



Growth
from
Knowledge

State of Consumer Technology and Durables Sales Tracker

Weekly trends and insights for
the tech and durables market

EDITION 138

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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:

Value share of Black Friday vs rest of the year



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How much demand is BF able to generate?

Black Friday week is clearly the most relevant week in terms of revenue

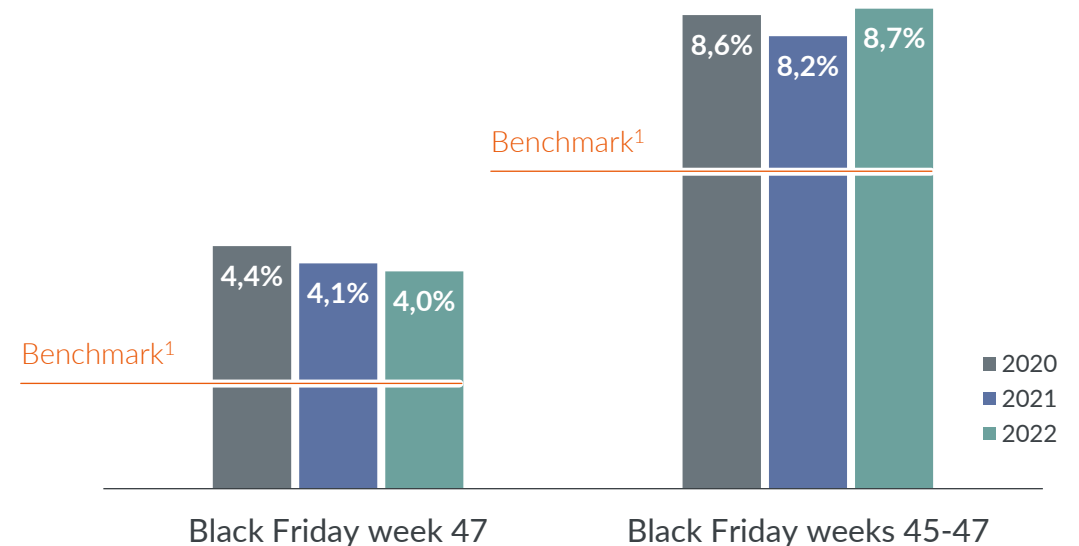
- At the same time, the weeks prior to Black Friday become more important over time
- Black Friday itself has slightly reduced in sales concentration

→ Black Friday weeks are extending, making fulfilment easier while generating more overall revenue

Watch our on-demand Black Friday briefing for an expert analysis on sales performance.

[Access now.](#)

Share of Black Friday week(s) of previous 52 weeks- TCG
Sales Value EUR %



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



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> Germany

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Russia

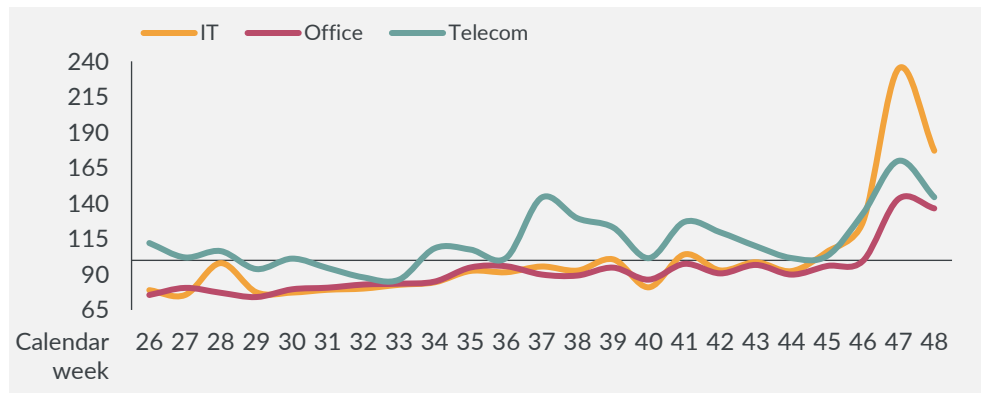
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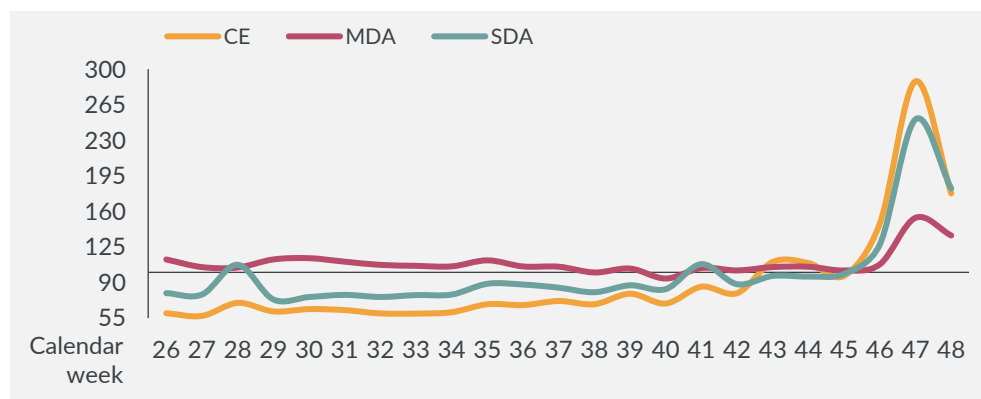
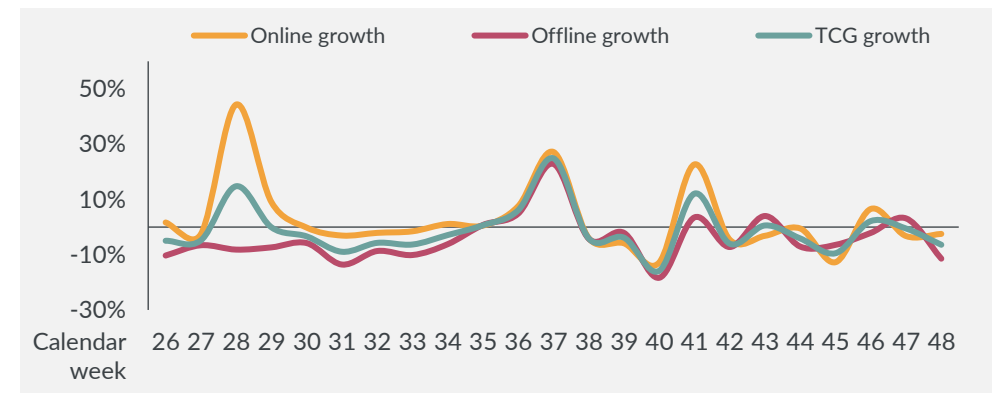
Please note: Below lines depict a sales index vs. an average 2021 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2021).

