



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 135

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: Total online sales share clearly elevated by the 2nd Prime Day in 2022



About gfknewron

> Fact of the week

Germany

Great Britain

France

Italy

Spain

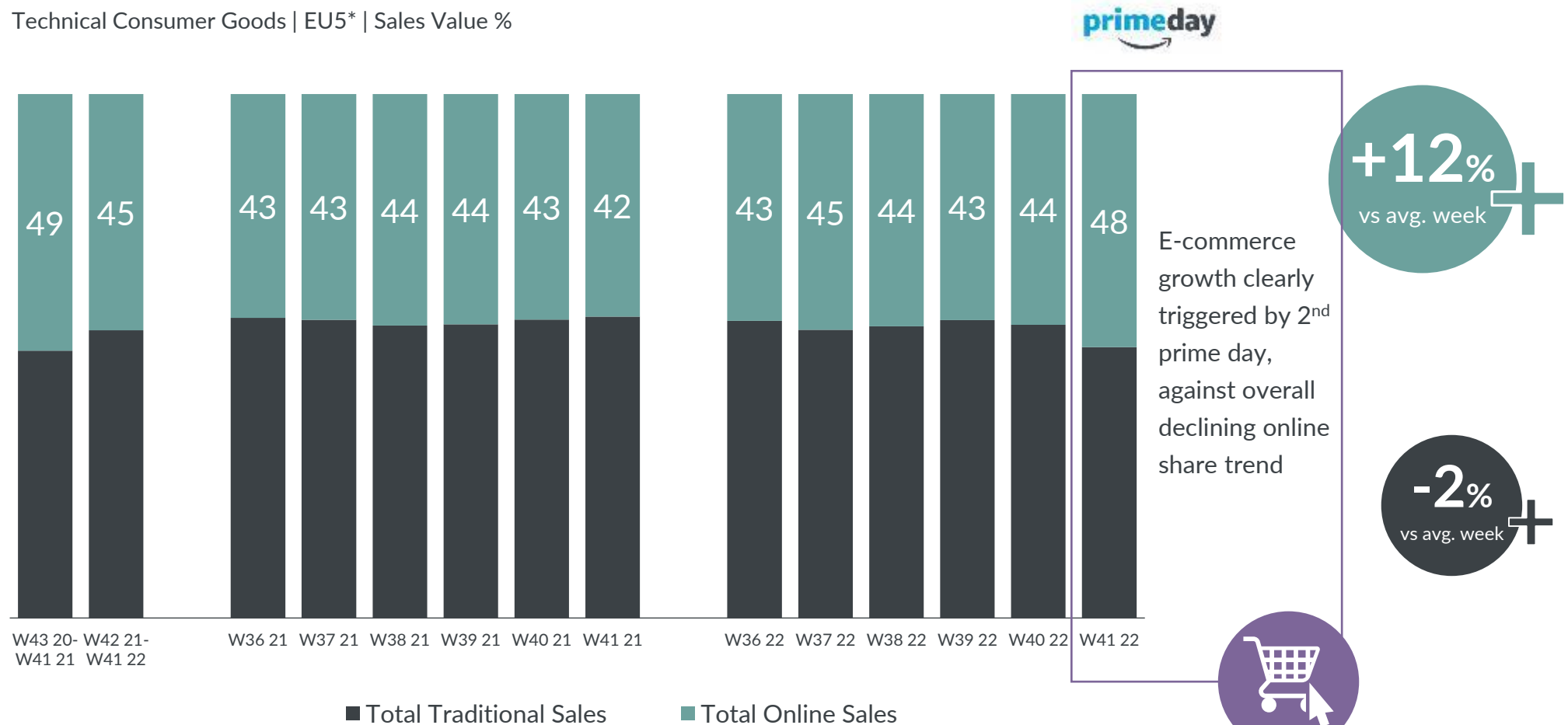
Russia

Japan

Brazil

China

Technical Consumer Goods | EU5* | Sales Value %



Source: GfK Market Intelligence: Sales Tracking, TCG, *EU5: Germany, France, Italy, Spain, Great Britain

