

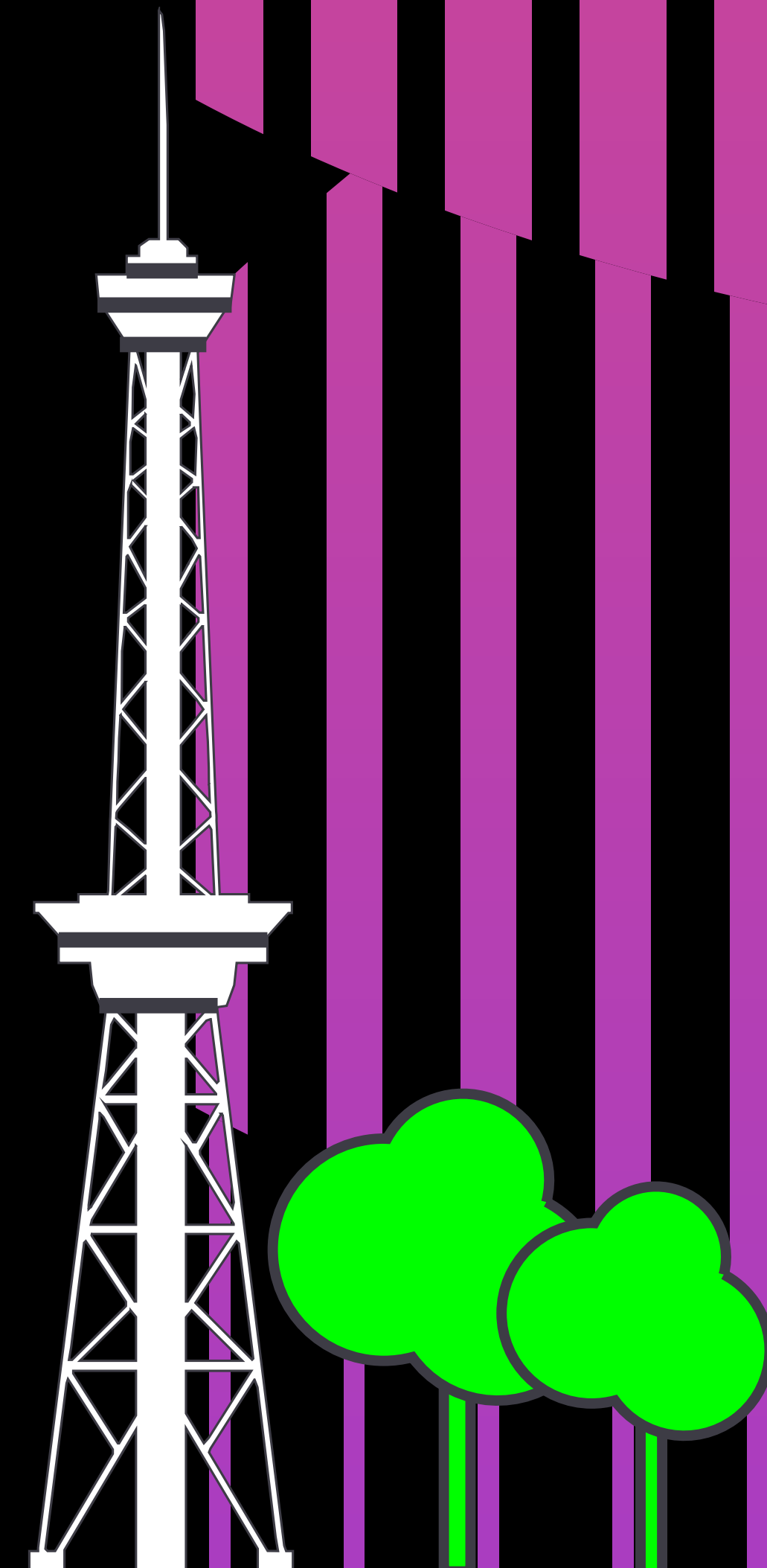
Meet the Market

Carine Chardon

Managing Director
GFU Consumer & Home
Electronics GmbH

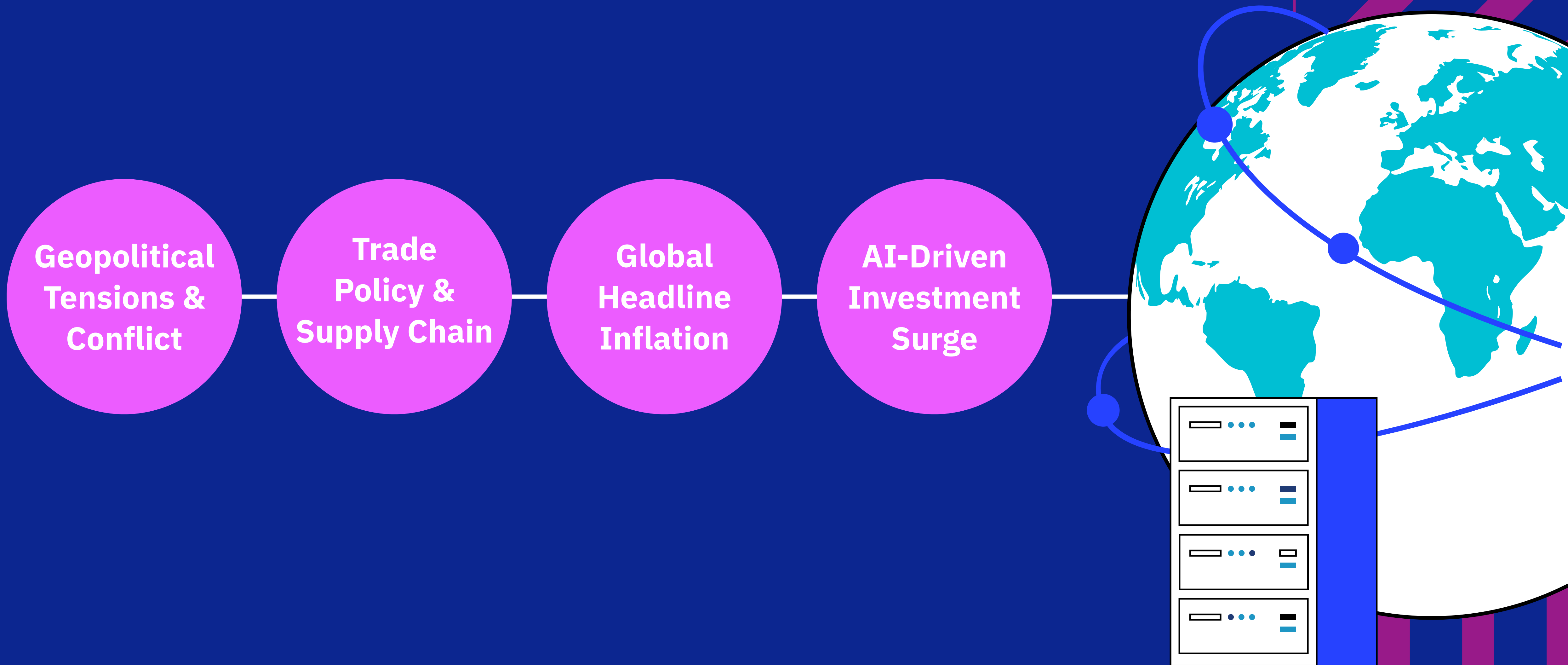
NIQ

powered by  intelligence



