



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 109

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 features - growth trend continues



About GfK

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Sales Value USD % growth | Jan-Mar 2022 vs 2021



70+ inches

+22%



TVs

-1%



Height <18mm

+15%



Notebooks

+7%



Robots w
docking station

+226%



Vacuum Cleaners

-2%



>900USD

-2%



Smartphones

-7%

It is important to indulge or pamper myself
on a regular basis.

37% ↑

global respondents agreeing

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



About GfK

Fact of the week

> Germany

Great Britain

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Italy

Spain

Russia

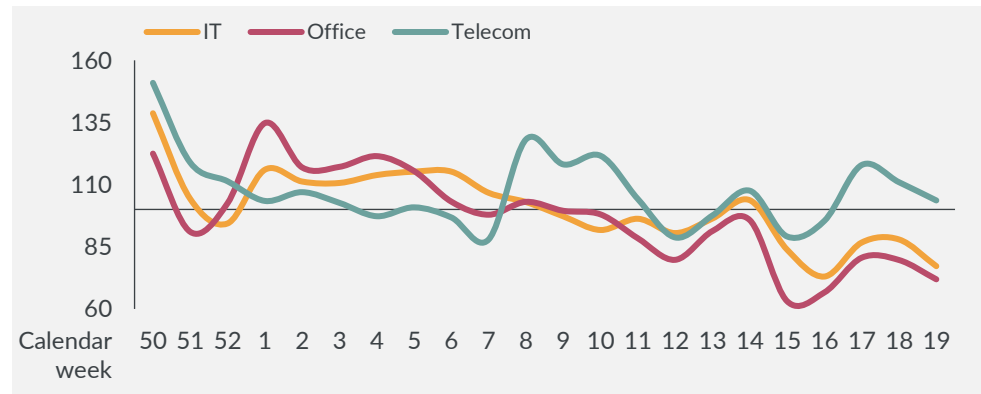
Japan

Brazil

China

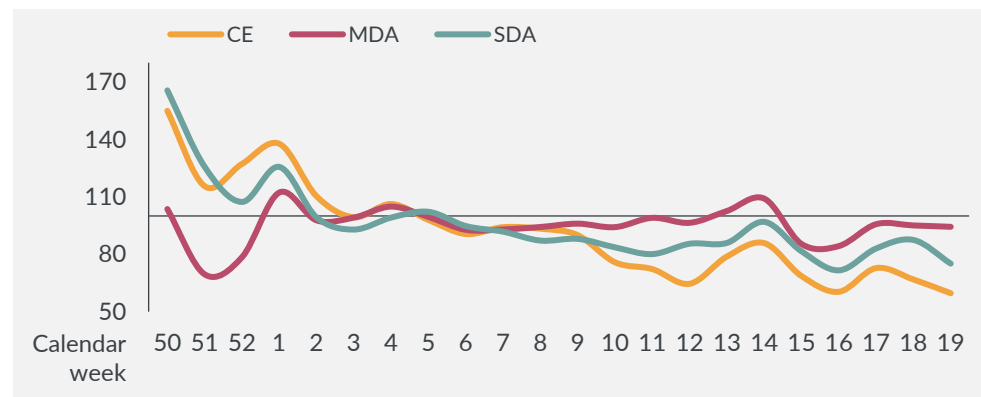
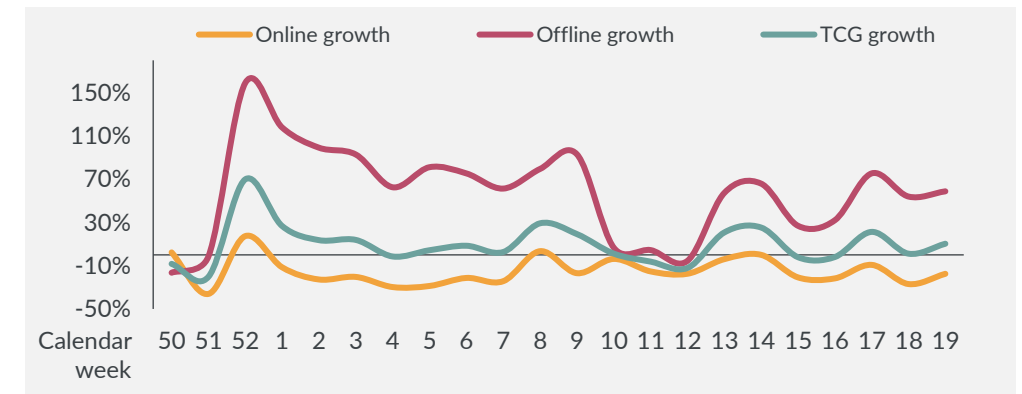
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 19 (May 09 – May 15)

- Online sales delivered -17% (-27% the previous week). At +59%, traditional retail compensated for online losses, resulting in a score of +10% for the total TCG market.
- Laser printers slumped at -32%. All other IT/Office product groups experienced losses apart from monitors at +2%. Inkjet printers were stable. Smartphone sales posted solid growth of 35%.
- There were also strong losses for CE products, and food preparation decreased by 25%. MDAs won in double-digits.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 19 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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Fact of the week

