



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 121

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gfknewron



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> About gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

Japan

Brazil

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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: Gaming as premium opportunity



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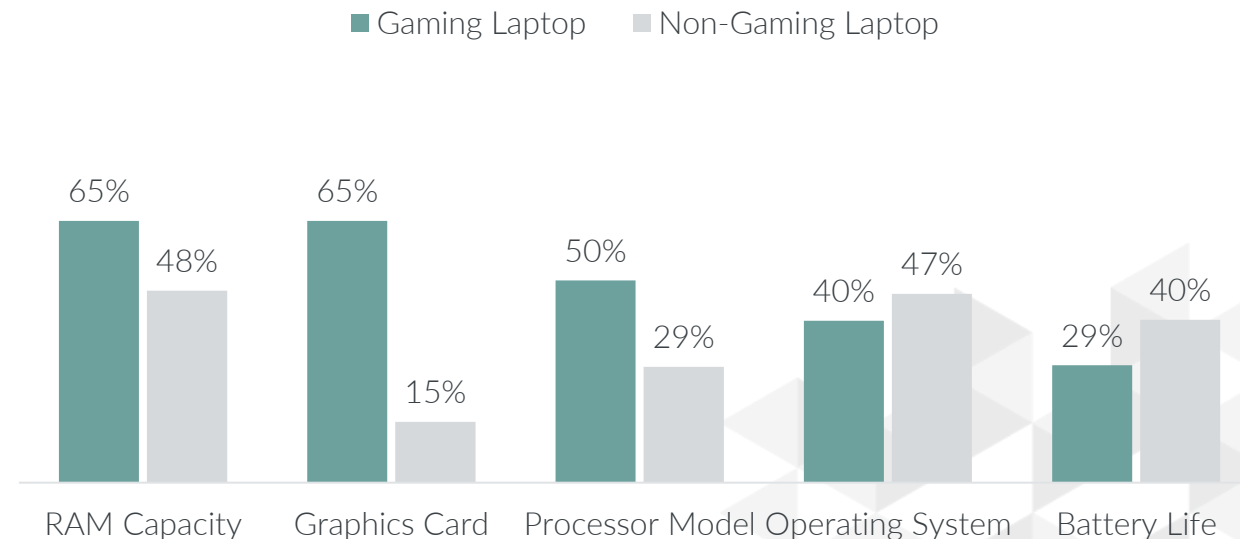
Brazil

China

gfknewron Consumer: Choice Driver, 14 countries*, Q1 2022



High-tech features are driving the purchase



Source: gfknewron Consumer Intelligence: Purchase Trigger - Gaming Mobile PC: 455284 shoppers, 1289 interviews, Non Gaming Mobile PC: 5819997 shoppers, 15105 interviews

*14 countries: Belgium, Brazil, Chile, France, Germany, Great Britain, Greece, Italy, Japan, Netherlands, Poland, South Korea, Spain, Switzerland

