



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 101

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



Contrast online and offline sales



Master rapidly moving market and consumer demand on SKU level



Analyze and adjust average prices fast



React to competitors' pricing drops and promotions quickly



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: Price development in Germany



About GfK

> Fact of the week

Germany

Great Britain

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Spain

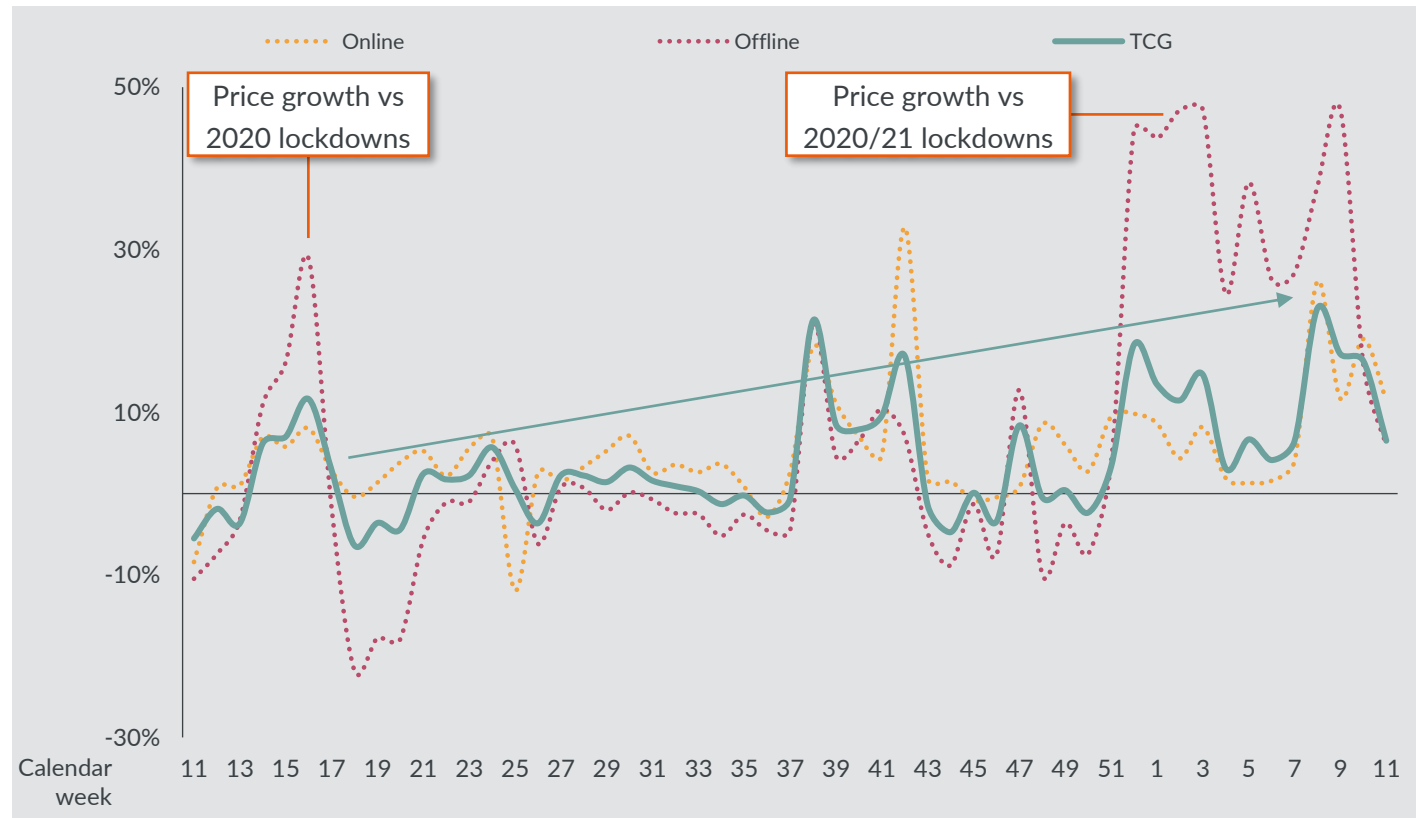
Russia

Japan

Brazil

China

Average price growth +/- % YoY in Euro (NSP) growth rate vs previous year in %



Key take away

- A clear upward trend for average price in the TCG market within the last 52 weeks.
- Product mix impacts heavily on average prices, driving weekly peaks (compare next slide sales growth dynamics)
 - e.g., smartphone flagship model launches (w38)
 - e.g., traditional channel sales recovery (w52-w3) and hence a more premium product mix
- Inflationary pressure is likely to keep price dynamics up in 2022.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 11 2022; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop 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 Germany



