



Growth
from
Knowledge

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 151
cw15/2023

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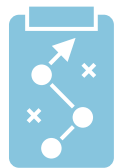
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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Fact of the Week

Printing Devices stay above 2019 – driven by Ink while Laser stays below pre-pandemic level

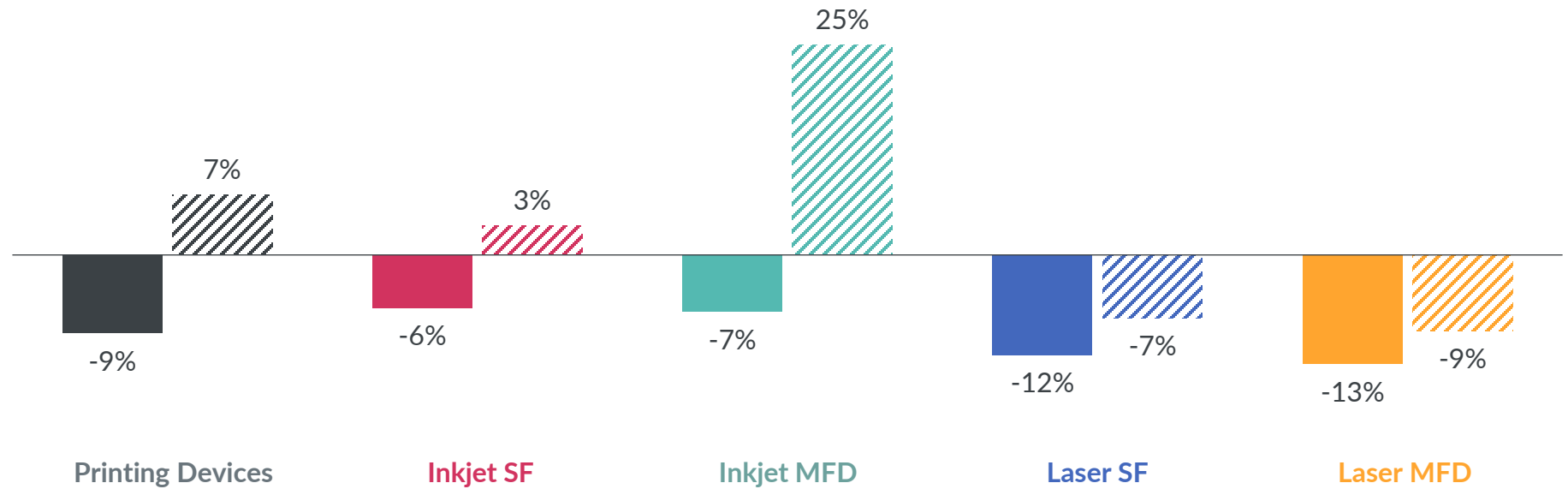


About **gfknewron**

Sales value growth USD | 2022 vs 2019 | Jan - Dec 2022

> Fact of the week

■ 2022 vs 2021 ▨ 2022 vs 2019



Weekly retail insights from the Point of Sale

Spotlight on Germany



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).

Please note: Below lines depict the sales growth rate vs same week of previous year.

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Fact of the week

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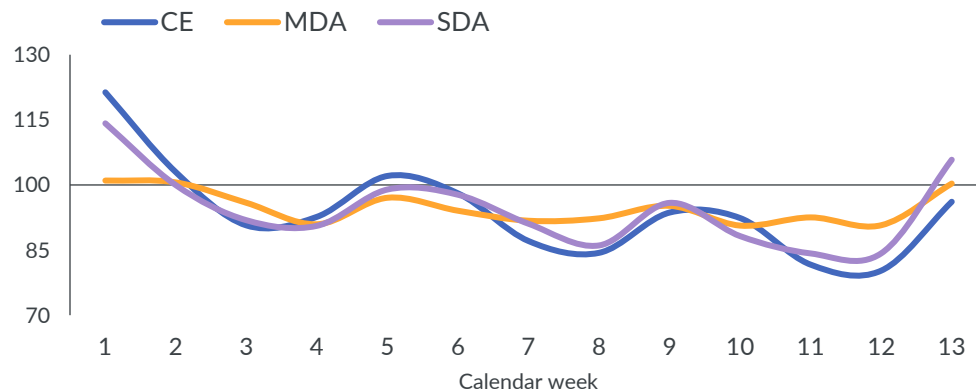
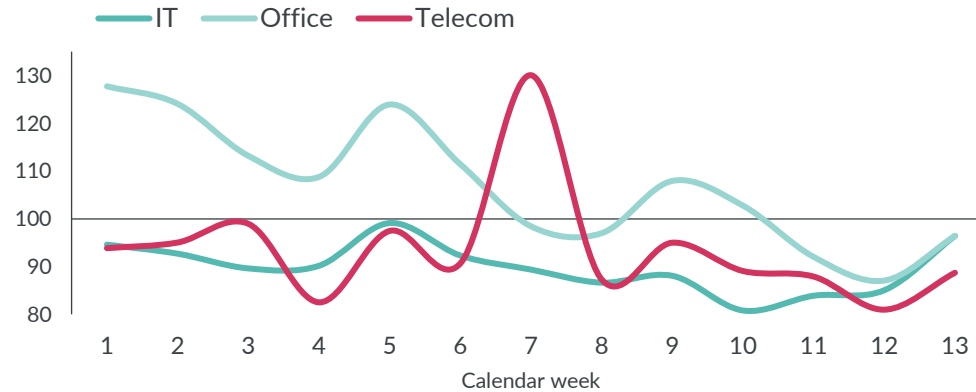
Russia

