



Growth
from
Knowledge

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 142

cw06/2023

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.

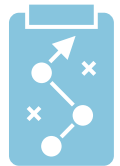
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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?



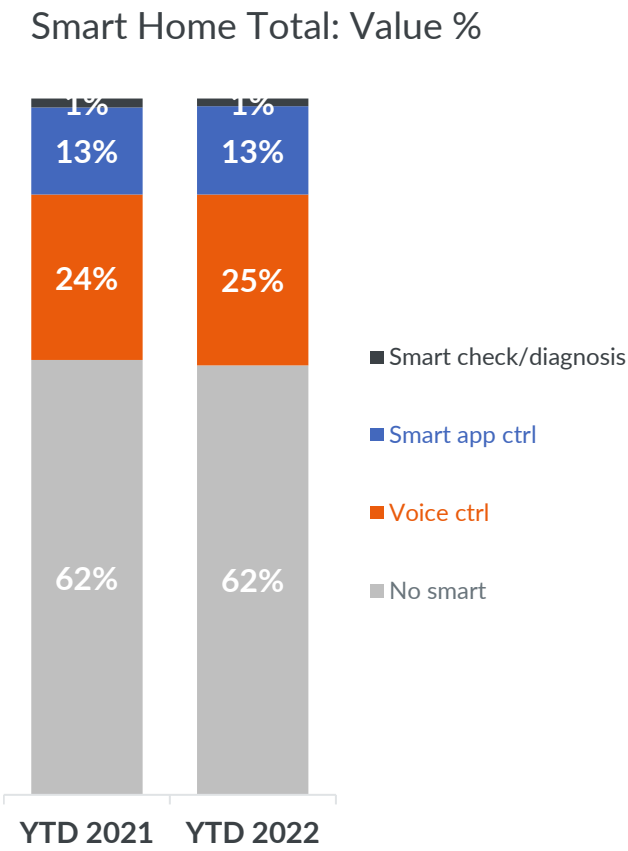
Simply [log in](#) to the platform, or [request access](#) to get started with **gfknewron**!

Fact of the Week

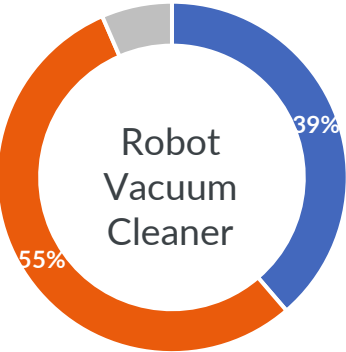
Voice control is increasingly becoming a convenience factor in smart products



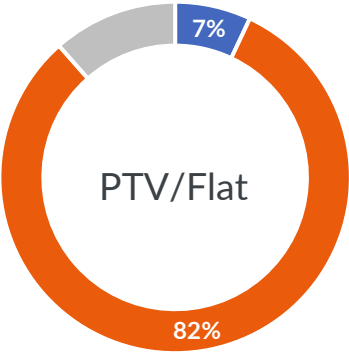
- About **gfknewron**
- > Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China



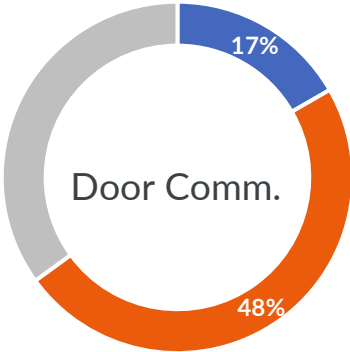
In some categories voice control is already a baseline. In others it is a growth feature.



+8%



-6%



+11%

+/- Growth in EUR % vs YTD 2021

Source: Market Intelligence Sales Tracking, Period Jan-Sep 2022, Countries: EU14, Measured using Smart Connect feature and feature values app control and voice control
For door communication, not tracked in all of the EU14 countries.

Weekly retail insights from the Point of Sale

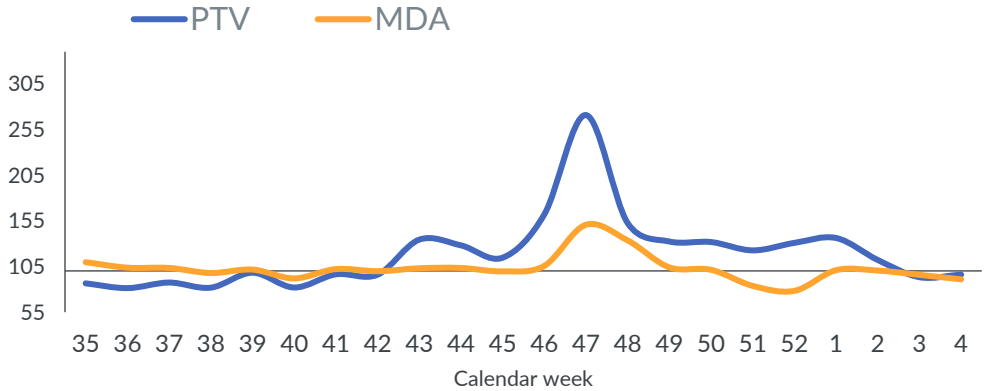
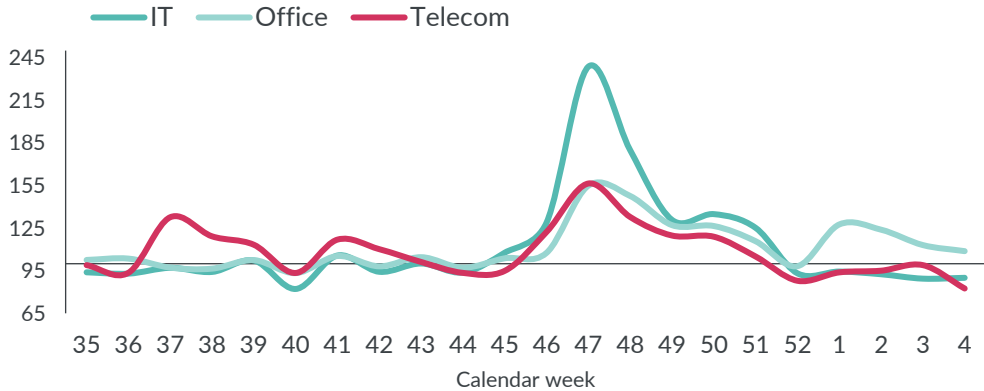
Spotlight on Germany



