



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 103

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: European Consumer Climate



- About GfK
- > Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China



Economic expectations

Index: -28 | +/- vs prev. month: -37%



Income expectations

Index: -33 | +/- vs prev. month: -30%



Willingness to buy

Index: -13 | +/- vs prev. month: -7%

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



About GfK

Fact of the week

> Germany

Great Britain

France

Italy

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Russia

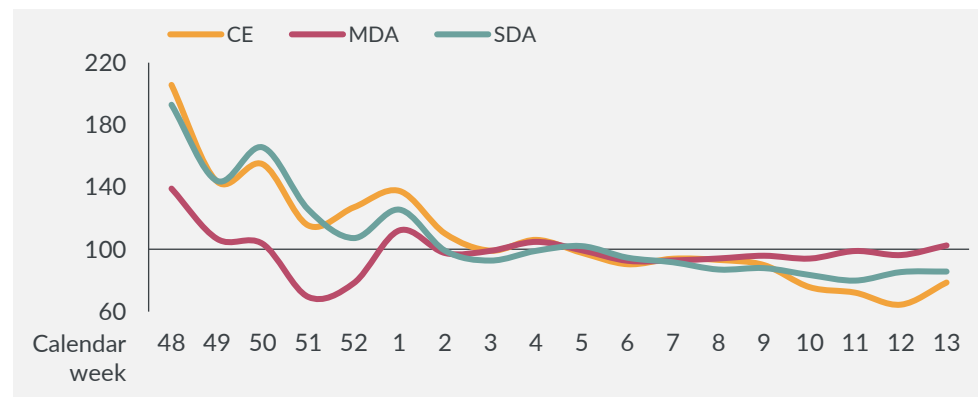
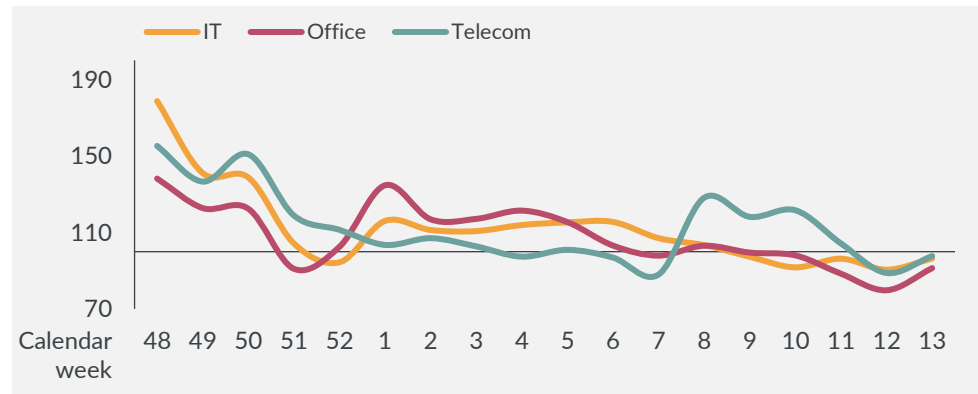
Japan

Brazil

China

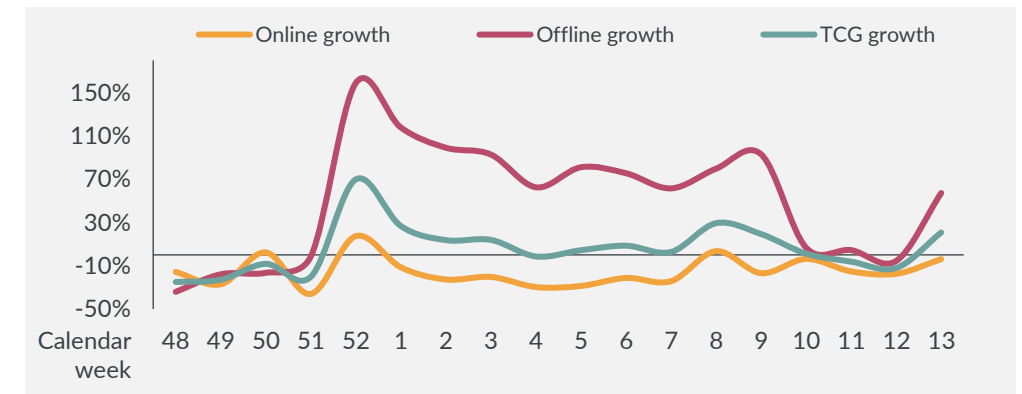
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 13 (Mar 28 – Apr 03)

