



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 131

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gfknewron



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> About gfknewron

Fact of the week

Germany

Great Britain

France

Italy

Spain

Russia

Japan

Brazil

China

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Fact of the week: Online Promotions in comparison



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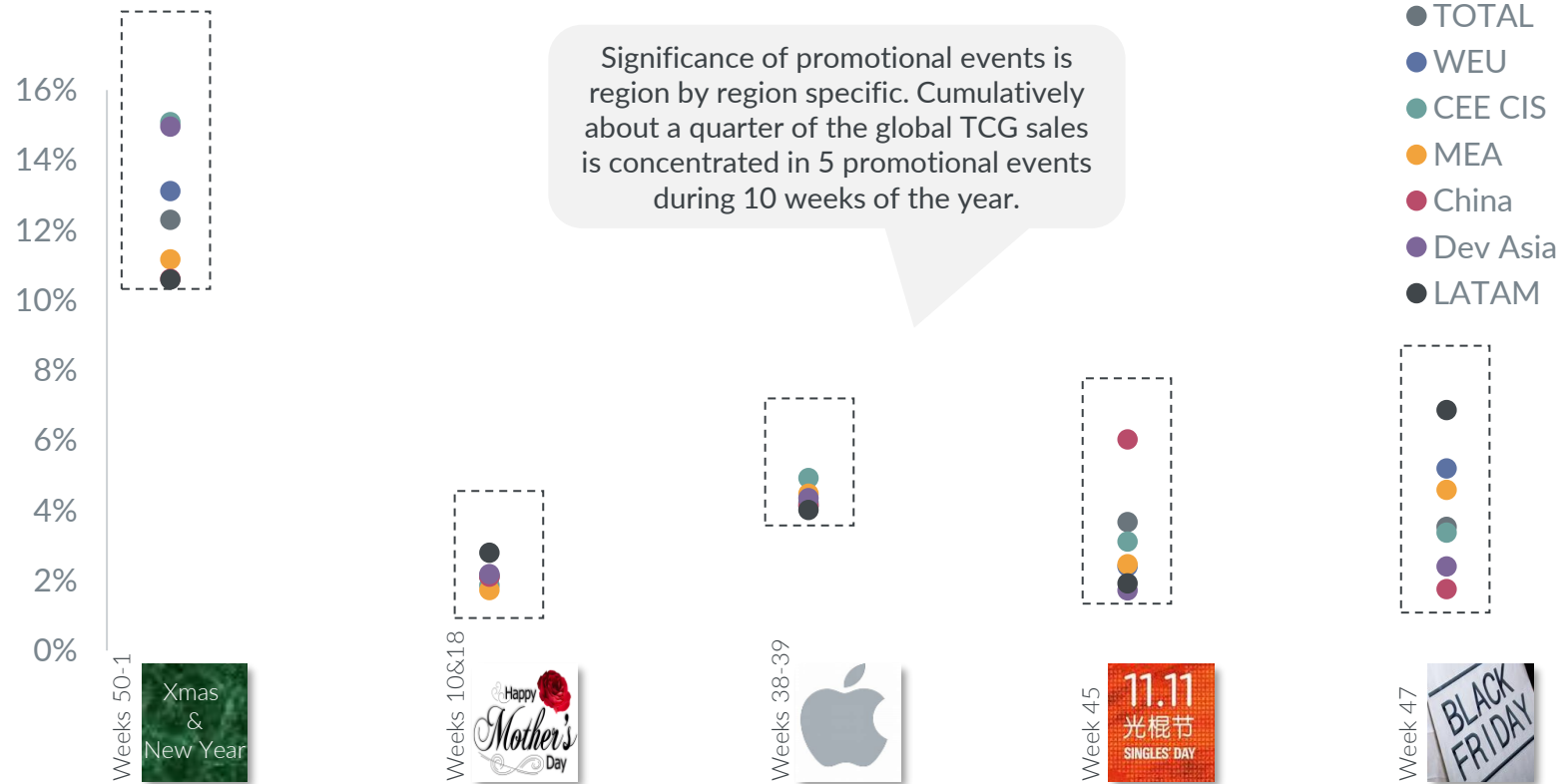
Russia

Japan

Brazil

China

GfK B2C Retailer Market | Technical Consumer Goods* | Online Retail |



TCG Sales:
Event % of
year in
2021

26%

10 weeks
Top 5
Events
Total

Source: GfK Market Intelligence: Sales Tracking, USD (NSP) fix; sales value %; Countries: Belgium, Brazil, China, Germany, Great Britain, Japan, Netherlands, Russia, South Africa, Spain, Turkey and United Arab Emirates
TCG basket including Smartphones, TVs, Mobile computing, Washing machines, Hot beverage makers, DSC SLR and Shavers PGs. Not all PGs available across the selected countries.

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



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).

Please note: Below lines depict the sales growth rate vs. same week of previous year.

