

gfu Insights & Trends

2. September 2020

Welcome / Willkommen



Boom der Hausgeräte: Raus aus der Krise in den Boom: Wie Hersteller und Händler das neue Zuhause-Gefühl stärken.

Volker Klodwig

Executive Vice President Sales

BSH Home Appliances Group





1. Halbjahr 2020



+2,7%
Elektro-Großgeräte



+10,4%
Elektro-Kleingeräte

Quelle: gfu 24.08.2020







1. Mein Heim – mein Hausgerät



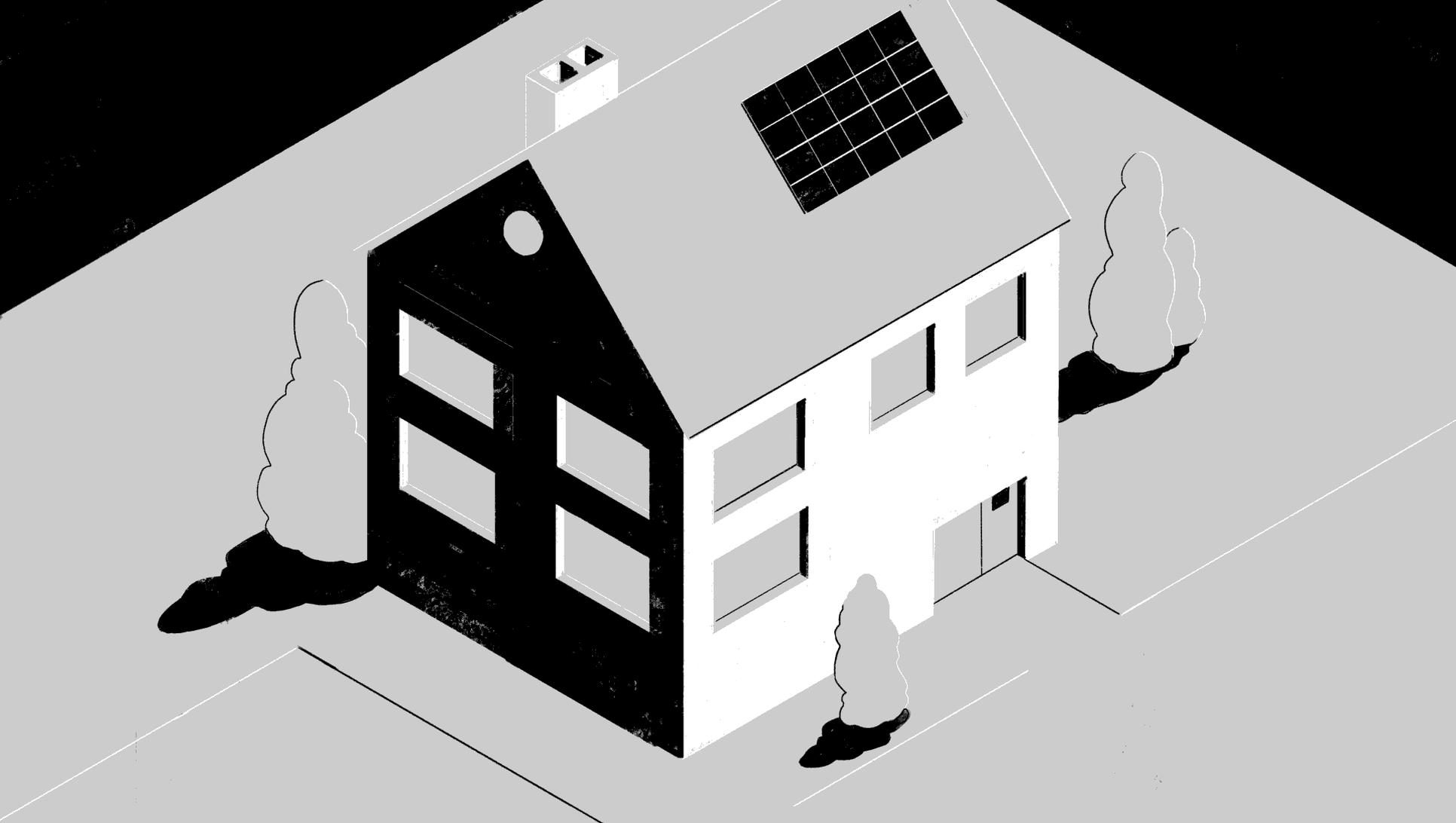
2. Digital rund um die Uhr nah am Kunden

