


GfK Insight Talks 2024: Alles online, aber wer (ver-)kaufts?

Chancen und Risiken im Online
Markt

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Customer Success Management
08. February 2024

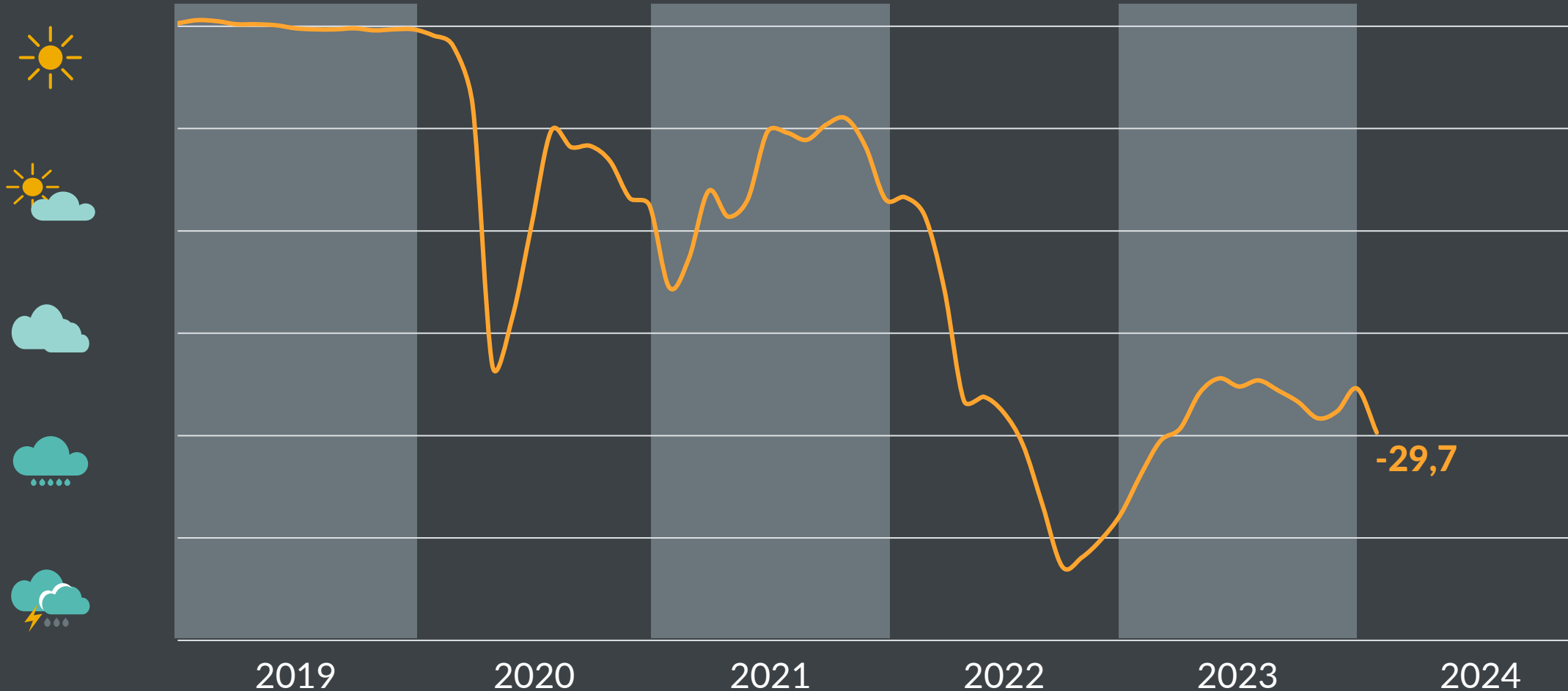
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What is the current state of the German TCG market?