Japan

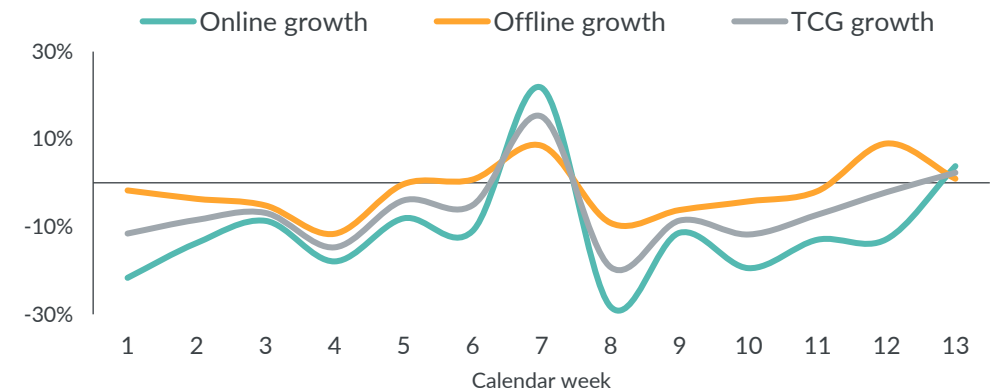
Brazil

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 13 (Mar 27 – Apr 07)



- The recovery of online sales from -13% in week 12 to +4% in week 13 boosted the total TCG market to +2%. Traditional retail increased slightly by 1%.
- Except for media tablets at +18%, IT products declined, led by desk computing at -12%. Laser printers were up by 8%. Smartphones fell by 1%.
- With the exception of air treatment (-24%) and cooling (-2%), MDA/SDA and CE categories accelerated, mostly in double digits, led by dental care at +27% and vacuum cleaners at +25%. TV sales were slightly less dynamic at +5%.

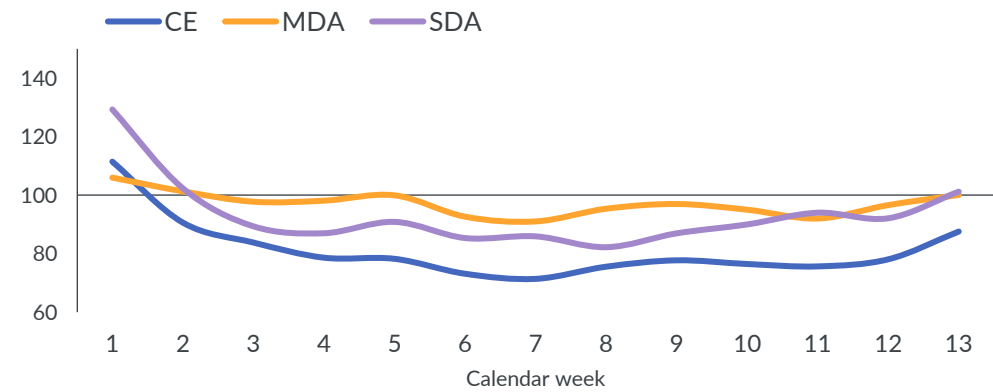
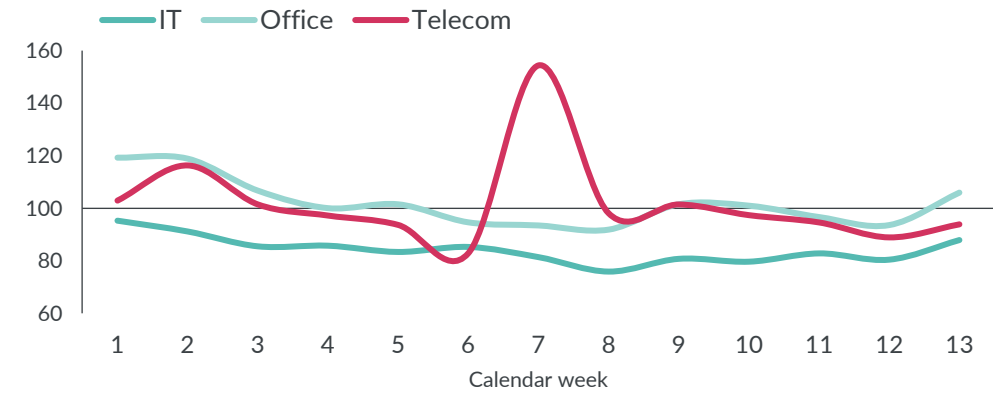
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

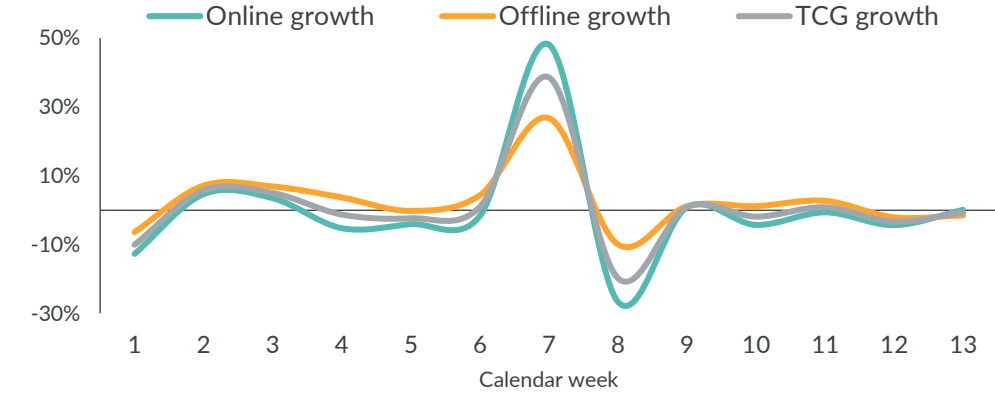


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Index: 2022 average weekly turnover in EUR = 100