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



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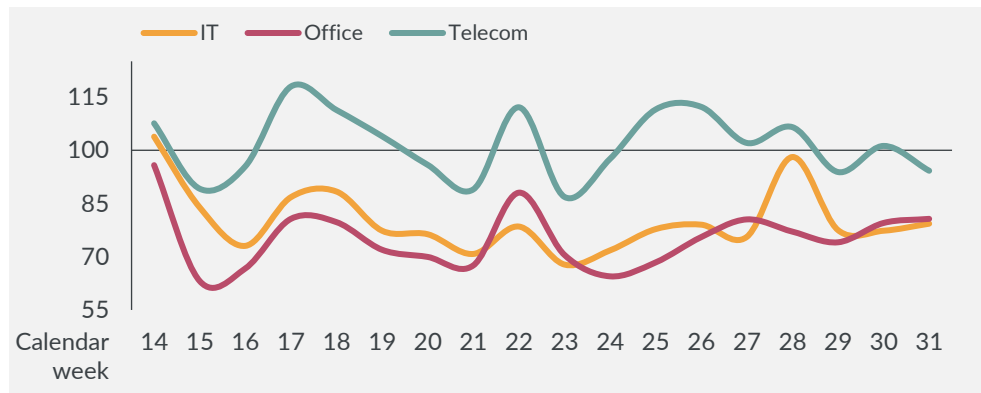
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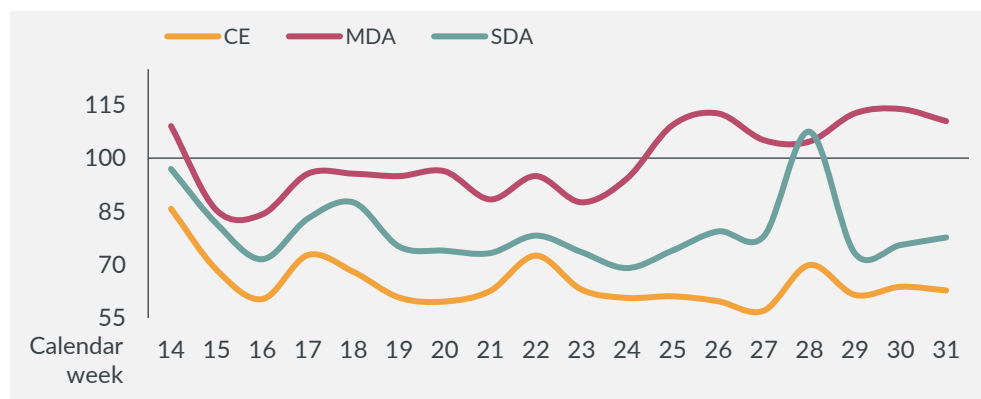
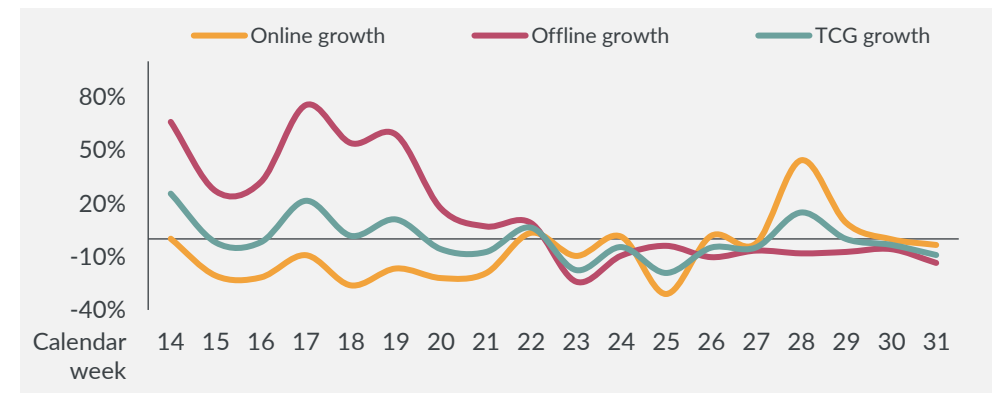
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 31 (August 01 – August 07)

- Traditional retail experienced a minus of 14% vs week 31 in 2021. Online sales at -3% failed to compensate for the losses, leaving total TCG at a minus of 9%.
- Except for laser printer (+3%), all IT/Office product groups decelerated, ranging from -18% for desk computing to -2% for media tablets. Smartphones were down by 2%.
- There were double-digit losses for many MDA/SDA/CE products. With flat sales, cooling was impacted the least.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 31 2022; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop 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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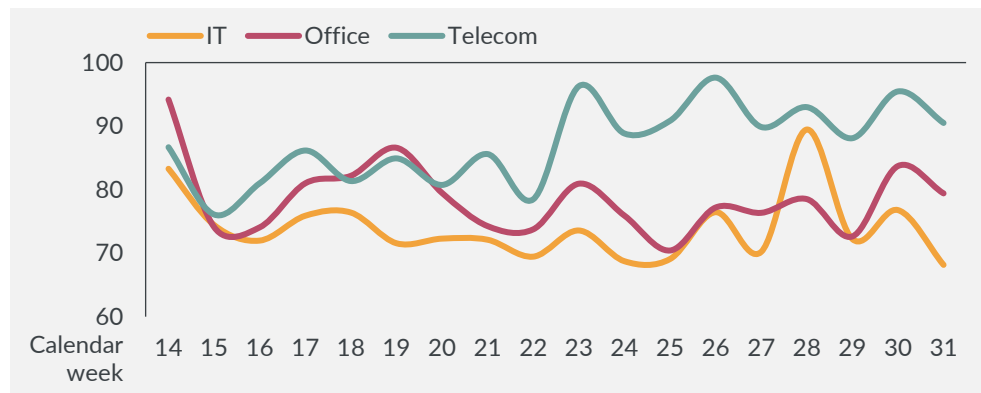
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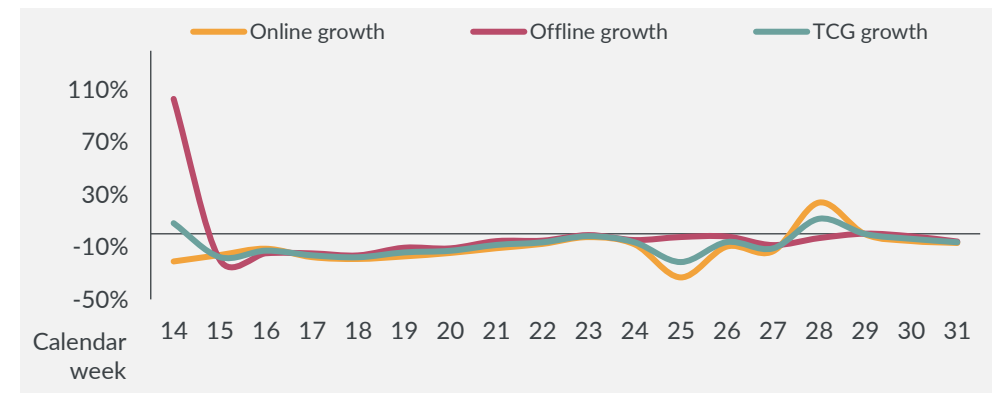
Brazil

