

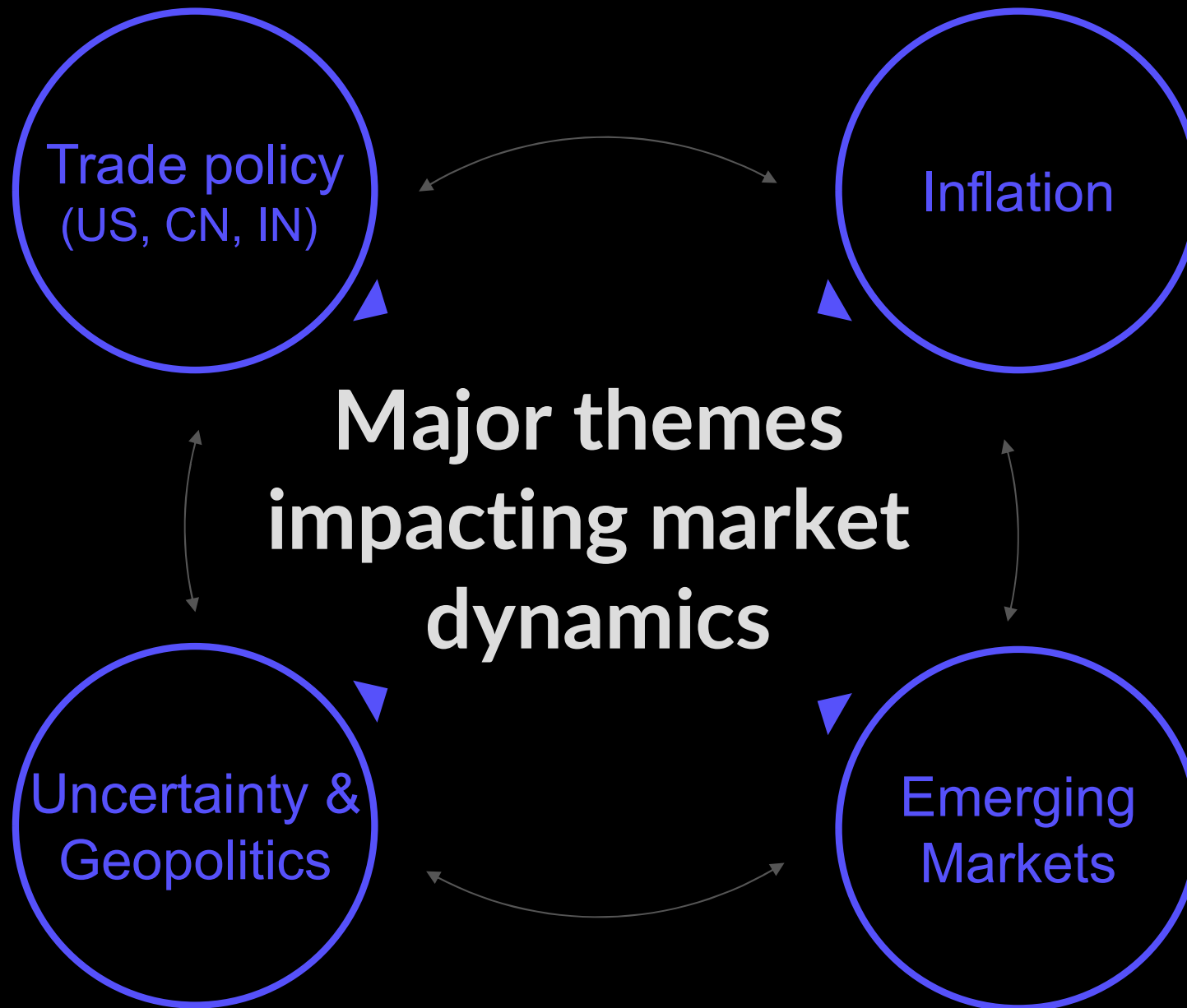


HighTech Race 2026

Trends, Signals & Strategies to win

Tatjana Wismeth

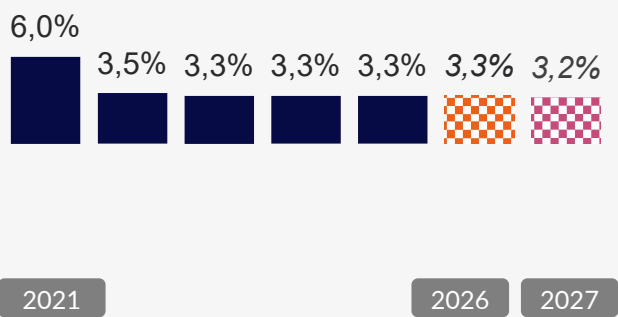
Head of Distribution & Supply Chain Intelligence



Global GDP growth outlook improves slightly, with inflation broadly stable

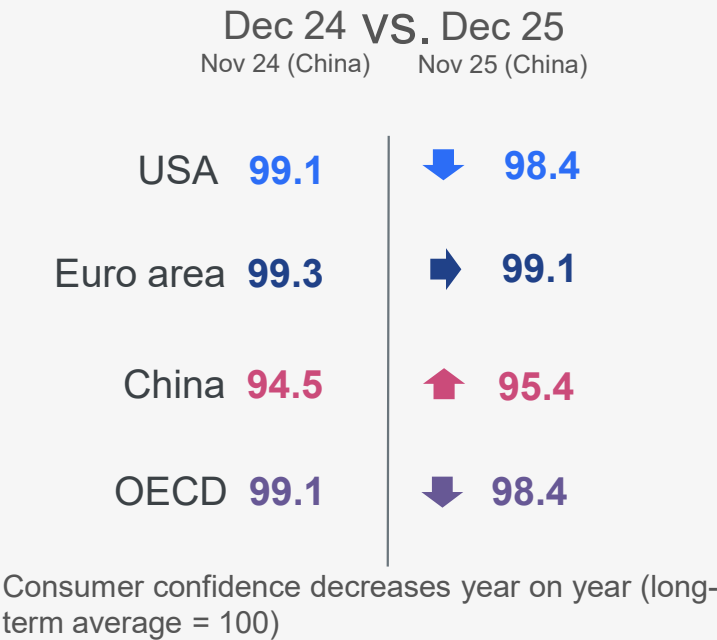
The global economy: key indicators

GDP

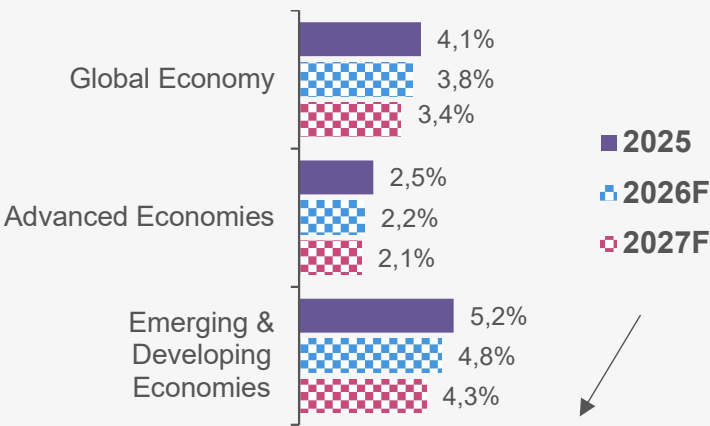


Global growth predictions improve slightly. The latest January IMF Economic January forecast for 2026 has increased by 0.2 pts from October

Consumer Confidence



Inflation



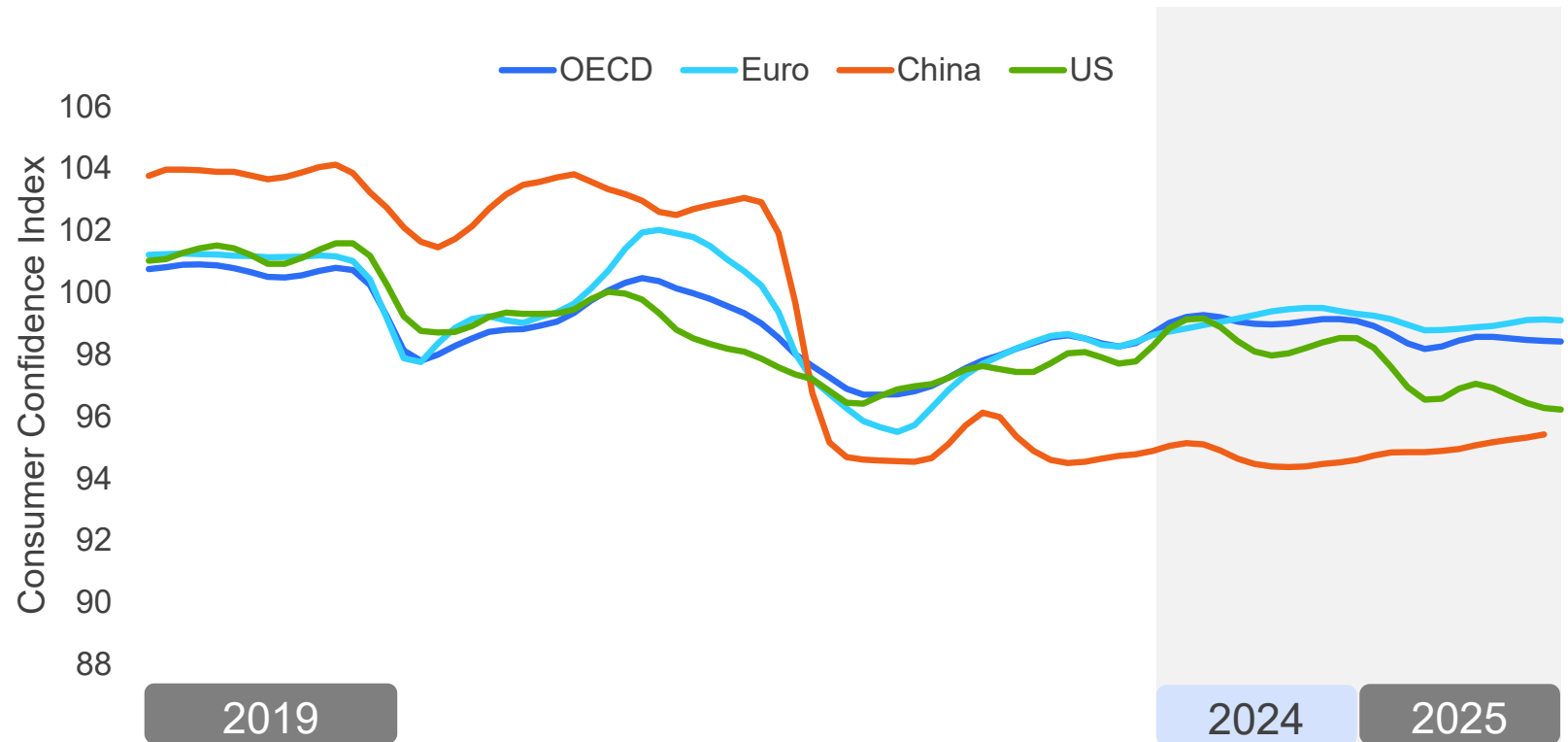
Inflation has been stable, and projections are broadly unchanged from the IMF October report. The United States is projected to see inflation subside more gradually, where surveys have indicated cost of living of high concern amongst consumers

