



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 175
cw39/2023

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.

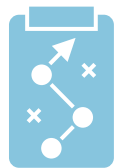
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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



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

Focus MDA: Easing of COVID restrictions makes traditional retail bounce back (partially)



About **gfknewron**

MDA | Sales Value US\$ YoY Growth Rate

> Fact of the week

Germany

Great Britain

France

Italy

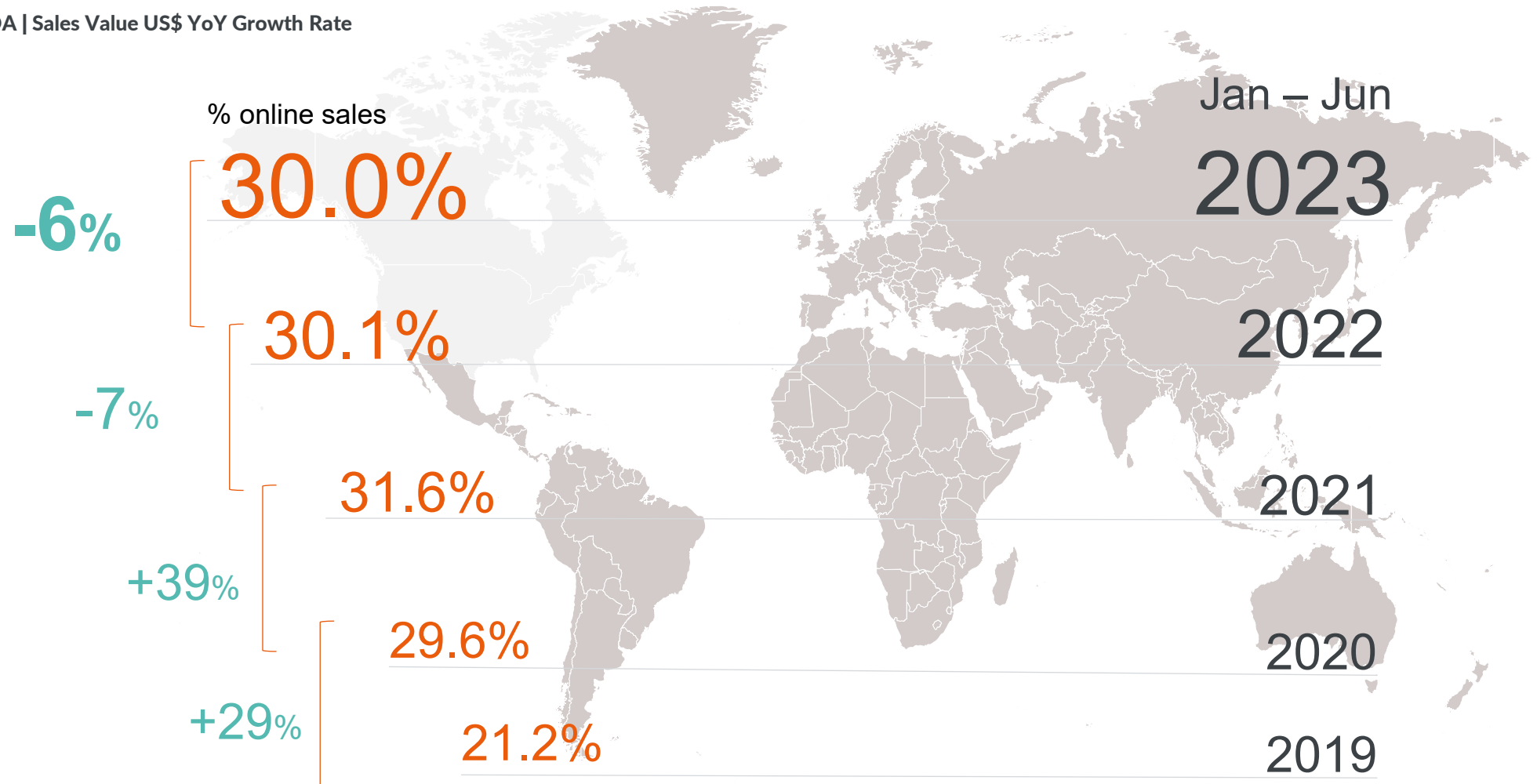
Spain

Russia

Japan

Brazil

China



Weekly retail insights from the Point of Sale

Spotlight on Germany



About **gfknewron**

Fact of the week

> Germany

Great Britain

France

Italy

Spain

Russia

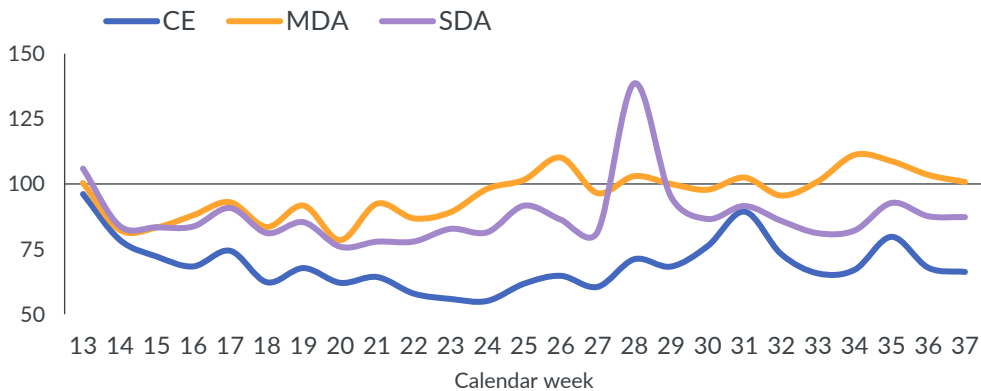
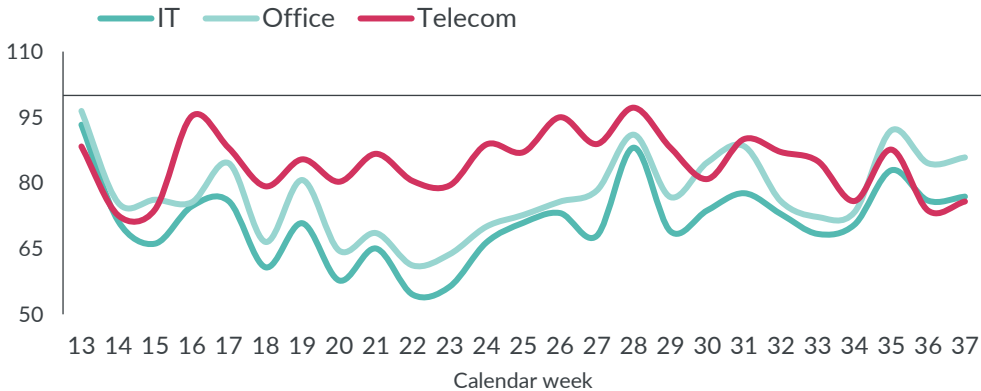
Japan

Brazil

China

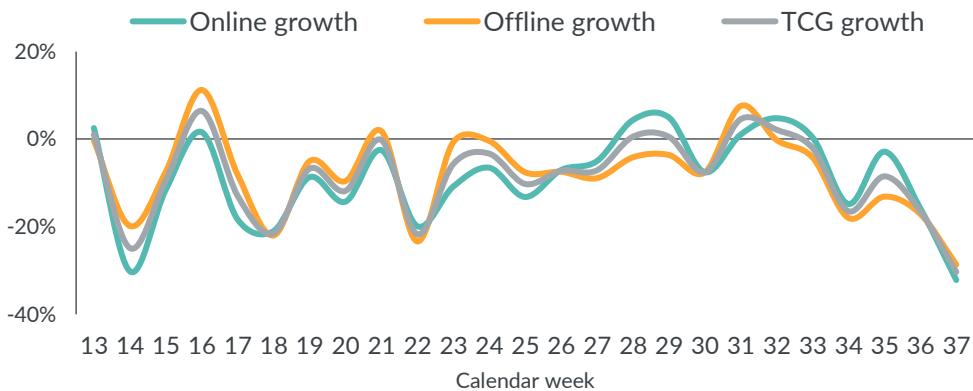
