



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 116

Powered by
gfknewron



Take the effort out of analyzing data

Get quick, easy and comprehensive access to your business intelligence



> 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.

gfknewron builds a single point of truth for business-critical data that's easily accessible, and understandable, by your team. In today's fast-moving, highly competitive landscape, this is crucial to working at speed and turning market disruptions into profitability.

gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



Act in seconds to control your future with AI-powered recommendations



Outperform expectations and give decision-makers data at their fingertips



Revolutionize the way you strategize and grow with forecasts and simulations



- ✓ Unlock the complete picture of your performance at a glance, with **gfknewron Market**
- ✓ Maximize engagement with deep customer insights, with **gfknewron Consumer**
- ✓ Win the market with the help of AI prescriptive knowledge, with **gfknewron Predict**



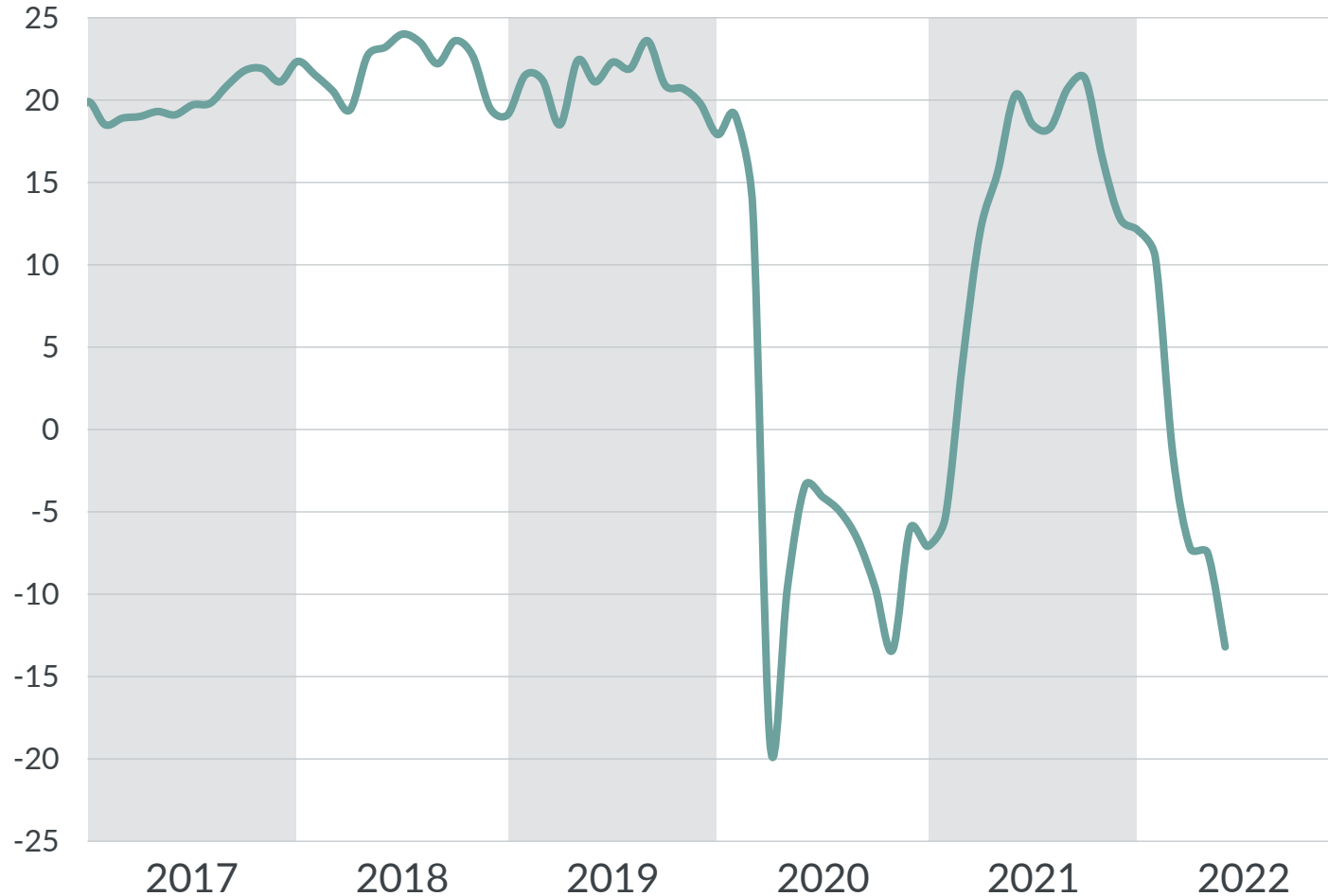
Ready to revolutionize the way you work with market intelligence?

Simply [log in](#) to the platform, or [request access](#) to get started with **gfknewron**!

Fact of the week: European Consumer Climate down



- About gfknewron
- > Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China



Economic expectations

Index: -34 | +/- vs prev. month: -4%



Income expectations

Index: -38 | +/- vs prev. month: -7%



Willingness to buy

Index: -27 | +/- vs prev. month: -5%

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.

