



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 136

Powered by
gfknewron



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> 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.

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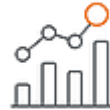
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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Revolutionize the way you strategize and grow with forecasts and simulations



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Fact of the week: FIFA World Cup - Demand focus clearly is to bigger screens



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Russia

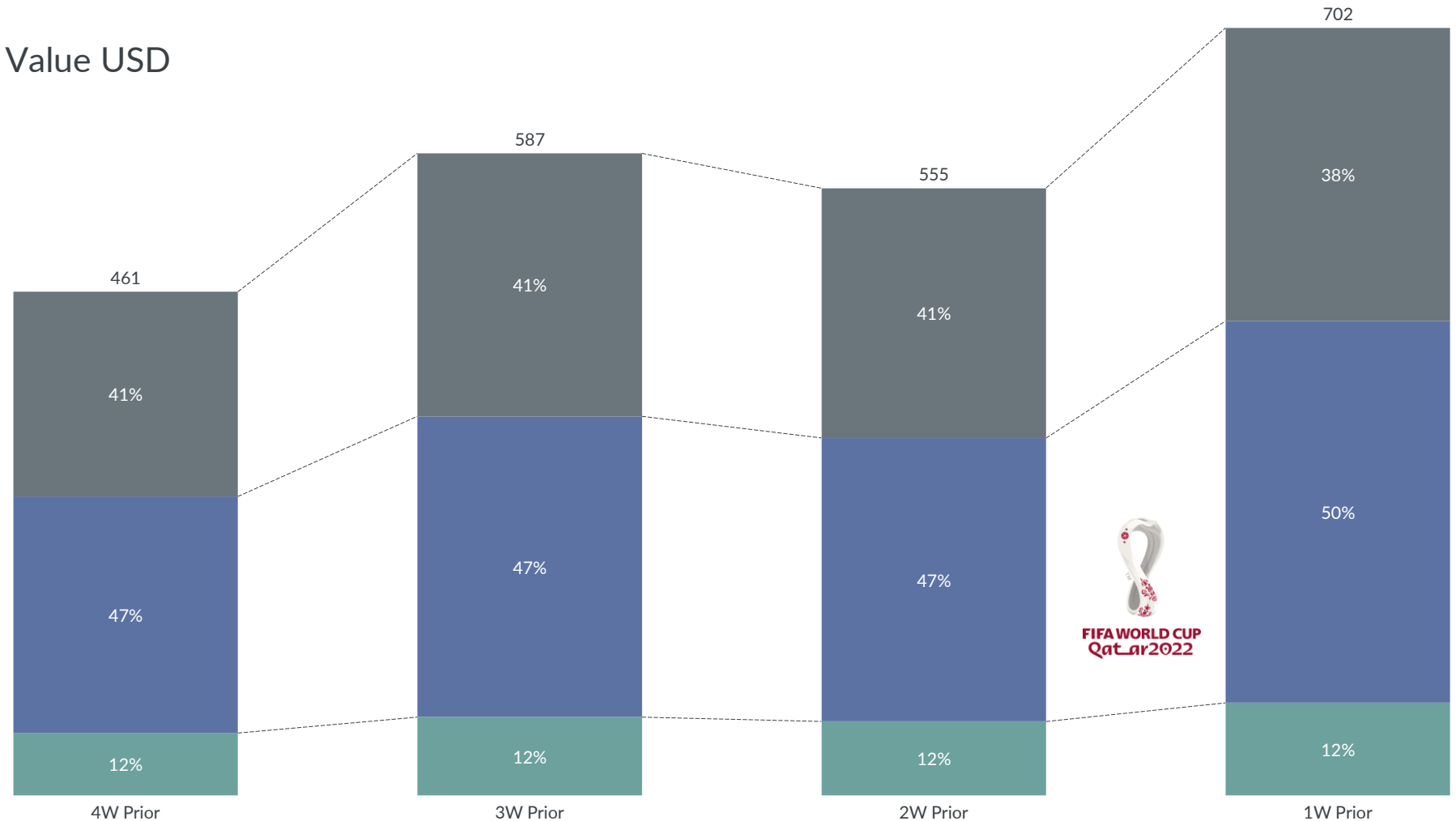
Japan

Brazil

China

Mio Sales Value USD

■ up to 50 Inch
■ 51-70 Inch
■ >=71 Inch



Source: Market Intelligence: Sales Tracking, PTV, Panelmarket Argentina, Australia, Belgium, Brazil, Denmark, France, Germany, Great Britain, Netherlands, Poland, Portugal, Spain

