



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 207

Week 21 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

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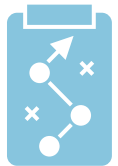
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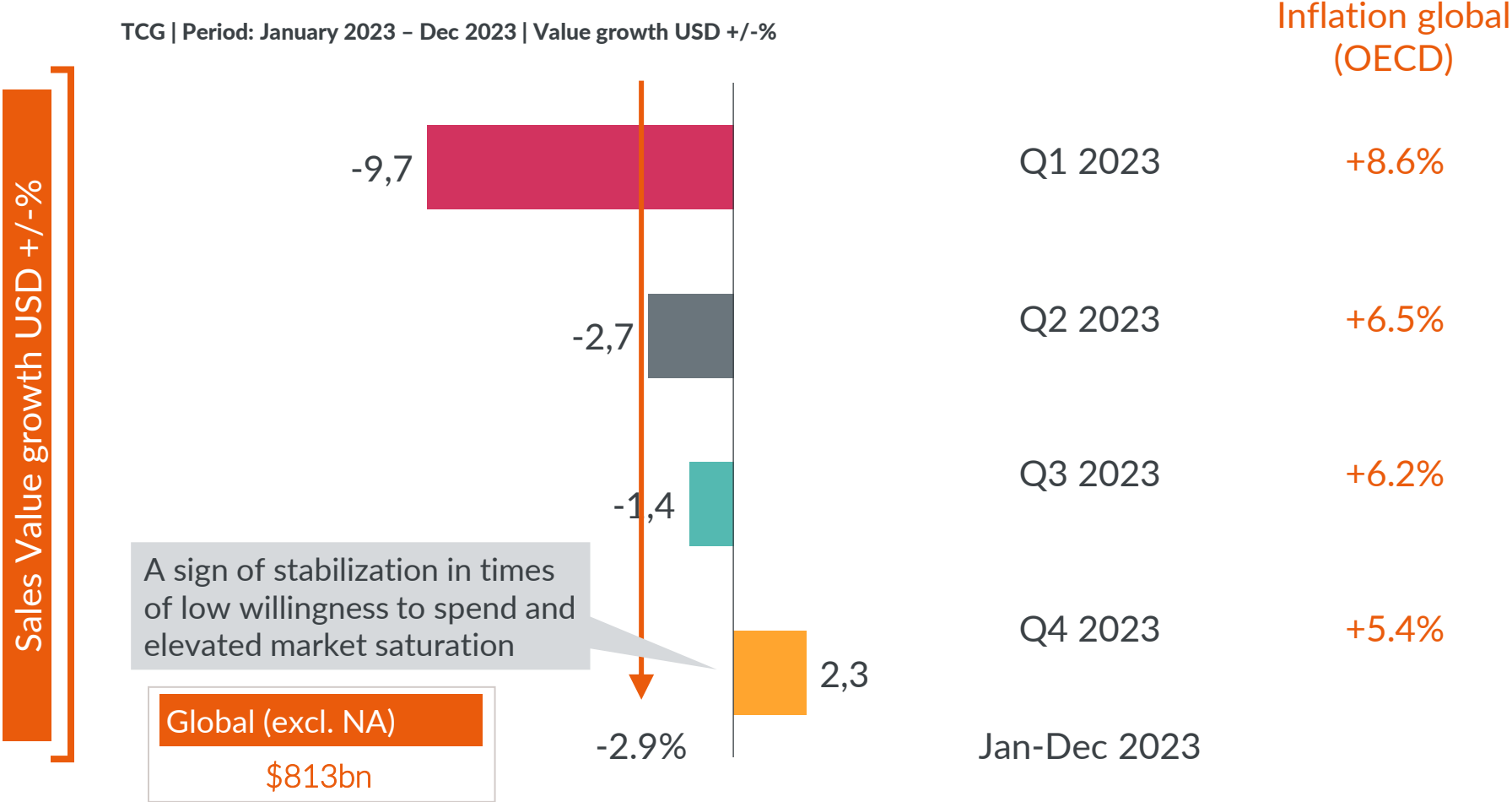
- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing potential, build the right strategies and optimize revenue

Fact of the Week

Promising dynamic for Consumer Tech & Durables market in Q4 2023



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Inflation global (OECD)

