



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 107

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: Premium products are out-performing



About GfK

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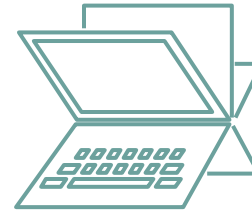
5G Smartphones

+118%



Smartphones

+14%



Ultrathin < 18mm

+26%



Notebooks

+13%



42%

respondents agree

“I am prepared to pay
more for products
that make my life
easier.”

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



About GfK

Fact of the week

> Germany

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Russia

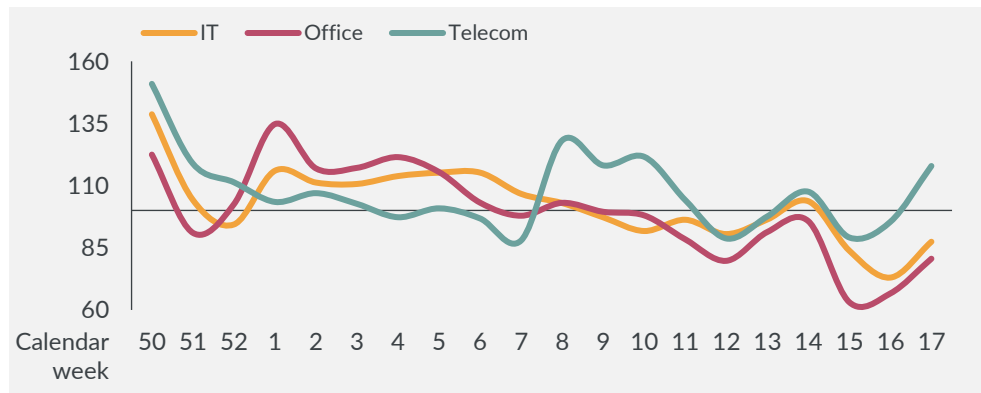
Japan

Brazil

China

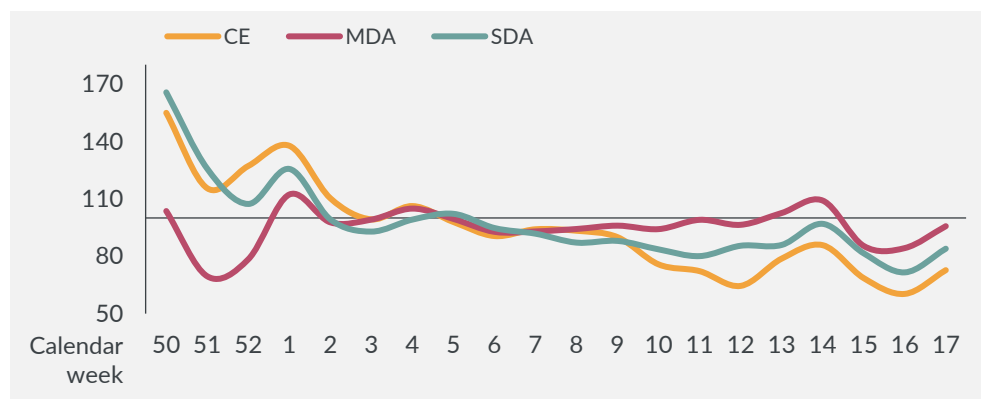
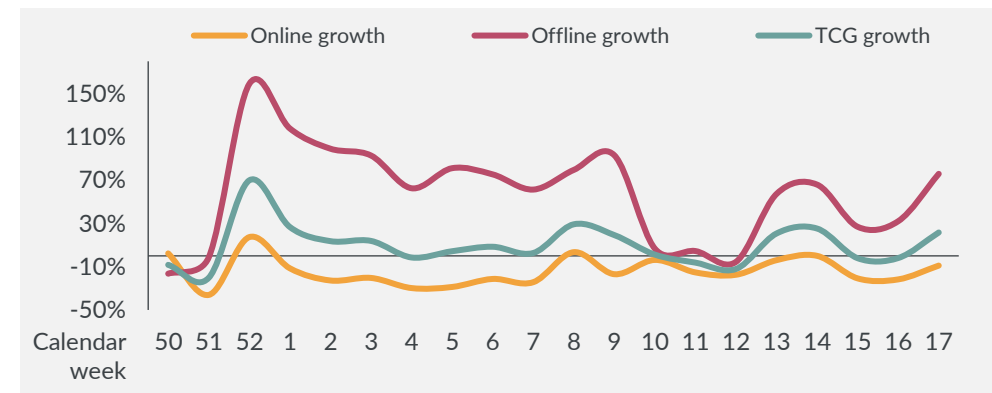
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 17 (Apr 25 – May 01)