Please note: Below lines depict a sales index vs an average 2022 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2022).

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 37 (Sep 11 – Sep 17)



- Traditional retail at -29% and online sales at -32% dragged the total TCG market down by 30%.
- Except for monitors at -5% and laser printers at -1%, all other IT/Office products posted negative double-digit trends of between -16% and -26%. Smartphones decelerated remarkably at -43%.
- While CE products lost in double digits throughout (with TVs posting -19% and soundbars dropping by 36%), air treatment (+59%) was the best-performing product group within MDA/SDA products. Washing machines were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2022 – 37 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), 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.

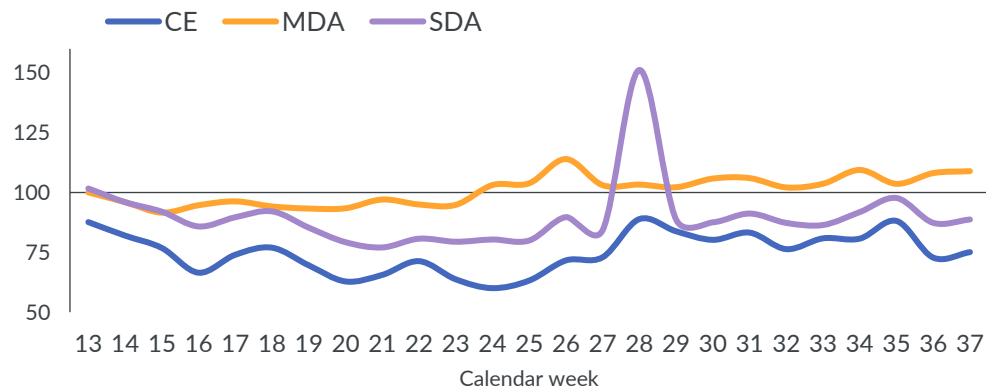
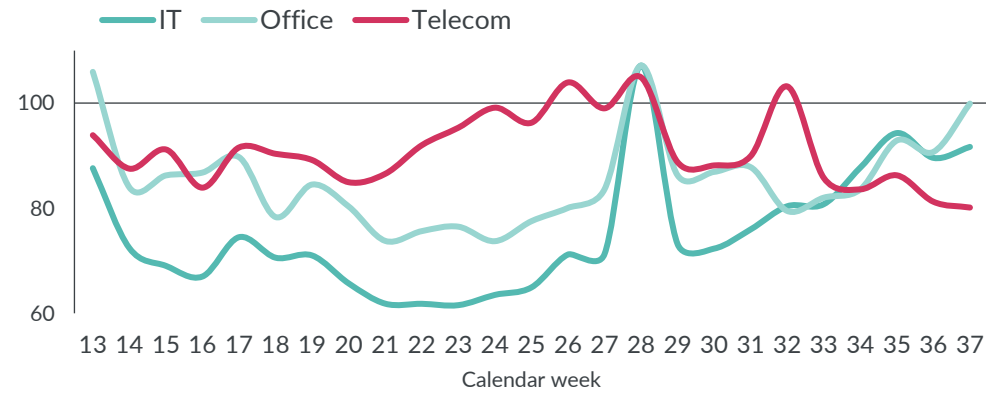
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

