



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 199

Week 13 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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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.



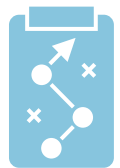
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Create forecasts and simulations to predict market trends and optimize your business strategy.



- **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

The food preparation categories still suffer from saturation during pandemic purchase frenzy



About **gfknewron**

GfK Panelmarket | Food Preparation| Global excl. NA | Value %, Value in Mio USD

> Fact of the week

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Great Britain

France

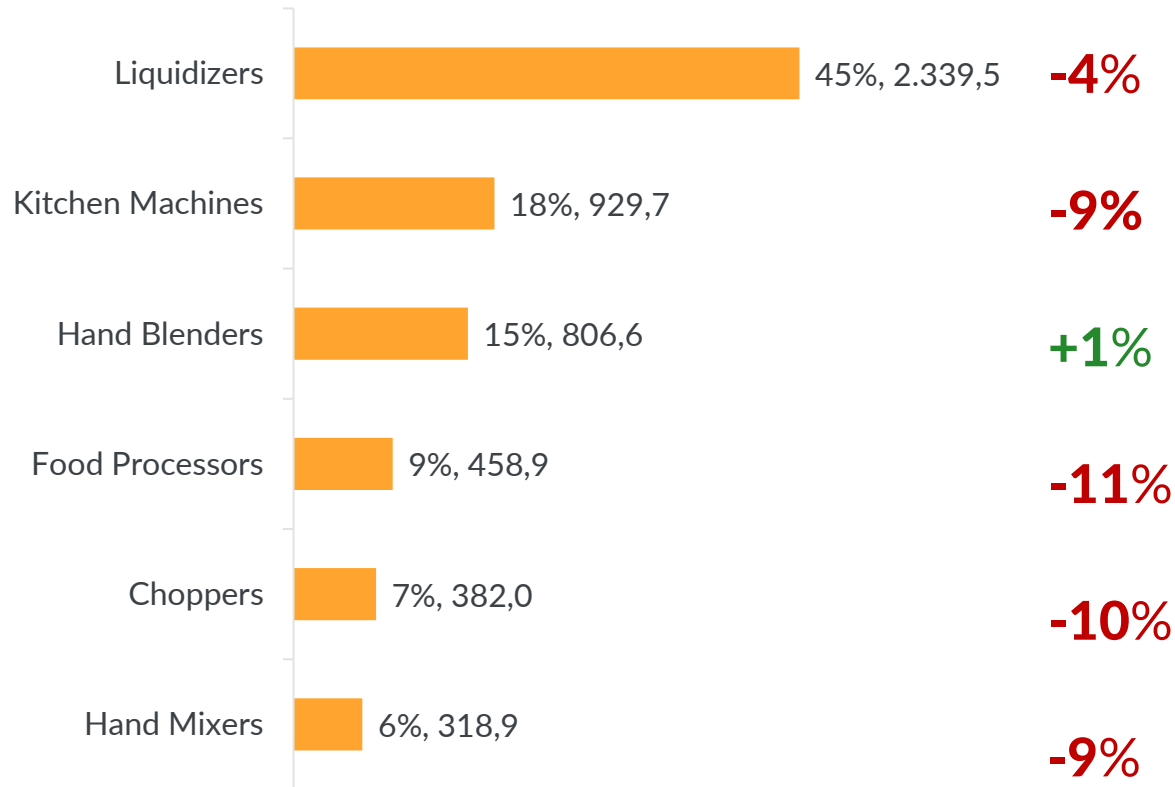
Italy

Spain

Japan

Brazil

China



Hand blender was the first segment to witness a turn in dynamics

43%
Online Share
-1pp vs 2022

Weekly retail insights from the Point of Sale

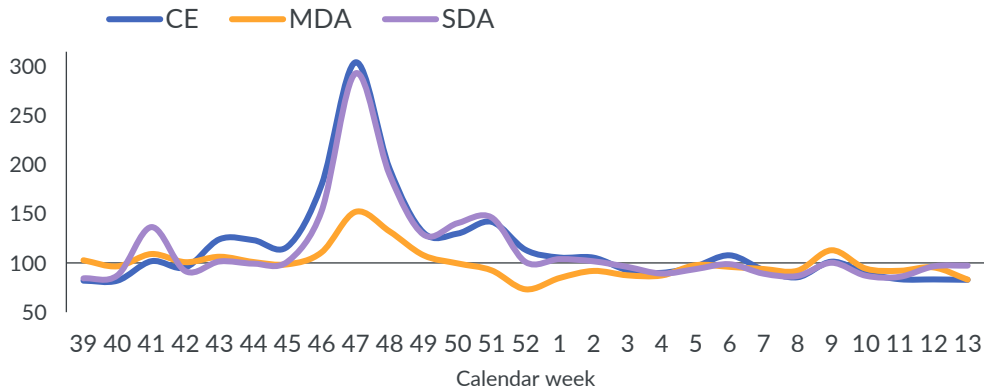
