



Growth  
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Knowledge

# State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for  
the tech and durables market

**EDITION 127**

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**gfk**newron



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### > About gfknewron

Fact of the week

Germany

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Spain

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# Fact of the week: The premium feature sales spike has increased more than other categories.



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> Fact of the week

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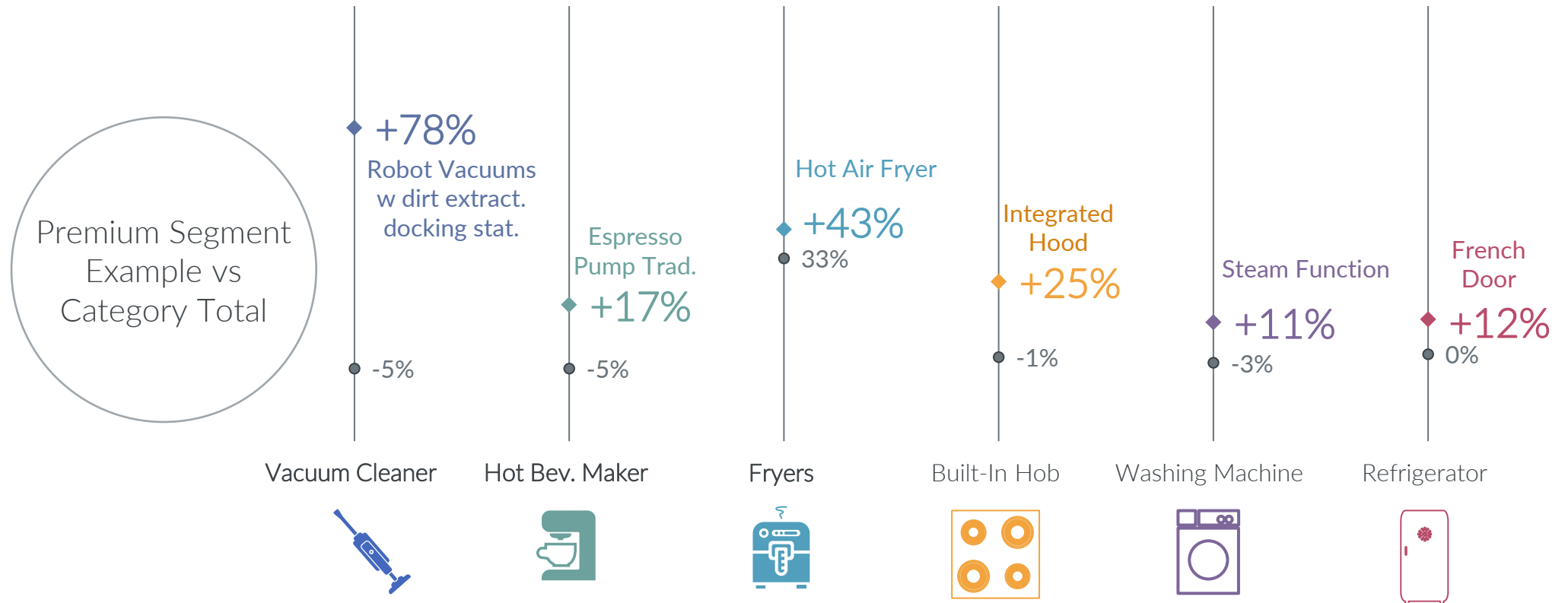
Russia

Japan

Brazil

China

Sales value growth | Global (ex. NA) | 2022 vs 2021 | Jan 22 - Jun 22



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America). USD growth rate YoY, Jan-Jun 2022

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



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Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

