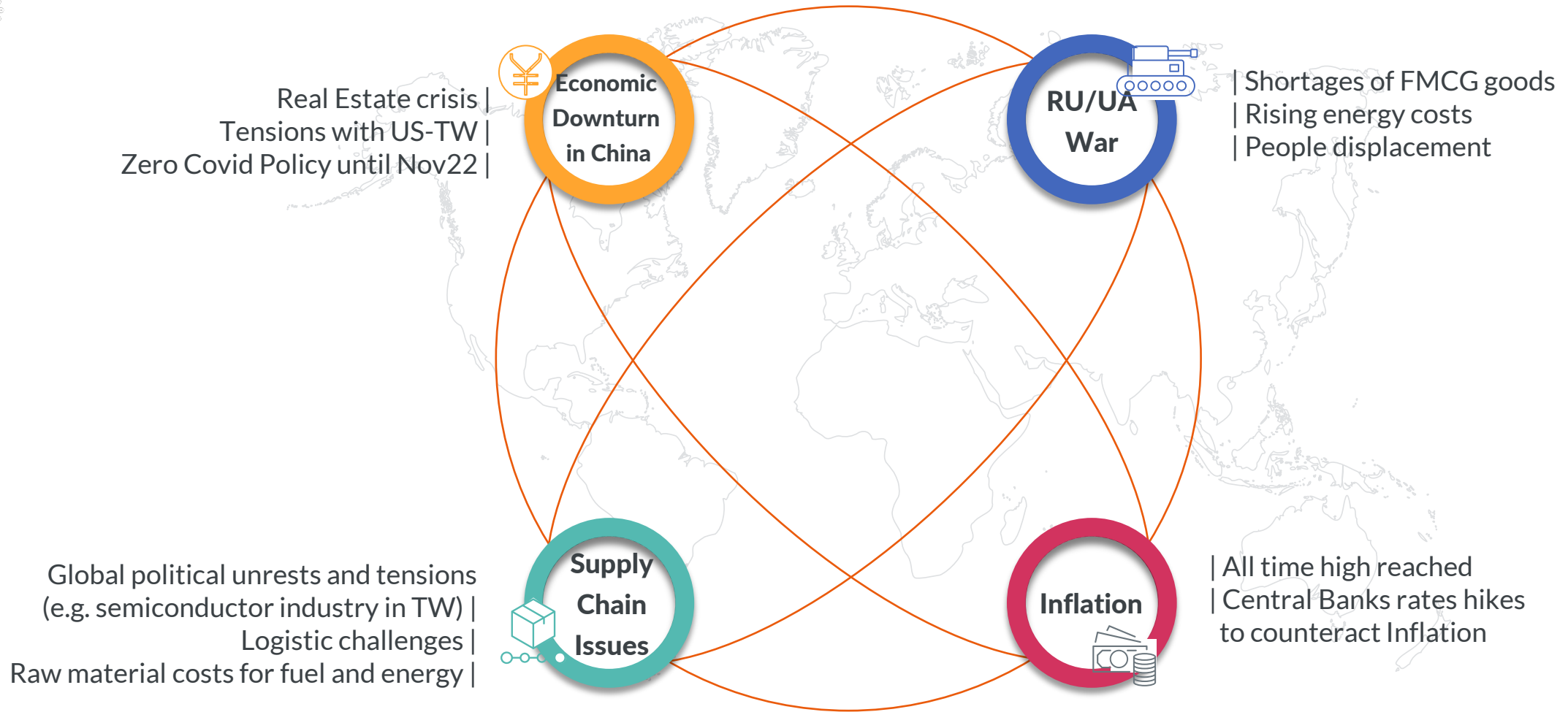


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# Europe's Technical Consumer Goods market: key trends shaping the sector