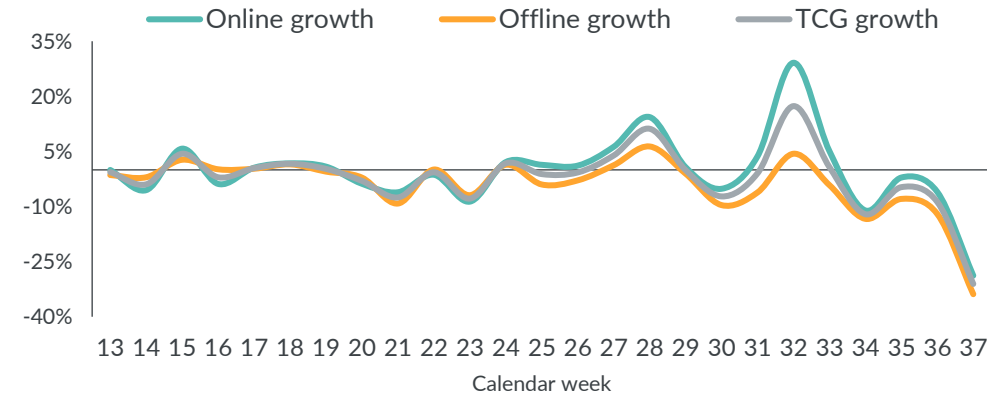


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 37 (Sep 11 – Sep 17)



- Online sales experienced quite a drop in week 37, posting -29% versus -6% in week 36, which dragged the total TCG market down by 31%. Traditional retail at -34% added to it.
- The main driver of this development was smartphones (-50%). The picture for IT/Office was mixed but overall negative, ranging from +11% for mice to -34% for media tablets.
- CE products declined throughout with audio home systems in the lead at -13% and TVs posting -11%. Except for hot beverages at -3% and washing machines down 1%, all other MDA/SDA categories delivered positive rates.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 37 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



About **gfknewron**

Fact of the week

Germany

Great Britain

> France

Italy

Spain

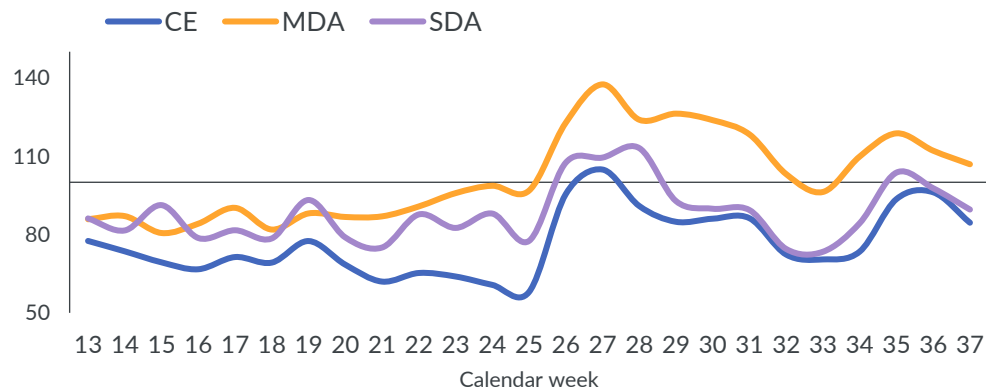
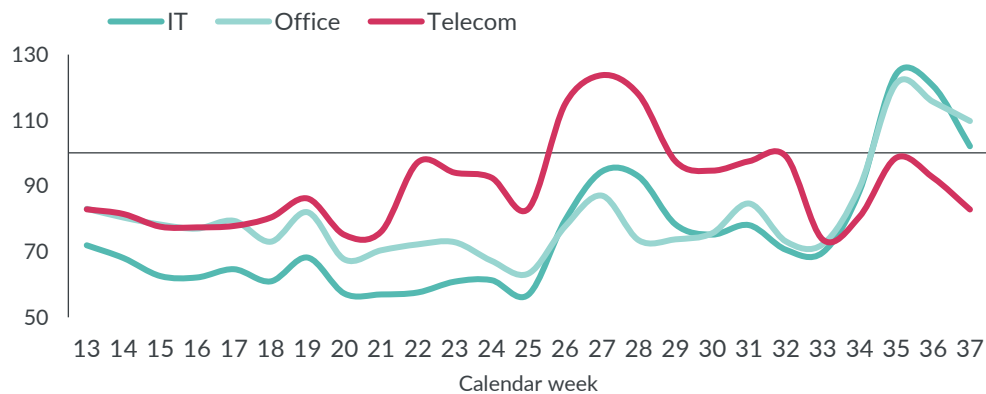
Russia

Japan

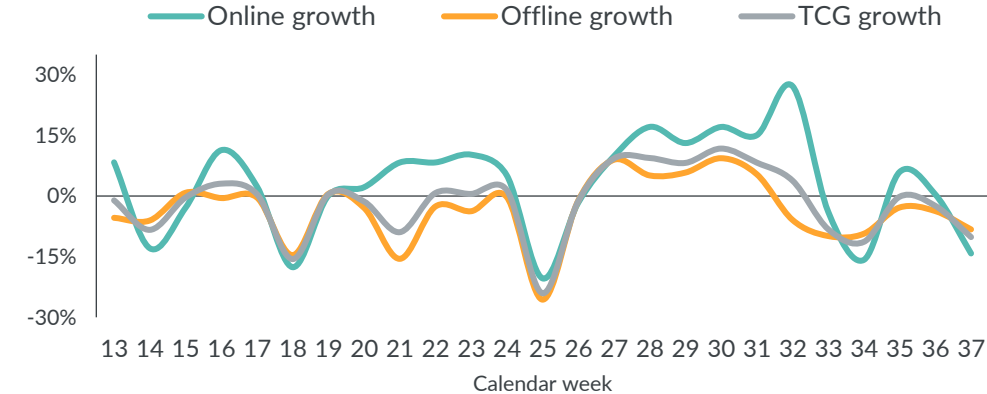
Brazil

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 37 (Sep 11 – Sep 17)



