



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 209

Week 24 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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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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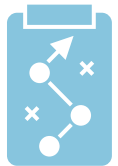
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- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing potential, build the right strategies and optimize revenue

Fact of the Week

2nd Prime Day in 2023 clearly elevated the online sales share. However, click & mortar retailers gained, too.



About **gfknewron**

EU5 | Consumer Tech and Durables | Prime Day Week | Growth in W41 2023 vs average week

> Fact of the week

Germany

Great Britain

France

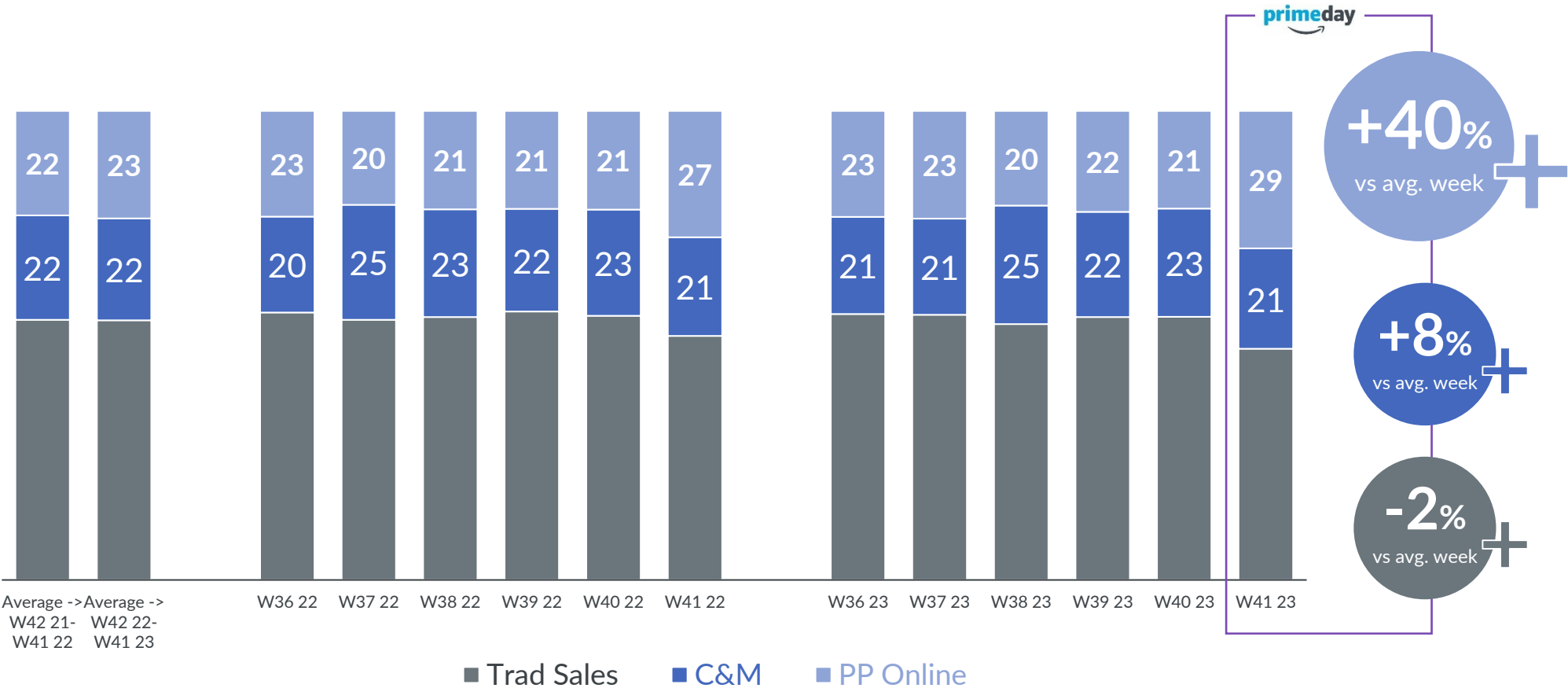
Italy

Spain

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Weekly retail insights from the Point of Sale

