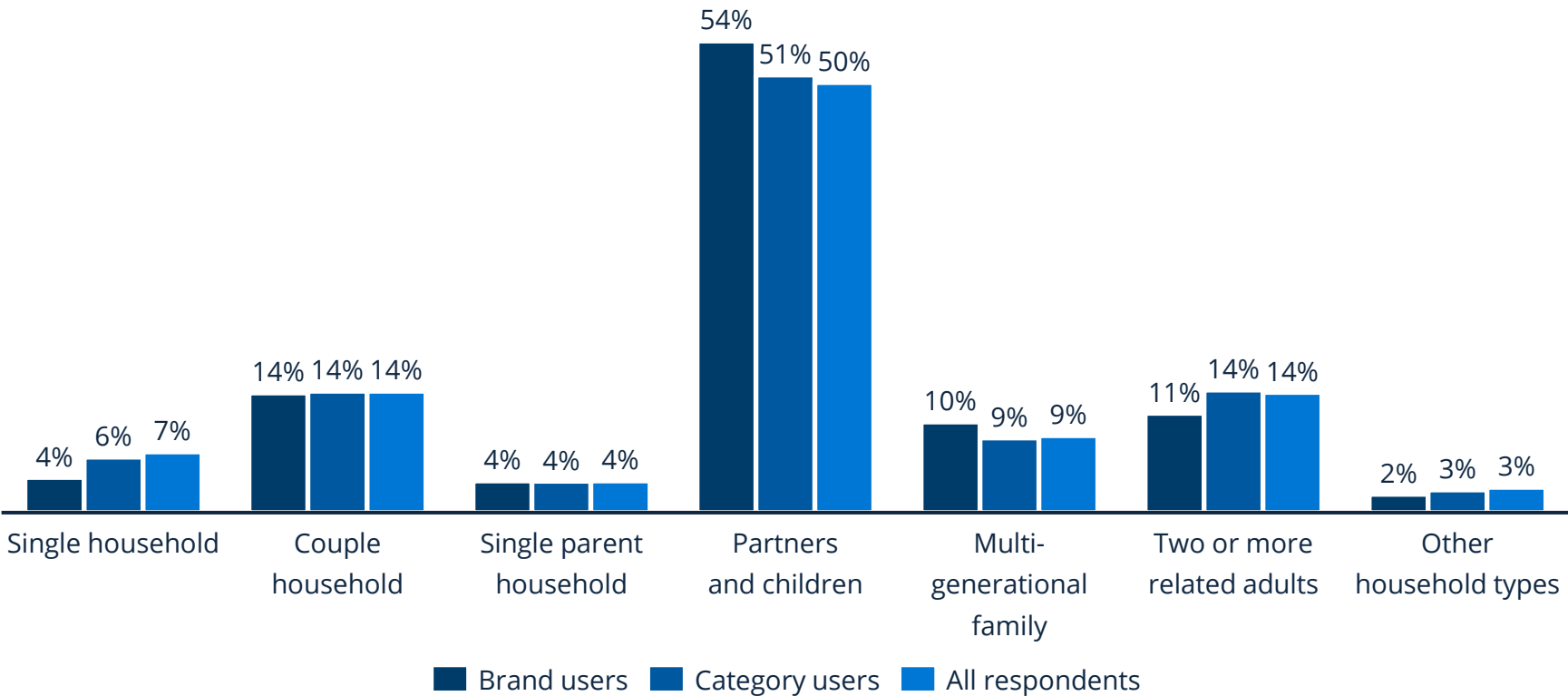


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick;  
Base: n=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024

# Compared to other smartphone users, Huawei 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=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents  
Sources: Statista Consumer Insights Global as of February 2024