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



Key take aways in calendar week 13 (Mar 27 - Apr 07)



- The deceleration of traditional retail (-2%) dragged the total TCG market down by 1%. Flat online sales were not able to compensate for the losses.
- Mice were the best-performing product group in week 13, at +46%, followed by laser printers at +43%. The remaining IT/Office categories posted a mixed picture. Smartphones lagged at -4%.
- The CE sector declined by 2% led by TV sales losing 3%. Most MDA/SDA categories were double-digit positive, ranging from hot beverage makers ahead at +36% to +12% for washing machines. Cooling was slightly weaker at +6%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 13 2023; 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): 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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Germany

Great Britain

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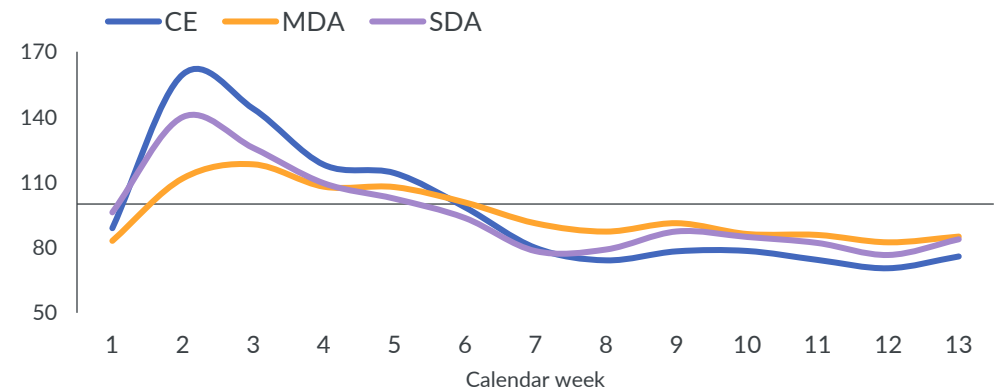
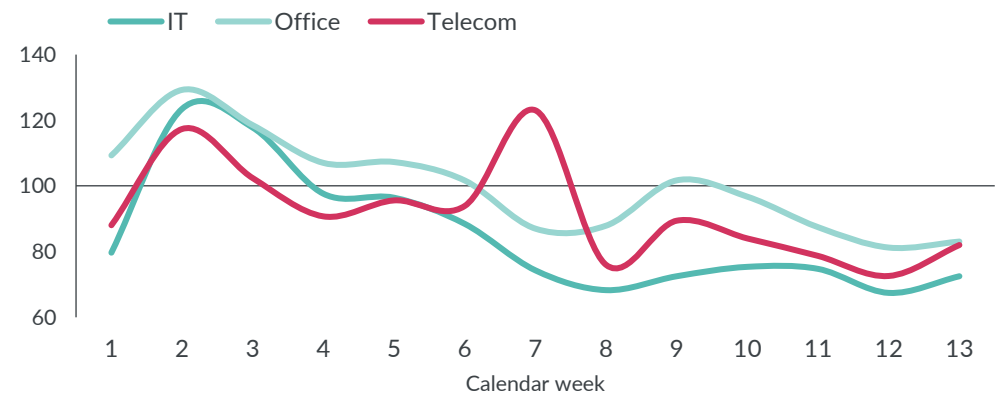
Russia

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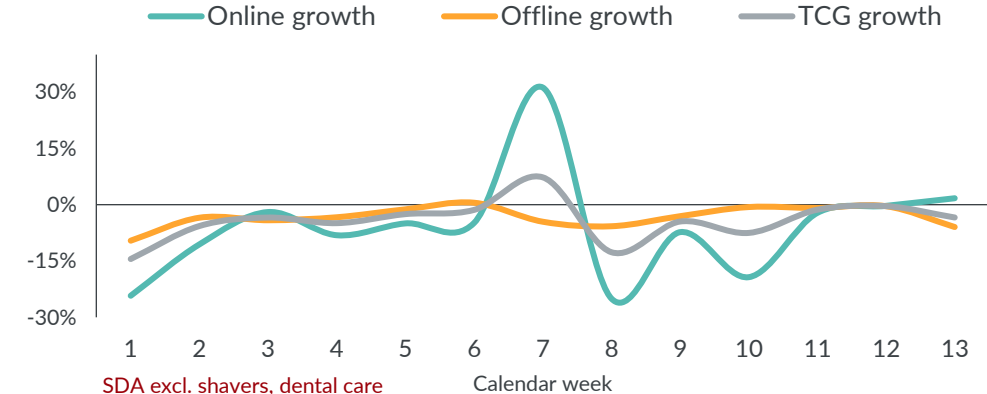
Brazil

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 13 (Mar 27 – Apr 07)



