



Modern forms of selling technologically advanced products

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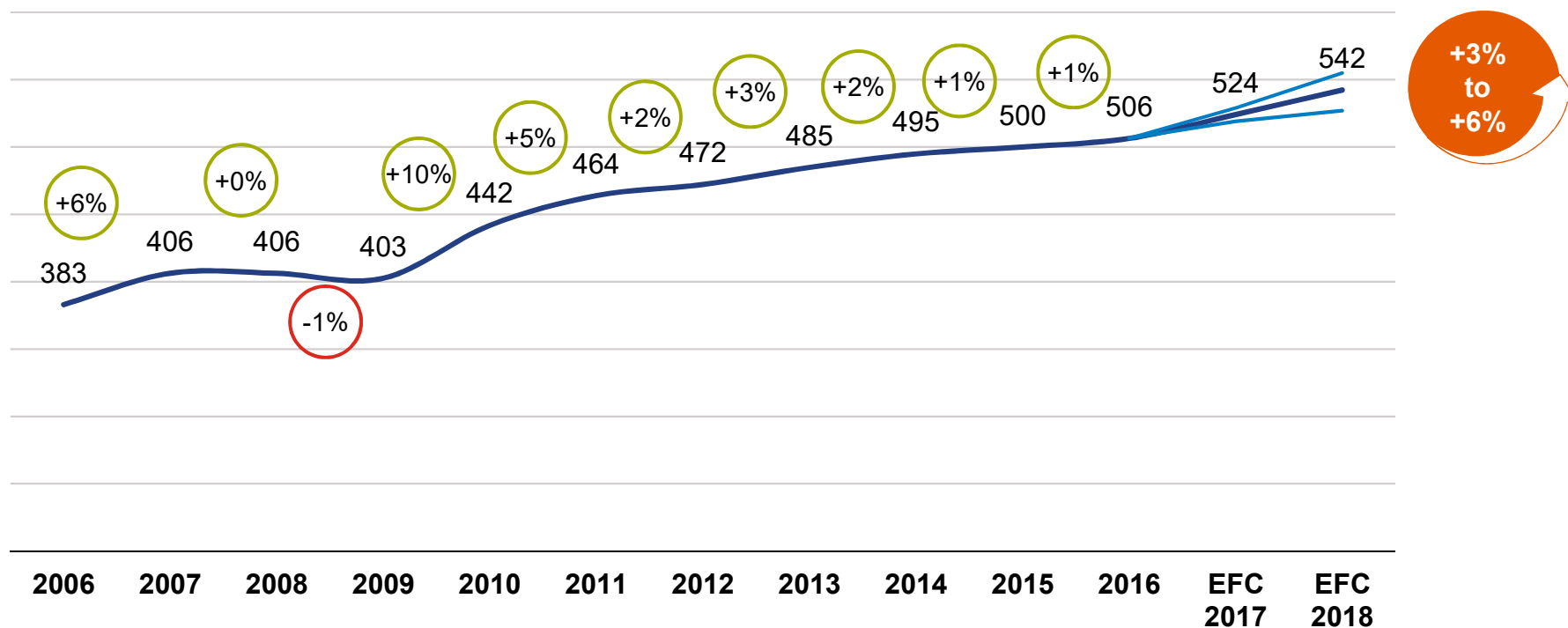
May 2018
White Goods Congress, Lodz

