



Growth
from
Knowledge

GfK's Helicopter View Report for the tech industry

Get the big picture of your technical consumer goods markets: quarterly sales insights from across the globe

EDITION Q3 / 2022
Powered by GfK TEMAX and
Global Strategic Insights





I truly believe that it would be impossible to succeed in our business without the GfK point of sales market data.

Heiko Erhard

Marketing Strategy and Planning, Sony (2020)

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Author: Global Strategic Insights

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GfK Market Intelligence: Sales Tracking

Trust the industry's data currency to steer your business

The tech and durables markets are evolving at break-neck speed. Your success relies on having the most up-to-date and reliable market data on what sells and what doesn't.

With this knowledge you take the right decisions to drive growth and increase ROI.

GfK Market Intelligence: Sales Tracking helps you measure your market share and brand performance, benchmark it against your competitors and maximize sales impact now and in the future. We have built the world's largest retail panel, and track products and deliver insights based on actual sales data from both retailer and reseller.

Depending on your objectives, you can use our unique insights monthly and weekly.

- Fuel your strategic and tactical decisions – from assortment, pricing and distribution strategy to planning and monitoring of promotions, launches and seasonal events.
- Access your data anywhere and anytime with our sales app Performance Pulse.

For more information on products, frequencies and digital options please reach out to your local GfK account manager or visit our [website](#).

This Helicopter View Report evolved from what was the Technical Consumer Goods Market Index – TEMAX – which provided topline industry insights into 40+ countries.

World

Western Europe

Eastern Europe

Middle East.
Turkey & Africa

APAC

Latin America

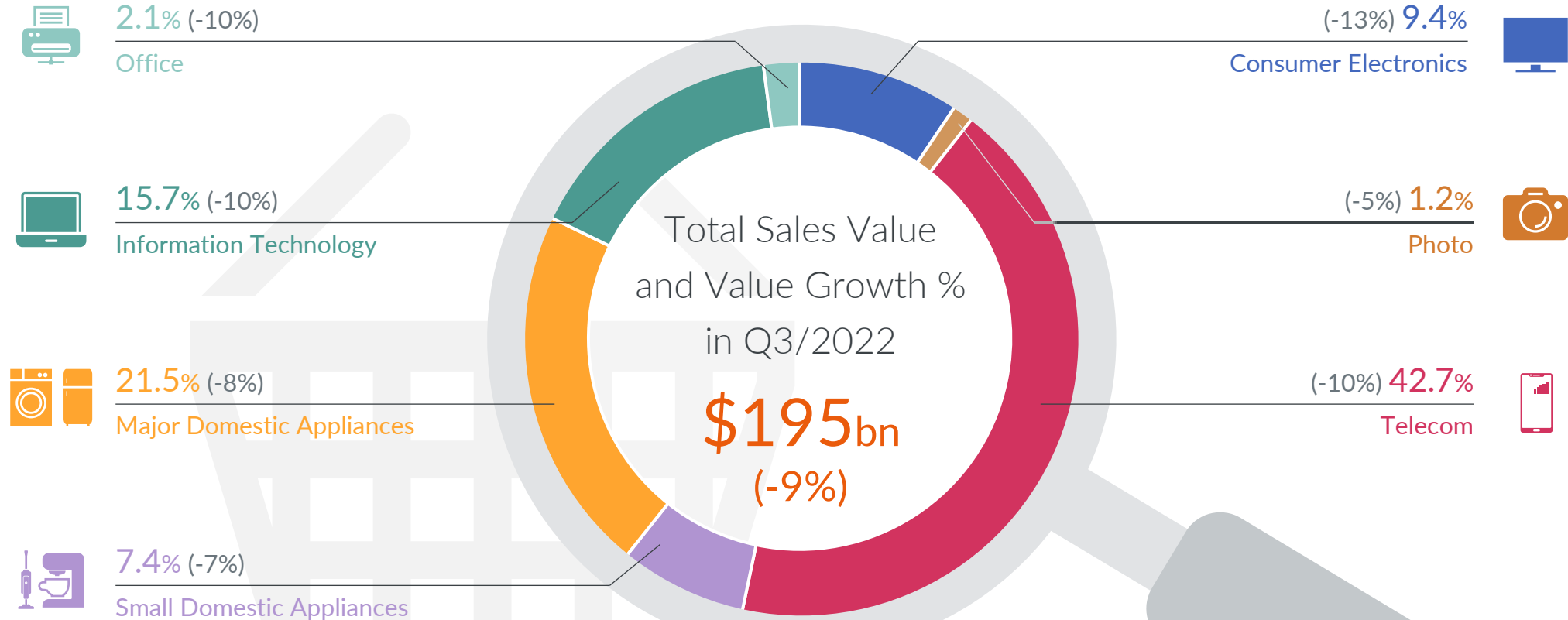
PREV

NEXT

Deceleration continues while market still operates on high revenue levels.



Sales value USD value shares & growth / Q3/2022



Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IE IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS RU SI SK UA | META: AE EG IL IQ MA OM PK SA TR ZA | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN | Latam: AR BR CL CO CR EC GT HN PA PE

World

Western Europe

Eastern Europe

Middle East.
Turkey & Africa

APAC

Latin America

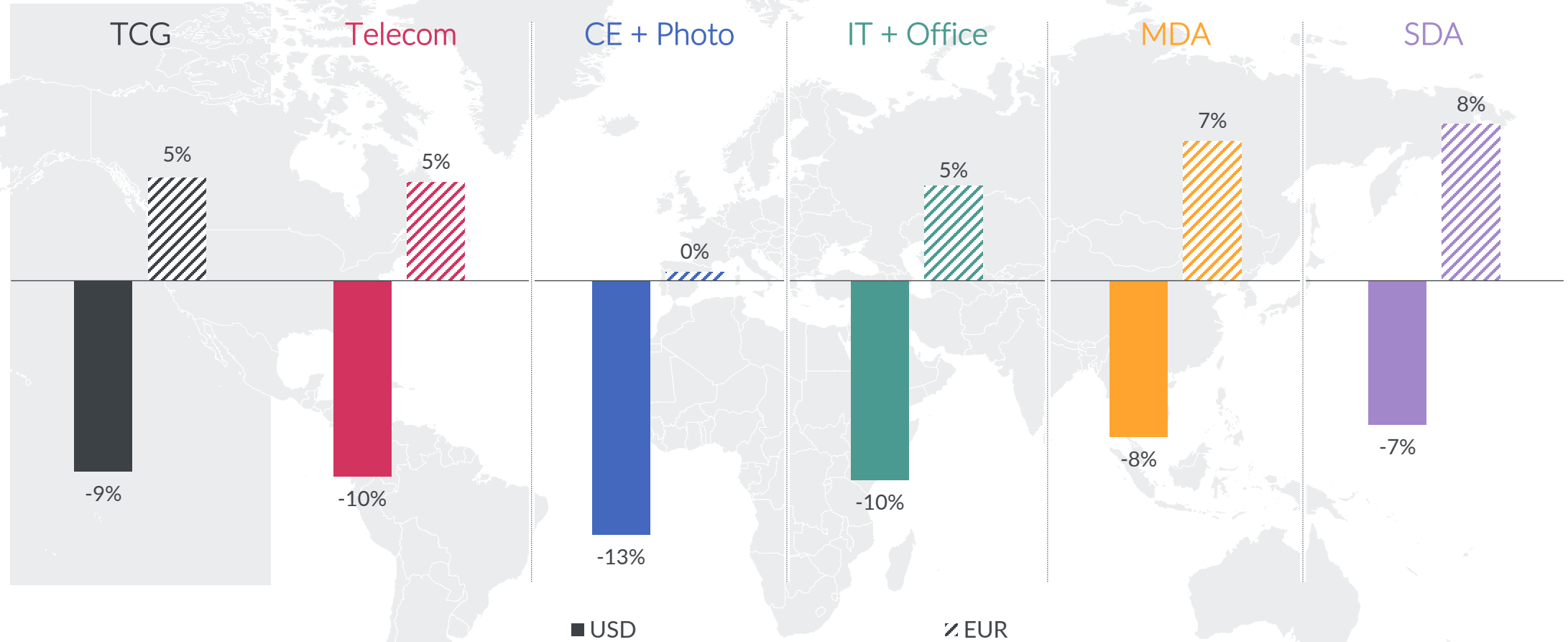
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Sales value growth in EUR much stronger compared to USD due to weaker Euro.



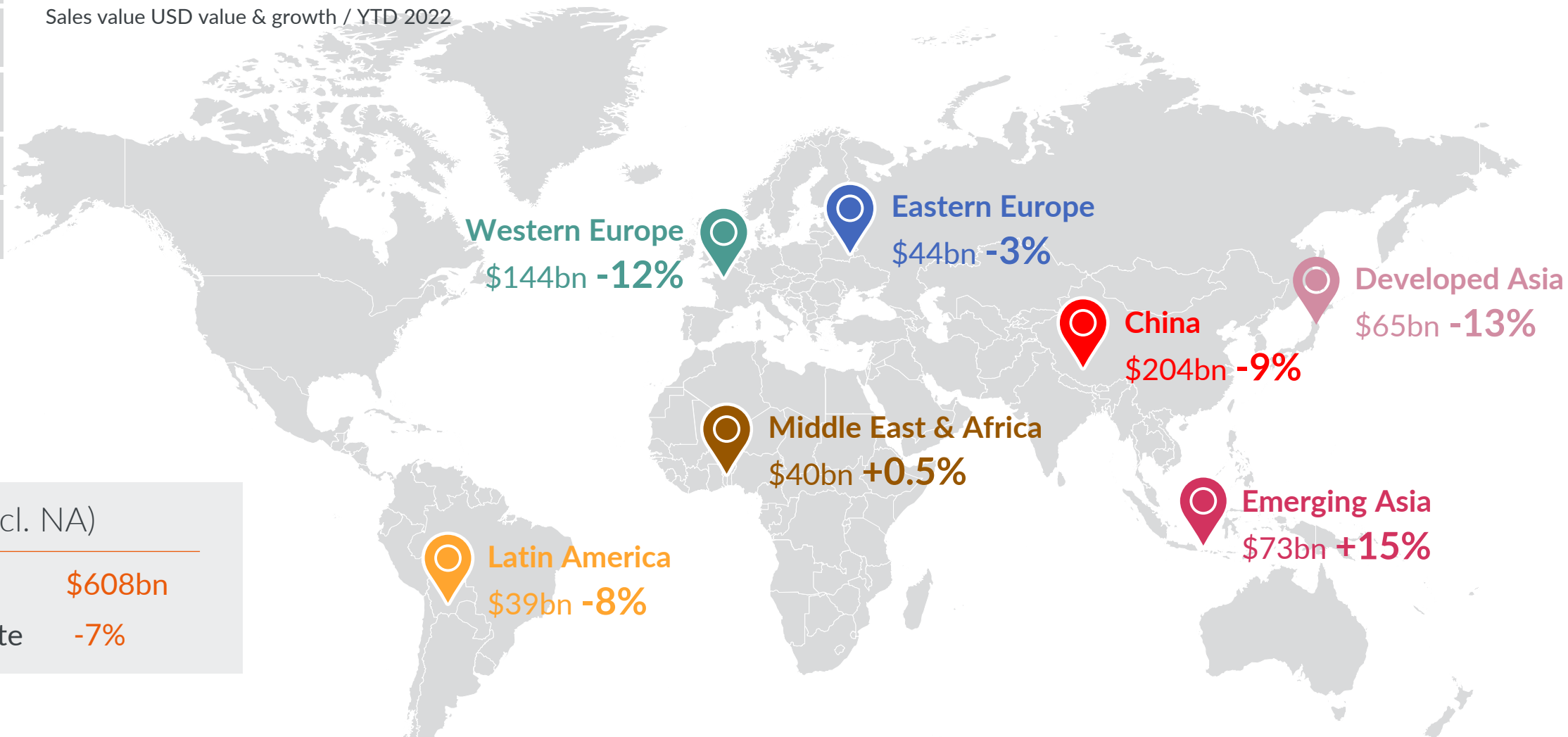
Sales value growth % YoY Q3/2022



Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IE IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS RU SI SK UA | META: AE EG IL IQ MA OM PK SA TR ZA | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN | Latam: AR BR CL CO CR EC GT HN PA PE

Western Europe, Developed Asia & China with double-digit decline, while market still operates on high sales levels.

Sales value USD value & growth / YTD 2022



Global (excl. NA)

Value YTD \$608bn

Growth Rate -7%

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IE IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS RU SI SK UA | META: AE EG IL IQ MA OM PK SA TR ZA | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN | Latam: AR BR CL CO CR EC GT HN PA PE

World

Western Europe

Eastern Europe

Middle East,
Turkey & Africa

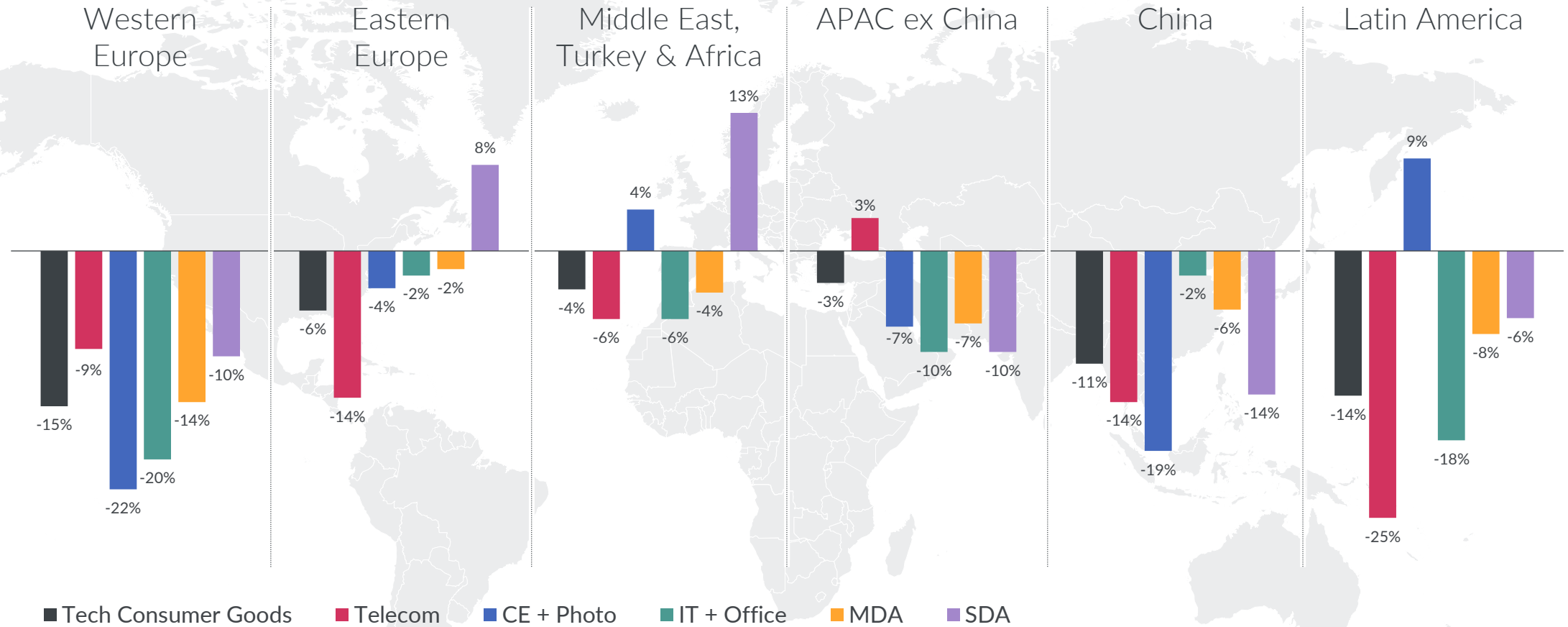
APAC

Latin America

Deceleration at large due to high inflation and negative consumer sentiment.



USD growth % YoY Q3/2022

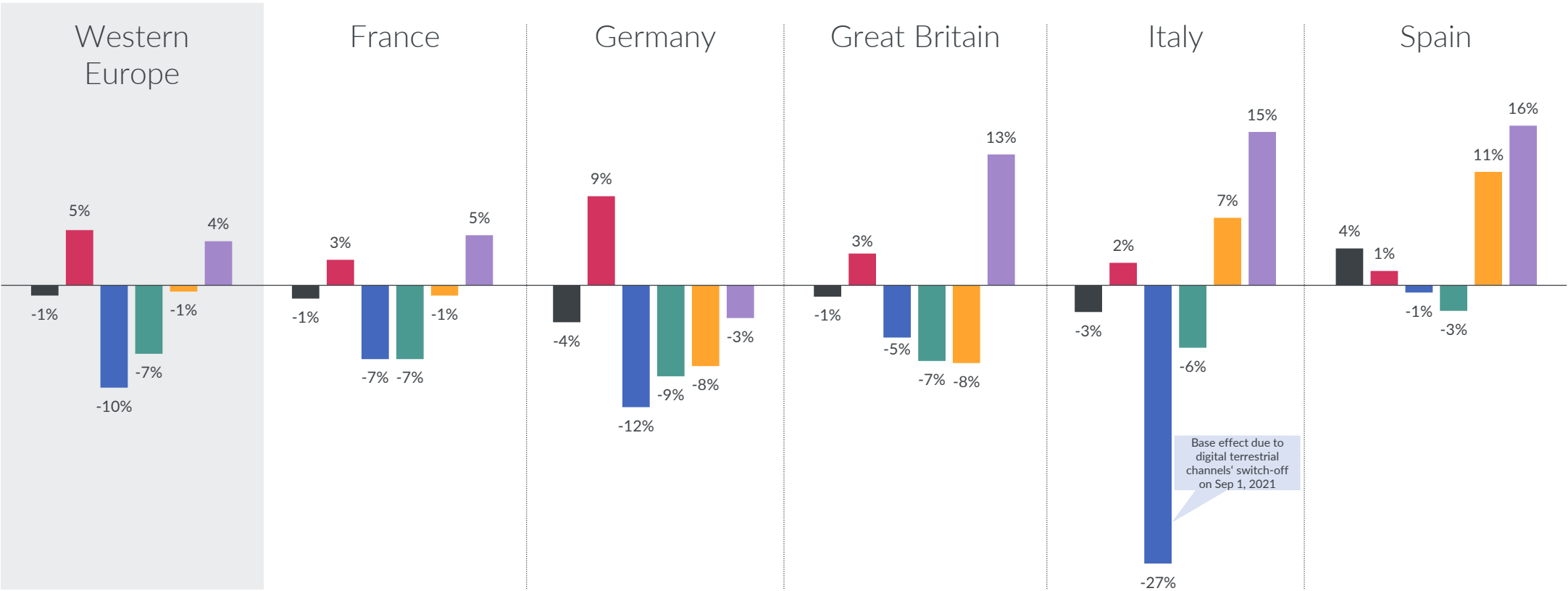


Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IE IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS RU SI SK UA | META: AE EG IL IQ MA OM PK SA TR ZA | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN | Latam: AR BR CL CO CR EC GT HN PA PE

In Euro, mixed picture as only IT & CE loose significantly.



EUR growth % YoY Q3/2022



■ Tech Consumer Goods ■ Telecom ■ CE + Photo ■ IT + Office ■ MDA ■ SDA

[Click here for more countries.](#)

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Helicopter View
Western Europe

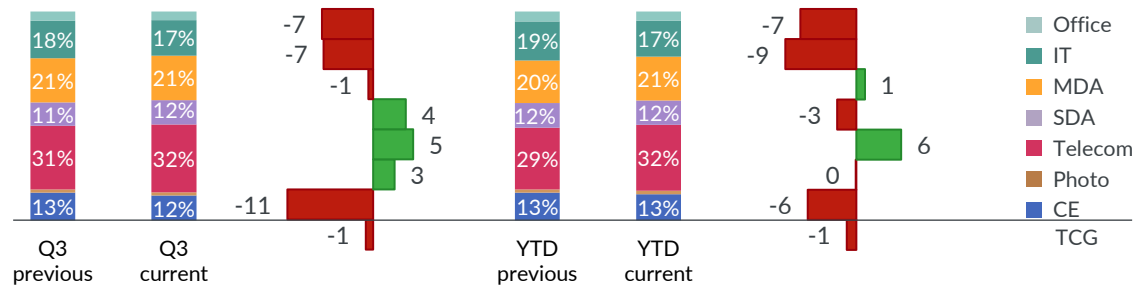
Author:
Fabrizio Marazzi
(MI Lead)
[Fabrizio.Marazzi](#)

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IE IT LX NL NO PT SE UK

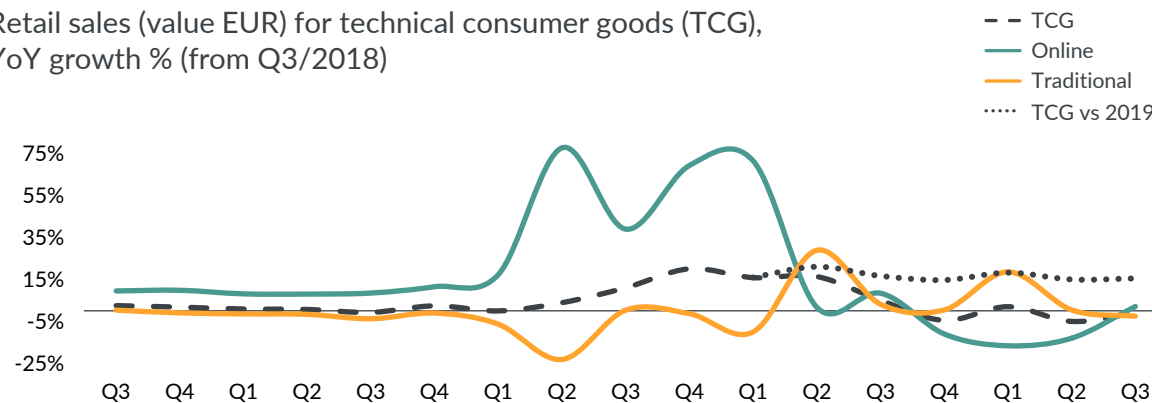
Helicopter View Western Europe



Consumer basket and spending (value EUR)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Western Europe, the technical consumer goods market recovered slightly in Q3 compared to Q2, but the trend is still negative both against Q3 2021 and YTD. The negative performance was common for all countries except for Spain, which was the only growing country.
- Telecom was the best performing sector in Q3, helping to mitigate the negativity of YTD. MDA was slightly negative but still growing in YTD while SDA had a very good quarter but not enough to recover previous losses for the year. IT and office sectors continued to suffer in Q3 compared to last year. Consumer electronics was the worst-performing sector, declining in double digits in Q3.
- High inflation and discussions about energy supply caused the European consumer climate to slip to a new historic low, declining from an already negative trend in Q2.

Channel Dynamics

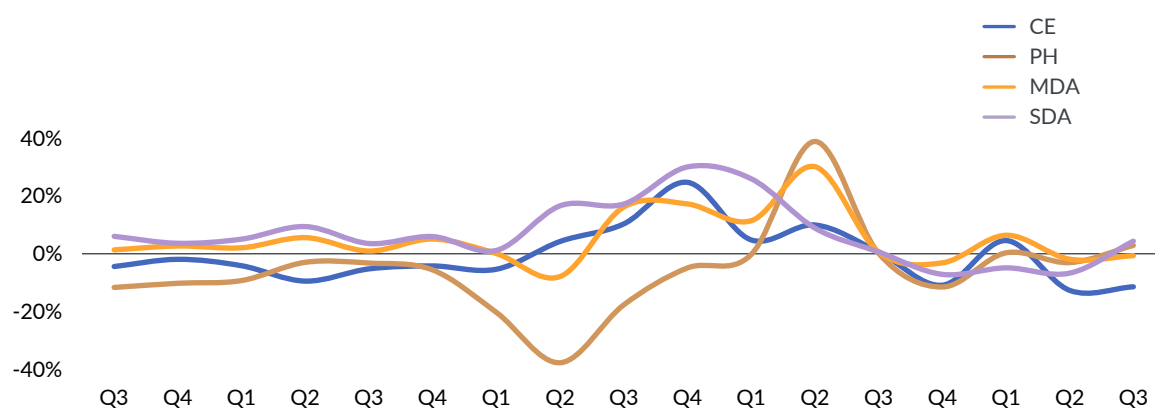
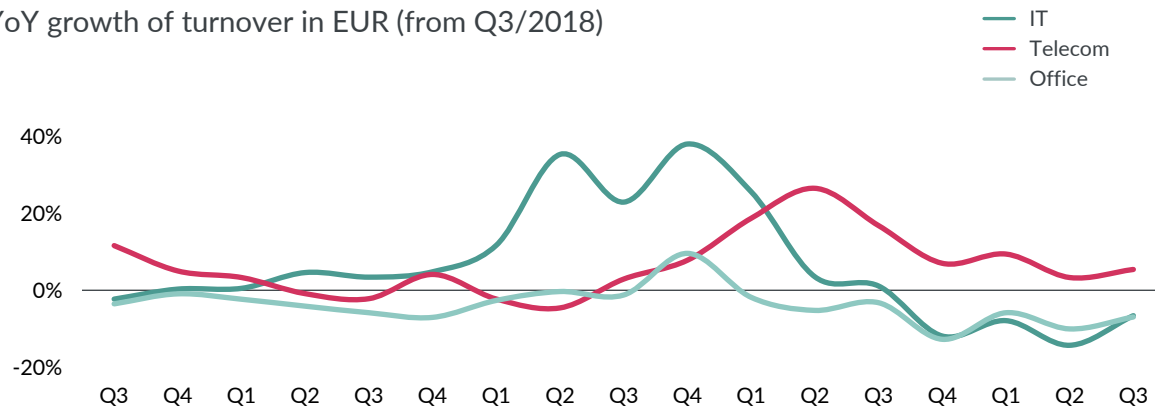


- The online channel recovered in Q3 after a negative first half year, while traditional retail continued to decline impacting the TCG total performance.

Helicopter View Western Europe



YoY growth of turnover in EUR (from Q3/2018)



Growing & declining product segments

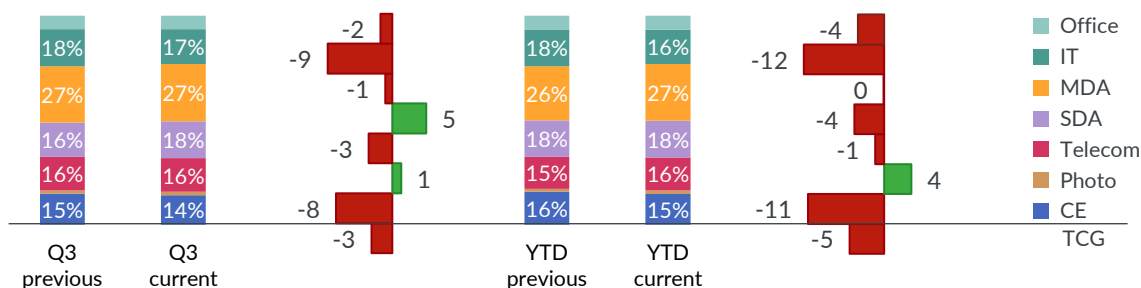


- The IT and office sectors showed signs of recovery in Q3, but they continued to suffer from the comparison with the high demand of 2021 driven by work-from-home.
- After a slightly less positive Q2, telecom bounced back in Q3 favored by new launches with high price positioning.
- Consumer electronics continued to decline in Q3 with a big impact from Italy, where last year Q3 was booming due to the TV switch-off.
- The MDA sector was slightly negative in Q3. The positive performance in Italy and especially in Spain was not enough to mitigate the decline coming from Germany and the UK.
- SDA returned to growth in Q3 after a negative first half year. The positive performance came from all countries except for Germany, where the sector declined slightly.
- The unstable macroeconomic situation could cause disruptions in the last quarter of the year with a possible decrease in demand.

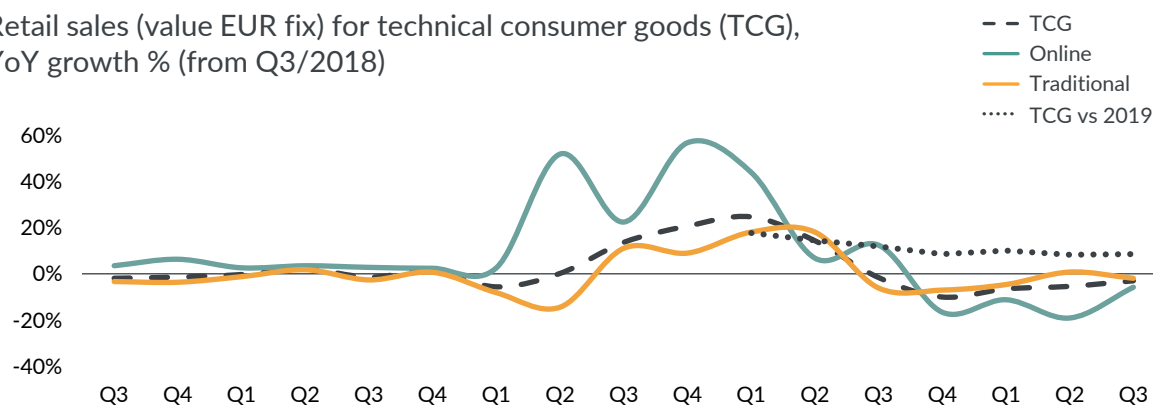
Helicopter View France



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- Demand remained quite weak in TCG in France in Q3 2022 compared to last year, with value growth in SDA and photo only.
- IT and CE continued to suffer from a strong base line with well-equipped households due to the COVID-19 context, while growth in SDA in Q3 was driven by fan sales during the summer heat waves.
- A rise in average prices supported value, thus not always compensating for volume decline, particularly in office equipment, photo and MDA.
- Markets were still positive compared to the pre-pandemic context for telecom, SDA and MDA.

Channel Dynamics

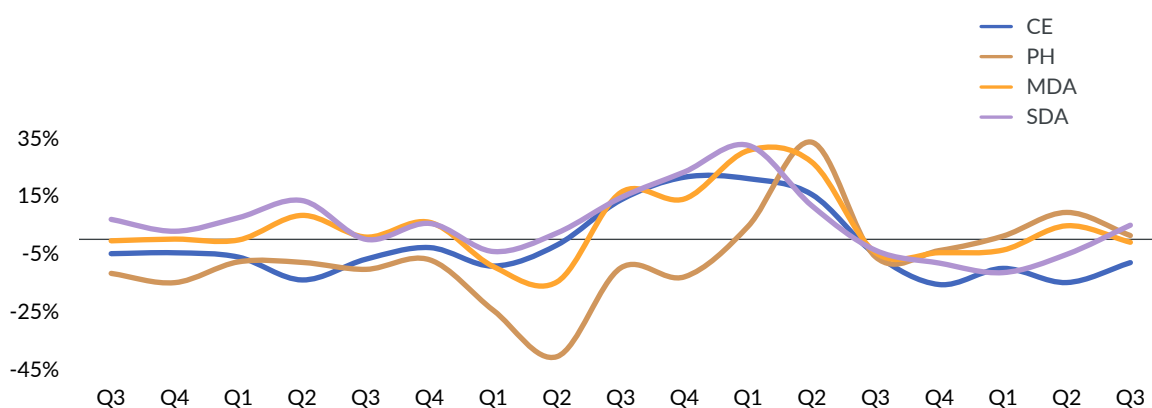
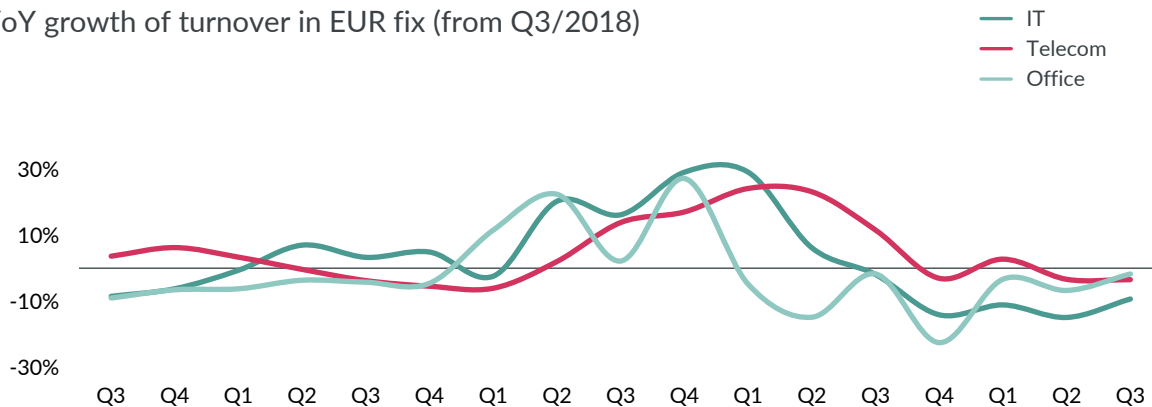


- Online sales were overperforming in Q3 2022 compared to last year in IT, photo, and SDA.
- Compared to a pre-pandemic context, online sales gained shares in all TCG sectors except for MDA.

Helicopter View France



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments



- Prices of IT hardware stopped rising. Volume demand declined, especially for desk computing online, while monitor sales were still above the pre-crisis market.
- Despite price increases in all OE categories, overall results were still below their pre-pandemic level, except for MFD printers.
- The CE market pursued its decline, affected mainly by the poor performance of the TV market. Overall, there was a strong drop in demand across most CE categories with the exception of a few audio categories like headphones and high-power speakers.
- The premiumization movement was accelerated in smartphones by the strong results of recent premium launches, but not in wearables.
- Sales value remained positive for the second quarter in a row in photo thanks to the performance of compact system cameras.
- Home comfort, with fans in particular, due to heatwaves, was the only product line that compensated the losses in other product categories within SDA, which were all in decline vs Q3 2021.
- The increase in price was limiting erosion in value in MDA, where all categories declined in volume, while only cooling was growing in value.

