

# State of consumer technology and durables sales tracker

Weekly trends and insights for  
the tech and durables market

Edition 214  
Week 29 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.

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- **gfknewron Predict** – Forecast marketing potential, build the right strategies and optimize revenue



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

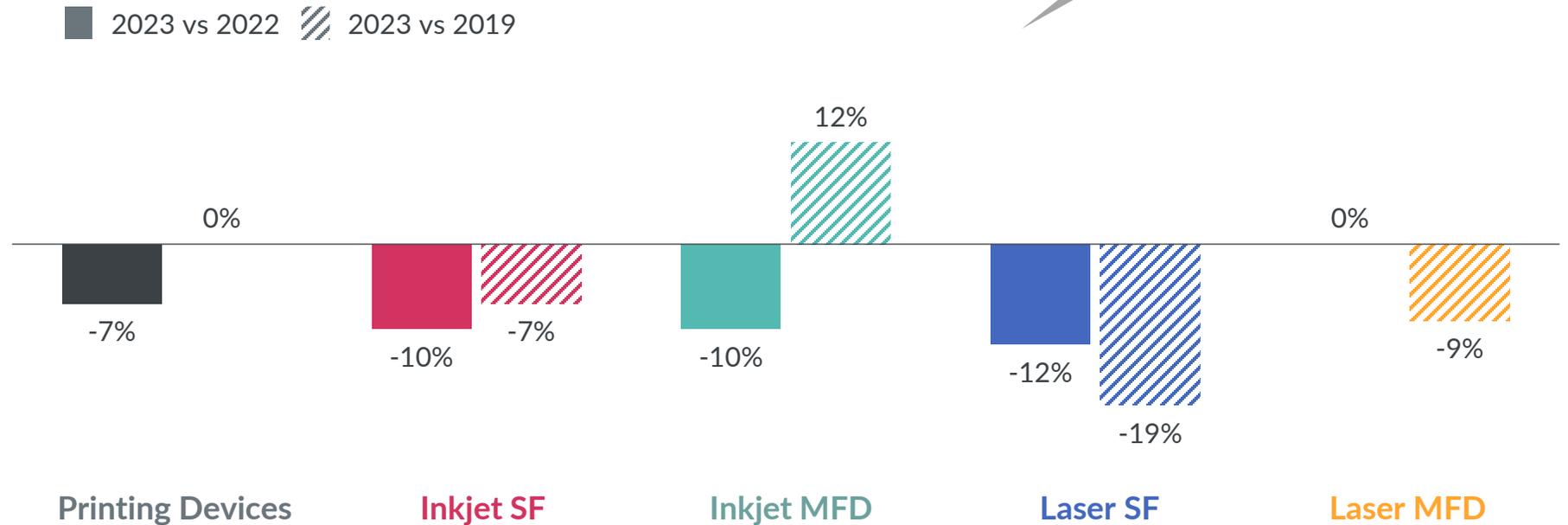
# Fact of the Week



Printing Devices decreased further, Laser MFD were able to be stable and Ink MFD stayed above 2019 level

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Sales value growth USD 2023 vs 2022 / 2019 | Jan - Dec 23



Based on units, decline vs 2022 was not as strong. However, markets shrank compared to 2019