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 31 (August 01 – August 07)

- Online sales delivered -7% and traditional retail was down -6%, resulting in a downswing of the total TCG market of -6%.
- Many IT/Office products posted negative trends, led by media tablets at -33%. Mice were the best performing category at +6%. Smartphones lost slightly by 2%. Headsets delivered +5%.
- There were negative trends throughout MDA/SDA/CE products with shavers hit the least at -2%. Audio home systems experienced the biggest decline at -19%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 31 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

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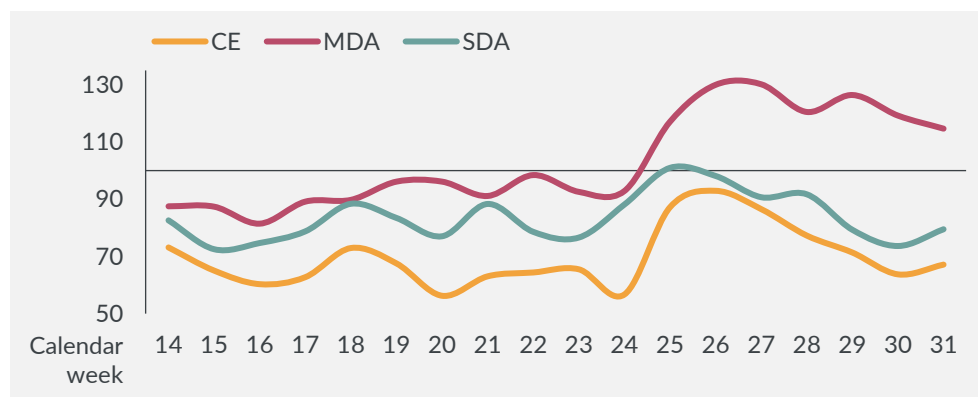
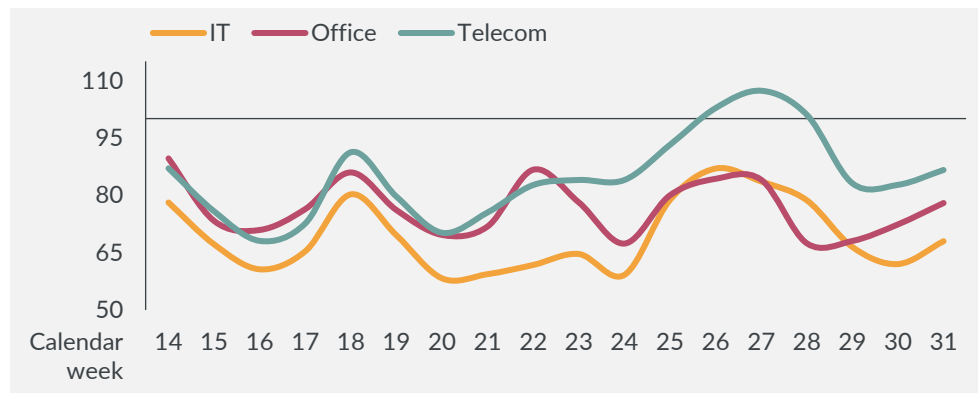
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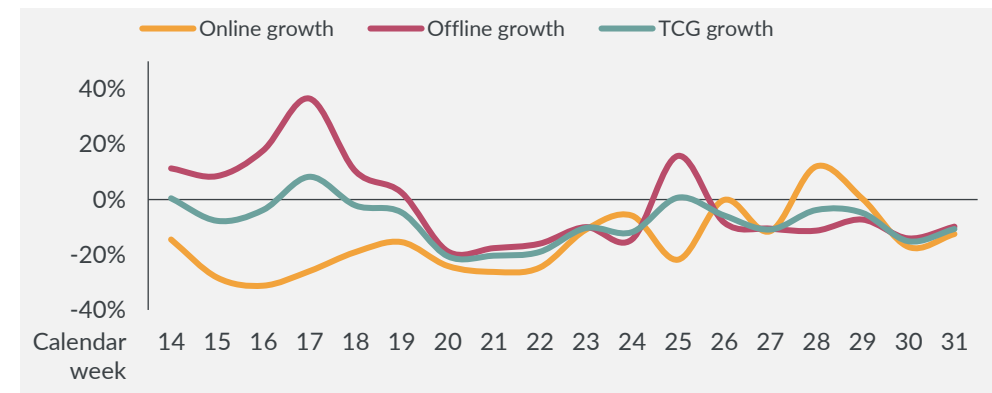
Brazil

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 31 (August 01 – August 07)