Spotlight on GfK Consumer Climate & TCG in France



World

Western Europe

France

Germany

Great Britain

Italy

Spain

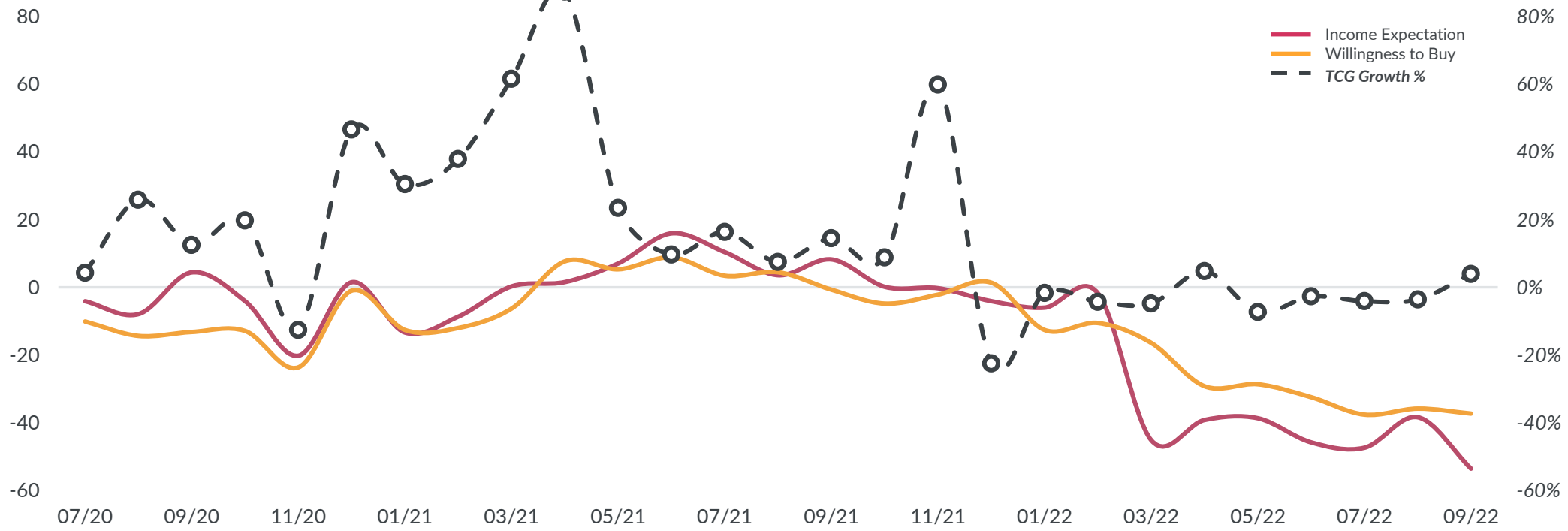
Eastern Europe

Middle East,
Turkey & Africa

APAC

Latin America

Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



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GfK Consumer Climate – Reading example



If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Helicopter View

France

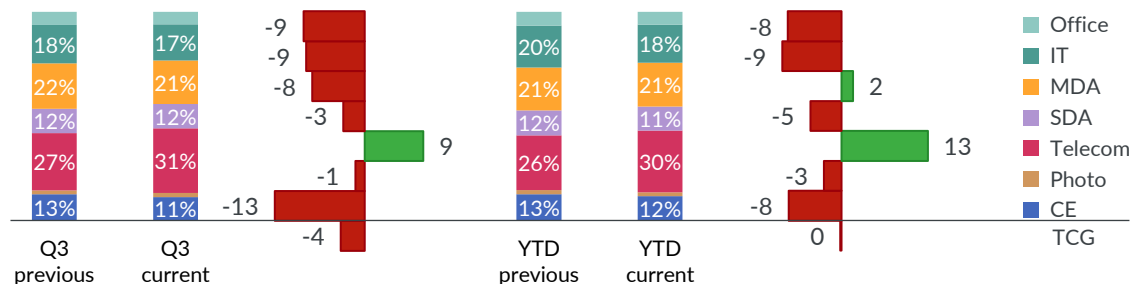
Author:
Pierre Geismar
(MI Lead TCG)
✉ PIerre.Geismar

Source: GfK Consumer Climate, co-funded by EU Commission. Seasonally adjusted and globally standardised index, based on balance of positive against negative responses to questions on income expectation and willing to buy. Full methodology details available upon demand.

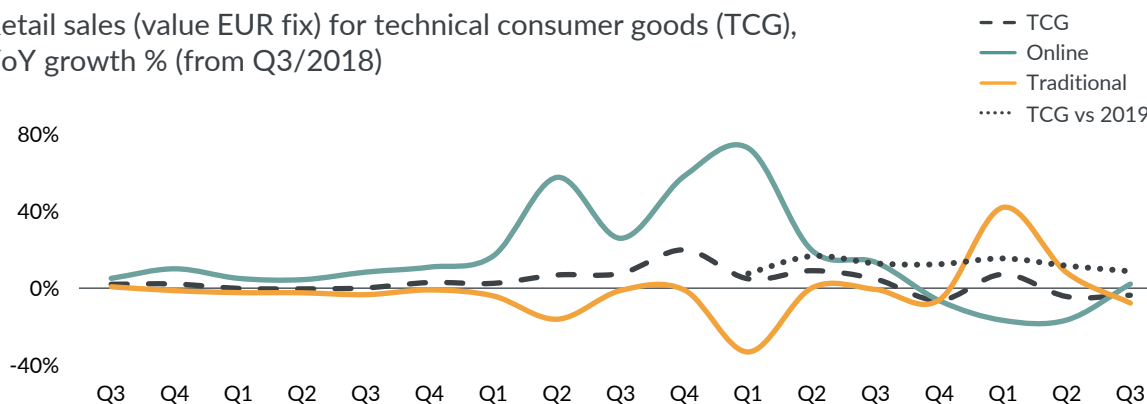
Helicopter View Germany



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Q3 2022, the German TCG market performed slightly better than in Q2, but still negatively. After nine months, the market was not growing any more compared to last year. The outlook for Q4 remains negative, which will lead to a slight overall decline in 2022.
- Telecom continued to be the growth driver in value in Q3, as well, thus stabilizing the overall TCG market. The major domestic appliances sector was still positive in the first nine months but turned strongly negative in Q3.
- All other sectors continued to perform negatively. Small domestic appliances performed slightly better YTD but were still negative in Q3.
- Premium segments, must-have products, and personal products continued to perform better during the crisis.

Channel Dynamics



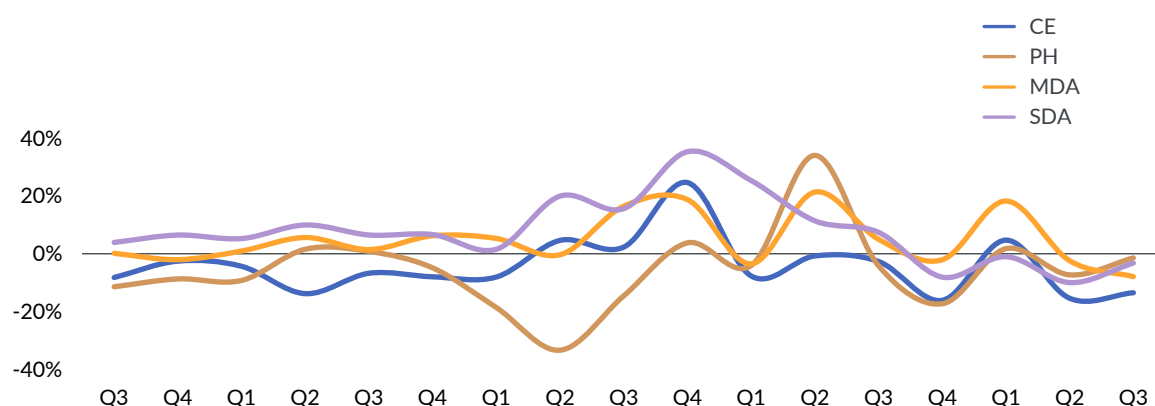
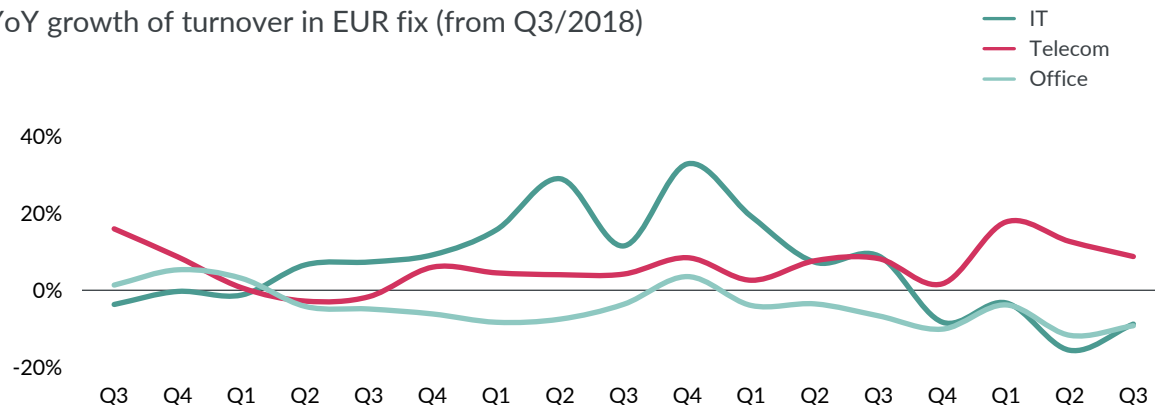
- Traditional retail turned negative in Q3, but Q4 of 2021 was weaker. Will there be a recovery?
- Online sales turned positive against last year's Q3, which had also been positive.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

Helicopter View Germany



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments



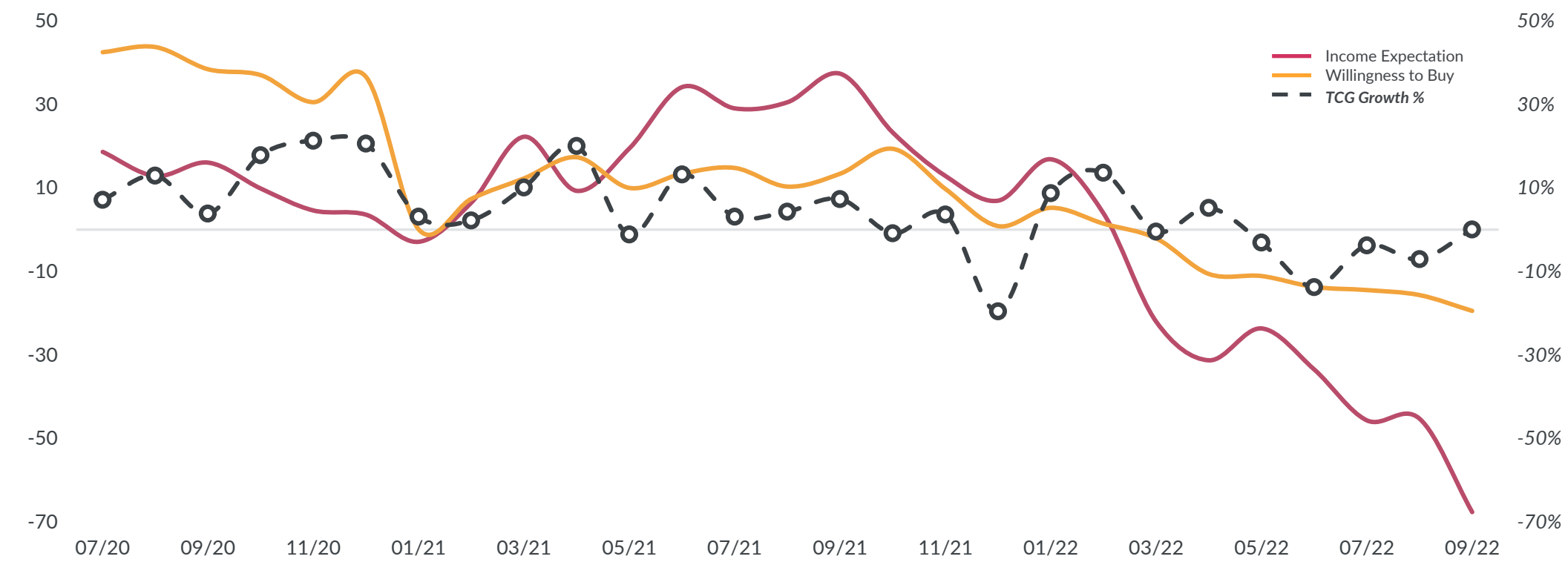
- The IT market was still behind last year's Q3. Nearly all product categories decelerated YoY. Only communication devices and some smaller product categories were able to grow slightly. The office market mirrored the IT market, only data/video projectors were able to grow (+10%).
- The telecom sector continued to grow, mainly driven by the strong revenue increase of smart mobile phones. Wearables, especially smartwatches with mobile connectivity, continued to grow as well.
- The CE market recorded the second negative quarter in a row. Again, this downward trend was present in various fields in audio/visual categories. Moreover, the overwhelming decline of the PTV market continued and therefore impacted the CE sector significantly.
- In Q3 2022, the MDA market struggled with further declining demand and – despite increasing prices – the overall turnover is negative. Most product groups were affected; only freezers and cooling were slightly positive in value.
- The SDA market declined slightly in value but showed a stronger decline in volume as the market continued to benefit from trading-up effects. Nearly all categories were affected by the current negative trend, but hot air fryers, hair dryers, and hair stylers were able to grow against the negative market trend.

Spotlight on GfK Consumer Climate & TCG in Germany



- World
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- Great Britain
- Italy
- Spain
- Eastern Europe
- Middle East, Turkey & Africa
- APAC
- Latin America

Monthly Index Income Expectation & Willingness to Buy & Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example

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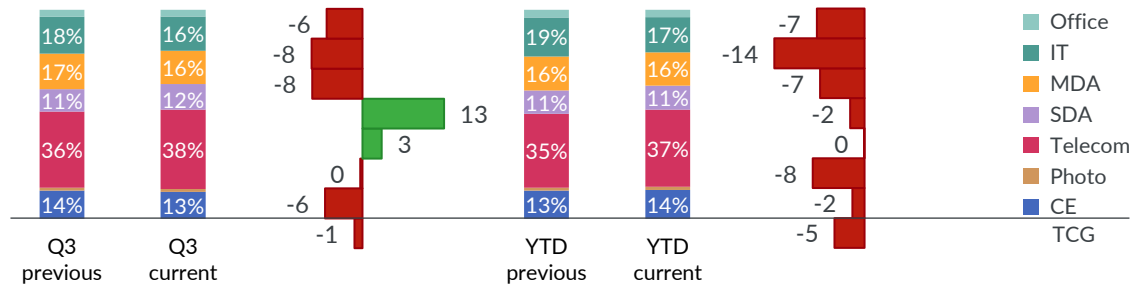
Helicopter View
Germany

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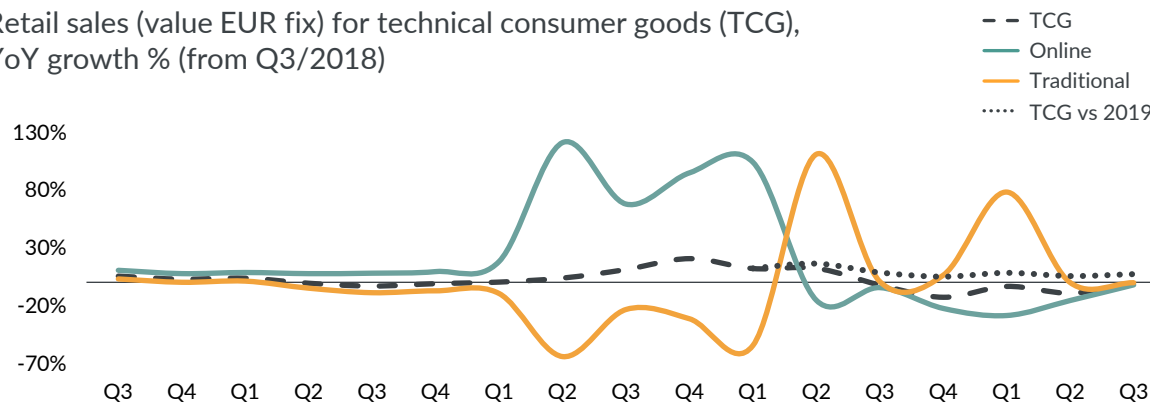
Helicopter View Great Britain



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- Tech and durables in GB is facing a very challenging period. Firstly, we are comparing to 2021, a year of unprecedented growth, which naturally would have led to a stagnant 2022.
- Secondly, consumer sentiment is very uncertain with the cost of fuel and energy continuing to rise and inflation hitting 10% in October 2022, compounded by huge political instability in the UK. This has led to consumer confidence hitting a record low of -49 in September.
- However, we did see glimmers of hope in Q3 with growth in SDA (+13% YoY), thanks to categories such as air fryers, and in the telecoms market (+3%), thanks to new launches in Q3.

Channel Dynamics

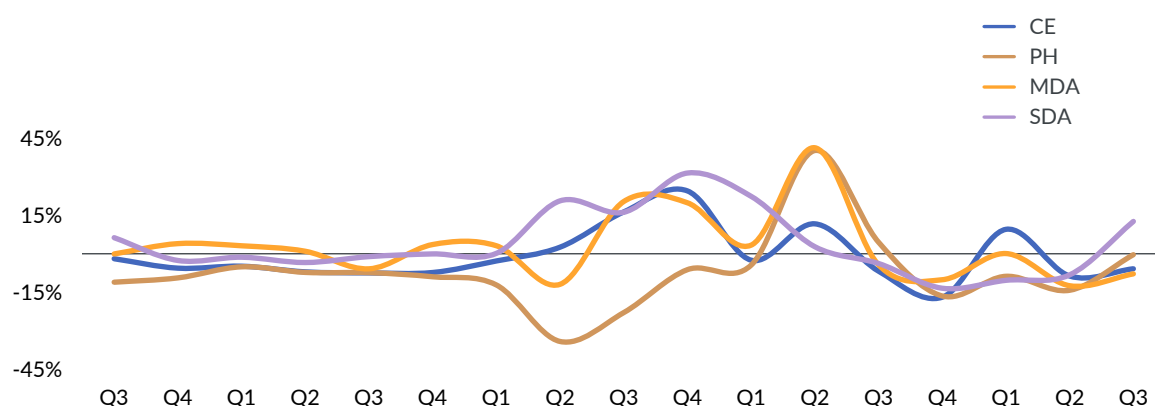
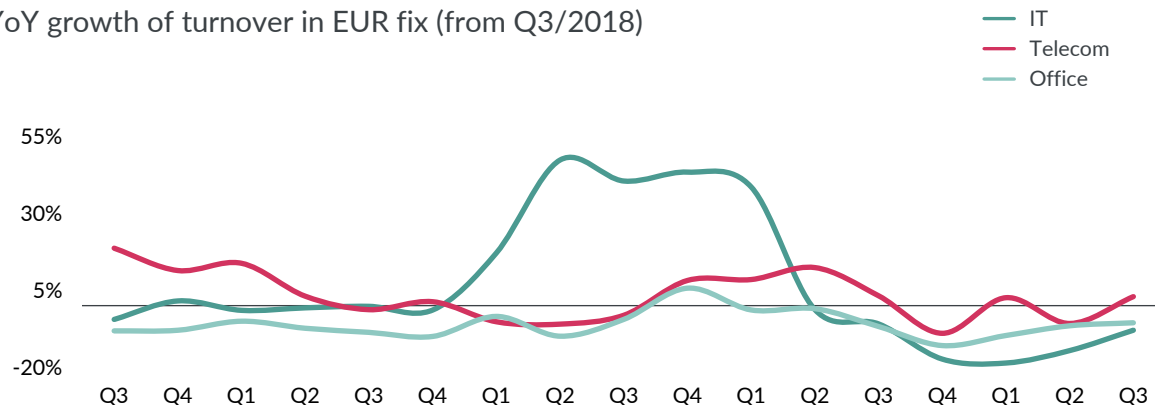


- We have finally reached stability in the online and offline spaces as we are no longer comparing to any lockdowns. Both online and offline are in decline but have now hit the same level of decline.
- Despite online retail declining consistently for over a year, 60% of sales still went through online, as consumers continued to prefer shopping online, a behavior that had continued from the COVID lockdown periods.
- Despite the declines and challenges in the market, the market is still larger than in 2019, and it is growing compared to three years ago.

Helicopter View Great Britain



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments

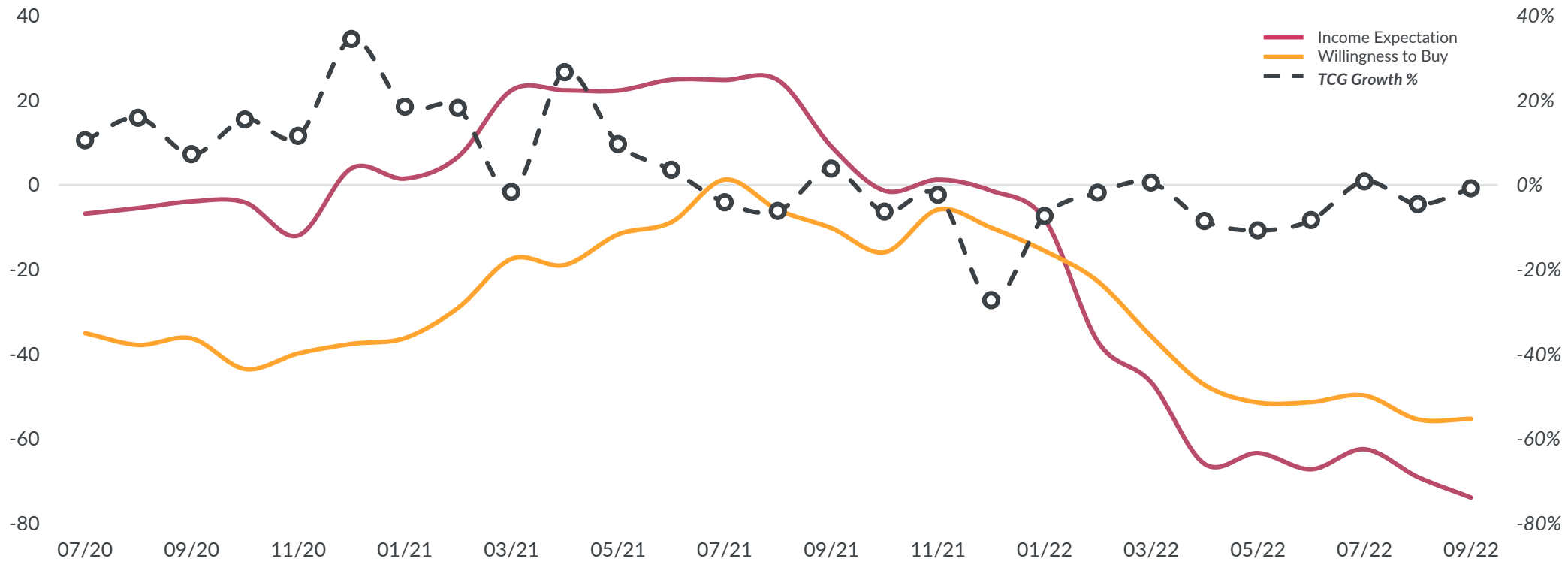


- The uncertainty in the market naturally led consumers to hold back their spend and focus on essential purchases only, which is something we are seeing come in to affect already in the UK.
- Apart from SDA and the telecom sector, all categories continued to be in decline year on year.
- SDA saw a resurgence in the last quarter as consumers invested in products such as air fryers and multi-cookers in preparation for the cost-of-living crisis. These new hero products have been shown to be cheaper to run than traditional ovens and cookers, helping boost sales significantly.
- As inflation continued to rise, we saw average price increases across almost all categories. However, the price rises were not just due to inflation but continued move into premiumization, as consumers bought less but spent more on it.
- Telecom grew by 3% YoY in Q3 thanks to new product launches helping to boost the market.
- IT declined by 5%, with declines across all categories within computing. MDA also saw deep declines, with a year-on-year drop of 7%.

Spotlight on GfK Consumer Climate & TCG in Great Britain



Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example



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World

Western Europe

France

Germany

Great Britain

Italy

Spain

Eastern Europe

Middle East,
Turkey & Africa

APAC

Latin America

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Helicopter View

Great Britain

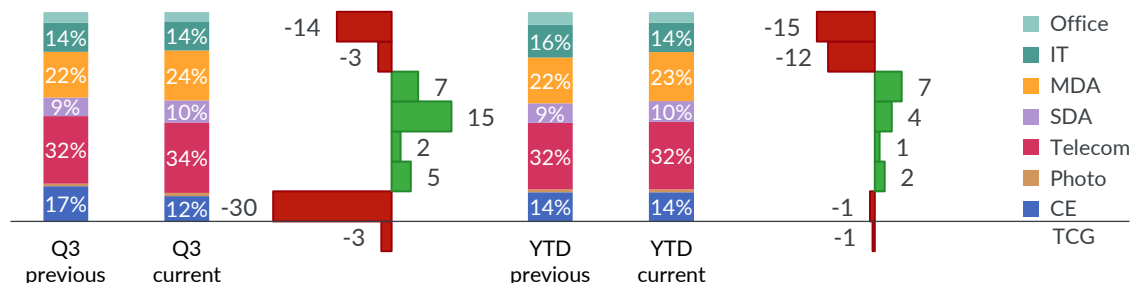
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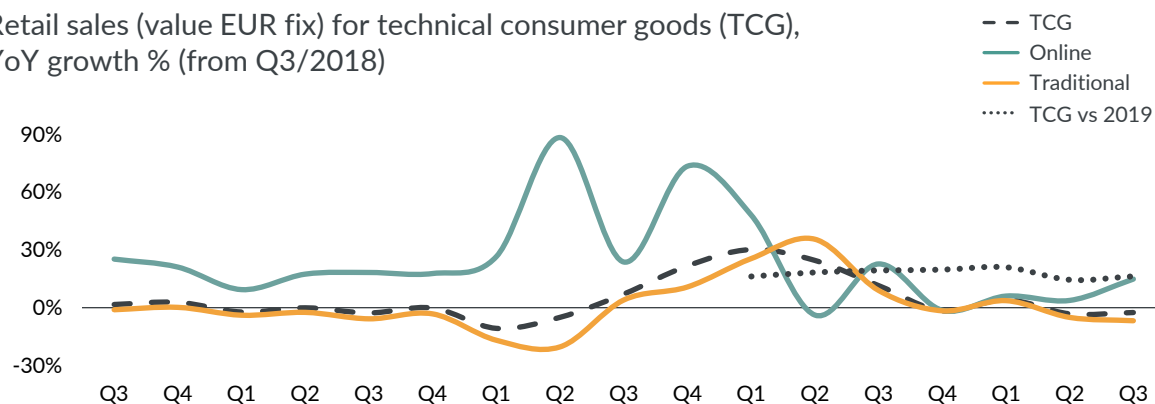
Helicopter View Italy



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Q3 2022, the Italian TCG market confirmed the slight decrease in terms of value, at -3%, that had begun in Q2 2022, with a better performance than in the first half of the year.
- The best-performing sector was SDA (+15% vs Q3 2021), followed by MDA, which represented the main sector of YTD 2022 (+7% vs YTD 2021).
- CE, on the other hand, represented the worst sector in terms of trend in Q3 2022, no longer able to confirm the growth registered in previous months due to the switch-over to a new digital terrestrial broadcasting system and the Bonus TV provided by the Italian government. Strong decrease also for IT, particularly considering YTD 2022.

Channel Dynamics

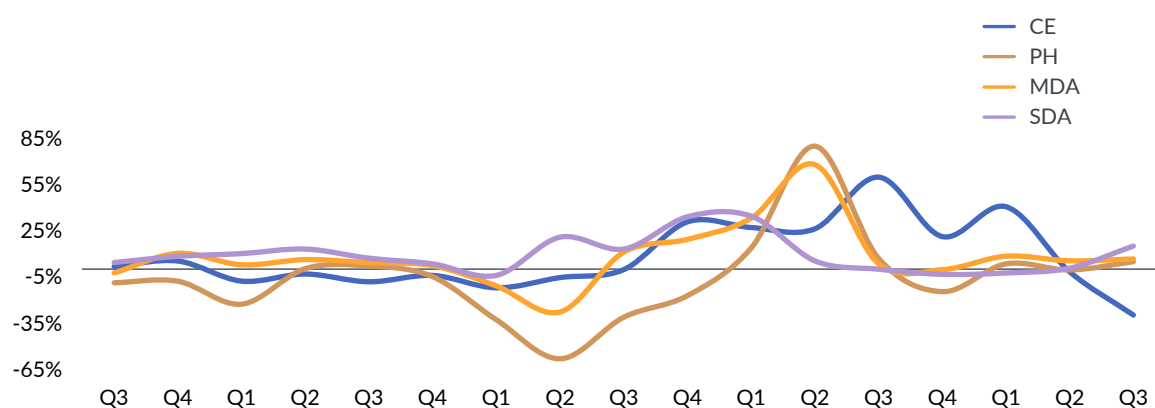
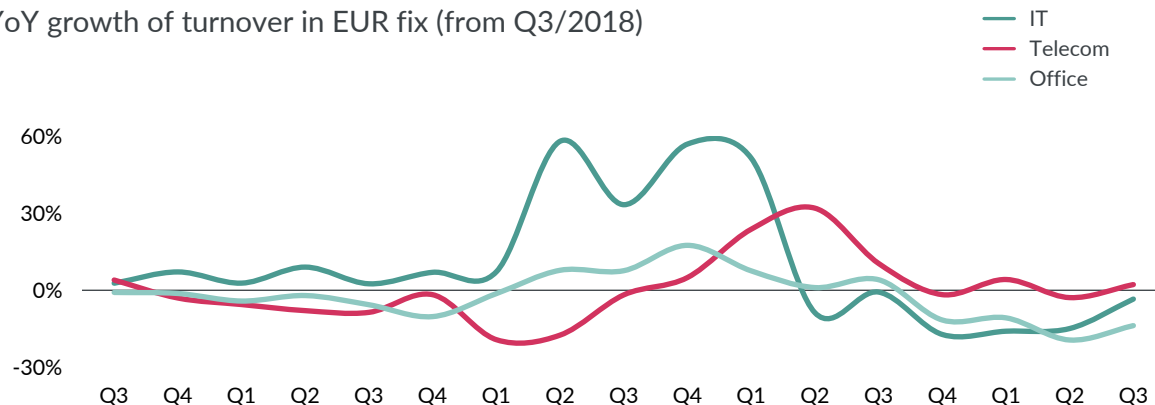


- Traditional sales drove the slight decrease of the market (-7%) despite the large increase registered by internet sales in Q3 2022 (+15%).

Helicopter View Italy



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments

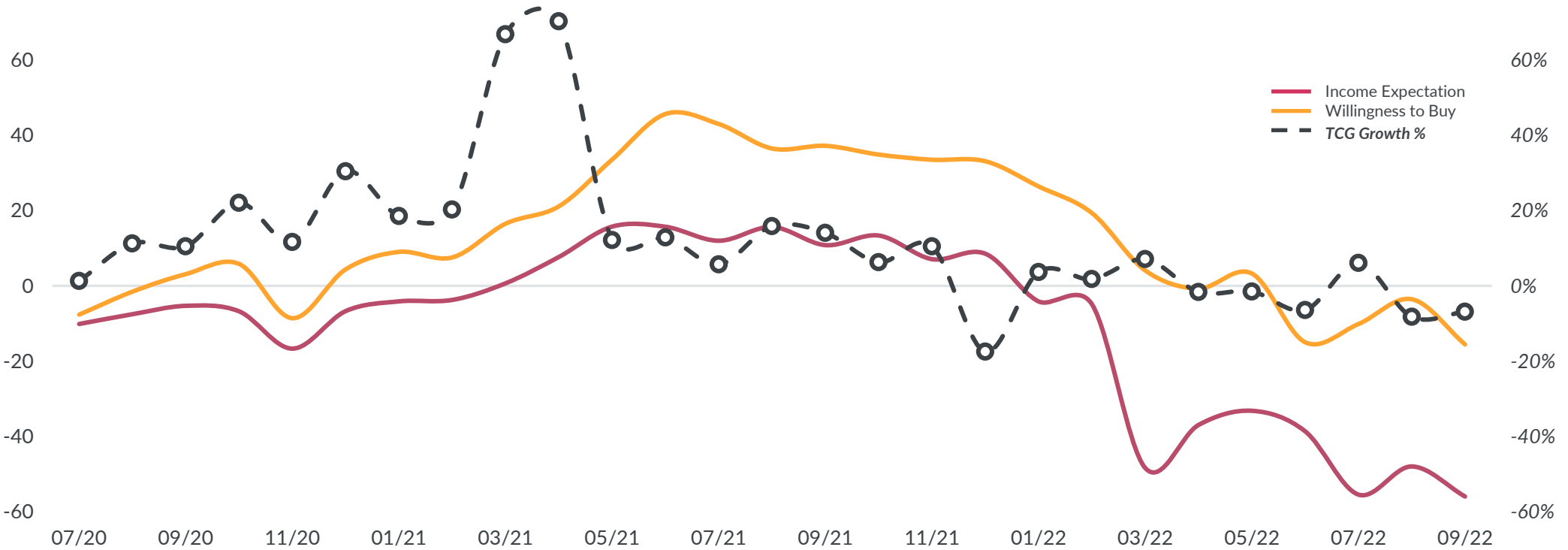


- The IT sector continued to suffer in Q3 2022 (-3% vs Q3 2021), despite the slight increase compared to previous quarters, because of the strong decrease in its main categories, mobile computing, desk computing, and monitors. Accessories performed well. Performance did not compare to previous years, when this sector grew a lot.
- The telecom sector is still waiting for strong growth even if it registered a positive trend (+2%) thanks to the growth of smartphones, mobile accessories, headsets, and core wearables.
- CE performance decreased significantly due to the very good results of this sector in previous years. PTV and set-top boxes were the products that suffered most in Q3, while mini/Bluetooth speakers and drones were the most positive ones.
- Q3 was positive for MDA (+7%) thanks to all its main products (except for tumble dryers) and due to the incentives provided by the Italian government for building renovations, which was still available.
- SDA performed very positively in this quarter (+15%) thanks to the sales generated in particular by vacuum cleaners and hot beverage makers.

