



IFA

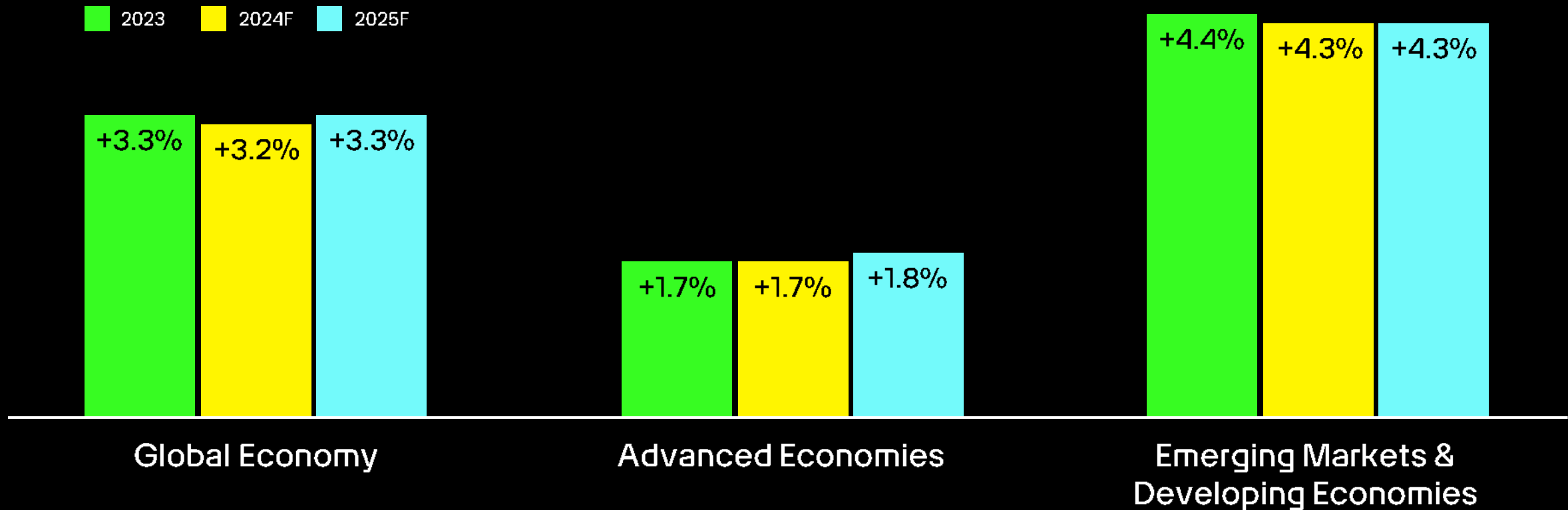
BERLIN 2024

OPENING PRESS CONFERENCE

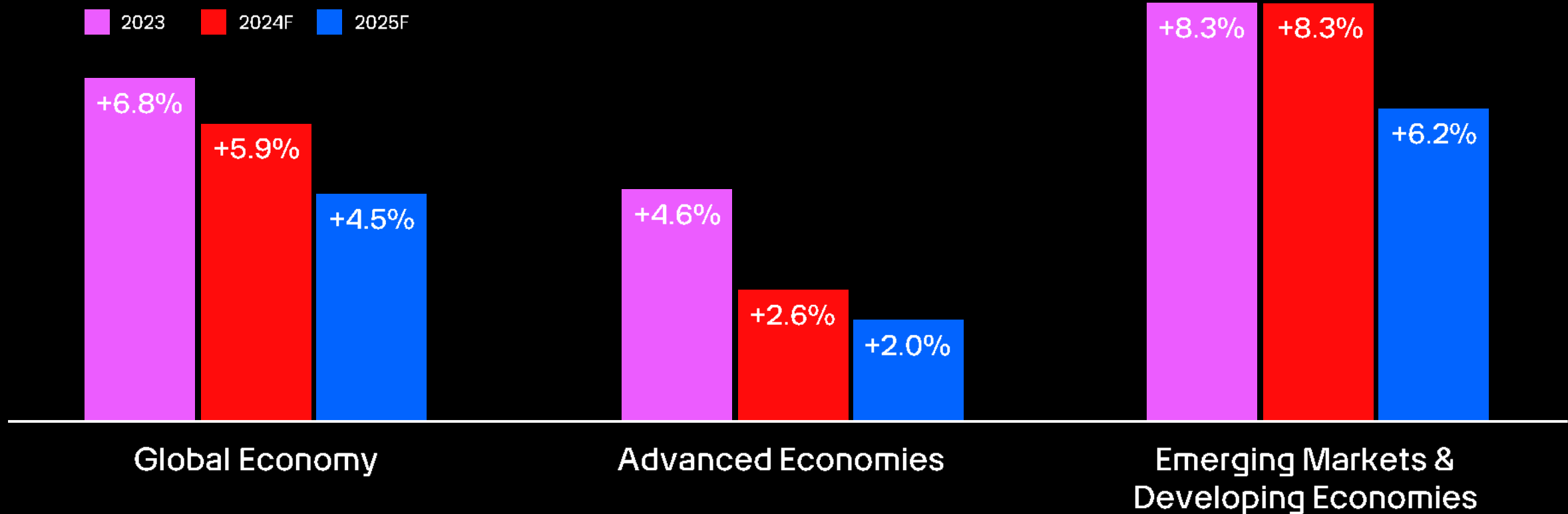
Dr. Sara Warneke