GfK  
*Enzo Frasio – MD GfK Italy and Greece*

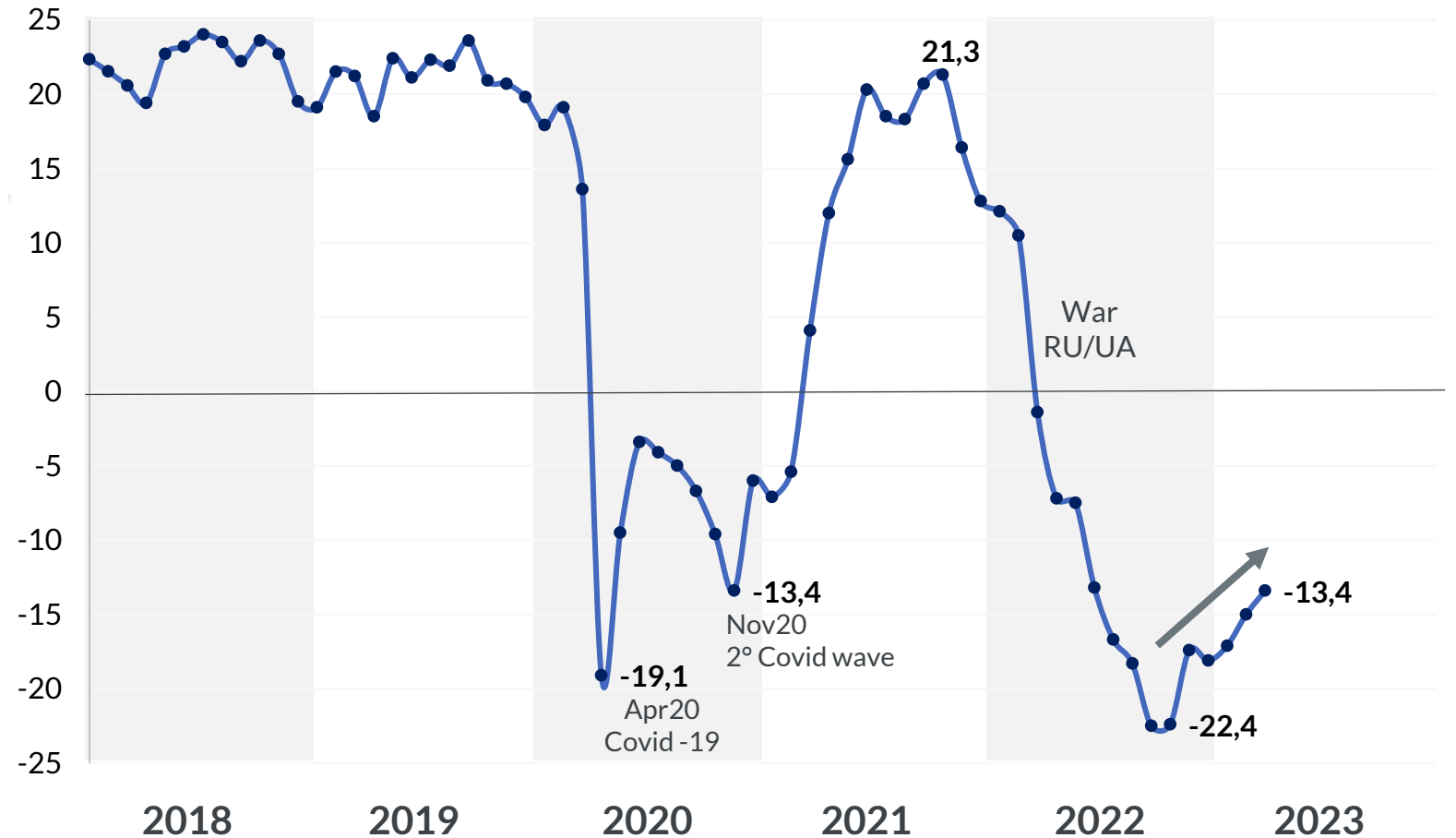
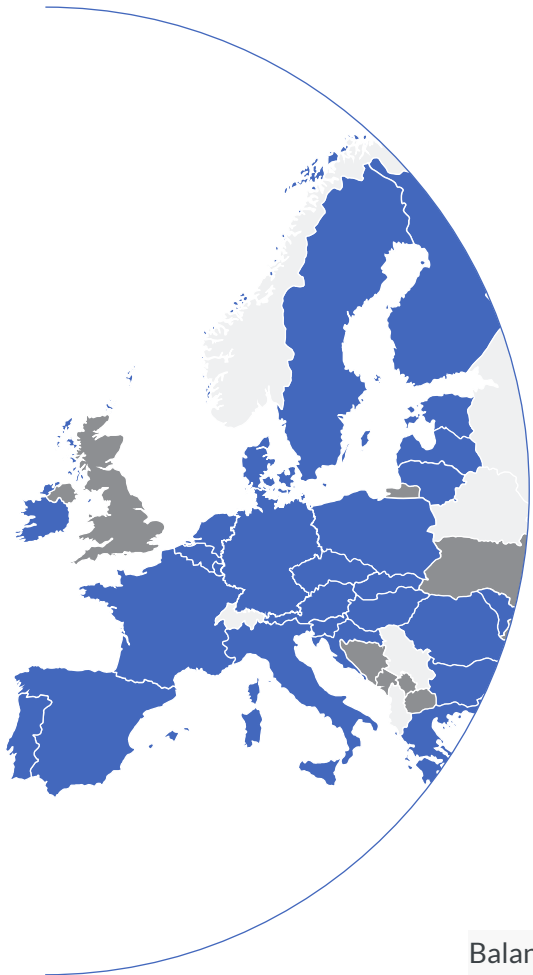
# What **factors** impact the **consumer** in 2022/23?