Spotlight on GfK Consumer Climate & TCG in Italy



Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example

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World

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Helicopter View

Italy

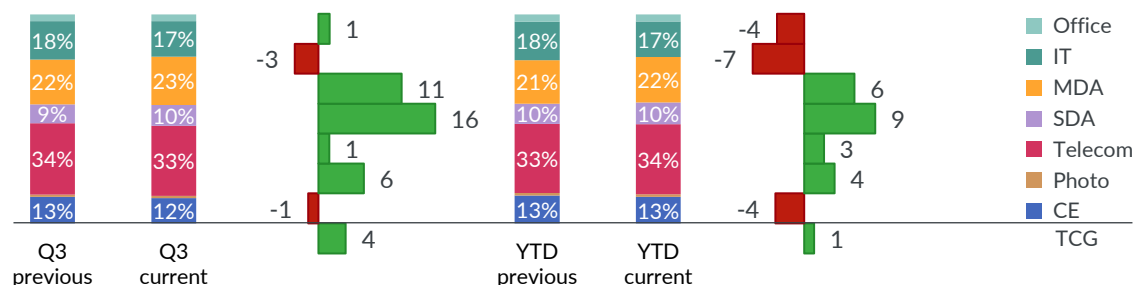
Author:
Martina Resnati
(MI Retail)

Martina.Resnati

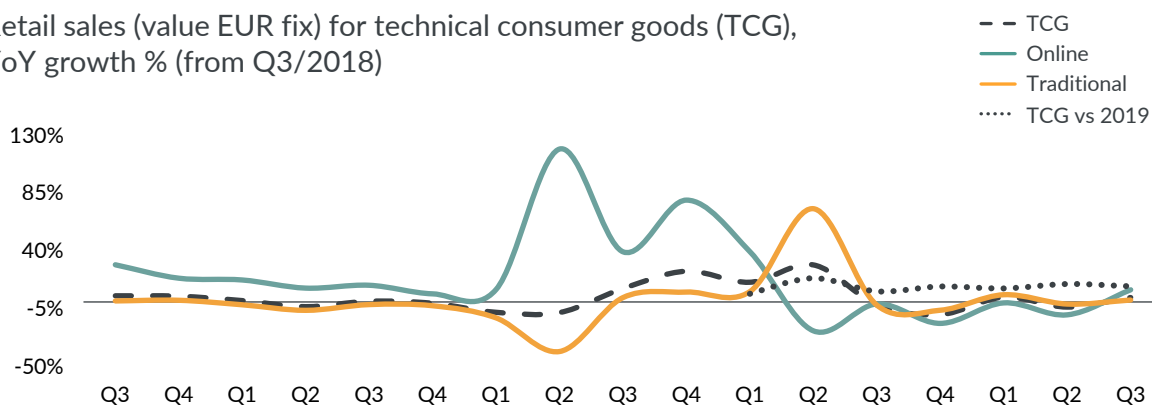
Helicopter View Spain



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The TCG market in Spain got back to growth in terms of revenue in Q3 2022. This upward trend was the result of the price increases due to the rampant inflation and great results in July, when retailers undertook a huge effort in terms of aggressive promotions. This led to growth of more than 10% that month. The modest results of the other two months of the quarter let the market rise +4% compared to 2021.
- Domestic appliances, both small and major, were the categories with the best results in the past quarter, with a special mention for air conditioners, which skyrocketed in comparison to last year.
- On the other hand, IT and consumer electronics continued to be the categories most affected by the decline.
- Office and telecom products remained steady.

Channel Dynamics



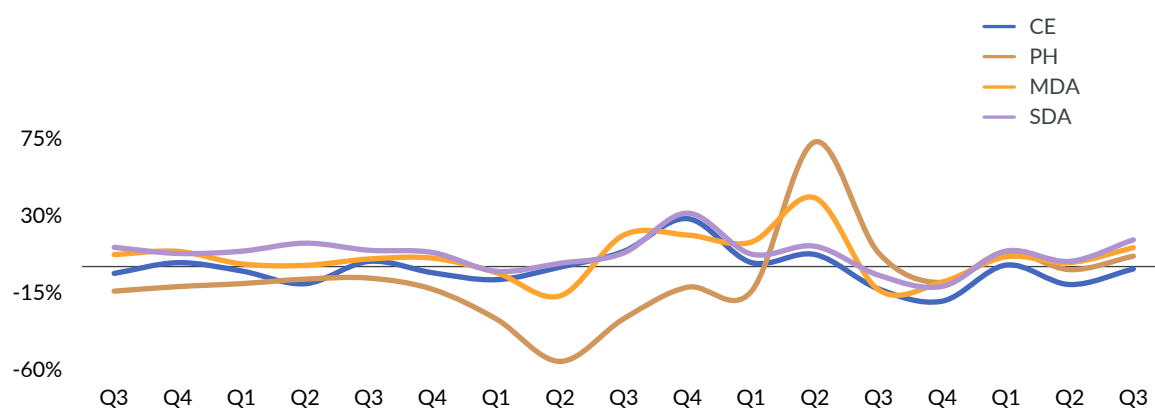
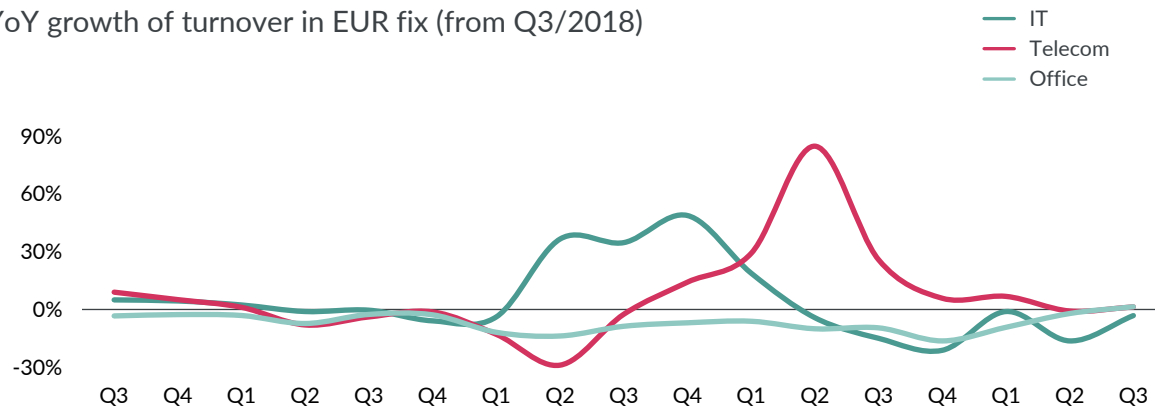
- Although both channels' sales increased, online was the channel with the better performance. Some aggressive promotions (one of them the most important of the year) made this channel get back to growth in an outstanding manner.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

Helicopter View Spain



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments



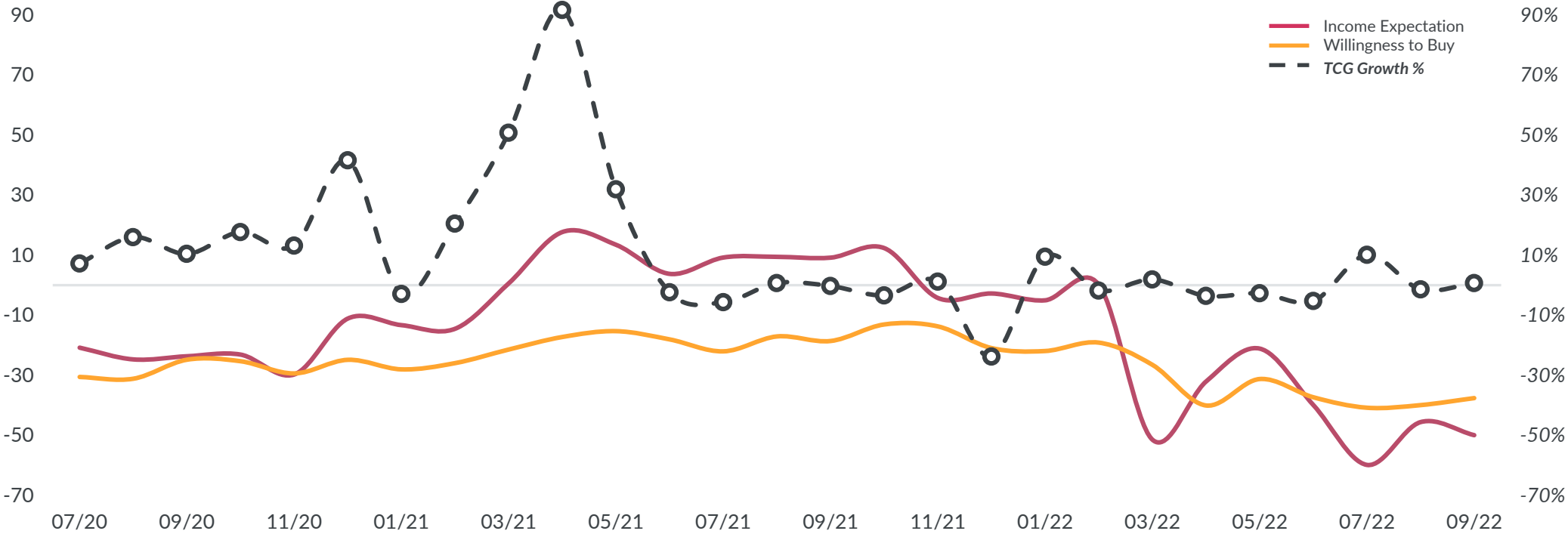
- Despite its steady increase in terms of revenue due to the modest results of smartphones, some products in the telecom sector such as mobile enhancement, core wearables, and true wireless headsets skyrocketed and helped the category's upward trend along.
- Although peripherals and monitors continued to rise, the continuous downward trend of mobile and desk computing lowered the trend for IT in terms of sales.
- Office equipment continued its recovery despite slight decreases by cartridges.
- PTV sales continued to drop in Q3, although only slightly. Loudspeaker and Bluetooth speaker sales helped to mitigate the category's decrease.
- Great results followed for the photo category, with a nice increase in cameras, with great results in interchangeable lenses.
- Terrific results for small domestic appliances. Retailers' promotion and price increases helped the category to skyrocket, with vacuum cleaners and hot beverage makers as their leading products.
- Cooling and air conditioner became the category's positive trend leaders, thanks once again to huge promotions and the price increase due to premiumization – with high-end products skyrocketing.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

Spotlight on GfK Consumer Climate & TCG in Spain



Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example



If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Source: GfK Consumer Climate, co-funded by EU Commission. Seasonally adjusted and globally standardised index, based on balance of positive against negative responses to questions on income expectation and willing to buy. Full methodology details available upon demand.

World

Western Europe

France

Germany

Great Britain

Italy

Spain

Eastern Europe

Middle East,
Turkey & Africa

APAC

Latin America

PREV

NEXT

Helicopter View

Spain

Author:
Jorge Aramburu
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(Regional Retail)
✉ Jorge.Aramburu

World

Western Europe

Eastern Europe

Czech Republic

Hungary

Poland

Russia

Ukraine

Middle East,
Turkey & Africa

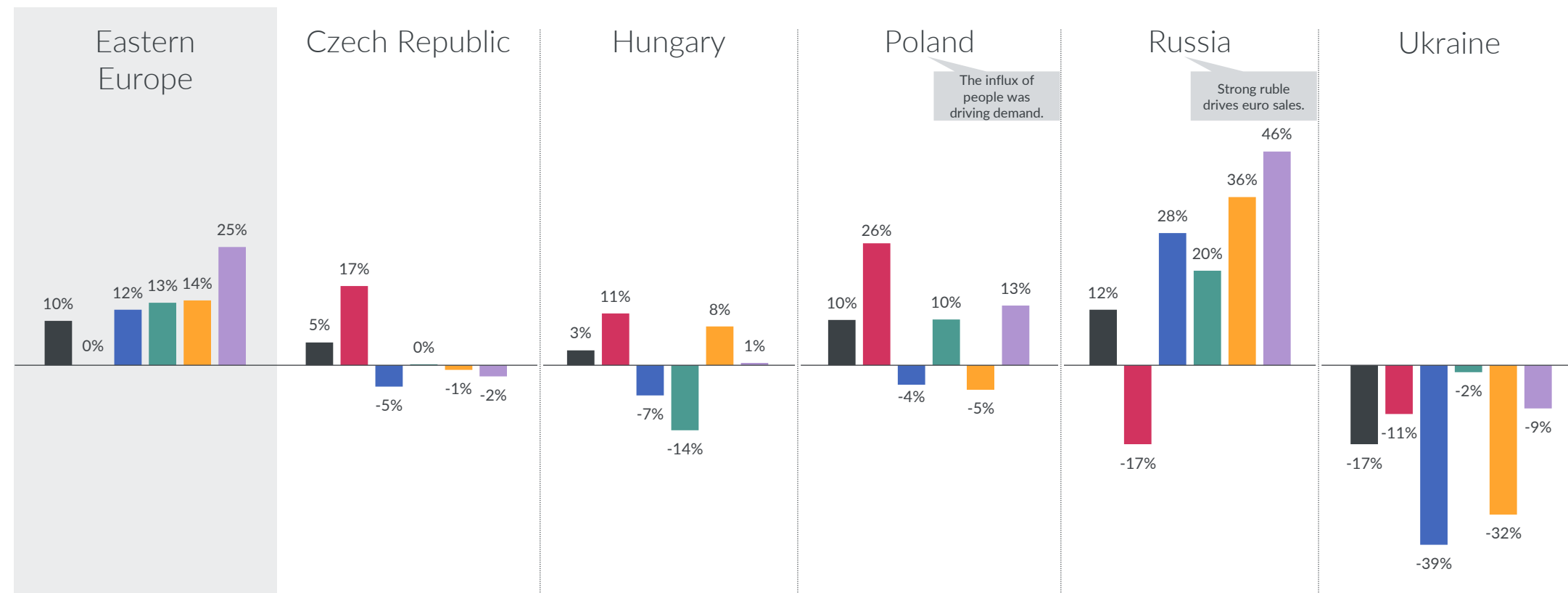
APAC

Latin America

TCG market is resilient despite strong 2021 baselines and the war in Ukraine.



EUR growth % YoY Q3/2022



■ Tech Consumer Goods
■ Telecom
■ CE + Photo
■ IT + Office
■ MDA
■ SDA

[Click here for more countries.](#)

Helicopter View
Eastern Europe

Author:
Markus Wittmann
(MI Lead)

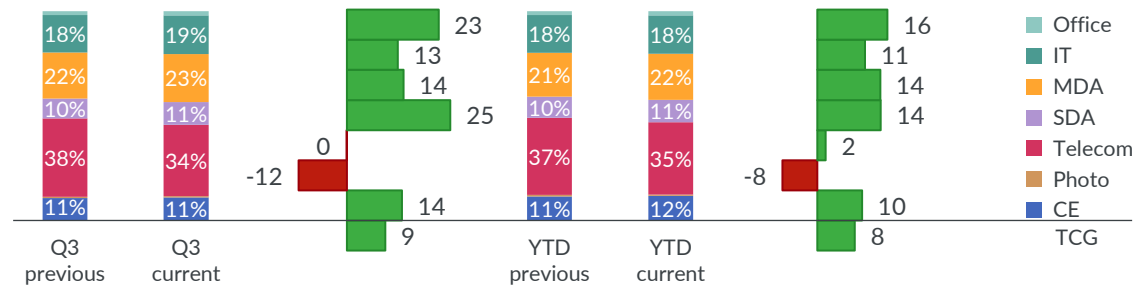
✉ Markus.Wittmann

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | EEU: CZ HR HU KZ PL RO RS RU SI SK UA | Reporting for Ukraine is suspended until further notice.

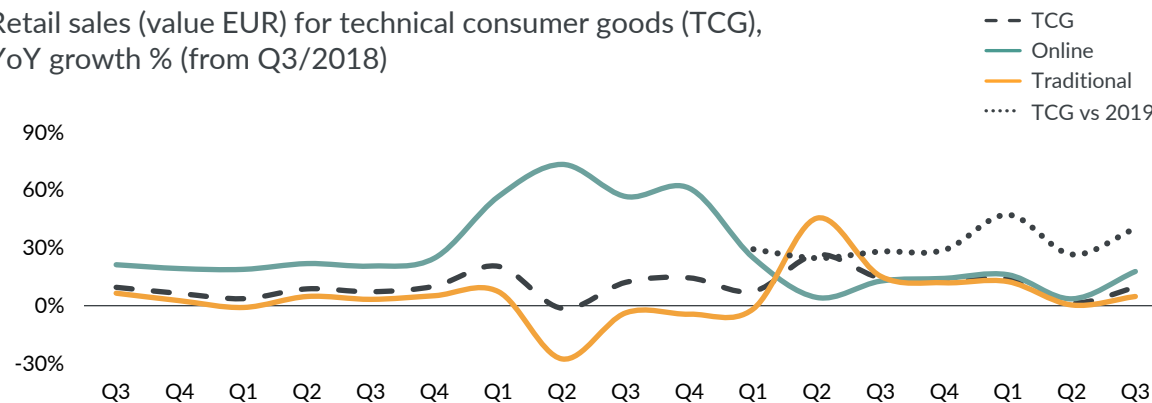
Helicopter View Eastern Europe



Consumer basket and spending (value EUR)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The growth demonstrated by the TCG market in Eastern Europe paints a picture that is clearly too positive regarding development in euro. This positive impression is shaped both by rising prices and premiumization and by the clear influence of exchange rates. From a demand perspective, the TCG market in Eastern Europe showed rather negative consumer sentiment with a double-digit decline in sales volume across nearly all countries, except for Poland. The reasons for this were the calming of the markets after the pandemic, and the political escalation between Russia and Ukraine.
- However, on a sales value basis in local currency or euro-fixed, there was still slightly positive development at least in the Czech Republic and even more so in Hungary and Poland, which confirms the trend towards increased prices and premiumization in various sectors. The positive results of the TCG market in euro mentioned above was then ultimately driven by extreme exchange rate effects in Russia, which conceal the actual negative consumer demand.

Channel Dynamics

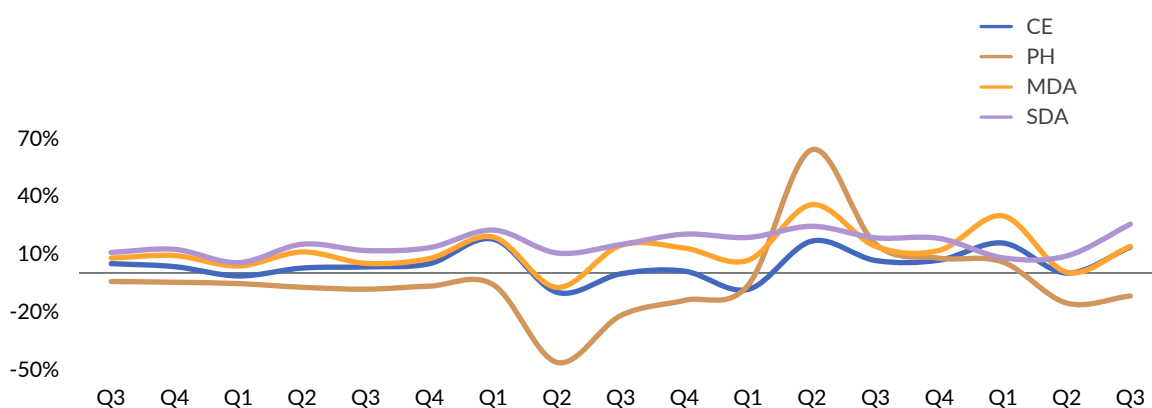
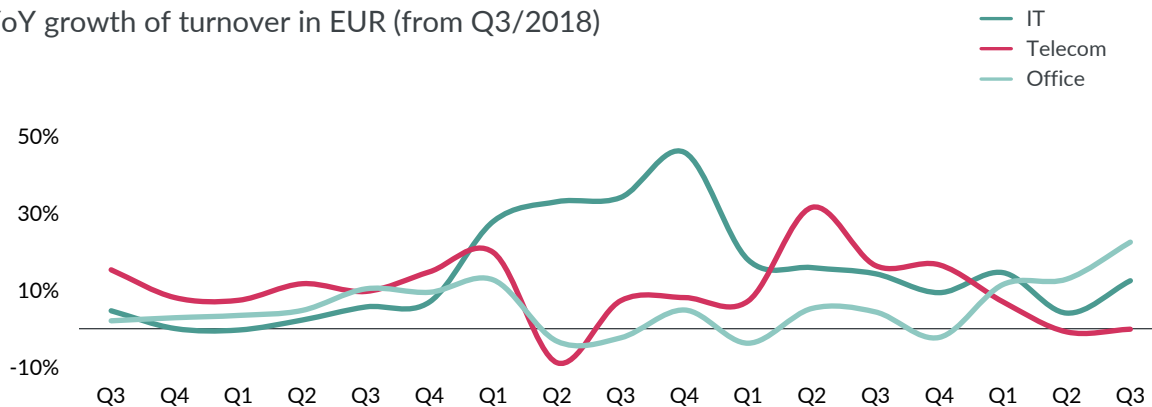


- While in the past 12 months the trends for online and traditional channels converged somewhat, the positive trend was slightly more in favor of online in Q3.

Helicopter View Eastern Europe



YoY growth of turnover in EUR (from Q3/2018)



Growing & declining product segments

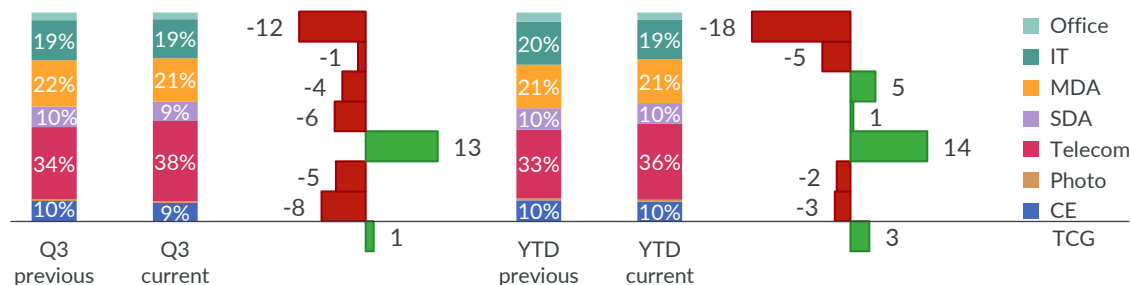


- The Telecom sector continued to see a negative trend in consumer demand and thus sales volumes. However, the third quarter was quite stable from a value perspective, due to higher average prices and the launch of new flagship models by certain brands.
- In the IT sector, notebooks again recorded good annual growth, and gaming laptops grew strongly. At the same time, desktops recorded a significant decline in terms of both volume and value.
- In the MDA sector, refrigerators, freezers and built-in hobs developed quite positively in terms of both volume and value. Growth for other product groups was mainly due to price increases. However, product groups with limited supply and particularly high prices, such as washing machines with automatic dosing, declined significantly year-on-year.
- In Q3, there were again categories within the SDA sector with year-on-year increases, such as dental care, hair care, garment steamers, deep and air fryers, and electric cooking pots.
- The CE market recorded significant sales growth in Q3 overall, but there were some contrary developments for the PTV market in Eastern Europe.

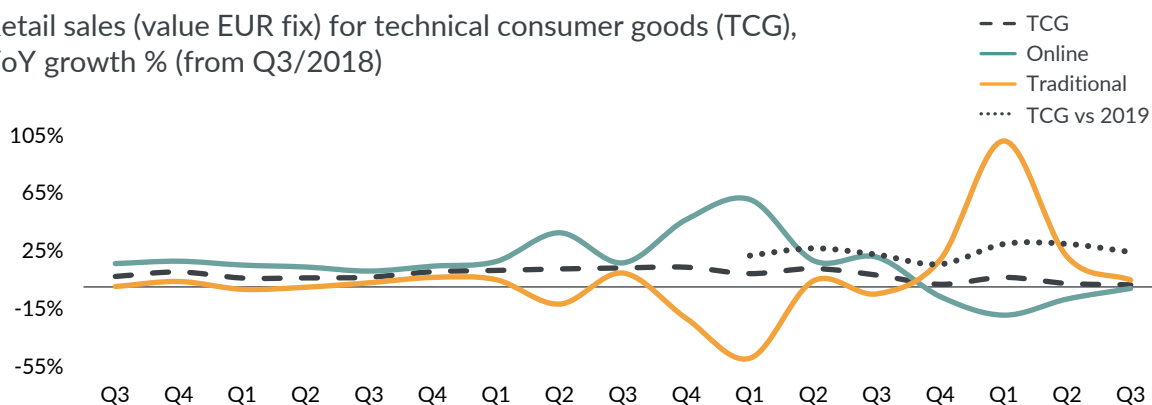
Helicopter View Czech Republic



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- CE market revenue fell in Q3 with reduced consumer spending in most of the product groups audited by GfK and also with promotional price cuts in the key category PTV Flat.
- The telecom sector continued to show a negative trend in volume sold. Q3 was mainly helped into positive value numbers due to higher average prices.
- The general economic situation and low consumer confidence pulled MDA sales lower in all months of Q3.
- While still retaining some YTD value increase, the SDA market experienced a downward trend in Q3.

Channel Dynamics

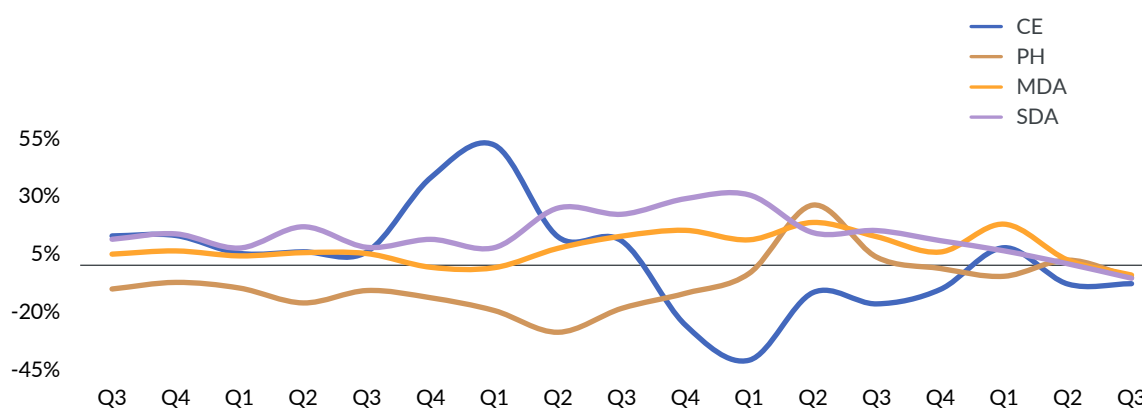
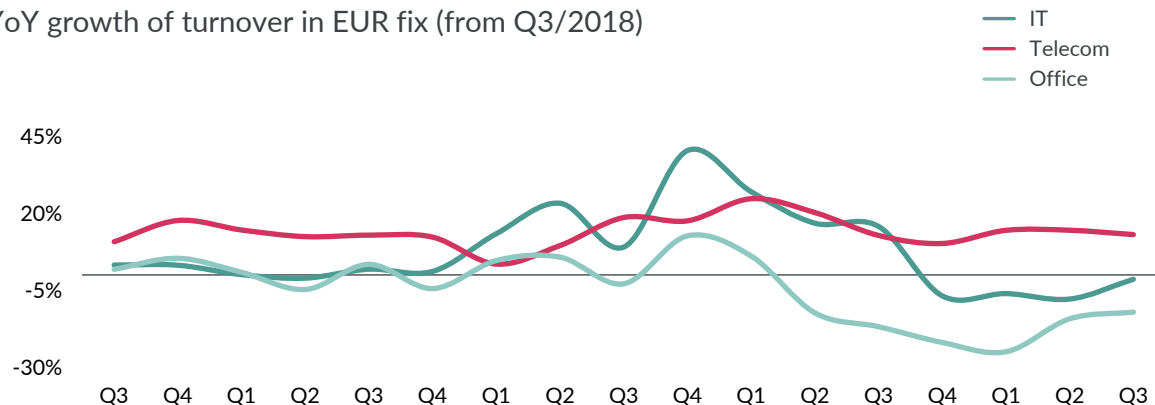


- After unusual developments during the pandemic, channels have stabilized. Online performed slightly worse than traditional retail.

Helicopter View Czech Republic



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments



- Notebooks delivered good YoY growth after some time.
- Gaming laptops showed a double-digit increase.
- Desktops witnessed a steep decline in both volume and value.
- Printing devices suffered with a yearly revenue loss in Q3, with demand dropping in the small office and home office segments.
- Digital still cameras saw another decline in value, with positive contributions only from the CSC full frame segment.
- Core wearables like smartwatches continued to sell more. Other groups from core wearables lost out due to consumer savings.
- All the MDA product categories decreased, with the exception of refrigerators, freezers, and built-in hobs.
- In Q3 there were still YoY growing categories within SDA such as dental care, hair care, deep fryers, and electrical cooking pots, but they could not compensate for the lower demand for the key products vacuum cleaners, hot beverage makers, and food preparation.

Spotlight on GfK Consumer Climate & TCG in Czech Republic



World

Western Europe

Eastern Europe

Czech Republic

Hungary

Poland

Russia

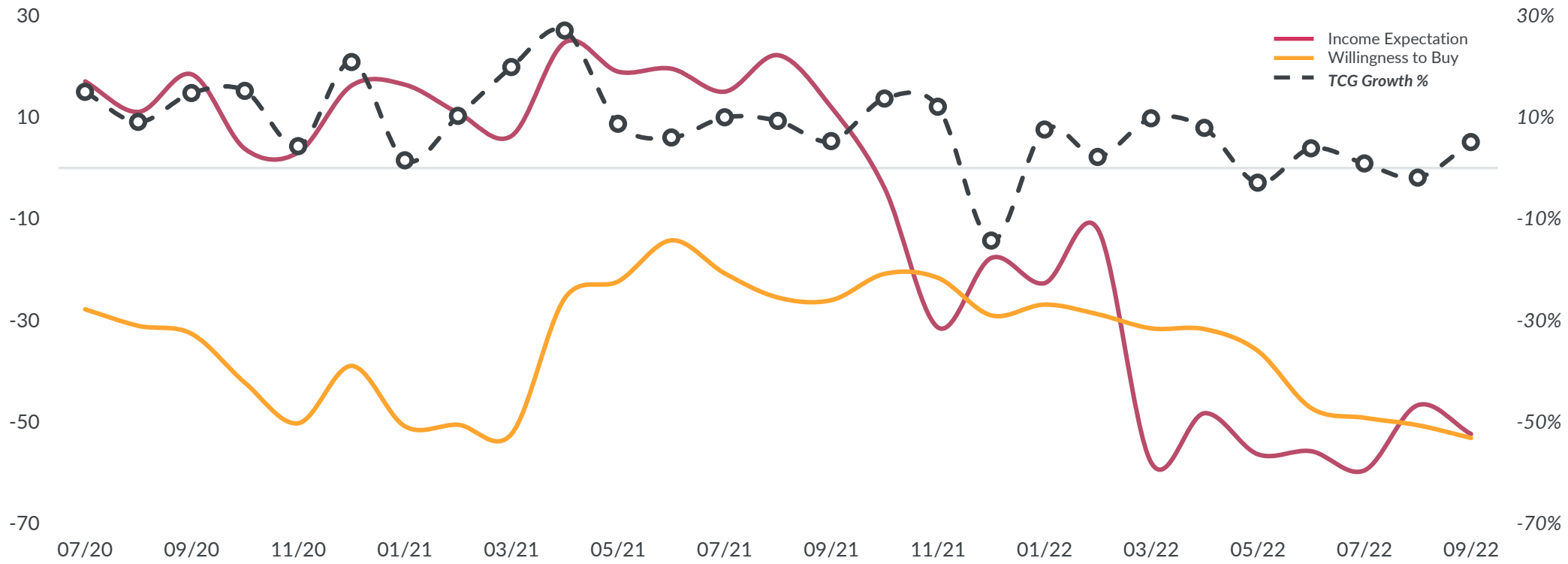
Ukraine

Middle East,
Turkey & Africa

APAC

Latin America

Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example



If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Helicopter View

Czech Republic

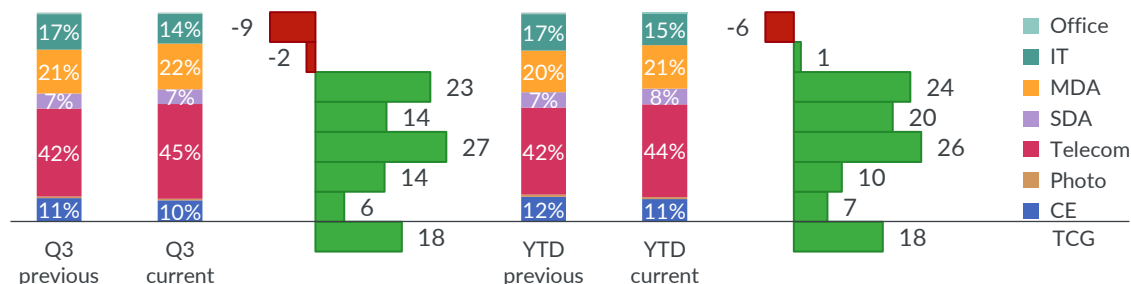
Author:
Zdenek Barta
(MI Lead)
✉ Zdenek.Barta

Source: GfK Consumer Climate, co-funded by EU Commission. Seasonally adjusted and globally standardised index, based on balance of positive against negative responses to questions on income expectation and willing to buy. Full methodology details available upon demand.

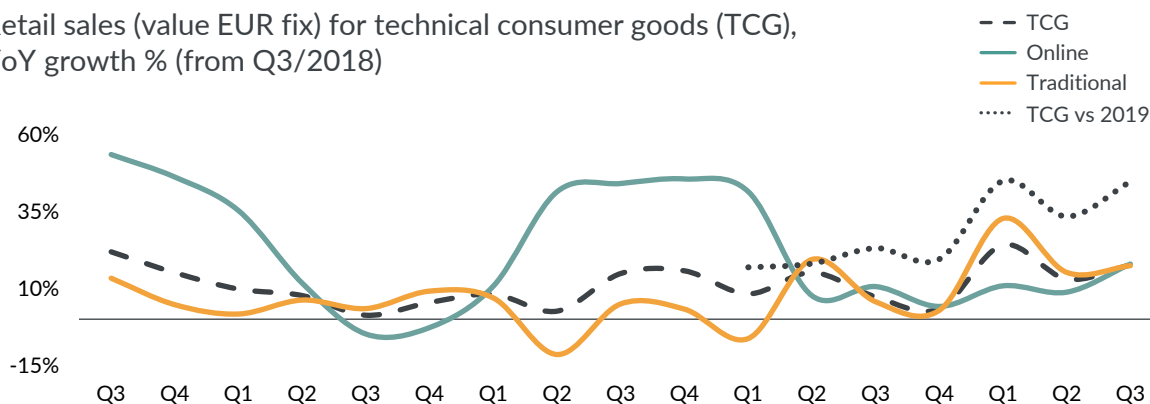
Helicopter View Hungary



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- When looking at the tendencies overall, the Q3 retail sales performance in Hungary looks quite good. It showed a quarter-on-quarter growth rate of 18% (adjusted for working days). This growth came mainly from the inflated prices, however.
- On the other hand, the government announced changes to the utility bill support scheme, and some households decided to replace non-energy-efficient appliances with more efficient ones. This generated extra demand in the market.
- MDA and the telecom sector generated the highest growth, followed by value growth in SDA in Q3.

