



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 202

Week 16 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.



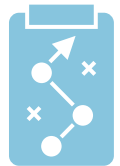
Ready to revolutionize the way you work with market intelligence?



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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

Premium feature and purpose dedicated segment sales outperforming the category average

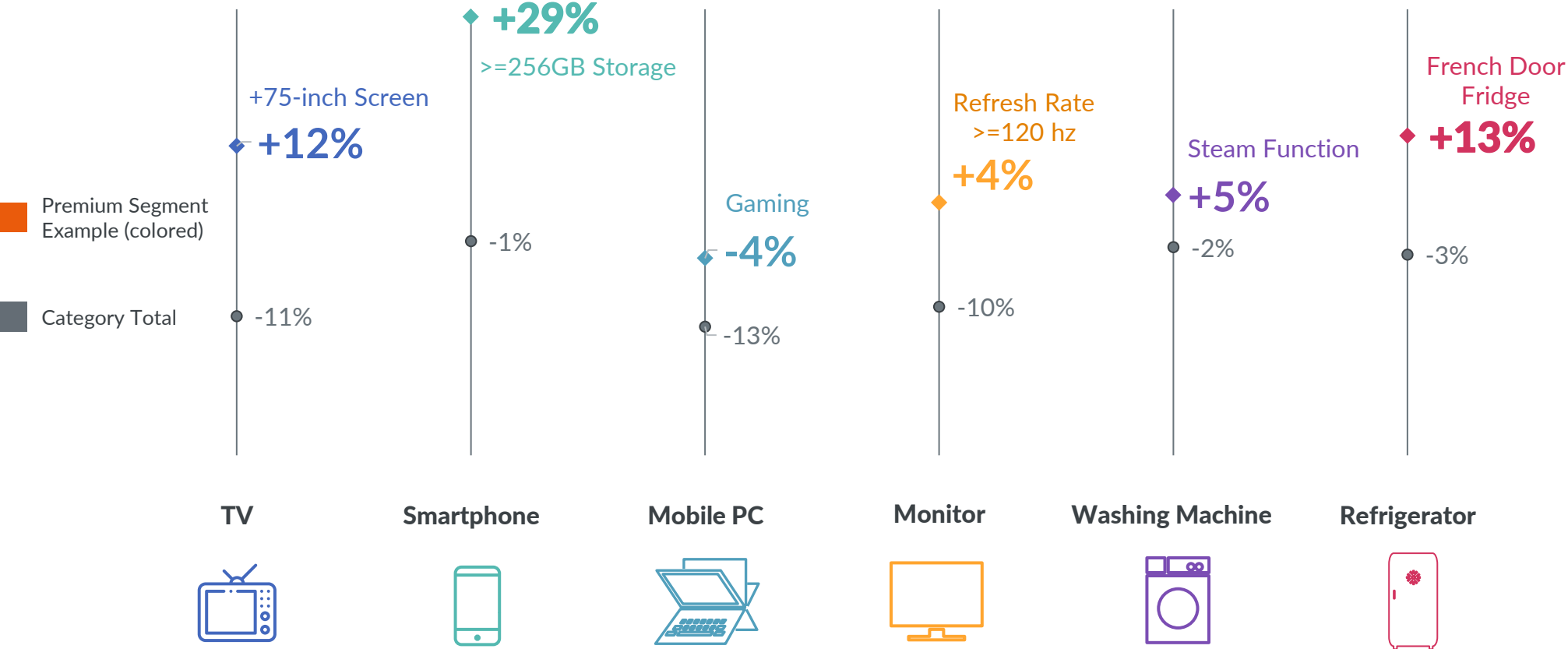


About **gfknewron**

Sales value growth USD | Global excl. NA | B2C Retailer Market | 2023 vs 2022

> Fact of the week

- Germany
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- Italy
- Spain
- Japan
- Brazil
- China



Source: GfK Market Intelligence Sales Tracking Retailer Market, Sales Value USD growth rate YoY, Jan-Dec 2023, Global excl North America