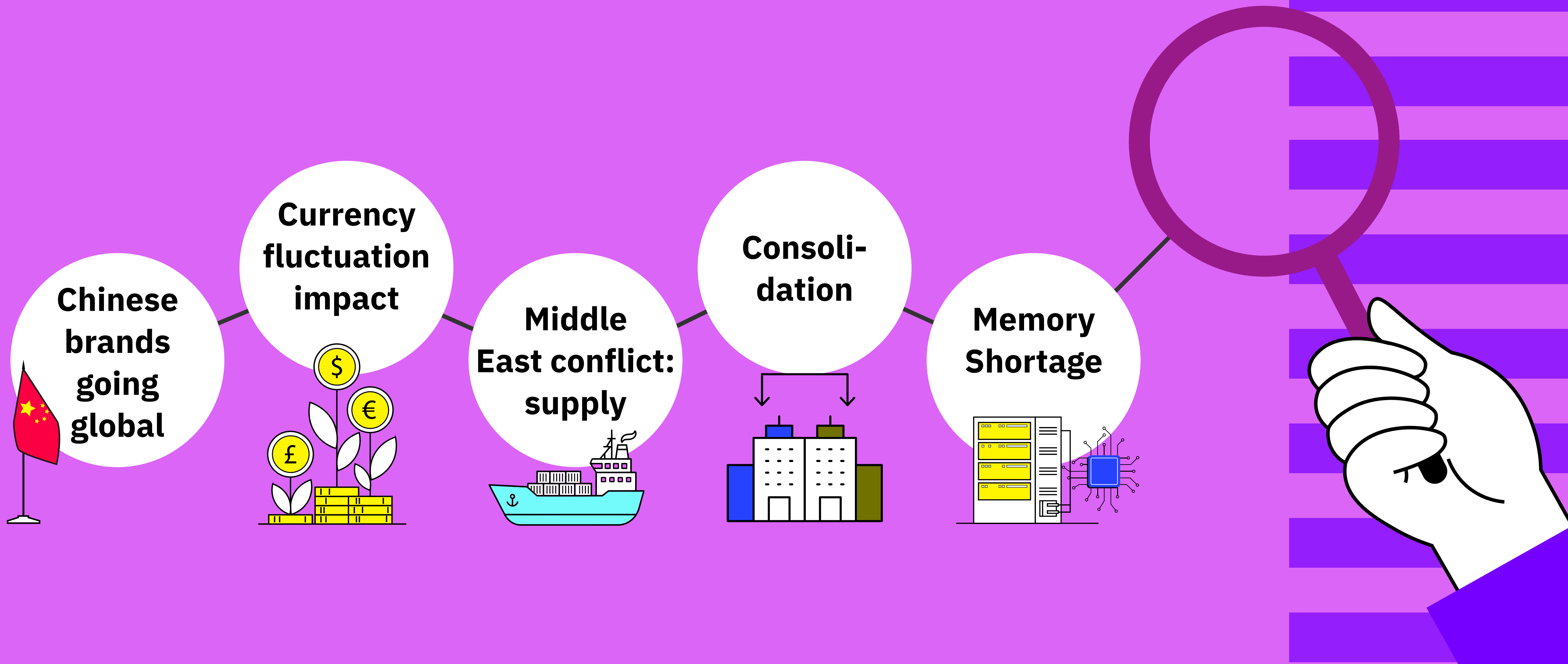
Global Tech Market Dynamics

Economic and political effects



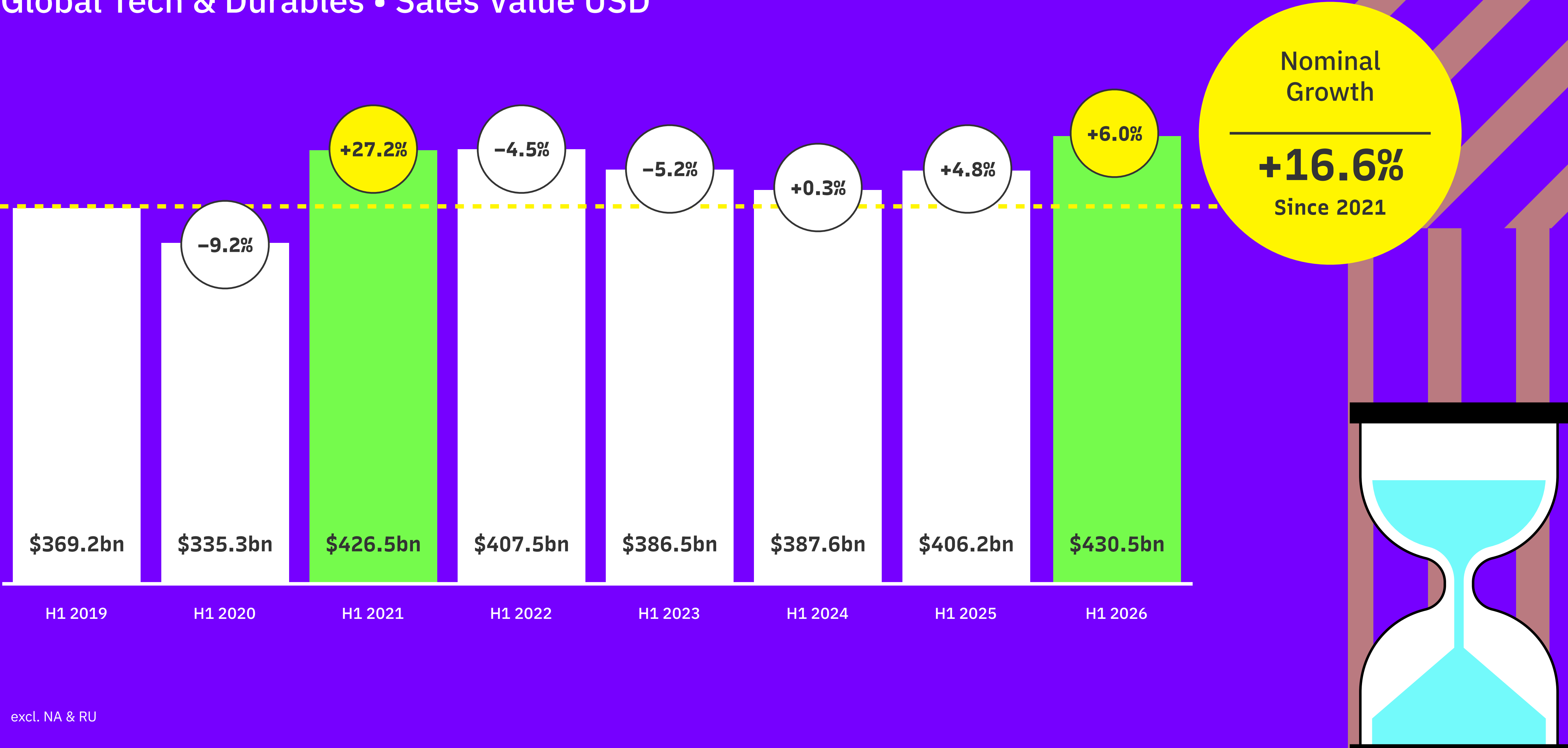
Global Tech Market Dynamics

Economic and political effects



