

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 200

Week 14 of 2024

Powered by **gfk**newron



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Quick, comprehensive, and accessible business insights



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Fact of the week

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Fact of the Week

EU Energy Label in MDA: About 17% of the market (Dec 2023) are not allowed to be sold by regulation starting March 2024



About **gfk**newron

GfK Panelmarket | MDA 4 | EU21 | Sales Units %

> Fact of the week

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Great Britain

France

Italy

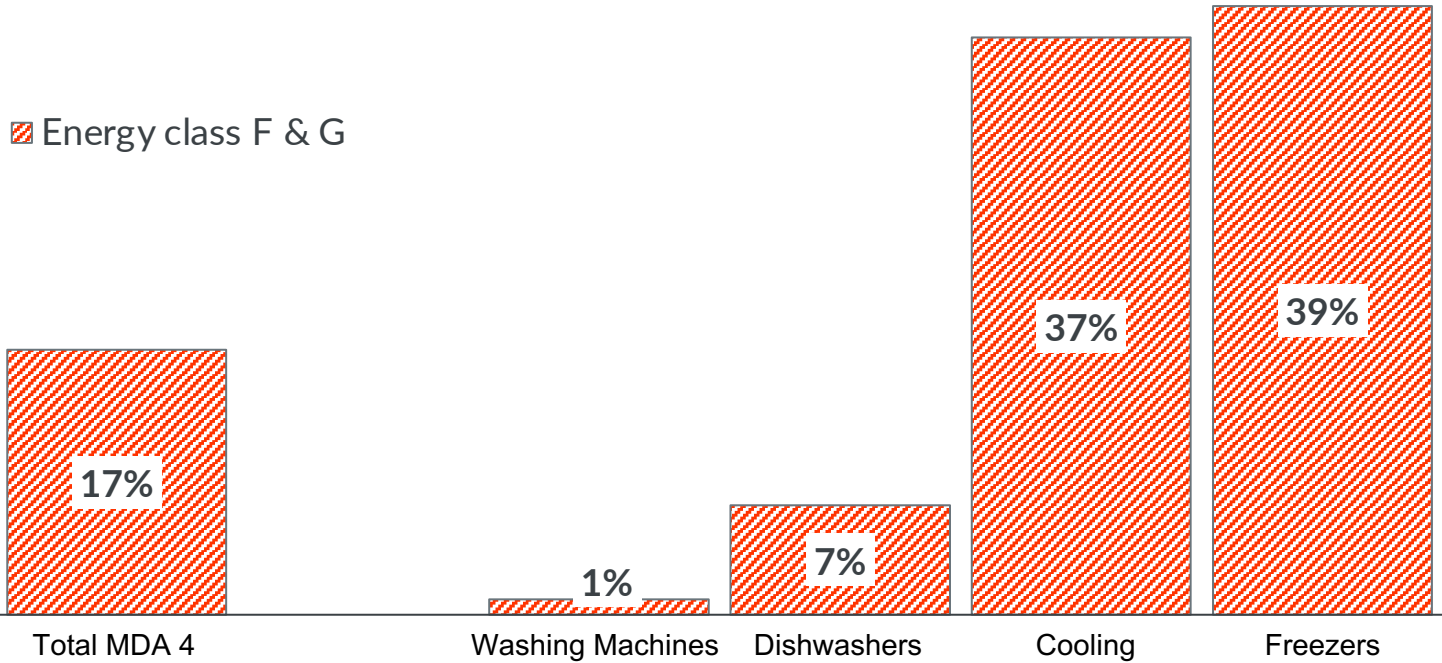
Spain

Japan

Brazil

China

MDA Europe - share of discontinued Energy classes F & G



Source: GfK Market Intelligence Sales Tracking, 21 Ctrs EU, Dec 2023, Sales Units %

