An NIQ Company

State of consumer technology and durables sales tracker

Weekly trends and insights for the tech and durables market

Edition 178
cw42/2023
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
- 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.

- 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**

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**!

© GfK

Fact of the Week

European Consumer Climate decreases moderately in September 2023

About gfknewron

Fact of the week

Germany

Great Britain

France

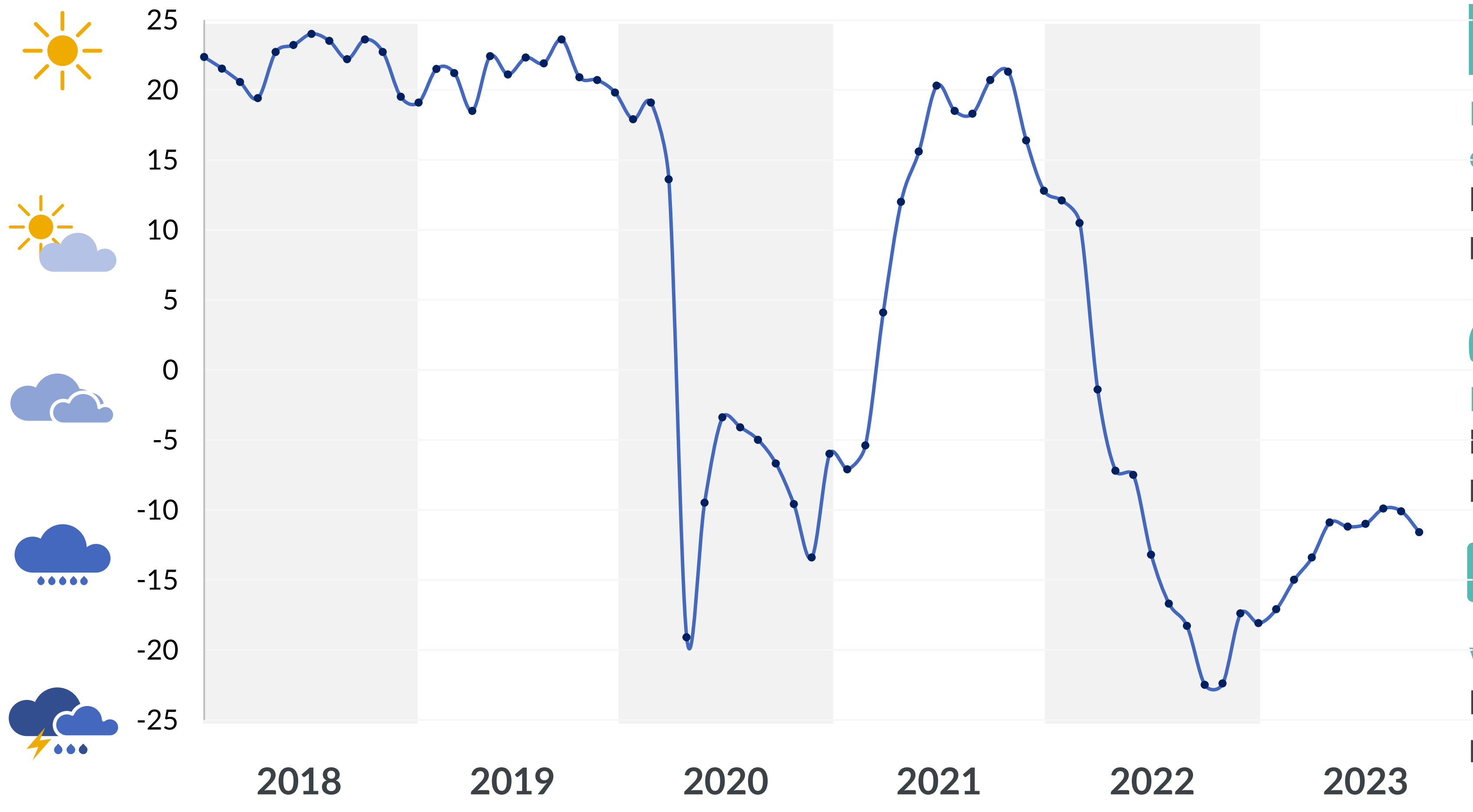
Italy

Spain

Japan

Brazil

China



Economic expectations
Index: -12 | +/- vs prev. month: -2%

Income expectations
Index: -16 | +/- vs prev. month: -3%

Willingness to buy
Index: -30 | +/- vs prev. month: +/-0%

Source: GfK, EU Commission | EU 27 – September 2023

© GfK

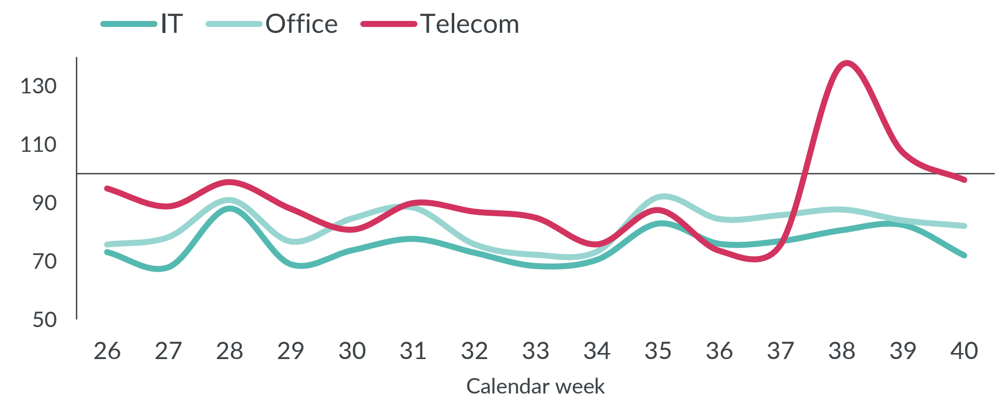
Weekly retail insights from the Point of Sale

