



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 181
cw45/2023

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.

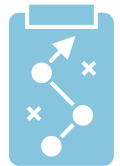
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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**!

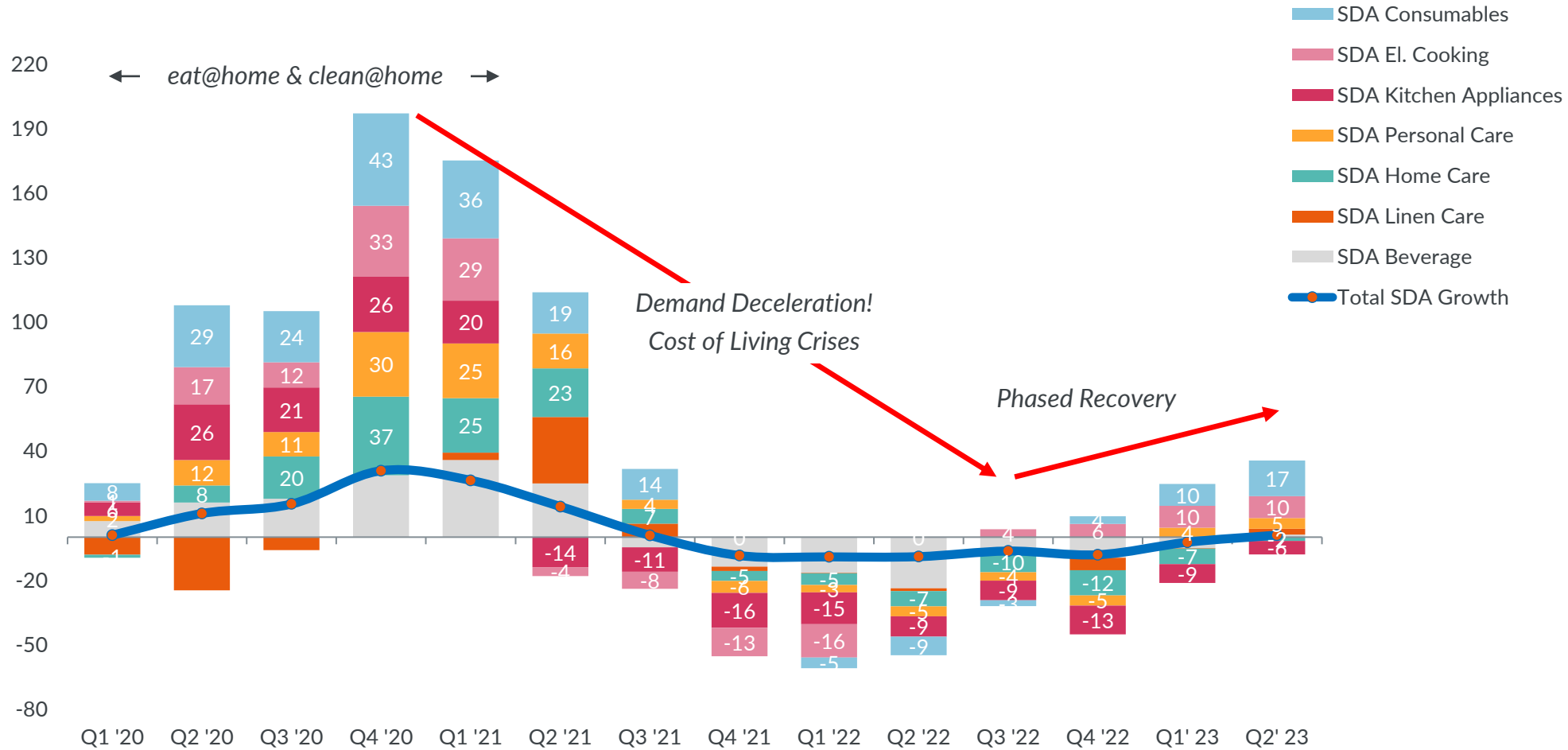
Fact of the Week

Nearly all SDA segments witnessed demand deceleration. eat@home trend shows saturation.



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

Additive Value Growth for SDA categories: Mio Value Growth, US \$



Source: Market Intelligence Sales Tracking, Jan 2020 – Jun 2023 YoY, excl. NA
“Each bar in the graph is a sum of individual growths of the small domestic appliances product category aggregation which are legends in the chart.”

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.

