

13.07.2022, United States

appinio hype tracker

Your fast track to consumer insights

01

Weekly Insights

This week —

[Streaming services & media consumption](#)

How often do US respondents use streaming services? What streaming services do they have access to? Would they mind watching ads while binge watching on their favorite show?

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02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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03

Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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01

Weekly Insights

This week —

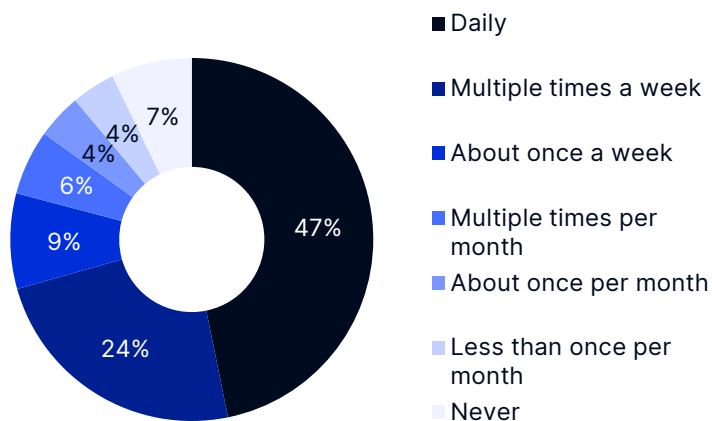
Streaming services &
media consumption



Weekly Insights — Streaming services & media consumption

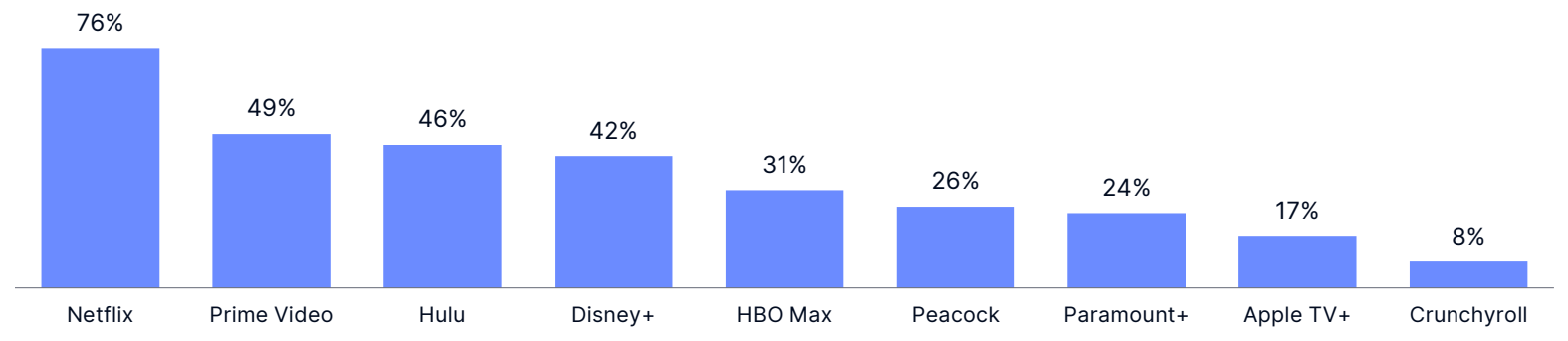
Over two thirds (71%) of US respondents use streaming services almost daily.

How frequently do you generally use streaming services?



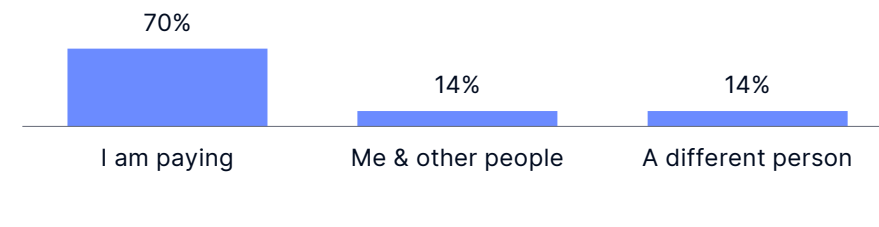
Do you have (access to) a subscription to any of the following streaming services?