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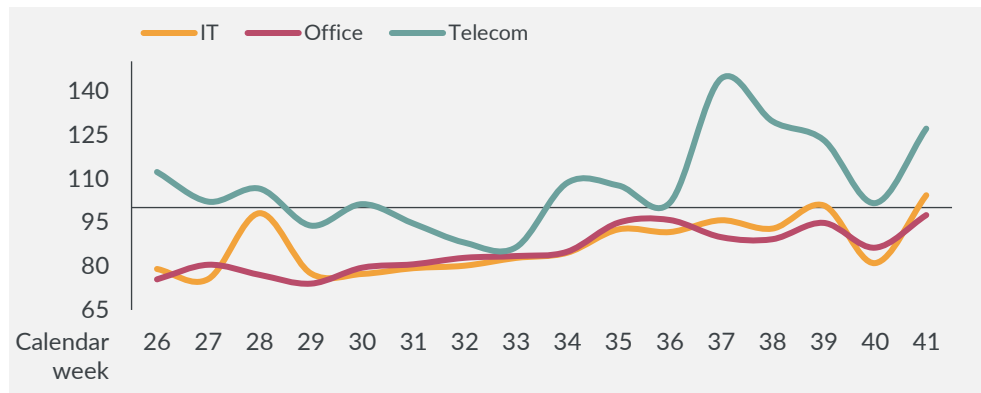
Russia

Japan

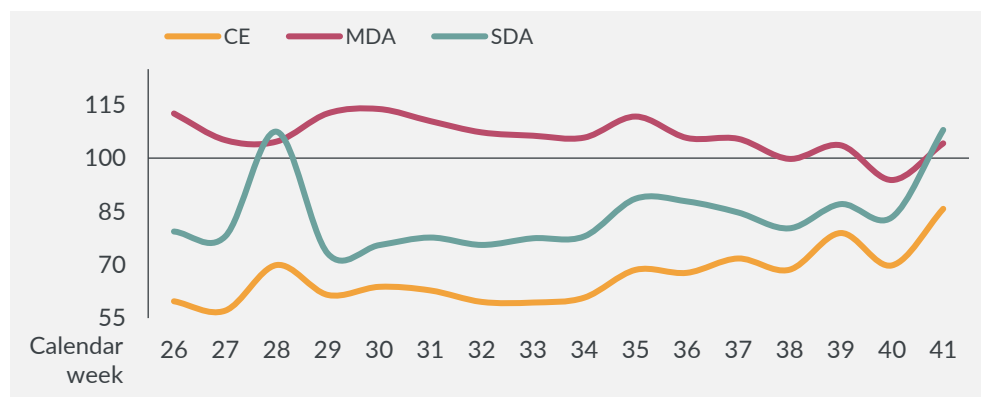
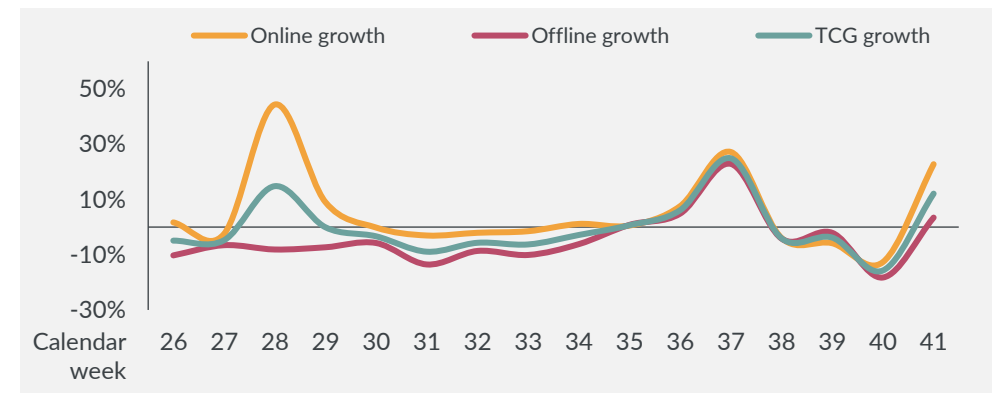
Brazil

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 41 (Oct 10 - Oct 16)

- Online sales recovered remarkably to +23% vs week 41 in 2021 (following the second Prime Day sale in 2022). Traditional retail regained ground at +3%, up from -18% in week 40. As a result, total TCG delivered a plus of 12%.
- Rates for IT/Office products ranged from +19% for monitors to -11% for desk computing. Smartphones were up by 21%.
- There were positive trends for MDA/SDA products throughout, with dental care out in front at +40%. TV sales declined by 6%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 41 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

