



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 128

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> About gfknewron

Fact of the week

Germany

Great Britain

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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: E-commerce growth slows in Europe.



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> Fact of the week

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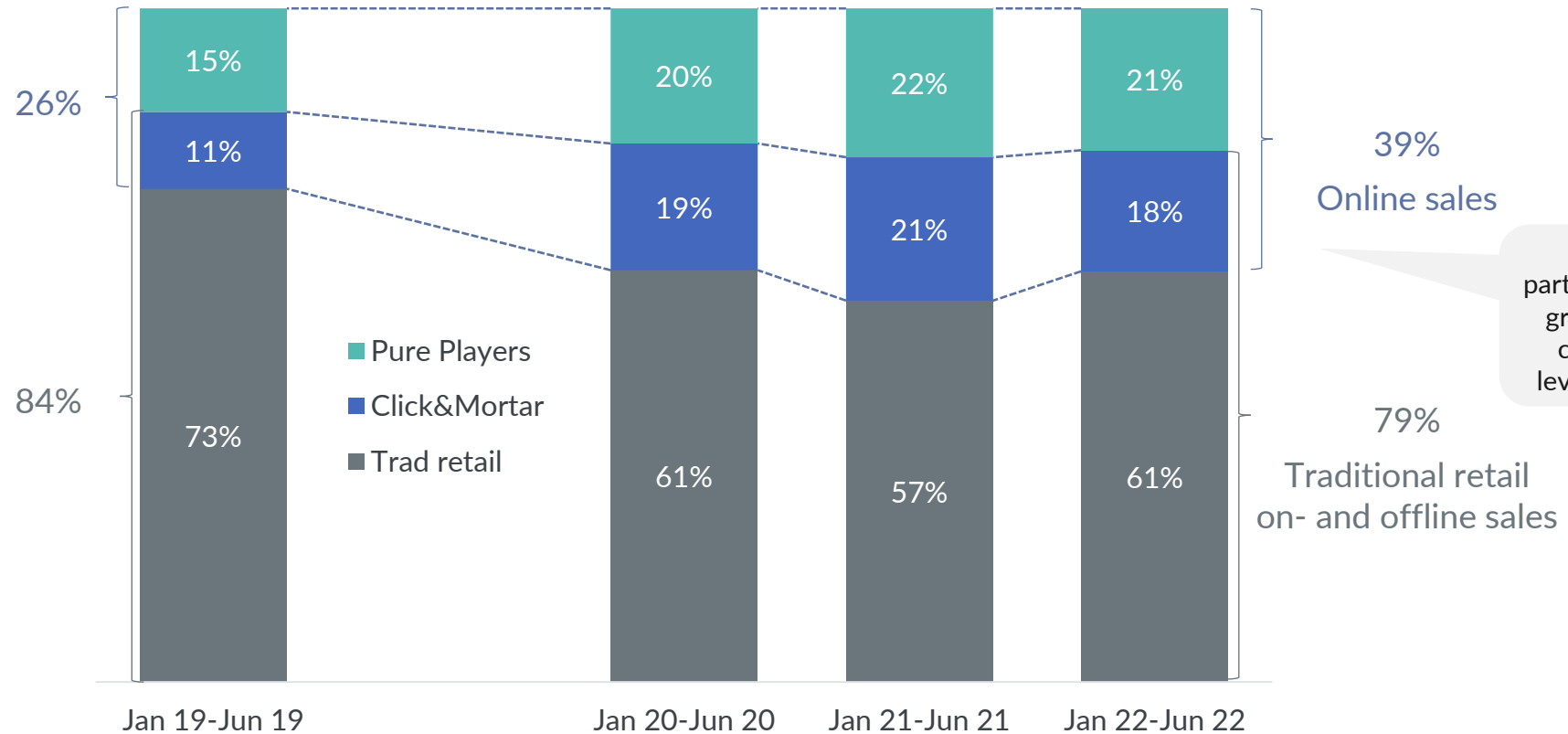
Spain

Russia

Japan

Brazil

China



Source: GfK Market Intelligence: Sales Tracking, Europe. EUR, Jan-Jun 2022

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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

