



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 100

Powered by
gfknewron



Accelerate your tactical decision-making

Rely on weekly insights to maximize your sales during your peak weeks



> About GfK

Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

Japan

Brazil

China

The pandemic has revolutionized consumer purchase behavior, with many people shopping in ways they've never done before. The crisis destabilized market dynamics, reduced shopper loyalty and increased brand share volatility.

You need to be prepared for the unexpected, particularly during peak shopping weeks. To outsmart your competitors and grow your market share, you must continuously monitor market developments and adjust quickly.

GfK's Weekly Market Intelligence – the foundation you need to stay on top of the volatility

Track your sales performance and compare to your competitors week-on-week



Analyze and adjust average prices fast

Contrast online and offline sales



React to competitors' pricing drops and promotions quickly

Master rapidly moving market and consumer demand on SKU level



Build your learnings in your 2021 planning

Base your tactics on what happened last week



Get insights into recent POS sales activities and understand their ROI.



Evaluate your own and your competitors' performance by channel, segment, price class and SKU.



Get results fast, 3 – 5 days after the end of the week.



Keep track of your markets on your smartphone or online via PowerPoint and Excel-based tools.



Ready to accelerate your decision-making?

Contact your local GfK Key Account Manager or discover more about Weekly Market Intelligence: Sales Tracking on our [website](#).

Fact of the week:

Sales of premium products in Russia



About GfK

> Fact of the week

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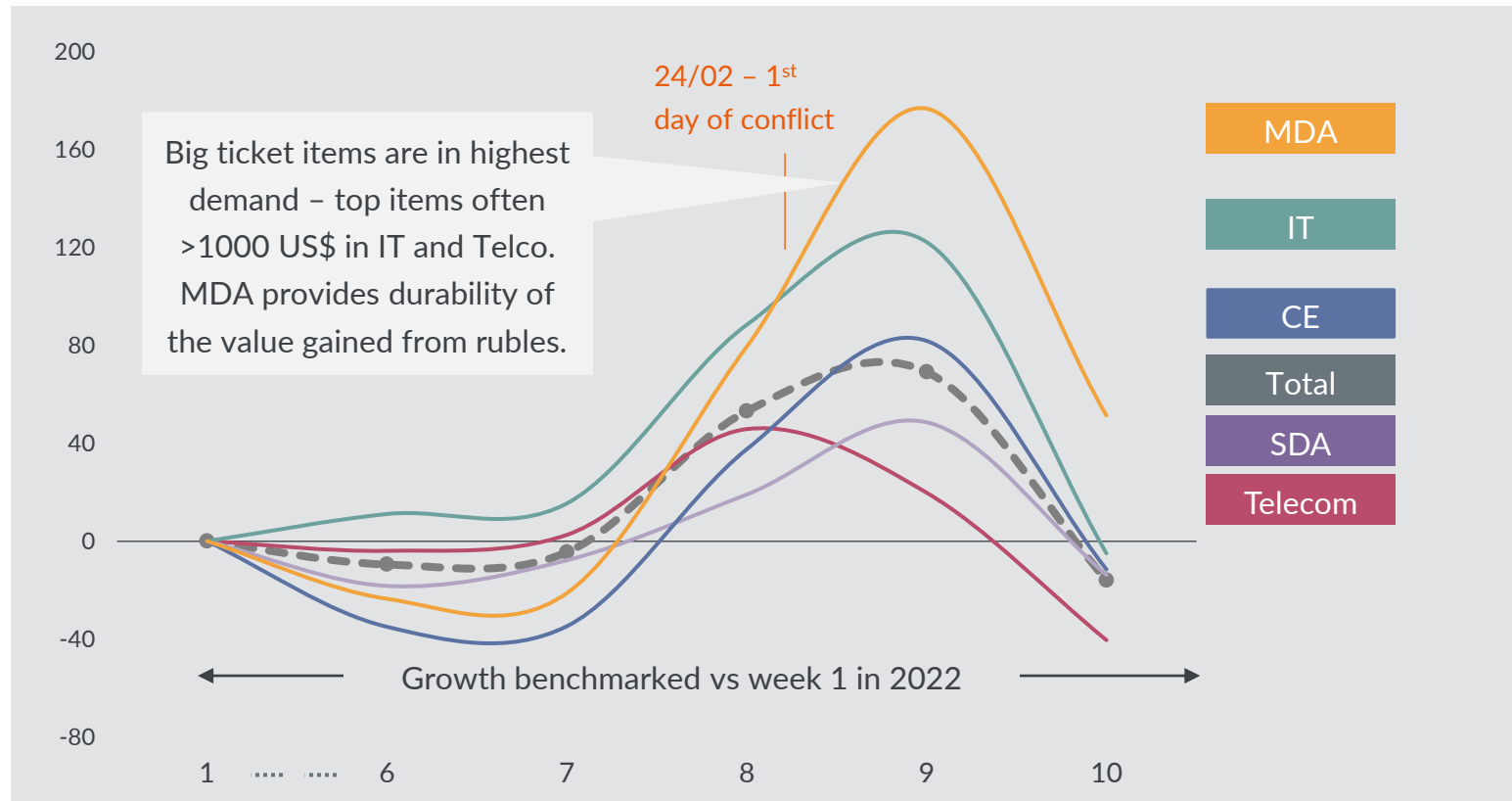
Russia

