

# Warm-Up-Insights: Redefining Consumer Choices in a Polycrisis Era!

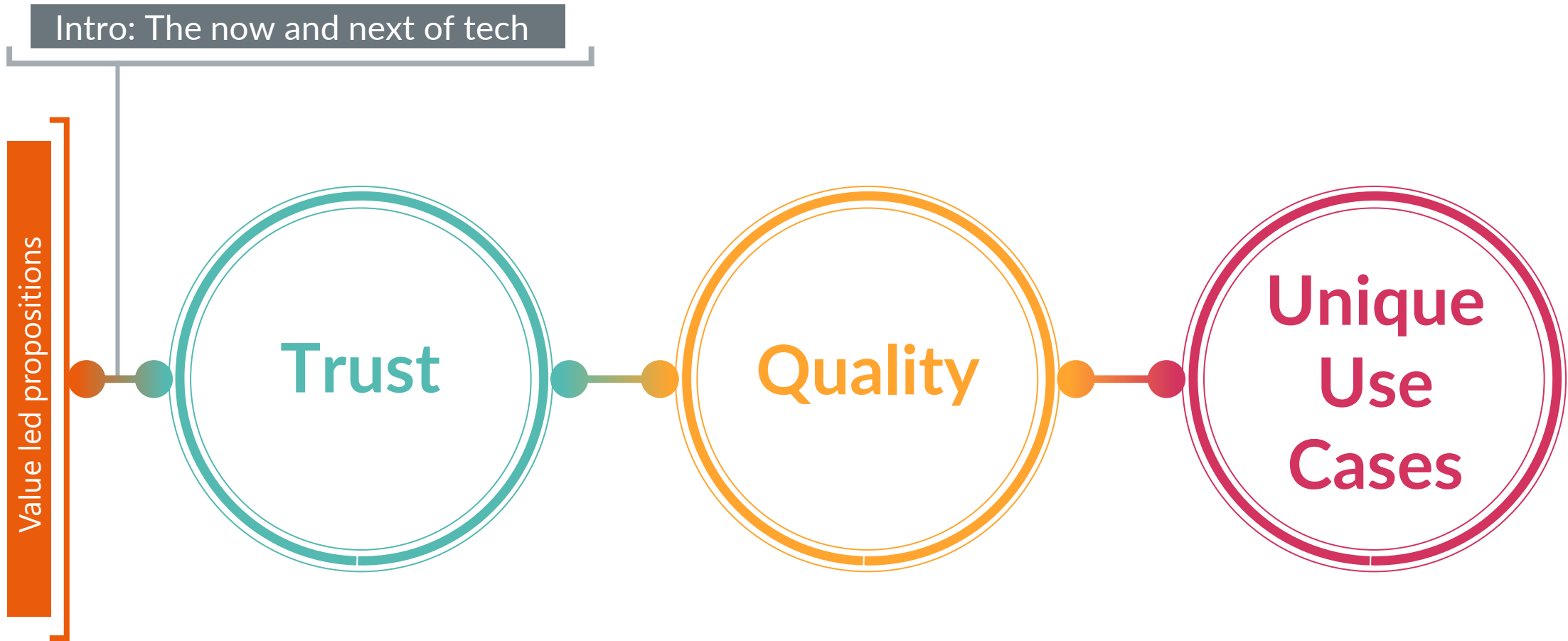
## Consumer Tech & Durables Outlook 2023

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# Value led propositions will continue to be a key growth driver

2023: Shift from slowdown to stabilization



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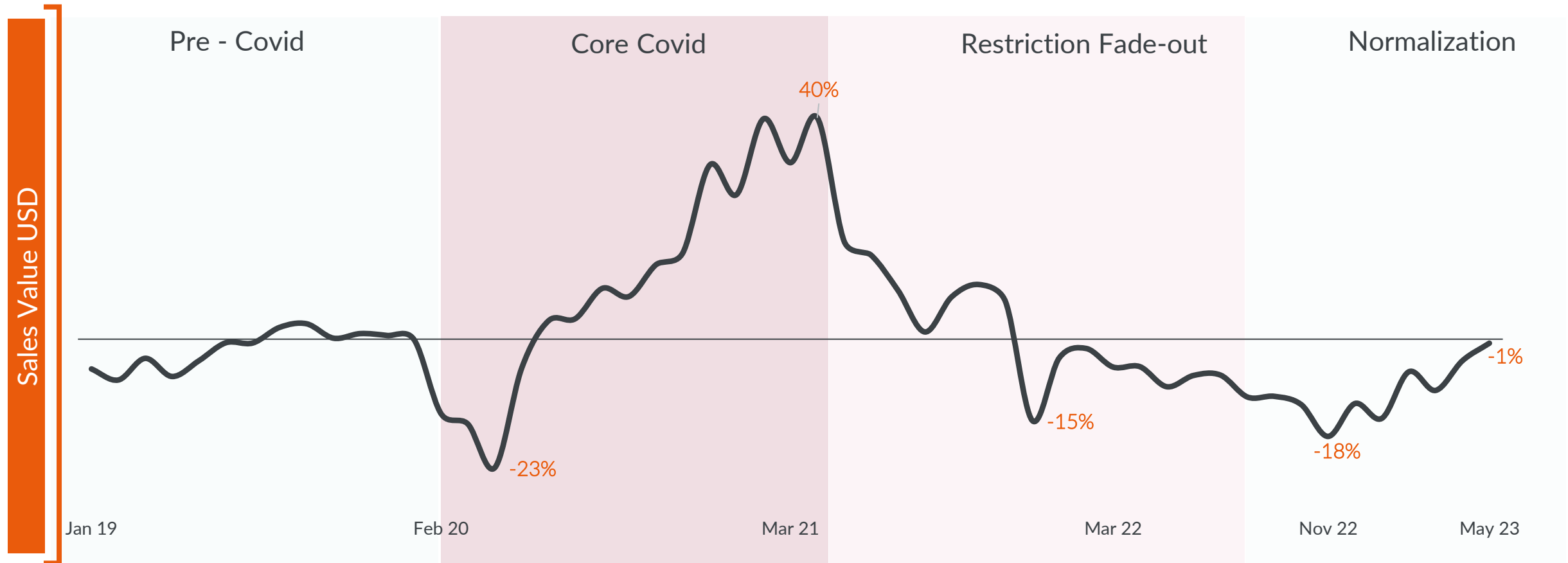
Intro: The now and next of tech

# Consumer tech and durables growth stabilizes in 2023

T&D witnessed unprecedented growth during the pandemic driven by @home trends



Global (ex. North America) | Consumer Tech and Durables | Growth rate +/-%



# Consumer sentiment is polarizing - while most consumers are doing something to save money, there is a willingness to spend for clear benefits



