

NIQ/GfK Insight Talk

#7: Innovation als Wachstumstreiber im technischen Konsumgütermarkt

Alexander Dehmel
Gerrit Schwarz
Thilo Heyder
Oliver Schmitz

NielsenIQ

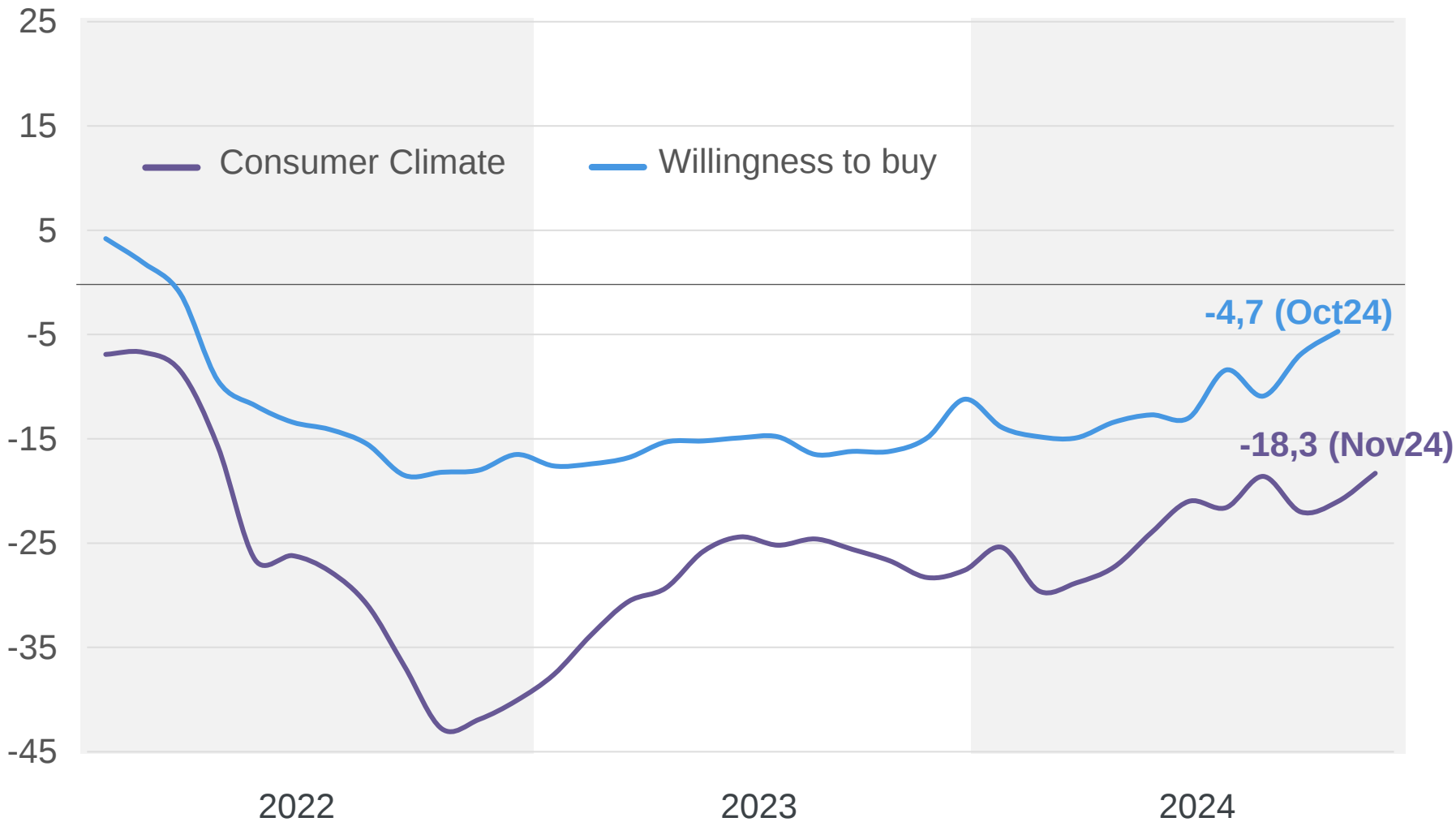


What is the current state of the German TCG market?



