

CONSUMER ELECTRONICS MARKTINDEX DEUTSCHLAND (CEMIX)

Januar 2016 - März 2016

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| Konsumentenmarkt (private Nachfrage) | Absatz in 1000 Stück | | | Durchschnittspreis in EURO (Konsumentenpreise incl. MwSt.) | | | Umsatz in Mio. EURO | | |
|---|----------------------|---------|--------|---|---------|--------|---------------------|---------|--------|
| | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% |
| TV-Display Total | 1.916 | 1.695 | -11,5% | 558 | 584 | 4,7% | 1.069 | 990 | -7,4% |
| - LCD-TV | 1.910 | 1.683 | -11,9% | 557 | 575 | 3,1% | 1.065 | 967 | -9,2% |
| - sonstige TV-Geräte ¹⁾ | 7 | 12 | 83,3% | 684 | 1.887 | 175,8% | 5 | 23 | 405,7% |
| Satellite/Set-Top-Boxen Total | | | | | | | 82 | 65 | -21,0% |
| - Sat.-Systeme/-Antennen | 148 | 143 | -3,2% | 80 | 85 | 6,4% | 12 | 12 | 3,0% |
| - Set Top Boxen | 736 | 636 | -13,7% | 96 | 83 | -13,1% | 71 | 53 | -25,0% |
| Video Total | | | | | | | 82 | 66 | -19,1% |
| - DVD-Player/-Recorder | 168 | 127 | -24,4% | 71 | 62 | -11,7% | 12 | 8 | -33,3% |
| - Blu-ray-Player/-Recorder ⁸⁾ | 438 | 366 | -16,4% | 117 | 122 | 4,6% | 51 | 45 | -12,6% |
| - Media Gateways | 320 | 177 | -44,6% | 58 | 75 | 29,9% | 19 | 13 | -28,0% |
| Camcorder ¹³⁾ | 188 | 166 | -11,6% | 279 | 266 | -4,5% | 52 | 44 | -15,6% |
| Digital Cameras | 760 | 609 | -19,9% | 325 | 357 | 9,8% | 247 | 217 | -12,0% |
| Wechselobjektive | 184 | 163 | -11,6% | 479 | 477 | -0,5% | 88 | 78 | -12,0% |
| Digitale Bilderrahmen | 55 | 42 | -24,2% | 67 | 70 | 5,4% | 4 | 3 | -20,1% |
| Home Audio Total | | | | | | | 286 | 288 | 0,8% |
| - Einzelkomponenten Total ²⁾ | 167 | 155 | -7,2% | 347 | 379 | 9,1% | 58 | 59 | 1,3% |
| - Home Cinema Systeme | 83 | 47 | -43,8% | 333 | 357 | 7,1% | 28 | 17 | -39,8% |
| - Traditional Audio Home Systems ¹¹⁾ | 117 | 79 | -32,5% | 122 | 125 | 2,2% | 14 | 10 | -31,0% |
| - Connected Audio ¹²⁾ | 272 | 351 | 29,0% | 243 | 258 | 6,2% | 66 | 91 | 37,0% |
| - Lautsprecher-Boxen | 406 | 358 | -11,7% | 295 | 314 | 6,3% | 120 | 112 | -6,2% |

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|--|----------------------|---------|--------|---|---------|-------|---------------------|---------|--------|
| | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% |
| Personal Audio Total | | | | | | | 83 | 76 | -9,1% |
| - MP3 Portable ⁹⁾ | 339 | 245 | -27,6% | 59 | 63 | 5,9% | 20 | 15 | -23,4% |
| - Radiorecorder | 345 | 323 | -6,3% | 54 | 58 | 7,6% | 18 | 19 | 0,8% |
| - Sonstige Personal Audio Geräte ³⁾ | 779 | 712 | -8,7% | 57 | 58 | 2,2% | 45 | 42 | -6,7% |
| Audio/Video Zubehör | | | | | | | 139 | 155 | 11,4% |
| - Kopfhörer + Stereo Mobilfunkheadsets | 2.667 | 2.738 | 2,7% | 34 | 36 | 4,4% | 91 | 97 | 7,2% |
| - Docking Lautsprecher | 500 | 641 | 28,1% | 96 | 90 | -6,8% | 48 | 57 | 19,5% |
| Auto-Multimedia (ohne Erstausrüstung) | | | | | | | 95 | 87 | -9,3% |
| - Autoradios/-verstärker ⁴⁾ | 188 | 172 | -8,2% | 81 | 82 | 1,3% | 15 | 14 | -6,9% |
| - Car Vision ⁵⁾ | 27 | 25 | -7,7% | 200 | 191 | -4,8% | 5 | 5 | -12,1% |
| - Navigationsgeräte (Einbau + Portabel) | 430 | 381 | -11,3% | 164 | 167 | 1,8% | 70 | 64 | -9,8% |
| - Auto-Lautsprecher | 68 | 65 | -4,6% | 64 | 63 | -1,9% | 4 | 4 | -6,3% |
| Videogames Konsolen | 468 | 353 | -24,6% | 298 | 289 | -2,9% | 139 | 102 | -26,8% |
| Unterhaltungselektronik Total | | | | | | | 2.368 | 2.171 | -8,3% |
| Telekommunikation Total ⁷⁾ | | | | | | | 2.427 | 2.337 | -3,7% |
| - Mobiltelefone | 571 | 412 | -27,9% | 51 | 54 | 5,7% | 29 | 22 | -23,9% |
| - Smartphones | 6.027 | 5.359 | -11,1% | 381 | 404 | 5,9% | 2.298 | 2.164 | -5,8% |
| - Telefone | 1.164 | 979 | -15,9% | 54 | 55 | 3,2% | 63 | 54 | -13,2% |
| - Telefax + Kombinationsgeräte | 22 | 17 | -20,9% | 115 | 113 | -2,3% | 3 | 2 | -22,7% |
| - Core Wearables ¹⁰⁾ | 410 | 658 | 60,6% | 87 | 144 | 65,4% | 36 | 94 | 165,6% |