Global Domestic Appliances Market Trend



The market is expected to grow by more than 3% p.a. in 2018

GfK World Market Estimation (100% Coverage) MDA9¹ | 2005 – 2018 | Mio. Units



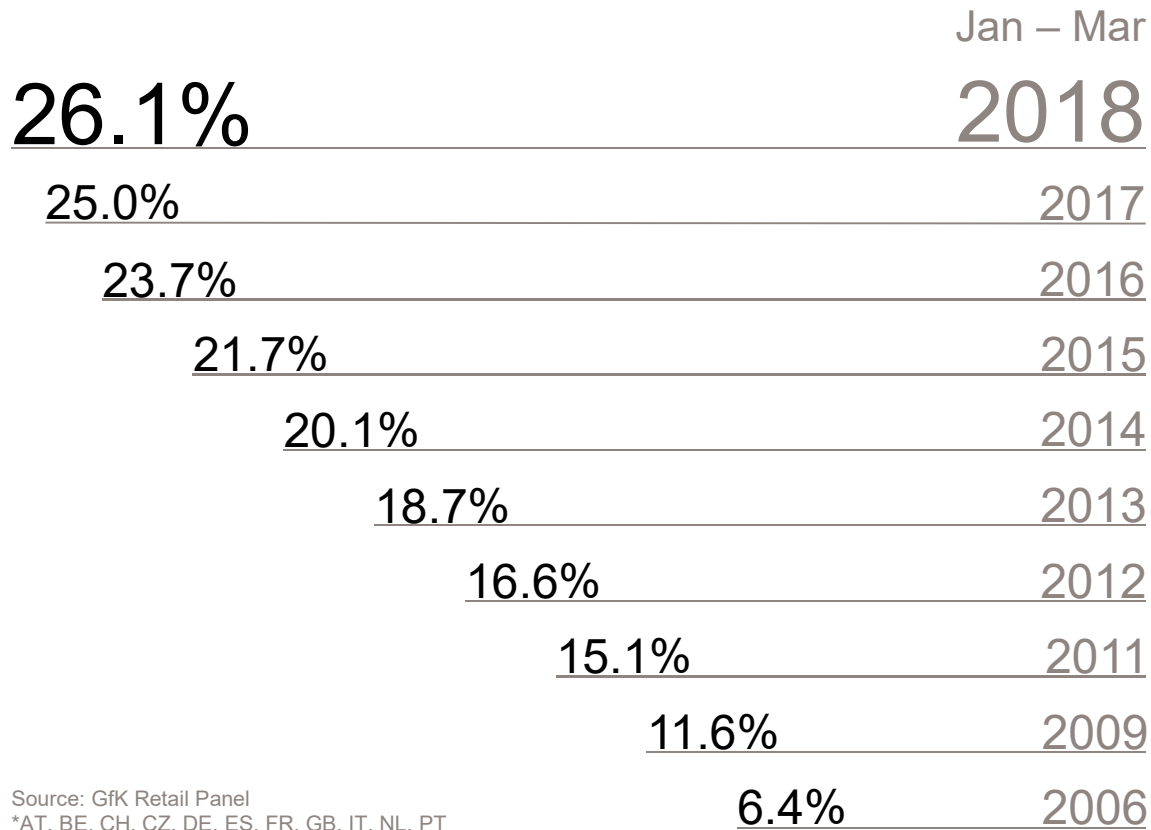
¹ 9 product groups = Washing Machines, Tumble Dryers, Dishwashers, Refrigerators, Freezers, Cookers/Ovens, Hobs, Hoods, Microwave Ovens | Status 2017-08-11
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Smart WiFi appliances are going strong.

Trend towards Internet Sales continues.

Technical Consumer Goods** in Europe11*

1 out of 4 € is currently generated via Internet sales.