Japan

Brazil

China

Sales value USD (NSP) growth rate vs previous year in % | Week 1-10 2022 | Russia



Key take away

- Big-ticket items were especially in demand. This is classic MDA and TV, but also IT and smartphone products. Premium products are also sought after.
- Expectation: This has been a short-term growth spike only for MDA and IT/Telco.
- Markets are likely to drop considerably in the short/mid-term (due to supply issues/price increases).

Weekly retail insights from the Point of Sale: Spotlight on Germany



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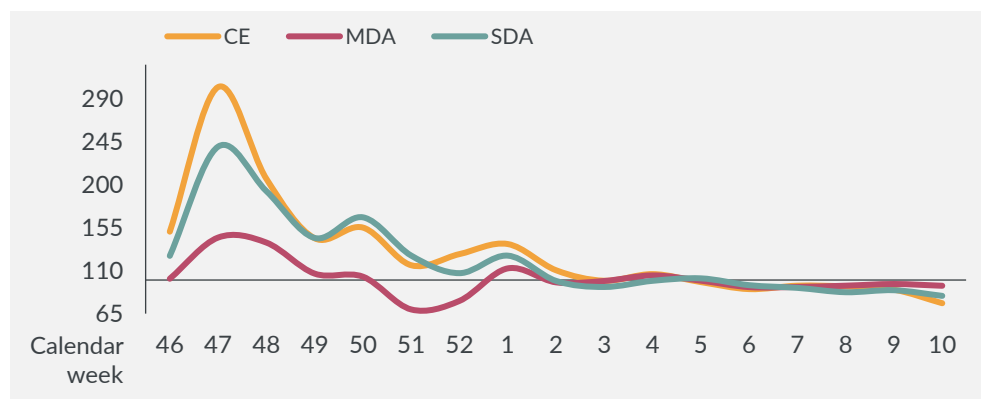
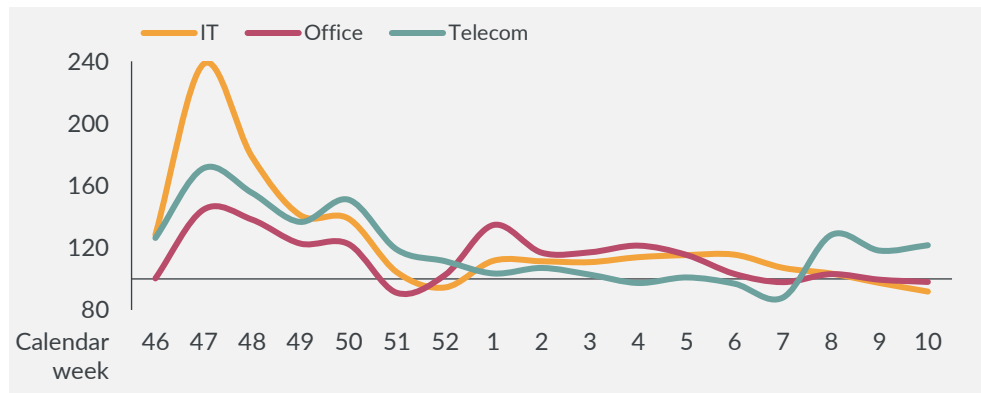
Japan

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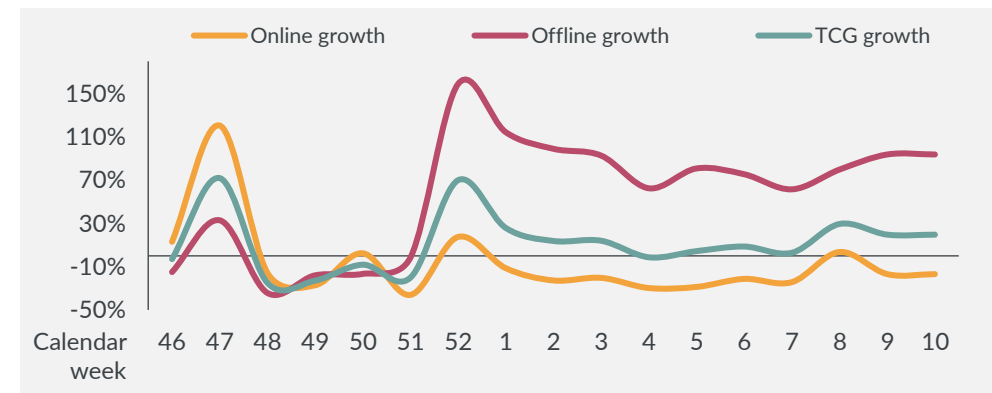
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

Index: 2021 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 10 (Mar 7 – 13)