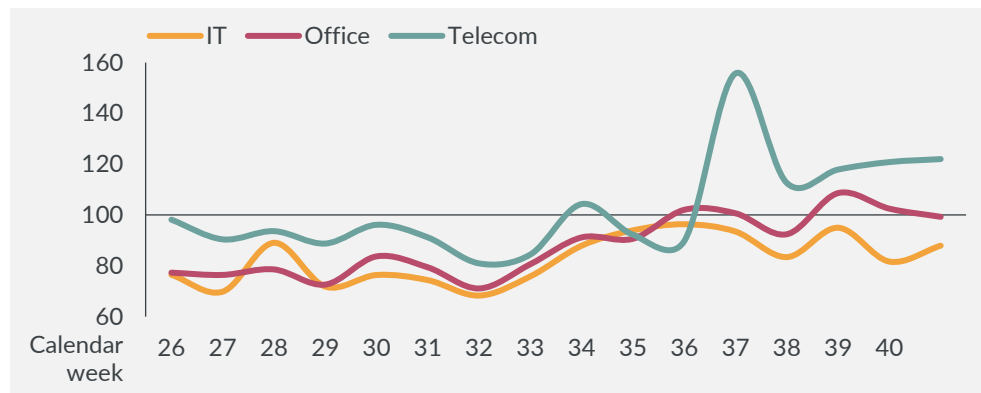
Russia

Japan

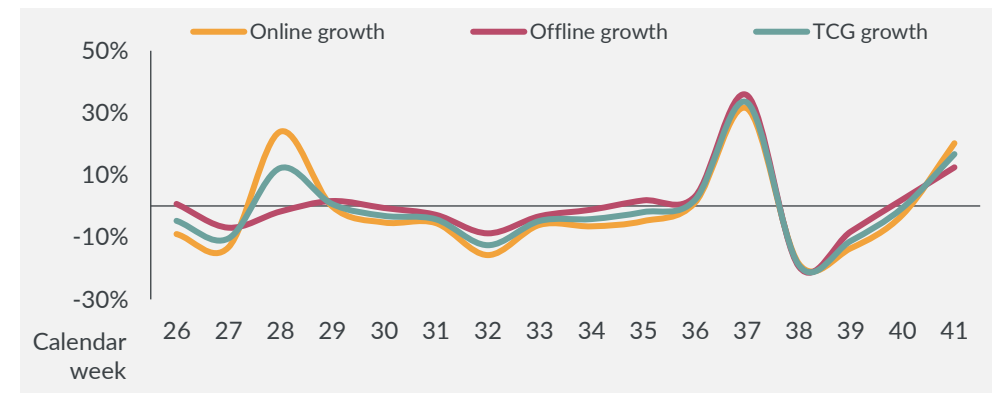
Brazil

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 41 (Oct 10 - Oct 16)

- Recovery of both distribution types led to an upswing of the total TCG market of 17%. Online sales posted +20% and traditional retail rose by 12%.
- The mixed picture for IT/Office products delivered rates from -24% for desk computing and media tablets to +23% for laser printers. Smartphones accelerated by 37%.
- SDAs posted double-digit growth with hot beverage makers in the lead at +56%. MDAs declined by 8%. TV sales were up 2%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 41 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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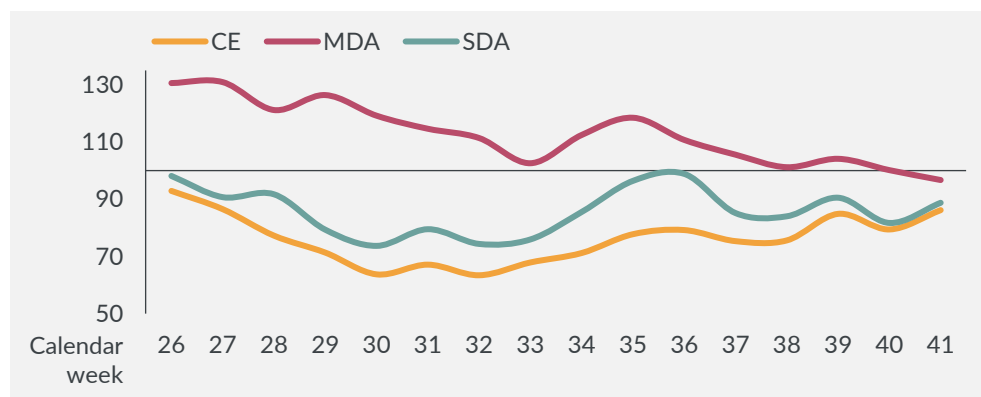
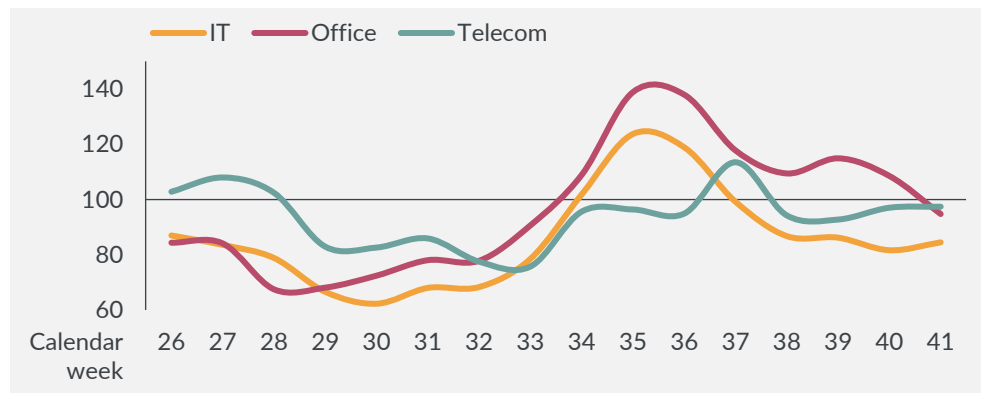
Russia

