



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 211

Week 26 of 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.

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Get instant access to crucial data to empower your decisions.



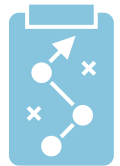
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Create forecasts and simulations to predict market trends and optimize your business strategy.



- **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



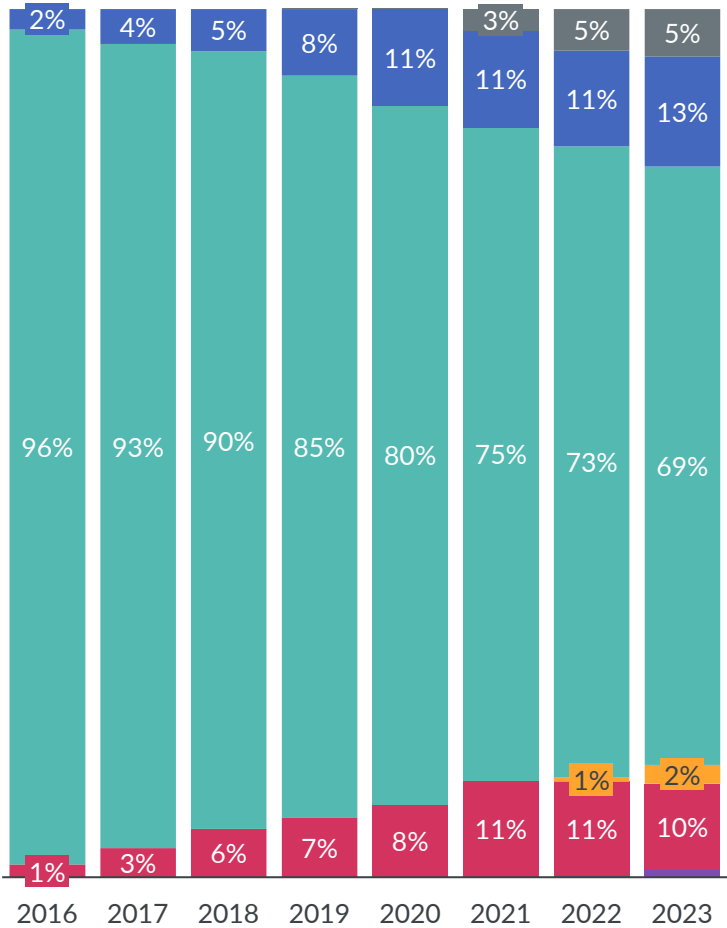
Displays offering better quality outpace the market and gain share. MiniLED and QLED/OLED combos revitalise stagnating segments!

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PTV Global Sales Value USD%

Display Type

- QuantumDot/MiniLED
- QuantumDot/No MiniLED
- LCD only
- OLED/QuantumDot
- OLED only
- MiniLED/WCG
- MiniLED/ No WCG



LCD only

-16%
YoY

Weekly retail insights from the Point of Sale

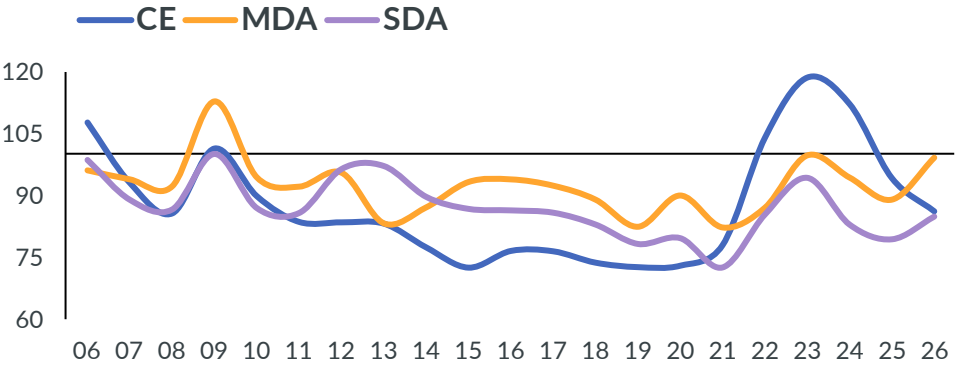
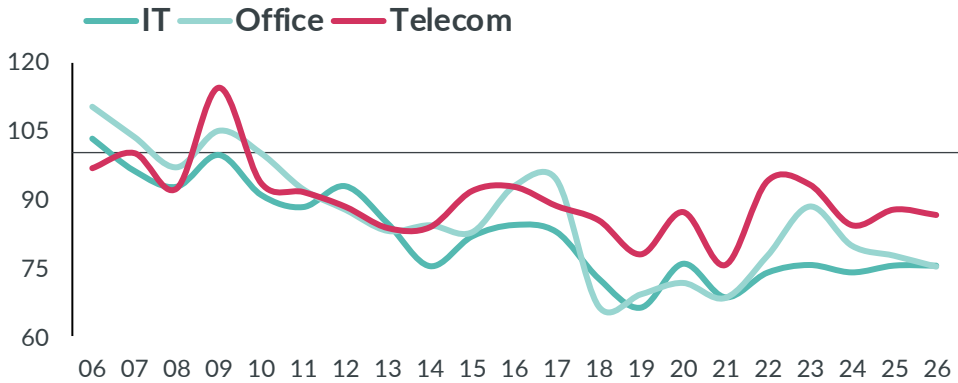
Spotlight on Germany



