

A woman with dark hair, wearing a dark blazer, is looking through a pair of black binoculars. The background is a soft-focus outdoor scene with greenery and a light sky. The GfK logo is in the top left corner, and the survey title is overlaid in a semi-transparent box at the bottom.

GfK

GfK Living

GfK Market survey on Electr. Steam cleaners 2007

Project description

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GfK Panel Services analysed the **ownership** and **acquisitions** for **electr. steam cleaners** in the German consumer panel in August 2007.

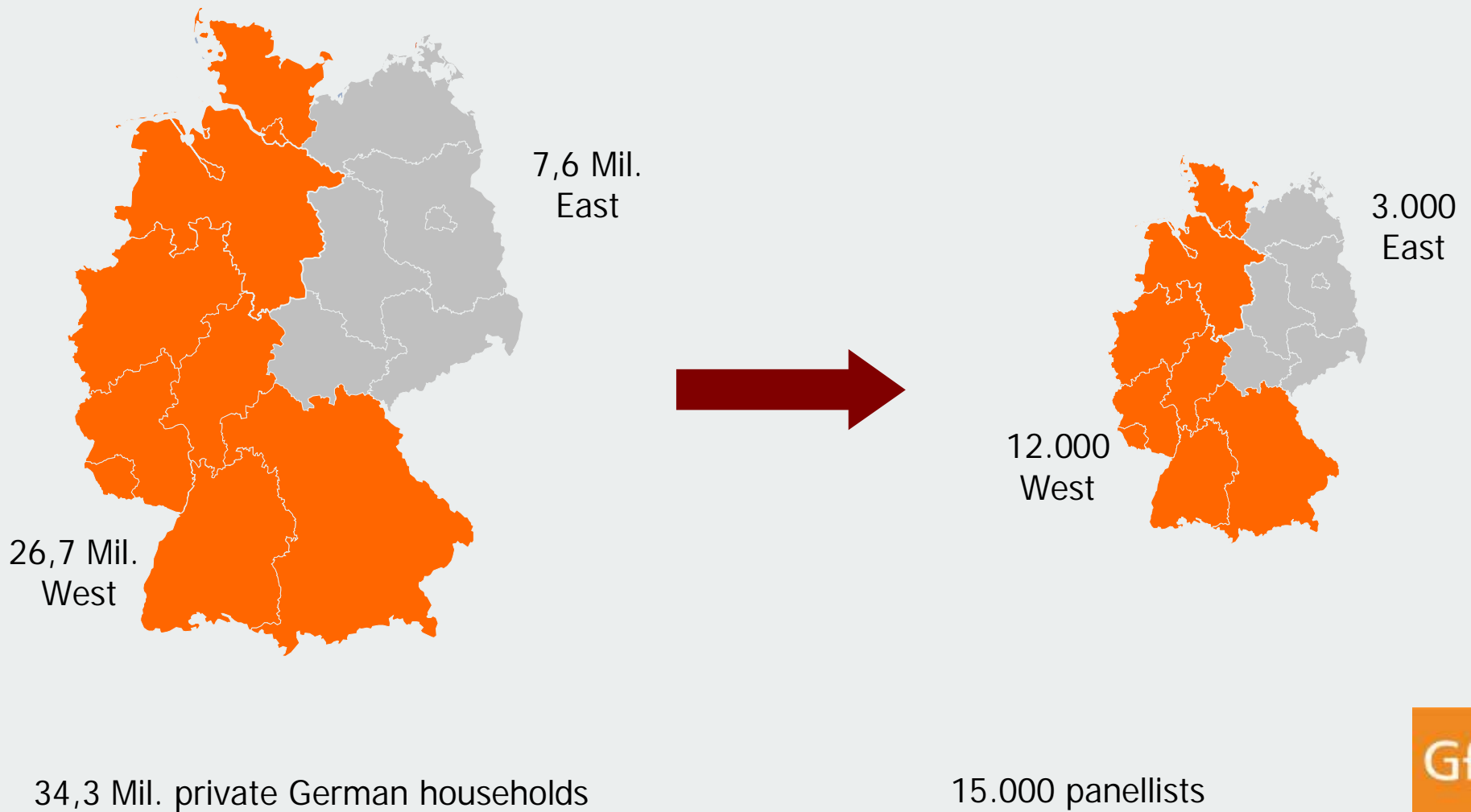
The information provided is based on ownership and acquisitions up to July 2007 reported by **15.000 representative German households**, thereof:

- 12.000 households in West Germany
- 3.000 households in East Germany

The results are **representative** for all private German households (34,3 Mio.). Foreign households, institutional households and industrial demand etc. are not considered.

