

Consumers don't think in channels, they think in experiences

NIQ powered by GfK intelligence

GFU Home & Consumer Tech

IFA Innovation For All

% of consumers

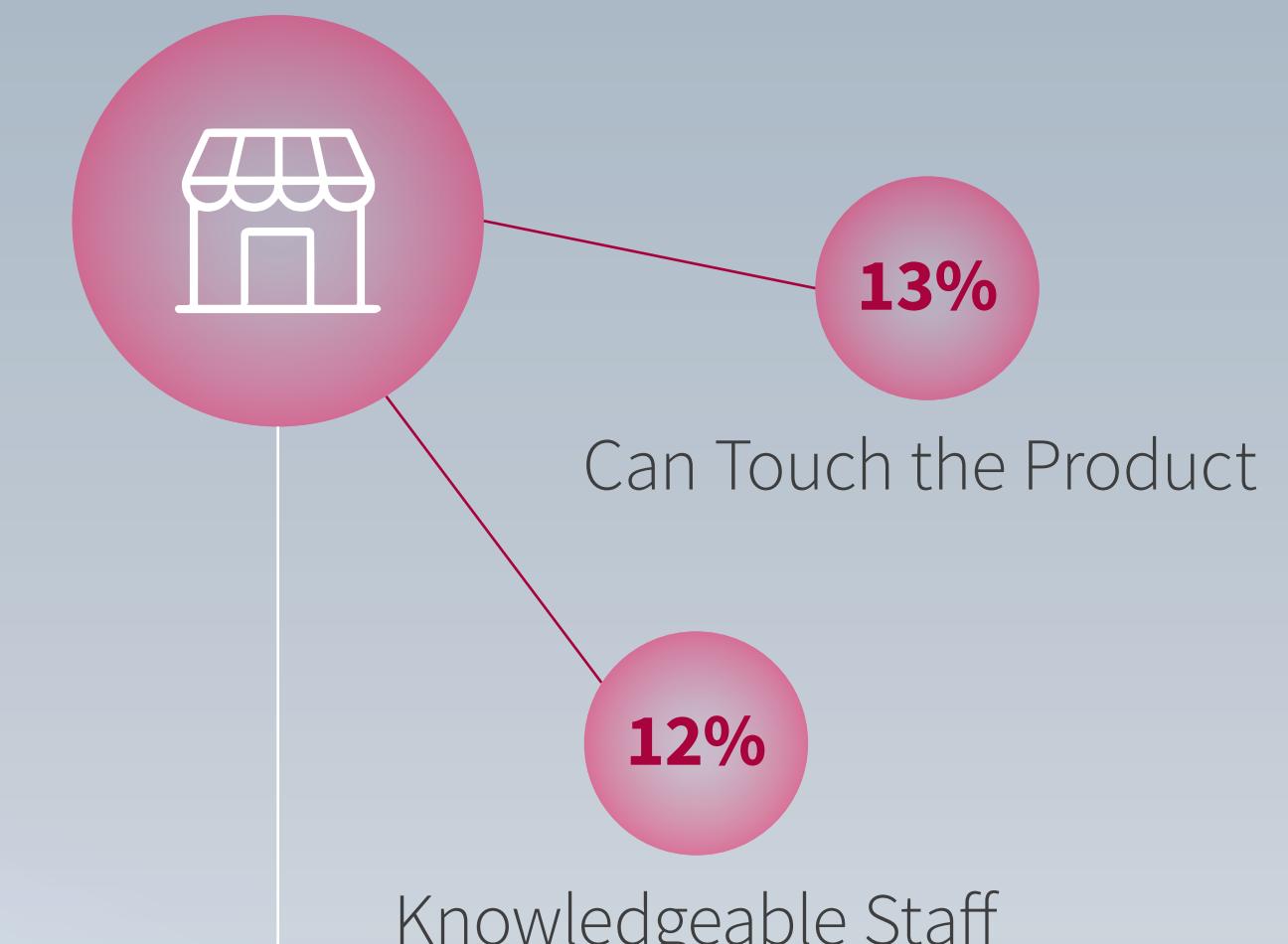
Exclusive reasons for online shopping



Shared purchase criteria (online & offline)



Exclusive reasons for in-store shopping



New and increasingly relevant purchase criteria (across channels)

After-sales service

10%

Ability to pay
in installments

8%

Loyalty offers and
reward programs

2%