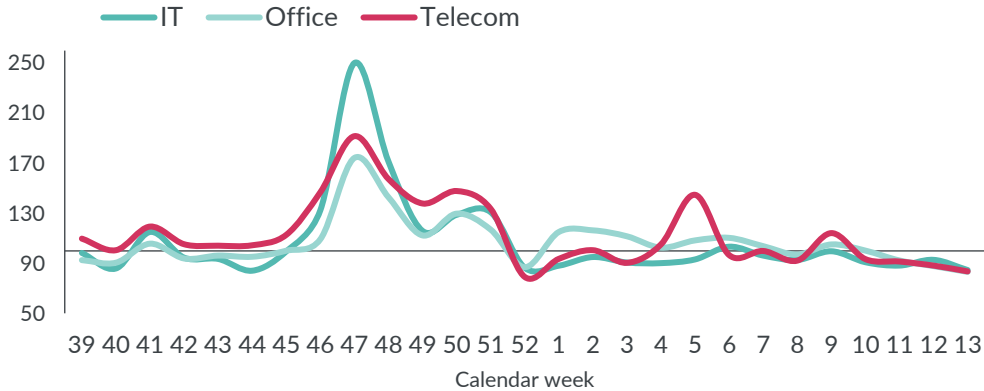
Spotlight on Germany



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- China

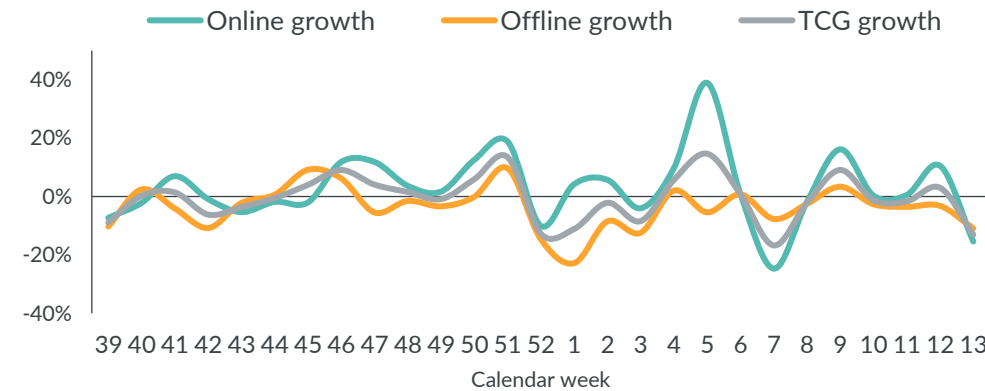
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 13 (Mar 25 – Mar 31)



- In Good Friday week, online sales dropped by 15%. Combined with declining traditional retail (-11%) this led to deceleration of 13% for the total TCG market.
- All IT/Office products delivered double-digit negative trends, ranging from -19% for laser printers to -25% for mobile computing. Smartphones experienced a value decrease of 7%.
- There were also solid decreases for MDA/SDA/CE products except shavers which were up 6%. Air treatment was the worst-performing category in week 13, posting -28%. TVs were down 24%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 13 2024; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk 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.

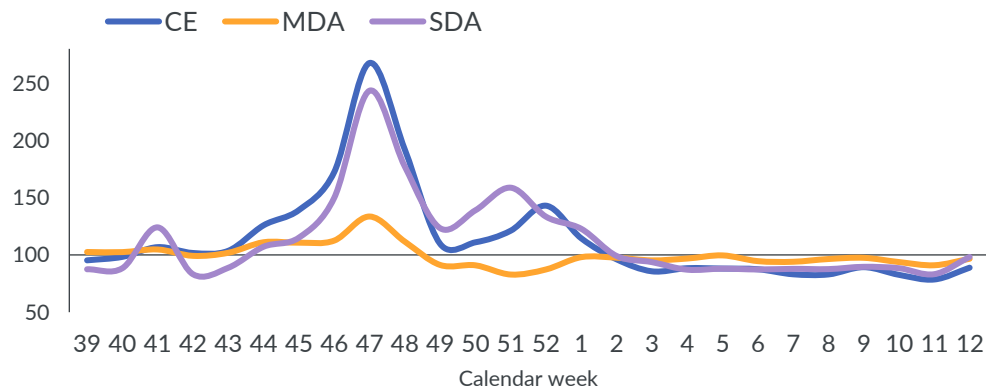
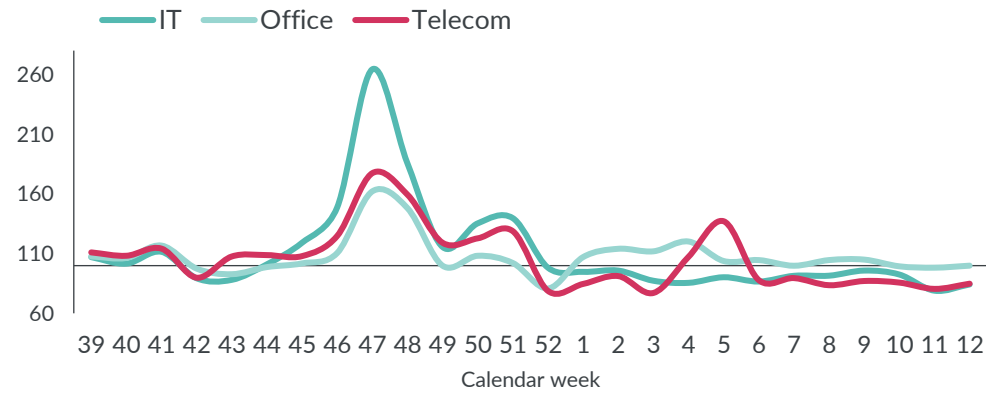
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