Weekly retail insights from the Point of Sale

Spotlight on Germany



About **gfknewron**

Fact of the week

> Germany

Great Britain

France

Italy

Spain

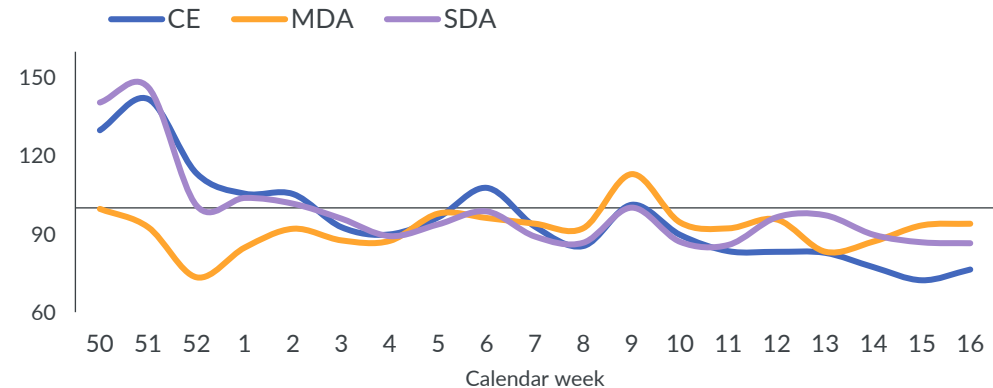
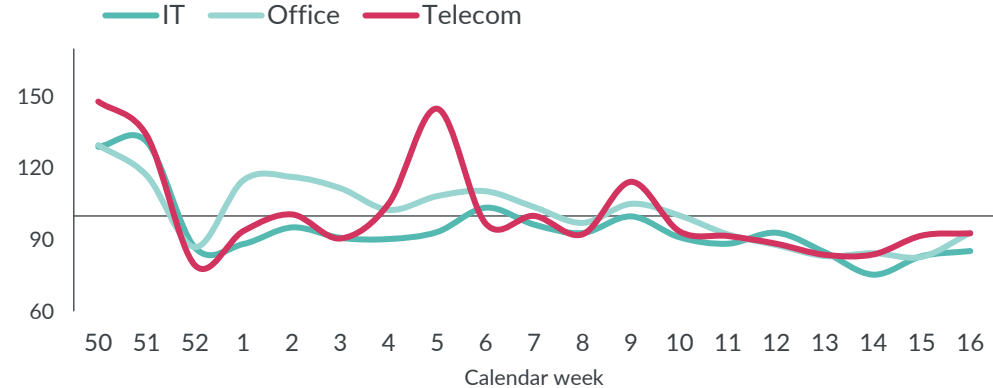
Japan

Brazil

China

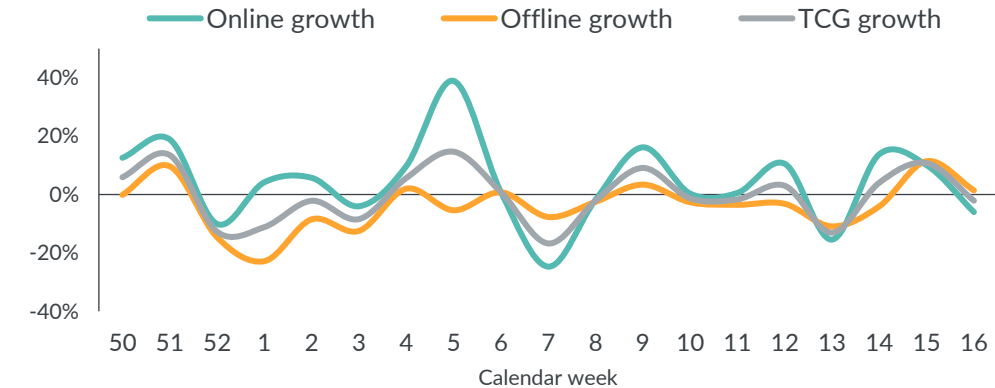
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 16 (Apr 15 – Apr 21)



- Online sales at -6% pulled the total TCG market down by 2%. Traditional retail at +1% was unable to balance that out.
- Laser printers at +25% were the star in week 16 but all other IT/Office categories posted negative trends with desk computing recording -8%. Smartphones lagged at -5%.
- While soundbars and audio home systems posted double-digit negative trends, PTV increased by 2%. Cooling and washing machines grew moderately by 4%. SDAs delivered a mixed picture, ranging from -6% for food preparation to +17% for dental care.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 16 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.

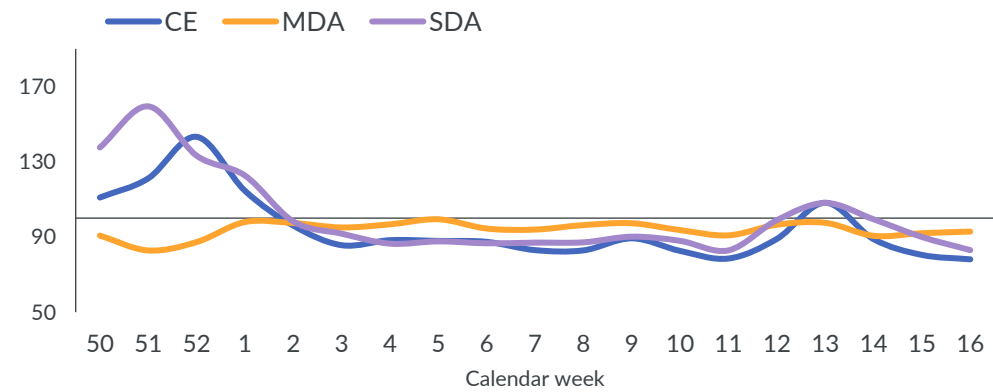
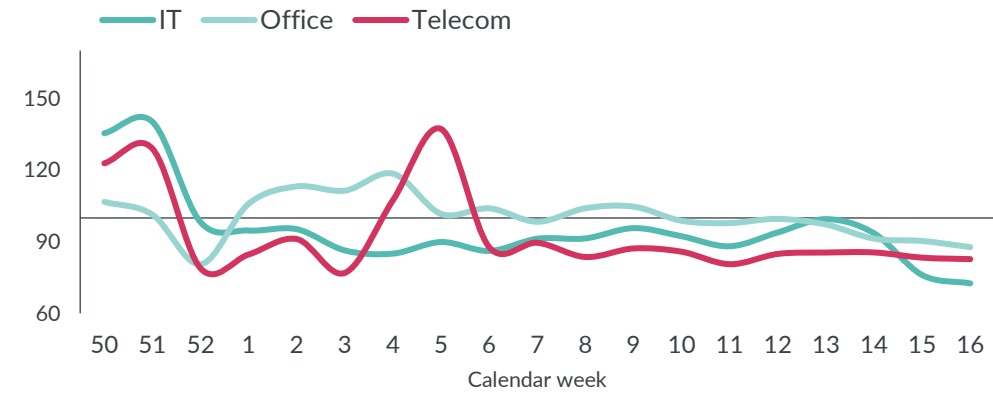
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