Consumer climate climbs to its highest level since April 2022

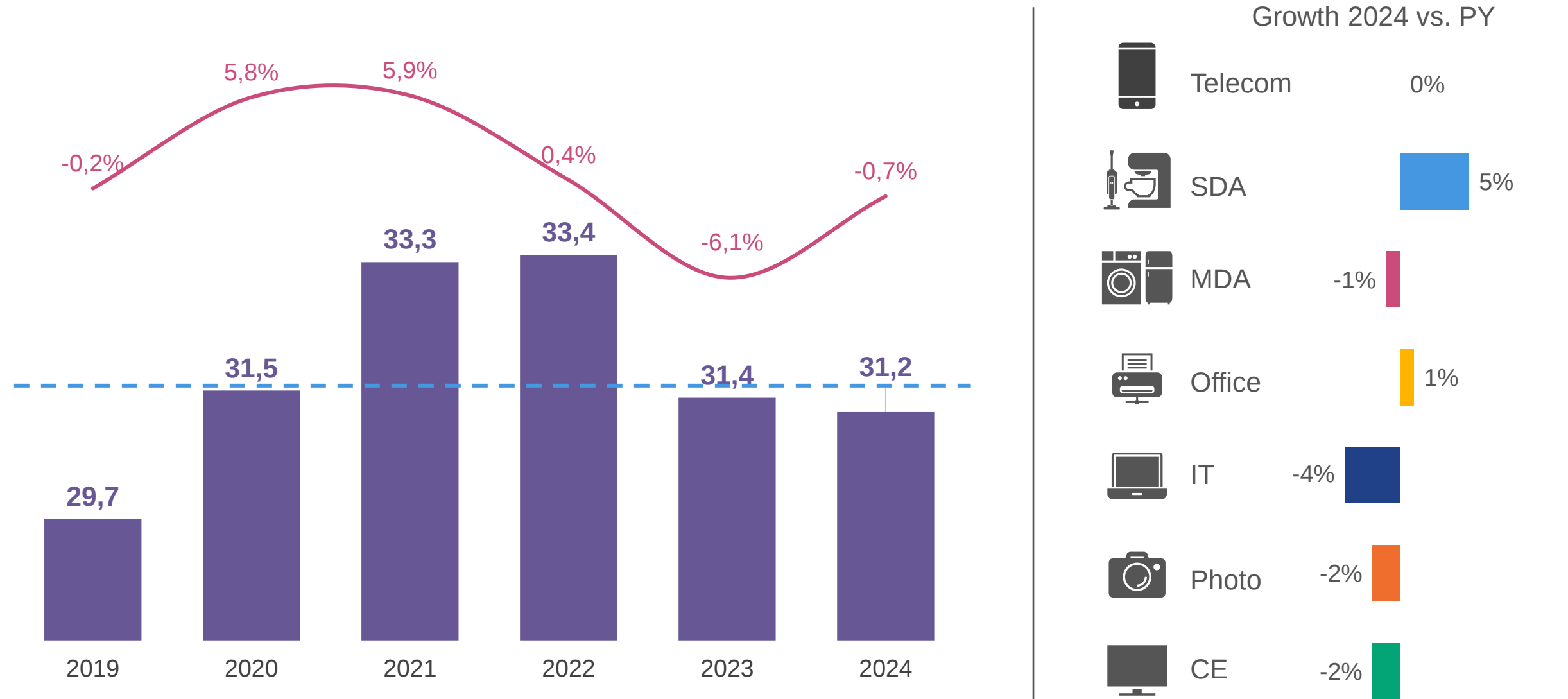
Willingness to Buy steadily rising, too. Positive effect on Year-end sales?