Japan

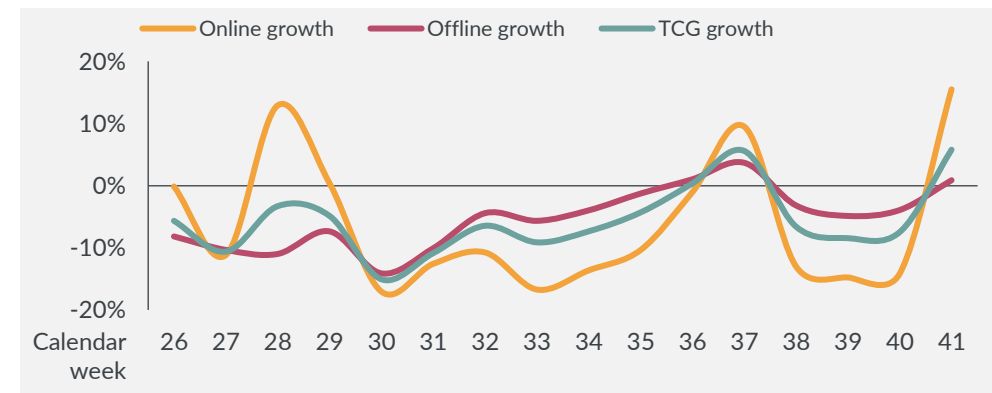
Brazil

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 41 (Oct 10 - Oct 16)

- Recovery in France delivered +15% for online sales (following the second Prime Day sale in 2022) and +1% for traditional retail, resulting in +6% for the total TCG market.
- Rates for IT products ranged from -26% for desk computing to +16% for monitors. Printers lagged at -1%. Smartphones rose 11%.
- MDA products were almost stable at -1%. SDA and CE products posted positive trends apart from air treatment (-22%), audio home systems (-16%), and food preparation (-7%).

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 41 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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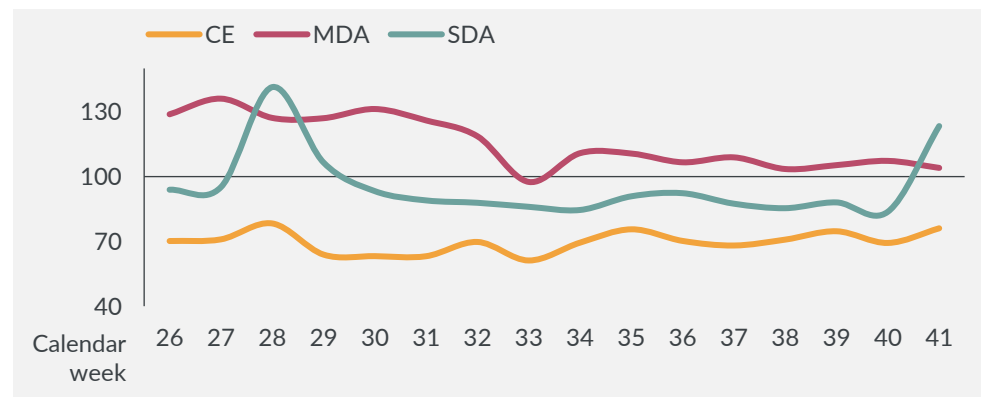
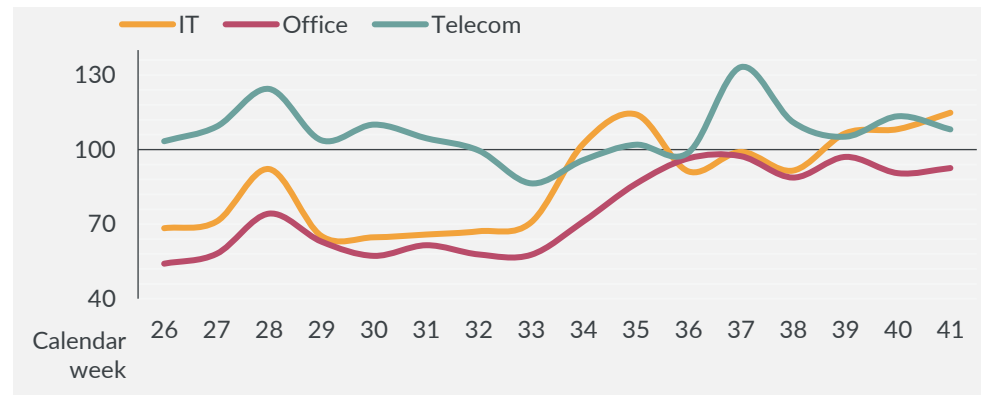
Russia

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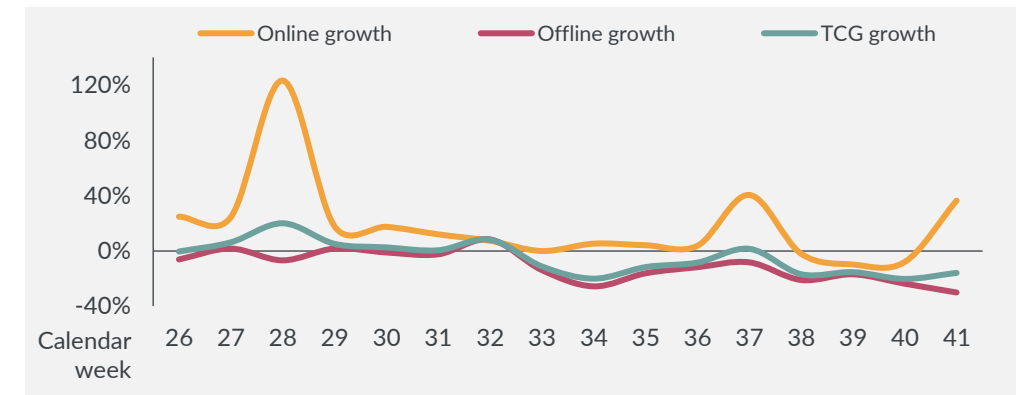
Brazil

