



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 124

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: Sales value growth in EUR much stronger than USD due to weaker Euro.



About gfknewron

> Fact of the week

Germany

Great Britain

France

Italy

Spain

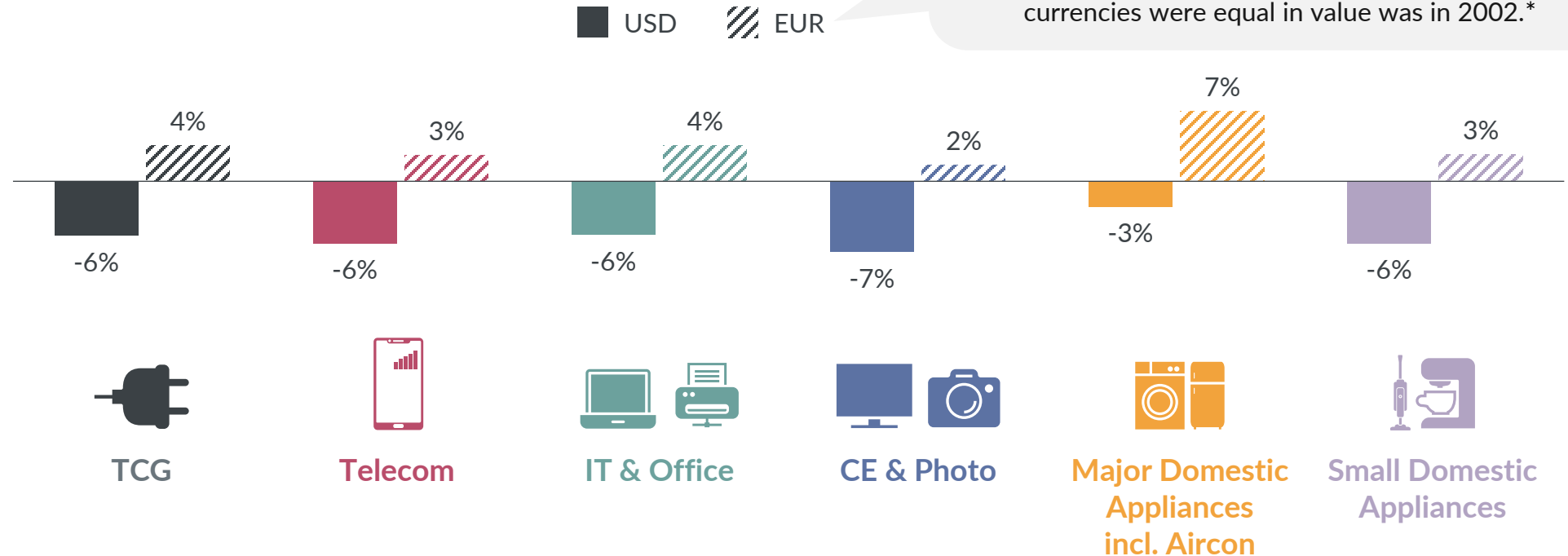
Russia

Japan

Brazil

China

Sales value growth | 2022 vs 2021 | Jan 22 - Jun 22



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America). CE incl. Multifunctional Technical Devices, SDA incl. Personal Diagnostics.

*<https://www.bloomberg.com/news/articles/2022-07-08/why-the-euro-has-tumbled-near-parity-to-the-us-dollar-quicktake#xj4y7vzkg>

<https://www.cnn.com/2022/07/12/euro-and-us-dollar-near-parity-heres-what-that-means-for-travelers.html>

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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

