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Zoomers Digital Insights Thailand 2021



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

92%

of ALL children use a
smartphone daily.

74%

and have their own
smartphone.

The smartphone is
king of all devices.

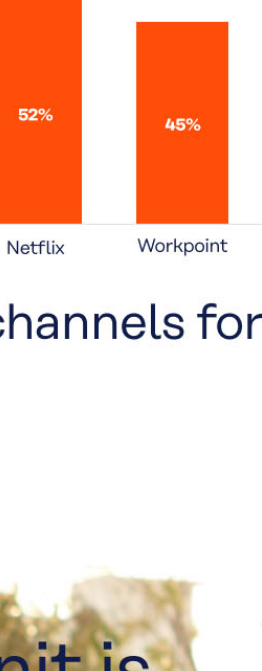


Devices used by Zoomers

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



What Zoomers watch
on their smartphone.



63%

of Zoomers
watch YouTube.

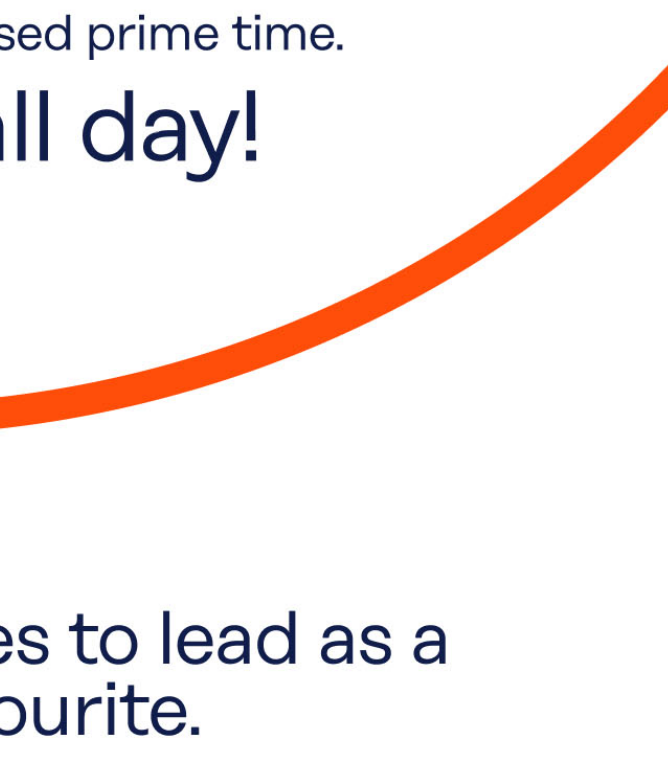


Top channels for Zoomers

The family unit is
strong in Thailand

97%

of Zoomers enjoy
being online with
their parents.



On average parents and kids spend
1 hour and 40 minutes online
together daily.



Digital has democratised prime time.
It's now all day!

YouTube continues to lead as a
strong favourite.



83%

of kids in Thailand
play video games.

32%

of parents play
those games with
their children daily.

Gaming is the new social.



Where there's smoke, there's fire.

What's keeping parents up at night.

55%

of parents believe
social media has a bad
moral influence.

