



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 190
cw04/2024

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 2024 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.

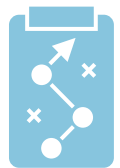
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



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

Gaming Mobile PC/Monitor outperforming non-gaming segments



About **gfknewron**

IT Hardware & Accessories, Jan – Aug 2023, Sales Value USD, YoY Growth %

> Fact of the week

Germany

Great Britain

France

Italy

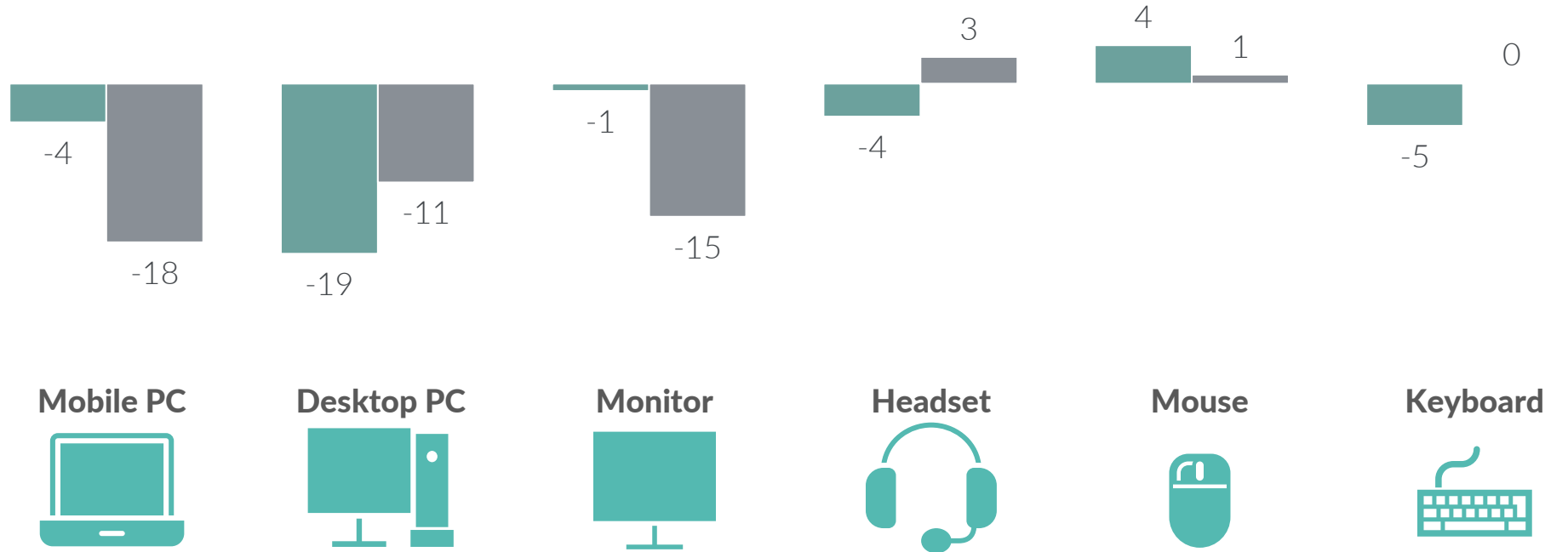
Spain

Japan

Brazil

China

■ Gaming ■ Non Gaming



Weekly retail insights from the Point of Sale

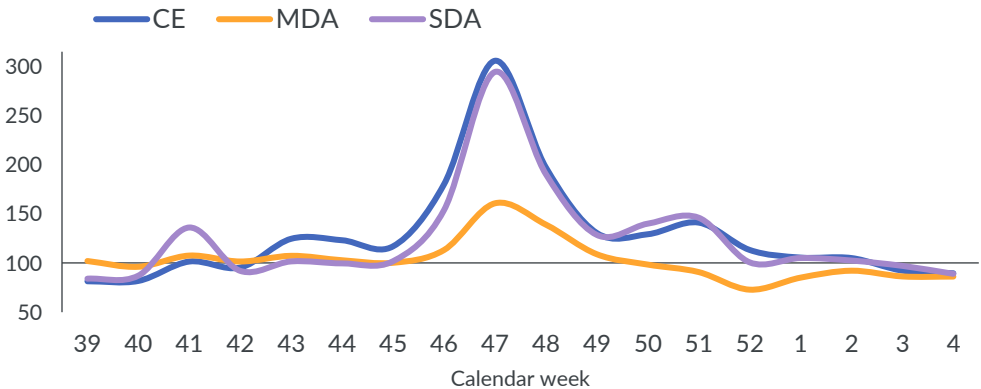
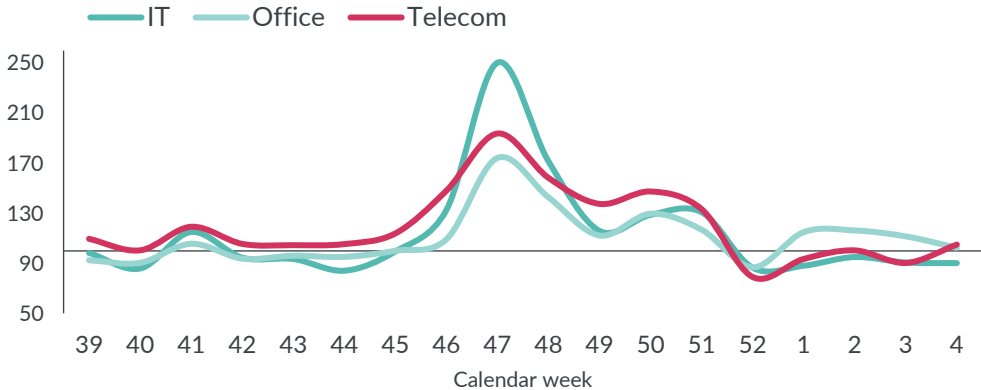
Spotlight on Germany