Channel Dynamics



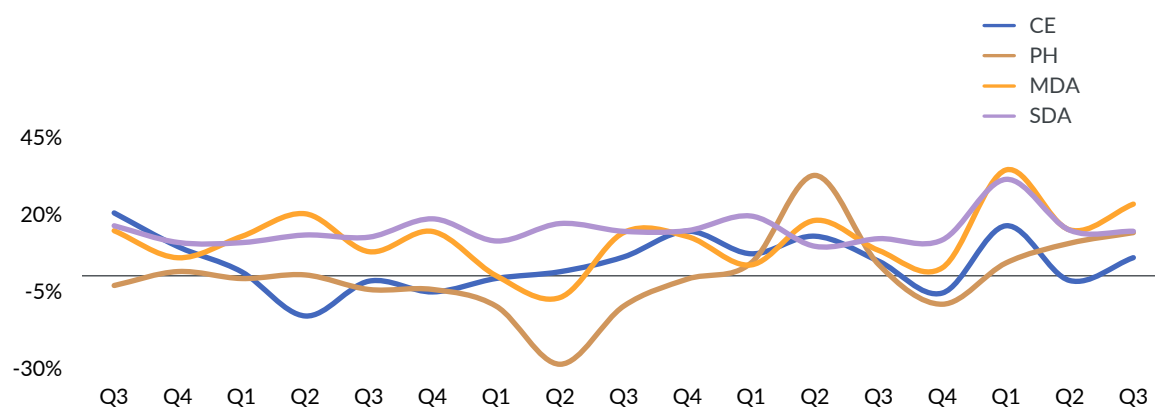
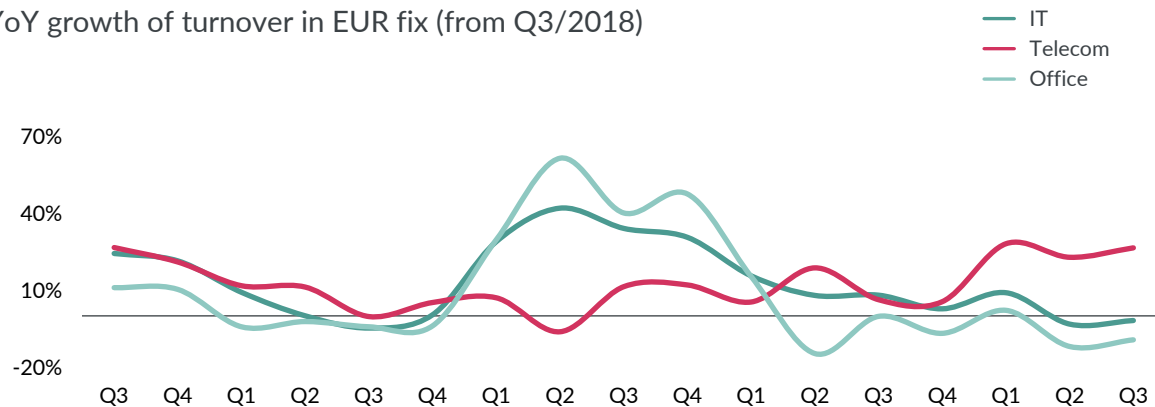
- Growth of offline sales was above last year's base, but its pace continued to slow down compared to the previous quarters of 2022.
- The performance of online sales outpaced last year's Q3, as well, but it was mainly due to selling more expensive products.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), EUR fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

Helicopter View Hungary



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments

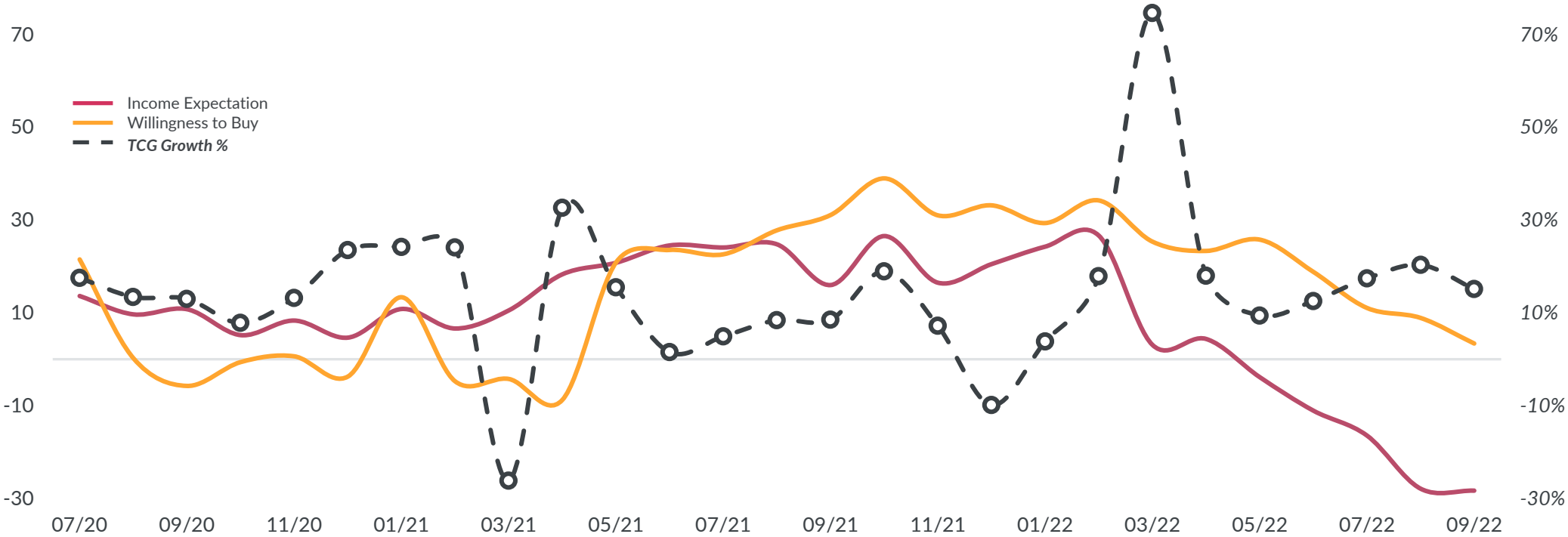


- In the office sector, we saw significant decline in both multifunctional and inkjet printing devices.
- In Q3, the IT sector continued to head in a negative direction. The ongoing component shortage continued to have a negative impact on the PC market.
- The telecom sector was above last year's sales because of the launch of new flagship models by certain brands and the good performance of core wearables.
- The total CE market – with PTV in particular – witnessed limited sales growth in Q3.
- In MDA, freezers generated outstanding growth in volume, while the growth of other MDA products was purely connected to the price increase.
- Within the SDA sector, air fryers and garment steamers were the top selling categories in Q3.

Spotlight on GfK Consumer Climate & TCG in Hungary



Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example



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Source: GfK Consumer Climate, co-funded by EU Commission. Seasonally adjusted and globally standardised index, based on balance of positive against negative responses to questions on income expectation and willing to buy. Full methodology details available upon demand.

World

Western Europe

Eastern Europe

Czech Republic

Hungary

Poland

Russia

Ukraine

Middle East,
Turkey & Africa

APAC

Latin America

PREV

NEXT

Helicopter View

Hungary



Author:
Andrea Sztupár
(MI Lead)

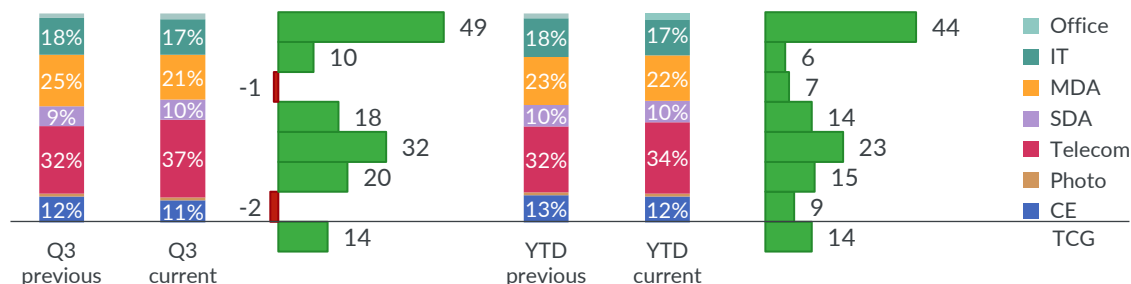


Andrea.Sztupar

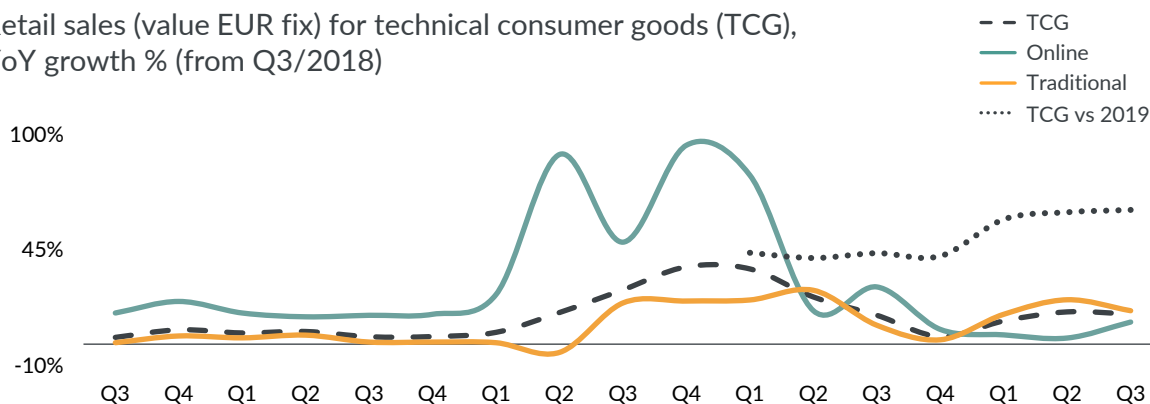
Helicopter View Poland



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The consumer basket and spending (value EUR fix) for technical consumer goods (TCG) increased in most of the monitored sectors in Q3 2022 vs last year. Only MDA and CE noticed slight drops of 1% and 2%. However, this did not have an impact on the positive trend YTD in general.
- According to GUS (the Central Statistical Office), Poland's annual inflation rate reached 17.2% in September 2022, the highest since 1997. Record high fuel, energy, and food prices were the main drivers of inflation.

Channel Dynamics

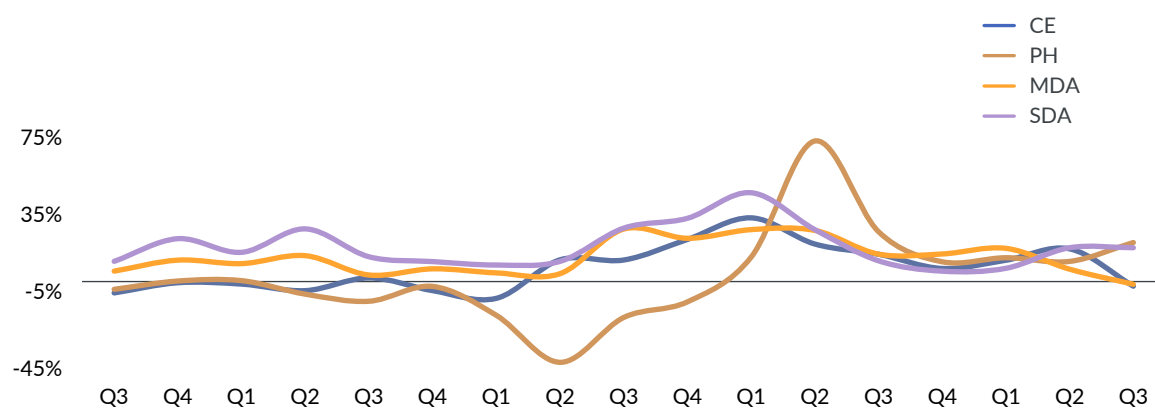
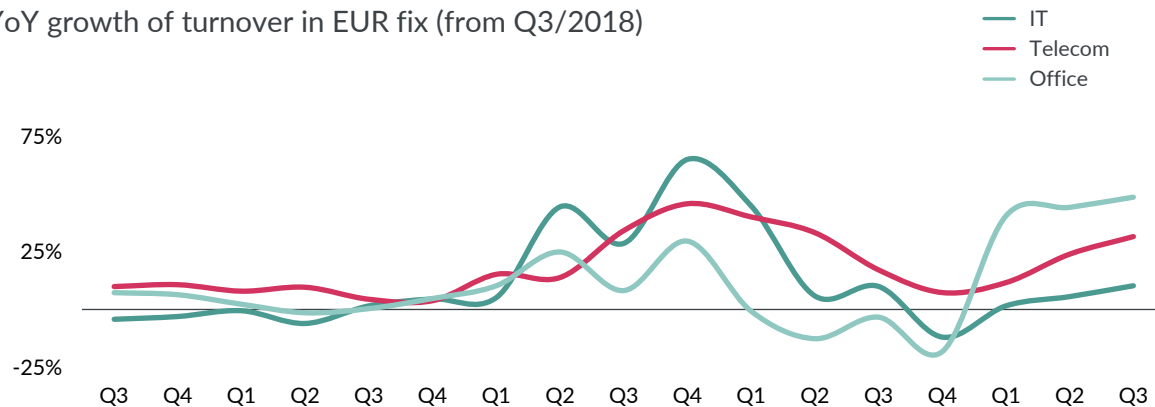


- The level of online retail sales and traditional sales for technical consumer goods stabilized in Q3.
- After the very good first quarters of 2022, most retailers and manufacturers expected sales to slow down. Consumer sentiment related to high inflation and war in Ukraine is the worst in over 10 years.

Helicopter View Poland



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments



- The YoY growth of turnover in EUR increased in the IT, telecom, and office sectors.
- CE, photo, MDA, and SDA continued to be stable in Q3.
- According to the latest data from the Central Statistical Office (GUS), retail sales at constant prices in September 2022 were higher than the year before by 4.1%. The same indicator after Q2 was on level 8.2% (the sales dynamics is slowing down).
- Allegro, the biggest marketplace in Poland, announced that from June on, only business accounts would receive an invoice with Allegro's tax ID for their commission. This might be the next step to focus on moving away from non-business sellers on the original Allegro platform. They will switch to "Allegro Lokalnie".
- The role of the online marketplace channel is growing, showing high advertising activity of new players (e.g., Shopee).

Spotlight on GfK Consumer Climate & TCG in Poland



World

Western Europe

Eastern Europe

Czech Republic

Hungary

Poland

Russia

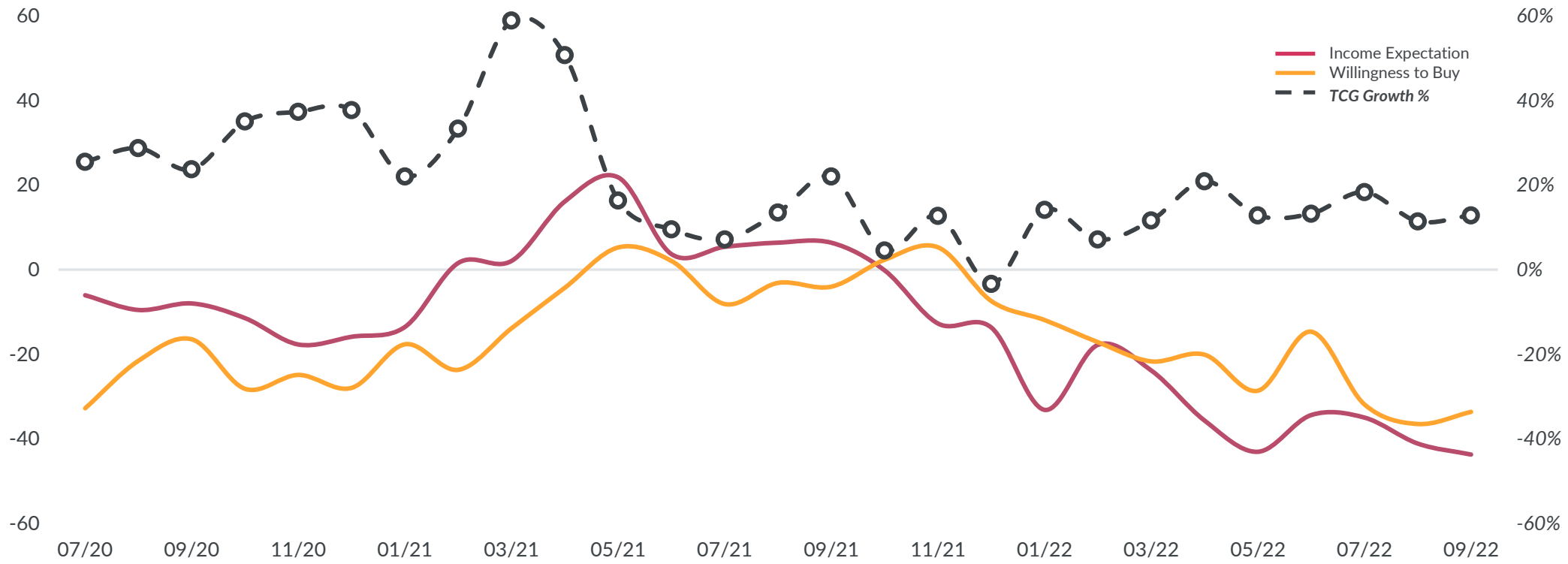
Ukraine

Middle East,
Turkey & Africa

APAC

Latin America

Monthly Index Income Expectation & Willingness to Buy
& Growth Rate TCG % YoY (TCG)



GfK Consumer Climate – Reading example



If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Helicopter View

Poland



Author:
Artur Noga-Bogomilski
(MI Lead)



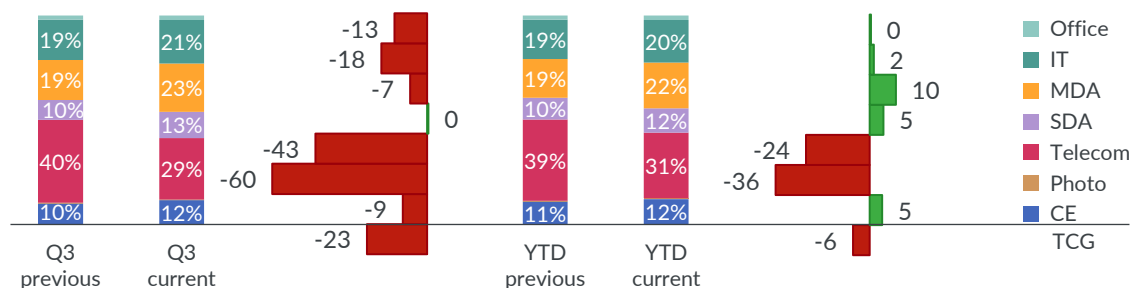
Artur.Noga-Bogomilski

Source: GfK Consumer Climate, co-funded by EU Commission. Seasonally adjusted and globally standardised index, based on balance of positive against negative responses to questions on income expectation and willing to buy. Full methodology details available upon demand.

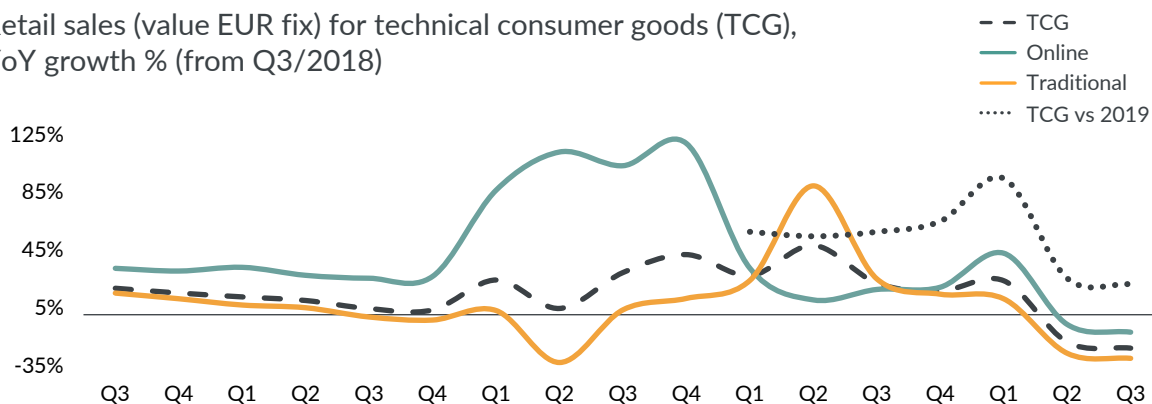
Helicopter View Russia



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The TCG market in Russia declined by 23% overall in local currency (and Euro with fixed exchange rate) in Q3 2022 YoY.
- After explosive growth in Q1 2022, the market moved into a phase when the consumers were adapting to increased prices and transformed offerings due to the current geopolitical and economic situation. It meant that market value declined the second quarter in a row with noticeable indexes.
- Weighted average price (WAP) grew noticeably for all product groups. Negative value dynamics were mostly connected with decline in demand.

Channel Dynamics

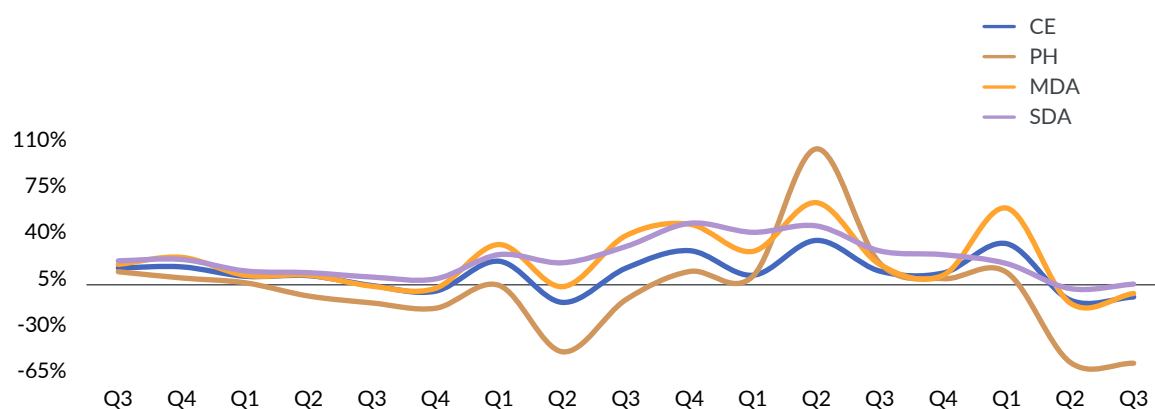
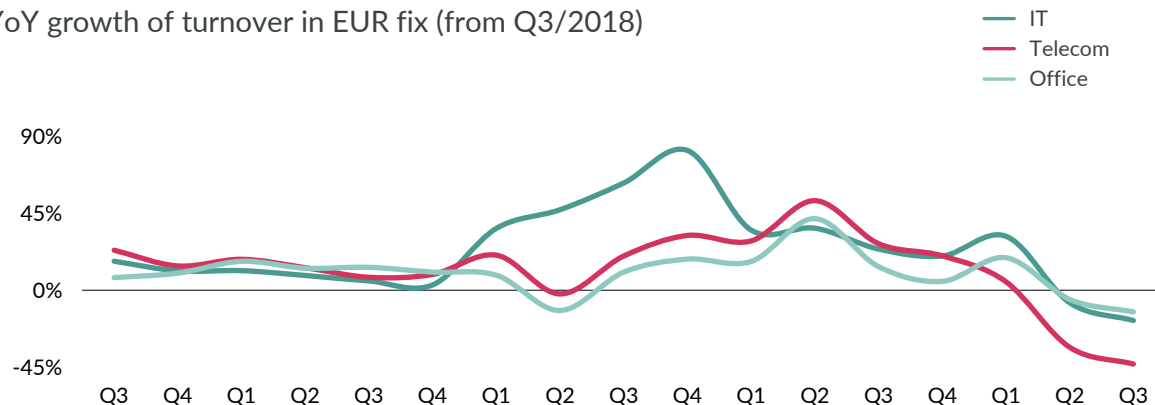


- Pure players, including online marketplaces, made up the only channel that continued to show positive growth in value YoY.
- The online share grew by 6 percentage points YoY in TCG total in value.

Helicopter View Russia



YoY growth of turnover in EUR fix (from Q3/2018)



Growing & declining product segments

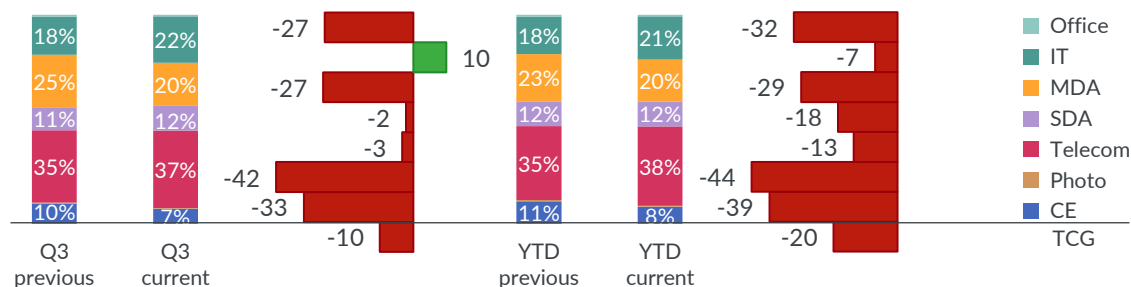


- Robot vacuum cleaners demonstrated value growth in Q3 2022 vs Q3 2021.
- Smart speakers continued to show triple-digit growth.
- The market value of kitchen machines increased significantly while weighted average price declined.
- Gaming monitors grew much faster than non-gaming.
- In MDA, washing machines with an auto-dosing system significantly declined YoY due to limited supply and extra high prices. Freestanding fullsize was the only dishwasher segment that showed positive growth.
- One-door refrigerators showed positive value growth thanks to increased demand and average prices.
- Digital cameras declined in value more than other product groups.
- Single serve coffee machines declined more than other types of hot beverage makers.
- OLED PTV decreased by more than a third in terms of value.
- Hot air stylers, the biggest segment of hair stylers, demonstrated double-digit decline for the 4th quarter in a row.

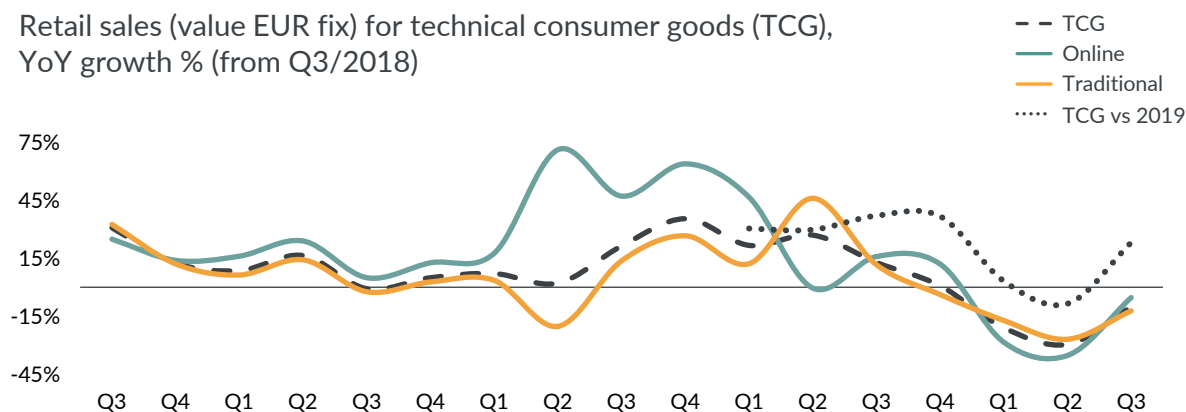
Helicopter View Ukraine



Consumer basket and spending (value EUR fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value EUR fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights

- Smartphones, the biggest group in the telecom sector, declined by 14% in value and by 34% in volume. The ASP increased by 31%. Premium brands were less affected than entry-level brands.
- CE and photo continued to be the most-affected categories in Q3 2022, although their decline rate was lower than it was in Q2 2022.
- The IT sector demonstrated a decline of 16% in volume in contrast to Q3 2021. The average sector price increased by 20% in this period and ensured growth in value EUR. Media tablets, mobile computing, pointing devices, and communication devices managed to show double-digit growth in value compared to the same period in 2021.
- The MDA market slowed down the fall and showed -45% in volume. Korean brands declined, experiencing supply issues.
- According to the results of the Q3 2022, the SDA sector showed a decrease of 2% in value and 24% in volume. Due to the increase in average price, half of the SDA categories have positive value dynamics.

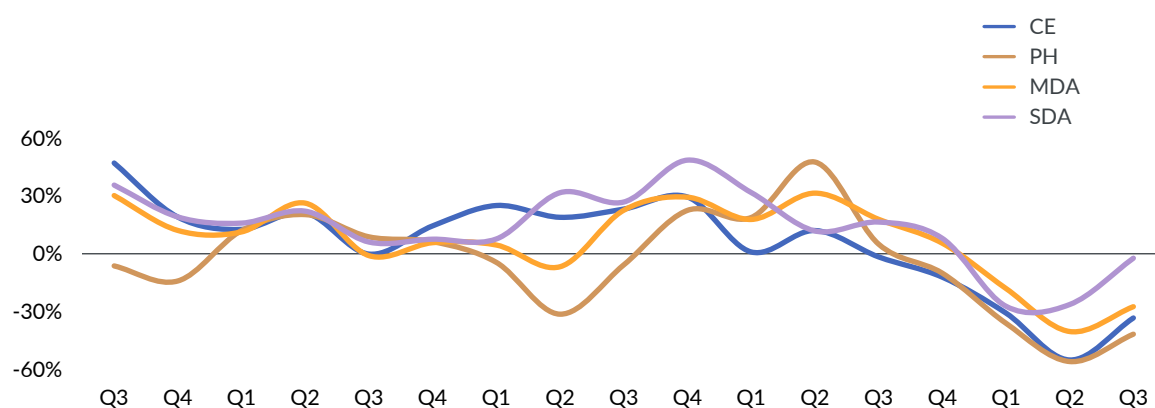
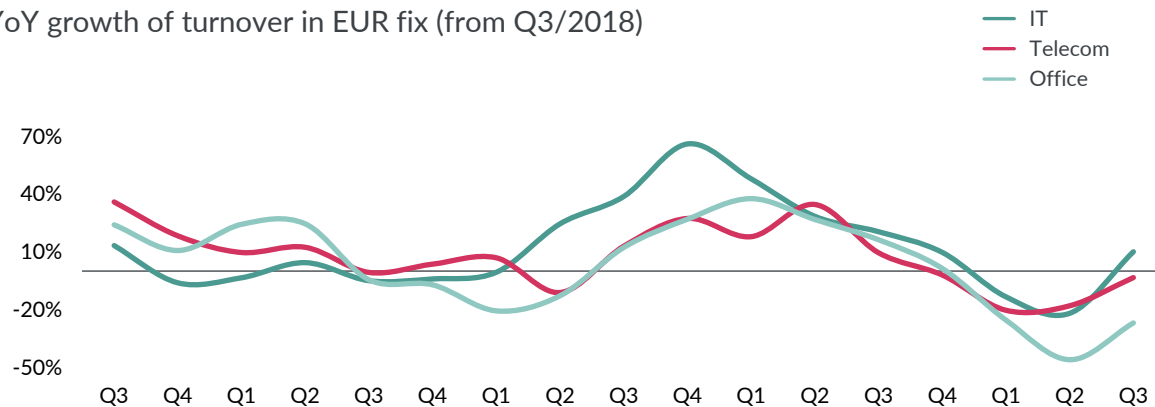
Channel Dynamics

- Online sales demonstrated a slightly lower decline in sales than offline. Online/offline shares returned to last year's values.

Helicopter View Ukraine



YoY growth of turnover in EUR fix (from Q3/2018)



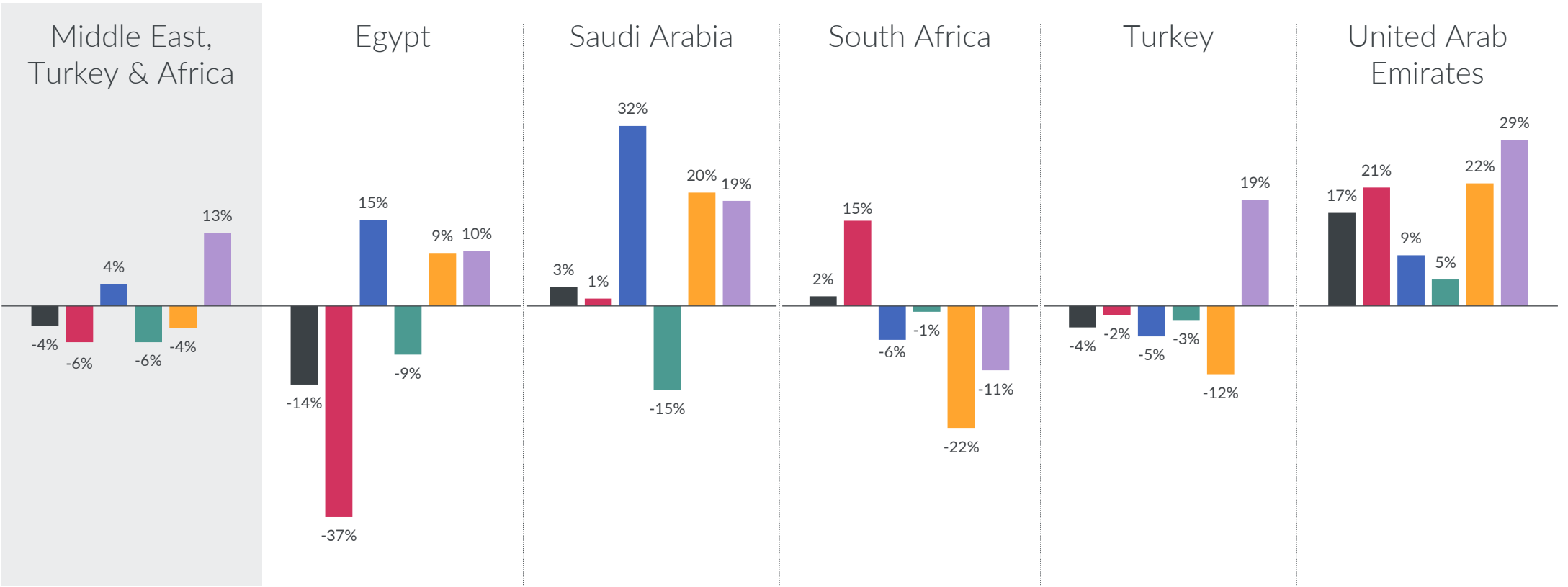
Growing & declining product segments



- In the telecom sector, mobile phones fell the most (-29% in value YTD). Smartwatches (SIM/no SIM) increased by 10% YTD. At the same time, the highest drop was delivered by health fitness trackers (-33%). Average price grew across all segments.
- TVs with a 32" screen size demonstrated the lowest decline rate (-31%) compared to other diagonals. Videogame consoles and E-boards decreased less than other categories.
- Media tablets reported a noticeable increase in both value (+69%) and volume (+14%) compared to the previous year period. On the other hand, monitors and desk computers demonstrated a decline of 42% and 37% in sales units. Despite the average price growth in the sector, visual cameras delivered a price drop of 28% YoY.
- Refrigerators showed a drop of more than 50% against last summer's seasonal peak while the fall of other essential groups – washers and microwaves – slowed to a 40% drop. Freezers, which significantly outperformed MDA in past quarters, reported a 42% drop in volume in Q3 2022.
- The most significant shift in value share was observed in the major product group in SDA, vacuum cleaners, from 30% to 28%, due to the demand reduction and stock issues of the driving segment, robots, which fell by 41% in units and 25% in EUR.

