

Navigating the tech & durables market: *From Tariffs to Trends*

Q2 2025

Namrata Gotarne | Nevin Francis
Global Strategic Insights Team



Today's presenters



Namrata Gotarne

Global Strategic Insights
Director



Nevin Francis

Global Strategic Insights
Senior Director

Agenda

State of Tech and Durables

The big picture: Global Tech and Durables

Regulations, policies and tariffs

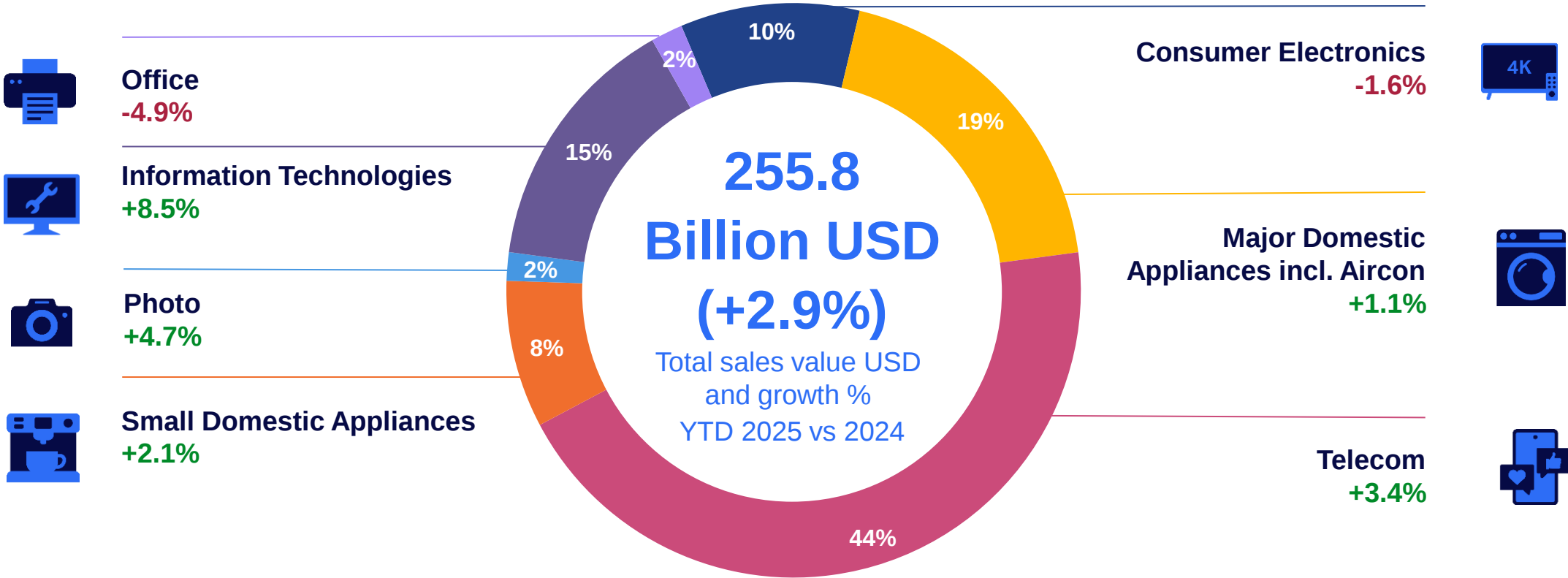
The intentional shopper & how to win them

The big picture: Global Tech and Durables

Growth resumes as Tech and Durables reaffirm resilience

Replacement cycles and political stimulus fuel a strong start to 2025

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



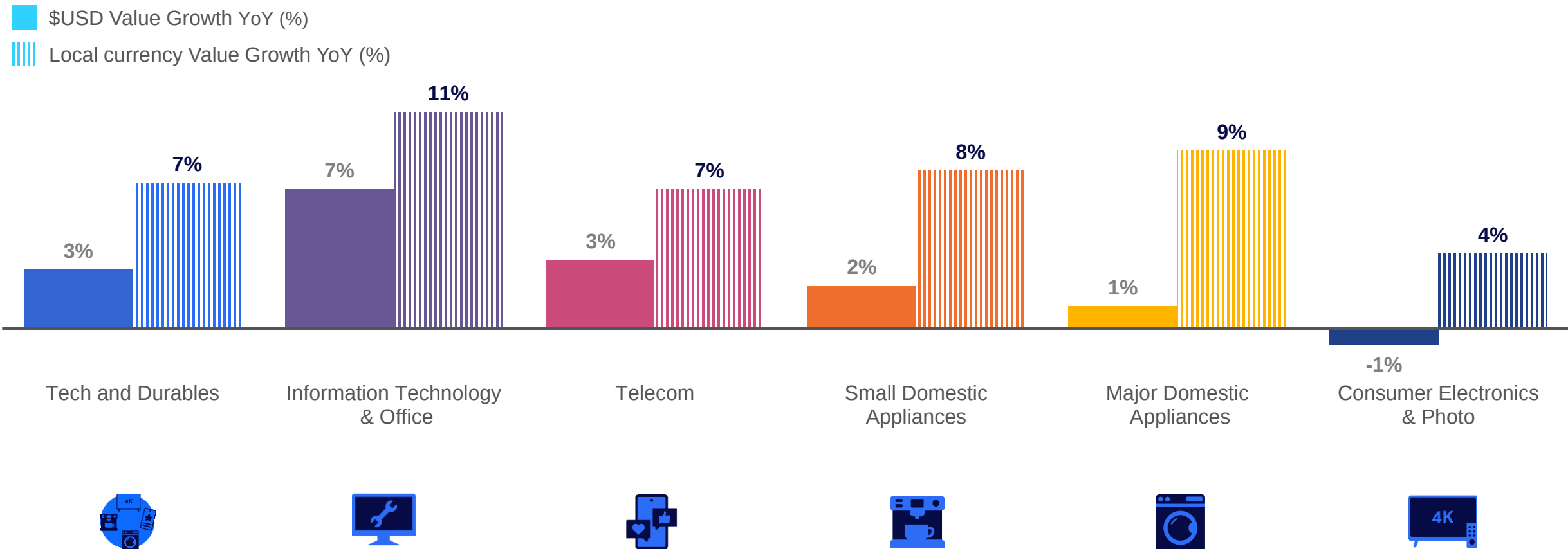
Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024 | CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Currency effects distorting view of real revenue performance

Especially small and major domestic appliances notably underrepresented

Global (ex. NA, RU) | Tech and Durables

Growth rate PY +/- %YTD: Jan-Apr

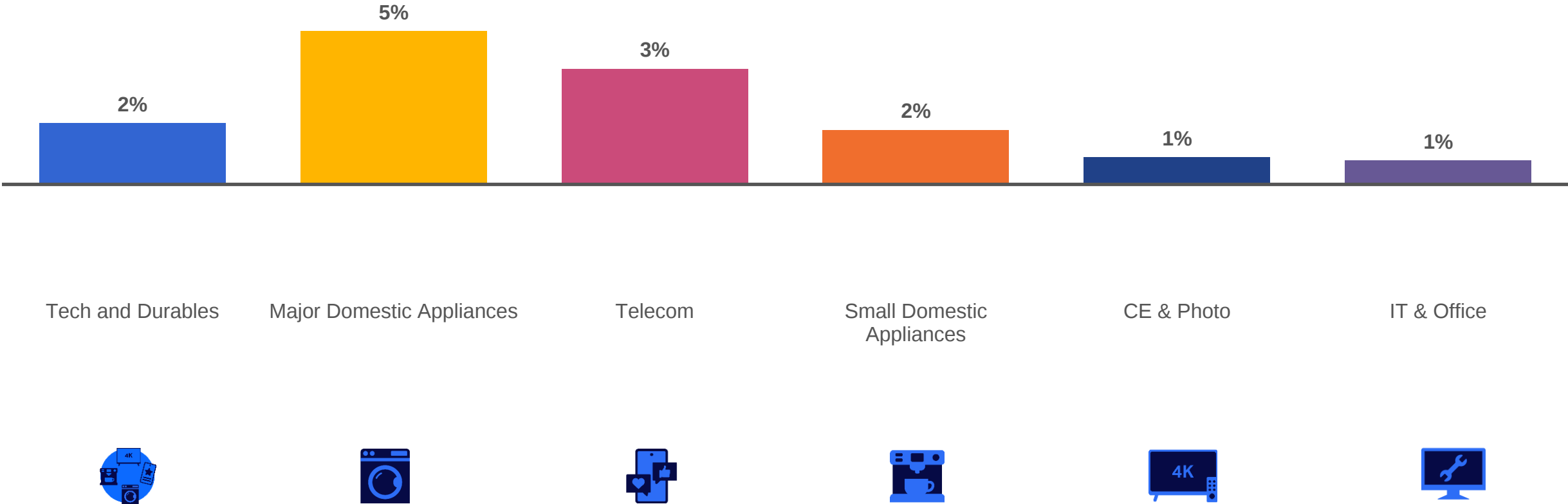


Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024 | CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Beyond the currency lens, volume growth supports hidden market momentum

Especially for appliances and telecom

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



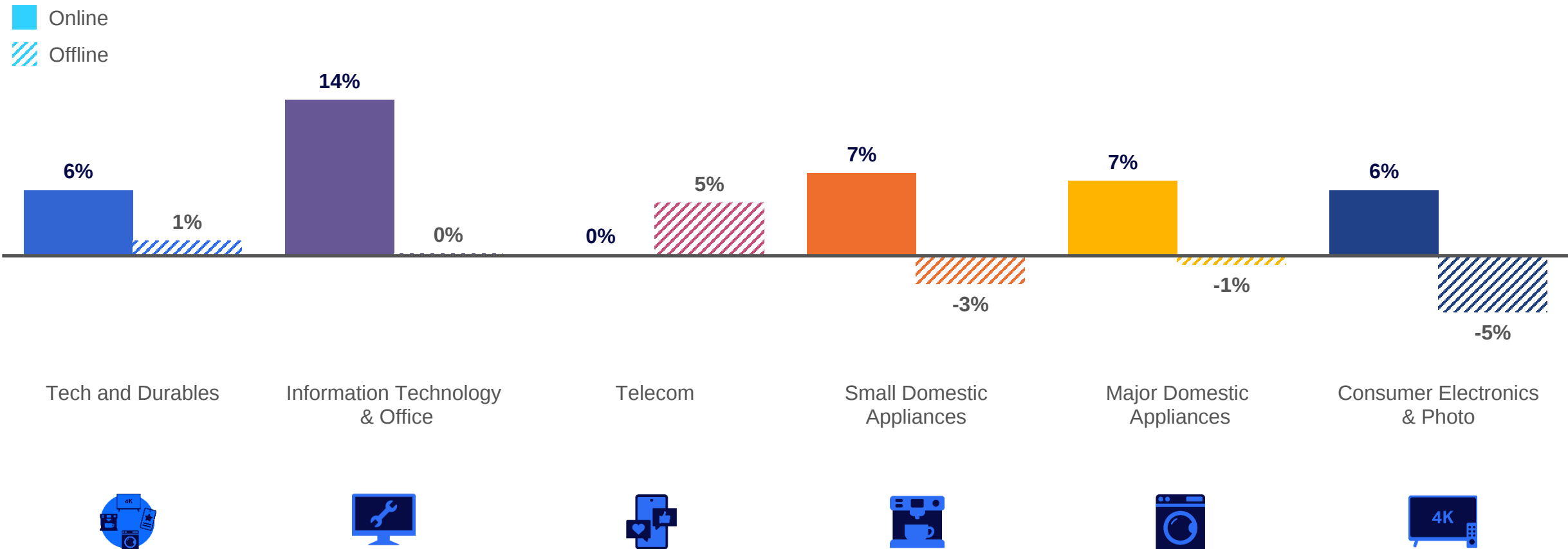
Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024 | CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Online outpaces offline in post- COVID market shift

Channel dynamics reflect a lasting shift in consumer behavior & market realignment

