



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 213

Week 28 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.

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.



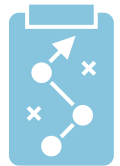
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Create forecasts and simulations to predict market trends and optimize your business strategy.



- **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

Baby-care demand declined heavily in 2023 vs 2022, with all segments in decline.



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Sales Value EUR % / Jan-Dec 2023



Baby Bottles/Teats



Baby Car Seats



Baby Monitor



Baby Soothers



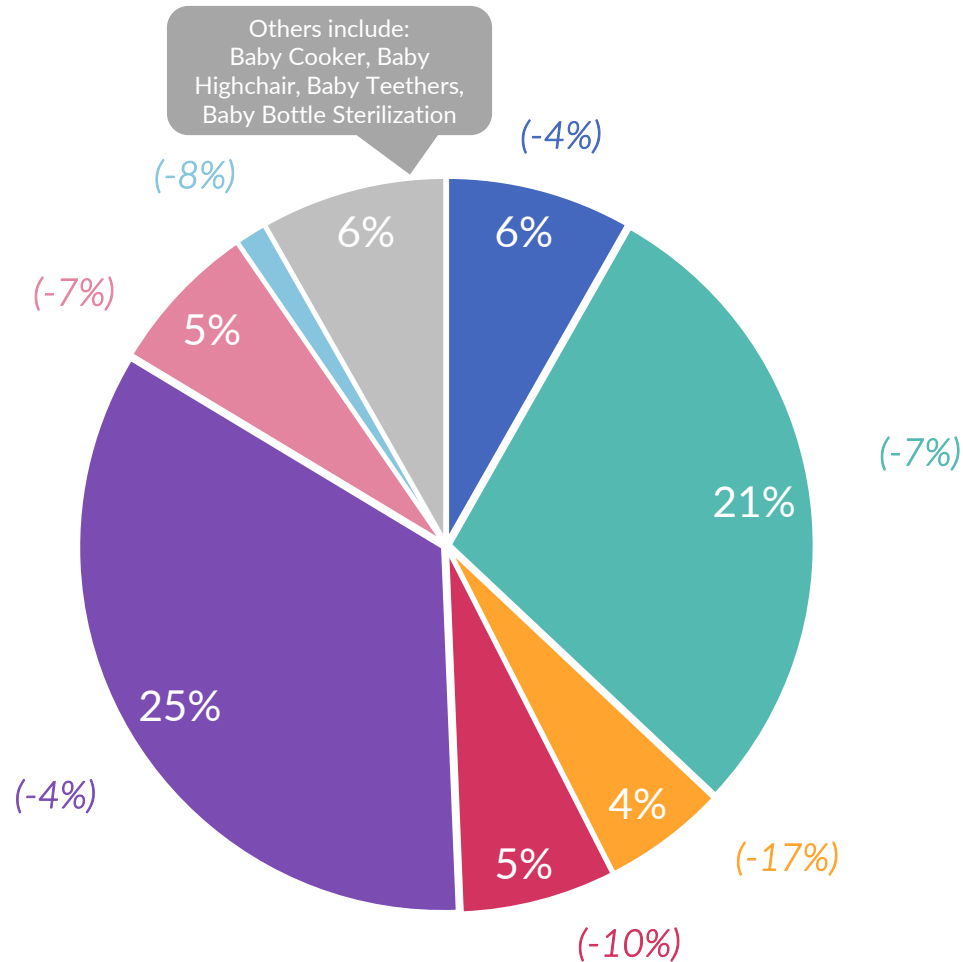
Baby Strollers



Baby Tableware



Breast Feeding Pumps



Total Sales Value and Value Growth % in Jan-Dec 2023

€ 2.9bn
(-9%)

Units: -2%

Weekly retail insights from the Point of Sale

Spotlight on Germany



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).

Please note: Below lines depict the sales growth rate vs same week of previous year.

