Rakuten Insight

Watch, Chat, Read, Shop - Consumer Pulse Report

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insight.rakuten.com
rig-sales@mail.rakuten.com

Rakuten Insight

Introduction

Image source: https://discover.rakuten.co.uk/

Discover Rakuten: Rakuten is your lifestyle companion to make today more rewarding:

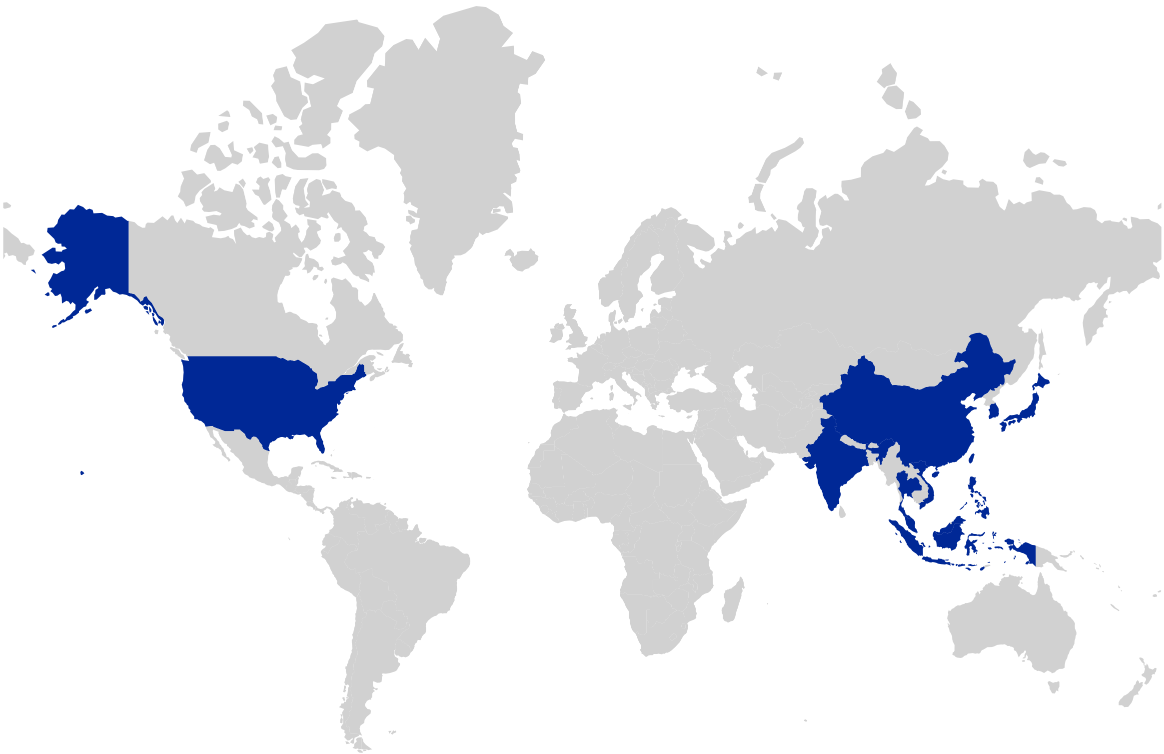
- Watch - Rakuten TV
- Chat - Rakuten Viber
- Read - Rakuten Kobo
- Shop - Rakuten France

Rakuten Insight Global have conducted surveys using their proprietary panels to understand consumer attitudes & behaviours in these four categories. The first Watch, Chat, Read Shop survey was conducted during the pandemic.

Now in 2023, Rakuten Insight Global wanted to discover what consumers in Asia & the US are 'Watching, Chatting, Reading & Shopping'.

About the survey

The survey was conducted online using Rakuten Insight proprietary panels with 6,479 respondents across 12 key markets within APAC & the US.



Gender

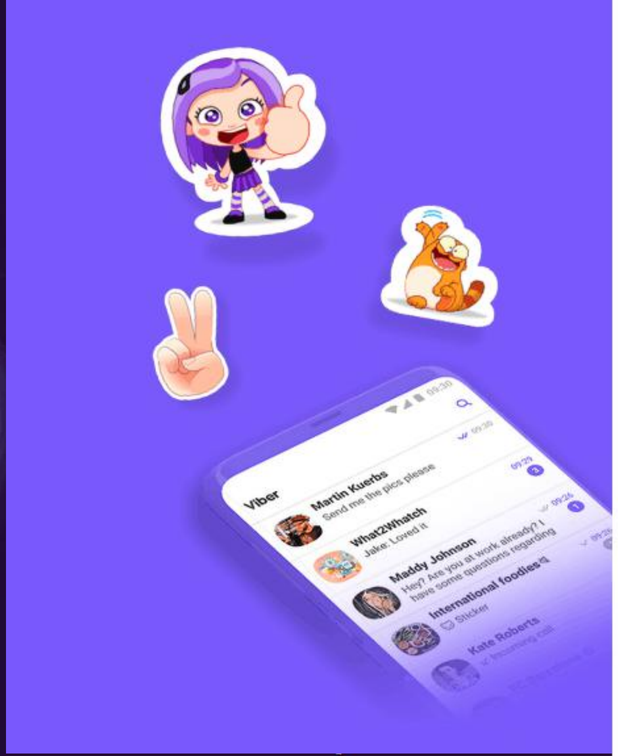
Male	Female
49%	51%

Age

16-24	25-34	35-44	45-54	55+
15%	22%	20%	17%	25%

Markets

- China
- Indonesia
- Malaysia
- Thailand
- Vietnam
- Hong Kong
- Japan
- Philippines
- Taiwan
- India
- South Korea
- Singapore
- United States



Highlights

Watch

- YouTube #1 in all markets, except for China. Netflix & Amazon competitors especially US & Japan
- Consumers in China & Indonesia watching content mainly on smartphone
- Fewer cinema visits and fewer home movies streamed in Japan

Chat

- After the initial increase of video calls during the pandemic, the number of calls in Japan, South Korea & Hong Kong are not increasing
- Support networks can differ by market & culture
- Time spent on social media hasn't increased in Japan & South Korea

Read

- Aside from Japan, most markets are spending more time reading
- Smartphones is key device for e-reading
- Education / Self-Help most popular category. Then Action & Adventure, followed by Romance

Shop

- Increase in online shopping suggesting habits formed during COVID have continued
- Frequency of store visits has decreased in China & Taiwan
- Food & Household are most bought categories online
- Price key. Good causes less relevant if forced to choose

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Emerging themes

Local insight is key in understanding the consumer through their cultural lens. Themes which have emerged in this study include differing attitudes & behaviours towards:

Online Shopping

An increase in 'almost everyday' shopping compared to 2020, suggesting habits formed during COVID have continued.

Devices

Importance of smartphone, across categories, in some Asian markets such as China & Indonesia.

Digital Content

Leisure time activities differ depending on local culture e.g., Japan watching fewer movies, possibly preferring shorter content formats or other categories such as gaming.

Family & Friends

Support networks can vary depending on the culture in each Asian market.

Image source: https://discover.rakuten.co.uk/

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Watch

- **Key role for YouTube in all markets except China**, whilst Netflix & Amazon increasing in US & Japan. Tencent, the number 1 content channel in China.

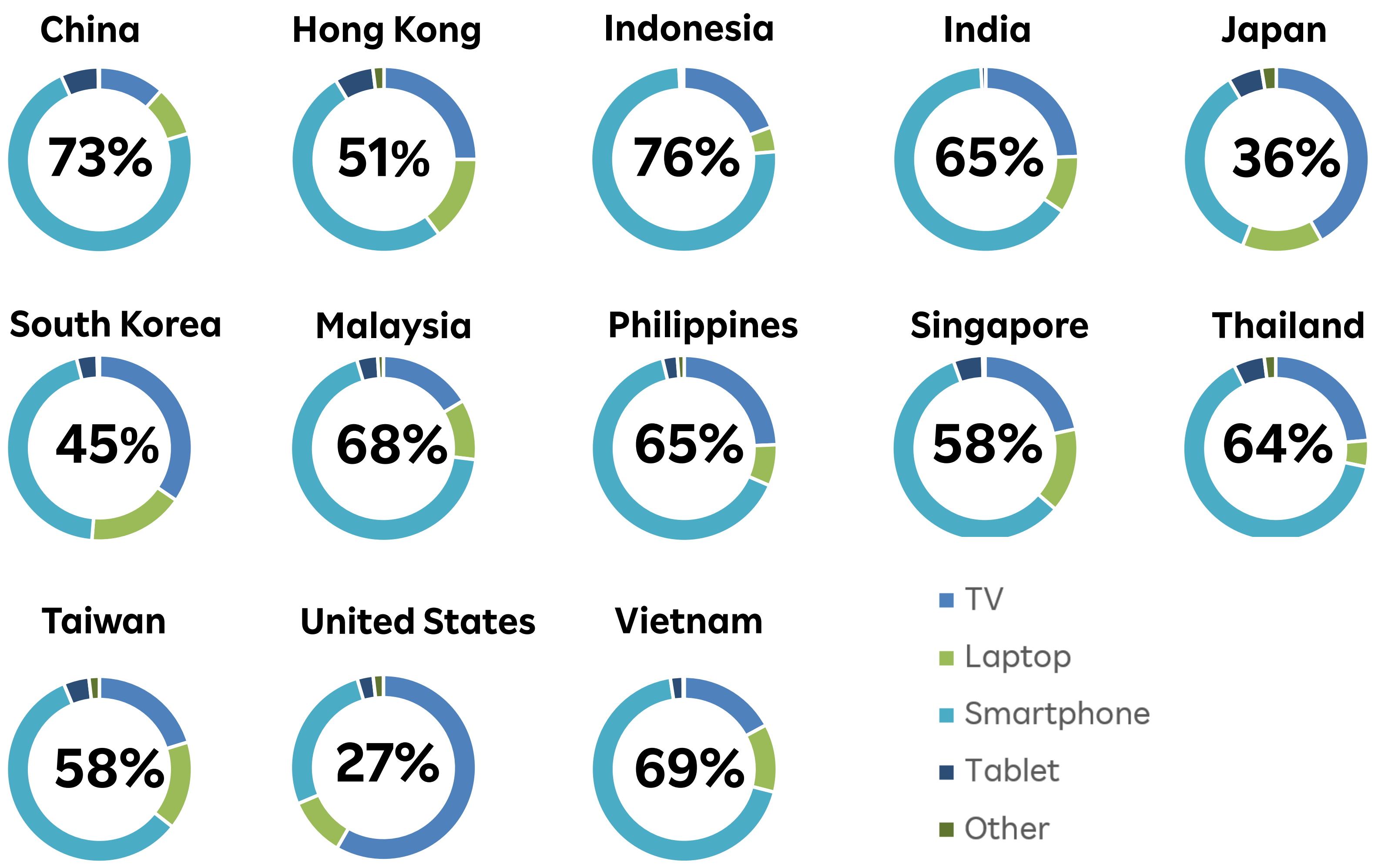
- There is a need to apply **local 'frames of cultural reference'** and listen to insights from locals. For example:

  - Many consumers in **China & Indonesia watching content mainly on smartphone.**
  - **Japanese consumers visit cinemas less frequently and watch movies at home less frequently too.** Content is a highly competitive market and possibly preferring shorter content formats or other categories such as gaming.
  - Opportunity for content providers in markets such as **South-East Asia where cinema visits are occasional, but movie format popular at home.**

Devices used to watch content

Previous studies have highlighted the importance of the smartphone in Asia & especially in Greater China

China (73%) Indonesia (76%) are making use of their smartphone to watch content. In US (27%) & Japan (36%) the percentage is much lower. This shows the importance of looking through a local lens and not to assume behaviour is similar to Western audiences.



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Percentage of people who watched content mainly on smartphone

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Has the amount of time spent watching the following entertainment content increased or decreased?

In China, Tencent are dominating with 40% with YouTube in the number one position in all other markets. In Japan and US, the net increase is lower, possibly due to competition from Amazon, Netflix. Traditional TV in 2nd place in US, Taiwan, Vietnam & Japan.

China	Net increased
Tencent Video 腾讯视频	40%
iQiyi 爱奇艺	35%
Youku 优酷	28%
TV	-33%

Hong Kong	Net increased
YouTube	65%
Netflix	37%
TV	31%
Viu	29%
Disney+	20%
Apple TV	4%
iQiyi	4%
Amazon Prime	3%
Rakuten Viki	2%
iflix	1%

Indonesia	Net increased
YouTube	81%
Netflix	39%
TV	35%
Disney+	23%
Viu	10%
Rakuten Viki	10%
iflix	8%
Amazon Prime	7%
iQiyi	5%
Apple TV	2%

India	Net increased
YouTube	72%
Amazon Prime	55%
Netflix	54%
TV	53%
Disney+	45%
Rakuten Viki	28%
Apple TV	14%
Viu	10%
iflix	10%
iQiyi	9%

Japan	Net increased
YouTube	46%
TV	24%
Amazon Prime	23%
Netflix	10%
Disney+	2%
Rakuten Viki	1%
Apple TV	0%
iQiyi	-1%
Viu	-1%
iflix	-2%

South Korea	Net increased
YouTube	61%
Netflix	33%
TV	32%
Tving	11%
Disney+	6%
Wavve	4%
Rakuten VIKI	1%
Watcha	0%
Amazon Prime	-1%

Malaysia	Net increased
YouTube	63%
Netflix	44%
TV	33%
iQiyi	21%
Disney+	20%
Viu	9%
Rakuten Viki	7%
Amazon Prime	7%
iflix	7%
Apple TV	5%

Philippines	Net increased
YouTube	83%
Netflix	59%
TV	52%
Disney+	25%
Viu	24%
Rakuten Viki	23%
iflix	17%
iQiyi	14%
Amazon Prime	10%
Apple TV	9%

Singapore	Net increased
YouTube	62%
Netflix	46%
TV	28%
Disney+	22%
iQiyi	11%
Amazon Prime	10%
Viu	9%
Apple TV	5%
Rakuten Viki	5%
iflix	3%

Thailand	Net increased
YouTube	65%
Netflix	40%
TV	26%
Viu	12%
Disney+	9%
Rakuten Viki	8%
Amazon Prime	7%
iQiyi	6%
Apple TV	2%
iflix	1%

Taiwan	Net increased
YouTube	68%
TV	38%
Netflix	37%
Disney+	22%
Apple TV	8%
iQiyi	8%
Rakuten Viki	4%
Amazon Prime	3%
iflix	2%
Viu	1%

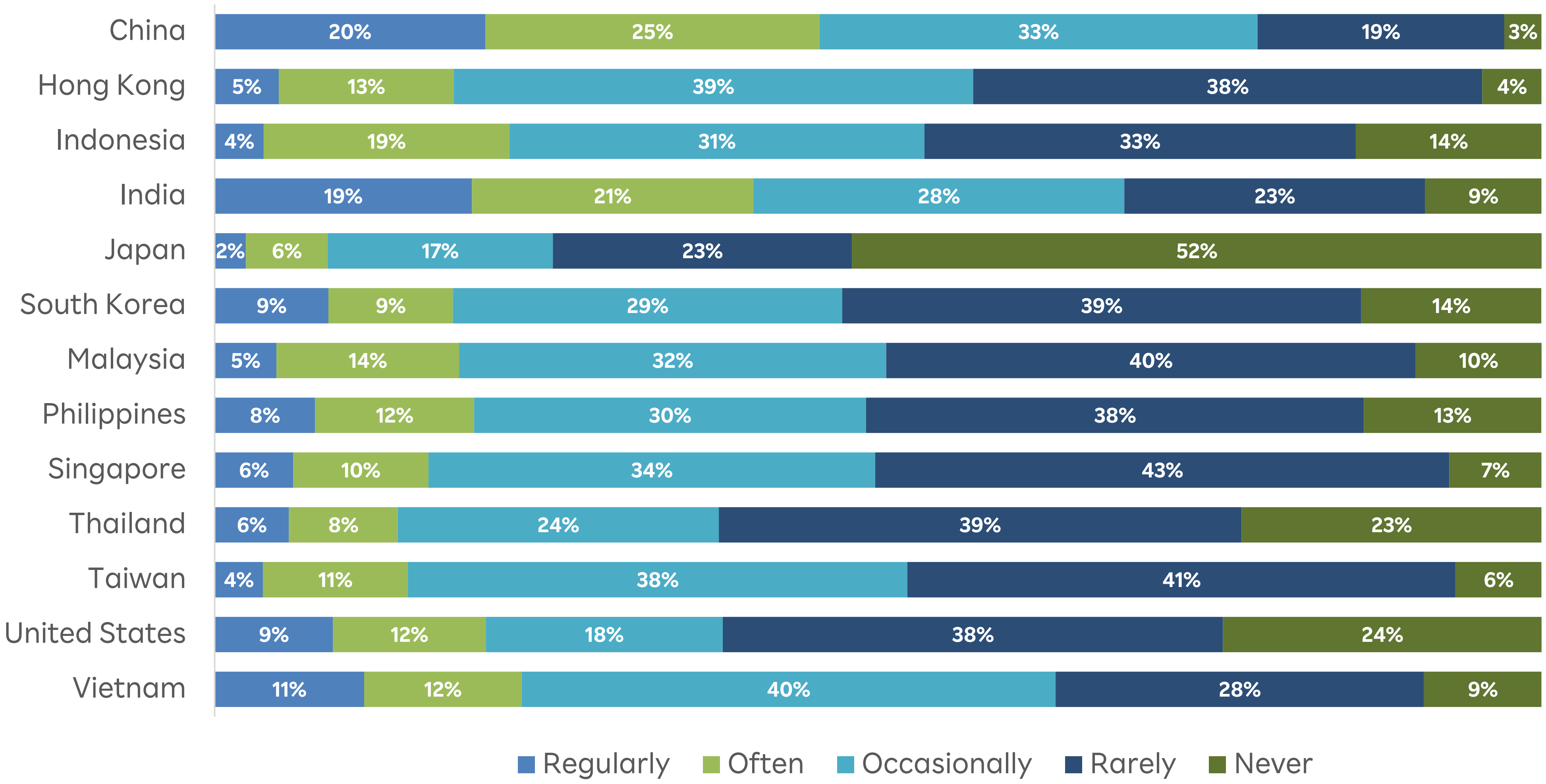
United States	Net increased
YouTube	41%
TV	37%
Netflix	35%
Amazon Prime	32%
Hulu	26%
Disney+	22%
HBO Max	22%
Paramount+	21%
Apple TV	15%

Vietnam	Net increased
YouTube	78%
TV	60%
Netflix	37%
Disney+	15%
Rakuten Viki	14%
Apple TV	13%
Amazon Prime	9%
iflix	4%
iQiyi	3%
Viu	1%

*Net increased: (Greatly + Somewhat increased) - (Greatly + Somewhat decreased)

How frequently have you visited the cinema?

