



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 108

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: Online is the channel of choice for many



About GfK

> Fact of the week

Germany

Great Britain

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Russia

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35%

Ecommerce share
of total
T&D market

+17% growth
in the last year



63%

Purchased online

To avoid going to a
store – and plan to
continue doing so

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

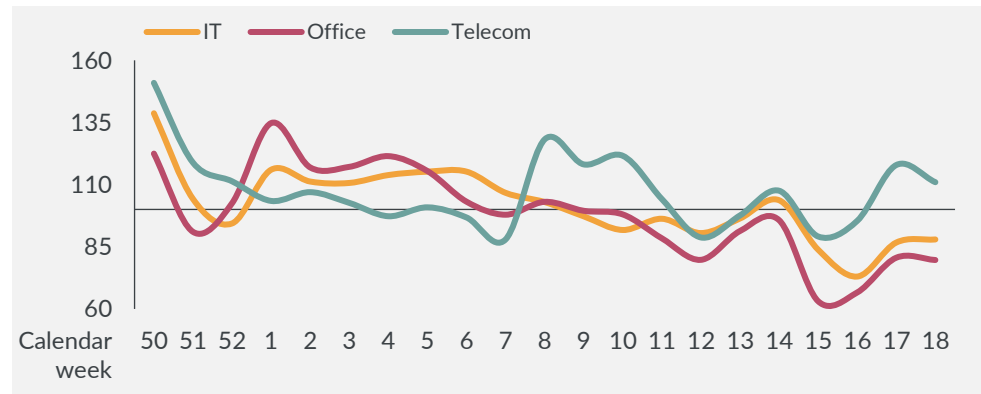
Brazil

China

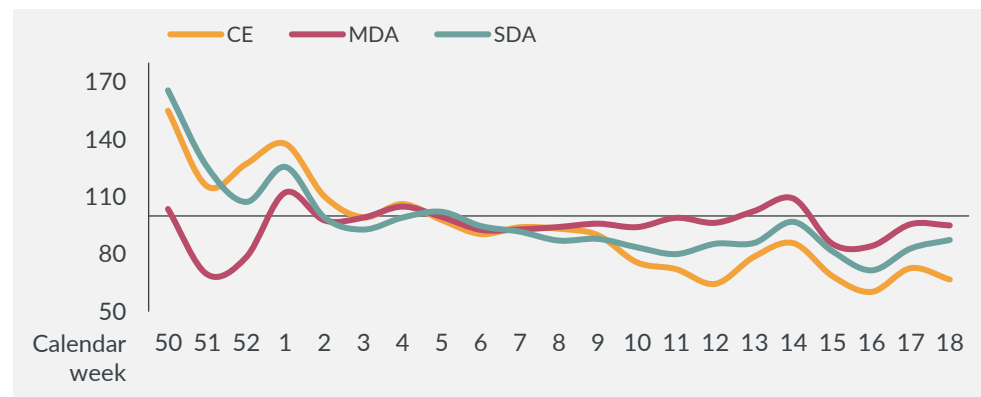
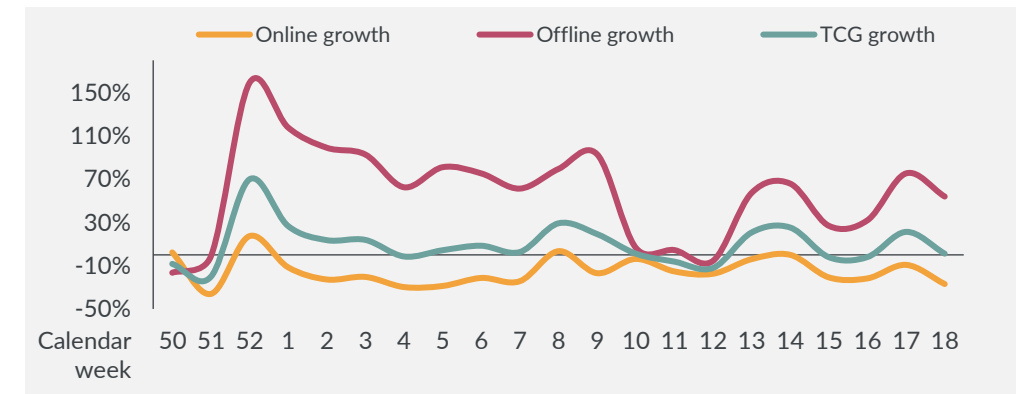
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 18 (May 02 – May 08)

- Online sales delivered -27% (-9% the previous week). At +54%, traditional retail could not compensate for online losses, resulting in a score of +1% for the total TCG market.
- Laser printers slumped at -42%. All other IT/Office product groups experienced double-digit losses apart from monitors at -4%. Smartphone sales posted solid growth of 29%.
- There were also strong losses for SDA and CE products. The only positive product group was washing machines at +4%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 18 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