About **gfknewron**

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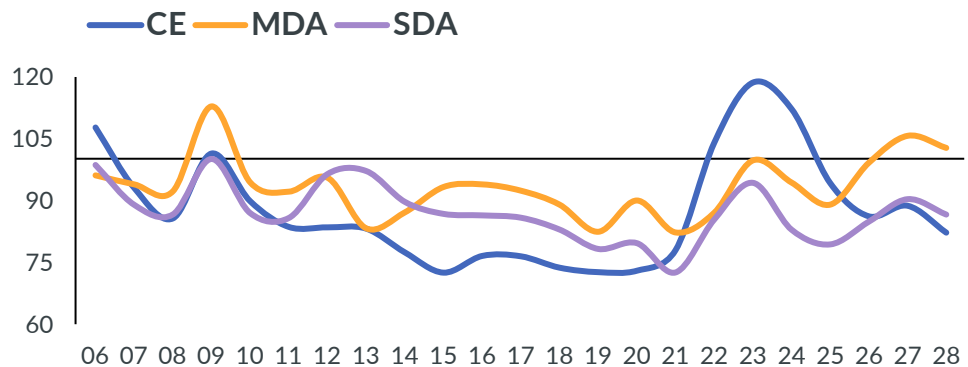
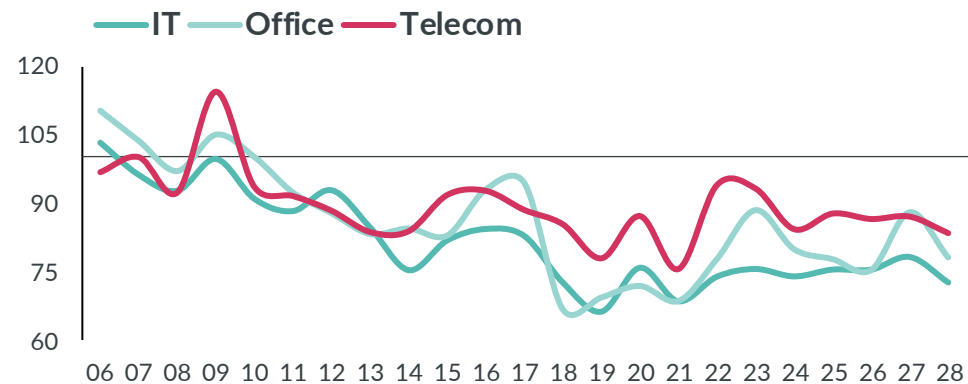
Spain

Japan

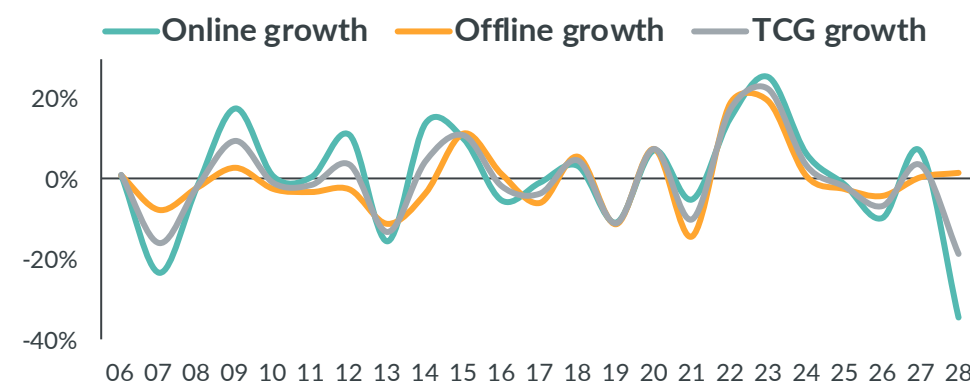
Brazil

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 28 (Jul 08 – Jul 14)



- Online sales (-34%) posted a huge decline versus week 28 in 2023 which included Prime Day. This dragged the total TCG market down by 19% in 2024. Traditional retail delivered a slight uptick of 2%.
- Mobile computing (-38%) and inkjet printers (-30%) were hit hardest in the IT/Office sector. Desk computing posted a slight plus of 2%. Telecom slumped at -16%.
- SDA categories are bought more often during promotions like Prime Day and lost in higher shares than, for example, cooling (-11%). Air treatment posted -57% and hot beverage makers minus 20%. PTVs gained 9%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 – 28 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.