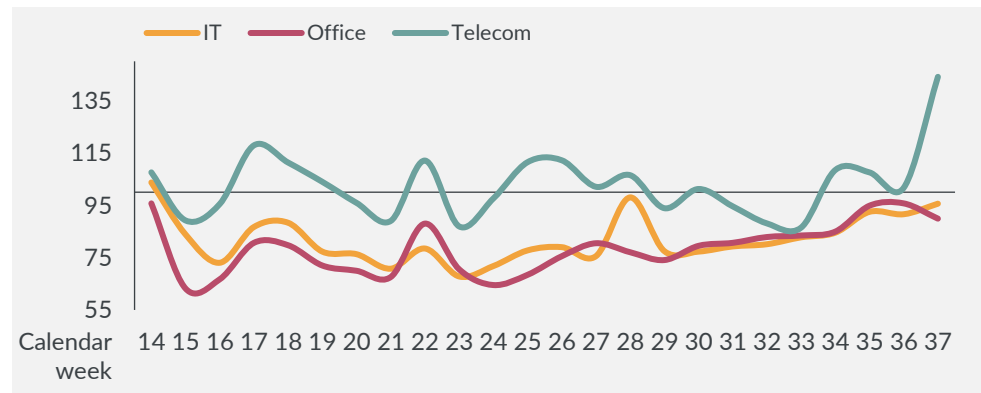
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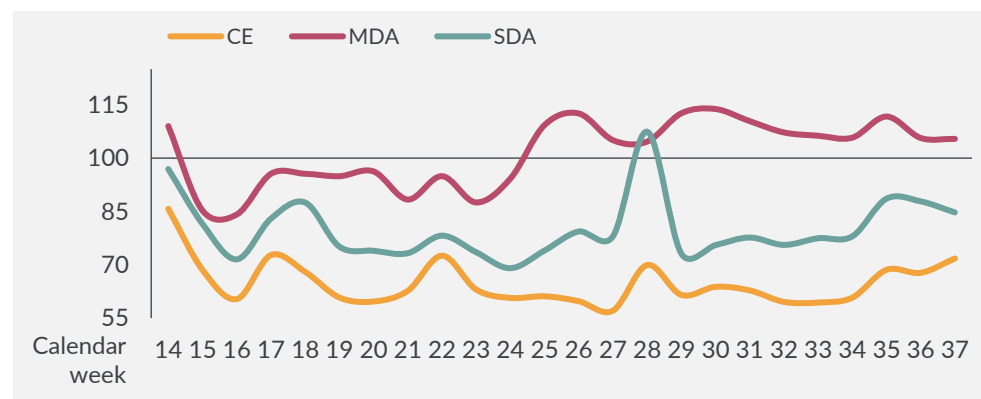
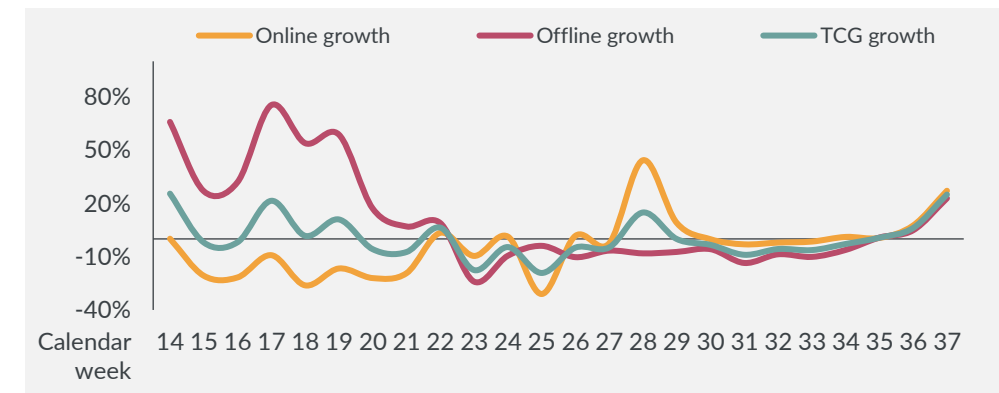
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 37 (Sep 12 - Sep 18)

- Traditional retail experienced a growth of 23% vs the same week in 2021. Online sales accelerated +27% and lifted total TCG to +25%
- Except for desktop computers (-9%), all IT/Office product groups saw growth, ranging from +8% for laptops to +25% for media tablets. Smartphone sales soared by 78% due to new launches.
- There were double-digit losses for SDA/CE sectors. Flat sales for MDA were driven by refrigerators posting growth of +6%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 37 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

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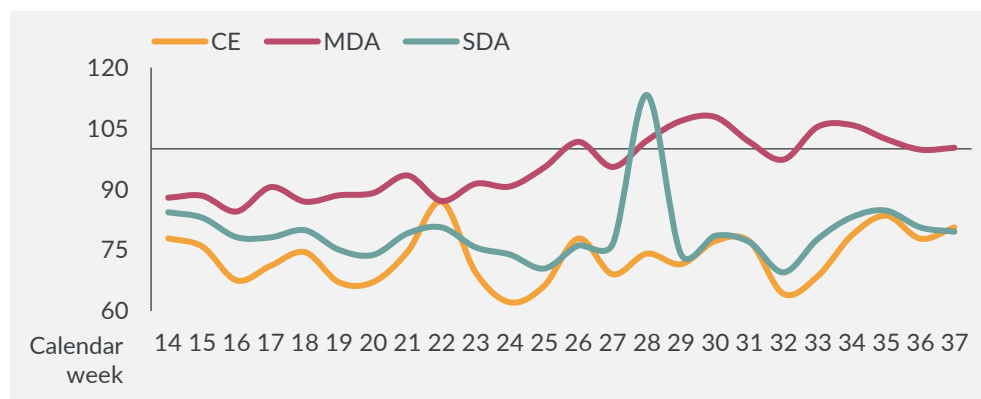
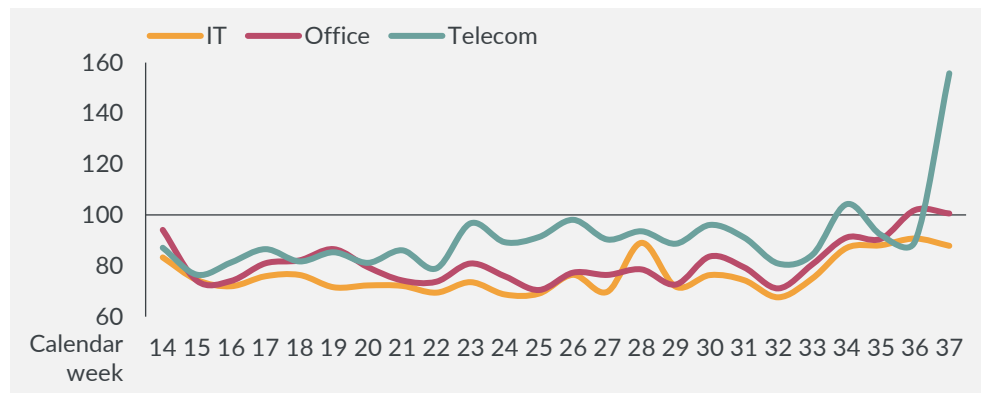
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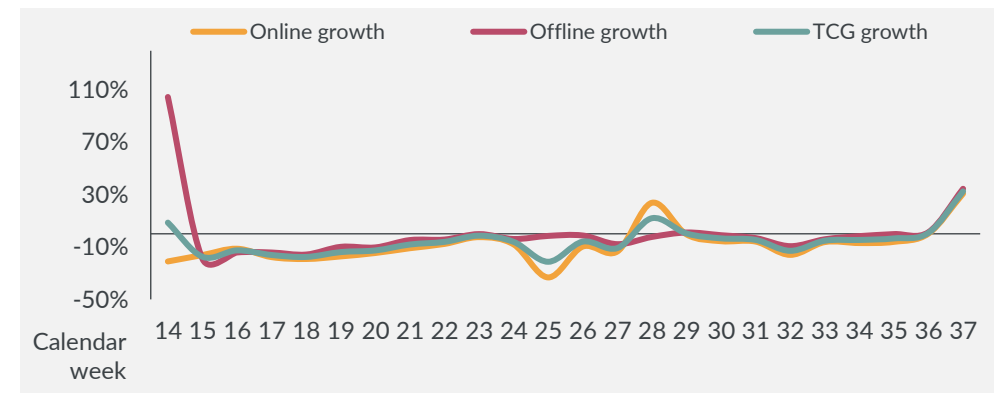
Brazil