GfK Consumer Life Survey 2022, Global including North America

85%

Of global consumers have attempted at least one of four money-saving initiatives in the past year

48%

Of consumers postponed a purchase until the product was on sale/special offer

35%

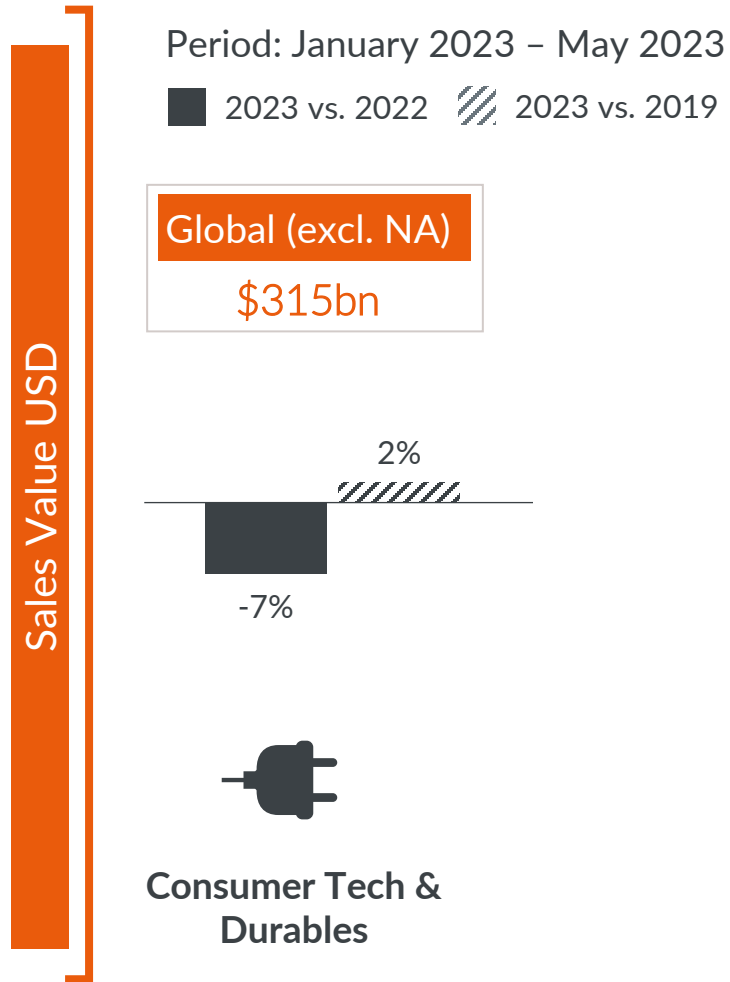
Of consumers switched from named brands to less expensive brands

42%

*“I am prepared to pay more for products that make my life easier”*

# 2023 (Jan-May) performance continues to beat pre-pandemic levels

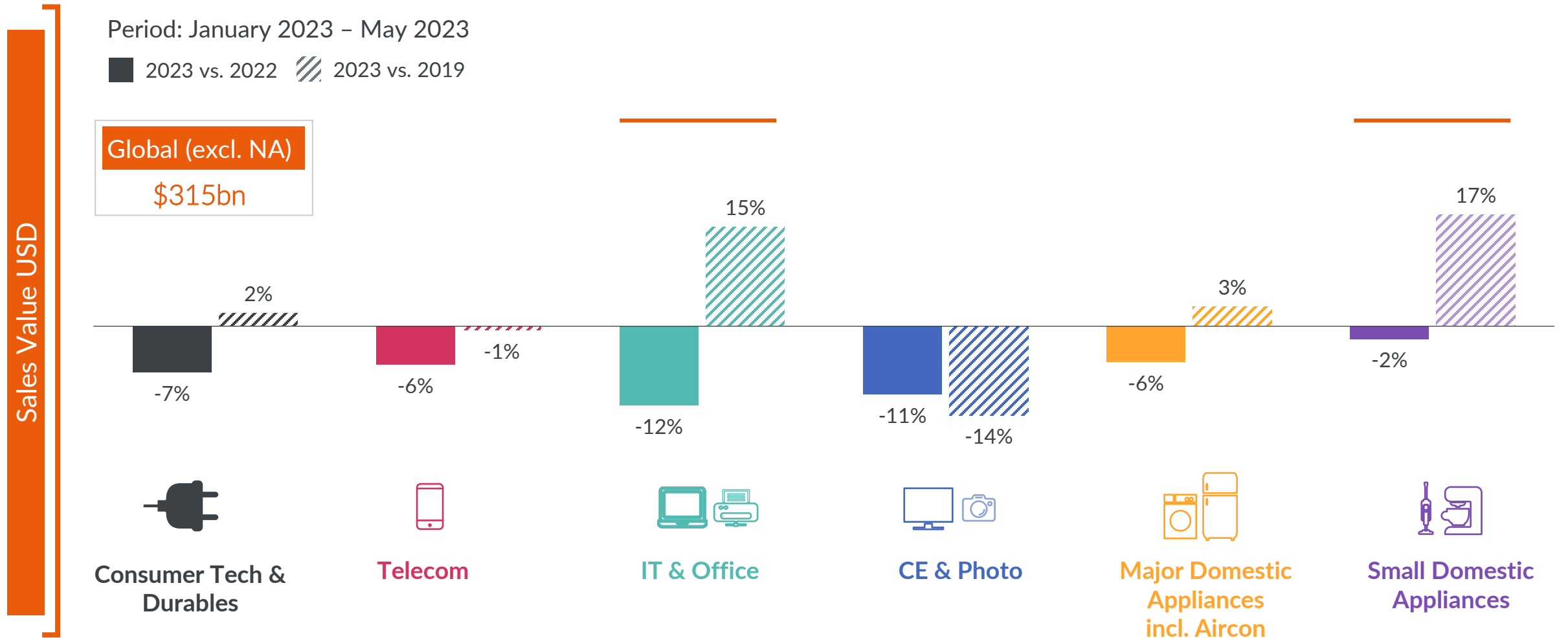
A sign of strength in times of low willingness to spend and elevated market saturation



