



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 194
cw08/2024

Powered by **gfknewron**



Simplify your data analysis journey

Quick, comprehensive, and accessible business insights



> About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

Japan

Brazil

China

In an era where market fluctuations are the norm, having a finger on the pulse of weekly changes is crucial. **gfknewron** offers more than just data; it provides clarity and direction in a sea of information so you can act based on the most current facts.

Accessible across your entire organization, **gfknewron** is a single point of truth for business-critical data. It distills complex market, consumer, and brand intelligence into a clear view of your performance within the market ensuring your strategies are robust and resilient.

gfknewron empowers you to transform insights into profitable actions, craft winning plans with confidence, and turn potential challenges into opportunities for growth.



Get instant access to crucial data to empower your decisions.



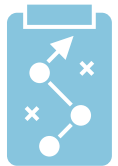
Ready to revolutionize the way you work with market intelligence?



Use AI-powered recommendations to guide you through market complexities.



Simply [log in](#) to the platform, or [request access](#) today to start transforming insights into action.



Create forecasts and simulations to predict market trends and optimize your business strategy.



- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing potential, build the right strategies and optimize revenue

Fact of the Week

E-commerce defends elevated COVID business

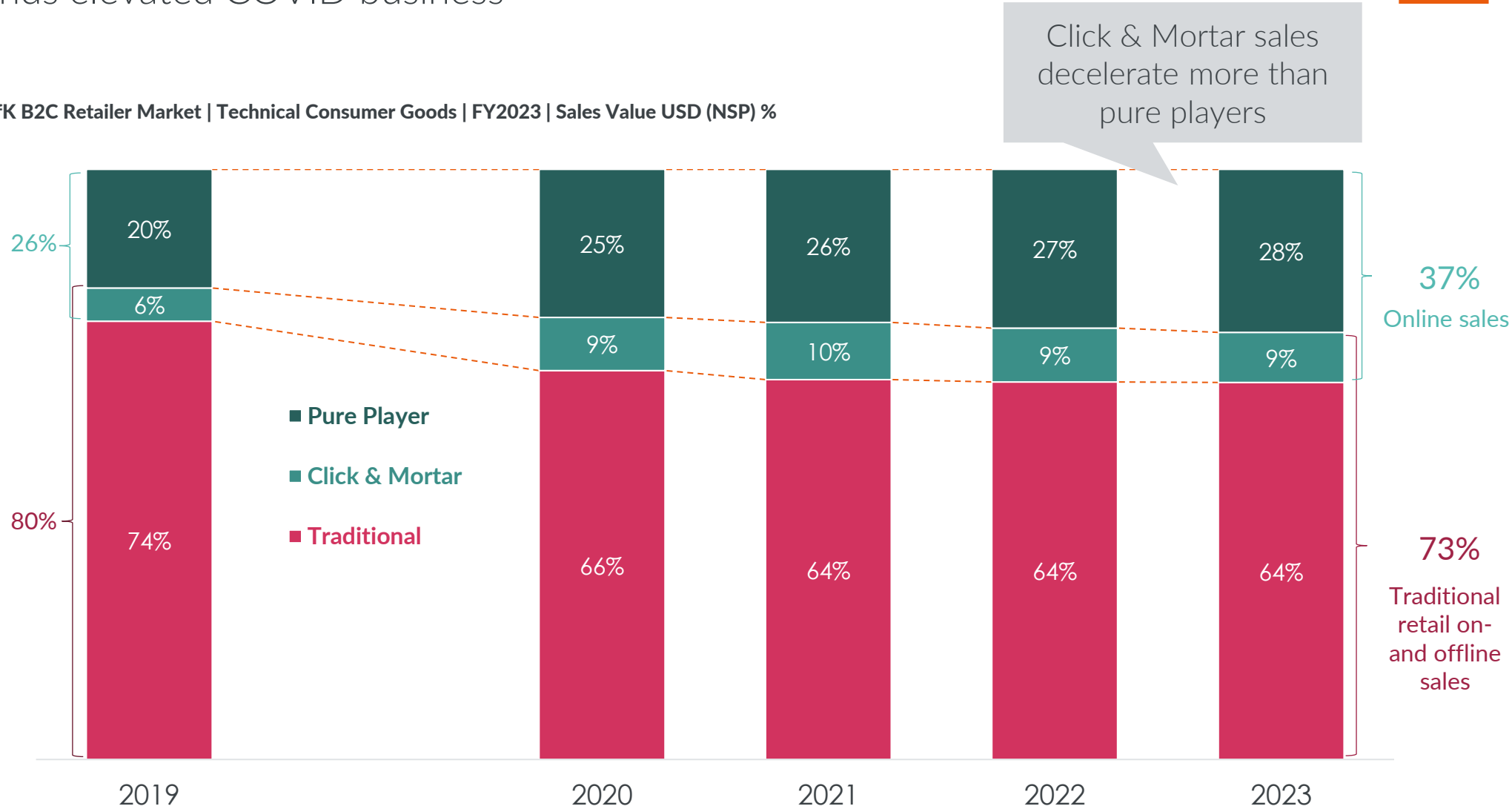


About **gfknewron**

> Fact of the week

- Germany
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

GfK B2C Retailer Market | Technical Consumer Goods | FY2023 | Sales Value USD (NSP) %



