



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 120

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: Decreasing share of tech & durables purchases in low/medium income buyers



About gfknewron

> Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

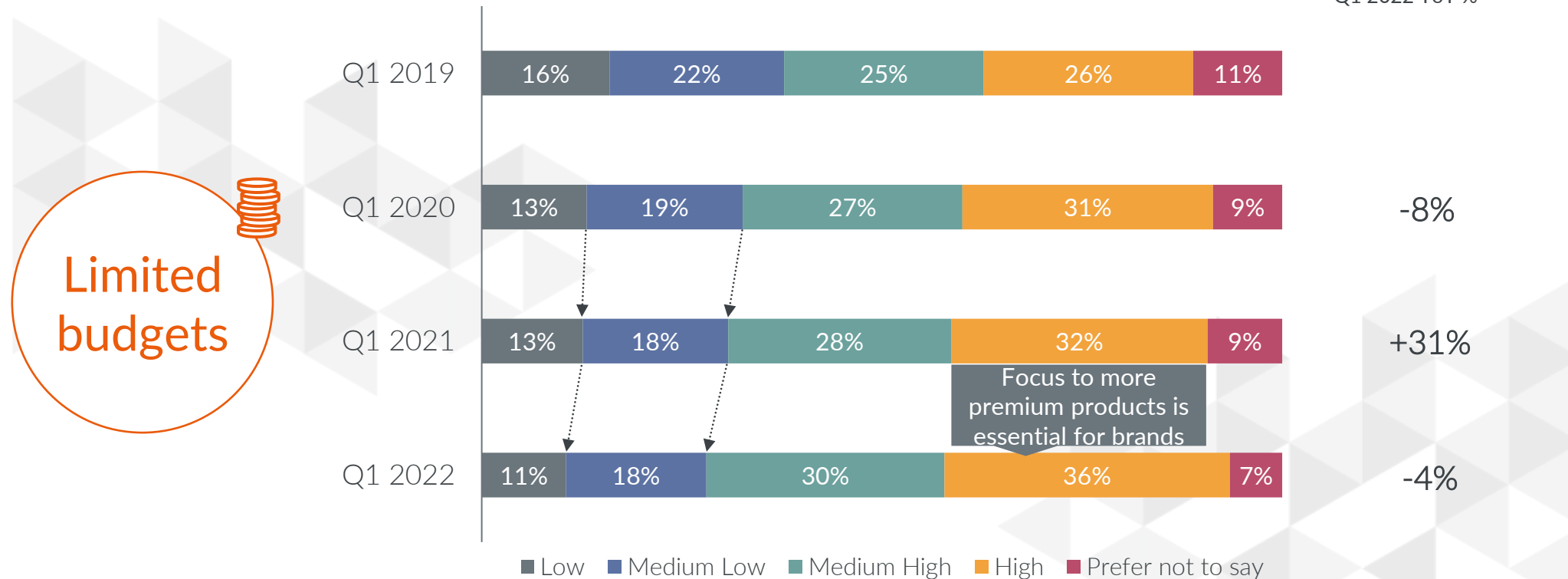
Japan

Brazil

China

gfknewron Consumer: 8 countries*, Q1 2022

Market Intelligence: Sales Tracking
USD Value growth of total TCG
Q1 2022 YoY %



Source: Market Intelligence: Sales Tracking - Global (excl. North America); gfknewron Consumer Intelligence - *CN, FR, DE, JP, PL, RU, KR, GB

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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

