



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 125

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



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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**
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Fact of the week: Skepticism has plummeted. Sustainability has become personal and glamorous.



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JADE

Those **skeptical and cynical** about issues like sustainability and climate change

Down 10 pts from 2011 to 12% of global consumers

**Glamour
GREEN**

Those who see **sustainability as a badge of honor**/status symbol – eager to showcase eco-friendly behaviors and purchases

Up 21 pts from 2011 to 46% of global consumers

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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

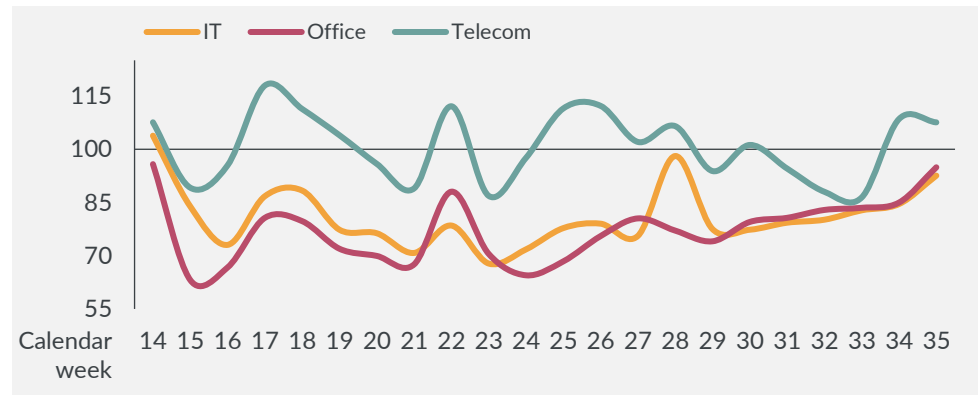
Japan

Brazil

China

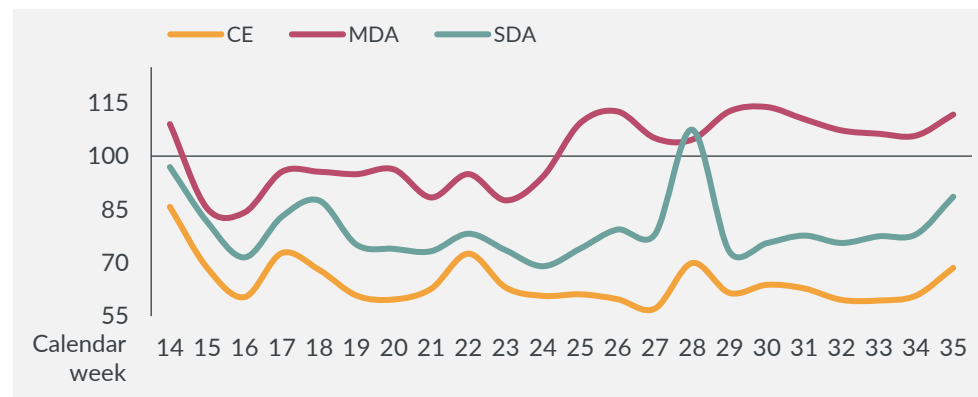
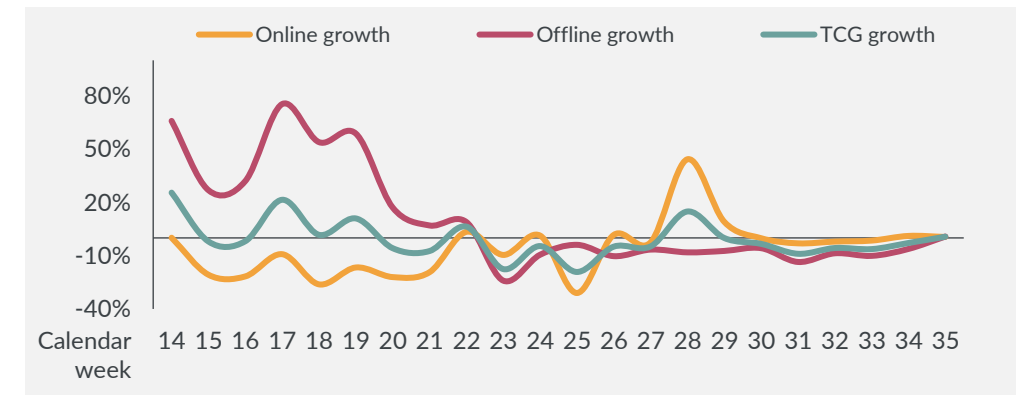
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 35 (Aug 29 - Sep 04)

- Both traditional retail and online sales experienced a slight plus of 1%, leading to an uptick of 1% for total TCG.
- Except for laser printers (+48%) and media tablets (+4%), all IT/Office product groups decelerated, ranging from -16% for desk computing to -0.6% for mobile computing.
- There were double-digit losses for many MDA/SDA/CE products. Cooling at +16% and food preparation at +56% were the two exceptions. Shavers were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 35 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