Weekly retail insights from the Point of Sale

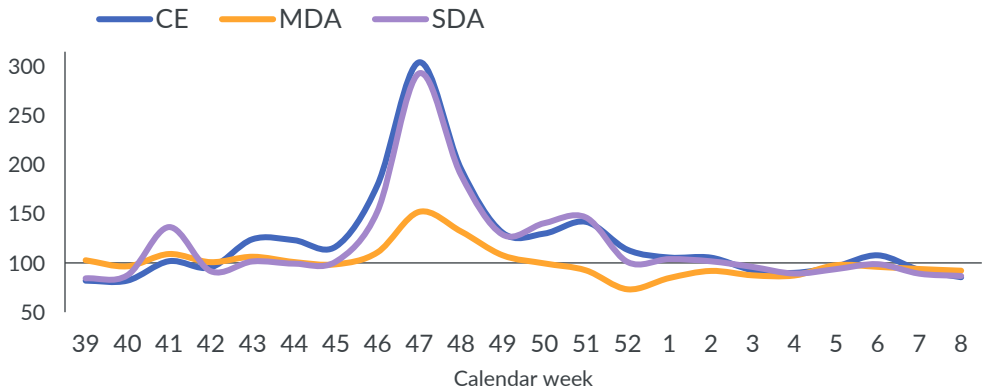
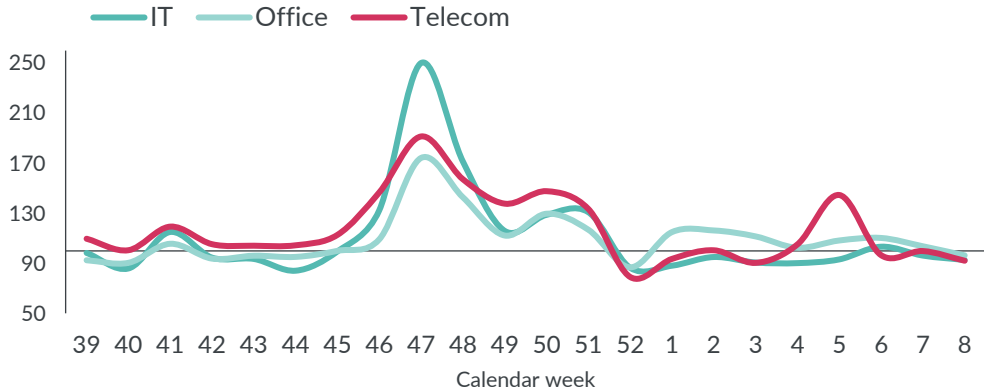
Spotlight on Germany



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

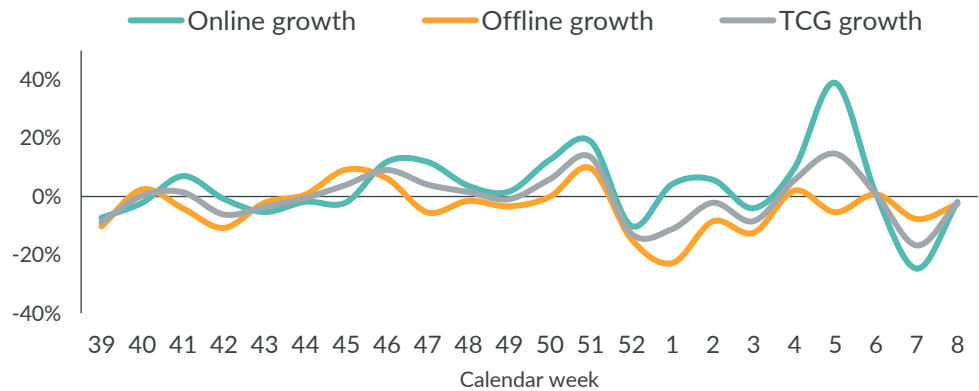
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 08 (Feb 19 – Feb 25)



- Similar rates of -3% for traditional retail and -2% for online sales dragged the total TCG market down by 2%.
- All IT/Office products experienced negative trends with mobile computing out in front at -20%. Laser printers claimed second place at -13%. Monitors at -1% were hit the least. Smartphones experienced an upswing of +4%.
- CE categories were negative throughout, with soundbars in the lead at -25%. TVs lost 9%. The mixed picture for MDA/SDA products saw dental care out in front at +16% and food preparation bringing up the rear at -10%. Hot beverage makers and vacuum cleaners were flat.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 08 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.