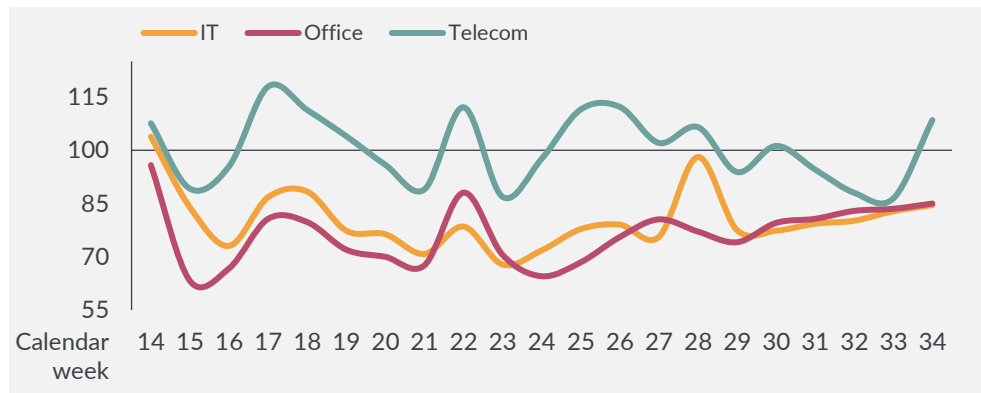
Japan

Brazil

China

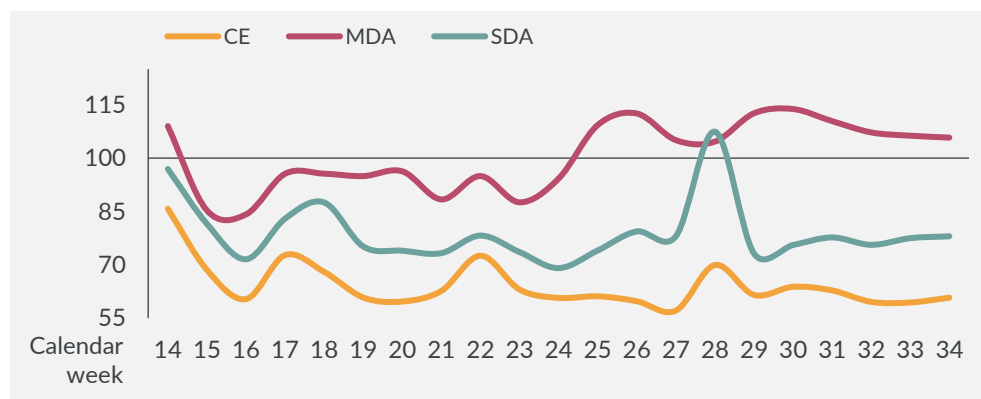
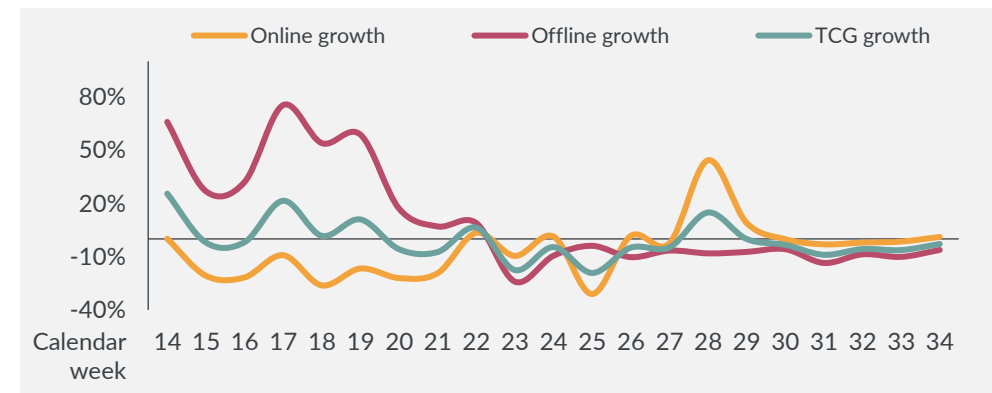
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 34 (August 22 – August 28)

- Traditional retail experienced a minus of 6% vs week 34 in 2021. Online sales at +1% failed to compensate for the losses, leaving total TCG at a minus of 3%.
- Except for laser printers (+32%) and media tablets (+7%), all other IT/Office product groups decelerated with desk computers hit the most (-20%). Smartphones were up by 16%.
- There were double-digit losses for CE products, washing machines, hot beverage makers and vacuum cleaners. Cooling posted +7%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 34 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

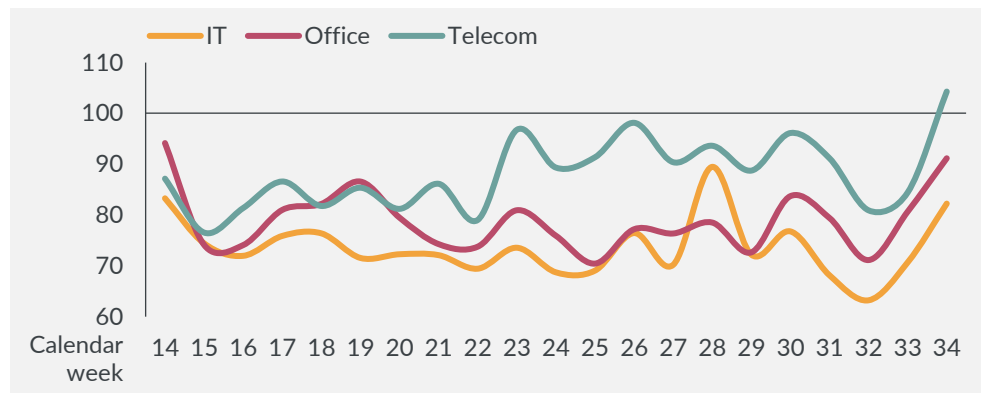
Russia

Japan

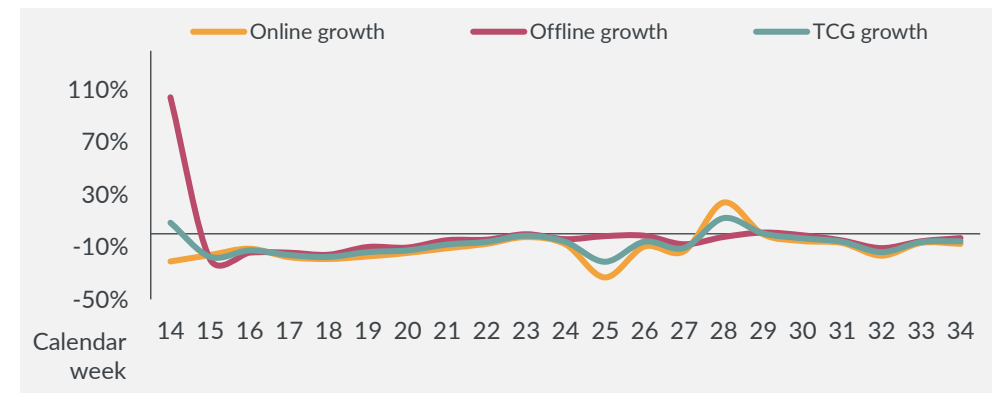
Brazil

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 34 (August 22 – August 28)