Respondents that use streaming services to some extent – Multiple answers possible



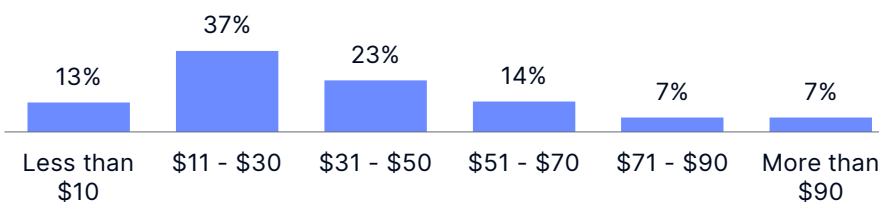
Who is paying for the streaming subscription(s) you use?

Respondents that use streaming services to some extent



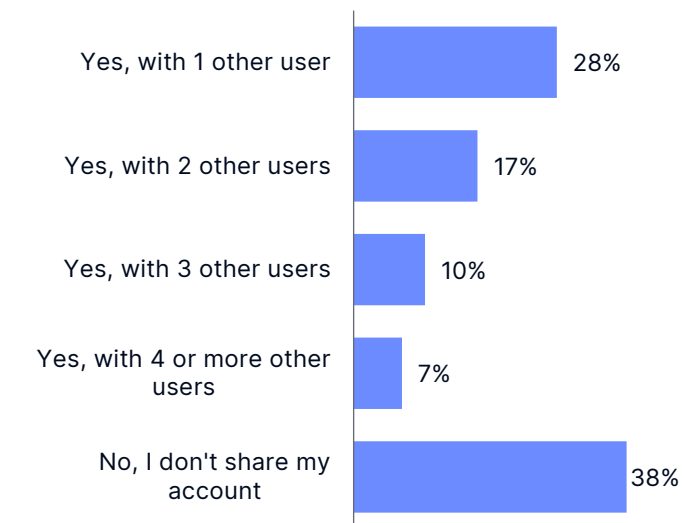
How much do you spend on streaming services in a typical month?

Respondents that use streaming services to some extent



Do you share your streaming services account(s) with other users?

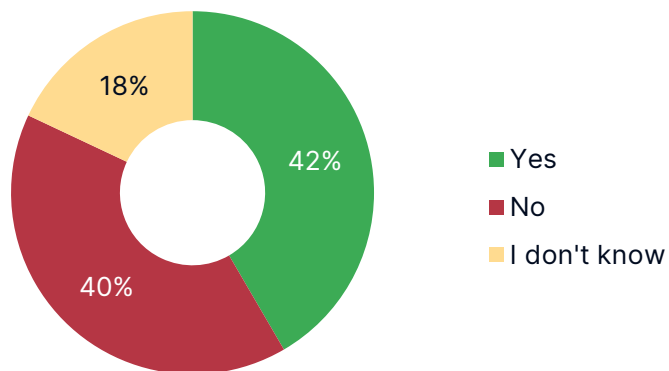
Respondents that use streaming services to some extent



“One in two (47%) Americans would mind watching commercial and ads on streaming platforms (a lot). Gen Zers are the most likely to say they mind it (a lot) at 52%.”

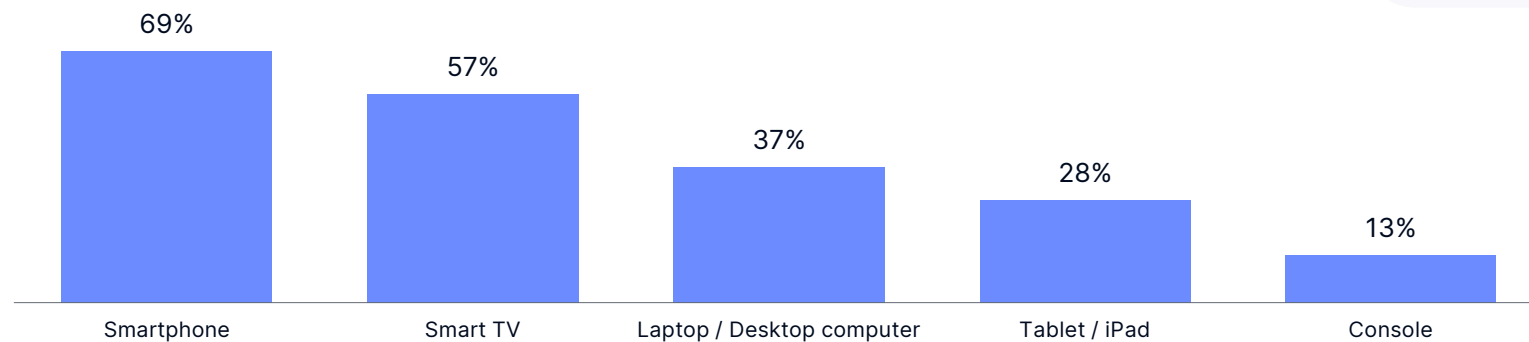
Would you be willing to pay an additional fee for your subscription to streaming services to avoid commercials / advertisements?