About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

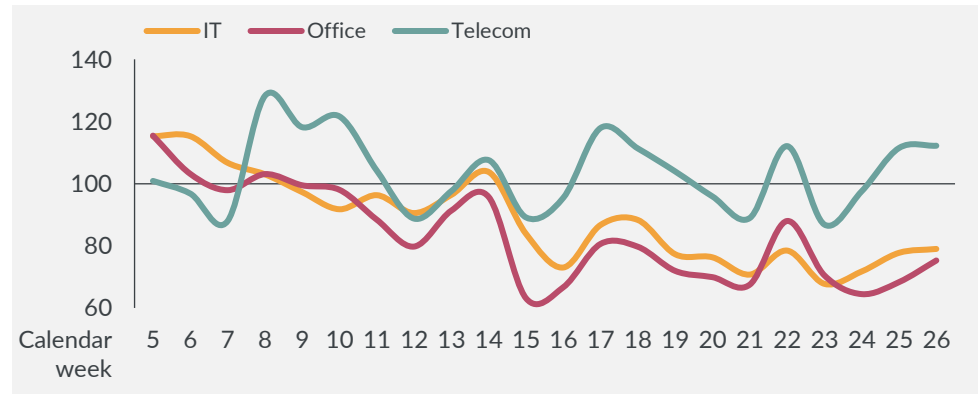
Russia

Japan

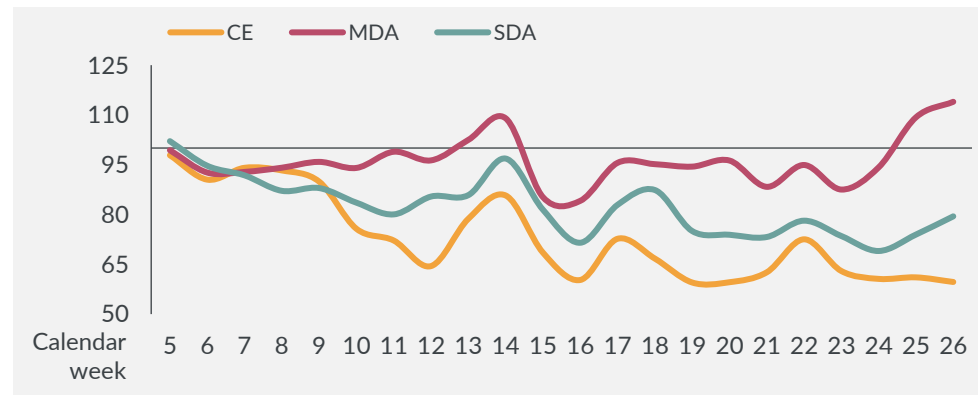
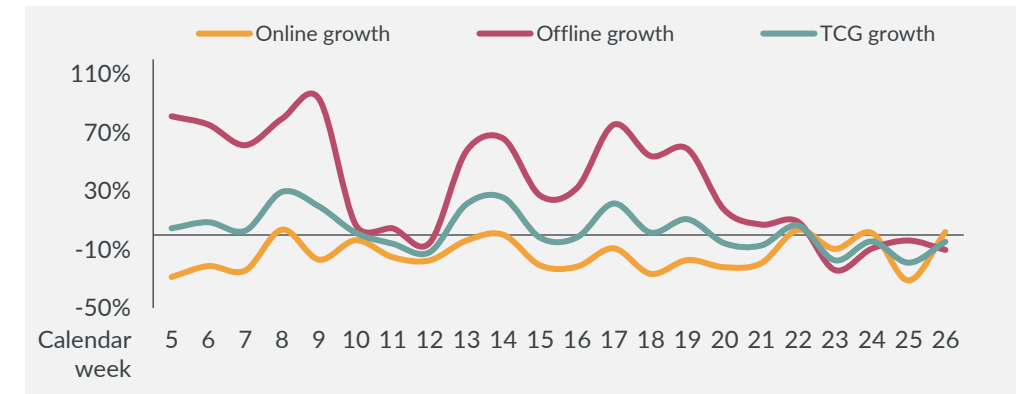
Brazil

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 26 (June 27 – July 03)

- Online sales recovered and posted +2% (vs -31% in week 25). As traditional retail experienced a minus of 10%, total TCG posted a downswing of 5%.
- Most IT/Office product groups decelerated, ranging from -45% for laser printers to -3% for mobile computers. Monitors were up 3%. Smartphones increased by 11%.
- All MDA/SDA/CE products posted negative trends, ranging from -40% for TVs to -4% for dental care.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

