



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 201

Week 15 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.



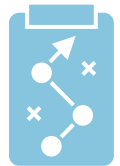
Ready to revolutionize the way you work with market intelligence?



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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

European Consumer Climate goes up for the second time in a row



About **gfknewron**

> Fact of the week

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France

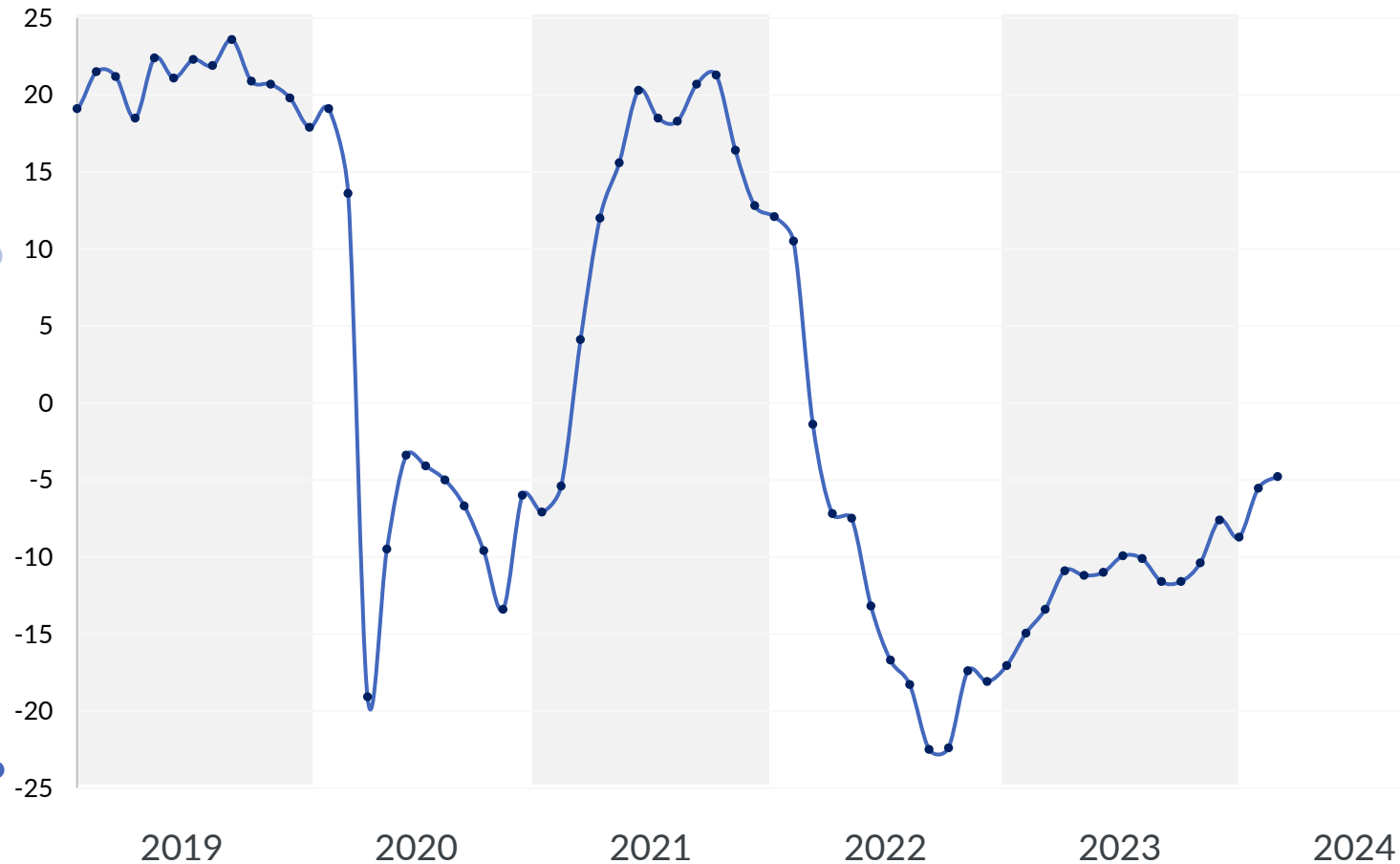
Italy

Spain

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Economic expectations
Index: -9 | +/- vs
prev. month: +2%