- About **gfknewron**
- Fact of the week
- > Germany**
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

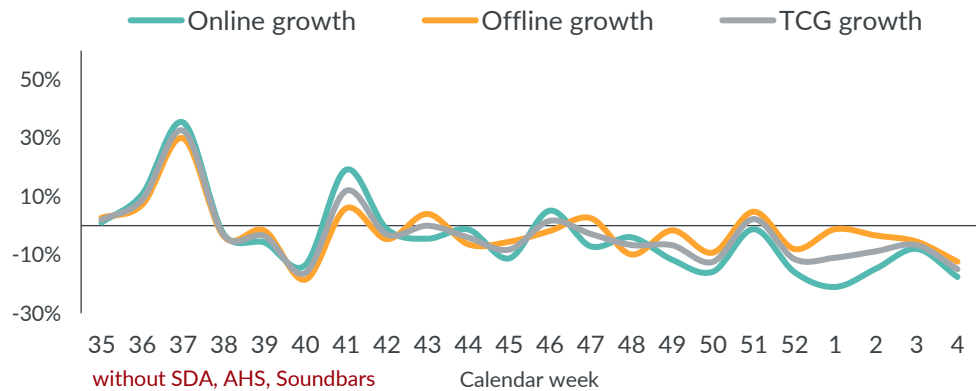
Please note: Below lines depict a sales index vs an average 2022 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2022).

Index: 2022 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 04 (Jan 23 – Jan 29)



- The total TCG market (excluding SDA, audio home systems, and soundbars in week 4) dropped by 15%, driven by online sales at -18%. Traditional retail was down -12%.
- IT/Office products ranged from -25% for mobile computing to +16% for laser printers. Monitors were up 2%. Smartphones lagged at -7%.
- CE products declined in double-digits of more than 20%, with TVs losing 24%. Cooling was up 7% and washing machines slightly declined at -4%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2022 – 04 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop 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): 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 Great Britain



About **gfknewron**

Fact of the week

Germany

> Great Britain

France

Italy

Spain

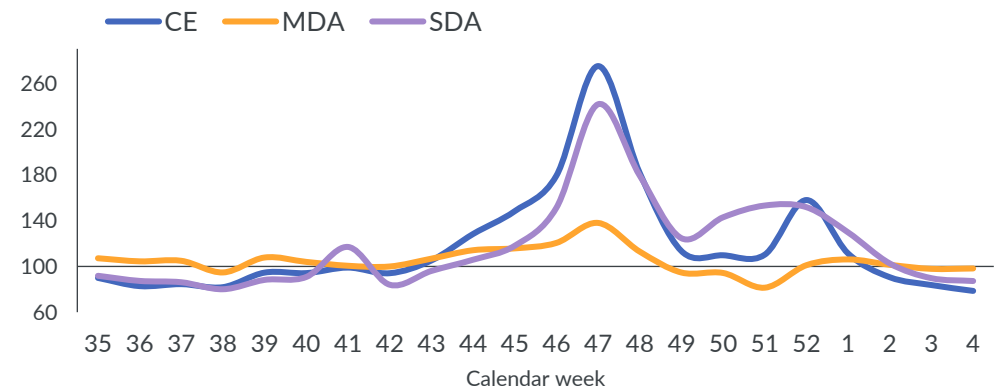
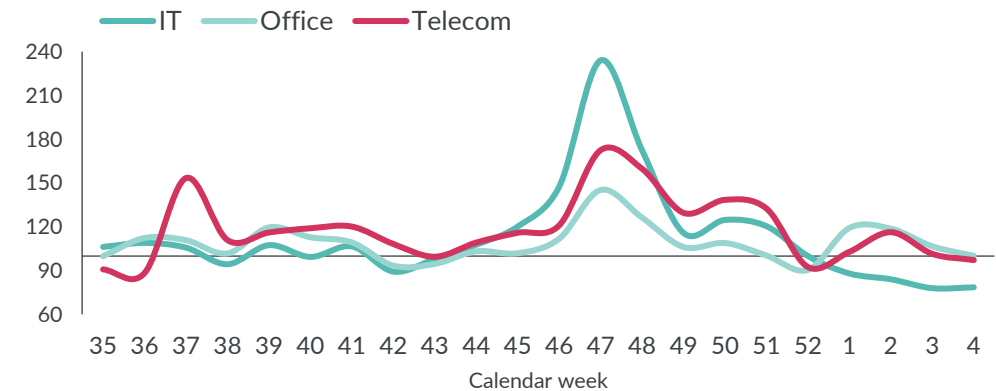
Russia

