

# Press release

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## Overall decline in the German technical consumer goods market in third quarter of 2016

### GfK TEMAX® results for Germany, Q3 2016

Nuremberg, November 17, 2016 – The German technical consumer goods (TCG) market declined in the third quarter of 2016 by 4 percent, compared to the same quarter in 2015. The total value of the market was € 13.3 billion. Four of the seven (PH, IT, CE and OE) sectors declined, with the former presenting the largest fall by 16.7 percent.

### Germany: technical consumer goods – sales value by category

#### Table summary

Germany Q3 2016

	Q4 2015 M. EUR	Q1 2016 M. EUR	Q2 2016 M. EUR	Q3 2016 M. EUR	Q3 2016 / Q3 2015 / +/- %	Q1-Q3 2016 M. EUR	Q1-Q3 2016 / Q1-Q3 2015 +/- %
Consumer Electronics (CE)	2,398	1,850	1,669	1,547	-6.9%	5,066	-2.4%
Photography (PH)	437	344	343	342	-16.7%	1,029	-14.7%
Major Domestic Appliances (MDA)	2,323	2,193	2,097	2,152	0.3%	6,442	2.5%
Small Domestic Appliances (SDA)	1,537	1,218	1,080	1,099	2.5%	3,398	3.4%
Information Technology (IT)	5,561	4,548	4,146	4,201	-10.6%	12,895	-5.3%
Telecommunications (TC)	3,557	2,616	2,588	2,832	5.2%	8,035	2.3%
Office Equipment & Consumables (OE)	1,287	1,240	1,193	1,126	-3.4%	3,560	-0.7%
<b>GfK TEMAX® Germany</b>	<b>17,101</b>	<b>14,010</b>	<b>13,115</b>	<b>13,299</b>	<b>-4.0%</b>	<b>40,425</b>	<b>-1.5%</b>

Source: GfK Germany

### Consumer Electronics

The CE market registered a fall of 6.9 percent in Q3 2016, compared to the same quarter in 2015.

The audio segment continued its positive development. In particular, the connected audio products category profited from consumers' interest in streaming.

Overall, the market for TVs suffered a double-digit decline.

### Photography\*

In Q3 2016, the PH market fell again – this time by 16.7 percent, compared to 2015's third quarter.

However, the sector did benefit from consumer interest in high-quality

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Commercial register  
Nuremberg HRB 25014

photographic products, fueled by the photokina fair in Cologne in September.

Also, new models in the single-lens reflex (SLR) cameras segment boosted sales, and the tripods and binoculars categories registered positive results.

\* Photography includes digital cameras and photography accessories. Due to a change in digital camera reporting (camera kits are no longer split into separate cameras and lenses products, but are reported together) data has been reworked for the Photography sector.

### **Major Domestic Appliances**

The MDA sector improved slightly in the third quarter of 2016 (up by 0.3 percent). This was because of stronger demand for dishwashers and cooling products, compared to Q3 2015.

Significant demand was noted in the 'side-by-side' refrigerators category. Also, the popularity of upright freezers (90cm) contributed to the improvement.

### **Small Domestic Appliances**

Q3 2016 saw a modest increase in the German SDA sector – up by 2.5 percent, compared to the same quarter in 2015.

The vacuum cleaners segment registered a healthy increase (up by 7.9 percent). This was due to a significant rise in sales of robotic vacuum cleaners.

Strong demand was also reported in the low-oil fryers category.

### **Information Technology**

With the exception of software products, all IT segments returned negative results in Q3 2016. Overall, the sector was down by 10.6 percent, compared to 2015's Q3.

Both the desktop and the mobile computing products segments declined significantly, as did the mediatablets category.

Media books showed a strong upward trend, albeit with a very low base.

### **Telecommunications**

Screen sizes between 5 and 5.5 inches remained the most important segment in the smartphones segment which increased by 5.7 percent, compared to Q3 2015.

Core wearables again registered growth in value – up by 63.4 percent. In particular, smartwatches performed well.

## **Office Equipment and Consumables**

All product groups in the OE sector declined in Q3 2016, except for scanners, data/video projectors (HD versions), and lettering machines.

The positive trend registered in the scanners segment (up by 8.3 percent) came from the document scanners category.

View the GfK TEMAX® reports for all 41 individual countries, including data tables: <http://temax.gfk.com/reports/>

**-ENDS-**

### **Note to editors**

GfK TEMAX® tracks the sales of technical consumer goods across 41 countries. The findings are based on GfK's retail panel, comprising data from around half a million retail outlets worldwide. GfK continually works to ensure its panel data is as accurate as possible, in terms of its representation of the end market.

### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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