Income expectations
Index: -4 | +/- vs
prev. month: +4%



Willingness to buy
Index: -21 | +/- vs
prev. month: +3%

Weekly retail insights from the Point of Sale

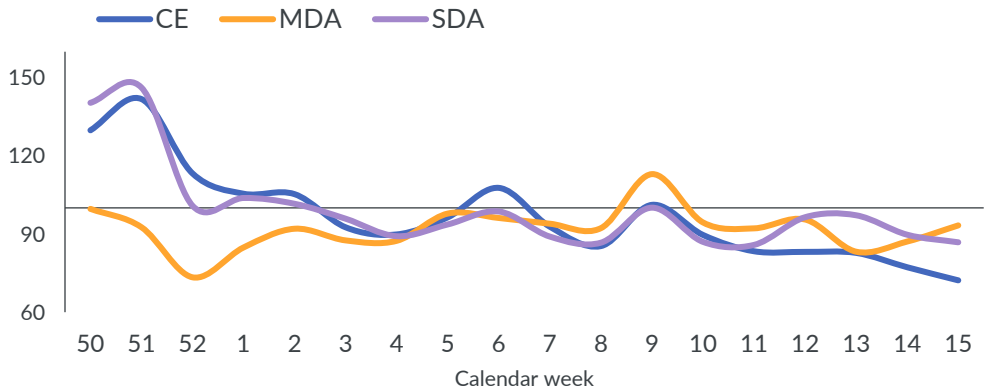
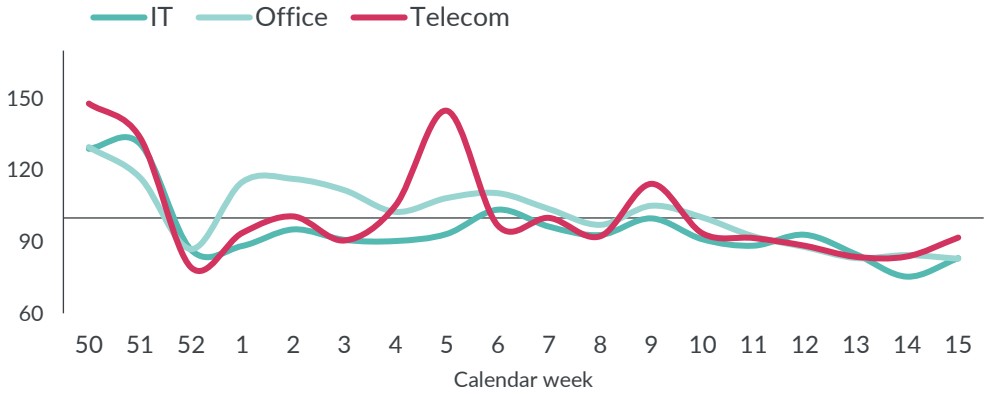
Spotlight on Germany



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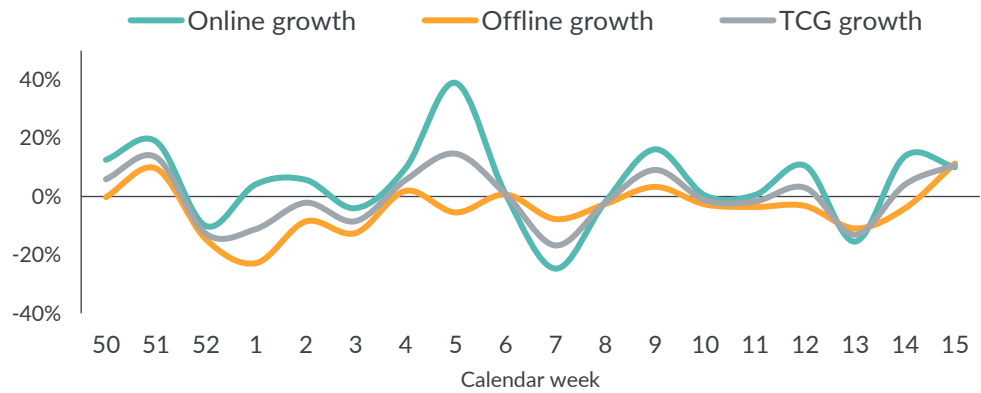
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 15 (Apr 08 - Apr 14)



- Similar rates of +11% for traditional retail and +10% for online sales resulted in an uplift of 11% for the total TCG market.
- Except for inkjet printers at -5%, all other IT/Office products delivered positive trends, ranging from between +4% for mobile computing to +12% for desk computing. Smartphones experienced a value increase of 21%.
- CE categories were negative throughout, with TVs down 9% and soundbars posting -33%. In week 15, all MDAs/SDAs delivered growth, from +2% for air treatment to +22% for dental care. The exception was hot beverage makers at a weak -2%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 - 15 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.