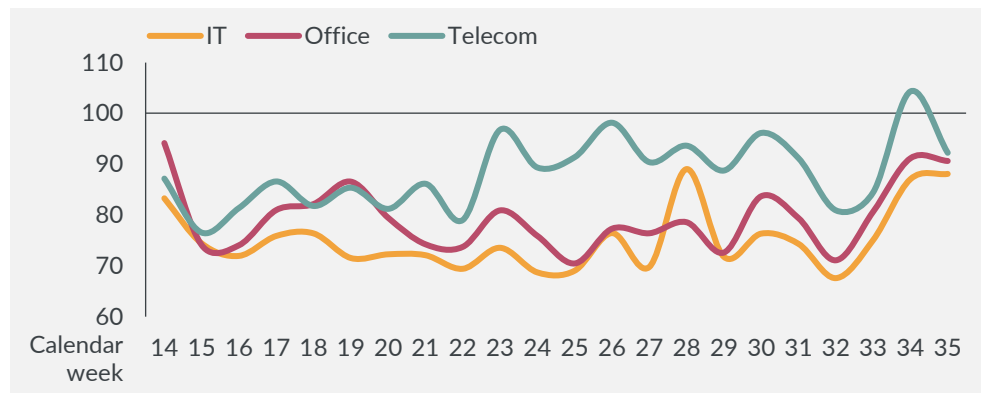
Russia

Japan

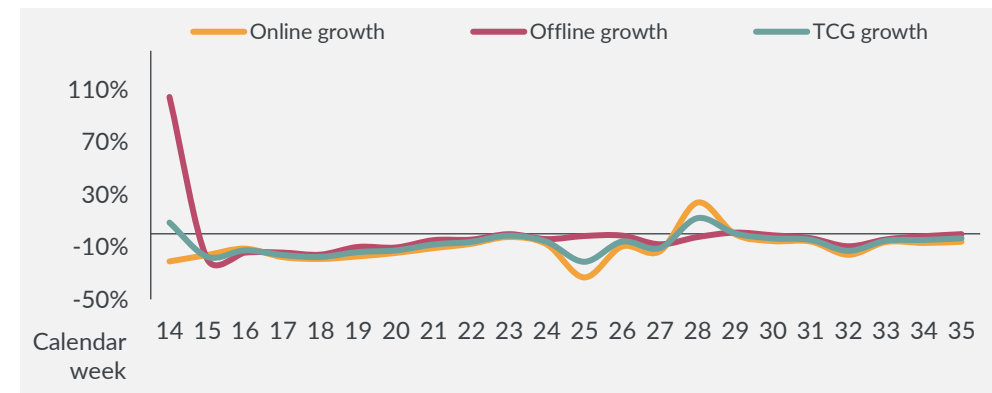
Brazil

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 35 (Aug 29 - Sep 04)

- Online sales delivered -6% and traditional retail was flat, resulting in a downswing for the total TCG market of -4%.
- Many IT/Office products posted negative trends, led by media tablets at -26%. Laser printers were the best performing category at +12%. Smartphones increased by +5%.
- There were negative trends throughout almost all MDA/SDA/CE products except for cooling at +3%. Audio home systems experienced the biggest decline at -16%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 35 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

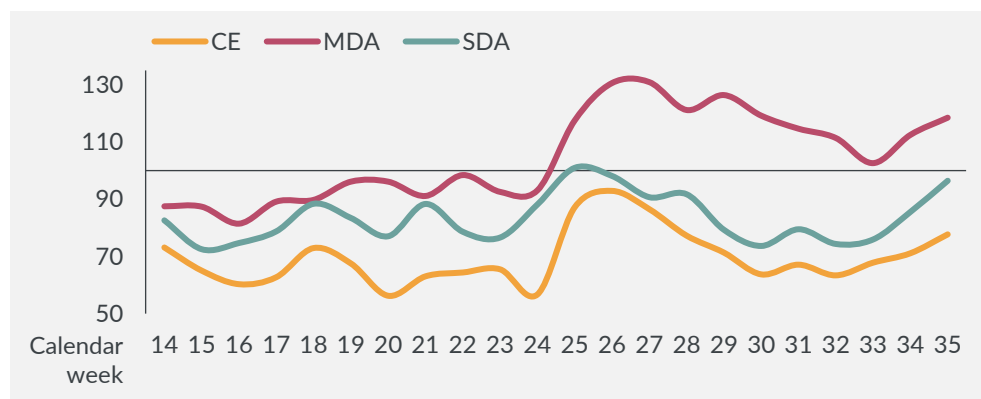
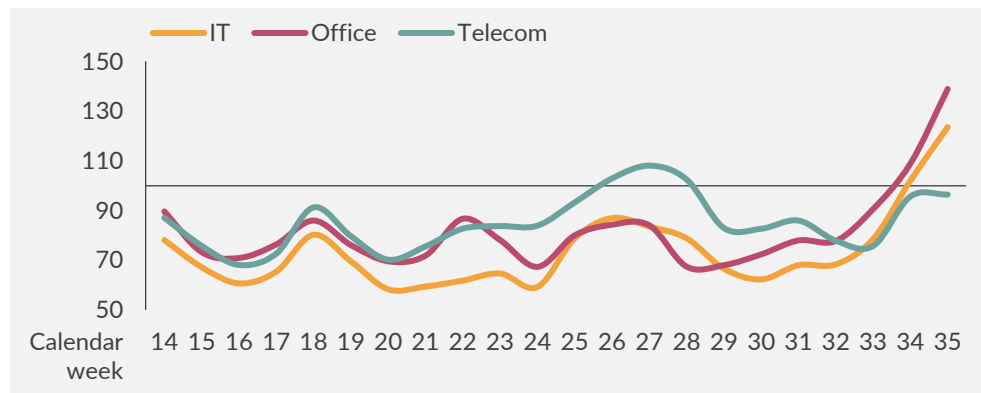
Russia