About **gfknewron**

Fact of the week

> Germany

Great Britain

France

Italy

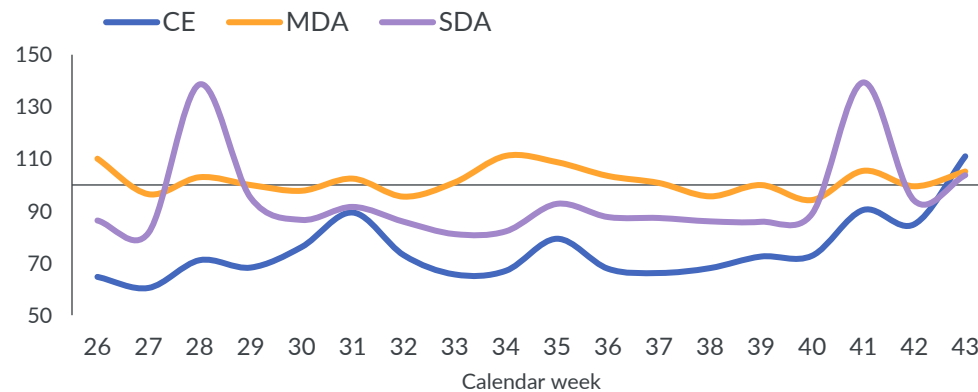
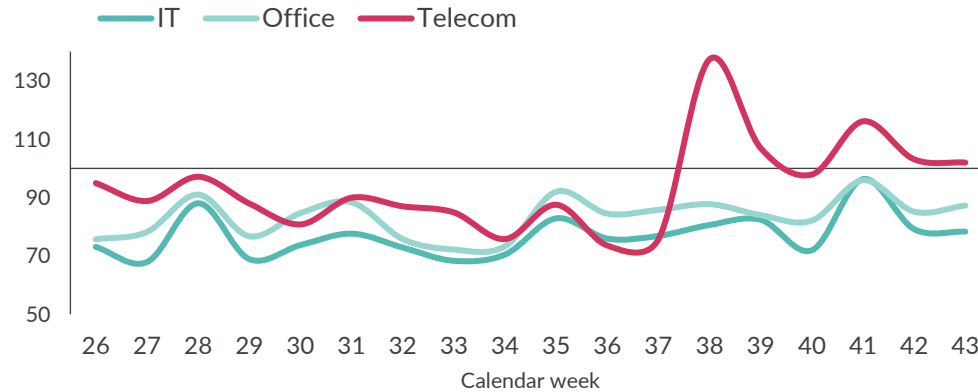
Spain

Japan

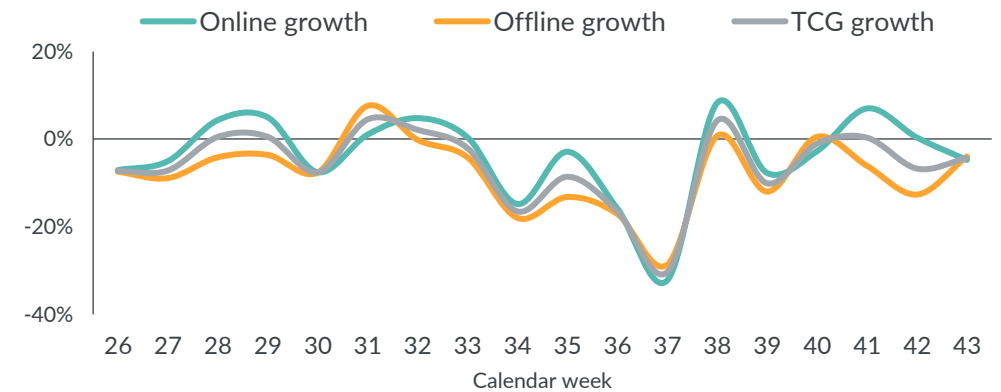
Brazil

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 43 (Oct 23 - Oct 29)



- Similar rates of -4% for traditional retail and -5% for online sales dragged the total TCG market down by 4%.
- Except for monitors at +5%, most other IT/Office products posted double-digit negative trends of between -16% and -25%. Laser printers were down by 7%. Smartphones slightly increased by 1% in week 43.
- While CE products continued to deliver negative trends throughout (with TVs posting -12% and audio home systems dropping by 2%), food preparation (+23%) was the best-performing category within MDA/SDA products. Dental care delivered +14%. Hot beverage makers lost 7%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2022 - 43 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.

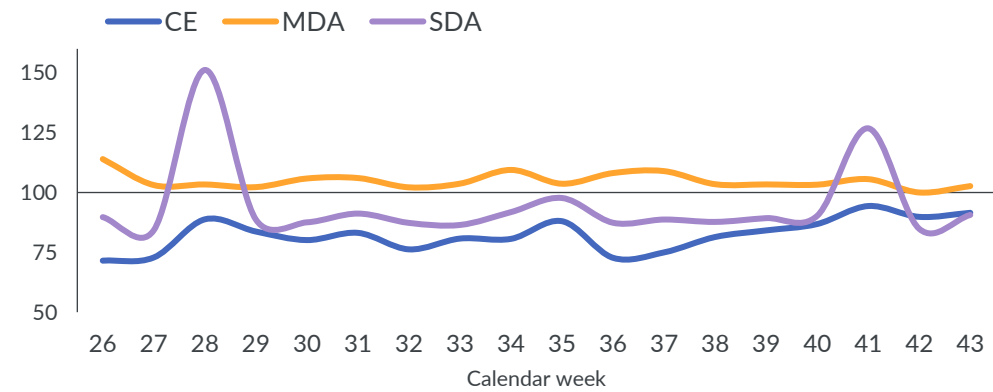
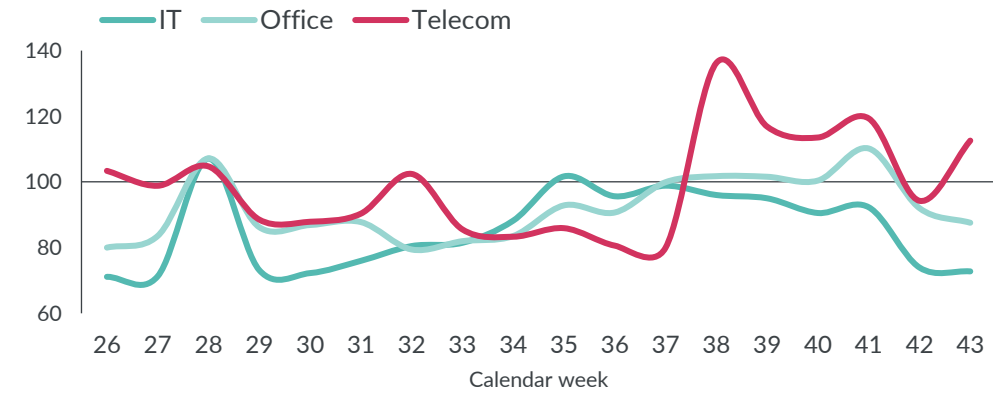
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

