



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 106

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: Price development in Russia



About GfK

➤ Fact of the week

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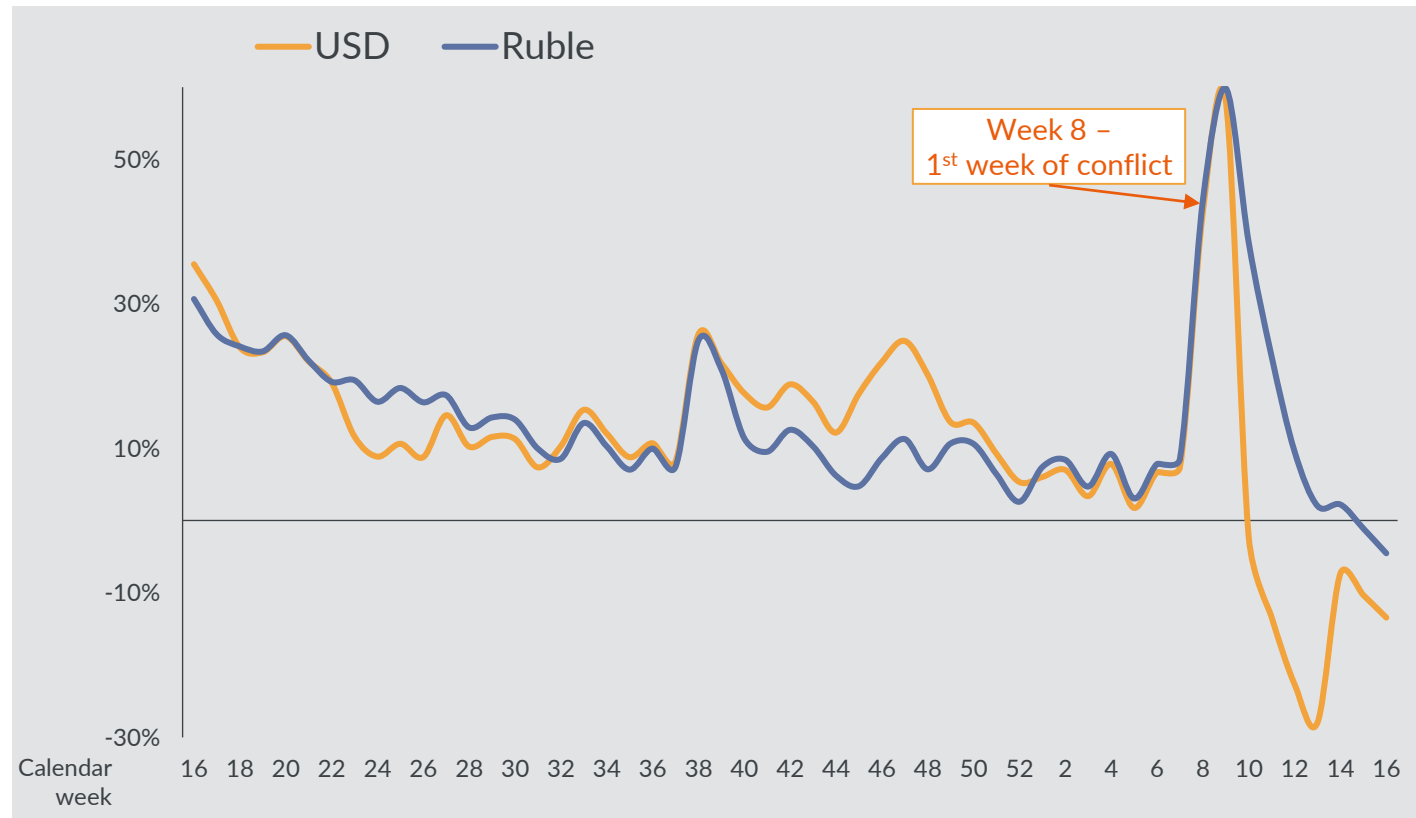
Russia

Japan

Brazil

China

Average price growth +/- vs previous year in %



Key take aways

- Big ticket items were especially in demand at the start of the conflict when the ruble devalued sharply lifting MDA and TV sales, IT and Telco.
- Premium products, in particular, were sought after in these early weeks, demonstrated by hugely elevated avg. prices in week 9.
- From week 10 onwards, average USD price dropped significantly, as rising ruble prices forced consumers to trade down.
- Consumers still purchase within their usual ruble budget, which results in lower USD prices.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 16 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 fix and USD, both NSP (non-subsidized price)