# European Consumer Climate continues to rise: third increase in a row



Consumer Climate Europe | March 2023



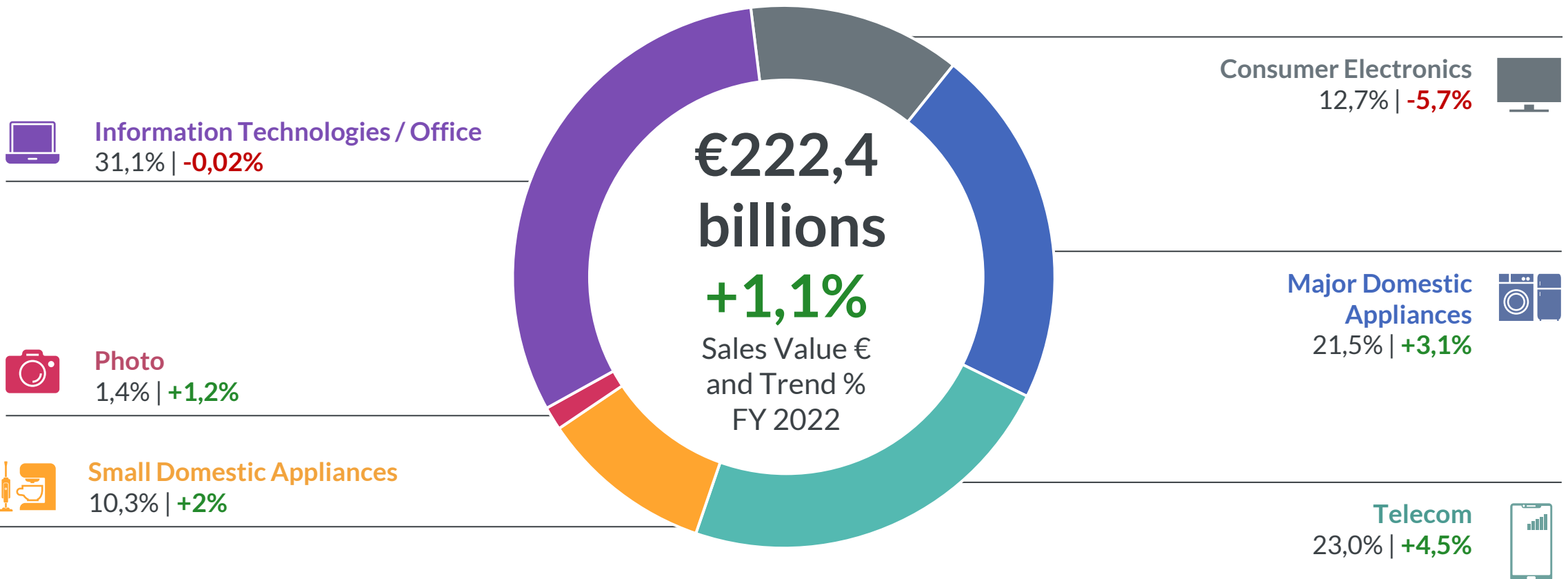
Balances are standardized using statistical methods and then converted in order to get a long-term average of the indicator of about 0 points. If an indicator is positive this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

# Technical Consumer Goods **slightly increase in 2022** thanks to Telecom, MDA and SDA



€36,1 billions  
**-6,7%**  
Jan-Feb23

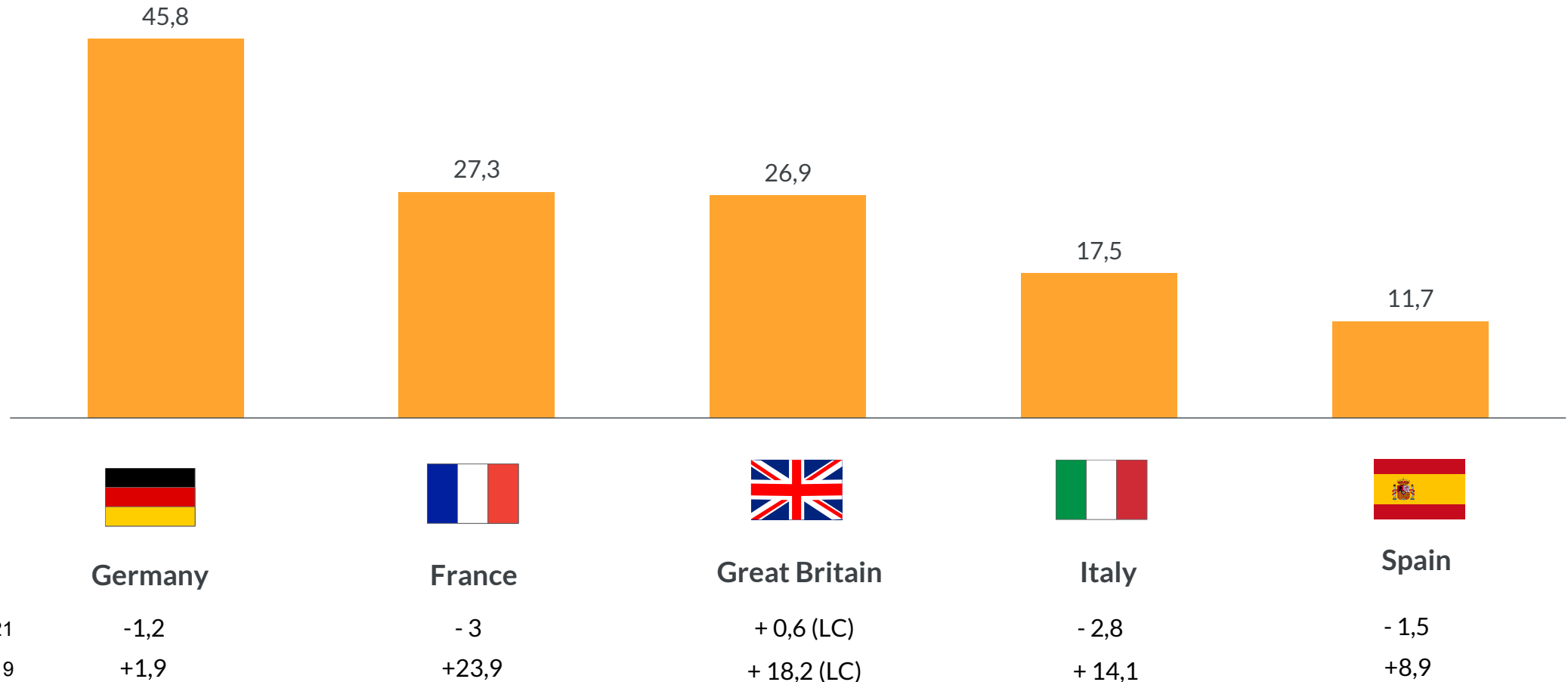
Sales Value EUR % and Trend % | EU25 Ctrs | Panelmarket | 2022