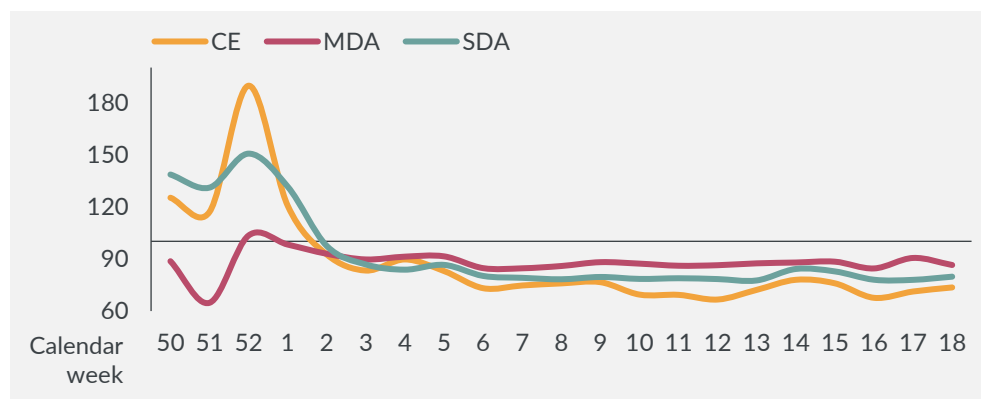
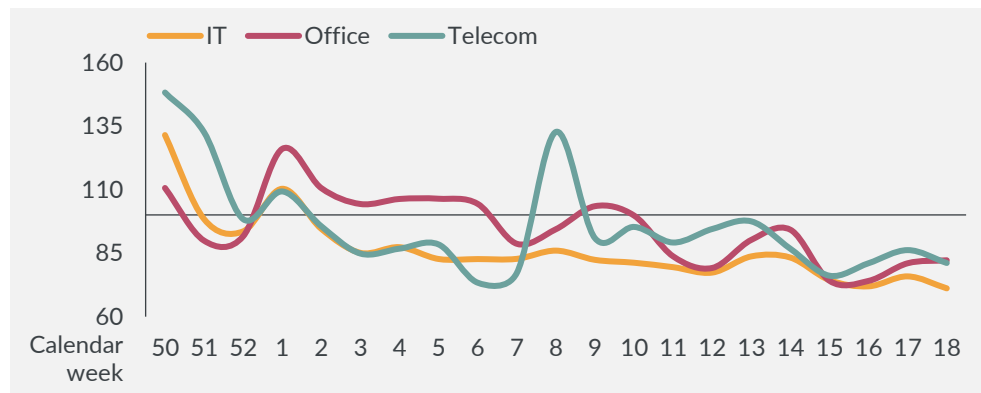
Russia

Japan

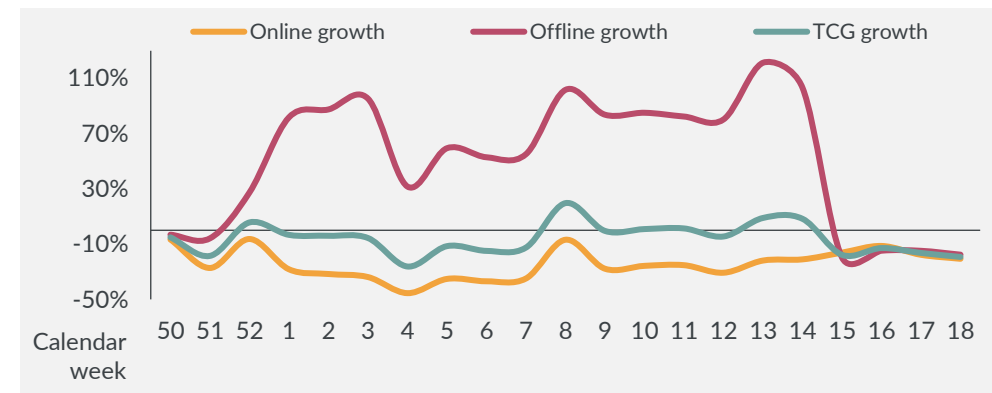
Brazil

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 18 (May 02 – May 08)

- The negative trends for traditional retail (-18%) and online sales (-21%) continued, delivering a downswing of the total TCG market of 19%.
- There were double-digit falls for most IT/Office products and smartphones. Mice were up 9% and headsets were flat at +1%.
- MDA/SDA/CE products delivered an even worse picture, with deceleration ranging from -39% for audio home systems to -2% for dental care - which saw the only single-digit downturn.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 18 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

