



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 198

Week 12 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.

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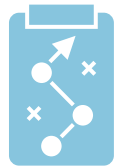
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- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing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

Fact of the Week

Spherical lenses were the driver of value growth.



About **gfknewron**

Contact Lenses | Segment (Type) | Sales Value Share & Growth (USD Fix) % | FY 2023

Strong beauty lens volume growth driven by the reopening year in China vs 2022 lockdown.

> Fact of the week

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Italy

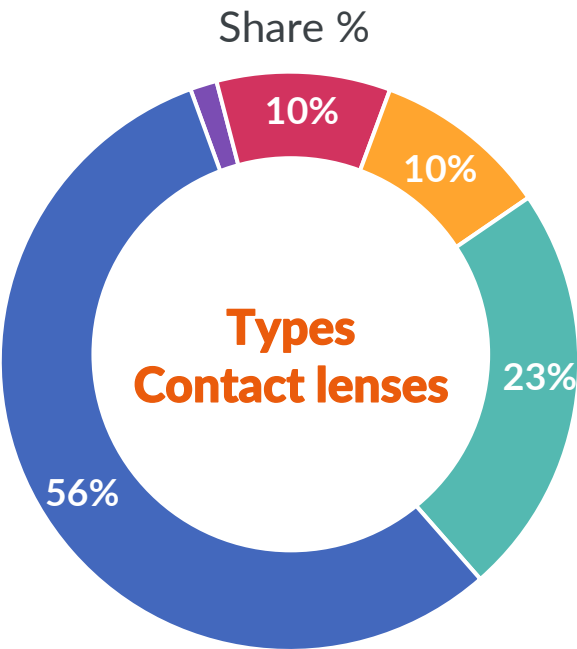
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Japan

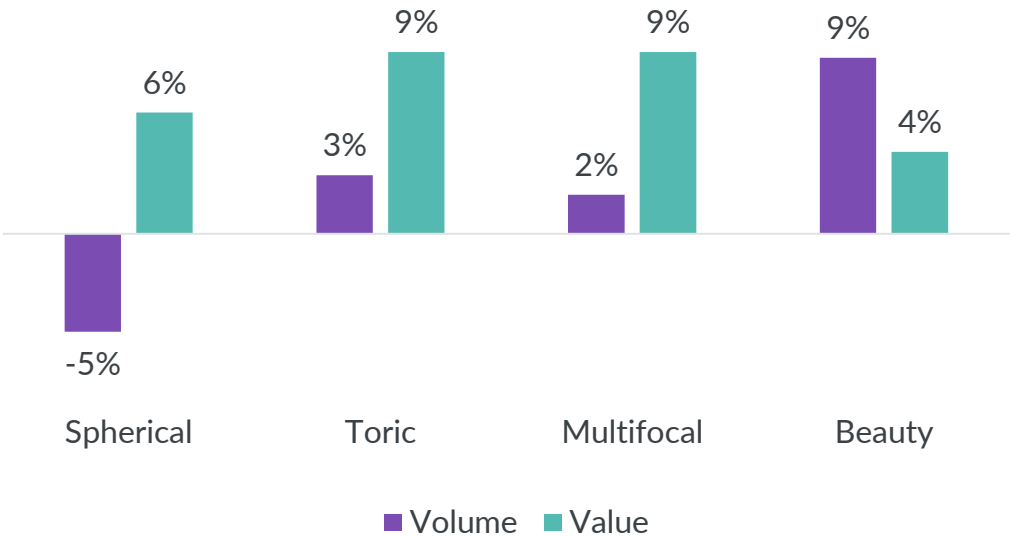
Brazil

China

- Hard lenses
- Beauty lenses
- Multifocal lenses
- Toric lenses
- Spherical lenses