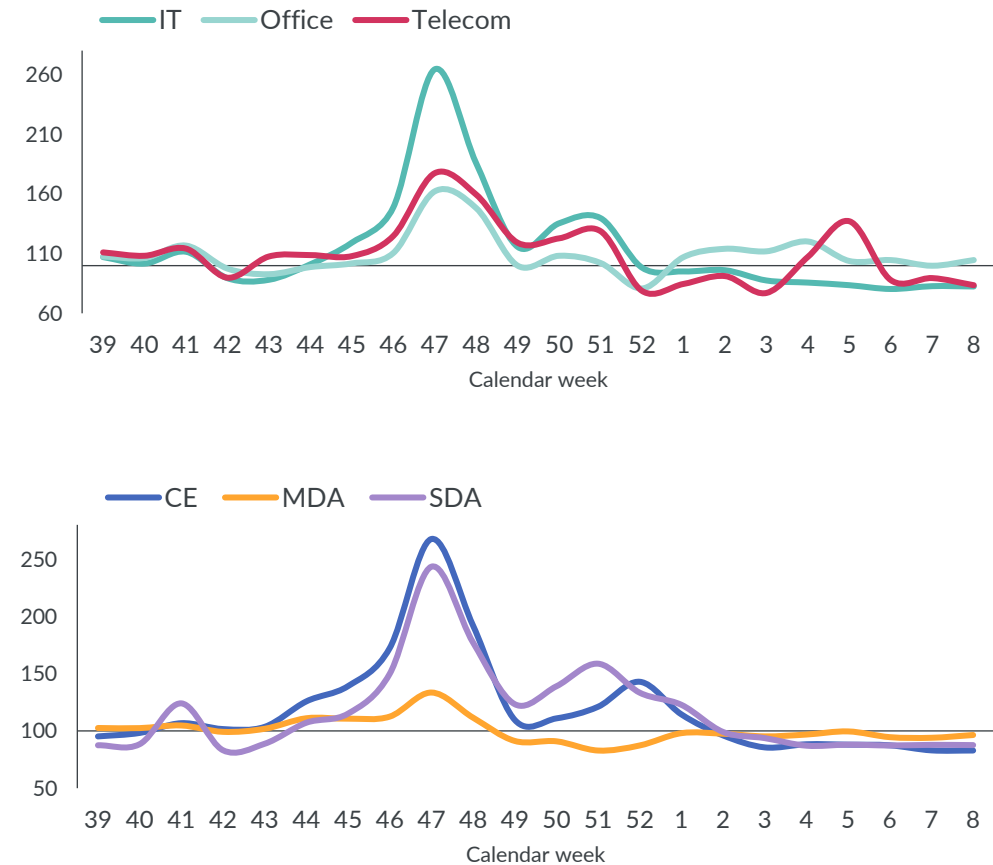
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

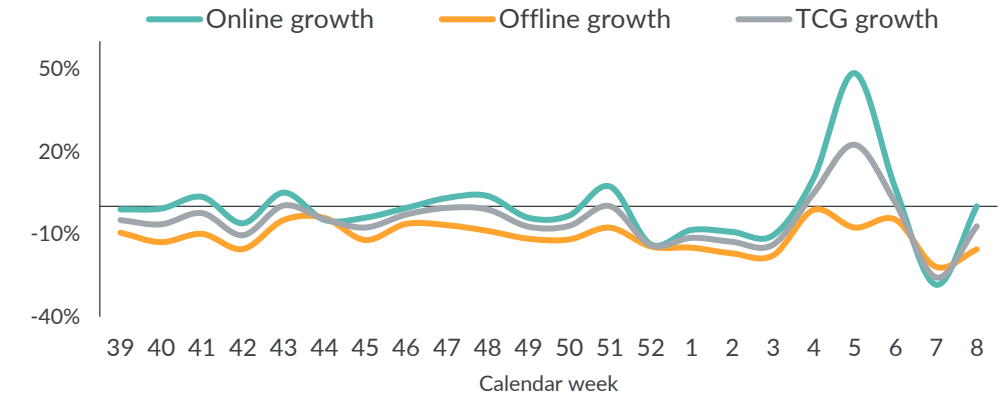


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain**
- France
- Italy
- Spain
- Japan
- Brazil
- China

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 08 (Feb 19 - Feb 25)

- Deceleration of traditional retail (-16%) dragged the total TCG market down by -7%. Flat online sales were unable to compensate.
- The main drivers of this development were smartphones at -16%. Media tablets lost 14% and mobile computing was down 2% but all other IT/Office categories experienced growth, led by laser printers at +32%.
- CE categories were negative throughout, with soundbars in the lead at -14%. While only cooling posted a negative trend (-2%) within MDA/SDA, all other categories grew, ranging from +2% for dental care to +17% for hot beverage makers.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 08 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

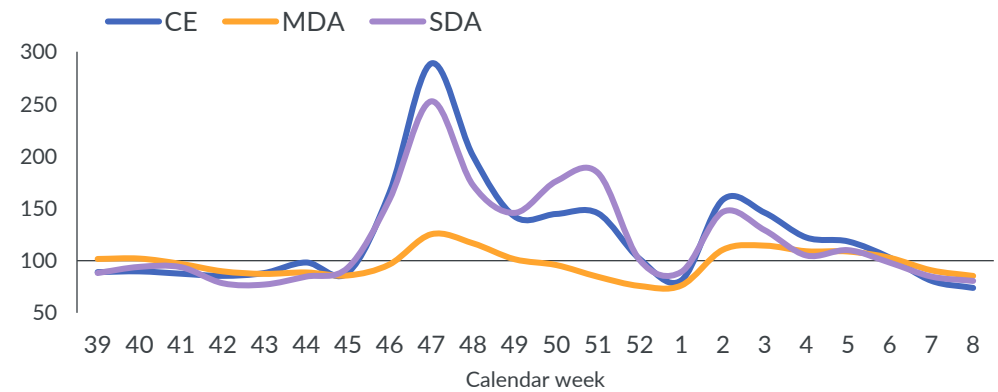
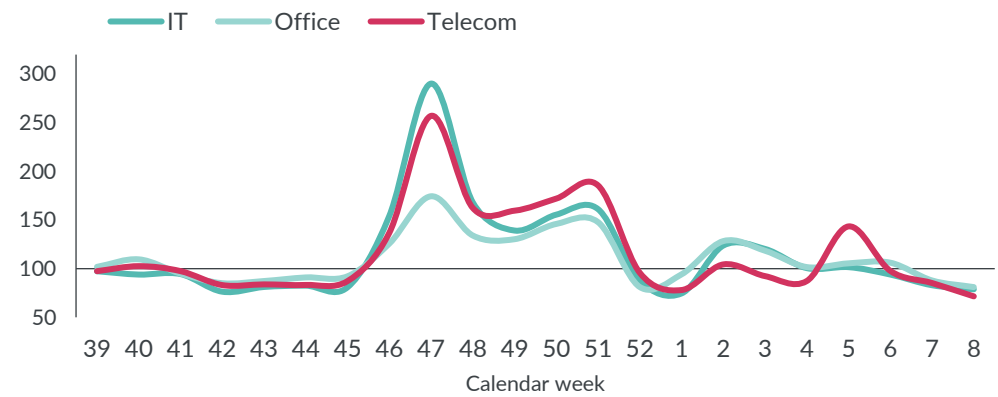
Spain