Overall Continuous Growth since 2019

Global Tech & Durables • Sales Value USD



excl. NA & RU

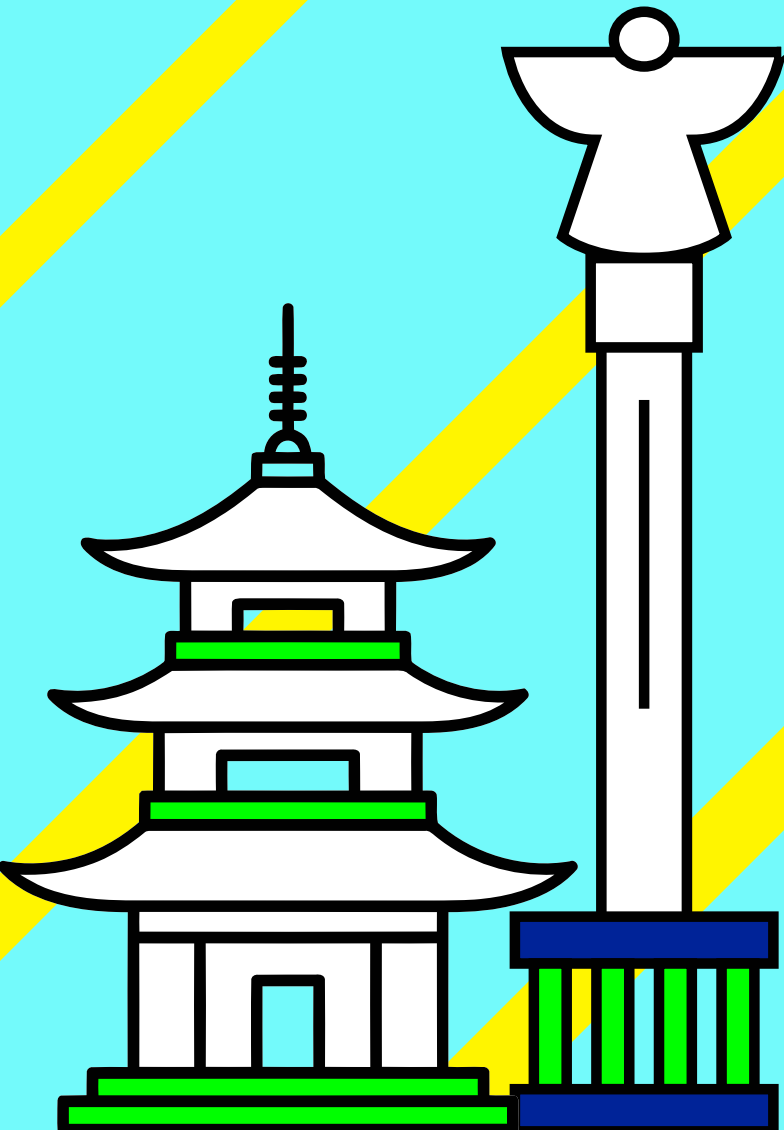
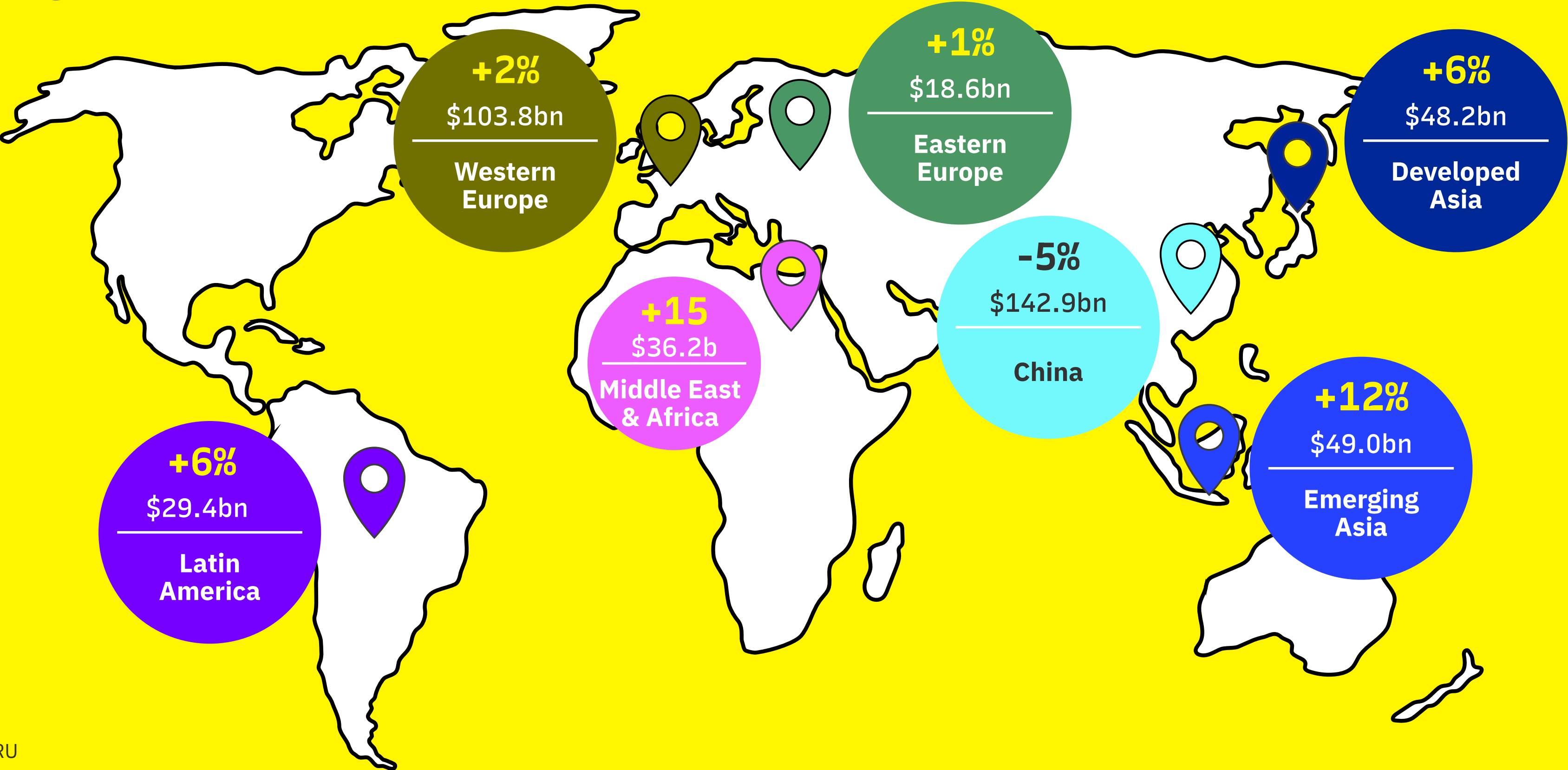
Global Tech & Durables by region