- Traditional retail experienced a plus of 57% vs week 13 in 2021 – the pre-Easter week – and shops closed on Good Friday. Combined with slightly recovering online sales (-4%), this delivered an upswing of the total TCG market of 21% in 2022.
- Monitors experienced an outstanding growth of 233%, followed by inkjet printers at +117%. Smartphones were up by 58%.
- Apart from food preparation with a growth of 8%, all other MDA/SDA/CE products accelerated by 28% to 67%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 13 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

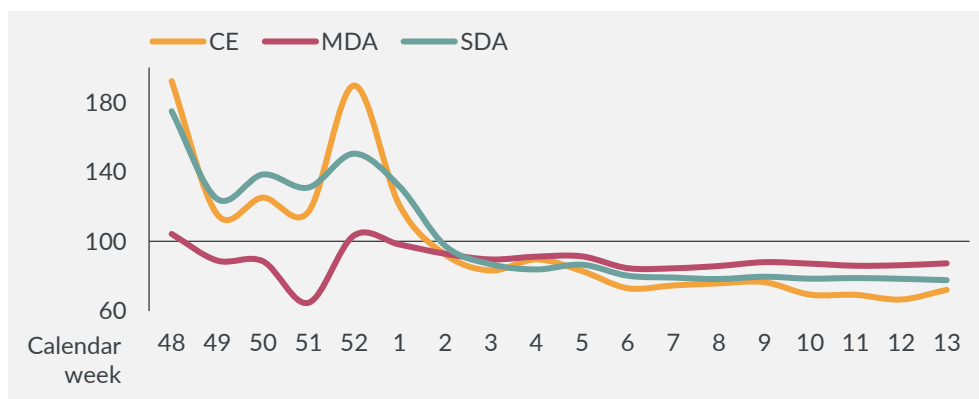
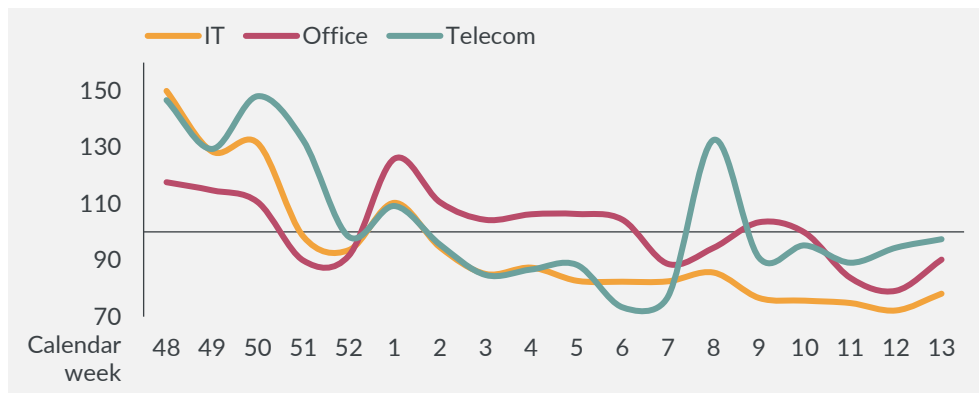
Russia

Japan

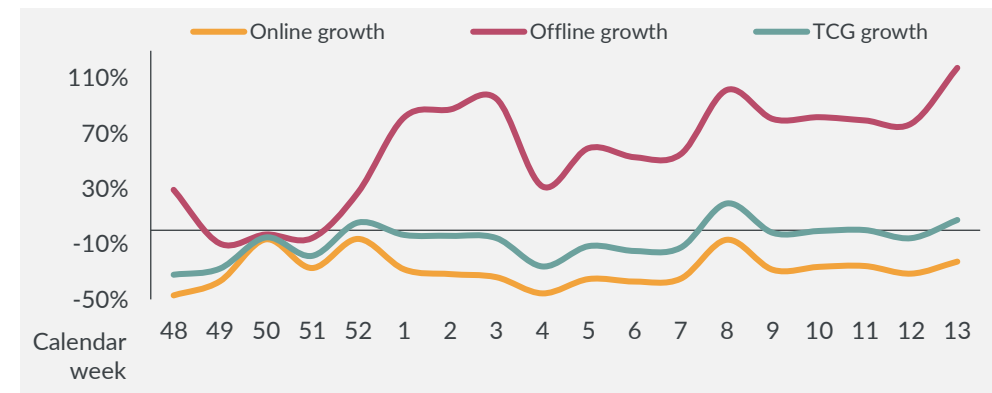
Brazil

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 13 (Mar 28 – Apr 03)

