



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 102

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:

Stay@home TCG categories remain drivers in 2021



About GfK

> Fact of the week

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Italy

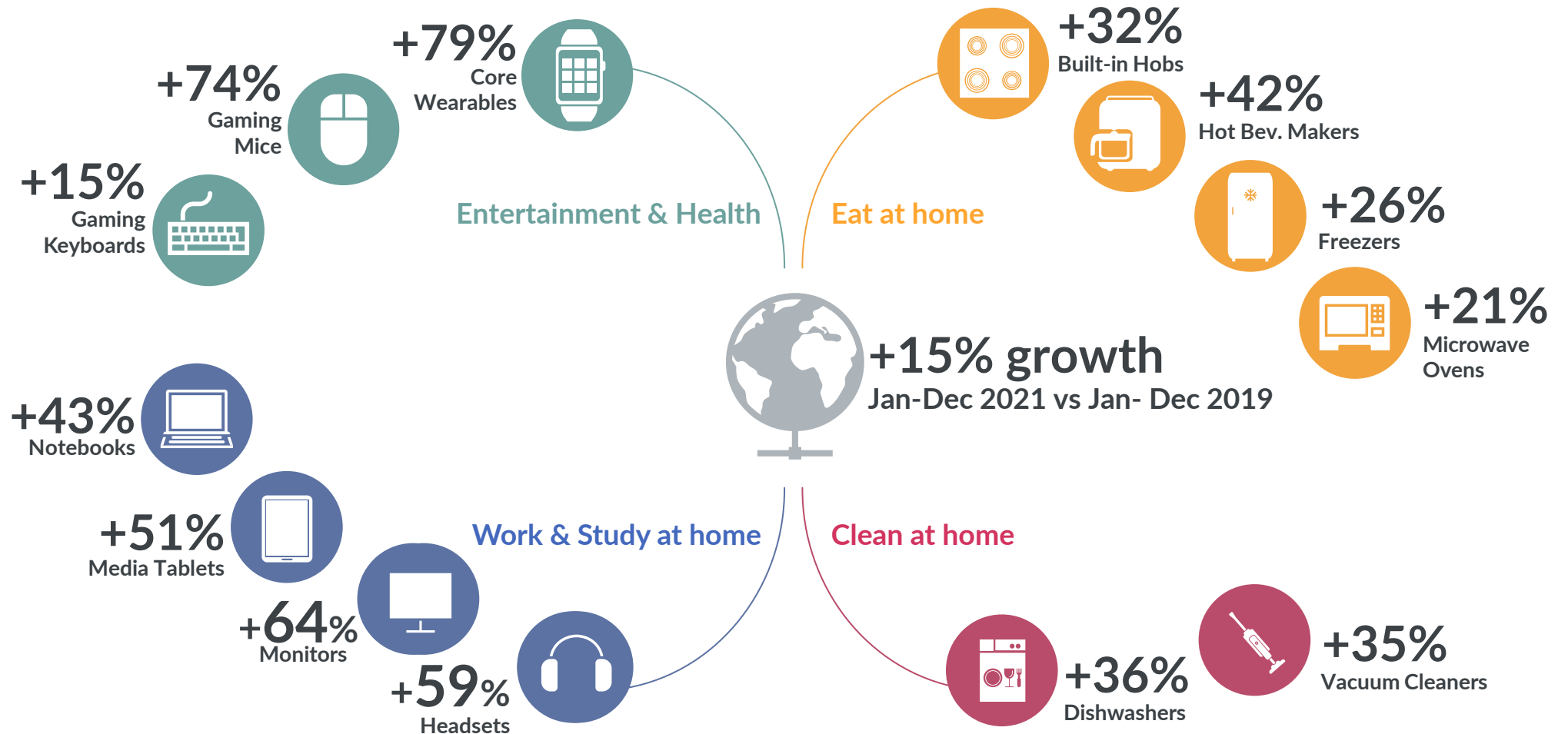
Spain

Russia

Japan

Brazil

China



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America), USD (NSP) revenue growth 2021 vs 2019