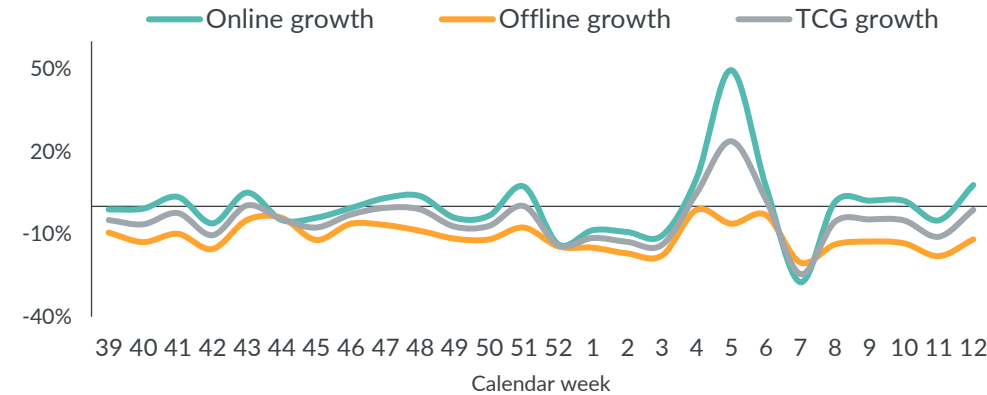


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Index: 2023 average weekly turnover in EUR = 100



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



No data for week 13

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 13 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



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Fact of the week

Germany

Great Britain

> France

Italy

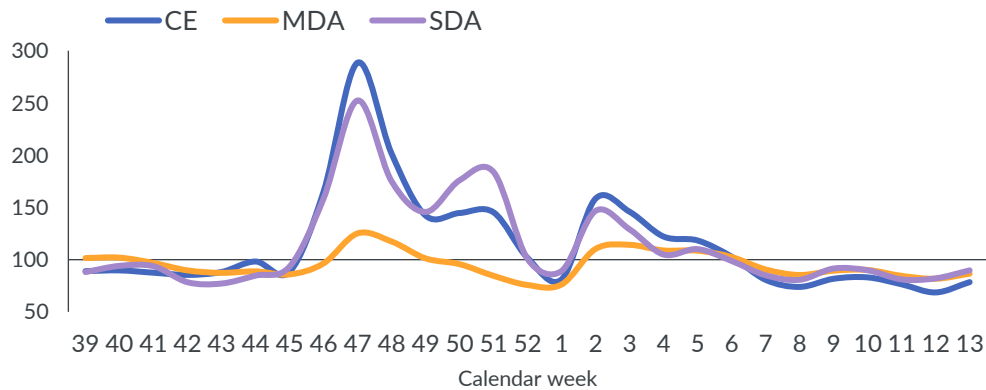
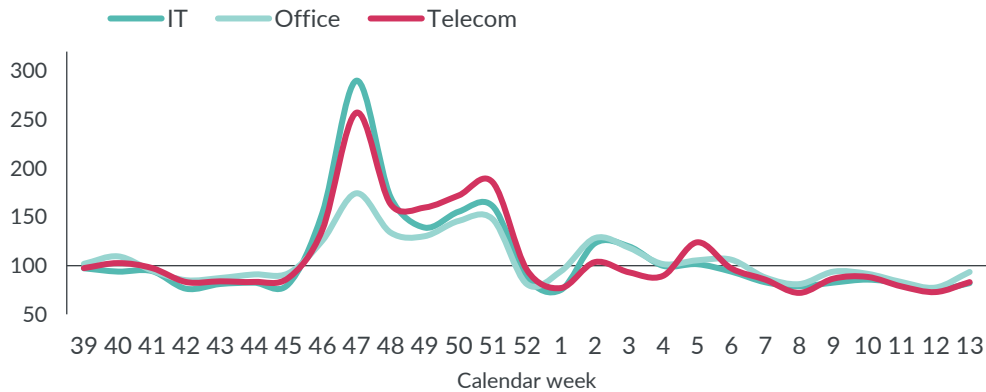
Spain