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



About gfknewron

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

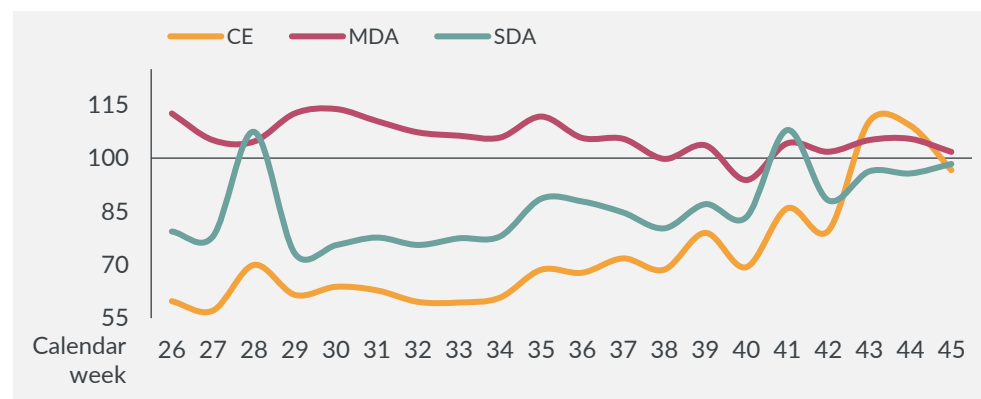
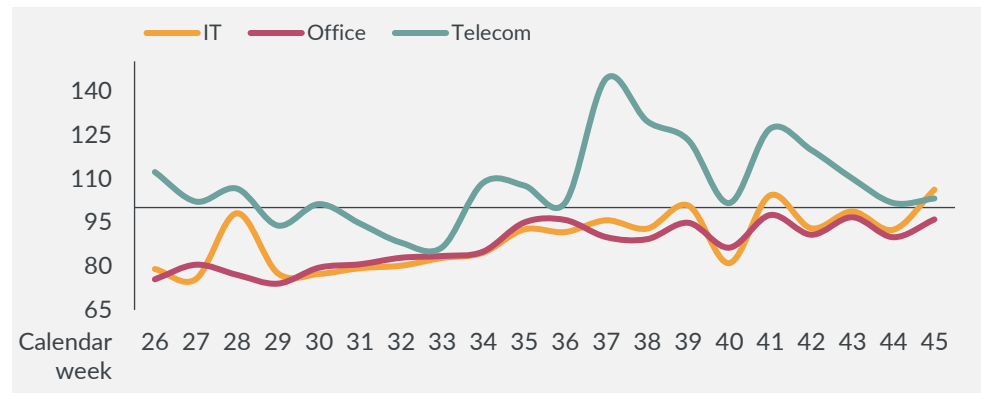
Japan

Brazil

China

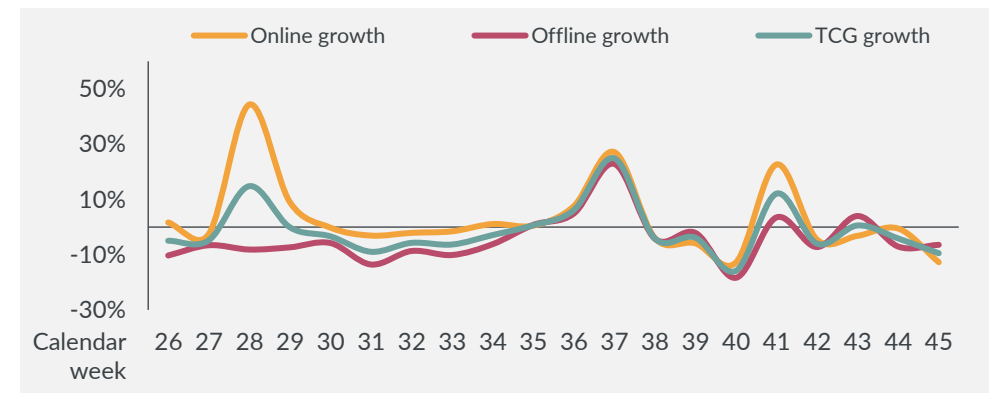
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 45 (Nov 07 - Nov 13)

- Online sales experienced a minus of 13% vs week 45 in 2021. Traditional retail at -6% failed to compensate for the losses, leaving total TCG at a minus of 9%.
- Rates for IT/Office products ranged from +24% for media tablets to -28% for desktop computers. Smartphones were down by 6%.
- The trends for MDA/SDA/CE products ranged between +2% for cooling – the only positive product group – to -34% for food preparation. TV sales recorded -24%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 45 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

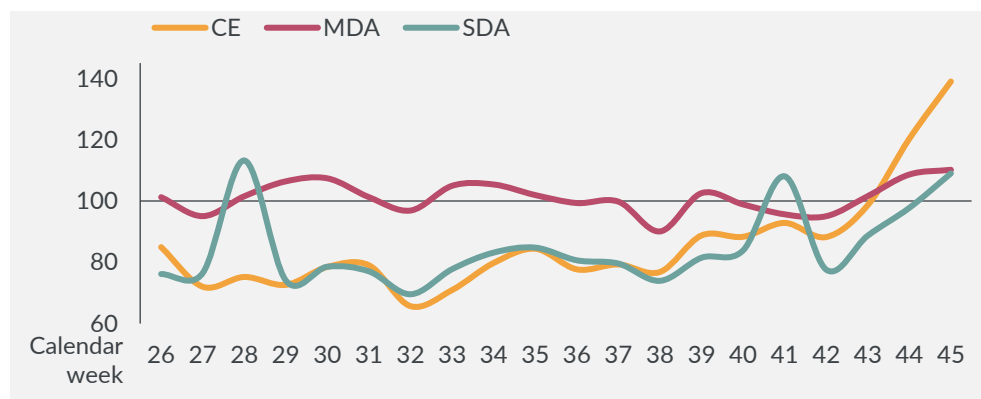
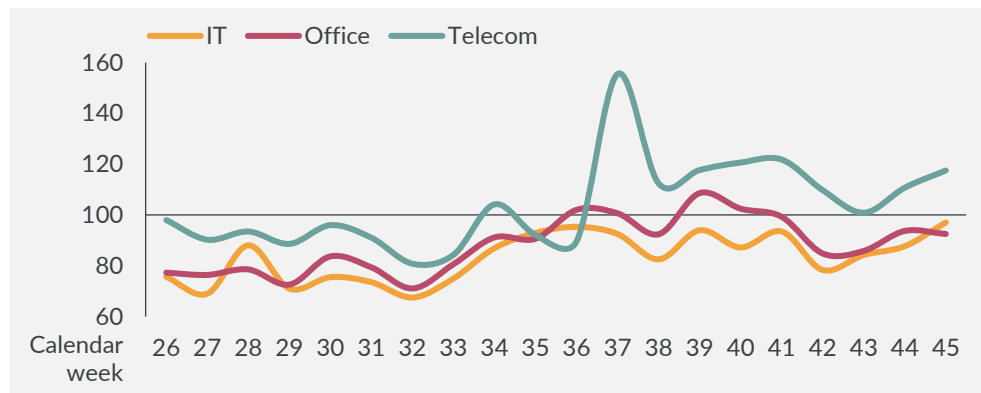
Russia