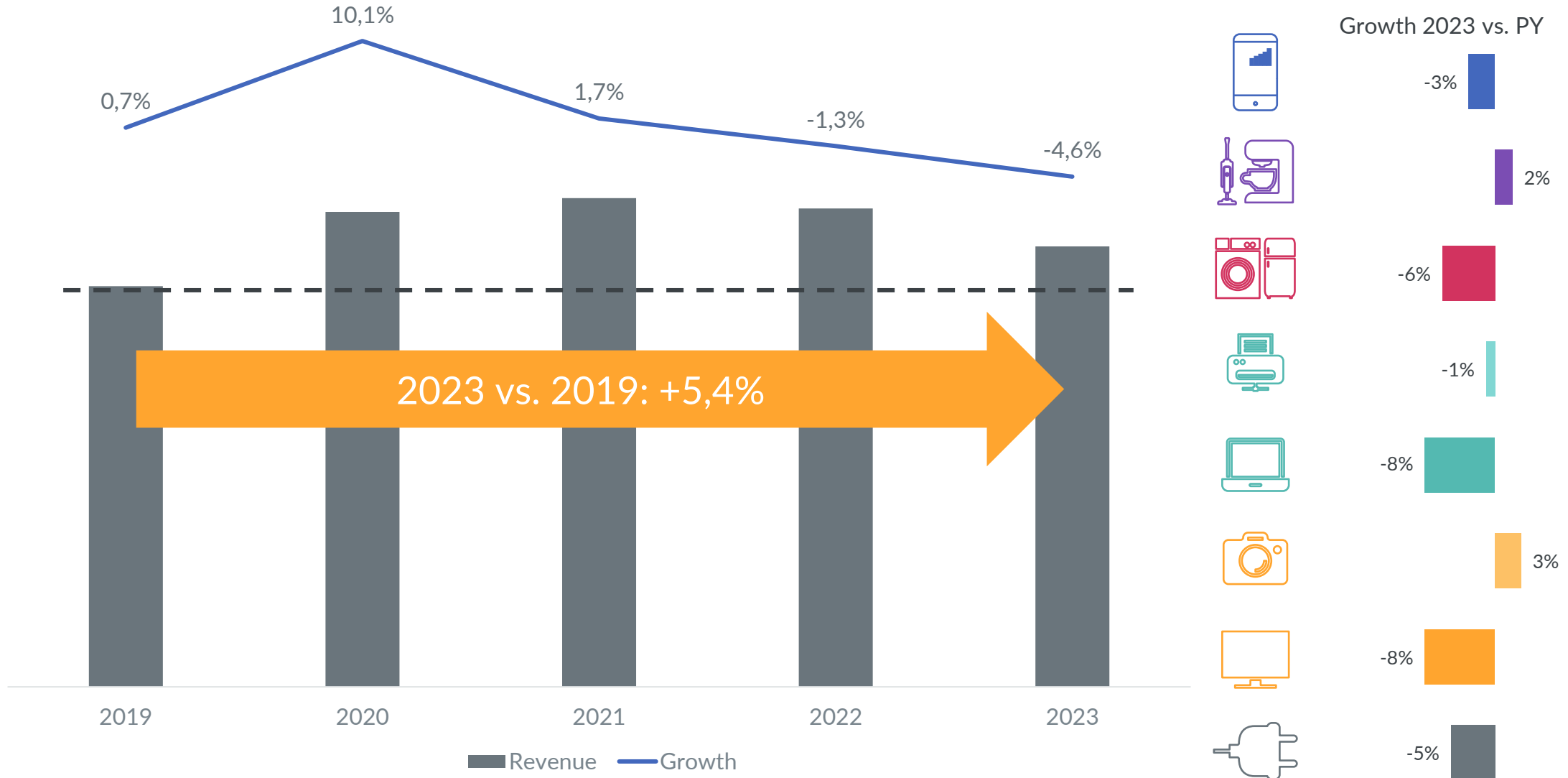
Unlike in 2023, the start of 2024 was negative for the consumer climate and thus the trust of consumers is still on a very low level.