Japan

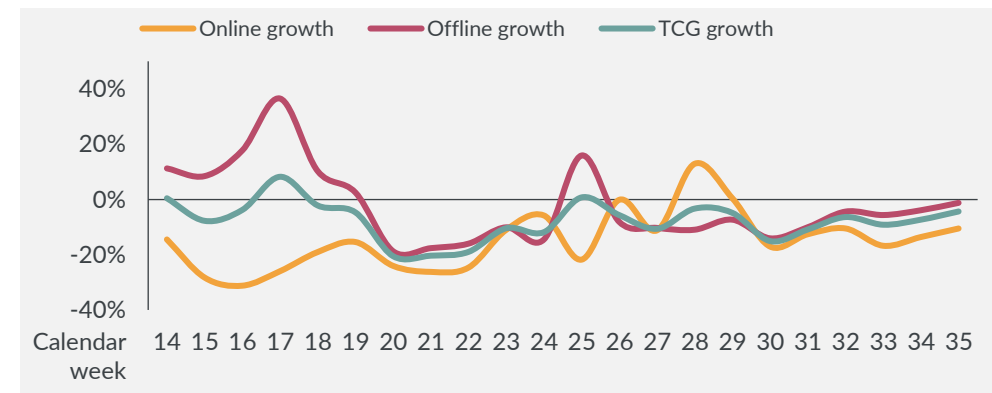
Brazil

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 35 (Aug 29 - Sep 04)

- Online sales delivered -11% (-14% the previous week) and traditional retail was down -1% (-4% the previous week), resulting in a downswing of the total TCG market of 4%.
- IT products were negative at between -3% for mobile computing and -29% for desk computing. Office products accelerated by 4%. Smartphones slumped at -13%. Headsets posted +4%.
- MDA/SDA products showed a mixed picture, ranging from +15% for dental care to -22% for food preparation. CEs slumped at -8%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 35 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



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Fact of the week

Germany

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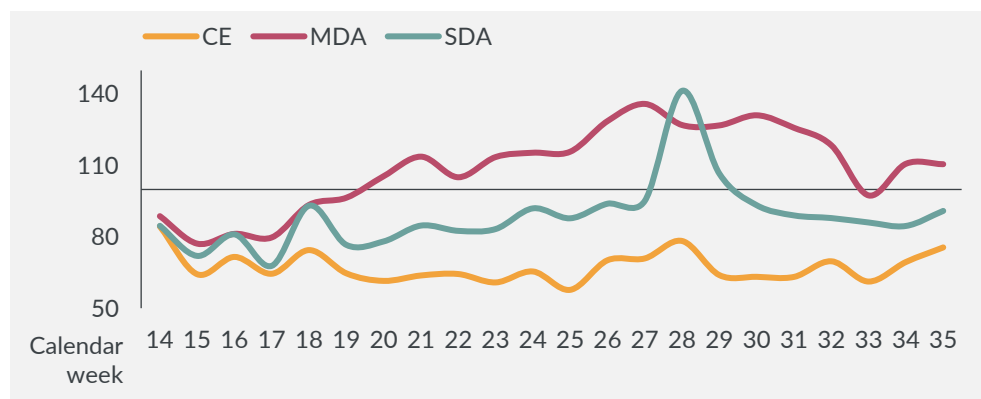
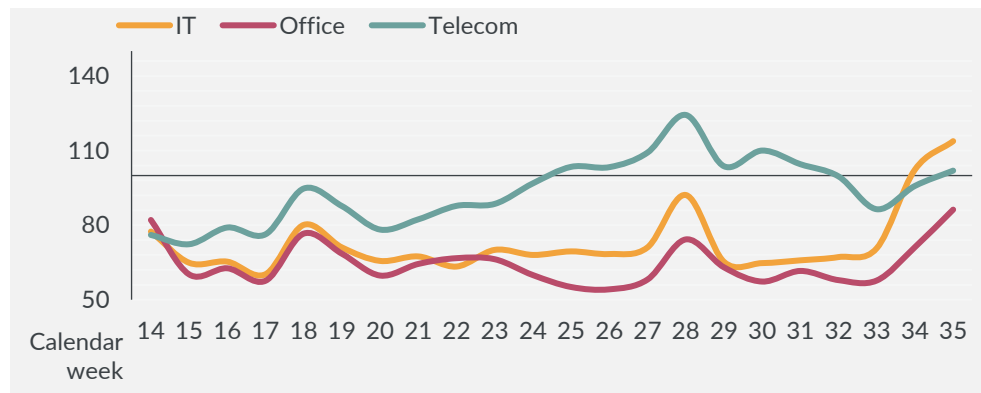
Russia