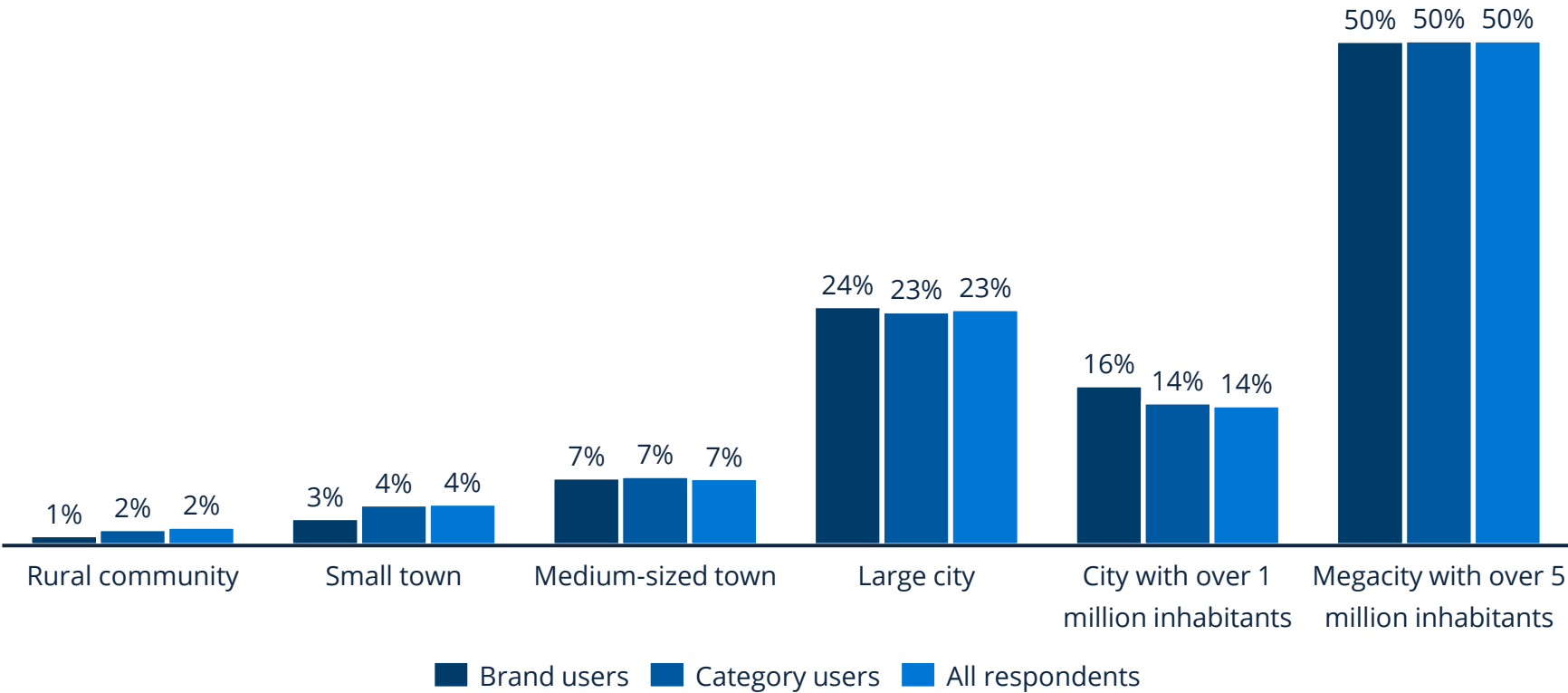


# Smartphone users in general and Huawei users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in China



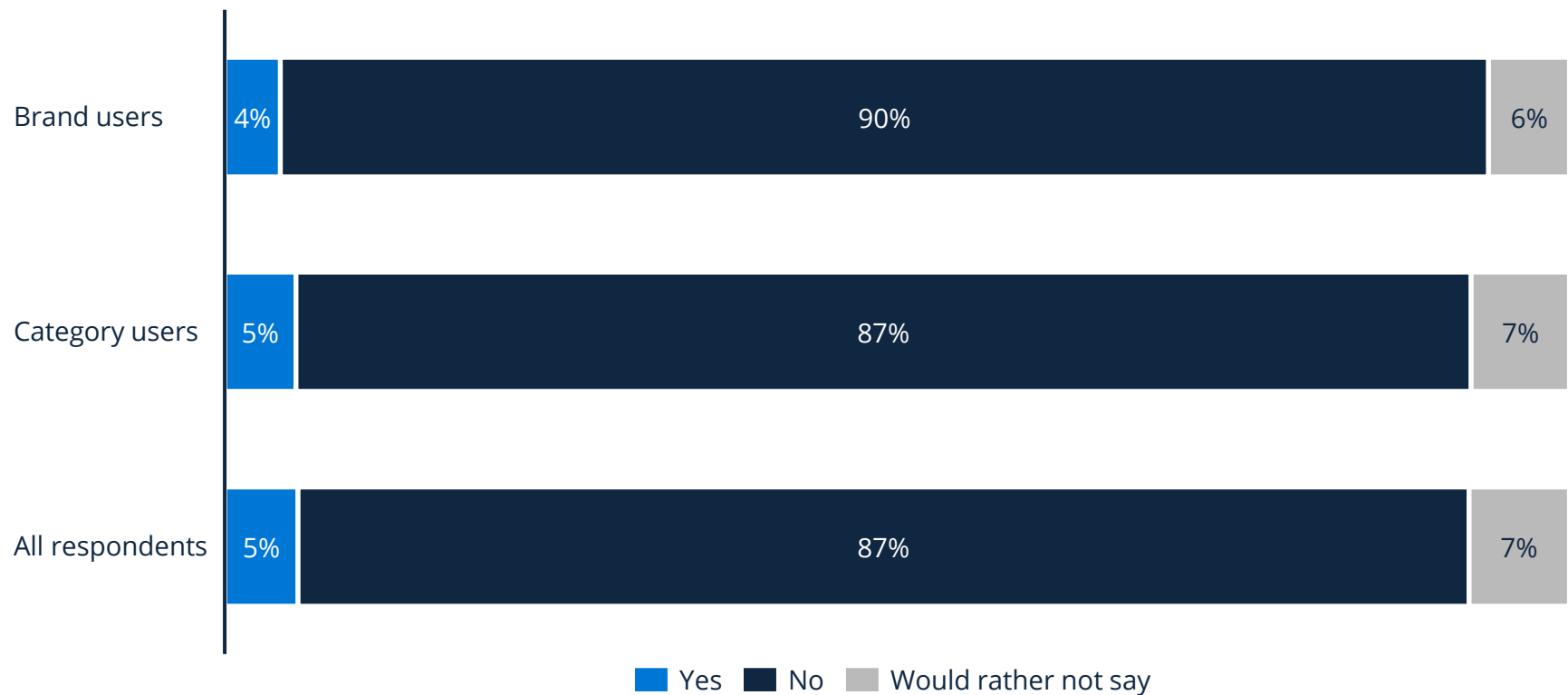
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# 4% of Huawei users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in China



## CHAPTER 03

# Consumer lifestyle

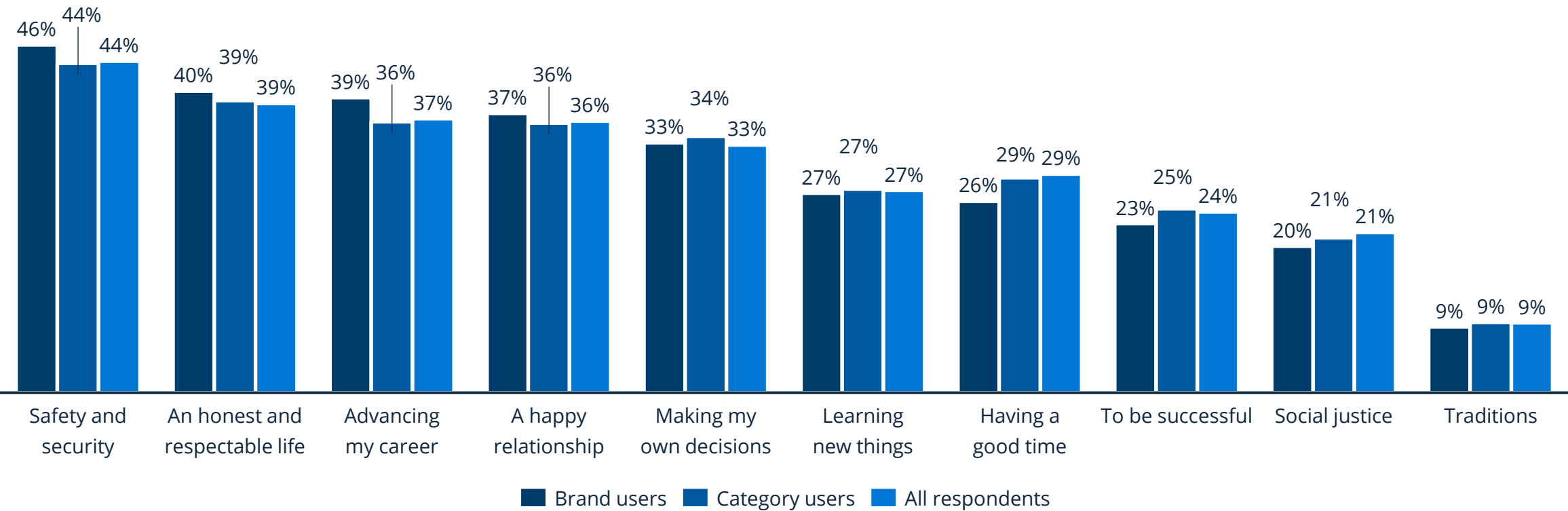
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Safety and security is an important aspect of life for 46% of Huawei users

Consumer lifestyle: life values

Most important aspects of life for consumers in China



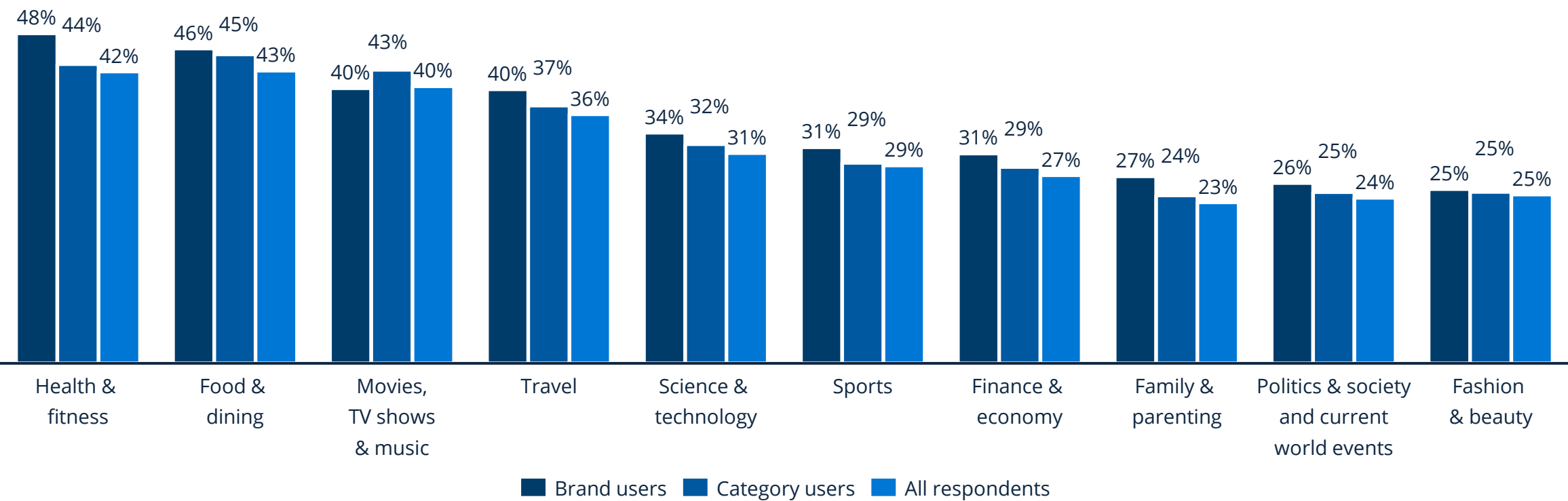
16 **Notes:** "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3."; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents  
**Sources:** Statista Consumer Insights Global as of February 2024



