

# Europe

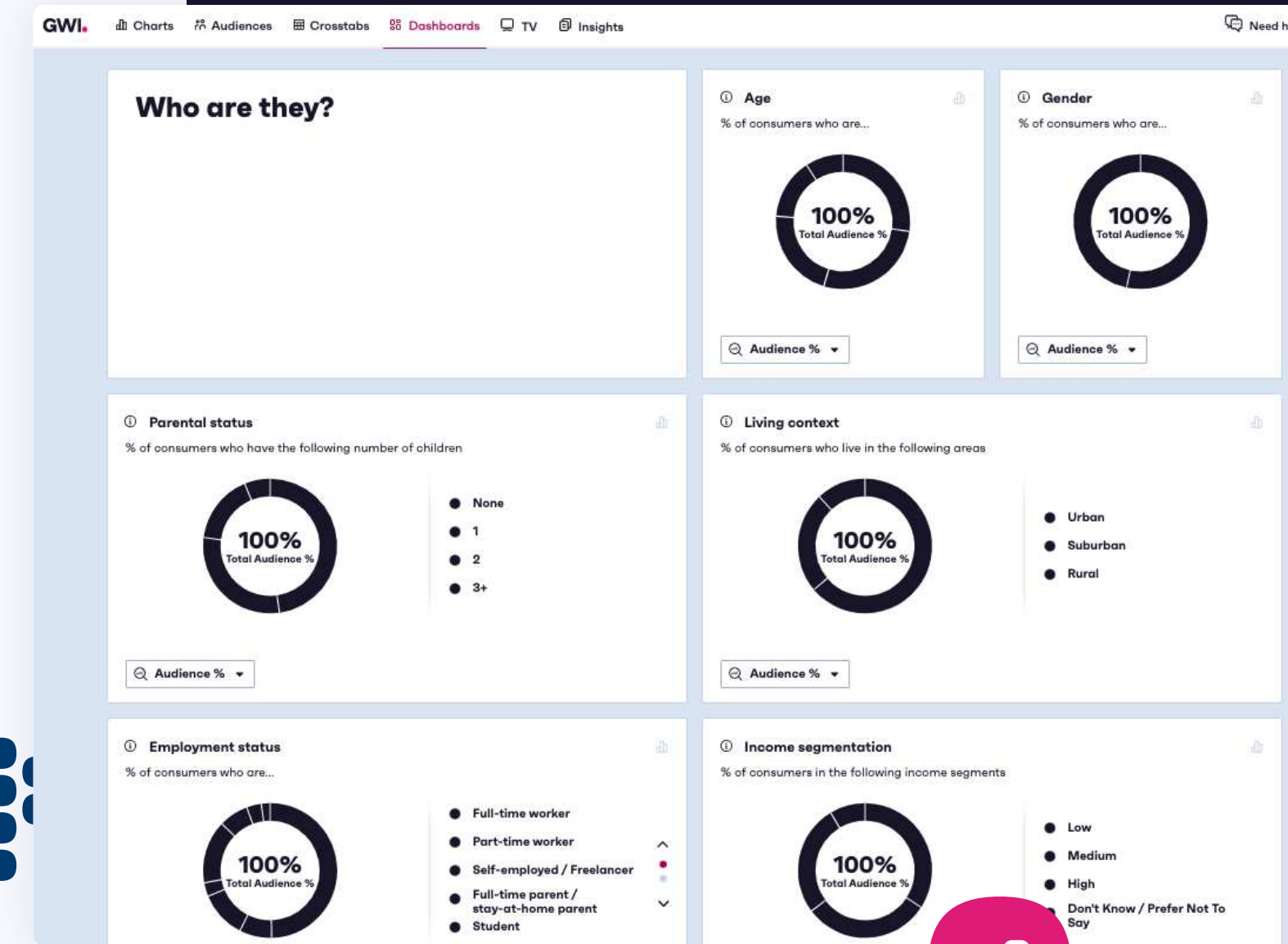
Key digital behaviors and trends over time and across demographics



