



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 126

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:

TVs: The promotional activity has gained significantly!



About gfknewron

> Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

Japan

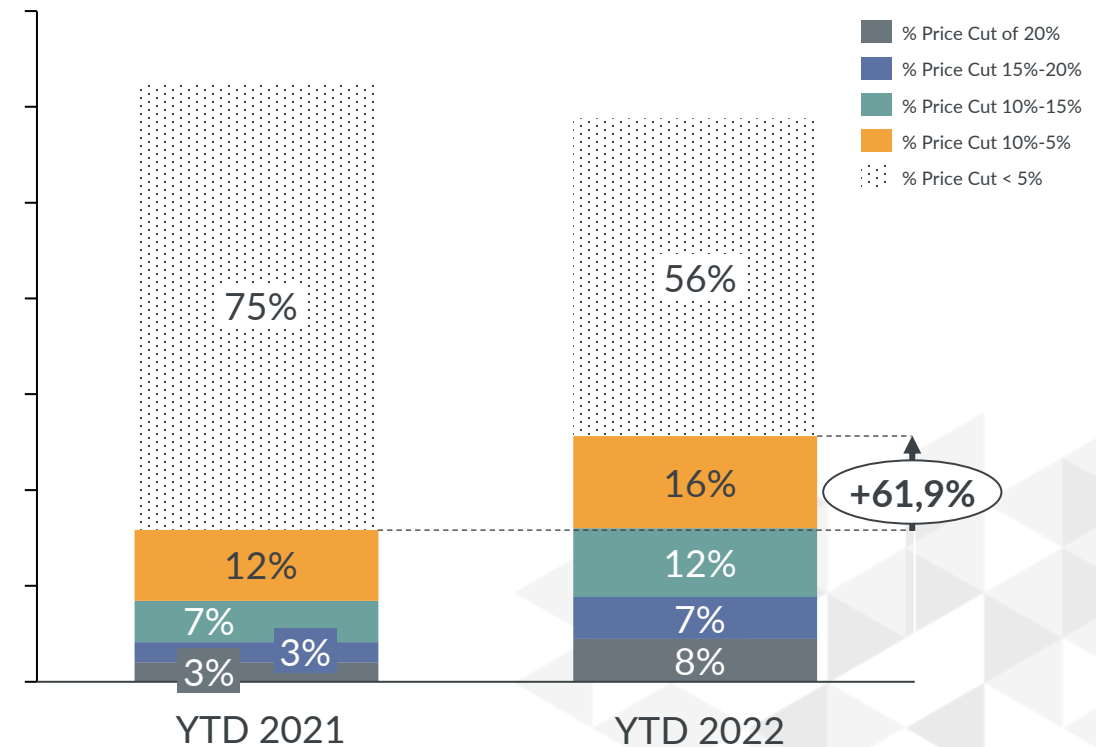
Brazil

China



■ GfK Panelmarket, Global, PTV, Jan-Jun 21/22

Sales Mio Units



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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