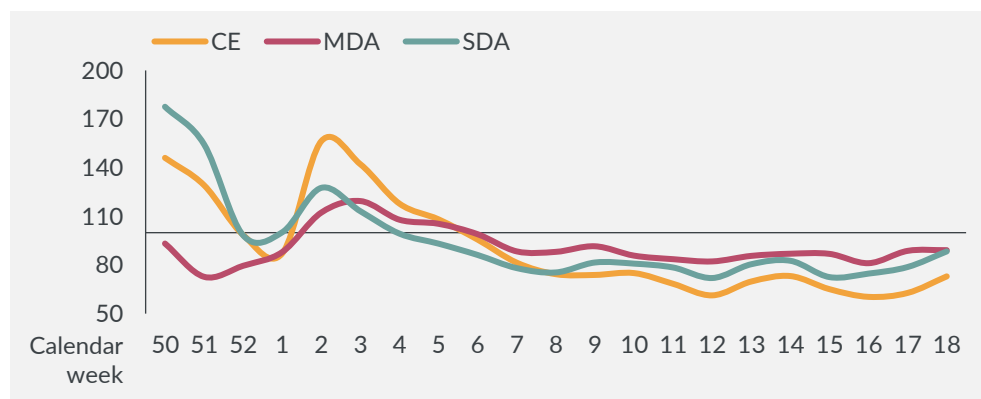
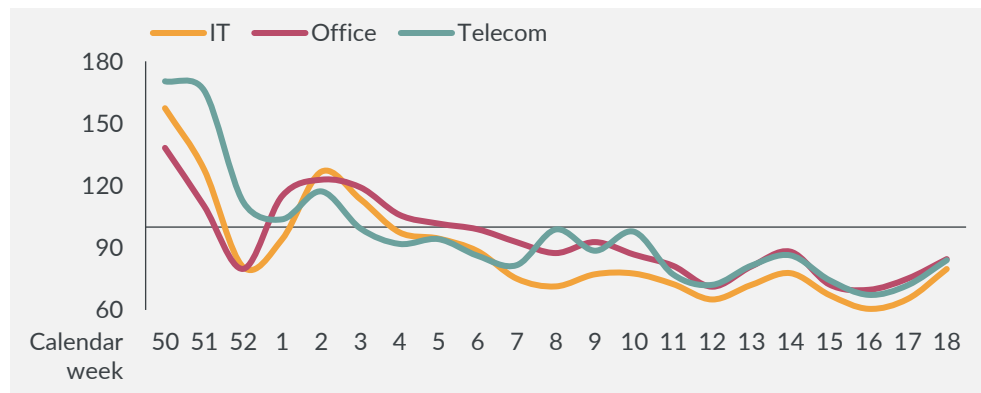
Russia

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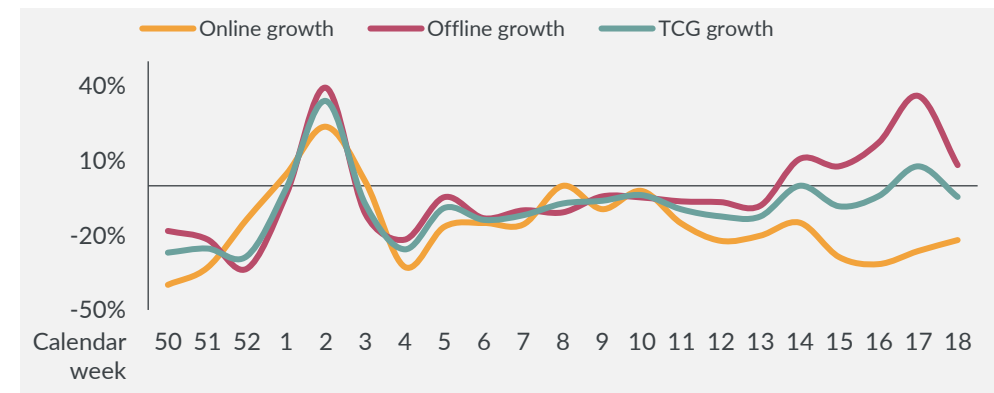
Brazil

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 18 (May 02 – May 08)

- Online sales delivered -22% (-26% the previous week). At +8%, traditional retail's gains could not make up for online's losses, resulting in a score of -5% for the total TCG market.
- All IT/Office products posted negative trends, ranging from -16% for media tablets and inkjet printers to -4% for mice. Smartphones were down 7%.
- The mixed picture for MDA/SDA/CE products saw cooling and washing machines out in front at +22% and +13% respectively.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 18 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