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



About GfK

Fact of the week

> Germany

Great Britain

France

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Japan

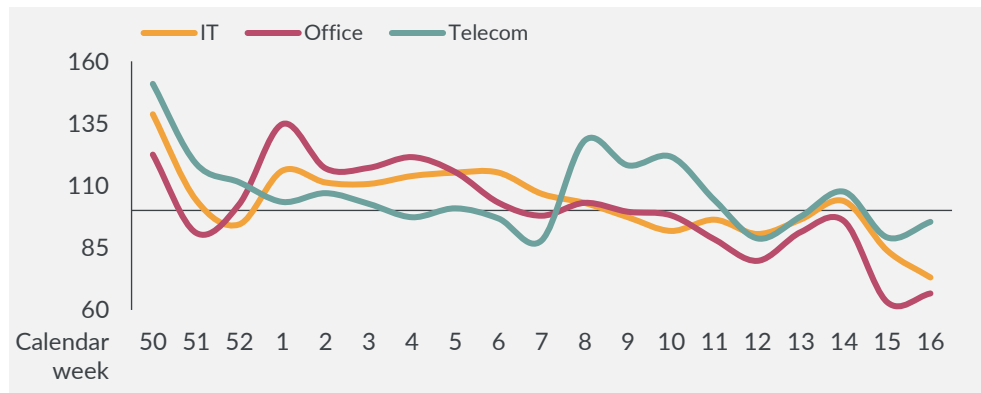
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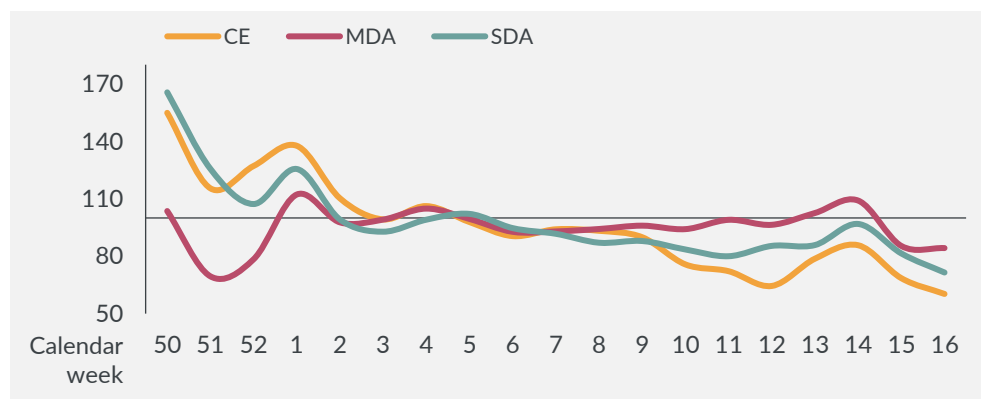
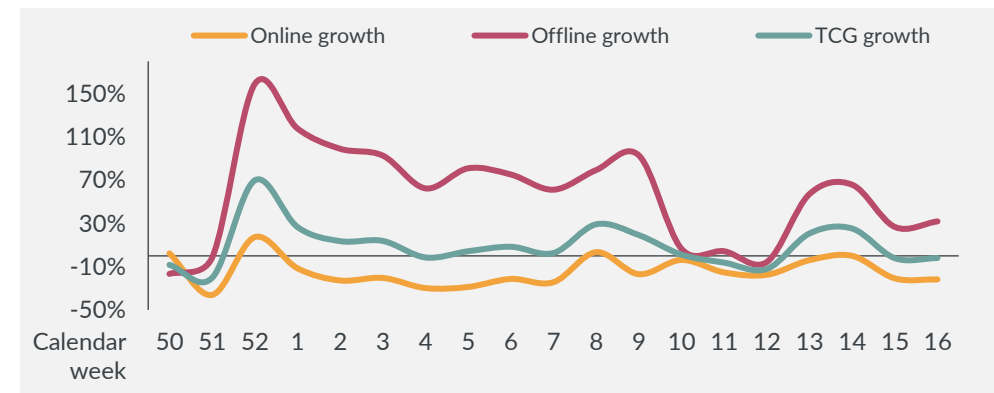
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 16 (Apr 18 – Apr 24)