GfK consumer climate February 2024



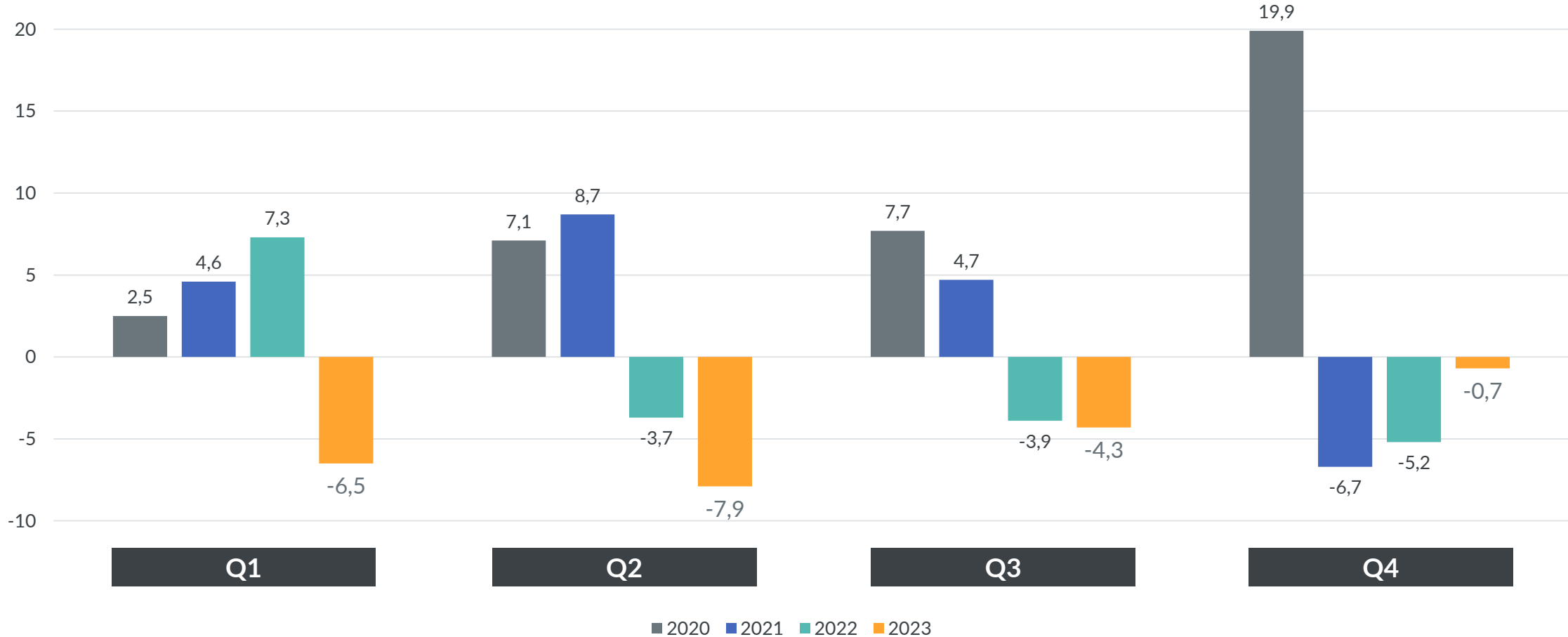
2023 revenue dropped below 2020, the first COVID year and is only 5% ahead of 2019.



Seven consecutive quarters of decline (since Q2 2022), but Q4 was best performing in 2023 nearly reaching last year's quarter.

