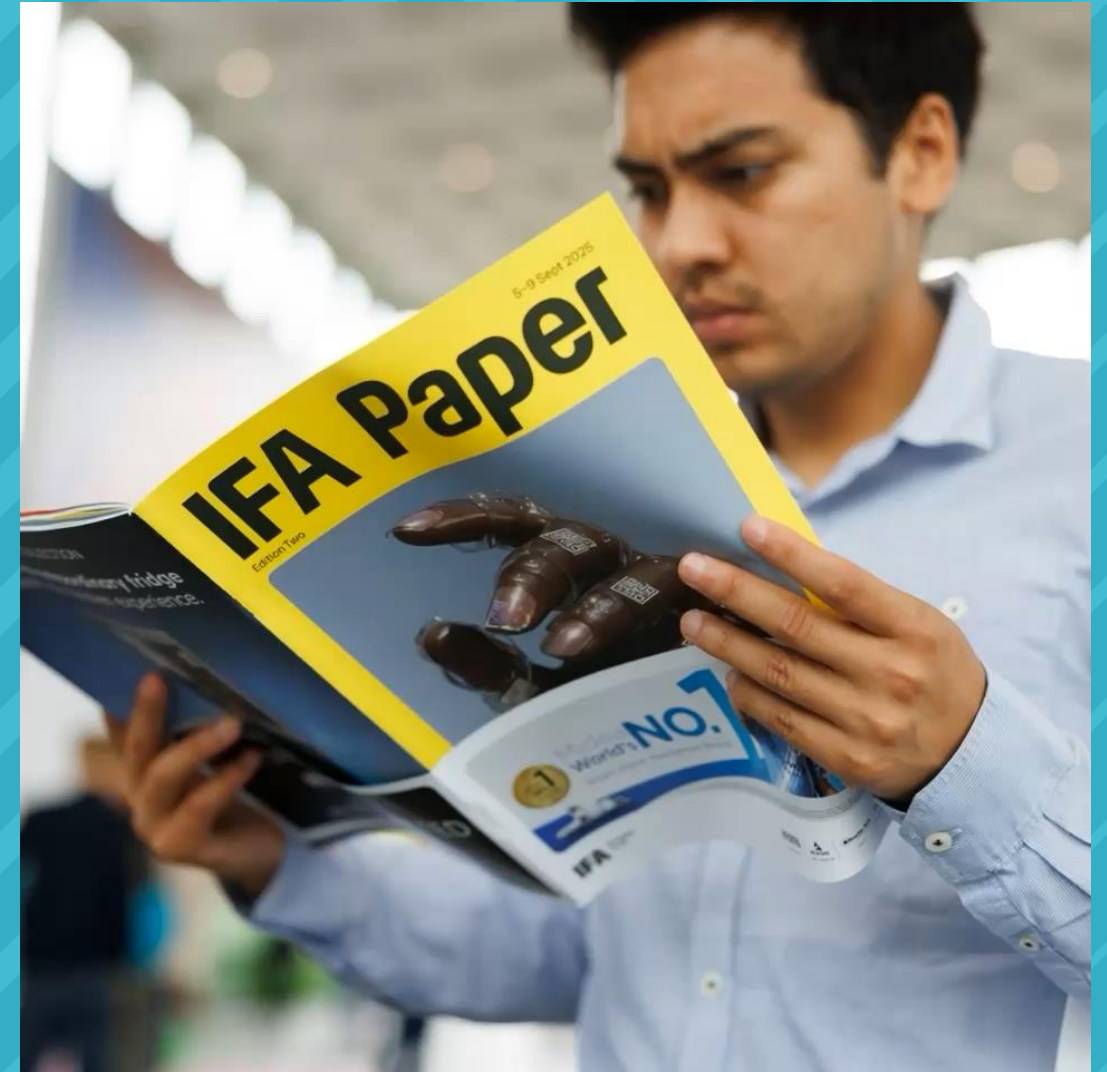


Markt, Zahlen & Trends

Carine Chardon
Geschäftsführerin
GFU Consumer & Home Electronics GmbH