- Strong positive trends for traditional retail (+118%) led to a plus of 7% for the total TCG market. Online sales declined by 23%.
- The mixed picture for IT/Office products ranged from -26% for laser printers to +1% for inkjet printers. Keyboards were stable. Smartphone sales posted +36% and headsets were up 6%.
- Most SDA/CE products decelerated in double digits, led by food preparation at -40%. MDAs lagged at -6%. Soundbars were stable. Dental care experienced +3%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 13 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

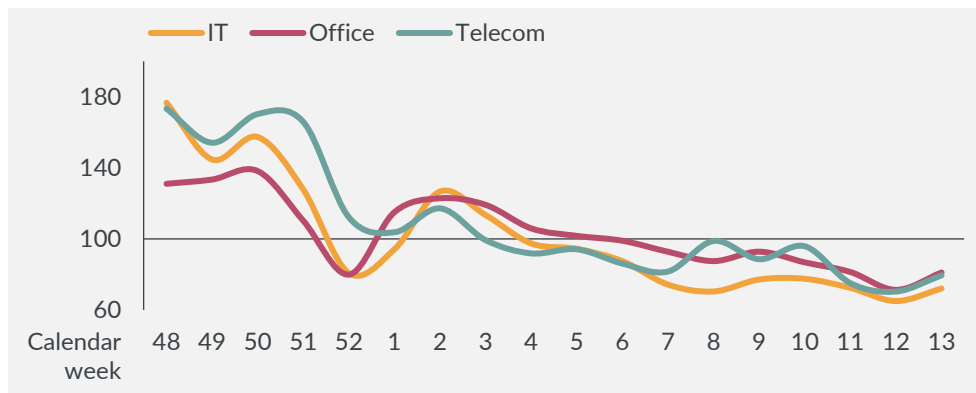
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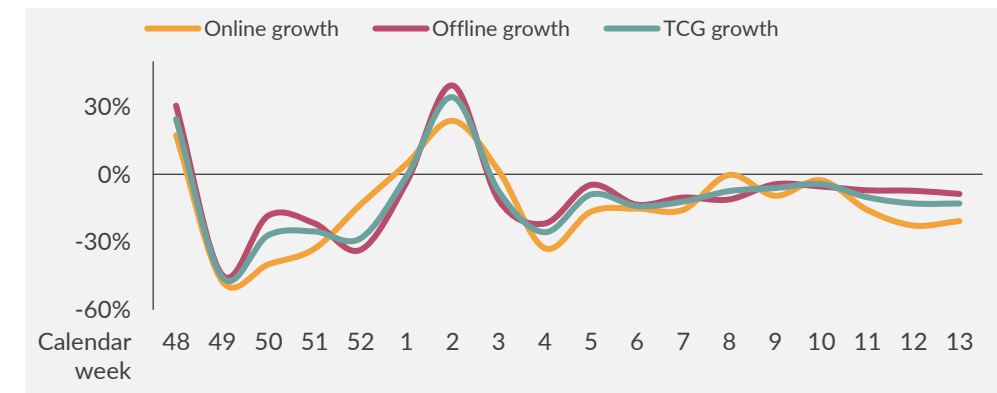
Brazil

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 13 (Mar 28 – Apr 03)

- Online sales delivered -21% (-23% the previous week) and traditional retail was down -9% (-7% the previous week), resulting in a downswing of the total TCG market of -13%.
- All IT/Office products were double-digit negative, led by inkjet printers at -41%. Smartphones lagged at -3%.
- Some SDA/CE products experienced a recovery. The biggest move was shown by air treatment growing from -18% in week 12 to +15% in week 13. MDAs turned slightly negative (-4%).

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 13 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

