



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 206

Week 20 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.



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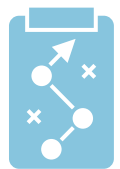
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Create forecasts and simulations to predict market trends and optimize your business strategy.



- **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

Feature trends continue, premium features in high demand, but growth is still weak.



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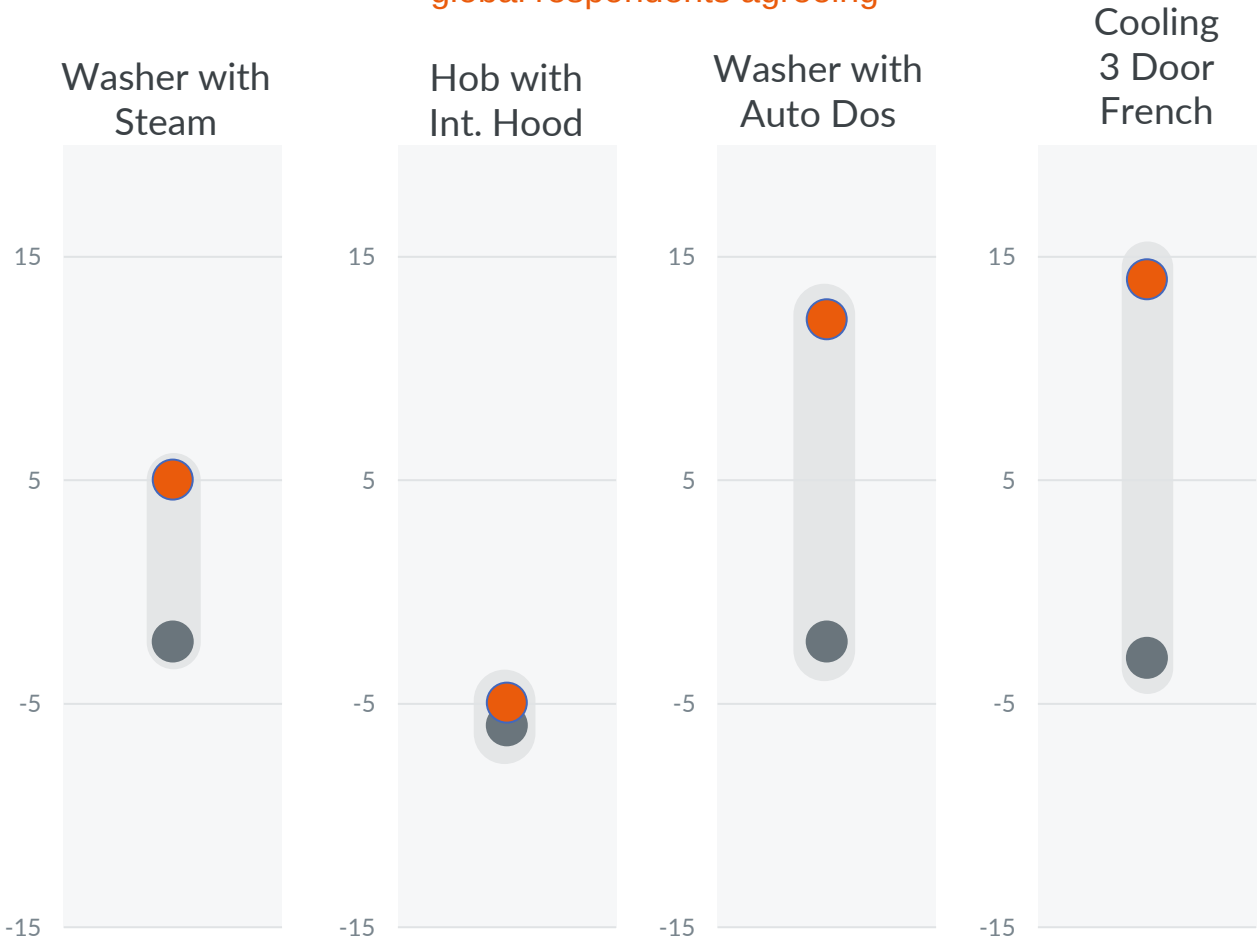
China

It is important to indulge or pamper myself on a regular basis.

