



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 105

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:

Raw material prices and supply chain disruptions drive up costs



About GfK

> Fact of the week

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Prices / growth rates March 2022 vs March 2021

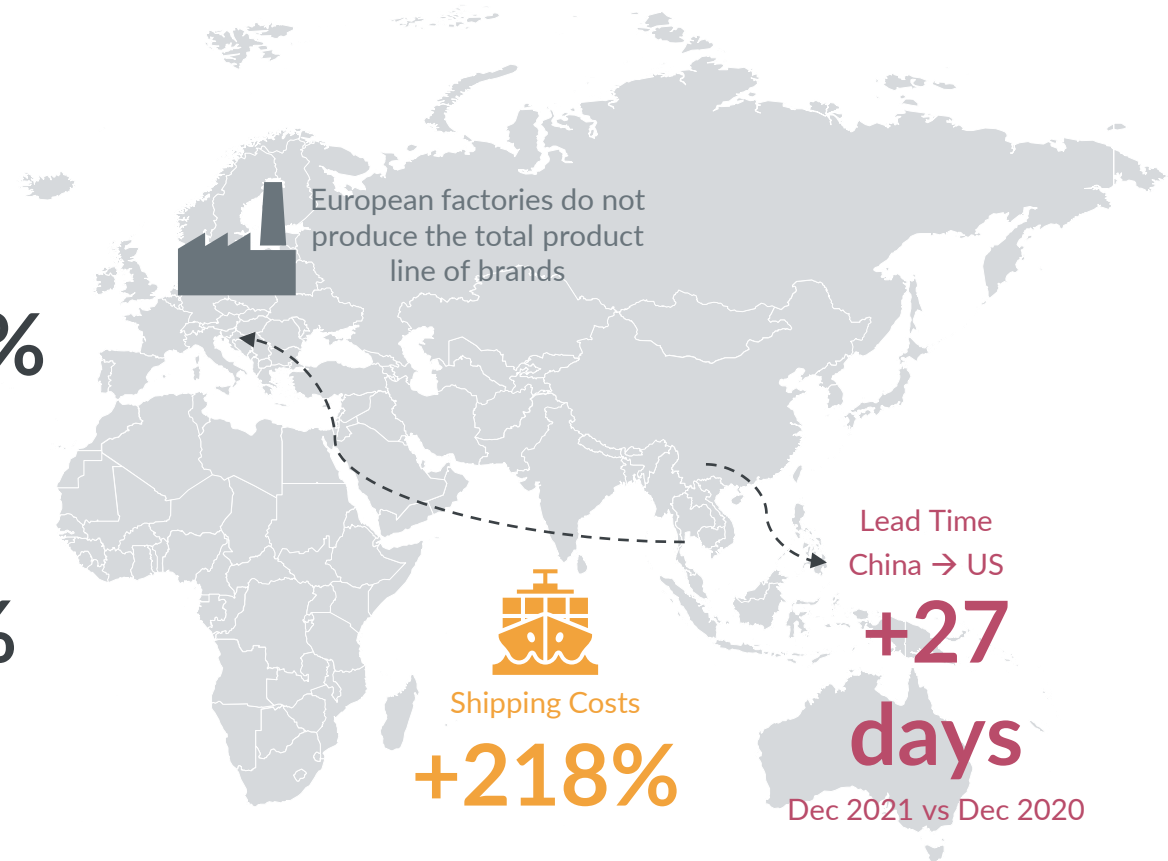

+56%
Crude Oil


+586%
Lithium


+7%
Steel


+55%


+9%



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



About GfK

Fact of the week

> Germany

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Russia

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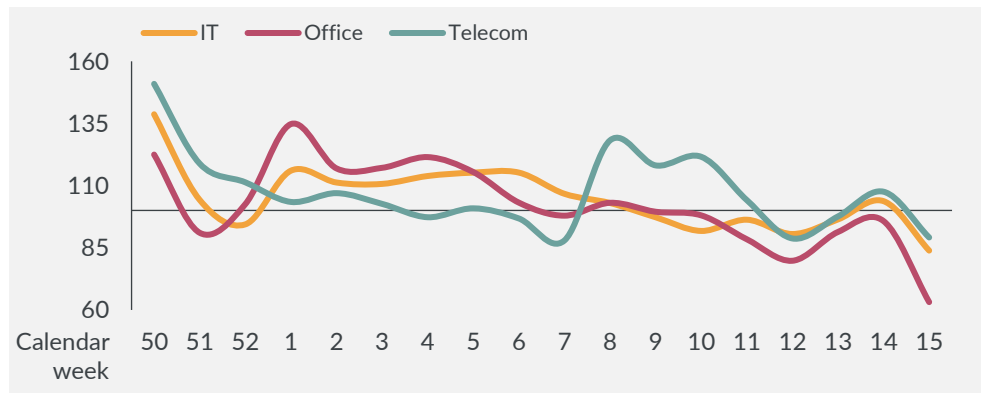
Brazil