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 41 (Oct 10 - Oct 16)

- Online sales experienced a remarkable recovery, up 36%, but failed to compensate for the losses of traditional retail (-30%), leaving the total TCG market at -16%.
- IT/Office products ranged from -18% for laser printers to +14% for media tablets. Smartphones accelerated at +8%.
- The rate for TVs (-62%) was influenced by last year's government subsidy due to switch-offs. SDAs ranged from +21% for food preparation to +88% for dental care. Cooling was up 10%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 41 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



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Fact of the week

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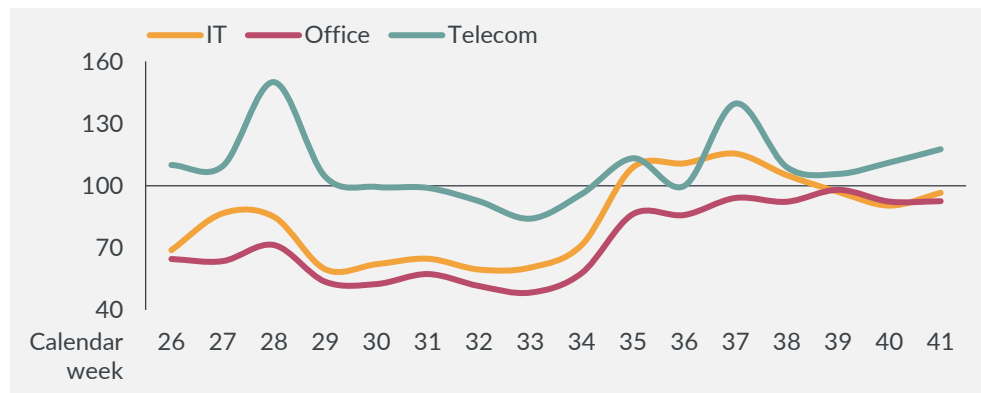
Russia

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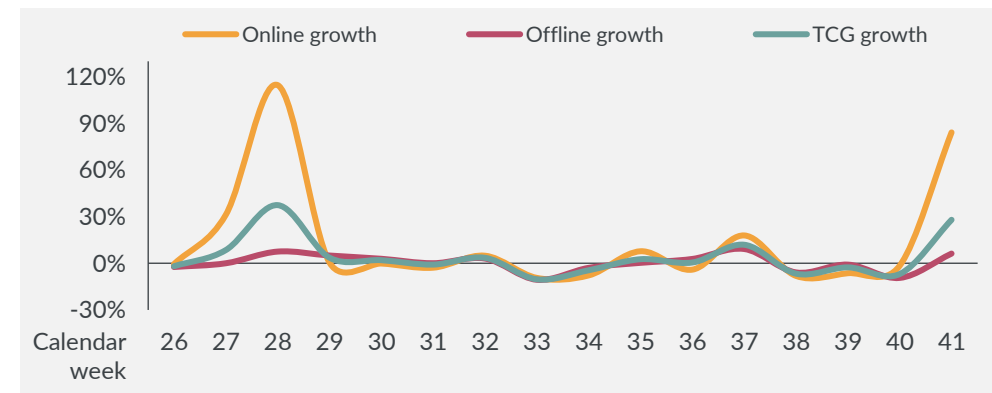
Brazil

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 41 (Oct 10 - Oct 16)