- Strong positive trends for traditional retail (+76%) led to a plus of 22% for the total TCG market. Online sales declined by 9%.
- Laser printers slumped at -35%. All other IT/Office product groups experienced slight positive or negative changes. Smartphone sales posted an outstanding growth of +48%.
- Apart from food preparation with a decline of 5%, most other MDA or SDA products accelerated by double digits. TV sales were flat; audio home systems lost 14%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 17 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

France

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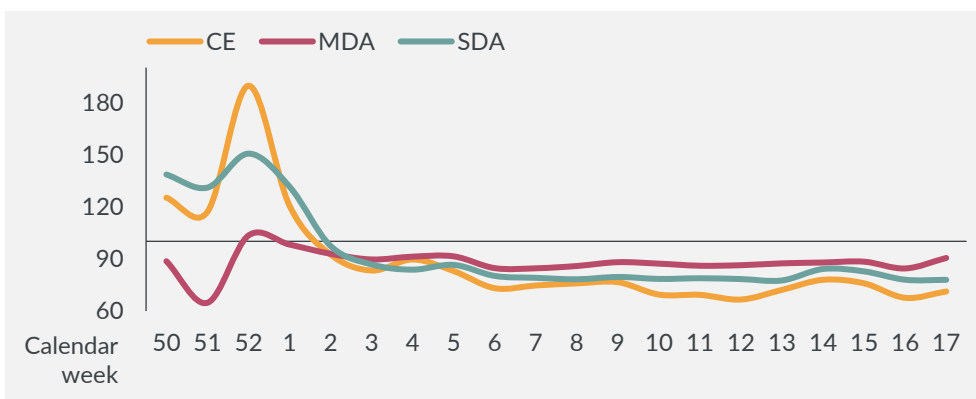
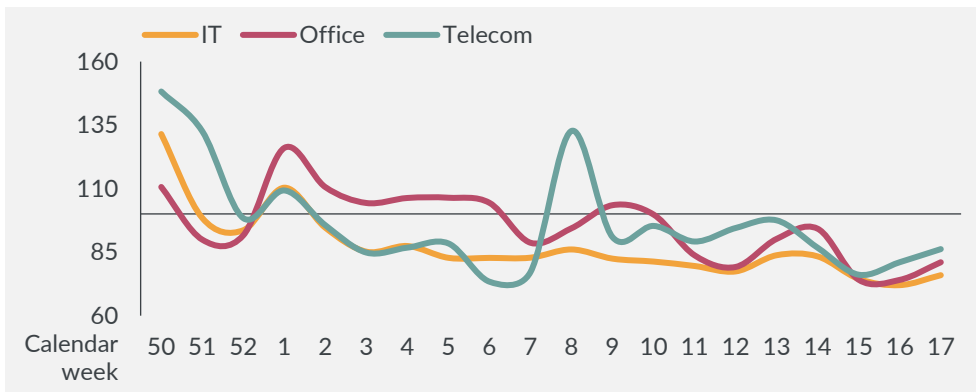
Russia

Japan

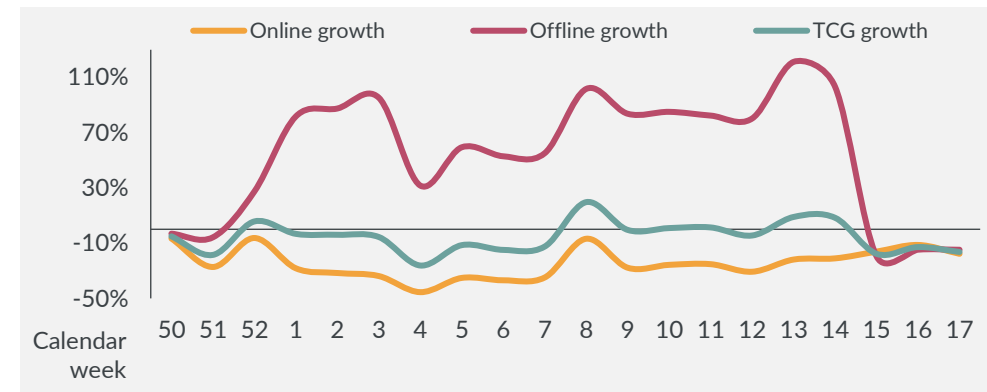
Brazil

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 17 (Apr 25 – May 01)

- The negative trends for traditional retail (-15%) and online sales (-18%) continued and delivered a downswing of the total TCG market of 16%.
- Apart from keyboards (-9%) and headsets (flat at +1%) all other IT/Office and telecom products lost in double digits, led by laser printers at -38%.
- MDA/SDA/CE products delivered the same picture, except for shavers at -8% and dental care at +3%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 17 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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Italy