Sample  
Q2-Q3 2021  
124,949

Internet  
Penetration\*  
89%

\*GWI's forecasts for 2020 based on 2018 ITU data



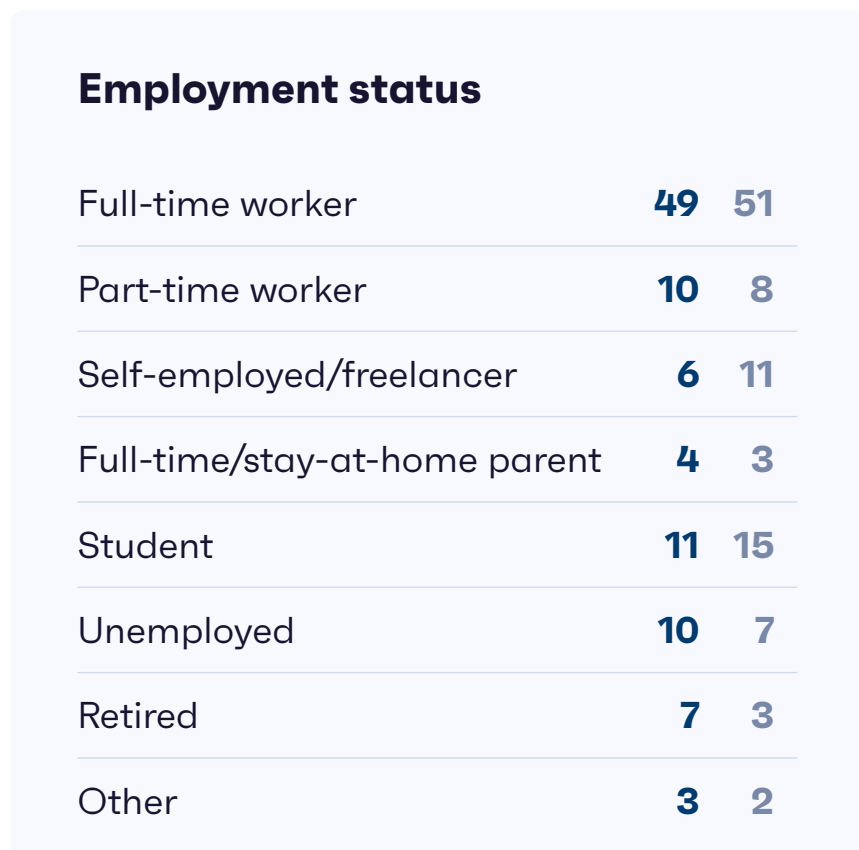
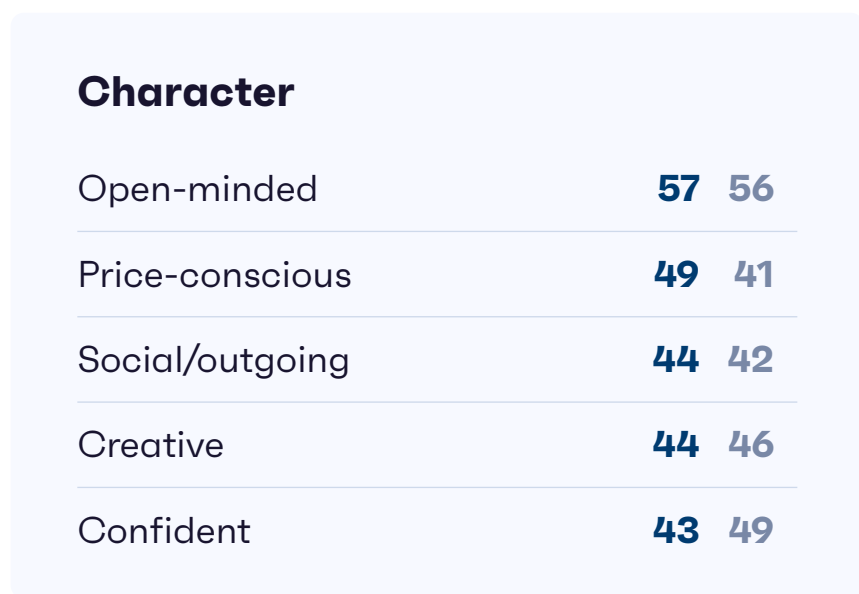
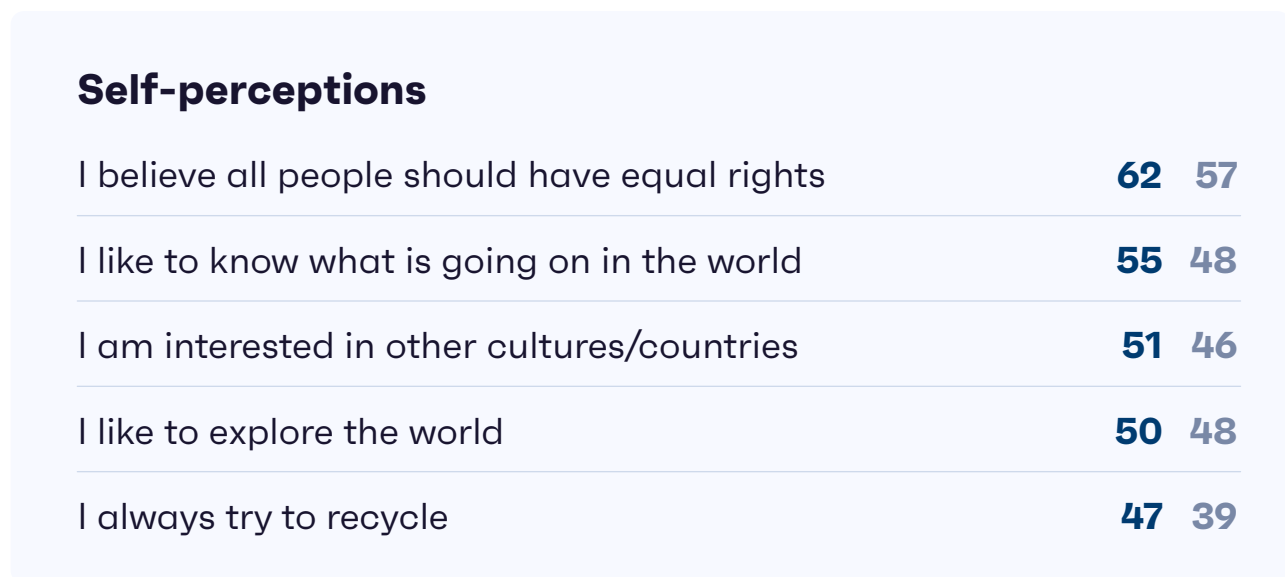
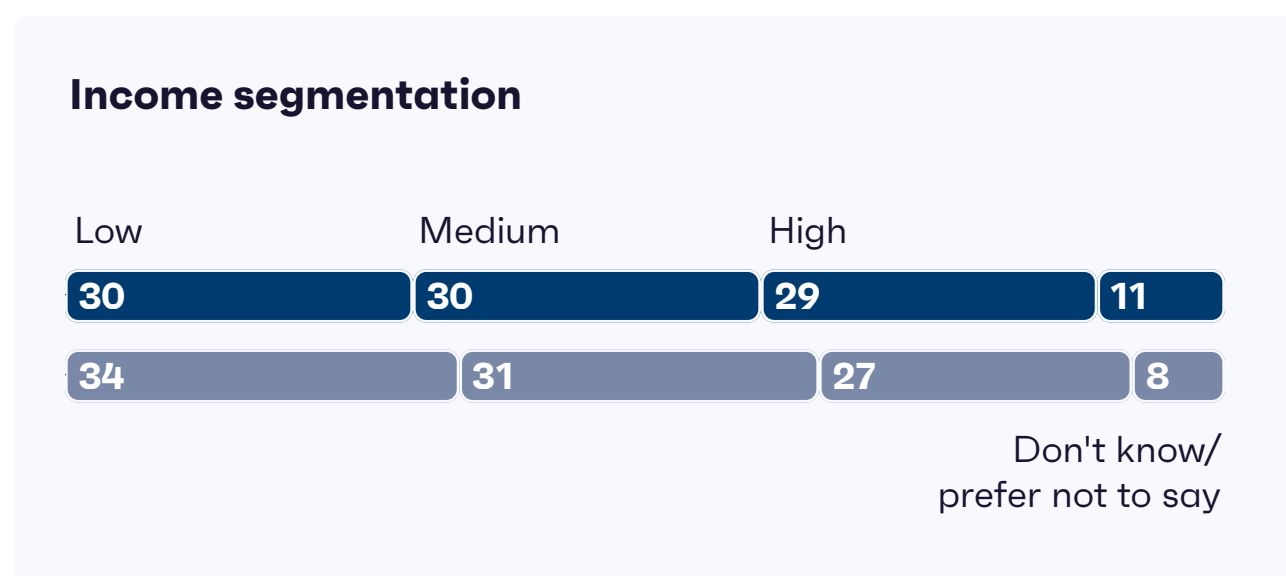
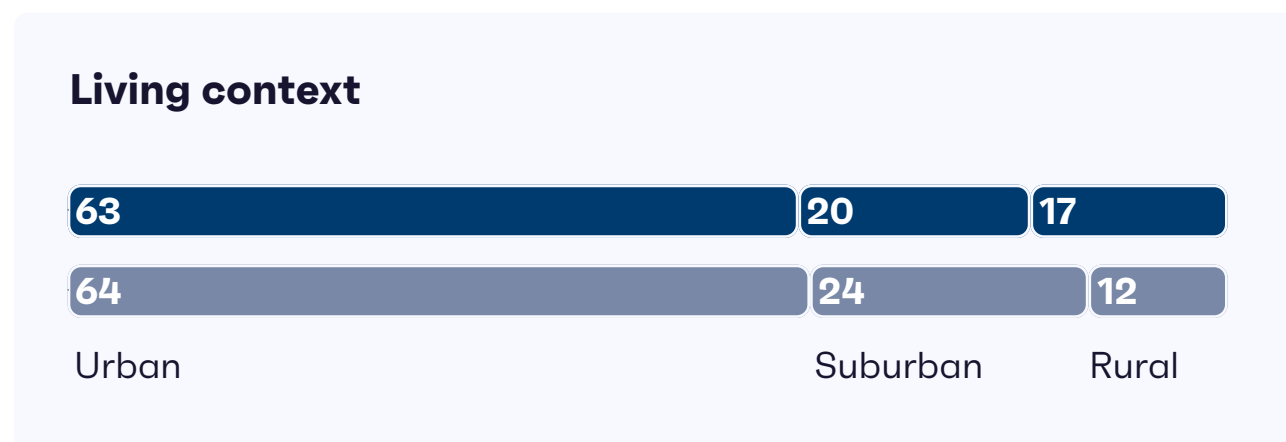
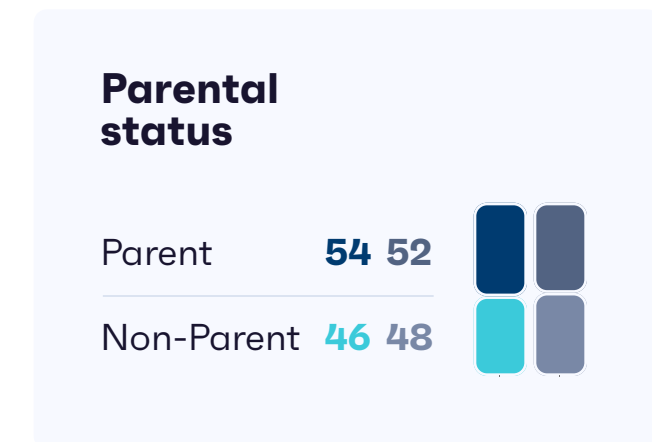
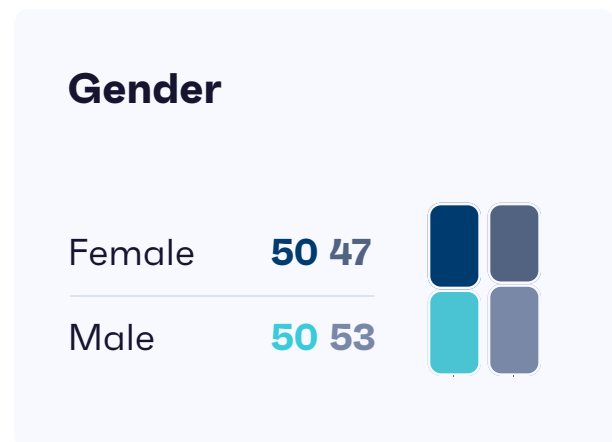
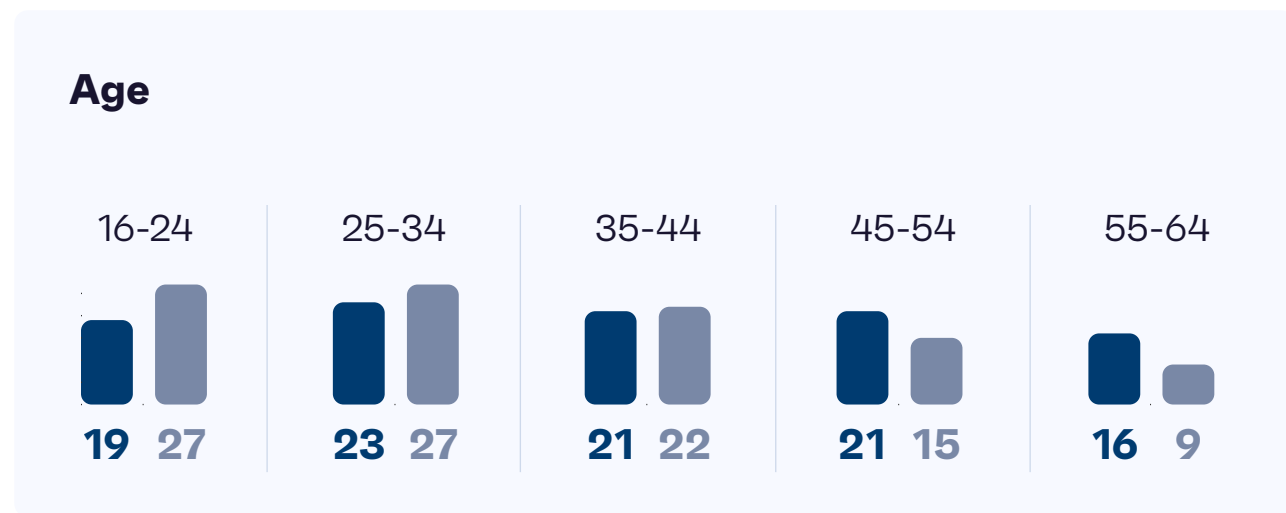
We've collected all charts in this report in an **interactive dashboard on our Platform**, where you can investigate the data by demographics, over time, and among custom audiences.