Global Sales Value

\$430bn +6%

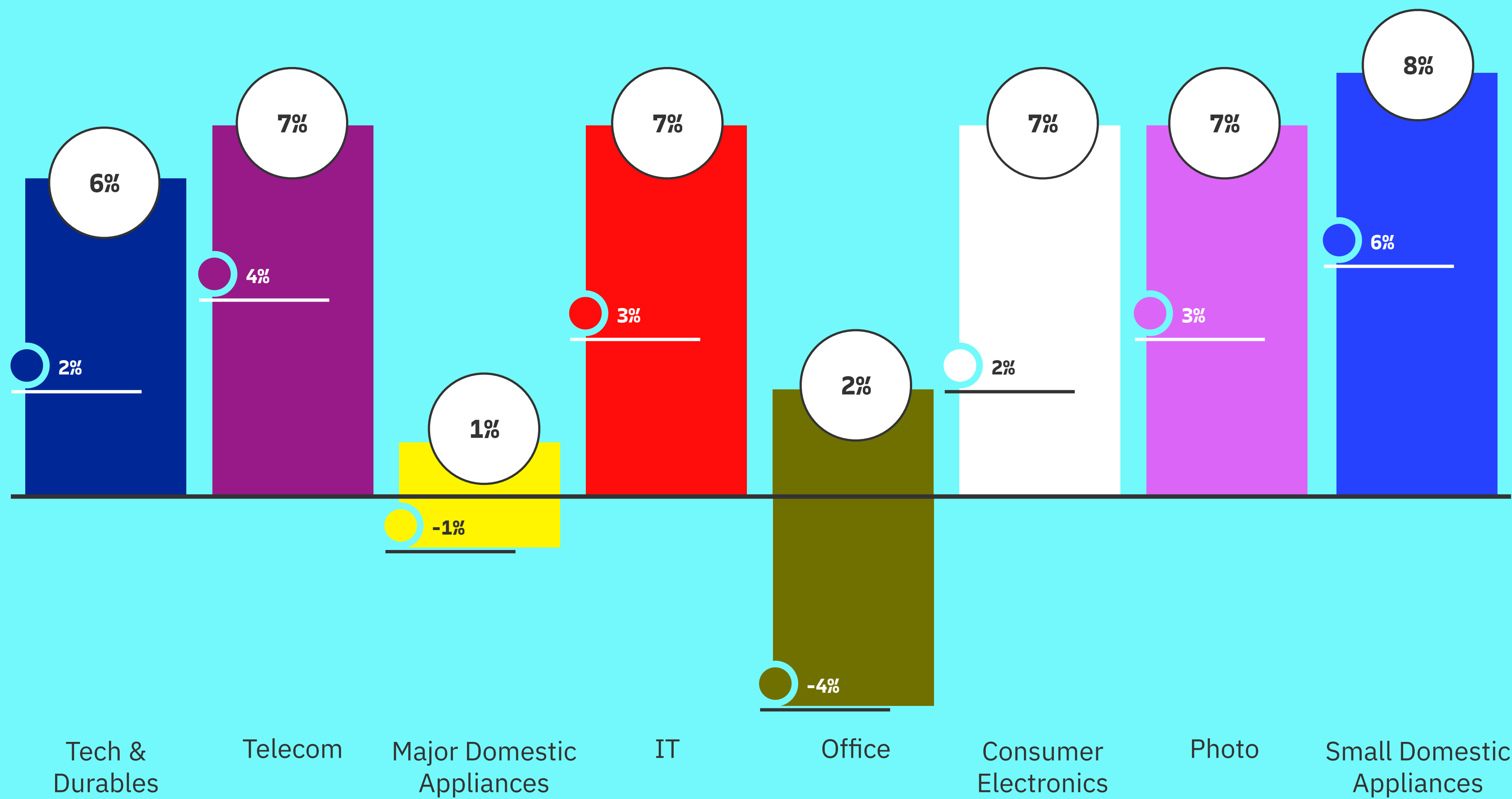
In local currency

\$428bn +2.4%

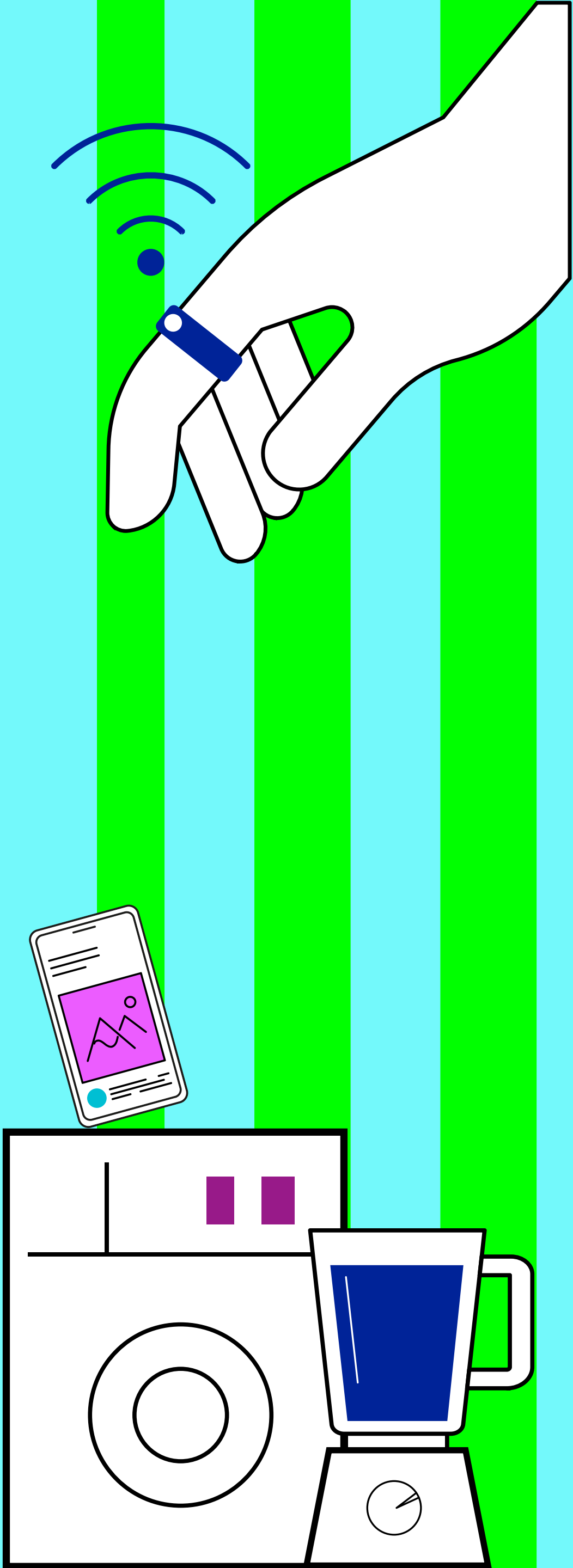


Overview Global Tech Market