Global (ex. NA, RU) | Tech and Durables

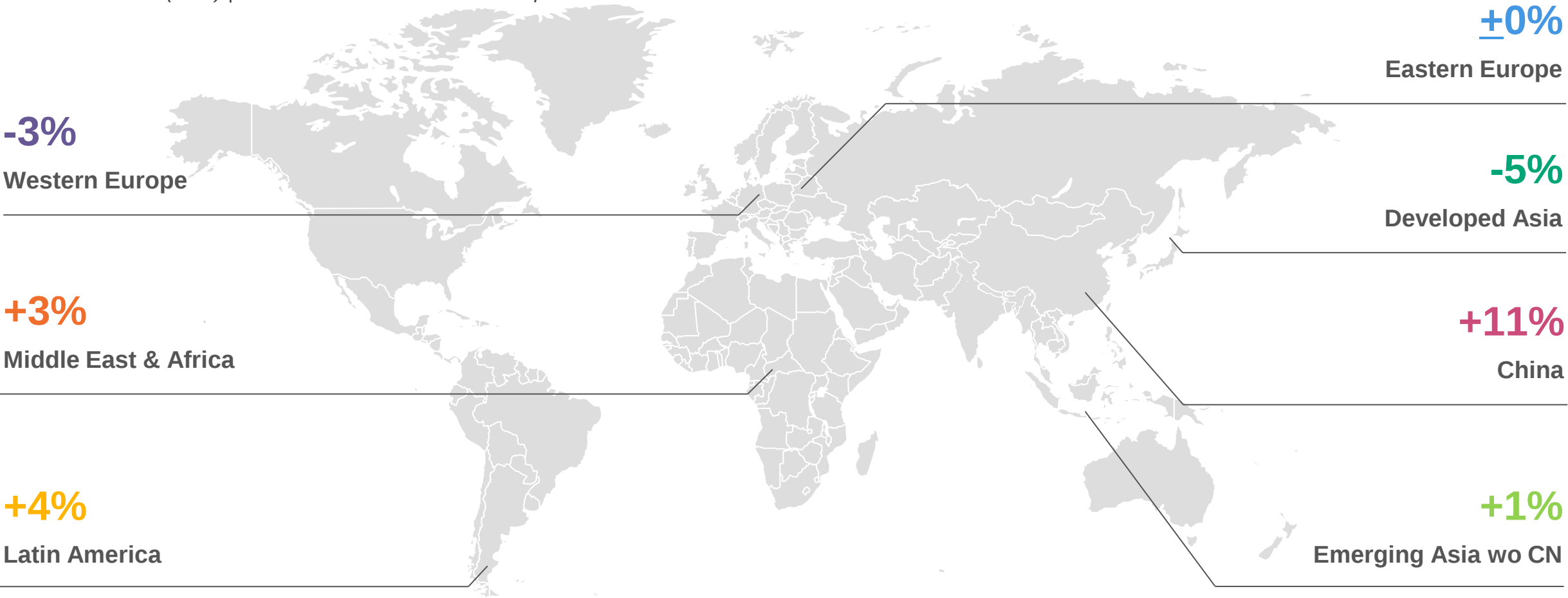
Growth rate PY +/- %YTD: Jan-Apr



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024 | CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Emerging markets take the lead

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



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C

The big picture: Global Tech and Durables

Regulations, policies and tariffs

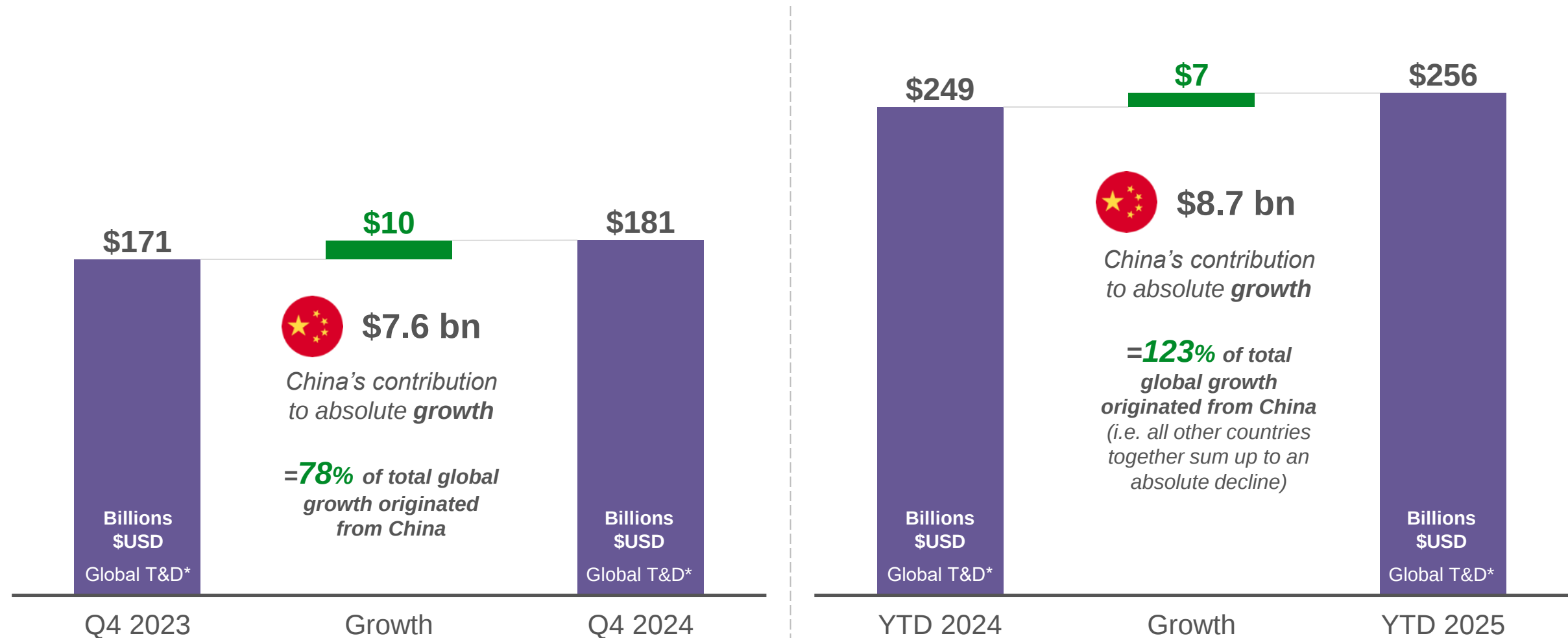
Subsidies in action: China's strategic growth engine

Government support drives **11%** revenue growth in China



Subsidy/Policy	Energy-saving Huimin project round 2nd	2024 trade-in subsidy
Period	06/2012 - 05 / 2013	08-12 / 2024 & Ongoing
Subsidy proportion	Price 3%-23%	Price 15%-20%
Type	Allocated to the production enterprises and the production enterprises make indirect payments	Payment is immediately reduced, real-name vouchers are issued
Categories	12 Categories: Air conditioner, refrigeration, washing machine, TV, high-efficiency lighting, gas water heater, computer, high-efficiency motor, water pump, etc.	8 Categories: Air conditioner, Refrigeration, Washing machine, TV, Computer, Water heater, Cooktop、Range hood
Total Subsidy amount	About 26.5 billion yuan	150 billion yuan (incl. passenger vehicle, e-bike, bus, agricultural machinery) home appliance subsidy is about 20 billion yuan

China's dominant role in global tech and durables revenue growth



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C

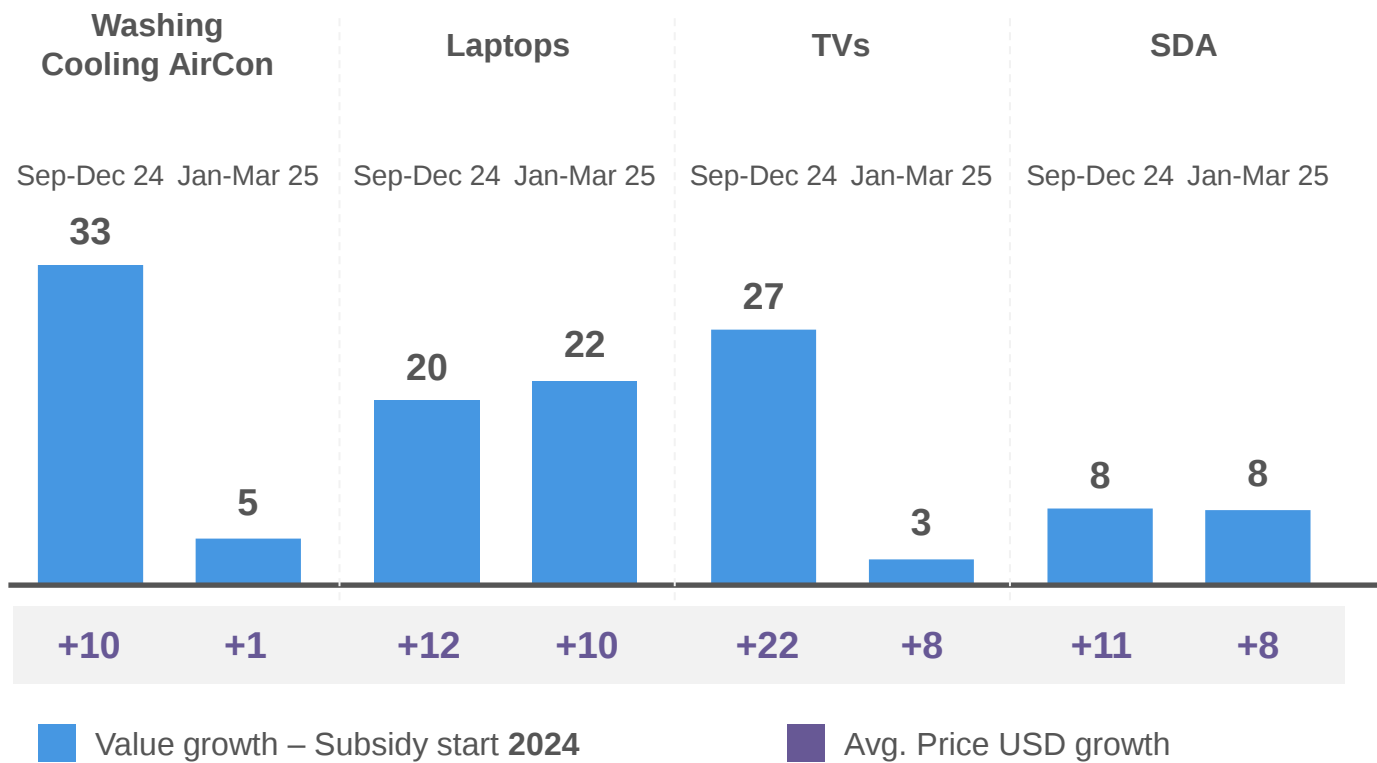
China's subsidy surge powers T&D in Q4 2024 and early 2025

High benchmarks post challenges for sustained growth



China | Tech and Durables

Sales Value (NSP) USD | Avg. price USD | Growth rate PY +/-%



Source: NIQ Market Intelligence: Sales Tracking | China | Channel: B2C

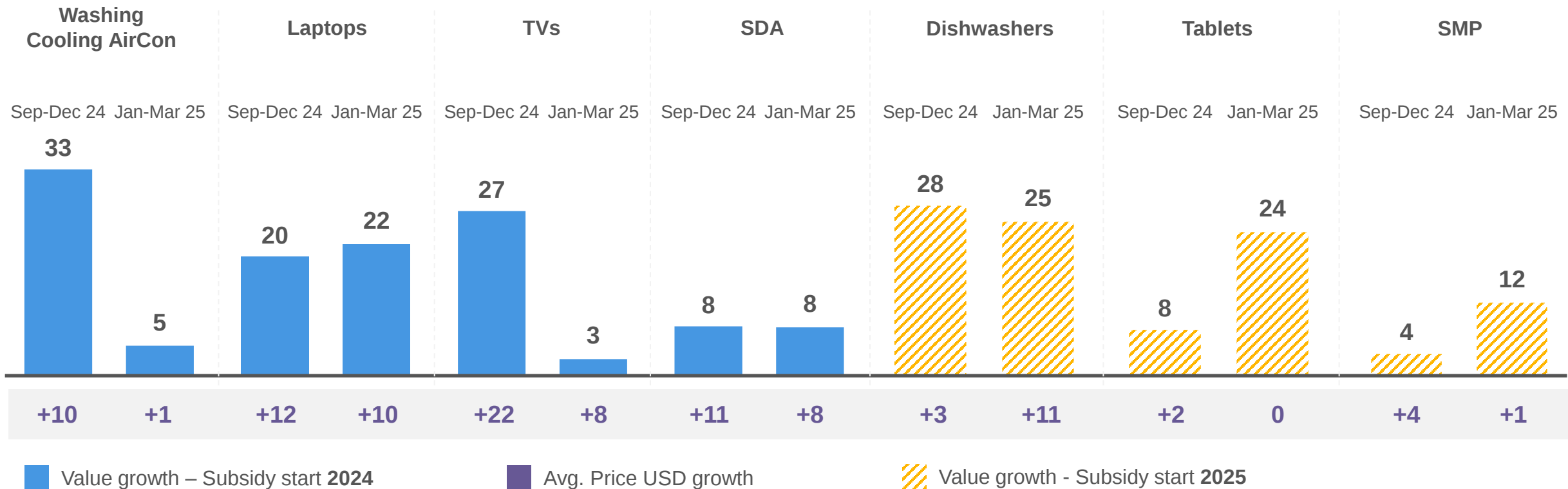
China's subsidy surge powers T&D in Q4 2024 and early 2025