While

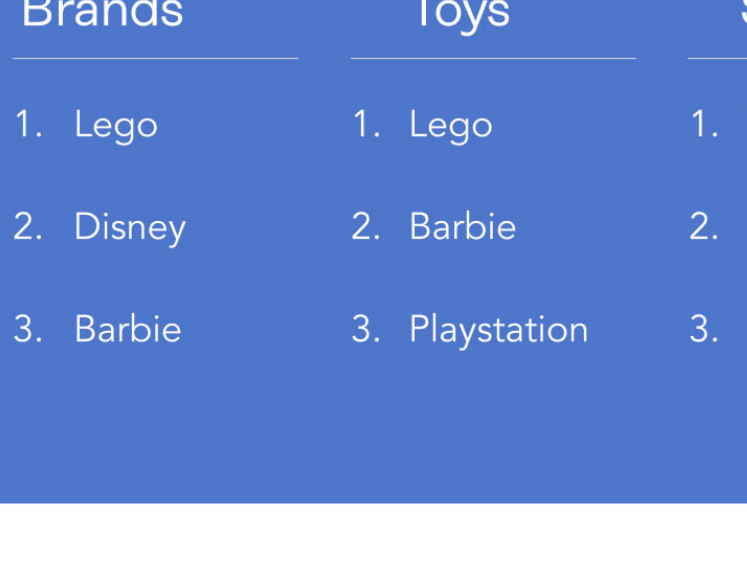
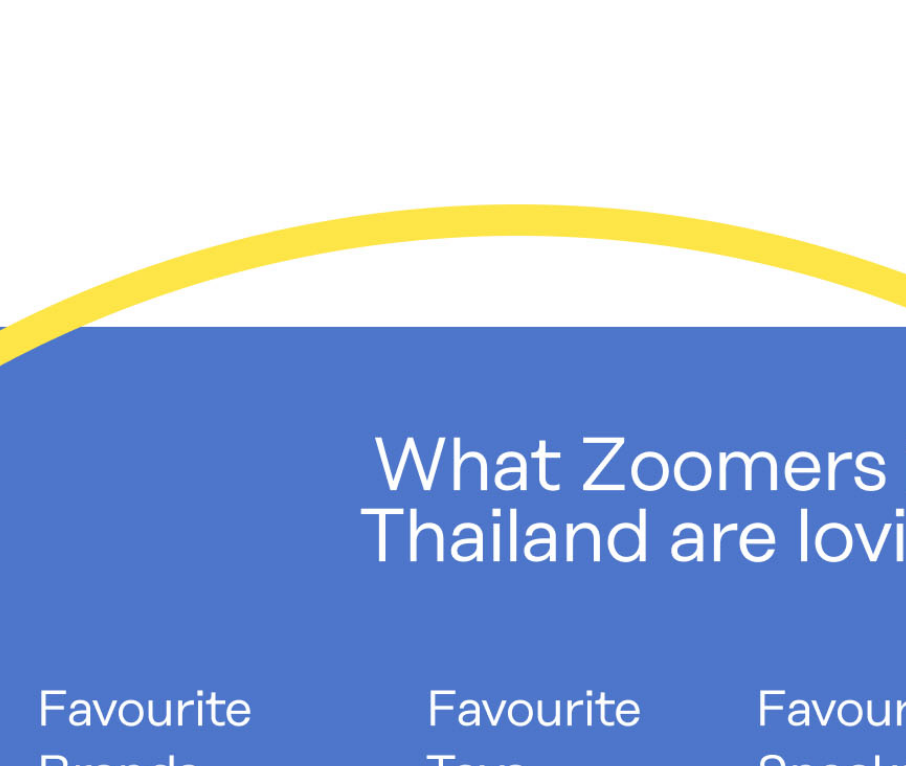
56%

actively educate their
kids on safety.



Zoomers on social media

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



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

What Zoomers in
Thailand are loving

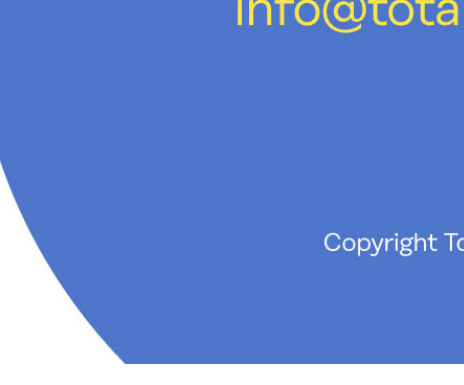
Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. Lego	1. Lego	1. Lays	1. Coca-Cola
2. Disney	2. Barbie	2. Tasto	2. Milo
3. Barbie	3. Playstation	3. KitKat	3. Pepsi

58%

of kids spend money
on snacks.

What they spend their
money on weekly

1. Snacks (58%)
2. Confectionary (54%)
3. Drinks (49%)
4. Milk/ Dairy Based Products (47%)
5. Toys (39%)



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:

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