Japan

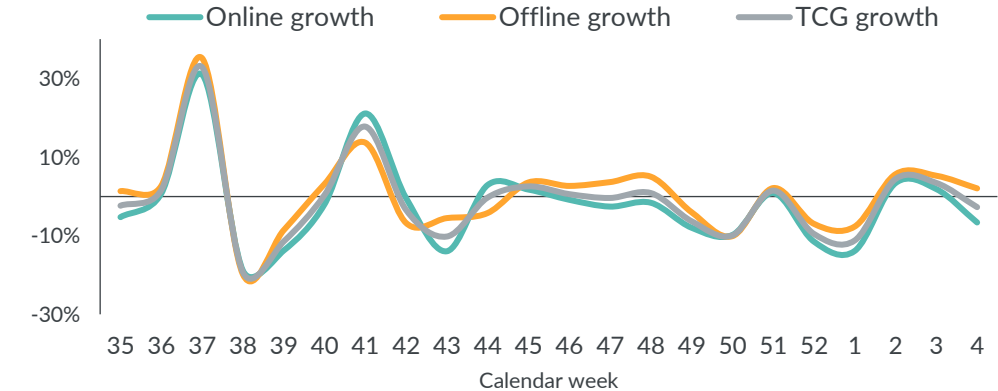
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- Online sales delivered -7% (+2% the previous week). At +2%, traditional retail could not compensate for online losses, resulting in a score of -3% for the total TCG market.
- All IT/Office categories lost in solid double digits, ranging from -31% for desk computing to -13% for inkjet printers. Smartphone sales accelerated at +15%.
- CE products declined in double-digits, too, with TV sales losing 25%. The mixed picture for MDA/SDA categories saw shavers in the lead (+6%). Cooling was flat and food preparation declined by 12%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 04 2023; 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

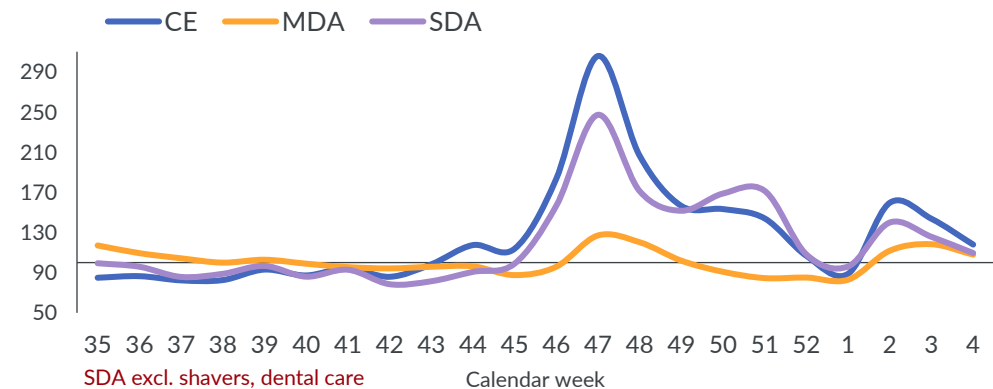
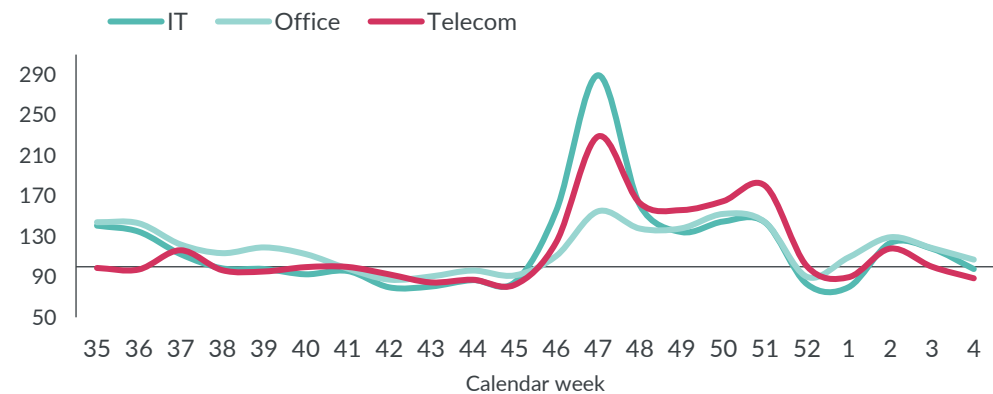
Weekly retail insights from the Point of Sale

