

T&D Breakout Session

NIQ-GfK Insight Summit 2024

Frankfurt a.M., Germany

NIQ + GfK

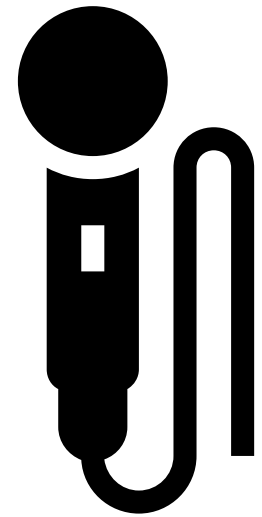
18 June 2024

NIQ



Agenda

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1. Intro and Welcome
-
2. Samsung Case:
Turning Insights
into Action
-
3. Proud to be
different – Erfolgreiche
Momentumstrategien
-
4. Paneldiskussion
-



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3. Proud to be different – Erfolgreiche Momentumstrategien

4. Paneldiskussion

Intro and Welcome



Jörg Leissner

Vice President
Commercial
Germany, GfK



**Alexander
Dehmel**

Head of CSM
Germany &
Austria, GfK

What's new?

gfknewron Market

One Platform, Total Clarity.

Introducing **gfknewron** | 3 powerful propositions together on 1 platform with Market relaunched

gfknewron

gfknewron Predict

What's next?

AI-powered recommendations
Promotion planning and forecasting
Revenue Premium guidance

gfknewron Market

What and where?

Market size & share
Segment and channel performance
Global summary

gfknewron Consumer

Who and why?

Shopper profiles
Brand funnel & perceptions
Retailer traffic & perceptions

gfknewron Market – Relaunch 4 June 2024

One platform for enhanced decision making

1

One Platform.

Data democratization across organization

- Global, regional and country insights
- Industry, category and product views
- Unified access to everyone in the organization
- Expanding to cover all market insights

2

Better decision making.

Comprehensive and customizable reports

- New features and facts
- Multi-country and multi-product-group views
- Overview page for fast answers to key questions
- From overview to core insight views with adjustable scorecards, time series and segmentations

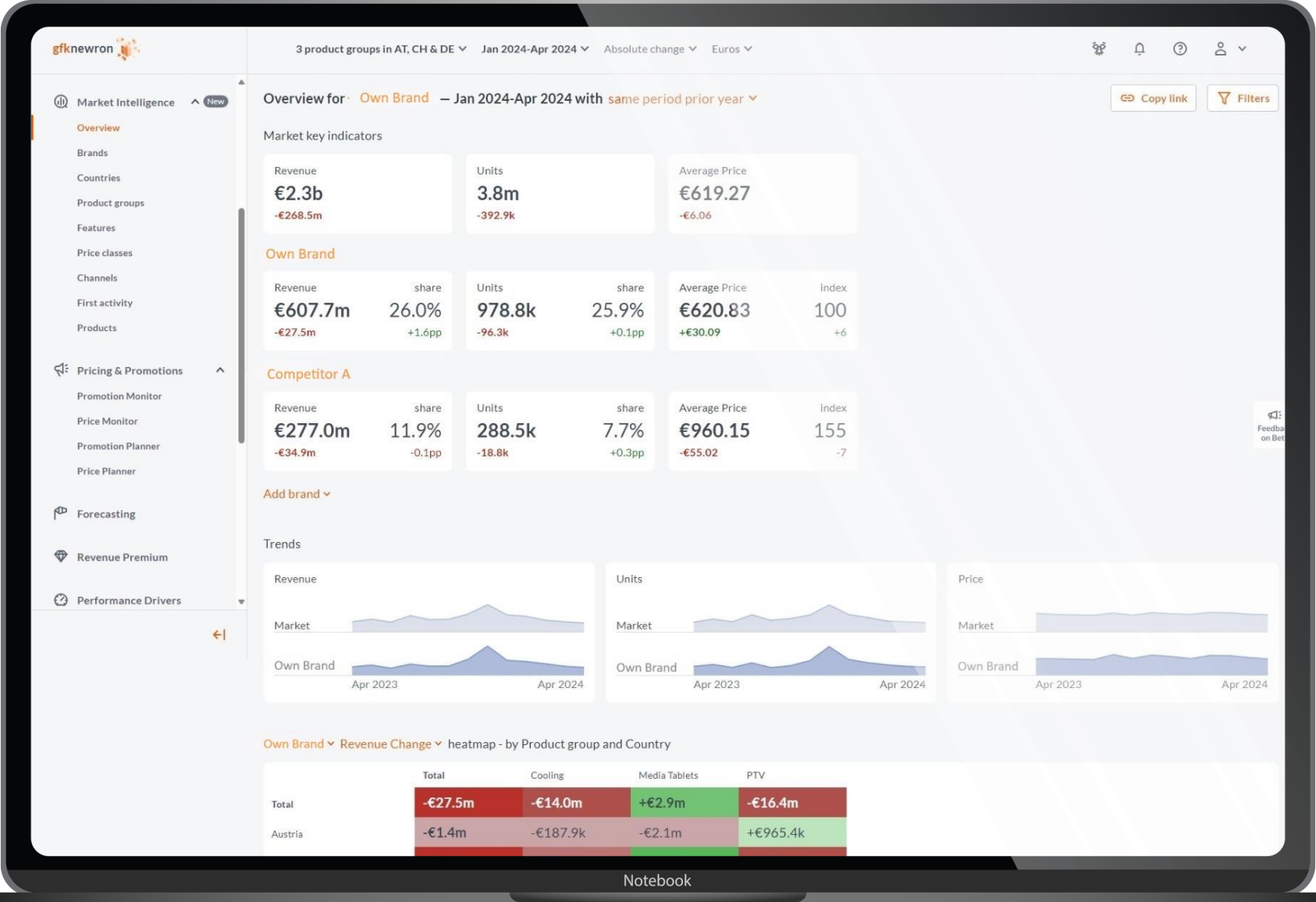
3

More convenience.

