

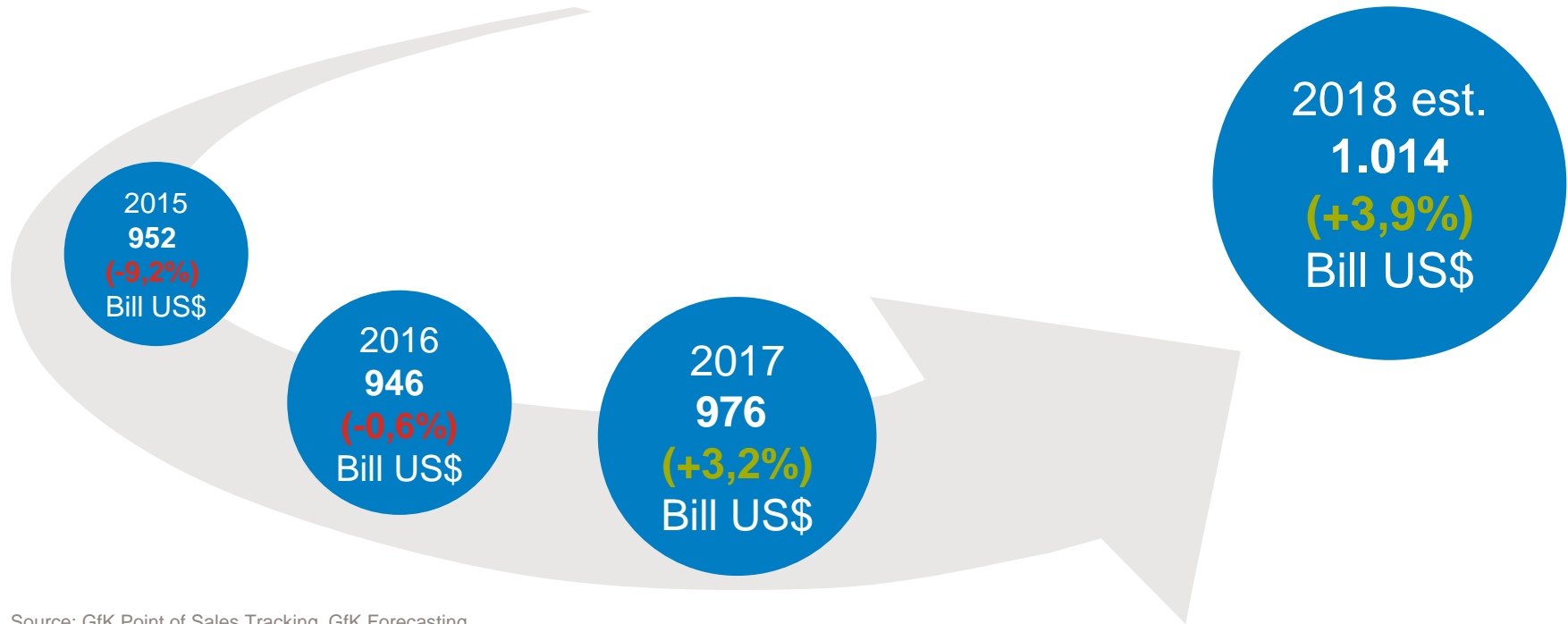
Smartphones | Wearables | Smart home

GfK's latest insights into the digital world



The smartphone market

Sales for Digital World* products amounted to nearly 1 Trillion US\$ in 2017