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

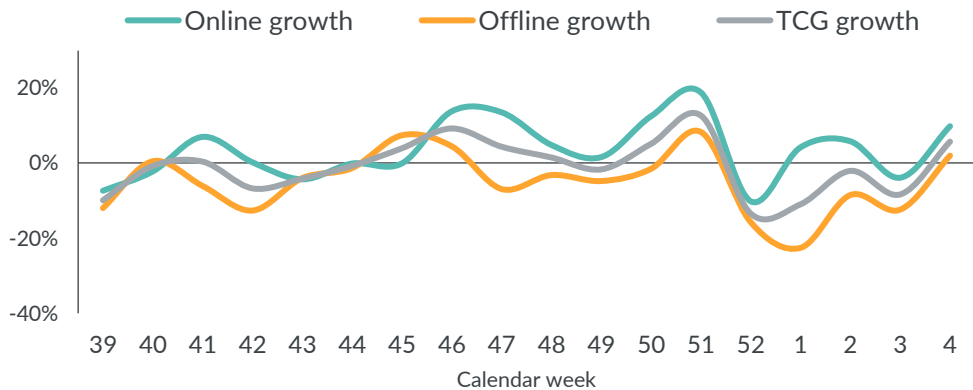
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

Index: 2023 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 22 – Jan 28)



- A good recovery for online sales (+10%, up from -4% last week) and traditional retail (+2%, up from -12%) pushed the total TCG market to a plus of 6%.
- This development was driven by smartphones at +25% as all IT/Office products slumped in double digits. Monitors and laser printers were hit the least at -13%. Mobile computing delivered -19%.
- While CE categories performed similarly to IT/Office, there were rays of light in the SDA sector. Shavers were up 11%, vacuum cleaners grew by 7%, and dental care delivered a slight plus of 3%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 04 2024; 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.

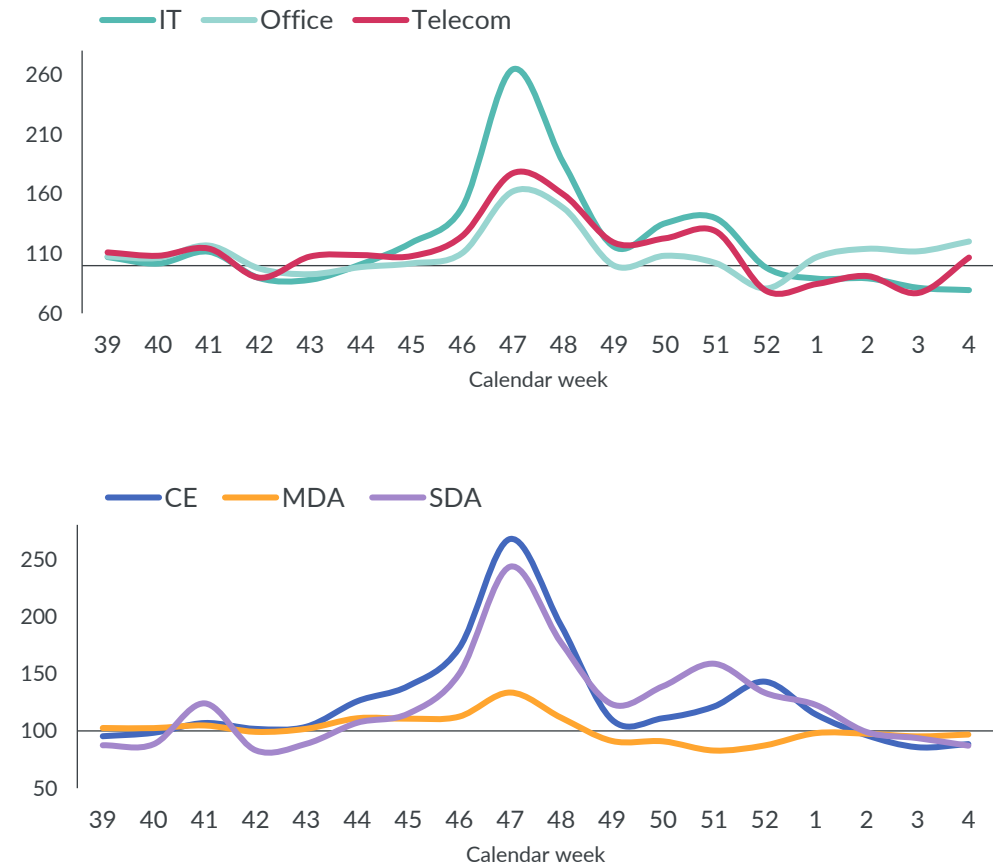
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