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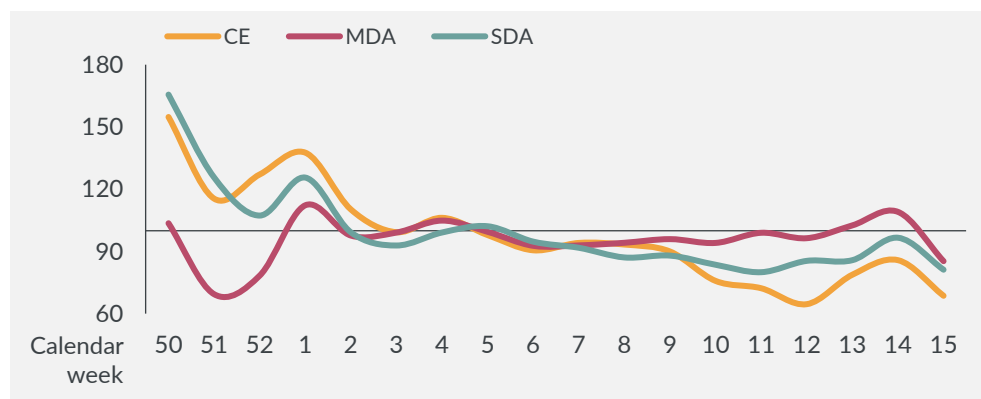
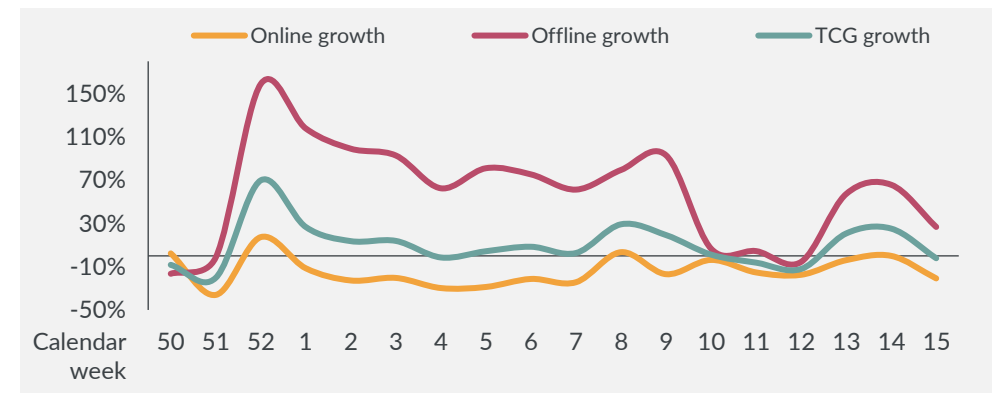
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

Please note: Below lines depict the sales growth rate vs. same week of previous year.

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 15 (Apr 11 – Apr 17)

- Week 15 was the pre-Easter week in 2022. Although shops were closed on Good Friday, traditional retail saw a plus of 27% vs week 15 in 2021. Combined with a strong drop in online sales (-21%), this delivered a downswing in the total TCG market of 2%.
- Apart from media tablets (+16%) and smartphones (+4%) all other IT/Office and telecom products were double-digit negative.
- Food preparation and audio home systems decreased by 23% and 15% respectively. Shavers experienced a plus of 7%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 15 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 Great Britain



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Germany

> Great Britain

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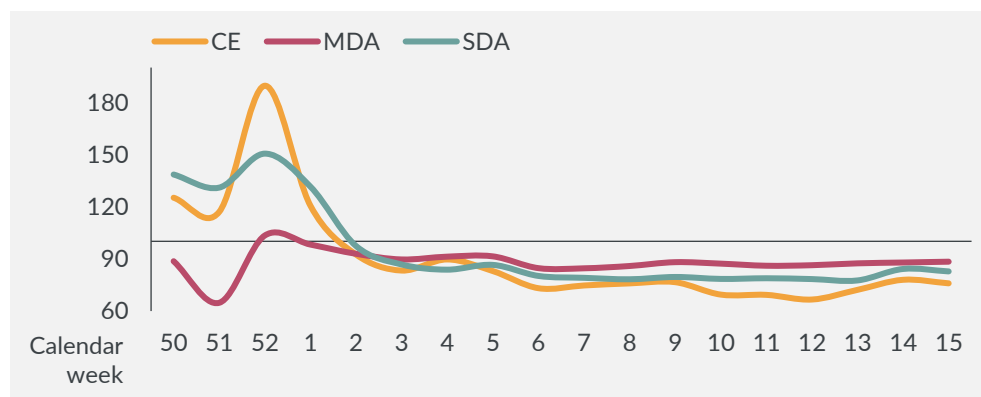
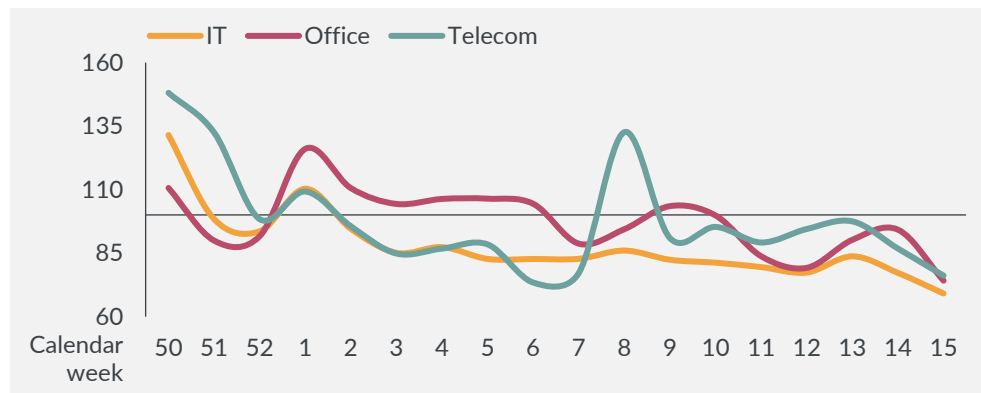
Russia