Managing Director

gfu Consumer &
Home Electronics

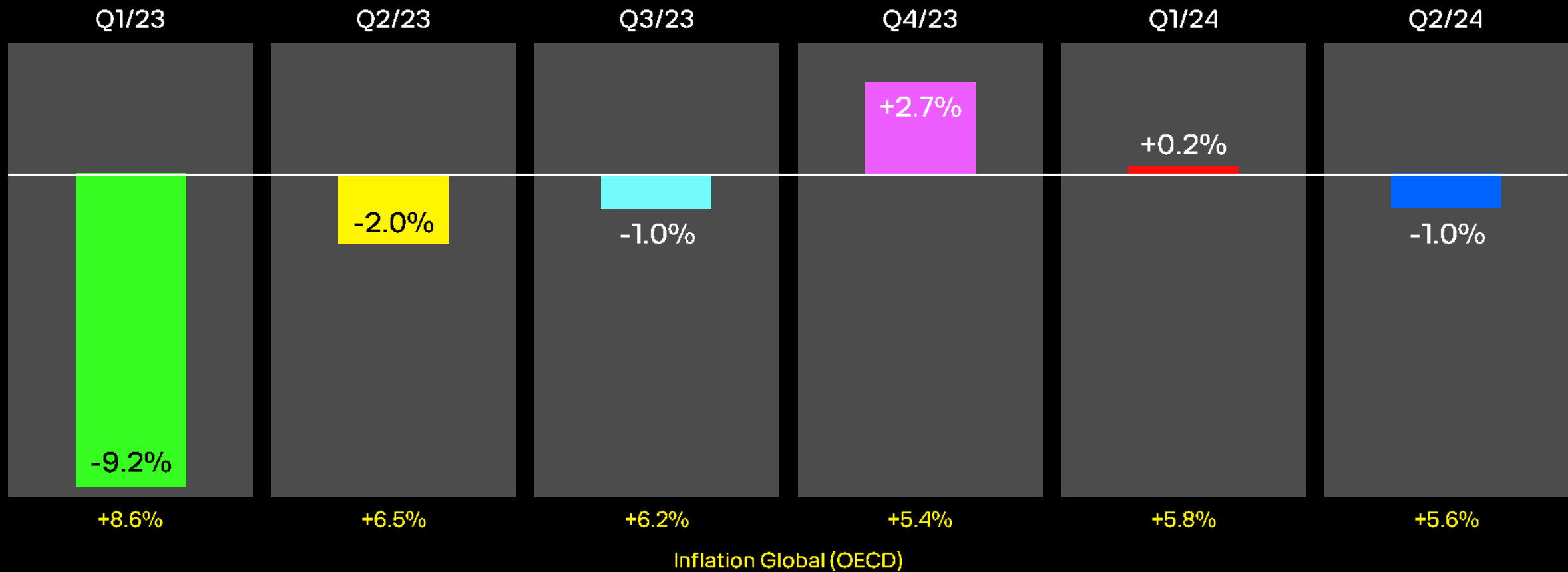
IMF Global Real GDP Growth/Growths projections