39% ↑
global respondents agreeing

Market drivers by product segment
growth rate USD vs. PY, %

● Segment ● Product Group



Weekly retail insights from the Point of Sale

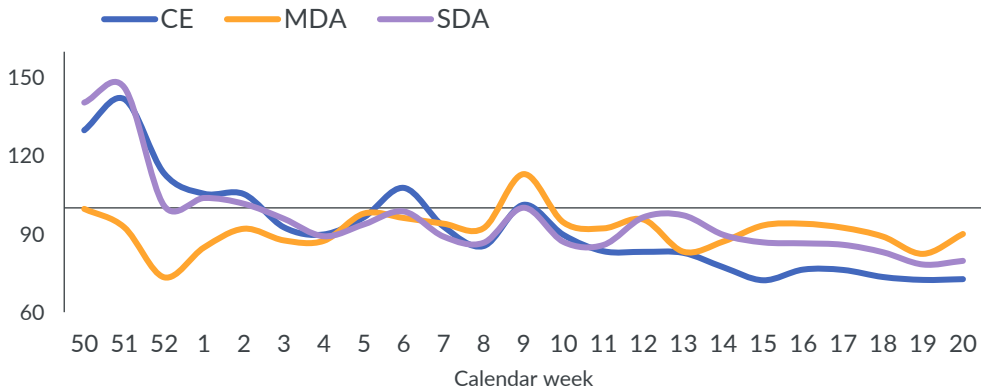
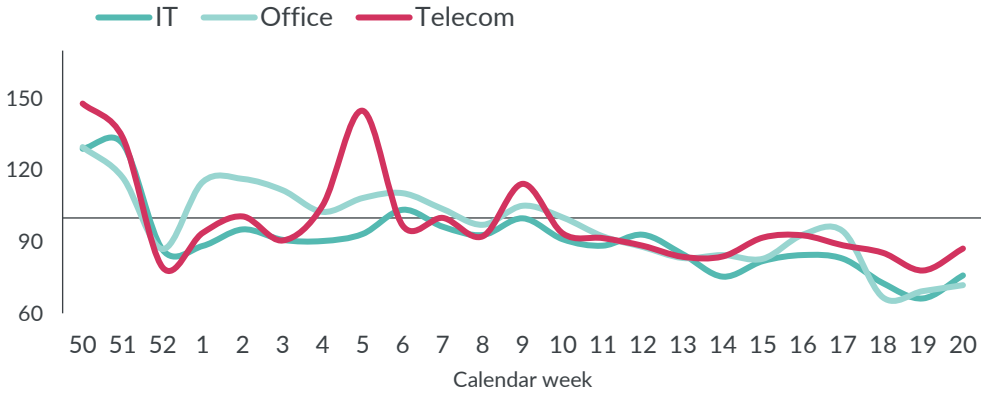
Spotlight on Germany



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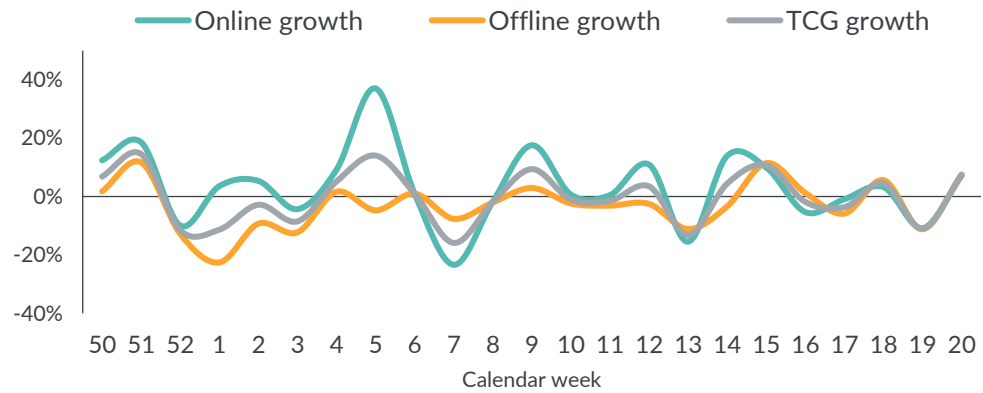
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 20 (May 13 – May 19)



- At the rate of +7% and +8%, both online sales and traditional retail revived this week with the total TCG market up by +7%.
- All IT/Office and telecom products rebounded, ranging from +7% for smartphones to +12% for mobile computing.
- Shavers and dental care had a positive trend in week 20, at +10% and 21% respectively. Food preparation continued to be negative. TVs recovered at 6%, and cooling and air treatment displayed strong double-digit growth. Audio home systems at -6% and sound bars at -12% continued to decline.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 20 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.

