

Asia Pacific

# Asia Pacific

Key digital behaviors and trends over time and across demographics



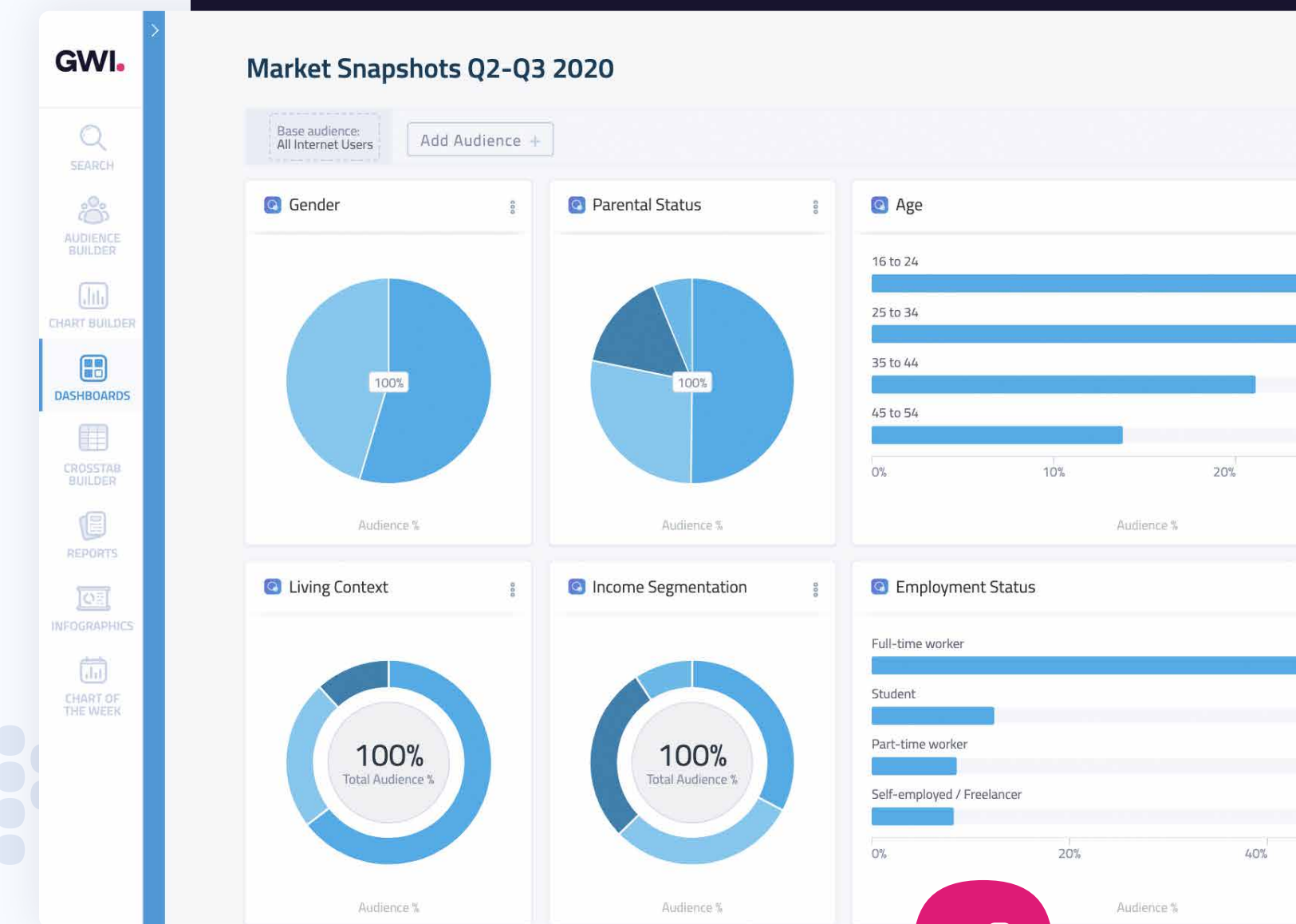
Sample  
Q2-Q3 2020

145,194

Internet  
Penetration\*

75%

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



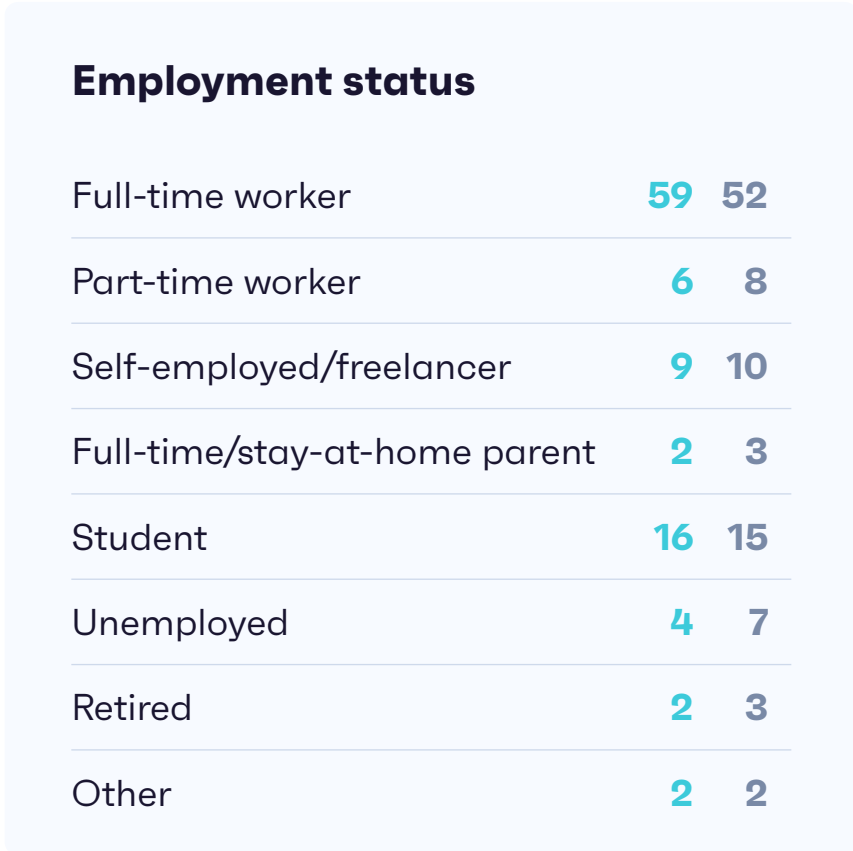
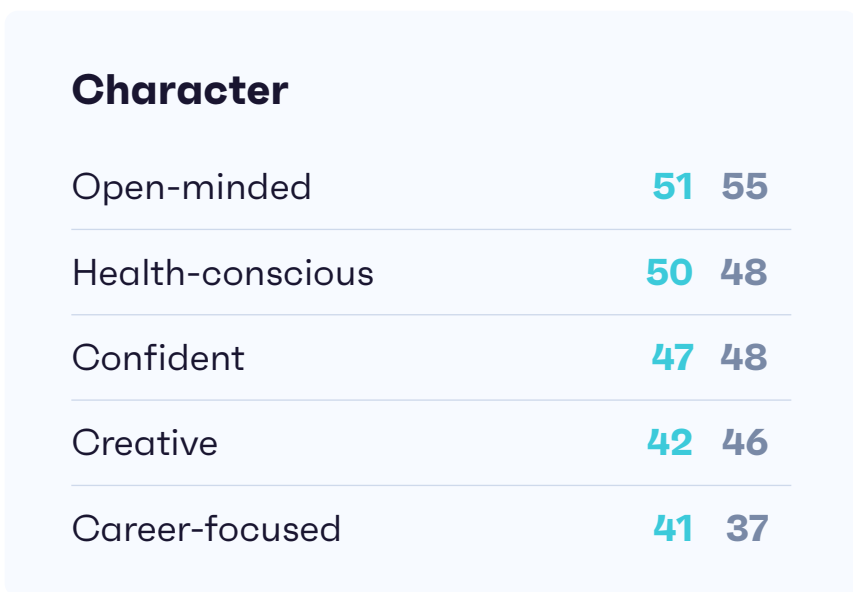
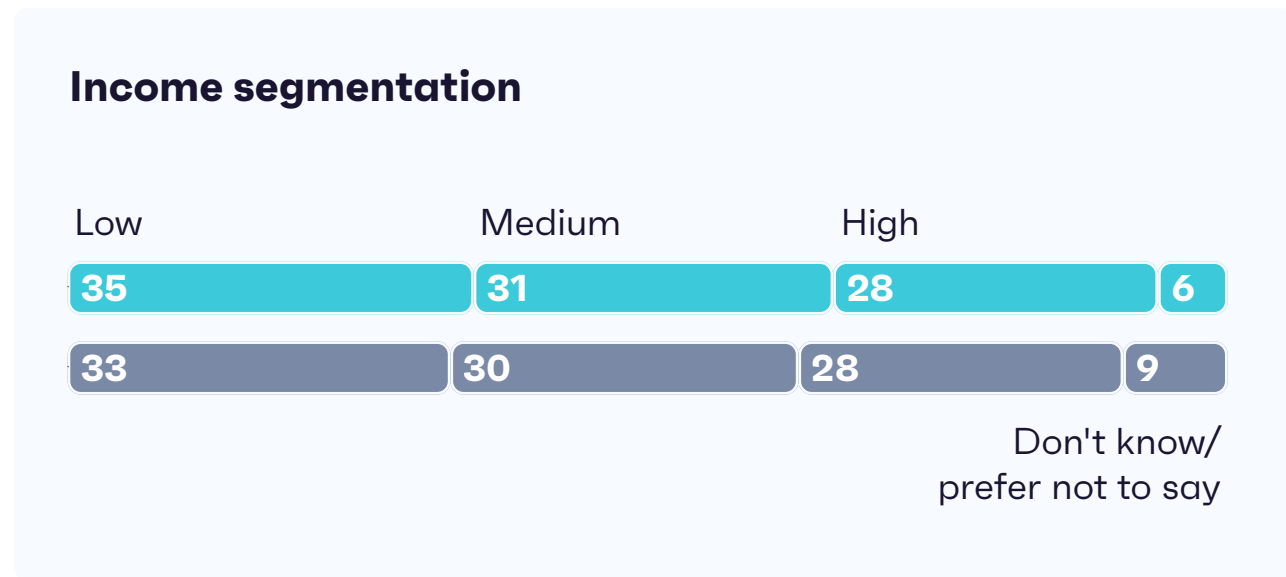