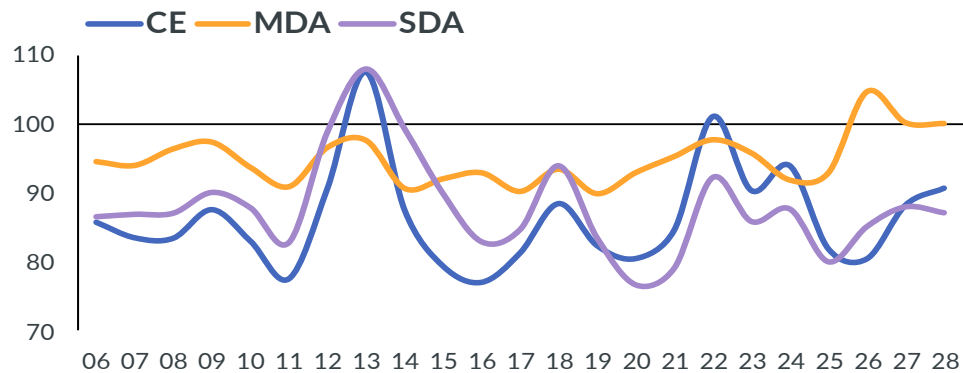
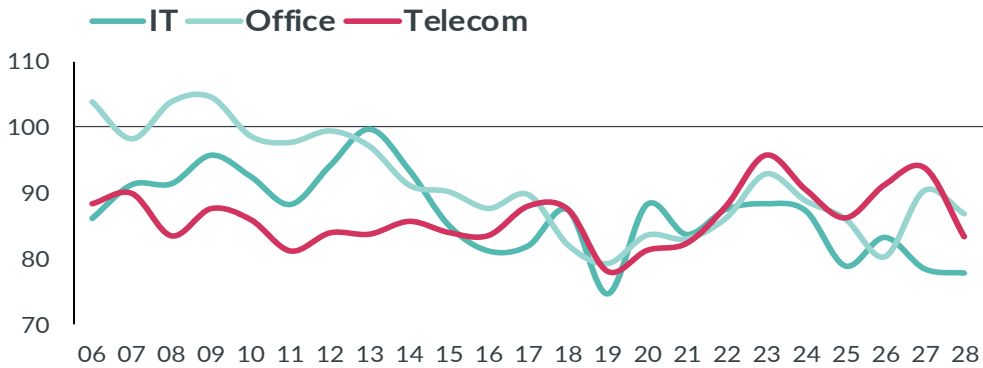
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

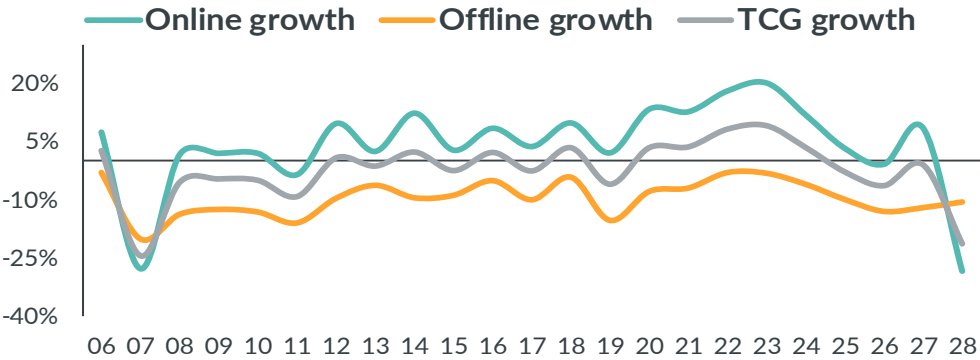


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 28 (Jul 08 – Jul 14)



- A strong loss in online sales (-28%) dragged the total TCG market down by 22%. Traditional retail at -11% added to the decline.
- IT/Office experienced remarkable deceleration with media tablets in the lead at -46% and pointing devices second at -45%. Desk computing was hit the least, at -1%. Smartphones slumped at -15%.
- There were extraordinary falls for SDA categories, led by dental care at -51%. Cooling posted -8% and washing machines were positive at +4%. CE categories suffered as well – e.g. -51% for headsets. PTVs were down 5%.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 – 28 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

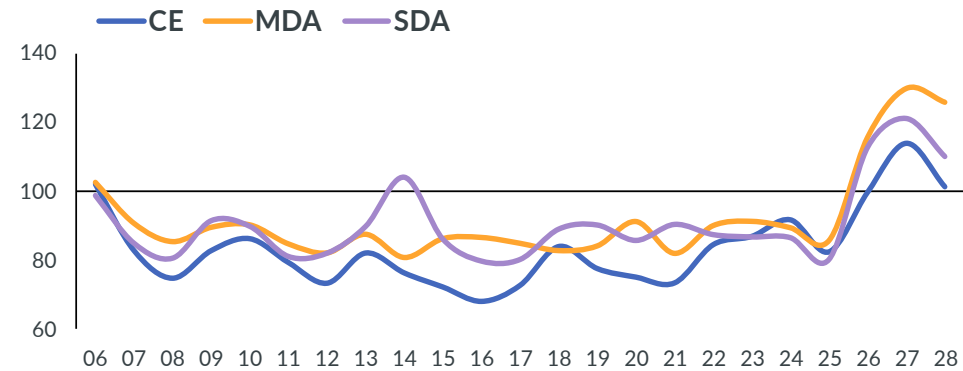
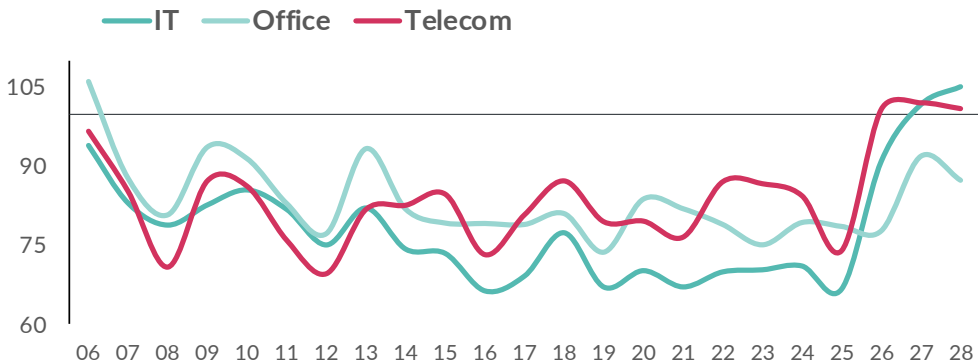
Weekly retail insights from the Point of Sale