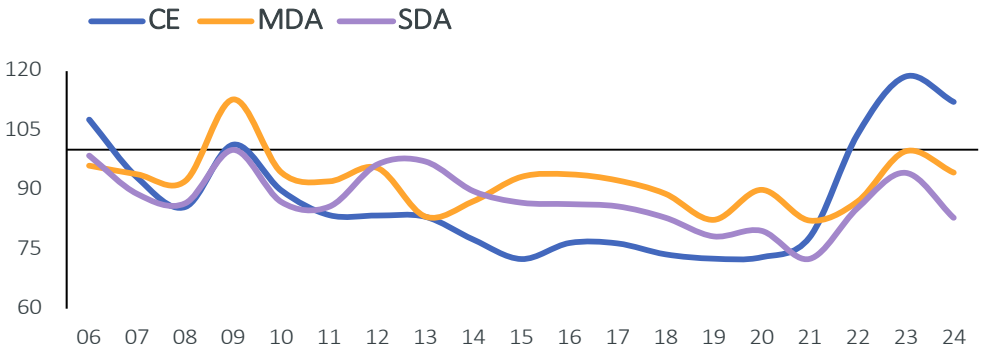
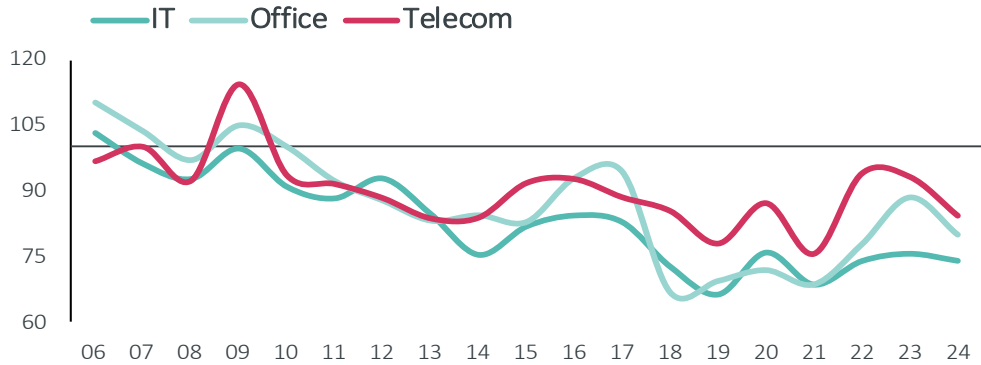
Spotlight on Germany



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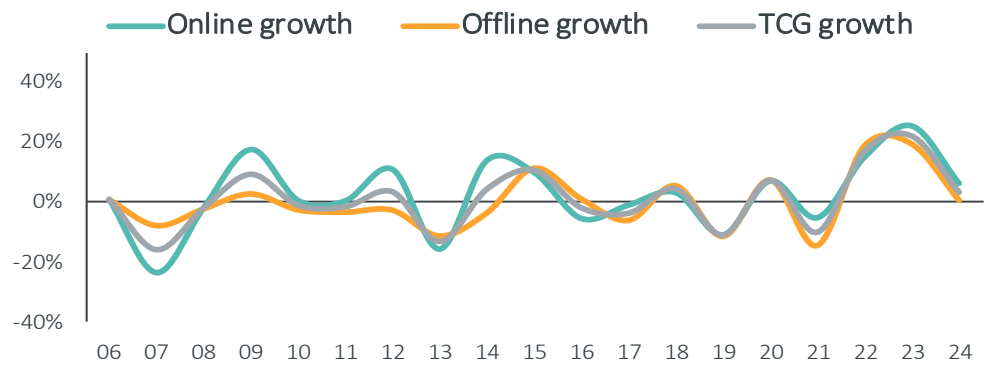
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 24 (Jun 10 - Jun 16)



- Online sales at +6% lifted the total TCG market by 3%. Traditional retail at a slight +1% added to it.
- The mixed picture for IT/Office products saw monitors in the lead at +8% and desk computing at the other end of the scale at -12%. Smartphones lagged at -7%.
- As in the past week, PTVs accelerated at an outstanding rate, at +90% in week 24, driven by the UEFA European Football Championship in Germany. Soundbars claimed second place, at +46%. Air treatment was the worst-performing category at -63%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 - 24 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.

