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Megatrends and market shifts

State of Tech & Durables
Q2 Webinar charts

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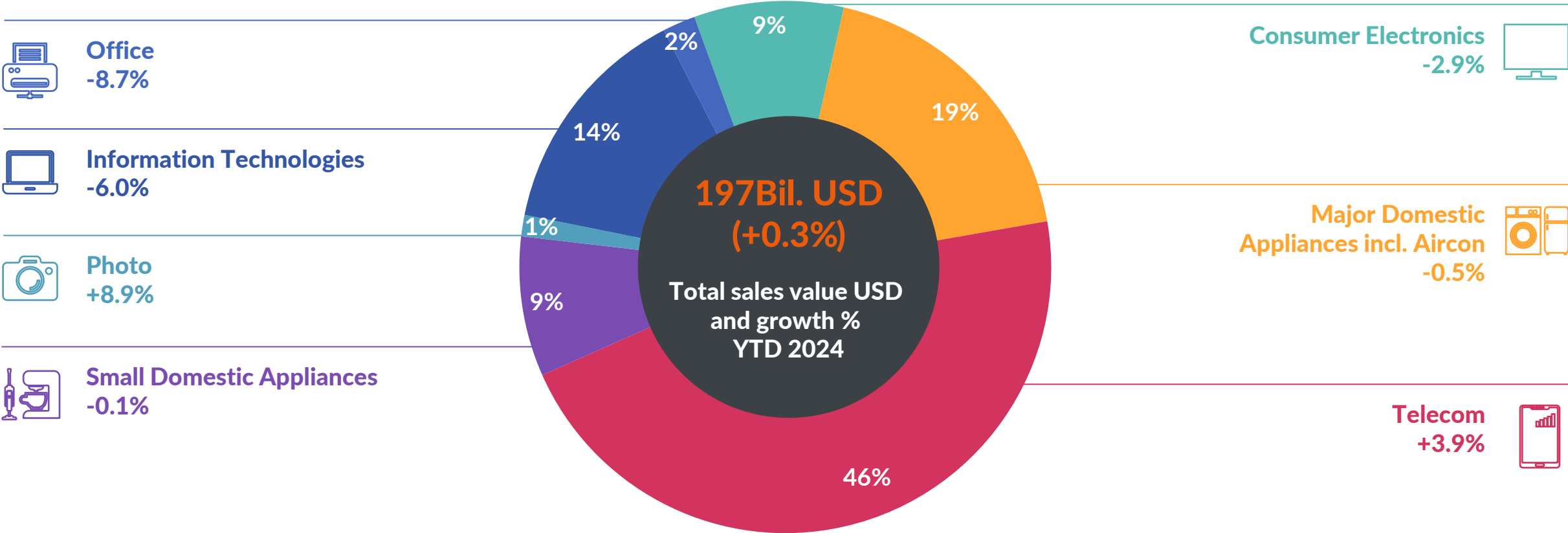
Macroeconomics & TCG Overview

Global economic resilience persists in Q1 2024 despite tailwinds of challenges



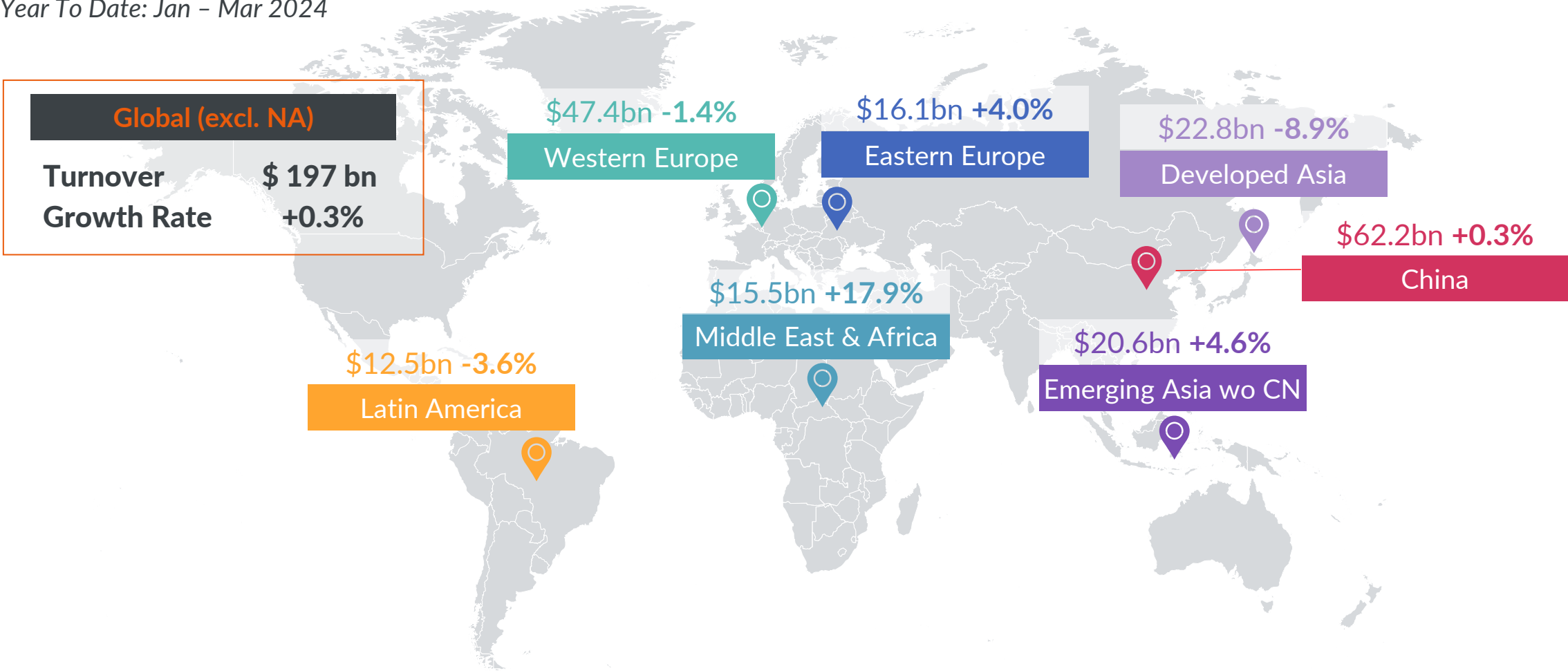
Tech & Durables total market witnessed changing dynamic in Q1 2024 primarily due to telecom resurgence