Spotlight on France

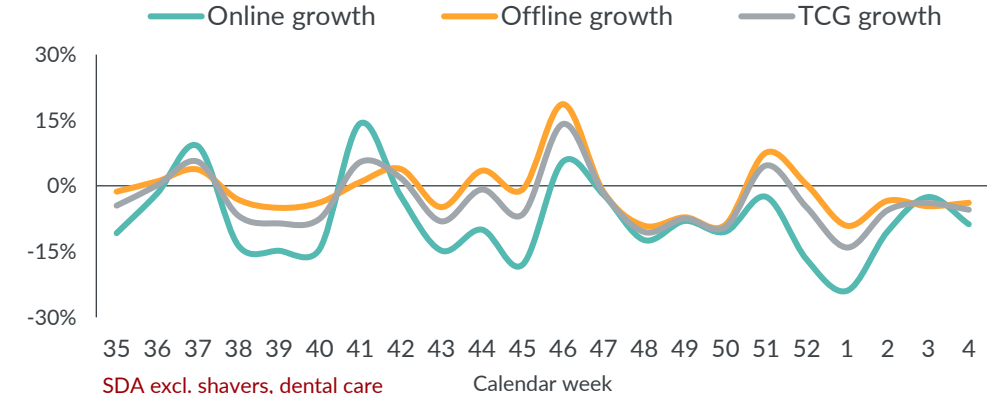


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- > France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- Online sales delivered -10% (-3% the previous week) and traditional retail was down -5% (-6% the previous week), resulting in a downswing of the total TCG market of -7%.
- Many IT/Office products were double-digit negative, led by desk computing at -31%. Inkjet printers were the least negative, at -3%. Smartphones lagged at -9%. Headsets were up 6%.
- The mixed picture for MDA/SDA/CE products mostly saw single-digit ups and downs. There was growth of 14% for air treatment. At the other end of the scale, audio home systems posted -20%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 04 2023; 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, food preparation, 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

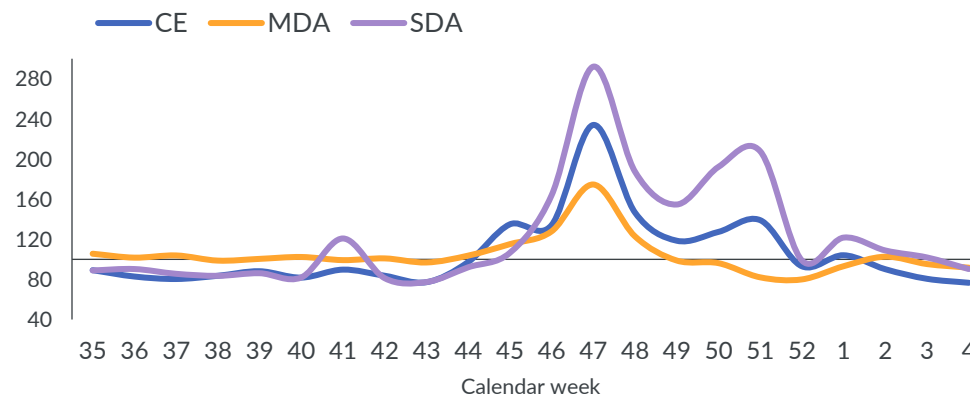
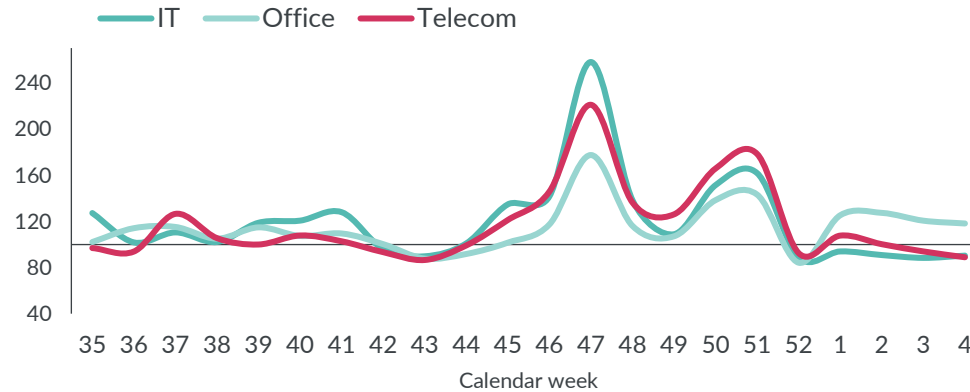
Russia

Japan

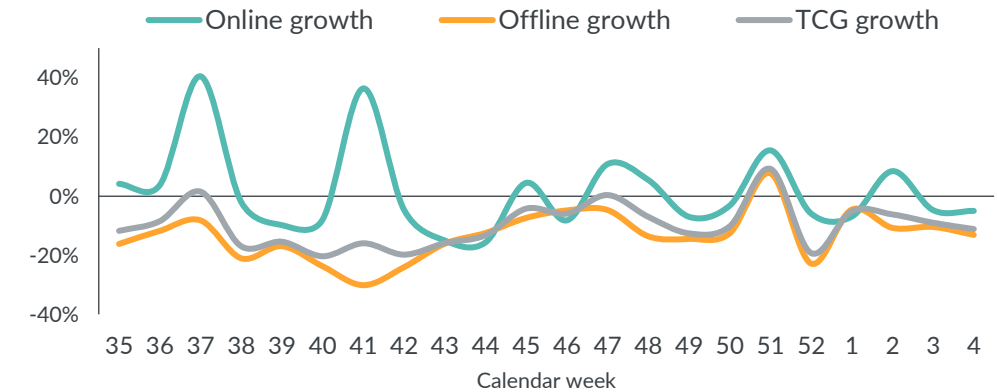
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- The total TCG market fell by 11%, driven by traditional retail posting -13% in week 4 2023. Online sales were less negative at -5%.
- IT/Office products ranged from -5% for laser printers to -30% for inkjet printers and -27% for desk computing. Smartphones were stable at -0.7%.
- While CE products lost in double digits (TVs posted -38%), air treatment delivered growth of 51%, followed by vacuum cleaners at +21%. Food preparation and hot beverage makers lagged at -8% and -7% respectively. Shavers were flat. MDAs gained 4% (cooling at +7%, washing machines at +3%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 – 04 2023; 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, 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

