



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 203

Week 17 of 2024

Powered by **gfknewron**

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Quick, comprehensive, and accessible business insights



> About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

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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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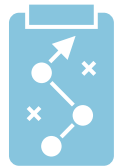
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Fact of the Week

Top product categories during 2nd prime day week



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Highest value growth vs week 28 22						
	1st	Phablets	Vacuum Cleaners	Phablets	Gaming & Leisure Devices*	Fryers
		+4%	+30%	+17%	+31%	+234%
	2nd	Fryers	Phablets	Vacuum Cleaners	Phablets	AR/VR glasses
		+103%	+2%	+8%	+2%	+383%
Highest value growth vs avg week value growth	1st	AR/VR glasses	Phablets	Phablets	Phablets	Phablets
		+258%	+24%	+20%	+5%	+17%
	2nd	Fryers	Vacuum Cleaners	Mobile Computing	Vacuum Cleaners	Fryers
		+51%	+35%	+30%	+19%	+153%

Weekly retail insights from the Point of Sale

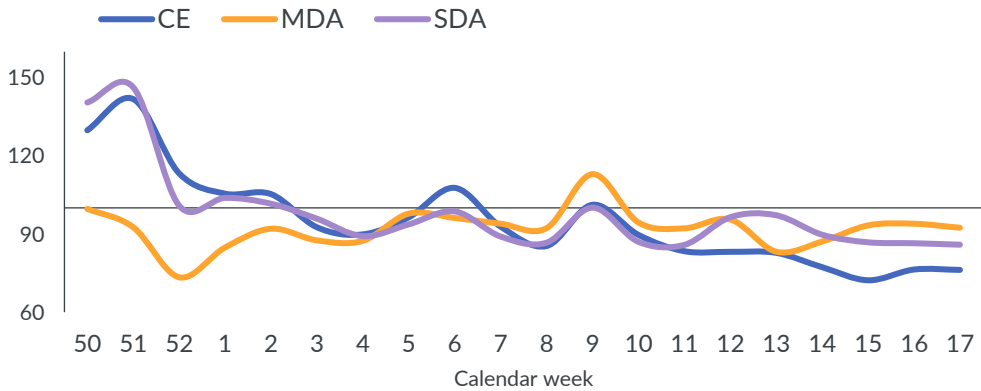
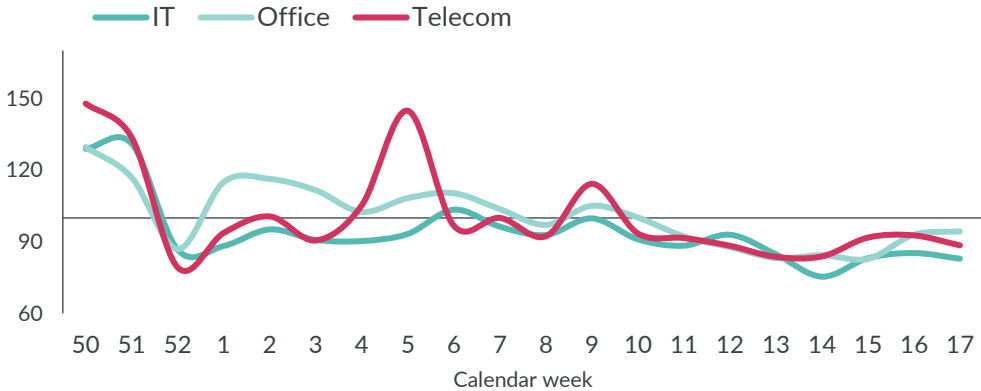
Spotlight on Germany



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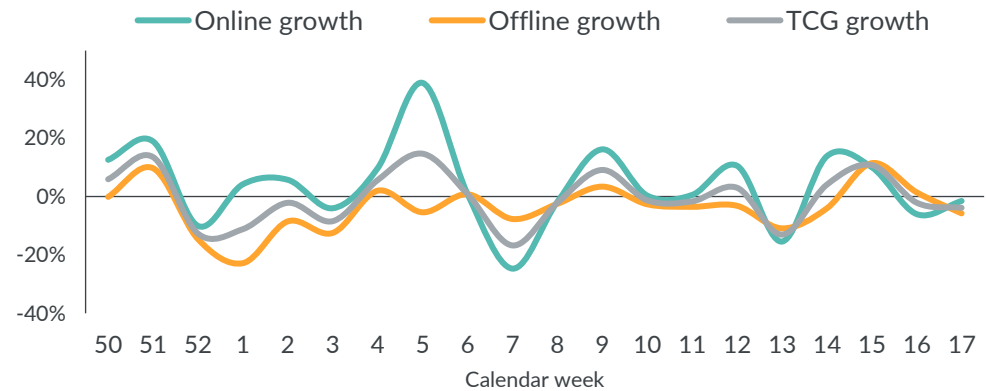
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 17 (Apr 22 - Apr 28)