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



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Fact of the week

> Germany

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France

Italy

Spain

Russia

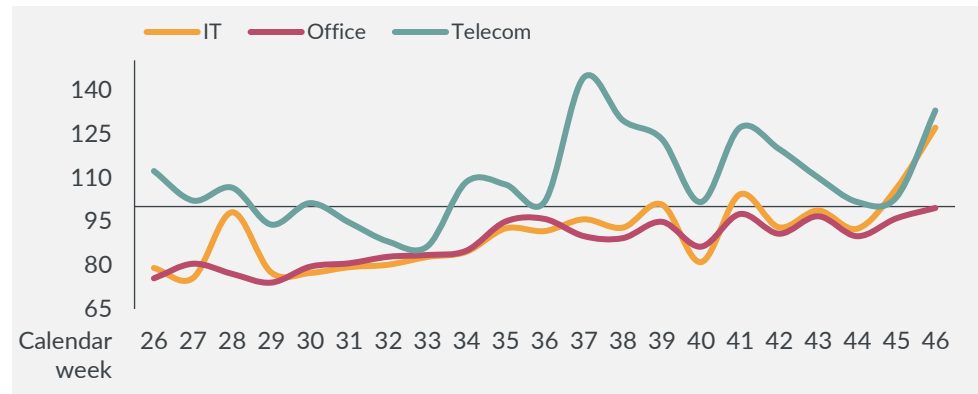
Japan

Brazil

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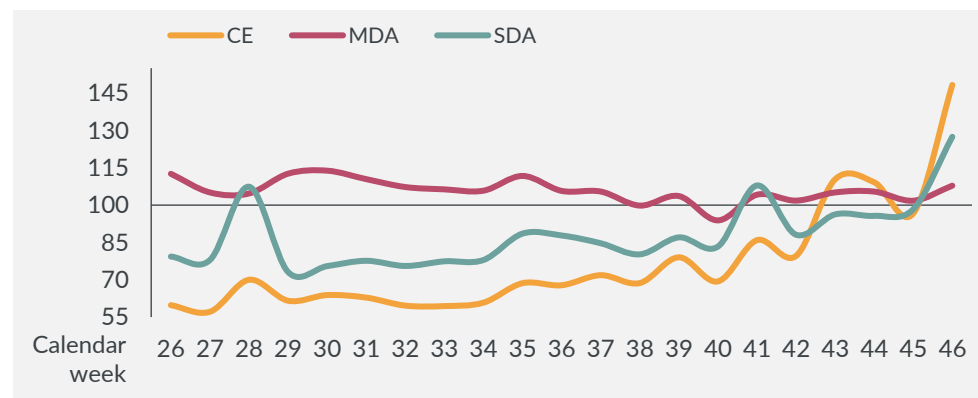
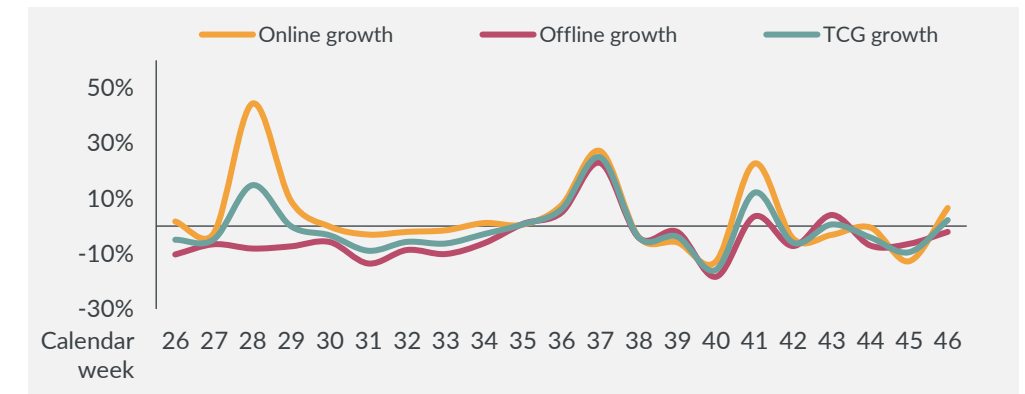
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 46 (Nov 14 - Nov 20)

- Traditional retail experienced a minus of 2% vs week 46 in 2021. Online sales at +7% compensated for the losses, leading to an uptick of 2% for the total TCG market.
- Rates for IT/Office products ranged from +18% for media tablets to -24% for desktop computers. Smartphones were up by 5%.
- The trends for MDA/SDA/CE products ranged between -15% for food preparation to +47% for soundbars. TV sales recorded -5%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 46 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

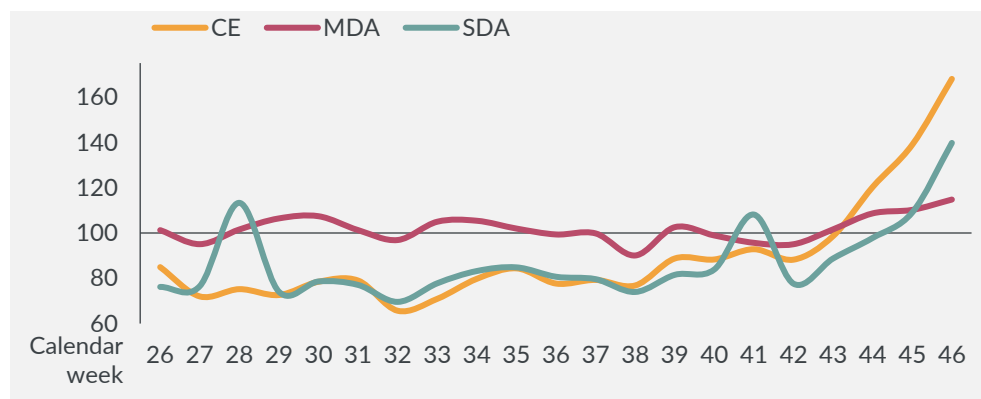
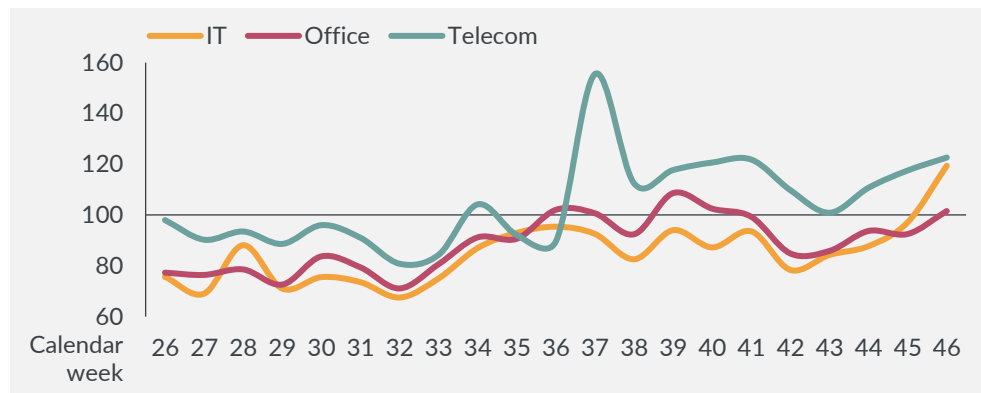
Russia

