

State of Tech & Durables

Weekly trends and insights for
the tech and durables market

Edition 225
Week 40 of 2024
Powered by **gfk**newron

NielsenIQ



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



- **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



Get instant access to crucial data to empower your decisions.



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



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



Ready to revolutionize the way you work with market intelligence?



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

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.

Fact of the Week

Smart Mobile Phones: 2024 remains performing above 2023, continuing the Q4 2023 performance!

About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

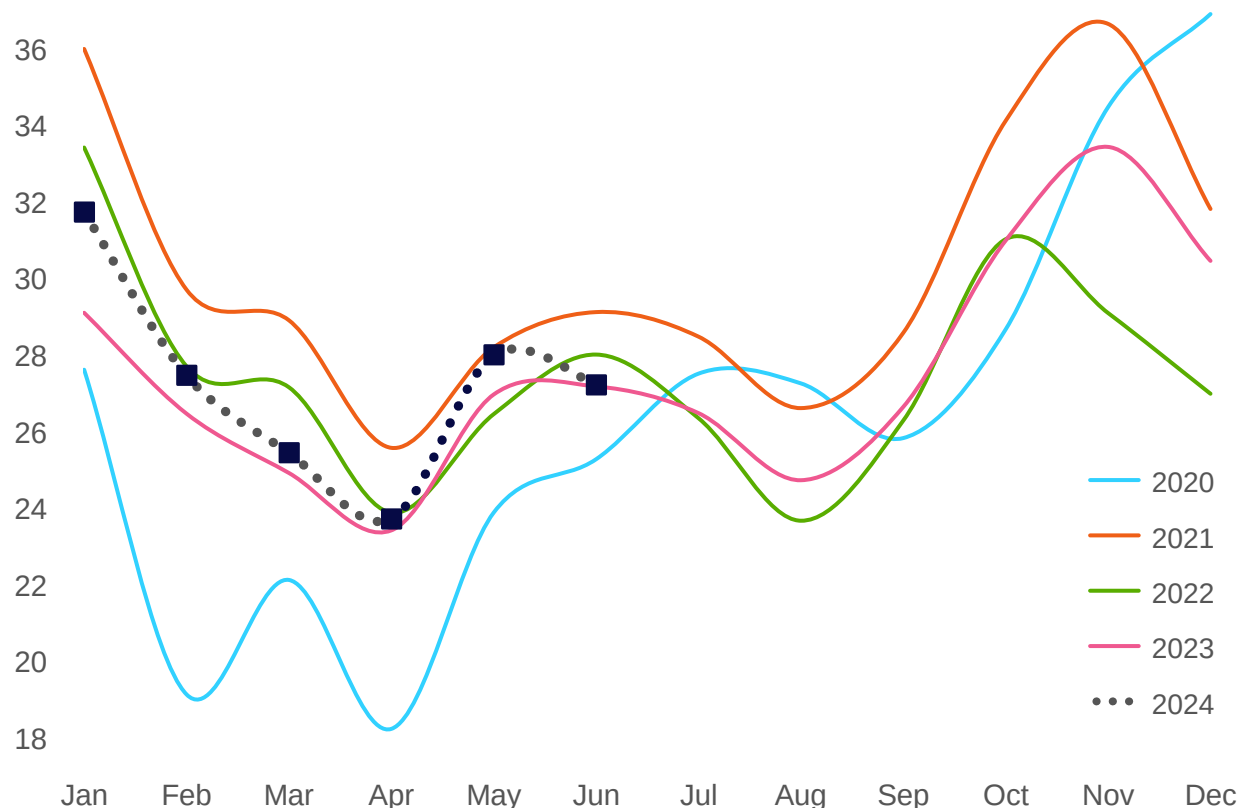
Spain

Japan

Brazil

China

International Coverage excl. North America | Mio Sales Value USD NSP



Sales Value USD NSP
Smart/Mobile Phones

January to June 2024
VS
January to June 2023

+3.5%↑

Weekly retail insights from the Point of Sale

