

Dr Sara Warneke

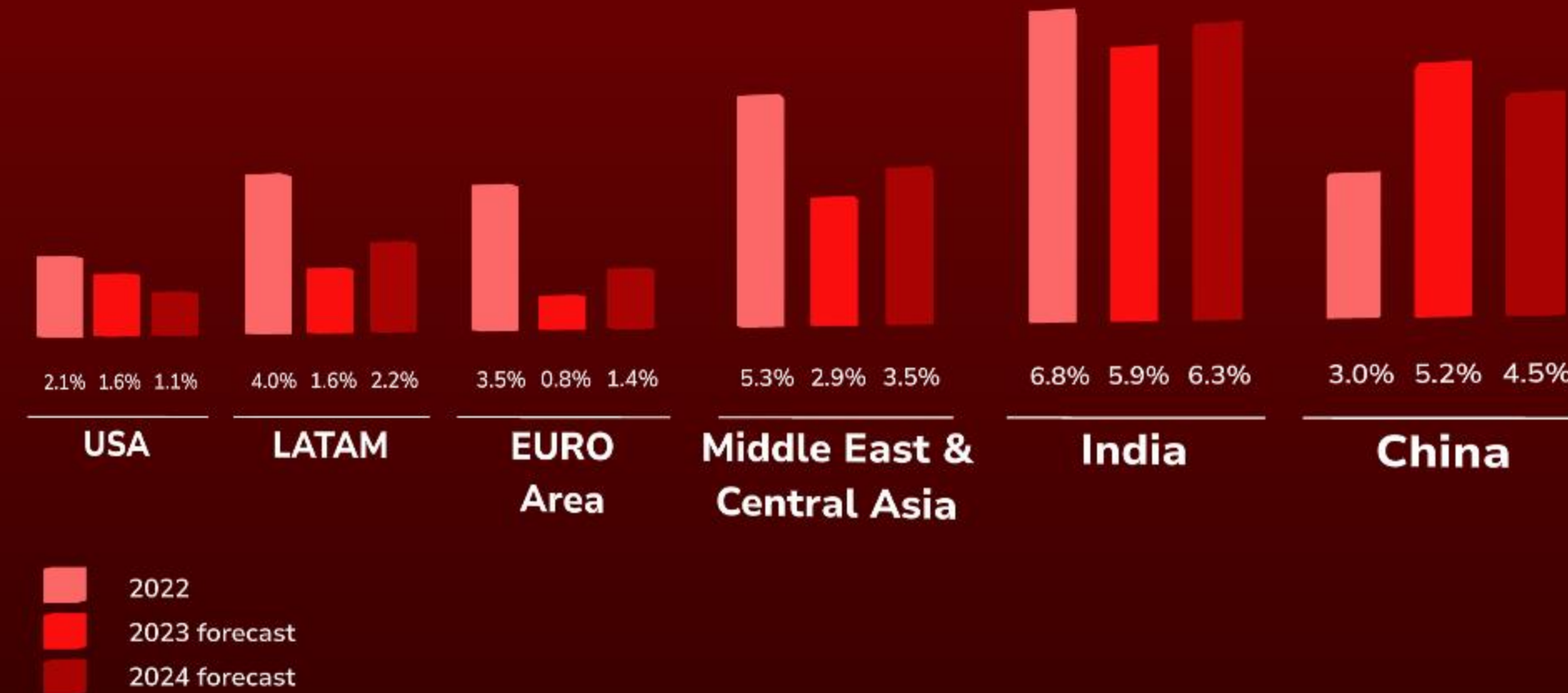
Managing Director gfu Consumer &
Home Electronics GmbH