OECD Inflation Projections

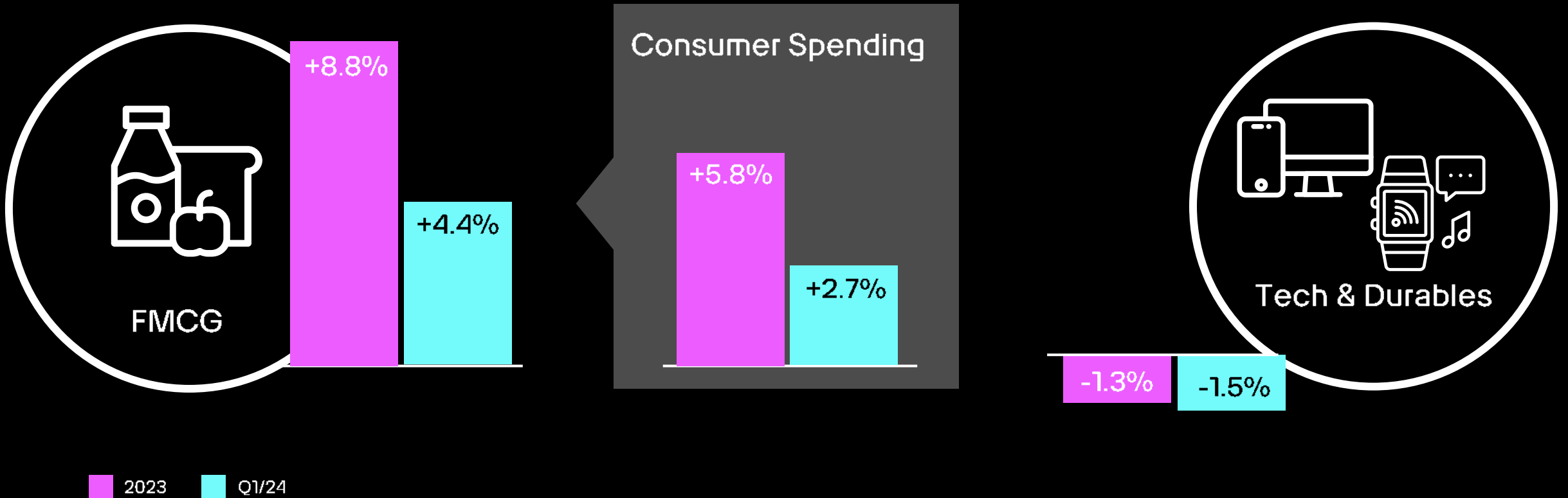


Consumer Tech Market Development vs. Inflation



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America)
Sales Value USD Growth rate YoY (%) & OECD inflation rate