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 37 (Sep 12 - Sep 18)

- Strong online sales of +31% combined with traditional retail growth of +34% resulted in an uplift of the total TCG market of +32%.
- IT/Office products posted negative trends, led by monitors at -21%. Launches triggered an outstanding growth of +91% in smartphones.
- All MDA/SDA/CE products recorded a decline except hot beverage makers at +1%. Audio home systems experienced the biggest fall at -27% followed by food preparation at -17%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 37 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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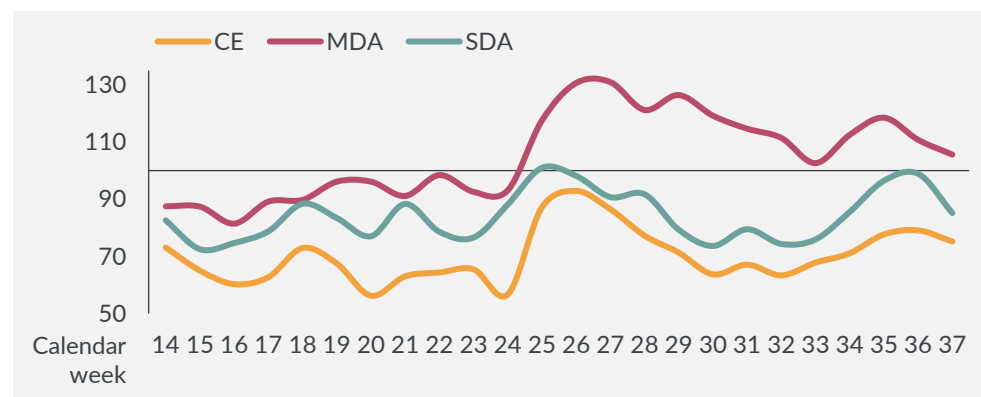
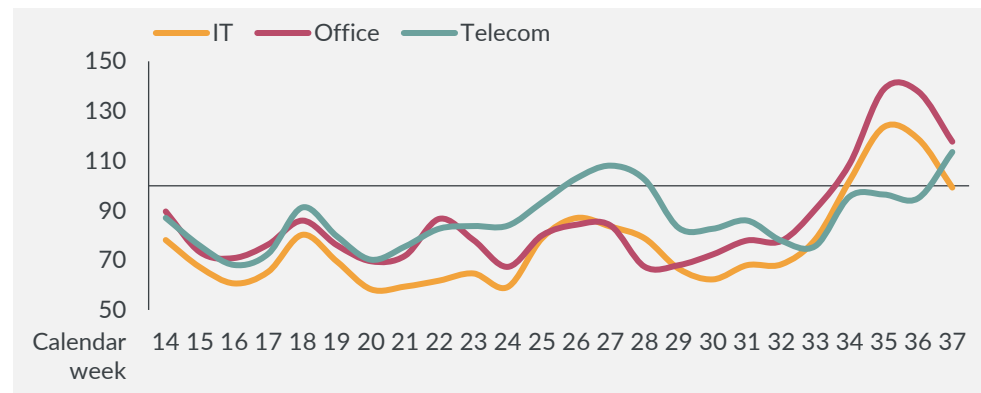
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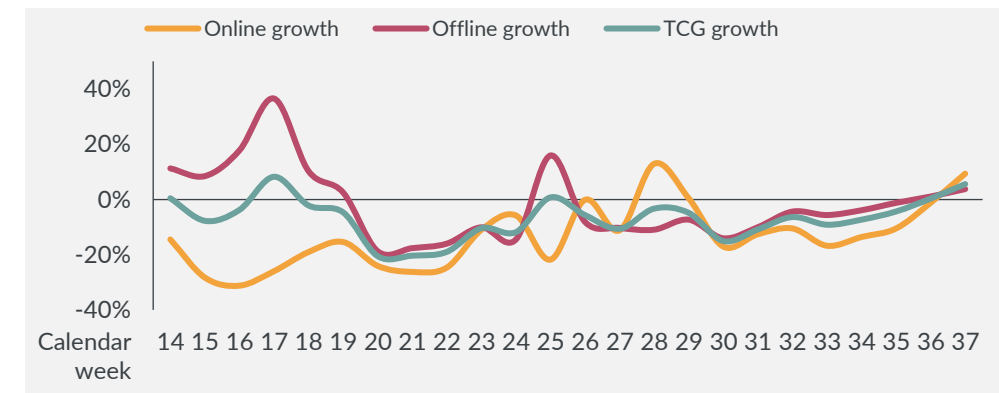
Brazil

