

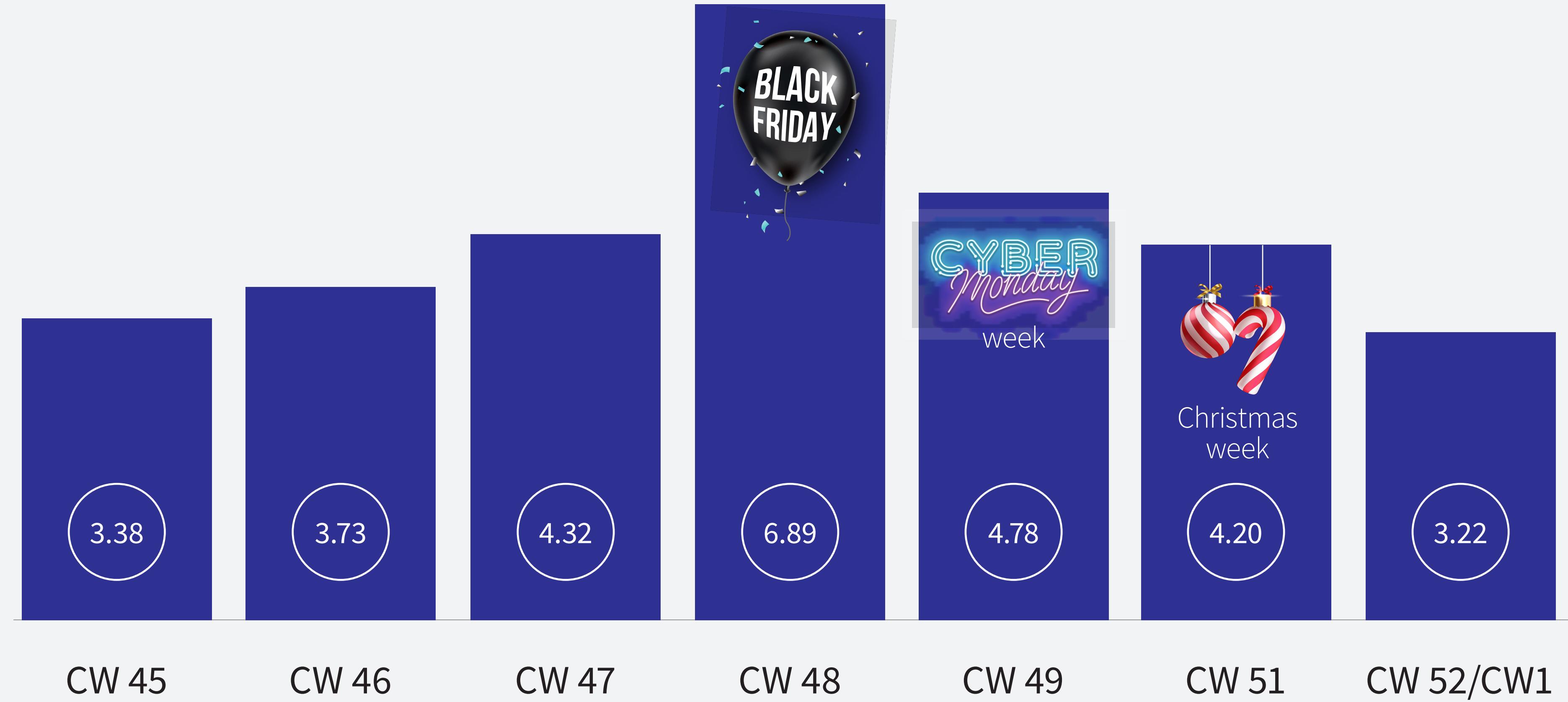
# Christmas recap 2025: Black Friday marks the peak in tech sales

NIQ powered by GfK intelligence

GFU Home & Consumer Tech

IFA Innovation For All

Revenue development 2025 (in million €)



Year-on-year comparison  
CW 47–52:

+0.4%

2024: 27.24 million €  
2025: 27.36 million €