



An NIQ  
Company

# State of consumer technology and durables sales tracker

Weekly trends and insights for  
the tech and durables market

Edition 197

Week 11 of 2024

Powered by **gfknewron**

# Simplify your data analysis journey

Quick, comprehensive, and accessible business insights



## > About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

Japan

Brazil

China

In an era where market fluctuations are the norm, having a finger on the pulse of weekly changes is crucial. **gfknewron** offers more than just data; it provides clarity and direction in a sea of information so you can act based on the most current facts.

Accessible across your entire organization, **gfknewron** is a single point of truth for business-critical data. It distills complex market, consumer, and brand intelligence into a clear view of your performance within the market ensuring your strategies are robust and resilient.

**gfknewron** empowers you to transform insights into profitable actions, craft winning plans with confidence, and turn potential challenges into opportunities for growth.



**Get instant access to crucial data** to empower your decisions.



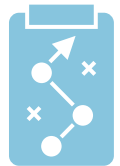
**Ready to revolutionize the way you work with market intelligence?**



**Use AI-powered recommendations** to guide you through market complexities.



Simply [log in](#) to the platform, or [request access](#) today to start transforming insights into action.



**Create forecasts and simulations** to predict market trends and optimize your business strategy.



- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing potential, build the right strategies and optimize revenue

# Fact of the Week

IT products confirm the growth established during the pandemic ...



... while conventional must-have electronics per household/individual face challenges.

About **gfknewron**

> Fact of the week

Germany

Great Britain

France

Italy

Spain

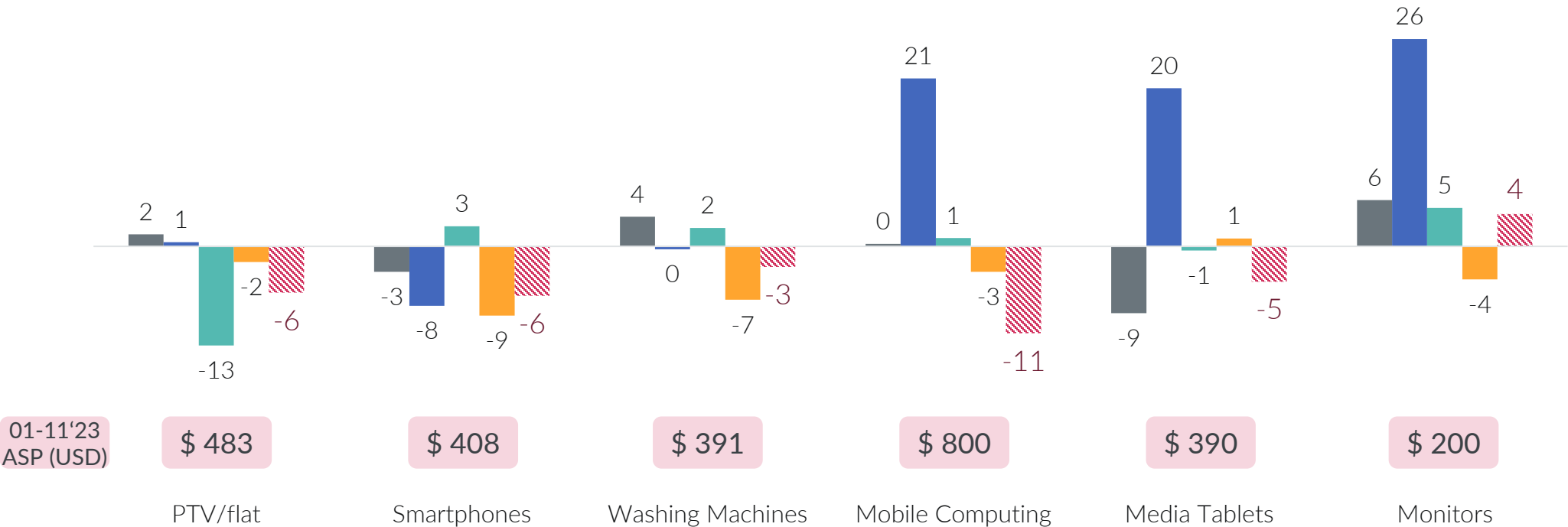
Japan

Brazil

China

Global (excl. NA), B2C (Retailer), TCG Major Categories, Sales Unit Growth YoY %

■ 2019 CY ■ 2020 CY ■ 2021 CY ■ 2022 CY ■ Jan-Nov 2023



Source : GfK Market Intelligence, Sales Tracking; Panelmarket, Global excl. NA, Sales Unit, Price USD