Spotlight on Germany

About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

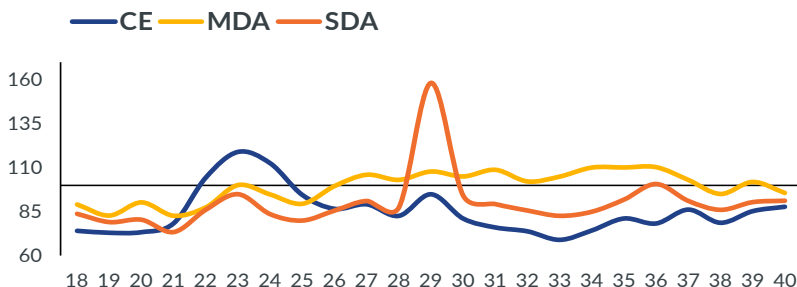
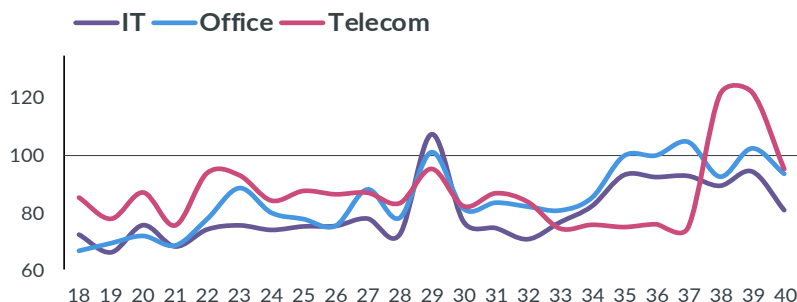
Spain

Japan

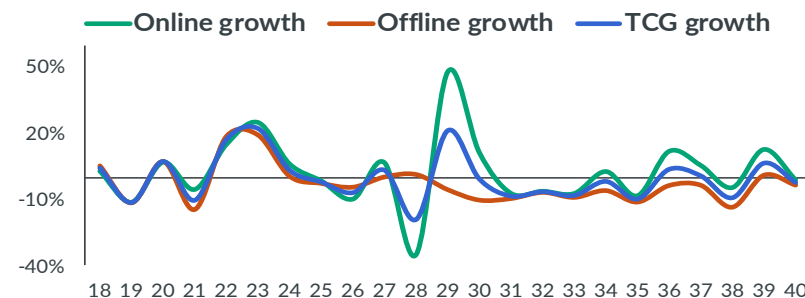
Brazil

China

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 40 (Sep 30 – Oct 06)

- Close trends for online sales (-1%) and traditional retail (-3%) led to an average score of -2% for the total TCG market.
- While printers experienced slight upswings of +6% for laser and +2% for inkjet, IT products posted moderate negative trends. Smartphones decelerated at -5%.
- Except for audio home systems at -9%, CE categories witnessed gains with PTV posting +7% and soundbars up by 8%. While air treatment stood out at -22% and cooling decreased by 8%, all other MDA/SDA categories posted moderate growth with dental care in the lead at +11%.



SOURCE: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 40 2024; 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

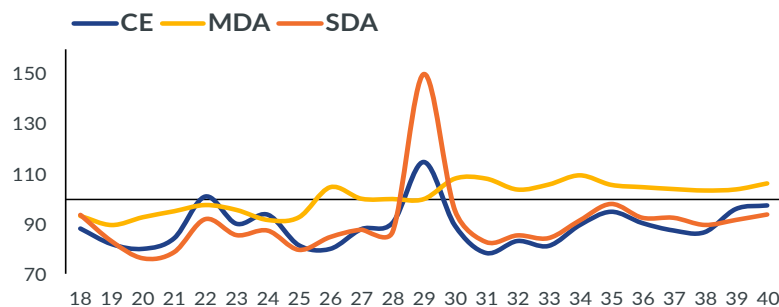
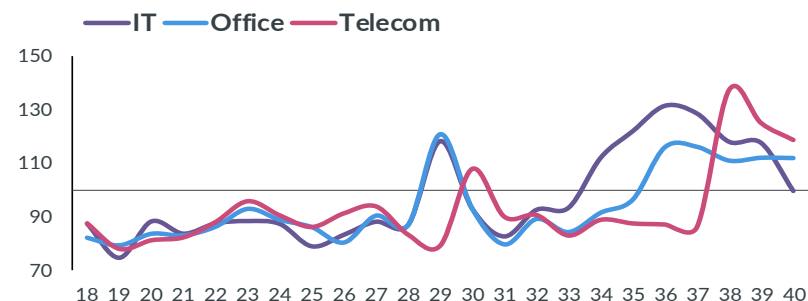
Spain