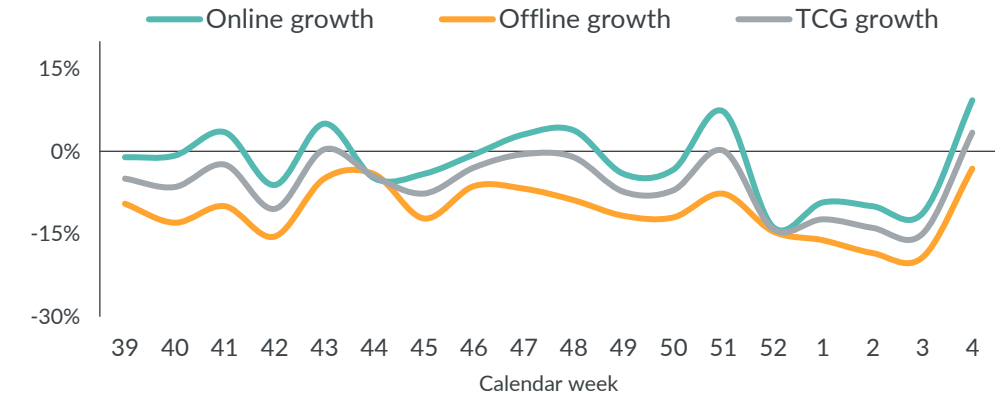


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

Index: 2023 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 22 – Jan 28)

- Recovery of online sales (+9%, up from -11% in week 3) lifted the total TCG market to a plus of 3%. Traditional retail declined by 3%.
- Laser printers posted an eye-catching growth of +146%, driven by price reductions in the online channel. The other IT/Office categories delivered rates ranging from +25% for mice to -38% for media tablets. Given the dominance of smartphones, the impact of its +14% growth boosted the positive result for the overall TCG market.
- The mixed picture for MDA/SDA/CE product groups ranged from -12% for audio home systems to +7% for food preparation. PTV was flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 04 2024; 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

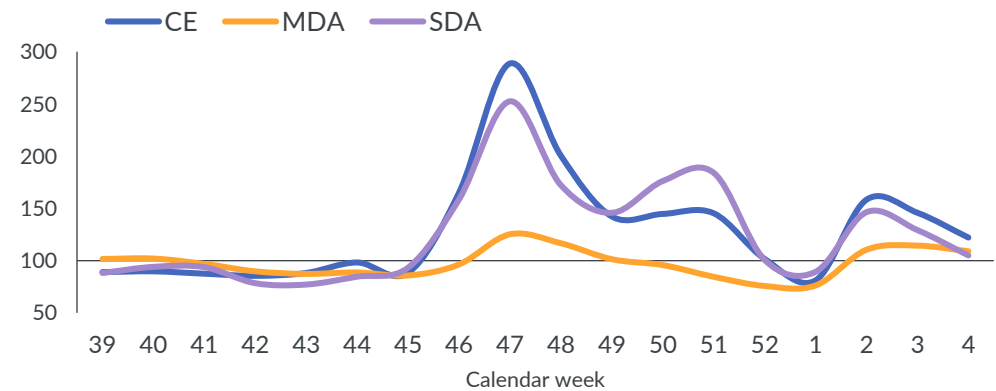
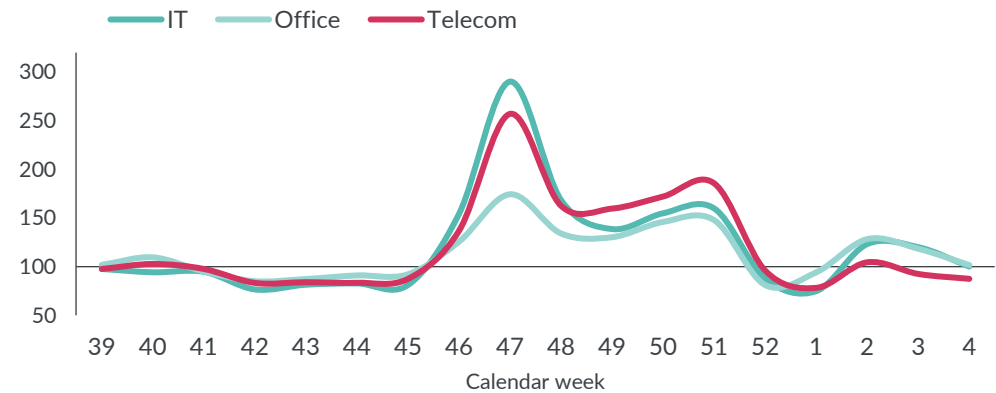
Weekly retail insights from the Point of Sale