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

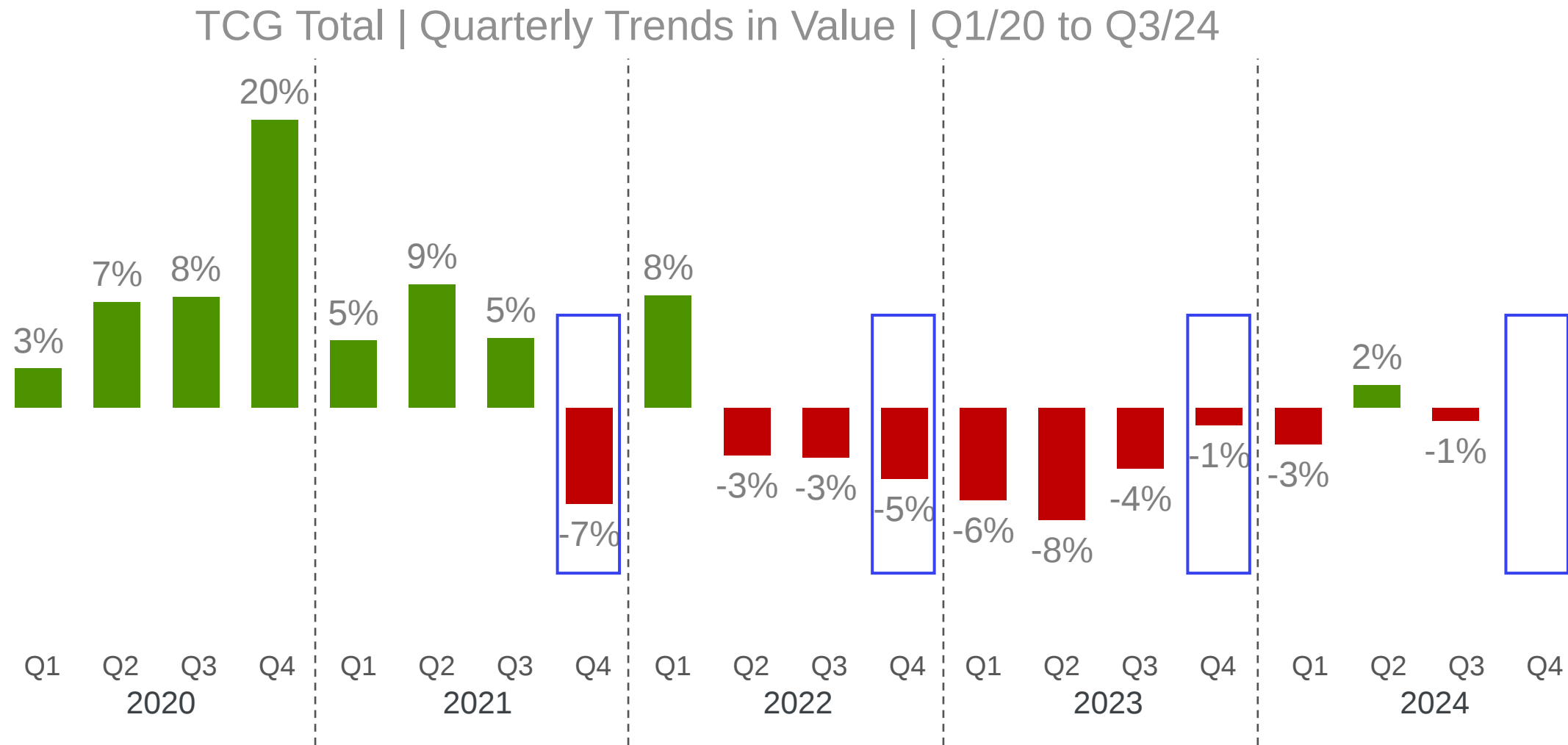
TCG Germany market slightly negative in Jan to Sep 24, but no significant drop in sectors

