

Interplay of market forces: tariffs and shopper choices

insight
summit
2025

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Agenda

*Interplay of market forces:
tariffs and shopper choices*

The big picture: Global Tech and Durables

Impact of tariffs

The intentional shopper

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*Interplay of market forces:
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**The big picture: Global Tech and Durables –
Global tech and durables market returns to growth, driven by
replacement cycles & subsidies**

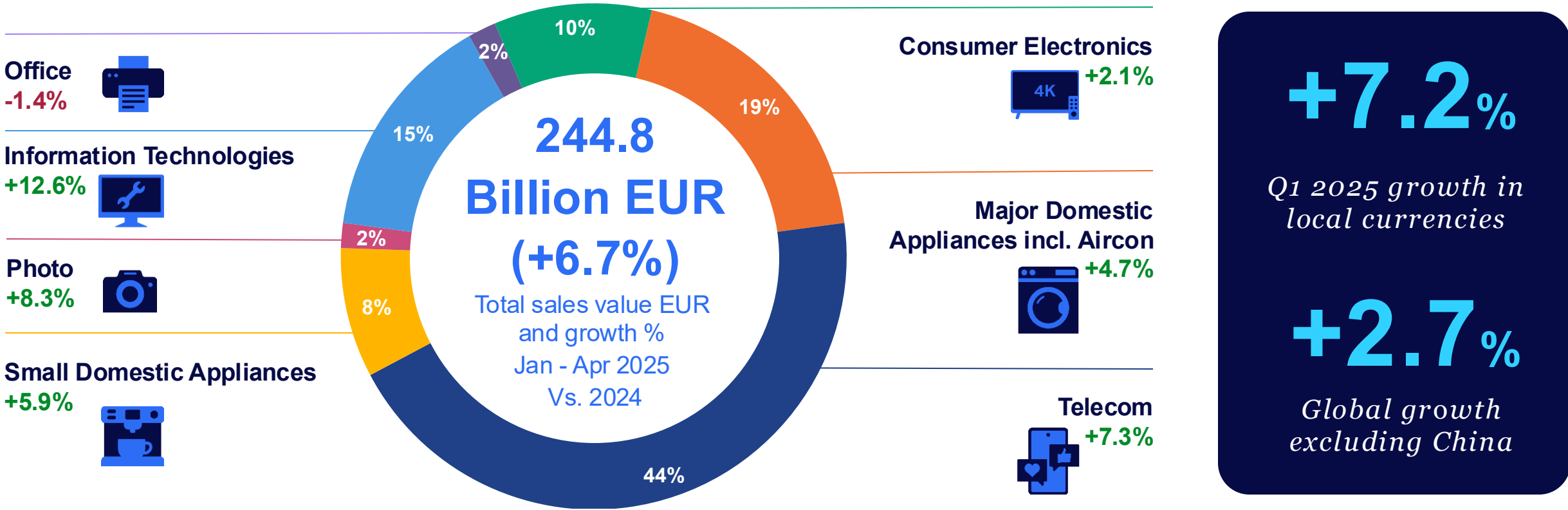
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Tech & Durables total market returns to growth, driven by subsidies and volume demand

Substantial IT growth due to replacement cycle 5 yrs. post COVID / + political stimulation programs (e.g., China) show effect

Global (ex. NA, RU) | Tech and Durables
Sales Value EUR (NSP) | Growth rate PY +/-%YTD: Jan-Apr

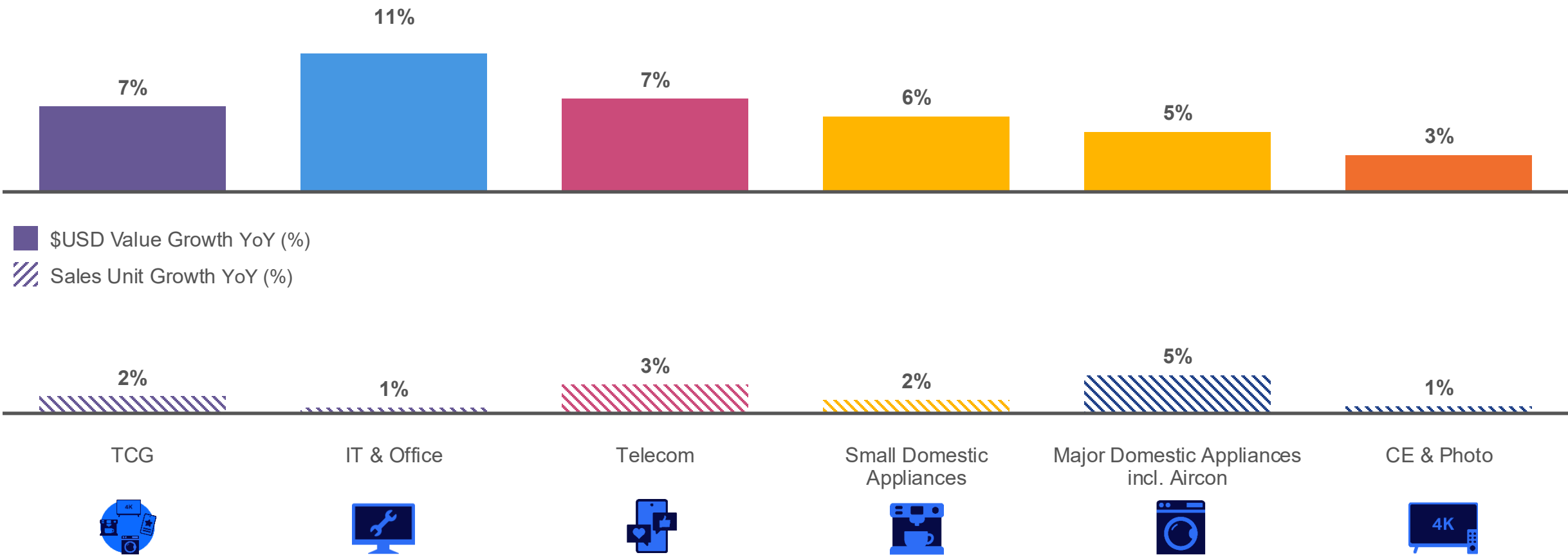


Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs 2024

Value growth shifts to digital categories in IT and Telecom

Volume driven by telecom, major and small domestic appliances

Global (ex. NA, RU) | Tech and Durables
Sales Value EUR (NSP) | Growth rate PY +/-%YTD: Jan-Apr