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 48 (Nov 28 - Dec 04)

- Traditional retail experienced a minus of 11% vs week 48 in 2021. Online sales at -2% failed to compensate for the losses, leaving total TCG at a minus of 6%.
- Rates for IT/Office products ranged from +33% for media tablets to -22% for monitors. Smartphones were down by 7%.
- The trends for MDA/SDA/CE products ranged between +8% for dental care to -15% for audio home systems and TV sales. Washing machines and shavers were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2021 – 48 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

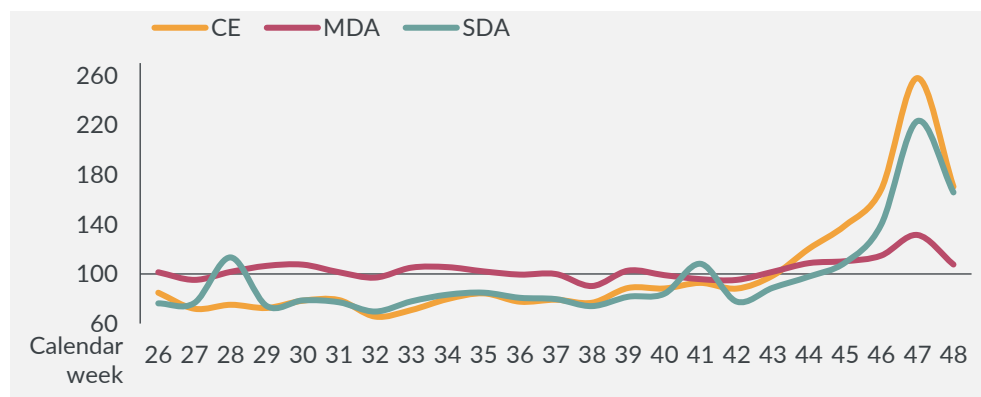
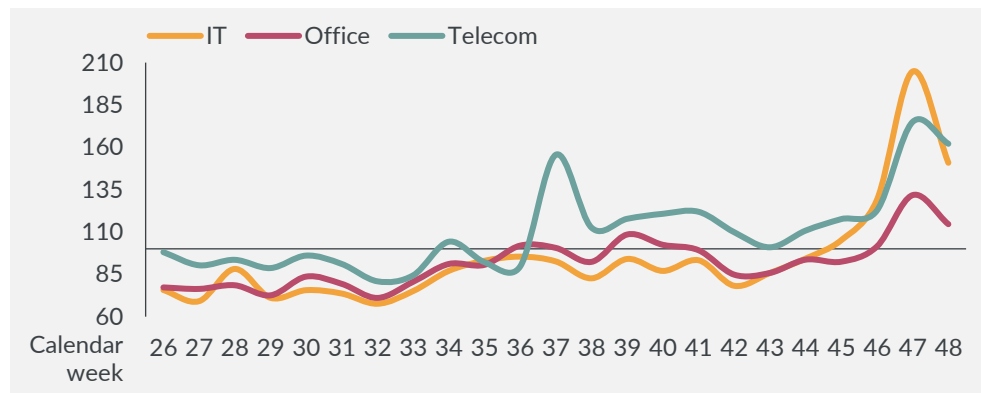
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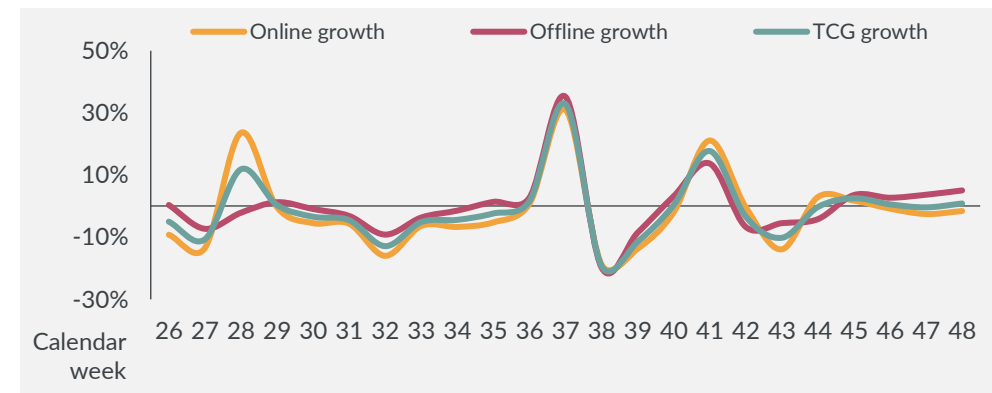
Brazil