Japan

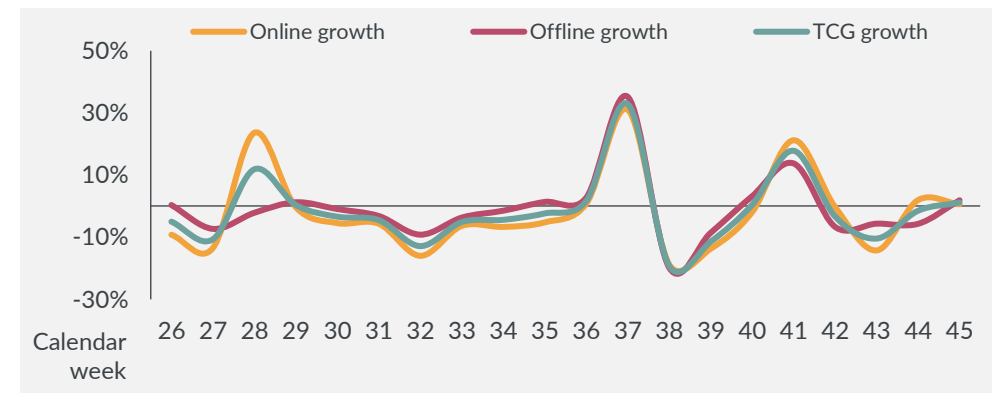
Brazil

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 45 (Nov 07 - Nov 13)

- Online sales delivered +1% and traditional retail grew by 2%, resulting in an uptick of 1% for the total TCG market.
- Many IT/Office products posted double-digit negative trends, with monitors in the lead at -31%. Smartphones accelerated at +8%. Headsets were flat.
- MDA/SDA/CE products delivered a mixed picture with rates from -16% for food preparation to +18% for vacuum cleaners. TV sales were stable.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 45 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

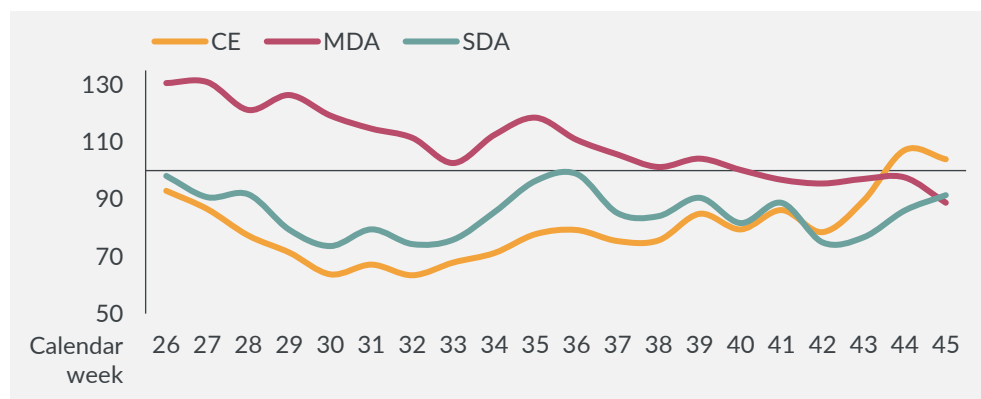
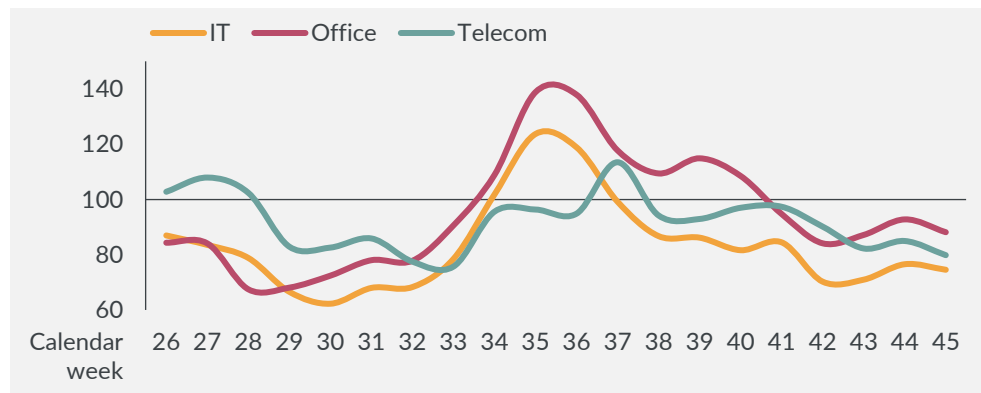
Russia