# Great Britain remain positive, all markets are above pre pandemics level



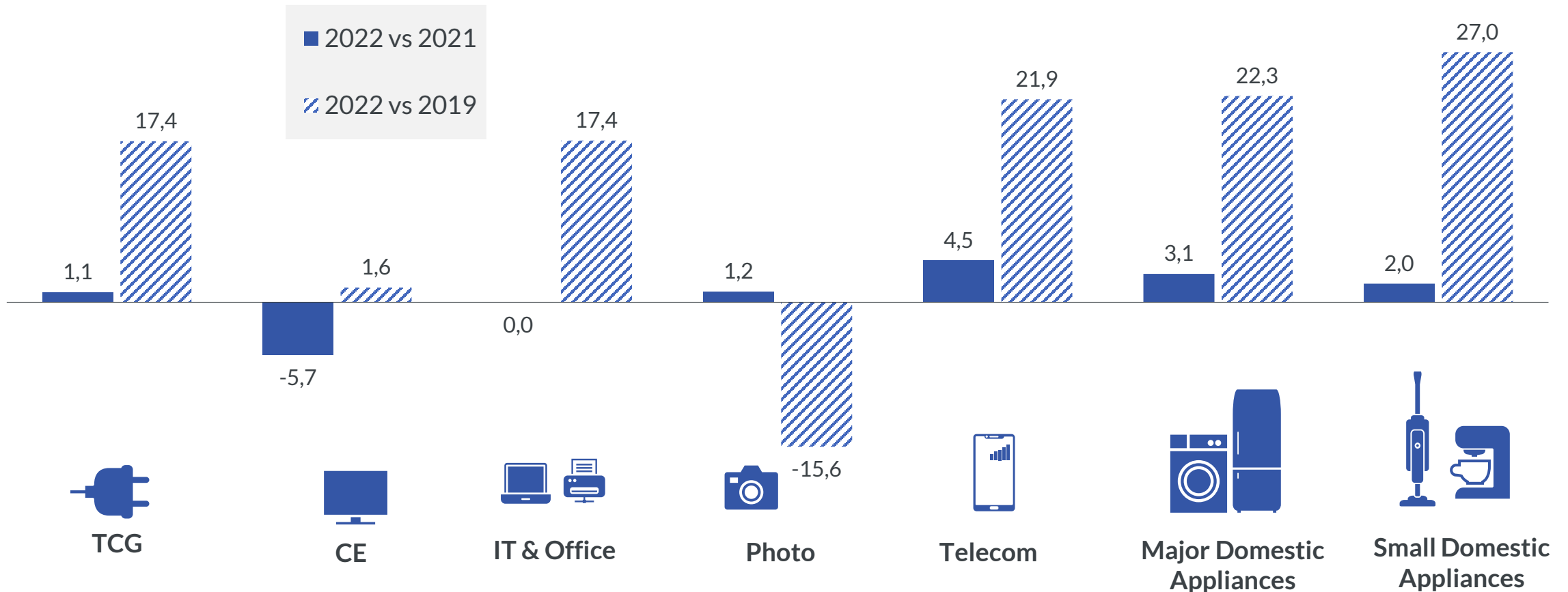
TCG | Bil. Value EUR | Top 5 countries EU25 (excl RU) | Panelmarket | 2022