Global (ex NA) Tech and Durables | Sales Value USD (NSP) share | Growth rate YoY | B2C Retailer Market
Year To Date: Jan – Mar 2024



Despite saturation effects – Middle East & Africa outperformed

Global (ex NA) Tech and Durables | Sales Value USD (NSP) share | Growth rate YoY
Year To Date: Jan – Mar 2024





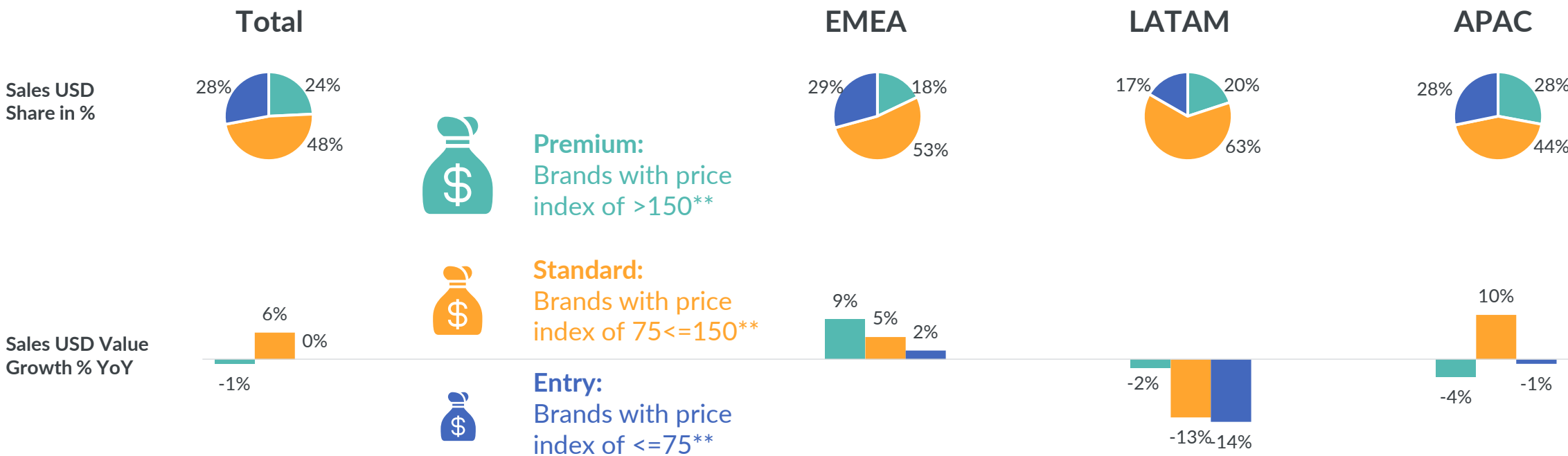
Price & Premium

Overall affordable premium trend continues among limited consumer base

Entry brands growth in EMEA and LATAM region



Global (ex NA) Tech and Durables | Sales Value USD (NSP) | Key product groups*
Year To Date: Jan 24 – Mar 24



Source: GfK Market Intelligence: Sales Tracking Retailer Market, International Coverage (excl. North America), USD (NSP) Value & growth. PRJ 249348 - RG 5670422 - RP 40319047 - ID 589517860 | *Cooling, Washing machines, Air treatment, Vacuum cleaners, Shavers, Food preparation, Dental care, Hot beverage markers, Mobile computing, Monitors, Pointing dev, Keying dev, Media tablets, Smartphones, Laser printing dev, Inkjet printing dev, PTV/FLAT, Soundbar/base, Audio home sys., Desk comp excl. mediabox&mediastick, Headphones, Headsets | ** Price Index per brand is aggregated up from a country/product group level to use comparable price index information within one country and product group. E.g., price index of Bosch in Germany/fridges is used for the analysis, not price index of Bosch across all product groups (to avoid bias) | Global TCG Trends Report Q1 2024 – Global Strategic Insights