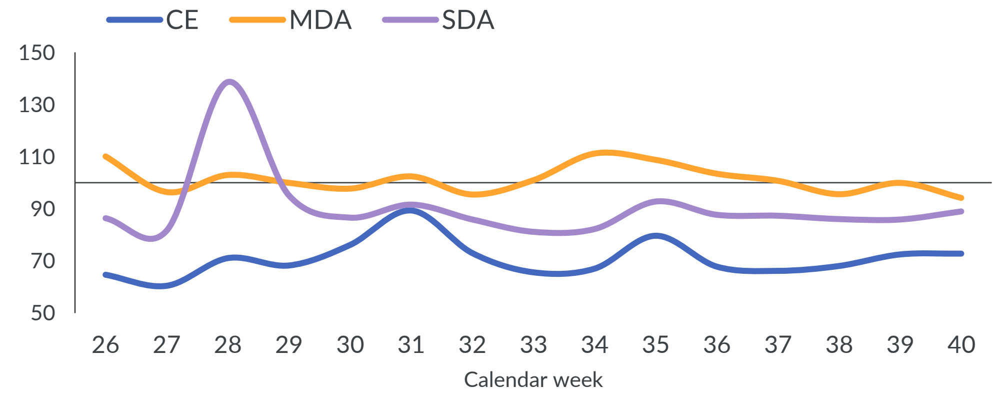
Spotlight on Germany

- About gfknewron
- Fact of the week
- **Germany**
- Great Britain
- France
- Italy
- Spain
- 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).

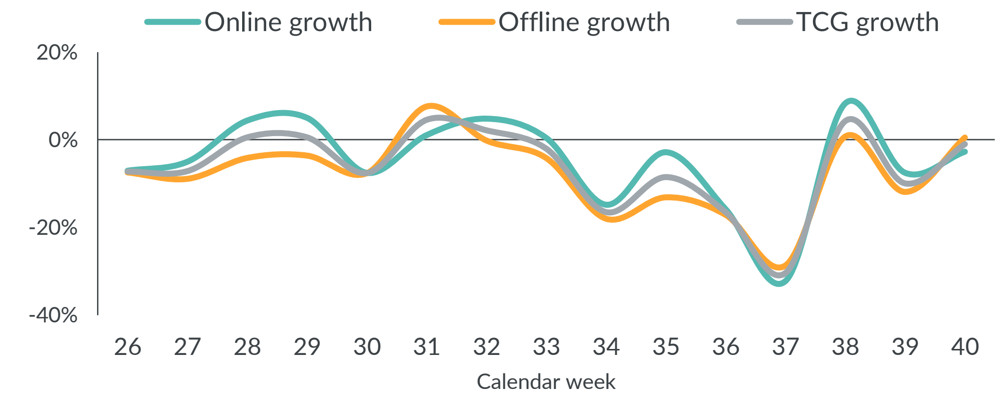
Index: 2022 average weekly turnover in EUR = 100





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 40 (Oct 02 – Oct 08)

- Online sales delivered -3%, but flat traditional retail failed to convert the total TCG market to positive growth, leaving it at -1%.
- Except for monitors at +3%, all other IT/Office products posted negative trends between -9% (laser printers) and -23% (desk computing). Smartphones increased by 5% in week 40.
- While CE products experienced negative trends throughout (with TVs posting -7% and soundbars dropping by 25%), air treatment (+17%) was the best-performing product group within MDA/SDA products. Food preparation declined by 11%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2022 – 40 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk 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.