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



About GfK

Fact of the week

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Russia

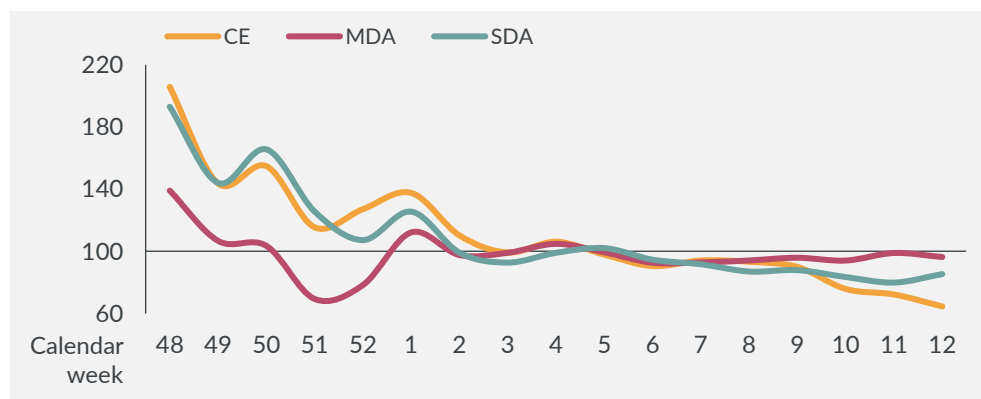
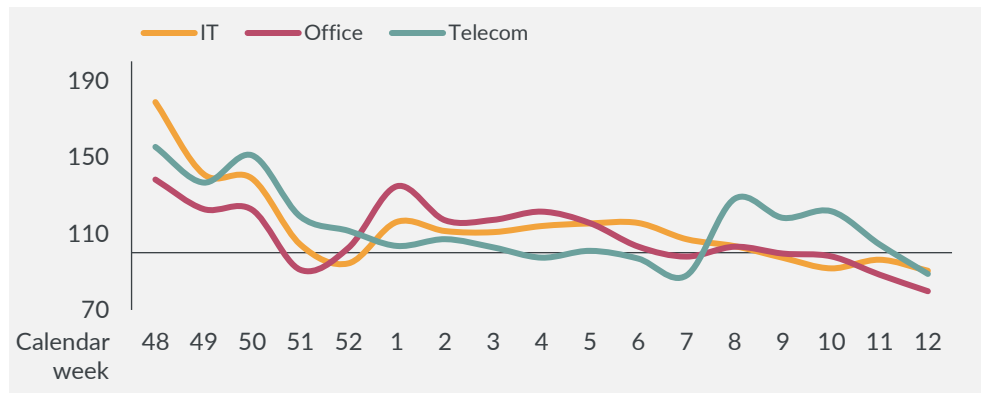
Japan

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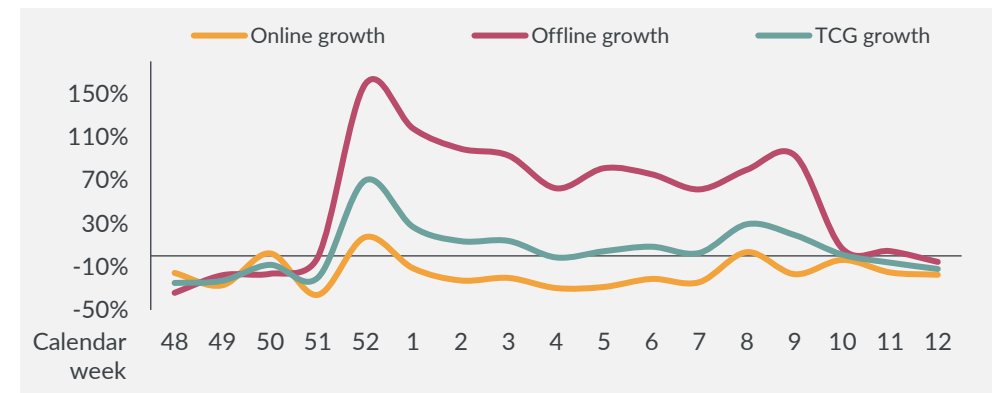
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 12 (Mar 21 – 27)

- Online sales decelerated by -17% in week 12 of 2022 compared to 2021. Traditional retail dropped by 6%, which led to a decline of 12% for the total TCG market.
- Laser printers once again were the weakest product group within IT/Office products at -46%. Smartphones decelerated by -3%.
- Most SDA/CE products lost in double digits. Only cooling (-4%) and washing machines (-1%) reported small declines. Food preparation stood out at +41%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 12 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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Germany