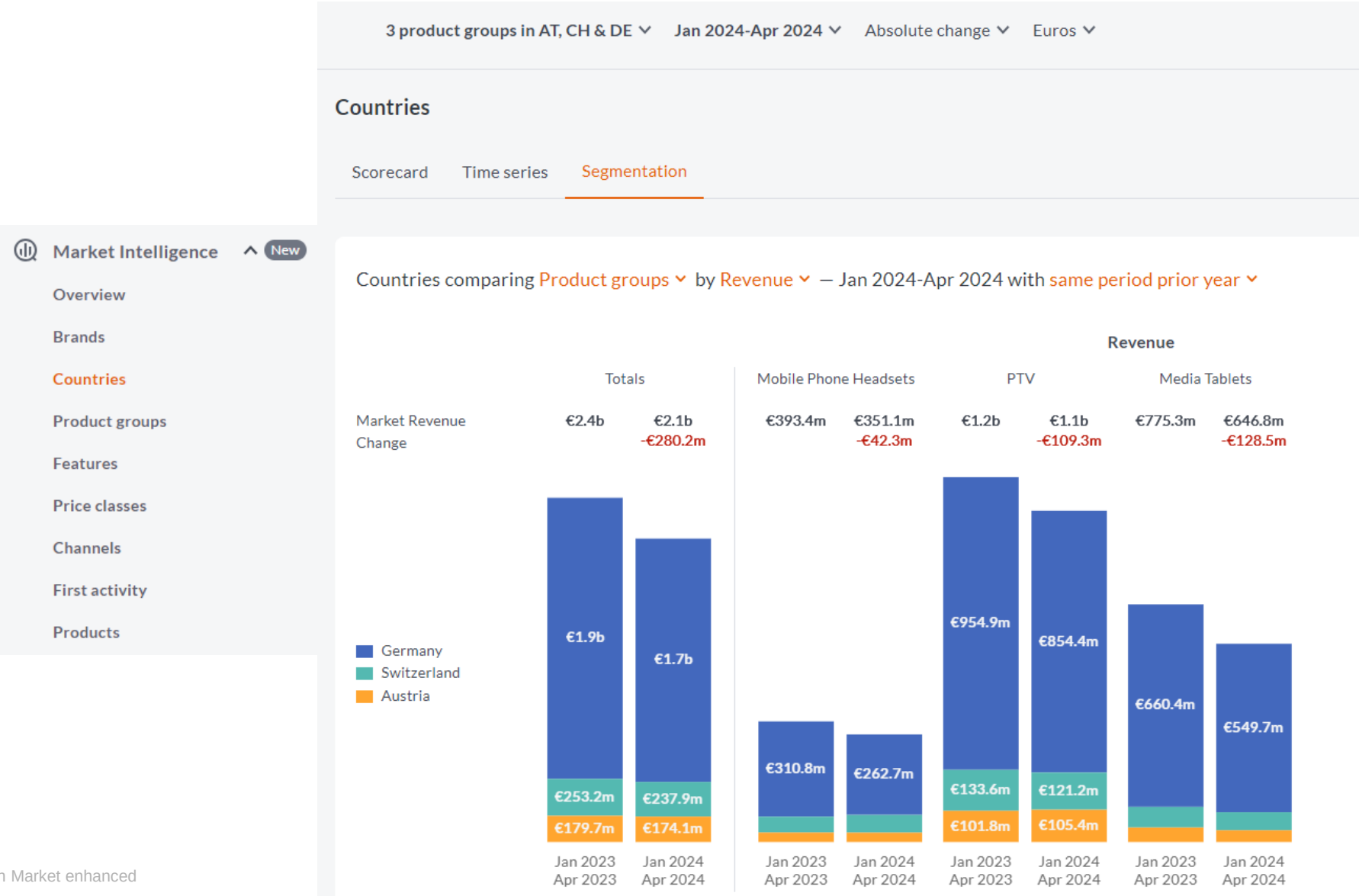
Improved data visualization and delivery

- Enhanced UI
- Enhanced data graphs and settings
- Improved backend data quality
- Shortcuts to complex market views