**GWI.**



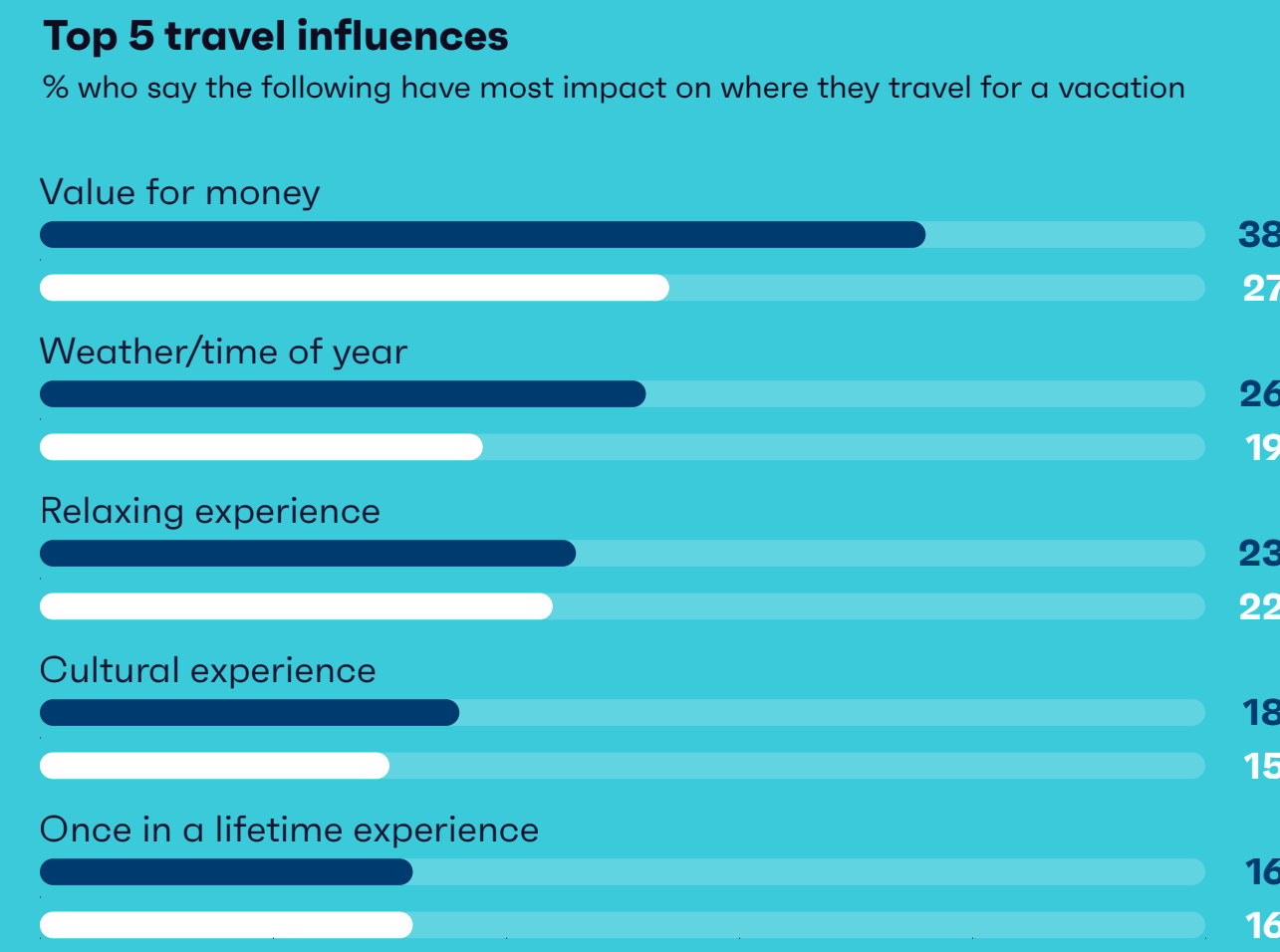
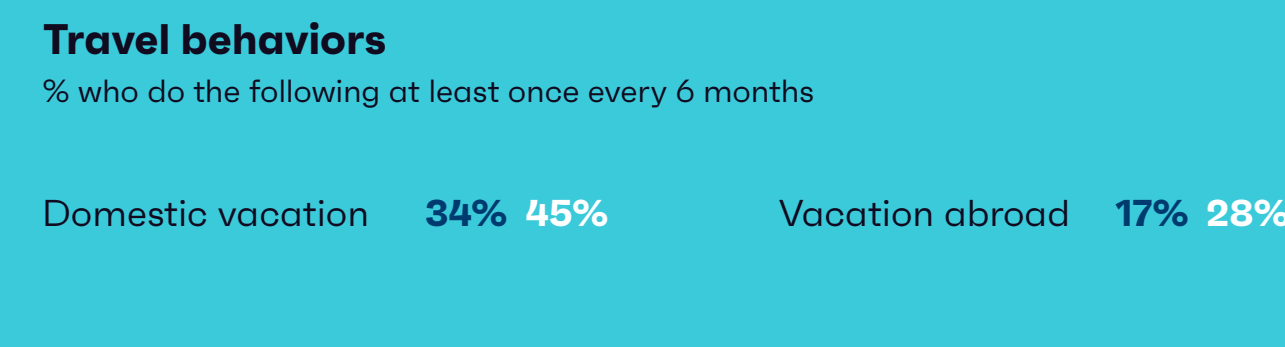
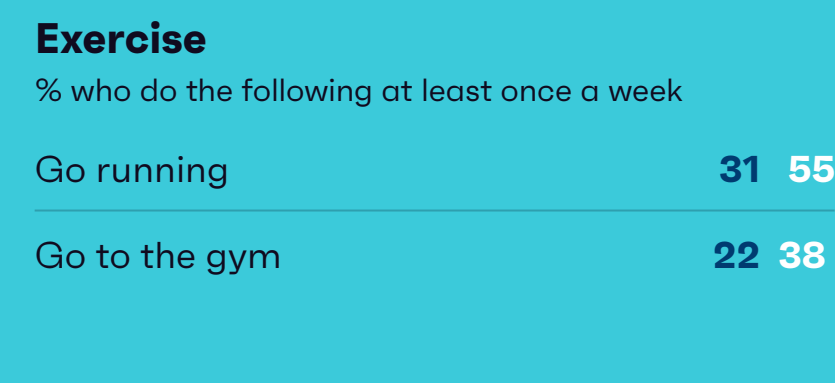
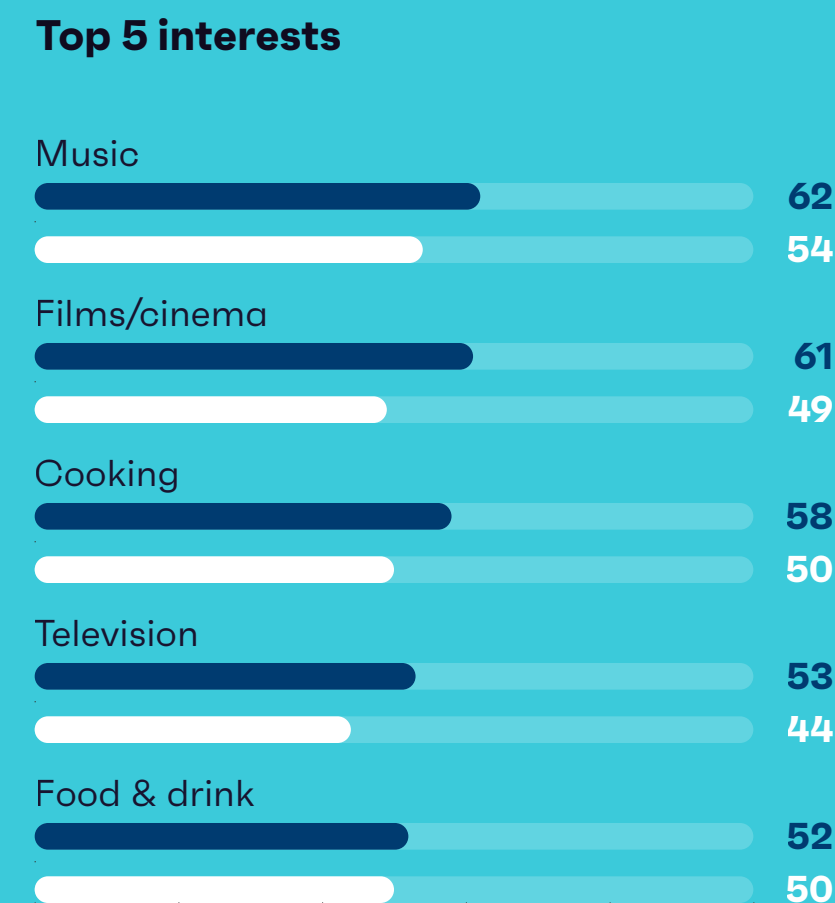
# Who are they?