- Online sales delivered +2% and traditional retail was down -6%, resulting in a downswing of the total TCG market of -3%.
- The mixed picture for IT/Office products saw negative trends for laser printers (-30%) and desk computing (-31%) and single-digit positive figures for peripherals. While smartphones lagged at -4%, headsets were up 7%.
- There were mixed trends for MDA/SDA/CE products as well, ranging from +4% for vacuum cleaners to -30% for air treatment. TVs were flat at -0.7%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 13 2023; 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, 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**

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Germany

Great Britain

France



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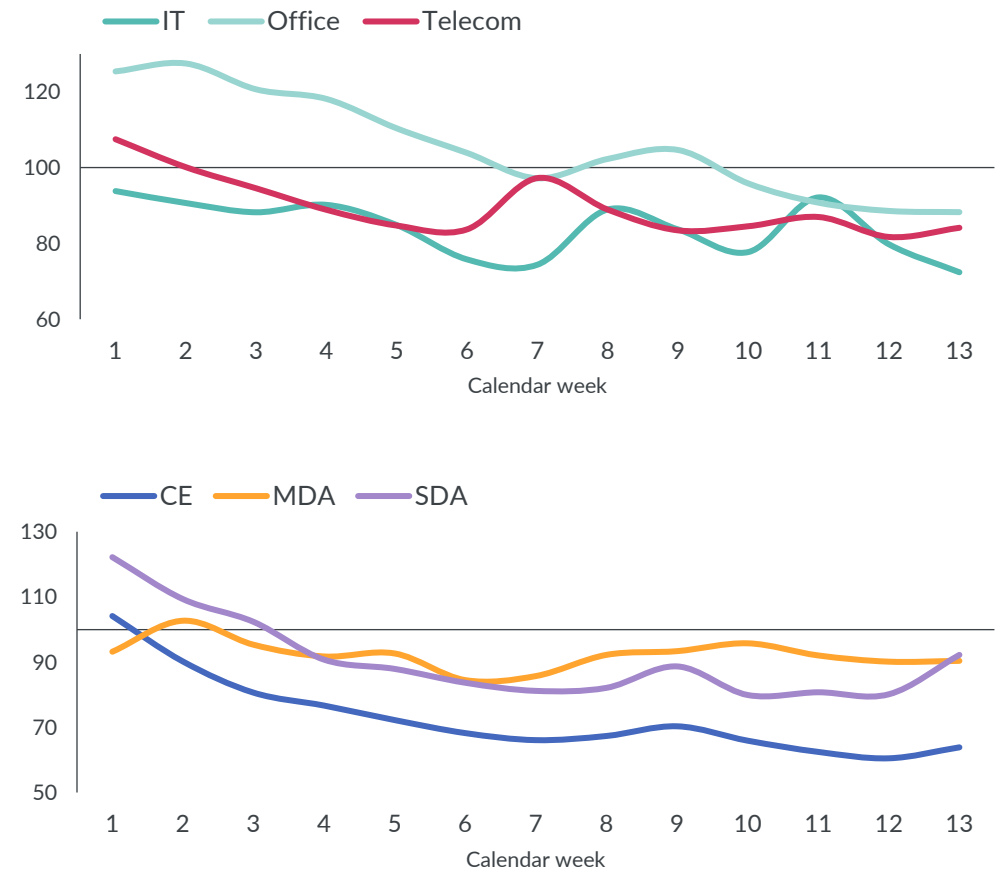
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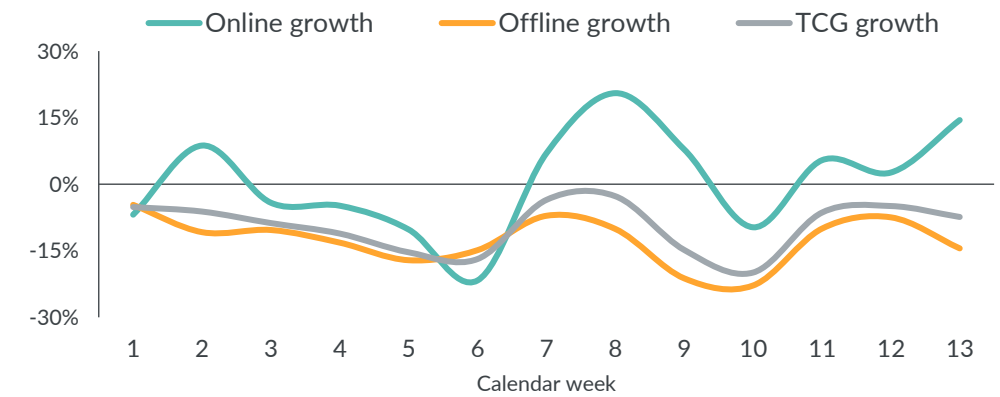
Brazil

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 13 (Mar 27 - Apr 07)



- The total TCG market fell by 7%, driven by traditional retail posting -14% in week 13 2023. Online sales at +14% could not compensate for the losses.
- Except for laser printers at +1%, all other IT/Office products decreased in double digits, led by desk computing at -15%. Smartphones accelerated at +10%.
- While CE products lost in solid double digits (TVs posting -41%), MDAs and SDAs were mostly positive, led by vacuum cleaners at +16%. Hot beverage makers were flat and air treatment declined by 13%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 - 13 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