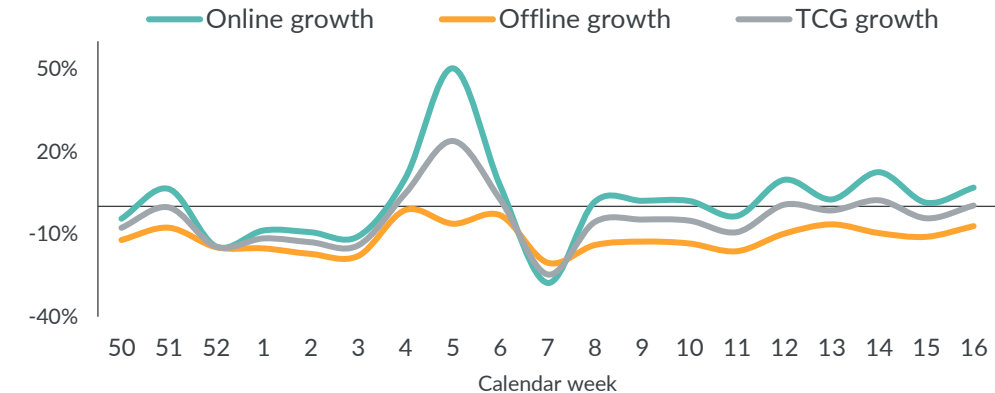


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 16 (Apr 15 - Apr 21)



- Online sales (+7%) and traditional retail (-7%) delivered an opposing development to each other, which resulted in a flat total TCG.
- IT/Office products were positive overall, led by laser printers at +15%, but media tablets slumped at -19%. Smartphones were weak at +1% and headsets were flat.
- While MDAs lagged at -1%, SDAs posted positive results except for vacuum cleaners at -8%. Shavers were the leading category at +16%. While soundbars and audio home systems delivered -2% and -8%, PTV saw an upswing of 5%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 16 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

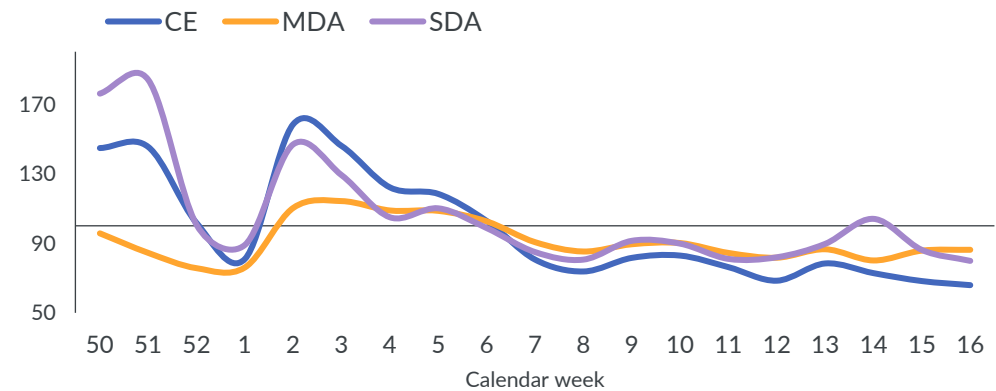
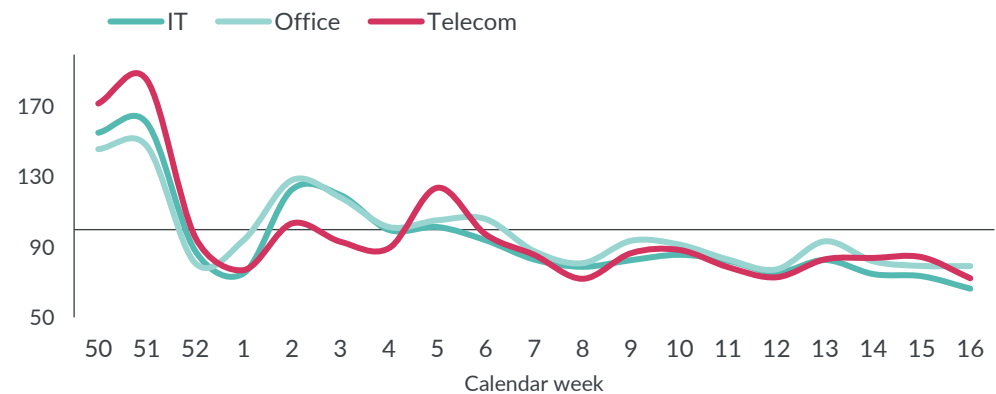
Spain