# Weekly retail insights from the Point of Sale

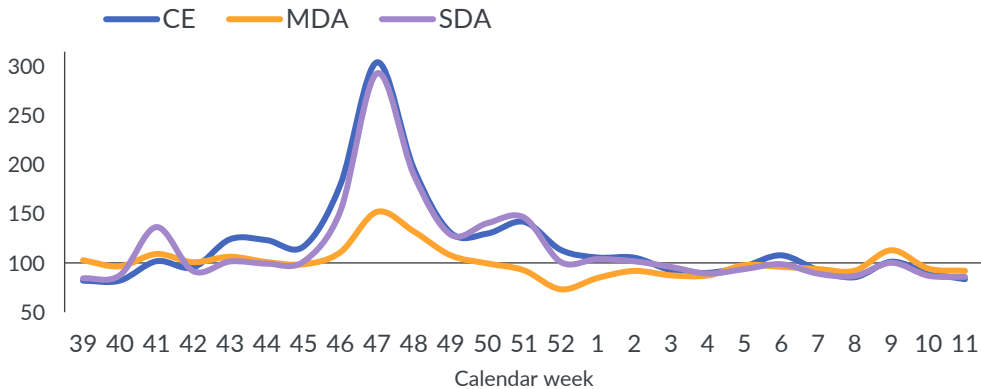
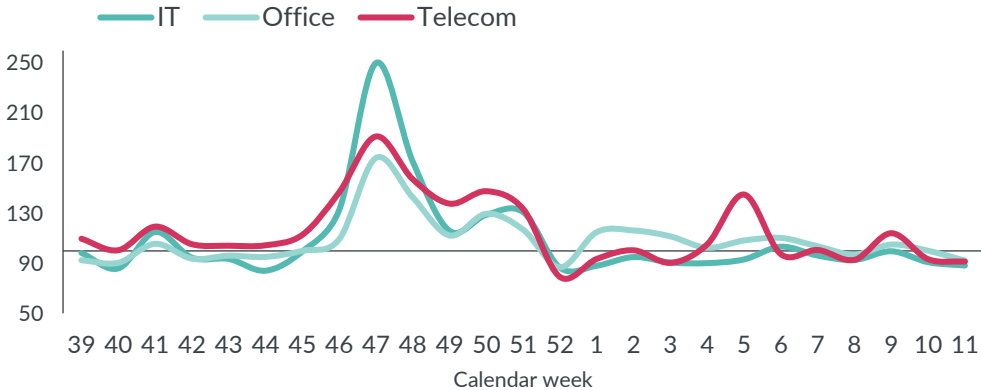
## Spotlight on Germany



- About **gfknewron**
- Fact of the week
- > Germany**
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

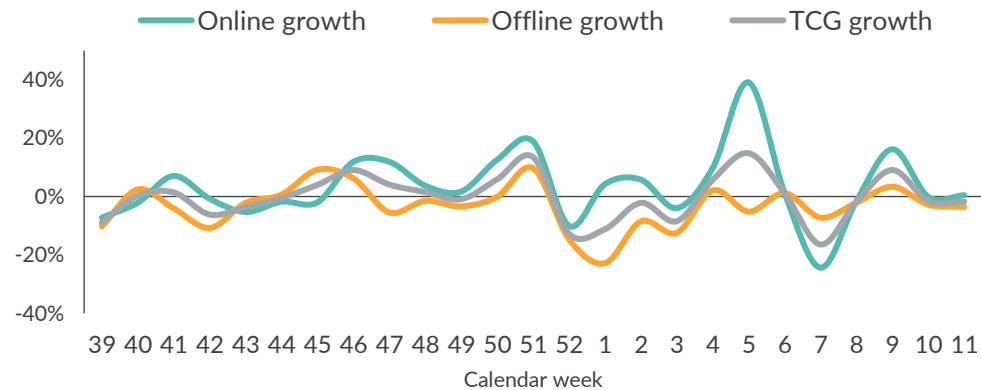
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

Index: 2023 average weekly turnover in EUR = 100



Please note: Below lines depict the sales growth rate vs same week of previous year.

Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 – Mar 17)



- Traditional retail dropped by 4%. Combined with flat online sales this led to a small decrease of 2% for the total TCG market.
- Except for monitors at +7%, all other IT/Office products delivered negative trends, ranging between -7% for laser printers to -15% for mobile computing. Smartphones experienced a value increase of 2%.
- While audio home systems were almost stable, at +0.8%, TVs and soundbars posted negative trends, at -9% and -14% respectively. In week 11, MDAs/SDAs delivered a mixed picture, ranging from +12% for shavers to -20% for air treatment. Vacuum cleaners were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 11 2024; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), monitors – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix.

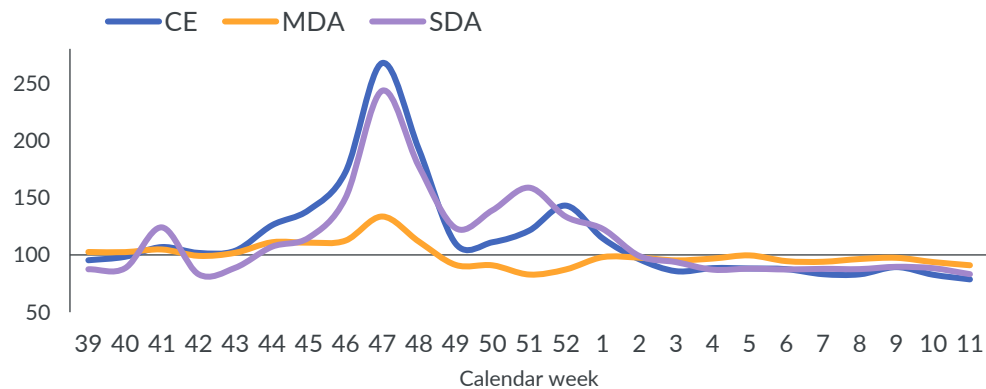
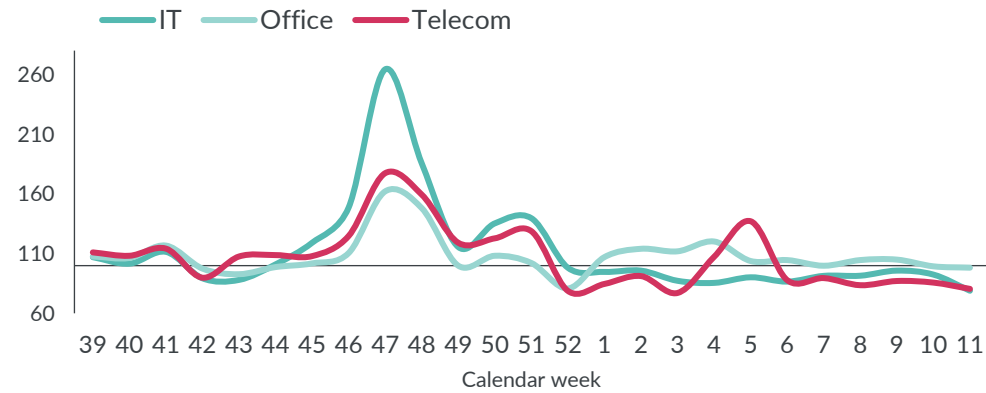
# Weekly retail insights from the Point of Sale

