gfu Consumer & Home Electronics

IFA Auftaktpressekonferenz

Dr. Sara Warneke
Geschäftsführerin
gfu Consumer & Home Electronics GmbH

IFA CONSUMER ELECTRONICS UNLIMITED

gfu – Veranstalterin der IFA Berlin
1.–5. September 2023

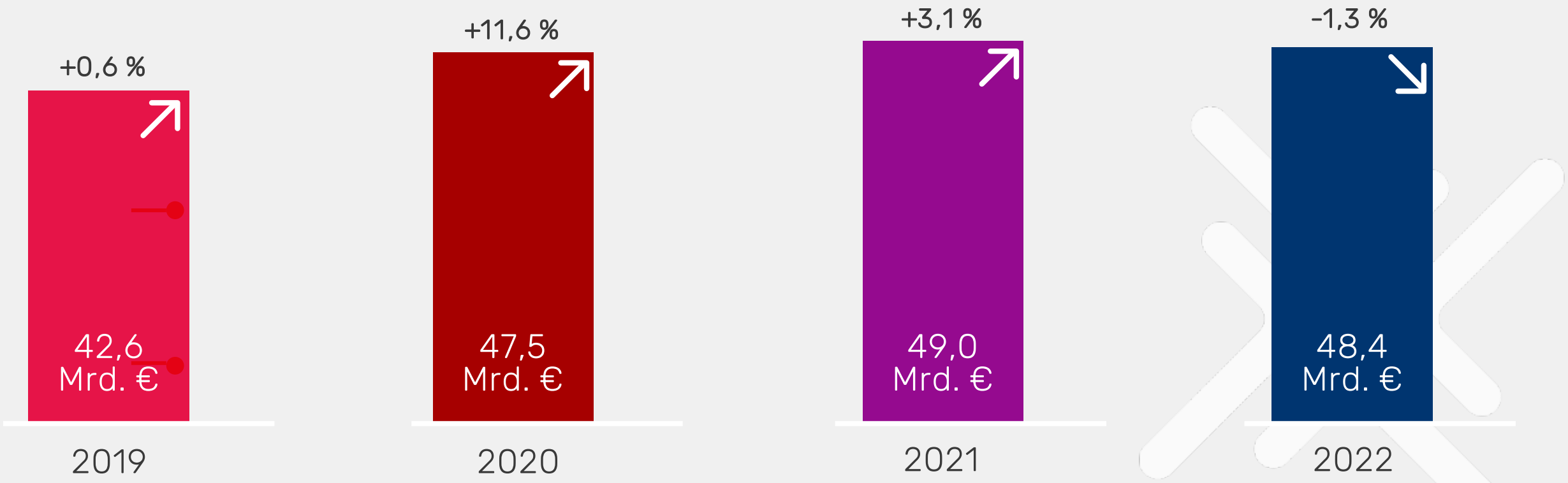
#Marktumfeld

#Post-Pandemie
#Budgetverlagerungen
#Konsumklima

#Krieg
#Energiekostenschock
#Heizungsgesetz

#Krisen
#Inflation
#Baukosten

HEMIX Deutschland