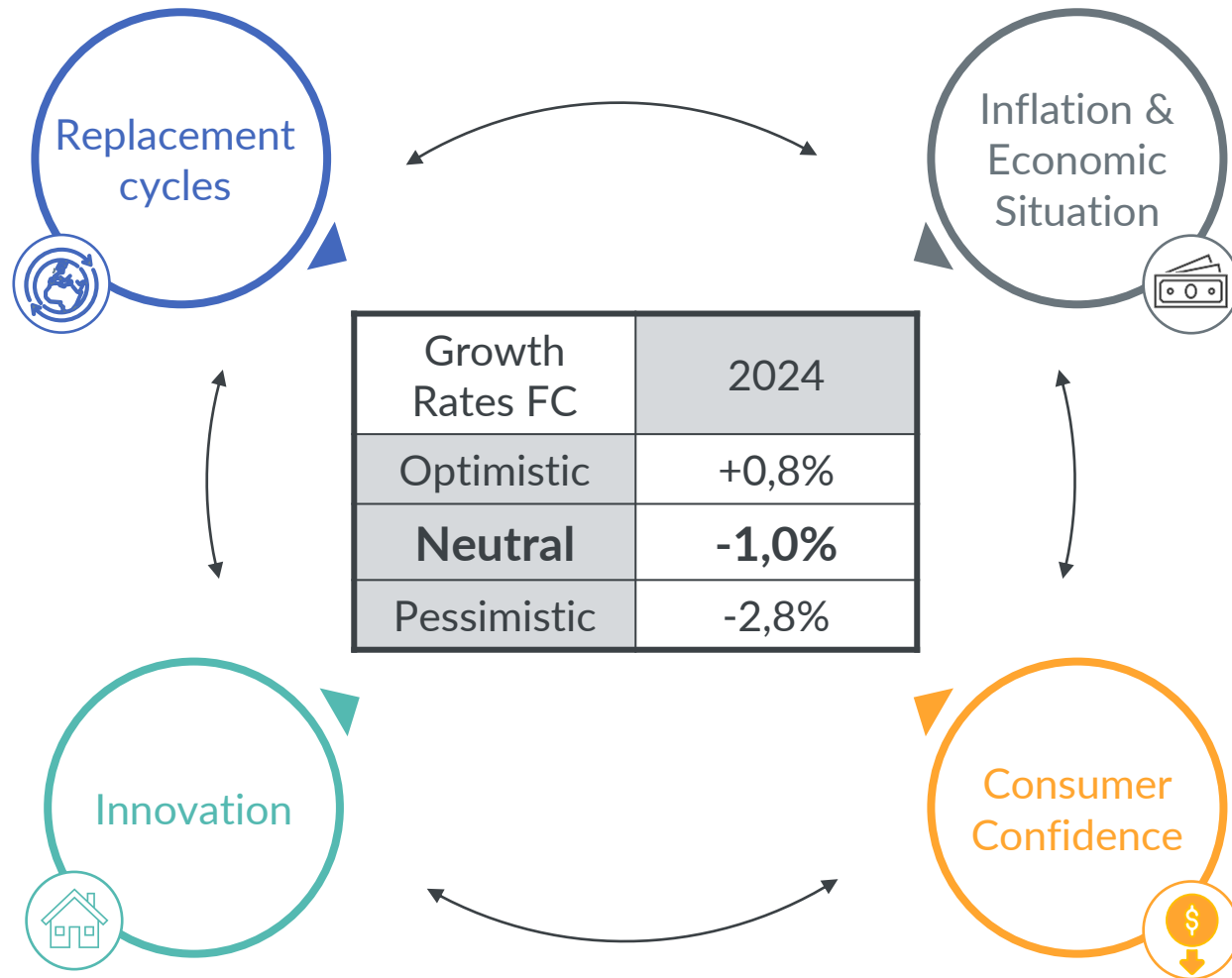


TCG (B2C) Growth Rates per Quarter vs. Previous Year



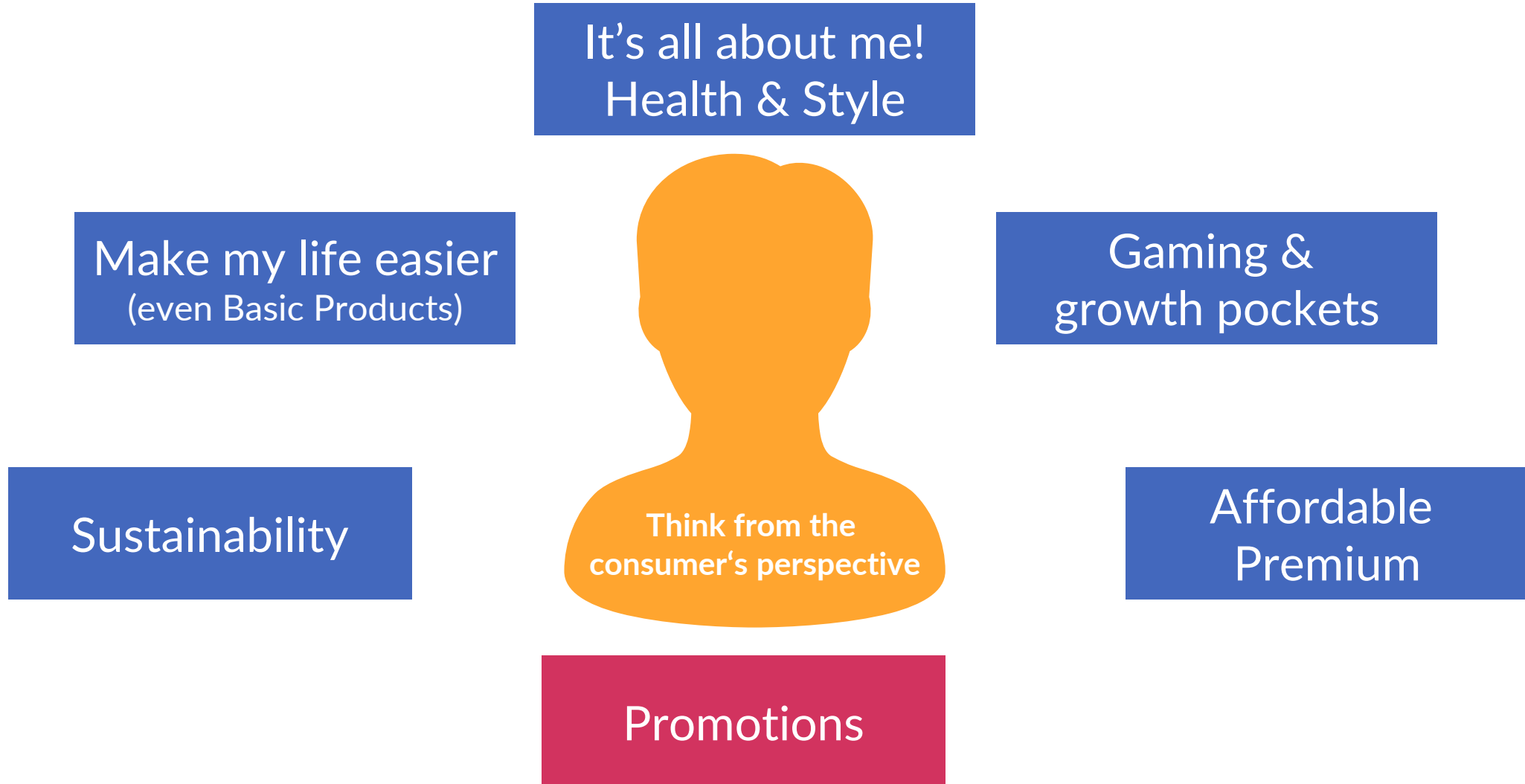
What will 2024 bring?