- Traditional retail dropped by 6%. Combined with online sales at -2% this delivered a decrease of 4% for the total TCG market.
- Except for inkjet printers at +8%, all other IT/Office products delivered negative trends, ranging from between -4% for monitors to -12% for desk computing. Smartphones lagged at -2%.
- In week 17, dental care was the ray of light, at +15%. All other MDA/SDA/CE categories were negative, with air treatment and audio home systems the worst performing at -17%. Washing machines were flat at -0.5%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 - 17 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.

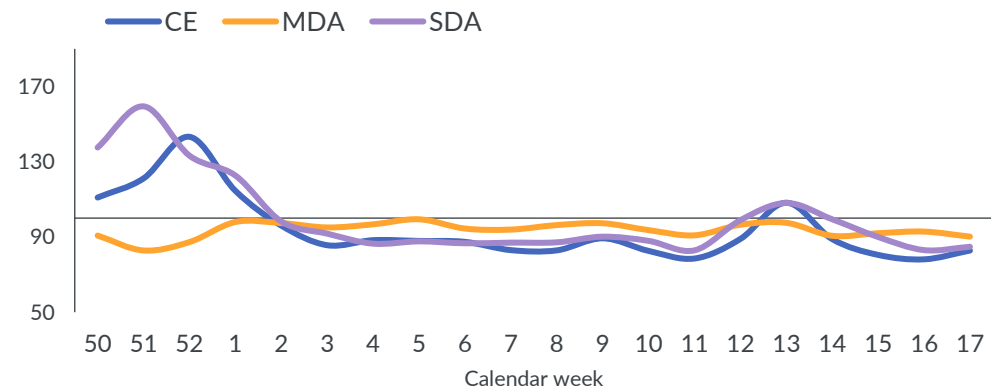
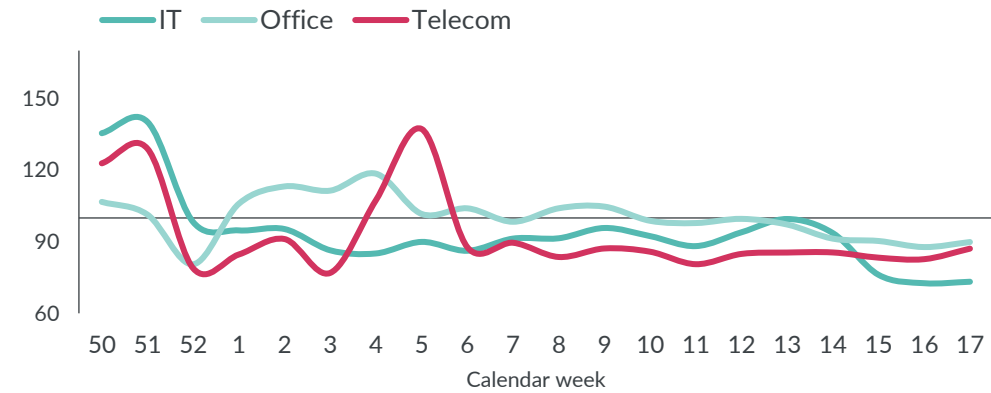
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

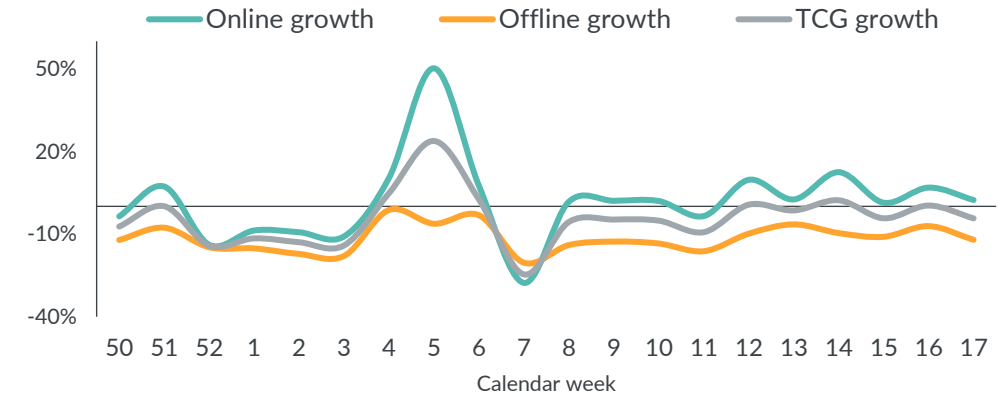


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 17 (Apr 22 – Apr 28)