- Week 16 was the post-Easter week in 2022. Although shops were closed on Easter Monday, traditional retail saw a plus of 32% vs week 16 in 2021. Combined with a strong drop in online sales (-22%), this delivered a downswing in the total TCG market of 2%.
- Apart from media tablets (-3%) and smartphones (+15%), all other IT/Office and telecom products were double-digit negative.
- The mixed picture for MDA/SDA/CE products saw shavers in the lead at +10% and food preparation bringing up the rear at -32%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 16 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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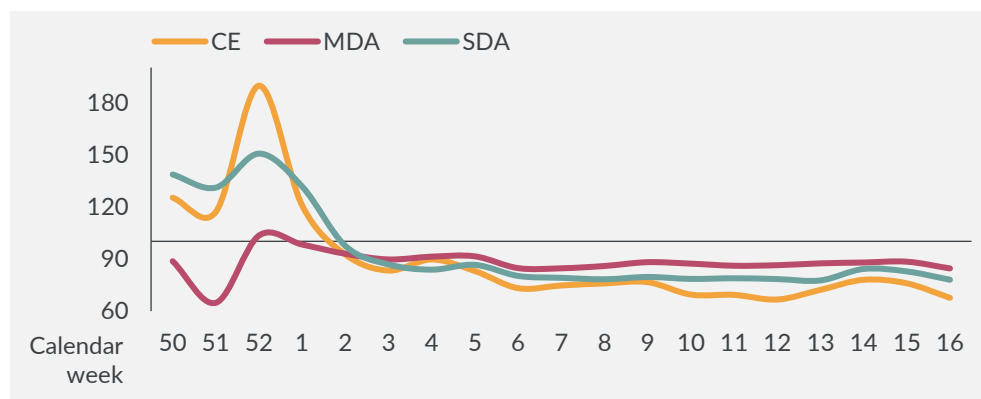
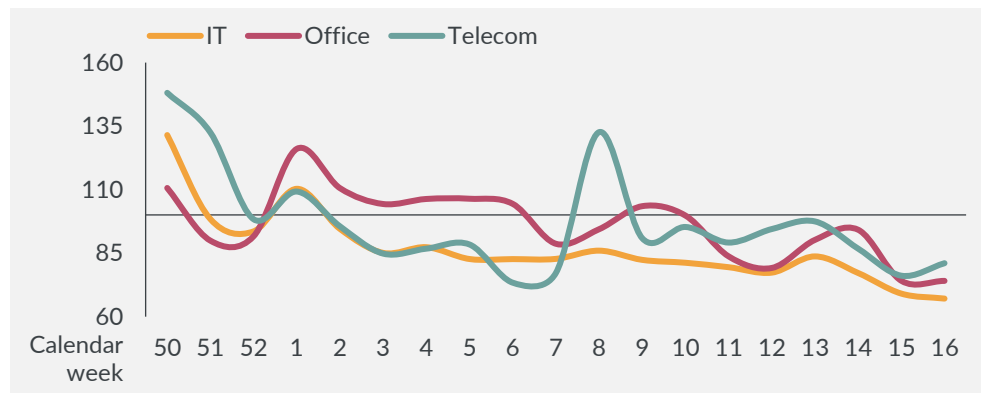
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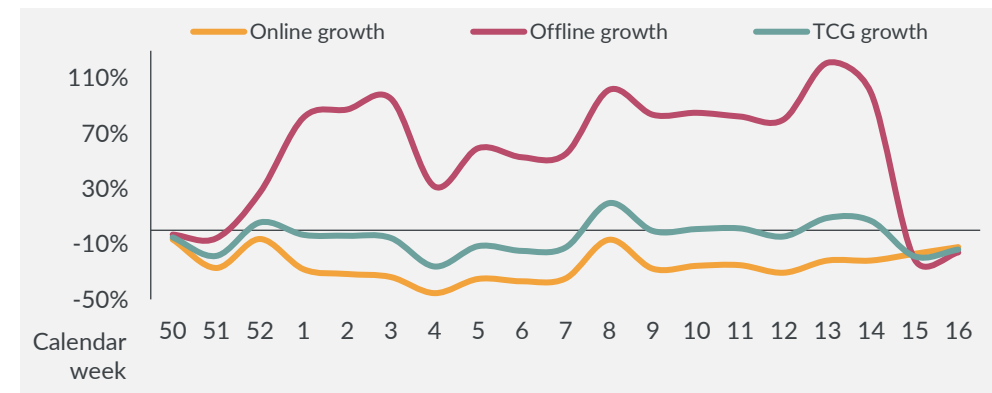
Brazil

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 16 (Apr 18 – Apr 24)

- With most shops closed on Easter Monday, traditional retail dropped by 16% vs week 16 2021. As online sales also decreased (-12%), the total TCG market was down 14%.
- The negative trends were led by media tablets (-31%). All other IT/Office products lost in double-digits. Smartphones were down 9% and headsets gained 1%.
- MDA/SDA/CE products posted negative trends throughout. Dental care (-5%) was the least affected.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 16 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

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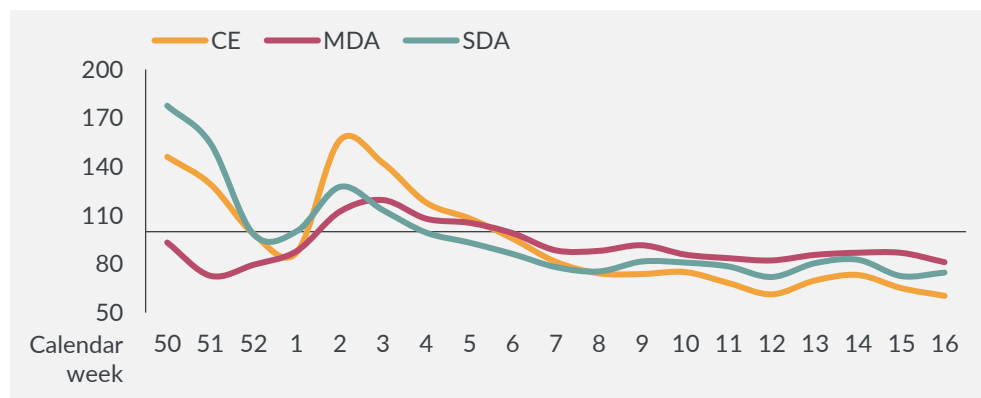
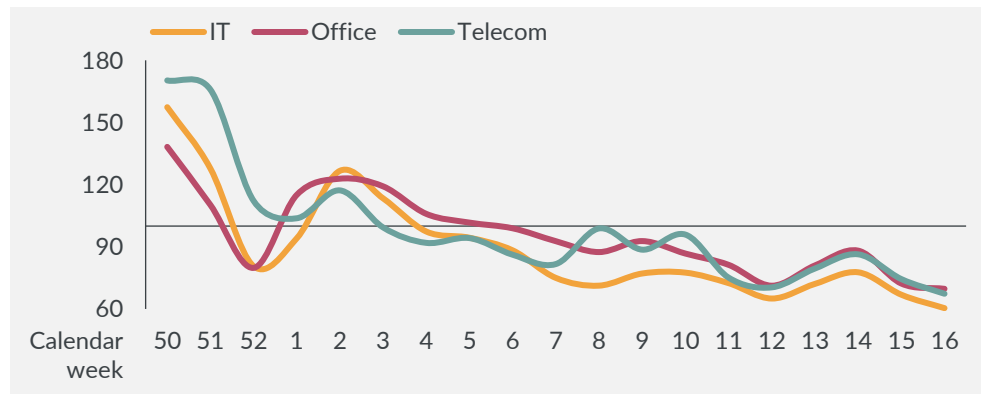
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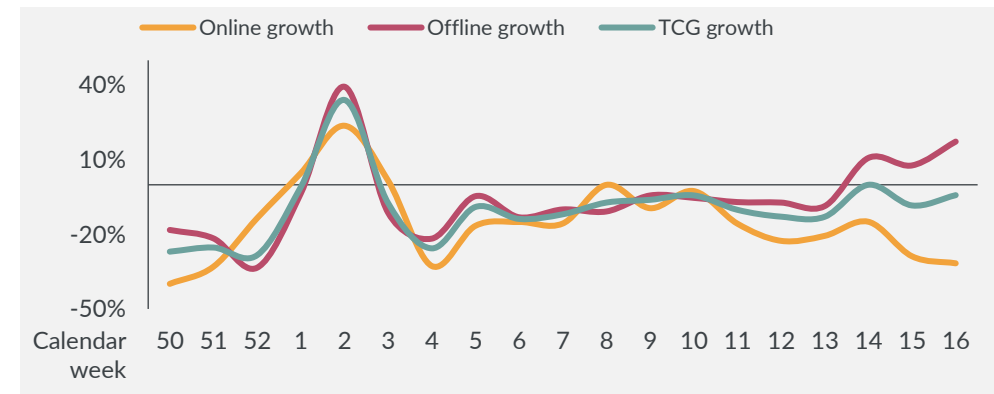
Brazil