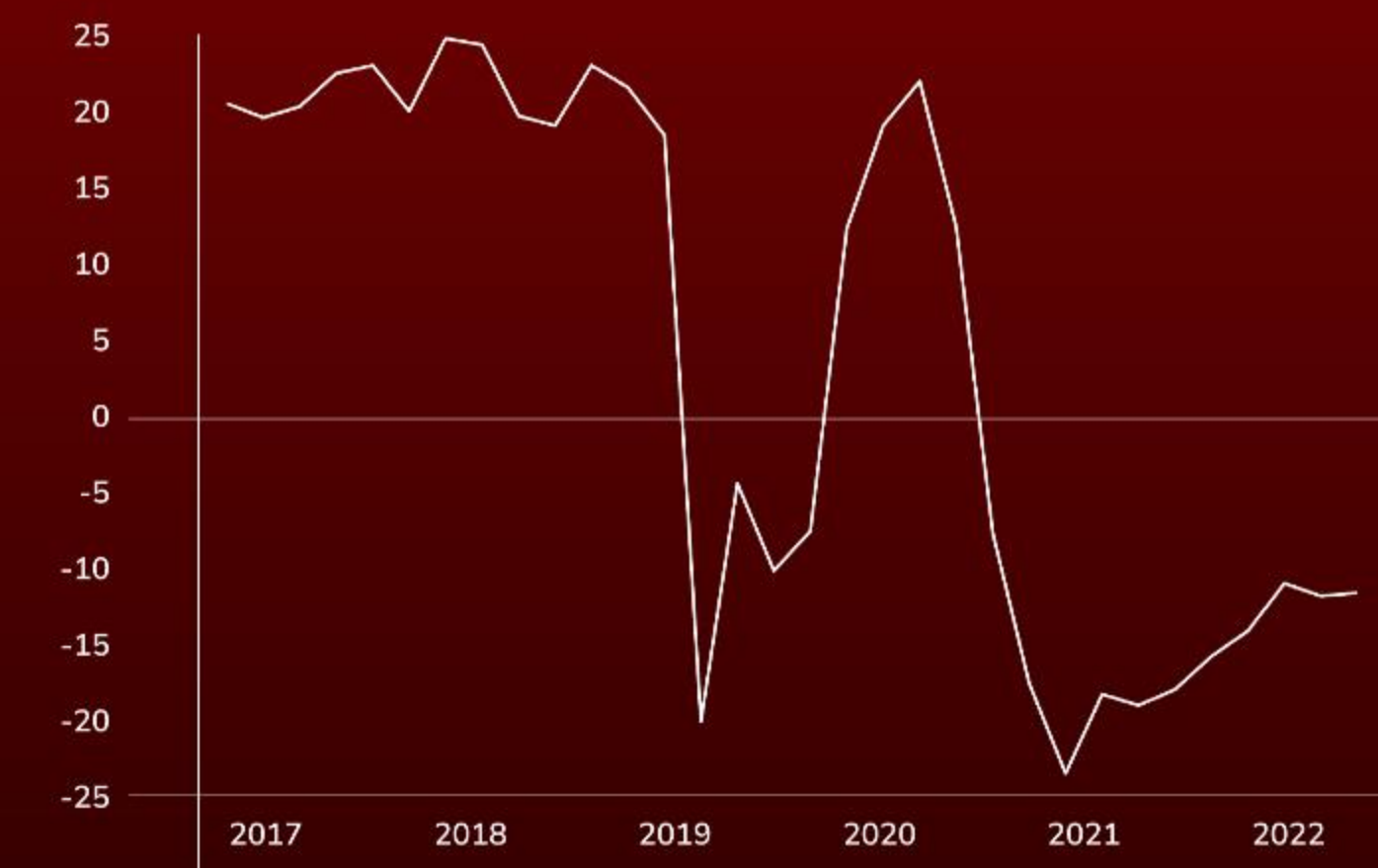
**Changes in a resilient market –
restrained costumers**

The world economy...