Price sensitivity peaked in 2023 while consumer sentiment is set to improve

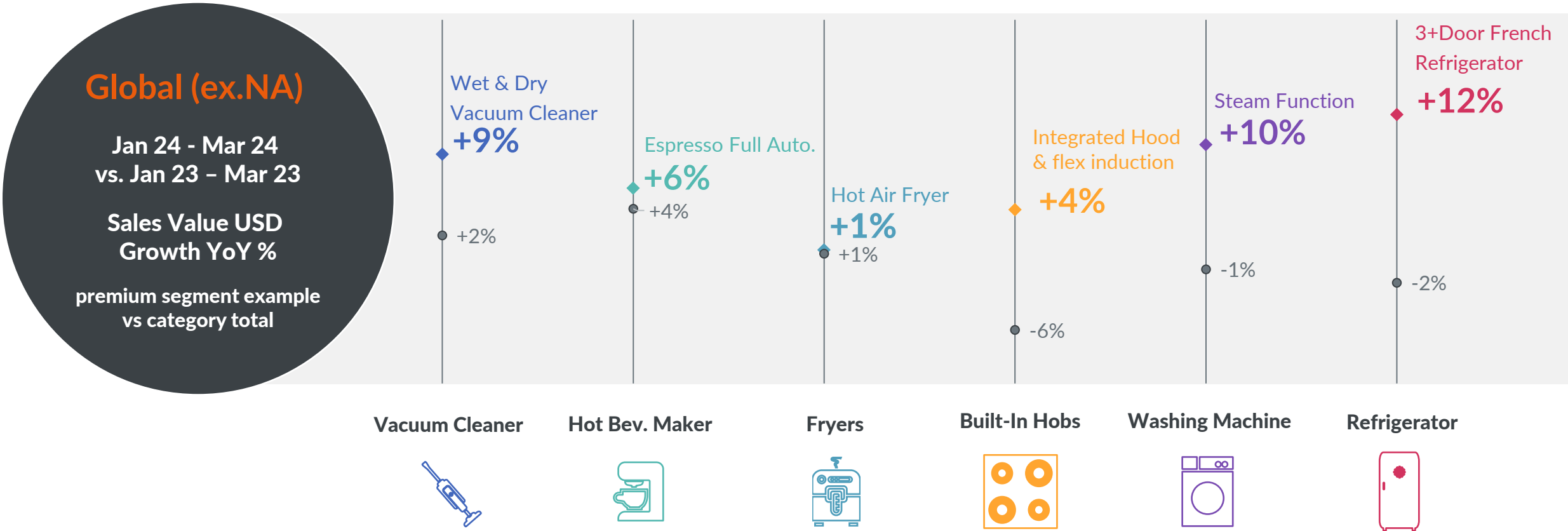
45% agree

“Price is the most important factor in my purchasing decisions”

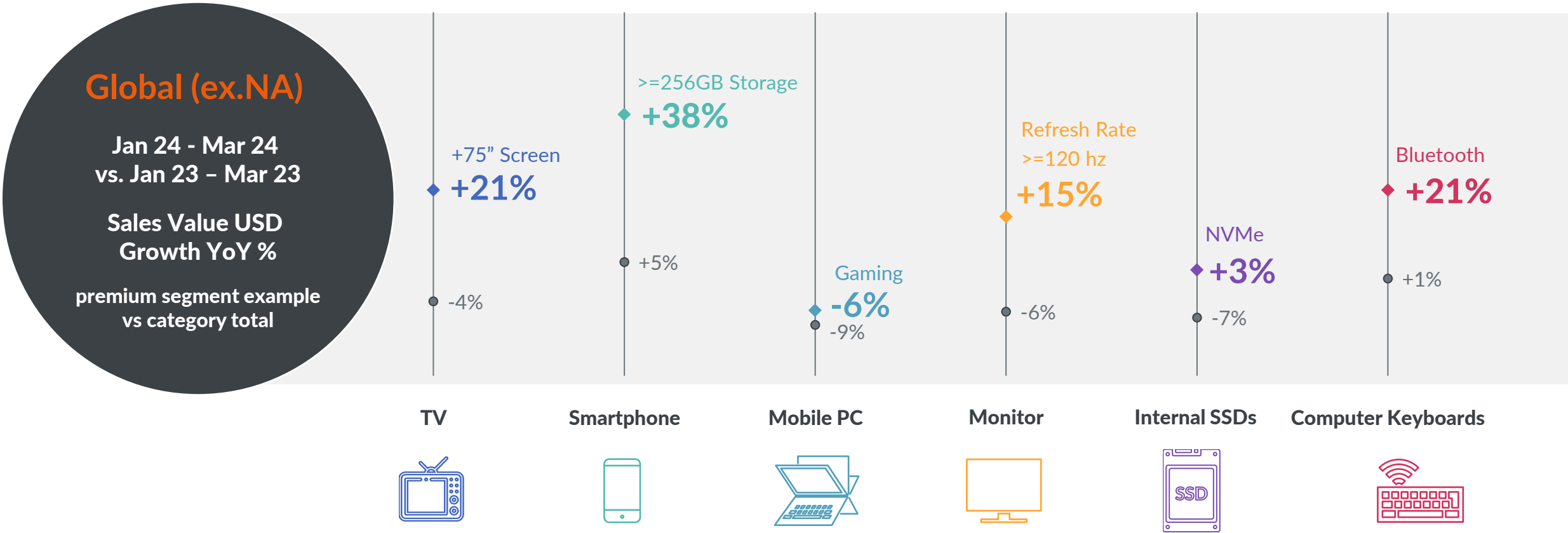
Consumer financial position
Sentiment year-over-year (% respondents)