- Online sales delivered -8% and traditional retail was down -3%, resulting in a downswing of the total TCG market of -6%.
- Many IT/Office products posted negative trends, led by media tablets at -32%. Laser printers were the best performing category at +85%. Smartphones lost by 4%. Headsets delivered +8%.
- There were negative trends for MDA/SDA/CE products with audio home systems experiencing the biggest decline at -20%. Cooling posted +5%. Food preparation and hot beverage makers were flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 34 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

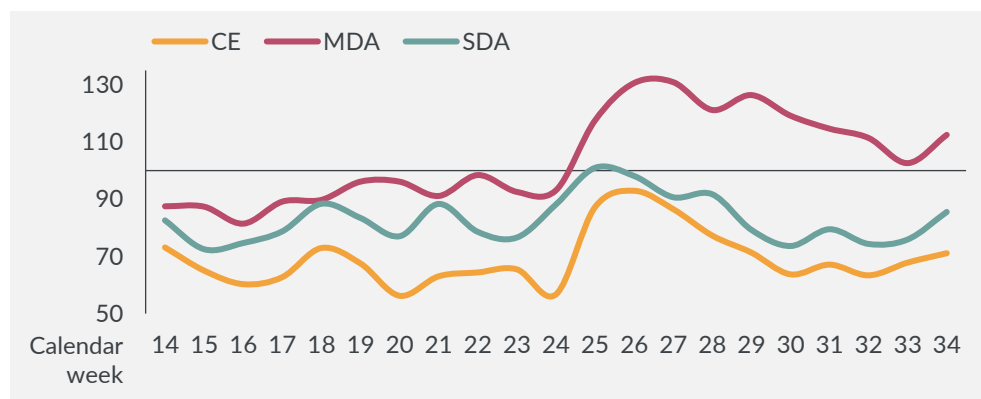
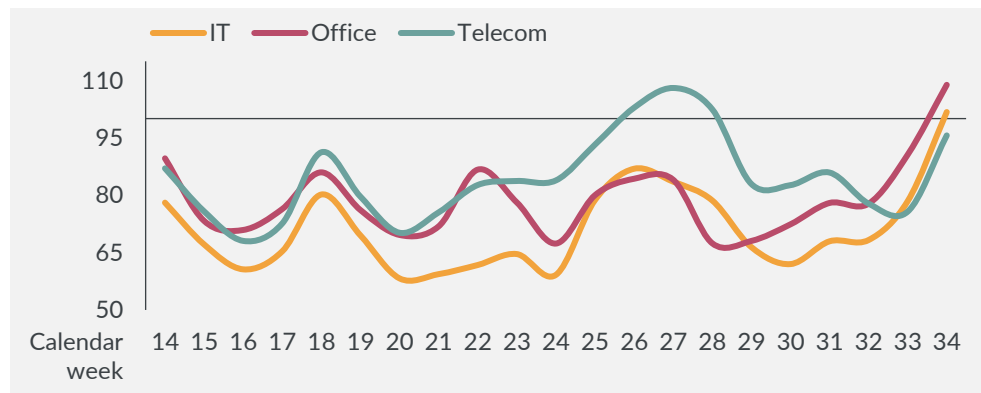
Russia

Japan

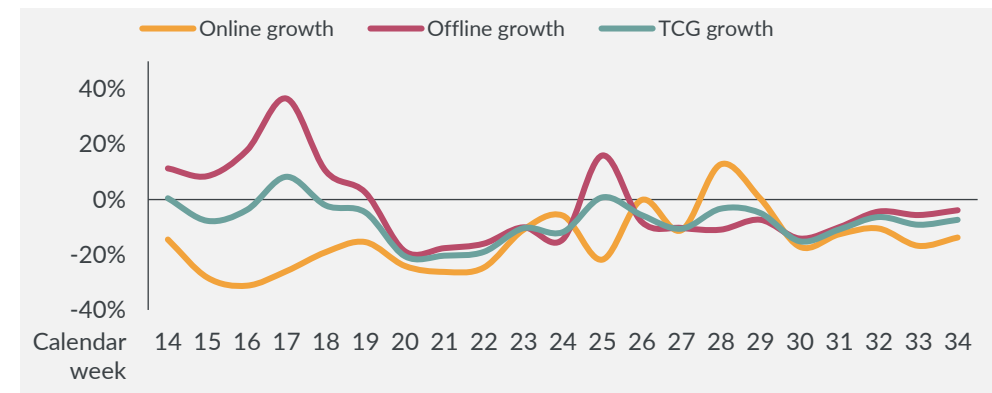
Brazil

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 34 (August 22 – August 28)