Oil countries KSA & UAE with strong demand while inflation/ currency depreciation impacts on the other countries.

USD growth % YoY Q3/2022



■ Tech Consumer Goods
■ Telecom
■ CE + Photo
■ IT + Office
■ MDA
■ SDA

[Click here for more countries.](#)

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | META: AE EG IL IQ MA OM PK SA TR ZA

- World
- Western Europe
- Eastern Europe
- Middle East, Turkey & Africa
- Egypt
- Saudi Arabia
- South Africa
- Turkey
- United Arab Emirates
- APAC
- Latin America

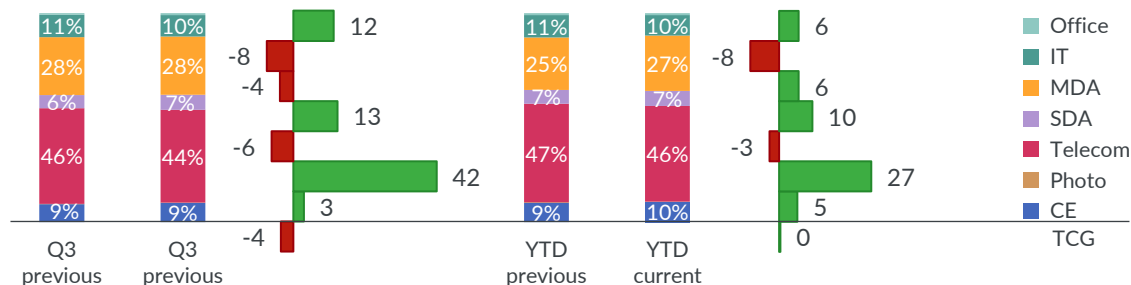
PREV NEXT

Helicopter View
 Middle East, Turkey & Africa
 Author: Chris Moon (MI Lead)
 Chris.Moon

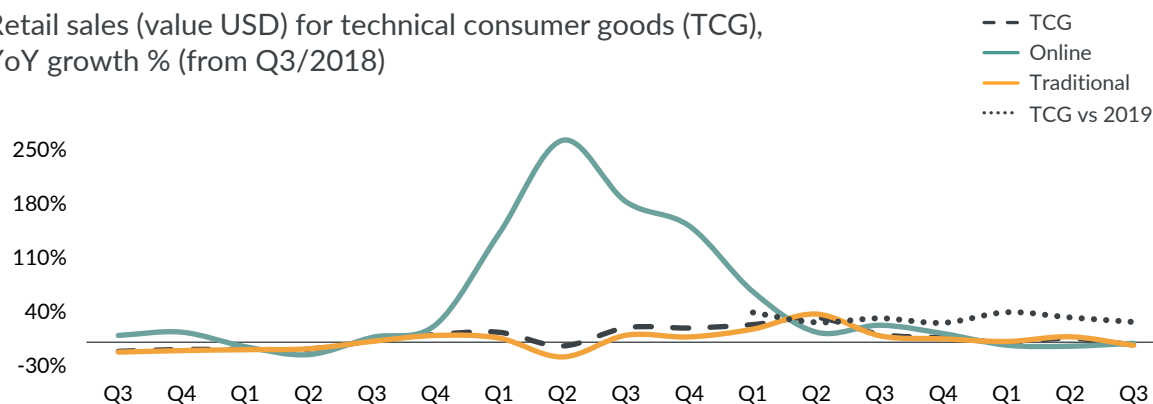
Helicopter View Middle East, Turkey & Africa



Consumer basket and spending (value USD)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- With the increase of inflation across the region, the momentum of growth in technical consumer goods during the COVID pandemic slowed down.
- Egypt and Pakistan experienced regulations on imports in certain categories to minimize the outflow of USD, which hindered the import in electronics products. Local manufacturing has thus gained more importance.
- The devaluation of local currencies disrupted the seasonality of categories. Consumers wanted to buy products before any further devaluation of the local currency.

Channel Dynamics

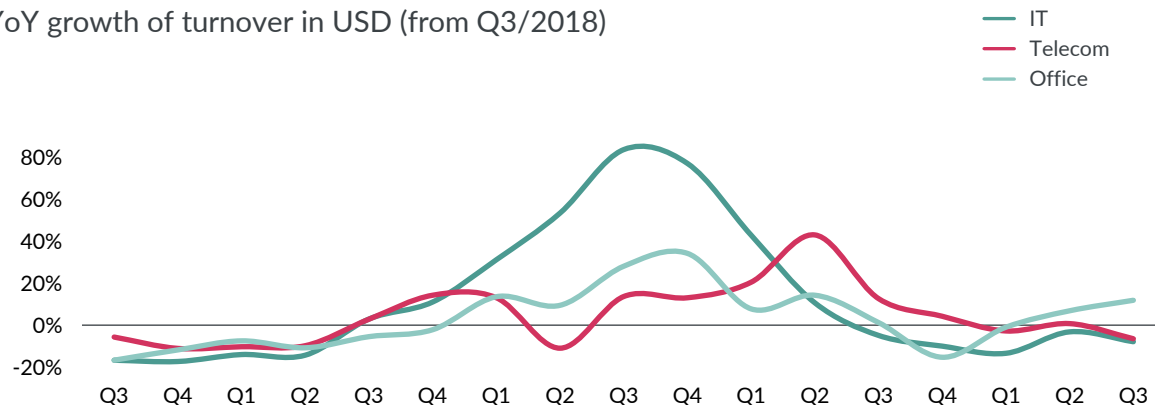


- The easing of COVID restrictions made traditional retail bounce back (partially). However, the online channel recorded good growth during the COVID period.

Helicopter View Middle East, Turkey & Africa



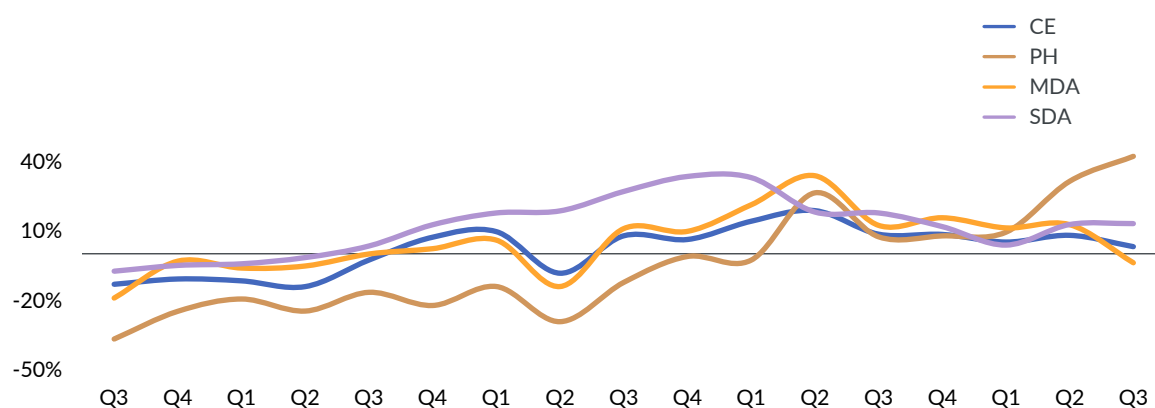
YoY growth of turnover in USD (from Q3/2018)



Growing & declining product segments



- After major growth by the IT sector during 2020 and 2021, the momentum slowed down and started to record negative growth in 2022 compared to 2021. However, it maintained high volumes of sales compared to pre-COVID periods.
- The increase in the cost of raw materials and transportation, as well as the lack of stock, drove the continuous increase in average sales price, which slowed in H2 2022. However, low prices do not bring immediate sales increases, considering the significant pressure from inflation and negative consumer sentiment for coming periods.
- Compared to digital products in consumer electronics and the IT sector, MDA and SDA were able to maintain growth. This is due to the traditional market opening after the easing of COVID restrictions.
- We have already observed higher promotional activities in the electronic market compared to previous years. Promotional activities are expected to continue for maximizing revenues for two major events, the World Cup and Black/White Friday in November.

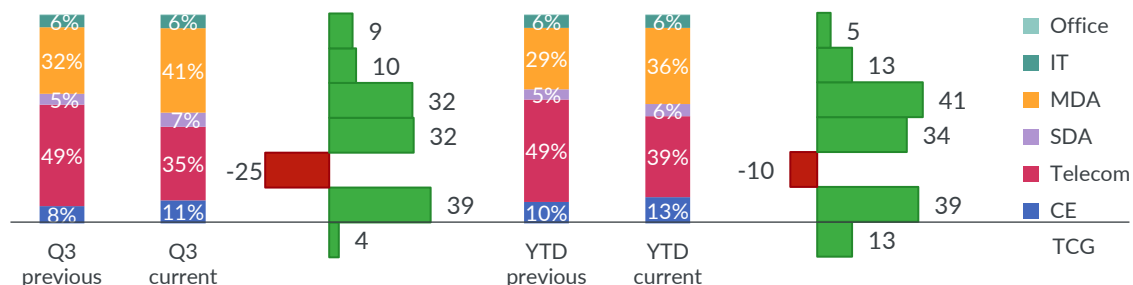


Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | META: AE EG IL IQ MA OM PK SA TR ZA

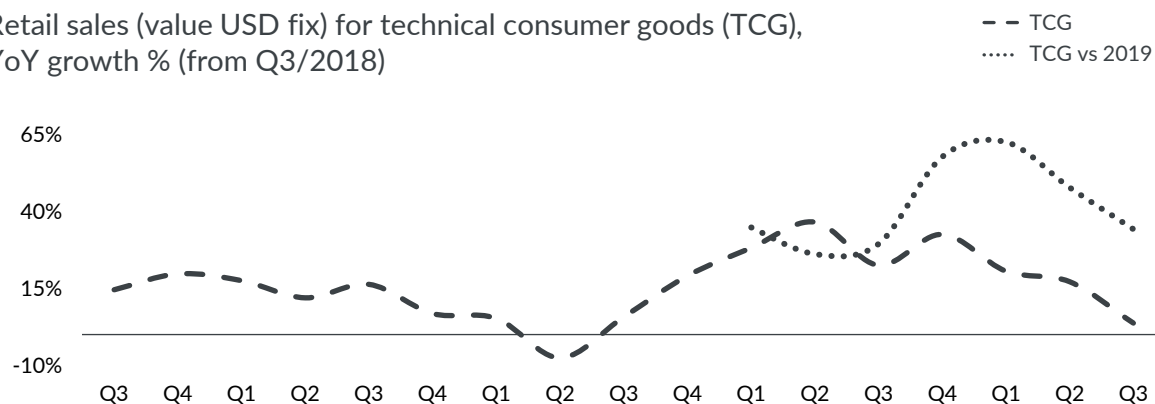
Helicopter View Egypt



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The TCG market continued its growth in value, as prices increased due to the supply shortages.
- The highest growing sectors include MDA, followed by CE, then SDA.
- Telecom faced the largest declines due to the importation regulations put into place by the Egyptian government. The shortage in supply led to large declines in sales starting in March 2021.

Channel Dynamics

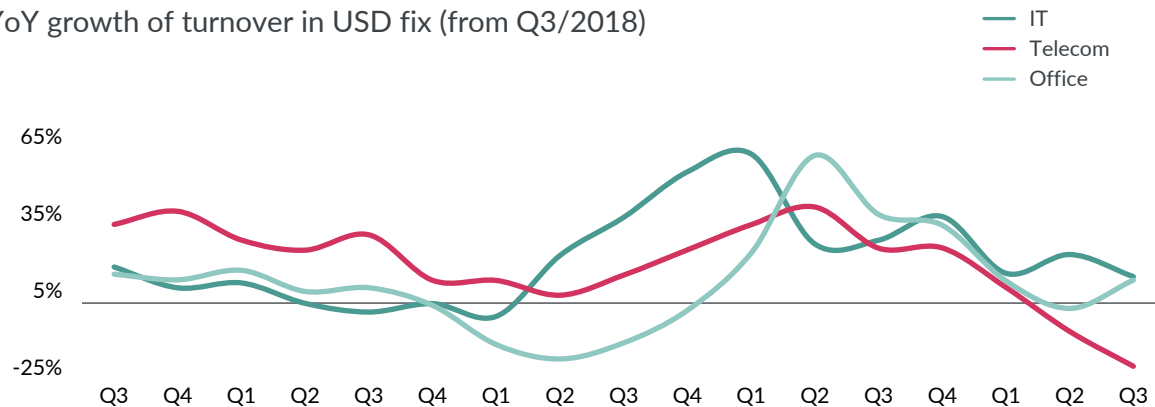


- Growth in Q3 2022 declined compared to the growth in past periods due to the increasing prices and the market instability.
- However, growth remained on the positive side for most sectors.

Helicopter View Egypt



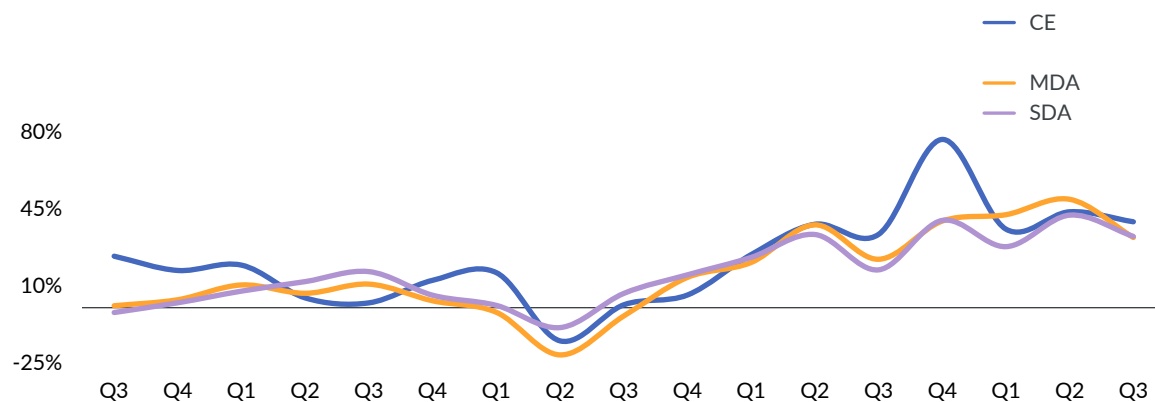
YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



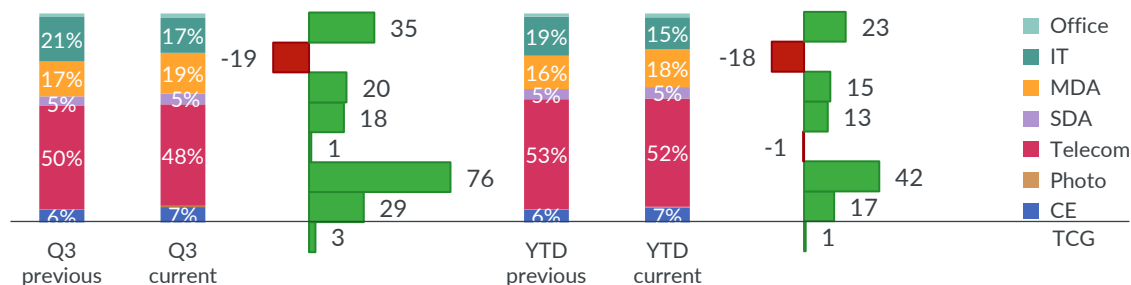
- The telecom sector remained on the negative trend in Q3 due to the importation regulations.
- Other sectors, such as MDA, CE, and SDA, have factories in Egypt and were not affected by the government's regulations, resulting in a continuing positive trend in Q3 2022.



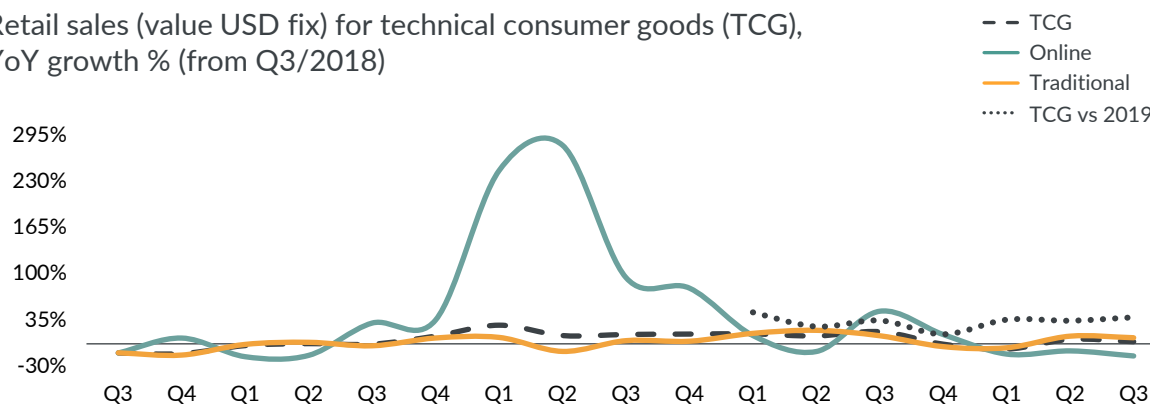
Helicopter View Saudi Arabia



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The telecom sector saw a second positive quarter, on the back of flagship model launches.
- IT posted its 4th consecutive decline, with most product groups affected.
- MDA had another positive quarter, driven by larger-sized appliances and a strong performance by the core appliances – air conditioners, washing machines, and cooling.
- Consumer electronics experienced positive performance for the 3rd quarter in a row, yielding a 17% YTD growth.

Channel Dynamics

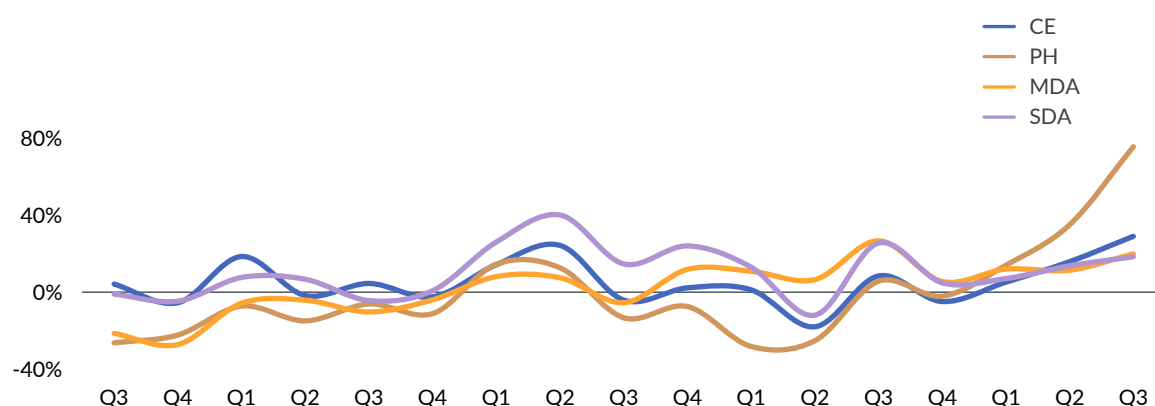
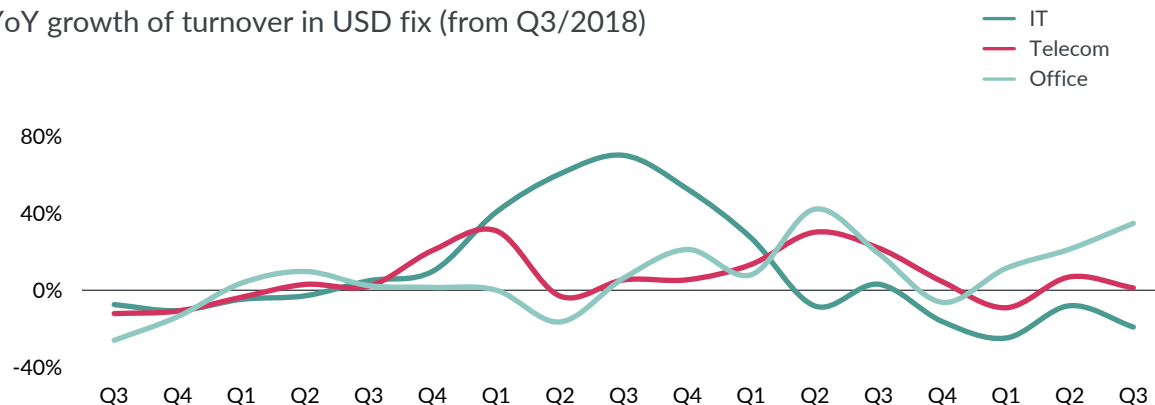


- The online channels witnessed their third negative quarter, driven by a decline in the online performance of the IT and telecom sectors.
- The offline channel posted healthy single-digit growth, with IT being the only sector seeing a decline for Q3 2022.

Helicopter View Saudi Arabia



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

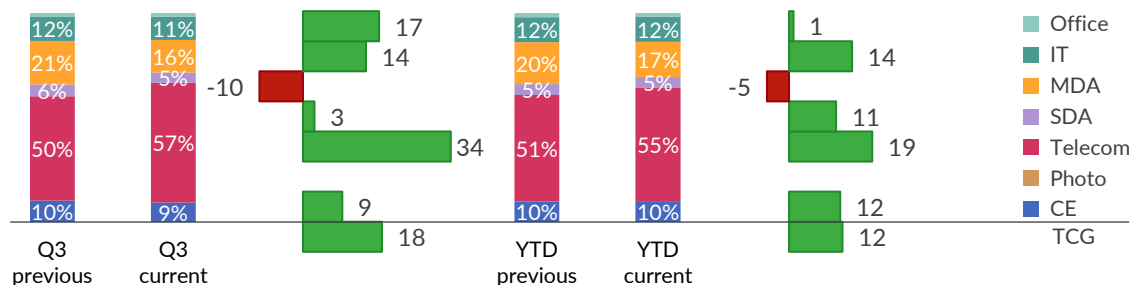


- Smartphones had another positive quarter, with a single-digit growth rate. All other products in the telecom sector declined.
- Vacuum cleaners were the biggest contributor to the SDA sector for a second consecutive quarter, yielding strong double-digit growth. Hot beverage makers was the only product group that saw a decline when compared to Q3 2021.
- Air conditioners, washing machines, and refrigerators remained the value drivers in MDA. Cooking is the only product group that saw single-digit growth; all other product groups posted double-digit growth for Q3 2022 vs Q3 2021.
- PTV had its third positive quarter and saw strong double-digit growth YoY. Larger screen sizes at more affordable prices remained one of the key drivers for this product group.
- The entire IT sector continued to be under pressure, seeing a 5th consecutive quarterly decline. Storage, communication devices, and monitors were the only product groups that delivered a positive performance, although it was modest. Mobile computing, the biggest contributor to the IT sector, saw a negative performance with a double-digit decline.

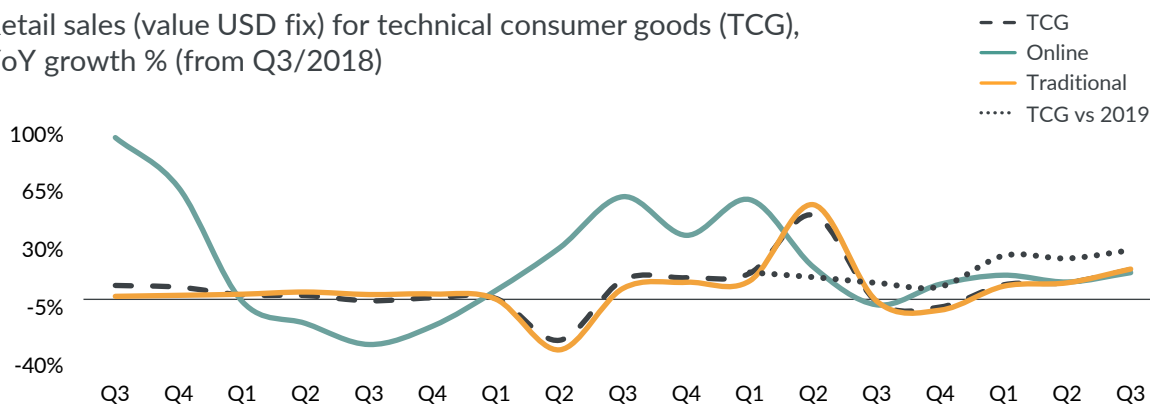
Helicopter View South Africa



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- Inflation hit South Africans hard. Many consumers postponed purchases or just replaced faulty products. Telecom soared since 2G was no longer supported. Consumers needed to trade up to more expensive phones in order to stay connected. Premium segments remained intact as high-income consumers were not (yet) affected by inflation.
- Home appliances were down, mainly due to base effects. The @home trend has reversed and the turnover on non-essential appliances has decreased significantly.
- The expectation for Q4 is to see an even more promotionally driven market as retail stocks and supply chains are fully replenished. Black Friday might massively outperform previous editions.

Channel Dynamics

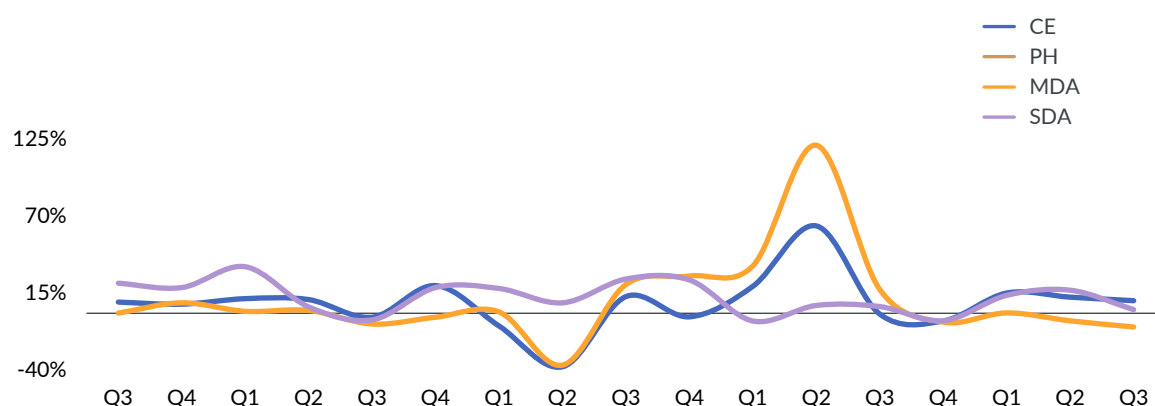
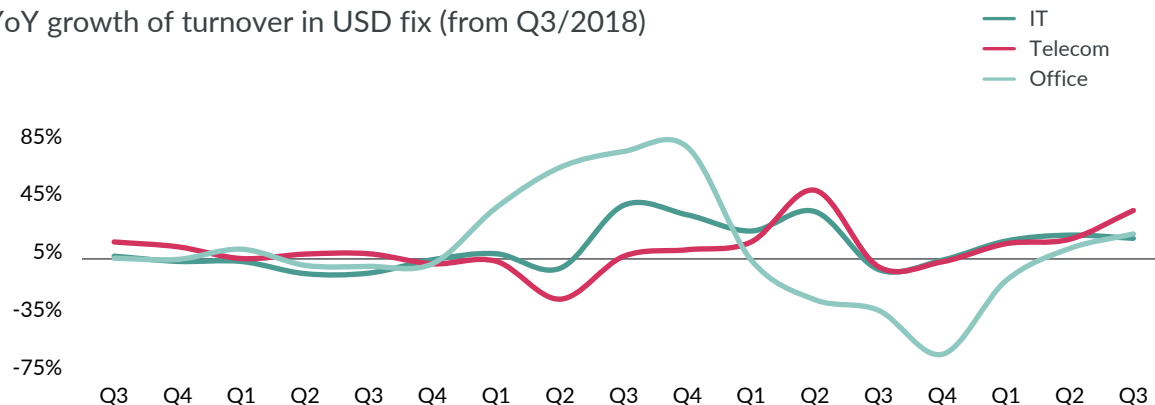


- Online spending showed a decline versus last year for the first time ever. Consumers have found their way back to traditional retailers since COVID-19-related lockdowns have not happened in 2022. South Africa is slightly behind the regional average in online penetration.

Helicopter View South Africa



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

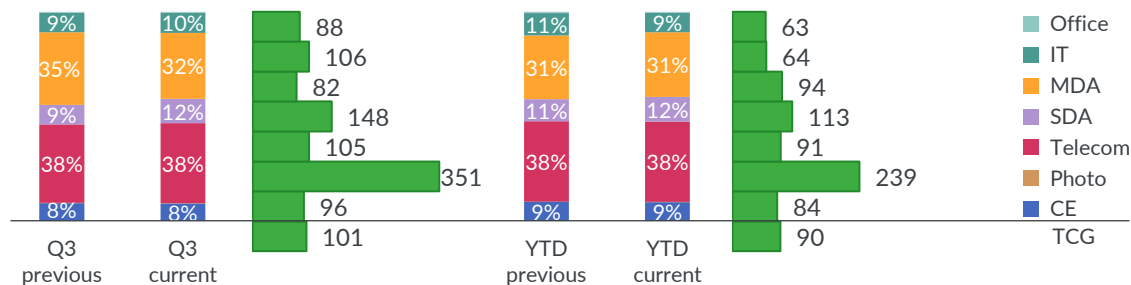


- The mobile phone market experienced a YoY decline with high instability. The move from 2G to a higher technology was an important factor as the government planned to ban all imports of 2G. The smartphone prepaid market performance will be falling short of its yearly target unless sales momentum changes, while the postpaid market has grown post-COVID. 2022 is expected to outperform 2021 performance.
- The IT sector continued with double-digit growth YoY. Growth is mainly driven by attachments and peripherals. Best performance was recorded on media tablets, especially in the premium price ranges. The laptop market showed signs of retraction after a strong HY1.
- The CE sector continued with further double-digit growth YoY. The audio segments were key in the sector's performance with soundbars and personal audio driving strong growth in mid-price ranges. The PTV market was stable, with continued premiumization observed, as well as strong entry-level performance. New brands entering the market gained momentum.
- MDA markets cooled down, and promotions and discounts continued to drive market uplift. Washing machines grew YoY mainly driven by top loaders and twin tubs. Cooling was down. Dishwashers were stable. Consumers bought more expensive segments in ovens. Challenger brands were gaining traction in the market.

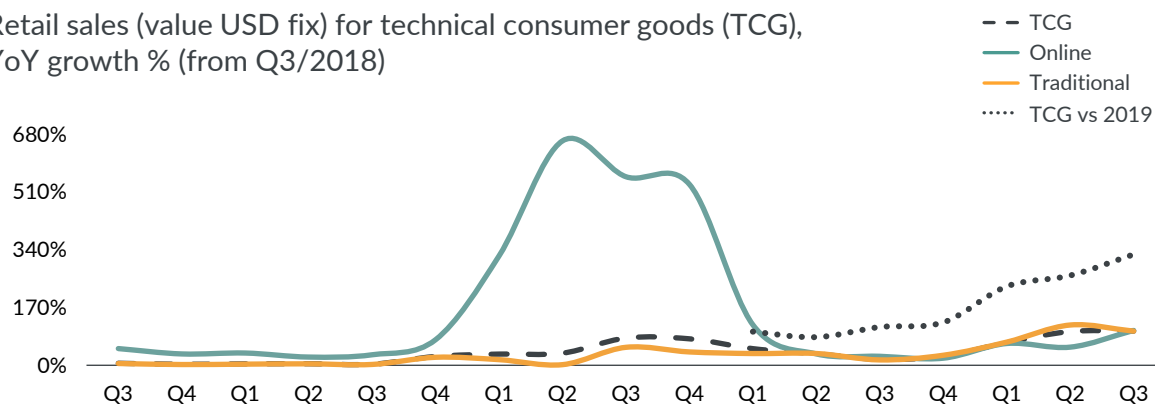
Helicopter View Turkey



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- MDA growth decelerated due to upfront demand, while SDA growth remained solid, mainly thanks to skyrocketing sales in the hot air fryers category in Q3.

Channel Dynamics

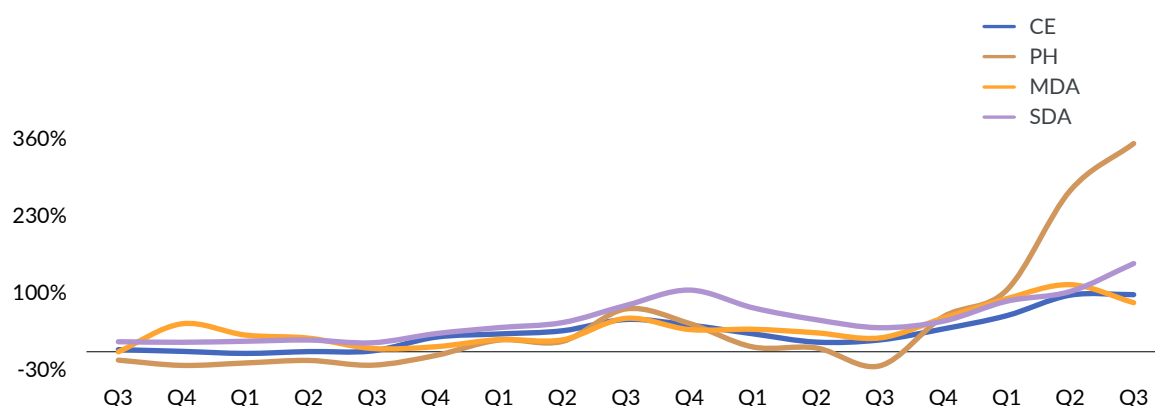
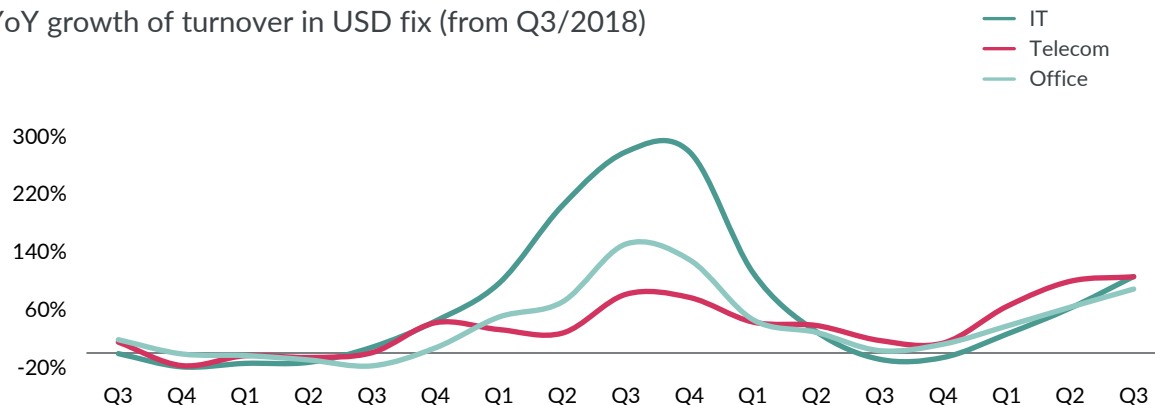


- Online growth, which had decelerated in Q2, accelerated again in Q3, reaching the same growth rate as traditional retail.
- When we compare current year growth with the 2019 growth rate, it is very high, due to the fact that 2019 TCG sales were very low because of sudden currency decline and new regulations on the smartphone category.