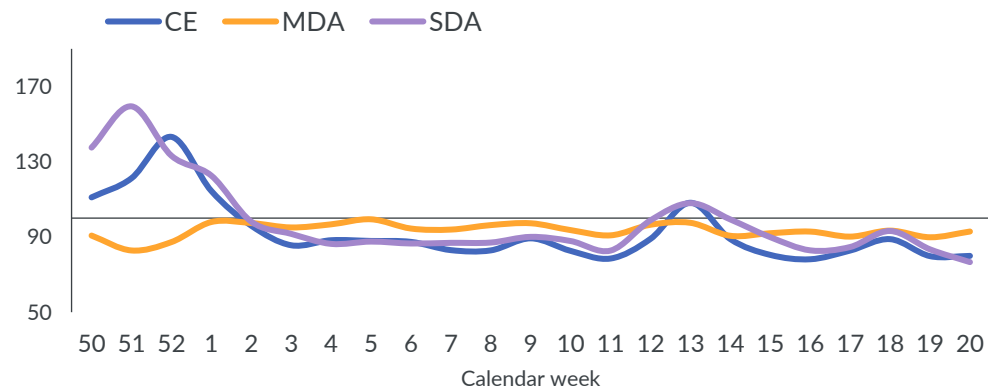
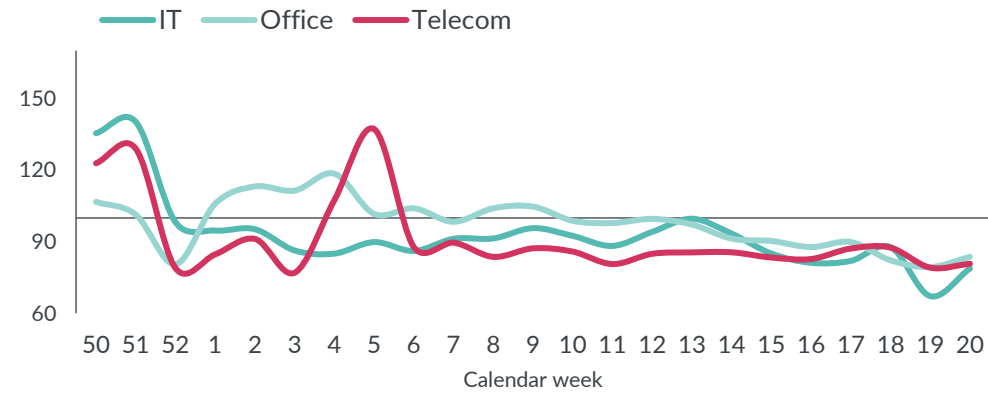
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

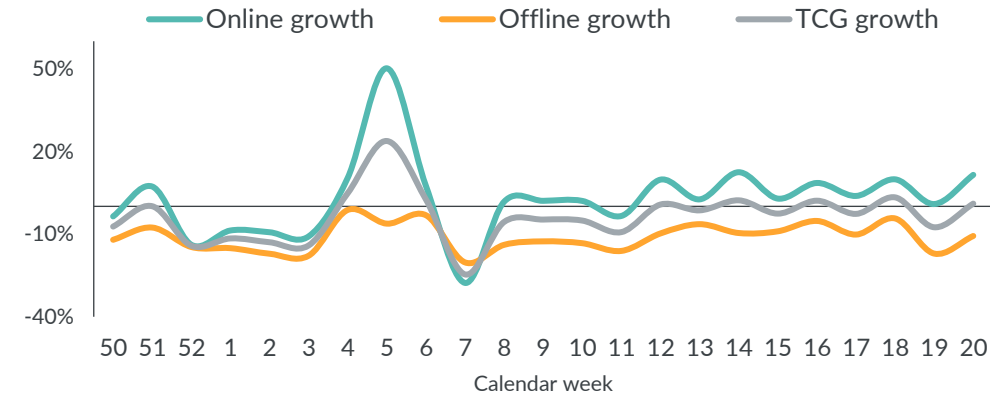


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 20 (May 13 – May 19)

- Deceleration of traditional retail (-11%) continued. Online sales grew strongly at +11% but couldn't compensate, leaving the total TCG market at +1%.
- IT/Office products were led by peripherals. Mice grew at +15% and keyboards at +35%. Monitors were up +18% and Media tablets +13%. Laser printers marked the other end of the scale at -28%. Smartphones decelerated at -4% while headsets posted good results at +14%.
- Shavers (+7%) and food preparation (+14%) continued to be the best-performing categories within MDA and SDA. TVs grew by +13%. Most others grew moderately. Cooling and audio home systems rebounded.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 20 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

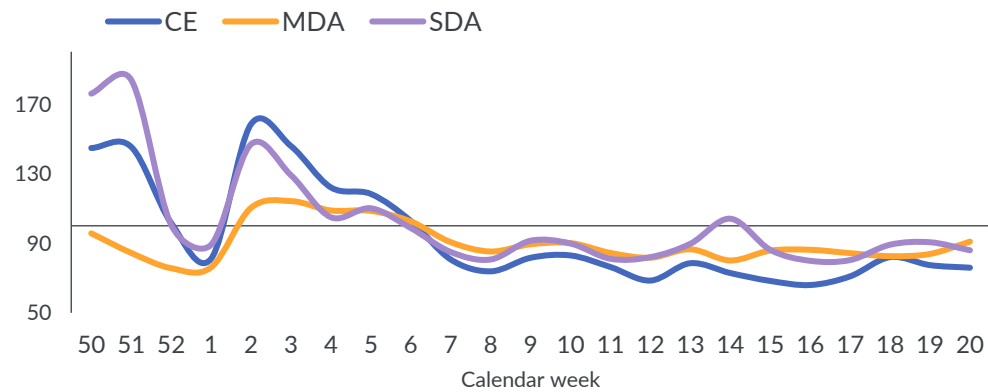
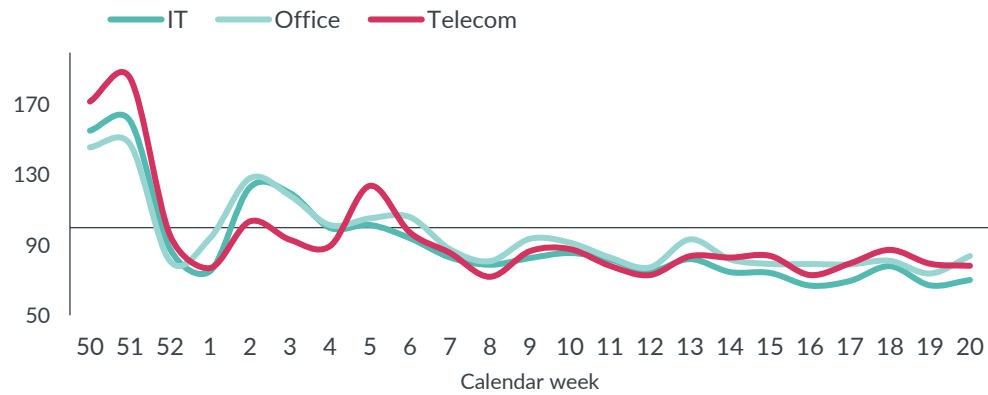
Weekly retail insights from the Point of Sale