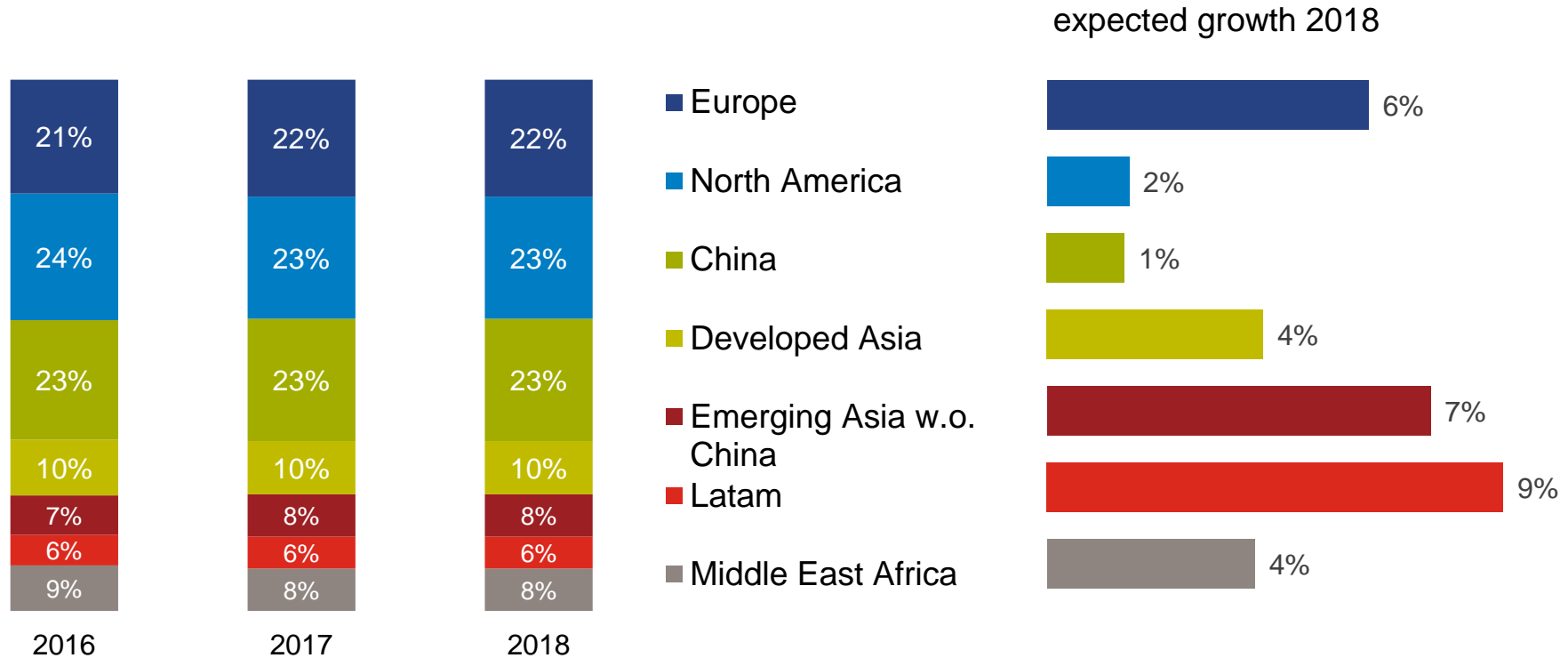


Source: GfK Point of Sales Tracking, GfK Forecasting

* GfK's Digital World comprises of consumer electronics, photo, IT, office, and telecom