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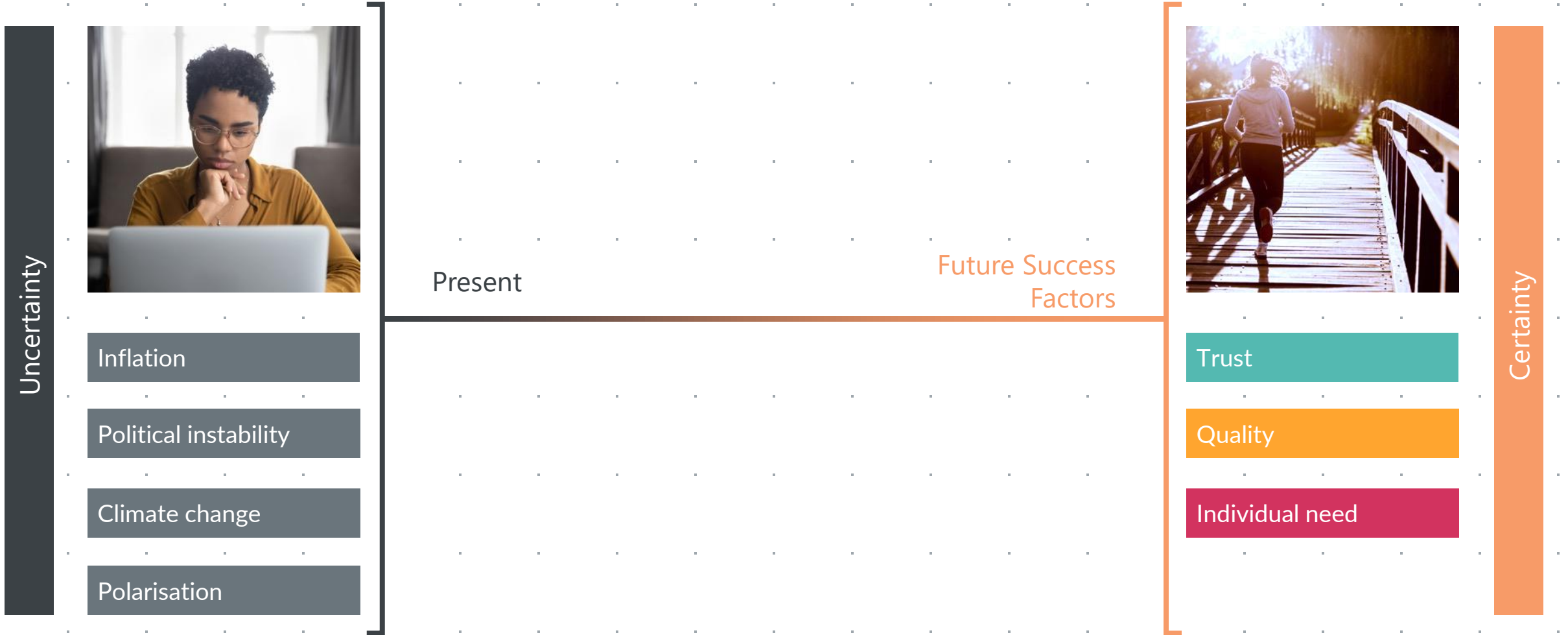


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# What are the most promising success factors?

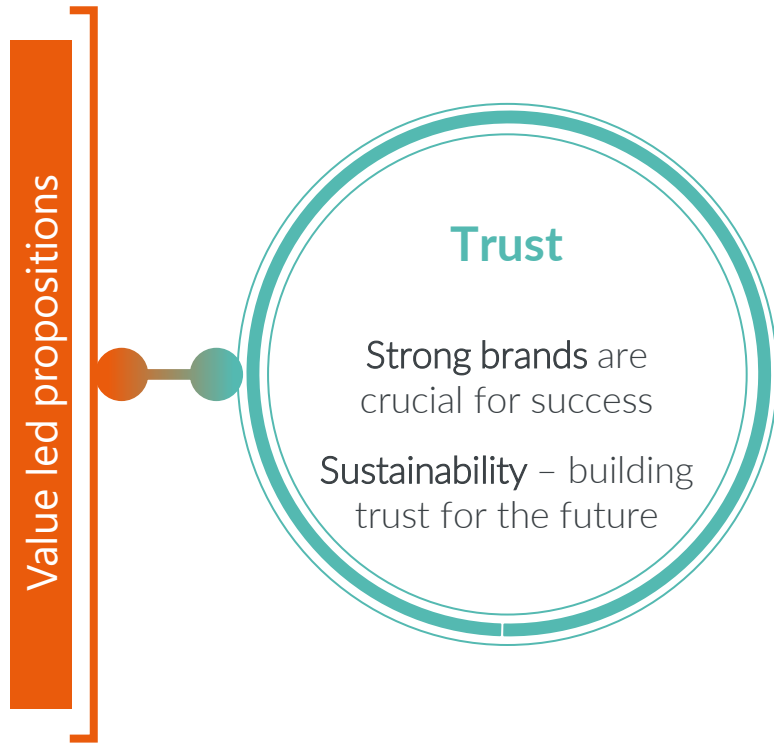
Consumers look out for reliability and certainty!