Spotlight on France

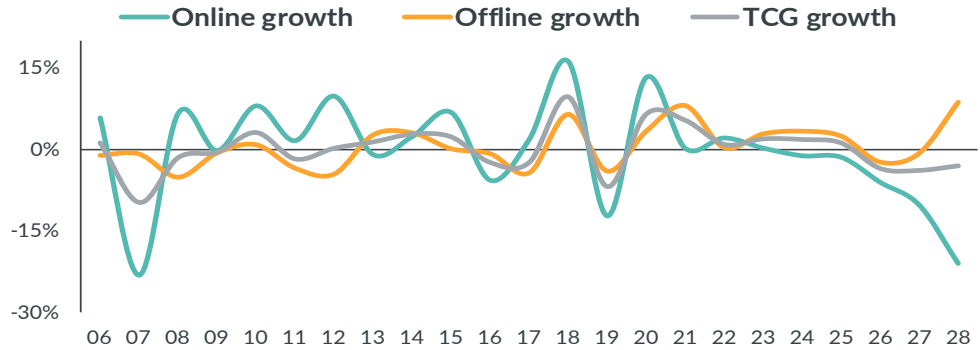


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Index: 2023 average weekly turnover in EUR = 100



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



Key take aways in calendar week 28 (Jul 08 - Jul 14)



- Online sales at -21% dragged the total TCG market down by 3%. Traditional retail at +9% was unable to balance that out.
- Laser printers at +19% and media tablets at +14% were the best-performing categories in week 28. Pointing devices marked the other end of the scale in IT/Office, at -12%. Smartphones slumped at -14%.
- In week 28, air treatment stood out in MDA/SDA products, at -61%. All others delivered slight ups and downs with washing machines at +12% and cooling at -7%. While TVs gained 11%, audio home systems experienced a minus of 19%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 – 28 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**

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Germany

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Italy

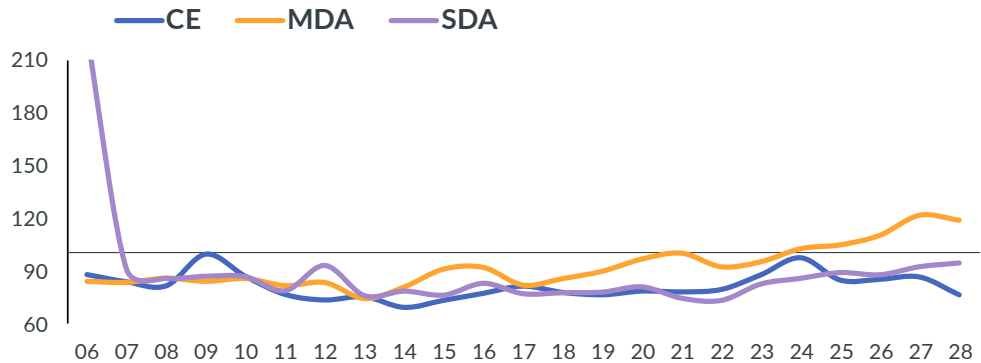
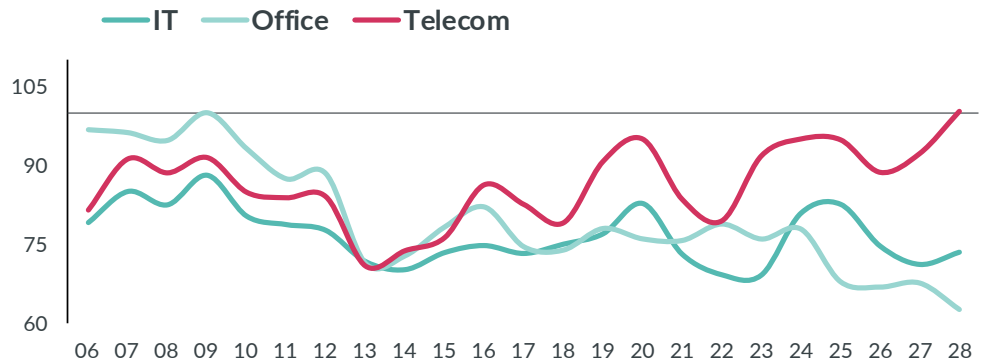
Spain