Japan

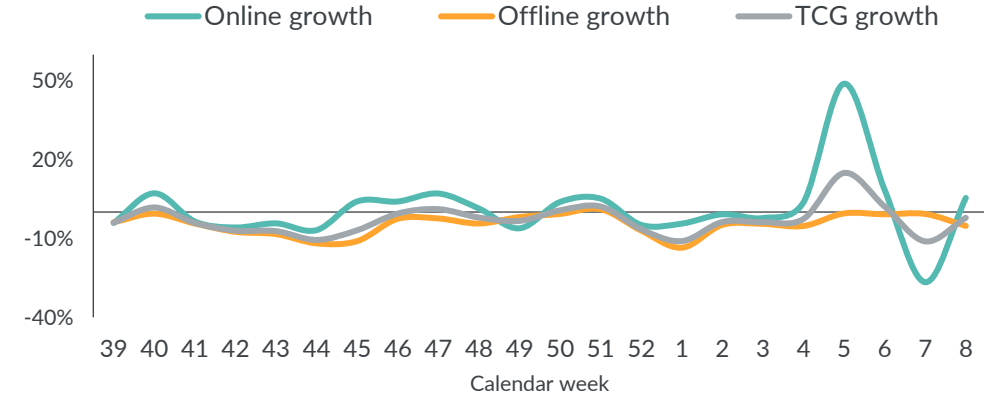
Brazil

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 08 (Feb 19 - Feb 25)



- Online sales (+5%) and traditional retail (-5%) delivered an opposing development to each other, resulting in a small downswing for the total TCG market of -2%.
- Printers saw quite a drop at -23% for laser printers and -14% for inkjet. IT product groups ranged from -2% for mobile computing to +9% for desk computing. Smartphones lagged at -4%.
- While soundbars posted +6%, PTV fell by 7%. MDAs were slightly negative, at -3% and -4%. SDAs overall posted growth, with dental care in the lead at +73%. Food preparation decreased by 10%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 08 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