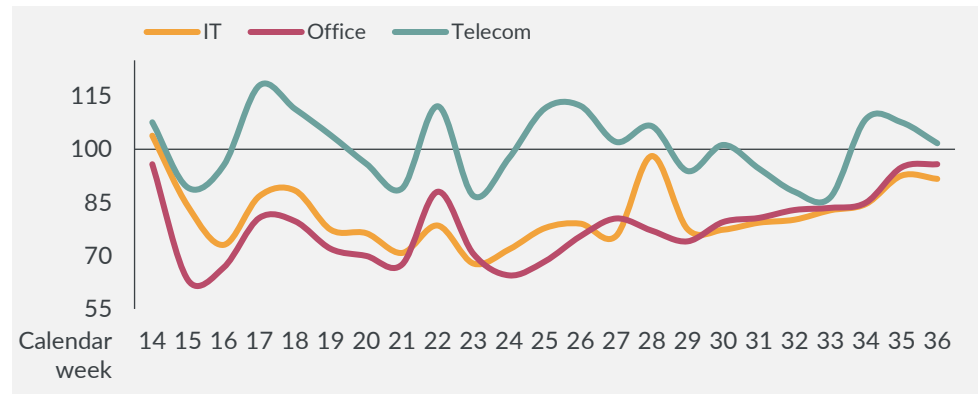
Japan

Brazil

China

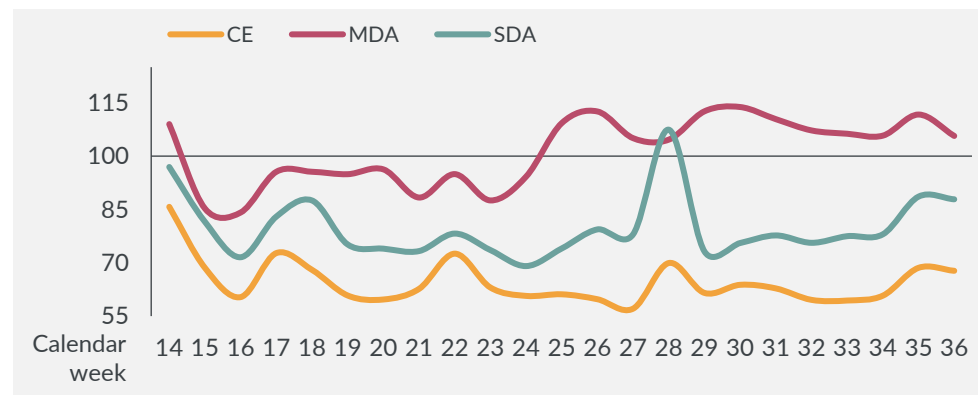
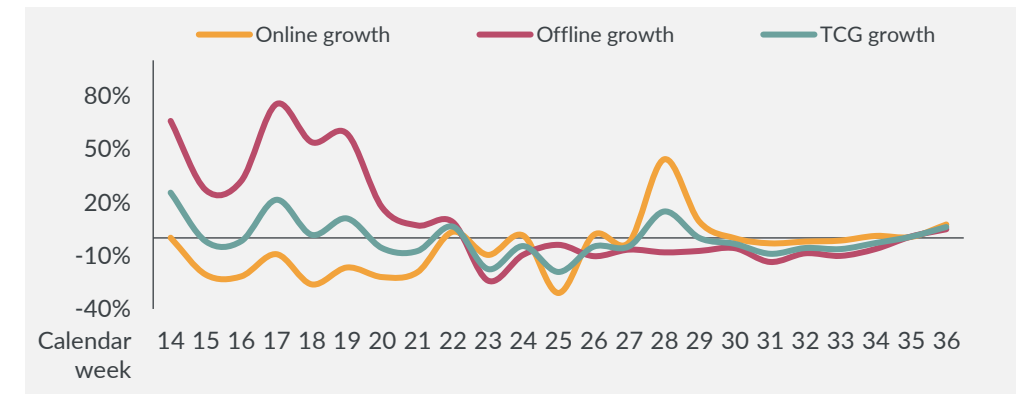
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 36 (Sep 04 - Sep 11)

- Traditional retail experienced a growth of 5% vs same week in 2021. Online sales accelerated +8% and lifted total TCG to + 6%.
- Except for desktop computers (-11%), all IT/Office product groups grew in sales, ranging from +3% for laptops to +37% for laser printers. Smartphones saw growth due to Samsung Fold/Flip and iPhone 14 launch and soared by +22%.
- SDA/CE sectors declined; TVs decelerated by -20%. MDA reveals growth driven by refrigerators with +16%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 36 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

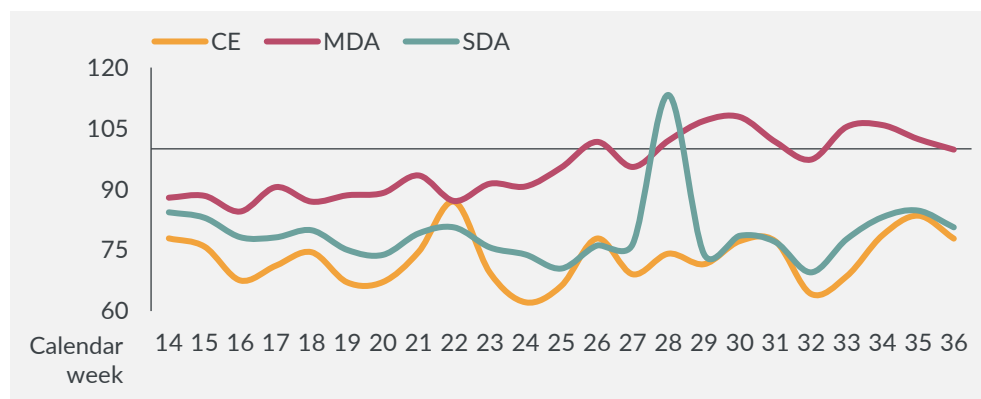
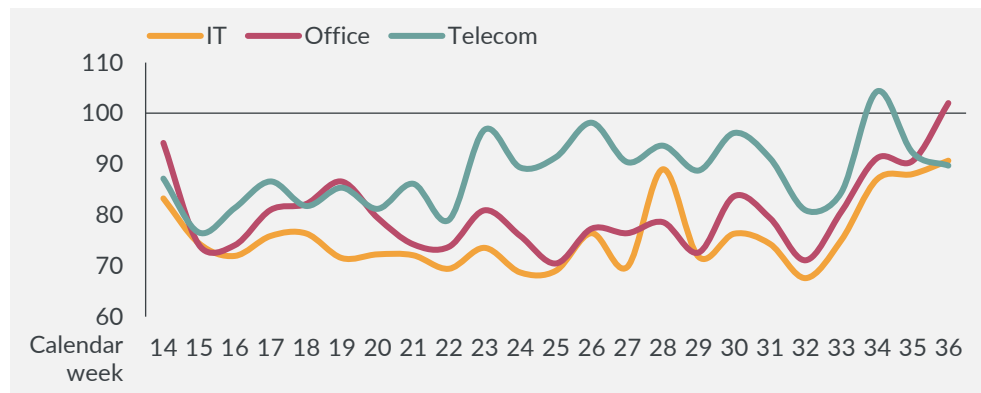
Russia

