



Totally
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Zoomers
Digital Insights
Taiwan 2021

Digital is the new rite of passage for Zoomers aged 4-18 years old.

80%

of ALL children use a smartphone daily.

61%

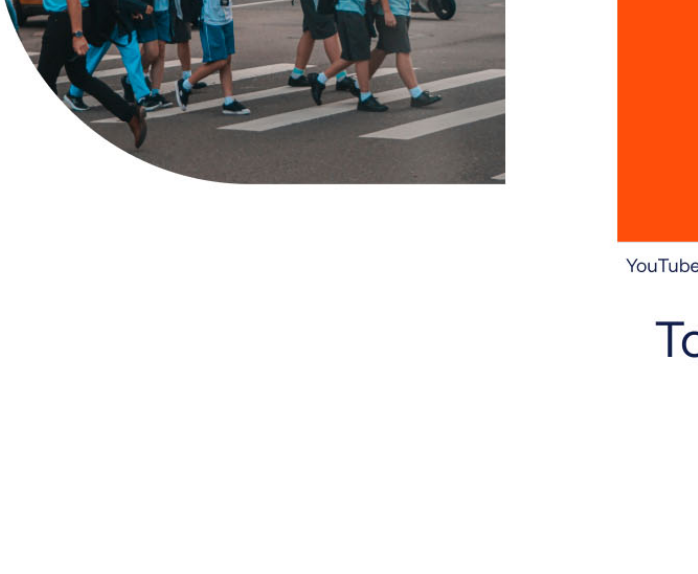
and have their own smartphone.

The smartphone is king of all devices.



Devices used by Zoomers

Brands need a Zoomer media strategy with a multi-content approach across all devices.

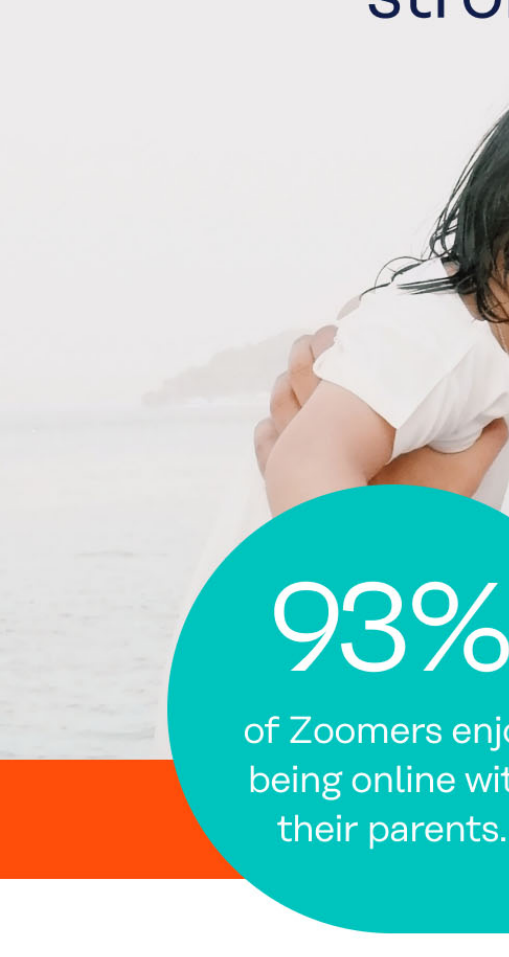


What Zoomers watch on their smartphone.



74%

of Zoomers watch YouTube.