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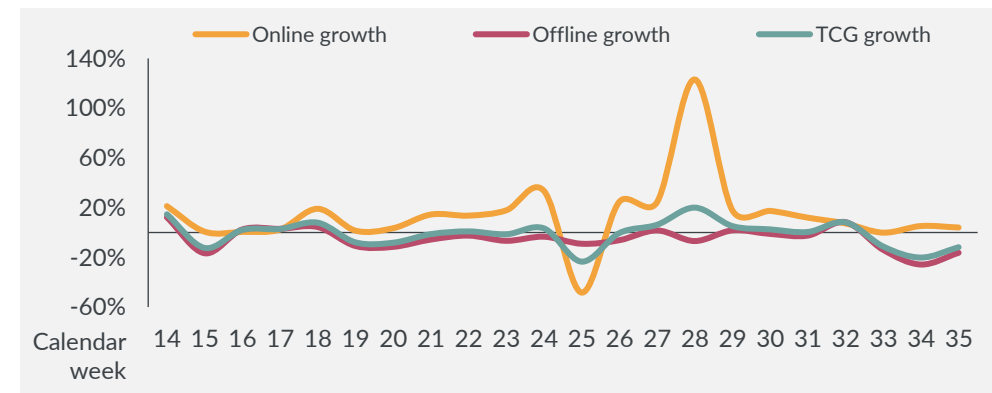
Brazil

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 35 (Aug 29 - Sep 04)

- A strong decrease of traditional retail of -16% led to a downswing of total TCG of -12%. Online sales at +4% could not balance the declines.
- IT/Office products ranged from -9% for desk computing to +16% for media tablets. Smartphones accelerated at +10%.
- While CE products lost in double-digits (PTV -49%), MDA/SDA categories were single-digit positive, except for dental care at -5%, air treatment at -7%, and washing machines which were flat (-0.2%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 35 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

Germany

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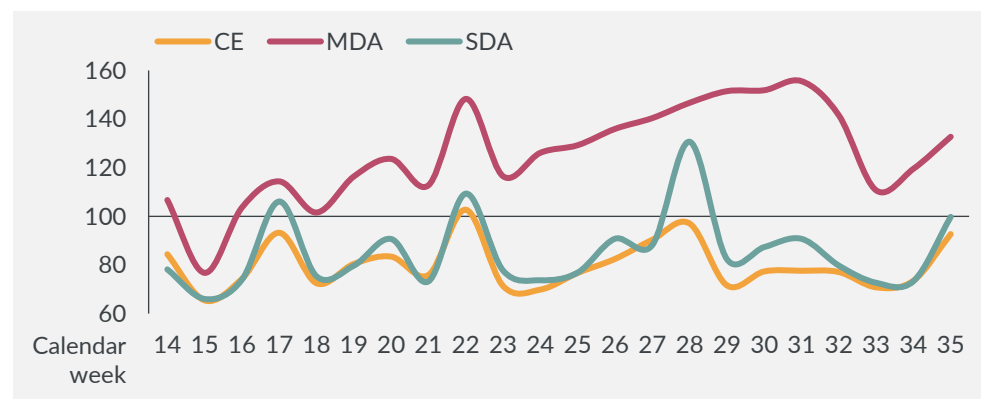
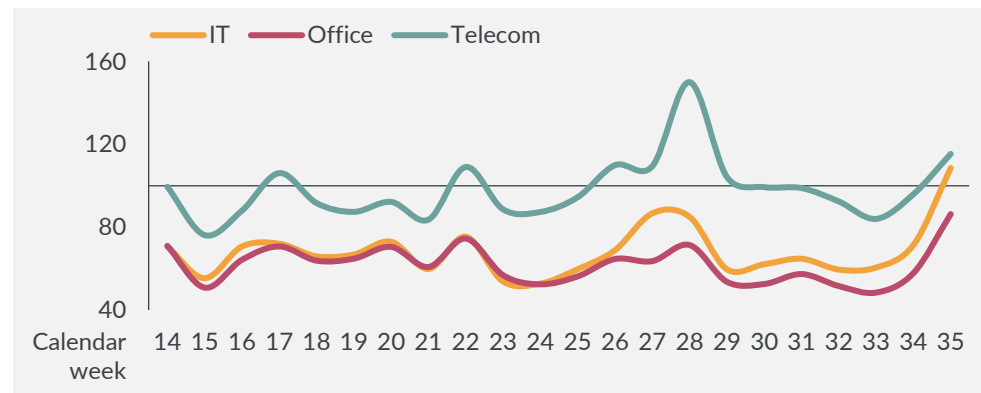
Russia