Japan

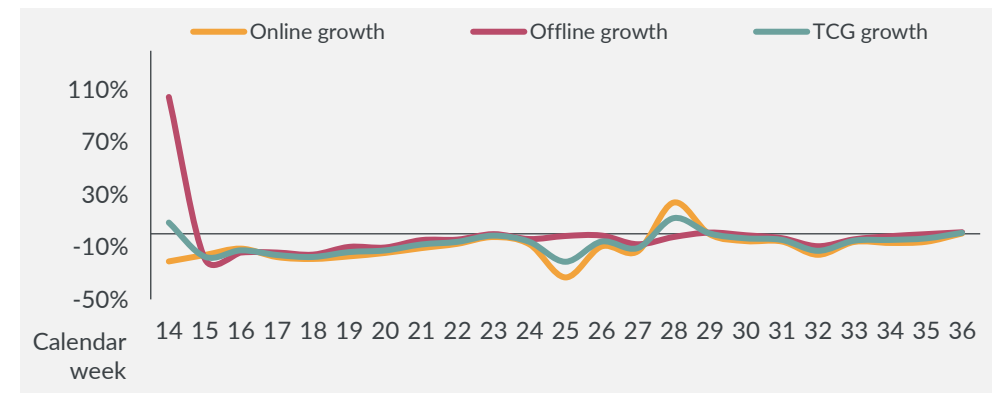
Brazil

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 36 (Sep 04 - Sep 11)

- Stable online sales together with traditional retail up by +1% result in a total TCG market of +1%.
- Many IT/Office products posted stable or negative trends, led by media tablets at -20%. Smartphones grew by 8% (iPhone 14 launch).
- There was negative growth recorded for most MDA/SDA/CE products, only soundbars saw a growth of +4%. Audio home systems experienced the biggest decline at -33%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 36 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

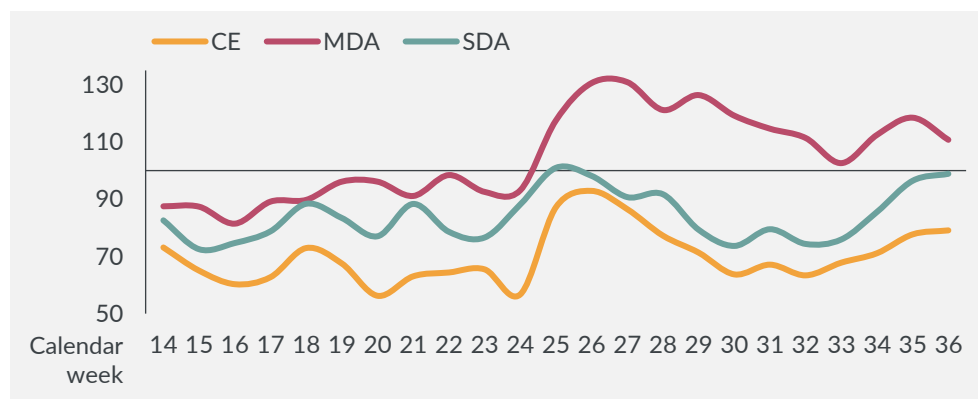
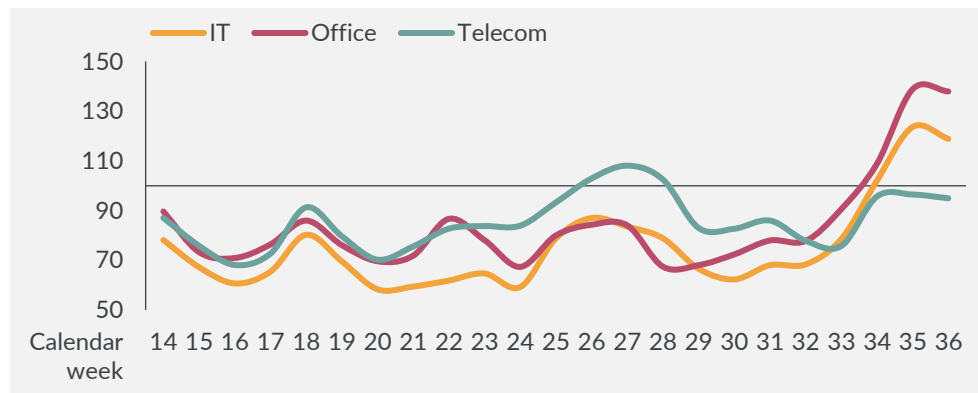
Russia