...is slowly recovering



Consumer Climate Europe



Sources:
GfK, EU Commission | June 2022

Consumer Climate Europe



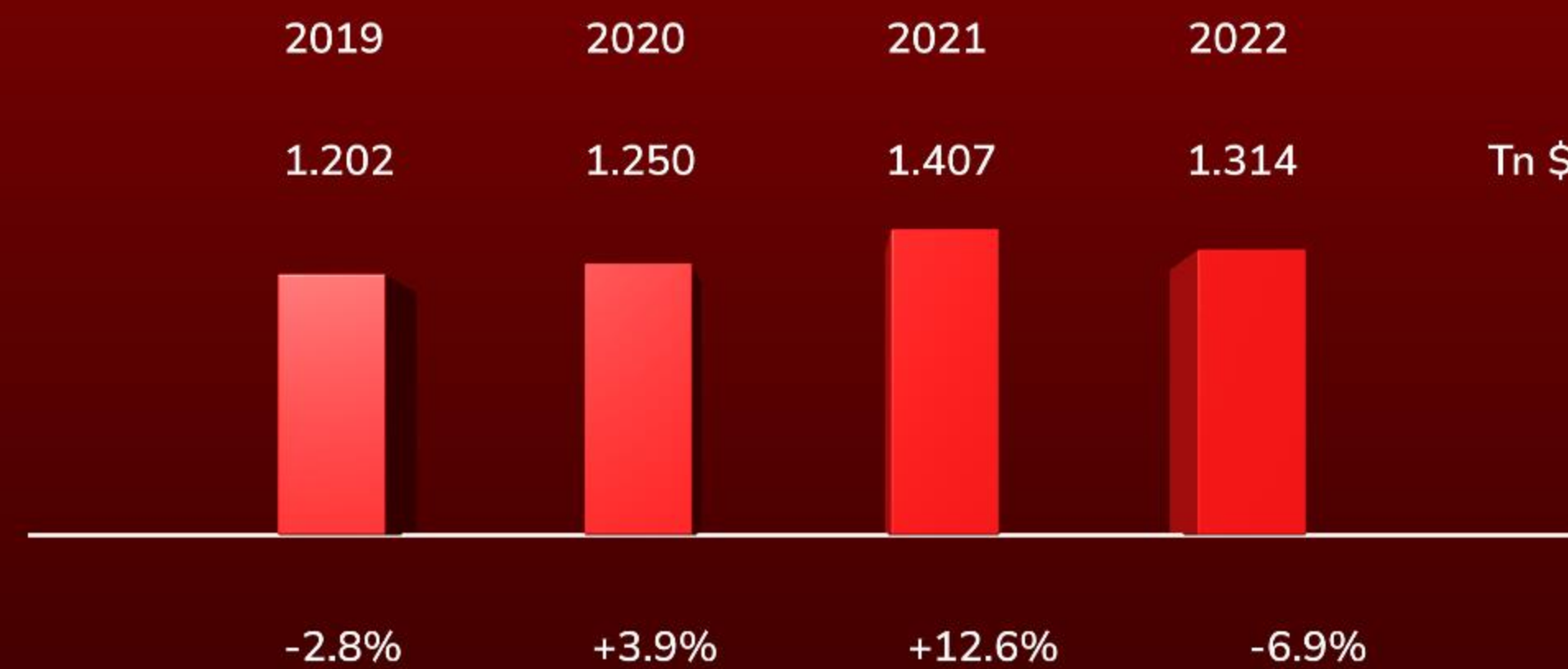
Sources:
GfK, EU Commission | June 2022

**What factors impact
the industry and
consumers in 2023?**



Global Market Situation

Total Technical Consumer Goods



Sales Value USD (NSP) / Jan-Dec 2022 vs. 2021

Global Market Situation

Development by Region
2022 vs. 2021



Western Europe	\$202bn	-12%
Eastern Europe	\$65bn	-3%
Middle East & Africa	\$53bn	-0.1%
Latin America	\$54bn	-0.2%
Developed Asia	\$101bn	-13%
China	\$273bn	-12%
Emerging Asia wo CN	\$86bn	+10%

