NielsenIQ

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# Helicopter View Report for the tech industry

Get the big picture of your tech & durable goods markets: quarterly sales insights from across the globe

**EDITION Q2 / 2026**
Powered by Global Strategic Insights

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

Head of Sales, Marketing Strategy & Planning
Sony

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# GfK Market Intelligence: Sales Tracking

**Strategize with the world's largest and most up-to-date sales tracking database, specializing in the Tech & Durables sector.**

Commanding the market requires immediate access to the most current, unbiased sales information. GfK Market Intelligence: Sales Tracking is your compass in this dynamic landscape, offering a clear view of market movements, competitor benchmarks, and growth opportunities – all based on the most current sales data from retailers and resellers.

*With GfK's Sales Tracking data, you're not just following the market – you're leading it.*

**Benefit from monthly or weekly data and insights**

- Get insights that inform every level of decision-making. Whether it's optimizing your assortments, pricing strategies, or promotional planning, we help you turn data into actionable strategies.
- Monitor key performance indicators by country, product group, or channel. Gain a detailed understanding of market dynamics, down to the model level, to sharpen your competitive edge.
- Access sales data anytime via the gfknewron platform, including mobile-friendly insights on gfknewron Market and Supply Chain across devices.

For more information on products, frequencies, and digital solutions contact your local NIQ/GfK account manager or visit our website.

# Share your suggested improvements

Ensure our latest findings truly elevate your strategies. Take a short survey to share your feedback and shape future improvements of the Helicopter View Report.

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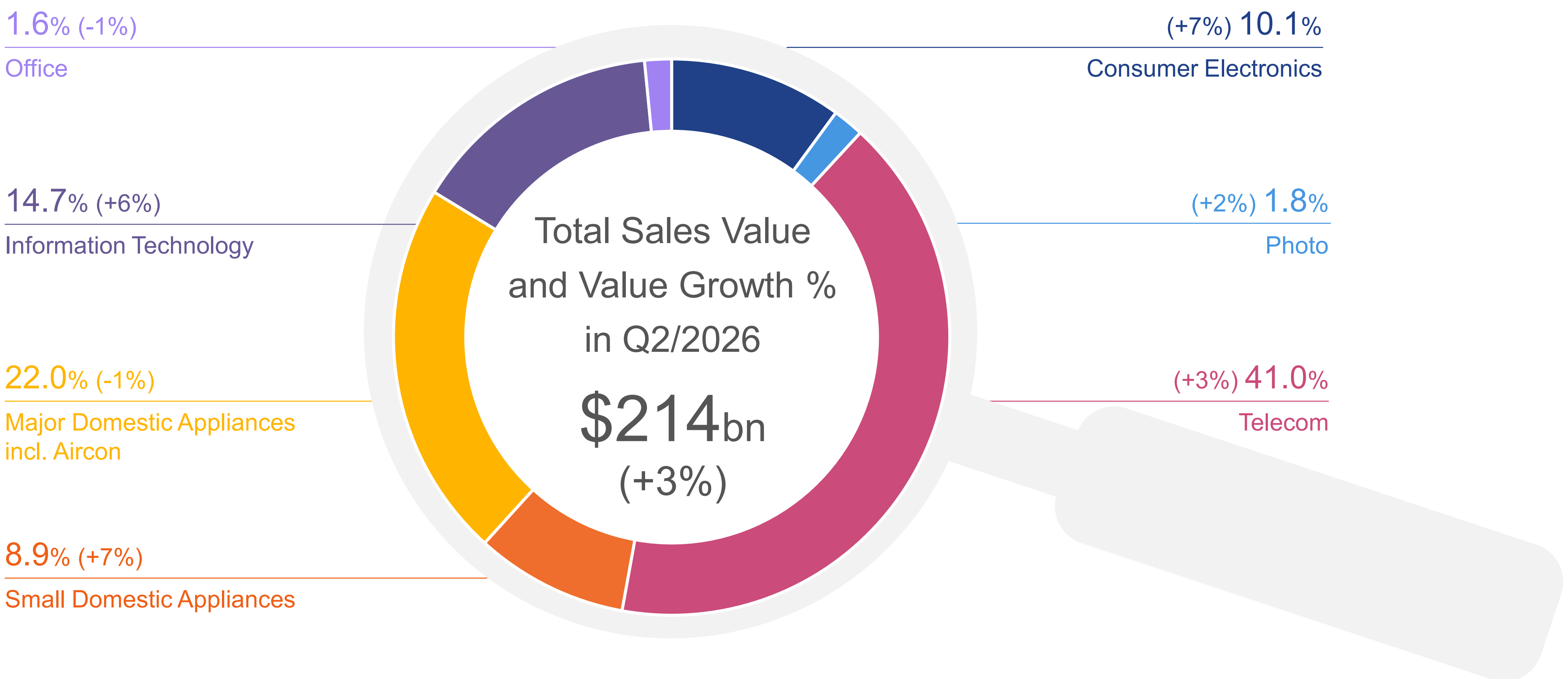
# T&D sustained value growth despite weakening demand, with currency tailwinds amplifying reported performance. Shoppers continued to rationalize purchases.

Sales value USD value shares & growth / Q2/2026




Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office| WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS 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

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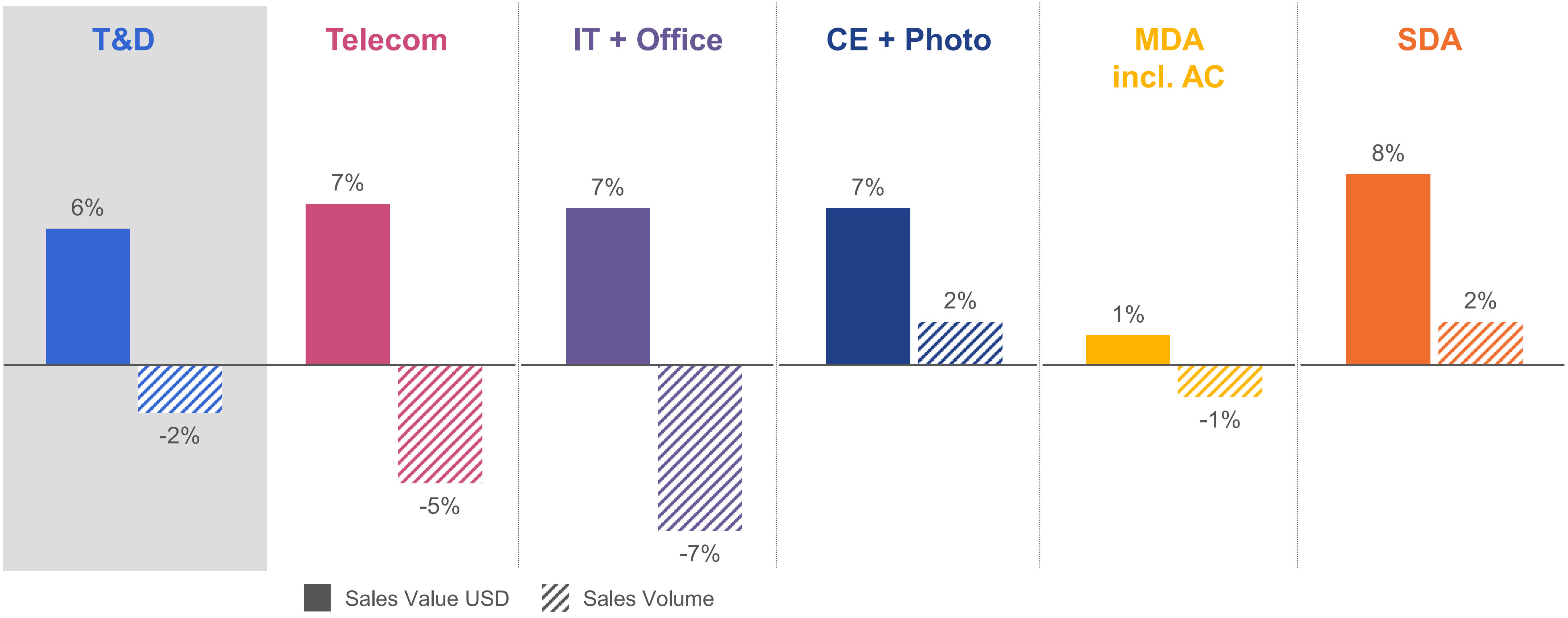
# Value surged ahead of volume in total T&D, driven in part by pockets of premiumization due to higher material costs and FX impacts.

Sales value USD & volume growth % / YTD 2026

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# Regional growth remained resilient & broad based, amplified by a weaker US dollar, except China, as demand normalized following subsidy-driven peaks in prior years.

Sales value USD value & growth / YTD 2026


## Global (excl. NA/RU)

| | |
|---|---|
| Value YTD | **$430bn** |
| Growth rate | **+6.0%** |

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office| WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS 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

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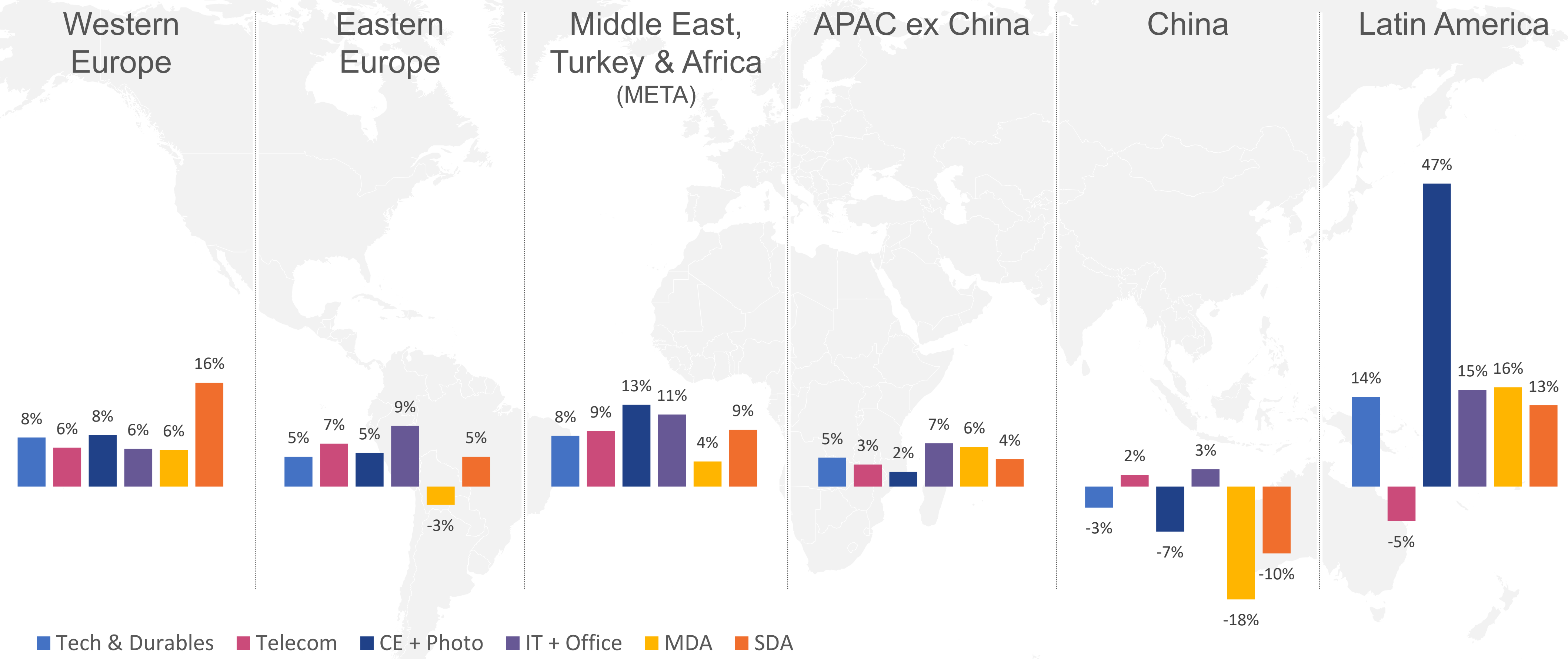
# Latin America CE benefited from the FIFA World Cup surge. Most sectors grew across regions, while China faced challenging 2025 comparables driven by the trade-in policy.

USD growth % YoY Q2/2026

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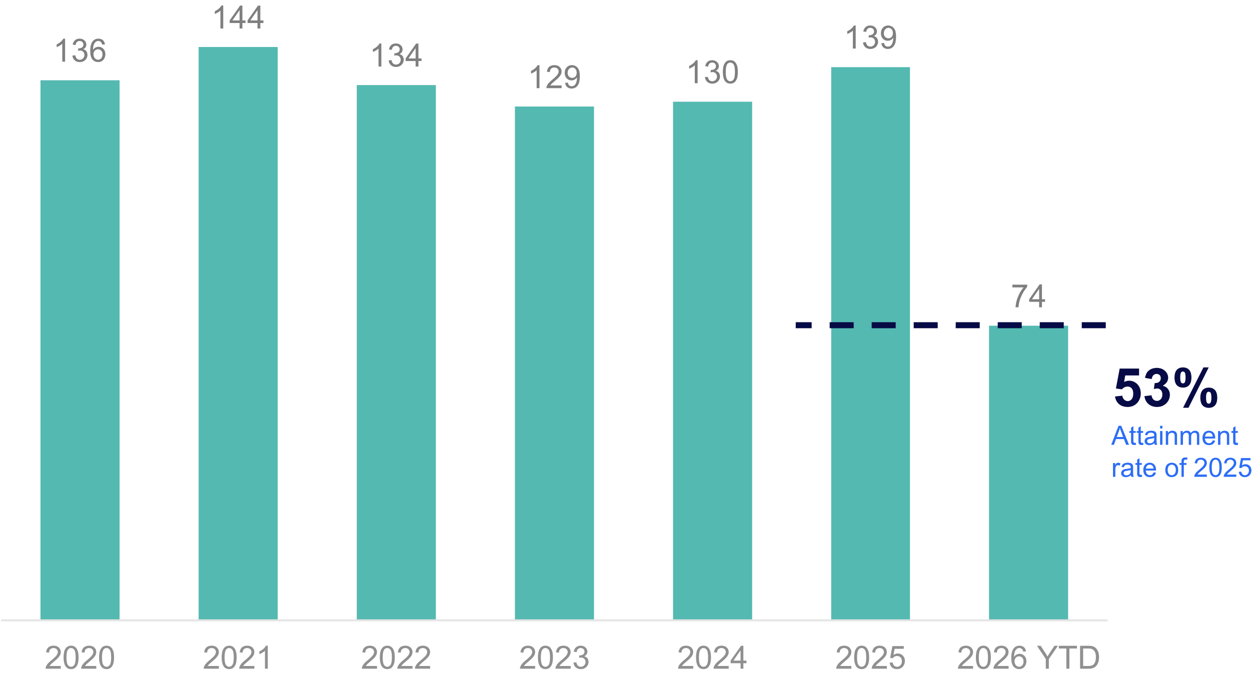
# Distribution Markets sustain double-digit growth, reaching more than half of FY 2025 revenues by mid-year.

Global Distribution Markets
Contact person:
**Tatjana Wismeth**
(Head)
Tatjana.Wismeth

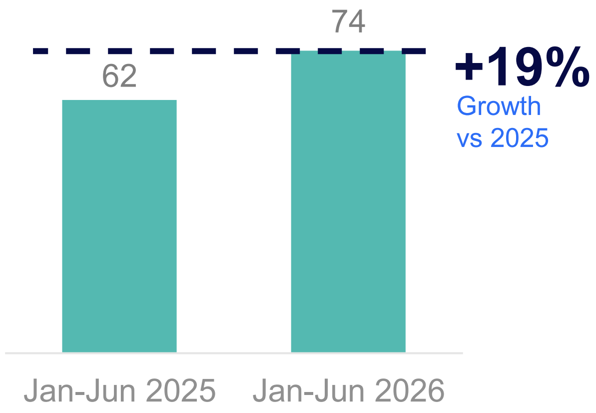
Sell-Through Distribution

Sales value USD value shares & growth / Jan-Jun 2026 vs PY

## FY Sales Value in bn USD




## YTD Sales Value in bn USD




Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/APAC), USD value & growth YTD2025 vs YTD2026, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA MEA: UAE, SA,TR | Latam: AR BR CL CO CR EC GT HN PA PE

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Eastern Europe

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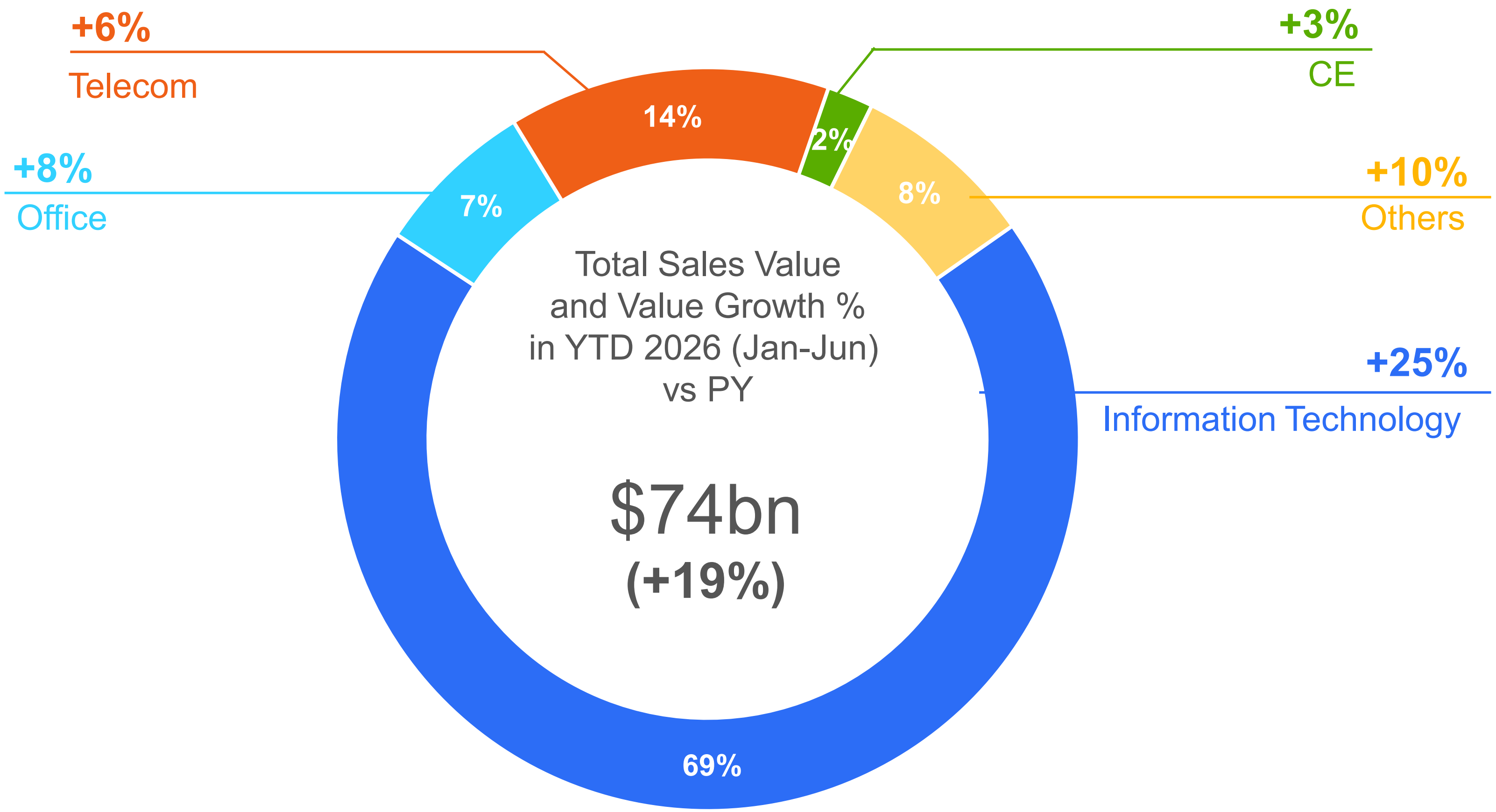
# Technology investments remained the primary growth driver, supported by AI and infrastructure demand.

Global Distribution Markets
Contact person:
**Tatjana Wismeth**
(Head)
Tatjana.Wismeth

Sell-Through Distribution

Sales value USD value shares & growth / Jan-Jun 2026 vs PY

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# CEE remained the growth leader, driving strong regional performance despite mixed market dynamics.

Global Distribution Markets
Contact person:
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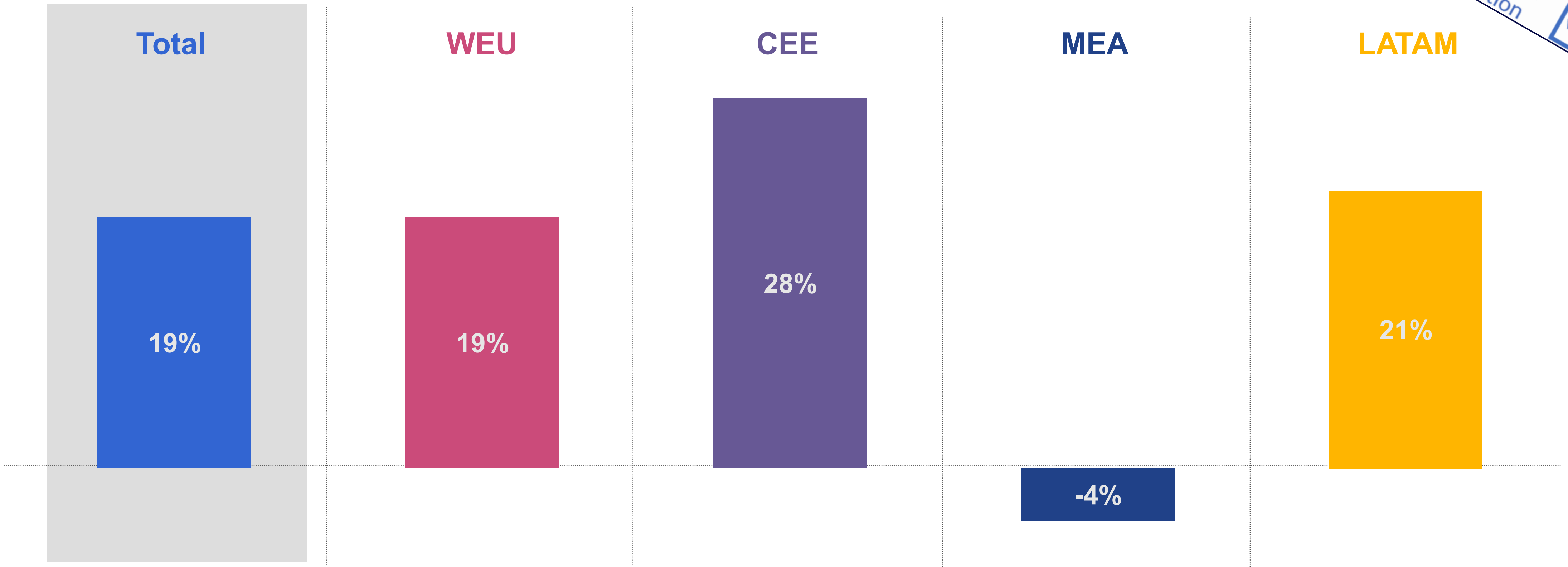
(Head)
Tatjana.Wismeth

Sell-Through Distribution

Sales value USD growth % / YTD Jan-Jun 2026 vs PY




**CEE achieved 28% growth in H1 2026, outperforming the global market by 9 percentage points**

Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/APAC), USD value & growth YTD2025 vs YTD2026, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA MEA: UAE, SA,TR | Latam: AR BR CL CO CR EC GT HN PA PE

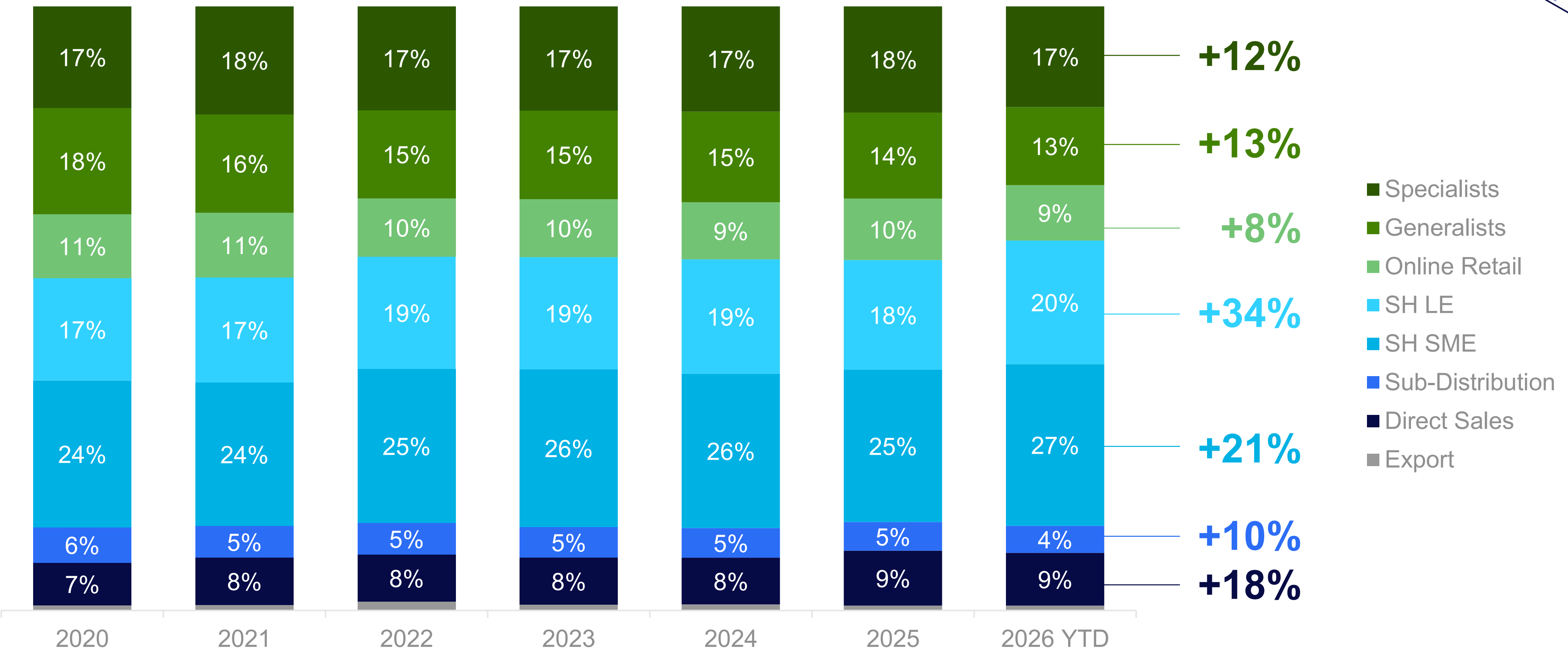
# Large Enterprise and System House channels continued to outperform, accelerating the shift toward B2B channels.

## SH LE grew by 34% and now accounts for 21% of distributor revenues, highlighting growing enterprise demand.

Global Distribution Markets
Contact person:
**Tatjana Wismeth**
(Head)
Tatjana.Wismeth

Sell-Through Distribution

Sales value USD share by channel in %, Growth per year / Jan-Jun 2026 vs PY

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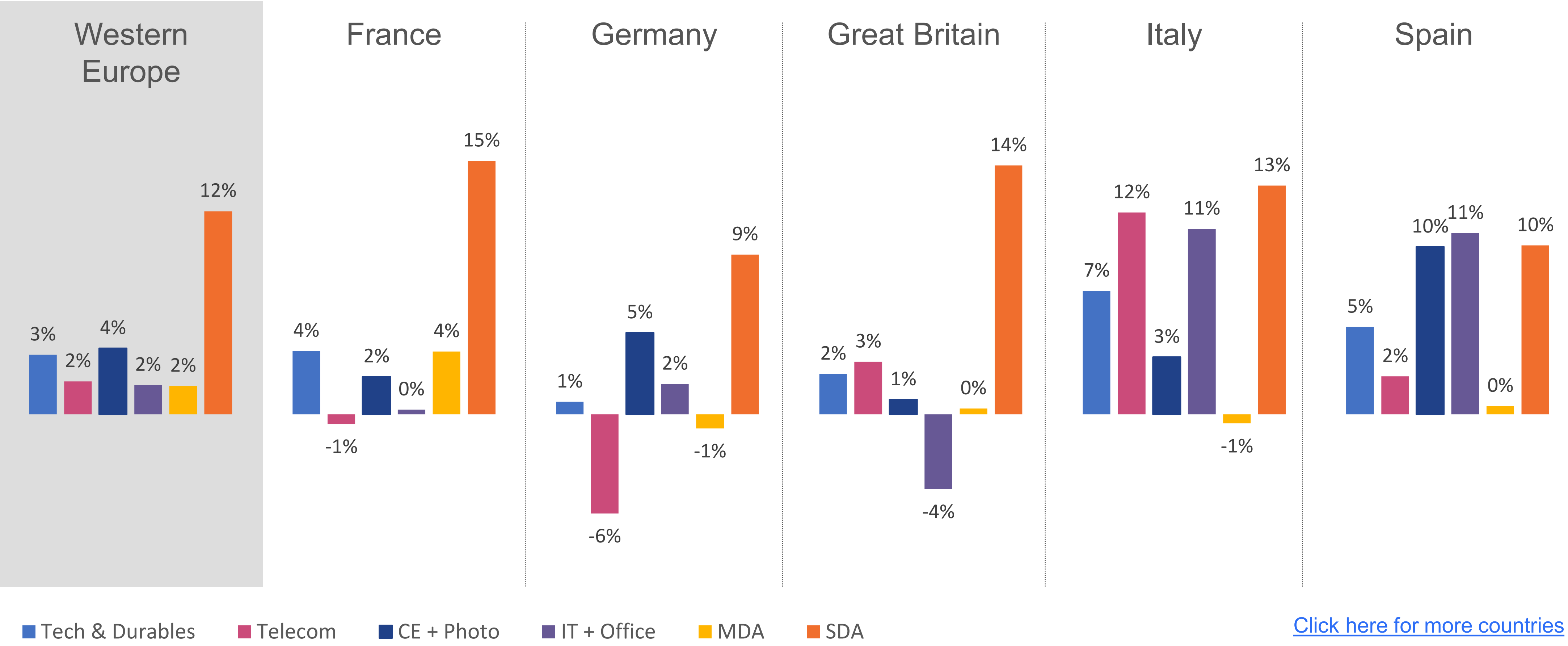
# SDA remained the key growth engine, IT recovery strengthened, and Italy and Spain delivered the region's strongest performances.

Western Europe
Contact person: **Erol Sukan** (MI Lead)
Erol.Sukan

EUR growth % YoY Q2/2026



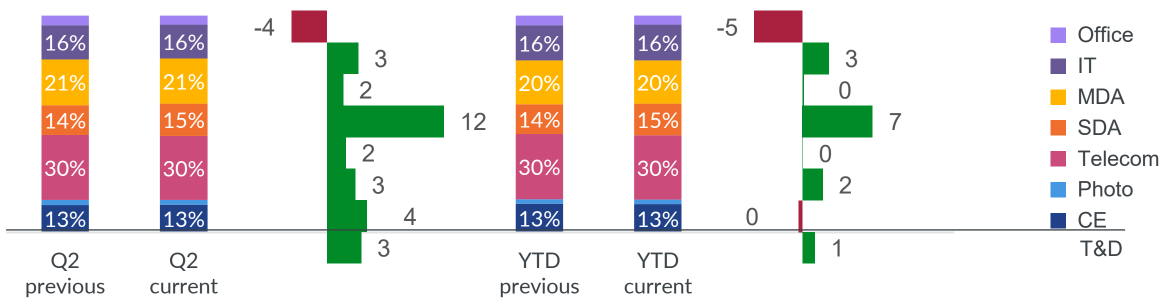

Click here for more countries

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK

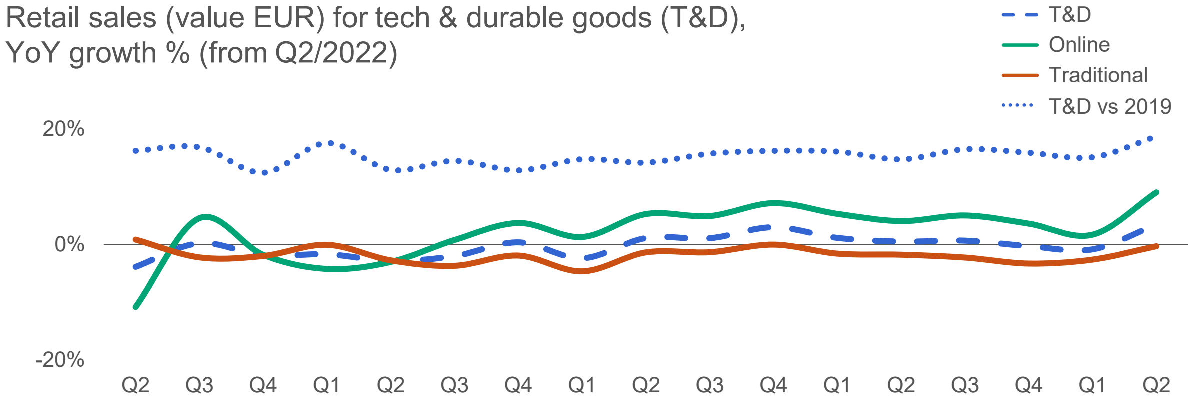
# Helicopter View Western Europe

Western Europe
Contact person:
**Erol Sukan**
(MI Lead)
Erol.Sukan

Consumer basket and spending (value EUR) for tech & durable goods (T&D), YoY growth %




Retail sales (value EUR) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- Western Europe's Tech & Durables market returned to growth in Q2 2026, marking the strongest performance in over a year.
- Growth was driven primarily by SDA supported by premiumization, health & wellness products, and floorcare across most markets.
- IT returned to growth, benefiting from replacement cycles, mobile computing demand, and stronger tablet and gaming-related sales.
- Consumer electronics improved, helped by World Cup-related demand, promotional activity, and continued consumer interest in larger-screen TVs and connected entertainment.