> Great Britain

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Spain

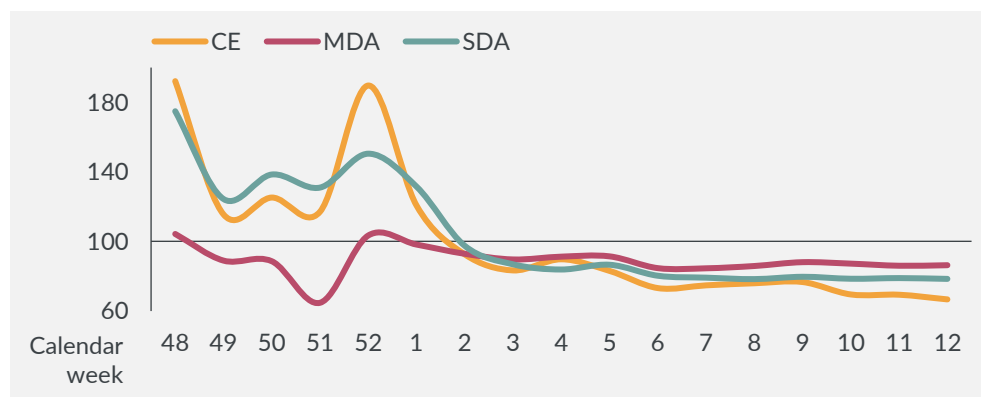
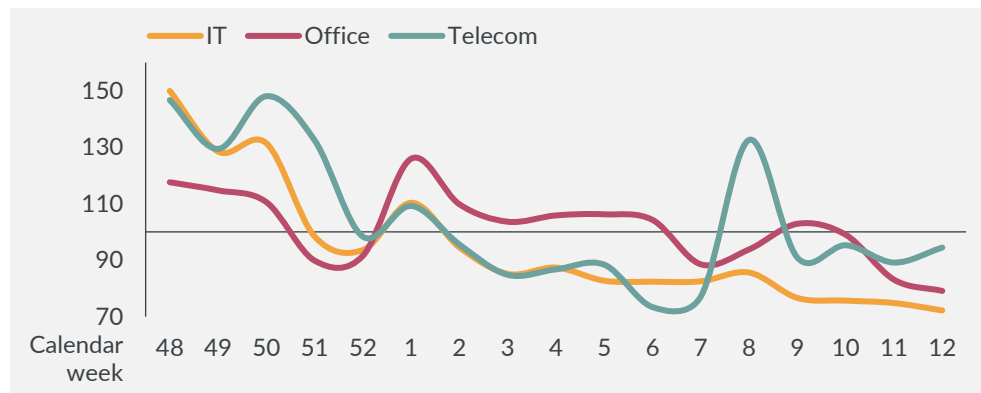
Russia

Japan

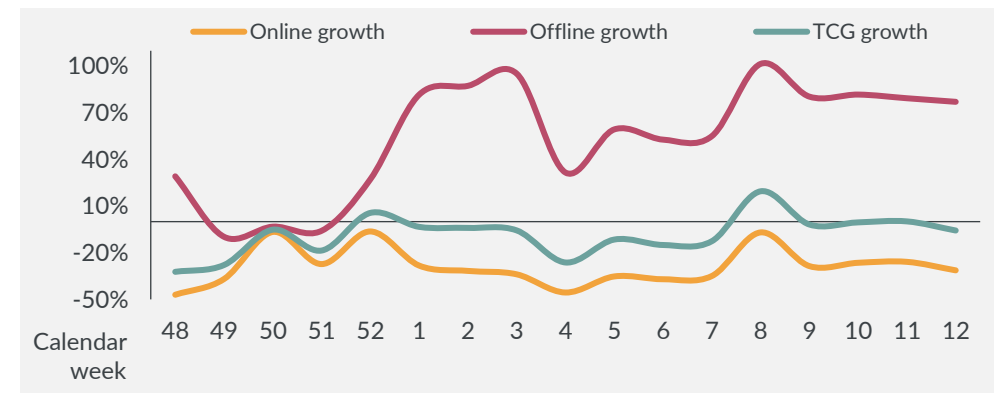
Brazil

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 12 (Mar 21 – 27)

- Despite strong positive trends for traditional retail (+77%), the total TCG market declined (-6%) as online sales decelerated by 31%.
- The negative trends for IT/Office products ranged from -36% for laser printers to -12% for desk computing. Smartphone sales posted +10% and headsets were up 11%.
- Most MDA/SDA/CE products decelerated in double digits, led by food preparation at -33%. Dental care declined by 8% and washing machines were down 5%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 12 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): 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

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Italy

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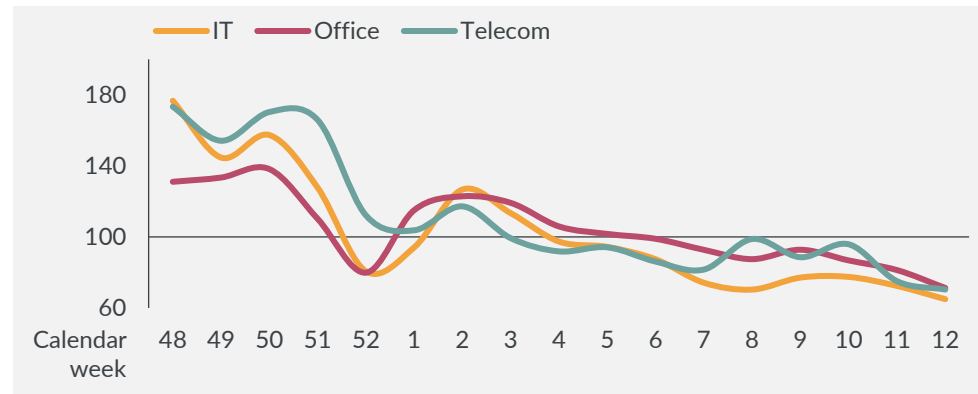
Russia