# 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**

Fact of the week

➤ **Germany**

Great Britain

France

Italy

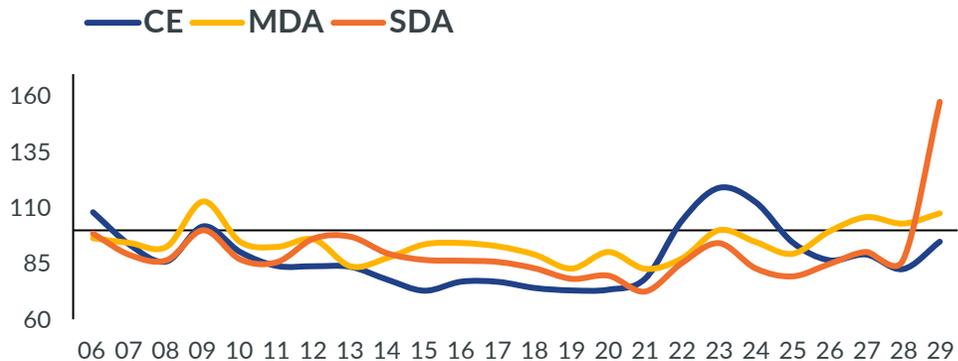
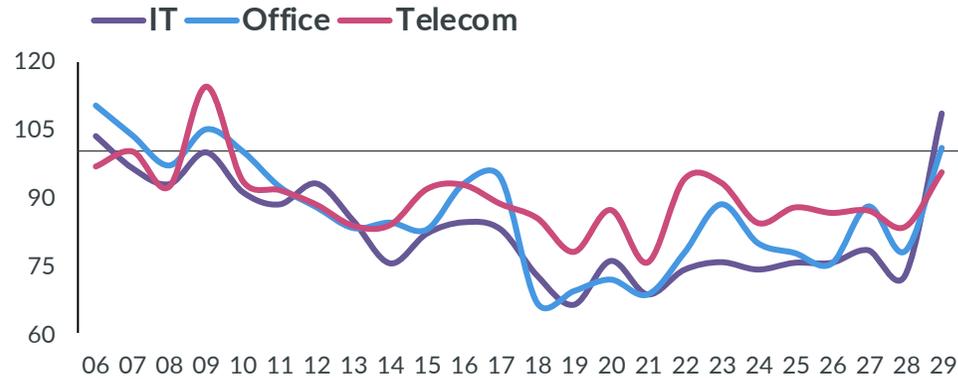
Spain

Japan

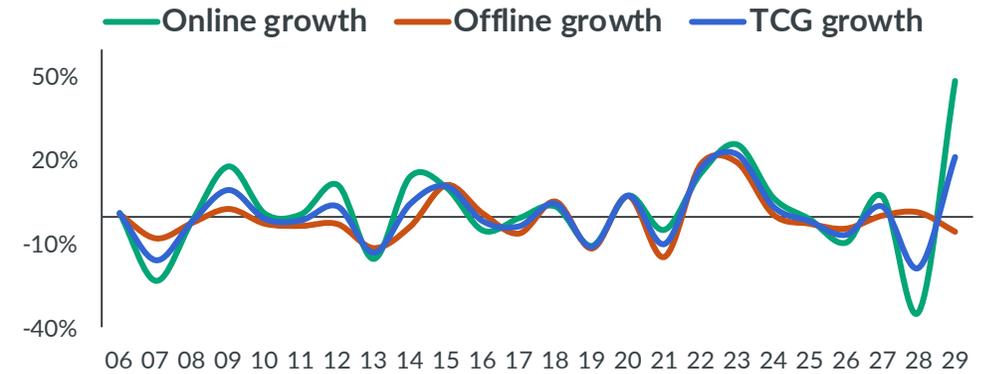
Brazil

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 29 (Jul 15 - Jul 21)



- In the Prime Day week 29, online sales (+48%) posted a huge uplift versus week 29 in 2023 (Prime Day was in week 28 in 2023). The total TCG market was boosted by +21%. Traditional retail saw a moderate minus of 5%.
- Mobile computing (+41%) and inkjet printers (+24%) were the best-performing categories in the IT/Office sector. Desk computing posted a slight minus of 3%. Smartphones experienced a moderate +6%.
- In the Prime Day week and due to warm weather, air treatment delivered an eye-catching +140%. Shavers and dental care grew in triple digits as well.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2023 - 29 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.