> Great Britain

France

Italy

Spain

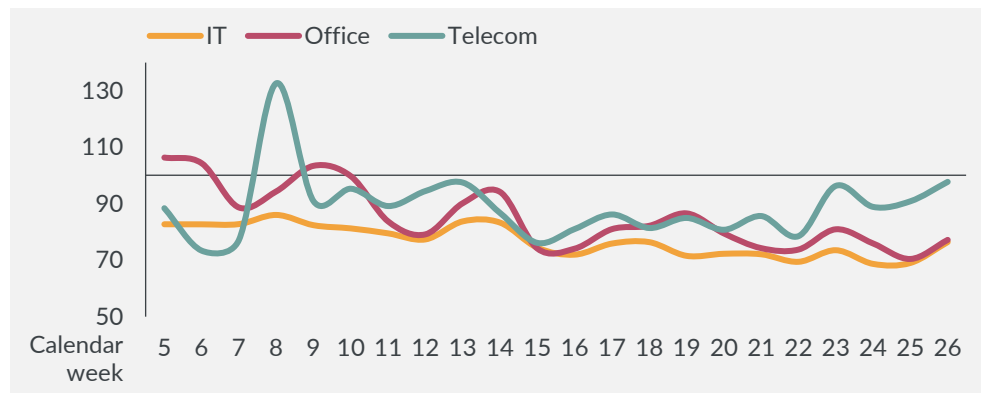
Russia

Japan

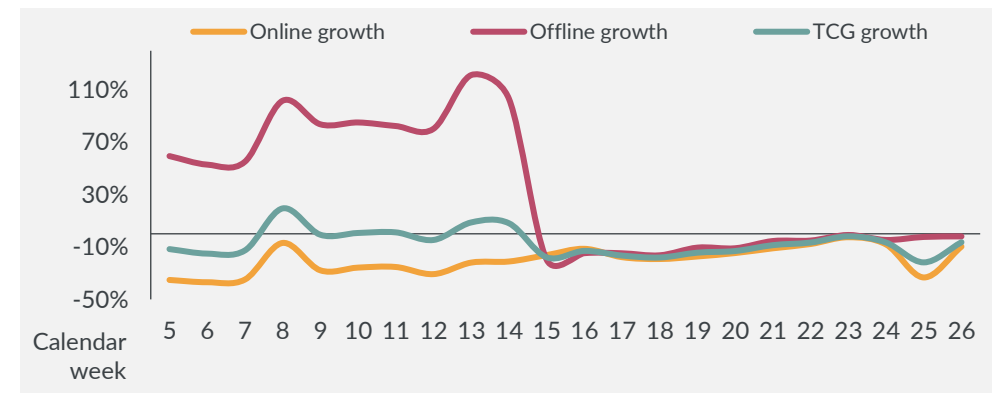
Brazil

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 26 (June 27 – July 03)

- Online sales delivered -10% (-33% the previous week) and traditional retail was down -2% (-2% the previous week), resulting in a decline of the total TCG market of -6%.
- Most IT/Office products posted negative trends, led by laser printers at -55%. Smartphones slightly increased by 1%. Mice were the ray of light at +10%.
- There were negative trends for all MDA/SDA/CE products, ranging from -23% for soundbars to -1% each for shavers and dental care.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

> France

Italy

Spain

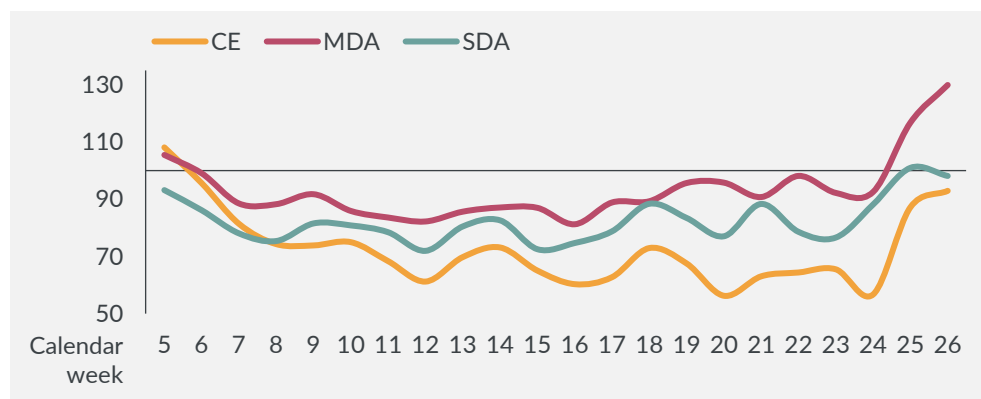
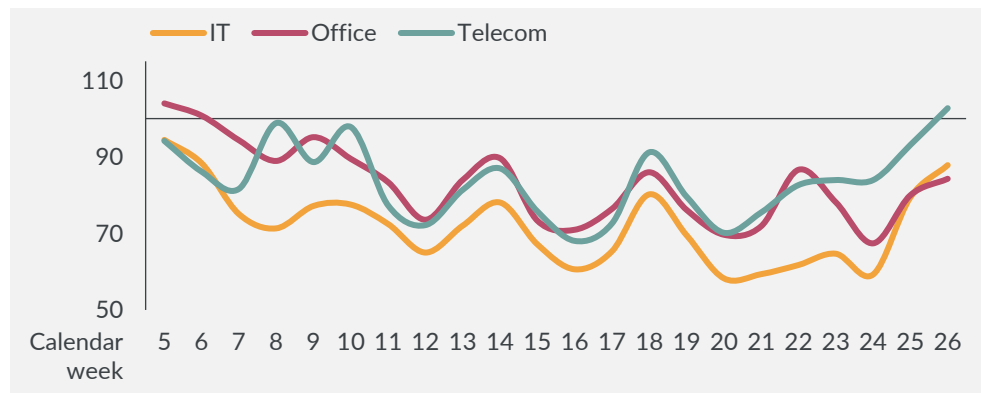
Russia