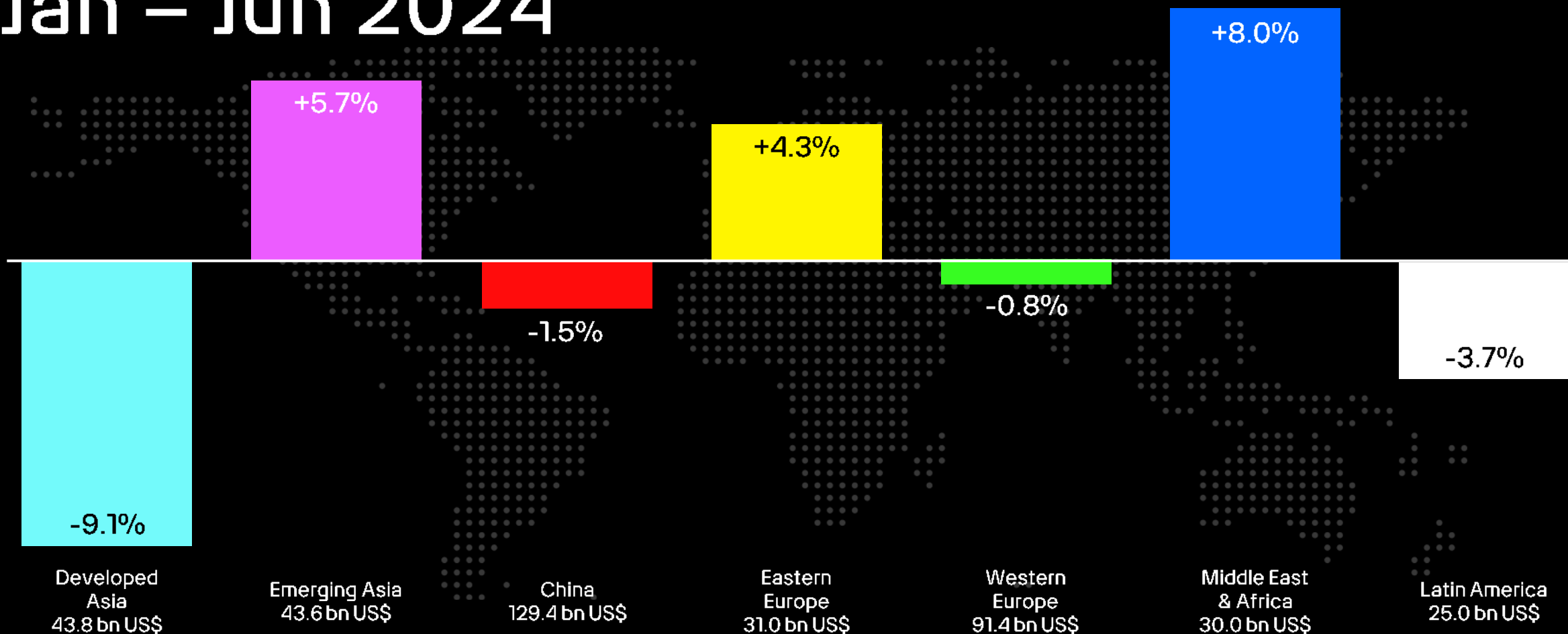
FMCG Spendings vs. Consumer Tech Spendings