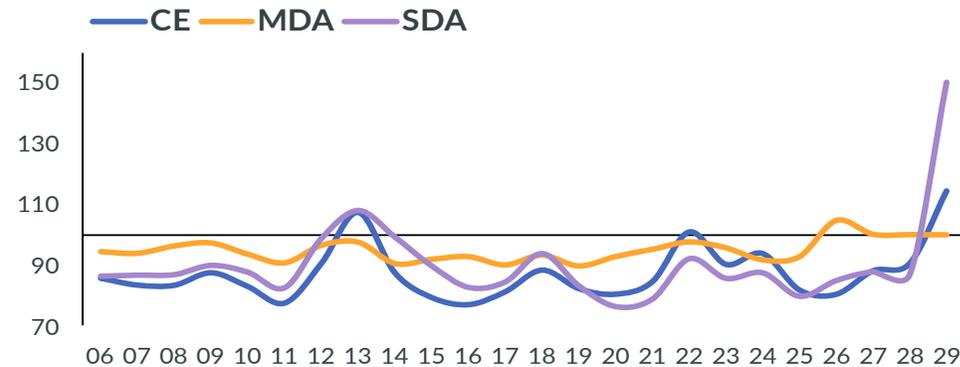
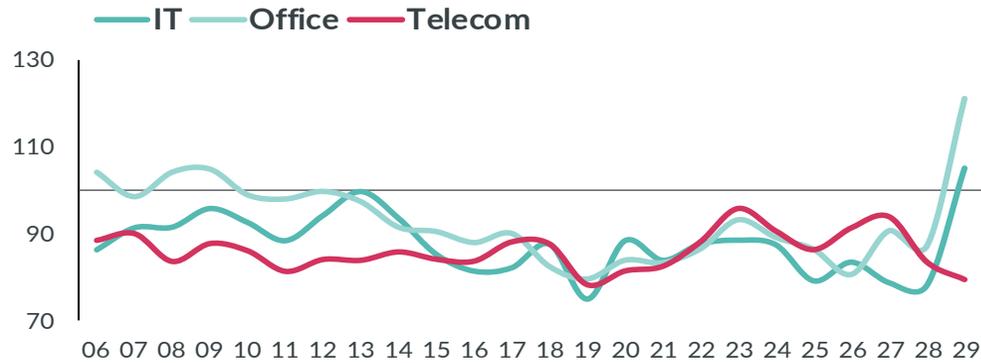
# Weekly retail insights from the Point of Sale

## Spotlight on Great Britain

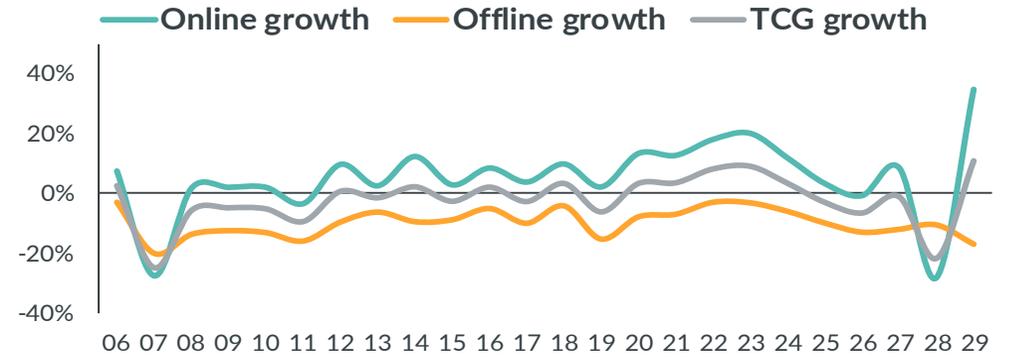


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Index: 2023 average weekly turnover in EUR = 100



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



### Key take aways in calendar week 29 (Jul 15 - Jul 21)



- Acceleration of online sales (+35%) lifted the total TCG market by +11%. Traditional retail delivered -17%.
- IT/Office products were led by peripherals. Mice grew at +86% and keyboards at +47%. Monitors were up 70%. Desk computing and media tablets populated the other end of the scale, at +2% and +9%. Smartphones decelerated at -10%.
- Dental care (+121%) and hot beverage makers (+102%) were the best-performing categories within SDA. MDA was behind at +2% for washing machines and -4% for cooling. While headsets grew at 141%, TVs were flat.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2023 - 29 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