High benchmarks post challenges for sustained growth



China | Tech and Durables

Sales Value (NSP) USD | Avg. price USD | Growth rate PY +/-%



Source: NIQ Market Intelligence: Sales Tracking | China | Channel: B2C

On the road to more **Protectionism**?
The decline of a core consumer value “**Internationalism**”*

North America	Western Europe	Developed Asia	Emerging Asia	Latin America
31%	32%	23%	42%	46%
Diff vs 2019 -4	-6	-0.4	-12	-10

Consumers choice of national products has not proven relevant even if they prefer buying them,
mostly because of lack of alternatives and awareness

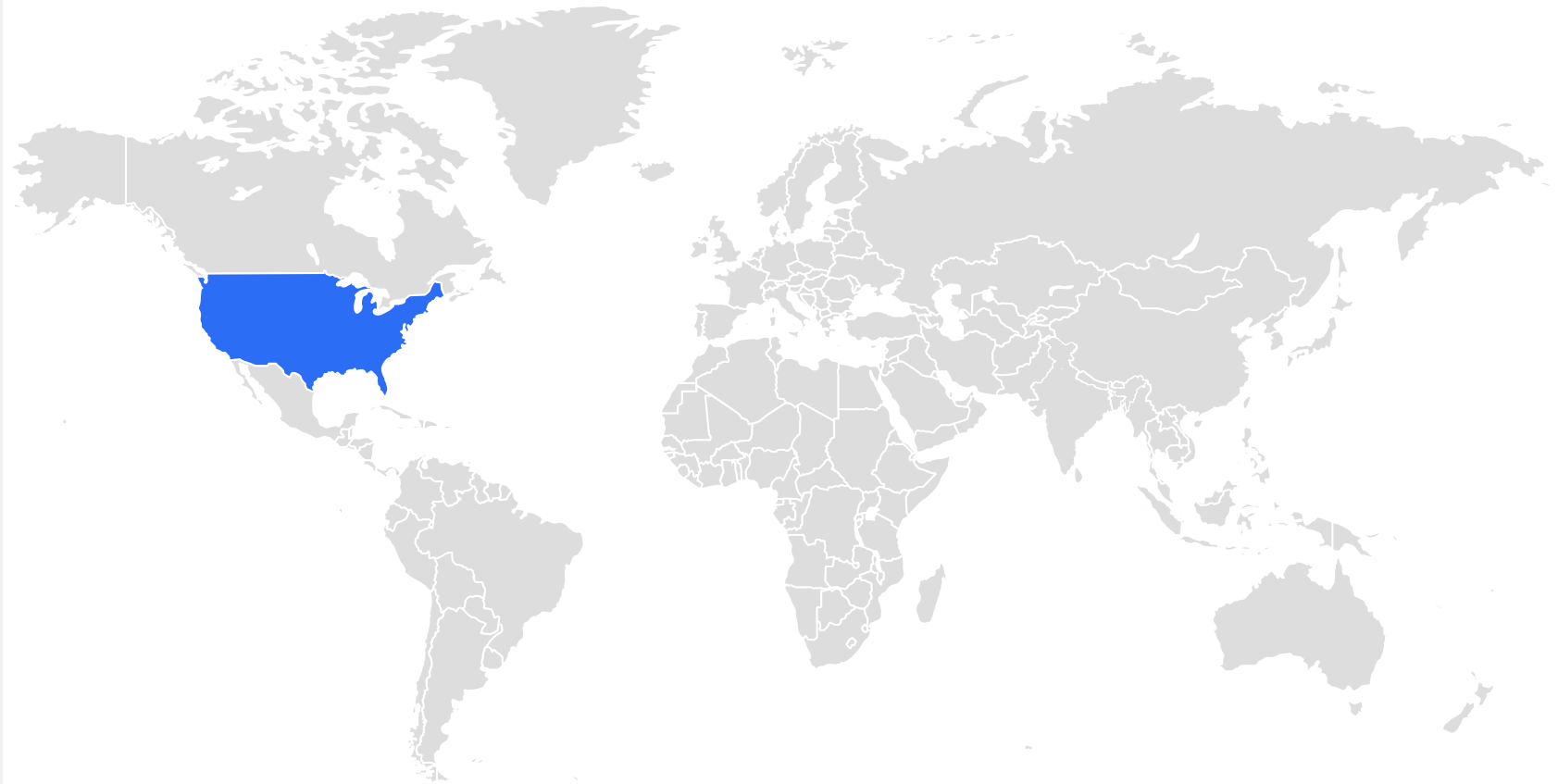


Empower consumers with knowledge of existing choices

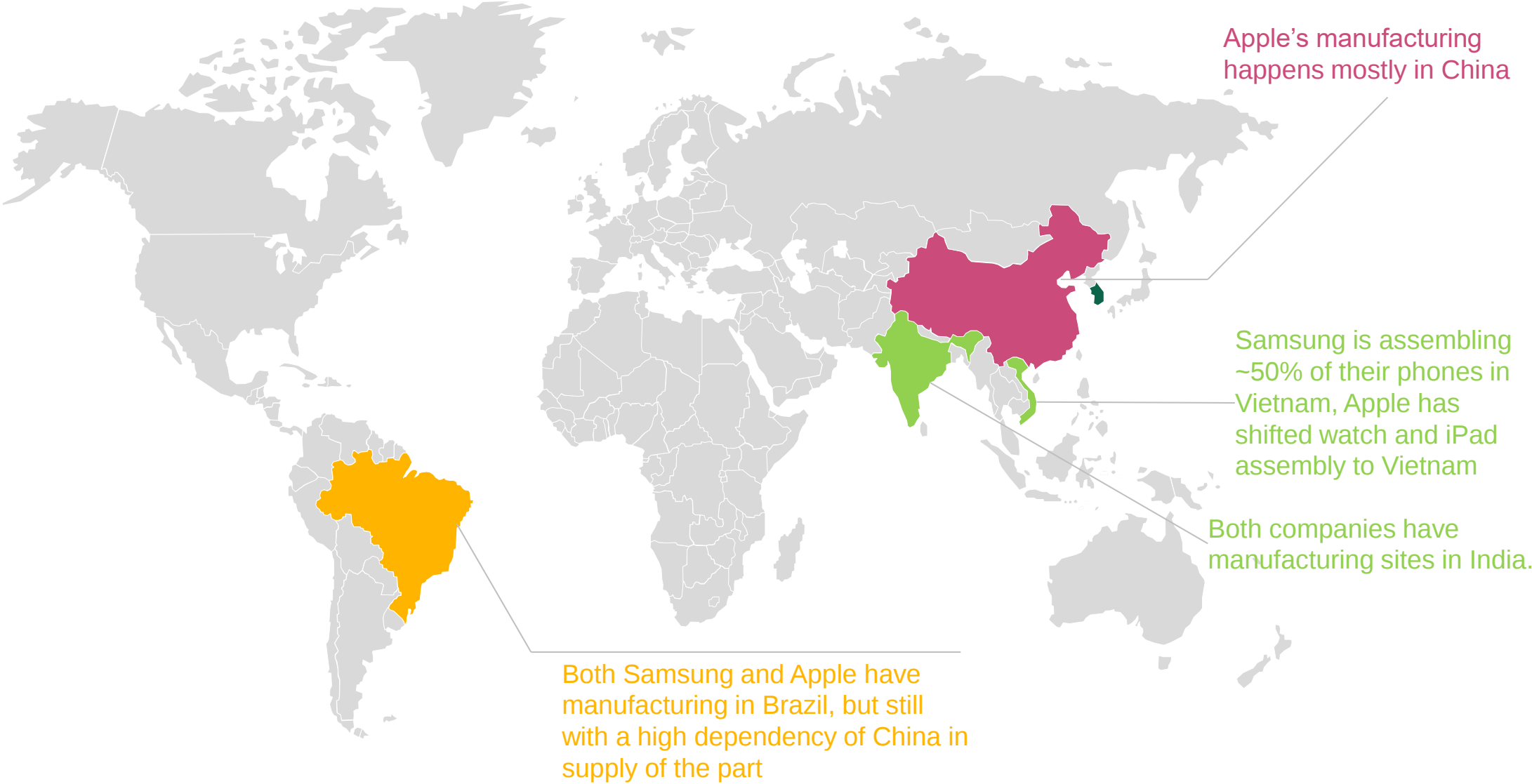
**Internationalism means Wanting to know more about different peoples, countries and cultures It is one of the consumer value tracked over a longer period of time.*

Transition from preference to policy

*US is now at the center of a
tariff-driven trade realignment*

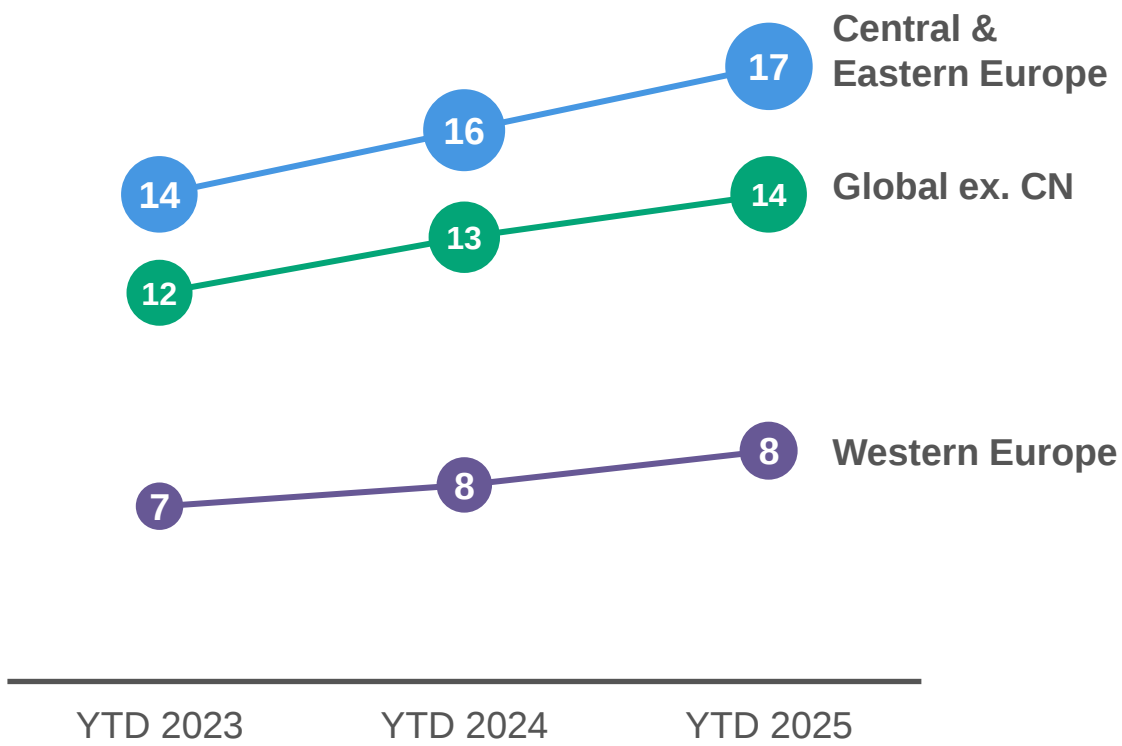


Smartphones: A strategic decoupling from China since 2018?

