



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 104

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: Consumers are more perceptive ...



About GfK

> Fact of the week

Germany

Great Britain

France

Italy

Spain

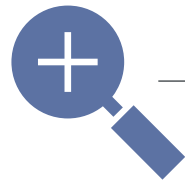
Russia

Japan

Brazil

China

... of sustainable and purpose driven brand behavior



80%

How brands act during
a crisis impacts whether
I will buy from them
in the future



71%

It is important that
companies take
environmentally
responsible actions ...



62%

... choose one brand over
another specifically because
it supports a cause they
believe in

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



About GfK

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

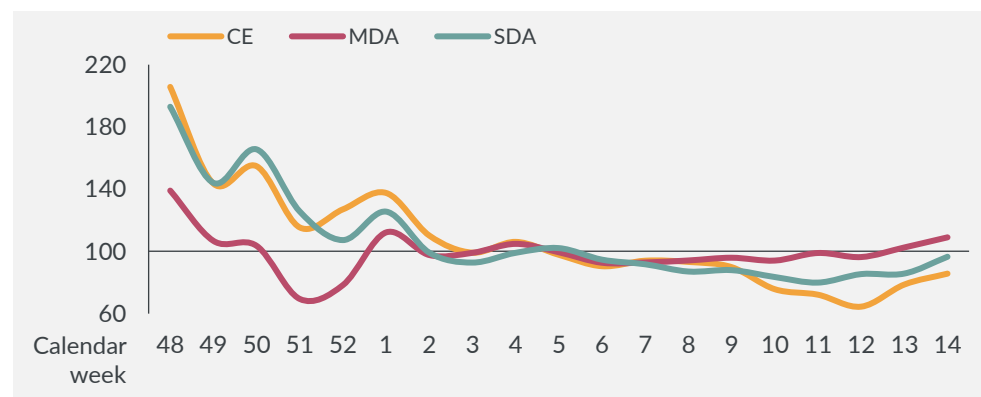
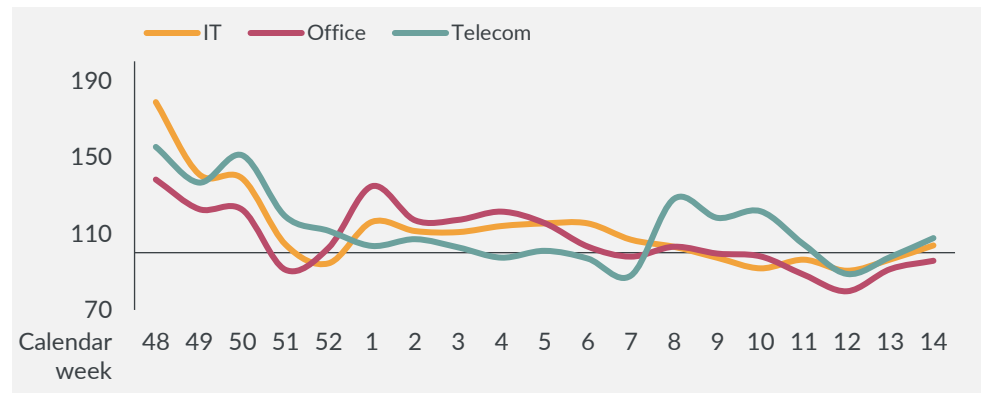
Japan

Brazil

China

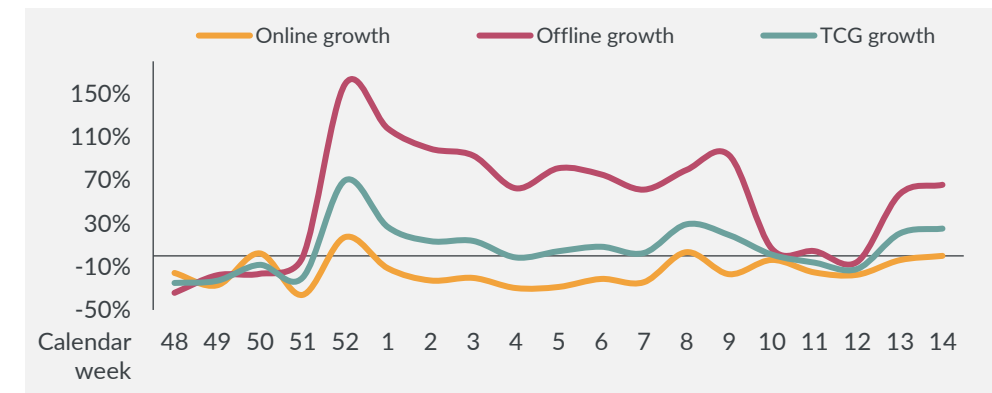
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 14 (Apr 04 – Apr 10)