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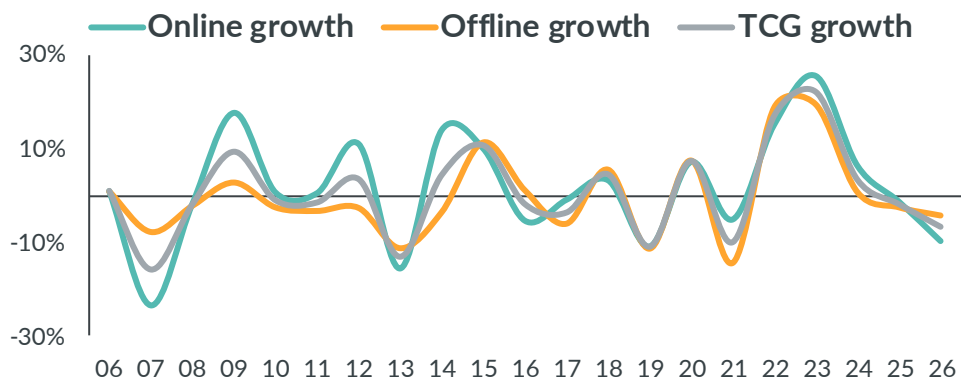
Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

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 26 (Jun 24 - Jun 30)



- Online sales at -10% dragged the total TCG market down by 7%. Traditional retail at -4% added to it.
- Except for monitors at +8%, all IT/Office and telecom products posted negative trends with desk computing out in front at -23%. Smartphones slumped at -11%.
- MDAs and SDAs saw air treatment ahead at +51%. Cooling at -20% and food preparation at -14% market the other end of the scale. All other categories posted small negative trends. Within CE, PTVs posted +23%. Audio home systems were weak at -15%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 26 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.

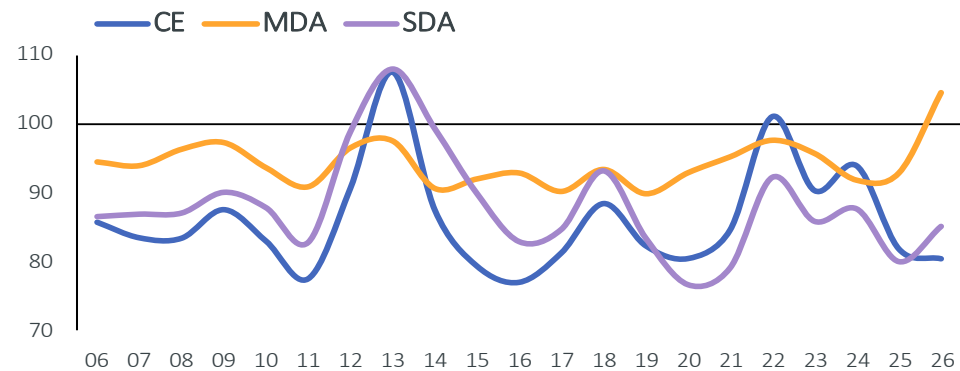
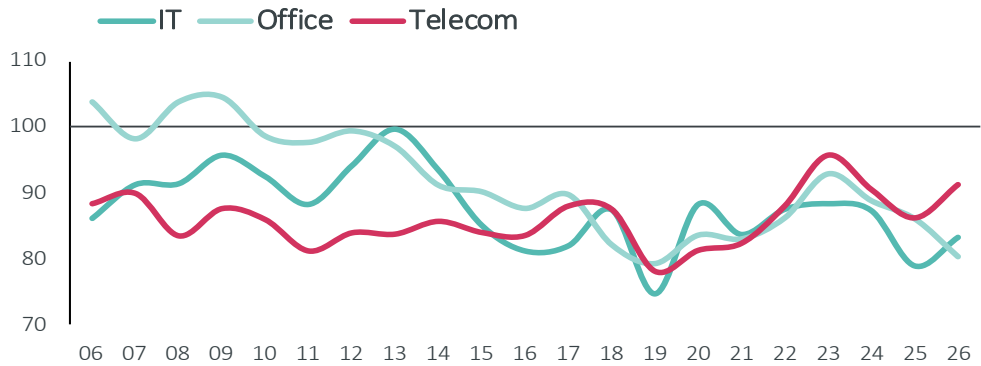
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