Japan

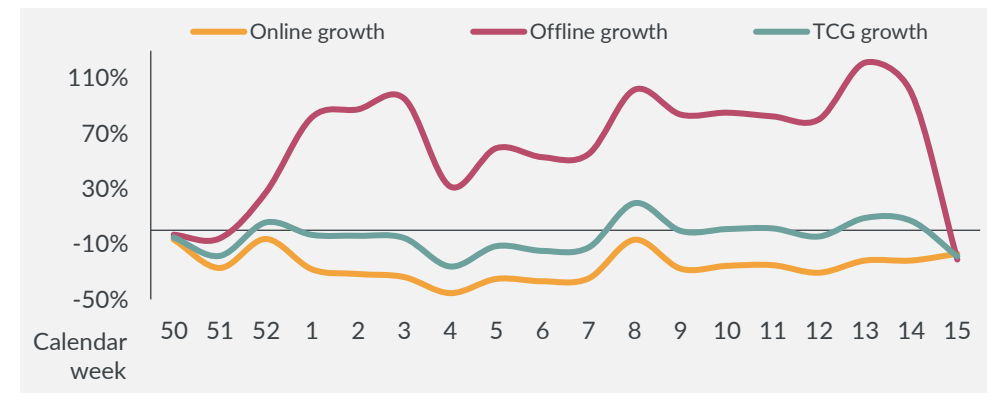
Brazil

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 15 (Apr 11 – Apr 17)

- With most shops closed on Good Friday, traditional retail dropped by 21% vs week 15 2021. As also online sales decreased (-17%), the total TCG market was down 19%.
- The negative trends were led by laser printers (-42%). All other IT/Office products lost in double-digits, apart from keyboards at -8%. Headsets won 1%.
- MDA/SDA/CE products posted negative trends throughout. Dental care, hot beverage makers and washing machines were least affected.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 15 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

Spain

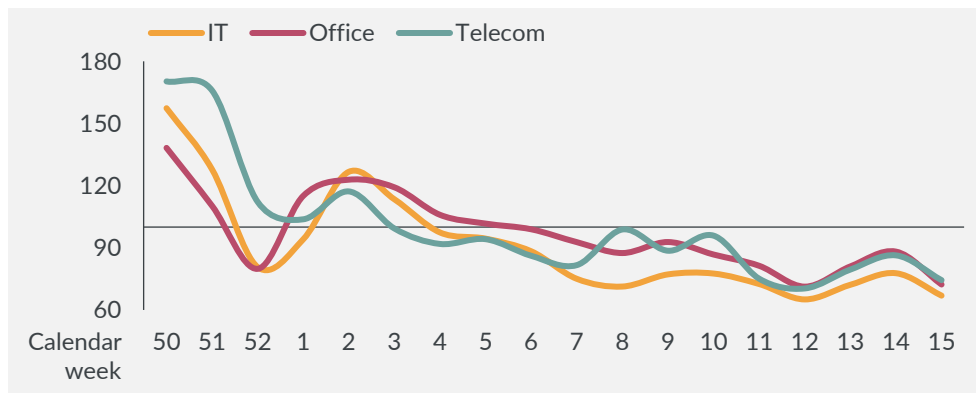
Russia

Japan

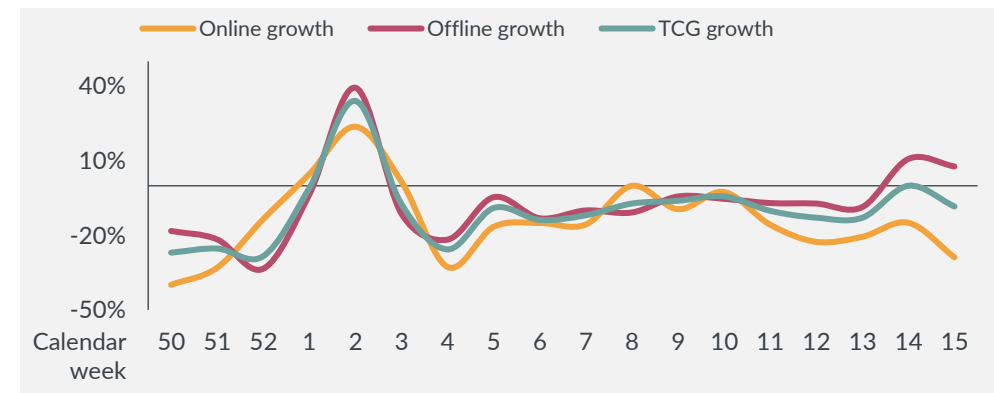
Brazil

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 15 (Apr 11 – Apr 17)

