



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 137

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gfknewron



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> About gfknewron

Fact of the week

Germany

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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: Premium feature sales spike increased more than other categories



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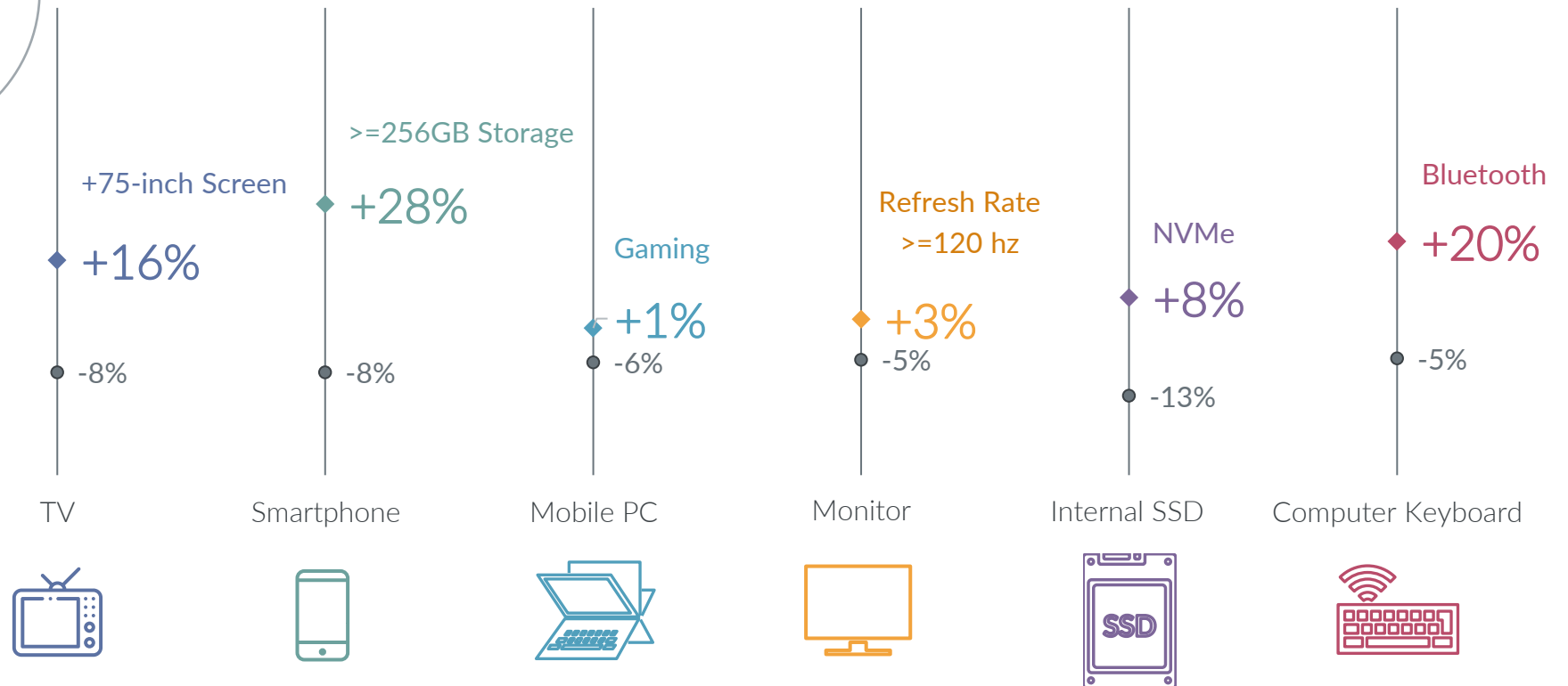
Brazil

China

Global (ex. NA)