Spotlight on France

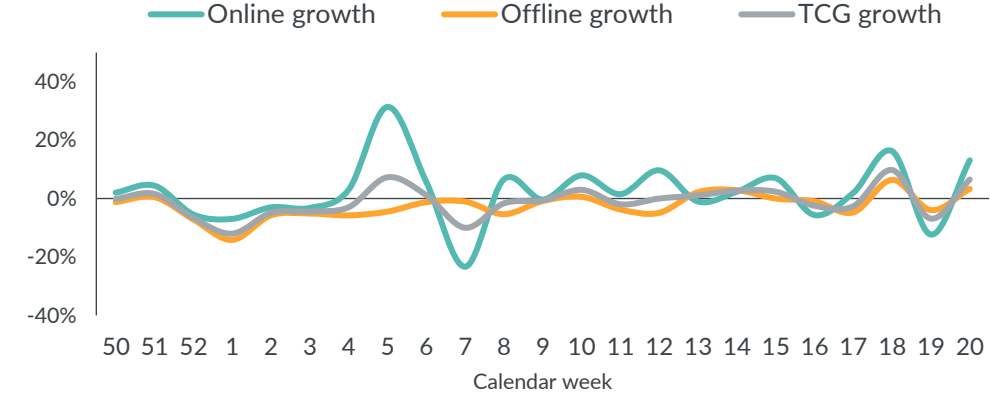


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 20 (May 13 – May 19)



- Online sales grew by +13% delivering an upswing for the total TCG market of +6%. Traditional retail also rebounded by +3%.
- Week 20 saw a very positive picture for laser printers which were up by +64%. Inkjet models recovered versus week 19 at +10%. A similar change in dynamic was seen for monitors at +6%, keyboards at +8%, and media tablets at +32%. Smartphones grew at +7%.
- In week 20, SDA categories grew in double digits, dental care by 44%, food preparation by 38% and shavers by 17%. There was single digit growth for the MDA categories of washing machines and cooling. TVs grew by 5%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 20 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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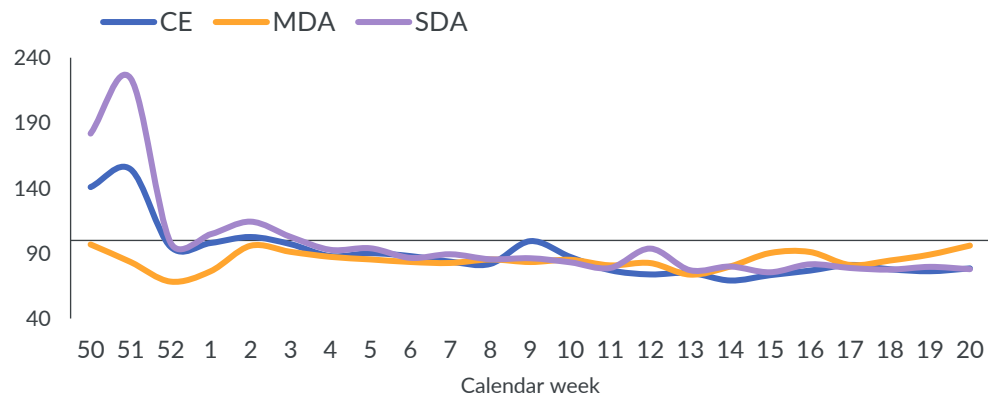
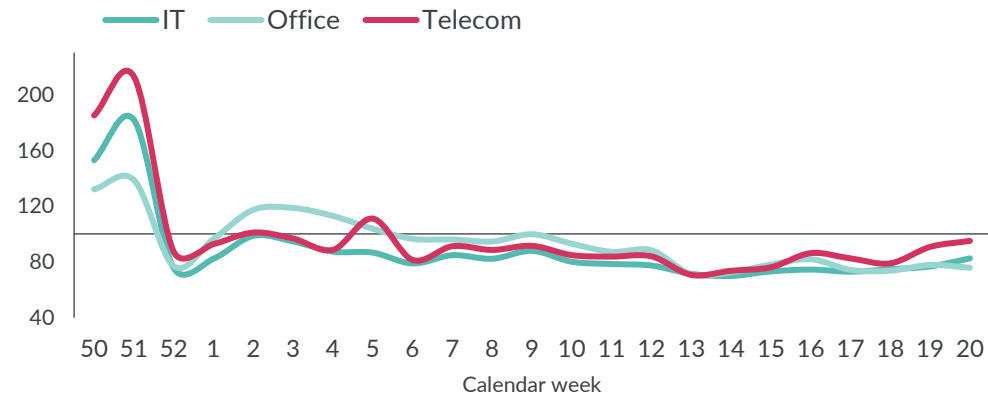
Spain