- Deceleration of traditional retail (-12%) dragged the total TCG market down by -4%. Online sales at a weak +2% were unable to compensate.
- While media tablets decreased at a remarkable rate of -35%, laser printers were successful at +25%. All other IT/Office products showed moderate or small increases and decreases. Smartphones decelerated at -2%.
- Cooling and washing machines fell by 9% and 3% respectively. SDAs posted a mixed picture with shavers in the lead at +8% and vacuum cleaners down 9%. Audio home systems declined by 22%, TVs were flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 17 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): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

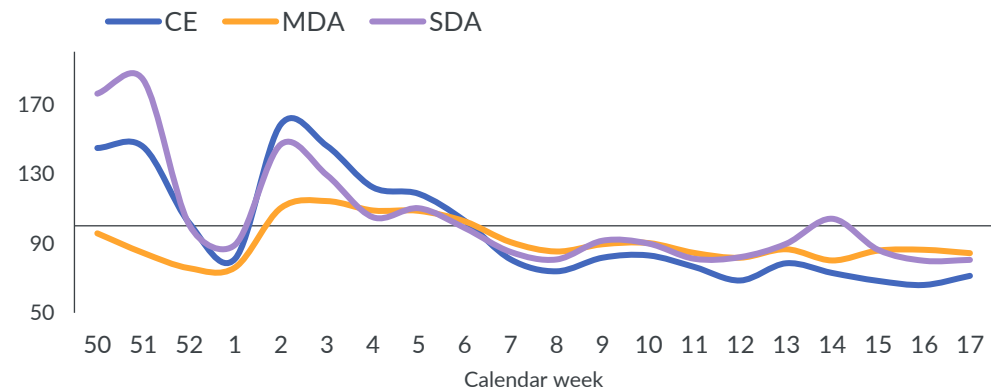
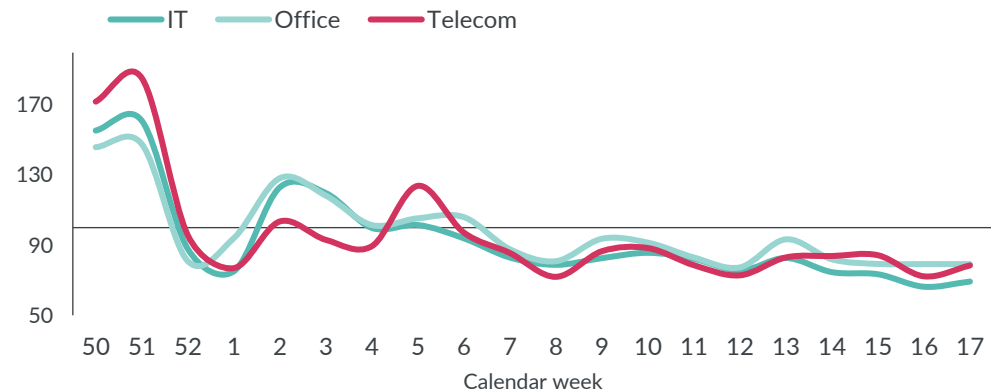
Weekly retail insights from the Point of Sale

Spotlight on France

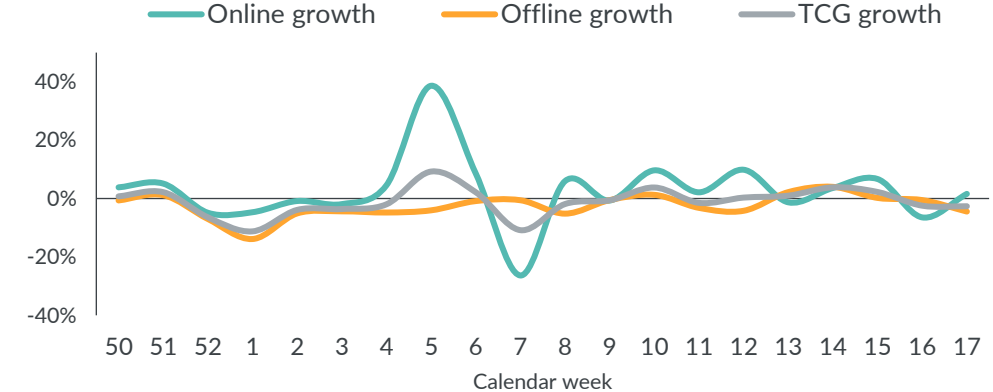


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 17 (Apr 22 – Apr 28)