● Europe %  
● Global average %



# What's their lifestyle?

● Europe %  
● Global average %



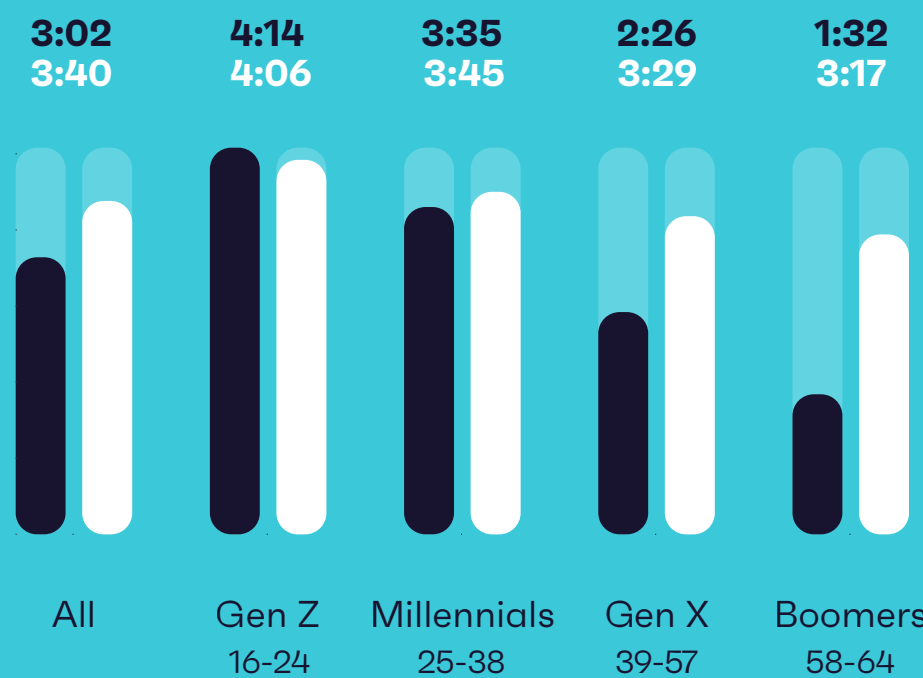


# Time spent online



Average h:mm per day typically spent online on the following devices

Mobile PC/Laptop



# How do they use technology and electronics?

● Europe %  
● Global average %

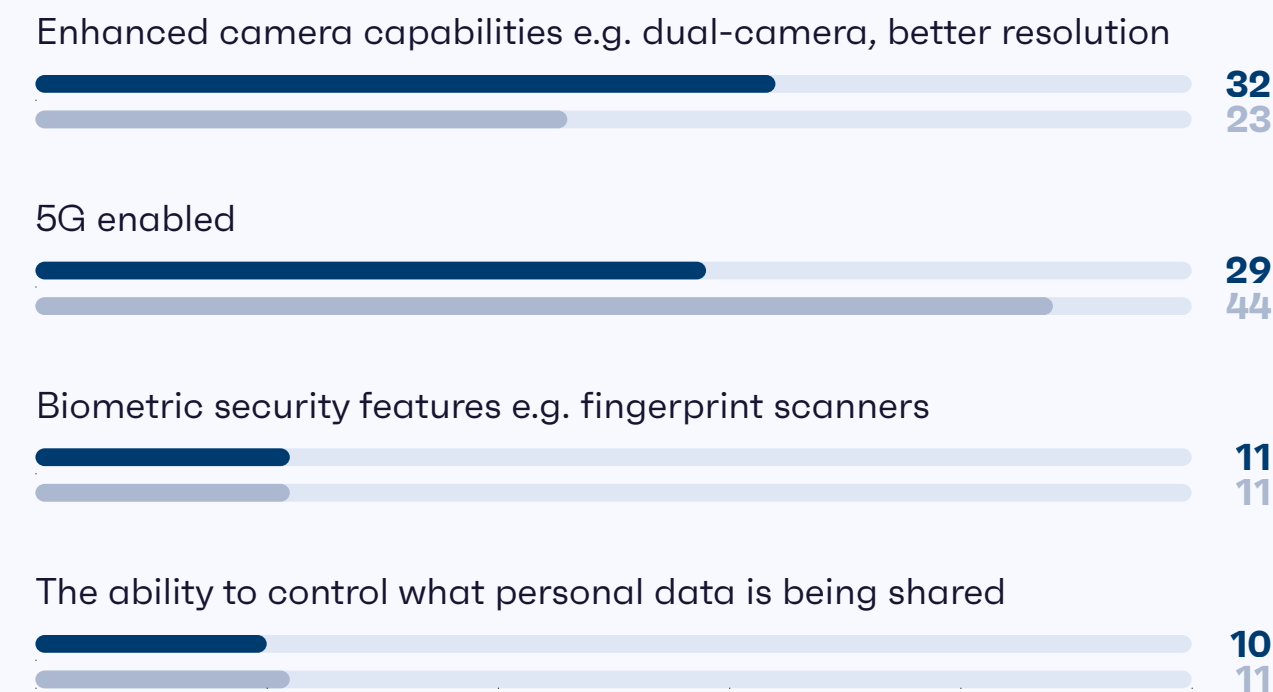
## Attitudes to technology

% who feel the following describe them

I am confident using new technology	40	44
I worry about how companies use my personal data online	37	34
I prefer being anonymous online	33	31
I follow the latest technology trends and news	29	38
I am comfortable with my apps tracking my activity	28	27

## Desired mobile features

% of mobile upgraders who say they're looking for the following features when purchasing their next phone



Plan to buy a new phone or upgrade in the next 12 months

39% 52%

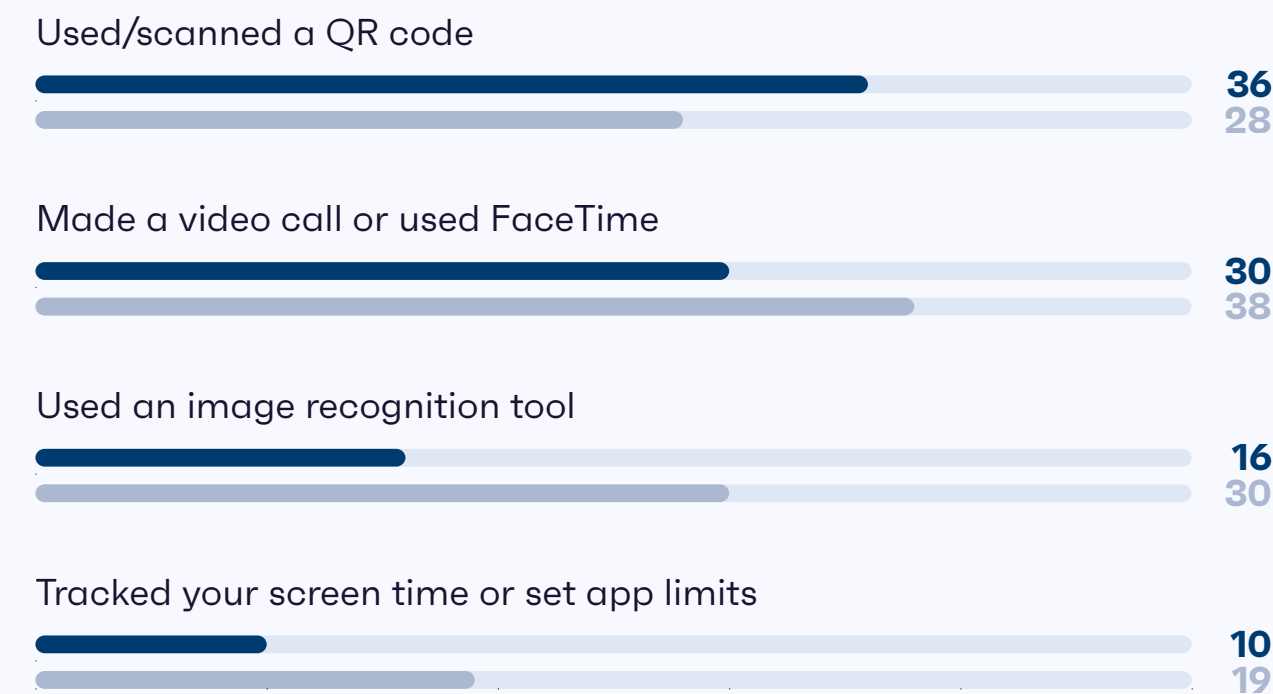
## Top 5 handset brands for next purchase

% who say they would buy the following brands when they next upgrade or buy a new phone. Global figures in this chart exclude China

1.	Samsung	<b>SAMSUNG</b>	51	51
2.	iPhone	<b>Apple</b>	35	43
3.	Xiaomi	<b>XIAOMI</b>	20	18
4.	Huawei	<b>HUAWEI</b>	16	10
5.	Honor	<b>HONOR</b>	6	3