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 48 (Nov 28 - Dec 04)

- Online sales fell by 2%, but at +5%, traditional retail compensated, resulting in a slight plus of 1% for total TCG.
- Many IT products posted double-digit negative trends, with mice in the lead at -27%. Media tablets accelerated at +31%. While inkjet printers lost 4%, laser printers won 8%. Smartphones gained 13%.
- MDA/SDA/CE products delivered an overall negative picture, led by audio home systems at -21%. Only washing machines at +8% and shavers at +1% posted a positive development.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2021 – 48 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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> France

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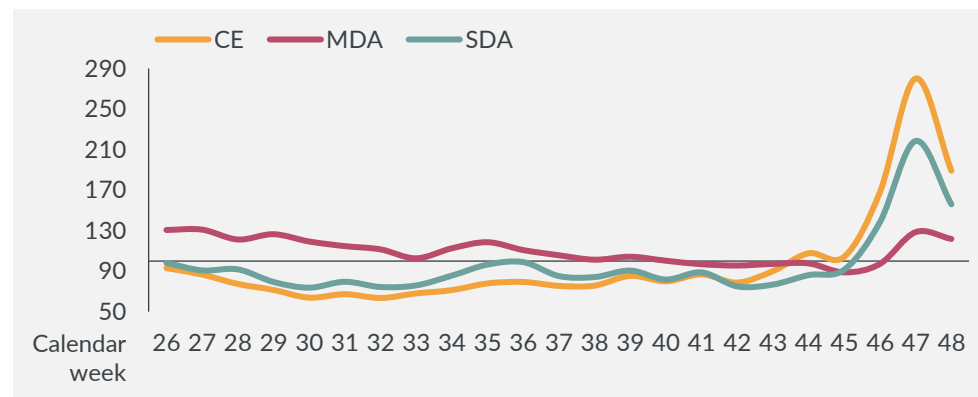
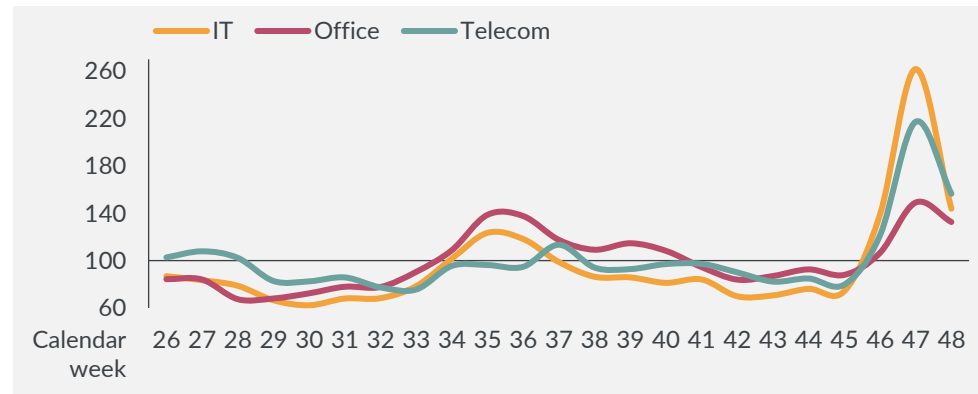
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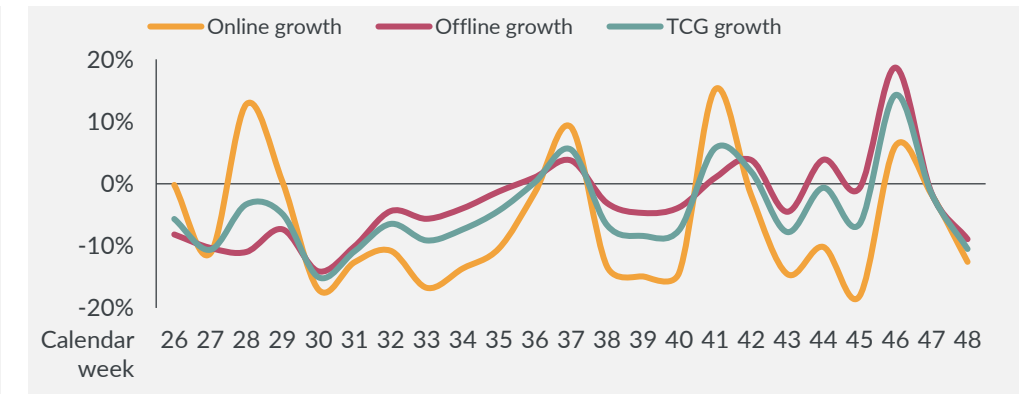
Brazil

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 48 (Nov 28 - Dec 04)