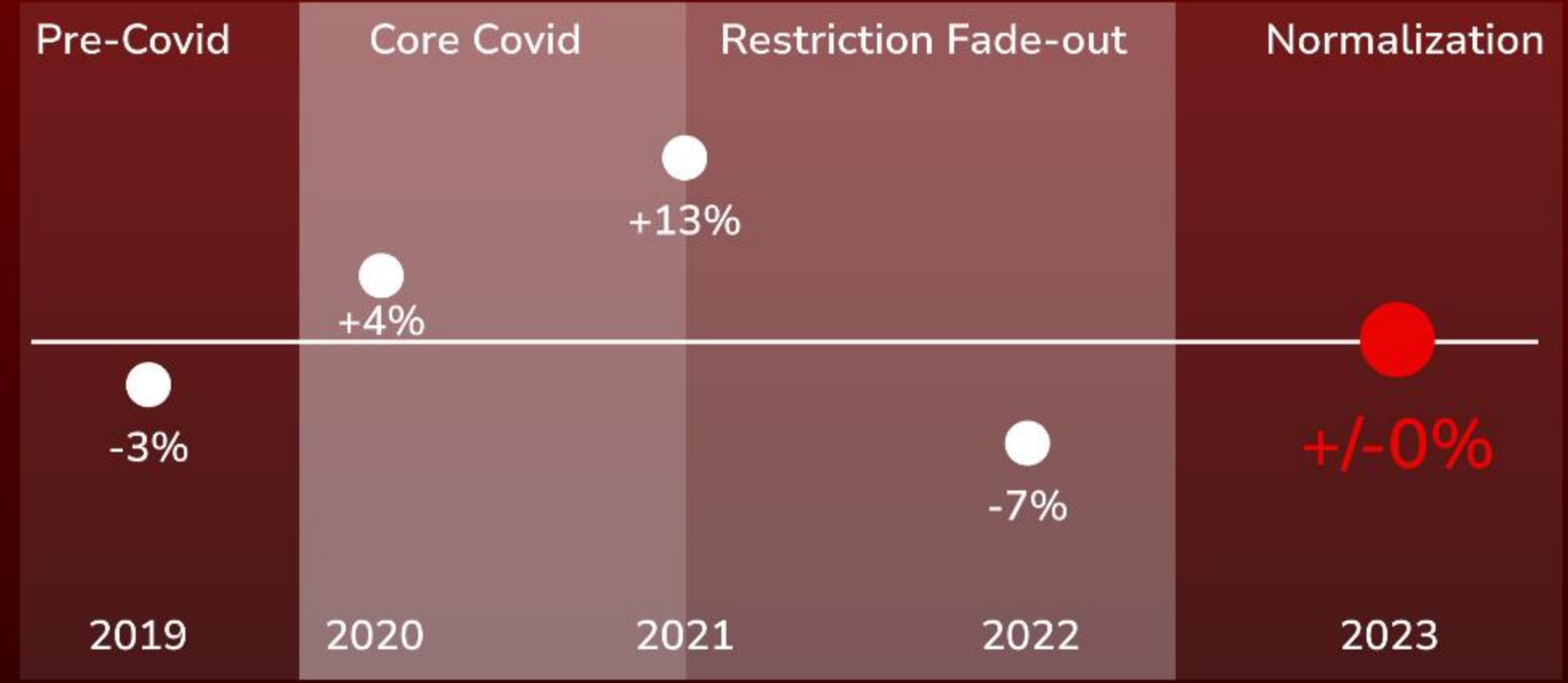
Global Market Situation

Development

Consumer tech and durables stabilizes in 2023 after a deceleration in 2022

Consumer Tech and Durables | Growth rate +/-%

