
GfK Insight Talk@IFA

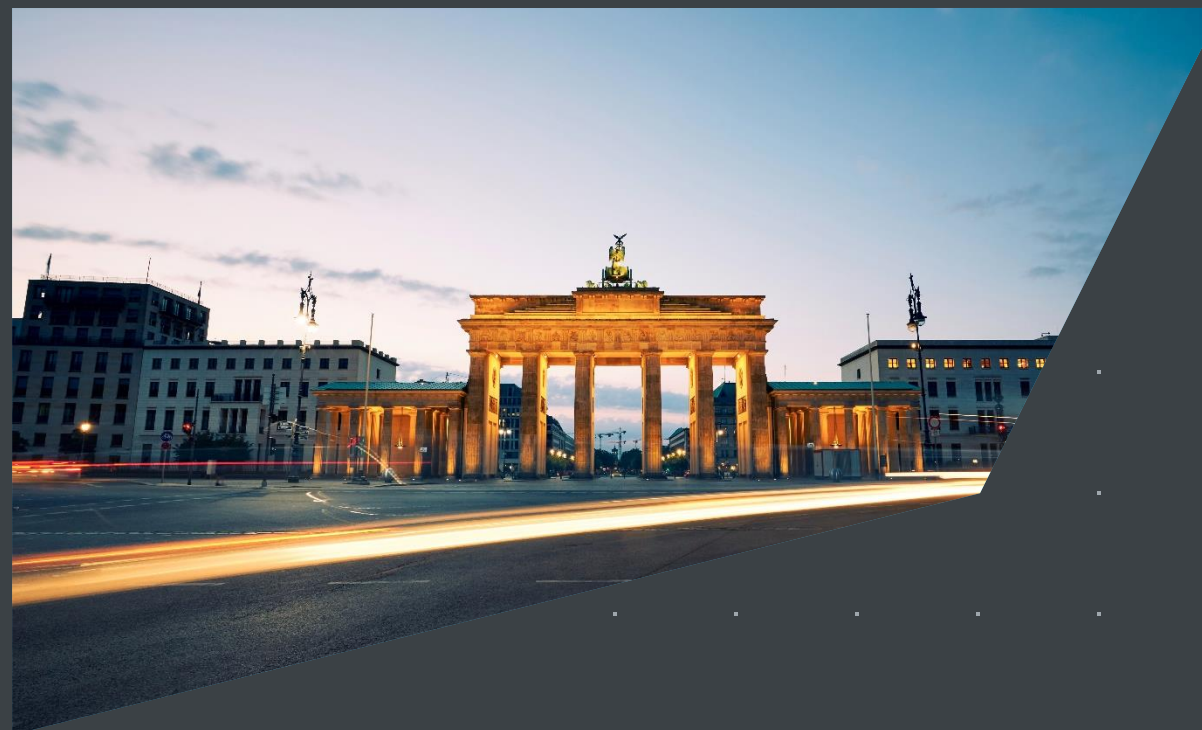
Manufacturer or Retailer –
where does the future lie?