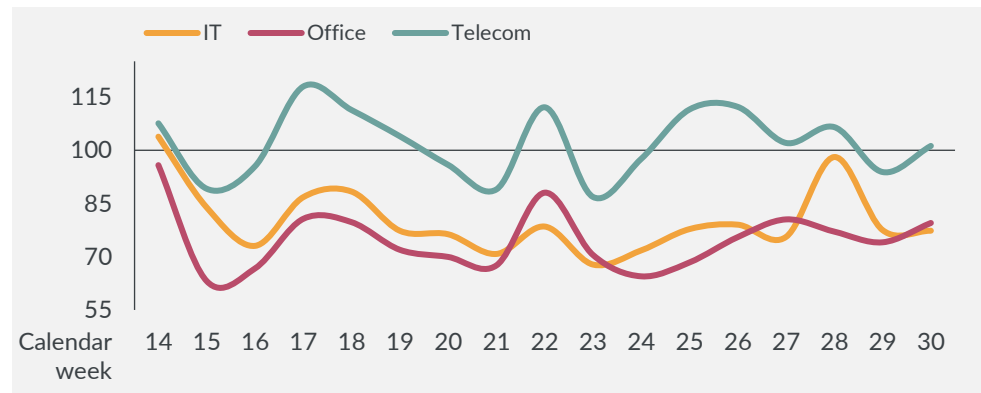
Japan

Brazil

China

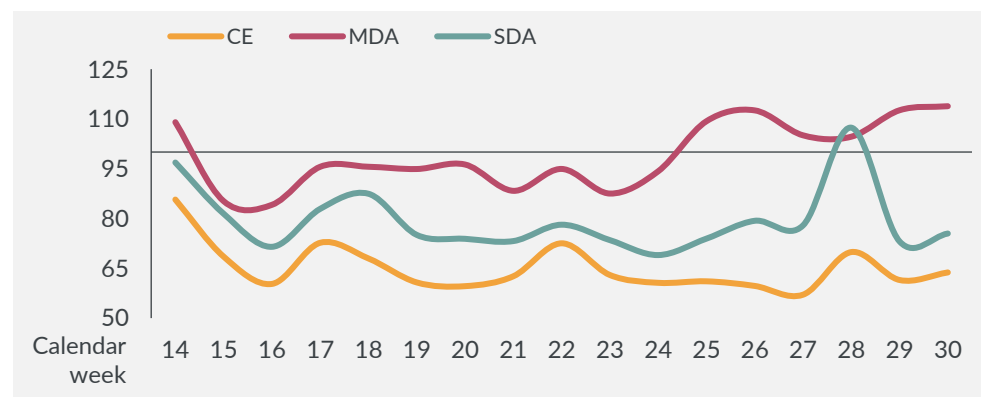
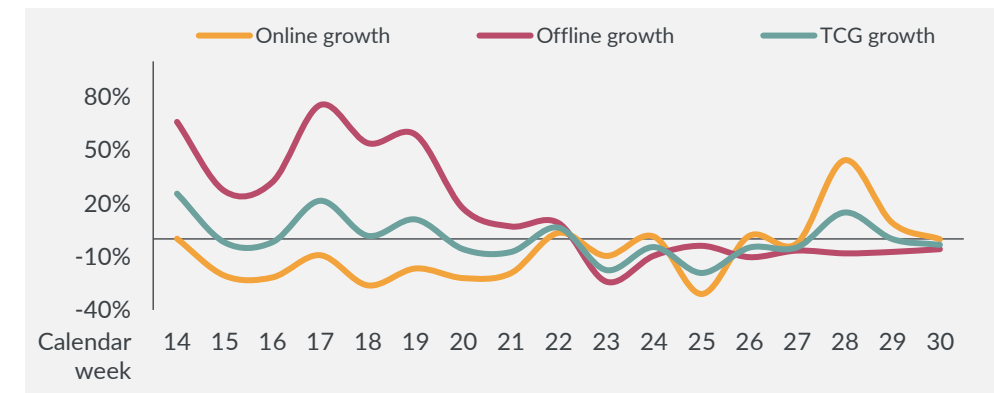
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 30 (July 25 – July 31)

- Traditional retail experienced a minus of 6% vs week 30 in 2021. Flat online sales failed to compensate for the losses and left total TCG at a minus of 3%.
- Except for monitors (+2%), all IT/Office product groups decelerated, ranging from -11% for desk computing to -2% for mobile computing. Smartphones were up by 5%.
- There were double-digit losses for many MDA/SDA/CE products. Cooling performed best at +11%. Food preparation was flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 30 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