Great Britain

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Spain

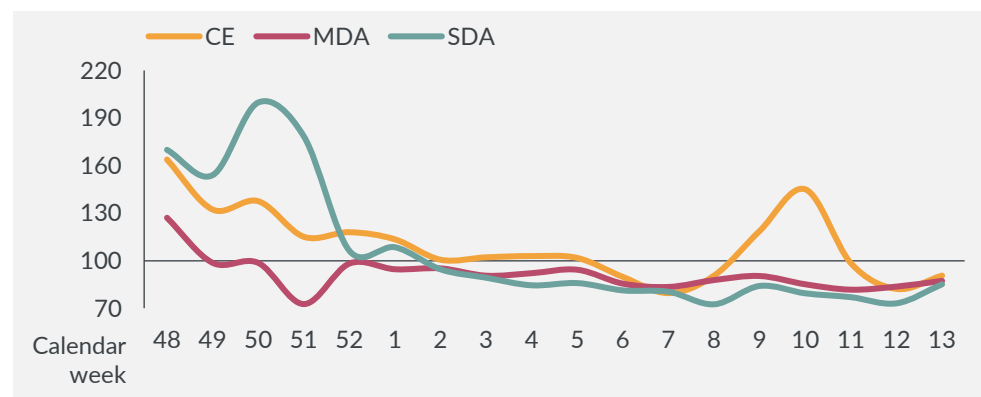
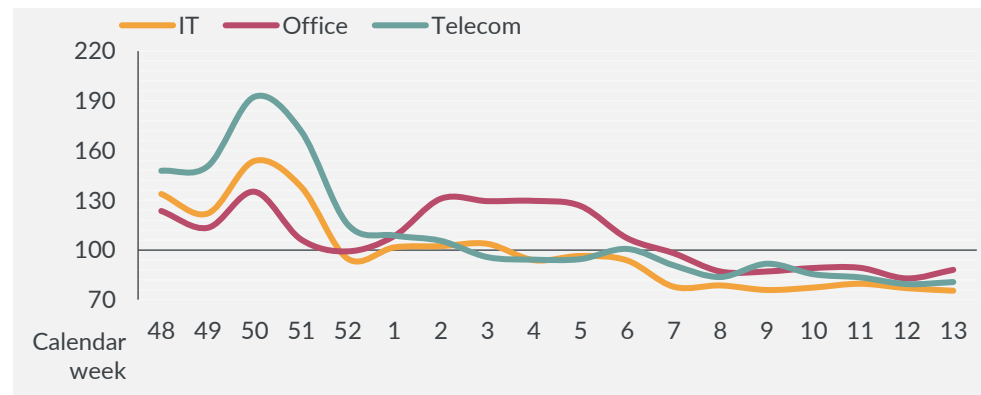
Russia

Japan

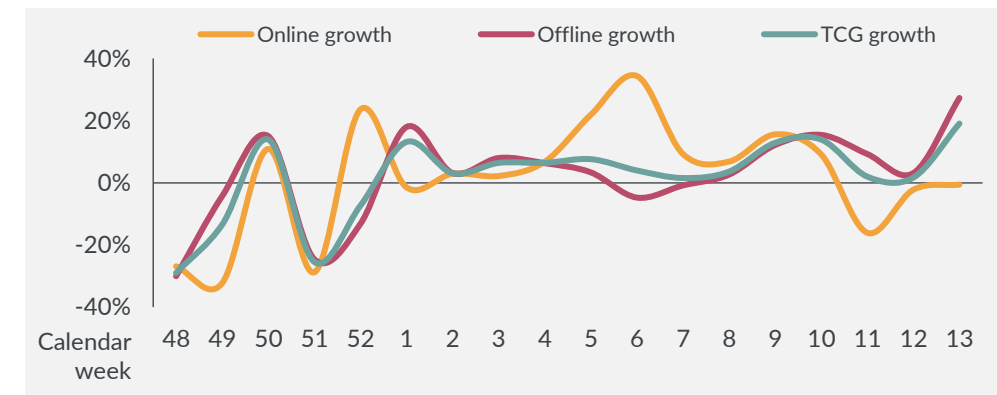
Brazil

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 13 (Mar 28 – Apr 03)

- The total TCG market grew by 19%, driven by traditional retail posting +27% (the effect of the pre-Easter week). Online sales delivered a slight loss of 1%.
- IT/Office products ranged from -27% for laser printers to +13% for media tablets. Smartphones accelerated at 16%.
- Once again, PTV was the strongest product group at +66%. Other IT/Office and telecom products also posted solid double-digit rates. Food preparation was the outlier at -20%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 13 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