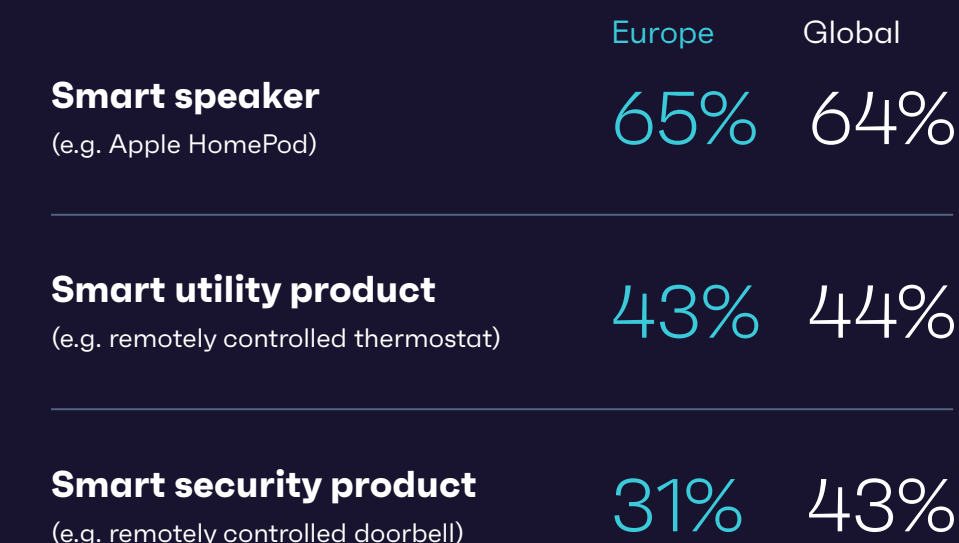
## Mobile actions

% who say they have done the following mobile actions in the last month



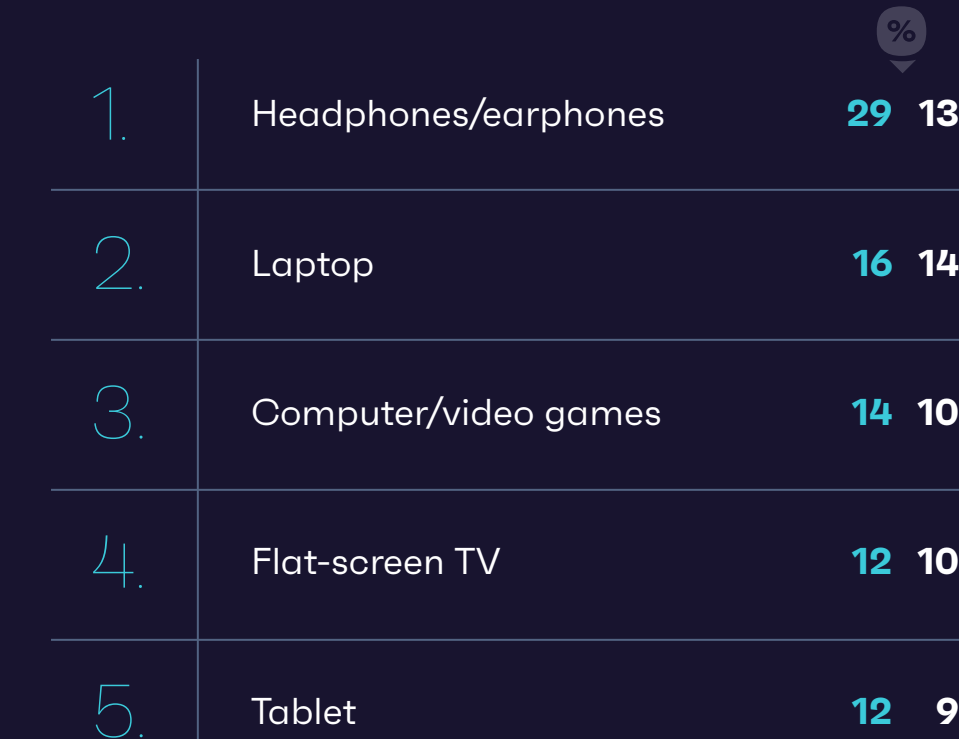
# Smart home product ownership

% of smart home product owners who say they own the following



# Top 5 electronics

● Purchased in the last 3-6 months  