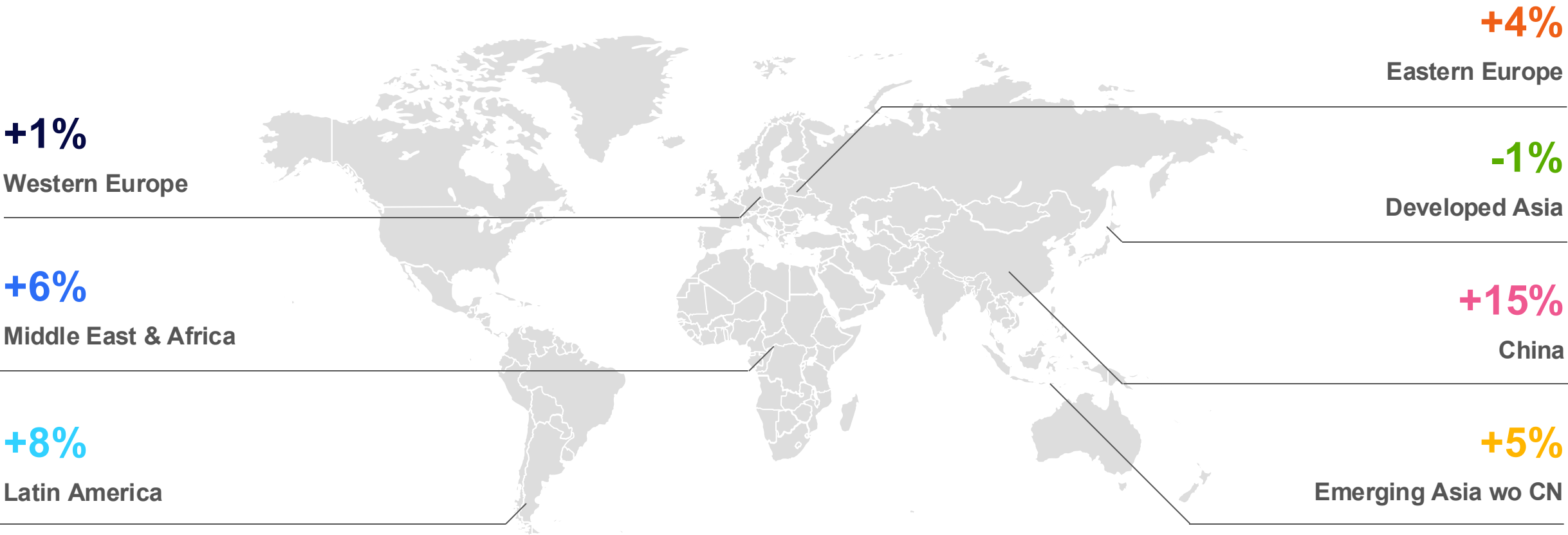


Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs 2024 | CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Emerging countries driving the growth

Developed Asia on the decline, whereas Eastern Europe and Middle East Asia decline reflects a high baseline of previous year

Global (ex. NA, RU) | Tech and Durables
Sales Value EUR (NSP) | Growth rate PY +/-%YTD: Jan-Apr



Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs 2024

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Impact of tariffs –

Chinese retailers and manufacturers pivot focus to Europe while consumers might be more cautious about spending

The intentional shopper

Why tariffs matter?

Impact across markets

What it means for retailers, manufacturers, and consumers



Supply chain adjustments: retailers may **source more products from within the EU** to avoid tariff-related costs, potentially changing the variety of goods available to Dutch consumers.



Rise of challenger brands: as tariffs make certain imported brands more expensive, we will face the rise of challenger brands. This could lead to more competition and innovation in the market.



Shift in consumer spending: in case, tariffs are causing rising prices, Dutch households may **cut back on discretionary spending** and focus on more essential goods.



What will happen next? We'll explore what businesses can do to **mitigate risks** and **adapt to shifting consumer behavior**.