Japan

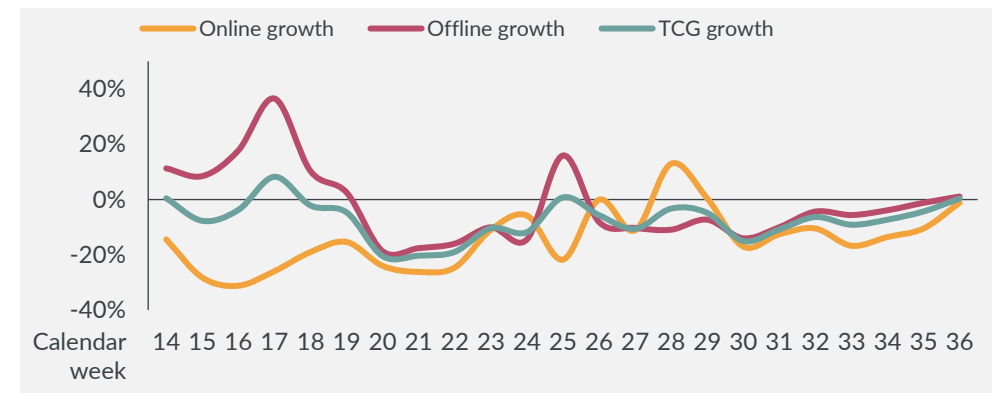
Brazil

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 36 (Sep 04 - Sep 11)

- With traditional sales growing by +1%, the slight losses of online retail (-1%) were compensated, resulting in a stable TCG market.
- IT/Office products saw small growth overall (between -28% for desktop computer and +10% for ink printers) while smartphones declined by -2%. This is significantly better than in the past 6 weeks with double digit declines.
- Dental care and vacuum cleaners saw remarkable growth of +20% and +11% respectively. Most other MDA/CE sectors decelerated.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 36 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

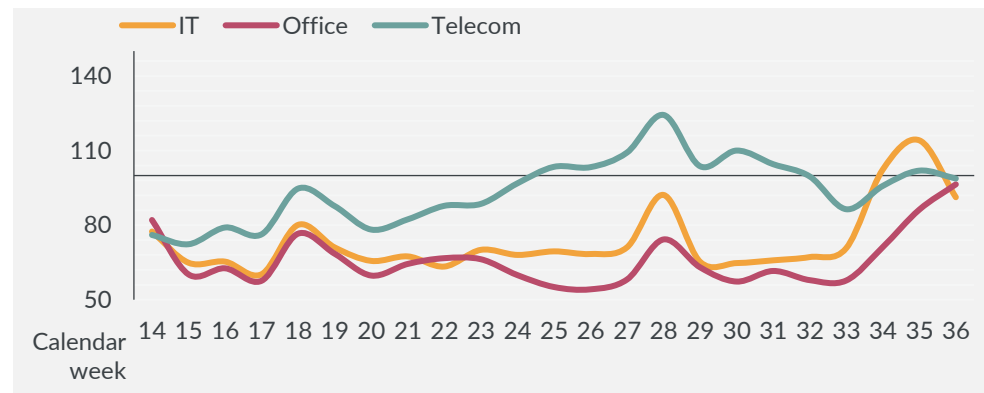
Russia

Japan

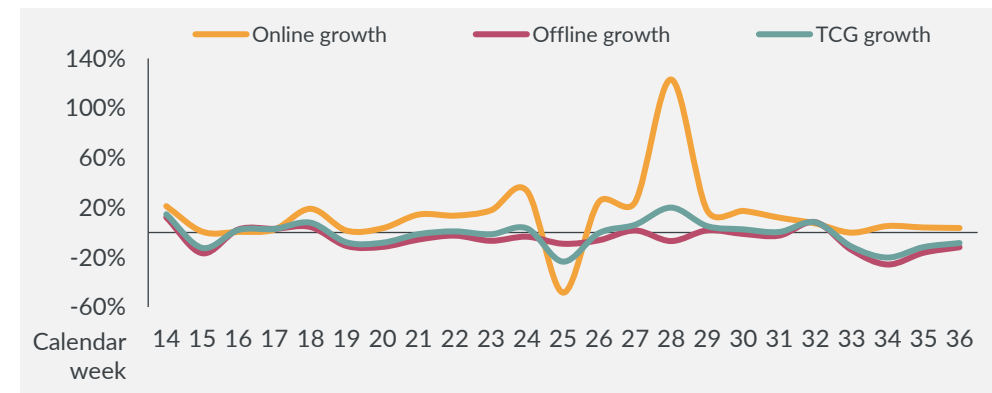
Brazil

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 36 (Sep 04 - Sep 11)

- The online sales increase of +4% could not balance the downswing of traditional retail (-12%), leading to a total TCG market of -8%.
- IT/Office products ranged from -22% for desk computing to +20% for media tablets. Smartphones accelerated at +14%.
- While CE products lost in double-digits, MDA/SDA categories were quite positive, except for food preparation at -16%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 36 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