- Online sales delivered -14% (-17% the previous week) and traditional retail was down -4% (-6% the previous week), resulting in a downswing of the total TCG market of 7%.
- IT/Office products posted negative trends of between -3% for inkjet printers and -24% for desk computing. Laser printers were the ray of light at +31%. Smartphones slumped at -16%.
- Air treatment recovered from -29% in week 33 to +2% in week 34. Dental care grew by 11%. CE products posted decreases.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 34 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

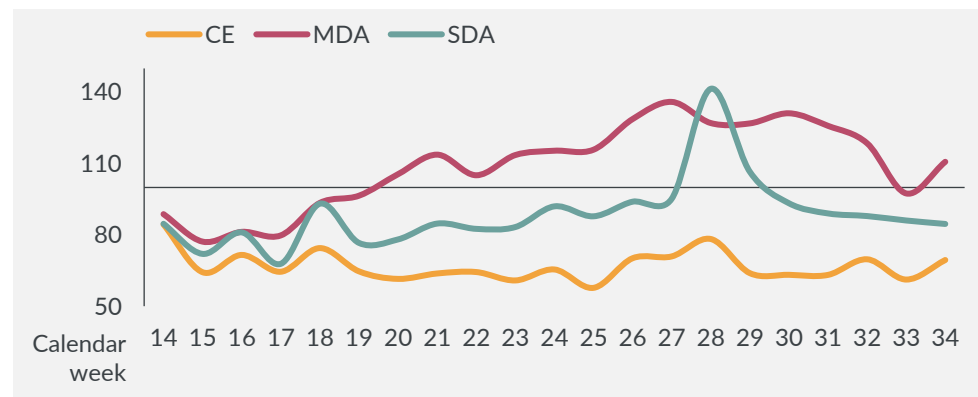
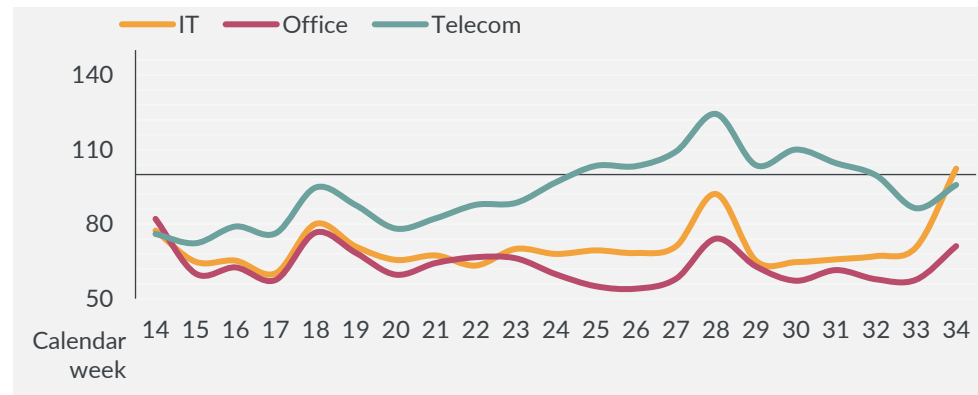
Russia

Japan

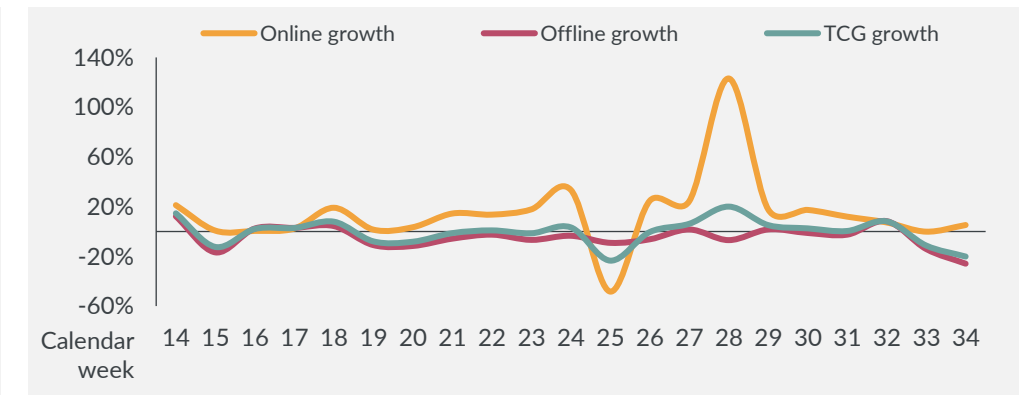
Brazil

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 34 (August 22 – August 28)

- The online sales increase of +5% could not balance the strong downswing of traditional retail (-26%), leading to a decelerating total TCG market (-20%).
- IT/Office products ranged from -23% for laser printers to +9% for media tablets. Smartphones were flat at +0.2%.
- While CE products lost in double-digits with PTV out in front at -59%, MDA/SDA categories delivered a mixed picture, ranging from -22% for air treatment to +16% for hot beverage makers.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 34 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

