



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 113

Powered by
gfknewron



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> About gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

Japan

Brazil

China

Volatility and uncertainty is forecasted to remain throughout 2022 and beyond. It's never been more important to act based on facts, with data-driven decisions being made across the whole organization.

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Fact of the week:

Simplification to activate willingness to spend



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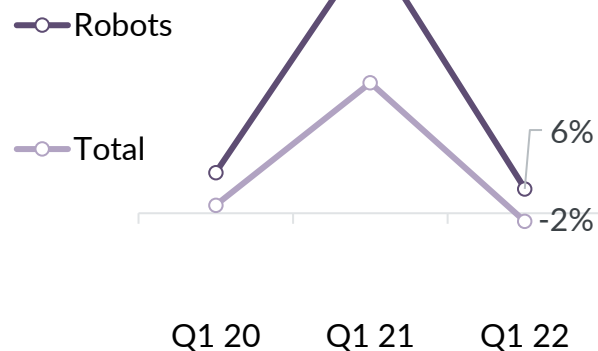
China

Sales Value % growth



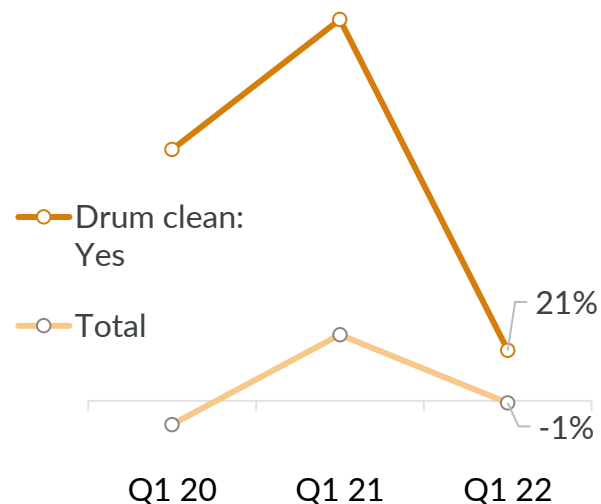
Vacuum Cleaner Robots

Value Share = 24%



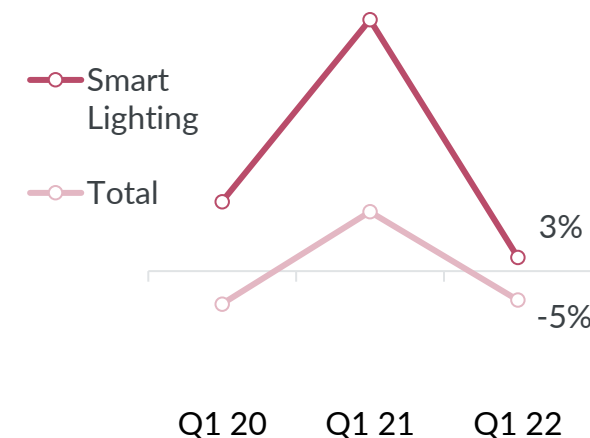
Washers with Drum Clean

Value Share = 56%



Smart Lighting

Total Value Share = 3%



I am prepared to pay more for products that **46% ↑**
make my life easier.

global respondents agreeing

Source: GfK Consumer Life 2021, GfK Retail Point of Sales Tracking, International coverage (excl. North America), YTD: Jan-Mar 2022
Smart Lighting: App+Voice types of LED Lamps, Discharge Lamps, Incandescent Lamps, Halogen Lamps, Fluorescent Lamps, Indoor Luminaires, Decorative luminaires, Outdoor Luminaires

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



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.

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Fact of the week

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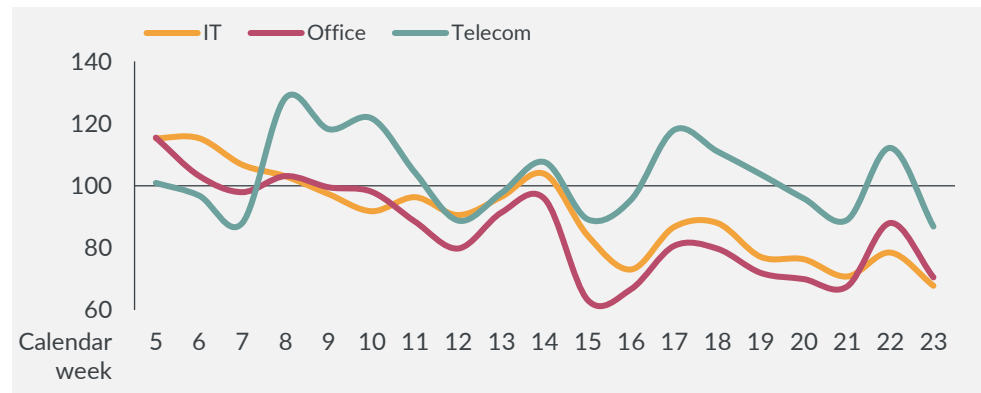
Russia