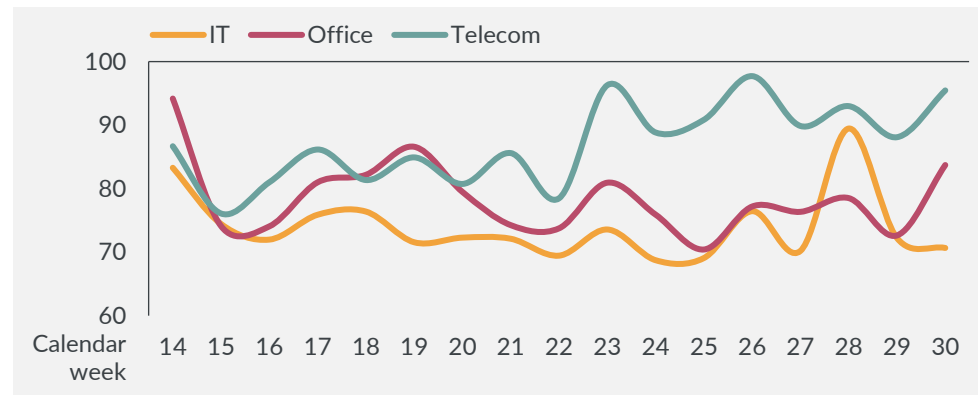
Russia

Japan

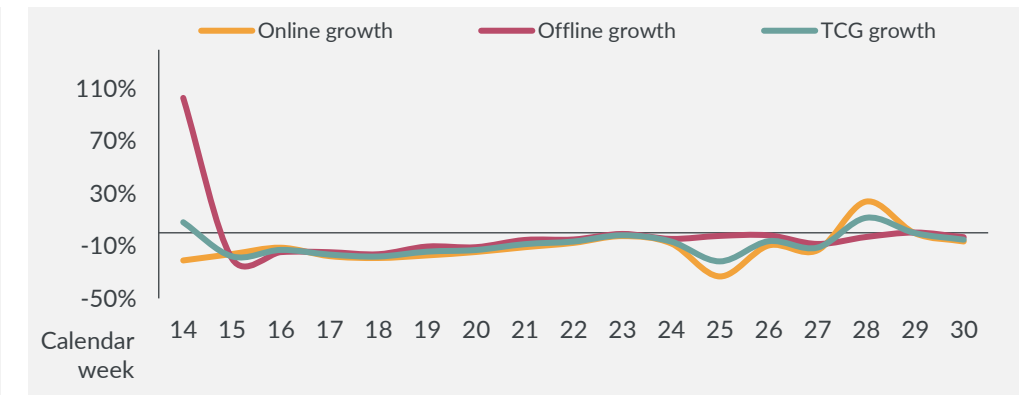
Brazil

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 30 (July 25 – July 31)

- Online sales delivered -7% and traditional retail was down -3%, resulting in a downswing of the total TCG market of -5%.
- Many IT/Office products posted negative trends, led by media tablets at -28%. Smartphones grew slightly by 1%. Headsets delivered +12%.
- There were negative trends throughout MDA/SDA/CE products with the exception of dental care at +1%. Audio home systems were impacted the most at -21%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 30 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

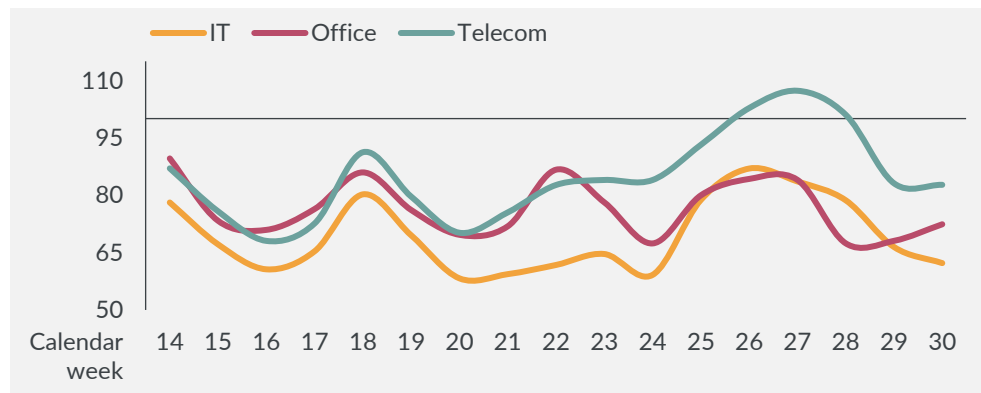
Russia

Japan

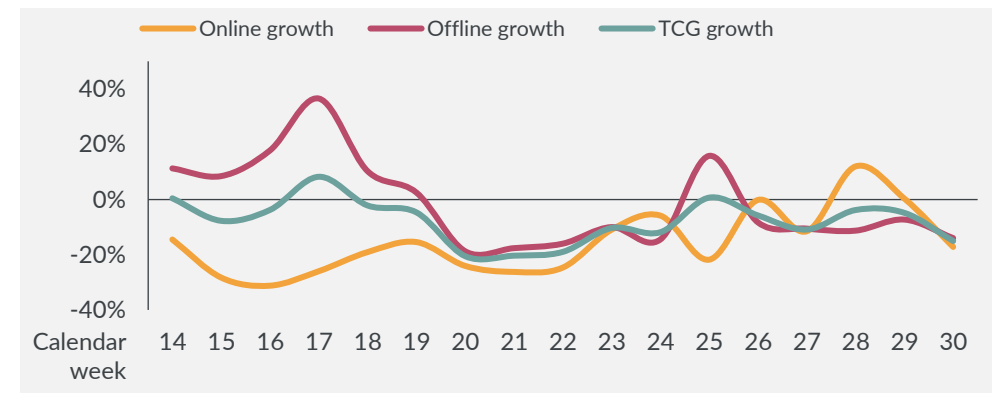
Brazil

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 30 (July 25 – July 31)