- Online sales delivered -29% (-15% the previous week). At +8%, traditional retail could not compensate for online losses, resulting in a score of -8% for the total TCG market.
- Most IT/Office products were double-digit negative apart from media tablets at -9% and laser printers at +7%.
- MDA products posted +18%. The negative trends for SDA were led by dental care at -45%. Vacuum cleaners delivered +6%. TV sales lost 9%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 15 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

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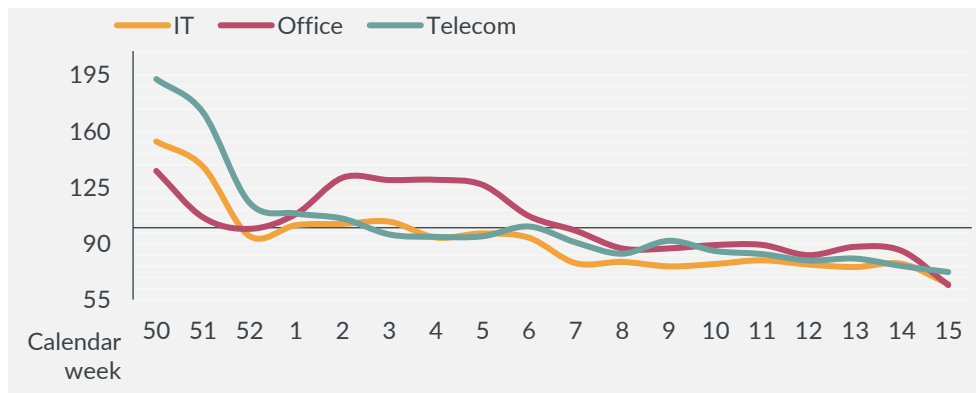
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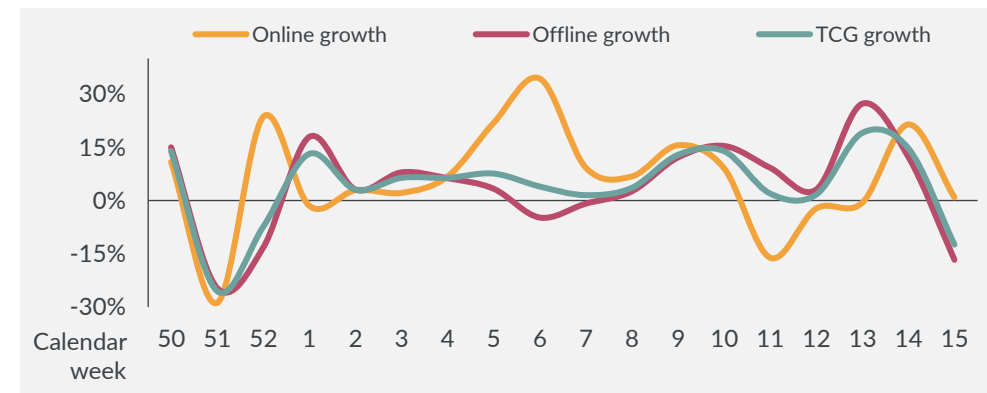
Brazil

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 15 (Apr 11 – Apr 17)