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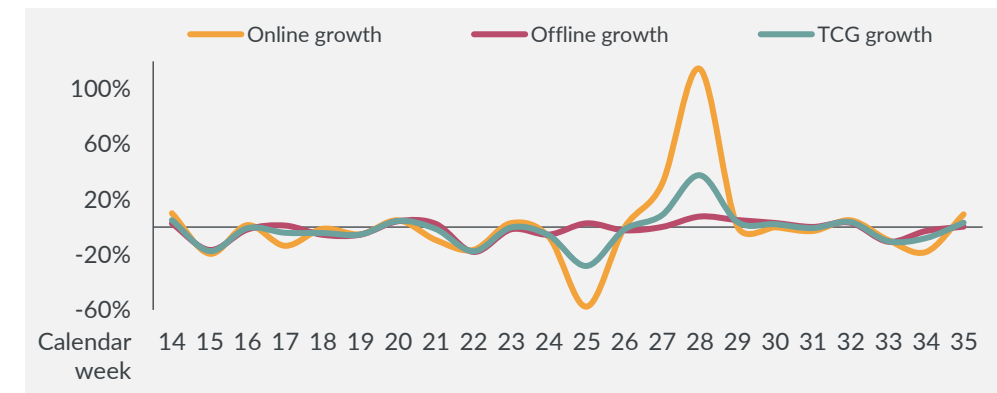
Brazil

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 35 (Aug 29 - Sep 04)

- As traditional retail was flat and online sales increased by 9%, the total TCG market experienced a slight upswing of 3%.
- Laser printers were the best performing product group among IT/Office products at +19%. Desk computing slumped at -25%. Smartphones were up 6%.
- MDA/SDA/CE products posted positive trends with soundbars in the lead at +45%. TV sales and shavers delivered +1%. Audio home systems were just slightly negative at -0.7%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 35 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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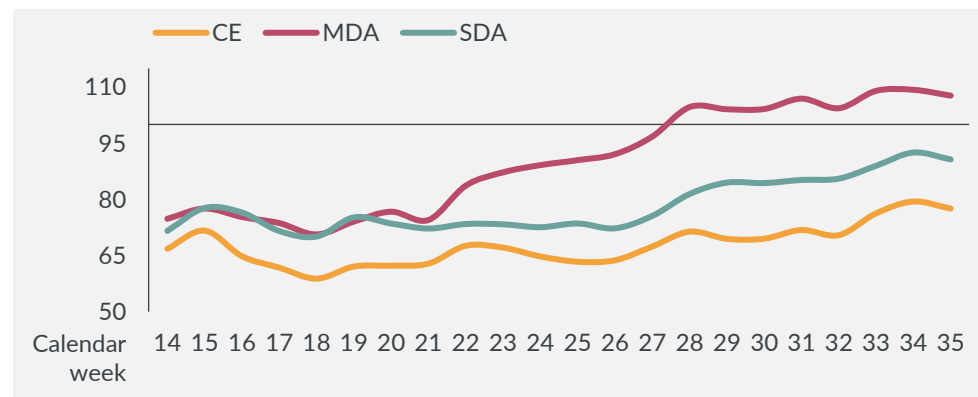
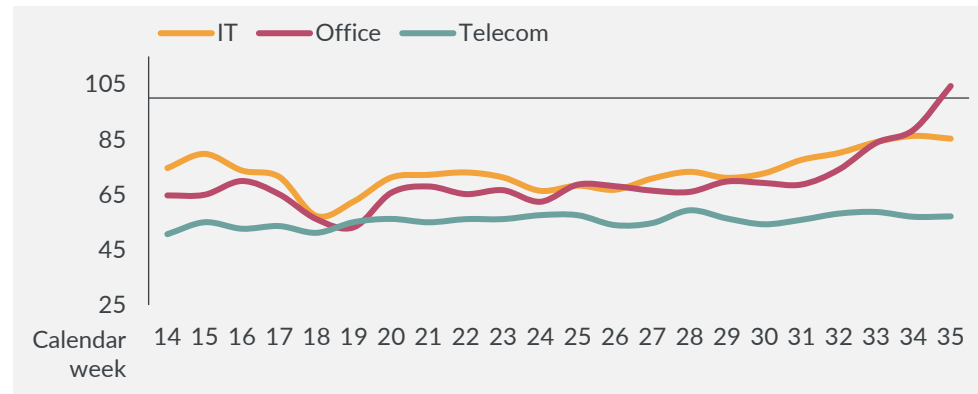
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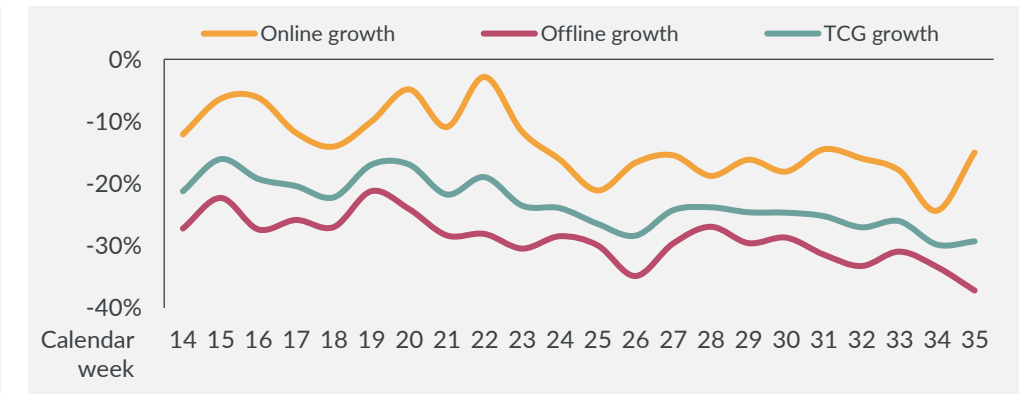
Brazil