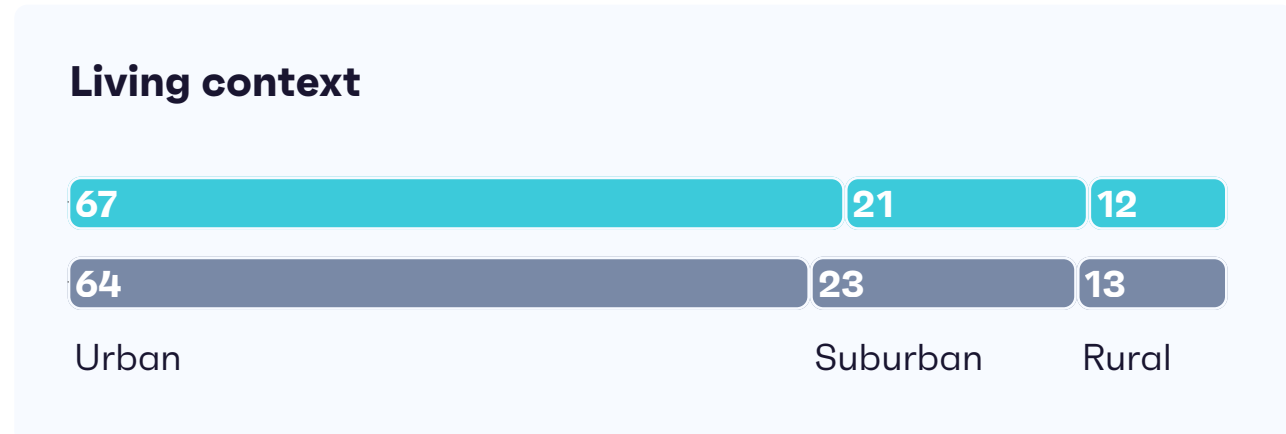
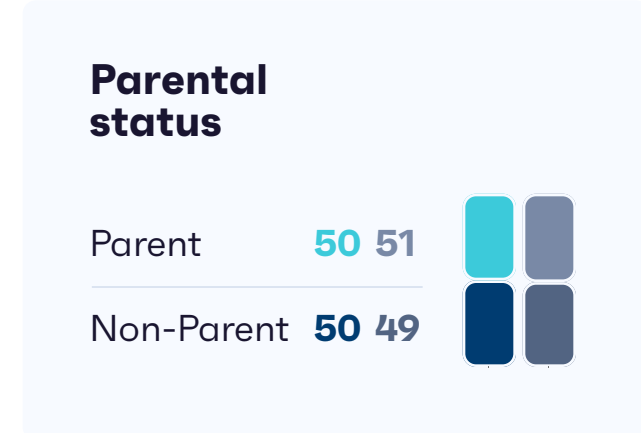
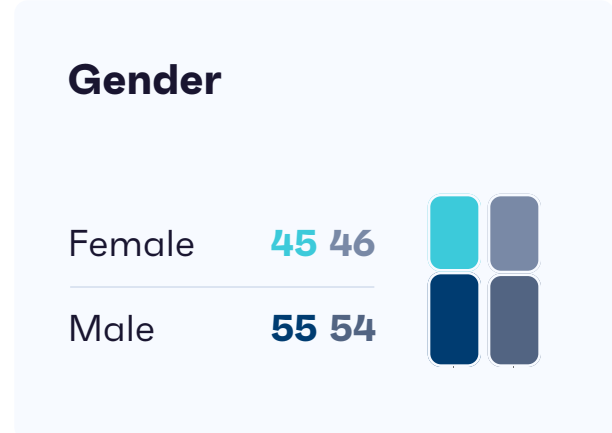
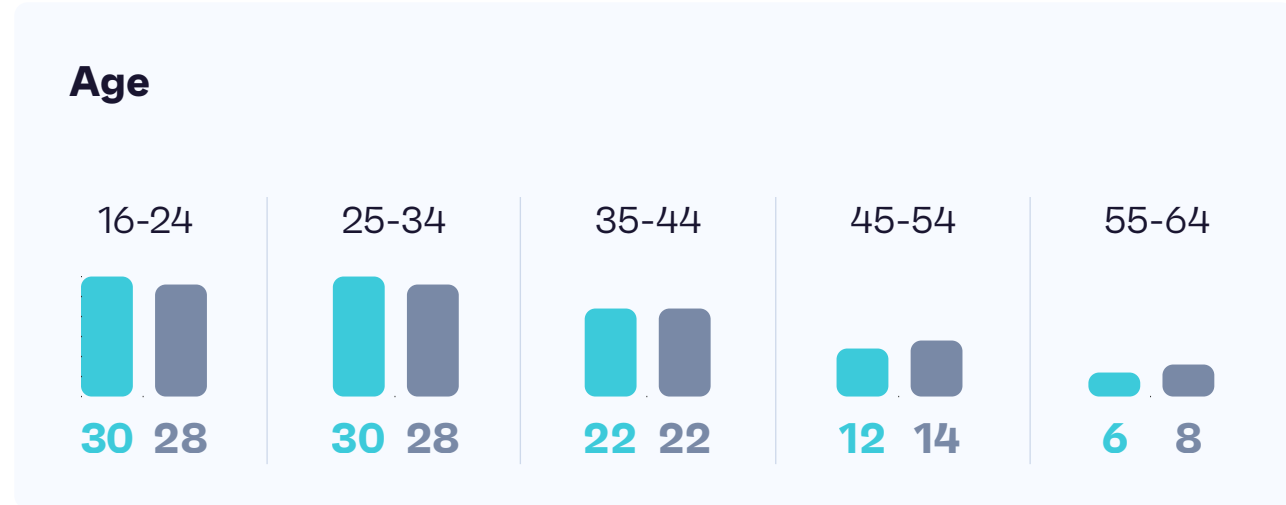
We've collected all charts in this report in an **interactive dashboard** on our Platform, where you can investigate the data by demographics, over time, and among custom audiences.