## Channel Dynamics

- In-store sales showed signs of stabilization in Q2 2026, supported by improving demand in Italy, Spain, and Great Britain, although performance remained mixed across Western Europe.
- Meanwhile, online continued to be the principal growth engine across Western Europe, gaining share in most sectors.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office|
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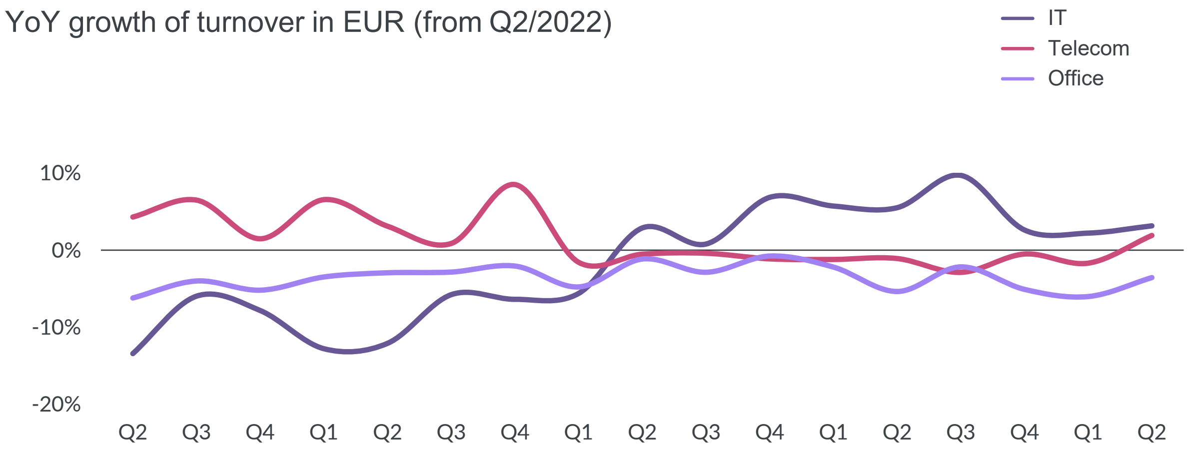
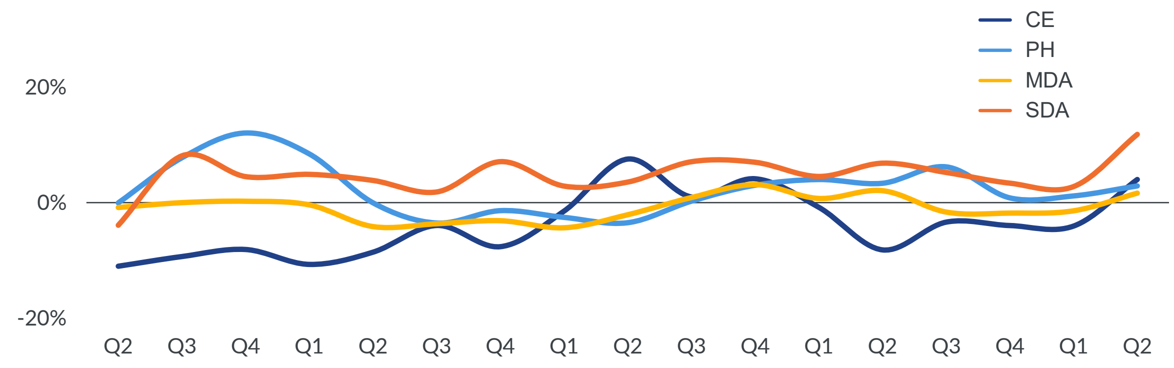
# Helicopter View Western Europe

Western Europe
Contact person:
**Erol Sukan**
(MI Lead)
Erol.Sukan

YoY growth of turnover in EUR (from Q2/2022)




## Growing & declining product segments

- IT continued its recovery (+3%), supported by replacement demand, mobile computing, tablets and gaming products, with particularly strong momentum in Italy and Spain.
- Telecom posted modest regional growth (+2%) but remained highly polarized across markets, with strong gains in Italy and Great Britain.
- Office equipment continued to be the weakest-performing sector (-4%), reflecting structurally lower demand levels despite isolated improvements in some countries.
- Consumer electronics returned to growth (+4%), benefiting from World Cup-related TV demand, promotional activity, and upgrades in home entertainment ecosystems.
- Photo strengthened further (+3%), supported by premium cameras, enthusiast demand, and content-creation trends, particularly in Spain, Italy and Great Britain.
- MDA remained broadly stable (+2%), with replacement demand supporting selected categories. This did vary by market.
- SDA remained the standout-sector across Western Europe, delivering +12% growth and recording positive performance in every major market, reinforcing its position as the region's most consistent growth driver.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office|
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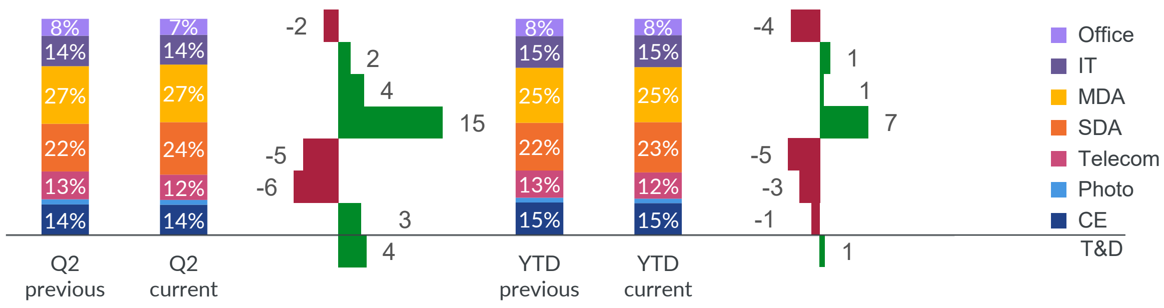
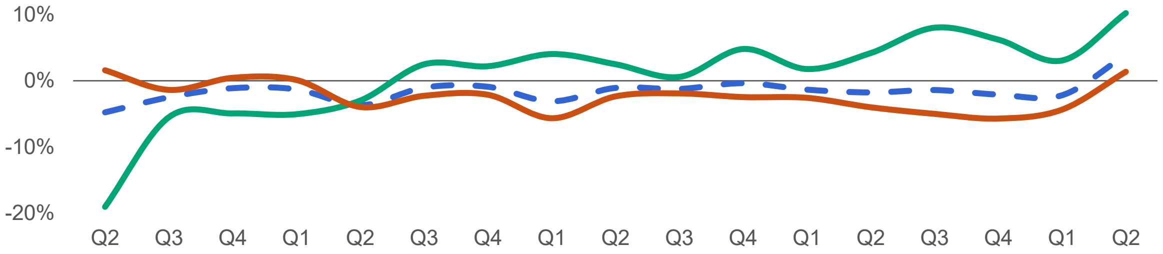
# Helicopter View France

France
Contact person:
**Chrystelle Comparato**
(MI Lead T&D)
Chrystelle.Comparato

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The T&D market experienced strong growth in Q2. There were several reasons for this, e.g., meteo-sensitive categories were significantly boosted by the heatwaves in June. The post-COVID replacement cycle was confirmed, notably visible in IT and MDA, supported as well by a marked recovery in the real estate market. And finally, the FIFA World Cup played its part, particularly on the TV market and soundbars.

## Channel Dynamics

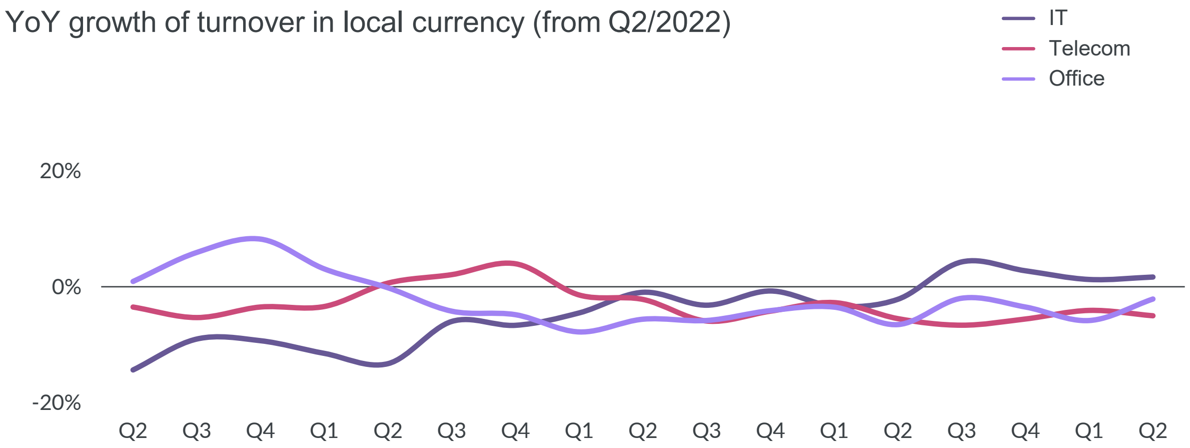
- Offline finally returned to slight growth, and it was online once again that drove the majority of overall growth.

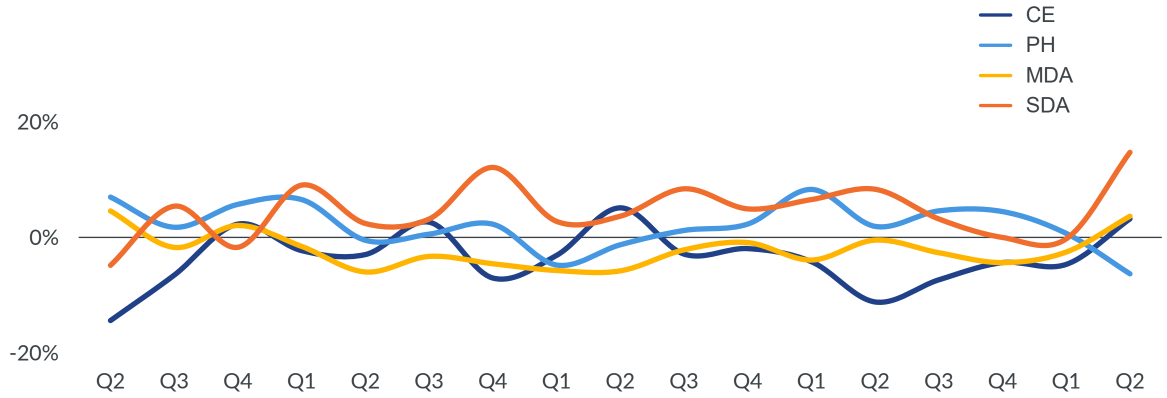
Source: GfK Market Intelligence: Sales Tracking, Panelmarket excl. SH/TCR, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View France

France
Contact person:
**Chrystelle Comparato**
(MI Lead T&D)
Chrystelle.Comparato

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

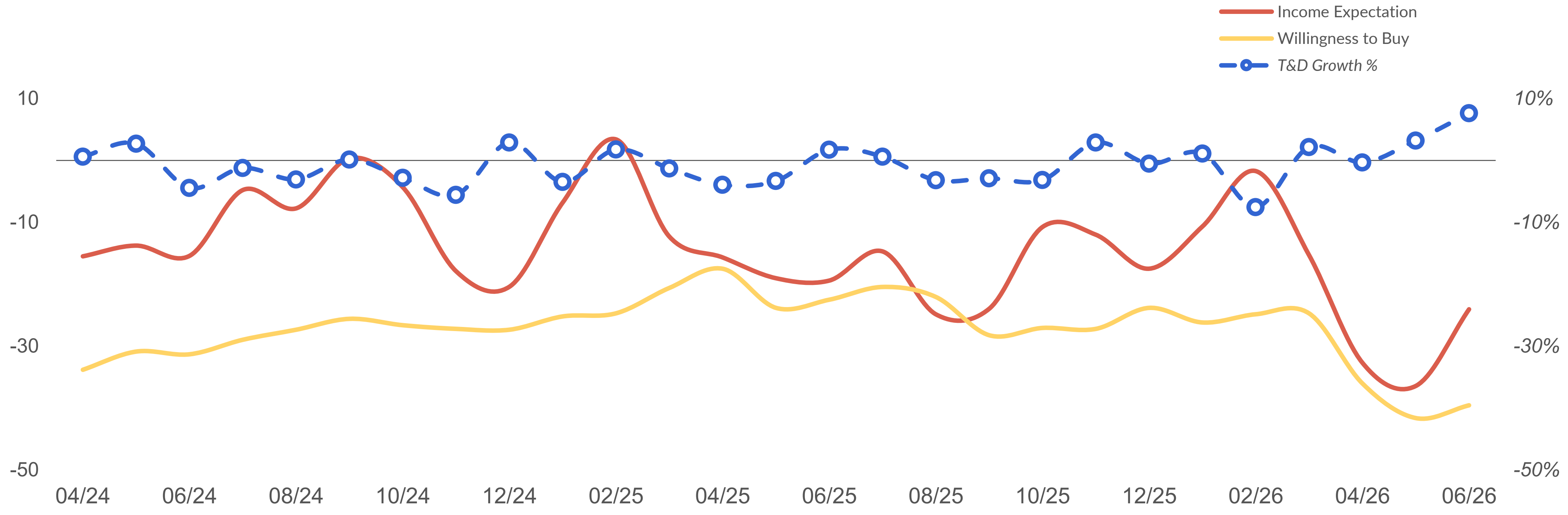
- MDA volume continued to grow thanks to a better real estate market, to some replacement from the COVID boom, and to meteo sensitive categories in a context of heatwave (aircon/cooling). However, the market continued to suffer from a falling average price, mainly due to price erosion.
- Because of 2 major heatwaves, SDA growth was mainly driven by electric fans and air treatment. Robots continued to be strongly dynamic. On the contrary, hot air fryers and handstick vacuum cleaners with washing function continued to lose momentum.
- The IT market continued to grow, driven by strong demand for portable PCs and resilient tablet sales. Growth was mainly supported by online channels, with prices remaining positive across the category.
- The OE sector continued to decline, mainly due to lower sales of printing consumables. Inkjet cartridges, the largest segment, remained under pressure, while growth in laser cartridges was not enough to offset the decline, particularly in offline channels.
- The CE market returned to growth this quarter, driven by a strong TV recovery linked to the FIFA World Cup. Audio remained mixed, but soundbars posted a positive trend, benefiting from stronger demand alongside TV purchases.
- The photo market declined this quarter despite online growth, as weaker offline sales more than offset gains in digital channels.

Source: GfK Market Intelligence: Sales Tracking, Panelmarket excl. SH/TCR, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Spotlight on NIQ Consumer Climate and T&D in France

France
Contact person:
**Chrystelle Comparato**
(MI Lead T&D)
Chrystelle.Comparato

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




## NIQ Consumer Climate – Reading example

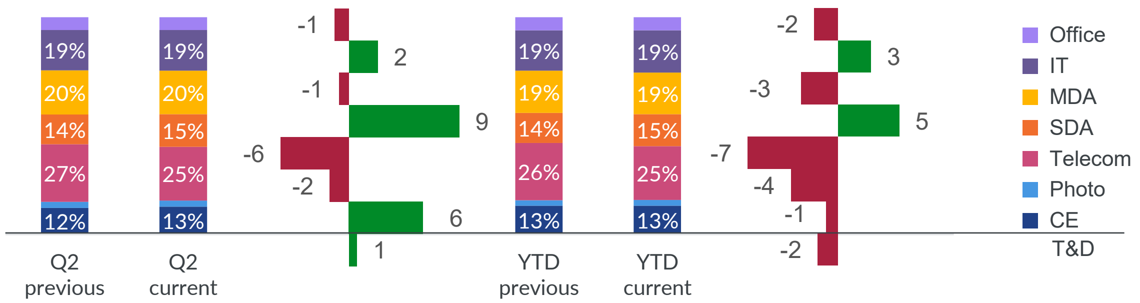
If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Source: GfK Consumer Climate - powered by NIM, cofunded 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.

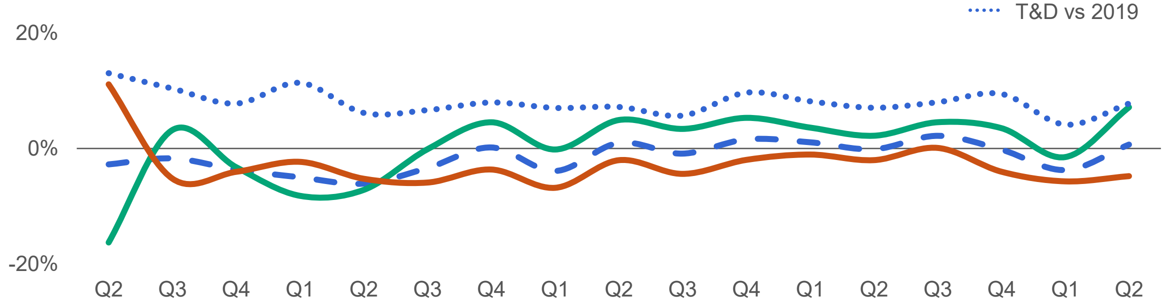
# Helicopter View Germany

Germany
Contact person:
**Enrico Krien**
(CSM Lead DACH)
Enrico Krien

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- After a negative Q1, Q2 2026 showed a modest recovery of +1% versus Q2 2025. H1 remained negative, declining by 2%.
- Weak income expectations put significant pressure on the already low consumer climate. Consumers continued to look for ways to save, and the willingness to buy was lower than in the previous twelve quarters.
- Three sectors managed to grow in Q2: small domestic appliances (+9%), CE (+6%), and IT products (+2%). The FIFA World Cup 2026 boosted demand for products associated with viewing the event.
- Telecom products stimulated the least demand in Q2, declining by 6%, followed by photo (-2%), office (-1%), and major domestic appliances (-1%).
- As telecom accounted for the largest share of consumer spending, its decline drove the overall negative result in Q2.

## Channel Dynamics

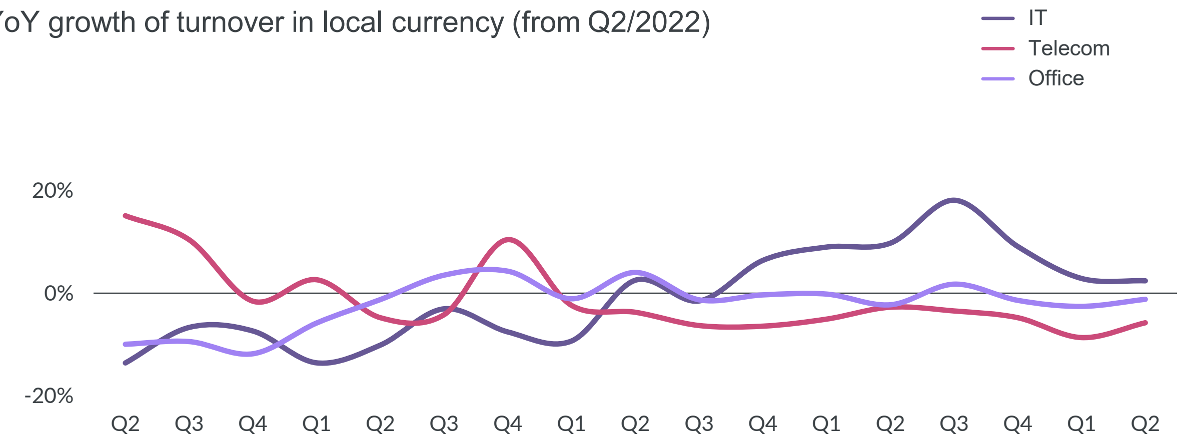
- Supported by the Prime Day promotion, online drove growth in Q2. Compared to 2025, when Prime Day took place in Q3, the shift into Q2 further amplified growth. Traditional sales remained negative.

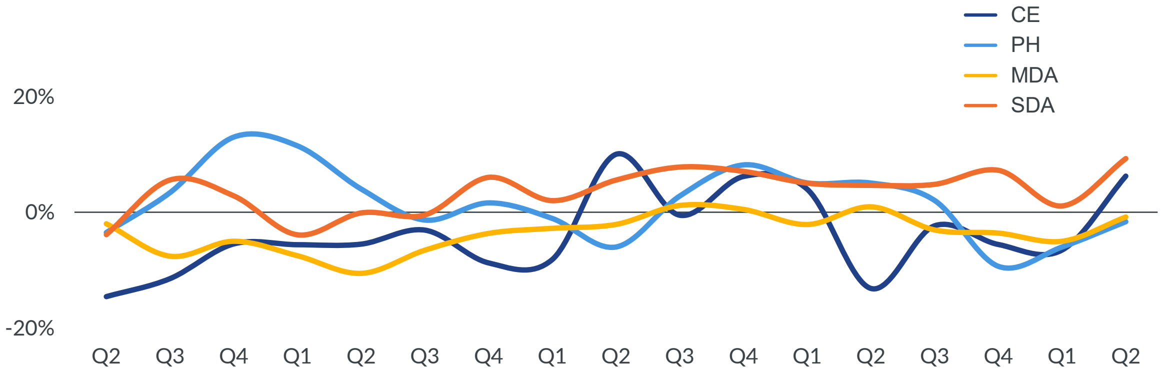
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Germany

Germany
Contact person:
**Enrico Krien**
(CSM Lead DACH)
Enrico Krien

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- For IT, Q2 was positive, driven by several categories. Although under pressure unit-wise, categories with storage and RAM remained positive in value to strong price increases. Office improved marginally but remained slightly negative.
- A combination of lower innovation momentum and rising memory costs constrained the smartphone demand in Q2. As smartphones represent the largest share of the telecom market, even growth of core wearables could not offset the smartphone decline.
- After more than a year, the CE sector turned positive, finally. Demand across many categories was driven by promotions. Foremost, sales were boosted by the FIFA World Cup, resulting in high double-digit growth in TV sales.
- In Q2 2026, the MDA market remained negative in YoY revenue terms, with all product groups declining except for tumble dryers. Cooling and freezers recorded slight unit growth, benefiting from the heatwaves in Germany, while price pressure persisted.
- SDA showed a significant upward trend in Q2, but this was primarily driven by Prime Day that in 2026 was moved from July to June. Floor cleaning remained the most impactful sector for growth of SDA, namely robot and wet&dry floorwashers.

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Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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Germany

Great Britain

Italy

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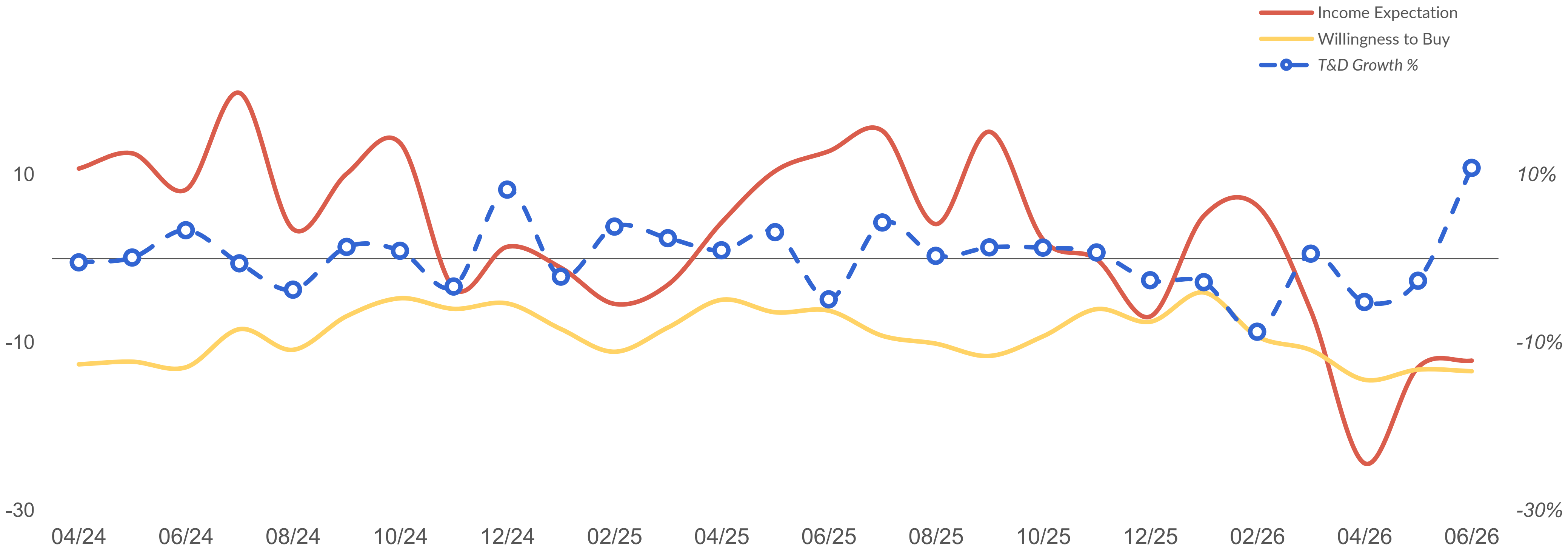
# Spotlight on NIQ Consumer Climate and T&D in Germany

Germany

Contact person:
**Enrico Krien**
(CSM Lead DACH)

Enrico Krien

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

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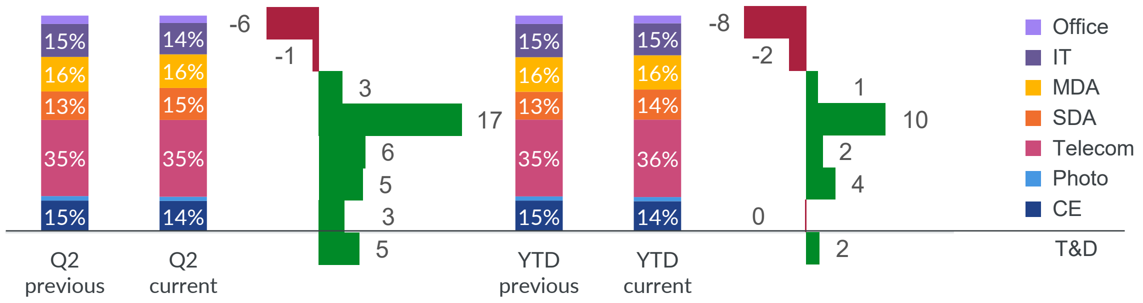
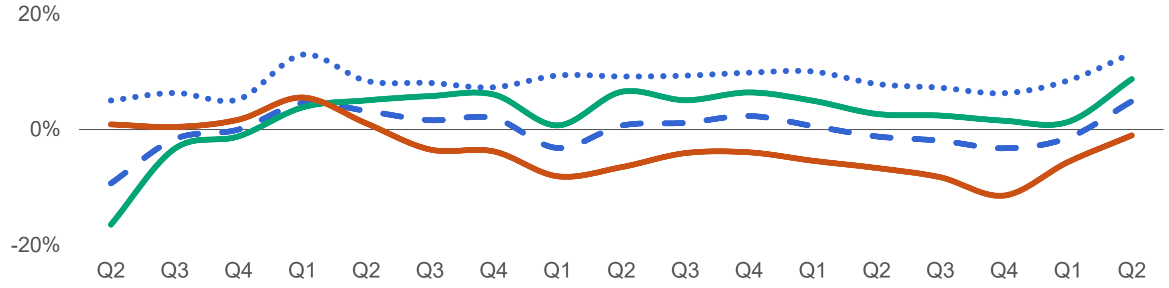
# Helicopter View Great Britain

Great Britain
Contact person:
**Kelly Creaby**
(Retail T&D CS Lead)
Kelly.Creaby

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The UK Tech & Durables market returned to growth in Q2 2026, delivering +5% YoY value growth, marking the strongest quarterly performance seen in over a year and reflecting a gradual recovery in consumer demand.
- Small domestic appliances was the standout performer, growing +17% YoY, driven by continued demand for premium kitchen appliances, floorcare, garment care, health & wellness products, and innovation-led purchases.
- IT (-1%) and office equipment (-6%) remained under pressure as replacement cycles continued to normalize following the pandemic-driven demand surge and consumer spending priorities shift towards mobile and connected technologies.

## Channel Dynamics

- Online channels continued to dominate UK retail, supported by consumer demand for convenience, pricing transparency, and extensive product choice, although physical retail has benefited from renewed store investment and omnichannel shopping journeys.

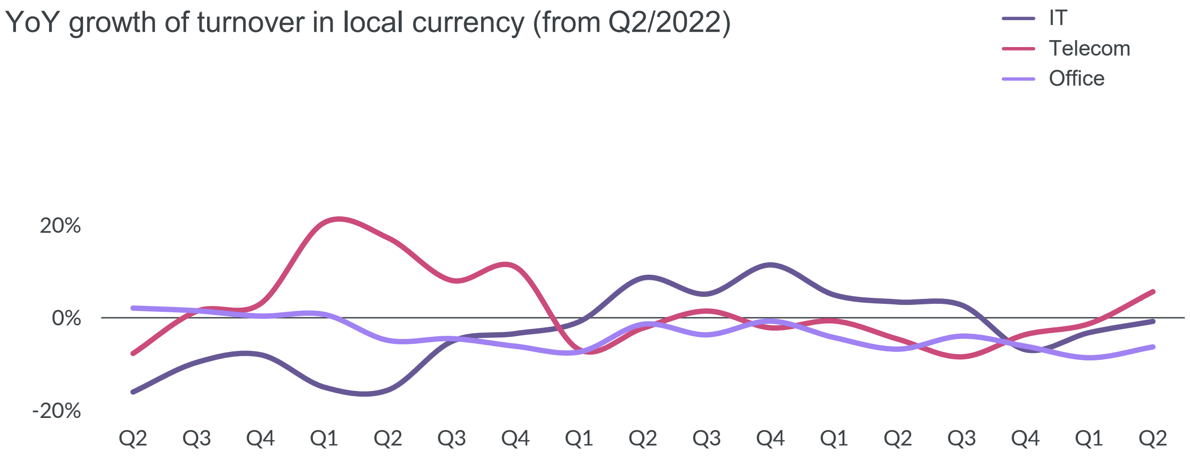
PREV NEXT

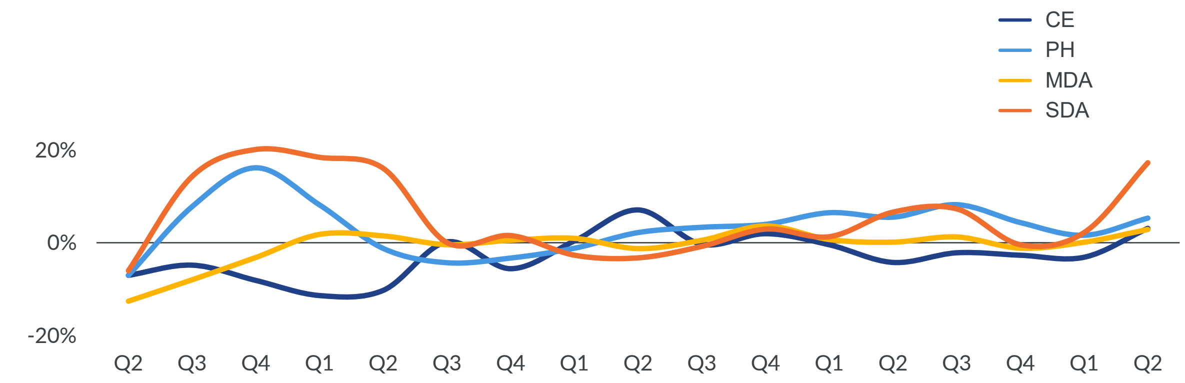
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Great Britain

Great Britain
Contact person:
**Kelly Creaby**
(Retail T&D CS Lead)
Kelly.Creaby

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- Market performance improved significantly in Q2 2026, with growth recorded across most major T&D sectors as consumer confidence and spending activity strengthened during the quarter.
- SDA remained the growth engine of the market (+17%), benefiting from strong consumer interest in products linked to health, convenience, energy efficiency, and premiumization.
- Telecom (+6%) rebounded strongly, supported by smartphone replacement demand, increased premium device adoption, and greater consumer interest in AI-enabled mobile technology.
- Photo (+5%) continued its positive momentum, driven by content creation trends, enthusiast demand, and sustained interest in premium mirrorless cameras and accessories.
- Consumer electronics (+3%) returned to growth, helped by promotional activity, gaming-related demand, larger-screen TV upgrades, and connected entertainment ecosystems.
- Major domestic appliances (+3%) delivered modest growth as replacement purchases and growing consumer focus on energy-efficient appliances supported performance.
- IT (-1%) stabilized compared with previous declines but remained challenged by weaker notebook and accessory demand as household replacement cycles lengthen.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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Middle East, Turkey & Africa

APAC

Latin America

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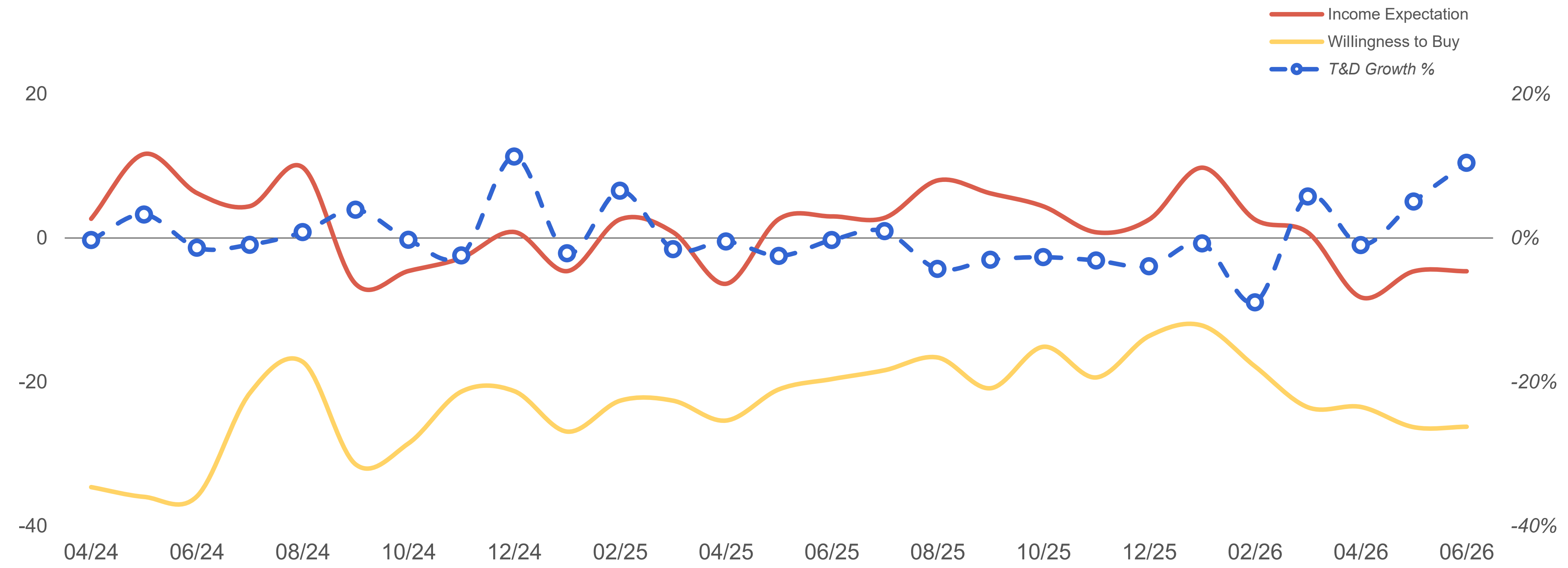
# Spotlight on NIQ Consumer Climate and T&D in Great Britain

Great Britain

Contact person:
**Kelly Creaby**
(Retail T&D CS Lead)

Kelly.Creaby

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




## NIQ Consumer Confidence Barometer – 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 Confidence Barometer - powered by NIM. 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.