Spotlight on France

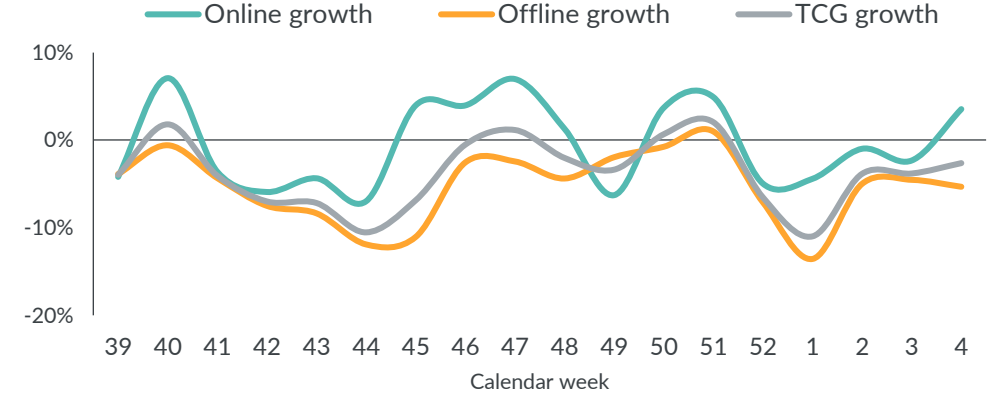


- About **gfknewron**
- Fact of the week
- Germany
- Great Britain
- > France
- Italy
- Spain
- Japan
- Brazil
- China

Index: 2023 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 22 – Jan 28)



- Online sales experienced a plus of 4% versus week 4 in 2023, but this failed to compensate for the losses of traditional retail (-5%) and left the total TCG at a minus of 3%.
- Within IT/Office, desk computing at -15%, was the worst-performing category in week 4. Mobile computing and laser printers claimed second place at -14%. Mice gained a slight plus of 1%. Smartphones lagged at -2%.
- Air treatment (-24%), audio home systems, food preparation, and soundbars posted double-digit negative trends. PTVs were down 1%. Shavers at +18% were the highlight of week 4.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 04 2024; 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

