

GFU

**Home
of IFA**

Imagine the Future



How Markets React: **Ready for Take-Off**



Unpacking the **Global Market Forces**



Trade Disruptions

Tariffs strain
supply chains



Inflation

Rates above
targets



Slowing Global Growth

IMF cuts outlook



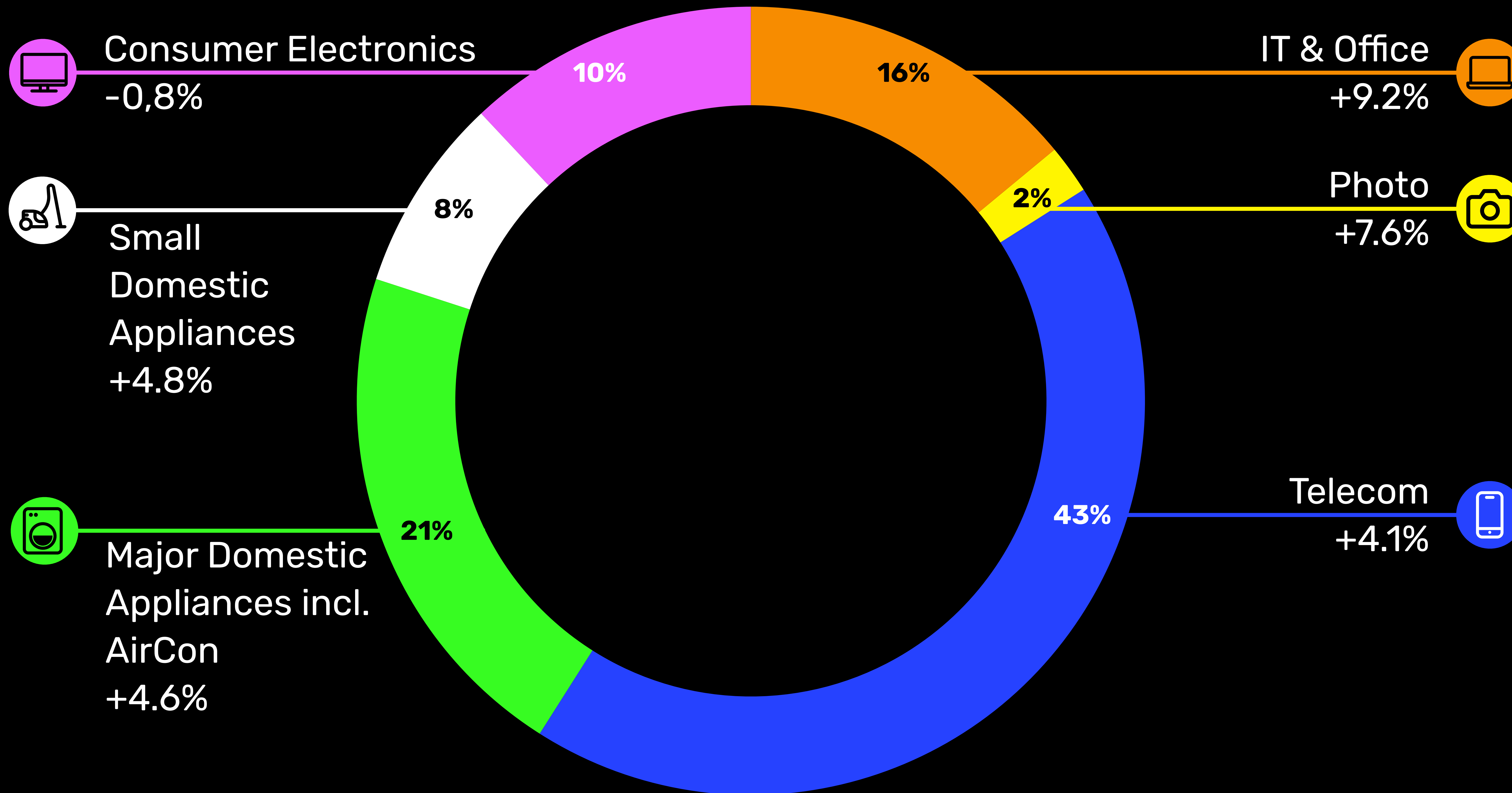
US / Chinese Economies

Weak demand
Tariffs



+4.6%

Global Sales @ \$403bn
Growth Returns Across
Key Sectors



Q1 - Q2 2025 vs 2024

Growth Shifts to Emerging Regions



**Growth
Rate: +4.6%**

