



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 132

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gfknewron



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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: Smart products offering energy optimization witness accelerated growth



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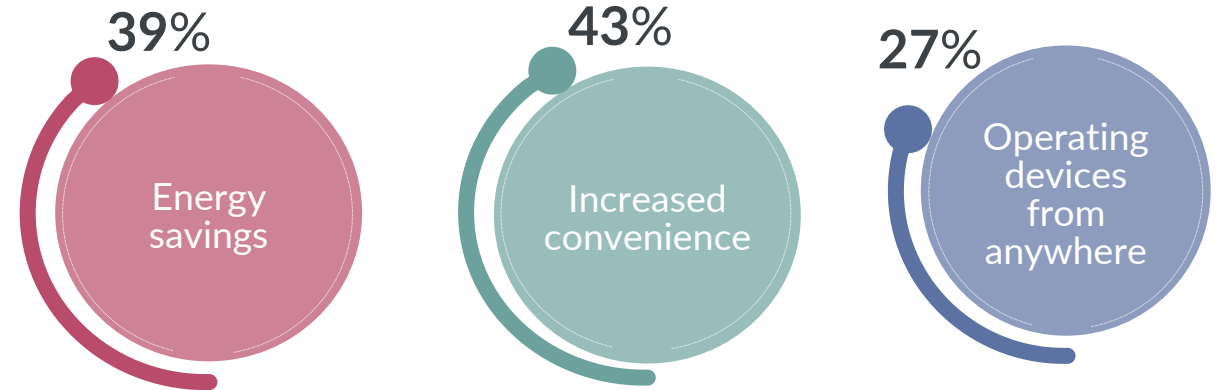
Russia

Japan

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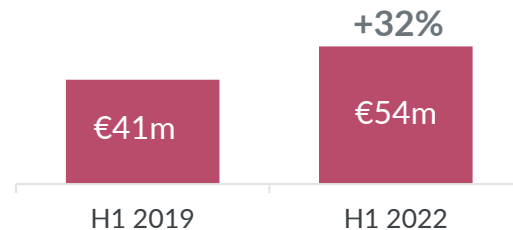
Most important smart home use cases for consumers



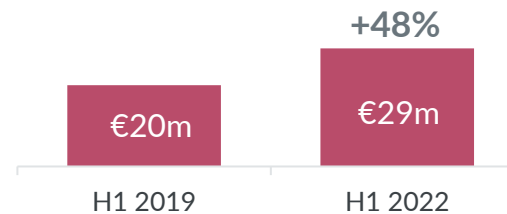
Energy optimization



Smart LED Lamps



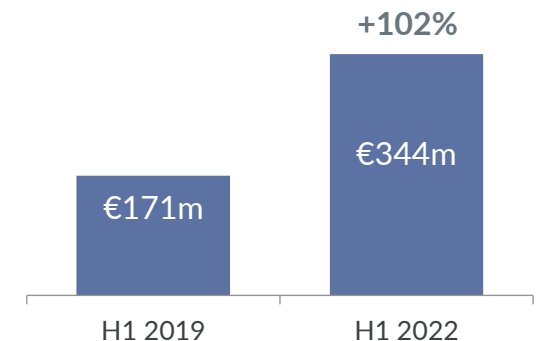
Smart Thermostats



Smart Home monitoring

door communication, alert & movement detectors, intruder security, visual cams

Growth % +/-
vs YTD 2019



Source: GfK Smart Home Report NL 2021; GfK Market Intelligence: Sales Tracking, European countries (DE, IT, GB, ES, NL, FR, DE, SE, DK, TK, FL, PL, BE, NO), Jan-Jun 2022 vs Jan-Jun 2019

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



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Fact of the week

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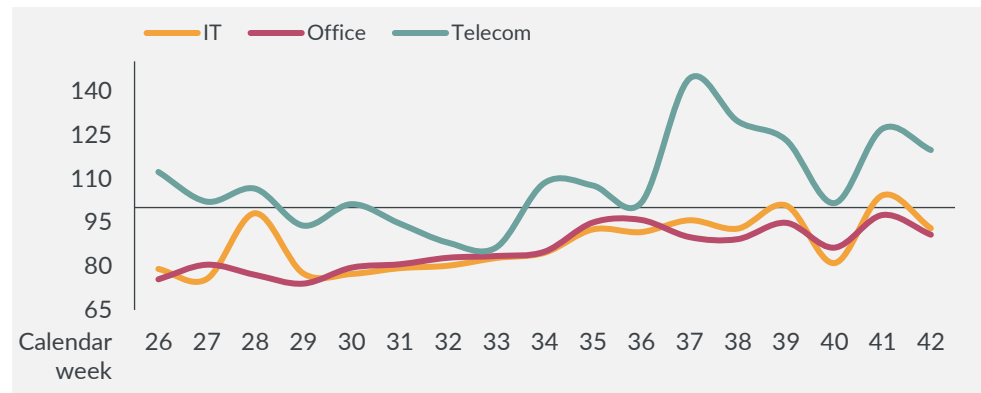
Japan