Japan

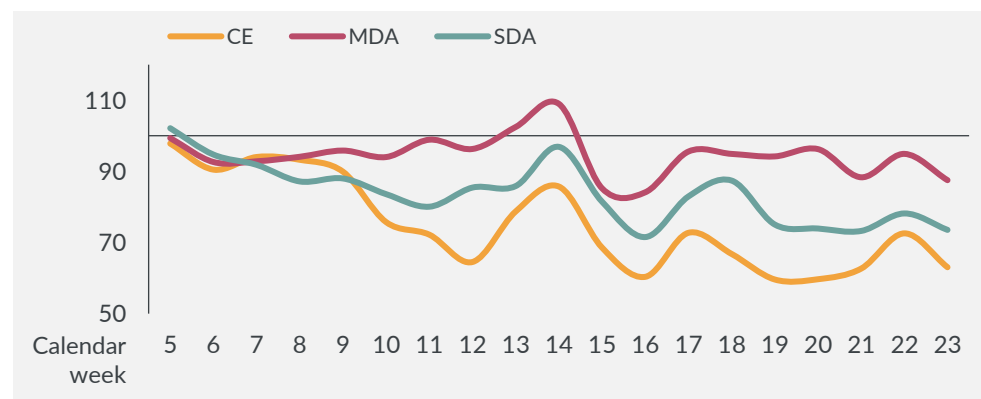
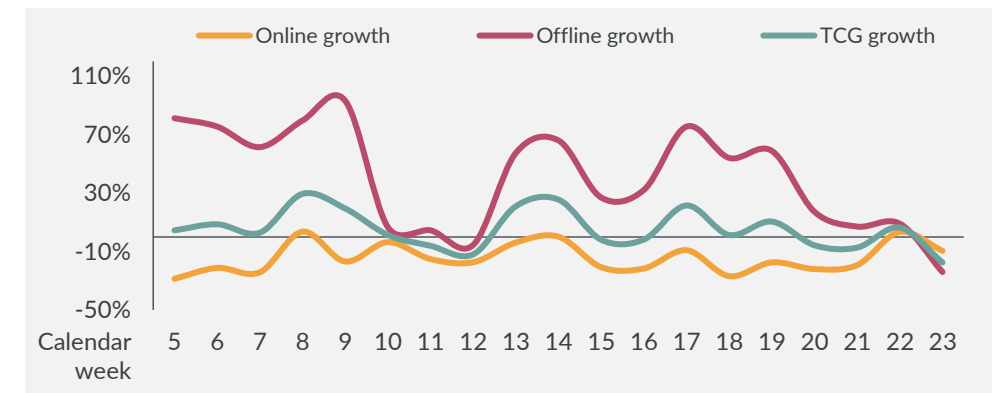
Brazil

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 23 (June 06 – June 12)

- After a positive week 22, there were strong drops once again for both traditional retail (-24%) and online sales (-10%) which left the total TCG at a minus of 18%.
- With the exception of monitors at -3%, all other IT/Office and telecom product groups decelerated in double digits, ranging from -39% for laser printers to -11% for smartphones.
- There were double-digit losses, too, for MDA/SDA/CE. Only dental care and vacuum cleaners posted slight declines of -5% and -1%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 23 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

France

Italy

Spain

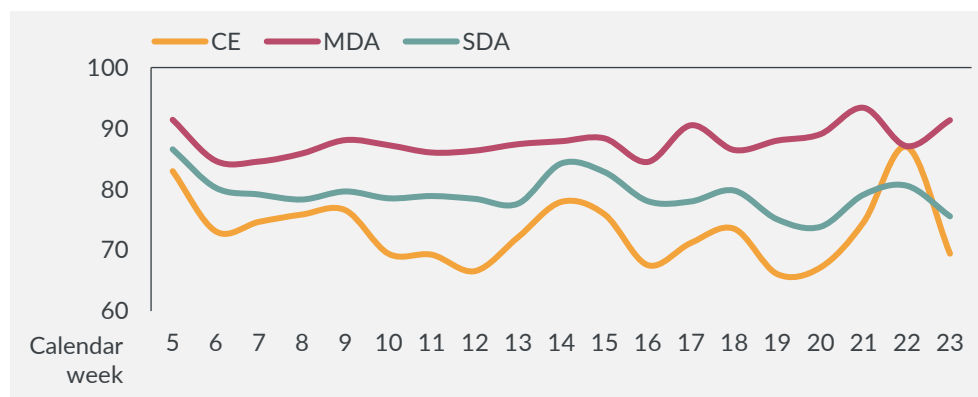
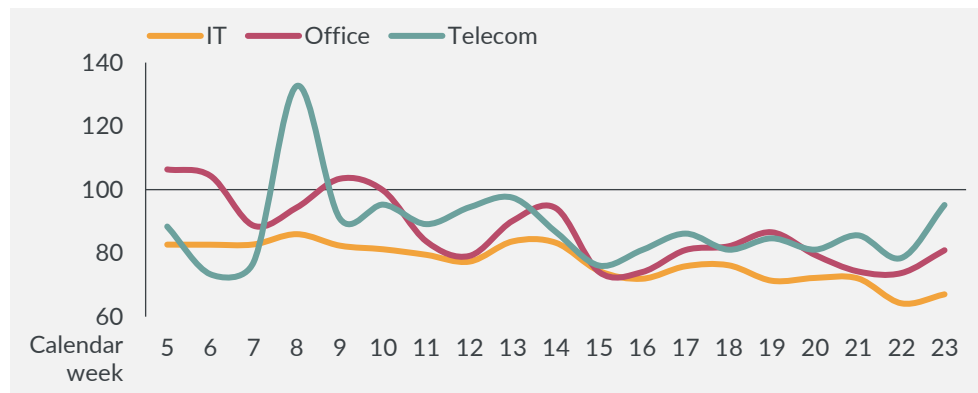
Russia