## Spotlight on Great Britain

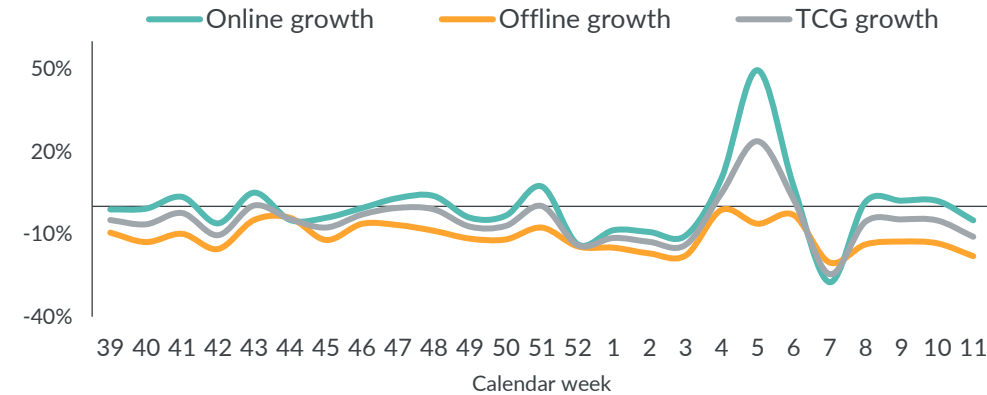


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain**
- France
- Italy
- Spain
- Japan
- Brazil
- China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 - Mar 17)



- Deceleration of traditional retail (-18%) dragged the total TCG market down by -11%. Online sales at -5% added to it.
- IT/Office products were led by laser printers, at +22%. Mice at +14% claimed second place. Media tablets and mobile computing marked the other end of the scale, at -30% and -13%. Smartphones declined at -13%.
- Except for washing machines at +2%, all other MDA/SDA/CE products delivered negative trends with audio home systems out in front at -29%, soundbars declining by 20%, and vacuum cleaners posting -13%. Food preparation was flat at -0.2%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 11 2024; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

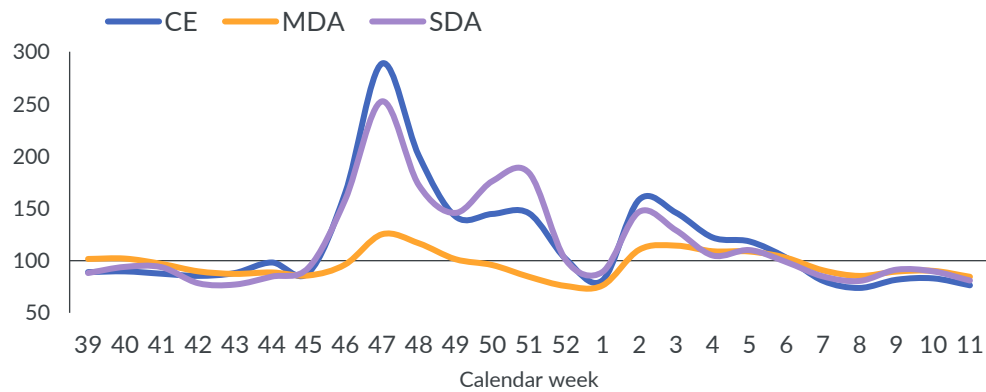
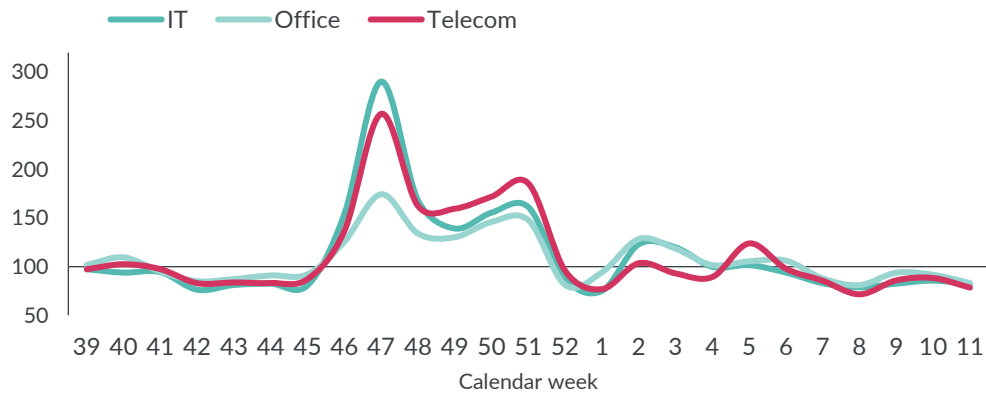
# Weekly retail insights from the Point of Sale