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Germany

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Italy

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Eastern Europe

Middle East, Turkey & Africa

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Latin America

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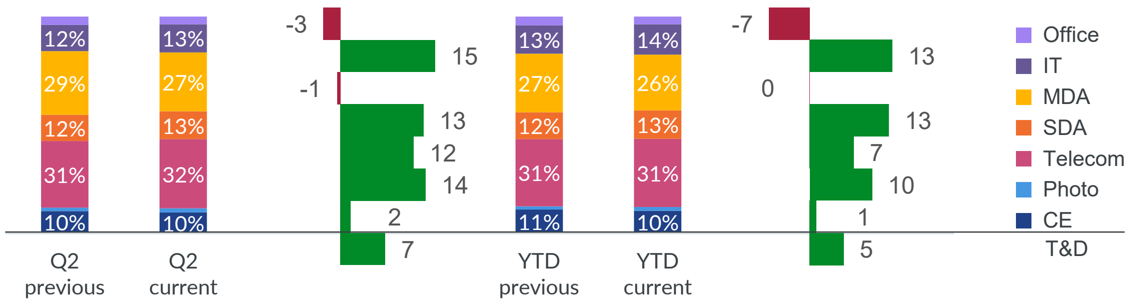
# Helicopter View Italy

Italy

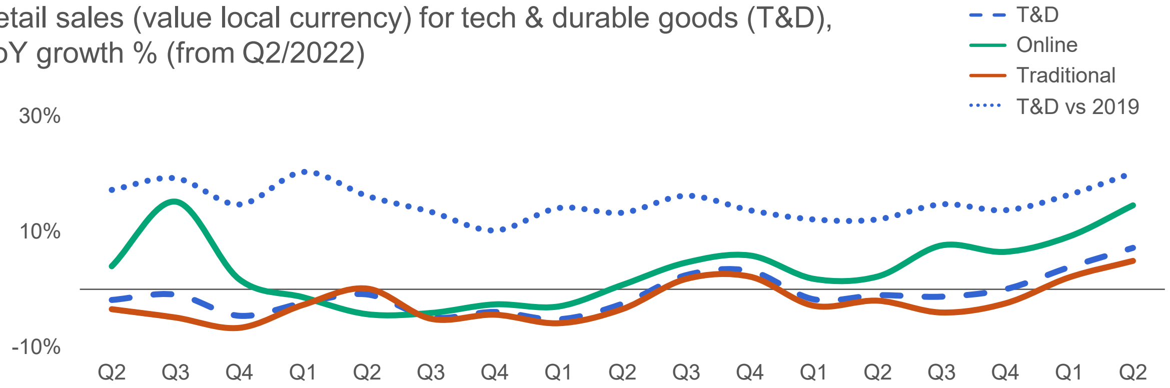
Contact person:
**Martina Resnati**
(MI Retail)

Martina.Resnati

## Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




## Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In the second quarter of 2026, the Italian Tech & Durables market registered growth of +7% compared to Q2 2025 in terms of value.
- All involved sectors posted a positive performance, except for office that registered a decrease by -3% in Q2 2026.

## Channel Dynamics

- In Q2 2026, online sales continued their positive trend, increasing by 14% compared to the same quarter of the previous year.
- Traditional sales, too, delivered a positive performance, registering a +5% increase and, consequently, a positive impact on the Tech & Durables market. This confirmed the important restart for the channel after a long period of decline.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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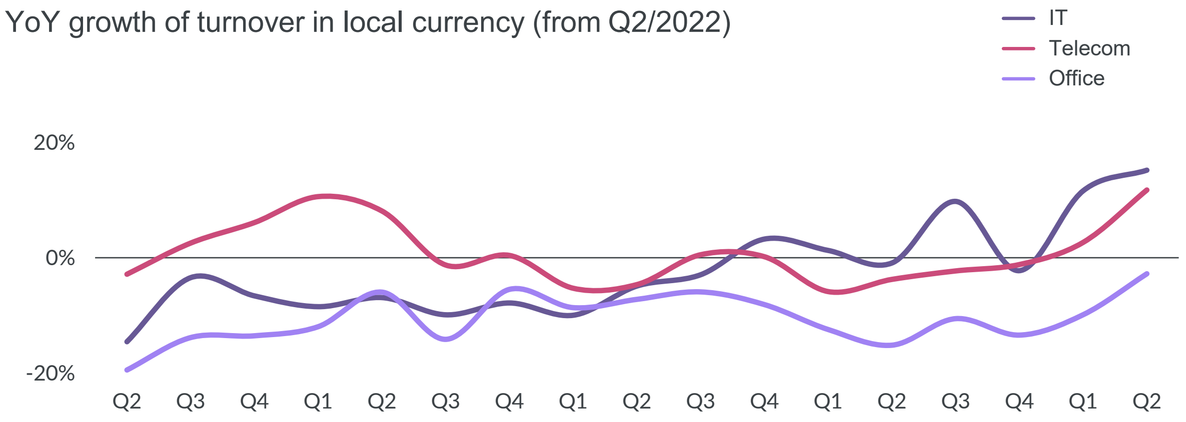
# Helicopter View Italy

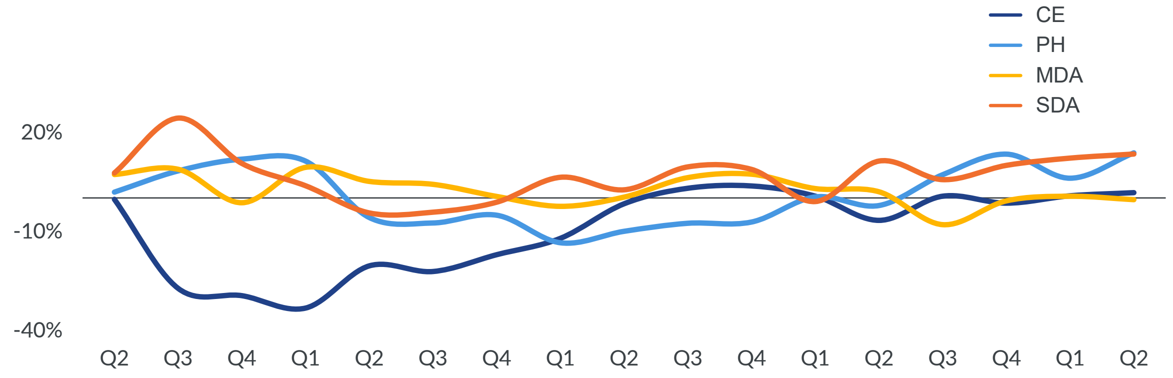
Italy

Contact person:
**Martina Resnati**
(MI Retail)

Martina.Resnati

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- IT was the most growing sector in Q2 2026 (+15%) with a strong recovery thanks to the good performance of its main product groups mobile computing (+28%), media tablets (+14%), desk computing (+7%), and monitors (+4%).
- SDA continued is growing performance (+13%) due to the confirmed positivity of vacuum cleaners (+23%), hot beverage makers (+9%), shavers (+17%), irons (+5%), dental care (+22%), food preparation (+6%), and hair stylers (+16%).
- Telecom as well registered a positive trend (+12%) thanks to smartphones (+12%), core wearables (+7%), and mobile enhancements (+24%).
- CE registered a slightly increasing performance (+2%) thanks to headsets (+10%), mini Bluetooth speakers (+9%), audio home systems (+8%), and set-top-boxes (+6%), despite of decreasing PTV (-1%).
- MDA remained flat in this quarter. The performance of washing machines (-9%) negatively influenced the whole sector in which the other product groups remained stable: cooling, dishwashers, cooking. Real positive trends came from air conditioners, air treatment, and electric fans (+4%, +8%, +17%, respectively).
- Office was negatively affected by cartridges' performance.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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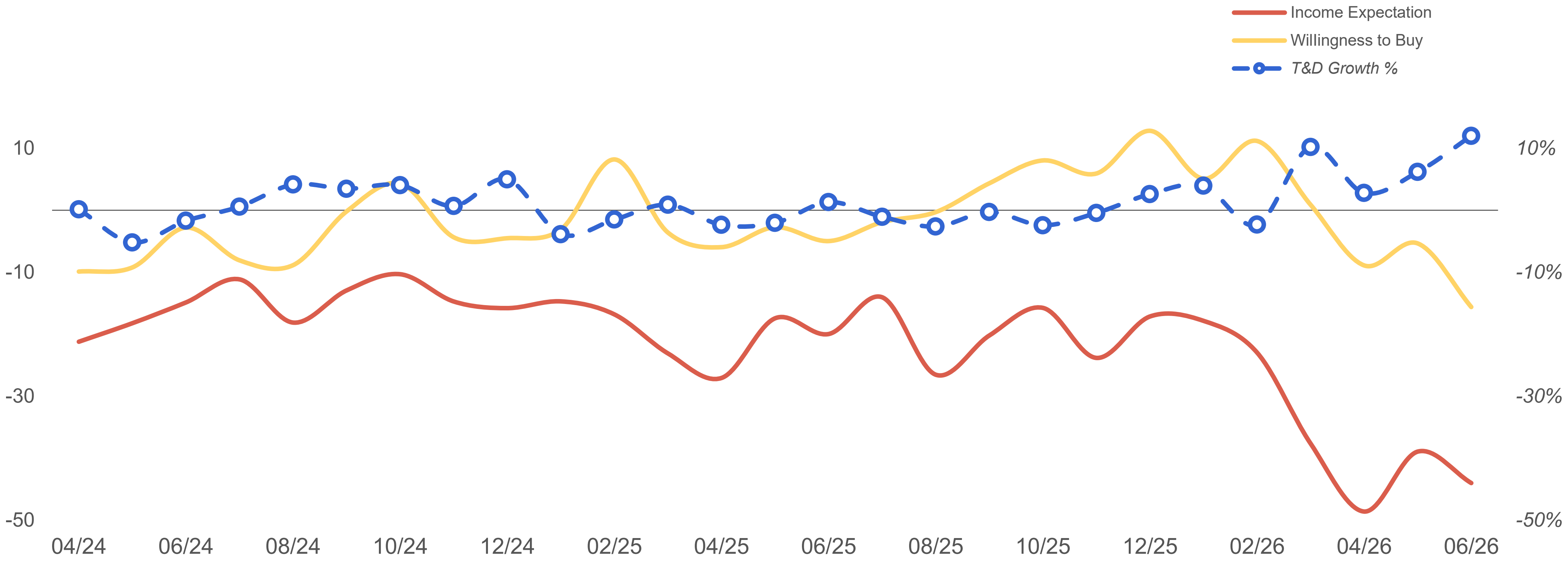
# Spotlight on NIQ Consumer Climate and T&D in Italy


Italy

Contact person:
**Martina Resnati**
(MI Retail)

Martina.Resnati


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




## NIQ Consumer Climate – Reading example

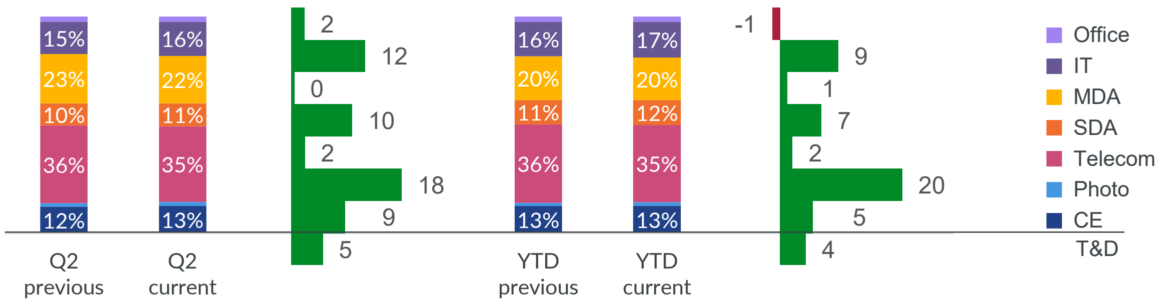
If an indicator is positive, this shows that consumers' assessment of this variable is above average in a long-term comparison, and vice versa for negative values.

Source: GfK Consumer Climate - powered by NIM, cofunded 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.

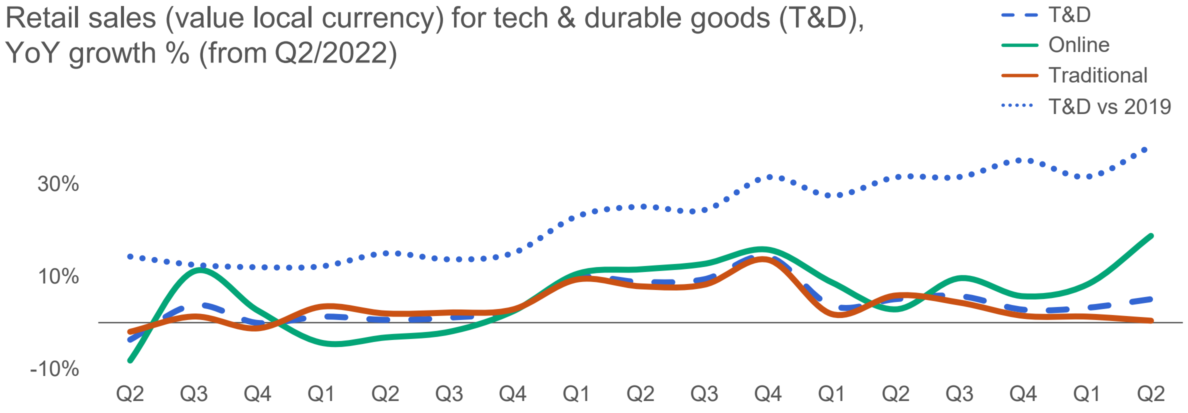
# Helicopter View Spain

Spain
Contact person:
**Elena Toribio**
(Regional Retail)
Elena.Toribio

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Spanish T&D market grew by 5%, outperforming growth recorded in Q1.
- As we had observed for some time, photo continued to be the best-performer in terms of growth, but its limited size meant that its contribution was small.
- The FIFA World Cup has once again become a key driver of TV sales, as reflected in the growth of the CE market.
- MDA was the weakest-performing sector, with sales remaining flat.

## Channel Dynamics

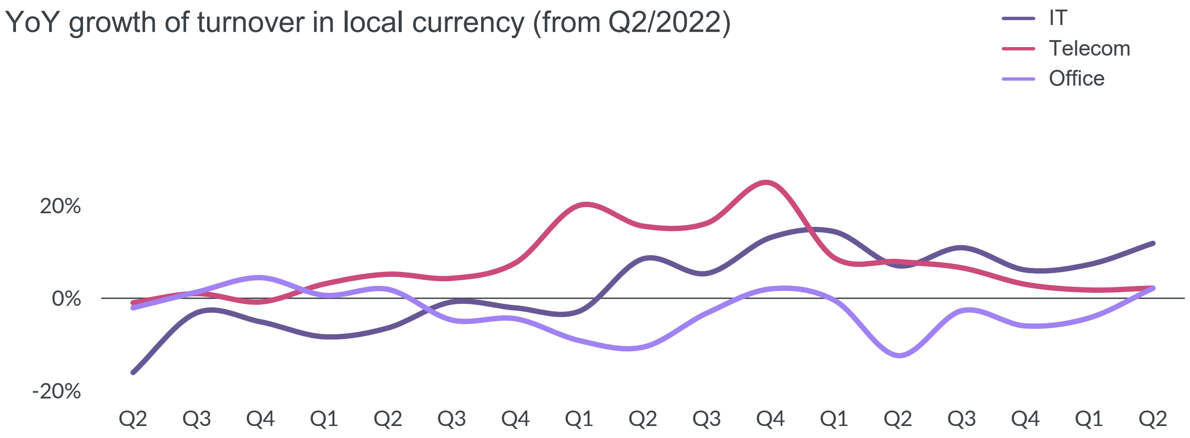
- Regarding type of retail, we see differences. The instore sales remained flat, while online sales showed growth of 19%.
- One of the factors that contributed to growth of online sales was the shift in the timing of a major retailer's promotional campaign, from July in 2025 to June in 2026.

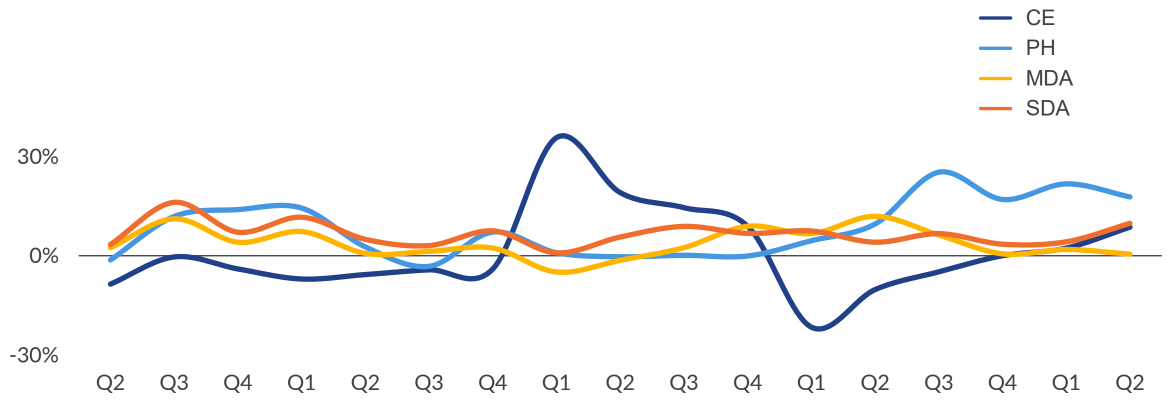
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Spain

Spain
Contact person:
**Elena Toribio**
(Regional Retail)
Elena.Toribio

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- In terms of value, IT was one of the sectors contributing the most to T&D growth. The main categories (mobile computing, media tablets, monitors, etc.) showed a positive trend, not only online but also instore.
- During Q2, the SIM-free smartphone market recovered. This was further supported by the strong performance of wearables and headsets, resulting in overall growth for the sector.
- SDA was the sector with the highest online sales penetration and the one most affected by the shift in the promotional calendar. Within this channel, growth was recorded across almost all categories. Instore sales showed a more mixed performance. HBM continued their positive trajectory, while vacuum cleaners and hair care declined.
- Spain's successful World Cup campaign continued to drive TV sales, supporting ongoing growth in the category. TV was not the only category to perform well. Portable speakers also recorded sales growth.
- Unlike SDA, MDA had one of the lowest levels of online sales weight among all sectors. As a result, growth recorded in this channel was not sufficient to drive overall market growth, with total sales remaining flat.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

World

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Latin America

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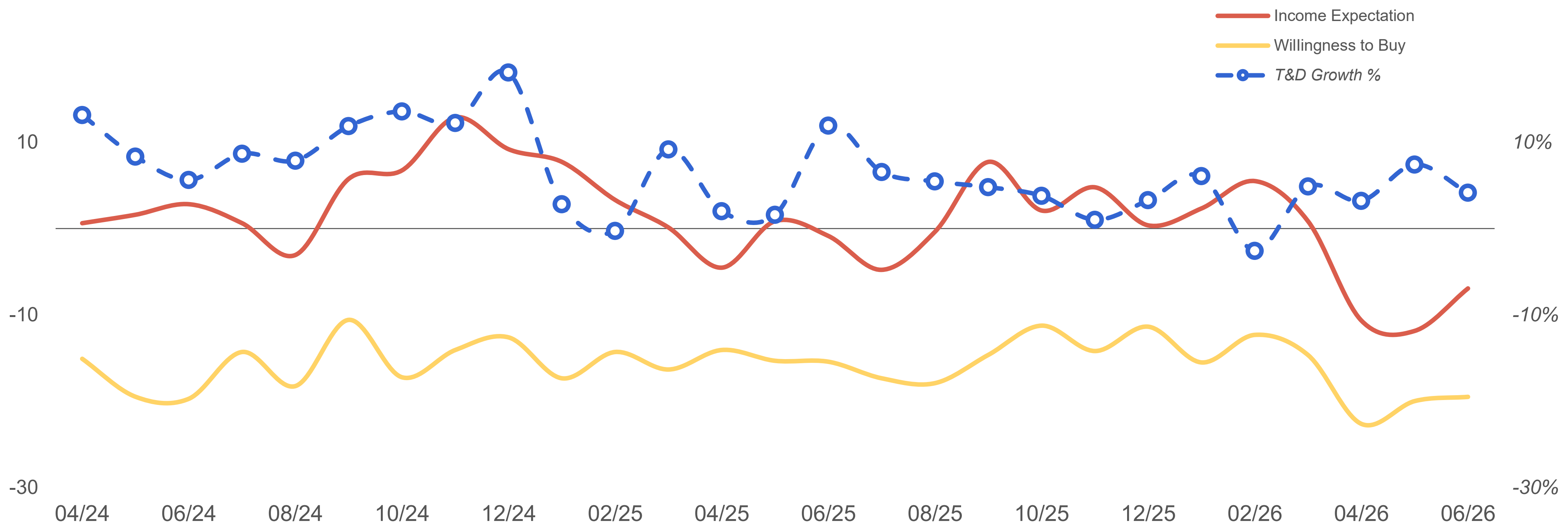
# Spotlight on GfK Consumer Climate and T&D in Spain


Spain

Contact person:
**Elena Toribio**
(Regional Retail)

Elena.Toribio


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




## 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 - powered by NIM, cofunded 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. ES: Due to the insolvency of the field institute, presently no data available.

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Romania
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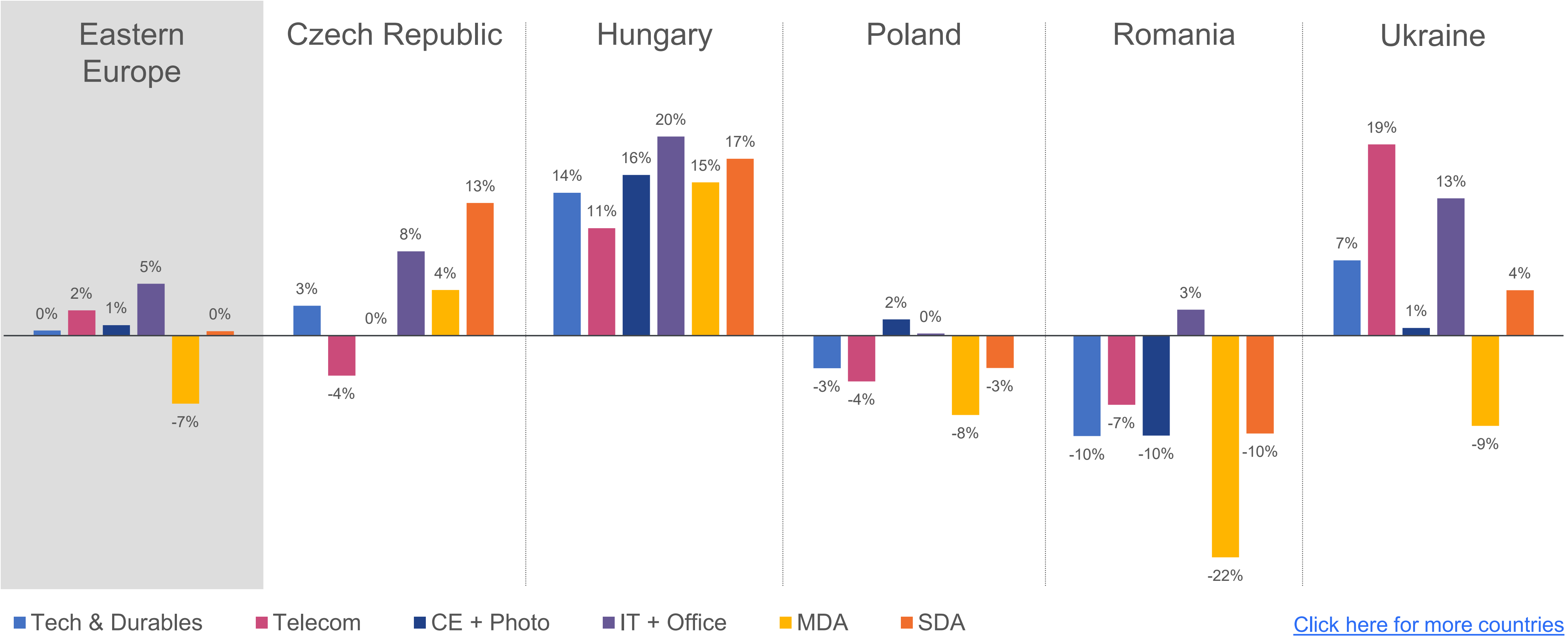
# Mixed performance across countries in the region.

Eastern Europe
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

EUR growth % YoY Q2/2026



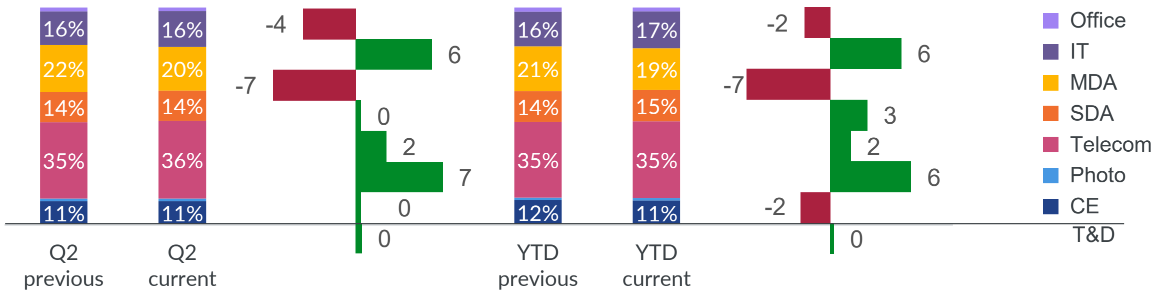

Click here for more countries

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office|
EEU: CZ HR HU KZ PL RO RS SI SK UA |

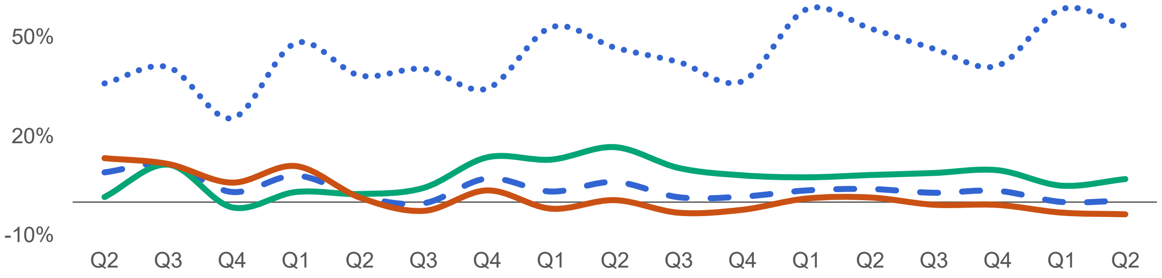
# Helicopter View Eastern Europe

Eastern Europe
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

Consumer basket and spending (value EUR) for tech & durable goods (T&D), YoY growth %




Retail sales (value EUR) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The Eastern European Tech & Durables market remained flat in Q2 2026.
- However, country trends varied: Ukraine recorded strong growth in local currency, while in EUR terms the Czech Republic and Hungary posted modest increases, and Poland and Romania ended the quarter in negative results.
- Among key sectors, only IT showed notable growth in Q2, mostly due to average price increase. Telecom ended with a slight increase only due to a positive trend in Ukraine.
- MDA recorded the steepest decline, caused by significant drops in Romania and Poland.
- SDA remained stable, supported by good consumer demand in Czech Republic, Hungary, and Ukraine, but offset by negative trends in Poland and Romania.

## Channel Dynamics

- Online sales continued to fuel growth while declines in traditional sales accelerated.