# Technical Consumer Goods market is still above 2019 baselines, CE and Photo sectors remains relatively weak



Sales Value EUR Trend % | EU 25 Ctrs | Panelmarket | 2022 vs 2021 and vs 2019

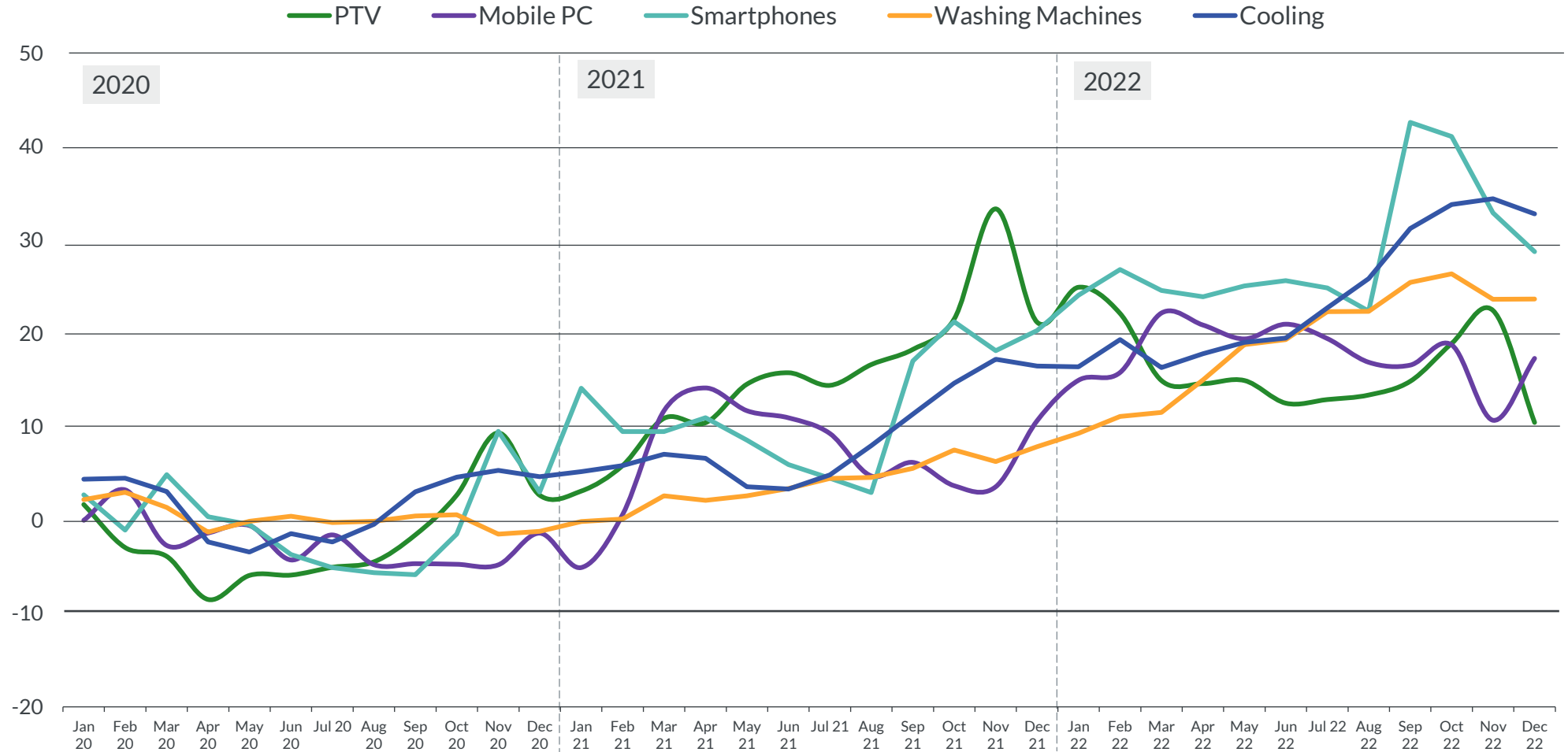


# Higher price levels reached in 2022 due to increasing inflation, raw material cost and premium sales



Average Price Trend % vs 2019 | EU 25 Ctrs | Panelmarket

**TCG**  
 Europe 25 Countries  
 Average Price EUR  
 Trend %  
 (vs FY 2019)

# Advanced Features in Major Domestic Appliances



Trend % | EU25 Ctrs | Panelmarket | FY 2022 trend

## Capacity

Feature	Unit	Value
WM >= 10 KG	+17	+26
DW > 14 placesets	+5	+11
REF MultiDoor	+3	+13

## Simplification

Feature	Unit	Value
WM Autodose	+3	+8
WM Smart	+1	+10
REF Smart	+6	+21

## Premiumness

Feature	Unit	Value
OVENS with Temp. Probe	-2	+3
HOBS Full Flex	+6	+16
Aspiration HOBS	+28	+26

## Sustainability

Feature	Unit	Value
WM A class	+76	+71
DW C class	+21	+13
REF C class	+76	+87

## Hygiene & Well-Being

Feature	Unit	Value
WM with Steam	+3	+16
WM with Drum Clean	+7	+20
OVENS with Steam	+4	+5



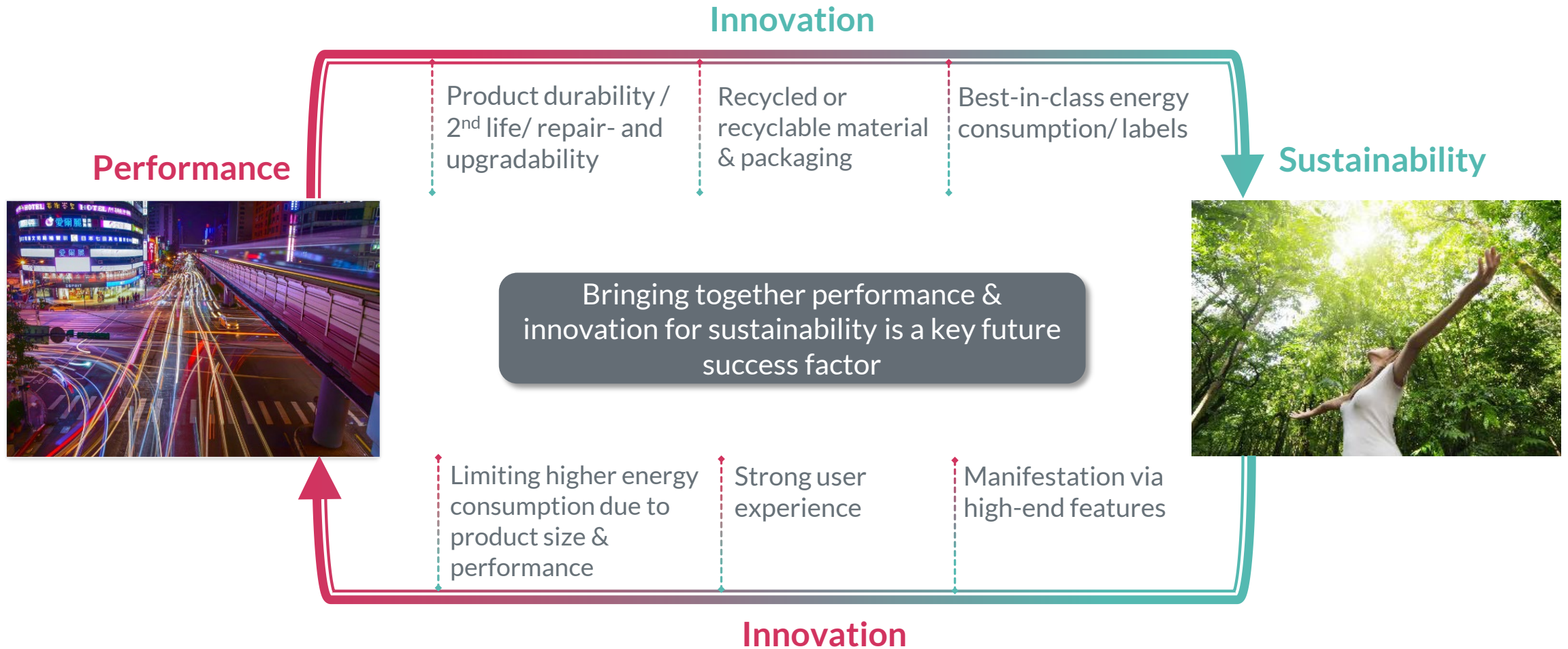
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# Sustainability