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Fact of the week

Germany

Great Britain

France

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Spain

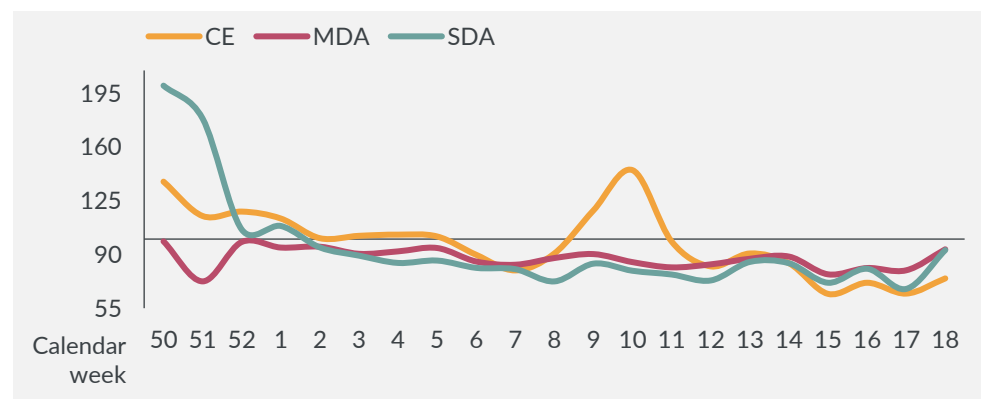
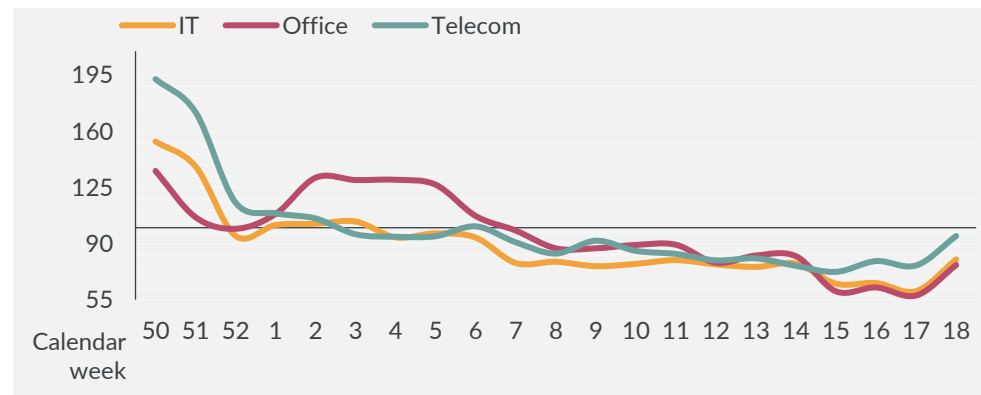
Russia

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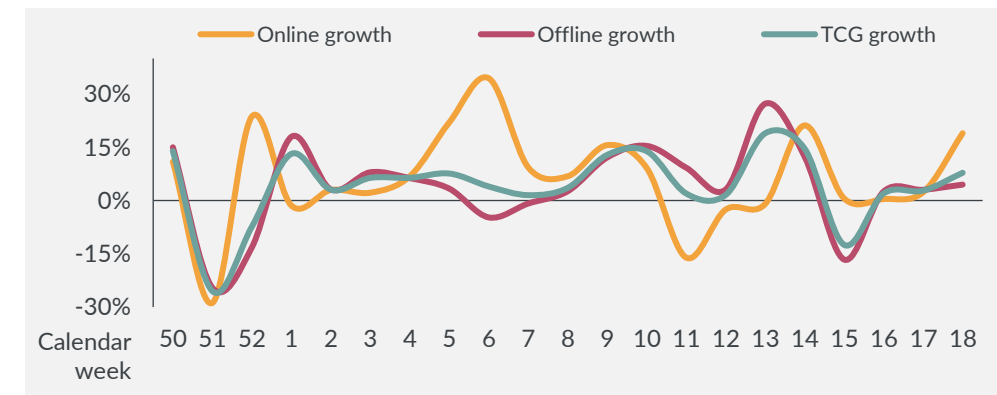
Brazil

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 18 (May 02 – May 08)

- The total TCG market grew by 8%, driven by online sales posting +19%. Traditional retail delivered a slight increase of 5%.
- IT/Office products ranged from -29% for laser printers to +21% for media tablets. Smartphones accelerated at 11%.
- PTV lost its lead position in growth rates (+18%) to soundbars (+31%). Washing machines and cooling were stable at +0.1% and 0.9% respectively. Air treatment was the outlier at -17%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 18 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

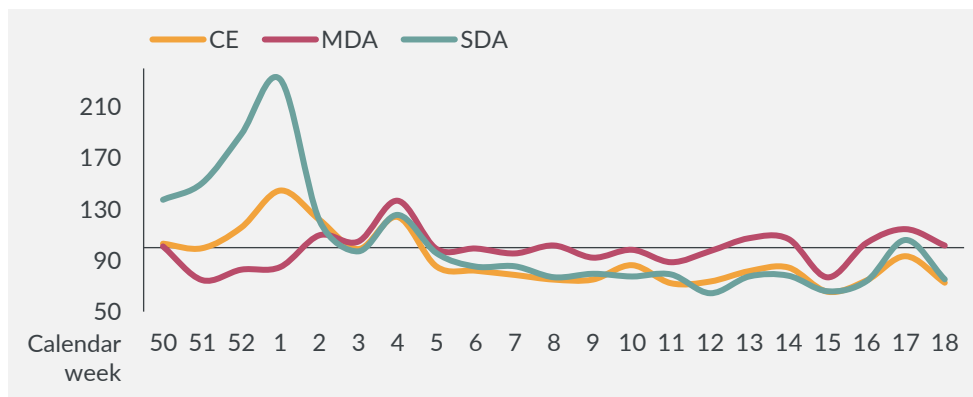
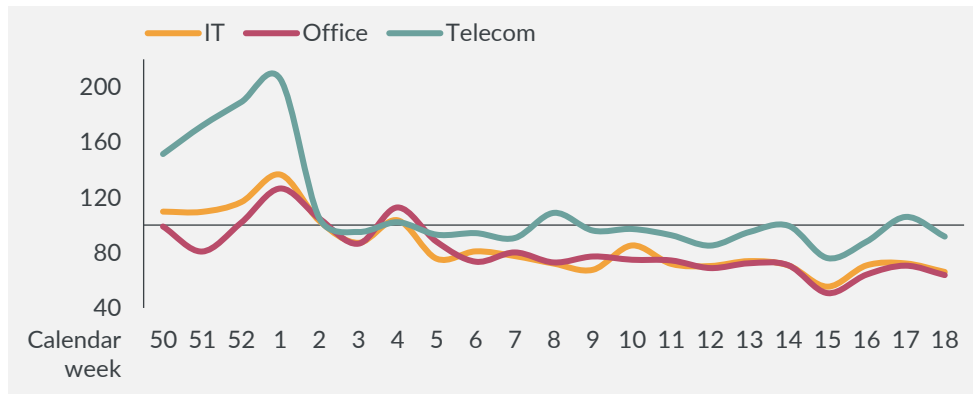
Russia