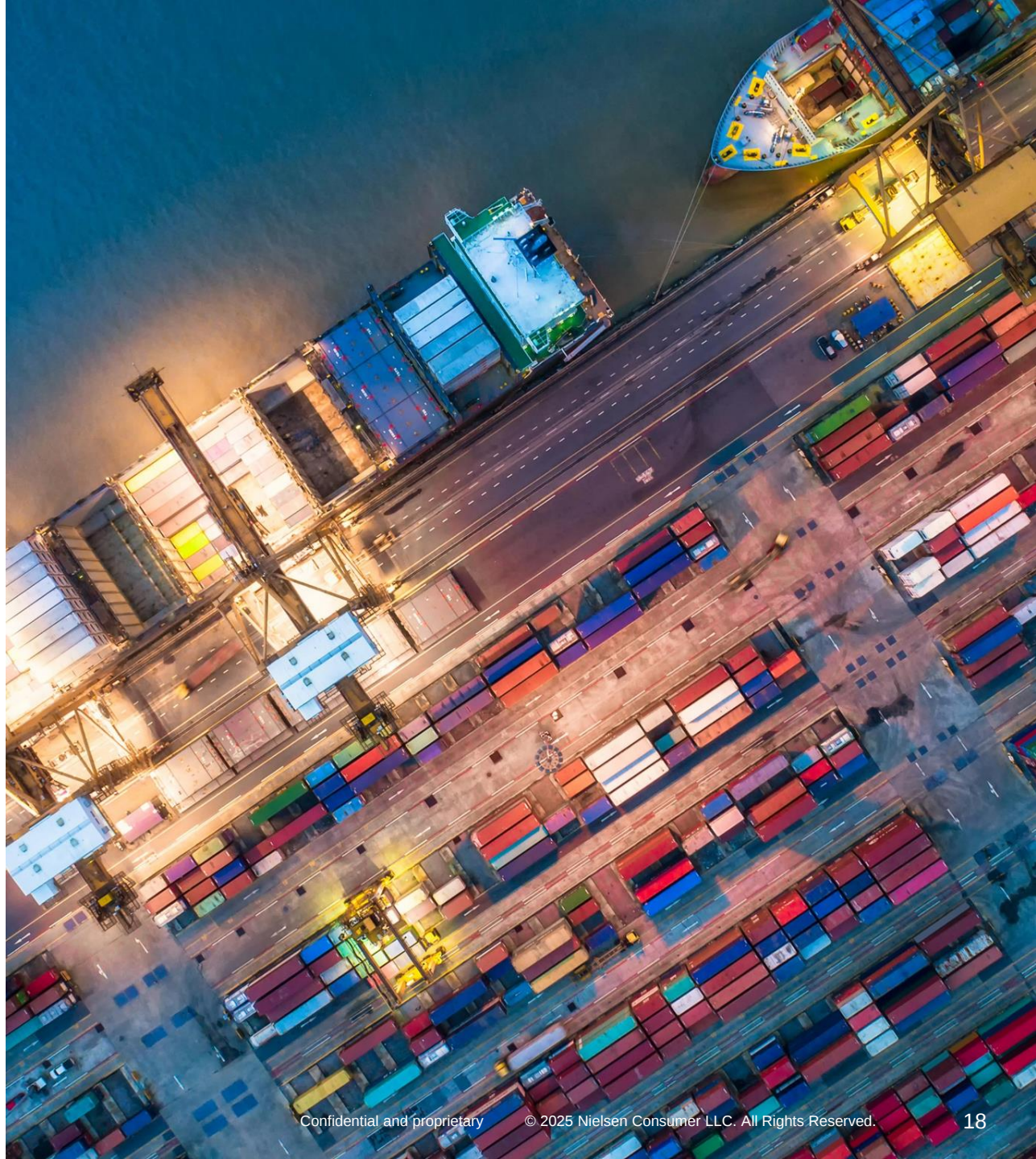


A quiet climb: Chinese brands gain ground globally

Share of Chinese brands | Tech and Durables
Sales Value USD (NSP) | YTD: Jan-Apr



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C



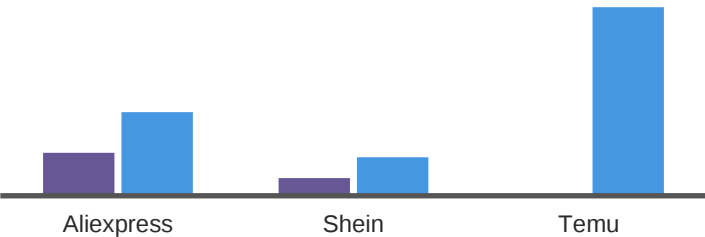
From shelf to screen: Chinese marketplaces also gain considerable momentum

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

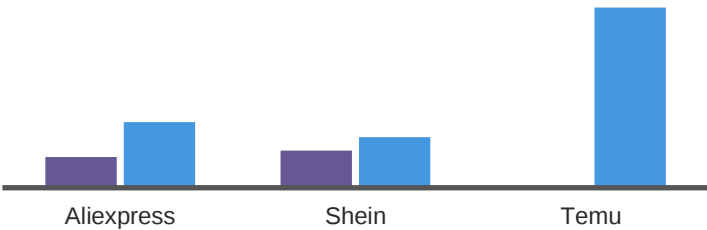
1st Jan 2022 – 18th May 2025

2022 YTD2025

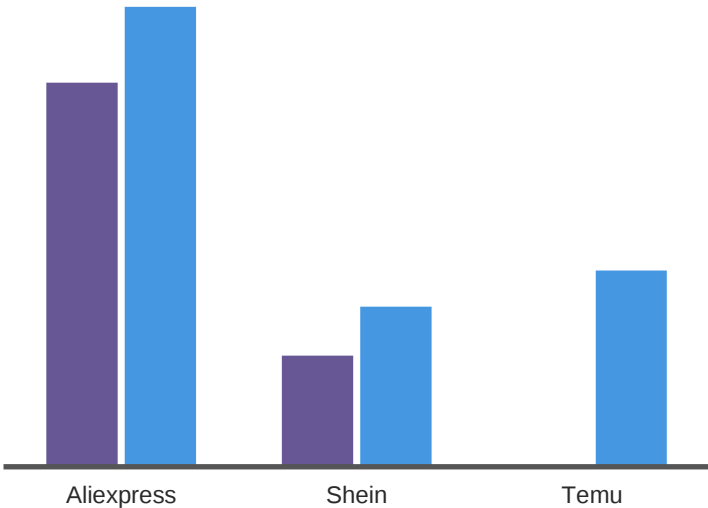
Germany



United Kingdom



Spain



Change in share
(2025 vs. 2022)

+2

+1

+9

+2

+1

+8

+4

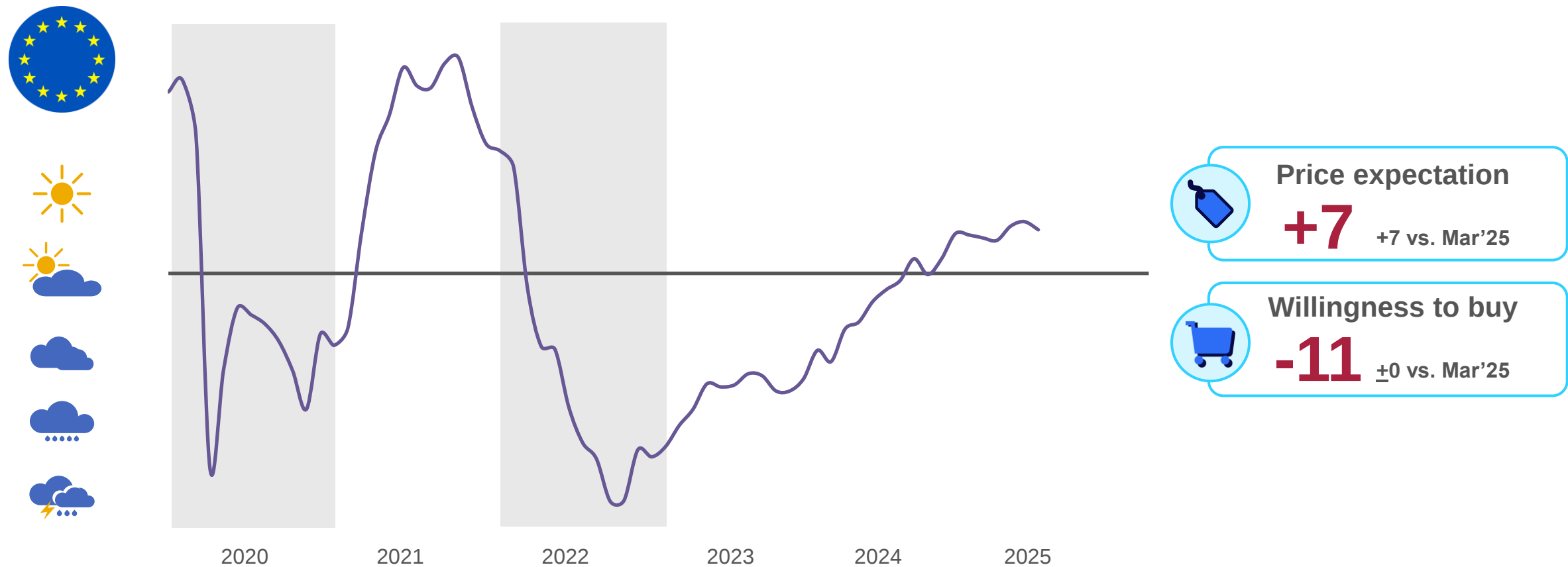
+2

+9

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

US tariffs ripple through Europe, signaling broader global repercussions

Dip in consumer sentiment in April 2025, could lead to price consciousness amongst consumers



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

The big picture: Global Tech and Durables

Regulations, policies and tariffs

The intentional shopper & how to win them

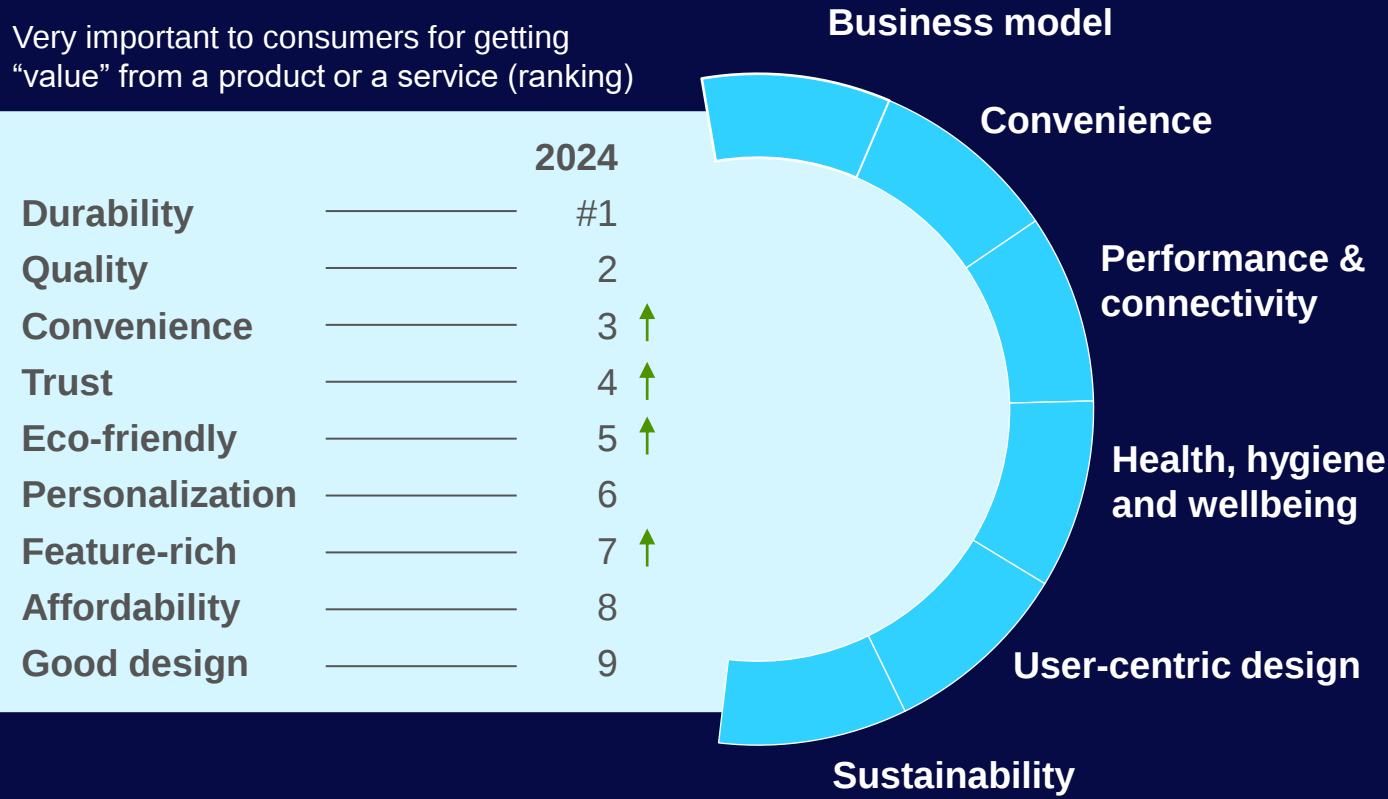
What shoppers really want !