- Online sales delivered -17% (flat the previous week) and traditional retail was down -14% (-7% the previous week), resulting in a downswing of the total TCG market of 15%.
- IT/Office products were double-digit negative, led by mobile computing at -26%. Smartphones slumped at -15%. Laser printers were the exception at +8%.
- Air treatment saw remarkable growth of +109%. Most other MDA/SDA/CE products posted double-digit negative trends.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 30 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 Italy



About gfknewron

Fact of the week

Germany

Great Britain

France

> Italy

Spain

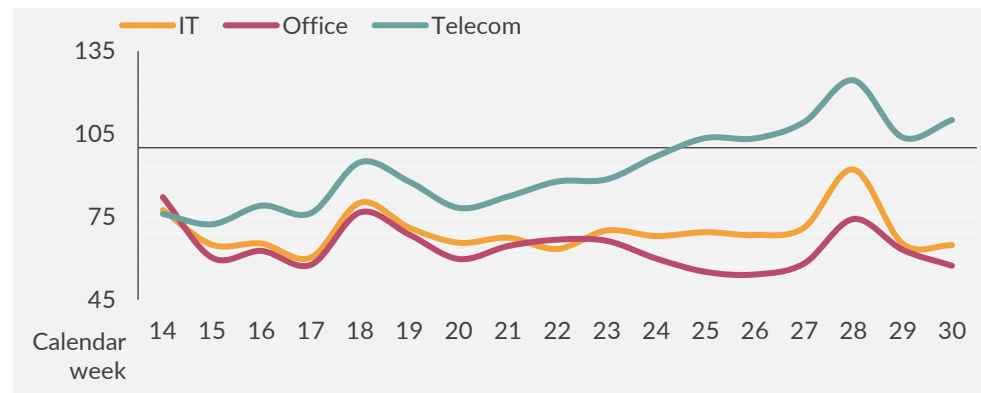
Russia

Japan

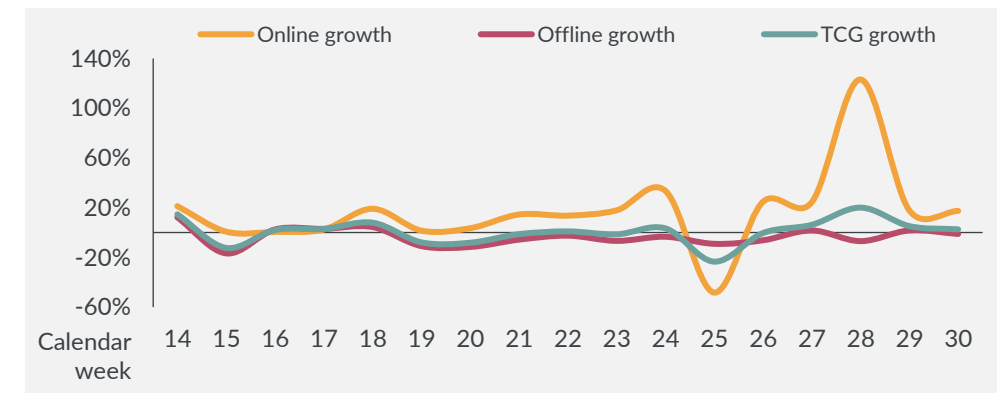
Brazil

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 30 (July 25 – July 31)

- The second week following Prime Day week continued to be successful for online sales (+17%). However, weak traditional retail (-1%) dragged the total TCG market to just +3%.
- IT/Office products ranged from -20% for laser printers to -1% for media tablets. Smartphones accelerated at +11%.
- Air treatment performed best at +29%, followed by cooling at +23%. Food preparation was the only category in MDA/SDA with a decline (-8%). CE products posted double-digit negative trends.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 30 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