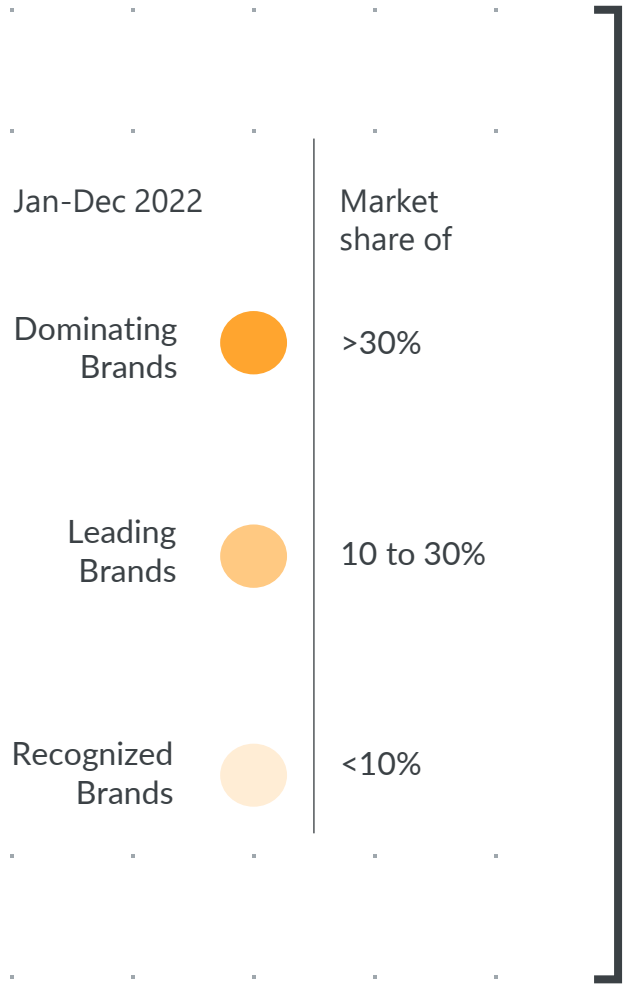


# Value led propositions will continue to be a key growth driver

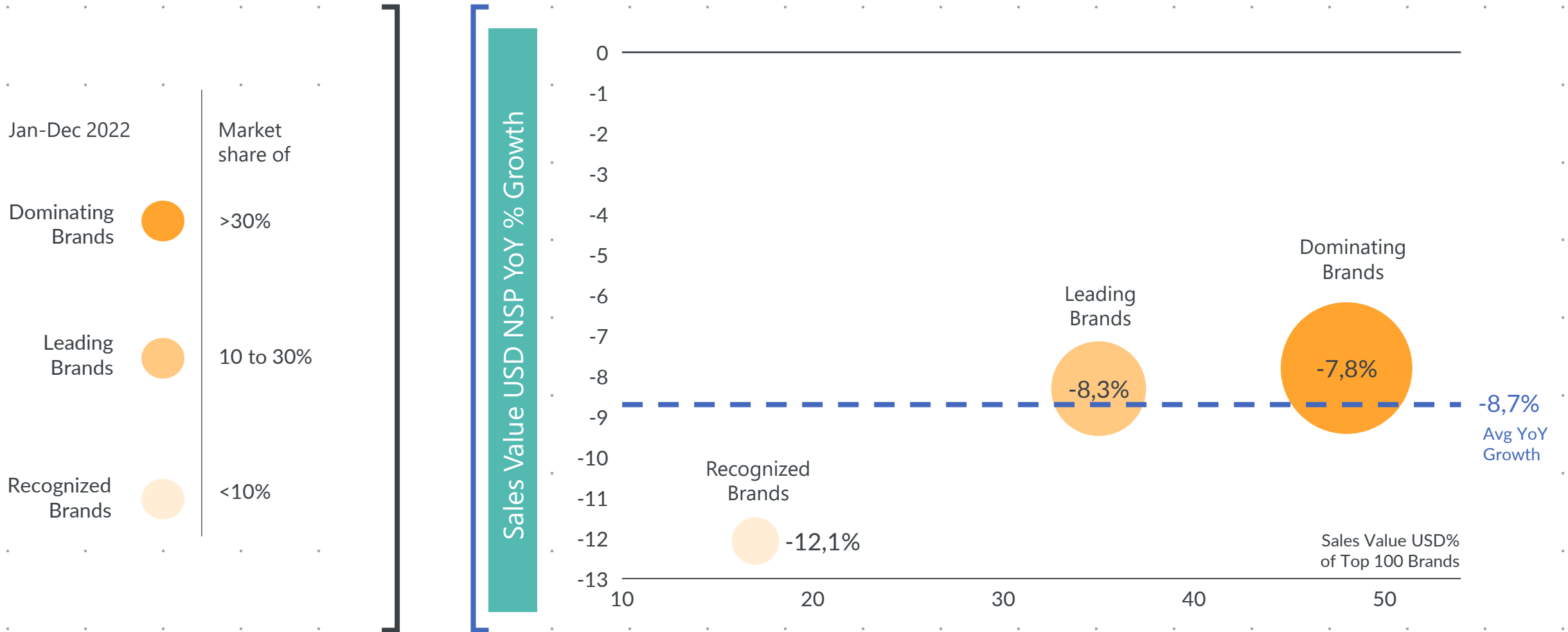
2023: Shift from slowdown to stabilization



# Leading brands are trusted – and elevate performance!



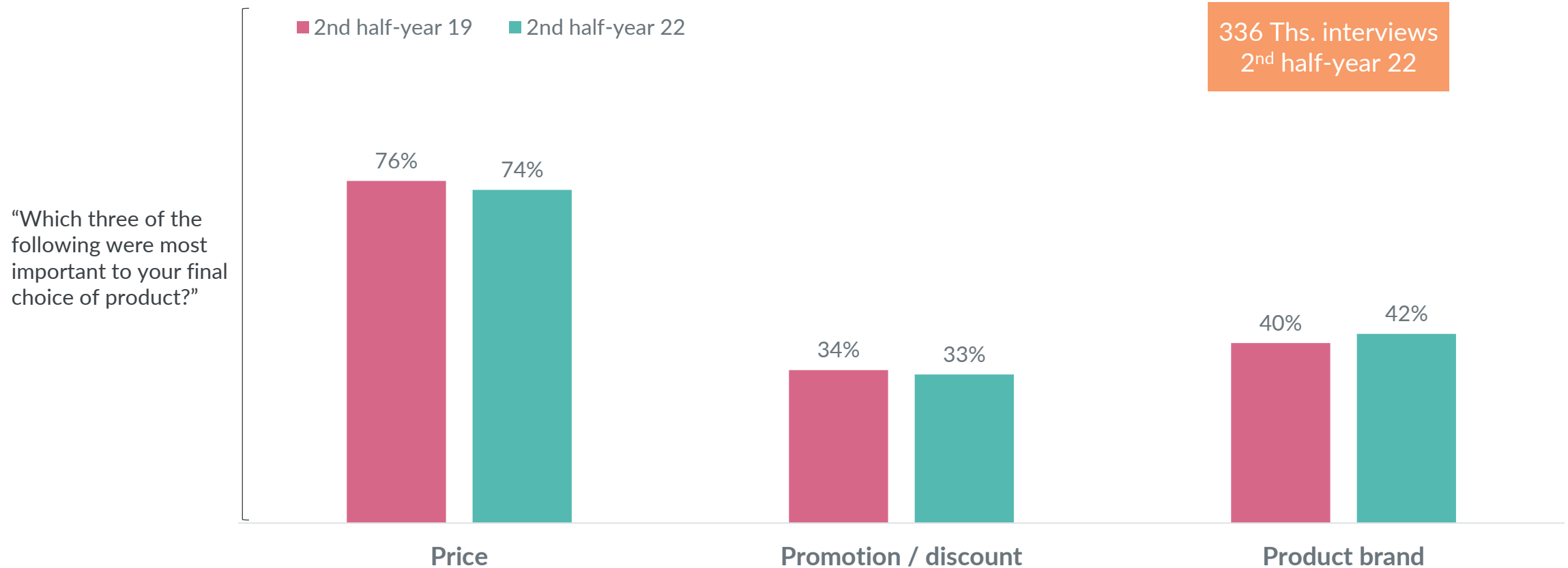
# Leading brands are trusted – and elevate performance!



# Despite inflation and economic challenges, consumers ask for trusted brands. Price is still king, but not gaining relative importance.



