

With 19% of all Technical Consumer Goods (TCG), this year, Europe now leads No. America (18%) in the global market.

European sales went up to US$131 billion (2% more than 2008), while No. America declined 12%.

The combined market for mobile phones, TVs and PCs hits US$681 billion WW but the financial crisis causes **2% drop** compared to 2008 (which was up 12% from 2007)

Impressive climbing in Japan (+19%), **dramatic decline in Eastern Europe (- 36%)** are evident in this GfK report based on reports from 400,000+ retailers WW.

Sales of LCD TVs reach 145m in 2009 compared to 108m in 2008, says GfK Retail and Technology in this first report from their WW database for IT, Telco and CE.

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