- Online sales posted an extraordinary uplift of +84% (following the second Prime Day sale in 2022) and traditional retail rose by +6% which led to a growth of 28% for total TCG.
- Media tablets were the best-performing product group among IT/Office products at +49%. Smartphones gained +40%.
- There was double-digit growth for MDA/SDA/CE products with vacuum cleaners in the lead at +53% and washing machines bringing up the rear at +10%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 41 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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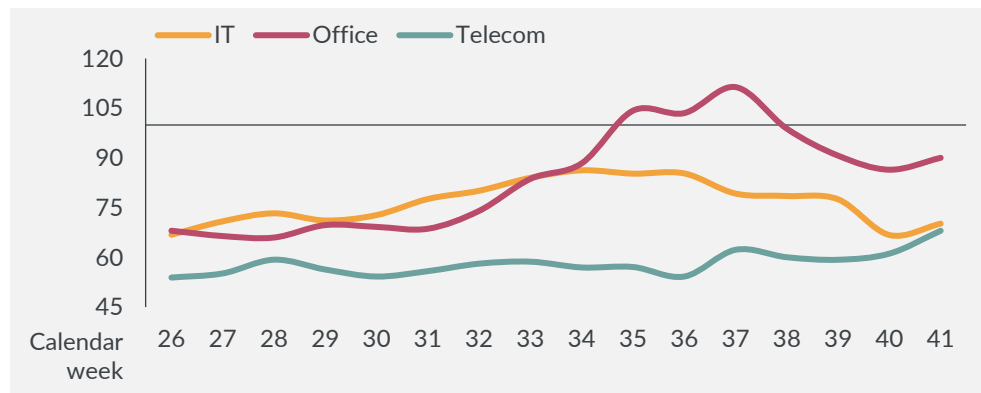
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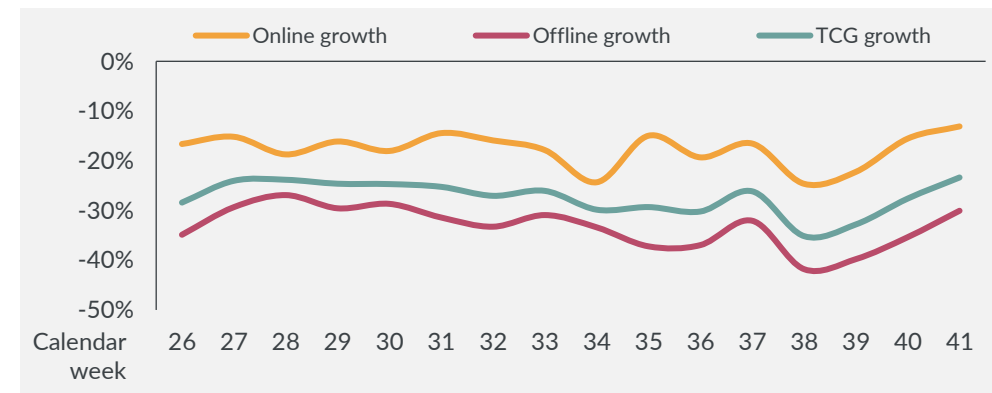
Brazil

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 41 (Oct 10 - Oct 16)

- A slightly less negative result for online sales (from -16% in week 40 to -13% in week 41) and traditional retail (from -35% to -30%) led to -23% for the total TCG market.
- At -49%, media tablets remained the most impacted product group. Smartphones declined by 34%. Mice were stable.
- Audio home systems posted a high growth rate of +85% while TVs and soundbars were down 9% and 48% respectively. MDAs and SDAs posted negative trends. Washing machines were flat.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 41 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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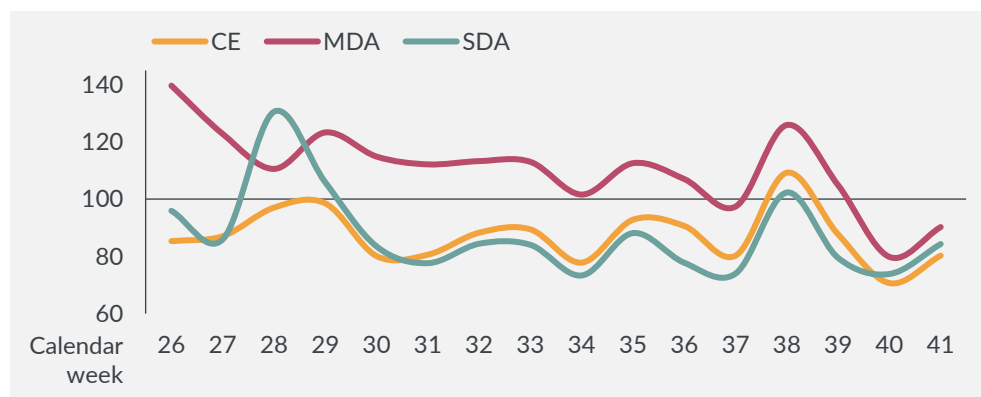
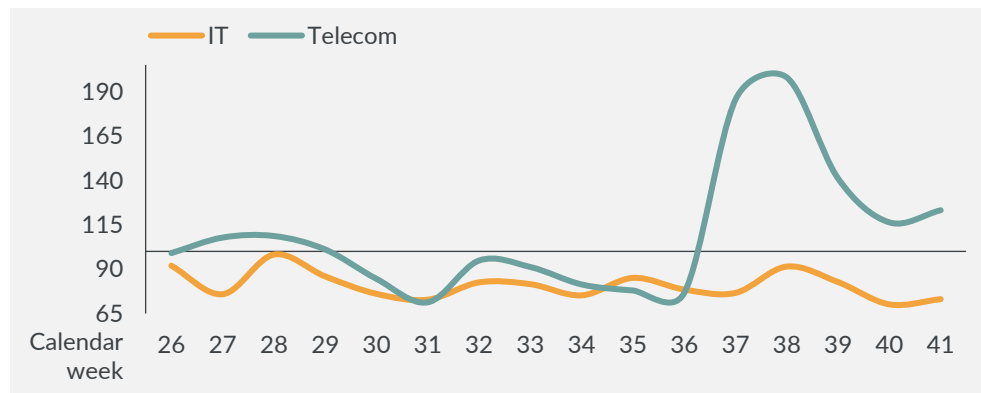
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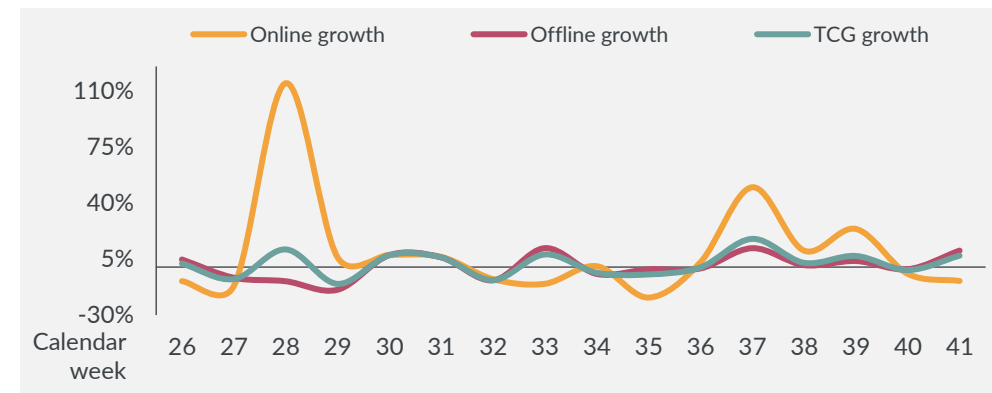
Brazil