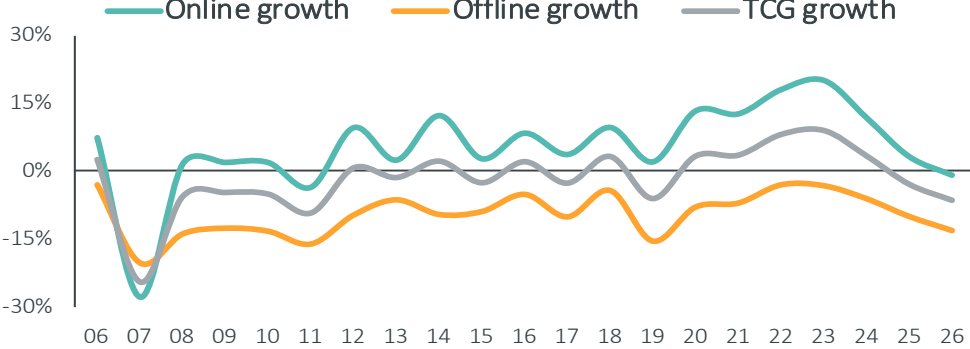


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 26 (Jun 24 – Jun 30)

- Deceleration of traditional retail (-13%) dragged the total TCG market down by -6%. Online sales at -1% added to it.
- IT/Office products were led by media tablets at +21%. Peripherals posted moderate positive trends while printers lagged. Smartphones decelerated at -11%.
- Food preparation (+12%) was the best-performing category in MDA and SDA. Except for cooling at -12% and vacuum cleaners at -10%, all other categories grew or declined moderately. PTV was flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 26 2024; 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



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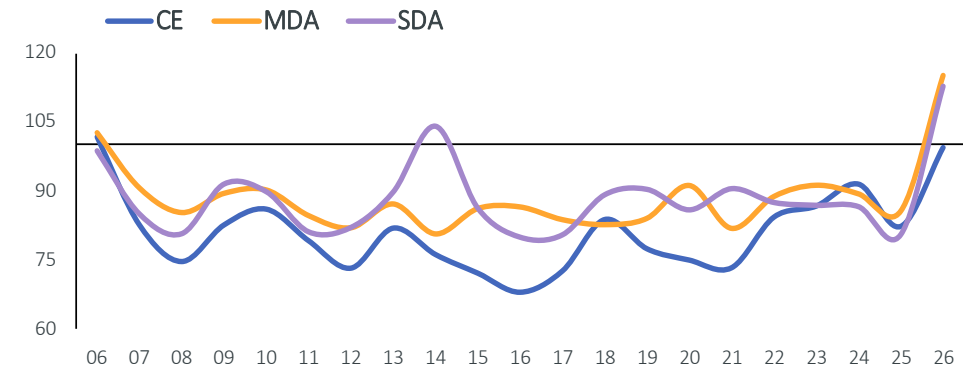
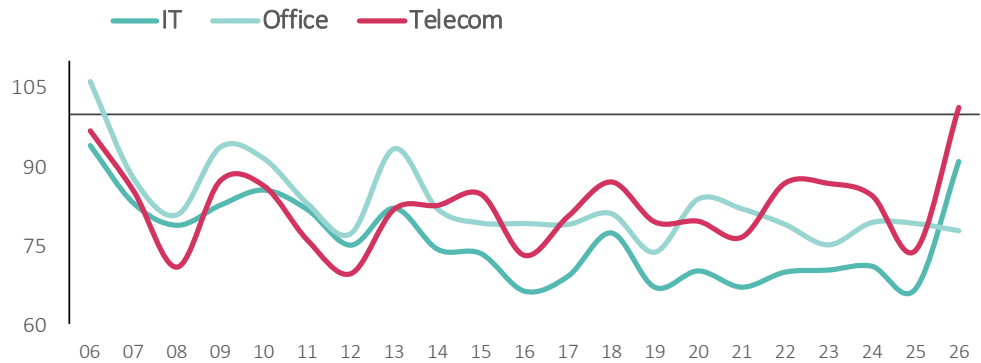
Spain