- Online sales at -14% pulled the total TCG market down by 10%. Traditional retail at -8% added to it.
- IT/Office products ranged from +5% for mice to -22% for desk computing. Smartphones decelerated at -34%. Headsets were up 13%.
- Air treatment (+82%) was again the best-performing product group within MDA/SDA/CE products. The week saw a mixed picture across those categories, ranging from -15% for audio home systems to +9% for soundbars. TV sales increased by 3%. Washing machines were nearly flat, at -0.9%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 37 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**

Fact of the week

Germany

Great Britain

France

➤ Italy

Spain

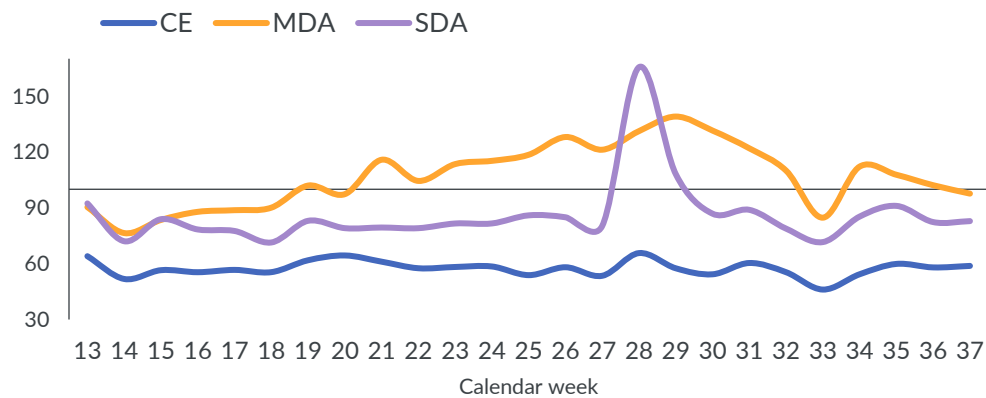
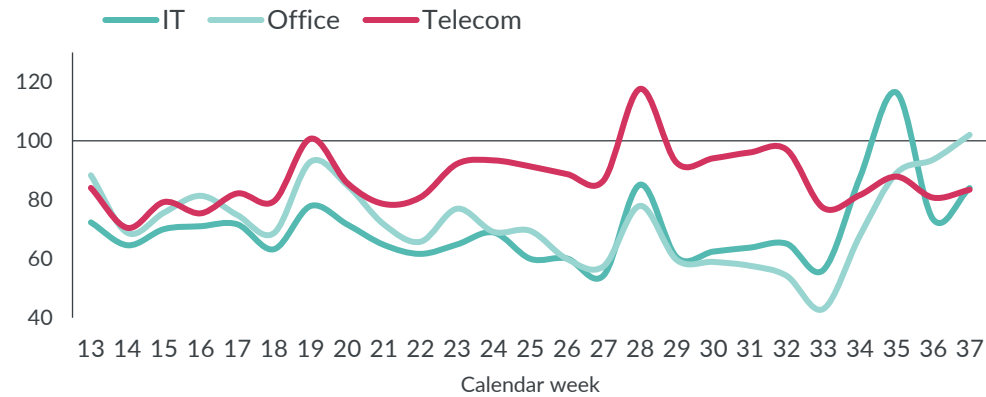
Russia

Japan

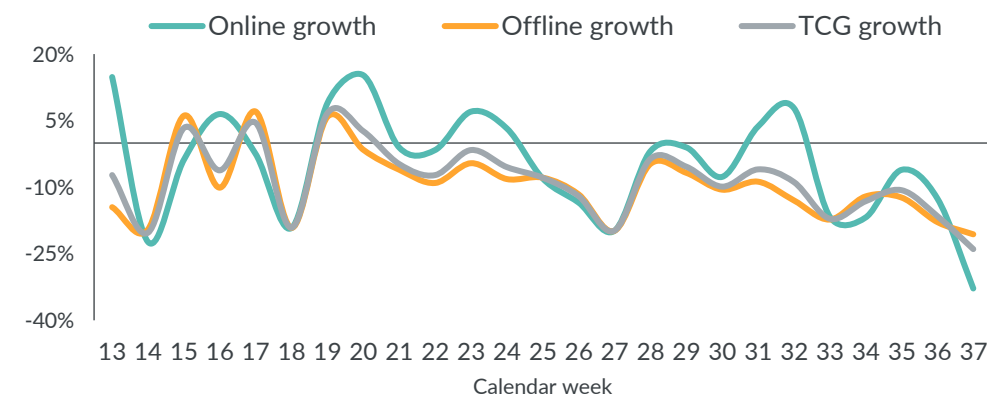
Brazil

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 37 (Sep 11 – Sep 17)

- Traditional retail delivered -21% and with online sales down -33%, resulting in a downswing for the total TCG market of 24%.
- Week 37 saw strong deceleration for IT/Office products with mobile computing in the lead at -31% and media tablets hit least at -5%. Smartphones plummeted at -34%.
- The mixed picture for MDA/SDA products showed slight increases (e.g., hot beverage makers up 7%) but also losses (e.g., -11% for vacuum cleaners). CE products declined in solid double digits with audio home systems delivering -34% and TVs posting -27%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 – 37 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

