Important market figures – forecast 2019

Expenditures for Technical Consumer Goods will reach 1.052 trillion Euros (+1%) in 2019.

**TV SETS**
90 billion Euros (– 3 %)
214 million units (± 0 %)

**Ultra HD TV SETS**
64 billion Euros (+ 5 %)
108 million units (+18 %)

**OLED TV SETS**
7.6 billion Euros (+ 33 %)
4.1 million units (+ 45 %)

**SMARTPHONES**
460 billion Euros (± 0 %)
1.4 billion units (– 1 %)

**SMART SPEAKERS**
4.6 billion Euros (+ 28 %)
75 million units (+ 41 %)

**MAJOR DOMESTIC APPLIANCES**
183 billion Euros

**SMALL DOMESTIC APPLIANCES**
90 billion Euros

All percentage figures are year-to-year changes. As by 04/2019.

**IFA Berlin:**

IFA is the world’s leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019. In addition, IFA Global Markets, taking place from 8 to 11 September at STATION Berlin, will enhance the information and exhibitions on offer for professionals and experts.

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