# Health and fitness are relatively prevalent interests of Huawei users

Consumer lifestyle: main interests

Top 10 interests of Huawei users in China



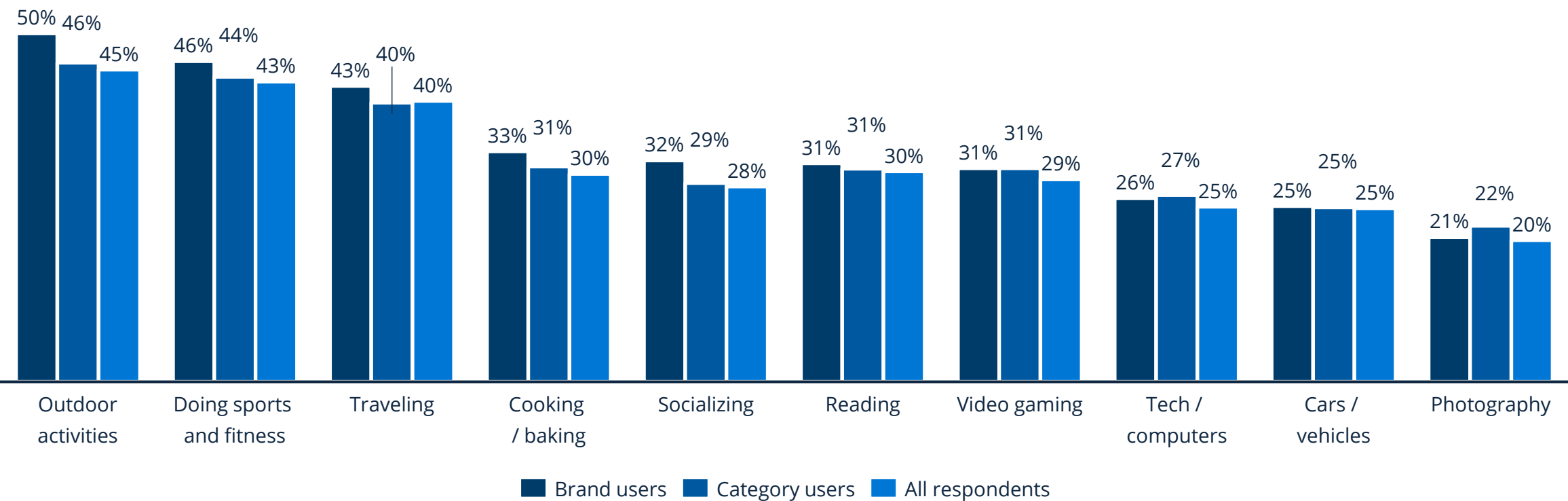
17 Notes: "What topics are you personally interested in?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# Outdoor activities are a relatively popular hobby among Huawei users

Consumer lifestyle: hobbies & leisure activities

Top 10 hobbies and leisure activities of Huawei users in China



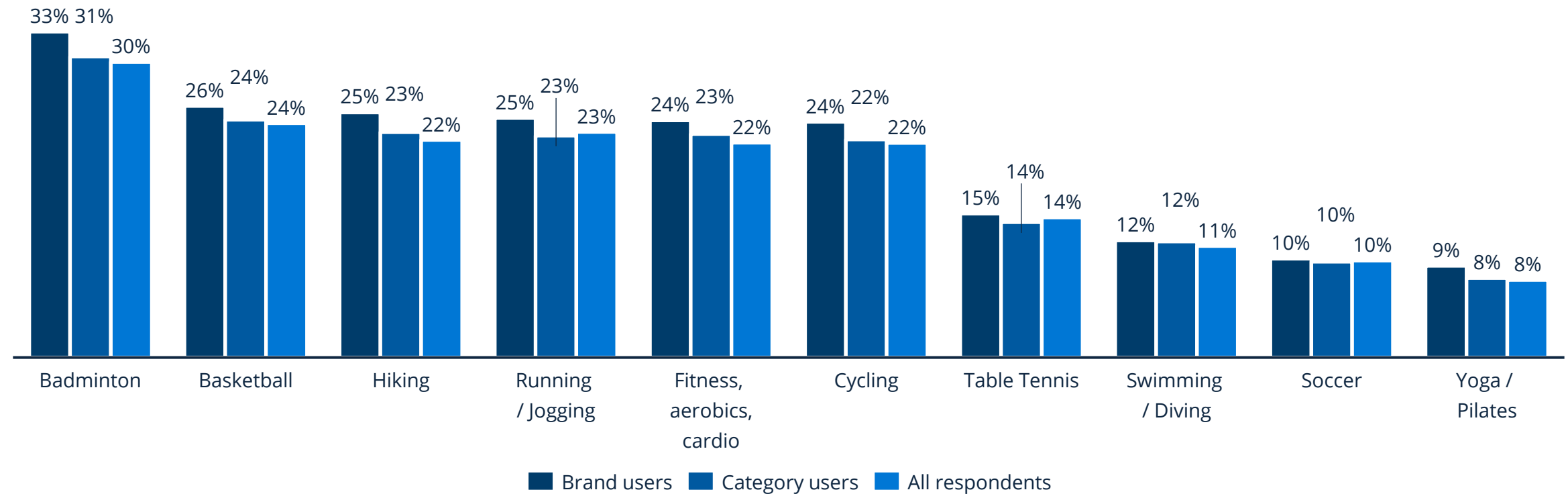
18 Notes: "What are your personal hobbies and activities?"; Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents

Sources: Statista Consumer Insights Global as of February 2024

# A relatively large share of Huawei users play badminton

Consumer lifestyle: sports activities

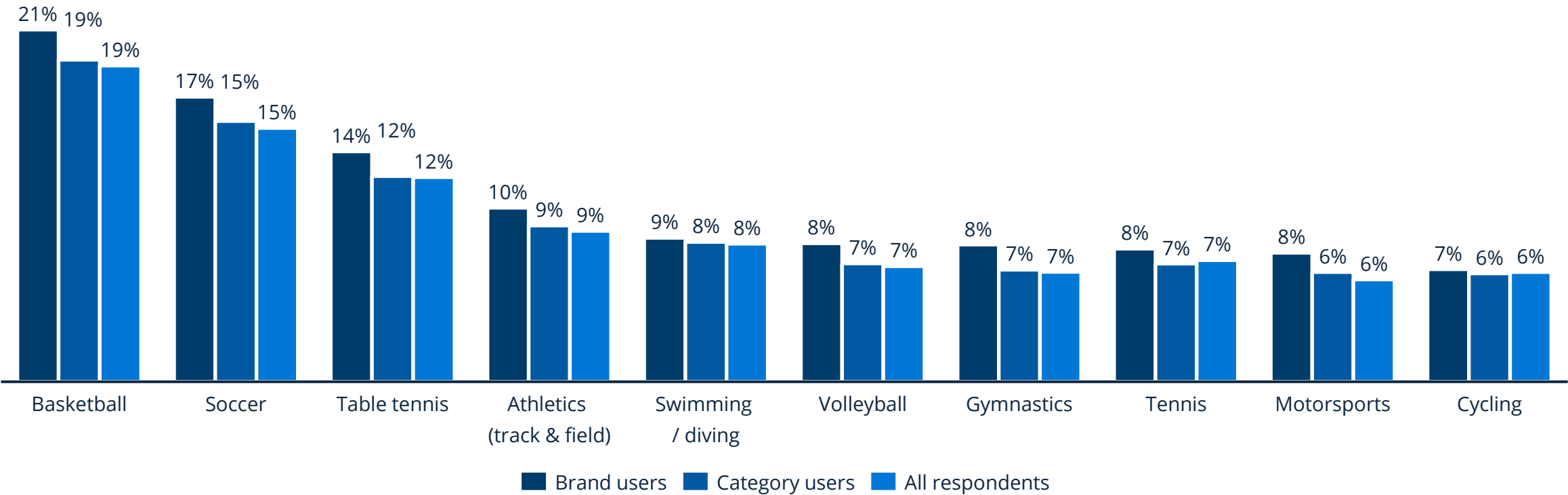
## Top 10 sports activities of Huawei users in China