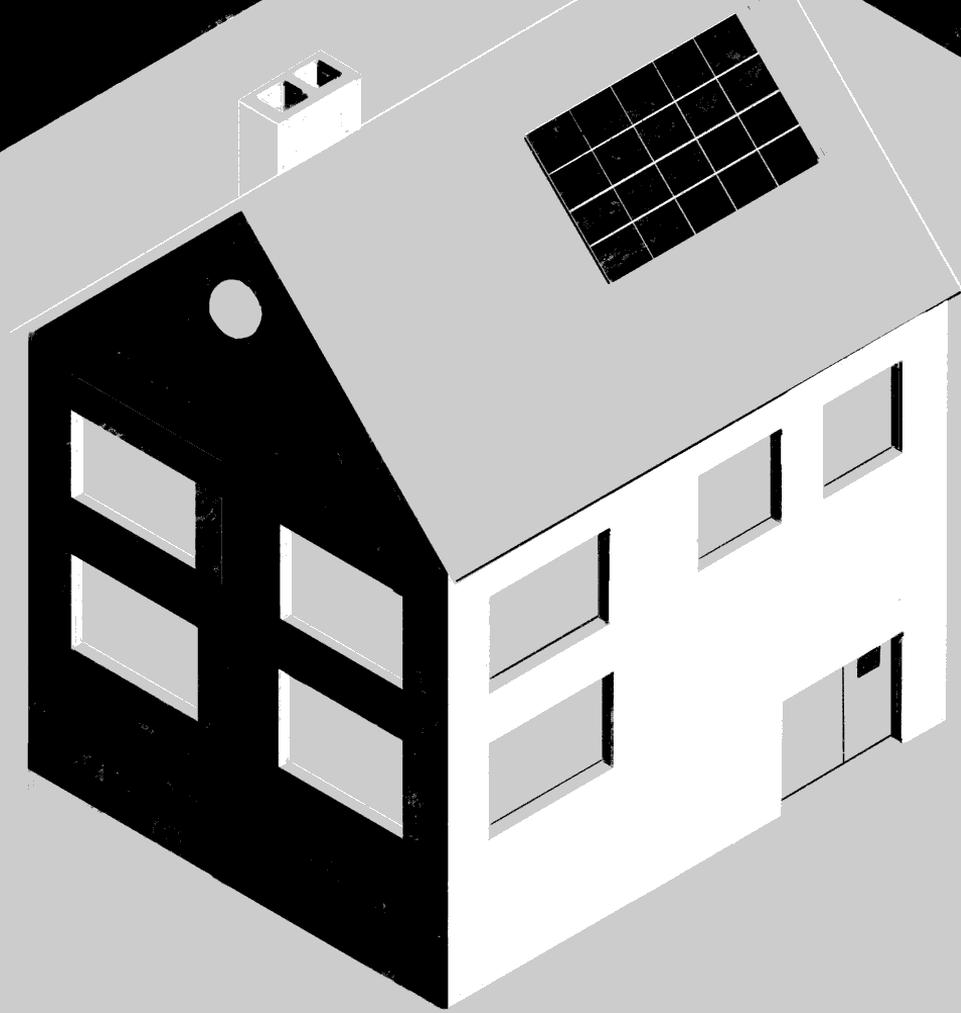


3. Zukunft wird aus Ideen gemacht