Growth Rate 2023 vs PY %



Weekly retail insights from the Point of Sale

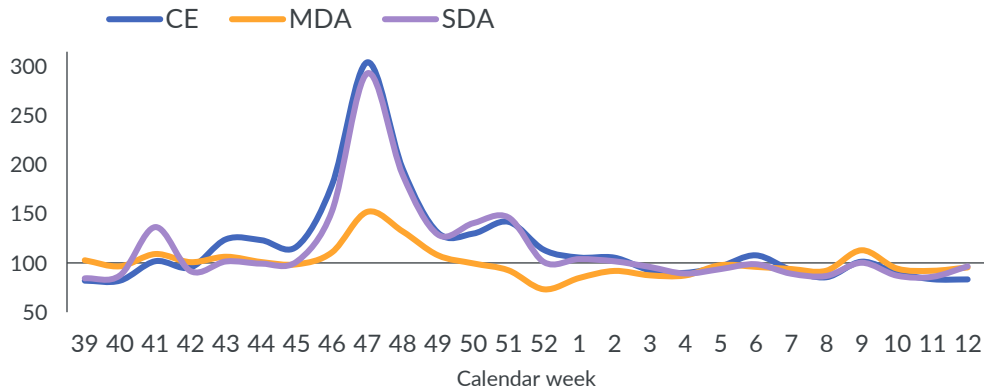
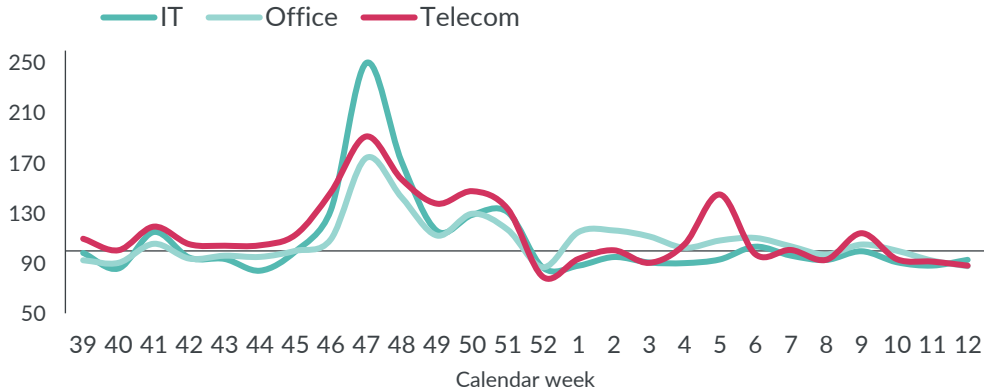
Spotlight on Germany



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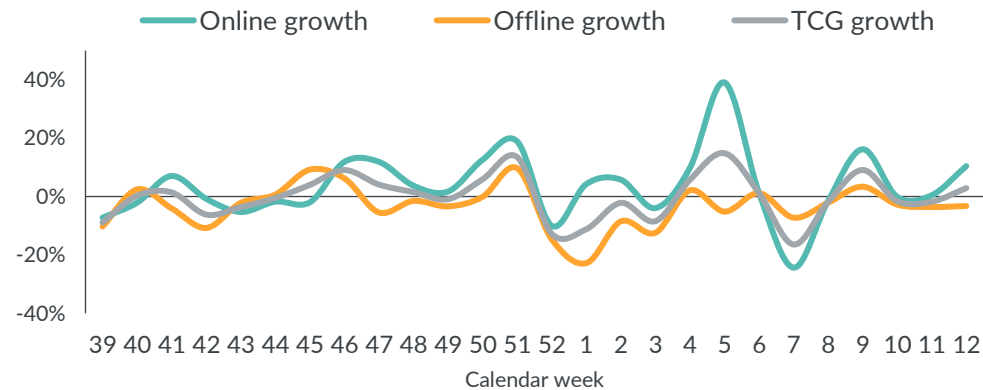
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 12 (Mar 18 – Mar 24)



- Traditional retail dropped by 3%. Combined with online sales at +10% this led to a small increase of 3% for the total TCG market.
- Except for monitors at +9%, all other IT/Office products delivered negative trends, ranging from between -5% for inkjet printers to -16% for laser printers. Smartphones experienced a value increase of 7%.
- Within CE categories, audio home systems saw quite an uplift, at +22%, while TVs decreased at -9%. All SDAs and washing machines posted double-digit growth except for air treatment at -19% and cooling at -5%. Shavers at +32% and dental care at +31% led the SDAs.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 12 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.

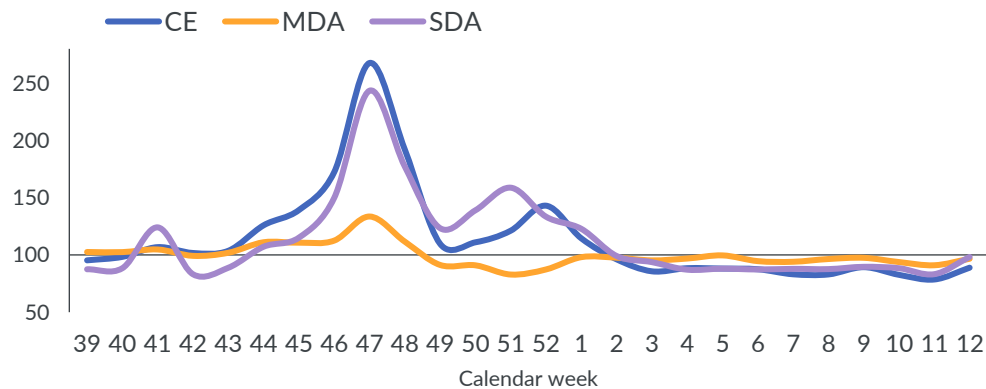
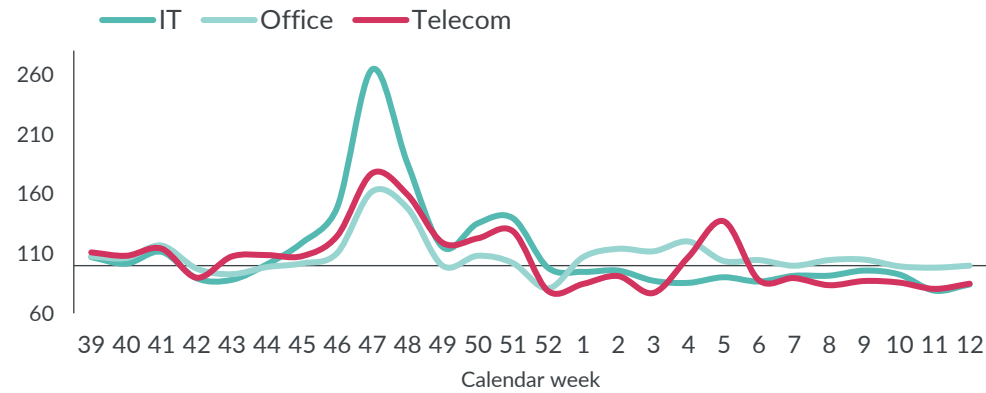
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