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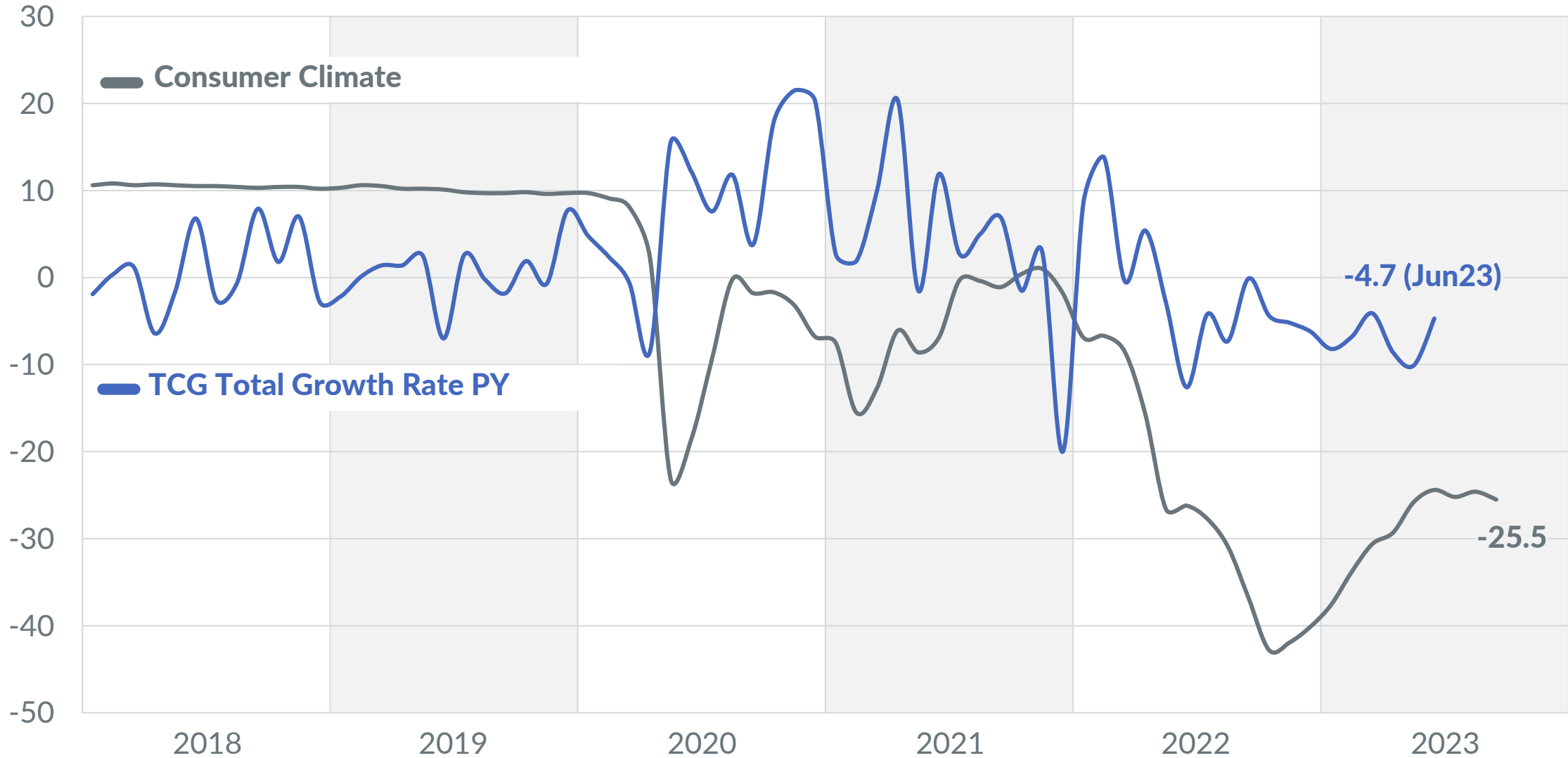
Patrycja Grebel