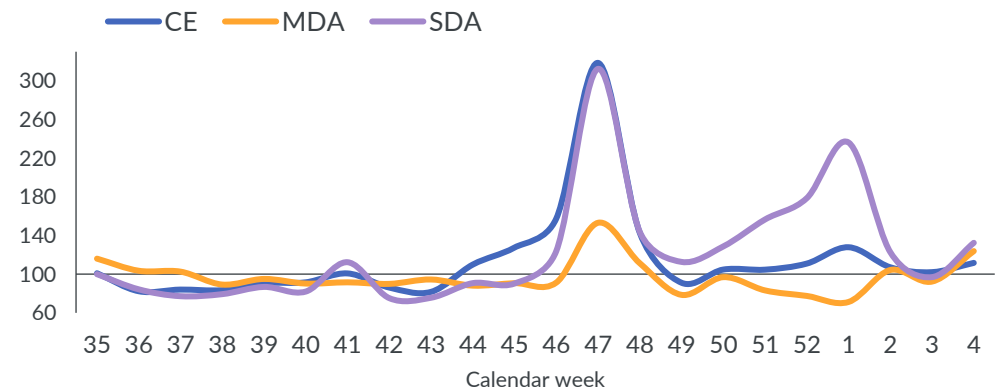
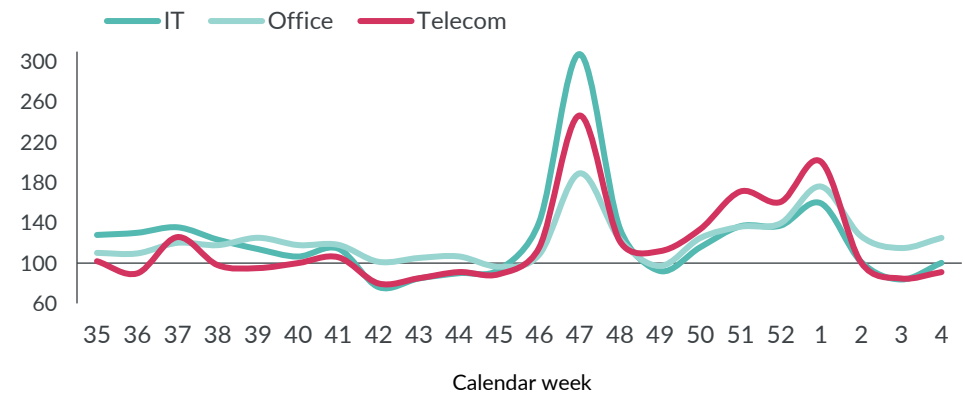
Russia

Japan

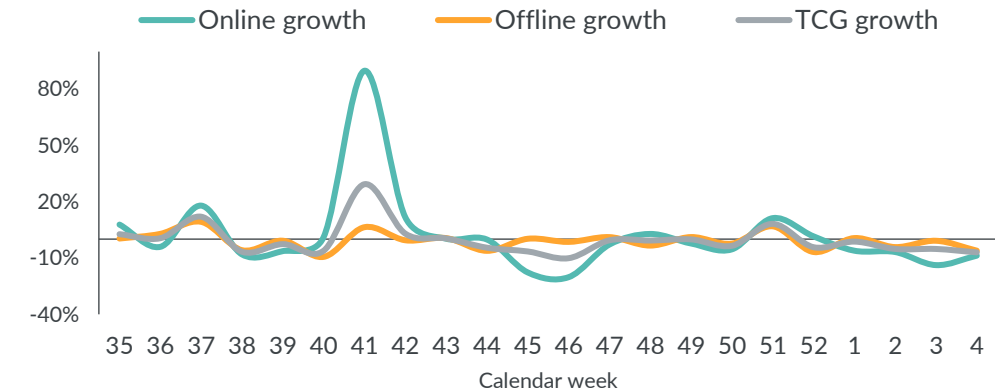
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- Traditional retail experienced a minus of 6% vs week 4 in 2022 and online sales were down by -9%, resulting in a downswing of the total TCG market of 7%.
- Desktop computing (-27%) was the worst performing product group among IT/Office products. Mobile computing slumped at -18% and laser printers were down 15%. Smartphones were flat.
- MDA/SDA/CE products posted a mixed picture with hot beverage makers in the lead at +11% and audio home systems bringing up the rear at -25%. TV sales lagged at -17%. MDAs were up 4%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 – 04 2023 (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