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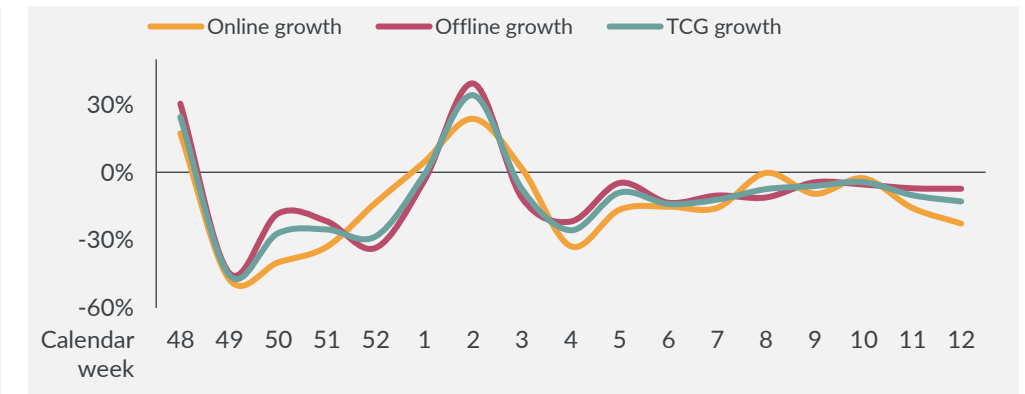
Brazil

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 12 (Mar 21 – 27)

- Online sales delivered -23% (-16% the previous week) and traditional retail was down 7% (same as the previous week), resulting in a downswing of the total TCG market of -13%.
- All IT/Office products were double-digit negative, led by mice at -30%. Smartphones slumped at -14%. Headsets were the exception, posting +1%.
- CE and SDA products were down in double digits except for shavers at -3%. MDAs were slightly positive (+3%).

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 12 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



About GfK

Fact of the week

Germany

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> Italy

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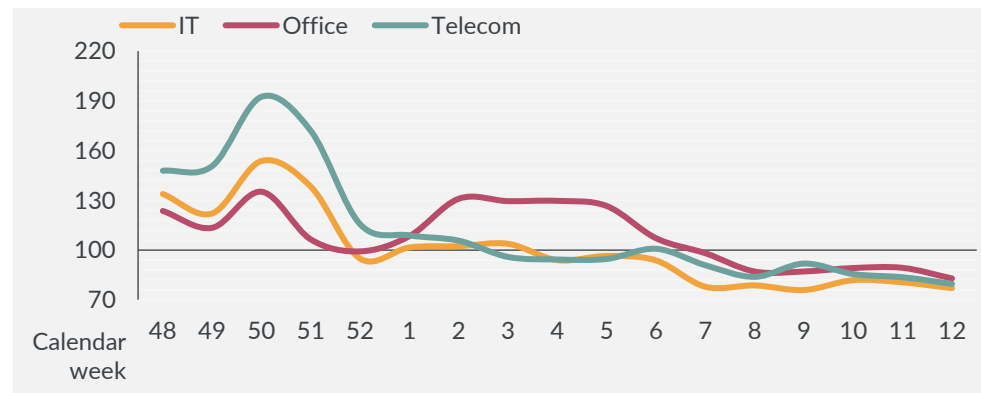
Russia

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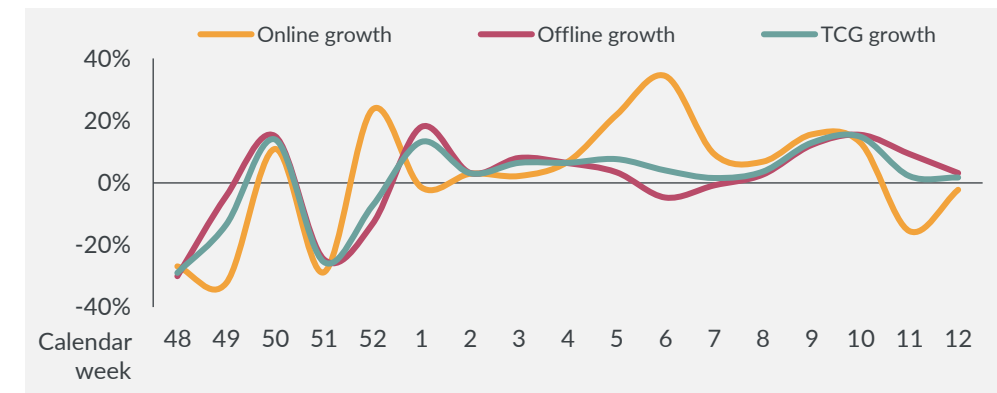
Brazil