About GfK

Fact of the week

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Great Britain

France

Italy

Spain

Russia

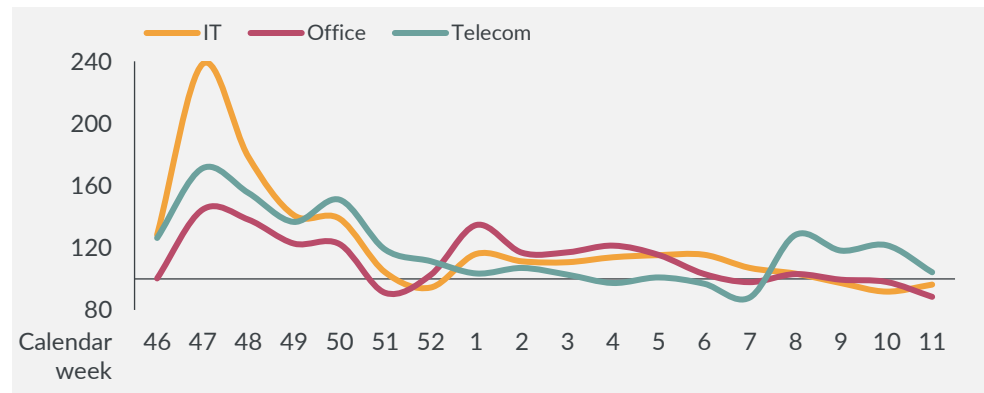
Japan

Brazil

China

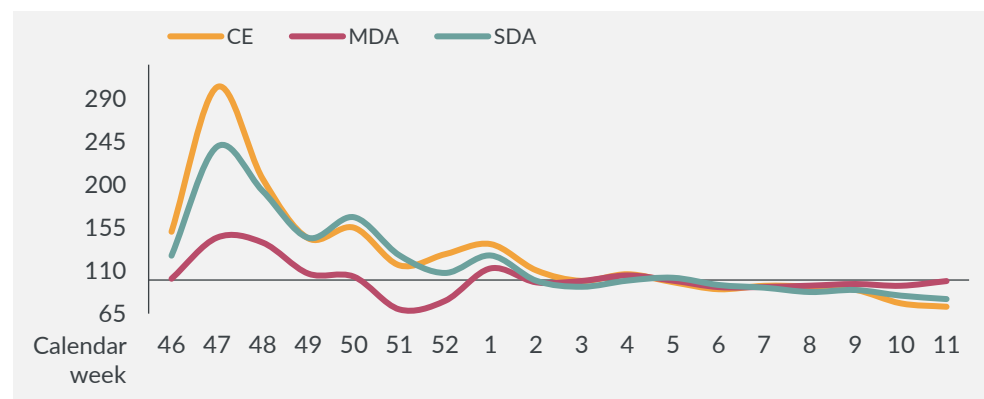
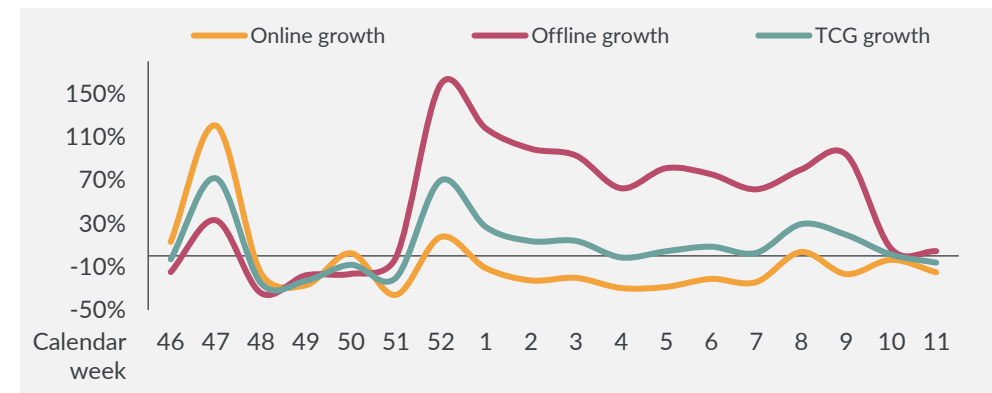
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 11 (Mar 14 – 20)

- Online sales decelerated by -15% in week 11 of 2022 compared to 2021. Traditional retail slowed to +4%, which led to a decline of 6% for the total TCG market.
- Laser printers again were the weakest product group within IT/Office products at -39%. Smartphones accelerated by +9%.
- Most MDA/SDA/CE products lost in double digits. Only cooling (-2%) and shavers (-5%) reported small declines. Washing machines posted a plus of 6% and dental care increased by +3%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 11 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