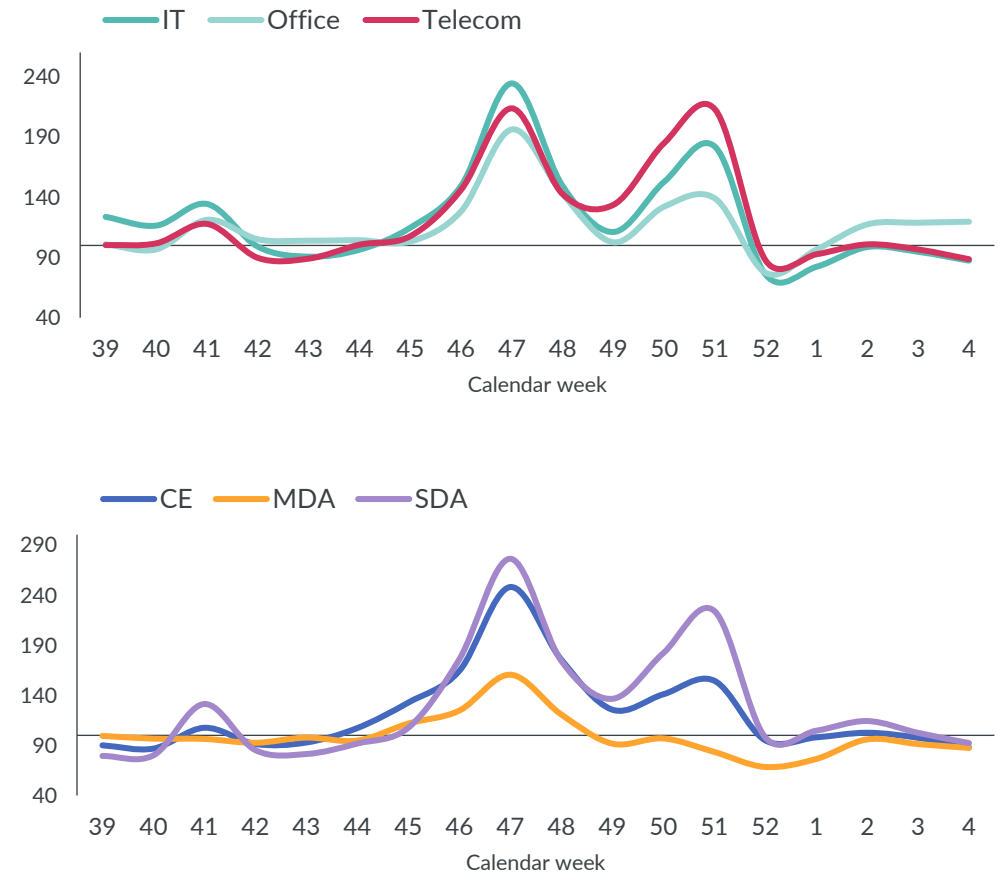
Spain

Japan

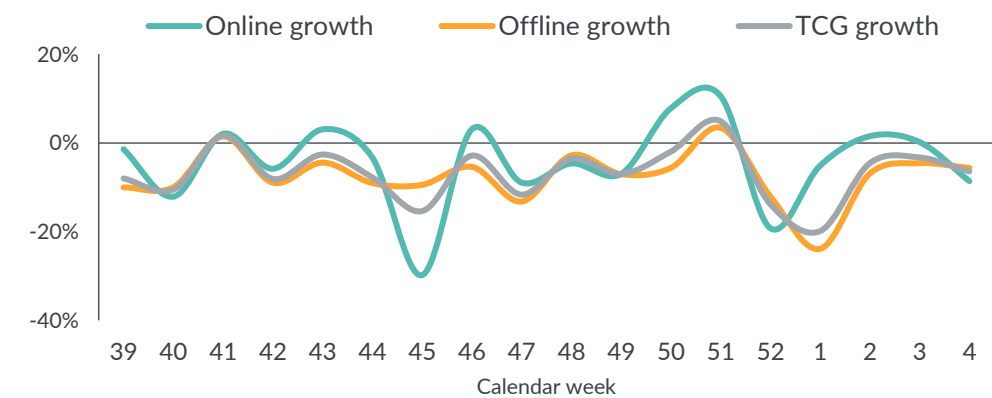
Brazil

China

Index: 2023 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 22 – Jan 28)



- Deceleration of online sales (-9%) dragged the total TCG market down by -6%. Traditional retail added to it by delivering -6%.
- All IT/Office and telecom products posted negative trends, ranging from -25% for laser printers to -3% for desk computing. Smartphones were flat.
- MDA/SDA/CE performed similarly negatively except for vacuum cleaners at +13% and hot beverage makers at +7%. Audio home systems and air treatment marked the other end of the scale at -31%. TVs slumped at -19%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 04 2024; 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

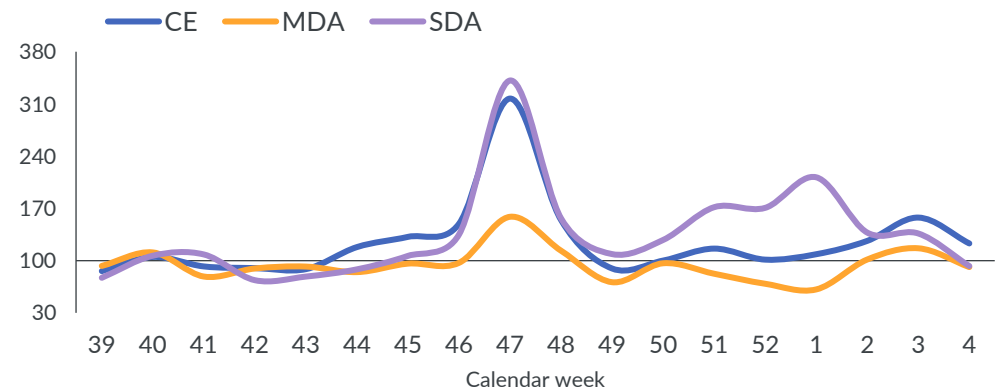
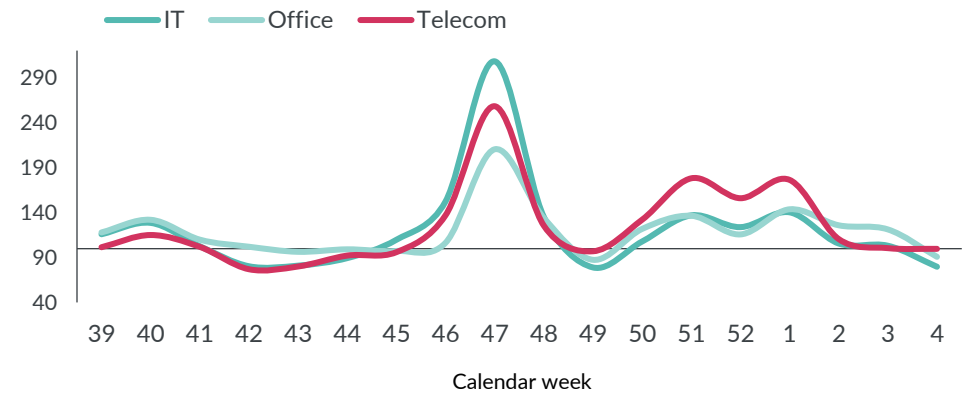
➤ Spain