Japan

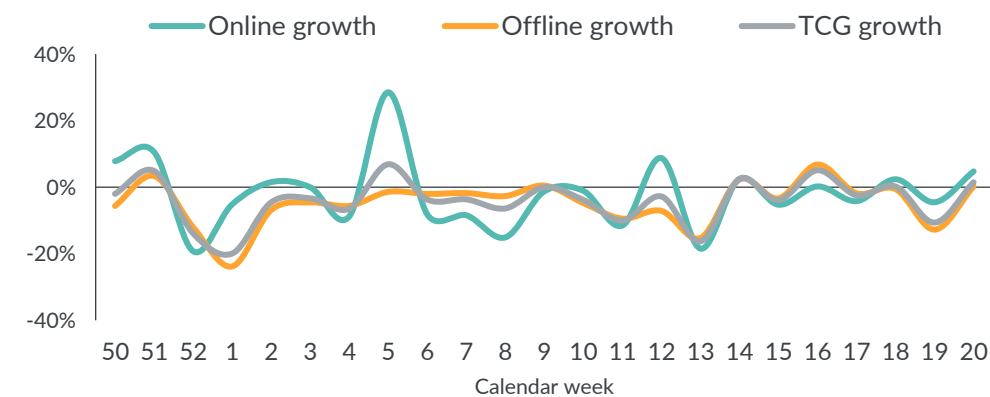
Brazil

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 20 (May 13 – May 19)



- Deceleration of traditional retail (0%) brought down the total TCG market to +2%. Online sales compensated by delivering +5%.
- Most categories revived following the week 19 slump. Smartphones grew 11% and media tablets were up 13%. Printers declined.
- In week 20, hot beverage makers took the lead at +7%, and dental care claimed second place at +6%. MDA categories like cooling and washing machines grew +3% and +1% respectively. Audio home systems and soundbars decelerated at -20% and -18% respectively.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 20 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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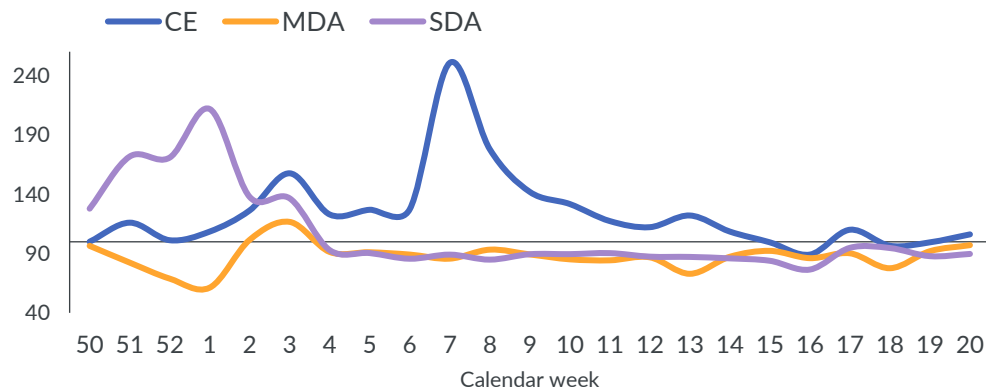
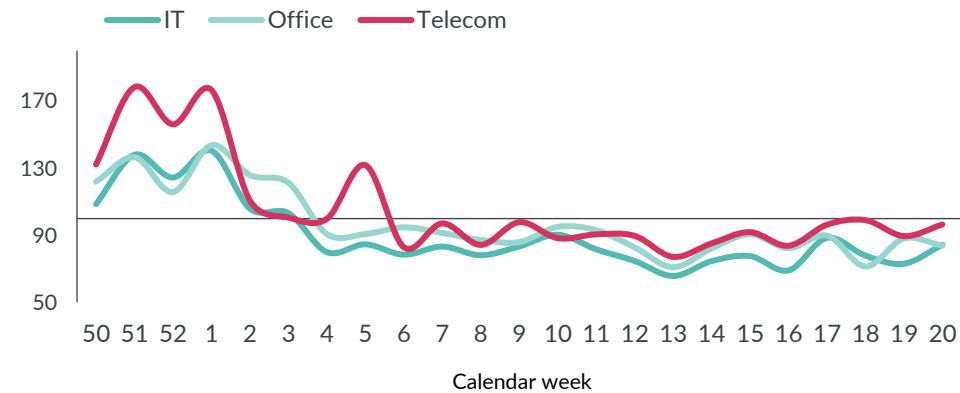
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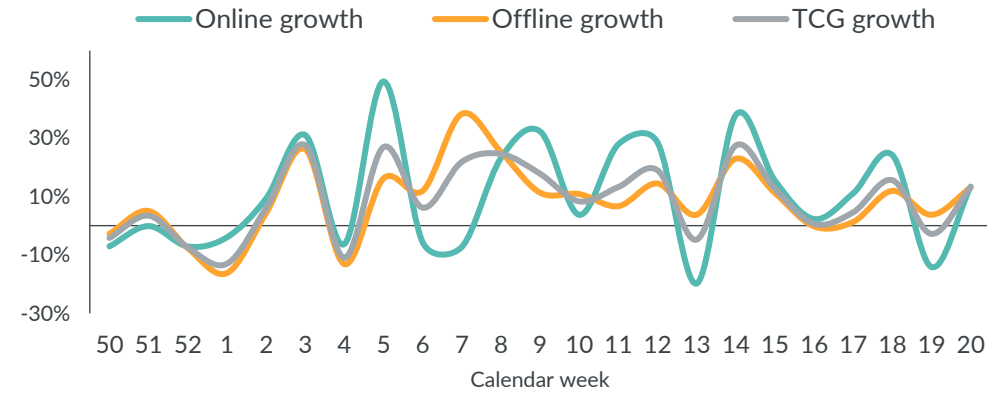
Brazil