Spain

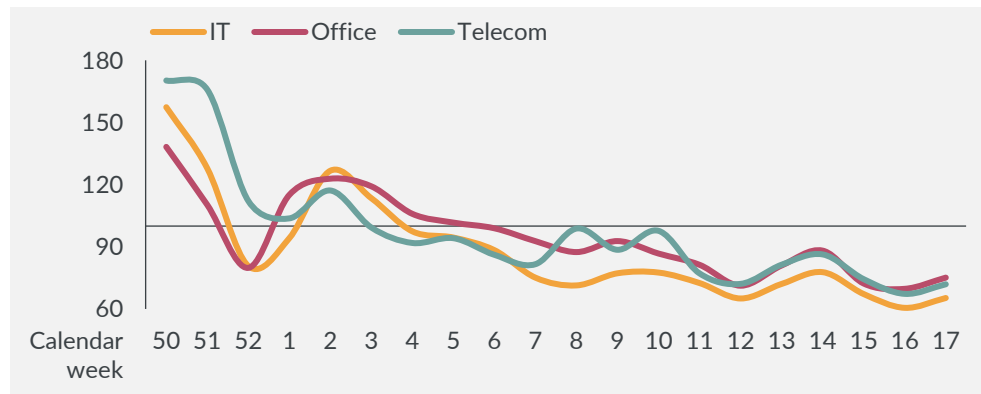
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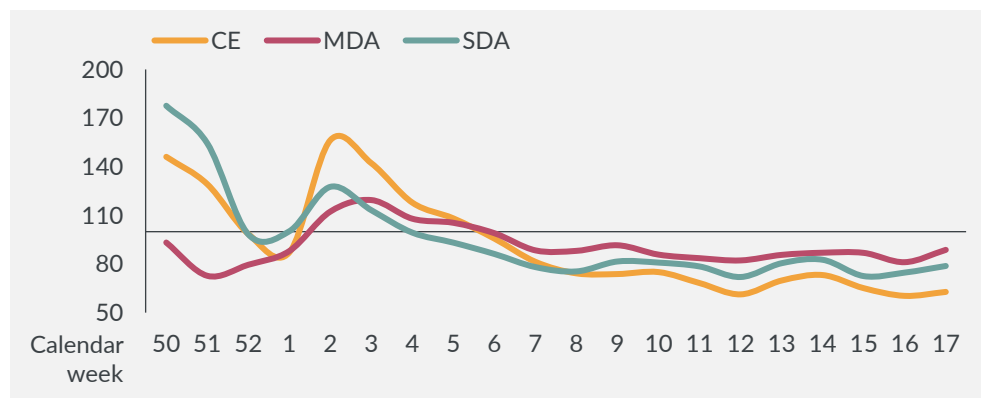
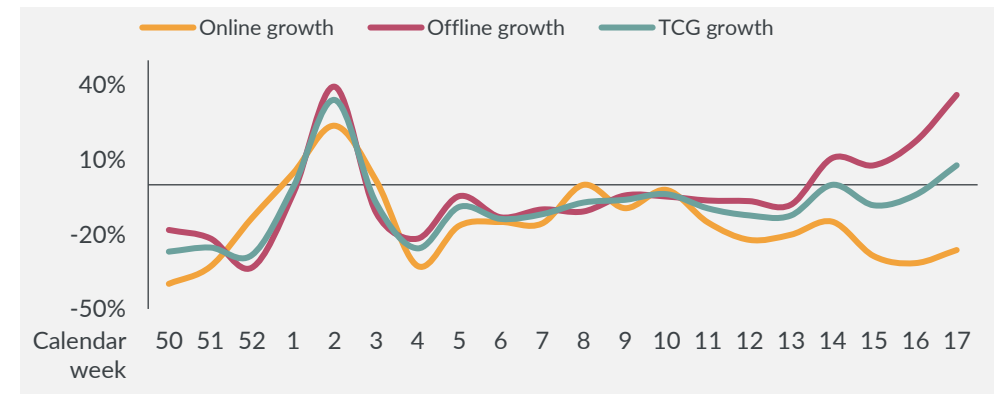
Brazil

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 17 (Apr 25 – May 01)