- Online sales decelerated by -4% in week 10 of 2022 compared to 2021. Traditional retail posted +7% versus 2021 lockdowns, which kept the total TCG market almost stable.
- Laser printers were the weakest product group within IT/Office products at -22%. Smartphone sales accelerated by +25%.
- Most MDA/SDA/CE products lost in double digits. Only cooling (-1%) and dental care (-3%) reported small declines. Washing machines posted a plus of 6%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 10 2022; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, 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): 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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> Great Britain

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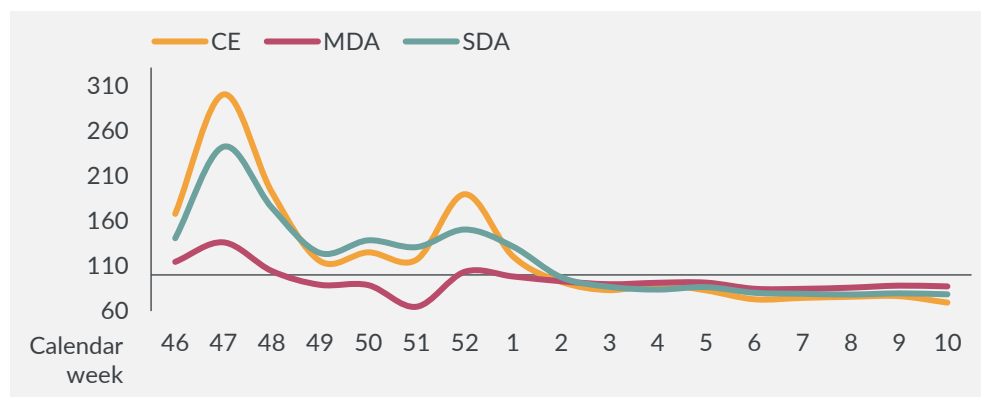
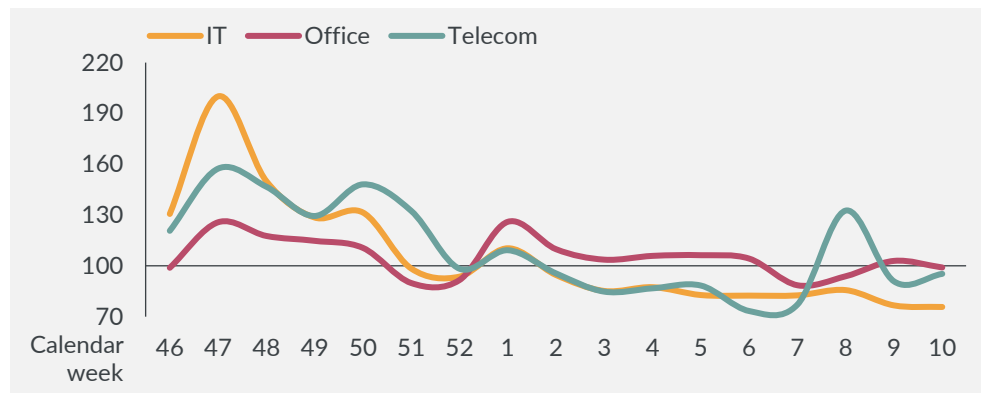
Russia

Japan

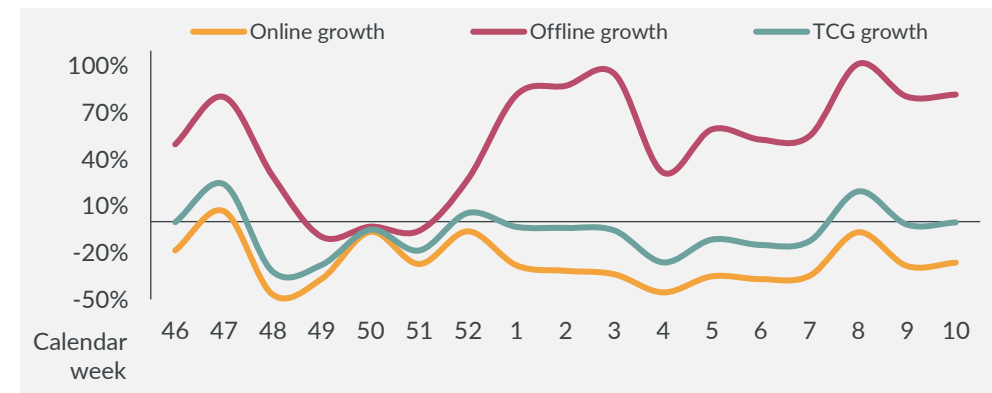
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- Despite strong positive trends for traditional retail (+82%), the total TCG market was just stable as online sales decelerated by 26%.
- The negative trends for IT/Office products ranged from -42% for laser printers to -8% for desk computing. Inkjet printers were up 5%. Smartphones posted +16%.
- Many SDA/CE products decelerated in double digits. TV sales fell by 11%. Cooling declined by 4%, while washing machines increased by 2%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 10 2022; 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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Germany

