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# gfu Insights & Trends

2. September 2020

Welcome / Willkommen



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# **Boom der Hausgeräte: Raus aus der Krise in den Boom: Wie Hersteller und Händler das neue Zuhause-Gefühl stärken.**

Volker Klodwig

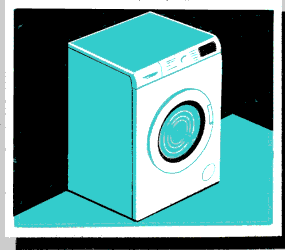
Executive Vice President Sales

BSH Home Appliances Group





## 1. Halbjahr 2020



**+2,7%**

**Elektro-Großgeräte**



**+10,4%**

**Elektro-Kleingeräte**

Quelle: gfu 24.08.2020







# **1. Mein Heim – mein Hausgerät**





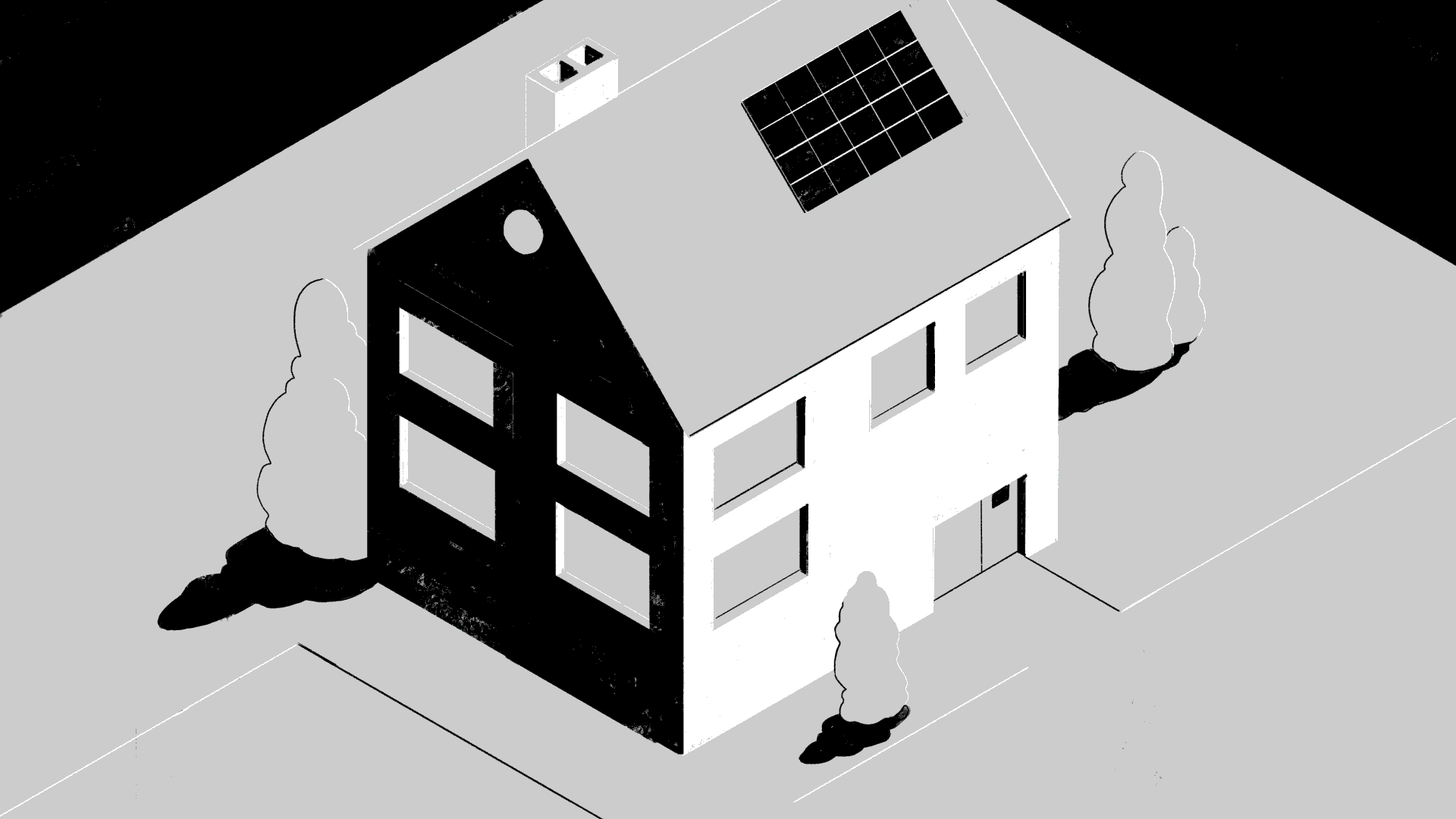
## **2. Digital rund um die Uhr nah am Kunden**