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 37 (Sep 12 - Sep 18)

- Online sales grew by +9% and combined with traditional retail's continued growth of +4% (+1% the previous week), this performance delivered a total TCG market of +6%.
- IT/Office products saw a mixed picture (from -16% for desk computing to +8% for ink printers). All telecom products posted growth with Smartphones at +45% due to new launches.
- All SDA/CE products declined except Dental care at +16%. MDA products experienced slight growth of +1%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 37 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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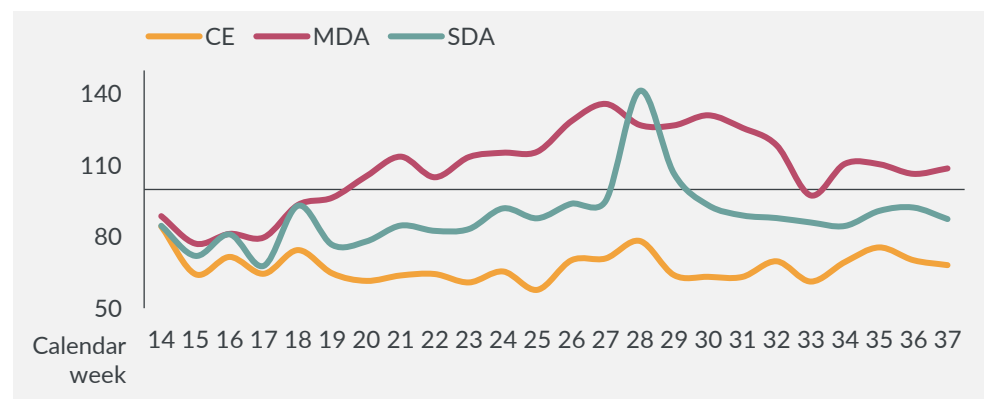
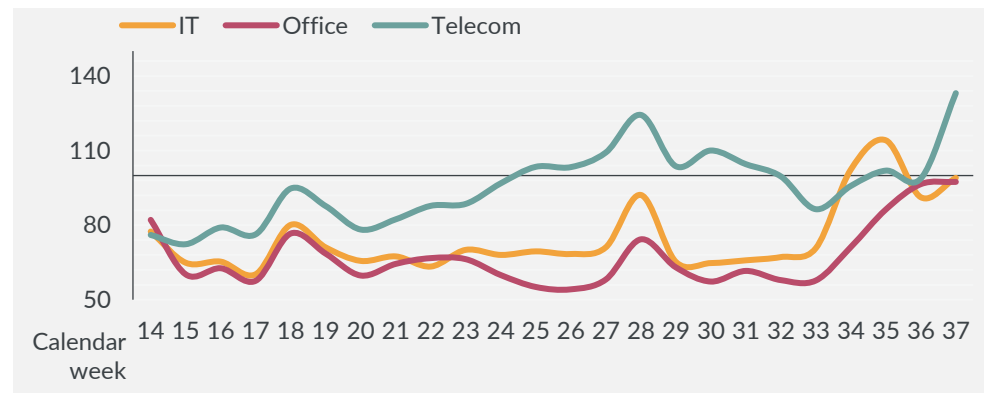
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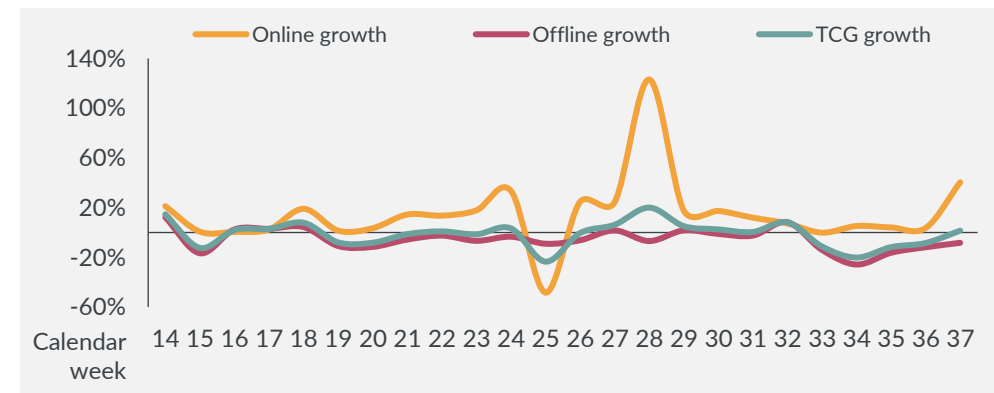
Brazil

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 37 (Sep 12 - Sep 18)