Consumers go to the cinema regular or often the most in China (45%) and India (40%). Interestingly, 75% of Japanese consumers either rarely or never visit the cinema, with movies struggling to compete against other forms of entertainment content.



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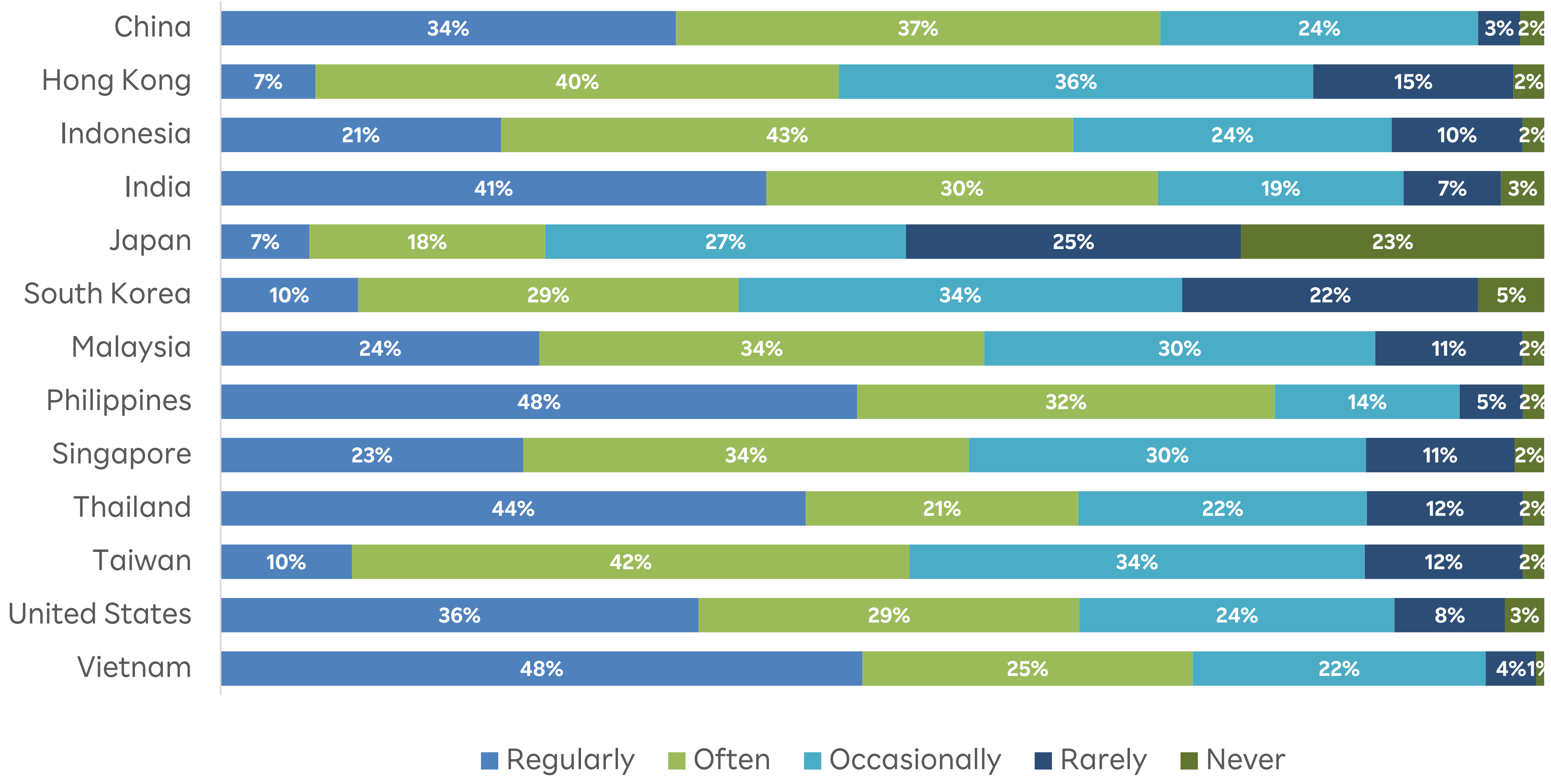
How often have you **watched movies at home**?

Japanese consumers visit the cinema less and watch movies at home less frequently too, along with Hong Kong (both 7%), suggesting the format of films is competing with other shorter format content or categories such as gaming. This contrasts with most other markets where consumers enjoy movies at home and make only occasional visits to the cinema, especially in SEA (Philippines & Vietnam - both 48%).



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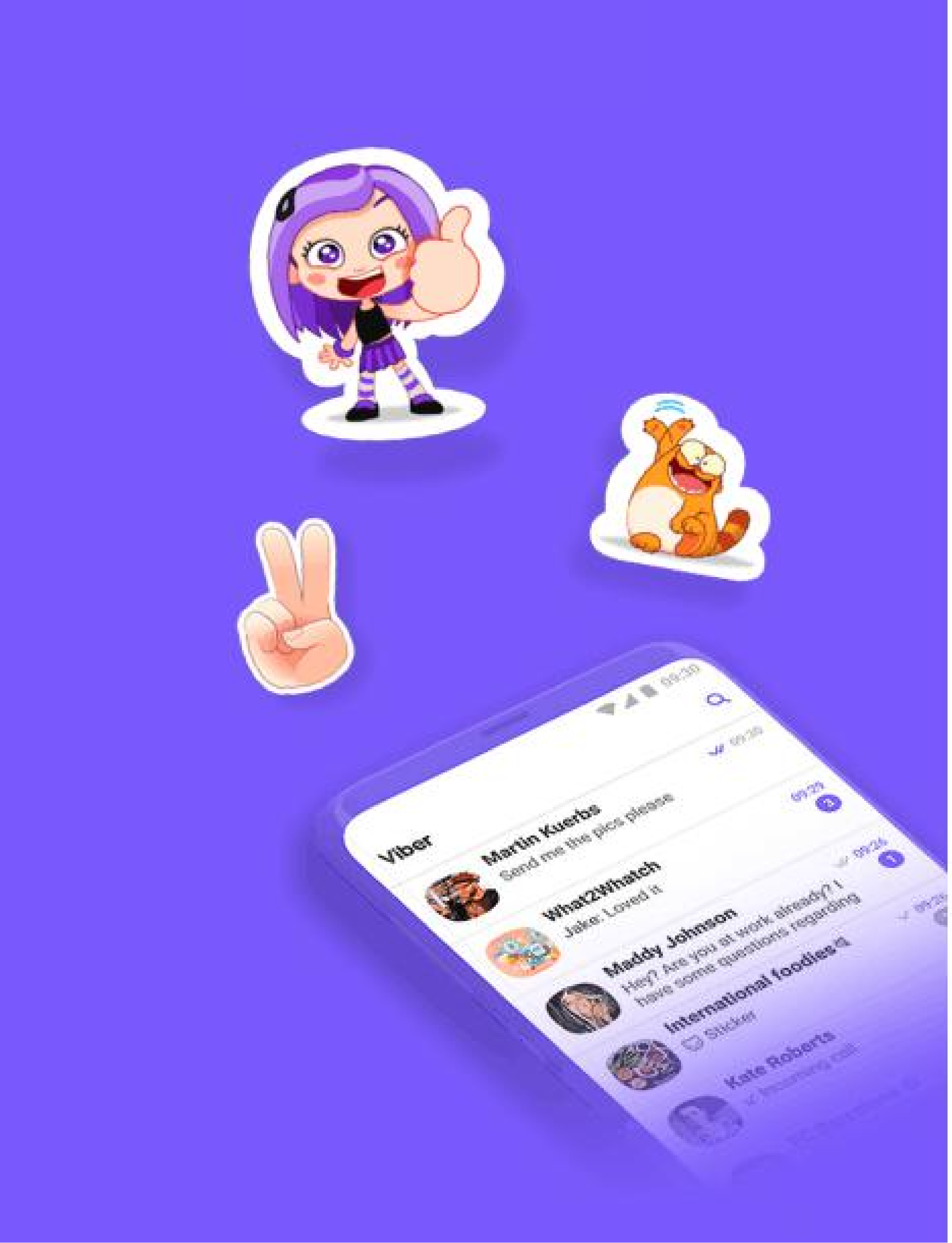