Weekly retail insights from the Point of Sale

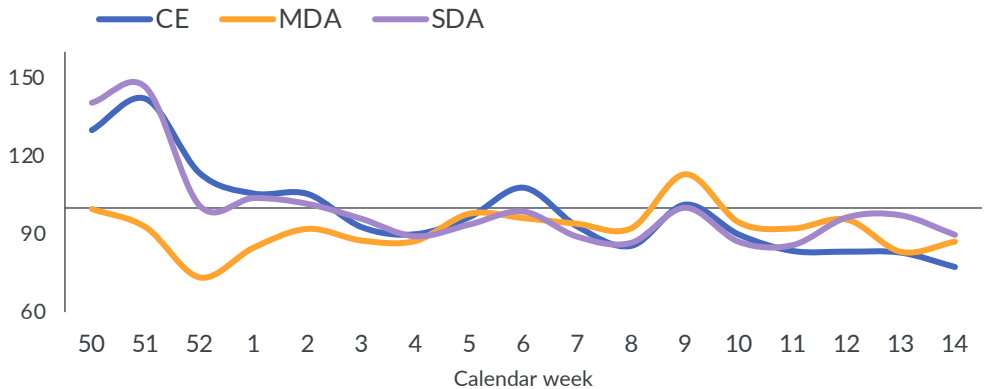
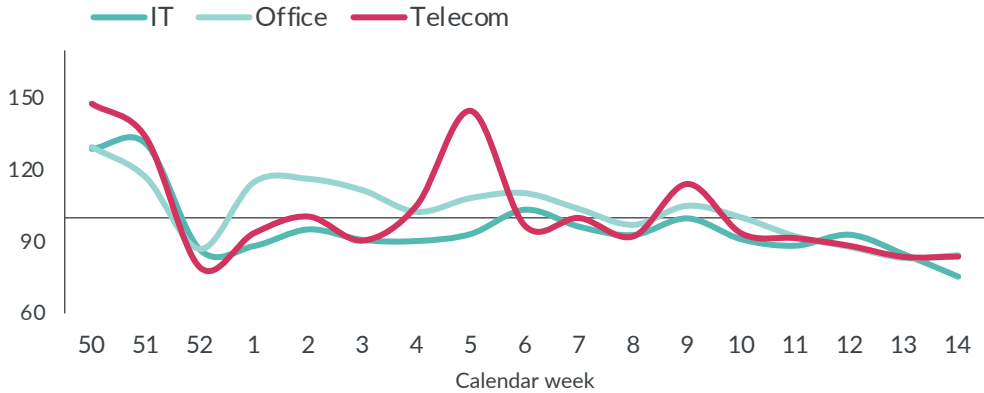
Spotlight on Germany



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

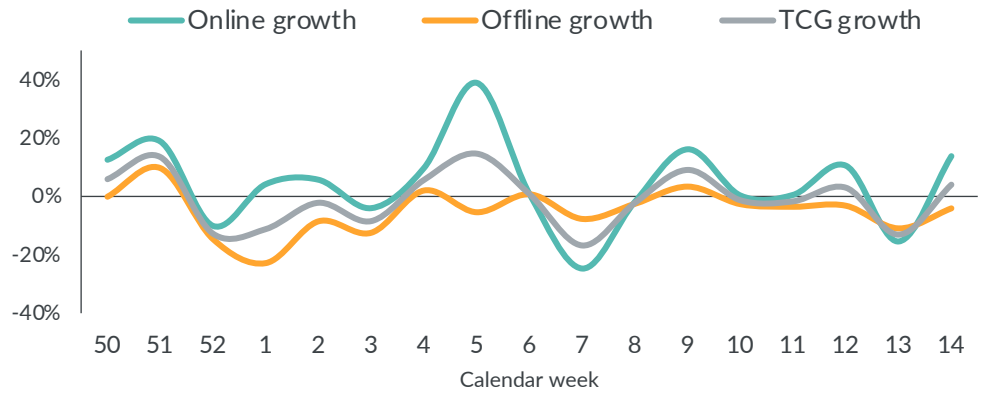
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 14 (Apr 01 – Apr 07)



- Traditional retail dropped by 4%. Combined with online sales at +14% this led to a small increase of 4% for the total TCG market.
- Except for laser printers at +9%, all other IT/Office products delivered negative trends, ranging from between -1% for monitors to -16% for desk computing. Smartphones experienced a value increase of 13%.
- CE categories saw negative trends throughout, with audio home systems in the lead at -28%. SDAs and MDAs posted growth except for cooling, down 0.7%, air treatment at -13%, and food preparation at -18%. Hot beverage makers were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 14 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.

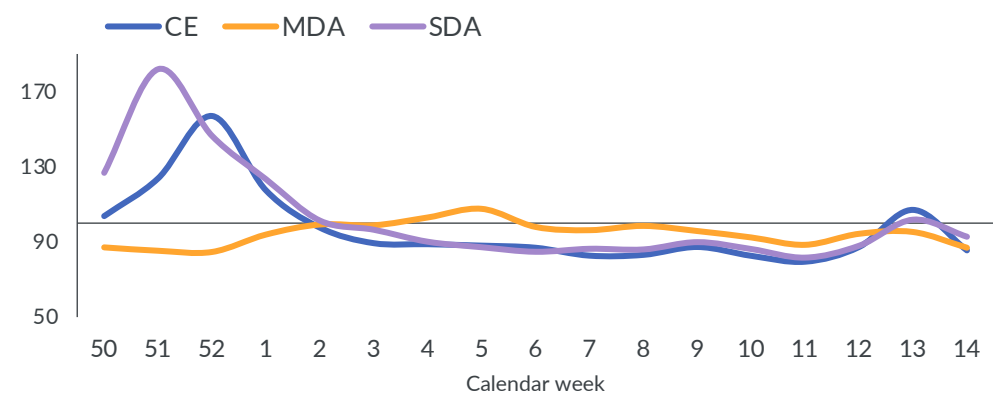
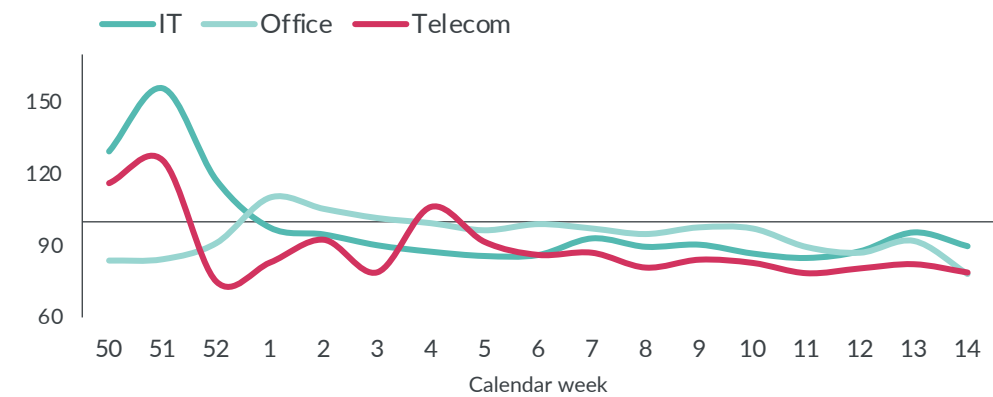
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