We're curious

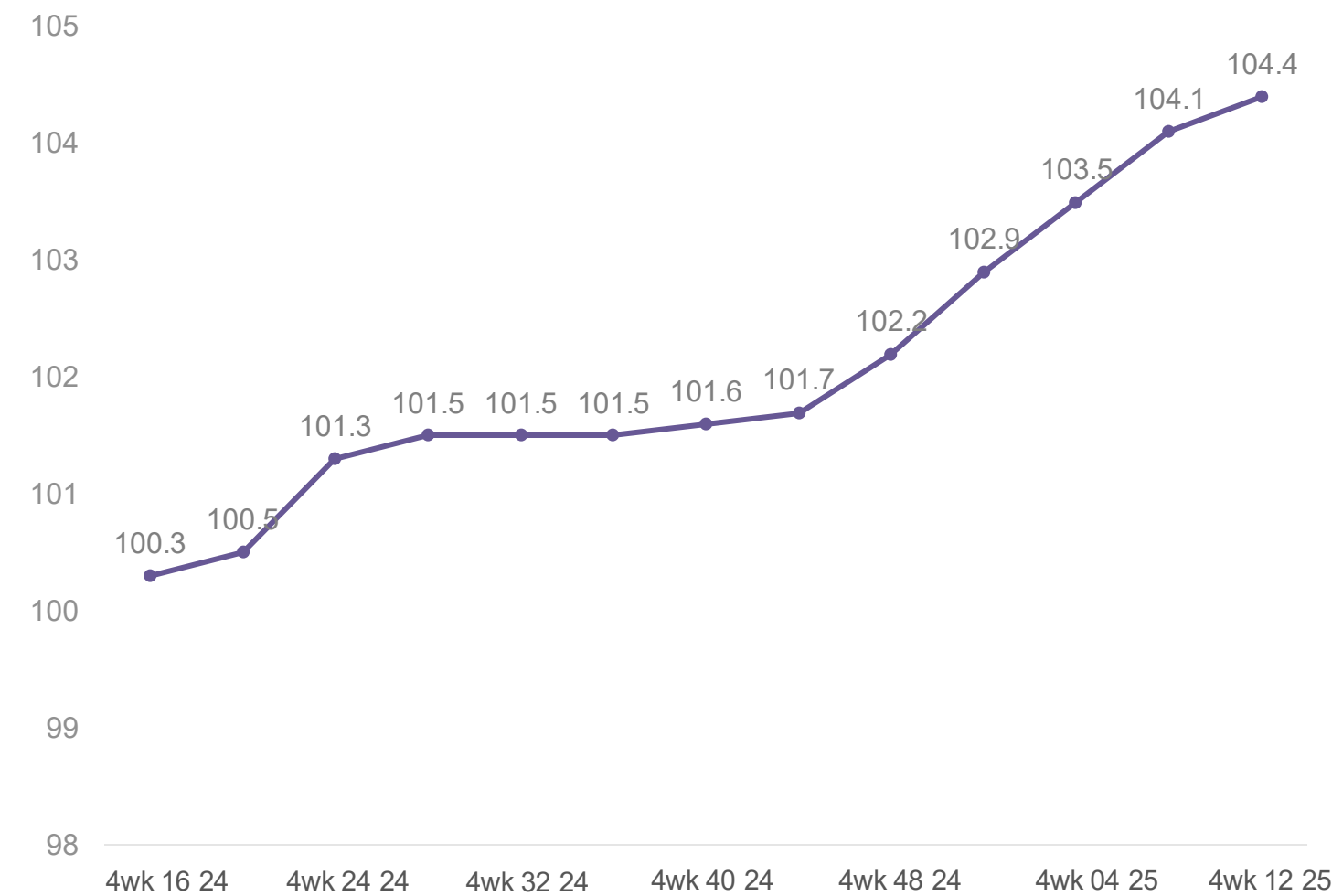
What's your sentiment?



*How do you think the new
tariffs will impact your
business and the Dutch
market in 2025?*

Non promo price development in NL on FMCG products

NP Price index LFL vs. 4wk 12 24, based on 37510 products
(Supermarkets)

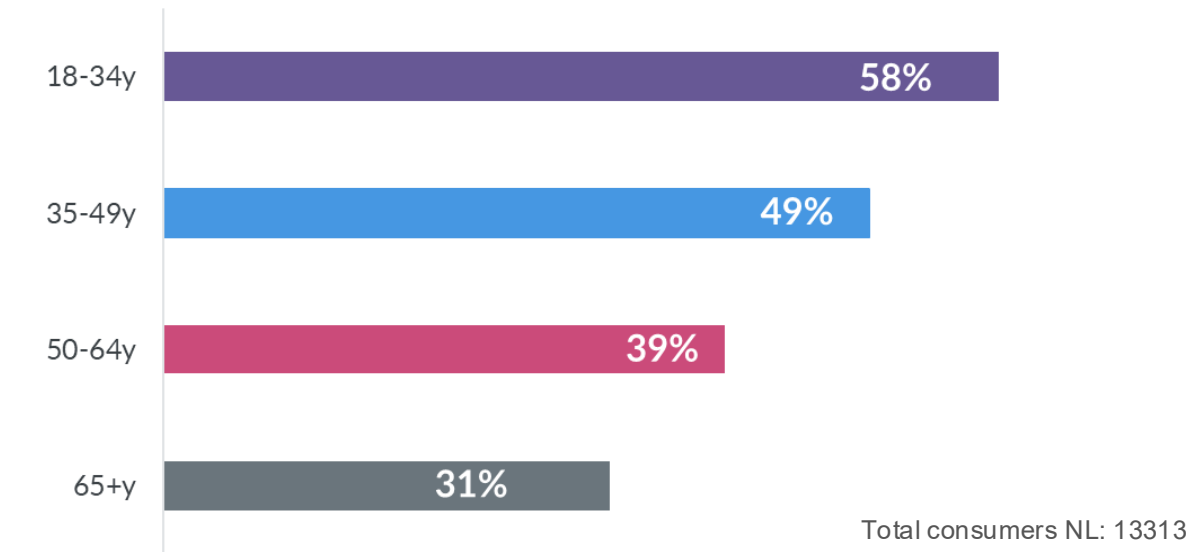


Tariffs & inflationary pressure could lead to more cautious consumer spending

"Based on basket of 37510 products sold in supermarkets. EAN's included represent an MAT value of 25.5 Bln. Excluded categories are Fresh categories with variable weight (fruit, vegetables, meat, bread, cheese), tobacco and general merchandise. () = value in euro x min of included SKUs. Selected product items have at least 1k euro sales every single 4w period over the last 2 years."