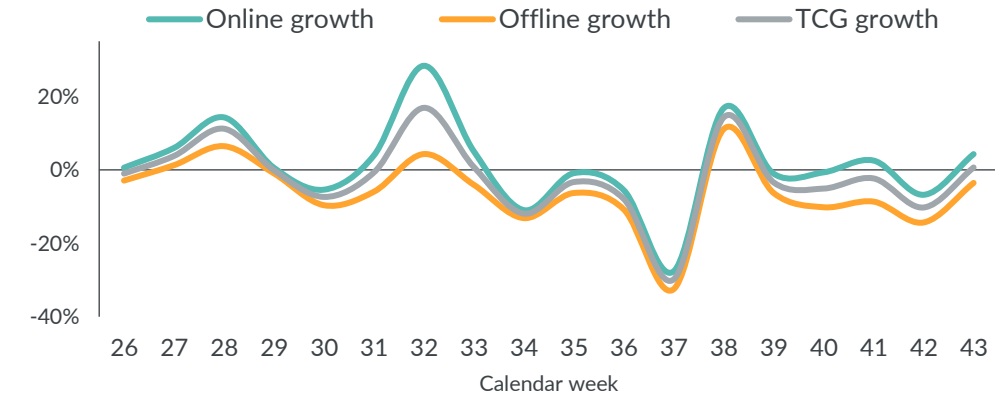


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 43 (Oct 23 - Oct 29)



- Online sales (+4%) and traditional retail (-4%) delivered an almost opposite result to each other, resulting in a slight uptick of 1% for the total TCG market.
- Most IT/Office products experienced a double-digit decline, led by media tablets at -38%. Mice were up 4%. Smartphones delivered a good result, posting +19%.
- Dental care (+5%) and washing machines (+2%) were the best-performing categories in MDA/SDA products. Consumer electronics were negative throughout, with TVs posting -13%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 43 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

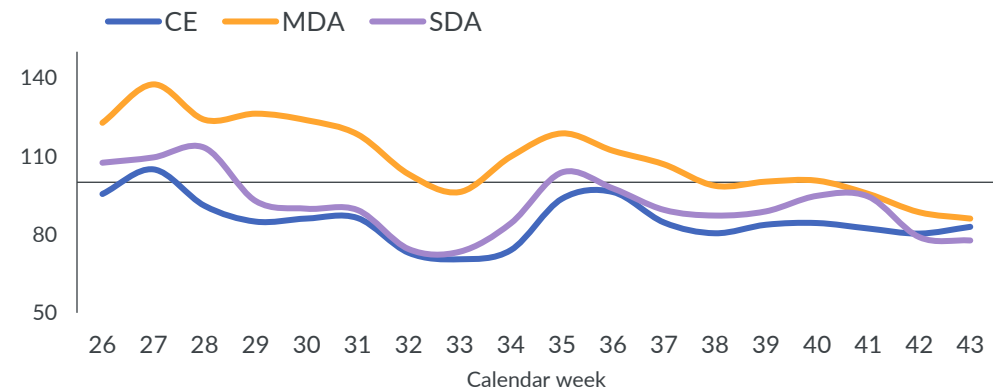
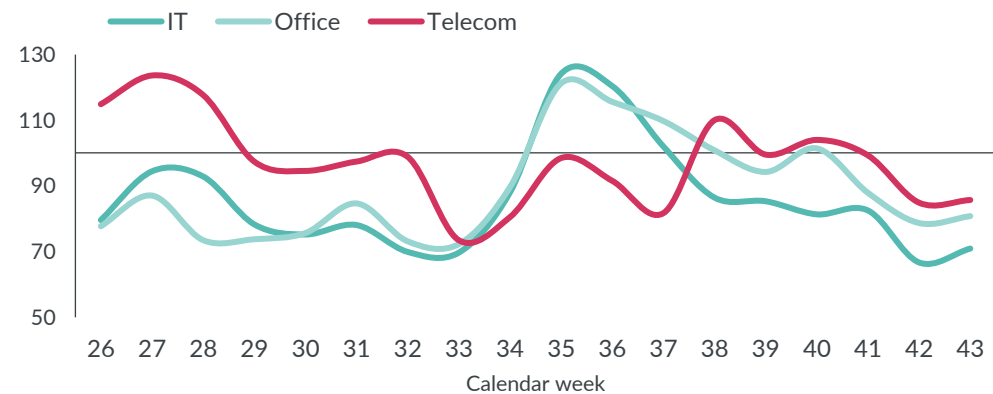
Weekly retail insights from the Point of Sale