**GWI.**



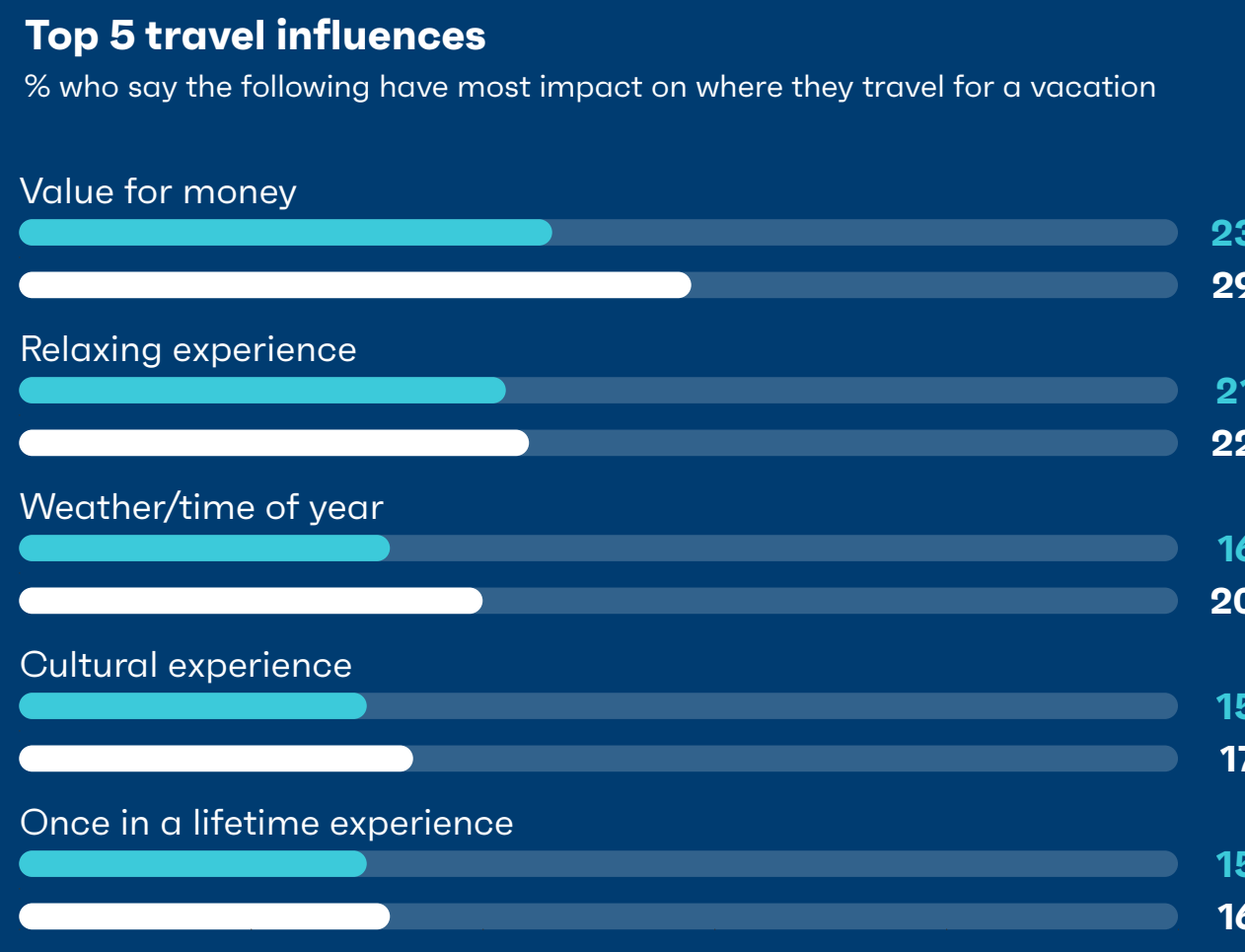
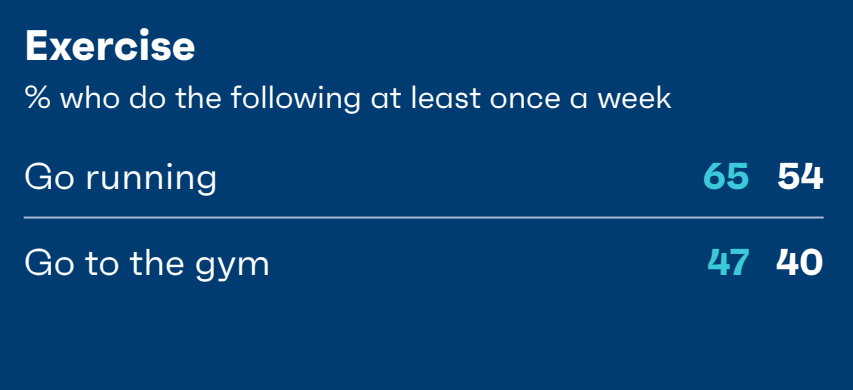
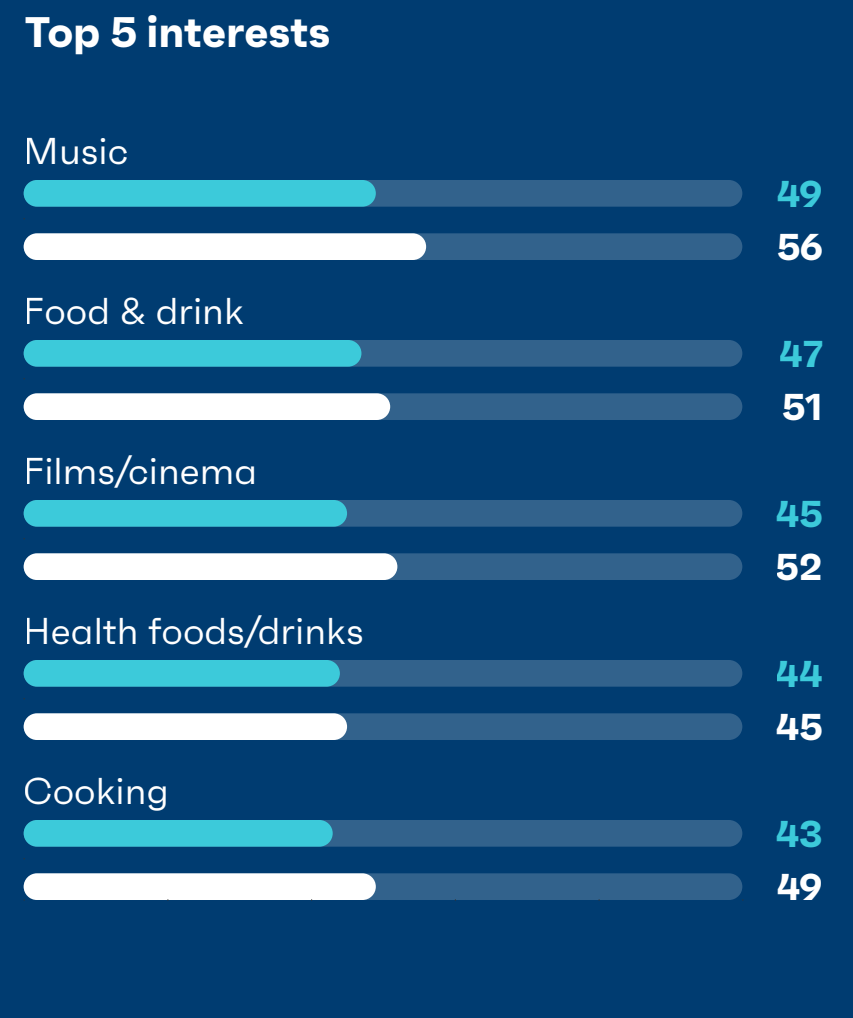
# Who are they?