## Spotlight on France

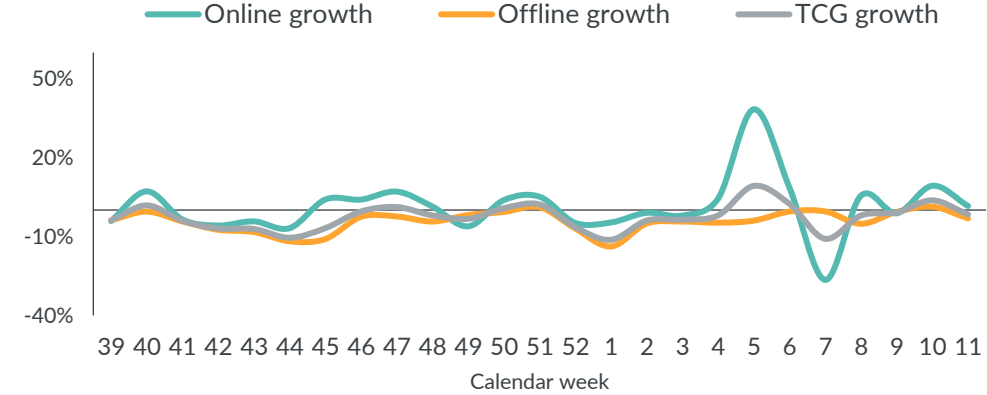


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- > France
- Italy
- Spain
- Japan
- Brazil
- China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 - Mar 17)



- Online sales (+2%) and traditional retail (-3%) delivered an opposing development to each other, which resulted in a decline of 2% for the total TCG market.
- A mixed picture for IT/Office products saw laser printers out in front at +17%, monitors claimed second place at +12%, and inkjet printers came in last at -15%. Smartphones posted a plus of 2%.
- In week 11, dental care stood out in MDA/SDA products at -13%. All others delivered slight rises and falls below 10%. Audio home systems and soundbars decreased by 11%, while TVs lost just 3%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 - 11 2024; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets, monitors, pointing devices - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

# Weekly retail insights from the Point of Sale

## Spotlight on Italy



About **gfknewron**

Fact of the week

Germany

Great Britain

France



Italy

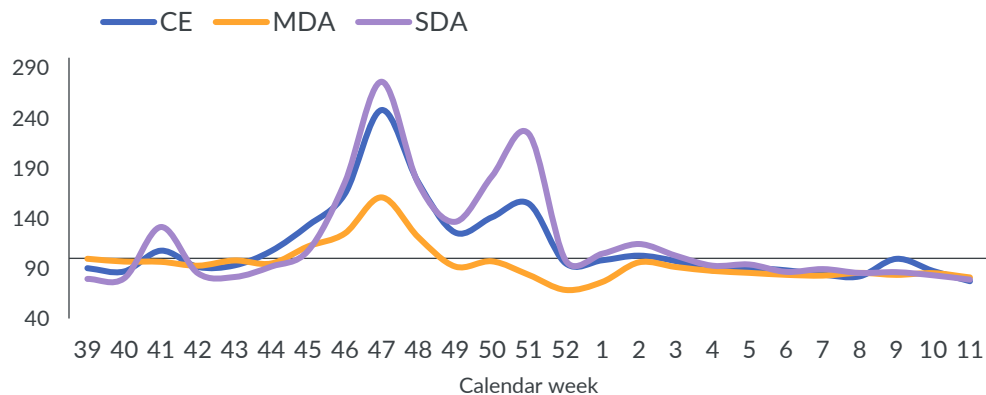
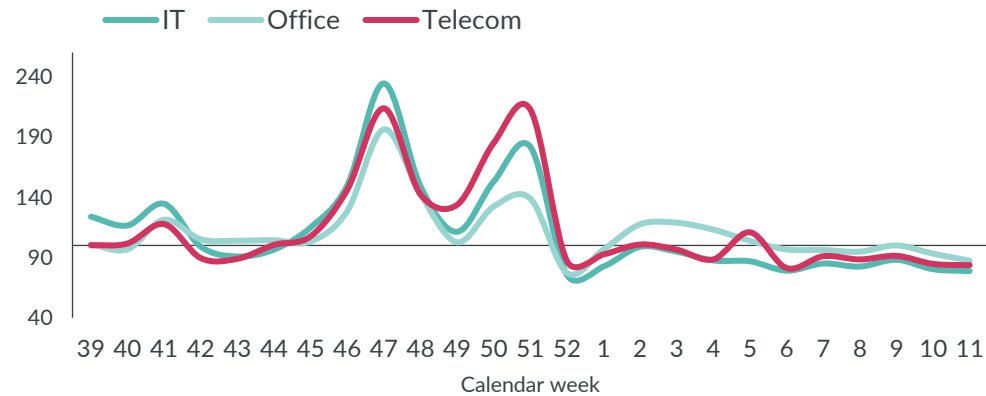
Spain