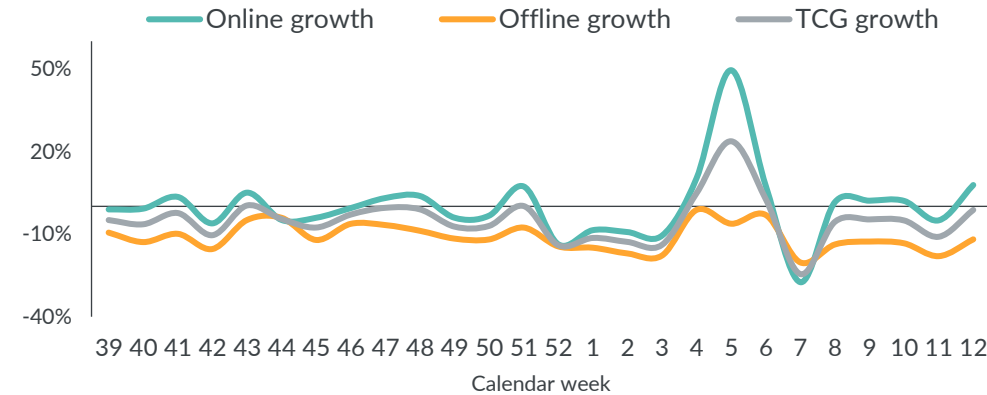


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 12 (Mar 18 – Mar 24)



- Deceleration of traditional retail (-12%) dragged the total TCG market down by -1%. Online sales at +8% were unable to compensate.
- IT/Office products were led by peripherals. Keyboards grew at +23% and mice at +40%. Media tablets marked the other end of the scale, at -23%. Smartphones decelerated at -4%.
- Shavers (+12%) and hot beverage makers (+18%) were the best-performing categories within MDA and SDA. All others grew or declined moderately. TVs and washing machines were flat. Audio home systems experienced a small drop of only 1%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 12 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

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Italy

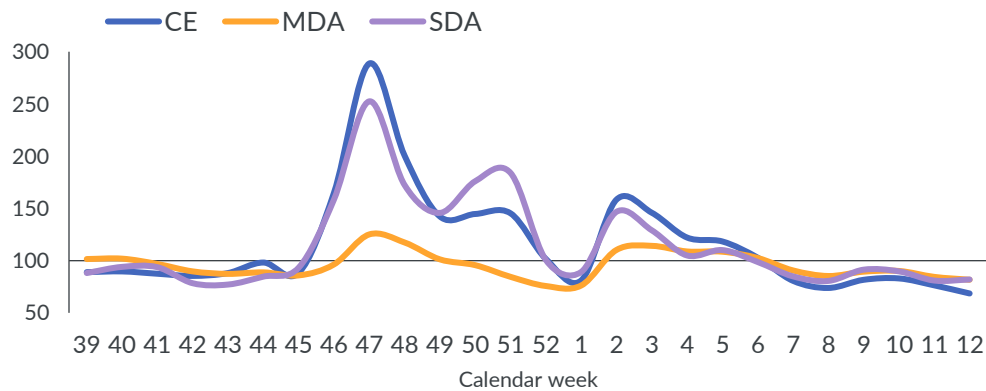
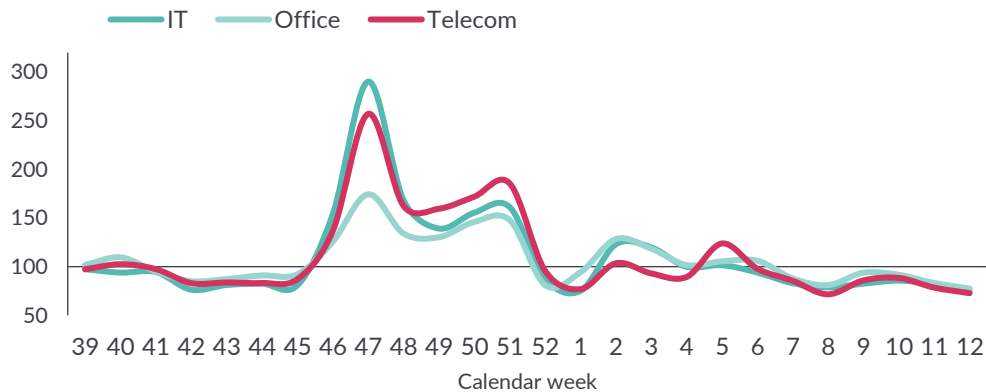
Spain