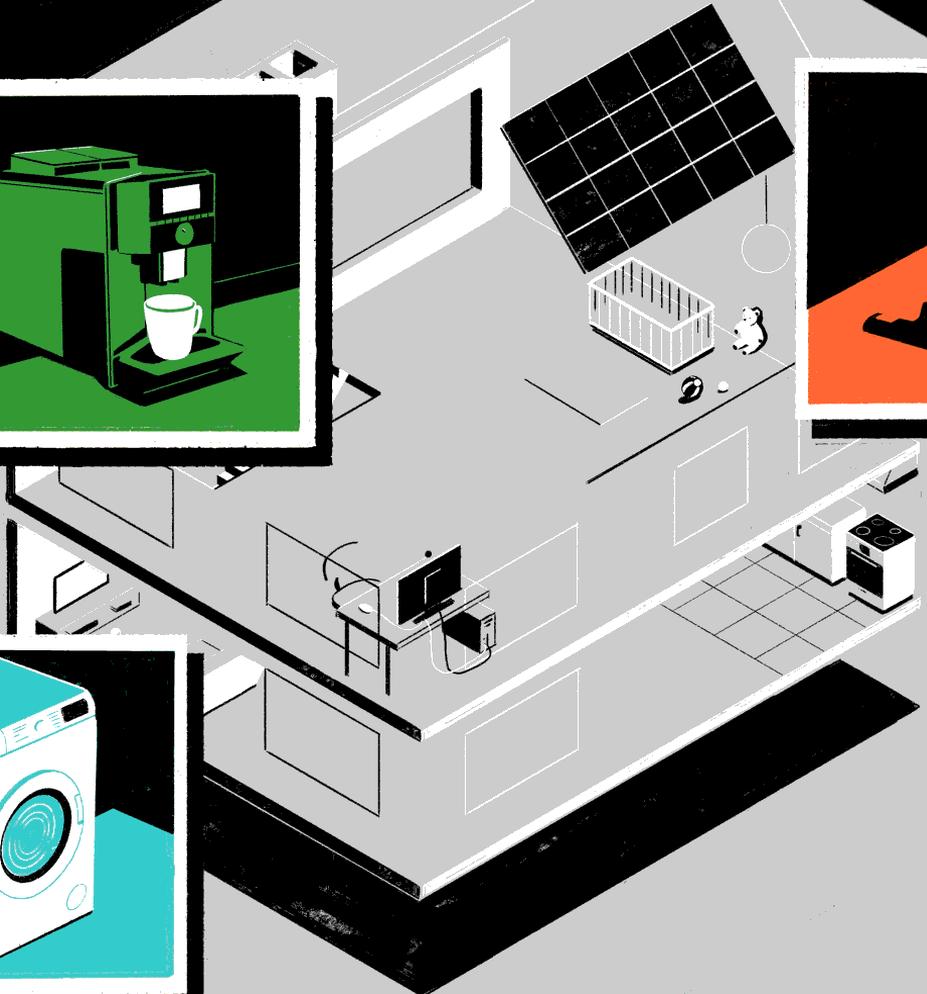