Umsatz in Milliarden Euro – 2019 bis 2022



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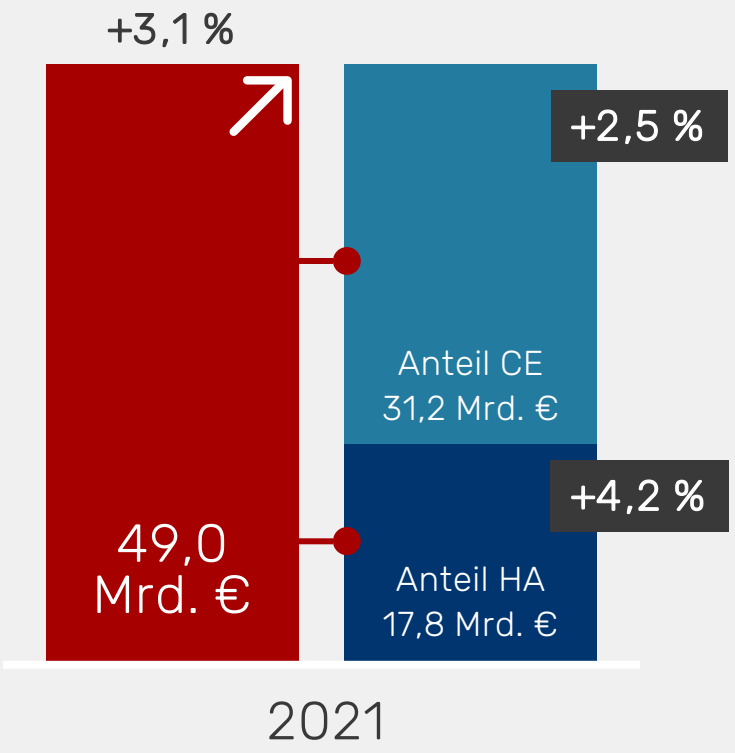
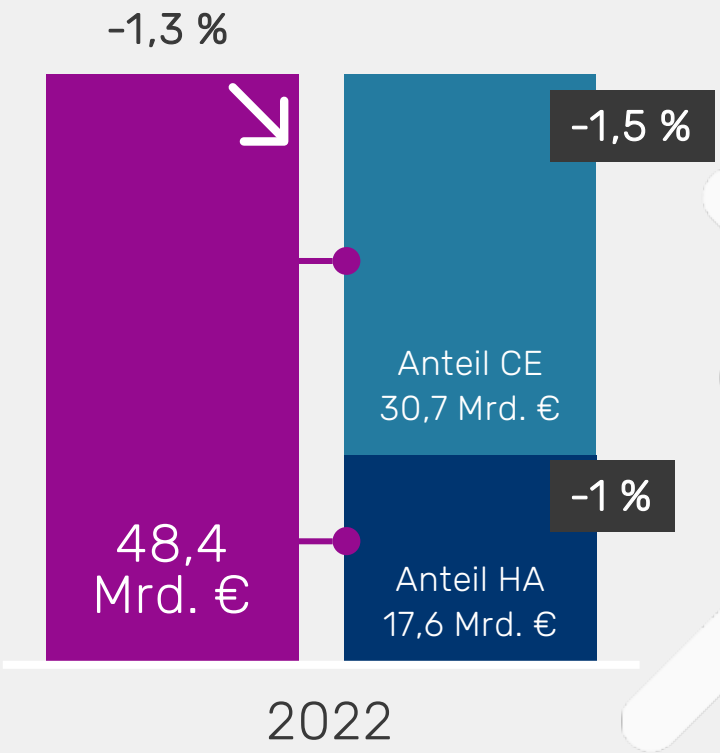
GfK Growth from Knowledge

HEMIX Deutschland
Umsatz in Milliarden Euro – 2021 bis 2022





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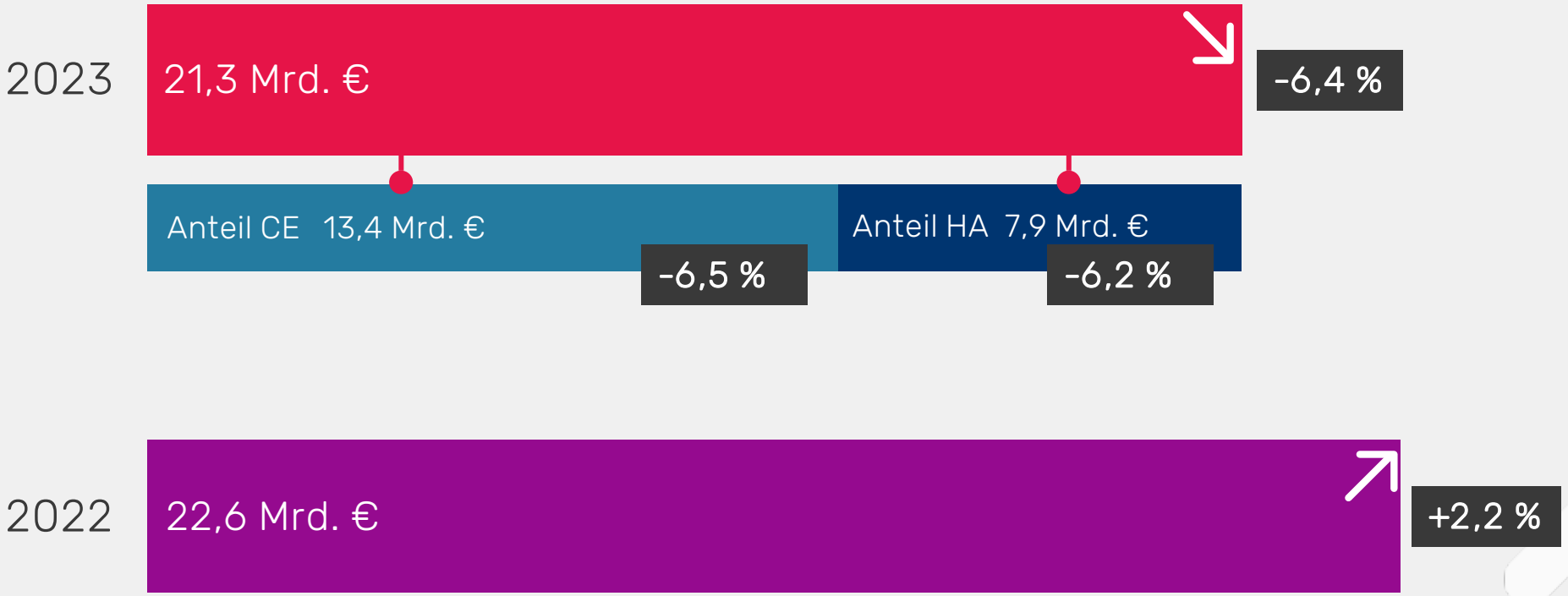
HEMIX 1. HJ 2023
Umsatz in Milliarden Euro – 2022 vs. 2023