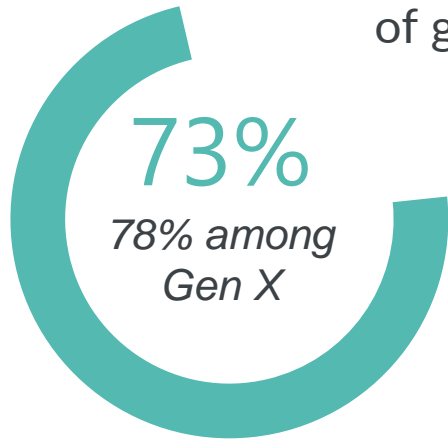
gfknewron Consumer Intelligence | All available TCG categories | Worldwide 11 Countries\* | Jul - Dec 22 vs. Jul - Dec 19 | Choice driver



# Brands are empowered to act: Environmental protection is now a table stake



GfK Consumer Life Survey 2022, Global including North America



of global consumers say it is important that companies take environmentally responsible actions

**#1 environmental attitude**  
(out of eight tracked)



**GenX is a key customer group with strong purchasing power in Consumer Tech & Durables market!**

*Strong expectations to be addressed by:*

- *credibility & transparency*
- *high frequency of interaction to enhance brand perception quickly*

# Moving towards upcycling and reuse: Circular economy continues to gain momentum



GfK Consumer Life Survey 2022, Global including North America

## A different approach

Circular economy and shared economy with a 2<sup>nd</sup> life approach is gaining relevance, especially for the young generation.



**1 in 4** global consumers are interested in purchasing a **product made from recycled/ environmentally friendly materials**



of global consumers bought something **second-hand instead of new**



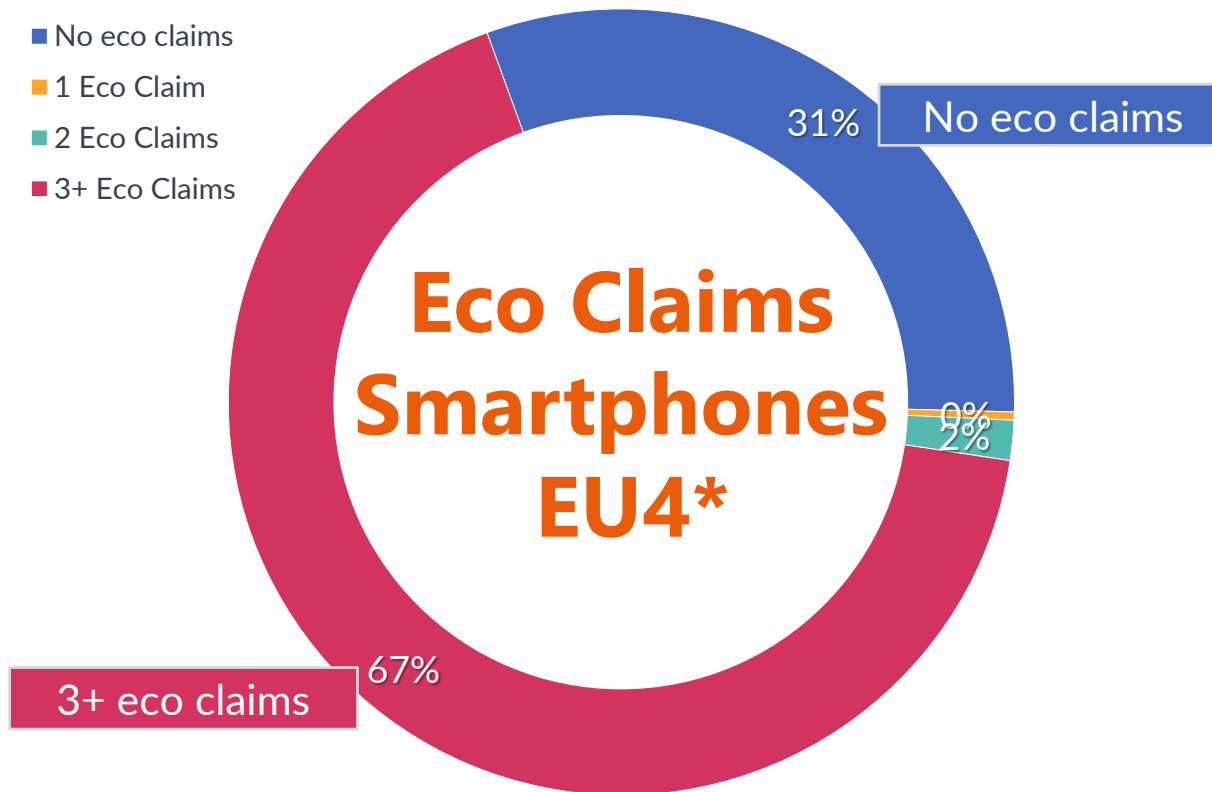
## Impact of following eco-claims on smartphones sales:

- Eco packaging
- Eco recycled material
- Eco CO<sub>2</sub> footprint
- Eco material
- Eco energy consumption
- Eco durability
- Eco other

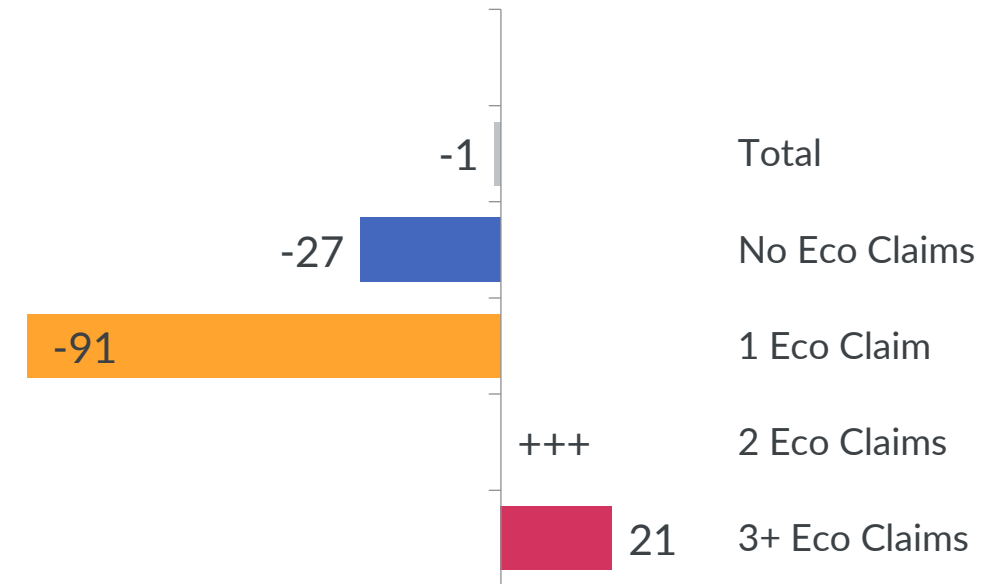
# Smartphones EU4: ~2/3 of value sales are already attached to products with multiple eco claims – and those are strongly outperforming