- Traditional retail experienced a plus of 66% vs week 14 in 2021 – the post-Easter week – and shops were closed on Easter Monday. Combined with stable online sales, this delivered an upswing of the total TCG market of 25% in 2022.
- Media tablets experienced growth of +50%. Laser printers lagged at -6%. Smartphones were up by 33%.
- Apart from food preparation at -3% and shavers at +8%, all other MDA/SDA/CE products accelerated in double digits.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 14 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

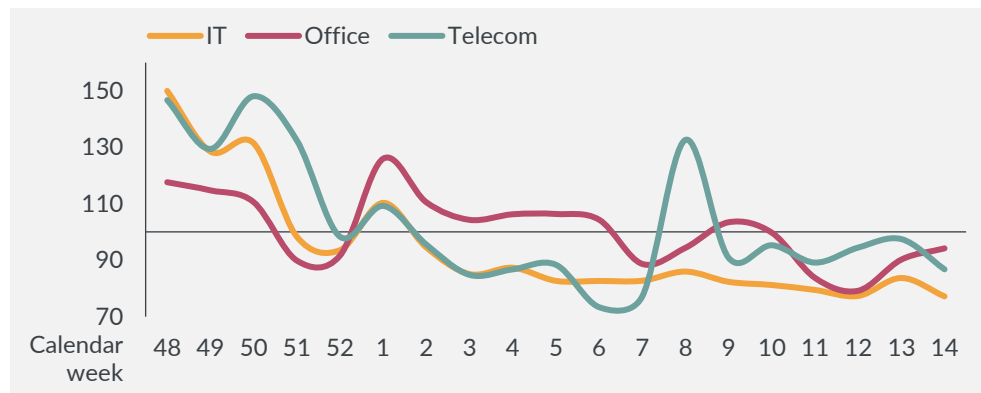
Russia

Japan

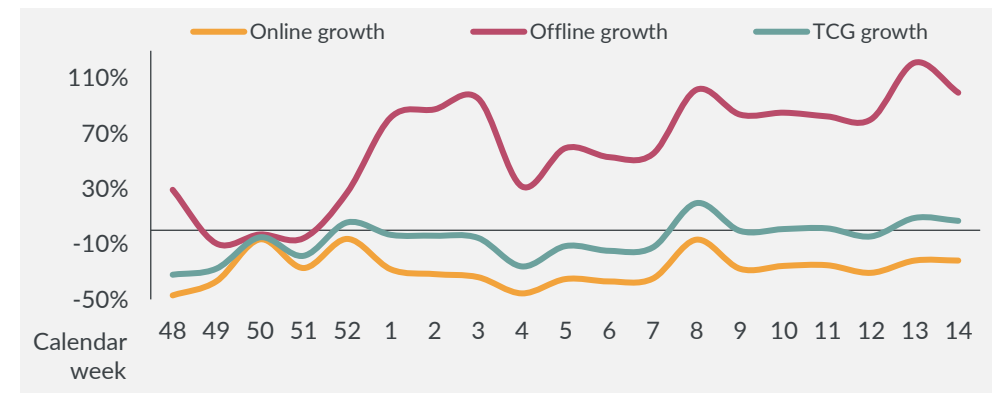
Brazil

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 14 (Apr 04 – Apr 10)

- Strong positive trends for traditional retail (+99%) led to a plus of 7% for the total TCG market. Online sales declined by 22%.
- The overall positive picture for IT/Office products ranged from +20% for keyboards to +1% for mobile computing. Media tablets slumped at -13%. Smartphones and headsets posted +14% each.
- Most MDA/SDA/CE products accelerated in single digits. Soundbars posted +15%. Food preparation slumped at -28%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 14 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