Vice President Commercial Germany



Consumer climate recovered in HY1/2023

TCG Total sales as of summer 2022 adopting CC's decline

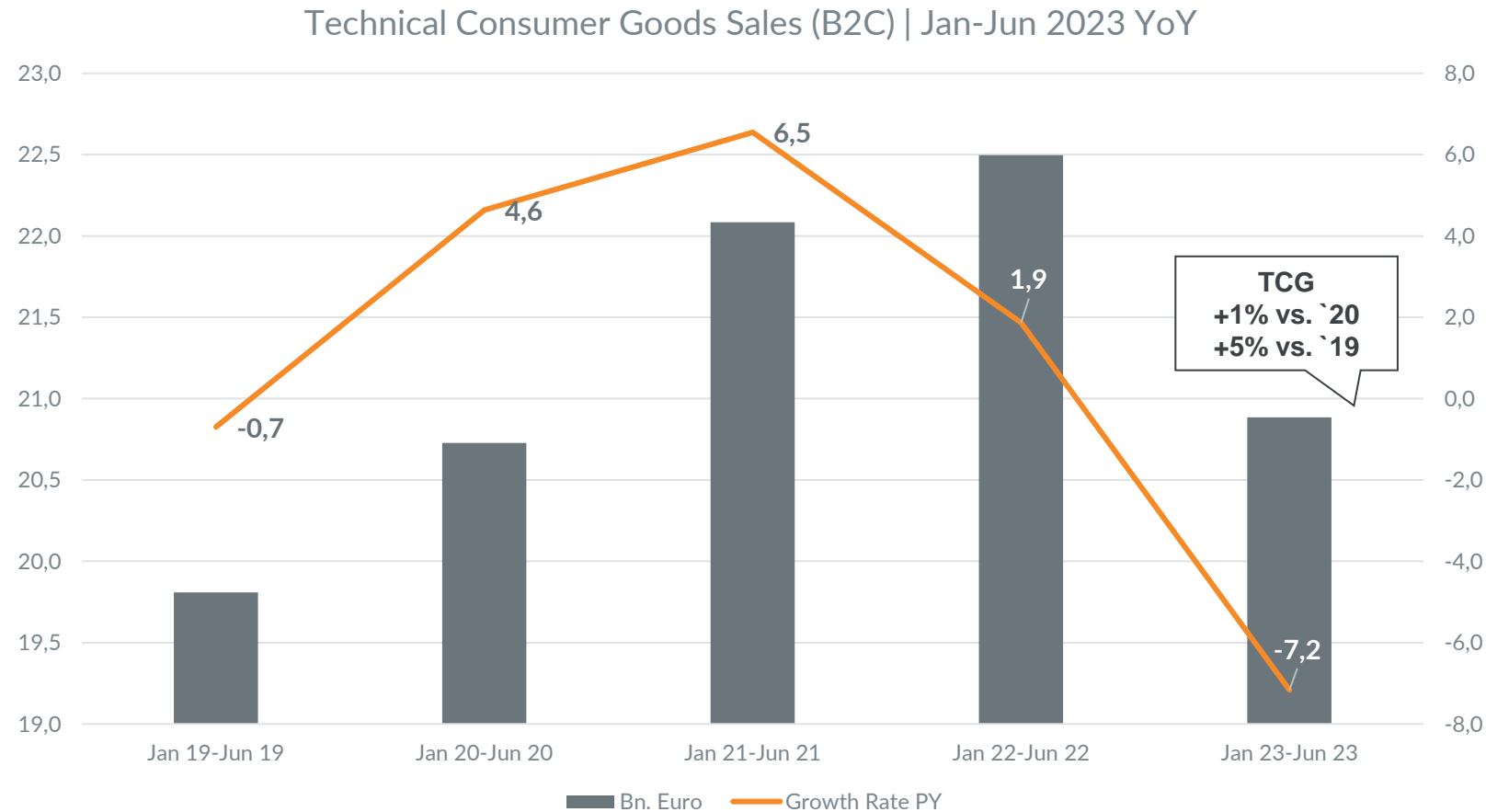


Private end consumer sales with trend reversal, but still above HY1/2020

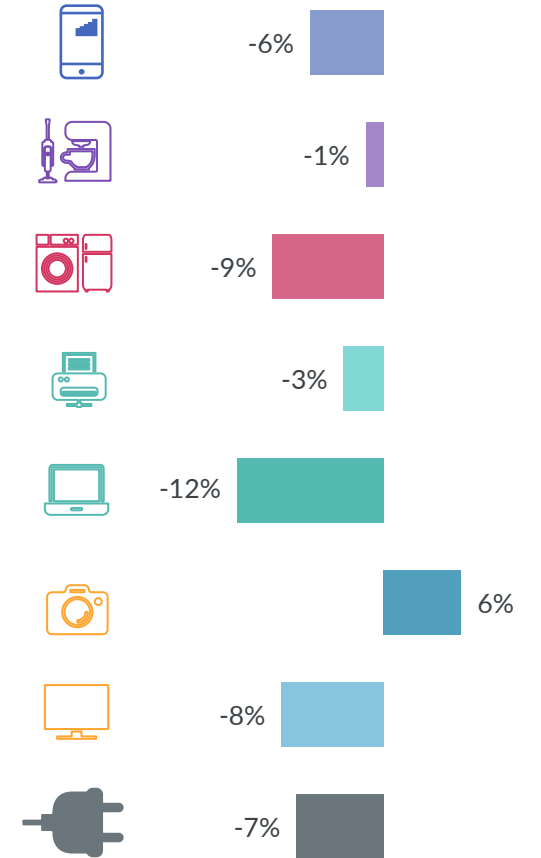
Nearly all sectors suffer under the consumer reluctance