First time Sales in EUR lower than in 2020 (Q1-Q3), but above 2019



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

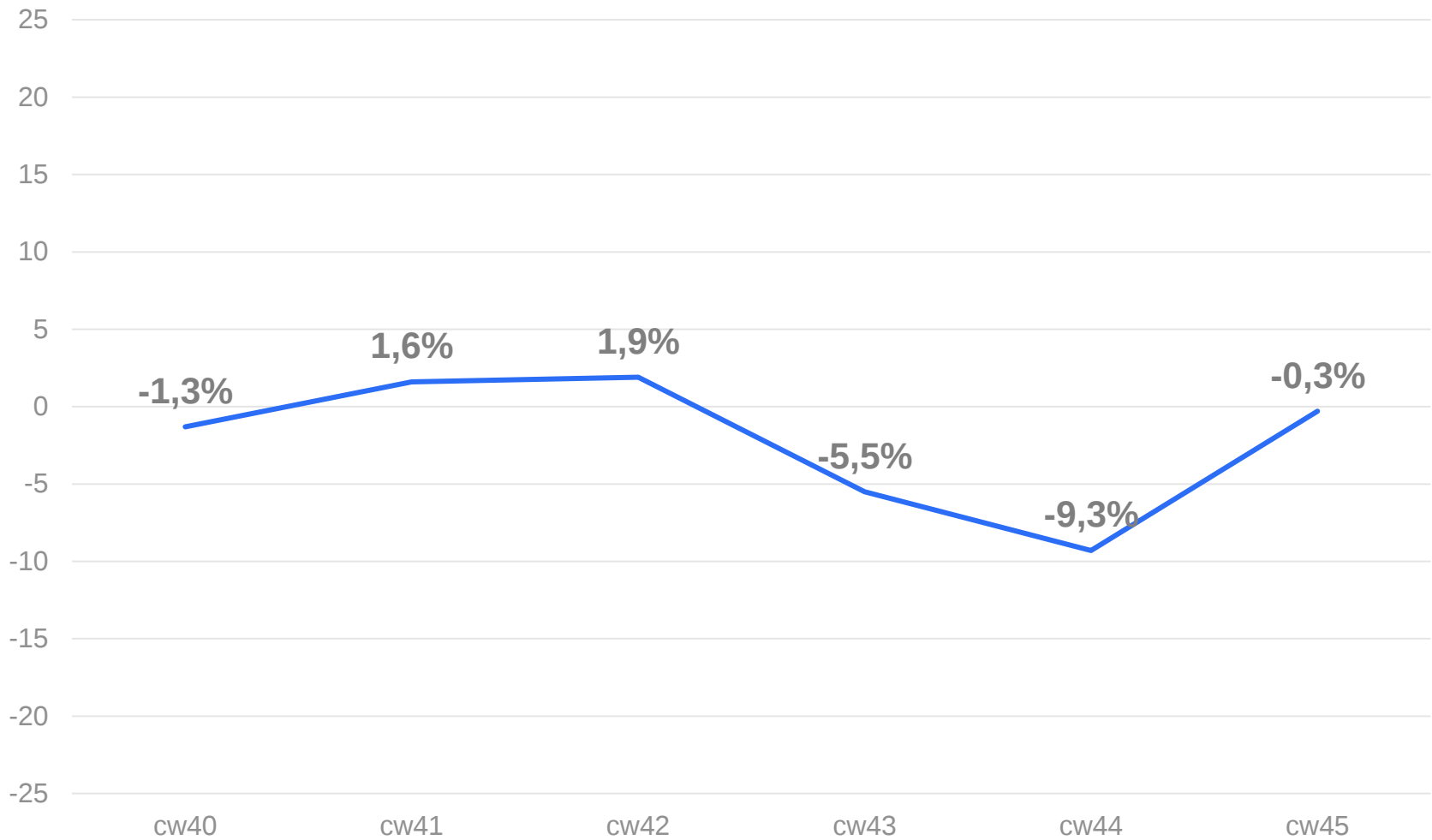
Quarters in 2024 are stabilizing at a baseline. 2nd quarter was first positive quarter after 2 years.
Short-term effect or (long-lasting) trend reversal?