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 16 (Apr 18 – Apr 24)

- Online sales delivered -32% (-29% the previous week). At +17%, traditional retail could not compensate for online losses, resulting in a score of -4% for the total TCG market.
- All IT/Office products were double-digit negative apart from laser printers at +39%. Smartphones were down 4%.
- The mixed picture for MDA/SDA/CE products saw dental care in the lead at +67% and food preparation bringing up the rear at -33%. TV sales decelerated by 4%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 16 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

Spain

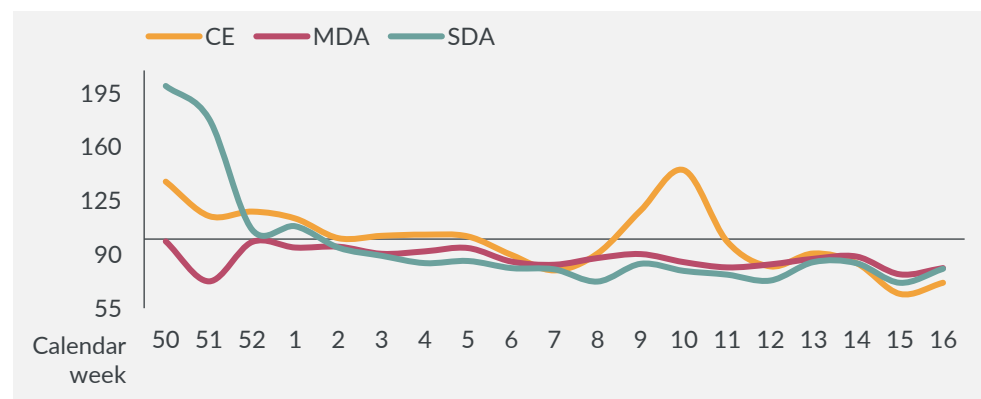
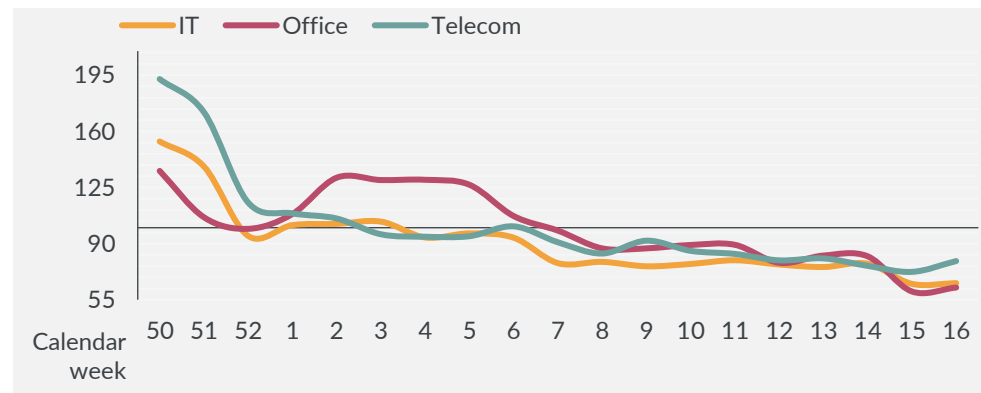
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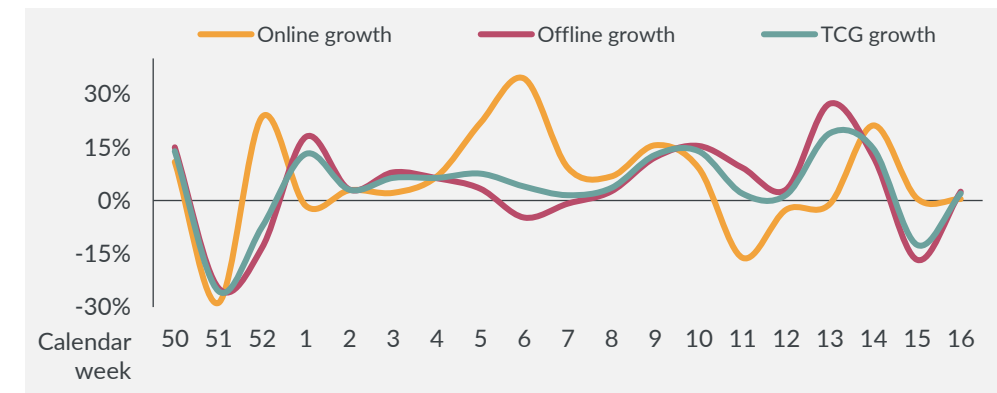
Brazil

