

# ONLINE VS. TRADITIONAL SALES: KEY FACTS FOR TECHNICAL CONSUMER GOODS (TCG) IN EUROPE

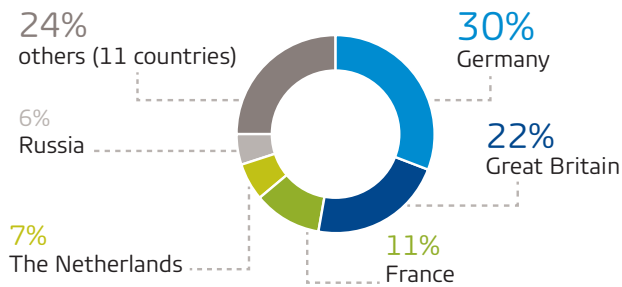


## One in five euros is spent online\*

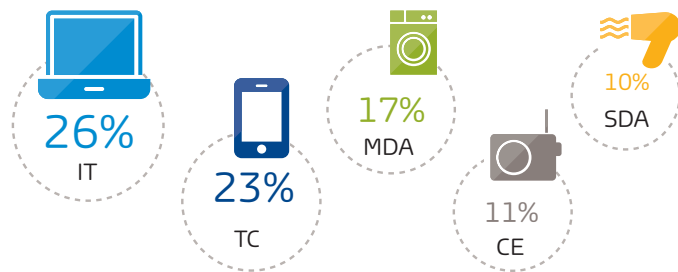


2011 13.7% 2012 15.2% 2013 17.4% 2014 19.4% 2015 21.1%

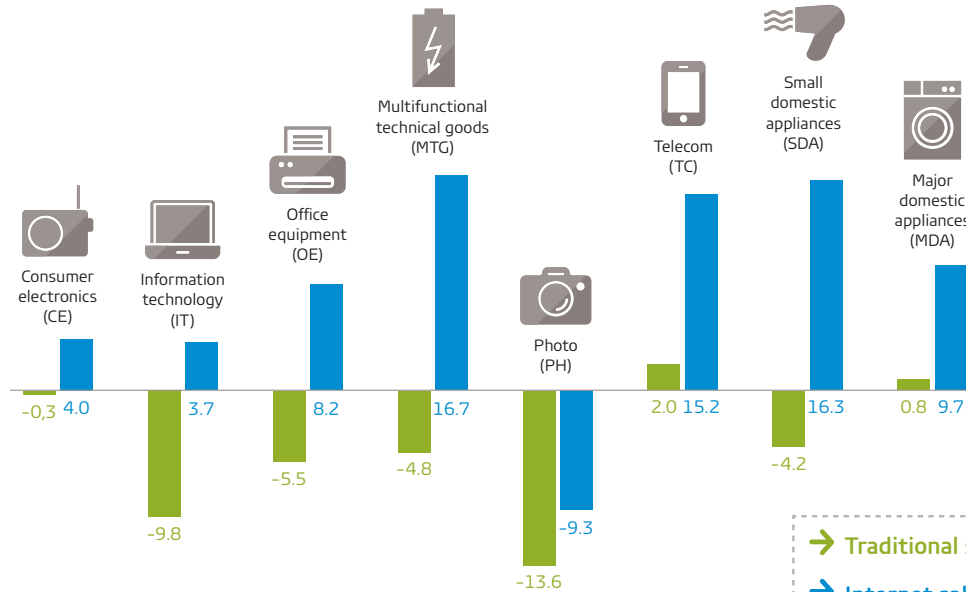
## 76% of all TCG sales online take place in five countries



## IT is the biggest TCG sector online, with 26%



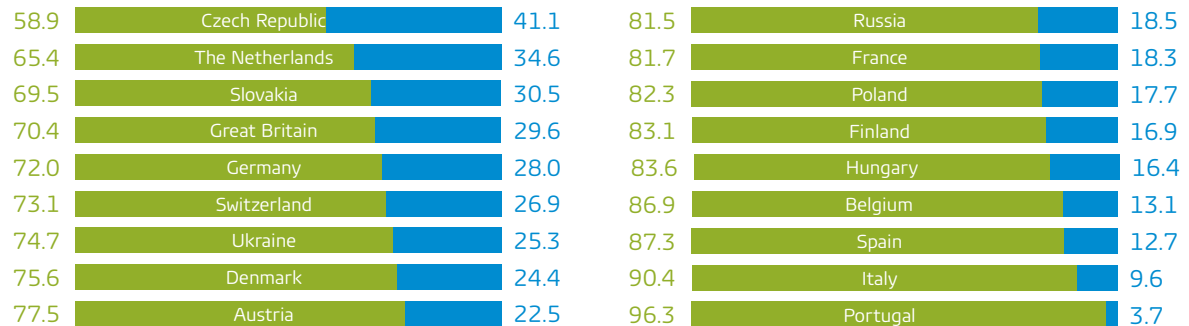
## Multifunctional technical goods: the fastest growing product area, up 16.7%



Jan 15 to Sep 15 compared with Jan 16 to Sep 16

→ Traditional sales  
→ Internet sales  
Sales value %

## Share of Internet sales varies widely across Europe\*\*



To get more information on this topics and figures for other periods, please contact: Markus Tuschl at [markus.tuschl@gfk.com](mailto:markus.tuschl@gfk.com)