Japan

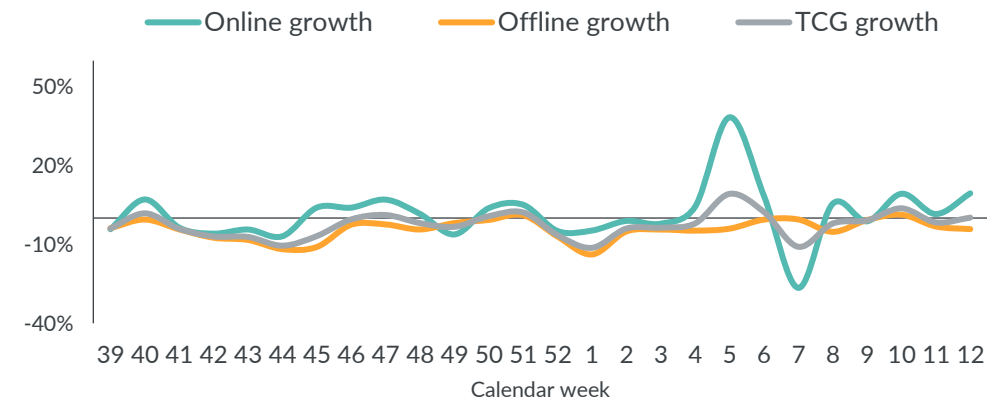
Brazil

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 12 (Mar 18 – Mar 24)



- Rates of +9% for online sales and -4% for traditional retail led to a flat TCG market.
- While monitors at +16%, keyboards at +17%, and mice at +21% delivered good results, inkjet printers at -13% and desk computing at -14% brought up the rear in week 12. Smartphones posted a slight loss of 1%.
- CE products delivered negative results throughout in week 12, with TVs posting -8%. MDAs and SDAs showed a mixed picture with rates ranging from -31% for air treatment to +26% for vacuum cleaners.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 12 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

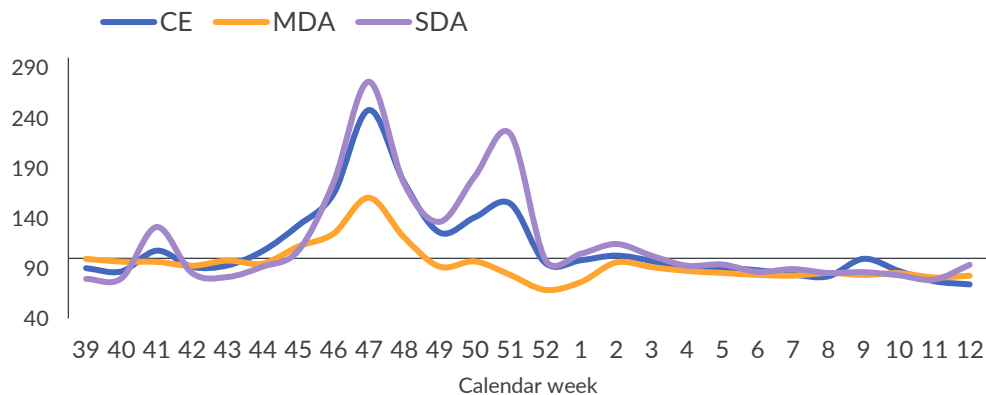
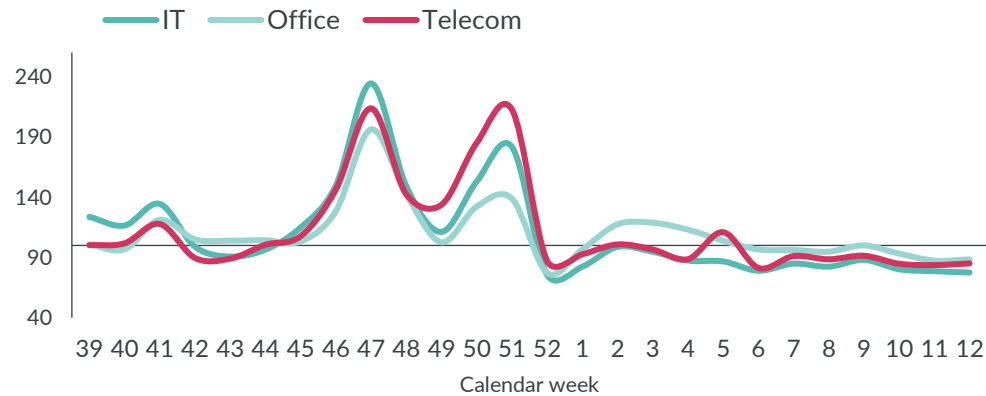
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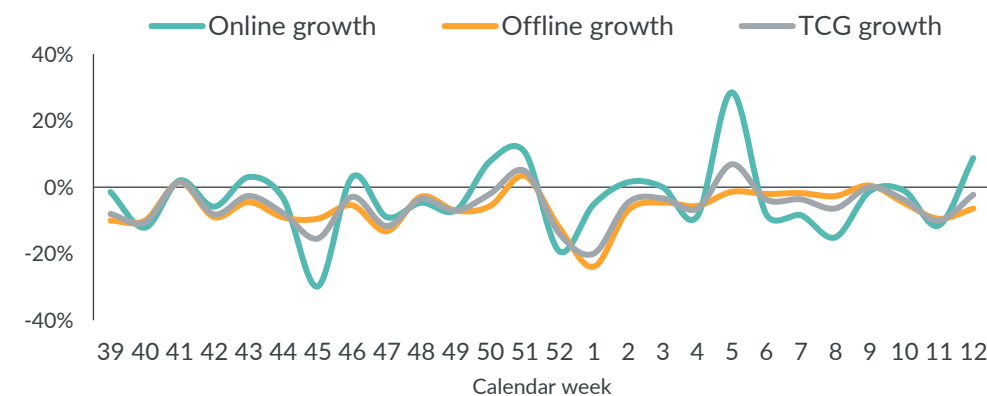
Brazil