Japan

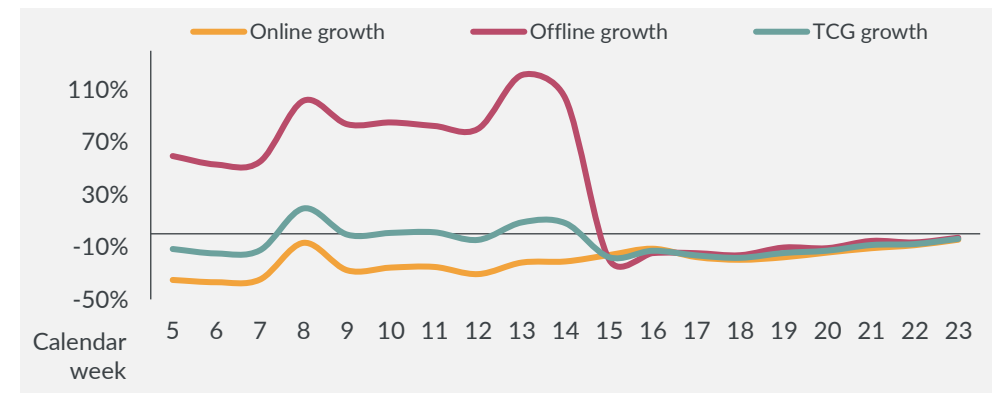
Brazil

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 23 (June 06 – June 12)

- Online sales delivered -4% (-9% the previous week) and traditional retail was down -3% (-7% the previous week), resulting in a downswing of the total TCG market of -4%.
- Apart from mobile computing at +1%, IT/Office products posted negative trends, led by media tablets at -31%.
- All MDA and CE products dropped remarkably compared to last week. Dental care (+17%), hot beverage makers (+12%), and shavers (+9%) witnessed higher positive rates than week 22.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 23 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



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Fact of the week

Germany

Great Britain

> France

Italy

Spain

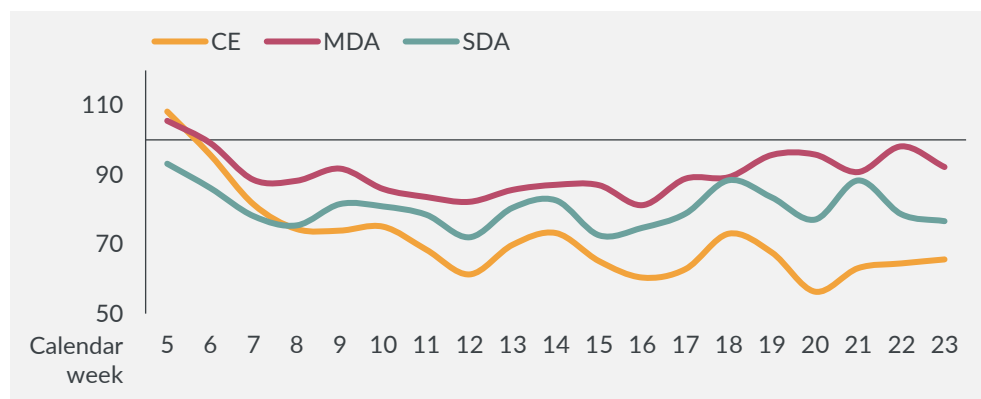
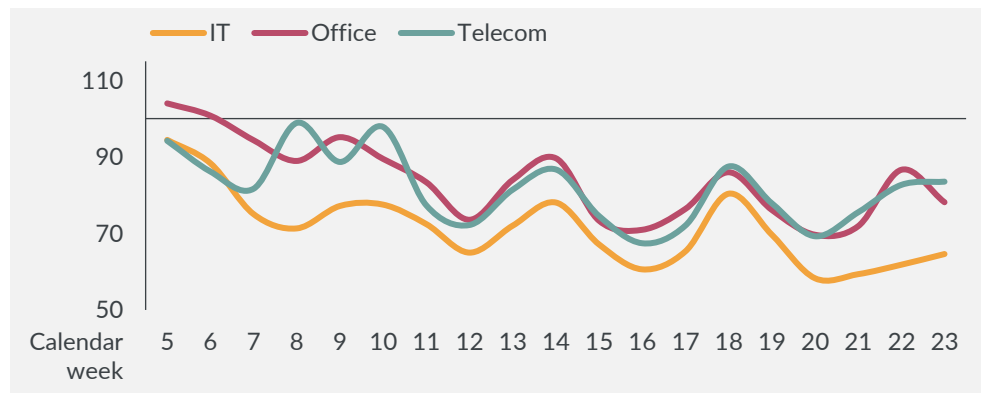
Russia