Great Britain

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Italy

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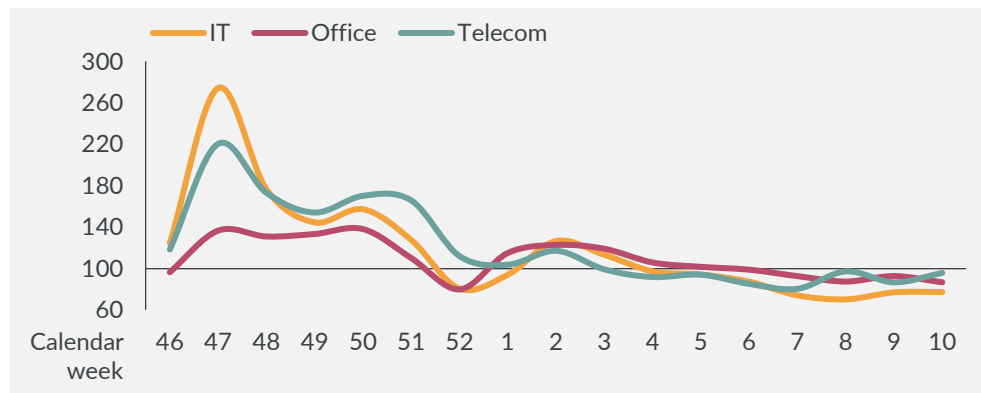
Russia

Japan

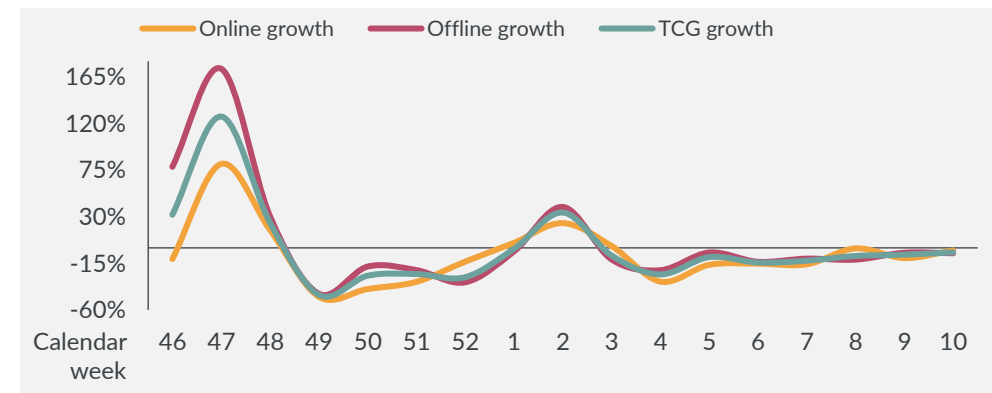
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- Online sales delivered -3% (-10% the previous week) and traditional retail was down 5% (same as the previous week), resulting in a downswing of the total TCG market of -4%.
- All IT/Office products were negative, led by monitors at -25%. Laser printers were the exception at +32%. Telecom products grew double-digit, smartphones by 20% and headsets by 11%.
- The mixed picture for MDA/SDA/CE products posted -41% for food preparation and +16% for dental care. TVs were down 4%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 10 2022; 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, 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 Italy



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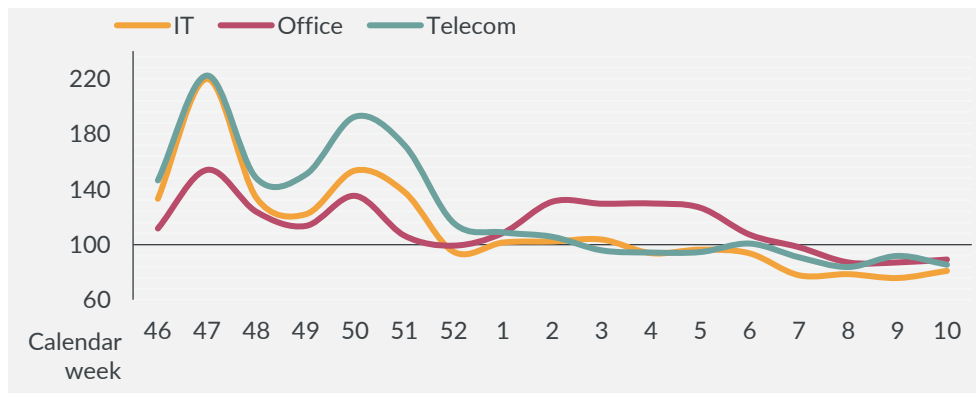
Russia