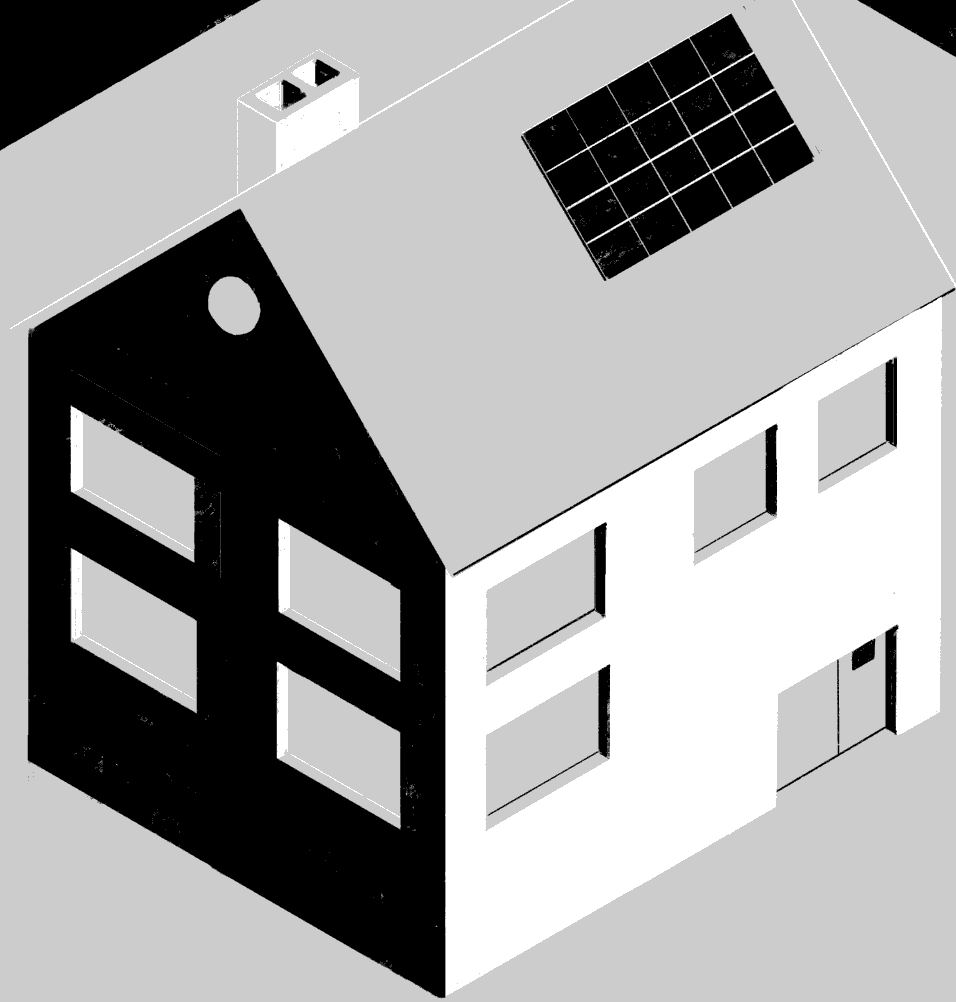


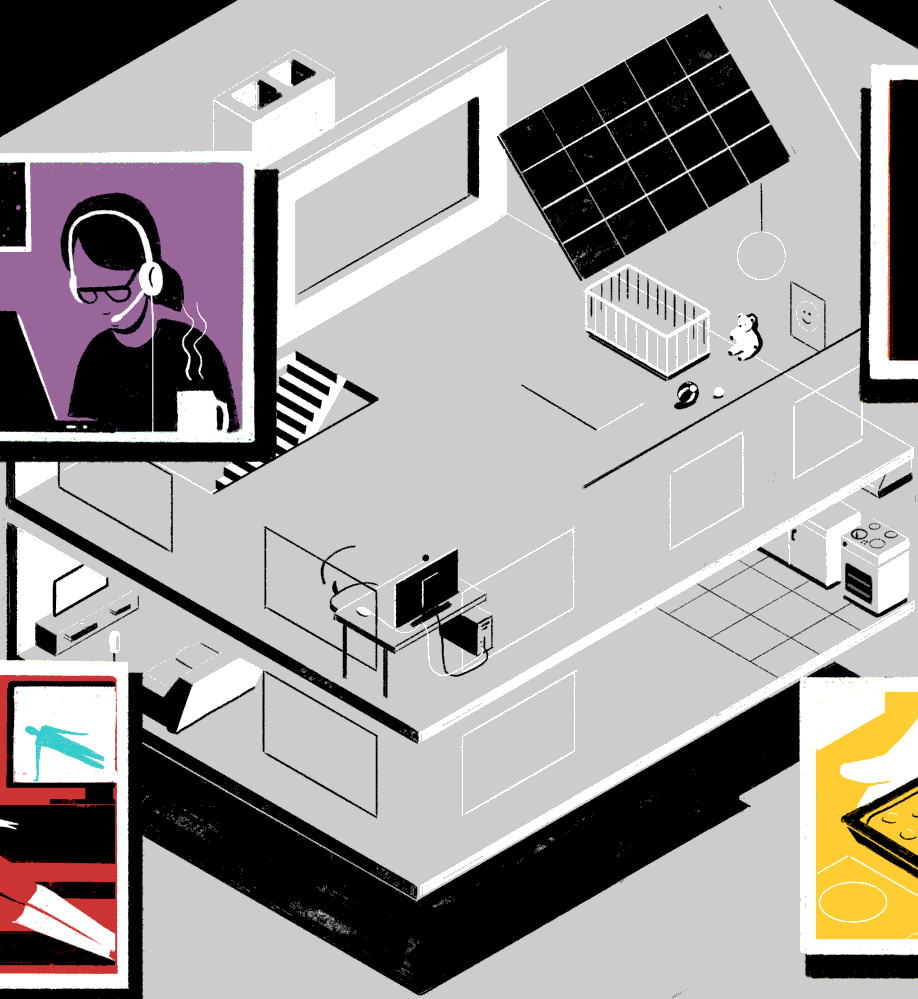
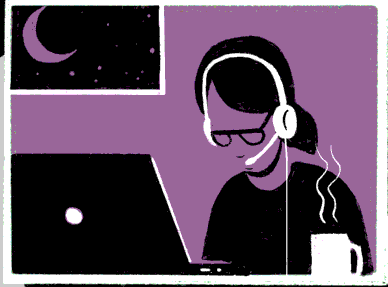
**3. Zukunft wird aus Ideen gemacht**