Japan

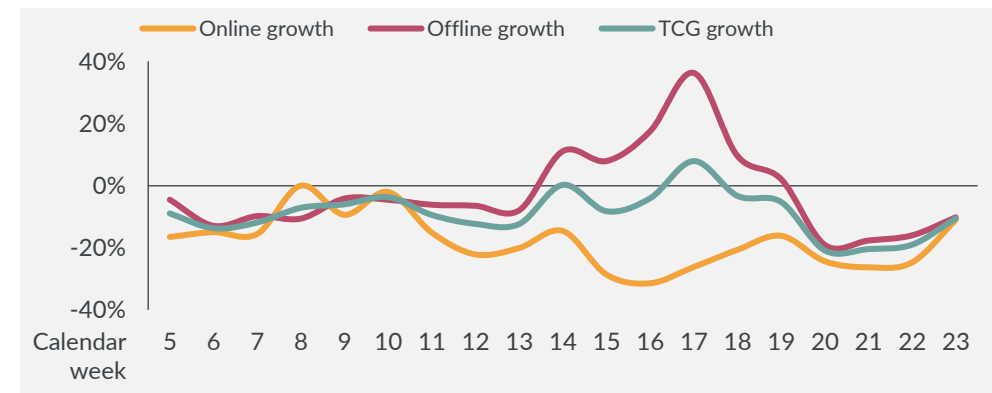
Brazil

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 23 (June 06 – June 12)

- Online sales delivered -11% (-25% the previous week) and traditional retail was down -10% (-16% the previous week), resulting in a downswing of the total TCG market of 11%.
- IT/Office products experienced negative trends, led by desk computing at -25%. Smartphones and headsets posted +4% each.
- Air treatment saw a remarkable loss of -59%. Most other MDA/SDA/CE products decelerated in double digits as well. Dental care (-3%) and hot beverage makers (+1%) saw slight changes.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 23 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

➤ Italy

Spain

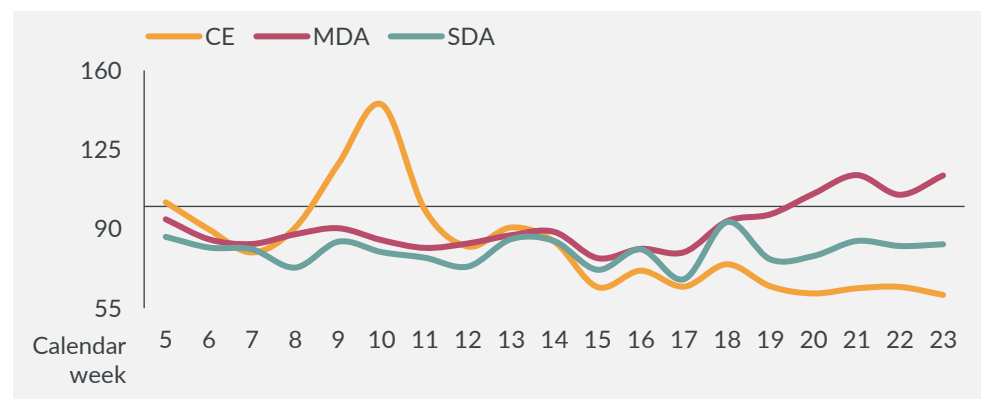
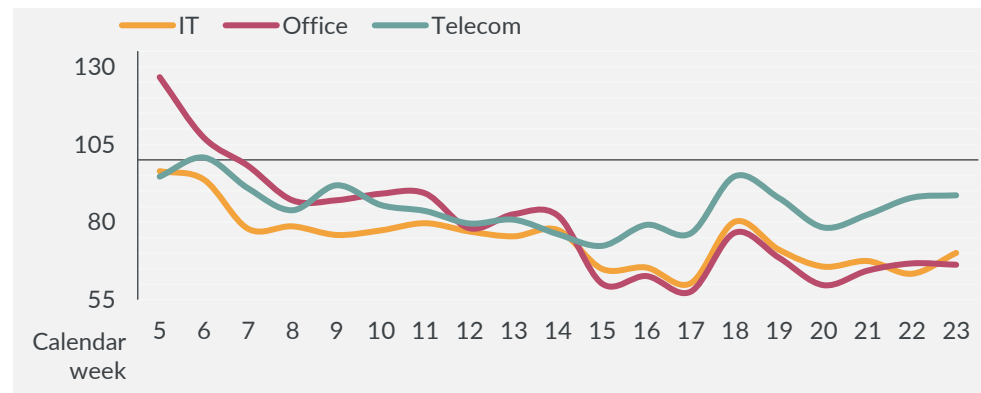
Russia

