

CONSUMER ELECTRONICS MARKTINDEX DEUTSCHLAND (CEMIX)

Januar 2016 - September 2016

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Konsumentenmarkt (private Nachfrage)	Absatz in 1000 Stück			Durchschnittspreis in EURO (Konsumentenpreise incl. MwSt.)			Umsatz in Mio. EURO		
	Q1-Q3/2015	Q1-Q3/2016	+/-%	Q1-Q3/2015	Q1-Q3/2016	+/-%	Q1-Q3/2015	Q1-Q3/2016	+/-%
TV-Display Total	4,681	4,679	0.0%	568	573	0.9%	2,659	2,680	0.8%
- LCD-TV	4,662	4,651	-0.2%	566	563	-0.6%	2,639	2,618	-0.8%
- sonstige TV-Geräte ¹⁾	19	28	44.4%	1,014	2,231	120.0%	20	63	217.7%
Satellite/Set-Top-Boxen Total							245	197	-19.4%
- Sat.-Systeme/-Antennen	530	499	-5.8%	81	83	2.2%	43	41	-3.8%
- Set Top Boxen	2,146	1,918	-10.6%	94	81	-13.6%	202	156	-22.7%
Video Total							190	166	-12.2%
- DVD-Player/-Recorder	424	332	-21.7%	69	64	-7.4%	29	21	-27.5%
- Blu-ray-Player/-Recorder ⁸⁾	990	822	-17.0%	120	127	5.6%	119	104	-12.4%
- Media Gateways	794	582	-26.8%	53	71	35.1%	42	41	-1.0%
Camcorder ¹³⁾	540	484	-10.3%	283	273	-3.2%	153	132	-13.2%
Digital Cameras	2,420	1,770	-26.9%	324	369	14.0%	784	654	-16.6%
Wechselobjektive	563	485	-13.7%	478	480	0.6%	269	233	-13.2%
Digitale Bilderrahmen	143	105	-26.7%	67	72	8.4%	10	8	-20.6%
Home Audio Total							667	696	4.4%
- Einzelkomponenten Total ²⁾	386	366	-5.4%	352	384	8.9%	136	140	3.1%
- Home Cinema Systeme	177	103	-41.7%	334	354	5.9%	59	36	-38.3%
- Traditional Audio Home Systems ¹¹⁾	272	170	-37.3%	119	124	4.1%	32	21	-34.7%
- Connected Audio ¹²⁾	707	895	26.7%	244	257	5.2%	173	230	33.3%
- Lautsprecher-Boxen	907	872	-3.9%	294	308	4.7%	267	268	0.7%

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Personal Audio Total							241	221	-8.4%
- MP3 Portable ⁹⁾	1,000	701	-30.0%	65	62	-5.4%	65	43	-33.8%
- Radiorecorder	986	870	-11.8%	53	58	9.9%	52	51	-3.1%
- Sonstige Personal Audio Geräte ³⁾	2,169	2,004	-7.6%	57	63	11.2%	123	127	2.7%
Audio/Video Zubehör							428	484	13.2%
- Kopfhörer + Stereo Mobilfunkheadsets	7,850	8,036	2.4%	33	35	5.8%	257	279	8.3%
- Docking Lautsprecher	1,919	2,234	16.4%	89	92	3.7%	170	205	20.7%
Auto-Multimedia (ohne Erstausrüstung)							342	298	-13.0%
- Autoradios/-verstärker ⁴⁾	591	535	-9.5%	81	83	2.5%	48	44	-7.2%
- Car Vision ⁵⁾	109	100	-8.8%	179	178	-0.8%	20	18	-9.5%
- Navigationsgeräte (Einbau + Portabel)	1,608	1,311	-18.5%	162	169	4.5%	260	222	-14.8%
- Auto-Lautsprecher	228	212	-6.9%	64	65	1.9%	15	14	-5.2%
Videogames Konsolen	1,243	1,076	-13.4%	304	268	-11.8%	378	289	-23.6%
Unterhaltungselektronik Total							6,363	6,059	-4.8%
Telekommunikation Total ⁷⁾							7,029	7,214	2.6%
- Mobiltelefone	1,649	1,240	-24.8%	50	54	6.8%	83	67	-19.7%
- Smartphones	17,337	16,594	-4.3%	383	401	4.7%	6,642	6,658	0.3%
- Telefone ¹⁶⁾	3,100	3,620	16.8%	55	57	2.8%	171	206	20.0%
- Telefax + Kombinationsgeräte	58	55	-5.2%	117	109	-6.6%	7	6	-11.5%
- Core Wearables ¹⁰⁾	1,253	1,975	57.7%	101	140	39.4%	126	277	119.7%