# A relatively large share of Huawei users follow basketball teams and competitions

Consumer lifestyle: sports followed

Top 10 sports followed by Huawei users in China

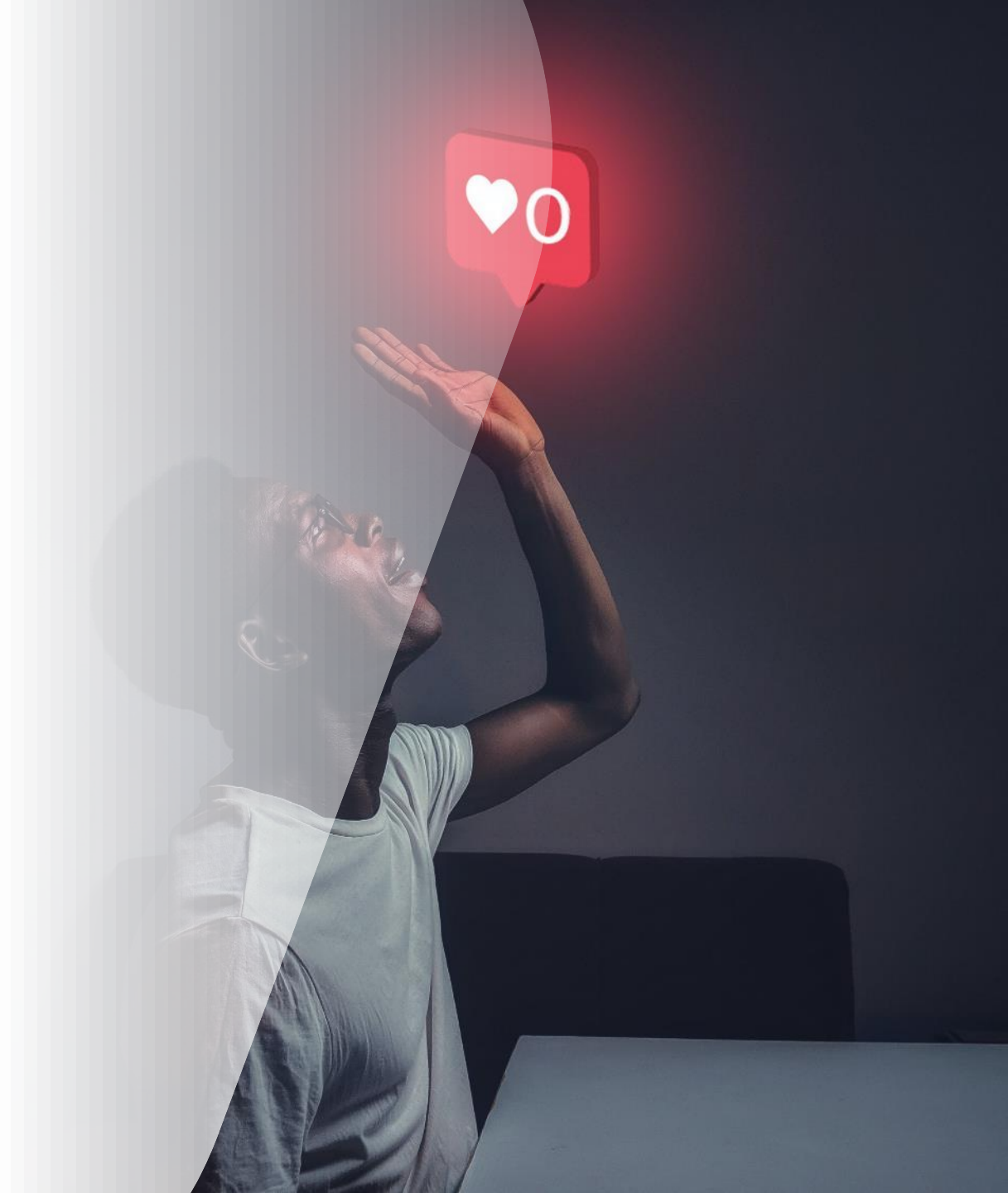




## CHAPTER 04

# Consumer attitudes

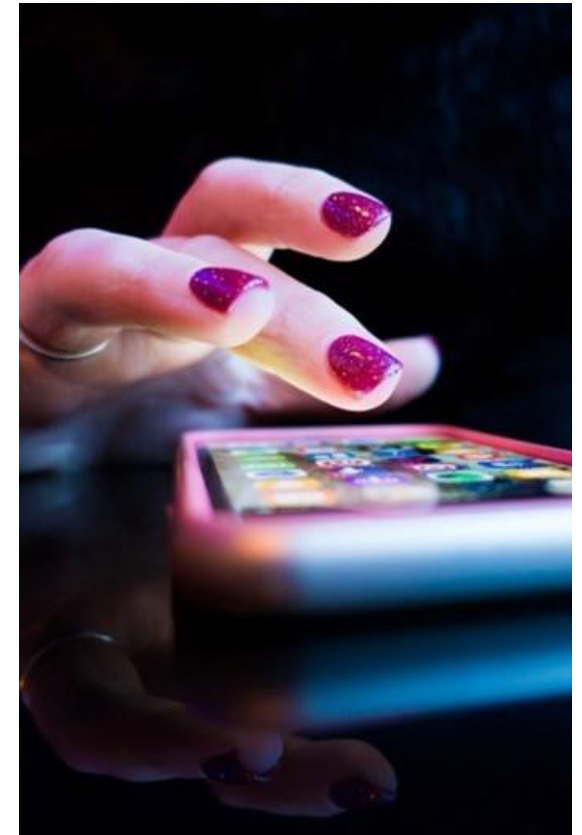
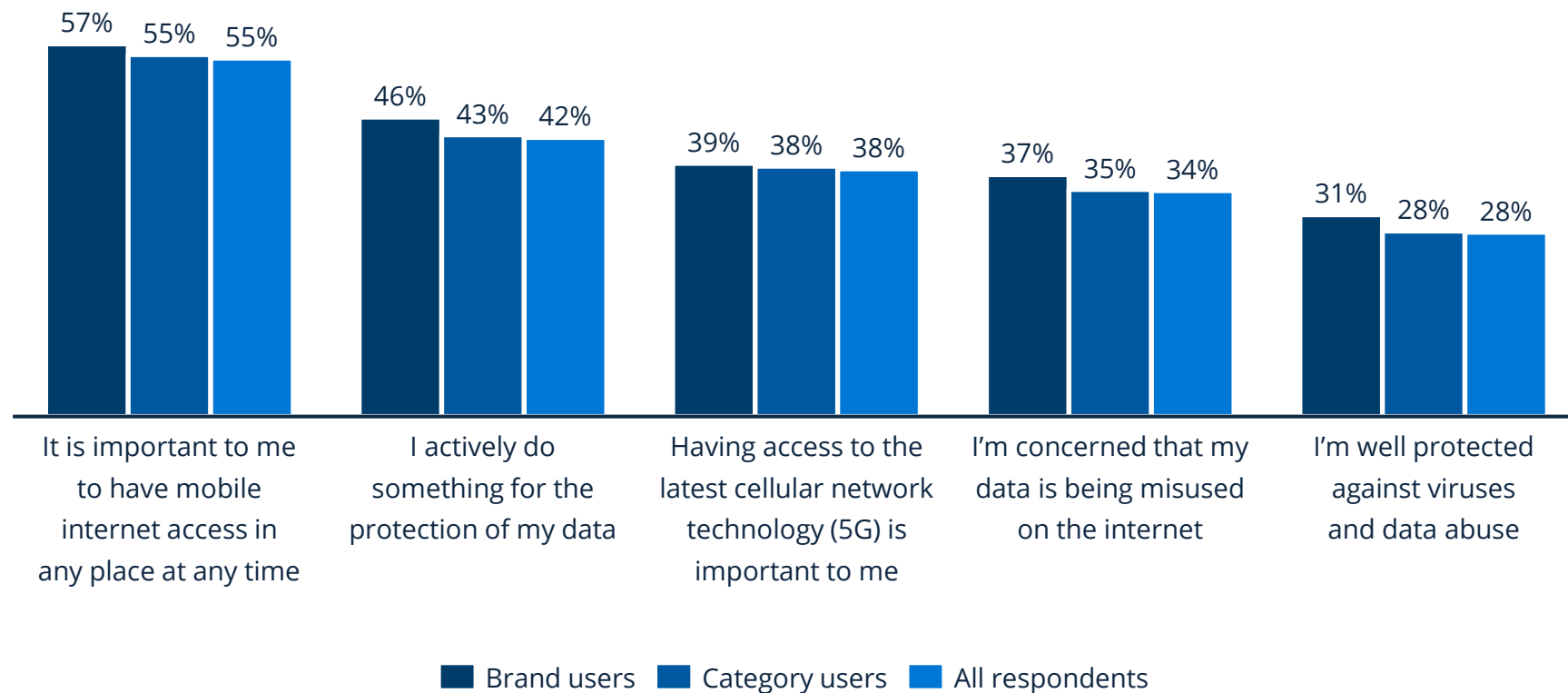
- Attitudes towards the internet
- Innovation adoption
- Challenges facing the country
- Politics