Japan

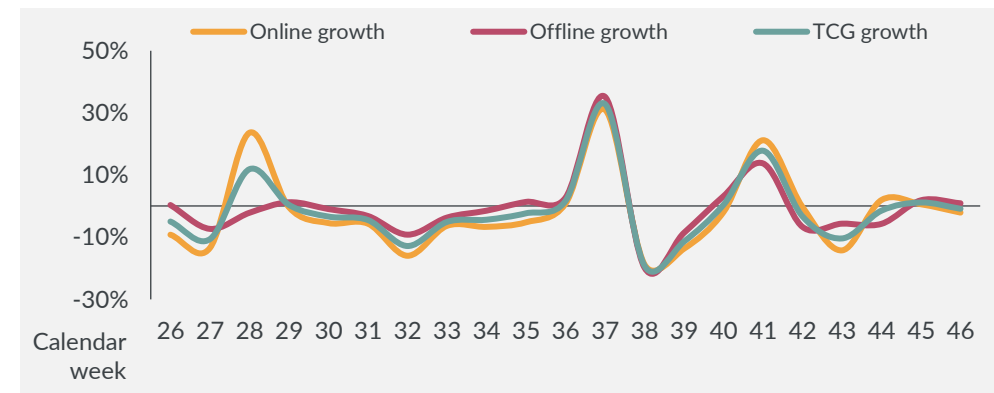
Brazil

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 46 (Nov 14 - Nov 20)

- Online sales delivered -2%. Traditional retail at +1% failed to compensate for the losses, resulting in a slight downswing of the total TCG market of -1%.
- IT products posted negative trends throughout, with keyboards in the lead at -20%. Smartphones won by 3%. Inkjet printers delivered +4%.
- MDA/SDA products delivered a mixed picture with rates from -18% for hot beverage makers to +8% for shavers. TV was flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 46 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

Great Britain

> France

Italy

Spain

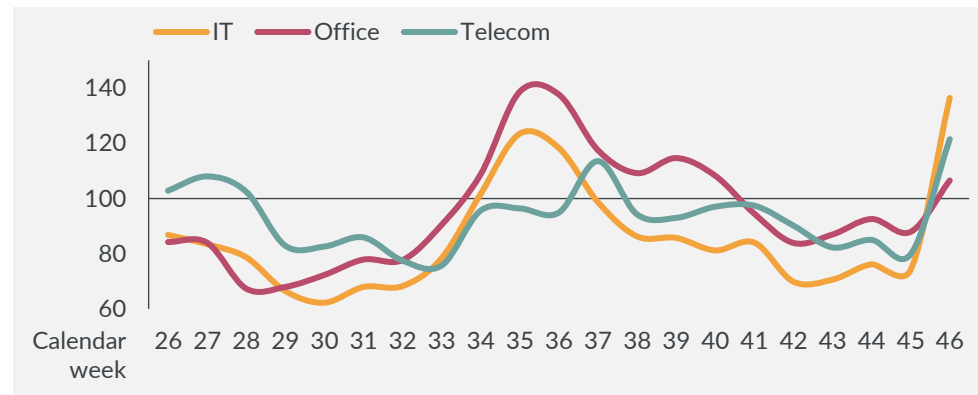
Russia

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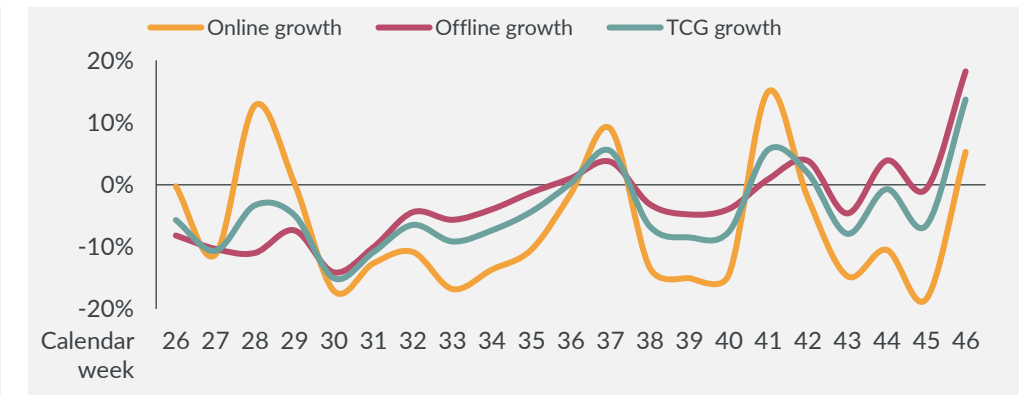
Brazil