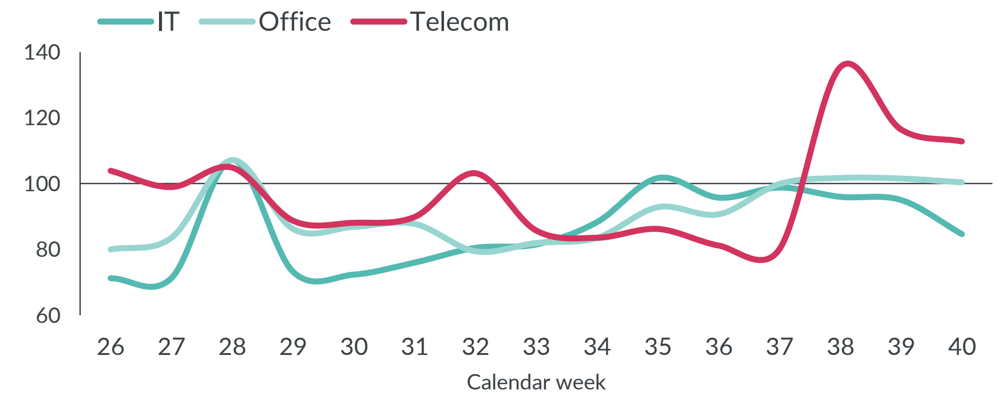
© GfK

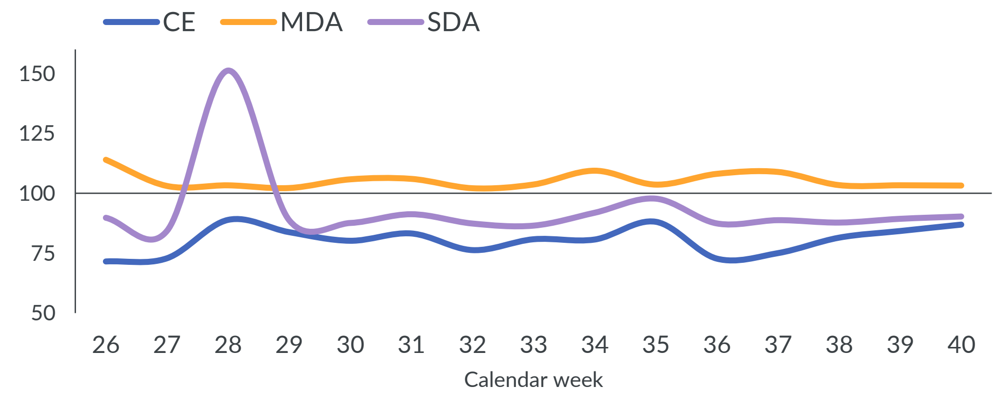
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

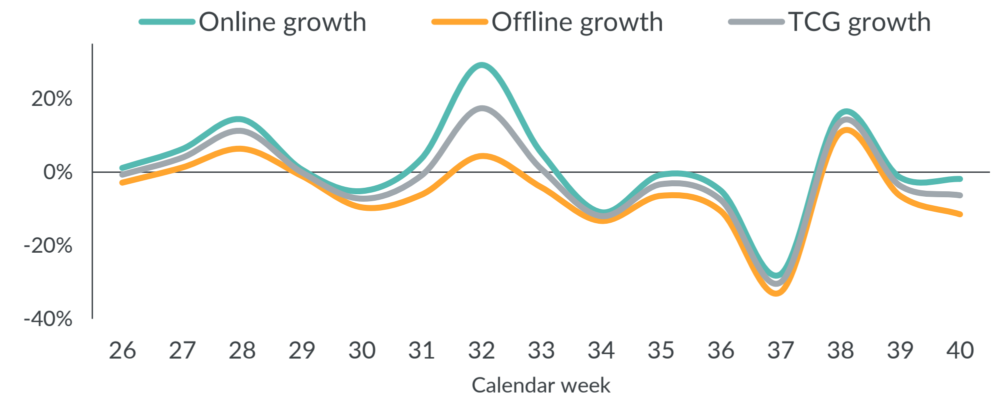
- About **gfknewron**
- Fact of the week
- Germany
- **Great Britain**
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 40 (Oct 02 – Oct 08)

- Deceleration of traditional retail at -11% combined with a slight drop of 2% for online sales led to a minus of 6% for the total TCG market.
- Except for mice at +10%, all other IT/Office products delivered negative trends ranging from -1% for keyboards to -31% for media tablets. Smartphones lost 5%.
- While CE products experienced negative trends throughout (with TVs posting -6% and audio home systems dropping by 22%), MDA/SDA categories posted a mixed picture with rates of +8% for dental care and -8% for hot beverage makers.

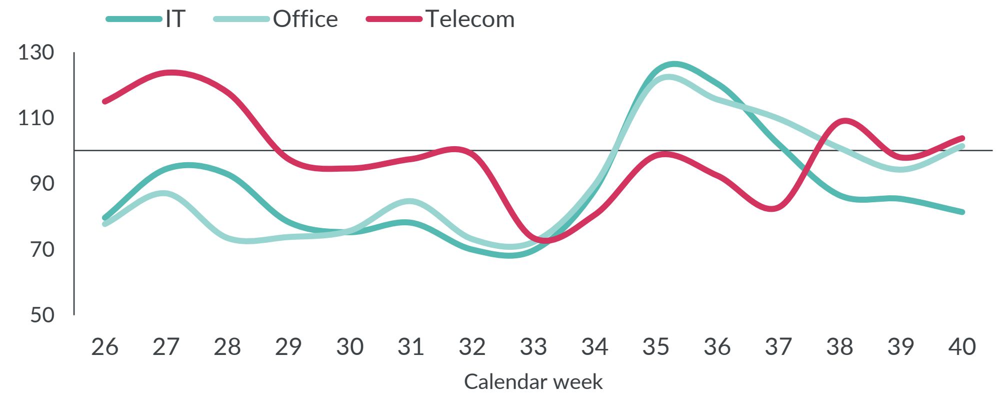
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 40 2023; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet 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