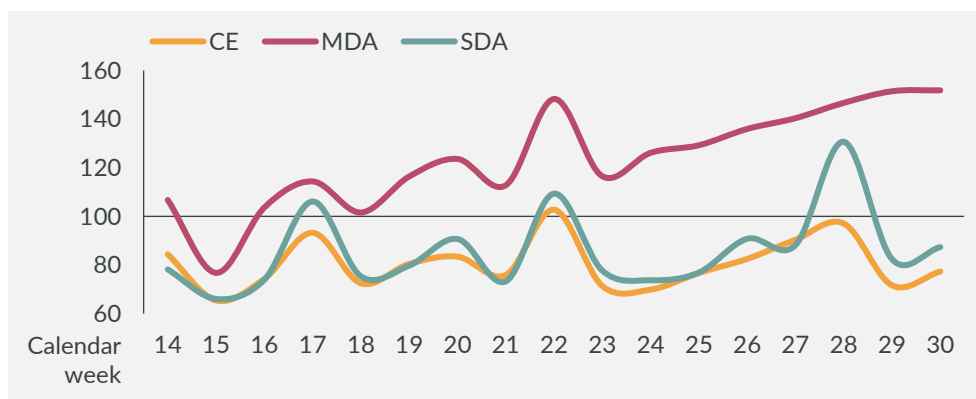
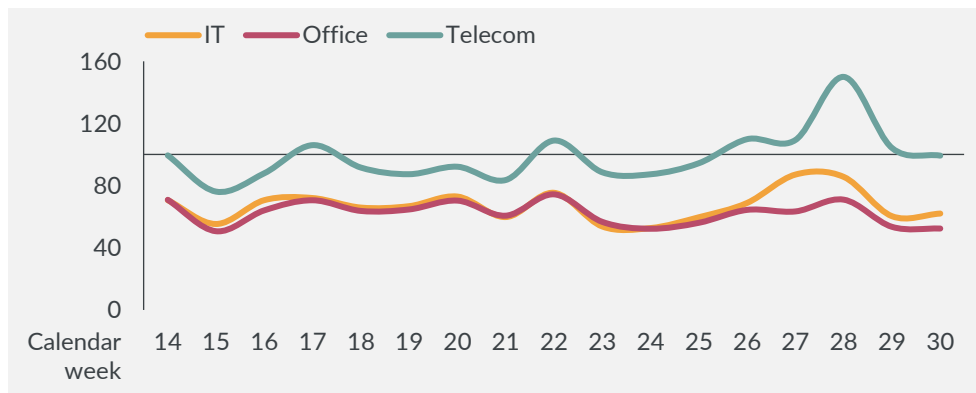
Russia

Japan

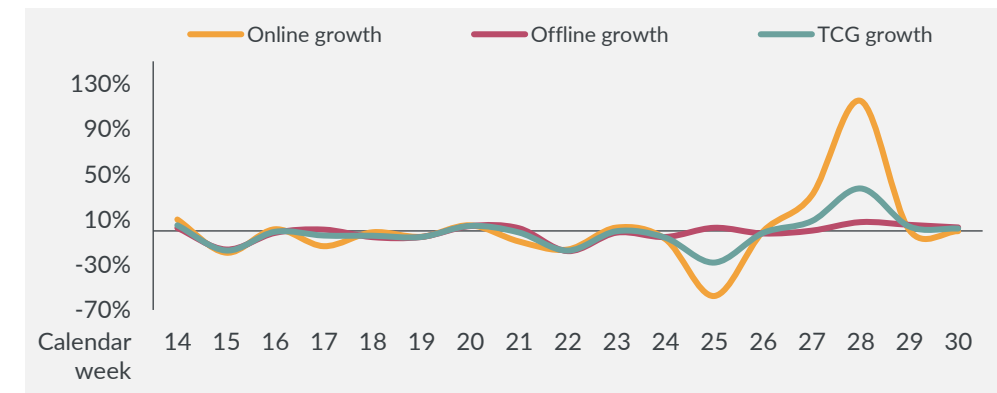
Brazil

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 30 (July 25 – July 31)

- As traditional retail slowed to +3% and with flat online sales, the total TCG market experienced a slight upswing of 2%.
- Desk computing was the weakest product group in week 30 at -20%. Laser printers performed best within IT/Office products at +4%.
- Cooling and vacuum cleaners posted double-digit upticks at +28% and +27% respectively. TV sales slumped at -6%

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 30 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