Chat

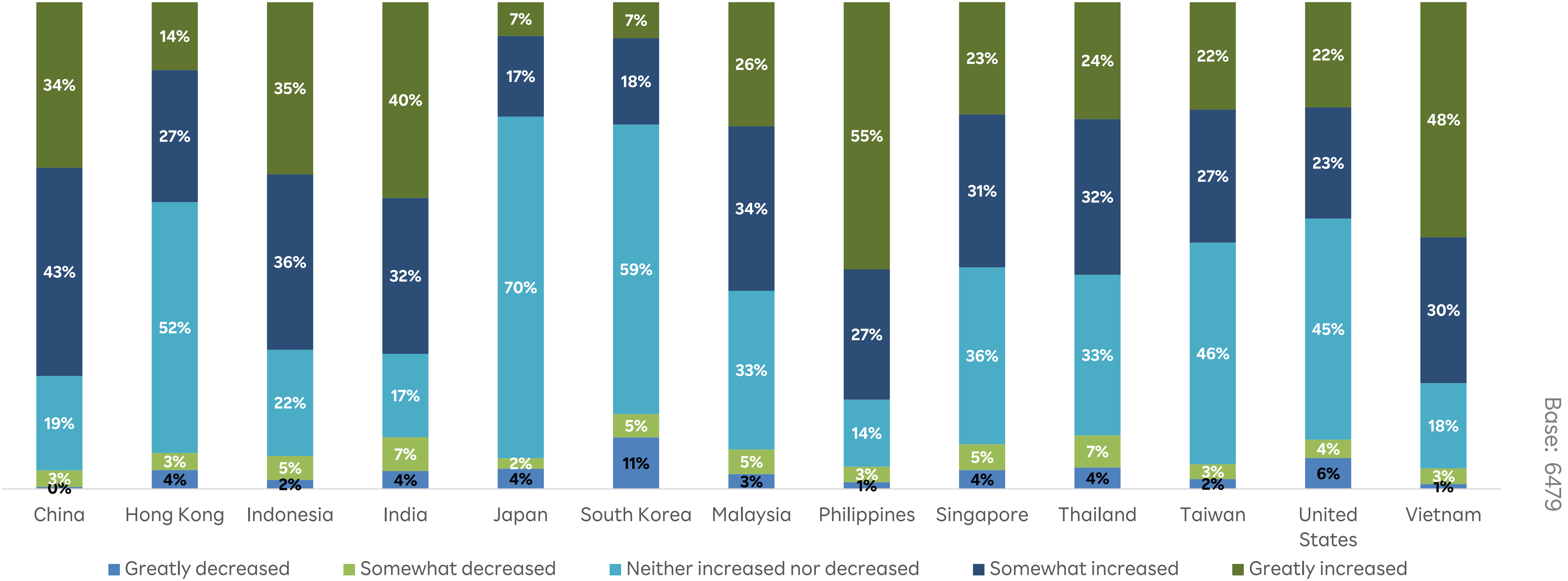
- After the initial increase of video calls during the pandemic, **some markets are no longer increasing, especially Japan, South Korea & Hong Kong**.

- **Social media usage increased during the pandemic in all markets apart from Japan** and again social media time has not increased in Japan & Korea perhaps indicating different preferences for content or a lack of free time itself.

- **Support networks have remained consistent even after the pandemic**. This indicates the greater relevance of the local culture compared to the impact of the pandemic e.g., Consumers in Japan & South Korea mostly speaking to Close Family, however for India it's Friends and for Taiwan & Hong Kong it's Extended Family.

Has the time you have spent **making video calls** increased or decreased?

After the initial increase in video calls during the pandemic, some markets are no longer increasing. Japan (70%), South Korea (59%) & Hong Kong (52%) are most likely to report ‘no change’. Philippines (55%), Vietnam (48%) & India (40%) are not slowing after the pandemic, conversely reporting time spent making video calls has greatly increased.



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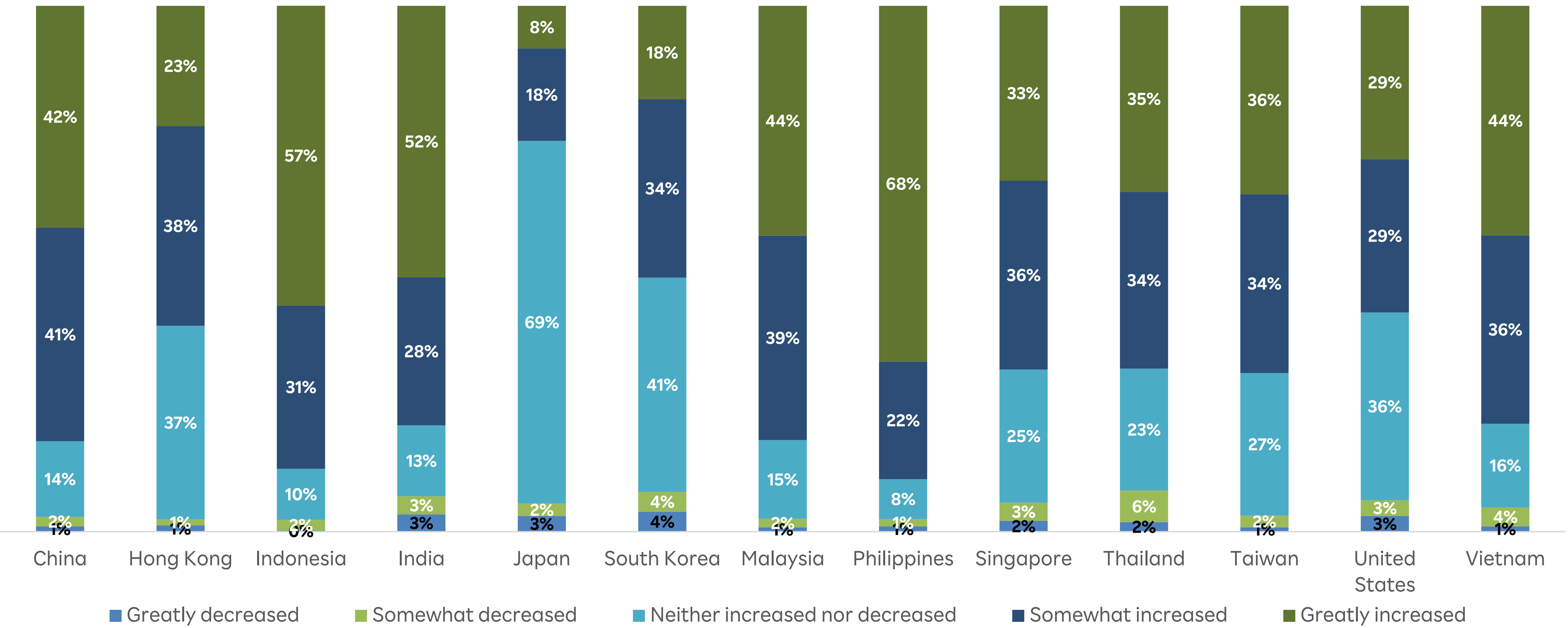
Has the time you have spent on social media increased or decreased?

Social media usage increased during the pandemic in all markets, apart from Japan, and again social media time has not increased in Japan (69%) & South Korea (41%), perhaps indicating different preferences for content or a lack of free time itself. Social media time spent increased greatly in the Philippines (68%) & Indonesia (57%).



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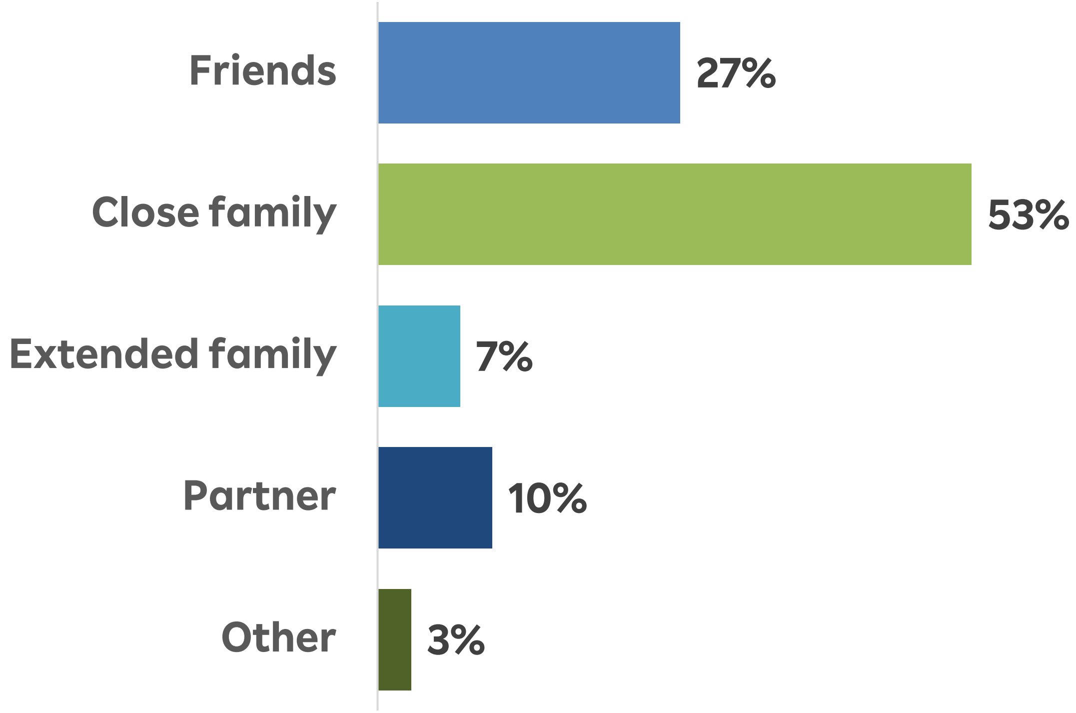
Who have you spent the most time communicating with during this period?