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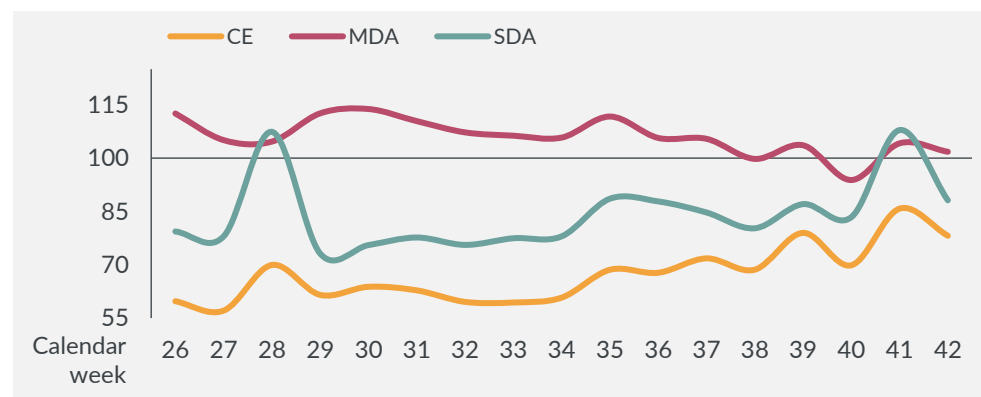
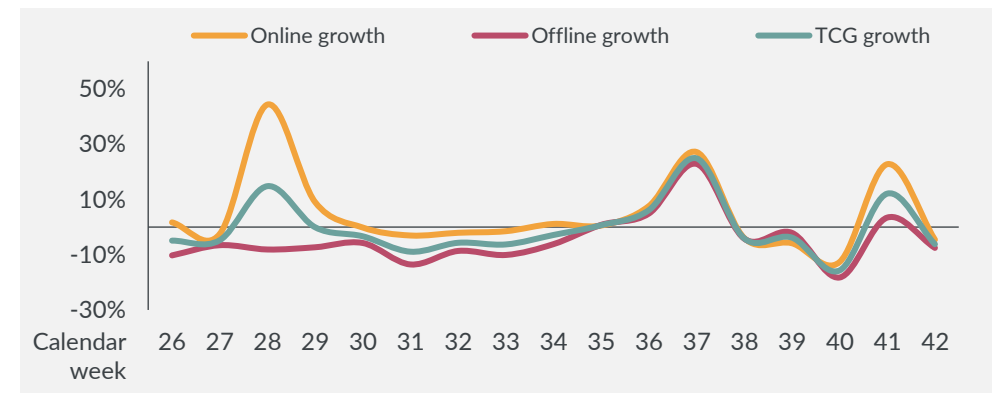
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 42 (Oct 17 - Oct 23)

- Online sales experienced a minus of 5% vs week 42 in 2021. Traditional retail at -8% failed to compensate for the losses, leaving total TCG at a minus of 6%.
- Rates for IT/Office products ranged from +6% for media tablets to -18% for desk computers. Smartphones were up by 11%.
- There were negative trends for MDA/SDA/CE products throughout, with double-digit losses for CE (PTV/Flat -32%), hot beverage makers, and vacuum cleaners.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 42 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

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Spain

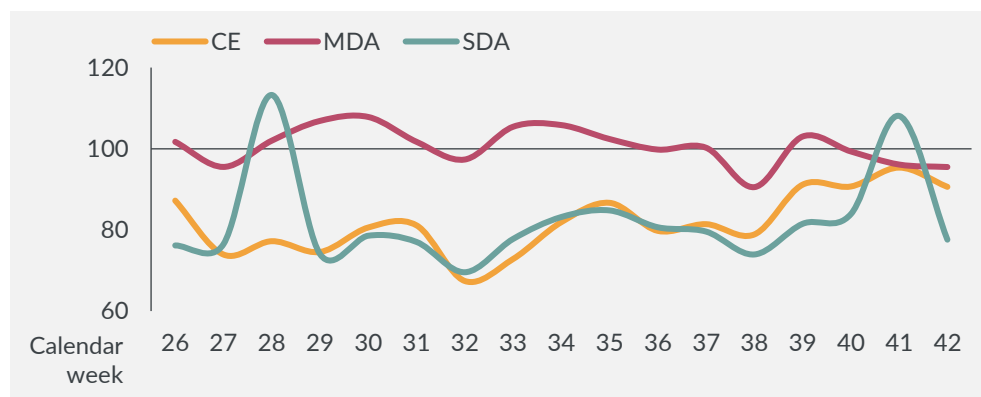
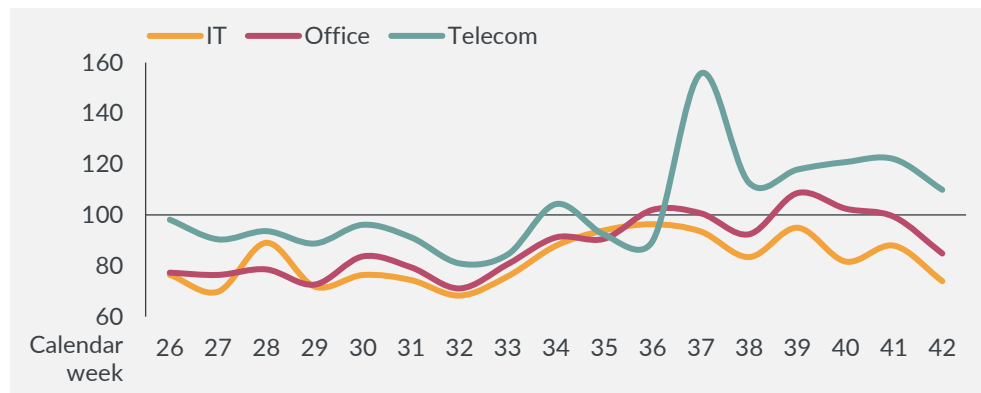
Russia