Sales Value USD share vs. Local Currency

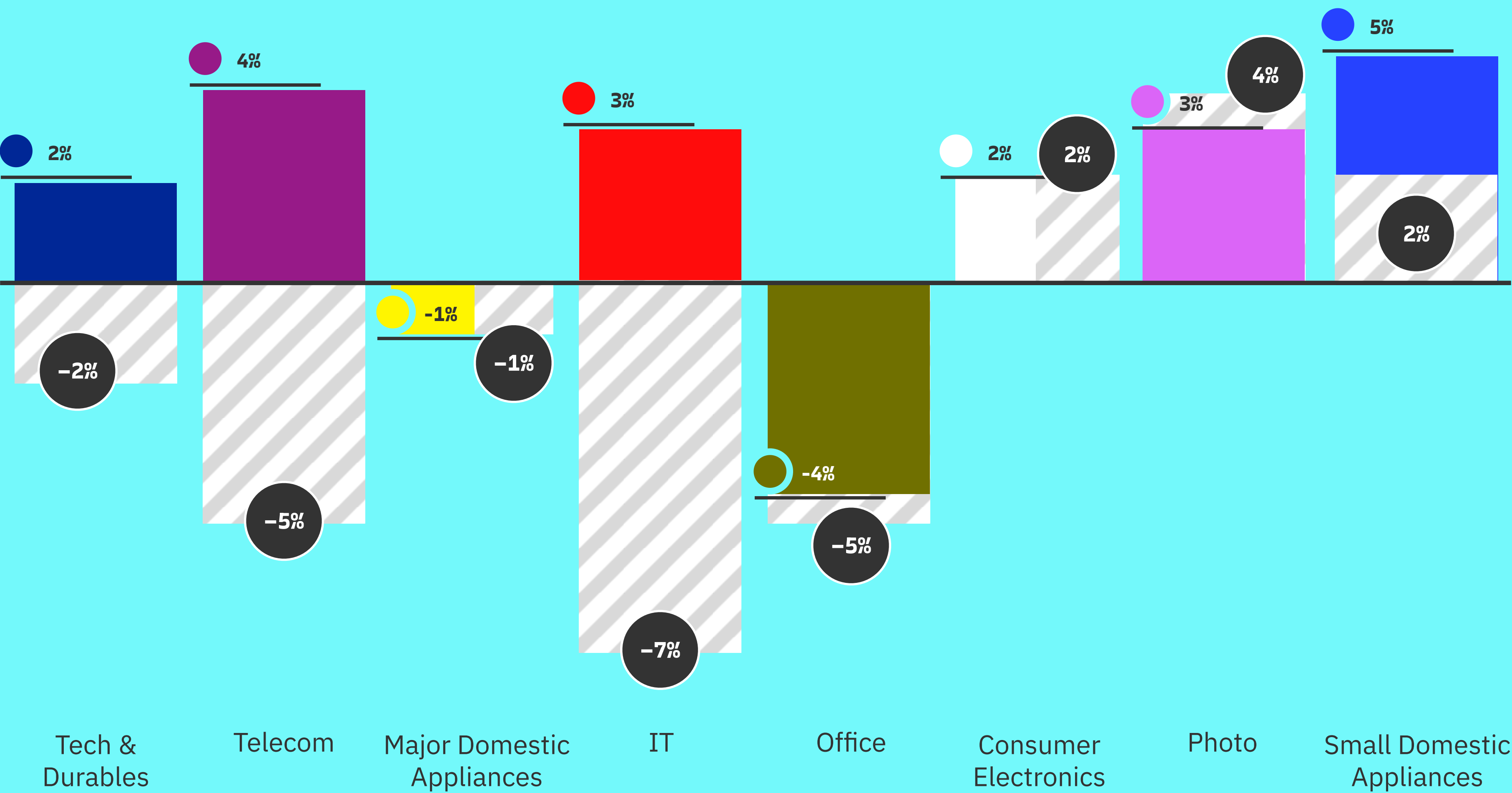


H1 2026 vs. H1 2025 · excl. NA & RU

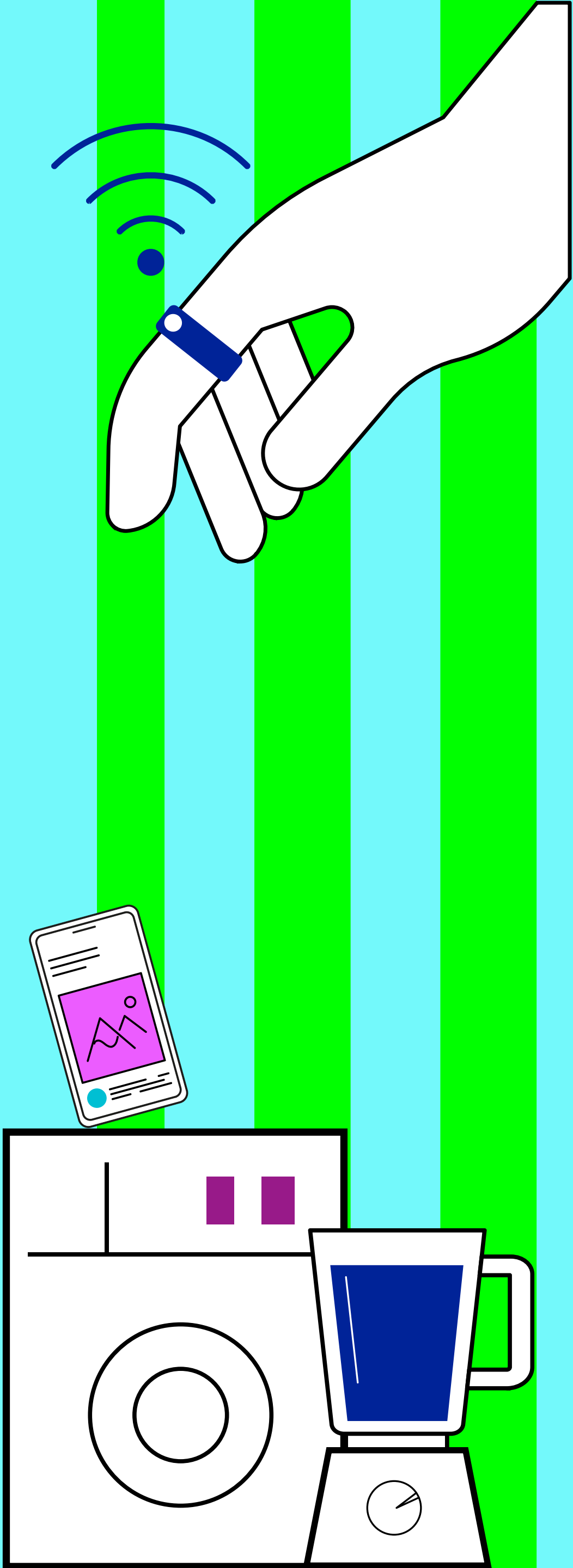