Source: GfK POS Panel. Retailer B2C Sales, Sales Value EUR Growth, Germany

Weekly development: Quarter 4 hovers around the "0". Black Friday week will be decisive.

Q4 by weekly development



Q4 so far
driven positively by:



driven negatively by:



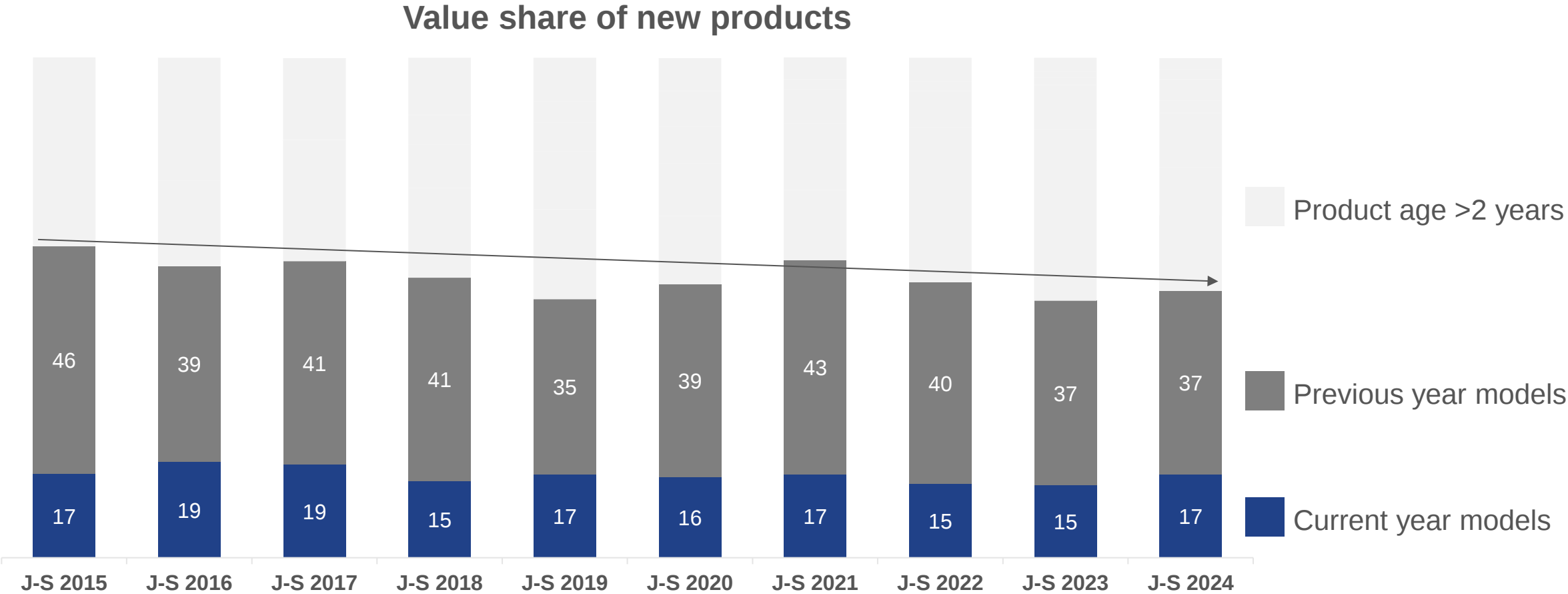
Source: GfK POS Weekly Panel. Retailer B2C Sales, Sales Value EUR Growth, Germany (Not 100% comparable to monthly data, as extract)

What about innovation in the market?