Source: GfK Retail Panel

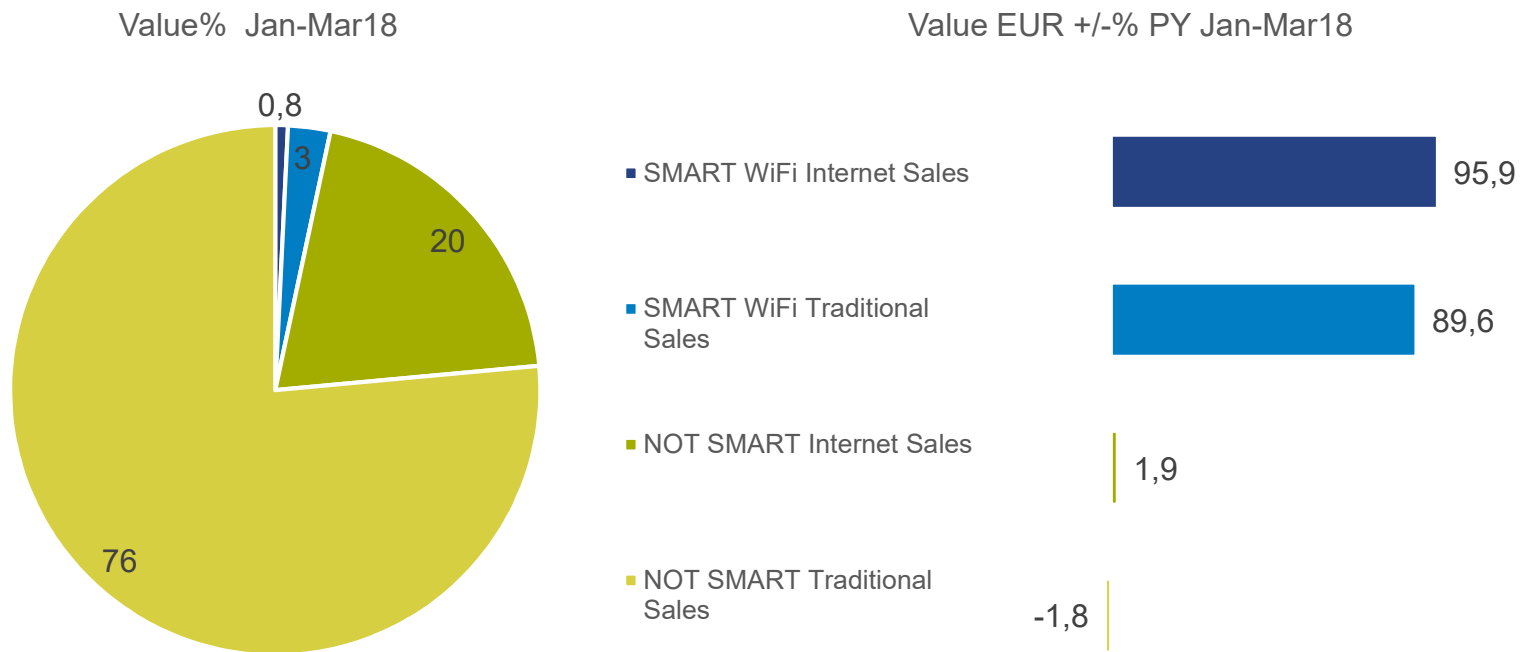
*AT, BE, CH, CZ, DE, ES, FR, GB, IT, NL, PT

**CE, IT, OE, MTG, Photo, Telecom, SDA, PersDiag, MDA

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But no Internet sales preference for Smart WiFi appliances...

EU 20: Strong sales growth for Smart WiFi appliances, but only average MDA Internet sales share of 21%.



Digital Home Assistants



47.3 million
US adults using
Digital Home Assistants

This compares to **~150m** smartphones
to be sold in in the US this year.