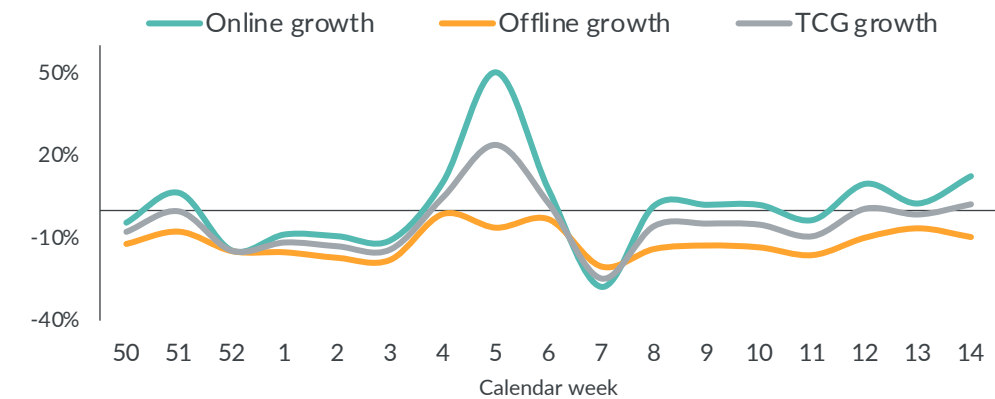


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain**
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 14 (Apr 01 – Apr 07)



- Traditional retail decelerated at -10% but online sales at +12% balanced that out resulting in an uptick of 2% for the total TCG market.
- IT/Office products posted a mixed picture with media tablets in the lead at +17% and inkjet printers bringing up the rear at -19%. Desk computing was flat. Smartphones slumped -12%.
- MDA, SDA, and CE products delivered negative trends throughout with shavers hit the least at -0.3%. The audio home systems category performed the worst at -21%. Cooling, hot beverage makers, and PTV were somewhat less negative, at -12%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 14 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

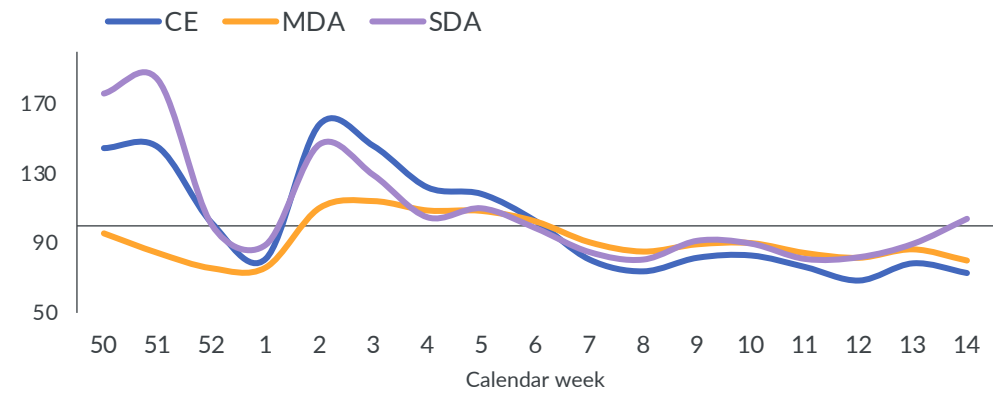
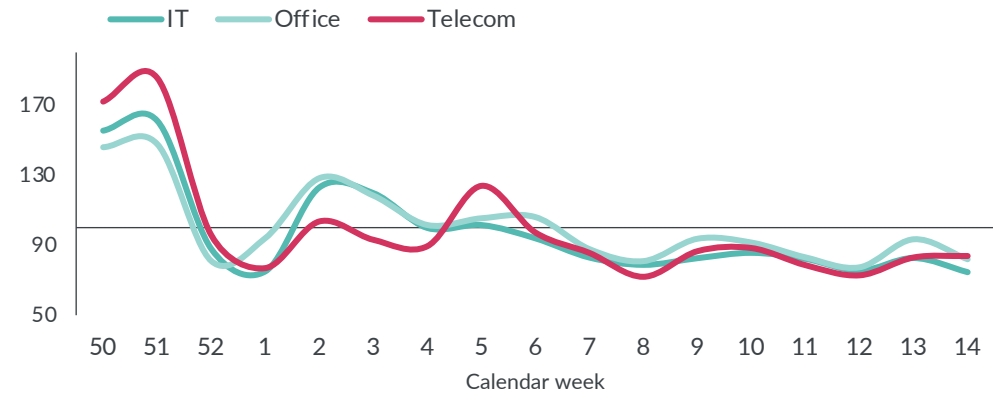
Weekly retail insights from the Point of Sale