Long term revenue share of new models seemingly goes down. 2024 comparable to 2019

Years of Pandemic fueled new model activity



Source: GfK POS Panel. Retailer B2C Sales, Value share of new products by first activity, Germany

In SDA and MDA the number of brands and the number of models selling goes up.

Number of brands selling 99% of Sales Value

		2015 (Q1-Q3)	2024 (Q1-Q3)	
	SDA	200	312	} Absolute Number of models selling 99% of sales value goes up as well
	MDA	61	68	
	IT	495	450	
	CE	239	230	
	Telecom	134	79	

Source: GfK POS Panel. Retailer B2C Sales, Germany, Number of selling brands selling 99% of sales value per sector

Who are early adopters of innovation?

Leading Edge Consumer (LEC) - those who are early adopters, category influentials and category passionate

Demographics



male: 70%
(total: 47%)

age: 43 yr
(total: 45 yr)

Purchase Channel



Online purchase: 53%
(total: 45%)

Advertising Trigger



Online advertisement: 22%
(total: 13%)

Choice drivers



Features: 73%
(total: 69%)



Price: 63%
(total: 75%)

Purchase trigger



Upgrade a working product: 24%
(total: 18%)

Source: gfknewron Consumer, Germany, Leading Edge Consumer, July 2023-June 2024, 12.024 Interviews out of 88.577

NIQ/GfK Insight Talk 2024

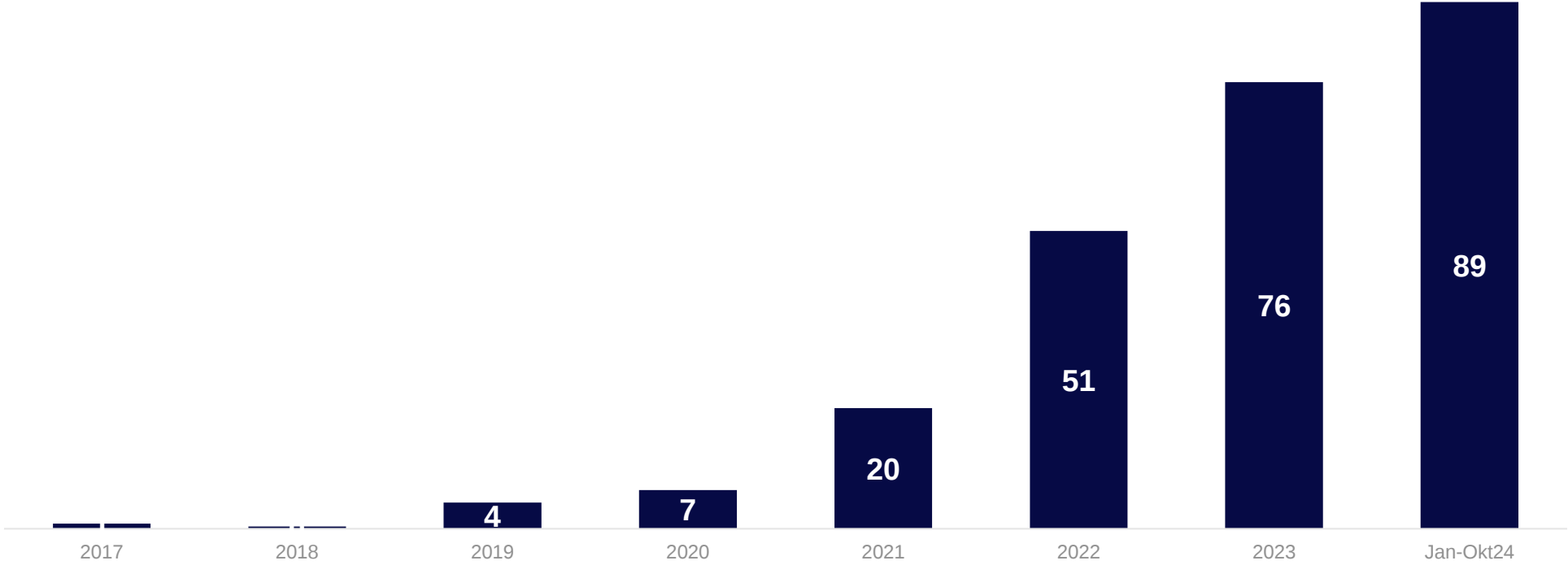
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Roboterstaubsauger mit multifunktionaler Dockingstation übernehmen schnell dominante Marktstellung