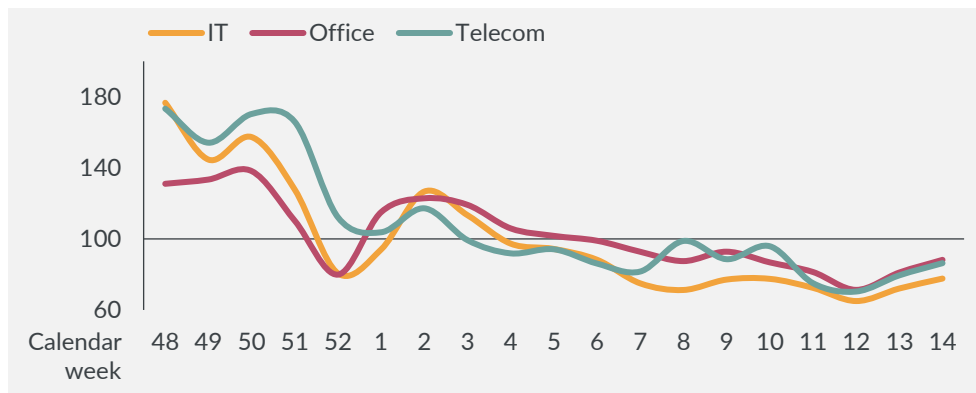
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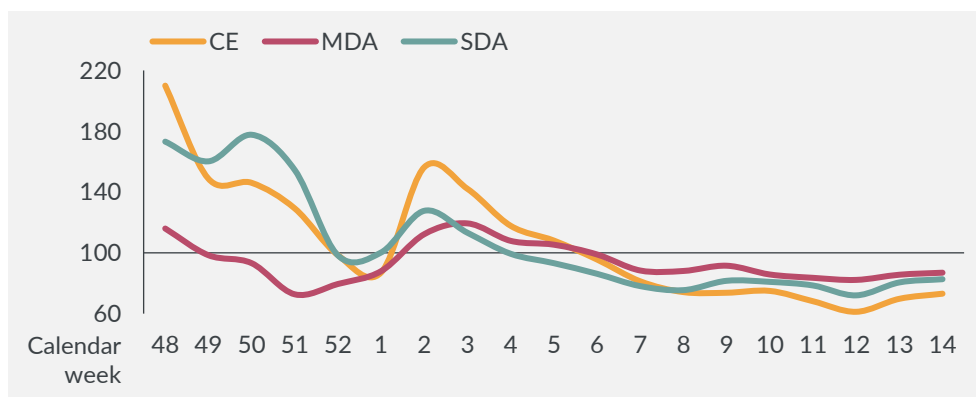
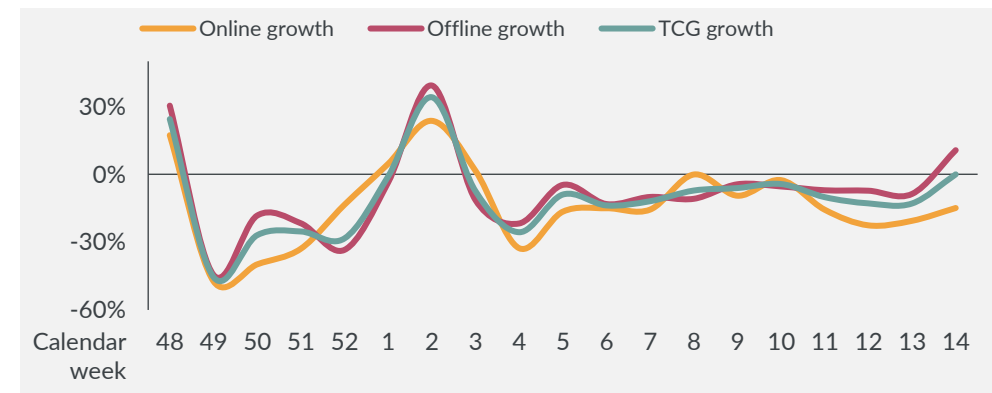
Brazil

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 14 (Apr 04 – Apr 10)

- Online sales delivered -15% (-21% the previous week) but traditional retail was up +11% (-9% the previous week), resulting in a flat total TCG market.
- All IT/Office products were negative, led by inkjet printers at -27%, apart from stable media tablets. Smartphones grew by 10%.
- There was a drastic drop for dental care, from +13% in week 13 to -64% in week 14. MDA recovered to double-digit positive trends. TV sales experienced +8%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 14 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