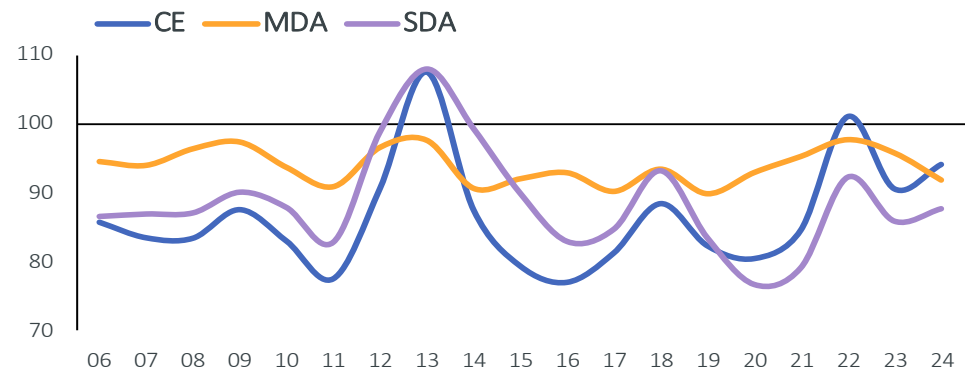
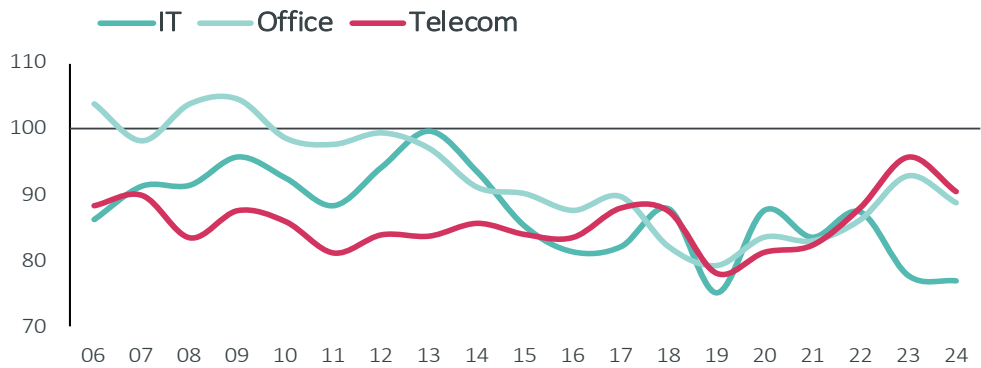
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

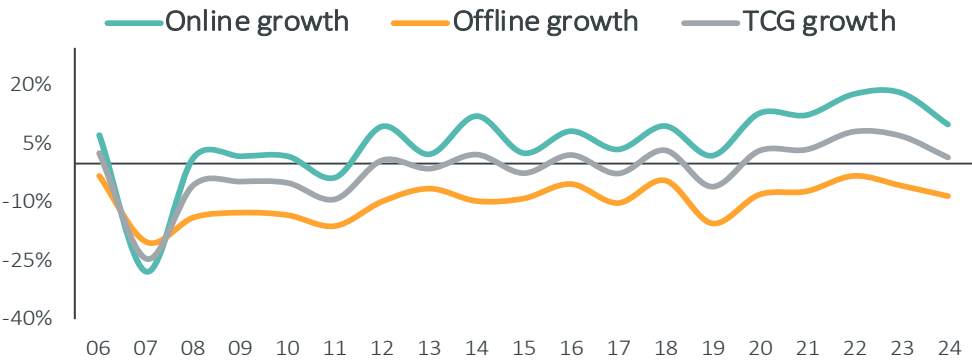


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 24 (Jun 10 – Jun 16)



- Traditional retail decelerated by 8% but online sales at +10% were able to balance this out, leaving the total TCG market at a slight plus of 1%.
- IT/Office products were led by peripherals. Mice grew at +29% and keyboards at +31%. Monitors were up 31% as well. Media tablets marked the other end of the scale at -3%. Smartphones decelerated at -7%.
- As in Germany, PTVs (+43%) and soundbars (+51%) posted strong results. Except for cooling at -22%, MDA/SDA categories delivered positive trends too, with hot beverages in the lead at +21%. Dental care was next at +19%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 24 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