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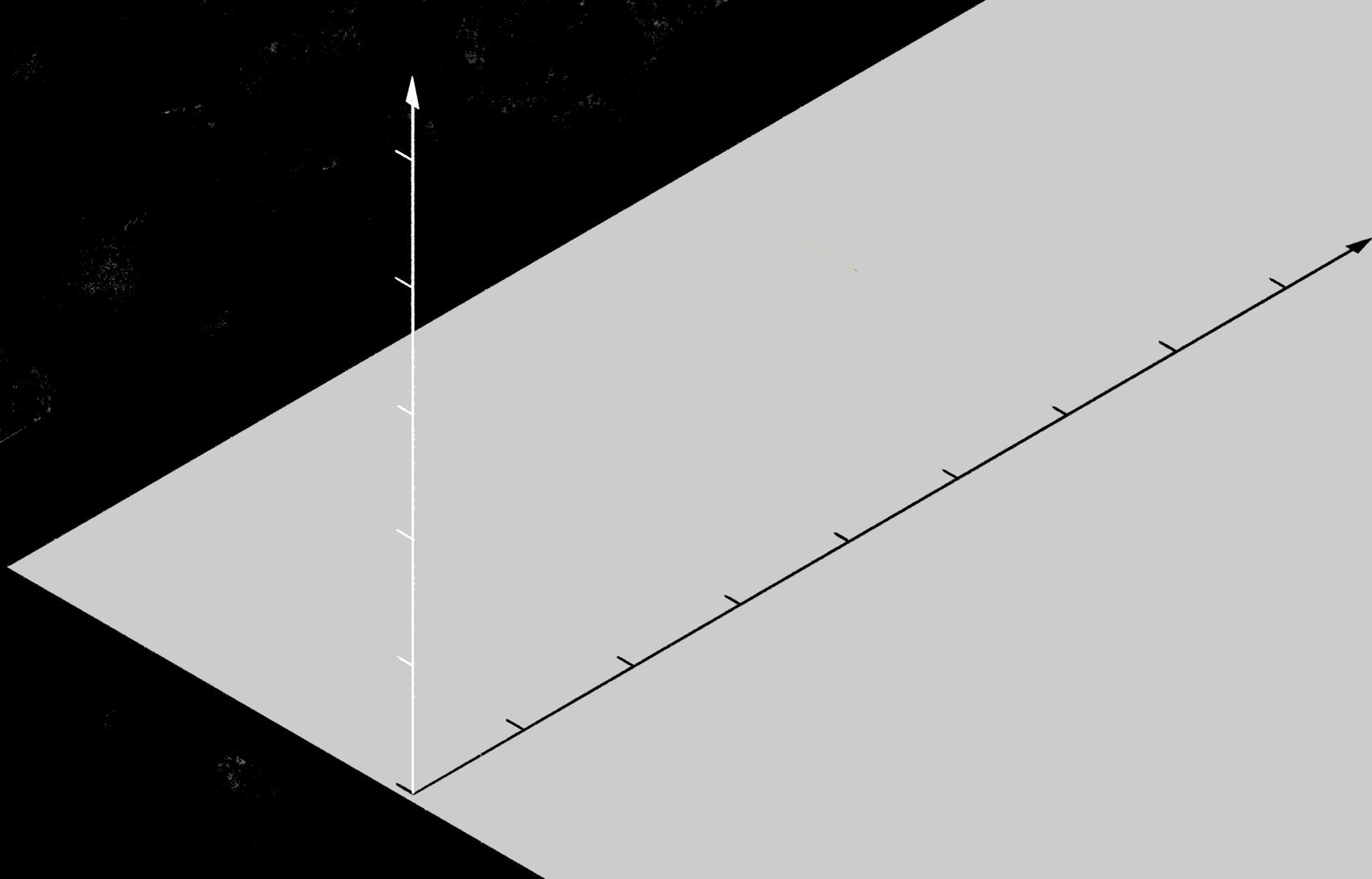