Japan

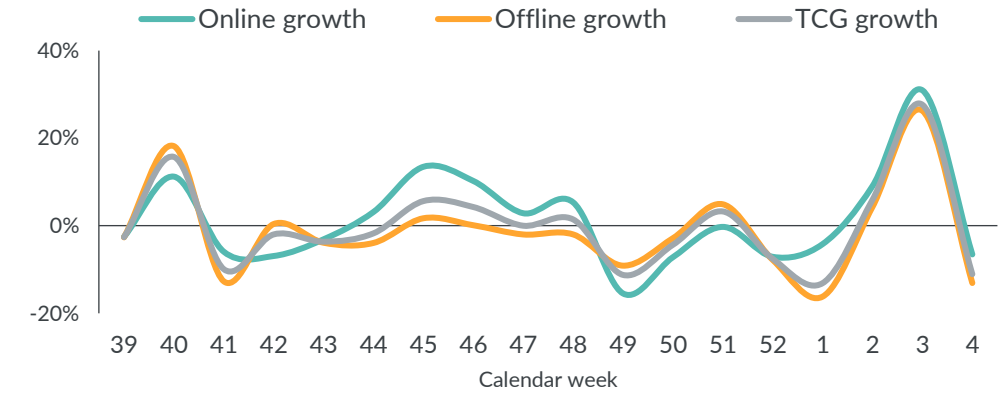
Brazil

China

Index: 2023 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 22 – Jan 28)



- Traditional retail experienced a minus of 13% versus week 4 in 2023. Online sales at -7% added to the decline of the total TCG market (-11%).
- All IT/Office categories lost in strong double digits with laser printers out in front at -41% and inkjet printers hit the least at -27%. Smartphones accelerated at +18% and headsets were flat.
- MDA/SDA/CE products presented the same picture, with audio home systems losing 40% and shavers and washing machines down 27%. PTV delivered a slight plus of 2%

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 04 2024 (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

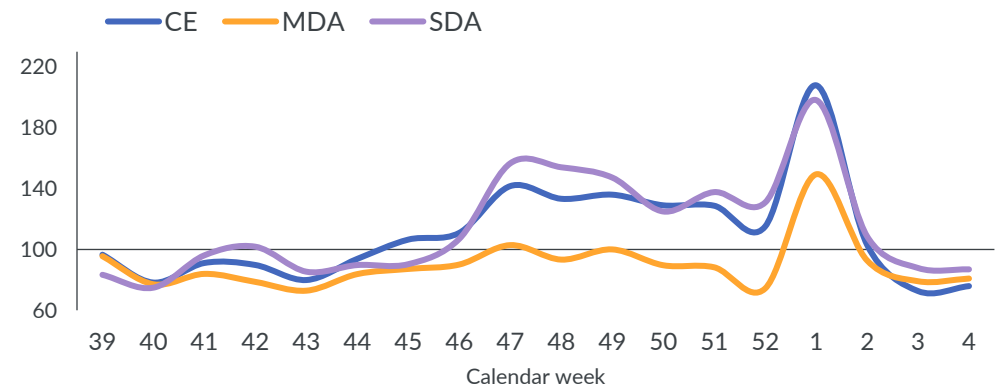
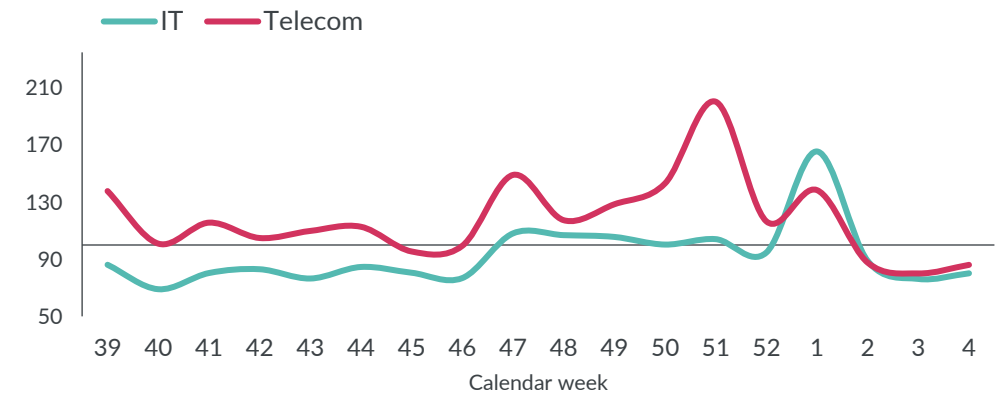
Spain

> Japan

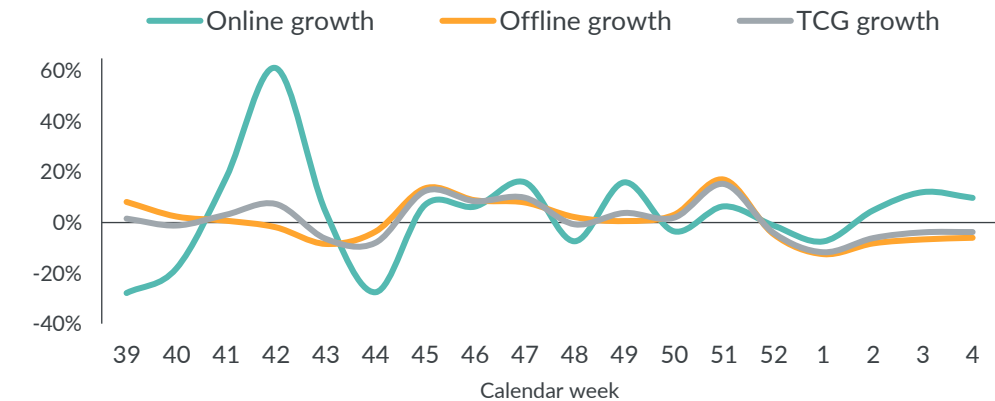
Brazil

China

Index: 2023 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 22 – Jan 28)