Germany

> Great Britain

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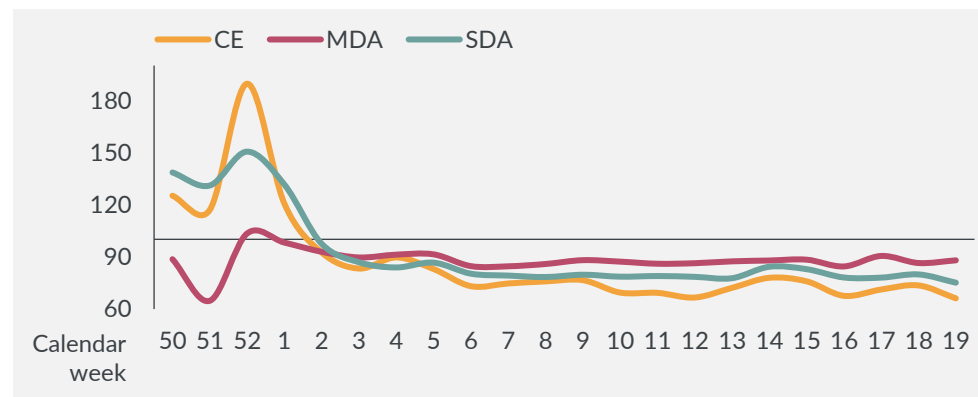
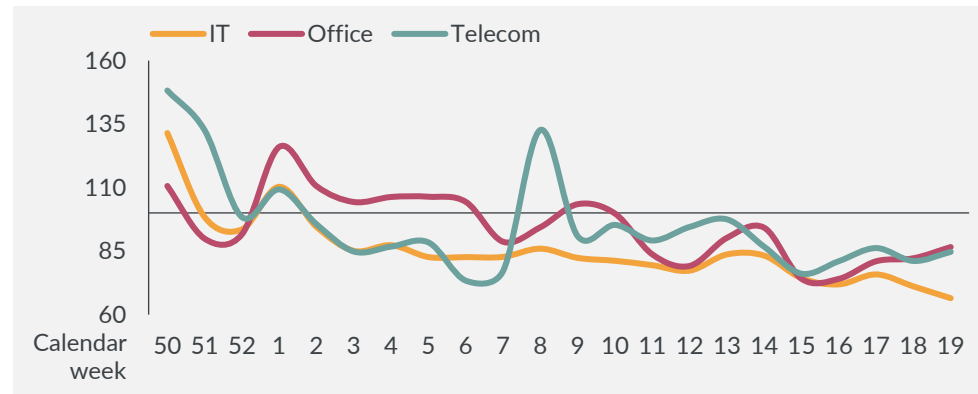
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Japan

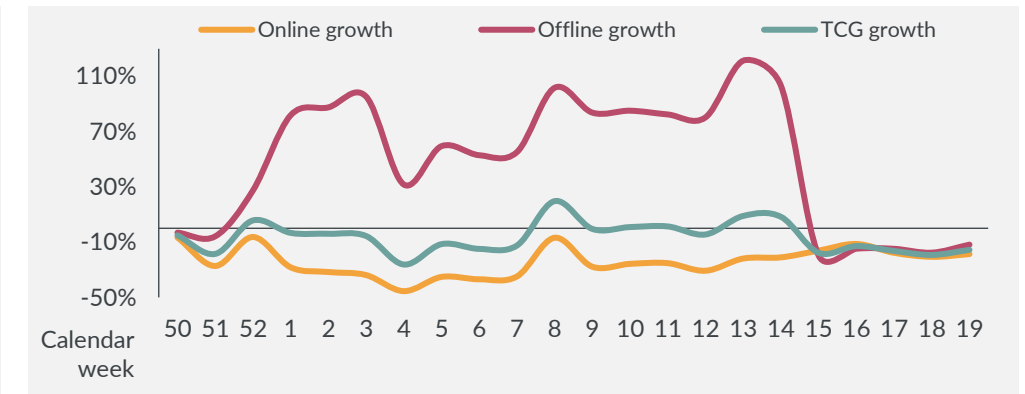
Brazil

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 19 (May 09 – May 15)

- The negative trends for traditional retail (-12%) and online sales (-19%) continued, delivering a downswing of the total TCG market of 16%.
- There were double-digit falls for most IT/Office products and smartphones. Headsets were down 3% and laser printers 7%.
- MDA/SDA/CE products delivered an even worse picture, with deceleration ranging from -41% for soundbars to -2% for shavers.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 19 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