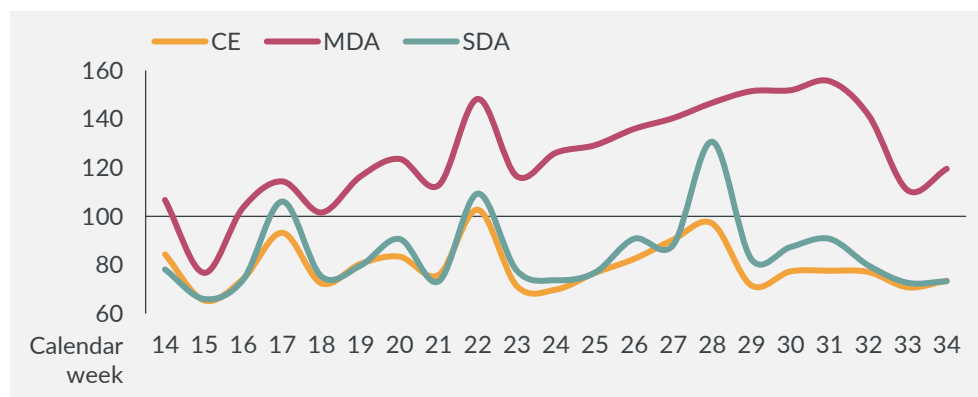
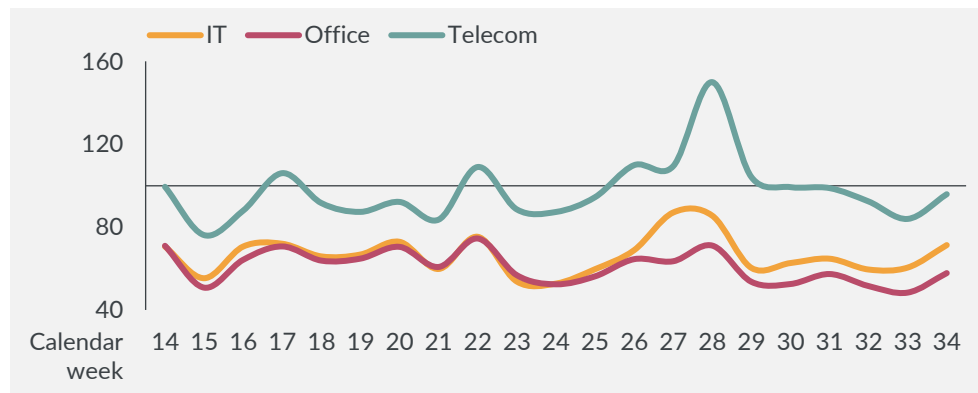
Russia

Japan

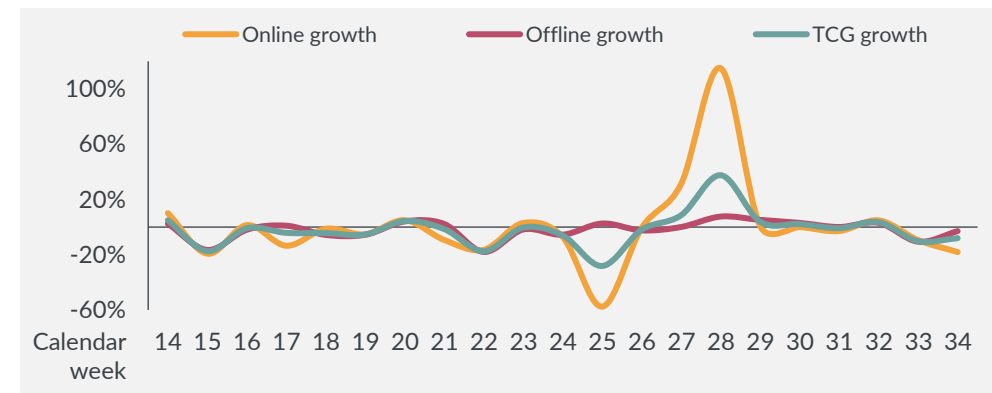
Brazil

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 34 (August 22 – August 28)

- Strong losses for online sales (-18%) dragged the total TCG market into decline (-8%). Traditional retail at -3% added to the drop.
- Laser printers were the best performing product group among IT/Office products at +7%. Desk computing slumped at -29%. Smartphones were down 16%.
- MDA/SDA/CE products posted a mixed picture with soundbars out in front at +26% and audio home systems bringing up the rear at -6%. TVs posted a slightly negative trend at -2%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 34 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

