

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square. The background of the entire page is a blurred, close-up photograph of a bundle of multi-colored cables (red, orange, green, yellow) that create a sense of depth and movement.

GfK Retail and Technology Australia and New Zealand

Tuning-in to the  
right channels?

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Services for the

# Consumer Electronics market

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The Consumer Electronics market continues to evolve and converge, all the while maintaining its high value within the Australian and New Zealand technical consumer goods industries. This fast-paced market is characterised by continuous technological innovation, convergence and high consumer engagement. Flat TV, Full HD, 3D, MP3 and Blu-ray alone demonstrate how far this market has come in a very short period of time; it's not even ten years since the launch of the first flat screen TV.

Competition is fierce within this market. New features and better technology are being continually developed and offered to consumers.

With vast numbers of new products launched each year at price points that are extremely challenging to maintain, it's a constant battle to keep up-to-

To find out whether you're tuning-in to the right channels, [contact the Consumer Electronics team at GfK today.](#)