- Online sales delivered +10% but due to its small share compared with traditional sales which lost 6%, it could not impact the decline of 4% for the total TCG market.
- Mobile computing decelerated at -13% while media tablets declined by 14%. Smartphones registered a small decrease of 1%. Headsets won 7%.
- Within SDA products only air treatment posted a negative trend, at -11%, while dental reached a plus of 14%. MDAs and CE categories were negative with soundbars the worst-performing category in week 4, at -16%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 04 2024; 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

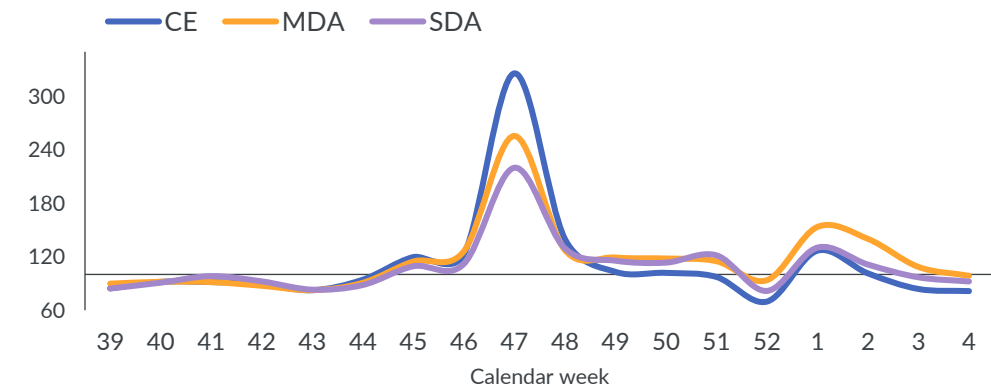
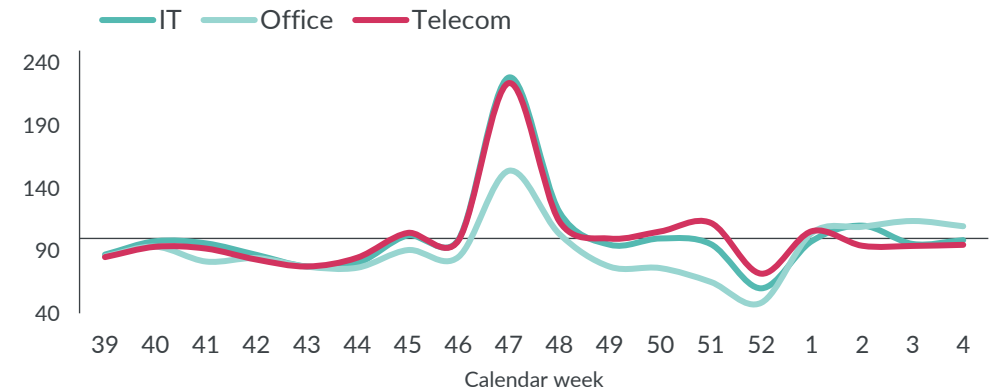
Spain

Japan

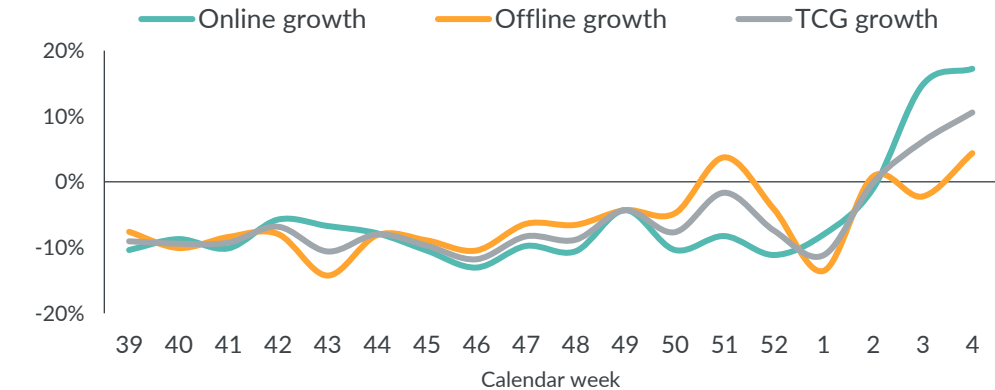
➤ Brazil

China

Index: 2023 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 22 – Jan 28)