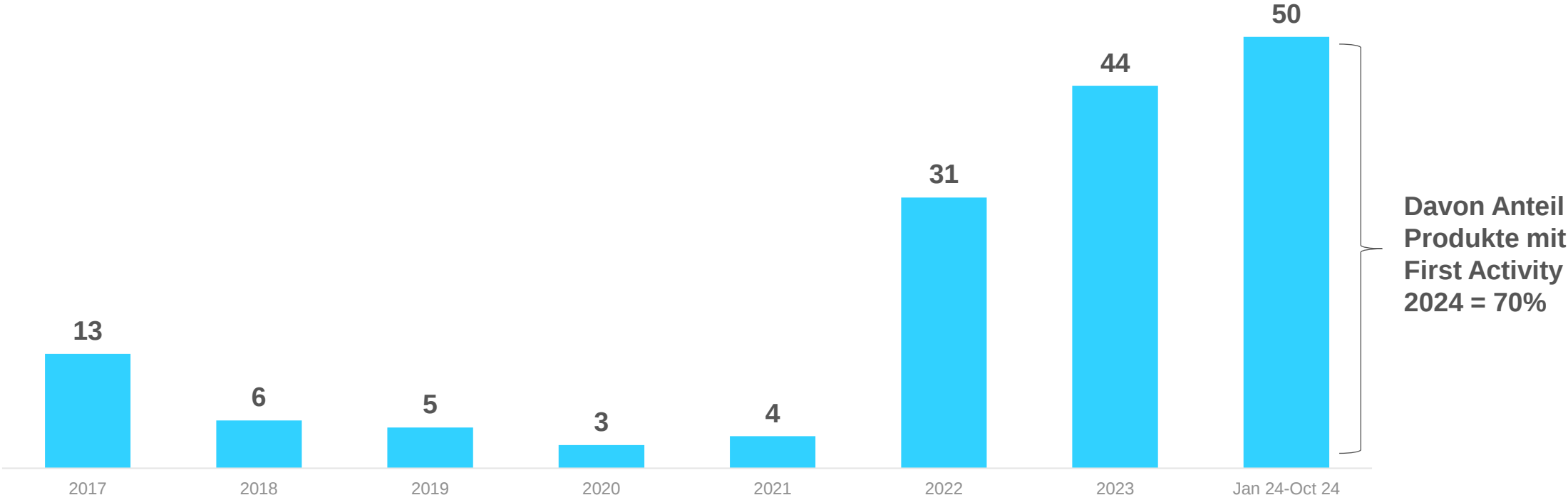
Wertanteil Roboterstaubsauger mit multifunktionaler Dockingstation



Source: GfK|NIQ T&D Retail Panel

Innovative Produkte treiben das Wachstum im Premiumpreissegment für Roboterstaubsauger

Wertanteil Preisklasse >= 800 EUR in Segment Roboterstaubsauger



Source: GfK|NIQ T&D Retail Panel

Warum sind Innovationen wichtig?