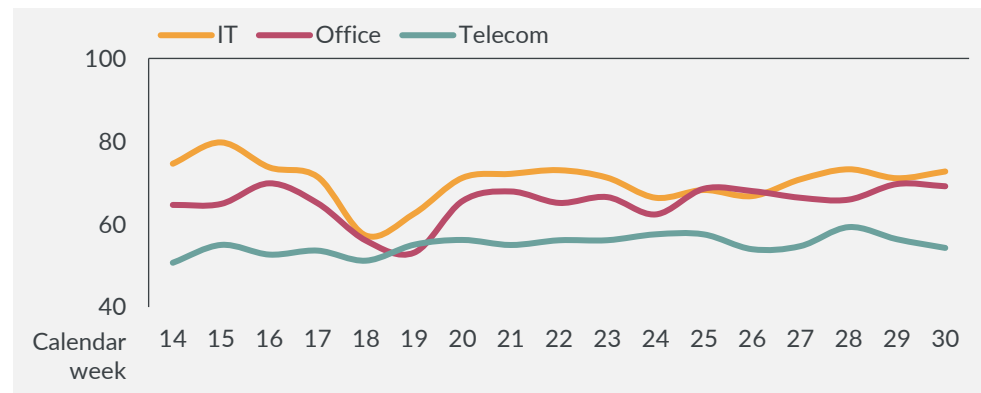
> Russia

Japan

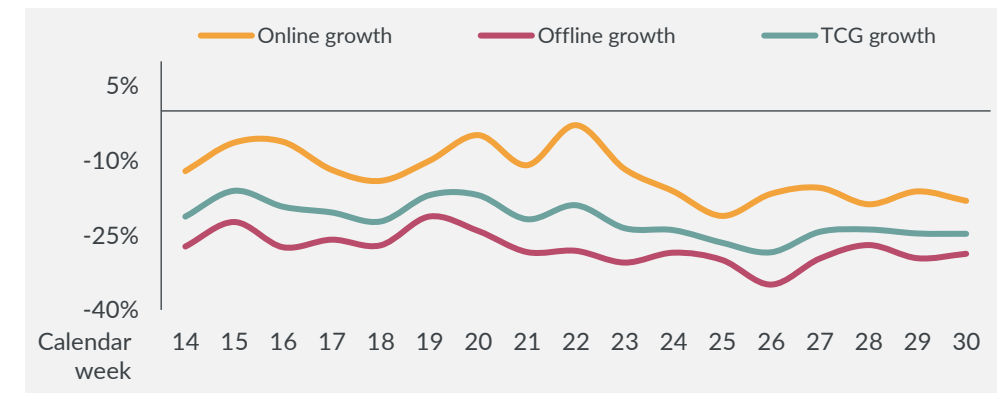
Brazil

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 30 (July 25 – July 31)

- The total TCG market continued its negative trend (-25%), driven by traditional retail at -29%. Online sales performed better but were still down by 18%.
- The most impacted product groups were smartphones (-45%) and media tablets (-43%). Monitors were up 23%.
- Audio home systems posted an outstanding growth of +95% while MDAs were down 5%. SDA products delivered a mixed picture with food preparation at +23% and air treatment at -3%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 30 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

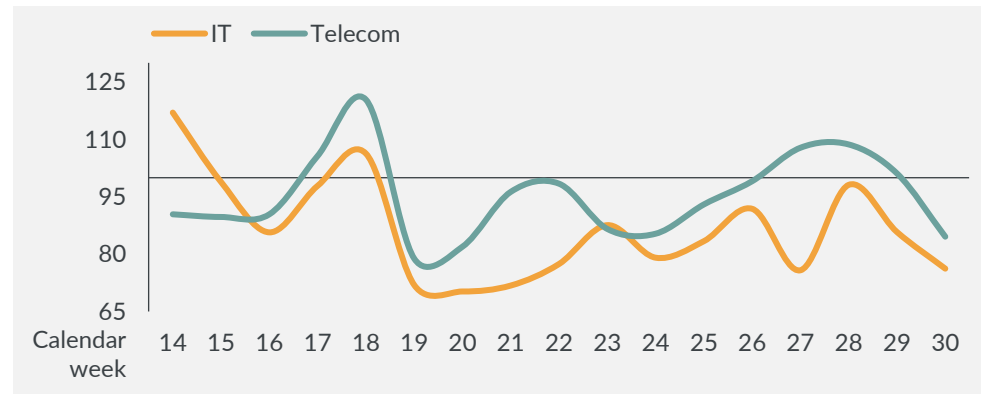
Russia

> Japan

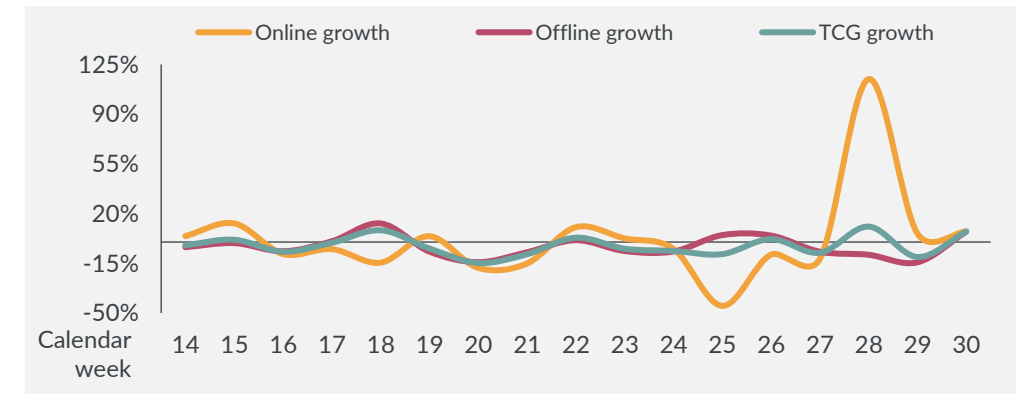
Brazil

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 30 (July 25 – July 31)