- Drops for both distribution types – traditional retail at -9% and online at -13% – led total TCG to a downswing of 11%.
- IT/Office products were double-digit negative, ranging from -36% for desk computing to -15% for keyboards and media tablets. Inkjet printers were the standout at +3%. Smartphones slumped at -13%.
- While MDAs posted +5% of growth, most SDA and CE products delivered negative rates. Dental care and air treatment were flat. Soundbars increased by 5%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2021 – 48 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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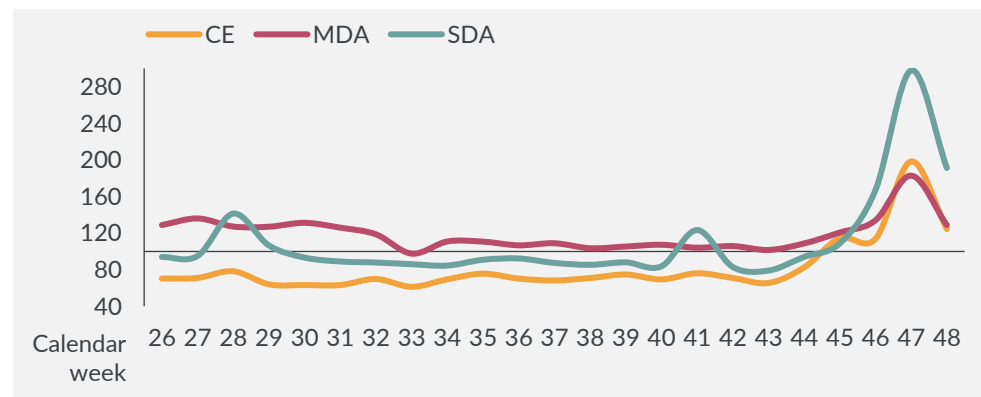
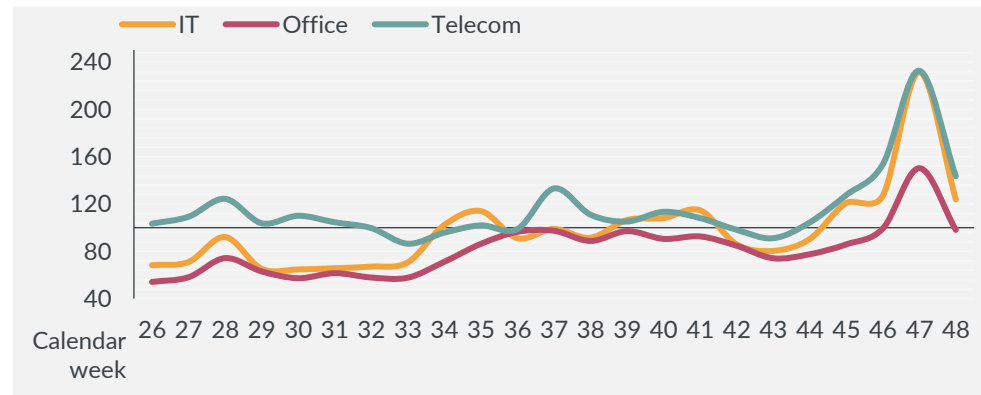
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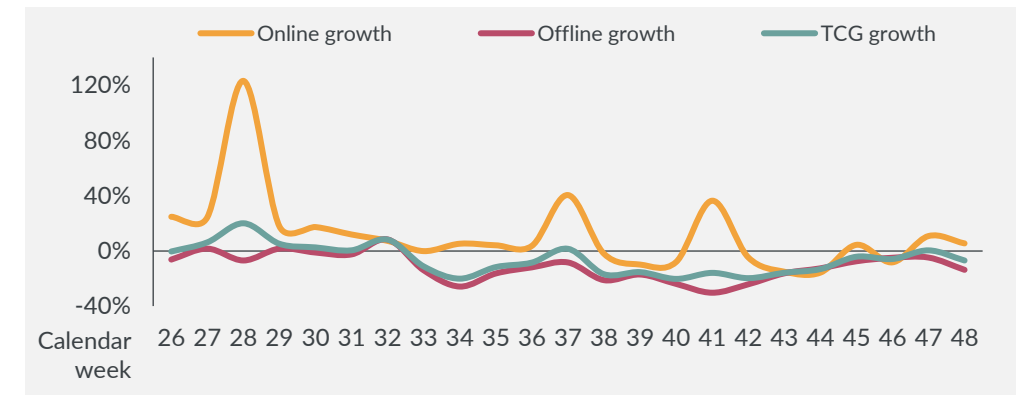
Brazil

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 48 (Nov 28 - Dec 04)