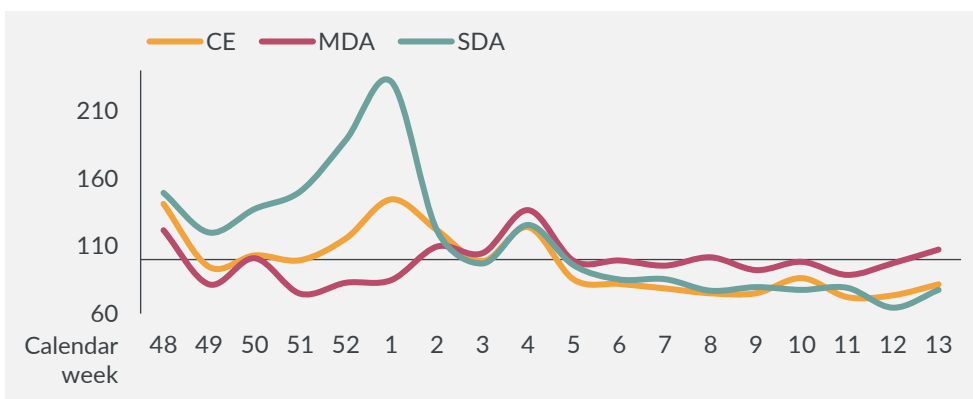
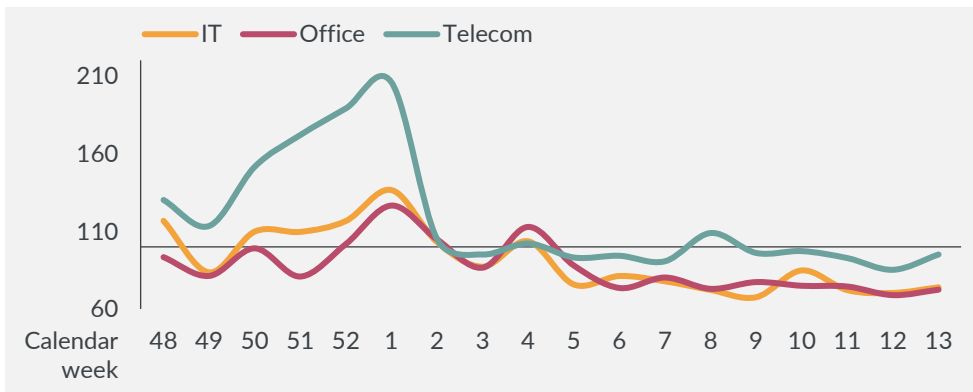
Russia

Japan

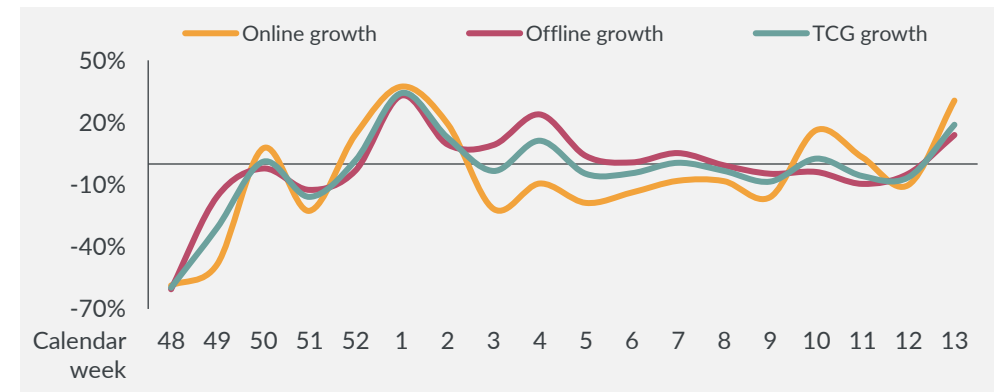
Brazil

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 13 (Mar 28 – Apr 03)

- The recovery of both distribution types (online sales +31% and traditional retail +14%) led to an upswing of 19% for the total TCG market.
- All IT/Office and telecom products posted double-digit increases. Only desk computing was stable at +0.6%.
- There was a mixed picture for MDA/SDA/CE products, with high growth rates for MDAs (+44%). Audio home systems slumped at -15%. Vacuum cleaners and shavers were weak at -1% each.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 13 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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Great Britain

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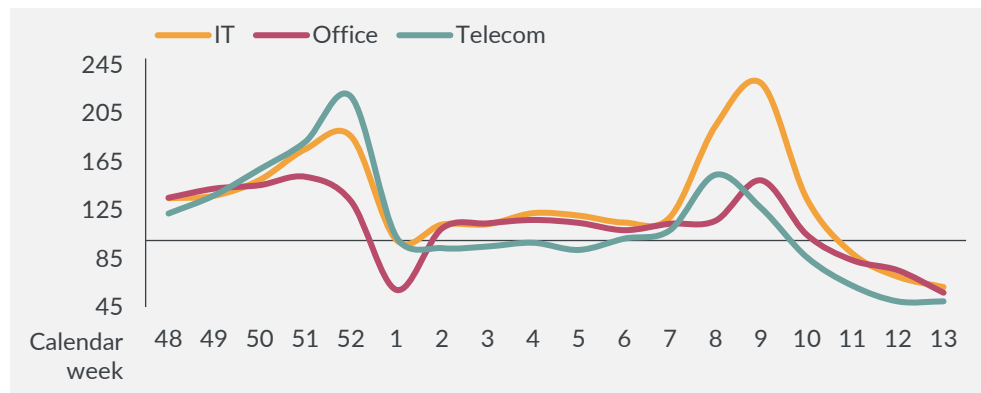
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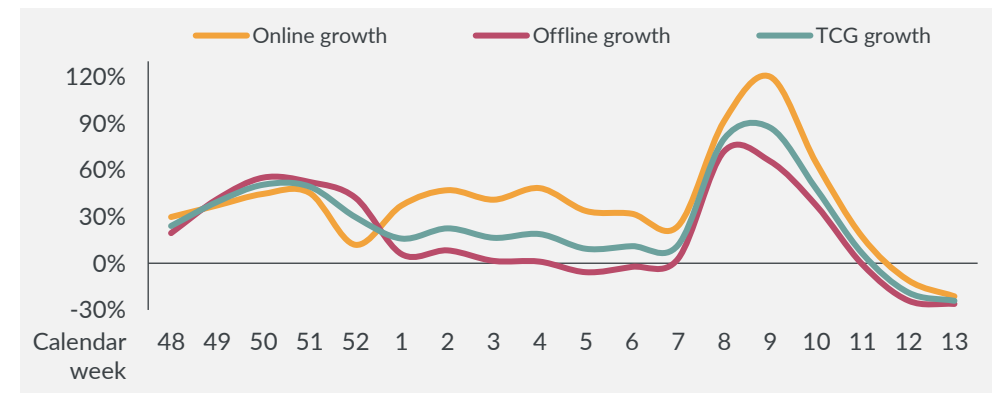
Brazil