Overview → combine multiple product groups and countries



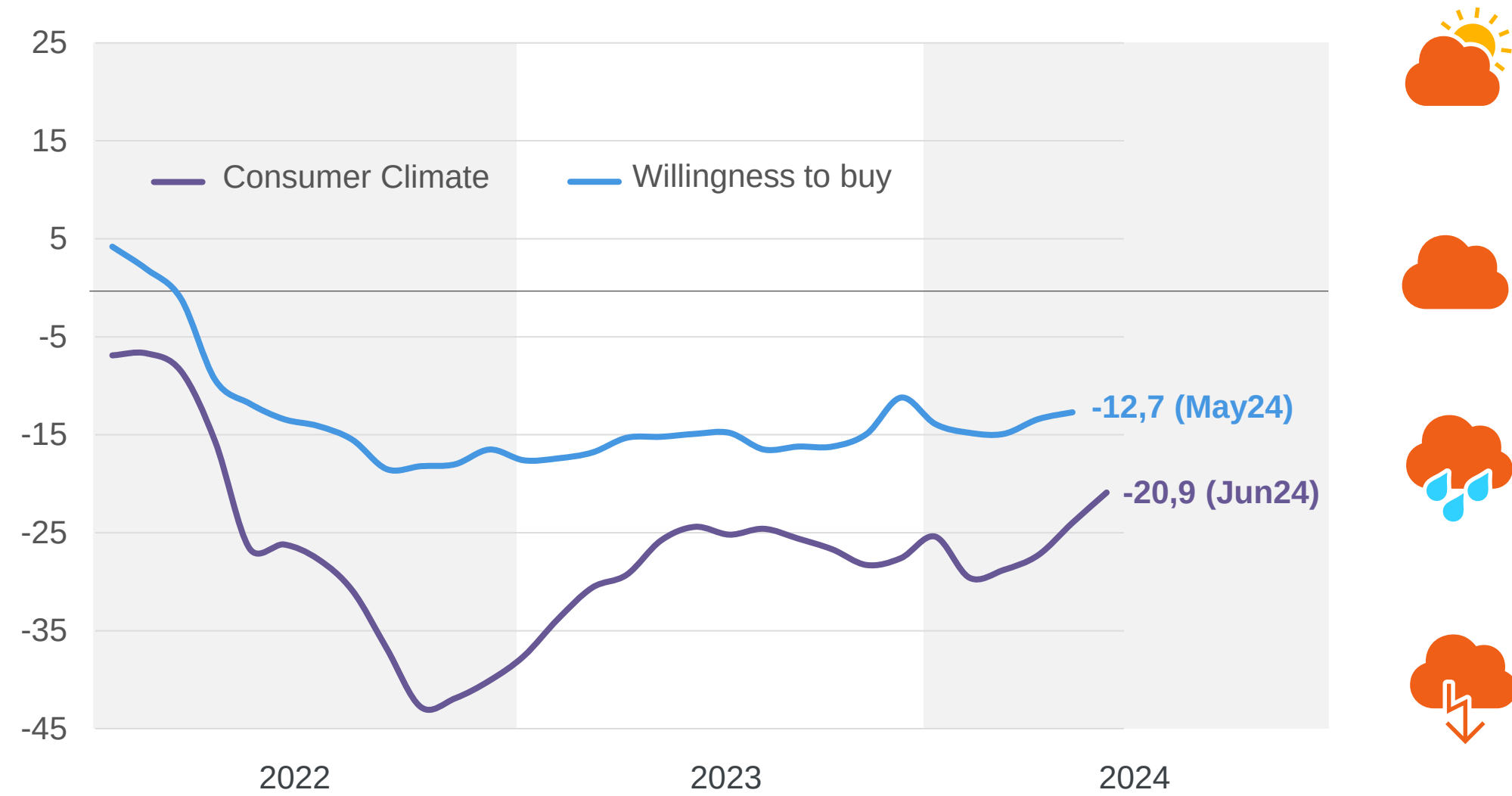
Market Trend and Sizes of 3x Product Groups in DACH



What is the current state of the German TCG market?