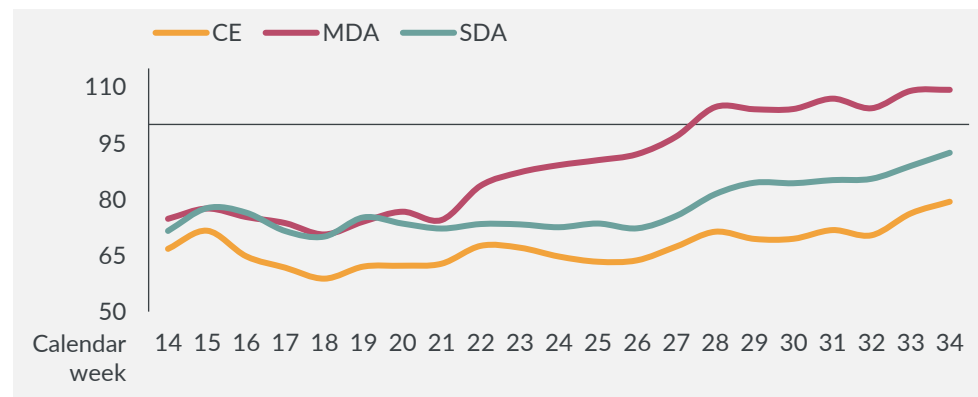
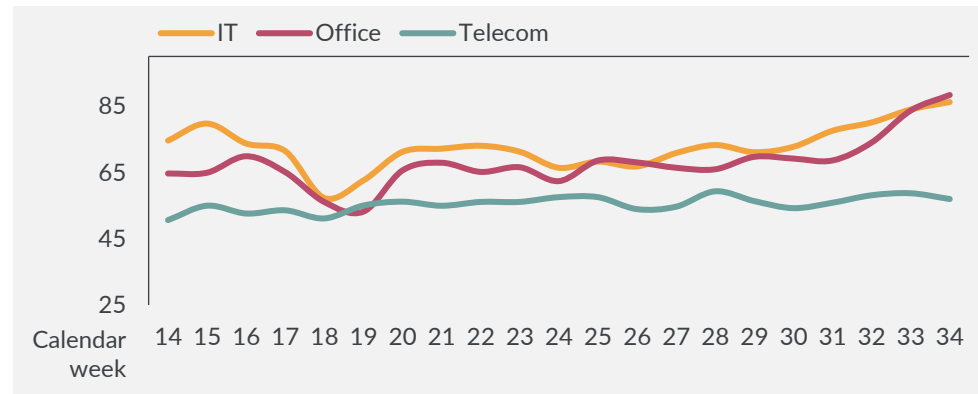
> Russia

Japan

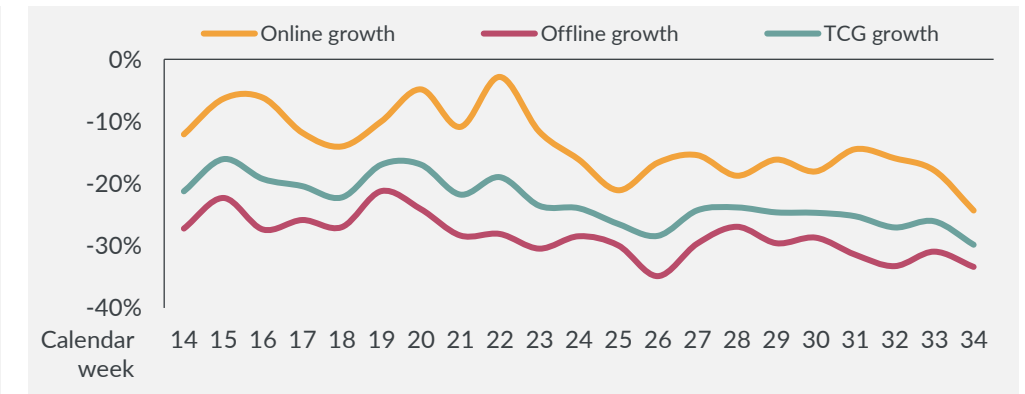
Brazil

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 34 (August 22 – August 28)

- The total TCG market continued its negative trend (-30%), driven by traditional retail at -33%. Online sales performed slightly better but were still down by 24%.
- The most impacted product groups were smartphones and media tablets at -48% and -53% respectively. Monitors were up 8%.
- Audio home systems posted an outstanding growth of +91% while MDAs were down 6%. SDAs delivered an overall positive picture. Vacuum cleaners and washing machines lagged at -5% and -6%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 34 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