Overview Global Tech Market

Sales Value Local Currency vs. Sales Volume

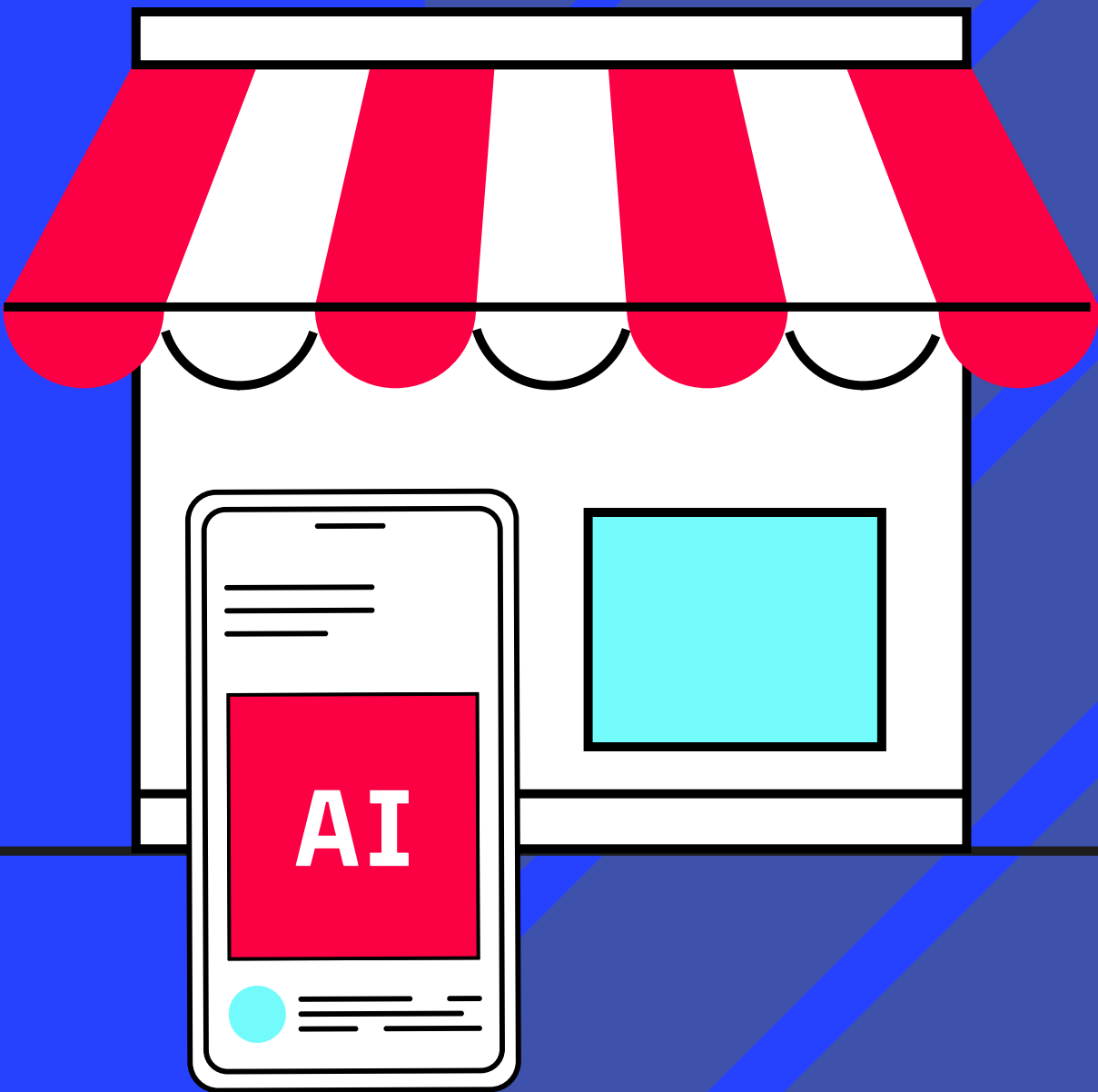
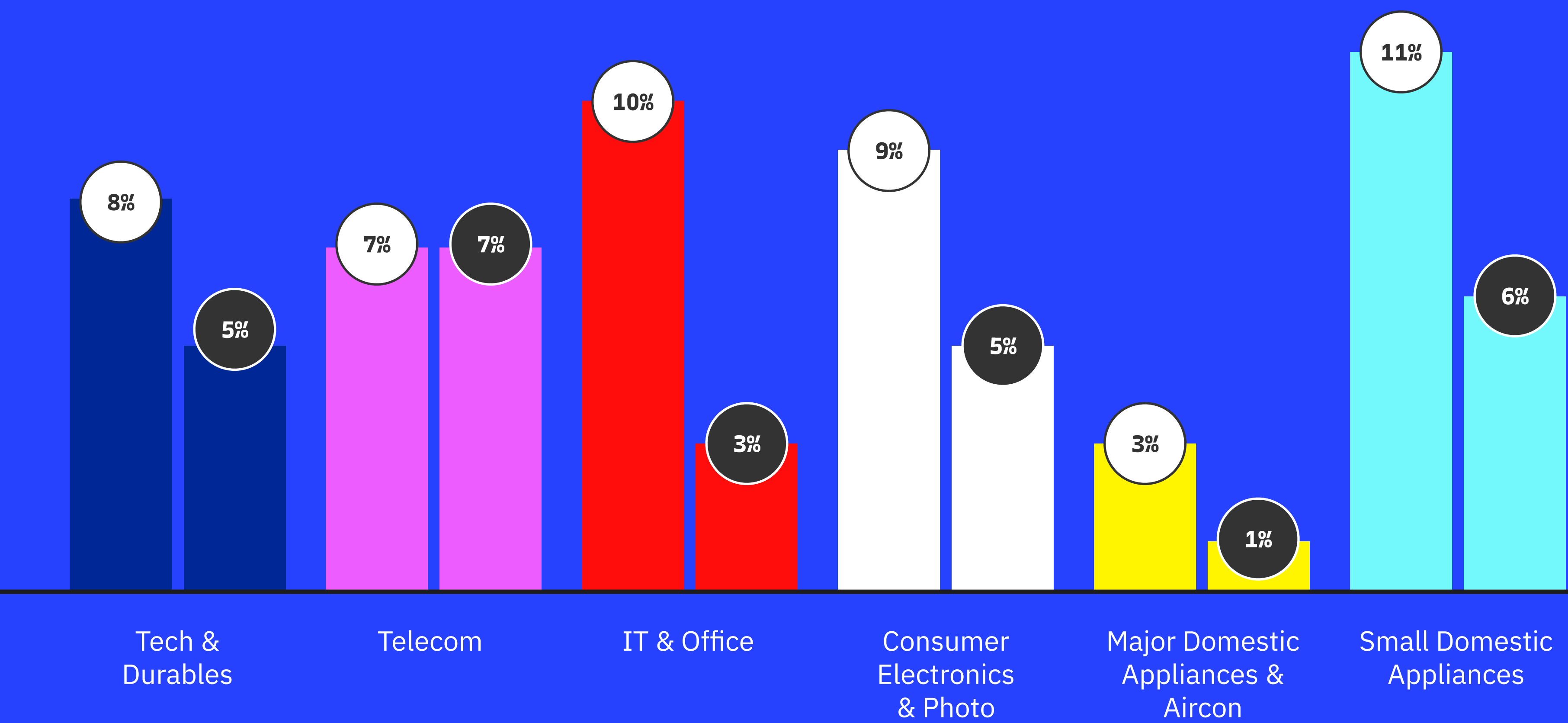