Consumer climate recovers in Q2/2024

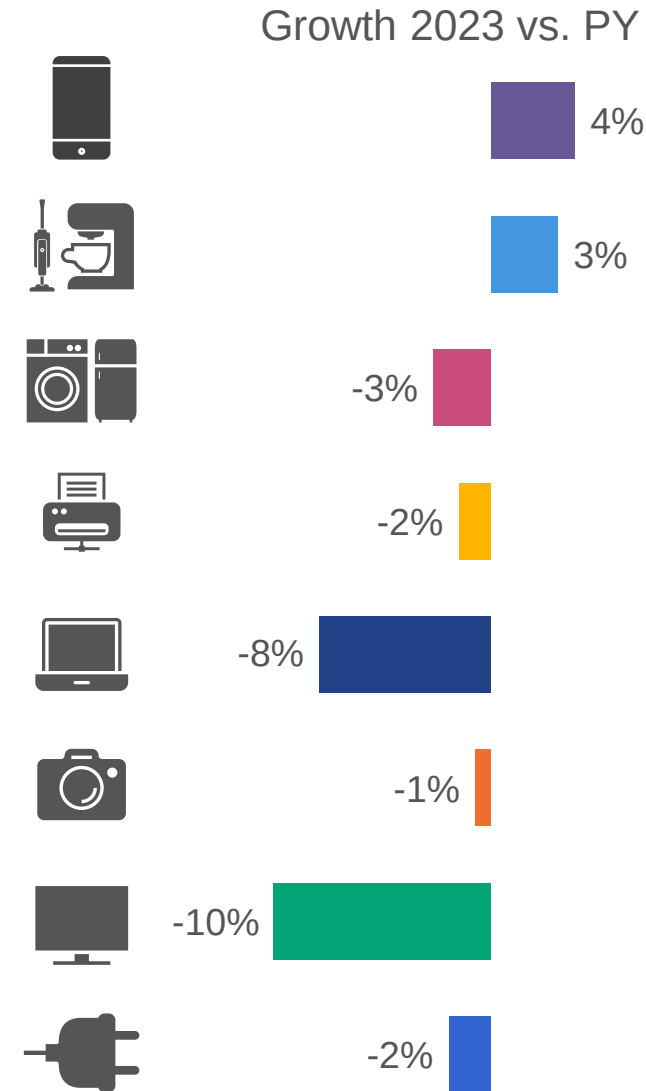
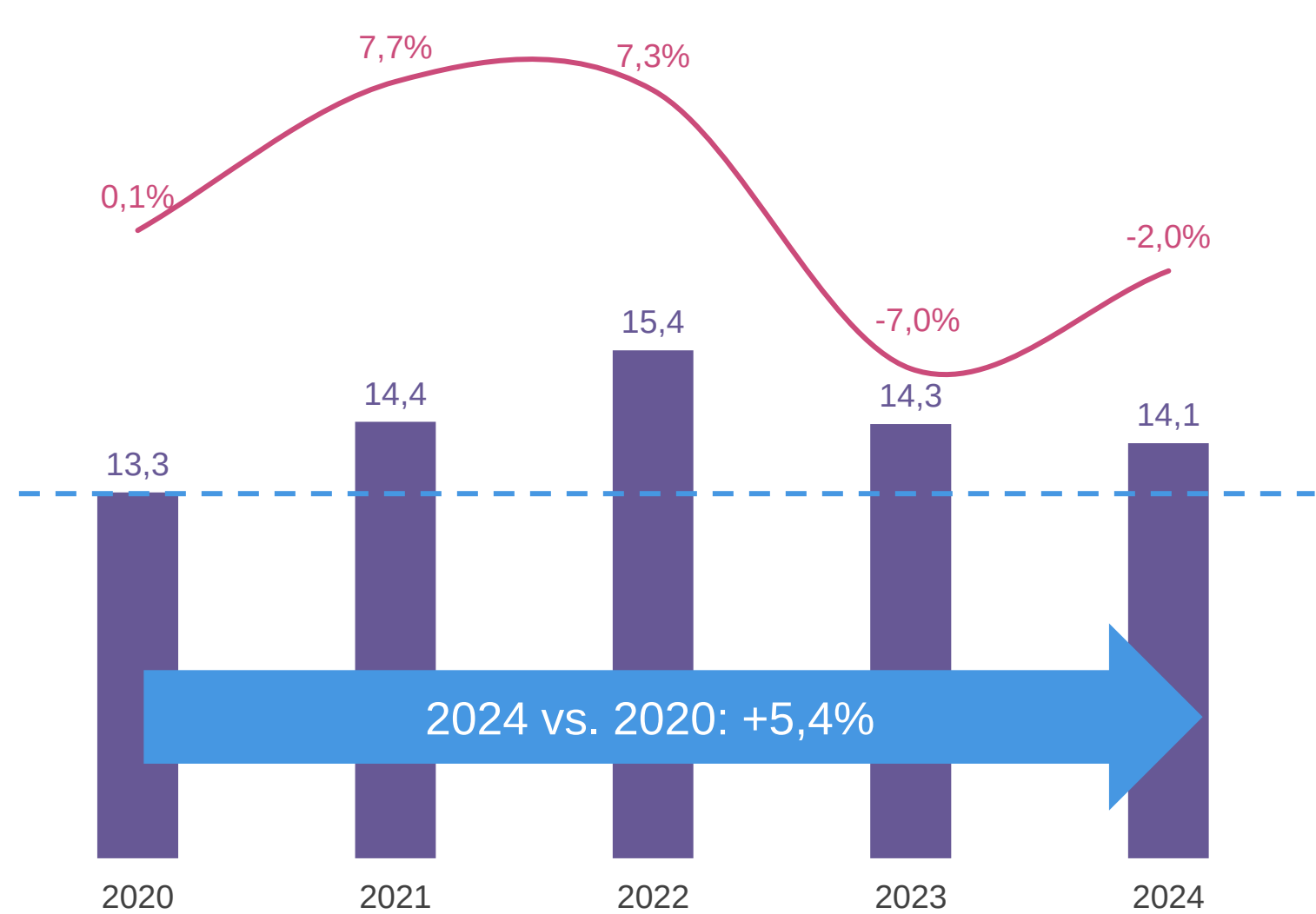
Willingness to Buy remains on a low level though



Source: GfK study co-funded from European Commission | Germany

TCG Germany market slightly negative in Jan to Apr 24, but with first sight of relaxation