Japan

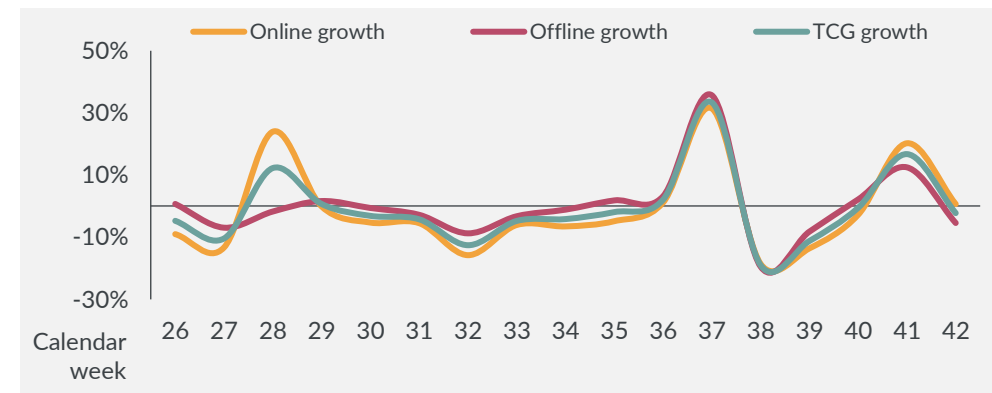
Brazil

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 42 (Oct 17 - Oct 23)

- Online sales delivered a weak +1% and traditional retail fell -5%, resulting in a downswing for the total TCG market of -2%.
- All IT/Office products posted double-digit negative trends, with desk computing out in front at -30%. Smartphones and headsets accelerated by +5%.
- MDA/SDA/CE products posted single-digit negative trends except for audio home systems at -23%. Washing machines and PTV at -4% were hit the least.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 42 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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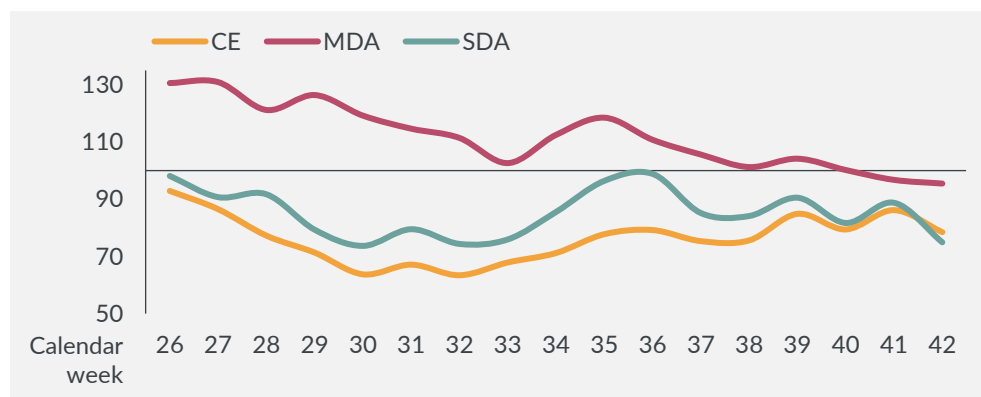
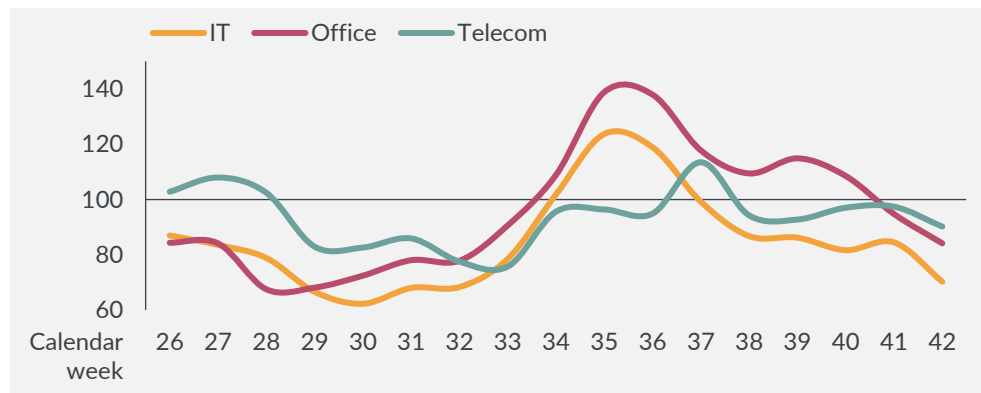
Russia