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

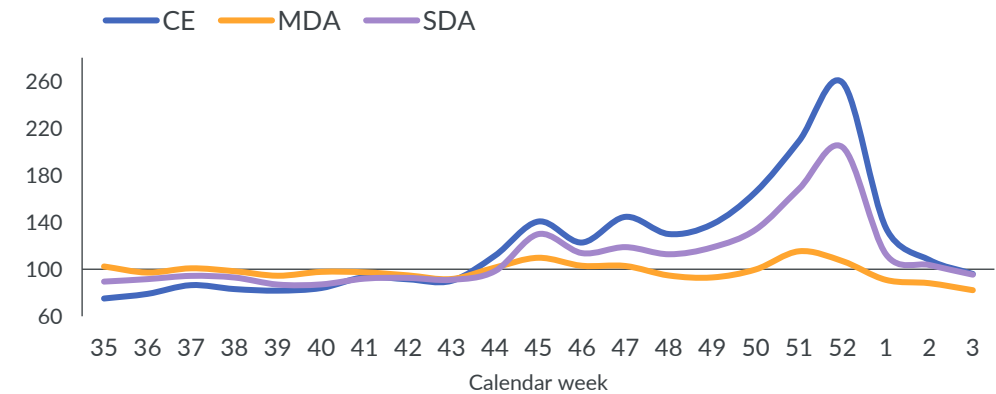
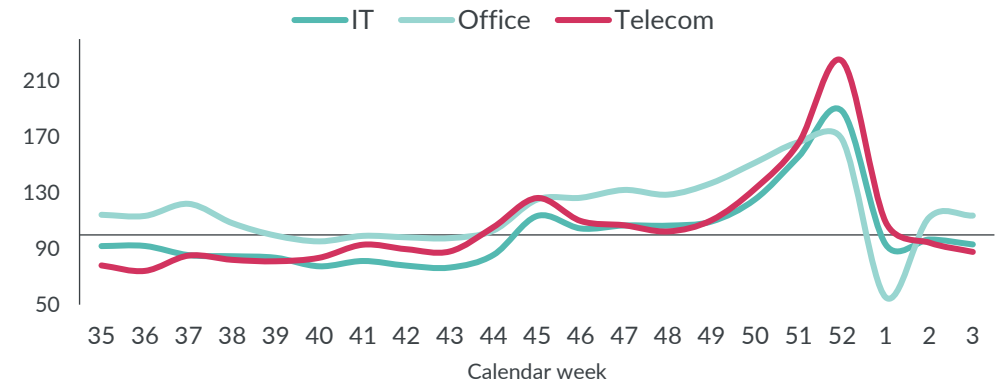
> Russia

Japan

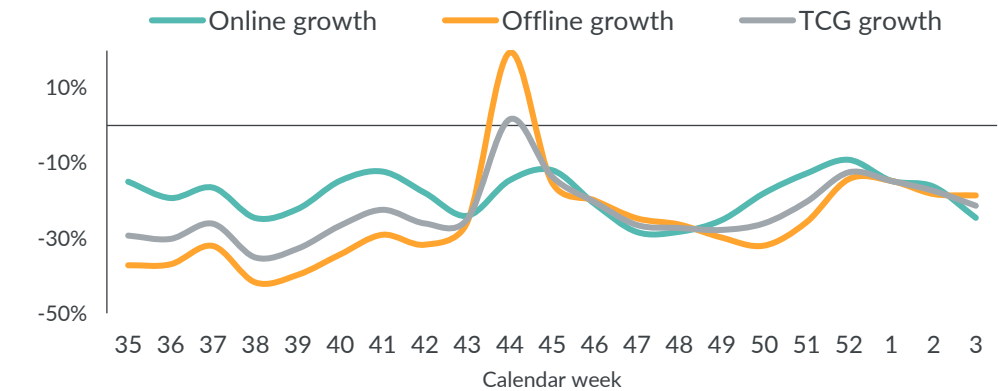
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)

■ No update available for week 4.



Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2022 – 03 2023; 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



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

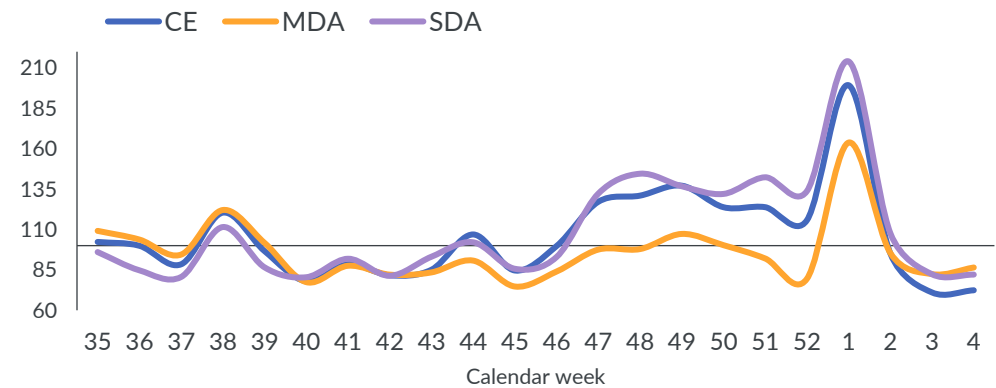
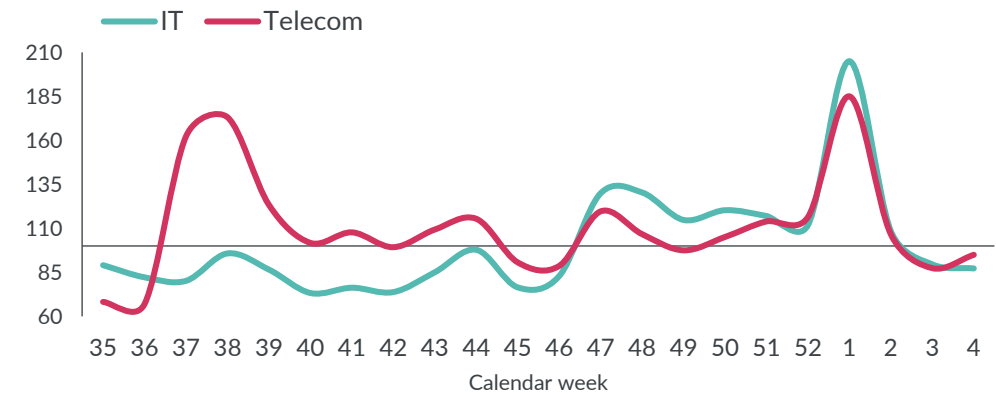
Russia