# 46% of Huawei users state that they actively do something for the protection of their data

Consumer attitudes: internet & devices

## Agreement with statements towards internet & devices in China

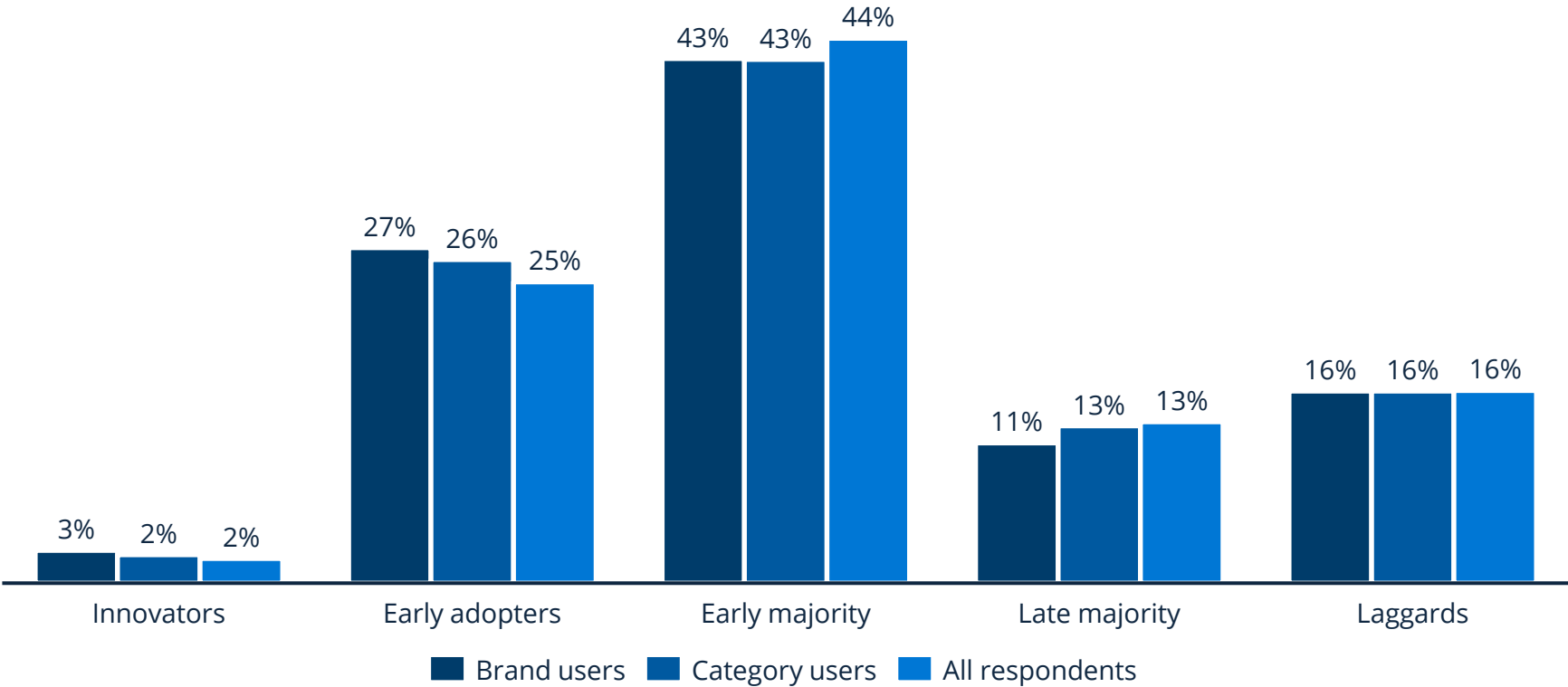


# 30% of Huawei users are innovators or early adopters of new products

Consumer attitudes: innovation adoption



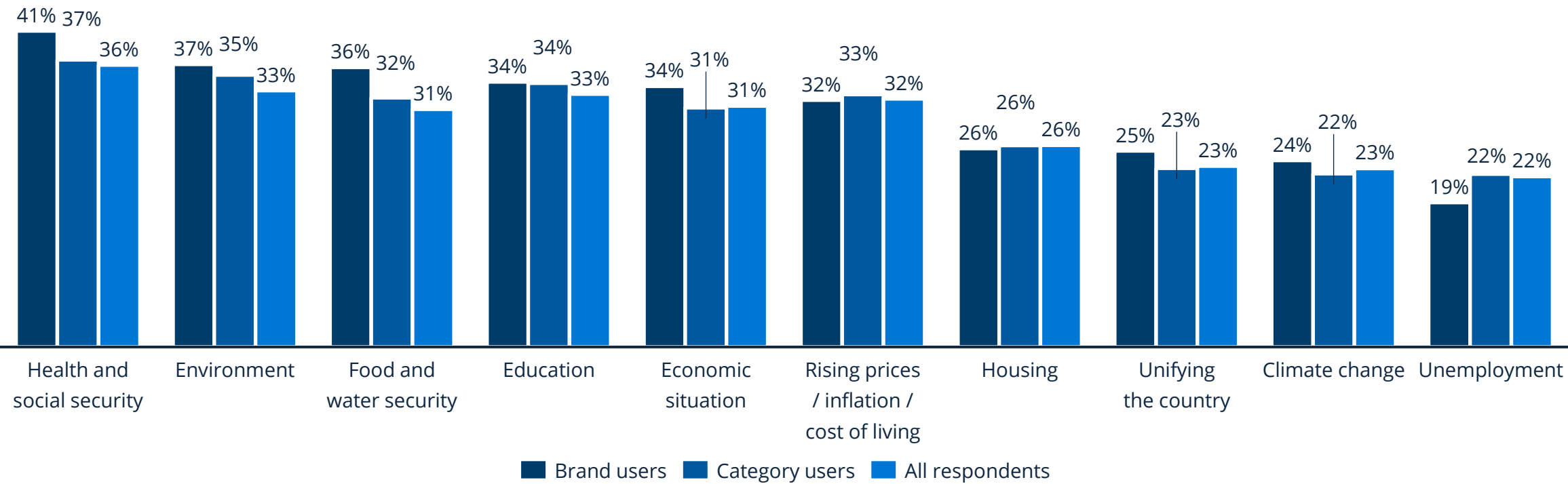
Innovation adopter types based on statements towards innovation by consumers in China