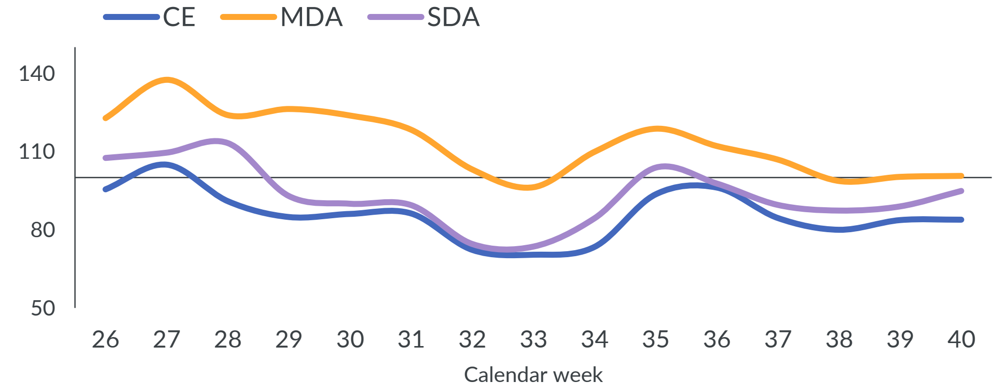
© GfK

Weekly retail insights from the Point of Sale

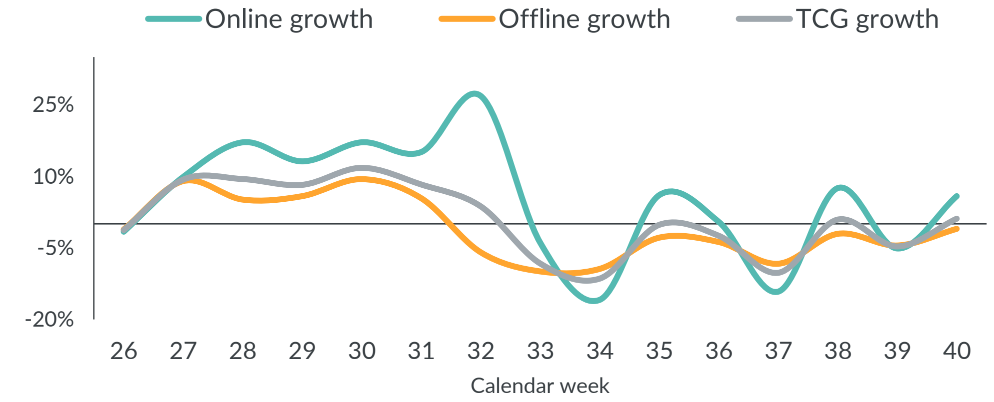
Spotlight on France

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 40 (Oct 02 – Oct 08)

- Online sales grew in week 40 (+6%, up from -5% the previous week), but decreasing traditional retail (-1%) left the total TCG market at a weak +1%.
- IT/Office products were the reason for this development, ranging from +2% for mice to -22% for desk computing. Smartphones accelerated at +9%.
- Vacuum cleaners (+18%) and air treatment (+16%) were the ray of light in week 40. Dental care was flat. CE categories were weak with TV sales posting -3% and audio home systems down by 23%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 40 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

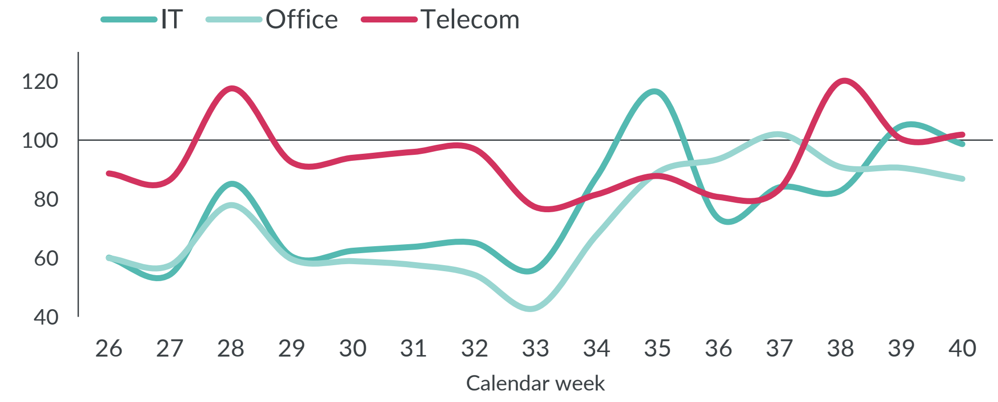
© GfK

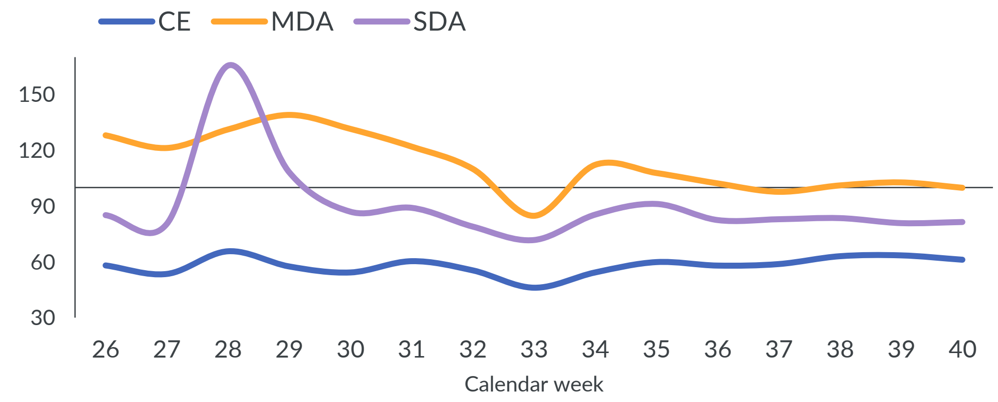
Weekly retail insights from the Point of Sale