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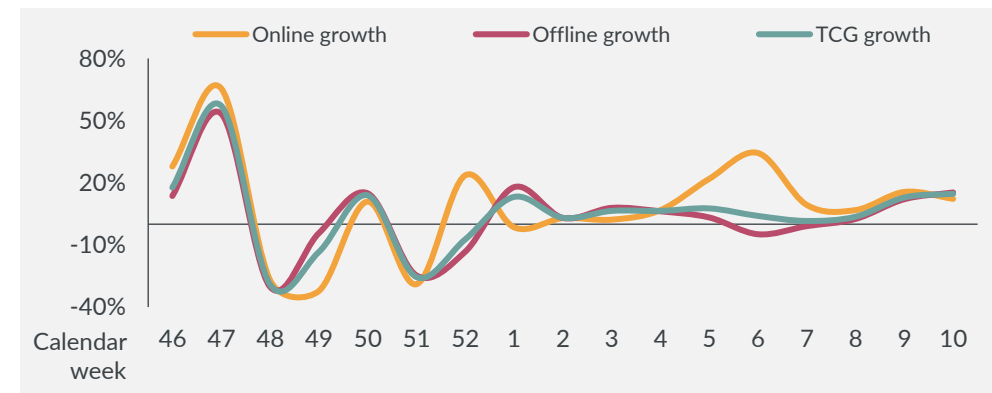
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- The total TCG market grew by +13% due to increases in online (+12%) as well as traditional retail (+15%) sales.
- IT/Office products posted solid double-digit declines, led by inkjet printers at -42%. Smartphone sales accelerated at +8%.
- PTV was the strongest product group at +125% while SDA posted negative trends. The exception was hot beverage makers at +4%. Cooling and washing machines both grew by 10%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 10 2022; 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, 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 GfK

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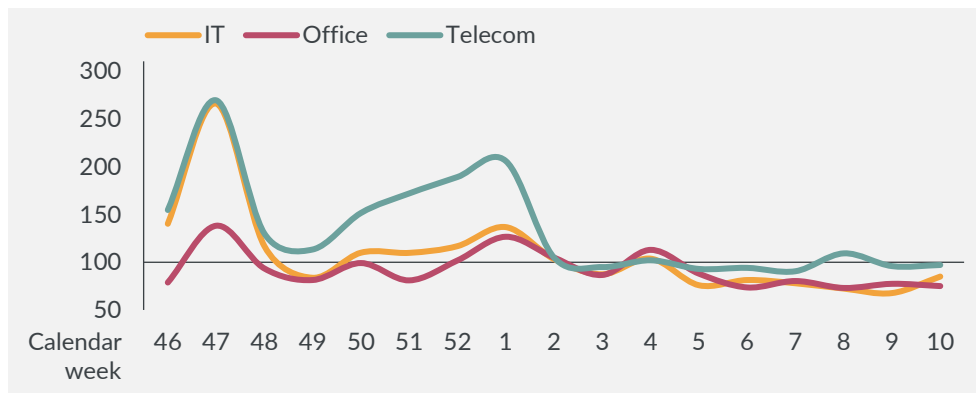
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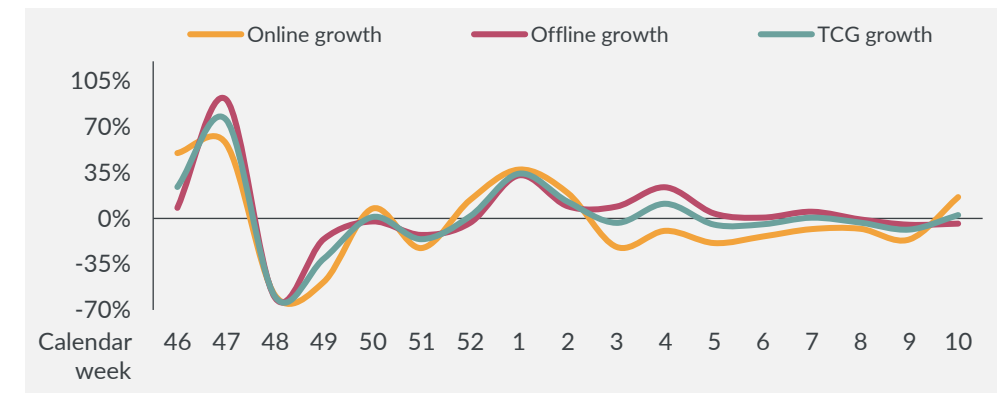
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- The total TCG market recovered from -9% in week 9 to +2% in week 10, driven by strong online sales (+16%). Traditional retail posted -4%.
- The mixed picture for IT/Office and telecom products ranged from +12% for mobile computing to -13% for inkjet printers.
- While MDAs grew in single digits, SDA delivered negative trends apart from hot beverage makers at +3%. TV sales were flat. Soundbars and audio home systems were down 14% each.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 10 2022 (no comparability with 2019); 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, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale: Spotlight on Russia