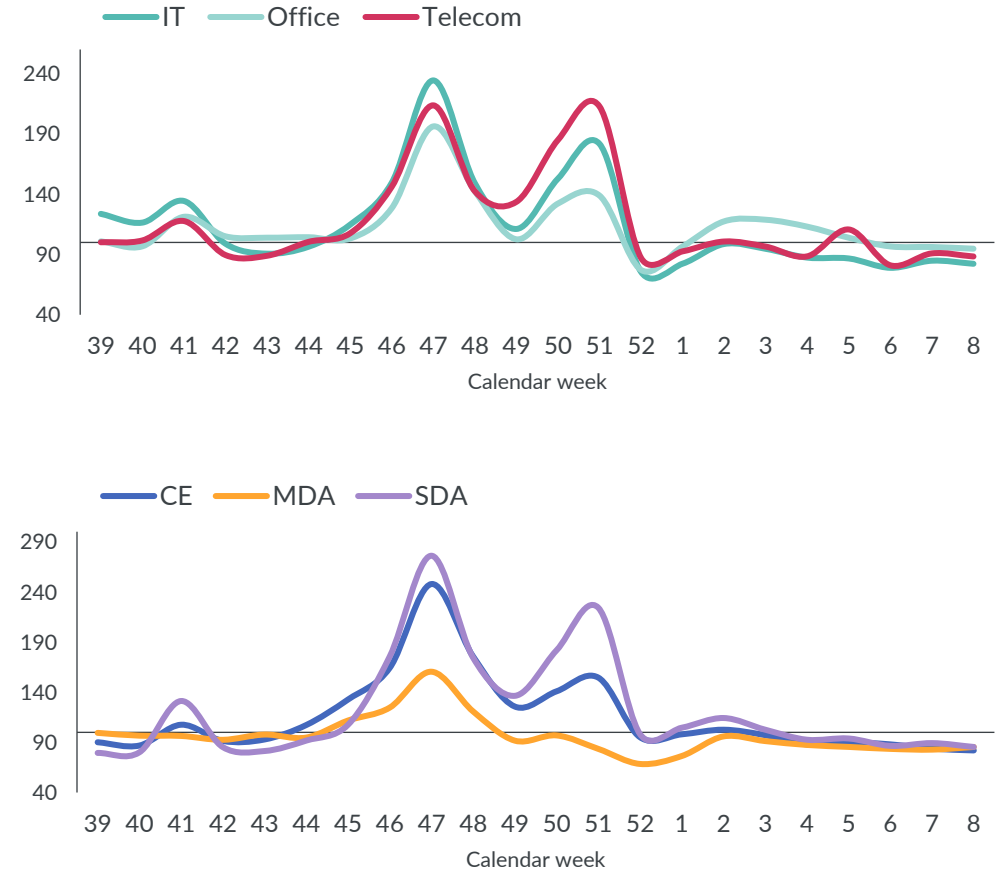
Spain

Japan

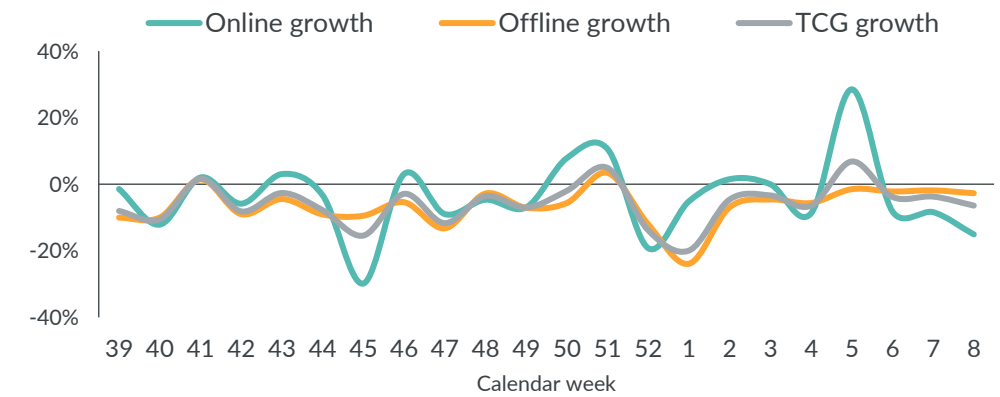
Brazil

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 08 (Feb 19 - Feb 25)



- Deceleration of online sales (-15%) dragged the total TCG market down by -6%. Traditional retail added to it by delivering -3%.
- All IT/Office and telecom products experienced negative trends, ranging from -30% for mobile computing to -0.4% for media tablets. Smartphones lagged at -0.4%.
- CE products lost in solid double-digits, with PTV down by 14%. MDAs saw moderate losses of less than 6%, the same as vacuum cleaners, shavers and food preparation. Air treatment was the best-performing category in week 8 at +58%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 - 08 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