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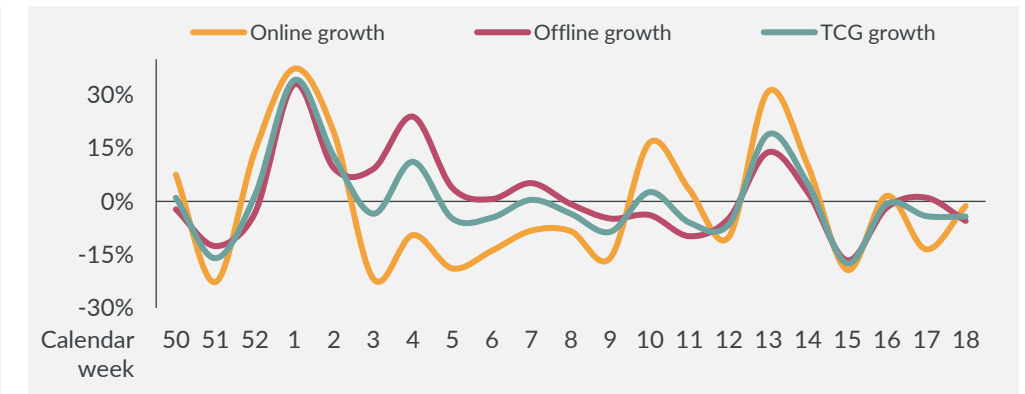
Brazil

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 18 (May 02 – May 08)

- Another drop for traditional retail (-5%) and a nearly flat online sales result (-1%) led to a downswing of 4% for the total TCG market.
- Desk computing posted a strong negative result of -40%. Printers lost 9%. Smartphone sales were slightly up by 2%.
- MDAs were flat at +1%. Audio home systems were the weakest product group in week 18 at -13%. TV sales delivered a minus of 9%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 18 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

Germany

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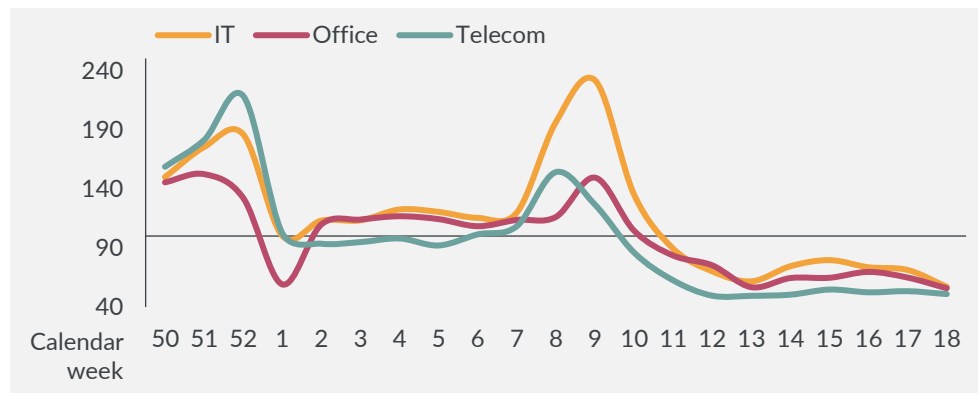
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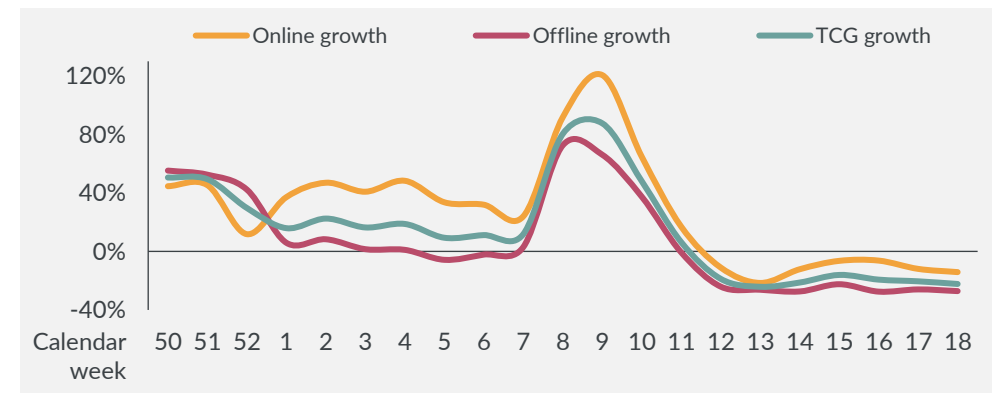
Brazil

