

 OliverWyman

gfu Consumer &
Home Electronics

Consumer & Home Electronics

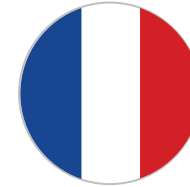
...after **COVID**

Introduction

- Oliver Wyman // gfu
- Countries involved
- Online survey, background research, individual in-depth interviews in August 2021



China



France



Germany



India



Russia



USA



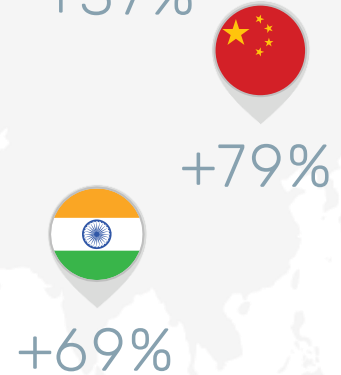
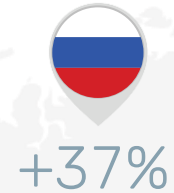
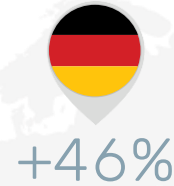
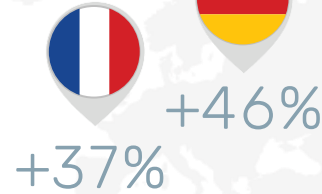
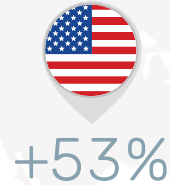
Use and understanding of technology

01



Openness to and understanding of technology

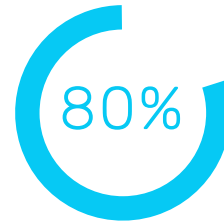
Positive development regarding the use of technology in everyday life.



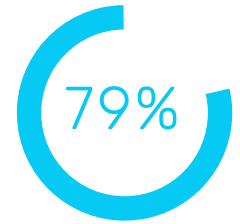
Openness to and understanding of technology

Agreement to statements – regular use of technology in everyday life.

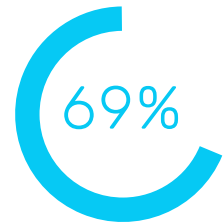
More adept in smart-phone use



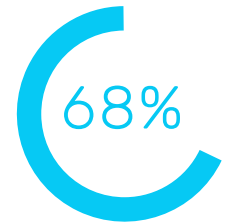
More open to online data storage



More adept in the use of video conferencing



More open to the idea of signing contracts online



Openness to and understanding of technology

Agreement to statements – regular use of technology in everyday life.

More adept in smart-phone use



96%



60%



More adept in the use of video conferencing



89%



58%





Data privacy



Data privacy

I am willing to have relevant documents stored electronically more often in the future.



+97%



+90%



+77%



+74%



+69%



+66%





'New Work' and the role of home





'New Work' and the role of home

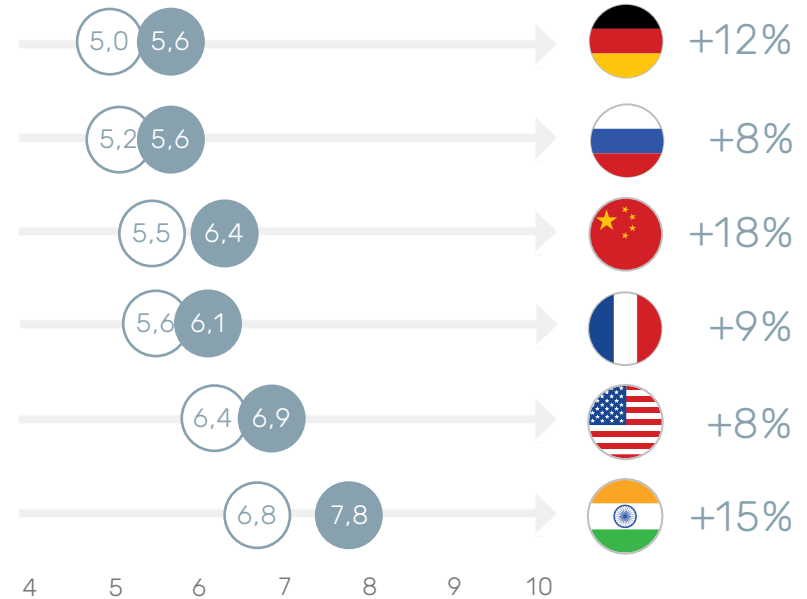
What impact did the pandemic have on where you live and work?

