

Consumer Electronics Marktindex Deutschland (CEMIX)

Januar 2007 - März 2007

| Konsumentenmarkt (private Nachfrage) | Absatz in 1000 Stück | | | Durchschnittspreis in EURO (Konsumentenpreise incl. MwSt.) | | | Umsatz in Mio. EURO | | |
|---|----------------------|---------|--------|---|---------|--------|---------------------|---------|--------|
| | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% |
| TV-Display Total | 1.450 | 1.485 | 2,5% | 749 | 773 | 3,3% | 1.085 | 1.148 | 5,8% |
| - CRT-TV | 802 | 462 | -42,4% | 288 | 236 | -18,1% | 231 | 109 | -52,8% |
| - LCD-TV | 491 | 845 | 72,1% | 1.237 | 970 | -21,6% | 607 | 819 | 34,9% |
| - Plasma-TV | 99 | 132 | 34,0% | 2.013 | 1.402 | -30,3% | 199 | 185 | -6,7% |
| - sonstige TV/Projektionsgeräte ¹⁾ | 58 | 46 | -20,7% | 837 | 752 | -10,2% | 48 | 34 | -28,8% |
| Satellite/Set-Top-Boxen Total | | | | | | | 106 | 115 | 8,8% |
| - Sat.-Systeme (analog + digital) | 29 | 19 | -34,8% | 87 | 91 | 4,6% | 3 | 2 | -31,8% |
| - Sat.-Antennen (separat) | 148 | 175 | 18,5% | 66 | 68 | 3,0% | 10 | 12 | 22,1% |
| - Set Top Boxen analog | 90 | 47 | -47,7% | 42 | 43 | 2,4% | 4 | 2 | -46,5% |
| - Set Top Boxen digital | 981 | 1.090 | 11,1% | 91 | 91 | -0,2% | 90 | 99 | 10,8% |
| Video Total | | | | | | | 206 | 160 | -22,5% |
| - DVD-Player | 1.090 | 793 | -27,2% | 66 | 69 | 4,8% | 72 | 55 | -23,7% |
| - DVD-Recorder | 283 | 232 | -17,8% | 310 | 310 | 0,0% | 88 | 72 | -17,9% |
| - DVD+VCR-Kombis | 178 | 111 | -37,6% | 207 | 239 | 15,0% | 37 | 26 | -28,2% |
| - Videorecorder | 100 | 66 | -34,4% | 97 | 98 | 1,4% | 10 | 6 | -33,5% |
| Camcorder | 190 | 152 | -20,3% | 448 | 437 | -2,5% | 85 | 66 | -22,3% |
| Digital Cameras | 1.526 | 1.708 | 12,0% | 267 | 246 | -8,1% | 408 | 420 | 2,9% |
| Home Audio Total | | | | | | | 211 | 185 | -12,1% |
| - Einzelkomponenten Total ²⁾ | 169 | 151 | -11,0% | 277 | 297 | 7,3% | 47 | 45 | -4,5% |
| - Home Cinema Systeme | 171 | 133 | -21,8% | 384 | 443 | 15,5% | 65 | 59 | -9,6% |
| - Sonstige Audio Home Systeme | 392 | 313 | -20,0% | 140 | 143 | 2,1% | 55 | 45 | -18,3% |
| - Lautsprecher-Boxen | 260 | 194 | -25,3% | 168 | 189 | 12,2% | 44 | 37 | -16,1% |