Support networks seem to have remained consistent even after the pandemic. This indicates the greater relevance of the local culture compared to the impact of the pandemic e.g., Consumers in Japan & South Korea mostly speaking to Close Family, however, Friends in India & Extended Family in Taiwan & Hong Kong provide the support network.



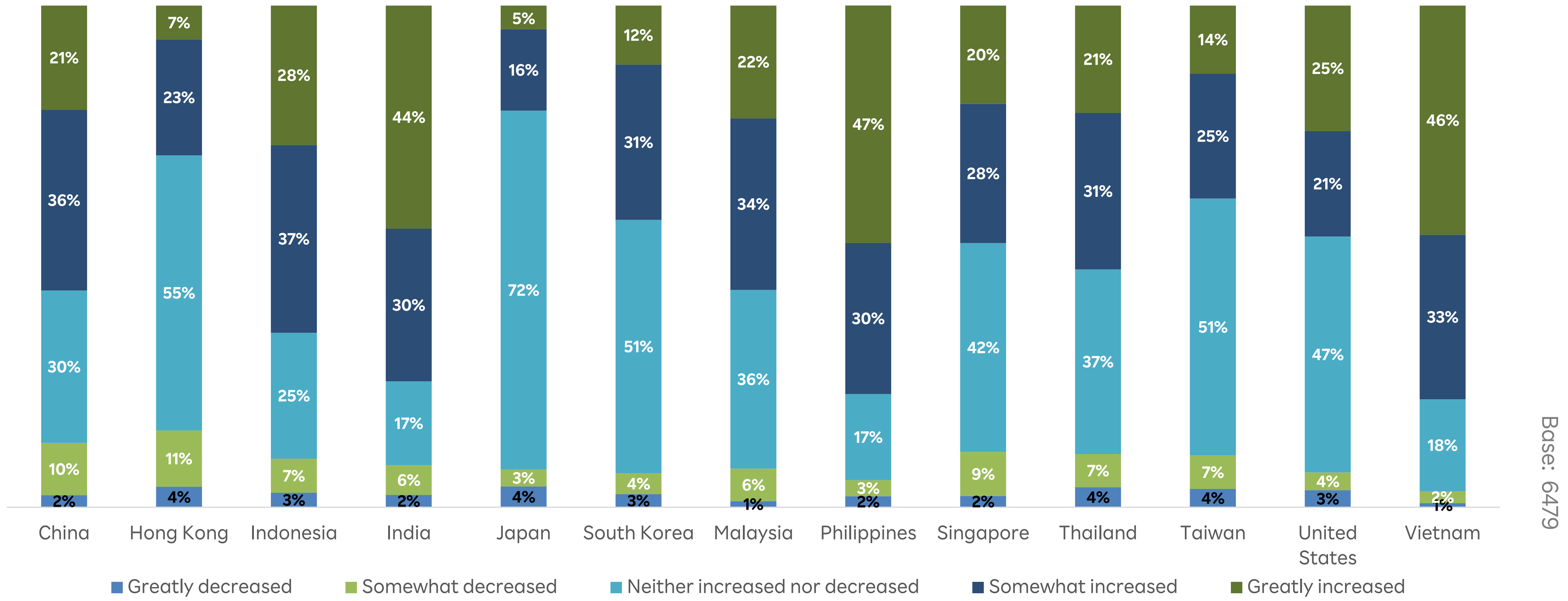
70% of **Koreans** and **64%** of **Japanese** stated they communicate mostly with their **Close family**

37% of **Indians** spent almost the amount of time chatting with **Friends** as they do with their **Close family (40%)**

In **Taiwan and Hong Kong,** **16%** of people are spending most time communicating with **Extended family**

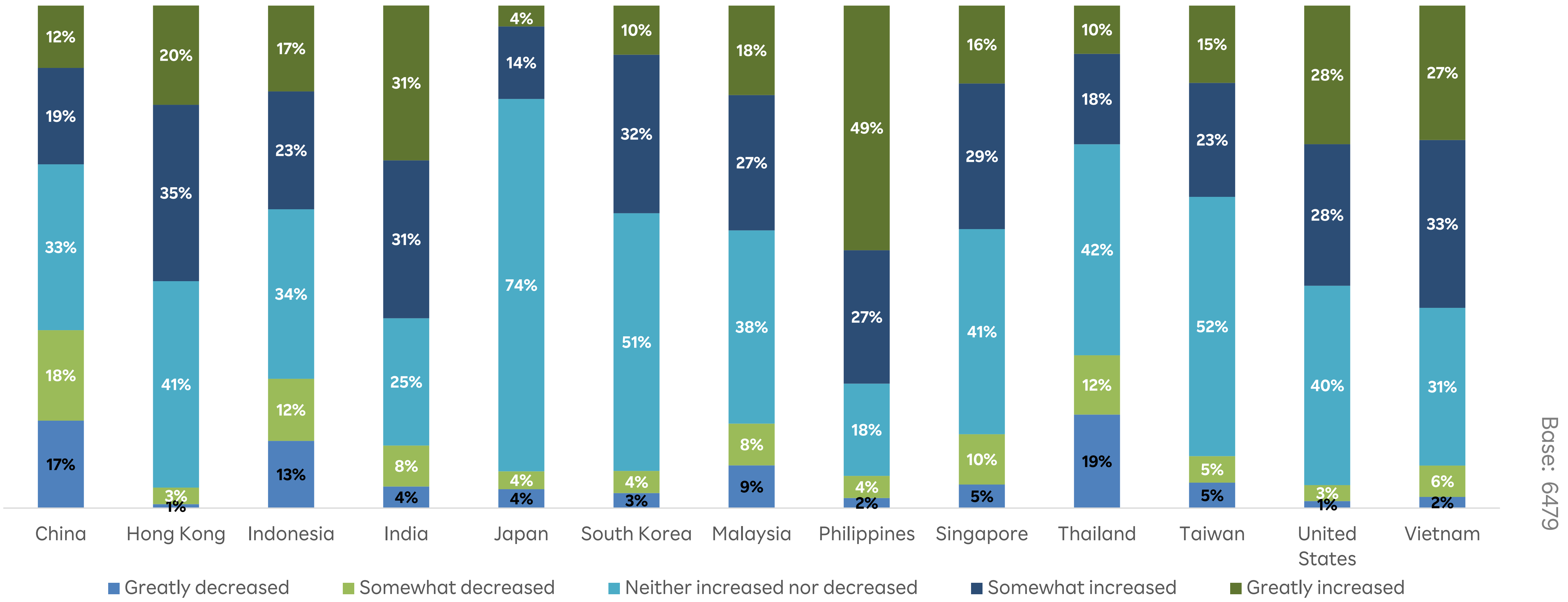
Has the time you have spent talking on the phone increased or decreased?

Time spent talking on the phone is reported to have greatly increased in the Philippines (47%), Vietnam (46%) & India (44%). Japan (72%) and Hong Kong (55%) report no change.



Has the time you have spent sending SMS messages increased or decreased?

Same findings in terms of time spent messaging



Read

- **Time spent reading**: Apart from Japan, consumers are spending more time reading. Vietnam, Philippines & China stating the greatest increase.

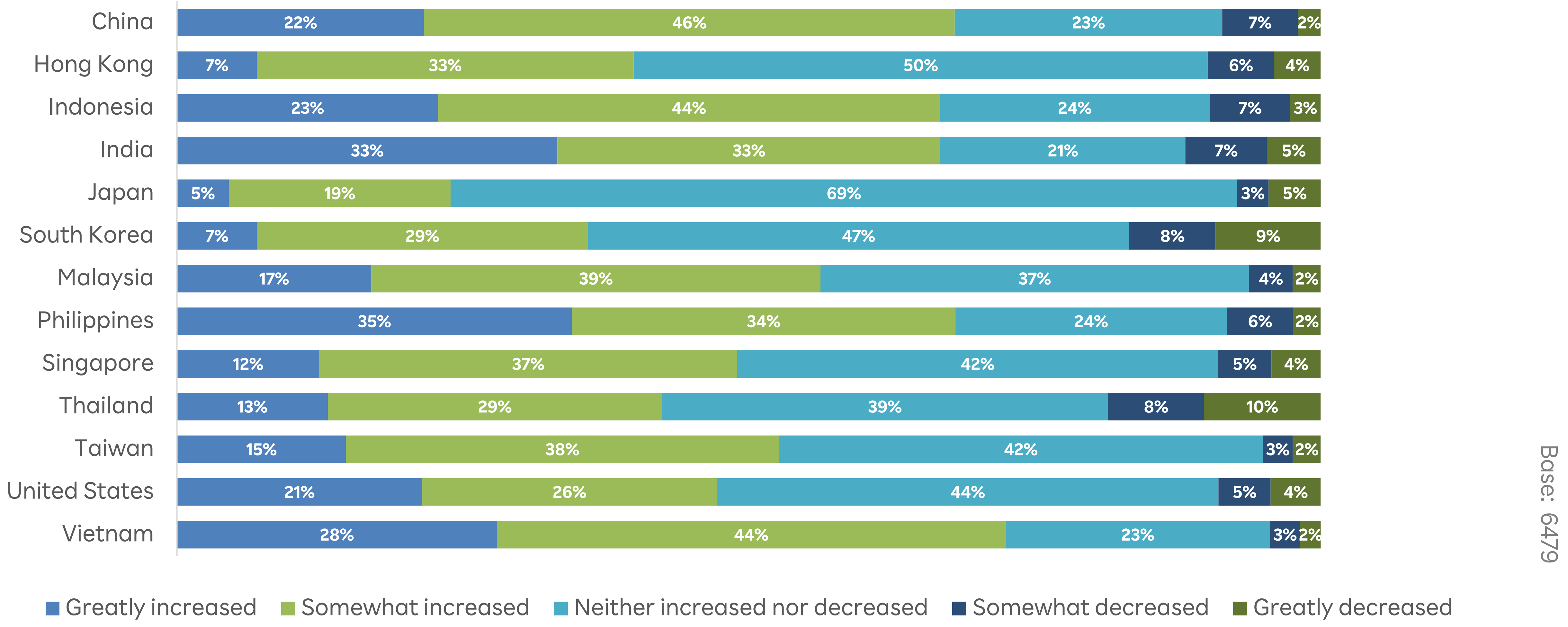
- **Smartphone:** the role of the smartphone in Asia is marked, especially in Indonesia & Vietnam. Focusing on transitioning from hard books to e-readers risks being outside the cultural framework of local consumers.