Technical Consumer Good Sales (B2C) | Jan-Jun 2023 YoY



Growth HY1-2023 vs. PY

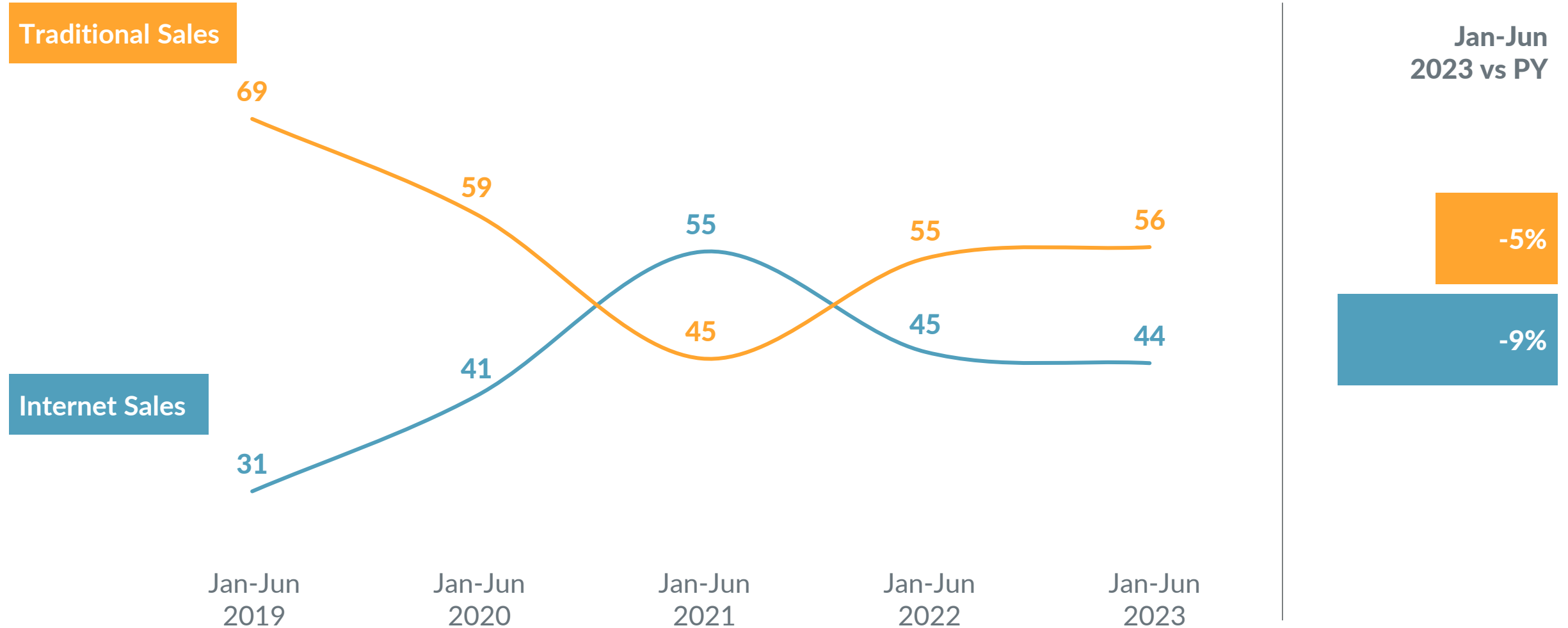


“Come to rest” – ratio Offline vs. Online with rather balanced meanwhile

Post-Covid in 2023: Traditional Sales slightly more robust, i.e. “only” -5%