Japan

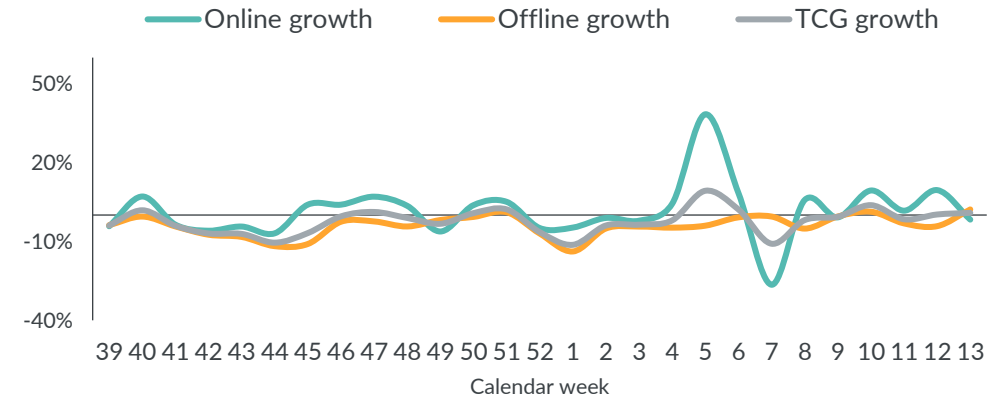
Brazil

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 13 (Mar 25 – Mar 31)



- Online sales (-2%) and traditional retail (+2%) delivered an almost opposite development to each other, which resulted in a slight uptick of 1% for the total TCG market.
- Laser printers at +152% drove this development. Except media tablets (+15%), all other IT/Office categories delivered negative trends. Smartphones were flat.
- In week 13, CE product groups were negative throughout, with audio home systems in the lead at -16%. The mixed picture for MDAs/SDAs saw vacuum cleaners out in front at +14% and food preparation last at -7%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 13 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

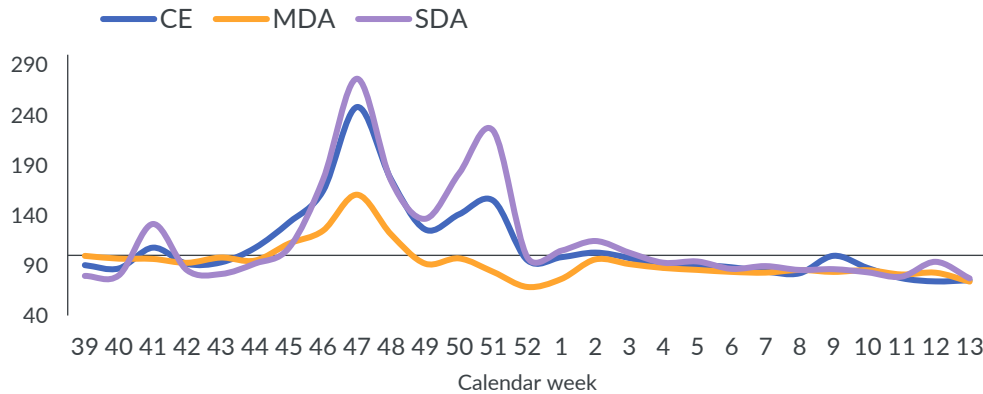
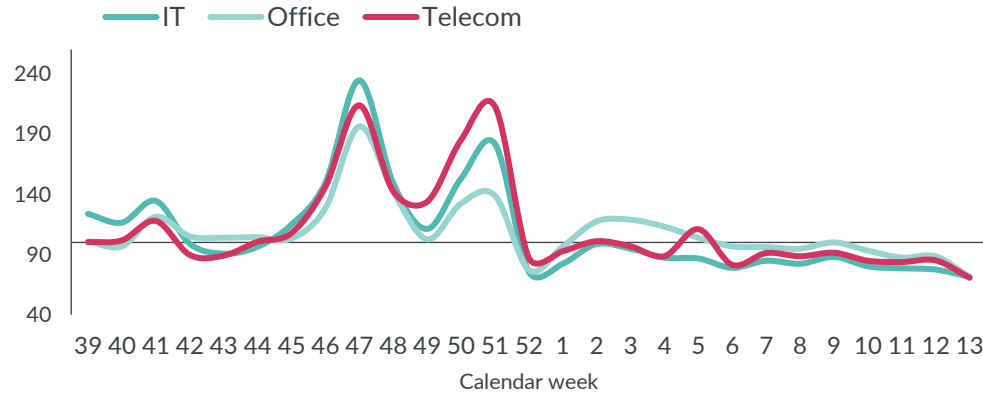
Spain