Spotlight on Italy

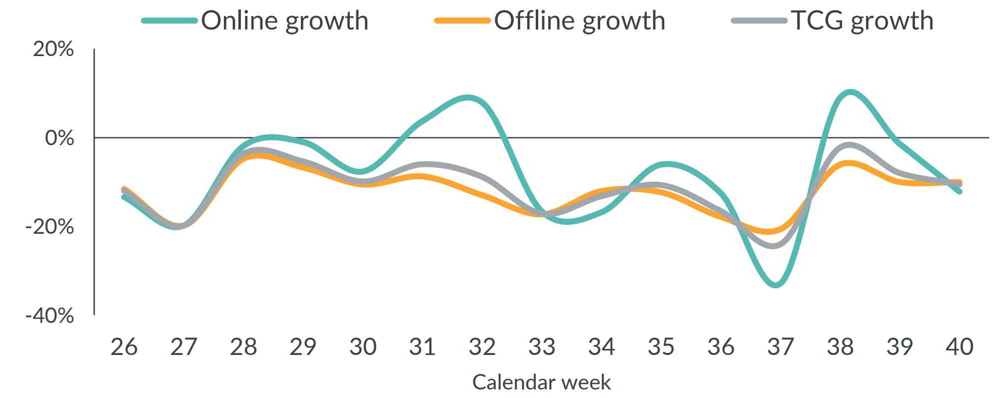
- About gfknewron
- Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 40 (Oct 02 – Oct 08)

- Close rates of -10% for traditional retail and -12% for online sales dragged the total TCG market down by 11%.
- Except for media tablets at -5%, all other IT/Office products decreased by double digits, led by mobile computing and laser printers at -23%. Smartphones lagged at -6%.
- Air treatment was the best-performing category within MDA/SDA, at +15%. The other product groups showed slight ups and downs with cooling and food preparation flat. CE products lost in solid double digits (TVs posting -25%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 – 40 2023; 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

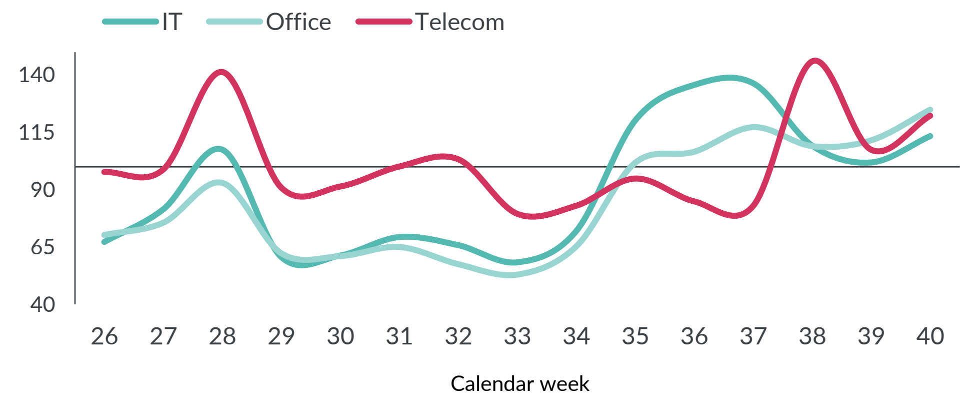
© GfK

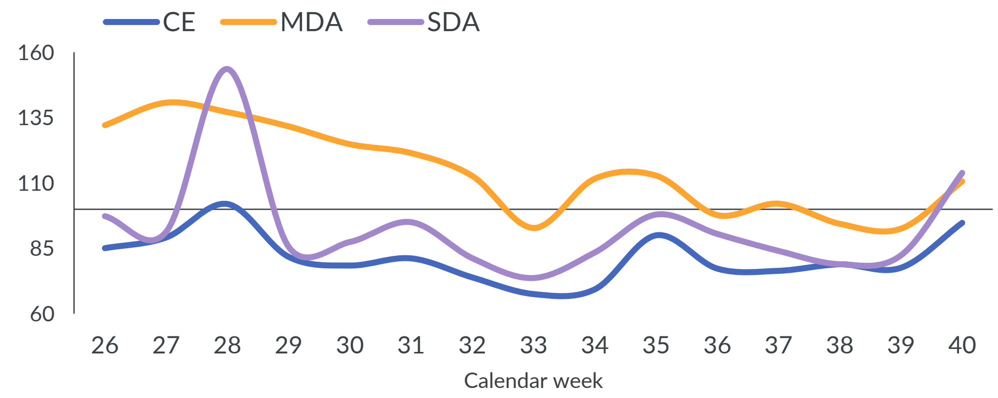
Weekly retail insights from the Point of Sale