Consumer Tech Market



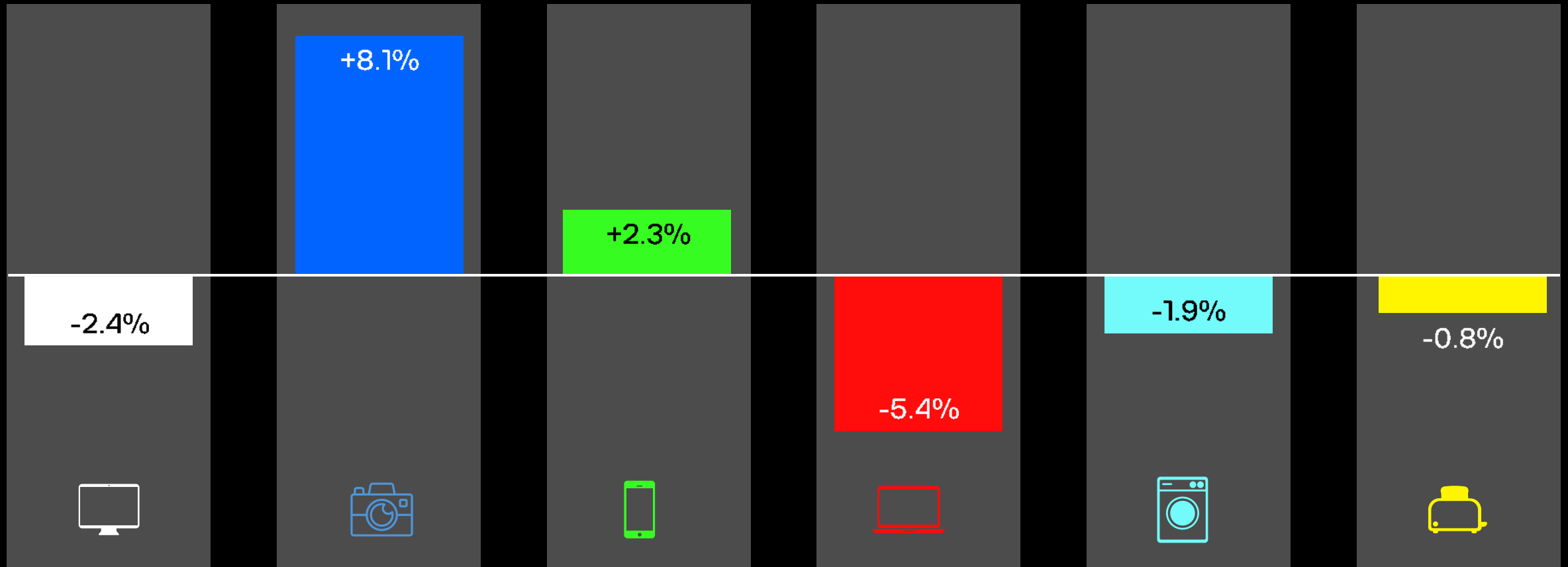
Turnover by Regions Jan – Jun 2024



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America), Sales revenue growth 2024 vs 2023 Sales Value USD share | Growth rate YoY

Consumer Tech Market

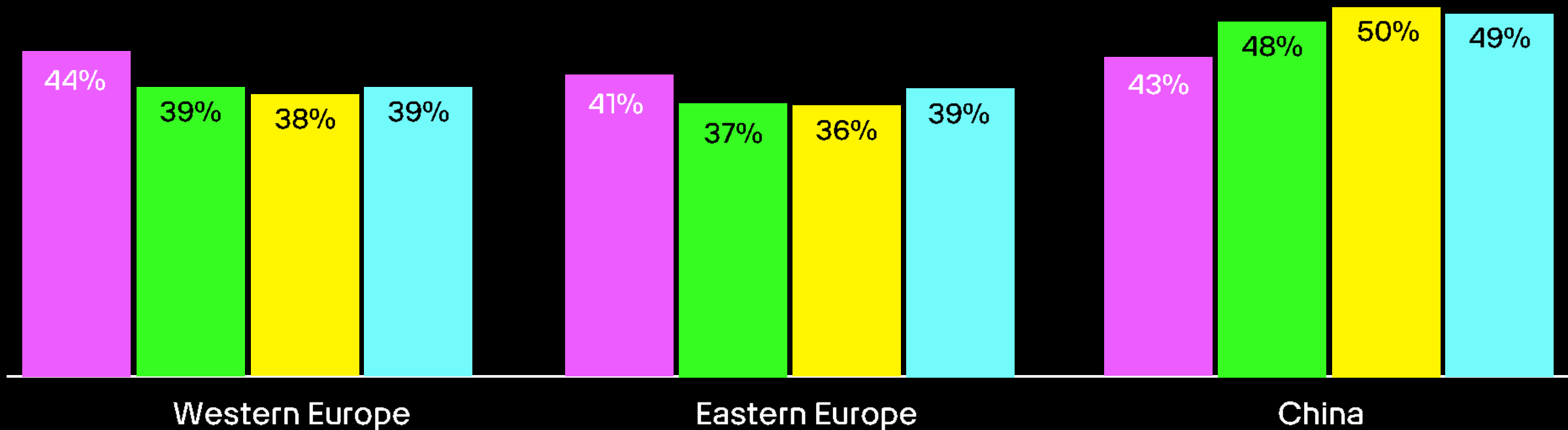
Jan - Jun 2024



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America), Sales revenue growth 2024 vs 2023 CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

