



An NIQ
Company

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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Get instant access to crucial data to empower your decisions.



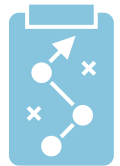
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- **gfknewron Market** – Monitor performance, create the right opportunities and outperform the competition
- **gfknewron Consumer** – Understand your shoppers, reach the right audience and maximize ROI
- **gfknewron Predict** – Forecast marketing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

Fact of the Week

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



About **gfknewron**

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

> Fact of the week

Germany

Great Britain

France

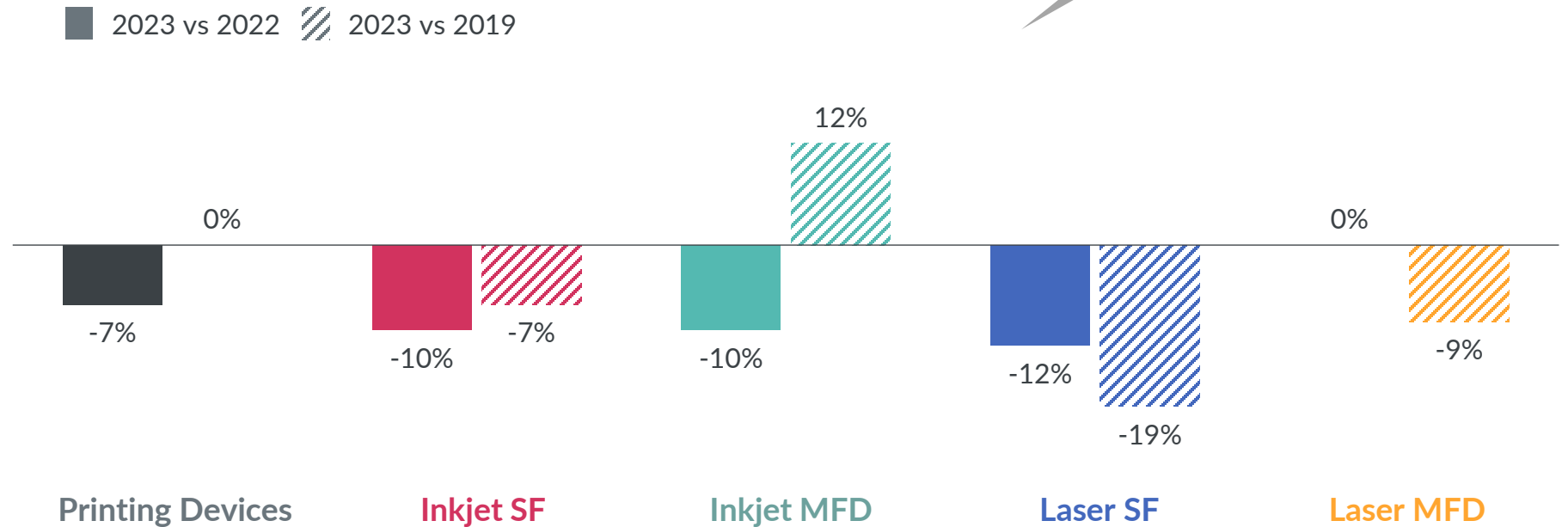
Italy

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Weekly retail insights from the Point of Sale