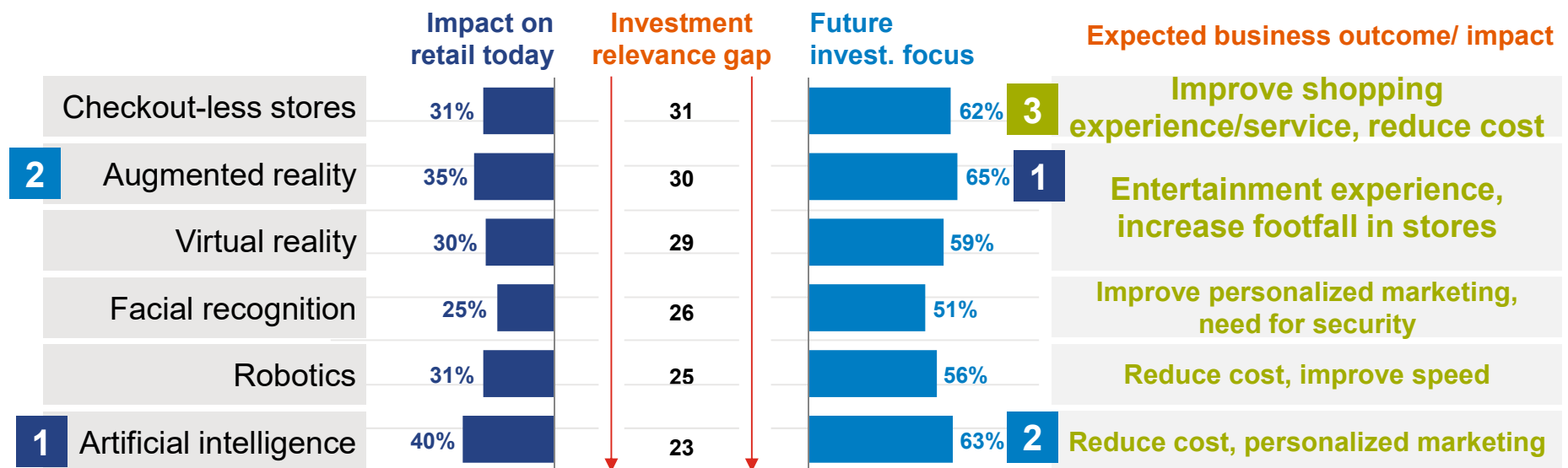
Source: techcrunch.com, March 2018

How do retailers get ready for the future?



Technologies with the potential for disruption are on the investment agenda

Focus is needed on the ones that fit your strategy



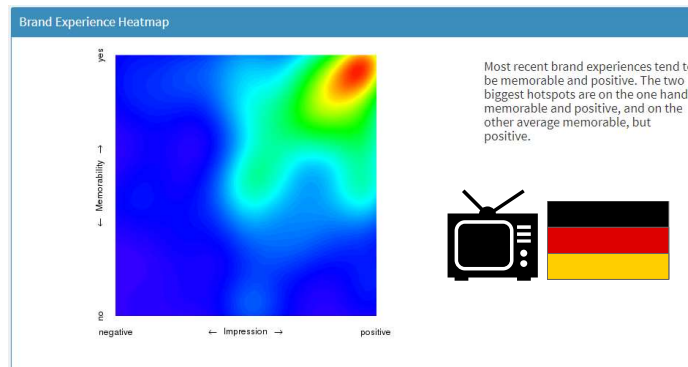
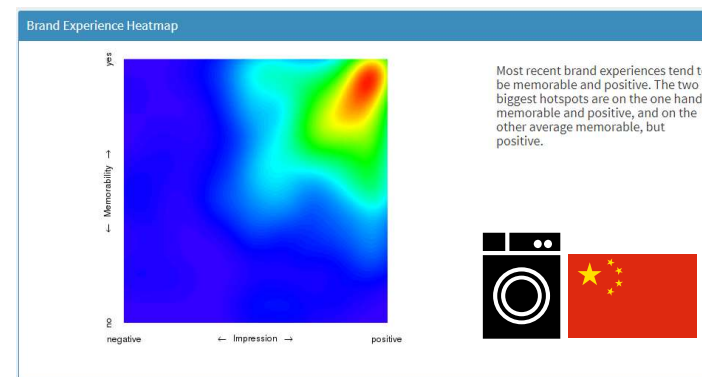
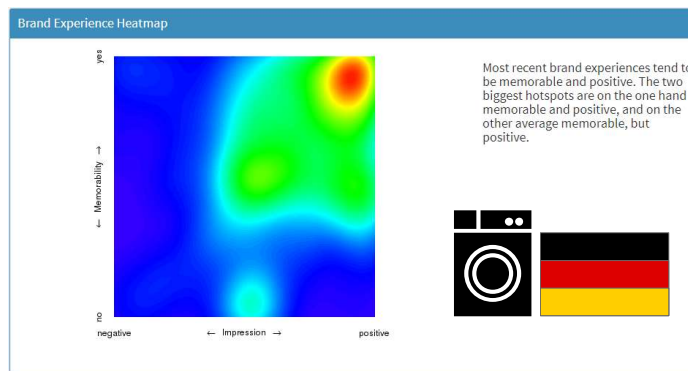
Source: GfK Retail Trend Monitor Study 2017

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Brand experience is key for appliance brands.

Positive Brand Experience pays off

Comparison of Market Leader for Washing Machines in DE and CN and PTV in DE



Source: GfK own survey, Jan 2018
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Conclusions

Technologically advanced products – leading the way into the future



Smart WiFi appliances

High double-digit growth, yet still a niche. Average online sales share in Europe



Digital Home Assistants

Already quite present in US households, but smartphones are still the #1 control device.



Retailers are getting ready for the future.

Checkout-less stores, augmented and virtual reality should be on the agenda.



Positive brand experience

More important than ever when you want to sell technologically advanced products.

DZIĘKUJĘ
THANK YOU

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