

INSIGHTS & TRENDS

FORECAST

A Market in Motion

**Forecasts and Trends for
Consumer and Home Electronics**



Nothing is more constant than change.

Dear readers,

Following this guiding principle, GFU looks to the future – as momentum in the technical consumer goods (TCG) market remains strong.

Changing consumer behaviour and global economic conditions are increasingly confronting companies with new challenges. To make sound decisions in this demanding environment, reliable data and forward-looking analyses are essential. This publication brings together analysis and industry expertise.

We hope you find this an inspiring and insightful read – and invite you to explore further industry developments and topics through our other Insights & Trends formats. You can find more insights on our website.

Your GFU team

AT A GLANCE

GFU Consumer &
Home Electronics
GmbH

WHO WE ARE

Industry organisation
and expert in consumer
tech trends and topics.
Owner of the IFA brand
and shareholder in IFA
Management.

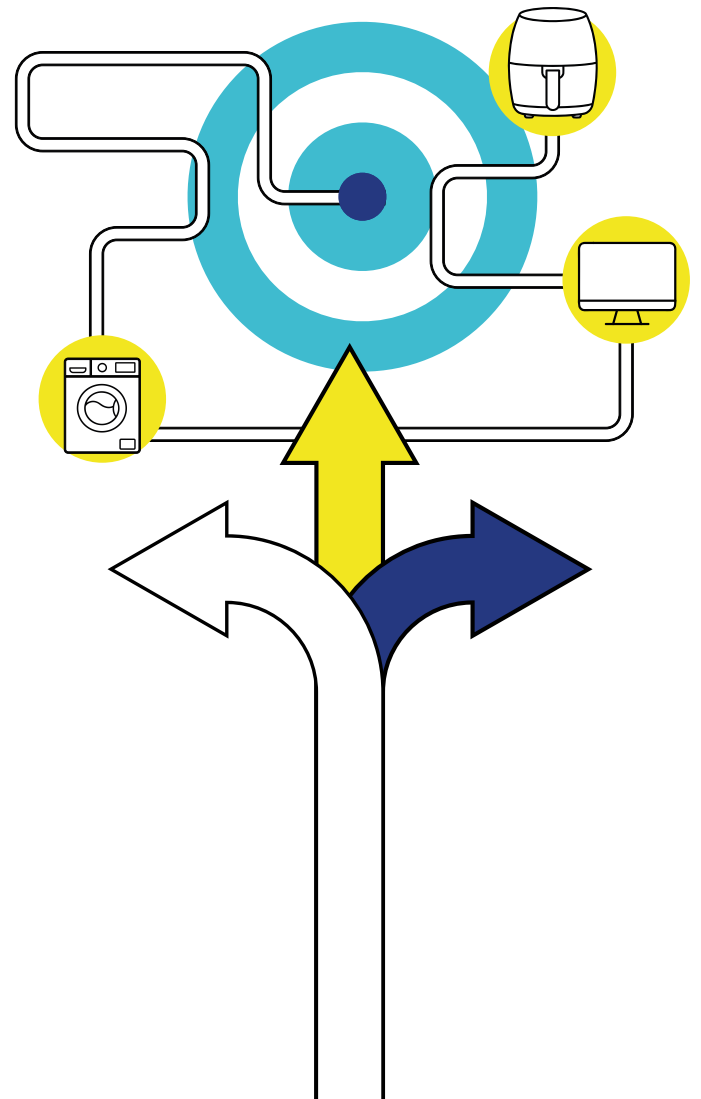
SECTOR

Technical Consumer
Goods

gfu.de

Many segments, one look ahead.

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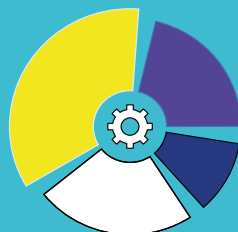
Methodology

How our forecasts are made

We combine statistical modelling with sound industry experience — for forecasts that don't just calculate, but understand.