Scale of 1 to 10

1 I am bound to one place

10 I am free in where I live and work

Before the pandemic's onset 
Today 



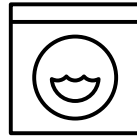


Sharing & ownership models

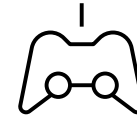


Sharing & ownership models

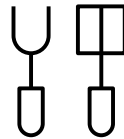
Which sharing concepts are interesting for you?



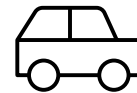
Large electrical appliances



Consumer electronics



Tools & gardening equipment



Mobility





Role of companies and brands in society



Role of companies and brands in society

Agreement to statement –
I prefer to buy from manufacturers that actively contribute to social justice and environmental protection.



91%



89%



78%



71%



67%

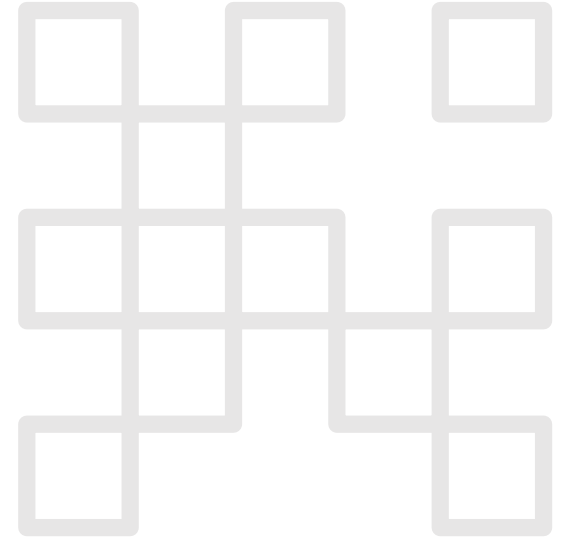


59%

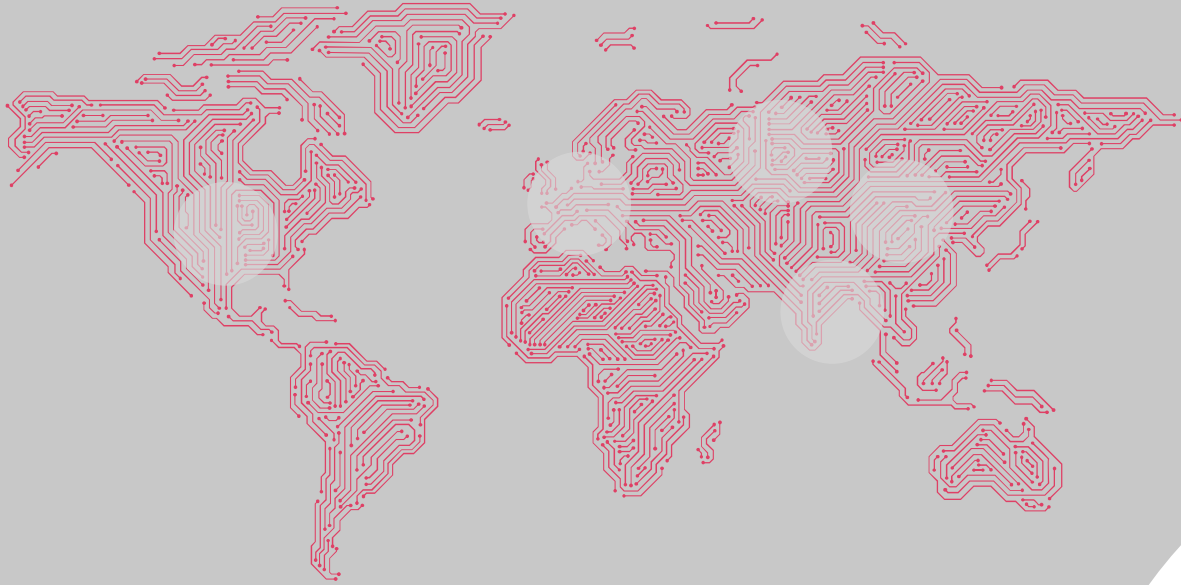




Conclusion & prospects



- Consumers have an increased understanding and show more openness to technology
- Privacy remains important. But consumer do share data when they see benefits for themselves
- Technical devices have taken on a more important role in people's life
- People are becoming more flexible – especially where to work
- Expectations toward brands and companies have grown



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Thank you for
your attention