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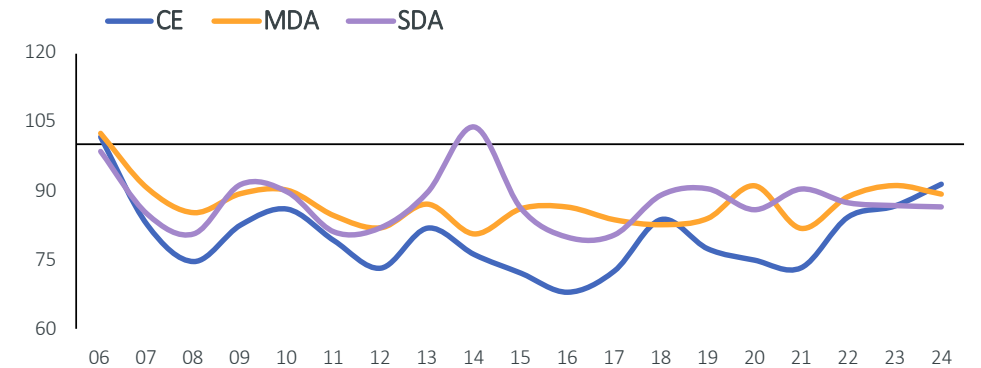
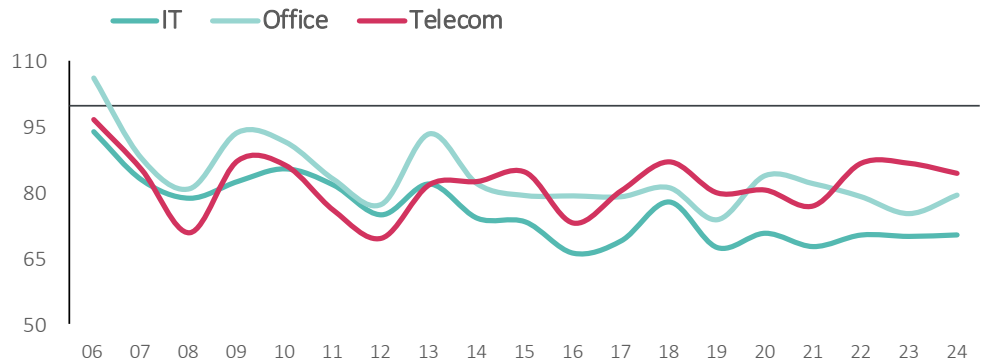
Spain

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 24 (Jun 10 – Jun 16)



- Traditional retail at +3% lifted the total TCG market which posted +2%, impacted by weak online sales (-2%).
- Week 24 saw an opposite picture for printers. While inkjet printers gained 11%, laser models lost 7%. Mobile computing (-5%) and desk computing (-1%) posted negative trends but peripherals and media tablets were moderately positive. Smartphones lagged at -9%.
- In the second week of the UEFA European Football Championship, PTVs caught up in France as well, posting +42%. Air treatment stood out in MDA/SDA products, at -83%. Cooling claimed second place, at -20%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 24 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



About **gfknewron**

Fact of the week

Germany

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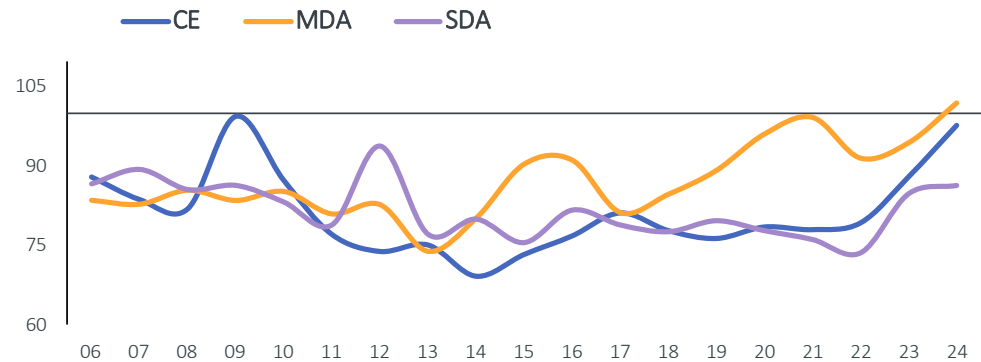
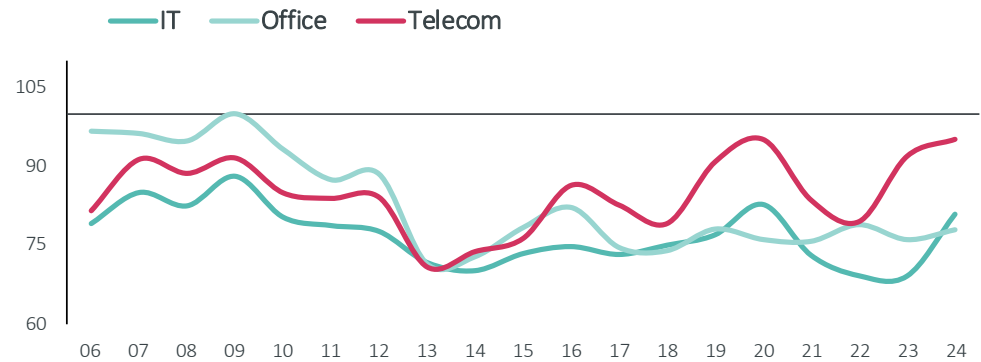
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Japan

