

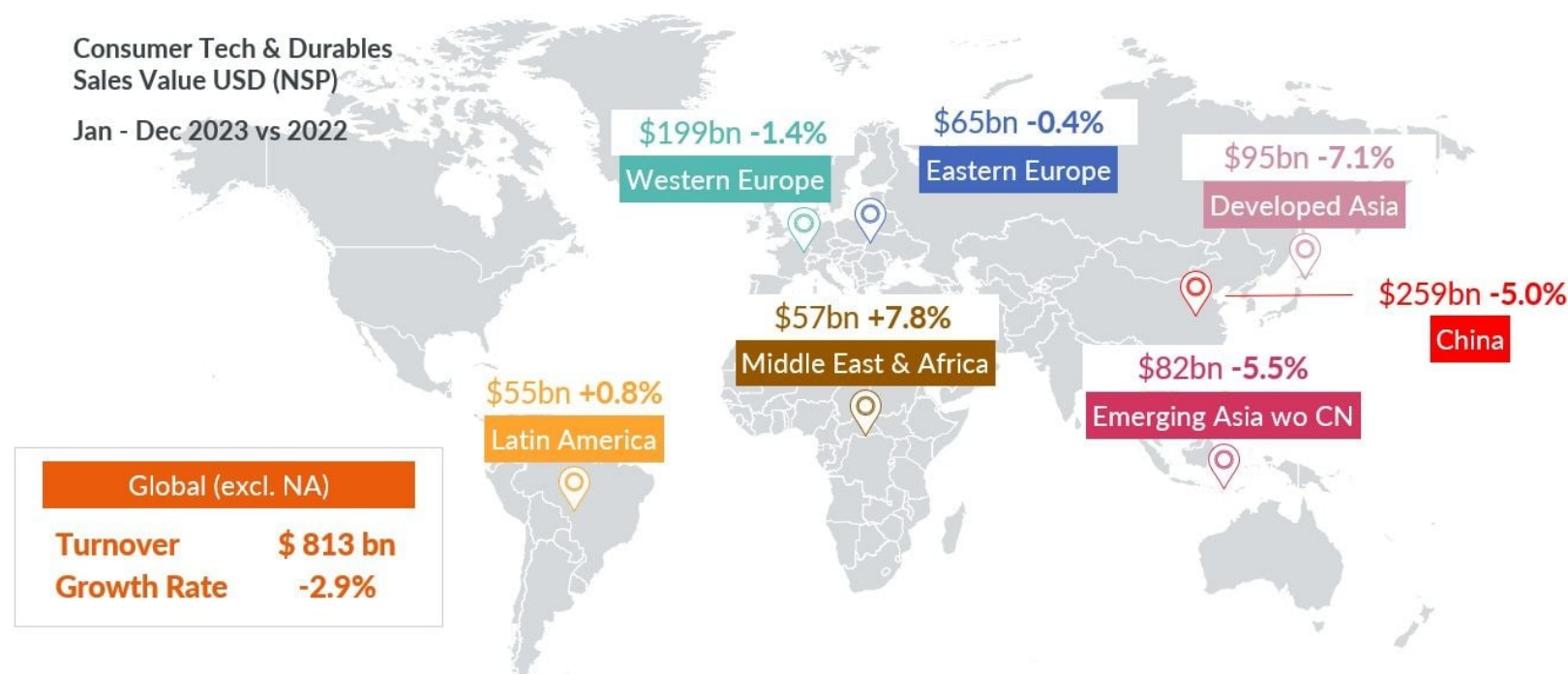
Consumer Tech & Durables

Market dynamics point towards growing stabilization in 2024

Slow global economic growth and ongoing uncertainty continue to challenge consumer and business confidence. However, **2024 sees cautious optimism** for certain Tech & Durables sectors, due to replacement cycles for key product categories.