Japan

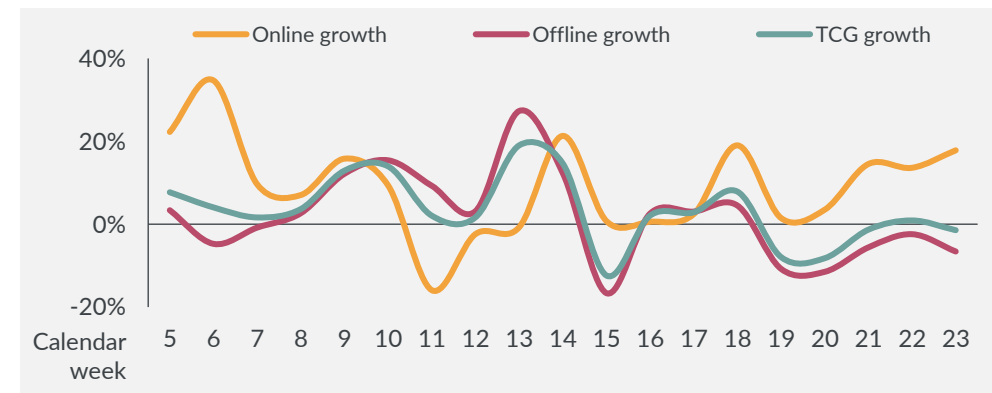
Brazil

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 23 (June 06 – June 12)

- The total TCG market fell by 1%, driven by traditional retail posting -7%. Online sales were up 18% (from +14% in week 22).
- The weakest product groups in IT/Office were desk computing and laser printers at -16%. Media tablets were flat. Smartphones accelerated at +3%.
- Cooling was out in front in week 23 at +22%. SDA products posted positive trends except for air treatment and shavers at -3% each and food preparation at -4%. CE products delivered -18%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 23 2022; 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, 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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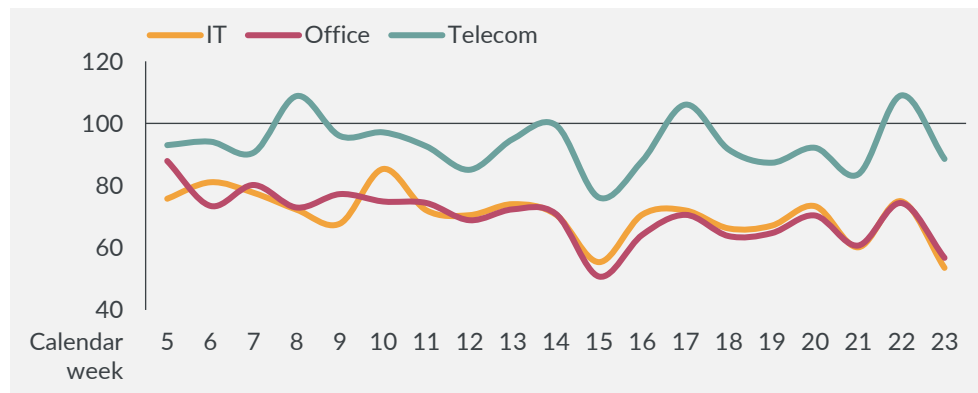
Russia

Japan

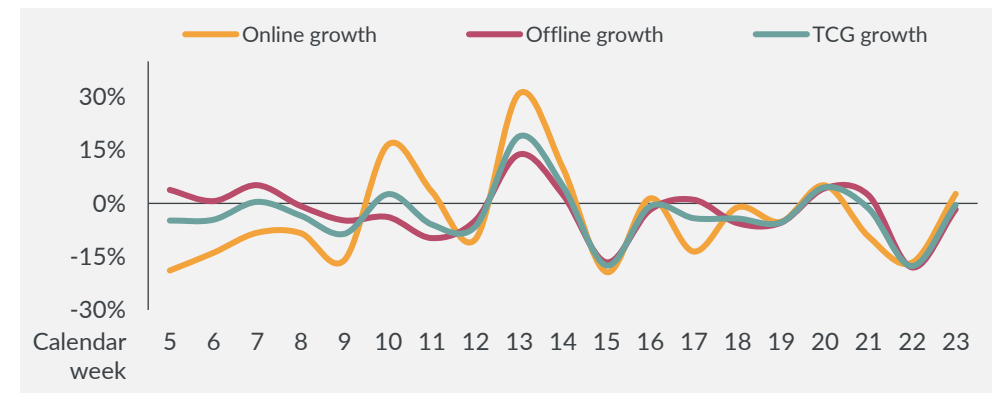
Brazil

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 23 (June 06 – June 12)