Japan

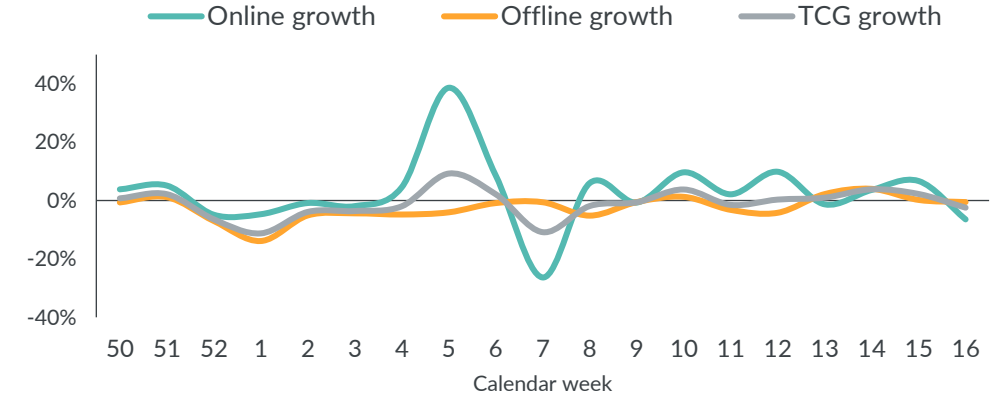
Brazil

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 16 (Apr 15 - Apr 21)



- Online sales at -6% pulled the total TCG market down by 2%. Traditional retail at -1% added to it.
- Mobile and desk computers led this downward trend by -10% and -11% . Only monitors and peripherals posted a slight uptick of 2% or less. Smartphones lagged at -6%.
- CE categories delivered negative trends throughout, with audio home systems posting -22% and PTVs down 6%. MDAs and SDAs experienced slight ups and downs with shavers up 8% and food preparation down 10%. Cooling was flat.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 16 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

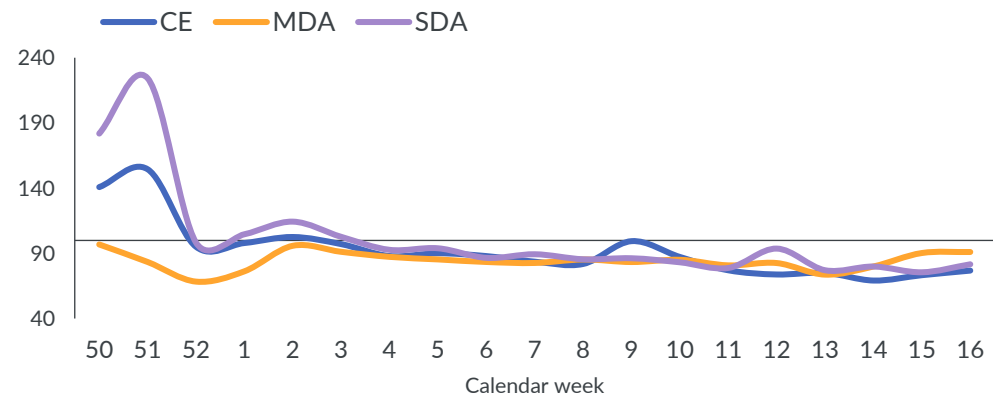
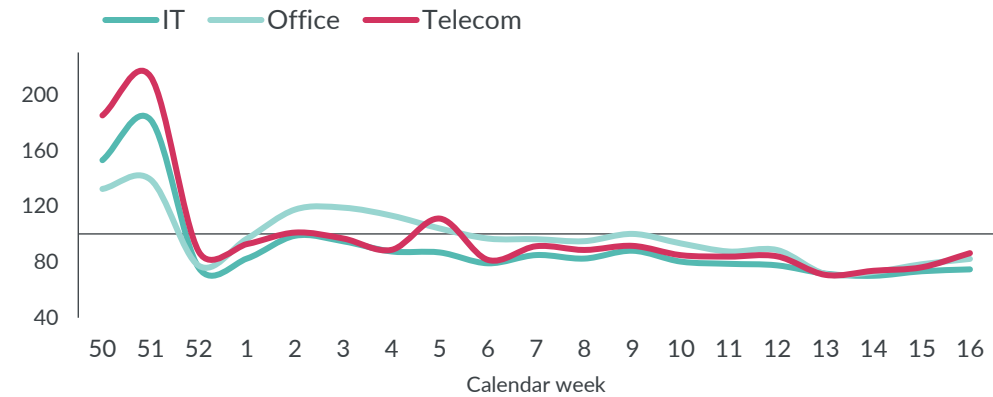
Spain