Spotlight on France

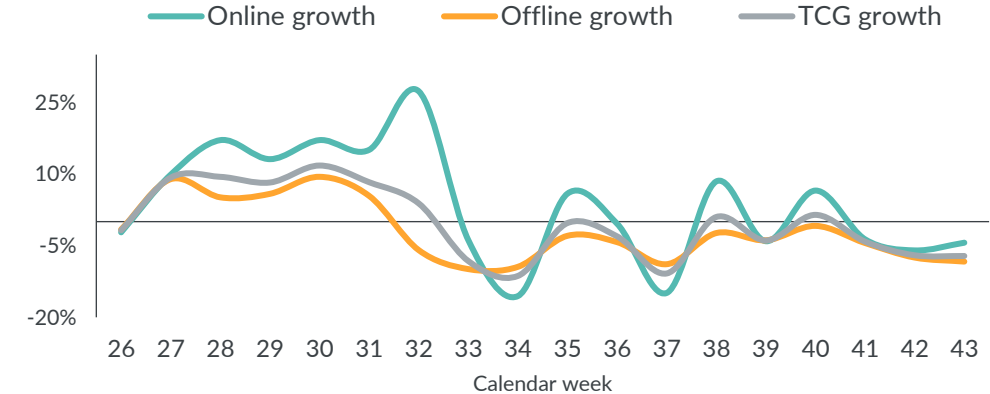


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- > France**
- Italy
- Spain
- Japan
- Brazil
- China

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 43 (Oct 23 - Oct 29)



- The deceleration of traditional retail (-8%) dragged the total TCG market down by 7%. Online sales added to it by delivering -4%.
- The negative trends for IT/Office products were led by laser printers at -31%, while desk computing followed in second place (-23%). Monitors at -2% were hit the least. Smartphones accelerated at +6%.
- Audio home systems at -21% added to the weak result for TCG, along with PTV at -16%. Within MDA/SDA categories, only air treatment (+5%) and hot beverage makers (+3%) delivered growth, all others experienced negative trends, led by food preparation at -12%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 43 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