Japan

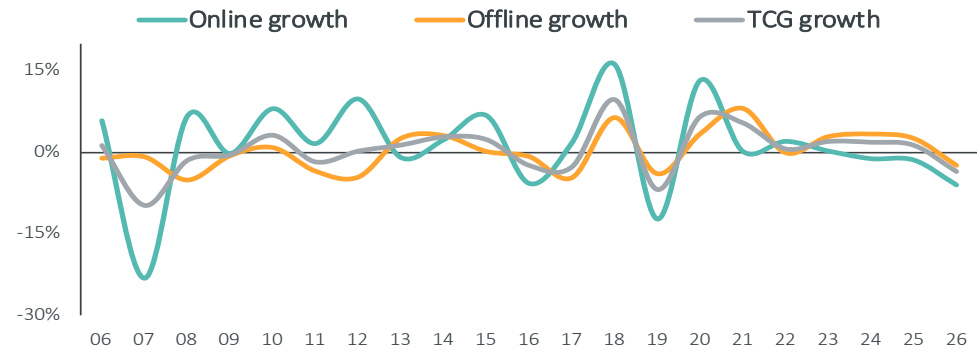
Brazil

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 26 (Jun 24 – Jun 30)



- Online sales at -6% dragged the total TCG market down by 4%. Traditional retail added to it with a downswing of 3%.
- Laser printers could not retain their strong results from week 25 of +41%, but saw a drop of 22% in week 26. The other IT/Office categories also posted negative trends, except for media tablets (+10%) and monitors (+8%). Smartphones slumped at -16%.
- In week 26, cooling stood out as the only negative category in MDA/SDA products at -15%. At the other end of the scale, dental care posted +28%. PTVs delivered a moderate +4%, while audio home systems slumped at -23%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 26 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



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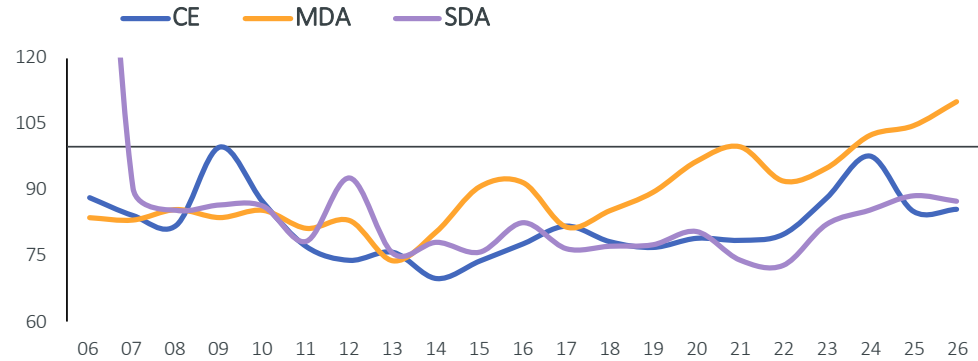
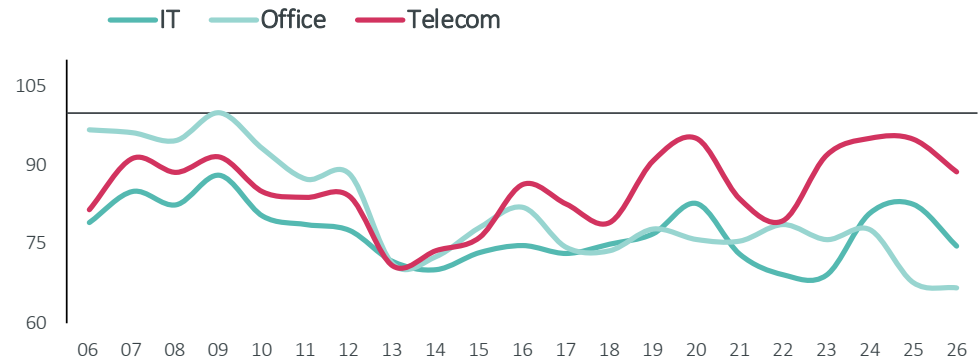
Spain