Japan

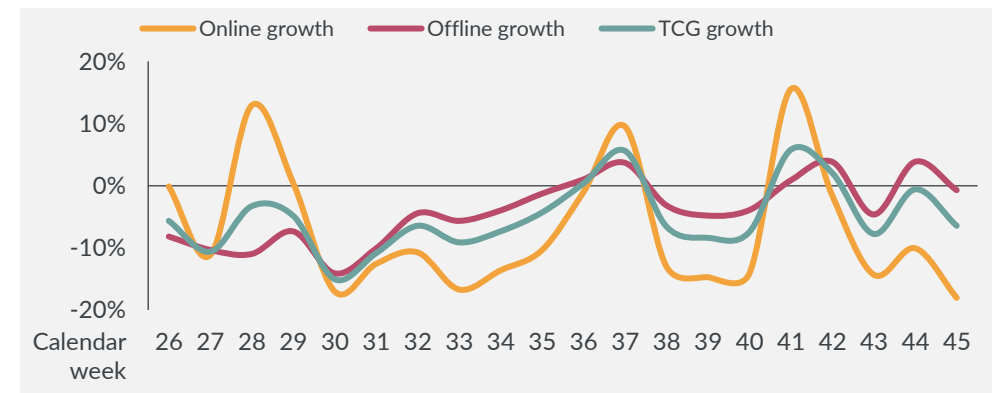
Brazil

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 45 (Nov 07 - Nov 13)

- Traditional retail dropped by 1% (+4% the previous week). Online sales delivered -18% (-10% the previous week). This led the total TCG market to a downswing of 6%.
- IT/Office products were negative throughout, ranging from -8% for monitors to -34% for desktop computers. Inkjet printers were flat at +0.2%. Smartphones slumped at -22%.
- The mixed picture for MDA/SDA/CE products saw TV sales in the lead at +21%. Audio home systems were down 26%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 45 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

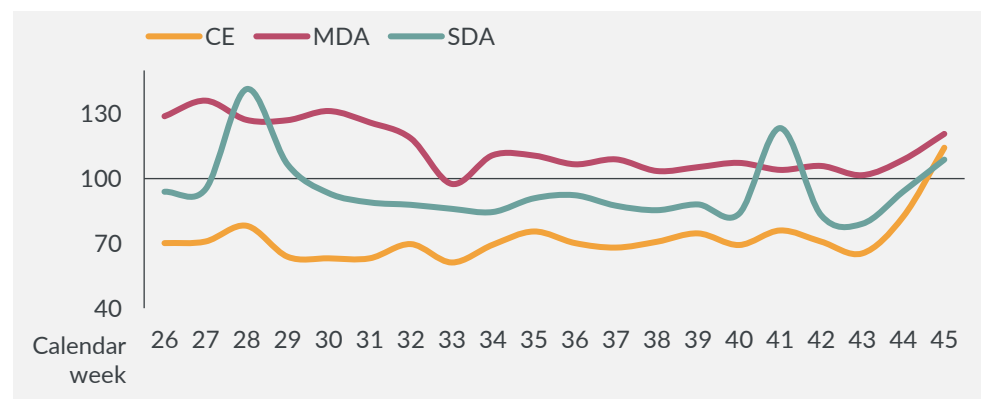
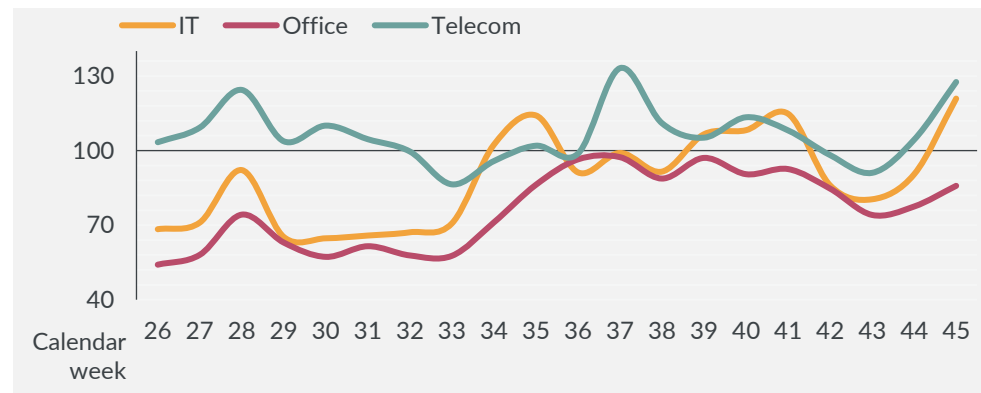
Russia