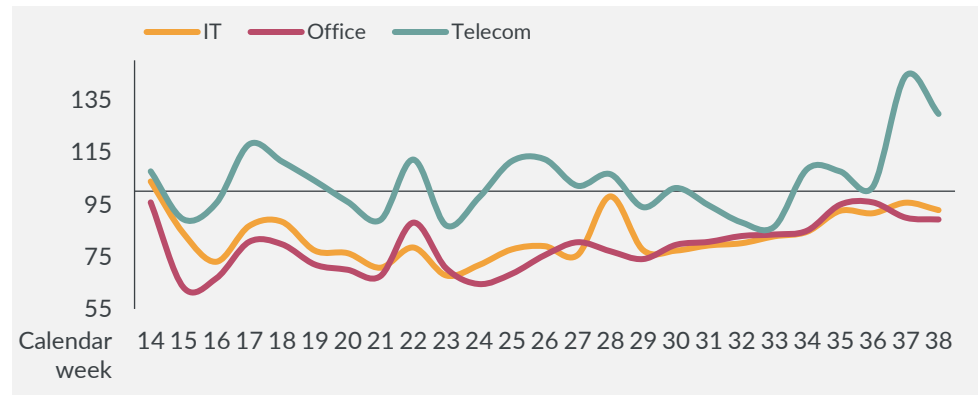
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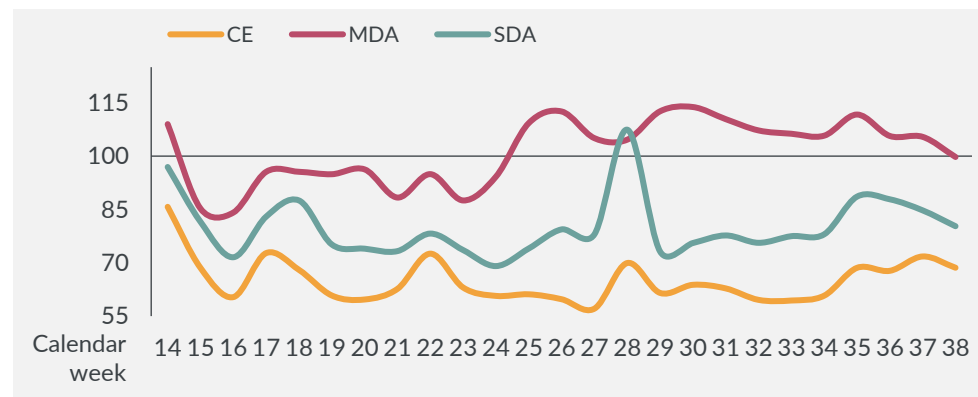
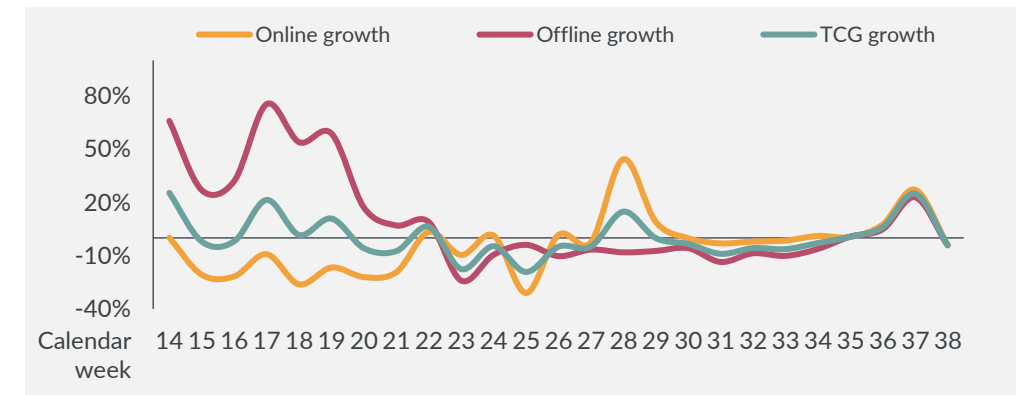
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 38 (Sep 19 - Sep 25)

- Both distribution types experienced identical declines of 4%, leading to a decrease for total TCG of 4%.
- Rates for IT/Office products ranged from +11% for laser printers to -3% for desk computing. Smartphones were down by 3%.
- There were double-digit losses for CE products and most SDAs. Food preparation and dental care were flat. Cooling experienced an upswing of 4%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 38 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

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France

Italy

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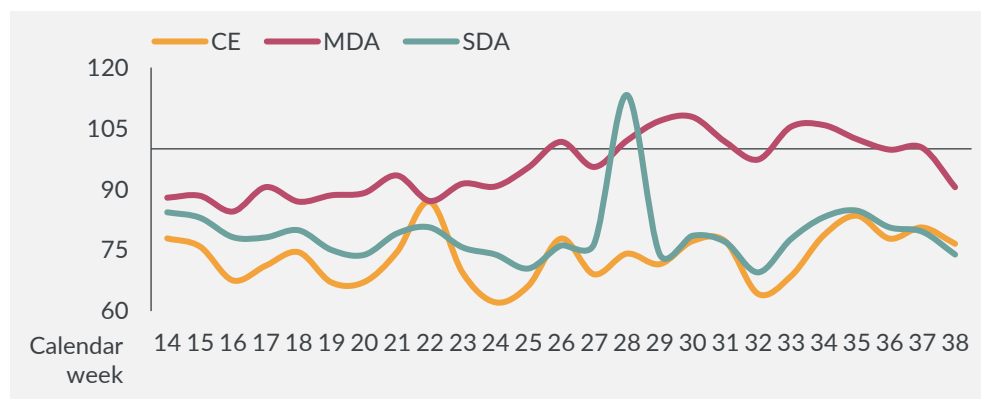
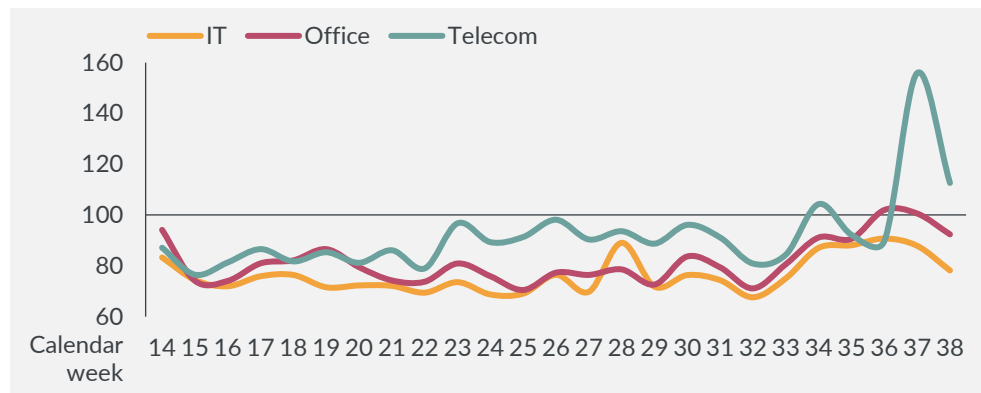
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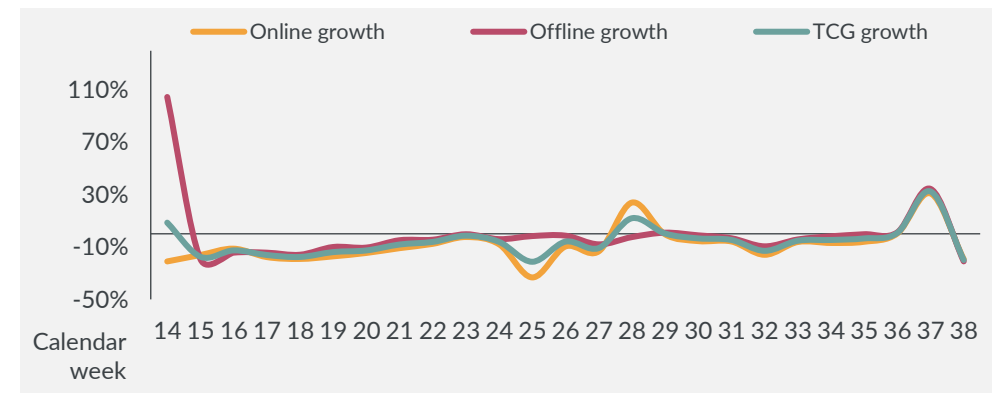
Brazil