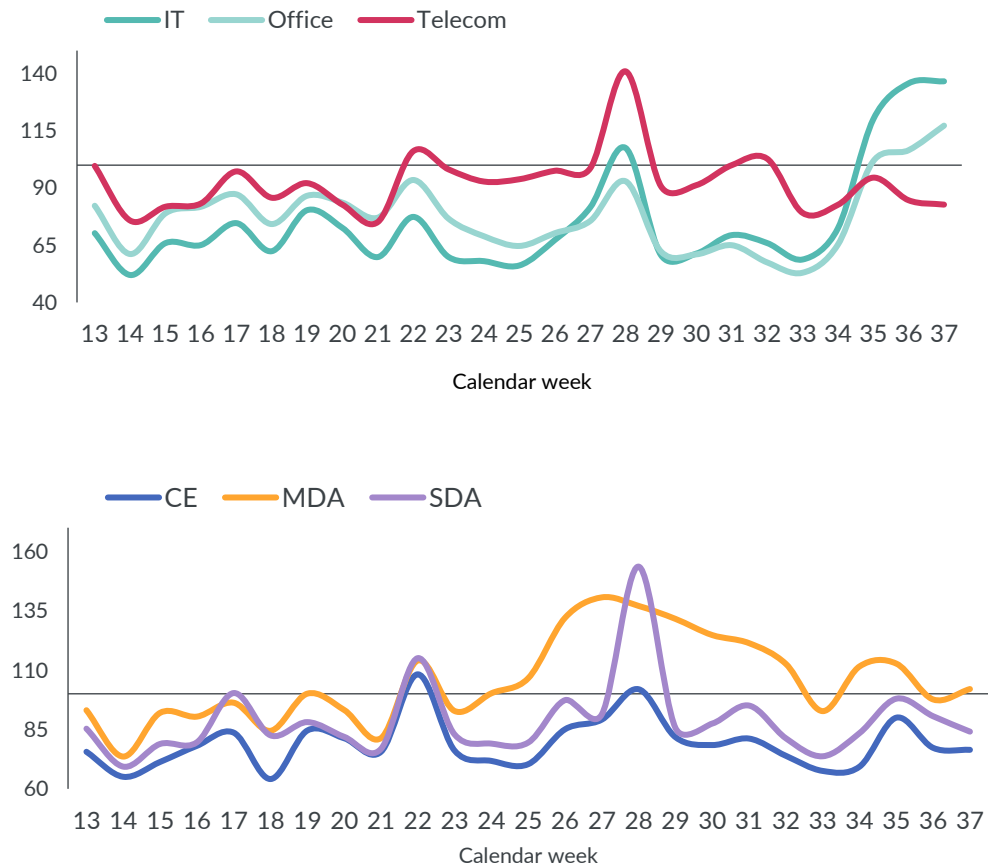
Russia

Japan

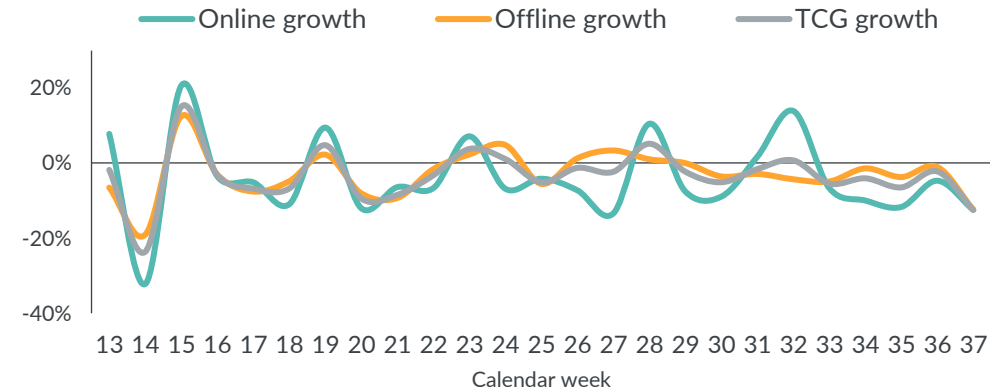
Brazil

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 37 (Sep 11 – Sep 17)



- At an identical rate of -12%, both traditional and online retail dragged the total TCG market down by 12%.
- Smartphones (-38%) were the driving force of this development, but desk computing also contributed by delivering -26%. Mobile computing was flat while media tablets were the week's star performer at +14%.
- While CE products declined throughout (with audio home systems posting -29%), MDA/SDA categories were positive except for cooling which decreased by 4%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 – 37 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