With the low consumer confidence, our Forecast for 2024 is negative



What will be drivers in 2024?

Where are still chances in the Tech&Durables Markets in Germany?



But before we start: Where does the data we talk about come from?



1

Retail Panel

The largest **retail panel** for
Tech & durable Goods in Germany

With more than 20.000 outlets
delivering data to us - online and offline

on single Product level

Reported in **gfknewron Market**

Answering the
„What“, „Where“, „When“ and at „What price“

2

Consumer Study

The largest continuous **consumer study**
with new buyers for Tech&Durable
Products in Germany

With up to 23.000 buyers
per quarter
on their path to purchase

Reported in **gfknewron Consumer**

Answering the
„Who“, „Why“ and „How“

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**So, how's online
doing?**

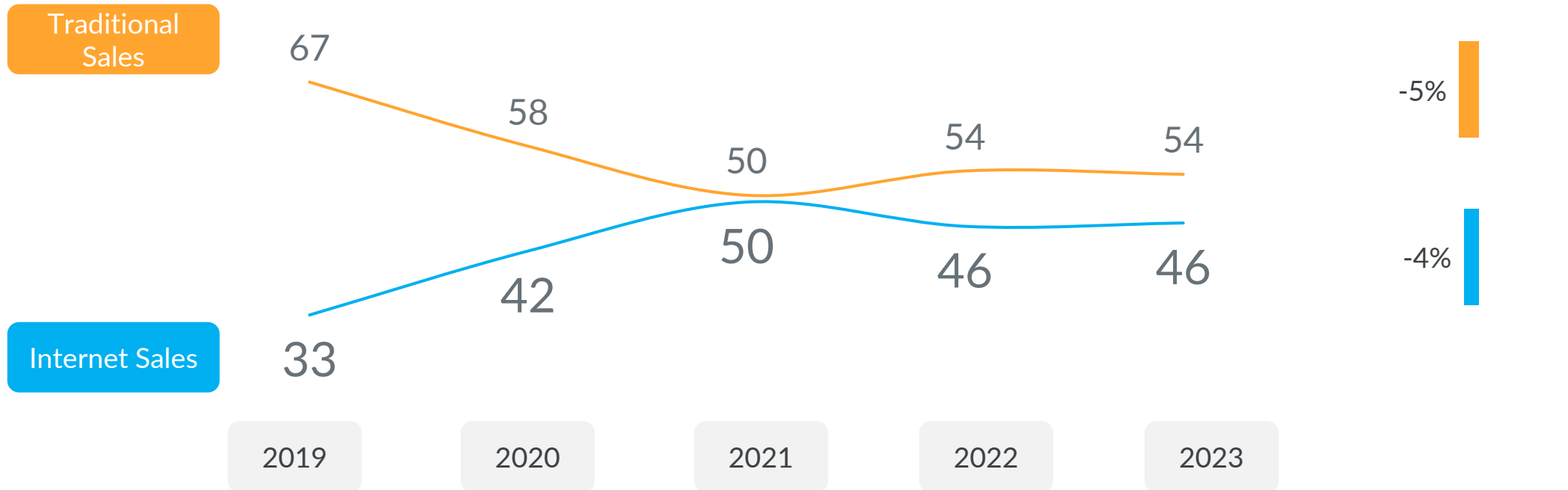
Stabilized!