Q1 2023	+8.6%
Q2 2023	+6.5%
Q3 2023	+6.2%
Q4 2023	+5.4%
Jan-Dec 2023	

Weekly retail insights from the Point of Sale

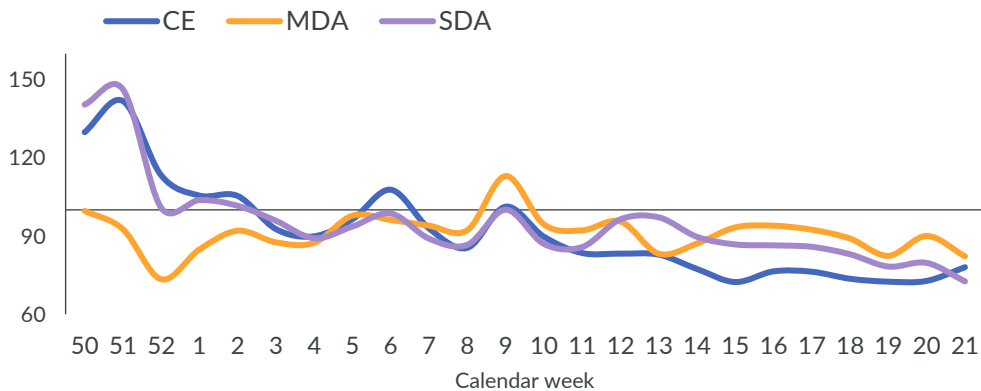
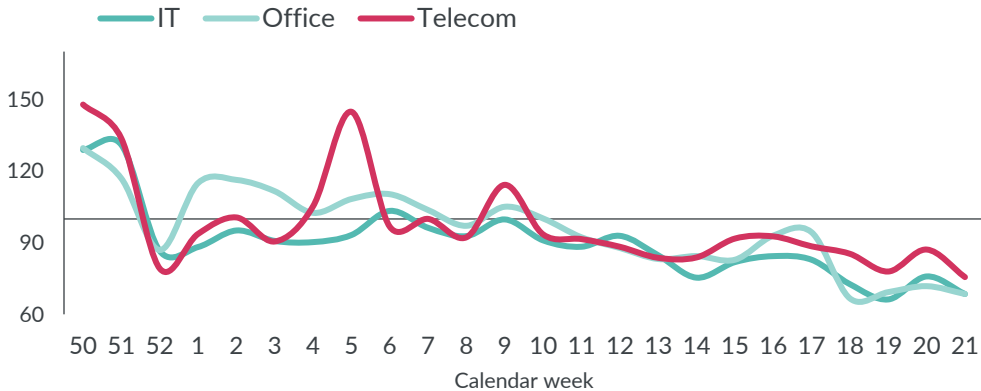
Spotlight on Germany



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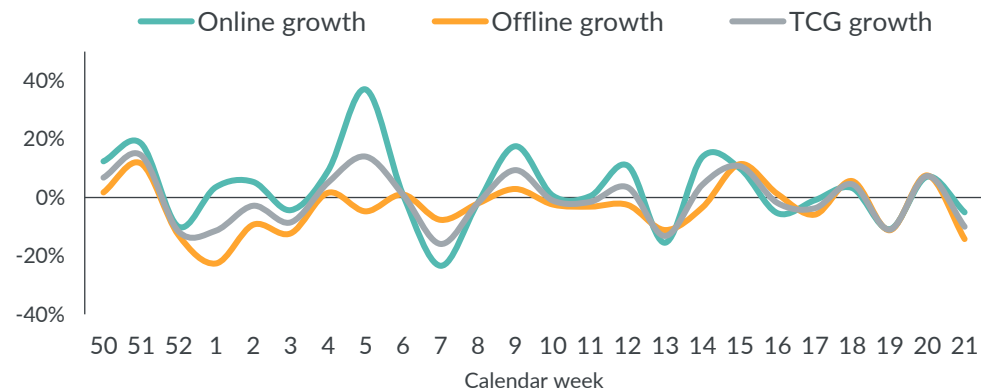
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 21 (May 20 – May 26)



- Traditional retail was very weak at -14%. Online sales also decelerated at -5%, leaving the total TCG market down by -10%.
- All IT/Office and telecom products lost substantially, ranging from -15% for smartphones to -8% for laser printers.
- TVs were the only product group with a double-digit positive trend in week 21, at +11%. Most other product groups experienced downswings. The most impacted categories were washing machines and home audio at -13%, cooling at -12%, and food preparation at -10%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 21 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.

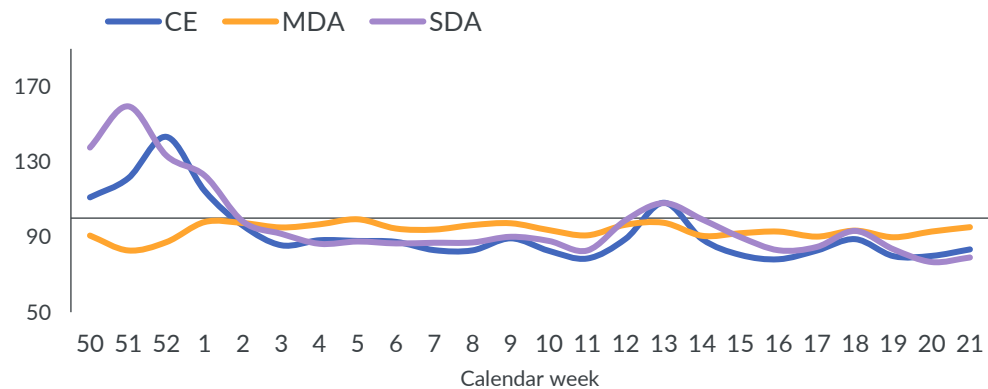
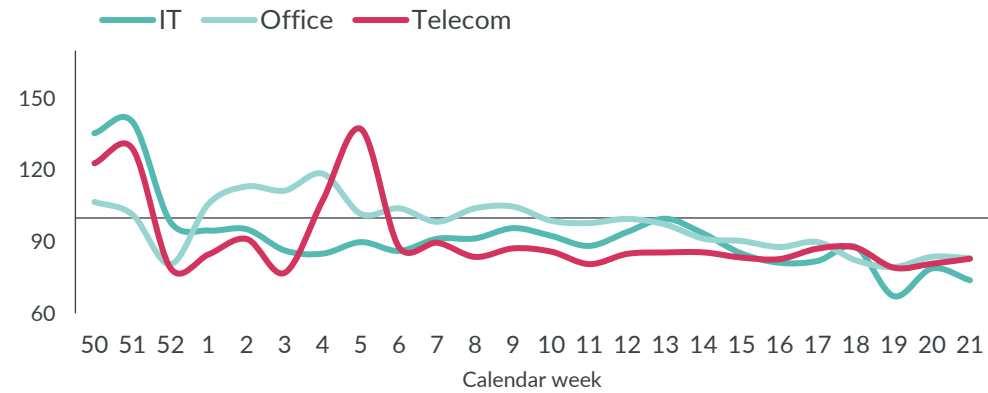
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