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 46 (Nov 14 - Nov 20)

- Due to the clear upswing of traditional retail by +18%, the total TCG market experienced a plus of 14%. Online sales gained 5%.
- IT products posted +18% for mobile computers and -20% for desktop computers. Monitors and mice were flat. Smartphones experienced an uplift of 3%.
- The many positive double-digit rates for MDA/SDA/CE products saw soundbars in the lead at +71%. Audio home systems were down 4% and shavers also lost 4%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 46 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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Fact of the week

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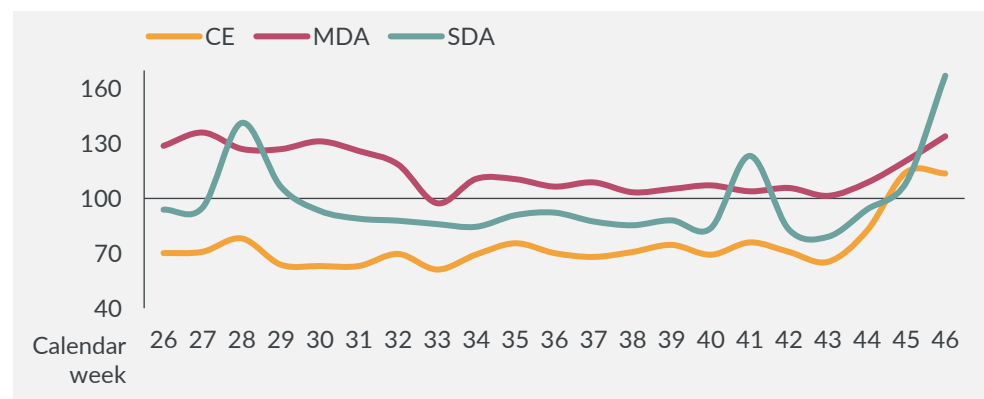
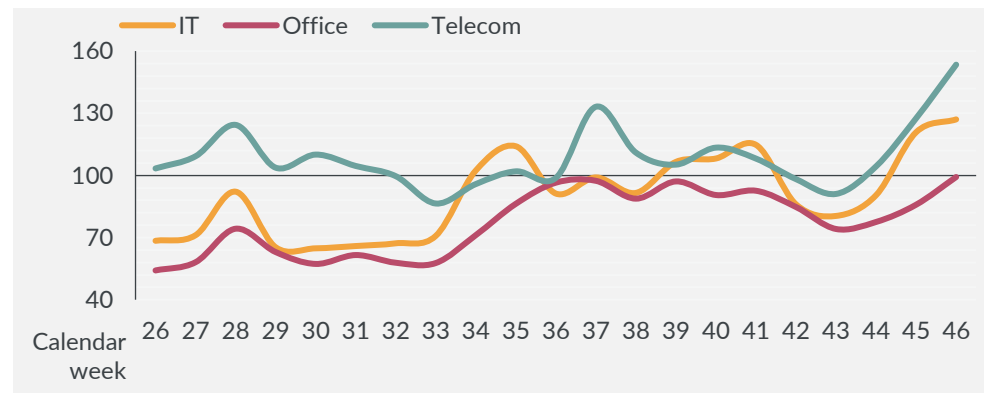
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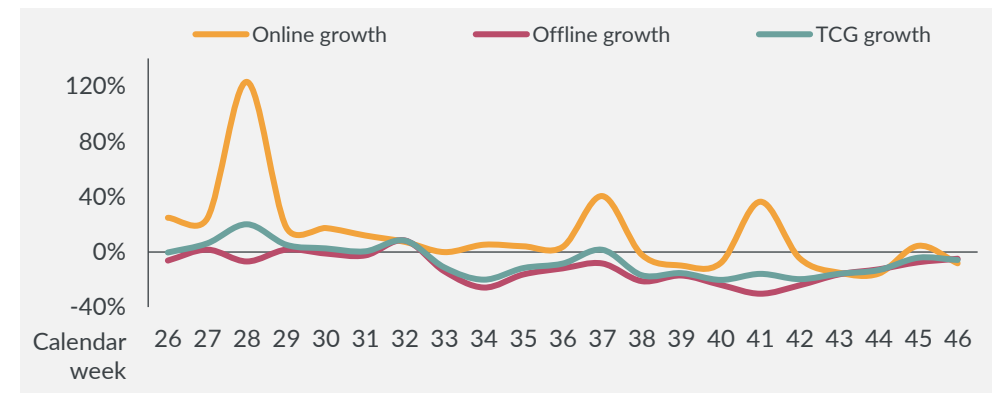
Brazil

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 46 (Nov 14 - Nov 20)