Japan

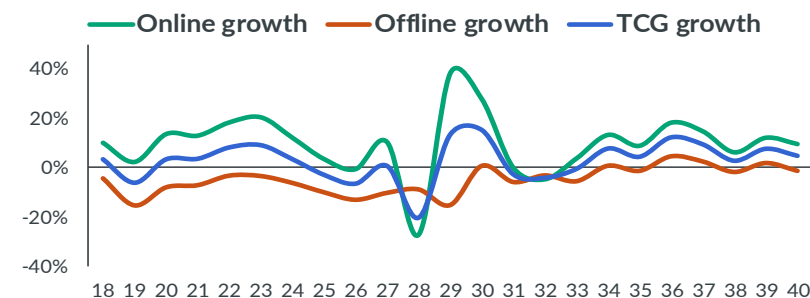
Brazil

China

Index: 2023 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 40 (Sep 30 – Oct 06)

- Online sales at +9% lifted the total TCG market by 5%. The overall result was clouded by traditional retail at -1%.
- The mixed picture for IT/office products saw mice in the lead at +19%. Monitors and laser printers claimed second place at +18%. Media tablets marked the other end of the scale, at -7%. Smartphones experienced an upswing of 8%.
- Except for audio home systems at -8% and flat TV sales, all other CE/MDA/SDA products posted growth, with shavers in the lead at +16%. Headsets delivered +14% and hot beverage makers ended week 40 at +13%.



SOURCE: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 40 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

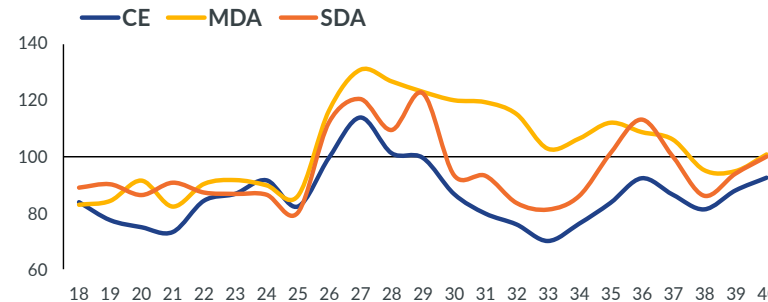
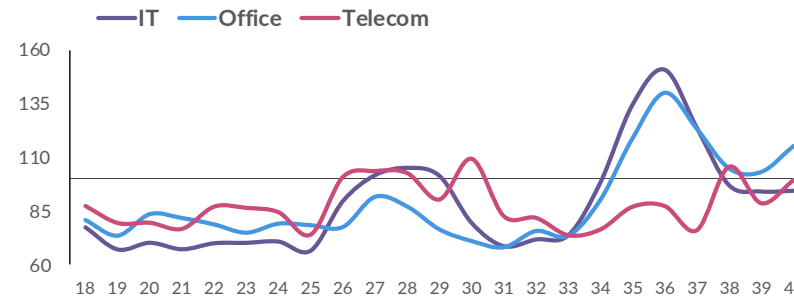
Spain

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 40 (Sep 30 – Oct 06)

- Traditional retail delivered -1%. Combined with online sales at +3% this resulted in a flat total TCG market.
- IT/office categories delivered a mixed picture with +15% for keyboards and -10% for desk computing. Smartphones lagged at -6%.
- Except for headsets at +19%, CEs posted small negative trends. Soundbars were flat. Air treatment gained 68% and food preparation was up 27%. Cooling and hot beverage makers were negative, at -6% and -7% respectively.



SOURCE: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 40 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

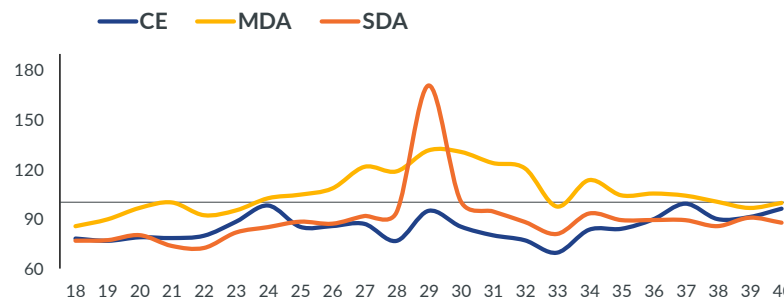
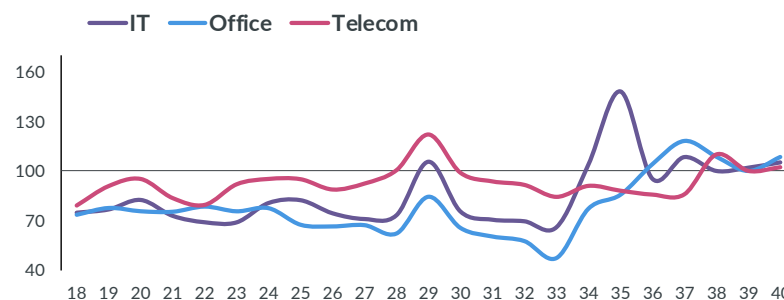
Spain