Spotlight on Germany

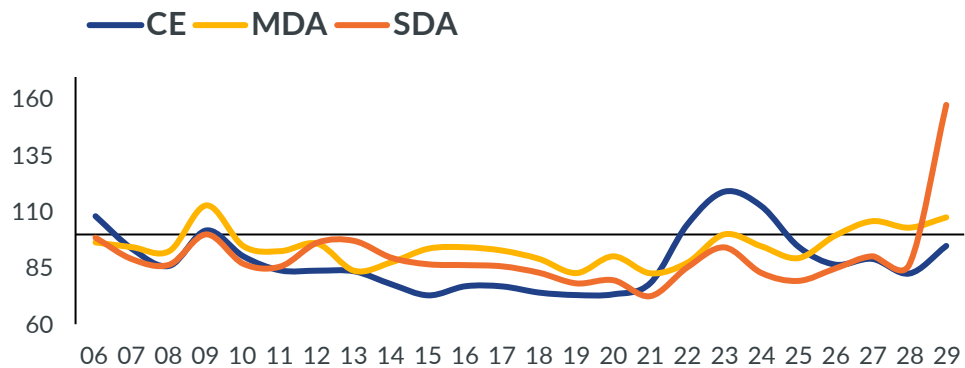
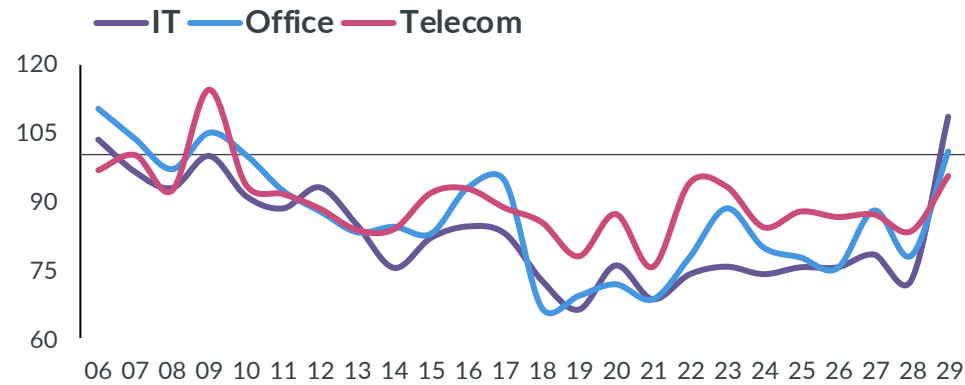


Please note: Below lines depict a sales index vs an average 2023 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2023).

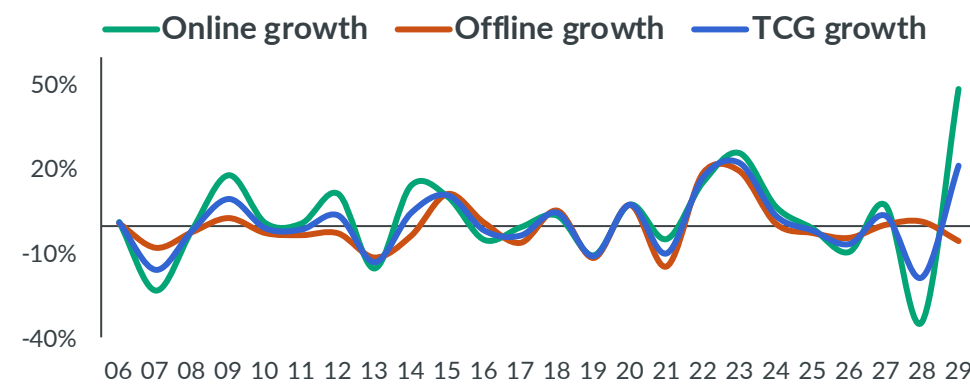
Please note: Below lines depict the sales growth rate vs same week of previous year.

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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)



- 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/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.