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 12 (Mar 18 – Mar 24)



- Deceleration of traditional retail (-6%) dragged the total TCG market down by -2%. Online sales at +9% was not able to compensate.
- All IT/Office products experienced solid negative trends of -16% for media tablets to -22% for desk computing. The exception was inkjet printers at -6%. Smartphones delivered a small plus of 4%.
- In week 12, dental care took the lead at +47%. The other SDA categories ranged from +29% for air treatment to +10% for food preparation. MDAs were negative, at -2% for washing machines and -10% for cooling. CE categories posted negative trends throughout with TVs delivering -14%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 12 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



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Fact of the week

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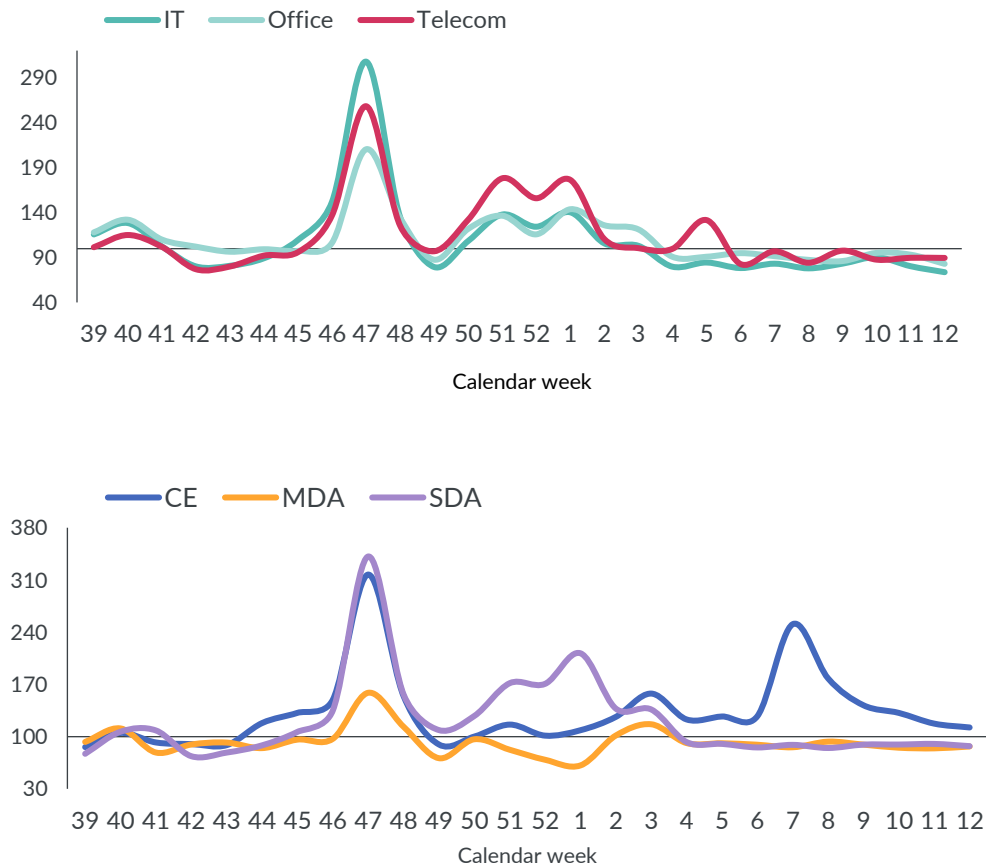
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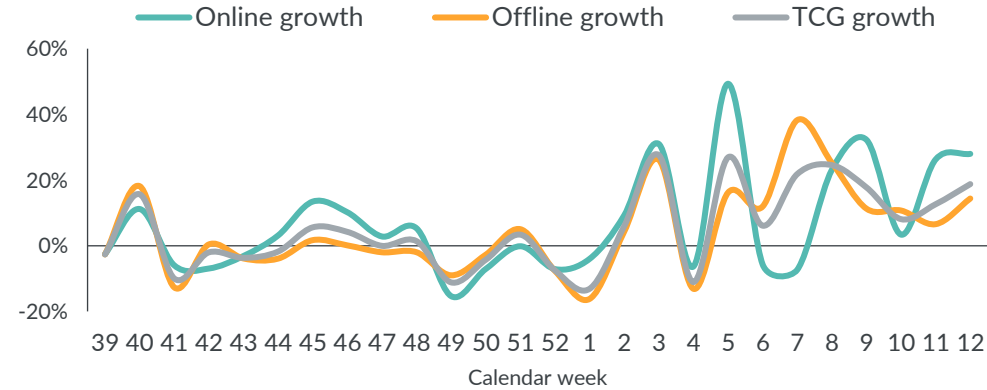
Brazil