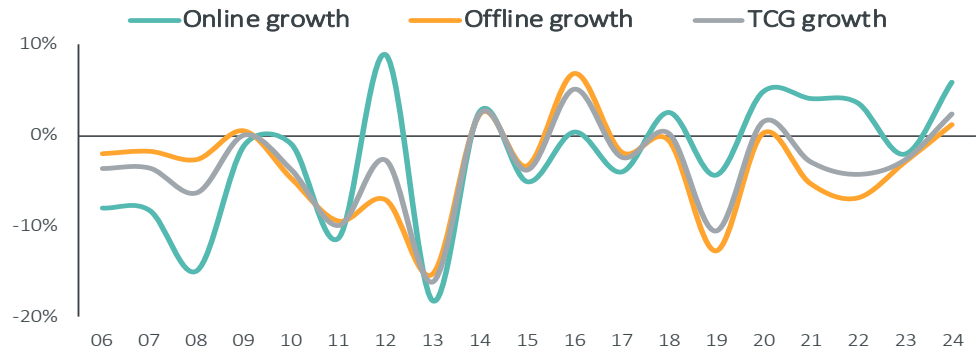
Brazil

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 24 (Jun 10 – Jun 16)



- Recovery of online sales (+6%, up from -2% in the previous week) brought growth for the total TCG market (+2%). Traditional retail added to it by delivering +1%.
- Media tablets at +15% and laser printers at +11% supported the growth of IT/Office categories. Smartphones gained 2%.
- In week 24, PTV and soundbars took the lead at +18% and +19% respectively. Vacuum cleaners, dental care, and hot beverage makers were also up in double digits. Cooling was weak at -10%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 24 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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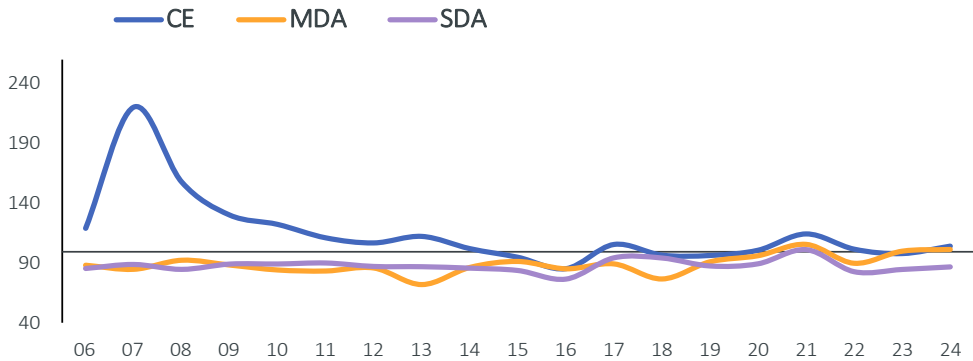
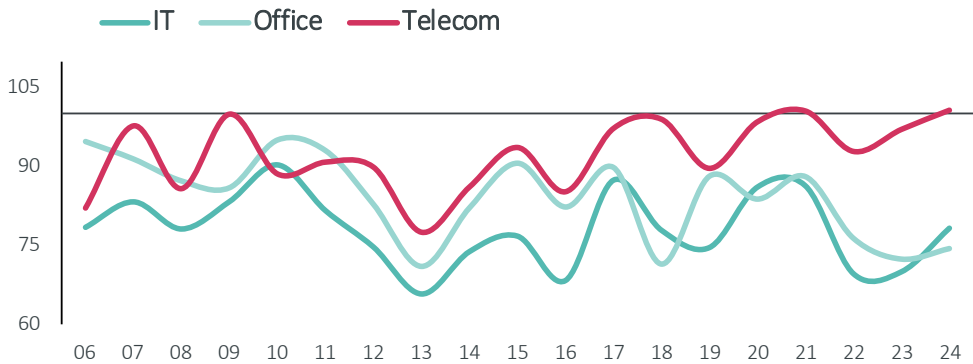
➤ Spain