- A strong online sales increase of +40% balanced the downswing of traditional retail (-8%), leading to a total TCG market of +2%.
- IT/Office products ranged from -25% for desk computing to +1% for laser printers. Smartphones (+50%) and Media tablets (+30%) witnessed substantial growth.
- CE products lost in double-digits. Refrigerators (+16%) and washing machines (+1%) posted increases. SDA products grew except for Air treatment (-8%) and Food preparation (-19%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 37 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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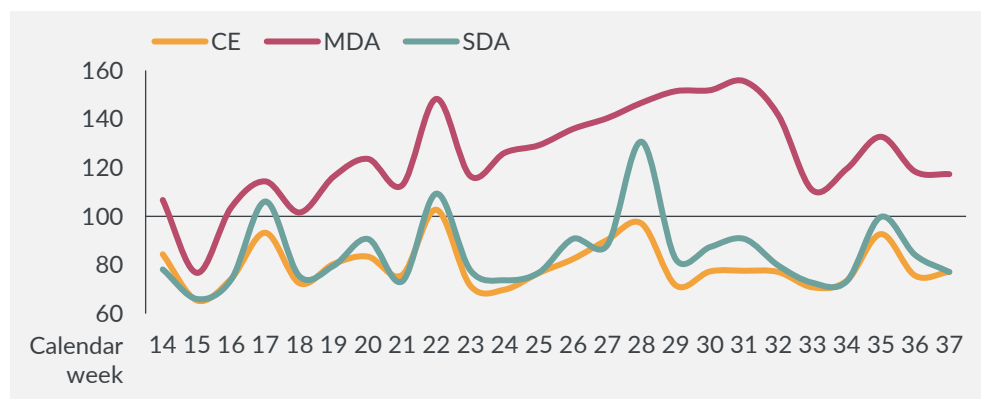
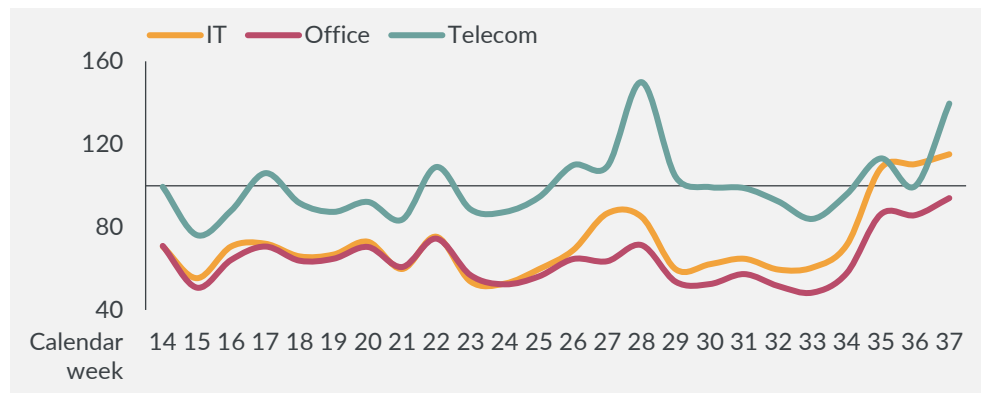
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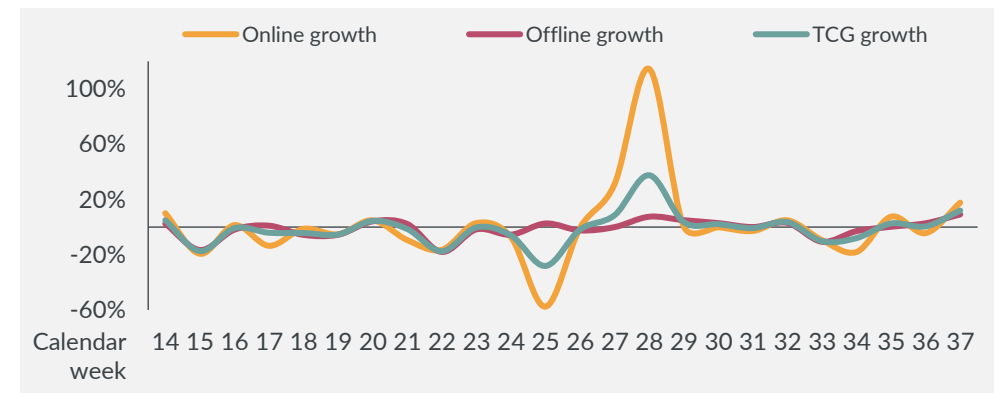
Brazil

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 37 (Sep 12 - Sep 18)

- An online sales recovery at +18% and growing traditional retail at +9% resulted in a strong total TCG market of +12%.
- Laser printers were the best performing product group among IT/Office products at +11%. Desk computing slumped at -26%. New launches triggered significant growth for smartphones (+57%).
- MDA/SDA posted increases except for shavers (-9%) and hot beverage makers (-1%). CE items delivered mixed results from +9% for soundbars to -6% for audio home systems.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 37 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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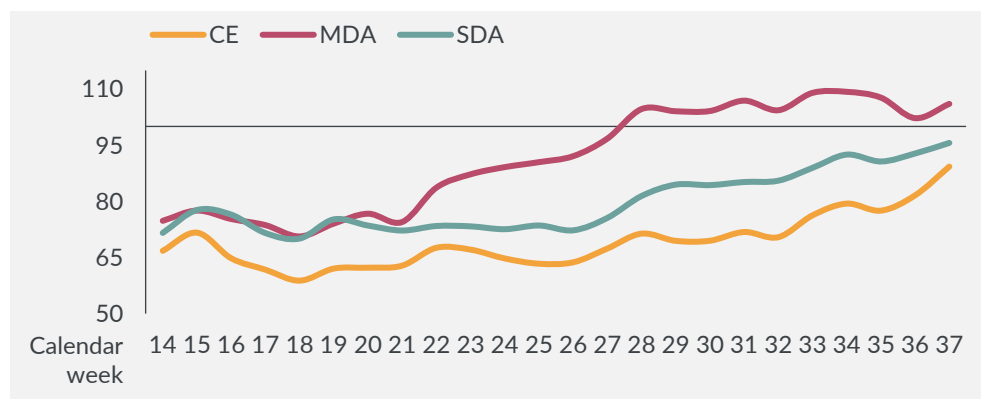
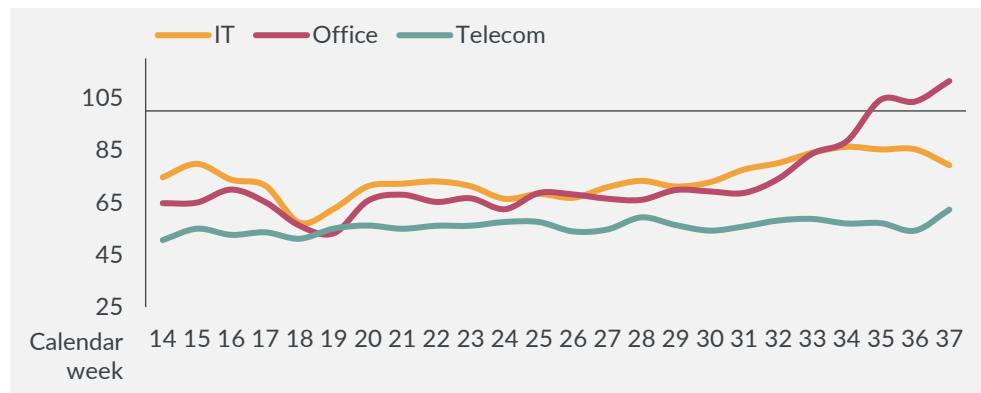
> Russia