- Deceleration of online sales (-8%) dragged the total TCG market down by -6%. Traditional retail added to it by delivering -5%.
- IT/Office products ranged from -17% for desktop computers to +30% for media tablets. Smartphones accelerated at +5%.
- CE products lost in double-digits with TV sales out in front at -30%. MDA/SDA presented a mixed picture, ranging from -17% for food preparation to +21% for hot beverage makers. Washing machines were flat.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 46 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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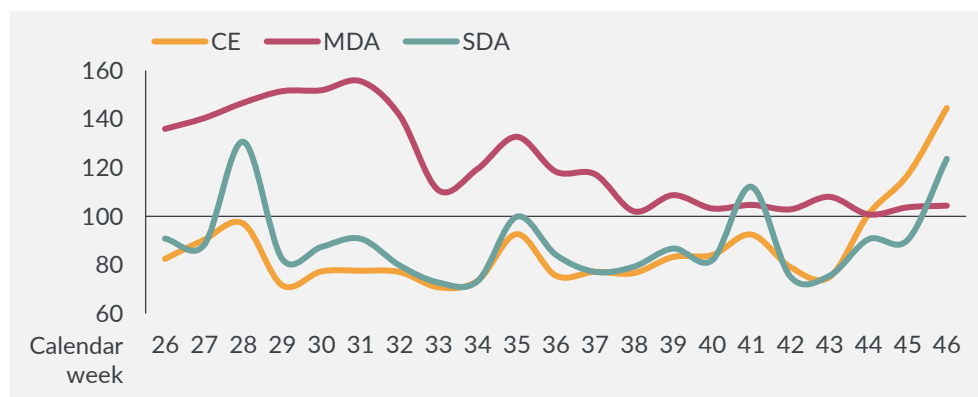
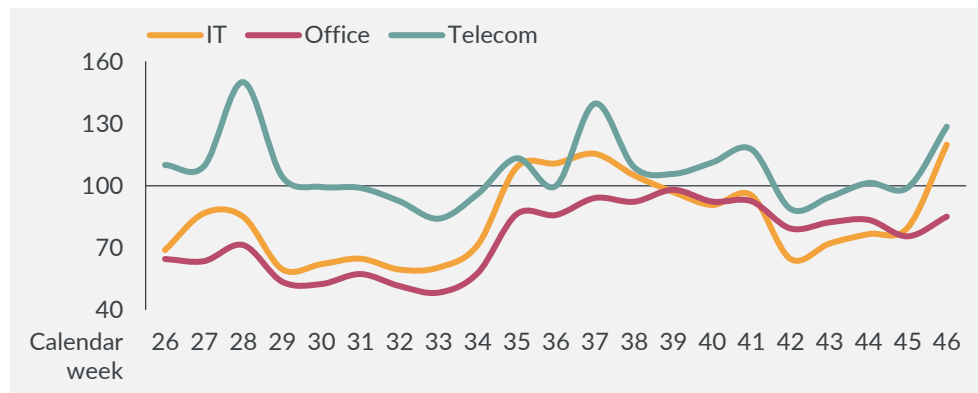
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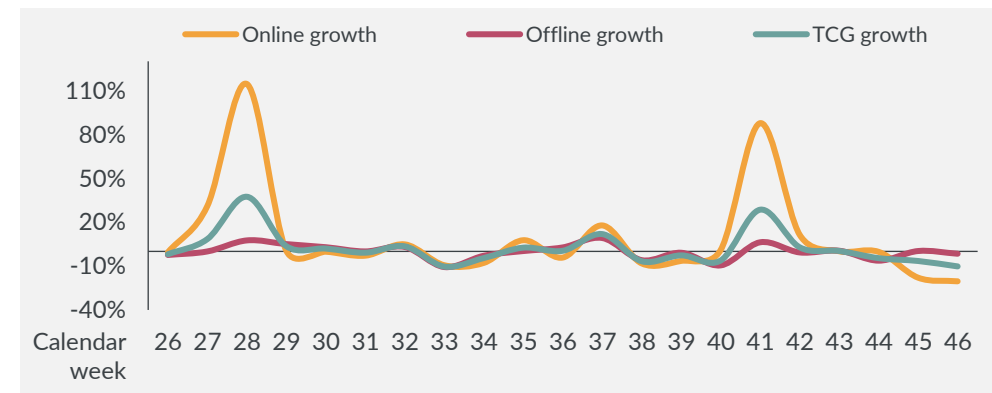
Brazil

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 46 (Nov 14 - Nov 20)