Japan

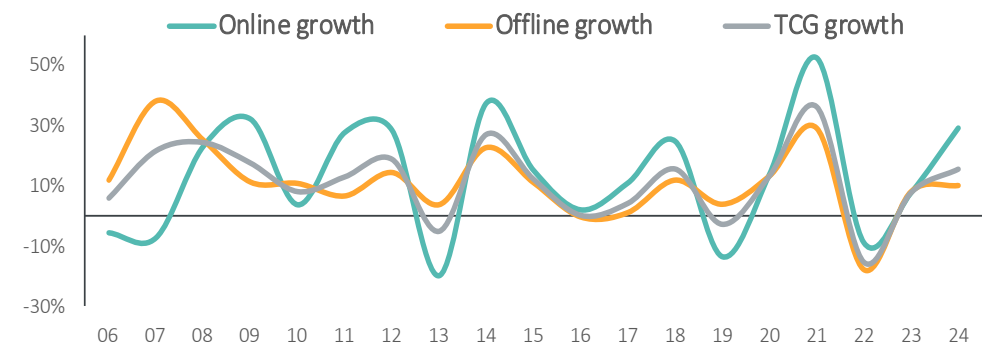
Brazil

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 24 (Jun 10 – Jun 16)



- Strong results for online sales (+29%) led to a plus of 16% for the total TCG market. Traditional retail at +10% added to it.
- Media tablets (+37%) supported the acceleration of the total TCG market. Mobile computing and desk computing also experienced good growth of 11% and 31% respectively. Smartphones rose 12%.
- The development of total TCG was driven by PTVs at +40%. Soundbars added a plus of 20%. In MDA/SDA, vacuum cleaners led at +25% while cooling and shavers experienced only slight upticks of 1%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 24 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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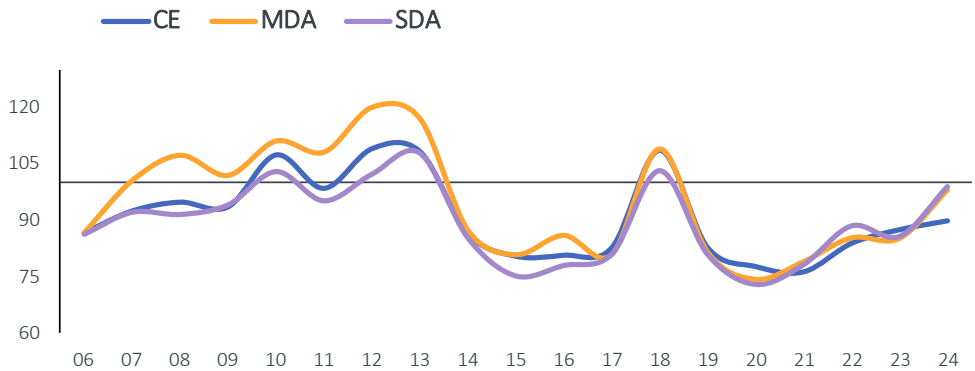
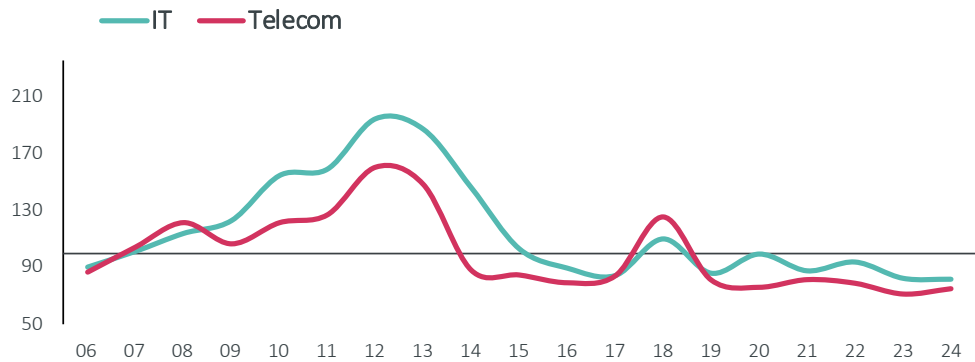
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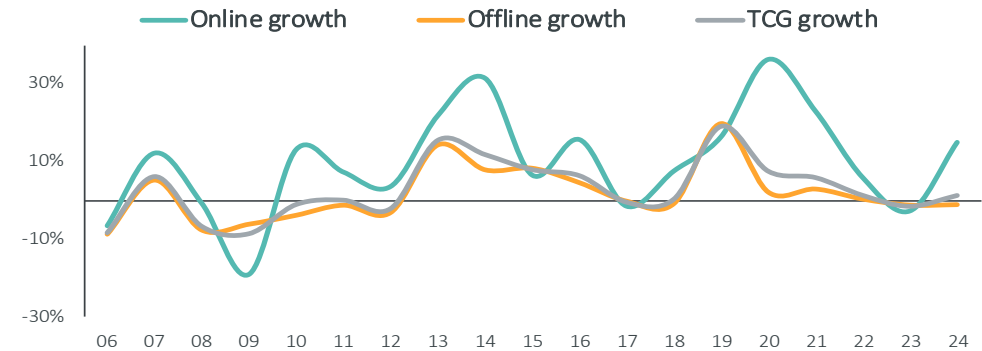
Brazil