France

> Italy

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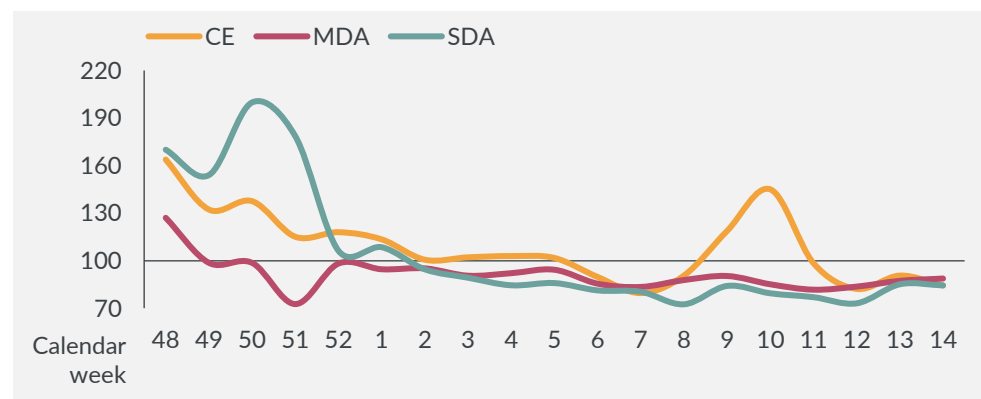
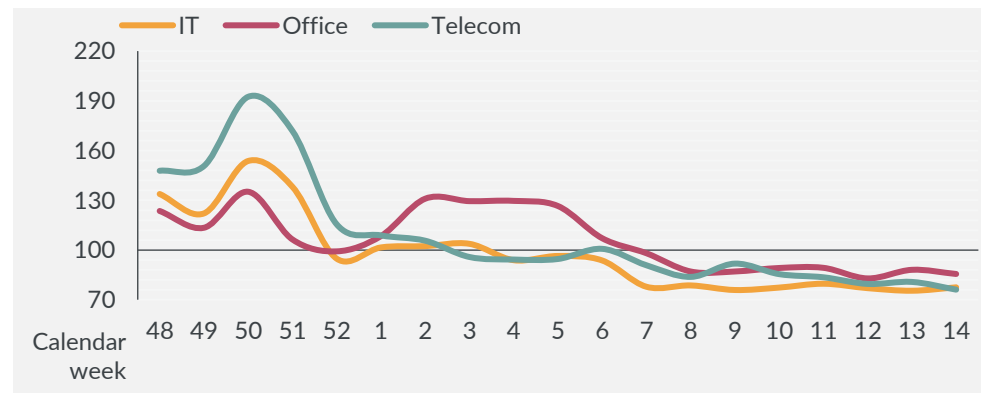
Russia

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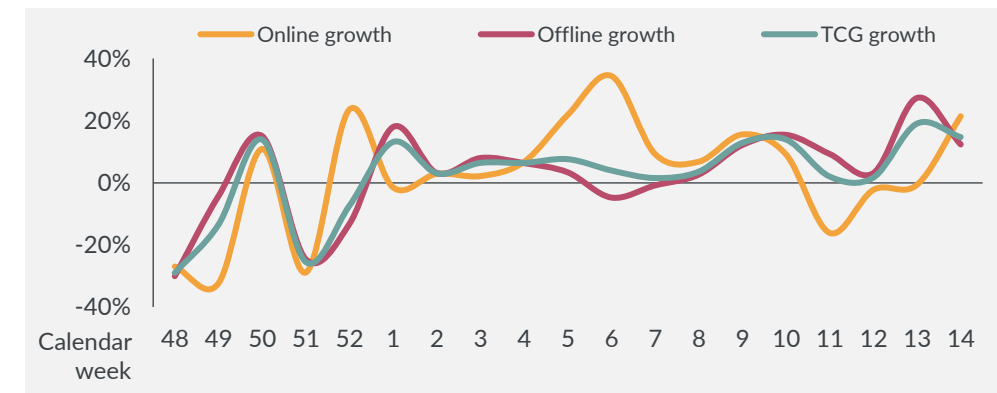
Brazil

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 14 (Apr 04 – Apr 10)

- The total TCG market grew by 15%, driven by online sales posting +21%. Traditional retail slowed to +12%.
- IT/Office products ranged from -11% for desk computing to +28% for media tablets. Smartphones accelerated at 10%.
- Once again, PTV was the strongest product group at +43%. All other IT/Office and telecom products also posted positive rates. Food preparation and shavers were the outliers at -12% and -9%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 14 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