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 38 (Sep 19 - Sep 25)

- After a spike in week 37, online sales and traditional retail dropped at similar rates (-19% and -21%), resulting in a downswing of the total TCG market of -20%.
- Most IT/Office products posted double-digit negative trends, led by media tablets at -42%. Laser printers were the best performing category at +12%.
- There were negative trends throughout MDA/SDA/CE, with dental care impacted the least at -7%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 38 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

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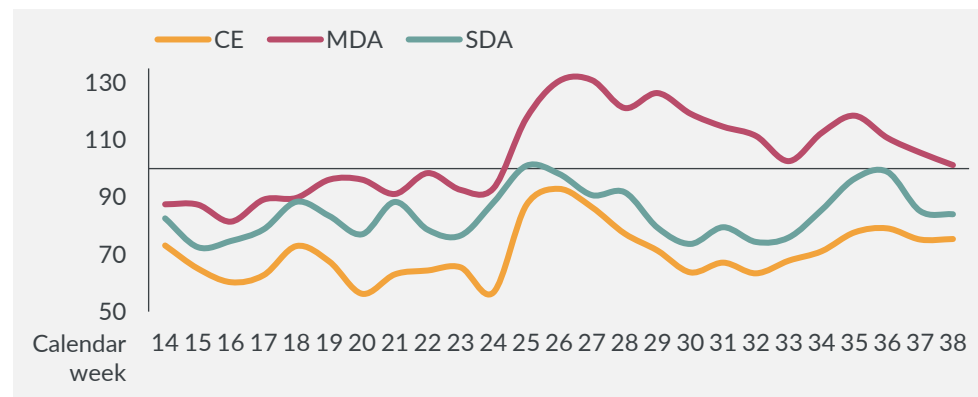
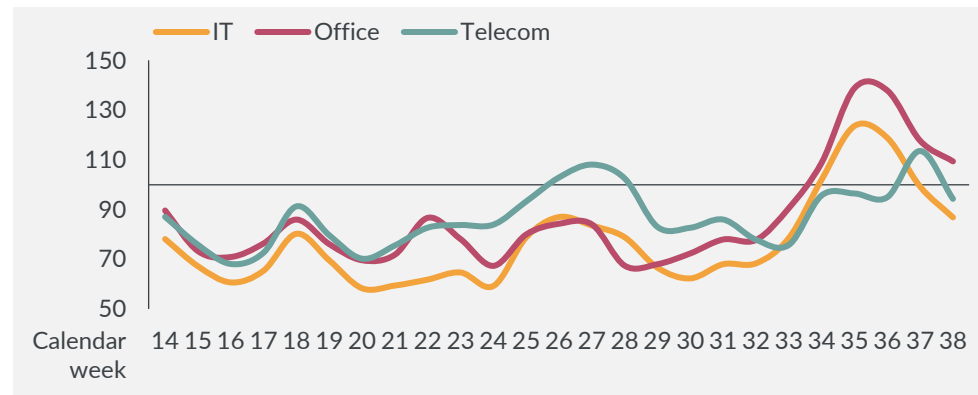
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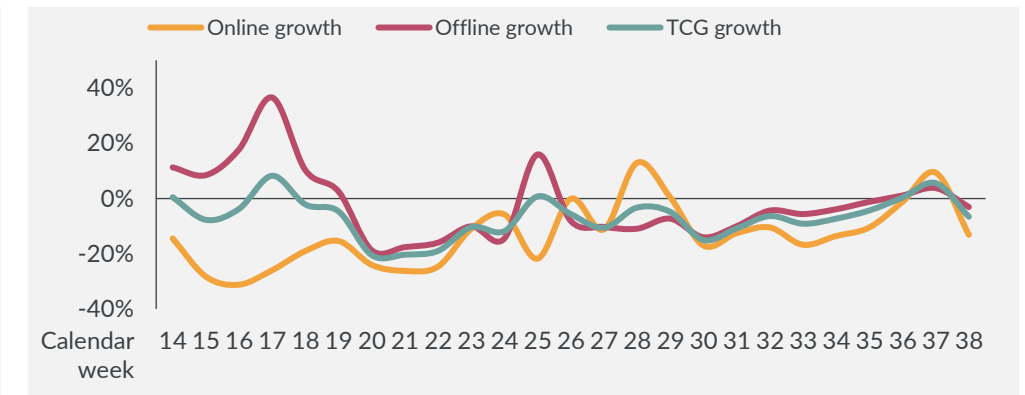
Brazil