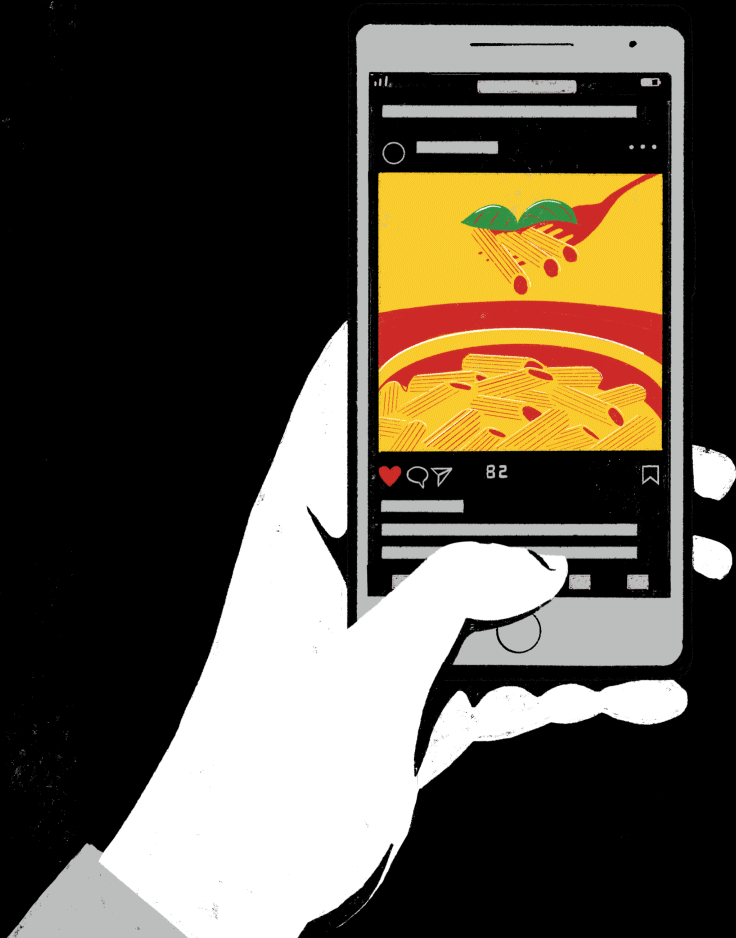


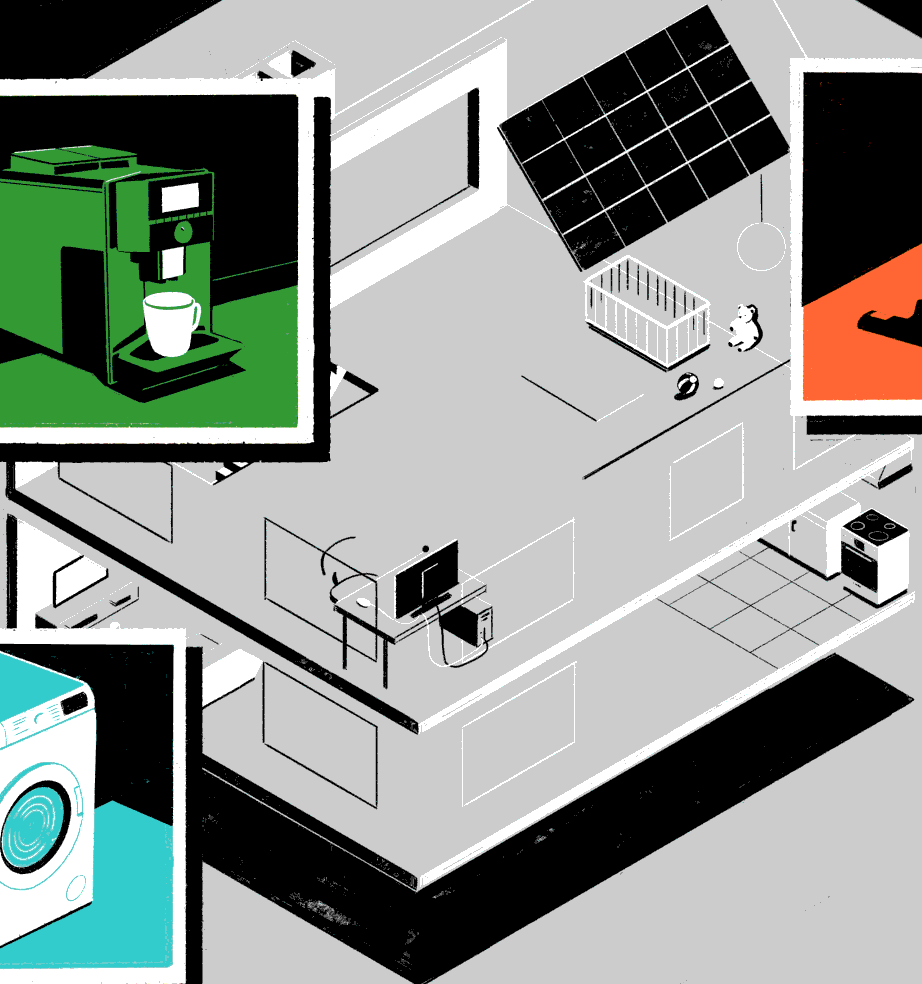
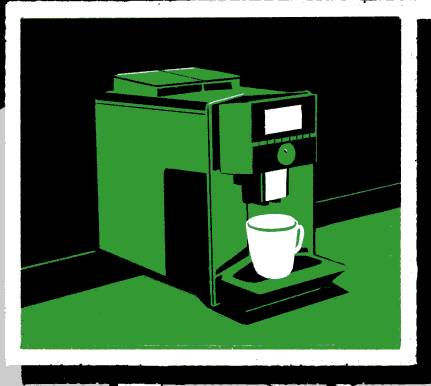
# 1. Mein Heim – mein Hausgerät