- Online sales delivered -13% (-17% the previous week) and traditional retail was down -10% (-14% the previous week), resulting in a downswing of the total TCG market of 11%.
- IT/Office products were double-digit negative (between -13% and -18%) with desk computing out in front at -31%. Smartphones slumped at -17%. Headsets posted +3%.
- Air treatment saw remarkable growth of +313%. Most other MDA/SDA/CE products posted negative trends.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 31 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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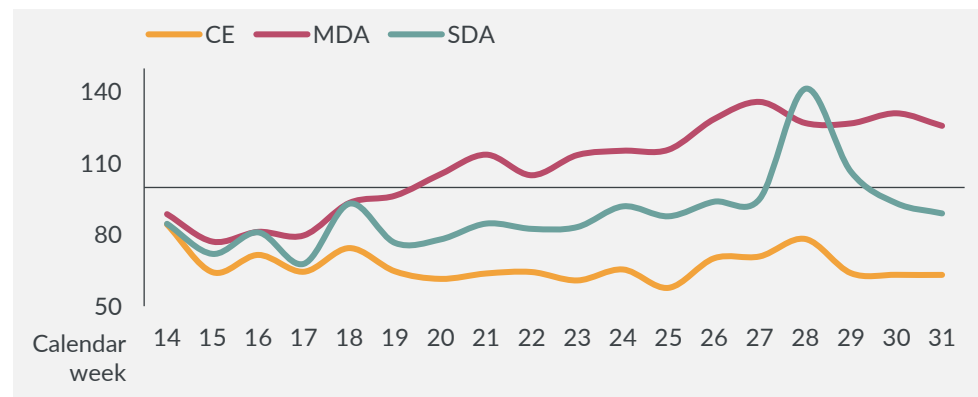
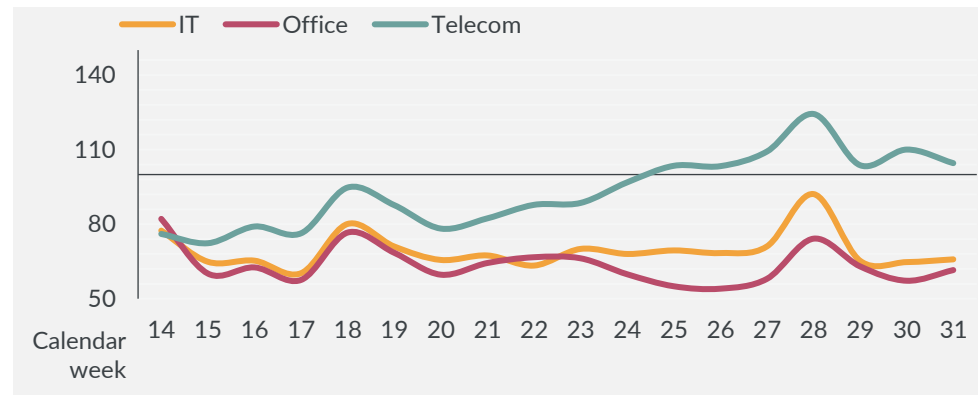
Russia

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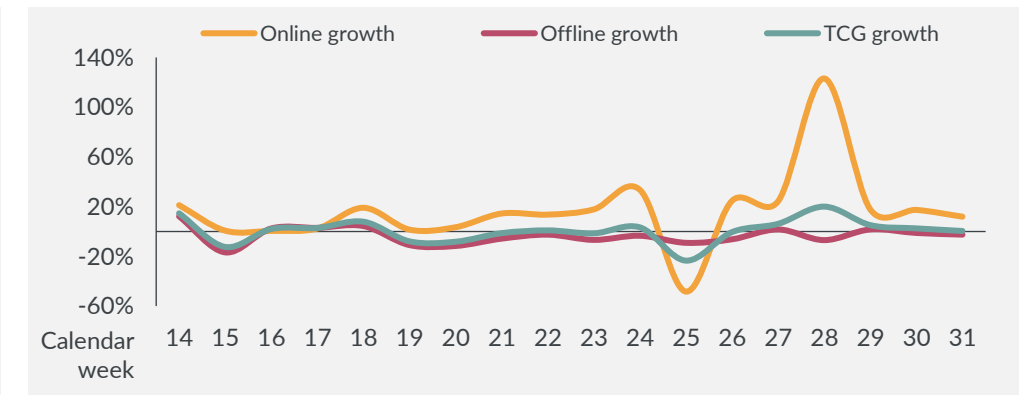
Brazil

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 31 (August 01 – August 07)

- A strong online sales increase of +12% could not balance the downswing of traditional retail (-2%), leading to a flat total TCG market.
- IT/Office products ranged from -18% for desk computing to +5% for media tablets. Smartphones accelerated at +7%.
- While CE products lost in double-digits, MDA/SDA categories were single-digit positive, except for food preparation at -10%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 31 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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Fact of the week