● Asia Pacific %  
● Global average %



# What's their lifestyle?

● Asia Pacific %  
● Global average %



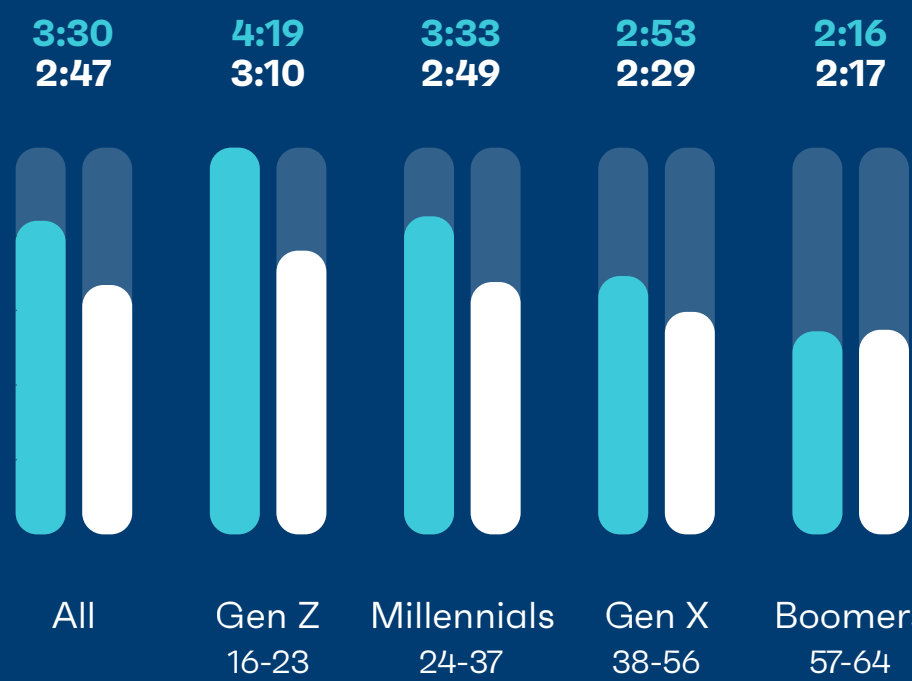


# Time spent online



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

Mobile PC/Laptop



## How do they use technology and electronics?

Asia Pacific %  
Global average %

### Attitudes to technology

% who feel the following describe them

I am confident using new technology	43	43
I follow the latest technology trends and news	42	38
I worry I spend too much time on my smartphone	32	31
I worry about how companies use my personal data online	29	33
I am comfortable with my apps tracking my activity	26	25



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

62% 57%

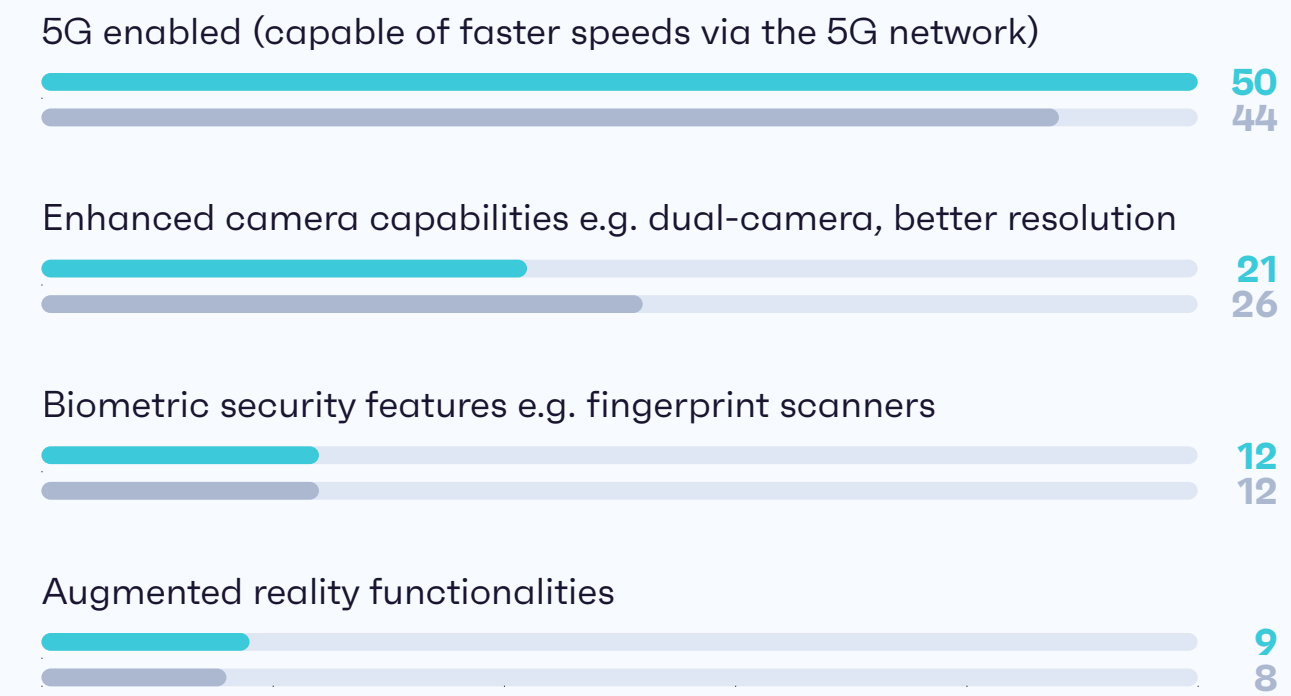
### Top 5 handset brands for next purchase

% 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	SAMSUNG	35	52
2.	iPhone	Apple	33	41
3.	Huawei	HUAWEI	24	13
4.	Xiaomi	XIAOMI	18	15
5.	Oppo	OPPO	12	7

### Desired mobile features

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



### Top 5 mobile actions

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

1.	Made a video call or used FaceTime	43	47
2.	Used/scanned a QR code	40	39
3.	Used a mobile payment service such as Apple Pay	33	30
4.	Used an image recognition tool (e.g. Google Lens)	33	33
5.	Tracked your spending	31	33



## Smart home product ownership

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

	Asia Pacific	Global
Smart speaker (e.g. Apple HomePod)	63%	65%
Smart utility product (e.g. remotely controlled thermostat)	46%	44%
Smart security product (e.g. remotely controlled doorbell)	43%	40%