Sales in EUR still higher than in 2020

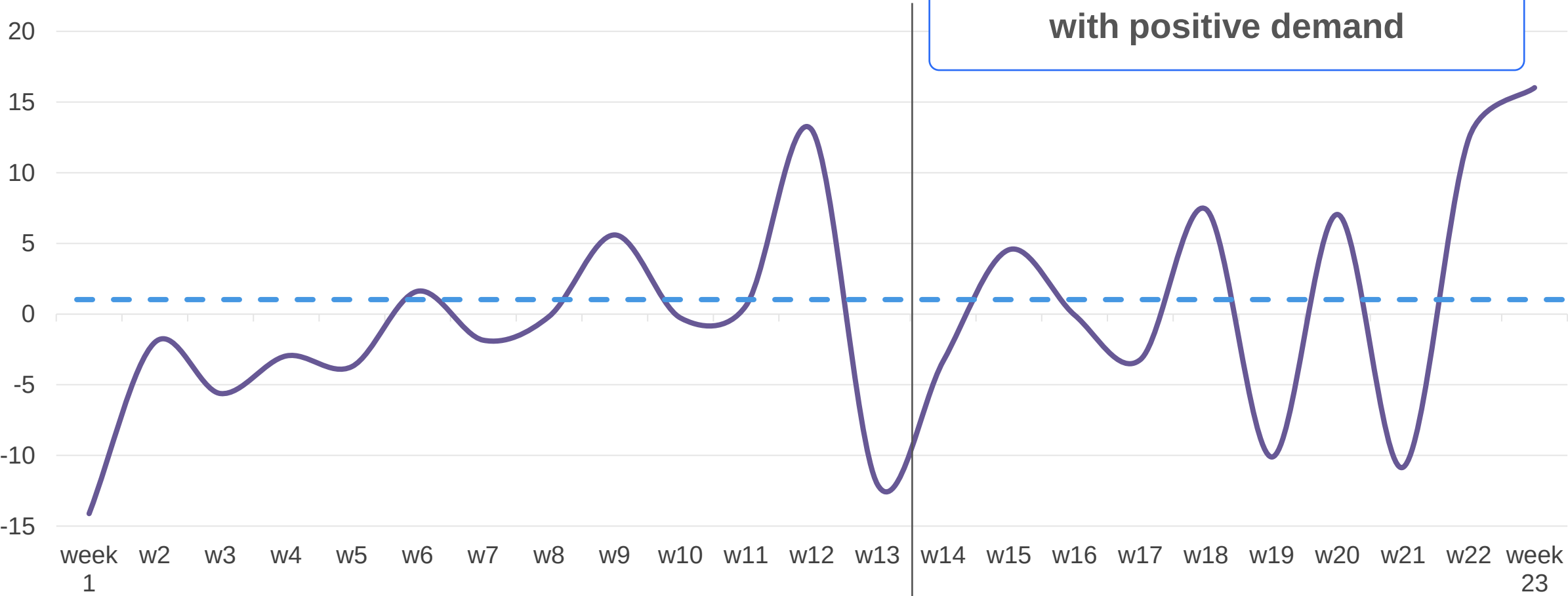


Source: GfK POS Panel. Retailer B2C Sales, Sales Value EUR Growth, Jan-Apr of each year Germany

Multiple weeks show relaxation in the meaning of growth (+%)

Short-term effect or (long-lasting) trend reversal?

TCG Total | Weekly Trends



Source: GfK POS Weekly Panel. Retailer B2C Sales, Sales Units Growth, Germany

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Samsung Case: Turning Insights into Action



Michael Wirtz

Head of Strategy &
Brand Communication
Samsung Deutschland

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Proud to be different – Erfolgreiche Momentum- strategien



Michaela Albrecht

Industry Leader
T&D & Retail CMI
NIQ / GfK

Proud to be different – Erfolgreiche Momentumstrategien

NIQ-GfK Insight Summit 2024

Michaela Albrecht
NIQ + GfK

18 June 2024

NIQ



World in *Crisis Mode*



Consumers adopted coping strategies

More than half of German consumers spent less on necessities. Many also waited for sales or switched to less expensive brands

Spent less on necessities

52%

Postponed a purchase

45%

Switched from name brands

27%

GfK Consumer Life Global B38, L20 (filtered by Germany) | Consumers' price perceptions in times of crises

**But there are brands
that are growing
and accelerating
despite crises. *High
Momentum Brands***



High momentum brands expect more than just a short-term growth spurt.

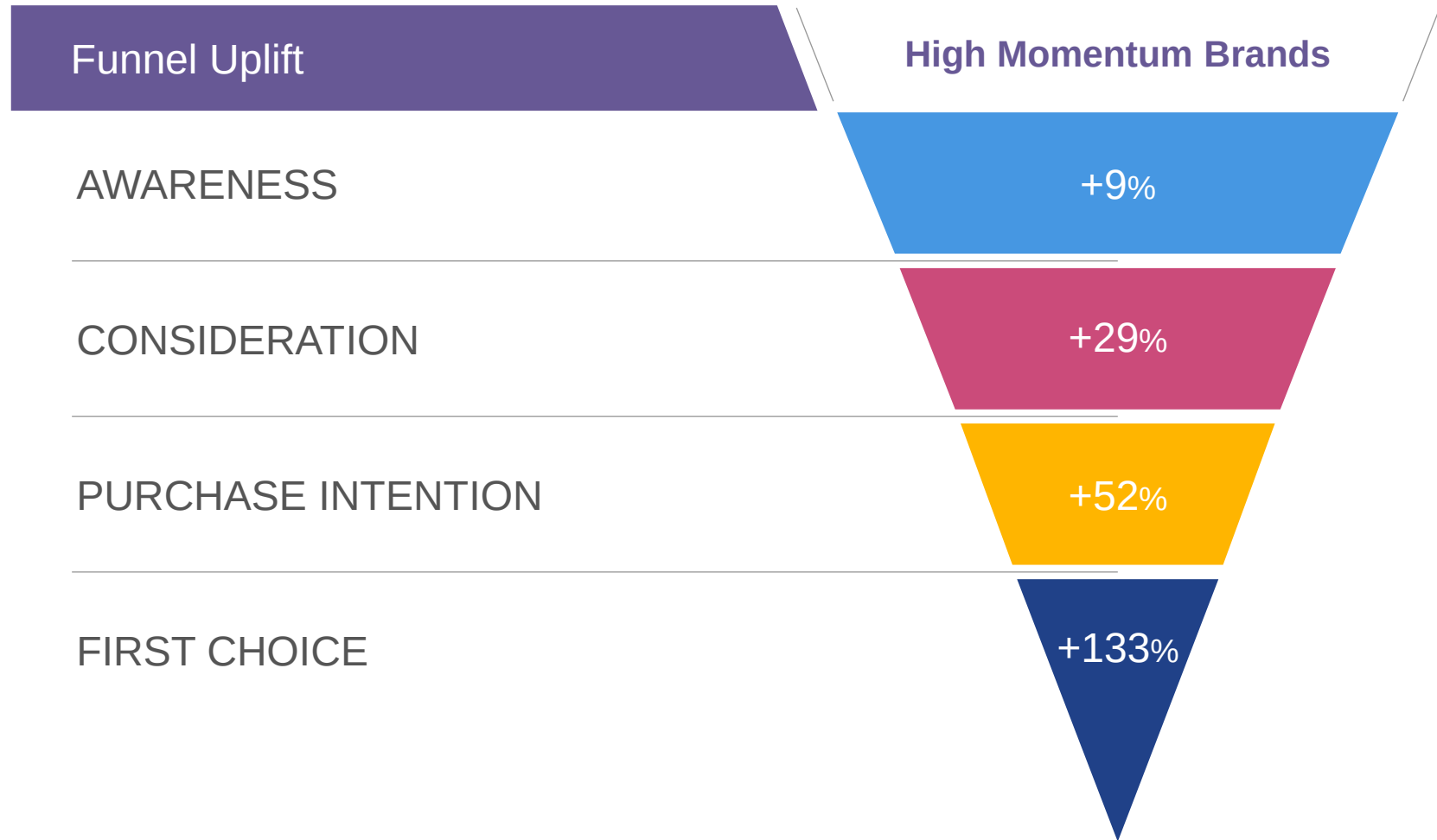
Brand momentum has a clear impact on long-term success in the market, both in terms of market share, but also in terms of price premium and customer loyalty.