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 12 (Mar 18 – Mar 24)



- An impressive performance by both distribution types – online sales at +28% and traditional retail at +14% – led to growth of 19% for the total TCG market.
- As in past weeks, PTV delivered strong growth, at +49%. In week 12, soundbars posted a good result, at +36%. SDAs added to the positive scores, at +50% for shavers and +38% for hot beverage makers.
- Except for media tablets at +9%, all other IT/Office categories posted negative trends, ranging from -3% for inkjet printers to -11% for desk computing. Smartphones experienced an uplift of 29%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 12 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



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Fact of the week

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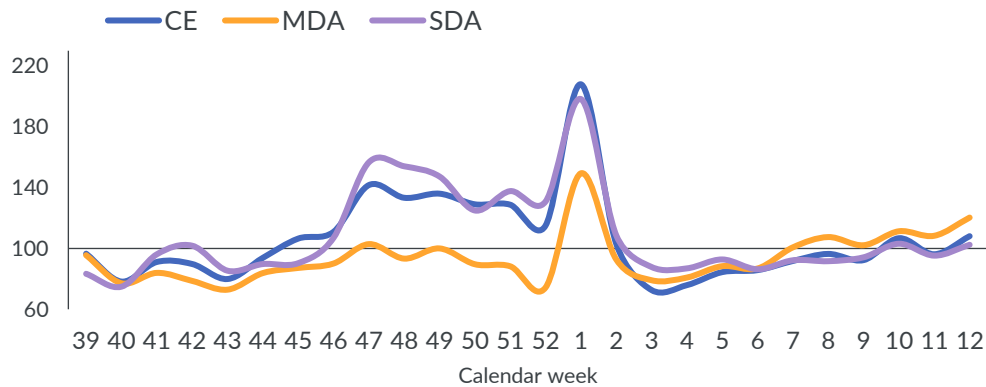
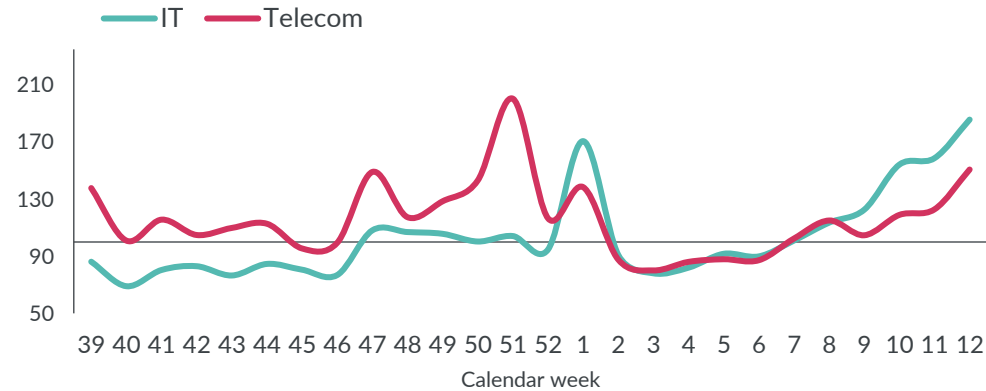
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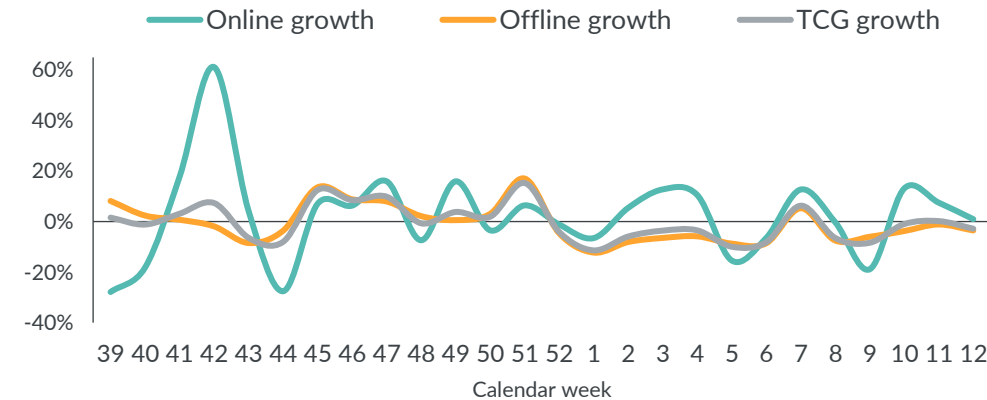
Brazil