## Top 5 electronics

Purchased in the last 3-6 months  
Planning to purchase

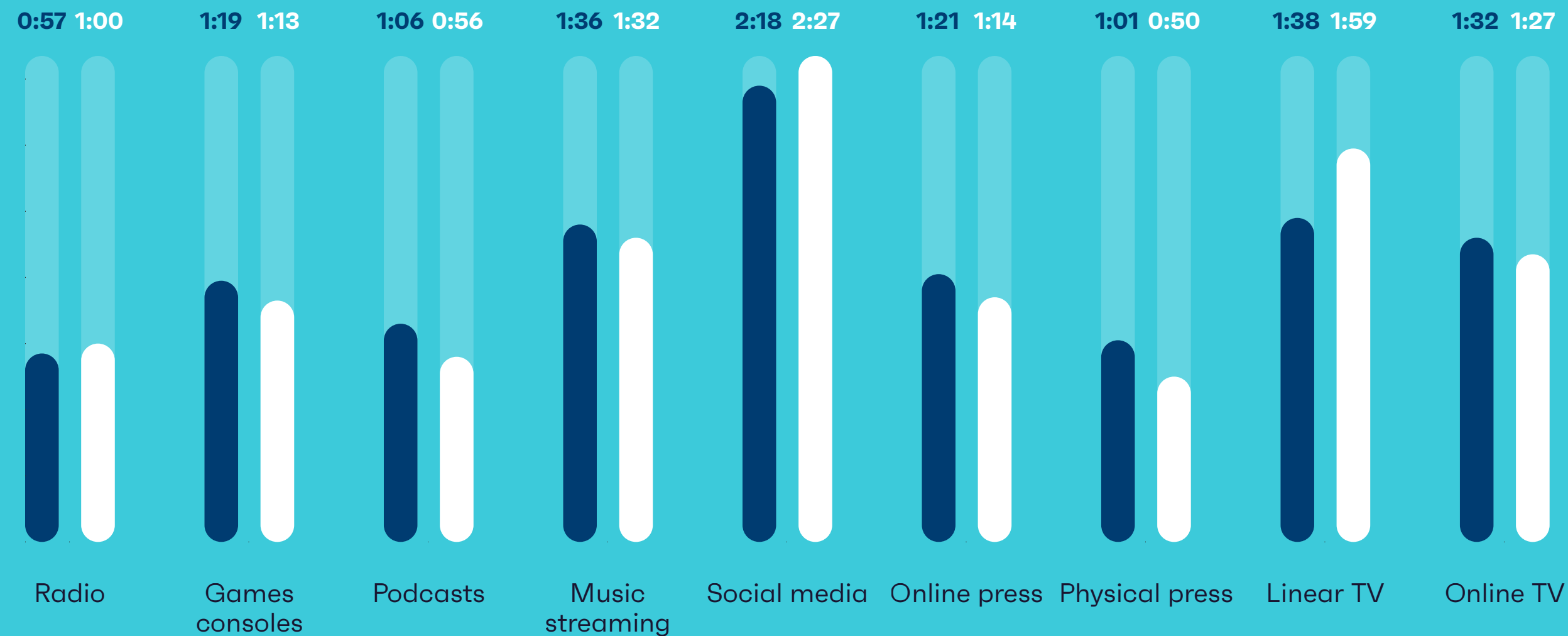
1.	Headphones/earphones	27	17
2.	Laptop	22	20
3.	Tablet	14	13
4.	Desktop PC	14	14
5.	Computer/video games	14	12



# Daily media time

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

● Asia Pacific ● Global



## What media do they consume?

● Asia Pacific % ● Global average %

### TV behaviors

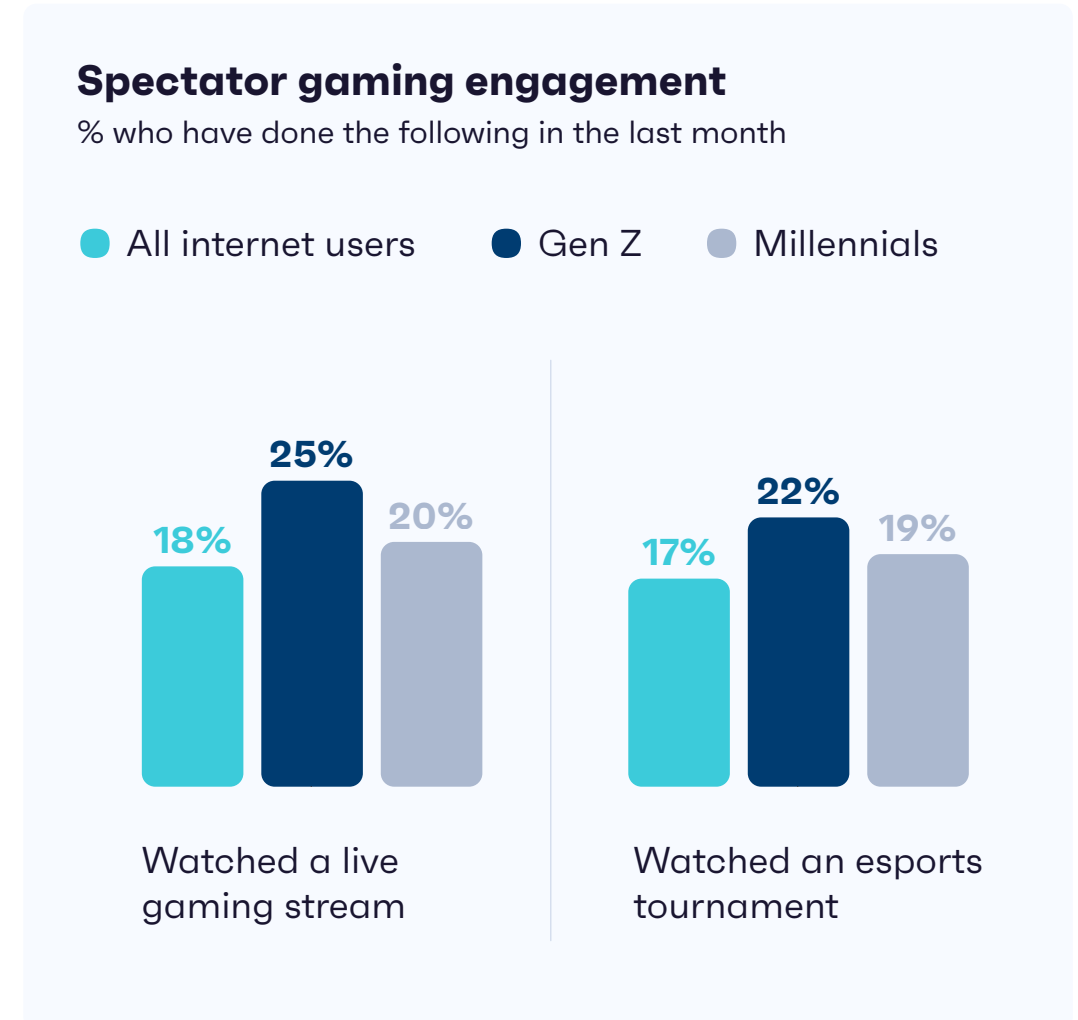
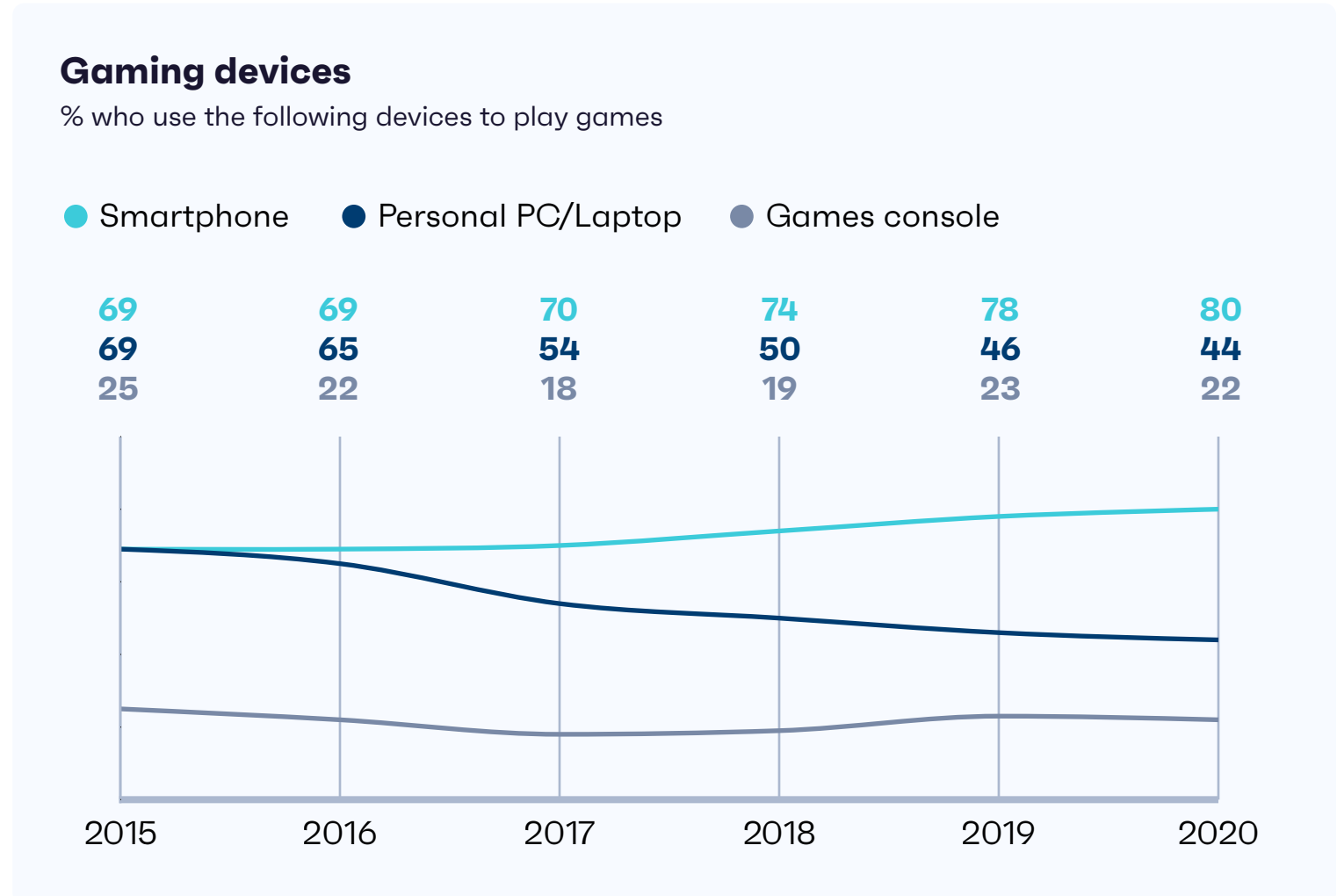
% who do the following at least once a week