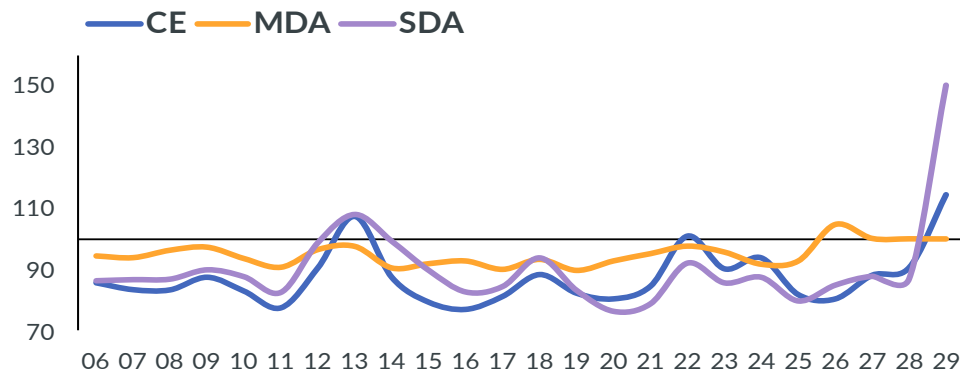
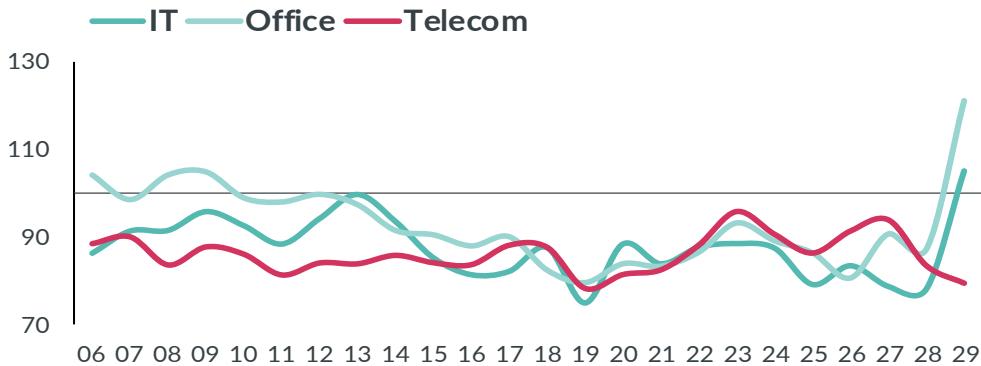
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

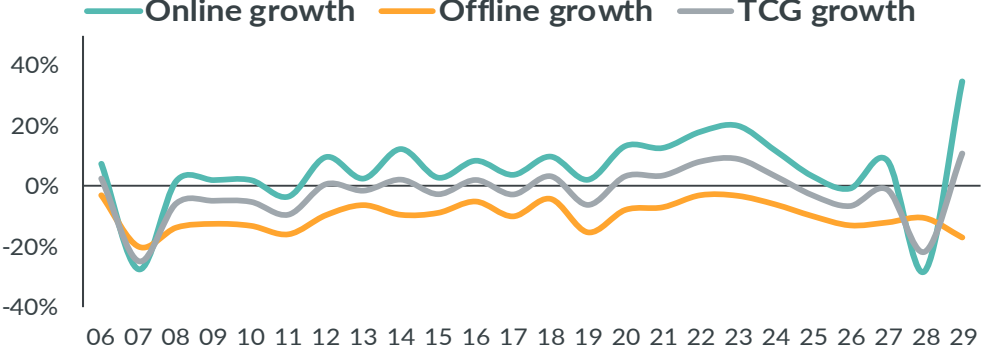


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



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/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

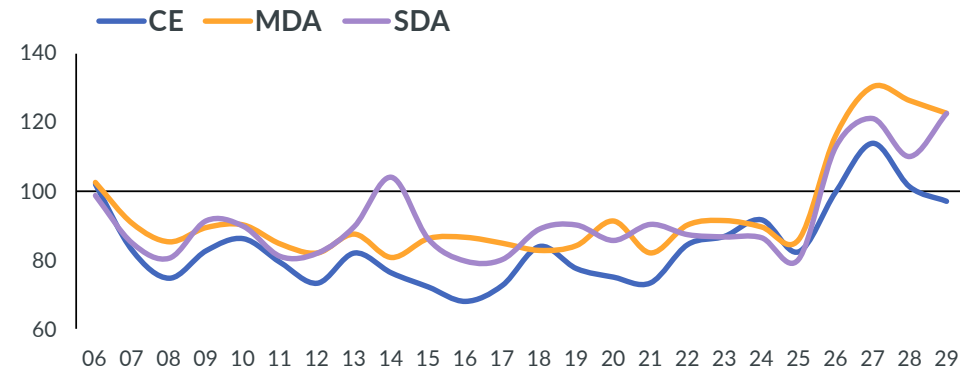
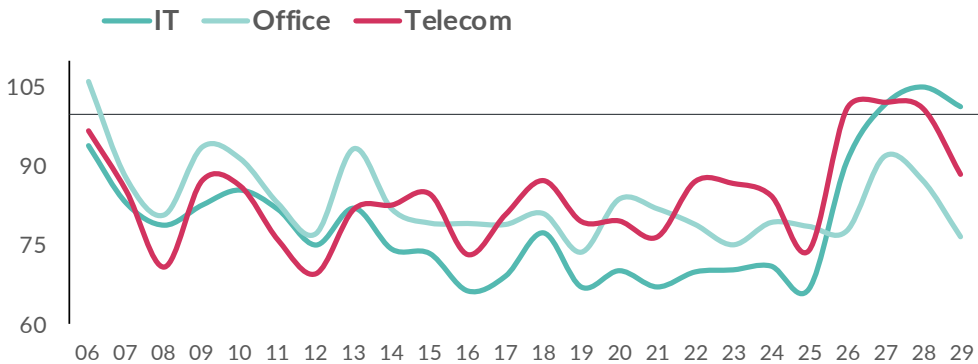
Weekly retail insights from the Point of Sale