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 16 (Apr 18 – Apr 24)

- Stable online sales and slight increases for traditional retail lifted the total TCG market by +2%.
- Most IT/Office products were double-digit negative, ranging from -51% for laser printers to -25% for mobile computing. Media tablets were down 4%. Smartphones accelerated 7%.
- With spring approaching, air treatment posted a triple-digit growth of 128%. TVs posted a solid +22%. Audio home system (-15%) and food preparation (-21%) were the weakest products in week 16.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 16 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



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Fact of the week

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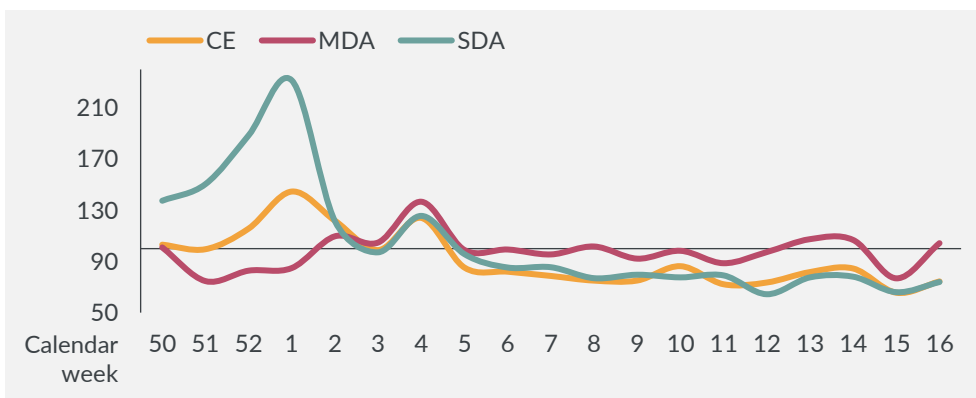
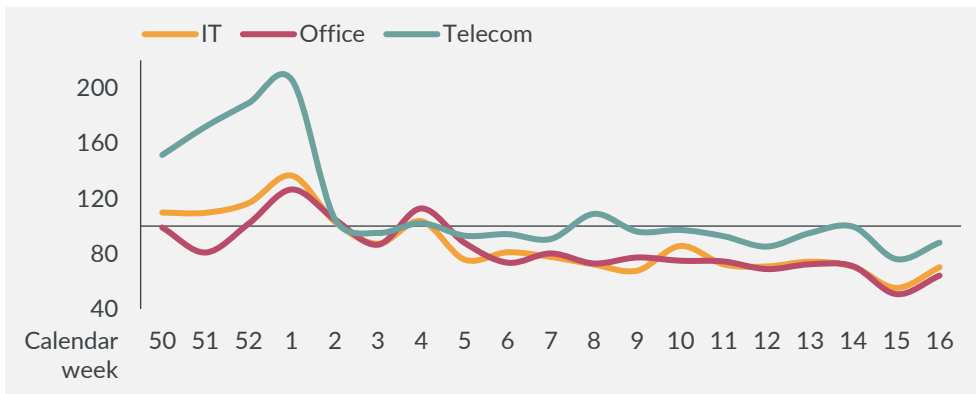
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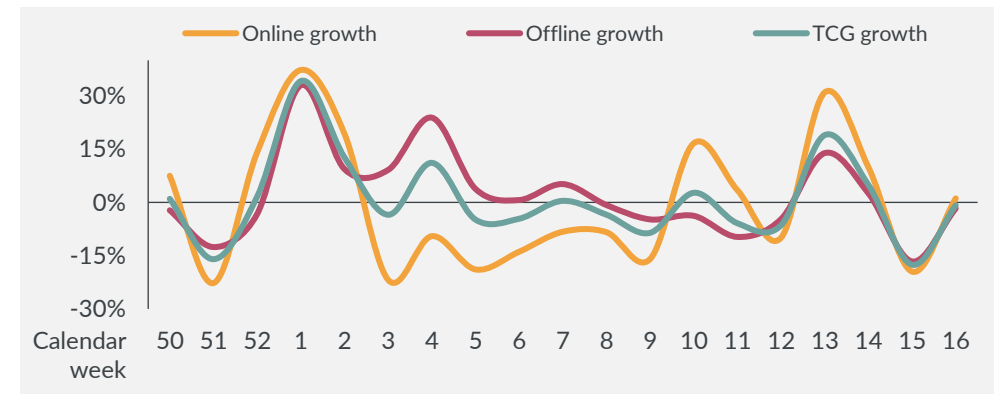
Brazil

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 16 (Apr 18 – Apr 24)