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 12 (Mar 18 – Mar 24)



- Traditional retail at -3% dragged the total TCG down by 3%. Online sales – due to its small share and rise of only 1% – was not able to balance this out.
- While media tablets decelerated at -13%, mobile computing was flat. Smartphones posted a small increase of 3%. Headsets experienced a solid growth of 24%.
- Overall positive trends for SDA products saw shavers in the lead at +11%. The exceptions were air treatment at -6% and hot beverage makers at -9%. MDA posted -9%. In CE, TVs declined by 10% while soundbars gained 12%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 12 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



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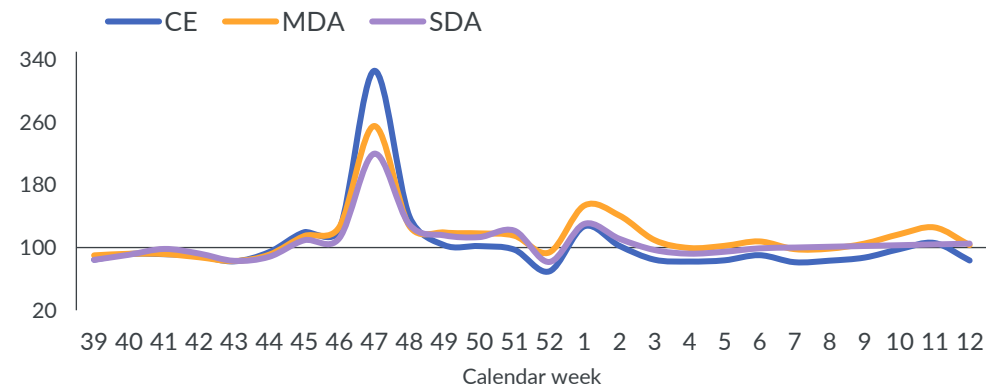
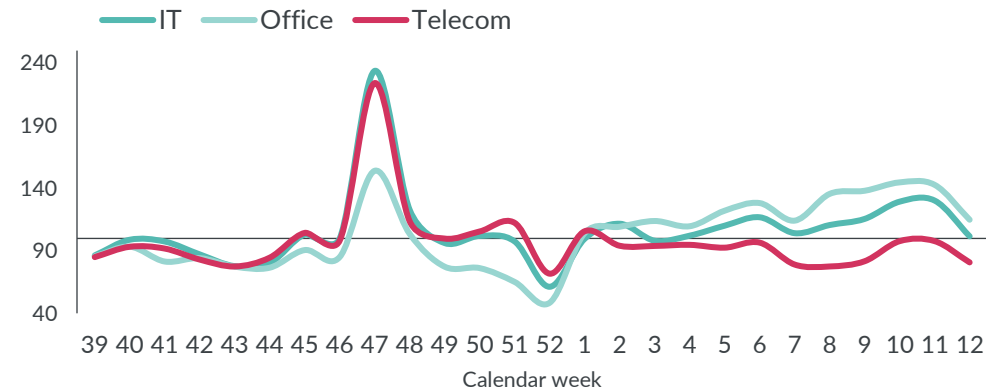
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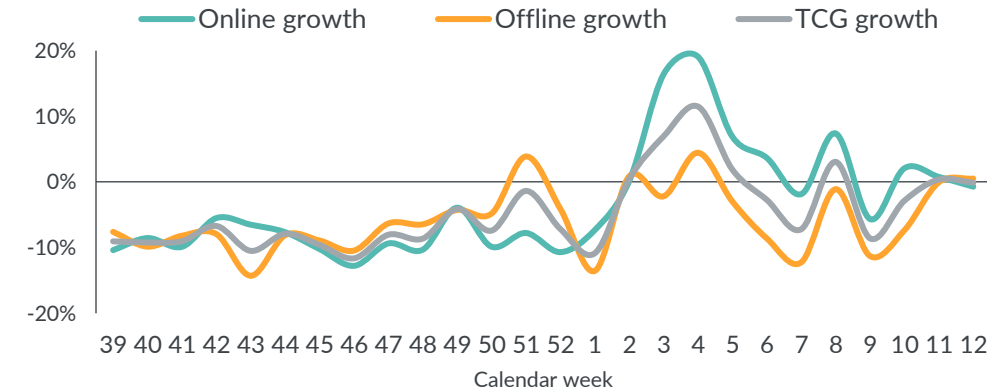
➤ Brazil