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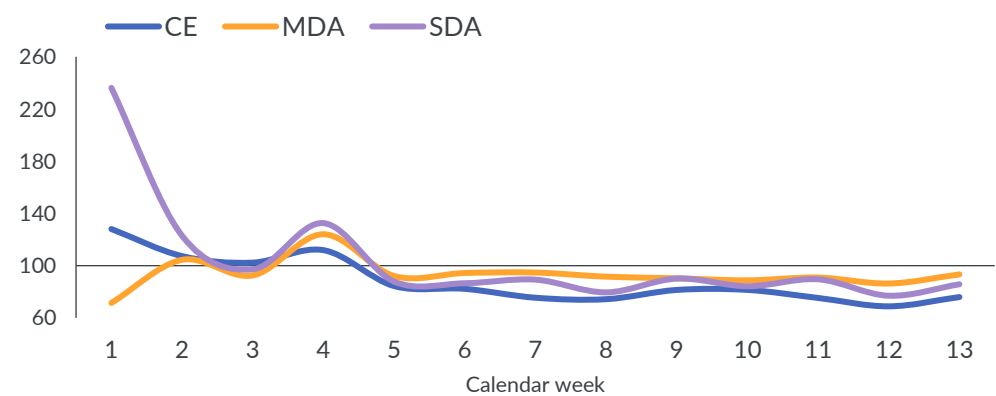
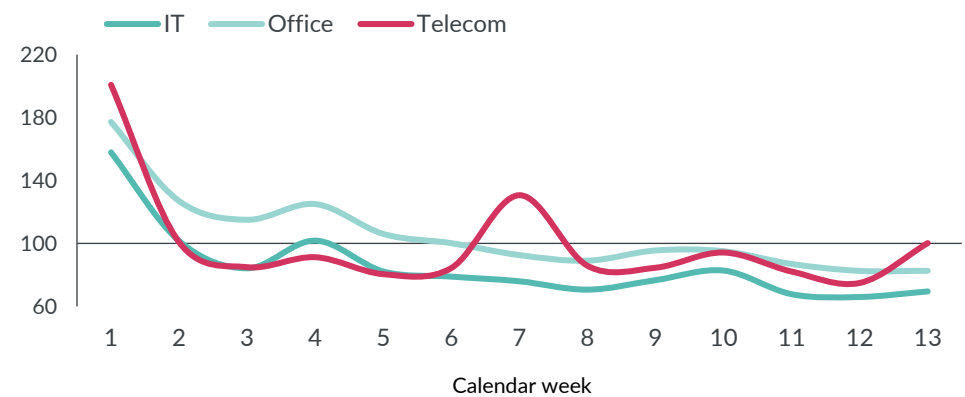
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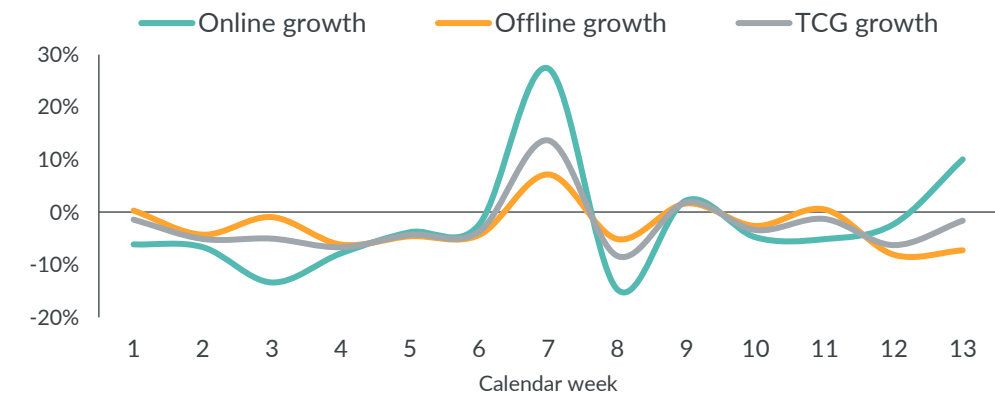
Brazil

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 13 (Mar 27 - Apr 07)



- Traditional retail experienced a minus of 7% vs week 13 in 2022. Online sales at +10% were not able to compensate, resulting in a downswing of the total TCG market of 2%.
- Desktop computing (-38%) was the worst-performing product group among IT/Office products. Media tablets and mobile computing slumped at -20% and -16% respectively. Laser printers decreased slightly by 1%. Headsets and smartphones accelerated at 17%.
- MDA/SDA/CE products posted a mixed picture with shavers in the lead at +17%. TV sales were down by 16%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 - 13 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