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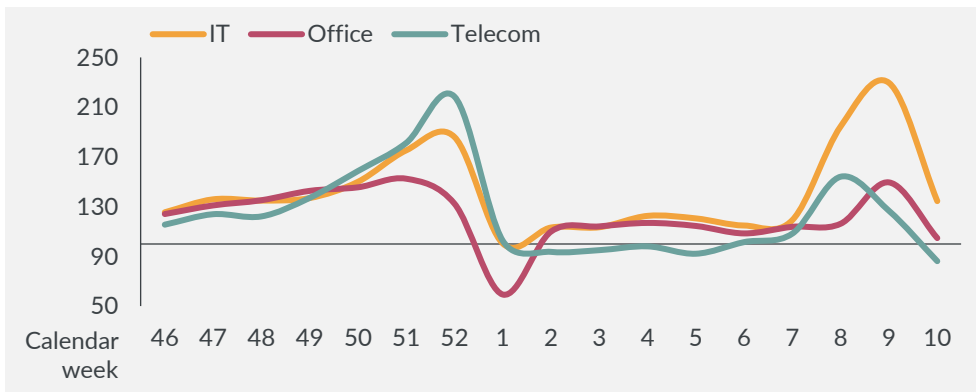
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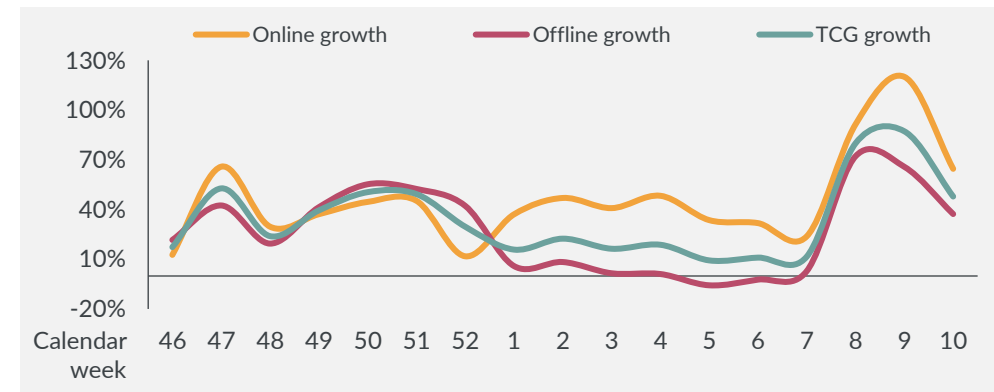
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- The total TCG market increased by 48%, driven by online sales at +65% and traditional retail sales at +37%. Demand was accelerated by the need to convert money to goods.
- All IT/Office products posted strong growth led by desk computing (+112%). Mobile computing was up 77%. Smartphone sales declined by 5%.
- MDA products grew by +172% and SDAs won in double digits. TV sales posted +124% growth.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 10 2022; 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, 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 Japan