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 20 (May 13 – May 19)



- Traditional retail and online grew at an identical rate of +13%, delivering a total TCG market growth of +13%.
- IT/Office and telecom products posted mixed trends, ranging from -6% for mobile computing to -16% for desk computing. Smartphones were up +24%, media tablets +34% and headsets +12%.
- In week 20, Vacuum cleaners, hot beverage makers and TVs grew at a strong rate of +18%. Audio home systems at -22% and inkjet printers at -8% marked the other end of the scale. Washing machines grew by +7%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 20 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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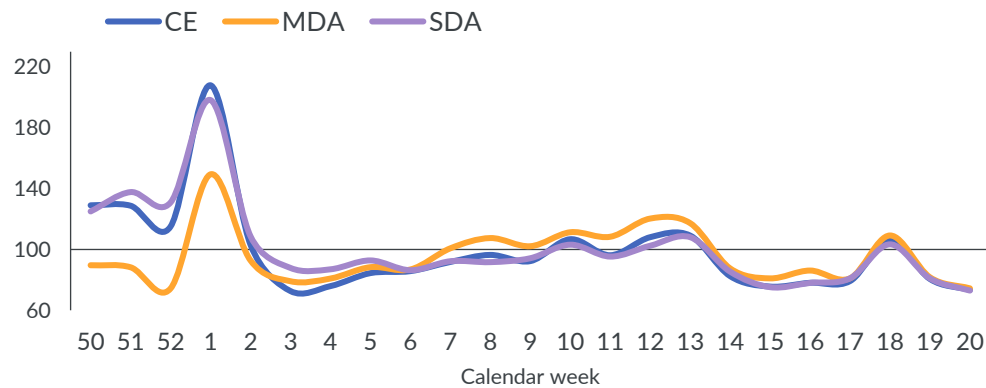
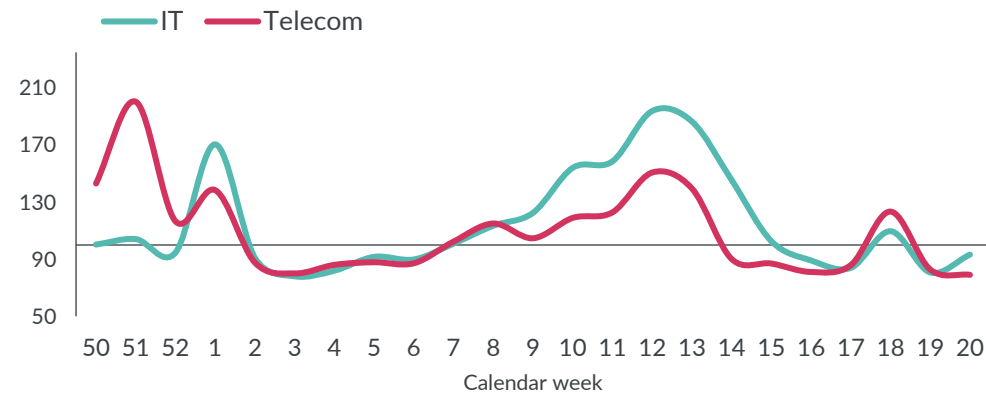
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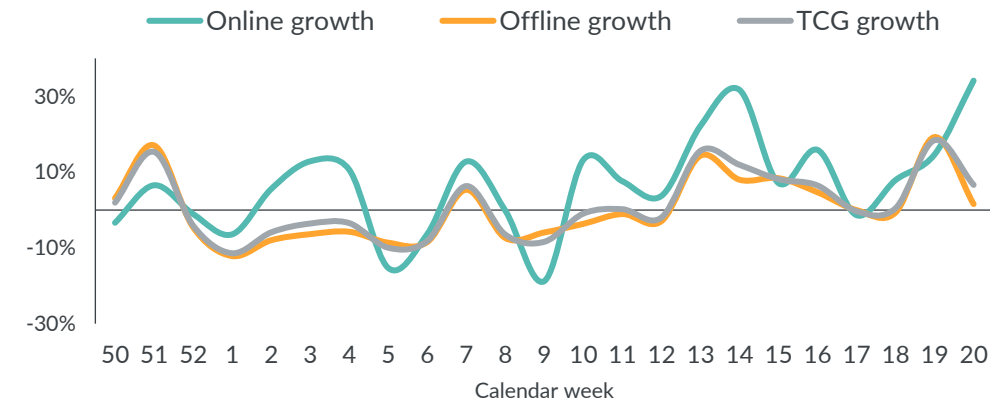
Brazil