- Deceleration of traditional retail (-4%) dragged the total TCG market down by -3%. Online sales at a weak +2% were unable to compensate.
- Printers brought up the rear in week 17, at -17% for laser and -7% for inkjet. IT products ranged between -7% for mobile and desk computing and +3% for mice. Smartphones posted a plus of 4%.
- In week 17, air treatment was the worst-performing product group, at -27%. All other SDAs delivered slight ups and downs below 10%. Cooling delivered -12% and washing machines posted -4%. While audio home systems decreased by 14%, TVs were less negative, at -6%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 17 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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Germany

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Italy

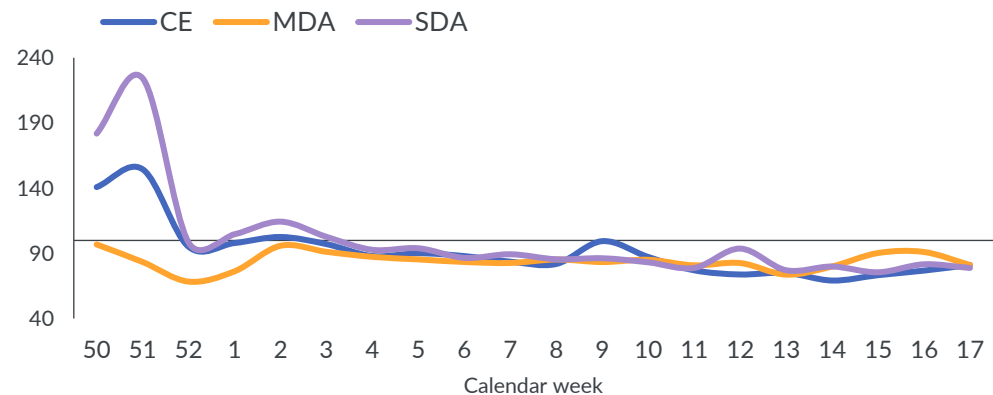
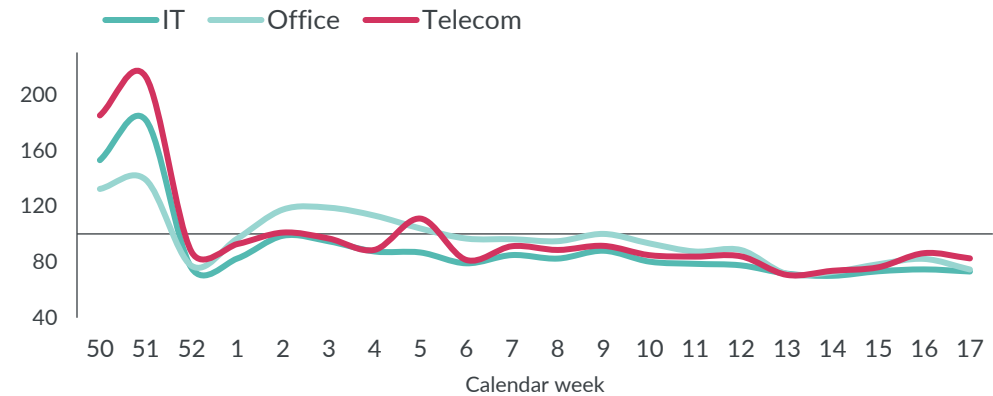
Spain

Japan

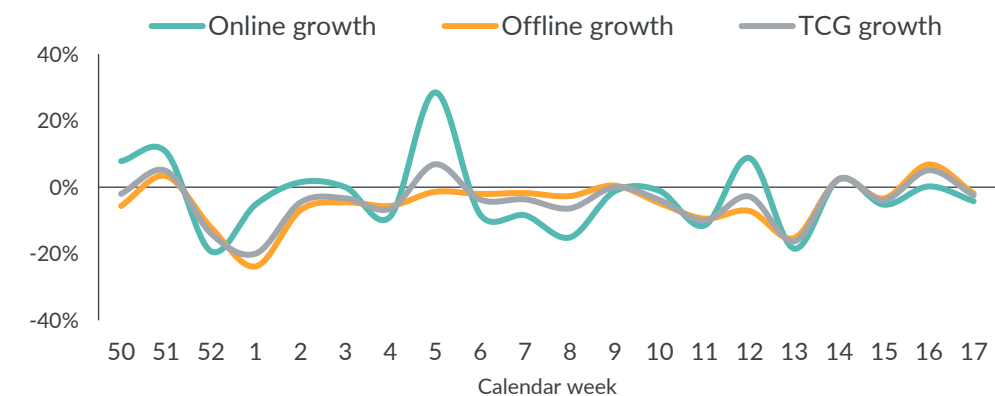
Brazil

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 17 (Apr 22 – Apr 28)