Premium segment example
vs category total

Jan-Sep 2022
Sales Value USD
Growth YoY %



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



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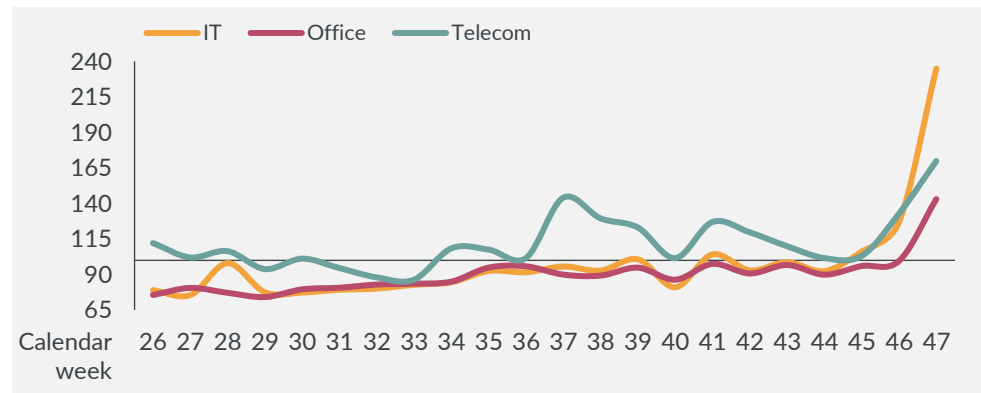
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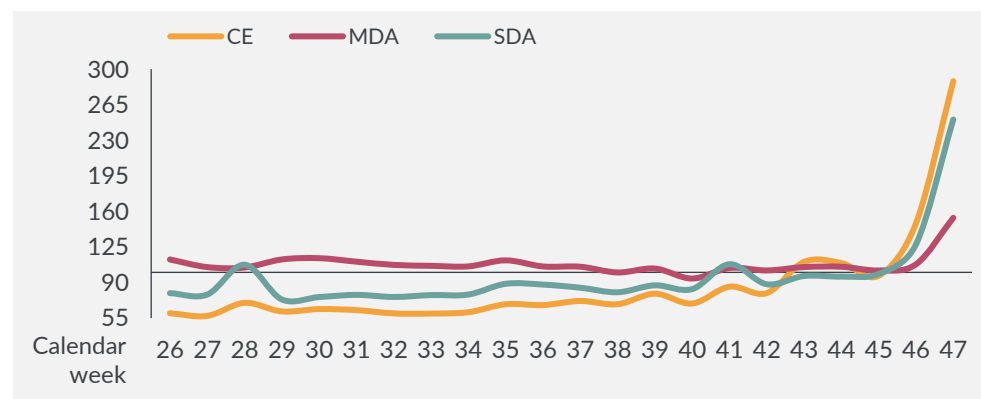
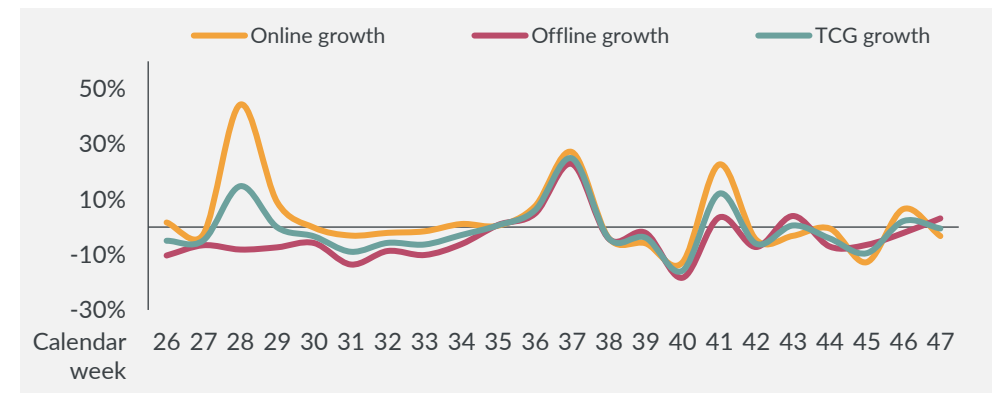
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 47 (Nov 21 - Nov 27)

- In Black Friday week, online sales experienced a minus of 3% vs Black Friday week in 2021. Traditional retail at +3% failed to compensate for the losses, leaving total TCG at a minus of 1%.
- Rates for IT/Office products ranged from +23% for media tablets to -24% for desktop computers. Smartphones were down by 1%.
- The trends for MDA/SDA/CE products ranged between +54% for soundbars to -19% for food preparation. TV sales recorded -10%. All other MDA/SDA/CE categories were positive.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 47 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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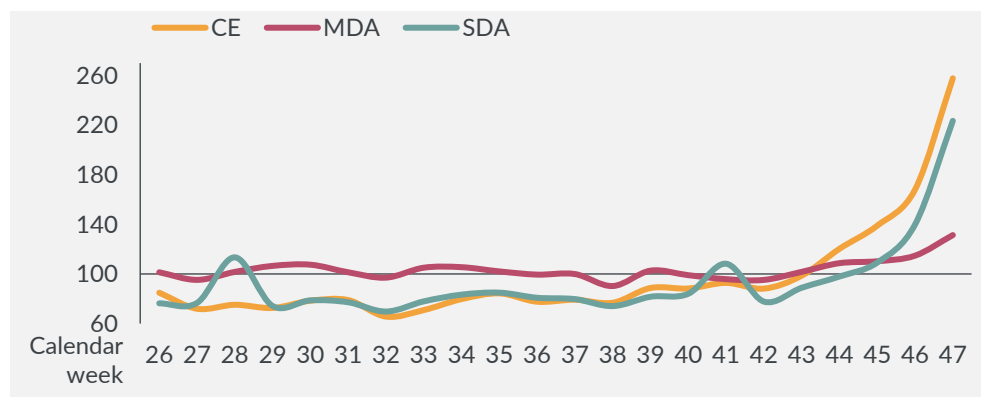
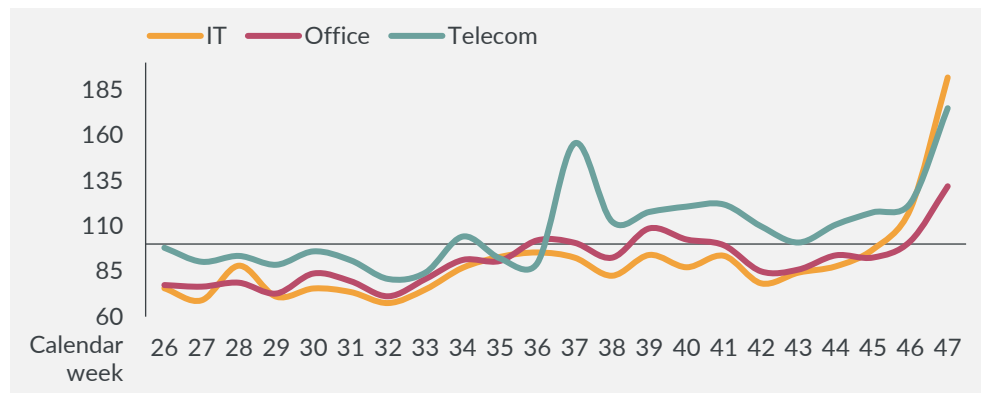
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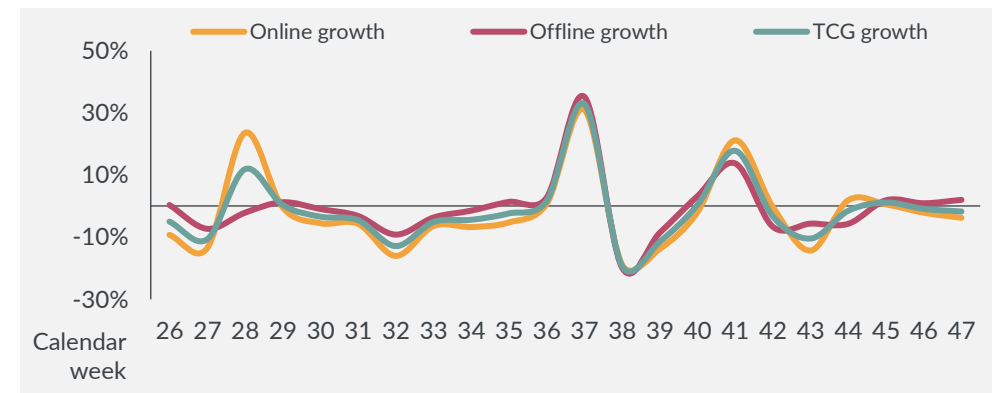
Brazil