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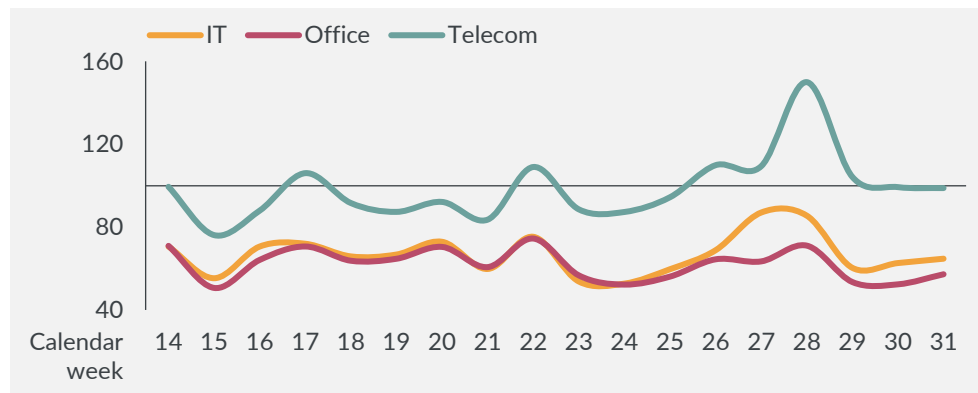
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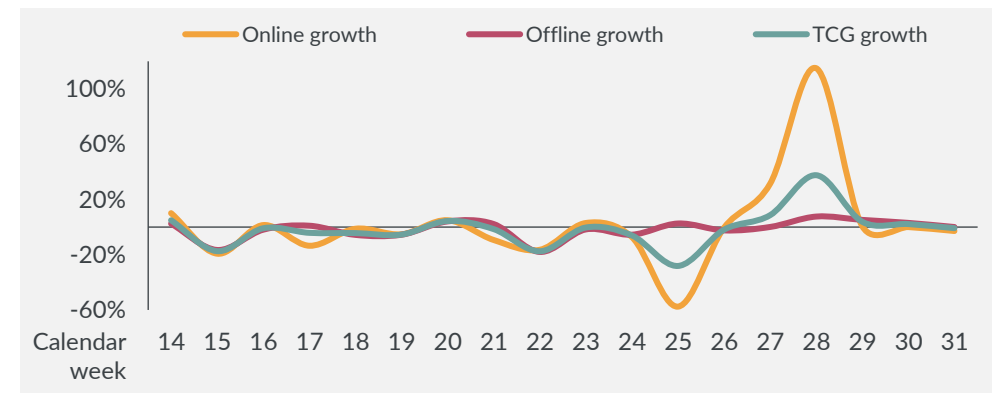
Brazil

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 31 (August 01 – August 07)

- As traditional retail was flat and online sales dropped by 3%, the total TCG market experienced a slight downswing of 1%.
- Laser printers were the best performing product group among IT/Office products at +11%. Desk computing slumped at -16%. Smartphones were down 10%. Headsets delivered +17%.
- MDA and SDA products posted positive trends with cooling in the lead at +32%. Shavers were just slightly negative at -1%. CE items delivered negative results at -15% for TVs and -17% for soundbars.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 31 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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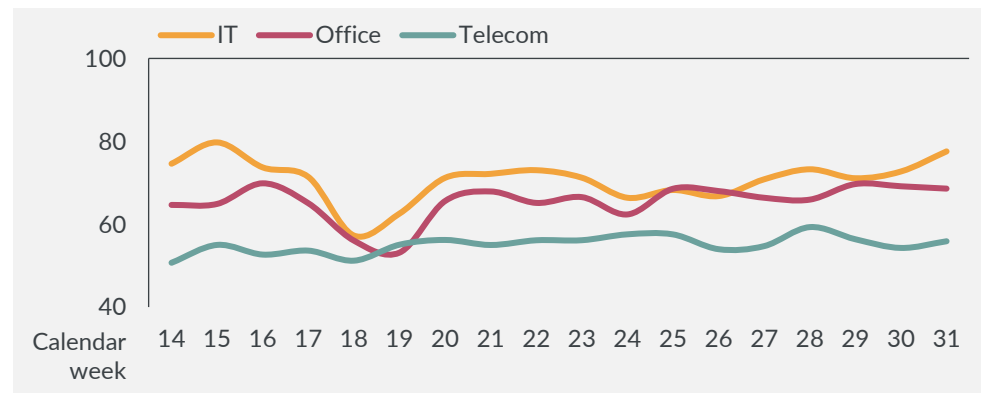
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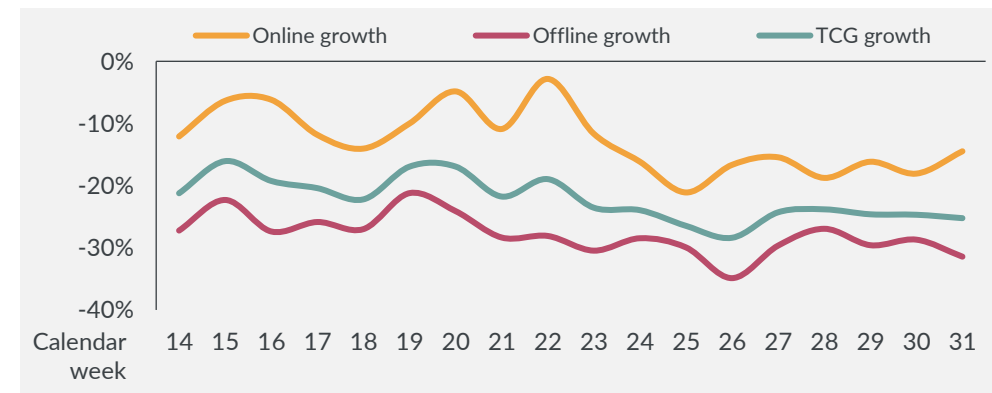
Brazil