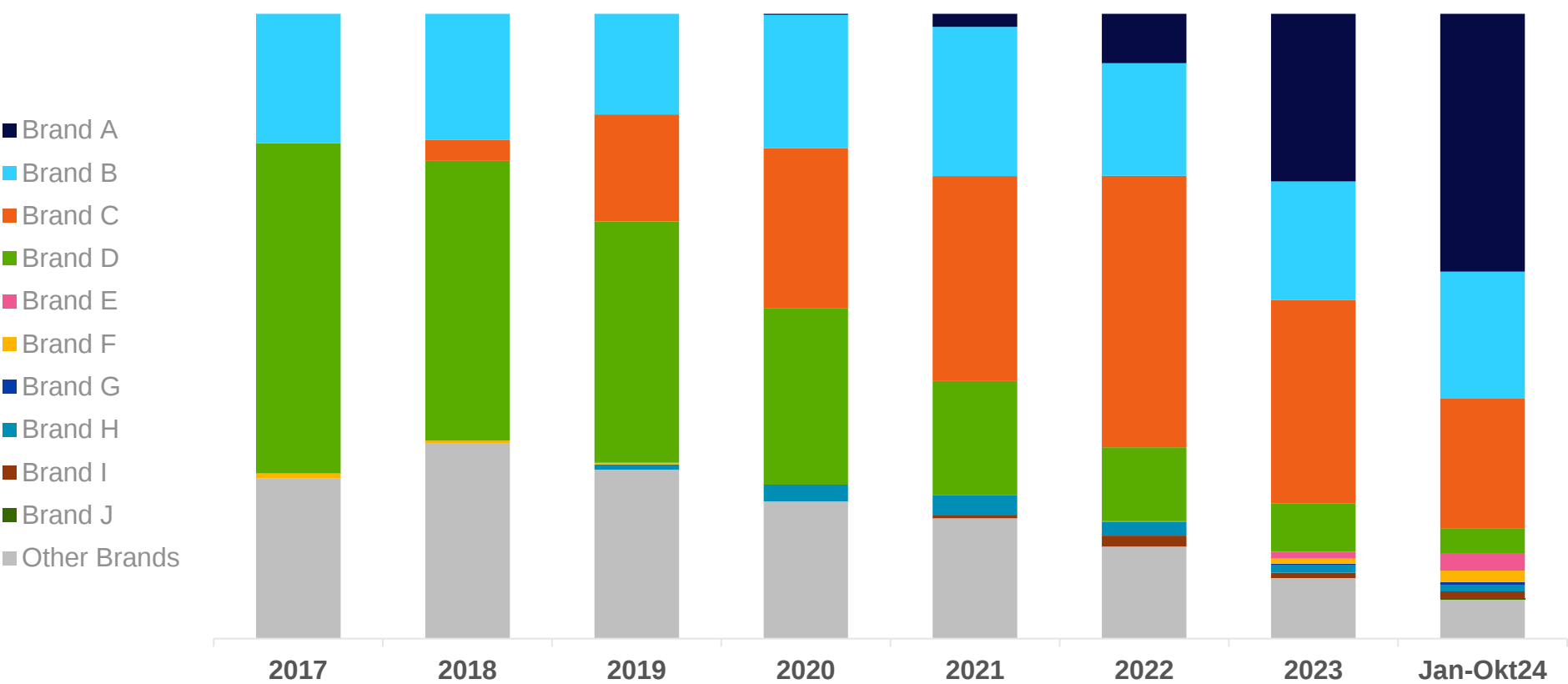
In 2023 hatten Hersteller mit wachsenden Innovationen eine

2.0x

höhere
Wahrscheinlichkeit den
Gesamtumsatz zu
steigern

Marken, die mit Innovationen nicht schritthalten verlieren schnell an Relevanz

Marktanteile Roboterstaubsauger nach Marken in Wert



Source: GfK|NIQ T&D Retail Panel

Get in touch!



Jörg Leissner

Vice President Commercial
Germany

joerg.leissner@nielseniq.com



Alexander Dehmel

Head of CSM
Germany & Austria

alexander.dehmel@nielseniq.com