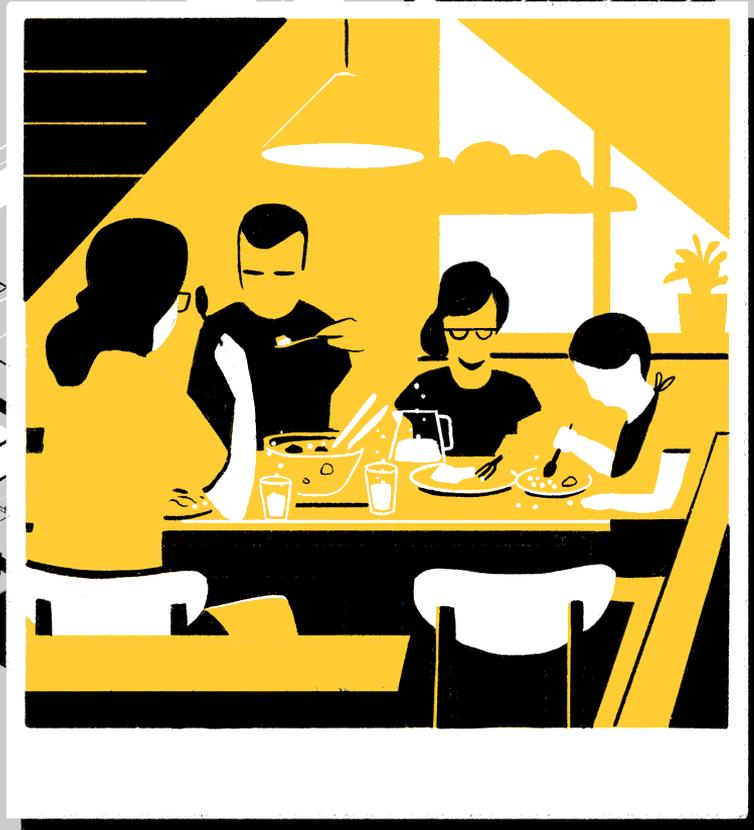


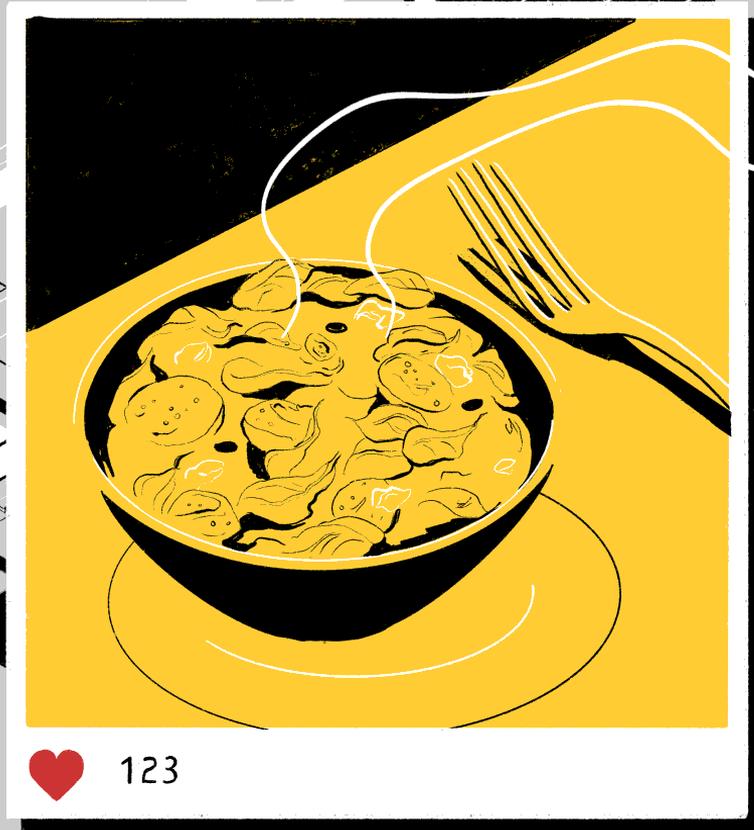


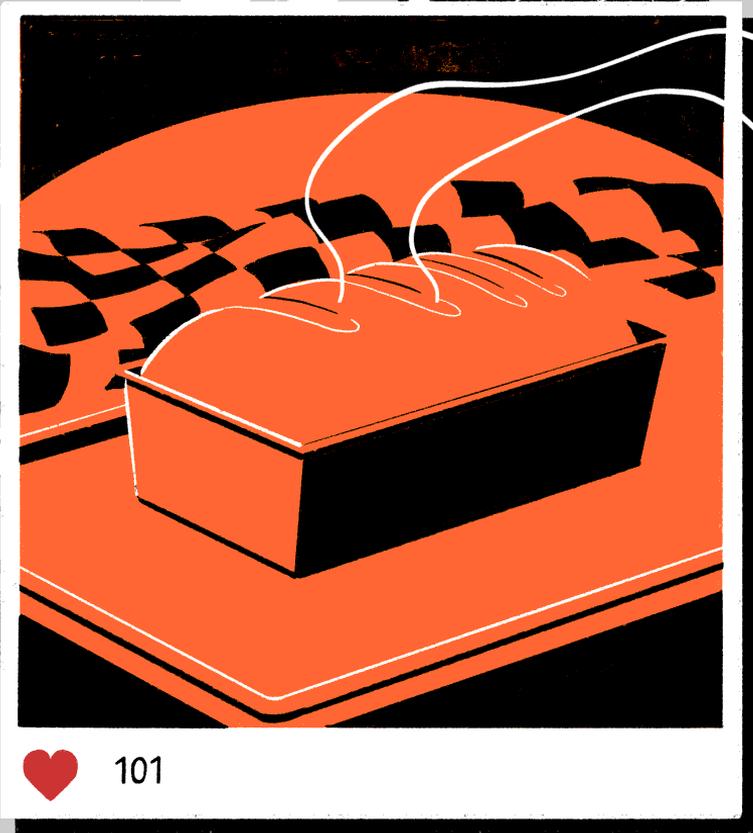




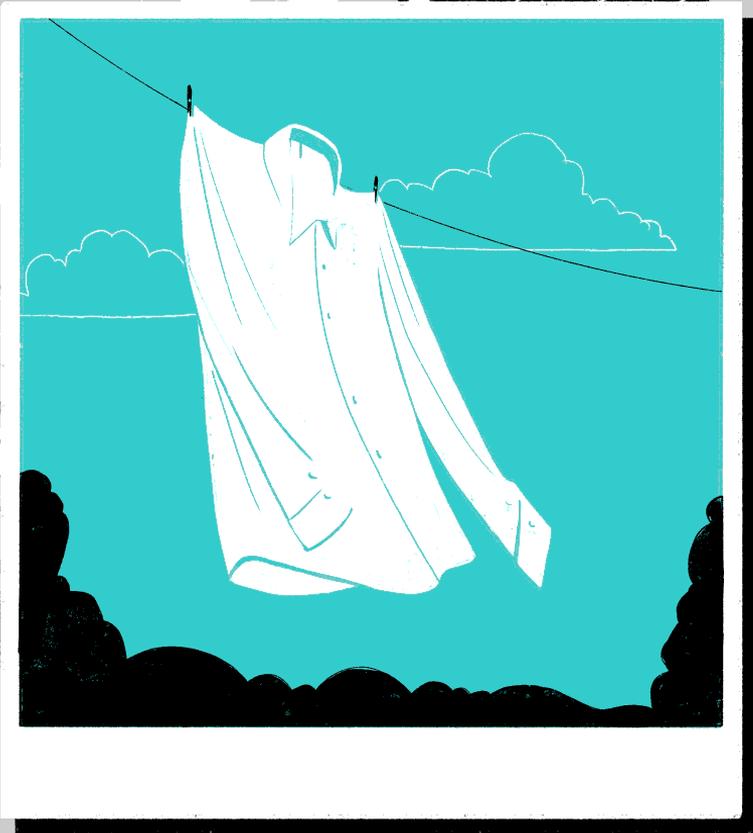


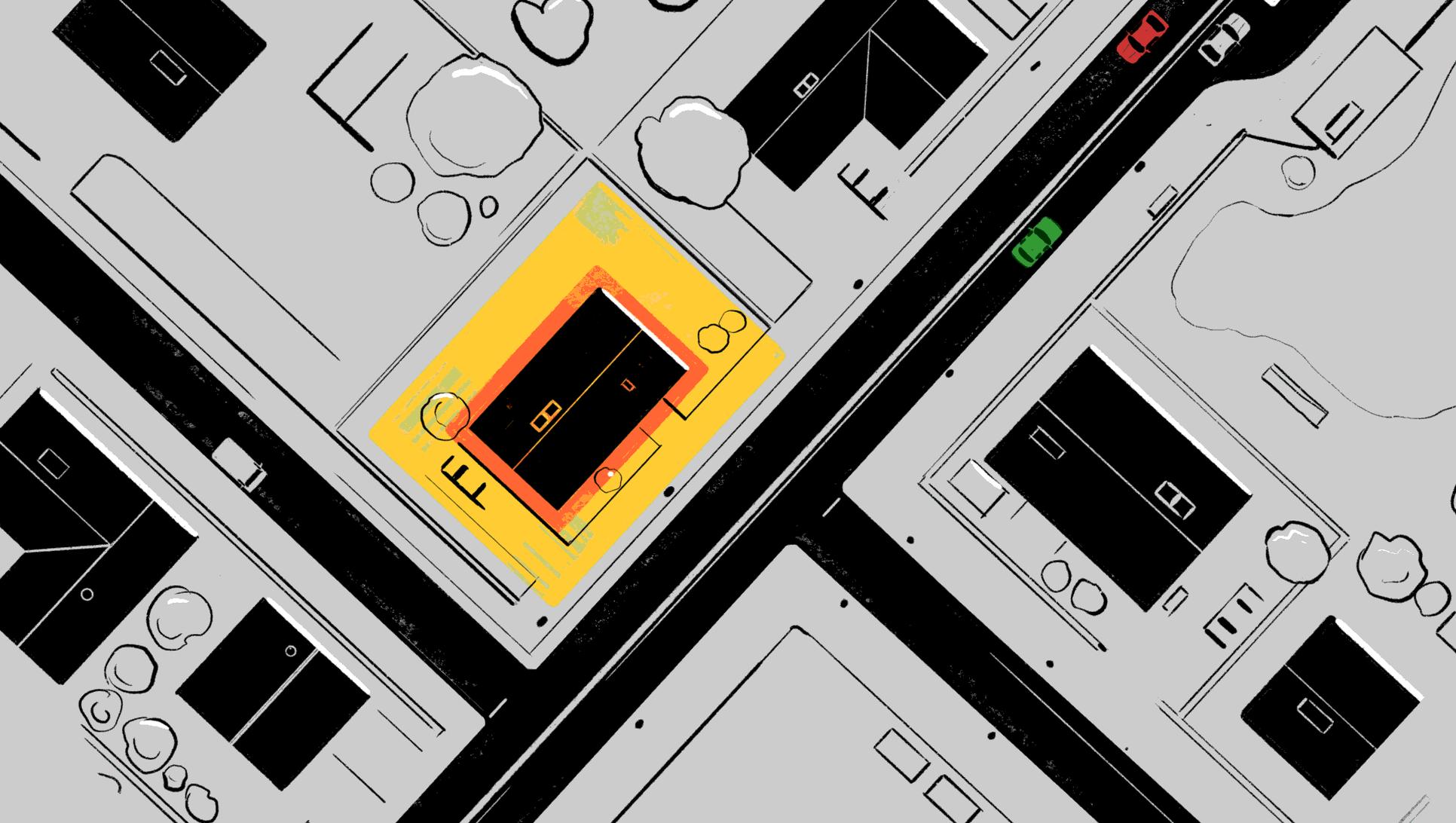


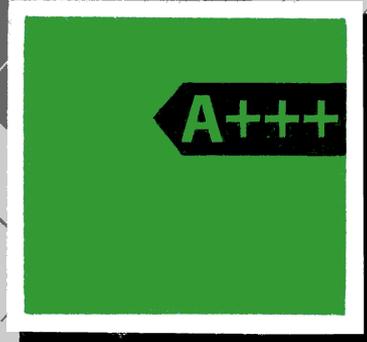
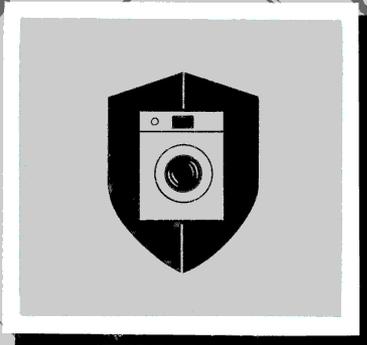




❤ 101











2. Digital rund um die Uhr nah am Kunden







9,1 Terabit pro Sekunde

Frankfurt 10.3.2020



2.900 %

The image features a stylized city skyline in the background with various building silhouettes. In the foreground, there are two teal rectangular boxes with white borders and black drop shadows, containing text. The background is decorated with numerous small, tilted rectangular shapes in shades of orange and yellow, creating a sense of motion or data flow.