About GfK

Fact of the week

Germany

> Great Britain

France

Italy

Spain

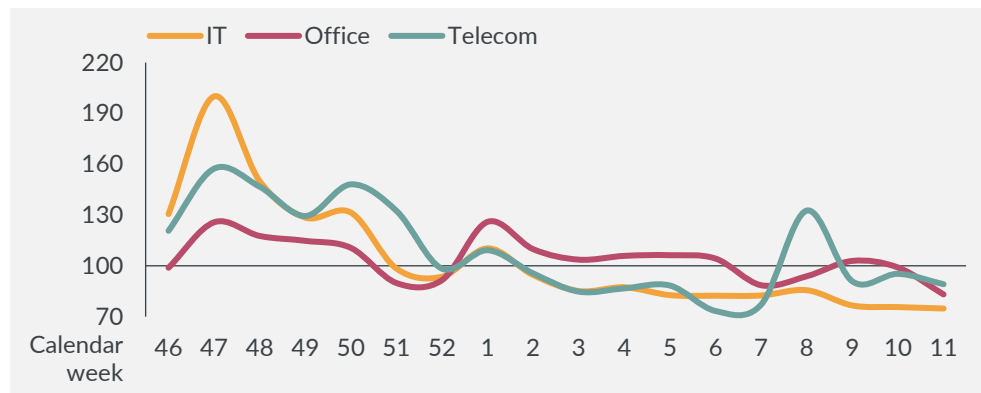
Russia

Japan

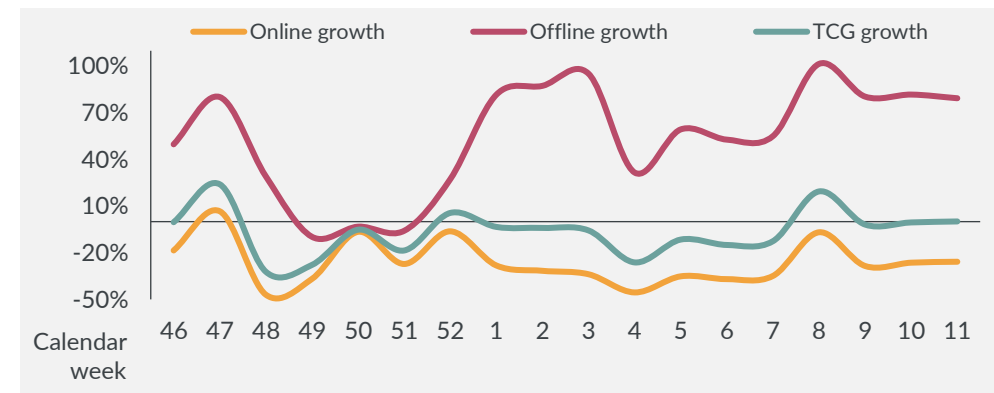
Brazil

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 11 (Mar 14 – 20)

- Despite strong positive trends for traditional retail (+79%), the total TCG market was just stable as online sales decelerated by 26%.
- The negative trends for IT/Office products ranged from -52% for laser printers to -3% for inkjet printers. Smartphone sales posted +16% and headsets were up 1%.
- Many SDA/CE products decelerated in double digits. TV sales fell by 7%. Cooling declined by 1%, while washing machines increased by 3%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 11 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



About GfK

Fact of the week

Germany

Great Britain

> France

Italy

Spain

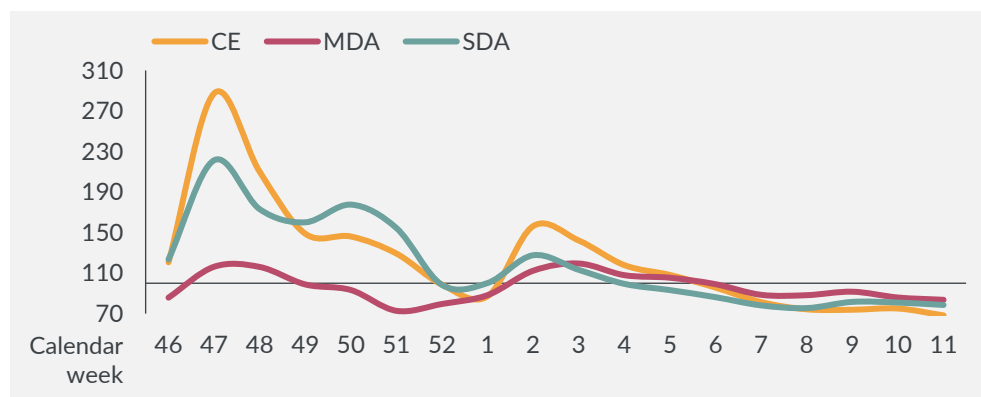
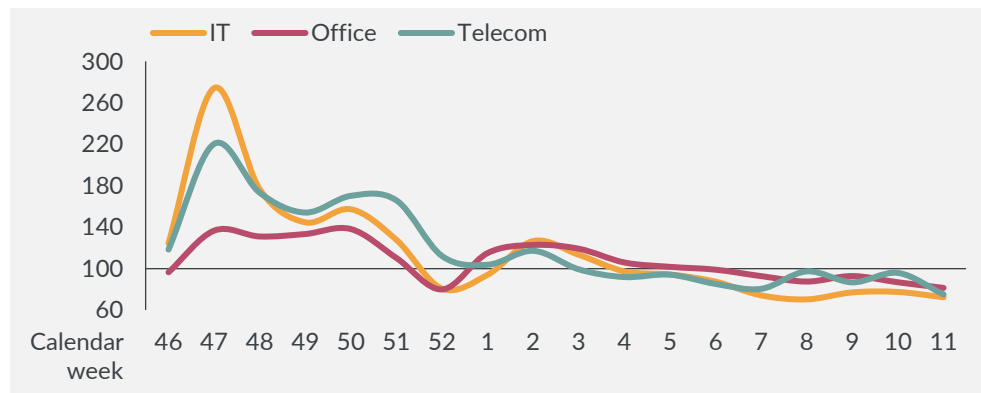
Russia