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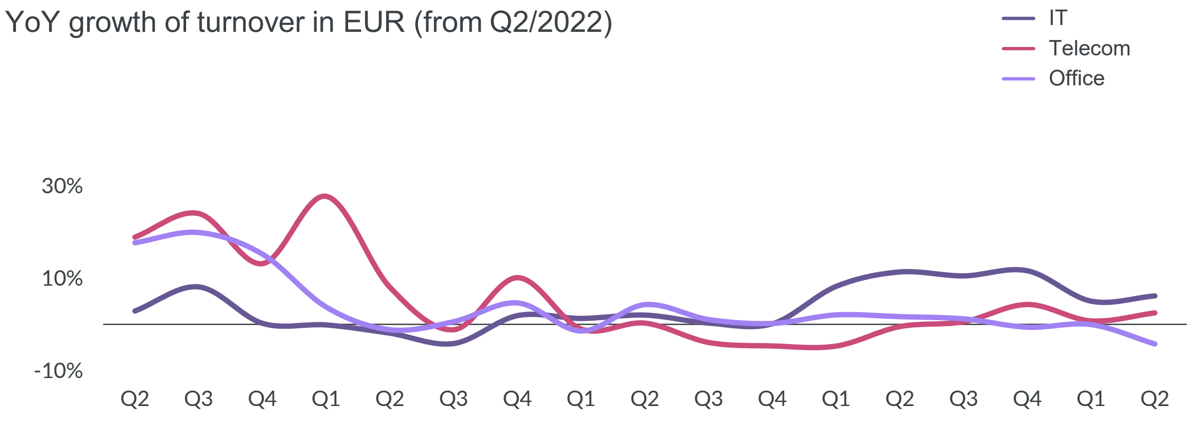
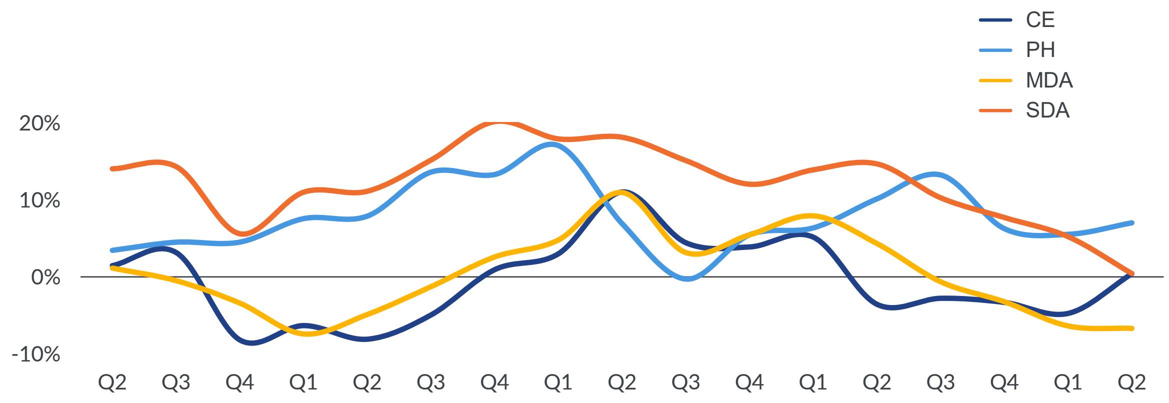
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | EEU: CZ HR HU KZ PL RO RS SI SK UA |

# Helicopter View Eastern Europe

Eastern Europe
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

YoY growth of turnover in EUR (from Q2/2022)




## Growing & declining product segments

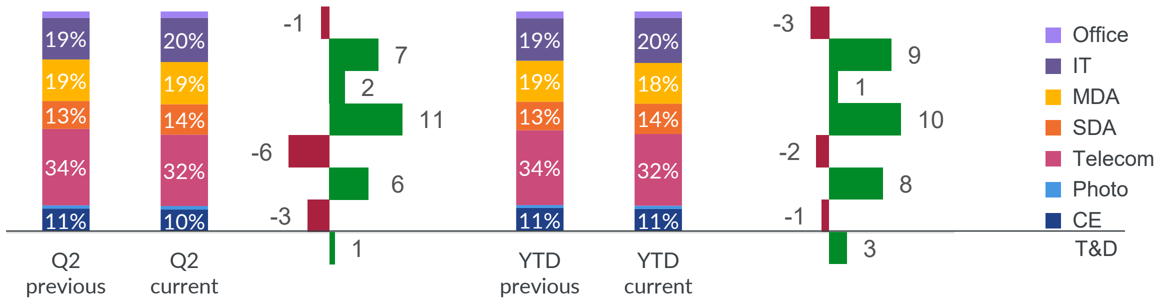
- Within the IT sector, most categories recorded value growth in Q2, mainly due to average price increases, driven by the ongoing global memory shortage. The strongest growth was seen in memory cards and desk computing, while mobile computers posted solid increases.
- In telecom, except for Ukraine and Hungary, the key category smart mobile phones declined.
- In consumer electronics, in contrast to previous quarters, the TV market remained flat, thanks to the effect of the FIFA World Cup in June.
- In MDA, good consumer demand for tumble dryers continued, and hoods recorded a solid growth, as well, while the rest of the categories showed a negative trend.
- Consumers were able to spend more for innovative, multi-functional SDA products that offer greater convenience. This was particularly visible in the key category vacuum cleaners and in the fastest-growing product group hair stylers.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office |
EEU: CZ HR HU KZ PL RO RS SI SK UA |

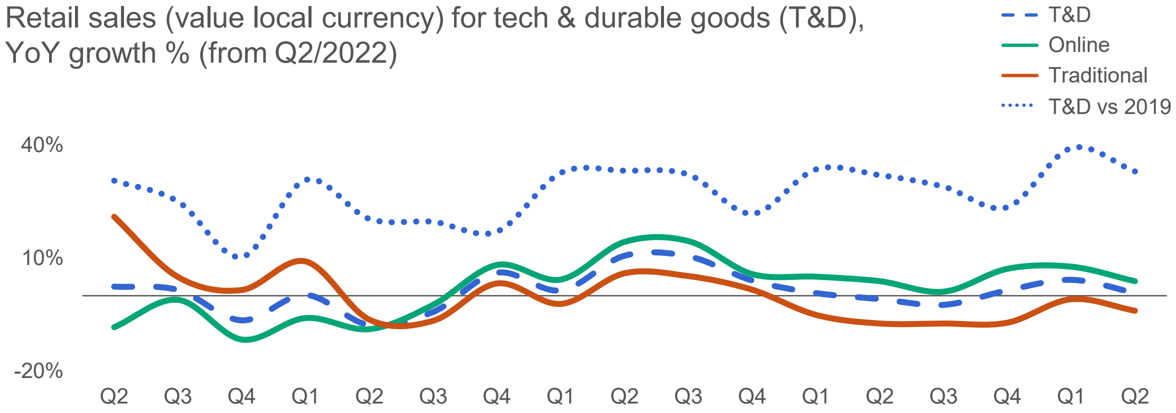
# Helicopter View Czech Republic

Czech Republic
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The CE sector saw a revenue drop year-on-year. TV demand remained stable supported by the World Cup, but ongoing price erosion reduced sales value.
- The IT sector recorded growth entirely driven by a double-digit increase in average selling prices. The memory chip shortage was beginning to affect prices of several product groups.
- In MDA, price erosion remained the main challenge, but in Q2 both sales volume and revenue increased.
- The SDA market grew at a healthy rate in Q2, with most of the categories showing a positive development.

## Channel Dynamics

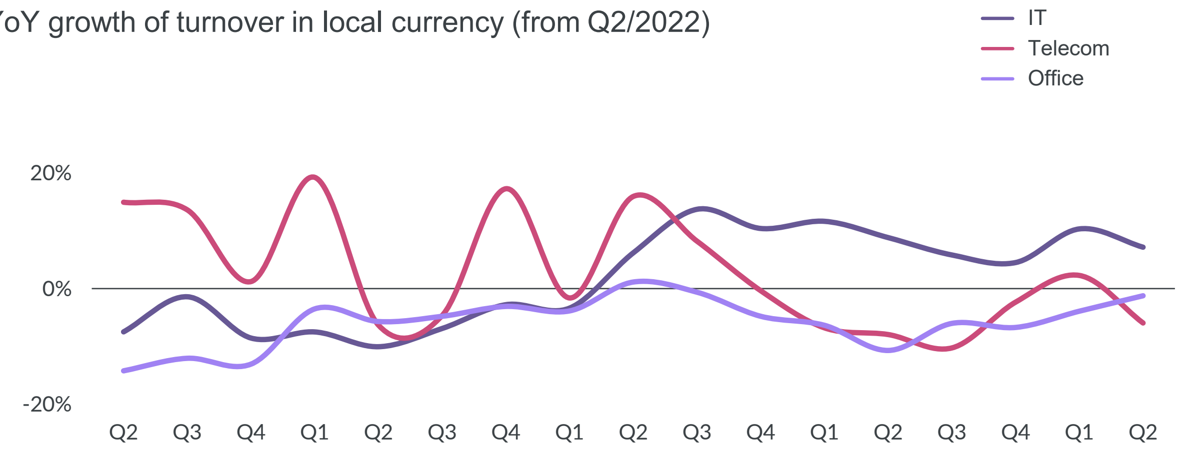
- The traditional market declined in most categories during Q2, while the online channel continued to show positive development.

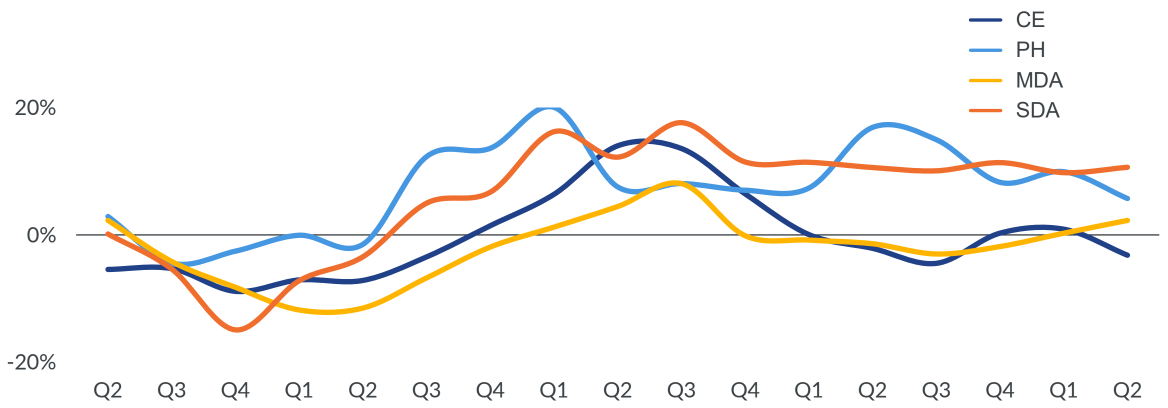
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Czech Republic

Czech Republic
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- The photo sector continued to grow driven by strong demand for fixed lenses and action cameras, while mirrorless cameras already experienced decline in sales value.
- Growth in laser printing devices helped offset weaker performance in inkjet. Cartridge sales remained stable in value.
- Mobile computers delivered double-digit growth, driven by the non-gaming and ultra-thin segments.
- Monitor average selling prices continued to decline. Nevertheless, the category grew in value, particularly gaming monitors with 144 Hz and above.
- Despite an overall decline in smartphone sales, growth was concentrated exclusively in devices offering at least 256 GB of storage and in the 6.3” to 6.6” and >=6.8” screen-size segments.
- Vacuum cleaners delivered the biggest value contribution, followed by dental care, air treatment, and hot beverage makers.
- Even the peak summer season in MDA did not bring higher sales of refrigerators and freezers, as consumers invested more in built-in hobs and hoods instead.

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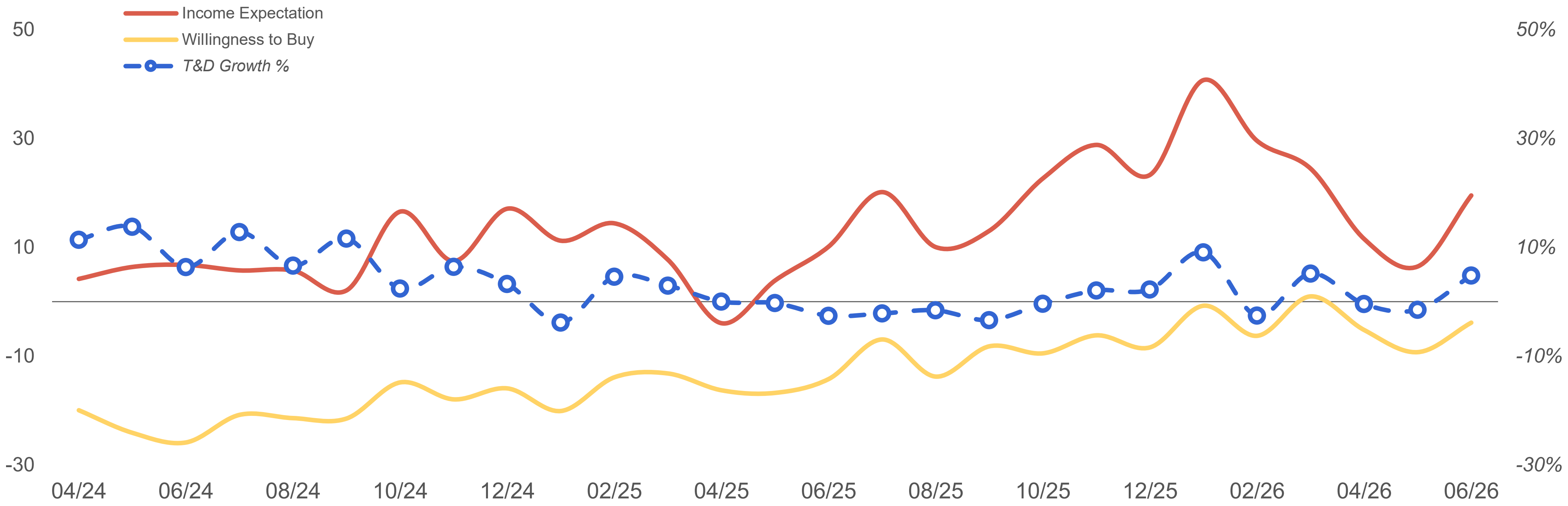
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Spotlight on GfK Consumer Climate and T&D in Czech Republic

Czech Republic
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

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

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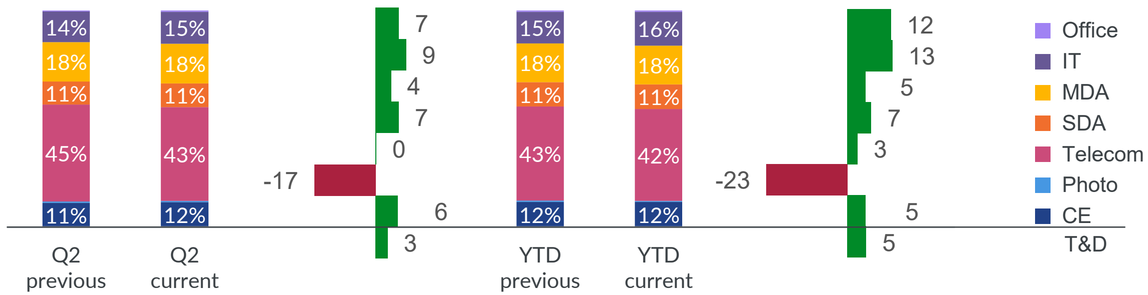
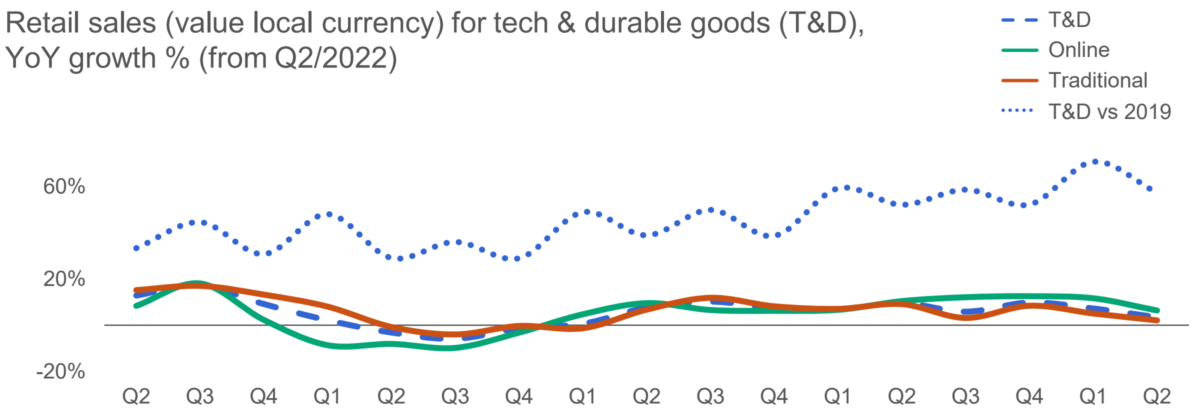
# Helicopter View Hungary

Hungary
Contact person: **Luboš Drhovský** (MI Lead)
Lubos.Drhovsky

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The CE sector continued to grow in Q2, driven mainly by the key category PTV/Flat. Additional support came from headsets and mini Bluetooth speakers.
- The IT sector recorded growth, entirely driven by a double-digit increase in average selling prices (ASP), partly reflecting the emerging memory chip shortage.
- The momentum in the office sector slowed as inkjet demand weakened, while laser categories continued to perform strongly, supporting the printing market growth.
- Rising ASP helped the telecom sector revenue to remain stable YoY.
- The SDA sector continued to show growth in Q2.
- The MDA market growth slowed versus the previous period but remained above last year's level.

## Channel Dynamics

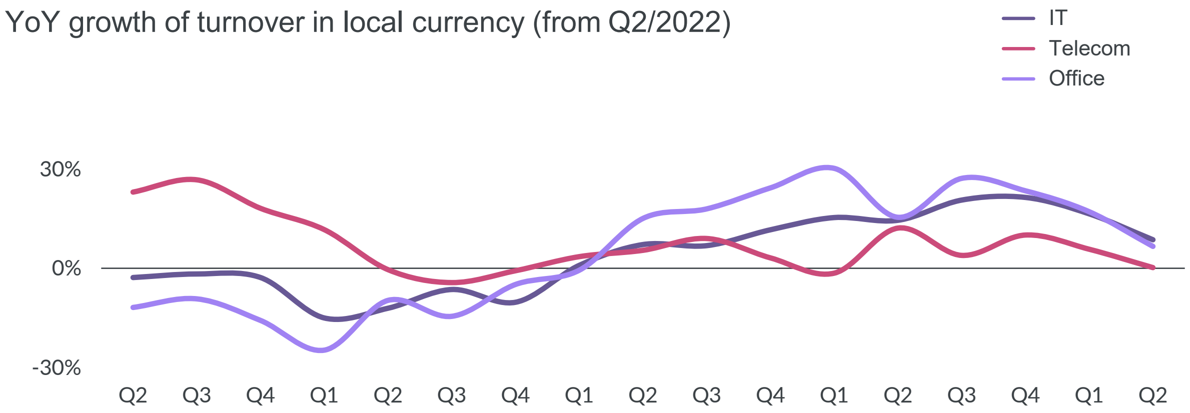
- In Q2, online sales maintained higher growth than traditional sales.

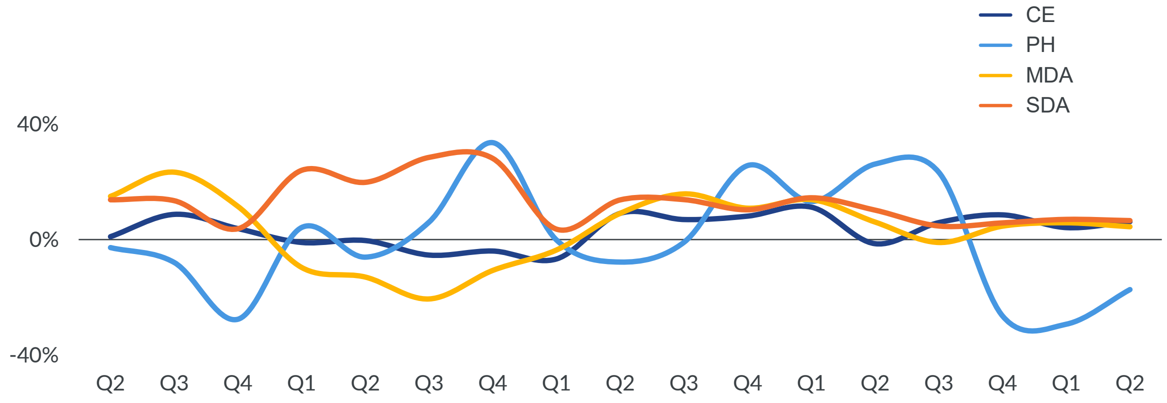
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Hungary

Hungary
Contact person:
**Luboš Drhovský**
(MI Lead)
Lubos.Drhovsky

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- In the CE sector, TV sales were supported by FIFA World Cup–related consumer demand and retailer promotions, particularly in screens sized 55”+ and the premium MiniLED segment.
- Within the IT sector, mobile computers delivered strong double-digit growth, primarily supported by premium non-gaming models. Media tablet revenue declined due to lower ASP, while growth was limited to devices with screen sizes 11” to 12”.
- In telecom, smartphones remained at a stable level, with strong growth concentrated in models offering at least 256 GB of storage and in the 6.3” to 6.6” and >=6.8” screen-size segments. Core wearables recorded moderate revenue growth, supported by rising ASP and the non-cellular smartwatch segment.
- In the MDA sector, growth was primarily driven by freezers, while dishwashers, hoods, tumble dryers, and cooling appliances contributed with single-digit growth versus Q2 2025. All other major categories remained above last year's level.
- In the SDA sector, vacuum cleaners and hair stylers were the key growth drivers in Q2 2026. In contrast, fryers, kettles, toasters, hair clippers, shavers, and dental care underperformed and finished below the level of Q2 2025. All other categories increased moderately.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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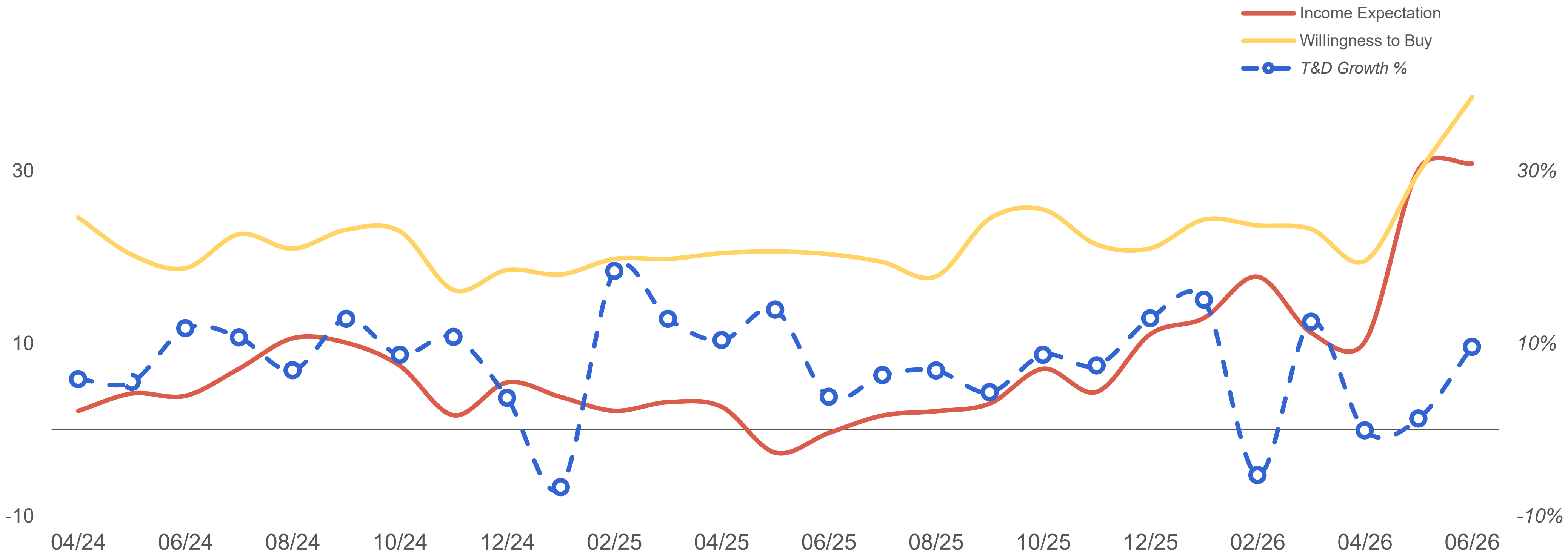
# Spotlight on GfK Consumer Climate and T&D in Hungary

Hungary

Contact person:
**Luboš Drhovský**
(MI Lead)

Lubos.Drhovsky

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




## 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 - powered by NIM, cofunded 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.

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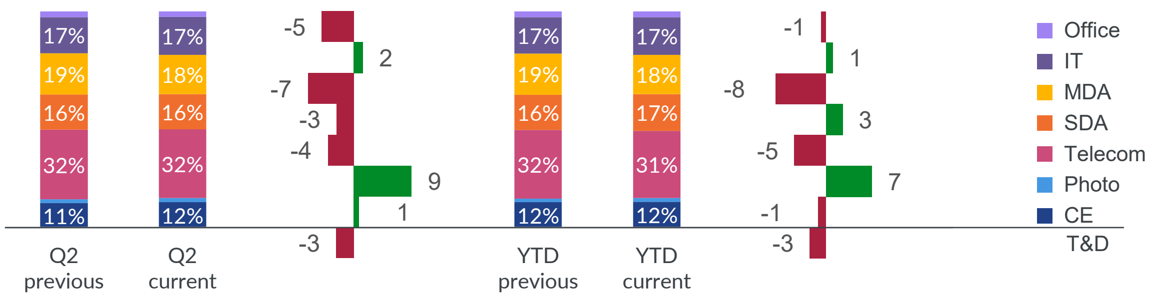
# Helicopter View Poland

Poland

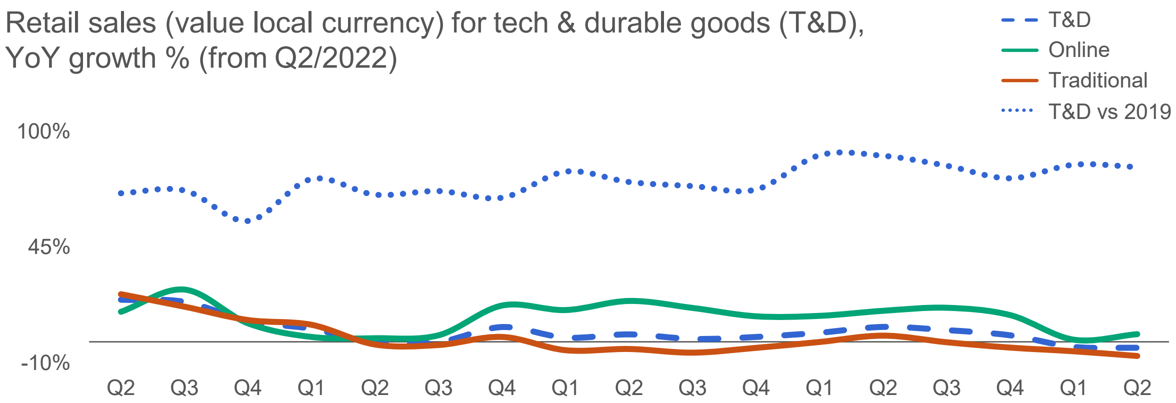
Contact person:
**Anna Dubel**
(CSM Lead)

Anna.Dubel

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Polish Tech & Durables market declined by 3% YoY, reflecting weaker consumer demand across most major sectors. Only IT, photo, and CE delivered growth, partially offsetting declines in telecom and household appliance categories.
- Photo was the market's fastest-growing sector in Q2 2026 (+9% YoY). While its contribution to total T&D sales remained limited due to its relatively small size, the sector significantly outperformed all major categories.
- IT remained one of the market's most resilient sectors. Despite a challenging environment, sales increased by 2% YoY, supported by continued strength in desk computing, monitors, and media tablets.

## Channel Dynamics

- The sales mix continued to shift towards online channels. E-commerce outperformed traditional retail in Q2 2026, further strengthening its position within the Polish T&D market and highlighting the growing importance of digital channels for category growth.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

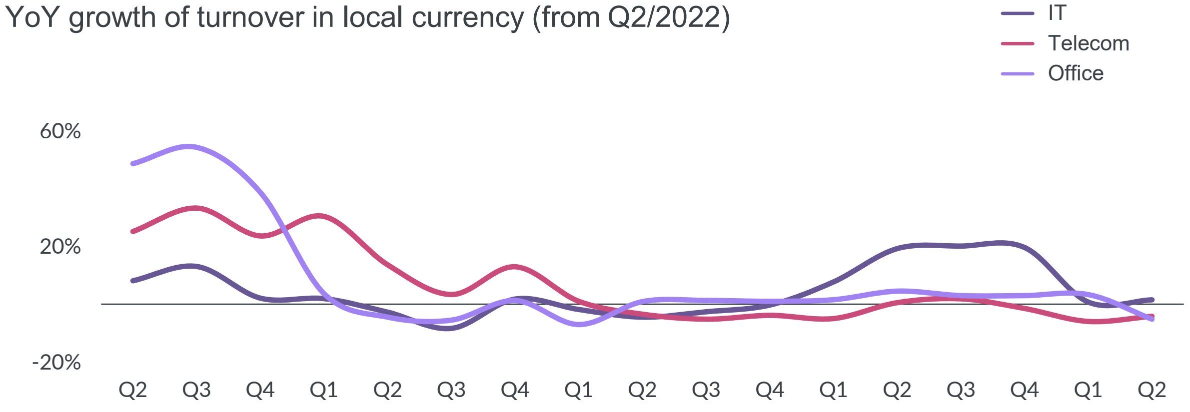
# Helicopter View Poland

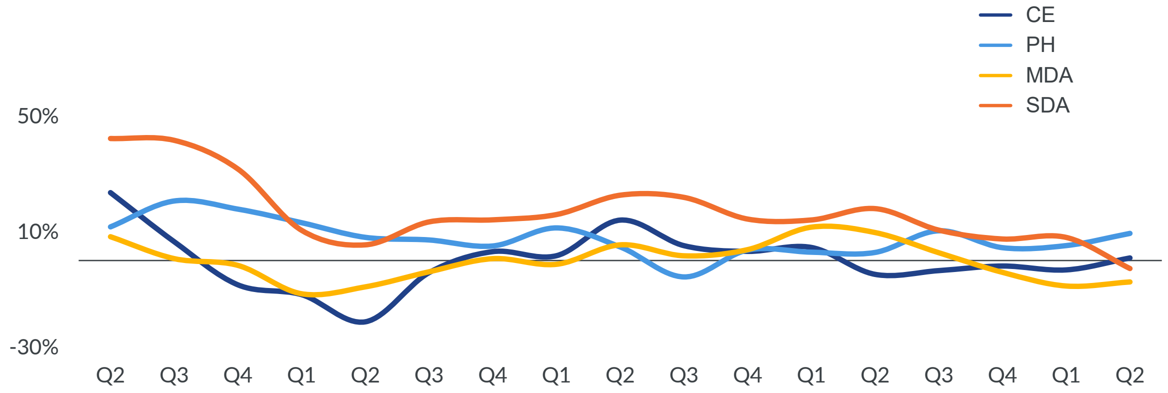
Poland

Contact person:
**Anna Dubel**
(CSM Lead)

Anna.Dubel

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- The major domestic appliances sector declined by 7% in 2026, but the deterioration was not concentrated in one category. The three largest segments all contracted significantly: cooling at -10%, washing machines at -8%, and cooking at -11%. Together, these categories lost more than PLN 155m in sales value.
- Against a declining appliance market, tumble dryers increased by 17%, making them the only category delivering double-digit growth in the MDA sector.
- After strong growth in 2025, food preparation declined by 26% in 2026. This represented one of the sharpest reversals among sizeable categories and was a major contributor to the SDA sector moving from strong growth into decline.
- The telecom decline was largely driven by smartphones (-4%), which represent almost 90% of the sector value, and which lost nearly PLN 150M in sales.
- After declining in 2025, consumer electronics returned to slight growth (+1%) in 2026. The recovery was driven almost entirely by PTV/Flat (+3%), while headsets (-7%) and mini Bluetooth speakers (-3%) remained under pressure.

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Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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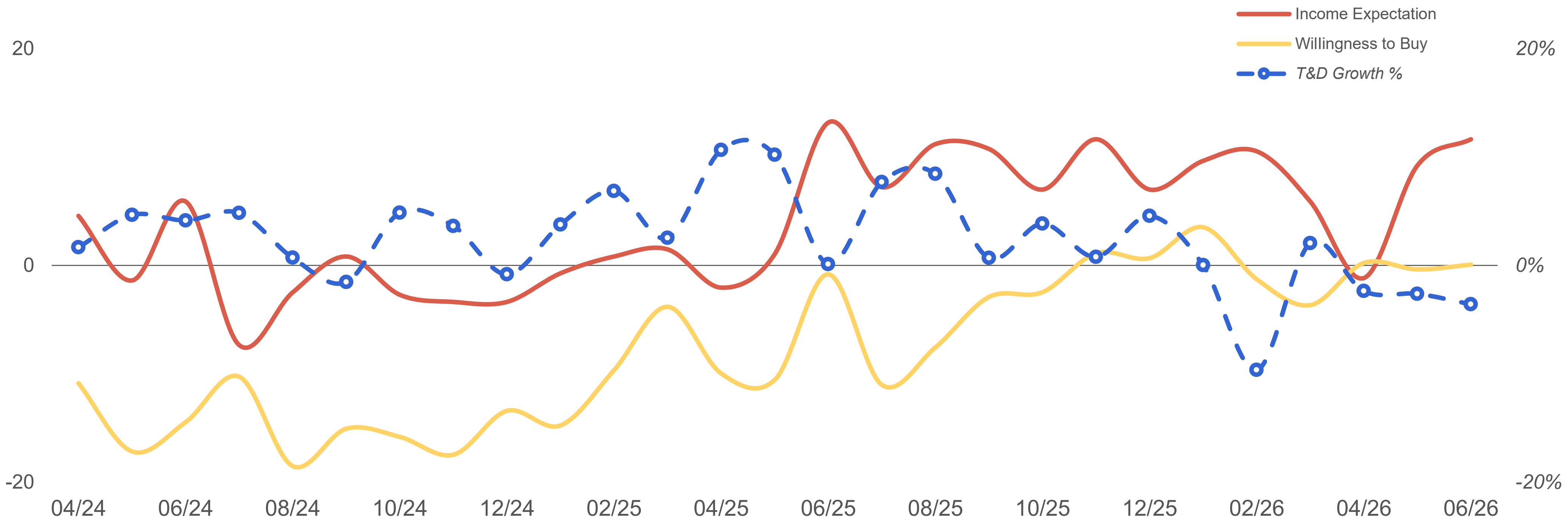
# Spotlight on GfK Consumer Climate and T&D in Poland

Poland

Contact person:
**Anna Dubel**
(CSM Lead)

Anna.Dubel

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




## 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 - powered by NIM, cofunded 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.

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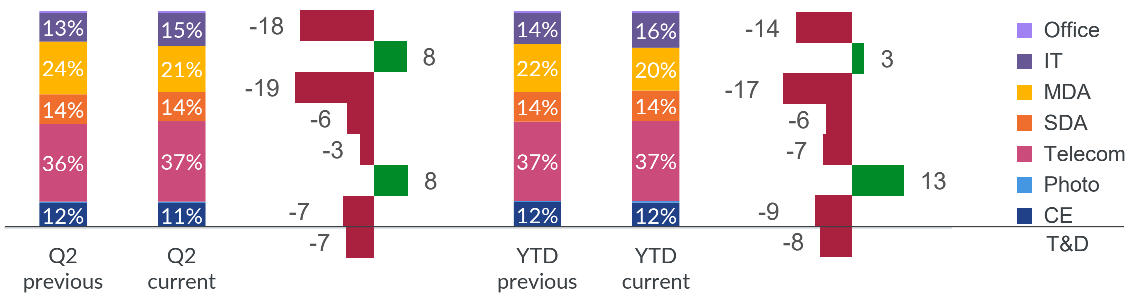
# Helicopter View Romania

Romania

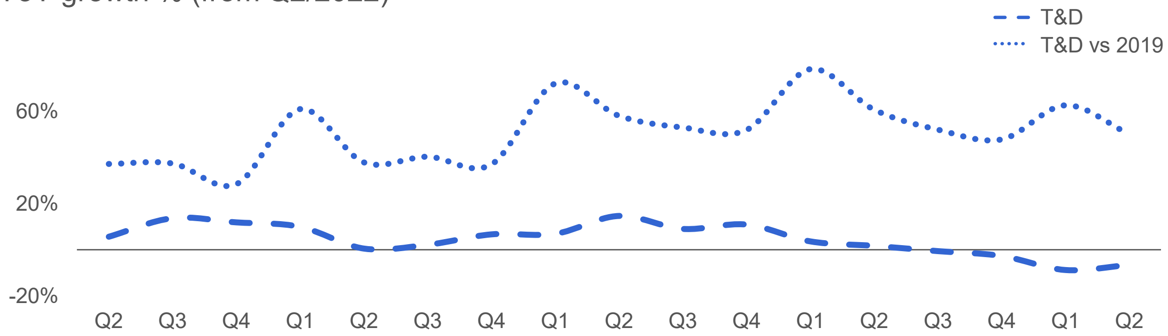
Contact person:
**Raluca Manarcescu**
(MI Lead)

Raluca.Manarcescu

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Tech & Durables market in Romania decreased in value, by almost 7%, respectively -8% in H1 2026. Volume wise, the market was on a decreasing trend as well.
- While most sectors recorded negative trends in both value and volume, the IT and photo sectors registered positive evolutions in both indicators.
- In contrast, the largest sector telecom continued to show a negative trend, also compared to the same period in 2025.
- Romania's annual inflation rate increased overall in Q2 2026 compared to Q1 2026, keeping its upward trend which started in March 2026. This increase was accompanied by a slight increase in consumer prices, most notably for services.