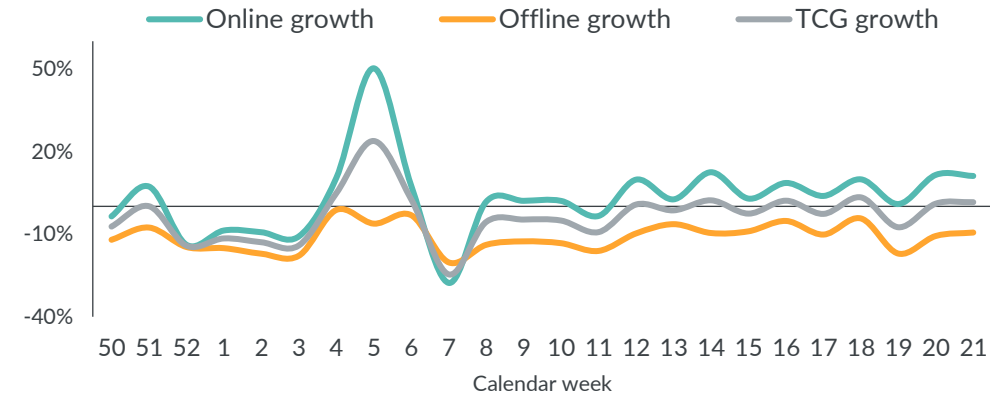


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 21 (May 20 – May 26)



- Deceleration of traditional retail (-9%) continued to slow the total TCG market which grew by 2%. Online sales at a strong +11% compensated for the losses.
- IT/Office products were led by peripherals. Keyboards grew at +26% and mice at +16%. Monitors were up 16%. Smartphones and laser printers marked the other end of the scale, at -3% and -13%. Laptops decelerated at +3% while inkjet printers posted good results at +11%.
- Food preparation (+15%) and TVs (+13%) were the best-performing categories within SDA and CE. MDA declined moderately at -1%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 21 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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Fact of the week

Germany

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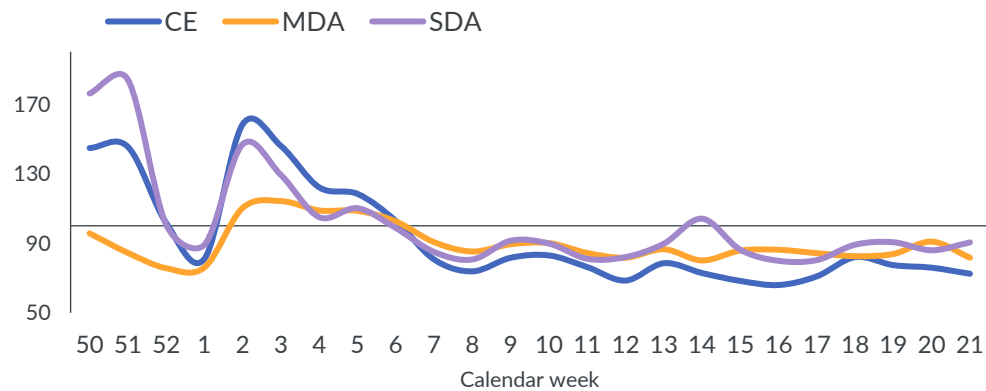
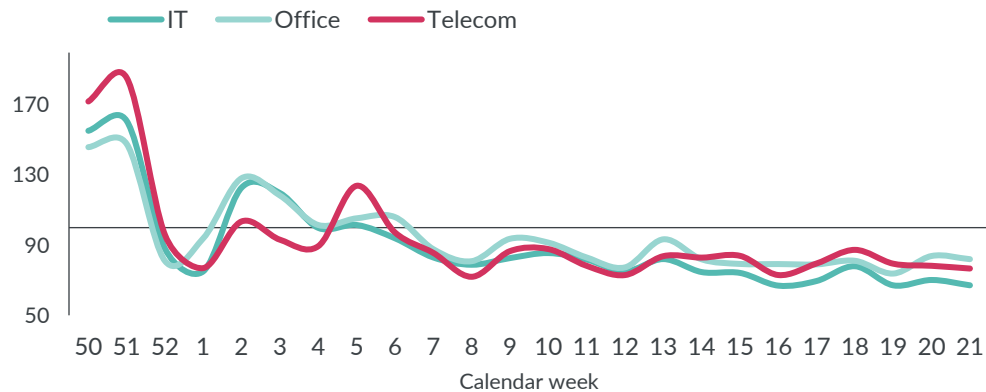
Spain