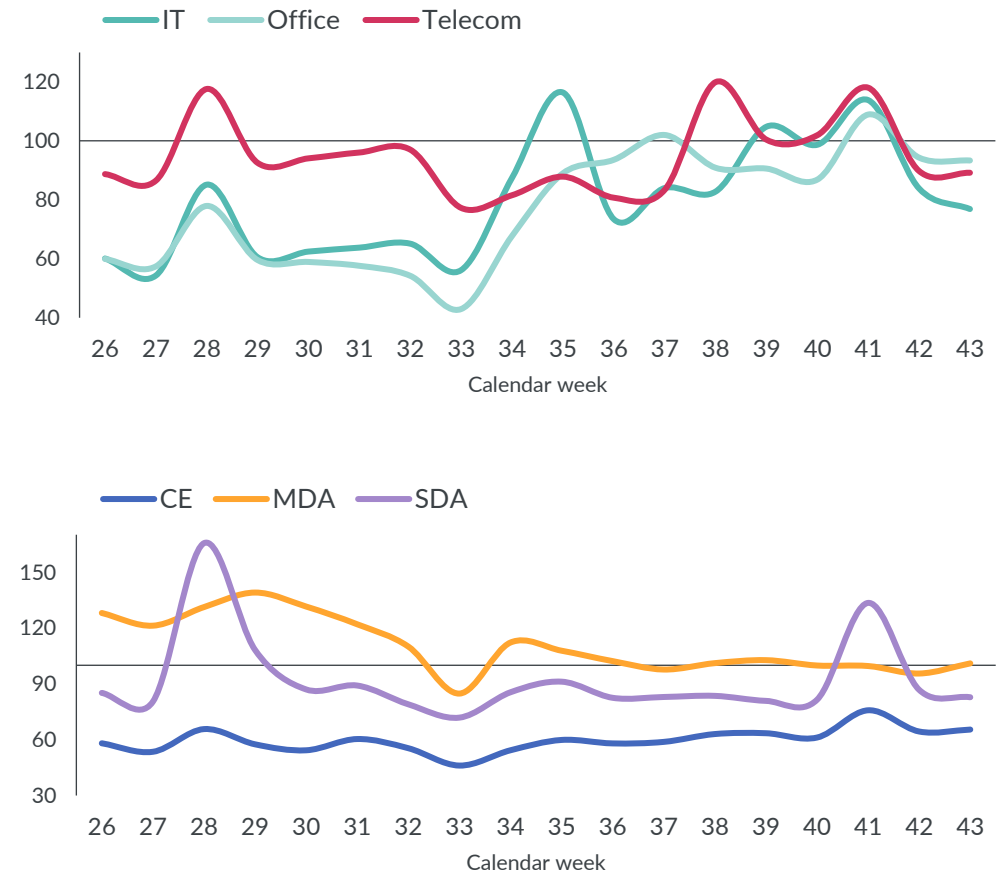
Spain

Japan

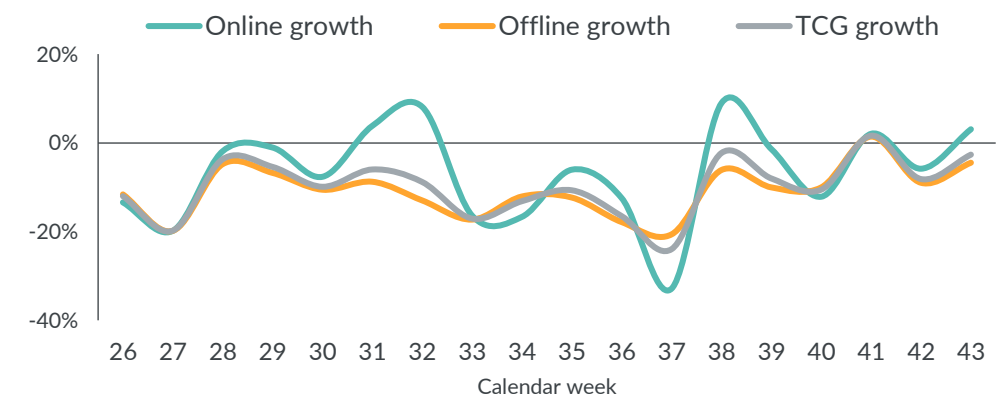
Brazil

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 43 (Oct 23 - Oct 29)



- Online sales experienced a plus of 3% versus week 43 in 2022, but this failed to compensate for the losses of traditional retail (-4%) and left total TCG at a minus of 3%.
- While desk computers and mobile computers lost in double digits (-24% and -17% respectively), laser printers gained 17%. Inkjet printers posted a slight increase of 1%. Smartphones were up 3%.
- Air treatment was the best-performing category in week 43, at +66%. MDA/SDA categories overall posted positive trends, except for shavers at -10%. CE products lost in solid double digits (TVs posting -15%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 – 43 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

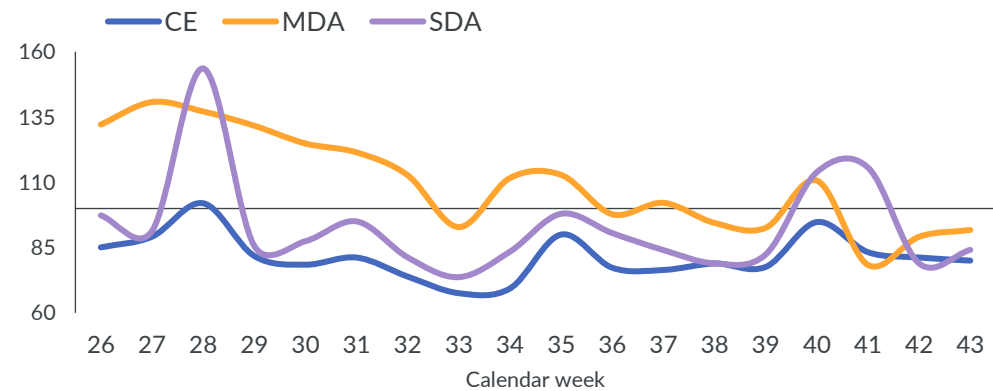
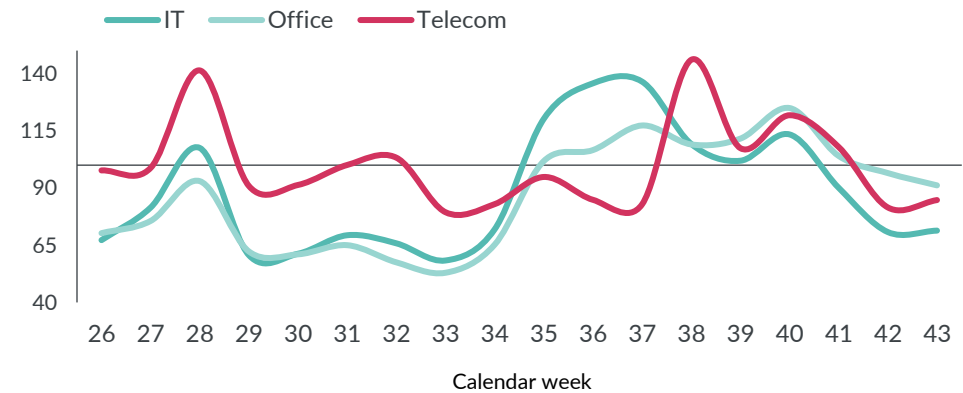
> Spain