Japan

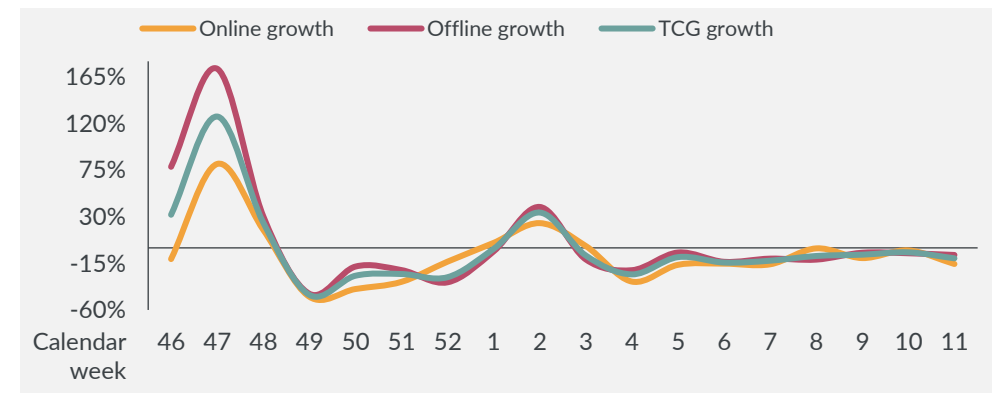
Brazil

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 11 (Mar 14 – 20)

- Online sales delivered -16% (-3% the previous week) and traditional retail was down 7% (-5% the previous week), resulting in a downswing of the total TCG market of -10%.
- All IT/Office products were negative, led by monitors at -26%. Laser printers were the exception at +17%. Telecom products were flat, smartphones down by 0.6%, and headsets up 0.3%.
- The mixed picture for SDA products saw -61% for air treatment and +15% for dental care. CE products were down in double digits.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 11 2022; 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, 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



About GfK

Fact of the week

Germany

Great Britain

France

> Italy

Spain

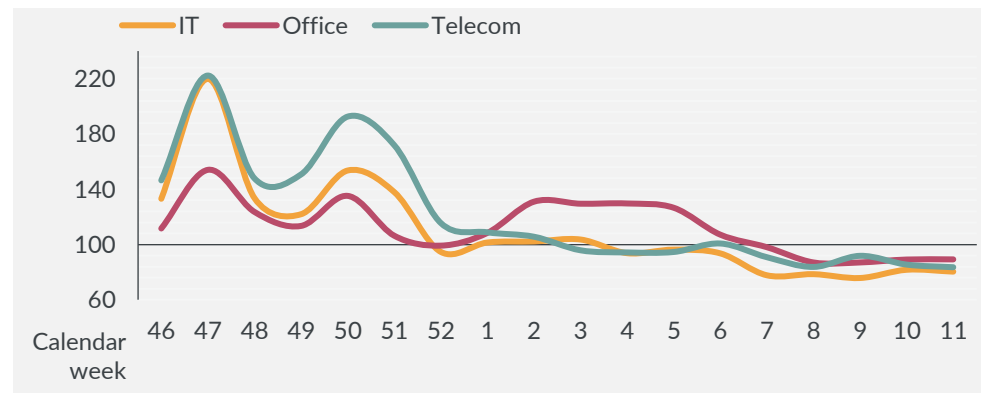
Russia

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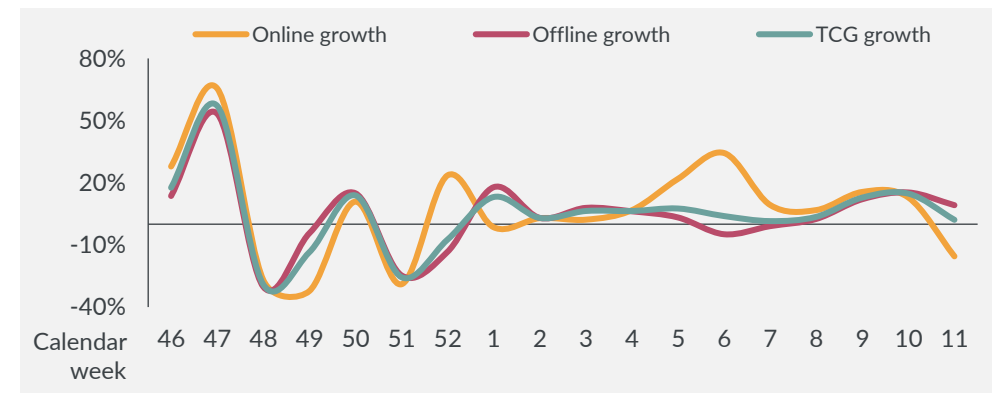
Brazil