58% agree

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

+2 pts vs 2023

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



Value and Experience over excess

Sustainability

Ecosystems

**Health &
Beauty**



Sustainability

Sustainability gets a makeover

From skepticism to status symbol – eco-consciousness is now personal & glamorous

JADED

“Those **skeptical and cynical** about issues like sustainability & climate change”

-9pp↓

Down 9 points from 2010 to 13% of global consumers

Glamour Green

“Those who see **sustainability as a badge of honor** & status symbol”

+17↑

Up 17 points from 2010 to 43% of global consumers

Green in deed

“Those who are **most active in environmental** thought & action”

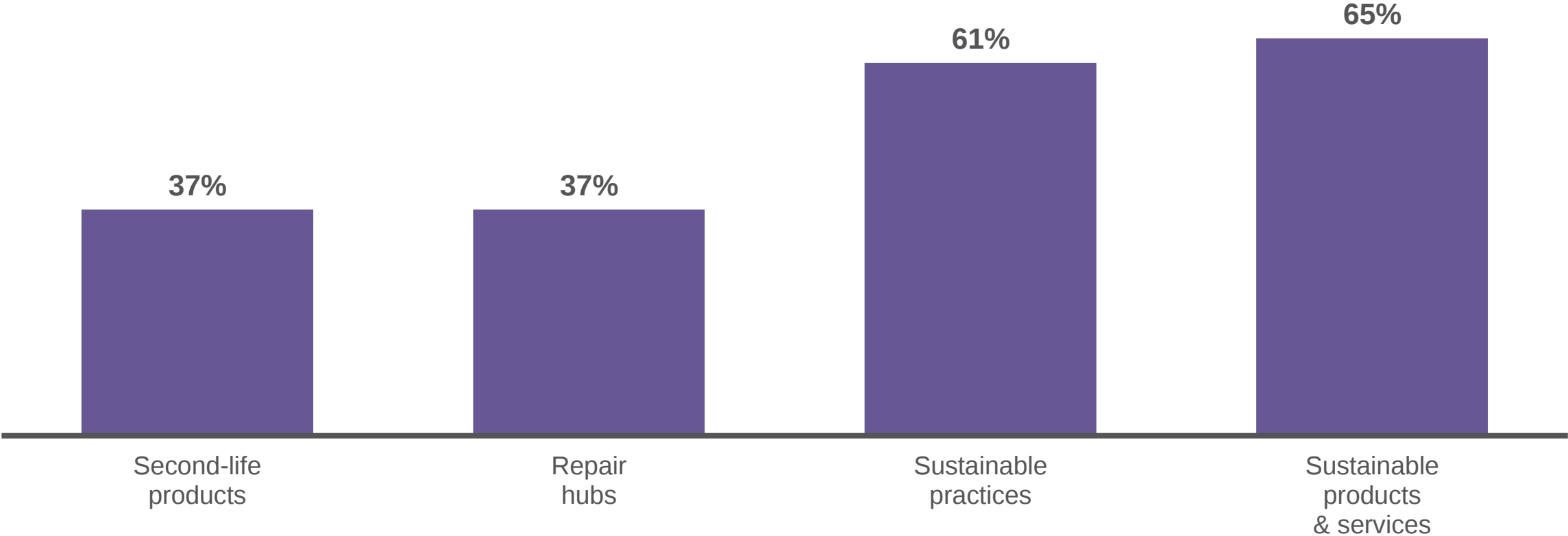
+7↑

Up 7 points from 2022 to 43% of global consumers

Purpose is rising in the priority list – retailers are catching up to green expectations

To which extent will you focus on the following activities to match consumers’ sustainability values in the next 2-3 years?

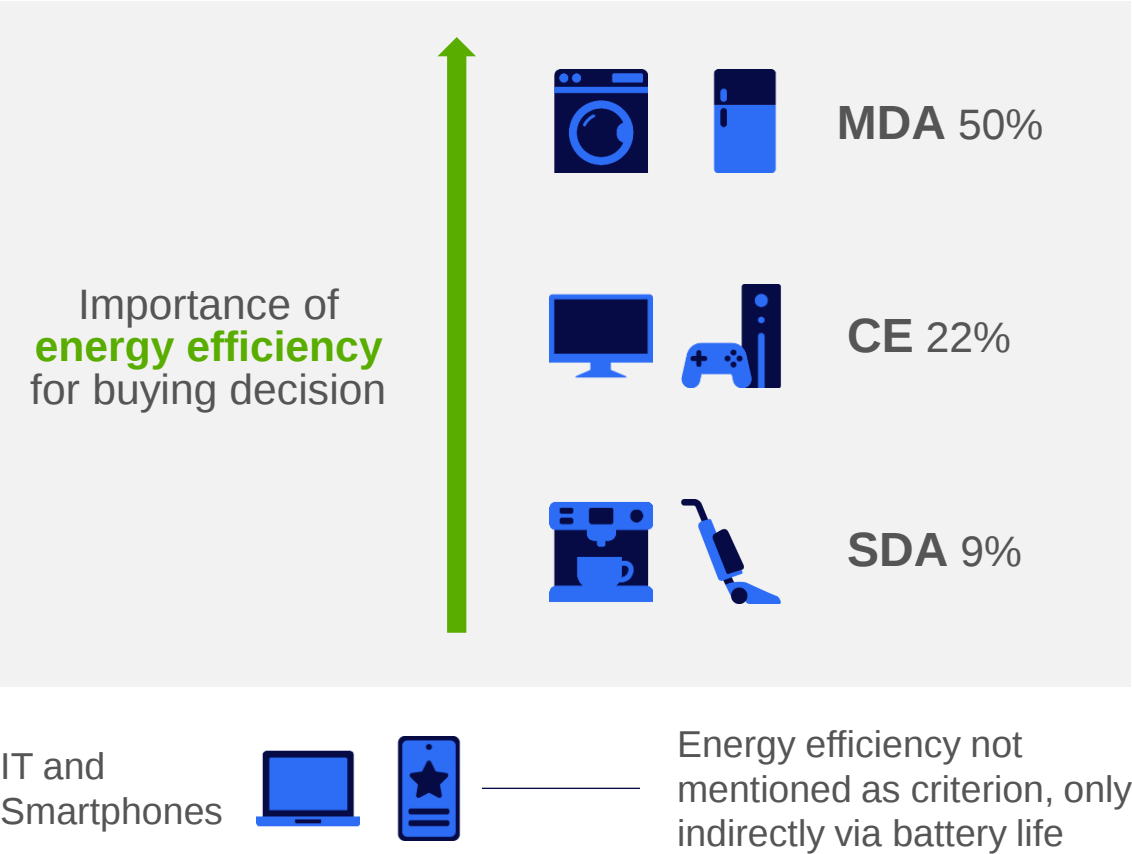
% of retailers with high or very high focus on activities matching consumers’ sustainability values



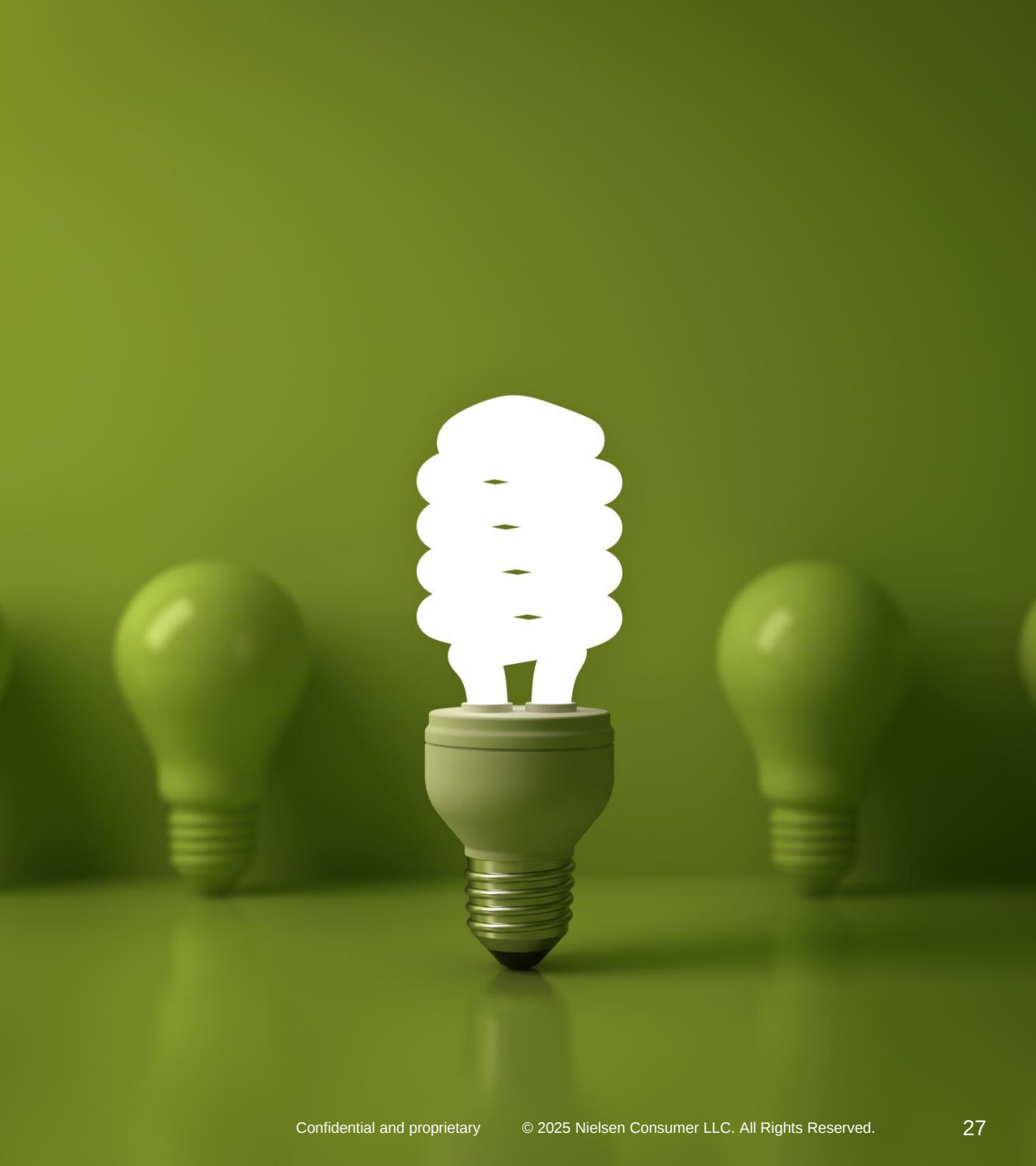
P1: To which extent will you focus on the following activities to match consumers’ sustainability values in the next 2-3 years? [Chart includes Top 2 Boxes] | Base: Total n = 796, scale where 1 is “No strategic focus at all” and 5 is “very high strategic focus” | Source: GfK Retail Revolution 2023

Not all Tech & Durables are created equal in sustainability

Consumer decision making criteria vary widely across sectors, with MDA in the lead for energy efficiency



Source: NIQ newronconsumer, all countries monitored, MDA: Cooker / Oven / Hob, Dishwasher, Microwave Oven, Refrigerators/Freezers, Washing Machines Tumble Dryers; CE: TV, AI speakers/ digital cams; SDA: Electric Kettle, Hot Beverage Maker, Shaver / Trimmer, Vacuum Cleaner; Year 2024



Balancing performance and sustainability will be a key success factor

Consumers want high performance but low environmental impact- brands must innovate at the intersection