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 38 (Sep 19 - Sep 25)

- Online sales delivered -13% (+9% the previous week) and with traditional retail down -3% (+4% the previous week), the result was a downswing of the total TCG market of 7%.
- IT products posted negative trends, from -3% for monitors to -23% for desk computing. Printers were up +9%. Headsets ended the week at +16%.
- Air treatment experienced remarkable losses of 44%. The other MDA/SDA/CE products delivered a mixed picture.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 38 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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Fact of the week

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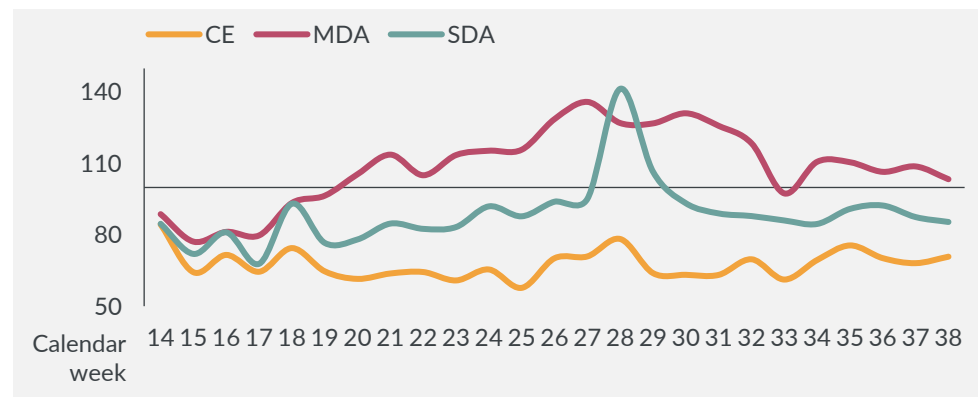
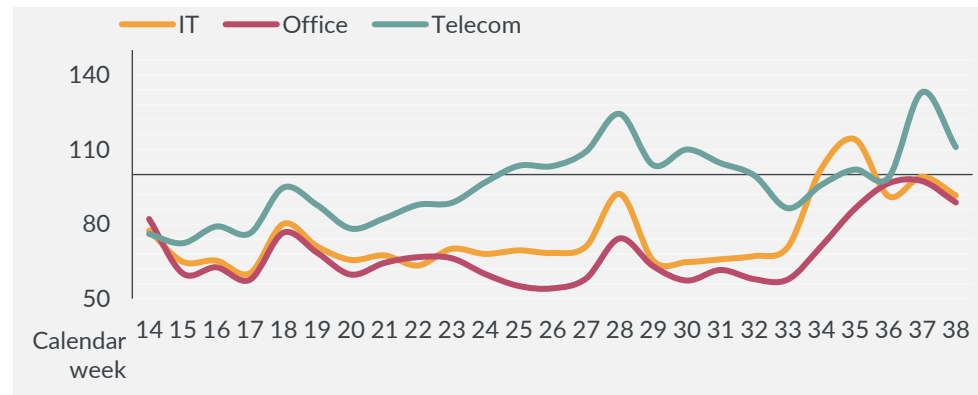
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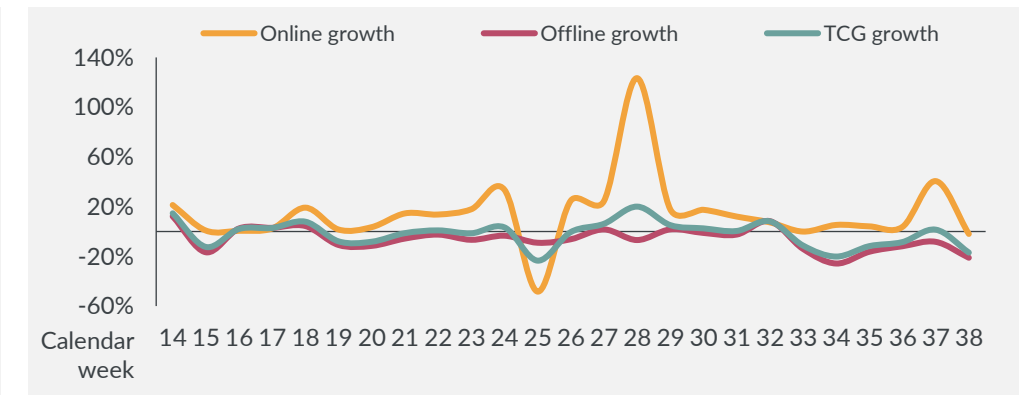
Brazil

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 38 (Sep 19 - Sep 25)