„Come to rest“ – ratio Offline vs. Online rather *balanced*

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



Technical Consumer Goods (TCG) online/offline shares

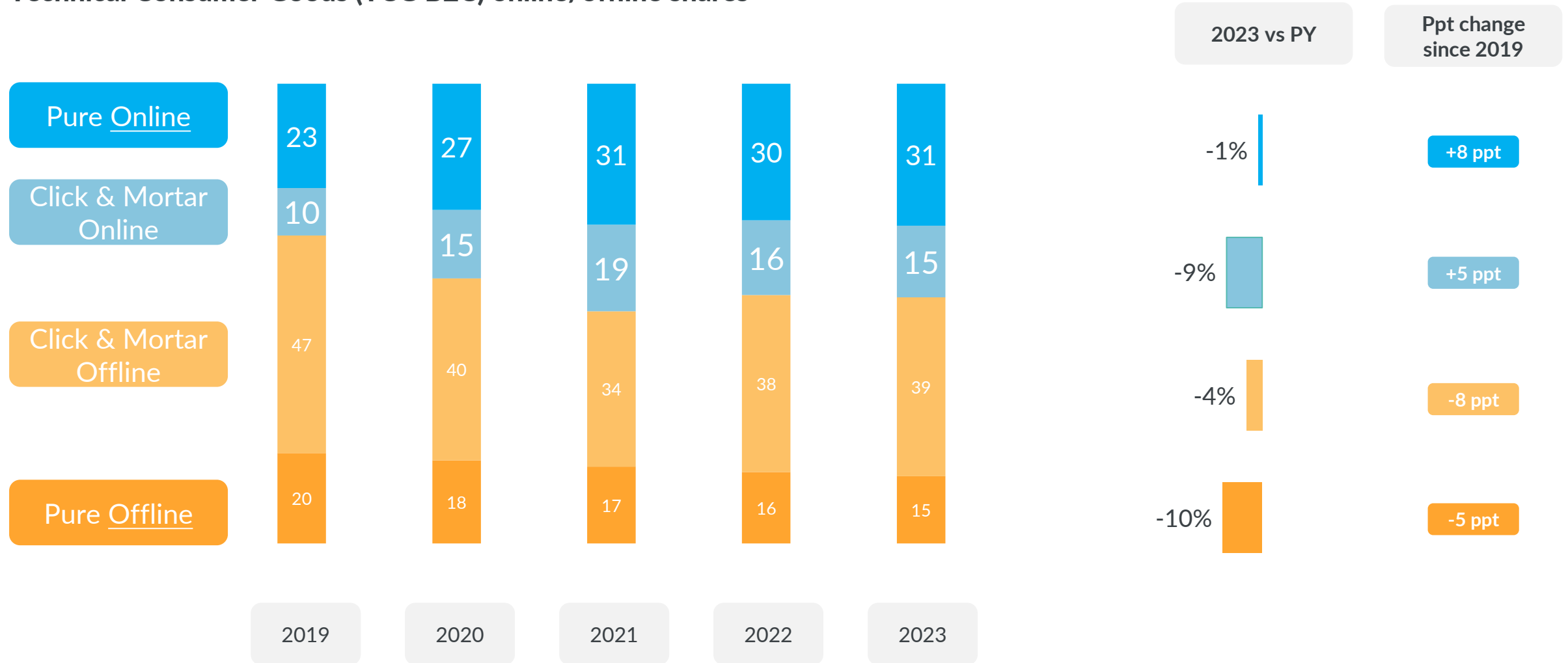


Omnichannel (Phygital) retail even more important after Pandemic

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



Technical Consumer Goods (TCG B2C) online/offline shares



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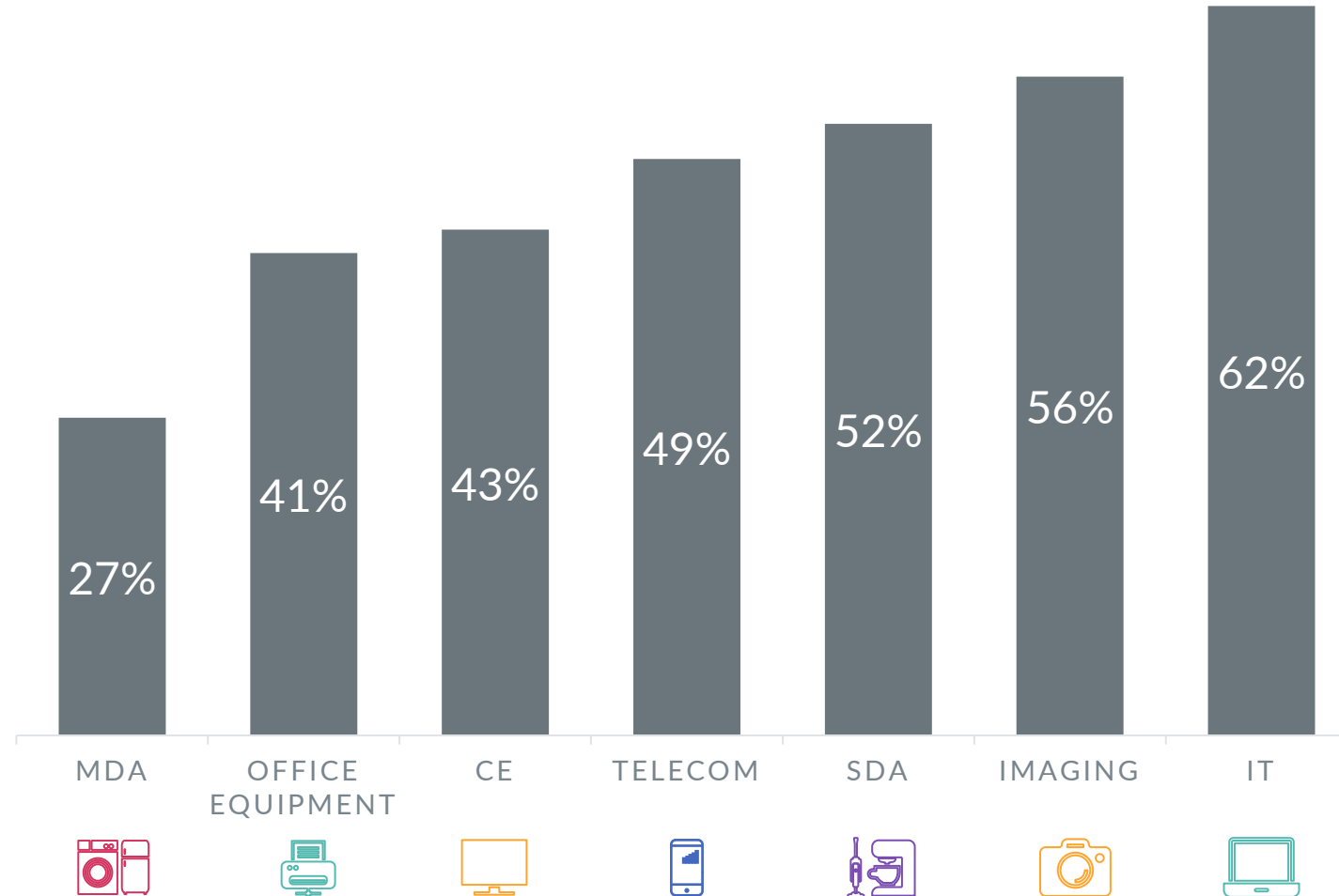
Now, let's start