Japan

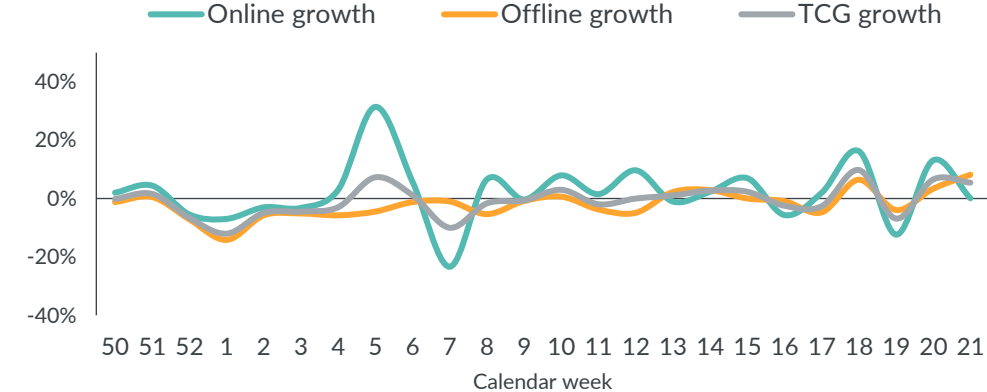
Brazil

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 21 (May 20 – May 26)



- Traditional sales at +8% lifted the total TCG market up by 5%. Online retail was stable.
- Week 21 saw strong demand for laser printers at +34% and media tablets at +31%, while laptops and desk computers declined in single-digits. Smartphones were almost stable at +1%.
- Air treatment stood out in MDA/SDA products, at -16%. Cooling claimed second place, at -9%. All others, except washing machines, delivered strong growth close to or above 10%. TVs were strong at +10%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 21 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



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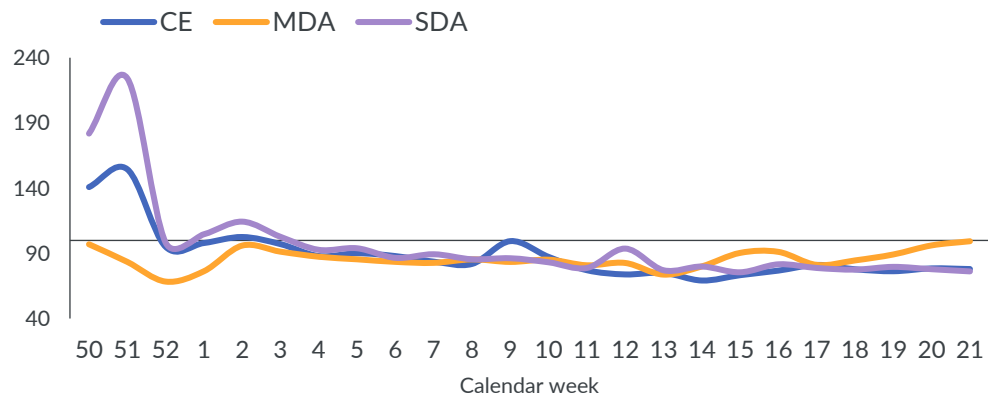
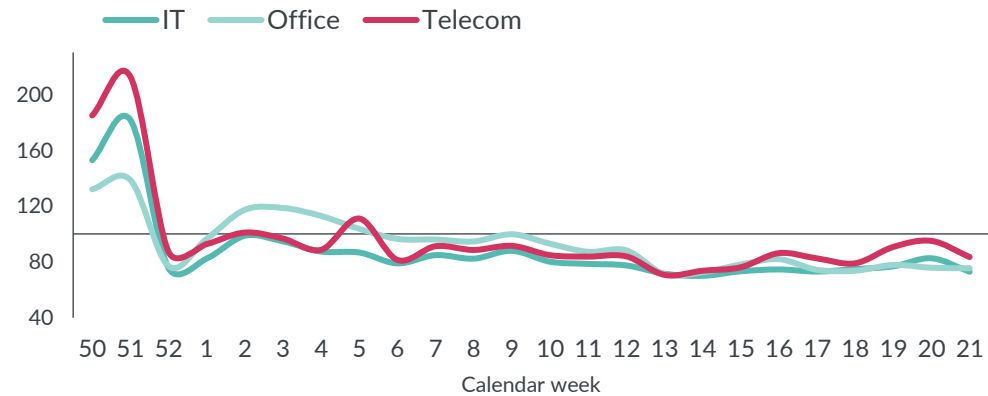
Spain