● Planning to purchase

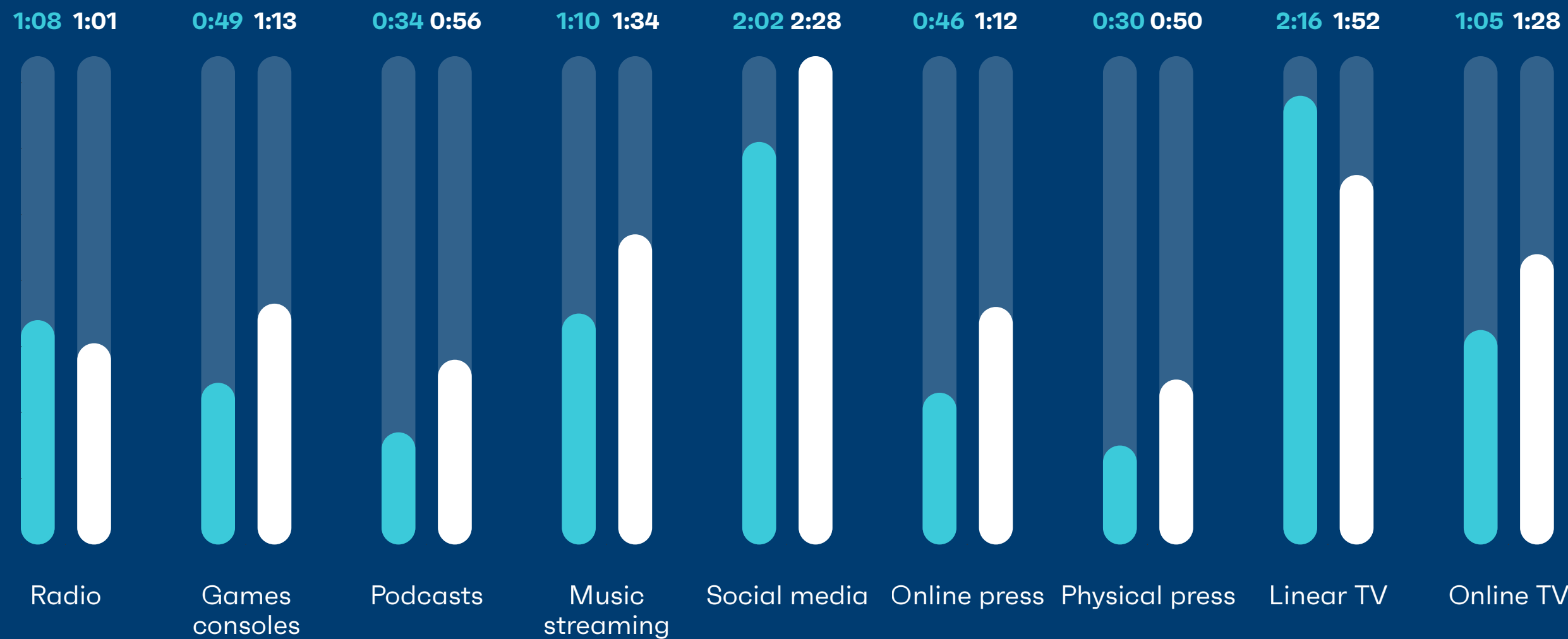




# Daily media time

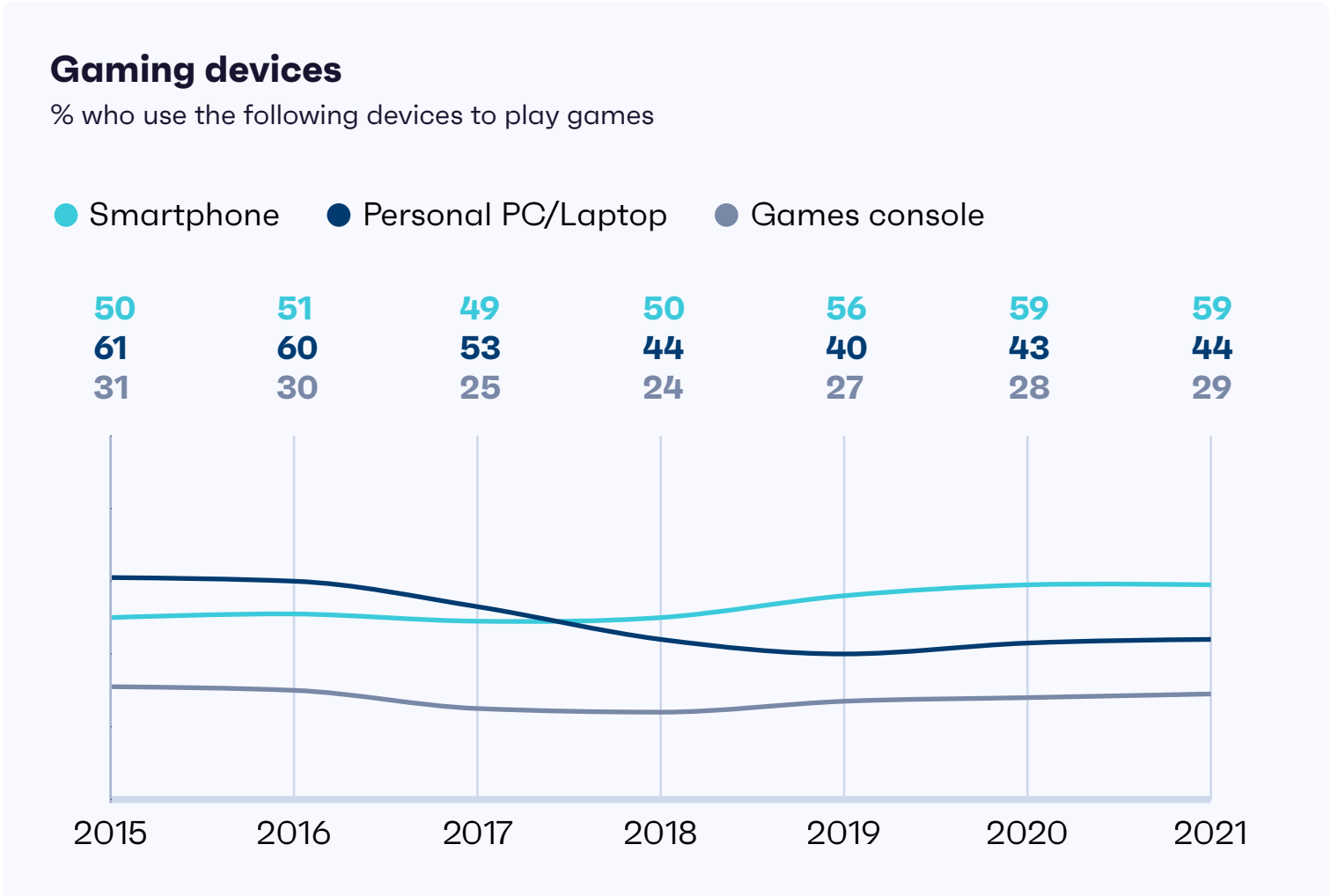
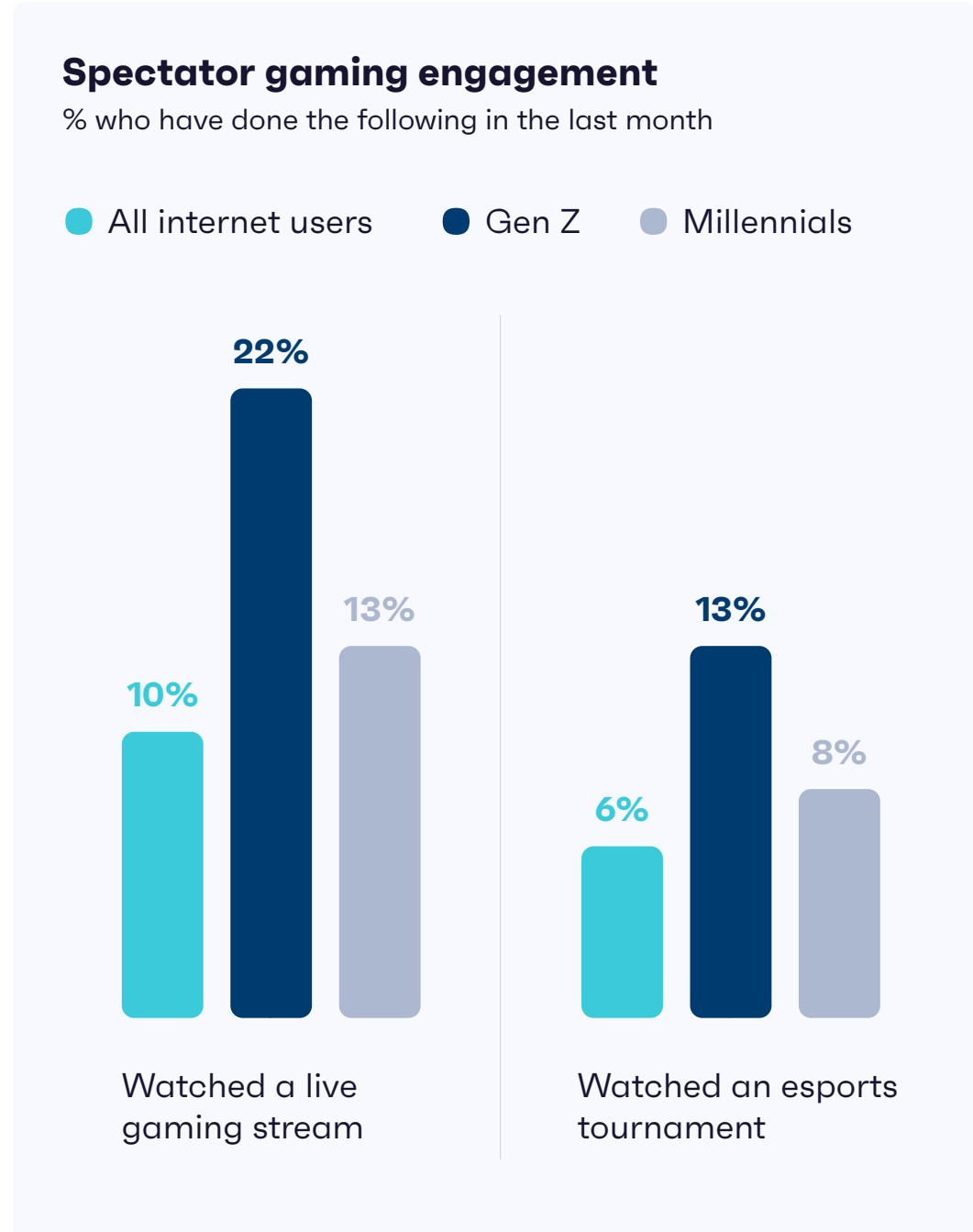
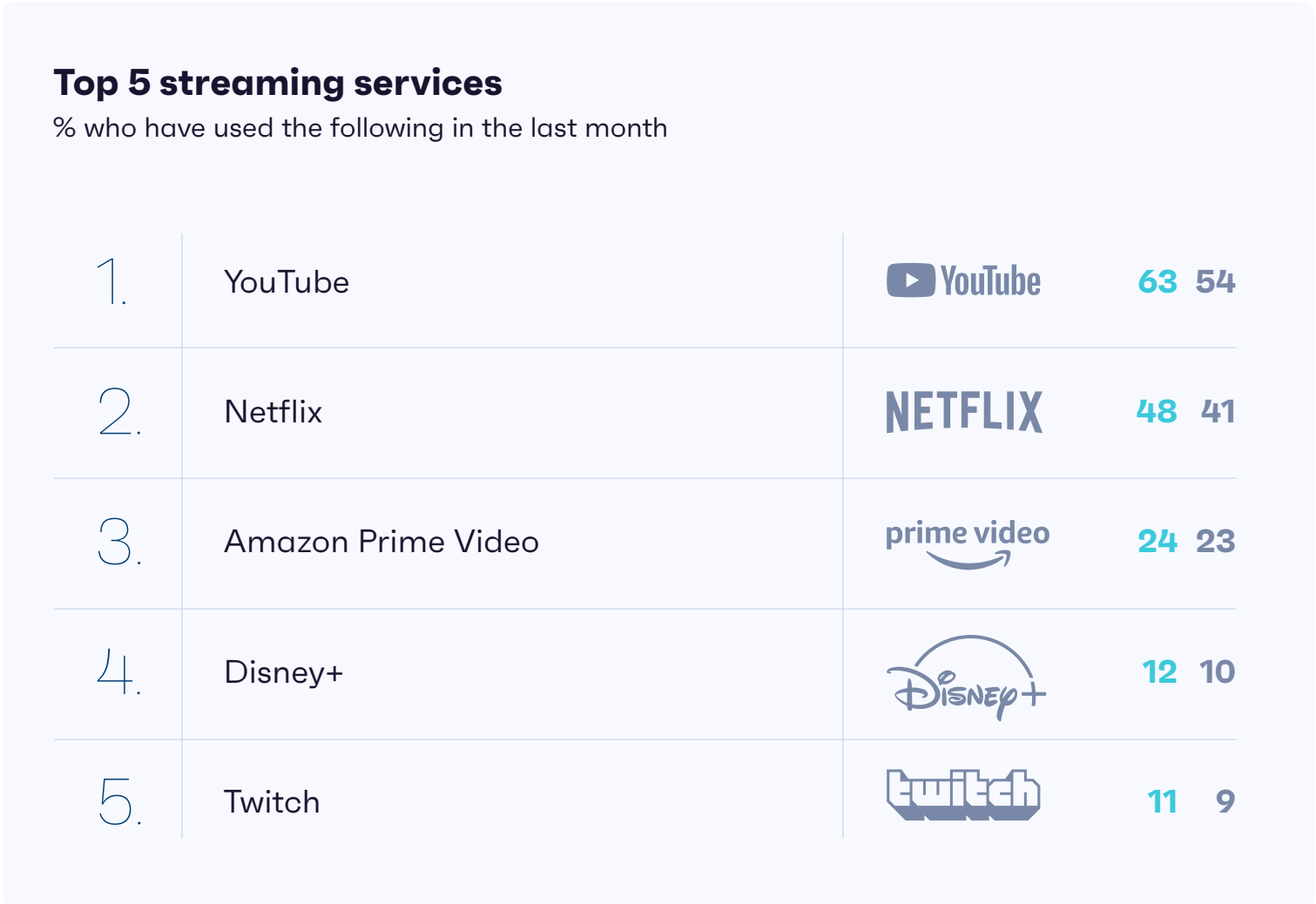
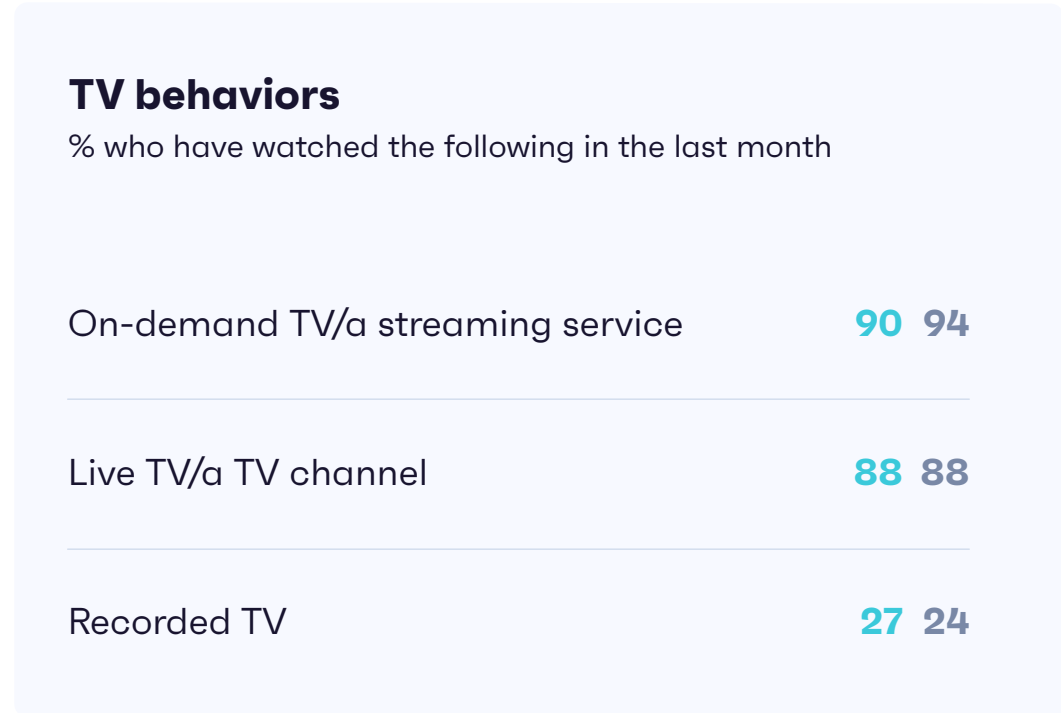
Average time spent per day on the following types of media in h:mm