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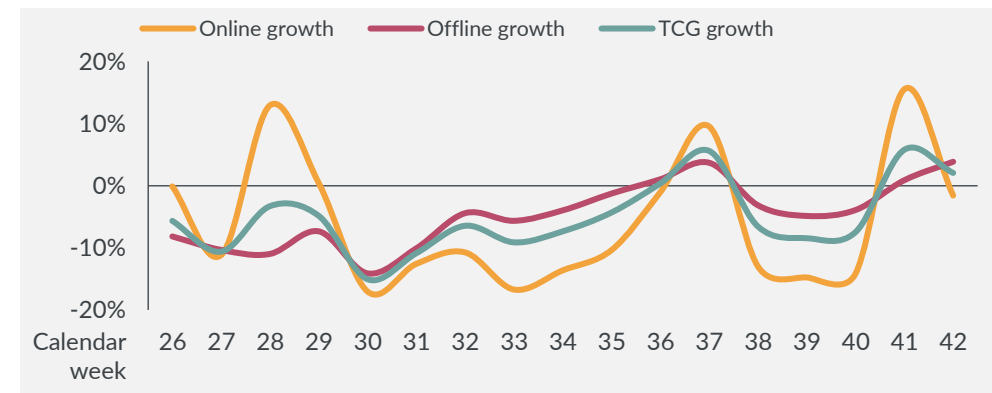
Brazil

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 42 (Oct 17 - Oct 23)

- Online sales delivered -2% (+15% the previous week) and traditional retail was up +4% (+1% the previous week), resulting in an uptick of +2% for the total TCG market.
- While printers declined by 4%, IT products saw a mixed picture, from +8% for mice to -31% for desk computing. Smartphones increased by 9%.
- Air treatment saw an increase of 12% while food preparation (-9%), hot beverage makers (-6%) and audio home systems (-8%) slumped.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 42 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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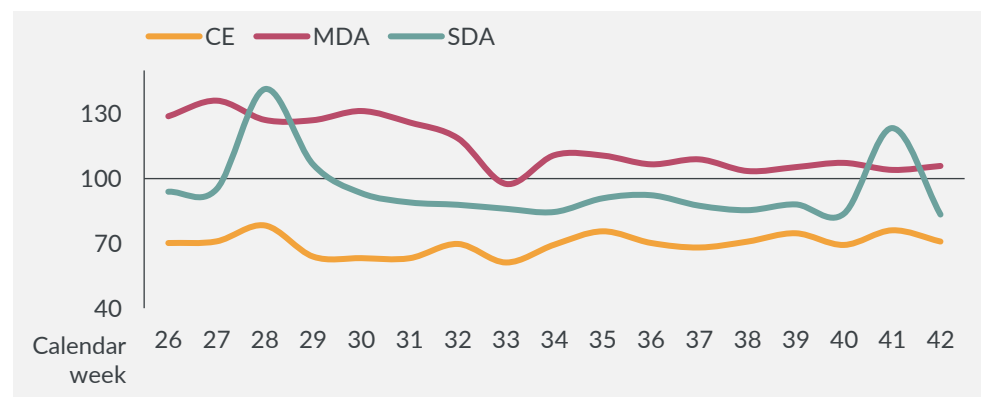
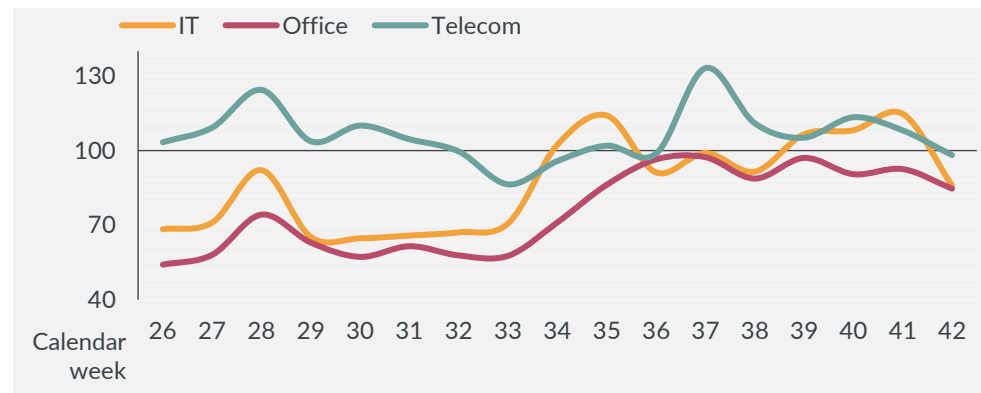
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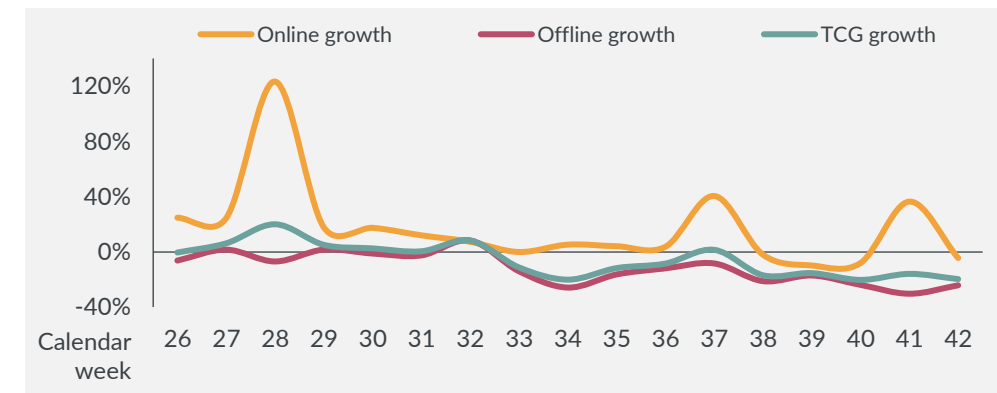
Brazil

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 42 (Oct 17 - Oct 23)