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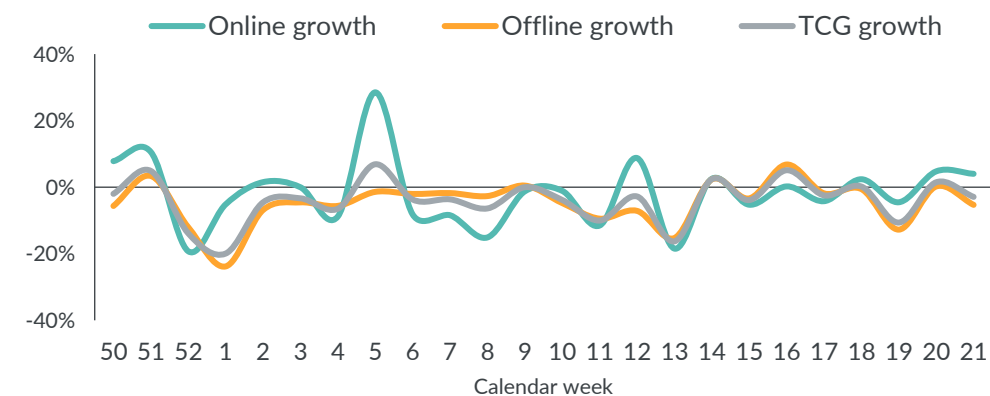
Brazil

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 21 (May 20 – May 26)



- Deceleration of traditional retail (-5%) dragged the total TCG market down by -3%. Online sales grew by +4%.
- All IT/Office products apart from laser printers saw negative trends, ranging from -10% for inkjet printers to -3% for media tablets. Smartphones grew by +6%.
- In week 21, hot beverage makers took the lead at +7%, and dental care claimed second place at +6%. The other MDA and SDA categories posted negative trends from -4% for vacuum cleaners to -15% for air treatment. Audio home systems and soundbars decelerated in double-digits.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 21 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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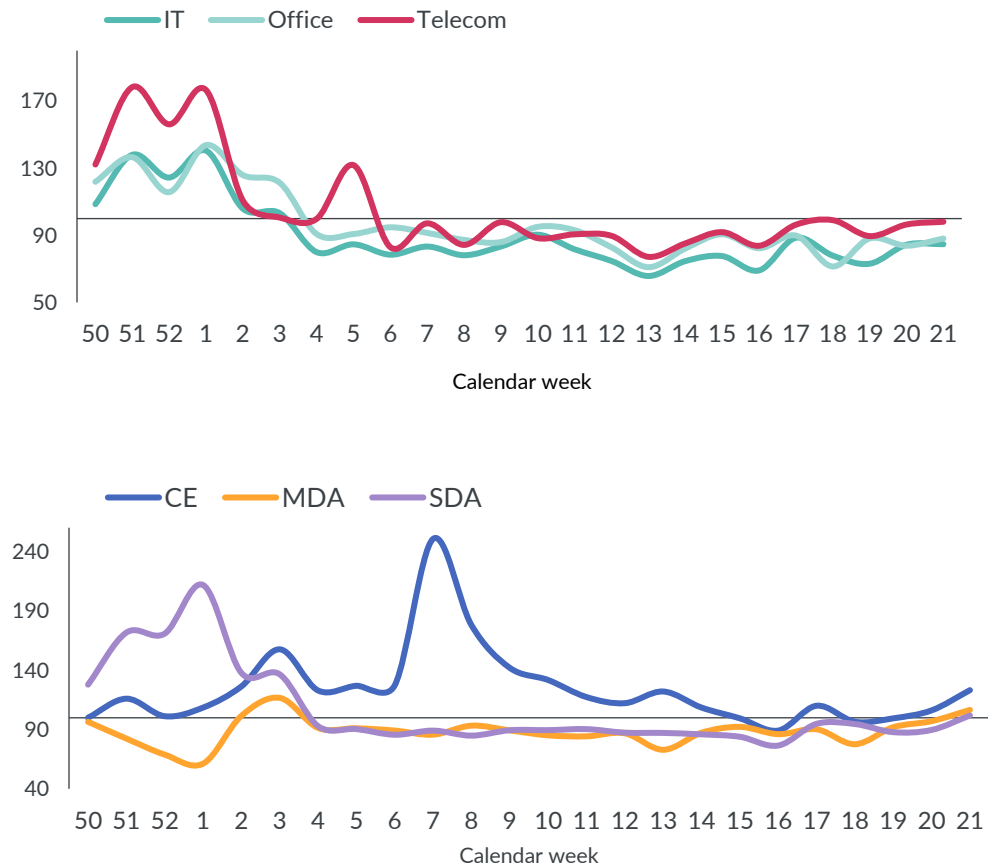
> Spain