## Channel Dynamics

- During the first half of the year, the telecom sector continued to decline across both channels, with volume decreasing at a faster pace than value. Q2 2026 maintained a similar volume performance, while in telecom retailers the market registered a stable evolution in value.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office; channels reported for telecom sector only - for further information please contact your local key account manager

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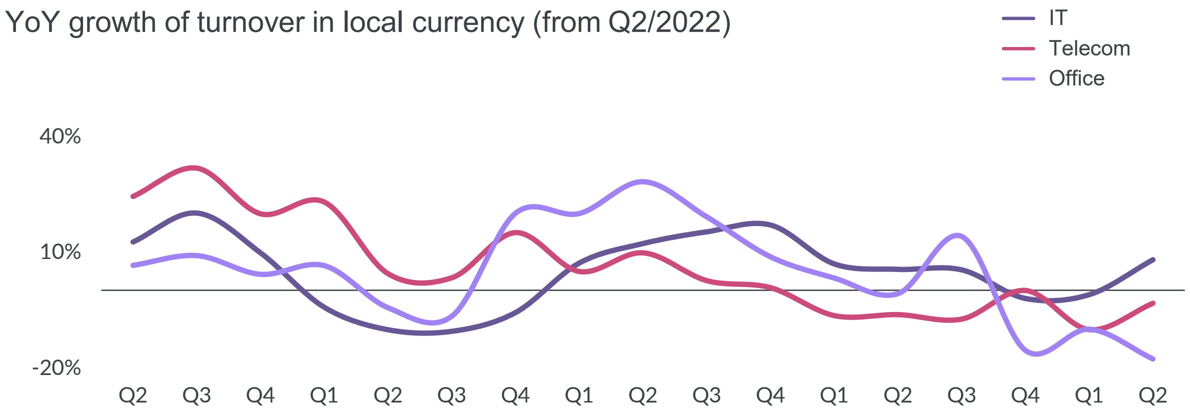
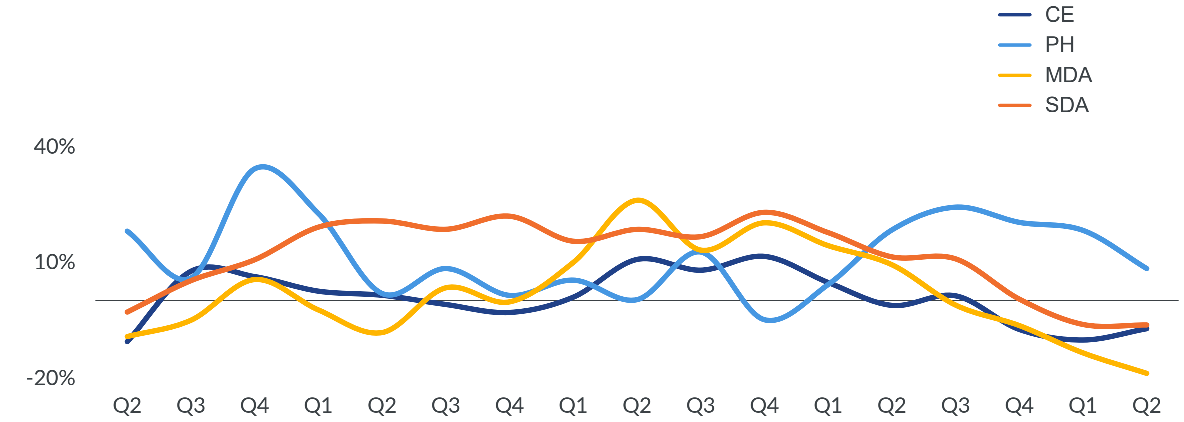
# Helicopter View Romania

Romania

Contact person:
**Raluca Manarcescu**
(MI Lead)

Raluca.Manarcescu




## Growing & declining product segments

- In Q2, CE saw a decrease of 9% in volume and a 7% drop in value. Mini Bluetooth speakers and headsets experienced growth in value, but decreased in volume, whereas audio home systems significantly decreased in both value and volume. Loudspeakers was the only segment to register growth in both volume and value, while headphones significantly decreased in volume, at 29%.
- SDA declined both in value & volume, with decreases from most categories. Vacuum cleaners, the largest revenue generating category, increased in volume but registered a decrease in value. Categories growing in both volume and value included air treatment, electric male system razor blades, and dental care.
- The IT sector registered an increase of almost 8% in value overall. However, the volume drop was high (-10%), impacted by declines in most categories, except desk computing and visual cams with increasing trend, and mobile computing with stable evolution. The office sector registered decreases in value and volume, driven by multifunctional printers, while printers slightly increased.
- The MDA sector saw a significant drop in both value and volume, highly impacted by decreases in all categories. Air conditioners, cooking, cooling, hoods, and MWO registered a double-digit drop.
- The telecom sector experienced a 17% decline in volume, primarily driven by the negative evolution of smartphones, with core wearables contributing to the downward trend as well.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office; channels reported for telecom sector only - for further information please contact your local key account manager

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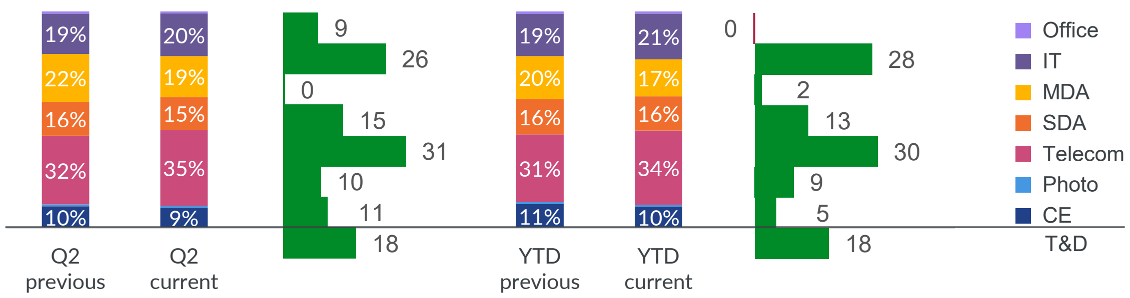
# Helicopter View Ukraine

Ukraine

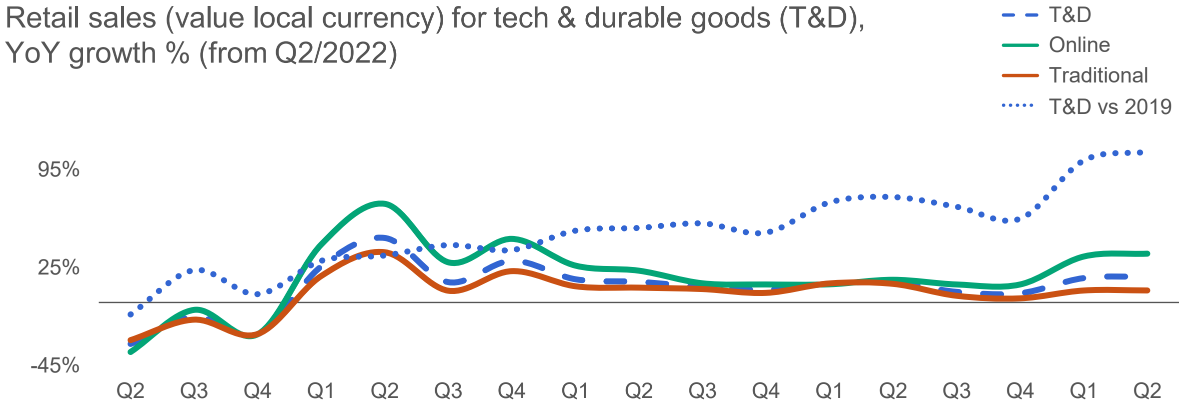
Contact person: **Serhii Shevchenko** (MI Lead)

Serhii.Shevchenko

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- Telecom remained the largest sector, growing 31% YoY to UAH 13.2bn. Growth was driven almost entirely by phablets, up 32% to over UAH 12.3bn, highlighting consumers' continued focus on smartphone upgrades despite economic uncertainty.
- The MDA market remained stagnant in terms of volume (-4%) but showed slightly positive dynamics in value (+0.4%) due to currency devaluation. Cooking categories were the primary weakness, driven by a sharp decline in ovens and softer performance in built-in hobs.
- In units, SDA returned to growth (+0.2%) after a weak Q1, signaling early market stabilization and delivered strong double-digit growth in value (+15%).
- The IT sector grew by 26% YoY to UAH 7.7bn, making it one of the fastest-growing large sectors.
- The CE sector grew by 11%, yet growth was uneven across categories. Mini Bluetooth speakers expanded by 33%, nearly three times faster than the sector average.

## Channel Dynamics

- In Q2 2026, online sales continued to surpass traditional channels and became the primary market growth driver.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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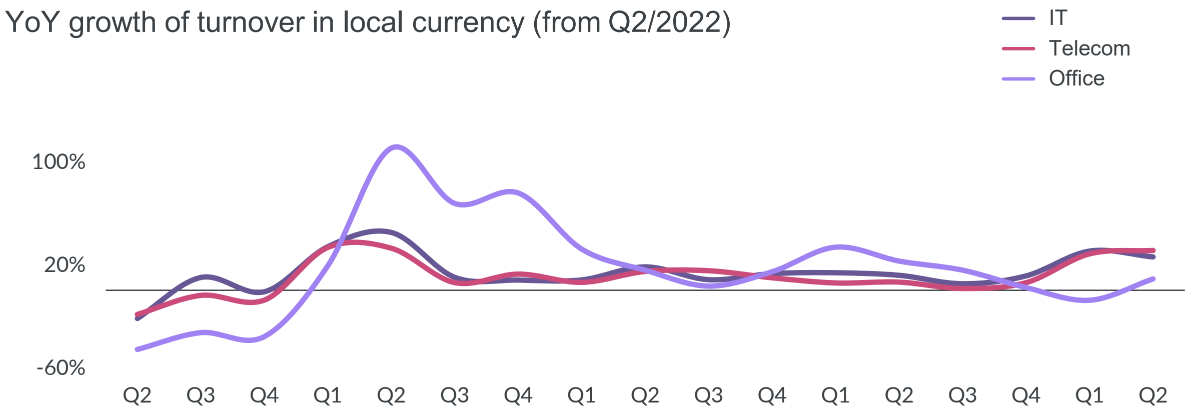
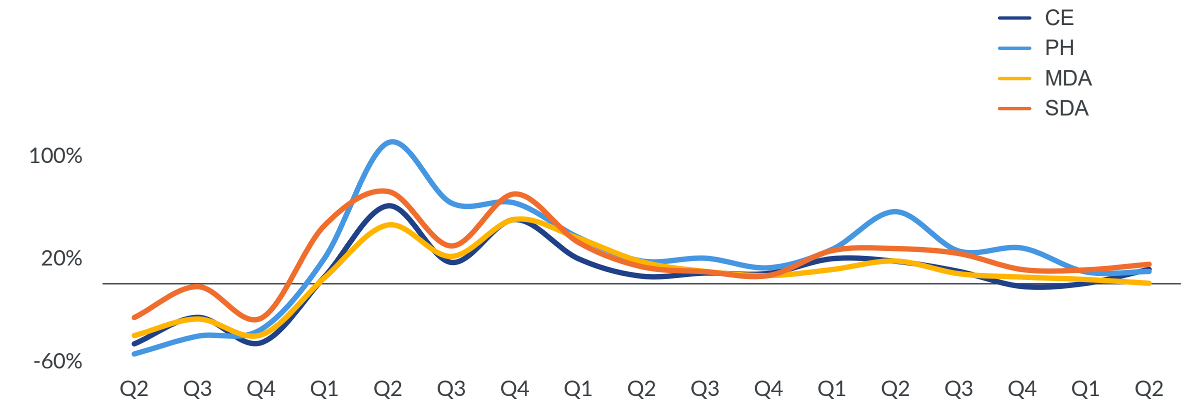
# Helicopter View Ukraine

Ukraine
Contact person:
**Serhii Shevchenko**
(MI Lead)
Serhii.Shevchenko

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

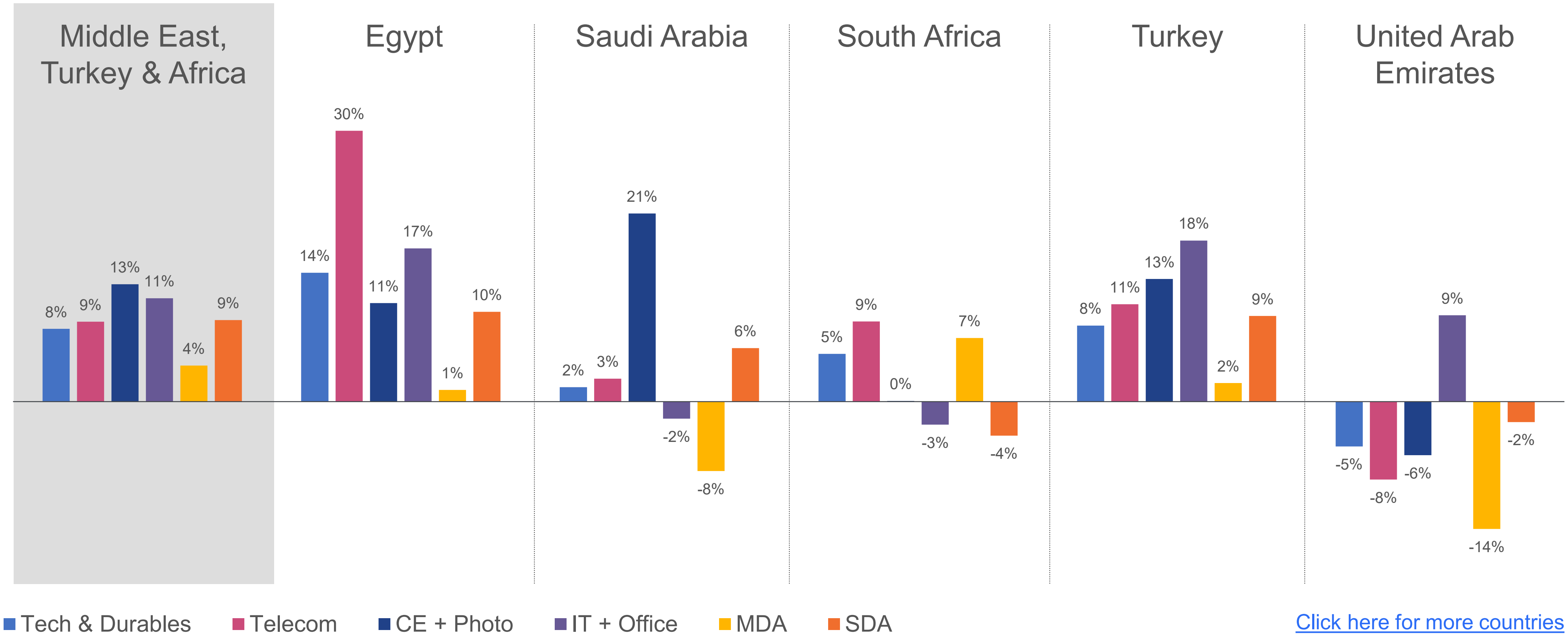
- While phablets remained the dominant growth driver, core wearables delivered a strong 29% YoY increase. Although a much smaller market, wearables grew almost in line with the overall telecom sector.
- Mobile computing generated nearly UAH 4.0bn in sales and grew 34% YoY, contributing the largest revenue increase within IT. While portable devices remained dominant, desk computing was among the fastest-growing categories, rising 41% YoY to UAH 529m.
- The key growth drivers in MDA were tumble dryers, washing machines, and dishwashers. Cooling remained positive but lost momentum. Freezers delivered the strongest recovery, moving back into growth after a difficult Q1.
- PTV, the biggest product group in the CE sector, generated more than UAH 2.1bn. However, growth reached only +6%, below the sector average.
- SDA growth is broad-based, led by electric fryers, shavers, vacuum cleaners, hair stylers, and dental care. Strong recovery in irons, health, and HBM further supported the category performance, while juicers, cooking pots, and sandwich/waffle/grill remained under pressure and continued to drag on overall results.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Broad-based growth of T&D across META, led by IT & CE in key markets.

Middle East, Turkey & Africa
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klett

USD growth % YoY Q2/2026



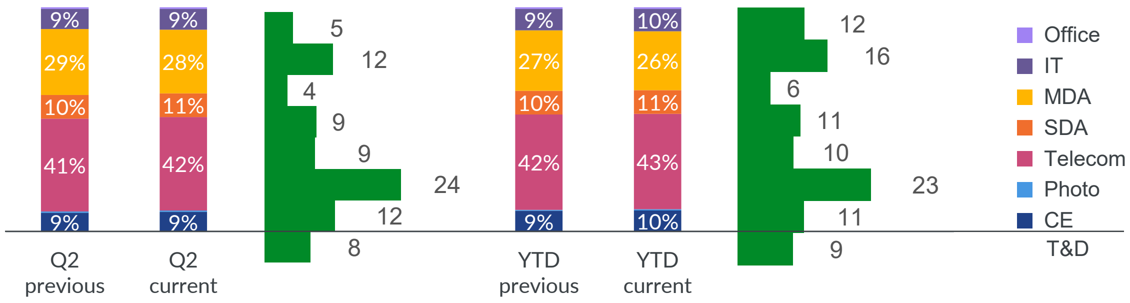

Click here for more countries

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | META: AE EG IL IQ MA OM PK SA TR ZA

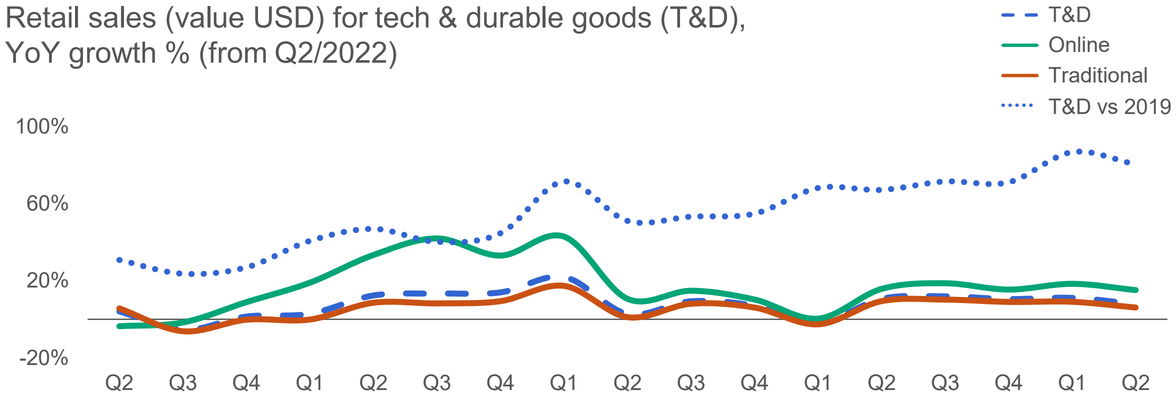
# Helicopter View Middle East, Turkey & Africa

Middle East, Turkey & Africa
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klett

Consumer basket and spending (value USD) for tech & durable goods (T&D), YoY growth %




Retail sales (value USD) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The META T&D market grew by 8% YoY in Q2, with all sectors contributing positively.
- IT (+12%) and office (+5%) sustained significant growth, supported by healthy demand.
- MDA increased 4% YoY, contributing 28% of the total T&D market value.
- SDA (+9%) and consumer electronics (+12%) maintained strong growth momentum.
- Telecom grew 9% YoY, remaining the largest contributor to the T&D market. Photo was the fastest-growing category, expanding 24% YoY in Q2.

## Channel Dynamics

- The gap between online and traditional channels remained substantial. Online sales maintained a growth trajectory in Q2, continuing to outperform the traditional channel despite a slight moderation from the previous quarter.
- Traditional growth stabilized, showing that this channel is still a market driver and emphasizing the importance of an omni-channel approach.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | META: AE EG IL IQ MA OM PK SA TR ZA

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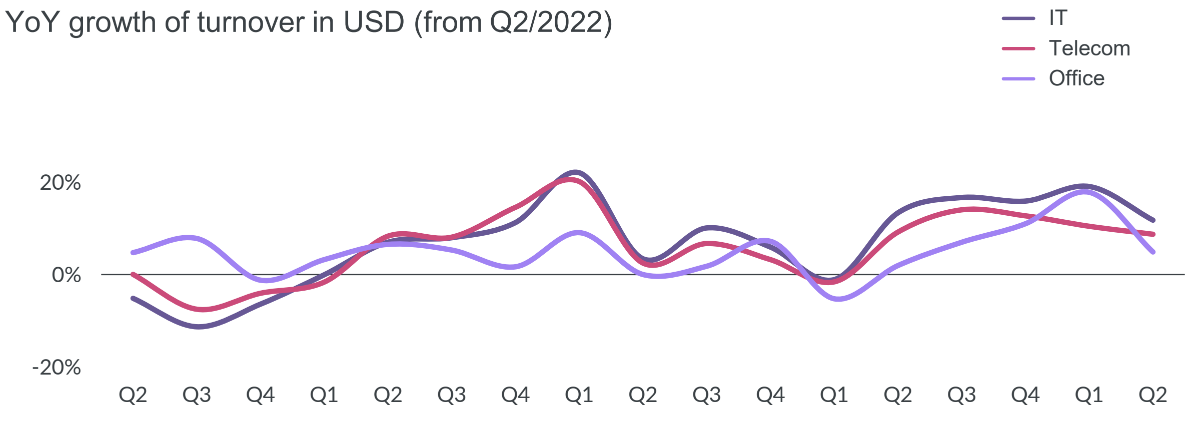
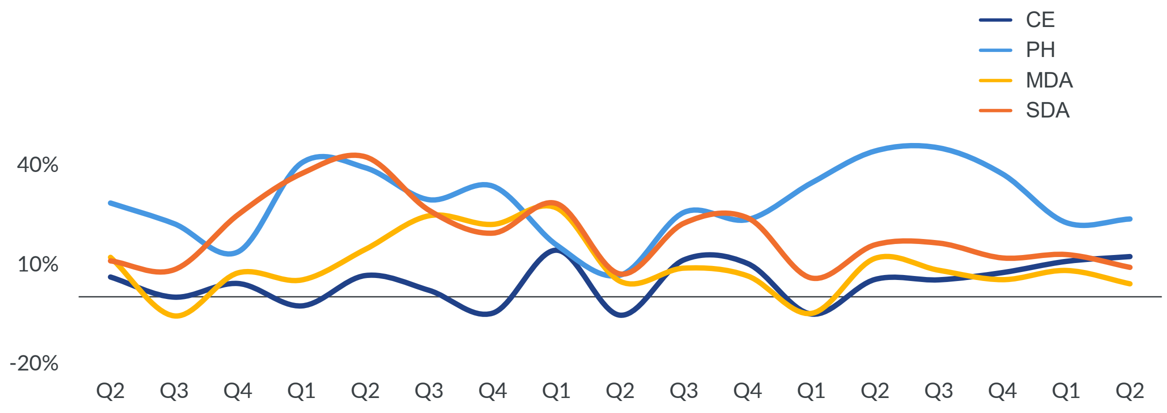
# Helicopter View Middle East, Turkey & Africa

Middle East, Turkey & Africa
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klett

YoY growth of turnover in USD (from Q2/2022)




## Growing & declining product segments

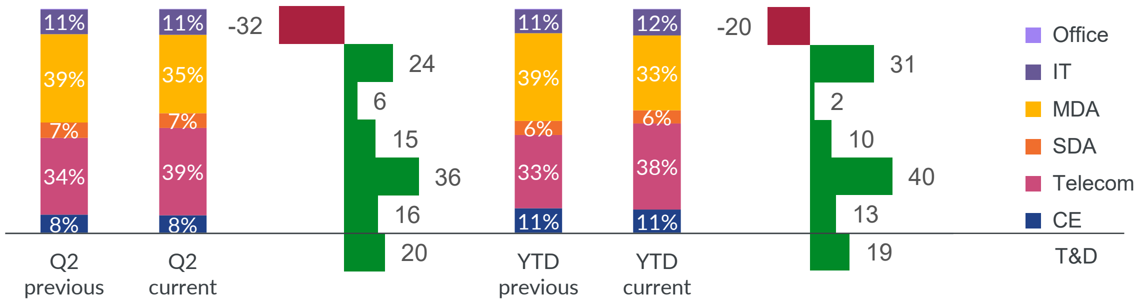
- META delivered broad-based growth across most sectors, led by IT, consumer electronics, SDA, and telecom. Growth was driven primarily by Israel, Egypt, Turkey, South Africa, Morocco, and Pakistan, while the gulf countries along with Iraq showed signs of slower demand.
- Despite of the Middle East conflict and regional uncertainty, consumer technology (IT) and entertainment (CE) sectors showed resilience.
- Telecom demand softened in Iraq and gulf countries, but Egypt, Israel, and Pakistan showed robust growth in the sector.
- Growth in the office sector was partially offset by a significant decline in demand in Egypt.
- Most markets supported growth in SDA, highlighting the consumer demand for convenience, lifestyle, and home-improvement products.
- MDA recorded modest growth across META in Q2. UAE and KSA markets were under pressure.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | META: AE EG IL IQ MA OM PK SA TR ZA

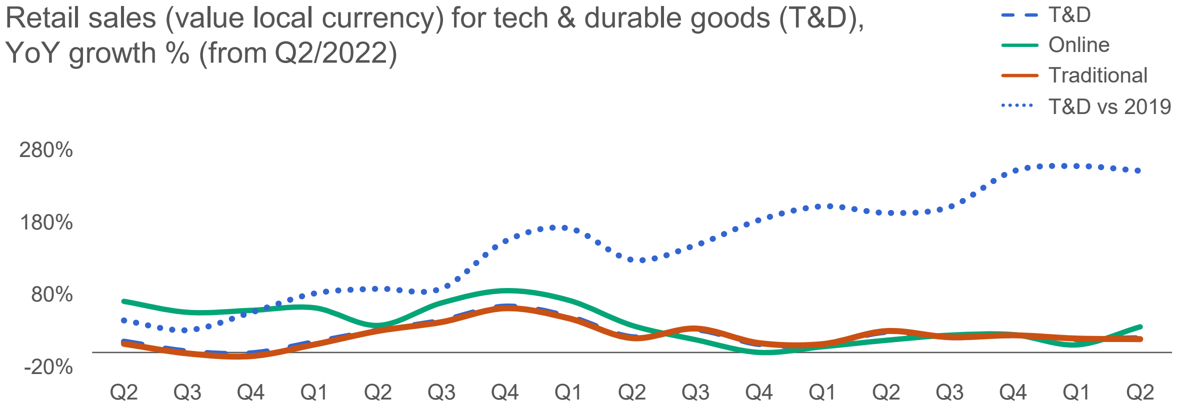
# Helicopter View Egypt

Egypt
Contact person:
**Dina Abdel Ghany**
(MI CSG Manager)
Dina.AbdelGhany

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- Consumer demand remained constrained by a challenging macroeconomic environment, with elevated inflation and ongoing cost-of-living pressure continuing to weigh on discretionary spending across technology and durable goods categories.
- Despite market volatility, Egyptian and Chinese brands have sustained steady growth since January, reinforcing their competitive position in the market. Egyptian brands continued to strengthen their market leadership, while El Araby remained under pressure with ongoing declines in volume momentum.

## Channel Dynamics

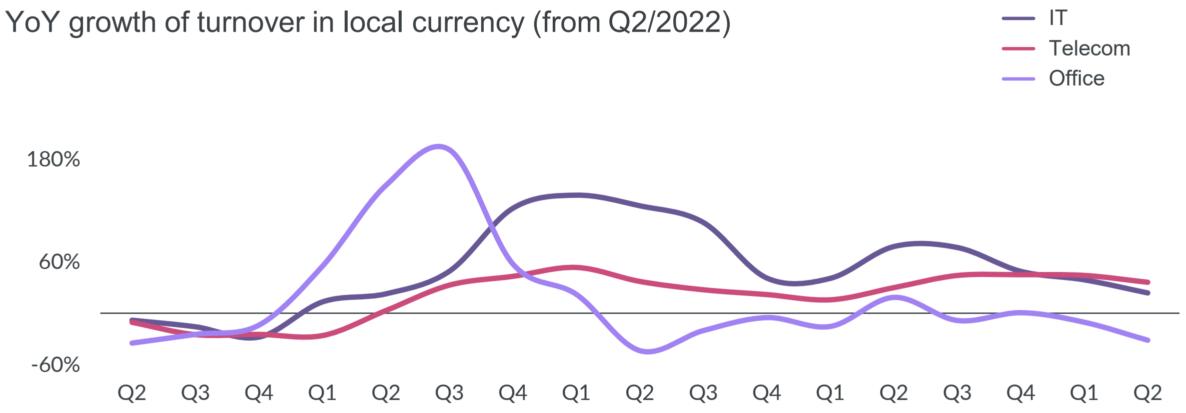
- Retail sell-out momentum remained positive but subdued, with T&D growth tracking in the low-single digits during the latest quarters, materially below the elevated growth rates achieved in previous periods.
- Online retail continued to outperform traditional retail over the longer term, although the gap has narrowed recently as both channels converged toward similar growth levels.
- Both online and traditional channels showed signs of stabilization, following periods of higher volatility, indicating a more mature and balanced growth environment across retail formats.

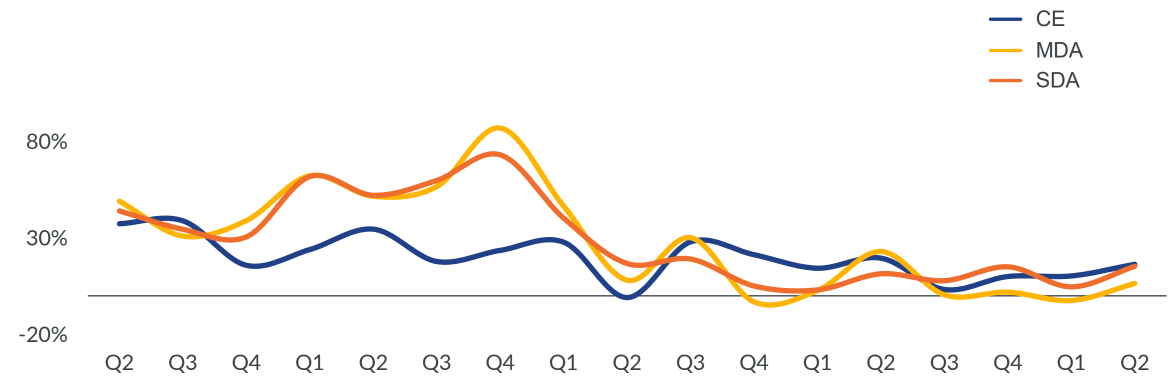
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Egypt

Egypt
Contact person:
**Dina Abdel Ghany**
(MI CSG Manager)
Dina.AbdelGhany

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

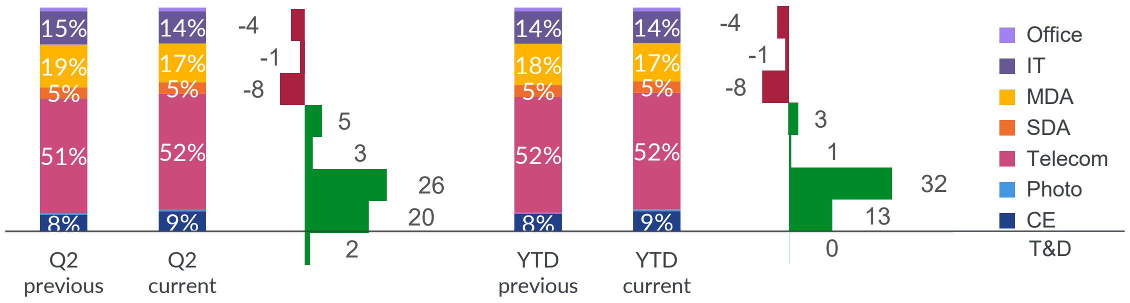
- IT remained Egypt's strongest technology growth engine, sustaining positive double-digit growth throughout most recent periods despite moderating from exceptionally high post-recovery peaks.
- Telecom demonstrated the most consistent growth profile, maintaining stable positive performance and outperforming durable goods categories, reflecting consumers' continued prioritization of connectivity and communication-related spending.
- Office experienced the highest volatility among all segments, moving from extraordinary growth peaks above 180% to negative territory, indicating normalization following earlier demand surges.
- Durable goods categories entered a mature, low-growth phase, with CE, MDA, and SDA converging toward flat-to-low single-digit growth, significantly below technology category performance.
- MDA value grew by +5% YTD 2026, driven primarily by a strong shift toward Chinese and European brands, while El Araby continued to lose share.
- Market leadership shifted decisively toward technology categories, as IT and telecom continued to generate growth while durable segments struggled to build sustained momentum.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

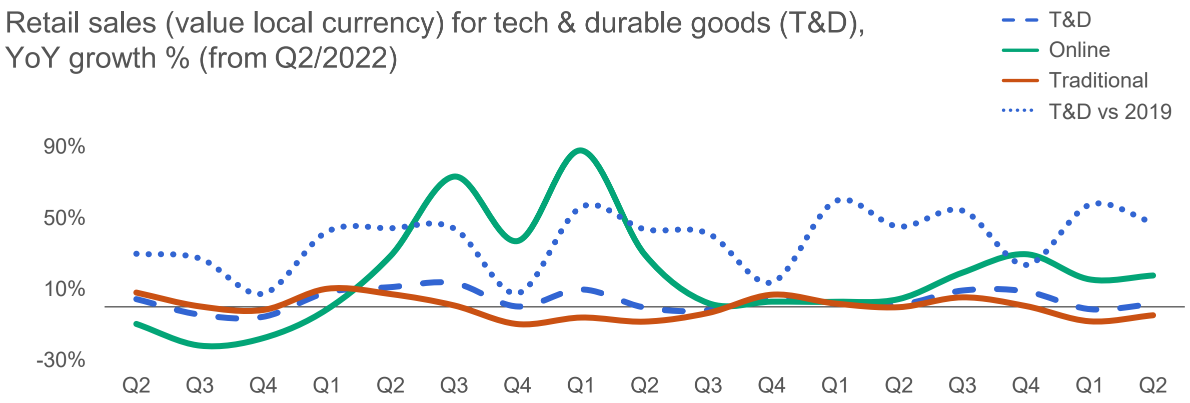
# Helicopter View Saudi Arabia

Saudi Arabia
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klett

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The T&D market grew by 2% YoY in Q2, supported by growth in CE, telecom, photo, and SDA, which helped offset declines in office, IT, and MDA.
- Office demand remained under pressure due to lower hardware purchases. IT was relatively stable despite a slight decline.
- MDA remained under pressure, declining by 8% YoY. As the second-largest category, with an 18% market share, its decline significantly weighed on overall market growth.
- SDA grew by 5%, reflecting rising demand for convenience, lifestyle, and home-improvement products.
- Telecom, which represents 52% of the market, grew by 3% YoY and remained the largest contributor to overall market performance.
- CE delivered strong growth of 20% YoY, highlighting continued consumer appetite for entertainment during the World Cup.