Sales share of “number of Eco Claims” | Sales Value% | Jan-April 23



Growth rate of “number of Eco Claims” | +/- % Sales Value

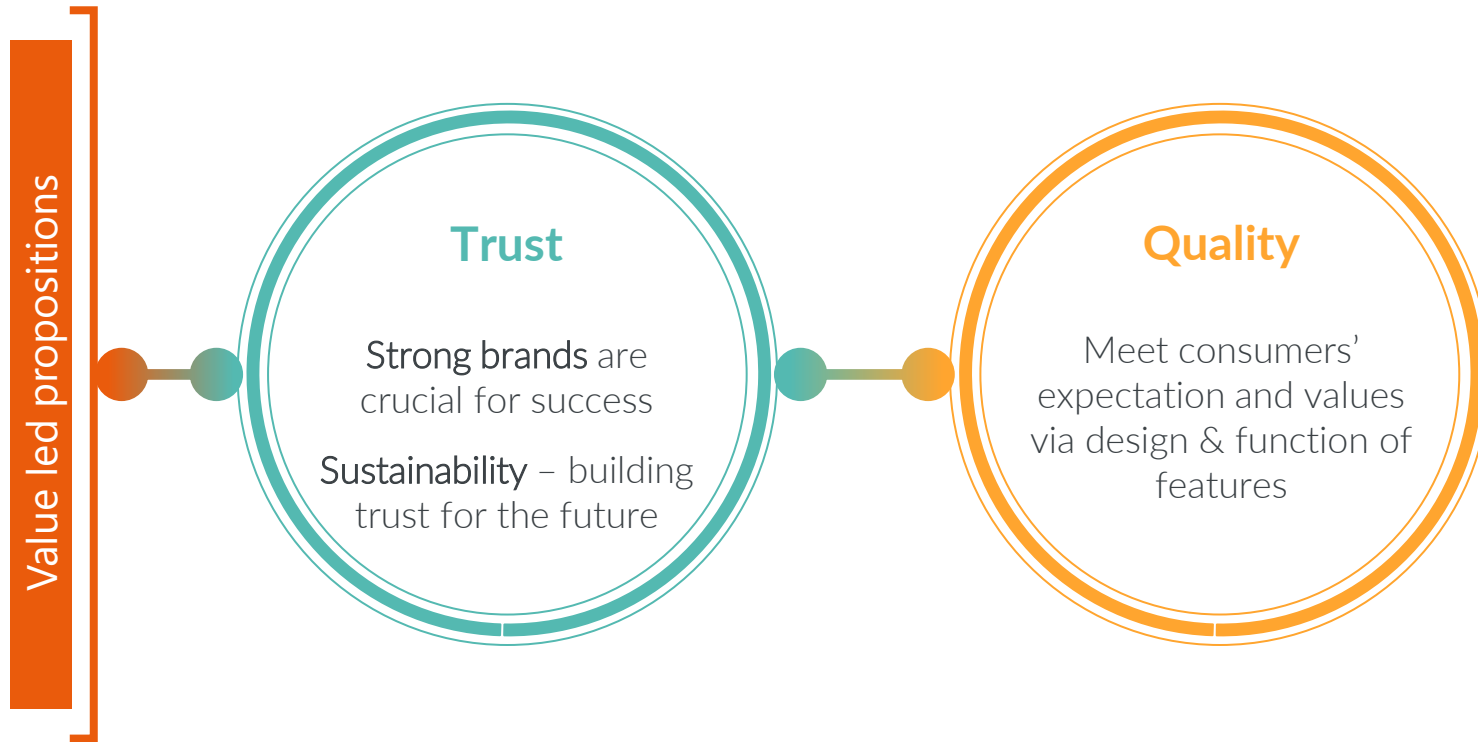


3+ Eco Claims is the most substantially growing segment – demonstrating the acceleration of attaching sustainability claims to products



# Value led propositions will continue to be a key growth driver

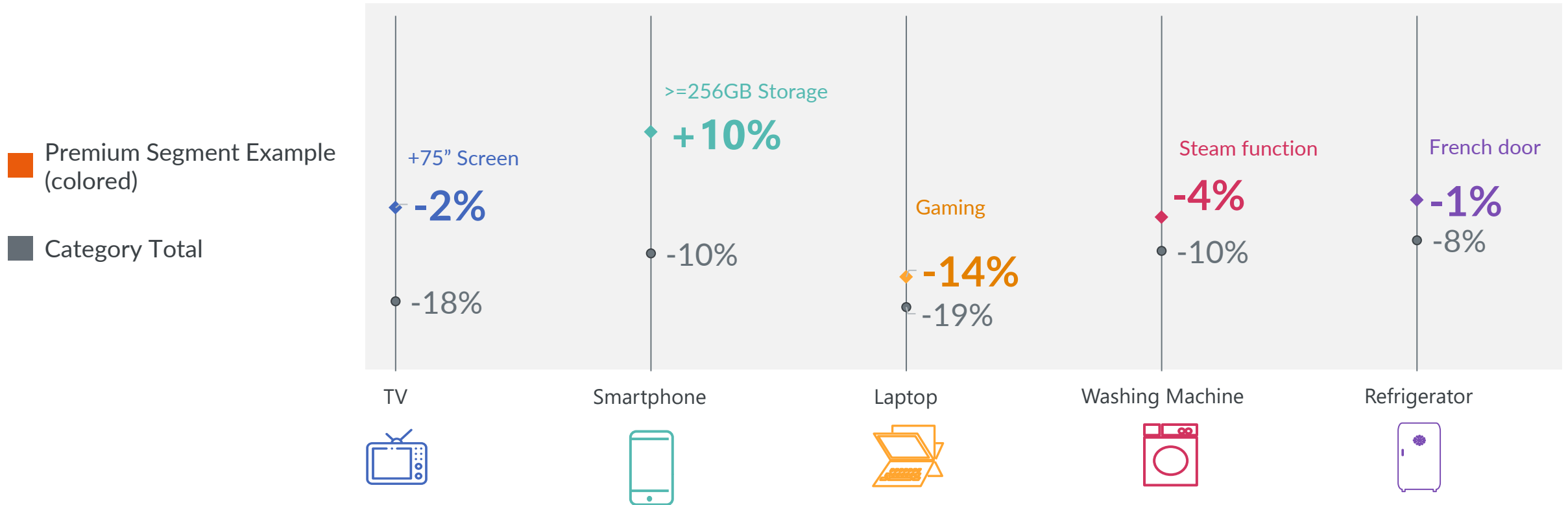
2023: Shift from slowdown to stabilization