Japan

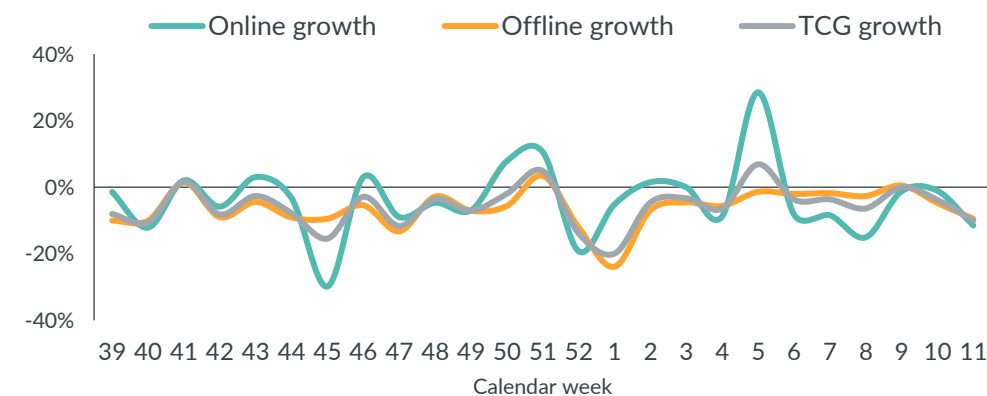
Brazil

China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 - Mar 17)



- Similar rates of -9% for traditional retail and -11% for online sales dragged the total TCG market down by 10%.
- All IT/Office and telecom products experienced solid negative trends, ranging from -10% for laser printers to -35% for mobile computing. Smartphones declined by 4%.
- In week 11, air treatment took the lead at +28%. The other MDA and SDA categories ranged from +11% for hot beverage makers to -13% for cooling. Food preparation was flat. While audio home systems lost 30%, TVs were less negative, at -13%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 - 11 2024; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