Watch any type of TV	92	93
Watch live television on a TV channel	80	80
Watch a TV channel's on-demand service	59	54
Watch subscription services such as Netflix	58	62
Watch shows that you have recorded from TV	51	48

### Top 5 streaming services

% who have used the following in the last month

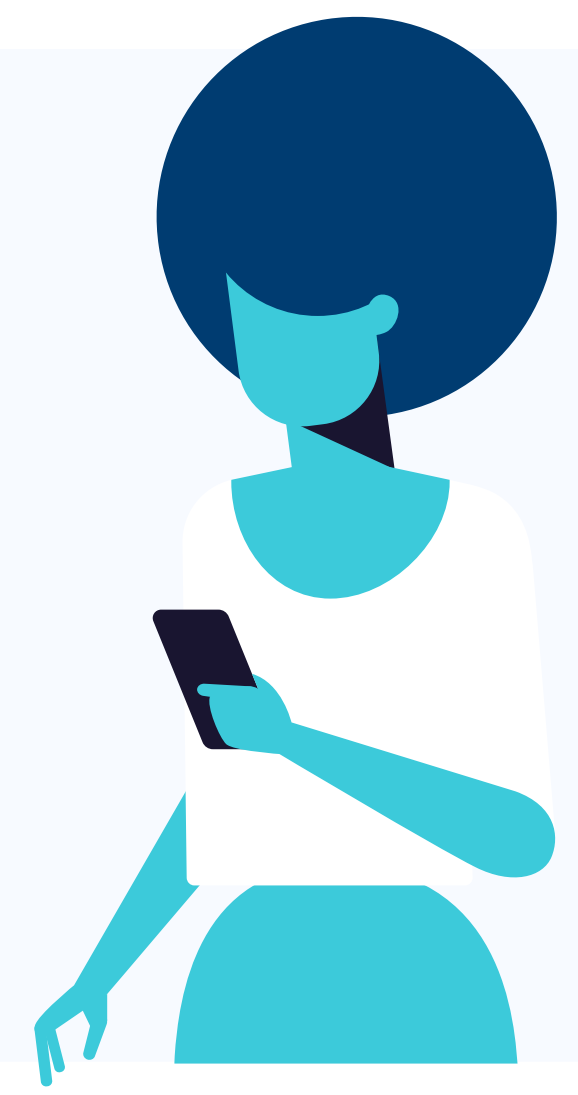
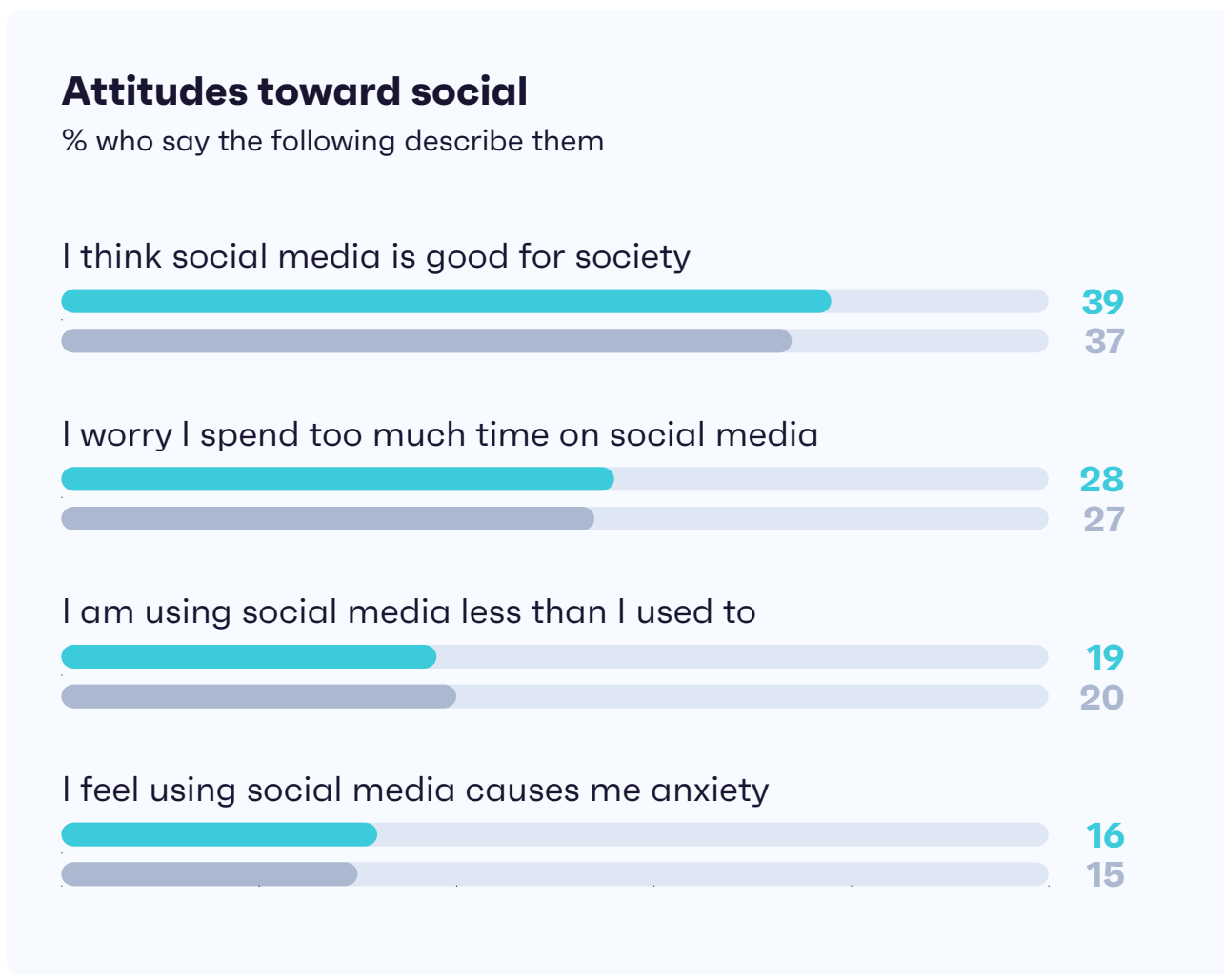
1.	iQiyi (China/Taiwan only)	iQIYI 爱奇艺	33	20
2.	Netflix	NETFLIX	29	42
3.	YouKu & Tudou (China/Taiwan only)	YOUKU ▶	26	15
4.	Google Play	▶ Google Play	25	24
5.	YouTube Premium	▶ Premium	21	20