Spotlight on Spain

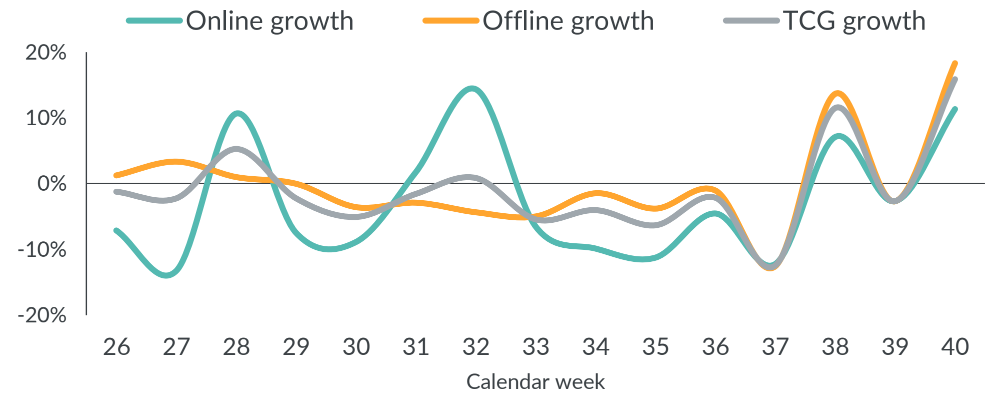
- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- France
- Italy
- **Spain**
- Japan
- Brazil
- China

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 40 (Oct 02 – Oct 08)

- Both distribution types experienced good results. Traditional retail grew by 18% and online sales accelerated by 11%, resulting in a plus of 16% for the total TCG market.
- Smartphones at +23% were one of the drivers of this development. Media tablets at +14% and laser printers at +15% added to it. Desk computing lagged at -3%.
- Except for TV sales at +3%, all other MDA/SDA/CE categories posted double-digit growth ranging from +15% for washing machines to +29% for hot beverage makers and cooling. Vacuum cleaners led at +49%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 – 40 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

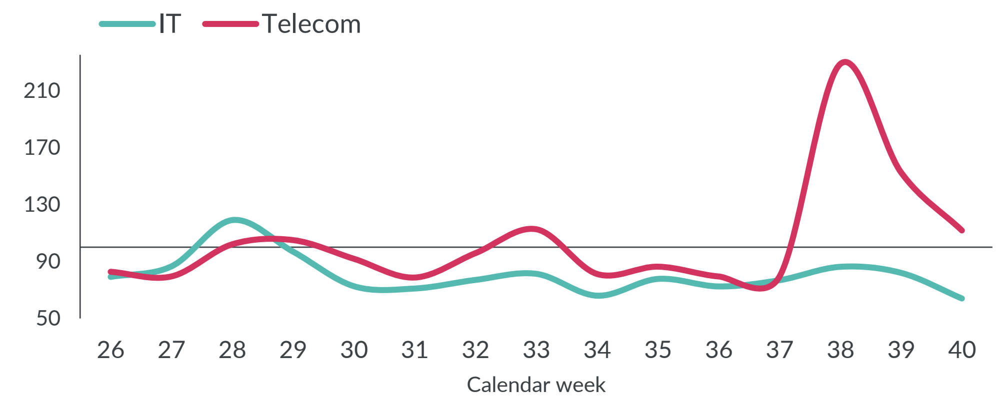
© GfK

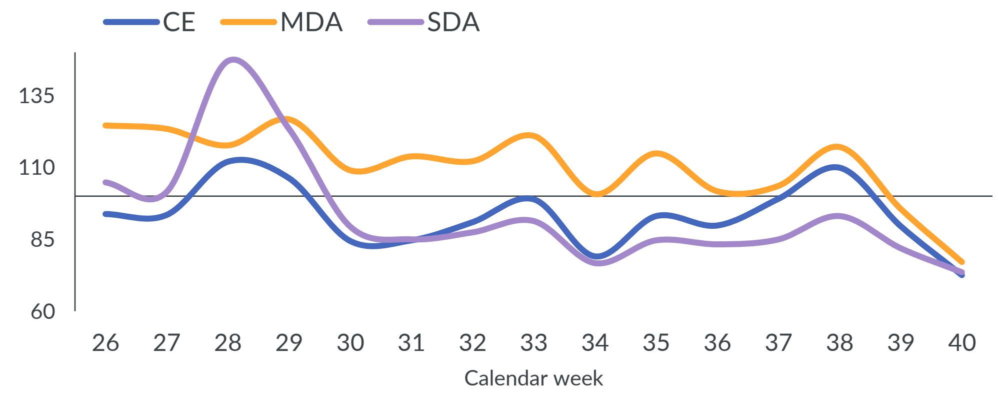
Weekly retail insights from the Point of Sale

Spotlight on Japan

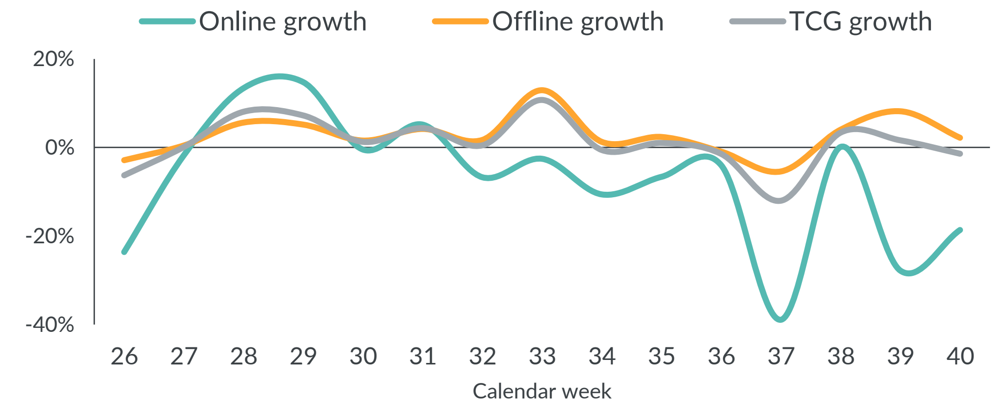
- About gfknewron
- Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 40 (Oct 02 – Oct 08)