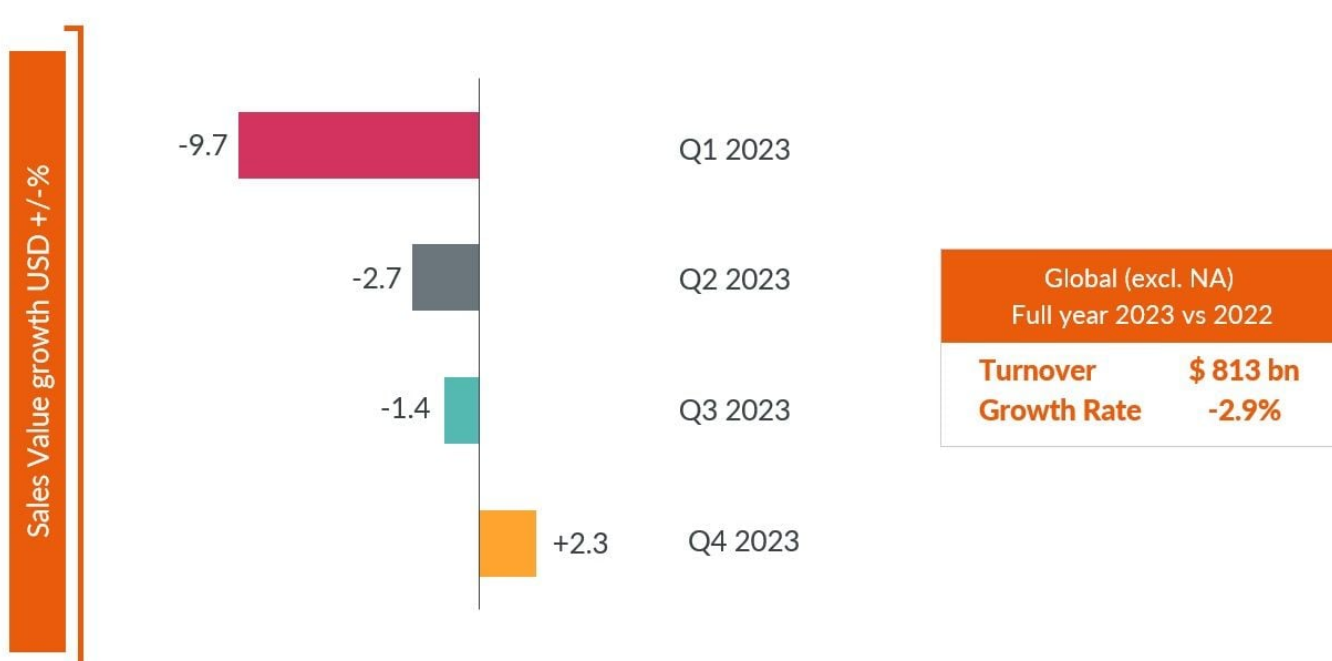
Based on current dynamics, **our 2024 Consumer T&D forecast** just tips into positive territory, driven by Telecoms & Small Domestic Appliances (SDA). Keep watching this space for our most recent forecast, as 2024 market trends continue to develop.

01 Consumer Tech & Durables sales growth in 2023: only Middle East & Africa outperform



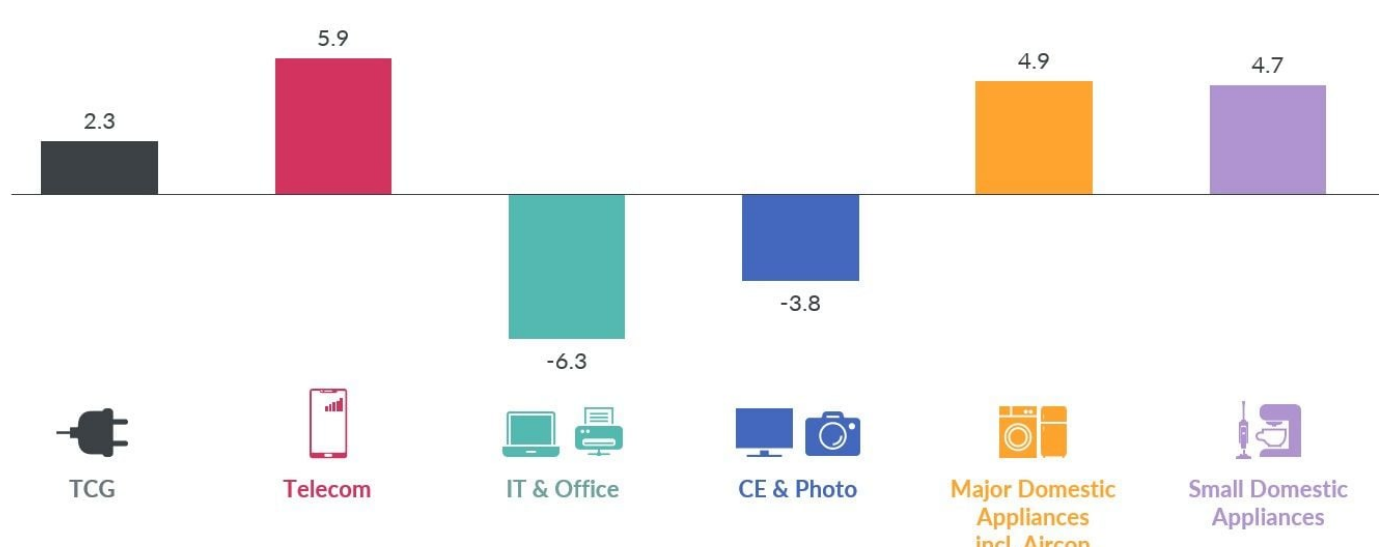
02 Promising dynamic in Q4 2023 points to increasing stabilization for 2024

Consumer Tech & Durables total | Period: Jan - Dec 2023 | Value growth USD +/- %



03 Q4 revenue growth driven by Smartphones and Domestic Appliances

Consumer Tech & Durables - sales value growth | Q4 2023 vs Q4 2022



04 Macro economic themes challenging Consumer Tech & Durables markets in 2024



Source: GfK Market Intelligence: Sales Tracking, International (excl. North America), sales revenue growth 2023 vs 2022. CE includes multifunctional tech devices; SDA includes personal diagnostics

For full analysis of the trends impacting 2024, sign up for our "Tech & Durables Outlook 2024" webinar, 21 March 2024