Japan

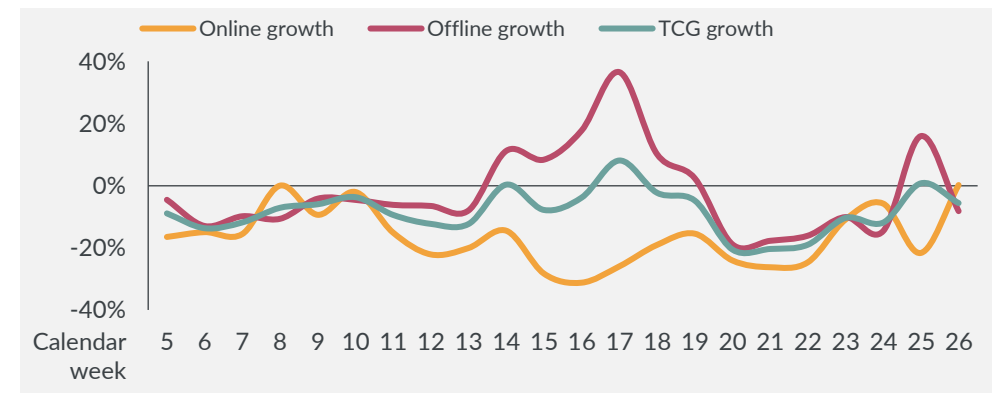
Brazil

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 26 (June 27 – July 03)

- Traditional retail decelerated by 8%. As online sales were flat, the two channels failed to balance, which led to a drop for the total TCG market of 6%.
- IT/Office products were negative, led by laser printers at -19%. Smartphones slumped at -9%.
- Within MDA/SDA/CE products, dental care (+24%), cooling (+4%), and vacuum cleaners (+3%) were the only product groups with a positive rate. Hot beverage makers were flat.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

> Italy

Spain

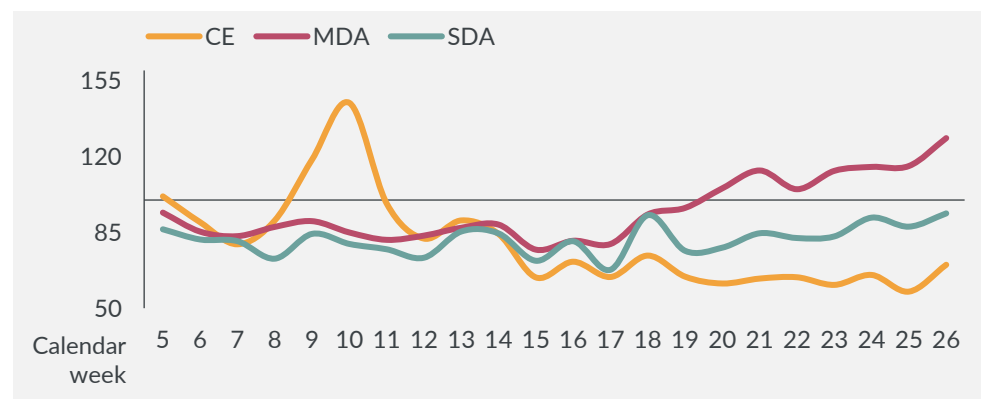
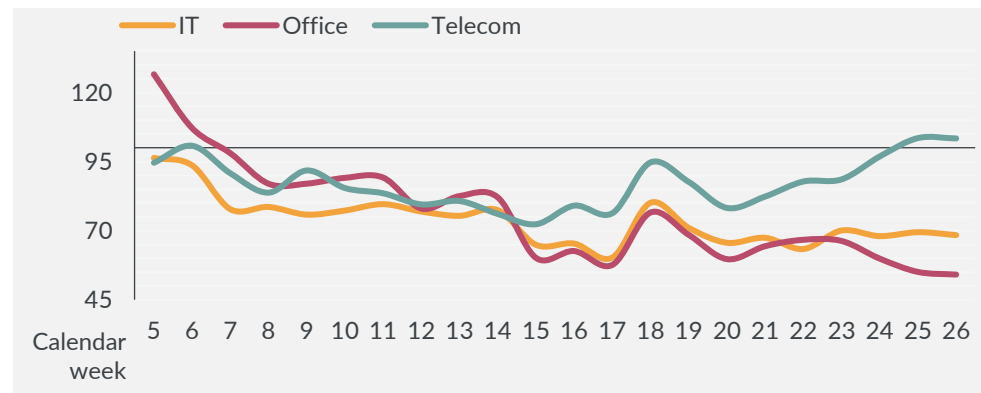
Russia

Japan

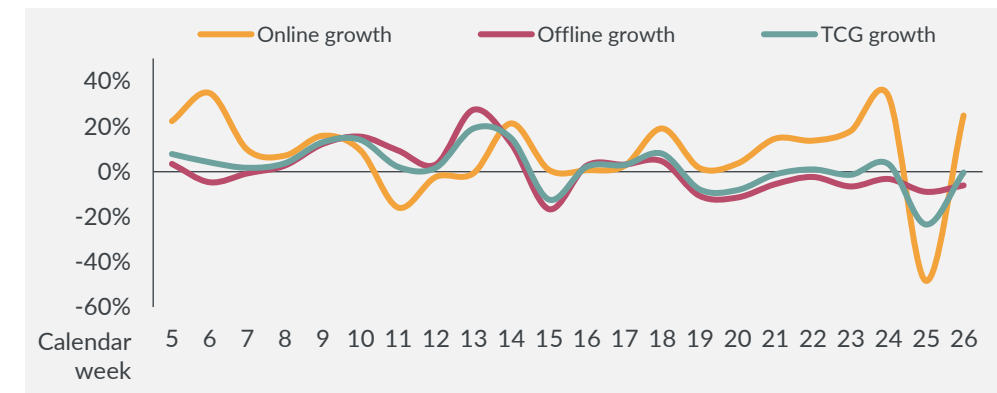
Brazil

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 26 (June 27 – July 03)

