

CONSUMER ELECTRONICS MARKTINDEX DEUTSCHLAND (CEMIX)

Januar 2014 – September 2014

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Konsumentenmarkt (private Nachfrage)	Absatz in 1000 Stück			Durchschnittspreis in EURO (Konsumentenpreise incl. MwSt.)			Umsatz in Mio. EURO		
	Q1-Q3/2013	Q1-Q3/2014	+/-%	Q1-Q3/2013	Q1-Q3/2014	+/-%	Q1-Q3/2013	Q1-Q3/2014	+/-%
TV-Display Total	5,272	5,713	8.4%	613	561	-8.5%	3,232	3,203	-0.9%
- LCD-TV	5,127	5,607	9.4%	610	559	-8.3%	3,128	3,136	0.3%
- Plasma-TV	129	91	-29.8%	792	632	-20.2%	102	57	-44.0%
- sonstige TV-Geräte ¹⁾	16	15	-9.9%	139	661	377.0%	2	10	329.9%
Satellite/Set-Top-Boxen Total							342	284	-17.1%
- Sat.-Systeme analog + digital (inkl. HD)	54	46	-15.3%	64	69	7.5%	3	3	-8.9%
- Sat.-Antennen (separat)	494	509	3.1%	82	82	-0.5%	41	42	2.6%
- Set Top Boxen	2,835	2,545	-10.2%	105	94	-10.8%	298	239	-19.9%
Video Total							256	227	-11.2%
- DVD-Player ¹⁰⁾	1,628	1,557	-4.3%	85	76	-11.0%	139	118	-14.8%
- DVD-Recorder ⁸⁾	140	139	-0.2%	421	379	-10.0%	59	53	-10.2%
- DVD+VCR-Kombis ¹¹⁾	38	29	-24.5%	325	263	-19.3%	12	8	-39.1%
- Media Gateways	485	798	64.6%	95	61	-35.7%	46	49	5.7%
Camcorder ¹³⁾	468	441	-5.7%	285	277	-2.8%	133	122	-8.4%
Digital Cameras	4,011	2,992	-25.4%	260	270	3.7%	1,043	807	-22.6%
Wechselobjektive	1,336	1,138	-14.9%	309	321	4.0%	412	365	-11.5%
Digitale Bilderrahmen	278	191	-31.3%	66	68	2.7%	18	13	-29.4%
Home Audio Total							616	641	4.0%
- Einzelkomponenten Total ²⁾	463	455	-1.9%	379	377	-0.7%	176	171	-2.5%
- Home Cinema Systeme	277	215	-22.2%	363	350	-3.7%	101	75	-25.1%
- Sonstige Audio Home Systeme	774	865	11.8%	177	191	7.8%	137	165	20.5%
- Lautsprecher-Boxen	660	837	26.9%	308	274	-11.1%	203	229	12.8%

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Personal Audio Total							299	240	-19.8%
- MP3 Portable ⁹⁾	1,768	1,188	-32.8%	66	59	-10.3%	116	70	-39.7%
- Radiorecorder	1,001	992	-0.8%	51	51	-1.2%	51	50	-2.0%
- Sonstige Personal Audio Geräte ³⁾	2,273	2,159	-5.0%	58	55	-4.2%	131	119	-9.0%
Audio/Video Zubehör							300	363	21.2%
- Kopfhörer + Stereo Mobilfunkheadsets	7,905	8,068	2.1%	28	30	5.0%	222	238	7.2%
- Docking Lautsprecher	723	1,307	80.7%	108	96	-10.9%	78	125	61.1%
Auto-Multimedia (o.Erstausrüstung)							367	361	-1.8%
- Autoradios ⁴⁾	752	629	-16.4%	84	83	-0.9%	63	52	-17.1%
- Sonstige Auto-Multimediageräte ⁵⁾	177	148	-16.1%	165	165	0.0%	29	25	-16.2%
- Navigationsgeräte (Einbau+Portables)	1,654	1,634	-1.2%	156	164	5.2%	257	267	3.9%
- Auto-Lautsprecher	291	261	-10.2%	61	64	4.6%	18	17	-6.0%
Videogames Konsolen	1,070	1,254	17.2%	202	314	55.4%	216	394	82.2%
Unterhaltungselektronik Total							7,236	7,019	-3.0%
Telekommunikation Total ⁷⁾							6,006	6,227	3.7%
- Mobiltelefone	3,716	2,348	-36.8%	55	51	-7.2%	203	119	-41.4%
- Smartphones	15,509	16,628	7.2%	361	355	-1.5%	5,595	5,911	5.6%
- Schnurlose Telefone	3,186	3,028	-5.0%	54	54	0.3%	171	163	-4.7%
- Normaltelefone	313	303	-3.2%	86	89	3.9%	27	27	0.5%
- Telefax + Kombinationsgeräte	87	66	-24.1%	107	113	5.2%	9	7	-20.2%