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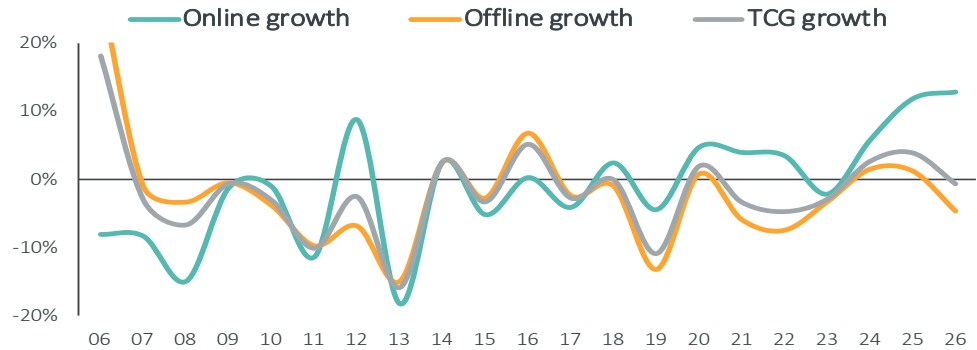
Brazil

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 26 (Jun 24 – Jun 30)



- Acceleration of online sales (+13%) was not able to bring growth to the total TCG market (-1%) which was impacted by -5% for traditional retail.
- The best-performing category in week 26 was desk computing at +21%. Inkjet printers at -4% marked the other end of the scale within IT/Office products. Smartphones were flat.
- Week 26 saw a mixed picture for MDA/SDA categories with dental care and vacuum cleaners in the lead at +13% and cooling decelerating by 20%. PTVs gained 3% and soundbars were up 7%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 26 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



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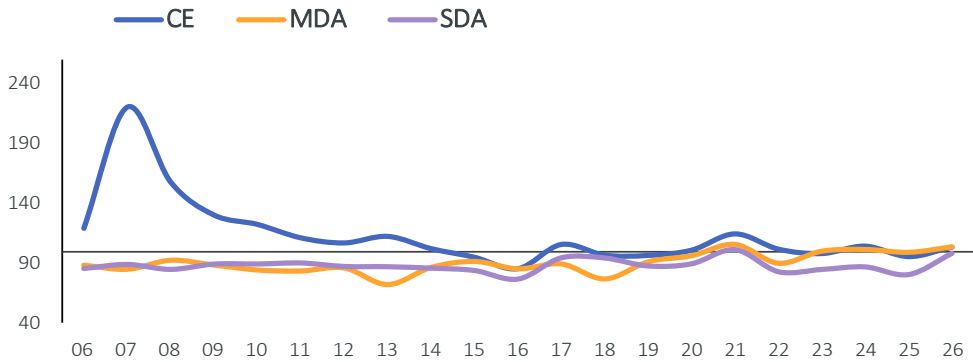
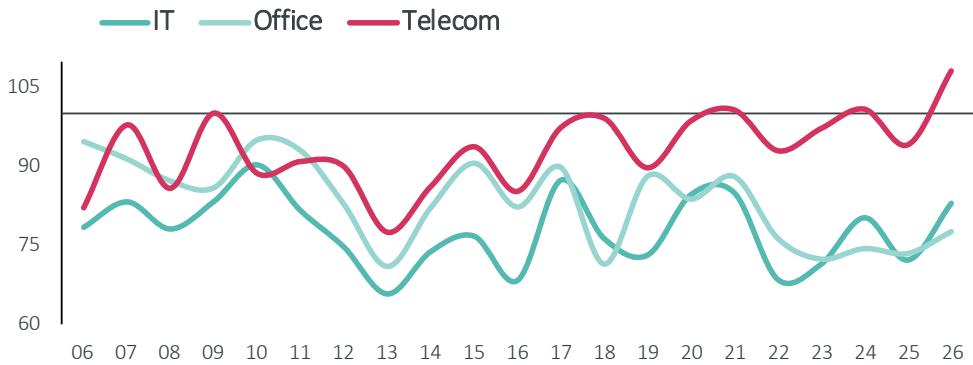
> Spain