Innovation for People



#

Konsumklima

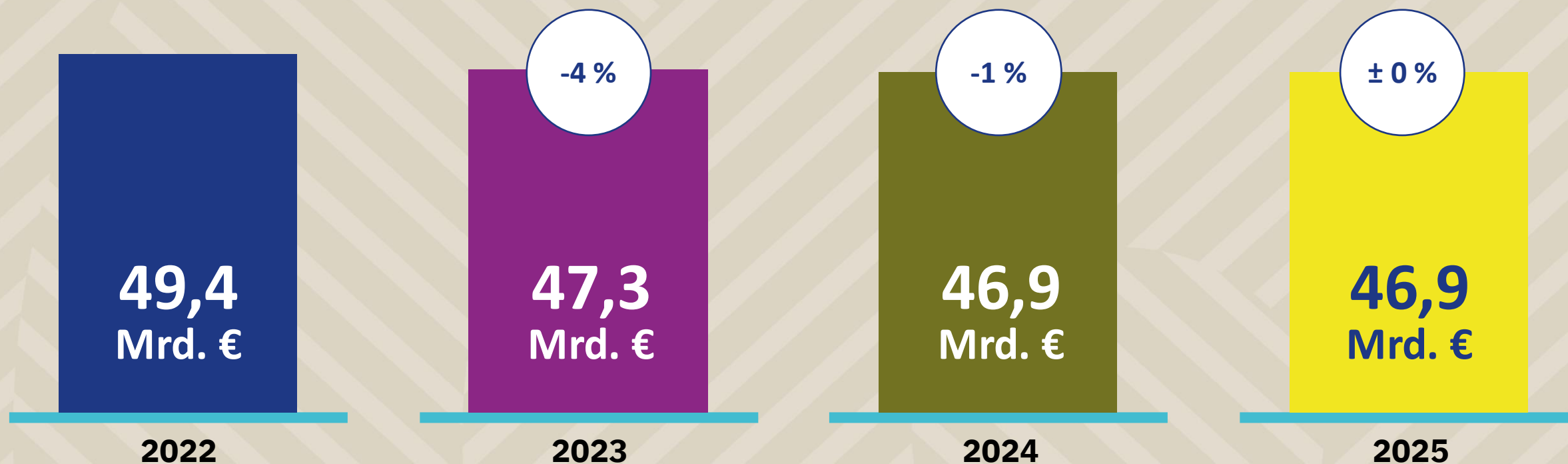
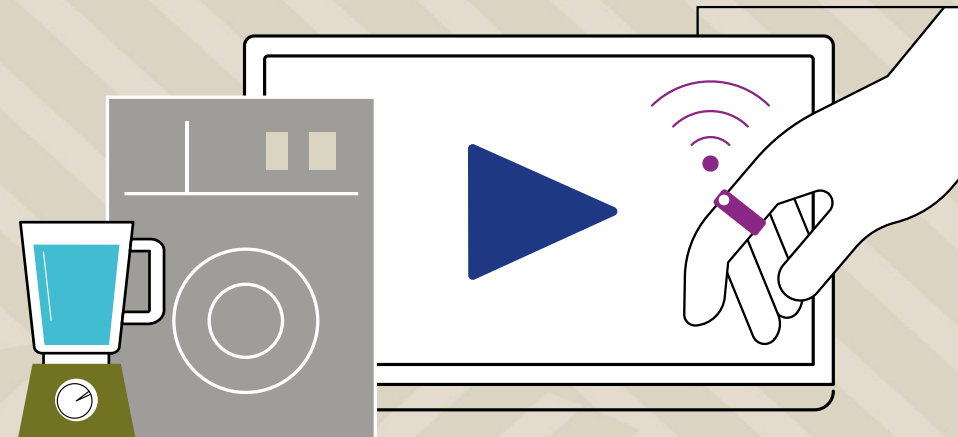
#