© GfK February 2018 | GfK's latest insights into the digital world

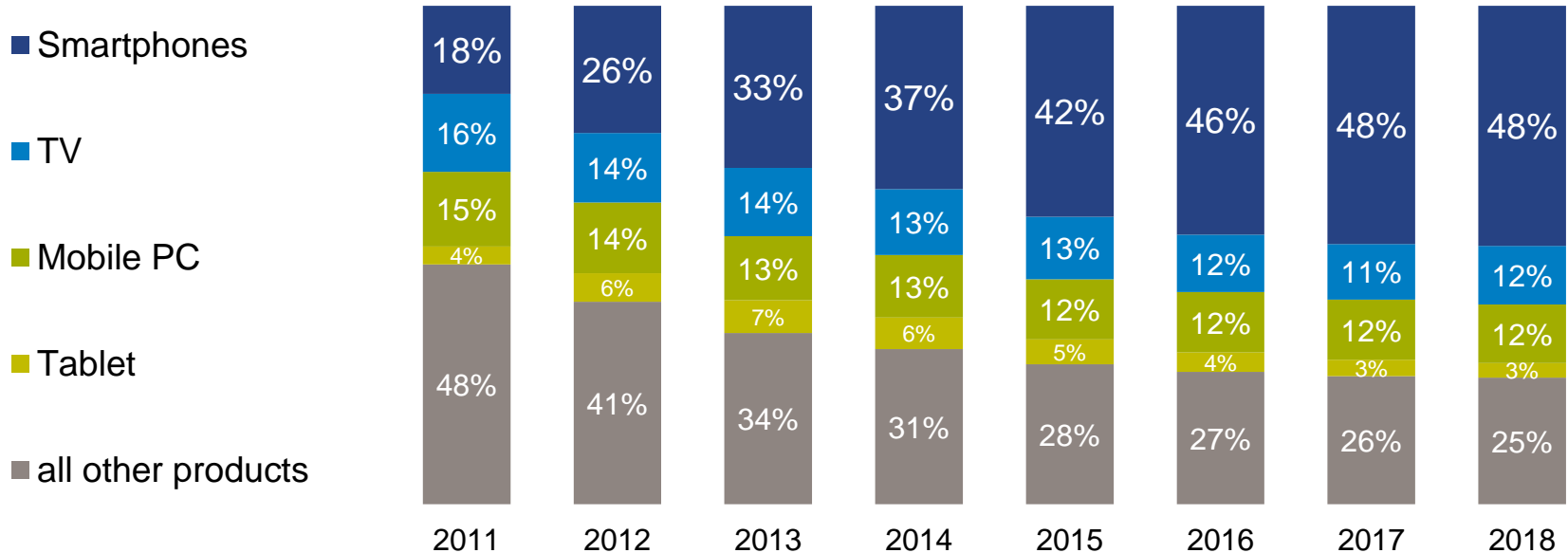
Three major regions: Collectively, Europe, North America and China account for almost 70% of the revenue recorded by Digital World*



Source: GfK Point of Sales Tracking, GfK Forecasting; value % by region, expected growth in US\$

* GfK's Digital World comprises of consumer electronics, photo, IT, office, and telecom

Three categories cover close to 75% of Digital World* sales



Source: GfK Point-of-Sales tracking, value share %

* GfK's Digital World comprises of consumer electronics, photo, IT, office, and telecom

© GfK February 2018 | GfK's latest insights into the digital world

Global smartphone development: Demand grows slightly, while revenue increases remarkably, as average sales prices reach outstanding level



Positive trend sales mio units



NSP increase



Value growth



Sales units (in ths.)