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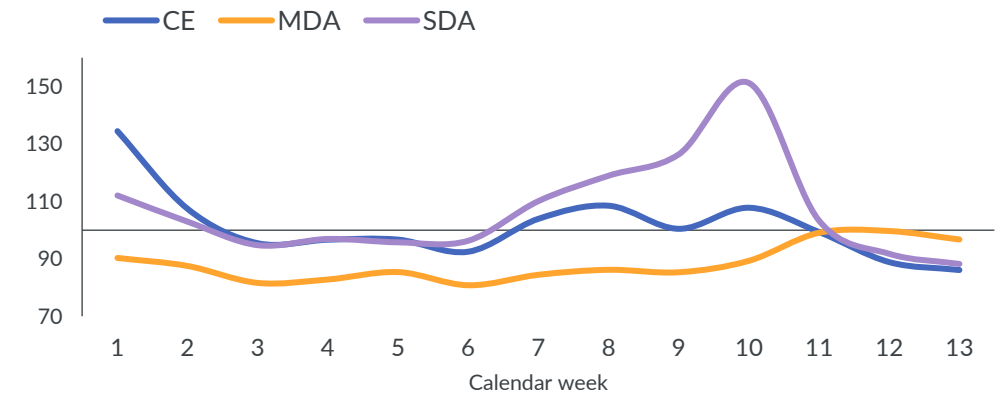
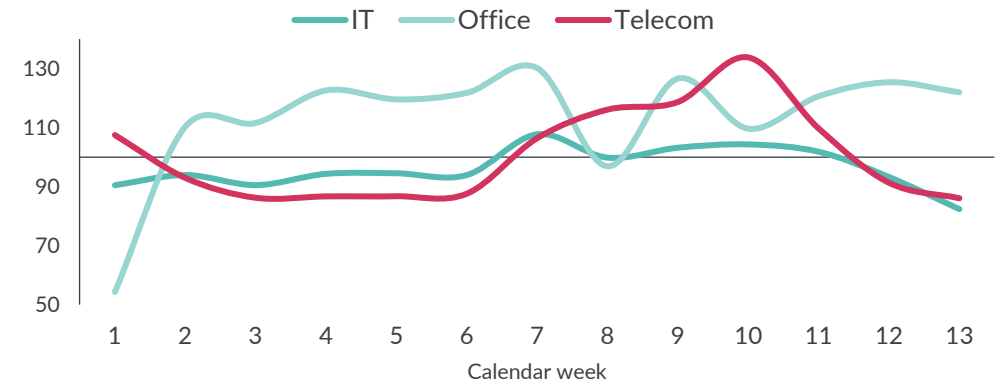
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Japan

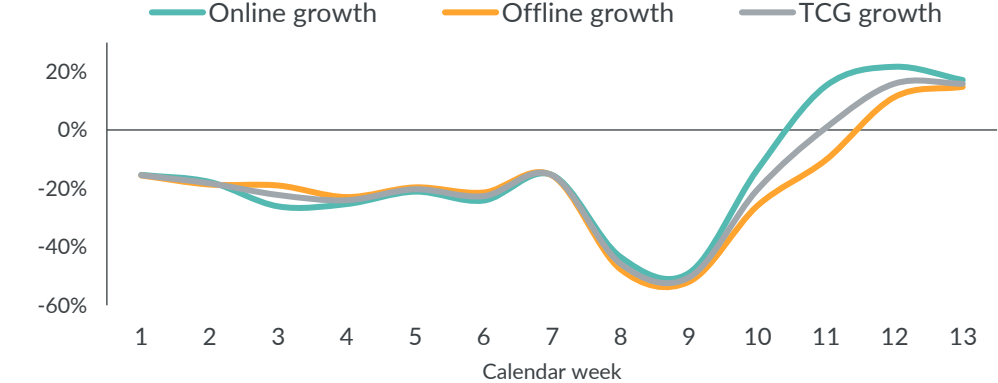
Brazil

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 13 (Mar 27 - Apr 07)



- Online sales experienced a plus of 17%. Added to +15% for traditional retail, the total TCG market finally registered a good growth of 16%.
- Apart from desk computing at -5% and mobile computing at -4%, all other IT/Office categories posted high double-digit rates, with laser printers in the lead at +67%. Smartphones were up 29%.
- SDA and CE products presented a mixed picture with audio home systems maintaining triple-digit growth and TV sales weak at +3%. Soundbars, dental care, shavers, and air treatment were negative. Washing machines and cooling posted +16% and +7% respectively.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2022 - 13 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



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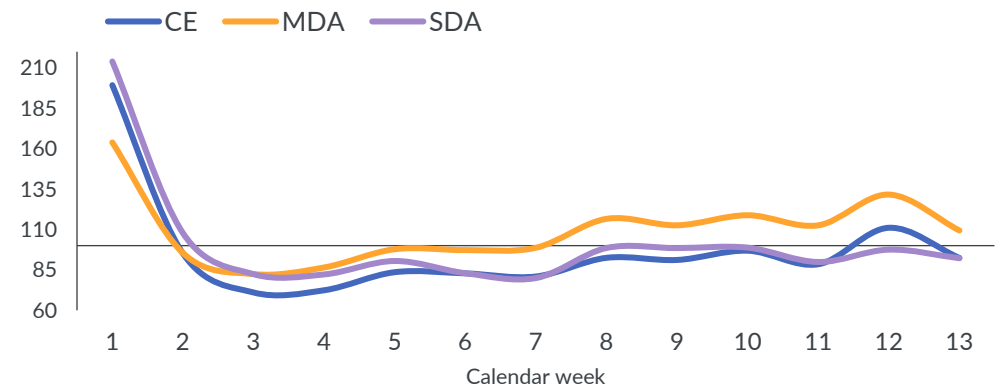
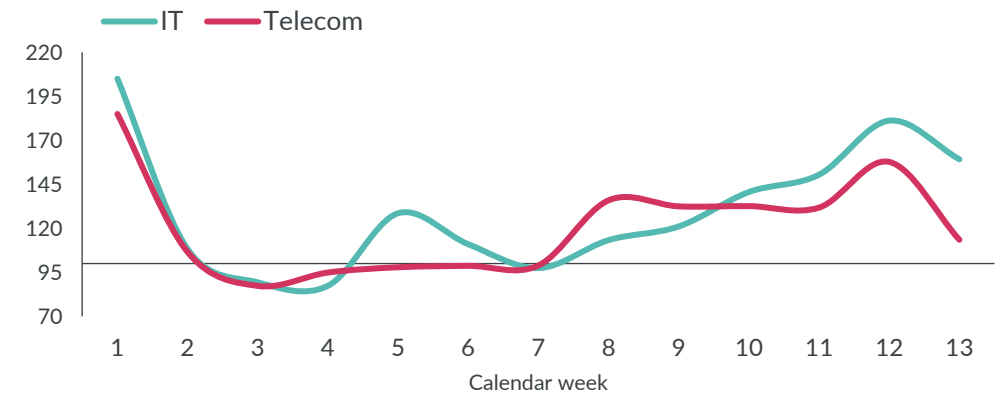
Russia