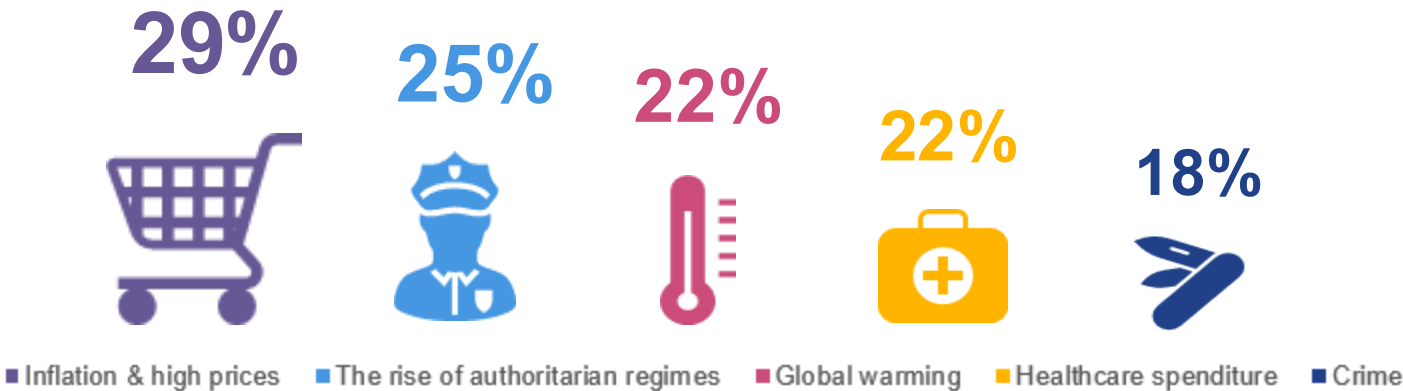
Economic uncertainty and cautious spending habits affecting NL consumers in 2025

Confidence that the economic situation will improve over the next 12 months



Nearly **1 in 3** Dutch consumers worry about rising prices.

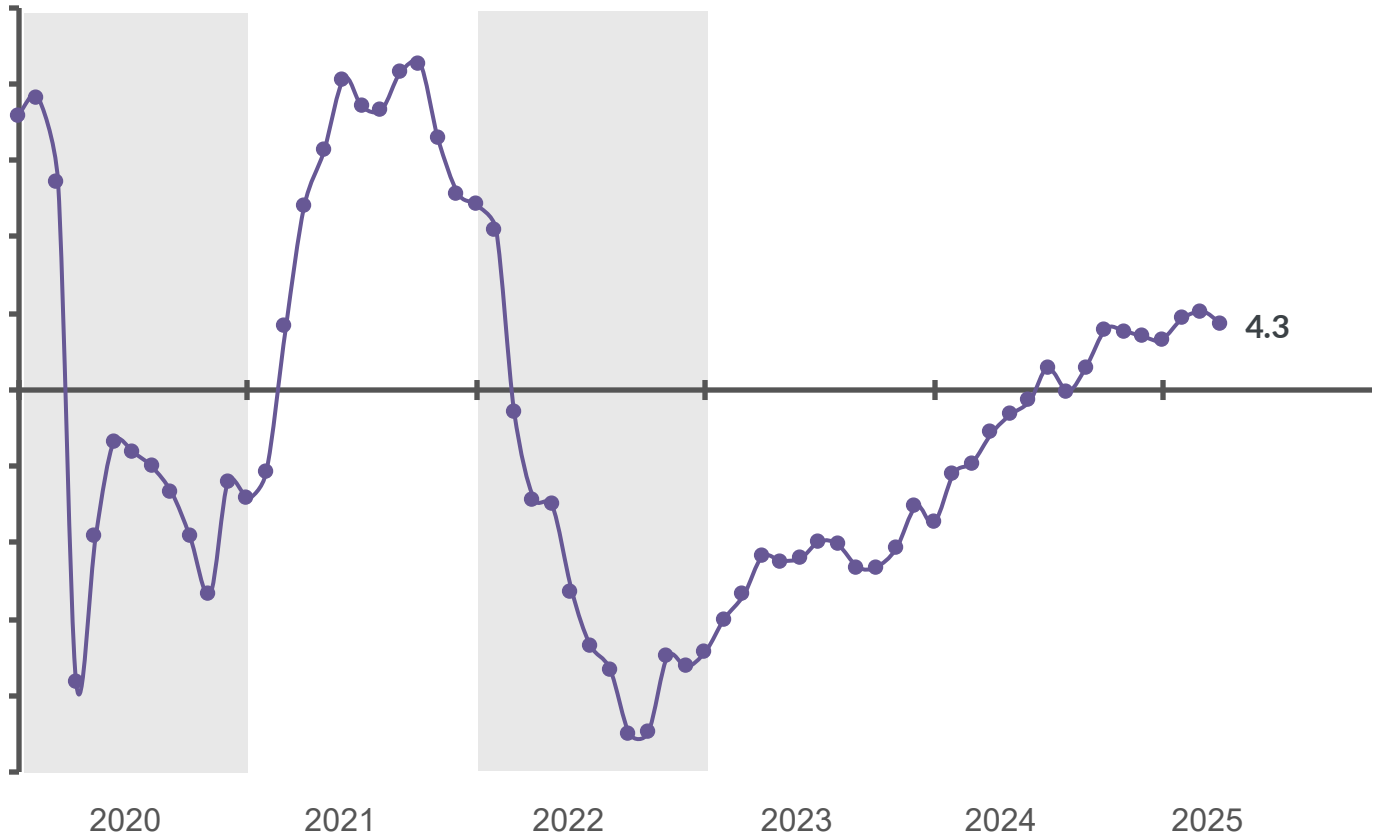
Top consumer concerns



Source: GfK/NIQ consumer panel NL- survey- May 2025

European consumer sentiment declines in April, with high expectations of increase in prices