Spotlight on France

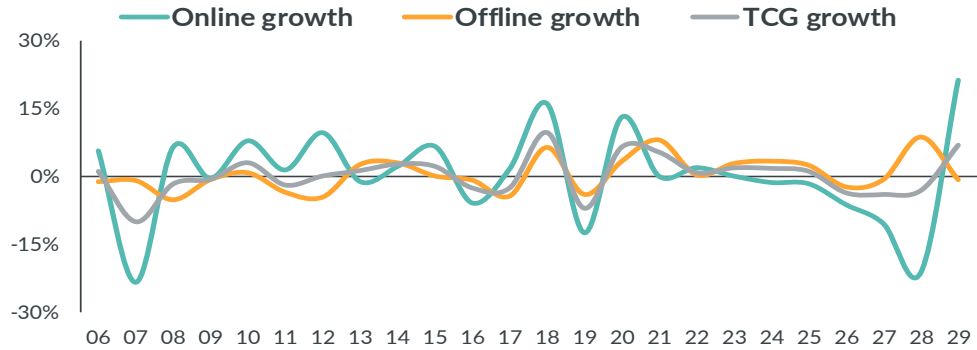


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



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/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): 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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Italy

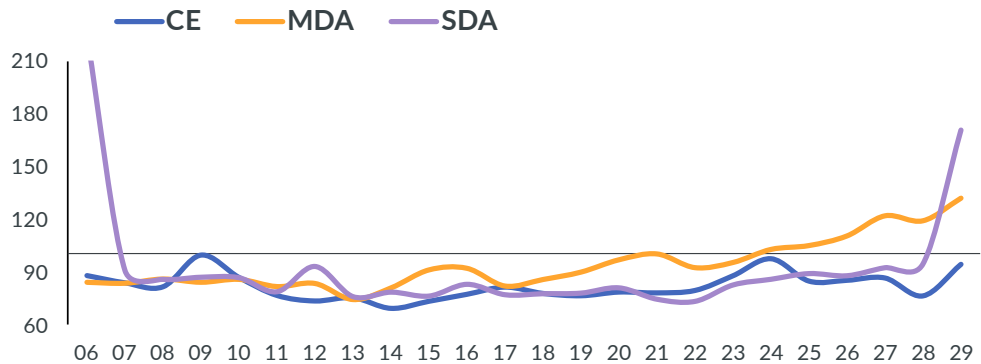
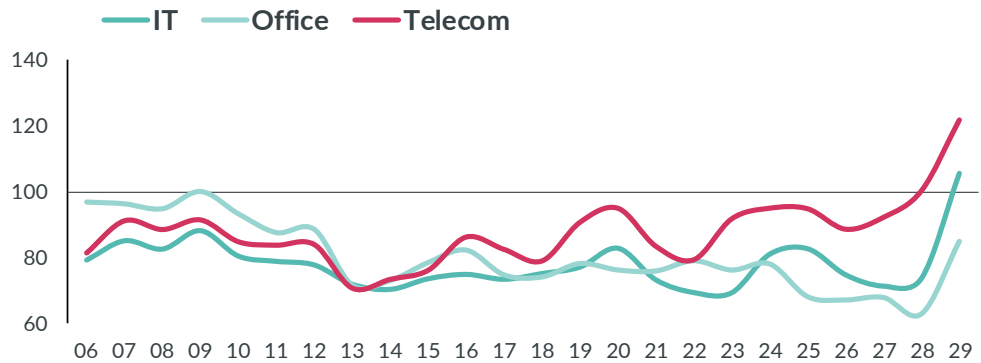
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Japan