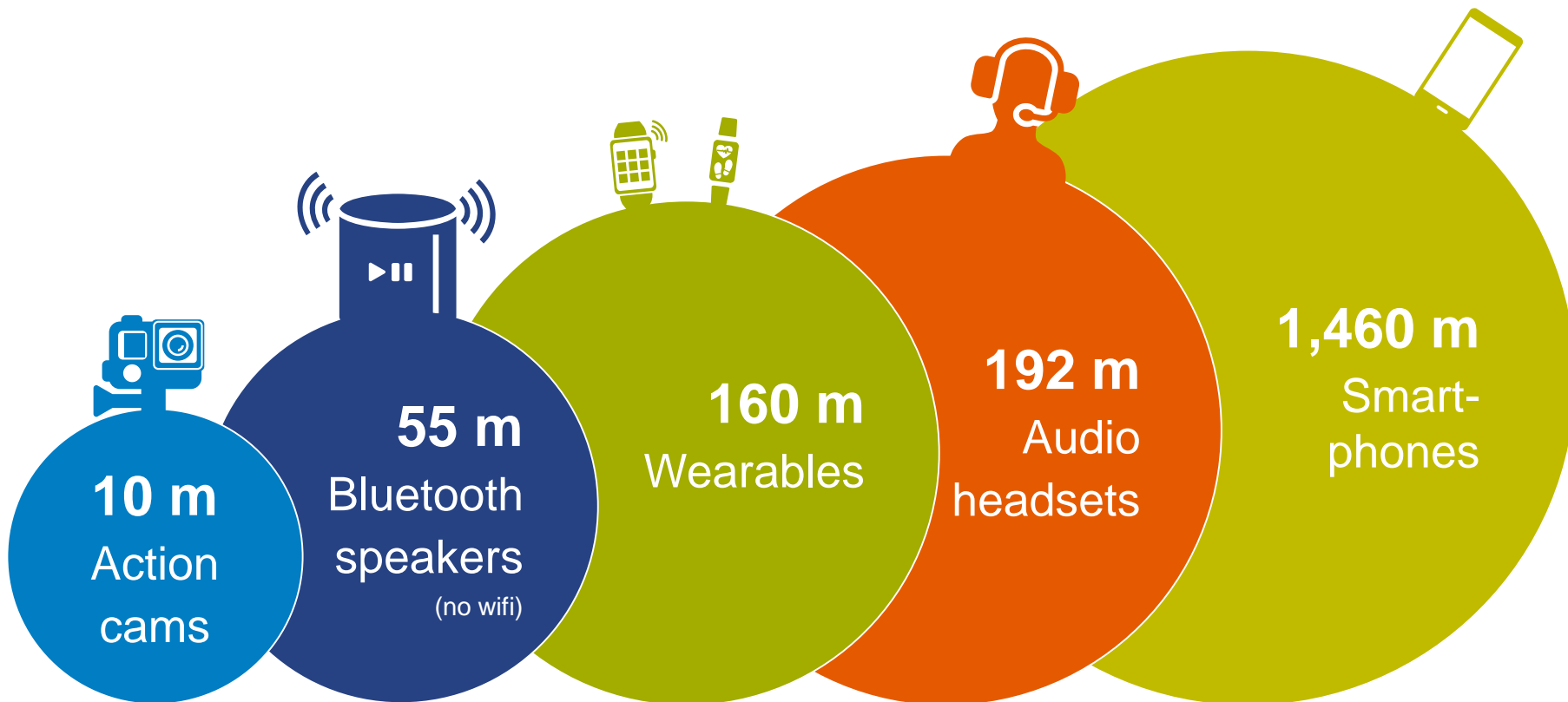


Sales value NSP

Reference: GfK Point of Sales Tracking, January to December 2017, global data

The wearables market

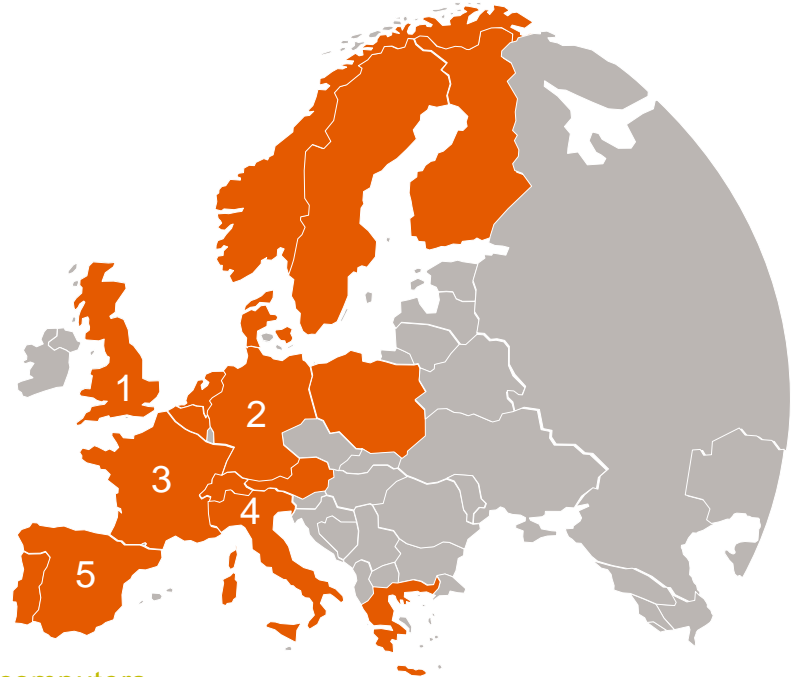
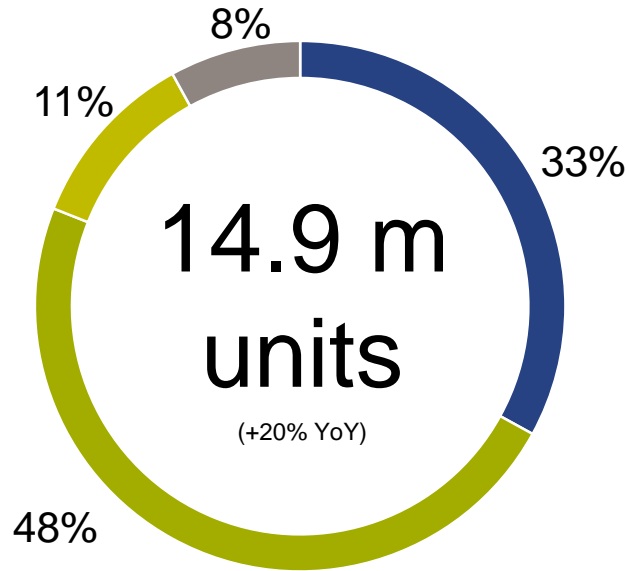
Estimated global sales volumes of selected categories in 2017