H1 2026 vs. H1 2025 · excl. NA & RU



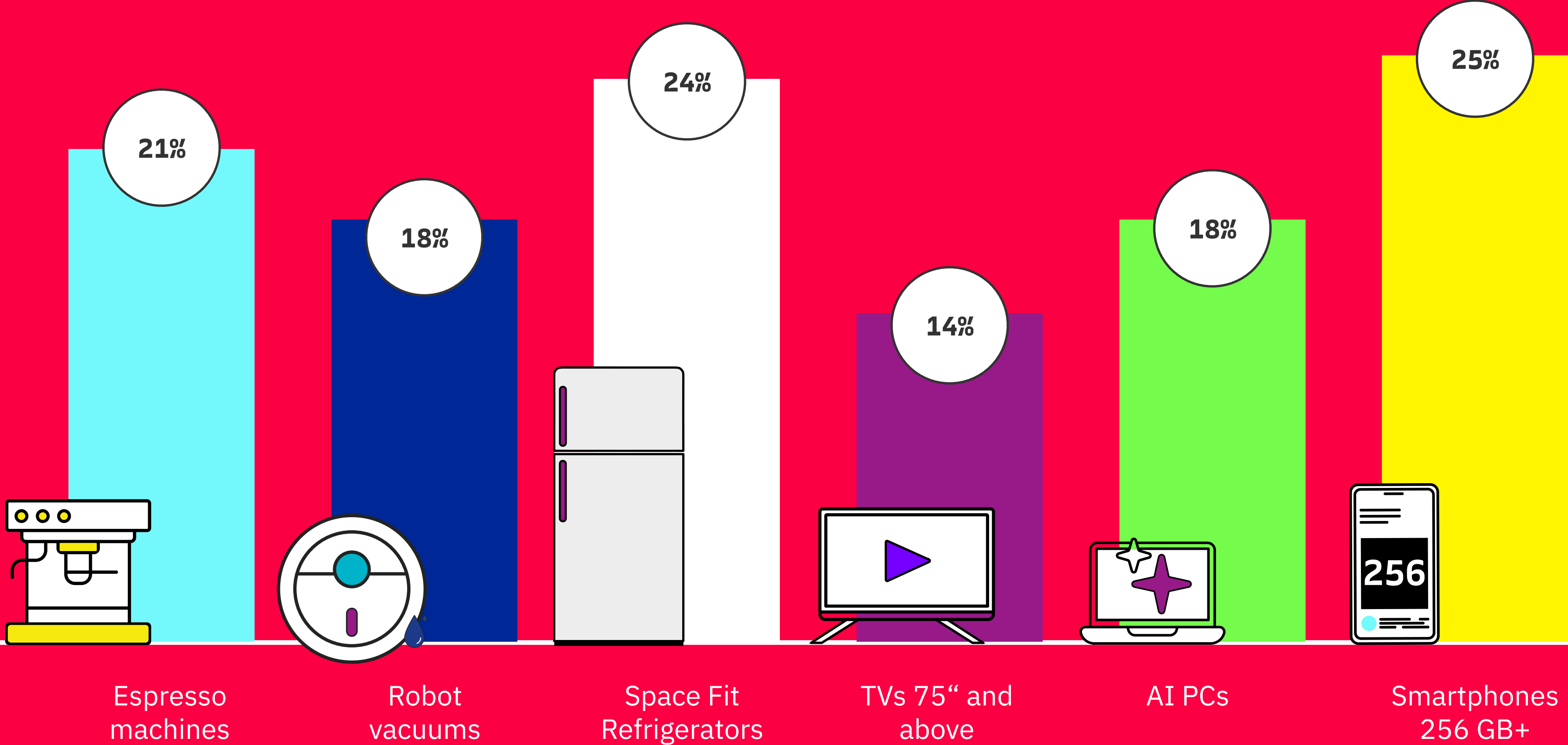
Online outgrows the high street – except in Telecom