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|--|----------------------|---------|--------|---|---------|--------|---------------------|---------|--------|
| | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% |
| Personal Audio Total | | | | | | | 186 | 181 | -3,0% |
| - MP3 Portables | 1.497 | 1.725 | 15,2% | 94 | 83 | -12,2% | 141 | 143 | 1,2% |
| - Radiorecorder | 420 | 367 | -12,4% | 48 | 50 | 4,4% | 20 | 18 | -8,6% |
| - Sonstige Personal Audio Geräte ³⁾ | 899 | 721 | -19,8% | 28 | 27 | -2,9% | 25 | 20 | -22,1% |
| Audio/Video Zubehör | | | | | | | 35 | 37 | 6,9% |
| - Kopfhörer | 1.849 | 1.861 | 0,6% | 15 | 16 | 4,6% | 28 | 30 | 5,3% |
| - Universalfernbedienungen | 473 | 494 | 4,6% | 14 | 15 | 8,8% | 6 | 7 | 13,7% |
| Auto-Multimedia (o.Erstausrüstung) | | | | | | | 216 | 298 | 37,5% |
| - Autoradios ⁴⁾ | 494 | 502 | 1,5% | 122 | 115 | -5,5% | 60 | 58 | -4,1% |
| - Sonstige Auto-Multimediageräte ⁵⁾ | 60 | 61 | 1,1% | 196 | 212 | 7,8% | 12 | 13 | 9,0% |
| - Navigationsgeräte (Einbau+Portables) | 288 | 644 | 123,5% | 456 | 332 | -27,2% | 131 | 214 | 62,7% |
| - Auto-Lautsprecher | 201 | 206 | 2,6% | 65 | 64 | -1,2% | 13 | 13 | 1,3% |
| Recording Media Total ⁷⁾ | | | | | | | 275 | 257 | -6,6% |
| - CD-R Rohlinge | 147.241 | 102.733 | -30,2% | 0,27 | 0,27 | 0,2% | 40 | 28 | -30,1% |
| - DVD Rohlinge | 110.262 | 95.172 | -13,7% | 0,75 | 0,72 | -4,0% | 83 | 69 | -17,1% |
| - Memory Cards | 2.734 | 4.246 | 55,3% | 38,50 | 23,60 | -38,7% | 105 | 100 | -4,8% |
| - USB Sticks | 839 | 2.405 | 186,5% | 31,98 | 18,99 | -40,6% | 27 | 46 | 70,1% |
| - Sonstige Recording Media ⁶⁾ | 9.084 | 6.776 | -25,4% | 2,22 | 2,14 | -3,7% | 20 | 15 | -28,1% |
| Videogames Total | | | | | | | 206 | 310 | 50,0% |
| - Videogames Konsolen | 466 | 651 | 39,5% | 174 | 215 | 23,6% | 81 | 140 | 72,5% |
| - Videogames Software | 3.678 | 4.646 | 26,3% | 34 | 36 | 7,2% | 125 | 169 | 35,4% |
| Unterhaltungselektronik Total | | | | | | | 3.020 | 3.176 | 5,2% |

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|--|----------------------|---------|--------|---|---------|--------|---------------------|---------|--------|
| | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% | Q1/2006 | Q1/2007 | +/-% |
| Telekommunikation Total ⁷⁾ | | | | | | | 692 | 747 | 7,9% |
| - Mobiltelefone | 4.803 | 5.610 | 16,8% | 126 | 119 | -5,8% | 607 | 668 | 10,1% |
| - Schnurlose Telefone | 1.190 | 1.134 | -4,7% | 56 | 57 | 0,7% | 67 | 64 | -4,0% |
| - Normaltelefone | 155 | 131 | -15,3% | 32 | 34 | 4,7% | 5 | 4 | -11,3% |
| - Telefax + Kombinationsgeräte | 120 | 100 | -16,6% | 115 | 111 | -3,6% | 14 | 11 | -19,6% |
| Informationstechnologie Total ⁷⁾ | | | | | | | 1.181 | 1.269 | 7,4% |
| - Desktop PCs | 356 | 348 | -2,1% | 668 | 661 | -1,1% | 238 | 230 | -3,2% |
| - Notebooks | 464 | 630 | 35,8% | 1.031 | 940 | -8,9% | 478 | 592 | 23,8% |
| - Monitore ⁸⁾ | 775 | 908 | 17,2% | 280 | 234 | -16,3% | 217 | 213 | -2,0% |
| - Drucker | 650 | 508 | -21,8% | 109 | 103 | -4,9% | 71 | 53 | -25,6% |
| - Flachbett-MFD | 674 | 727 | 7,8% | 116 | 109 | -6,0% | 78 | 79 | 1,3% |
| - Scanner | 92 | 76 | -17,5% | 126 | 146 | 16,2% | 12 | 11 | -4,2% |
| - PDAs/Smartphones | 259 | 290 | 11,8% | 299 | 277 | -7,2% | 77 | 80 | 3,7% |
| - PC-TV-Karten | 137 | 166 | 21,1% | 72 | 63 | -12,5% | 10 | 10 | 6,1% |
| Consumer Electronics Total | | | | | | | 4.894 | 5.193 | 6,1% |

- 1) Rückprojektions-TV, Frontprojektoren (Konsumentenmarkt)
 2) Tuner, Amplifier, Receiver, Cassettendecks, Plattenspieler, CD-Player/Recorder
 3) Personal Stereo, Kofferradios, Uhrenradios, Cassettenrecorder, CD-Portables, MD-Portables
 4) Inkl. CD-Packages, CD-Wechsler
 5) Car Vision, Verstärker
 6) Audio Cassetten, Video Cassetten, HD Recording Media
 7) Konsumentenmarkt
 8) CRT und TFT Monitore

Quelle: die Angaben basieren auf den Daten des GfK Handelspanels ergänzt um die von der GfK nicht erhobenen Vertriebswege.