## Energy Label and beyond



# Balancing Performance & Sustainability becomes a need



# Choice's drivers: Energy Efficiency is the most important feature when selecting a Major Domestic Appliance

MAJOR DOMESTIC APPLIANCES | EU7\* | FY 2022



63%  
#1

Dishwashers



62%  
#1

Washing Machines



60%  
#1

Tumble Dryers



59%  
#1

Cooling



56%  
#1

Freezers



55%  
#1

Ovens

Source: gfkNewron Consumer: Wave contains 2022 EU7\* (FR, DE, GB, IT, NL, PL, ES)

10-May-23 Question: Which of these product features were most important to your final choice?

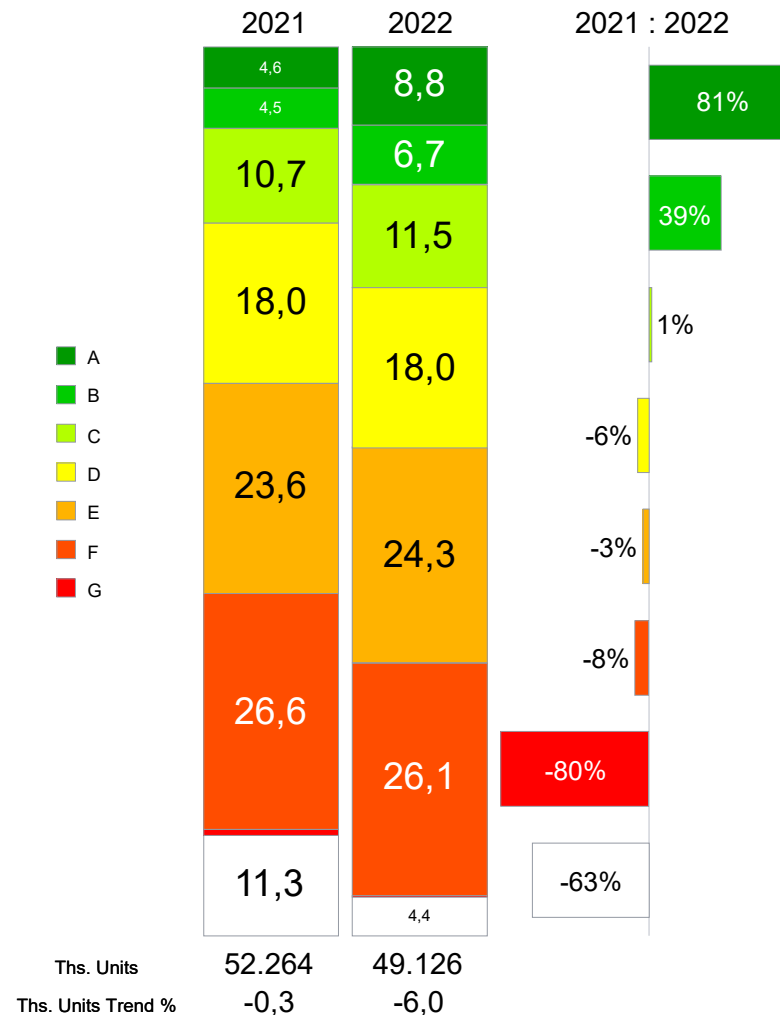
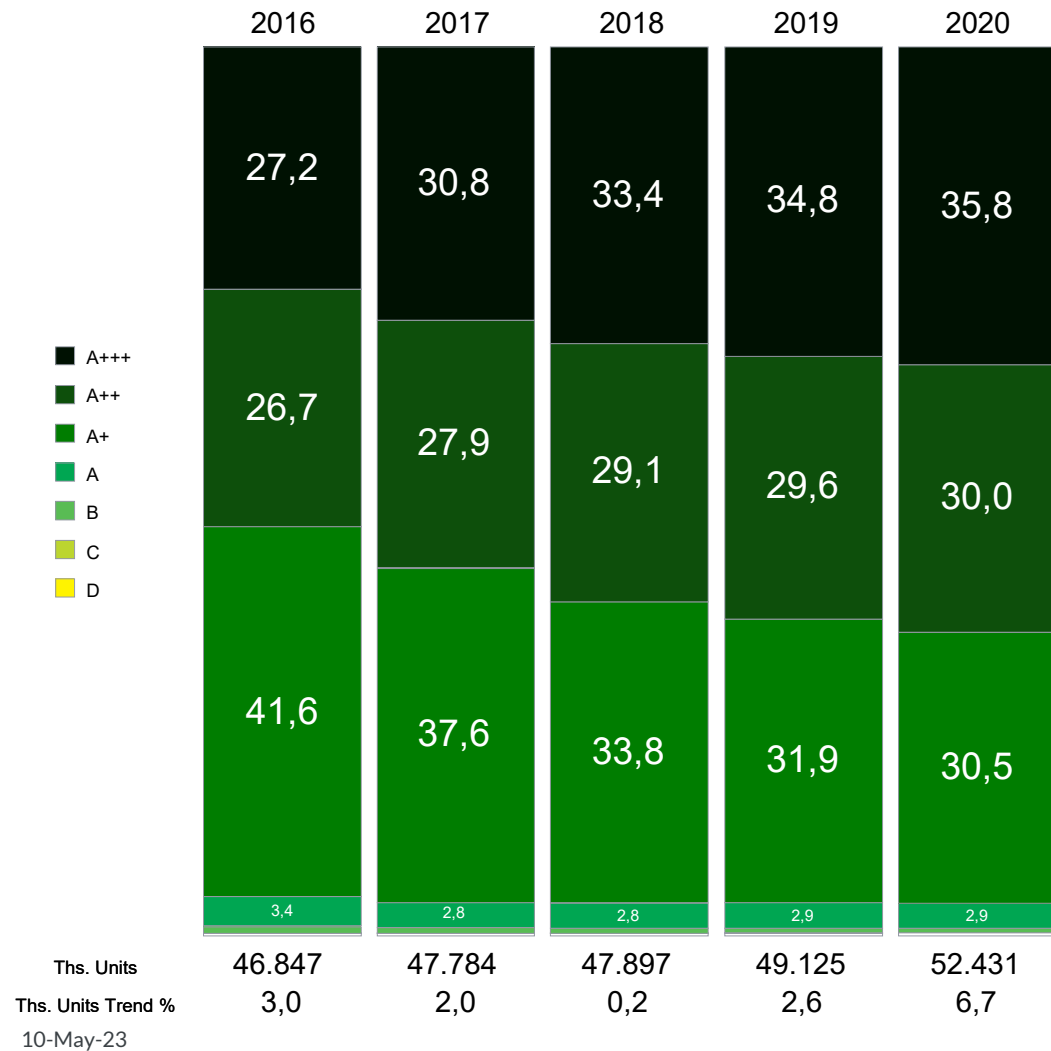
# Marketing for **Sustainability** is reviving in Europe thanks to the **New Energy Label**