Sales Value USD



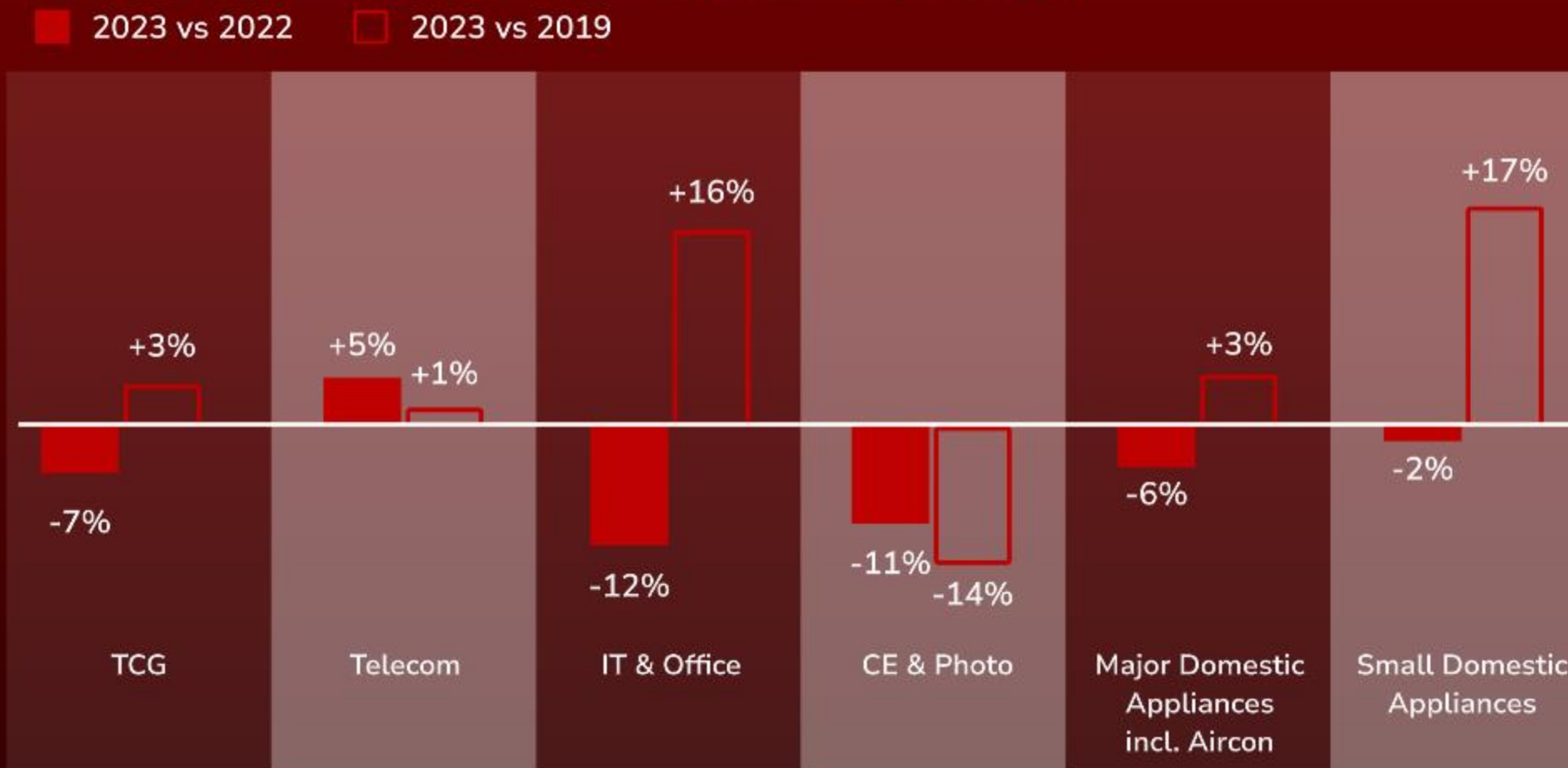
Source: GfK Market Intelligence Sales Tracking, Global Incl. North America (based on expert estimates)