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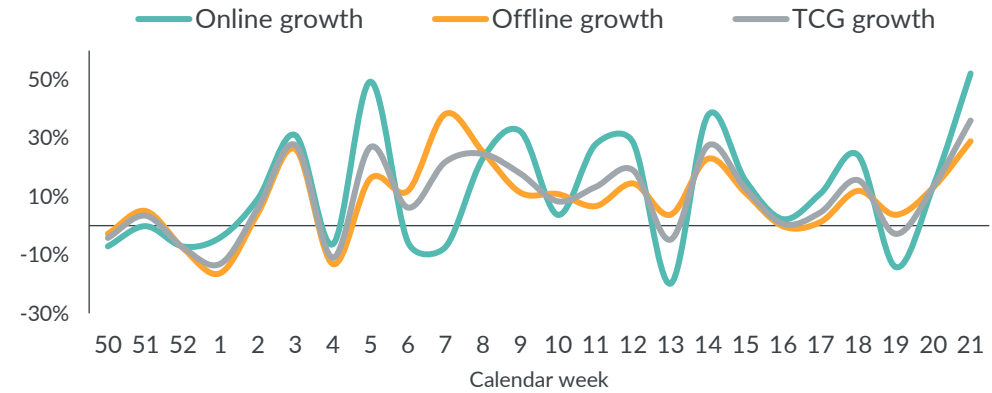
Brazil

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 21 (May 20 – May 26)



- There was strong growth for both retail channels. Online was up by +52% and traditional retail gained +29%. The total TCG market was up +36%.
- All IT/Office products posted positive trends, ranging from +33% for media tablets to +5% for inkjet printing. Smartphones were strong at +40%.
- In week 21, vacuum cleaners were on top in MDA/SDA products, at +52%. All other product groups posted double-digit growth as well. TVs also gained significantly at +46%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 21 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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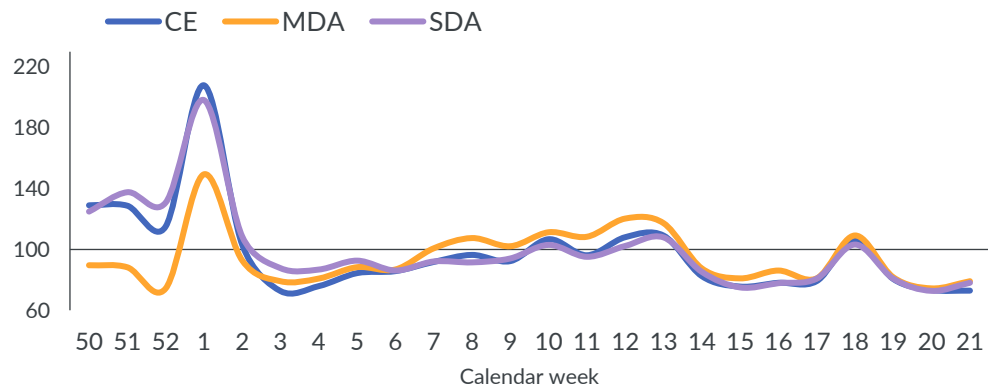
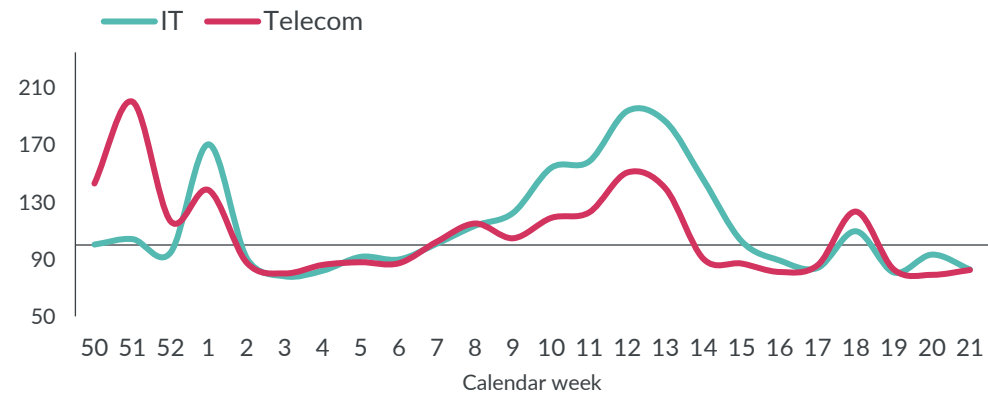
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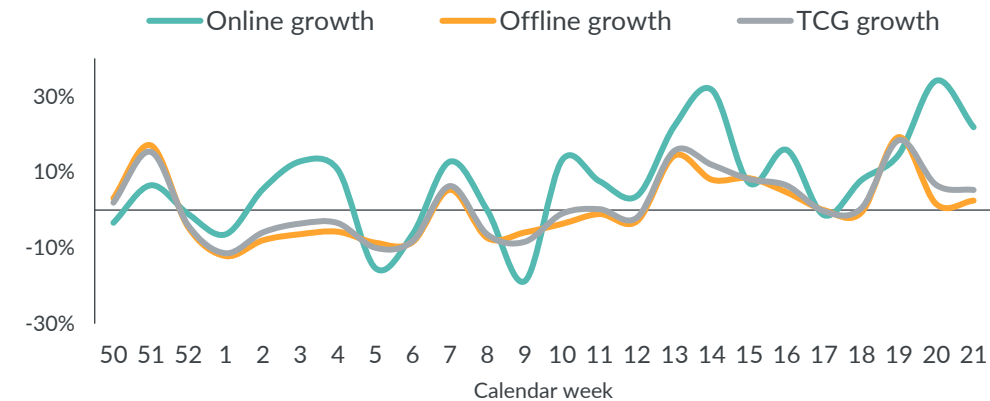
Brazil