- Online sales delivered -26% (-32% the previous week). At +36%, traditional retail made up for online losses, resulting in a score of +8% for the total TCG market.
- All IT/Office products posted negative trends, ranging from -15% for desk computers to -2% for laser printers. Smartphones were up 11%.
- The mixed picture for MDA/SDA/CE products saw cooling and washing machines out in front at +44% and +42% respectively.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 17 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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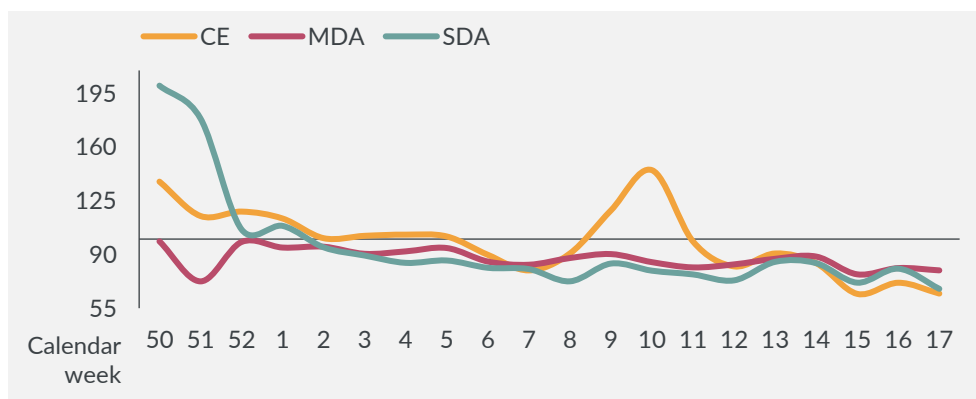
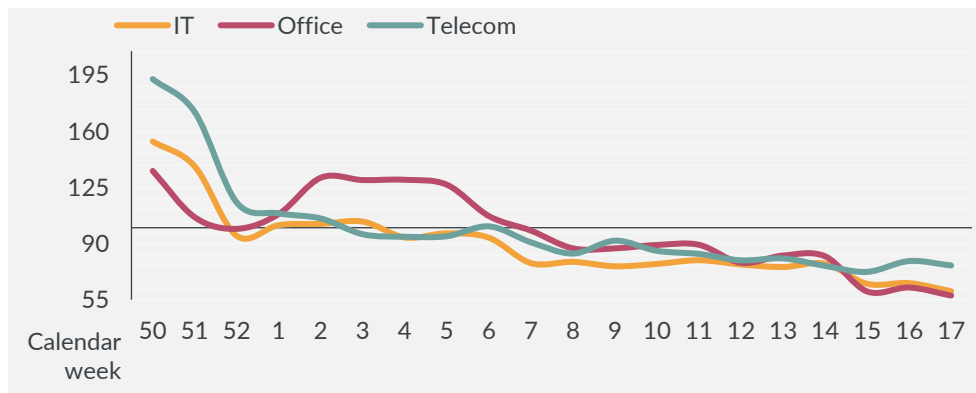
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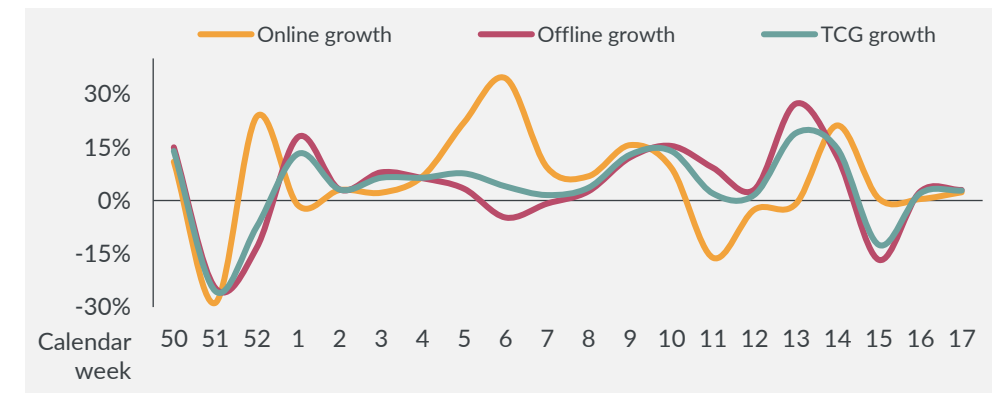
Brazil

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 17 (Apr 25 – May 01)