- **Education/Self-Help** has been read the most. This is consistent with our pandemic survey, perhaps indicating the need to remain competitive in the workplace.

- **Action & Adventure** read next most, followed by **Romance**. This could indicate the desire to escape the challenging circumstances of everyday life.

Has the time you have spent reading increased or decreased?

Consistent with the pandemic survey, Japan is increasing the least with only 5% reporting reading time as greatly increased. Vietnam (72%), the Philippines (69%) & China (68%) reported reading time as either greatly or somewhat increasing, indicating an opportunity for e-readers in these markets. Indonesia (67%) & India (66%) also increased their time spent reading.



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Over half of the respondents are reading mostly on their smartphone

Once again, the role of the smartphone in Asia is marked, particular for Indonesia (83%) & Vietnam (80%). Focusing on transitioning from hard books to e-readers risks being outside the cultural framework of Asian consumers. Books remain the preferred format in Japan (71%) and South Korea (62%).

Smartphone

Indonesia: 83%
Vietnam: 80%
Philippines: 72%
Thailand: 70%
Malaysia: 68%
India : 63%
Singapore: 62%
Taiwan: 55%
Hong Kong: 55%
China: 51%
South Korea: 31%
Japan: 20%

Book

Japan: 71%
South Korea: 62%
Indonesia: 12%
Vietnam: 11%

Tablet

United States: 16%
China: 12%
South Korea: 1%
Indonesia: 1%

57%

28%

9%

6%

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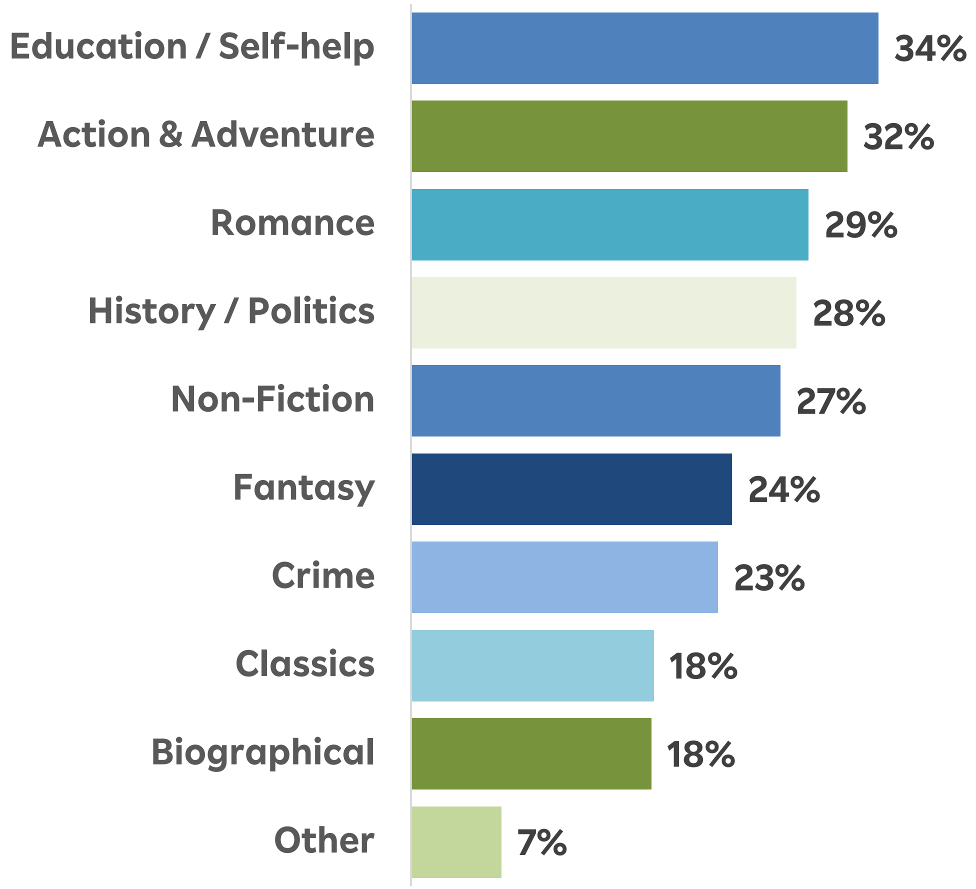
Which categories have you read the most?



34% state **Education/Self-help** has been read the most. This is consistent with the survey during the pandemic indicating the importance of remaining competitive

32% of **Action & Adventure** read next most could indicate the desire to escape the challenging circumstances of everyday life

29% reading **Romance** is the 3rd most popular category, again perhaps reflecting on the need for escapism

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Shop

- **Increase in online shopping:** an increase in 'almost everyday' shopping compared to 2020, suggesting habits formed during COVID have continued.

- **Smartphone:** the role of the smartphone in online purchases in Asia is marked, especially in Vietnam & China.

- **Food & Drink, Household** & **Fashion & Beauty** are key categories in online purchases.

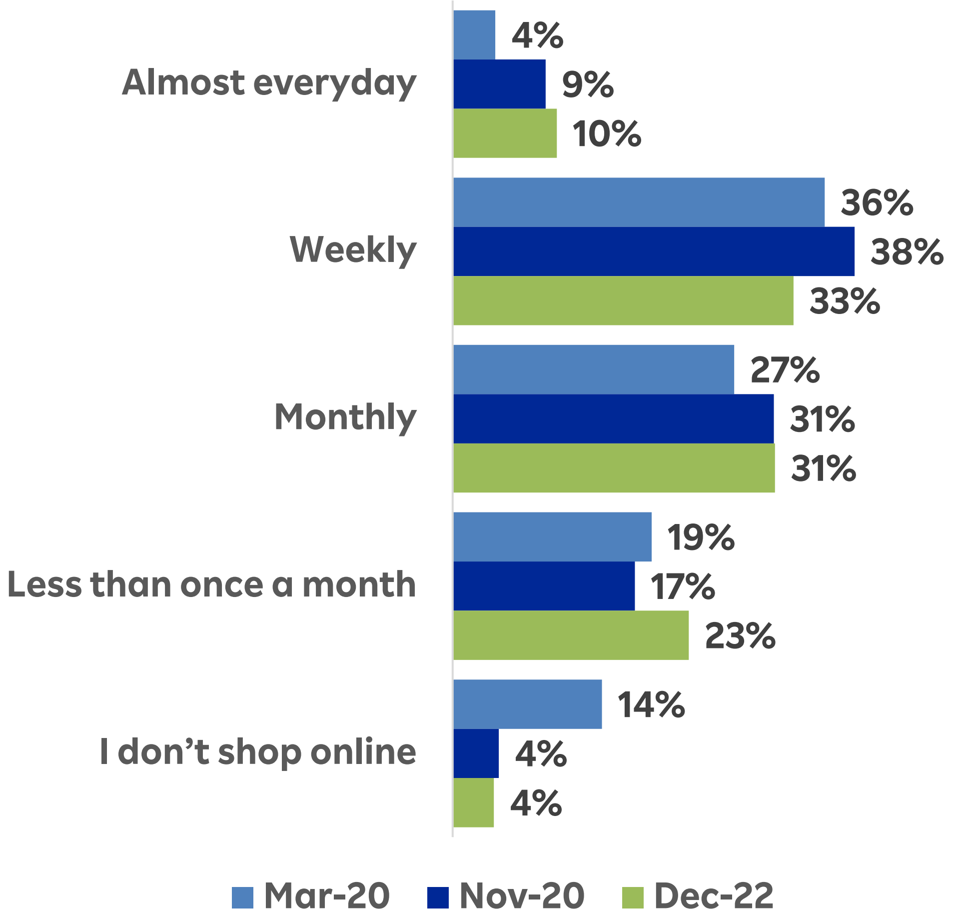
- **Store Visits**: frequency of visits to physical shops has decreased in China & Taiwan.

- **Best Price** & **Free Delivery** key factors in the choice of purchase site. Whilst **Good Causes** plays less of a role in decision-making despite the increasing role of sustainability.