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 12 (Mar 21 – 27)

- The total TCG market grew by 2%. Traditional retail experienced a plus of 3%. Online sales delivered a slight loss of 2%.
- IT/Office products posted double-digit declines except for media tablets at -3%. Smartphones accelerated at +3%.
- Once again, PTV was the strongest product group at +39% while SDA posted negative trends. The exception was hot beverage makers at +4%. MDA products grew, cooling at +13% and washing machines at +19%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 12 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

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France

Italy

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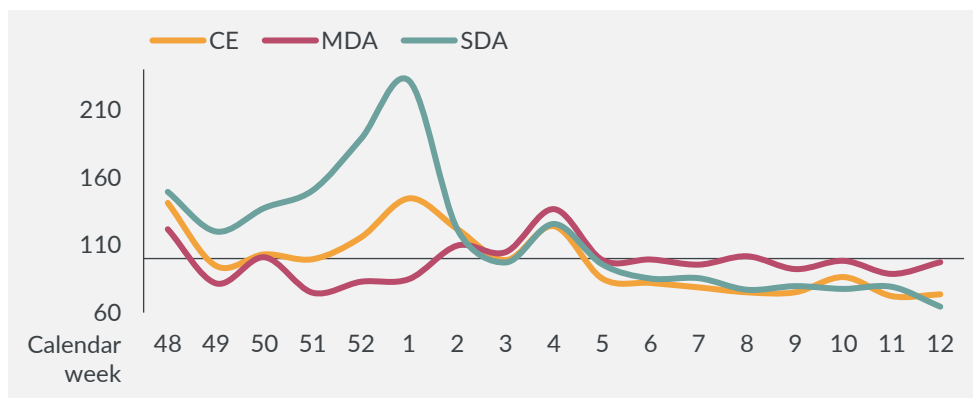
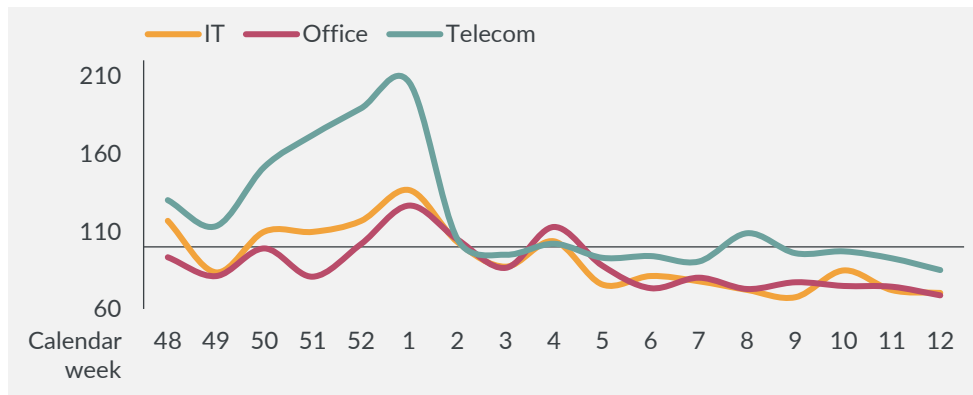
Russia

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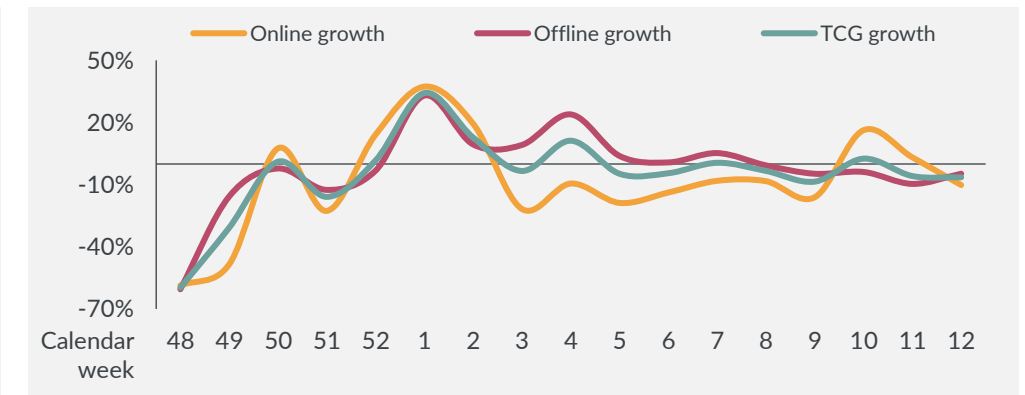
Brazil

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 12 (Mar 21 – 27)

