

Hisense
Case Study

Fueling Global Expansion Through Data-Driven Decisions

How a fortune-ranked global tech manufacturer accelerated international growth with real-time market intelligence.

NIQ



Mastering Market Fragmentation: The Challenge of Competing in Rapidly Evolving Global Landscapes

Hisense is a leading global brand in home appliances, and smart technologies, operating across 100+ countries and competing in both premium and value segments. Since 2015, the company has been on an aggressive mission to scale internationally while adapting to diverse regional consumer behaviors.

Expanding into new markets required crystal-clear visibility, yet Hisense initially faced several barriers:

- Limited visibility into regional demand: Hard to understand where to invest and how to localize product mixes.
- Fragmented consumer insights: Preferences varied drastically between regions (e.g., Germany vs. Latin America).
- Competitive pressure: Winning shelf space and market share required precise pricing and feature positioning.
- Need for real-time market intelligence: Decision-making needed to speed up to avoid costly missteps when entering unfamiliar markets.

Hisense needed a partner who could provide consistent, granular, and global coverage to guide decisions across product categories and regions.



Turning Insight Into Impact: A Deep, Data-Led Partnership With NielsenIQ

Since 2015, Hisense and NIQ have worked as strategic partners to build a data-driven blueprint for global expansion.

Hisense leveraged NIQ's market intelligence across early priority markets to understand local pricing dynamics, consumer preferences, and competitive pressure points.

This foundational intelligence guided smarter product-market fit decisions and drove a **42% sales uplift in key emerging markets**.

As the partnership matured, granular category insights enabled precise localization across Europe and other regions, such as developing energy-efficient TV assortments for Germany and optimized mid-range appliances for Eastern Europe, while supporting strategic growth.

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For Hisense, our partnership with NIQ is far more than access to market data - it's the foundation for building trusted local collaborations and unlocking sustainable growth in key regions.

In Europe, where consumer preferences vary sharply between premium and value segments, NIQ's granular insights helped us refine product positioning, from energy-efficient TVs in Germany to optimized mid-range appliances in Eastern Europe.

Their real-time sales and share data allowed us to anticipate demand shifts and align inventory with distributors, ensuring products reach consumers exactly when needed. And in emerging markets like LATAM, where cultural and economic differences shape buying behavior, NIQ's localized analysis continues to guide our strategic priorities. There is strong potential for even deeper collaboration ahead.”

- Jerry Liu, Chairman of Hisense VIDAA

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This is a genuine, data-driven collaboration: NIQ doesn't just provide numbers, they become an extension of our team, helping us turn complexity into clarity.

Together, we're making Hisense's smart technology accessible and beneficial to everyone, everywhere.

- Jerry Liu, Chairman of Hisense VIDAA

Scaling with Agility: *From Measurement to Momentum*

Global Expansion at Speed: Operating With Real-Time Market Adaptation

NIQ became the intelligence engine powering Hisense's rapid **adaptation across 12+ categories and 20+ key markets.**

Real-time sales, share, and competitive tracking enabled the company to continuously refine pricing, distribution, and inventory strategies. This agility translated into stronger competitive positioning, most notably in **Western Europe, where Hisense delivered +38% YoY value growth in TV in 2024.**

The partnership evolved into a continuous cycle of insight, decision, and execution - allowing Hisense to scale confidently, respond to fast-shifting market dynamics, and sustain global momentum.

The Results: Data-Driven Growth at Global Scale

Hisense's long-term partnership with NIQ delivered measurable global impact.

By grounding decisions in real-time market intelligence, Hisense expanded confidently across regions, strengthened competitiveness, and unlocked substantial revenue gains.

NIQ's continuous insight ecosystem empowered Hisense to fine-tune pricing, assortment, feature sets, and inventory with speed.

This agility translated into stronger market positions across key regions and categories, enabling faster and smarter strategic decision-making .

+18% CAGR growth
in overseas revenue
including TV and HA grew
from 2015 to 2024,
markets contribution of
46% in 2024

**Improved competitive
positioning in key
regions (e.g., Hisense
brand TV in WEU had
YoY **38%** value
growth in 2024.**

LOOKING AHEAD: Powering the Next Era of Intelligent Global Growth

As Hisense continues scaling globally, the partnership with NIQ is entering a new chapter, one defined by AI-driven foresight, sustainability-led innovation, and deeper expansion into high-growth markets. Together, the organizations will continue transforming insight into strategic advantage, ensuring Hisense stays ahead of consumer expectations and market shifts.

Leveraging NIQ's **AI-powered foresight** to anticipate consumer trends, drive smarter product innovation, and enable faster, automated decision-making across the business

Sustainability insights that shape **innovation**, and **expansion** into emerging growth markets



*Turn market complexity into
competitive advantage - partner with
NIQ to accelerate your next growth*

Contact us today to schedule a demo



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About NielsenIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit www.niq.com.