- While traditional retail posted less negative results (-24%), online sales fell by -4% (compared to +36% in week 41), leading to a deceleration of 20% for the total TCG market.
- IT/Office products ranged from -18% for inkjet printers to +25% for media tablets. Smartphones accelerated at +16%.
- The rate for TVs (-63%) was influenced by last year's government subsidy due to switch-offs. Strong losses were also recorded for air treatment (-26%). Cooling was up 17%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 42 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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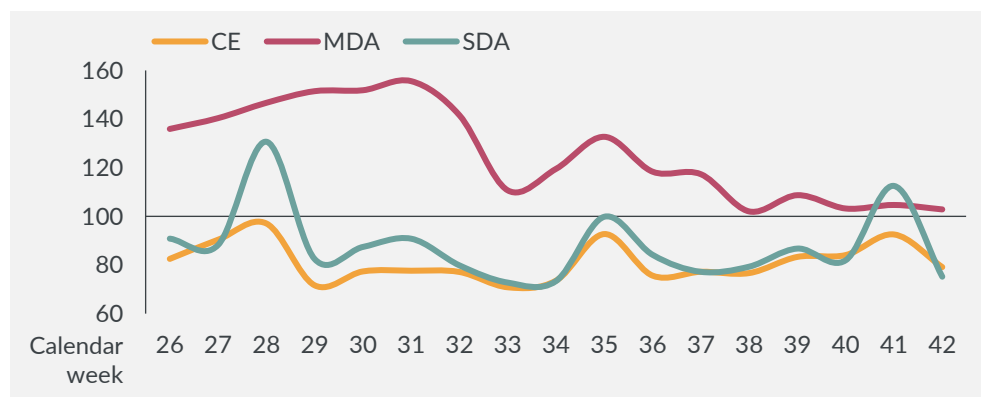
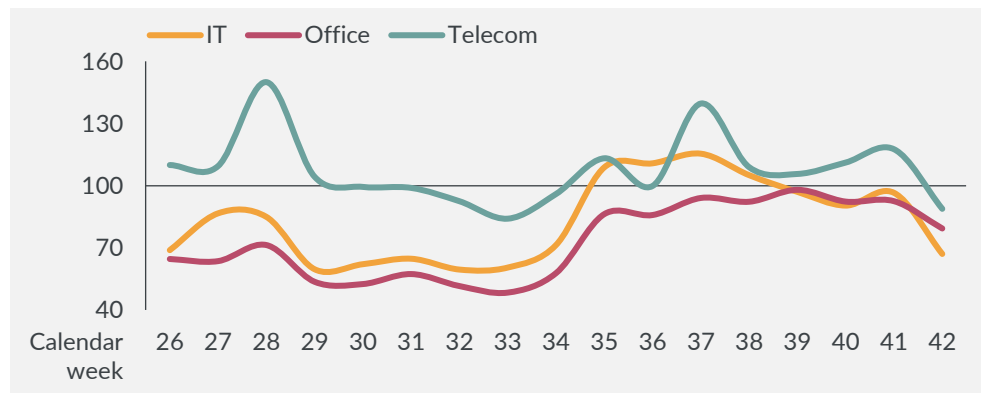
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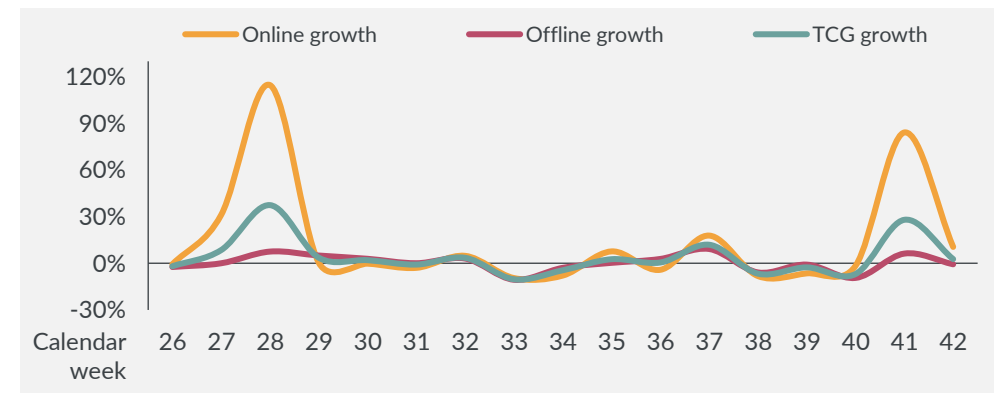
Brazil

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 42 (Oct 17 - Oct 23)