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 24 (Jun 10 – Jun 16)



- Traditional retail delivered a decline of 1%. Online sales posted a plus of 15% but due to its small share compared to traditional retail, the impact on total TCG was small, leaving it at a slight +1%.
- Week 24 brought a good, double-digit development for IT and telecom products with media tablets in the lead at +58% and smartphones at +19%.
- Within CE categories, soundbars were out in front, at +12%. TVs posted -3%. The mixed picture for MDA/SDA saw food preparation in the lead at +27% and air treatment bringing up the rear, at -30%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 24 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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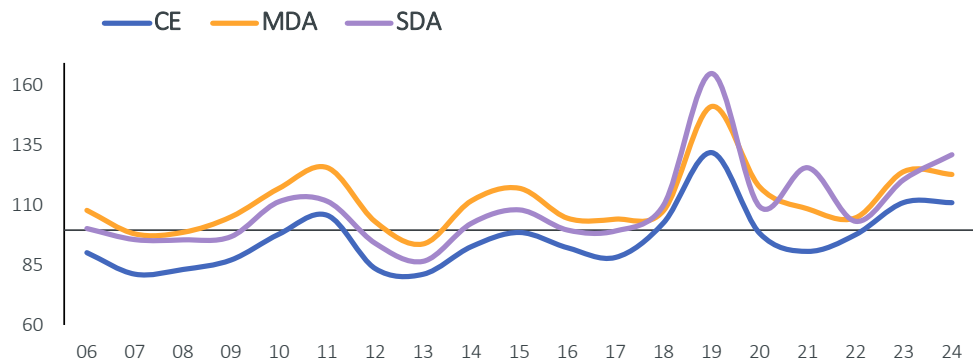
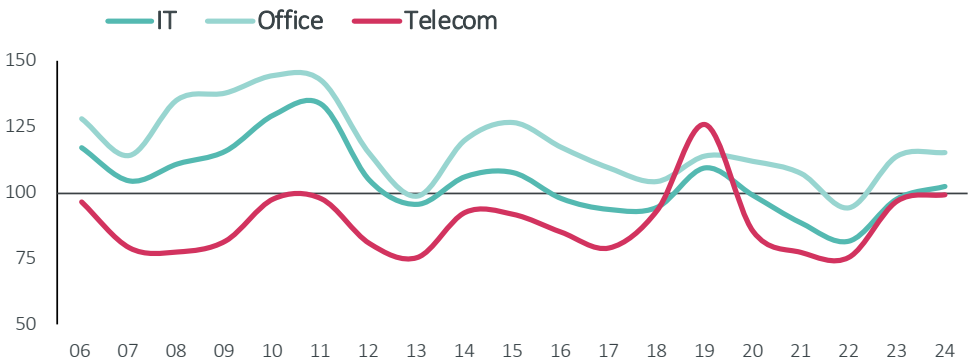
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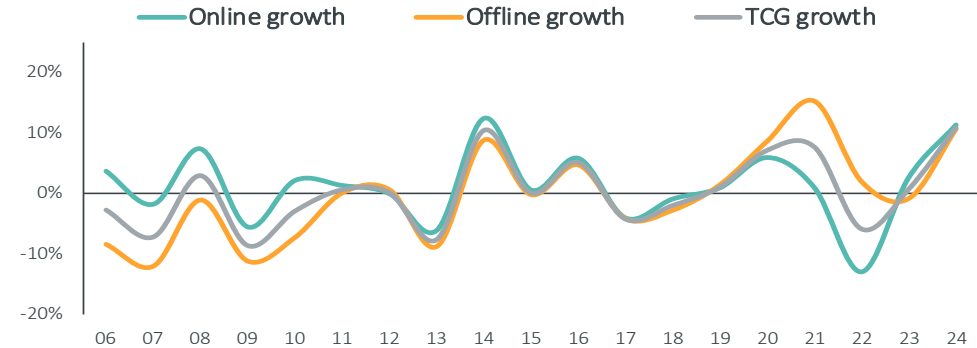
> Brazil