Source: GfK Point of Sales Tracking, global volume estimate 2017 from GfK Forecasting September 2017

© GfK February 2018 | GfK's latest insights into the digital world

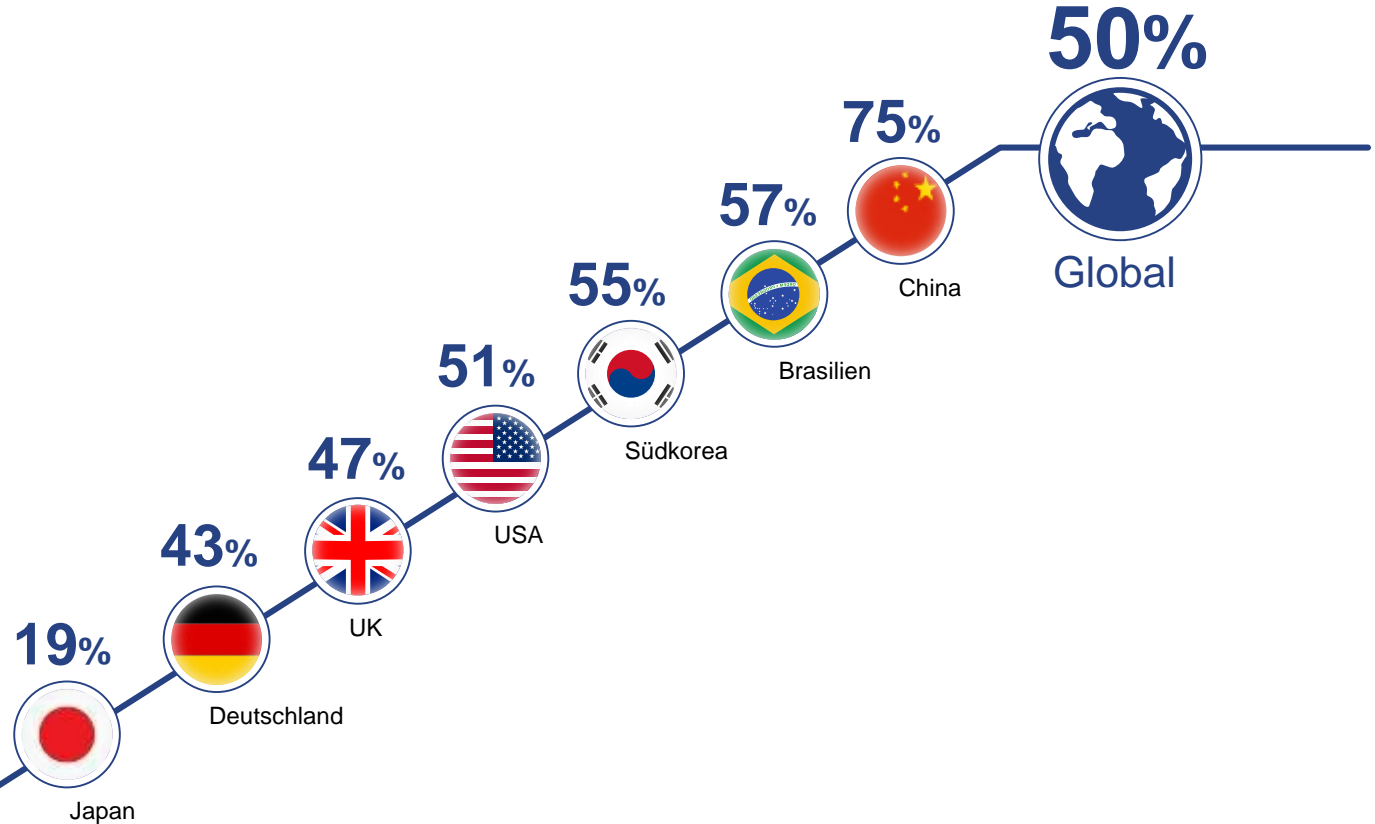
Wearables in Europe grew year on year by 20% in 2017