- There was very little movement this week, with just a slight increase of 3% for the total TCG market from both distribution types (online sales +2%, traditional retail +3%).
- Most IT/Office products were double-digit negative, led by laser printers at -48%. Media tablets were stable at +1%. Smartphones accelerated +9%.
- TVs posted a solid +21%. Audio home system (-10%) and food preparation (-22%) were the weakest products in week 17.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 17 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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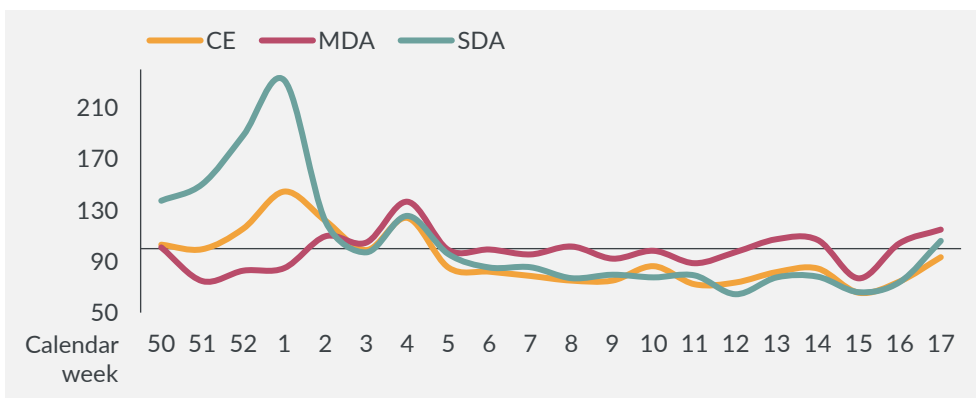
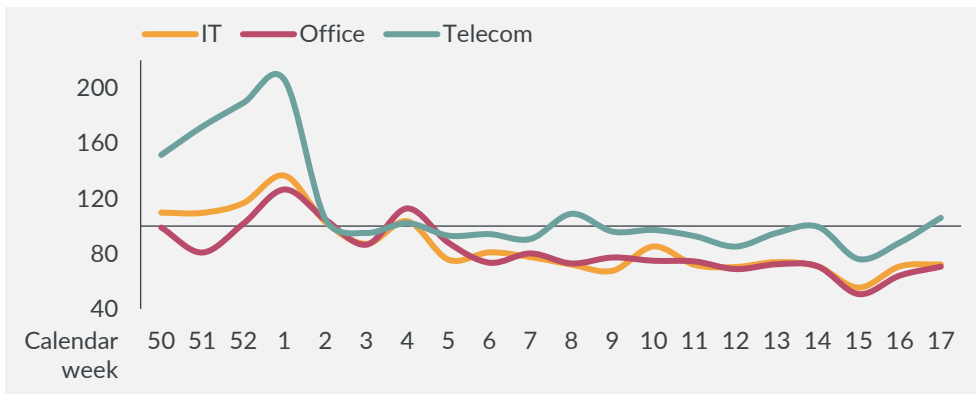
Russia

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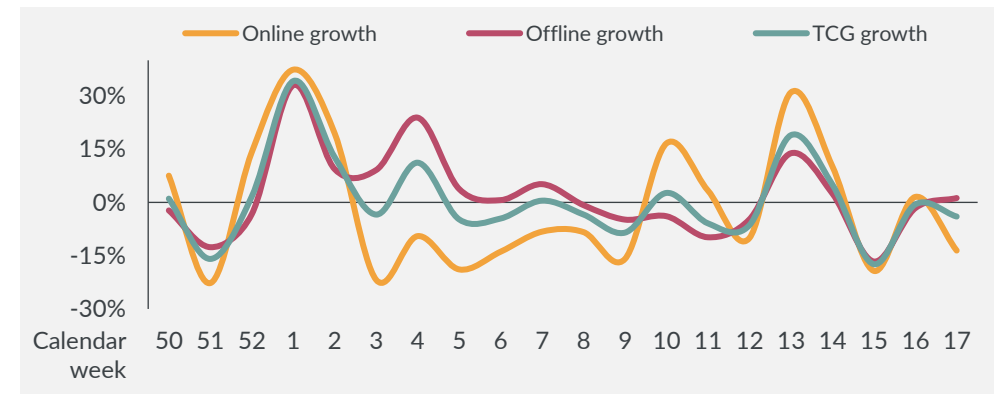
Brazil

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 17 (Apr 25 – May 01)