- Traditional retail dropped by 2% and online sales accelerated by 3% which balanced each other, leading to a flat total TCG market.
- Desk computing was the weakest product group in week 23 at -31%. Headsets and smartphones were performing well at +16% and +9% respectively.
- The mixed picture for MDA, SDA, and CE products saw soundbars out in front at +23% and TV sales bringing up the rear at -12%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 23 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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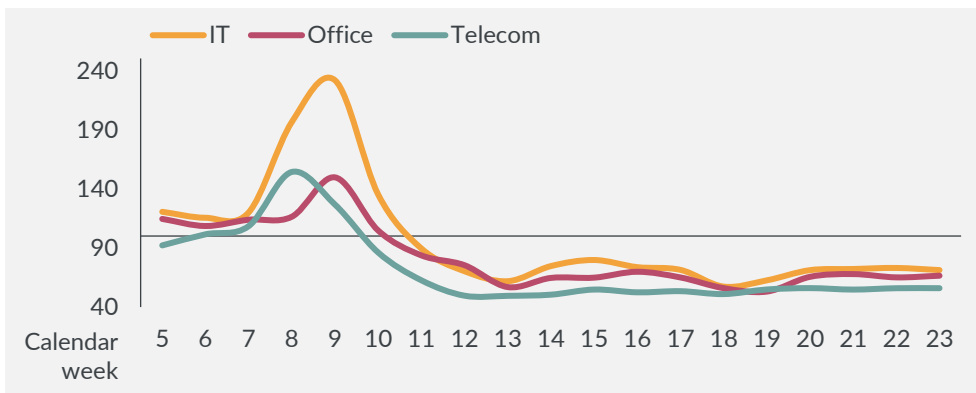
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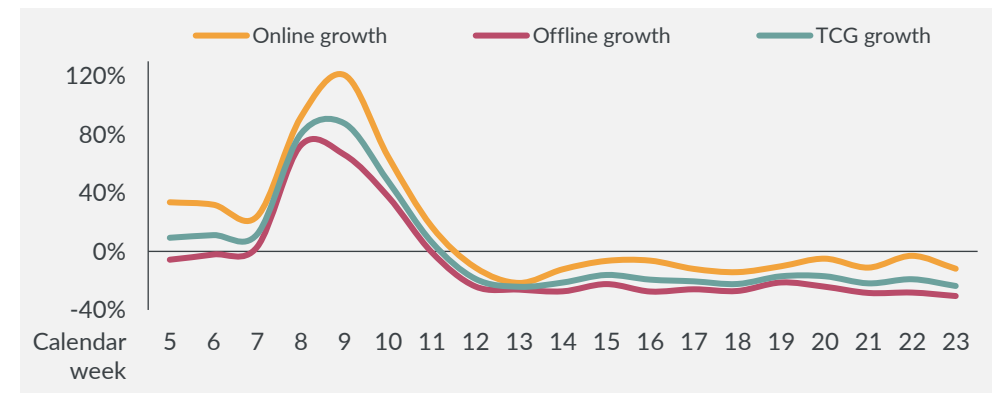
Brazil

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 23 (June 06 – June 12)

- The total TCG market continued its negative trend (-24%), driven by traditional retail at -30%. Online sales performed better but were still down by 12%.
- The most impacted product groups were media tablets and smart-phones at -43% and -36% respectively. Keyboards were up 11%.
- Audio home systems posted an outstanding growth of +76% while MDAs were down 15%. SDA products delivered a mixed picture with hot beverage makers at +11% and shavers at -14%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 23 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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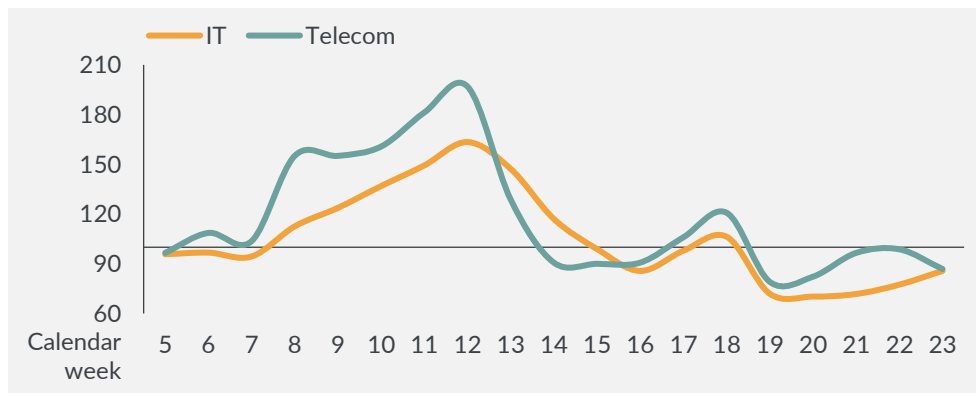
Russia