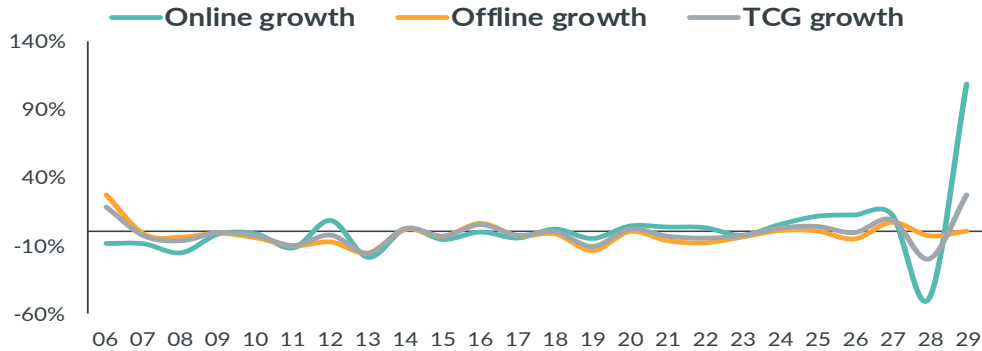
Brazil

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 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/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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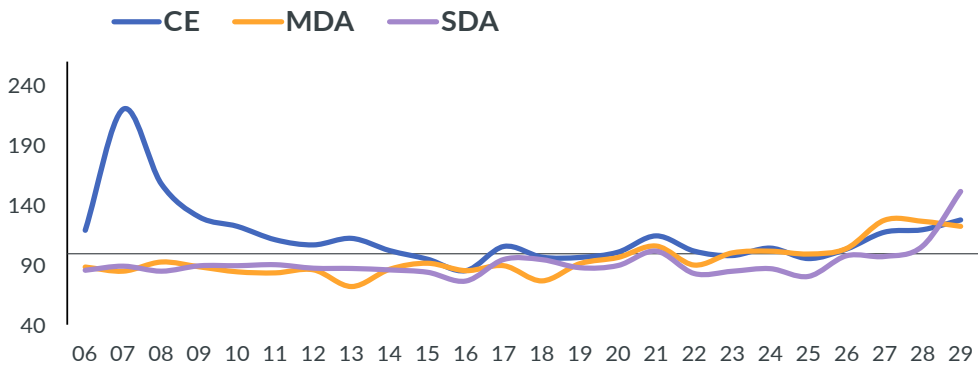
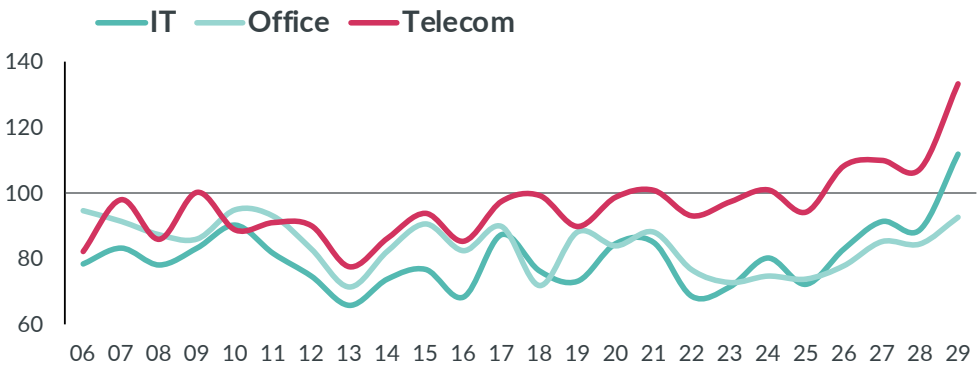
> Spain