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 47 (Nov 21 - Nov 27)

- Online sales delivered -4%. Traditional retail at +2% could not compensate, resulting in a downswing for total TCG of -2%.
- The mixed picture for IT/Office products posted -25% for mice and +10% for media tablets. Smartphones accelerated at +16%.
- In MDA/SDA/CE, among mostly negative rates, soundbars won 25%, shavers were up 9%, and washing machines delivered +5%. Audio home systems were the weakest product group in CE, posting -24%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 47 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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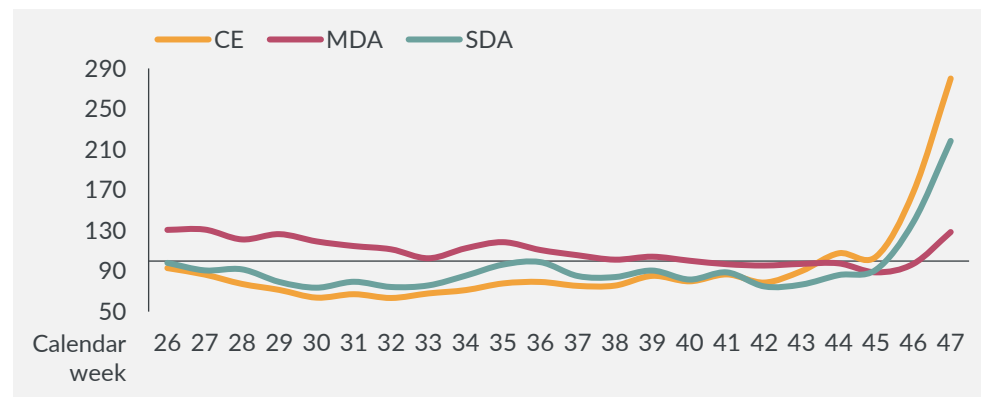
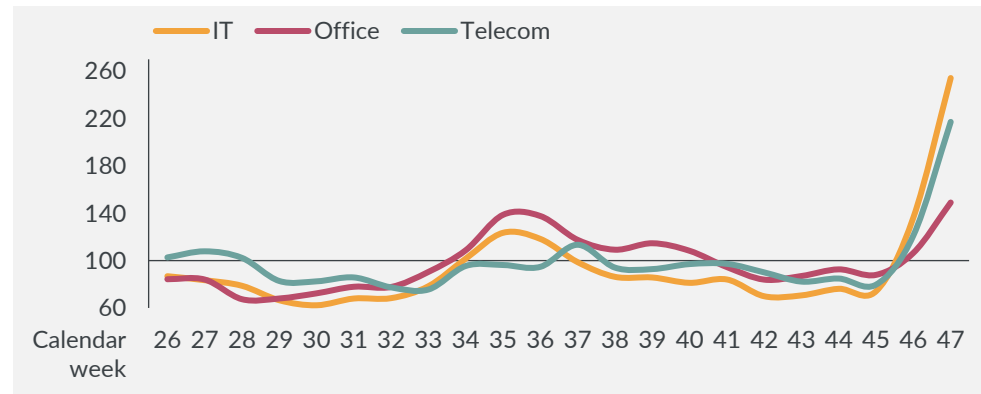
Russia