**Turnover:
\$403bn**

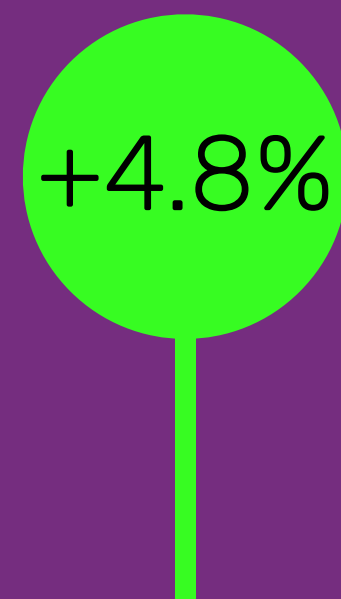
Latin
America
\$27.0bn



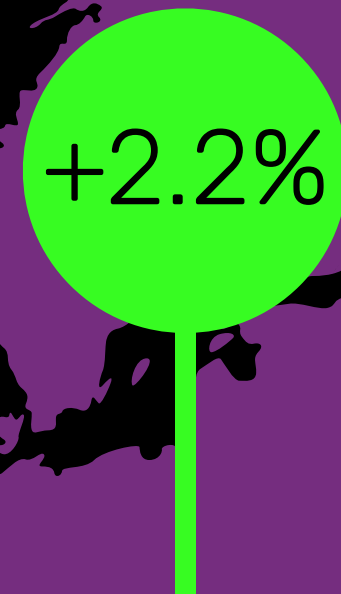
Western
Europe
\$94.0bn



Middle East
& Africa
\$32.0bn



Eastern
Europe
\$16.7bn



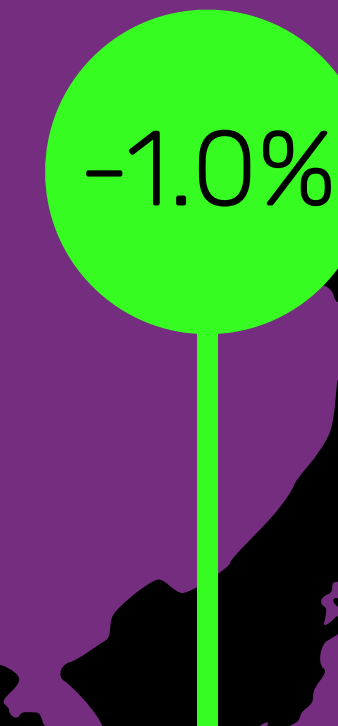
Emerged
Asia w/o CN
\$44.9bn



China
\$144.4bn



Developed
Asia
\$44.1bn

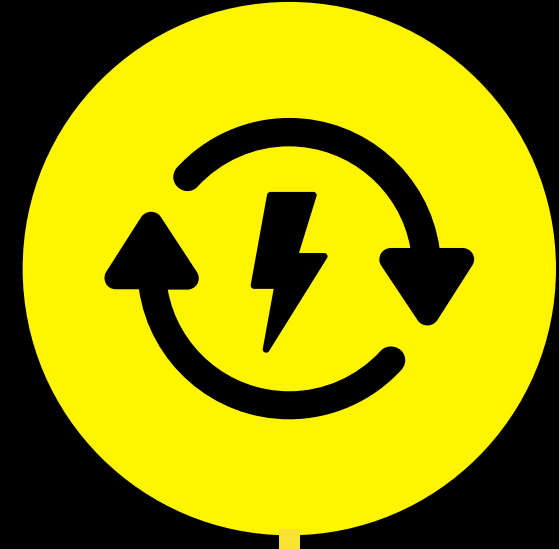


60%

“ For me, the most important thing about a brand is that it offers **good value for money.** ”