Japan

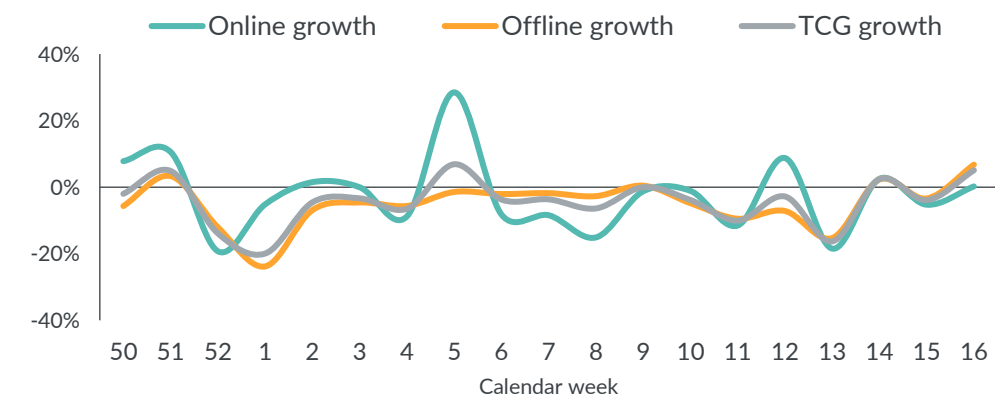
Brazil

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 16 (Apr 15 - Apr 21)



- While traditional retail accelerated by 7%, flat online sales clouded the development of total TCG (+5%).
- Printers decreased by 10%. Mobile and desk computing lost 16% and 15% respectively. Only media tablets experienced a moderate upswing of 3%. Smartphones delivered good results at +15%.
- MDAs and SDAs experienced positive trends, ranging from +4% for hot beverage makers to +21% for air treatment. Only shavers (-4%) and food preparation (-6%) posted some drops. Audio home systems was the worst-performing category in week 16, at -18%. TVs delivered -2%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 - 16 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

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Italy

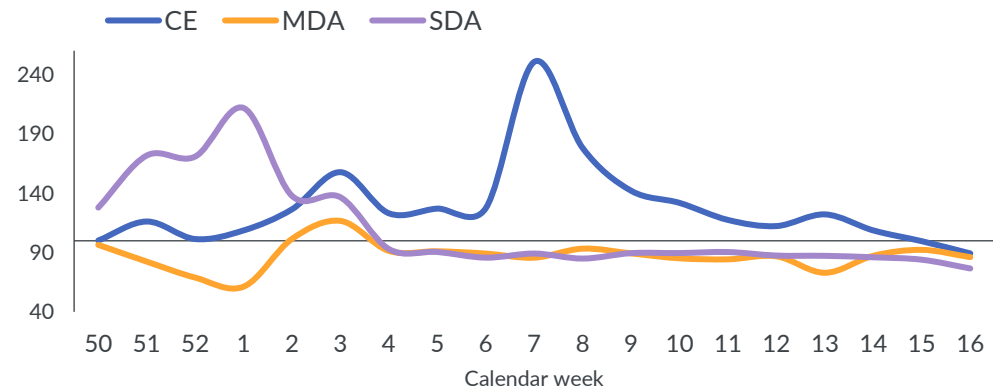
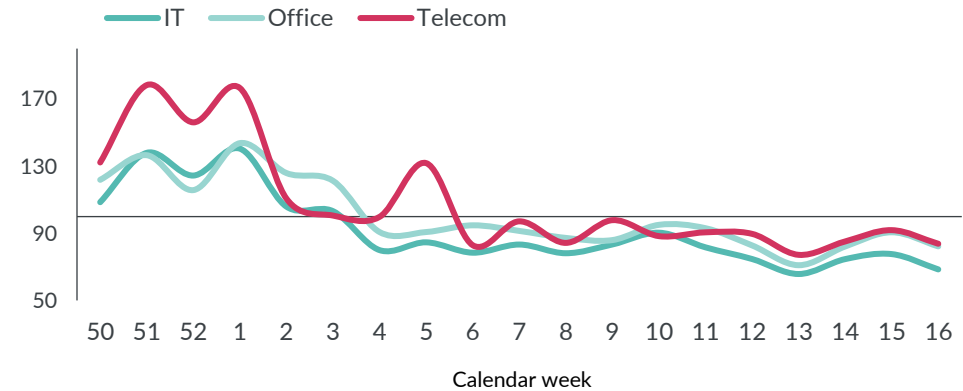
➤ Spain