- Traditional retail posted -6%. Online sales witnessed a remarkable upswing from -48% in week 25 to +25% in week 26. However, due to the small share of online vs traditional, the total TCG market remained flat.
- Media tablets at +4% and smartphones at +10% were the best performing product groups in IT/Office and telecom products.
- Dental care and air treatment delivered growth of 29% and 27% respectively.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

Italy

> Spain

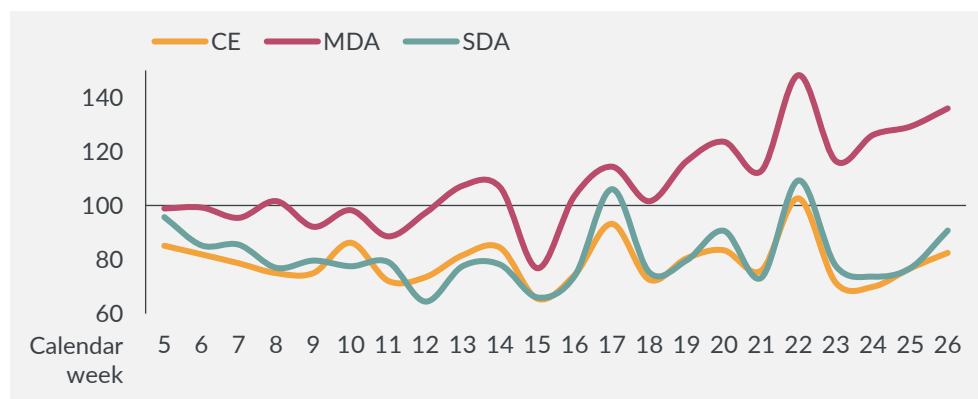
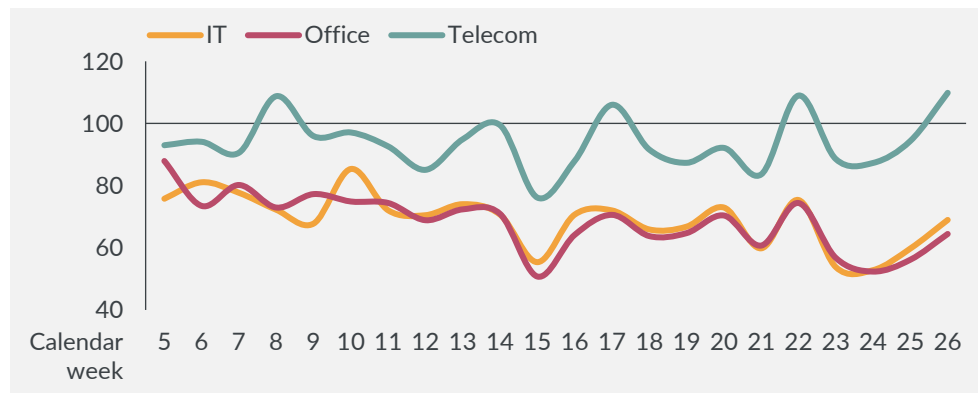
Russia

Japan

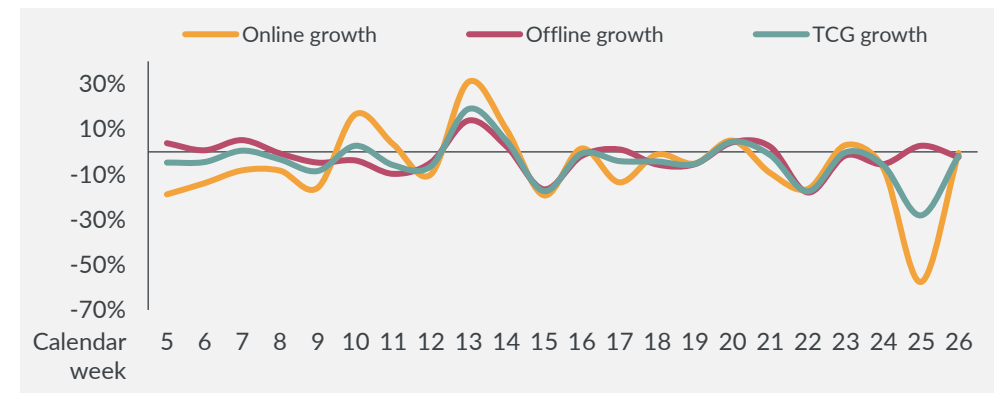
Brazil

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 26 (June 27 – July 03)