➤ Japan

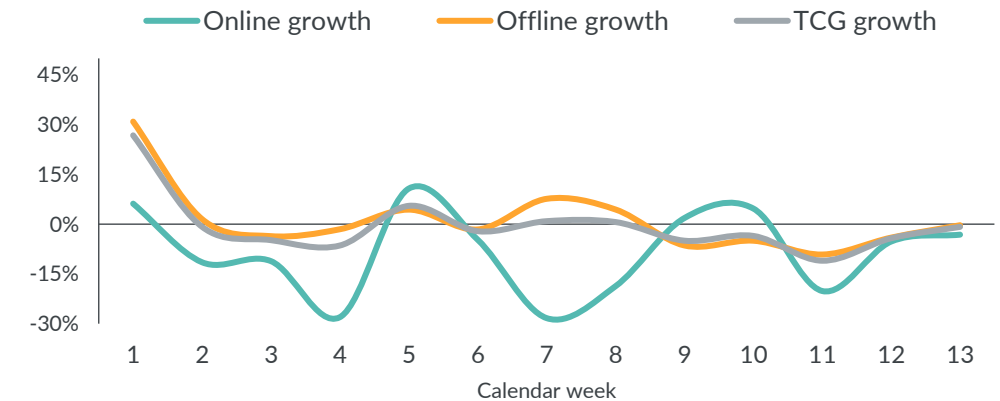
Brazil

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 13 (Mar 27 – Apr 07)



- Online sales dropped at -3% and traditional retail was flat, delivering a slight decline for the total TCG market of -1%.
- Media tablets were the best-performing category in week 13, at +34%. Mobile computing was down by 3%. Telecom categories witnessed slight positive trends with smartphones at +0.9% and headsets at +3%.
- CE products were in decline with the worst performance from soundbars at -23%. The mixed picture for MDA/SDA was led by dental care at +19%. Air treatment brought up the rear at -16%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 13 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



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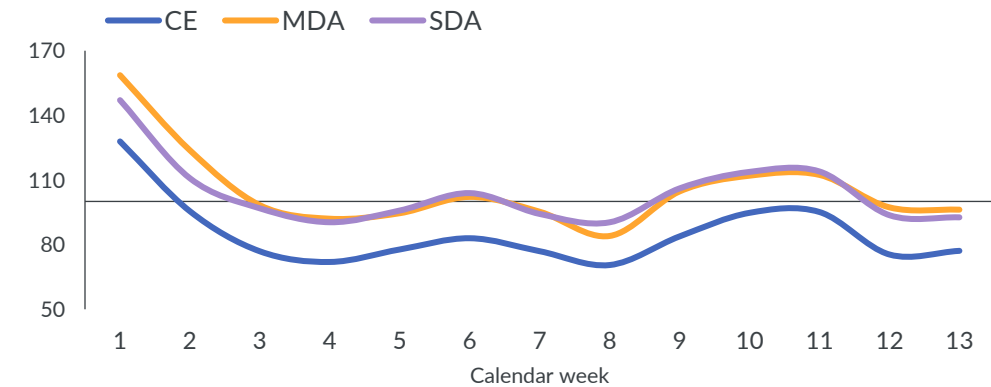
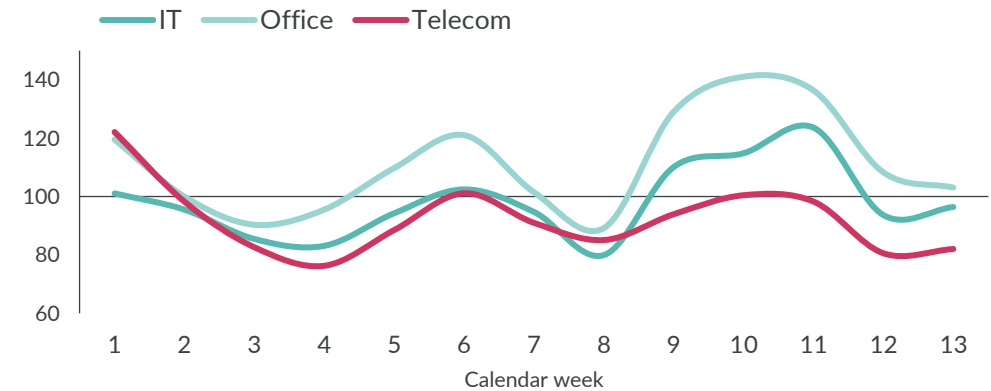
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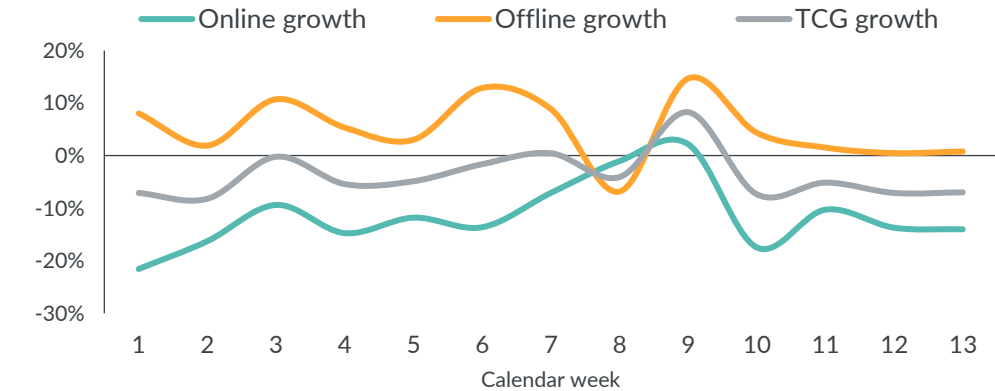
> Brazil