Price consciousness might rise spending shift towards essential goods and discounters



Price expectation

+7 +5 vs. Mar'25

Price expectation

+32 +6 vs. Mar'25

Willingness to buy

-11 ±0 vs. Mar'25

Willingness to buy

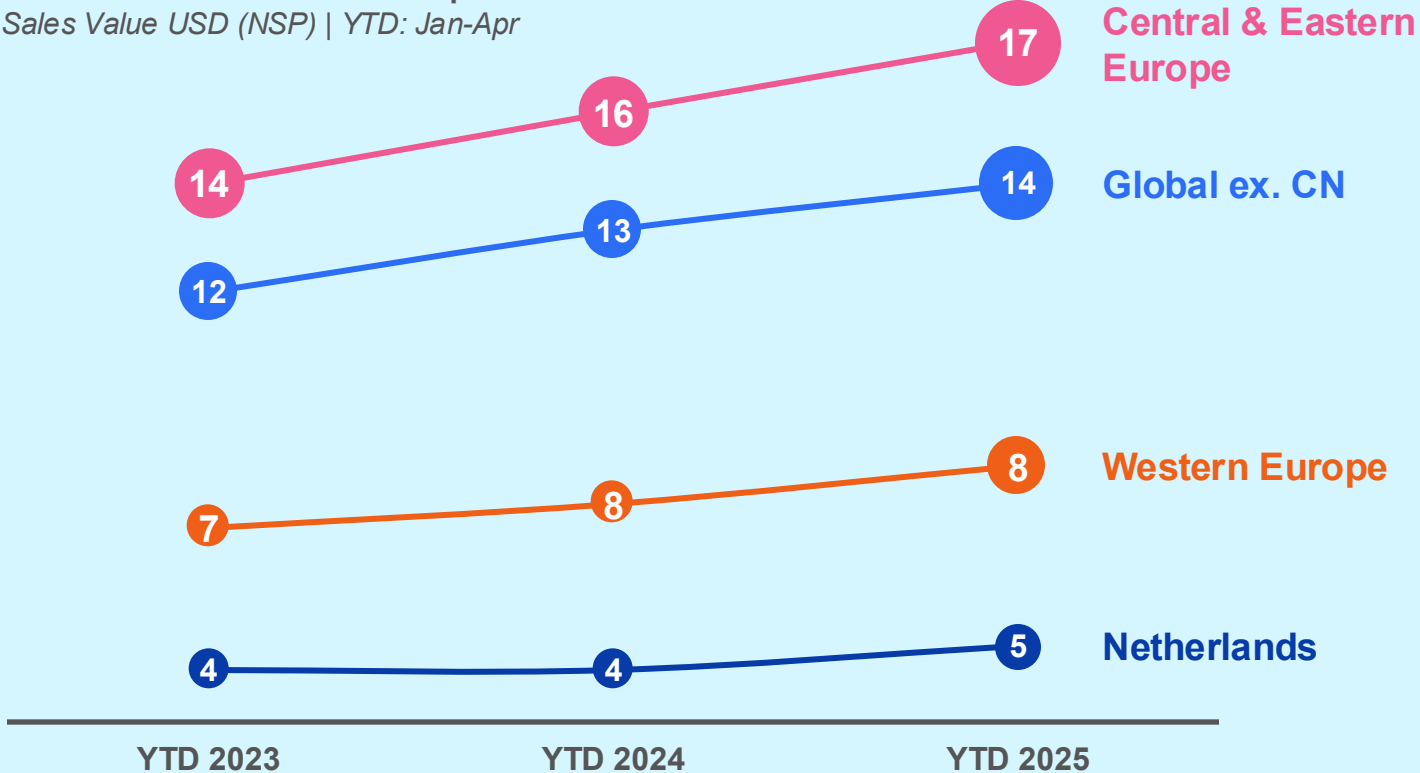
-25 -1 vs. Mar'25

Source: GfK Euro Climate powered by NIM, cofunded by EU Commission | April 2025

Chinese brands are steadily *expanding* their market share internationally

Share of Chinese brands | Tech and Durables

Sales Value USD (NSP) | YTD: Jan-Apr



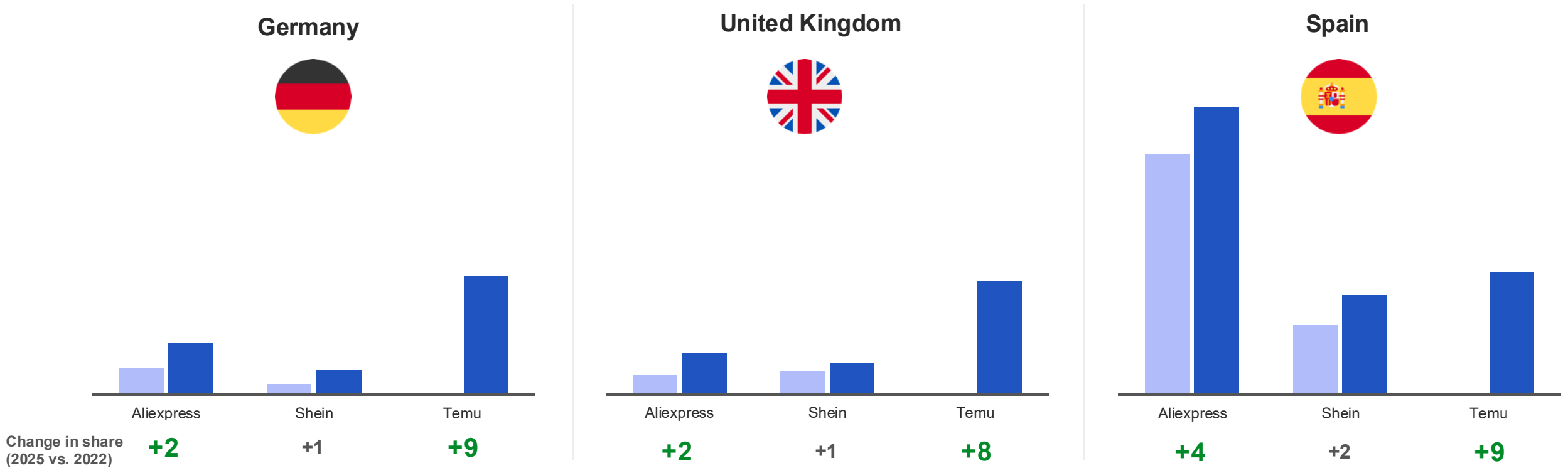
Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America, China and Russia); Retail channel coverage