## Channel Dynamics

- Market growth remained subdued in Q2. Online continued to be the key growth channel. Traditional retail remained broadly stable, delivering only marginal growth.

Source: GfK Market Intelligence: Sales Tracking, Panelmarket incl. Expansion, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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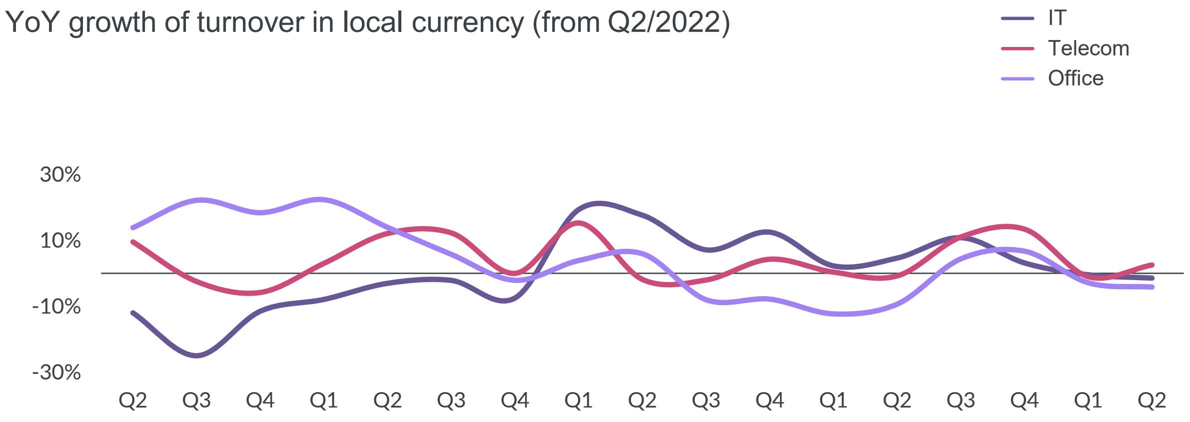
# Helicopter View Saudi Arabia

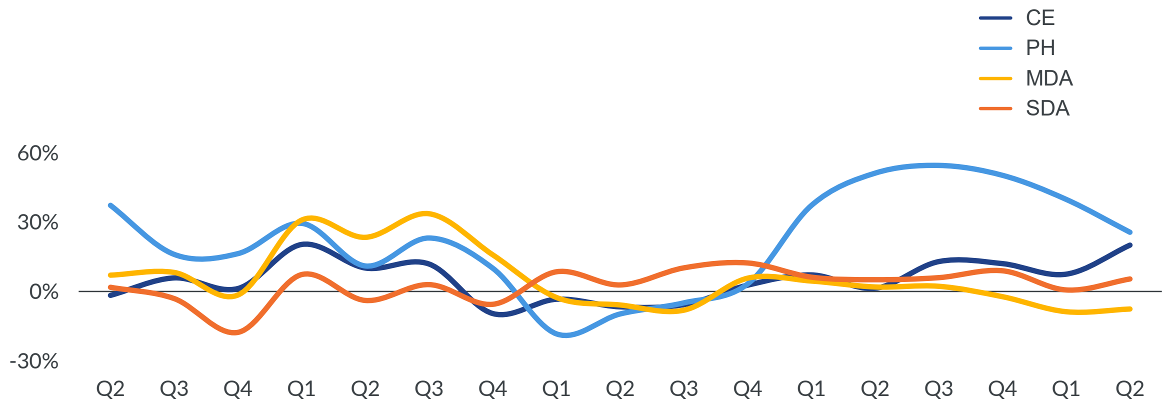
Saudi Arabia

Contact person:
**Enrico Klett**
(MI Lead)

Enrico Klett

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- The IT and office sectors declined YoY. IT performance was impacted by a decline in mobile computing (-11%), partly offset by strong growth in media tablets (+9%).
- Within office, multifunctional printers declined by 13% and printers by 9%, while laser cartridges (+11%) and inkjet cartridges (+8%) showed positive trends. This indicates that hardware demand softened, with customers extending printer lifecycles, while continuing to purchase consumables.
- Telecom growth softened in Q1 but showed signs of recovery in Q2, following strong demand in Q4 2025.
- CE growth was driven by strong performances in PTV (+14%) and headsets (+32%), with all other categories contributing positively except AHS.
- MDA declined overall, with growth limited to dishwashers (+8%) and tumble dryers (+6%), while all other major categories underperformed.
- SDA performance was mixed: declines in food preparation appliances, garment steamers, dryers, and hair clippers were offset by uplifts in vacuum cleaners, shavers, steam cleaners, irons, HBM, fryers, and stylers, resulting in overall sector growth.

Source: GfK Market Intelligence: Sales Tracking, Panelmarket incl. Expansion, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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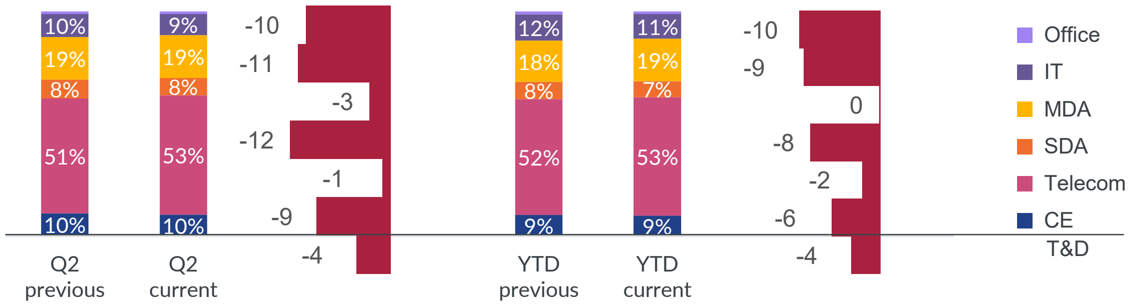
# Helicopter View South Africa

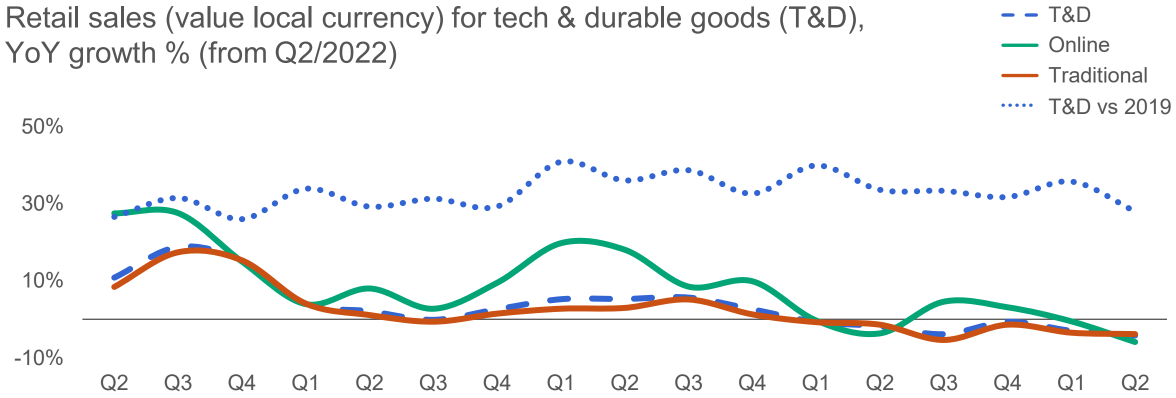
South Africa

Contact person:
**Lauren Kee**
(MI Lead)
Lauren.Kee

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- H1 2026 remained challenging for the South African T&D market, with consumer spending constrained by affordability pressures, resulting in delayed replacement cycles and highly selective purchasing behavior.
- Demand was increasingly concentrated around products that offer clear value, productivity gains, AI-readiness, or practical household benefits. Promotions remained critical purchase triggers.
- Telecom continued to be the most resilient category, while IT, SDA, CE, and office equipment remained under significant pressure.

## Channel Dynamics

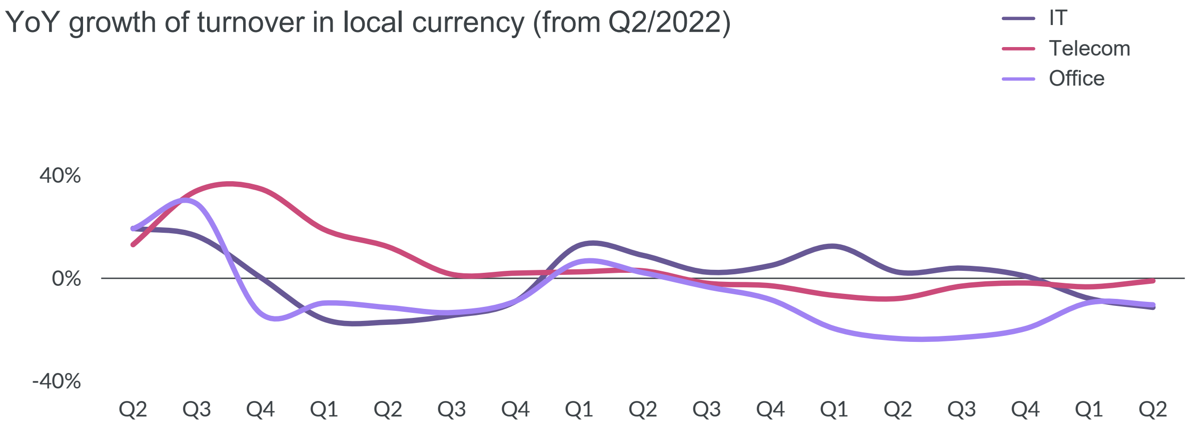
- Online channels continued to outperform traditional retail, particularly in appliances, benefiting from stronger price comparison, convenience and value-seeking consumer behavior.
- Traditional retail remained pressured by weaker discretionary demand and more cautious consumer spending. Promotions were increasingly important for driving volume.

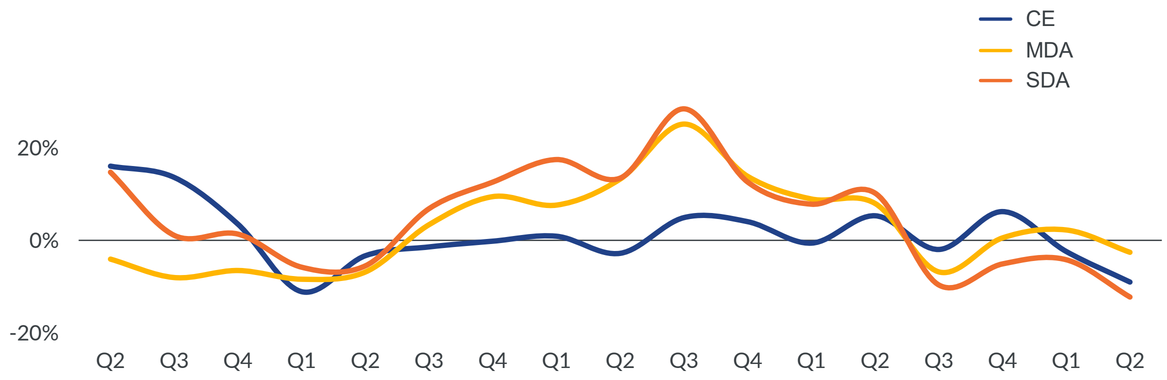
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View South Africa

South Africa
Contact person: **Lauren Kee** (MI Lead)
Lauren.Kee

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- Telecom was the strongest-performing sector and the key market stabilizer. Smartphone value remained resilient despite softer volumes, supported by consumer trade-up into higher-spec devices. Premiumization continued even in a constrained environment, with consumers prioritizing smartphones as an essential category.
- IT was one of the weakest sectors in H1, with consumers delaying notebook and PC replacement purchases. Upgrade demand still existed but required a clear value proposition around productivity, performance, and AI capabilities.
- MDA was relatively resilient versus other discretionary categories, but momentum weakened through Q2. Demand softened as the year progressed, as household budgets tightened. Online channels continued to outperform traditional retail.
- SDA product groups significantly declined across H1. Consumers focused on essential purchases, reducing spend on discretionary appliance upgrades.
- Value declined in CE despite some volume stability. Chinese brands continued gaining share through aggressive pricing, placing pressure on ASPs and premium brands. World Cup-related upgrade opportunities are expected to support future TV demand.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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# Helicopter View Turkey

Turkey

Contact person:
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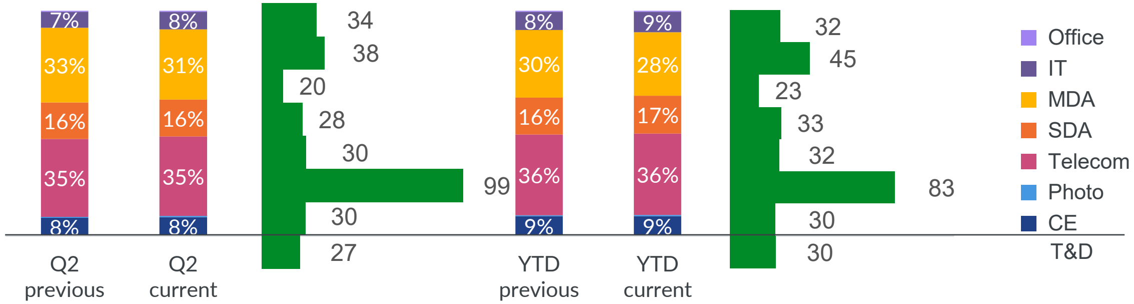
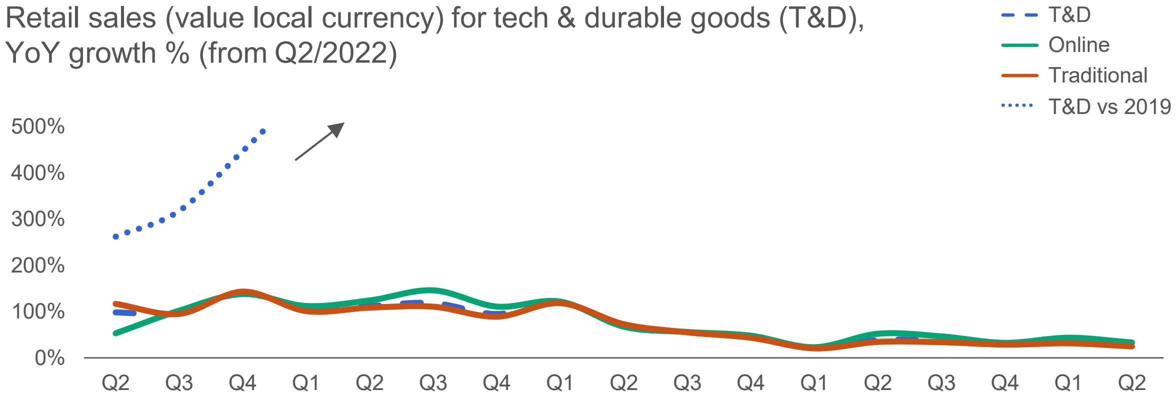
(MI Lead)
Berk.Ozdemir

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2, the total market grew below inflation, highlighting a cautious consumer environment.
- Photo showed a different trajectory compared to most sectors.
- Consumer electronics did not benefit as much as expected from the FIFA World Cup, falling short of the anticipated demand uplift. Nevertheless, consumers continued to demonstrate a willingness to spend on premium and higher-end products, particularly where the value proposition was clear.

## Channel Dynamics

- While traditional sales grew by 7% in USD in Q2 2026, online sales grew by 14%.
- In Q2, the total market increased by 8% in USD, and units declined by -1%.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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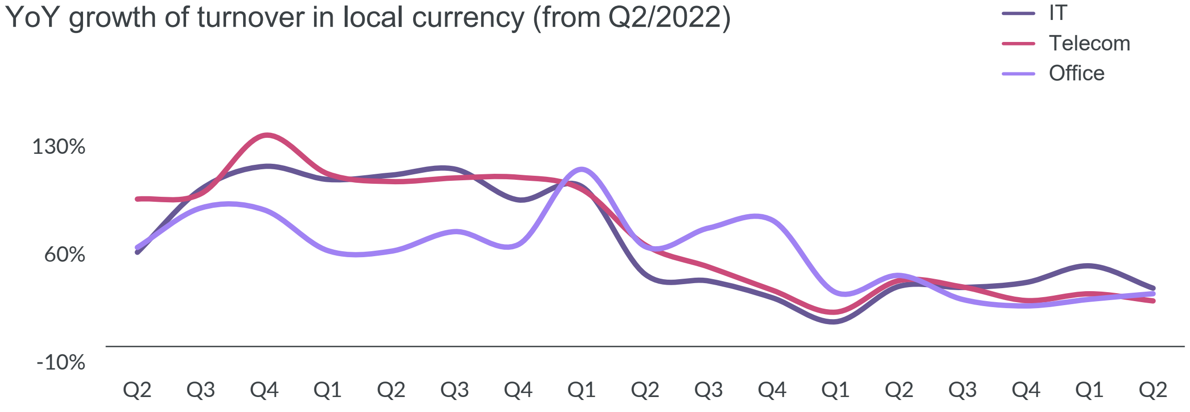
# Helicopter View Turkey

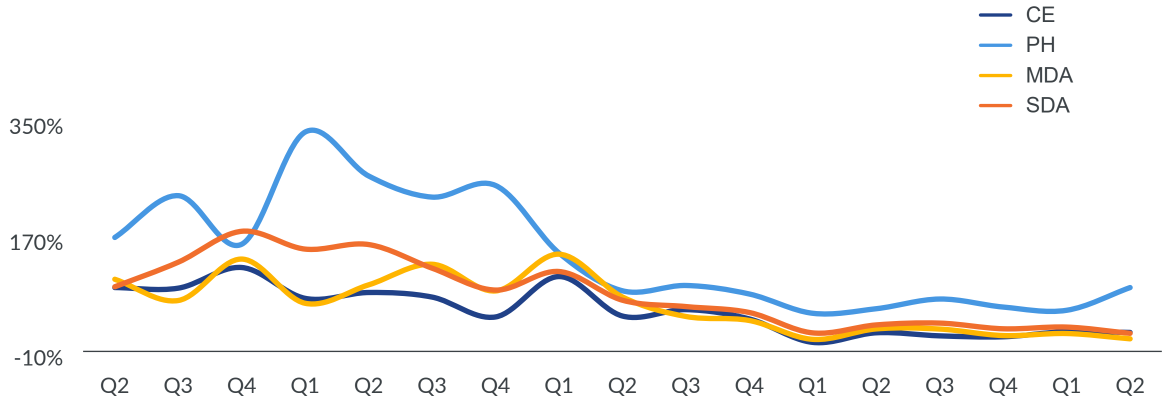
Turkey

Contact person:
**Berk Ozdemir**
(MI Lead)

Berk.Ozdemir

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- While all product groups increased in value, computers and storage devices showed decline in units. The IT sector grew +17% in value YoY. Top performers included visual cams (+71%), storage devices (+29%), and media tablets (+23%).
- The office sector increased by +15% in value and +8% in units. Inkjet single-functional printers wo spp were the only product group that negatively impacted value growth while laser cartridges and small photo printers were the top performers.
- Telecom grew +10% in value YoY, despite a negative unit performance. Smartphones led the category with +11% value growth. Core wearables showed -2% decline in value, and weaker unit performance (-17%). Headsets delivered strong performance, posting +11% value growth.
- MDA recorded +2% value growth, despite its largest category cooling growing +0.5% only. Growth was supported by washing machines (+6%), while freezers declined by -11%. Large-capacity products continued to outperform, with 10+ kg washing machines up 34% and 10+ kg tumble dryers surging 64%.
- CE increased by 13% in value, driven by PTV/FLAT (+10%). Demand continued to shift toward larger screens, with 70”+ TVs growing 44% and 60”+ TVs up 33%.
- SDA grew by 9%, driven by vacuum cleaners (+12%), hair stylers (+30%), and shavers (+25%). Electric fryers declined at -32%.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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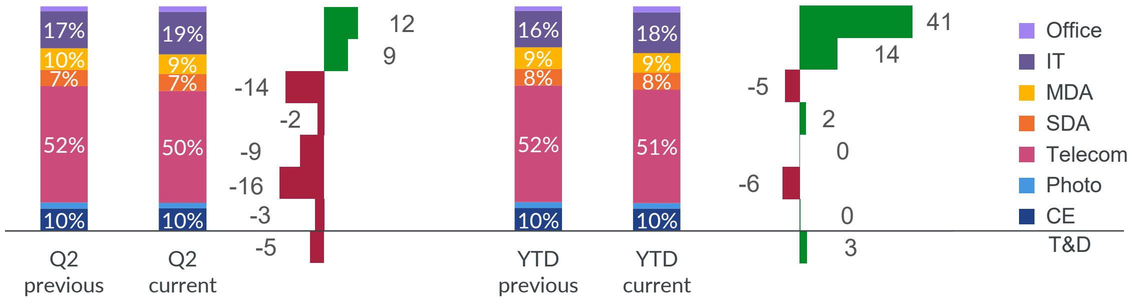
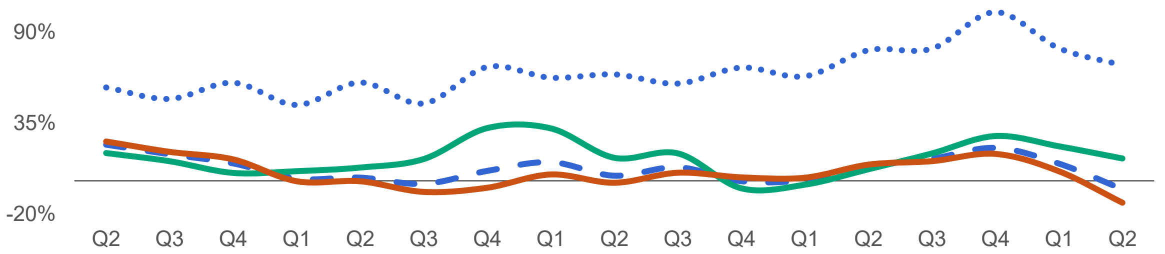
# Helicopter View United Arab Emirates

United Arab Emirates
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klett

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- Despite a promising start to the year, T&D market growth lost momentum in Q2 due to the regional conflict, resulting in a 5% YoY decline versus Q2 2025.
- Despite the overall market slowdown, the IT and office segments proved resilience while working shifted towards home again. Office grew by 12%, while IT increased by 9% in Q2.
- Most MDA categories declined, contributing to a 14% contraction in the segment.
- SDA delivered mixed category performance, resulting in an overall decline of 2%.
- Telecom fell by 9%, driven primarily by weaker smartphone sales.
- CE declined by 3%, mainly due to weaker performance in key categories such as PTVs and headsets.

## Channel Dynamics

- Following the slowdown in Q1 2026, overall T&D performance weakened further in Q2 2026, with YoY growth turning negative.
- Offline channels declined YoY, while online growth remained, but less dynamic than in previous quarters. This shows that consumers kept buying online during conflict times.

Source: GfK Market Intelligence: Sales Tracking, Panelmarket incl. Expansion, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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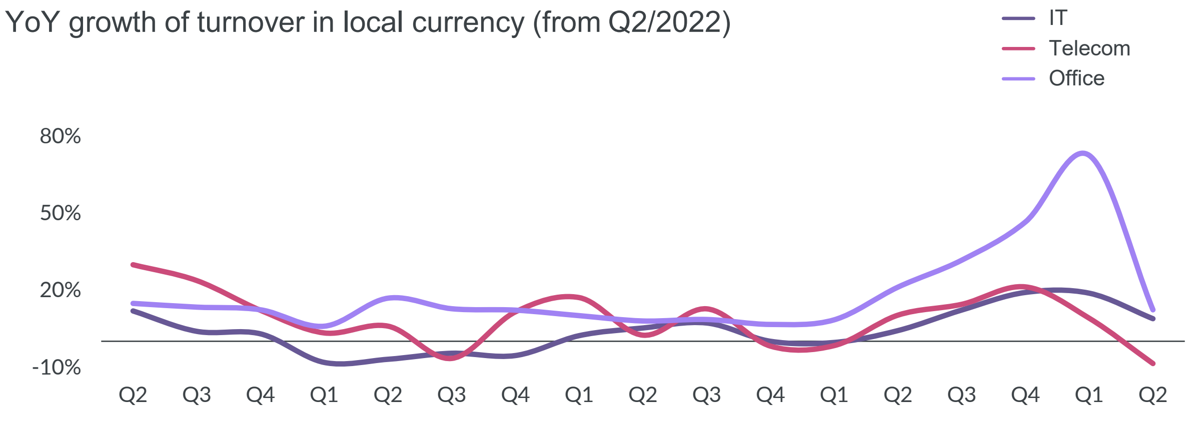
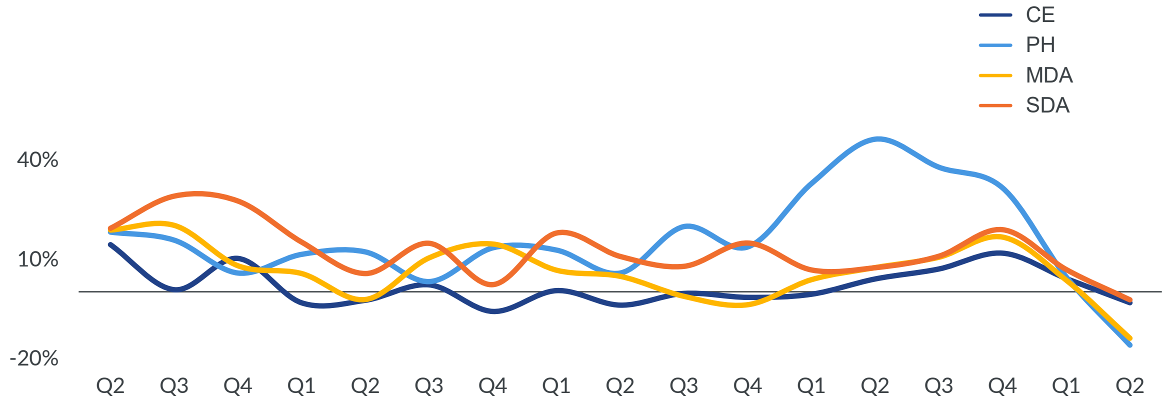
# Helicopter View United Arab Emirates


United Arab Emirates
Contact person:
**Enrico Klett**
(MI Lead)
Enrico Klertt


YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- Mobile computing continued to drive the IT sector in Q2 2026, growing by 6% while maintaining the largest category share. Media tablets delivered solid growth of 12%, supported by strong gains in gaming & leisure devices (+35%), memory cards (+25%), and IT storage devices (+19%).
- All office categories contributed to the sector's strong performance, with inkjet cartridges leading growth at +55%. Printers were the only category to decline, down 9%.
- Telecom contracted as smartphone sales, the category's main revenue driver, weakened. Although wearables grew by 11%, their relatively small 8% market share was insufficient to offset the smartphone decline.
- The CE sector showed mixed results. However, declines in key categories such as TVs (-3%) and headsets (-4%) outweighed gains elsewhere, resulting in an overall sector decline.
- MDA performance was broadly negative, with all categories declining except tumble dryers, which grew by 5%.
- Within SDA, growth in vacuum cleaners, steam cleaners, shavers, HBM, and fryers partially offset declines in food preparation products, garment steamers, hair clippers, hair dryers, and stylers. Nevertheless, overall SDA sales declined by 2%.

Source: GfK Market Intelligence: Sales Tracking, Panelmarket incl. Expansion, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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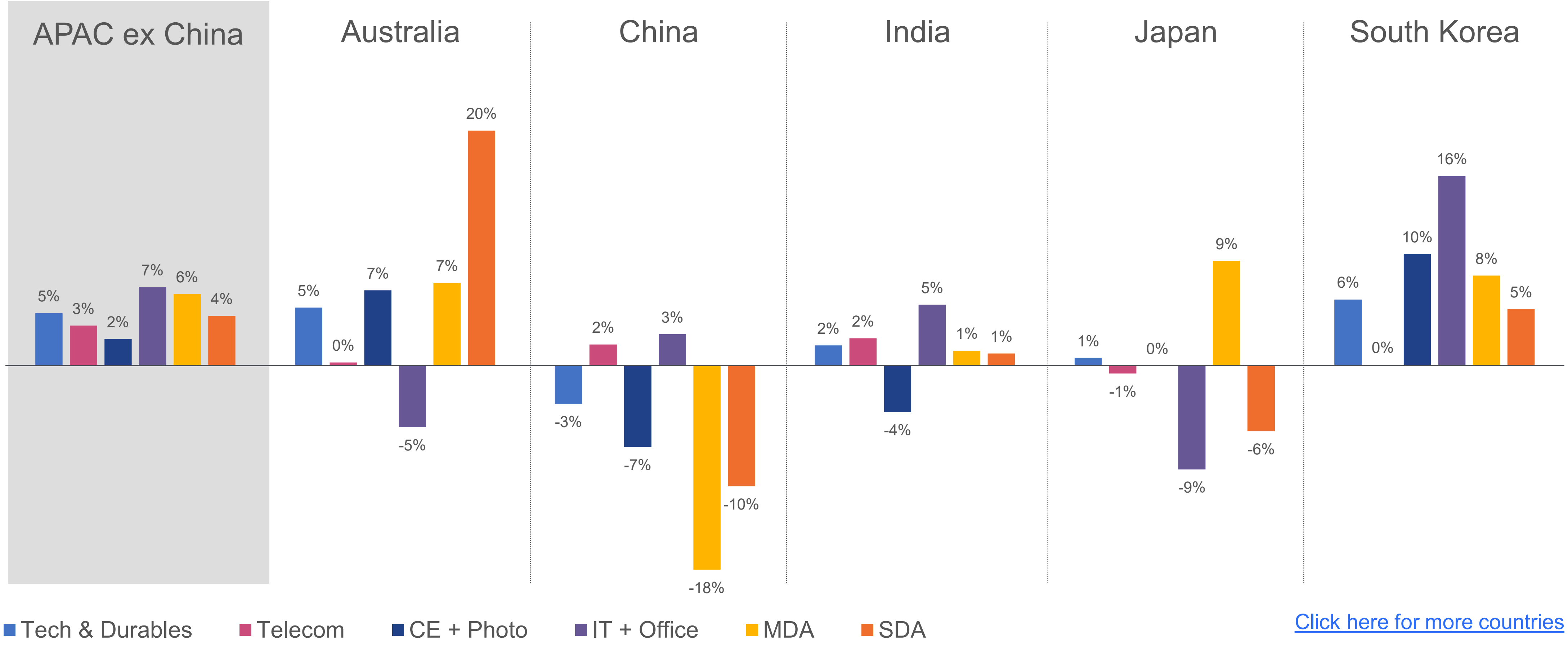
# APAC Tech & Durables remained resilient, while premiumization drove value growth.