- Another drop for online sales (-14%) and a nearly flat traditional retail result (+1%) led to a downswing of 4% for the total TCG market.
- Apart from headsets at +3%, all IT/Office and telecom products posted negative trends, led by desk computing at -48%.
- There was a positive picture overall for MDA and SDA products, with double digits throughout barring hot beverage makers at +3%. TV sales delivered a minus of 7%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 17 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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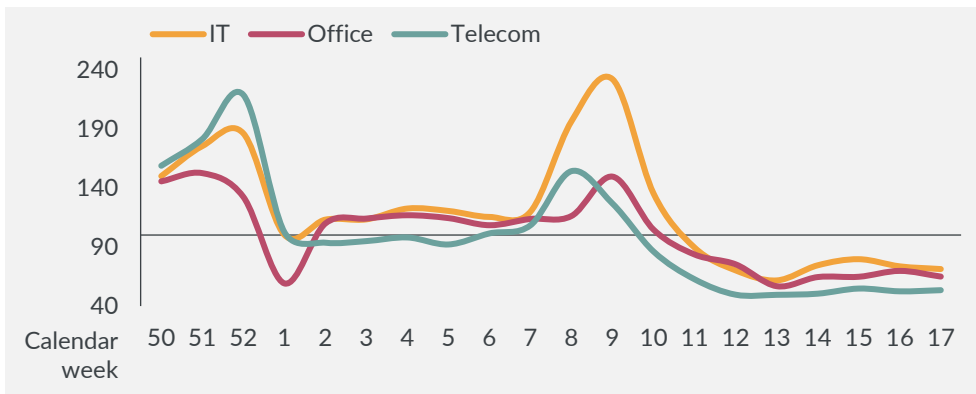
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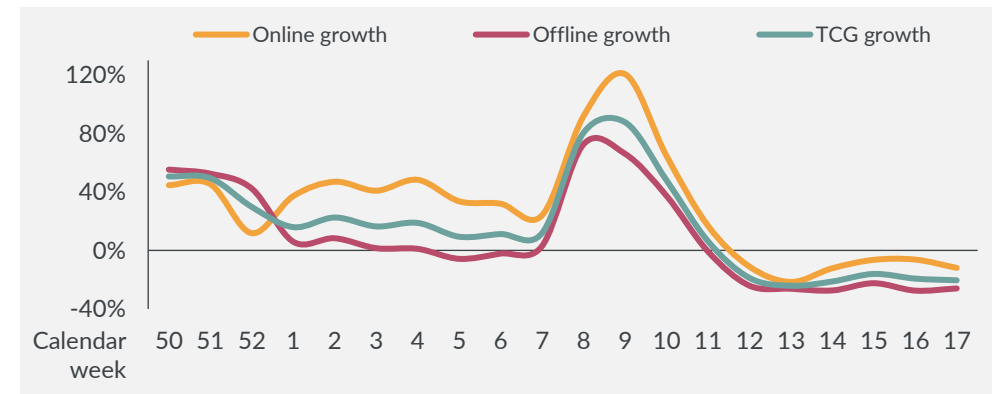
Brazil

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 17 (Apr 25 – May 01)

- The total TCG market continued its negative trend (-20%), driven by traditional retail at -26%. Online sales performed better but were still down by 12%.
- The most impacted product groups were smartphones at -33% and media tablets (-35%). Keyboards and monitors were up 17% and 25% respectively.
- Audio home systems posted an outstanding growth of +35% while all other MDA/SDA/CE products delivered a mixed picture.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 17 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



About GfK

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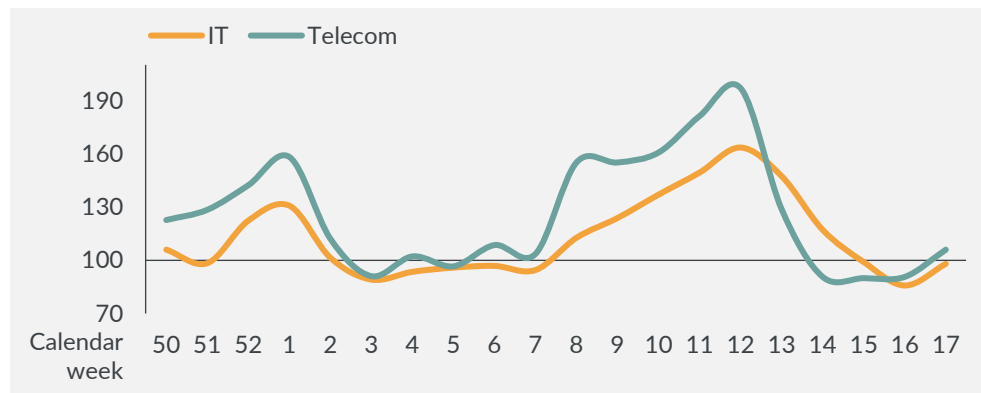
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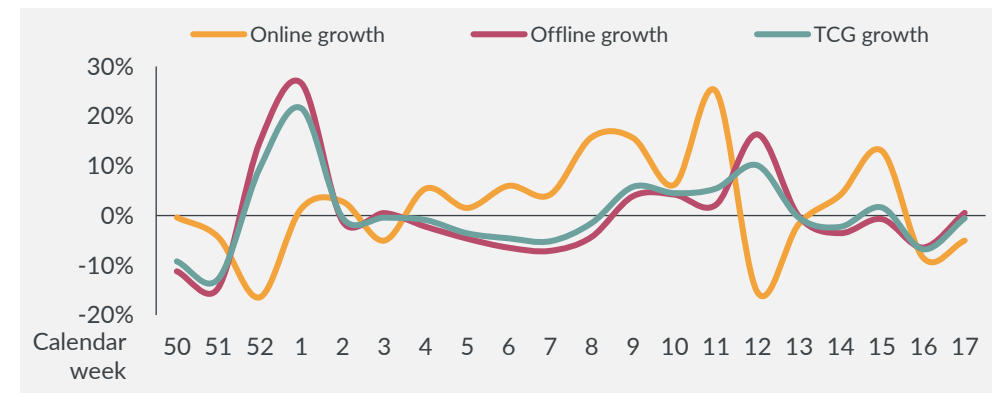
Brazil