- Traditional retail dropped by 1% but online sales accelerated at +11%, which led to an upswing of the total TCG market of 3%.
- Media tablets were the best performing product group among IT/Office products at +16%. Desk computing slumped at -41%. Laser printers were flat. Smartphones were up 6%.
- Except for shavers at -13%, a positive performance in MDA/SDA/CE products saw rates between +2% for audio home systems and +26% for vacuum cleaners. TV sales experienced +6%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 42 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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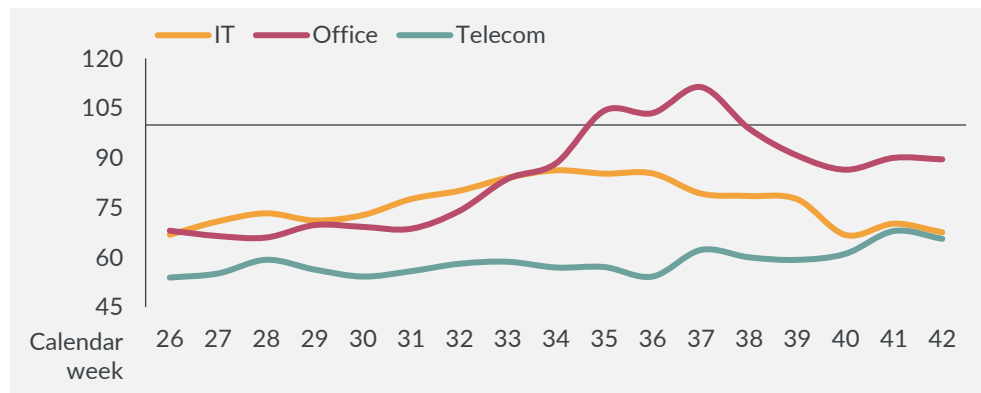
> Russia

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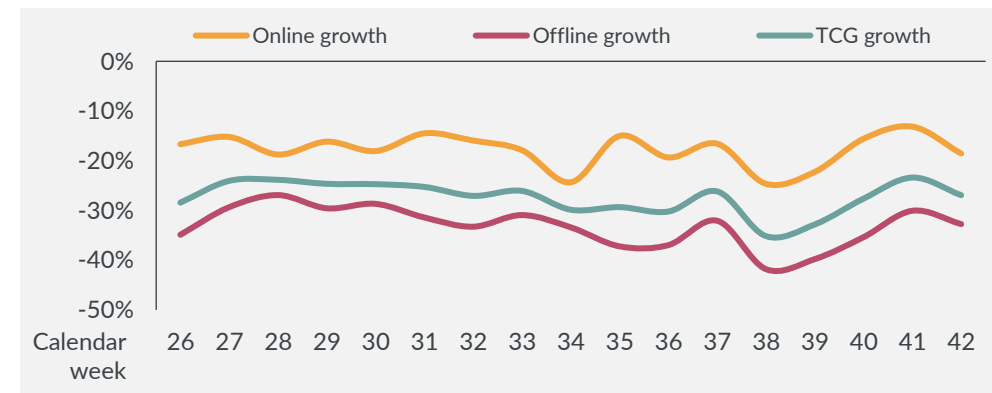
Brazil

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 42 (Oct 17 - Oct 23)

- The total TCG market continued its negative trend at -27%. This was driven by traditional retail down at -33%. Online sales posted -19%.
- At -53% each, mobile computing and media tablets were the most impacted product groups. Monitors accelerated at +7%.
- Audio home systems posted a high growth rate of +76% while TVs and soundbars were down 18% and 47% respectively. MDAs and SDAs posted negative trends apart from food preparation which was flat. Air treatment decelerated at -24%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 42 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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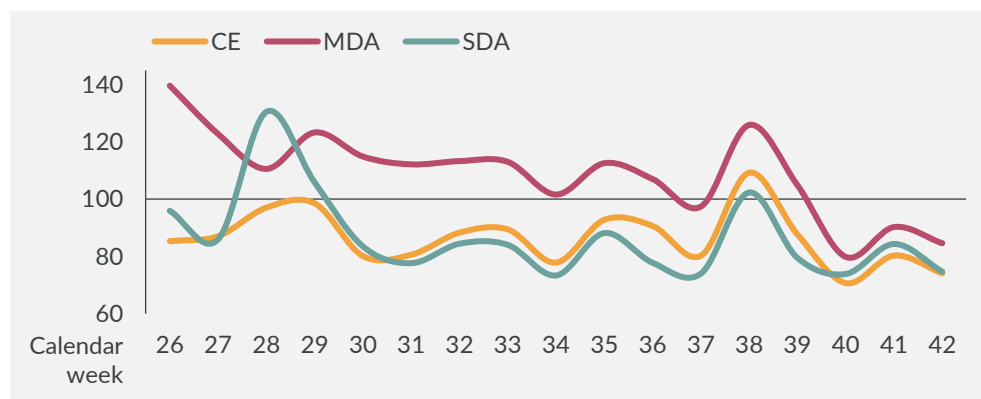
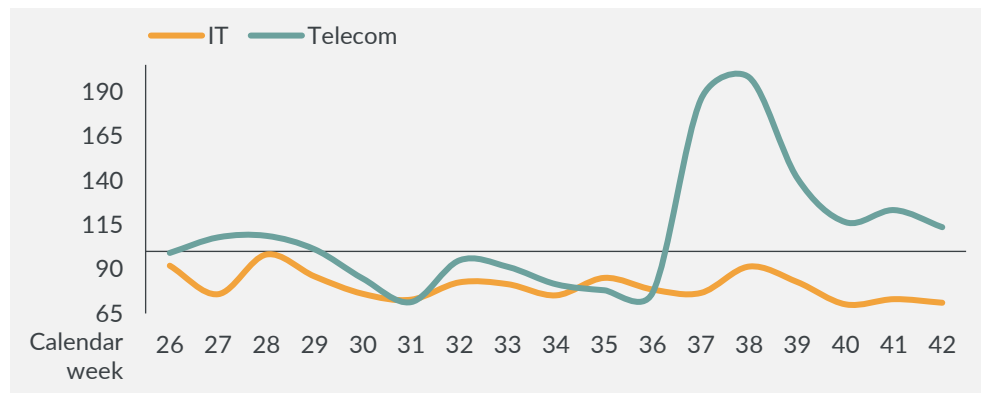
Russia