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 35 (Aug 29 - Sep 04)

- The total TCG market continued its negative trend (-29%), driven by traditional retail at -37%. Online sales performed better but were still down by 15%.
- The most impacted product groups were smartphones and media tablets at -45% and -59% respectively. Monitors were up 12%.
- Audio home systems posted an outstanding growth of +81% while MDAs were down 8%. SDA products delivered an overall positive picture. Shavers lagged at -4%. TV sales slumped at -23%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 35 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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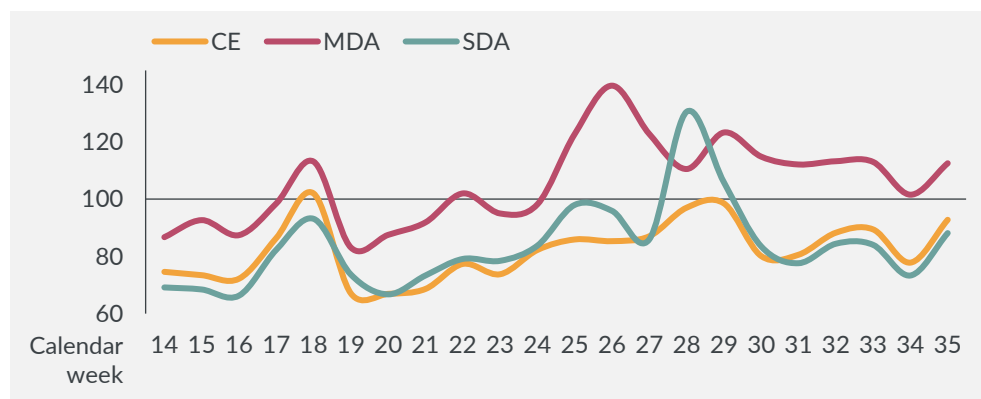
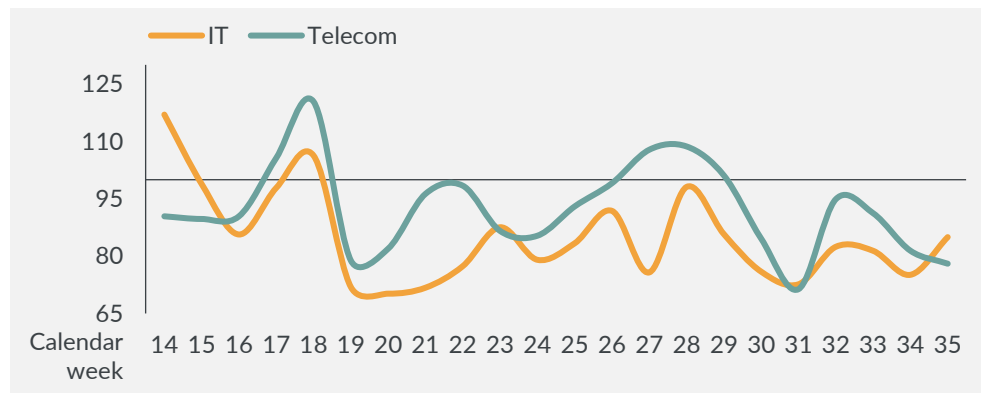
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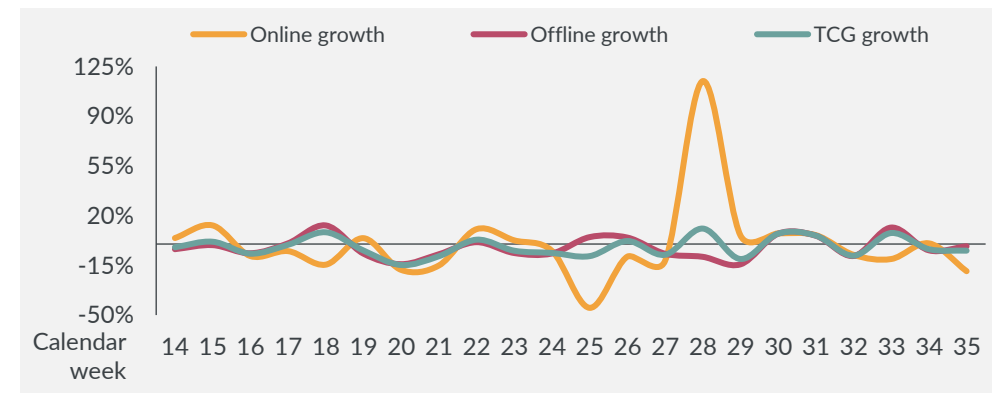
Brazil

