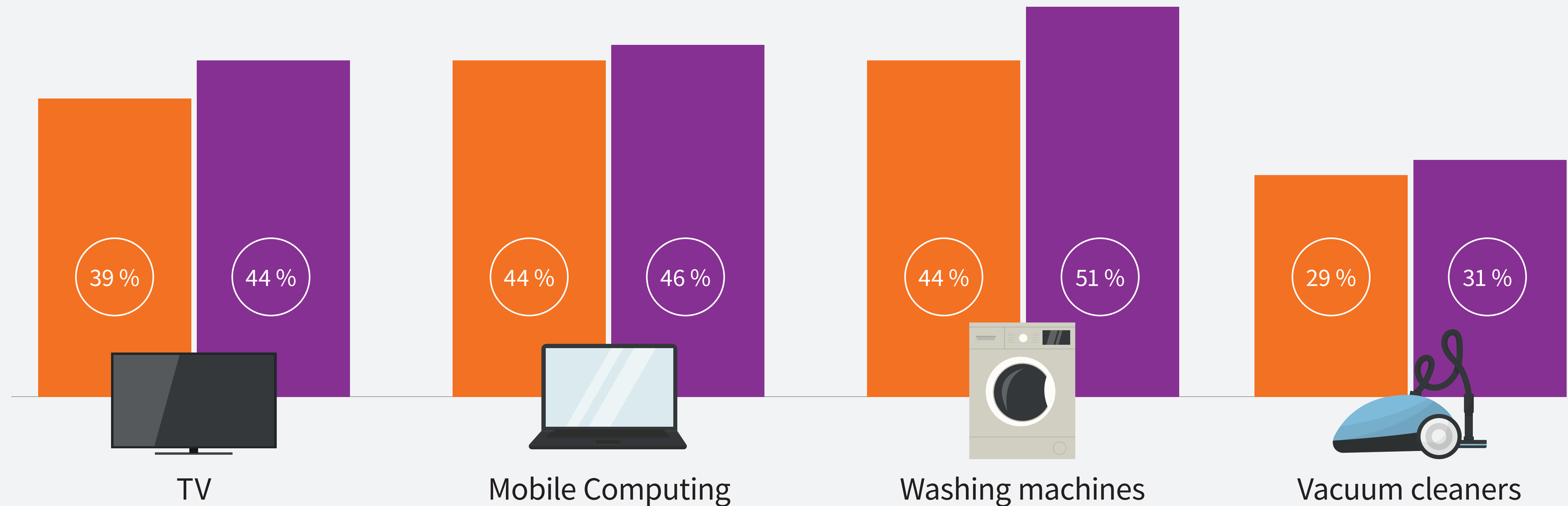


# Promotion paradox: sales events increase willingness to spend

Share of buyers who spent more than planned in 2025

● year-round ● promotion period



Source: gfknewron Consumer Period : Last 4Q Q4 2024 – Q3 2025 Categories: Vacuum Cleaner, Washing Machine, Mobile Computing, PTV \* Did you spend more or less than you initially planned on your new product Retail Sales Event: Amazon Prime Day, Black Friday, Christmas sales, Cyber Monday, January / New Year sales, Mother's Day sales, Woman Day, Women Day, Back to School Country: Austria, Belgium, Brazil, France, Germany, Great Britain, Italy, Japan, Netherlands, Poland, Spain, Switzerland, Turkey, India. Promotion(7): B F, CM, PD, CS, NYS, MD, WM