Respondents that use streaming services to some extent

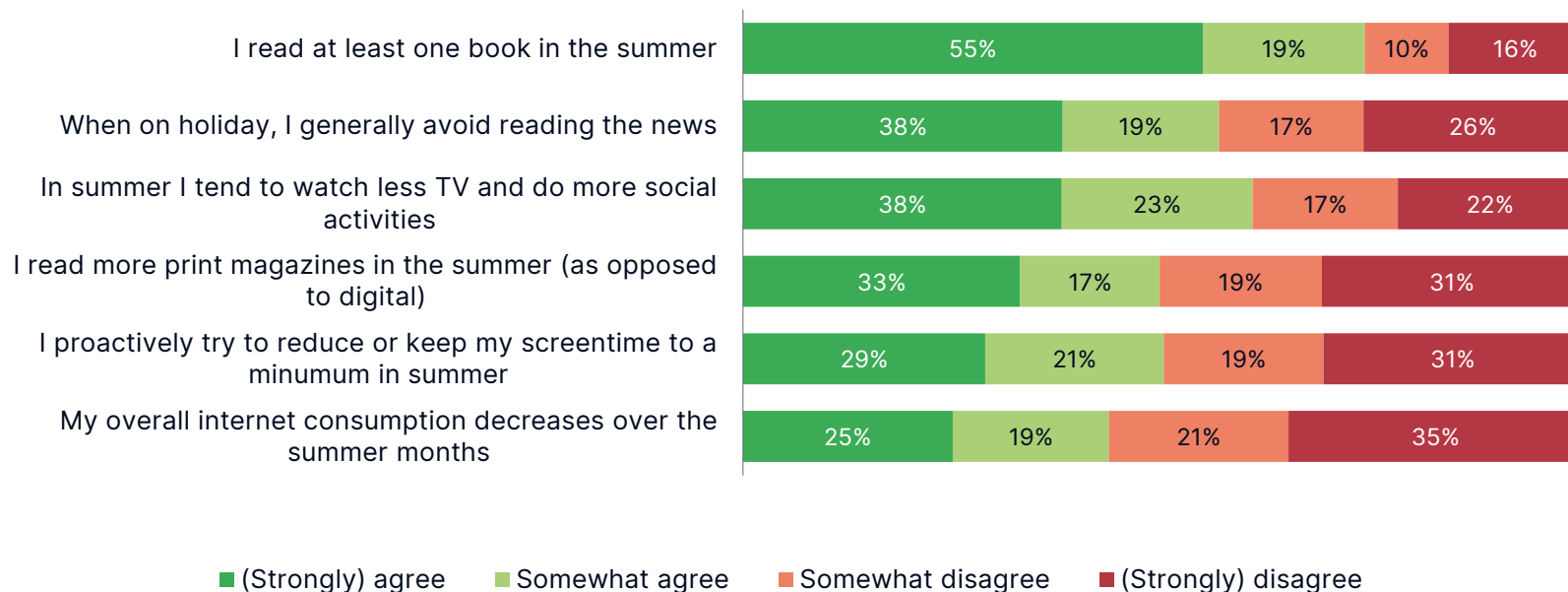


Which devices do you normally use to access streaming services?

Respondents that use streaming services to some extent. Multiple answers possible



To what extent do you agree or disagree with the following statements?



02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.



The Hypes

Air Jordan 5 “Off Noir”

Reminiscent of 2009’s “Raging Bull” 3M colorway, the color palette features a dark gray named “Off-Noir” alongside red and milky white accents. The “Off-Noir” upper carries a waterproof GORE-TEX construction that will suit any weather.

Cereal scented candles (from General Mills)

General Mills, a famous breakfast cereal brands, has released a series of cereal-scented candles for those looking to enjoy the sweet smell of their favorite cereals at any time of the day.