APAC ex China

Contact person:
**Mukund Tripathi**
(MI Lead)

Mukund.Tripathi

USD growth % YoY Q2/2026

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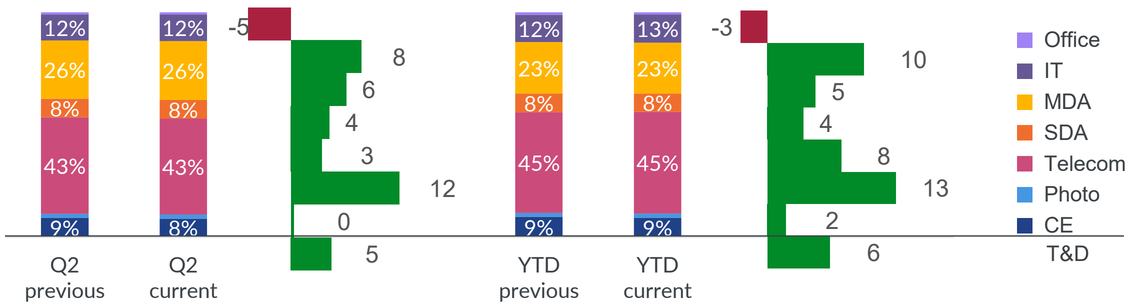
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN

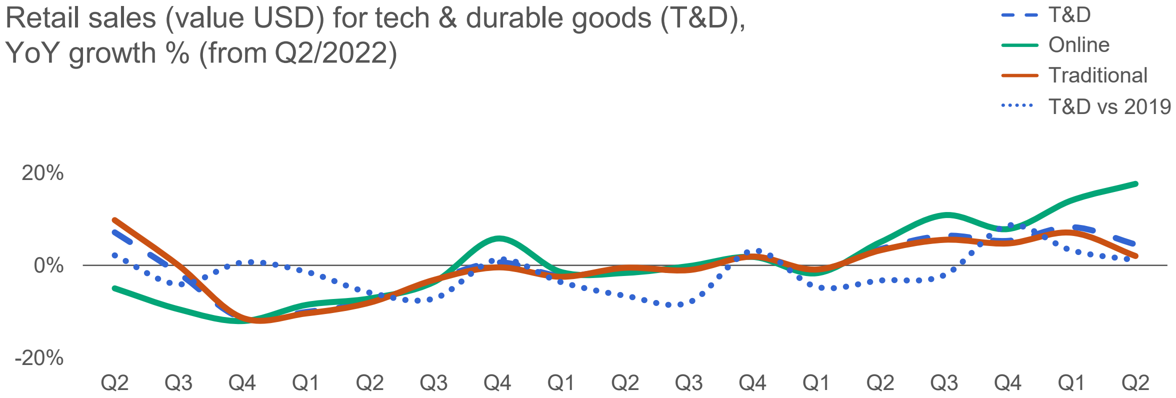
# Helicopter View APAC ex China

APAC ex China
Contact person: **Mukund Tripathi** (MI Lead)
Mukund.Tripathi

Consumer basket and spending (value USD) for tech & durable goods (T&D), YoY growth %




Retail sales (value USD) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The APAC Tech & Durables market continued its resilient growth in Q2 2026, supported by continued growth across emerging markets.
- Value growth continued to exceed unit growth, driven by ASP expansion across key sectors. The premiumization trend persisted as consumers increasingly gravitate toward higher-value products and differentiated innovations.
- Several APAC markets experienced weaker local currencies and higher import costs, contributing to elevated inflationary pressures. This prompted consumers to make more deliberate spending decisions, focusing on categories that offer clear value and are driven by replacement demand.

## Channel Dynamics

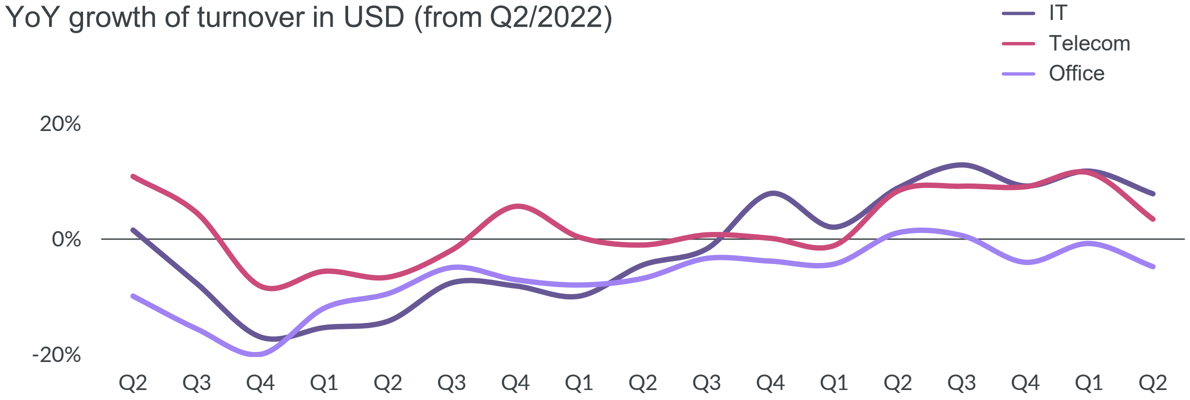
- Channel performance varied by sector and market, but online channels generally continued to deliver strong growth, while offline sales showed signs of slowing.
- Online growth was supported by frequent promotions, as well as online-exclusive brands and product offerings.

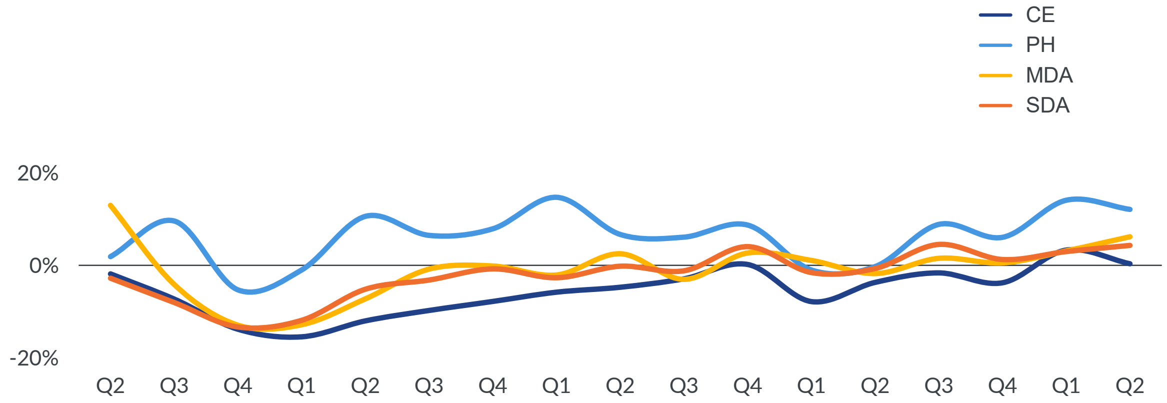
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN

# Helicopter View APAC ex China

APAC ex China
Contact person:
**Mukund Tripathi**
(MI Lead)
Mukund.Tripathi

YoY growth of turnover in USD (from Q2/2022)




## Growing & declining product segments

- IT and computing devices recorded strong value growth, driven by rising average selling prices resulting from ongoing premiumization and memory-related cost increases. Unit growth remained relatively flat and showed signs of slowing as higher prices weighed on demand.
- Telecom delivered strong value growth, driven by successful flagship smartphone launches and growing consumer demand for AI-enabled features.
- MDA and SDA continued to grow, supported by premiumization and product innovation. Online channels outpaced offline growth, reflecting a continued shift toward digital channels for appliance purchases.
- CE growth slowed in Q2 after a positive Q1, with declining audio home system sales weighing on overall sector performance.
- Photo continued to deliver growth, supported by new product launches and consumer trends such as vlogging. Demand continued to shift toward lower-priced segments, resulting in volume growth outpacing value growth.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | APAC ex CN: AU NZ HK ID IN JP KH KR MM MO MY PH SG TH TW VN

# Helicopter View Australia

Australia
Contact person:
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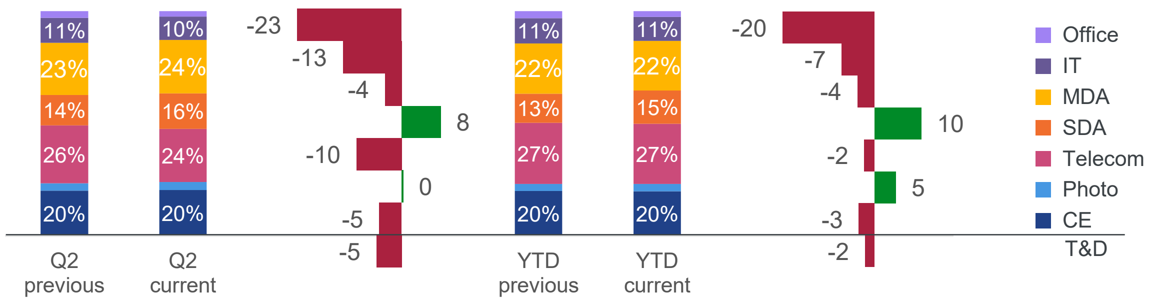
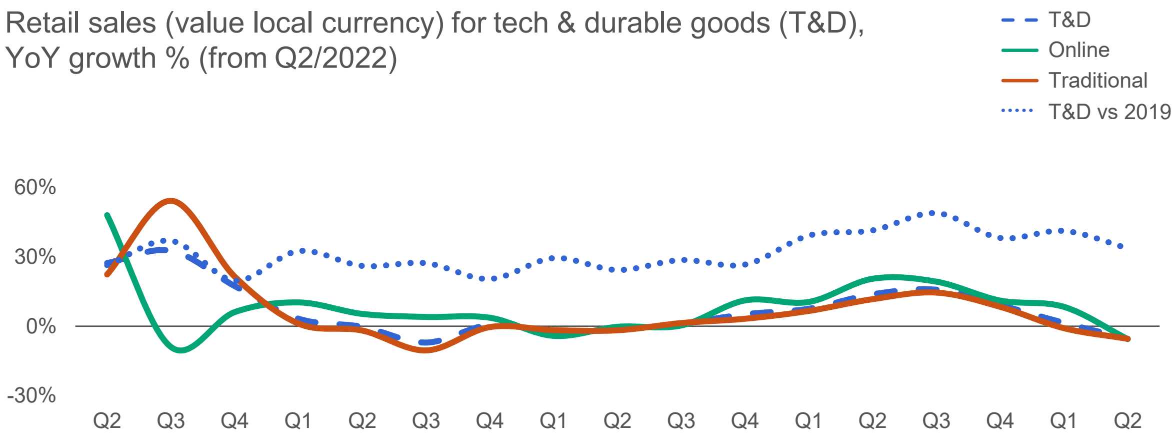
(MI Lead)
Brendan.Dowd

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Australian T&D market value contracted marginally (-2%) despite the rate of volume decline softening from -9% to -5% this quarter. This reflected increasing pressure from a third successive cash rate increase since the beginning of 2026, which continued to strain households with mortgages.
- Most T&D sectors suffered declines in consumer spending. Nonetheless, the small appliance sector offset some of this having grown double-digits, supported by photo at +5%.
- SDA delivered strong double-digit value growth aided by increases in both consumer demand and growing average selling prices. This was the only sector where product feature innovation, with a strong focus on delivering real convenience, translated into growth, driven by higher consumer demand.
- The largest sector, telecom, continued to experience rising ASPs, driven by increasing smartphone component costs, slowly filtering through to the market, alongside sustained consumer preference for premium products.

## Channel Dynamics

- Q2 2026 marked the end of a period of 7 successive quarters where online outperformed traditional retail, having suffered an equivalent rate of decline this quarter of -2%.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office; online is tracked for SMP only - for further information please contact your local key account manager

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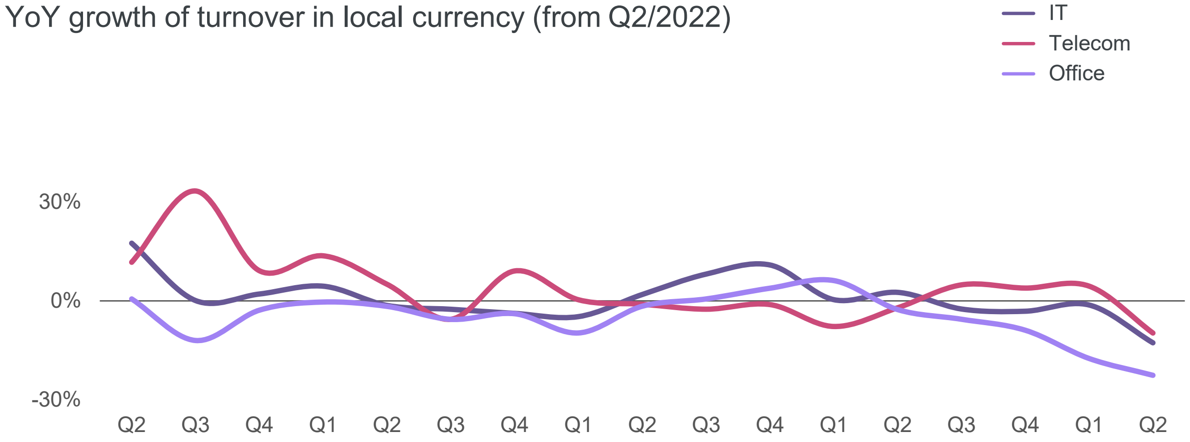
# Helicopter View Australia

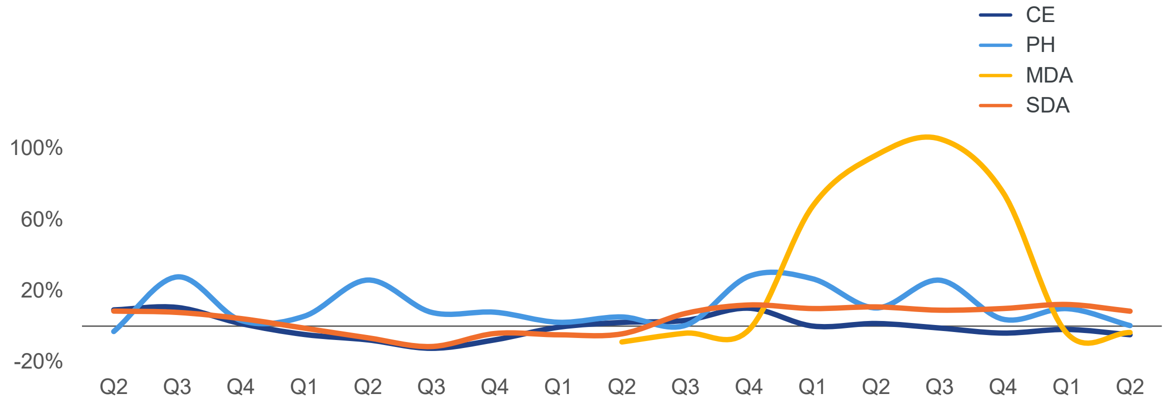

Australia

Contact person:
**Brendan Dowd**
(MI Lead)

Brendan.Dowd


YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

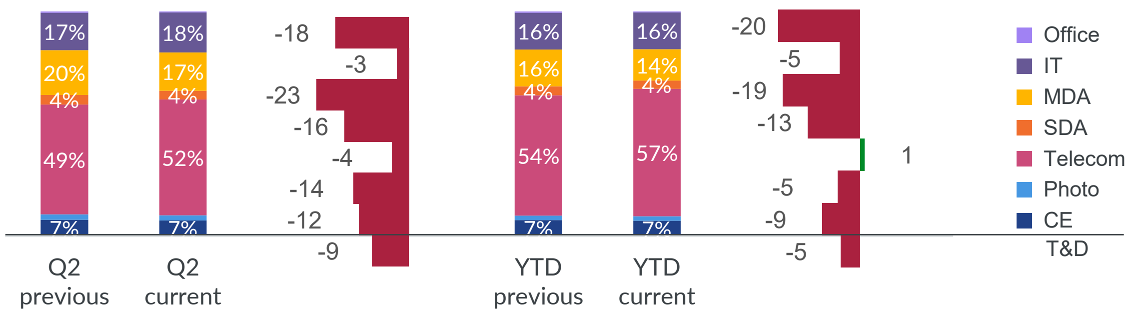
- Media tablets, for so long the bright spot holding up the IT sector, slipped into decline this quarter (-11%), but much more significant was the decline of storage categories across IT and office, where despite steep rises in selling prices amid chip shortages, it has not been nearly enough to offset record volumes dropoffs.
- The telecom sector saw the steepest drop off having grown +4% last quarter to -10% this quarter. Core wearables leading the drop with a -15% contraction of units and an -8% drop in prices.
- CE continued to struggle with most categories suffering a soft single-digit rate of decline. Only soundbars achieved growth (+1%), led by products with Dolby Atmos functionality. CE’s largest segment (TVs), despite revenue also declining, saw volumes hold steady as brands deeply discounted last years range and an excess of Black Friday stock.
- MDA improved slightly but remained in decline this quarter with both fridges and washing machines experiencing a similar rate of double-digit decline.
- SDA remained the standout, delivering sustained quarter on quarter growth. The sector’s diversity and innovation led momentum across categories such as air fryers and robot vacuum cleaners, with several categories still far from mass household penetration.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office; online is tracked for SMP only - for further information please contact your local key account manager

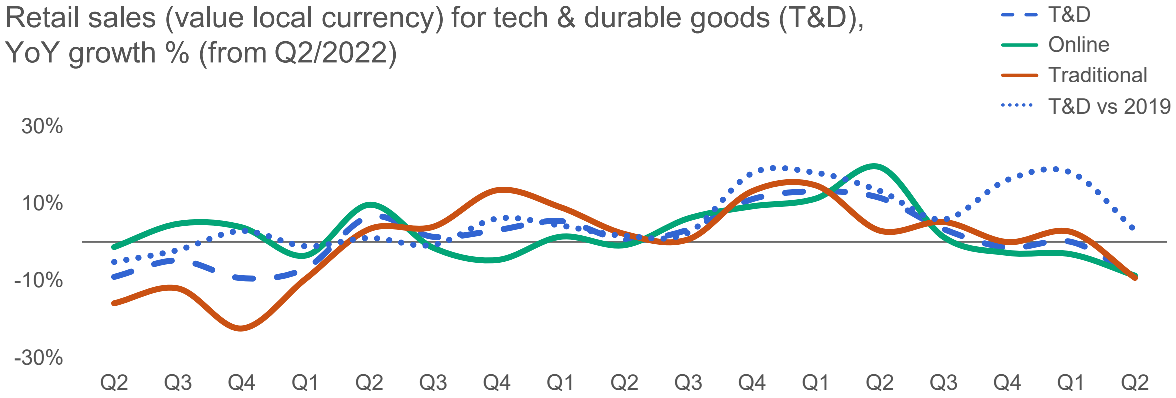
# Helicopter View China

China
Contact person:
**Benedict Hong**
(CSM Lead)
Benedict.Hong

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- MDA performance in Q2 was weaker than in Q1 and below expectations. Despite large-scale online promotions in May and June, demand for home appliances remained subdued, partly due to last year's subsidies and reduced subsidy intensity this year. At the same time, platforms continued discounting while maintaining promotional price levels, reducing consumers' sensitivity to promotions and weighing on consumption.
- DRAM and NAND continued to push TV prices. Alongside the implementation of quota limits on government subsidies in 2026, price-sensitive demand was significantly suppressed.
- Under the combined impact of last year's high base and continued price hikes, China's retail PC market extended its sales decline. However, driven by Apple's better-than-expected performance, the drop narrowed markedly compared with Q1.
- The retail market of traditional digital cameras experienced a notable YoY decline. Bucking this trend, the markets for action cameras and gimbal cameras showed rapid growth. DJI and Insta360 launched new gimbal camera products, further driving the growth of innovative imaging products.

## Channel Dynamics

- Given the overall contraction in market performance in Q2, both online and traditional channels performed likewise.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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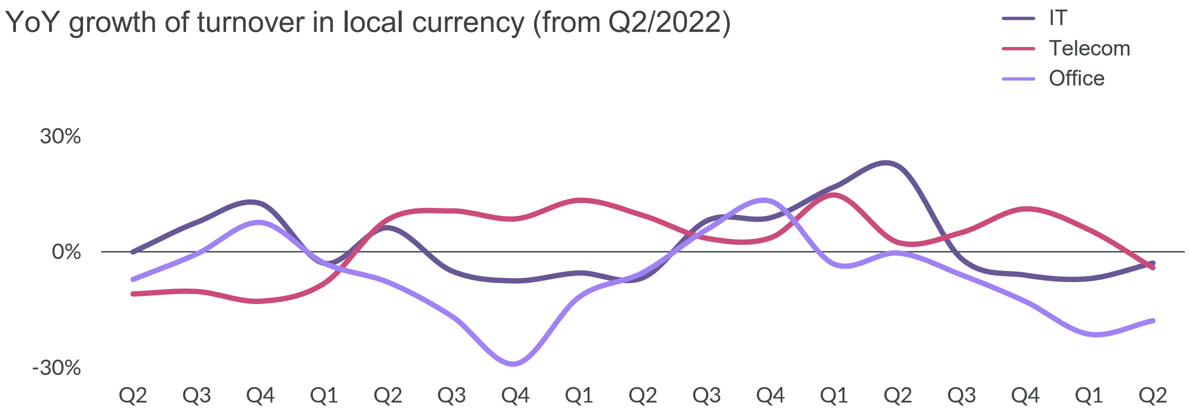
# Helicopter View China

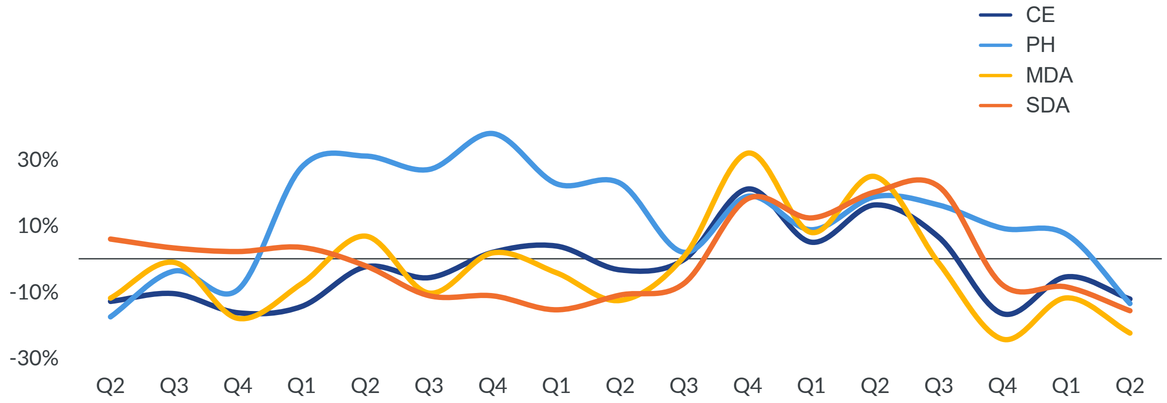

China

Contact person:
**Benedict Hong**
(CSM Lead)

Benedict.Hong


YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- Despite an overall market decline, MiniLED TVs continued to deliver YoY growth of 8% in Q2. Ultra-large TVs sized ≥98" grew 7% YoY, demonstrating stronger resilience than other segments.
- HDS/HPH closed Q2 with 41mn (-5%) in sales units and 1.6bn (+5%) USD in sales value. Only the open ear cuff segment experienced growth, with volume up 37% and value up 87%.
- Smartphone sales fell markedly, as rising memory prices fed through to consumers. Most new launches came with higher price tags and downgraded specs, dampening consumer appeal and dragging down performance during the "6.18" peak sales season.
- Average prices for refrigerators and washing machines continued to rise, driven by the growing share of multi-door models and new drum washers. However, after years of decline, the offline market saw a shift toward more moderately priced products, causing a slight drop in offline ASPs. Dryers, a category with still-low household penetration, showed ASPs on a downward trend.
- Due to the tapering of national subsidies, the high base effect in 2025 and softer consumer demand, the SDA market declined by 16%. Personal care contracted to -12%. Coffee machines were down by -25% and food preparation fell by 19%. Steam cleaners (+26%) and garment steamers (+17%) were the only categories to grow, supported by increasing interest in hygiene. In contrast, vacuum cleaners dropped sharply by 22%.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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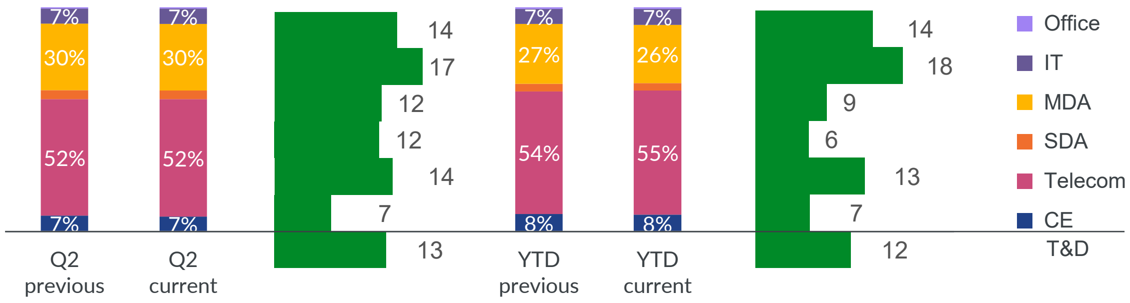
# Helicopter View India


India

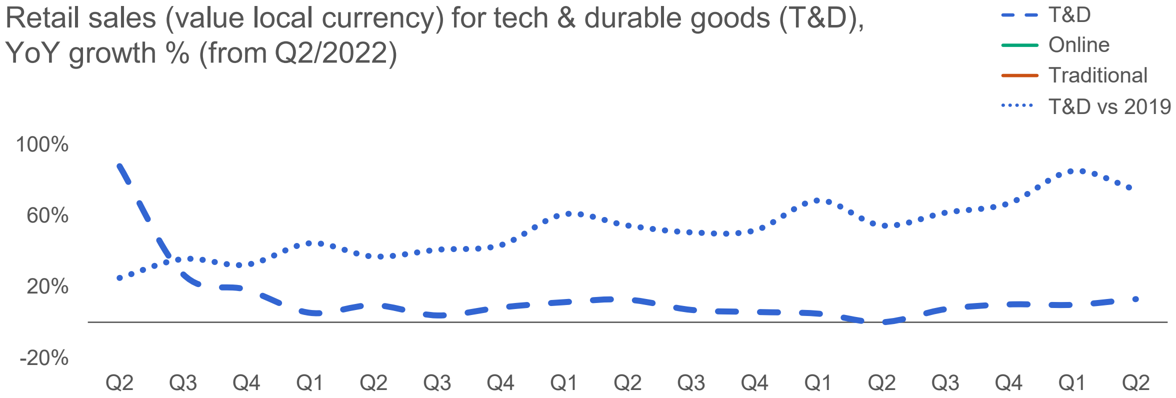
Contact person: **Shlagha Gulati** (CSM)

Shlagha.Gulati


Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the T&D market posted growth of 1% in volume and 13% in value (INR).
- The value growth in Tech & Durables was majorly driven by telecom and IT due to chip shortages, AI expansion, and global disruptions fueling price-led growth in both sectors.
- The US-Iran conflict contributed to a rise in crude oil prices, which disrupted LPG supply chains and resulted in shortages. This created significant distress for Indian consumers and led to stockout situations across several markets.

## Channel Dynamics

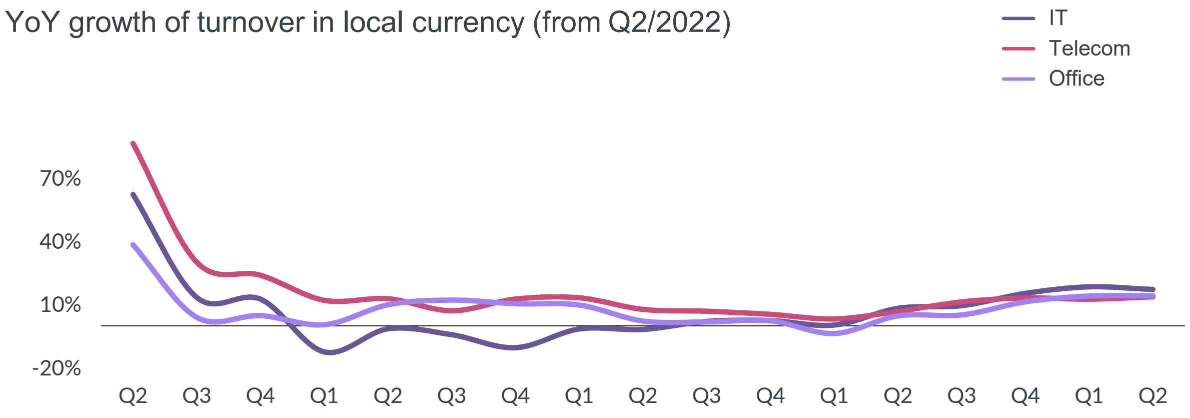
- The organized channel registered growth across most product categories and continued to expand its presence within lower-tier cities as well.
- While quick commerce revolutionized the purchase of groceries and daily necessities in India, offline stores continued to be the go-to destination for big-ticket and pre-planned purchases.
- Rural penetration improved through dealer-financier partnerships, making appliances more accessible via easy credit.

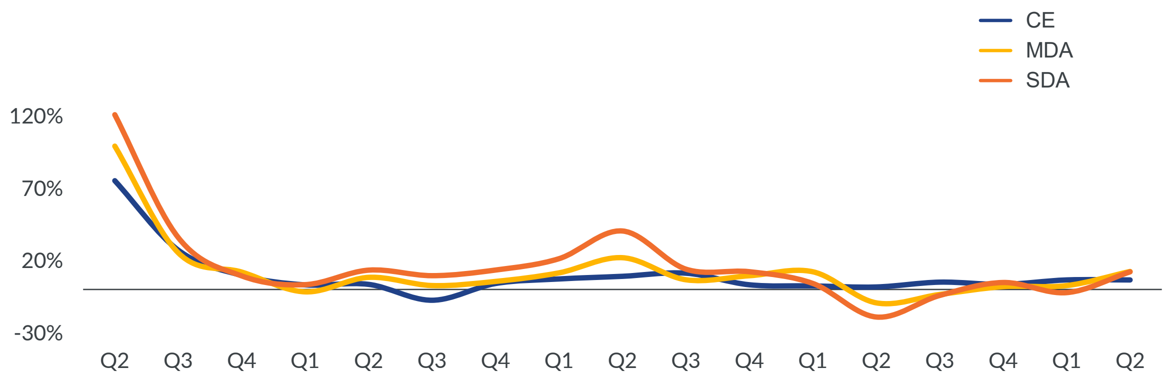
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE, Small/Major Domestic Appliances, Telecom, IT, Office; online in India is left out as measured differently than POS panel methodology - for more information please contact your local key account manager

# Helicopter View India

India
Contact person:
**Shlagha Gulati**
(CSM)
Shlagha.Gulati

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

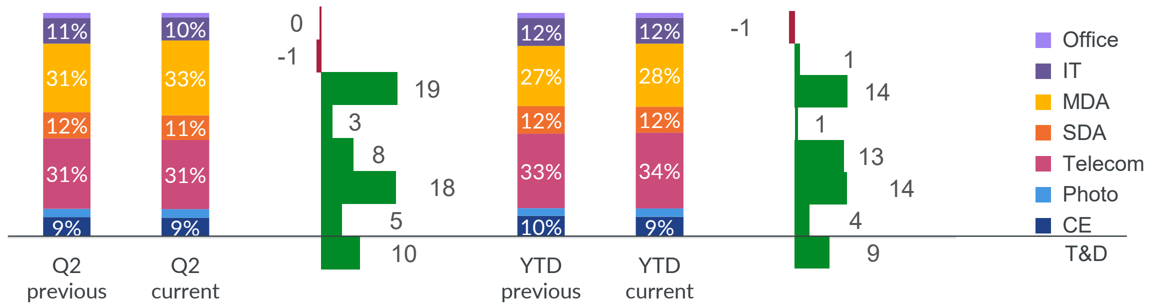
- In Q2 2026, MDA experienced overall value growth of +12%, driven by air conditioners, cooling, and washing machines.
- In AC, due to update in star rating and surge in raw material cost, the value growth will increase further in coming months. Dishwashers & freestanding appliances recorded double-digit value growth of +46% and +99% respectively, while microwave ovens grew by +11%.
- SDA experienced growth of 9% in volume and 12% in value. Global geopolitical conflicts drove a surge in demand for microwaves, rice cookers, and air fryers, recording double-digit growth, while induction cooktops witnessed triple-digit growth.
- The smartphone market witnessed strong value growth of 14%, fueled by continued ASP expansion. Manufacturers implemented price increases to offset rising costs associated with premium components. Core wearables grew by 1% in volume and 7% in value QoQ.
- Consumer electronics witnessed 2% volume growth fueled by PTV, Bluetooth speakers, loudspeakers, and headphones while audio home systems experienced sharp volume decline of 18%.
- The IT sector witnessed value growth of 17% and a volume decline of -6% due to rising ASPs and chip shortages. Laptops were hit by -1% volume decline, while value grew by 21%.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE, Small/Major Domestic Appliances, Telecom, IT, Office; online in India is left out as measured differently than POS panel methodology - for more information please contact your local key account manager

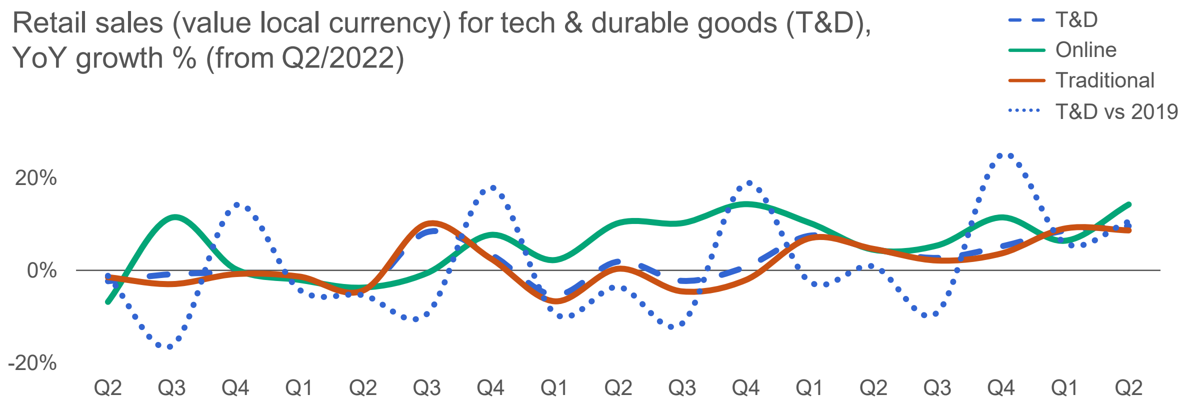
# Helicopter View Japan

Japan
Contact person:
**Junichi Mizumura**
(CSM)
Junichi.Mizumura

## Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




## Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- T&D value growth remained solid in Q2 2026, supported by strong performance in photo and MDA, while growth moderated in telecom and IT, turning slightly negative following the peak replacement cycle driven by Windows 10 EOS.
- Consumers continued to focus on products offering clear value and tangible benefits amid persistent inflationary pressure. Premium demand remained selective, while affordable and mid-priced segments gained traction across several categories.
- Ongoing Yen weakness and elevated import costs sustained price sensitivity. Demand increasingly concentrated on categories with compelling replacement needs and strong value propositions.