The data core

A ridge regression based on the HEMIX industry index — robust even in volatile markets.



The reality check

A three-stage Delphi survey of renowned market experts from industry and retail, refining the calculated figures with real-world market expertise.



Revenue: all revenues generated in Germany in the end-customer segment (retail, platforms, direct sales).

The full methodology is available online.

TCG Total Market: Moving Forward in Waves

The market for Technical Consumer Goods is gradually stabilising after a challenging period, even though some segments still face challenges. 2026 remains subdued; in 2027 the sector stabilises at a noticeably more robust level.

Economic crises, complex supply chains and expensive raw materials, increasing competition from aggressively priced Asian brands, and a lack of policy-driven stimulus are some of the influencing factors keeping the TCG market from growing meaningfully in 2026. On the consumer side, continued consumer caution and a preference for saving are reinforcing this trend.

Only in 2027 can a normalisation and cautiously rising willingness to buy be expected, gradually enabling the market to grow again. However, companies continue to face challenging conditions in 2027 that will require solutions to accelerate growth.

+3.20%

**Forecast revenue
growth from end of
2025 to end of 2027**

**Sales Forecast for
year 2026 and year 2027**

€96bn

The path there is hesitant: in 2026 the market stabilises at +1%, in 2027 it recovers further with growth of +2.10% – overall the market grows by 3.20% from the end of 2025 to the end of 2027.

View the market development interactively

See how each total market moves. Scan the code for the animated revenue development and forecast of the TCG total market at gfu.de.



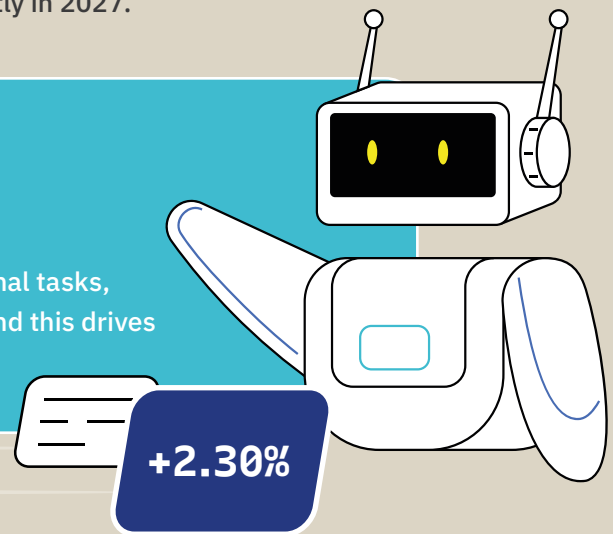
Consumer Electronics: Growth at a Low Level

The CE market — including Home Entertainment, IT and Telecommunications — moves largely sideways in 2026 and recovers only slightly in 2027.

POSITIVE EFFECTS AT WORK

AI comes of age

AI will support people in managing work and personal tasks, becoming an indispensable everyday companion, and this drives the market from late 2026 onwards.



**Sales Forecast for
year 2026 and year 2027**

€60bn

**Forecast revenue growth
from end of 2025 to end
of 2027**

2026 is shaped, among other things, by cautious consumer spending and rising component costs, which continue to pose major challenges for the Consumer Electronics market.

In 2027 the picture gradually changes for Consumer Electronics. The market recovers, if unevenly: IT and Telecommunications strengthen the market, while classic Home Entertainment remains in decline.

View the market development interactively

See how the Consumer Electronics market moves. Scan the code for the animated revenue development and forecast of the Consumer Electronics market at gfu.de.



Too Good to Replace: Home Entertainment in Transition

Classic Home Entertainment is shrinking. The decline is being driven primarily by the TV segment – the largest area of this market: falling demand paired with strong price erosion is burdening this market segment.