Technical Consumer Goods (TCG) Online/Offline shares

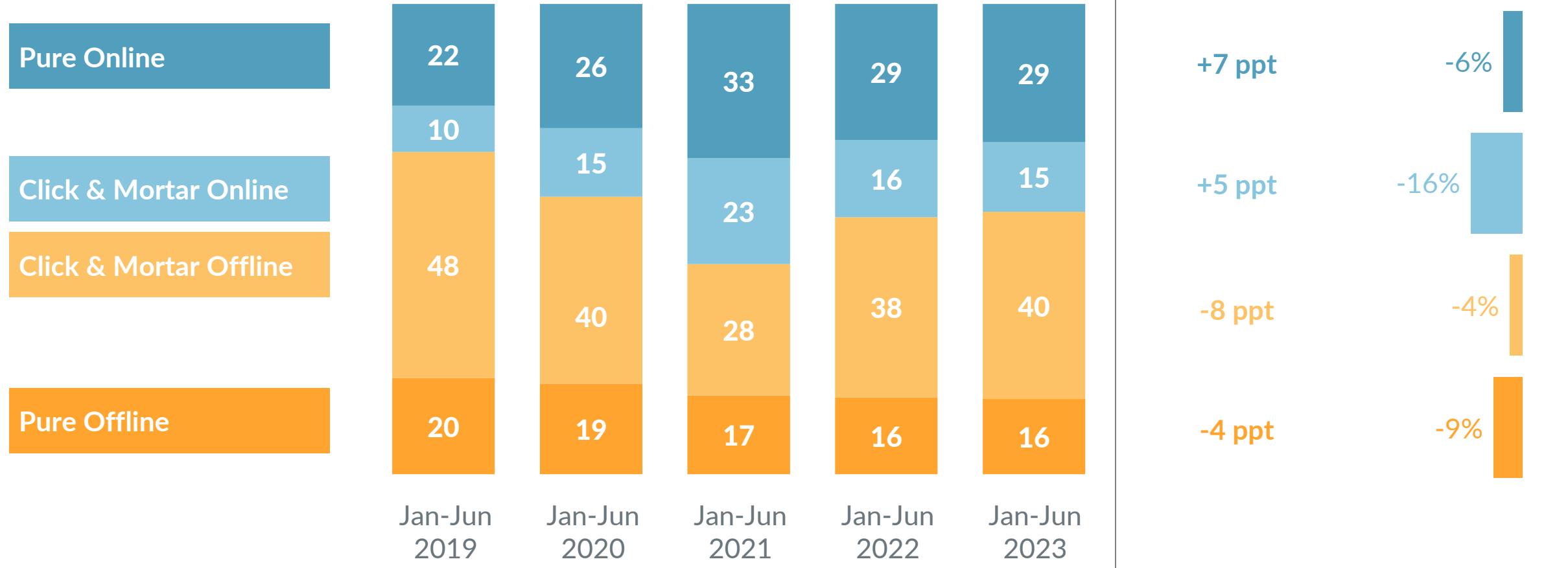


Omnichannel (Phygital) retail even more important after Pandemic

Pure Offline retail does not see a recovery while pure Online lost some shares