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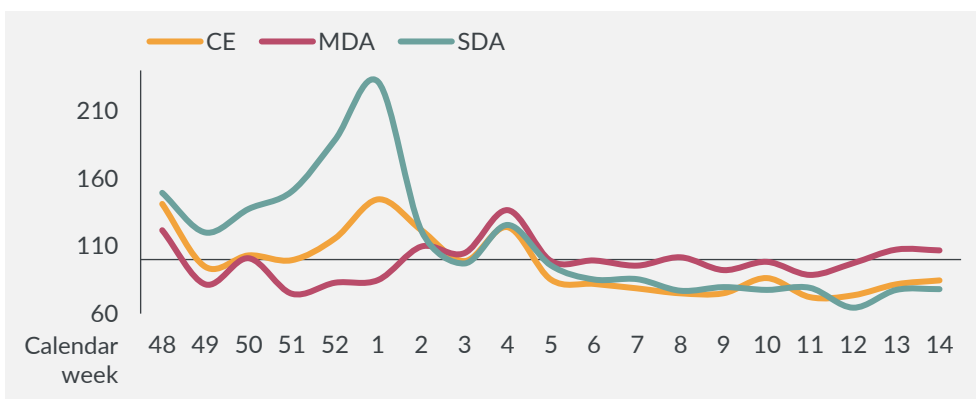
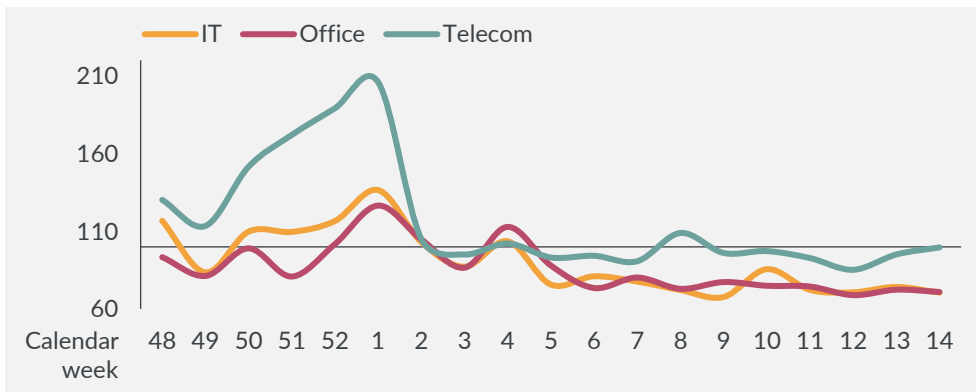
Russia

Japan

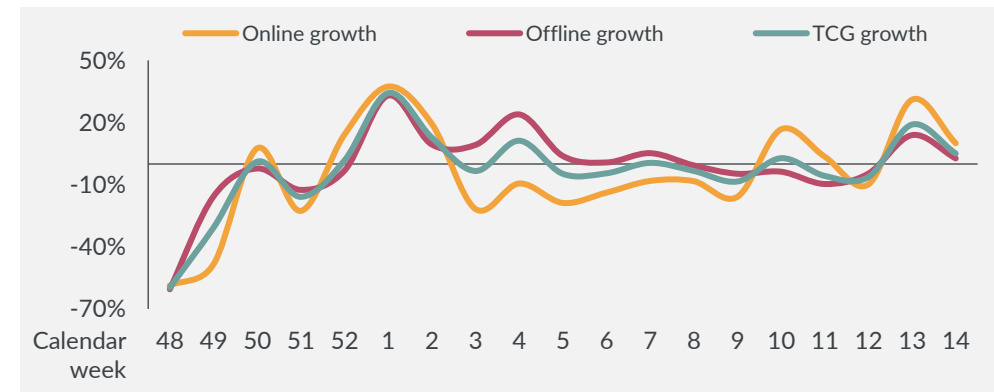
Brazil

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 14 (Apr 04 – Apr 10)

- The slow down of both distribution types (online sales +10% and traditional retail +3%) left the total TCG market at a small +5%.
- Apart from media tablets (+21%), IT/Office products posted negative trends. Laser printers were stable. Smartphones and headsets accelerated at 12% and 11% respectively.
- 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 – 14 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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Fact of the week

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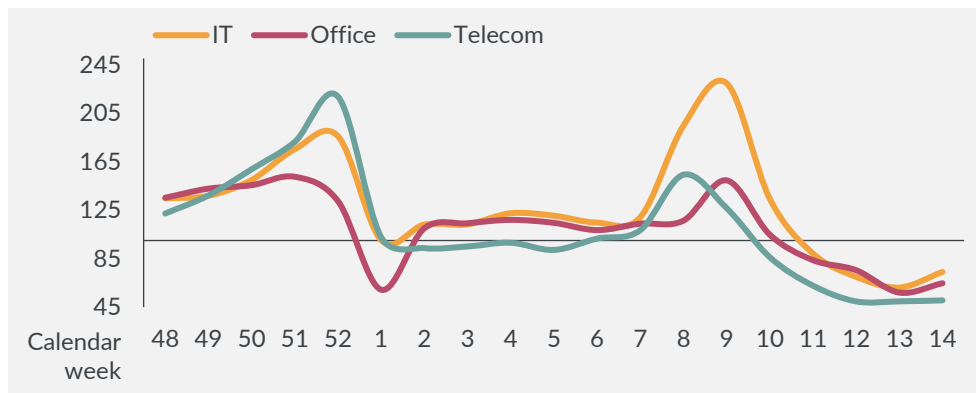
> Russia

