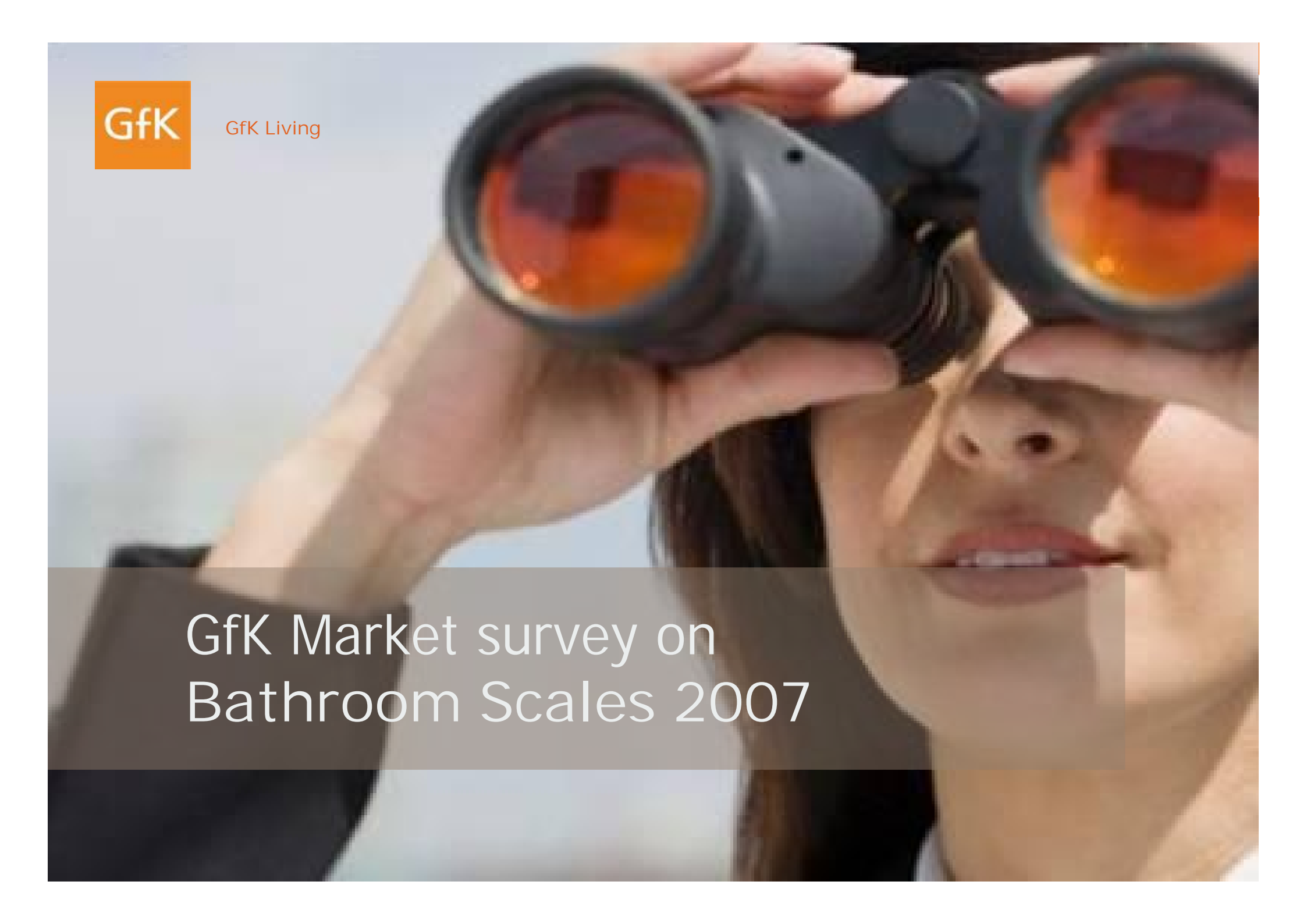


The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

GfK Living

A close-up photograph of a woman's face as she looks through a pair of black binoculars. Her eyes are focused on the lenses, and her expression is one of concentration. The background is a soft, out-of-focus landscape with greenery and a blue sky.

# GfK Market survey on Bathroom Scales 2007

## Project description

2

GfK Panel Services analyzed the **ownership** and **acquisitions** for **bathroom scales** in the German consumer panel in August 2007.