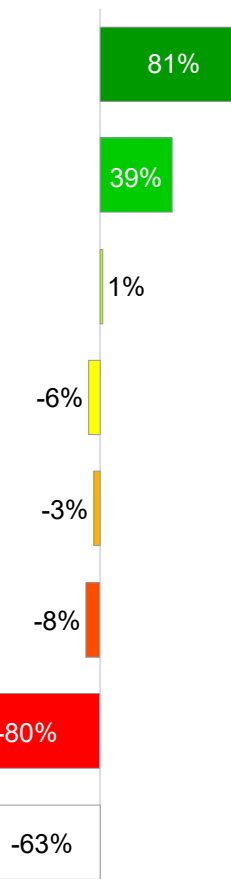
MAJOR DOMESTIC APPLIANCES  
(WM+DW+REF+FRZ)

Panelmarket EU 22 Ctrs (excl. CIS)  
Energy Efficiency

2016 - 2022  
Sales Ths. Units and Avg Price



2021 : 2022



	2021	2022
A	650	655
B	488	499
C	569	588
D	476	503
E	466	510
F	426	437
G	546	416
Others	367	380
<b>Total</b>	<b>467</b>	<b>505</b>

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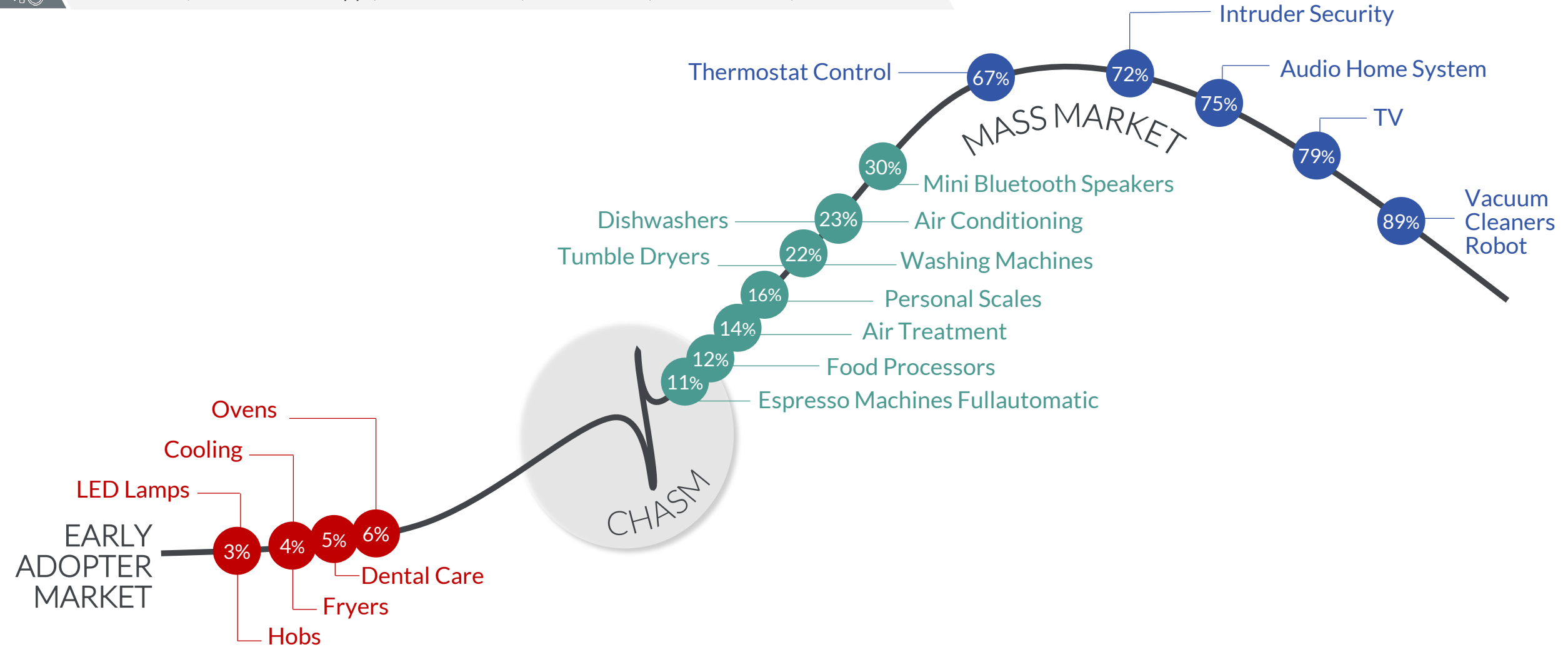
# Dynamics of Smart Home