- Small declines for both online sales (-1%) and traditional retail (-2%) led to a fall of 2% for the total TCG market.
- Headsets at +15% were the best performing product group in week 26 with desk computing bringing up the rear at -15%. Smartphones were up 3%.
- Within MDA/SDA/CE products, TVs (-15%) and audio home systems were the only product groups posting negative trends. Shavers were flat.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

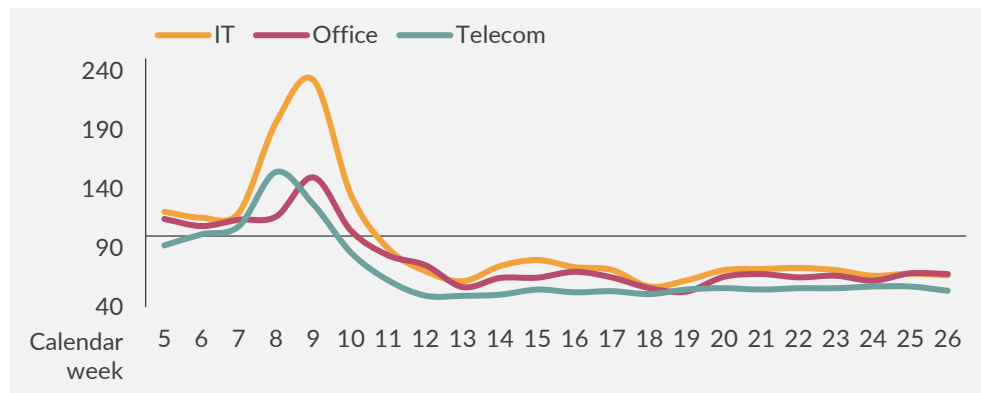
> Russia

Japan

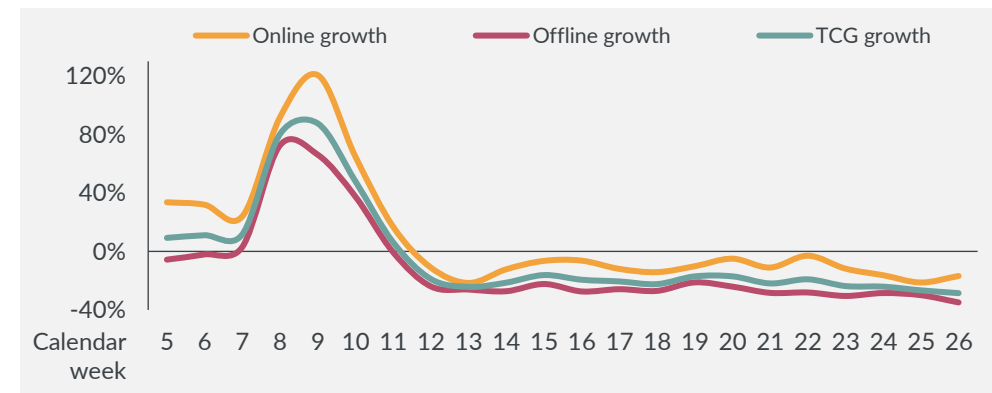
Brazil

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 26 (June 27 – July 03)

- The total TCG market continued its negative trend (-28%), driven by traditional retail at -35%. Online sales performed slightly better but were still down by 17%.
- The most impacted product groups were media tablets and smart-phones at -42% and -43% respectively. Desk computing was up 21%.
- Audio home systems posted an outstanding growth of +103% while MDAs and most SDA products delivered double-digit negative trends. Food preparation and hot beverage makers were flat.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

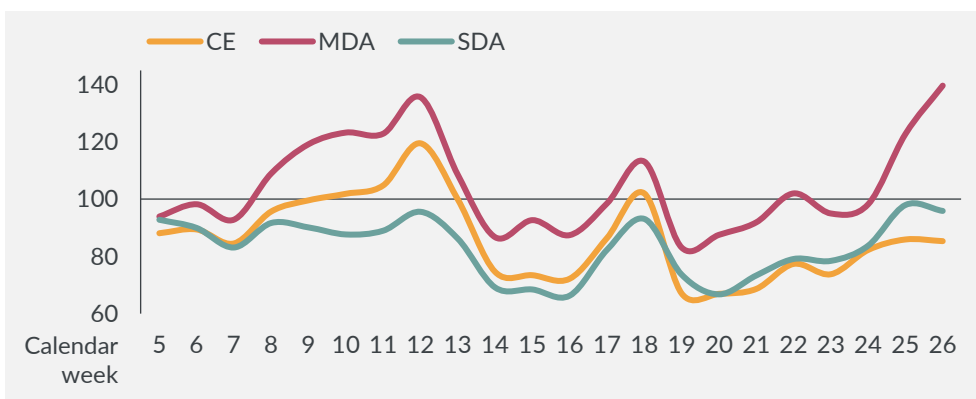
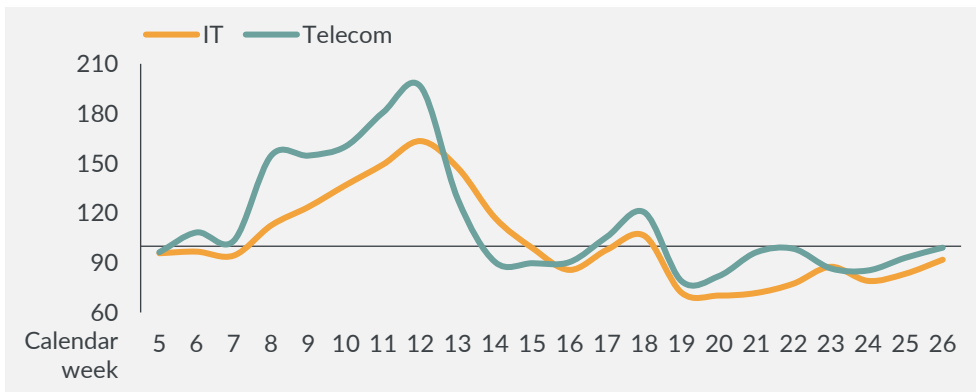
Russia