- Both distribution types delivered negative trends, online sales at -4% and traditional retail at -2%, resulting in a downswing of 2% for the total TCG market.
- IT/Office products experienced negative trends throughout, ranging from -20% for mobile computing to -1% for media tablets. Smartphones were stable at +0.5%.
- In week 17, MDA/SDA/CE products delivered mixed trends of between -28% for audio home systems and +13% for hot beverage makers. TVs experienced a slight uptick of 2%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 17 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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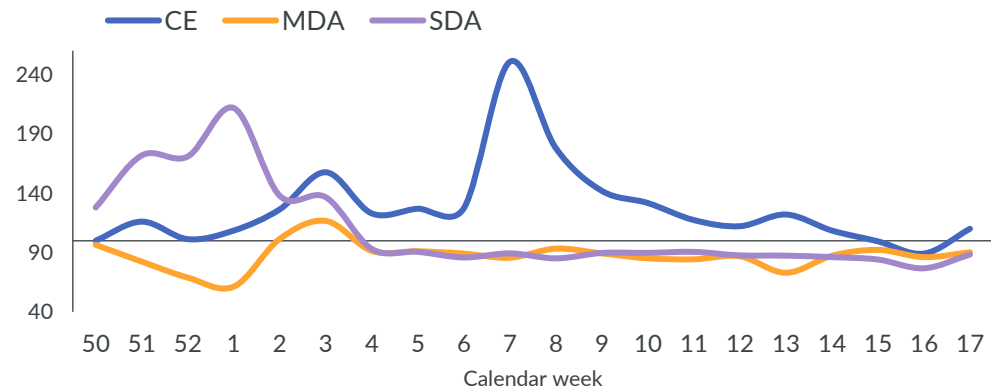
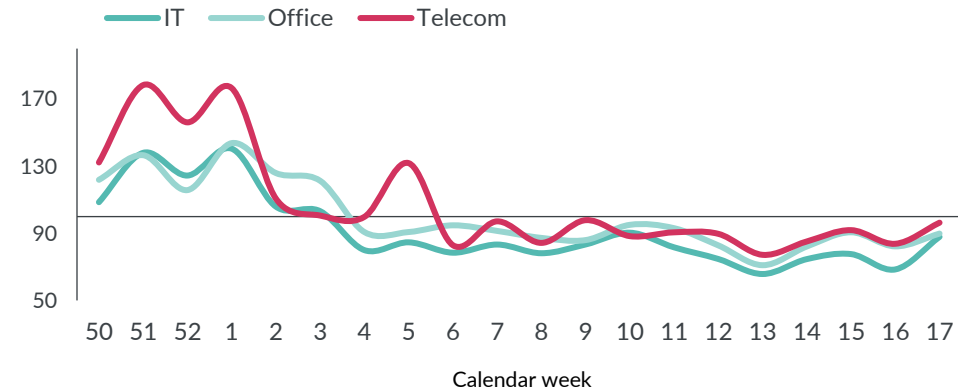
➤ Spain

Japan

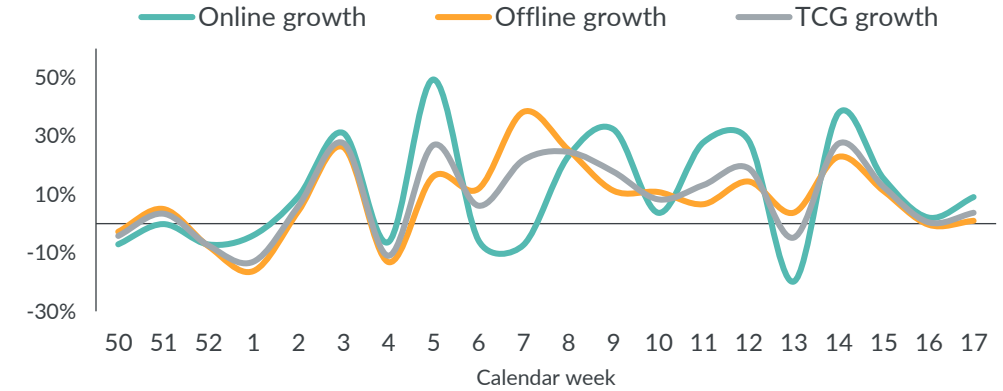
Brazil

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 17 (Apr 22 – Apr 28)