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 21 (May 20 – May 26)



- Traditional retail at +2% and online sales at +22% led to an average acceleration of 5% for the total TCG market.
- Week 21 brought a good, double-digit development for IT and telecom products with media tablets in the lead at +83%. Smartphones posted +15%.
- While MDA declined by -5%, there were double-digit uplifts for most SDA products, with food preparation in the lead at +18%. TVs at +0%, hot beverage makers at +4%, and air treatment at -8% were a bit behind.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 21 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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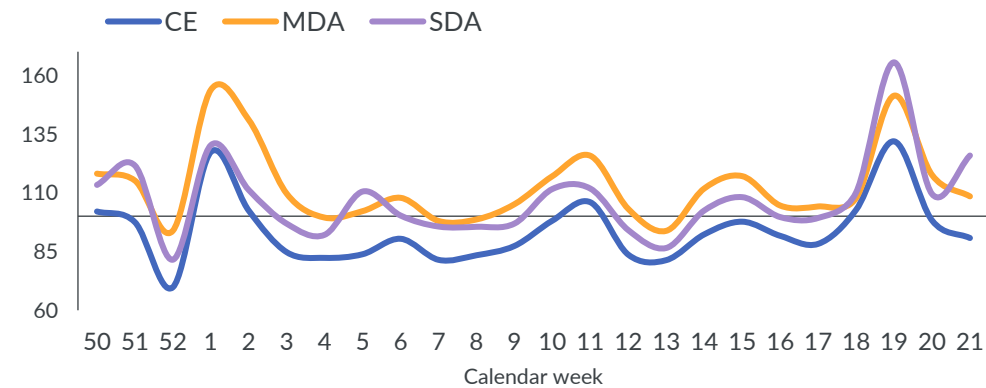
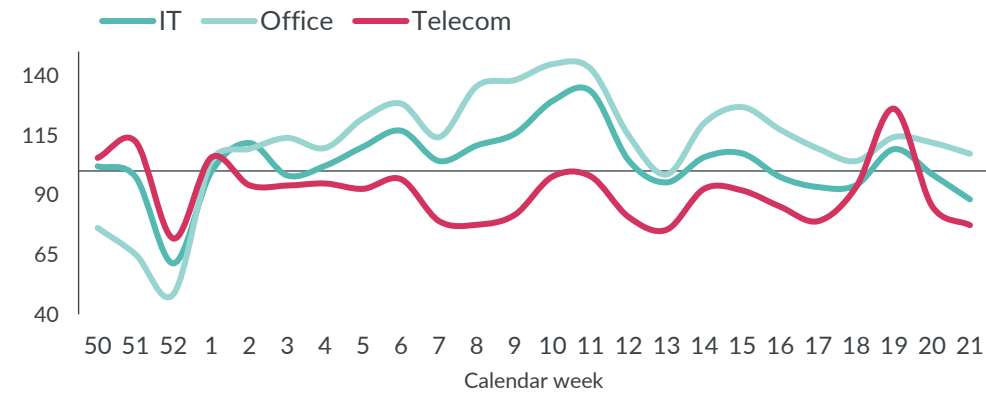
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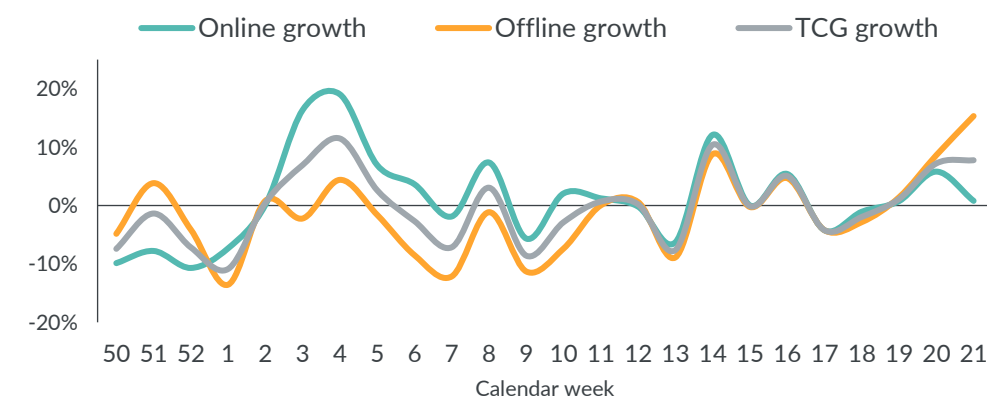
> Brazil