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PCs Total ⁷⁾							3,796	3,423	-9.8%
- Desktop PCs	927	786	-15.2%	592	568	-4.1%	549	447	-18.6%
- Notebooks	3,576	3,245	-9.3%	602	622	3.4%	2,152	2,019	-6.1%
- Tablet PCs	4,085	3,300	-19.2%	268	290	8.2%	1,095	957	-12.6%
IT-Peripherie Total ¹⁵⁾							677	706	4.4%
- Monitore	1,449	1,487	2.6%	201	217	7.6%	292	322	10.5%
- Projektoren	97	115	18.3%	572	596	4.4%	56	69	23.4%
- Drucker	469	483	3.0%	114	114	0.0%	54	55	3.0%
- Flachbett-MFD	2,224	2,133	-4.1%	117	114	-2.1%	260	244	-6.1%
- Scanner	111	106	-5.1%	146	154	6.1%	16	16	0.6%
Recording Media Total ¹⁵⁾							742	691	-6.9%
- CD-R Rohlinge	59,048	52,998	-10.2%	0.30	0.30	0.0%	18	16	-10.2%
- DVD Rohlinge	56,686	45,278	-20.1%	0.50	0.50	0.0%	28	23	-20.1%
- Memory Cards	15,450	15,201	-1.6%	15.40	14.80	-3.9%	238	225	-5.5%
- USB Sticks	11,042	11,838	7.2%	11.31	10.83	-4.2%	125	128	2.7%
- Festplatten ¹⁴⁾	3,517	3,051	-13.3%	92.79	96.35	3.8%	326	294	-9.9%
- Sonstige Recording Media ⁶⁾	3,116	2,967	-4.8%	2.13	1.80	-15.6%	7	5	-19.6%
Informationstechnologie Total ¹⁵⁾							5,215	4,820	-7.6%
Consumer Electronics Total							18,607	18,093	-2.8%

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- 1) OLED, port. TV
- 2) Tuner, Amplifier, Receiver, Cassettendecks, Plattenspieler, CD-Player/Recorder
- 3) Kofferradios, Uhrenradios, CD-Portables, MD-Portables, eBooks
- 4) inkl. CD-Packages, CD-Wechsler, Auto-Verstärker
- 5) Car Vision (exkl. Auto-Verstärker)
- 6) Video Cassetten, HD Recording Media
- 7) Konsumentenmarkt, Durchschnittspreise ohne Subventionen
- 8) inkl. Blu-ray-UHD-Player/-Recorder
- 9) inkl. Digitaler Portabler Video Player
- 10) inkl. Smart Watches (ohne SIM), Smart Glasses (ohne SIM), Health & Fitness Trackers, Wrist Sport Computers, Connected Watches und Locators; Earables (Smart Headsets) sind im Segment „Kopfhörer + Stereo Mobilfunkheadsets“ und Smart Watches mit SIM-Karte im Segment „Smartphones“ enthalten
- 11) Traditionelle Micro- / Mini- / All-In-One-Anlagen
- 12) Connected Audio Home Systems und Network-Music-System-Komponenten (Multi-Room)
- 13) Camcorder, Multimedia Cameras, Action Cams
- 14) Externe Festplatten, Multimedia Festplatten, NAS-Systeme
- 15) Konsumentenmarkt
- 16) inkl. Single Handsets ab Januar 2016