Source: GfK Point of Sales Tracking, estimated total market base, data January to December 2017 from 16 European countries

The smart home market

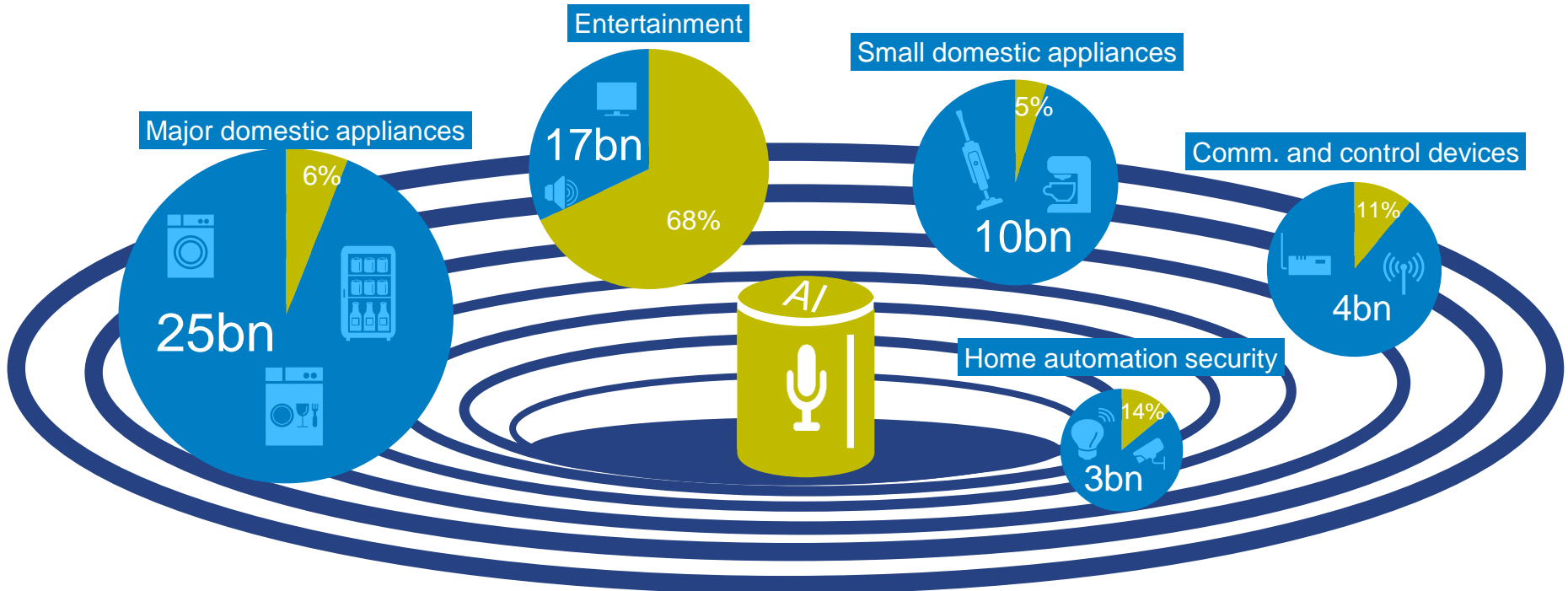
Consumers agree: worldwide, 50% of consumers are sure that the smart home will change their life in the near future



Source: GfK Smart Home Study, 2016

© GfK February 2018 | GfK's latest insights into the digital world

Voice AI as the gravitational force of the smart home experience is likely to further increase smart shares of former non digital categories



Smart share [value €]

Source: GfK Point of Sales Tracking, January to December 2017, Germany, France, Great Britain, Netherlands, Italy Spain.

© GfK February 2018 | GfK's latest insights into the digital world

For more information, please contact
Markus Tuschl at markus.tuschl@gfk.com

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.