Japan

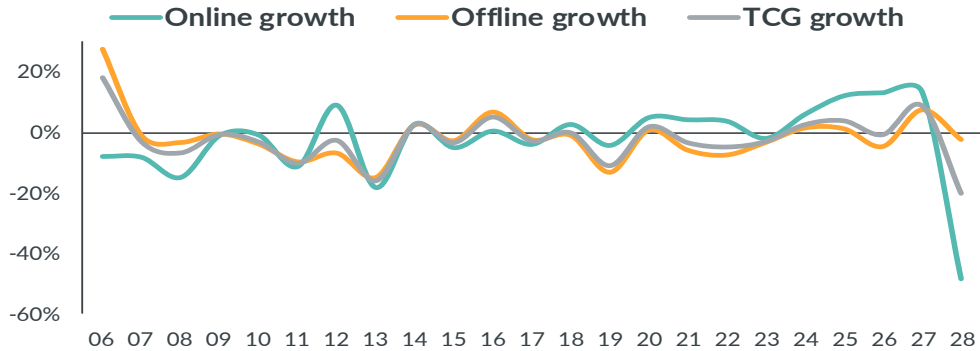
Brazil

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 28 (Jul 08 – Jul 14)



- The shift of Prime Day by one week in 2024 vs 2023 caused high losses in Italy too. Online sales were down by 48%, causing a downswing across the total TCG market of 20%. Traditional retail added to it by delivering -2%.
- All IT/Office and telecom products saw solid double-digit negative trends, ranging from -14% for media tablets to -33% for mobile computing.
- The same applies to MDA/SDA/CE products with cooling and washing machines hit least at -9% and -3% respectively. Soundbars, air treatment, vacuum cleaners, dental care, and shavers were all down more than 40%. PTVs slumped at -17%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 – 28 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, 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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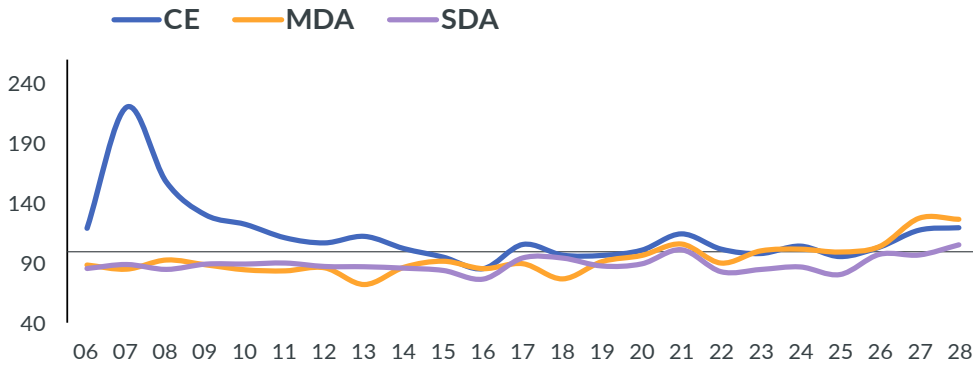
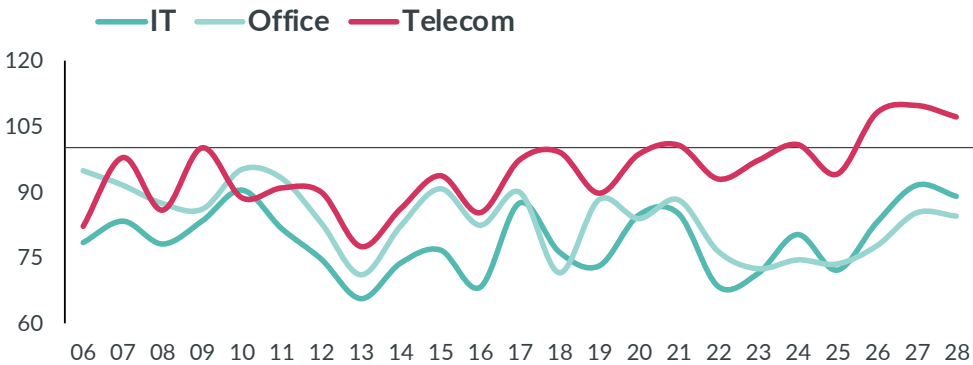
> Spain