Source: International Monetary Fund. World Economic Outlook Update, January 2026 | Consumer Confidence OECD composite indicator, amplitude adjusted.
Global T&D Trends Report Q4 2025 – Global Strategic Insights

OECD Consumer Confidence index

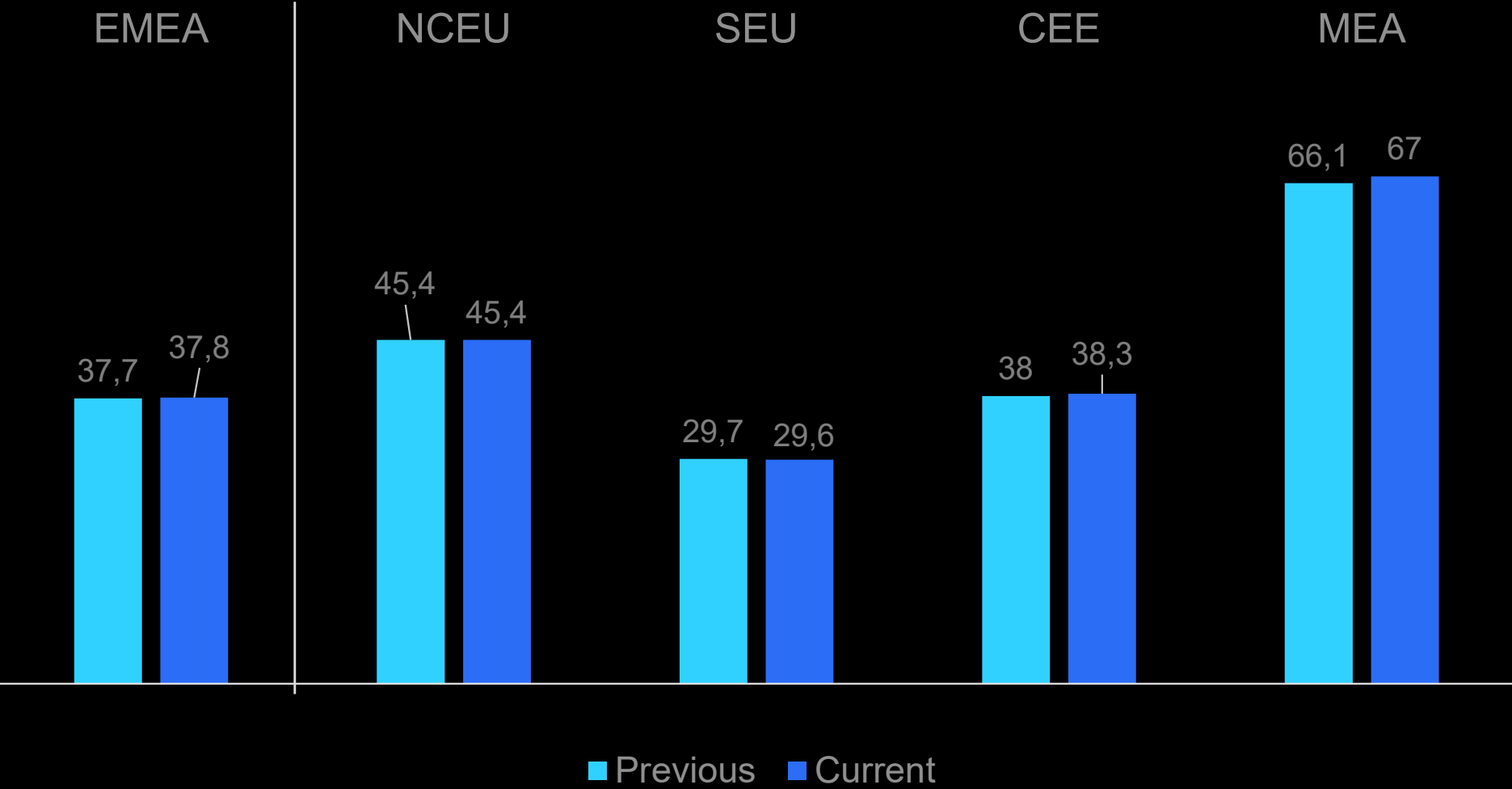
Consumer confidence shows gradual improvements in the Euro area and in China, however consumer confidence in the U.S. declined to new lows in 2025

OECD Consumer Confidence index: Amplitude adjusted*
Jan 2019 – Dec 2025



Source: Source: OECD (2024), Consumer confidence index (CCI) (indicator). Accessed on 26/01/26. * Amplitude adjusted, Long-term average = 100, based on Dec 2015 to Dec 2025

Despite geopolitical tensions, stable Business Confidence - even with slight improvements



NCEU stable and ahead of SEU & CEE.

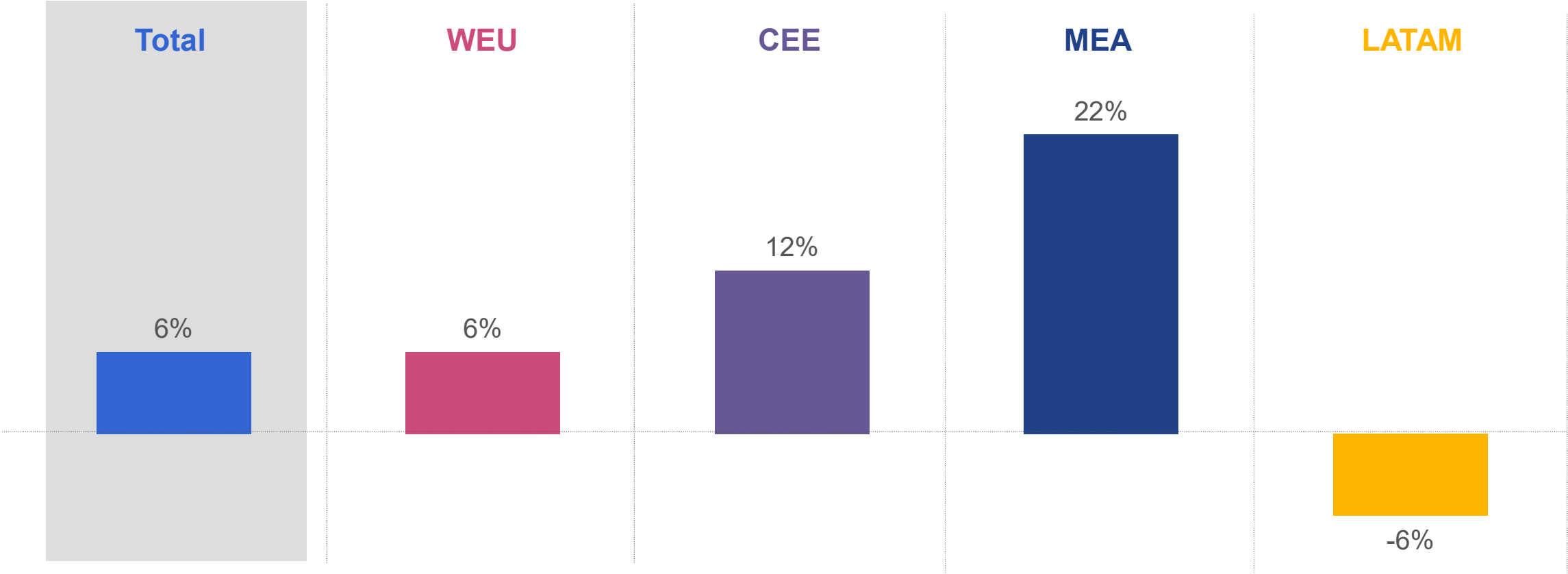
MEA used to have strong B2B confidence, now impacted by war.



Choose your
Route

Western Europe followed overall **distribution market** growth while Emerging Markets in CEE & MEA outperformed.