- Traditional retail was weak at +4% but online sales at +17% lifted the total TCG to an upswing of 11%.
- This development was driven by smartphones, up 11%, and very a strong result from media tablets at +81%. Except for mobile computing at -4%, all other IT/Office products also performed well.
- Except audio home systems at -6% and shavers at -4%, all MDA/SDA/CE products accelerated at rates from +6% for TV sales to +23% for cooling.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 04 2024; 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

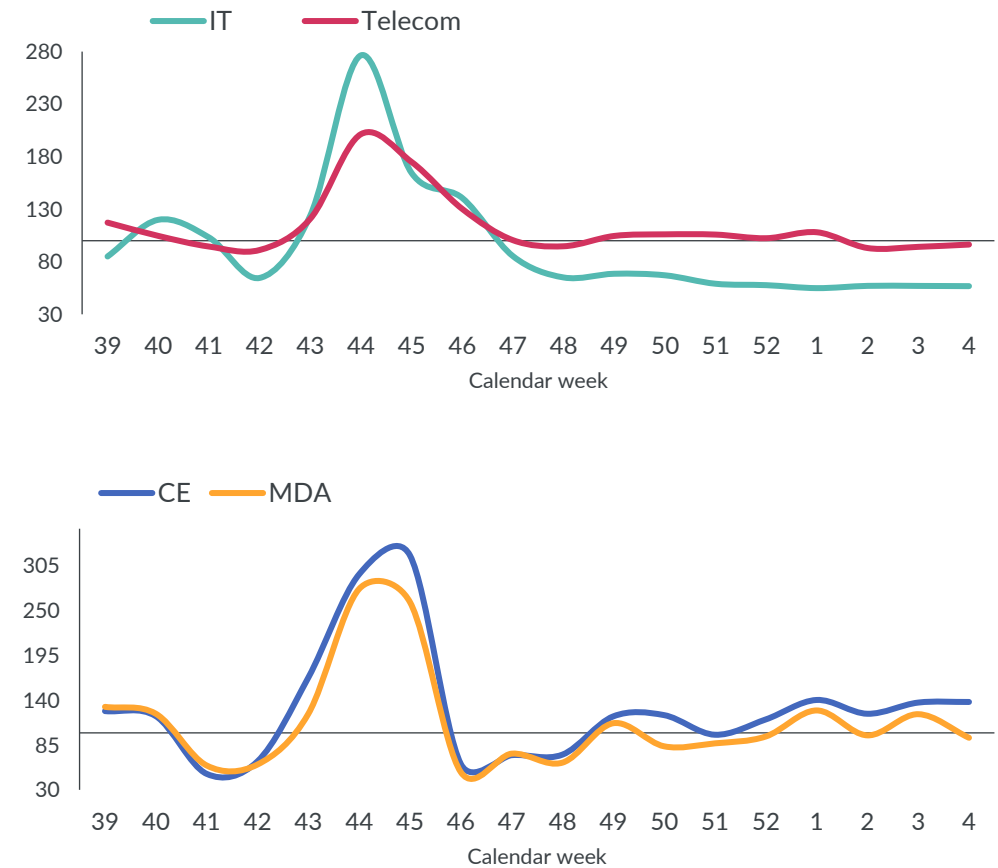
Spain

Japan

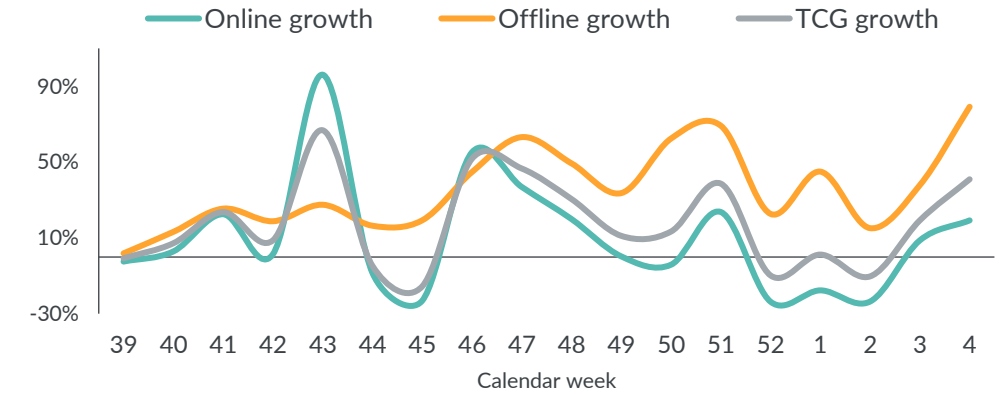
Brazil

➤ China

Index: 2023 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 22 – Jan 28)



- Week 4 2024 showed the influence of the Chinese New Year, which was celebrated in week 4 in 2023 and will take place in week 7 in 2024. The total TCG experienced an uplift of 41% vs week 4 2023, driven by traditional retail at +79%. Online gained 19%.
- Cooling and washing machines were the driving forces of this development, accelerating at +86% and +75% respectively. TV sales were up 25%.
- Both mobile computing (+35%) and smartphones (+28%) added to the good result.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 04 2024; 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.