- A strong fall of traditional retail (-21%) couldn't be compensated by online sales (-2%), leading to a decline of -17% for total TCG.
- Results for IT/Office products ranged from -5% for laser printers to -34% for desk computing. Smartphones accelerated at +5%.
- CE products lost in double-digits with TV sales out in front at -50%. MDA/SDA categories posted a mixed picture, ranging from -19% for air treatment to +10% for dental care and hot beverage makers. Washing machines were flat at -0.8%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 38 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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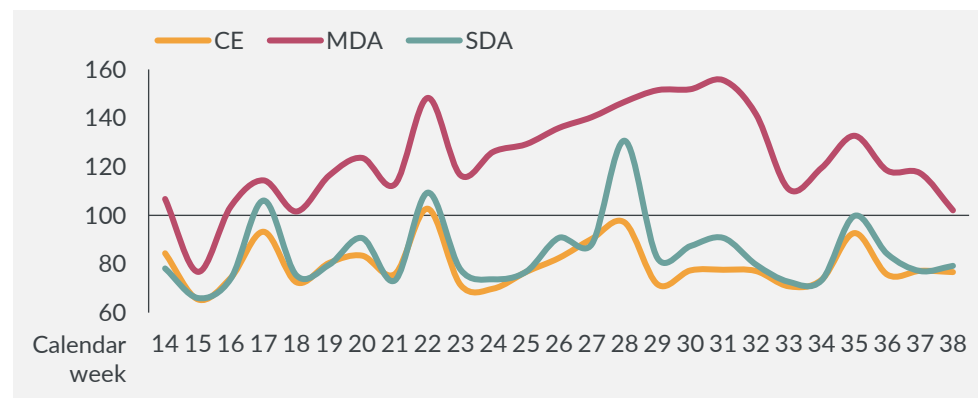
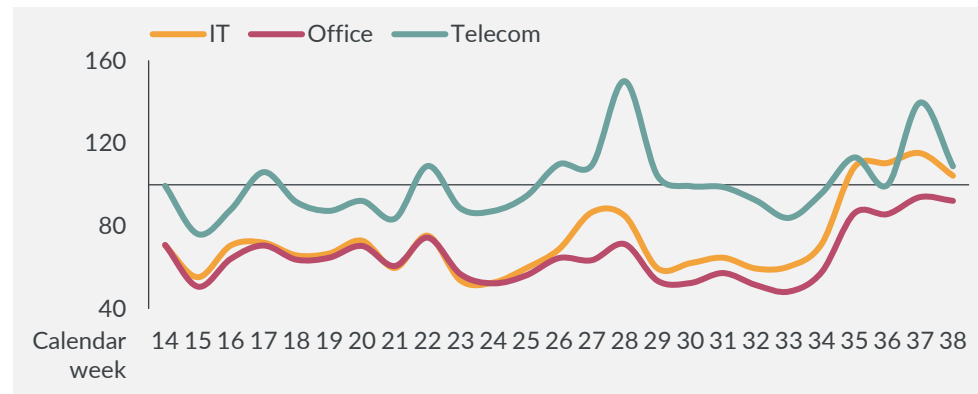
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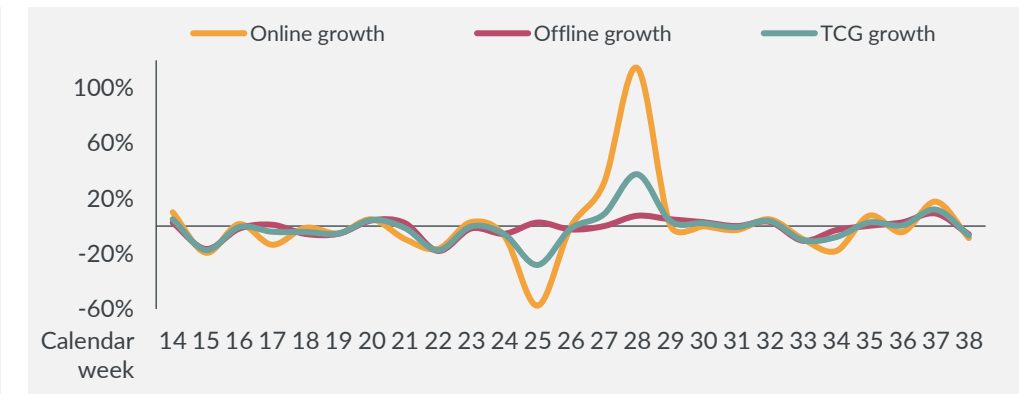
Brazil

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 38 (Sep 19 - Sep 25)