Globale Krisen

#

Marktumfeld

Technical Consumer Goods

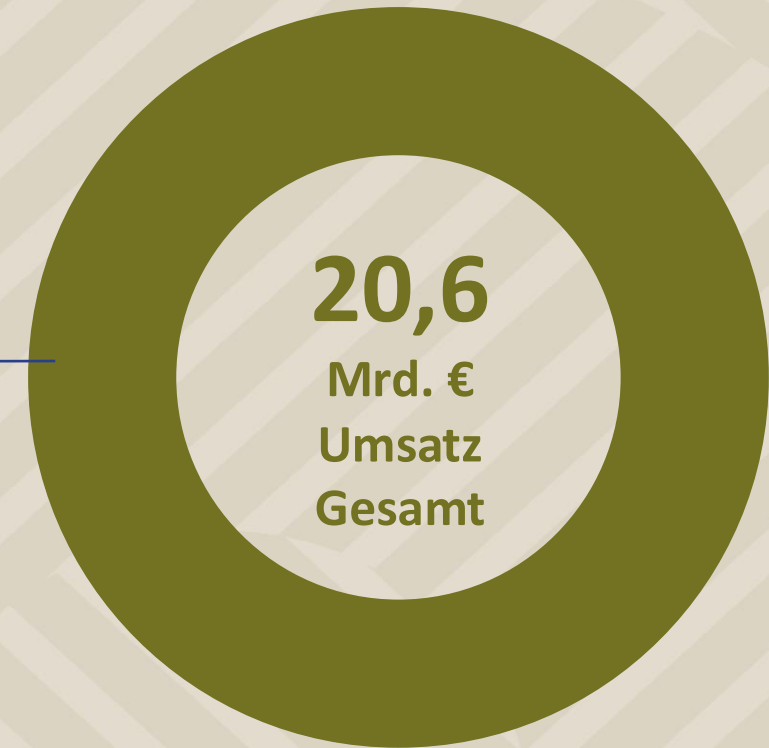


Consumer Electronics & Home Appliances



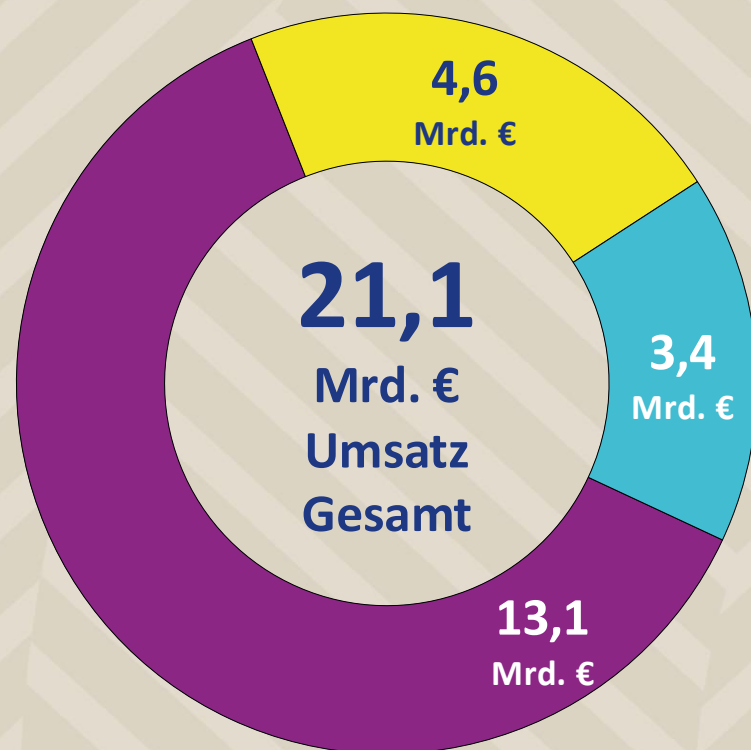
1. Halbjahr 2025

TCG Gesamt