Japan

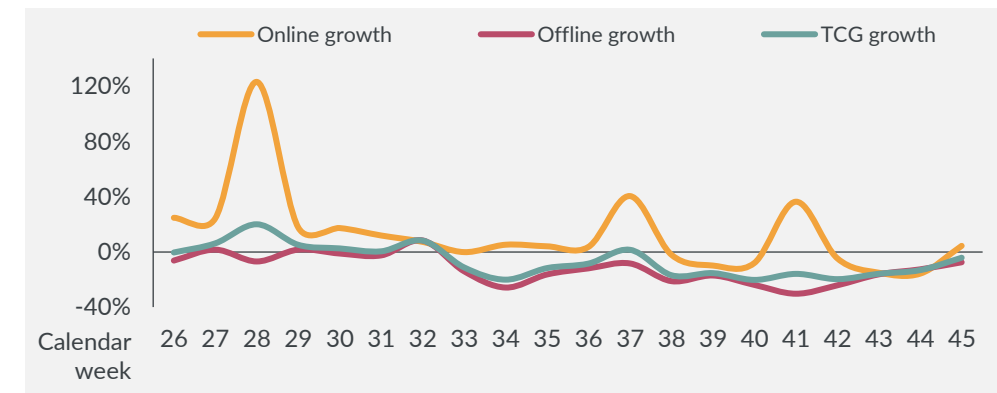
Brazil

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 45 (Nov 07 - Nov 13)

- Online sales experienced a plus of 4% vs week 45 in 2021, but this failed to compensate for the losses of traditional retail (-7%) and left the total TCG at a minus of 4%.
- IT/Office products ranged from -20% for inkjet printers to +51% for media tablets. Smartphones accelerated at +8%.
- CE products lost in double-digits with soundbars out in front at -30%. MDA/SDA posted an overall negative picture, ranging from -27% for dental care to +8% for cooling.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 45 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

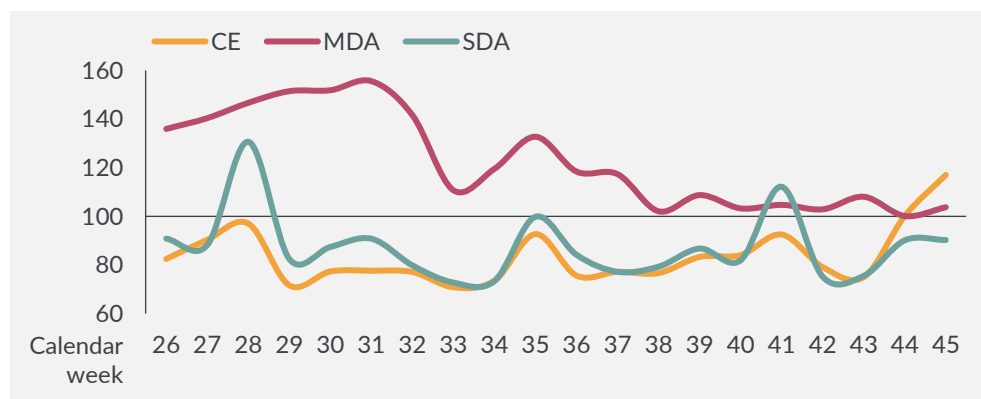
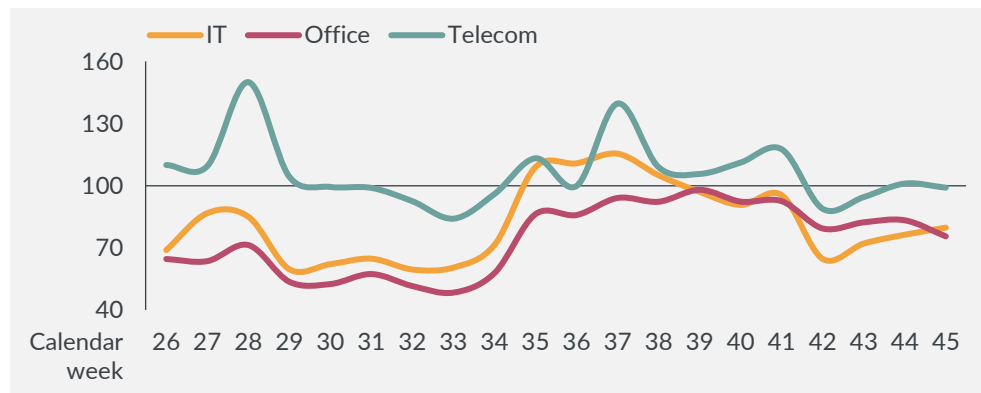
Russia

Japan

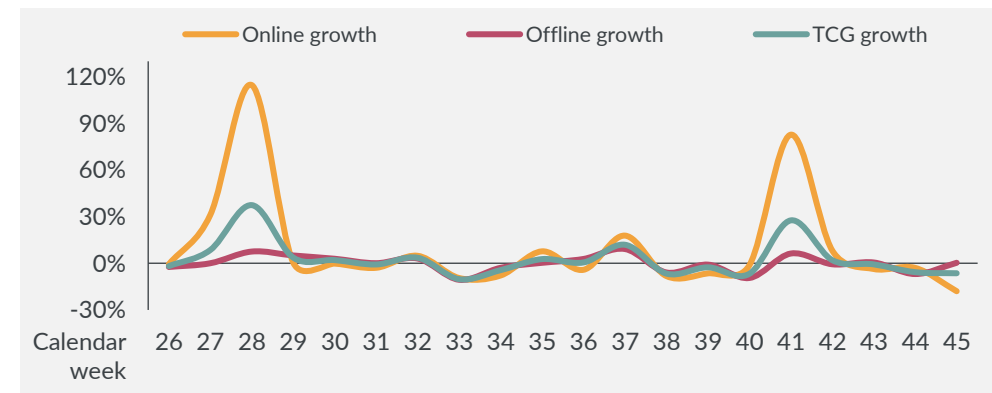
Brazil

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 45 (Nov 07 - Nov 13)