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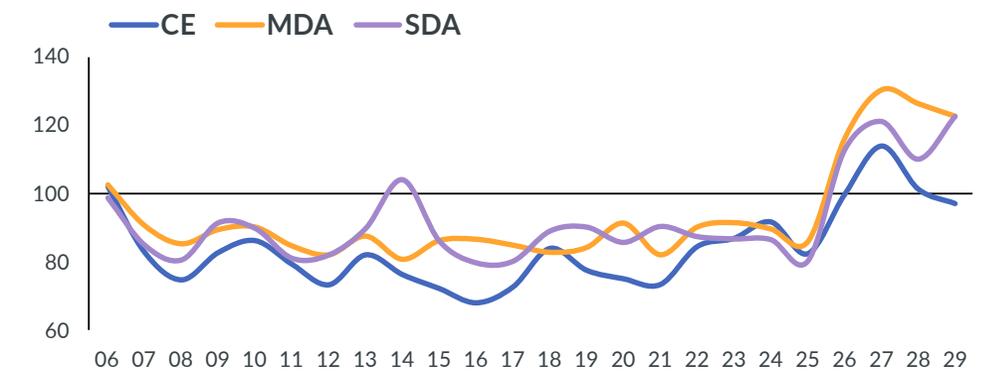
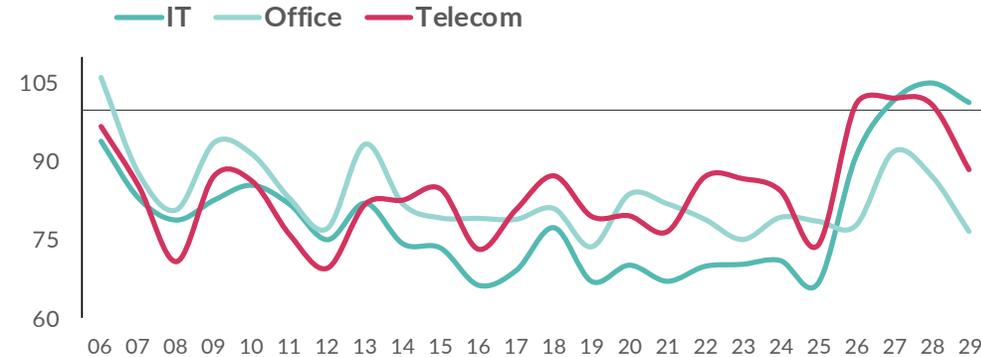
Spain

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 29 (Jul 15 - Jul 21)



- Online sales at +21% lifted the total TCG market by 7%. Traditional retail posted a slight minus of 1%.
- Week 29 saw media tablets and keyboards in the lead at +32% and mice claiming second place at +28%. Printers were behind with flat laser and -4% for inkjet. Similarly negative was desk computing at -3%. Smartphones slumped at -11%.
- Except for air treatment at +2% and food preparation at +4%, SDAs saw double-digit increases with vacuum cleaners in the lead at +49%. Cooling experienced a decline of 9%. PTV increased by 7%.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2023 - 29 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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Germany

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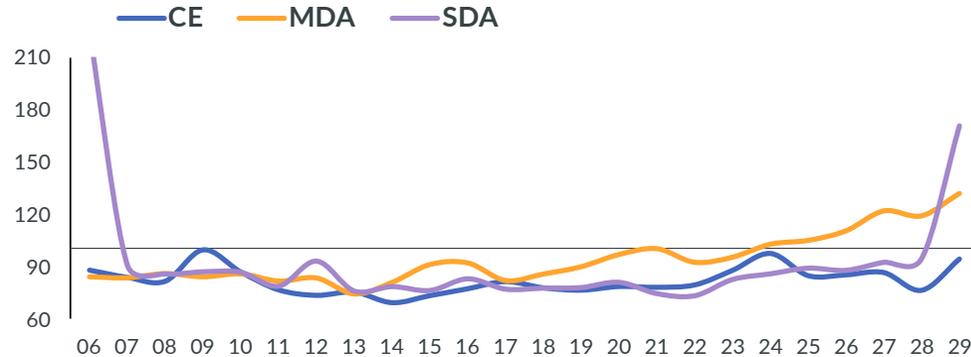
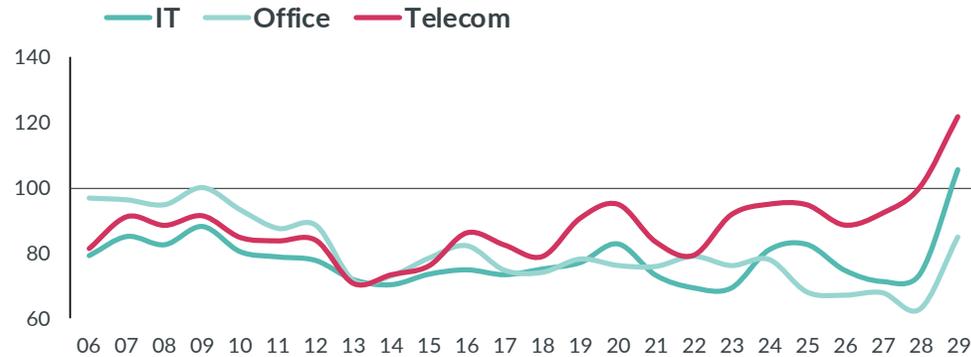
Spain