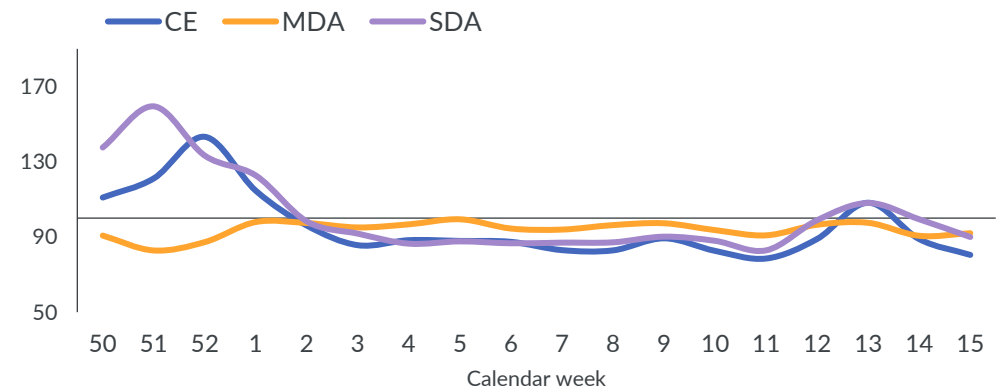
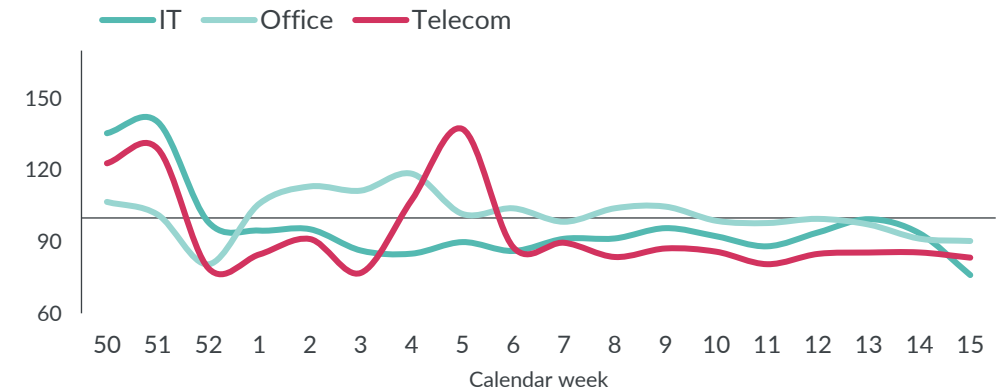
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

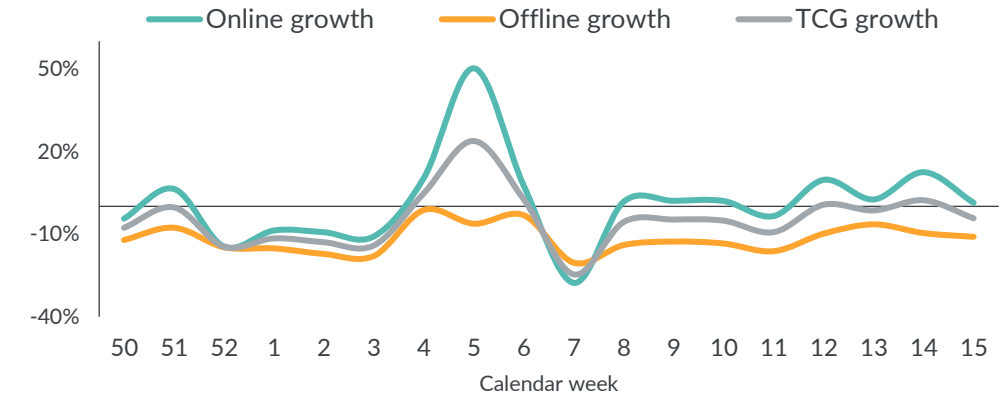


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 15 (Apr 08 - Apr 14)



- Deceleration of traditional retail (-11%) dragged the total TCG market down by -4%. Online sales at a small +1% was unable to balance that out.
- IT/Office products were led by peripherals. Keyboards grew at +15% and mice at +29%. Monitors were up 21%. Inkjet printers were flat. Smartphones decelerated at -7%. Media tablets came in last at -17%.
- CE categories were negative throughout, with TVs down 6% and audio home systems posting -32%. MDA/SDA categories posted a mixed picture with food preparation at +14% the best-performing product group.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 15 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

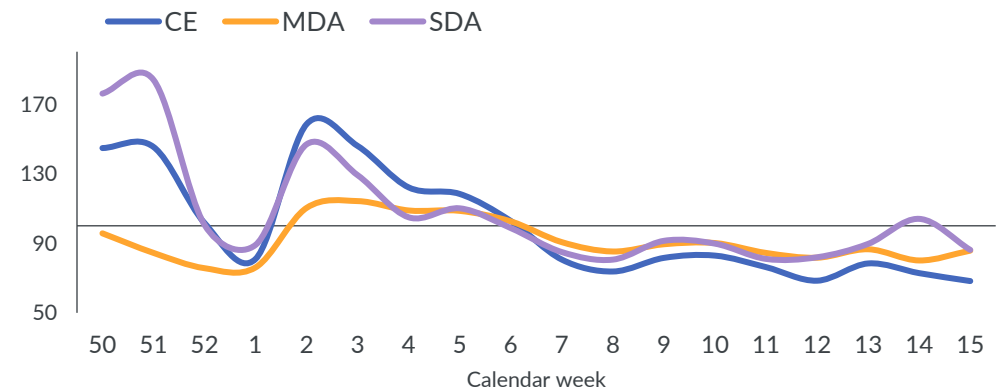
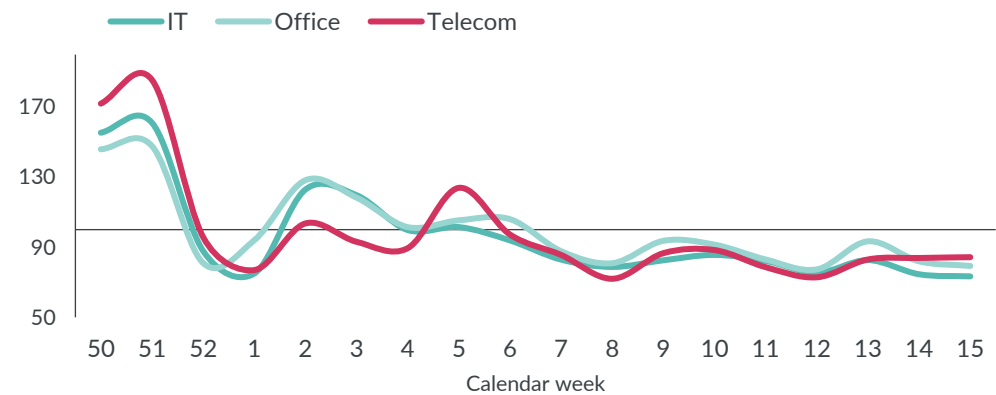
Weekly retail insights from the Point of Sale