**Forecast revenue development
(from end of 2025 to end of 2027)**

-2.10%

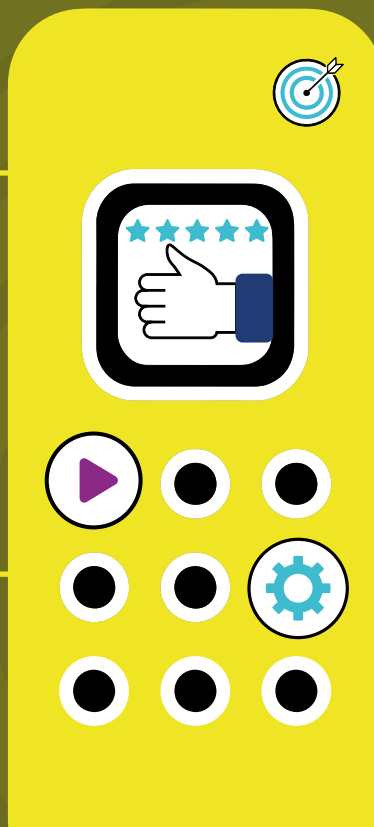
FACTORS BEHIND THE DECLINE

Saturation and longevity

The devices from the boom years are technically strong and last a long time. There is little incentive for consumers to upgrade prematurely.

Changing media use

Younger audiences stream and game primarily on the smartphone, tablet or gaming PC.



Essentials first.

In strained times, demand shifts from additional purchases towards more needs-based buying.

High technical standard

The market currently lacks a groundbreaking technological innovation comparable to the shift from SD to HD.

View the market development interactively

See how the Home Entertainment market moves. Scan the code for the animated revenue development and forecast at gfu.de.

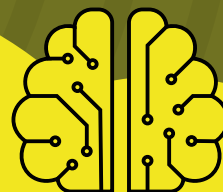
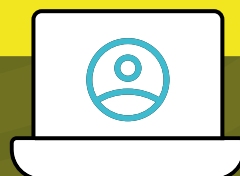


Growth Through AI: Telecommunications and IT

CORE OF THE UPSWING

On-device AI

In IT and telecommunications, it is above all artificial intelligence that drives the market as a key factor: the shift to "on-device AI" is becoming more interesting and more convenient for consumers. They are increasingly discovering the benefits of this technology for themselves.



+3.80%

**Forecast revenue growth
for Telecommunications***

+2.30%

**Forecast revenue growth
in IT***

Technological development, above all in the form of artificial intelligence, the increased use of these technologies in the private sphere, and the security of end devices and networks lift the market to a new, higher revenue level.

* Period: from end of 2025 to end of 2027

View the market development interactively

See how the Telecommunications and IT market moves. Scan the code for the animated revenue development and forecast at gfue.de.



Major Domestic Appliances: Steady and Reliable Through Everyday Life

Major Domestic Appliances are indispensable in the household and a reliable pillar of the entire TCG market. Thanks to replacement demand, the segment is expected to grow through to the end of 2027.

Forecast
revenue growth*

+2.60%

WHAT CARRIES THE SEGMENT

Indispensability

Washing machine, fridge, oven: if a device breaks, it is replaced immediately. Even in challenging economic conditions, this takes priority over deferrable purchases.

Resource efficiency

Environmental awareness and high electricity and water prices steer buyers towards highly efficient appliances. The additional upfront cost pays off over the appliance's lifetime. In addition, appliances such as heat pump dryers, climate and refrigeration units can communicate with one another and operate highly efficiently.

* Period: from end of 2025 to end of 2027

View the market development interactively

See how the Major Domestic Appliances market moves. Scan the code for the animated revenue development and forecast at gfu.de.



The Everyday Stars: Small Domestic Appliances with High Momentum

Small appliances are the fastest-growing segment of the total market. The momentum is driven by an ongoing trend towards health, convenience and hygiene.