● Europe ● Global



## What media do they consume?

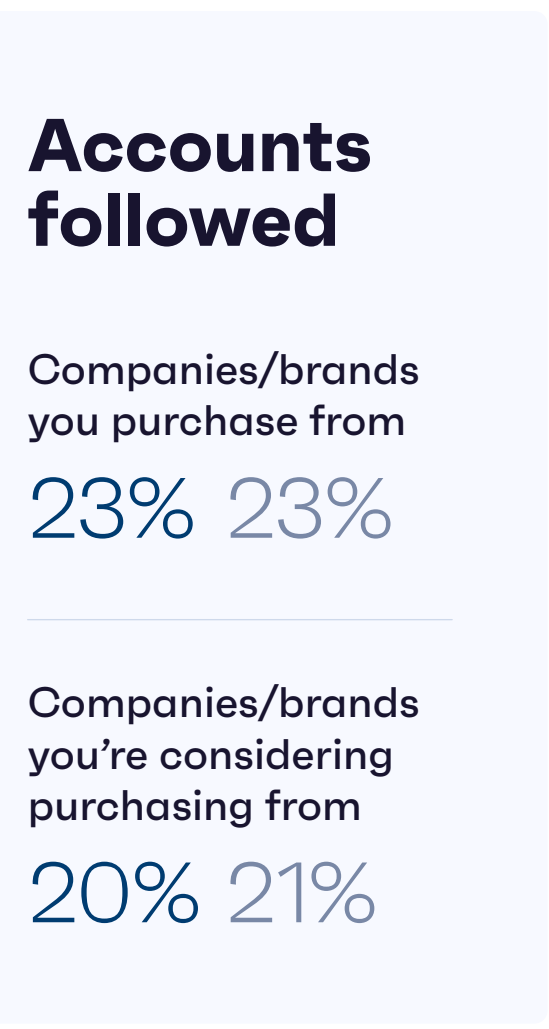
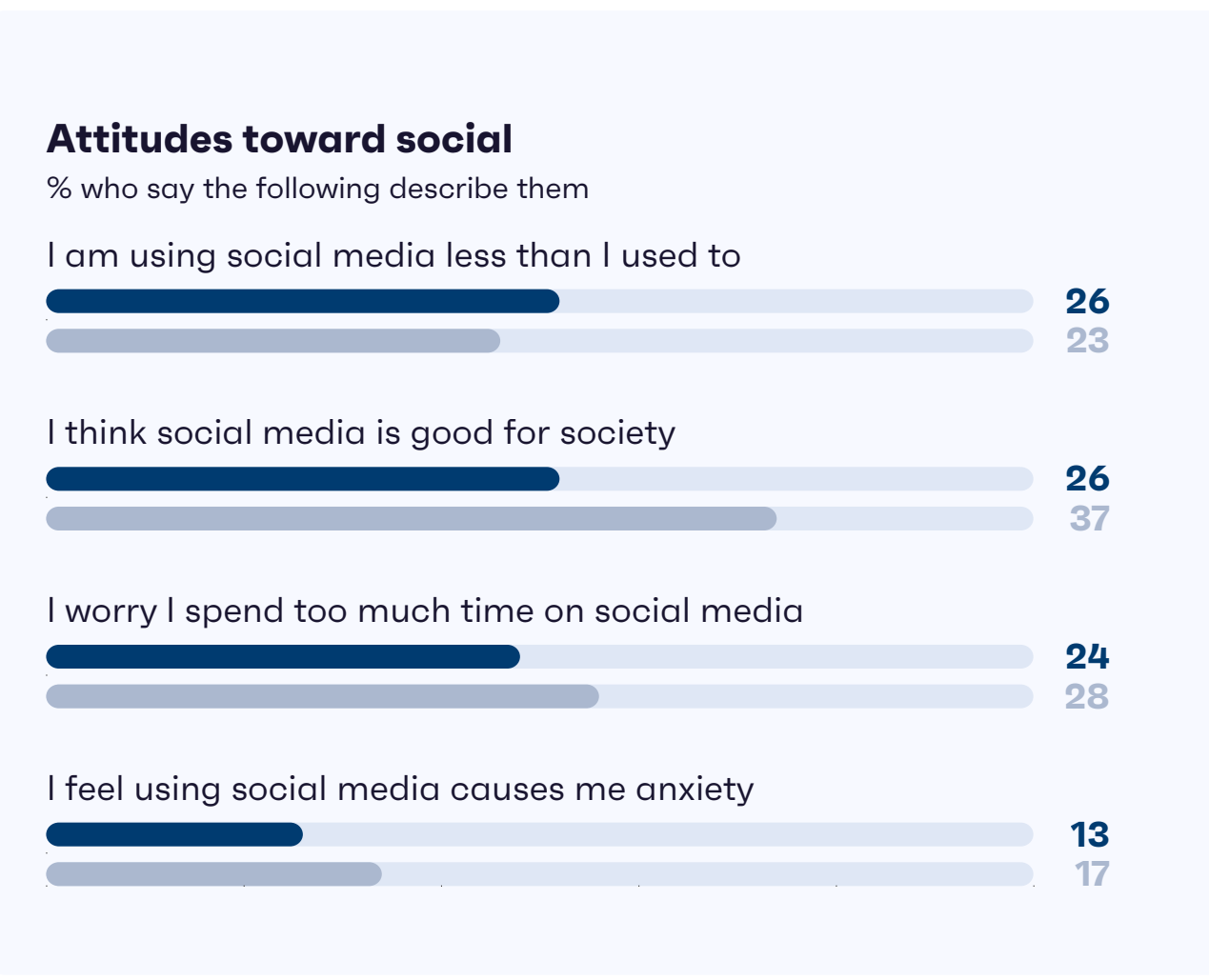
● Europe % ● Global average %





# How do they use social media?

● Europe %  
● Global average %



### Top 5 reasons for being on social

% who say the following are main reasons for using social media

1.	Keeping in touch with friends/family	54	48
2.	Filling spare time	42	36
3.	Reading news stories	41	35
4.	Finding content	30	31
5.	Finding inspiration for things	26	28

### Brand interactions on social

% who have done the following in the past month

1.	Liked/retweeted a brand on social	20	23
2.	Visited a brand's social network page	20	21
3.	Used a social networking "share" button	11	17
4.	Clicked on a sponsored post on social	11	16
5.	Unliked/stopped following a brand on social	11	13



# Top 10 social platforms in Europe

% of internet users who visit the following platforms at least once a day

● Europe ● Global



Note that global figures in this chart exclude China.