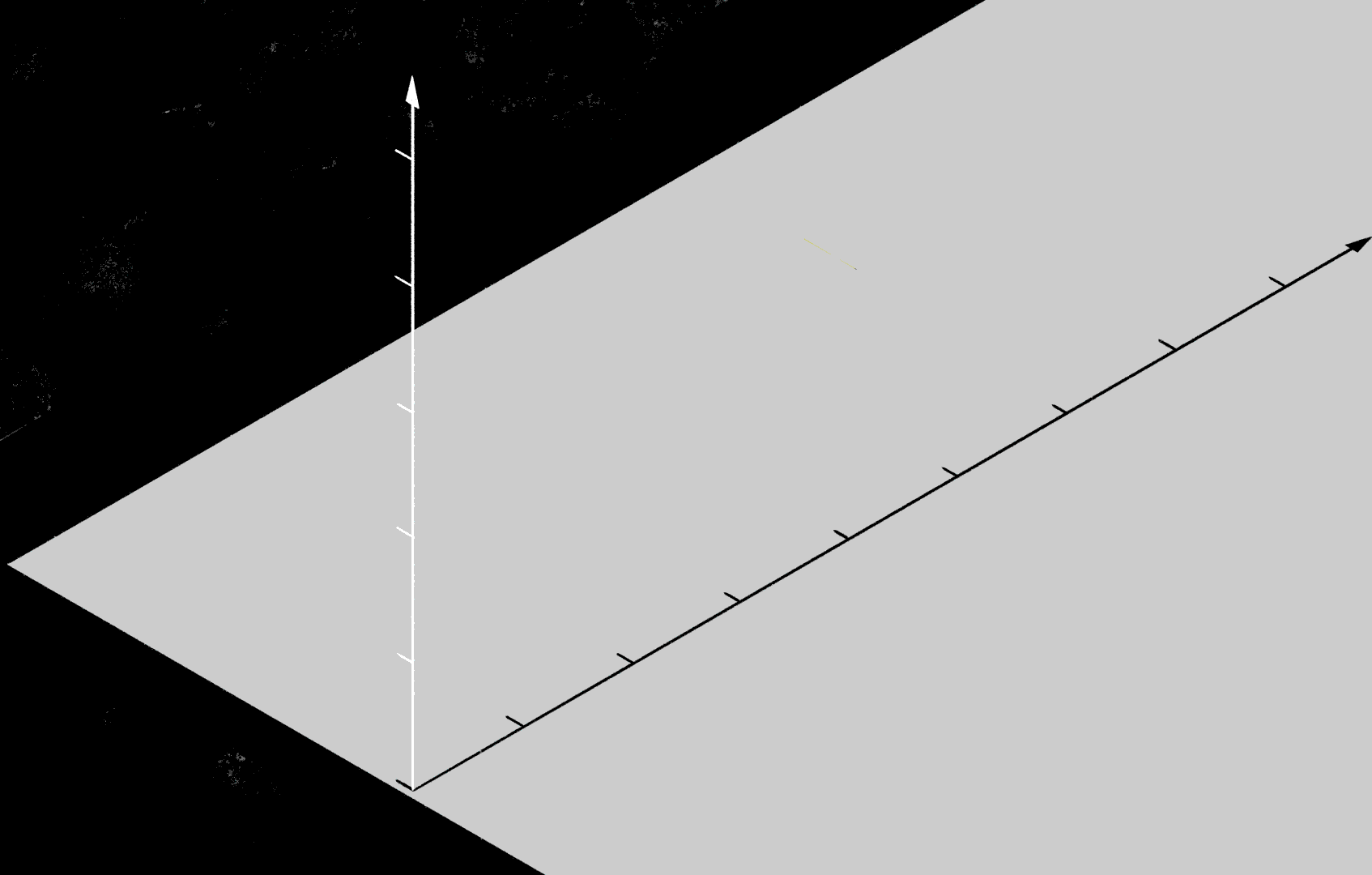


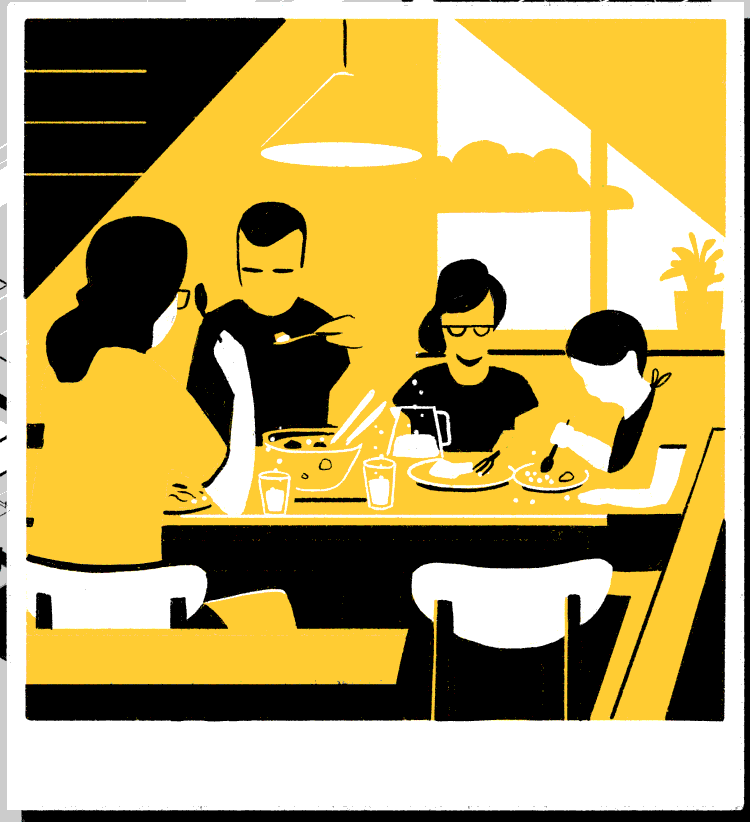


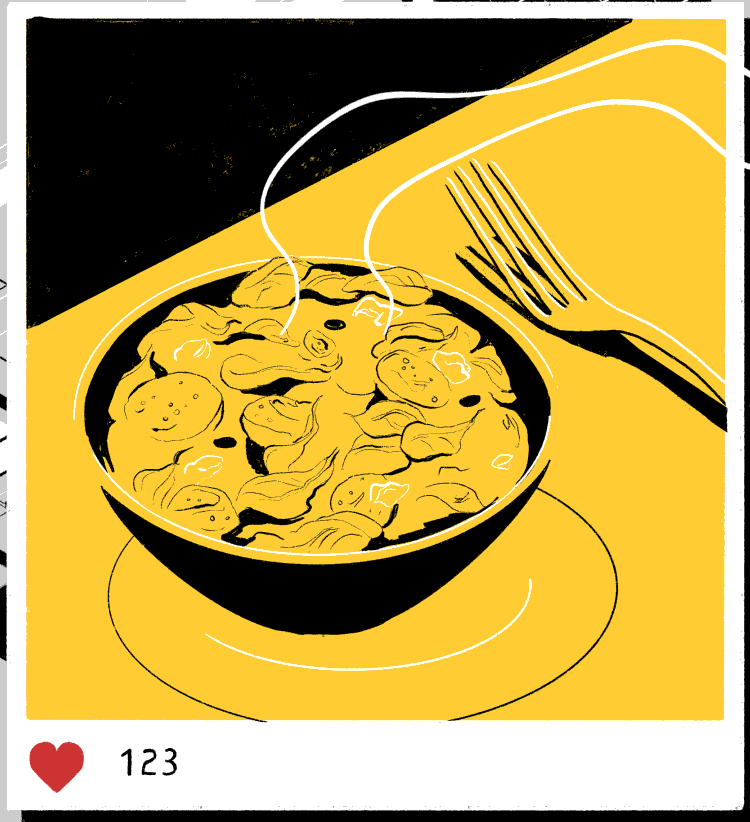


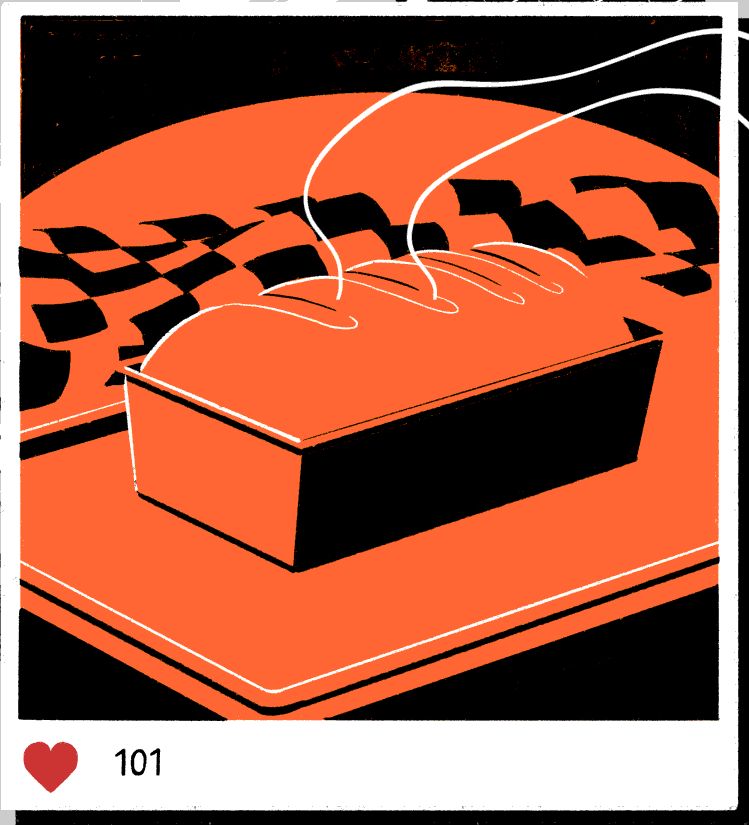






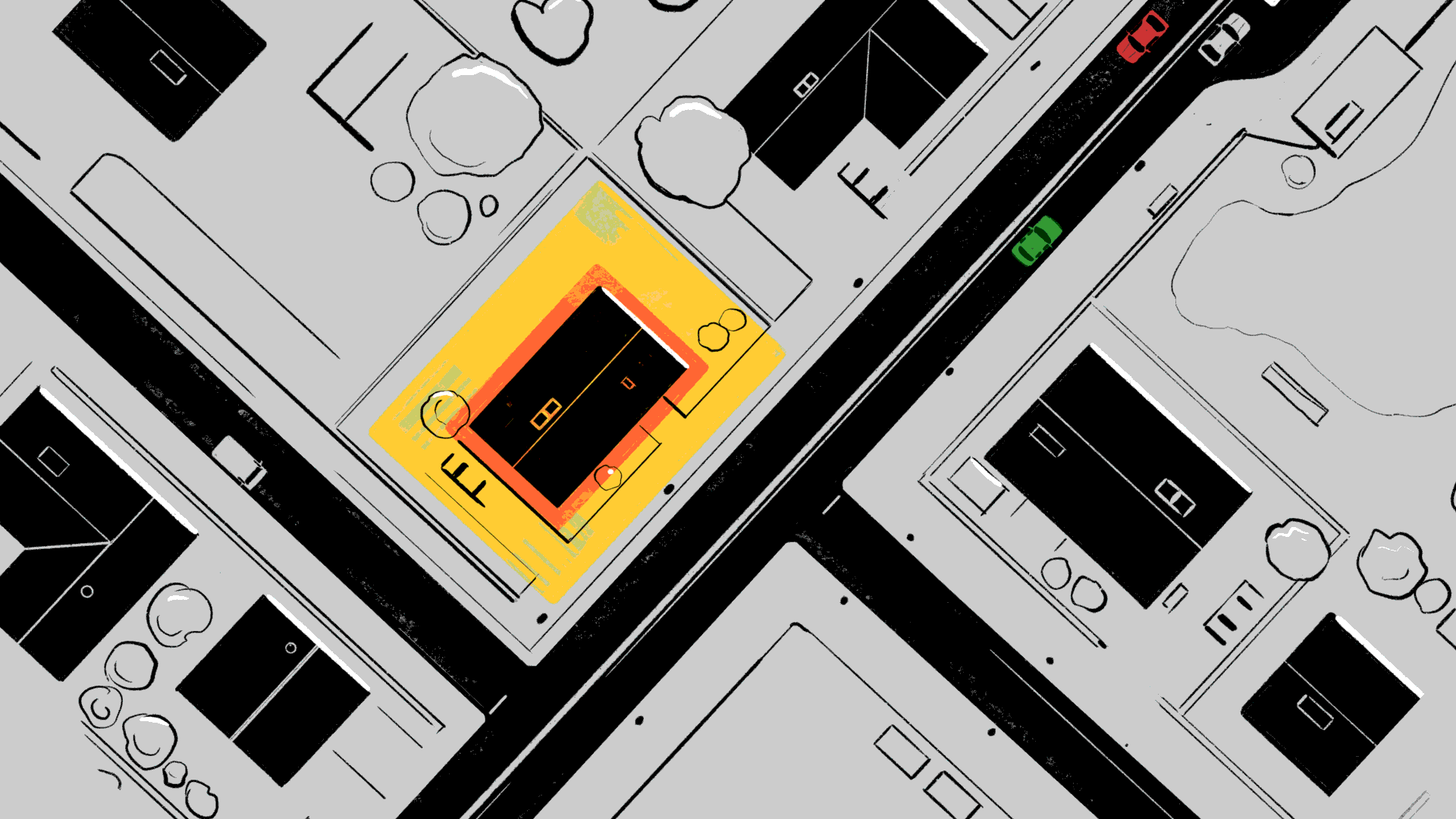


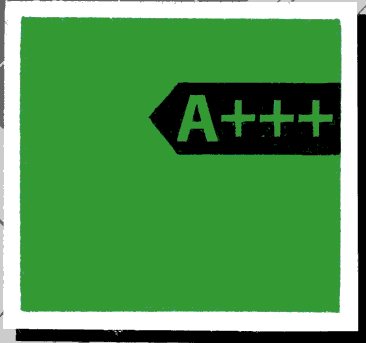


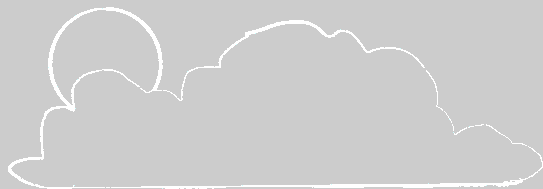
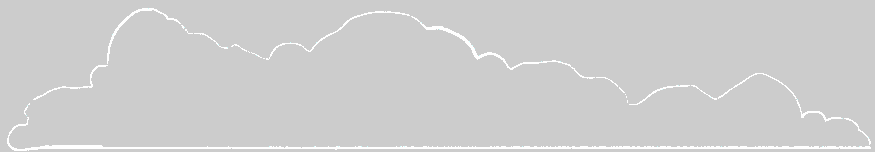