- Both distribution types experienced identical growth rates of 7%, leading to an increase for total TCG, once again of 7%.
- Headsets and smartphones each posted a growth rate of +14%. Mobile computing was up 20%. Media tablets fell strongly by 39%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +17% for washing machines to -10% for audio home systems. TV sales witnessed a drop of 5%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 30 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

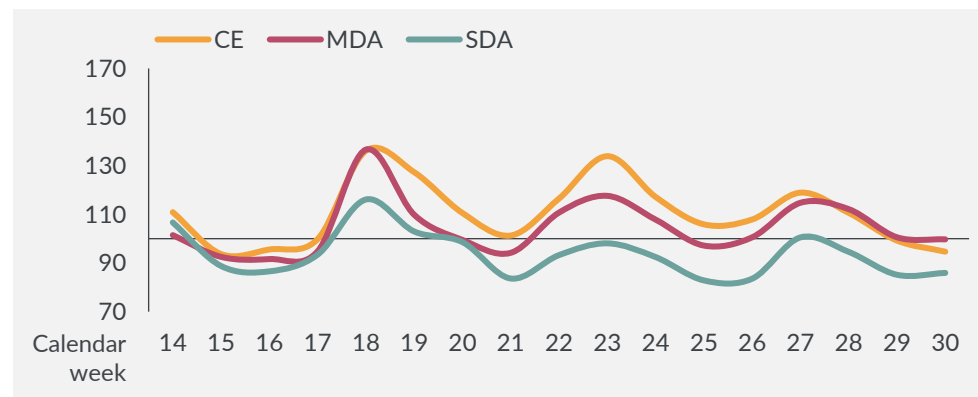
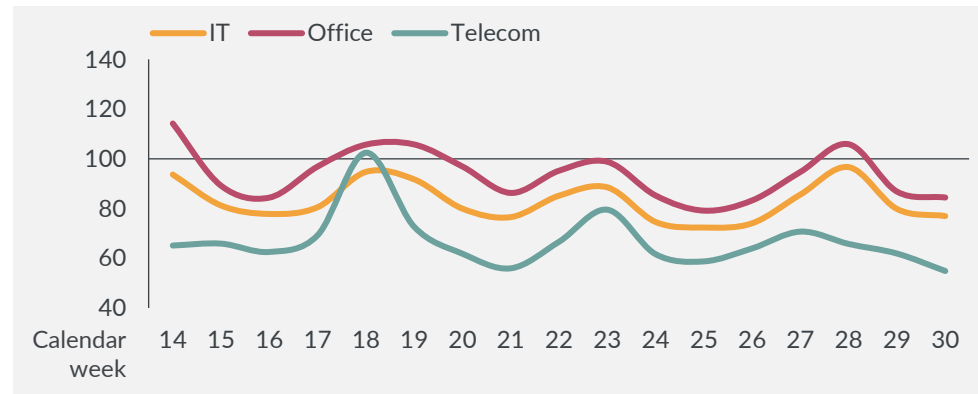
Russia

Japan

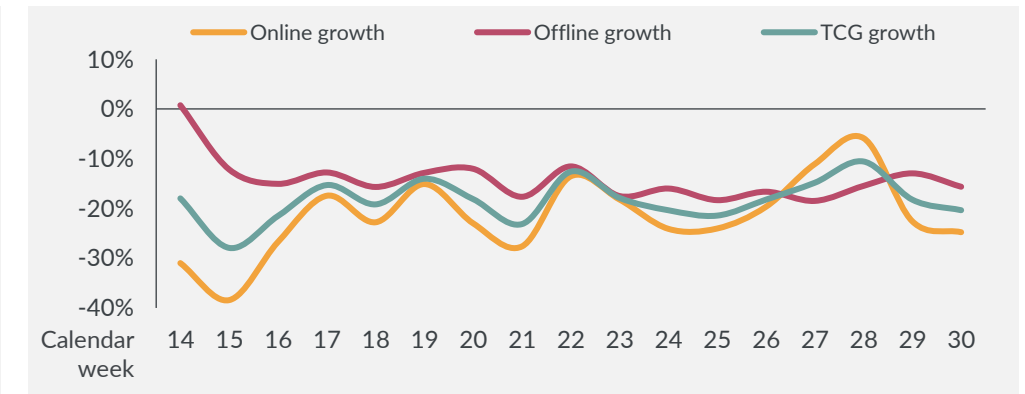
> Brazil

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 30 (July 25 – July 31)