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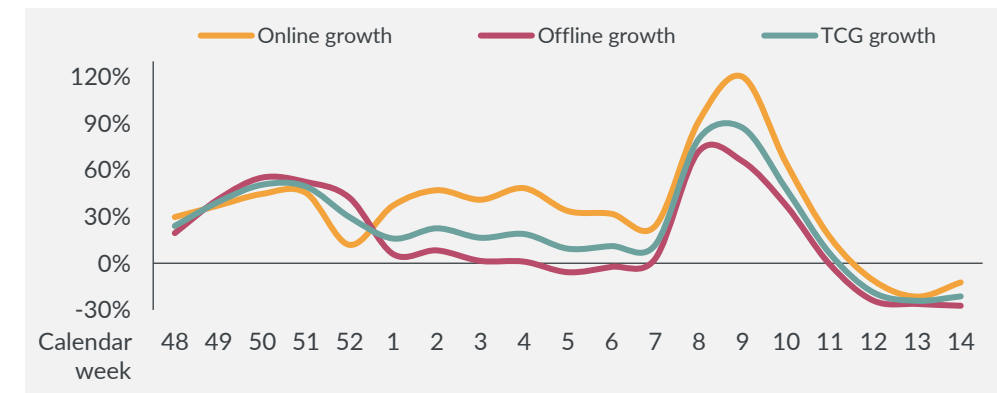
Brazil

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 14 (Apr 04 – Apr 10)

- The total TCG market continued its negative trend (-21%), driven by traditional retail at -27% (-26% in week 13) as well as online sales at -12% (-21% in week 13).
- The most impacted product groups were smartphones at -36% and printers at -26%. Desk computing was up 9%.
- MDA/SDA/CE products posted a slightly more positive picture with audio home systems (+69%) ahead. Soundbars came in last at -33%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 14 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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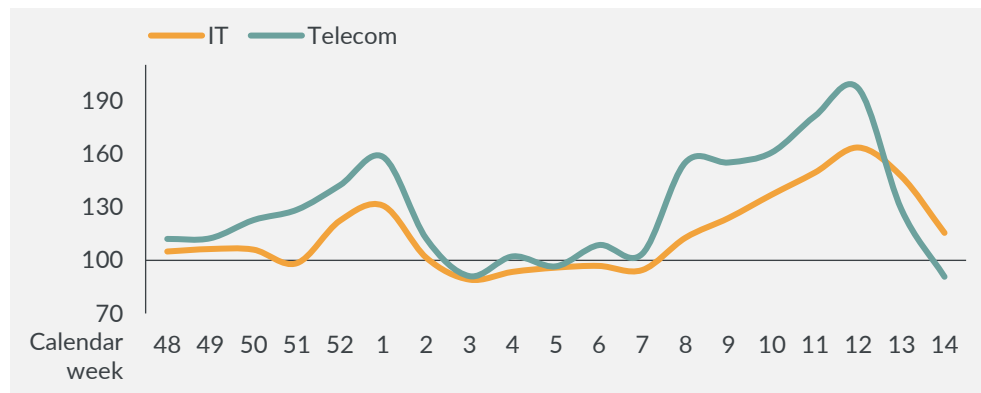
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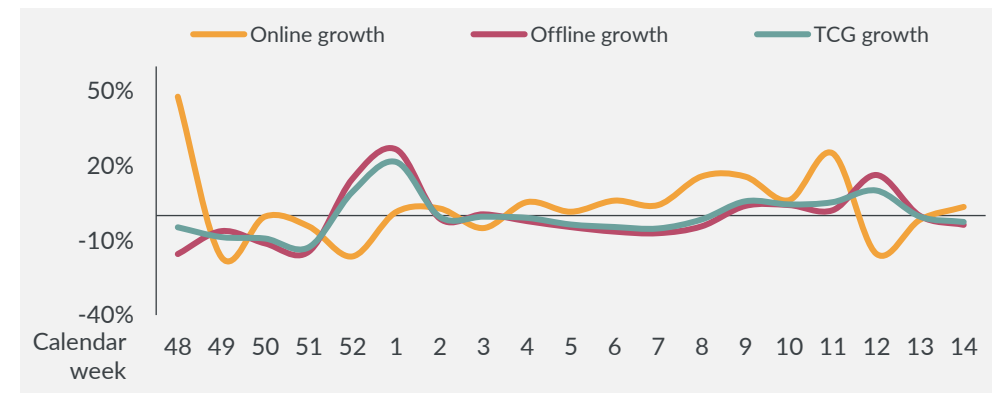
Brazil