- Traditional retail dropped by 6% and online sales decelerated at -9%, which led to a downswing of the total TCG market of 7%.
- Laser printers were the best performing product group among IT/Office products at +28%. Desk computing slumped at -22%. Smartphones were down 12%. Headsets delivered +14%.
- A mixed performance in MDA and SDA saw rates between -4% (for cooling and washing machines) and +9% (for vacuum cleaners). TV sales lagged at -7%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 38 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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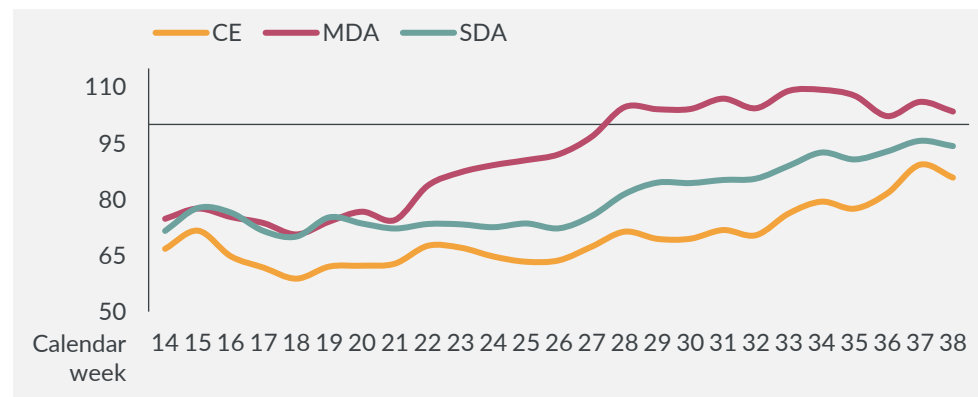
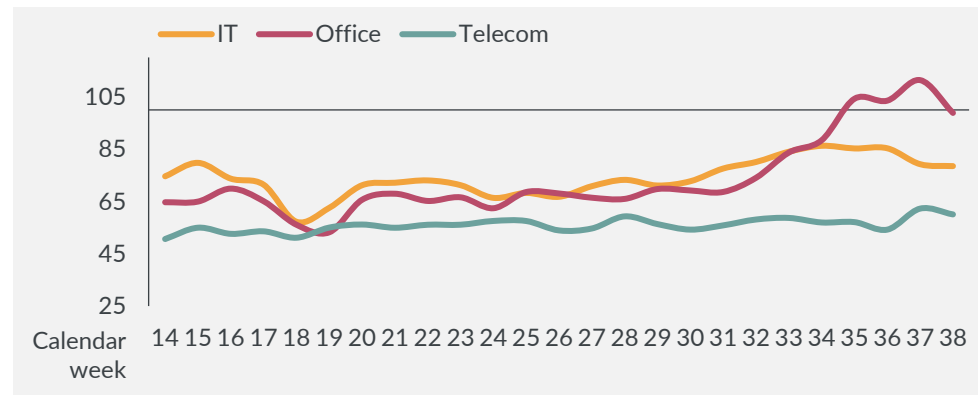
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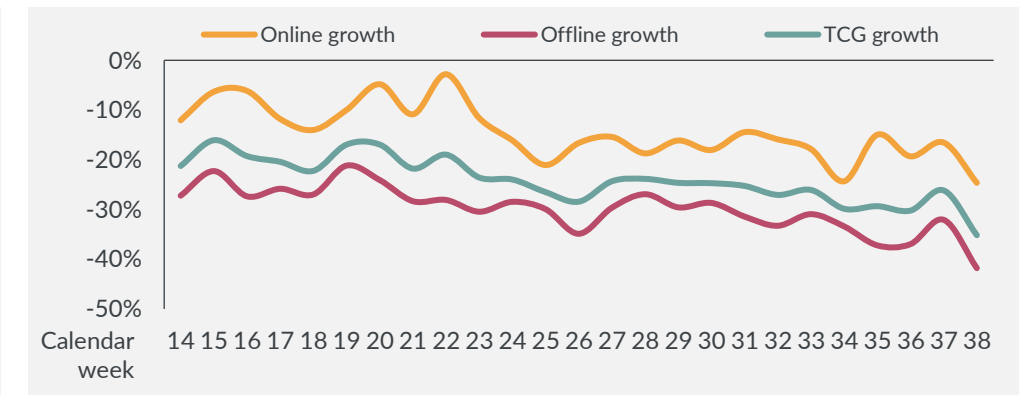
Brazil

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 38 (Sep 19 - Sep 25)

- The total TCG market continued its negative trend at -35%, reaching the next level at more than -30%. This was driven by traditional retail down at -42%. Online sales posted -25%.
- The most impacted product groups remained smartphones and media tablets at -55% and -56% respectively. Monitors were up 8%.
- Audio home systems posted a high growth rate of +64% while TVs and soundbars were down 16% and 35% respectively. MDAs lost in single digits. SDA products delivered a mixed picture.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 38 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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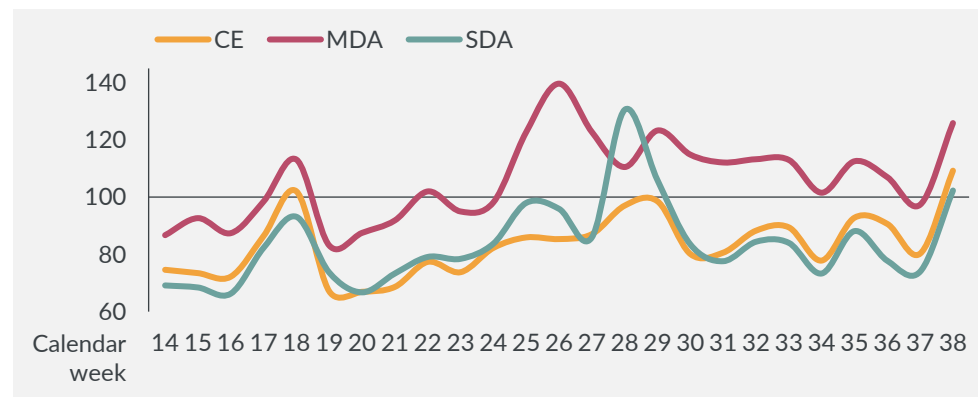
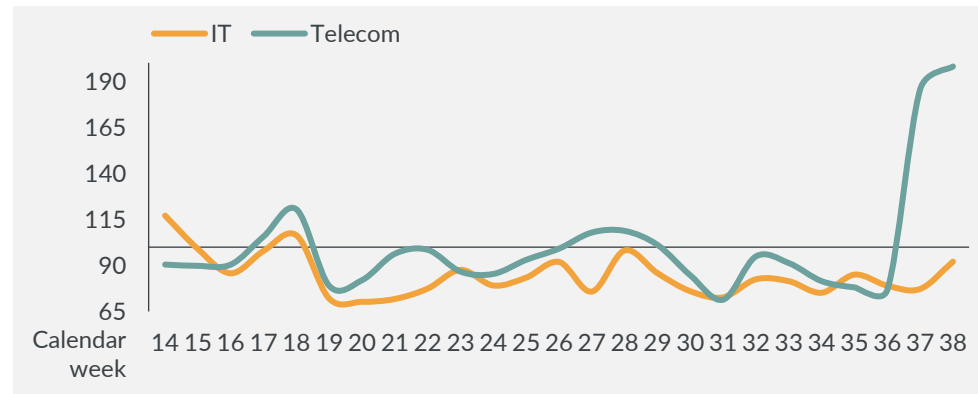
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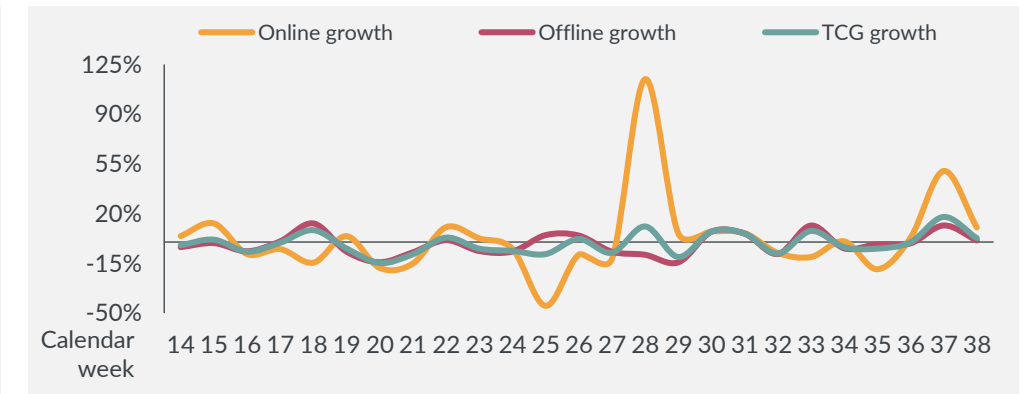
Brazil