Select premium feature sales increased/declined slower than the category average



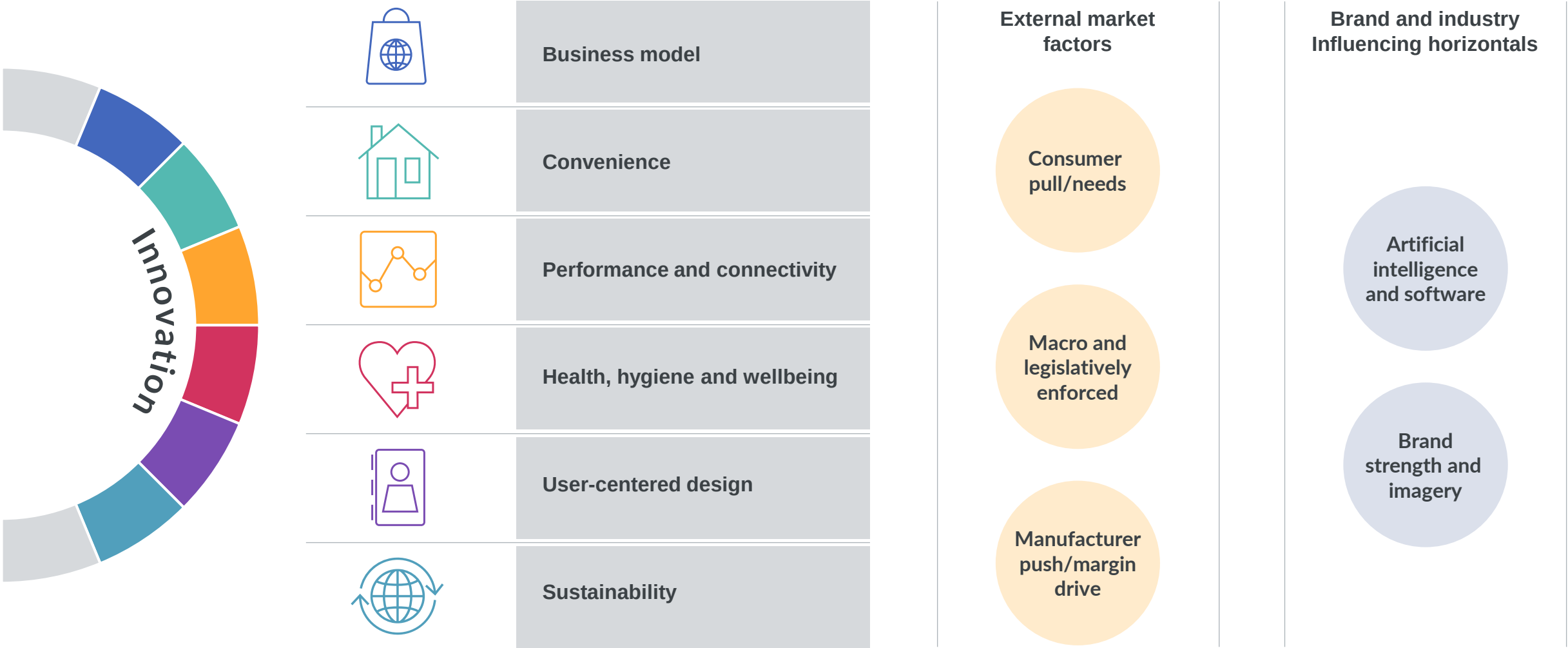
Select premium feature sales increased/declined slower than the category average





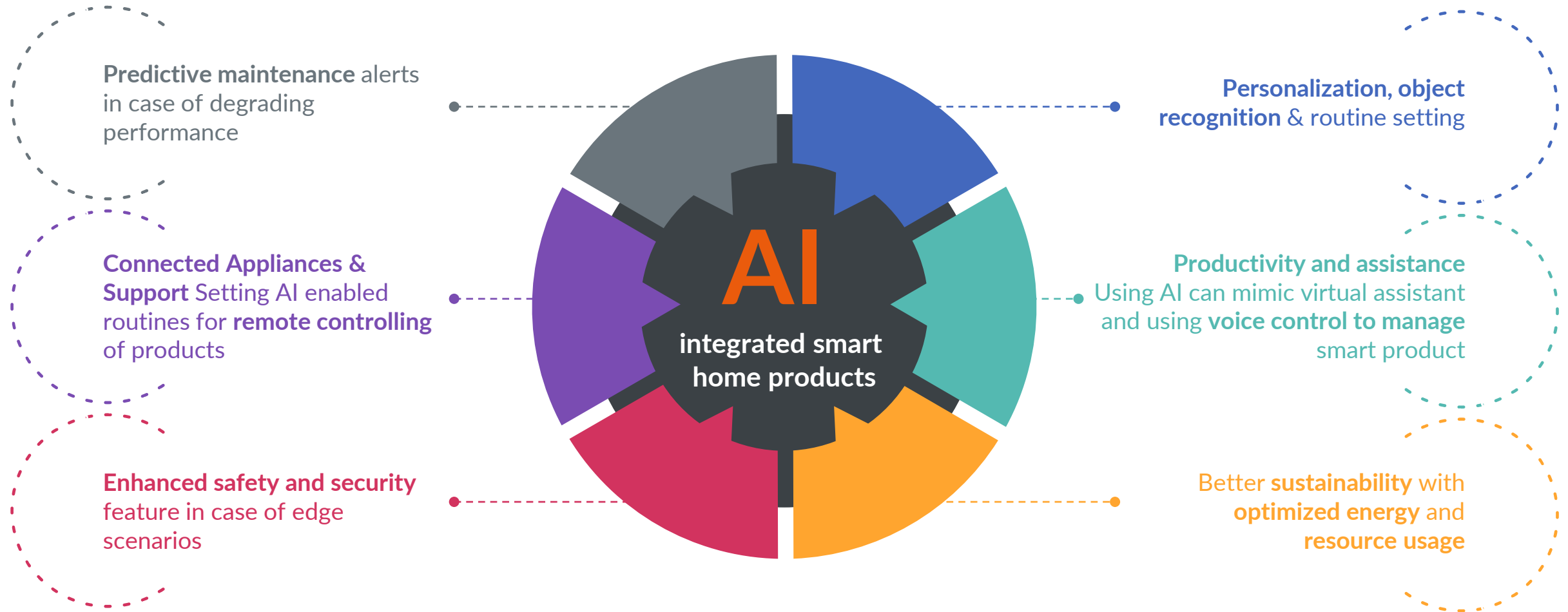
Innovation & AI

What does innovation look like in T&D industry?