Best-in-class energy consumption/ labels

Product durability / 2nd life/ repair- and upgradability

Sustainability

Innovation

USP = Smart + Sustainability

Innovation

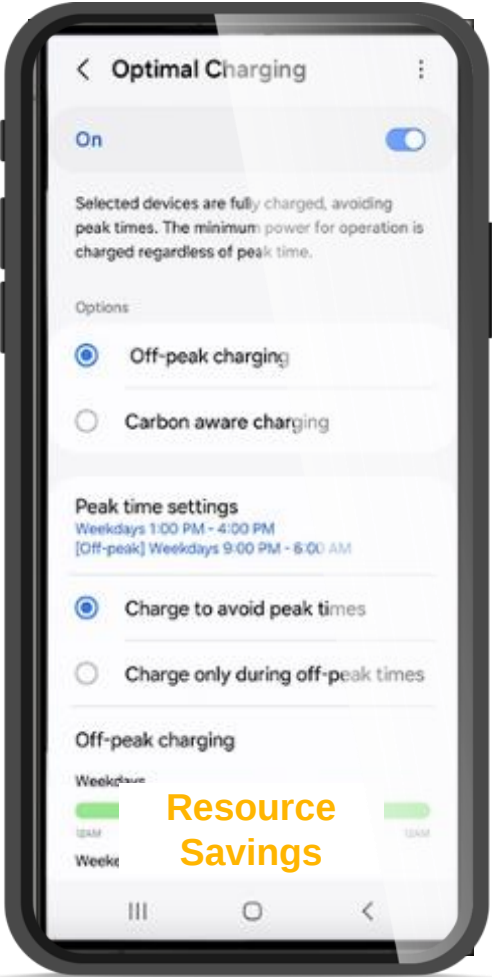
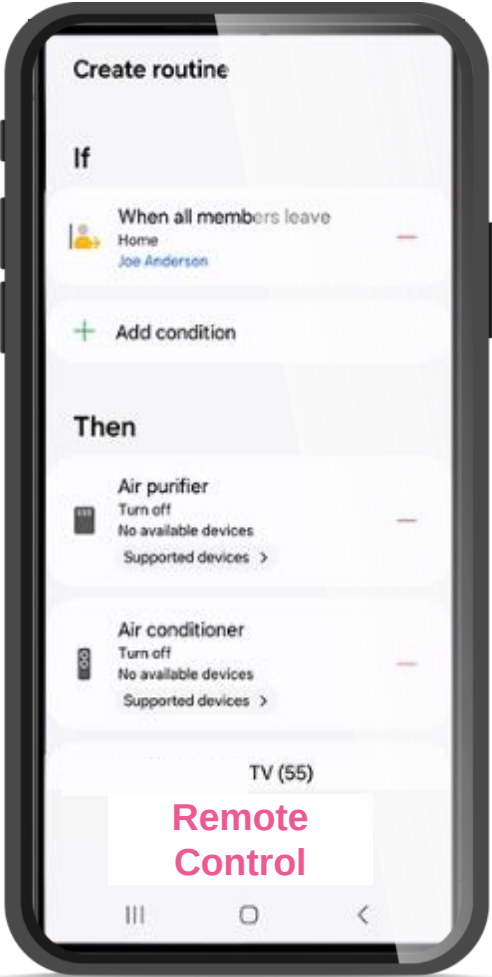
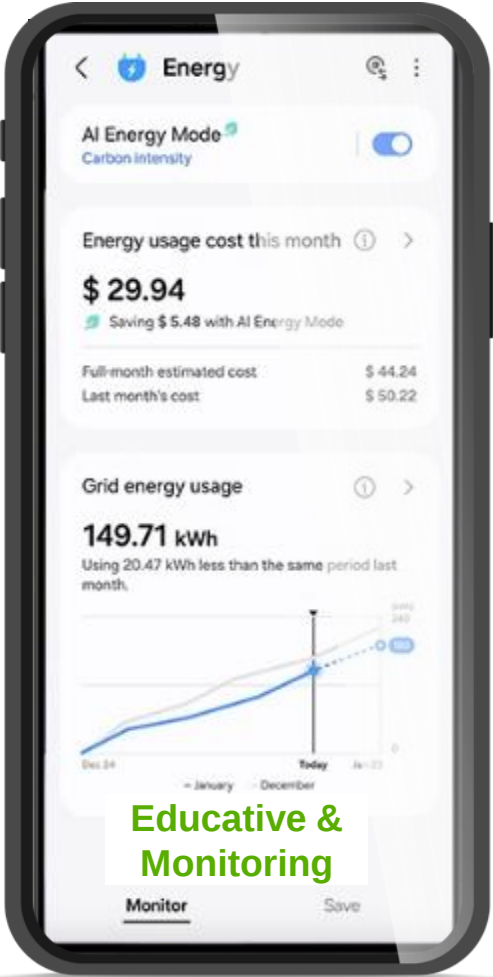
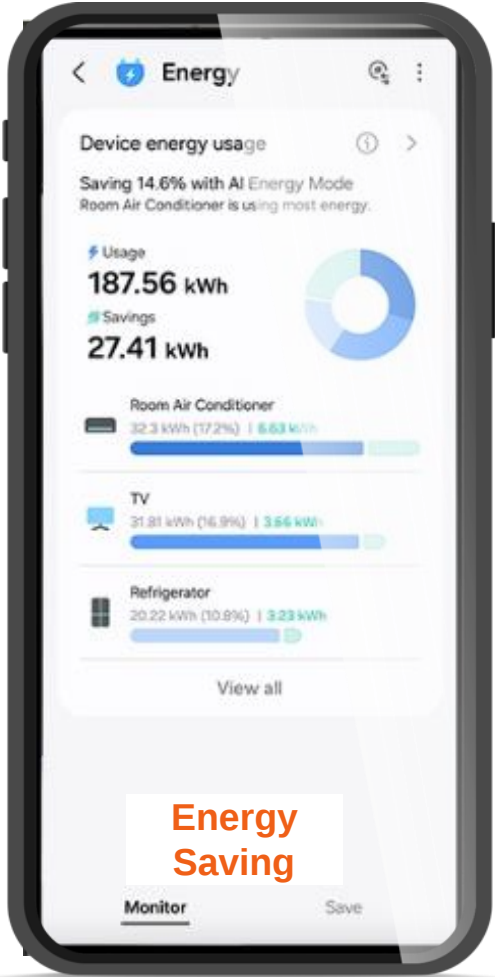
Performance

Personalization, e.g. AI powered recommendations on eco-savings

High-end features e.g. consumption dashboards & energy monitoring



Smart ecosystems are reshaping how consumers manage energy, comfort, and control.



A pink rectangular sticky note is placed on a light pink background. The word "Ecosystems" is written on the note in a white, bold, serif font. The note is slightly tilted and casts a soft shadow to its right.

Ecosystems

+10pp ↑ in 3 years

of consumers buying a laptop for high-speed / high-resolution gaming consider “**ecosystem compatibility**” important choice driver

Source: Source: gfknewron consumer; 2024 Full year; Buyer of Mobile PCs for High-Resolution / High-Speed Gaming
Country: Belgium, Brazil, Chile, France, Germany, Great Britain, Greece, India, Italy, Japan, Netherlands, Poland, Portugal, Spain, Switzerland, Turkey



Gamers are willing to pay more

Gamers are less likely to choose price as a discerning purchase driver for choosing their final product

Purchase drivers : Mobile Computing



70%
Price as a choice driver

**Mobile PC Total
(Laptops)**

Source: gfknewron consumer; Buyers of Mobile PCs and Gaming Consoles in 2024 (Q1 – Q4); Countries Mobile PCs: Brazil, France, Germany, Italy, Japan, Netherlands, Spain, Great Britain, Poland, Switzerland, Turkey; Countries Consoles: France, Germany, Italy, Netherlands, Spain, Great Britain

Gamers are willing to pay more

Gamers are less likely to choose price as a discerning purchase driver for choosing their final product

Purchase drivers : Mobile Computing

64% ↓ 6pp

Price as a choice driver

Mobile PC High Resolution Gaming
(Gaming Laptops)

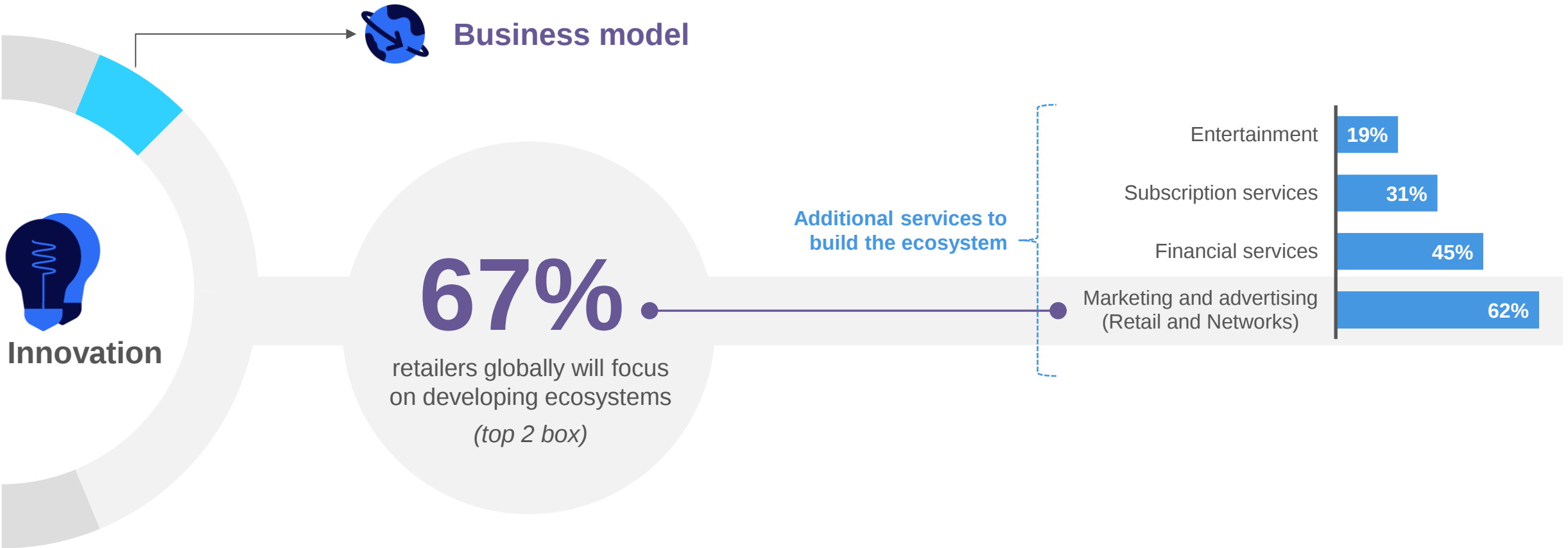


→ Price sensitivity drops when the experience delivers

Source: gfknewron consumer; Buyers of Mobile PCs and Gaming Consoles in 2024 (Q1 – Q4); Countries Mobile PCs: Brazil, France, Germany, Italy, Japan, Netherlands, Spain, Great Britain, Poland, Switzerland, Turkey; Countries Consoles: France, Germany, Italy, Netherlands, Spain, Great Britain

Retail ecosystem: The next frontier for retailer

Ecosystem approach-based innovation will create more meaningful engagement with consumers & new growth opportunities

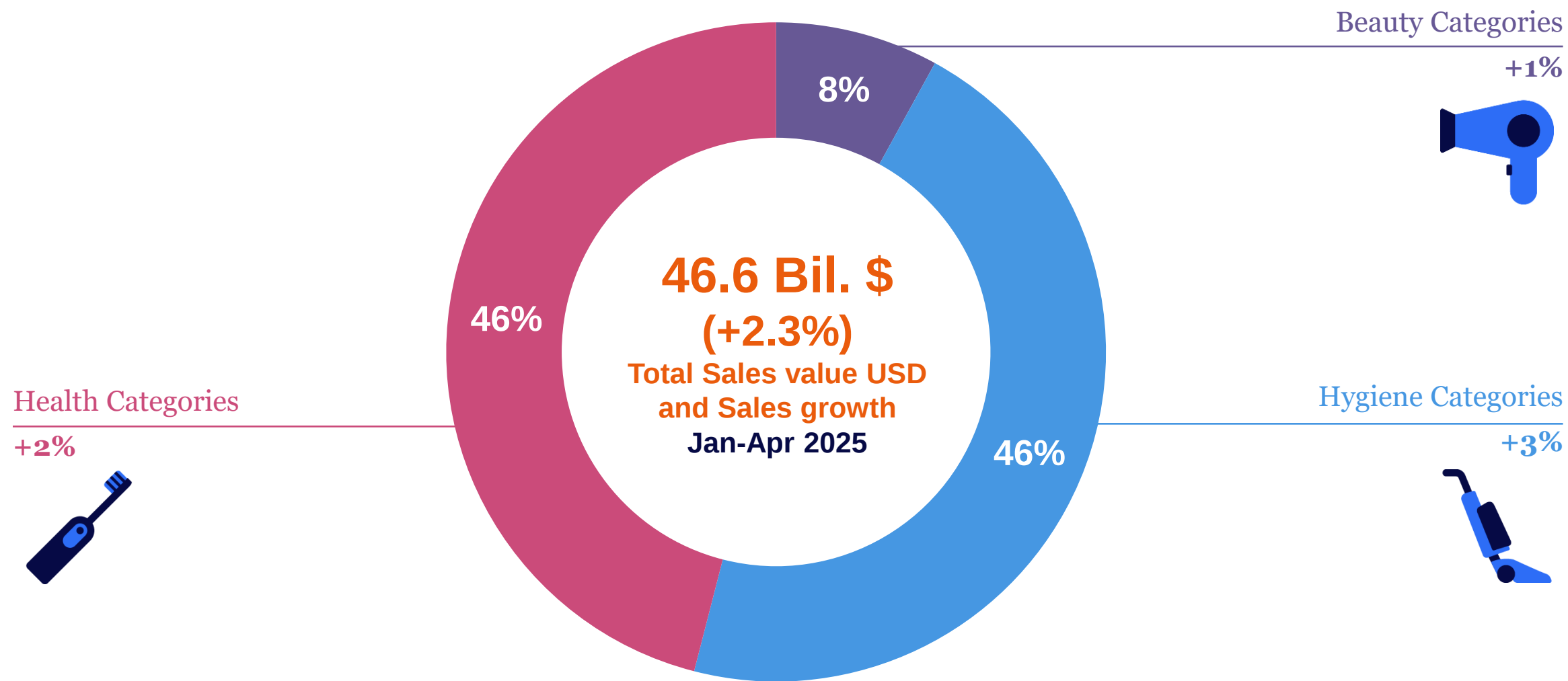


Source : GfK Retail (R)evolution. 2023 E1: To which extent will your company focus on the following capabilities / services in the next 2-3 years? [Chart includes Top 2 Boxes]. Base: Total n = 796, Online store n = 70, Offline store n = 95, Both n = 631, scale where 1 is "No strategic focus at all" and 5 is "very high strategic focus". E2: Which additional services have you recently started or will start to build your ecosystem? [Multiple choice]. Base: E2 only if E1 "Build ecosystems that help you sell services along with products to grow consumer base" has a high strategic focus (rated 4 or 5), n = 535