Japan

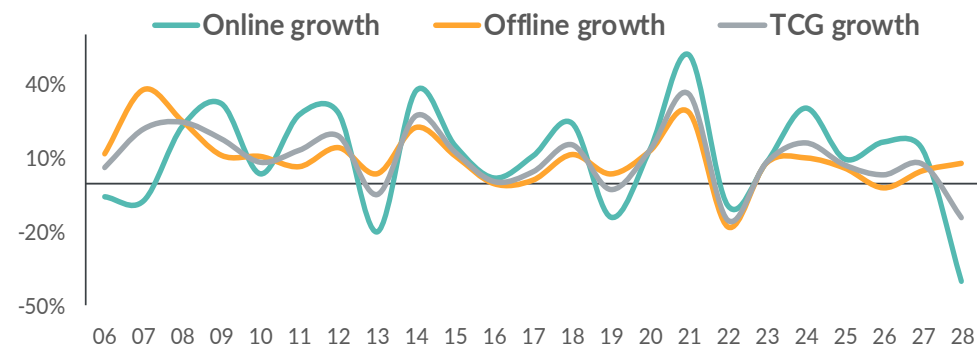
Brazil

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 28 (Jul 08 – Jul 14)



- While traditional retail posted +8%, online sales delivered an eye-catching -40%. Combined, this led to a downswing of the total market of 14%.
- The ray of light was desk computing at +25%. Laser printers were up 1%. All other IT/Office products posted negative trends, from -20% for inkjet printers to -39% for media tablets. Smartphones experienced a fall of 19%.
- While PTVs posted a good result of 17%, driven by the UEFA European Football Championship, all other CE categories lost in double-digits. The same applied to MDA/SDA categories except for washing machines at +2%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 – 28 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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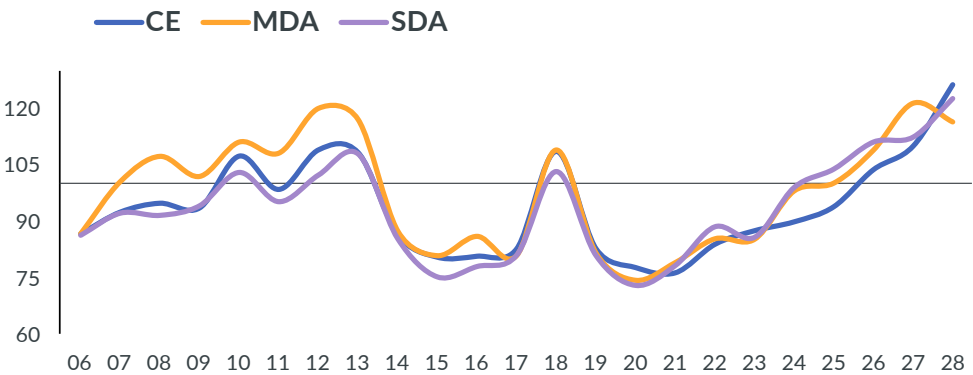
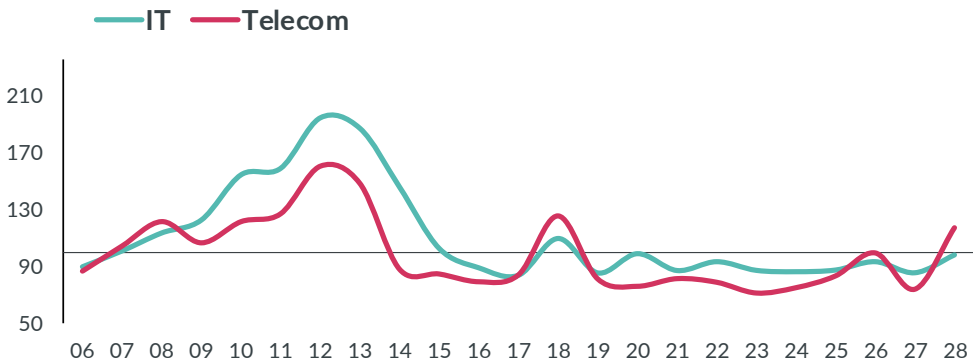
Spain