> Japan

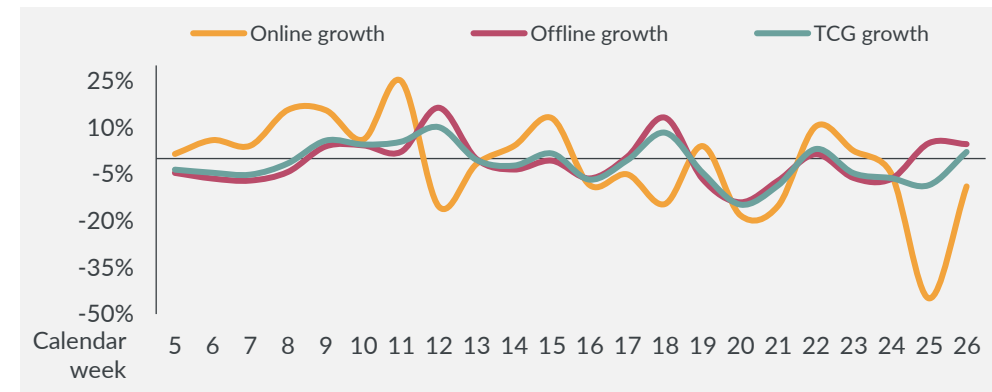
Brazil

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 26 (June 27 – July 03)

- Acceleration in traditional retail (+5%) pushed the total TCG market up by 2%. Online sales delivered a minus of 9%.
- Smartphones (+24%) and media tablets (+19%) posted growth while mobile computing and headsets were down at -7% and -16%.
- Cooling and washing machines delivered a solid double-digit growth of 33% and 10% respectively while most SDA and CE products declined in double digits, led by soundbars at -37%. Air treatment posted a slight increase of 2%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

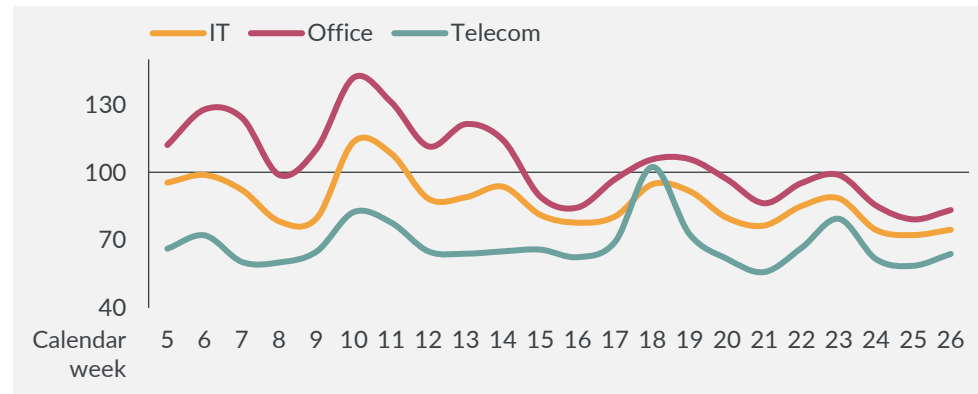
Russia

Japan

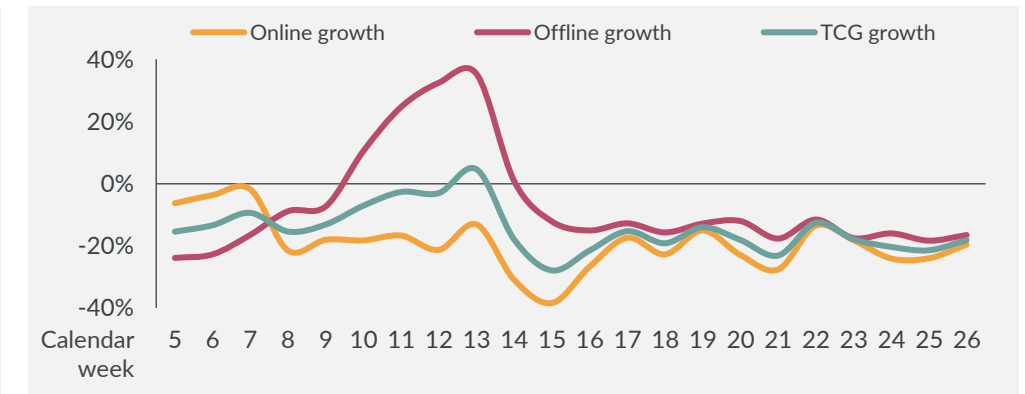
> Brazil

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 26 (June 27 – July 03)