Japan

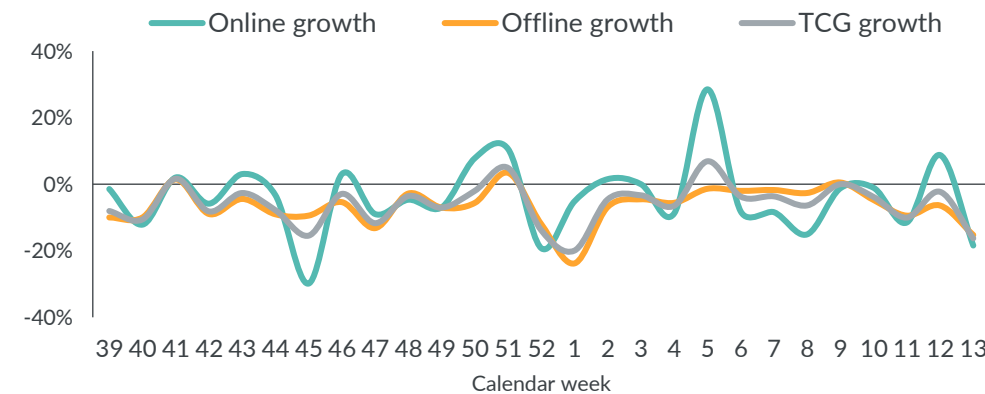
Brazil

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 13 (Mar 25 – Mar 31)



- Close trends for traditional retail (-15%) and online sales (-18%) dragged the total TCG market down by -16%.
- Office and telecom products experienced solid negative trends, ranging from -16% for smartphones and desk computing to -30% for inkjet printers. The exception was media tablets at -7%.
- In week 13, air treatment took the lead at +18%. The other MDA and SDA categories ranged from -21% for vacuum cleaners to flat hot beverage makers. CE products lost in double-digits throughout, with TVs posting -17%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 13 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, 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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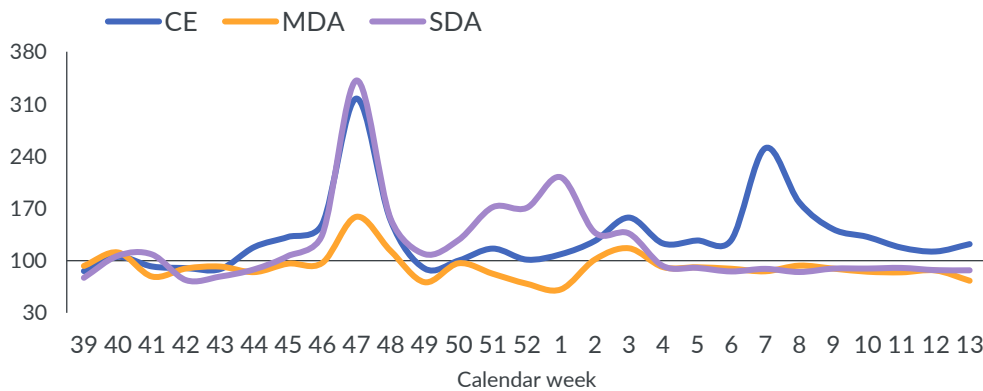
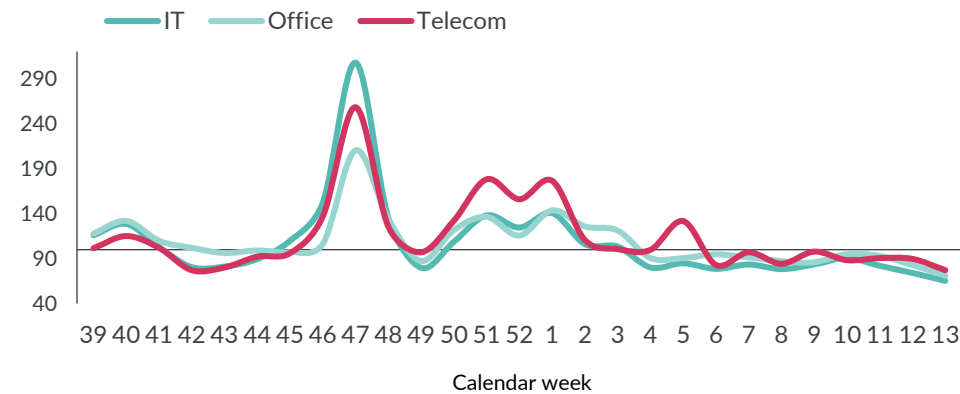
Spain