- Traditional retail was flat and online sales decelerated at -18%, which led to a downswing of the total TCG market of 6%.
- Laser printers were the best performing product group among IT/Office products at +39%. Desk computing slumped at -35%. Smartphones were down by 3%.
- A mixed performance in MDA and SDA saw rates between -22% for shavers and +5% for hot beverage makers. TV sales lagged at -7%. Soundbars accelerated at +40%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 45 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

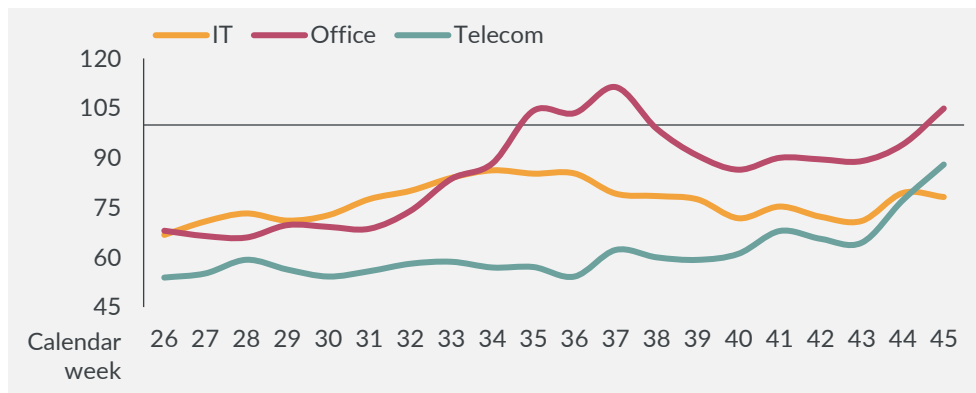
> Russia

Japan

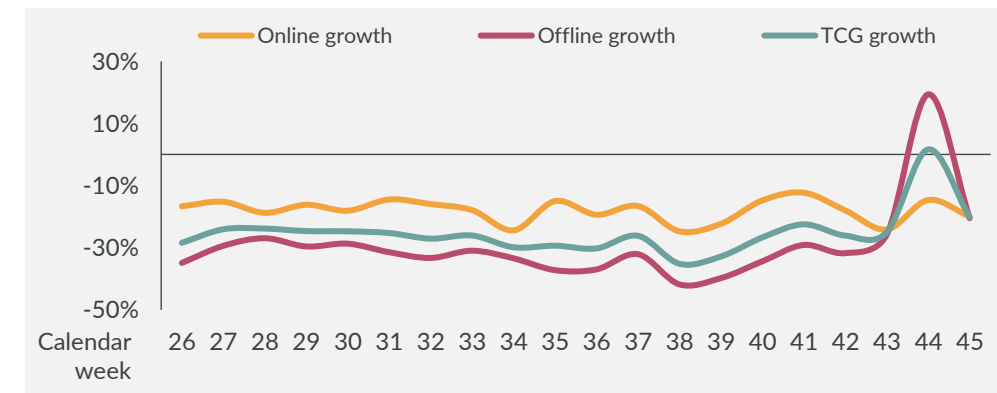
Brazil

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 45 (Nov 07 - Nov 13)

- With identical rates of -20% for online sales and traditional retail, the total TCG market also lost 20%.
- There were many double-digit negative trends for IT/Office products with mobile computing out in front at -58%. Monitors at +18% were the ray of light in week 45.
- Audio home systems posted a high growth rate of +225%, boosted by smart audio. Further positive product groups were food preparation (+15%), cooling, and washing machines (+6% each).

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 45 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

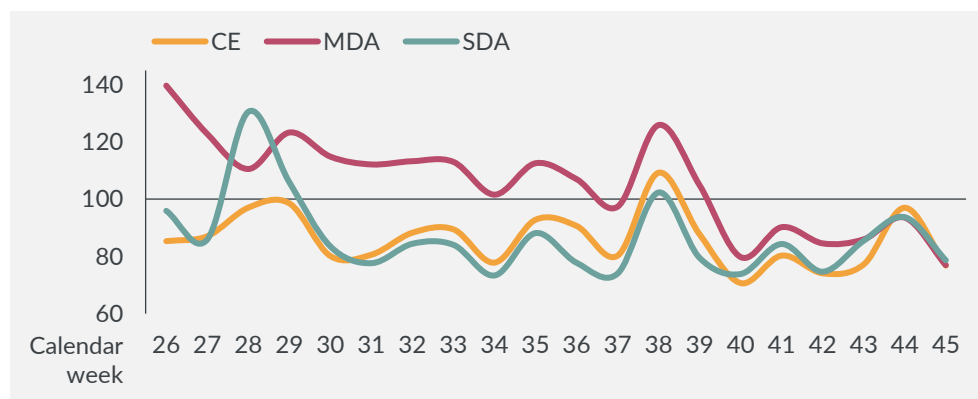
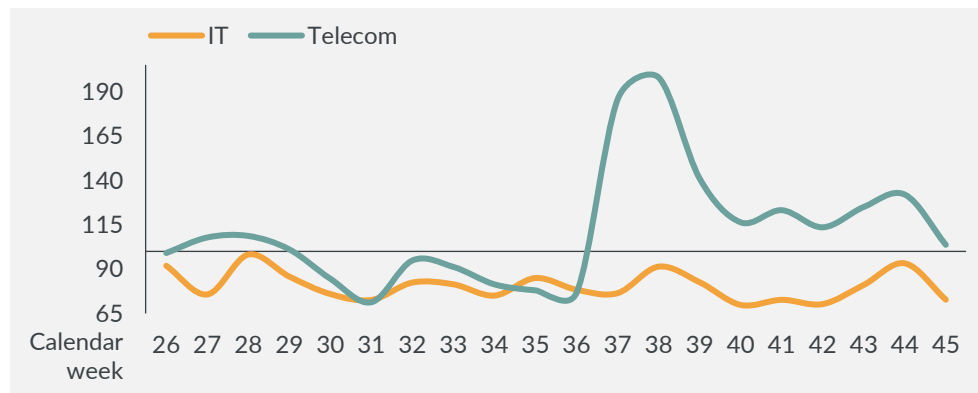
Russia