- While online sales showed a plus of 9%, traditional retail posted a weak +1%, leading to +4% for the total TCG market.
- In IT/Office, desk computing took the lead in week 17, at +20%. Media tablets claimed second place, at +14%. Laser printers were the least successful, at +2%. Smartphones accelerated at a moderate +4%.
- Audio home systems and soundbars slumped at -29% and -12%, and TVs gained +21%. Except for hot beverage makers (+16%), all MDAs and SDAs posted negative trends with vacuum cleaners in the lead at -15%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 17 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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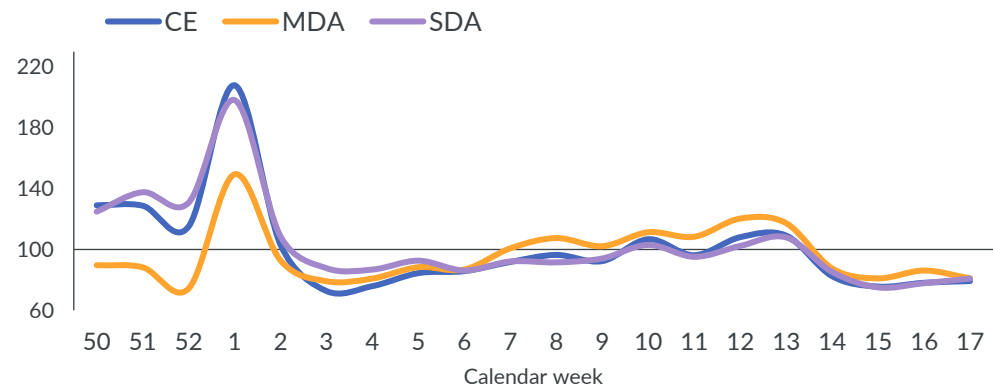
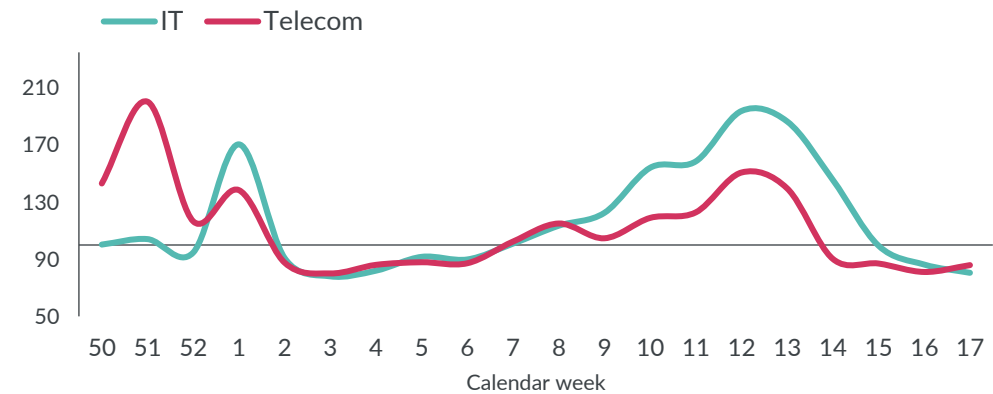
Spain

> Japan

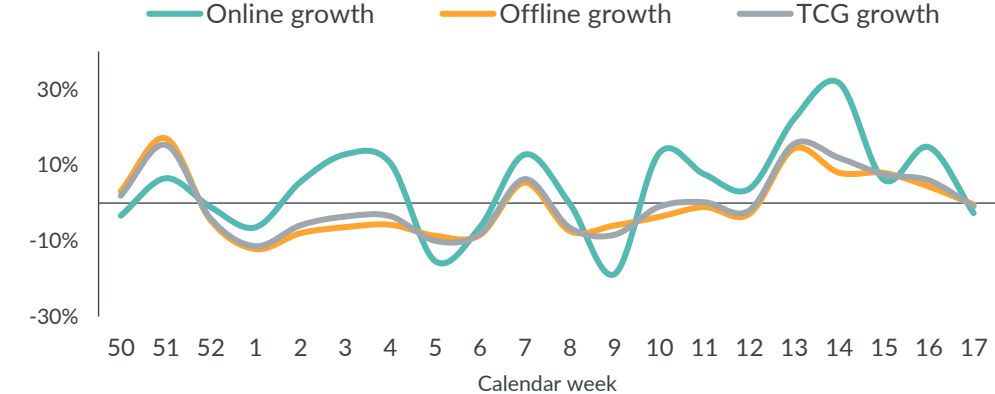
Brazil

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 17 (Apr 22 – Apr 28)