Kanye West for Donda

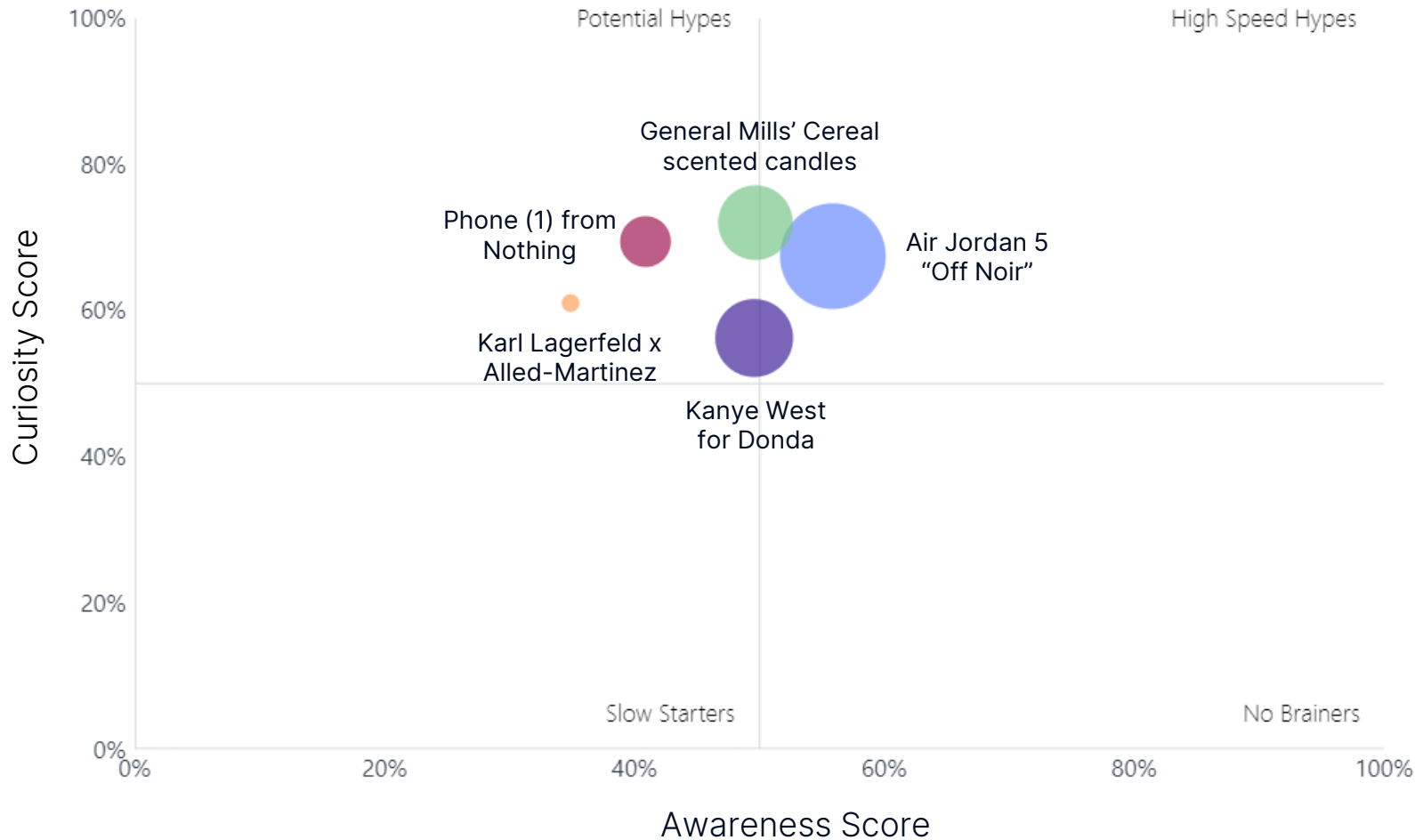
A follow-up to 2019’s Kanye West’s album, *Jesus is King* On July 21, 2020, Kanye West confirmed the album title had been changed to *Donda* in honor of his mother, after whom he had also named his creative company.

Karl Lagerfeld x Alled-Martinez

Barcelona-based designer, Archie M. Alled-Martinez, presented a gender-neutral capsule collection in June, dubbed *Karl Lagerfeld x Alled-Martinez*. The designer aims to reinterpret the Karl Lagerfeld universe through a queer lens.