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 20 (May 13 – May 19)



- Traditional retail at +2% and online sales at +34% led to an average acceleration of +7% for the total TCG market.
- Week 20 brought a good, double-digit development for IT and telecom products with smartphones in the lead at +24%. Headsets posted +20%. Media tablets delivered a strong triple digit growth of +166%.
- There were mixed trends for MDA/SDA products while food preparation and dental care grew at 13%. Air treatment and cooling fell by -17% and -12% respectively. Audio home systems and TVs grew at an identical rate of 5%, hot beverage makers, cooling, and washing machines declined.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 20 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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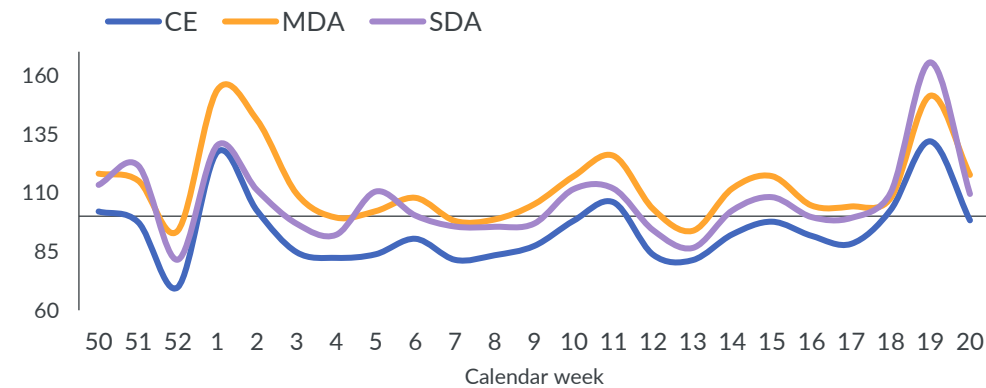
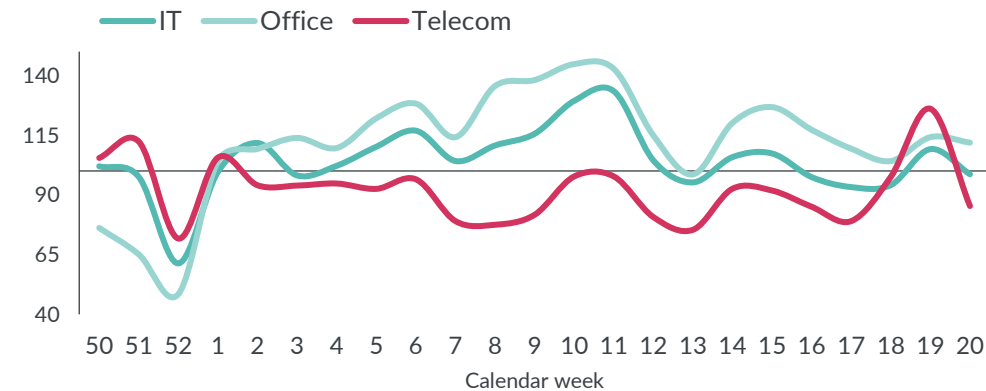
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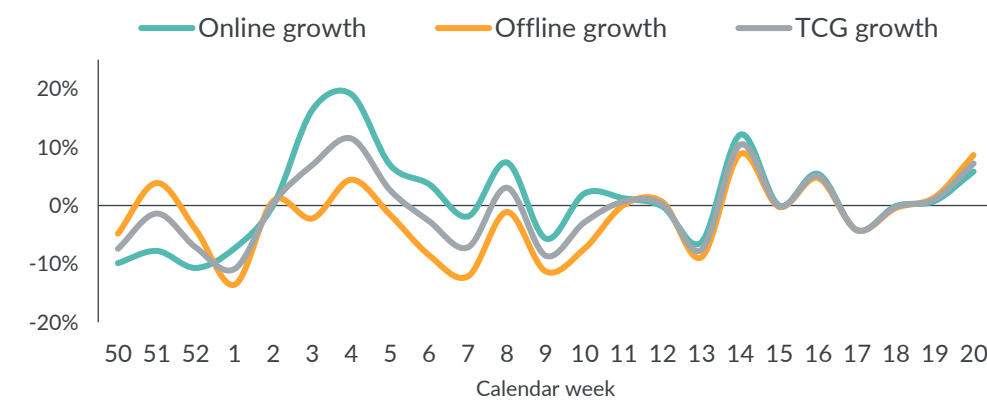
➤ Brazil