Spotlight on France

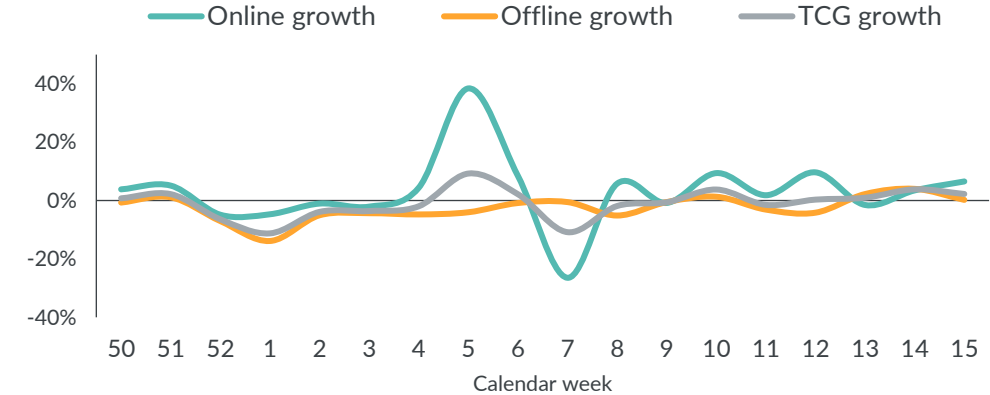


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 15 (Apr 08 – Apr 14)



- While traditional retail was flat, online sales at +7% lifted the total TCG market by 2%.
- Except for inkjet printers at -7% and mobile computing at -4%, all other IT/Office products posted growth with media tablets in the lead at +21%. Smartphones delivered a plus of 11%.
- There were negative results for dental care at -21%, audio home systems at -19%, and food preparation and soundbars at -16%. Cooling and washing machines won moderately at +4% and +6% respectively.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 15 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): 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



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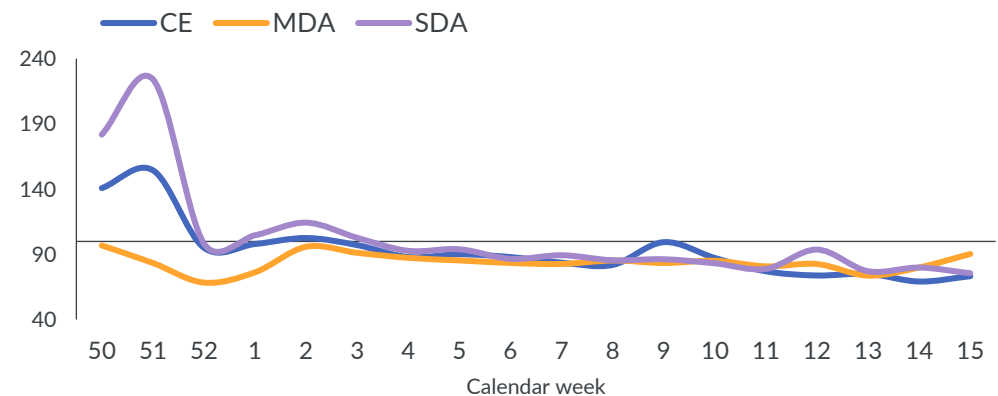
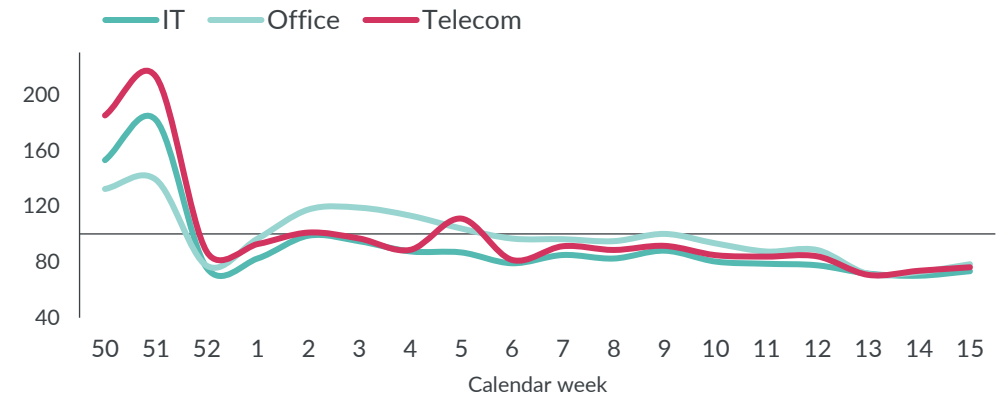
Spain