Online shopping during COVID-19

Almost everyday shopping has increased from 4% to 10% since 2020, suggesting habits formed in the pandemic have continued. The weekly food shop custom remains the most popular. Categories bought online have not greatly changed post-pandemic, with Food & Drink (57%), Household (54%) & Fashion & Beauty (51%) the most popular categories.

Online Purchase Frequency



Top 10 categories bought online

Nov 20

Food & Drink	53%
Household	52%
Fashion, Beauty	46%
Home Appliances	36%
Books, comics	27%
Sports, Leisure	22%
Telephones, Tablets	21%
Toys, Child, Childcare	19%
DIY, Garden, Pets	19%
Video Games, Consoles	16%

Dec 22

Food & Drink	57%
Household	54%
Fashion, Beauty	51%
Home Appliances	38%
Sports, Leisure	25%
Books, comics	25%
Telephones, Tablets	22%
DIY, Garden, Pets	19%
Toys, Child, Childcare	19%
Video Games, Consoles	15%

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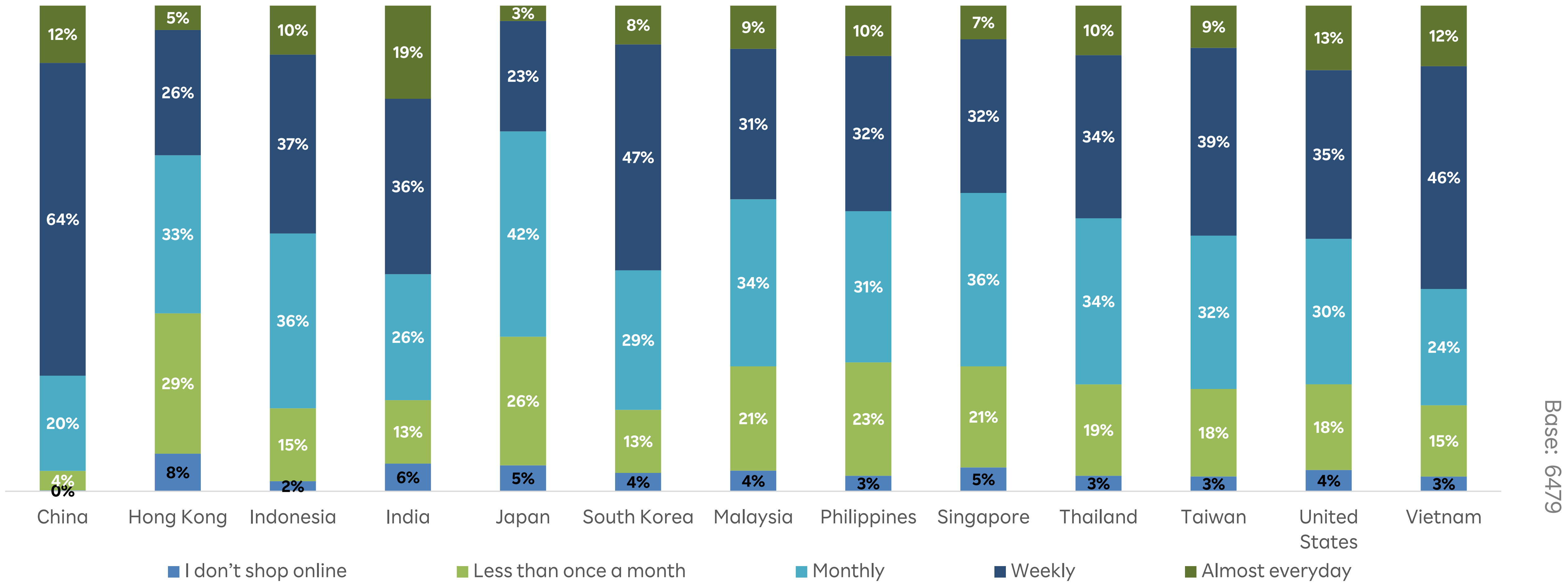
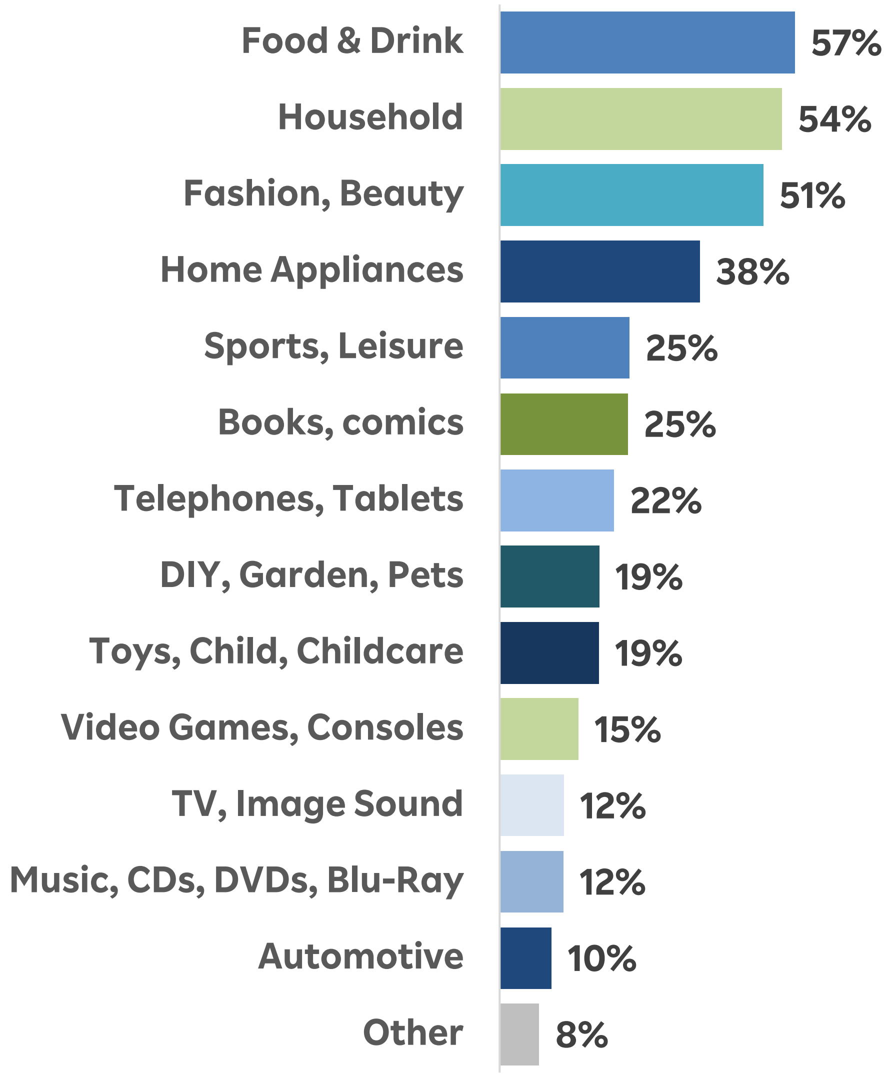
How often do you make online purchases?

India (19%), the US (13%) & Vietnam (12%) have a higher number of those shopping online almost everyday. Hong Kong & Japan are the least frequent online buyers with 37% in Hong Kong & 31% in Japan stating they either don’t shop online or shop less than once a month. High presence of convenience stores at reasonable prices & less storage space may be reasons.



What categories do you buy online?



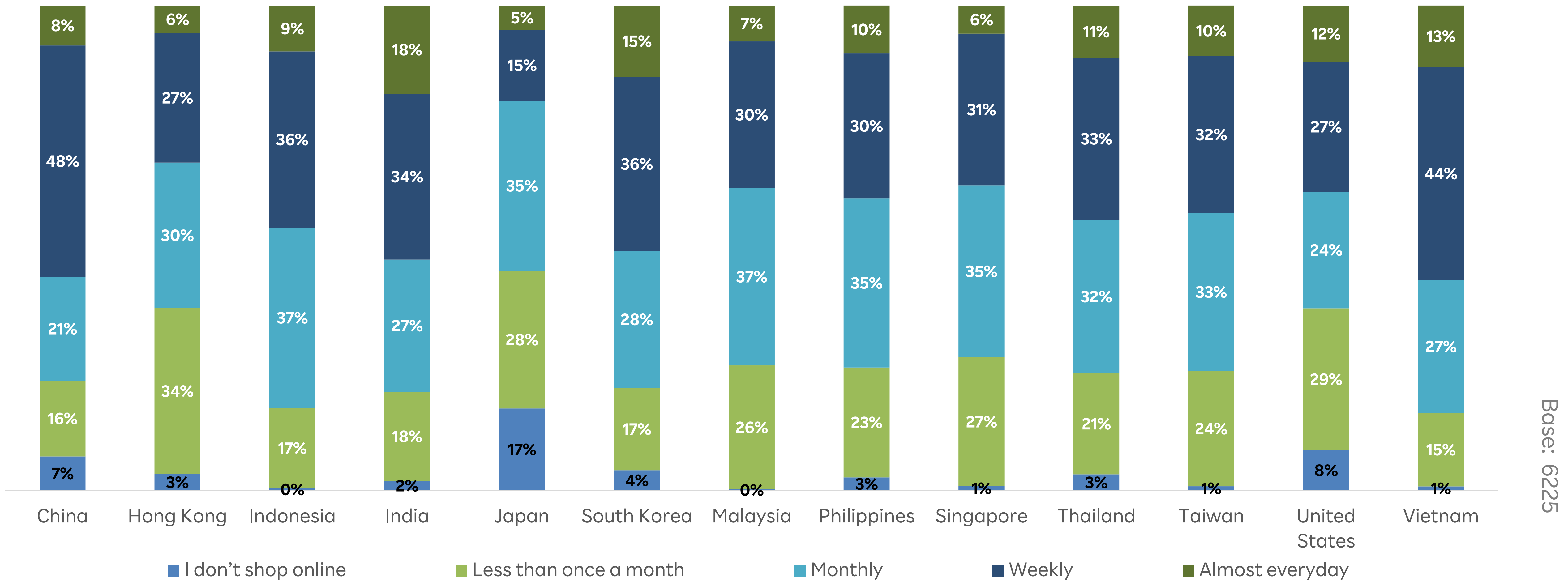
Food & Drink & Household are the top 2 categories being bought online.