# How do they use social media?

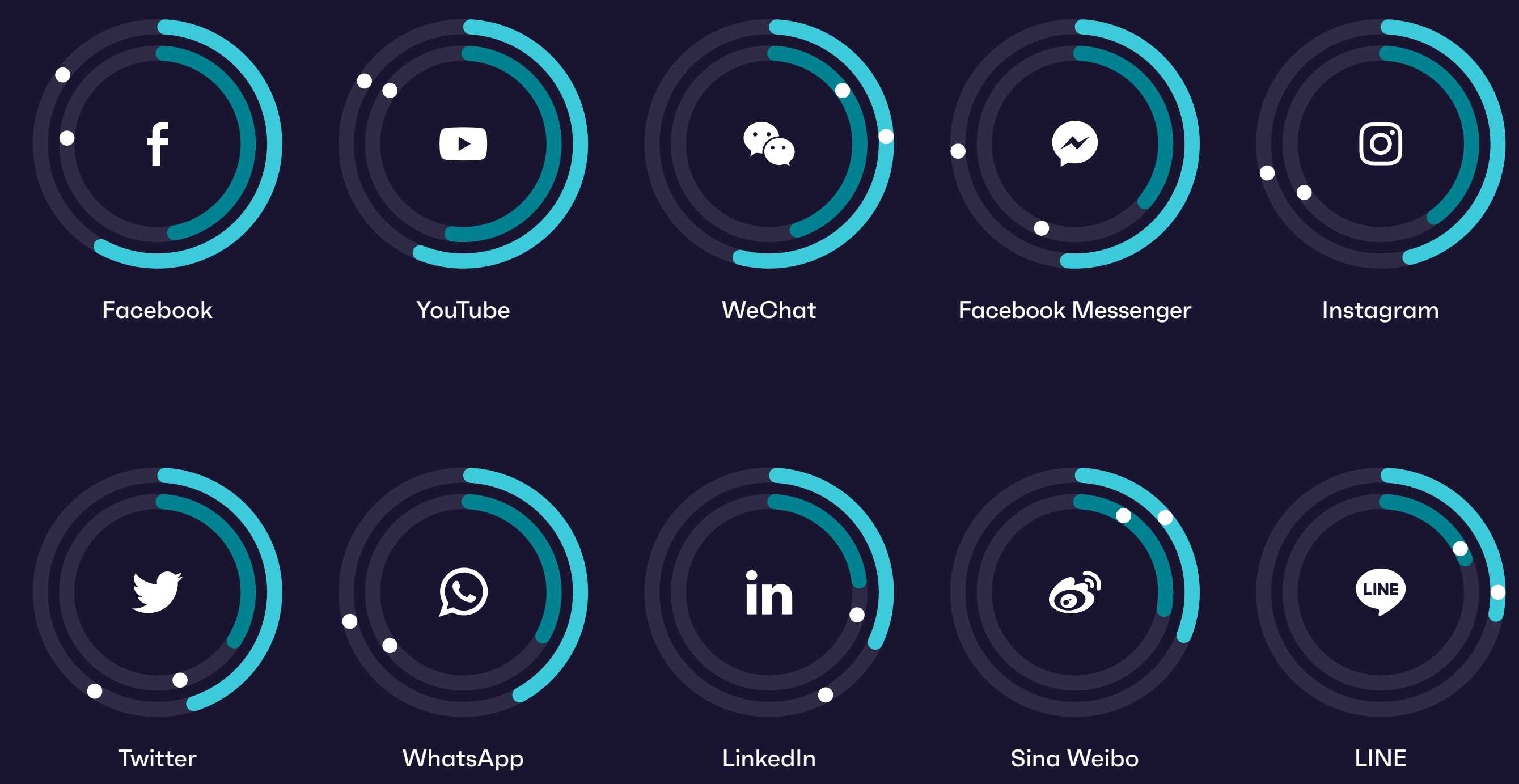
● Asia Pacific %  
● Global average %



# Top 10 social platforms in Asia Pacific



● Members  
● Visitors/users  
● Global average



**Members**  
**Visitors/users**

People who say they have an account on the platform in question.  
People who say that, within the last month, they have visited or used a social network's website or app via any device.

Note that global figures in this chart exclude China.



# How do they make purchases?

● Asia Pacific %  
● Global average %



## Purchase journey



### Brand/product discovery

% who discover brands/products via the following

Search engines	31	34
Ads seen on TV	29	33
Brand/product websites	25	27



### Online brand/product research

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

Search engines	46	53
Social networks	42	44
Consumer reviews	36	39



### Online purchase drivers

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

Free delivery	43	53
Coupons and discounts	36	41
Reviews from other customers	31	35