Japan

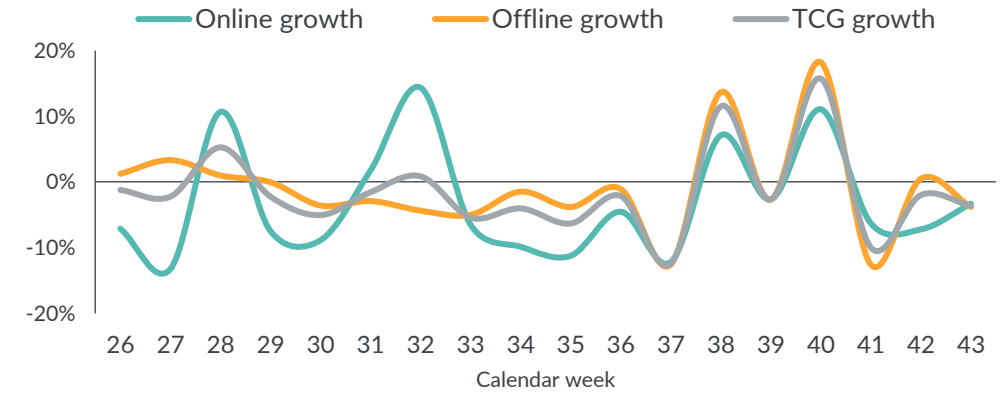
Brazil

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 43 (Oct 23 - Oct 29)



- Similar rates of -4% for traditional retail and -3% for online sales dragged the total TCG market down by 4%.
- All IT/Office categories delivered double-digit negative trends of between -11% for inkjet printers to -27% for desk computing. Smartphones were weak at +2%.
- Audio home systems were hit strongly (-33%), but PTV only lost 2% and soundbars actually gained 17%. Within MDA/SDA categories, vacuum cleaners were the best performing category, while cooling decelerated by 7%. Washing machines were flat.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 – 43 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 Japan