Spotlight on France

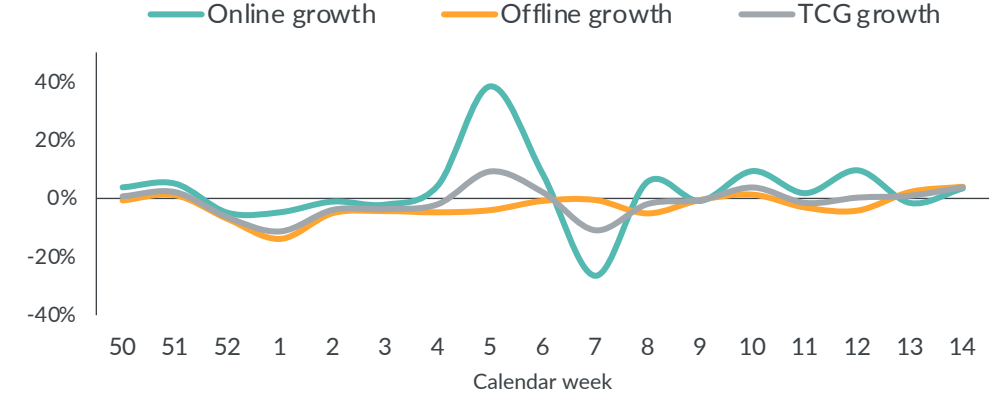


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- > France**
- Italy
- Spain
- Japan
- Brazil
- China

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 14 (Apr 01 – Apr 07)



- Traditional retail at +4% lifted the total TCG market by 4%. Online sales added to it with a slight increase of 3%.
- Desk computing brought up the rear in week 14, at -14%. The other IT/Office categories showed a mixed picture with media tablets the best-performer at +14%. Smartphones grew 7%.
- In week 14, dental care stood out, at an incredible +262%, due to strong promotions with price cuts. Shavers claimed second place at +68%. Food preparation marked the end of the scale, at -22%. MDAs and CE categories were less successful, at -9% and -7% respectively (TVs lost 7%).

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 14 2024; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desktop 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): 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

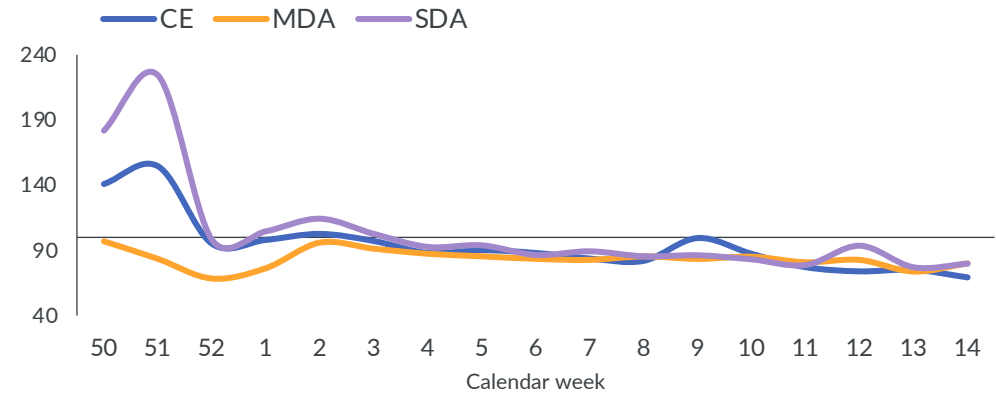
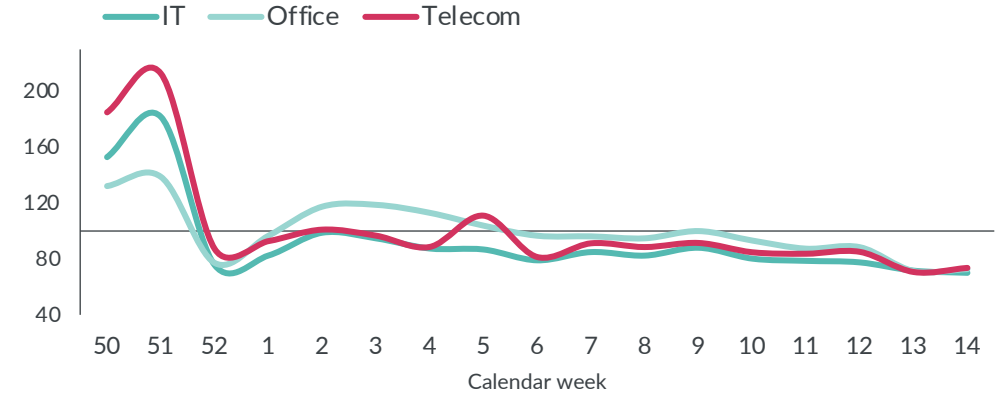
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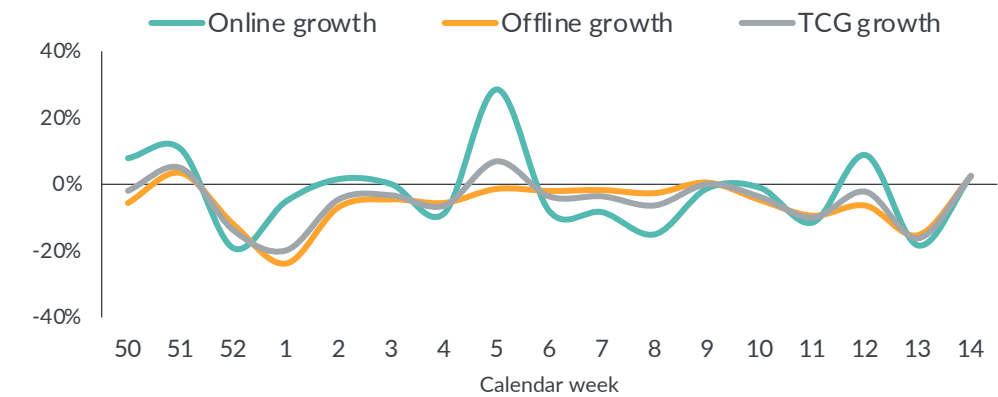
Brazil