- Little activity in online sales (+1%) as well as in traditional retail (-2%) left the total TCG marked at a small minus of 1%.
- All IT/Office delivered negative trends, led by desk computing at -32%, while at +3% each, smartphones and headsets were positive.
- There was a mixed picture for MDA/SDA/CE products, with rates from +8% for cooling down to -13% for vacuum cleaners. TV sales experienced -5%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 16 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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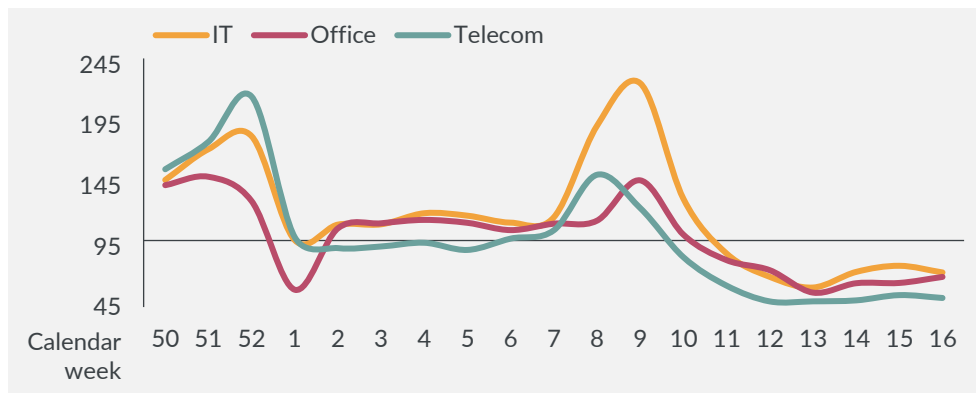
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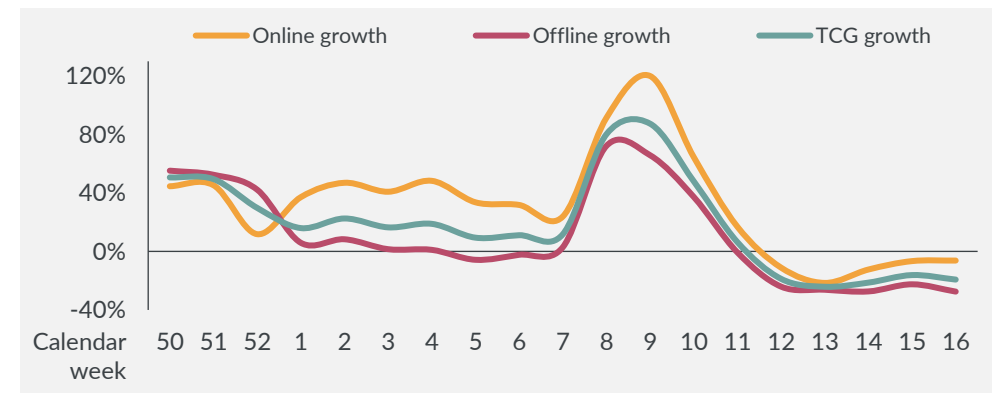
Brazil

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 16 (Apr 18 – Apr 24)

- The total TCG market continued its negative trend (-19%), driven by traditional retail at -27%. Online sales performed better but were still down by 6%.
- The most impacted product groups were smartphones at -33% and media tablets (-36%). Keyboards and monitors were up 15% and 14% respectively.
- Audio home systems posted an outstanding growth of +54% while all other MDA/SDA/CE products delivered a mixed picture.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 16 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



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Fact of the week

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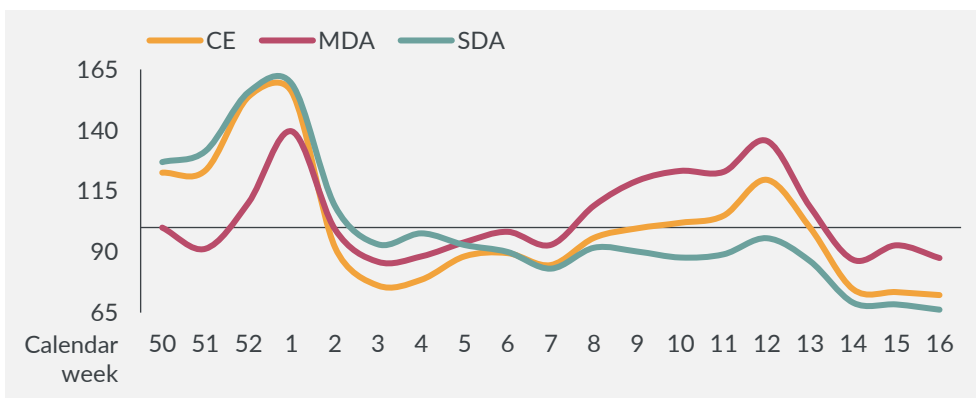
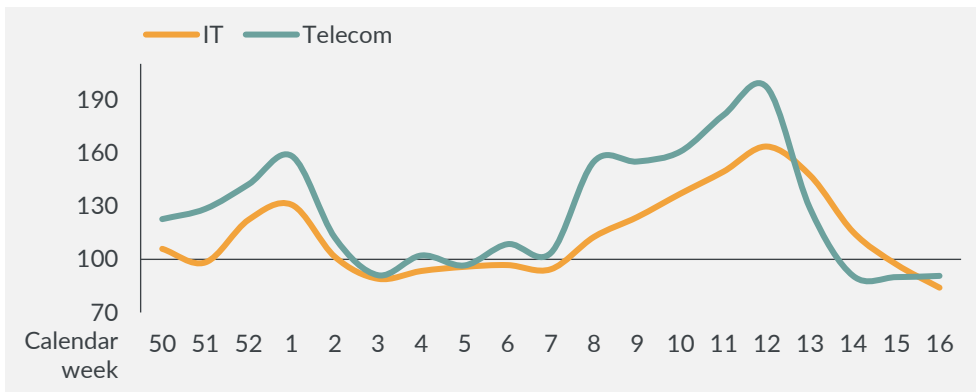
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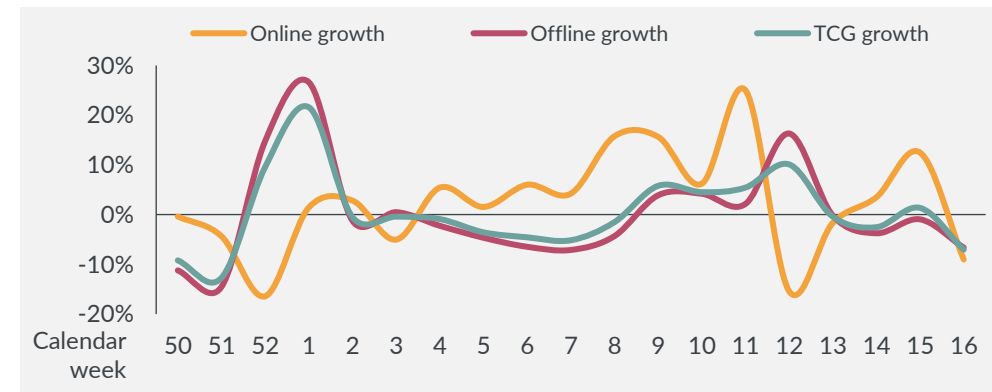
Brazil