### Brand advocacy

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

High-quality products	44	49
Love for the brand	35	35
Rewards	35	41



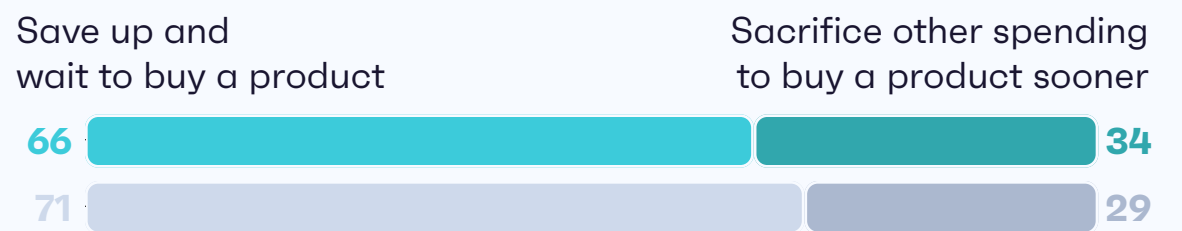
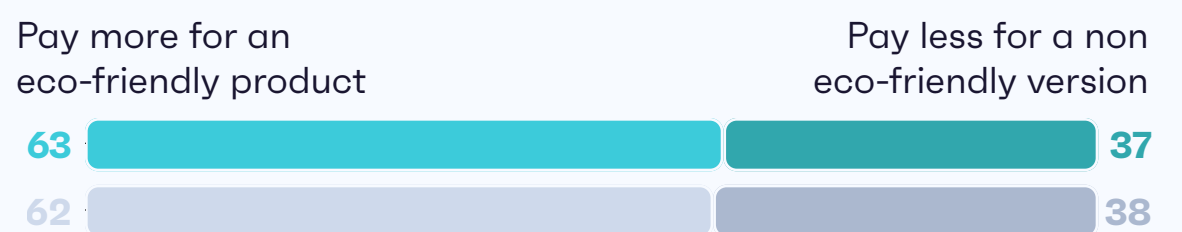
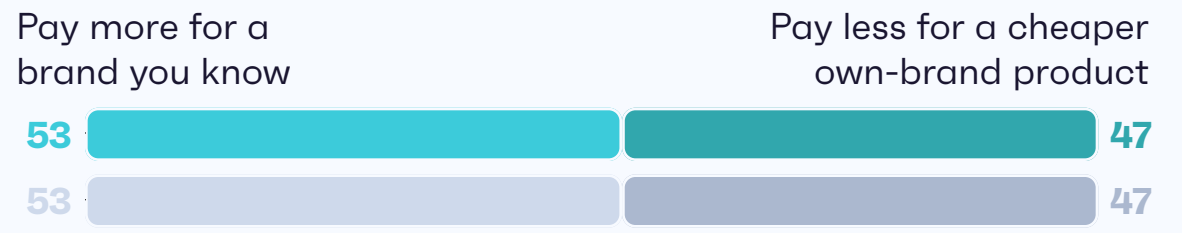
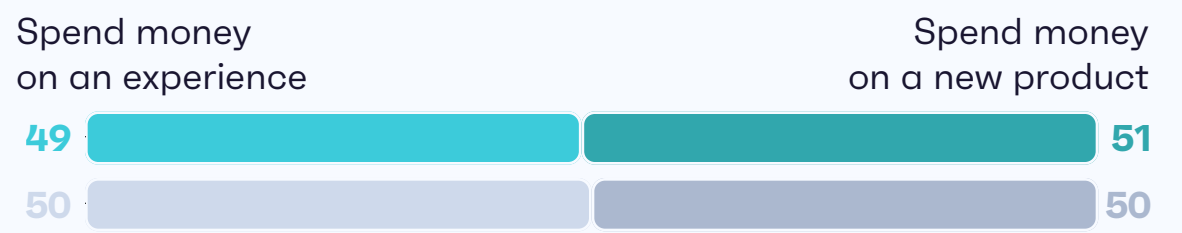
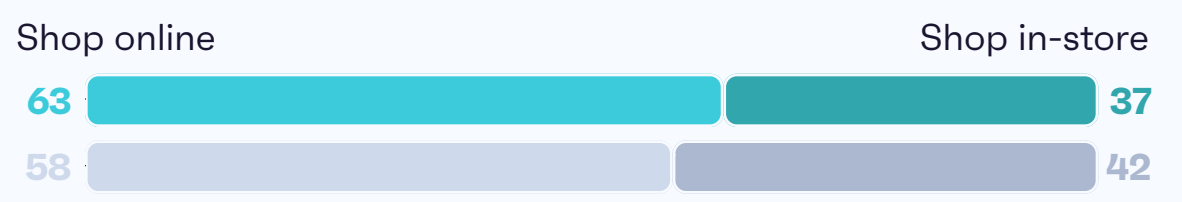
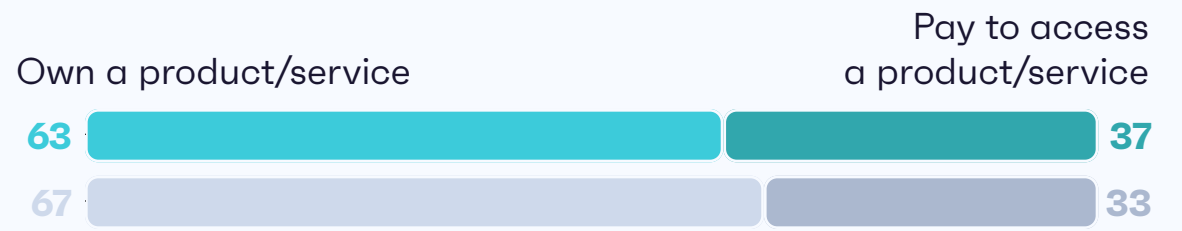
## Brand qualities

% who say they want brands to be the following

Reliable	48%	58%
Innovative	45%	48%
Smart	42%	45%

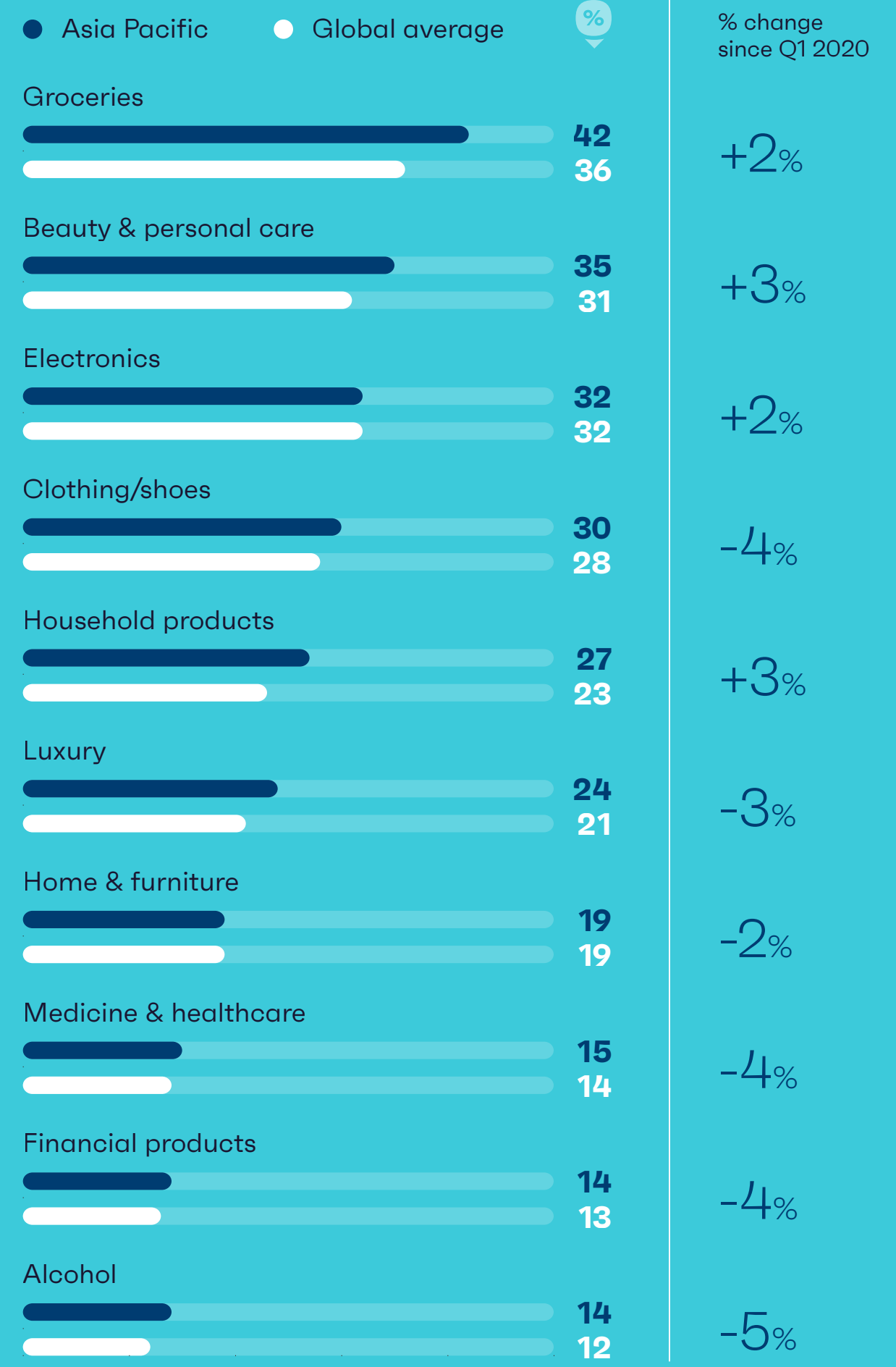
## Purchase preferences

% who say they'd rather do the following



## Online purchases

% who have purchased the following products online



# 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](#).