Japan

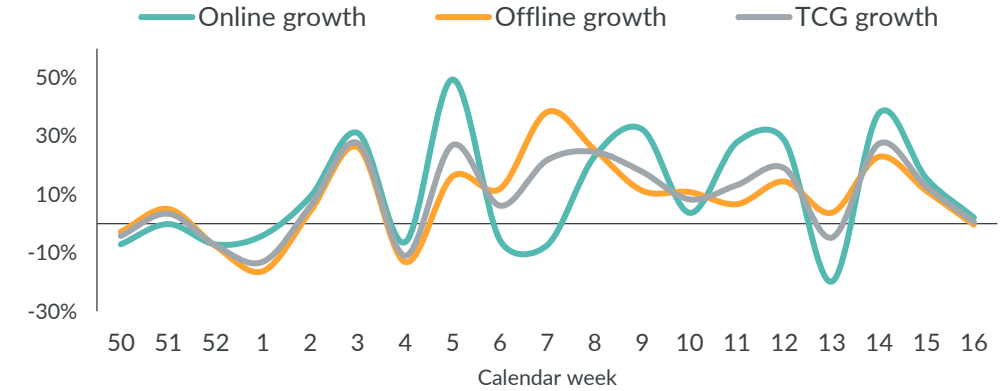
Brazil

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 16 (Apr 15 - Apr 21)



- In week 16, the total TCG market plateaued. Online sales at +2% were unable to lift the average from flat traditional retail.
- Except for media tablets at +18%, all other IT/Office products posted negative trends, ranging from -2% for laser printers to -20% for desk computing. Smartphones delivered +7%. Headsets were flat.
- Week 16 delivered disappointing results for soundbars and audio home systems at -22%. PTV experienced a moderate increase of 5%. While cooling and washing machines were down 6% and 4% respectively, SDAs experienced moderate uplifts with hot beverage makers in the lead at +9%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 16 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

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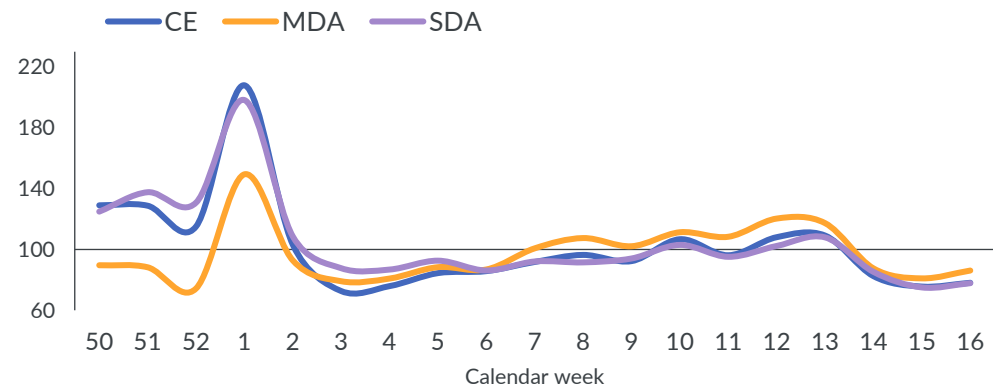
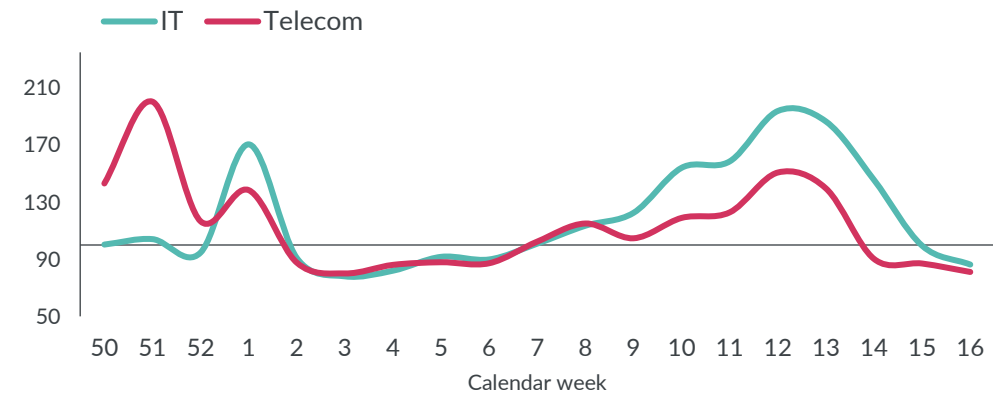
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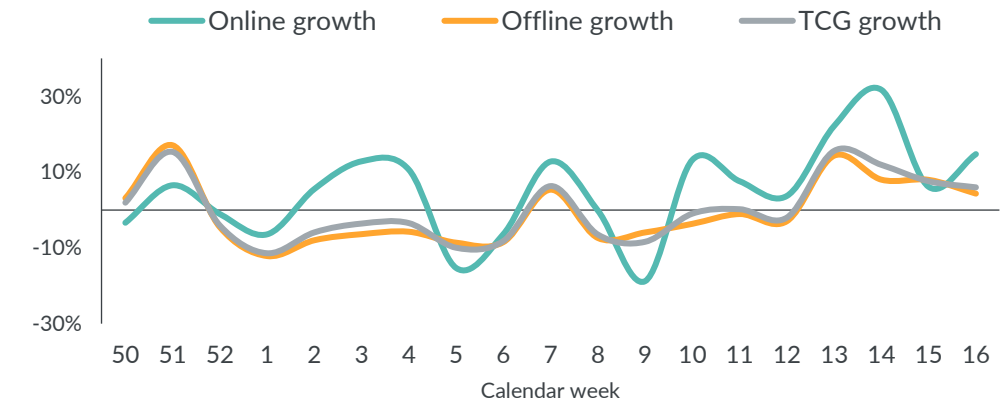
Brazil