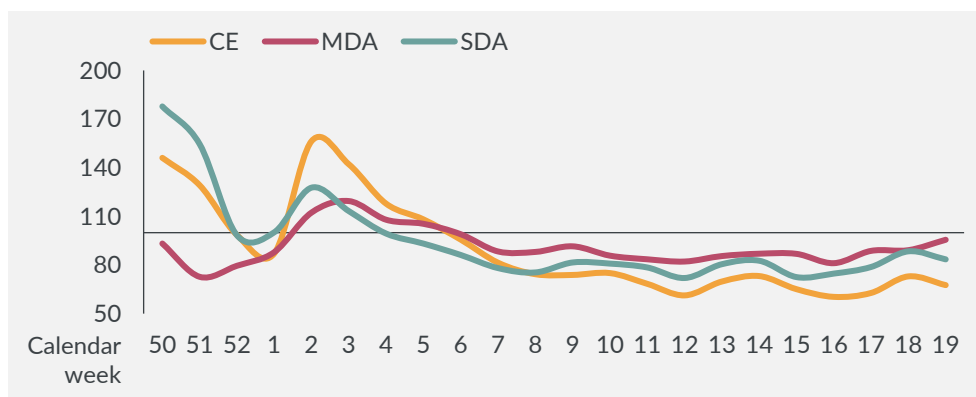
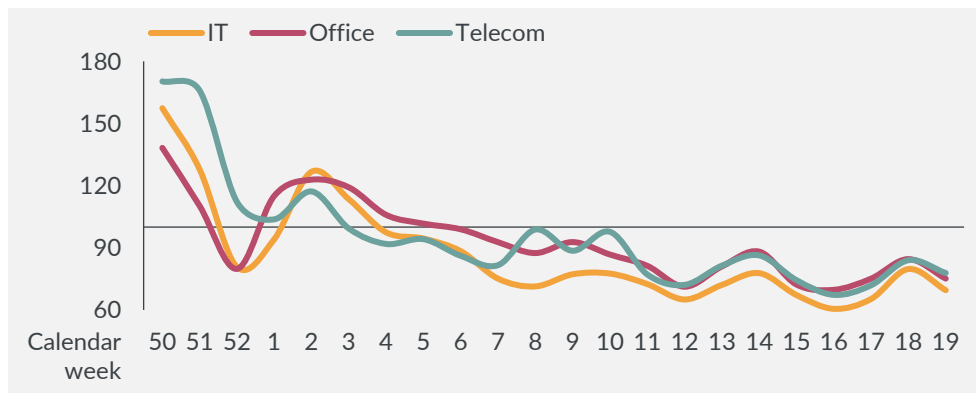
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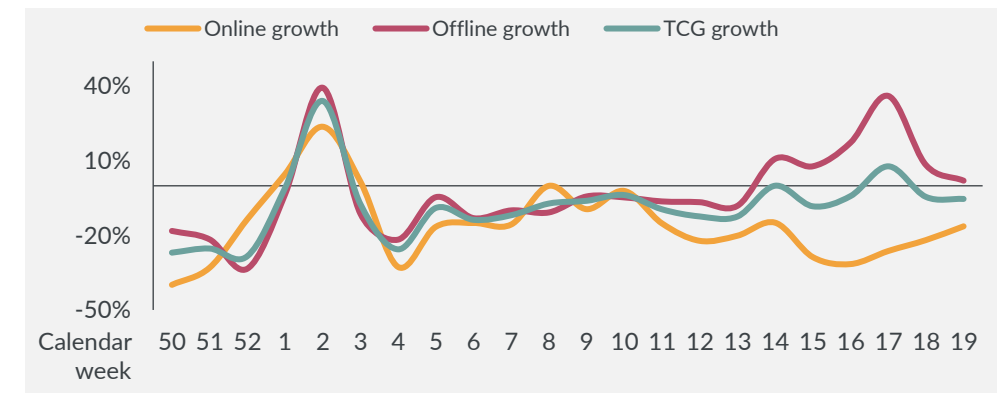
Brazil

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 19 (May 09 – May 15)

- Online sales delivered -16% (-22% the previous week). At +2%, 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 -27% for mice to -2% for laser printers. Smartphones were down 11%.
- The mixed picture for MDA/SDA/CE products saw air treatment and dental care out in front at +70% and +61% respectively while CE products lost in solid double digits at between 20% and 36%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 19 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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> Italy