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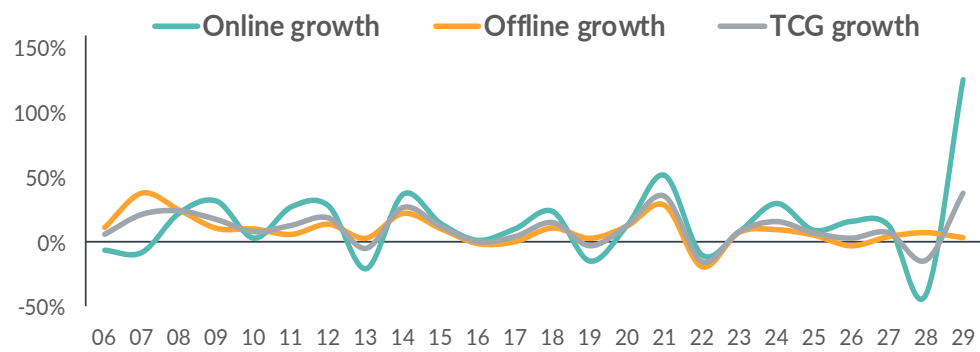
Brazil

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 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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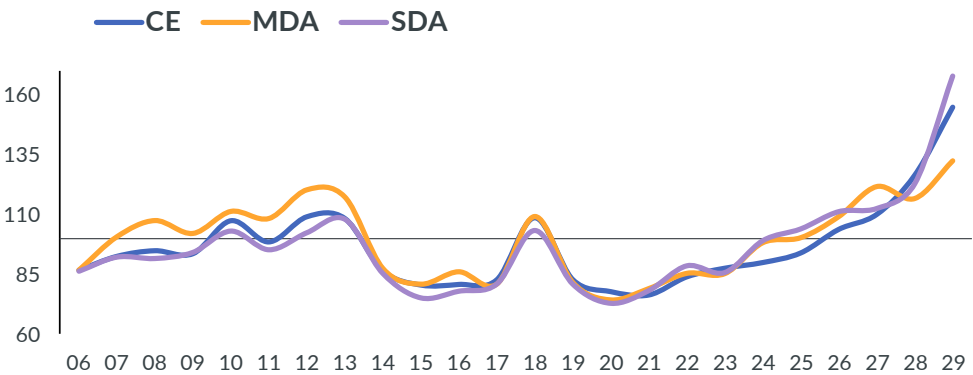
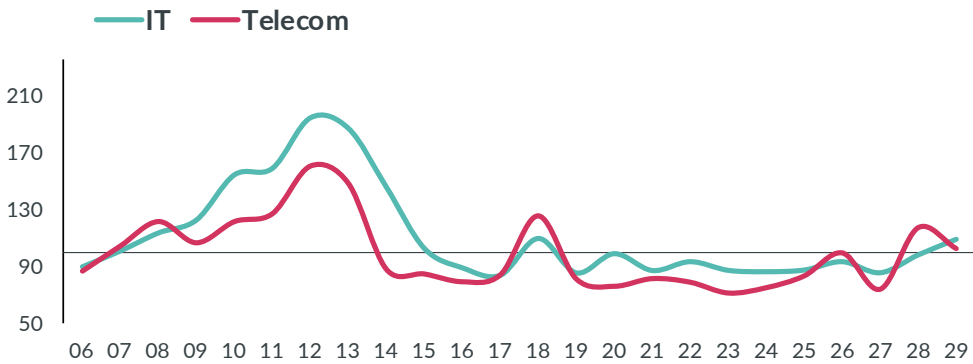
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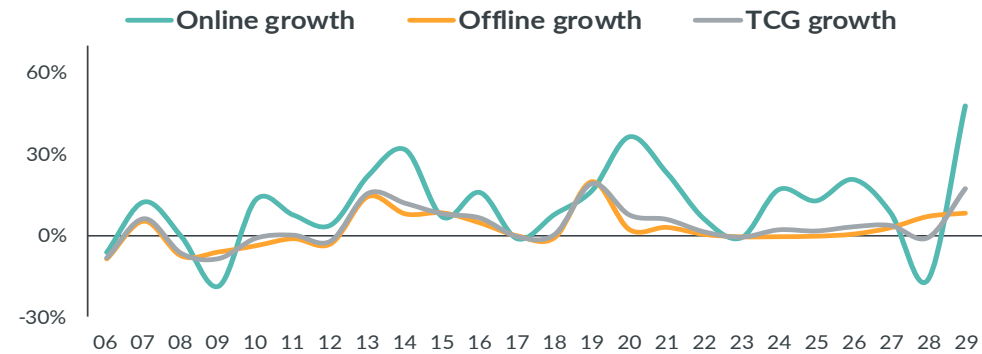
Brazil