- Deceleration of traditional retail (-14%) dragged the total TCG market down by -7%. Online sales posted +5%.
- IT/Office products ranged from -21% for inkjet printers to +10% for media tablets. Smartphones decelerated at -3%.
- CE products lost in double-digits with audio home systems out in front at -33%. While MDAs were slightly positive (+1%), SDAs posted a mixed picture, ranging from -7% for air treatment to +26% for vacuum cleaners.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2021 – 48 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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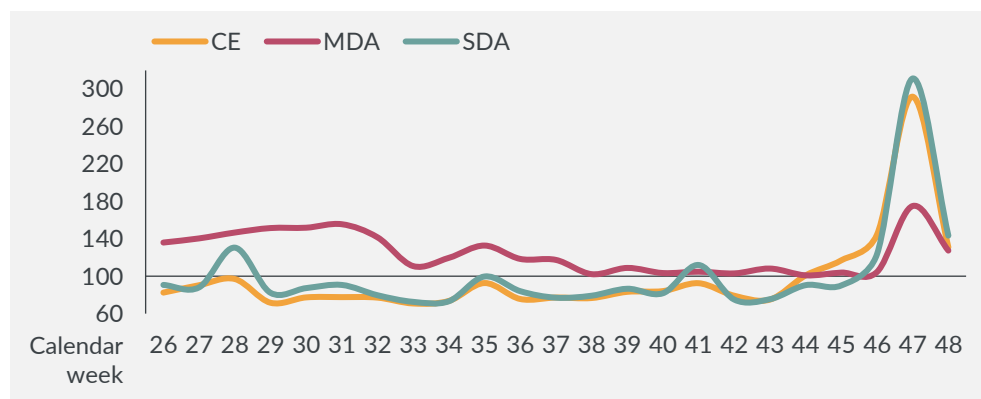
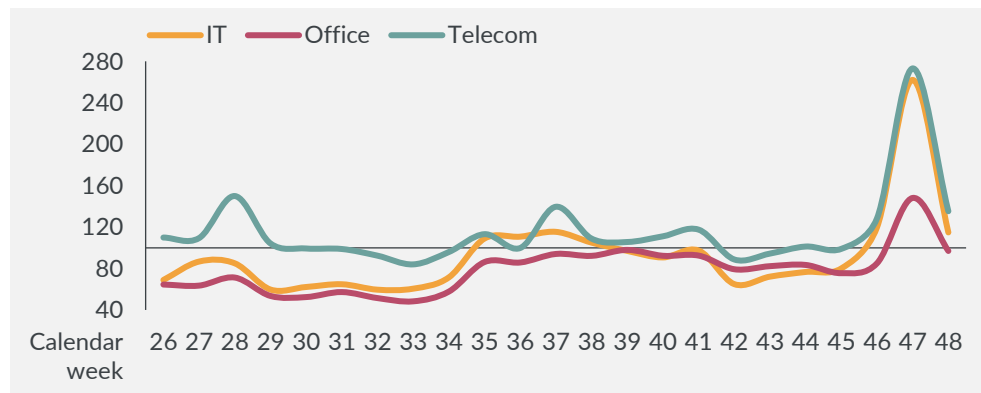
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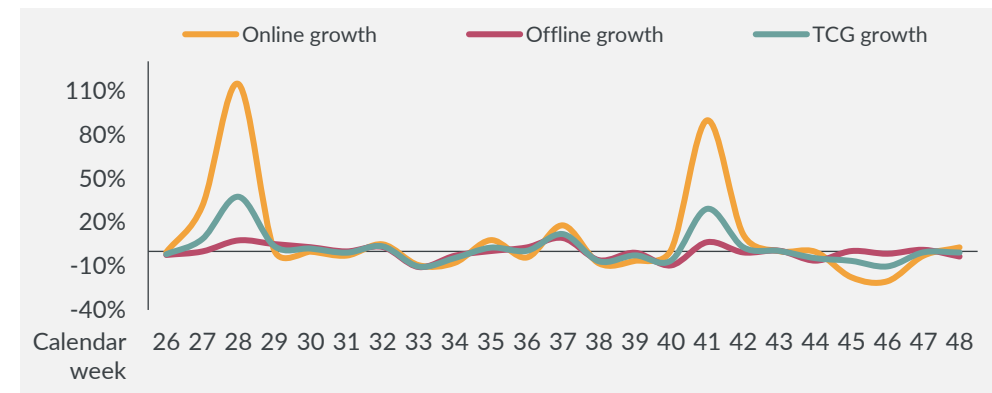
Brazil

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 48 (Nov 28 - Dec 04)