Japan

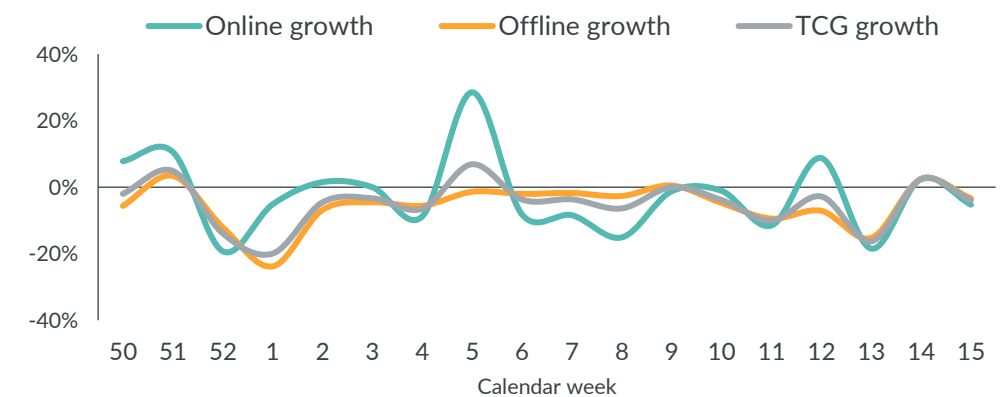
Brazil

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 15 (Apr 08 – Apr 14)



- Close rates of -3% for traditional retail and -5% for online sales pulled the total TCG market down by -4%.
- All IT/Office and telecom products experienced negative trends, ranging from -4% for smartphones to -13% for mobile computing. Laser printers were flat.
- In week 15, air treatment took the lead at +28%. The other MDA and SDA categories ranged from +14% for cooling to -17% for vacuum cleaners. Dental care was flat. While audio home systems lost 32%, TVs were less negative at -8%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 15 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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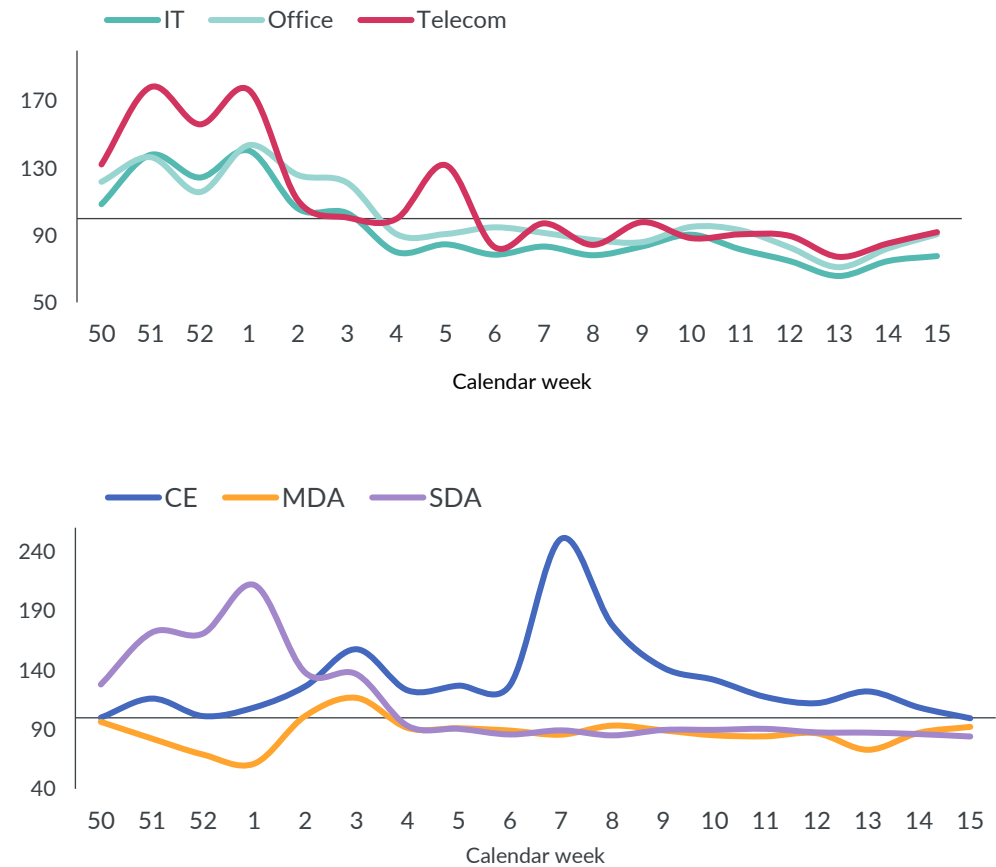
➤ Spain