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 20 (May 13 – May 19)



- Traditional retail delivered +9% which drove the total TCG market up to +7%. Online sales at +6% complemented the revival this week.
- Among IT/Office products Media tablets at +23% was the best-performing category in week 20. Desk computing also claimed growth, at +16%. Laser printers and mobile computing posted negative trends. Smartphones continued to slump at -5%.
- Among MDA/SDA products that posted growth, Cooling grew 33%, and vacuum cleaners and food preparation grew 36% and 22% respectively. TVs witnessed an upswing of 8%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 20 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



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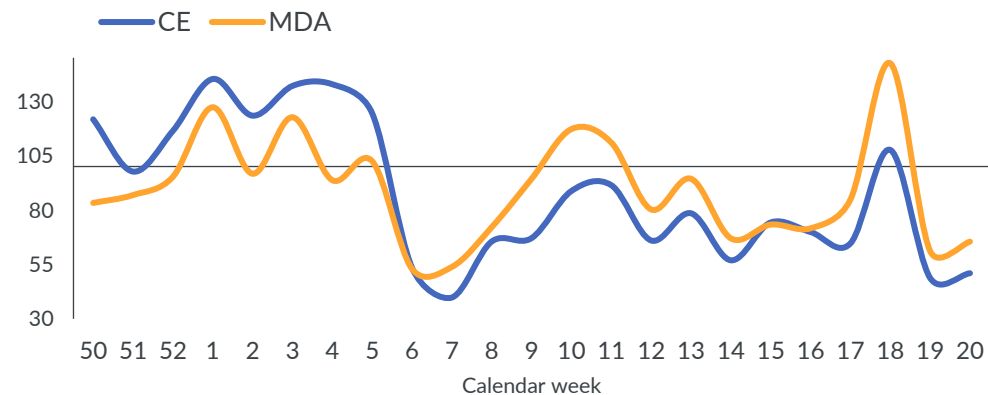
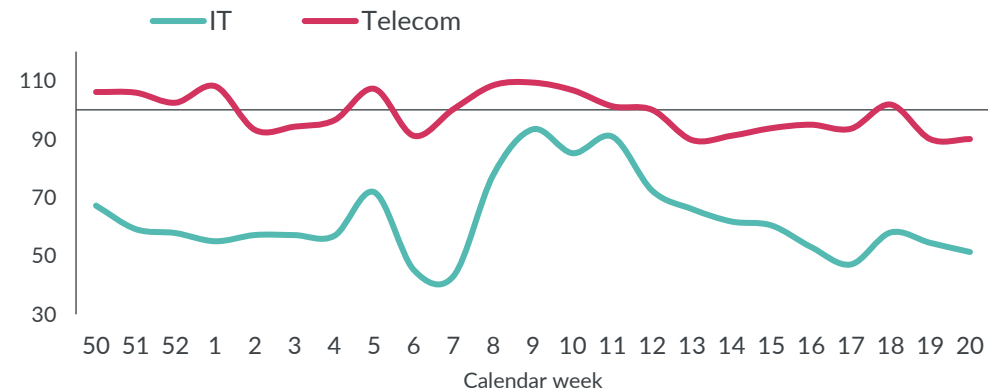
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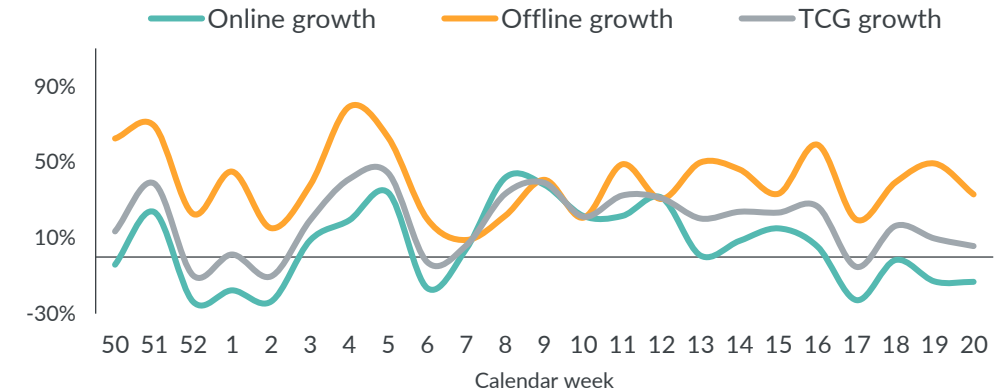
Brazil

➤ 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 20 (May 13 – May 19)



- Traditional retail delivered very solid results of +33% in week 20. Combined with declining online sales (-13%) this led to a plus of 6% for the total TCG market.
- Smartphones at +12% was the driving force of this development, which was also due to the category's high share in the product group basket. Mobile computing fell 14%.
- TVs continued the declining trend at -25%, down from -16% in week 19. While washing machines posted a opposite trend of -9% (down from +3% in week 19), cooling delivered -11% (down from -2%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 20 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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