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

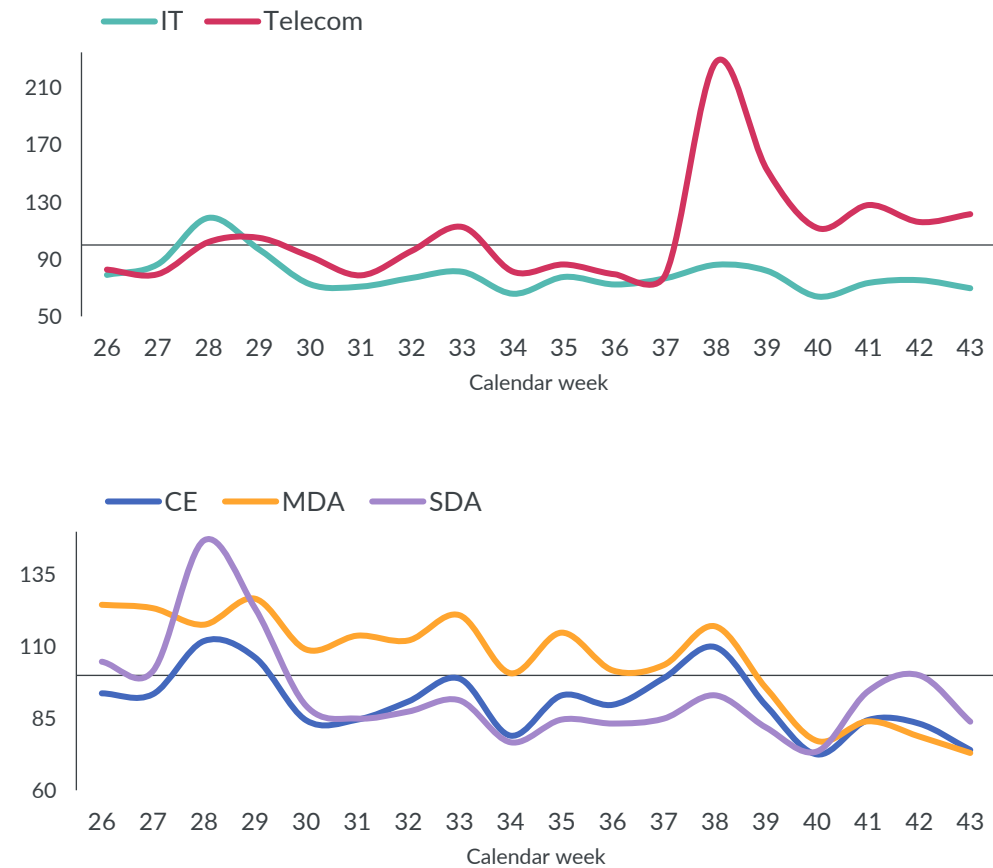
Spain

> Japan

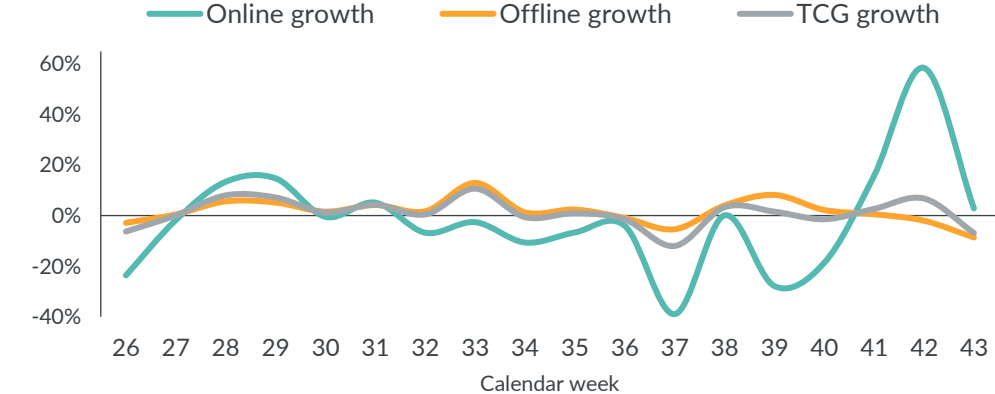
Brazil

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 43 (Oct 23 - Oct 29)



- Online sales experienced a plus of 3% versus week 43 in 2022, but this failed to compensate for the losses of traditional retail (-9%) and left total TCG at a minus of 7%.
- Mobile computing and media tablets both decelerated at -18%. Smartphones delivered +12% and headsets were a little behind at +10%.
- While cooling and washing machines dropped by 12% and 13% respectively, SDA products delivered mixed trends with hot beverage makers (+21%) in the lead and air treatment (-24%) at the other end of the scale. PTV sales delivered -13%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 43 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

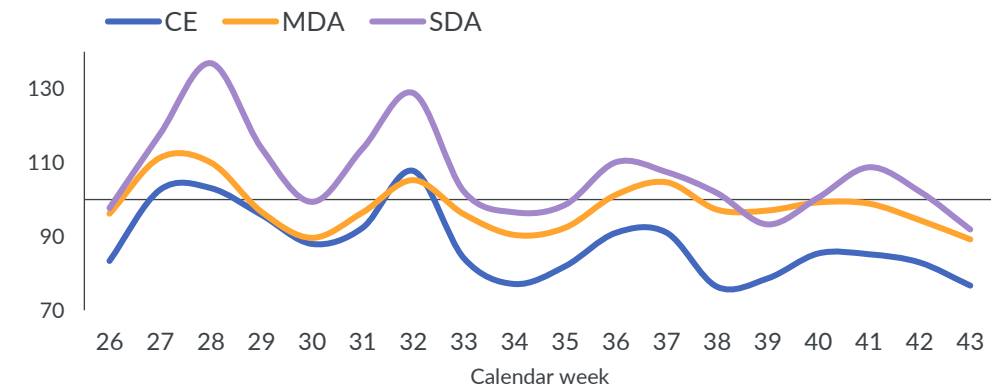
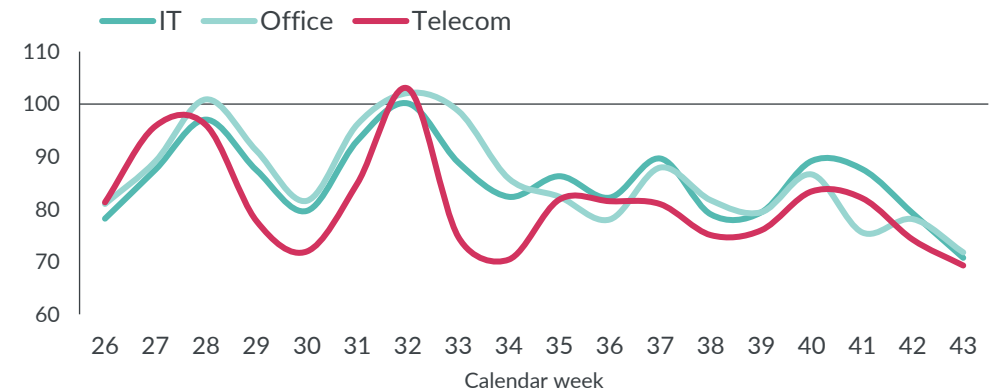
Spain

Japan

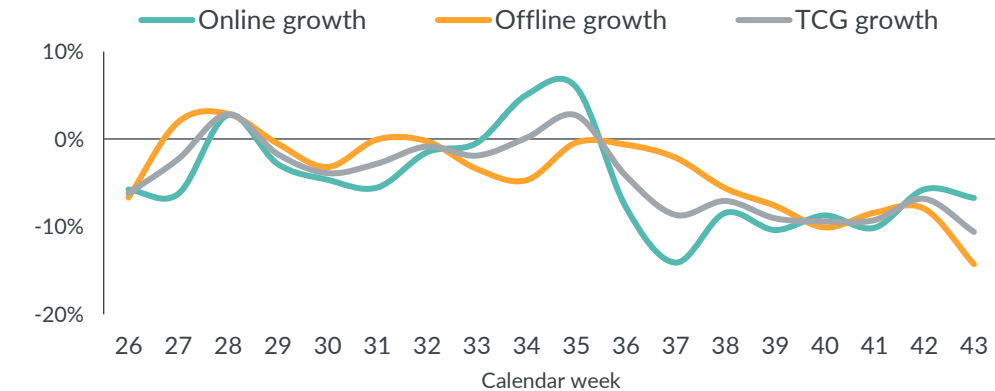
➤ Brazil

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 43 (Oct 23 - Oct 29)