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 14 (Apr 04 – Apr 10)

- Online sales (+3%) and traditional retail (-4%) delivered an almost opposite performance to each other, which resulted in -3% for the total TCG market as the online share remains small.
- Media tablets posted an outstanding growth (+37%) compared to mobile computing (-8%), smartphones (+10%), and flat headsets.
- MDA products witnessed slight increases at +1% for cooling and +5% for washing machines. Air treatment, food preparation, and audio home systems delivered double-digit negative trends.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 14 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

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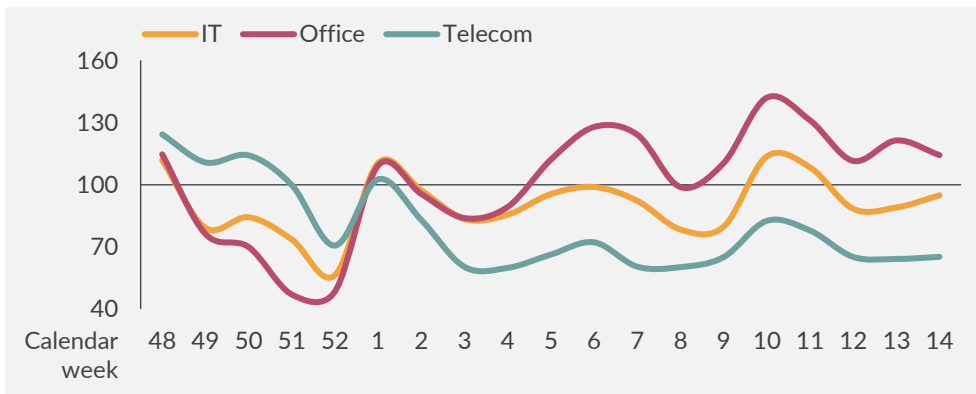
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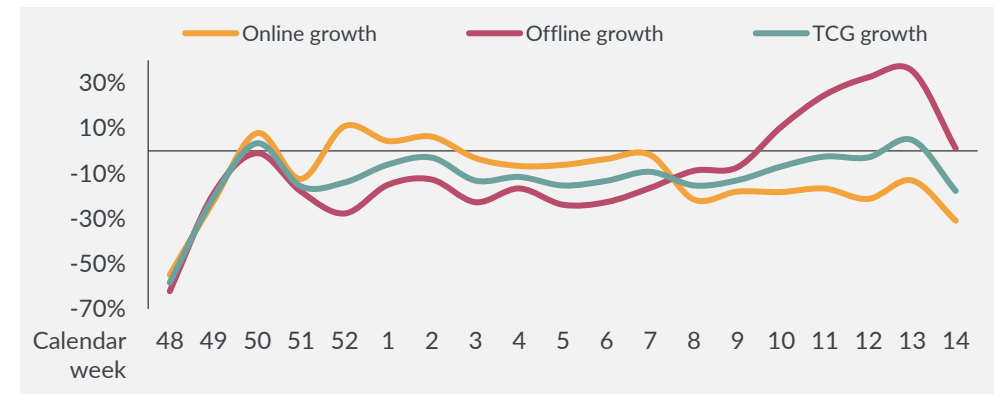
> Brazil

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 14 (Apr 04 – Apr 10)

- Traditional retail was nearly flat (+1%). The strong decrease of online sales (-31%) led to a negative trend (-18%) for total TCG.
- Smartphones were the weakest product group within IT/Office and telecom products at -36%. Desk computing lagged at -6%. The ray of light for IT/Office came from laser printers at +13%.
- Most MDA/SDA/CE products posted double-digit positive growth rates, with audio home systems out in front at +26%. Only vacuum cleaners and shavers lagged at -5% and -6% respectively.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 14 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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Spain