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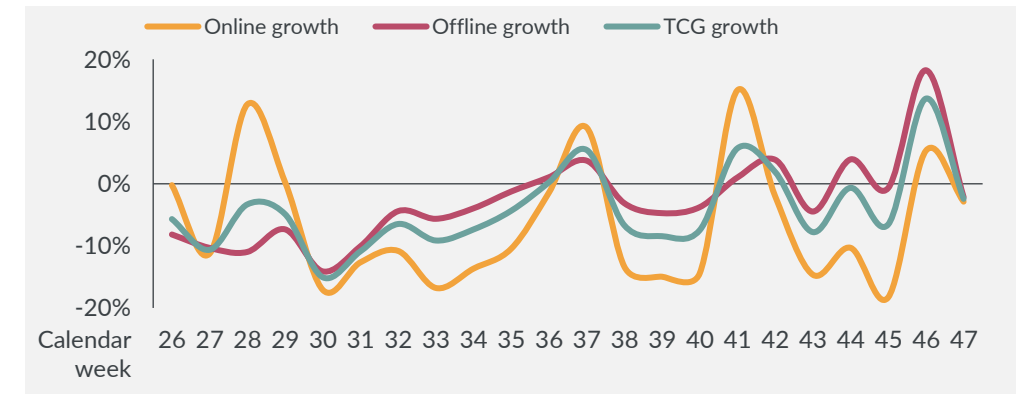
Brazil

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 47 (Nov 21 - Nov 27)

- Small drops for both distribution types – traditional retail at -2% and online at -3% – led total TCG to a slight downswing of 2%.
- IT products were mostly negative, ranging from -1% for media tablets to -15% for mice. Inkjet printers were the standout at +11%. Smartphones lagged at -2%. Headsets were flat.
- While MDAs posted +11% of growth, most SDA and CE products delivered negative rates. Vacuum cleaners increased by 5%. Soundbars were up 32%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 47 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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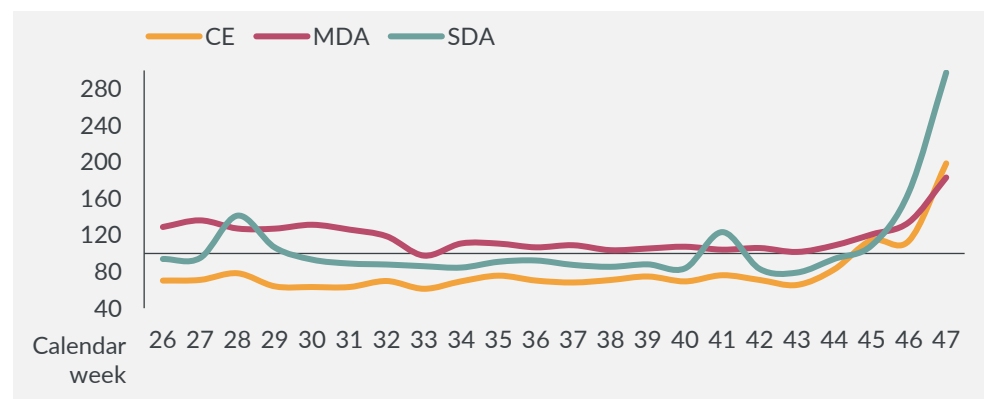
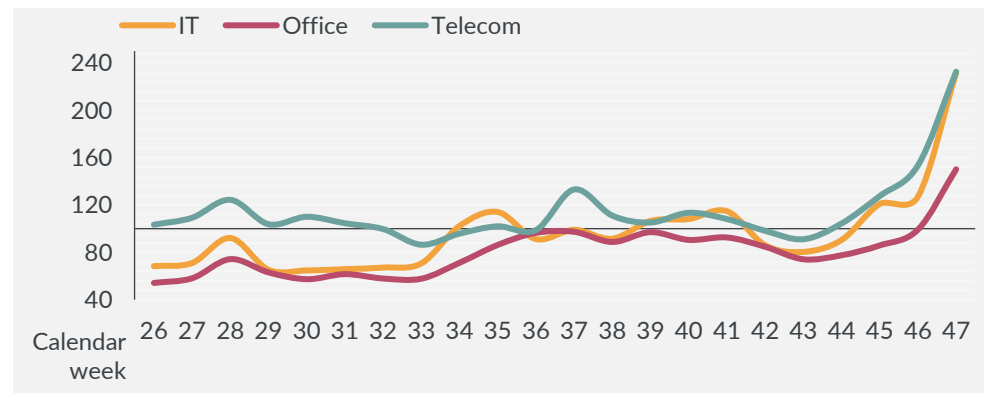
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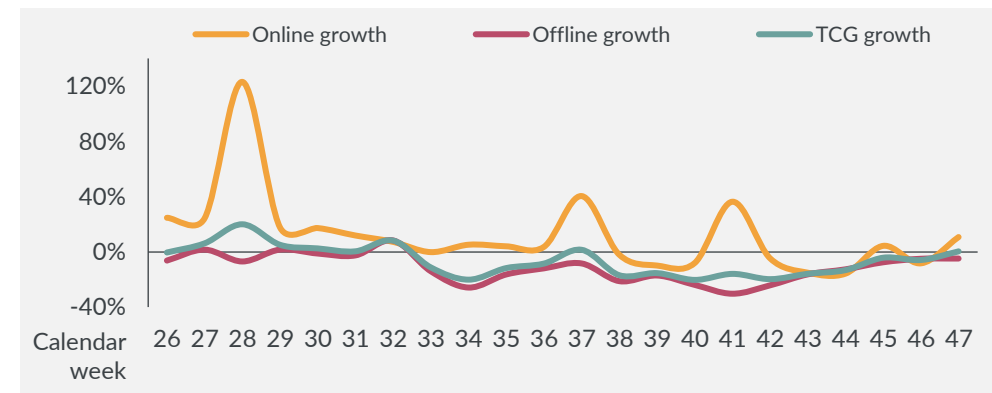
Brazil

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 47 (Nov 21 - Nov 27)