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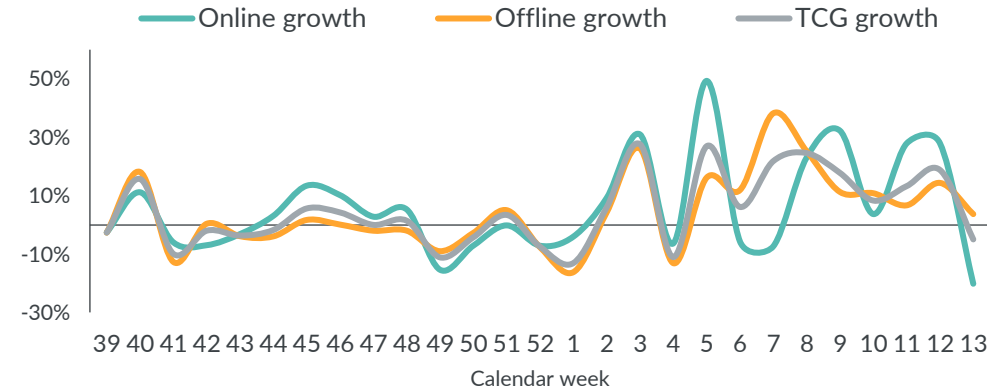
Brazil

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 13 (Mar 25 - Mar 31)



- Online sales at -20% pulled the total TCG market down by 5%. Traditional retail at only +4% was not able to balance that out.
- As in past weeks, PTV led the growth, at +49%, while audio home systems at -34% were close to the worst-performing product group. MDAs were down by 22% but SDAs mostly posted growth, with hot beverage makers in the lead at +14% and shavers down by 8%.
- Except for media tablets at -8%, all other IT/Office products posted double-digit negative trends, ranging from -10% for inkjet printers to -37% for laser printers. Smartphones slumped at -19%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 - 13 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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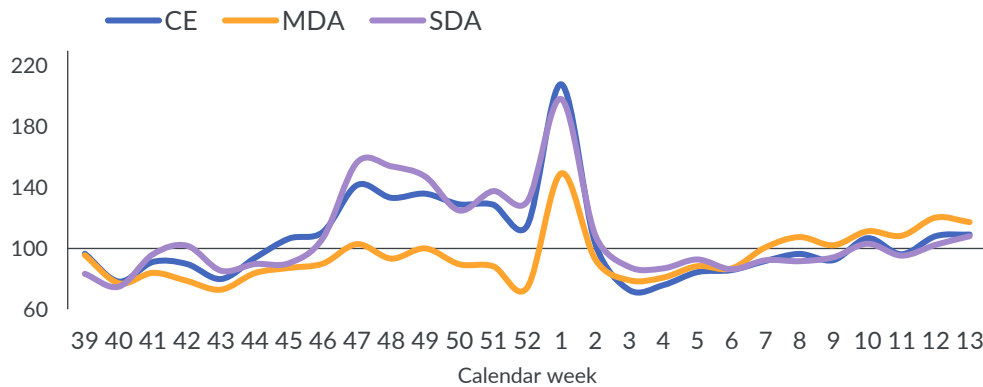
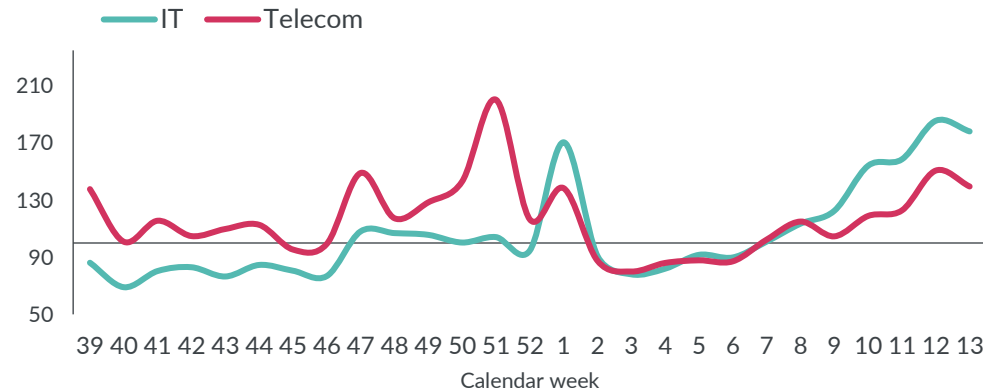
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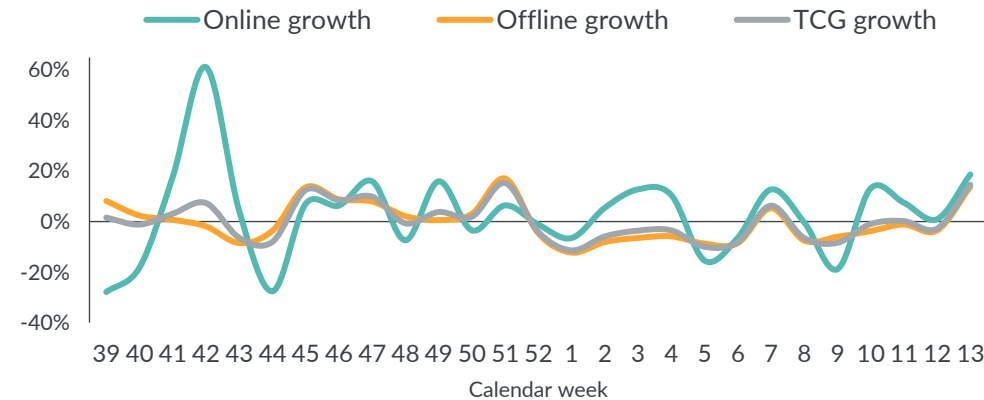
Brazil