➤ Japan

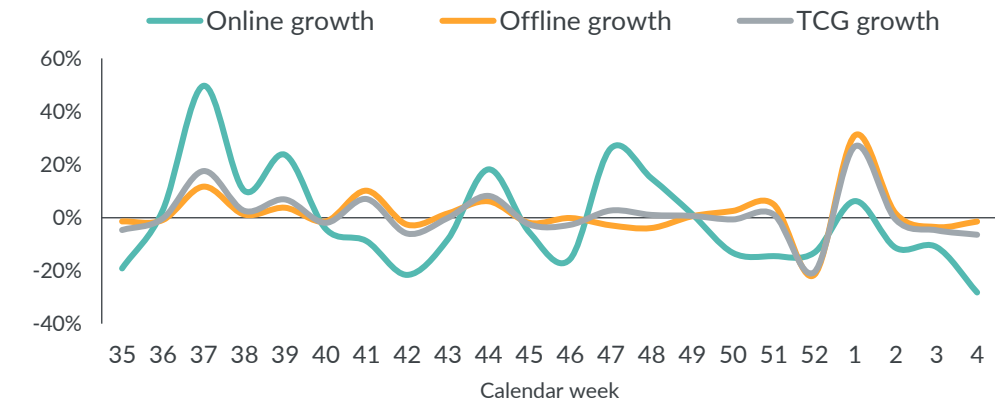
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- After a spike at +31% in week 1, traditional retail posted a slight decrease of 2%. Combined with decelerating online sales (-28%) this delivered a downswing of the total TCG market of 6%.
- IT products experienced negative trends with media tablets at -15% and mobile computing at -10%. Headsets were down 11%, while smartphones posted +12%.
- Air treatment was the weakest product group within MDA/SDA/CE products at -37%. All other saw negative trends, too, mostly in double digits with the exception of cooling at +5% and shavers at +4%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 04 2023; 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

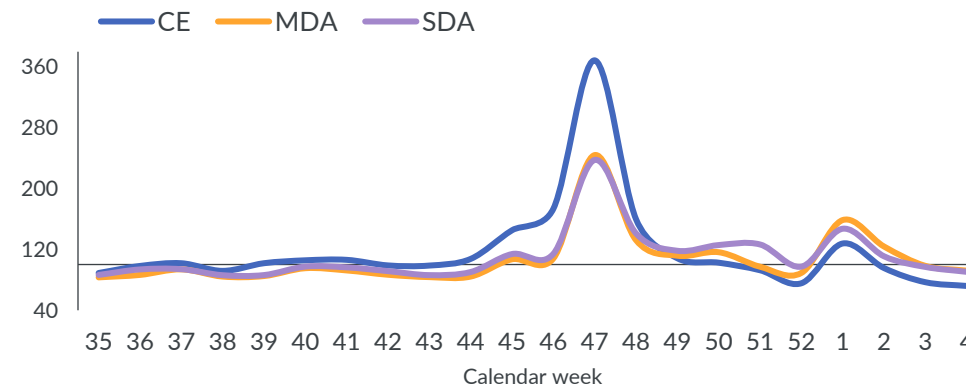
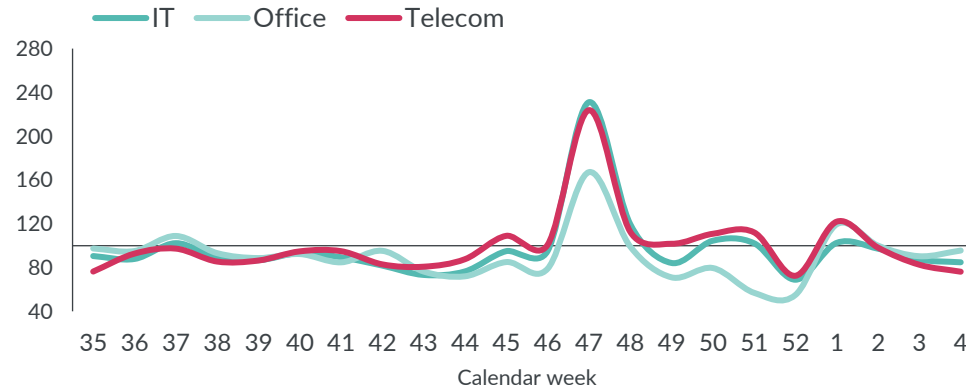
Russia

Japan

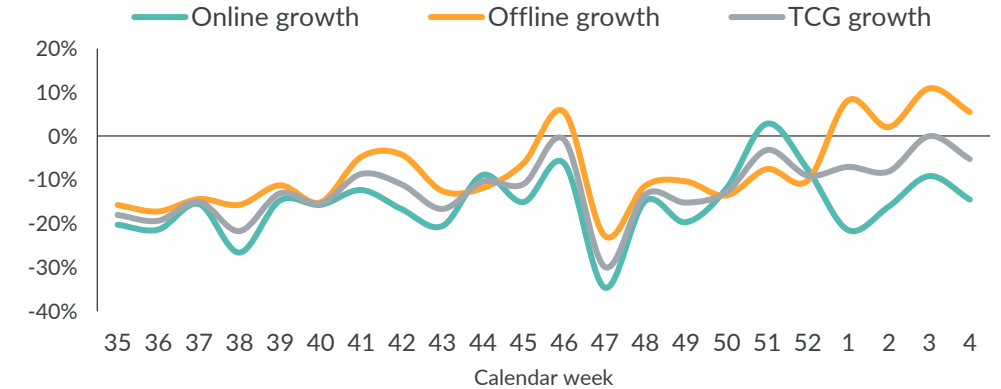
➤ Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 03 (Jan 16 – Jan 22)