- The decreases for both traditional retail (-16%) and online sales (-25%) accelerated compared to past weeks. This delivered a strong negative trend (-20%) for total TCG.
- Smartphones posted a negative rate (-38%). Trends for IT/Office products ranged from -16% for mobile computing to +10% for media tablets.
- There was a mixed picture for MDA/SDA/CE products, ranging from between +10% for TV sales and -25% for shavers.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 30 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

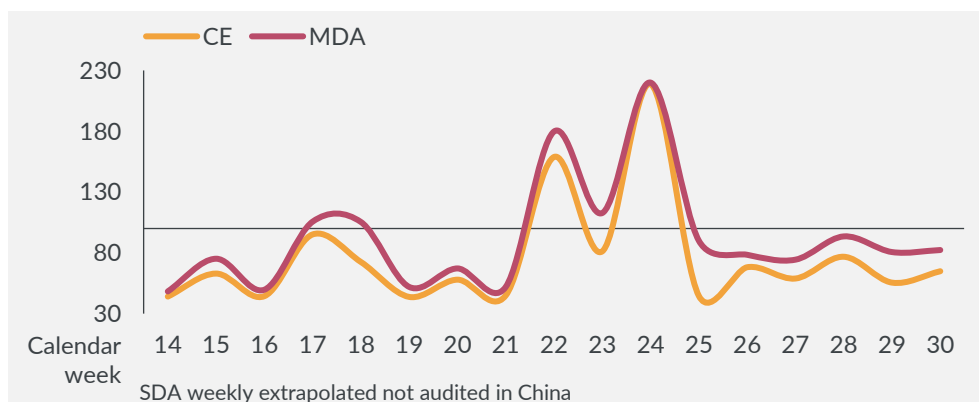
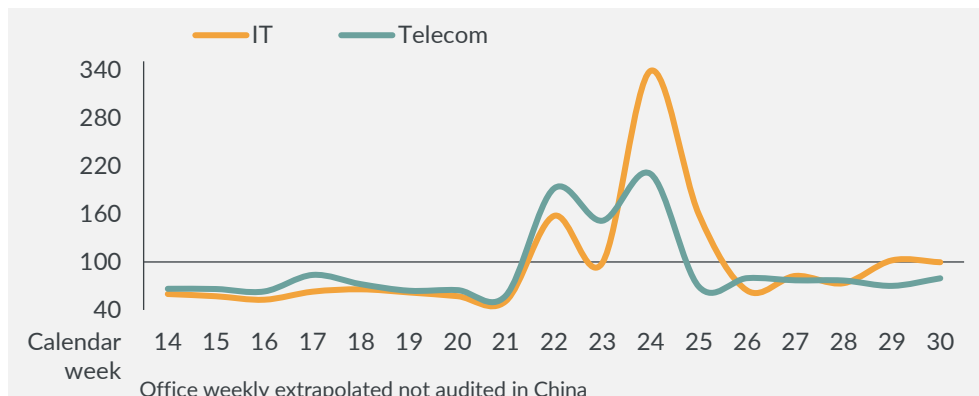
Russia

Japan

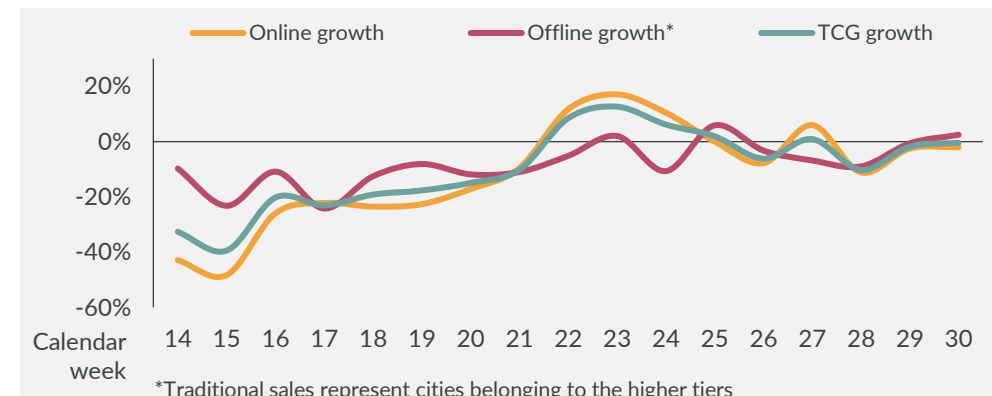
Brazil

> 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 30 (July 25 – July 31)

- Both distribution channels recovered to just a slight drop for online sales (-2%) and even a small upswing for traditional retail (+2%), leading to a flat total TCG market.
- Mobile PCs posted an increase of 14%. Smartphones delivered a minus of 2%.
- Week 30 saw a double-digit drop for TV sales (-16%) and a smaller decline for washing machines (-4%) while cooling accelerated by 8%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 30 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.