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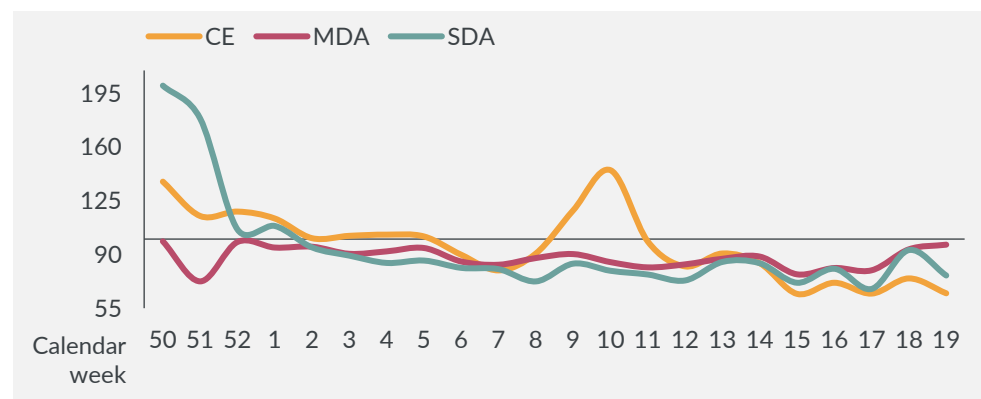
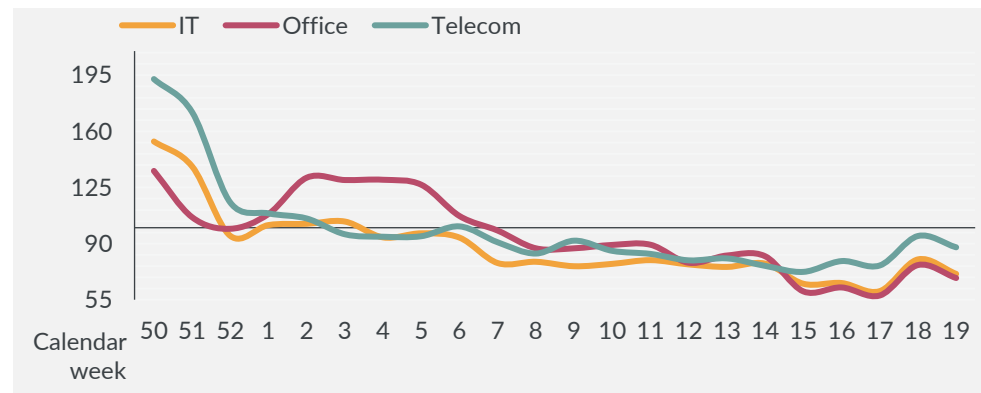
Russia

Japan

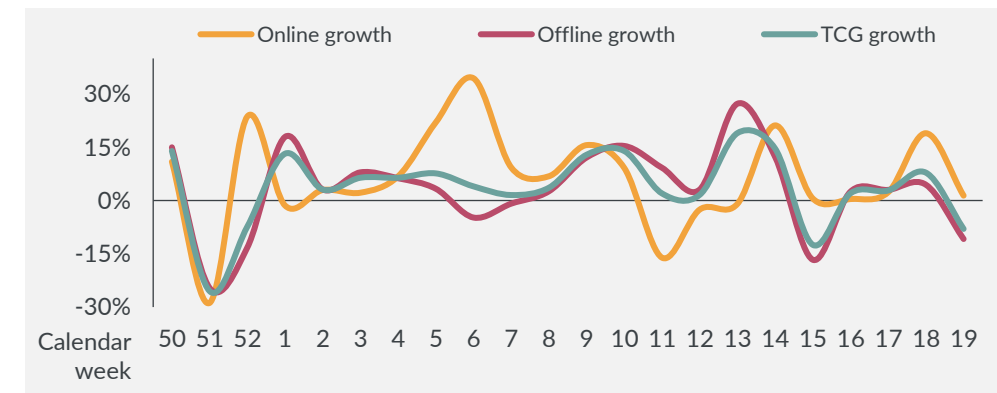
Brazil

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 19 (May 09 – May 15)

- The total TCG market fell by 8%, driven by traditional retail posting -11%. Online sales were up 1% (from +19% in week 18).
- IT/Office products ranged from -30% for mobile computing to +4% for media tablets. Smartphones decelerated at -6%.
- MDA/SDA/CE products posted negative or flat results, with the exception of shavers and soundbars at +3% and +5% respectively. The weakest product group in week 19 was food preparation at -18%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 19 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

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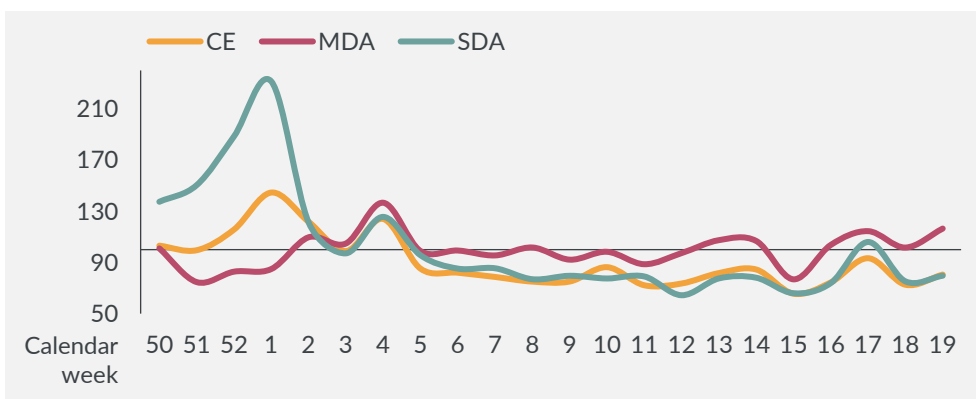
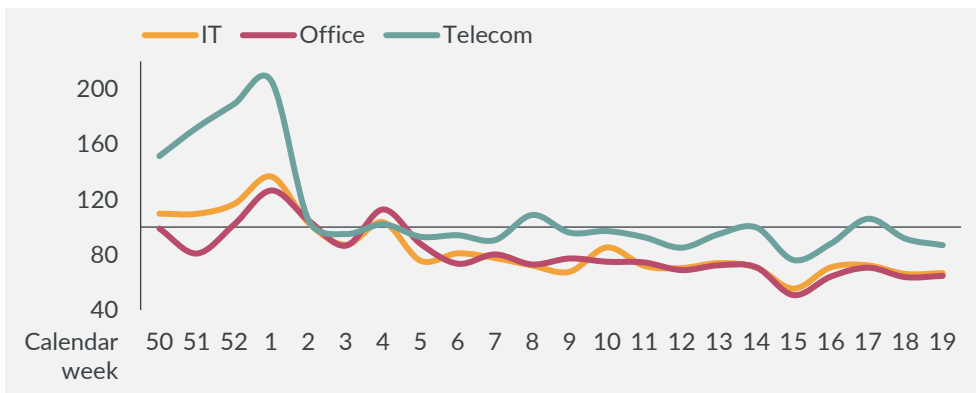
Russia