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 16 (Apr 15 - Apr 21)



- Strong online sales (+15%) – despite its small share – lifted the total TCG market by 6%. Traditional retail at a moderate +4% added to it.
- While mobile computing increased by 6%, media tablets decelerated at -6%. Smartphones were strong at +27%. Headsets experienced a slight uptick of 2%.
- Overall positive trends for MDA and SDA products saw shavers in the lead at +17% and hot beverage makers claiming second place at +12%. The exception was air treatment at -18%. Washing machines were flat. In CE, audio home systems declined by 14% while TVs gained 2%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 16 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

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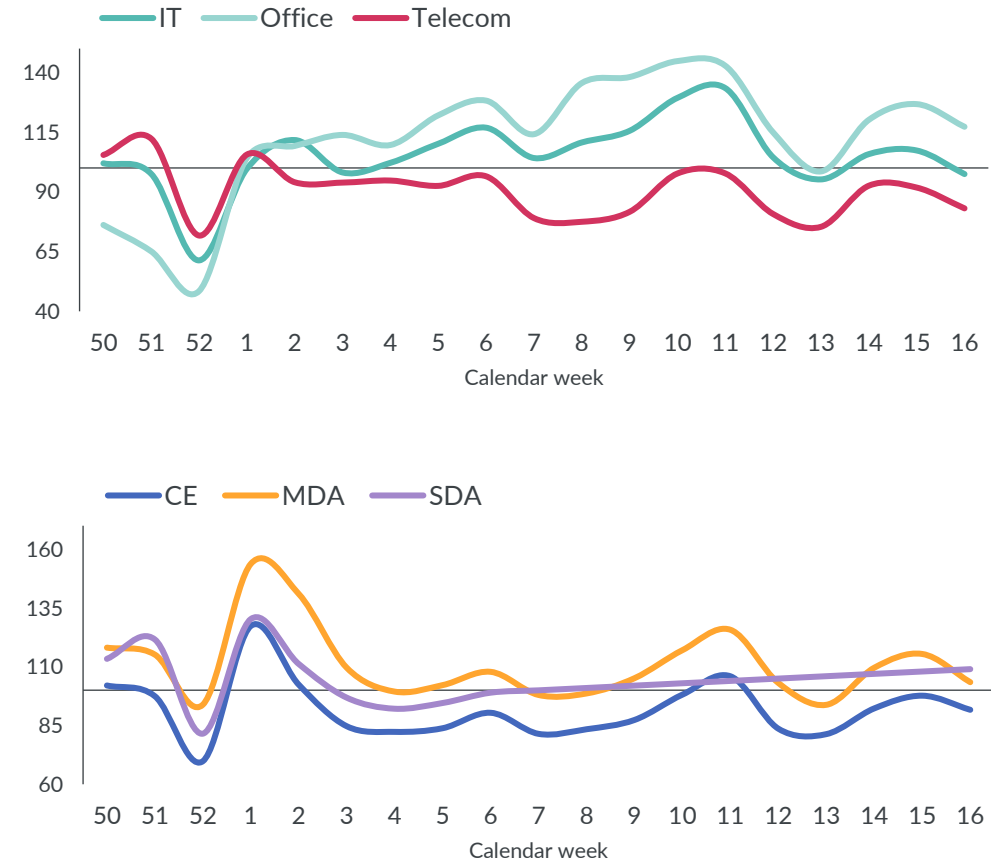
Spain

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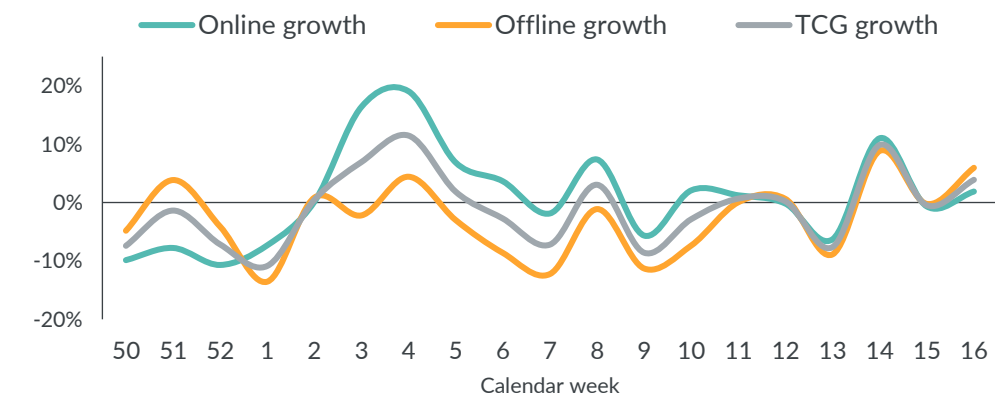
> Brazil