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 13 (Mar 27 – Apr 07)



- Traditional retail experienced a plus of 1% vs week 13 in 2022, but this failed to compensate for the losses of online sales (-14%) and left total TCG at a minus of 7%.
- The rates for IT/Office products ranged from -22% inkjet printers to +26% for media tablets. Smartphones lagged at -13%.
- The overall positive picture for MDA/SDA product groups delivered double-digit growth for hot beverage makers (+15%), shavers (+11%) and vacuum cleaners (+16%). TV sales experienced a decline of 6%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 13 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



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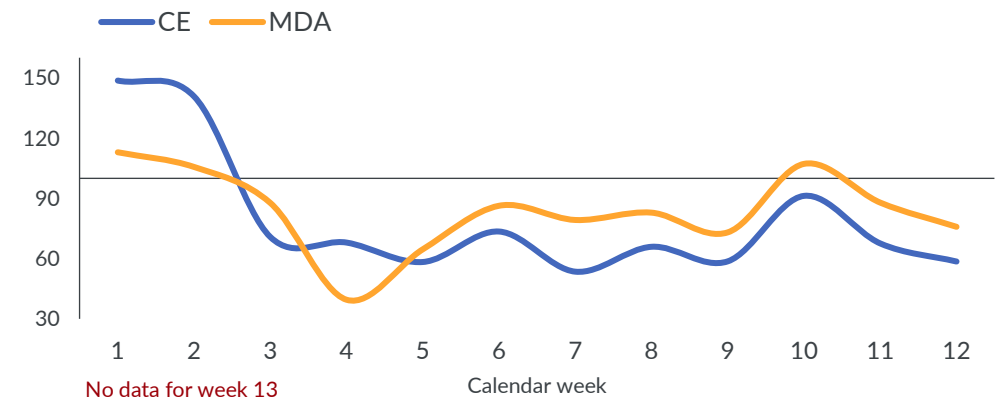
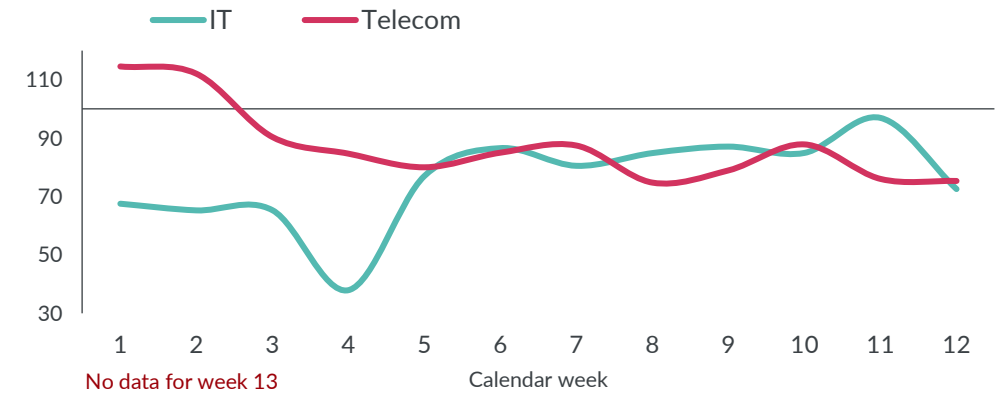
Japan

Brazil

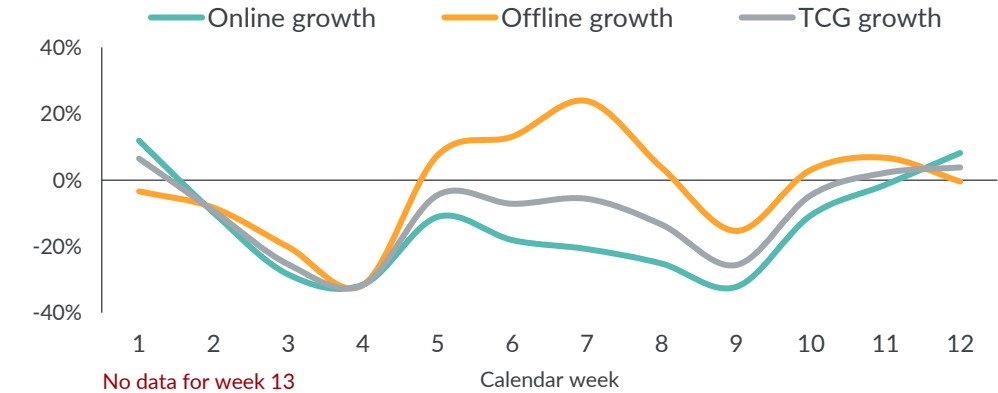


China

Index: 2022 average weekly turnover in EUR = 100*



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



Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2022 - 13 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.



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