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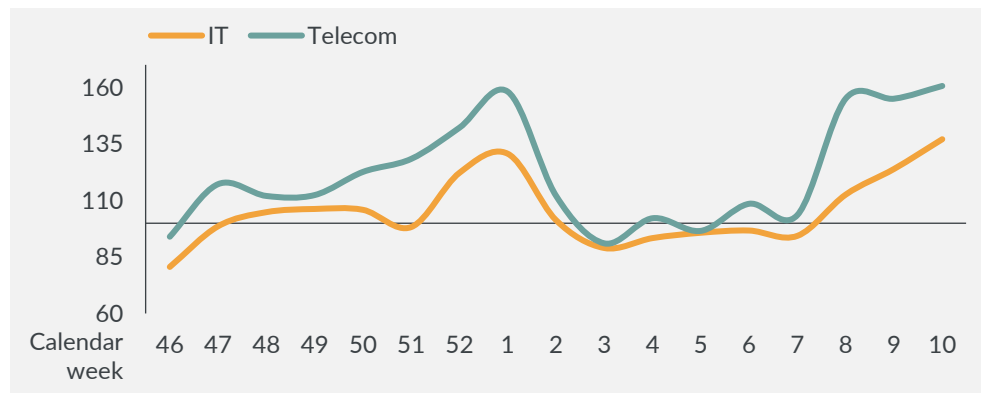
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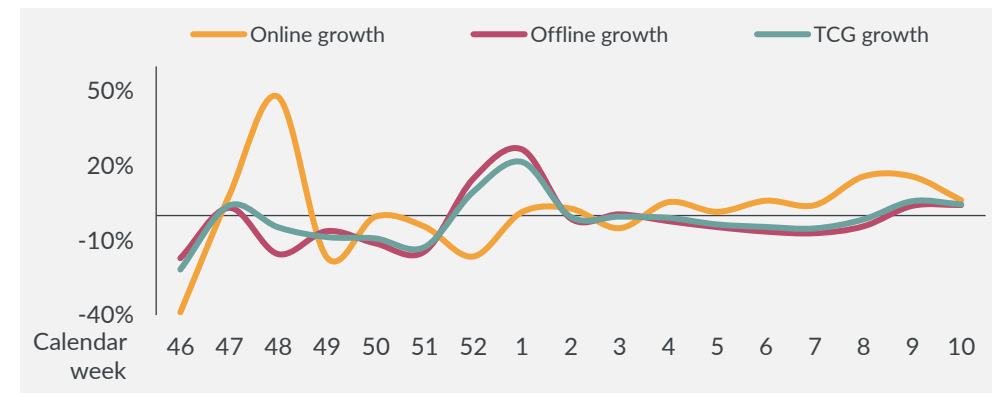
Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- Online sales (+6%) and traditional retail (+4%) delivered growth for total TCG of +5%.
- Mobile computing slumped at -10% while media tablets grew by 11%. Headsets were weak at +2%. Smartphone sales posted a plus of 35%.
- Vacuum cleaners (-1%) and shavers (-2%) were the exceptions among the double-digit negative trends in SDA products. MDA products grew by +8%. TV sales posted a decline of 5%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 10 2022; 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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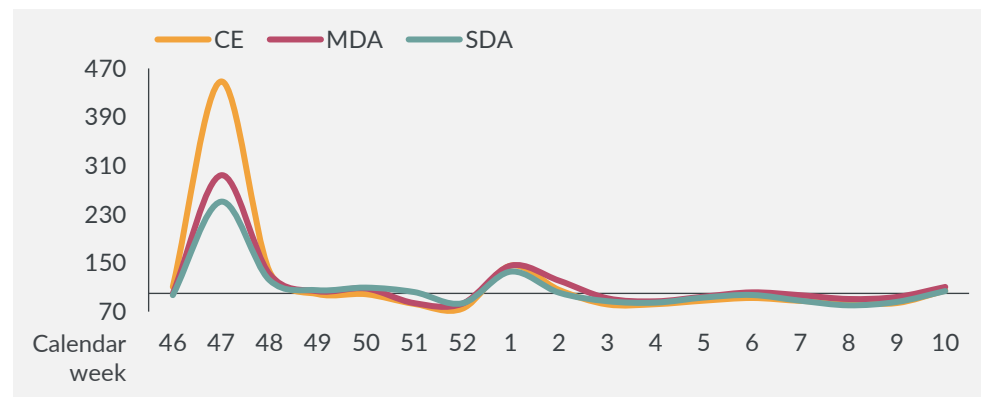
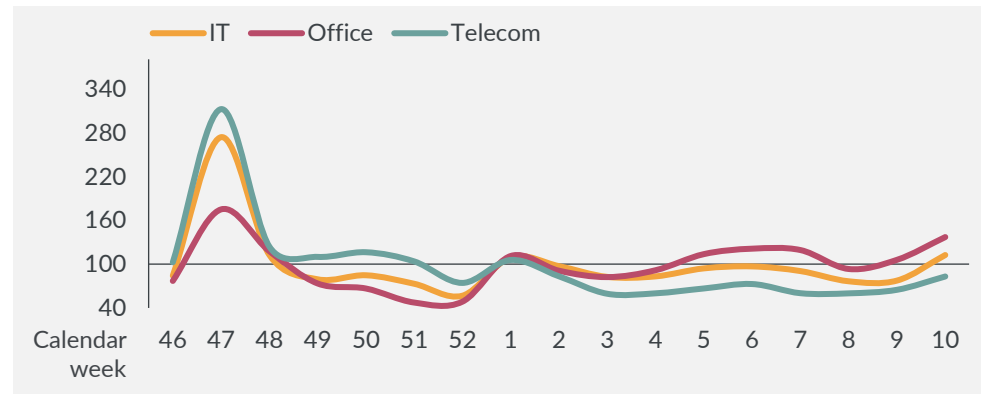
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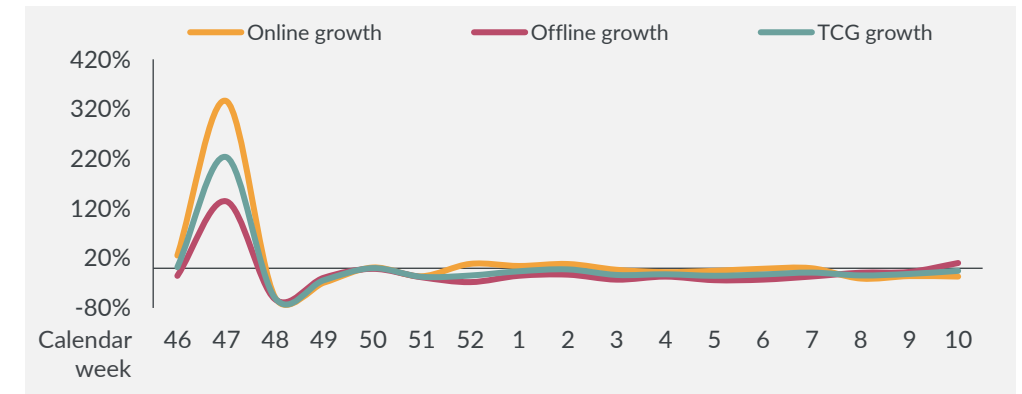
> Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- After 14 weeks, traditional retail posted a positive trend (+11%) for the first time. As online sales remained negative (-17%), so total TCG stayed on a negative path (-5%).
- All IT and telecom products posted double-digit deceleration. Inkjet printers were down 2% while laser printers grew by 1%.