Japan

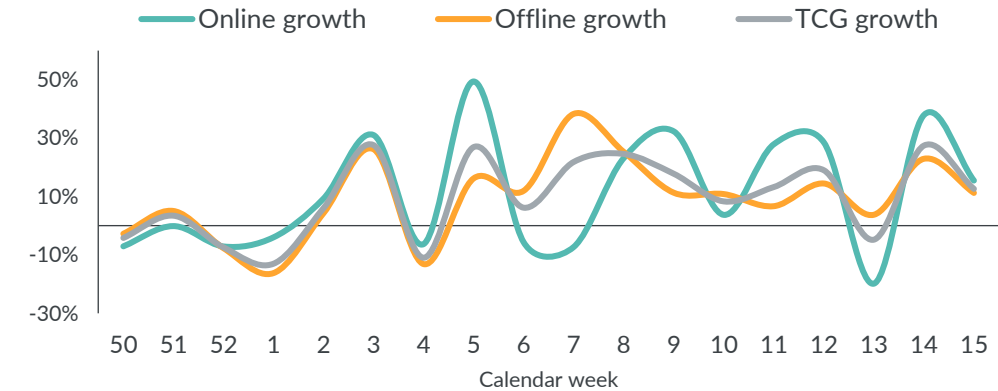
Brazil

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 15 (Apr 08 – Apr 14)



- Scores of 11% for traditional retail and 15% for online sales resulted in an average growth of 13% for the total TCG market.
- PTV still led the growth at +28% but is slowly normalizing. Audio home systems at -20% was the worst-performing product group. MDAs were flat but SDAs posted growth, with hot beverage makers in the lead at +25%.
- IT/Office products lost their strong dynamics from last week. Printers gained +9% compared to +27% in week 14. Desk computing at -11% dragged IT down by 4%. Smartphones posted +20%, two percentage points higher than week 14.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 15 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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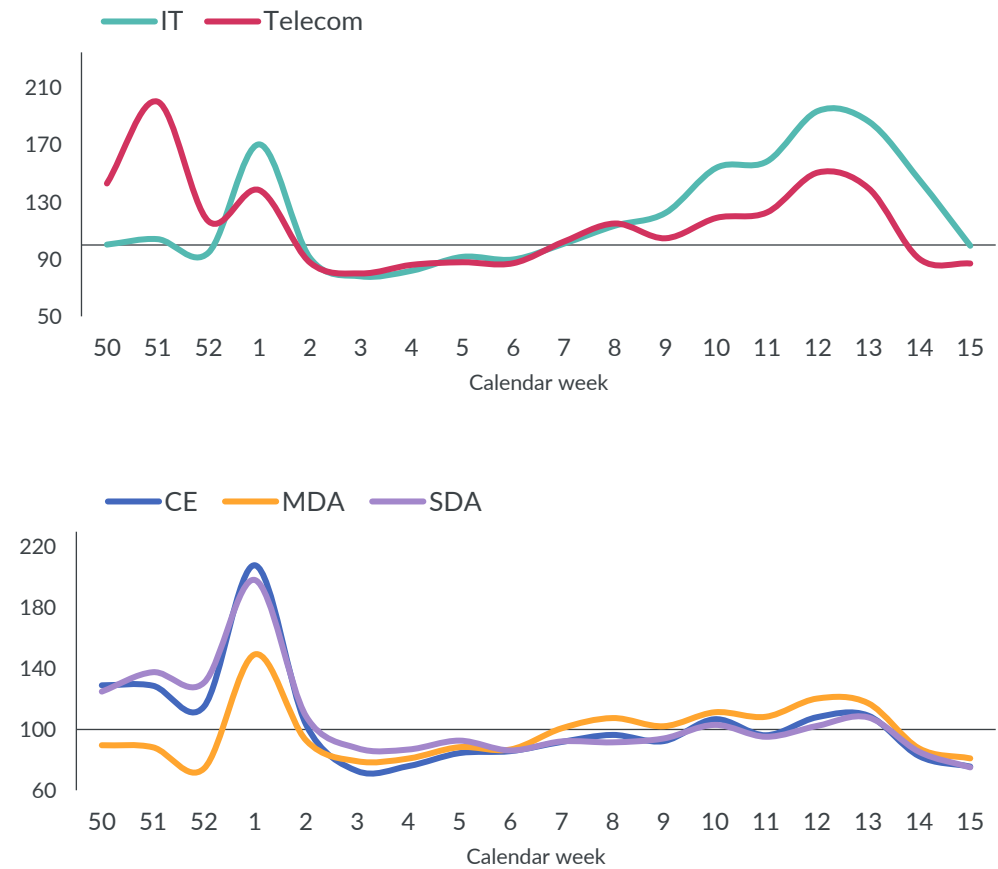
Spain