Fashion, Beauty is third in most popular online categories. This was highlighted in recent surveys conducted by Rakuten Insight showing the important role of online in the beauty category

Automotive is the least popular category to buy online. This may indicate an opportunity for car makers to improve the online purchase journey

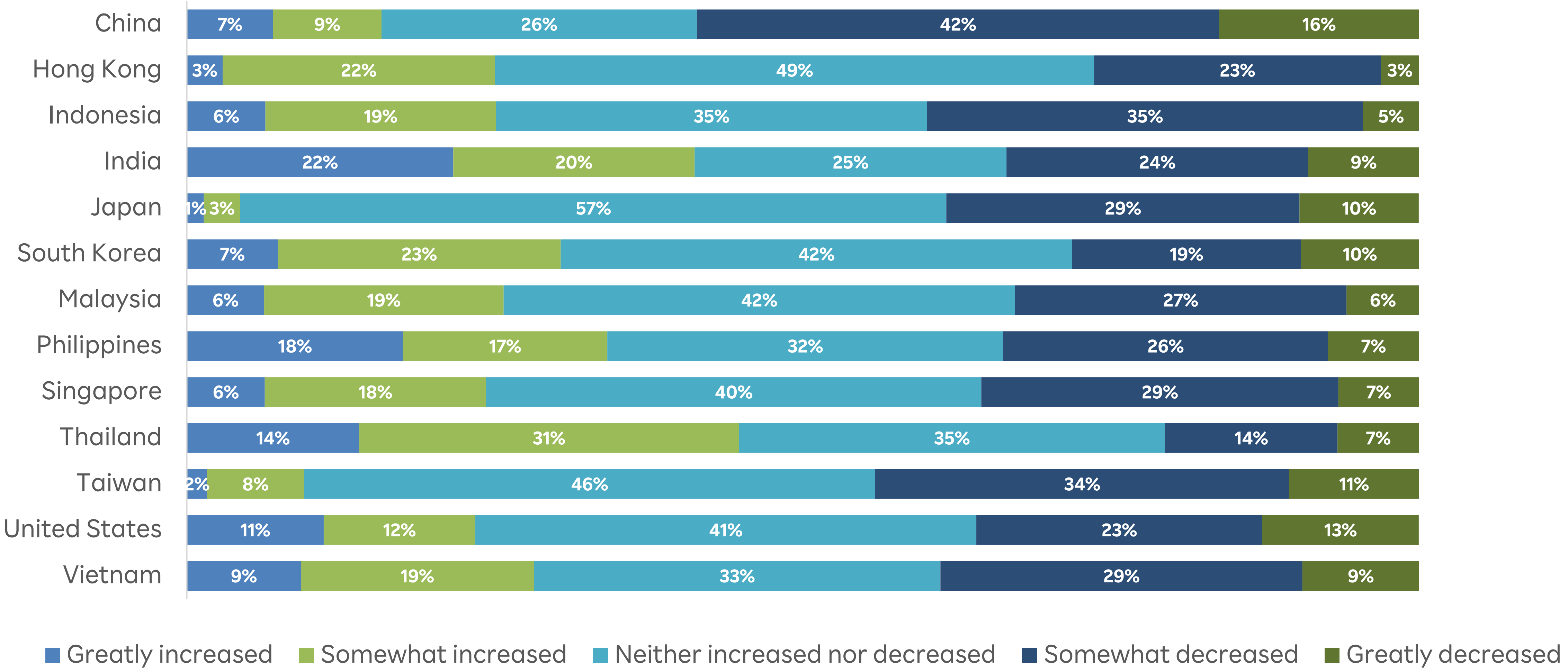
How often do you make online purchases **on your phone**?

The importance of local insight and using the correct cultural lens is demonstrated by the use of smartphones for online purchases. In markets such as Vietnam (57%) & China (56%) make purchases on a phone either almost everyday or weekly. Japan least frequent phone purchasers with only 20% purchasing almost everyday or weekly.



Has the frequency of visits to physical shops increased or decreased?

The frequency of visits to physical shops either greatly or somewhat decreased in China (58%) and Taiwan (45%) presumably due to the increase in online shopping in these markets.



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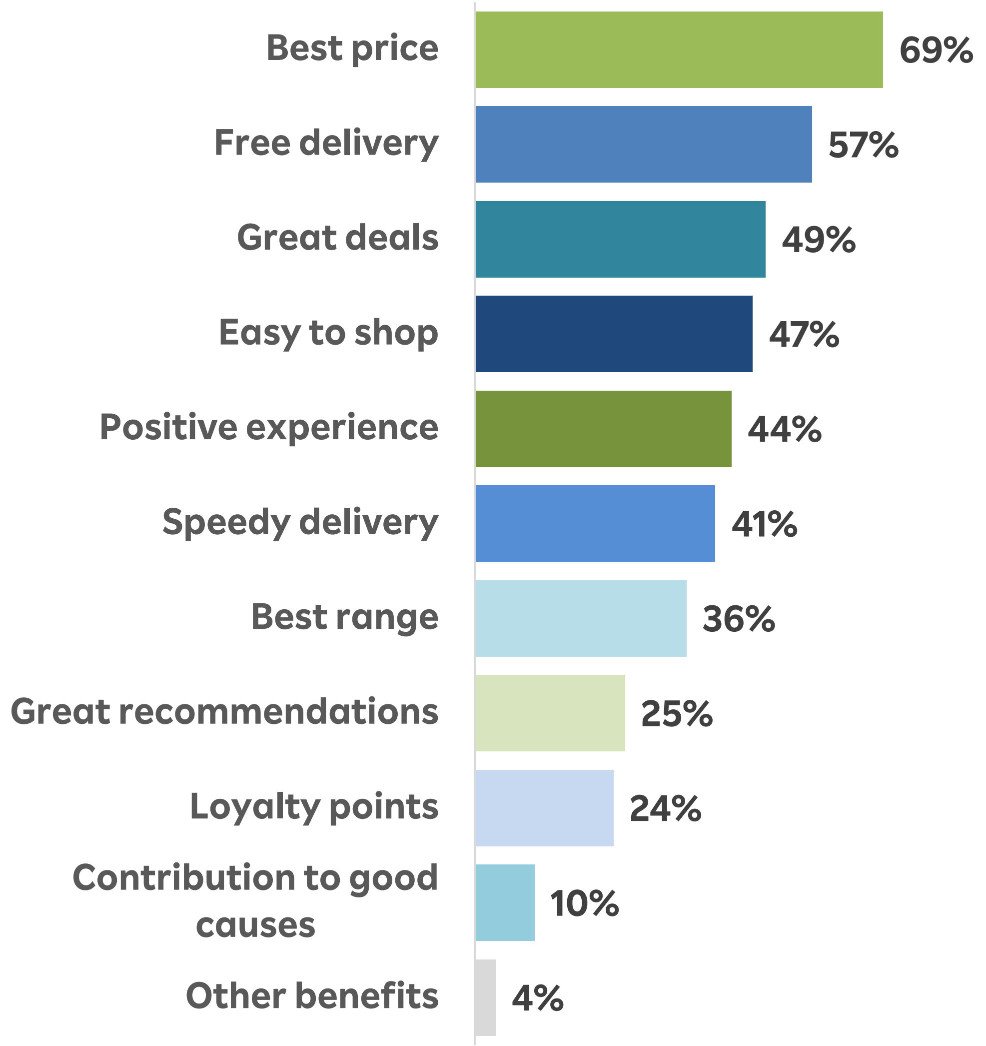
What are the most important factors in choosing which site to shop?



Best Price continues to be the most important factor in choosing a site to shop

Free Delivery has emerged as an important factor in choosing the site to shop, due to the increase in online shopping

Contribution to Good Causes remains low in the order of priority when ranked against other factors. When asked in isolation, consumers will often state the importance of sustainability, but the price is still key

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About us

For 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.

China 3,700,000
Hong Kong 110,000
India 1,600,000
Indonesia 1,100,000
Japan 2,200,000
Malaysia 480,000
Philippines 570,000
Singapore 115,000
South Korea 680,000
Taiwan 270,000
Thailand 750,000
United States 3,000,000
Vietnam 550,000

Rakuten Insight

rig-sales@mail.rakuten.com

insight.rakuten.com

/Rakuten Insight

@RakutenInsightGlobal

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