Chinese marketplaces gain market share across digital sectors driven by aggressive push into Europe and rising preferences of consumers towards their assortment

NIQ Digital Purchases | Volume share of items (with ASP < 50 euros/pounds)

1st Jan 2022 – 18th May 2025

2022 YTD2025



Source: NIQ Digital Purchases | Computer & accessories, Smartmobilephones, PC & videogames | YTD2025 – 1st Jan to 18th May 2025 | Volume share of items | Y axis for all charts set at the same levels for better comparison

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**The intentional shopper –
Consumers spend smartly, not less!**

A shift towards *long-term satisfaction* over short term savings

58% agree

“For me, the most important thing about a brand is that it offers *good value for money*”

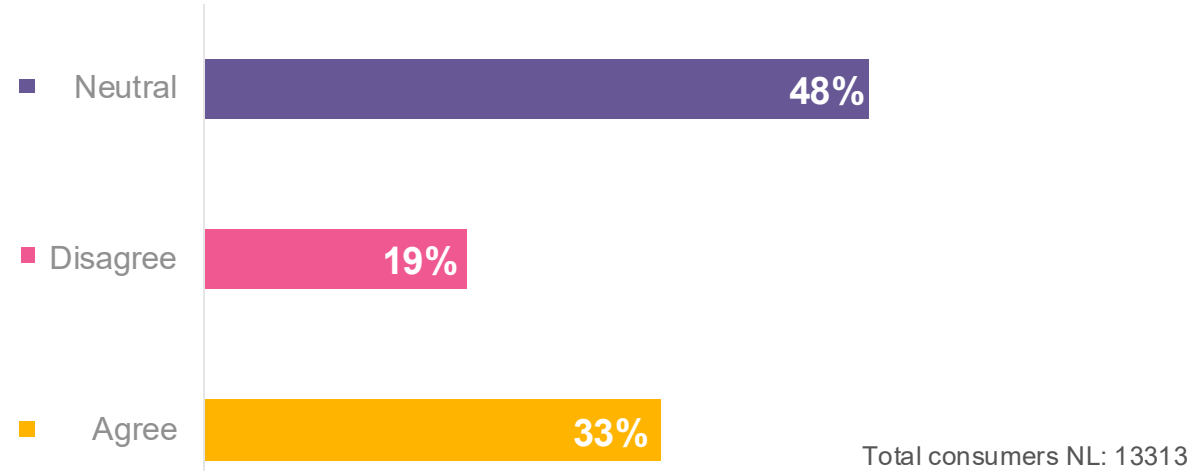
Source: NIQ Consumer Life Global 2024, E1J1M1, R8, R9 (global = 18 countries)
Qn – Importance when considering the value of a product or service, 9 ranking items

How important is each of the following when you think about getting “value” from a product?

- #1 Durable
- #2 High quality
- #3 Makes life easier
- #4 Trusted brand
- #8 Inexpensive
- #9 Stylish

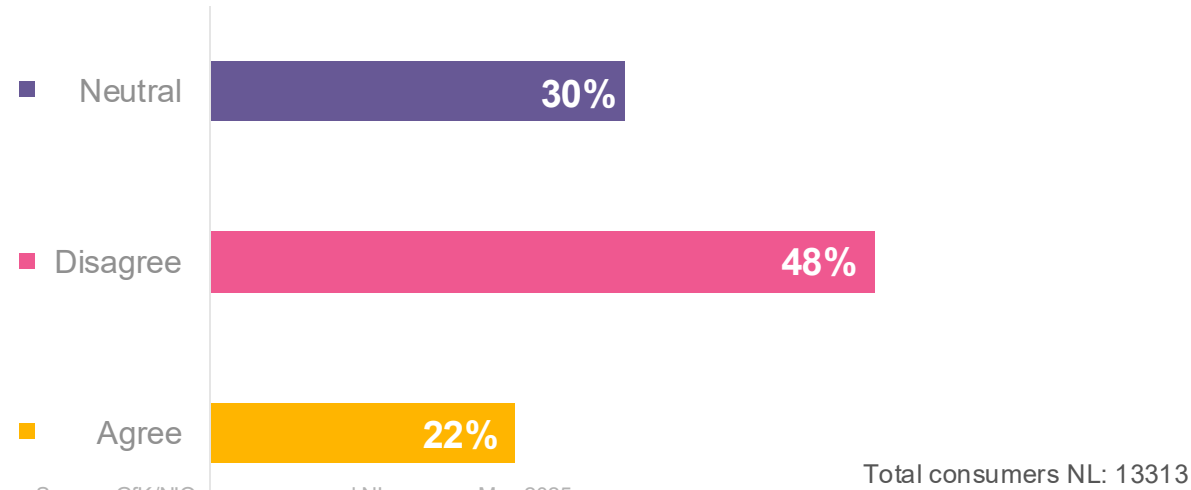
While inflation and tariffs are increasing costs, Dutch consumers are still willing to spend on non-essential items but with more price sensitivity

I expect that the situation with the tariffs (import duties) will have a negative impact on my personal financial position



1 in 3 Dutch consumers expects a negative impact.