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 18 (May 02 – May 08)

- The total TCG market continued its negative trend (-22%), driven by traditional retail at -27%. Online sales performed better but were still down by 14%.
- The most impacted product groups were smartphones at -31% and media tablets (-35%). Keyboards and monitors were up 26% and 23% respectively.
- Audio home systems posted an outstanding growth of +36% while SDA products delivered a mixed picture. MDAs were down 22%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 18 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

Fact of the week

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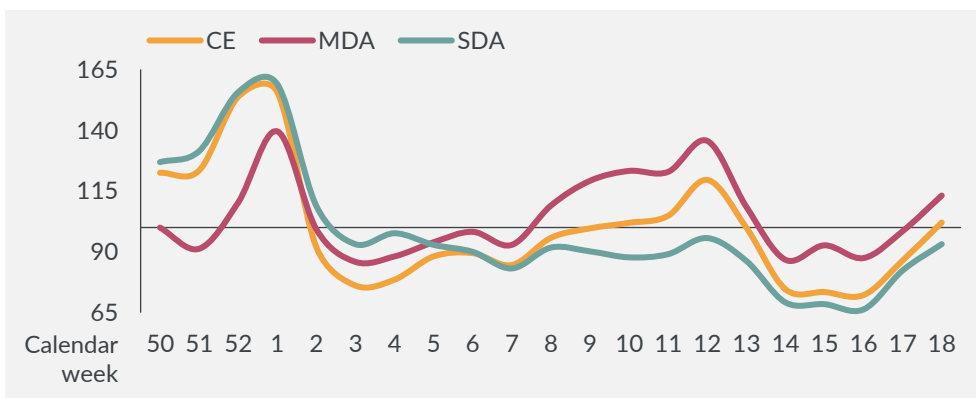
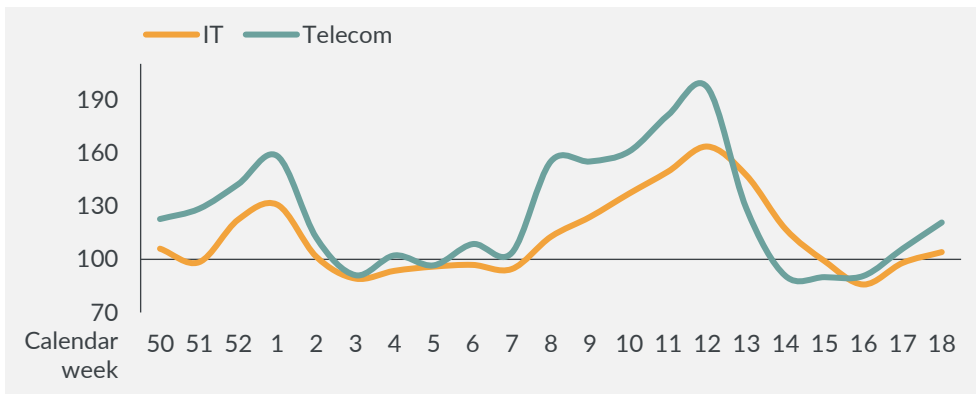
Russia

> Japan

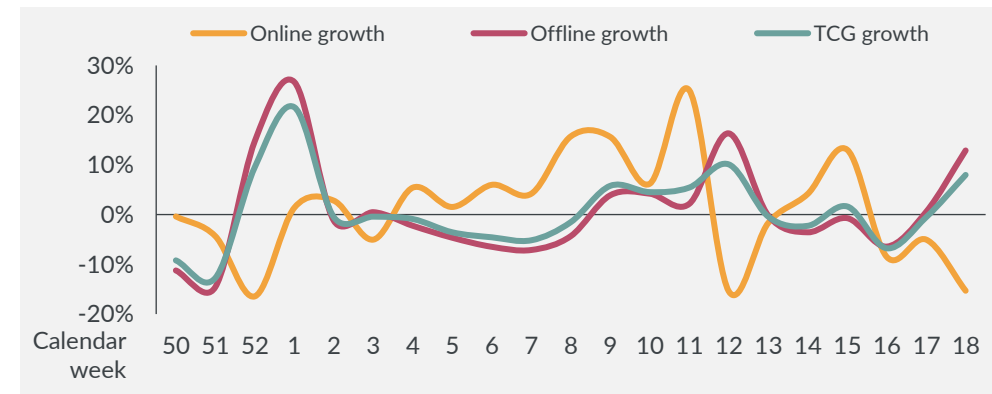
Brazil

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 18 (May 02 – May 08)