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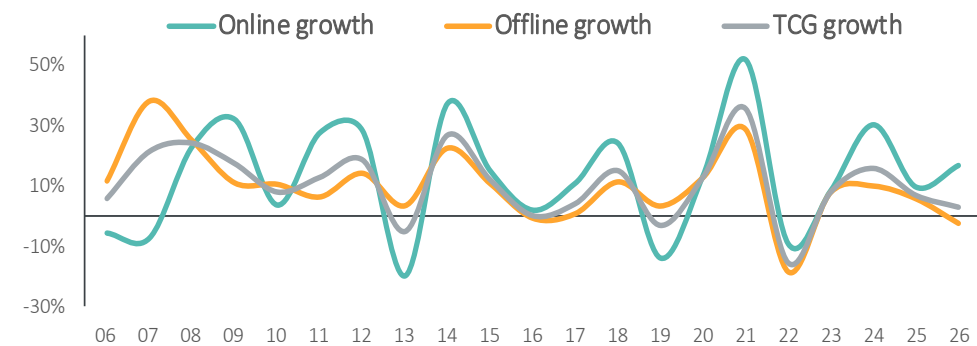
Brazil

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 26 (Jun 24 – Jun 30)



- Growth of 17% for online sales led to an upswing of 3% for the total TCG market. Traditional retail was down by 2%.
- Most IT/Office categories delivered growth, led by media tablets at +39%. Mobile computing was weak at -2%. Smartphones experienced good results at +15%.
- In week 26, cooling brought up the rear in MDA/SDA products, at -27%. Vacuum cleaners at +13% marked the other end of the scale. While audio home systems at -16% did not perform well, TVs gained 18%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 26 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



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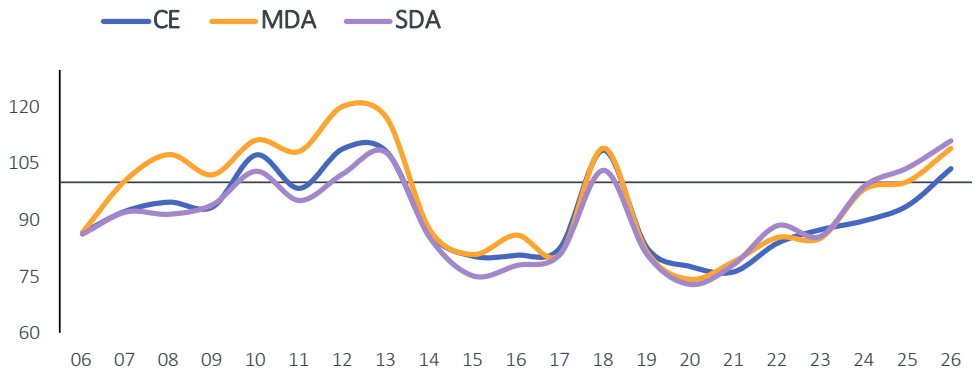
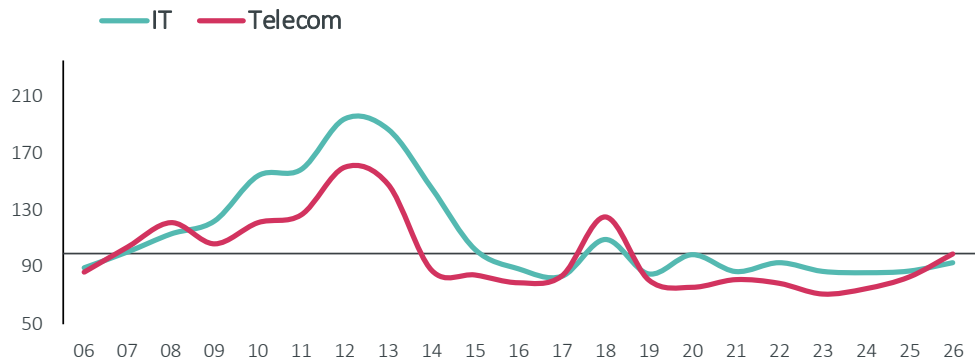
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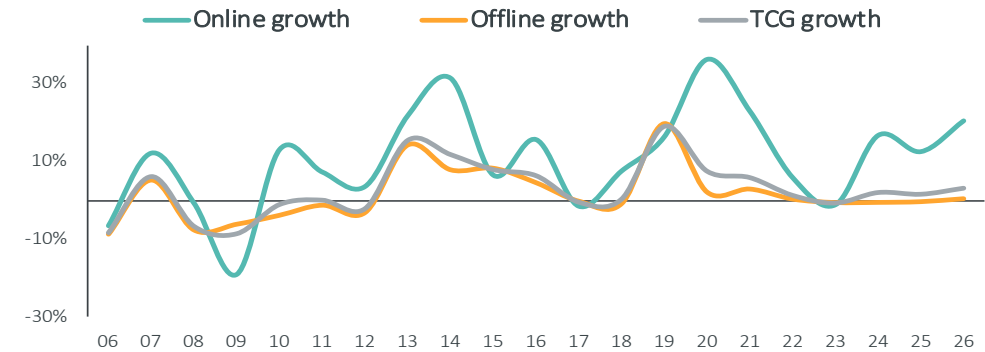
Brazil