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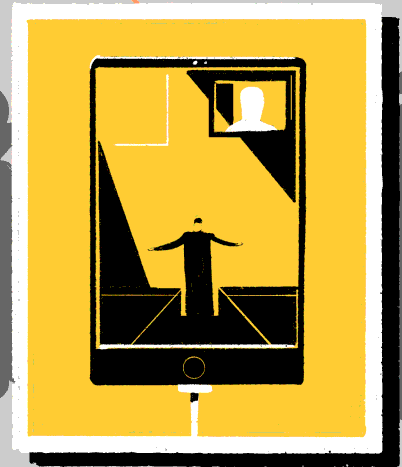
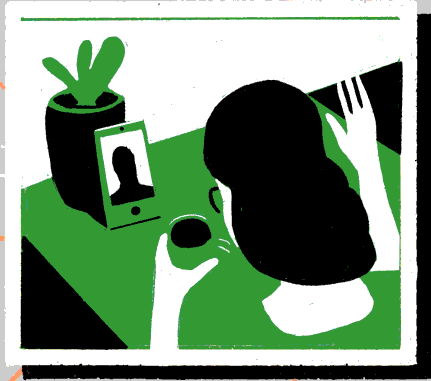






## **2. Digital rund um die Uhr nah am Kunden**





The image features a stylized, grey-toned city skyline in the background, including various skyscrapers and a prominent tower. In the foreground, a yellow banner with a white border is centered. Below the banner, a black cylindrical object is shown, surrounded by numerous small, rectangular blocks in yellow and orange, which appear to be data packets or particles moving through a space. The overall composition is clean and modern, emphasizing data flow and technology.

**9,1 Terabit pro Sekunde**

Frankfurt 10.3.2020



**2.900 %**

The image features a stylized city skyline in the background with various building silhouettes. In the foreground, there are two teal rectangular boxes with white borders and black drop shadows, containing text. The background is decorated with numerous small, tilted rectangular shapes in shades of orange and yellow, creating a sense of motion or data flow.