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 14 (Apr 01 – Apr 07)

- Close rates of +3% for online sales and +2% for traditional retail lifted the total TCG market by 2%.
- IT/Office products experienced negative trends, ranging from -0.4% for media tablets to -12% for mobile computing. Smartphones experienced an uplift of 5%.
- In week 14, air treatment took the lead at +70%. The other MDA and SDA categories ranged from +20% for dental care to +3% for cooling. Only food preparation delivered a minus of 12%. CE categories were negative throughout with audio home systems at -27% and TVs down 5%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 14 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



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

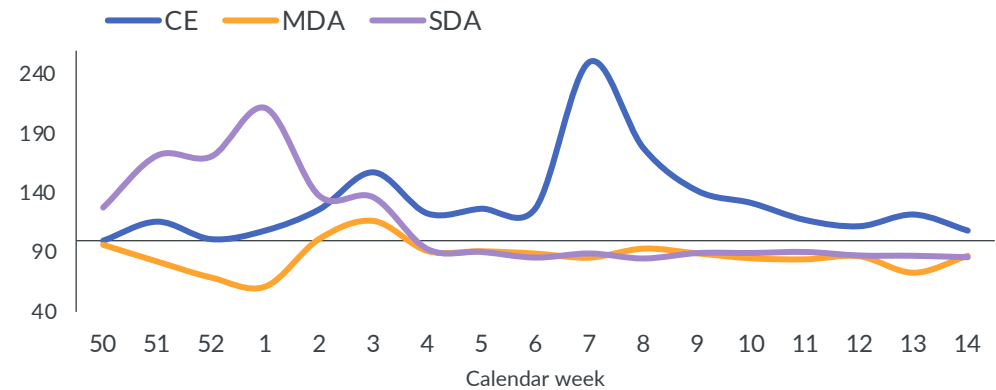
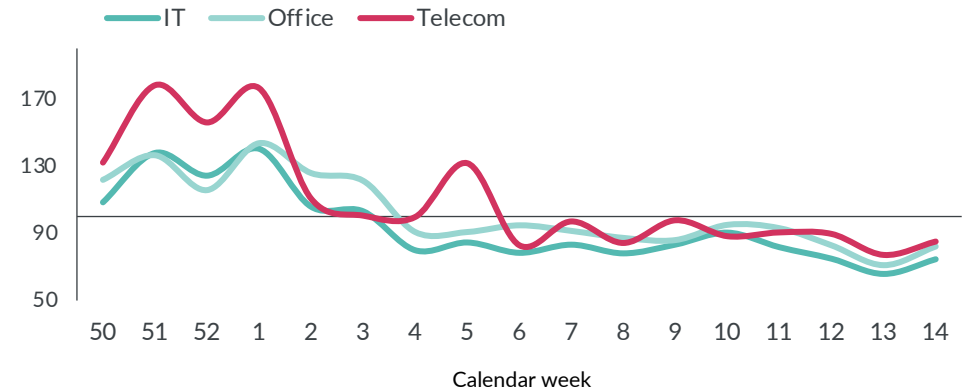
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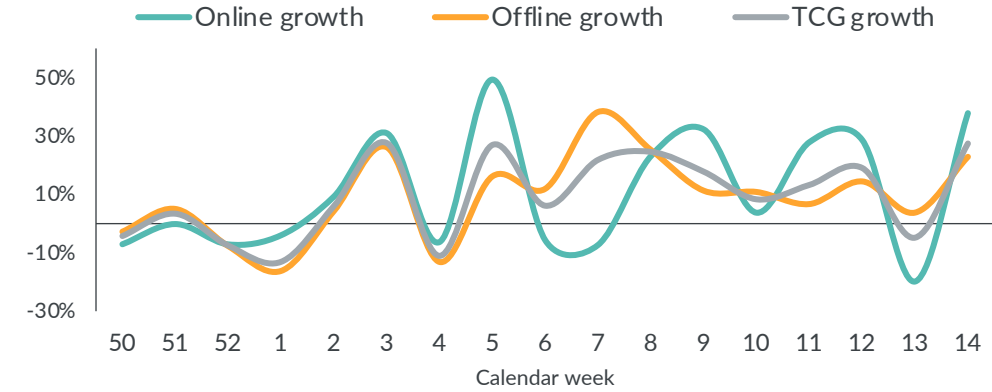
Brazil