# Weekly retail insights from the Point of Sale

## Spotlight on Spain



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

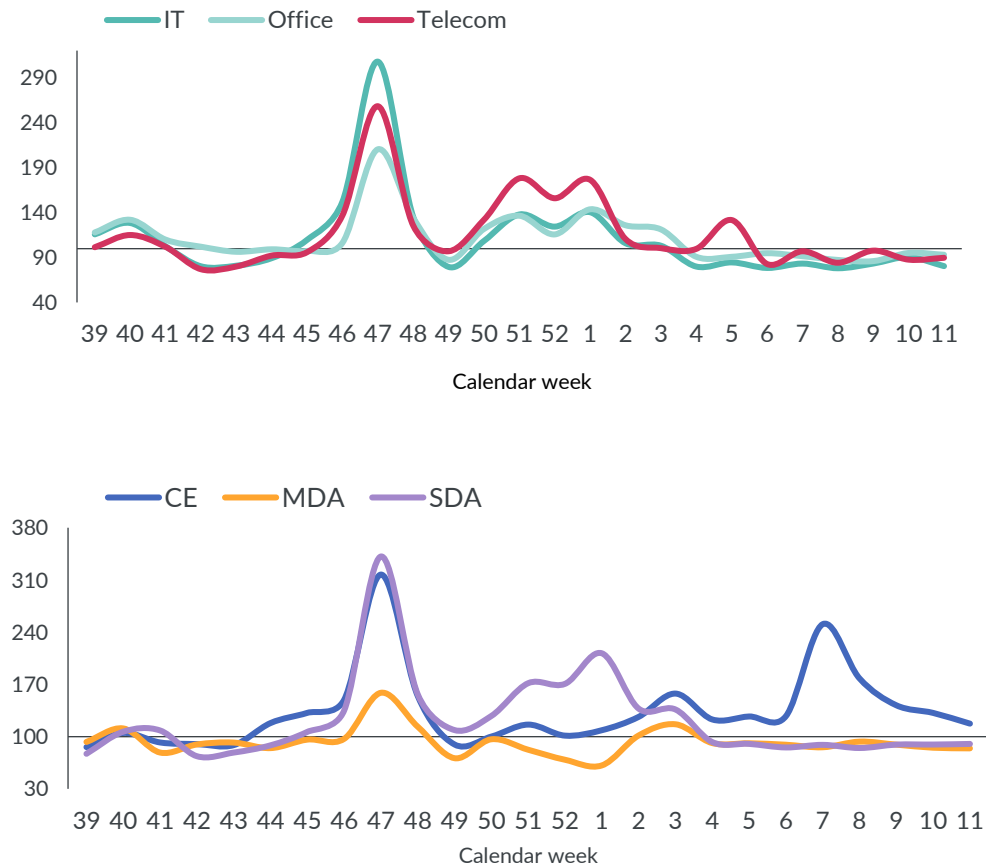
➤ Spain

Japan

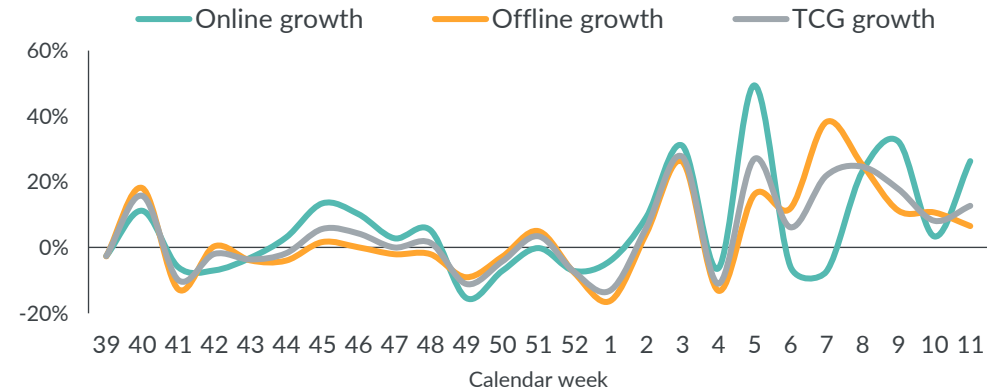
Brazil

China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 11 (Mar 11 - Mar 17)



- While traditional retail showed a plus of 7%, online sales caught up from its poor dynamics in week 10 (+3%) and posted a plus of 26%, leading to +13% for the total TCG market.
- As in past weeks, PTV led the growth, at +45%, while audio home systems at -32% were the worst-performing product group. MDAs were down by 8% but SDAs posted double-digit growth except for shavers at -17%.
- Except for mobile computing at a flat -0.3%, all other IT/Office products experienced clear positive trends, ranging from +2% for inkjet printers to +14% for media tablets. Smartphones posted remarkable +20%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 - 11 2024 (no comparability with 2019); Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

# Weekly retail insights from the Point of Sale

## Spotlight on Japan



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

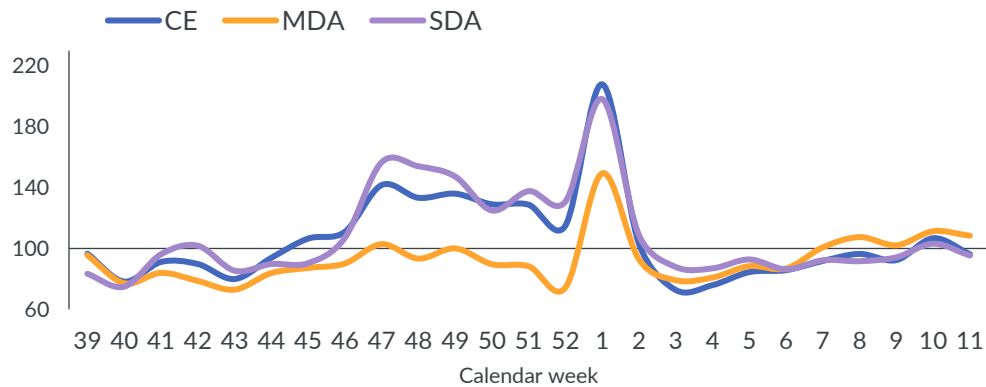
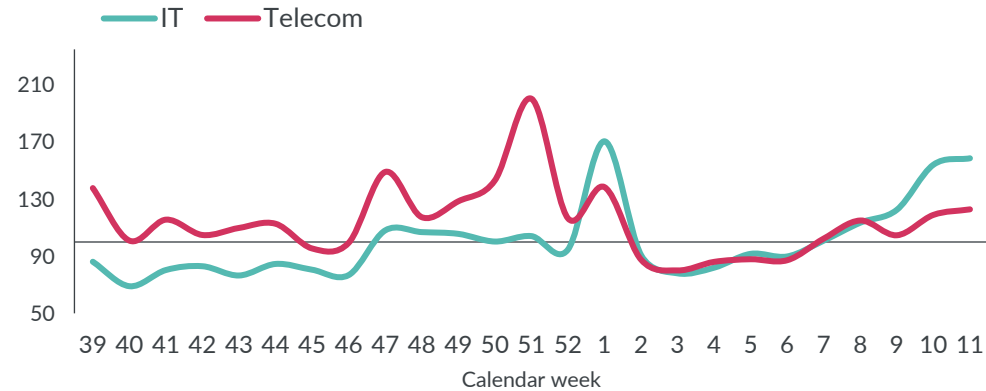
Spain

> Japan

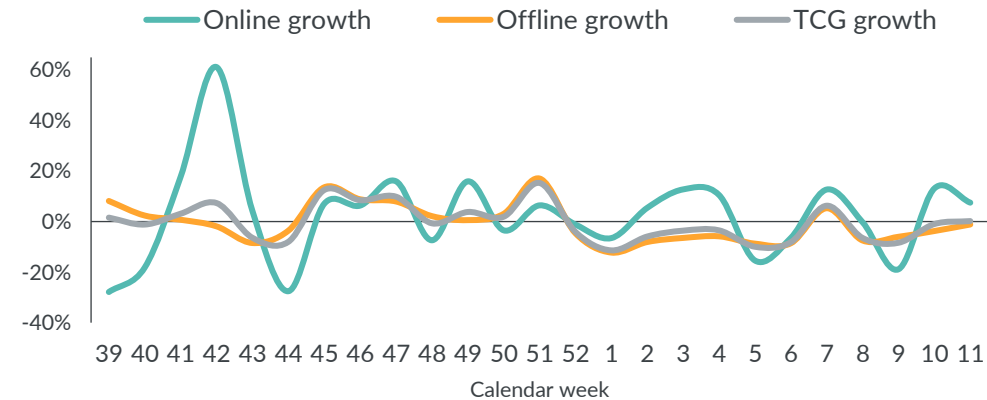
Brazil

China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 – Mar 17)