Representativeness

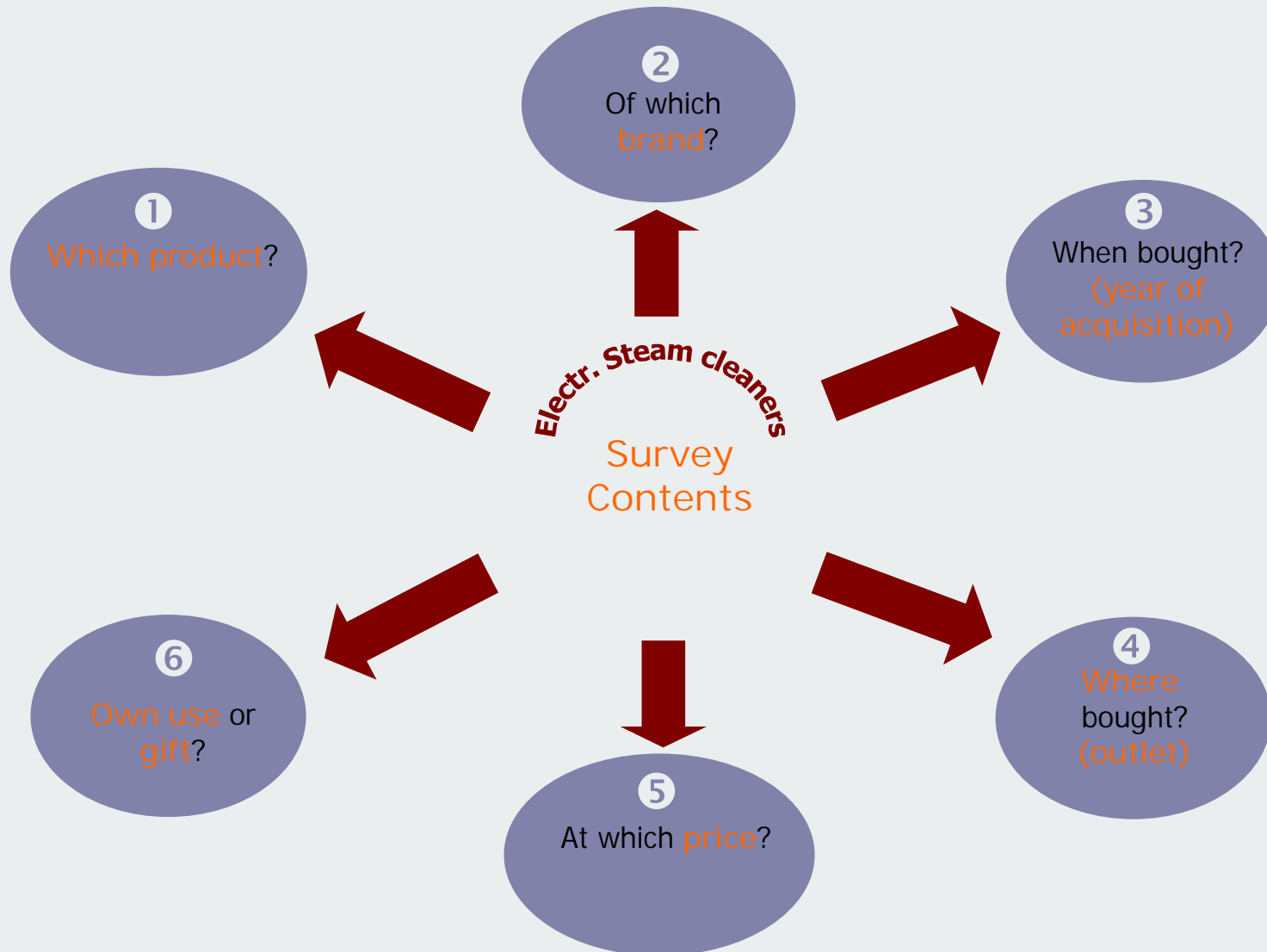
15.000 panellists represent 34.3 mil. households



Questionnaire

Self-administered paper and pencil questionnaire with instruction pictures at the beginning of August 2007

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Key information

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- ➔ Market saturation / ownership rates in %
How many households own a specific appliance?

- ➔ Number of owning households (in millions)

- ➔ Ownership volume (in million units)

- ➔ Market volume in 2006 and 1st half-year of 2007

Information benefit ...

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1 Market saturation by sociodemographic profiles of owning households (target group profiles) by ...

- regions
- city size (number of inhabitants)
- occupation of main income earner
- household size
- monthly household net income
- monthly per capita income
- age of housekeeping person
- occupation of housekeeping person
- type of dwelling

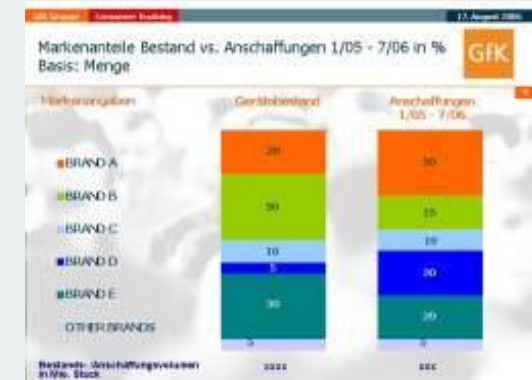


Information benefit ...

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2 Ownership and acquisitions in 2006 / 1st HY 2007 (market volume)

- by years of acquisition
- by brands (brand shares)
- by types / models (hot water, cold water)



3 Acquisitions in 2006 / 1st HY 2007 (market volume)

- by price groups (low / middle / high)
- average prices
- average price by types / models
- average price by outlets



Information benefit ...

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4 Acquisitions in 2006 / 1st HY 2007 (market volume) by outlets

- Multiples
- El. Specialist
- Department stores
- Mail order houses
- Hypermarkets
- LEH-Discounter (Aldi, Lidl etc.)
- Hobby- / Handyman- / Home improvement stores
- Exhibitions / Fairs
- Coffee shops (Tchibo)
- Internet
- Other outlets

Results

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- Penetration / market saturation among private German households
- Market size and brand shares
- Outlet structures
- Price structures
- Target group profiles of owning and non-owning households

Base for sales and distribution planning and target group selection (for the right marketing strategy)

Conditions

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Budget

Electr. Steam cleaners EURO 4.000

The fee is excluding VAT
The amount will be invoiced upon delivery of the report.

Date of delivery

November 2007

Scope of delivery

- Management summary per product group
+ Excel reports

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

GfK Living

Should you have any further questions, please do not hesitate to contact:

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