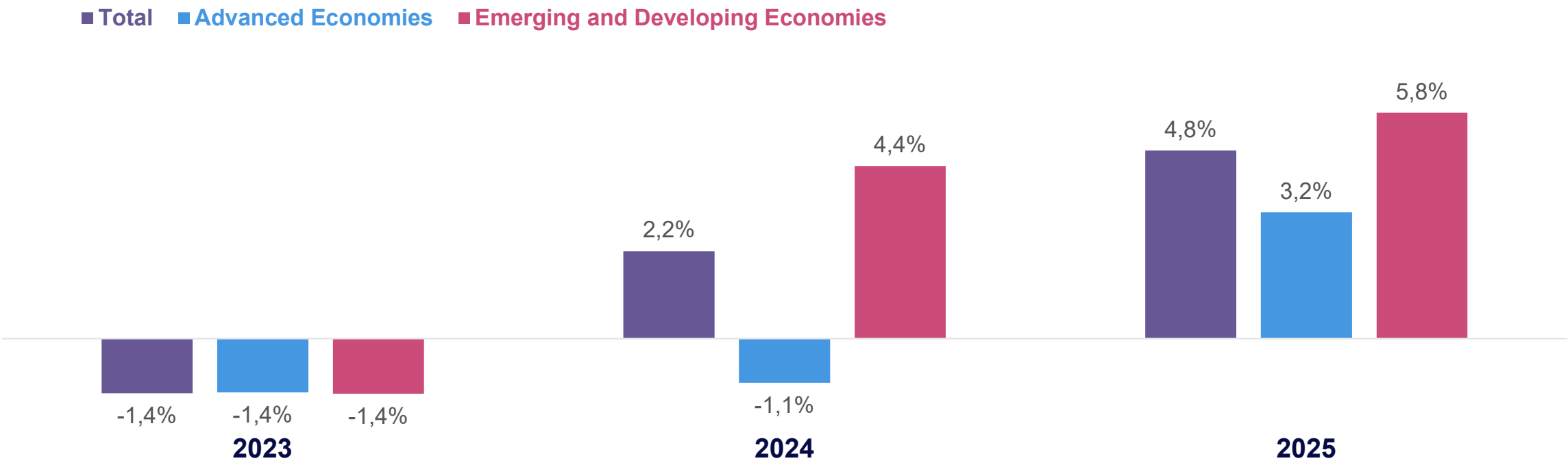
Sales value USD growth % / YTD 2025



Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/APAC), USD value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA MEA: UAE, SA,TR | Latam: AR BR CL CO CR EC GT HN PA PE

Emerging and Developing economies continue to drive growth also at the Point-of-Sale. In 2025 advanced economies returned to growth

Global (ex. NA, RU) Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%) |
IMF classification for regions followed | Full year: Jan – Dec

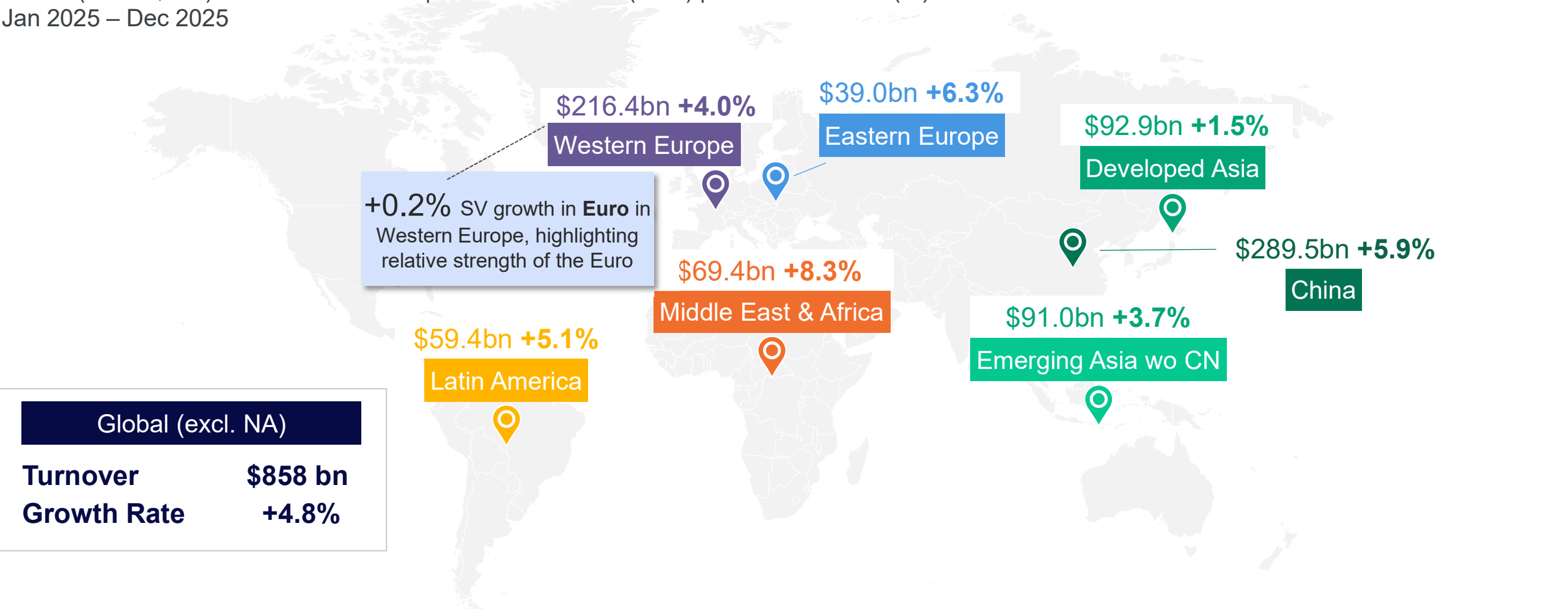


Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth per year vs previous year
Definition of regions is based on [IMF classification](#)
Global T&D Trends Report Q4 2025 – Global Strategic Insights

All regions are experiencing value growth, bolstered by the US dollar

China despite volume growth deceleration 2024 → 2025 still grew 6% in value, due to premiumization effects from national subsidy program

Global (ex. NA, RU) Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2025 – Dec 2025

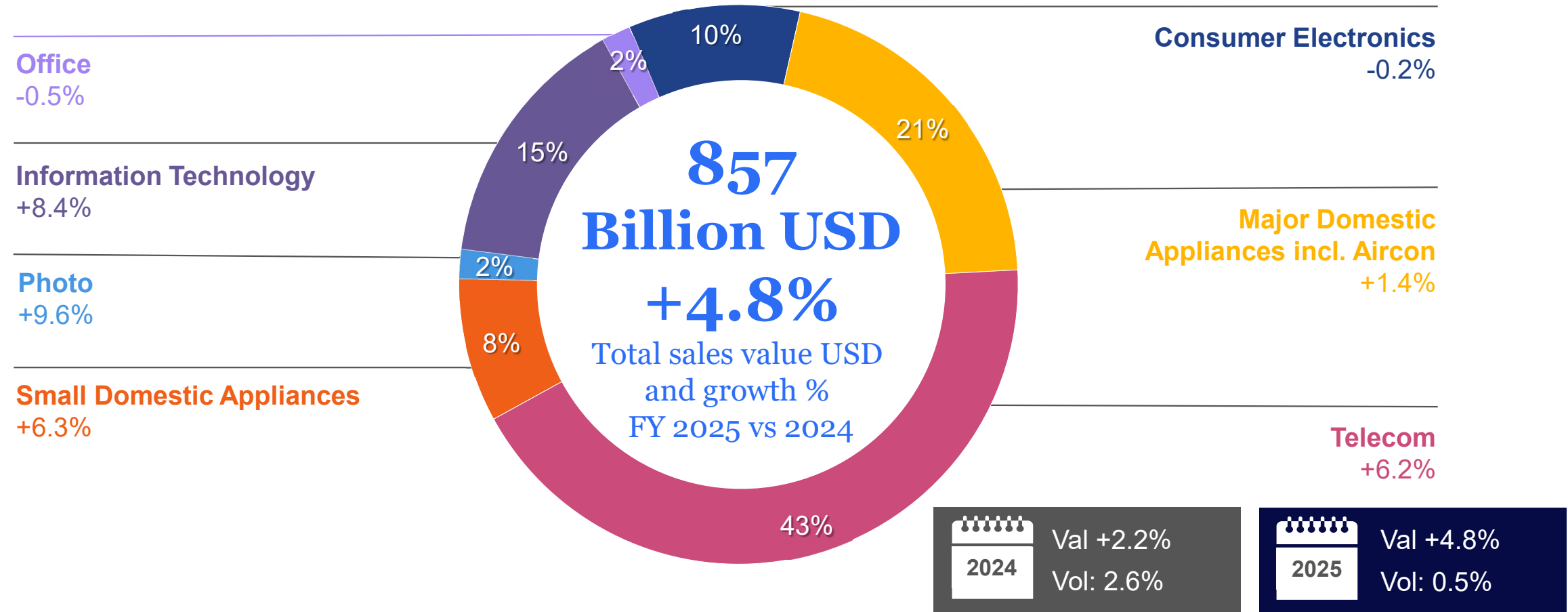


Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs. 2024; Channel Coverage: Retail
Global T&D Trends Report Q4 2025 – Global Strategic Insights

Tech & Durables value growth rebounds to a multi-year high, despite a deceleration in volume

Consumers continue to rationalize purchases; trade-in policy driven growth in China starts plateauing

Global (ex. NA, RU) Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2025 – Dec 2025



Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth YTD 2025 vs 2024; Channel Coverage: Retail
CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics
Global T&D Trends Report Q4 2025 – Global Strategic Insights

Select your Equipment

*It's not only about the driver.
It's about the driver's equipment.*

30% agree
Household financial
position *better off*
than a year ago

Source: Source: NIQ Consumer Financial Position, Online survey in 23 countries polling over 17,000 consumers.