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PCs Total ⁷⁾							3,857	4,248	10.1%
- Desktop PCs	894	1,149	28.6%	625	596	-4.8%	559	685	22.5%
- Notebooks	3,547	3,799	7.1%	602	597	-0.9%	2,136	2,268	6.2%
- Tablet PCs	3,528	4,393	24.5%	329	295	-10.4%	1,162	1,296	11.5%
IT-Peripherie Total ¹⁴⁾							631	700	10.9%
- Monitore	1,358	1,520	12.0%	189.15	185.31	-2.0%	257	282	9.7%
- Projektoren	91	136	49.0%	572.00	561.00	-1.9%	52	76	46.2%
- Drucker	478	492	3.0%	125.86	123.86	-1.6%	60	61	1.3%
- Flachbett-MFD	2,112	2,223	5.2%	114.89	118.20	2.9%	243	263	8.3%
- Scanner	145	131	-10.0%	134	141	4.8%	19	18	-5.6%
Recording Media Total ¹⁴⁾							764	768	0.6%
- CD-R Rohlinge	92,766	75,054	-19.1%	0.30	0.30	0.0%	28	23	-19.1%
- DVD Rohlinge	80,501	71,509	-11.2%	0.50	0.50	0.0%	40	36	-11.2%
- Memory Cards	14,257	14,894	4.5%	15.00	15.70	4.7%	214	234	9.3%
- USB Sticks	9,383	11,246	19.9%	12.30	11.90	-3.3%	115	134	16.0%
- Festplatten ¹²⁾	4,085	3,827	-6.3%	86.99	87.08	0.1%	355	333	-6.2%
- Sonstige Recording Media ⁶⁾	5,255	4,513	-14.1%	2.15	2.05	-4.5%	11	9	-18.0%
Informationstechnologie Total ¹⁴⁾							5,253	5,717	8.8%
Consumer Electronics Total							18,494	18,963	2.5%

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- 1) CRT-TV, port. TV, OLED
- 2) Tuner, Amplifier, Receiver, Cassettendecks, Plattenspieler, CD-Player/Recorder
- 3) Personal Stereo, Kofferradios, Uhrenradios, Cassettenrecorder, CD-Portables, MD-Portables, eBooks
- 4) inkl. CD-Packages, CD-Wechsler
- 5) Car Vision, Verstärker
- 6) Audio Cassetten, Video Cassetten, HD Recording Media
- 7) Konsumentenmarkt, Durchschnittspreise ohne Subventionen
- 8) inkl. High Definition Recorder
- 9) inkl. Digitaler Portabler Video Player
- 10) inkl. High Definition Player
- 11) inkl. Videokassettenrecorder
- 12) Externe Festplatten, Multimedia Festplatten, NAS-Systeme
- 13) Camcorder, Multimedia Cameras, Action Cams
- 14) Konsumentenmarkt