- The total TCG market decreased by 10%, driven by online sales at -20%. Traditional retail was down 2%.
- Laser printers were the best performing product group in week 46 at +44%. Most other IT/Office products delivered double-digit negative rates. Smartphones decelerated at 18%.
- A mixed performance in MDA and SDA saw rates between -10% for vacuum cleaners and +7% for hot beverage makers. TV sales lagged at -4% and audio home systems slumped at -49%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 46 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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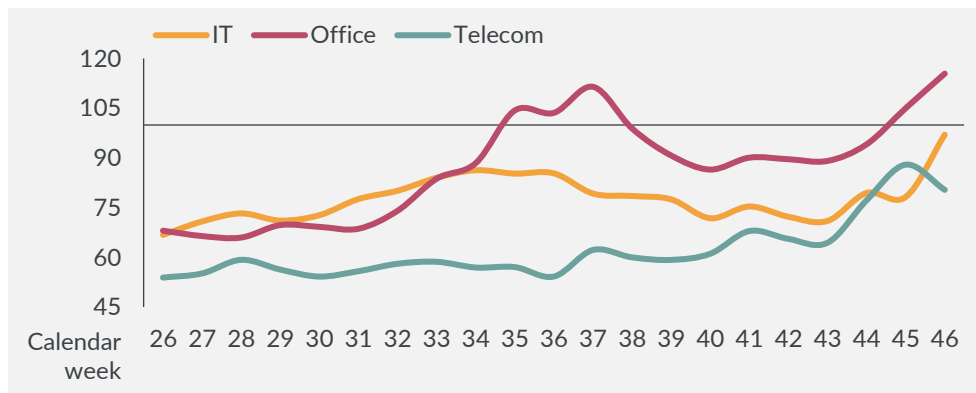
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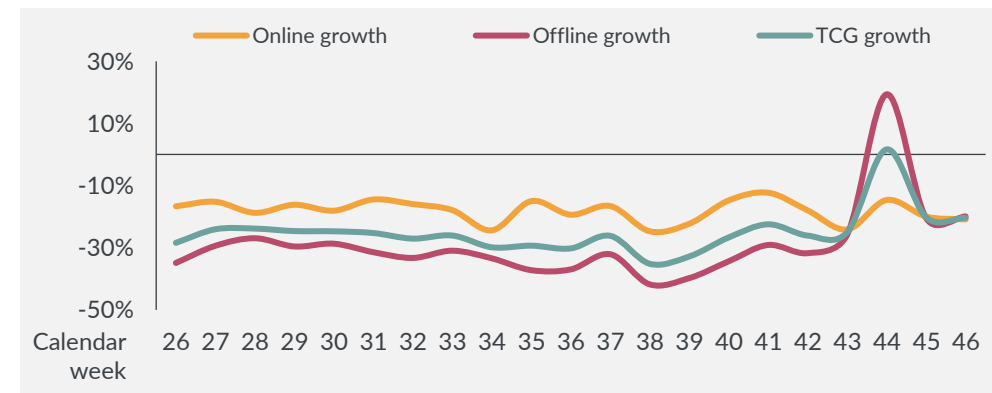
Brazil

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 46 (Nov 14 - Nov 20)

- With nearly identical rates of -21% for online sales and -20% for traditional retail, the total TCG market lost 20%.
- There were many double-digit negative trends for IT/Office products with media tablets out in front at -33%. Monitors at +14% were the ray of light in week 46.
- Audio home systems posted a high growth rate of +110%, boosted by smart audio. Further positive product groups were food preparation (+4%) and washing machines (+2%).

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 46 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 Japan



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Italy

Spain

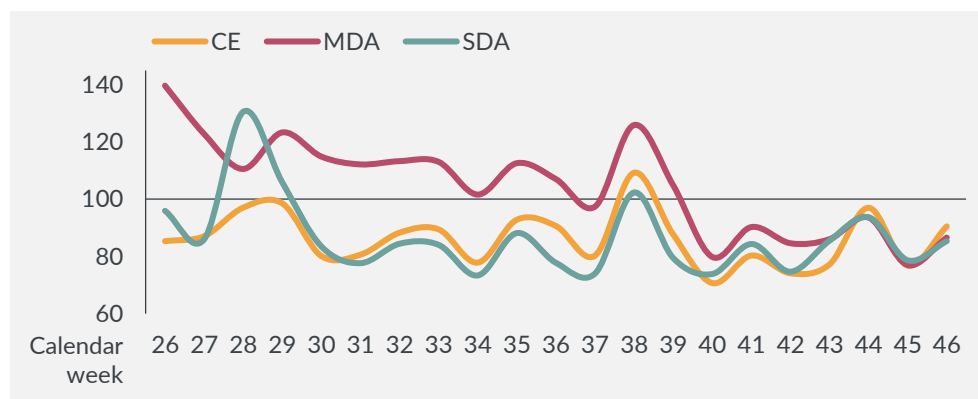
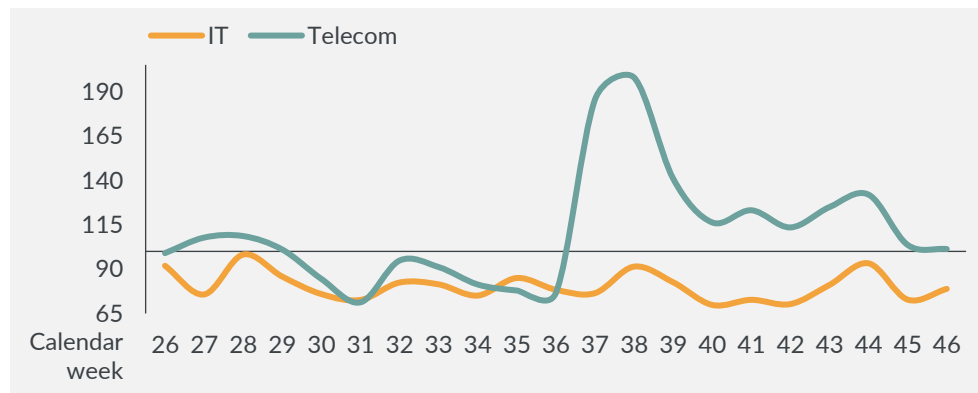
Russia