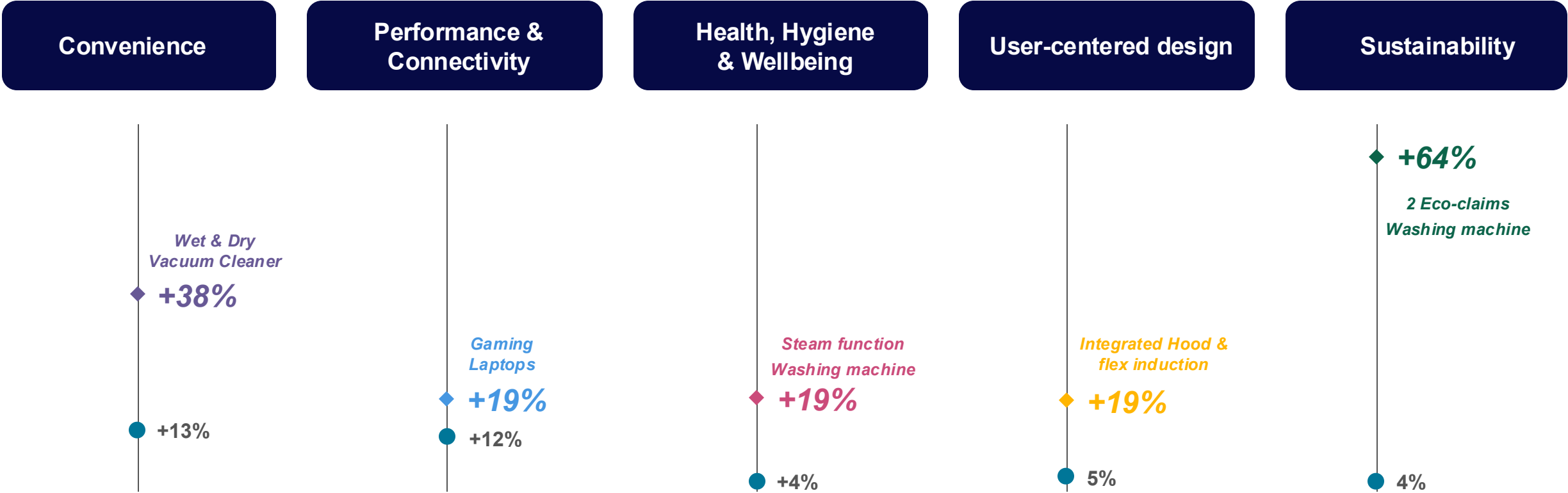
I am currently postponing non-essential large purchases



But only 22% are delaying major purchases.