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 17 (Apr 25 – May 01)

- Week 17 saw a fairly stable total TCG market with -5% for online sales and +0.6% for traditional retail.
- Both media tablets and mobile computing posted losses of 3% and 12% respectively. Smartphone sales were up 5%.
- MDA products witnessed increases of 12% for cooling and 11% for washing machines. CE products delivered double-digit negative trends. The weakest product group within SDA in week 17 was food preparation at -17%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 17 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



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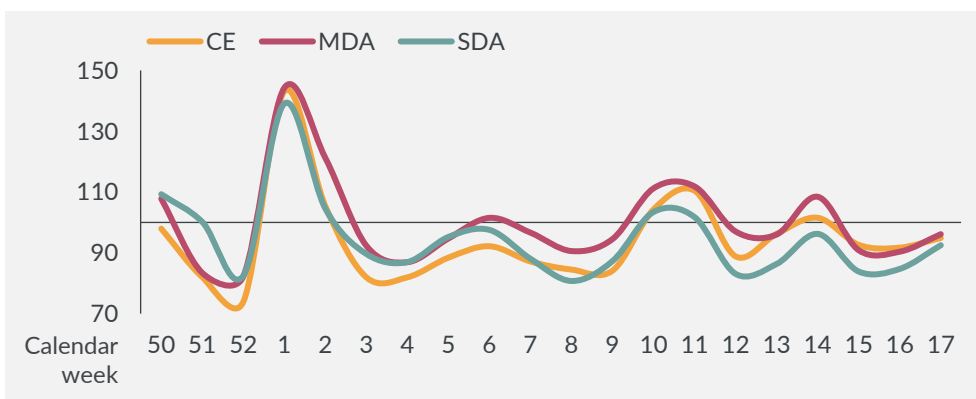
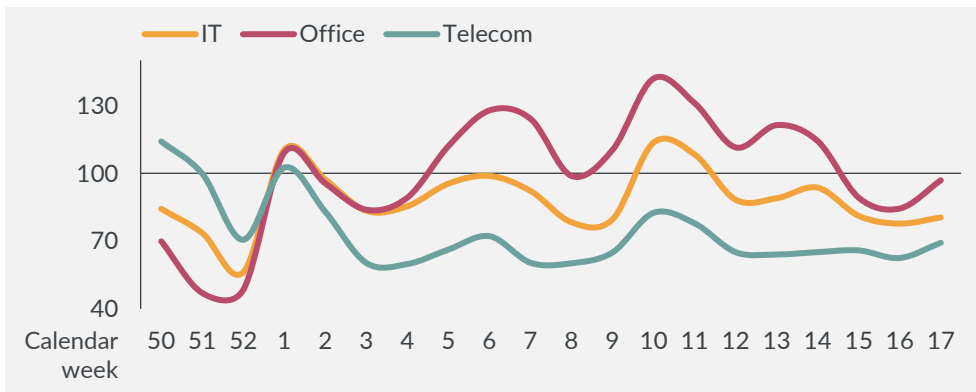
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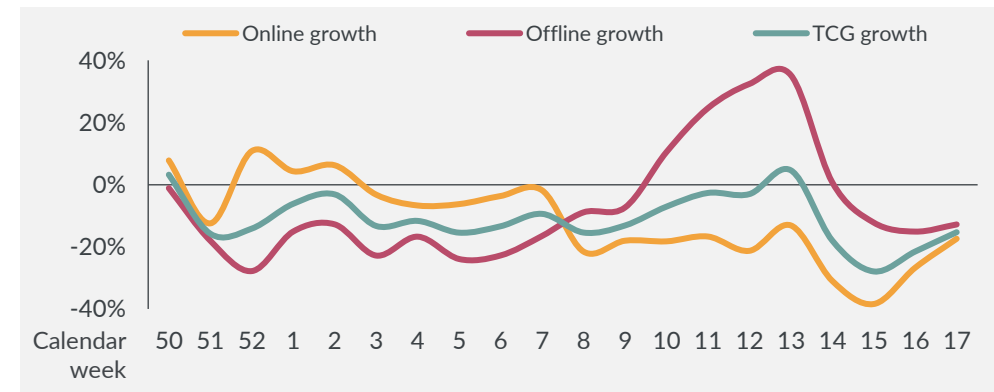
> Brazil

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 17 (Apr 25 – May 01)