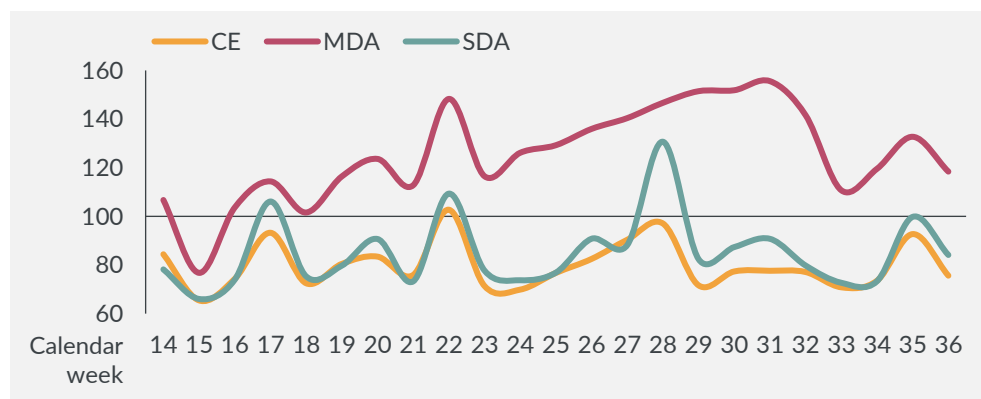
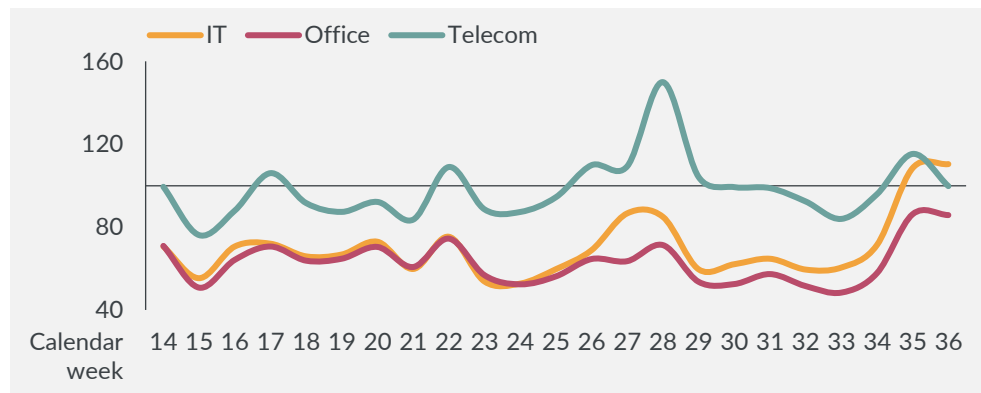
Russia

Japan

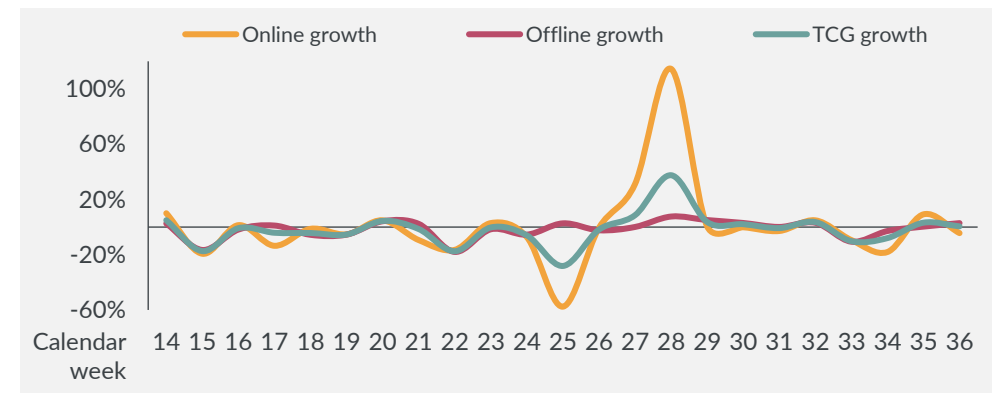
Brazil

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 36 (Sep 04 - Sep 11)

- As traditional retail grew by 3% and online sales dropped by 4%, the total TCG market remained flat.
- Laser printers were the best performing product group among IT/Office products at +21%. Desk computing slumped at -20%. Smartphones were up 5%.
- MDA and SDA products posted positive trends with hot beverage makers in the lead at +12%. Cooling also grew at +7%. CE items delivered negative results, e.g. -14% for audio home systems.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 36 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