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 35 (Aug 29 - Sep 04)

- Traditional retail experienced a minus of 2% versus week 35 in 2021. However, online sales at -19% dragged the total TCG to a minus of 5%.
- Smartphones posted an increase of +11% while headsets lost 13%. Mobile computing was slightly up at 4%. Media tablets posted -12%.
- MDA/SDA/CE products delivered an overall negative trend with air treatment out in front at -42%. Vacuum cleaners were flat at +0.8%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 35 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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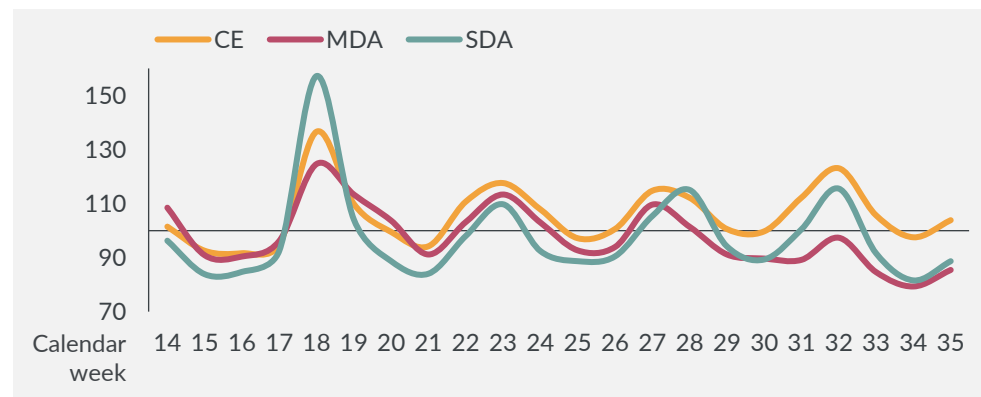
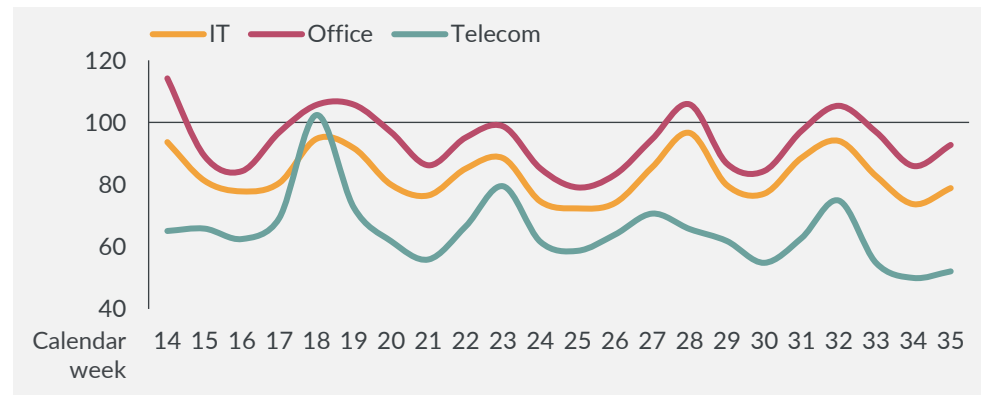
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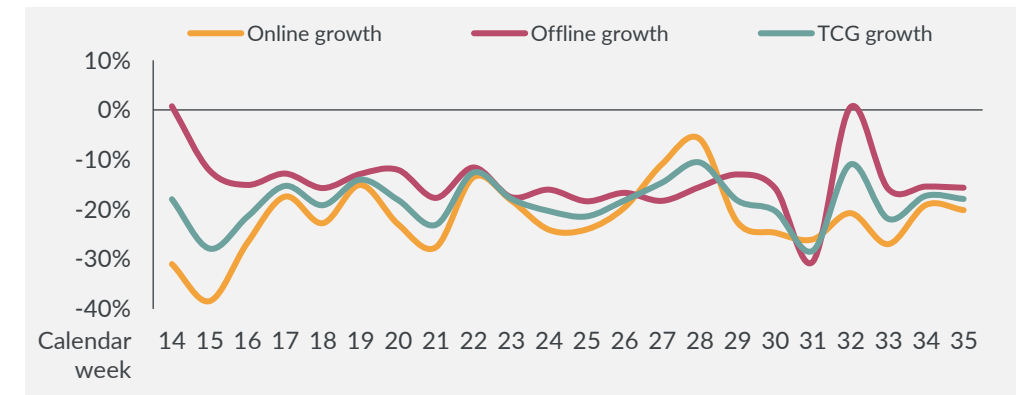
> Brazil