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 13 (Mar 25 – Mar 31)



- Online sales at +19% lifted total TCG by 15%. Traditional retail added to it by delivering +14%.
- While mobile computing increased by 8%, media tablets were nearly flat at +0.6%. Smartphones witnessed a strong increase, by 42%. Headsets experienced a solid growth of 11%.
- Overall positive trends for SDA products saw vacuum cleaners in the lead at +17% and food preparation last at +10%. MDAs were slightly less positive with washing machines at +8% and cooling at +7%. In CE, soundbars were successful at +39% while TVs gained 9%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 13 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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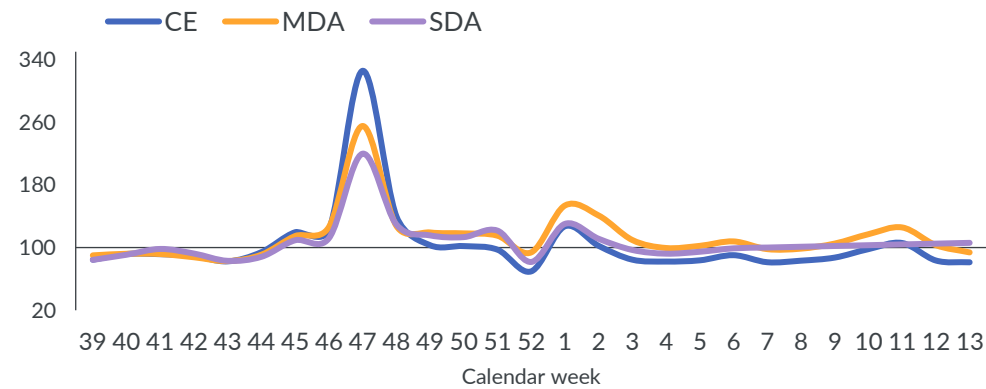
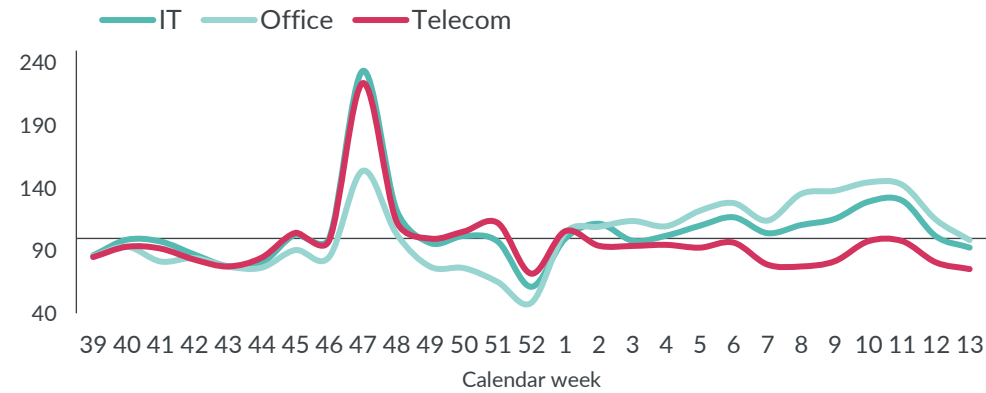
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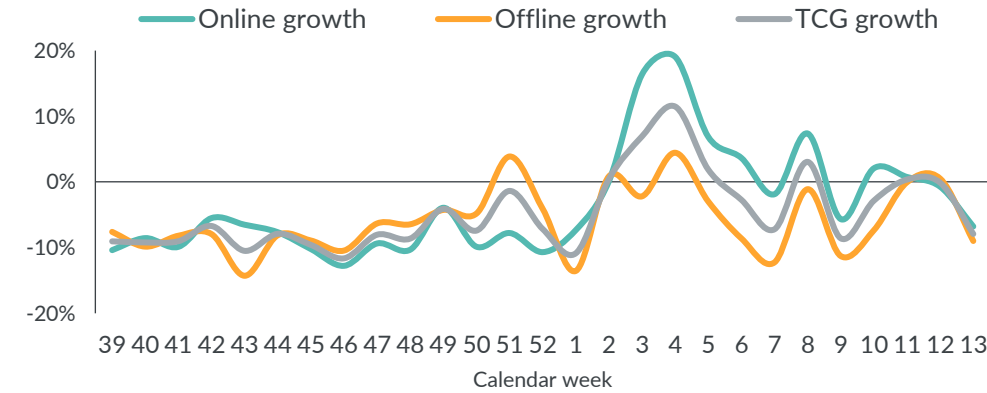
➤ Brazil