Japan

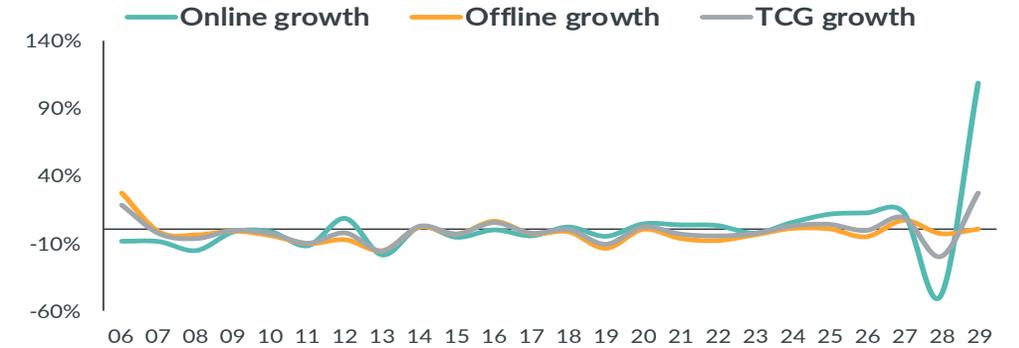
Brazil

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 29 (Jul 15 - Jul 21)



- Prime Day boosted online sales in Italy by 109%, leading to an uplift of 27% for the total TCG market. Traditional retail was up 1%.
- Except for desk computing at -9%, all other IT/Office and telecom products saw double-digit increases, led by mobile computing at +56%. Smartphones accelerated by 32%.
- Dental care at +233% was the star in week 29. Vacuum cleaners at +84% claimed second place. Air treatment slumped at -30%. Cooling posted a negative trend at -5%. While soundbars were up 47%, TVs delivered a sound +14%. Audio home systems were behind at -4%.

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2023 - 29 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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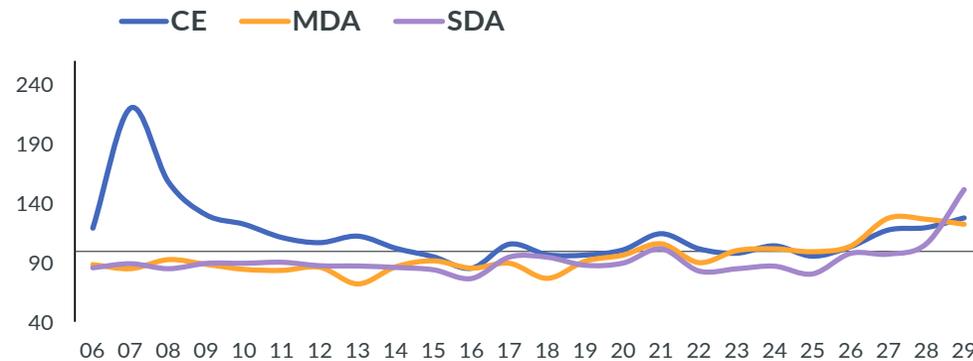
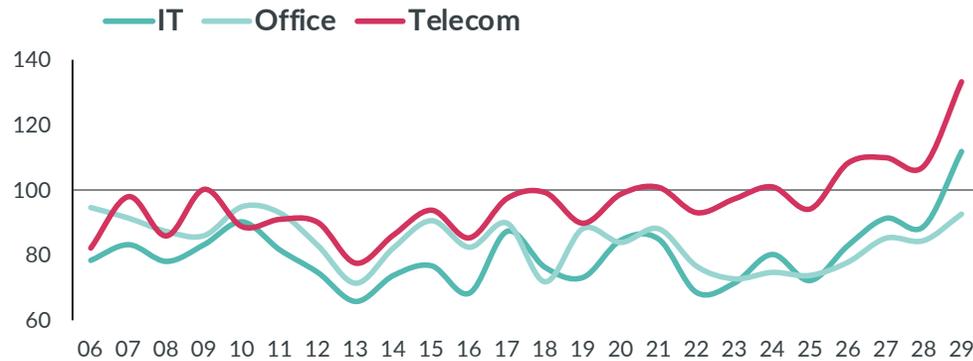
**> Spain**