Japan

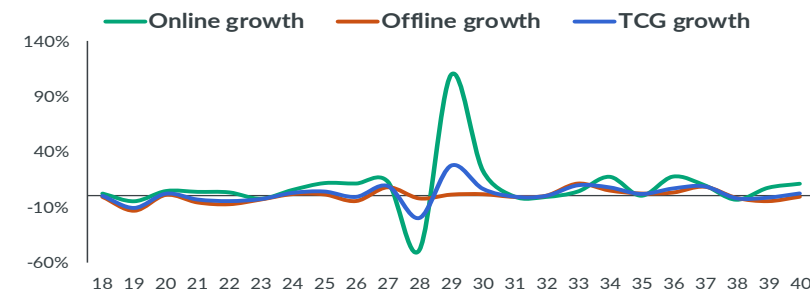
Brazil

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 40 (Sep 30 – Oct 06)

- Online sales at +11% lifted the total TCG market by 2%. Traditional retail at -1% slightly clouded the overall result.
- While printers delivered growth of +27% for laser and +6% for inkjet, IT products posted negative trends with desk computing in the lead at -17%. Smartphones were flat.
- Except for cooling at -5%, MDAs/SDAs delivered growth as well, with air treatment out in front at +46%. Shavers saw the smallest increase, at +3%. PTV and soundbars experienced good results, at +12% and +13% respectively.



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

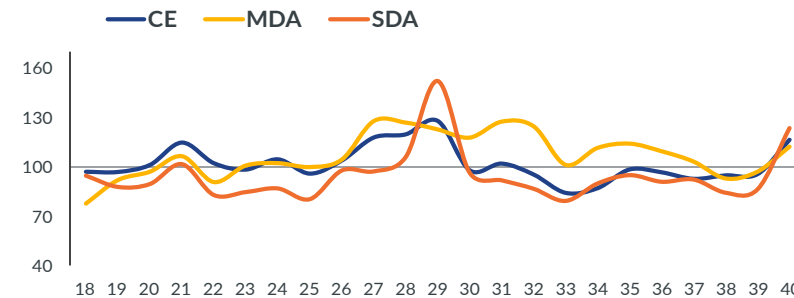
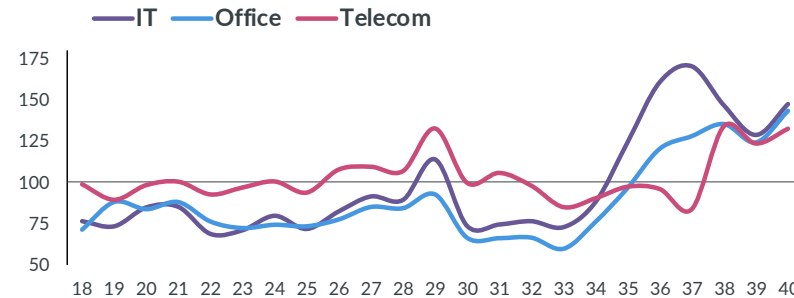
Spain

Japan

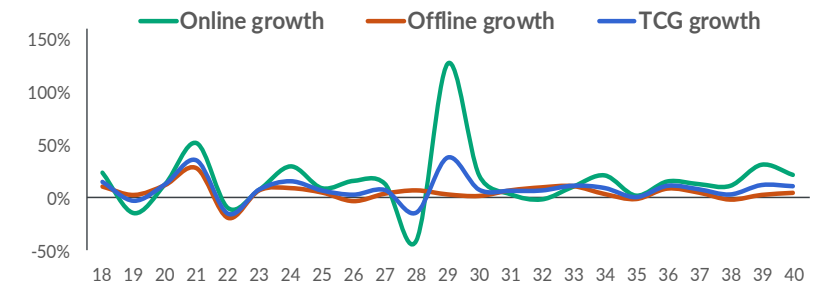
Brazil

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 40 (Sep 30 – Oct 06)