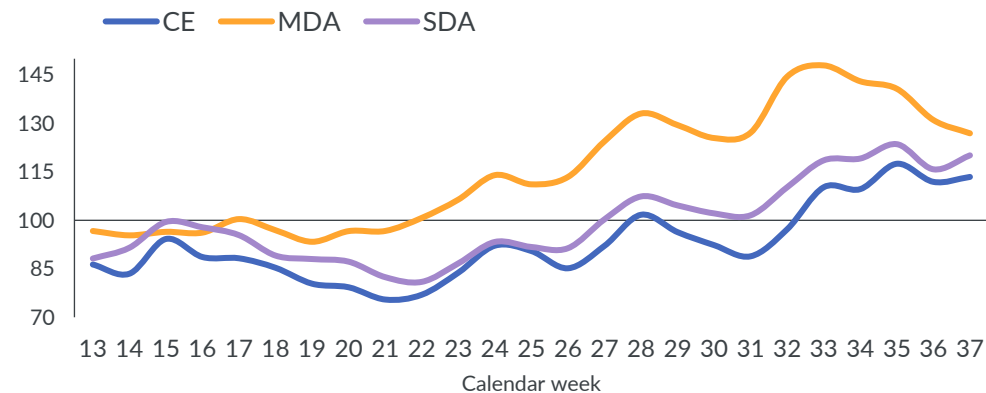
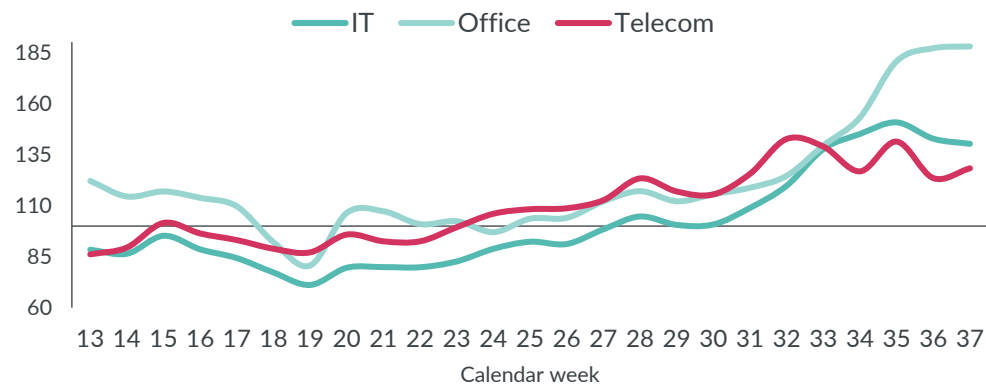
> **Russia**

Japan

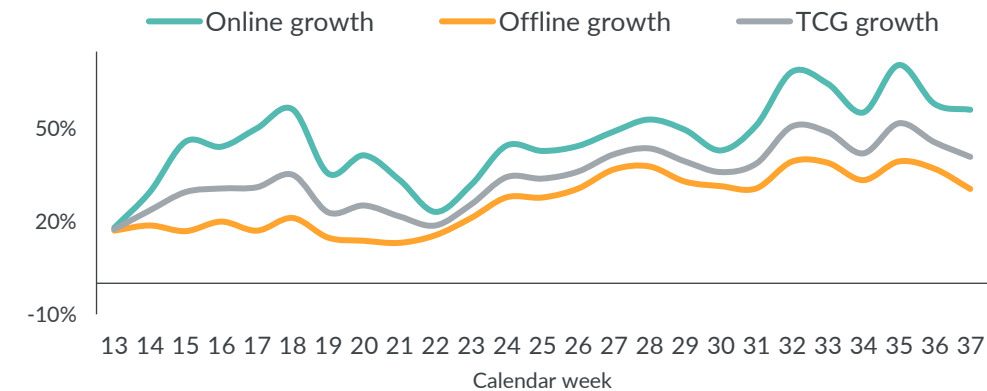
Brazil

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 37 (Sep 11 - Sep 17)



- The Russian TCG market continued its recovery, delivering +41% versus week 37 in 2022. Online sales at +56% were the driving force. Traditional retail added to it at +31%.
- Nearly all IT/Office and telecom categories increased by 30% or more, with media tablets out in front at +67%. Monitors were the weakest category at +25%. Smartphones accelerated at +46%.
- MDA/SDA/CE products were somewhat weaker, ranging between +50% for hot beverage makers and +13% for food preparation and dental care. TV sales were up 30%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2022 - 37 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

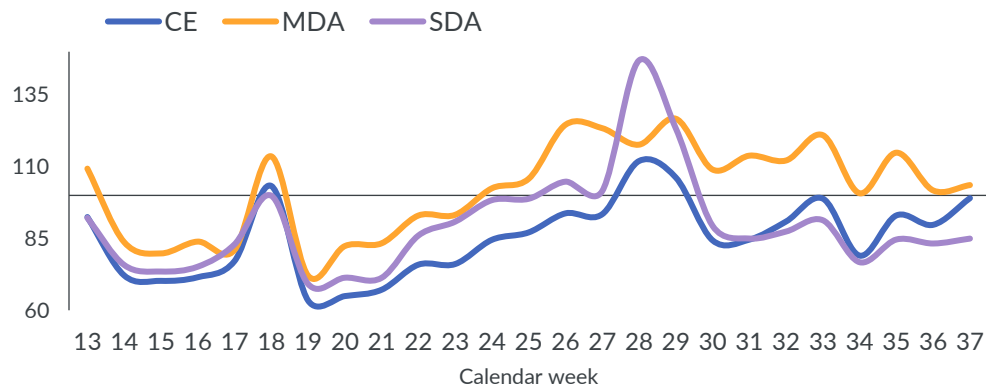
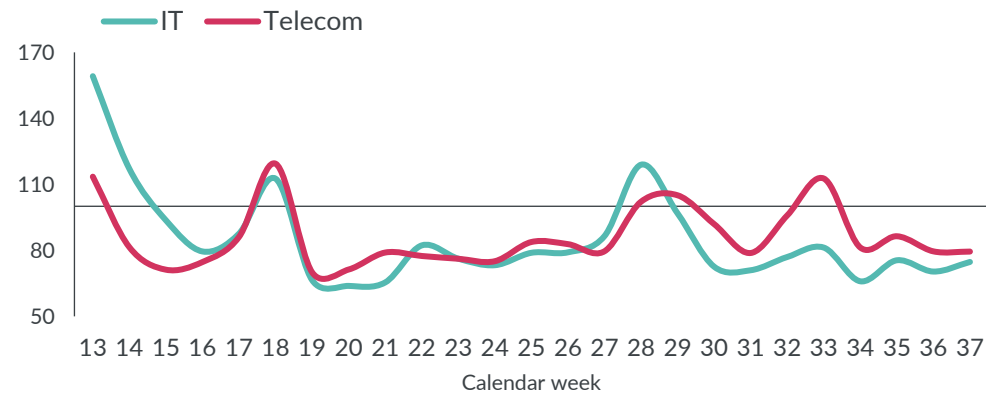
Russia

