

Customer Experience in the Electronics Industry by Country

KEY TAKEAWAYS

+ Brazilian consumers are the most satisfied with their recent electronics experiences (87%), while Chinese consumers are the most likely to trust and recommend after their recent experiences with electronics makers.

+ Consumers in Hong Kong are the least likely to trust and recommend after their recent electronics experiences, but the most likely to purchase more. Swedish consumers are the least likely to be satisfied with their electronics experiences (68%).

CX Metrics in the Electronics Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	N/A	N/A	N/A	N/A
Brazil	87%	82%	81%	79%
Canada	N/A	N/A	N/A	N/A
China	83%	94%	86%	86%
Denmark	74%	68%	70%	78%
France	N/A	N/A	N/A	N/A
Germany	N/A	N/A	N/A	N/A
Hong Kong (China)	78%	62%	63%	89%
India	80%	85%	85%	80%
Ireland	N/A	N/A	N/A	N/A
Italy	72%	69%	72%	73%
Japan	N/A	N/A	N/A	N/A
Mexico	N/A	N/A	N/A	N/A
Netherlands	N/A	N/A	N/A	N/A
New Zealand	N/A	N/A	N/A	N/A
Philippines	N/A	N/A	N/A	N/A
Singapore	84%	86%	82%	86%
South Korea	N/A	N/A	N/A	N/A
Spain	N/A	N/A	N/A	N/A
Sweden	68%	67%	65%	64%
United Arab Emirates	77%	68%	86%	80%
United Kingdom	N/A	N/A	N/A	N/A
United States	N/A	N/A	N/A	N/A

ABOUT

Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Customer Experience in the Electronics Industry, 2022-2025

Customer Experience in the Electronics Industry

■ Satisfaction

■ Trust

■ Recommend

■ Purchase More

Global: 2025

78%

Satisfaction

76%

Trust

77%

Recommend

79%

Purchase More

CX Metrics over time
2022-2025

N/A

Data not collected on
electronics in 2022

ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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