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 26 (Jun 24 – Jun 30)



- Traditional retail delivered a small uptick of 1%. Online sales posted a plus of 21% but due to its small share compared to traditional retail, the impact on total TCG was small, leaving it at a slight +3%.
- Week 26 delivered a good, double-digit development for IT and telecom products with media tablets in the lead at +65% and smartphones at +37%.
- CE categories saw double-digit uplifts except for PTV at +5%. While cooling and washing machines experienced negative trends of -17% and -7% respectively, SDAs were more successful with dental care in the lead at +37%. Air treatment posted -8%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 26 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



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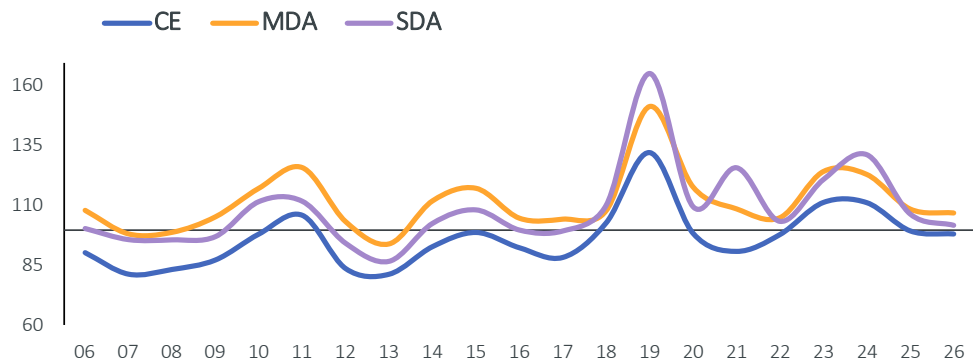
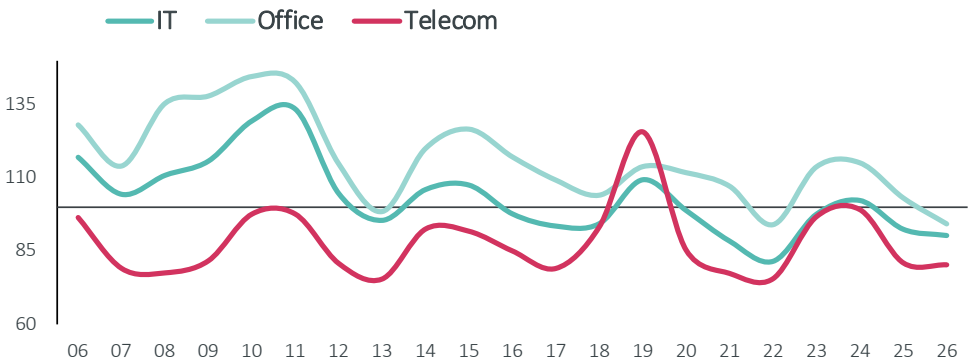
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Japan

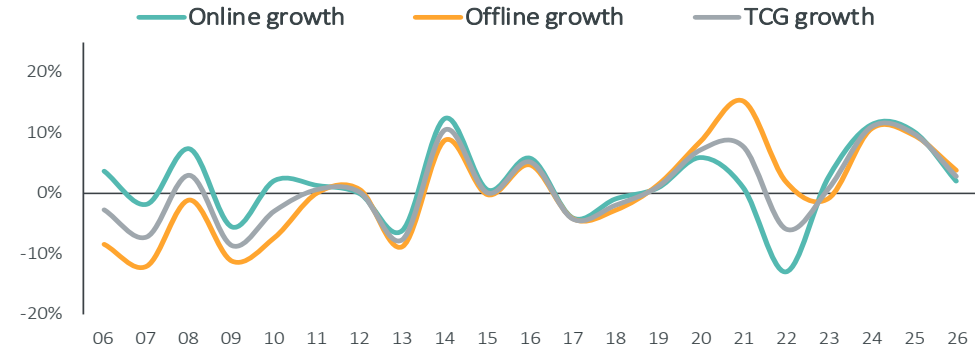
➤ Brazil

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 26 (Jun 24 – Jun 30)