> Japan

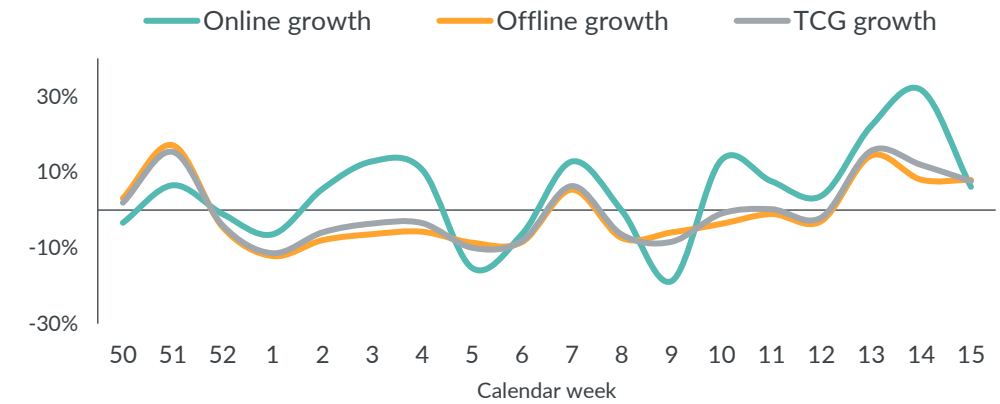
Brazil

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 15 (Apr 08 - Apr 14)



- Traditional retail at +8% raised the total TCG by 8%. Online sales at +6% added to it.
- While mobile computing increased by 2%, media tablets decelerated at -4%. Smartphones accelerated by a strong +43%. Headsets experienced a solid growth of 15%.
- The mixed picture for MDA and SDA products saw shavers in the lead at +5% and hot beverage makers last at -5%. In CE, TVs saw a slight uptick of 1%. Soundbars and audio home systems fell by 24% and 28% respectively.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 - 15 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

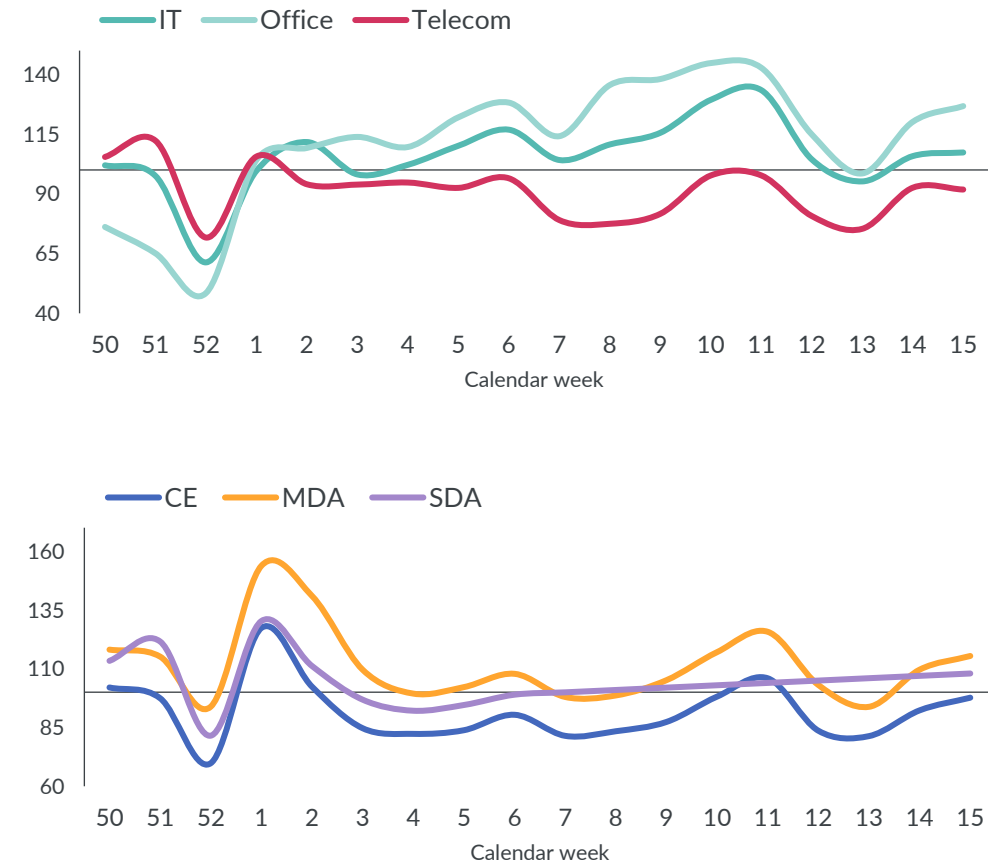
Weekly retail insights from the Point of Sale

Spotlight on Brazil

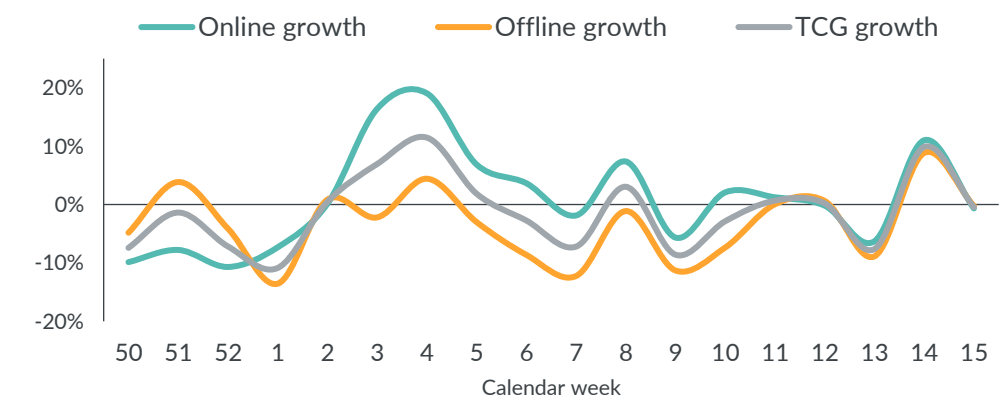


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 15 (Apr 08 – Apr 14)