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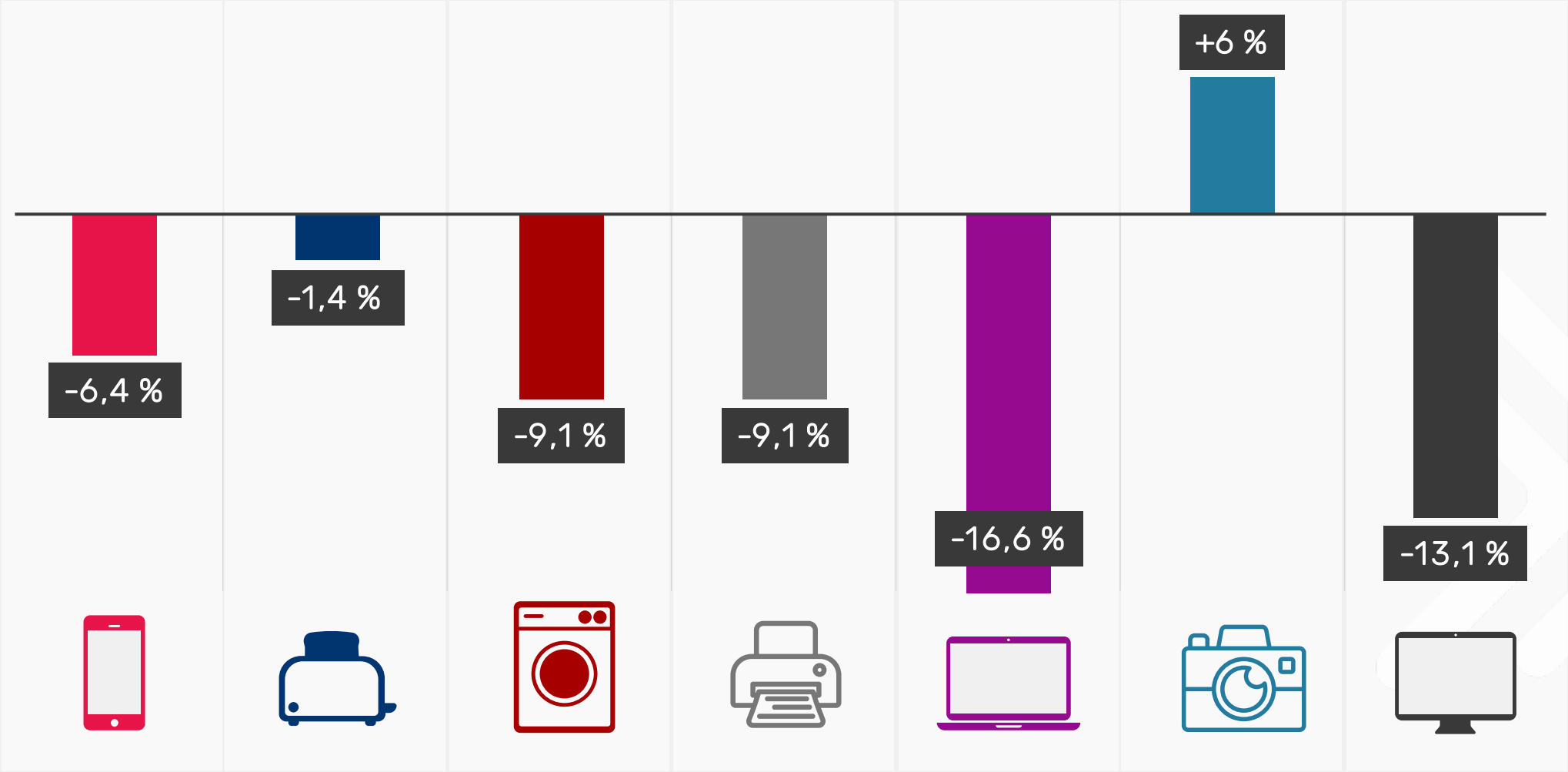
HEMIX 1. HJ 2023
Umsatz-Entwicklung 1. Halbjahr 2022 vs. 2023



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aktuelle Trends & Aussichten

#All about me
#Nachhaltigkeit

#steigende Durchschnittspreise
#steigende Einkommen

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