> Japan

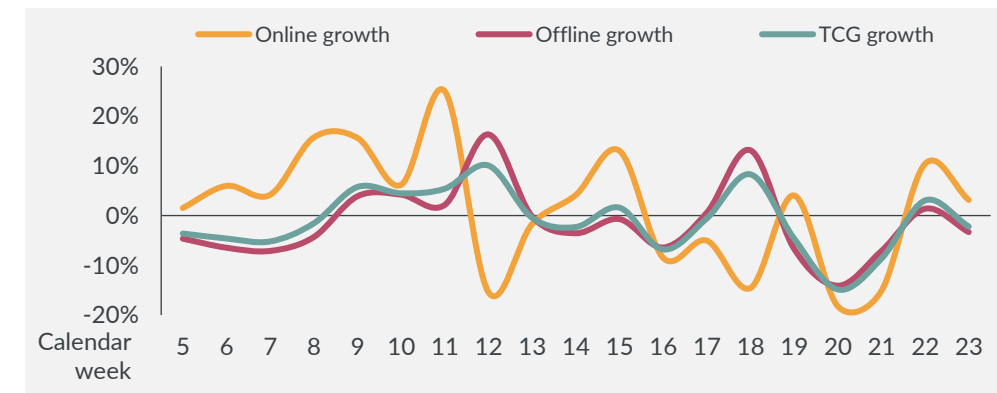
Brazil

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 23 (June 06 – June 12)

- The increase of online sales (+3%) failed to compensate for the losses of traditional retail (-3%) and left total TCG at -2%.
- Smartphones delivered considerable growth of 92%. Headsets were stable. Media tablets lagged at -11%.
- MDA/SDA/CE products witnessed negative trends ranging from -31% for air treatment to -2% for vacuum cleaners. Hot beverage makers (+10%) and dental care (+8%) were the only product groups with positive trends.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 23 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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Germany

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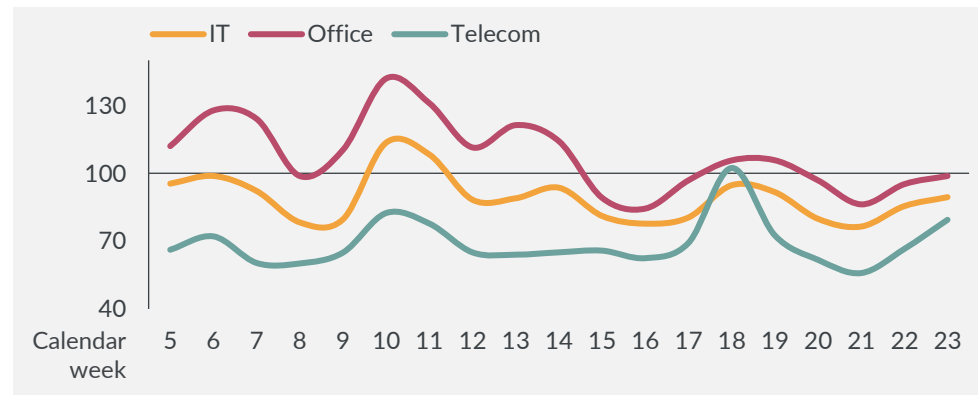
Russia

Japan

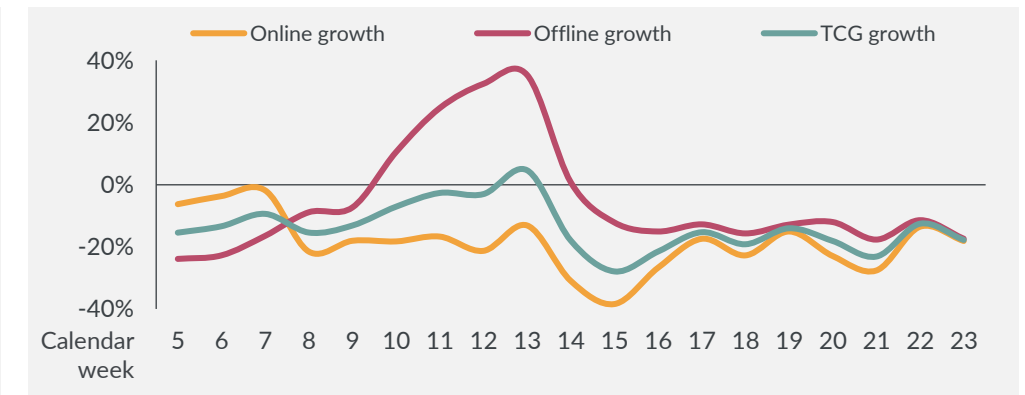
> Brazil

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 23 (June 06 – June 12)