Phone (1) from Nothing

The Nothing Phone (1) is coming in summer 2022. The announcement is set for July 12. The Nothing (1) sports a transparent design, with a back panel that shows off some components, namely a wireless charging coil. The Nothing Phone (1) will be powered by a Qualcomm chip.



Awareness Score

How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

Curiosity Score

How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say "I find (rather) interesting".

Appinio Buzz (Size of the bubble)

The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

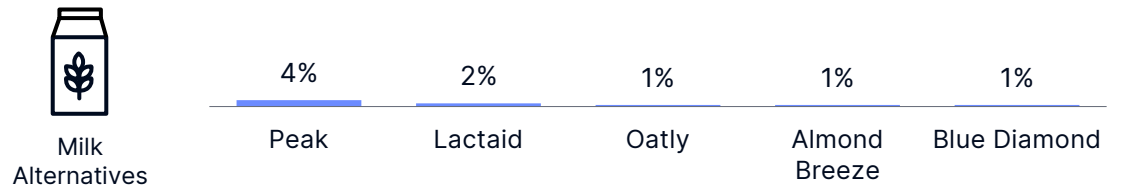
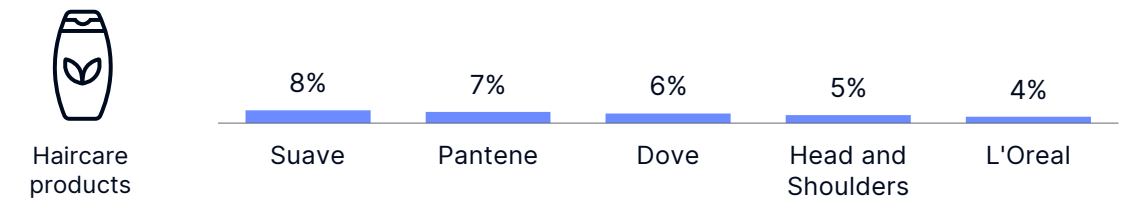
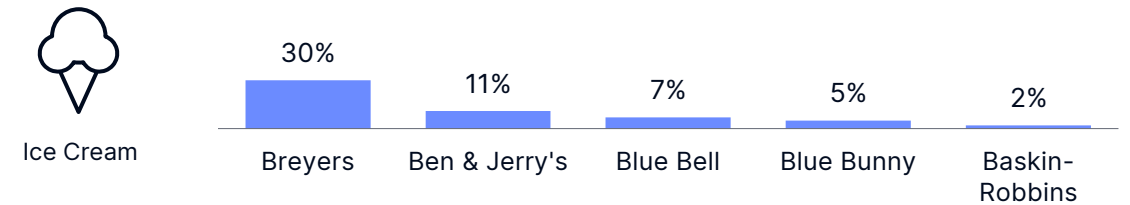
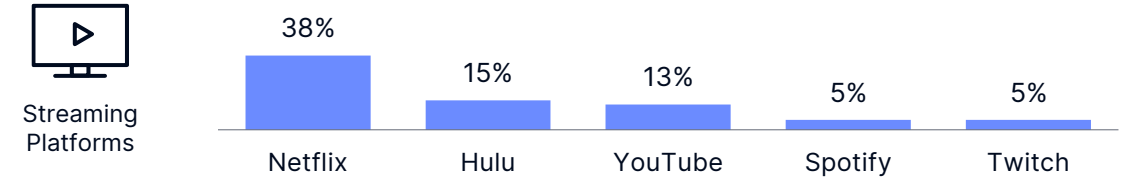
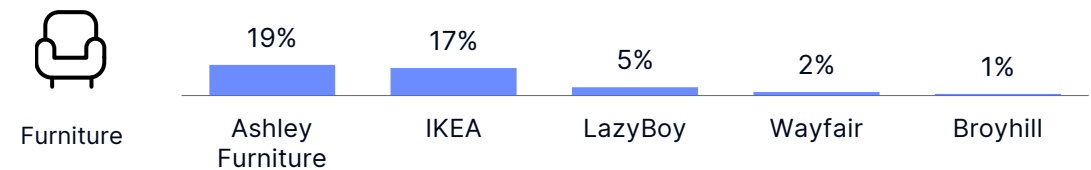
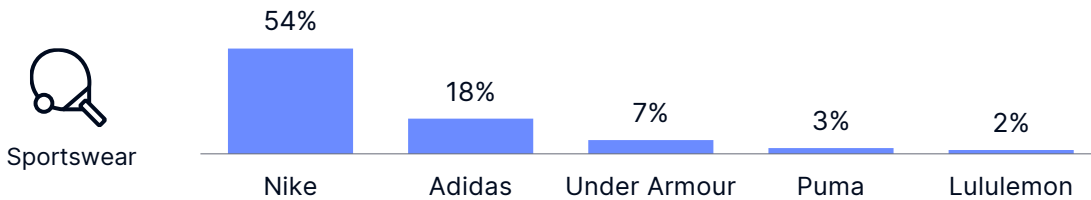
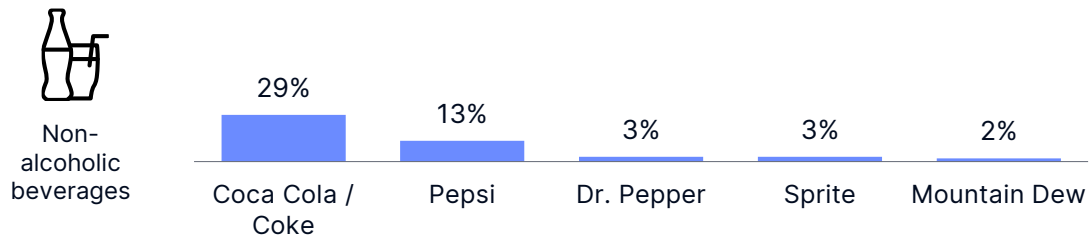
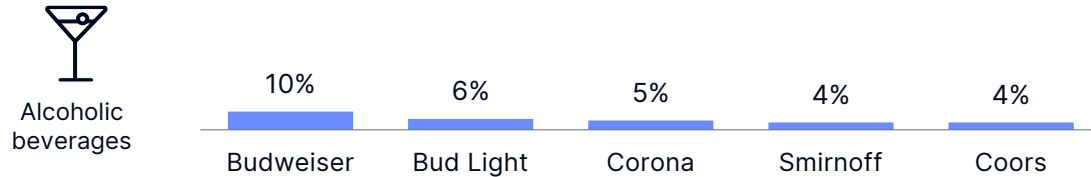
03