Consumer Voices

#1
Durable



#2
High
Quality



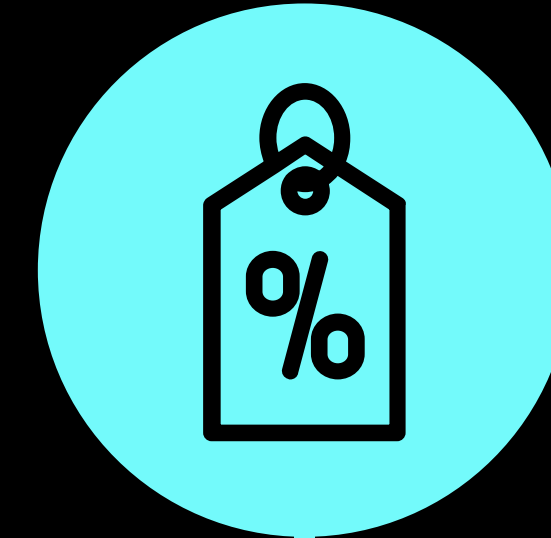
#3
Makes
life easier



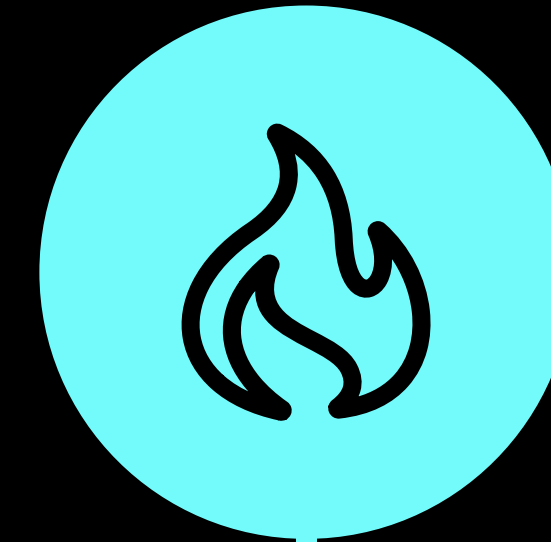
#4
Trusted
brand



#8
Inexpensive

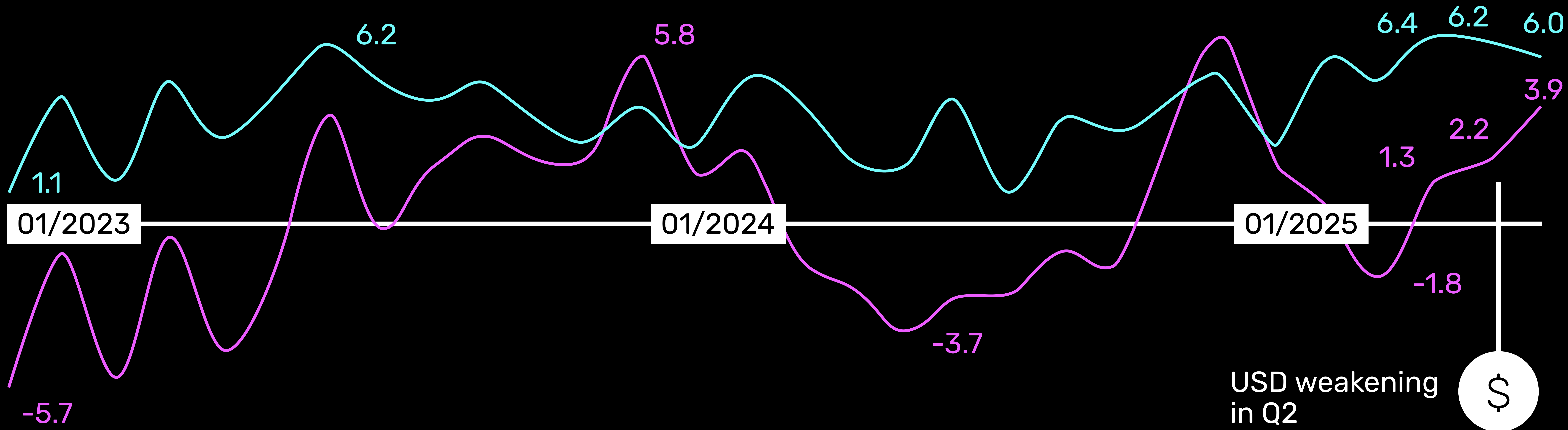


#9
Stylish



Price Reality for Consumers vs. Manufacturers **A Growing Divide**