Japan

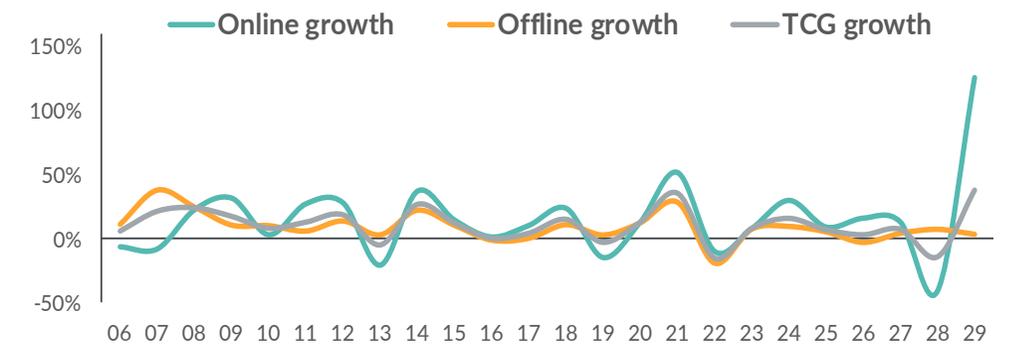
Brazil

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 29 (Jul 15 - Jul 21)



- Prime Day boosted online sales in Spain, delivering +126%. Traditional retail added +4%, leading to a plus of 38% for TCG overall.
- There were double-digit increases across IT/Office and telecom, ranging from +38% for inkjet printers to +96% for mobile computers. Smartphones experienced an uplift of 51%.
- In week 29, cooling brought up the rear in MDA/SDA products, at -11%. Washing machines were flat. Shavers at +100% marked the other end of the scale. Headsets also delivered +100%. TVs gained 40%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2023 - 29 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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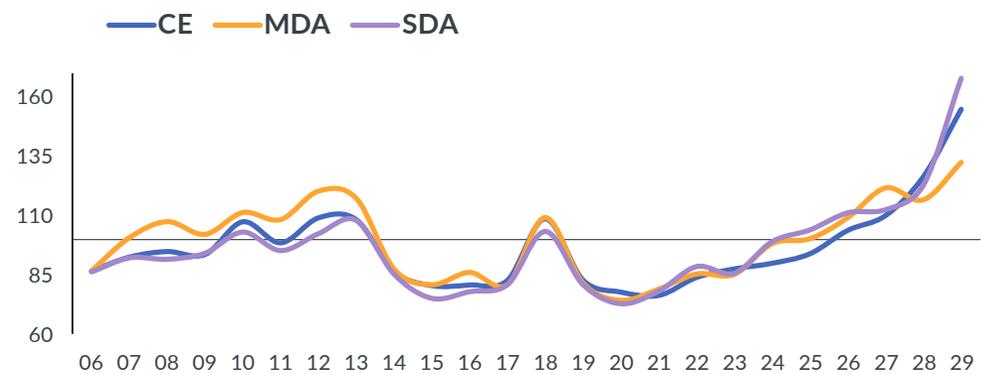
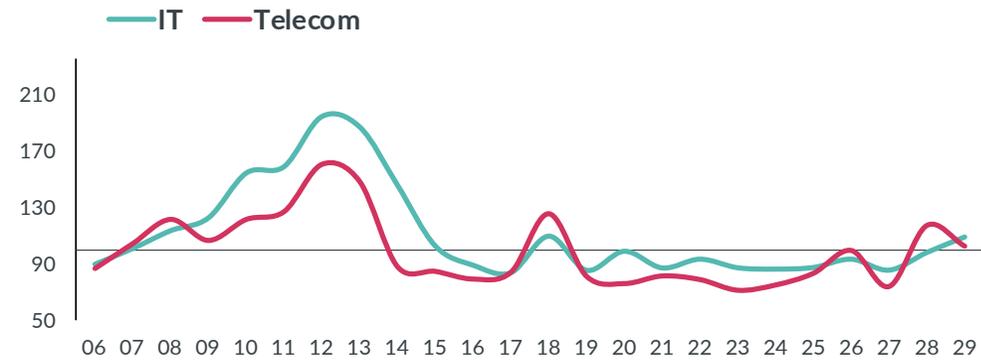
Spain