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 41 (Oct 10 - Oct 16)

- Traditional retail experienced an uplift of 10%, resulting in growth of 7% for the total TCG market. Online sales declined by 9% but due to its low share did not impact total TCG.
- Headsets and smartphones posted increases of +15% and +7% respectively. Mobile computing was up 12%. Media tablets declined by 27%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +60% for dental care to -12% for hot beverage makers.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 41 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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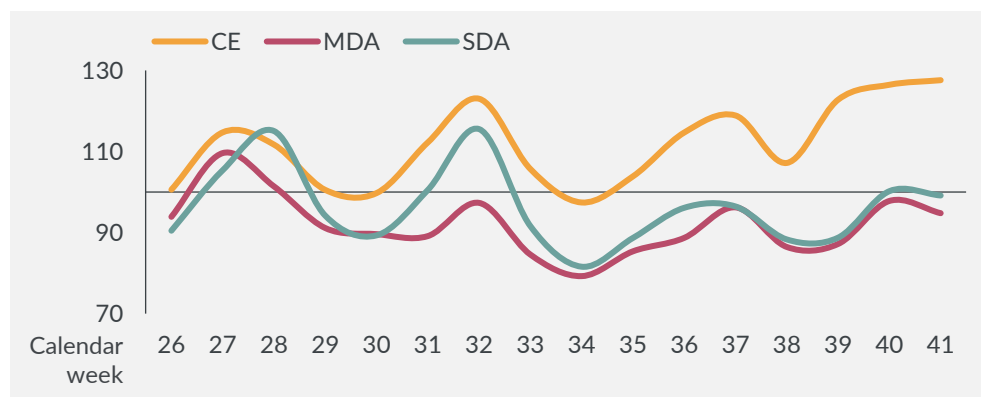
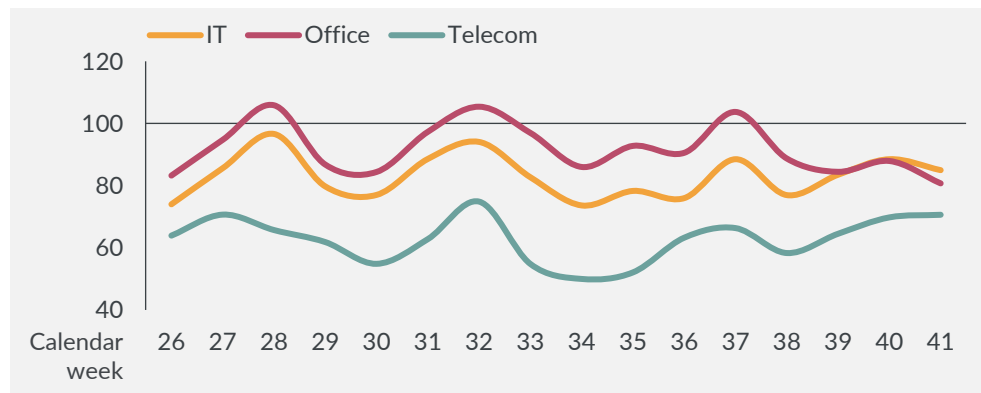
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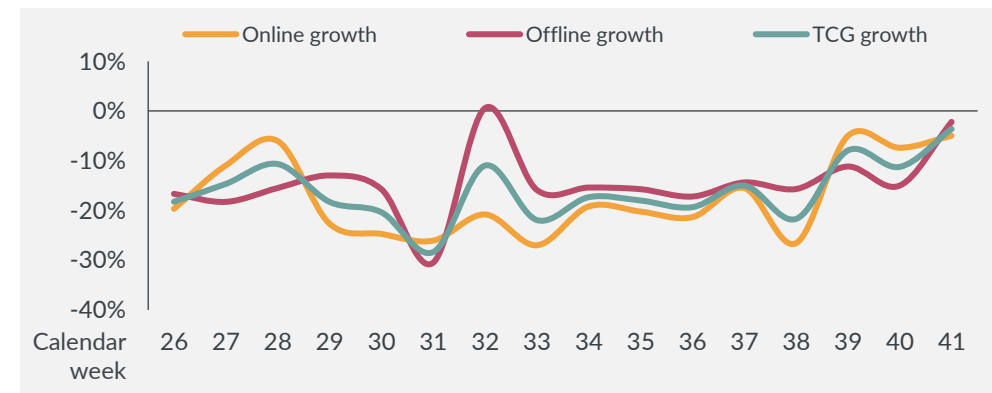
> Brazil