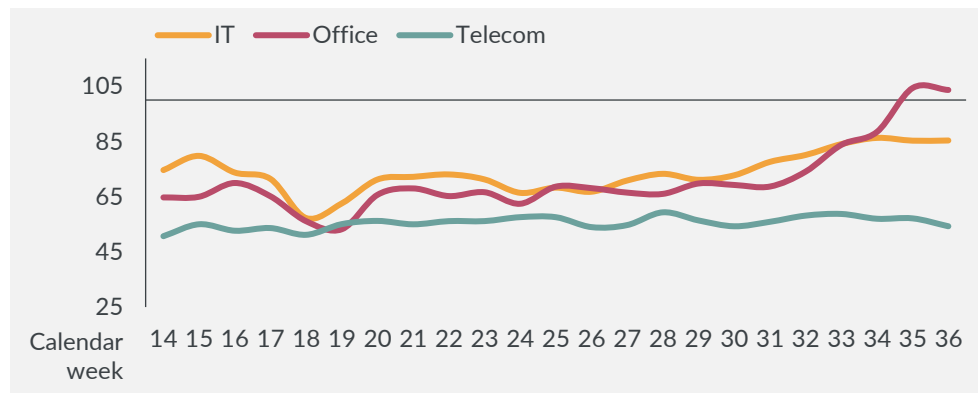
> Russia

Japan

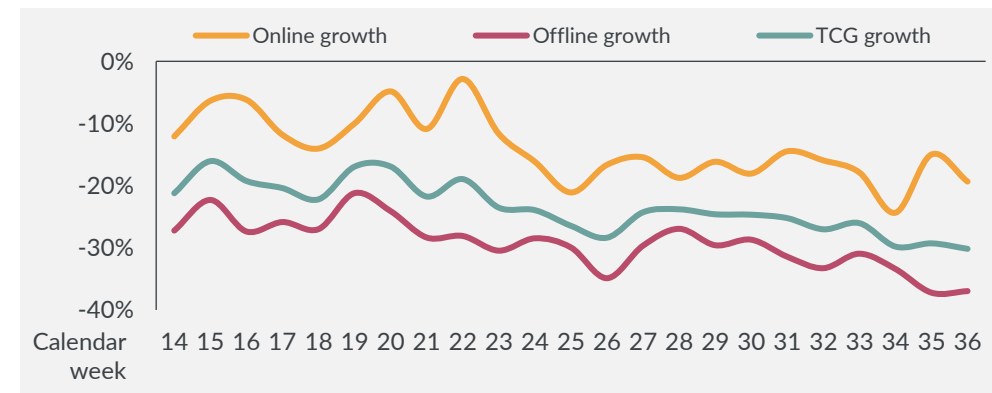
Brazil

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 36 (Sep 04 - Sep 11)

- The total TCG market continued its negative trend (-30%), driven by traditional retail at -37%. Online sales performed better but were still down by 19%.
- The most impacted product groups were smartphones and media tablets at -48% and -49% respectively. Monitors were up 13%.
- Audio home systems posted an outstanding growth of +75% while MDAs were down 11%. SDA products delivered an overall stable picture. Dental care elevated by +9%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 36 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

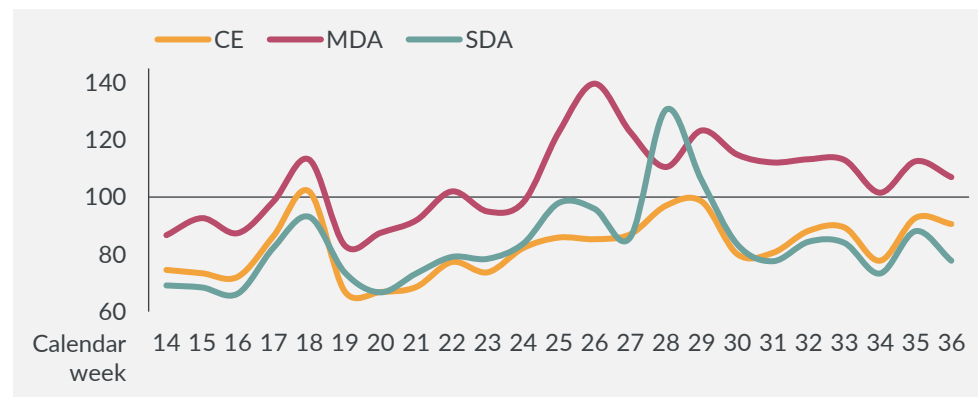
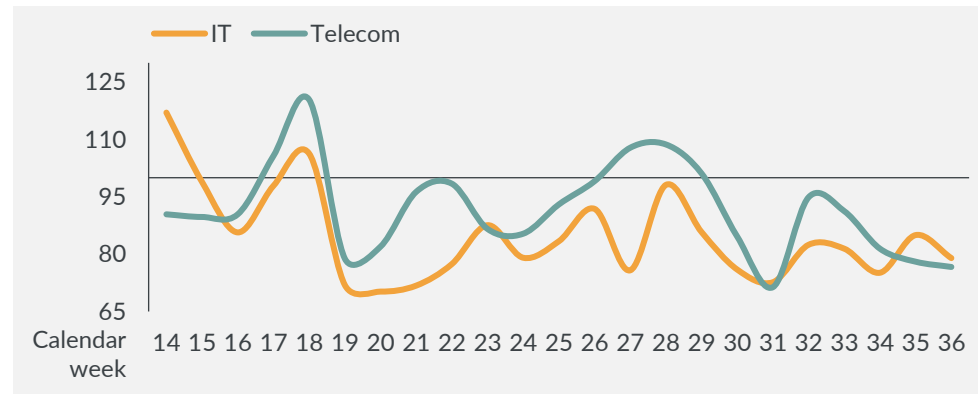
Russia