- Traditional retail experienced a plus of 5% vs week 4 in 2022, but this failed to compensate for the losses of online sales (-14%) and left total TCG at a minus of 5%.
- The rates for IT/Office products ranged from -18% for mobile computing to +7% for media tablets. Smartphones lagged at -13%.
- The overall positive picture for MDA/SDA/CE product groups delivered double-digit growth for hot beverage makers (+35%), shavers (+29%), and washing machines (+19%). TV sales experienced an uplift of 3%. Audio home systems (-10%) and food preparation (-3%) posted negatives trends.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 04 2023; 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 – 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

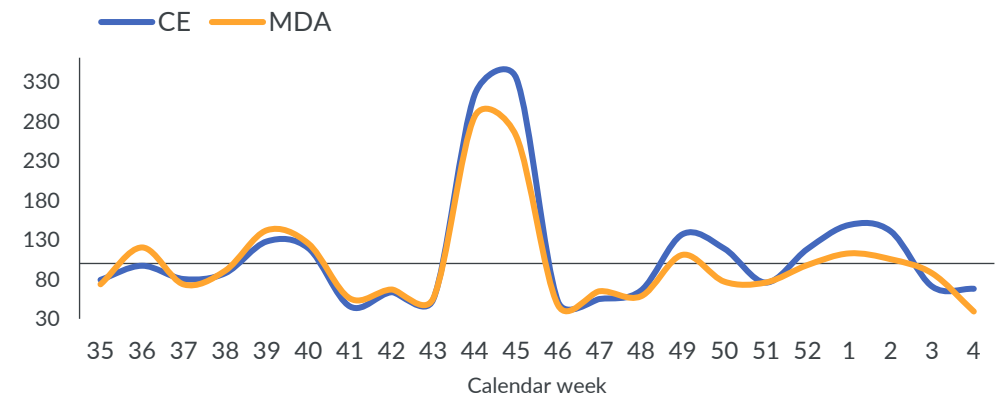
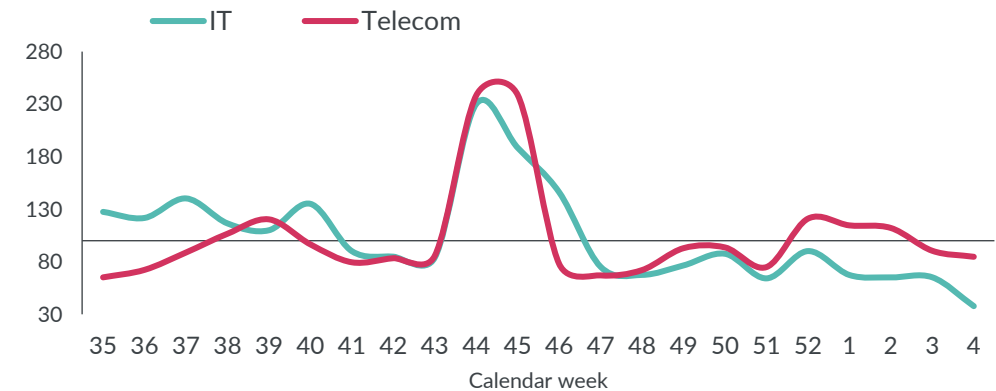
Russia

Japan

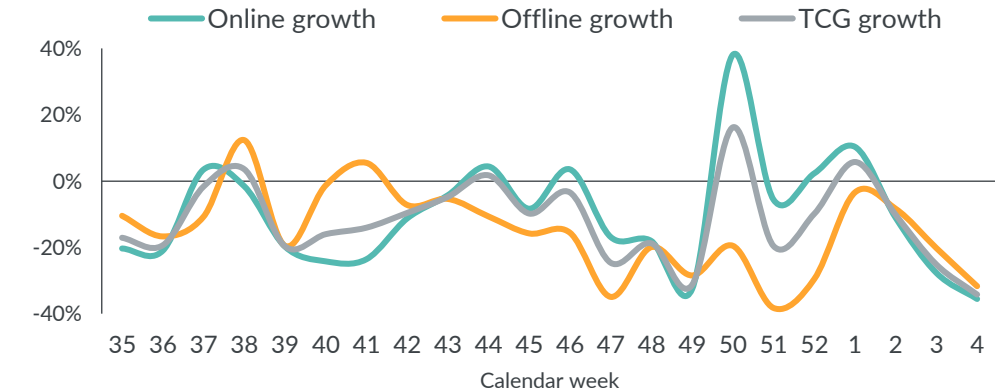
Brazil

> China

Index: 2022 average weekly turnover in EUR = 100*



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %**



Key take aways in calendar week 04 (Jan 23 – Jan 29)



- After growth of 10% in week 1, online sales dropped by 36% in Chinese New Year week, leading to a downswing of 34% for the total TCG market. Traditional retail posted -32%, down from -20% in week 3.
- Mobile PCs decelerated by 52%. Smartphones delivered a minus of 23%.
- Week 4 in 2023 saw remarkable drops for TV sales (-57%), washing machines (-54%), and cooling (-59%).

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2022 – 04 2023; 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. *Office and SDA weekly extrapolated not audited in China. **Traditional sales represent cities belonging to the higher tiers.



Growth
from
Knowledge

Received
this from a
colleague?

[Register now](#) to get
this weekly report
delivered direct
to you.