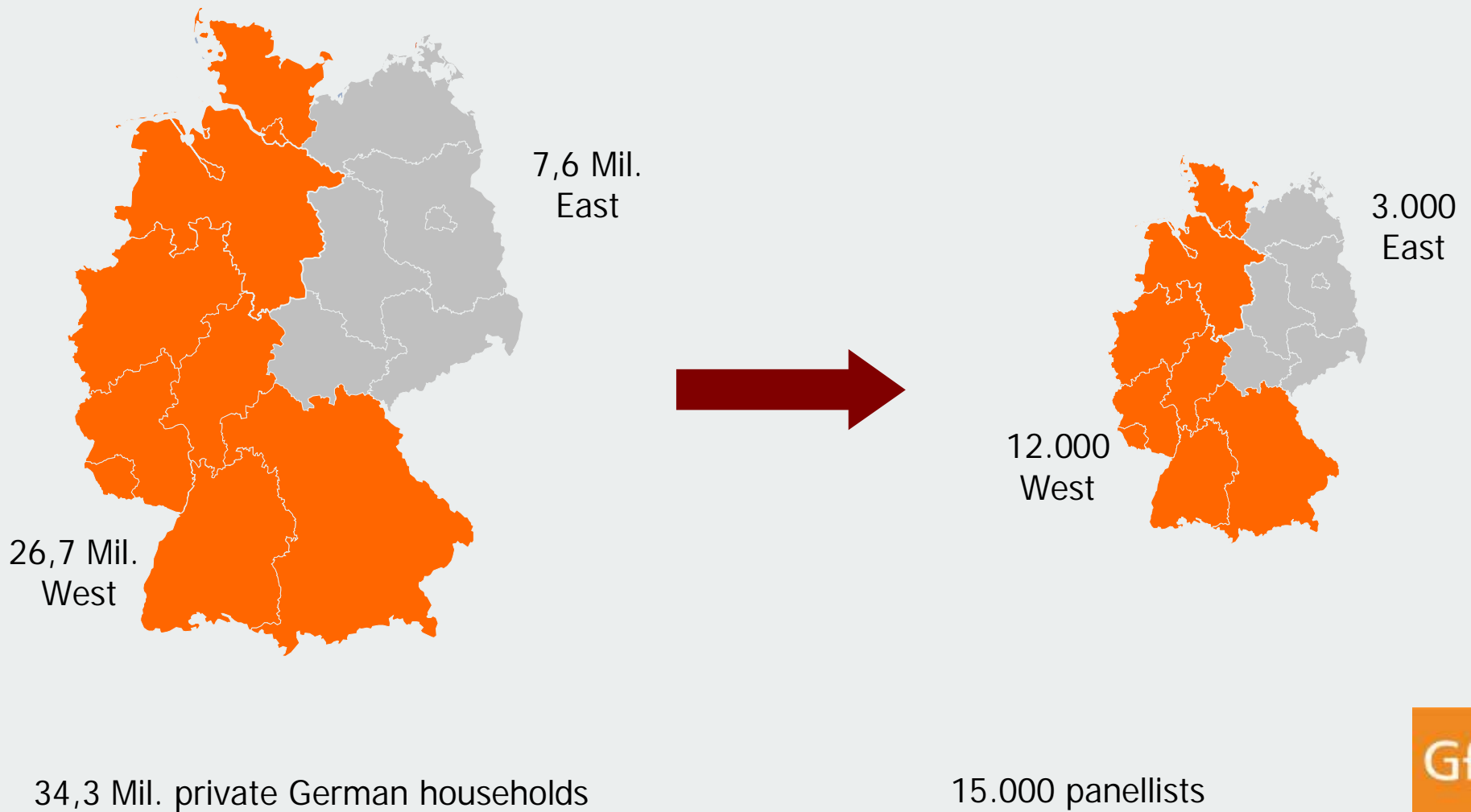
The information provided is based on ownership and acquisitions up to July 2007 reported by **15.000 representative German households**, thereof:

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

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

# Representativeness

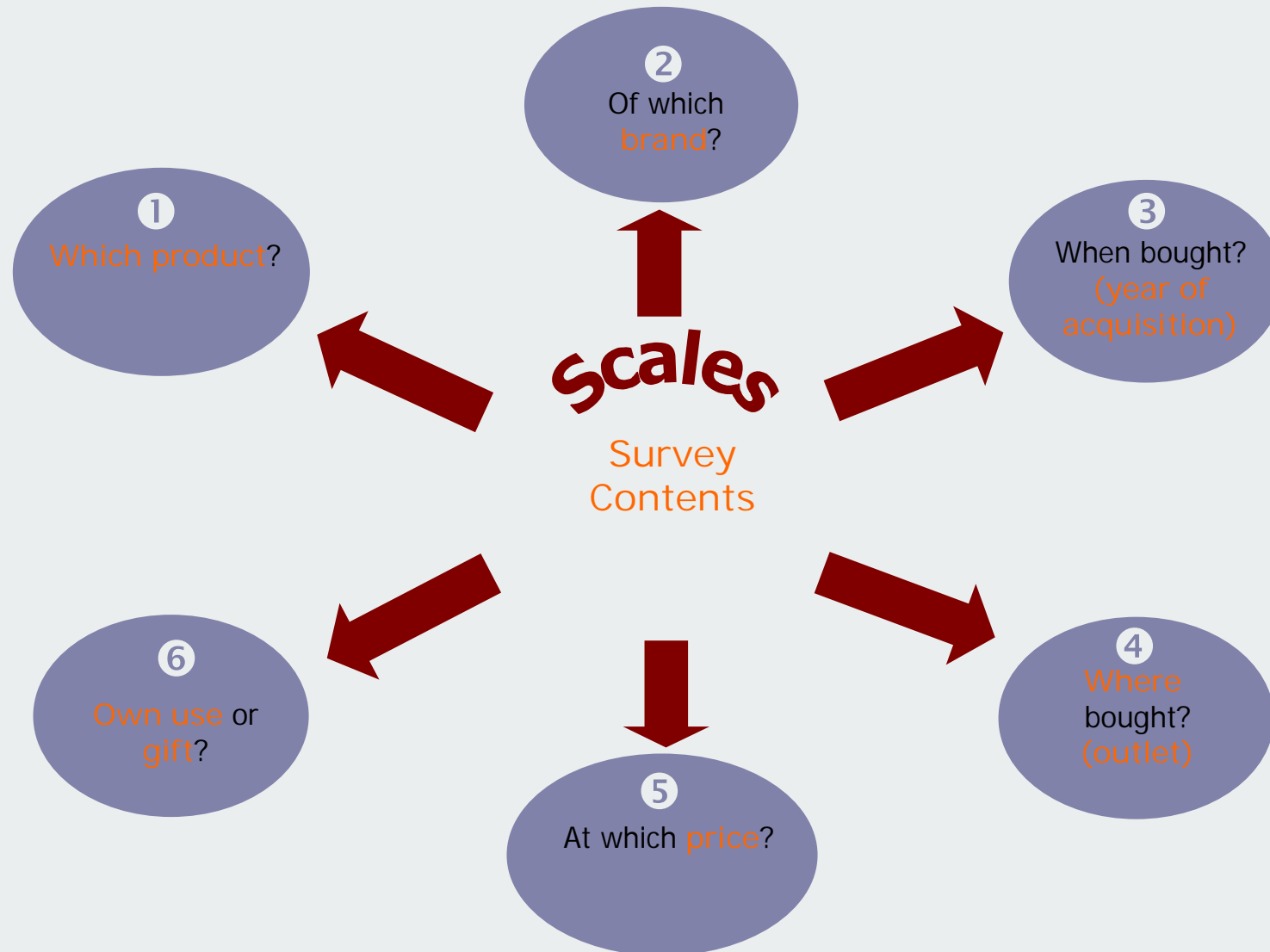
15.000 panellists represent 34.3 mil. households



# Questionnaire

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

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## Key information

5

- ➔ 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 ...

6

### 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 (type of material, w/ body fat measurement, w/ body water measurement, w/ muscle mass measurement, w/ ideal weight indicator, digital / analogue, type of power supply, scale classification)



### 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 ...

8

### 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.)
- Coffee shops (Tchibo)
- Internet
- Other outlets

# Results

9

- 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

Scales

EURO 5.150

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

## Date of delivery

2-3 working days after commissioning of order

## 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.

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

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