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 11 (Mar 14 – 20)

- The total TCG market grew by only 2% thanks to traditional retail at +9%. Online sales delivered strong losses at -16%.
- IT/Office products posted high double-digit declines, led by desk computing at -44%. Smartphone sales accelerated at +4%.
- Once again, PTV was the strongest product group at +61% while SDA posted negative trends. The exception was hot beverage makers at +7%. MDA products grew, cooling at +11% and washing machines at +13%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 11 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

Fact of the week

Germany

Great Britain

France

Italy

> Spain

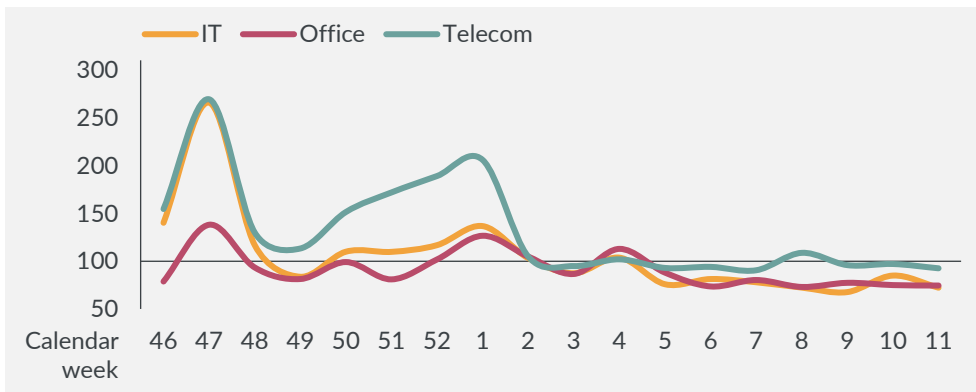
Russia

Japan

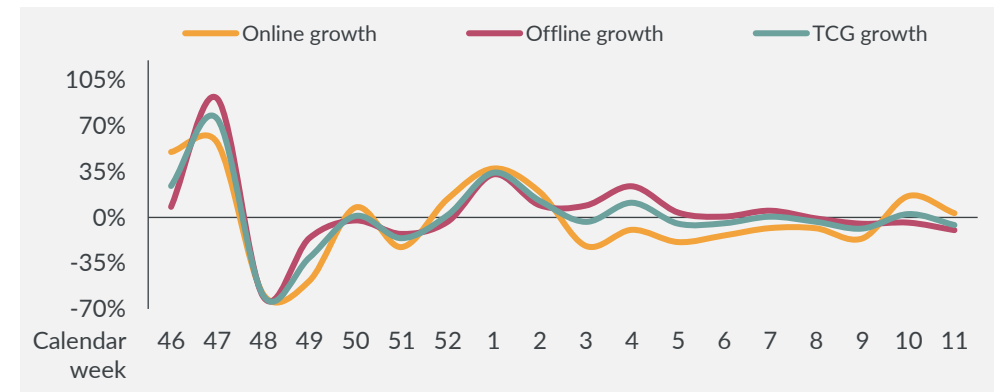
Brazil

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 11 (Mar 14 – 20)

- The total TCG market again turned negative driven by declining traditional retail (-10%) and weak online sales (+3%).
- The mixed picture for IT/Office and telecom products ranged from +17% for headsets to -17% for desk computing.
- While MDAs and hot beverage makers grew in single digits, SDA delivered negative trends for vacuum cleaners (-23%) and shavers (-6%). CE products posted strong declines: TV sales were down 23%, soundbars -18%, and audio home systems -14%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 11 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



