

THE STATE OF CONSUMER TECHNOLOGY AND DURABLES

The major trends set to impact 2022

The 'shapers of tomorrow' have the information and conviction to make radical changes based on early signals within markets and consumer behavior. This infographic shares insights and data points from GfK's "The State of Consumer Technology and Durables" Report—an in-depth analysis, with insights from our industry specialists, on the important market shifts set to impact the way business is done in the consumer technology and durables sector (T&D).

+14%

growth
in T&D sales
Jan-Jul 2021 vs. 2019

The T&D sector has seen accelerated growth in the last two years, as consumers quickly adjusted to a socially-distanced world.



HYBRID WORKING IS HERE TO STAY

Staying at home is driving double-digit growth across all sectors as consumers focus on making their home space a more productive, pleasant place to be.

HEALTH AND WELLNESS MOVEMENT

Consciousness and attention on health and wellbeing have risen globally, and the pandemic has brought an inevitable focus on hygiene.



77%



value growth in headset sales,
Jan-Jul 2021 year-on-year

49%

of consumers actively seek out products and services for a healthy lifestyle

Wearable technology sales jumped (Jan-Jul 2021 year-on-year)

+92%



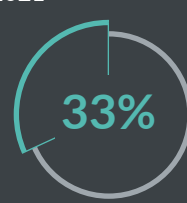
AWARENESS OF ENVIRONMENTAL IMPACT

The biggest concerns of younger generations are climate change and environmental pollution. Their purchase actions are value-driven and, consequently, they make purchase decisions based on factors such as sustainability.

Biggest concerns amongst Gen Z 2021



Environmental pollution



Pandemics

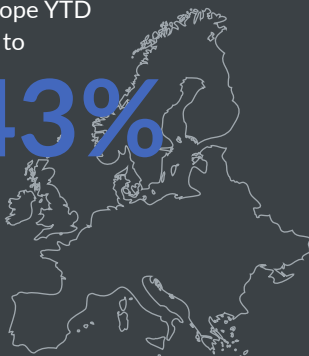
FLOURISHING RETAIL

E-commerce became integral to daily life. An effective strategy is vital and should focus on providing best-in-class, seamless, consistent customer experience at every touchpoint.



E-commerce sales value growth in Western Europe YTD 2019-2021 from 27% to

+43%



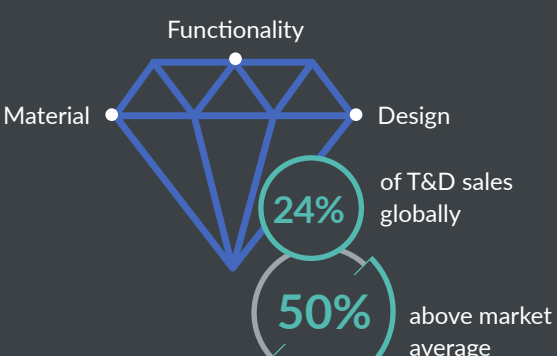
ADVANTAGES THROUGH RESILIENT NETWORKS

Despite the above, the T&D sector is now starting to show first signs of deceleration. Leaders must approach new market conditions armed with strategies that are anticipatory rather than reactive, and make data-informed decisions. That includes exploiting the boom while balancing the challenges.



PREMIUMIZATION OF BRANDS AND PRODUCTS

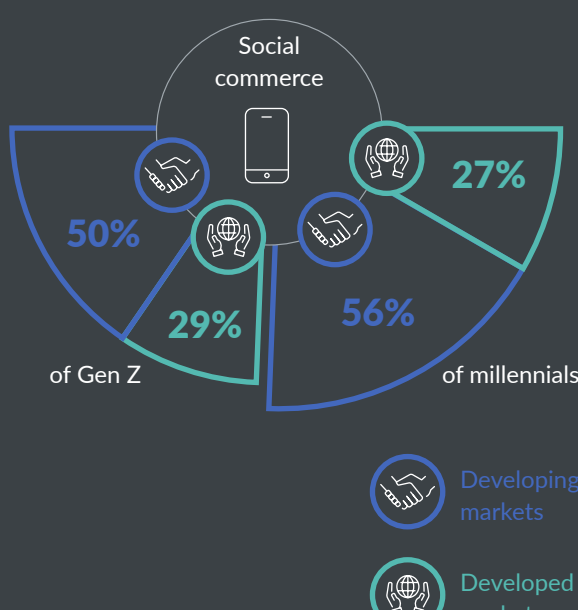
Consumers are increasingly opting for high-end manufacturers known for quality and smart design. This has resulted in premium brands experiencing remarkable sales value growth. A smart premiumization strategy will drive revenue.



Premium brands—those with a sales value 50% above market average—account for 24% of T&D sales globally

INNOVATIVE SOLUTIONS IN SALES

Increasing numbers of consumers are buying on their smartphones—and specifically through social media. Taking smart channel strategies like click-and-mortar, or in-store buying and national market characteristics into account is the basis for future success.



RESPONSIBLE BRAND BUILDING

Brands must draw up coherent, impactful, sustainable strategies. Therefore, any price-reducing promotions should be supervised, to ensure they don't damage consumers' perception of product quality and brand reputation.



GfK forecasts a **+12%**

year-on-year growth for T&D by the end of 2021

Responsive and forward-thinking business leaders invest in market analytics, AI tools, and a data-centric approach to predict trends accurately and shape strategies quickly. Consumer intelligence and market data will give organizations the advantage they need to dominate industries.

→ Find out more about trends and strategies to succeed in a volatile market in our latest "The State of Consumer Technology and Durables" Report.