- While traditional retail slightly recovered (-5% vs. -10% the previous week), online sales declined by 10%, leading to a downswing of the total TCG market of 7%.
- The mixed picture for IT/Office and telecom products ranged from +11% for media tablets to -26% for desk computing.
- There was a mixed picture for MDA/SDA/CE products too, ranging from +7% for soundbars to -22% for vacuum cleaners. TV sales were down 5%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 12 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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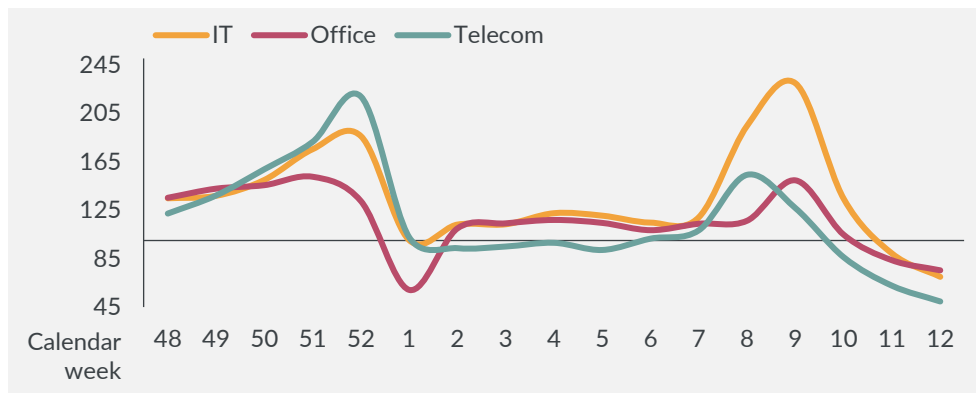
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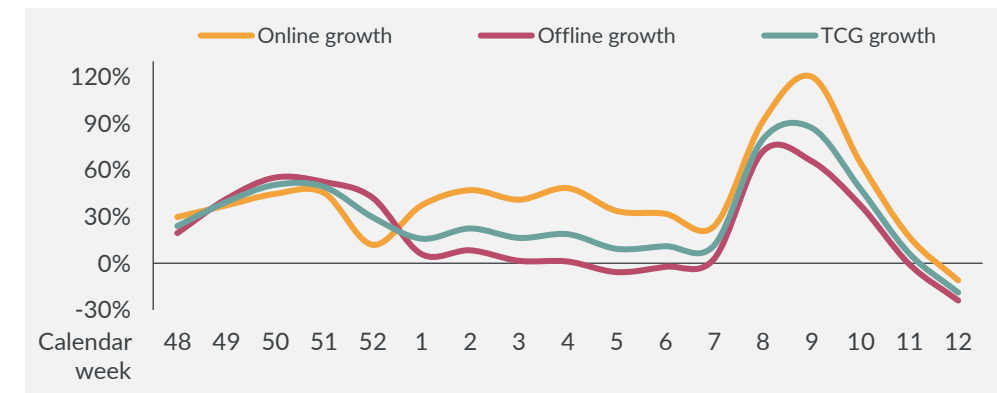
Brazil

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 12 (Mar 21 – 27)

- The total TCG market turned negative (-19%), driven by both online sales at -11% (down from +17%) and traditional retail at -24% (down from -1%).
- The most affected product groups were smartphones at -42% and inkjet printers at -41%. Keying devices posted a growth of +4%.
- MDAs in particular posted strong double-digit upticks. It was a similar picture for some SDA products, but vacuum cleaners declined by 6% and hot beverage makers by 1%. TVs were stable.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 12 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



About GfK

Fact of the week

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France

Italy

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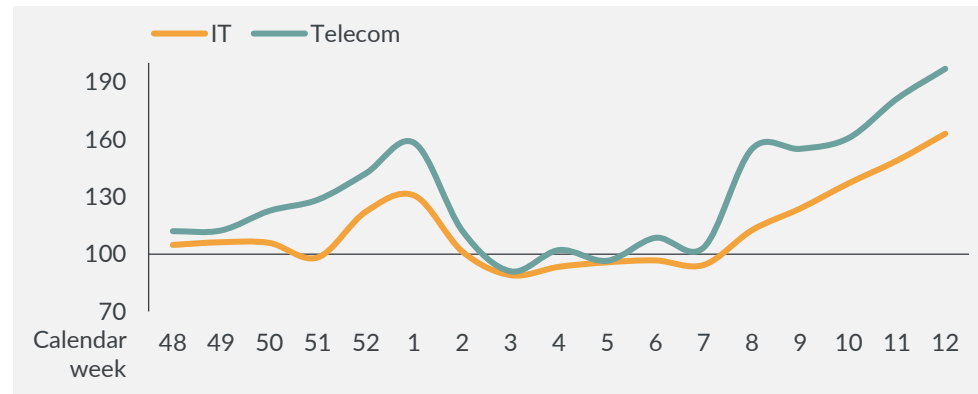
Russia