About GfK

Fact of the week

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Italy

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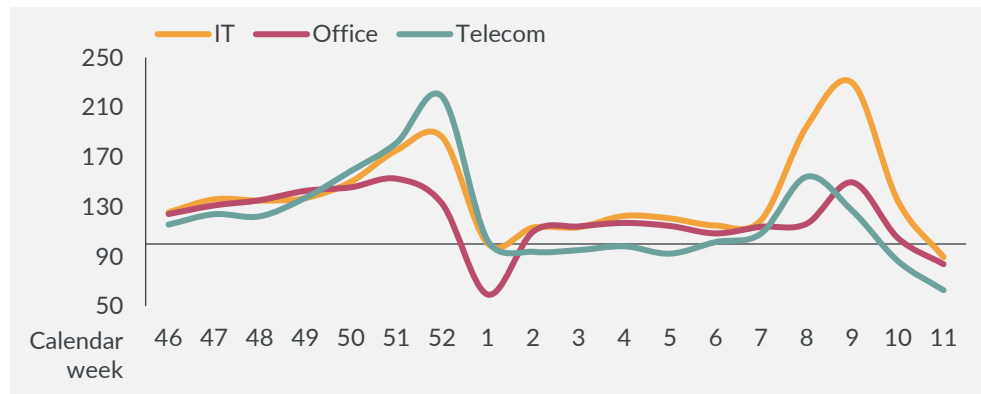
> Russia

Japan

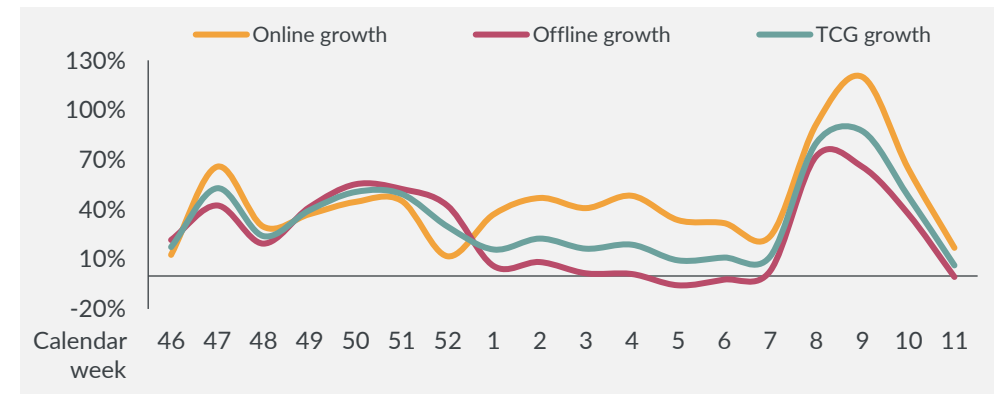
Brazil

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 11 (Mar 14 – 20)

- The total TCG market slowed to +6%, driven by both online sales at +17% (down from +65%) and traditional retail at -1% (down from +37%).
- The mixed picture for IT products ranged from +21% for desk computing to -18% for media tablets. Smartphone sales slumped at -25%. Printers decreased by 14%.
- MDAs in particular posted strong double-digit upticks. It was a similar picture for some SDA products. TV sales saw +41% growth.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 11 2022; 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, 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



About GfK

Fact of the week

Germany

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Italy

Spain

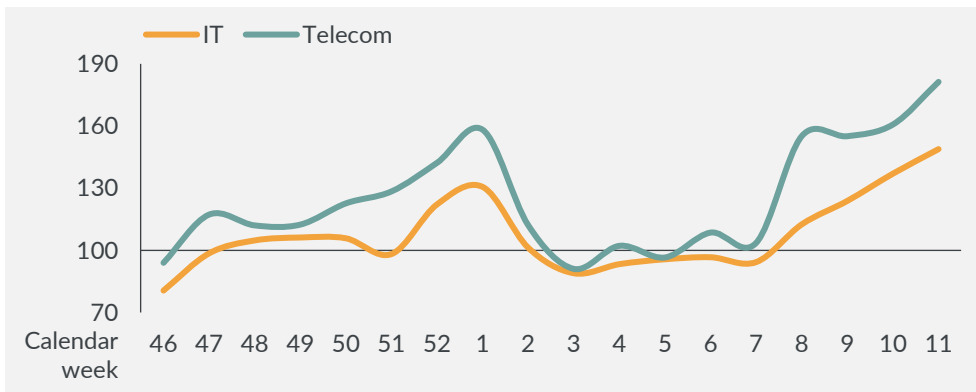
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> Japan

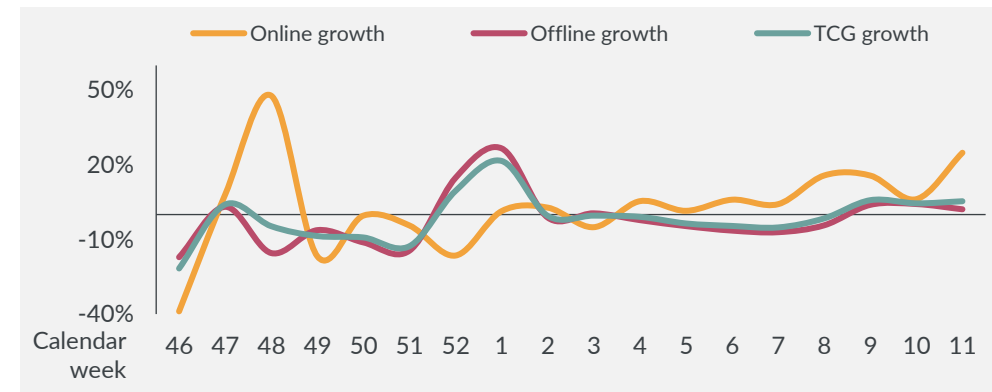
Brazil

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 11 (Mar 14 – 20)