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 14 (Apr 01 – Apr 07)



- Strong acceleration of online sales (+38%, up from -20% the previous week) and traditional retail (+23%) led to a plus of 27% for the total TCG market (-5% the previous week).
- As in past weeks, PTV led the growth, at +54%, while audio home systems at -23% was the worst-performing product group. Except for cooling at +4% and soundbars at +8%, all other MDA/SDA/CE categories won in solid double digits as well.
- All IT/Office and telecom products posted double-digit growth, ranging from 18% for smartphones to +38% for desk computing.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 14 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

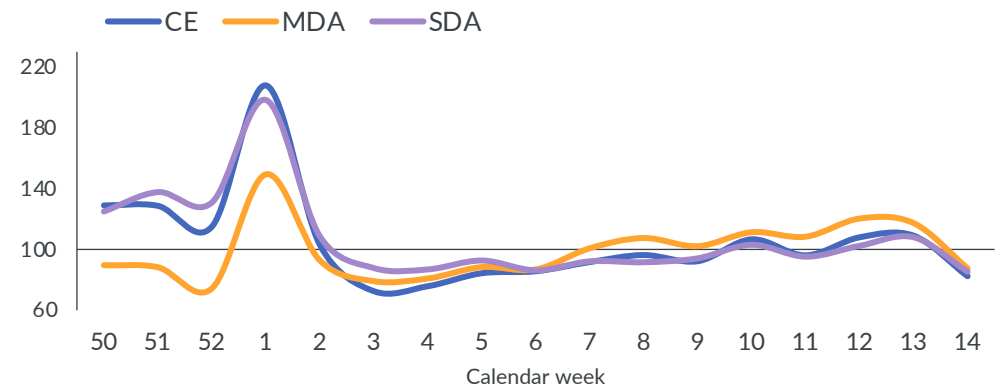
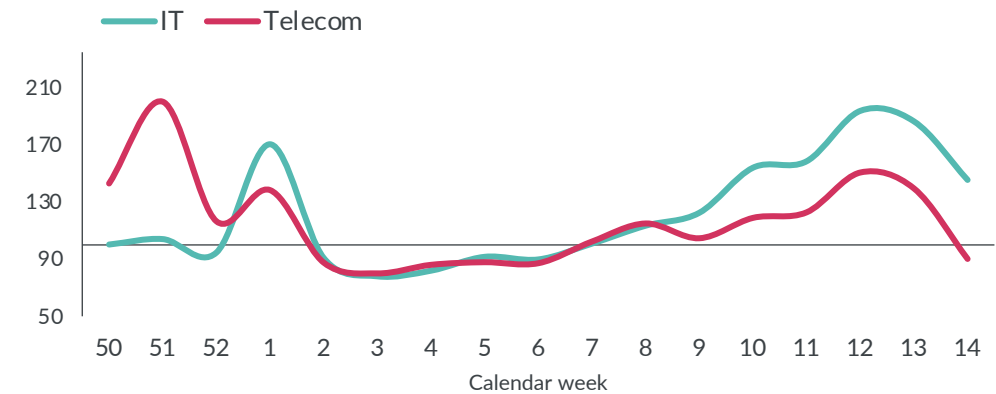
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> Japan

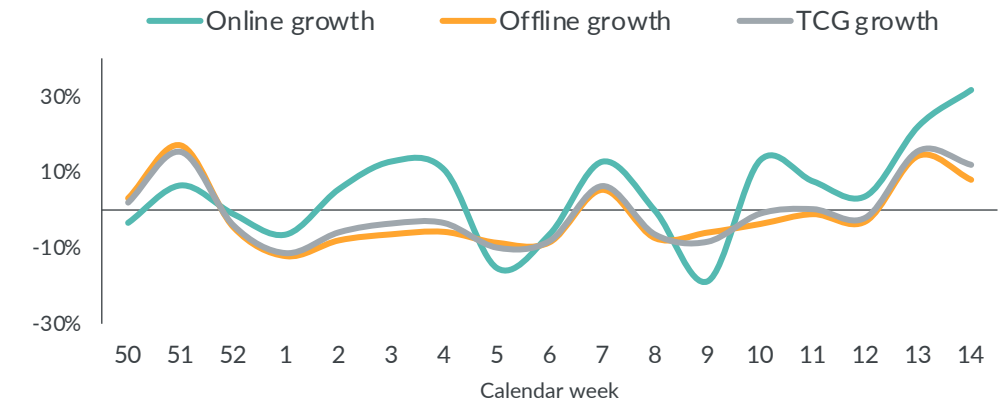
Brazil

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 14 (Apr 01 – Apr 07)