- Online sales experienced a drop of -19% in week 40 (-28% in the previous week). Traditional retail at a weak +2% was unable to balance this out resulting in a slight minus of 1% for the total TCG market.
- Mobile computing and media tablets decelerated at -14% and -8% respectively. Smartphones were the ray of light in week 40, at +13%, while headsets were stable at -0.6%.
- Mostly negative trends for MDA/SDA/CE products saw dental care in the lead at +10%. Audio home systems at -26% and air treatment at -23% marked the other end of the scale. TV sales delivered -7%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 40 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

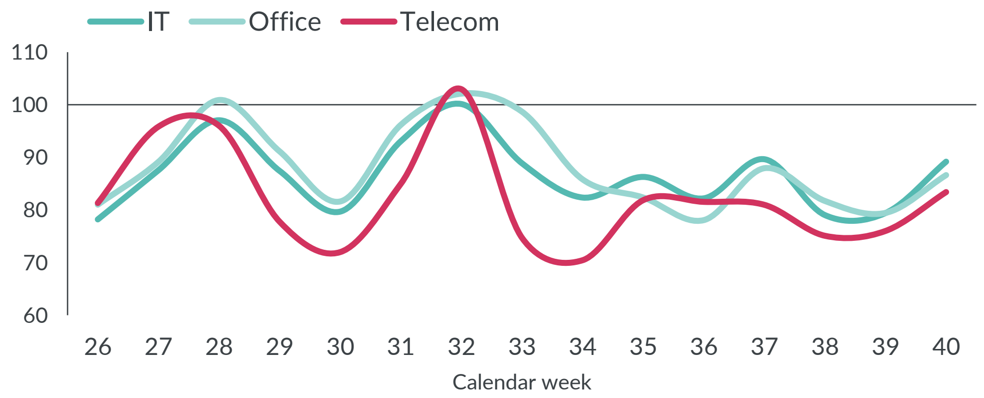
© GfK

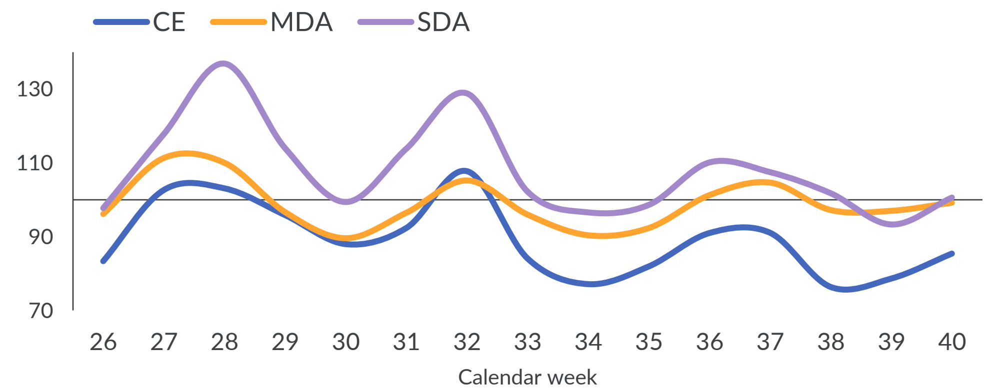
Weekly retail insights from the Point of Sale

Spotlight on Brazil

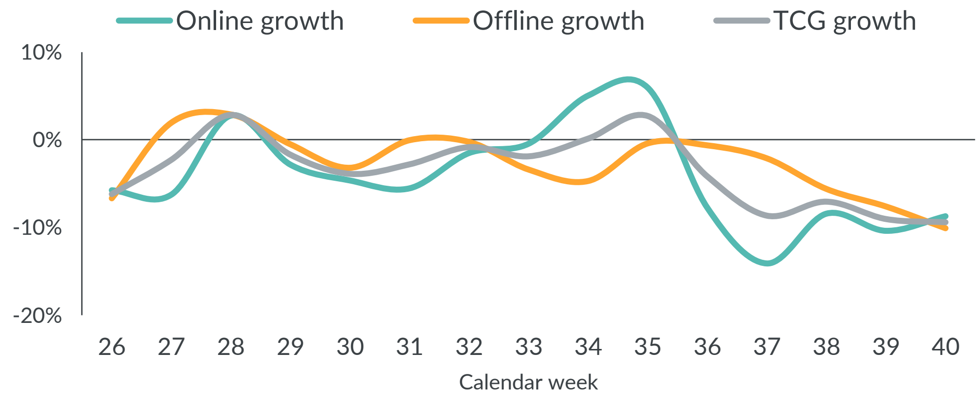
- About gfknewron
- Fact of the week
- Germany
- Great Britain
- France
- Italy
- Spain
- Japan
- **Brazil**
- China

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 40 (Oct 02 – Oct 08)

- Close rates of -10% for traditional retail and -9% for online sales dragged the total TCG market down by 9%.
- Media tablets at +19% were the best-performing category in week 40. Laser printers delivered +6%, while most other IT/Office categories posted negative trends, with mobile computing at -11%. Smartphones lagged at -12%.
- The mixed picture for MDA and SDA product groups saw cooling in the lead at +17% and shavers at -17% at the other end of the scale. CE categories were hit strongly, with TV sales decelerating at -19%.

