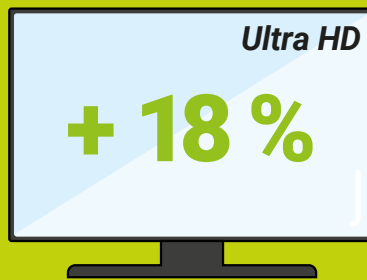
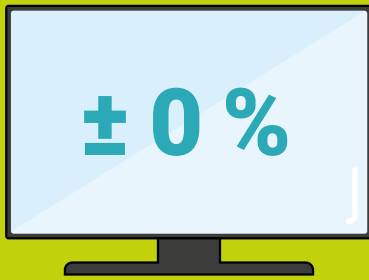


# Important market figures – forecast 2019

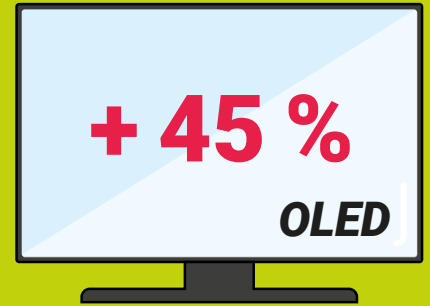
Expenditures for Technical Consumer Goods will reach 1.052 trillion Euros (+ 1%) in 2019.

## TV SETS

90 billion Euros (- 3 %)  
214 million units (± 0 %)



**ULTRA HD TV SETS**  
64 billion Euros (+ 5 %)  
108 million units (+ 18 %)



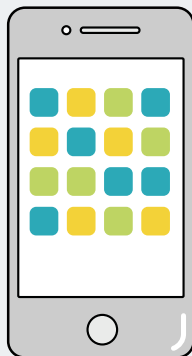
**OLED TV SETS**  
7.6 billion Euros (+ 33 %)  
4.1 million units (+ 45 %)

Source: GfK

± 0 %

## SMARTPHONES

460 billion Euros (± 0 %)  
1.4 billion units (- 1 %)

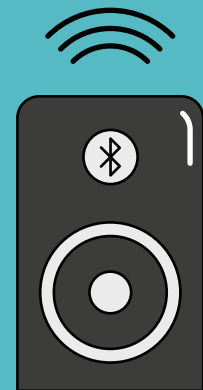


Source: GfK

+ 41 %

## SMART SPEAKERS

4.6 billion Euros (+ 28 %)  
75 million units (+ 41 %)



Source: Futuresource

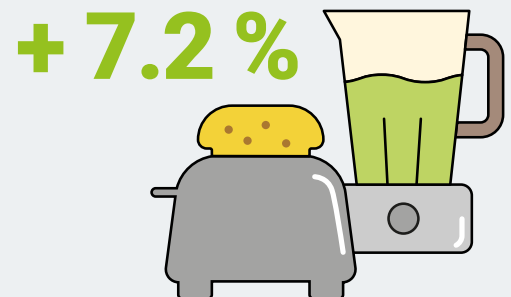


+ 2.8 %

## MAJOR DOMESTIC APPLIANCES

183 billion Euros

Source: GfK



## SMALL DOMESTIC APPLIANCES

90 billion Euros

Source: GfK

All percentage figures are year-to-year changes. As by 04/2019.

### IFA Berlin:

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019. In addition, IFA Global Markets, taking place from 8 to 11 September at STATION Berlin, will enhance the information and exhibitions on offer for professionals and experts.

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