-2%



1. Halbjahr 2026

Consumer Electronics & Home Appliances

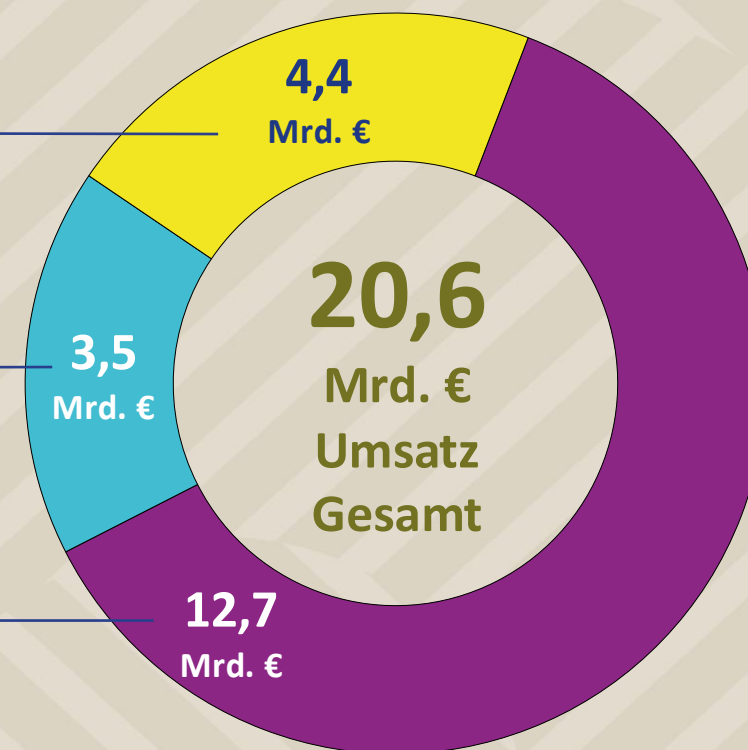


1. Halbjahr 2025

MDA
-5 %

SDA
+4 %

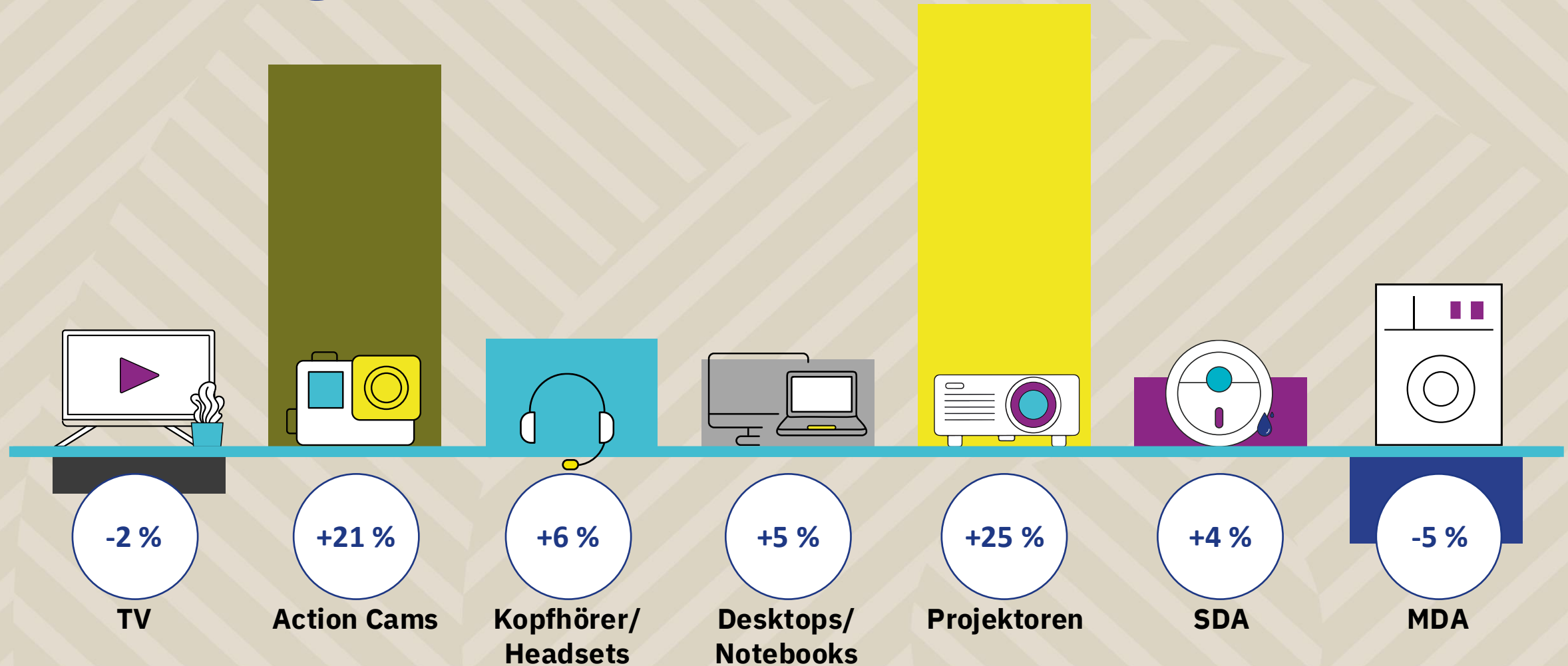
CE-Total
-3 %



1. Halbjahr 2026