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 13 (Mar 28 – Apr 03)

- The total TCG market continued its negative trend (-24%), driven by both online sales at -21% (down from -11%) and traditional retail at -26% (down from -24%).
- The most impacted product groups were smartphones at -39% and the least affected were keying devices at -4%.
- MDA/SDA/CE products posted a slightly more positive picture with audio home systems (+50%) and shavers (+38%) ahead. Hot beverage makers came in last at -18%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 13 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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Italy

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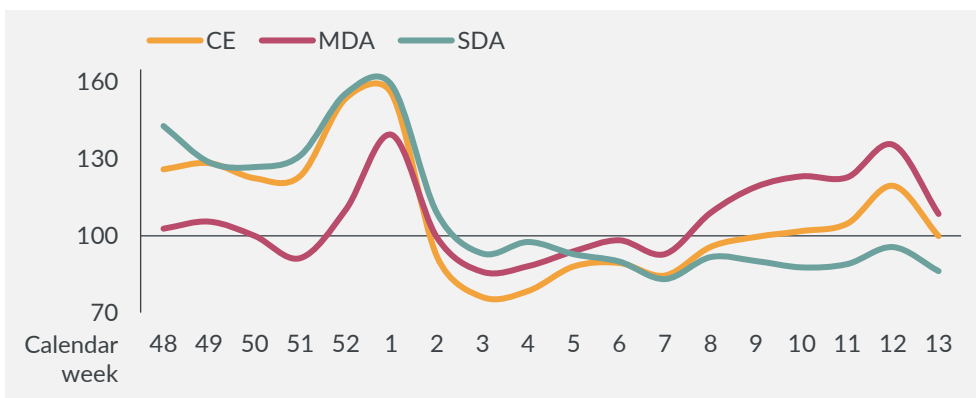
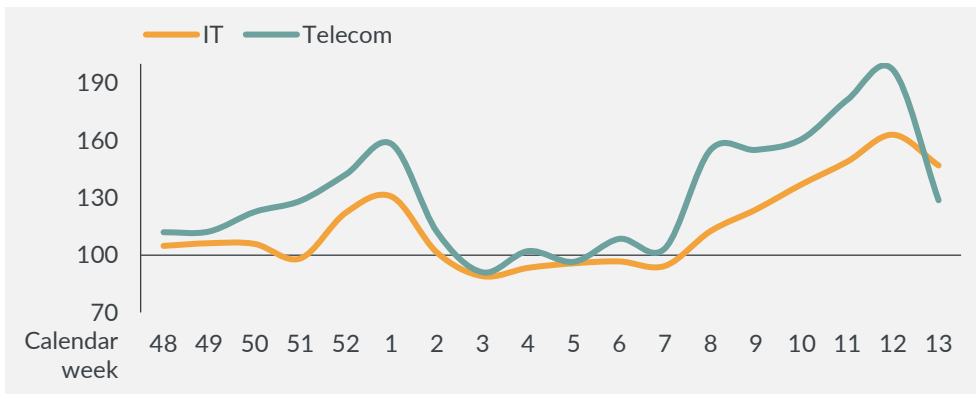
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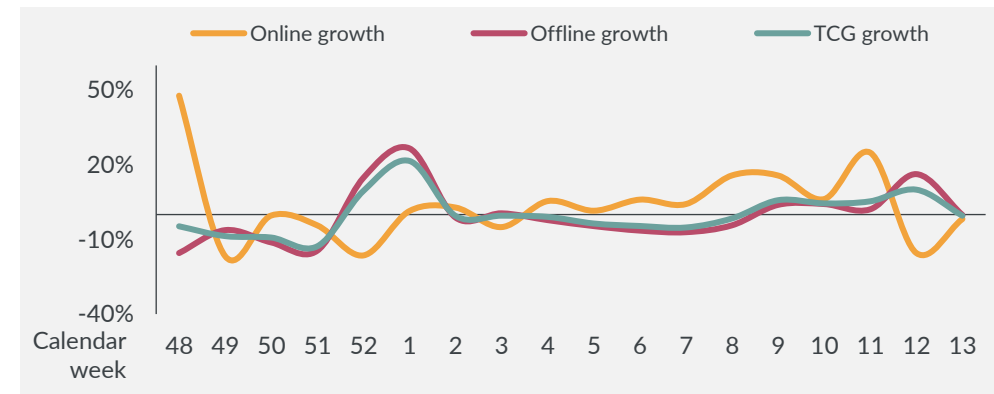
Brazil