% of Online Sales widely spread across sectors

In MDA physical retail with highest importance, Online Sales for IT



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

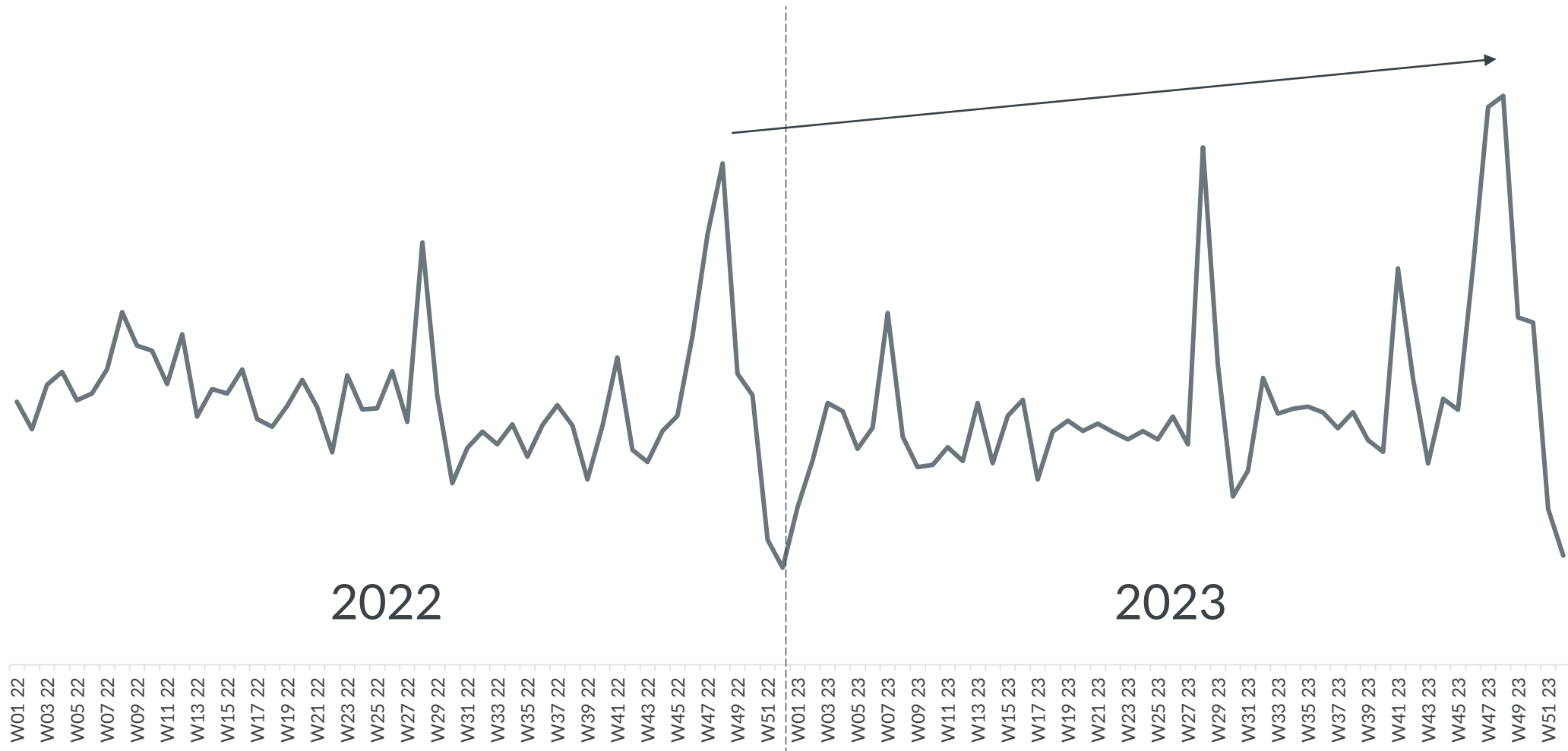


Online Sales with clear and rising peaks in promo weeks

Value share of Online Sales even increased in 2023 vs. 2022



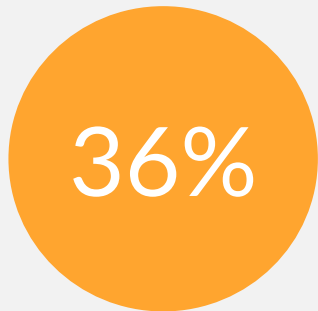
Technical Consumer Good Sales (B2C) | calendar week 1/2022 to 52/2023



Share of offline buyers researching online before the purchase is even higher than vice-versa



Share of on/offline buyers researching on/offline before the purchase



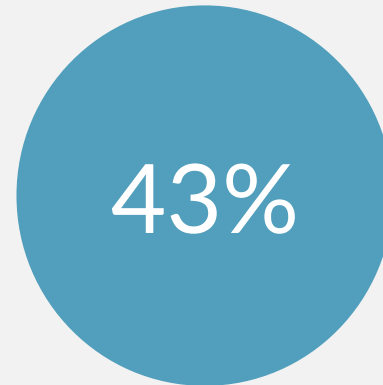
... of

Online



buyers

researched offline / hybrid before