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 12 (Mar 18 – Mar 24)



- Week 12 saw stable conditions in Brazil. A result of -1% for online sales and flat traditional retail led to a flat total TCG market.
- Media tablets at +24% were the best-performing category in week 12. Only desk computing claimed growth as well, at +6%. All other IT/Office categories posted negative trends, with laser printers and mobile computing down 6%. Smartphones lagged at -10%.
- Among MDA/SDA/CE products, shavers were weak at +0.8%. All other categories delivered good growth, ranging from +3% for TV and audio home systems to +19% for cooling.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 12 2024; 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 – 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



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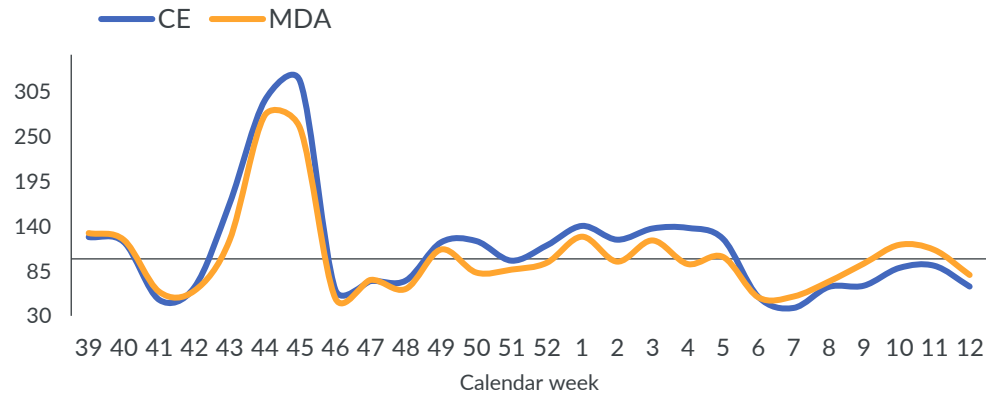
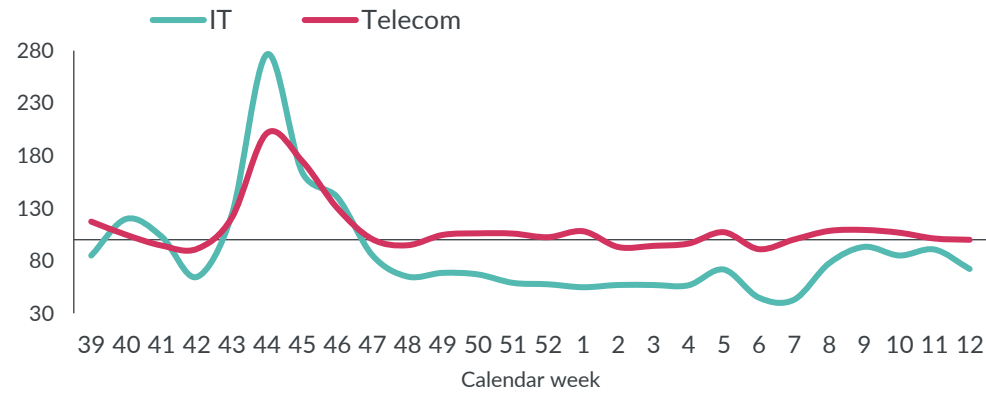
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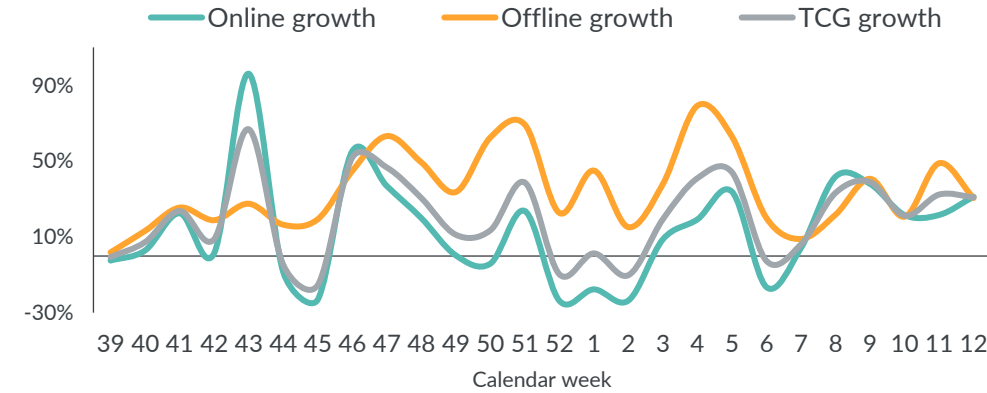
Brazil

➤ 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 12 (Mar 18 – Mar 24)



- At an identical rate of +31%, both traditional retail and online sales retail boosted the total TCG market by 31%.
- 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 moderate minus of 7%.
- Washing machines (+11%) and cooling (+2%) were back on the growth path. PTV dropped by 9%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 12 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.



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