- The total TCG market fell by 12%, driven by traditional retail posting -17%. Online sales were up 1% (from +21% in week 14).
- IT/Office products ranged from -50% for laser printers to -6% for media tablets. Smartphones decelerated at -9%.
- PTV was the only product group with a positive result (+1%) while SDA and all other CE products lost in double digits. Cooling posted -7% and washing machines -3%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 15 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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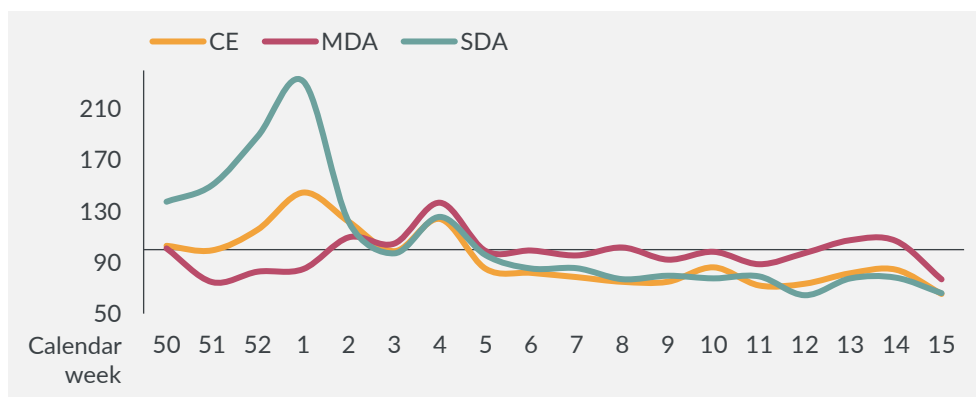
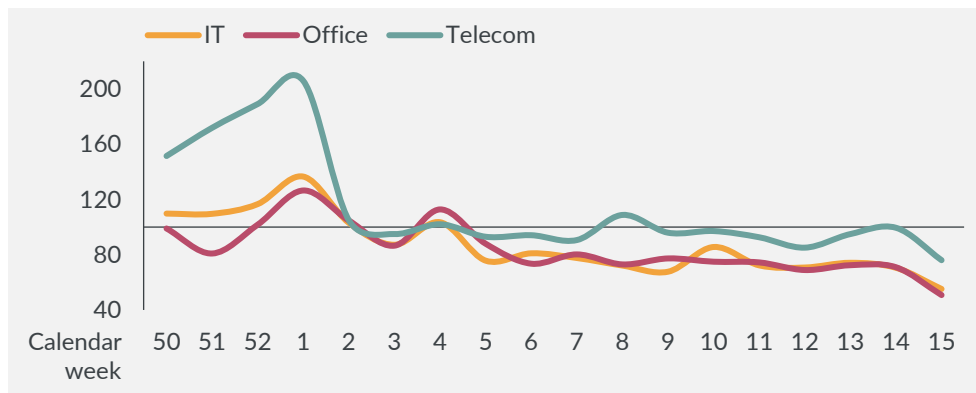
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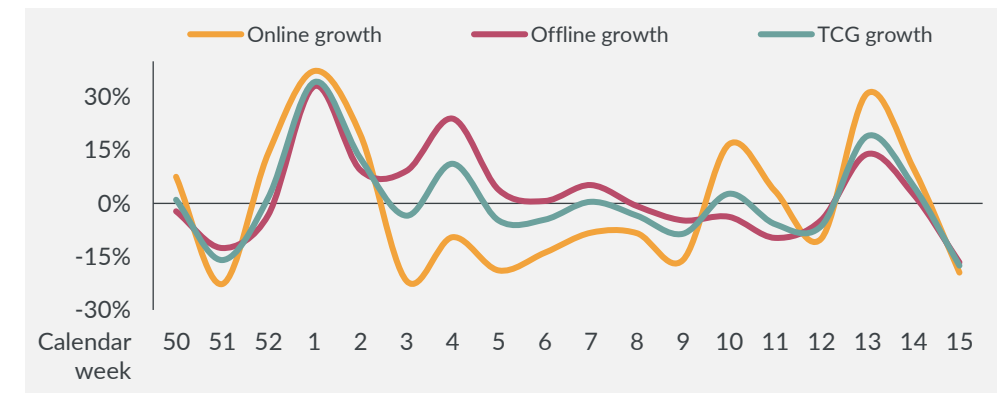
Brazil

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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 15 (Apr 11 – Apr 17)

- Both distribution types dropped by similar rates, online sales by 19% and traditional retail by 17% which led to a downswing of 18% for the total TCG market.
- All IT/Office and telecom products posted double-digit decreases. Only media tablets delivered single digit at -8%.
- All MDA/SDA/CE products saw negative trends, with vacuum cleaners out in front at -35%. Hot beverage makers and soundbars posted results of -5% each.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 15 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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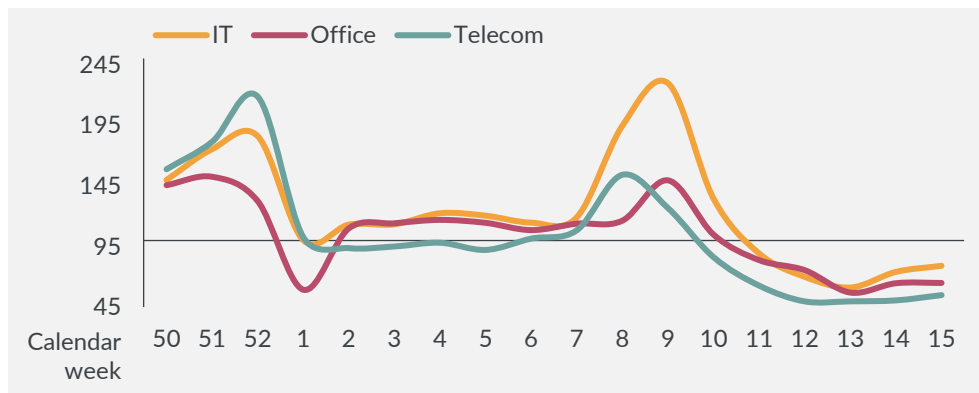
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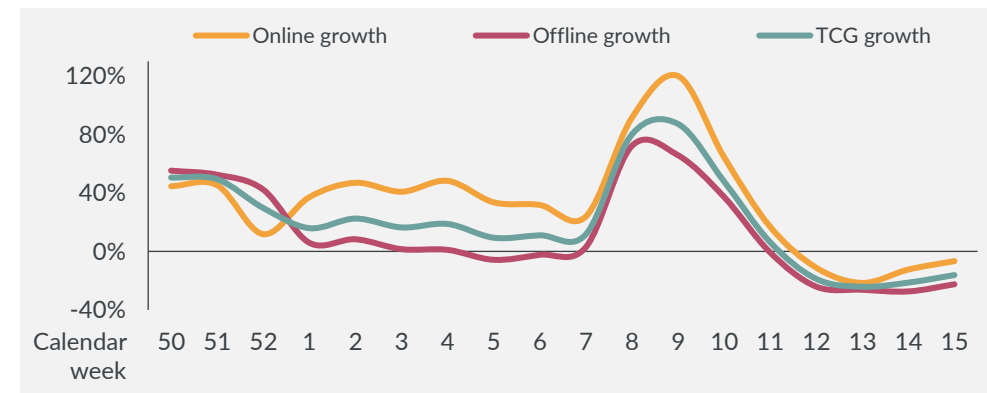
Brazil