- Week 18 saw a recovery of traditional retail at +13% while online sales dropped by 15%. The result for total TCG was +8%.
- Media tablets posted growth of 12% and mobile computing was up 2%. Smartphone sales accelerated by 26%. Headsets lost 8%.
- MDA products witnessed increases at +15% for both cooling and washing machines. SDA products delivered a mixed picture with positive trends for vacuum cleaners and shavers at +5%. TV sales were stable.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 18 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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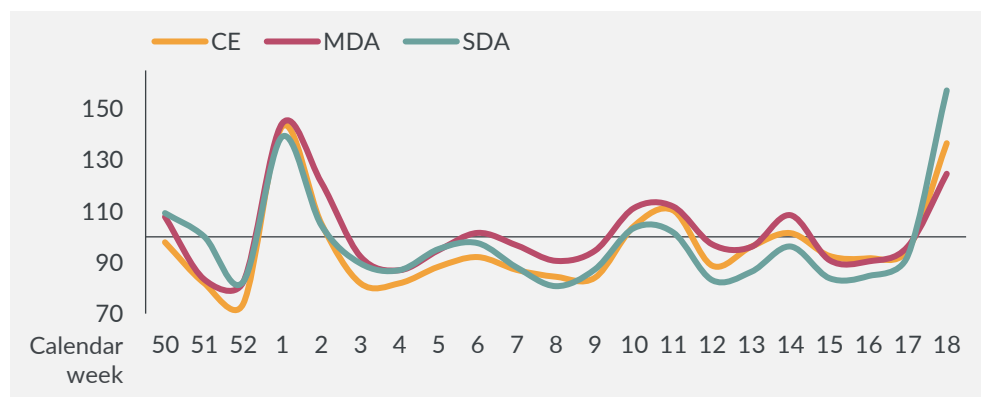
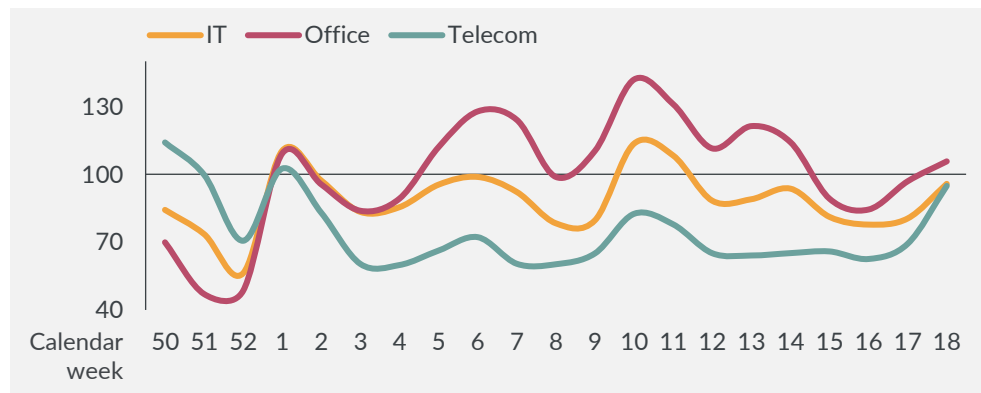
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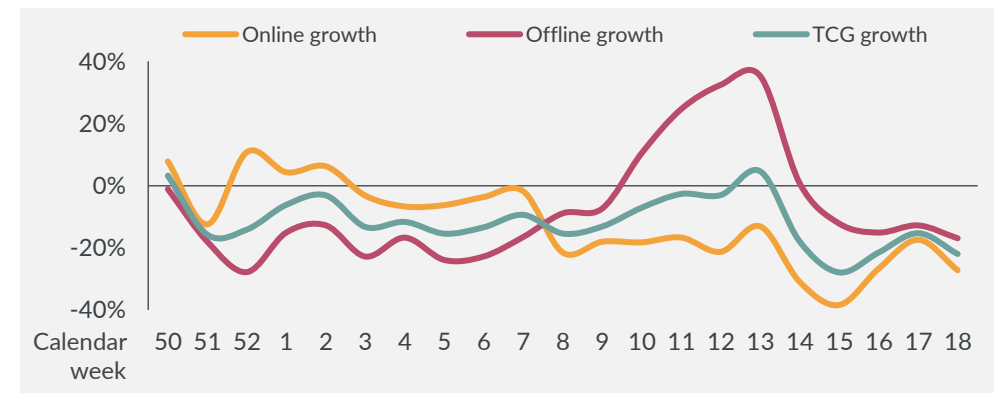
> Brazil