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 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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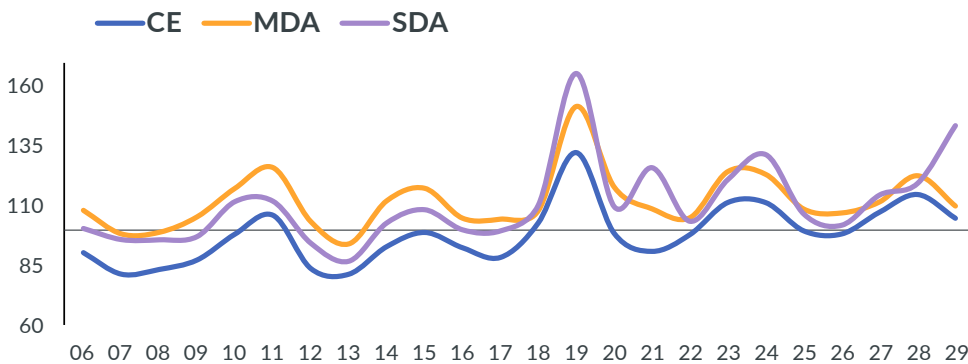
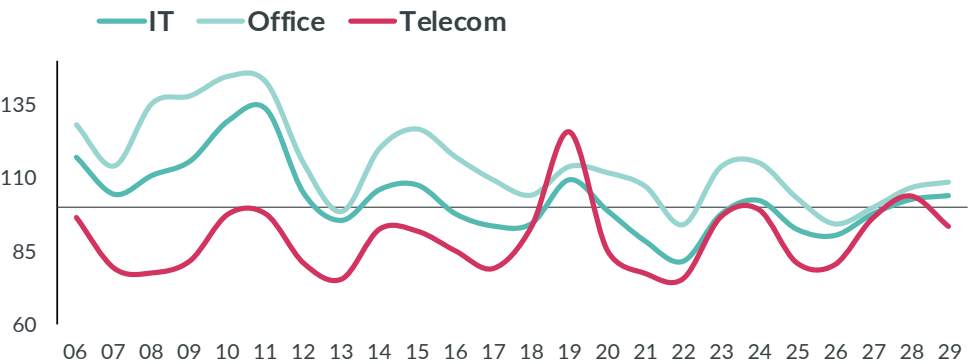
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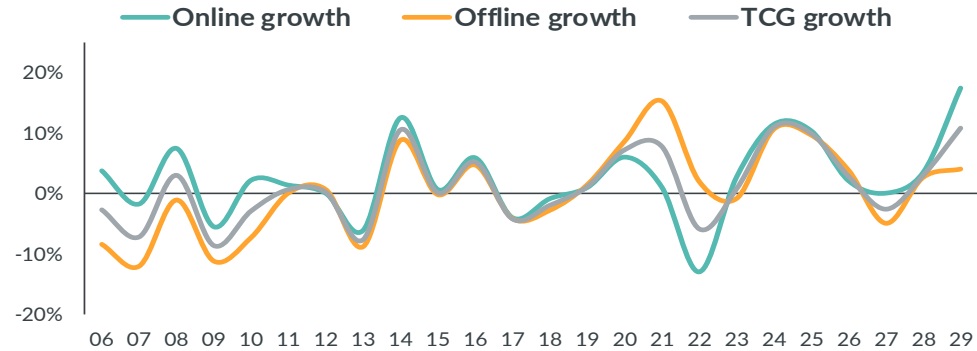
> Brazil