- Online sales were boosted by 11% but deceleration of traditional retail (-5%) left the total TCG market flat.
- IT/Office products ranged from -9% for desktop computers to +44% for media tablets. Smartphones accelerated at +5%.
- CE products lost throughout with audio home systems out in front at -42%. MDA/SDA posted a mostly positive picture, ranging from +17% for hot beverage makers and shavers to -8% for food preparation. MDAs won 11%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 47 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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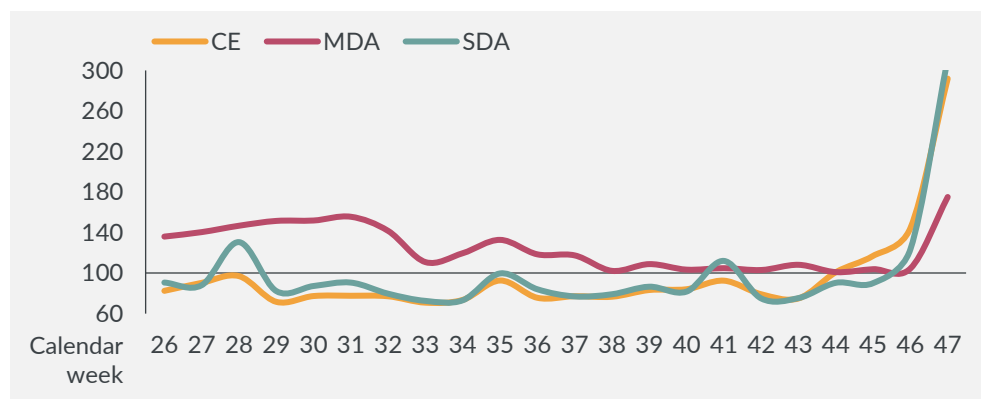
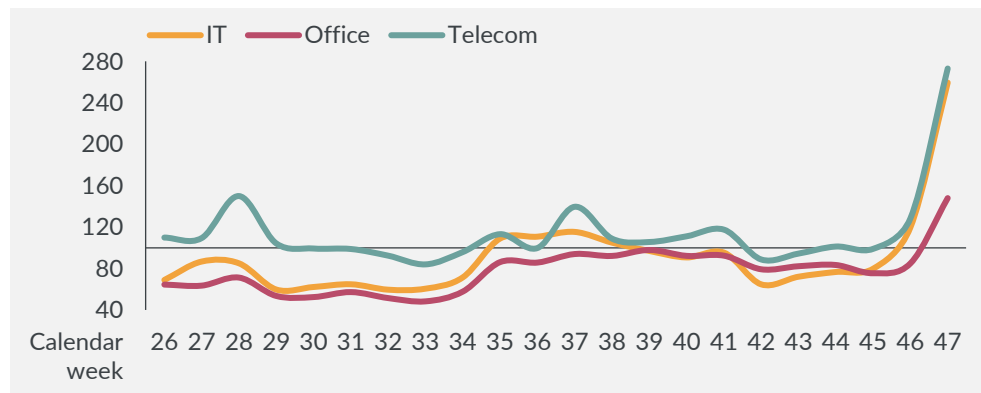
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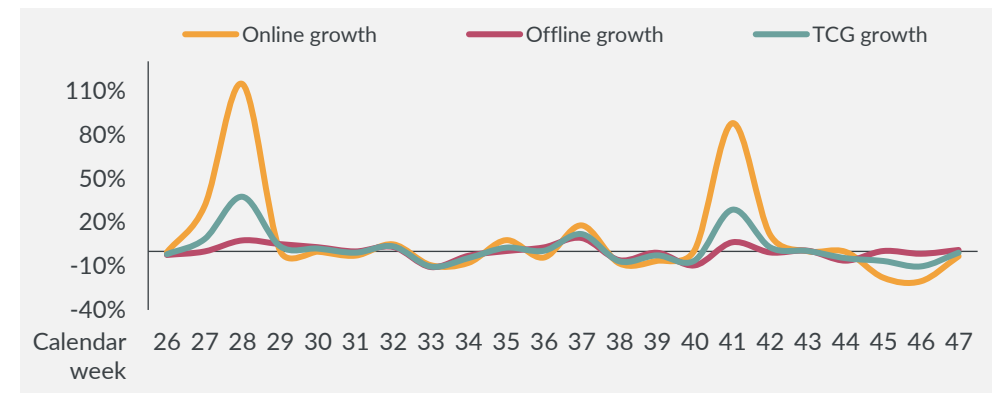
Brazil

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 47 (Nov 21 - Nov 27)

