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Consumer Sentiment on the Rise: Stimulate Sales on POS Now

The prospects for a stable government in Germany are increasing, and as a result, consumer confidence is improving, as confirmed by the HDE Consumer Barometer. In February 2025, the mood of financial market experts surveyed by the Leibniz Center for European Economic Research (ZEW) also brightened significantly. The current increase is the strongest in the index over the past two years. GfK (Society for Consumer Research) also reports slightly improved economic expectations. „The backlog of spending and the investment anxiety on the consumer side are slowly but surely dissolving. Consumers are eager to spend again, and the mood is rising. For retail at the POS, this means using strong communication media to set purchase-driving impulses and transform buying intentions into actual sales,“ explains Werner Vogt, Managing Director of Permaplay Media Solutions, describing the current situation.



Specialized POS media, which Permaplay Media Solutions has been designing and implementing for retail and industrial clients for many years, play a particularly promising key role in converting purchasing enthusiasm into real sales. The experienced company, based in Baden-Baden, offers retailers various all-inclusive POS media packages, including a complete network-compatible display device series and the Permaplay Network Signage for centralized content management, control via the Internet (LAN/WLAN), and monitoring of screens through central software. „We can also supply our special sales-promoting media, even at short notice, to anyone who wants to take advantage of the brighter consumer sentiment for strong POS sales. Spring is coming to the POS, let your sales flourish,“ says Werner Vogt.