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 31 (August 01 – August 07)

- The total TCG market continued its negative trend (-25%), driven by traditional retail at -31%. Online sales performed better but were still down by 14%.
- The most impacted product groups were smartphones and media tablets at -45% and -43% respectively. Monitors were up 15%.
- Audio home systems posted an outstanding growth of +71% while MDAs were down 5%. SDA products delivered an overall positive picture. Vacuum cleaners lagged at -4%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 31 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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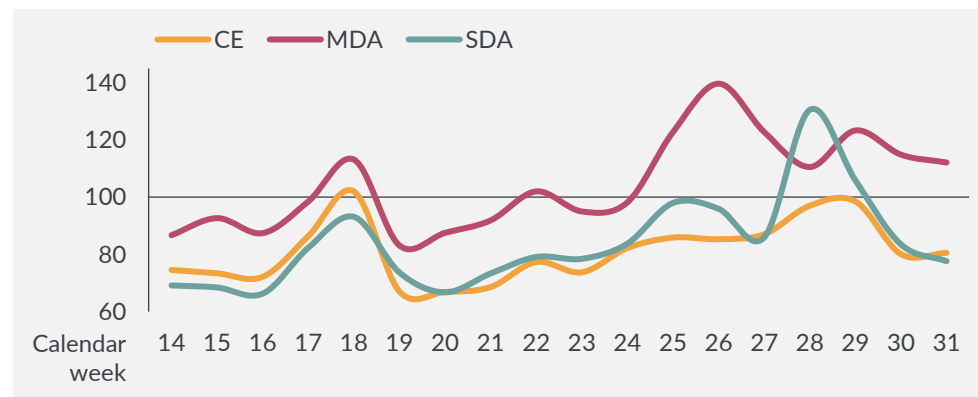
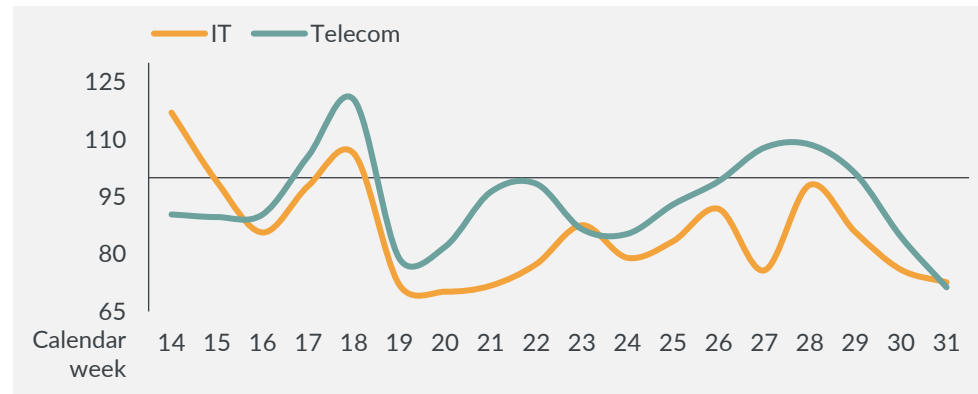
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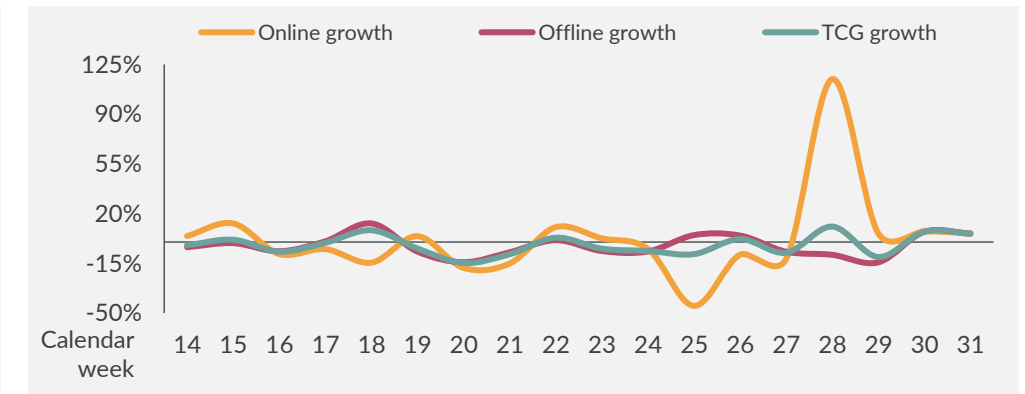
Brazil