● CE-Total ● MDA ● SDA

Zoom-In Segmente: 1. HJ 2025 vs. 2026





Aktuelle Trends



Elektrifizierung

Klima

Social Media



Promotion-Events

37 %
**Jahresumsatz in
nur 15 Wochen**

7 Promotion-Events
sorgen für über ein
Drittel des deutschen
TCG-Jahresumsatzes

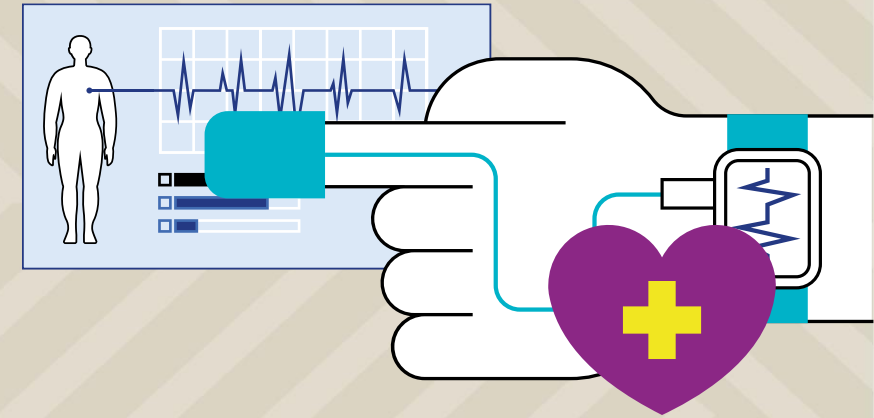
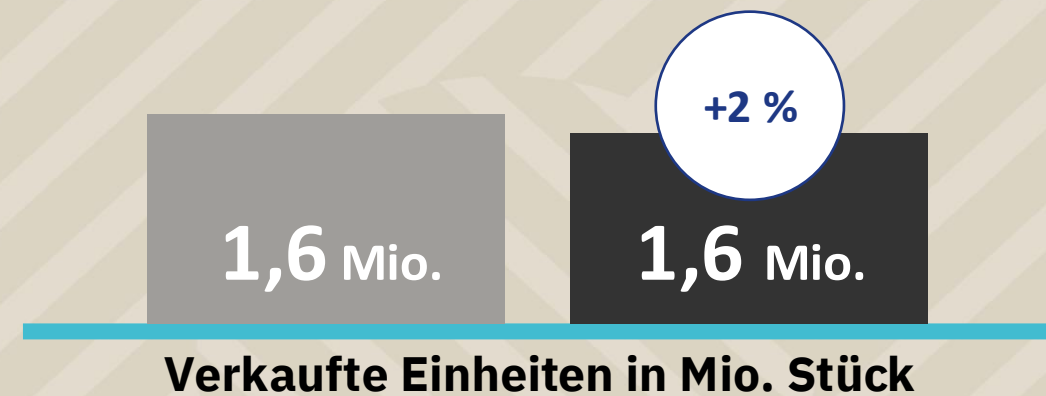
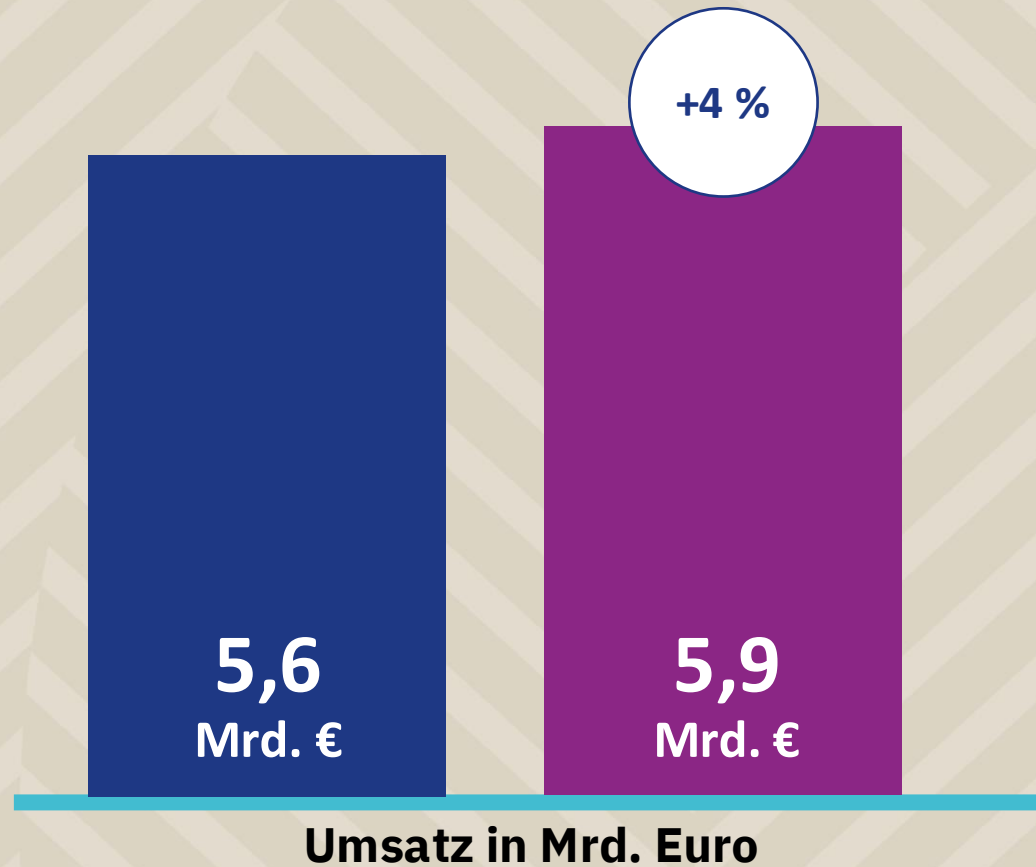
Letzte 12 Monate einschl. Juni 2026