> Japan

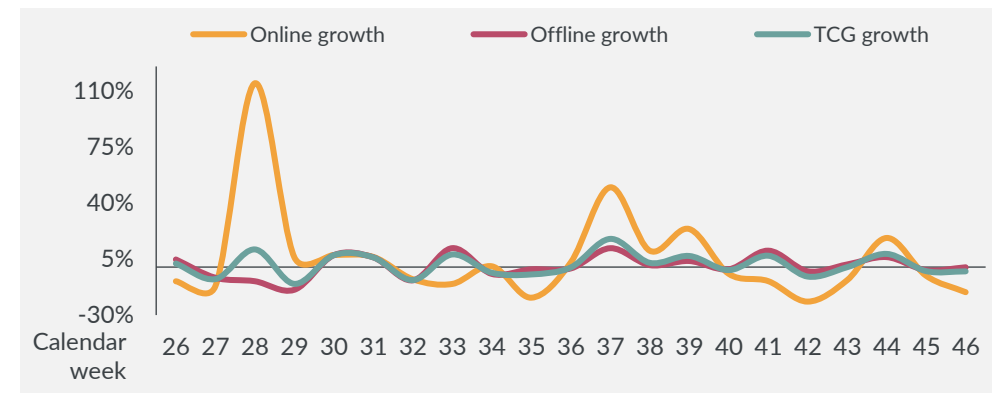
Brazil

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 46 (Nov 14 - Nov 20)

- Both distribution types experienced negative trends. Traditional retail posted -0.2% and online sales were down 16%, leading to a decrease for total TCG of 3%.
- While smartphones gained +12%, headsets lost by 5%. Mobile computing was slightly up (+1%). Media tablets decreased by 13%.
- MDA/SDA/CE products delivered a mostly negative picture, ranging from -33% for audio home systems to -2% for shavers. Only soundbars made a gain in week 46, by 5%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 46 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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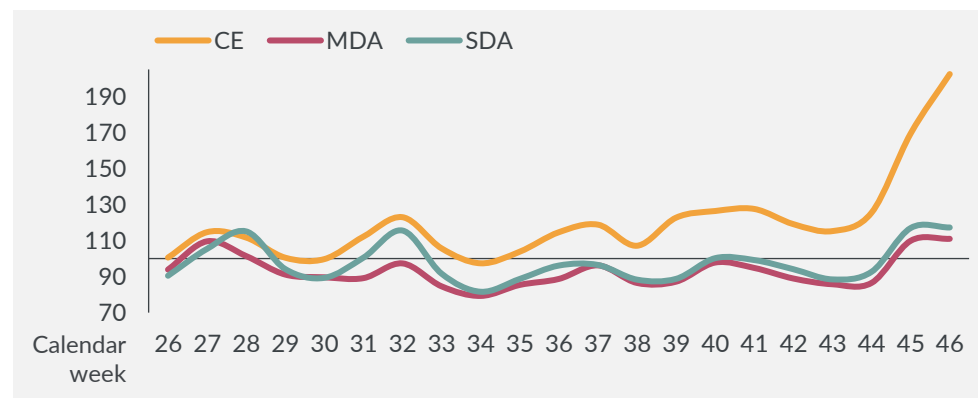
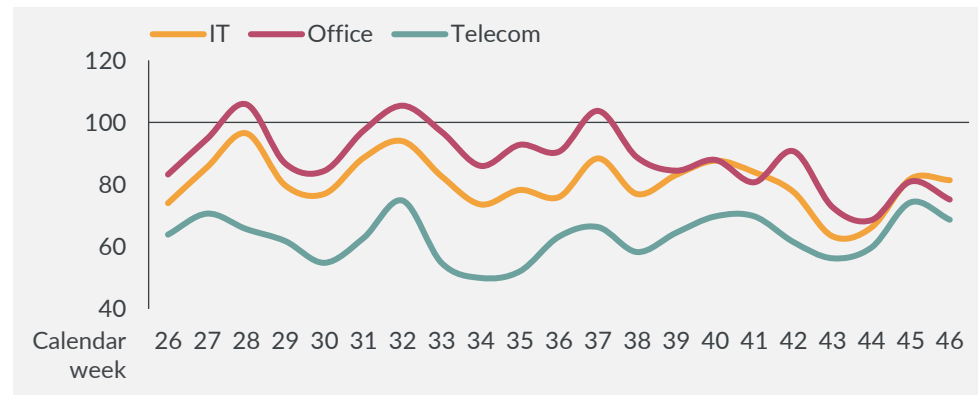
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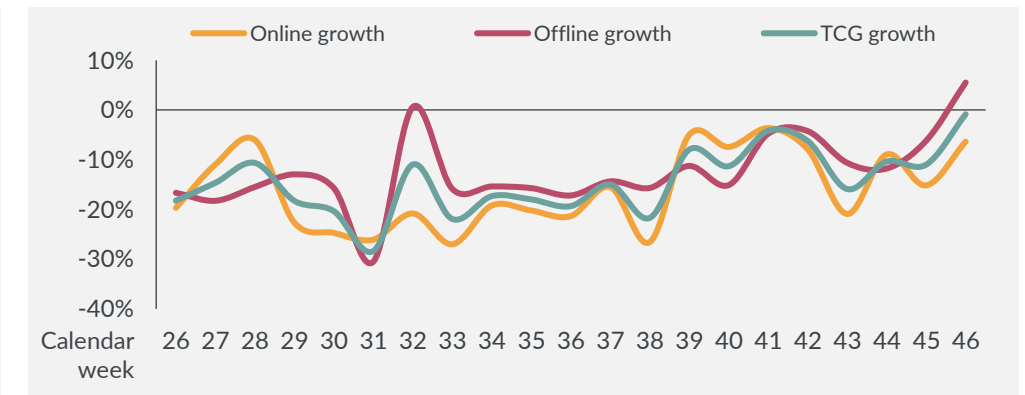
> Brazil