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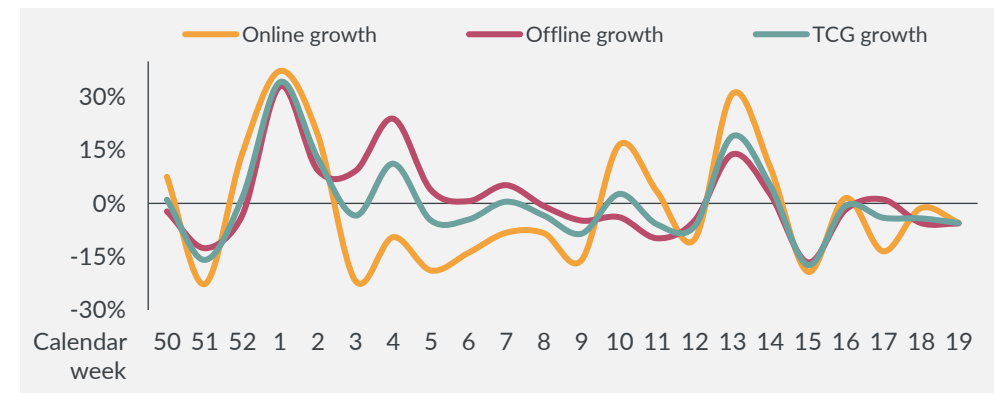
Brazil

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 19 (May 09 – May 15)

- Both distribution types dropped by similar rates, online sales by 5% and traditional retail by 6% which led to a downswing of 6% for the total TCG market.
- Most IT/Office and telecom products posted double-digit decreases. Laser printers and smartphones delivered -2%.
- The mixture picture for MDA/SDA/CE products saw audio home systems slumping at -25%. Cooling and washing machines were the leading product groups at +7% and 10% respectively.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 19 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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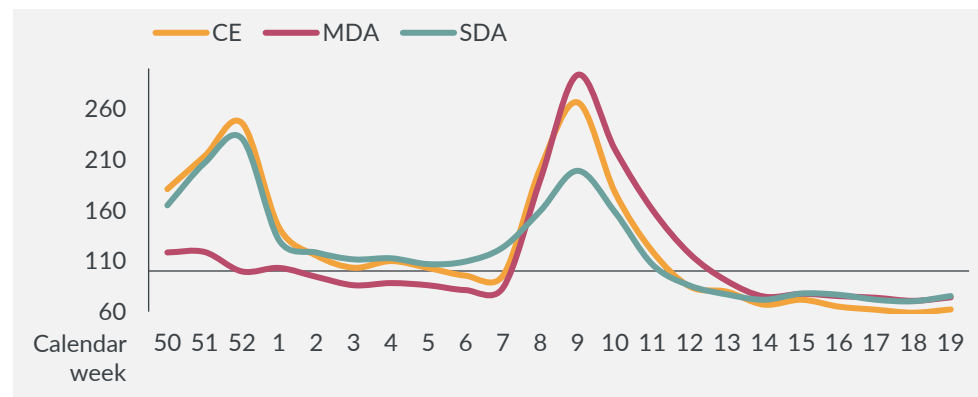
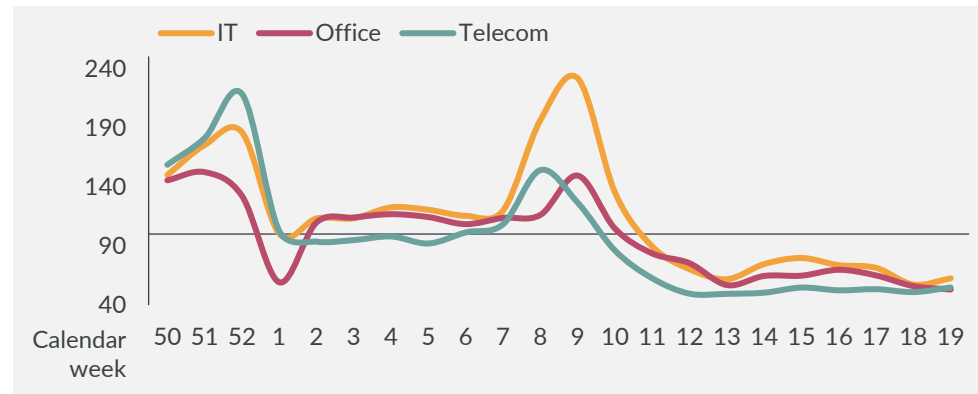
> Russia