- Moderate growth of 2% for online sales and 4% for traditional retail delivered an average of +3% for the total TCG market.
- Desk computing at +20% was the best-performing category in IT/Office in week 26. All others claimed growth as well, except for media tablets at -4%. Smartphones slumped at -12%.
- Among MDA/SDA/CE products, only shavers (-2%) delivered negative trends. At +29%, cooling took the lead. Audio home systems were next at +20%. TVs accelerated at +9%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 26 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

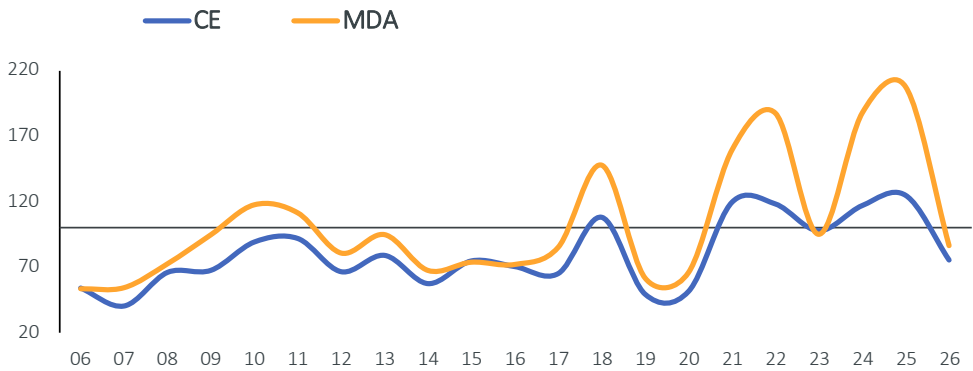
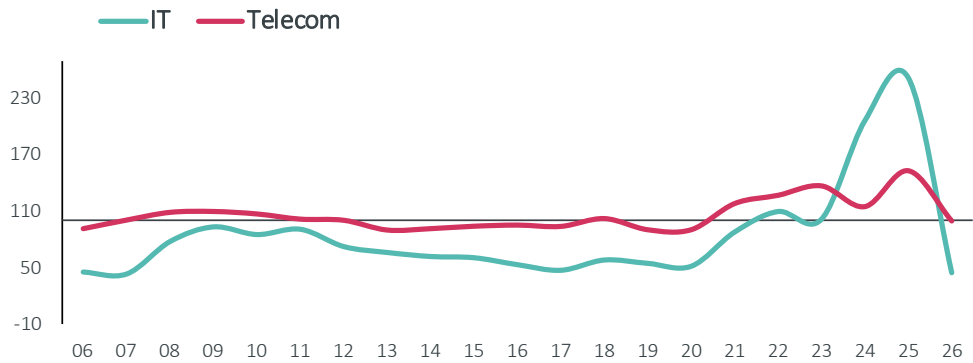
Weekly retail insights from the Point of Sale

Spotlight on China

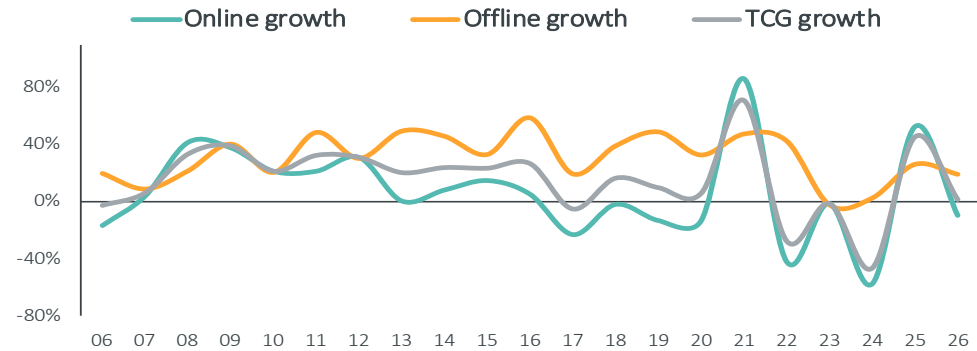


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Index: 2023 average weekly turnover in EUR = 100*



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



Key take aways in calendar week 26 (Jun 24 – Jun 30)



- Traditional retail delivered solid results of +19% in week 26. Combined with declining online sales (-9%) this left the total TCG market at a slight plus of 1%.
- Smartphones at +4% were the driving force of this development, which was also due to their high share in the product group basket. Mobile computing delivered a minus of 24%.
- PTV experienced a drop of -12%, down from +97% in week 25, the last week of the 618 shopping festival. MDA remained positive at +4% for washing machines and +14% for cooling.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 – 26 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.



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