Consumer Behavior Tracker









Top of Mind Brands

What brands do consumers spontaneously recall when prompted?









How often are product categories bought?

● total ● online ● offline

| Rank | Product category | 30 Mar | 13 April | 27 April | 6 May | 25 May | 15 June | 29 June | 13 July |
|------|--|--------|----------|----------|-------|--------|---------|---------|----------|
| 1. |  Groceries | 94% | 96% | 95% | 96% | 95% | 94% | 96% | 96% (=) |
| | | 9% | 12% | 8% | 11% | 9% | 11% | 9% | 12% |
| | | 65% | 59% | 65% | 58% | 63% | 60% | 62% | 62% |
| 2. |  Personal care/ Hygiene | 79% | 81% | 82% | 81% | 77% | 79% | 80% | 78% (-2) |
| | | 14% | 15% | 15% | 13% | 12% | 14% | 13% | 14% |
| | | 49% | 47% | 48% | 45% | 47% | 46% | 45% | 44% |
| 3. |  Non-alcoholic drinks | 74% | 80% | 80% | 81% | 77% | 76% | 77% | 76% (-1) |
| | | 8% | 9% | 9% | 9% | 8% | 8% | 7% | 7% |
| | | 54% | 55% | 57% | 53% | 53% | 53% | 53% | 54% |
| 4. |  Medicine | 62% | 68% | 68% | 71% | 66% | 64% | 65% | 62% (-3) |
| | | 8 | 10% | 8% | 7% | 9% | 9% | 8% | 8% |
| | | 44% | 44% | 50% | 47% | 44% | 43% | 43% | 42% |
| 5. |  Clothes | 60% | 70% | 70% | 70% | 67% | 65% | 67% | 65% (-2) |
| | | 16% | 22% | 20% | 20% | 17% | 16% | 17% | 19% |
| | | 23% | 24% | 27% | 23% | 27% | 26% | 25% | 21% |
| 6. |  Alcoholic drinks | 46% | 58% | 53% | 60% | 53% | 52% | 55% | 54% (-1) |
| | | 5% | 7% | 5% | 7% | 5% | 6% | 5% | 5% |
| | | 34% | 40% | 38% | 38% | 37% | 37% | 37% | 37% |






How often are product categories bought?