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 46 (Nov 14 - Nov 20)

- Although traditional retail experienced recovery at +6% in week 46 compared to -6% the previous week, the total TCG market lost 1% because online sales lagged at -6%.
- Smartphones slumped at -34%. Within IT/Office categories, laser printers were the weakest at -13%. Media tablets were up 2%.
- TVs were the best-performing product group in week 46 at +88%. Cooling seems weak at +9% as all other MDA/SDA/CE categories won in solid double-digits.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 46 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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Italy

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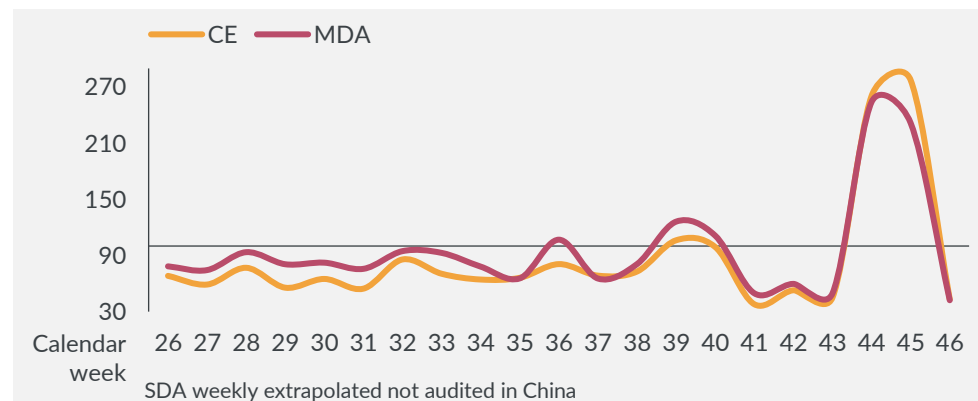
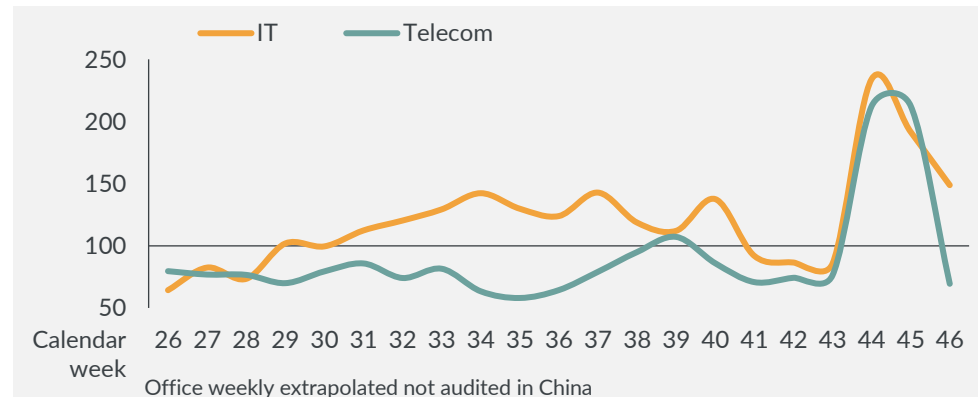
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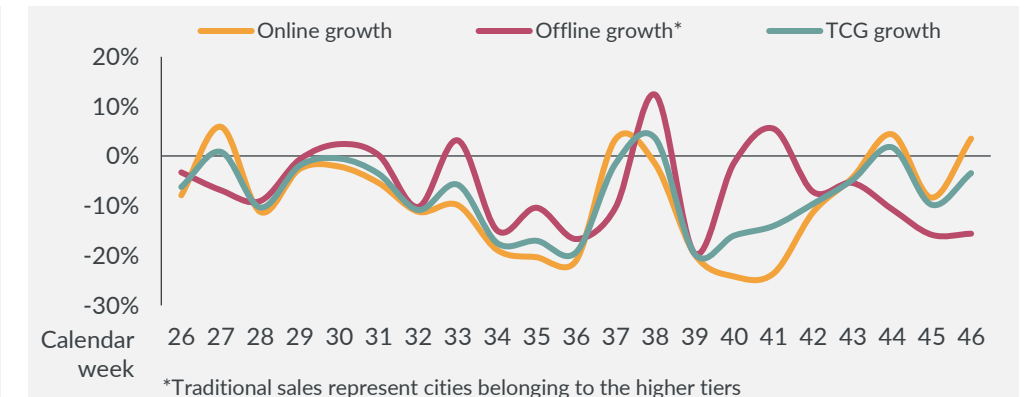
Brazil

> 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 46 (Nov 14 - Nov 20)

- The total TCG market lost 3%, driven by traditional retail (-16%). Online sales experienced a slight push of +4%.
- Mobile computing posted a tiny decrease of 0.3% compared to week 46 in 2021. Smartphones lagged at -4%.
- TV sales experienced a small downswing of 2%. Washing machines suffered a decline of 17%. Cooling performed better but was still down by 4%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 46 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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