- Online sales at -3% dragged the total TCG market down by 1%. Flat traditional retail was unable to balance the decline out.
- Media tablets decelerated at -30% and mobile computing was down 6%. Smartphones posted positive results, at +15%, while headsets lagged at -4%.
- Except for shavers at +7% and cooling at +3%, all other MDAs/SDAs posted negative trends, with hot beverage makers out in front at -12%. CE categories decelerated throughout, with soundbars the worst-performing category at -28%. TVs lagged at -4%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 17 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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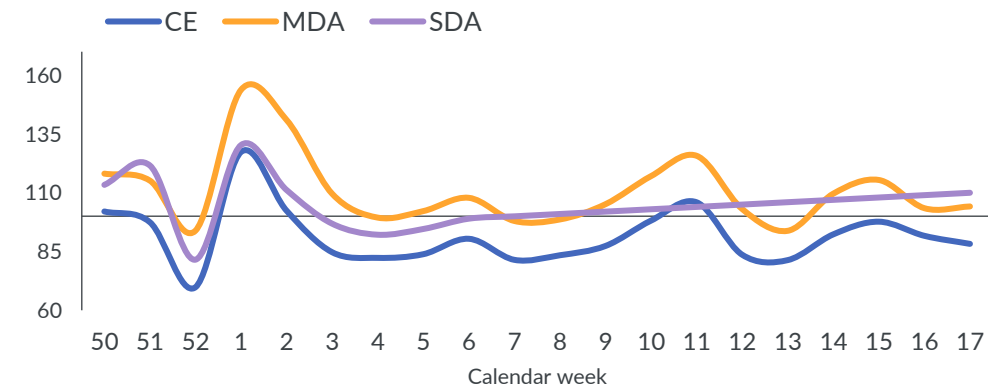
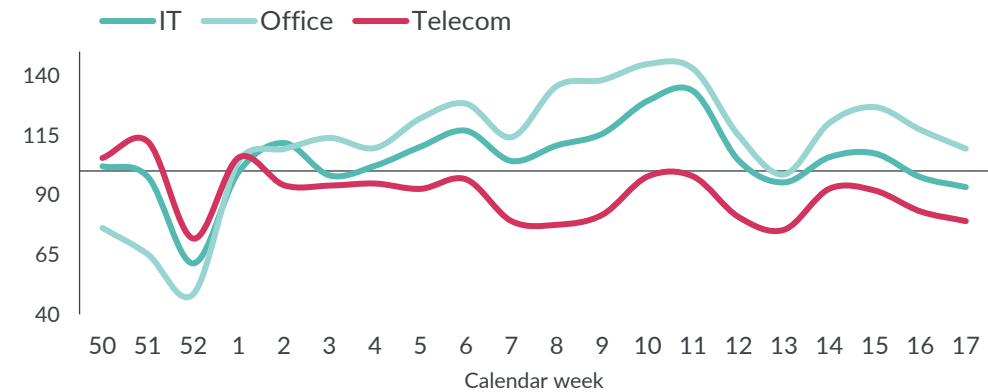
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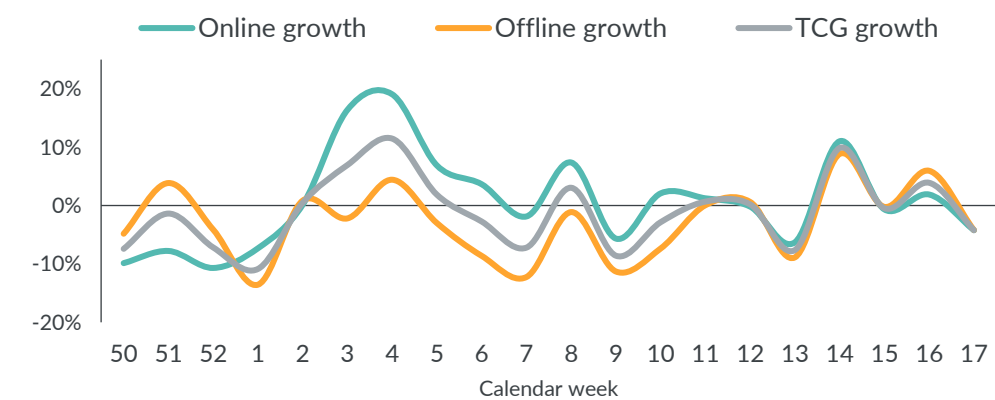
➤ Brazil

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 17 (Apr 22 – Apr 28)