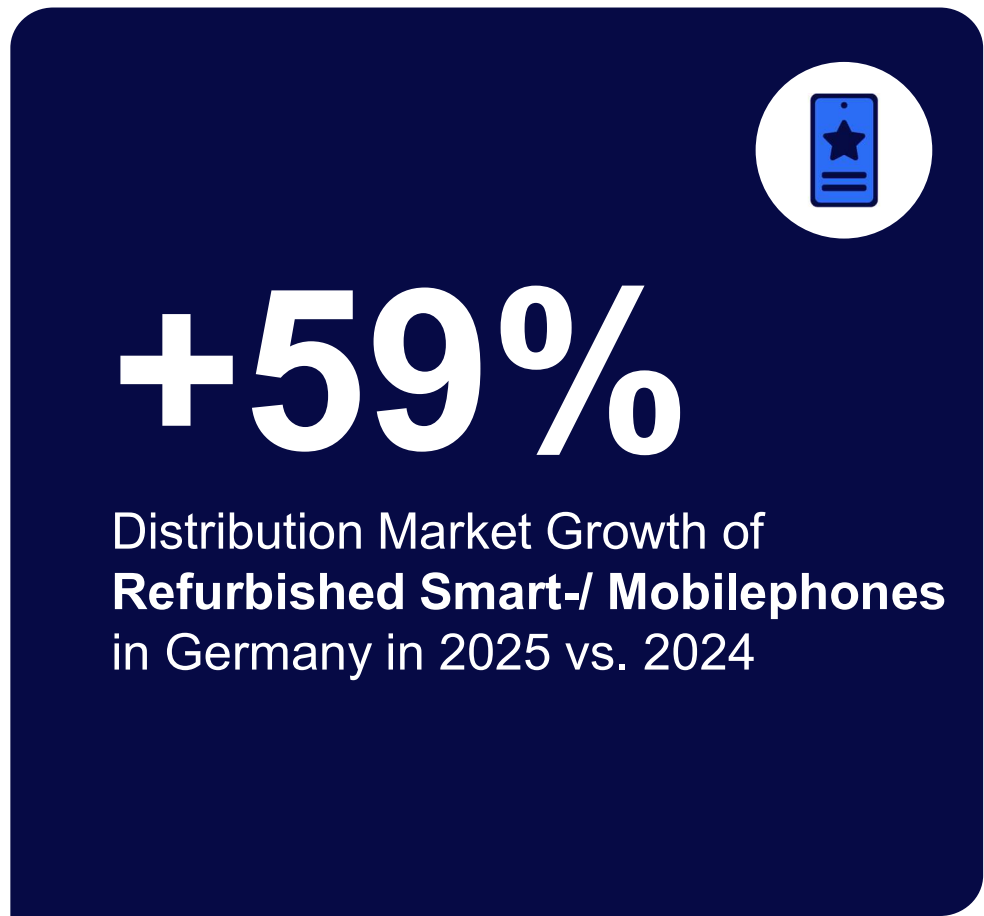


60% agree

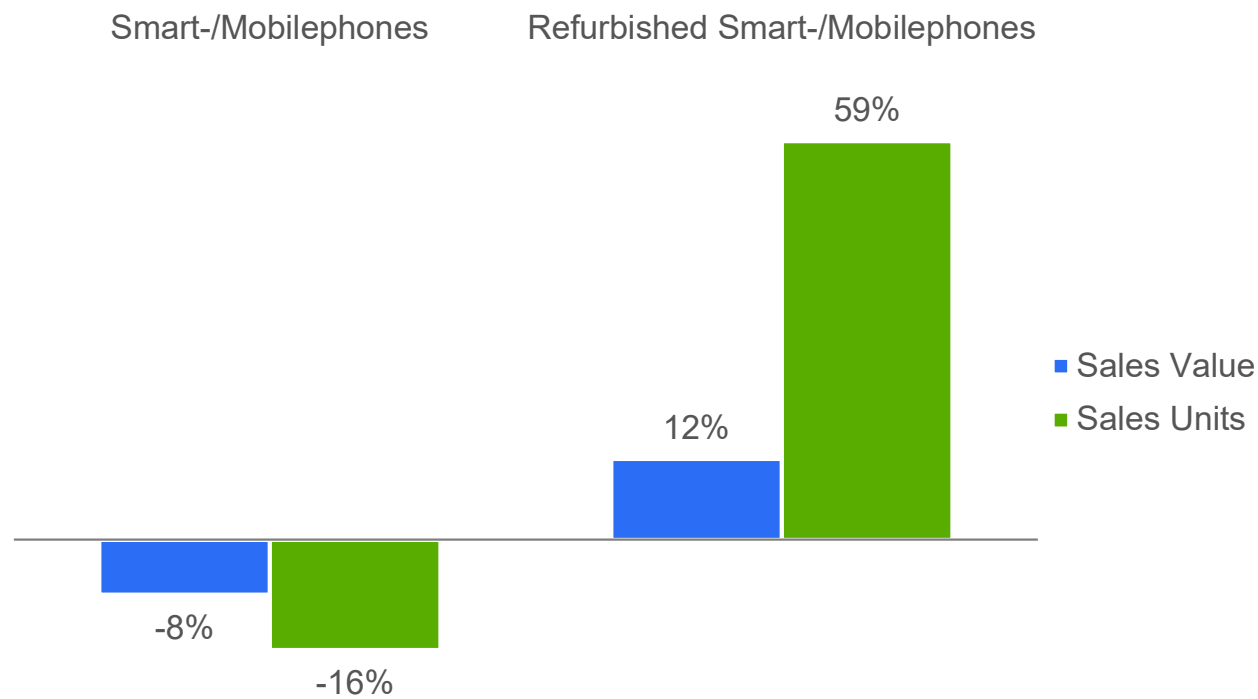
“For me, the most important thing about a brand is that it offers *good value for money*”

Are consumers becoming more price sensitive?

Growing demand for refurbished devices are fueling growth opportunities for distributors & resellers/retailers.



Distribution Market Growth | Germany | 2025 vs. 2024

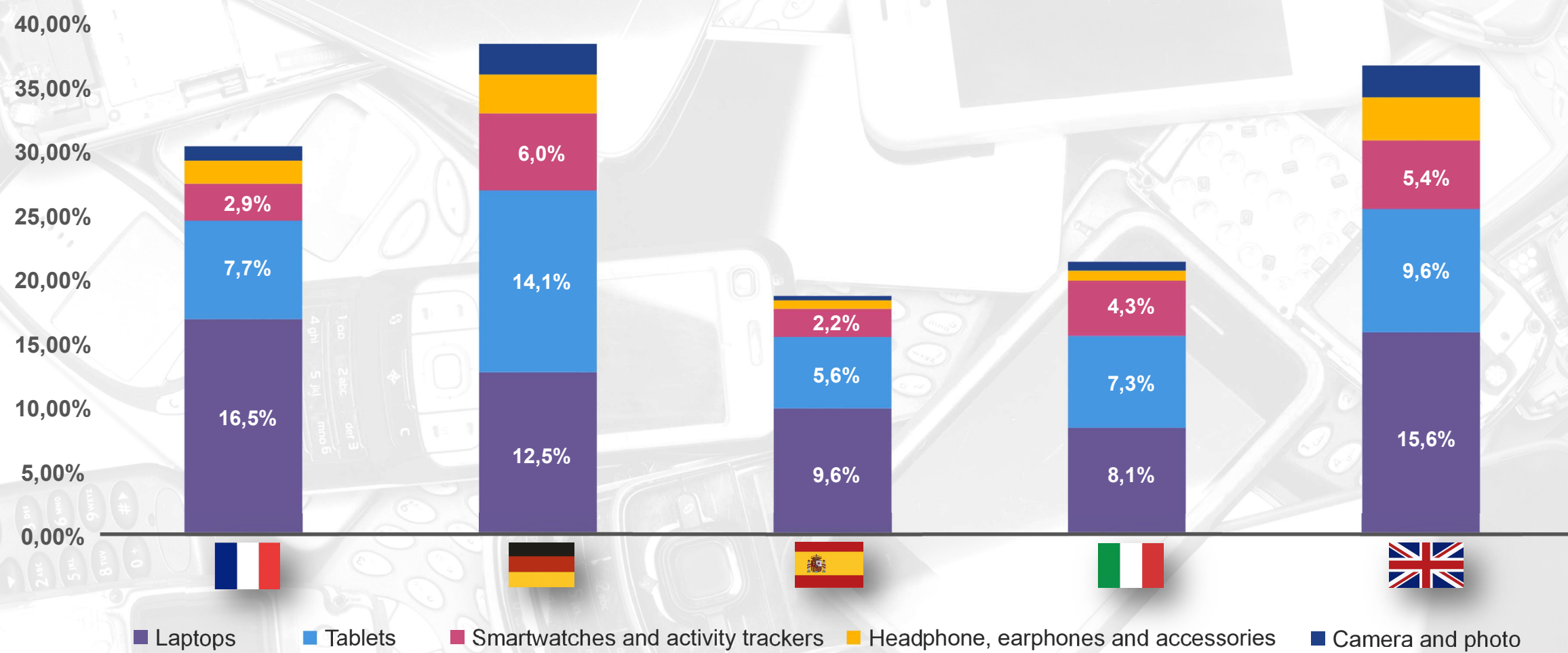


Source: GfK MI: Supply Chain & GfK Market Intelligence, Europe (28 countries), Smart-/Mobilephones, Sales Units, FY2025

Refurbished products are not limited to smartphones

Laptops, tablets, watches and other electronic devices are also popular choices

Category mix in value in e-commerce | Refurbished products



Source: NIQ Digital Purchases | 2025

Consumer are increasingly on the look out for products they really feel its worth spending the money

60% agree

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

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 for money

How important is each of the following when you think about getting “value” from a product?