- Flat traditional retail and a tiny downswing for online sales (-1%) led to a plateaued total TCG market.
- Media tablets at +15% were the best-performing category in week 15. Except for mobile computing at -6%, all other IT/Office categories posted positive trends. Smartphones slumped at -10%.
- Apart from shavers at -5%, all MDA/SDA products delivered double-digit growth, with hot beverages in the lead at +21%. TVs were almost flat at +0.8%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 15 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



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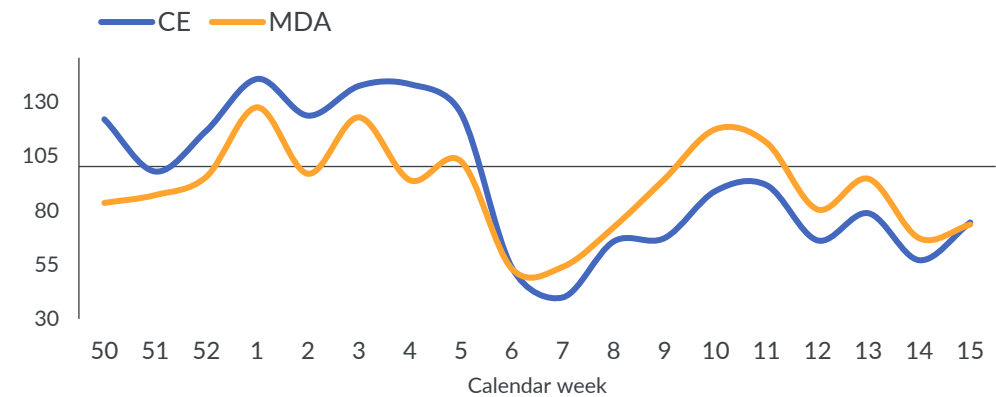
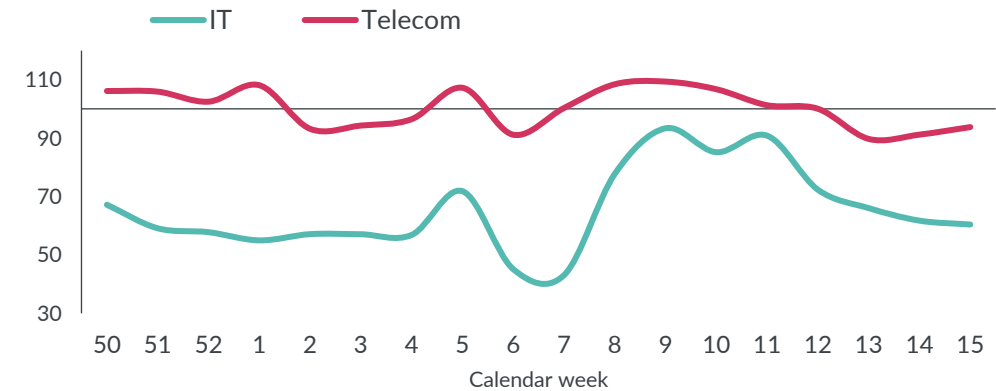
Spain

Japan

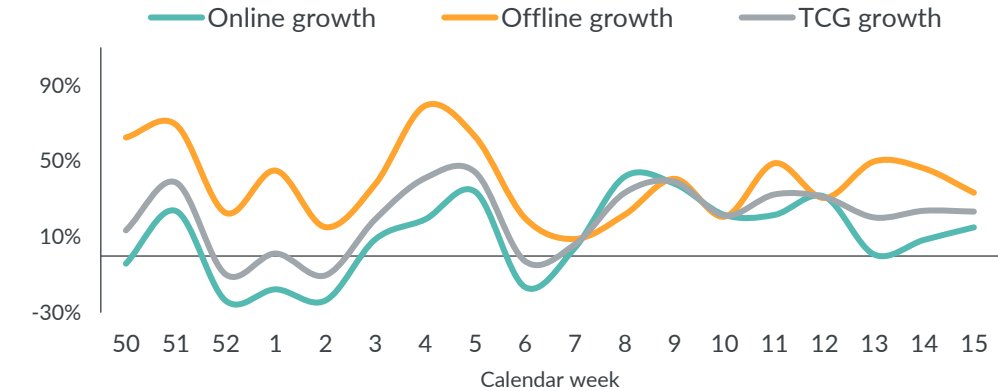
Brazil

> 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 15 (Apr 08 - Apr 14)



- Strong results for traditional retail (+33%) boosted the total TCG market to a plus of 23%. Growth of 15% for online sales added to it.
- Smartphones at +37% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing was flat.
- There were drops for cooling at -3%, washing machines at -11%, and PTV at -7%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 - 15 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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