**> Japan**

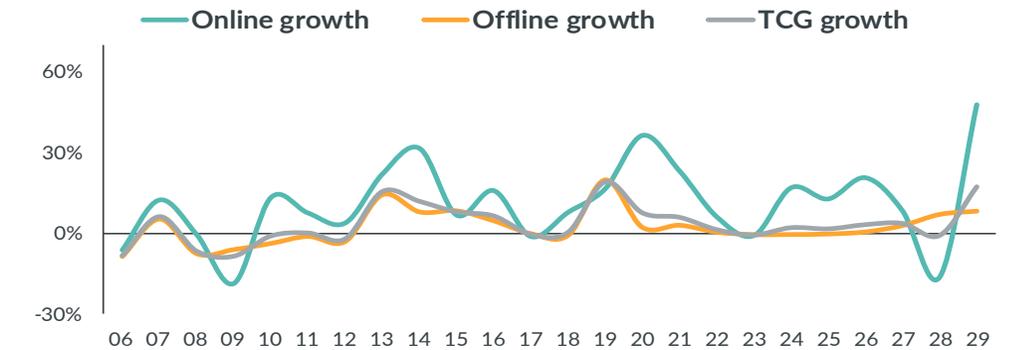
Brazil

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 29 (Jul 15 - Jul 21)



- Traditional retail at +8% and online sales at +48% led to an average acceleration of 17% for the total TCG market.
- Week 29 brought a good, double-digit development for IT and telecom products with smartphones in the lead at +17% and media tablets at +13%. Mobile computing posted +4%.
- There were double-digit uplifts for all SDA products, but dental care delivered an outstanding +114%. CE products posted double-digit growth too: headsets were up 40% and PTV saw an uplift of 32%. MDAs were behind with cooling at +3% and washing machines at +6%.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2023 - 29 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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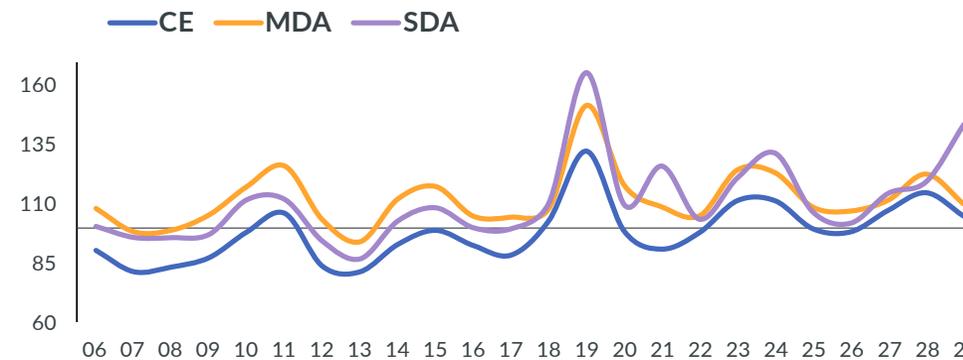
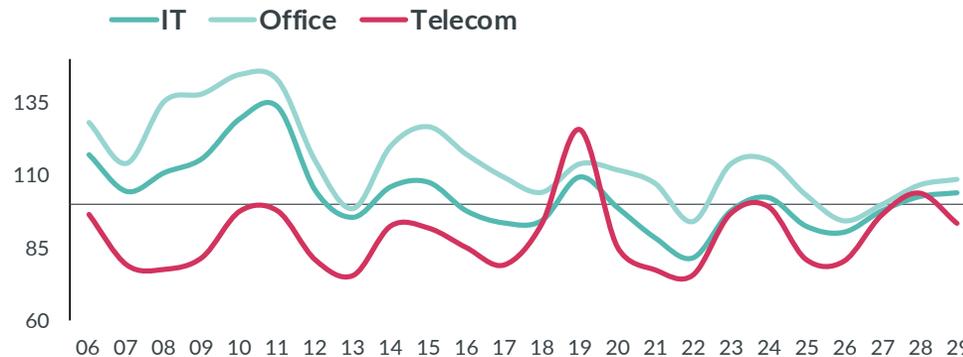
Spain