**Health &
Beauty**

Universe of health, hygiene and beauty categories in Tech and Durables

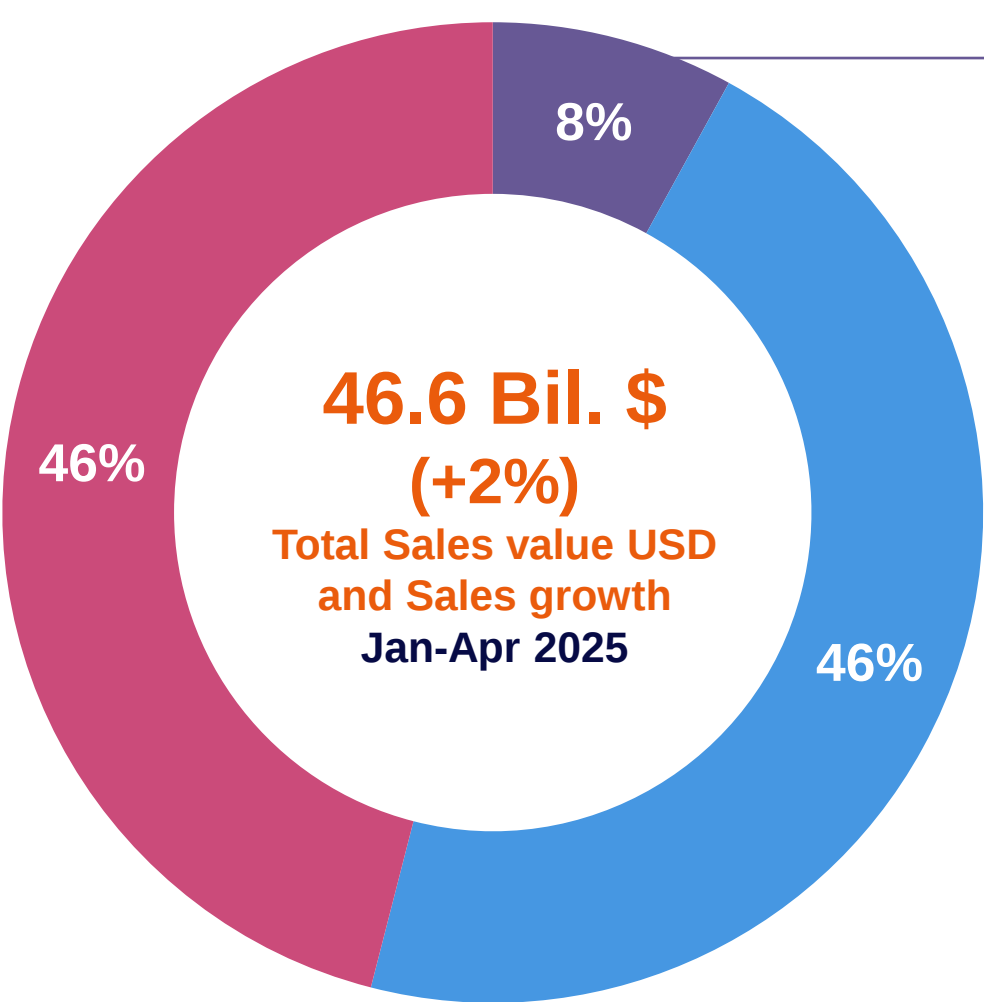
Hygiene outpaces total tech and durables in value growth, growing faster than health and beauty.



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024
Categories : Beauty: Hair Dryer, Hair Stylers, Hair Clippers , Shavers, Shaver Accessories, El. Male System Razor, El. Muscle Stimulation, El. Massagers, El. Cosmetics, El. Blankets Health: Air treatment , Water Filters, Liquidizers (Food Prep), El. Juicers/Presses, Hot Air Fryer, El. Cooking Pot: with Steam, Mini Ovens with steam, Hypoglycemic Rice Cookers, Food Steamers, Light Therapy, Baby food cookers, Blood Pressure Monitors, Digital Thermometers, Kitchen Scales, Personal Scales, Nebulizers

“Looking good” is more than vanity—it’s a core life value for consumers.

Universe of health, hygiene and beauty categories in tech and durables



Beauty Categories



3.8 Bil. \$
(+1%)
Total Sales value USD
and Sales growth

Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024
Categories : Beauty: Hair Dryer, Hair Stylers, Hair Clippers , Shavers, Shaver Accessories, El. Male System Razor, El. Muscle Stimulation, El. Massagers, El. Cosmetics, El. Blankets Health: Air treatment , Water Filters, Liquidizers (Food Prep), El. Juicers/Presses, Hot Air Fryer, El. Cooking Pot: with Steam, Mini Ovens with steam, Hypoglycemic Rice Cookers, Food Steamers, Light Therapy, Baby food cookers, Blood Pressure Monitors, Digital Thermometers, Kitchen Scales, Personal Scales, Nebulizers

38%

respondents' state

Looking Good is a
life value which gives
meaning to their life

+3 pts vs 2023

Source: Consumer Life 2024 Countries: Global 18 Top 2 of C1



powered by  intelligence



Confidential and proprietary

© 2025 Nielsen Consumer LLC. All Rights Reserved.

38

38%

respondents' state

Looking Good is a
life value which gives
meaning to their life

+3 pts vs 2023



Hair dryer

+6%



Hair Styler

+1%



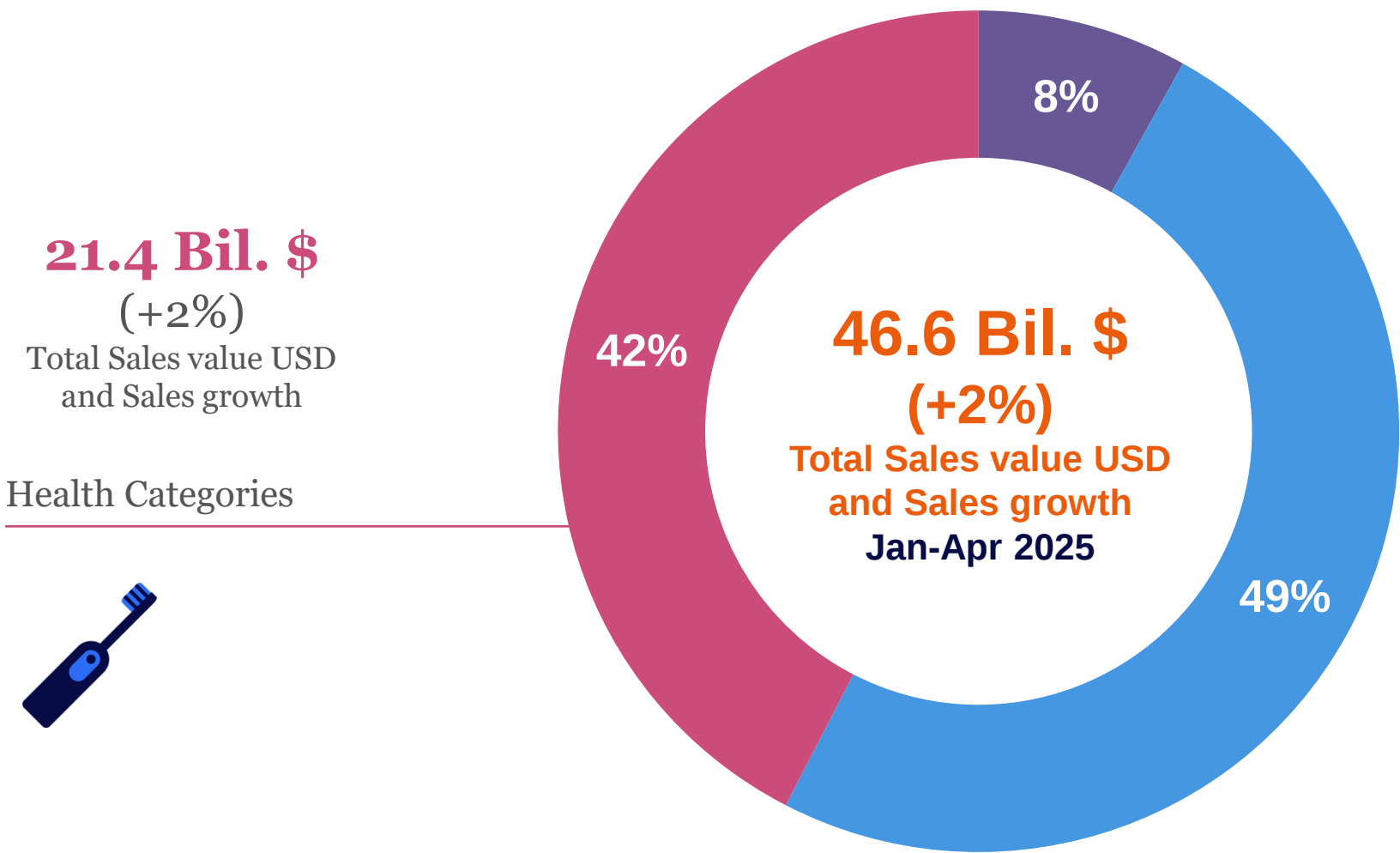
Sun protection

+7%

Source: Consumer Life 2024 Countries: Global 18 Top 2 of C1

Wellness is multifaceted - from sleep to air quality, consumers seek tech that supports holistic health

Universe of health, hygiene and beauty categories in tech and durables



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024
Categories : Beauty: Hair Dryer, Hair Stylers, Hair Clippers, Shavers, Shaver Accessories, El. Male System Razor, El. Muscle Stimulation, El. Massagers, El. Cosmetics, El. Blankets Health: Air treatment, Water Filters, Liquidizers (Food Prep), El. Juicers/Presses, Hot Air Fryer, El. Cooking Pot: with Steam, Mini Ovens with steam, Hypoglycemic Rice Cookers, Food Steamers, Light Therapy, Baby food cookers, Blood Pressure Monitors, Digital Thermometers, Kitchen Scales, Personal Scales, Nebulizers

Health needs are diverse—so are solutions

From sleep and nutrition to environmental and mental health, wellness is multifaceted.