Sales Value USD ● online ● offline



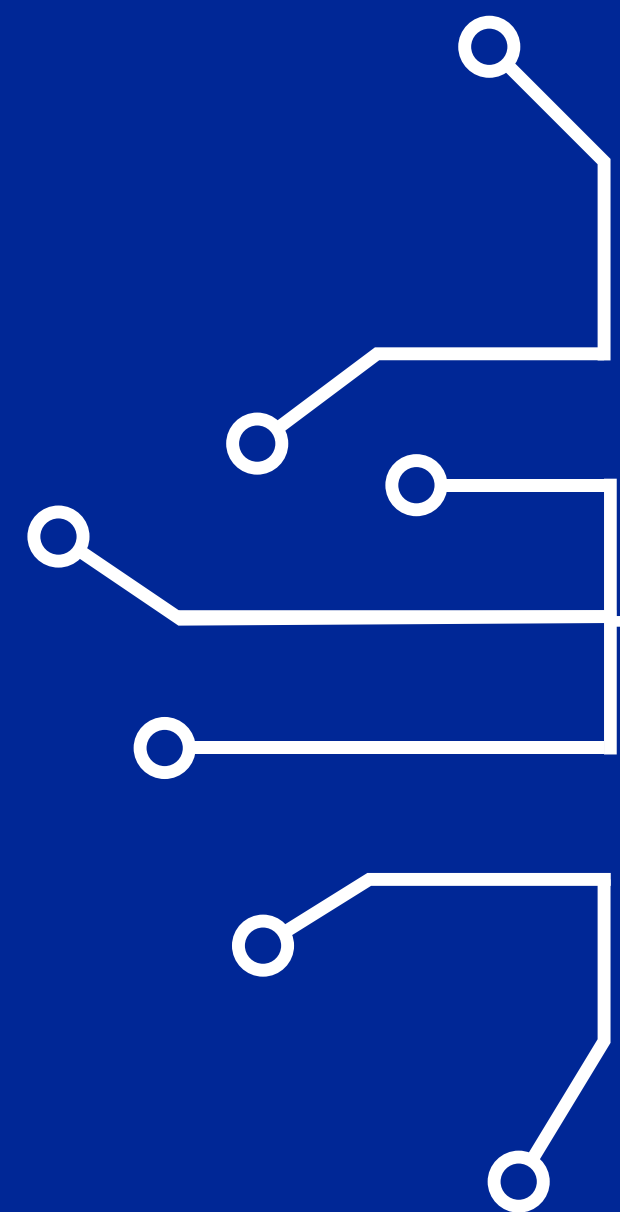
Innovation outperforms the market

Sales Value



Three Signals for 2026

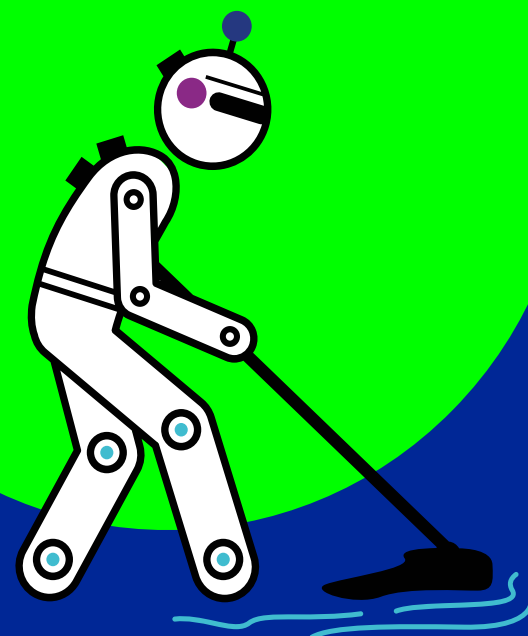
Growth will be determined by targeted niches



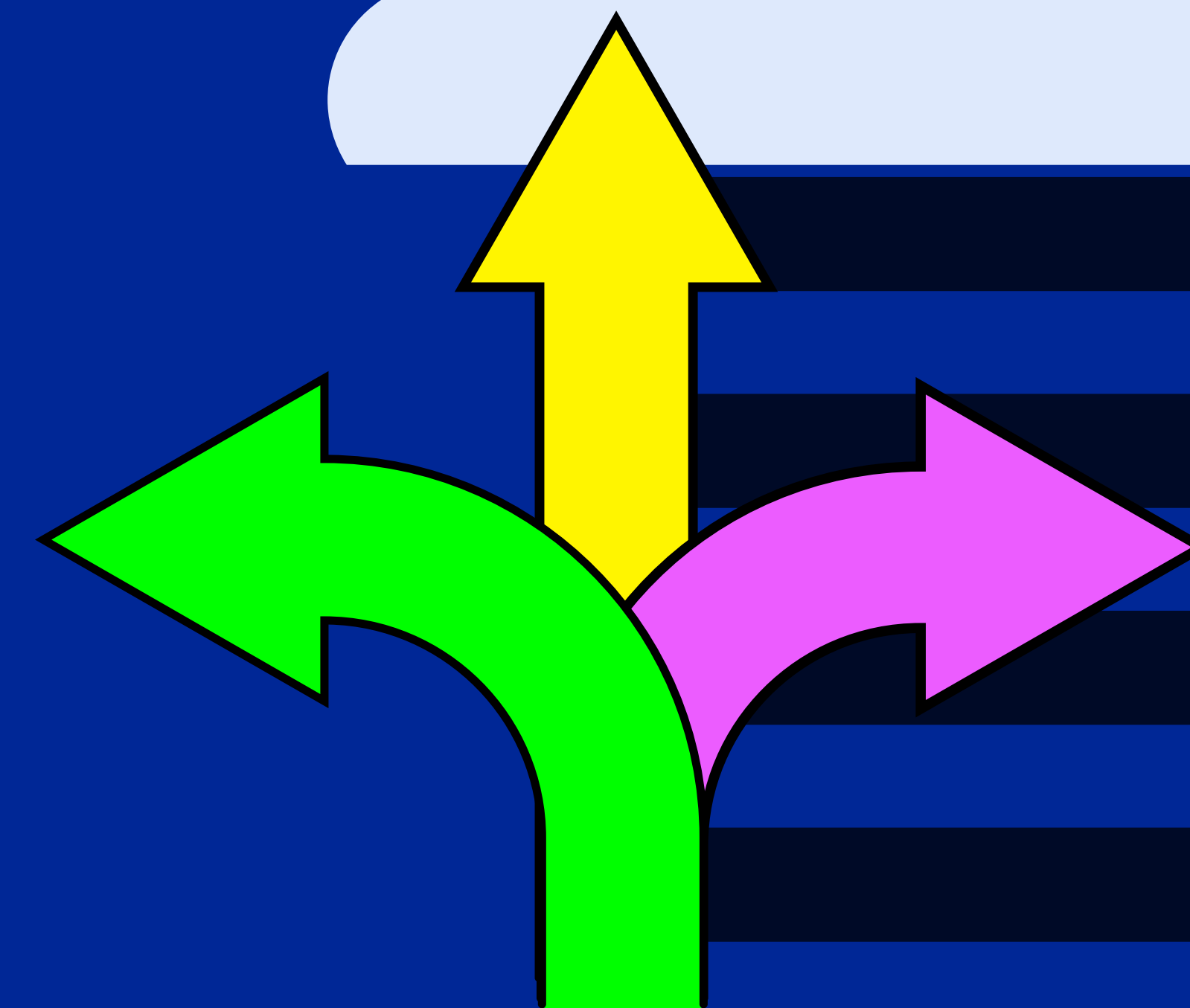
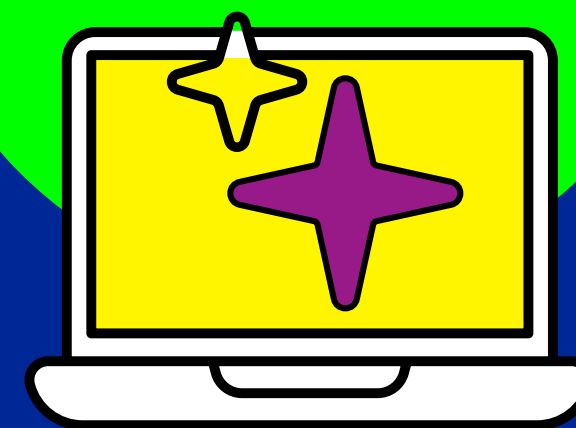
**Wearables
2.0**



Robotics



AI



GFU Home &
Consumer Tech

All our insights
at: gfu.de

Thanks to our data partner:



NIQ powered by  intelligence