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|--|----------------------|---------|--------|---|---------|--------|---------------------|---------|--------|
| | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% | Q1/2015 | Q1/2016 | +/-% |
| PCs Total ⁷⁾ | | | | | | | 1.449 | 1.301 | -10,2% |
| - Desktop PCs | 377 | 316 | -16,0% | 588 | 558 | -5,0% | 222 | 177 | -20,2% |
| - Notebooks | 1.350 | 1.214 | -10,1% | 595 | 629 | 5,7% | 803 | 764 | -4,9% |
| - Tablet PCs | 1.577 | 1.260 | -20,1% | 269 | 286 | 6,3% | 425 | 361 | -15,1% |
| IT-Peripherie Total ¹⁵⁾ | | | | | | | 259 | 262 | 1,4% |
| - Monitore | 561 | 555 | -1,1% | 192 | 217 | 13,5% | 107 | 121 | 12,2% |
| - Projektoren | 39 | 35 | -8,8% | 560 | 615 | 9,9% | 22 | 22 | 0,3% |
| - Drucker | 173 | 173 | 0,1% | 117 | 116 | -0,6% | 20 | 20 | -0,5% |
| - Flachbett-MFD | 868 | 809 | -6,7% | 118 | 115 | -2,4% | 102 | 93 | -8,9% |
| - Scanner | 51 | 46 | -9,0% | 139 | 142 | 2,4% | 7 | 7 | -6,8% |
| Recording Media Total ¹⁵⁾ | | | | | | | 273 | 256 | -6,4% |
| - CD-R Rohlinge | 22.614 | 18.683 | -17,4% | 0,30 | 0,30 | 0,0% | 7 | 6 | -17,4% |
| - DVD Rohlinge | 23.872 | 17.677 | -26,0% | 0,50 | 0,50 | 0,0% | 12 | 9 | -26,0% |
| - Memory Cards | 5.002 | 4.895 | -2,1% | 15,50 | 14,90 | -3,9% | 78 | 73 | -5,9% |
| - USB Sticks | 3.809 | 4.195 | 10,2% | 11,90 | 11,20 | -5,9% | 45 | 47 | 3,7% |
| - Festplatten ¹⁴⁾ | 1.420 | 1.236 | -13,0% | 91 | 96 | 6,2% | 129 | 119 | -7,6% |
| - Sonstige Recording Media ⁶⁾ | 1.237 | 1.168 | -5,6% | 2,12 | 1,76 | -17,1% | 3 | 2 | -21,7% |
| Informationstechnologie Total ¹⁵⁾ | | | | | | | 1.981 | 1.819 | -8,2% |
| Consumer Electronics Total | | | | | | | 6.776 | 6.327 | -6,6% |

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- 1) CRT-TV, port. TV, OLED, Plasma TV
- 2) Tuner, Amplifier, Receiver, Cassettendecks, Plattenspieler, CD-Player/Recorder
- 3) Kofferradios, Uhrenradios, CD-Portables, MD-Portables, eBooks
- 4) inkl. CD-Packages, CD-Wechsler, Auto-Verstärker
- 5) Car Vision (exkl. Auto-Verstärker)
- 6) Video Cassetten, HD Recording Media
- 7) Konsumentenmarkt, Durchschnittspreise ohne Subventionen
- 8) inkl. Blu-ray-UHD-Player/-Recorder
- 9) inkl. Digitaler Portabler Video Player
- 10) inkl. Smart Watches (ohne SIM), Smart Glasses (ohne SIM), Health & Fitness Trackers, Wrist Sport Computers, Connected Watches und Locators; Earables (Smart Headsets) sind im Segment „Kopfhörer + Stereo Mobilfunkheadsets“ und Smart Watches mit SIM-Karte im Segment „Smartphones“ enthalten
- 11) Traditionelle Micro- / Mini- / All-In-One-Anlagen
- 12) Connected Audio Home Systems und Network-Music-System-Komponenten (Multi-Room)
- 13) Camcorder, Multimedia Cameras, Action Cams
- 14) Externe Festplatten, Multimedia Festplatten, NAS-Systeme
- 15) Konsumentenmarkt