> Japan

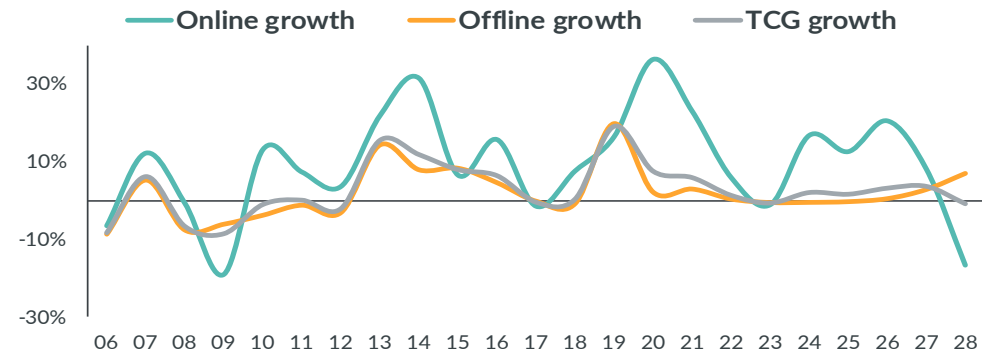
Brazil

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 28 (Jul 08 – Jul 14)



- Traditional retail at +7% and online sales at -16% led to an average of -1% for the total TCG market.
- Week 28 brought a great development for smartphones which posted +64%. IT products on the other hand did not perform well, posting -23% for media tablets and -21% for mobile computing.
- While MDAs delivered a slight downswing of 1%, SDA categories dropped more strongly with shavers at -20% and vacuum cleaners and hot beverage makers at -19%. Soundbars at -43% were the worst-performing product group. TVs witnessed a weak +2%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 – 28 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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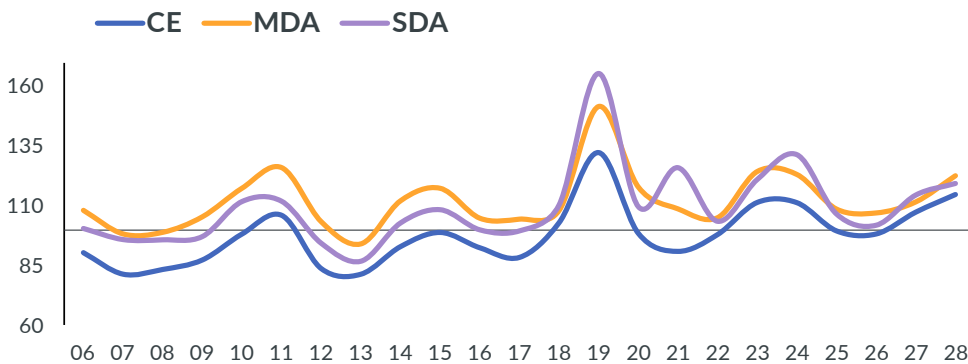
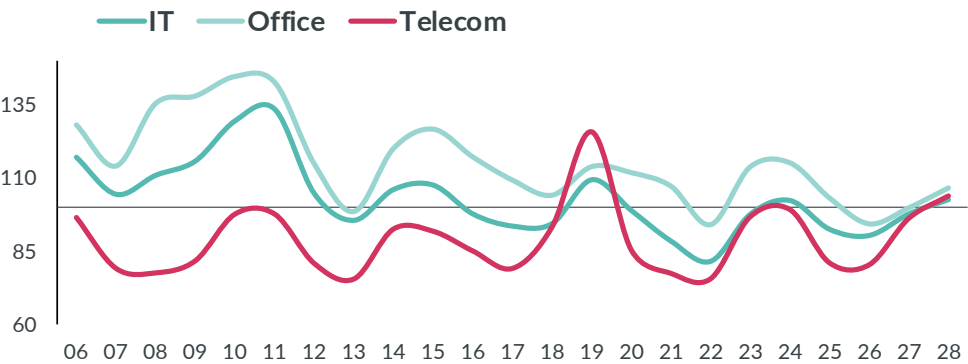
Spain

Japan

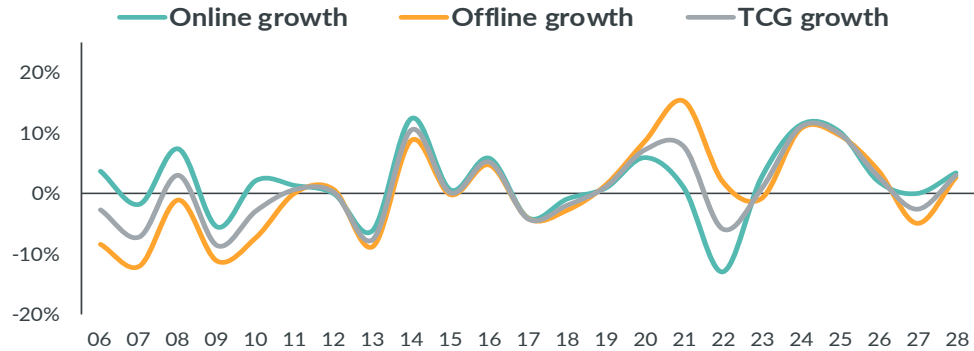
> Brazil

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 28 (Jul 08 – Jul 14)