- At an identical rate of -4%, both traditional retail and online sales dragged the total TCG market down by -4%.
- IT/Office categories posted moderate growth of close to 10% in week 17. The exception was mobile computing, lagging at -5%. Smartphones slumped at -18%.
- In addition to cooling and washing machines at +18% and +13, vacuum cleaners at +21% posted convincing results. In SDA, shavers (-6%) was the only product group with a negative trend. Audio home systems (+6%) accelerated moderately. TVs experienced a slight loss of 0.8%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 17 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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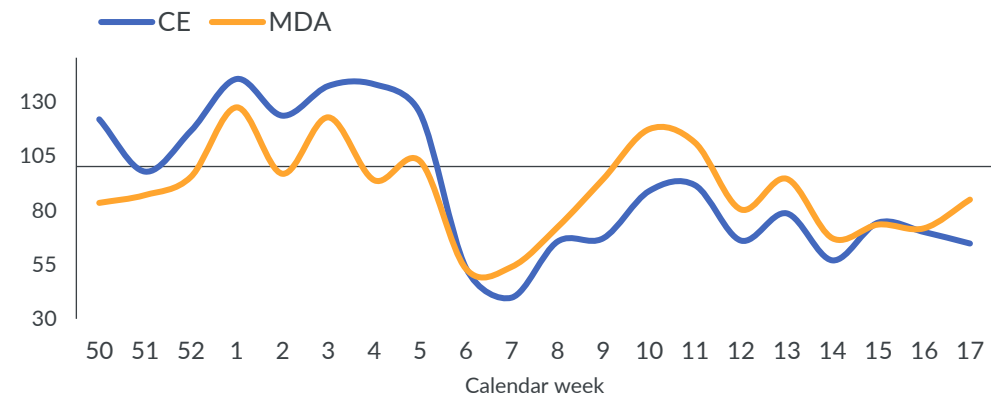
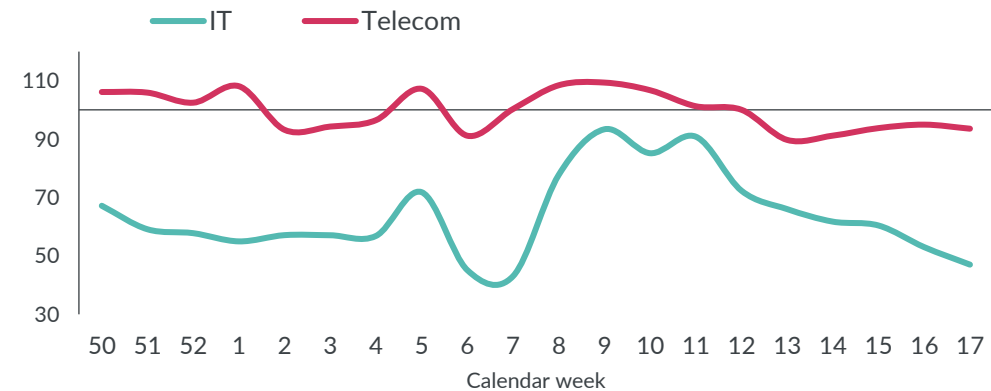
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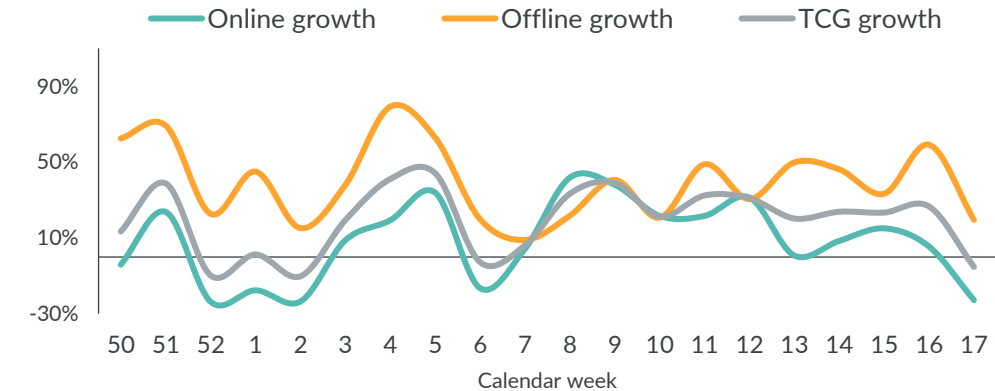
Brazil

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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 17 (Apr 22 – Apr 28)



- Online sales decelerated by 23%, resulting in a downswing of 5% for the total TCG market. Traditional retail at +20% was not able to counterbalance.
- Smartphones at +3% lost its dynamics presented in past weeks which showed high double-digit rates (due to low base line in the same weeks in 2023). Mobile computing slumped at -19%.
- Washing machines at -14% (+3% the previous week) and cooling at -22% (+12% the previous week) delivered remarkable drops. PTV plummeted as well, from +14% in week 16 to -38% in week 17.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 17 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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