Global Price Development

Global Ø Price growth local currencies

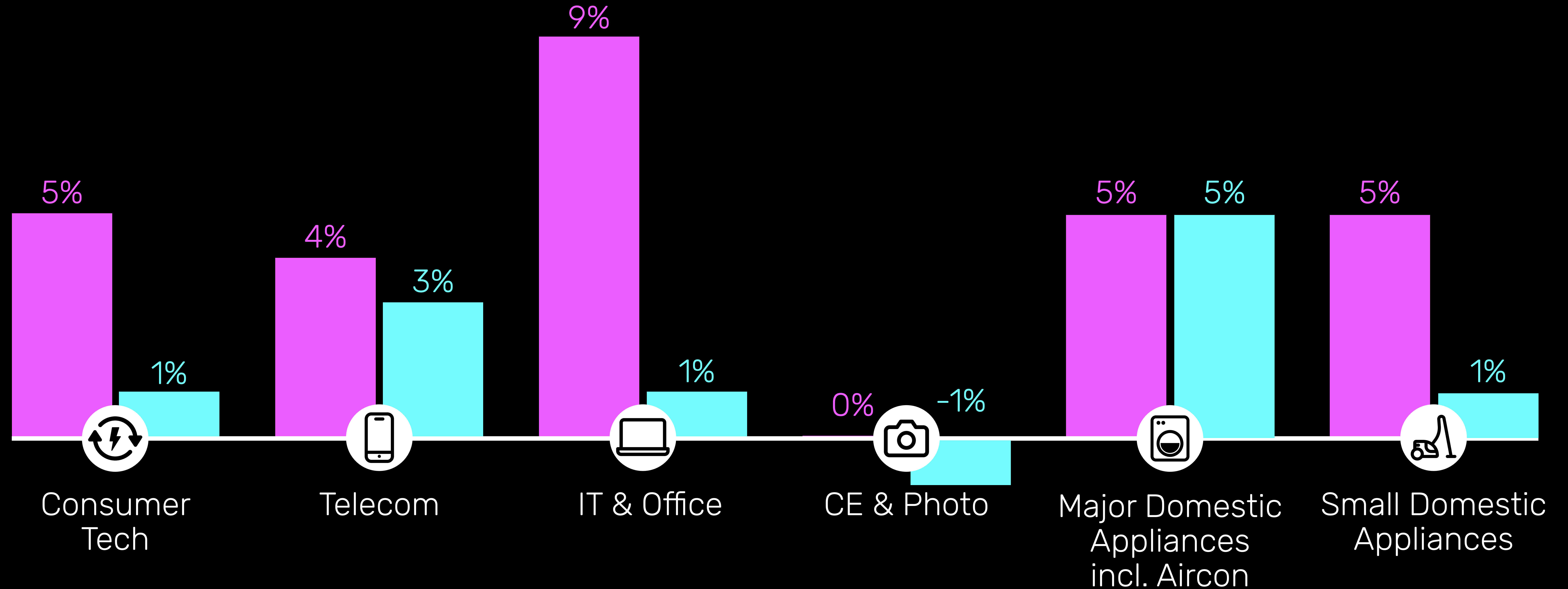
Global Ø Price growth US \$

Zooming In: **From Trends to Reality**



Value growth outpaces volume – some segments remain unit-strong





Global Growth Rate | Q1 - Q2 2025 (Selected Categories)

\$ USD Growth YoY (%)