Technical Consumer Goods (TCG B2C) Online/Offline shares



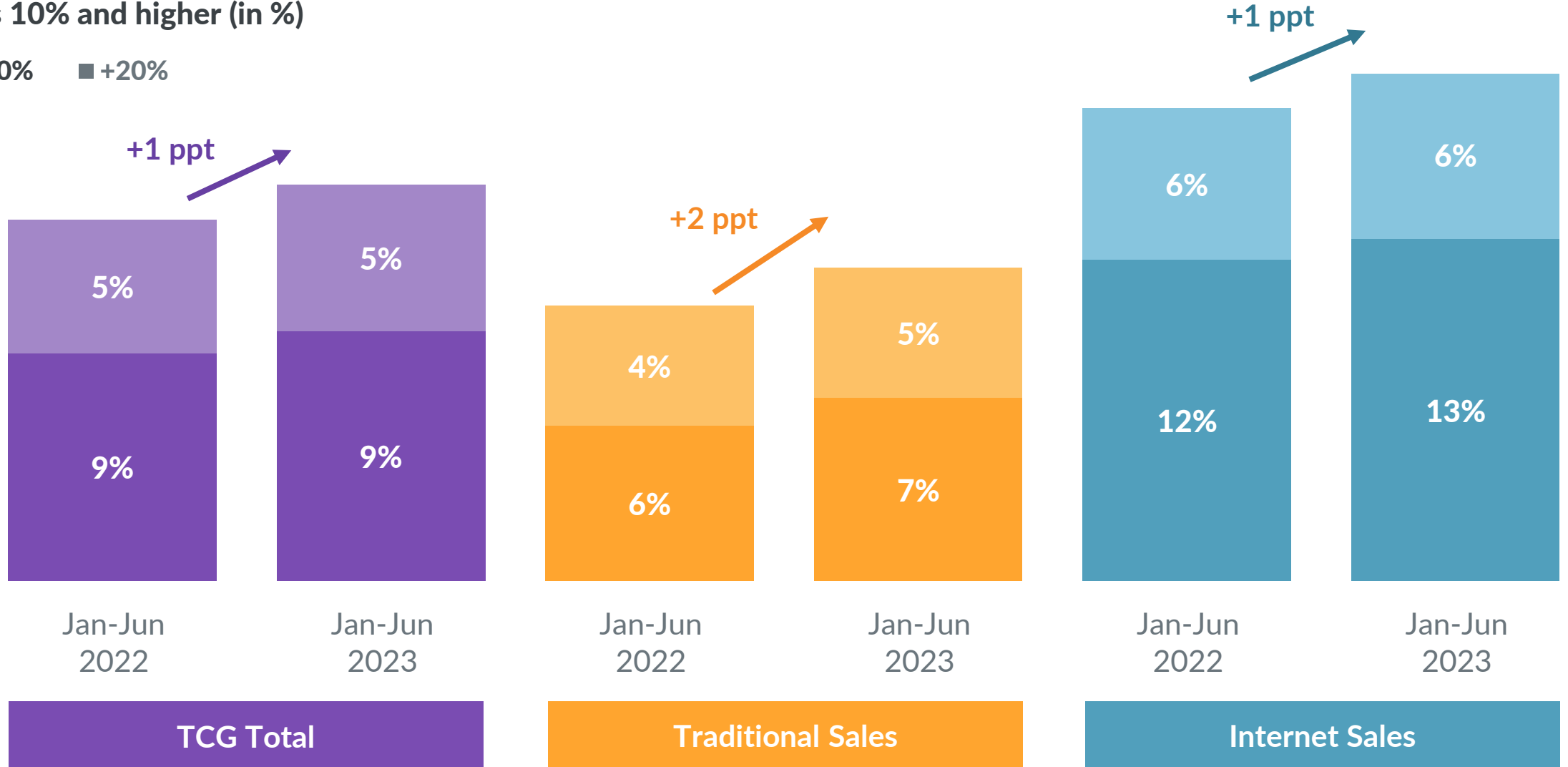
Height of price reductions much higher online, but offline intensified in 2023

Rebates stimulate consumers!