Helicopter View Turkey



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



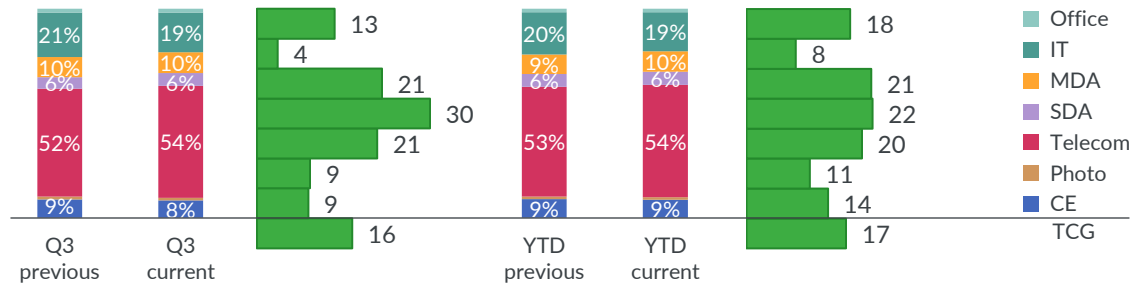
- The IT sector declined by 2% in Q3 YoY (USD base). Monitors were the product group rising the most (+7%), whereas visual cameras (-18%) and media tablets (-14%) declined prominently. Mobile computers (+1%) have the most stagnant growth YoY within IT. The office sector continued its double-digit negative trend (-11%). Printing devices (-8%) were decreasing the least, while small photo printers (-32%) affected OE the most.
- The telecom sector posted a negative trend in Q3 YoY in USD base. Among the main product groups, smartphones declined by 4%, and mobile enhancements declined the most, at almost 50%. Core wearables continued their positive trend and grew at almost 31%, while headsets were the second product group with positive growth in Q3 YoY (USD base).
- The MDA sector declined by 10% in Q3 YoY (USD base). All MDA product groups showed negative trends except tumble dryers which were the only product group growing in Q3.
- The CE sector decreased by 5%. While PTV in general declined by 7%, 70"+ TVs grew by 9%. Docking speakers and soundbars showed double-digit growth. Camcorders, digital cameras, and audio home systems declined in Q3 YoY.
- Within the SDA sector (+19%), hot air fryers took the lead due to their popularity. Handstick rechargeable vacuum cleaners and espresso machines continued to grow in the double digits YoY.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

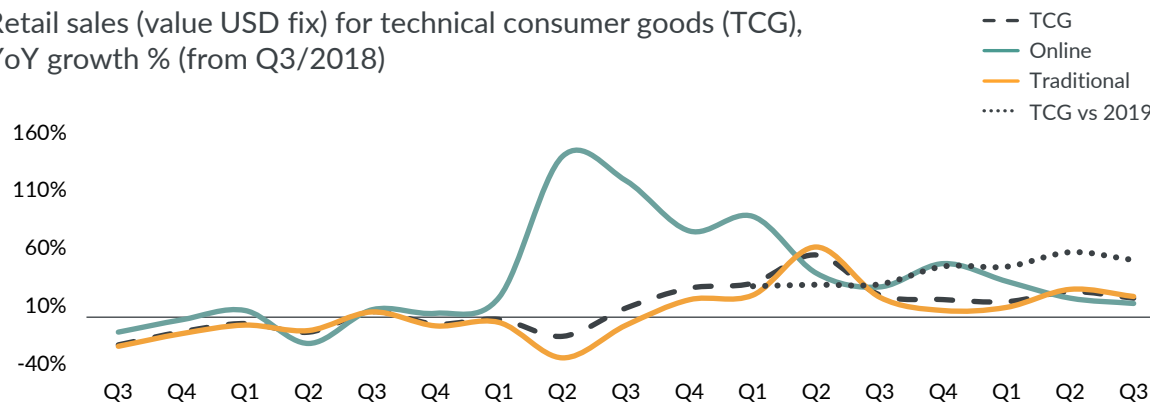
Helicopter View United Arab Emirates



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The telecom sector continued to grow, with smartphones and core wearables driving growth.
- The IT sector saw a fourth positive quarter, but growth momentum slowed down to 4% in Q3.
- MDA marked a 21% growth, keeping the positive trajectory. Larger capacity appliances continued to drive this development.

Channel Dynamics

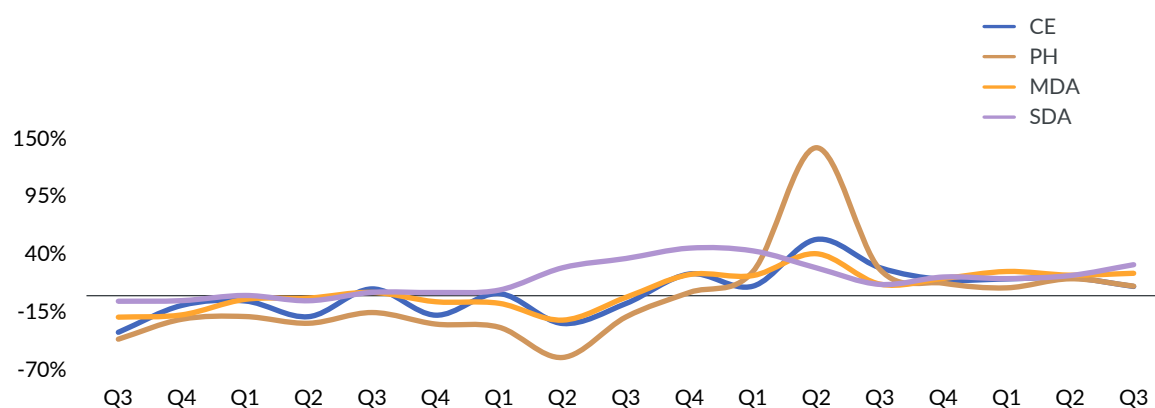
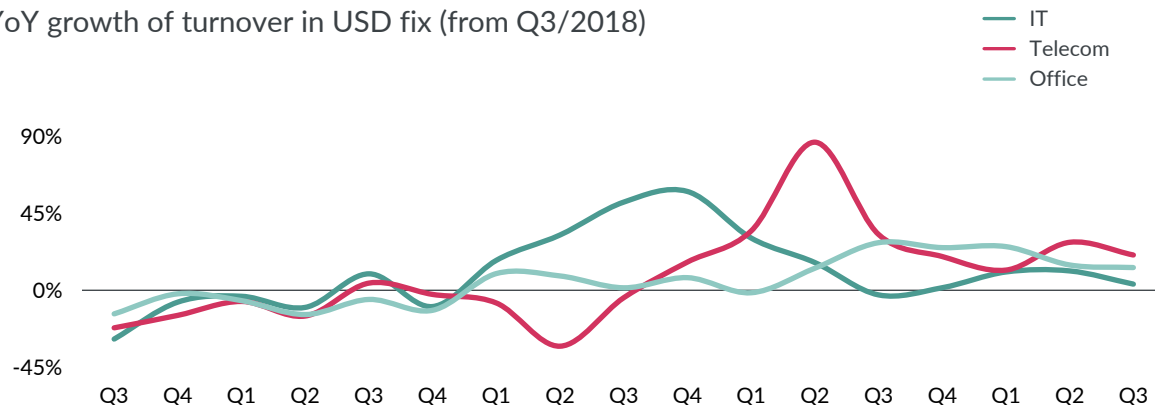


- Despite the online channel continuing a positive growth rate, the growth pace slowed down as a new baseline had been established post-COVID.
- The traditional channel saw double-digit growth, fueled by the strong performance of the telecom sector. Major domestic appliances continued to see double-digit growth in the traditional channel.

Helicopter View United Arab Emirates



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

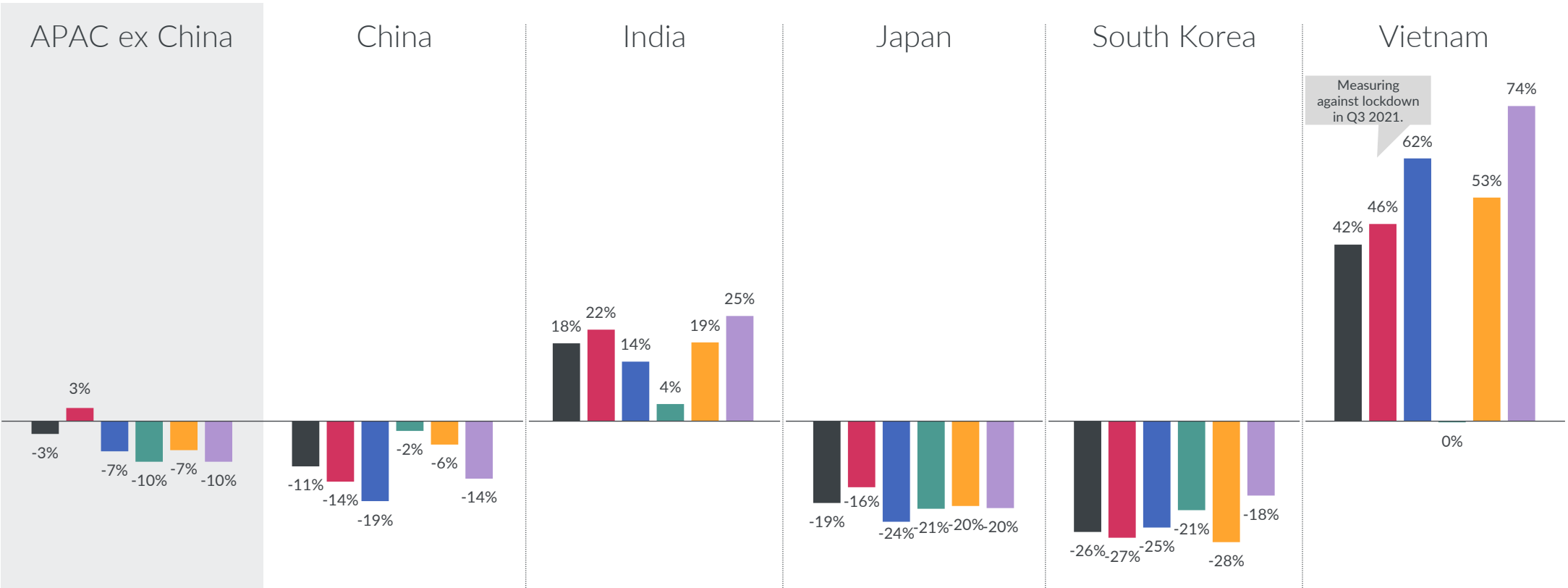


- Telecom continued to see double-digit growth, with smartphones and core wearables driving the positive performance of the sector. High-end model launches for smartphones fueled the sector growth.
- The IT sector saw a slowdown in growth, with media tablets and desk computing seeing negative performance. Mobile computing, the largest contributor to the sector, continued to see double-digit gains.
- PTV, loudspeakers, gaming consoles, and camcorders all saw positive performances in the consumer electronics sector. PTV, however, showed signs of a slowdown, potentially on the back of consumers delaying purchases in anticipation of World Cup price discounts.
- All MDA product groups continued to see positive growth YTD and QoQ. Cooling and washing machines continued to be the main contributors to the sector. Tumble dryers and dishwashers both saw double-digit growth for the second consecutive quarter.

China & Developed Asia impacted most by economic downturn.



USD growth % YoY Q3/2022



■ Tech Consumer Goods ■ Telecom ■ CE + Photo ■ IT + Office ■ MDA ■ SDA

[Click here for more countries.](#)

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN

PREV NEXT

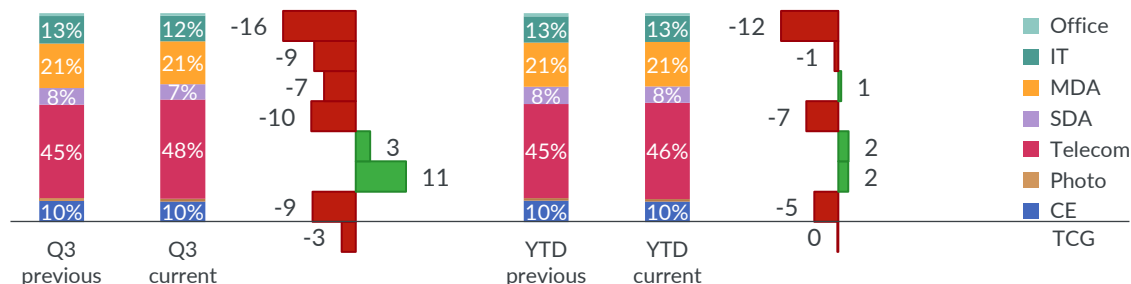
Helicopter View
APAC ex China

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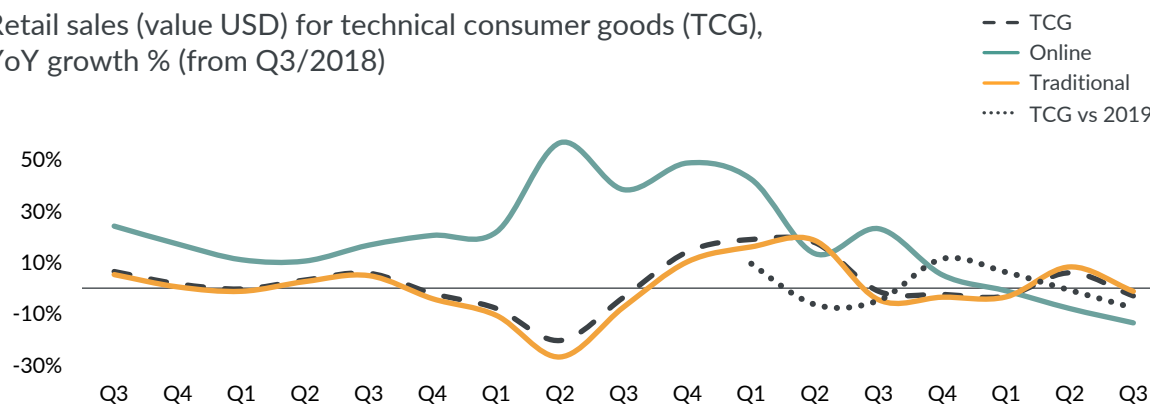
Helicopter View APAC ex China



Consumer basket and spending (value USD)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The APAC TCG market declined in Q3 2022 while YTD values were flat, helped by the telecom sector's growth which continued to be the sector with the largest contribution.
- This decline may be driven by the largest market, India, as the growth fell short of last year, when the market had just exited a lockdown and enjoyed a sales spurt.
- Other factors could include macro-trends such as economic uncertainties, a record-high inflation rate, supply issues from supply chain disruptions, or increasing costs affecting both consumers and manufacturers. Consumer confidence was also recorded to be declining in the region.

Channel Dynamics

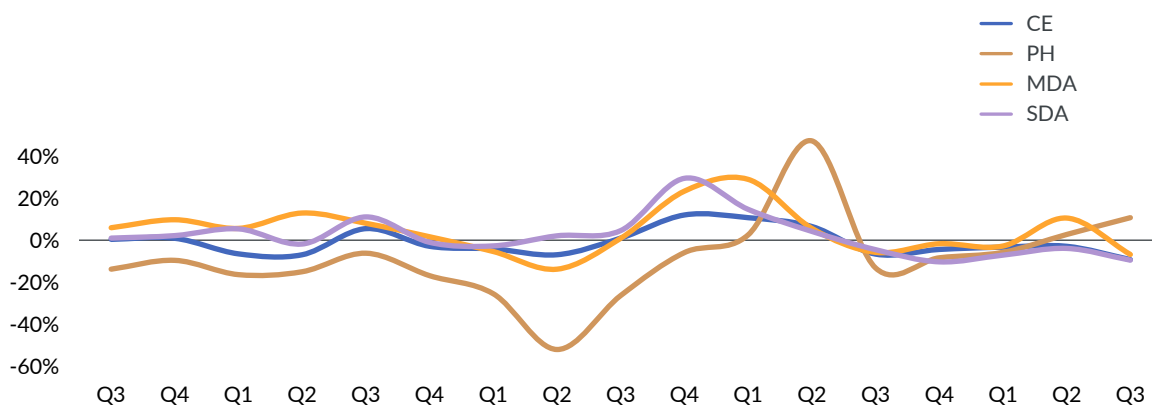
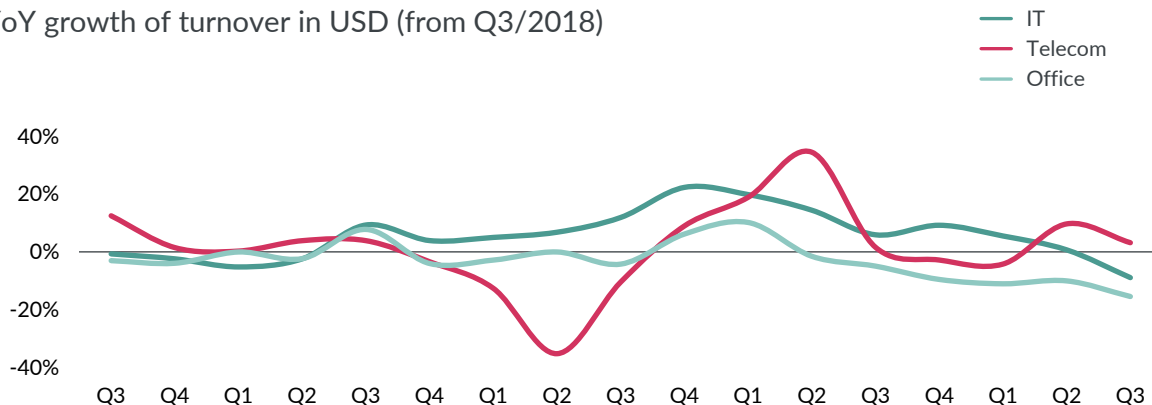


- All channels declined as an effect of the macro-trends. However, the traditional channel continued to perform better than online.
- The online channel declined further as consumers reverted to their pre-pandemic behaviors of shopping offline. This was driven by emerging markets while developed markets continued to shop online.

Helicopter View APAC ex China



YoY growth of turnover in USD (from Q3/2018)



Growing & declining product segments

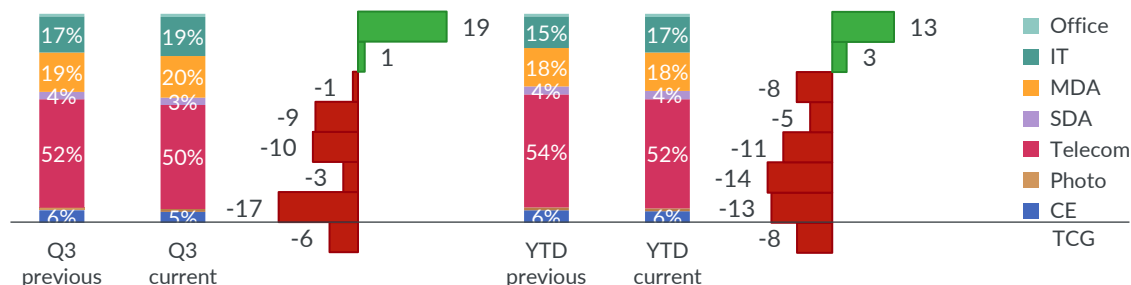


- The telecom sector grew as manufacturers continued to focus on higher-margin segments such as 5G and large-screen phablets. The quarter also saw Apple introduce their new flagships while reducing prices of predecessor models, which drove sales. The core wearables segment continued to grow, driven by health and fitness trends in the region.
- The IT sector declined for the first time since COVID. However, this was largely driven by the Indian market, which declined against a sales spurt last year in Q3 2021, freshly exiting a lockdown. Large markets such as Korea and Japan saw declines as well.
- The DA sectors declined, driven mainly by India and Korea. In SDA, air treatment showed a large decline as it experienced forward buying in the first half of the year due to weather conditions raising demand.
- The CE sector continued to decline. With the World Cup 2022 coming up, the expectation is for the sector to benefit greatly with entertainment needs driving purchases.
- The photo sector benefited with improved travel allowances, which generated demand.

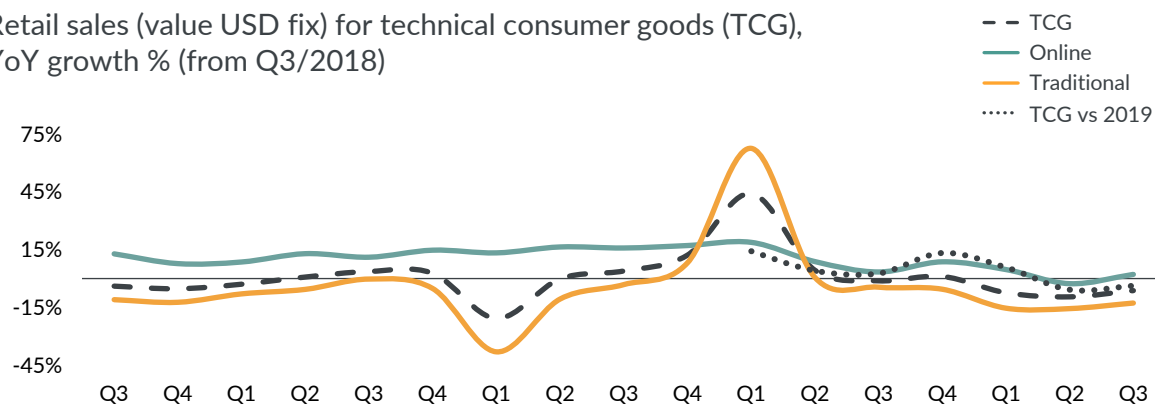
Helicopter View China



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- Computer sales increased slightly in Q3 YoY, mainly driven by notebooks, while desktops were still seen in single-digit decline.
- The decline of the MDA market in Q3 narrowed significantly, with sales value falling by only 1%, but the narrowing did not reverse the market, and the cumulative decline YTD remained at -8%.
- Due to poor offline market performance and the negative impact of COVID-19, PTV's unit sales declined by 5% YoY (with more decline in sales value), narrowing the decline compared to Q2. We estimate negative volume in Q4 (-4%), with low-price promotions and declining sales value.
- Aside from the common passive factors such as random pandemic outbursts and low consumer confidence, prolonged life cycle and insufficient product innovation also make it hard to stimulate China headphone market. Under such circumstances, we estimate a 12% decrease in volume this year.

Channel Dynamics

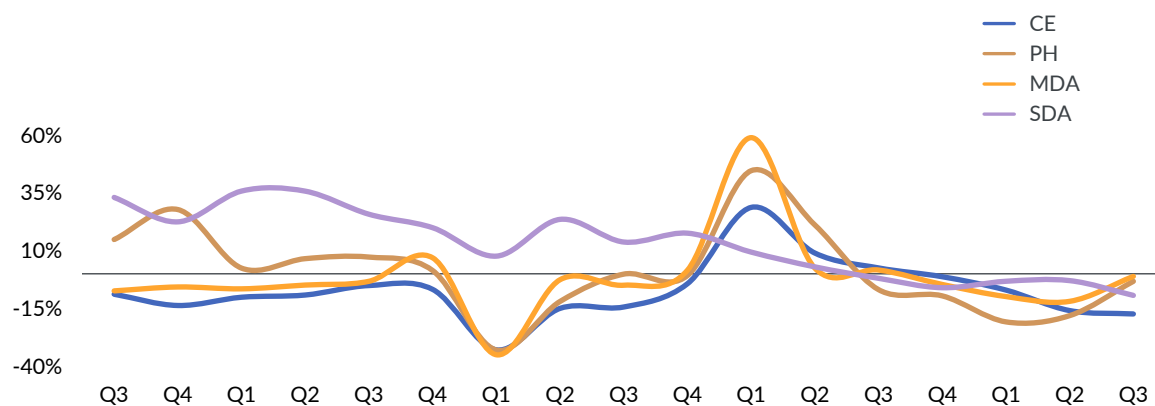
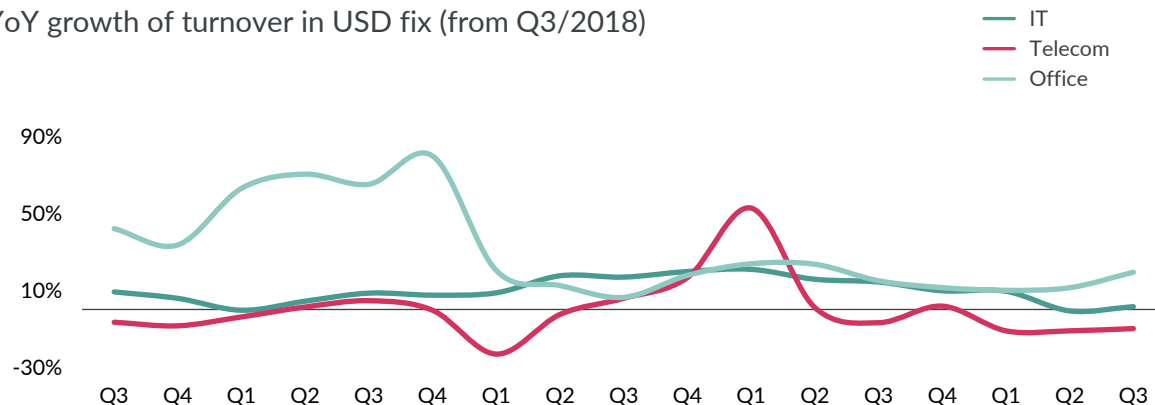


- In Q3, the total TCG market slowed down and declined by 6%. The slowdown in the rate of decline was primarily due to the online market regaining growth of 2%.
- Although the offline market declined by 12%, it improved compared with the previous two quarters.

Helicopter View China



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

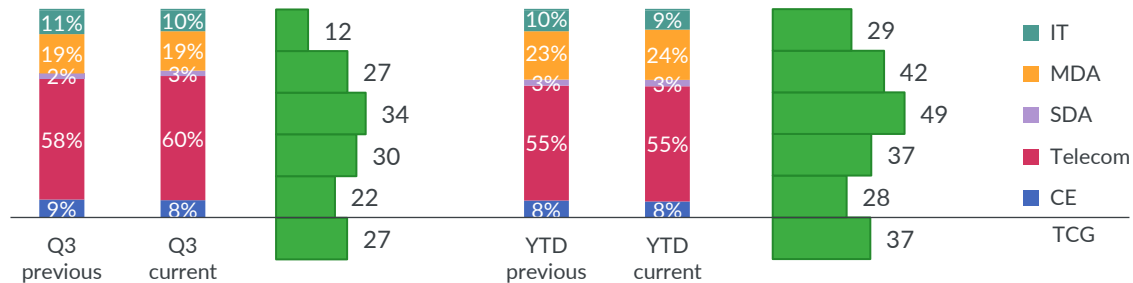


- In Q3, prices for gaming notebooks continued the upward trend, mainly because of the increased mix of premium products.
- The performance of air conditioning products was outstanding, it achieved hot sales due to hot weather, and the sales increased by 10% YoY, getting rid of the situation of sharp drop in H1.
- Local brands launched cost-effective large size TVs (over 85") with a high impact on revenue. Mini-LED kept rising with the participation of more manufacturers. "Gaming-TV" is the most important selling proposition in 2022.
- Half-automatic coffee machines were especially favored by consumers with +49% YoY growth rate.
- The media tablet market increased by 19% YoY (YTD 2022). Aside from the need for study-from-home due to the epidemic, work-from-home (with respect to e.g., knowledge management or light tasks) also contributed. So far, all top brands in the mobile industry have gotten into this market and achieved significant results.
- The camera market, especially action cams, saw a 26% drop in sales compared to last year. Despite GoPro's new product launch in Q3, the use of action cams has been less frequent as people have tended not to choose outdoor sports due to the Zero COVID policy.

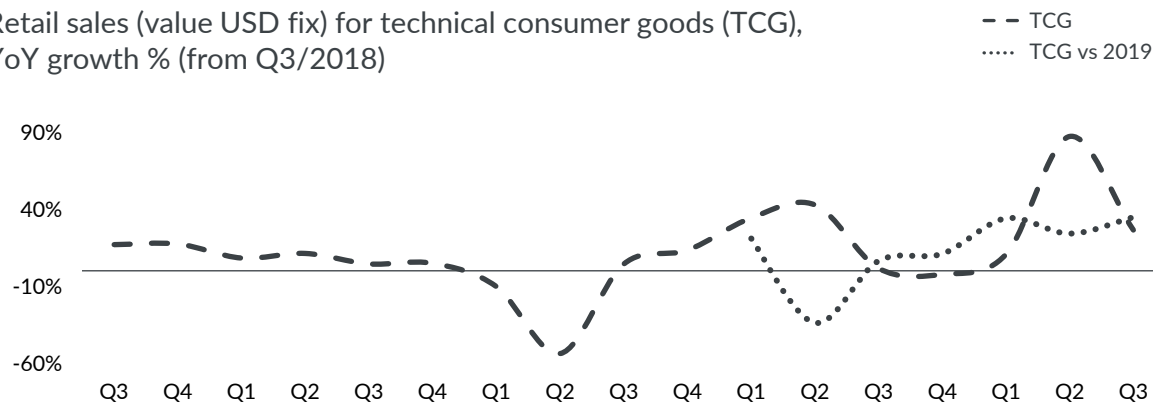
Helicopter View India



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- TCG recorded 27% growth in Q3 2022, and this growth was led largely by SDA and telecom.
- The 34% increase in SDA was due to significant growth in air purifiers, a new category in India that is gaining traction due to rising pollution levels. Electric water heaters is another high-growth category contributing to the growth of SDA.
- The IT and telecom sectors continued to show impressive growth figures as hybrid/@home culture and feature-rich experiences drove the consumer experience.

Channel Dynamics



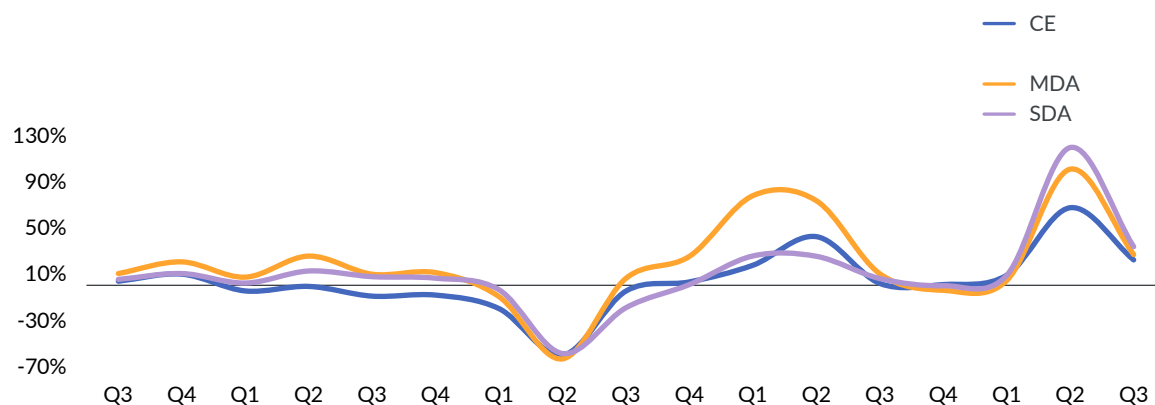
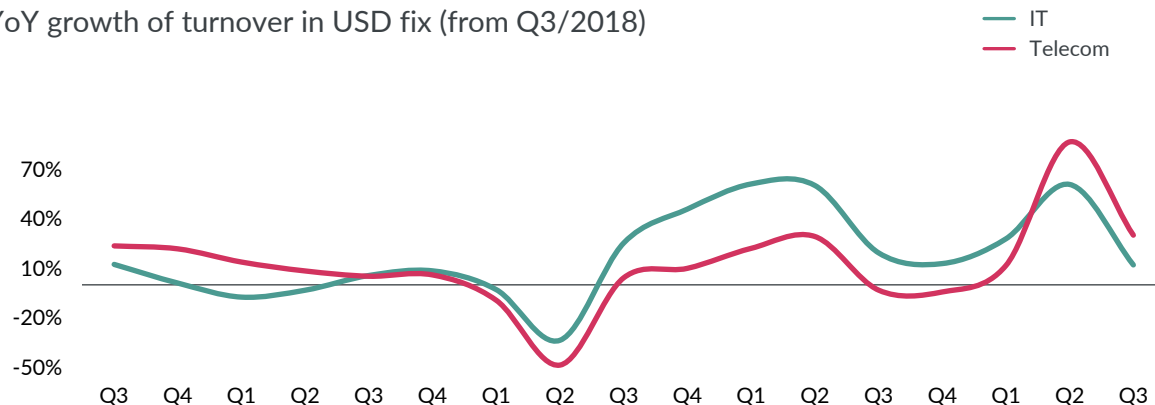
- For TCG, the growth has been inclusive of both the channels, although growth for organized retailers was significantly higher than for independent retail, at 33%. A similar trend was witnessed across all sectors except SDA.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD fix value & growth Q3/2022 vs Q3/2021, CE, Small/Major Domestic Appliances, Telecom, IT; online in India is left out as measured differently than POS panel methodology - for more information please contact your local key account manager

Helicopter View India



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



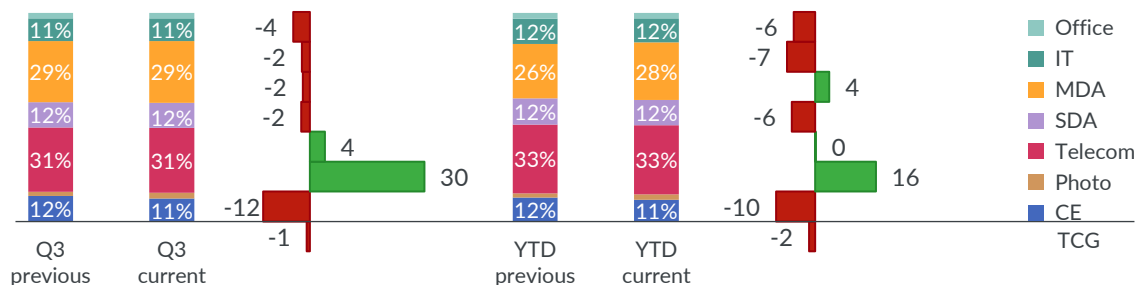
- While smartphones grew by 3% in volume, they posted value growth of 30% due to the combined effects of premiumization and price increases.
- Washing machines grew 37% in value with an increase of 28% in terms of volume vs the previous year. The cooling category also saw growth of 25% in value, with 19% growth in volume.
- Air conditioners recorded value growth of 21% while witnessing growth of only 14% in terms of volume due to the end of summer.
- PTV saw value growth of 22% with volume growth of 21%.
- Laptops posted 11% volume and 3% value growth YoY.
- Within TCG, electrical water heaters witnessed the highest growth, at 84% in terms of volume and 81% in terms of value growth YoY.
- Air purifiers witnessed growth of 86% in terms of volume and 76% in terms of volume.
- Food preparation experienced 31% value growth and 29% volume growth YoY.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD fix value & growth Q3/2022 vs Q3/2021, CE, Small/Major Domestic Appliances, Telecom, IT; online in India is left out as measured differently than POS panel methodology - for more information please contact your local key account manager

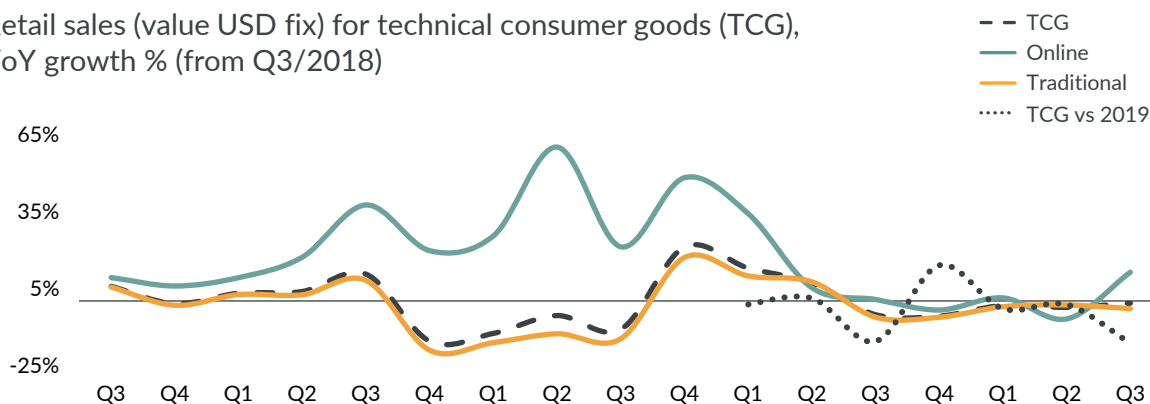
Helicopter View Japan



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The Japanese TCG market decreased by 1% YoY. In general, the sectors which had grown from 2020 to 2021 were stimulated by COVID-19. Since the second half of last year, once the impact of COVID-19 had calmed down, the market has continued to go below the previous year's level.
- The rate for "willingness to buy durable goods," one of the component indicators of the consumer confidence index released by the government, continued to decline in September, down 2.5 points from the previous month.
- In addition, the weak JPY caused component prices to soar, leading to price hikes for many products. The consumer price index rose by 3% YoY in September, while household durable goods, including home appliances, rose by about 11%.