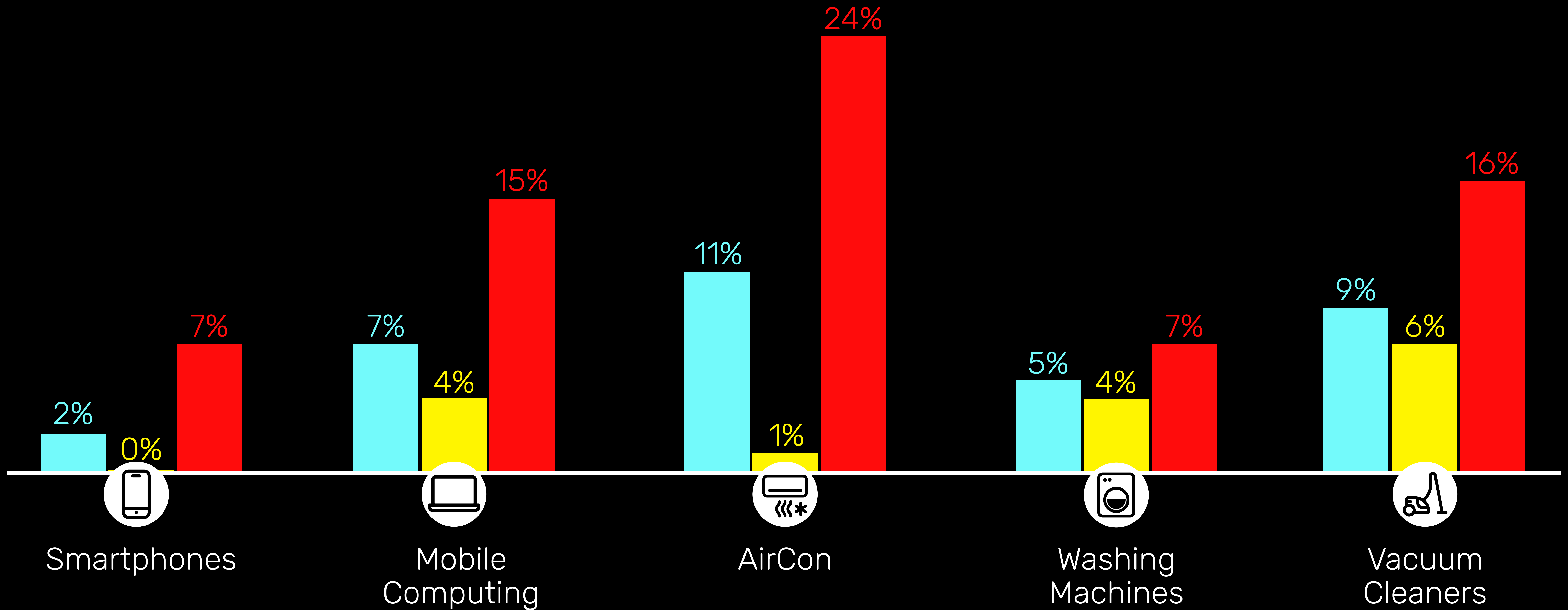
Sales Unit Growth YoY (%)



Illumintaing **What's behind the numbers**

Sales Boom from **Chinese Subsidies**





Volume Growth | Q1 - Q2 2025 vs 2024 (Selected Categories)