**Forecast
revenue growth***

+7.00%

DRIVERS OF GROWTH

Robot vacuums

The latest technology is driving demand.

Health care

Personal care devices remain in strong demand.

Air fryers

Persistently high demand and household penetration.



* Period: from end of 2025 to end of 2027

View the market development interactively

See how the Small Domestic Appliances market moves. Scan the code for the animated revenue development and forecast at gfu.de.

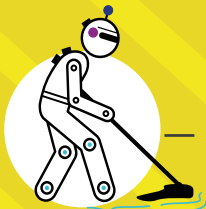


Technology That Thinks Ahead: From Gadget to Companion

The era of technical superlatives is ending. It is no longer megapixels or ever-thinner screens that attract consumers, but genuine relief. In an ageing society where people face increasing cognitive demands, technology recedes into the background and turns from tool into forward-looking companion.

The proactive household

Devices no longer wait for commands; they anticipate users' needs: they recognise textiles or the browning of food in the oven, dose ingredients themselves and run when electricity is cheap. Technology takes over the cognitive load, the *"mental load"* of everyday life.



Ambient Intelligence

Technology merges with the living space and appears only when needed. Transparent OLEDs look like glass, wood or stone when switched off. Even blinking displays disappear behind calm textile surfaces and blend seamlessly into their surroundings.

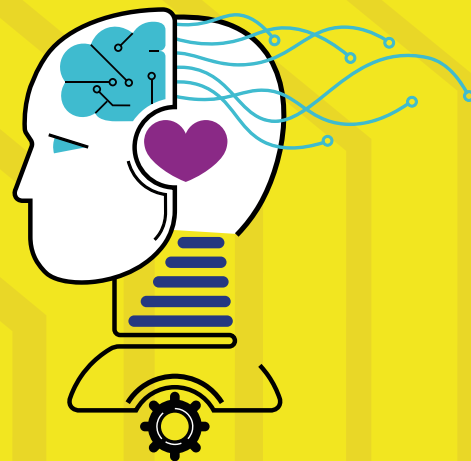
Embodied AI

AI is getting a body. Humanoid robots are learning rapidly and, by the end of the decade, will not only load and unload dishwashers and sort laundry, but increasingly play an important role in supporting and caring for immobile, elderly and care-dependent people.



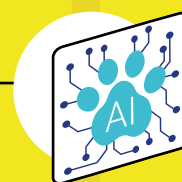
The Age of Empathetic Technology

Whether a household that thinks along, invisible design, physical helpers or intelligent care for pets, all these developments show: the era of technology as a mere tool is ending. Technology is no longer perceived as a foreign body that we actively operate, but as an empathetic, anticipatory helper that fits seamlessly into life. Those who master this symbiosis of technological benefit and quality of life will help shape the markets of the future.



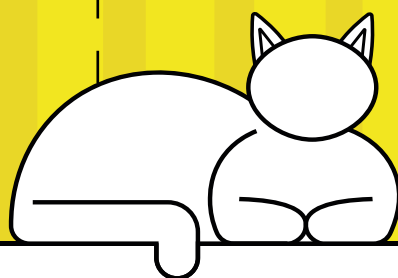
After the smartphone

The smartphone is firmly established as the standard, yet the industry is already searching for the next everyday companion. Smart rings and glasses are booming: the latter provide real-time translation through integrated audio or overlay navigation cues into the field of view. The interface is moving from our hands directly into our field of view; the smartphone's functions are gradually being distributed across minimalist wearable devices.



Pet tech

Around 34 million pets in Germany are considered full members of the family.* So it is understandable that we want our loved ones cared for. Pet owners are getting technical support through intelligent feeders with facial recognition and smart collars that analyse sleep and movement patterns, detect heart problems and keep pets entertained.



* All trends and sources in detail at [gfu.de](https://www.gfu.de)

Explore all trends in detail

In-depth analyses and examples for all five trend topics at [gfu.de](https://www.gfu.de).





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