- Traditional retail delivered -14% (-8% the previous week) and with online sales down -7% (-6% the previous week), the result was a downswing for the total TCG market of 11%.
- Media tablets at +15% were the best-performing category in week 43, while all other IT/Office categories posted negative trends, with desk computing delivering -12%. Smartphones slumped at -14%.
- In week 43, CE products were hit the most with TV sales posting -22% and audio home systems adding at -33%. The overall positive picture for MDA and SDA product groups was clouded by shavers at -9%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 43 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

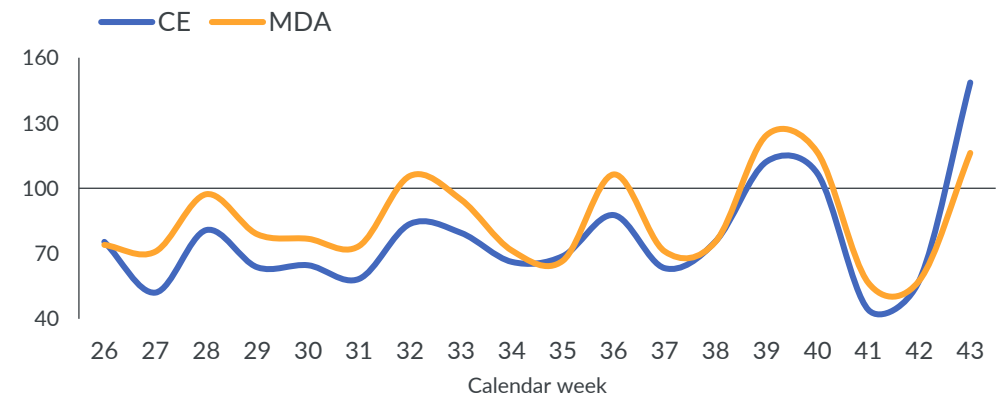
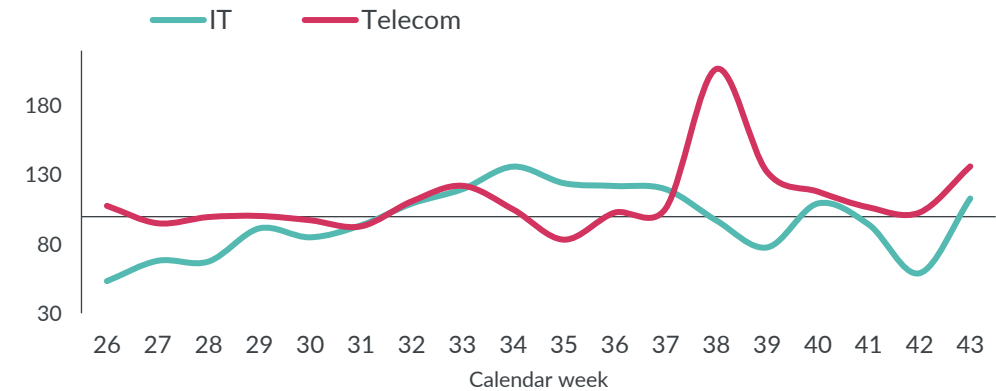
Spain

Japan

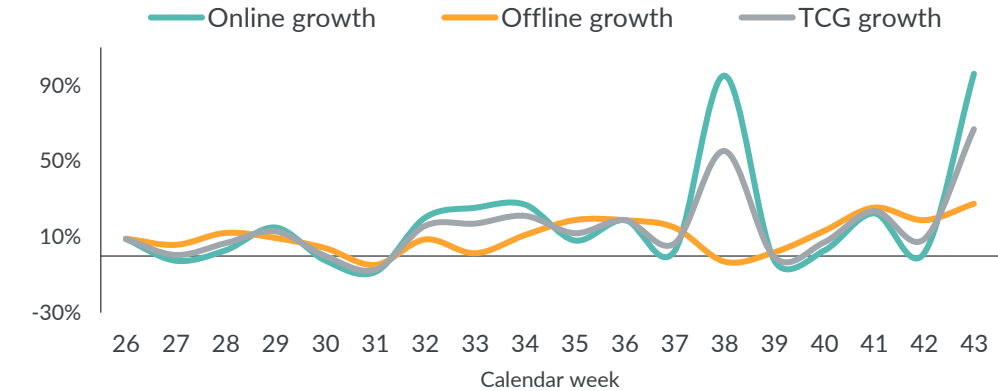
Brazil

➤ 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 43 (Oct 23 - Oct 29)



- Singles' Day (11th Nov) was already on the horizon. Two weeks before 11.11 the TCG market displayed considerable growth (+67%), driven mainly by online (+96%). Traditional retail added to it at +28%.
- Mobile PCs posted an increase of +37% compared to week 43 in 2022. Smartphones accelerated at 59%.
- TV sales experienced skyrocketing growth of 132%. Cooling and washing machines delivered extraordinary increases as well, at +99% and +76% respectively.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2022 - 43 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.



An NIQ
Company

**Received
this from a
colleague?**

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