Source: gfknewron Consumer, 2022; GfK Market Intelligence: Sales Tracking, Germany, Unit %, Panelmarket

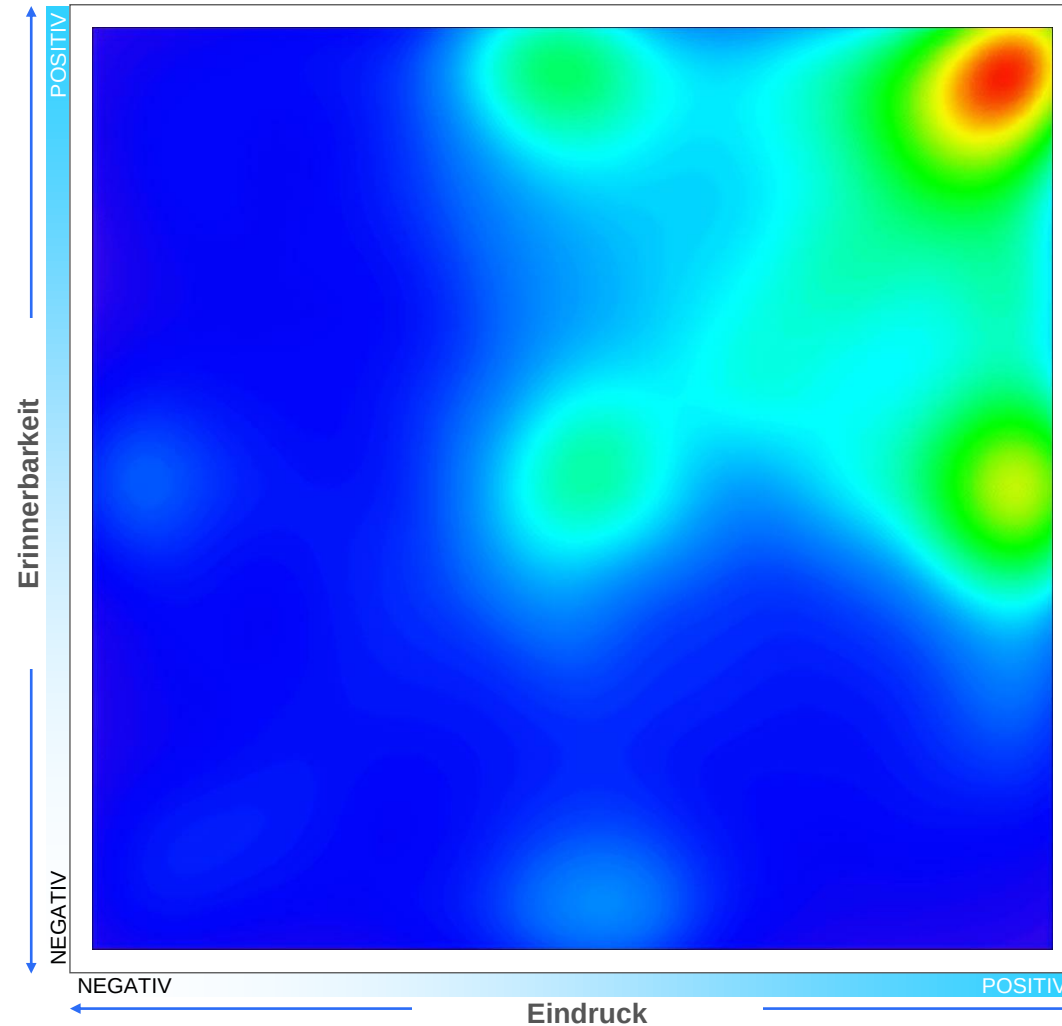
High momentum brands convert better through the purchase decision process.

From awareness to first choice – brands with high momentum show significant uplifts compared to brands with low momentum.