# How do they make purchases?

● Europe %  
● Global average %



## Purchase journey



### Brand/product discovery

% who discover brands/products via the following

Search engines	38	32
Ads seen on TV	35	31
Word-of-mouth recommendations	32	28



### Online brand/product research

% who use the following for more information about a brand/product

Search engines	61	49
Consumer reviews	39	37
Social networks	37	43



### Online purchase drivers

% who are most likely to buy a product online due to the following

Free delivery	65	51
Coupons and discounts	45	39
Reviews from other customers	39	33



### Brand advocacy

% who are motivated to advocate a brand online by the following

High-quality products	50	47
Rewards	47	40
Great customer service	37	34



## Brand qualities

% who say they want brands to be the following

● Europe ● Global average

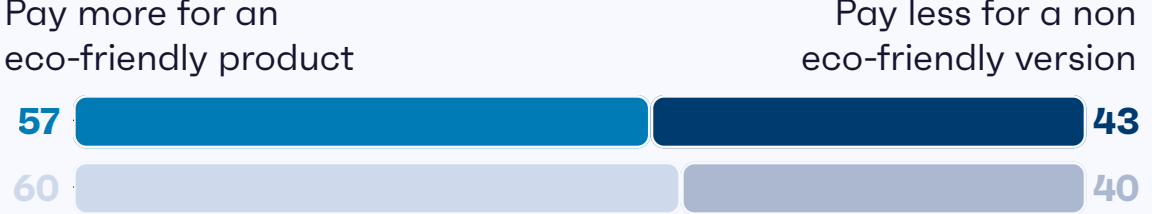
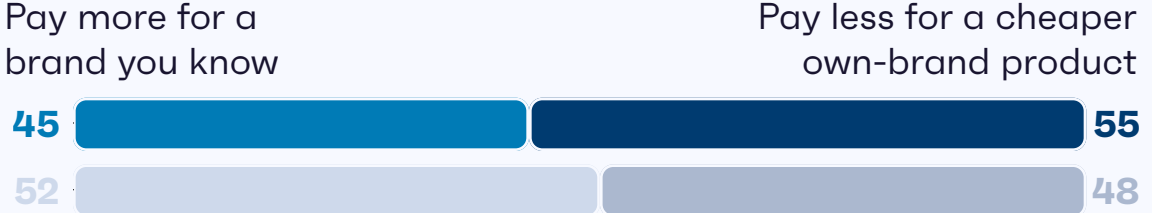
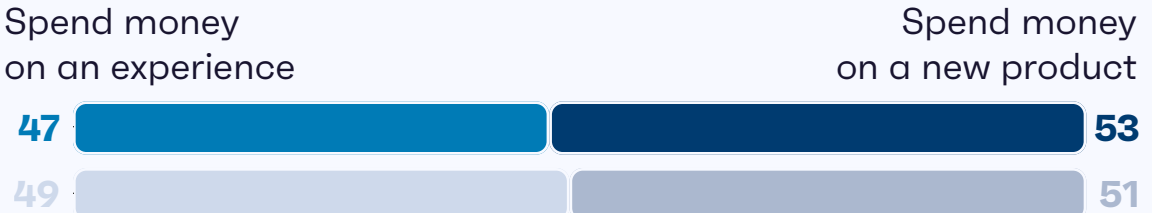
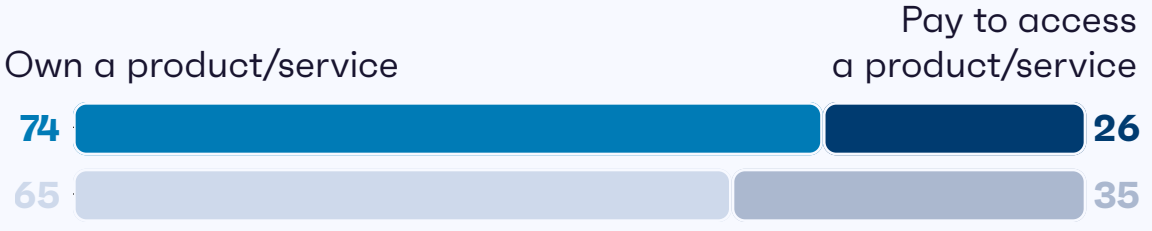
Reliable 72% 55%

Authentic 50% 44%

Innovative 44% 45%

## Purchase preferences

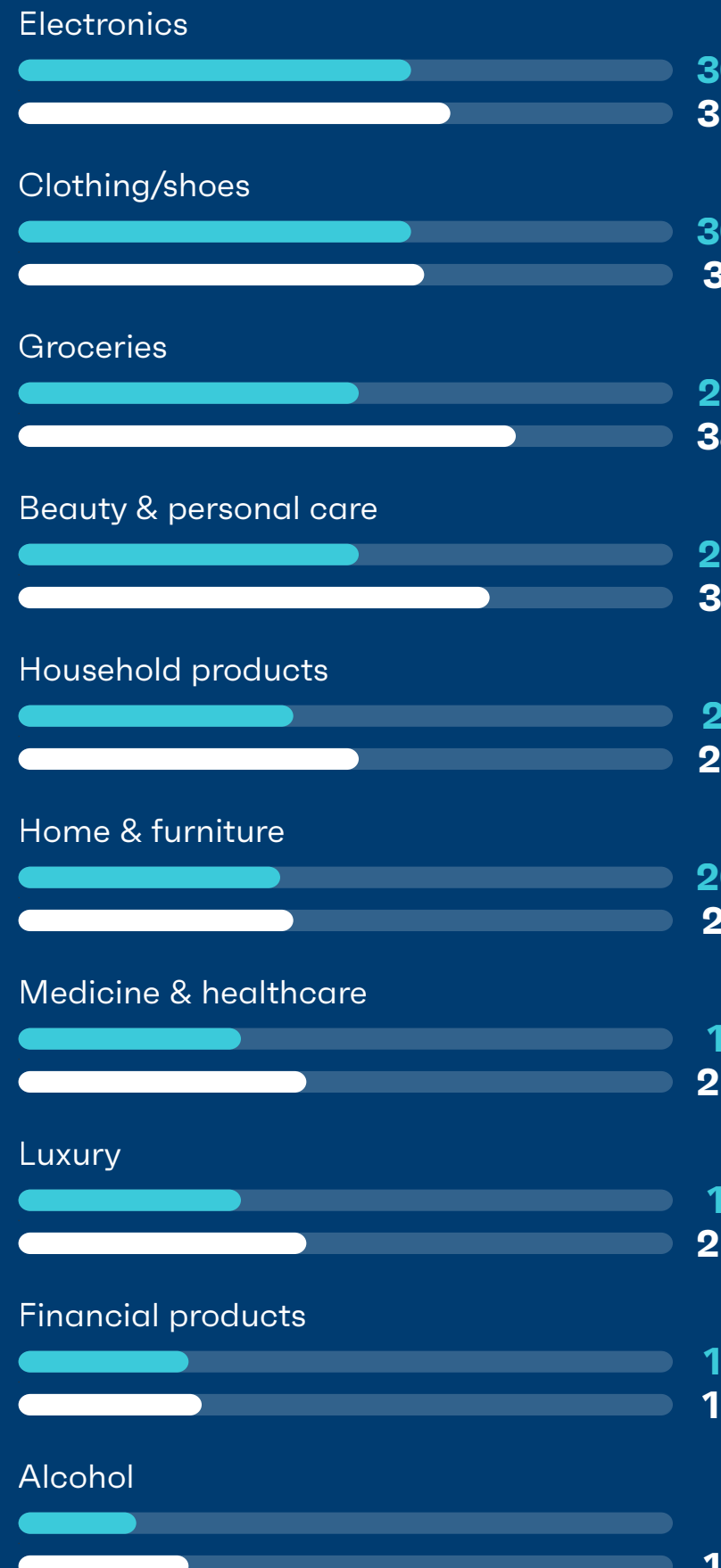
% who say they'd rather do the following



## Online purchases

% who have purchased the following products online

● Europe ● Global average



% change since Q1 2020

# Methodology

## Purchase category definitions:

### Alcohol

Beer, Champagne/sparkling wine, Cider, Pre-mixed/ready-to-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

### Beauty & personal care

Conditioner, Deodorant, Exfoliating products, Grooming & shaving products, Hair coloring products, Hair styling products, Hair styling tools, Make-up/cosmetics, Moisturizer, Shampoo, Skincare products

### Clothing/shoes

Clothing, Shoes, Sports clothing/equipment

### Electronics

2-in-1 laptop/tablet, Broadband/fiber optic, Computer/video games, Desktop PC, Digital camera, Flat-screen TV, Games console, Headphones/earphones, Laptop, Smart home assistant, Smart wearable device, Tablet

### Financial products

Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

### Groceries

Bottled water, Breakfast cereal, Candy, CBD-infused products

(U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

### Home & furniture

Air conditioning unit, Bed, Dishwasher, Garden furniture, Home exercise equipment, Household furniture, Housing/property, Iron, Microwave, Refrigerator, Sofa, Vacuum cleaner, Washing machine/tumble dryer

### Household products

Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food for other animals

### Luxury

Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

### Medicine & healthcare

Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please [click here](#).