> Japan

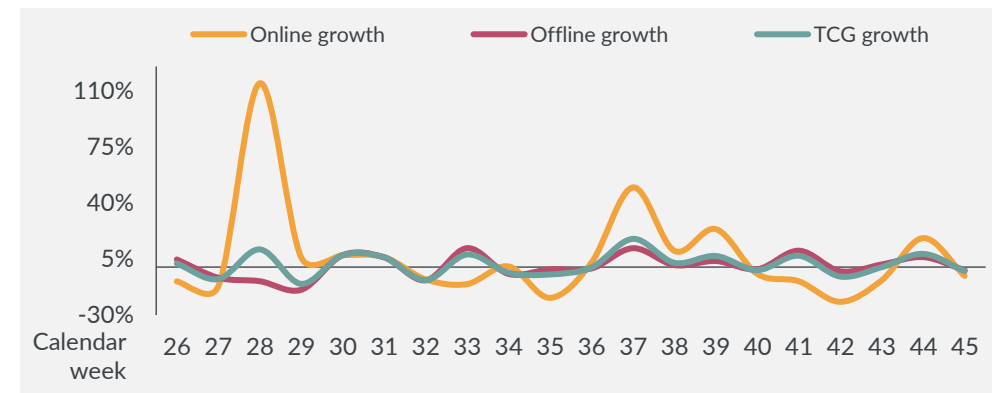
Brazil

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 45 (Nov 07 - Nov 13)

- Both distribution types experienced negative trends. Traditional retail posted -2% and online sales were down 5%, leading to a decrease for total TCG of 3%.
- While headsets lost by 3%, smartphones posted an increase of +15%. Mobile computing decelerated by 3% and media tablets were weak at -12%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +14% for soundbars to -29% for audio home systems.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 45 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

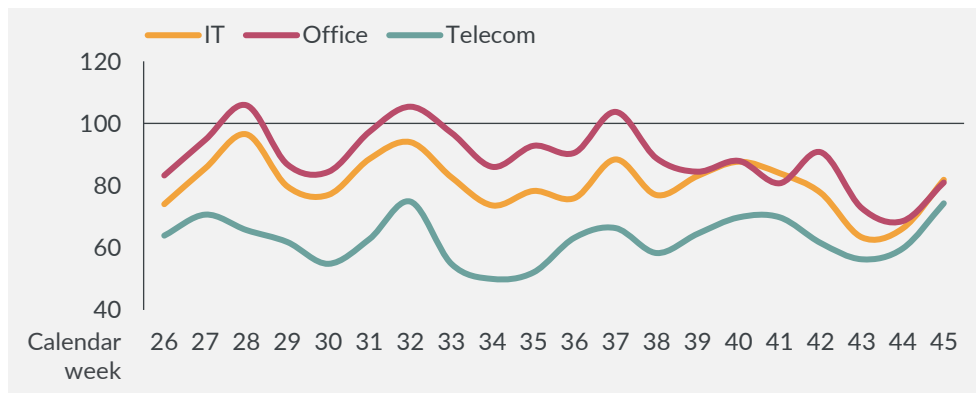
Russia

Japan

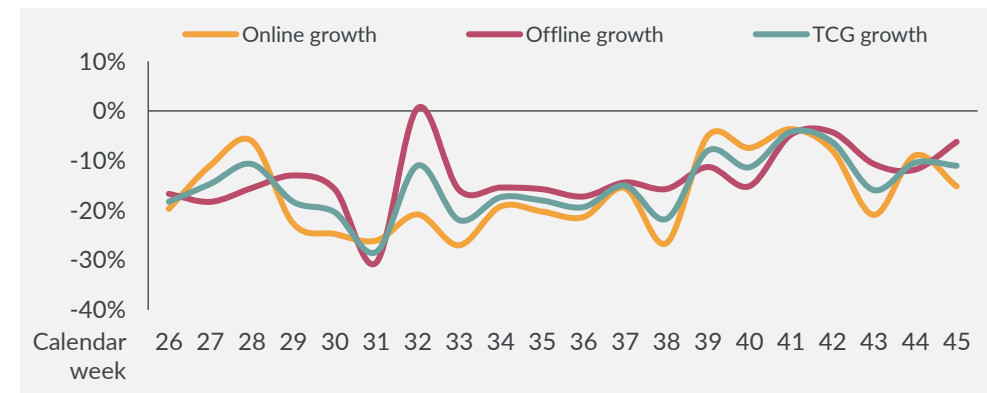
> Brazil

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 45 (Nov 07 - Nov 13)