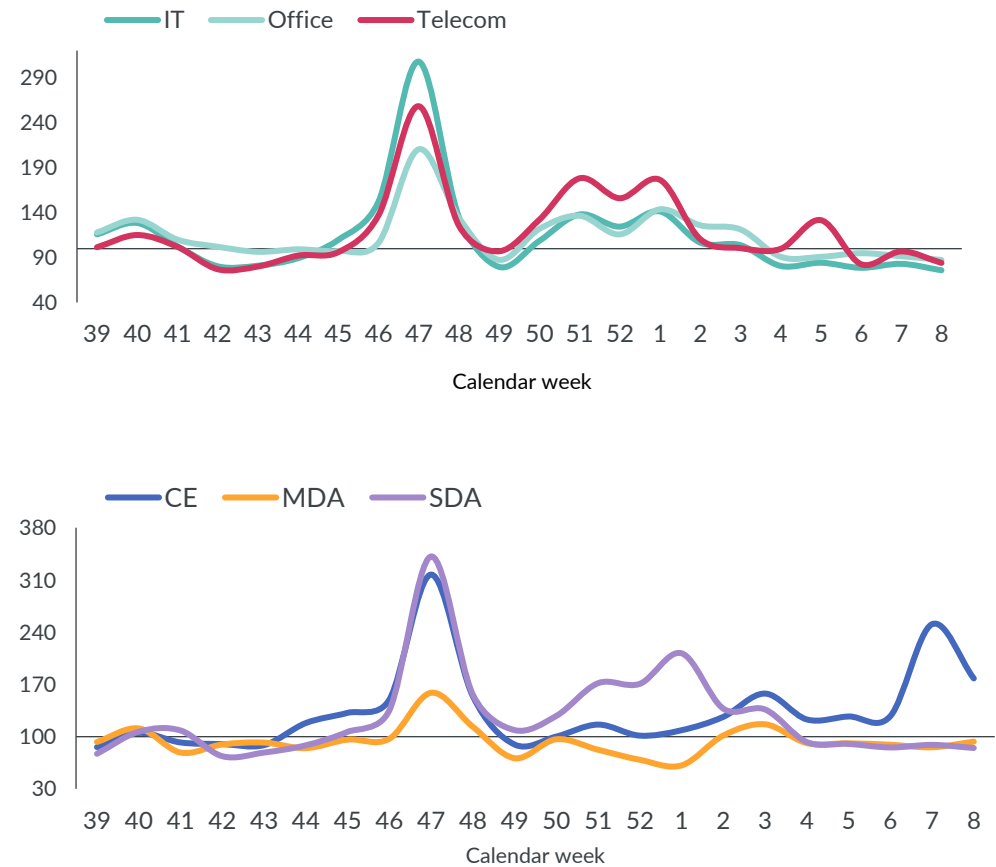
> Spain

Japan

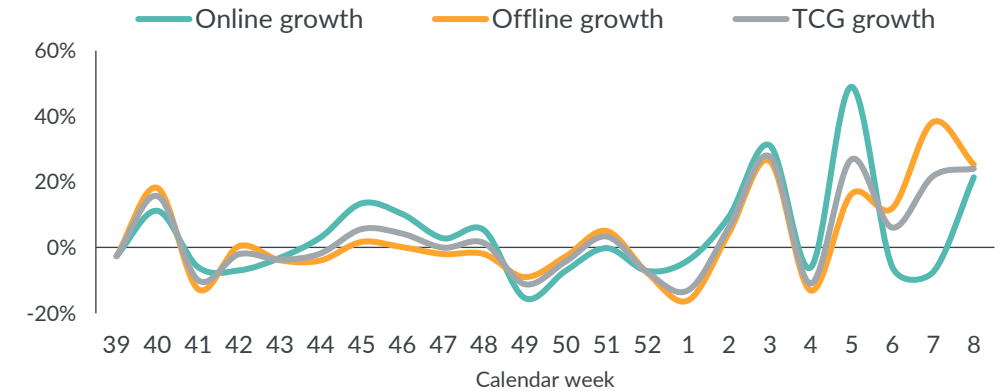
Brazil

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 08 (Feb 19 - Feb 25)



- Both distribution types grew in solid double digits, traditional retail at +25% and online sales at +21%, delivering a plus of 24% for the total TCG market.
- The driving force of this development was PTV at +122%. Most of this was replacement purchases as only high definition will be broadcast, older SD TVs will no longer work. Soundbars posted solid growth of 28%. While MDAs experienced slight increases, the rates for SDAs were higher in general, with hot beverage makers in the lead at +17%.
- The worst-performing product groups were laser printers, at -16%. Smartphones experienced moderate growth of 4%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 - 08 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

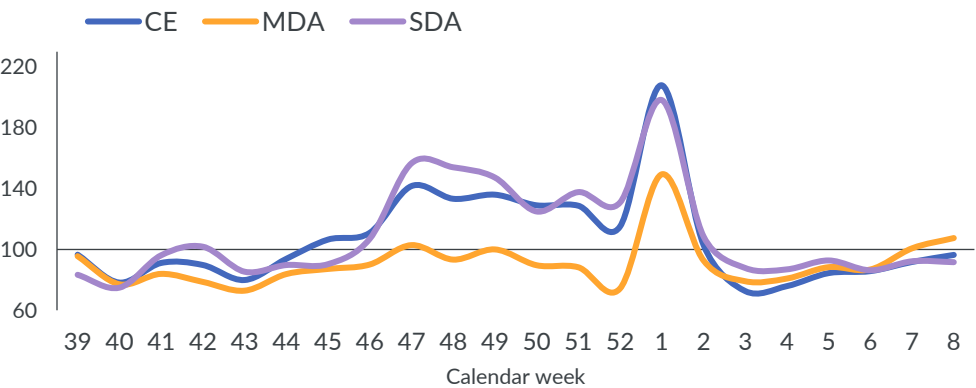
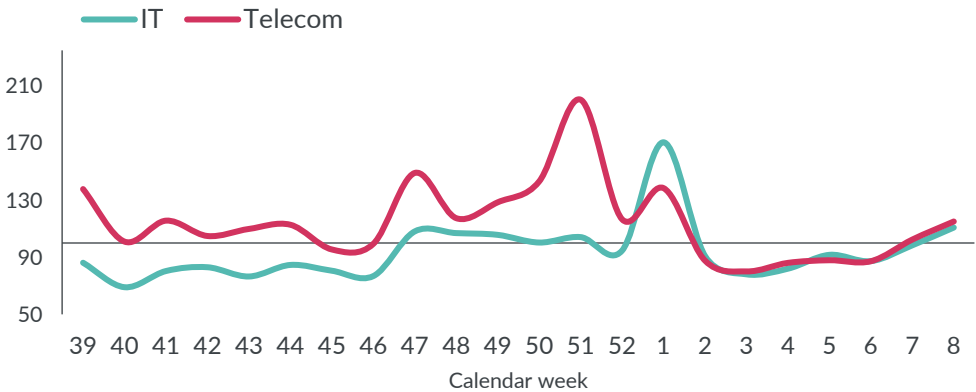
Spain