- The total TCG market lost by 1%, driven by traditional retail at -3%. Online sales at +3% failed to compensate for the losses.
- The mixed picture for IT/Office products saw media tablets in the lead at +10% and desktop computing bringing up the rear at -21%. Smartphones delivered +4%.
- Audio home systems were the weakest product group in week 48 at -38%. A mixed performance in MDA and SDA saw rates of between -8% for vacuum cleaners and +9% for cooling.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2021 – 48 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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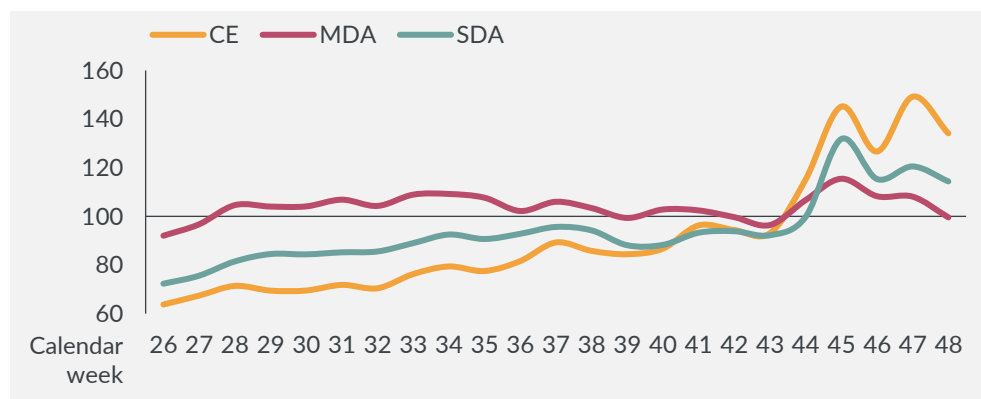
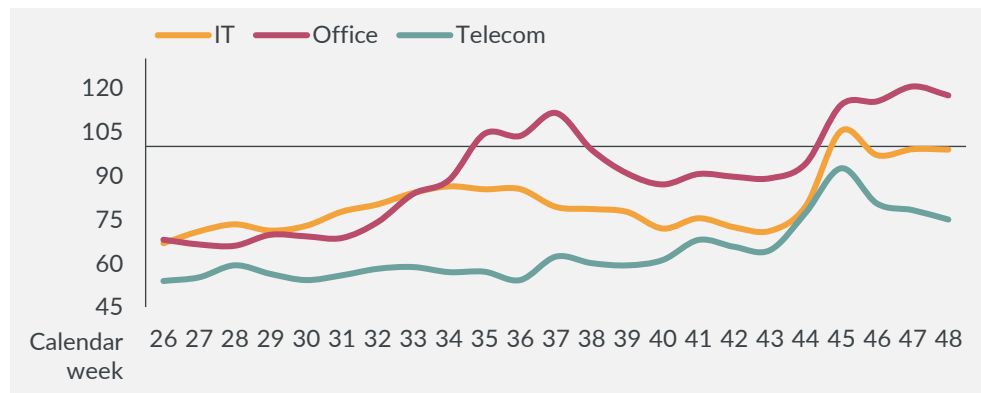
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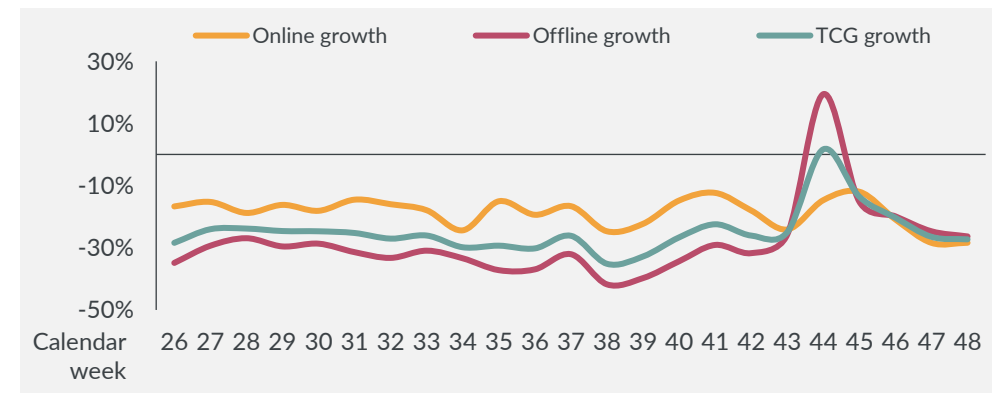
Brazil

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 48 (Nov 28 - Dec 04)

- Strong drops for both distribution types, with online sales at -28% and traditional retail at -26%, led to a decline of 27% for the total TCG market.
- Among IT/Office products, only monitors were positive at +9%. Mobile computers and media tablets declined by 33% and 37% respectively. Smartphones slumped at -39%.
- Audio home systems posted growth of +100%. Apart from air treatment at +13%, all other MDA/SDA/CE products were negative.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2021 – 48 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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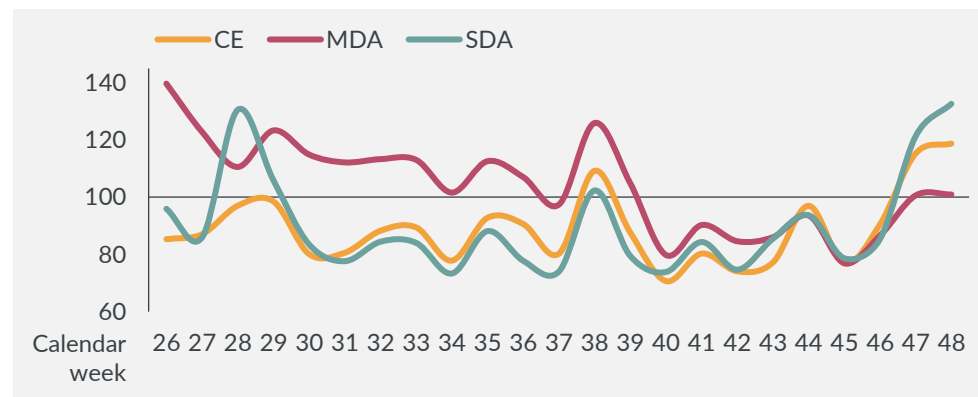
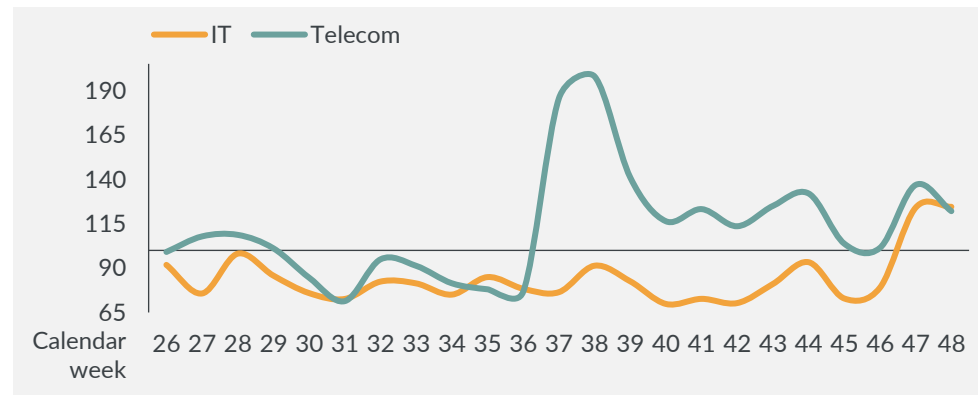
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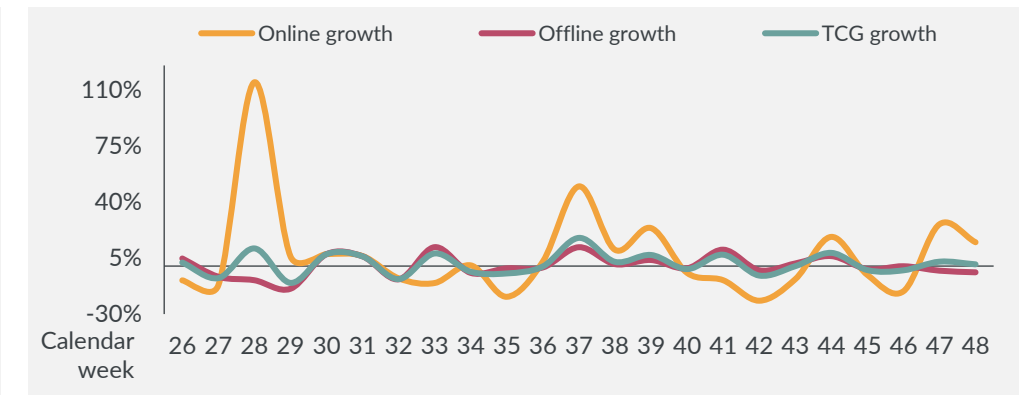
Brazil