# Health & social security and the environment are issues of particular concern to Huawei users

Consumer attitudes: challenges facing the country

The 10 most important issues facing China according to Huawei 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=1,231 Huawei users, n=4,019 smartphone users, n=24,552 all respondents  
Sources: Statista Consumer Insights Global as of February 2024

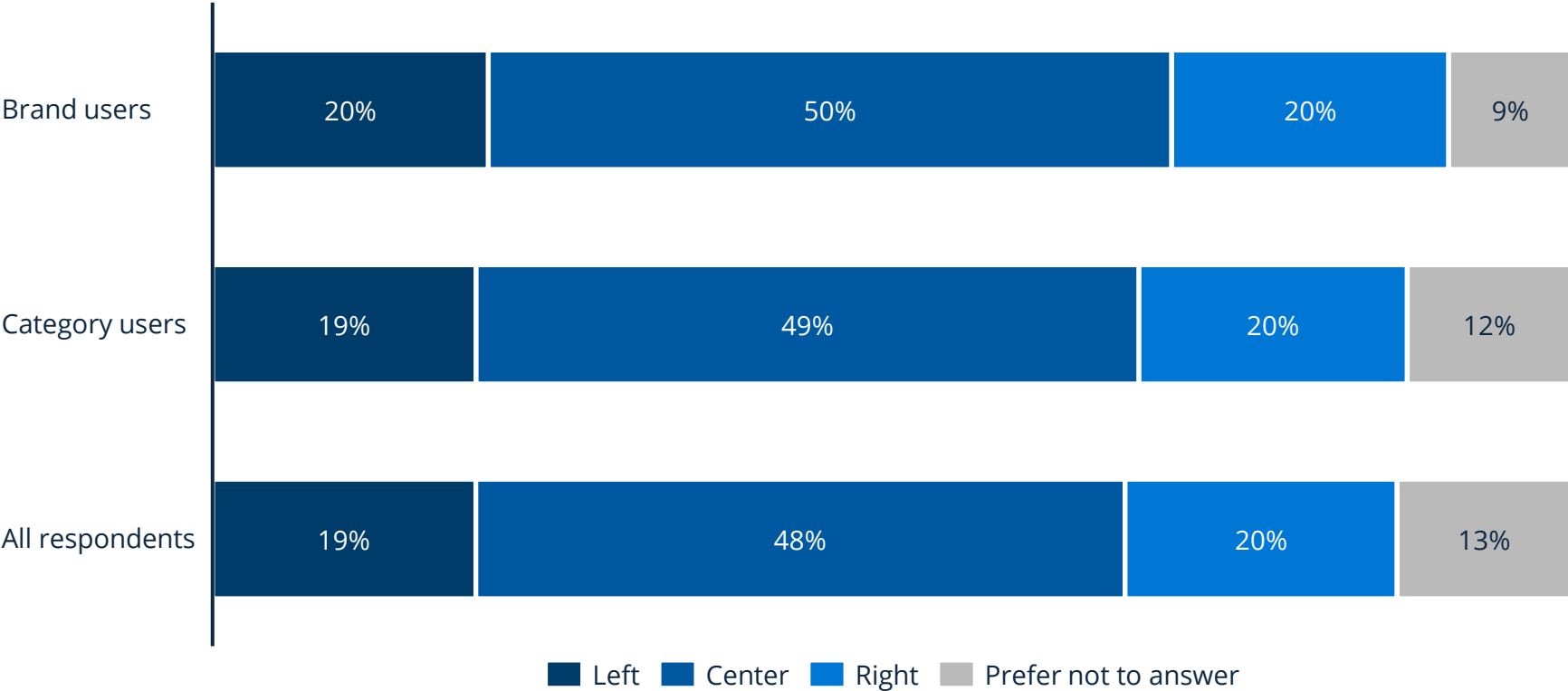


# Huawei users reflect the general political landscape

Consumer attitudes: politics



Political attitudes of consumers in China



## CHAPTER 05

# Marketing touchpoints

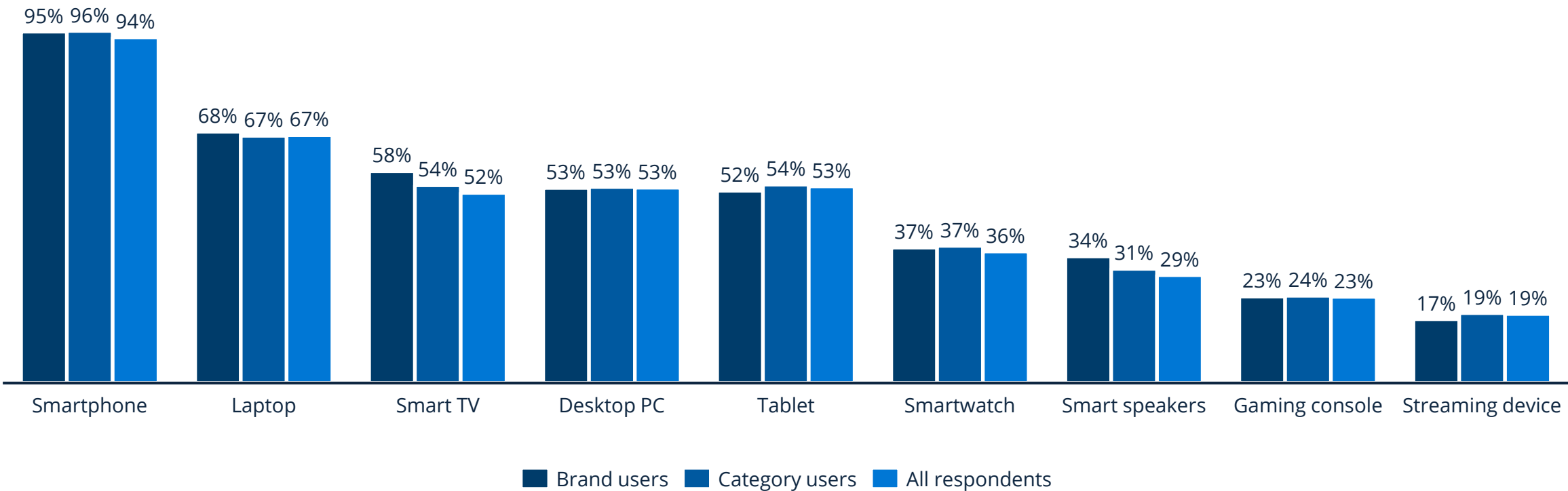
- Internet usage by device
- Social media usage
- Media usage by channel
- Digital advertising touchpoints
- Non-digital advertising touchpoints