# Strong use case and convenience are key to adoption of Smart features



TCG | Smart Voice+App | Sales Units % | EU 25 Ctrs | Panelmarket | 2022





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# e-Commerce

*Convenience of shopping  
everywhere and anytime.*



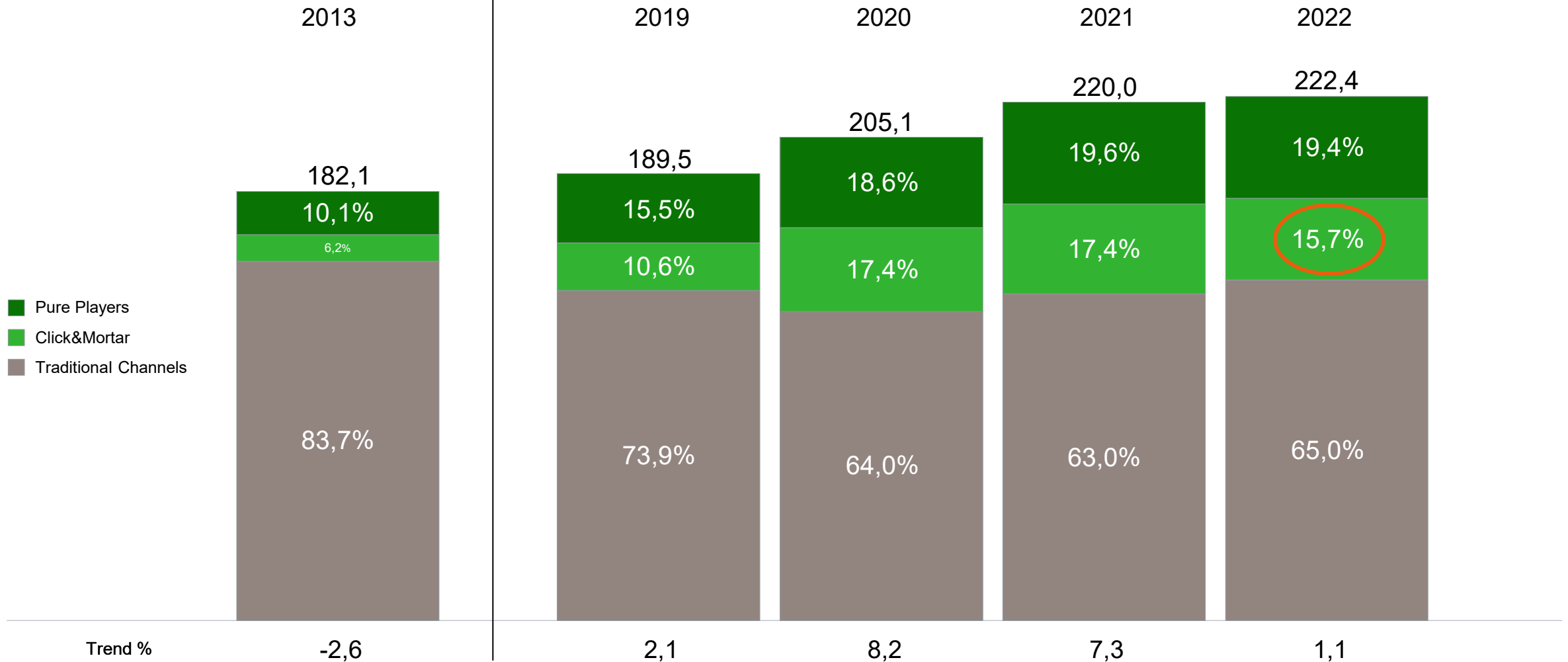
# E-commerce growth slows down in 2022 compared to the high levels showed in previous years



Technical Consumer Goods

EU 25 Ctrs Panelmarket

Running Years  
Bil. Value EUR





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# Conclusions

# Where is TCG market heading in 2023?



## Demand

decelerating demand due to peak sales in 2021

Trend direction is plateauing → less decline / some growth in selected months in 2HY 2023 possible

## Consumer

improving consumer sentiment contributing to market stabilization

but signs of price sensitivity are visible

## Premium

while the total market slows down, premium remains a driver for securing margins – identifying next premium driver is a key

## Sustainability

in several product categories represents a must have for Consumers. Virtuous circle innovation & performance