> Japan

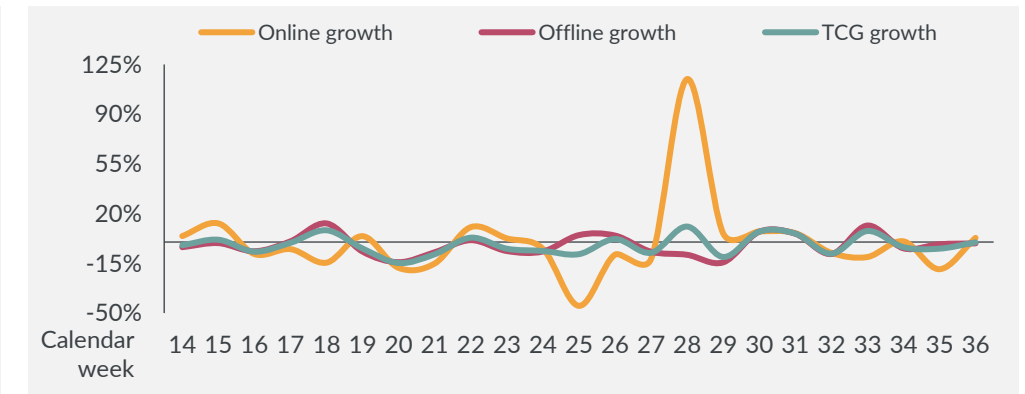
Brazil

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 36 (Sep 04 - Sep 11)

- Traditional retail slightly declined by 1% while the online channel grew at a pace of 3%, resulting in an overall stable TCG market.
- Smartphones posted an increase of +16% while laptops grew by 3%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +6% for refrigerators to -16% for hot beverage makers. TV sales witnessed a downswing of 9%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 36 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

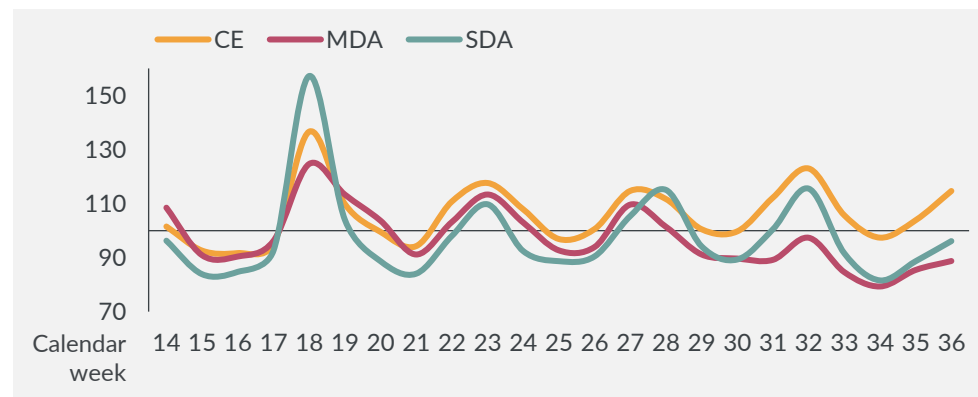
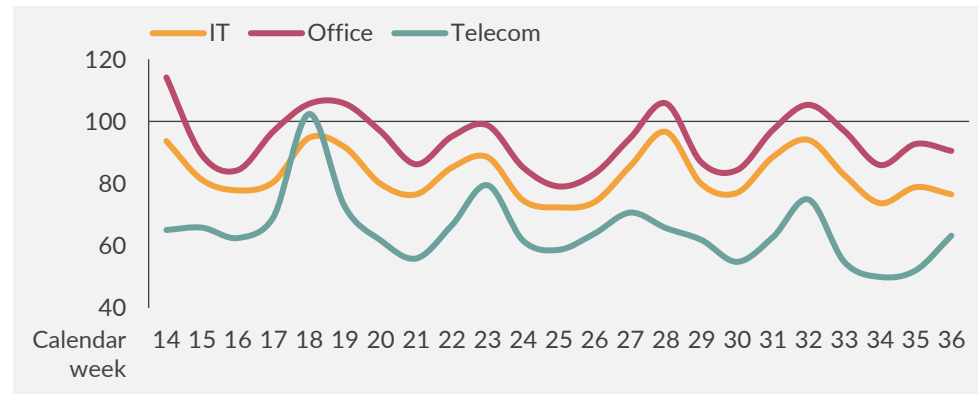
Russia

Japan

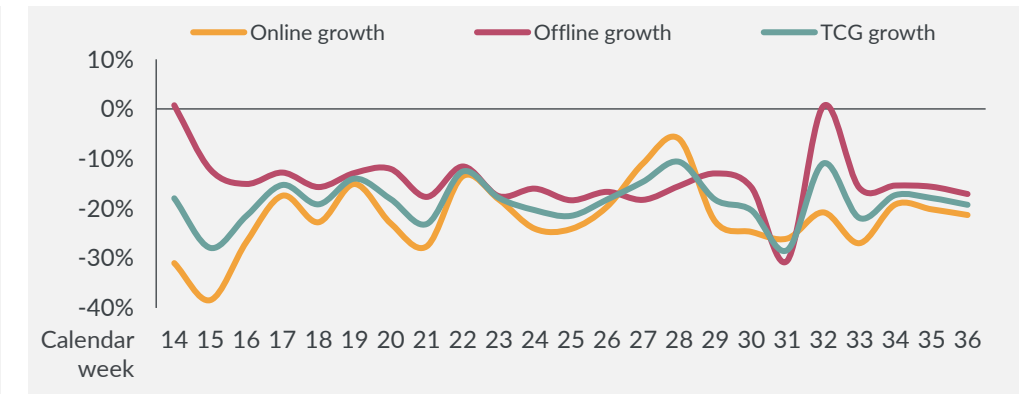
> Brazil

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 36 (Sep 04 - Sep 11)