- Traditional retail at -1% led to flat total TCG market. Online sales – due to its small share – was not able to turn this into a positive trend although the increase was 8%.
- While mobile computing increased by 3%, media tablets decelerated by -9%. Smartphones lagged at -0.6%. Headsets experienced a solid growth of 25%.
- Overall positive trends for SDA products saw dental care in the lead at +15% and hot beverage makers with the smallest increase (+3%). Only air treatment lagged at -9%. MDAs posted -4%. In CE, soundbars declined by 2% while TVs gained 1%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 11 2024; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

# Weekly retail insights from the Point of Sale

## Spotlight on Brazil



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

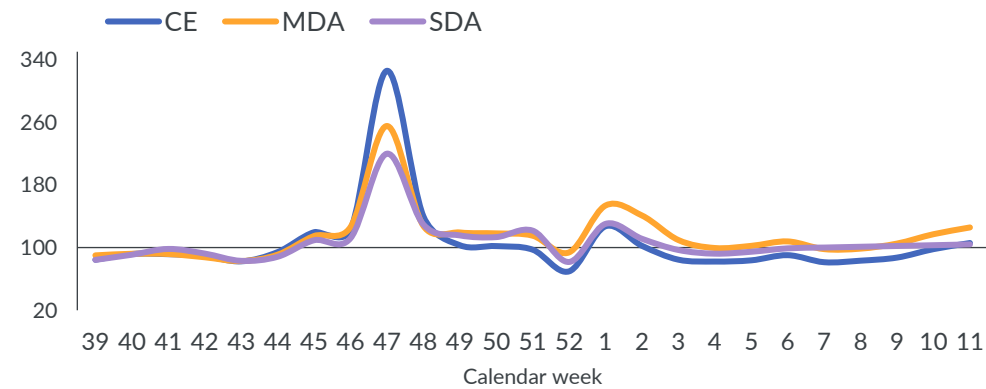
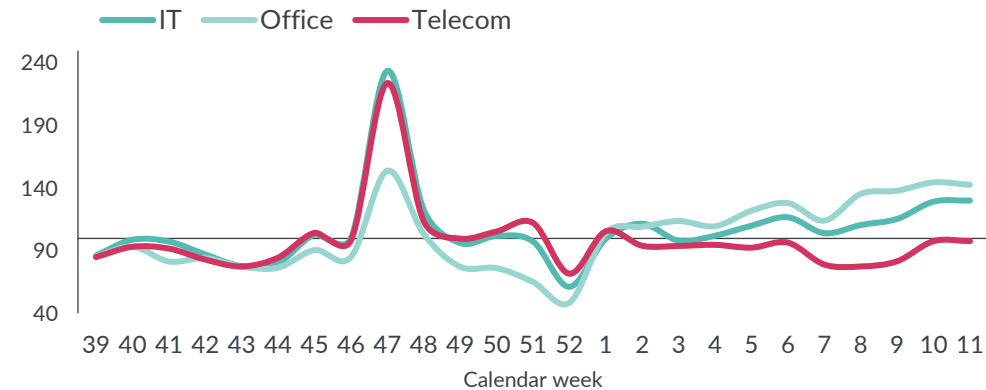
Spain

Japan

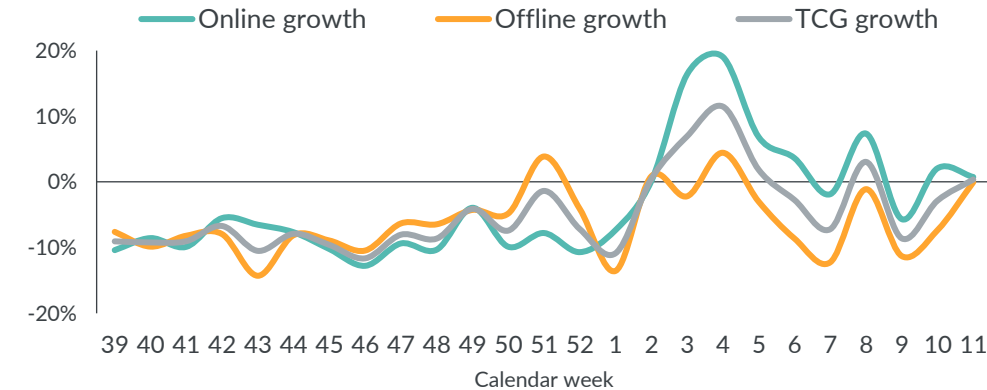
➤ Brazil

China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



### Key take aways in calendar week 11 (Mar 11 – Mar 17)



- Close trends of +1% for online sales and a flat traditional retail led to a flat total TCG market in Brazil.
- Media tablets at +18% were the best-performing category in week 11. Only desk computers (+6%) claimed growth as well. All other IT/Office categories posted negative trends, with laser printers at -13%. Smartphones slumped at -11%.
- Among MDA/SDA/CE products, only audio home systems (-11%) delivered negative trends. At +24%, cooling took the lead. Washing machines were next at +15%. TVs posted a moderate +4%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 11 2024; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