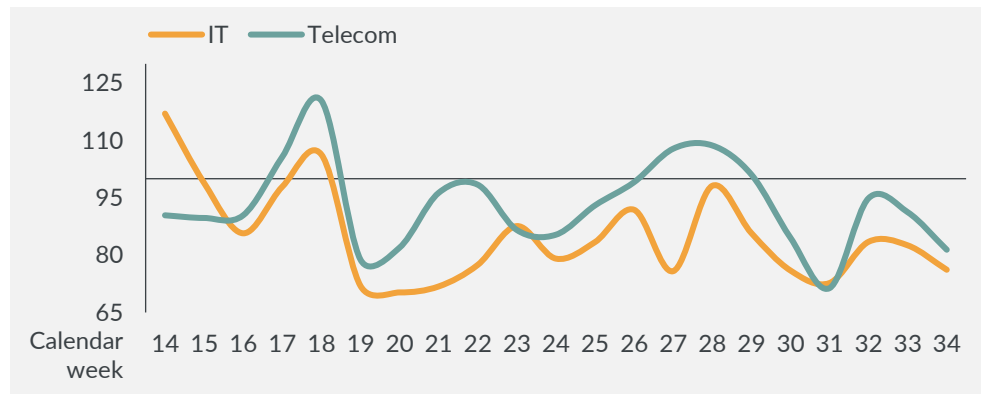
Russia

> Japan

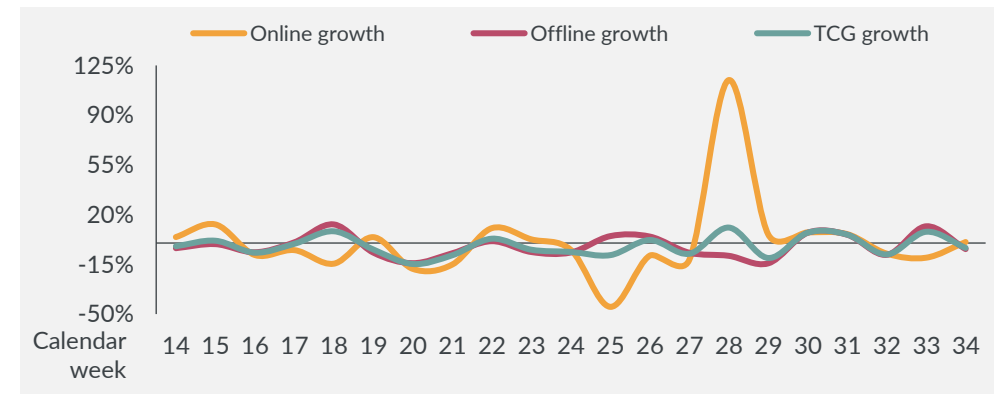
Brazil

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 34 (August 22 – August 28)

- Traditional retail experienced a minus of 4% versus week 34 in 2021. Online sales at +1% failed to compensate for the losses, leaving total TCG at a minus of 3%.
- Smartphones posted an increase of +13% while headsets lost 12%. Mobile computing was slightly up at 2%. Media tablets were flat.
- MDA/SDA/CE products delivered an overall negative trend with air treatment out in front at -38%. Shavers, dental care, and hot beverage makers witnessed slight upswings of 3%, 3%, and 2%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 34 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

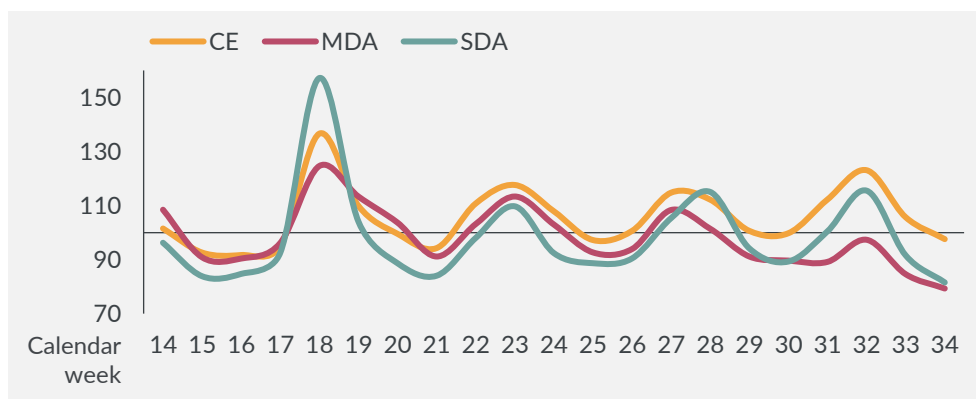
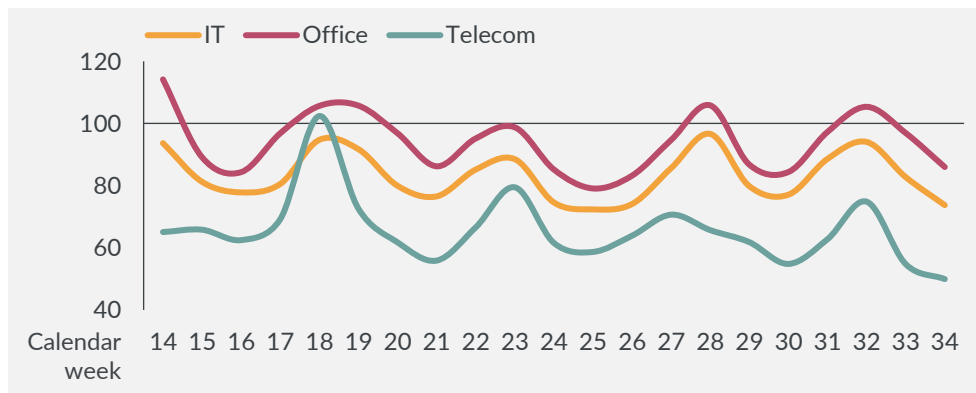
Russia

Japan

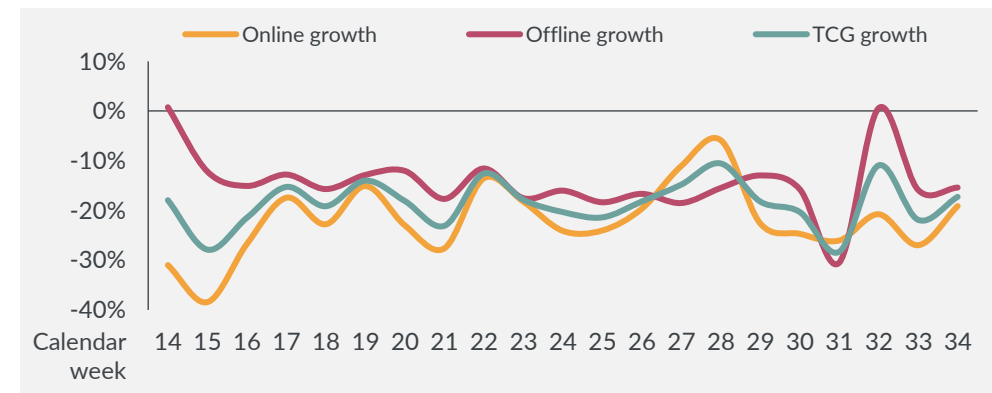
> Brazil

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 34 (August 22 – August 28)