- Both traditional retail (-17%) and online sales (-21%) decreased as in previous weeks. Total TCG posted a downward trend of -19%.
- Smartphones delivered a strong negative rate (-37%). Trends for IT/Office products ranged from -15% for mobile computing to +6% for media tablets.
- There was mixed picture for MDA/SDA/CE products, ranging from -18% for shavers to +25% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 36 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

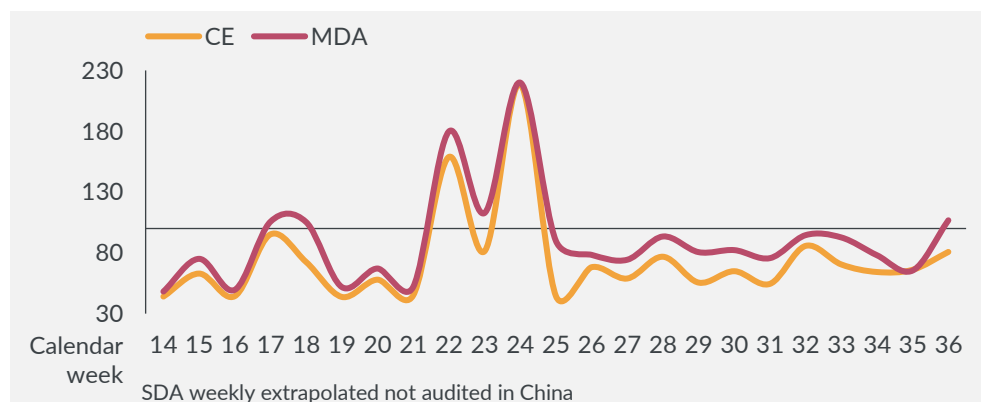
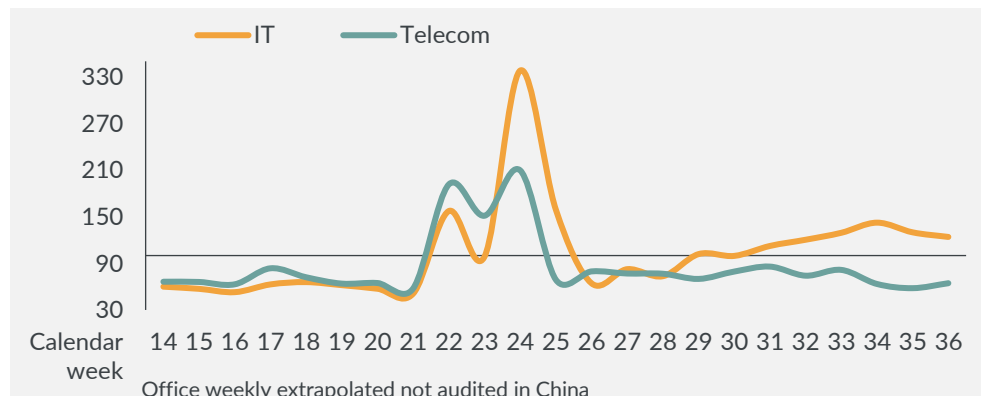
Russia

Japan

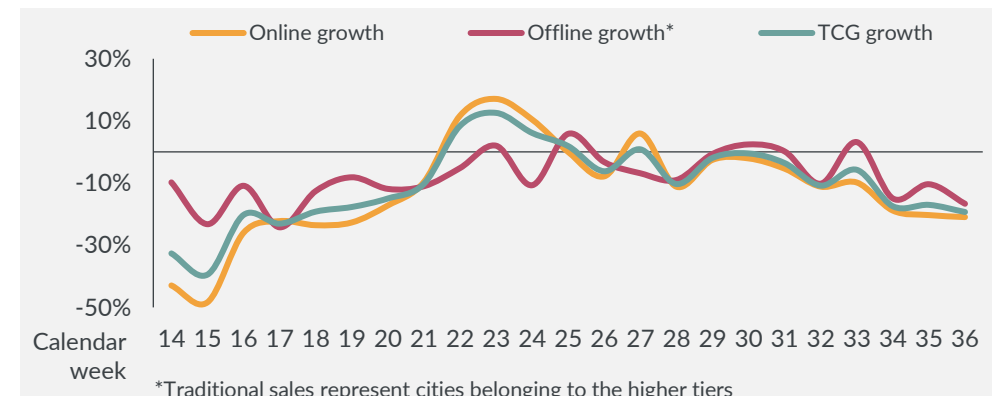
Brazil



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 36 (Sep 04 - Sep 11)

- Weak traditional retail (-17%) and a decrease for online sales (-21%) led to a downswing for the total TCG market of -19%.
- While mobile PCs plateaued, smartphones dropped by -24%.
- Week 36 saw double-digit deceleration for TV sales (-27%), washing machines (-17%), and cooling (-15%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 36 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.