#1 Durable

#2 High quality

#3 Makes life easier

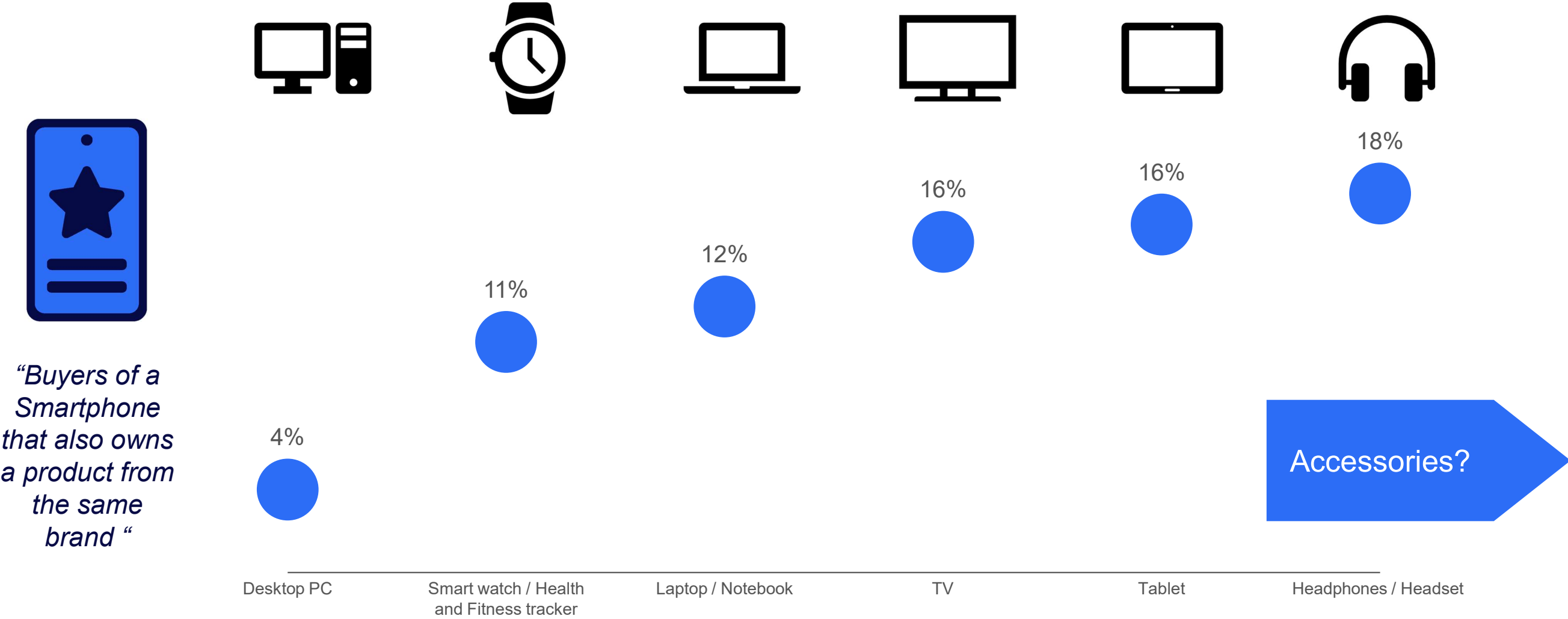
#4 Trusted brand

#8 Inexpensive

#9 Stylish



Attachment opportunities for brands: Ecosystem expansions



Accessories

Value for
money

How important is each of the following when you think about getting “value” from a product?

#1 Durable

#2 High quality

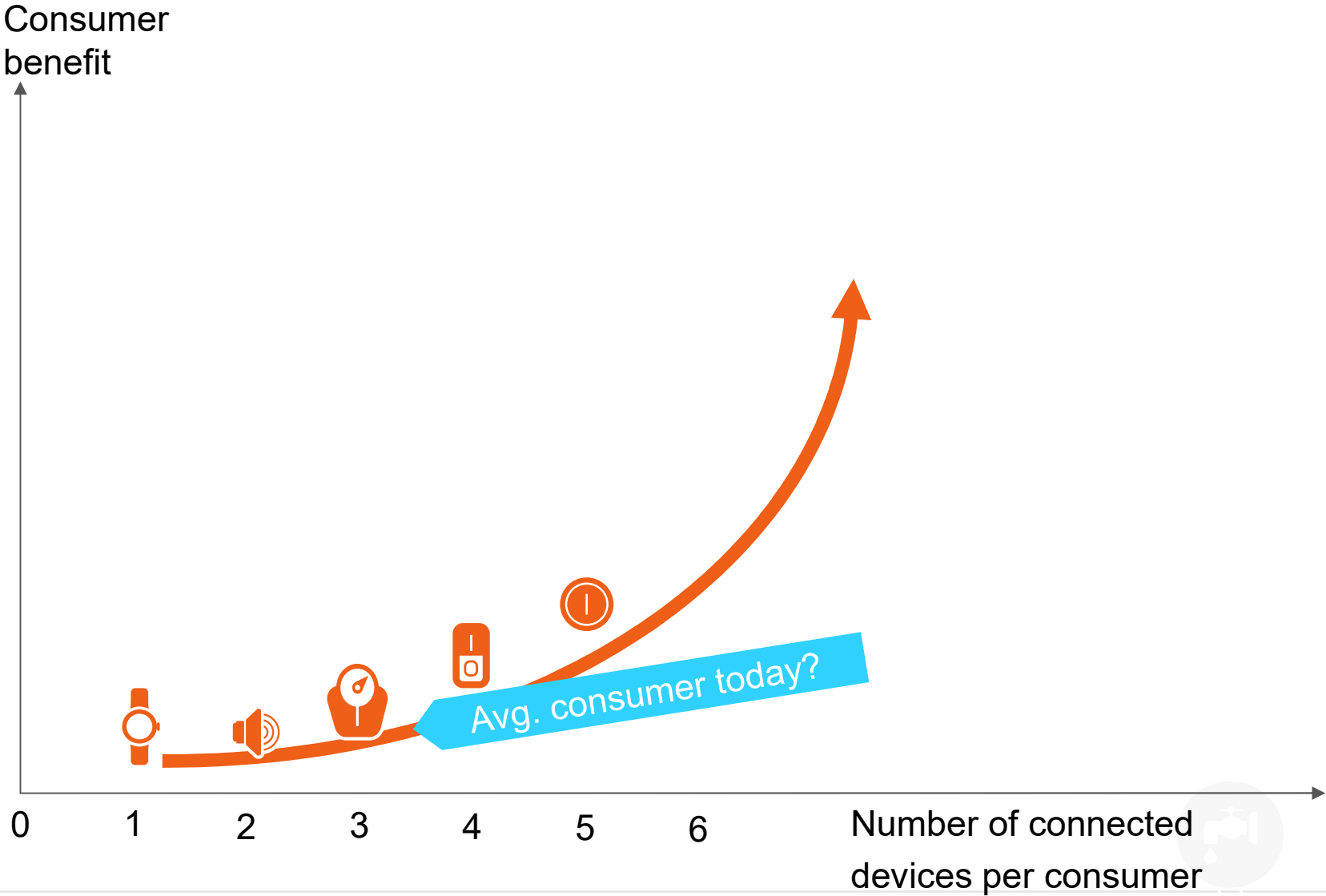
#3 Makes life easier

#4 Trusted brand

#8 Inexpensive

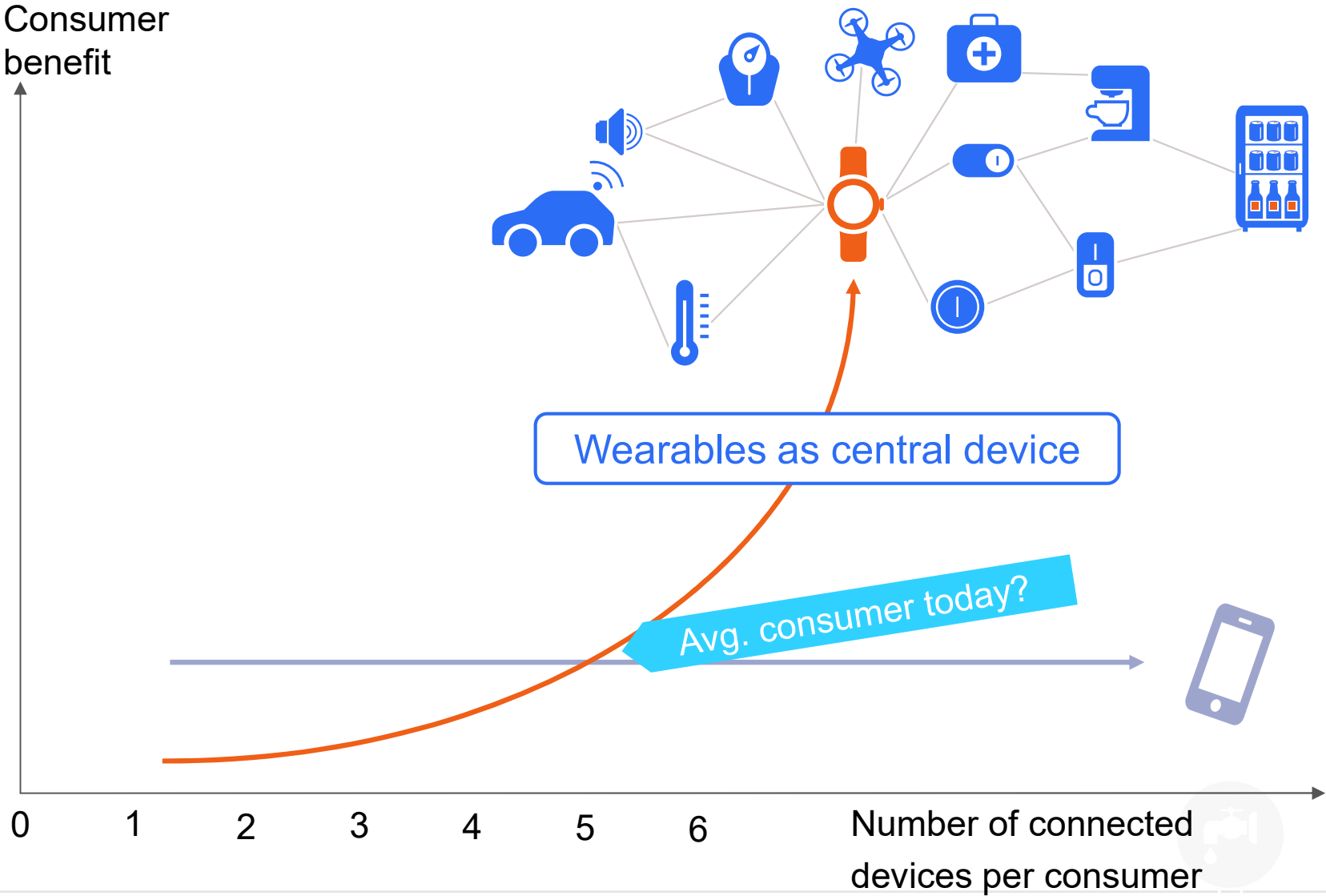
#9 Stylish

There will be no next “big” thing.
But many connected small things driving growth of future tech markets.