Discounts 10% and higher (in %)

■ 10<20% ■ +20%



TCG Total

Traditional Sales

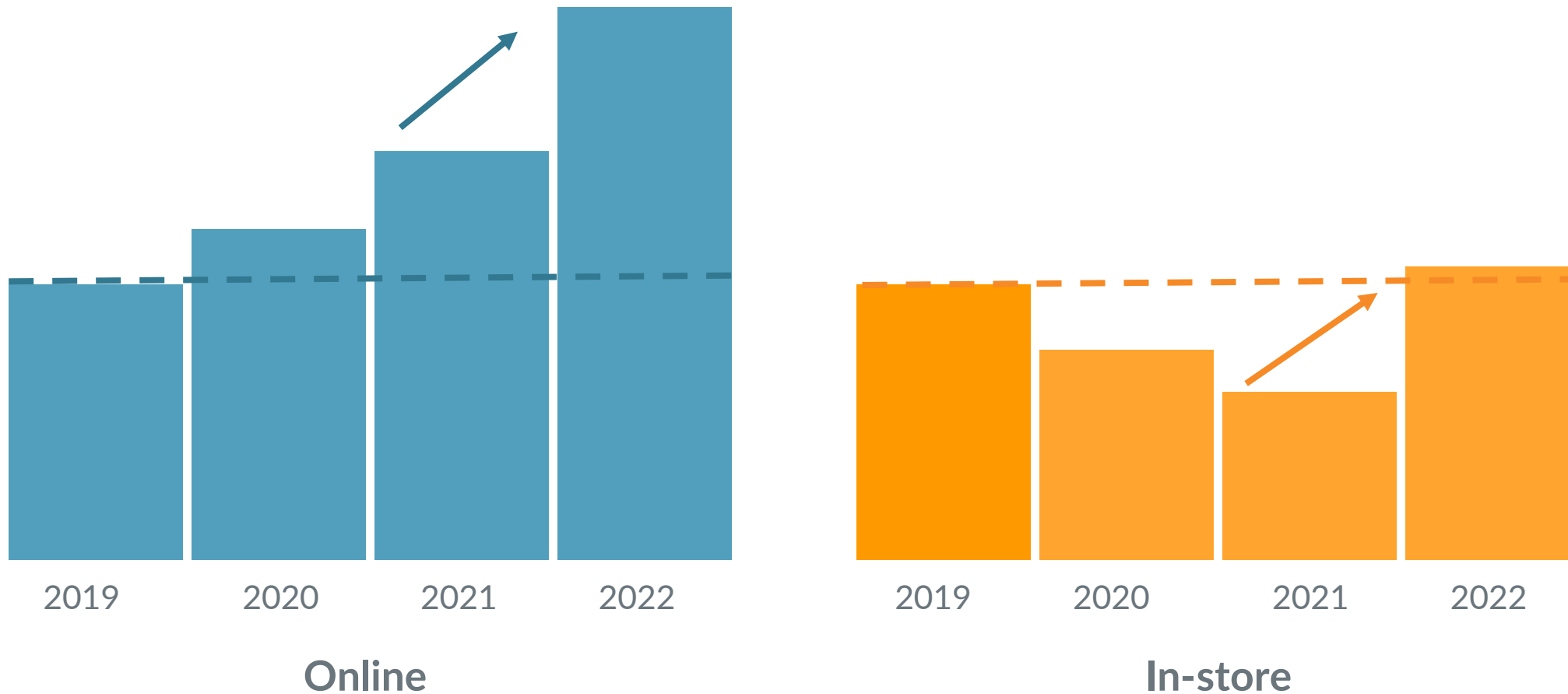
Internet Sales

D2C with strong growth in DE | D2C online sales doubled vs. 2019

D2C in-store recovering after Covid-closures



Direct Sales Development

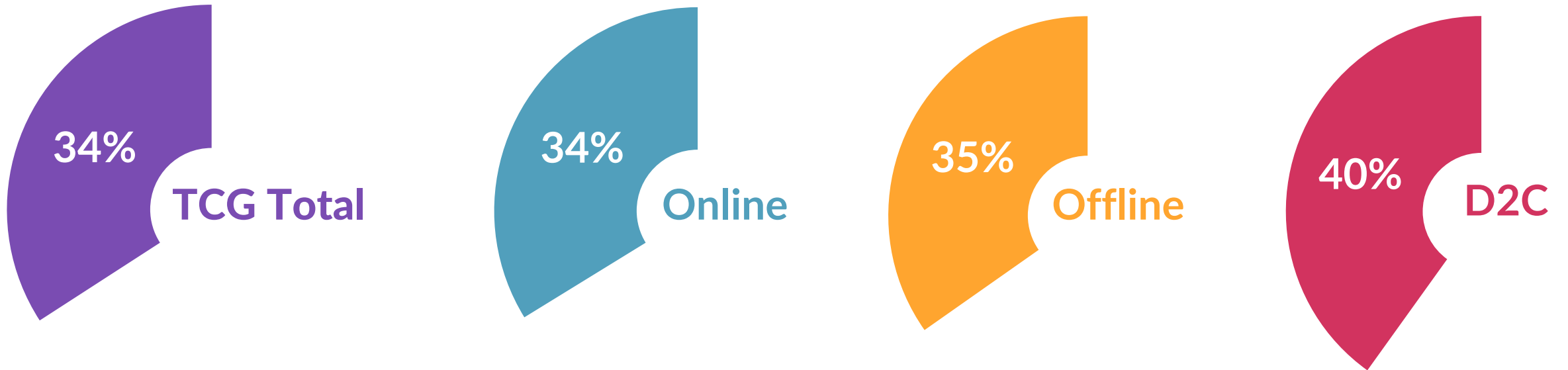


Young buyers are digital. And analogue! And important D2C target group!

16-34 years of age: Already customers today and for future decades