Source: GfK/NIQ consumer panel NL- survey- May 2025

“Value” justifies high growth for innovative segments

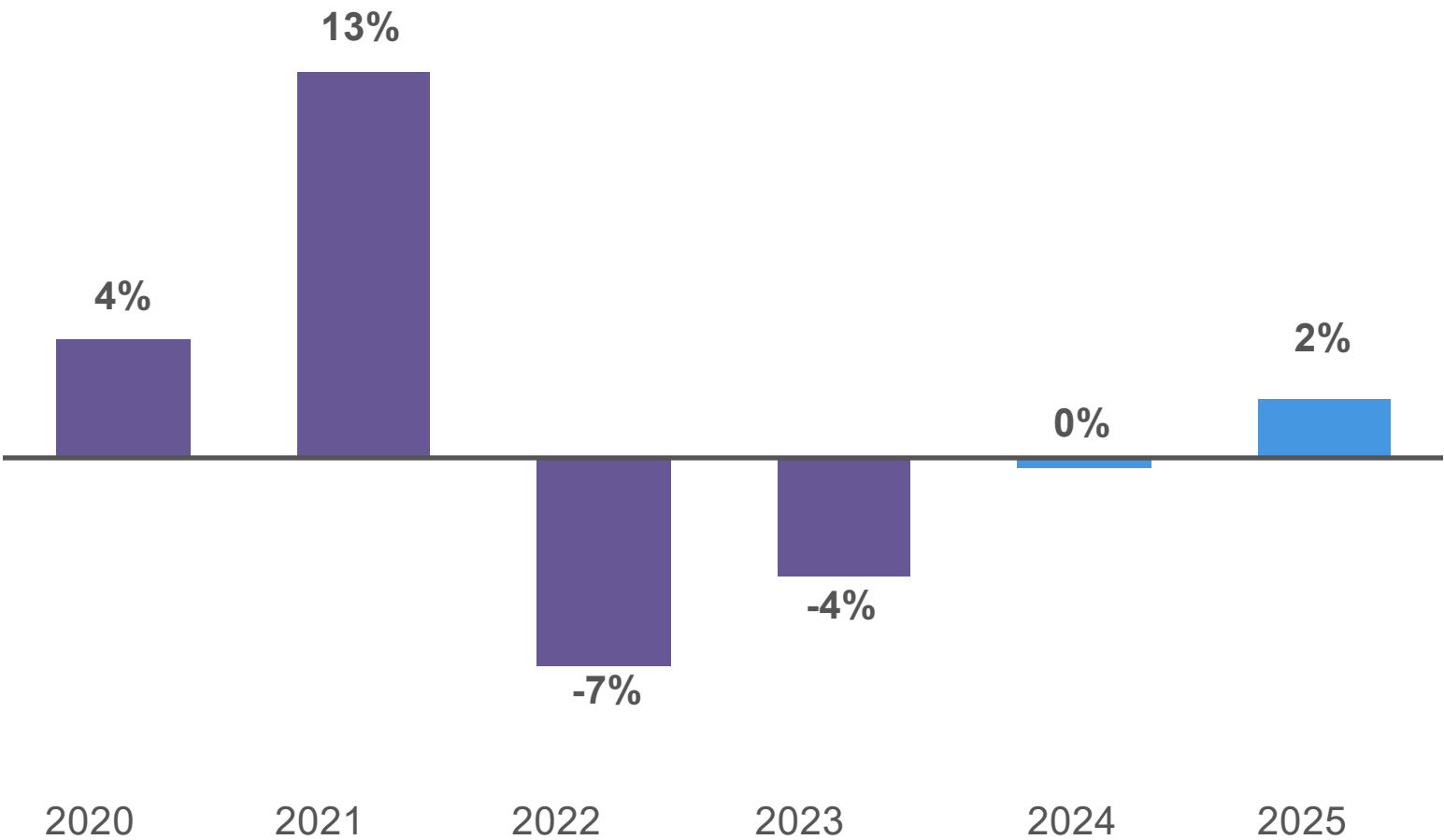


Segment Category

Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs 2024

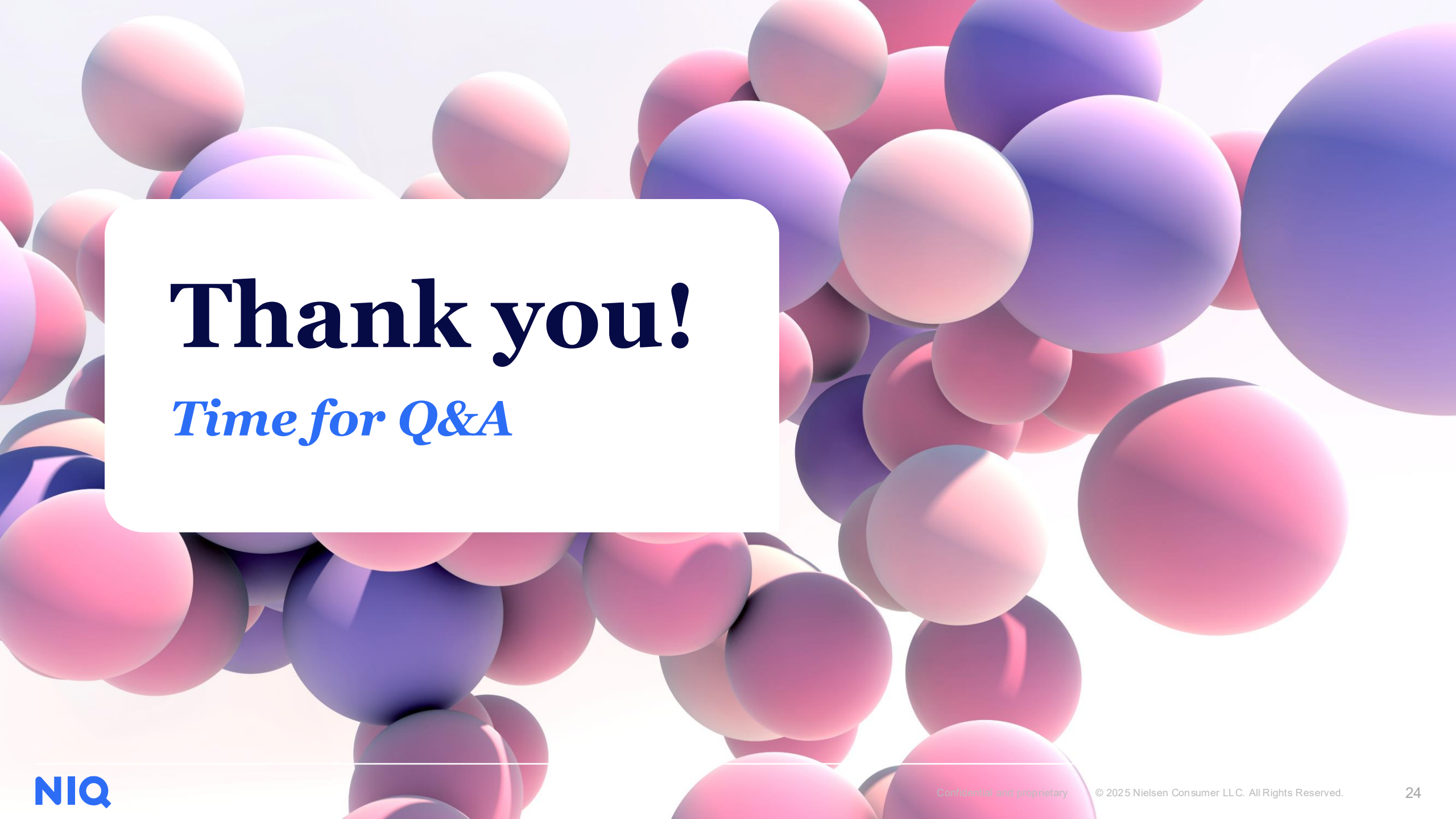
Tech and Durables Outlook 2025

Global growth and growth projections in revenue USD



T&D is set for growth in 2025
with IT being one of the primary drivers

GfK Market Intelligence and total market estimation incl. North America, based on USD. Forecasting date: Feb 17th, 2025, assuming stable USD exchange rate | North America estimation based on co-operation with Consumer Trade Association (CTA)

The background of the slide is filled with numerous 3D-rendered spheres in various shades of pink, magenta, and purple. The spheres are of different sizes and are scattered across the frame, creating a dense, abstract pattern. A white rectangular box with rounded corners is centered on the slide, containing the text.

Thank you!

Time for Q&A