- Once again, we saw a slight recovery but both traditional retail (-15%) and online sales (-19%) decreased as in previous weeks. Total TCG posted a downward trend of -17%.
- Smartphones delivered a strong negative rate (-35%). Trends for IT/Office products ranged from -15% for mobile computing to +20% for laser printers.
- There was a mainly declining picture for MDA/SDA products. TV sales experienced an upswing of 23%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 33 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

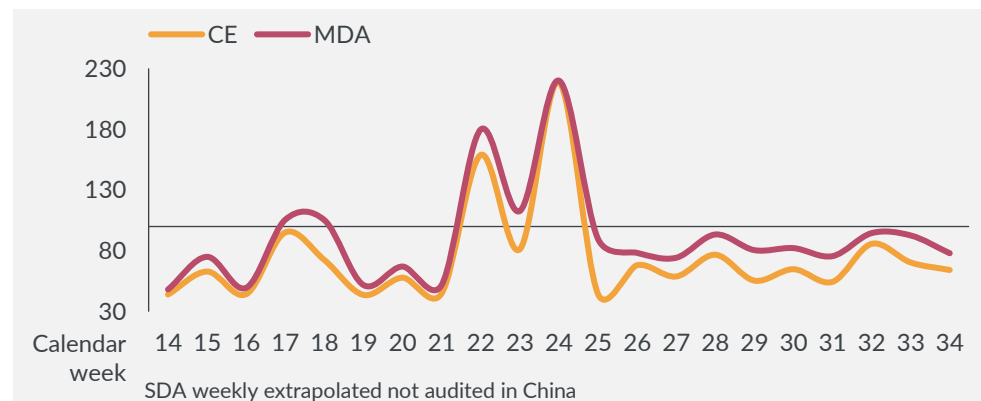
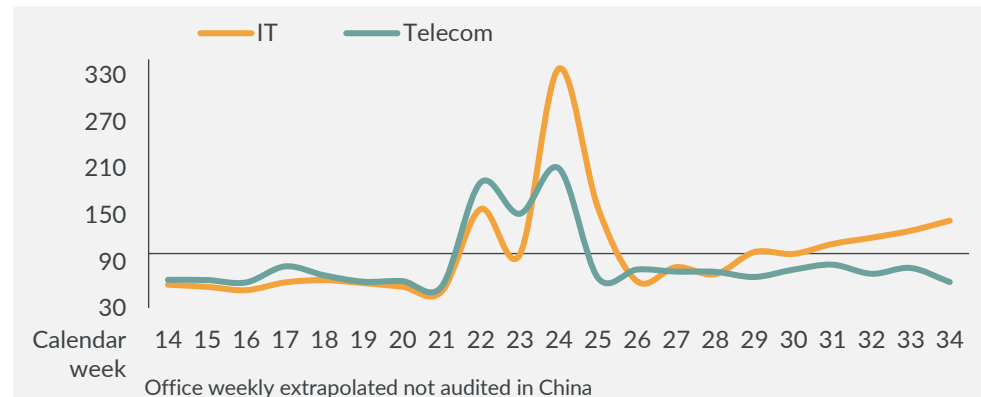
Russia

Japan

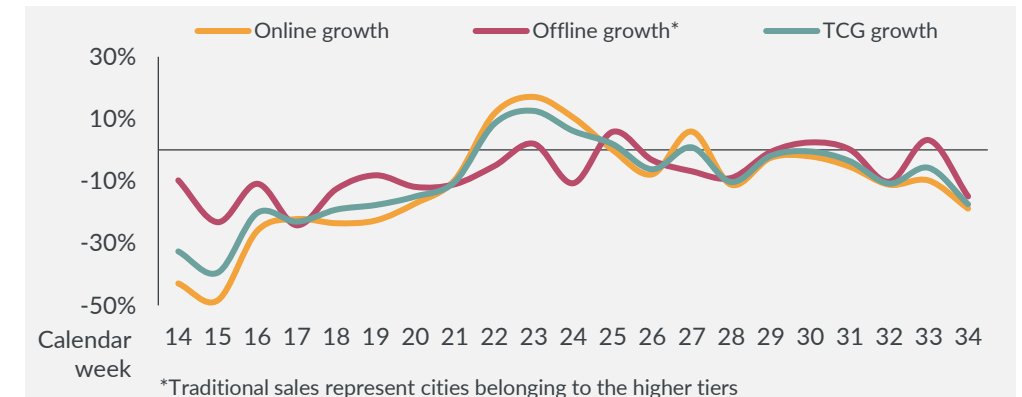
Brazil

> 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 34 (August 22 – August 28)

- Traditional retail declined by 15% and online sales posted -19% which led to a downswing for the total TCG market of 17%.
- While mobile PCs accelerated by 13%, smartphones delivered a strong fall of -26%.
- Week 34 saw double-digit drops for TV sales (-30%) and washing machines (-17%). Cooling lagged at -7%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 34 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.