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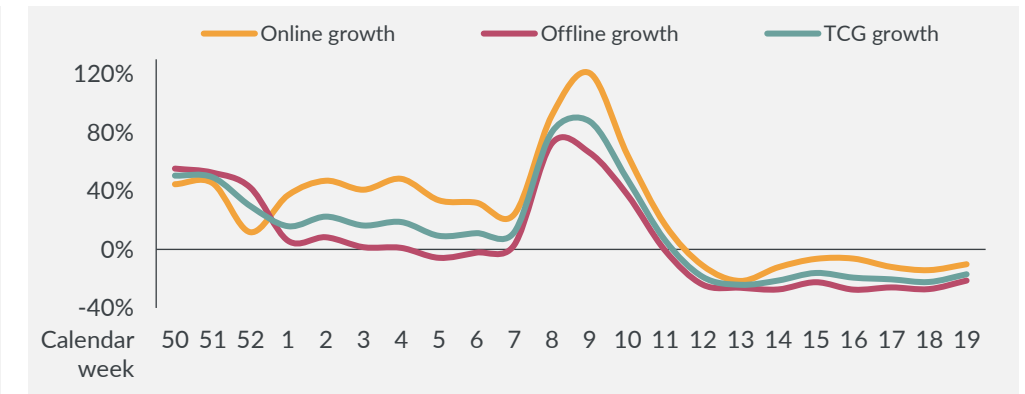
Brazil

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 19 (May 09 – May 15)

- The total TCG market continued its negative trend (-17%), driven by traditional retail at -21%. Online sales performed better but were still down by 10%.
- The most impacted product groups were media tablets (-29%), smartphones (-27%), and desk computing (-27%). Keyboards were up 28%.
- Audio home systems posted an outstanding growth of +53% while MDAs were down 15%. SDA products delivered positive trends.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 19 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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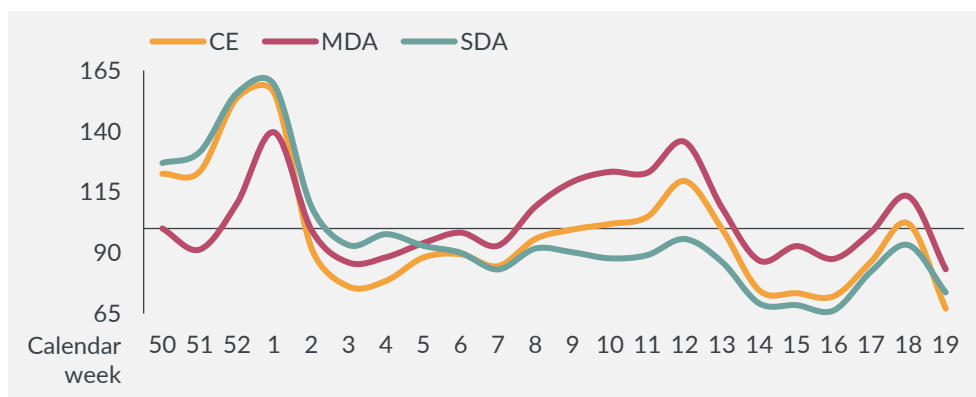
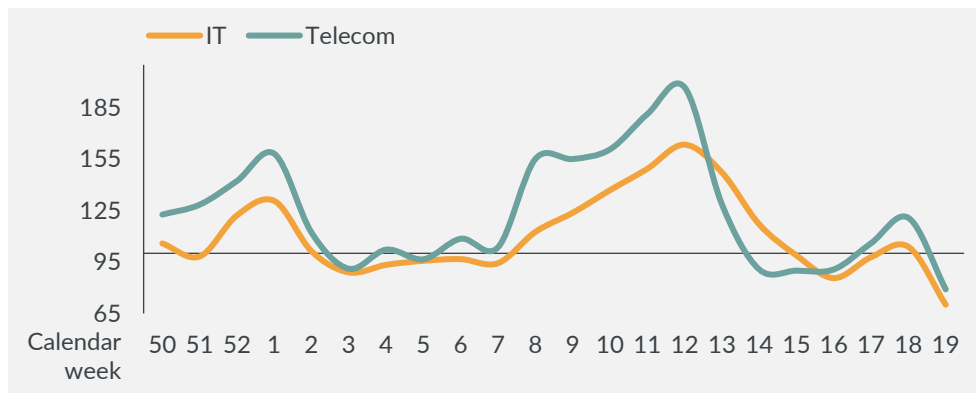
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> Japan