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 16 (Apr 15 - Apr 21)



- Scores of 6% for traditional retail and 2% for online sales resulted in an average growth of 4% for the total TCG market.
- Most IT/Office categories put on a convincing performance with double-digit growth around +20%. The exception was mobile computing at a moderate +3%. Smartphones slumped at -10%.
- Among MDA/SDA/CE products, only shavers delivered a negative trend, at -5%. Except for PTV (+7%), all other categories experienced double-digit uplifts, with washing machines in the lead at +24%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 16 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

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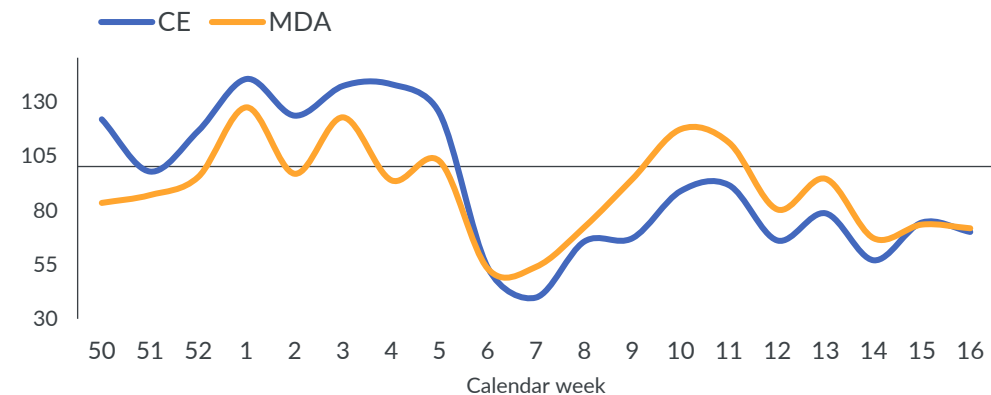
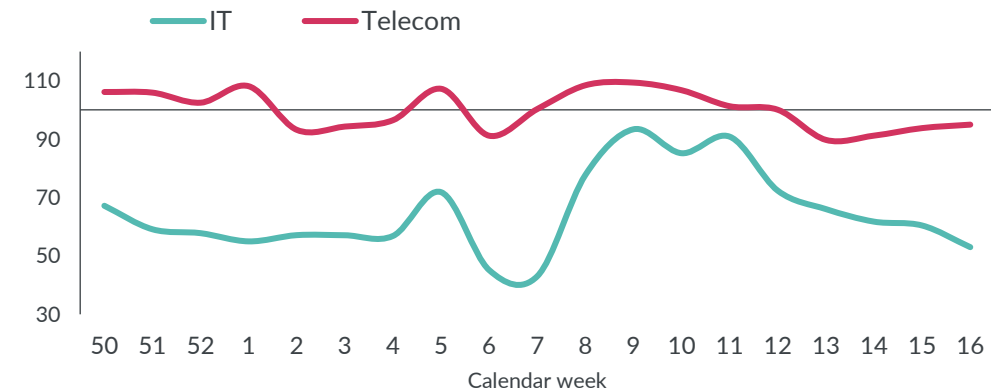
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Japan

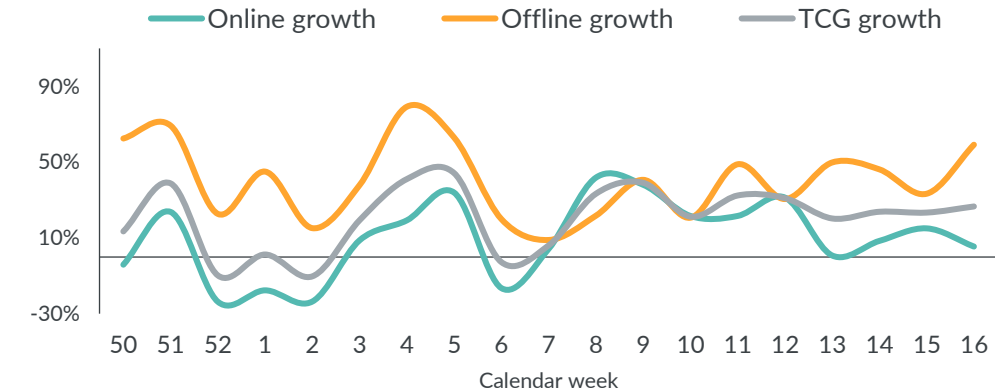
Brazil

➤ 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 16 (Apr 15 - Apr 21)



- Remarkable results for traditional retail (+59%) boosted the total TCG market to a plus of 27%. Growth of 5% for online sales added to it.
- Smartphones at +38% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing slumped at -16%.
- Washing machines stood out in week 16 for MDA by posting +16%. Cooling was a bit less successful, at +4%. TV delivered a moderate growth as well and increased by 5%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 - 16 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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