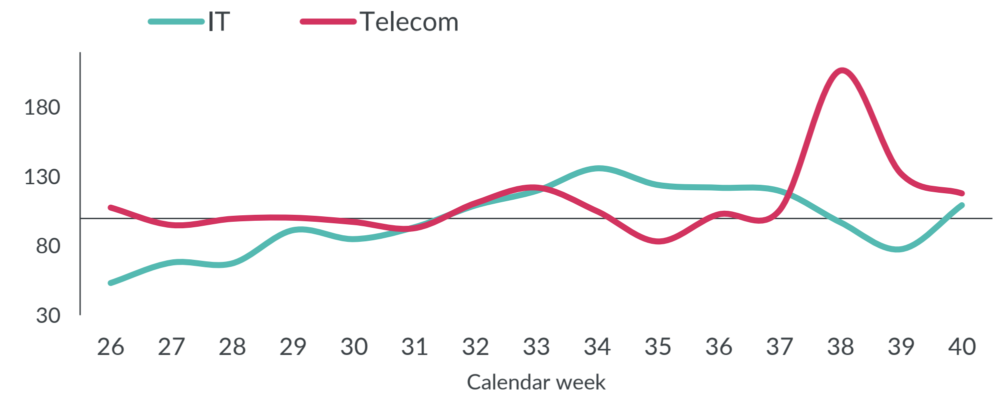
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 40 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – 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

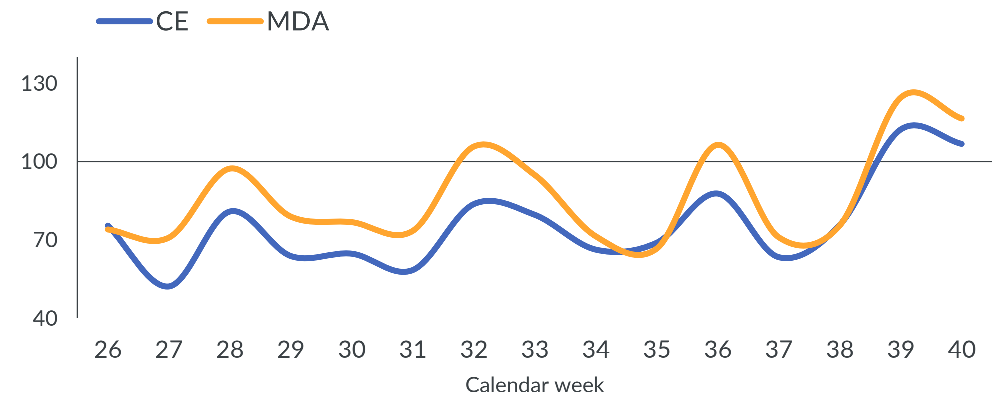
© GfK

Weekly retail insights from the Point of Sale

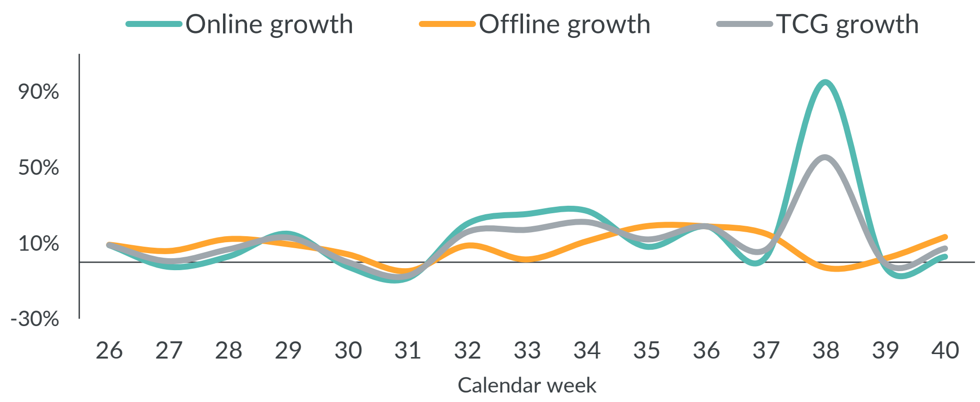
Spotlight on China

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 40 (Oct 02 – Oct 08)

- A good result for traditional retail (+13% in week 40 versus +2% in week 39) lifted the total TCG market to a plus of 7%. Traditional retail at +3% (up from -3% in week 39) added to it.
- Smartphones were the driving force of this development, accelerating at +22%. Mobile computing delivered a minus of 19%.
- Week 40 in 2023 saw an increase of 2% for washing machines. Cooling dropped by 3%. TVs were the worst-performing product group at -20%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2022 – 40 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.

© GfK


GfK
An NIQ Company
Received this from a colleague?
Register now to get this weekly report delivered direct to you.