- Traditional retail experienced a slight increase of 1% but deceleration of online sales (-3%) dragged the total TCG market down by -1%.
- Laser printers were the best performing product group among IT/Office products at +23%. Desk computing slumped at -23%. Smartphones were up 4%. Headsets delivered -14%.
- MDA/SDA overall were positive. The exception was shavers at -4%. While soundbars were up 26%, audio home systems lost 27%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 47 2022 (no comparability with 2019); 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, 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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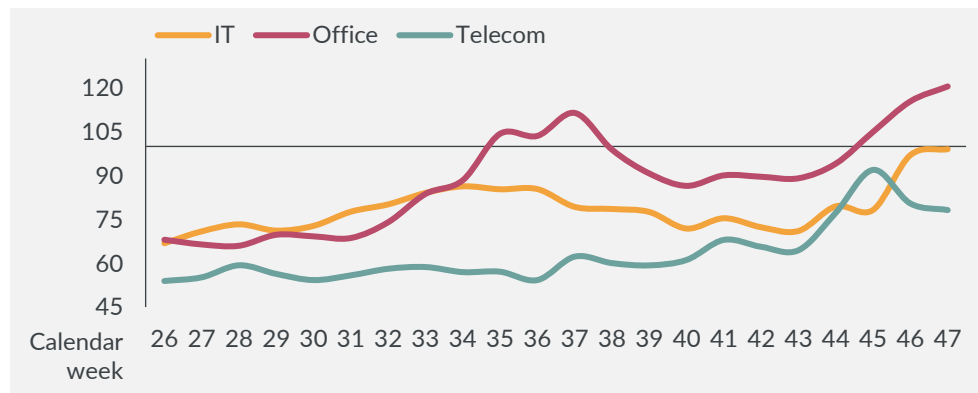
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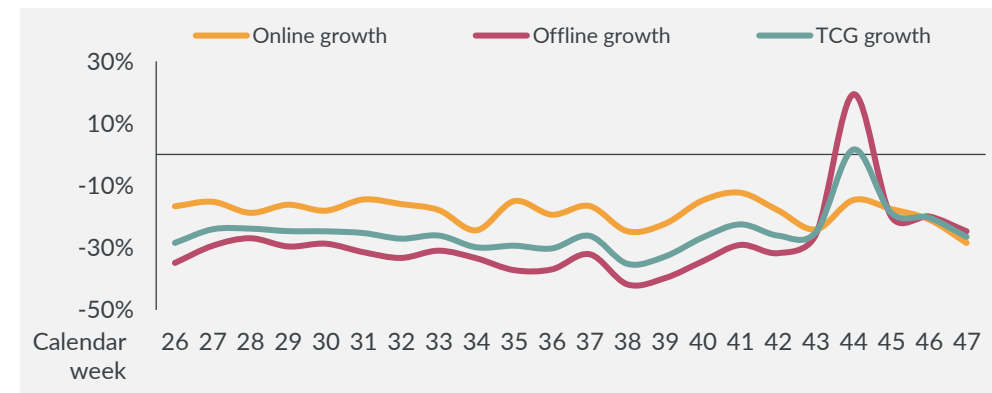
Brazil

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 47 (Nov 21 - Nov 27)

- Strong drops for both distribution types, with online sales at -28% and traditional retail at -25%, led to a decline of 26% for the total TCG market.
- Among IT/Office products, only monitors were positive at +8%. Mobile computers and media tablets declined by 33% and 37% respectively. Smartphones slumped at -37%.
- Audio home systems posted growth of +165%. Apart from air treatment at +2%, all other MDA/SDA/CE products were negative.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 47 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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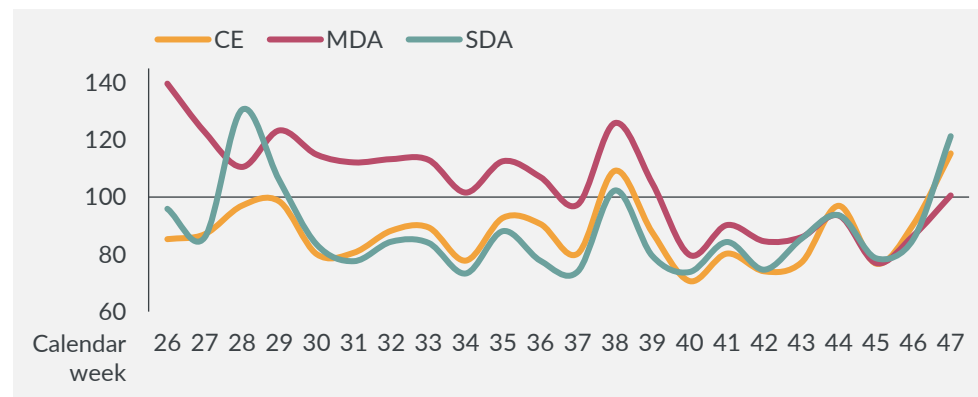
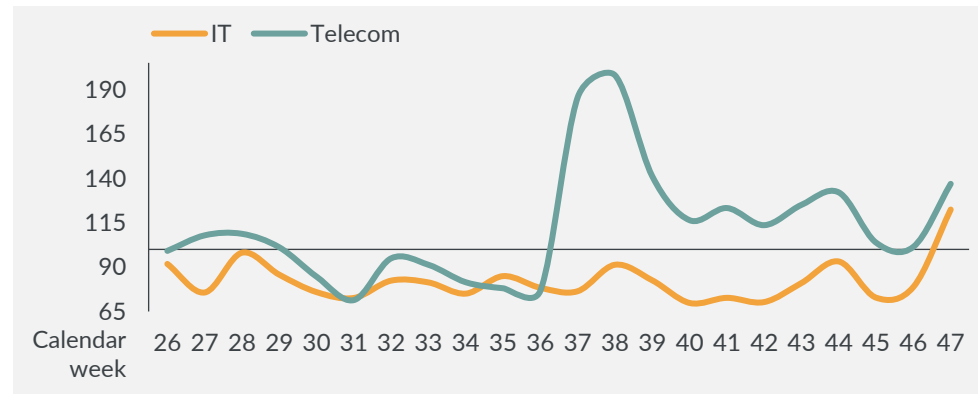
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> Japan