- The strong increase of online sales (+25%) failed to have a visible impact on the total TCG development (+5%) as its share is still small. Traditional retail delivered growth of 4%.
- Mobile computing slumped at -13% while media tablets grew by 36%. Headsets were up 6% and smartphones posted a plus of 34%.
- MDA products posted single-digit increases while SDAs delivered negative trends throughout. TV sales posted a decline of 3%. Soundbars experienced an outstanding growth of 20%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 11 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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France

Italy

Spain

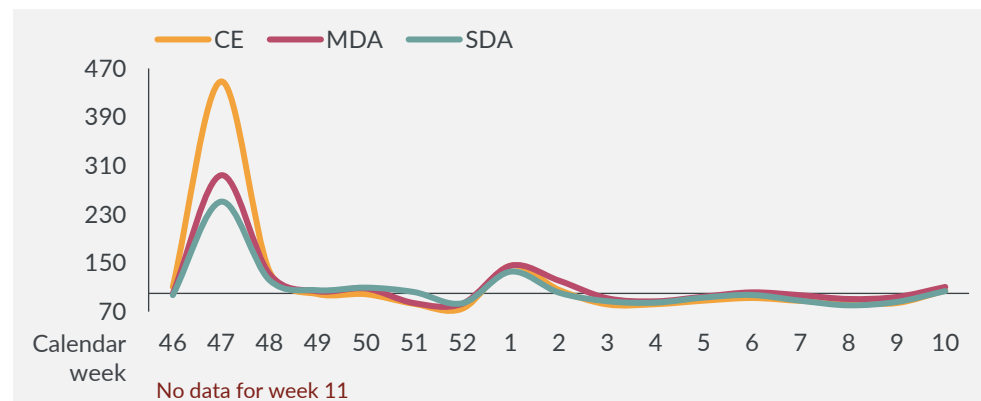
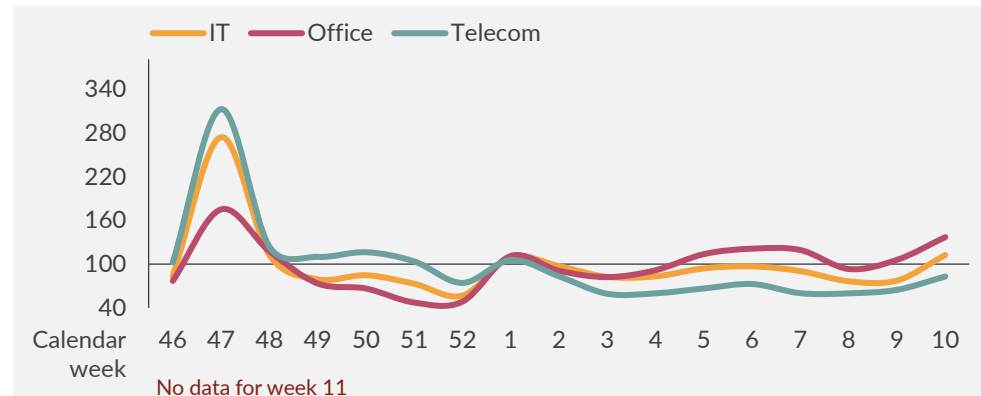
Russia

Japan

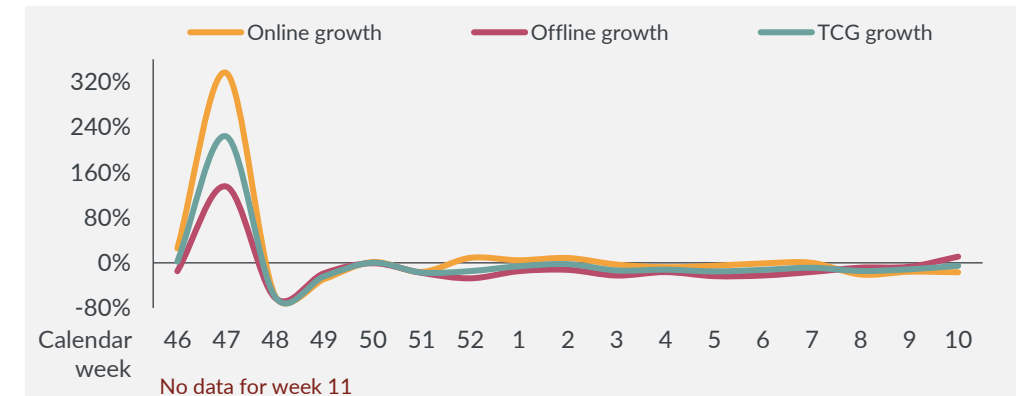
> Brazil

China

Index: 2021 average weekly turnover in EUR = 100



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



Key take aways

No data for week 11

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 11 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 – 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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Italy