Japan

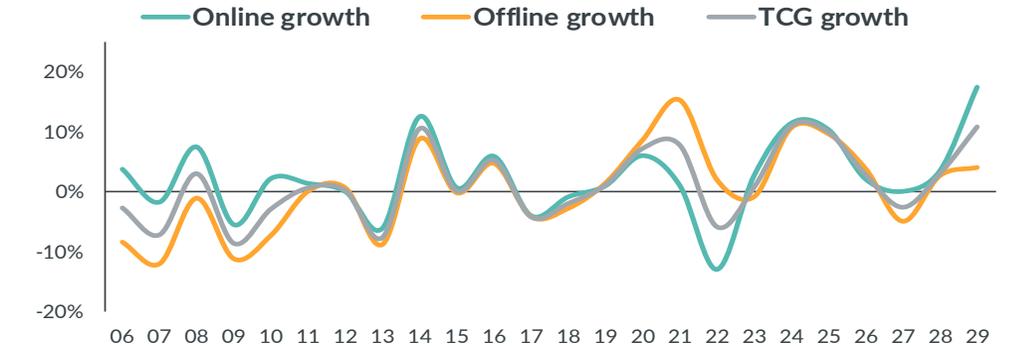
**> Brazil**

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 29 (Jul 15 - Jul 21)



- Online sales delivered +17% which lifted the total TCG market by 11%. Traditional retail added to it at +4%.
- Desk computing at +39% and media tablets at +38% were the best-performing categories in week 29 within IT/Office. Mobile computing was flat. Smartphones delivered +8%.
- All MDA/SDA products witnessed double-digit growth, ranging from +14% for food preparation to +87% for vacuum cleaners. TVs experienced a slight uptick of 1%.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2023 - 29 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**

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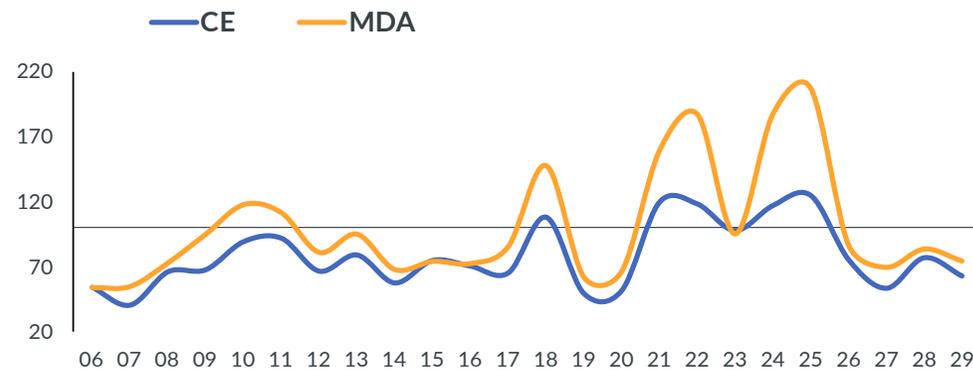
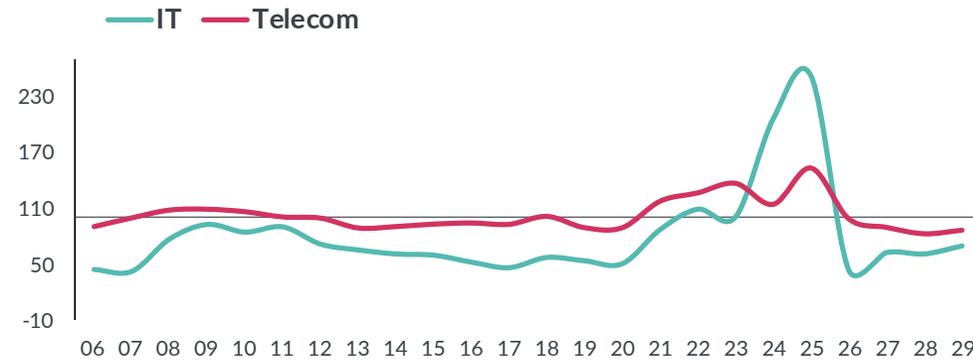
Spain

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 29 (Jul 15 - Jul 21)



- In week 29, China was the only country among those eight with a negative trend (-8%), caused by declining online sales (-23%). Traditional retail at +22% was unable to compensate.
- Smartphones at -2% 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 30%.
- Negative trends were recorded for PTV at -13%, and for washing machines at -2%, and cooling at -16%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2023 - 29 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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