- Solid decreases for both traditional retail (-17%) and online sales (-18%) delivered a negative trend (-18%) for total TCG.
- The rates for IT/Office and telecom products ranged from -35% for smartphones to +16% for laser printers. Media tablets were flat.
- MDA and CE product groups delivered positive trends throughout, posting +10% for TV sales and +14% for washing machines. SDAs were negative with shavers out in front at -10% and vacuum cleaners suffering least at -1%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 23 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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Spain

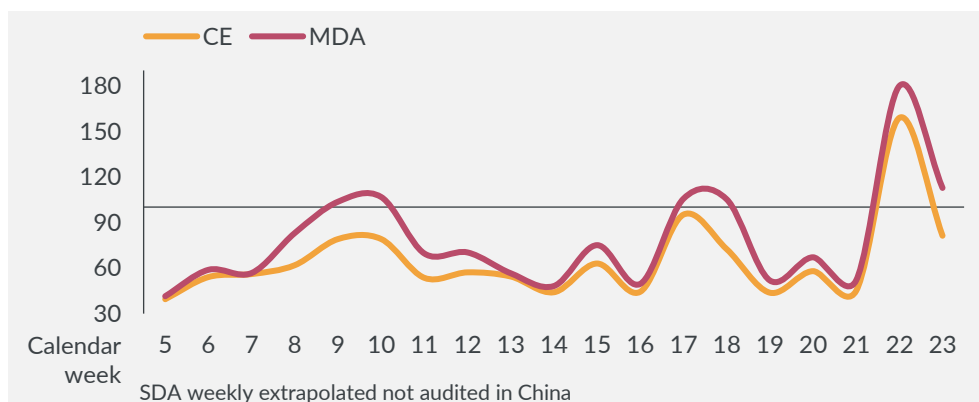
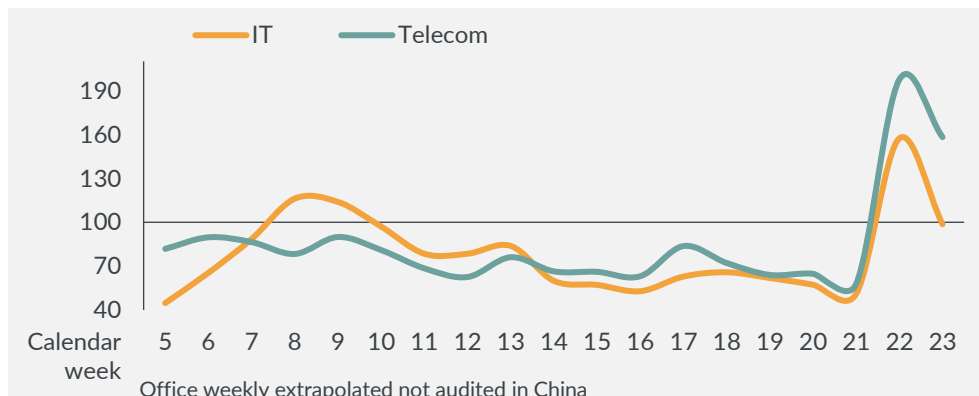
Russia

Japan

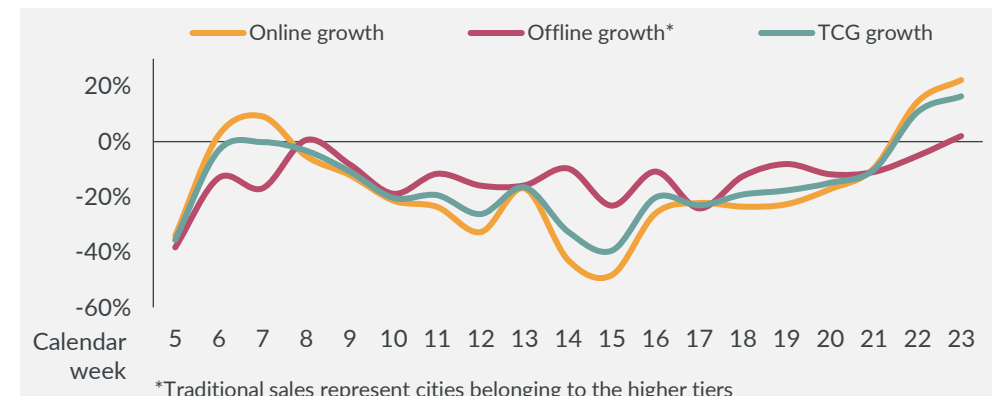
Brazil

> 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 23 (June 06 – June 12)

- The total TCG market accelerated to +16% driven by online sales at +22% (618 Shopping Festival). Traditional retail recovered from -5% last week to +2% in week 23.
- Mobile computing fell by 18%. Smartphone sales experienced a plus of 27%.
- Refrigerator and washing machine sales accelerated by 10% and 12% respectively. TV sales posted a solid decline of 17%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 23 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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