CONSEQUENCE:
The “big” thing is not the single innovation but a huge no. of different connected devices

There will be no next “big” thing.
But many connected small things driving growth of future tech markets.



AI as leverage:
AI can be the enabler to break the barrier.



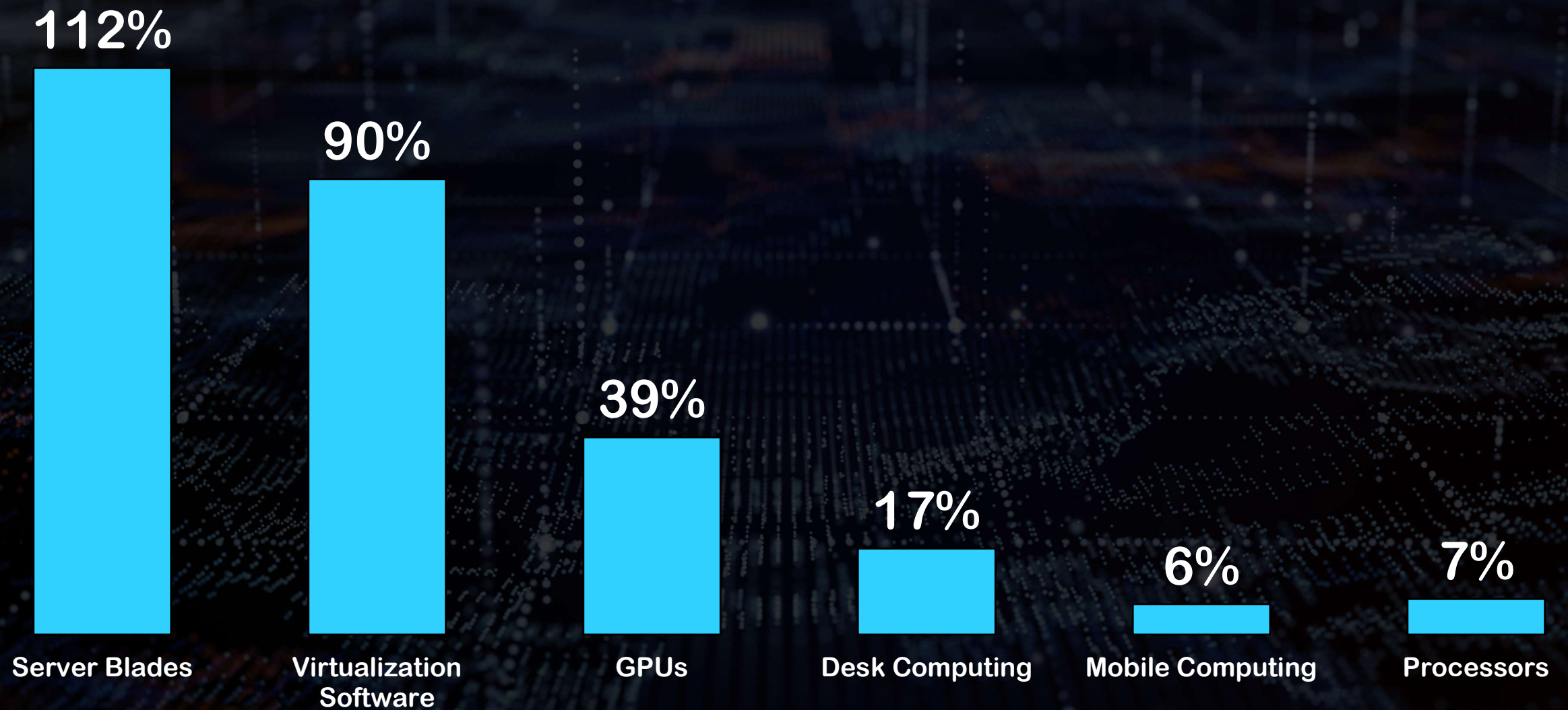
kmh

Accelerate

“The **promise of the AI revolution** increasingly depends on **access to the appropriate hardware.**”

Source: [Hardware leading the AI revolution | Deloitte Insights](#)

The „AI-Effect“





More than every
second expert
mentions **AI** as
the one trend with
the **biggest**
impact in B2B

Source: NIQ B2B Market Pulse 2025 – based on B2B Expert Council;
In your opinion, which digital trend or technology will have the greatest impact on the B2B market in the next few years?



Source: Canafys

“

83%

Of consumers think that AI
will improve their life in many
areas

GfK ConsumerLife 2024, Global

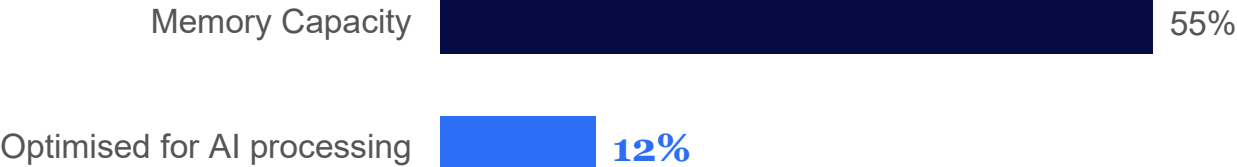
AI optimization as choice driver for consumers?

AI Functions not yet on top of
consumers' minds which
gives room for innovation!

Which of these product features were most important to your final choice?
Percentage of consumers confirming statement above



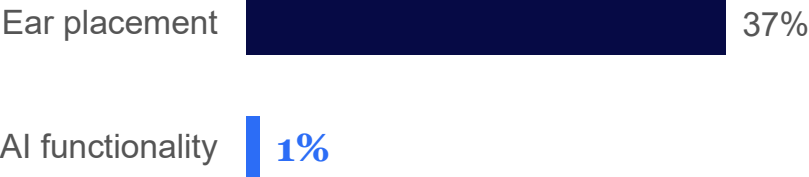
Mobile
PCs



Smart
phones



Wireless
headphones

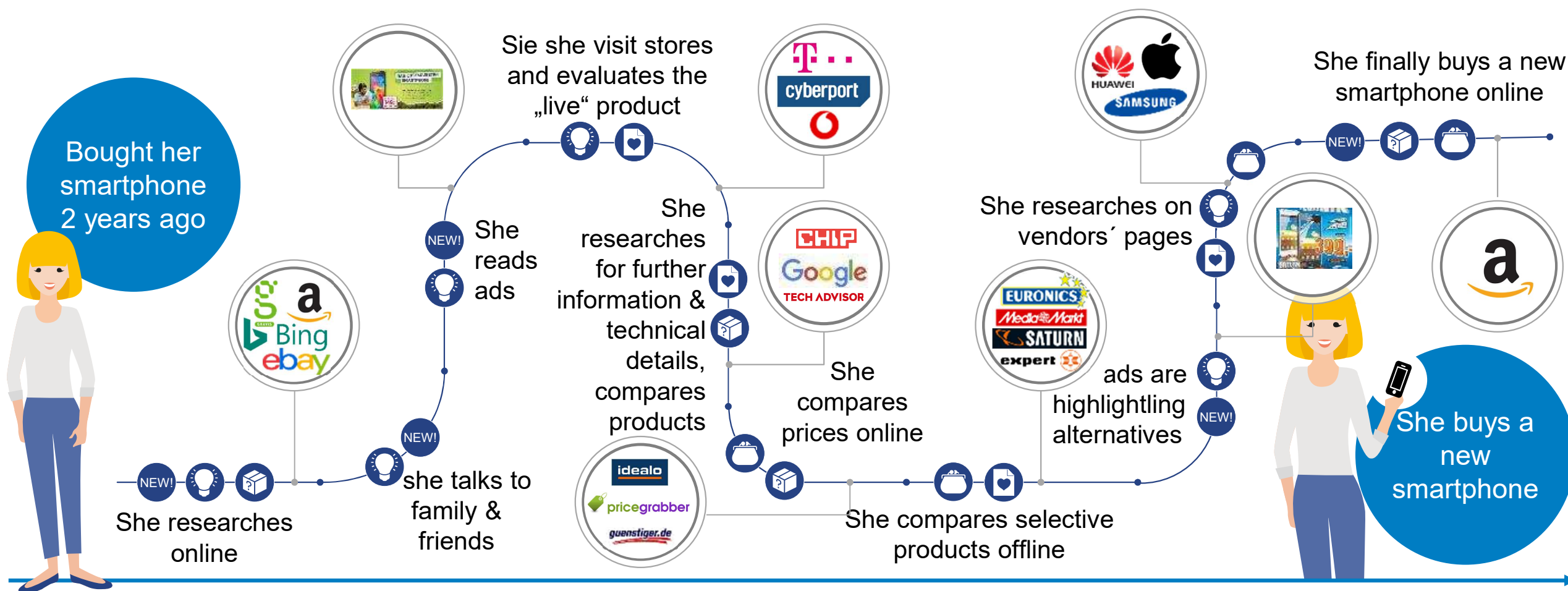


Source: gfknewron Consumer; Choice Drivers per category; Q2 2024. Countries: AT, BE, BR, CL, FR, DE, GB, GR, ID, IT, JP, NL, PL, ES, CH, TR



Customer Centricity: Digitalization changes customer journey

Customer journey today



NEW! What's new?

What's my benefit?

Where is it available?

Which product fits me best?

Which price & service is related to it?

Quelle: GfK, idealtypische Darstellung, fiktives Beispiel SmartPhone

© GfK März 26



Customer Centricity: Digitalization changes customer journey

Customer journey **tomorrow**?