> Japan

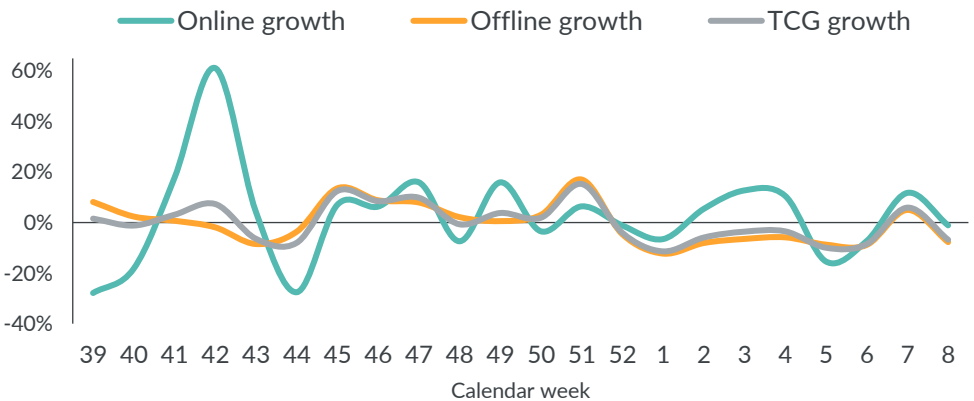
Brazil

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 08 (Feb 19 - Feb 25)



- Deceleration of traditional retail (-8%) dragged the total TCG market down by -7%. Online sales added to it by delivering -1%.
- Mobile computing and media tablets decelerated at -8% and -3% respectively. Smartphones lost 8%. Only headsets saw an uptick of 2%.
- Disappointing trends for SDA products saw hot beverage makers take last position, at -21%, and vacuum cleaners at -14%. Shavers were flat. Dental care was the only category that grew (+2%). Cooling and washing machines both posted -8%. In CE, soundbars declined by 20% and TVs by 3%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 08 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

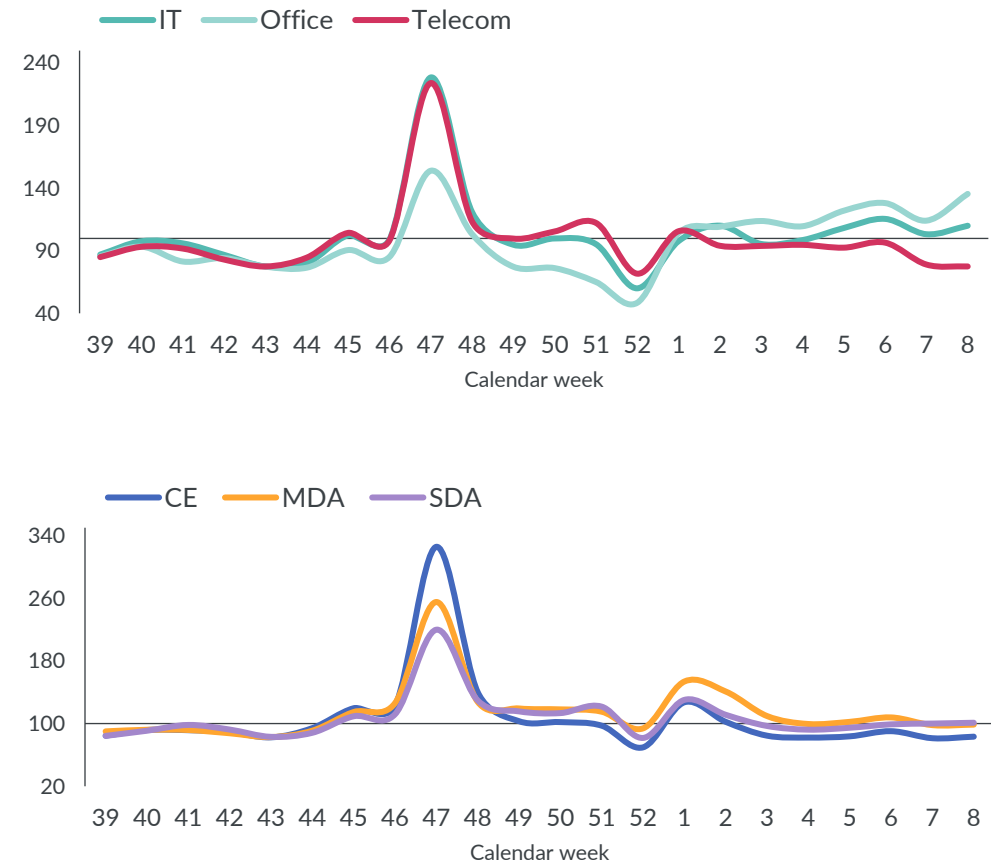
Spain

Japan

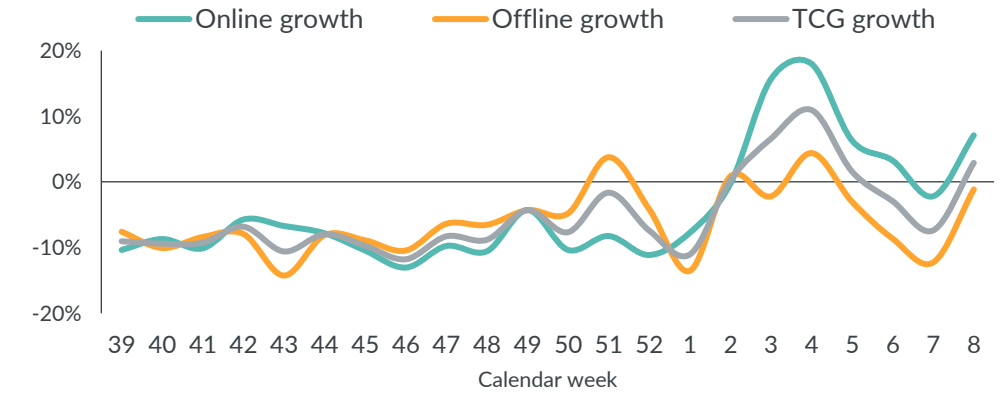
> Brazil

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 08 (Feb 19 - Feb 25)