- Good growth of online sales (+22%) lifted the total TCG market by 11%. Traditional retail added to it, at +6%.
- Except for laser printers at -1%, all other IT/office categories were double-digit positive with media tablets in the lead at +18%. Smartphones accelerated at +11%.
- While audio home systems slumped at -24%, headsets grew by 18%. PTV accelerated at +15%. Cooling lagged at -6%. Shavers were up 9%. The other MDA/SDA categories posted double-digit growth. Hot beverage makers led at +19%.



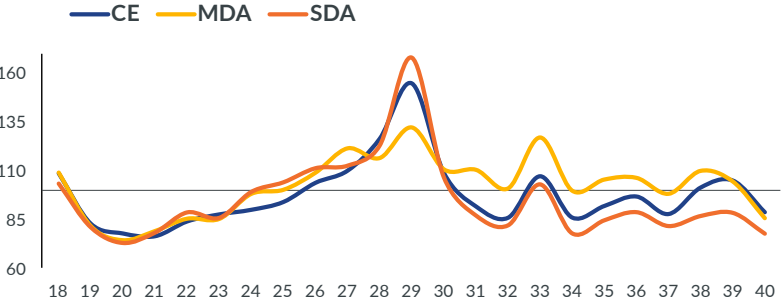
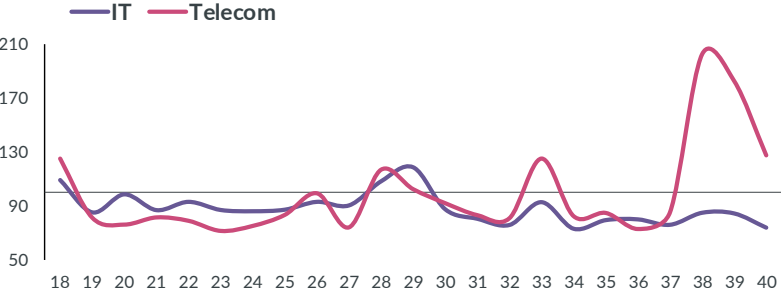
SOURCE: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 40 2024 (no comparability with 2019); Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (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, 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 40 (Sep 30 – Oct 06)

- Good growth of +30% for online sales and +9% for traditional retail lifted the total TCG market by +12%.
- Week 40 saw +22% for smartphones. While media tablets grew as well, at +30%, mobile computing was weak at -1%.
- Except for soundbars at -2%, CE/MDA/SDA posted positive growth rates with food preparation the leading category at +30%. There were double-digit scores for headsets (+21%), cooling (+13%), and dental care (+12%). PTVs posted +8%.



SOURCE: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 40 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

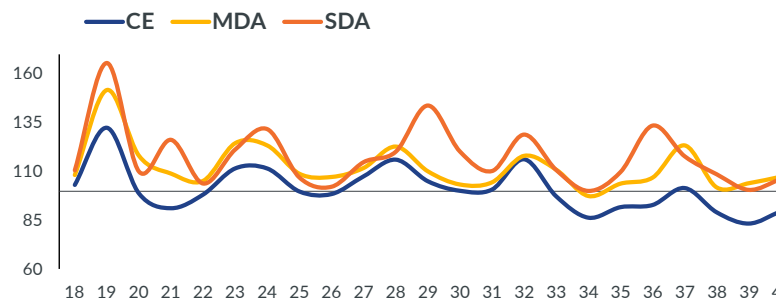
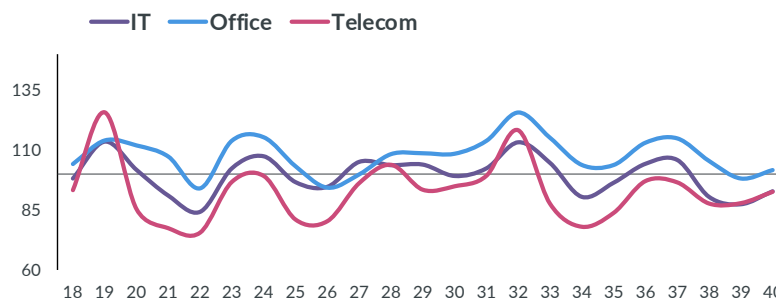
Spain