➤ Japan

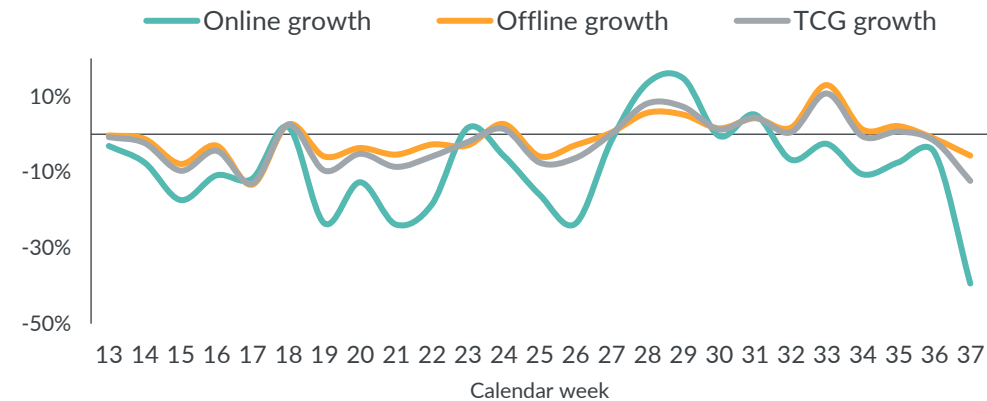
Brazil

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 37 (Sep 11 – Sep 17)



- Online sales dropped substantially by 39%. Combined with weak traditional retail at -6%, this resulted in a minus of 12% for the total TCG market.
- The catalyst of this development was smartphones at -58% while headsets were up 8%. Mobile computing and media tablets decelerated at -8% and -3% respectively.
- Dental care at +31% and hot beverage makers at +28% delivered good results. The positive picture for MDA/SDA/CE products was clouded by audio home systems at -11% and air treatment at -3%. Vacuum cleaners were flat.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 37 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

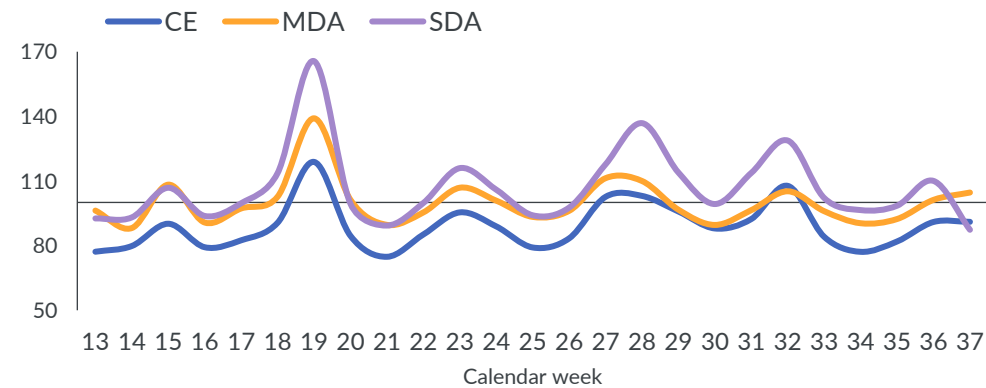
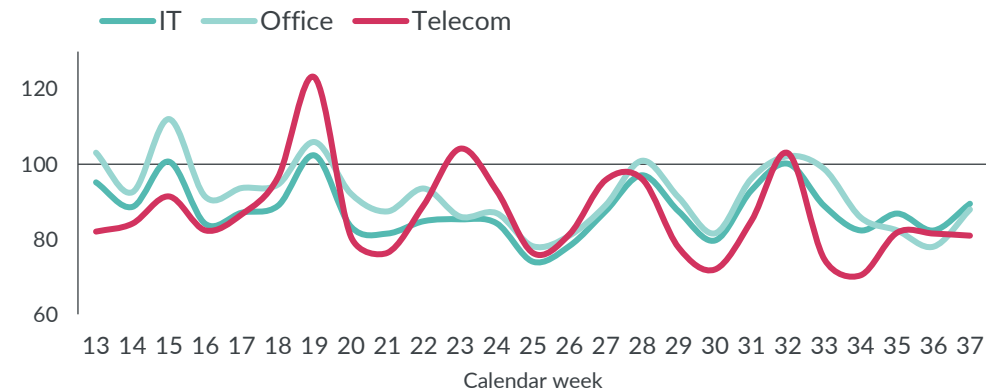
Russia