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 35 (Aug 29 - Sep 04)

- Both traditional retail (-16%) and online sales (-20%) decreased as in previous weeks. Total TCG posted a downward trend of -18%.
- Smartphones delivered a strong negative rate (-37%). Trends for IT/Office products ranged from -14% for mobile computing to +23% for laser printers.
- There was mixed picture for MDA/SDA/CE products, ranging from -16% for shavers to +21% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 35 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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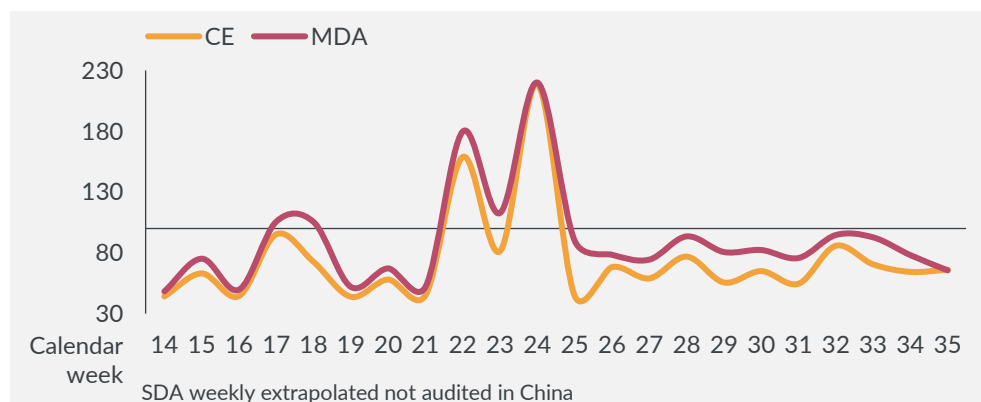
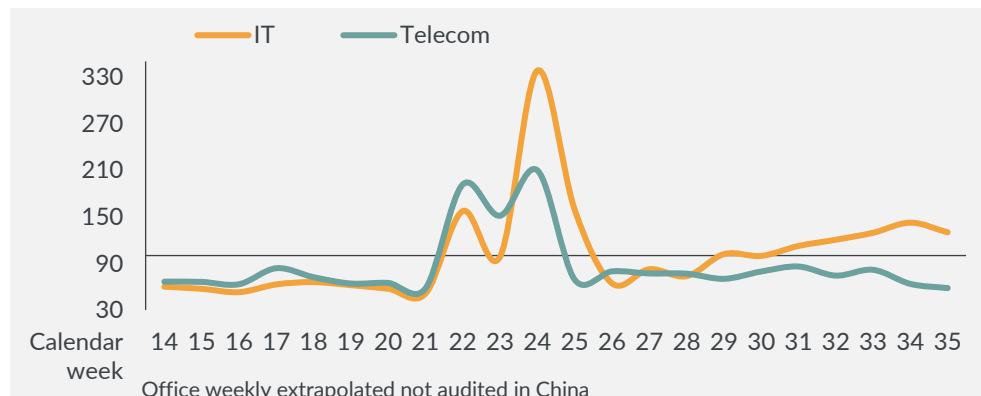
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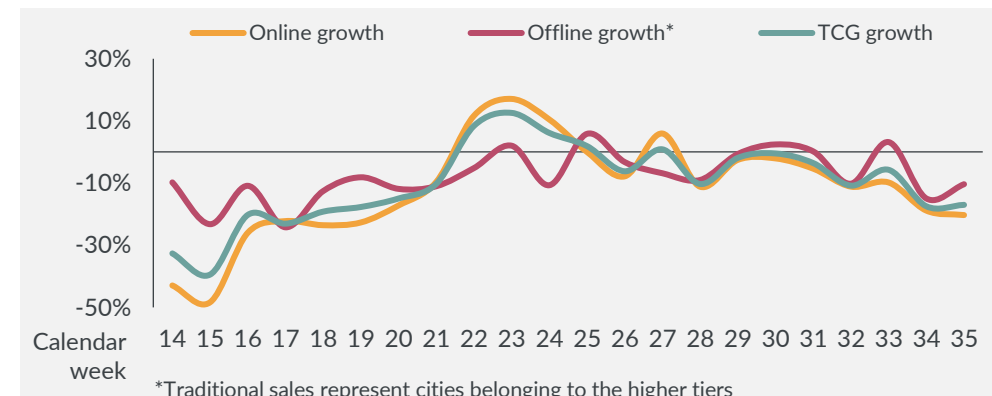
Brazil



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 35 (Aug 29 - Sep 04)

- Deceleration of traditional retail (-10%) and online sales (-20%) led to a downswing for the total TCG market of 17%.
- While mobile PCs slightly increased by 4%, smartphones delivered a strong decrease of 26%.
- Week 35 saw double-digit drops for washing machines (-11%) and TV sales (-12%). Cooling was flat at -0.1%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 35 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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