Share of age group 16-34 years, Q1/2023



Young buyers are not (only) after low prices while shopping via D2C channel!

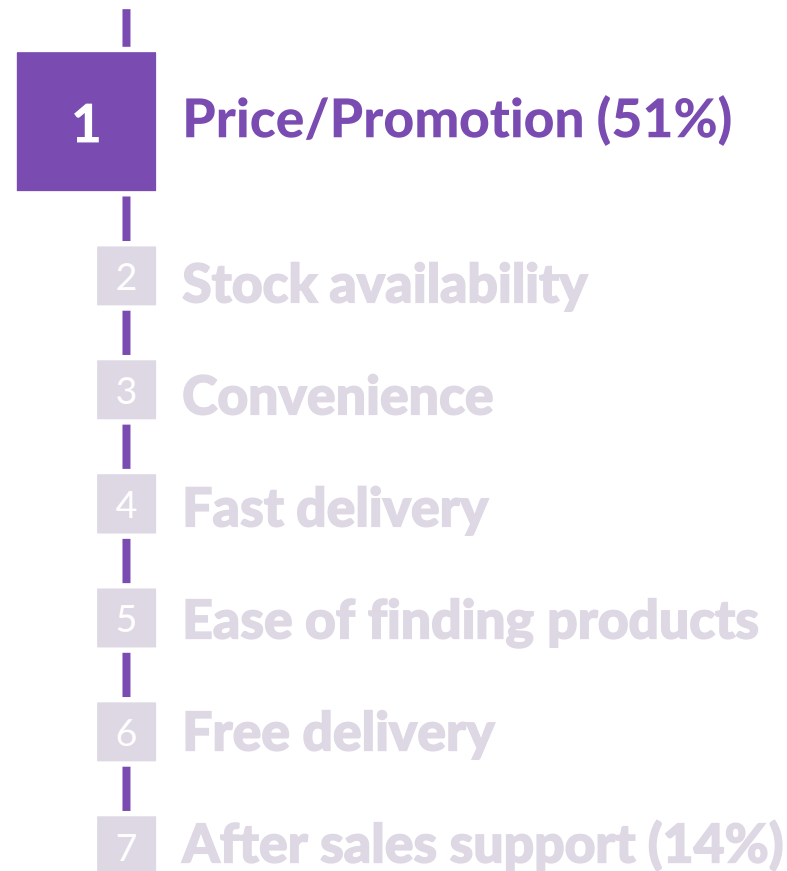


After Sales support and Detailed product information are impacting the choice.

Reasons to purchase from Retailer

Age group
16-34 years,
Q1/2023

TCG Total



D2C



Have we sparked your interest?

Feel free to get in touch with us



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