- The major decreases for both traditional retail (-17%) and online sales (-20%) delivered a negative trend (-18%) for total TCG.
- Negative rates for all IT/Office and telecom products were led by smartphones at -28%. Media tablets posted -2%.
- All MDA/SDA/CE product groups delivered negative trends with hot beverage makers out in front at -22%. TVs were the least hit product group in week 26 at -0.6%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 26 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 gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

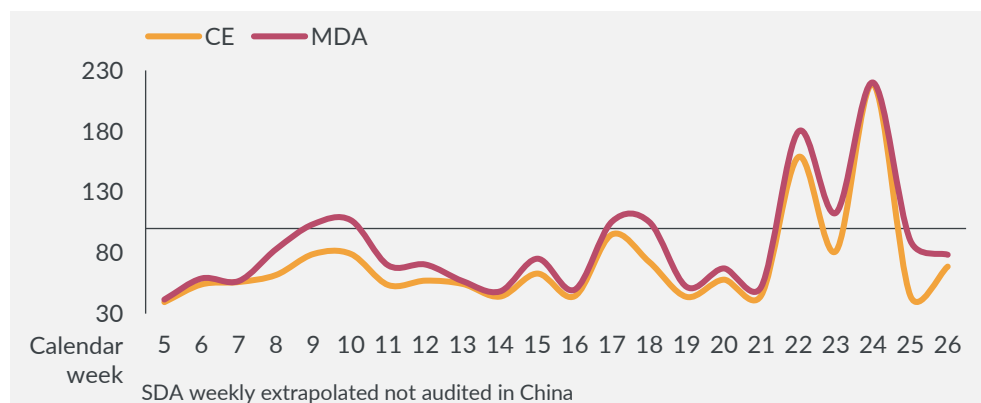
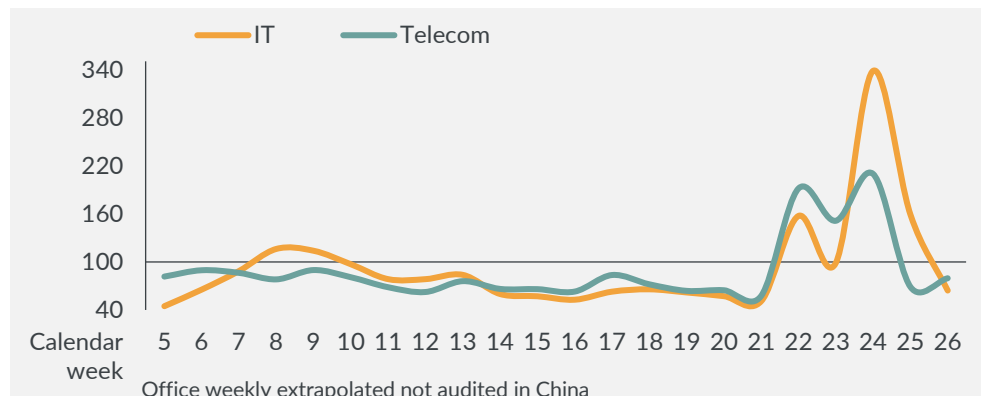
Russia

Japan

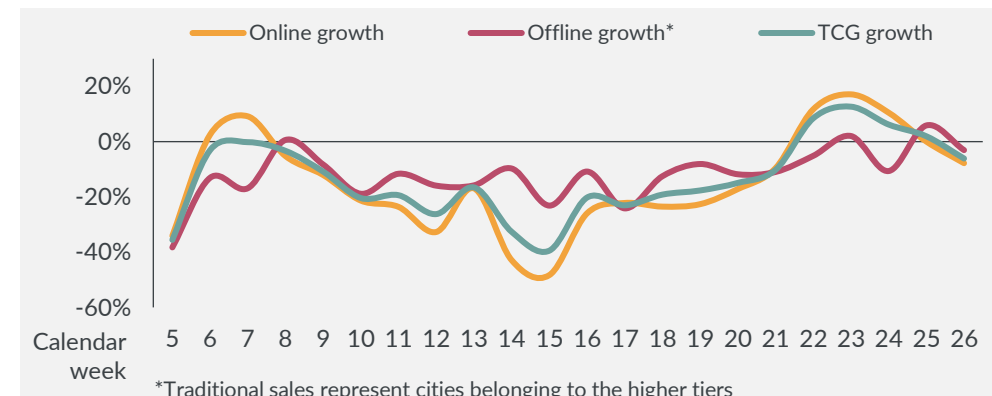
Brazil

> 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 26 (June 27 – July 03)

- Both distribution channels dropped after four weeks of positive trends. Online sales fell by 8% and traditional retail by 3%, leading to a downswing of the total TCG market of 6%.
- Mobile PCs posted a decrease of 17%. Smartphones delivered a minus of 8%.
- Week 26 saw single-digit increases for TV sales (+6%), washing machines and cooling, both accelerating by 9%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 26 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



Growth
from
Knowledge

Received this from a colleague?

Register now to get this weekly
report delivered direct to you.

Authors:
dagmar.mende@gfk.com for Global Strategic Insights

For more information, please contact
your local GfK account manager.