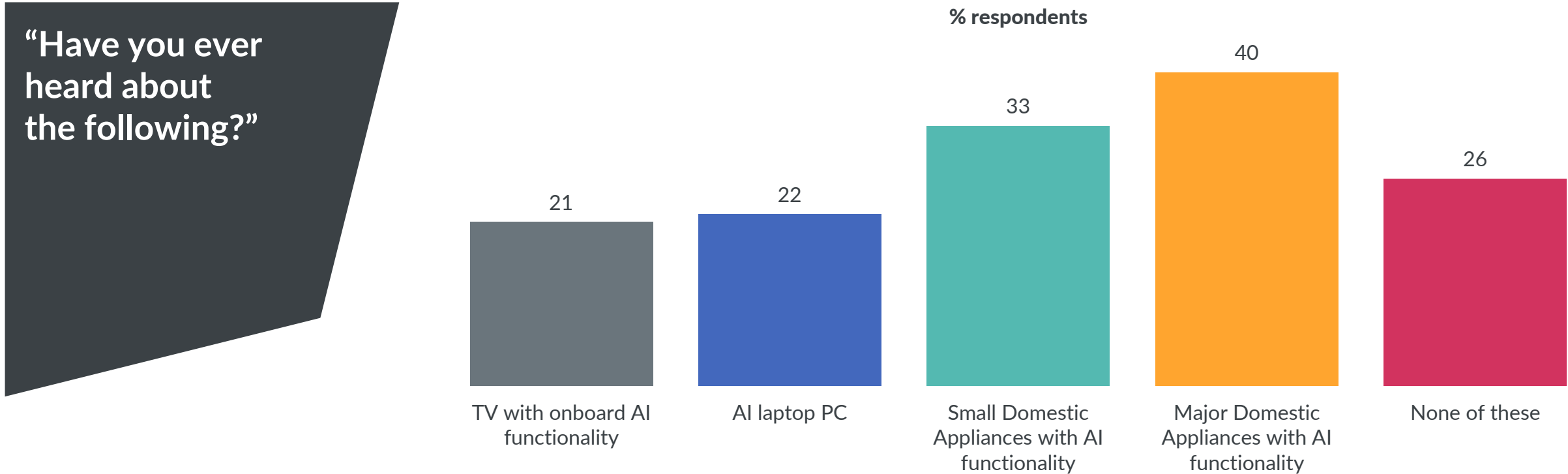
Source: Conceptualized by market experts of Global Strategic Insights Team @GfK. This is conceptualized by looking at some of the key categories across all key TCG and H&L sectors. How is it different from trends and themes: There will certainly be some level of overlap as some trend manifest as drivers innovation. But innovation is at a more basic level at an execution or implementation level versus a trend which is more broad

Further development of smart home integrating AI opens more opportunities



Are consumers aware of AI when making purchases?

Germany consumer survey

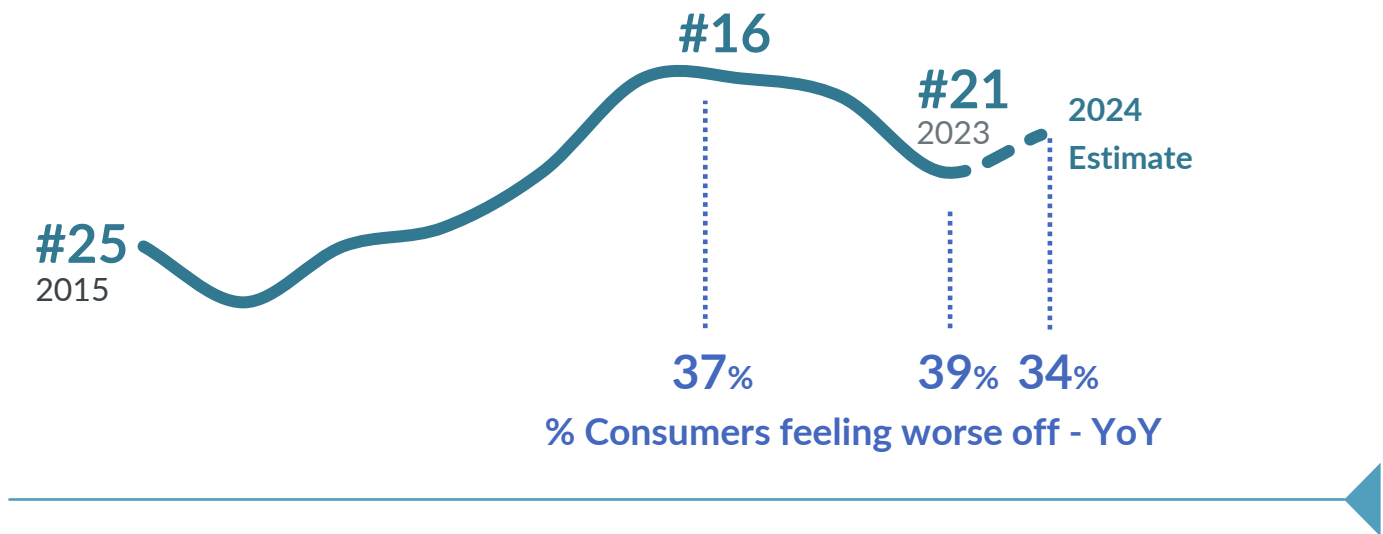




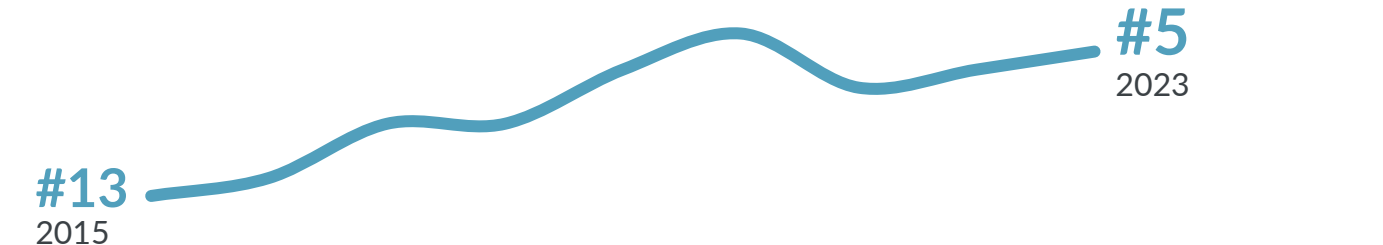
Sustainability



For 2024, sustainability is expected to grow in relevance, as economic security rises