Channel Dynamics

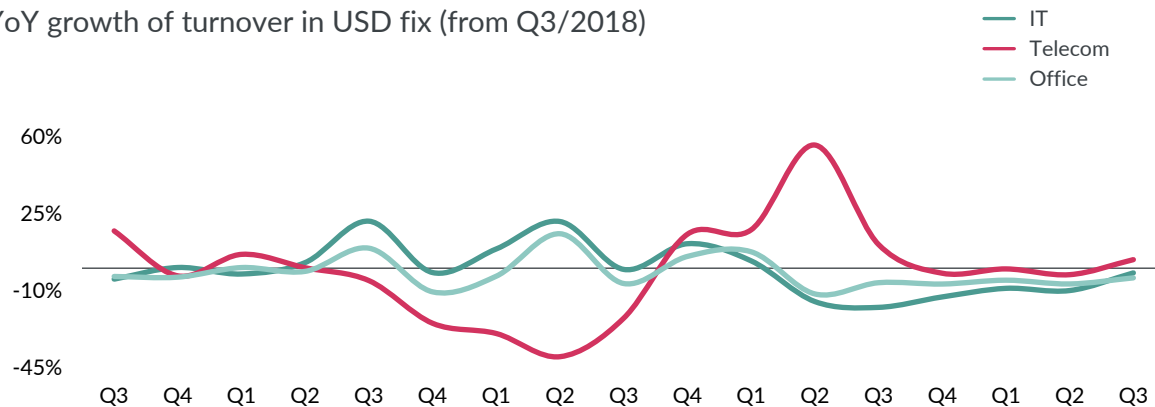


- In Q3, online sales grew by 11% YoY, while offline was -3%. The main reason for the online growth was that one of the largest online sales events was held in July compared to June in the previous year. The offline market was negatively impacted by the online market.

Helicopter View Japan



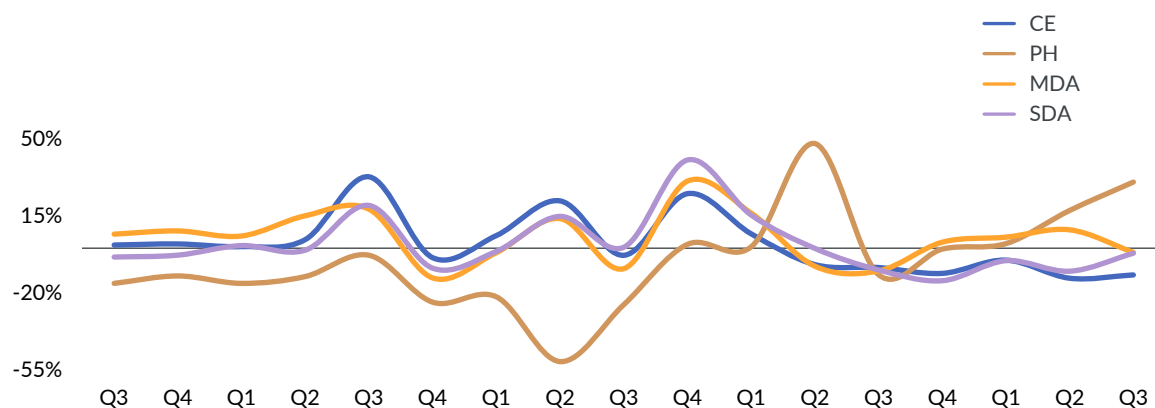
YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



- IT, office, and CE sectors slowed down in Q3 because they enjoyed strong demand under the COVID-19 pandemic. However, there are signs of a gradual recovery in demand.
- The telecom market rose by 4% YoY in Q3. This strong demand was stimulated by new product releases.
- Owing to the relaxation of travel and event restrictions, the photo market was in a recovery trend. Mirrorless cameras in particular boosted the market.
- The MDA market was supported by steady replacement demand for refrigerators and washing machines, but it went below the previous year's level due to weak performance by air conditioners.
- The products which had grown during the COVID-19 pandemic, such as kitchen appliances and air purifiers, shrank, and this affected the SDA market negatively.

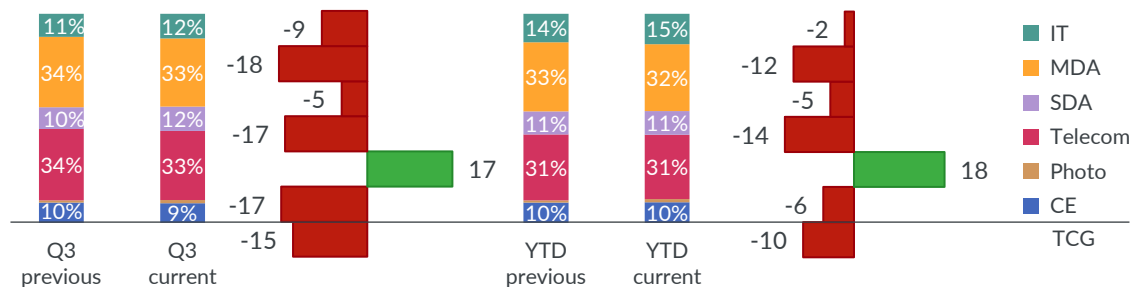


Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

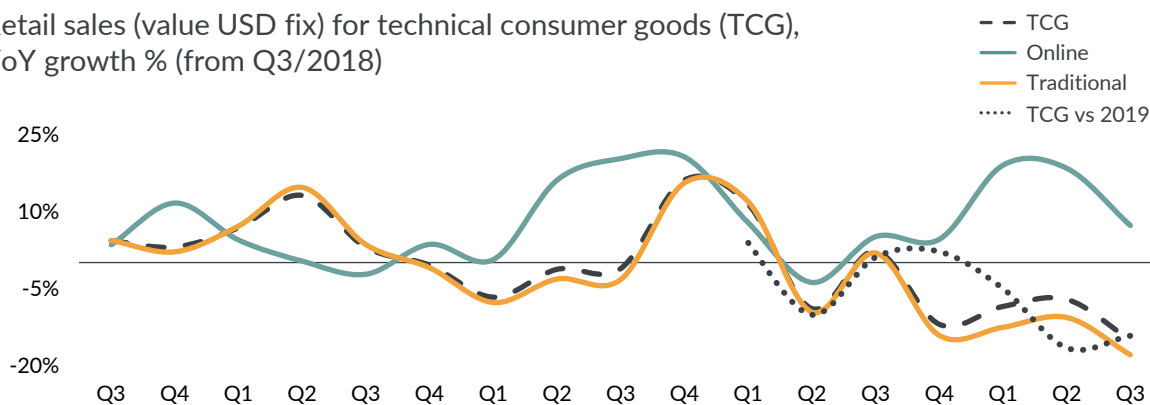
Helicopter View South Korea



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Q3, the small negative trend of SDA compared to other sectors was related to the resolution of supply issues for major global brands. Especially in the case of Dyson, there were some items on backorder due to intermittent stock arrivals.
- Therefore, the growth situation of the SDA market is better than that of other sectors (except for photo), but it is not a sign that the market recovered.

Channel Dynamics

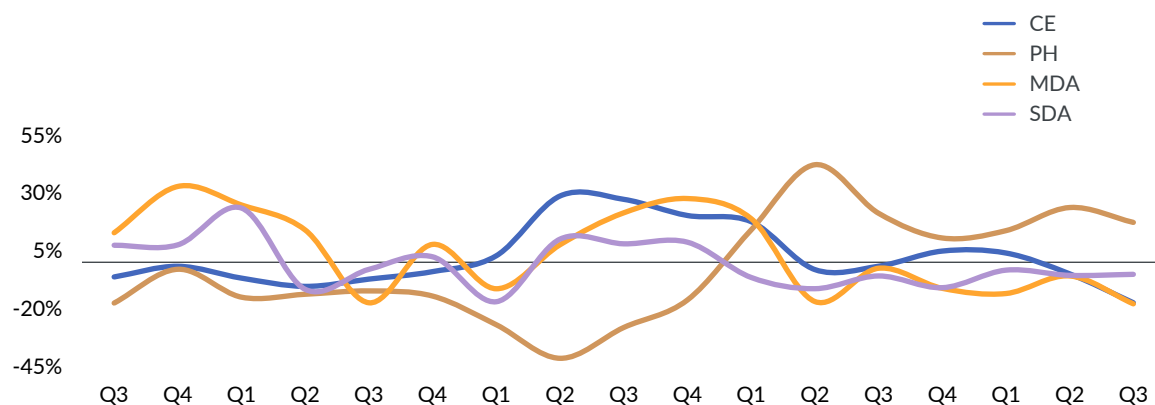
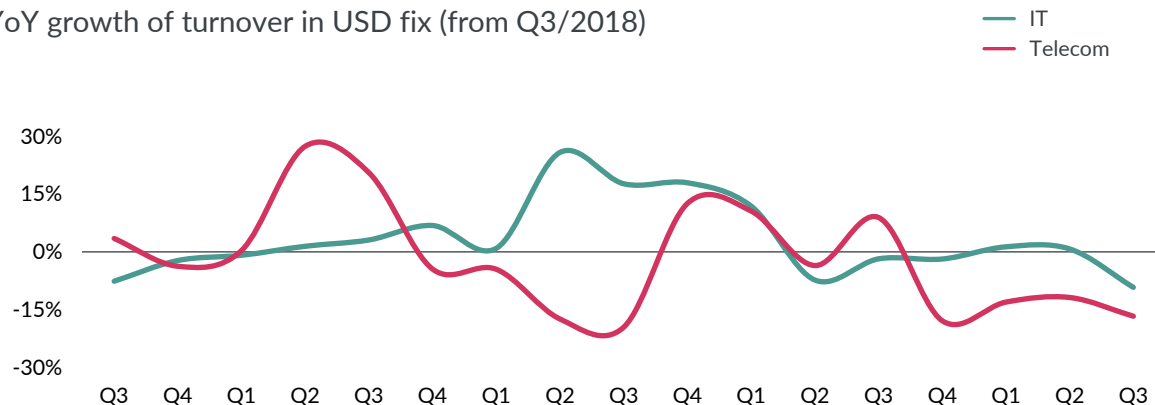


- The growth rate of the Korean TCG market in Q3, both online and offline, slowed compared to Q2. For online, fortunately, the growth rate remained positive.
- Offline sales recorded the largest negative growth in three years. Despite poor overall market conditions, the positive part is that the growth rate has increased slightly compared to Q3 of 2019. Major offline retailers were not able to overcome the decline in sales caused by worsening consumer sentiment due to high interest rates and high prices in the market, and these retailers are gradually reducing inefficient stores.

Helicopter View South Korea



YoY growth of turnover in USD fix (from Q3/2018)



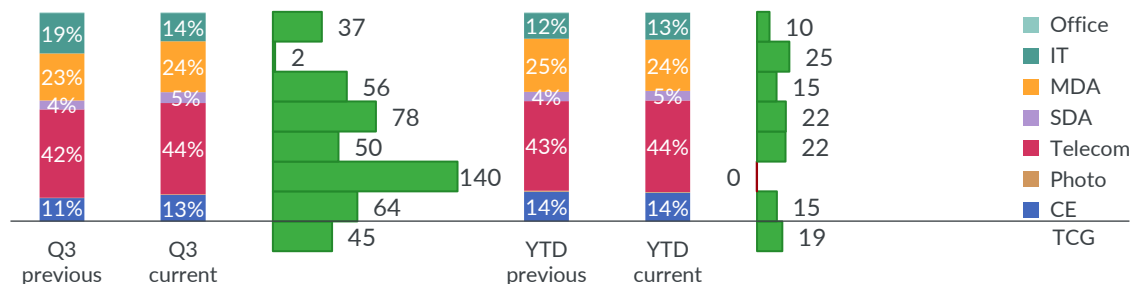
Growing & declining product segments

- The demand for smartphone replacements continued to decline in the wake of the economic recession and interest rate hikes.
- Most of the products released recently have been 5G models. We are seeing a decrease in sales from mobile phone stores, which had been strong in the past, as smart consumers' purchasing patterns have changed due to a high monthly 5G fee, online SIM-free phone purchases, used phone purchases, and MVNO USIM purchases rather than product purchases at offline stores.
- Laptops showed a steep decline in demand beginning in Q3 due to the continued economic uncertainty and market saturation.
- During the 1st half of the year, market premiumization prevented sales from decreasing despite deceleration. However, from Q2 on, the market was already cutting shipments of consumer laptops, and this was followed by a steep market decrease in Q3. Peripheral devices such as keyboards and storage devices were also affected, which brought decrease to the overall IT market as a result.

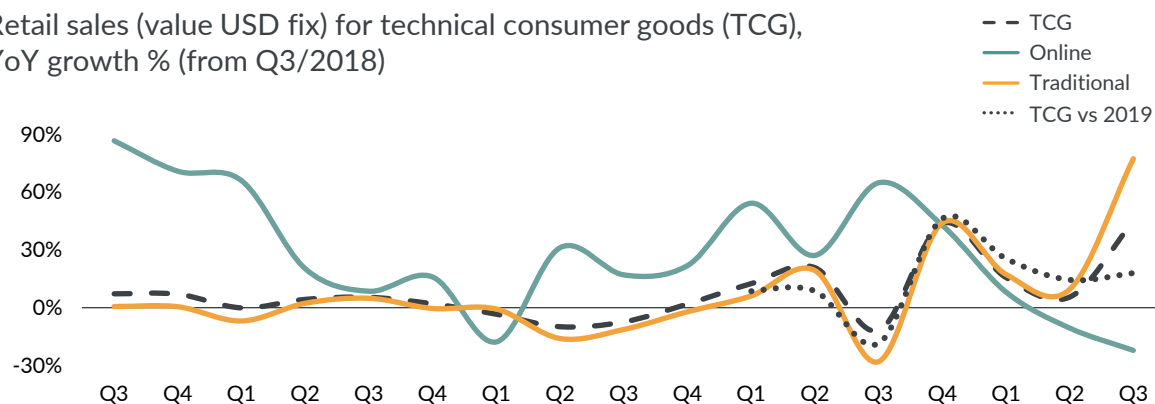
Helicopter View Vietnam



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Q3 2022, the Vietnam TCG market recorded 45% value growth YoY. As the economy experienced a full lockdown in Q3 2021, the low base from the previous year was the main factor driving this growth.
- Photo noticed the highest increase, with triple-digit growth due to high demand from consumers for travel after a frozen year. The main increase belonged to both the compact with changeable lens segment and the DSLR segment. The photo specialist channel led the market revenue. However, the contribution of the photo category was still small overall.

Channel Dynamics

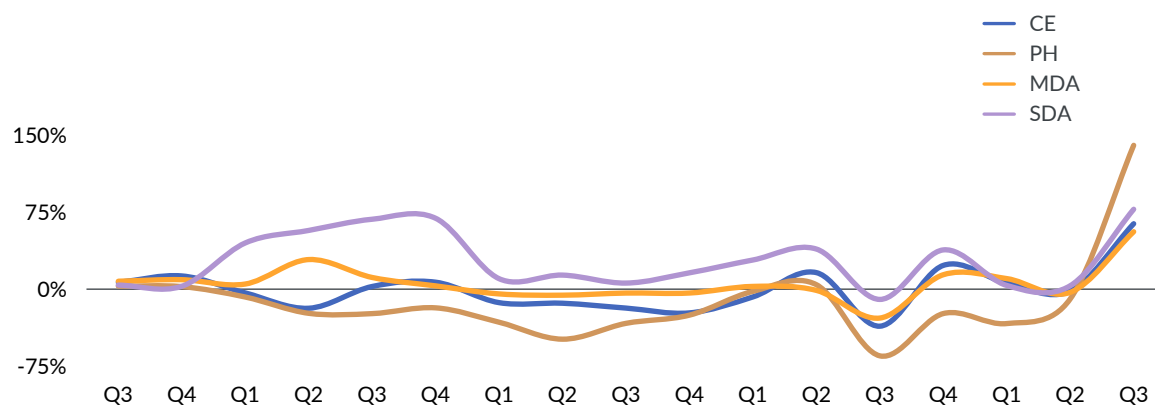
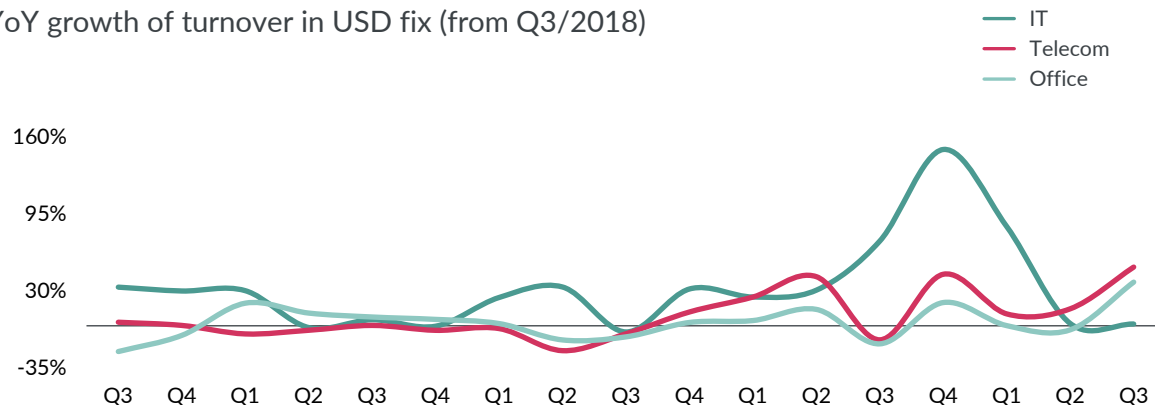


- Growth of traditional sales was above last year's base and kept increasing from Q2 2022 till now. On the other hand, after a peak in Q3 2021 (the lockdown period), the Vietnam online channel kept declining as consumers reverted to their pre-pandemic behaviors of shopping offline.

Helicopter View Vietnam



YoY growth of turnover in USD fix (from Q3/2018)



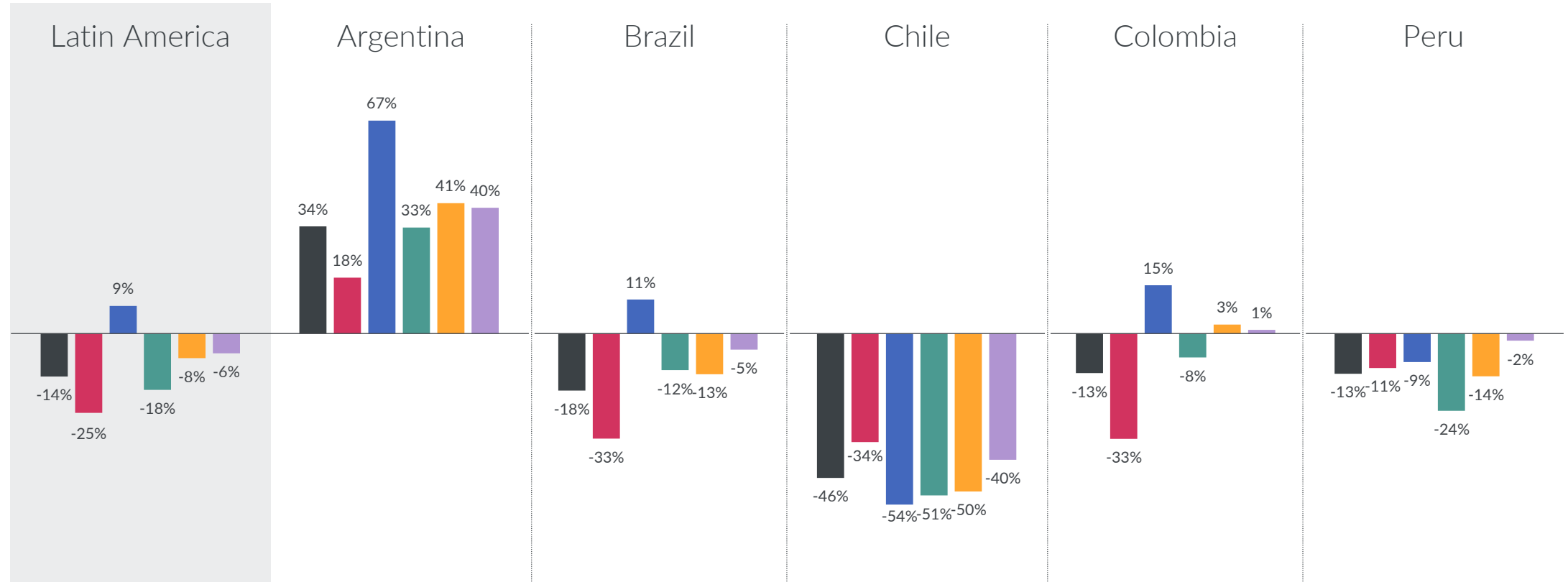
Growing & declining product segments



- The Vietnamese smartphone market marked the highest growth in nearly two years thanks to increasing demand for the mid and premium segments. Regarding channels, traditional retail and chain-stores resumed their performance and achieved healthy growth compared to the same period last year. The smartphone market is predicted to increase in the next years thanks to adoption of 5G as a government plan.
- MDA products entered the downtrend in Q3 as the air conditioner market came to the end of the peak season, along with the stagnation of cooling as the premiumization in this market slowed down. However, the YoY growth of this quarter remained decidedly positive thanks to a better COVID-19 situation with no curfew or travel restriction this year.
- SDA also had strong YoY growth against the same quarter last year. In addition, this market also witnessed positive growth compared to the last quarter, especially in value, thanks to the strong gains made by robotic vacuums in the online channel.
- Similar to other industries, CE also witnessed a sharp increase in Q3 2022 due to the low PY base. Following this momentum, the CE market is expected to have positive growth in Q4, as well, thanks to the FIFA World Cup 2022 event and early 2023 Chinese New Year.

Dynamics vary in comparison to 2021 baselines. Inflation and conversion of currency impact sales.

USD growth % YoY Q3/2022



■ Tech Consumer Goods
■ Telecom
■ CE + Photo
■ IT + Office
■ MDA
■ SDA

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | Latam: AR BR CL CO CR EC GT HN PA PE

World

Western Europe

Eastern Europe

Middle East,
Turkey & Africa

APAC

Latin America

Argentina

Brazil

Chile

Colombia

Peru

PREV

NEXT

Helicopter View

Latin America

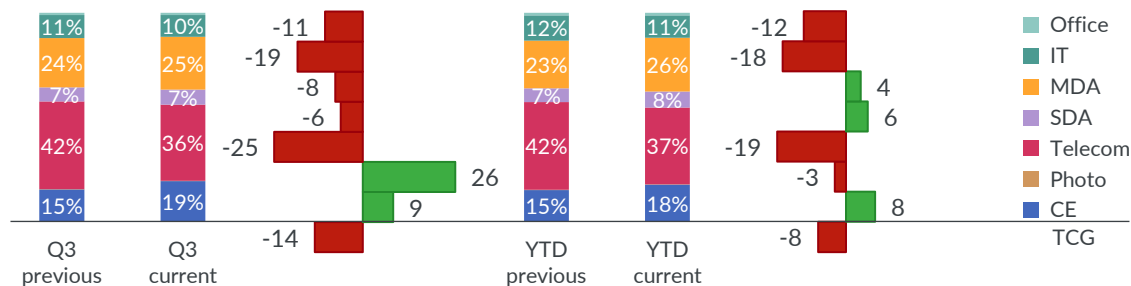
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✉ Gisela.Pougy

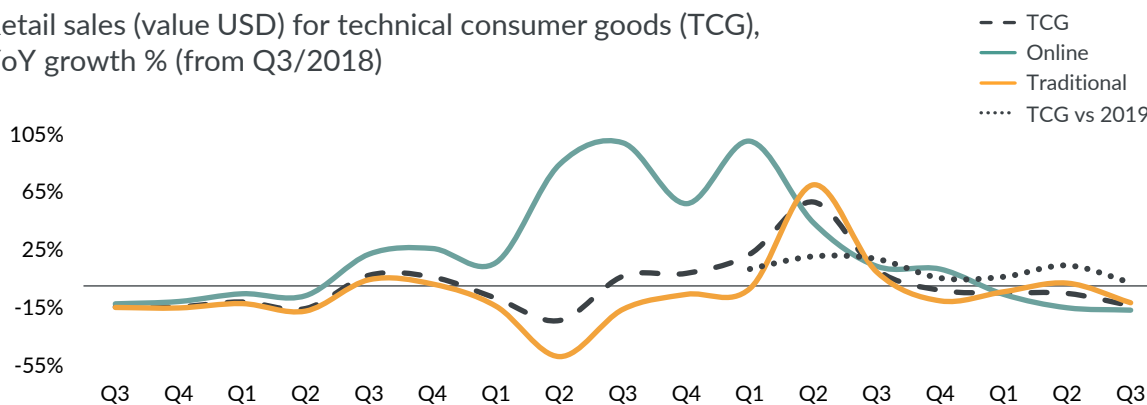
Helicopter View Latin America



Consumer basket and spending (value USD)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- For 2022, the macroeconomic scenario is not at all favorable for TCG products in LATAM due to high levels of inflation in all countries. Currency devaluations are putting a lot of pressure on prices.
- The demand for electronics continued to slow down in LATAM overall, following positive figures since the start of the pandemic, especially for the IT sector.
- Domestic appliances continued to show high demand after a positive 2021.
- Consumer electronics started to show an increasing trend after struggling in 2021.

Channel Dynamics



- Even with a flatter scenario overall in all channels, online has become a stronger player in LATAM.

World

Western Europe

Eastern Europe

Middle East,
Turkey & Africa

APAC

Latin America

Argentina

Brazil

Chile

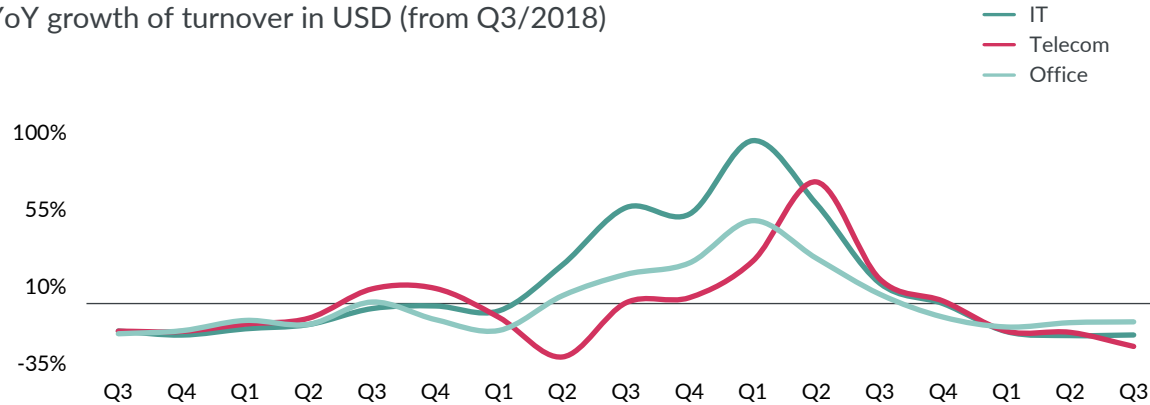
Colombia

Peru

Helicopter View Latin America



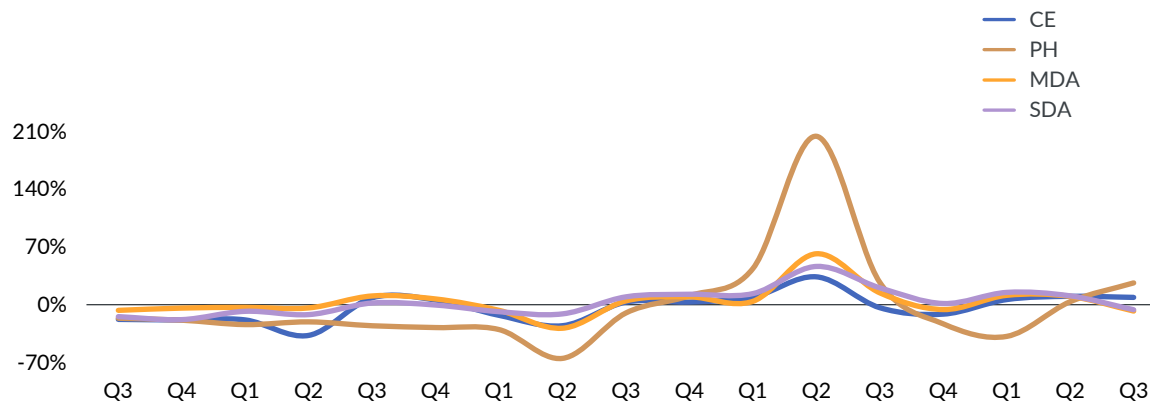
YoY growth of turnover in USD (from Q3/2018)



Growing & declining product segments



- Most traditional digital categories experienced a modest start in 2022.
- This was expected for IT categories after a very good performance since the start of the pandemic.
- The CE sector finally showed an increase, and TV sales might be a focus in 2022 since we are having the soccer world cup. The anticipation of sales has already started and should intensify in Q4.

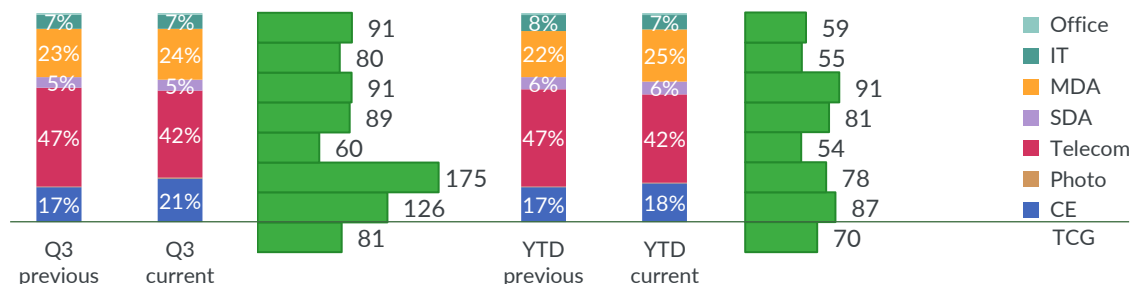
Helicopter View
Latin AmericaAuthor:
Gisela Pougy
(MI Lead)✉ Gisela.Pougy

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office | Latam: AR BR CL CO CR EC GT HN PA PE

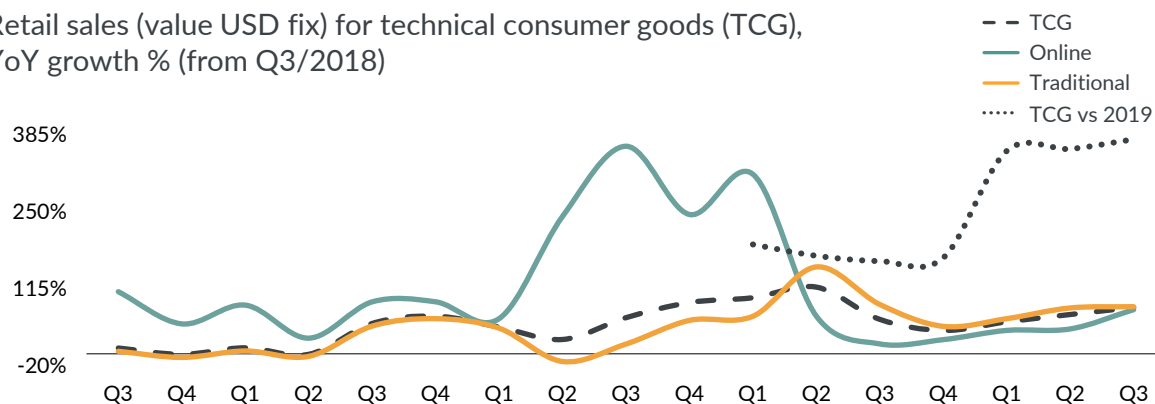
Helicopter View Argentina



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The significant growth of the market in terms of value is explained by an increase in relative prices, an increase in units sold, and currency devaluation.
- During Q3 the prices of the T&D market had a significant increase in most categories. It is worth noting that the year-on-year inflation in Argentina is 83%.