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 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/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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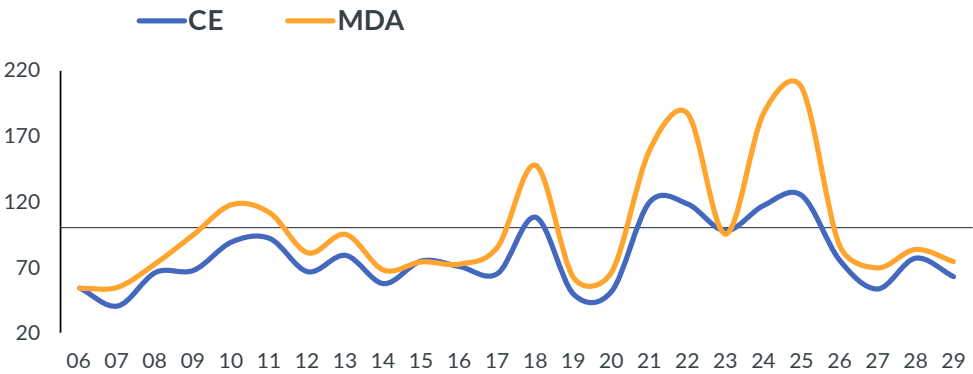
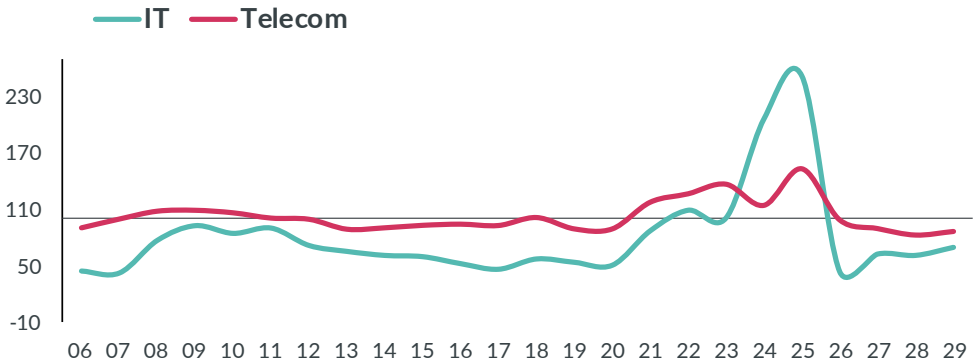
Spain

Japan

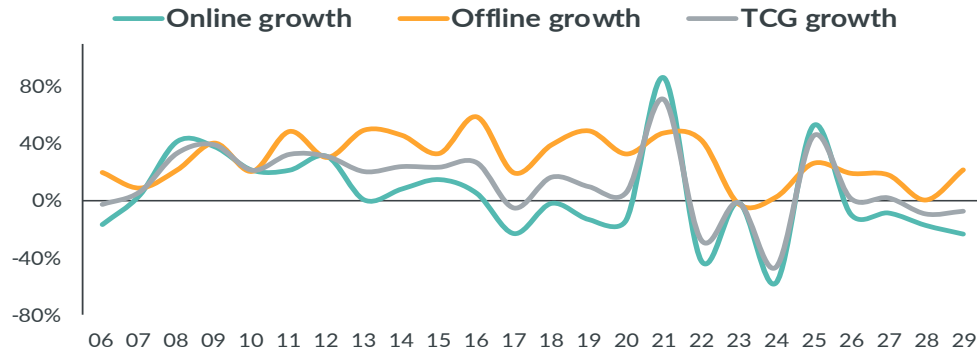
Brazil

➤ China

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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%.



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