NETFLIX

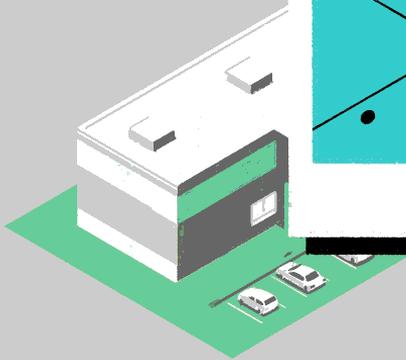
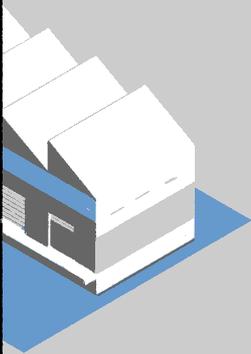
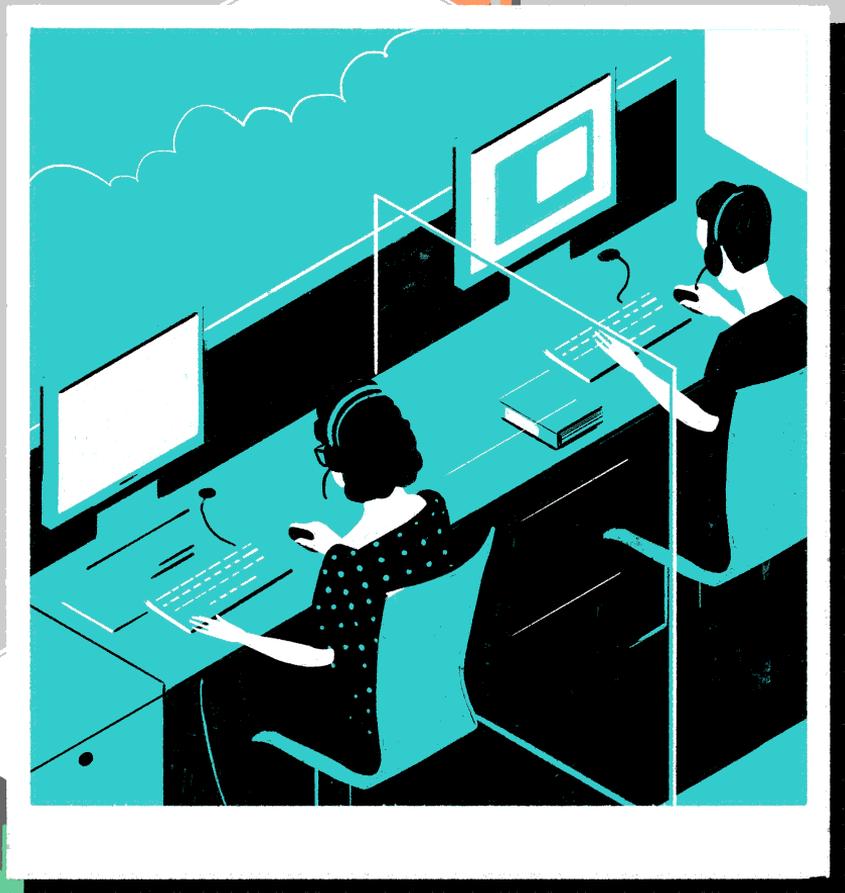
15,8 Mio Abonnenten

The logo for eBay Kleinanzeigen is displayed on a teal rectangular background. The word "ebay" is written in its characteristic multi-colored font (red 'e', blue 'b', orange 'a', yellow 'y'). To the right of "ebay", the word "Kleinanzeigen" is written in a grey, sans-serif font and is enclosed within a red hand-drawn oval.

ebay Kleinanzeigen

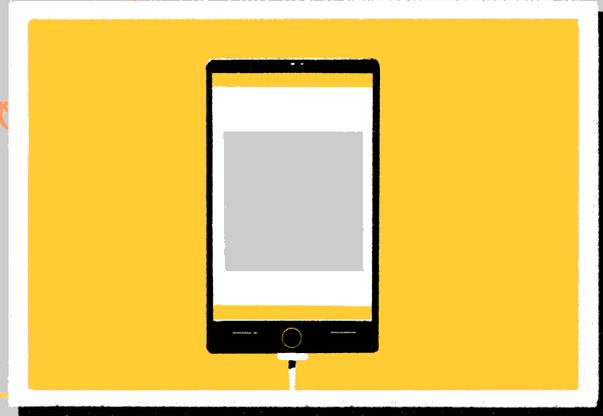
The text "200 Mio Besuche" is centered on a teal rectangular background. The text is in a bold, black, sans-serif font.

200 Mio Besuche











3. Zukunft wird aus Ideen gemacht