... of

Offline



buyers

researched online before

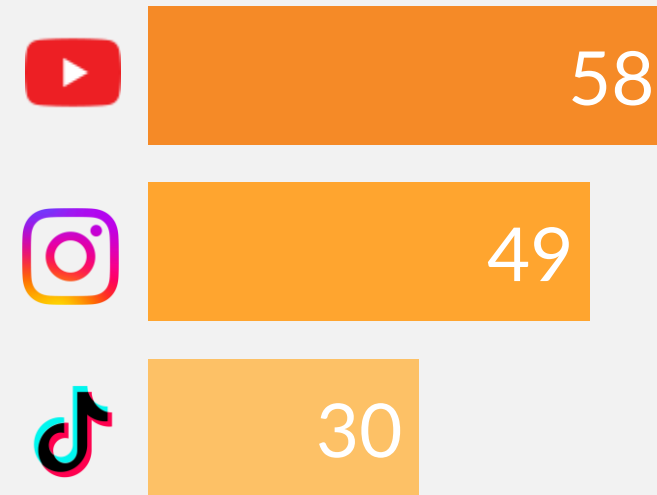
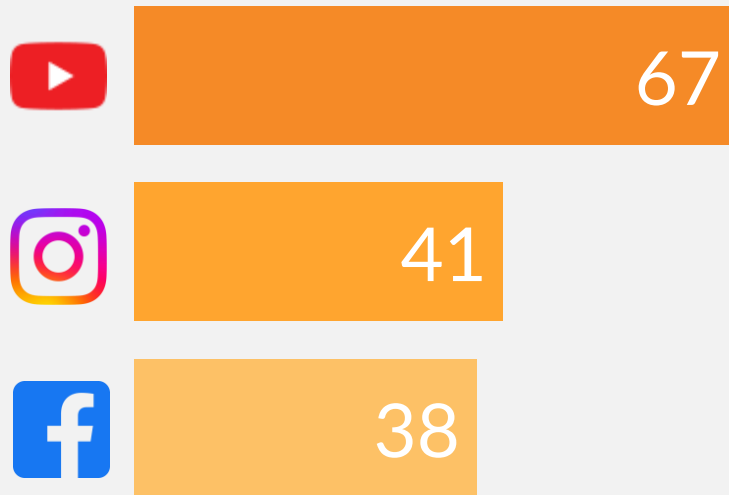
Tik Tok replaces Facebook: Ranking of social media sites visited during research changes compared to pre-pandemic



Top 3 social media sites visited during research

2018/2019

Last 4 quarters (Oct22 – Sep23)



- Online works better for certain products, often promotionally driven
- For online sales it is not only about price anymore. Good information is key
- Know your audiences and how to address them to be successful online

Have we sparked your interest?

Feel free to get in touch with us



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