Japan

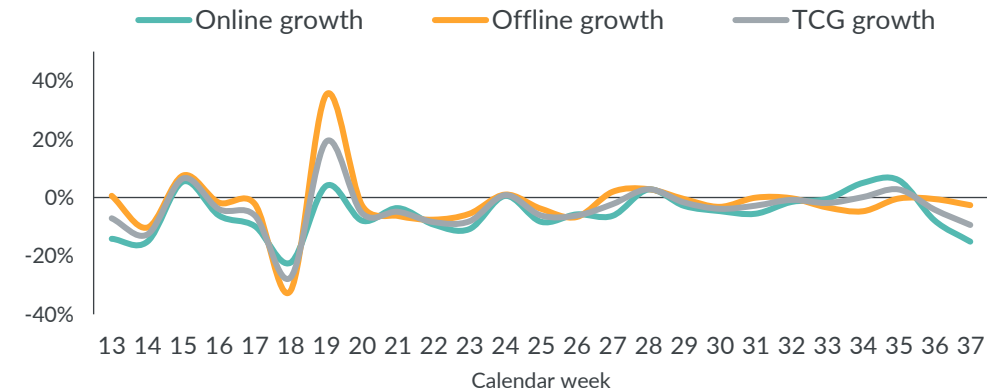
➤ Brazil

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 37 (Sep 11 – Sep 17)



- Online sales delivered -14% and with traditional retail down -2%, the result was a downswing for the total TCG market of 9%.
- Media tablets at +16% were the best-performing category in week 37, while most other IT/Office categories posted negative trends, with inkjet printers delivering -21%. Smartphones slumped at -17%.
- The overall positive picture for MDA and SDA product groups was determined by double-digit growth for most categories apart from just +5% for washing machines. TV sales experienced -10% in week 37 and audio home systems lost 28%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 37 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

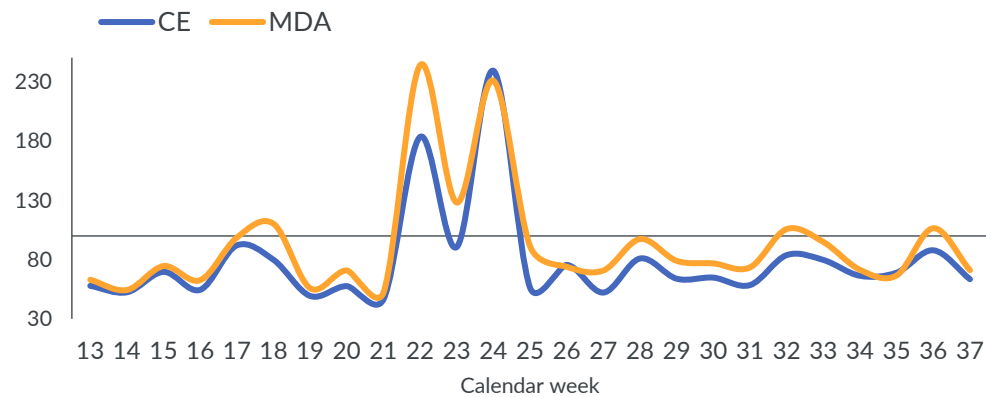
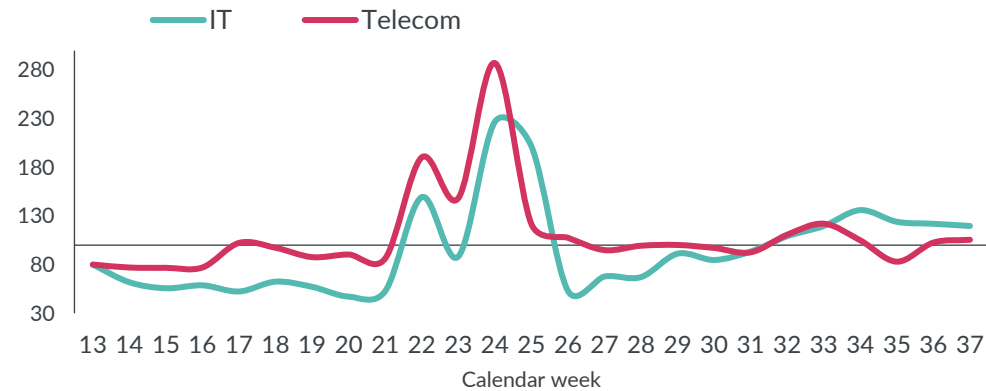
Japan

Brazil

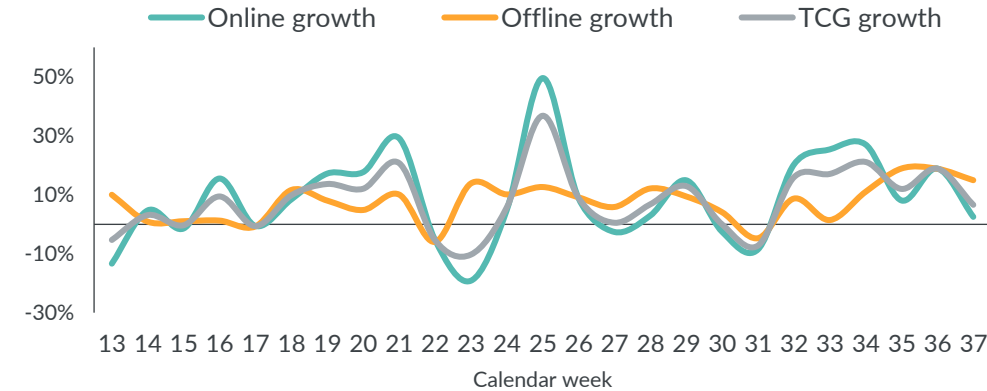


China

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 37 (Sep 11 – Sep 17)



- Traditional retail experienced a plus of 15%. Added to +3% for online sales, the total TCG market finally registered growth of 7%.
- Smartphones were the driving force of this development, accelerating at +19%. Mobile computing delivered a minus of 13%.
- Week 37 in 2023 saw a strong drop for TV sales, posting -30%. Washing machines accelerated at +8% and cooling delivered +4%.



An NIQ
Company

**Received
this from a
colleague?**

Register now to get
this weekly report
delivered direct
to you.