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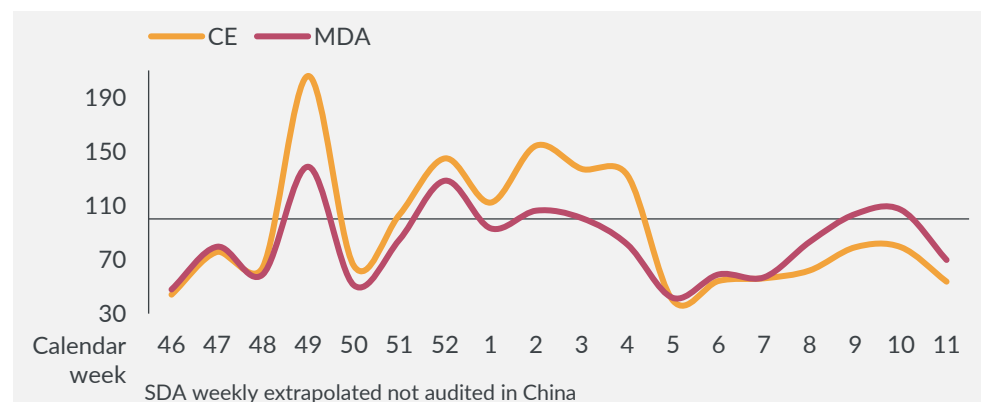
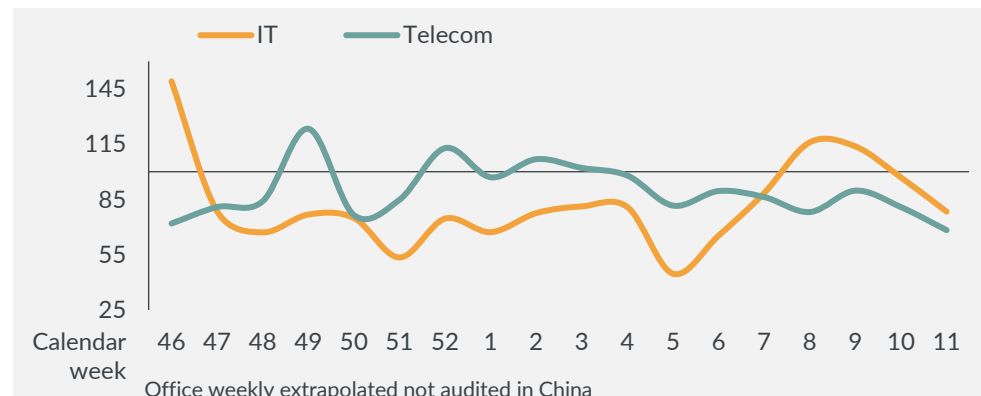
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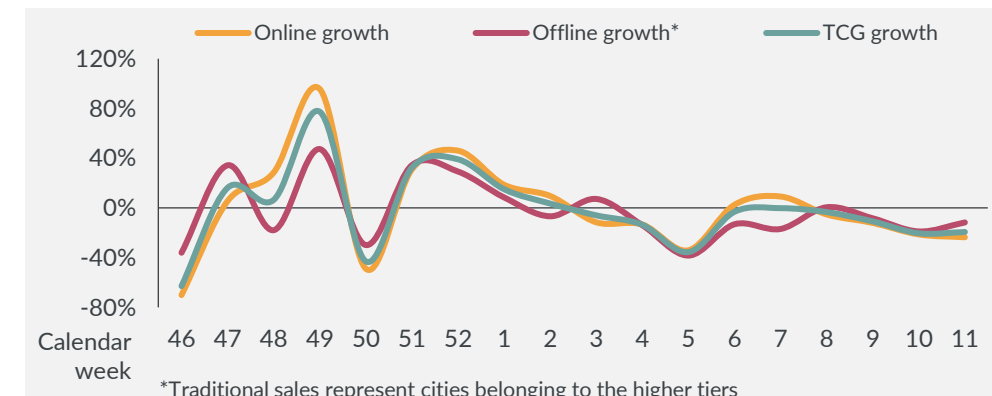
Brazil

> 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 11 (Mar 14 – 20)

- Both distribution channels continued their falls week-on-week. Traditional retail shifted from -19% to -12% and online sales from -21% to -24%. Together, this delivered a minus of 19% for total TCG in week 11.
- Mobile PCs posted a decrease of 11% compared to week 11 in 2021. Smartphones delivered -25%.
- Week 11 saw single-digit drops for washing machines (-9%), cooling (-1%), and TV sales (-9.6%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 11 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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