# High quality feature and purpose dedicated segment sales outperform the category average

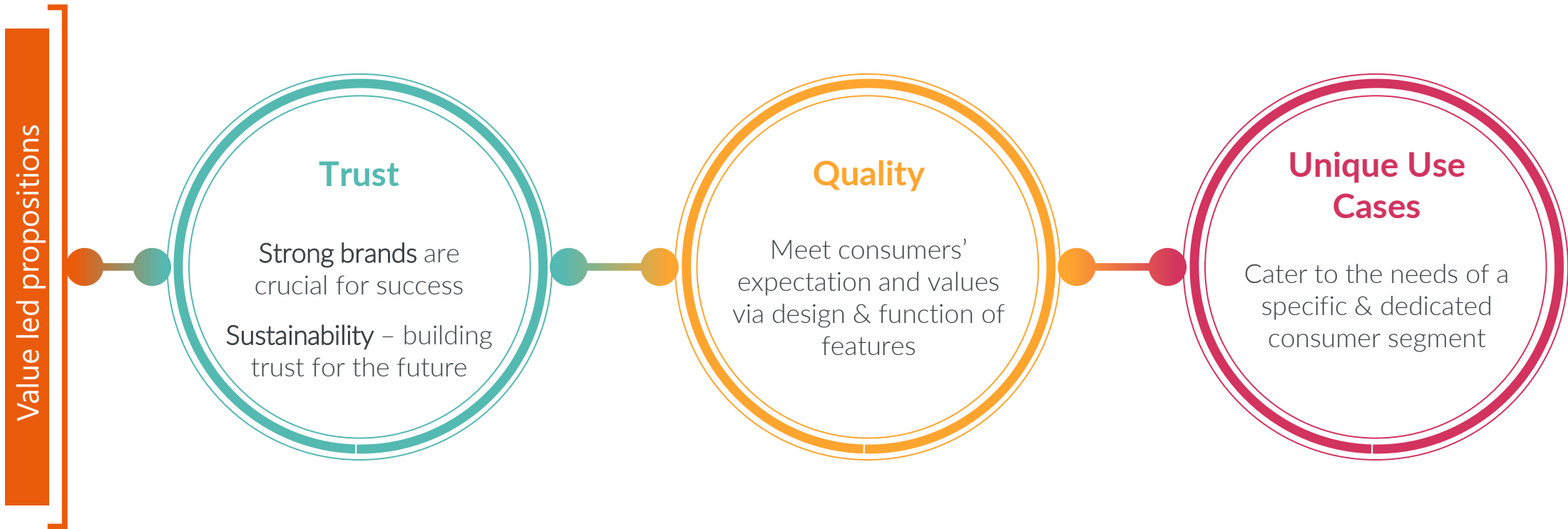


Sales value growth USD | Global excluding North America | B2C Retailer Market | 2023 vs 2022 | Jan-Mar Year To Date



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2022 : What happened on the internet in...

01  
minute?