Quelle: GfK, idealtypische Darstellung, fiktives Beispiel SmartPhone

© GfK März 26

Investments in AI-agents lead the way

Average investment (in Million €) planned on AI-agents in next 12 months



2,6

Germany



2,5

USA

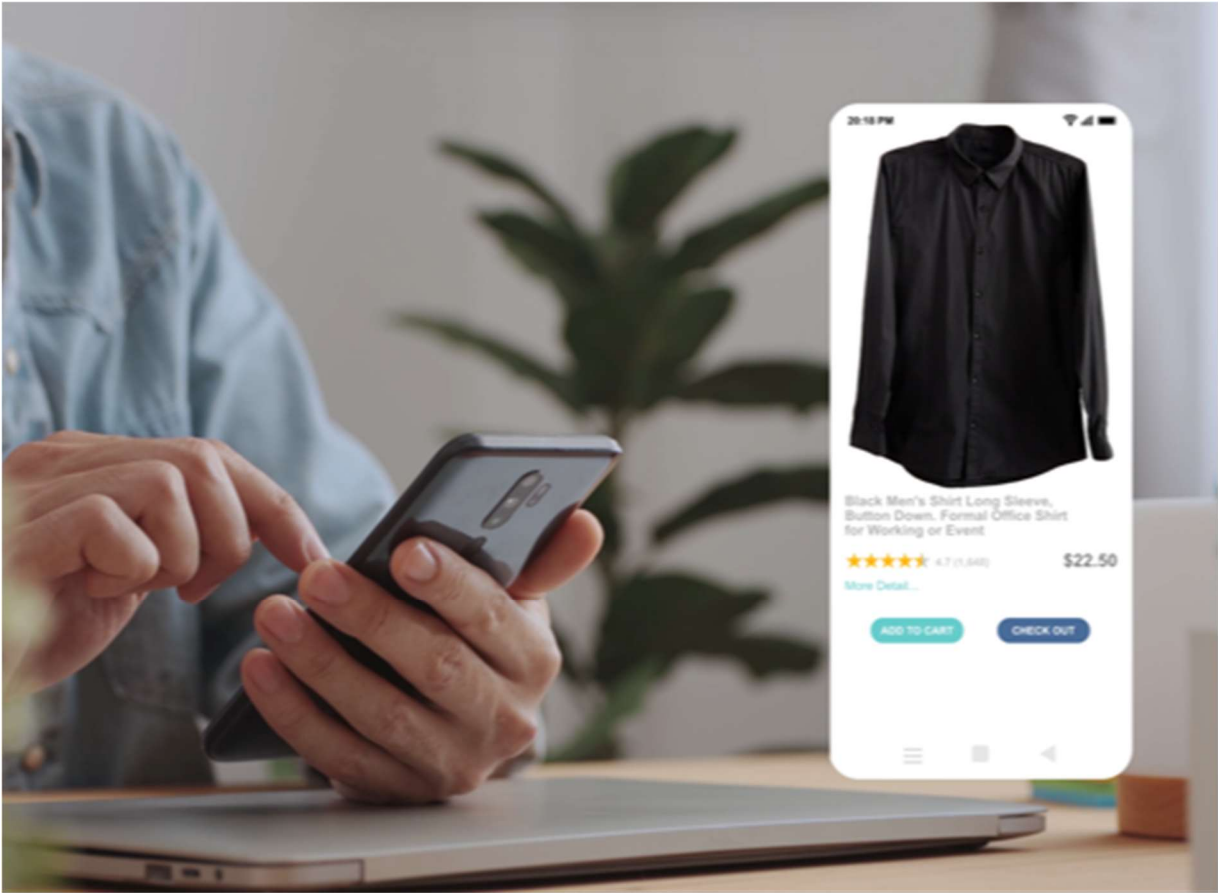


2,3

UK

From Search Engine Optimization (SEO)...

Optimized for Keywords, Ranking, Clicks, Crawlers



...to Agent Experience Optimization (AEO)

Optimized for Intent, Retrieval, Answers & Actions, Agents





25%

Missing
specialists &
expertise

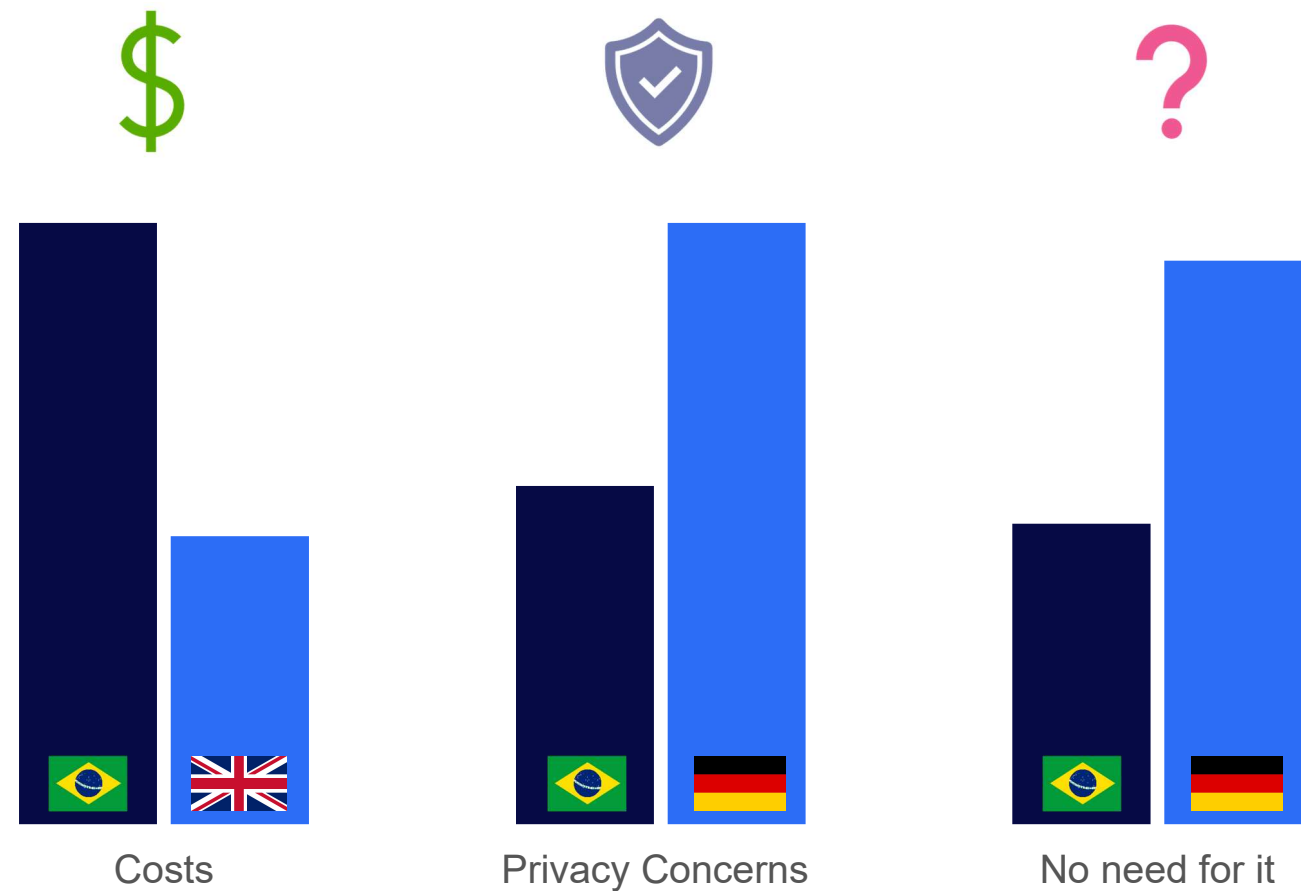


28%

Data security
concerns

Privacy Concerns and a lack of use cases as main barriers for Smart Speaker adoption!

However, barriers for adoption of voice assistant speakers do vary



While in **developed countries** many asks around **privacy** to stop consumers, in **emerging countries** it's a **cost barrier**

Most consumers showed a **lack of understanding what they can do** with it

For AI, a local perspective is important, and communication must fit to regional peculiarities!

AI is a promise, which unfolds in availability. However, there is a need for educating consumers.

*Expect the
Unexpected!*

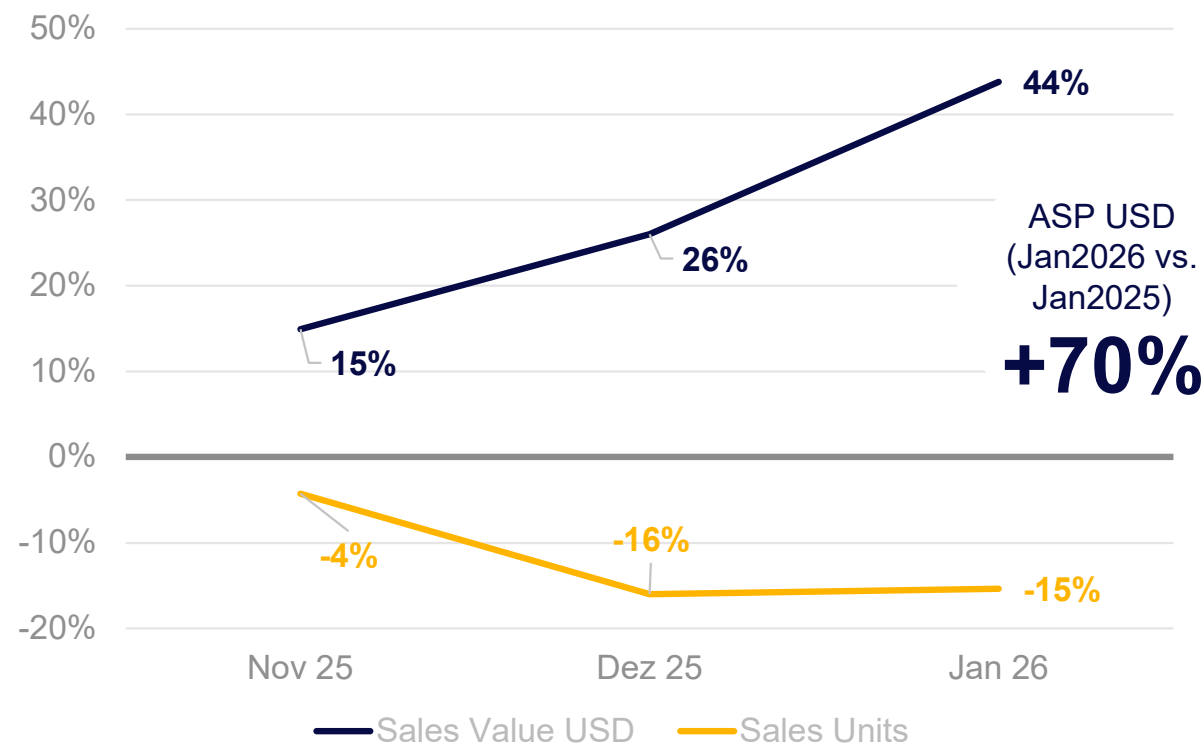


**Safety
Cars**

“Safety Cars” are out & slowing down races

Memory shortage as decelerator for current opportunities

Global Distribution | Memory Components* |
Growth Rates PY | Sales Value USD & Sales Units



Memory Components= Processors, Memory Modules, IT Storage



We can't win your race for you. But we help you to stay on track.