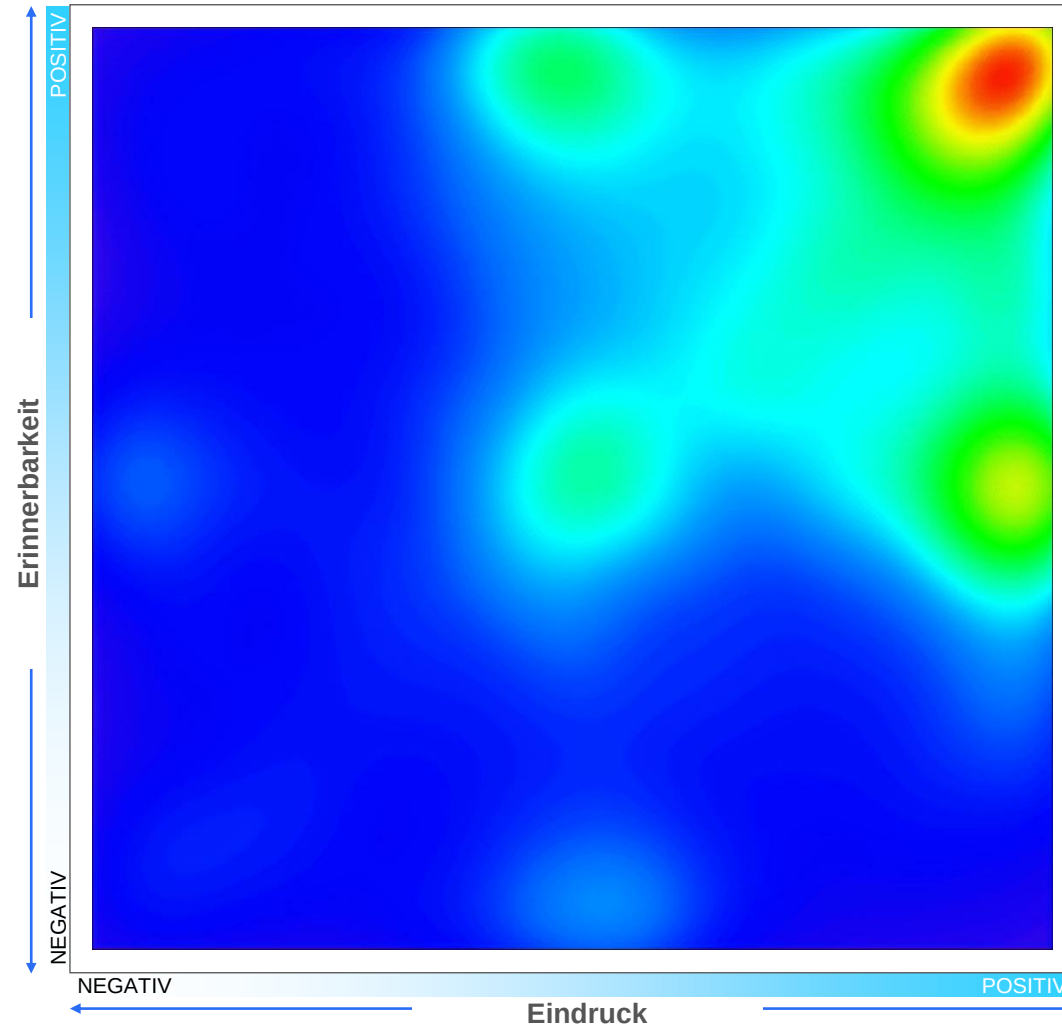
High momentum brands leave a lasting, exceptionally positive impression.

They differentiate themselves from the competition by creating unforgettable customer experiences.