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 16 (Apr 18 – Apr 24)

- The total TCG market decelerated by 7%. Traditional retail (about 80% of the market) posted -6.6% and online sales were down 9%.
- Media tablets posted growth of +7% while mobile computing lost 18%. Smartphones were stable at +1%.
- MDA products were stable. SDA and CE products lost in double-digits, led by audio home systems posting -33%. The performance of dental care was slightly better, delivering only -9%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 16 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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Germany

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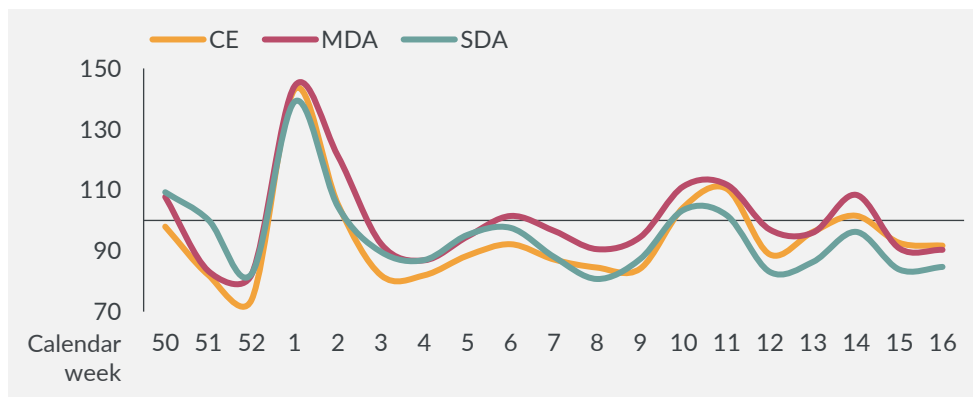
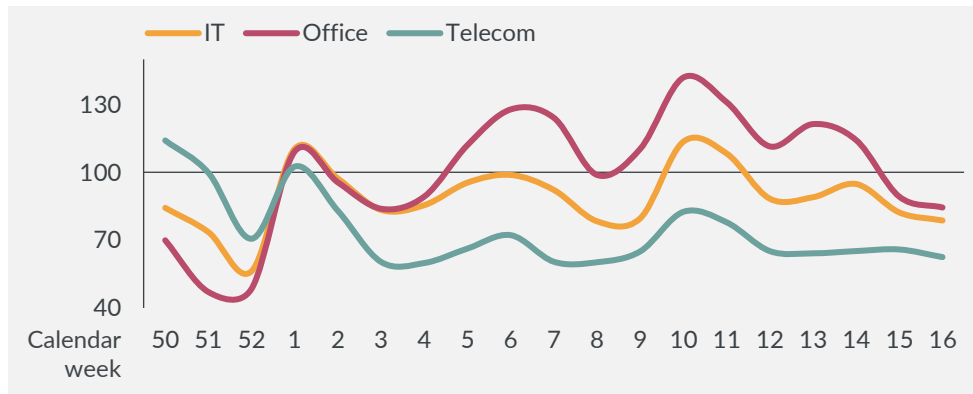
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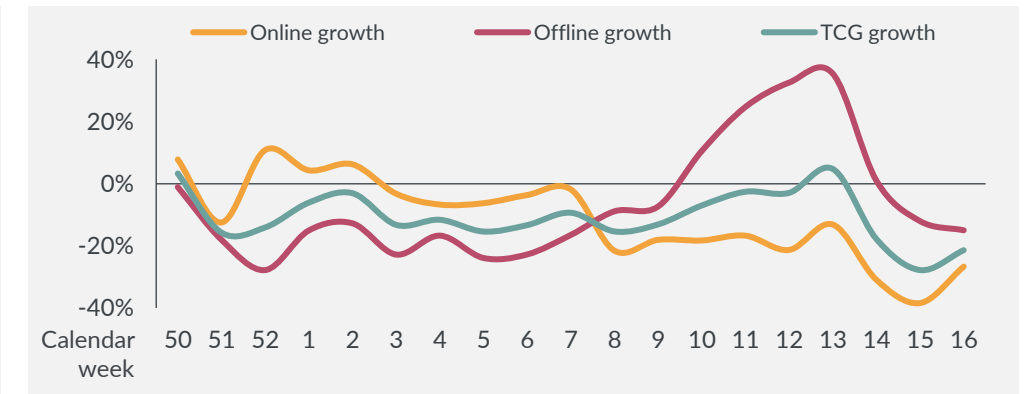
> Brazil