# Huawei users access the internet via a smart TV more often than the average smartphone user

Marketing touchpoints: internet usage by device

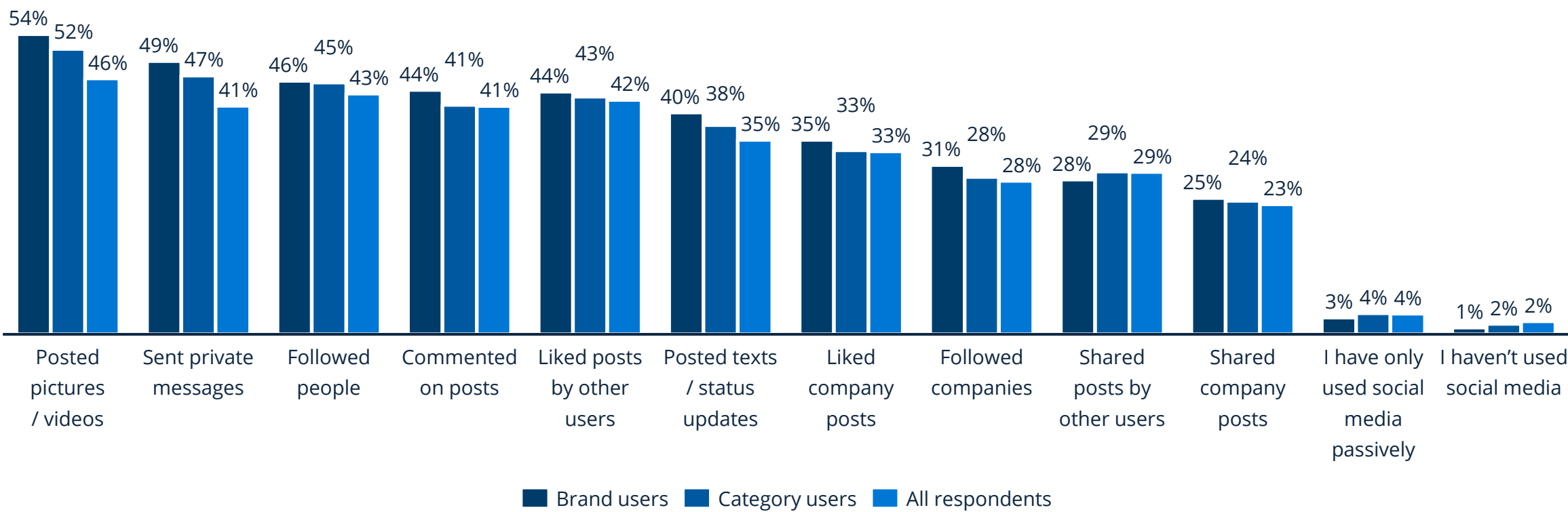
Devices consumers in China use regularly to access the internet



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

Marketing touchpoints: social media usage

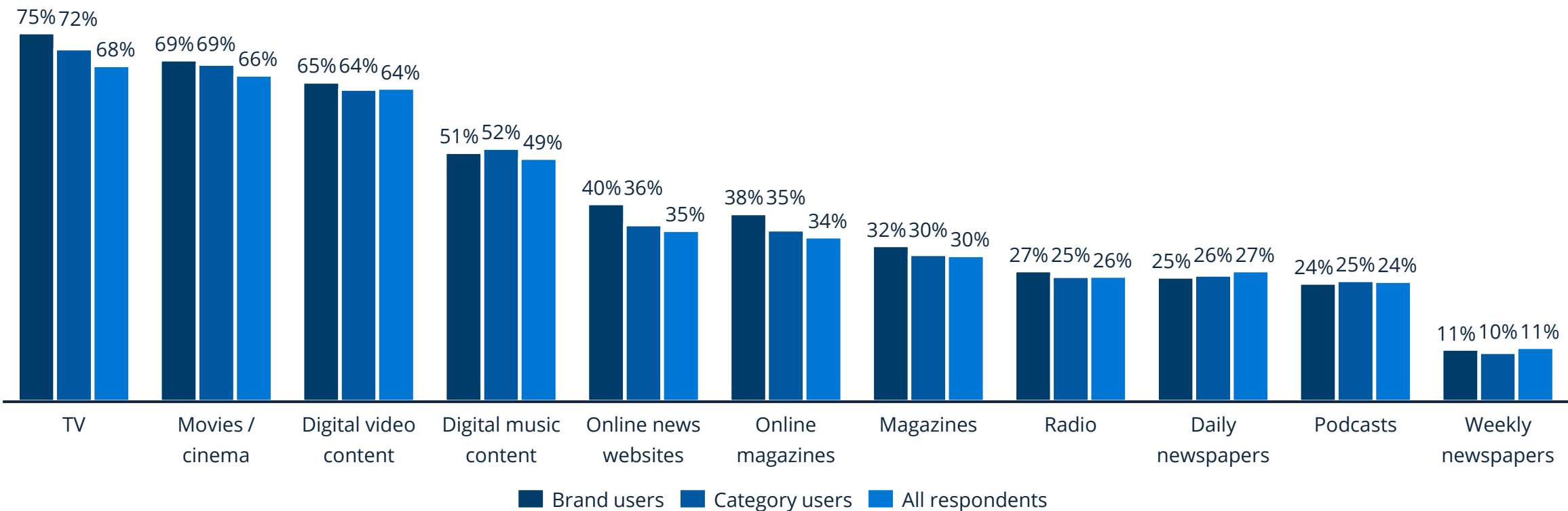
## Social media activities in China by type



# 75% of Huawei users watched TV in the past 4 weeks

Marketing touchpoints: media usage by channel

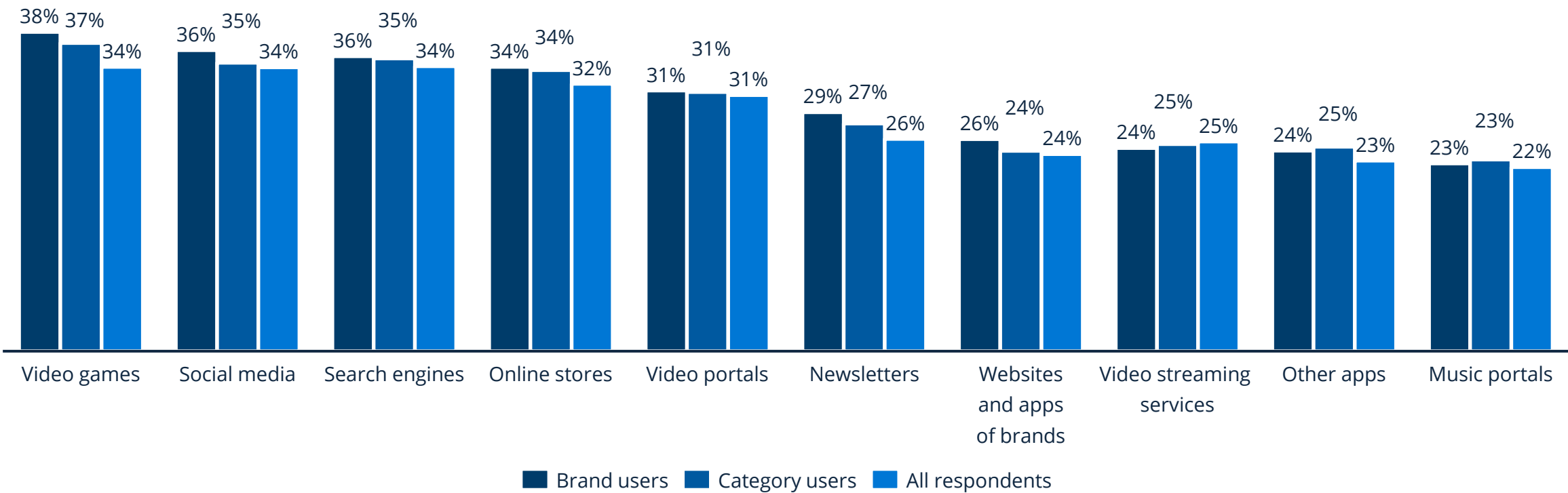
Type of media consumers in China have been using in the past 4 weeks