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 31 (August 01 – August 07)

- Both distribution types experienced identical growth rates of 6%, leading to an increase for total TCG of 6%.
- Headsets and smartphones posted increases of +3% and +6% respectively. Mobile computing was up 10%. Media tablets fell by 16%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +13% for washing machines to -18% for audio home systems. TV sales witnessed an upswing of 5%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 31 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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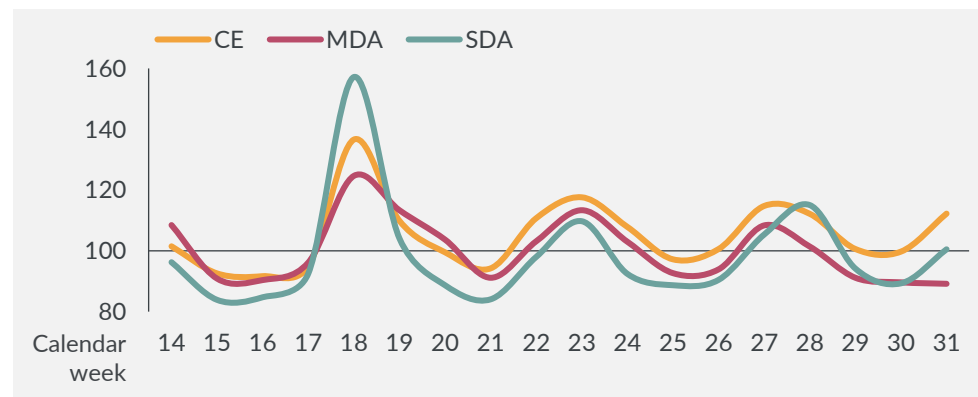
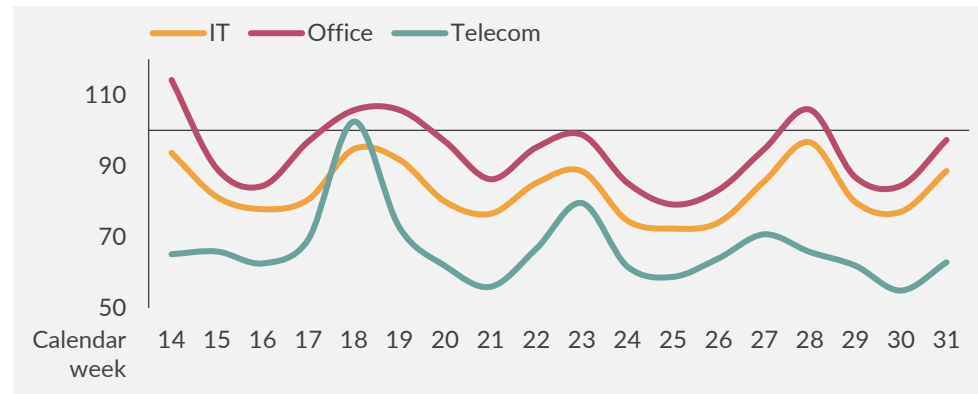
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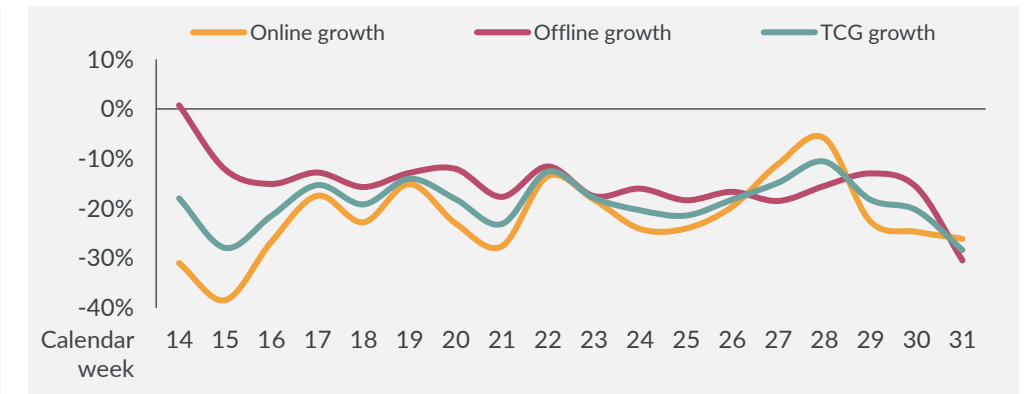
> Brazil