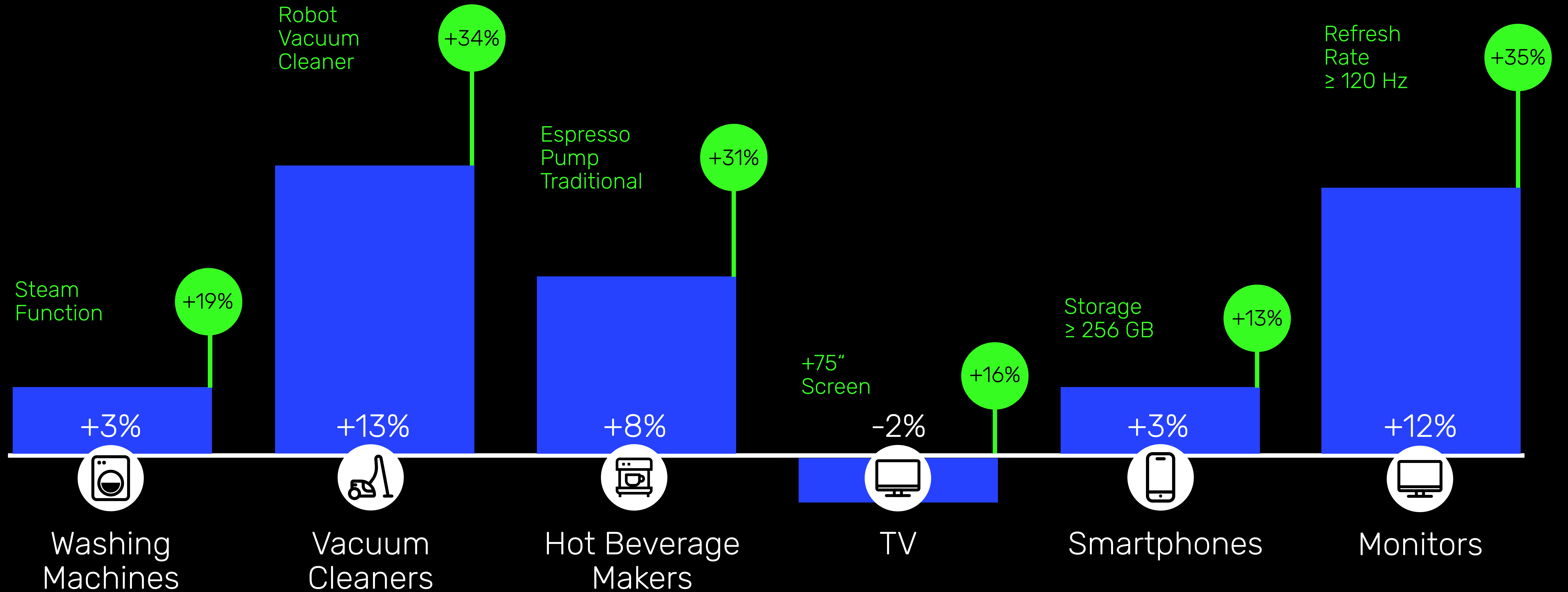
Global

Global ex CN

China

Value Meets Innovation:
Special Features
Lead the Way





Volume Growth | Q1 - Q2 2025 vs 2024 (Selected Categories)

Looking Ahead: **Shaping Tomorrow's Growth**

Tech Meets Sustainability What Consumers Will **Spend on 2025**



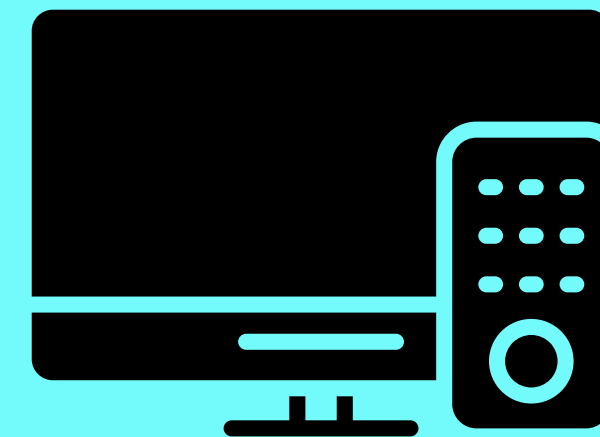
Hardware Momentum

Mobile PCs
Upgrade Cycle



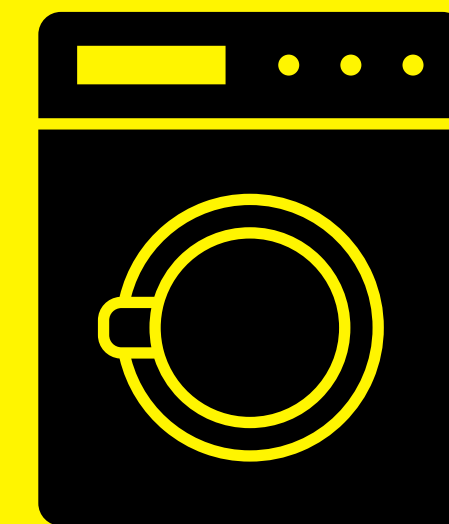
Post-Covid

TV Replacement
on Horizon



Efficiency Meets Intelligence

Energy-Saving
Smart Solutions



Smart, Stylish, Strong Performers

Premium Appliances
on the Rise





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