**BLACK
WEEK**

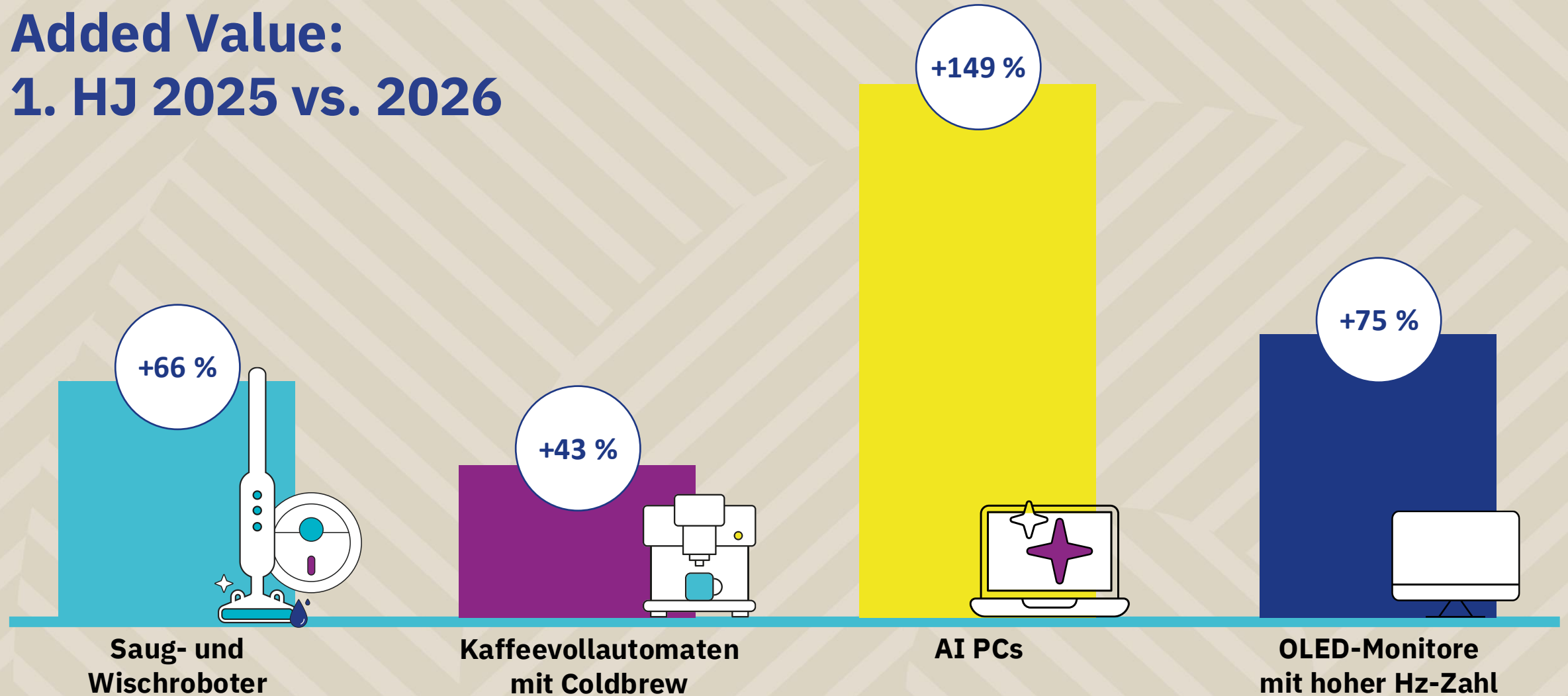
**CYBER
MONDAY**



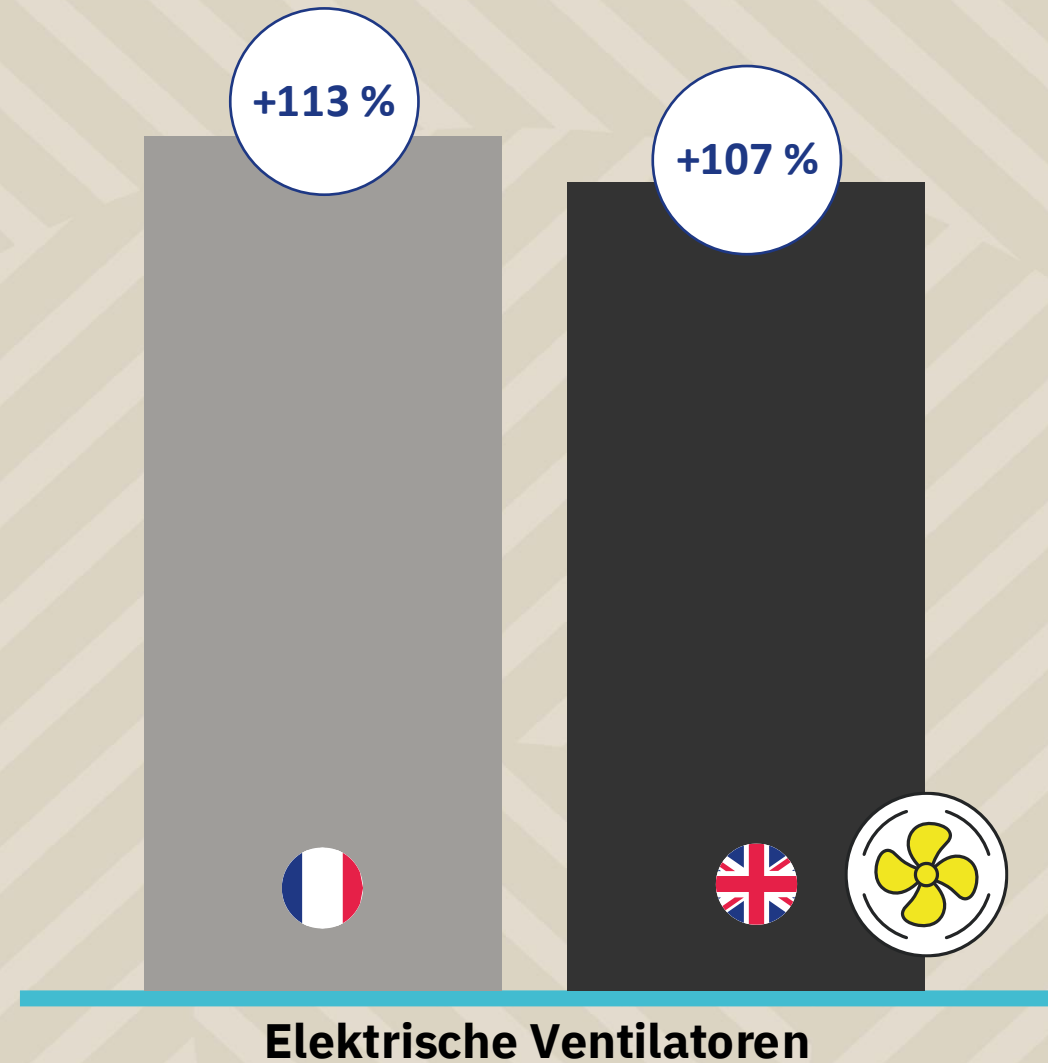
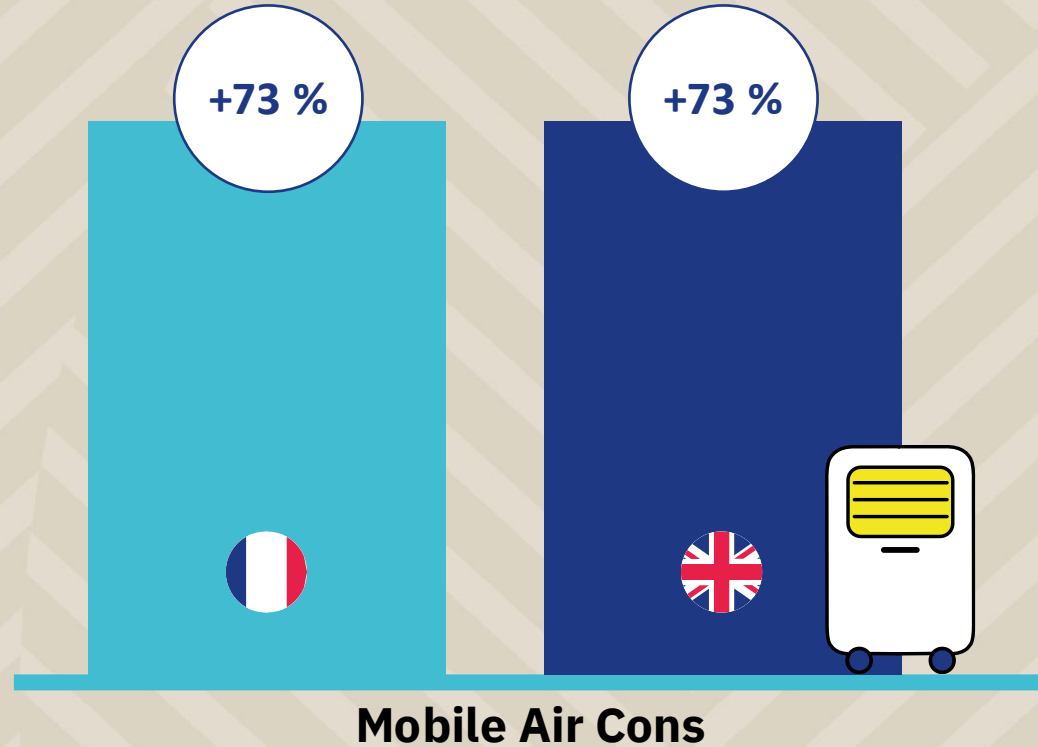
Health Tech & Well-Being: 1. HJ 2025 vs. 2026



Added Value: 1. HJ 2025 vs. 2026



Air Cons & Ventilatoren: 1. HJ 2025 vs. 2026



Vielen Dank & bis bald auf der IFA!

IFA 4-8 SEPT
2026

Alle Zahlen zum Downloaden

QR-Code scannen und Präsentation laden
gfu.de