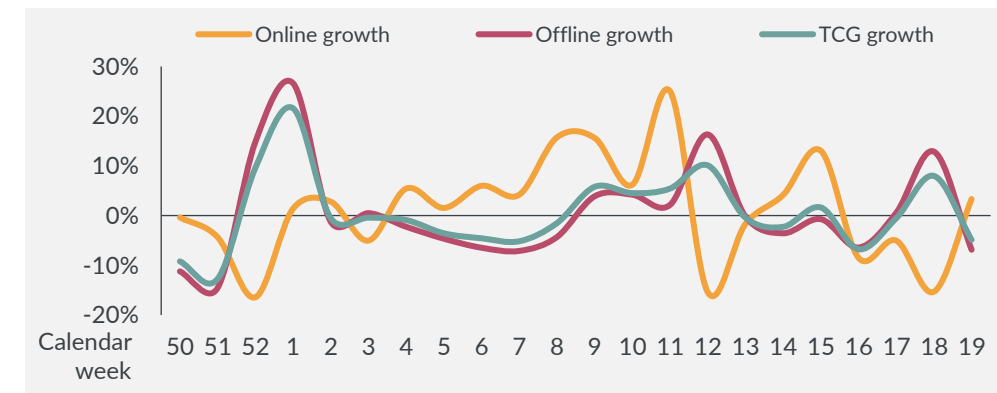
Brazil

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 19 (May 09 – May 15)

- Online sales delivered +3% and traditional retail experienced -7%, which resulted in -5% for the total TCG market as the online share remains small.
- Headsets (+23%) and smartphones (+16%) posted growth while mobile computing and media tablets were down at -20% and -2%.
- MDA/SDA/CE products witnessed negative trends ranging from -24% for air treatment to -1% for washing machines. Only soundbars accelerated at +4%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 19 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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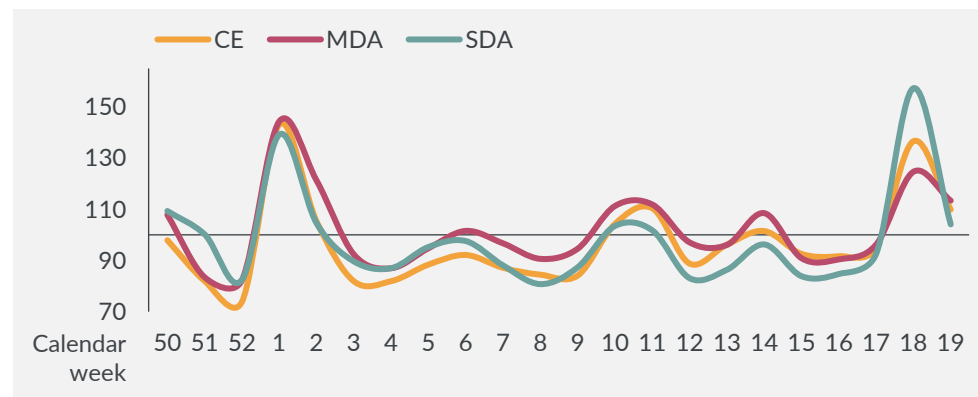
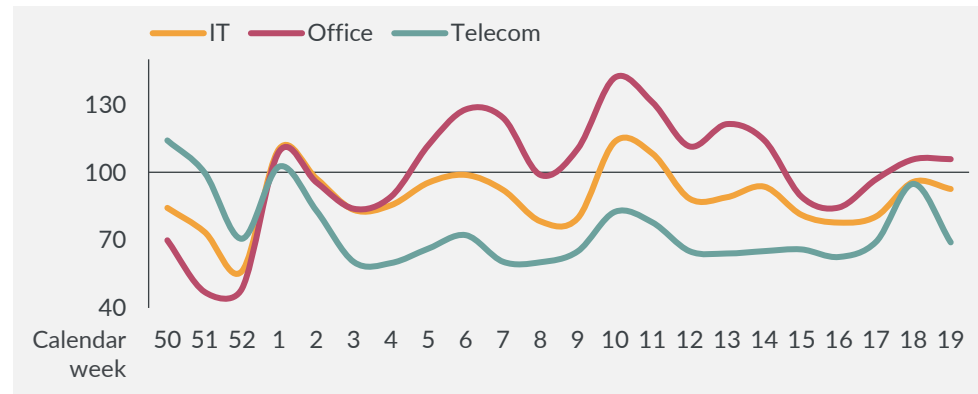
Russia

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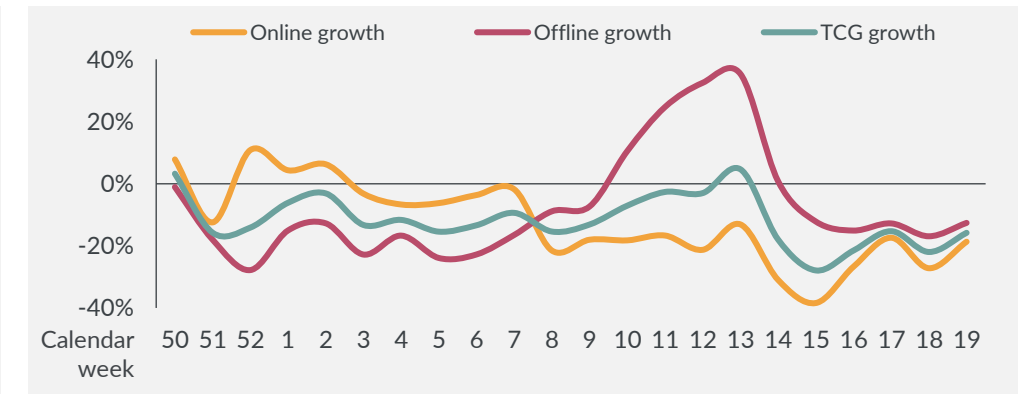
> Brazil

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 19 (May 09 – May 15)

- Solid decreases for both traditional retail (-13%) and online sales (-19%) delivered a negative trend (-16%) for total TCG.
- Rates for IT/Office and telecom products ranged from -33% for smartphones to -8% for media tablets. Laser printers were the ray of light at +10%.
- All MDA/SDA/CE product groups delivered positive trends while shavers lagged at -2%. TV sales accelerated at +12%.