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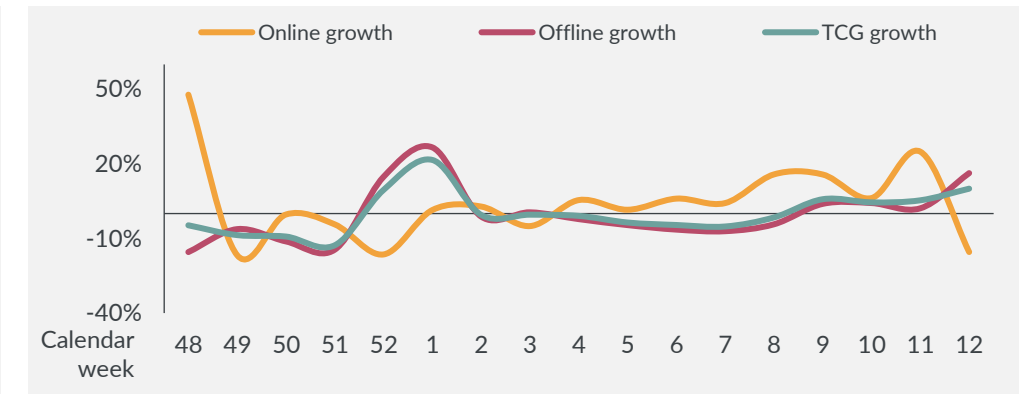
Brazil

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 12 (Mar 21 – 27)

- Week 12 saw a strong drop for online sales (-15%, down from +25% the previous week). This failed to have a visible impact on total TCG development as its share is still small. Total TCG (+10%) benefited from traditional retail growing 16%.
- Mobile computing lagged at -2% while media tablets grew by 16%. Headsets were up 7% and smartphones posted a plus of 35%.
- MDA products posted double-digit increases while SDAs delivered negative trends throughout. TV sales posted an increase of 3%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 12 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



About GfK

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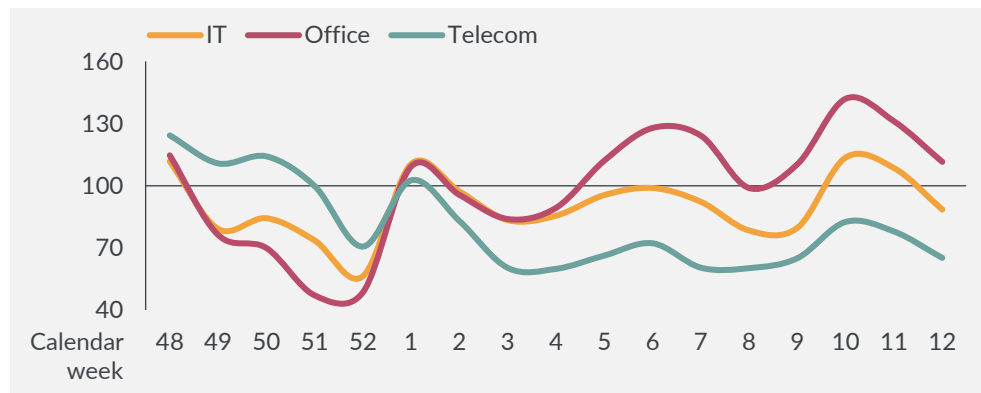
Russia

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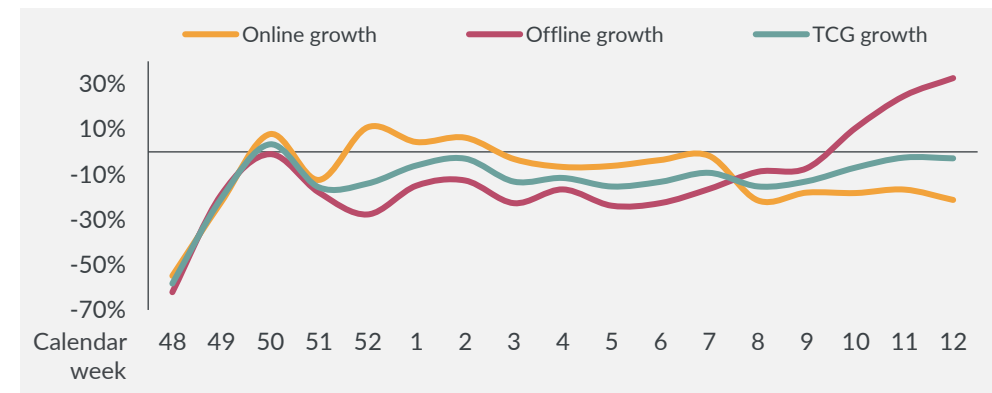
> Brazil

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 12 (Mar 21 – 27)

- Traditional retail posted a positive trend (+33%) for the third consecutive week. As online sales remained negative (-21%), total TCG stayed on a negative path (-3%).
- While printers delivered small increases, media tablets declined by 31% and mobile computing by 14%. Smartphones were down 19%.
- Most MDA/SDA/CE products experienced solid double-digit positive trends, led by cooling at +40%. TV sales grew by 24%. Only vacuum cleaners and shavers lagged by 1% each.