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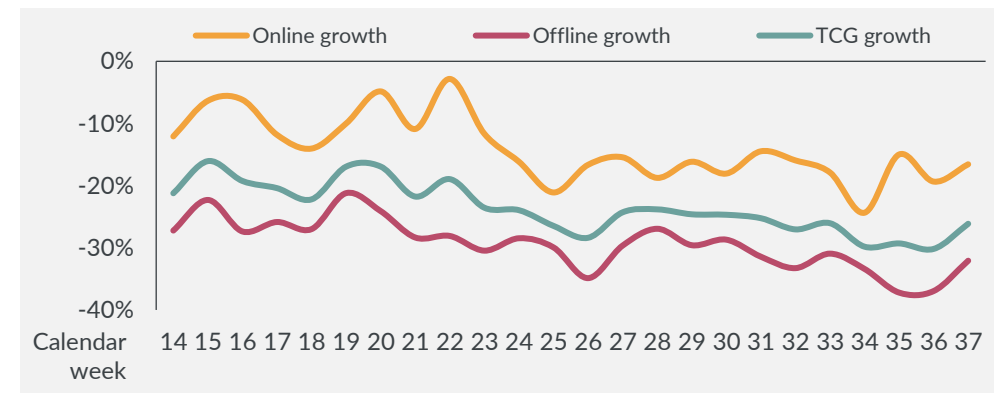
Brazil

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 37 (Sep 12 - Sep 18)

- The total TCG market continued its negative trend (-26%), driven by traditional retail at -32%. Online sales performed better but were still down by -17%.
- The most impacted product groups were smartphones and media tablets at -40% and -50% respectively. Monitors were up 11%.
- Audio home systems posted an outstanding growth of +80% while MDA products were down -9%. SDA products ranged from +6% for dental care to -6% for shavers.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 37 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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Fact of the week

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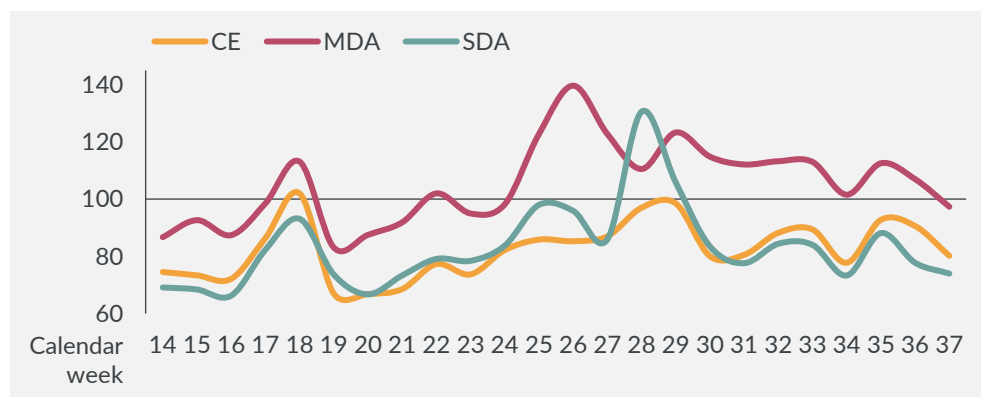
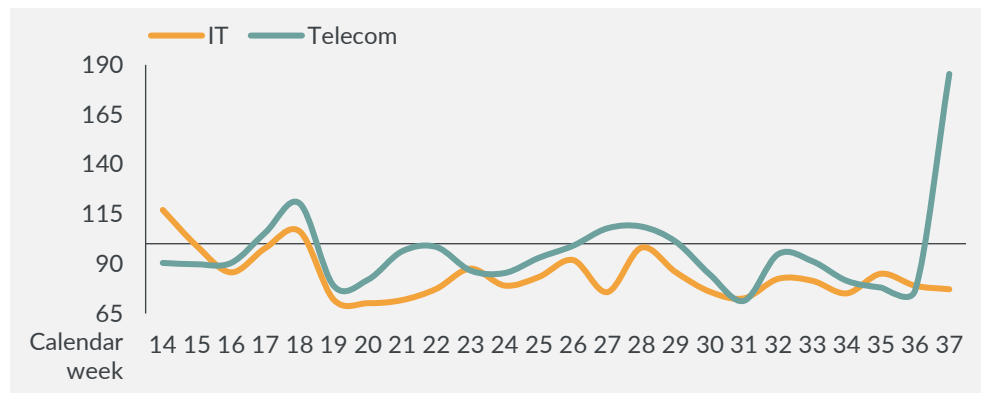
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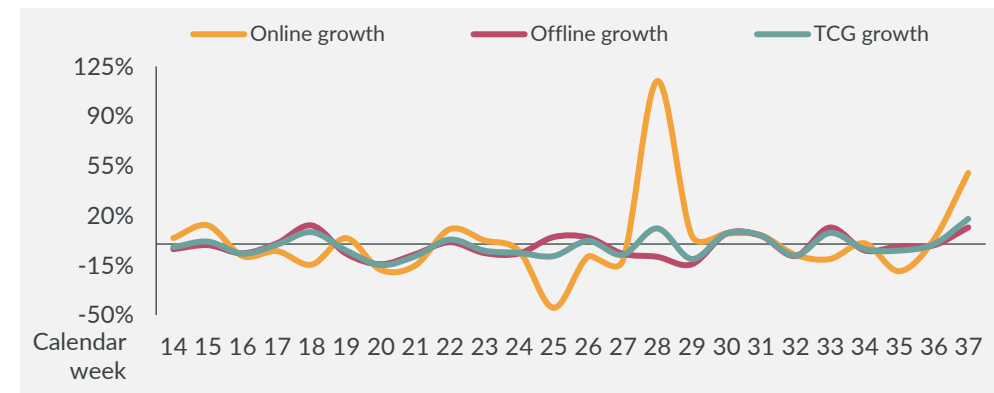
Brazil