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 13 (Mar 25 – Mar 31)



- Traditional retail delivered -9% which dragged the total TCG market down by 8%. Online sales at -7% added to it.
- Media tablets at -2% was the product group hit least in IT/Office and Telecom in week 13, and inkjet printers at -9% claimed second place. Others ranged from -12% for mobile computing to -31% for laser printers. Smartphones slumped at -18%.
- While CE categories were better off but still negative, there were rays of light in MDA and SDA. Food preparation and washing machines at +7% were the best-performing product groups.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 13 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



About **gfknewron**

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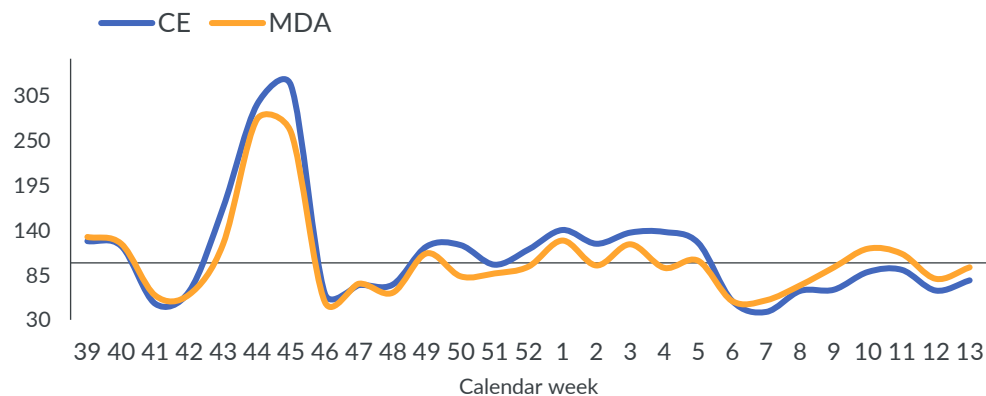
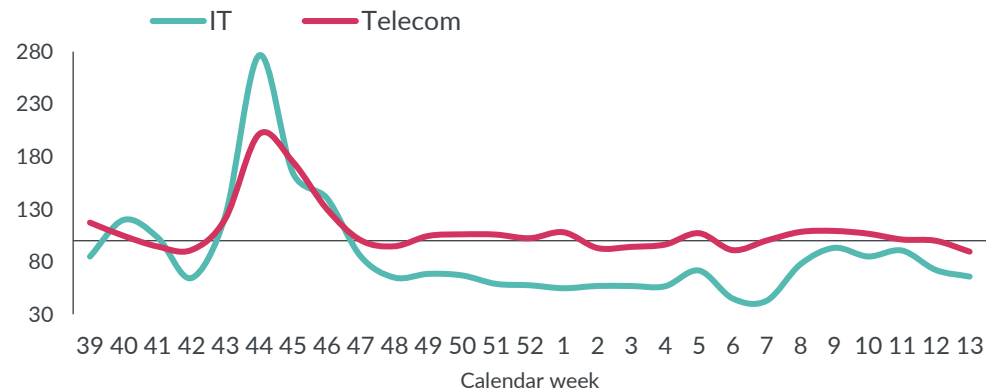
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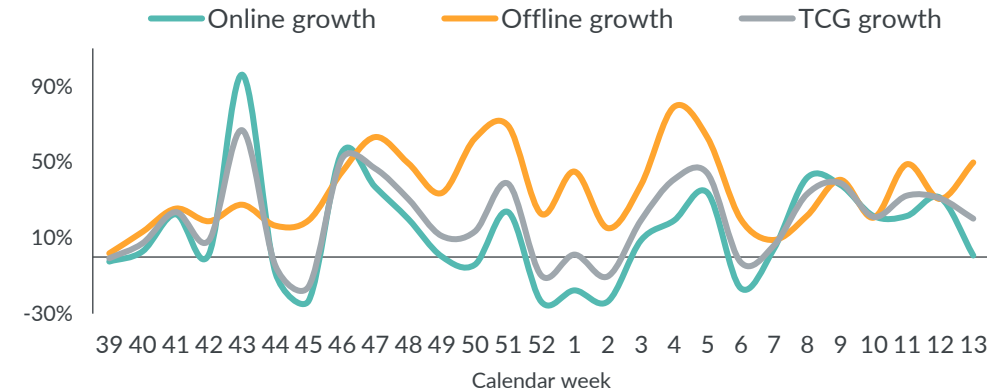
Brazil

➤ 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 13 (Mar 25 – Mar 31)



- The boost in traditional retail (+50%) lifted the total TCG market to a plus of 20%. Results for online sales were weak, at +1%, and clouded the overall growth.
- Smartphones at +26% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing delivered a strong minus of 22%.
- Outstanding success for cooling, at +21%, added to the total TCG results. Washing machines were a little less positive (+9%). PTVs were flat.



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