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 13 (Mar 28 – Apr 03)

- Week 13 saw a stable total TCG market with -2% for online sales and -0.2% for traditional retail.
- Media tablets posted an outstanding growth (+29%) compared to mobile computing (-4%), smartphones (+1%), and headsets (+4%).
- MDA products witnessed slight increases at +1% for both cooling and washing machines. SDA products delivered negative trends throughout led by hot beverage makers at -21%. TV sales posted an increase of 2%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 13 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

Fact of the week

Germany

Great Britain

France

Italy

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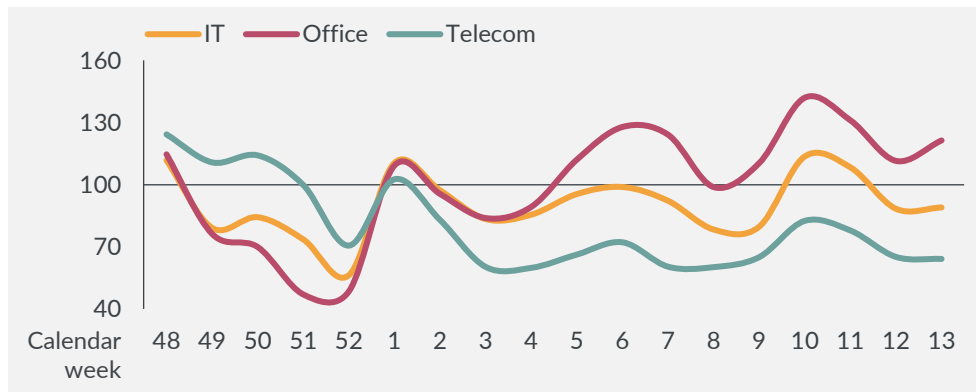
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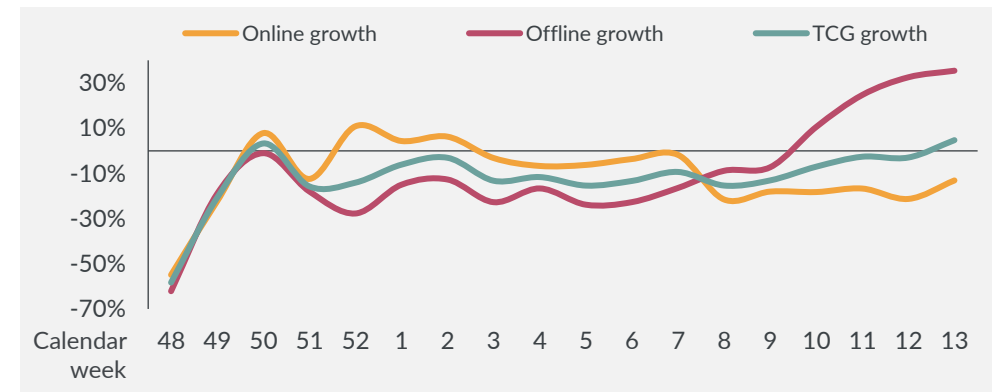
> Brazil

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 13 (Mar 28 – Apr 03)

- Traditional retail posted a positive trend (+35%) for the fourth consecutive week. Although online sales remained negative (-13%), total TCG still turned positive (+5%).
- While printers and desk computing delivered strong increases, mobile computing and media tablets declined by single digits. Smartphone sales were down 15%.
- MDA/SDA/CE products posted growth rates ranging from +20% to +55%. Only vacuum cleaners and shavers lagged by single digits.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 13 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