167  
Million  
videos watched



Monthly  
active users

1.3  
billion

70,200  
photos uploaded



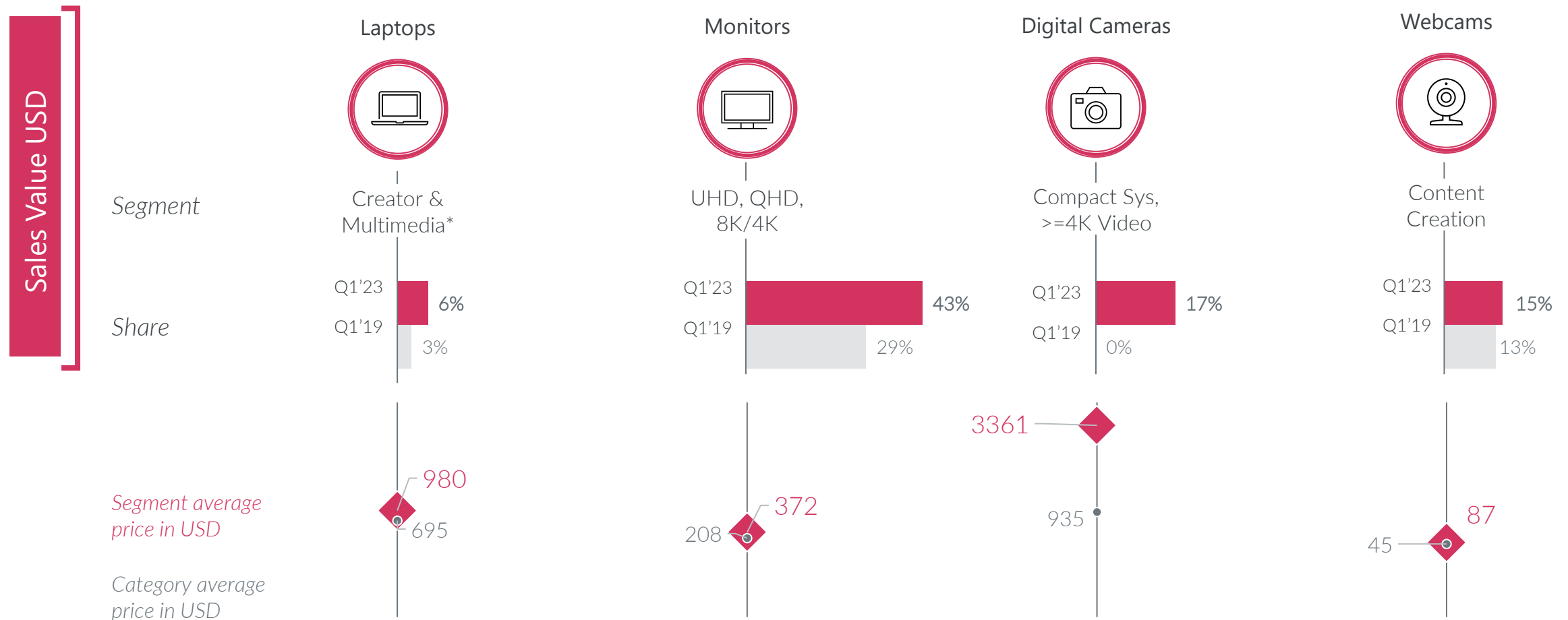
1.8  
billion

500  
hours of video content  
uploaded



2.5  
billion

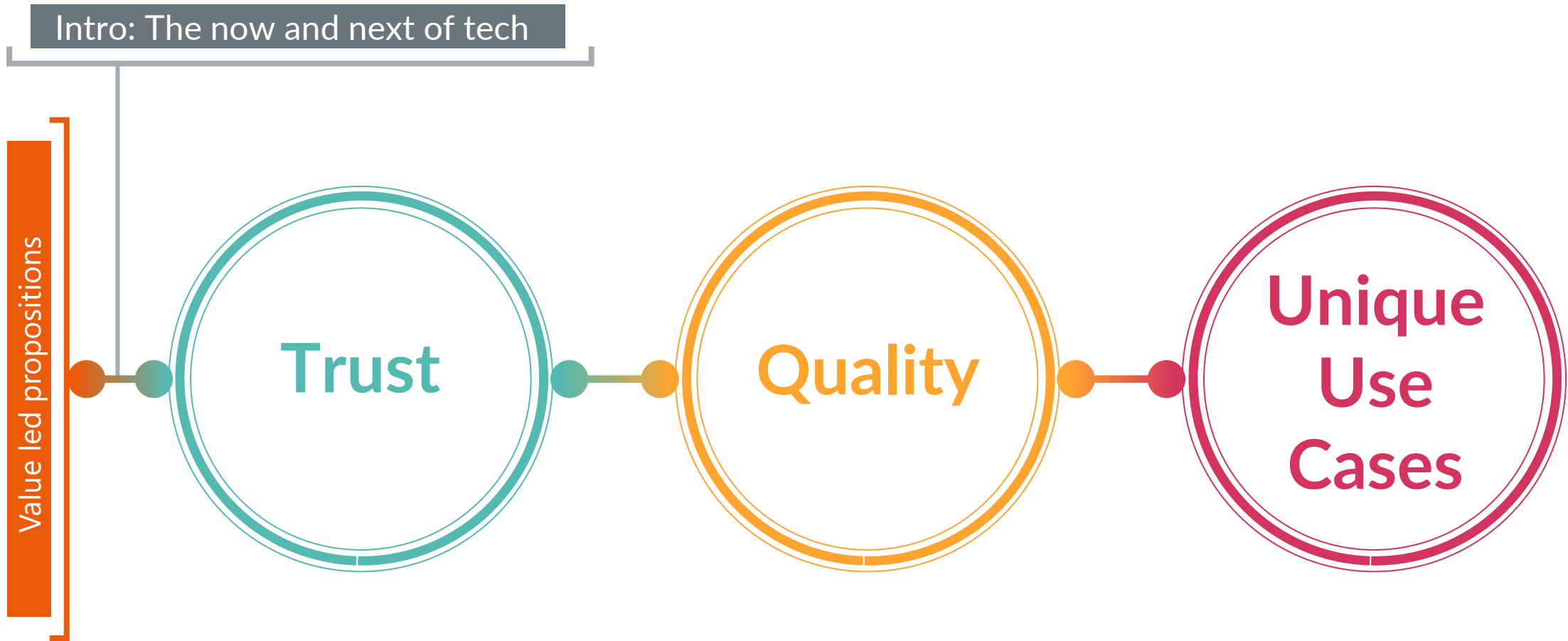
# Tailored content creation products offer unique value propositions to specific consumer segments



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America); \*Creator & Multimedia: GPU (GTX, RTX, Radeon Pro) and CPU (Core i5/Ryzen 5 or higher) + SoC M series Max/Pro + Not marketed as Gaming

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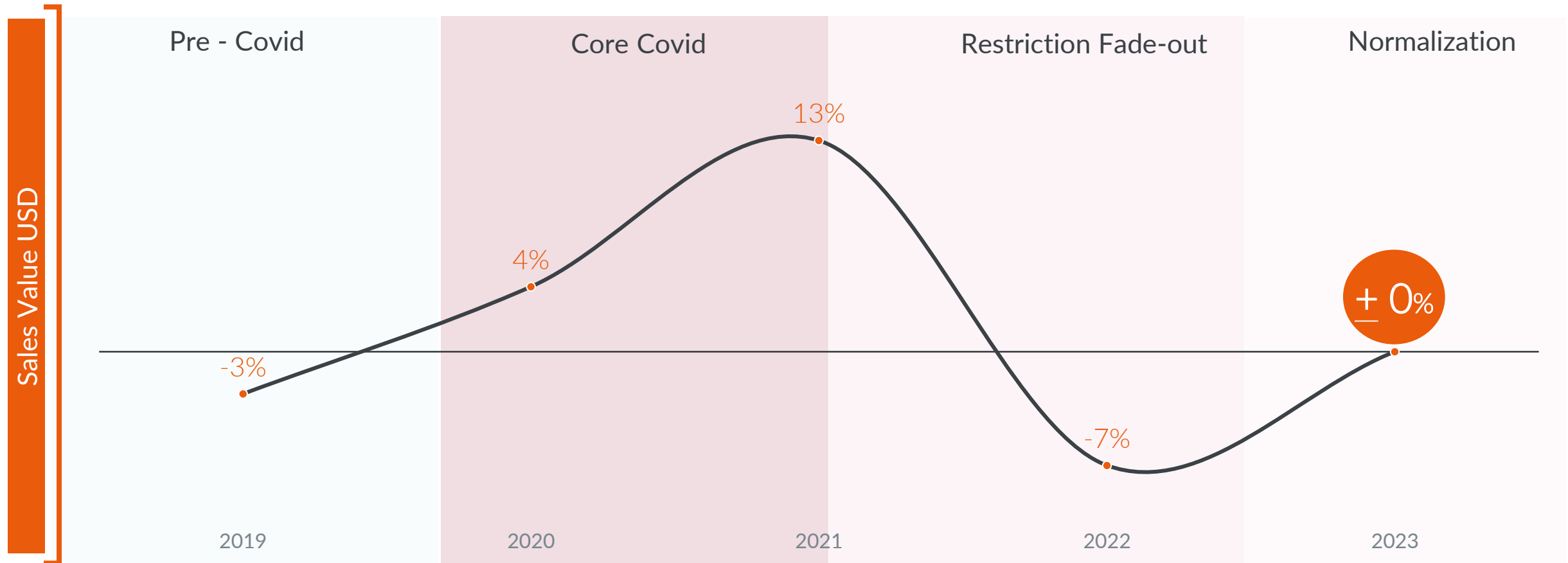
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# Consumer tech and durables stabilizes in 2023 after a deceleration in 2022



Global | Consumer Tech and Durables | Growth rate +/-%



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Thank you