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 37 (Sep 12 - Sep 18)

- Total TCG rose to +18% as a result of significant online sales (+50%) and strong traditional retail (+12%).
- Smartphones posted an outstanding growth of +225% due to new launches. Headsets and media tablets posted decreases of -6% and -35% respectively.
- SDA/CE products witnessed double-digit declines of -42% for air treatment and -4% for vacuum cleaners. TV sales declined by -15%. Refrigerators (+3%) and washing machines (+1%) posted growth.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 37 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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Fact of the week

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Spain

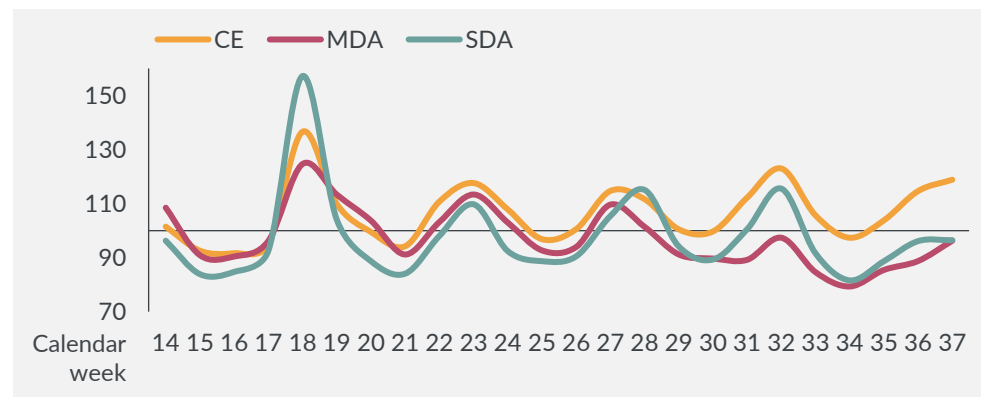
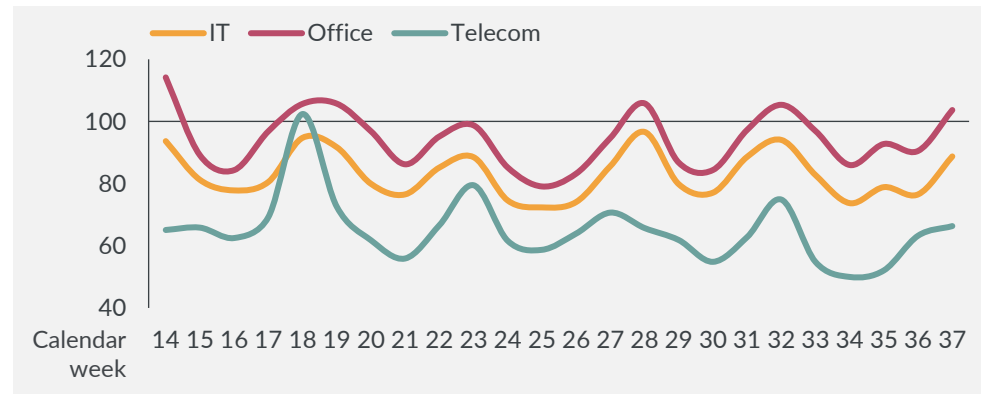
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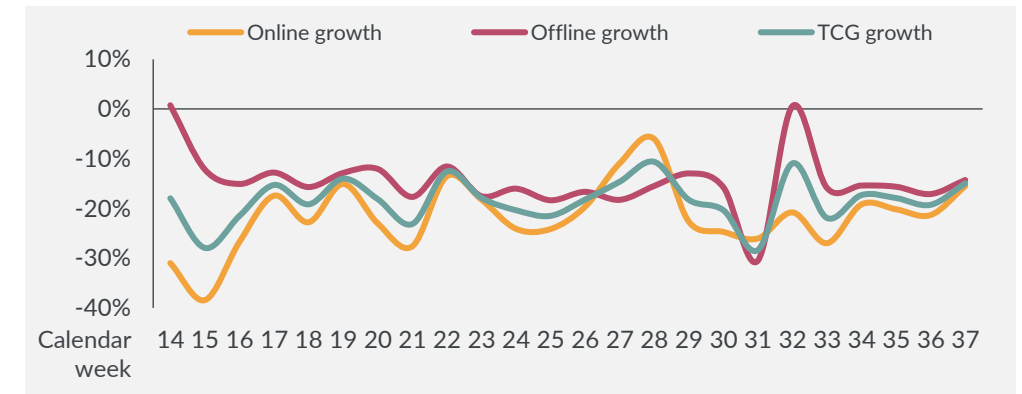
> Brazil