- All MDA/SDA/CE saw experienced positive trends, from +2% for vacuum cleaners to +23% for cooling. TV sales were up 18%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 10 2022; 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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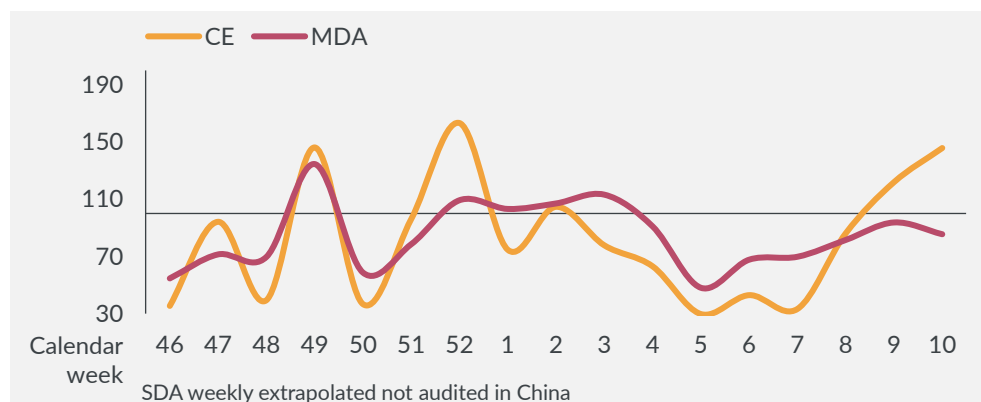
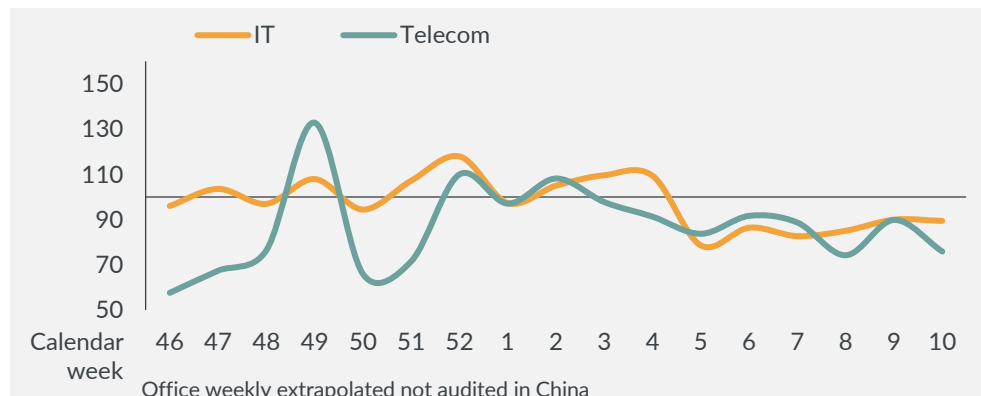
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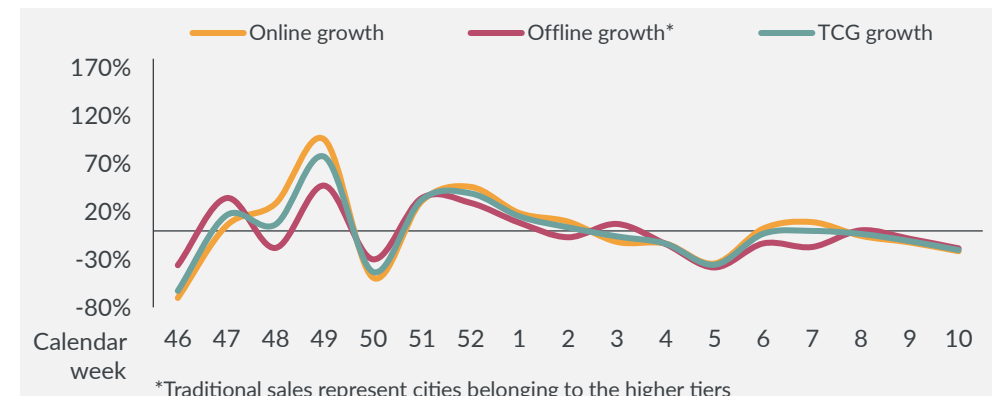
Brazil

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Index: 2021 average weekly turnover in EUR = 100



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



Key take aways in calendar week 10 (Mar 7 – 13)

- Both distribution channels continued their deceleration week-on-week. Traditional retail moved from -8% to -18% and online sales from -12% to -21%, which delivered a minus of 20% for total TCG in week 10.
- Mobile PCs posted a decrease of 13% compared to week 10 in 2021. Smartphones delivered -20%.
- Week 10 saw double-digit drops for washing machines (-23%), cooling (-19%), and TV sales (-30%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 10 2022; 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



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Authors:

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