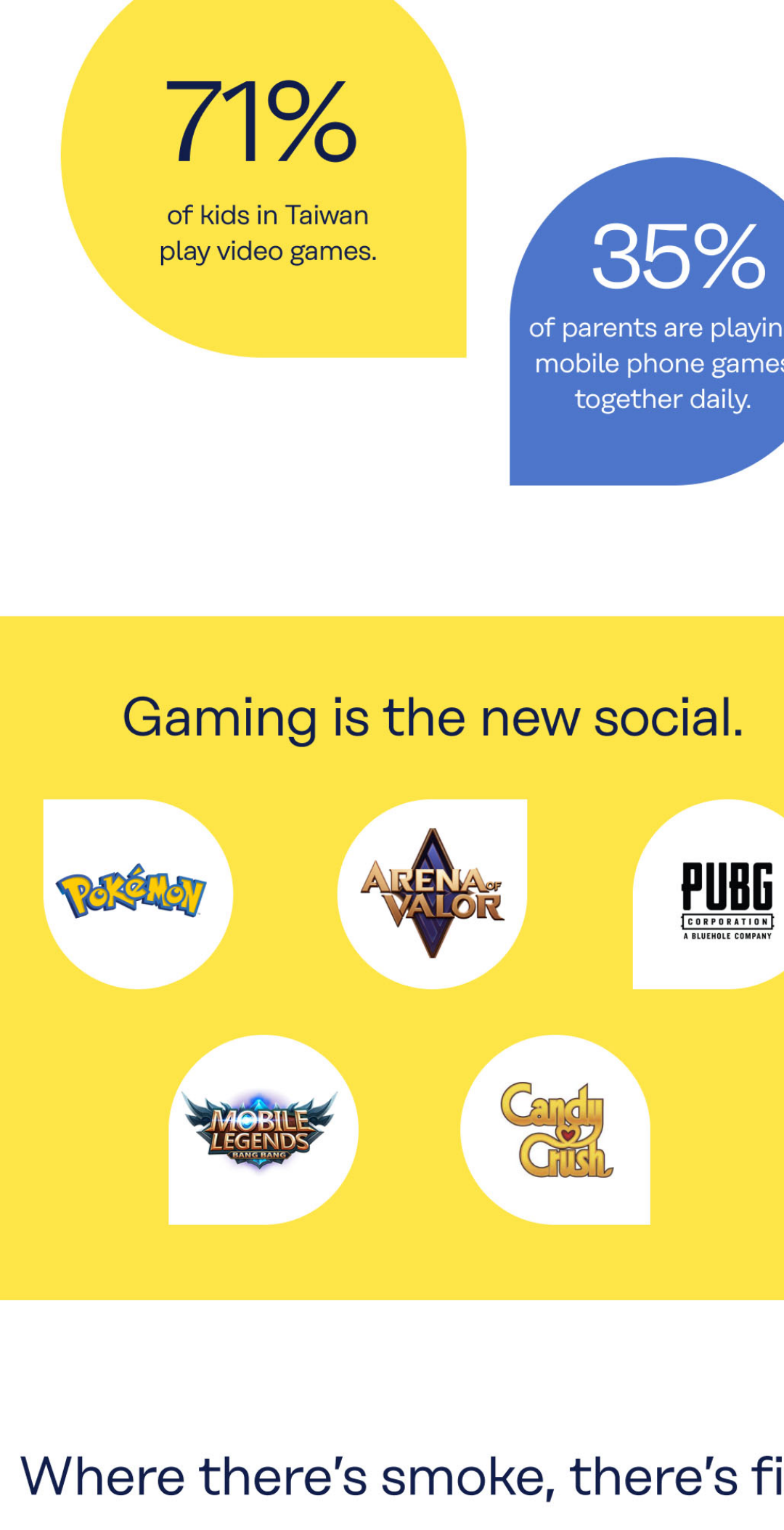
Top channels for Zoomers

The family unit is strong in Taiwan

93%

of Zoomers enjoy being online with their parents.

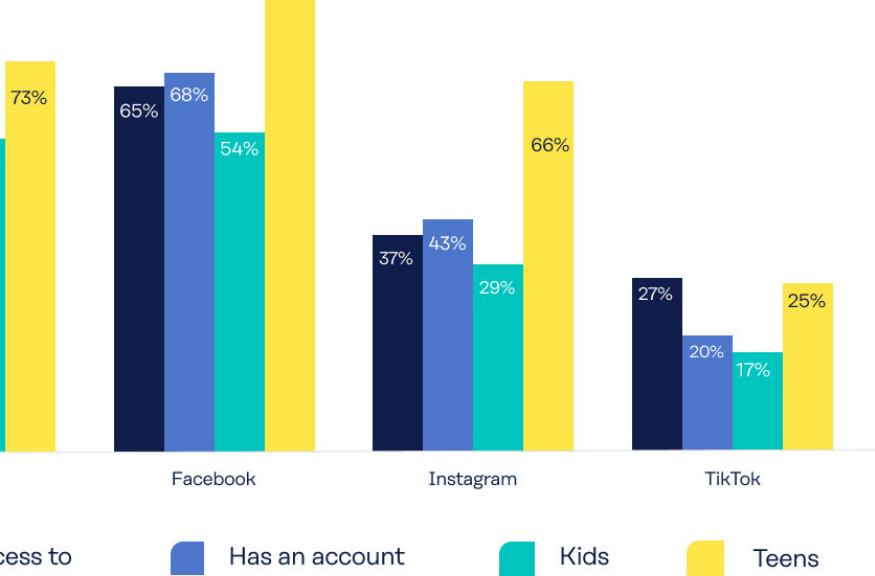
On average parents and kids spend 1 hour and 5 minutes online together daily.



Digital has democratised prime time.

It's now all day!

Facebook is leading with YouTube close behind.



71%

of kids in Taiwan play video games.

35%

of parents are playing mobile phone games together daily.

Gaming is the new social.



Where there's smoke, there's fire.

What's keeping parents up at night.

72%

of parents are concerned about their kids coming across inappropriate content on social media.

61%

of parents believe social media has a bad moral influence.



Zoomers on social media

Zoomers are influencing most household purchase decisions, becoming the new main grocery buyer.



The impact of advertising on Zoomers



Online is where kids and teens find out about new products, shows, apps and so much more.

What Zoomers in Taiwan are loving

Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. Lego	1. Lego	1. Lay's	1. Yakult
2. Disney	2. Doll	2. Oreo	2. Coca-Cola
3. Nerf	3. PS5	3. Kinder	3. Uni-President

36%

of kids spend their money on Food Items each week



What they spend their money on weekly

1. Food Items (36%)
2. Snacks (36%)
3. Confectionary (34%)
4. Stationary (30%)
5. Eating Out (28%)

In summary, the digital world is now the world. While that brings new risks and concerns, it's also the marketplace for our newest consumers.

For the complete report and other helpful insights, connect now at:

info@totallyawesome.tv

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