



GfK to Showcase New ECO Reporting at EEDAL 2009

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GfK Retail and Technology has developed a new ECO Reporting which also covers the increasingly important topic of energy efficiency.

As both the rise in energy costs and the environment become significant issues there is a real need for accurate and up-to-date knowledge in this area. With its new Energy Efficiency Tracking, GfK Retail and Technology combines energy-related figures and market facts to a meaningful and real time reporting. The unique service covers Consumer Electronics, Lighting, Air Conditioning and Major Domestic Appliances providing detailed information up to single model level. Further product sectors coming soon.

Developments in Consumer Electronics

The market for Consumer Electronics is currently characterised by a dramatic technological shift. CRT-TVs are being increasingly replaced in private households by LCD and Plasma sets. This development is simultaneously accompanied by a trend towards bigger screens and improved picture quality.

The technological change has led to remarkable improvements with regard to the average stand-by power consumption. On the other hand, the shift to bigger and bigger Flat Screens causes a significant rise of the on-mode power consumption: The on-mode consumption/h of an average TV set sold in Europe today is 36% higher than in 2006. Moreover, in the private households, the number of installed CE devices increases and the daily TV use remains on a high level. As a result, the CE sector becomes more influential on the total private power consumption.

Developments in Lighting

Due to the EU directive to ban inefficient light sources the Lighting markets all over the world are changing and will change in the next years substantially. It was in March 2007 when the figures for energy saving lamps skyrocketed in Europe for the first time. In 2008 the share of incandescent lamps (regular light bulbs) diminished to 52% for the German market from 57% one year ago.

The increasing growth rates of energy efficient light bulbs reflect the impact of retailers' assortment and consumers' choice of lighting products. Manufacturers react with new developments in shapes to make the incandescent bulb replaceable. Initially the compact fluorescent lamp (energy saving lamp) was tubular shaped. To make it look like incandescent bulbs the industry designed shapes like those of a standard bulb, candle and also reflector lamps. These new types/shapes offer a large potential for retail sales revenue.

Developments in Air Conditioning

Increasing average temperatures and a growing income per capita are affecting the air conditioner (AC) markets around the world. During the past years GfK observed a steady trend towards more powerful appliances. In the European Union this development is accompanied by an increasing share of more efficient, A-labelled ACs. In other major markets – like the Arabian Peninsula, China or Brazil – the latter is not the case to the same extent. Hence, it is no surprise that the share of appliances equipped with the more efficient, but also more expensive inverter technology is only increasing in Europe. In 2008, their value share amounted to almost 40 %. However, there still is some growth potential: In Australia the inverter share was higher than 50 %, in Japan even higher than 90 %.

Developments in Major Domestic Appliances

Major Domestic Appliances were at the forefront of Energy Labelling more than a decade ago. This comes as no surprise as White Goods account for approximately 30% of EU-15 household electricity consumption. Since the introduction of the EU Energy Label many more countries worldwide have been implementing similar concepts. The European labelling had been a success story since the very beginning. As of 2008 83% of the turnover with labelled appliances was A or better compared to only 62% in 2004 (Western Europe). The EU label will be updated in the course of the next years to serve also in the future as a meaningful guide for consumer choice and a catalyst for industry innovation as in the past. This is confirmed by GfK Retail and Technology's findings that from 2003 to 2008 the average energy consumption of the sold appliances decreased from 9% for dishwashers to 15% for freezers (Western Europe).

GfK Retail and Technology is one of the main sponsors of the 5th International Conference on Energy Efficiency in Domestic Appliances and Lighting, EEDAL'09. The conference will be held in Berlin between 16th and 18th June 2009. During the conference GfK Retail and Technology will be showcasing its newly developed ECO Reporting and the Energy Efficiency Tracking in particular.

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