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 31 (August 01 – August 07)

- The decreases for both traditional retail (-30%) and online sales (-26%) accelerated compared to past weeks. This delivered a strong downward trend (-28%) 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 mainly declining picture for MDA/SDA/CE products, ranging from between +5% for TV sales and -56% for shavers.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 31 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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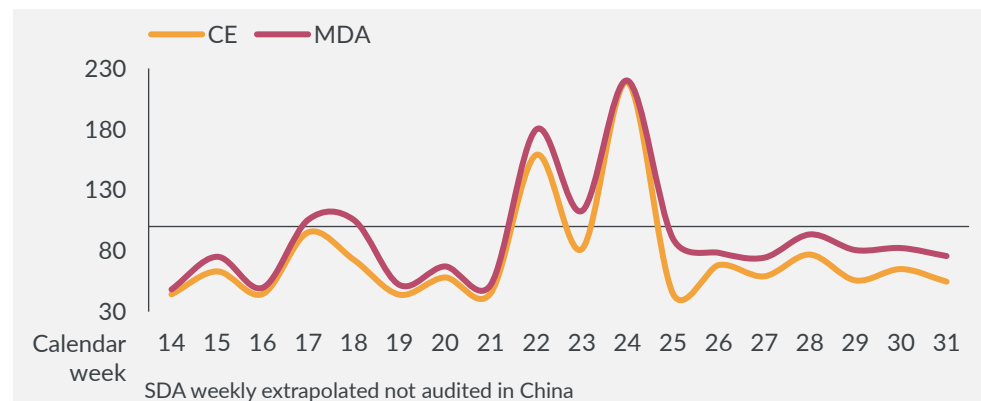
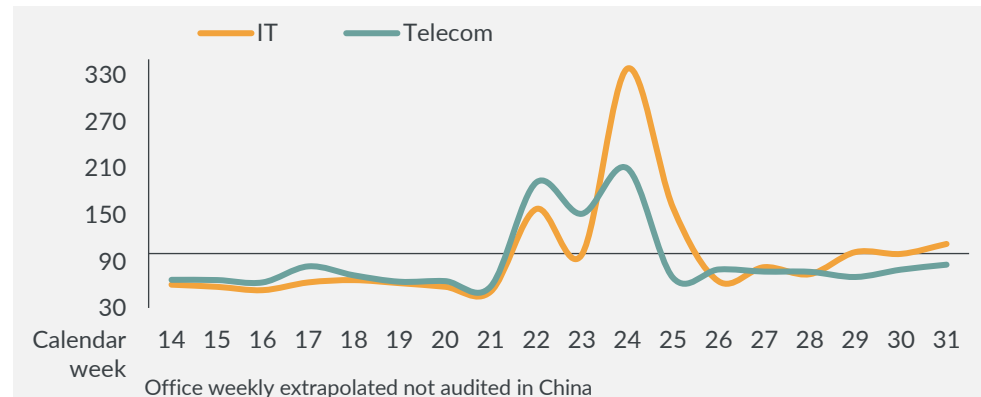
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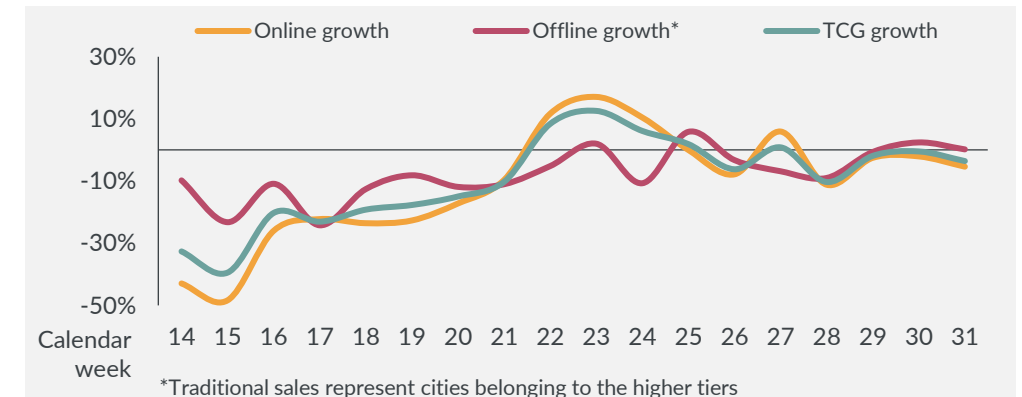
Brazil



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 31 (August 01 – August 07)

- Flat traditional retail and a decrease for online sales (-5%) led to a downswing for the total TCG market of 4%.
- While mobile PCs plateaued, smartphones delivered a tiny plus of 0.5%.
- Week 31 saw double-digit drops for TV sales (-20%), washing machines (-23%), and cooling (-13%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 31 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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