- Online sales at an outstanding +32% lifted the total TCG market to a plus of 12%. Traditional retail at +8% added to it.
- While mobile computing increased by 12%, media tablets accelerated at +48%. Smartphones delivered good results as well, at +26%.
- Overall positive trends for MDA/SDA/CE products saw air treatment in the lead at +22%, and dental care claiming second place, at +17%. TVs, vacuum cleaners, and shavers were less successful at +6%, +7%, and +8%. Audio home systems brought up the rear at -11%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 14 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

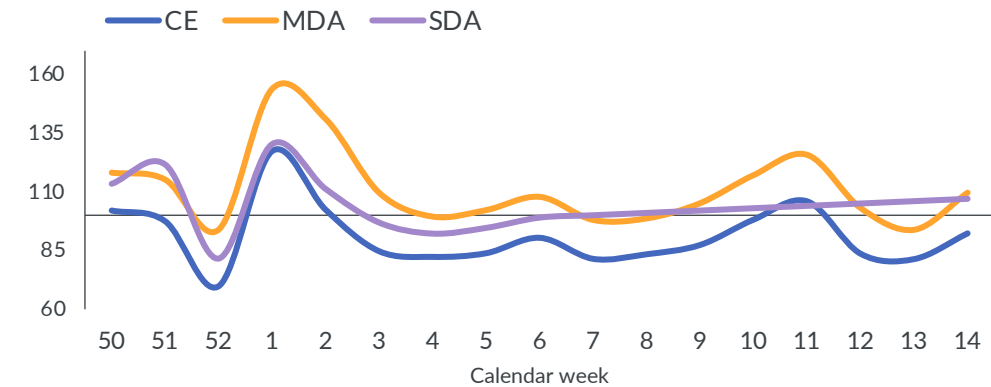
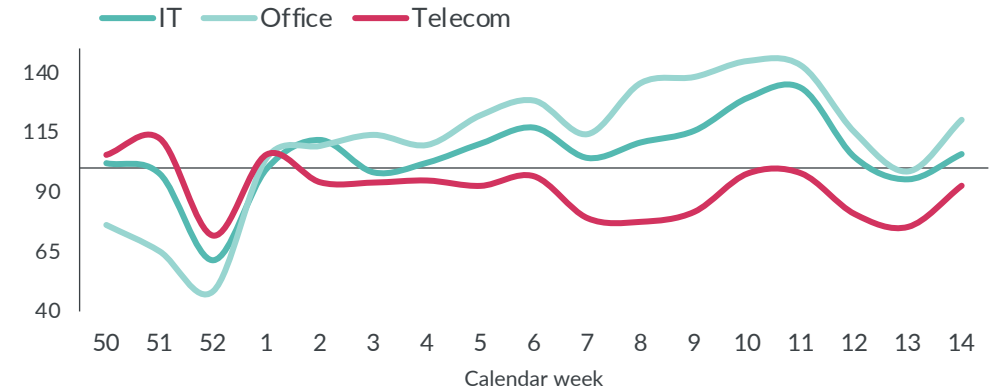
Spain

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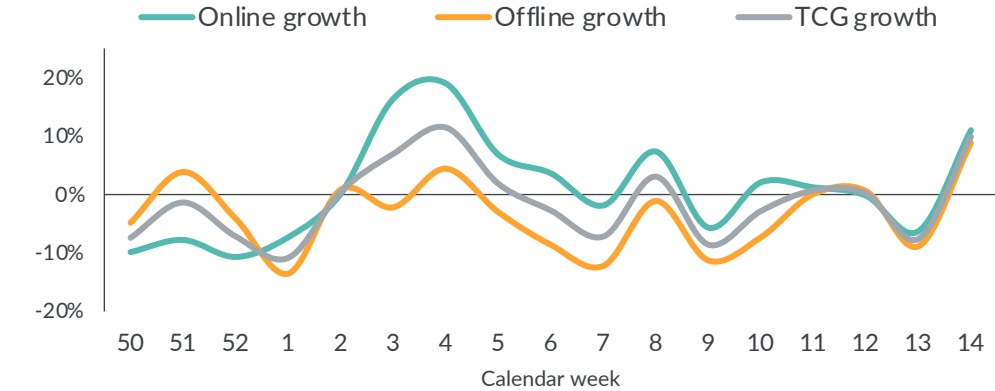
➤ Brazil

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 14 (Apr 01 – Apr 07)