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 48 (Nov 28 - Dec 04)

- Both distribution types experienced lower rates than in week 47. Traditional retail posted -4% and online sales delivered +15% (down from +26%), leading to a slight uptick for total TCG of 1%.
- Media tablets accelerated at +84% while mobile computing was flat. Headsets and smartphones posted increases of +3% and +12% respectively.
- MDA/SDA/CE products delivered a mixed picture, ranging from +76% for soundbars to -26% for air treatment.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2021 – 48 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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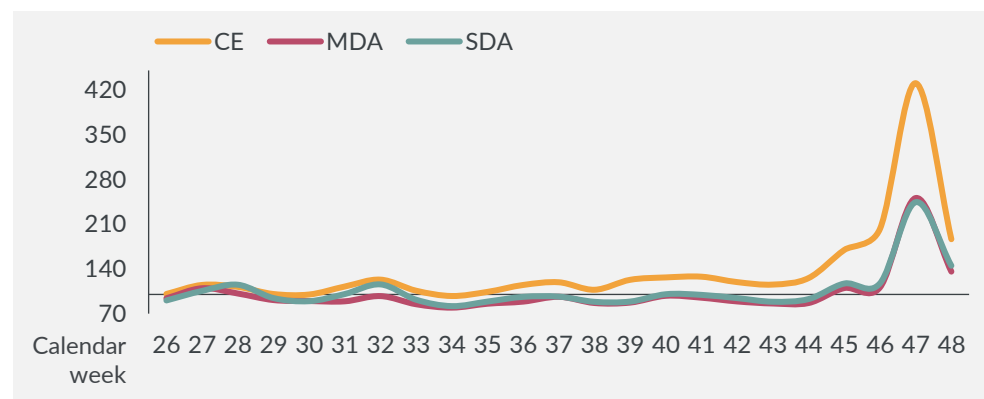
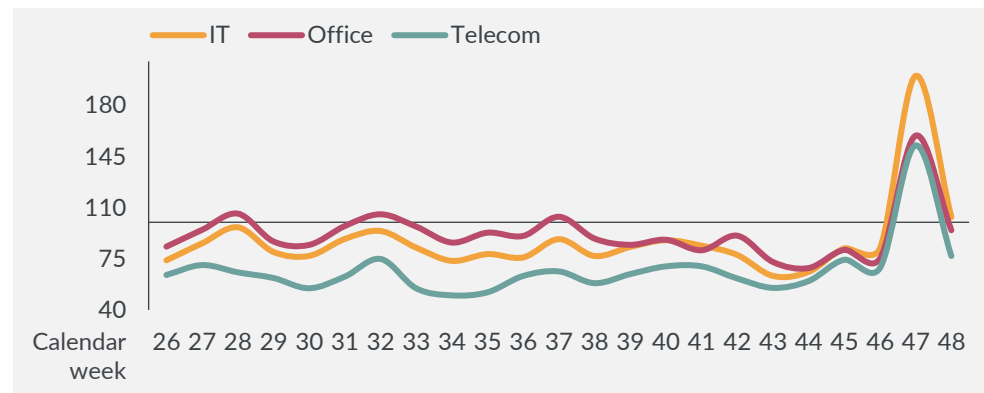
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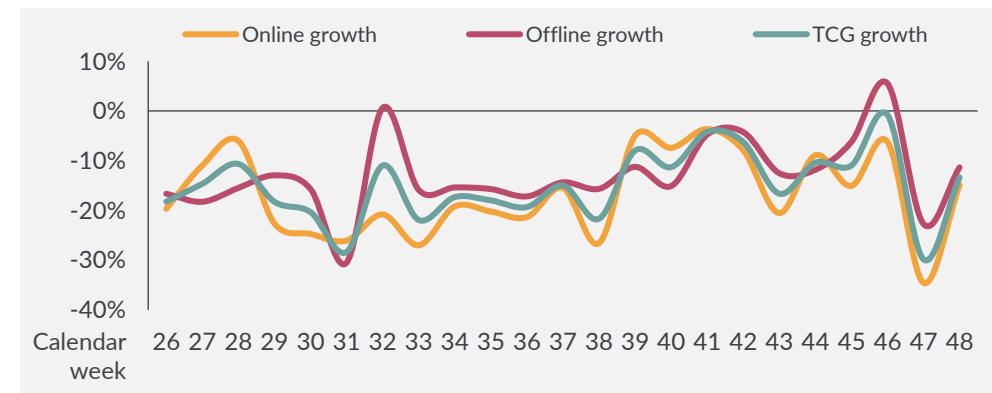
➤ Brazil