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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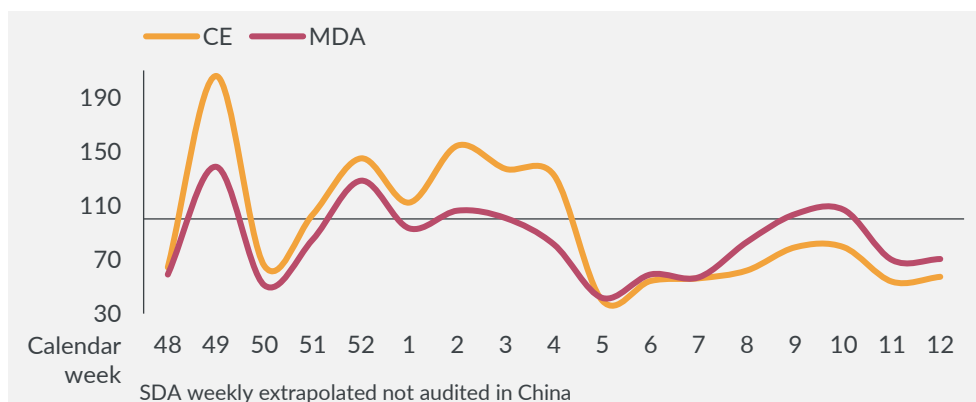
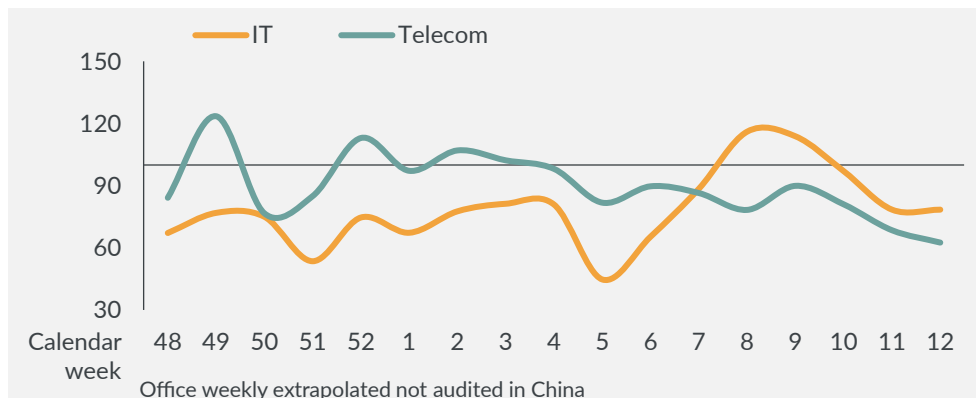
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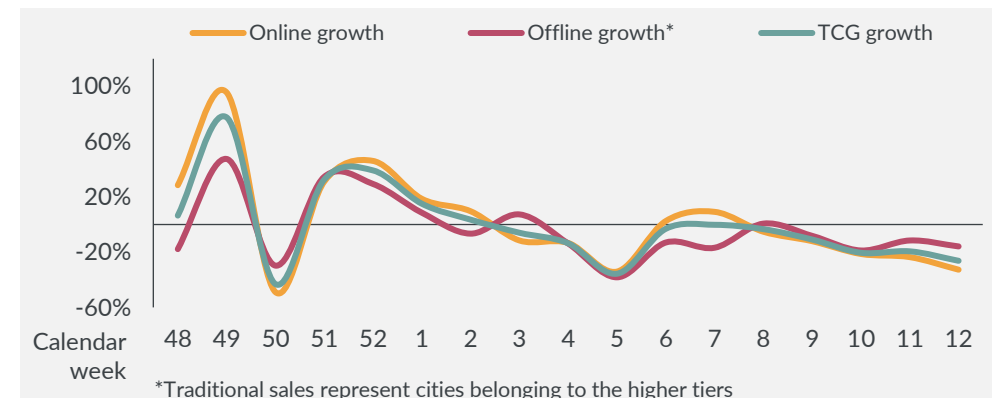
Brazil

> 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 12 (Mar 21 – 27)

- Both distribution channels continued to fall week-on-week. Traditional retail shifted from -12% to -16%, and online sales from -24% to -33%. Together, this delivered a minus of 26% for total TCG in week 12.
- Mobile PCs posted a decrease of 23% compared to week 12 in 2021. Smartphones delivered -28%.
- Week 12 saw double-digit drops for washing machines (-27%), cooling (-19%), and TV sales (-28%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 12 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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