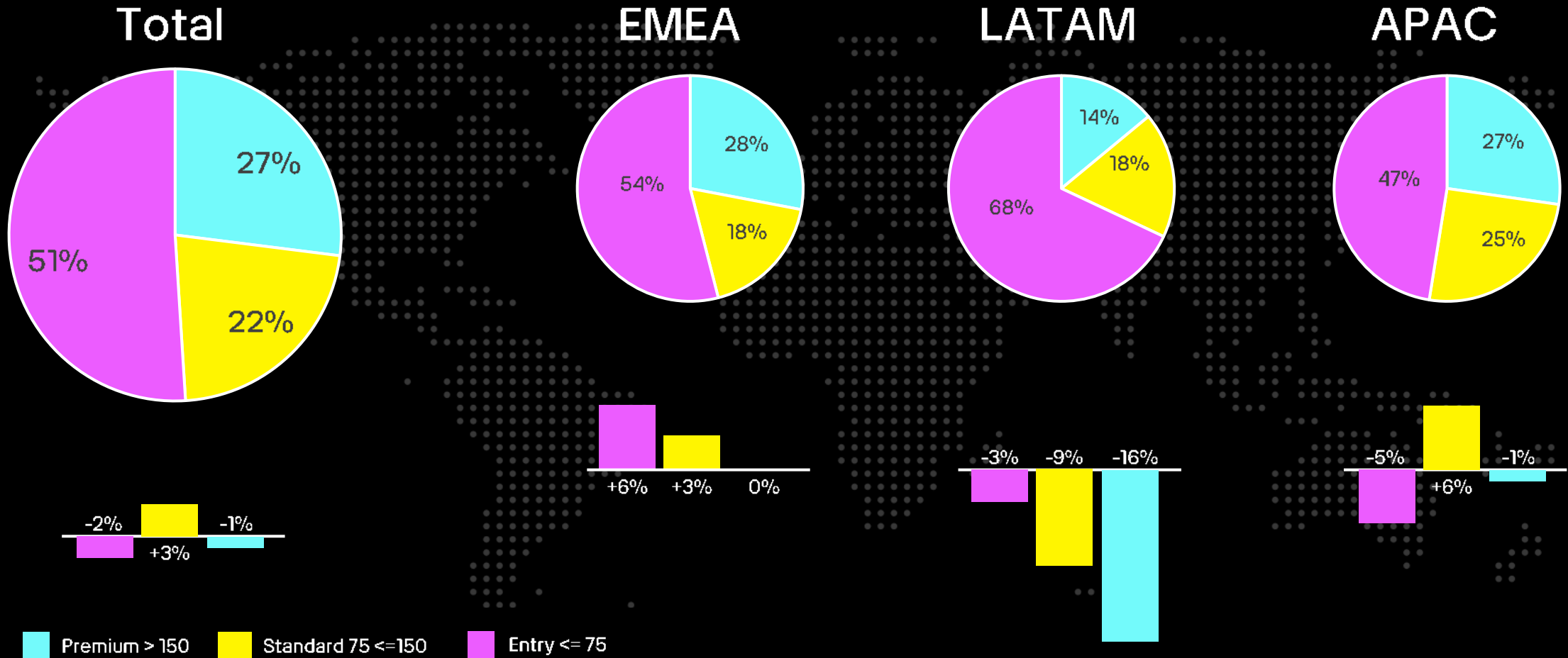
E-Commerce Growth

2021 2022 2023 YTD 2024



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America),
USD Value share 2024 vs 2023

Affordable Premium Trend Continues



Thank You