Environmental impact
Products that help address external factors that impact health



Mental & Social health
Products that help having good sleep, to prevent disorders



Physical health
Products to cook good food, have healthy nutrition

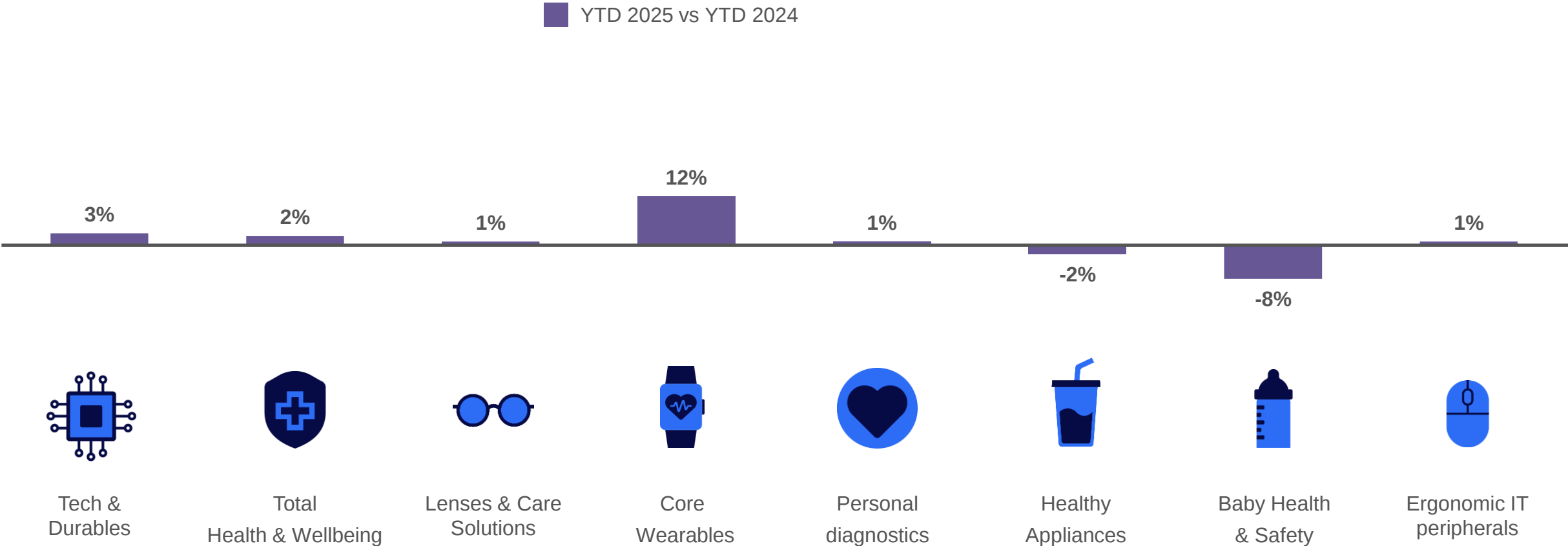


Preventative Monitoring
Products that help monitor metrics to maintain good health



Health and wellbeing demand has recovered but in value terms remains below the unprecedented surge in demand during the pandemic

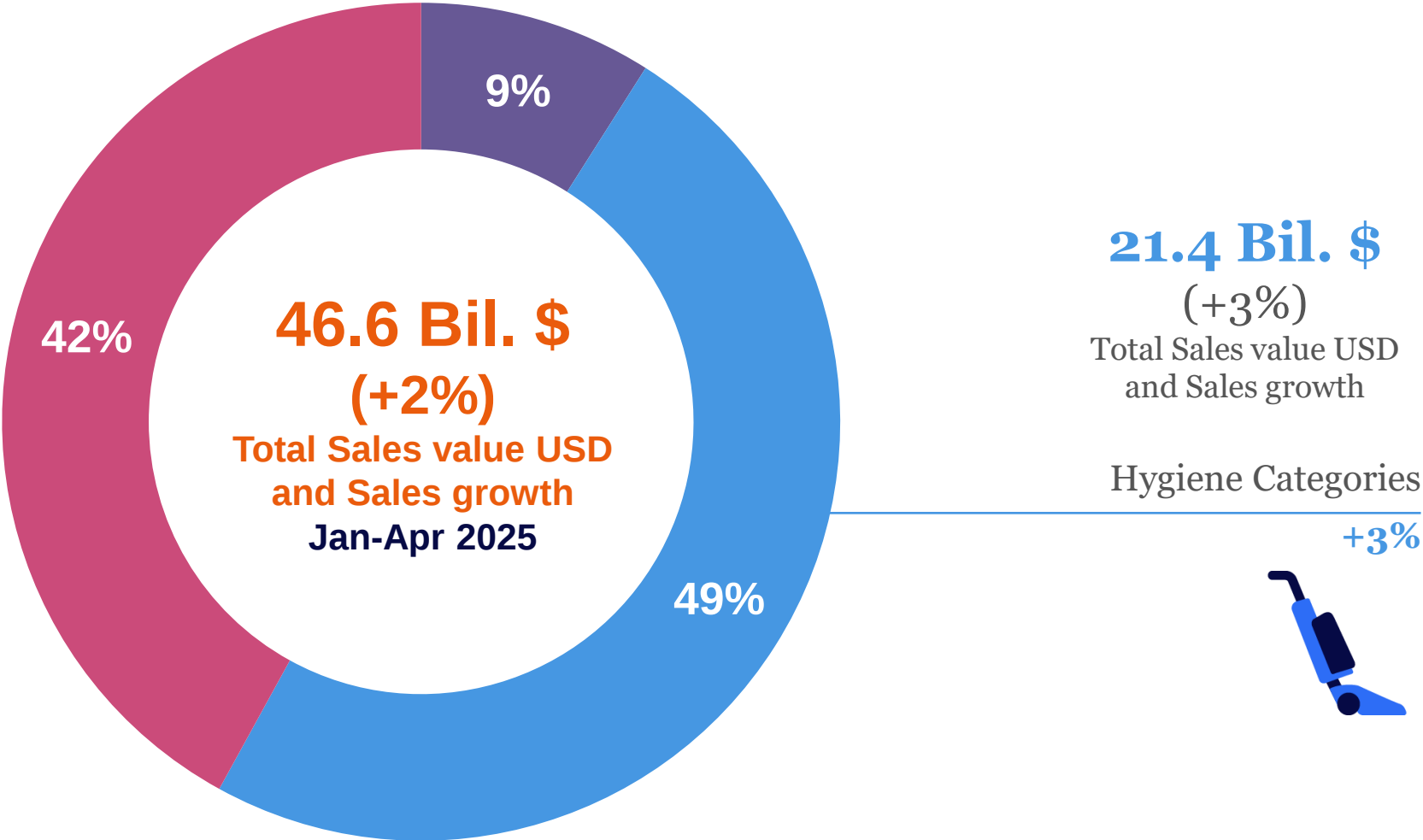
Global Tech & Durables vs. Health & wellbeing as a total group grew vs. past year: Sales Value Growth%



Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024
Personal Diagnostics: Blood Pressure Monitor, Digital Thermometers, Personal Scales, Nebulizers Lenses & Care solutions: Contact Lenses, Spectacle Lenses, Eyedrop Care Drops Core Wearables: Smartwatches (SIM & NO SIM), Wrist Sport Computer, Health & Fitness Tracker Health Appliances: Light Therapy, Food Preparation: Liquidisers, Juicers/Pressors, Hypoglycemic Rice Cooker, Hot Air Fryers, Water Filters, Air Treatment Baby Health & Safety: Baby Monitors, Baby Bottle Sterilizer,

Outpacing health and beauty, hygiene is the fast-growing segment in Tech and Durables

Universe of health, hygiene and beauty categories in tech and durables

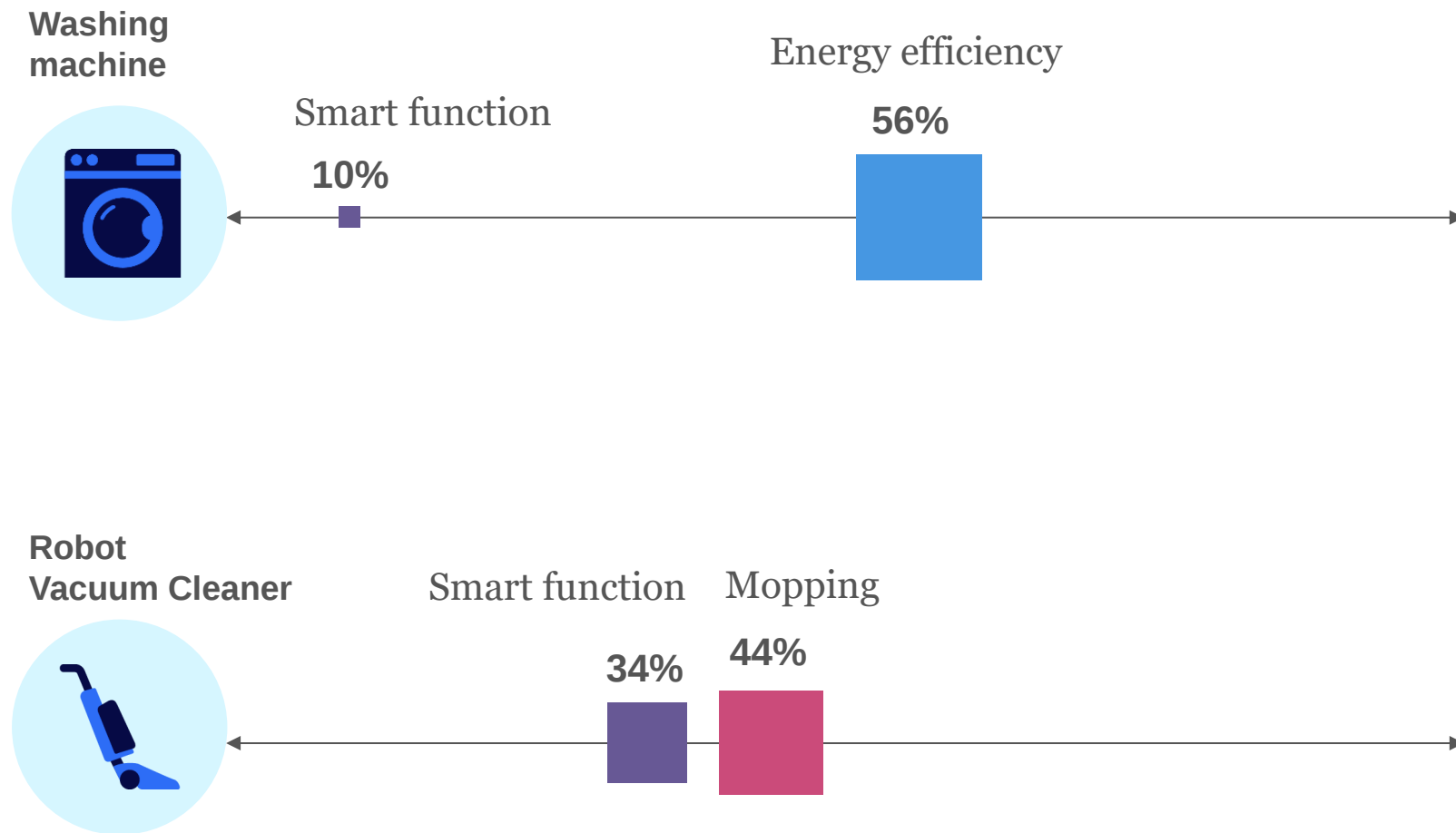


Source: NIQ Market Intelligence: Sales Tracking | International Coverage excluding North America & Russia | Channel: B2C | Sales revenue growth 2025 vs 2024
Categories : Beauty: Hair Dryer, Hair Stylers, Hair Clippers , Shavers, Shaver Accessories, El. Male System Razor, El. Muscle Stimulation, El. Massagers, El. Cosmetics, El. Blankets Health: Air treatment , Water Filters, Liquidizers (Food Prep), El. Juicers/Presses, Hot Air Fryer, El. Cooking Pot: with Steam, Mini Ovens with steam, Hypoglycemic Rice Cookers, Food Steamers, Light Therapy, Baby food cookers, Blood Pressure Monitors, Digital Thermometers, Kitchen Scales, Personal Scales, Nebulizers

Hygiene

- Smart washing machine is **not creating pull** while key decision criteria is energy efficiency, but smart can be a differentiator
- Robots **use case highly enabled by smart** functionalities pull is created
- **Only a strong smart use case creates pull**

Most important product features during purchase (~30.000 interviews) | FY2024



Source: **gfknewron Consumer** | Countries: Belgium, Brazil, France, Germany, Great Britain, India, Italy, Japan, Netherlands, Russian Federation, Spain | Washing machines; most important product features when purchasing a product YTD – Jan-Apr 2025

What should manufacturers and retailers focus on in 2025?

1

Global rebalance

There is still appetite for tech and durables which is growing by +3% in YTD 25 powered by subsidies and post-COVID replacement cycles.

China drove 123% of global growth in YTD 2025.

Tariffs create further uncertainty as well as opportunities

2

Intentional spending

Economic pressures and tariff concerns create a shift in spending toward essential goods and growing discretion on spend.

Consumers seek value in their purchases – prioritizing durability, affordability, and convenience.

3

Connected Care

The health, hygiene, and beauty segments are growing steadily, with hygiene leading in value growth. This will be a long-term focus area

Consumers are investing in well-being and self-care, driving demand for air treatment, diagnostics, and beauty tech.

4

Eco meets Tech

Sustainability is now a status symbol. When paired with smart features it amplifies benefits.

Consumers favor energy-efficient, durable, and repairable products, and brands are responding with eco-smart solutions that blend performance with environmental responsibility.

5

The network effect

Growth is increasingly driven by ecosystem strategies—both in retail and product ecosystems e.g. gaming ecosystems are evolving, with PC hardware and accessories leading growth

67% of retailers are prioritizing ecosystem development to deepen engagement and unlock new revenue streams.

Global Tech and Durables growth is rebounding despite challenges, offering opportunities - To win in 2025, a uniform approach globally will not suffice brands must balance operational resilience with value-driven innovation, and ecosystem agility in a fragmented world

Thank you !

June 2025

For more information or enquiries
Global MI support: global-mi-support.NUE@smb.nielseniq.com

NielsenIQ

Please share your valuable feedback



[Feedback Link](#)

0 1 2 3 4 5 6	7 8	9 10
Not Satisfied	Neutral	Satisfied

Easy tip: If you like it, give us a 9 or 10!

powered by  intelligence