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 38 (Sep 19 - Sep 25)

- After a spike for online sales in week 37, the rate reached +10% in week 38. Combined with a slight increase for traditional retail (+1%), total TCG enjoyed an uptick of 3%.
- Headsets and smartphones posted increases of +25% and +9% respectively. Media tablets fell by a remarkable 53%.
- MDA/SDA/CE products delivered mixed results, ranging from +25% for vacuum cleaners to -25% for audio home systems. TV sales lagged at -7%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 38 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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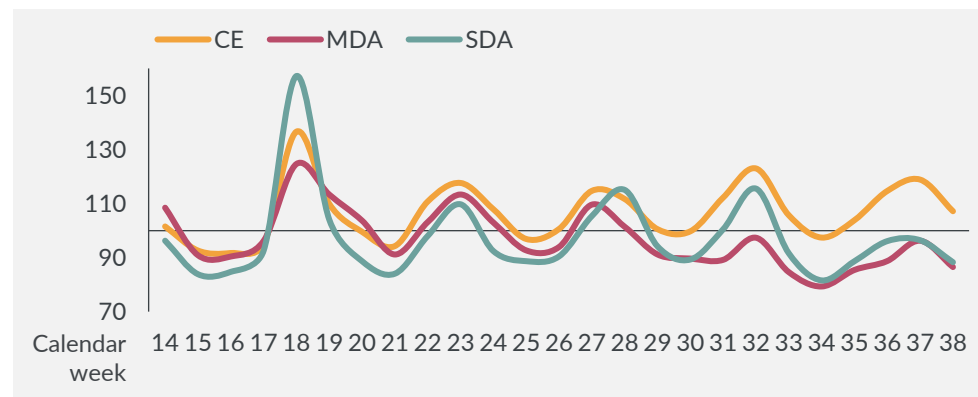
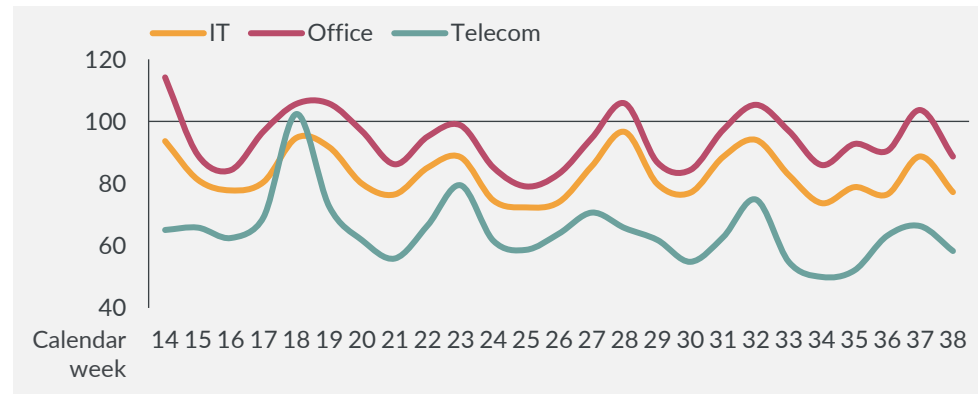
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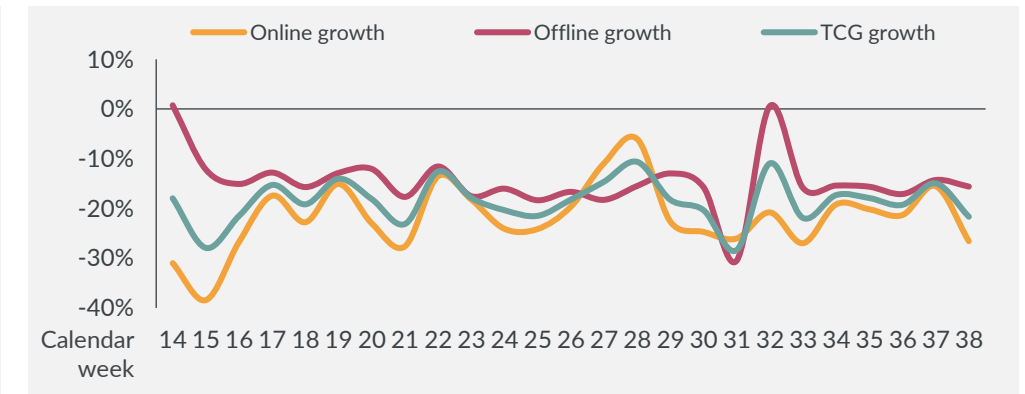
> Brazil