- Online sales delivered +11% which lifted the total TCG market by 10%. Traditional retail at +9% added to the solid results.
- Media tablets at +29% were the best-performing category in week 14. All other IT/Office categories claimed growth as well, with mobile computing at 5% being the least successful. Smartphones lagged at -2%.
- Among MDA/SDA/CE products, only audio home systems (-15%) delivered weak results while TVs (+8%) posted a moderate development. At +36%, washing machines took the lead. Cooling was next at +33%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 14 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

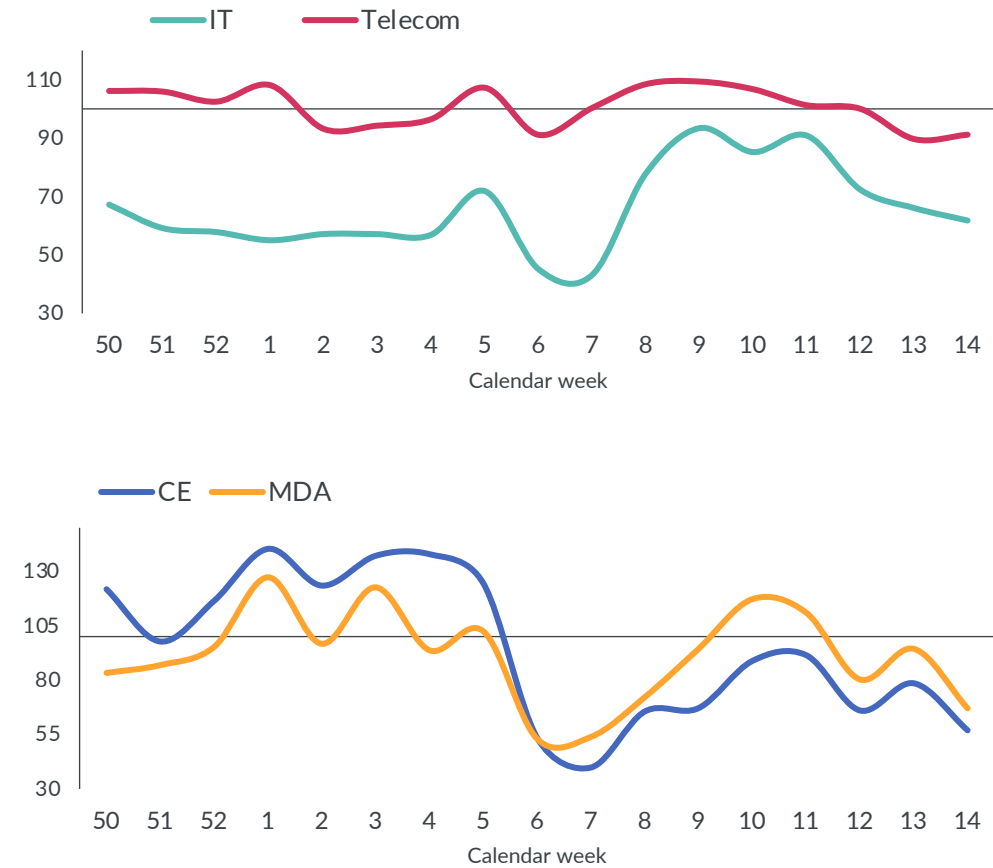
Weekly retail insights from the Point of Sale

Spotlight on China

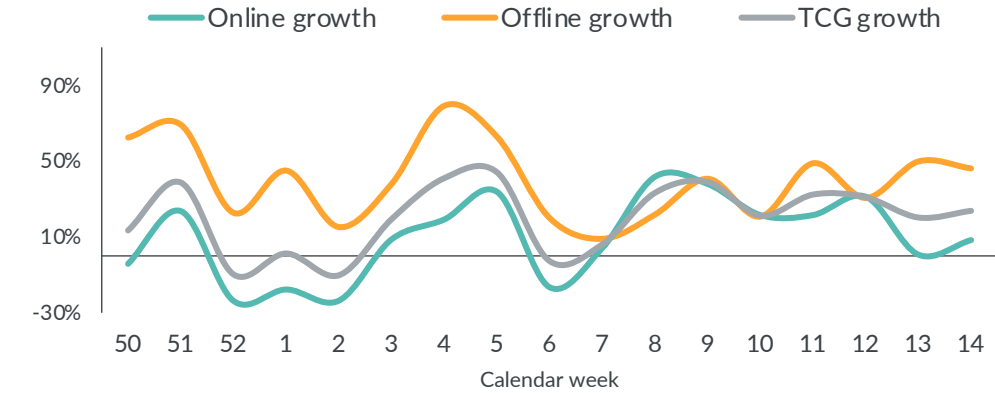


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- > China**

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 14 (Apr 01 – Apr 07)



- The boost in traditional retail (+46%) lifted the total TCG market to a plus of 24%. Results for online sales were satisfying, at +8%, and clouded the overall growth a little.
- Smartphones at +33% 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 7%.
- Remarkable success for cooling, at +20%, added to the total TCG results. Washing machines were less positive (+2%). PTVs decelerated at -8%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 14 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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