# Weekly retail insights from the Point of Sale

## Spotlight on China



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

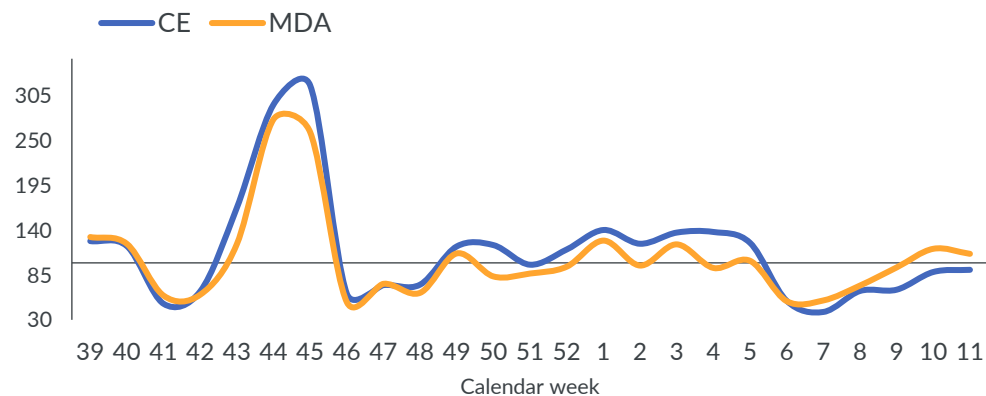
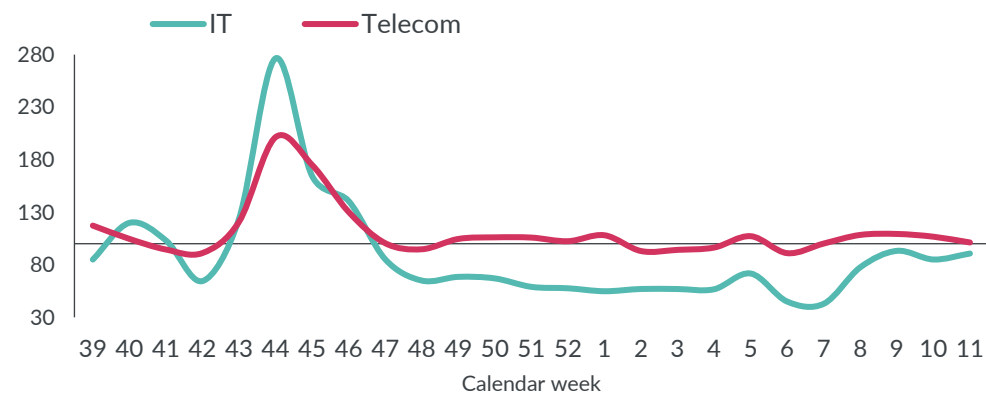
Spain

Japan

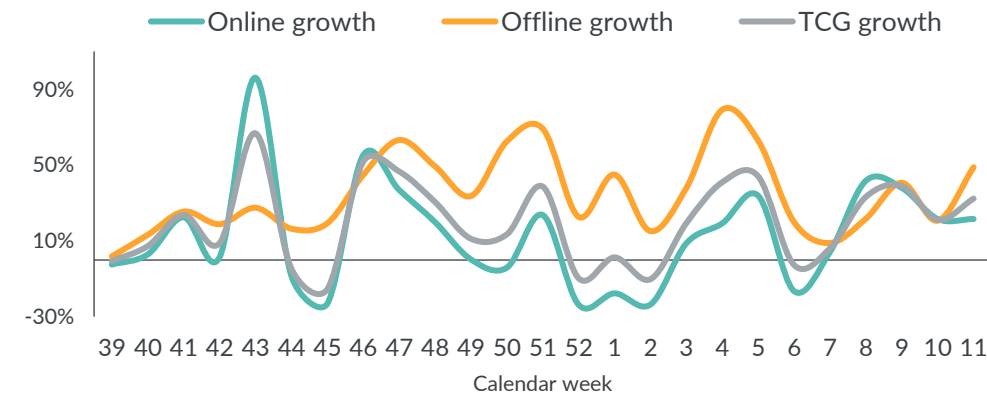
Brazil

➤ China

Index: 2023 average weekly turnover in EUR = 100\*



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %\*\*



### Key take aways in calendar week 11 (Mar 11 – Mar 17)



- An impressive uplift for traditional retail (+49%) took the total TCG market to a plus of 32%. Online sales at +22% added to it.
- Smartphones at +50% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing delivered a minus of 11%.
- Washing machines and cooling delivered slight losses of -3% and -0.6%. TVs lagged at -6%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 11 2024; Technical consumer goods include: Telecom: Smartphones – IT: Mobile computing – Consumer Electronics (CE): TVs – Major domestic appliances (MDA): Cooling and washing machines; Value is in EUR NSP (non-subsidized price) fix. \*Office and SDA weekly extrapolated not audited in China. \*\*Traditional sales represent cities belonging to the higher tiers.



An NIQ  
Company

**Received  
this from a  
colleague?**

**Register now** to get  
this weekly report  
delivered direct  
to you.