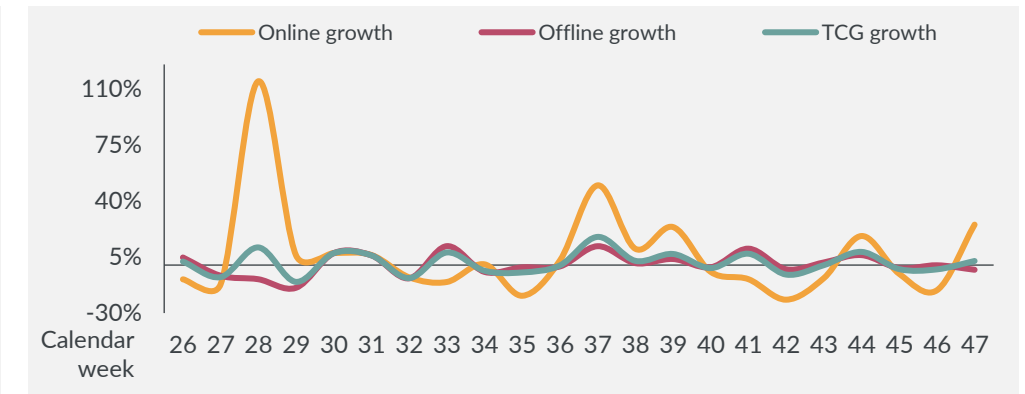
Brazil

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 47 (Nov 21 - Nov 27)

- Traditional retail posted -3% but online sales at +25% pushed the total TCG market up 2%.
- Headsets and smartphones posted increases of +12% and +19% respectively. Mobile computing was up 8%. Media tablets increased by an extraordinary 78%.
- MDA/SDA/CE products delivered a mixed picture, ranging from +86% for soundbars to -24% for air treatment. Shavers and hot beverage makers were flat.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 47 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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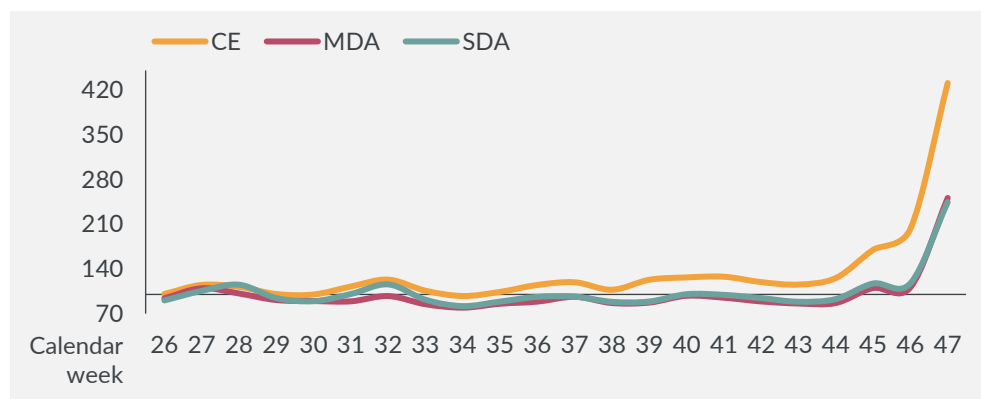
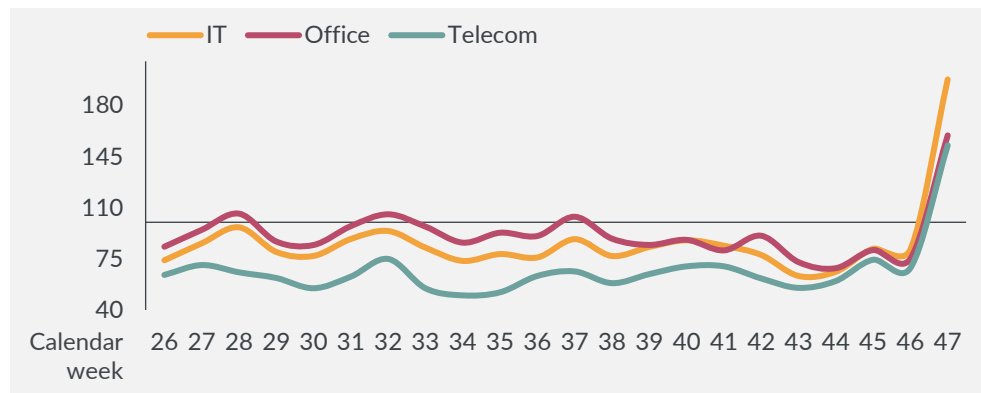
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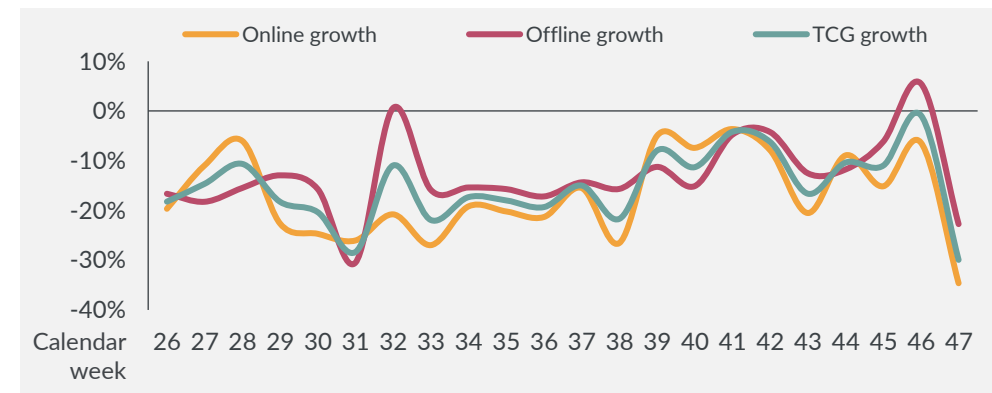
> Brazil