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 36 (Sep 04 - Sep 11)

- Both traditional retail (-14%) and online sales (-16%) decreased as in previous weeks. Total TCG posted a downward trend of -15%.
- Smartphones delivered a strong negative rate (-33%). Trends for IT/Office products ranged from -22% for laser printers to +7% for media tablets.
- There was mixed picture for MDA/SDA/CE products, ranging from -13% for shavers to +28% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 37 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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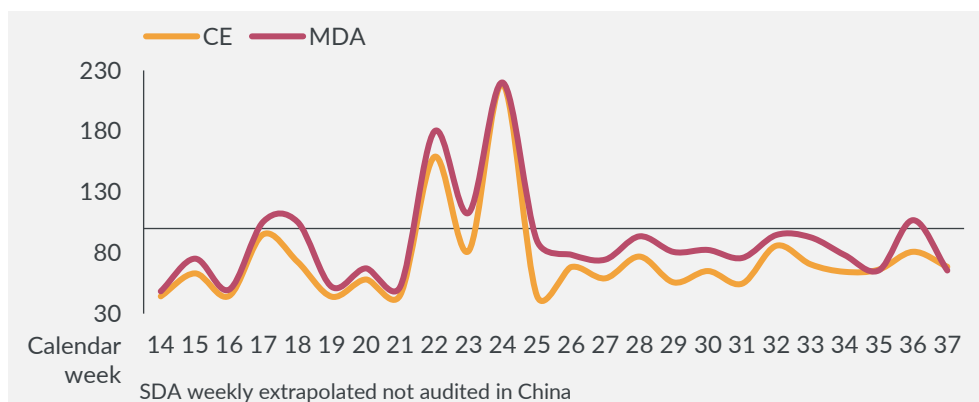
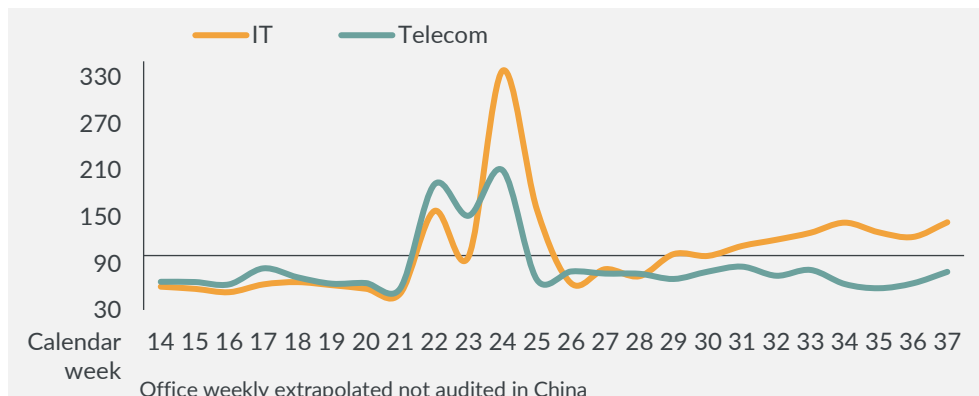
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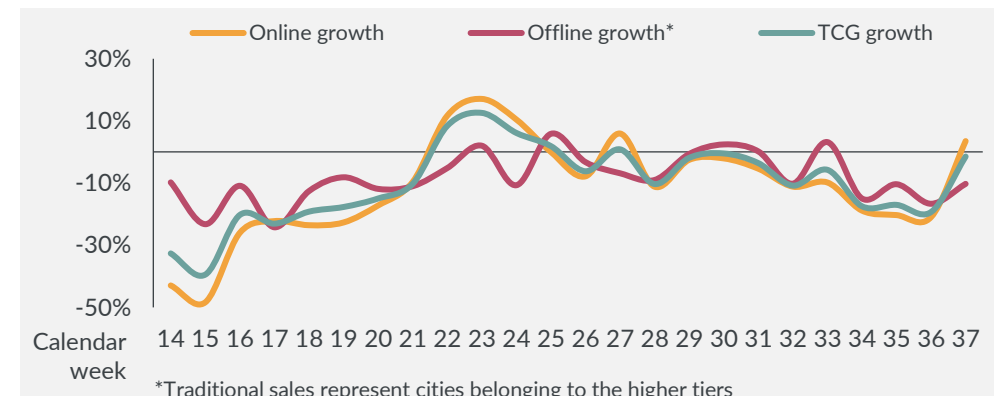
Brazil

> 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 37 (Sep 12 - Sep 18)

- An online sales recovery (+3%) and weak traditional retail (-10%) led to a slight decelerated total TCG market of -1%.
- Mobile computing posted strong growth of +23% and smartphones delivered a slight increase of +1%.
- Week 37 saw double-digit drops for TV sales (-26%), washing machines (-27%), and cooling (-20%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 37 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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Authors:  
[dagmar.mende@gfk.com](mailto:dagmar.mende@gfk.com) for Global Strategic Insights

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