Japan

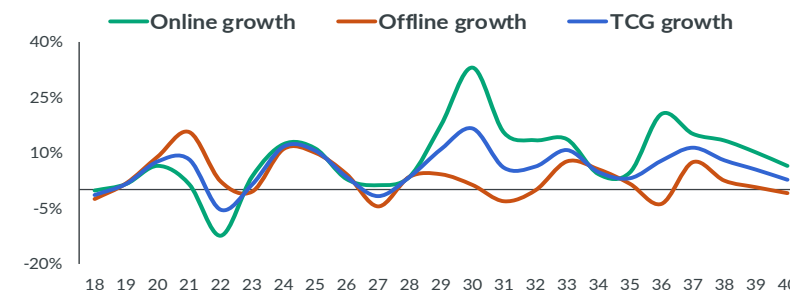
Brazil

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 40 (Sep 30 – Oct 06)

- Acceleration of online sales of +6% led to +3% for the total TCG market. Traditional retail delivered a slight minus of 1%.
- While mobile computing and media tablets decelerated at -8% and -6% respectively, the other IT/office categories posted growth with laser printers in the lead at +12%. Smartphones were down 1%.
- Vacuum cleaners presented a very good result of +34%. Most other CE/MDA/SDA categories were double-digit positive as well. Shavers were a bit behind at +8% and hot beverage makers were flat. PTV lost 3%.



SOURCE: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 40 2024; 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

Weekly retail insights from the Point of Sale

Spotlight on China

About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

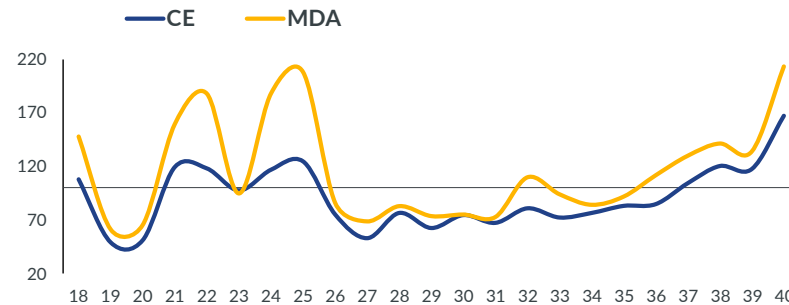
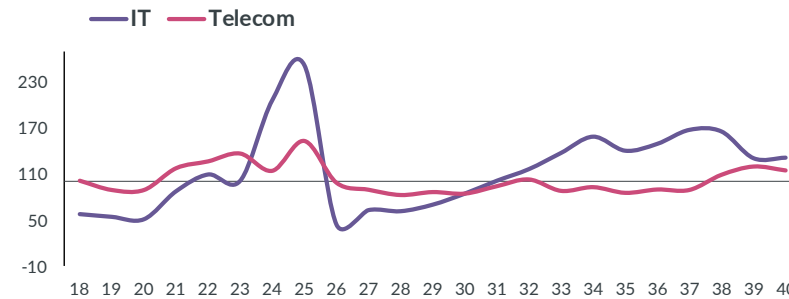
Spain

Japan

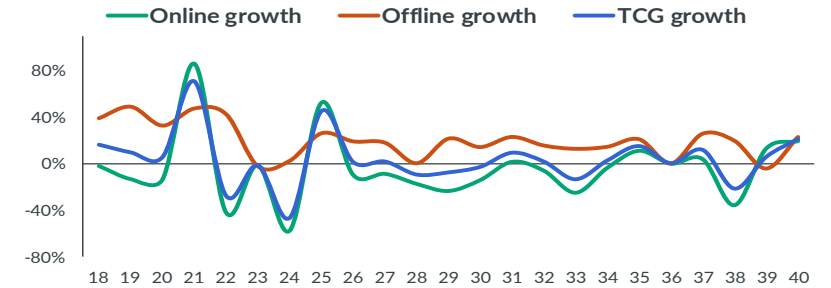
Brazil

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 40 (Sep 30 – Oct 06)

- Recovery of traditional retail (+23%, up from -4% in week 39) led to +21% for the total TCG market. Online sales at +20% added to it.
- Smartphones at +10% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing delivered a plus of 10% as well.
- Cooling delivered the highest rate, at +82%. Washing machines accelerated at +61%. PTV added a plus of 39%.



Received this from
a colleague?

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