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 16 (Apr 18 – Apr 24)

- Strong decreases for both traditional retail (-15%) and online sales (-27%) delivered a negative trend (-21%) for total TCG.
- Rates for IT/Office and telecom products ranged from -34% for mobile computing to -16% for desk computing. Smartphone sales were down 31%.
- All SDA product groups delivered double-digit negative trends while MDAs experienced a slight downswing of 2%. TV sales were stable.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 16 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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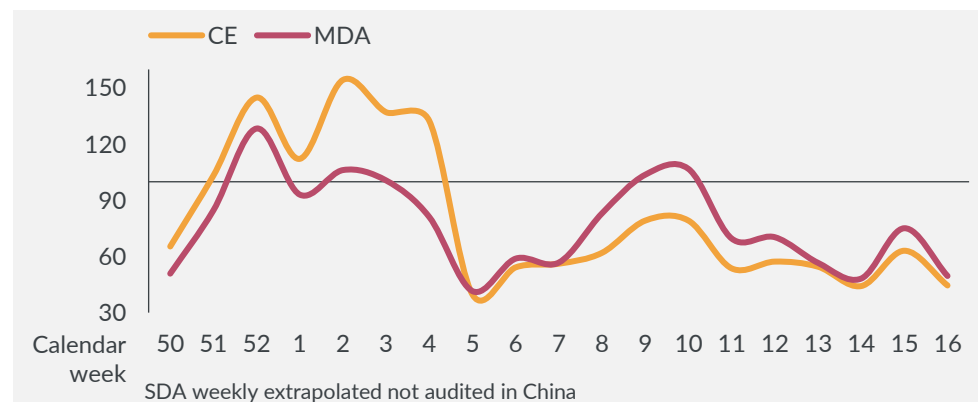
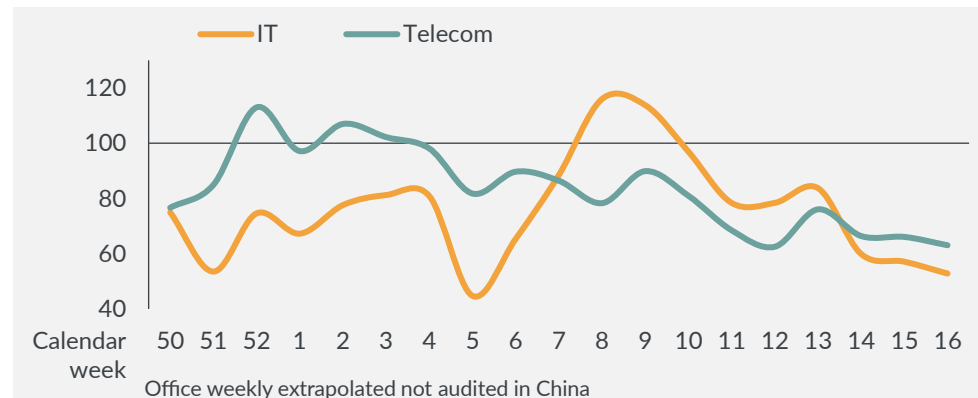
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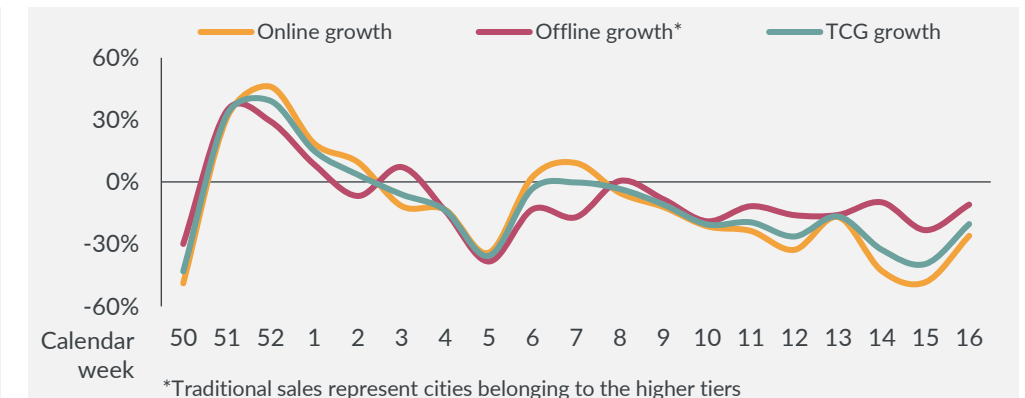
Brazil

> 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 16 (Apr 18 – Apr 24)

- Both distribution channels continued to fall week-on-week. Traditional retail posted -11% (-23% in the previous week). Online sales shifted from -48% to -26%. Combined this delivered a minus of 20% for total TCG in week 16.
- Mobile PCs posted a decrease of 34% compared to week 16 in 2021. Smartphones slumped at -19%.
- Week 16 saw recoveries but there were still double-digit drops for washing machines (-19%), cooling (-11%), and smartphones (-15%).



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Authors:
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