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 41 (Oct 10 - Oct 16)

- Both distribution types recovered. Traditional retail posted a slight decrease of 2% and online sales posted -5%, leading to a downward trend of -4% for total TCG.
- Smartphones delivered a rate of -23%. IT/Office products delivered a mixed picture ranging from -25% for laser printers to +18% for desk computing.
- Results for MDA/SDA/CE products were positive overall, ranging from weak +1% for cooling to +53% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 41 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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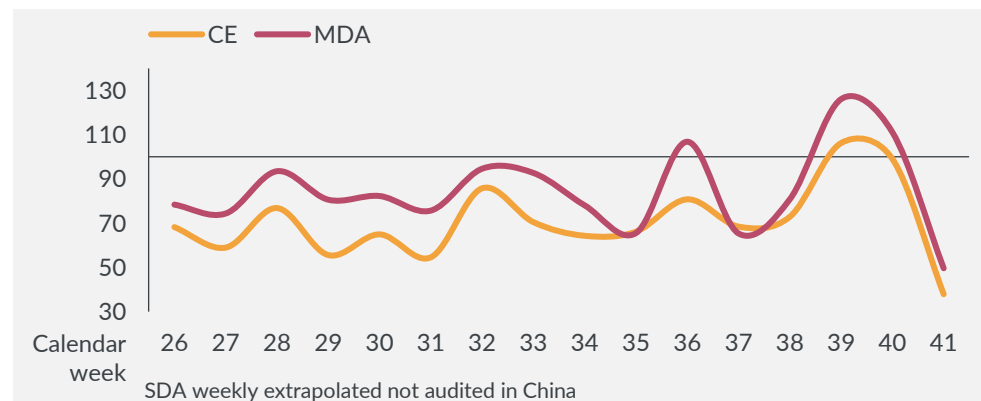
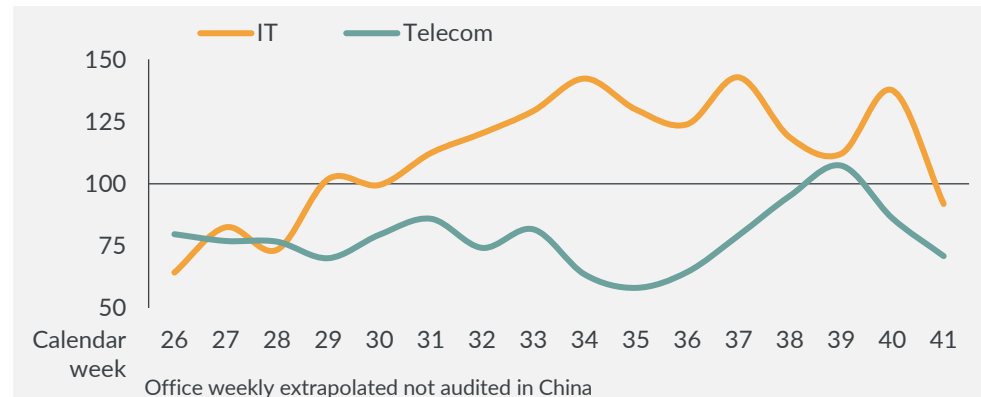
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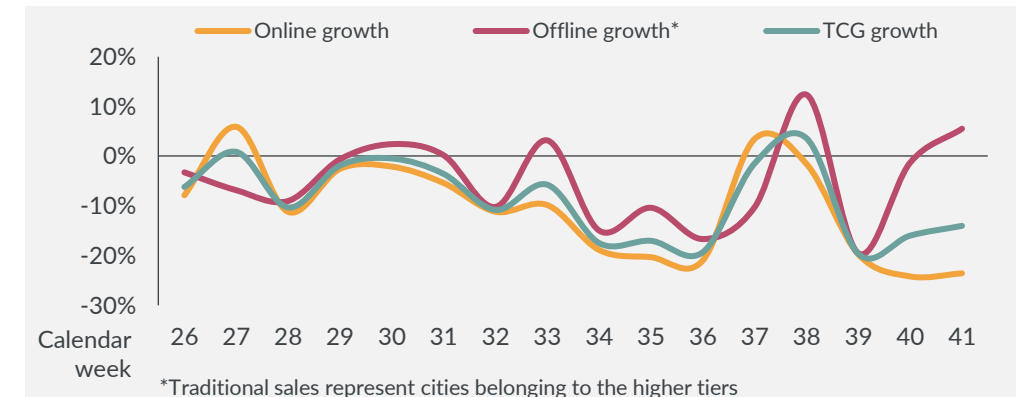
Brazil

> 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 41 (Oct 10 - Oct 16)

- While online sales posted a sharp drop of -24%, traditional sales were slightly up at +5%. Total TCG experienced a downswing of 14%.
- Mobile PCs and smartphones delivered minuses of 13% and 16% respectively.
- Week 41 saw a double-digit drop for TV sales (-16%). While washing machines declined by 10%, cooling accelerated by 5%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 41 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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