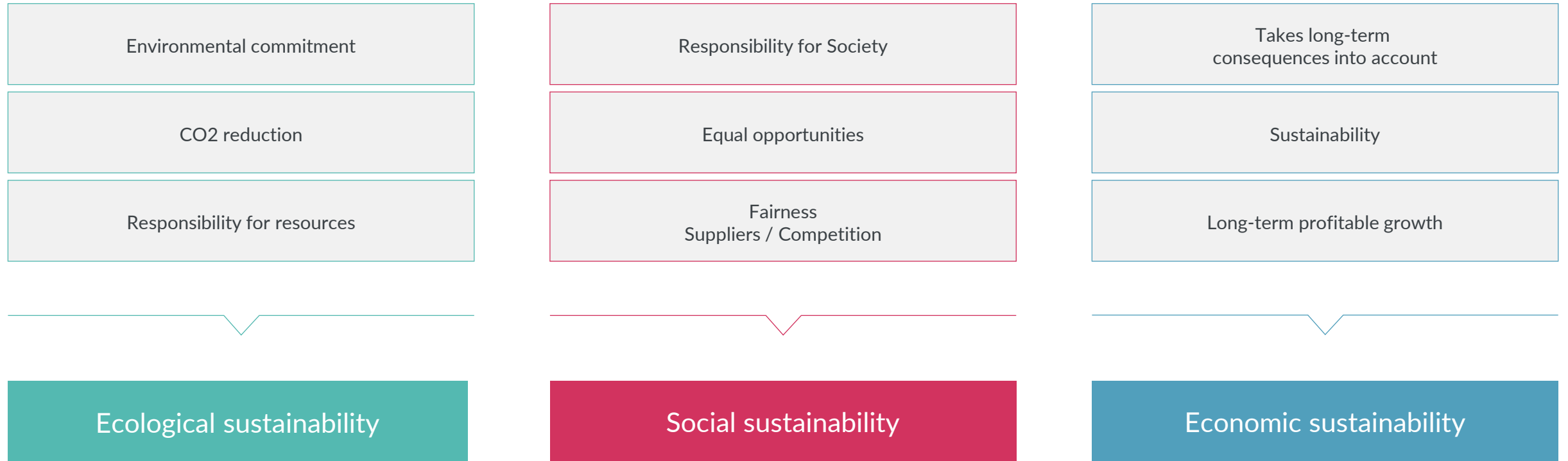


Climate Change is a key, fast-growing concern



Sustainability is more than ecology

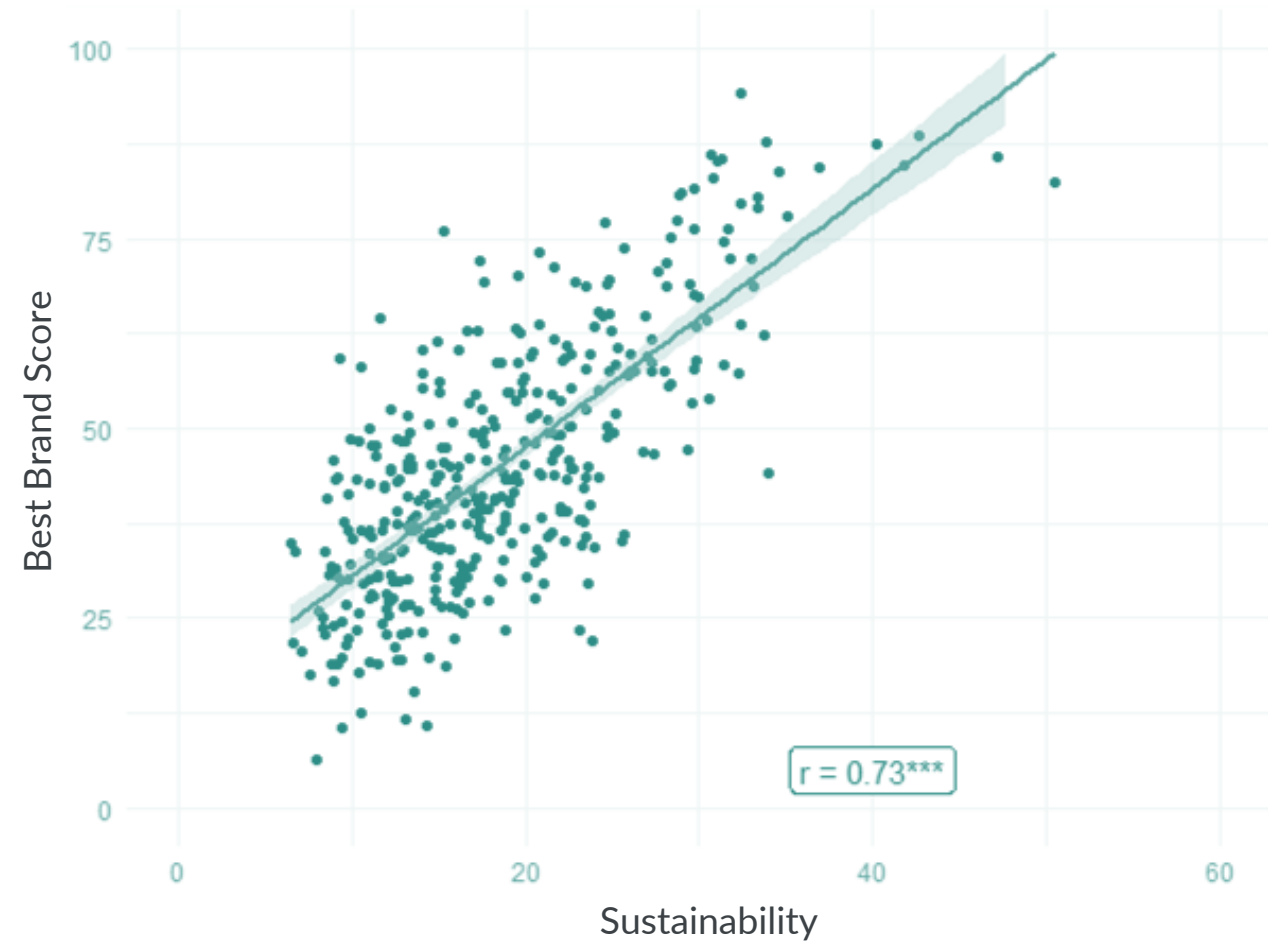
Three dimensions of sustainability that successful brands need to consider