- Solid decreases for both traditional retail (-13%) and online sales (-17%) delivered a negative trend (-15%) for total TCG.
- Rates for IT/Office and telecom products ranged from -27% for media tablets to -1% for laser printers. Smartphone sales were down 25%.
- All SDA product groups delivered negative trends while MDAs experienced slight increases (cooling +4%, washing machines +6%). TV sales delivered +4%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 17 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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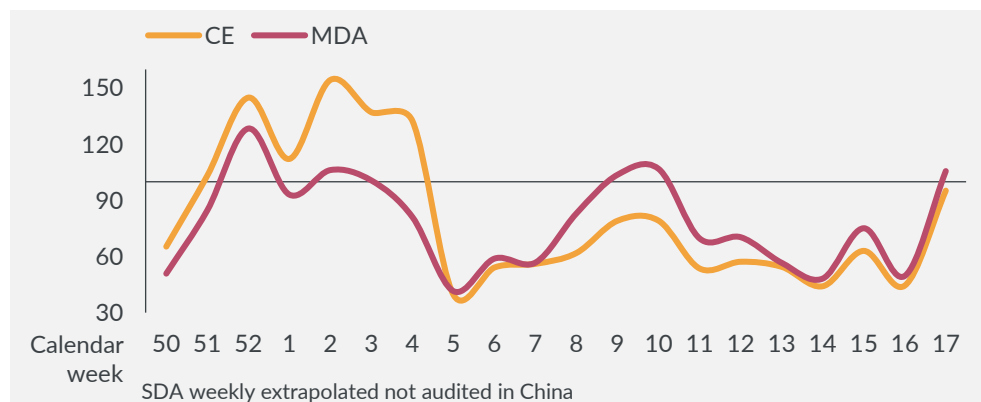
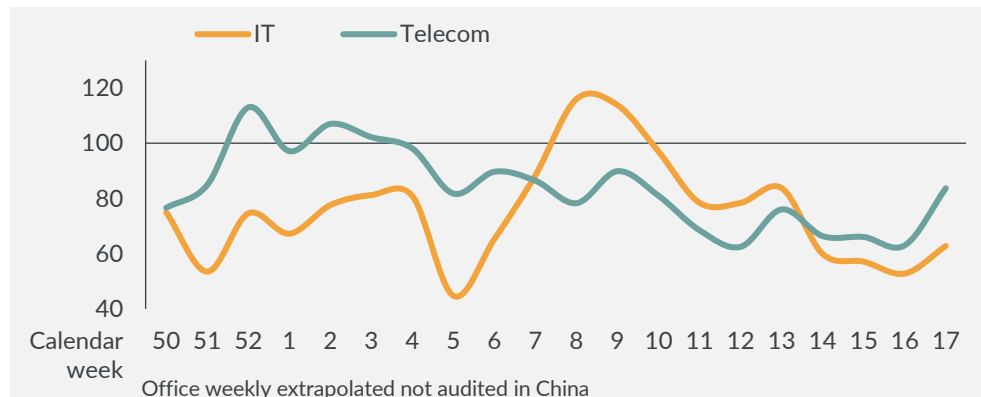
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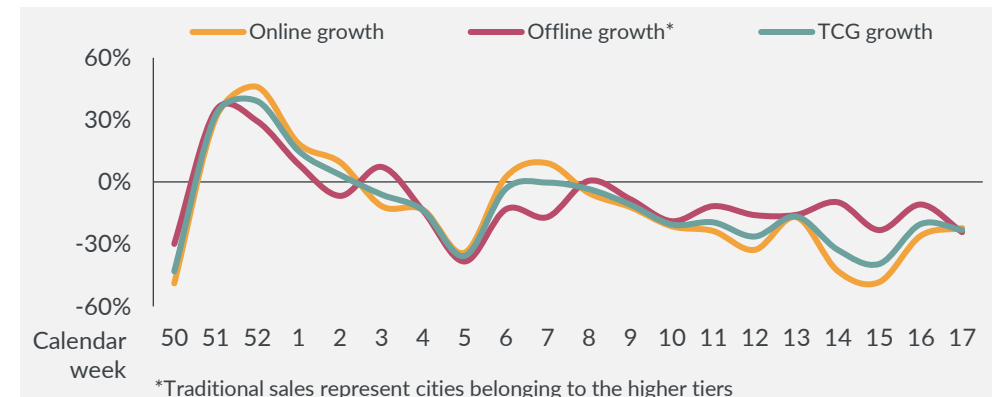
Brazil



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 17 (Apr 25 – May 01)

- Both distribution channels continued to fall week-on-week. Traditional retail posted -24% (down from -11% in week 16) and online sales shifted from -26% to -22%. Combined this delivered a minus of 23% for total TCG in week 17.
- Mobile PCs posted a decrease of 4% compared to week 17 in 2021. Smartphones delivered deceleration of 25%.
- Week 17 saw a double-digit drops for washing machines (-25%), cooling (-17%), and TV sales (-27%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 17 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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