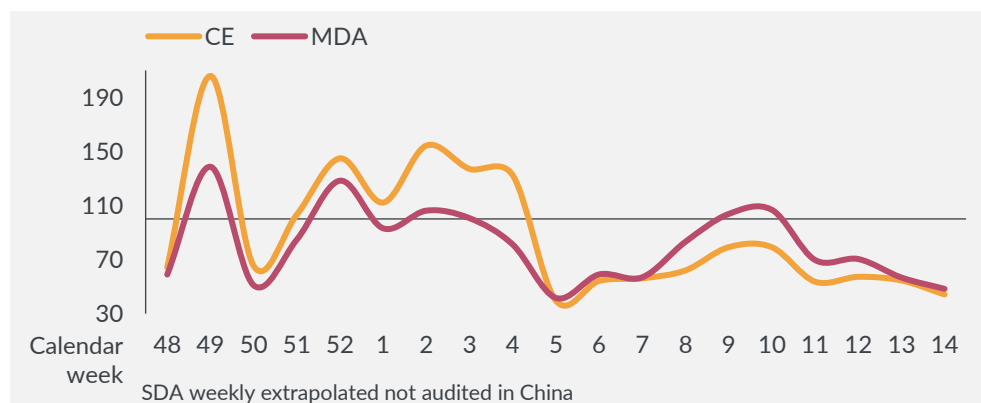
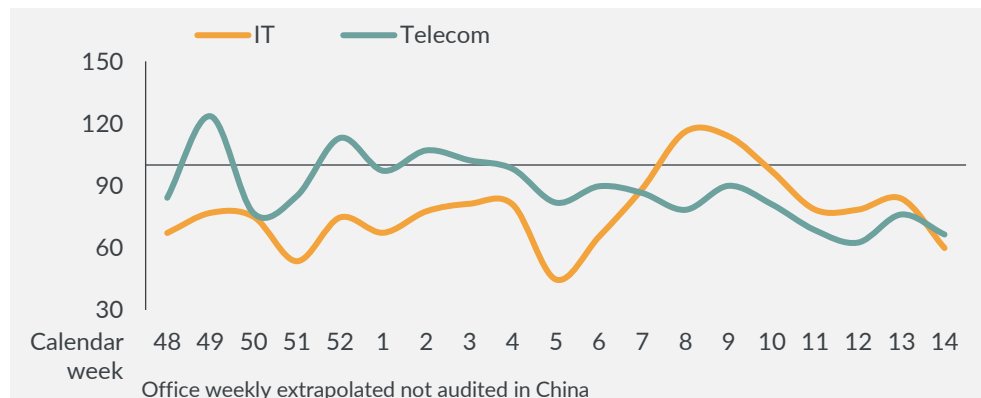
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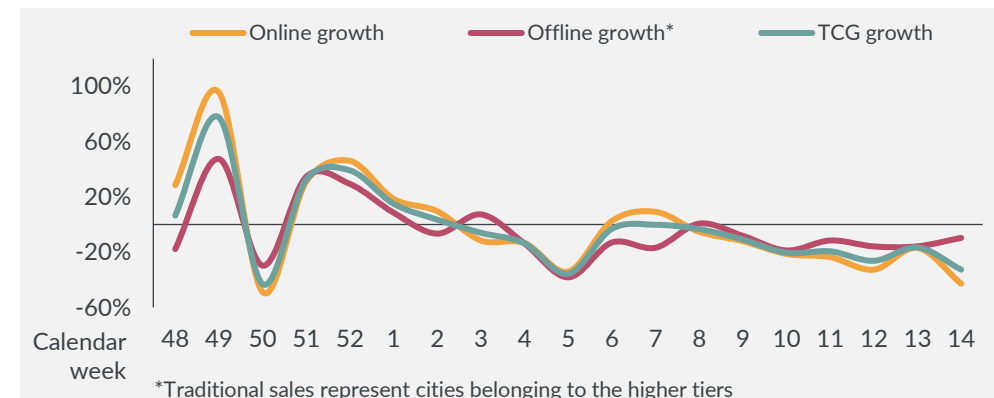
Brazil

> 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 14 (Apr 04 – Apr 10)

- Both distribution channels continued to fall week-on-week in the lockdown situation. Traditional retail posted -10% but logistic issues caused an even higher loss for online sales (-43%). Combined this led to a minus of 33% for total TCG in week 14.
- Mobile PCs posted a decrease of 27% compared to week 14 in 2021. Smartphones dropped by 37%.
- Week 14 saw double-digit decreases for washing machines (-16%), cooling (-11%), and TV sales (-21%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 14 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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