> Japan

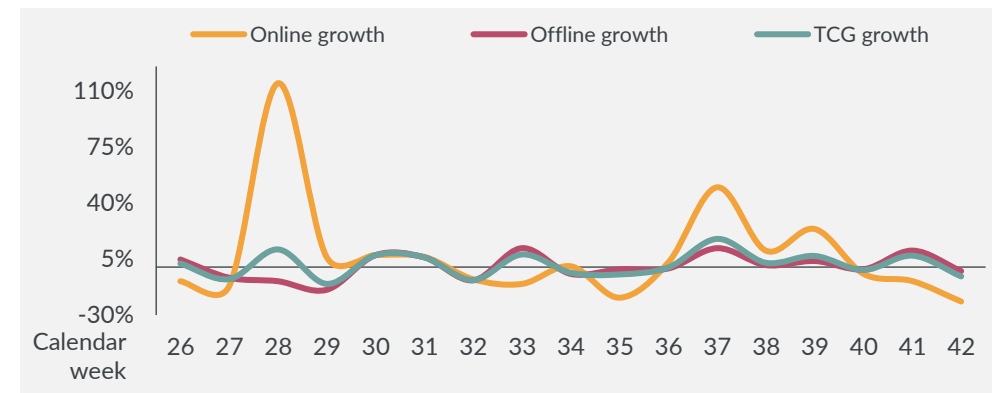
Brazil

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 42 (Oct 17 - Oct 23)

- Both distribution types fell. Traditional retail posted -3% and online sales were down 22%, leading to a decrease for total TCG of 6%.
- Smartphones posted an increase of +11% while headsets were flat. Mobile computing was down 3%. Media tablets declined by 31%.
- MDA/SDA/CE products delivered a mixed picture, ranging from -52% for air treatment to +29% for dental care. TV sales experienced a decline of 9%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 42 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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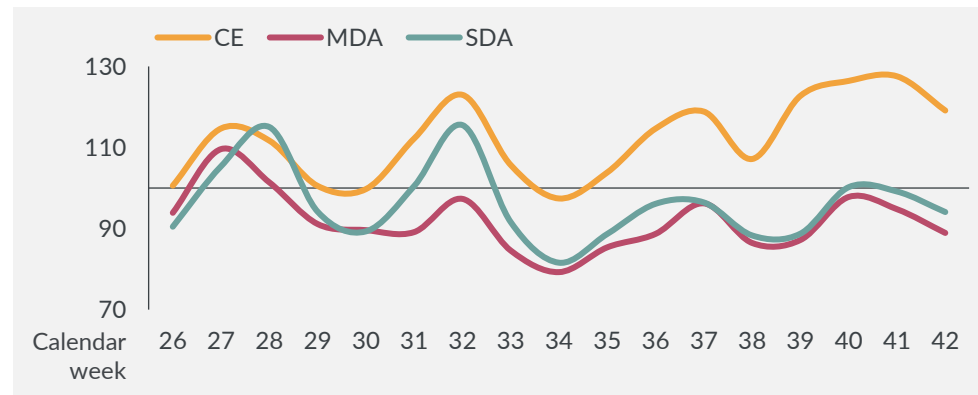
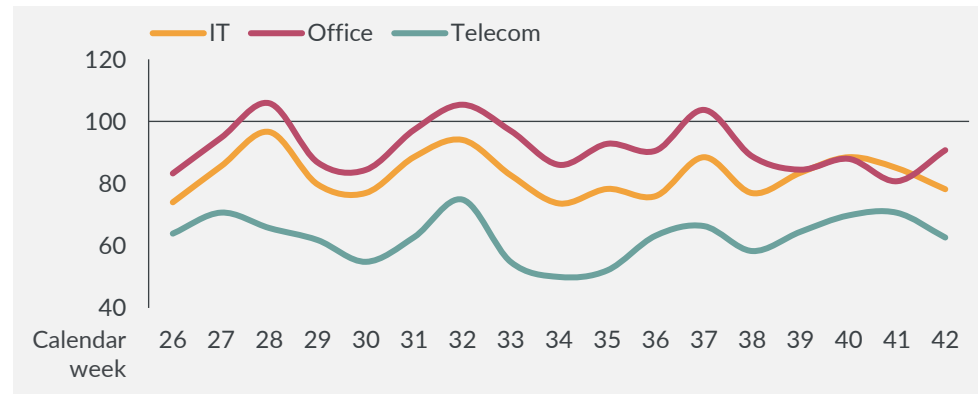
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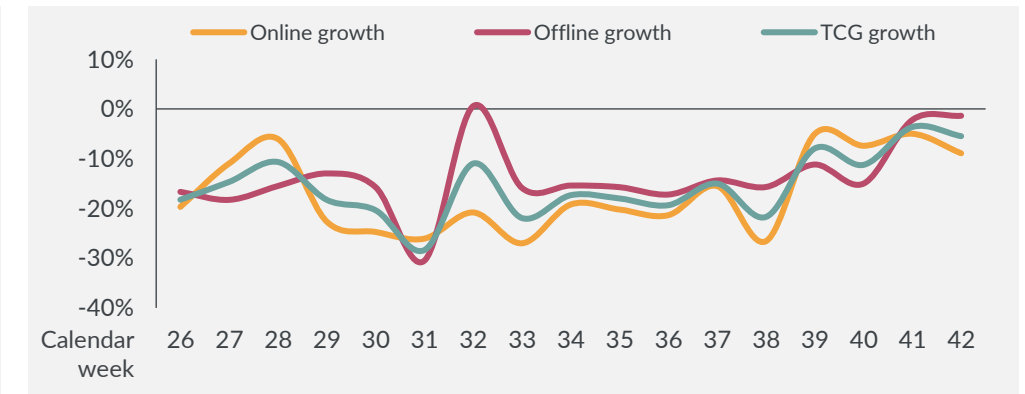
> Brazil