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 18 (May 02 – May 08)

- Solid decreases for both traditional retail (-17%) and online sales (-27%) delivered a negative trend (-22%) for total TCG.
- Rates for IT/Office and telecom products ranged from -37% for smartphones to -0.4% for desk computing. Laser printers were the ray of light at +17%.
- All SDA product groups delivered negative trends – with shavers out in front at -12%. MDAs experienced slight increases of 3%. TV sales delivered +4%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 18 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

Germany

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Spain

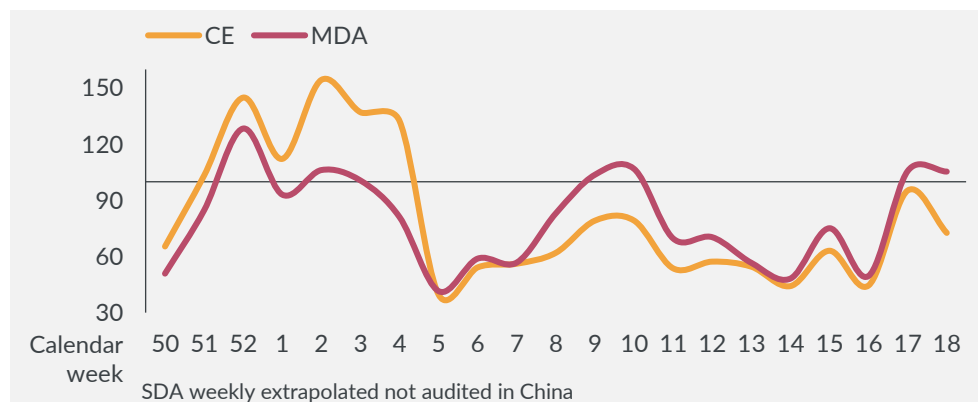
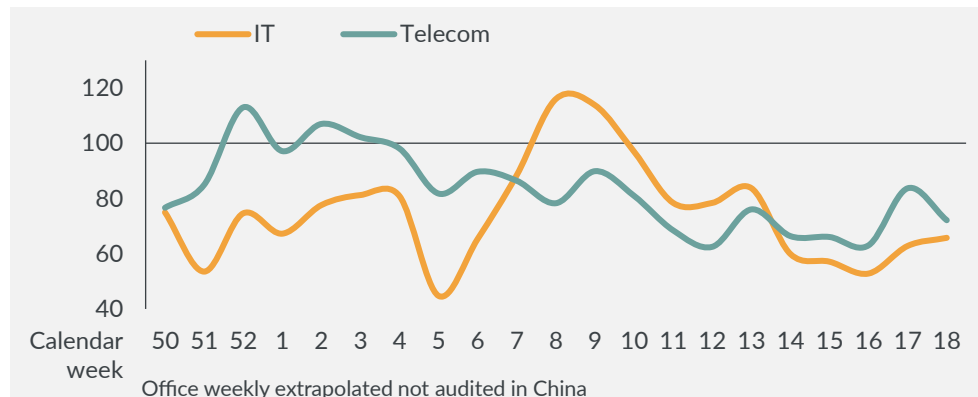
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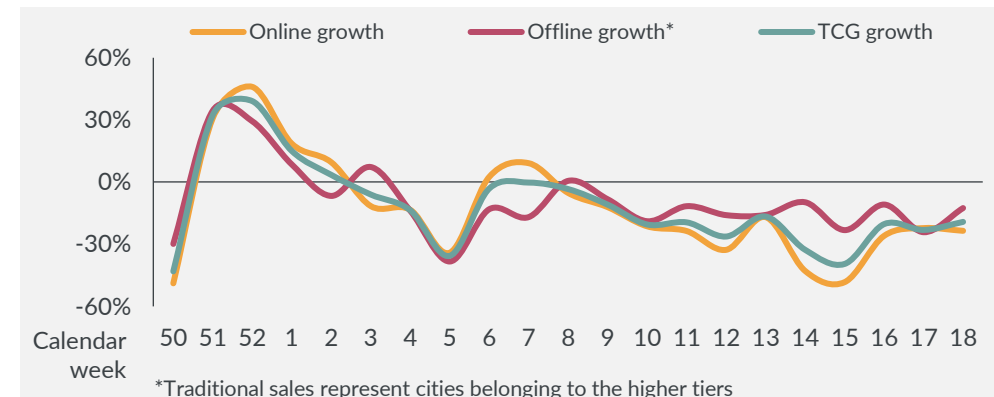
Brazil



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 18 (May 02 – May 08)

- Both distribution channels continued to fall week-on-week. Traditional retail posted -13% (down from -24% in week 17) and online sales shifted from -22% to -24%. Combined this delivered a minus of 19% for total TCG in week 18.
- Mobile PCs posted a decrease of 37% compared to week 18 in 2021. Smartphones delivered deceleration of 19%.
- Week 18 saw a double-digit drops for TV sales (-17%) and washing machines (-14%). Cooling experienced a small decrease of 1%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 18 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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