- Traditional retail experienced a less negative trend compared to week 44 at -6% (up from -12%), but combined with -15% for online sales, this delivered a downswing for the total TCG market of 11%.
- Smartphones slumped at -37%, being the weakest product group within IT/Office and telecom categories. Media tablets and desktop computers were hit the least at -2%.
- TVs were the best-performing product group in week 45 at +64%. Cooling lagged at +4%. Audio home systems posted -11%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 45 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

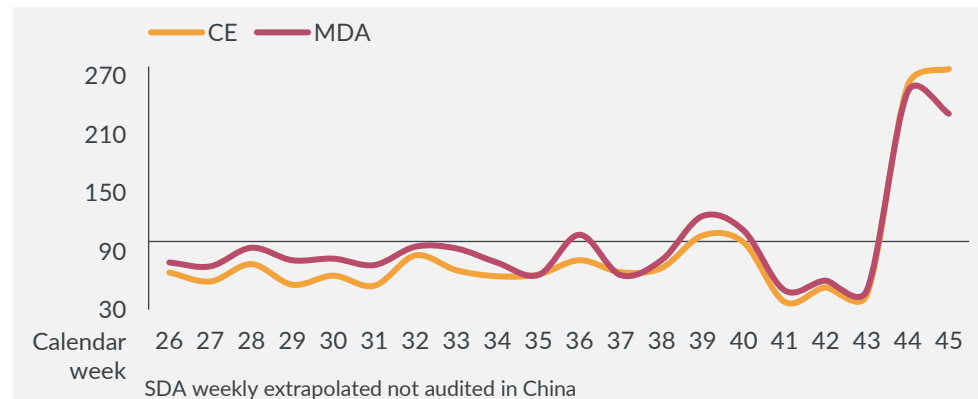
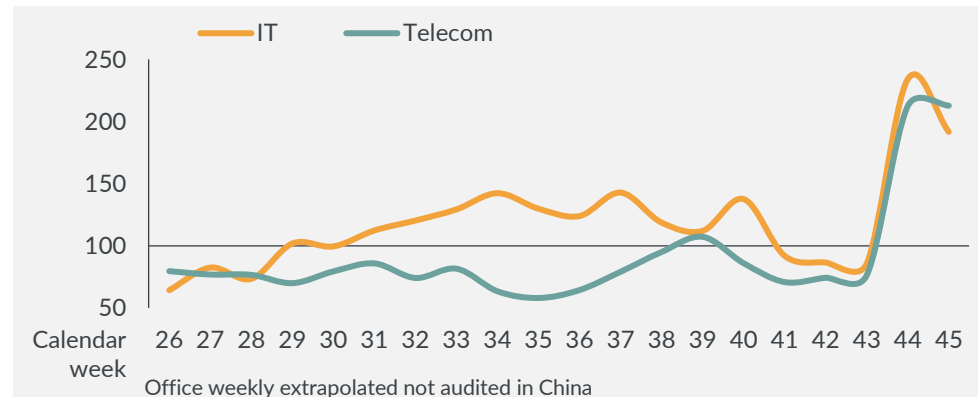
Russia

Japan

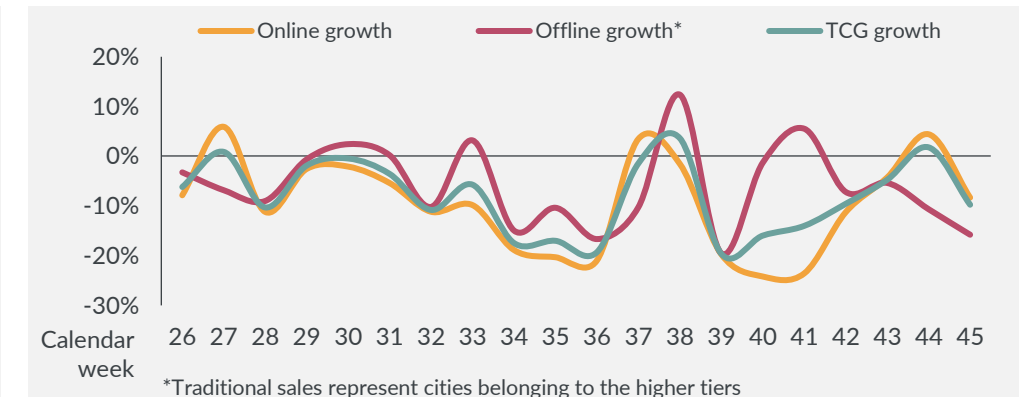
Brazil

> 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 45 (Nov 07 - Nov 13)

- The Singles' Day week (11th Nov) failed to deliver the extraordinary results of previous years. The total TCG market lost 10%, driven by traditional retail (-16%). Online sales declined, too (-8%).
- Mobile PCs posted a decrease of 3% compared to week 45 in 2021. Smartphones were almost flat at -0.3%.
- TV sales experienced a strong decline of 29%. Washing machines decelerated even more by 32%. Cooling was down 22%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 45 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.