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 21 (May 20 – May 26)



- Traditional retail delivered +15% which lifted the total TCG market up by 8%. Online sales stood at +1%.
- Laser printers at +20% were the best-performing category in week 21 in IT/Office. Smartphones slumped at -9%.
- All MDA/SDA products delivered double-digit growth, only shavers (+6%) showed less dynamic. Vacuum cleaners stood out at +147%. Washing machines came next at +31%. TVs posted an upswing of 13%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 21 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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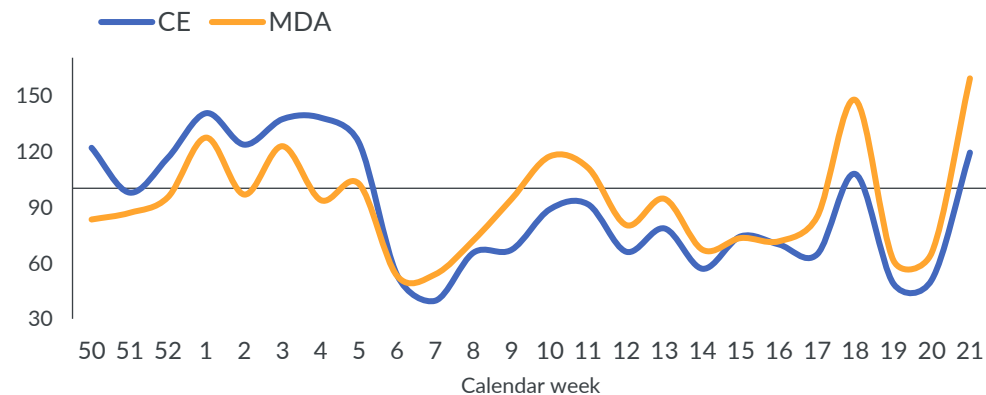
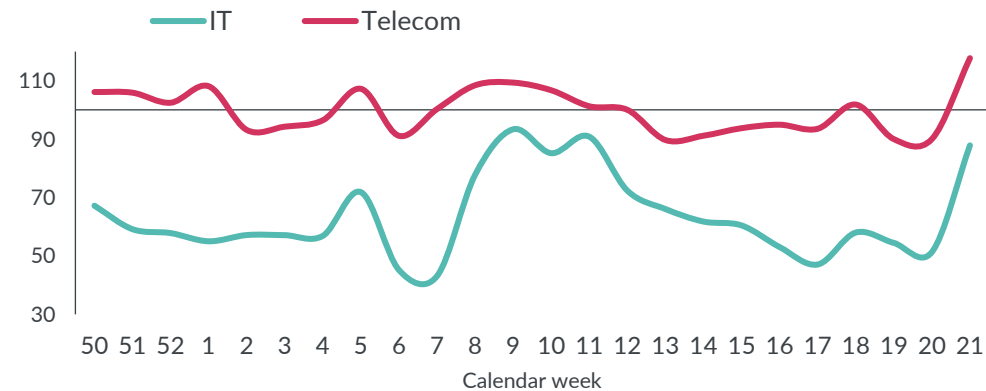
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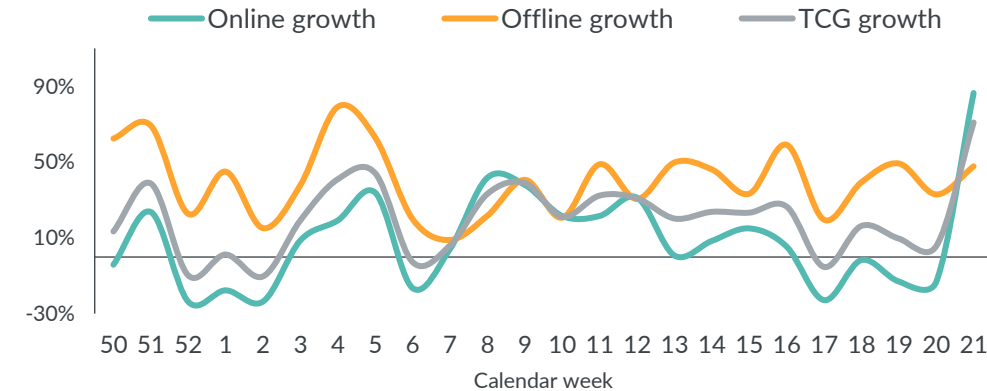
Brazil

➤ 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 21 (May 20 – May 26)



- Traditional retail delivered very solid results of +48% in week 21. Combined with soaring online sales +86% this led to a plus of 71% for the total TCG market.
- Smartphones at +53% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing delivered a strong +48%.
- PTV experienced a strong growth of +58%, up from -25% in week 20. Washing machines posted triple-digit growth (up from -9% in week 20).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 21 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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