# Digital advertising touchpoints of Huawei users are similar to those of all smartphone users

Marketing touchpoints: digital advertising touchpoints

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



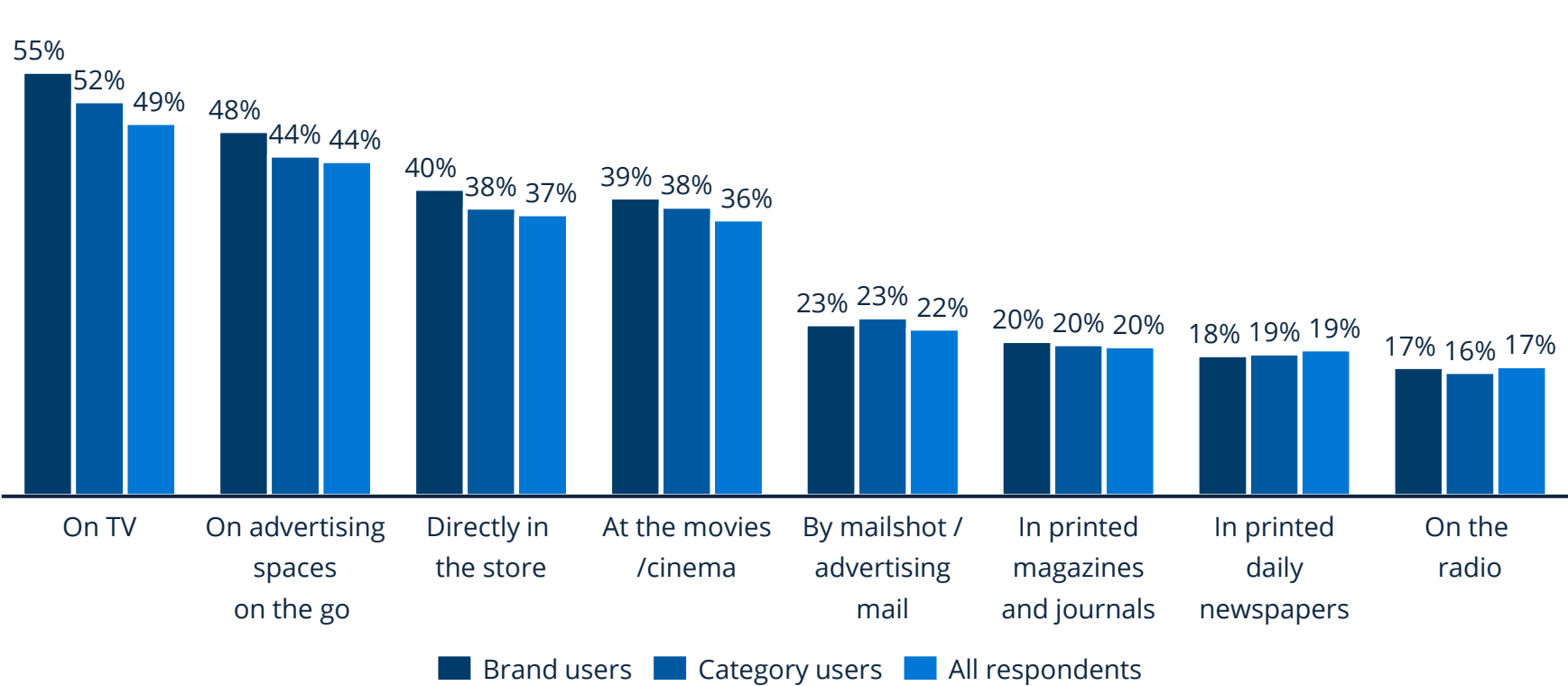


# Huawei users remember ads they saw on TV more often than the average online

Marketing touchpoints: non-digital advertising touchpoints



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



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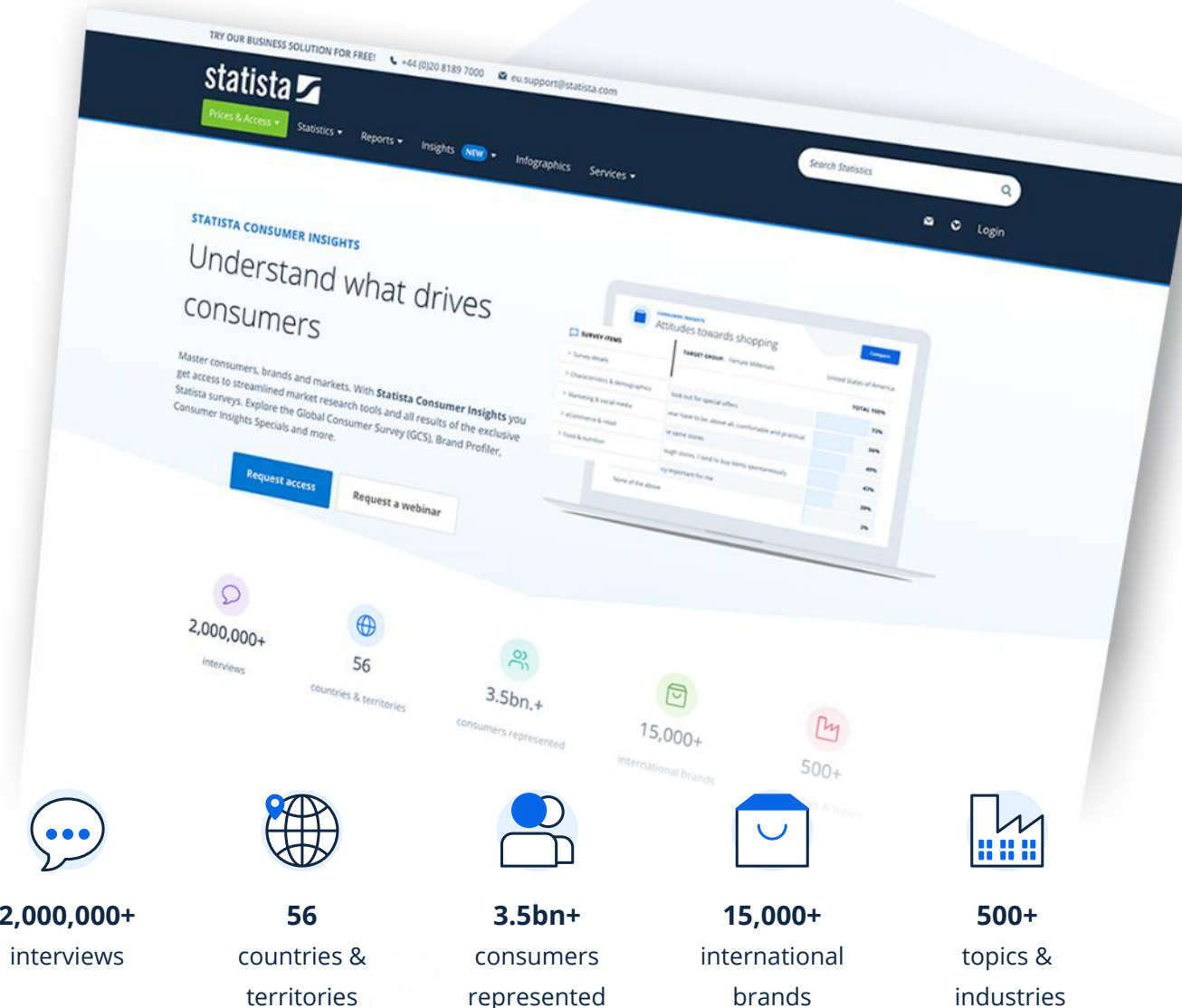
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56  
countries &  
territories

3.5bn+  
consumers  
represented

15,000+  
international  
brands

500+  
topics &  
industries



**Consumer** Insights  
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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.

After moving to Hamburg and joining Statista in 2018 he is now the Team Lead for Consumer Insights and the reporting offer.



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Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He Interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

For the Statista Consumer Insights team, he is responsible for concepting reports, automation design, and is a trusted advisor to clients and stakeholders for the product.



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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.