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 47 (Nov 21 - Nov 27)

- Online sales delivered -35% (-6% the previous week) and with traditional retail down -23% (+6% the previous week), resulting in a downswing for the total TCG market of 30%.
- Smartphones slumped at -49%. Within IT/Office categories, media tablets were the weakest at -34%. Inkjet printers were down 7%.
- Hot beverage makers were the best-performing product group in week 47 at +23%. MDAs lagged at -15%. Audio home systems slumped at -25%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 47 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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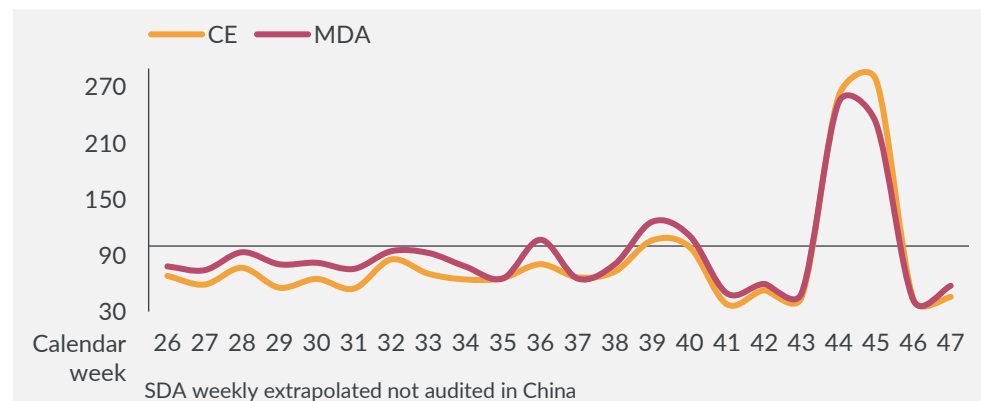
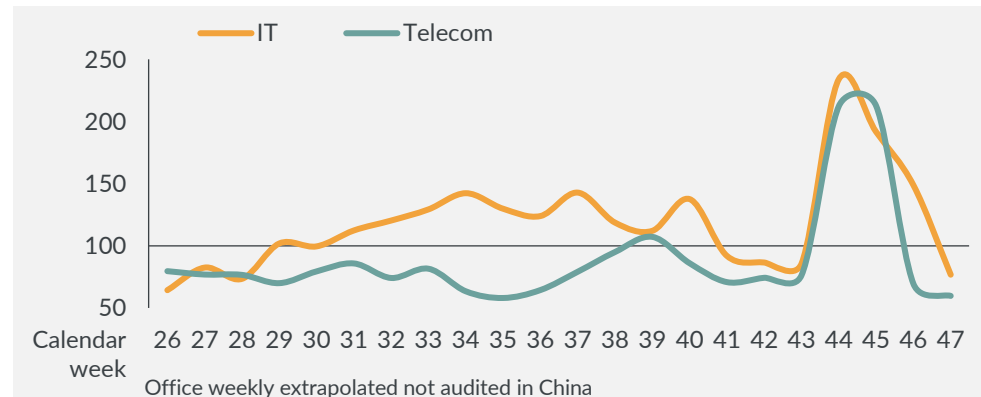
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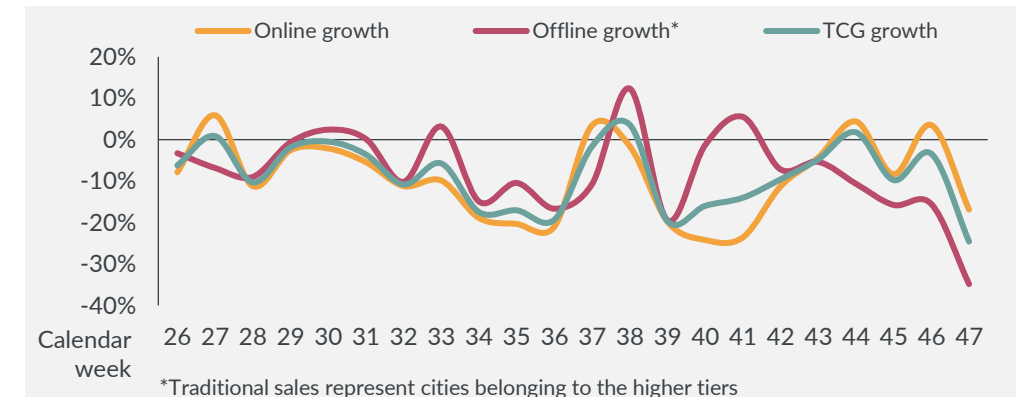
Brazil

> 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 47 (Nov 21 - Nov 27)

- The strong drop of traditional retail (-35%) dragged the total TCG market down by 25%. Online sales added to it by delivering -17%.
- Mobile computers posted a slight decrease of 2% compared to week 47 in 2021. Smartphones lost considerably by 26%.
- High double-digit declines were experienced by TV sales (-40%), washing machines (-28%), and cooling (-27%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 47 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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