About GfK

Fact of the week

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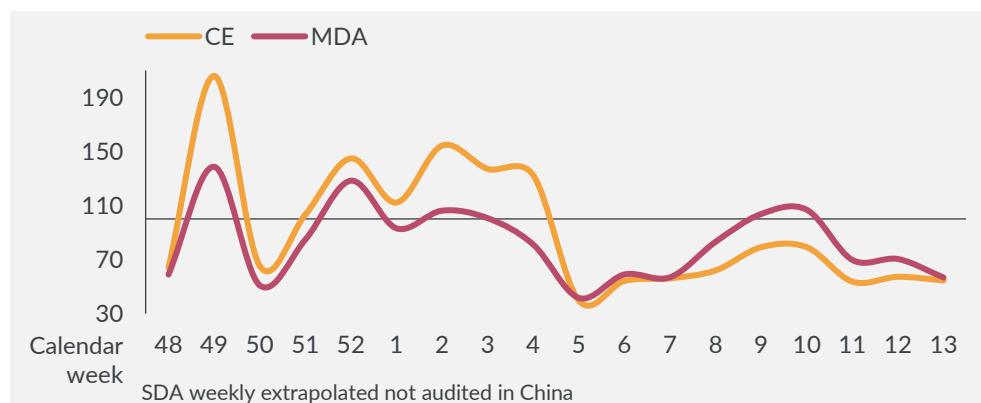
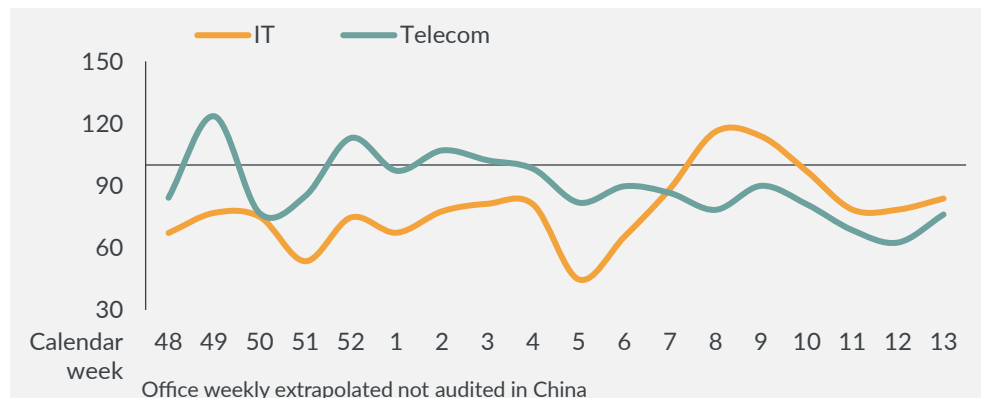
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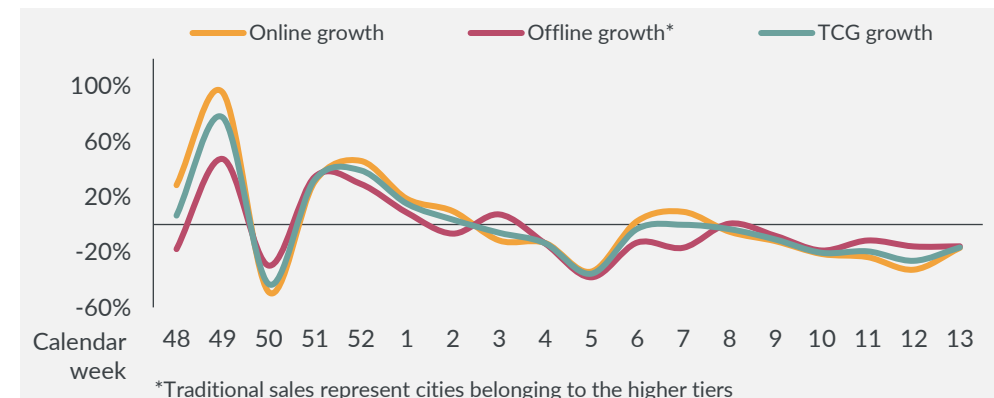
Brazil

> 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 13 (Mar 28 – Apr 03)

- Both distribution channels continued to fall week-on-week. Traditional retail posted -16%, the same as last week. Online sales shifted from -33% to -17%. Combined this delivered a minus of 17% for total TCG in week 13.
- Mobile PCs posted a decrease of 23% compared to week 13 in 2021. Smartphones delivered a plus of 9%.
- Week 13 saw a double-digit drop for washing machines (-15%). Cooling lost 7%. TV sales recovered from -28% in week 12 to +6%.



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