**NETFLIX**

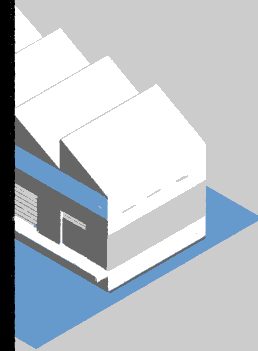
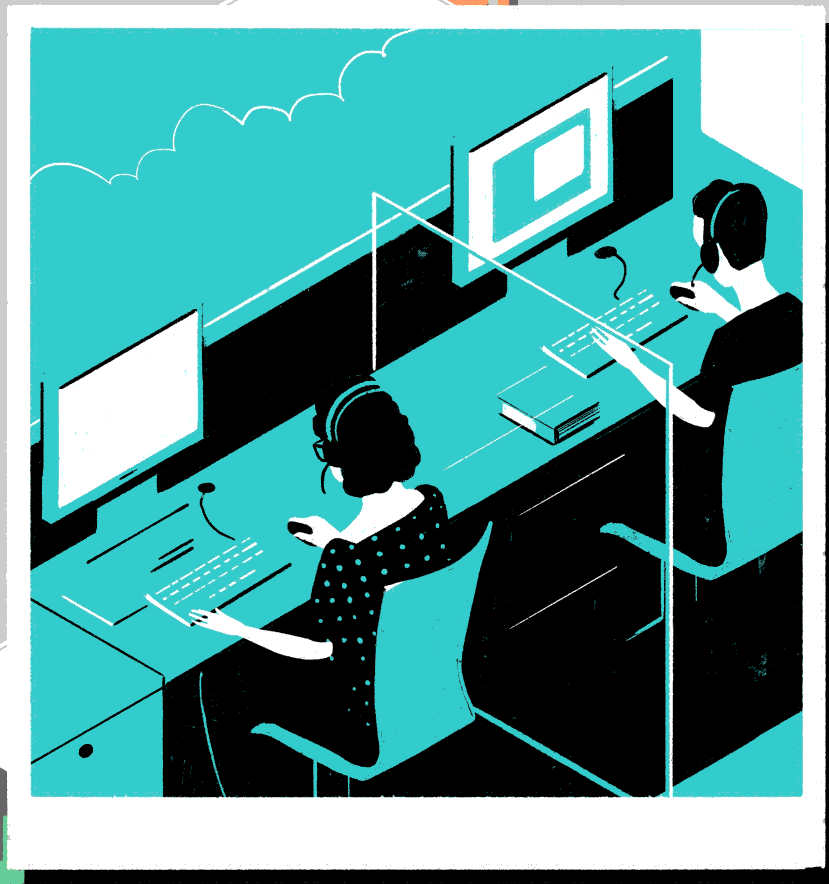
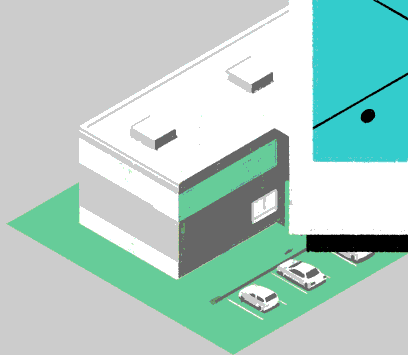
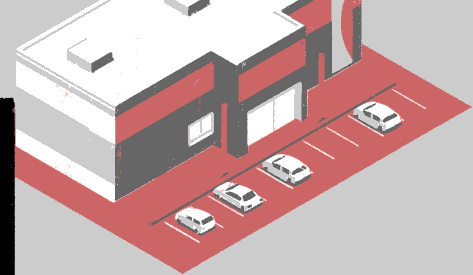
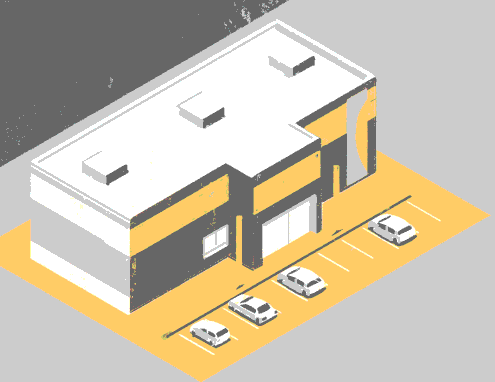
**15,8 Mio Abonnenten**

The logo for eBay Kleinanzeigen is displayed on a teal rectangular background. The word "ebay" is written in its signature multi-colored font (red, blue, yellow, green). To the right, the word "Kleinanzeigen" is written in a grey sans-serif font and is enclosed within a red hand-drawn oval.

ebay Kleinanzeigen

The text "200 Mio Besuche" is centered on a teal rectangular background with a white border. The text is in a bold, black, sans-serif font.

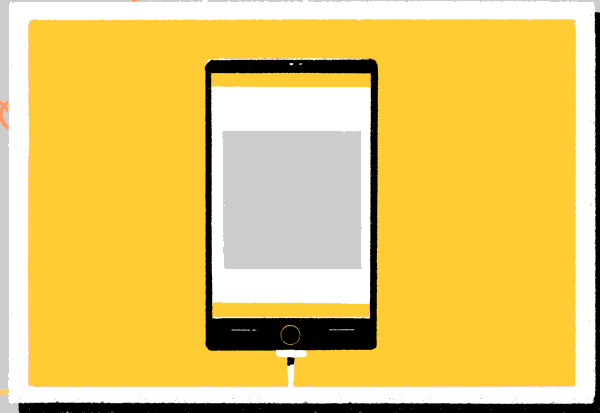
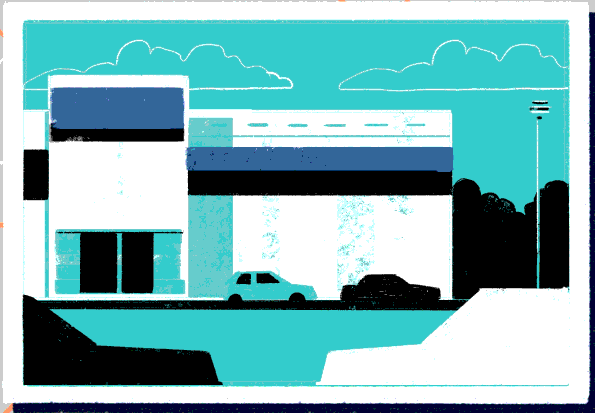
**200 Mio Besuche**













**3. Zukunft wird aus Ideen gemacht**