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 24 (Jun 10 – Jun 16)



- At an identical rate of +11%, both traditional retail and online sales lifted the total TCG market by +11%.
- Week 24 brought double-digit growth for most IT/Office products. Only mobile computing was a bit behind, at +8%. Smartphones lagged at -4%.
- MDA/SDA products delivered double-digit plusses as well with the highest score for hot beverage makers (+73%). Cooling (+37%), shavers (+32%), and vacuum cleaners (+31%) were the next categories in the ranking.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 24 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**

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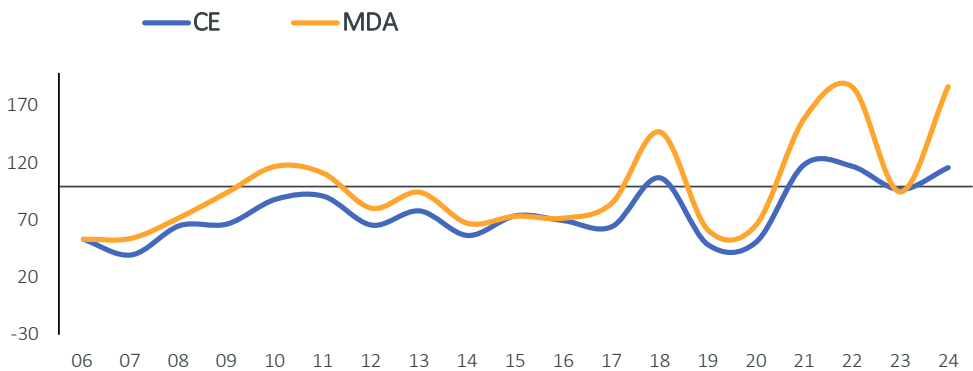
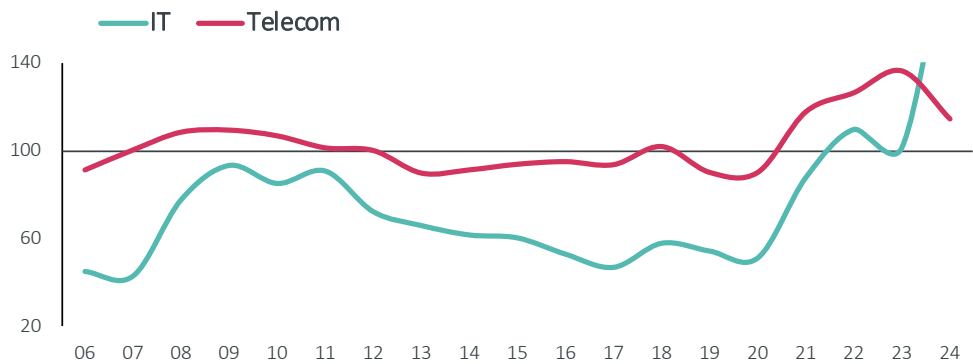
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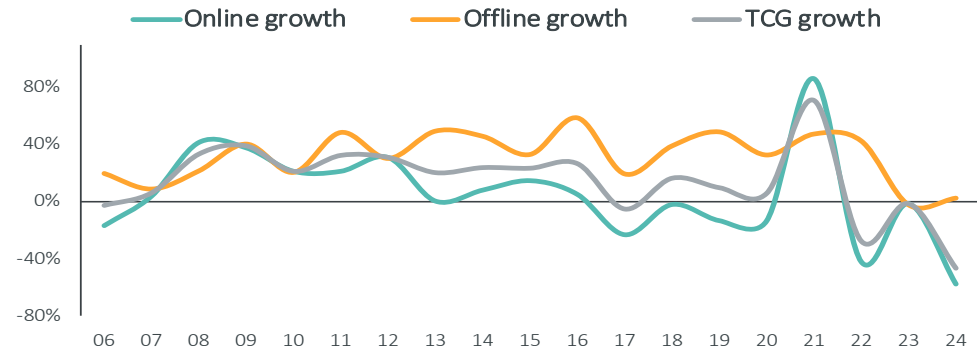
Brazil

➤ 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 24 (Jun 10 – Jun 16)



- Strong deceleration of online sales (-57%) brought a downswing of 47% for the total TCG market. Traditional retail delivered a plus of 3%.
- Smartphones at -55% were the driving force of this development, which was also due to the category's high share in the product group basket. Mobile computing delivered a minus of 17%.
- PTV experienced a strong drop of -57%. Washing machines posted a decline of 21% and cooling decreased by 24%.



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