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 42 (Oct 17 - Oct 23)

- Both distribution types fell. Traditional retail posted -1% and online sales were down 9%, leading to a decrease for total TCG of 5%.
- Smartphones delivered a rate of -26%. IT/Office products posted a mixed picture ranging from -16% for laser printers to +17% for desk computing.
- Results for MDA/SDA/CE products were positive overall, ranging from a weak +1% for cooling to +48% for TV sales.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 42 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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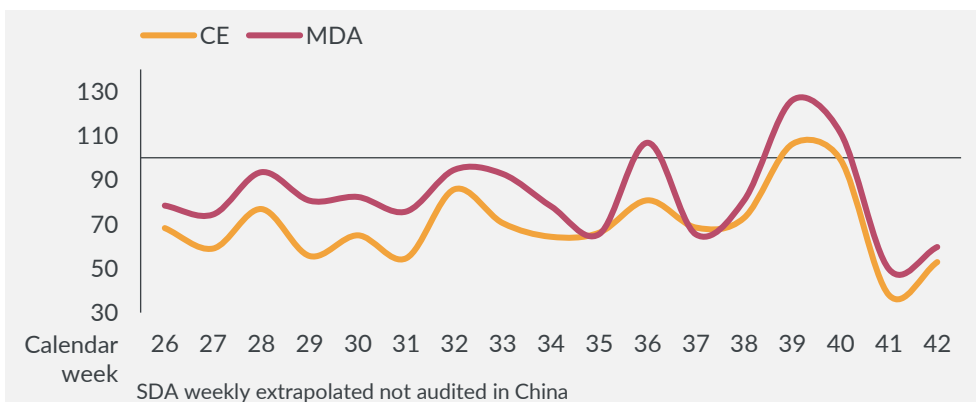
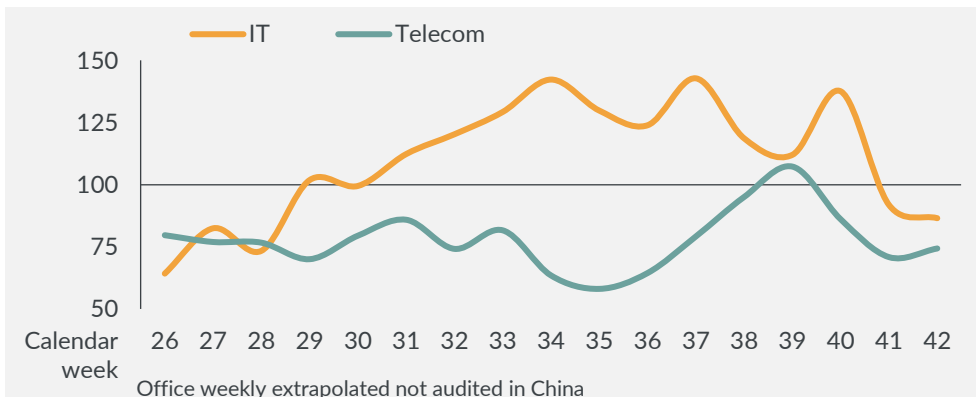
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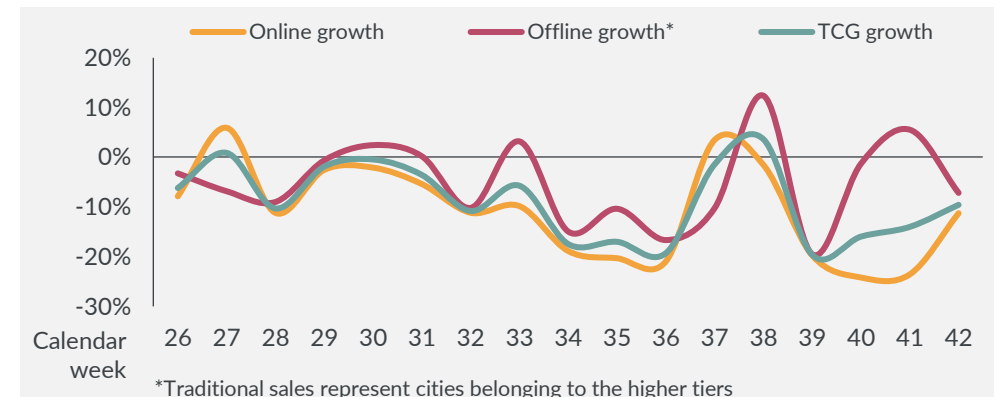
Brazil



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 42 (Oct 17 - Oct 23)

- While online sales posted a drop of -11%, traditional sales were less negative at -7%. Total TCG experienced a downswing of 10%.
- Mobile PCs and smartphones delivered minuses of 3% and 5% respectively.
- Week 41 saw double-digit drops for TV sales (-23%), washing machines (-33%), and cooling (-18%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 42 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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