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 15 (Apr 11 – Apr 17)

- The total TCG market continued its negative trend (-16%), driven by traditional retail at -22%. Online sales performed better but were still down by 7%.
- The most impacted product groups were smartphones at -33%. Keyboards and monitors were up 22% and 20% respectively.
- Audio home systems posted an outstanding growth of +92% while all other MDA/SDA/CE products delivered a mixed picture, ranging from +16% for food preparation to -29% for soundbars.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 15 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

Germany

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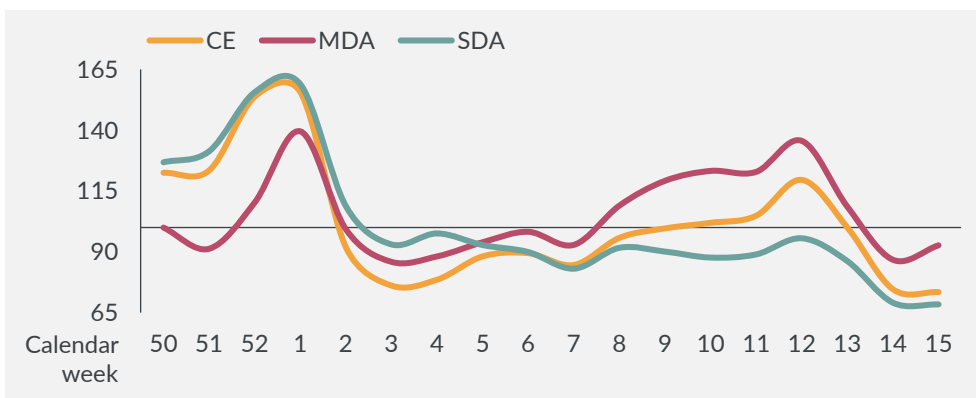
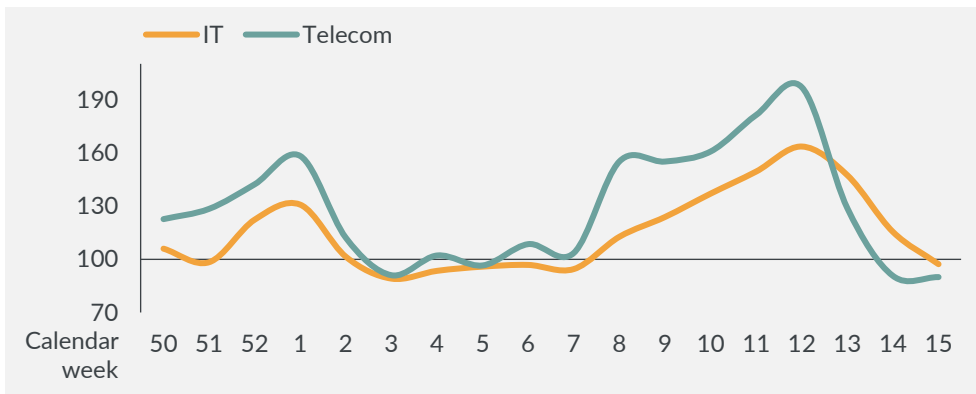
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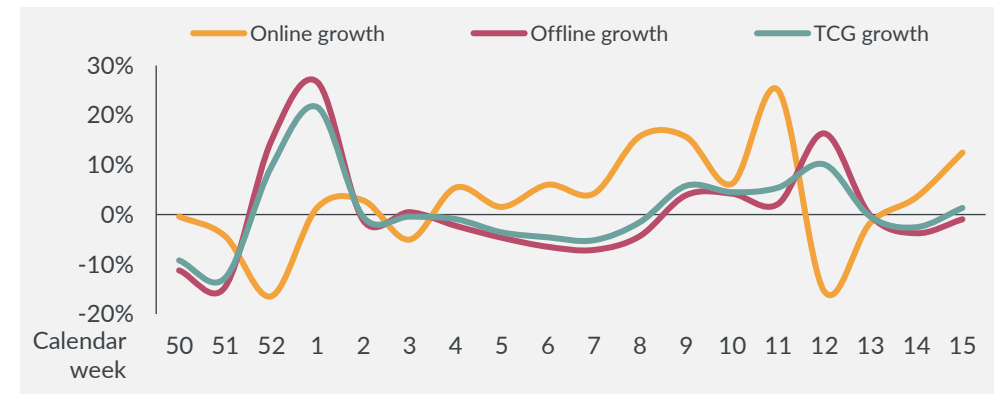
Brazil