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

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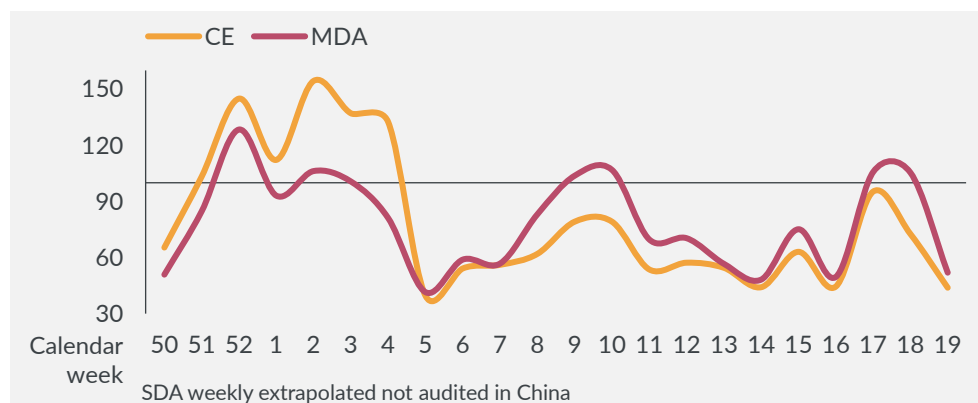
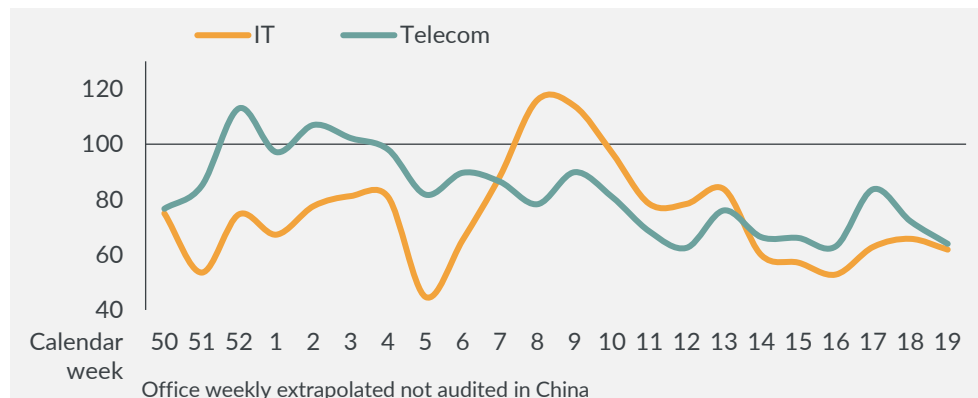
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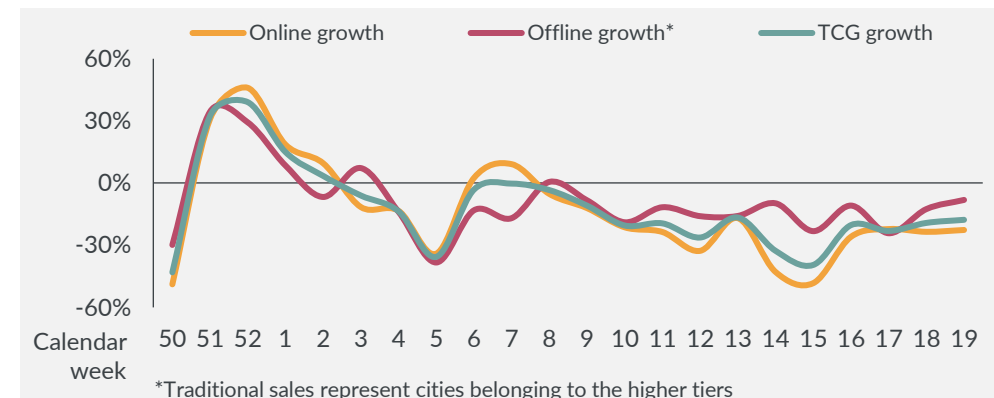
Brazil

> 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 19 (May 09 – May 15)

- Both distribution channels continued to fall week-on-week. Traditional retail posted -8%, up from -13% in week 18. Online sales shifted from -24% to -23%. Combined this delivered a minus of 18% for total TCG in week 19.
- Mobile PCs posted a decrease of 18% compared to week 19 in 2021. Smartphones delivered a minus of 20%.
- Week 19 saw double-digit drops for washing machines (-11%) and cooling (-17%). TV sales recovered from -17% in week 18 to +5%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 19 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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