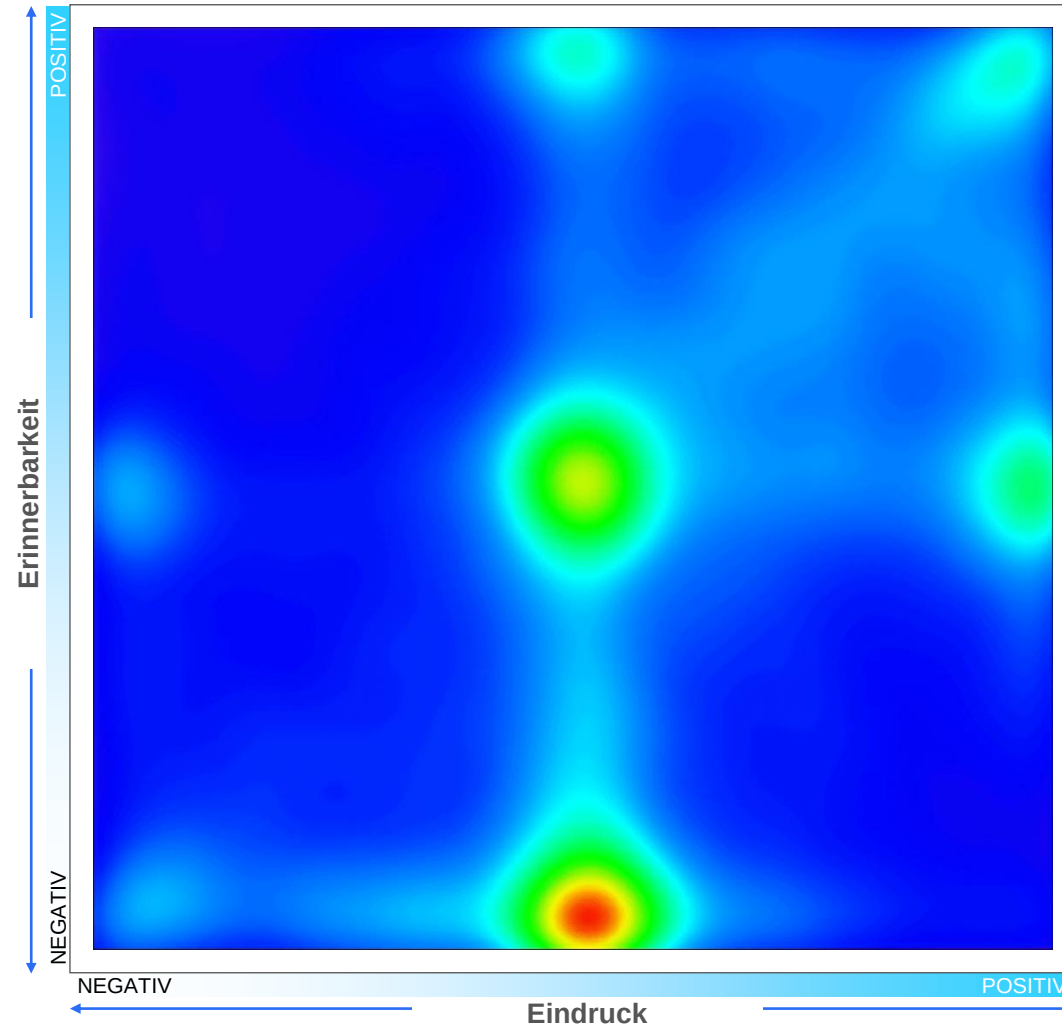
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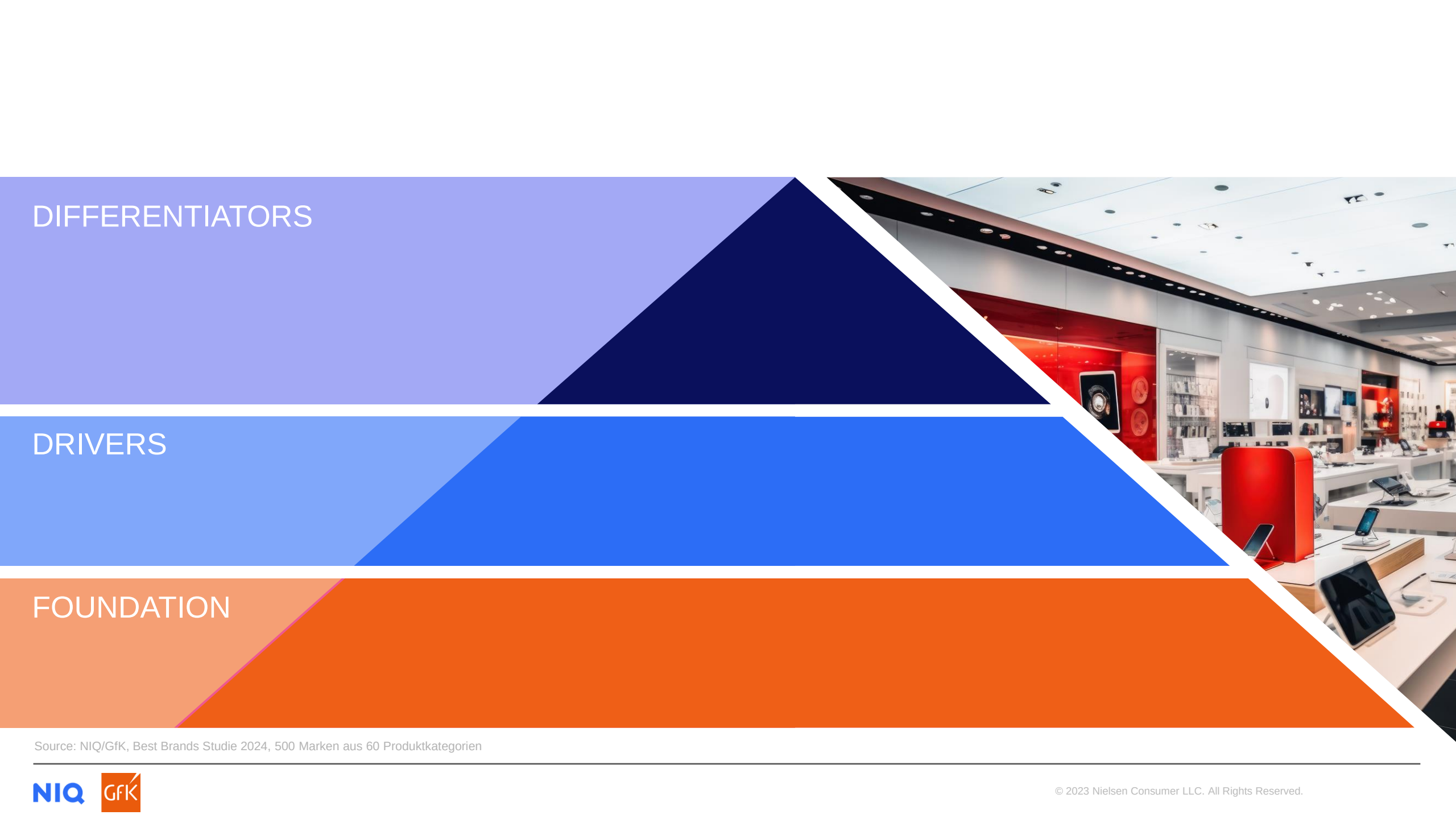
High momentum brands leave a lasting, exceptionally positive impression.

They differentiate themselves from the competition by creating unforgettable customer experiences.



**What are the
ingredients
for gaining
momentum?**





DIFFERENTIATORS

DRIVERS

FOUNDATION

Source: NIQ/GfK, Best Brands Studie 2024, 500 Marken aus 60 Produktkategorien

The foundation is a powerful brand credit

DIFFERENTIATORS

DRIVERS

FOUNDATION



ECOLOGICAL SUSTAINABILITY



SOCIAL SUSTAINABILITY



TRUST



CONVENIENCE

Source: NIQ/GfK, Best Brands Studie 2024, 500 Marken aus 60 Produktkategorien

Premiumization remains the silver bullet for TCG brands

DIFFERENTIATORS



PRICE PREMIUM UNUNIQUENESS INNOVATION

DRIVER



DESIGN



EXTRAS



HYBRID



GROWTH

Source: NIQ/GfK, Best Brands Studie 2024, Technical Consumer Goods Marken

AI as fuel for *Innovation*



GAIN MOMENTUM!

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Paneldiskussion



Petra Pirron
*Chief Marketing Officer
Cloud
Microsoft*



Cornelius Hummel
*Director
Marketing Projects
Kärcher*



Dr. Christian Hahn
*Vice President Marketing
Communications Strategy & Media
Deutsche Telekom*



Michaela Albrecht
*Industry Leader T&D
& Retail CMI
NIQ / GfK*



Alexander Dehmel
*Head of CSM
Germany & Austria
GfK*

Meet us at IFA

- Samstag, 7. September,
 - 9 Uhr bis 10 Uhr
 - GfK Breakfast Reception
-
- Deutschsprachige Paneldiskussion zum Thema Kundenbindung

[Jetzt anmelden](#)

Have we sparked your interest?

Get in touch



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