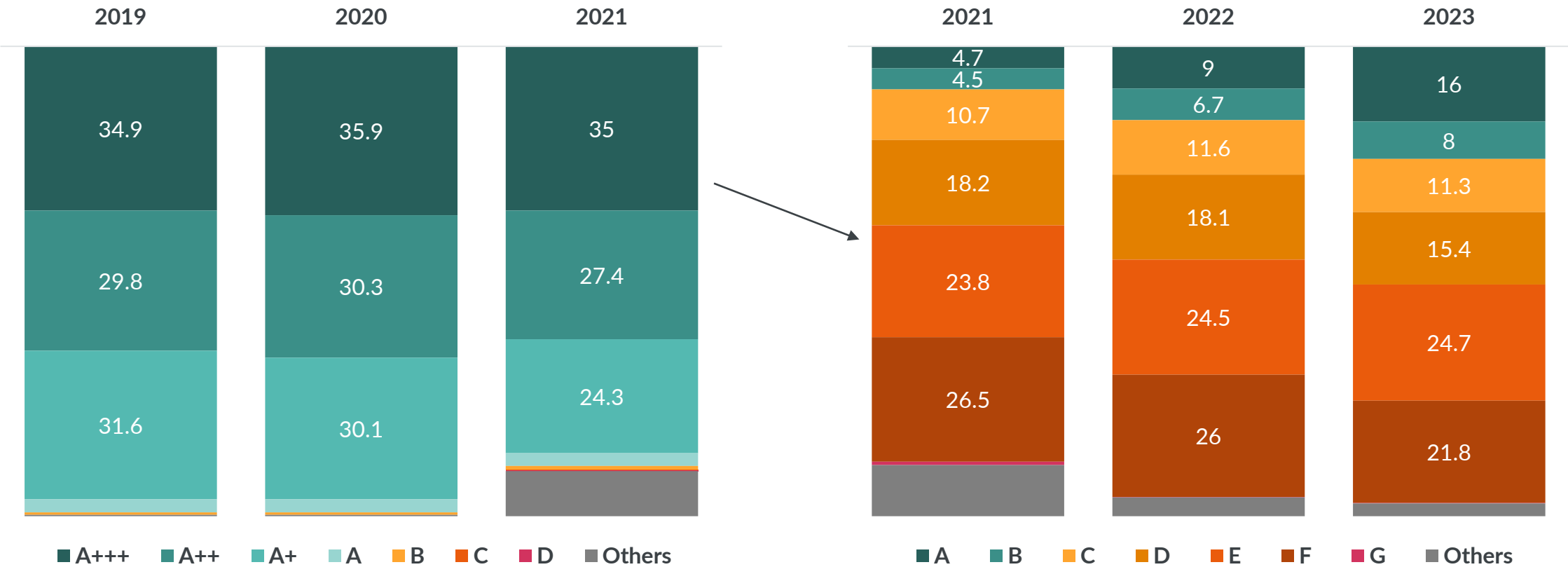


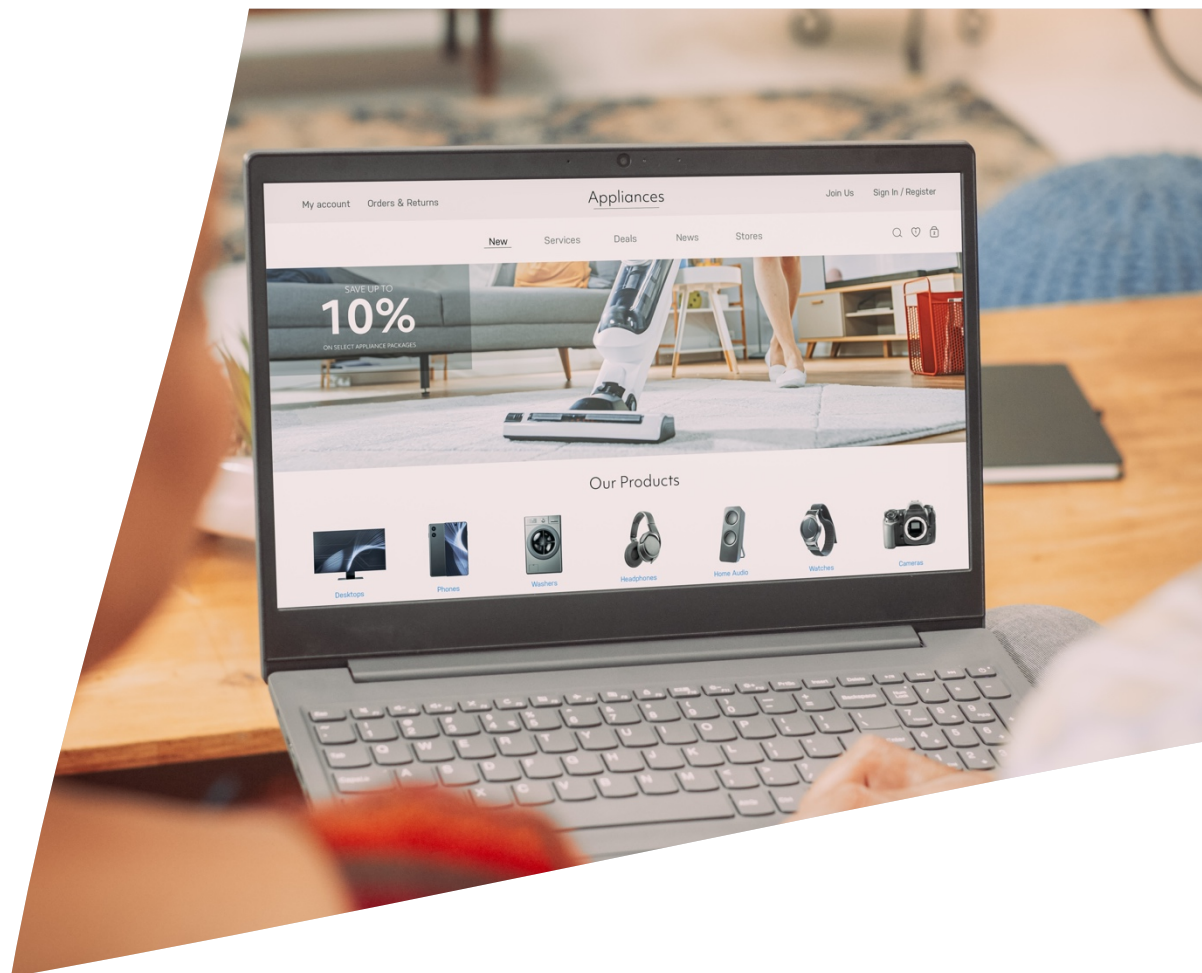
Best Brands: Sustainability has a decisive influence on brand success

Sustainability and Best Brand Score



New energy label introductions in 2021 allowed for greater differentiation





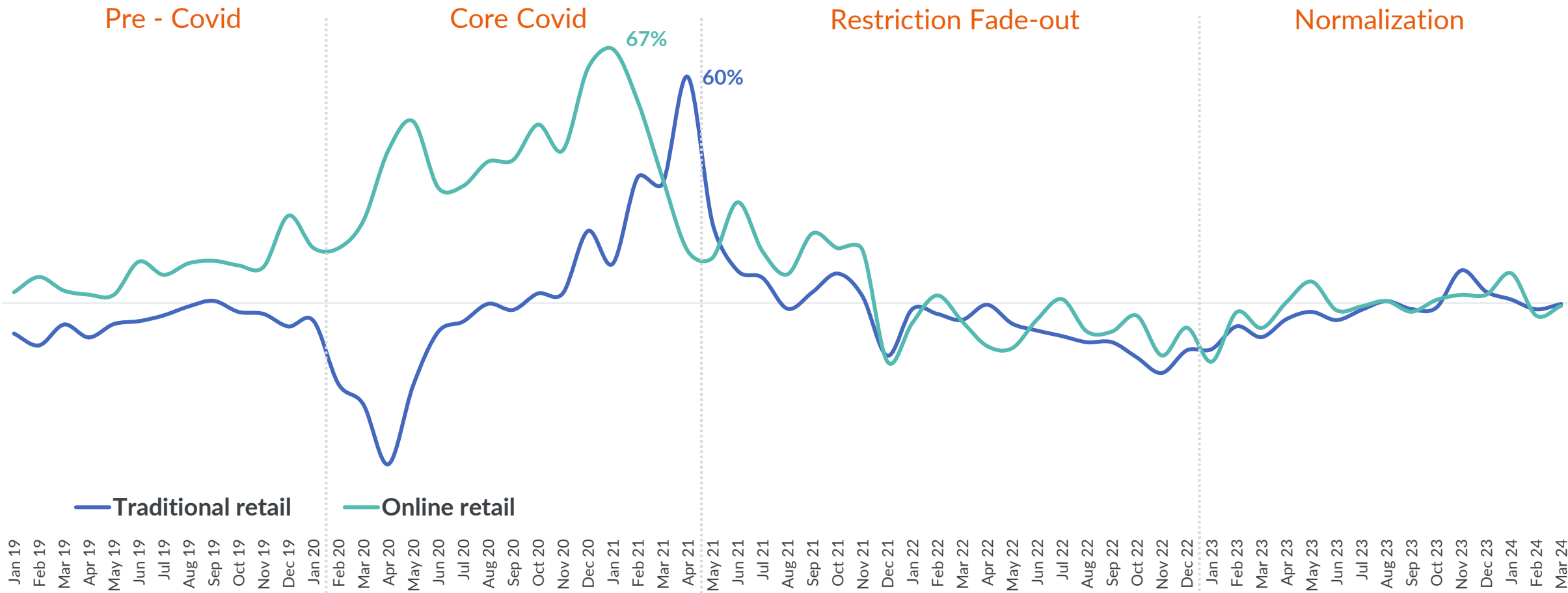
Seamless Shopping & Promotions

Online retail and traditional retail continue to stabilize in Q1 2024

Baselines effects impact the marginal difference in growth rates



Global (ex NA) Tech and Durables | Sales Value USD (NSP) growth YoY %
2019 – 2024



Consumers demand a seamless shopping experience



Increased relevance of promotional events

Top 7 promotional
events that matter

34%

+5ppts vs 2019

TCG Sales:
Event % of year in
2023

Increased duration of top 7
promotional events

11 weeks
(2019)

15 weeks
(2023)



Questions & Answers



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Thank you!

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