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 48 (Nov 28 - Dec 04)

- Online sales experienced a less negative trend than in week 47 at -15% (up from -35%). Combined with -11% from traditional retail, this delivered a downswing for the total TCG market of 13%.
- Smartphones slumped at -36%. Within IT/Office categories, laser printers were the weakest at -39%. Media tablets at -5% were the only single-digit negative product group.
- TVs were the best-performing category in week 48 at +36%. Vacuum cleaners posted +33%. Audio home systems were down -17%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2021 – 48 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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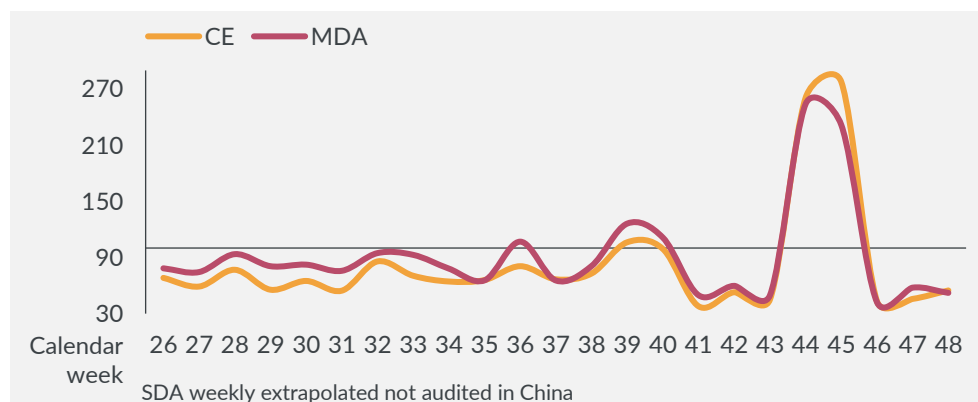
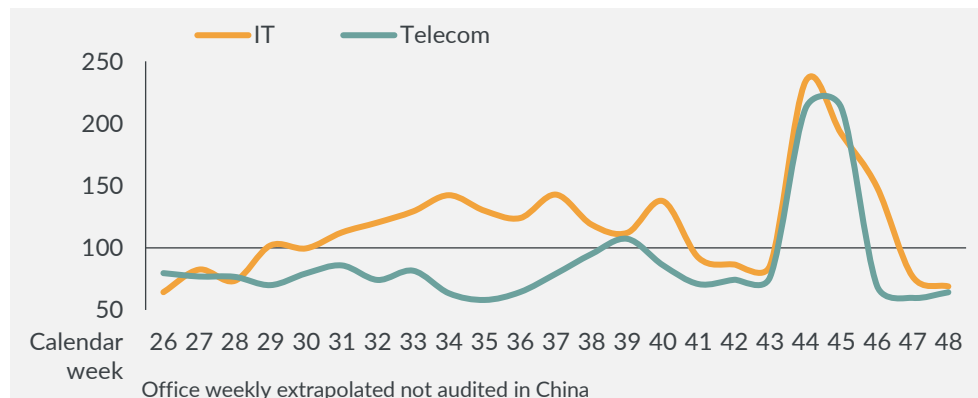
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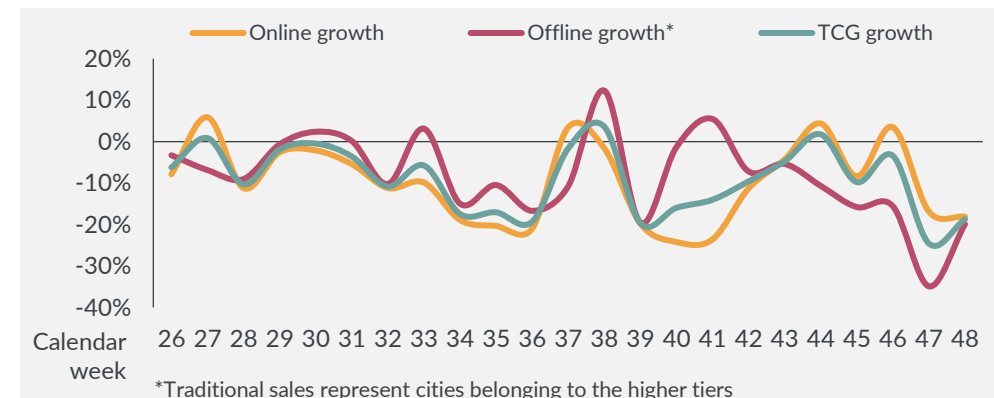
Brazil

> 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 48 (Nov 28 - Dec 04)

- Drops for both distribution types – traditional retail at -20% and online at -18% – led total TCG to a downswing of 19%.
- Mobile computers posted a slight increase of 3% compared to week 48 in 2021. Smartphones lost considerably by 24%.
- Double-digit declines were experienced by TV sales (-15%) and washing machines (-14%). Cooling delivered -8%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2021 – 48 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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