Market Situation

Development

TCG market is still significantly above 2019 baselines

Sales value growth | 2023 vs 2019 | Jan 23 - June 23

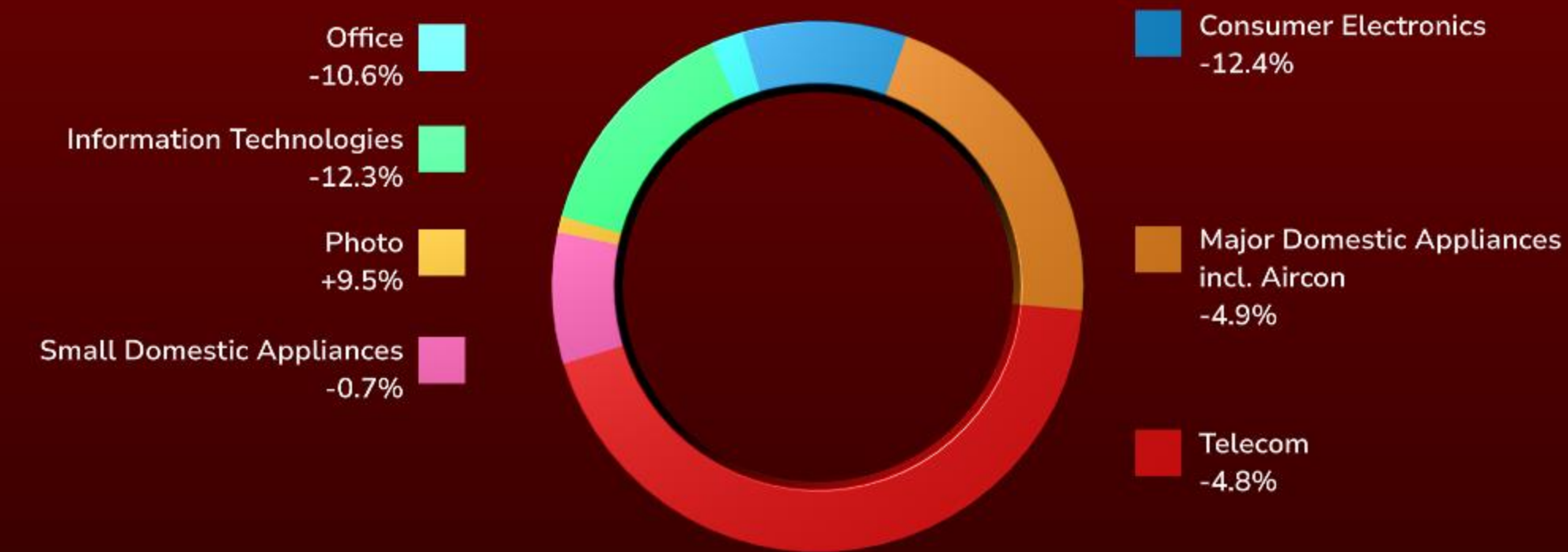


Market Situation

Development Januar - June 2023

Deceleration continues while market still operates on high sales levels.

Sales Value USD (NSP) in % / growth rate YoY in %
B2C Retailer Market | YTD: Jan-Jun 2023



Source: GfK Market Intelligence Sales Tracking, International Coverage (incl. North America)

Sales Value USD (NSP) / Jan-Jun 2023 vs. 2022

Market Situation

Development by Region June 2023



Western Europe	\$90.7bn	-6.2%
Eastern Europe	\$29.2bn	-19.2%
Middle East & Africa	\$27.2bn	+4.9%
Latin America	\$25.8bn	-3.2%
Developed Asia	\$47.0bn	-11.4%
China	\$129.4bn	-7.8%
Emerging Asia wo CN	\$40.4bn	-8.6%

Conclusion & Trends

Brands giving certainty

The background of the slide is a dark, deep blue gradient, resembling a night sky. It is filled with numerous small, bright white and light blue stars of varying sizes. A faint, light blue constellation pattern is visible, consisting of thin lines connecting several of the stars. The overall aesthetic is clean, modern, and evocative of a clear, starry night.

Conclusion & Trends

Sustainability is important

Conclusion & Trends

Upgrading is decreasing
Replacement is increasing

Outlook

**Design, premium and individualism
having positive impact**

Outlook

**2nd half of 2023
with better performance**