

Customer Experience in the Streaming Industry by Country

CX Metrics in the Streaming Industry

KEY TAKEAWAYS

- + Brazilian consumers are the most satisfied with recent streaming experiences, while Japanese consumers are the least satisfied. Mexican consumers are the most likely to trust after their streaming experience.
- + Since 2022, consumer satisfaction with streaming services decreased by 1 point, while likelihood to purchase more increased by 1 point. Trust and advocacy have not changed over this time.

	Satisfaction	Trust	Recommend	Purchase More
Australia	83%	72%	79%	74%
Brazil	93%	83%	86%	86%
Canada	82%	67%	74%	69%
China	85%	78%	81%	83%
Denmark	80%	66%	68%	63%
France	87%	79%	81%	79%
Germany	91%	76%	78%	54%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	85%	82%	82%	82%
Ireland	86%	62%	77%	68%
Italy	87%	77%	80%	69%
Japan	65%	66%	50%	50%
Mexico	91%	86%	83%	79%
Netherlands	85%	77%	75%	70%
New Zealand	84%	71%	81%	69%
Philippines	87%	80%	83%	82%
Singapore	79%	62%	71%	70%
South Korea	84%	72%	69%	89%
Spain	86%	75%	76%	71%
Sweden	77%	70%	72%	68%
United Arab Emirates	81%	76%	79%	80%
United Kingdom	87%	75%	78%	73%
United States	86%	72%	79%	72%

ABOUT

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

Customer Experience in the Streaming Industry, 2022-2025

Customer Experience in the Streaming Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

84%

Satisfaction

74%

Trust

76%

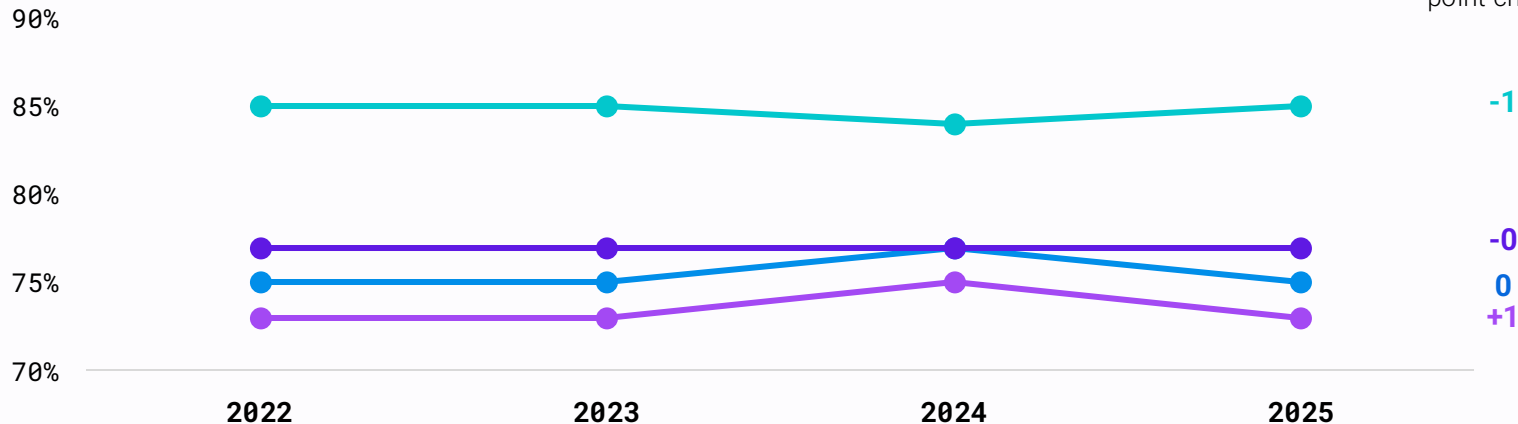
Recommend

73%

Purchase More

CX Metrics over time 2022-2025

3 year %-
point change



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.

AUTHORS

James Scutt, XMP –Principal XM Catalyst
Talia Quaadgras – Research Program Manager

PUBLICATION DATE

October 2024