- At an identical rate of +3%, both traditional retail and online sales retail lifted the total TCG market by 3%.
- Desk computing and media tablets at +25% and +24% respectively drove this performance. Mobile computing at -12% marked the other end of the scale. Laser printers were flat. Smartphones lagged at -3%.
- Washing machines at +25% added to the upswing of total TCG. Cooling (+15%) posted growth as well. Vacuum cleaners and shavers delivered negative trends at -16% and -13%. TVs posted a slight upswing of 3%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 – 28 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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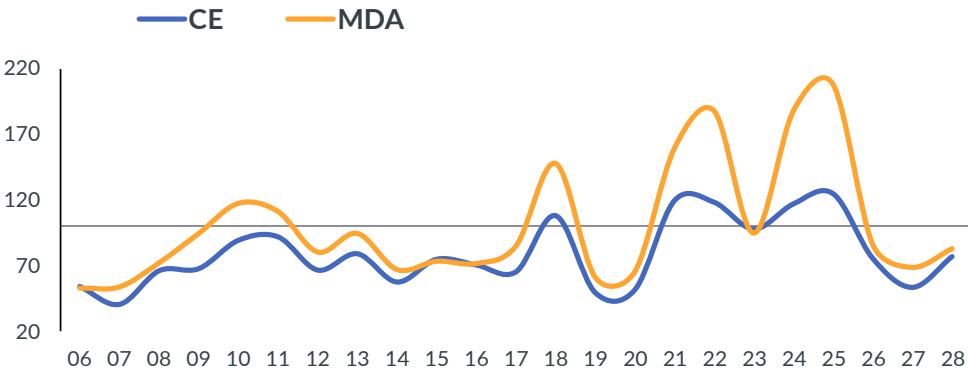
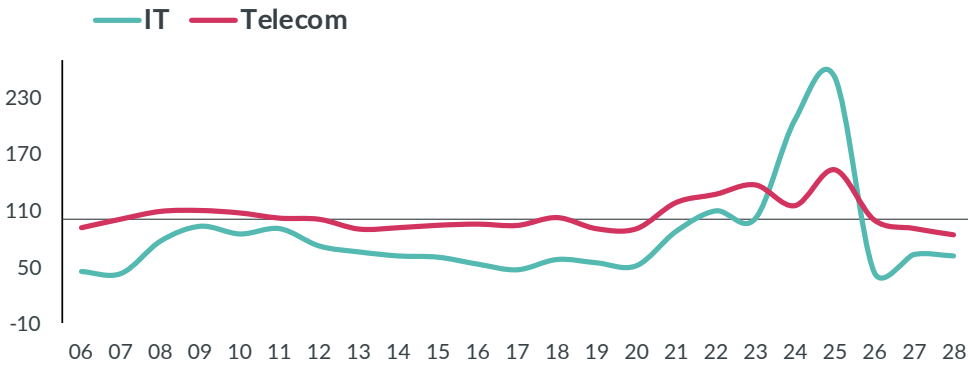
Spain

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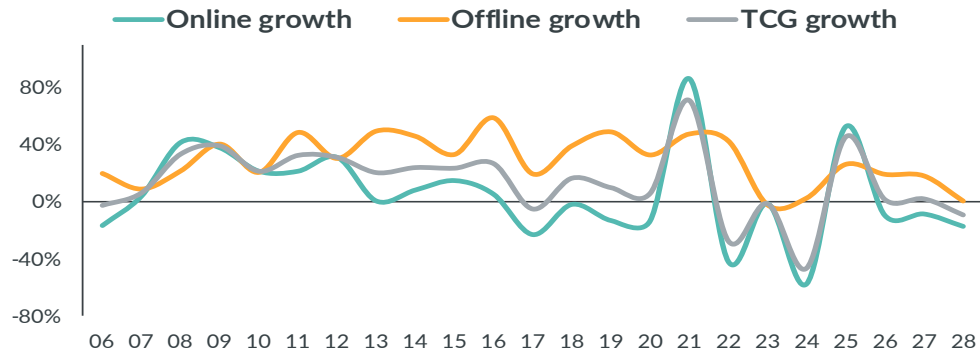
Brazil

➤ 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 28 (Jul 08 – Jul 14)



- Traditional retail delivered a tiny uptick of 1%. Combined with declining online sales (-17%) this led to a minus of 9% for the total TCG market.
- Smartphones at -5% 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 16%.
- PTV experienced a strong drop of -16%. Solid negative trends were also delivered by cooling (-22%) and washing machines (-14%).



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