Channel Dynamics

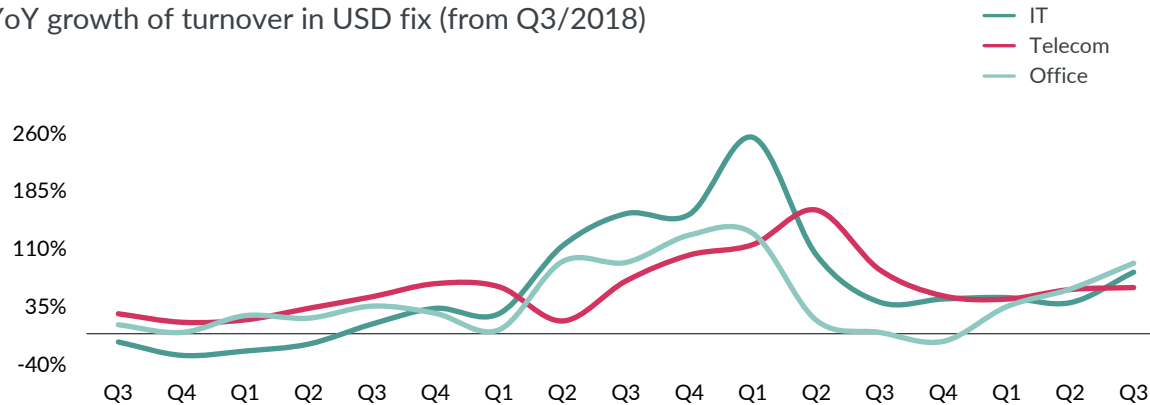


- All channels show growth. Online has maintained its stable share since July 2021.

Helicopter View Argentina



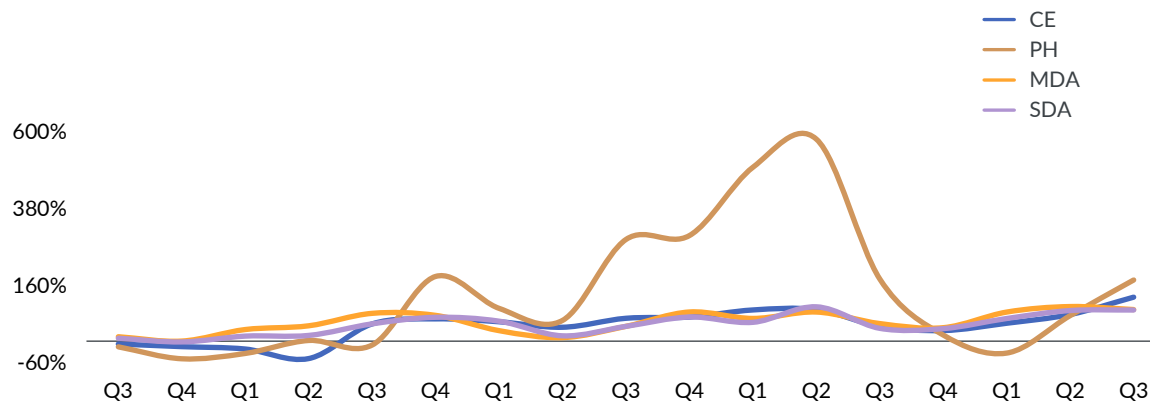
YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



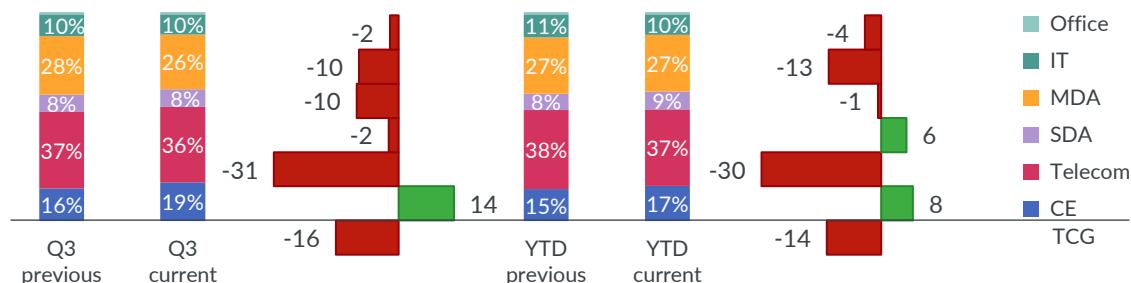
- Total market growth is leveraged by SDA, MDA, and CE.
- The variation in prices in most sectors was behind the variation in inflation. The performance of the sectors that grow the least is not explained by the variation in prices, but by availability (import restrictions).



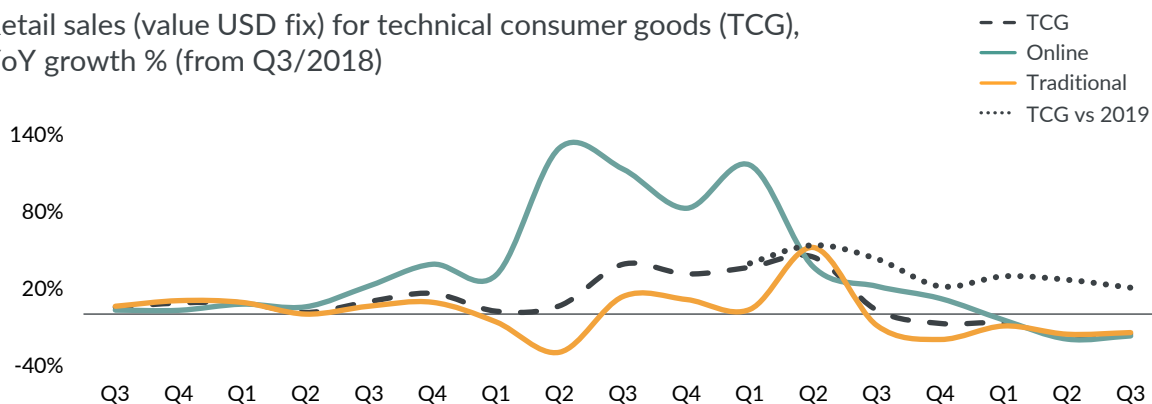
Helicopter View Brazil



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights

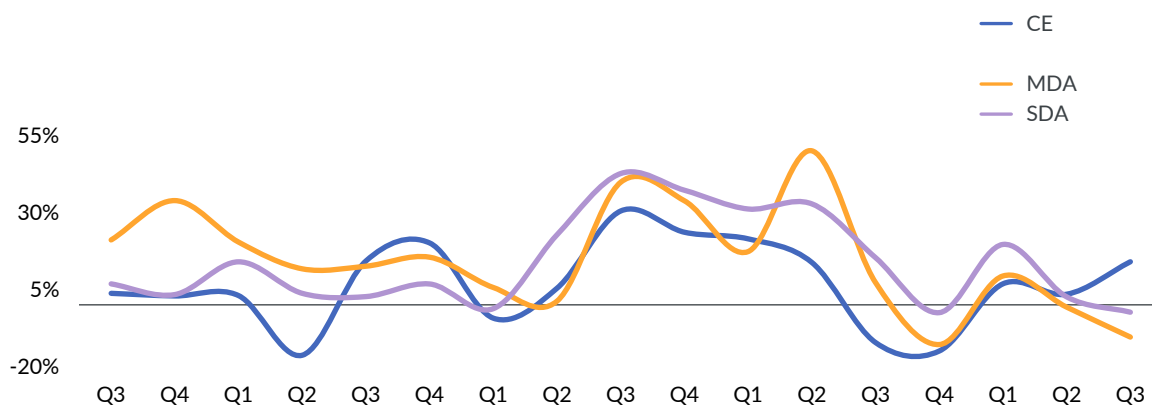
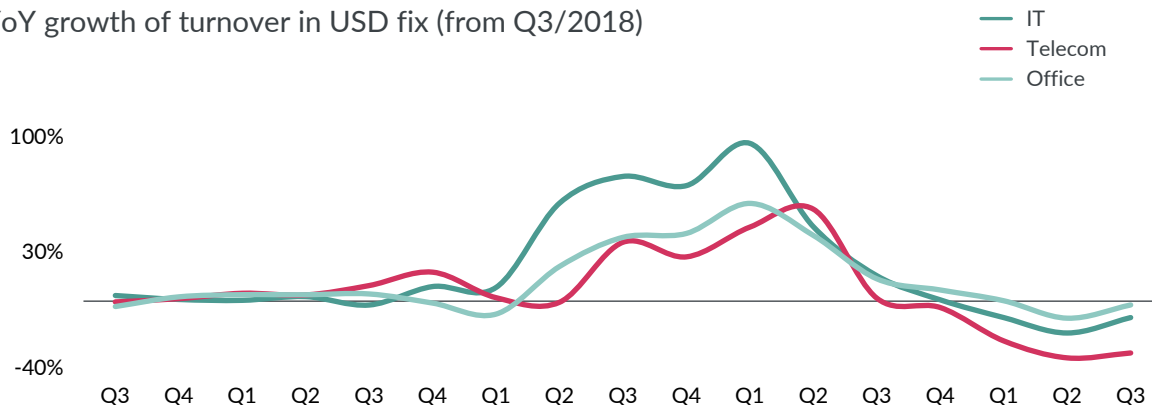


- The drop in the IT market continued to stabilize, and little by little the market recovered from a weak Q1, but still there was a downward trend compared to the high demand generated by the pandemic. Monitors and gaming lines are the segments that stand out with positive trends.
- Within SDA, an increase in average rainfall and a decrease in average temperature (SE and NE regions), in addition to out-of-home food consumption growth, impacted results negatively, as sales of two key categories (fans and food prep) plummeted YoY.
- For MDA, the first 4 months of the year were good with a good January due to seasonal sales and physical stores reopening between March and April. The 3rd quarter as the weakest one in 2022, putting a lot of expectation on the last 3 months of the year with Black Friday and Christmas.
- After a year of decline, CE started to recover its performance. The double-digit growth in Q3 (+14%) is a trend due to the proximity of Black Friday and the World Cup. Together, these events tend to accelerate the last quarter, closing the year positively.
- Even after a huge period of decline during the pandemic, telecom showed difficulty achieving levels of long-term growth at YTD results. The lower tier was the principal factor that impacted the results negatively in Q3.

Helicopter View Brazil



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

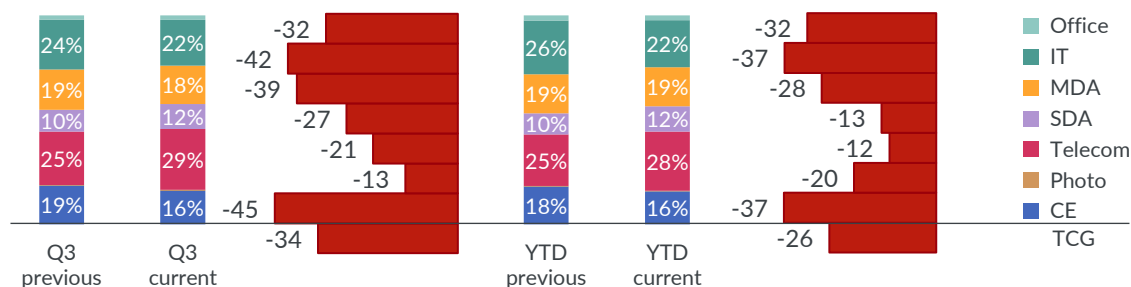


- The negative trend of notebooks attenuated but was still in a double-digit drop (-16% YTD). Desktop computers and monitors showed growth and helped to hold the trend for IT.
- The 5G technology (present for a while now in five Brazilian cities) heated the SMP market mainly in the upper tier. The low rate of adoption and the difficulty reaching big cities impacted the results, even when the brands decreased the average price tag.
- Fryers maintained high double-digit growth (+22% in units) in Q3 YoY, while garment steamers, the other strong performer within SDA, decelerated considerably, by 6%. Conversely, fans and food preparation fueled overall SDA decline, accounting for 67% of the sector's unit sales drop in Q3 YoY.
- In Q3, washing machines (-5%), cooking (-15%), and cooling (-14%) suffered from low demand. "Pandemic" categories like dishwashers and wine cabinets posted the strongest declines. Freezers and tumble dryers were the positive segments, growing 3% and 9% respectively.
- The main CE segment PTV accelerated due to the anticipation of Black Friday and the World Cup. In addition, two relevant trends for this segment are the market movement towards 60"+ displays (YTD +21%) and accelerated growth in the online channel (YTD +12%).

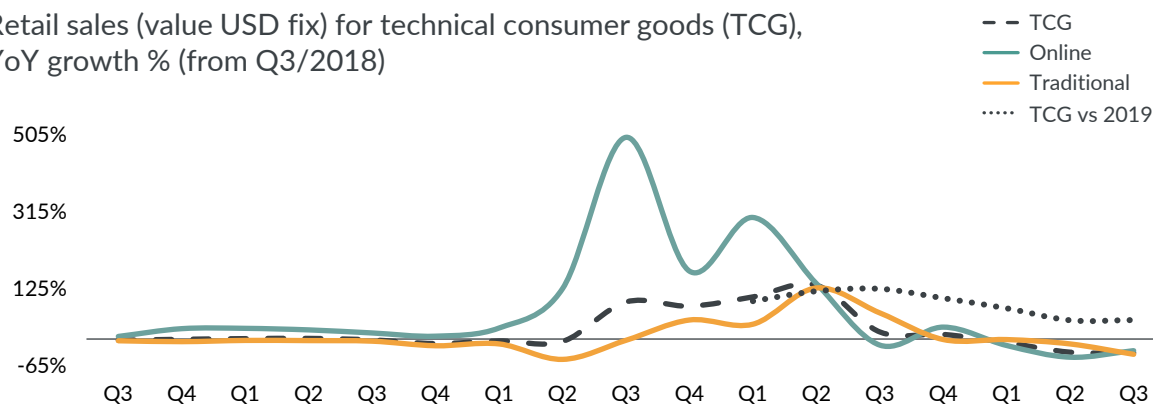
Helicopter View Chile



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The slowdown in the economy due to inflation (accumulated inflation 13.5%) and the continued rise in exchange rates negatively affected Q3 sales in all categories.
- Consumption is negatively affected by uncertainty about the country's future stemming from the population's dissatisfaction with the current government and the global political-economic situation.
- Telecom continued to lead the TCG categories, although sales volume fell while prices raised around 21% this year.
- MDA continued its downward trend given the lack of money in circulation and the high replacement rate in this category in the previous year. SDA showed the least decrease thanks to wintertime products, due to a particularly cold winter.

Channel Dynamics

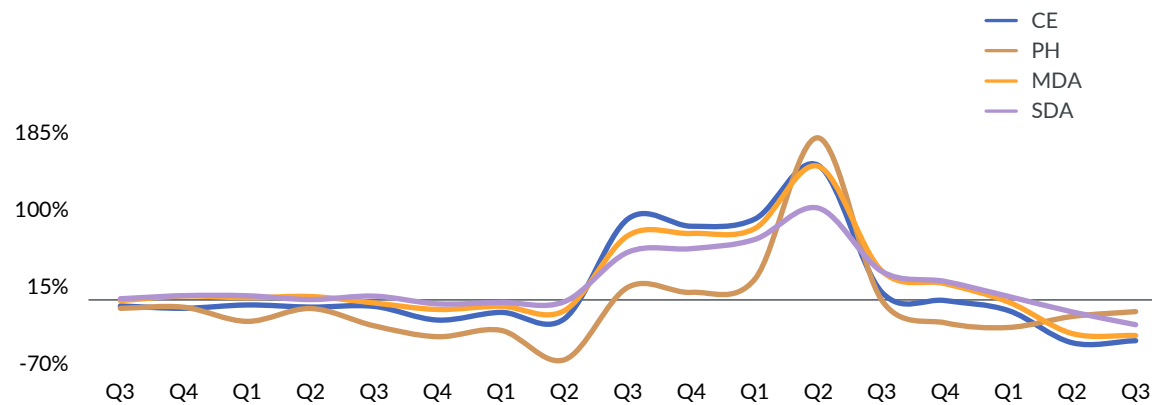
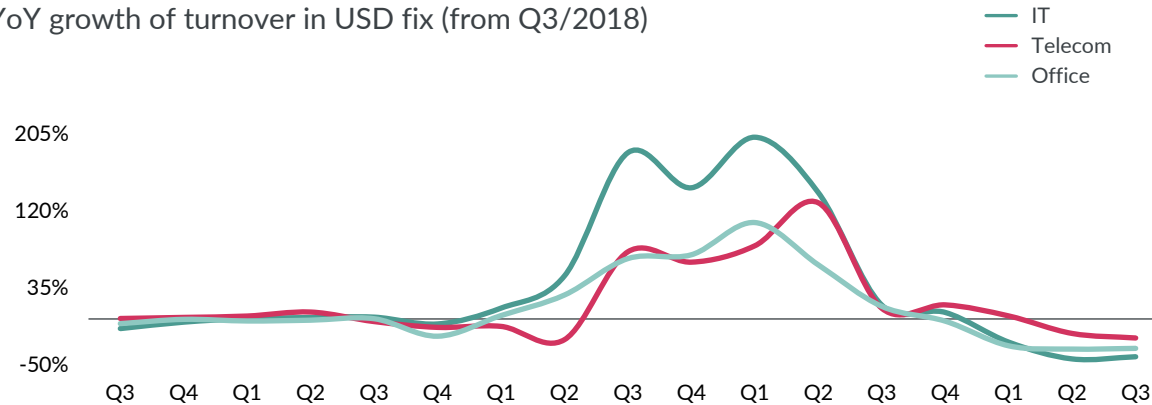


- The traditional channel continued to drop. Malls had fewer people in them. In Q3, people have less cash and more holidays and winter vacations, so the money is taken up by recreational activities, to the detriment of the IT, CE, and MDA categories.
- The online channel remained stable in Q3, mainly due to the telecom and SDA categories.

Helicopter View Chile



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



- The IT and office sectors stabilized sales and maintained their curve since Q2, well below previous year values.
- Telecom posted stabilized sales in revenue, as well, but showed a strong drop in units due to price increases caused by inflation. The 64GB iPhone 11 maintained 1st place among popular products in the category.
- The CE sector stabilized compared to Q2, mainly because of PTV (CL does not participate in the World Cup).
- MDA decreased 39% compared to Q3 2021. Cooking posted the lowest drop (-10%) while cooling and washing machines experienced -20%.
- SDA reported a downswing of 27% due vacuum cleaners (-25%). Food preparation and MWO both fell (-11%).

PREV

NEXT

Helicopter View
Chile

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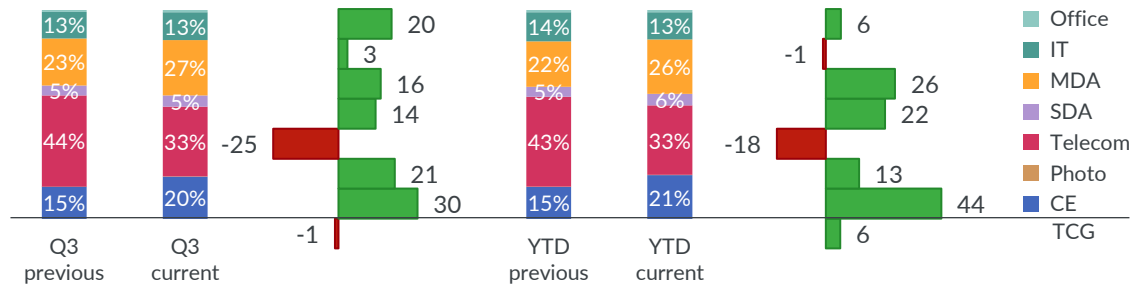
✉ JuanCarlos.Montes

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. North America), USD fix value & growth Q3/2022 vs Q3/2021, CE incl. Multifunctional Technical Devices, Photo, Small/Major Domestic Appliances, SDA incl. Personal Diagnostics, Telecom, IT, Office

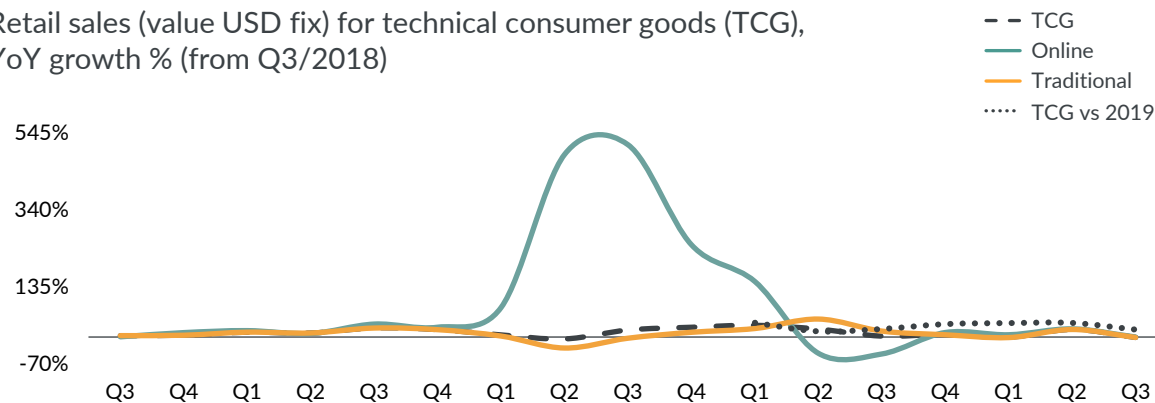
Helicopter View Colombia



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- The market showed a decrease in both LC and USD vs Q3 2021 and Q2 2022. This is due to previous period seasonal promos. Q3 2022 shows the same trend from Q1 2022, which was a period following strong seasonal promos (No-VAT Day). Changes in the channel structure (retailers moved from MM to CES) and new retailers could still generate some impact in H2 2022 vs previous years.
- Although telecom and IT maintained their share of the TCG market, their performance decreased. CE and MDA growth is expected to continue for PTV, cooling, and washing machines thanks to the World Cup and strong promo seasons for the end of the year (the last 2022 No-VAT Day was canceled) despite the global and local economic situation (inflation, USD exchange rate).

Channel Dynamics

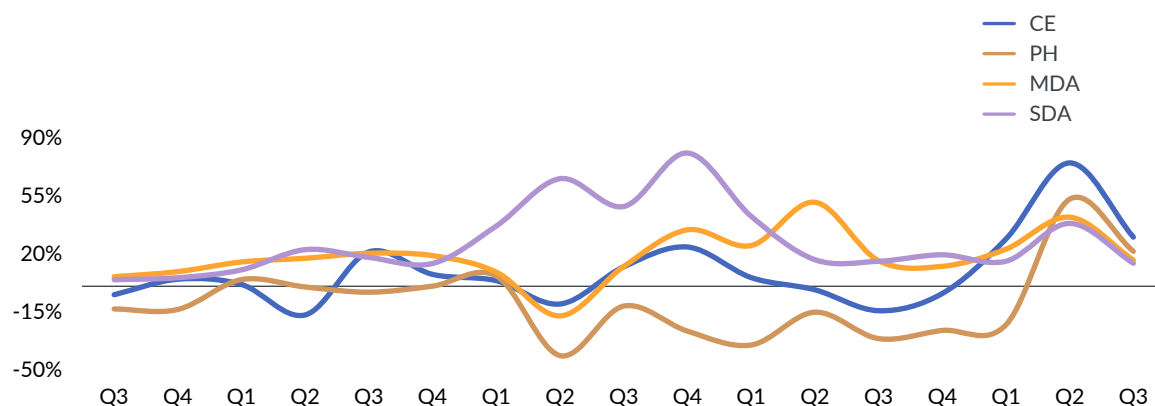
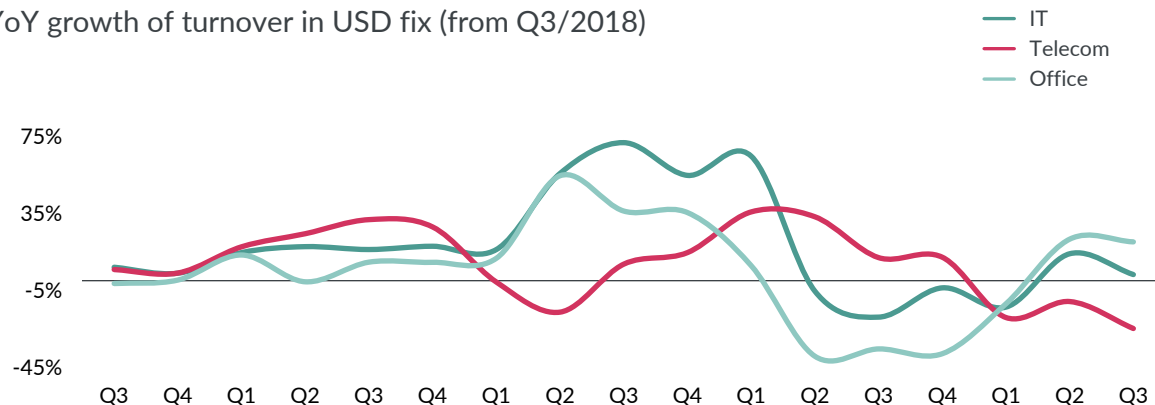


- The online channel is expected to have 30% growth in Q4 due to all the promo dynamics (Black/Cyber days), as opposed to the offline channel, which is expected to maintain its performance on Christmas and New Year's Eve season.
- MM and CES maintained a good performance after strong No-VAT Days. With the World Cup season ahead, we are expecting to see slight growth, depending on retail discount dynamics.

Helicopter View Colombia



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments

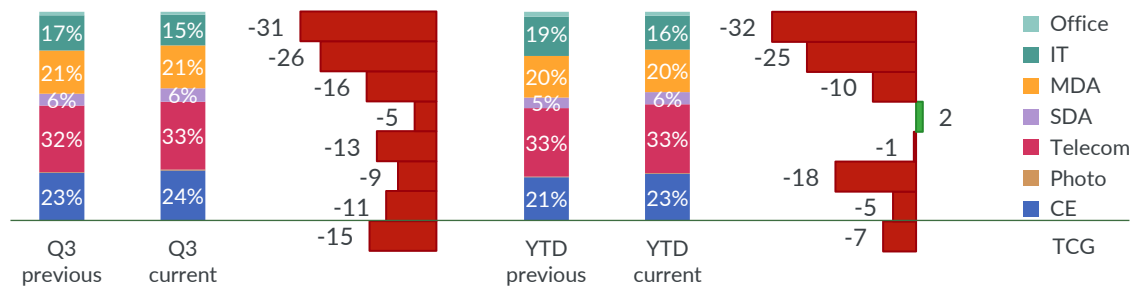


- Telecom posted a decrease in both volume (-2%) and value (-7%) vs Q2 due to the positive impact of the second VAT-Free Day in June. SMP witnessed a good performance by Samsung and Motorola in mid and mid-high segments, capitalizing shares over Xiaomi.
- CE had important changes in trends and brand share. PTV showed great impact and positioning of Chinese brands, as well as the establishment of almost 90% unit share by 9th-generation video game consoles. CE is expected to close the year at double-digit growth, mainly driven by the World Cup season.
- MDA had the highest share of the total market in a World Cup year, with 26% market share versus 21% in 2018 & 2014. The sector was led by cooling and washing machines, but freezers showed the greatest growth.
- SDA showed a decrease in volume and a slight increase in value vs Q3 2021. Fryers continued to be the category with the largest participation in the sector, mainly driven by premiumization, causing double-digit growth (>30%).
- IT remained flat vs Q2 2022. Some brands pushed down the prices, trying to recover volume and market share. High-end and premium portfolio appeared even more in price bands below VAT, causing battle prices for the whole sector. Desktop computing attained its worst performance ever, only 10% of the quarter mix compared to mobile computing.

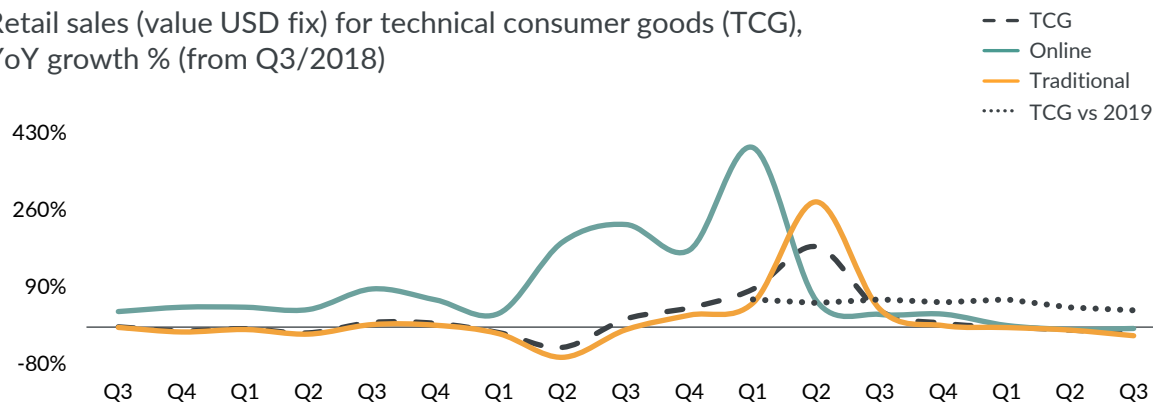
Helicopter View Peru



Consumer basket and spending (value USD fix)
for technical consumer goods (TCG), YoY growth %



Retail sales (value USD fix) for technical consumer goods (TCG),
YoY growth % (from Q3/2018)



Key Insights



- In Peru, we have experienced some agitations related to the government, so people have been more conservative, trying to save as much money as they could and waiting for the Cyber days that we are going to have in Q4.
- The categories experiencing the greatest decreases were still office and IT, as life has been returning to normal and the replacement of equipment at home has become a number 3 priority.

Channel Dynamics

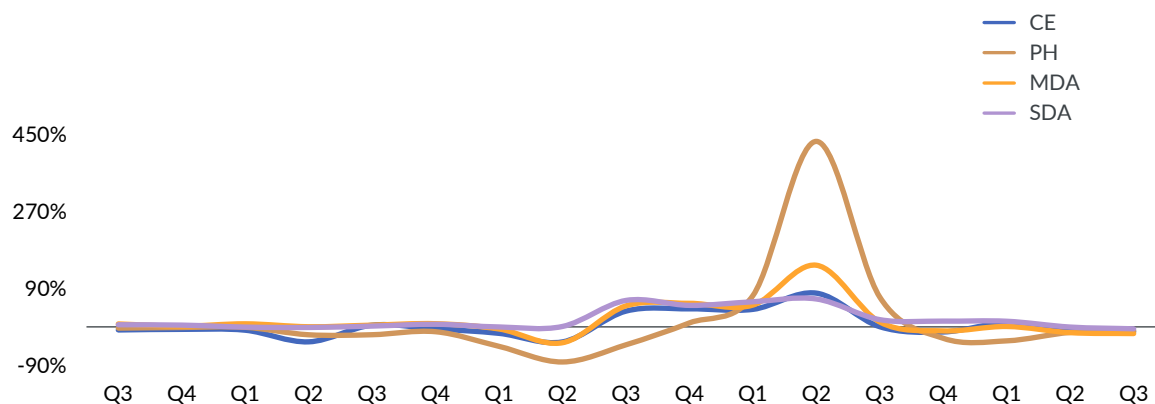
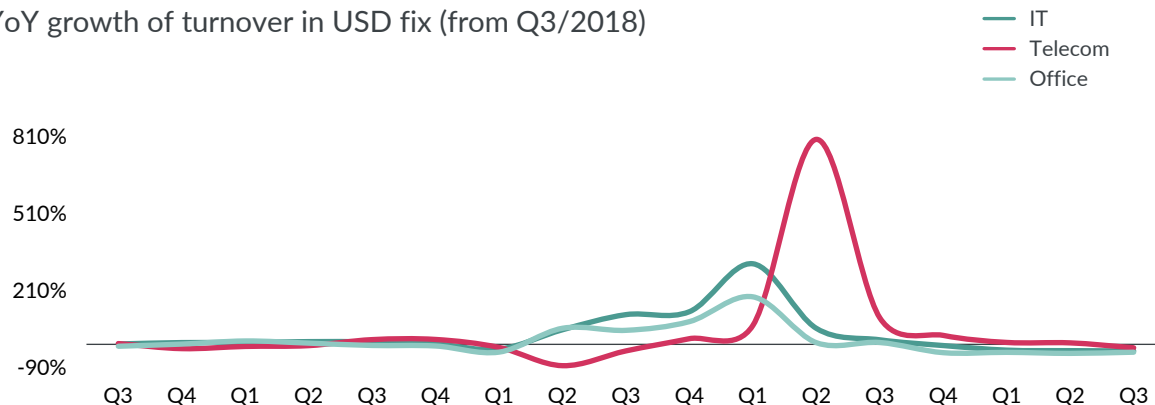


- No change for channel dynamics so far. We are expecting a change in Q4 because of the Cyber days and holidays, also a very important event like the World Cup.
- People have been cautious these days, which has led to channel dynamics similar to the previous quarter. Online sales are going to start increasing throughout the last quarter of 2022.

Helicopter View Peru



YoY growth of turnover in USD fix (from Q3/2018)



Growing & declining product segments



- IT and office continued to remain stable. There was no work-from-home or study-from-home anymore. Students returned to school, most of them full time, in spite of some COVID waves in the first six months of 2022.
- Lifestyles continued to return to social gatherings outside the home, so home improvement began to decline, but it was still a powerful factor in the MDA and SDA appliances segments.
- In the months to come we could have some peaks due to the holidays and Cyber days.

Stay tuned for the Q4 2022 edition coming in mid-February 2023.