Market Conditions remain bumpy

Geopolitical conflicts adding new risks for supply chains, inflation and prices. New trade deals open opportunities on long-term.

Diversification to balance regional risks

Emerging markets show strong growth momentum and acceleration. Developed countries are driven by IT comeback but remains fragile with current shortages.

Delivering value to customers remains key

Value-conscious tech consumer looks for performance over price. Diversification and eco-system approaches deliver benefit.

AI acceleration remains subject to education & availability

AI impacts both consumers and businesses but lack of awareness & knowledge still visible.

Your Pitstop for Success

Join our workshops & **gfk**newron live demo tomorrow

10:00-10:30 am

From Change to Opportunity - The Future of Retail Formats

by Namrata Gotarne at Grand Prix

12:30-14:00 pm (invitation only)

Inside the Distribution Engine

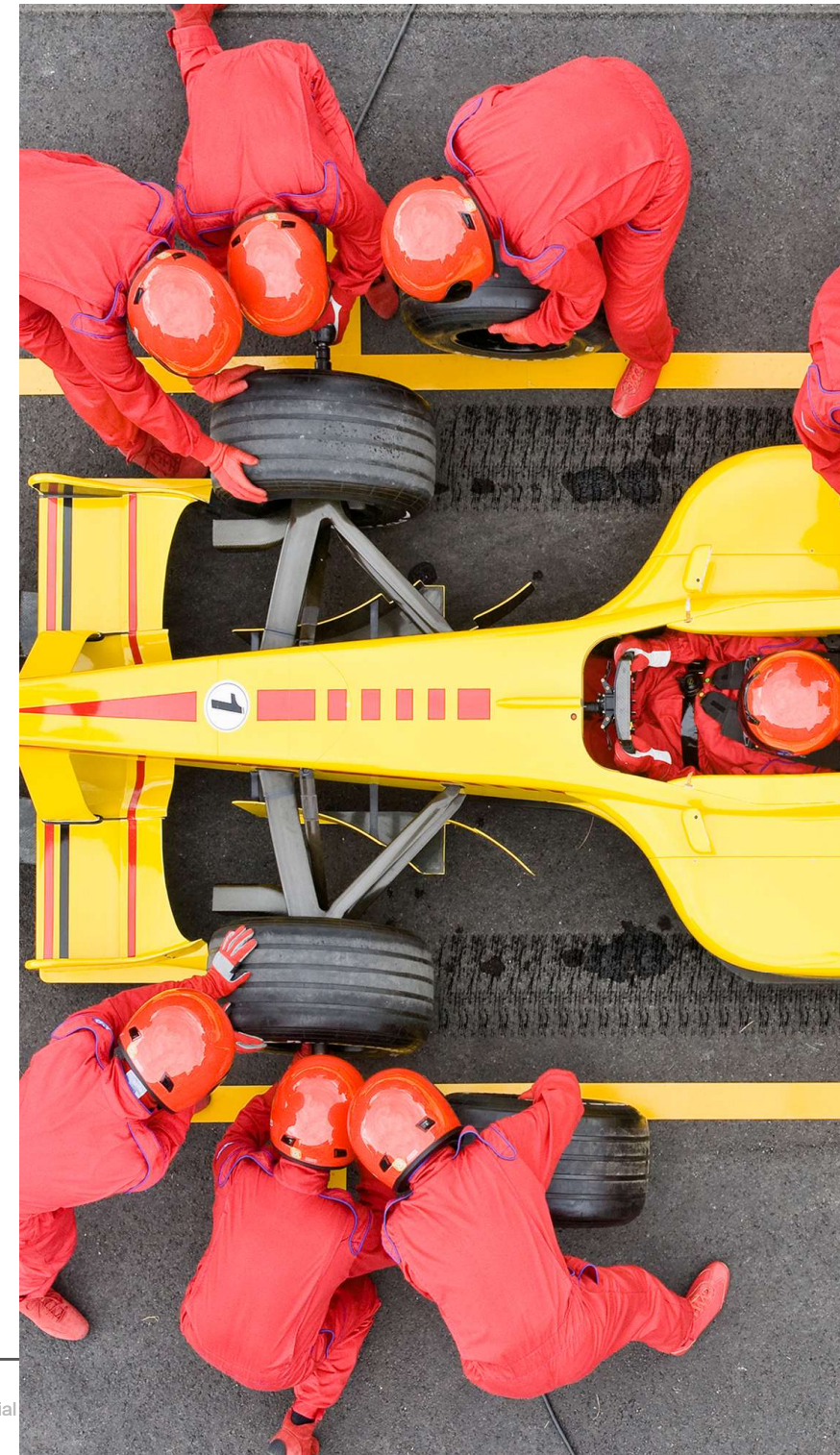
2026 Market Realities, Performance Drivers & the Channel Road Ahead

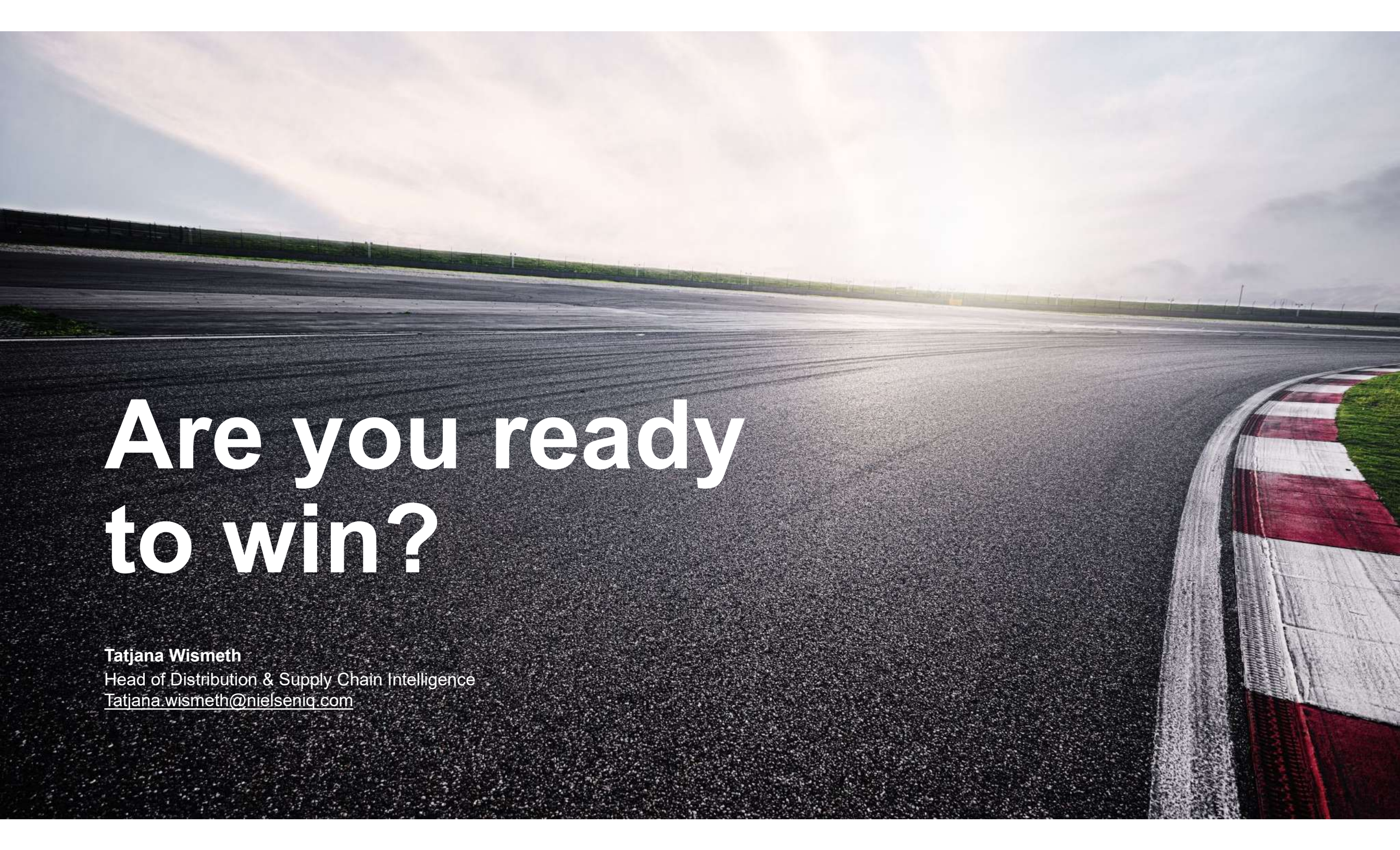
by Dominik Friedel at Galerie Crystal

15:30-16:00 pm

Real-time telemetry at your fingertips- gfknewron live demo

by Tatjana Wismeth & Dominik Friedel at Grand Prix





Are you ready to win?

Tatjana Wismeth

Head of Distribution & Supply Chain Intelligence

Tatjana.wismeth@nielseniq.com