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 38 (Sep 19 - Sep 25)

- Both traditional retail (-16%) and online sales (-27%) decreased as in previous weeks. Total TCG posted a downward trend of -22%.
- Smartphones delivered a strong negative rate (-40%). Trends for IT/Office products ranged from -2% for media tablets to -20% for mobile computing.
- Results for MDA/SDA/CE products were mixed, ranging from -18% for shavers to +23% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 38 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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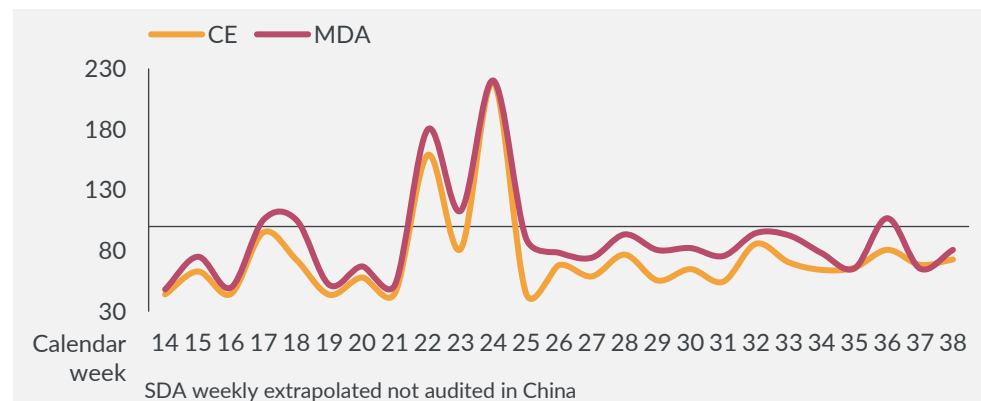
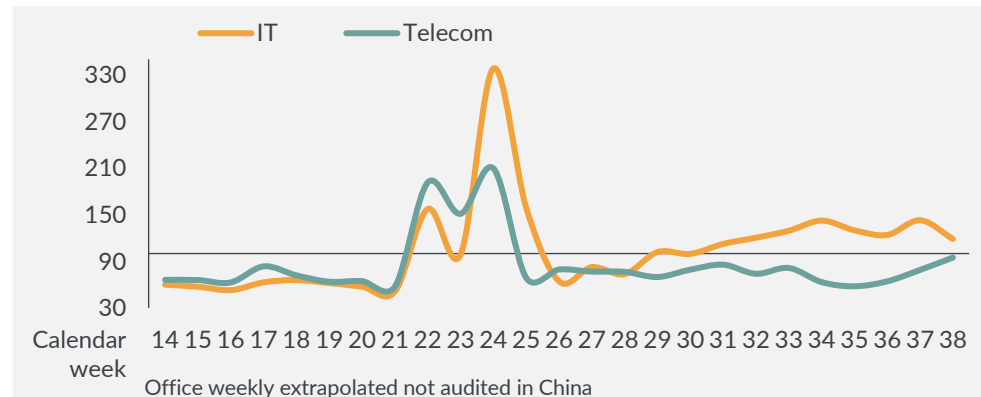
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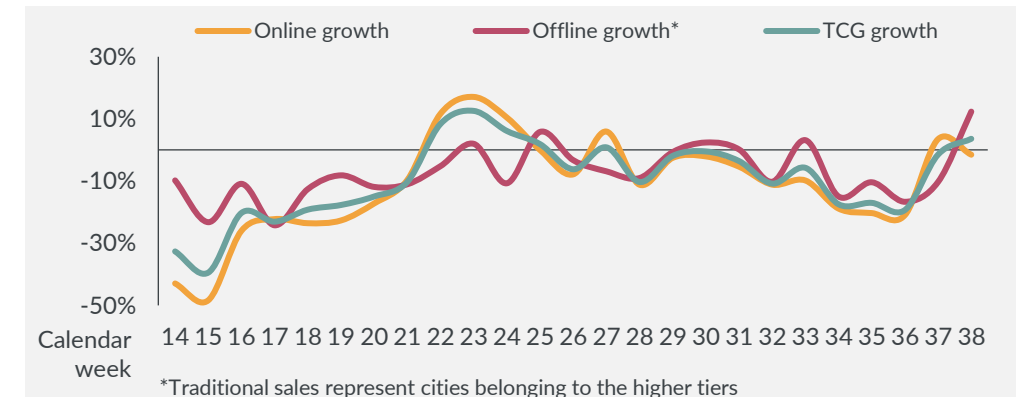
Brazil

> 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 38 (Sep 19 - Sep 25)

- A recovery (+12%) of traditional retail and weak online sales (-2%) led to a moderate acceleration of the total TCG market (+4%).
- Mobile PCs and smartphones delivered a plus of 8% and 7% respectively.
- Week 38 saw a double-digit drop for TV sales (-14%) while declines for washing machines (-8%) and cooling (-2%) were not so strong.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 38 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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