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 15 (Apr 11 – Apr 17)

- Week 15 saw a stable total TCG market at +1%, with +12% for online sales and -1% for traditional retail.
- Media tablets posted an outstanding growth (+47%) compared to mobile computing (-11%), smartphones (+7%), and headsets (-2%).
- MDA products witnessed increases for both cooling (+21%) and washing machines (+3%). SDA products delivered negative trends throughout led by hot beverage makers at -20%. TV sales posted a decrease of 9%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 15 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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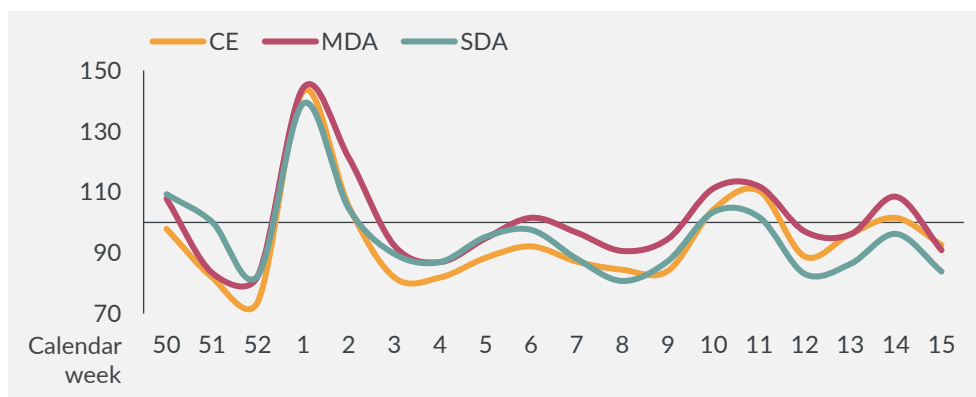
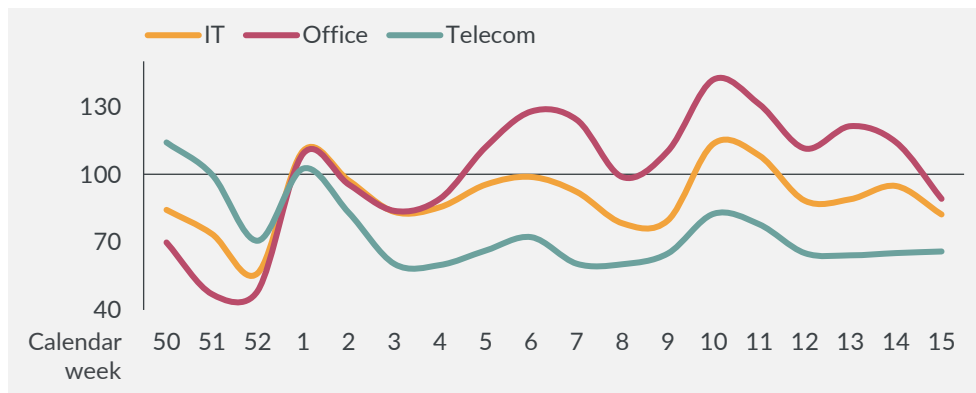
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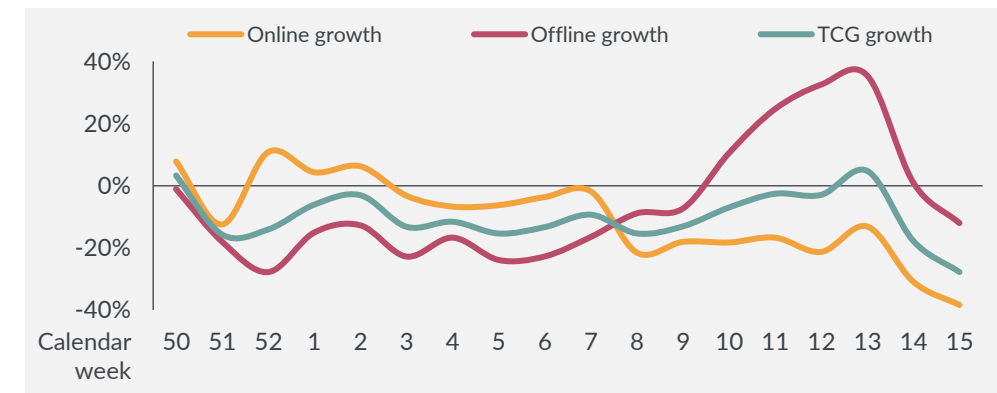
> Brazil