- Traditional retail dropped by 1% but online sales at +7% was able to compensate, resulting in a plus of 3% for the total TCG market.
- All IT/Office product groups posted solid double-digit growth, led by laser printers at +73% and media tablets at +55%. Smartphones slumped, at -19%. Due to their high share in the product group basket, they were mainly responsible for the weak total market.
- Among MDA/SDA/CE products, only audio home systems (-12%) delivered a negative trend. At +30%, cooling took the lead. Hot beverage makers were next at +25%. TV sales increased by 11%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 - 08 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

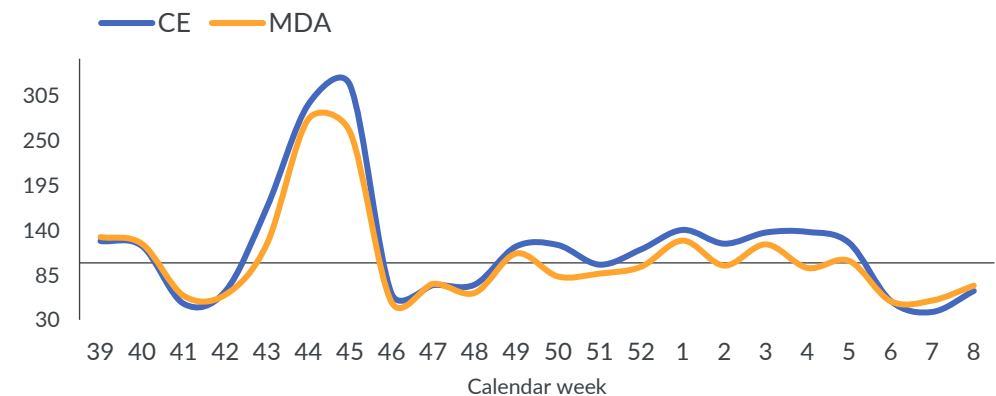
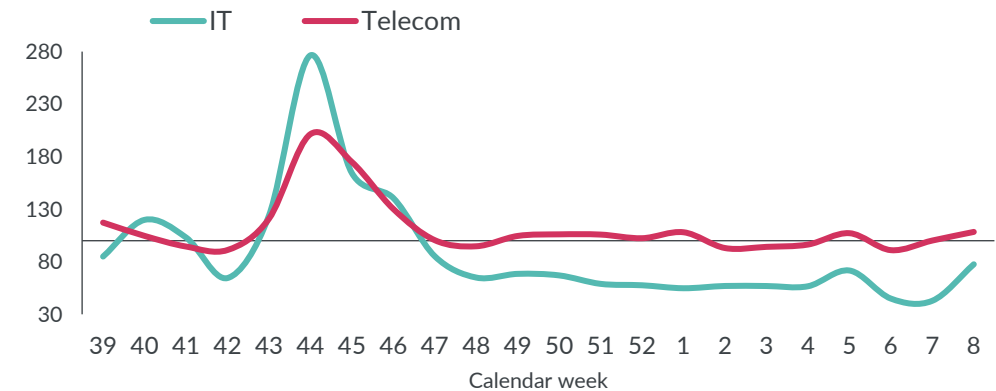
Spain

Japan

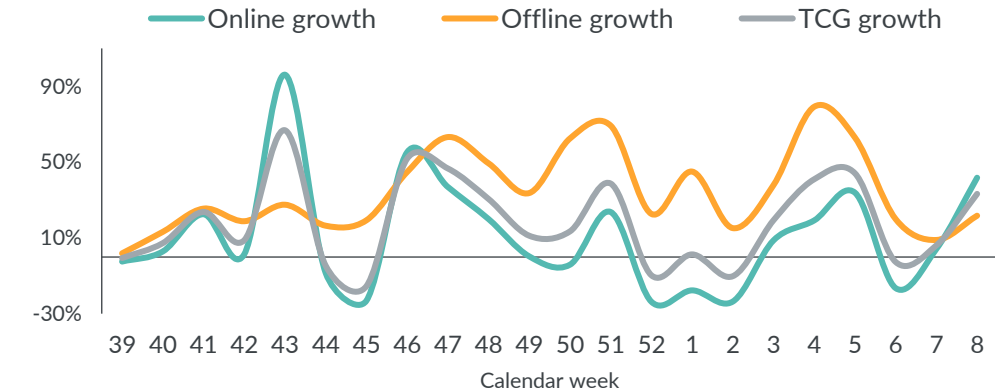
Brazil

➤ 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 08 (Feb 19 - Feb 25)



- Very good results for online sales (+42%) lifted the total TCG market by 33%. Traditional retail at +22% added to it.
- Smartphones at +63% were the driving force of this development, due to their high share in the product group basket. Mobile computing delivered a minus of 15%.
- Washing machines, cooling, and PTV recovered further from the severe losses in the past two weeks. In week eight, these delivered rates of -13% for PTV, -6% for washing machines, and -2% for cooling.



An NIQ
Company

**Received
this from a
colleague?**

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