● total ● online ● offline

| Rank | Product category | 30 Mar | 13 April | 27 April | 6 May | 25 May | 15 June | 29 June | 13 July |
|------|--|--------|----------|----------|-------|--------|---------|---------|----------|
| 7. |  Shoes | 50% | 56% | 60% | 59% | 54% | 53% | 54% | 55% (+1) |
| | | 14% | 19% | 19% | 15% | 15% | 15% | 15% | 17% |
| | | 21% | 20% | 23% | 21% | 22% | 22% | 20% | 22% |
| 8. |  Beauty/ Make-up | 47% | 55% | 54% | 58% | 50% | 50% | 53% | 49% (-4) |
| | | 10% | 15% | 13% | 13% | 11% | 12% | 13% | 13% |
| | | 23% | 20% | 25% | 22% | 23% | 22% | 22% | 20% |
| 9. |  Books / Magazines | 41% | 46% | 51% | 55% | 47% | 42% | 46% | 45% (-1) |
| | | 14% | 17% | 16% | 16% | 14% | 14% | 14% | 14% |
| | | 15% | 14% | 20% | 19% | 19% | 15% | 15% | 17% |
| 10. |  Household devices | 42% | 48% | 49% | 53% | 46% | 44% | 44% | 45% (+1) |
| | | 10% | 10% | 11% | 12% | 10% | 11% | 12% | 11% |
| | | 18% | 21% | 24% | 22% | 21% | 18% | 17% | 18% |
| 11. |  Electrical devices | 42% | 48% | 50% | 53% | 46% | 48% | 47% | 46% (-1) |
| | | 14% | 17% | 15% | 15% | 14% | 16% | 16% | 14% |
| | | 15% | 15% | 18% | 19% | 18% | 16% | 14% | 18% |
| 12. |  Toys | 40% | 47% | 49% | 50% | 43% | 45% | 44% | 45% (+1) |
| | | 11% | 15% | 14% | 14% | 10% | 14% | 14% | 14% |
| | | 15% | 15% | 20% | 17% | 17% | 16% | 15% | 17% |

How often are product categories bought?

● total ● online ● offline

| Rank | Product category | 30 Mar | 13 April | 27 April | 06 May | 25 May | 15 June | 29 June | 13 July |
|------|--|--------|----------|----------|--------|--------|---------|---------|----------|
| 13. |  Kitchen devices | 38% | 44% | 47% | 50% | 40% | 44% | 43% | 39% (-4) |
| | | 11% | 11% | 11% | 11% | 7% | 11% | 11% | 11% |
| | | 18% | 19% | 24% | 22% | 20% | 21% | 18% | 18% |
| 14. |  Decorations | 42% | 48% | 48% | 50% | 45% | 44% | 45% | 43% (-2) |
| | | 11% | 12% | 12% | 12% | 12% | 11% | 11% | 11% |
| | | 19% | 20% | 22% | 18% | 20% | 18% | 19% | 19% |
| 15. |  Jewelry | 37% | 44% | 44% | 48% | 45% | 39% | 42% | 40% (-2) |
| | | 10% | 13% | 13% | 12% | 12% | 9% | 12% | 12% |
| | | 14% | 15% | 17% | 17% | 15% | 16% | 15% | 16% |
| 16. |  Furniture | 32% | 40% | 40% | 44% | 37% | 37% | 36% | 35% (-1) |
| | | 7% | 8% | 9% | 9% | 7% | 10% | 7% | 7% |
| | | 14% | 20% | 20% | 19% | 19% | 16% | 18% | 18% |
| 17. |  Sport equipment | 32% | 40% | 40% | 43% | 37% | 35% | 36% | 39% (+3) |
| | | 9% | 12% | 11% | 12% | 10% | 9% | 10% | 10% |
| | | 13% | 14% | 16% | 14% | 14% | 12% | 11% | 12% |

Sample & Method

| | |
|--------------------|-----------------|
| Sample | 1.000 Americans |
| Country | USA |
| Age | 16-65 |
| Date of the survey | 6-10 July 2022 |

Nationally representative – quoted by age
& gender based on the 2011 census

View and analyze the data
on research.appinio.com

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