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 15 (Apr 11 – Apr 17)

- Strong decreases for both traditional retail (-12%) and online sales (-38%) delivered a negative trend (-28%) for total TCG.
- Rates for IT/Office and telecom products ranged from -42% for laser printers to -19% for desk computing. Smartphone sales were down 38%.
- Among MDA/SDA/CE products audio home systems were the ray of light at +5%. Cooling, washing machines, and TVs were down in single digits. Vacuum cleaners slumped at -25%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 15 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

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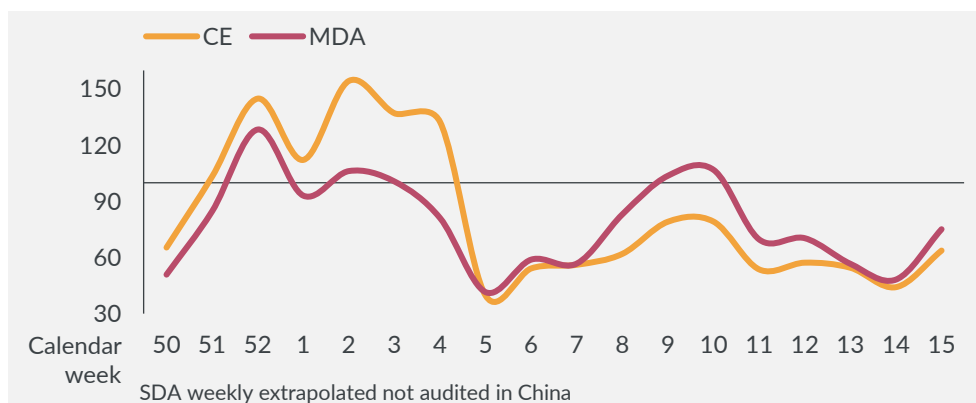
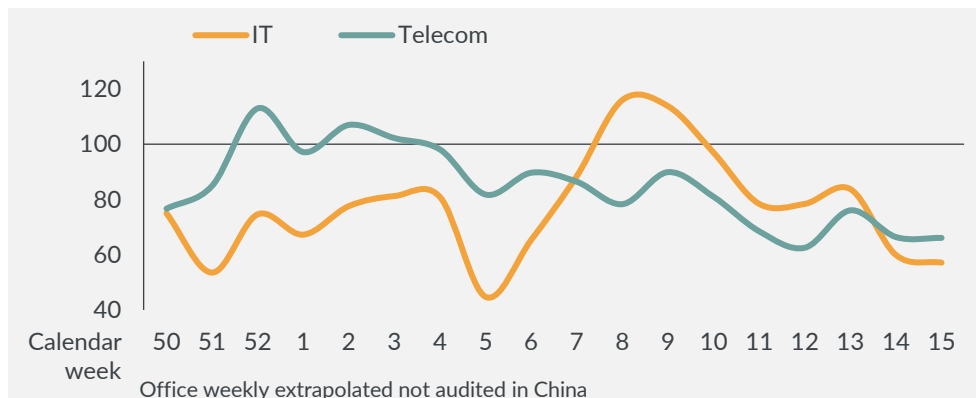
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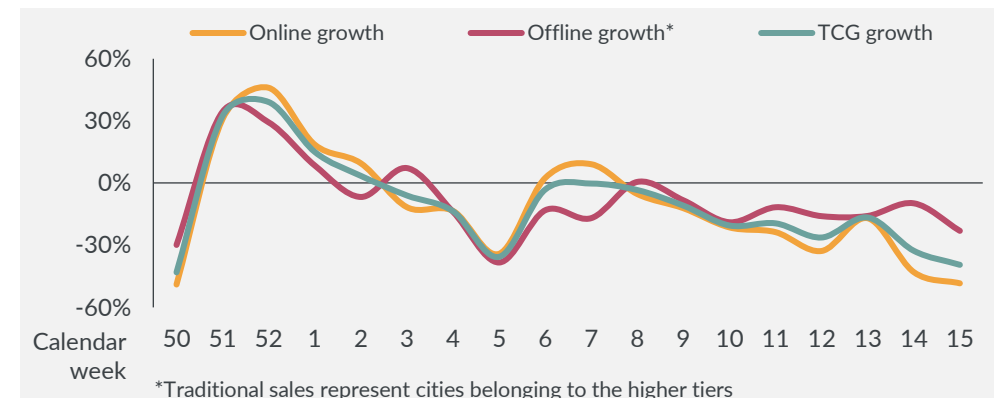
Brazil

> 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 15 (Apr 11 – Apr 17)

- Both distribution channels continued to fall week-on-week in the lockdown situation. Traditional retail posted -23% but logistical issues caused an even higher loss for online sales (-48%). Combined this led to a minus of 39% for total TCG in week 15.
- Mobile PCs posted a decrease of 34% compared to week 15 in 2021. Smartphones delivered a minus of 44%.
- Week 15 saw double-digit decreases for washing machines (-34%), cooling (-21%), and TV sales (-33%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 15 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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