## Channel Dynamics

- Traditional retail maintained a stable performance in Q2, supported by demand for air conditioners, mobile phones, and cameras, while PC-related store traffic softened as replacement demand normalized.
- Online sales continued to outperform overall market growth, benefiting from price comparison behavior and promotional activities across key technology categories.

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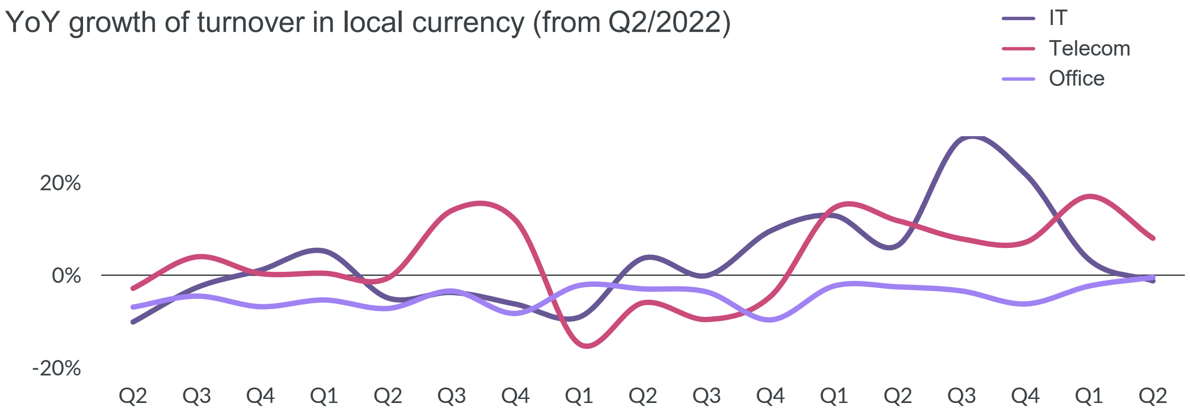
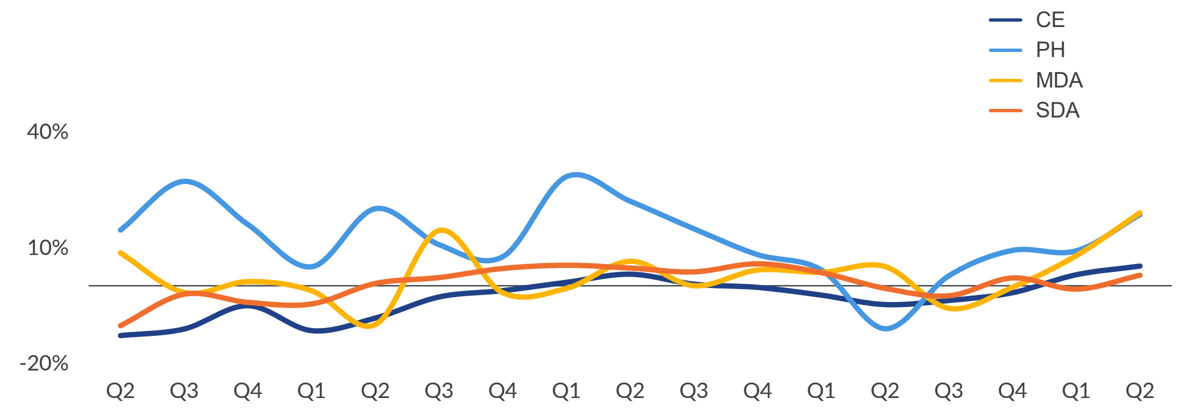
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Japan

Japan
Contact person:
**Junichi Mizumura**
(CSM)
Junichi.Mizumura

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

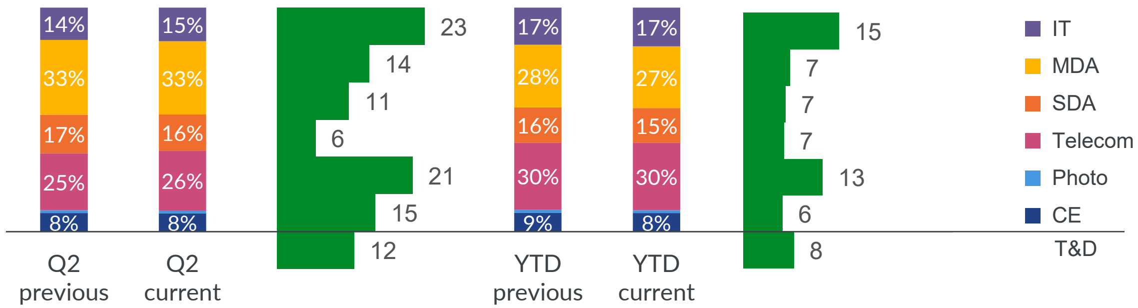
- In the IT sector, PC demand softened as the Windows 10 EOS-driven replacement cycle moved beyond its peak in Q2.
- The telecom market continued to expand, supported by the ongoing smartphone replacement cycle among consumers.
- The OE sector declined YoY, in line with last year, mainly due to continued weakness in printer demand.
- The CE market returned to growth in Q2, driven by demand for larger-screen and premium TVs. We saw continued growth in headphones, particularly TWS products.
- The photo market increased YoY, driven by strong sales of mirrorless cameras and interchangeable lenses. Compact digital cameras recorded strong growth and contributed to overall market expansion.
- MDA grew YoY, supported by strong air conditioner demand, boosted by early installation campaigns led by major electronics retailers and some pull-forward demand ahead of expected price increases from government policies starting in 2027.
- The SDA market returned to growth in Q2, supported by recovering demand in selected categories. Consumers continued to favor practical and value-oriented products amid cautious spending.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

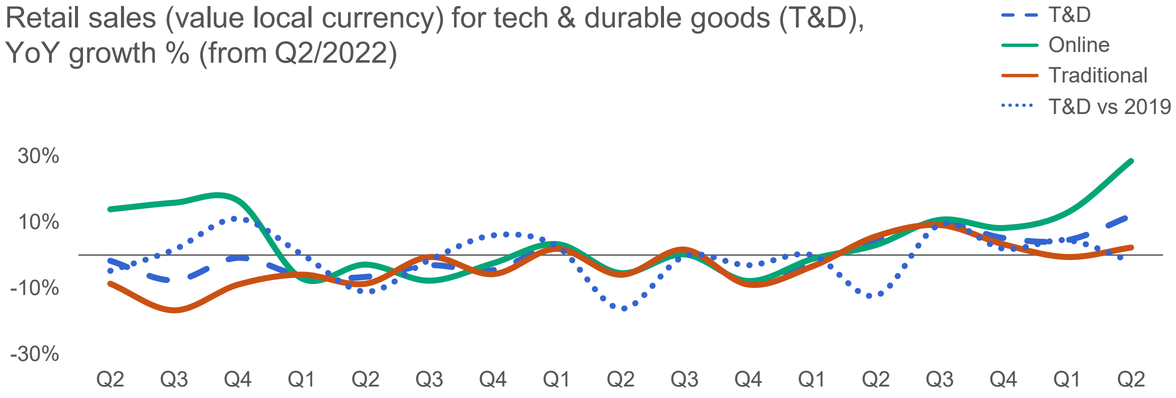
# Helicopter View South Korea

South Korea
Contact person: **Junsuk Kim** (CSM Lead)
Junsuk.Kim

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The IT sector saw robust YoY/QoQ growth, driven by soaring ASPs resulting from memory and processor shortages, with the trend continuing into H1 2026.
- The photo sector showed YoY growth, primarily driven by entry-level compact camera. At the same time, the CE sector achieved YoY growth, supported by audio. Both sectors delivered volume-led growth, with ASP declining YoY.
- Due to Samsung's Onnuri payback promotion, the telecom sector experienced YoY growth.

## Channel Dynamics

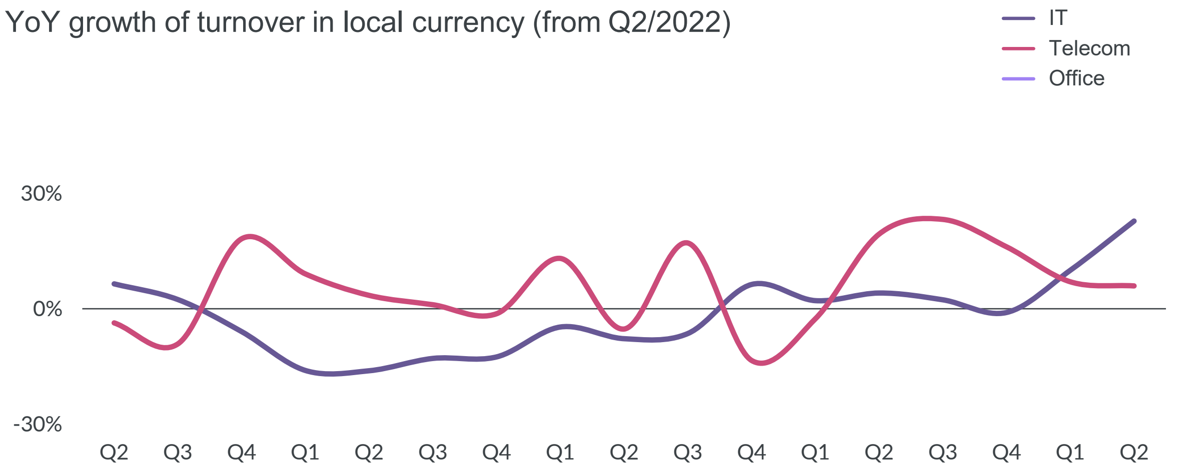
- In Q2 2026, online growth accelerated further while offline performance remained subdued, leading to a sharper divergence between channels.
- Continued consumer preference for e-commerce, combined with weaker traffic across traditional retail formats, reinforced the strength of online sales.
- Market growth was therefore driven more by online-led expansion than by a broad recovery in consumer demand.

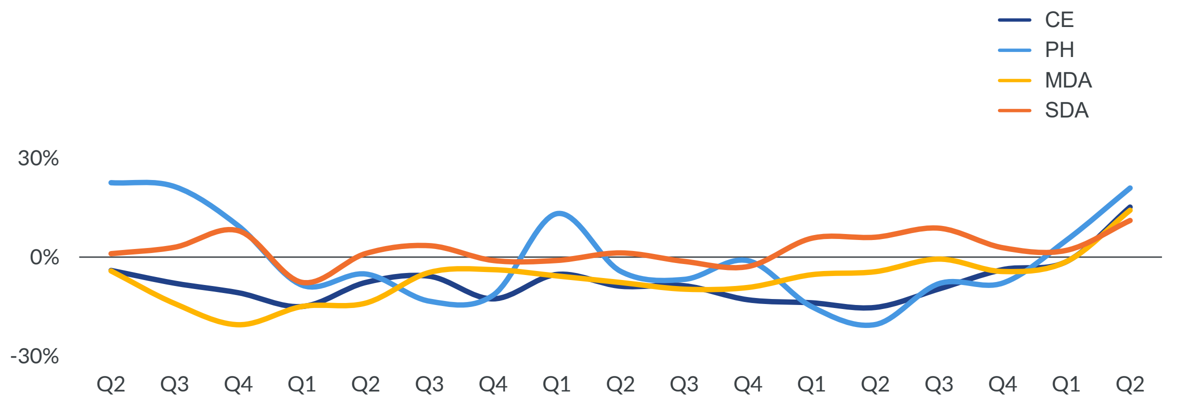
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View South Korea

South Korea
Contact person:
**Junsuk Kim**
(CSM Lead)
Junsuk.Kim

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- The IT sector recorded YoY value growth, supported by higher ASP. While the gaming segment grew both in value and volume, overall IT sector volume declined as most other segments recorded a negative volume trend.
- The CE sector recorded YoY growth, supported by the combined growth of audio and PTV. However, growth dynamics differed by category. Audio showed a balanced growth structure, with both ASP and sales volume increasing, while PTV grew in a more volume-driven manner, as higher sales volume offsets the decline in ASP.
- The telecom sector continued to grow in Q2, maintaining a YoY growth rate similar to that of Q1. Despite Apple's YoY decline, Samsung drove market growth, benefiting from the June Onnuri Payback promotion that boosted sales of its new flagship models.
- In the SDA sector, both sales volume and revenue achieved growth YoY. In-home consumption trends led to a noticeable increase in sales of fryers and rice cookers, while the launch of new products equipped with the latest features drove year-on-year growth for vacuum cleaners.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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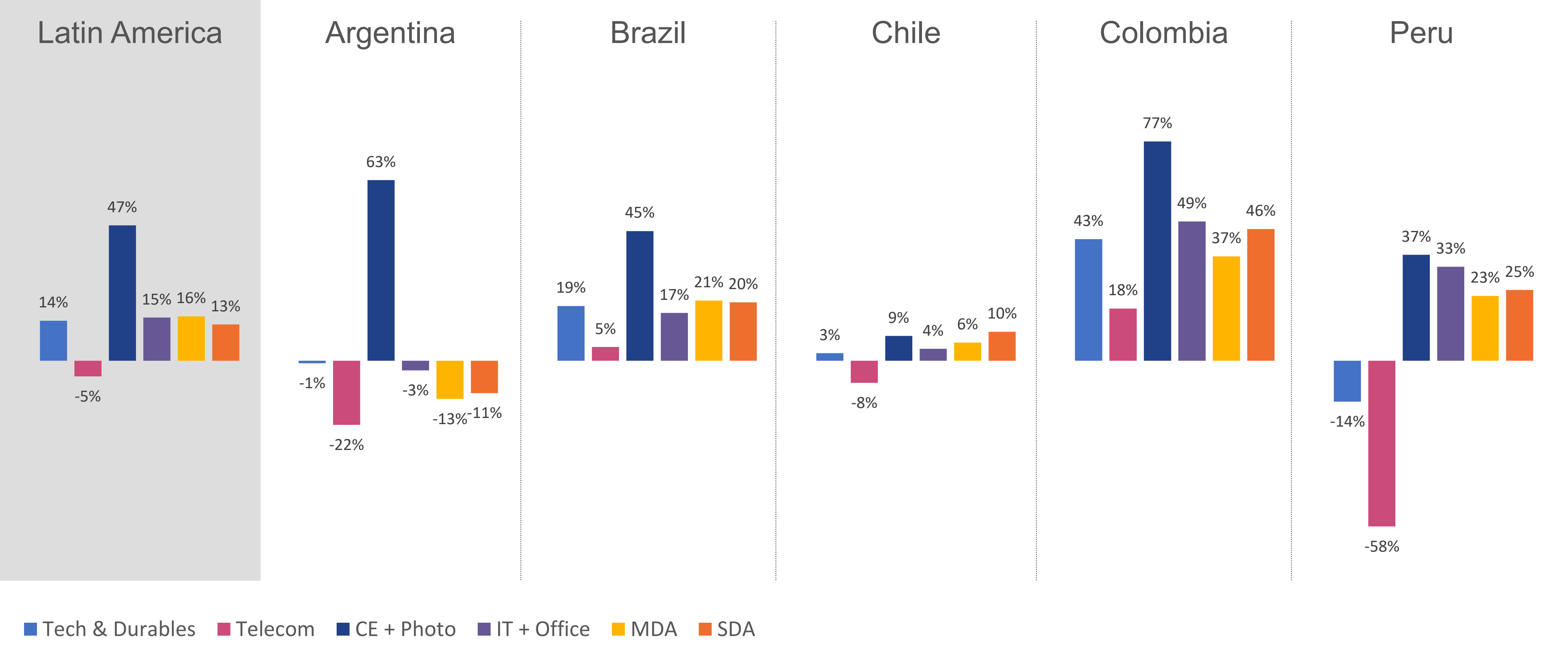
# Exponential PTV sales growth in Q2, fueled by the FIFA World Cup, even in Argentina, despite an otherwise weak sales season.

Latin America
Contact person:
**Pedro Schnake**
(Senior Specialist CSM T&D)
Pedro.Schnake

USD growth % YoY Q2/2026




Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | Latam: AR BR CL CO CR EC GT HN PA PE

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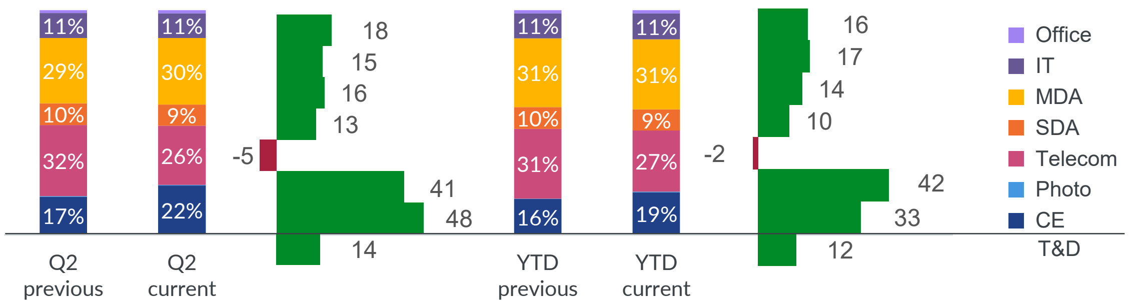
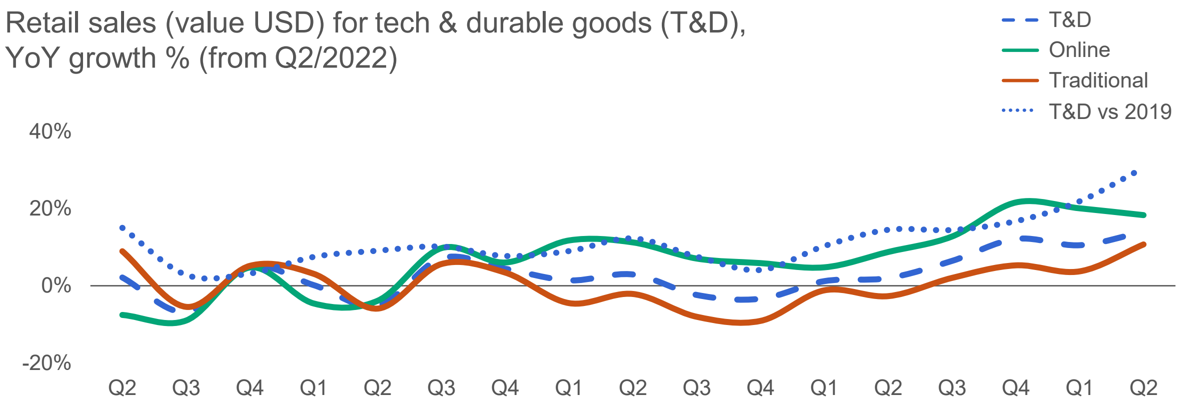
# Helicopter View Latin America

Latin America
Contact person:
**Pedro Schnake**
(Senior Specialist CSM T&D)
Pedro.Schnake

Consumer basket and spending (value USD) for tech & durable goods (T&D), YoY growth %




Retail sales (value USD) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- Regional growth remained stable, supported not only by categories sales related with the World Cup, but also by IT's sustained performance and the stability of Home & Lifestyle sectors as MDA and SDA.
- Brazil, the main regional driver, accounting for over 60% of sales in the region, benefited from both growing demand and a more favorable exchange rate LC against the US dollar than in 2025.
- Amid Argentina's decline due to its challenging macroeconomic environment, Colombia gained regional relevance, exceeding 12% of regional sales in cooling, hobs, mobile PCs, and PTV.

## Channel Dynamics

- Online sales grew by 20% versus H1 2025, largely driven by marketplace, which reached an all-time high contribution of 43% of total online sales.
- Marketplace sales contribution now extended beyond the IT sector, reaching 12% in telecom, 15% in MDA, and over 28% in SDA.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | Latam: AR BR CL CO CR EC GT HN PA PE

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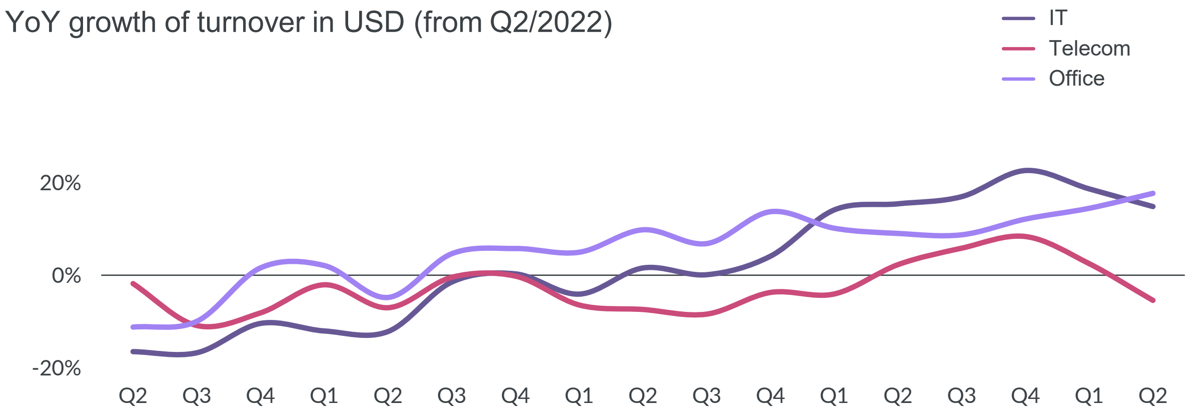
# Helicopter View Latin America

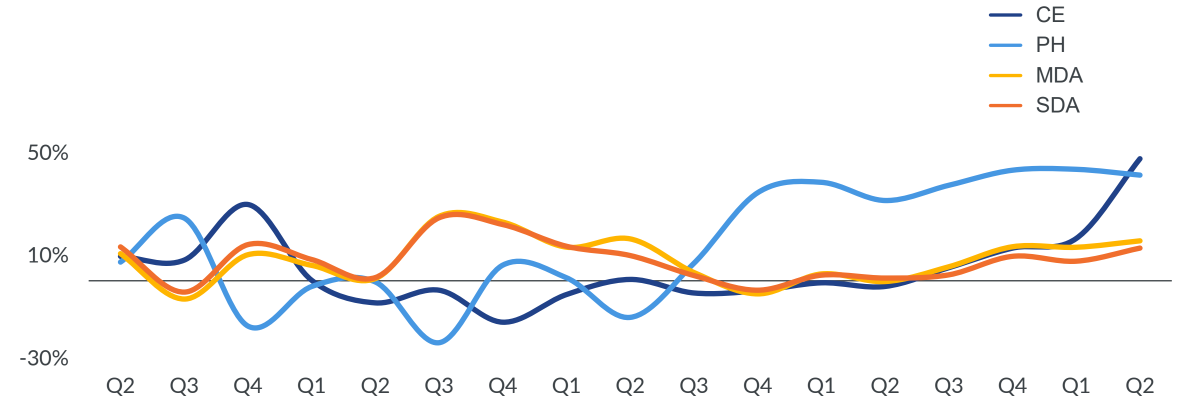

Latin America

Contact person:
**Pedro Schnake**
(Senior Specialist CSM T&D)

Pedro.Schnake


YoY growth of turnover in USD (from Q2/2022)




## Growing & declining product segments

- Despite telecom’s softer regional performance against Q1, nearly 7 million mobile phones were sold in Brazil during Q2, supporting a positive outlook for growth driven by major promotional and commercial events in the coming quarters.
- Quarterly IT sector growth moderated compared with the Q1 summer Back-to-School/College season. However, unlike last year, mobile computing outperformed tablets in key markets such as Brazil, Chile, and Colombia.
- MDA and SDA continued to show highly correlated and stable performance relative to other sectors. Across countries, the gap between cooling and washing machine performance remained below 5 percentage points, including Argentina, where the market declined by 14% versus the prior year.
- PTV was the primary growth driver during the quarter, with more than 6.5 million units sold regionally. Over 38% of sales came from models 60”+, reaching an unprecedented share for large-screen TVs in the region. Another notable trend was premiumization: on average, 15 out of every 100 TVs sold during the quarter carried an average selling price above USD $600, marking a new regional milestone.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), USD value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | Latam: AR BR CL CO CR EC GT HN PA PE

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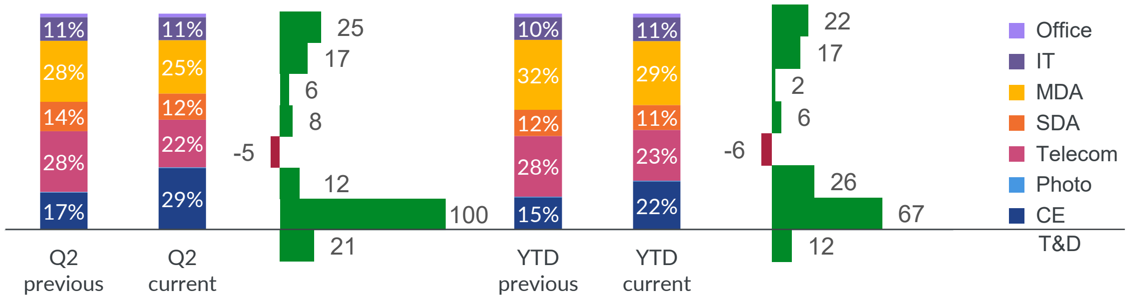
# Helicopter View Argentina

Argentina

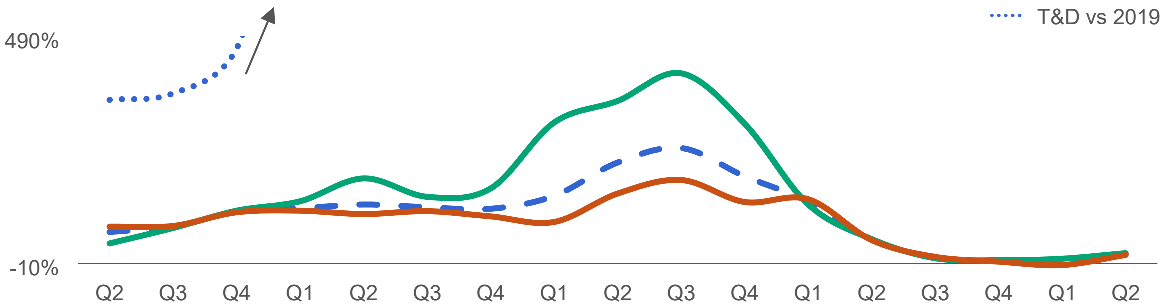
Contact person:
**Brenda Marengo**
(Sr Specialist CSM)

Brenda.Marengo

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- The Argentine T&D market continued to show moderate growth during the period, supported by the performance of consumer electronics.
- TV sales were the main growth driver for CE, benefiting from increased demand around the World Cup.
- Additionally, May's Hot Sale event provided a temporary boost to sales across selected categories, contributing to overall market performance.
- It is also worth noting that Argentina's inflation rate reached 14.7% in YTD 2026, continuing to influence market dynamics and value performance.

## Channel Dynamics

- Overall channel performance remained stable versus the prior period, although the online channel continued to trend slightly better. The online channel continued to overperform during key promotional events such as Hot Sale, resulting in a significantly higher uplift in unit sales versus offline channels.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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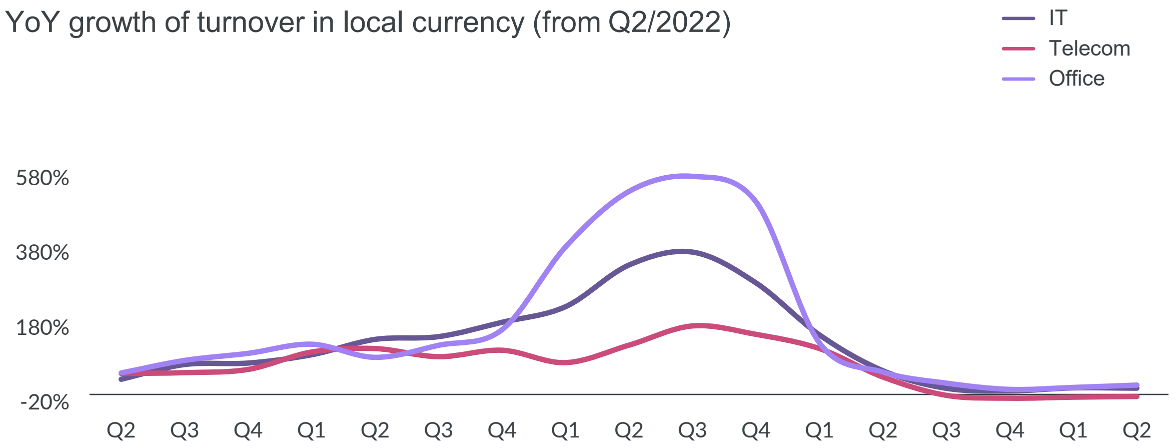
# Helicopter View Argentina

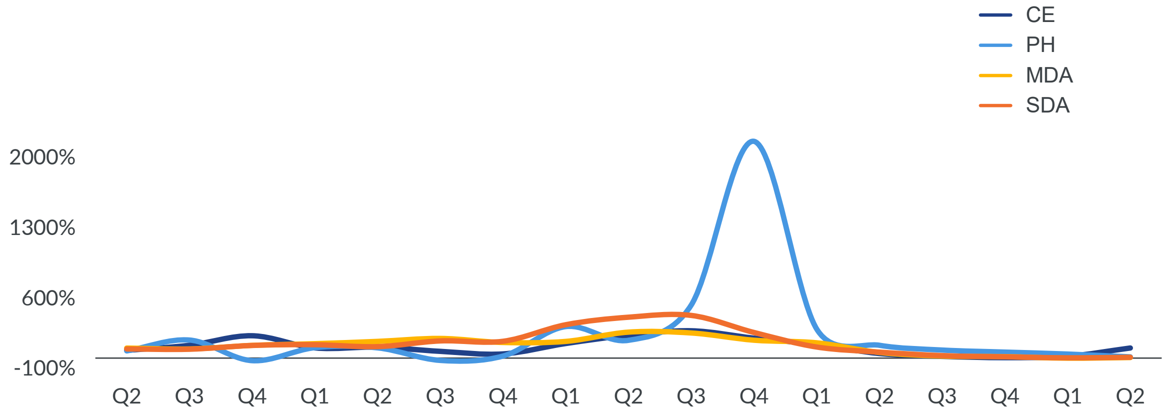
Argentina

Contact person:
**Brenda Marengo**
(Sr Specialist CSM)

Brenda.Marengo

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

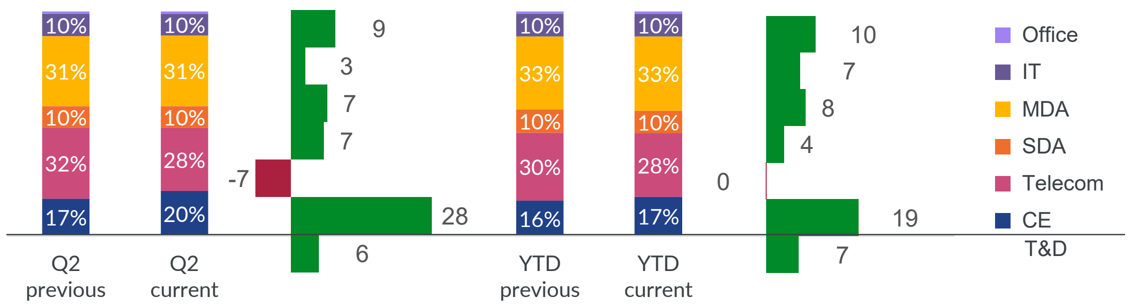
- In Q2, office, IT, and consumer electronics were the best-performing sectors, supported by World Cup-related demand, particularly for TVs, and by the positive impact of the Hot Sale online event.
- For YTD 2026, market value continued to be concentrated in a few key categories. Smartphones led at a 22% share, followed by TVs at 19%. Together with eight other major categories, they accounted for 77% of total sales value, leaving 23% distributed among smaller categories.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

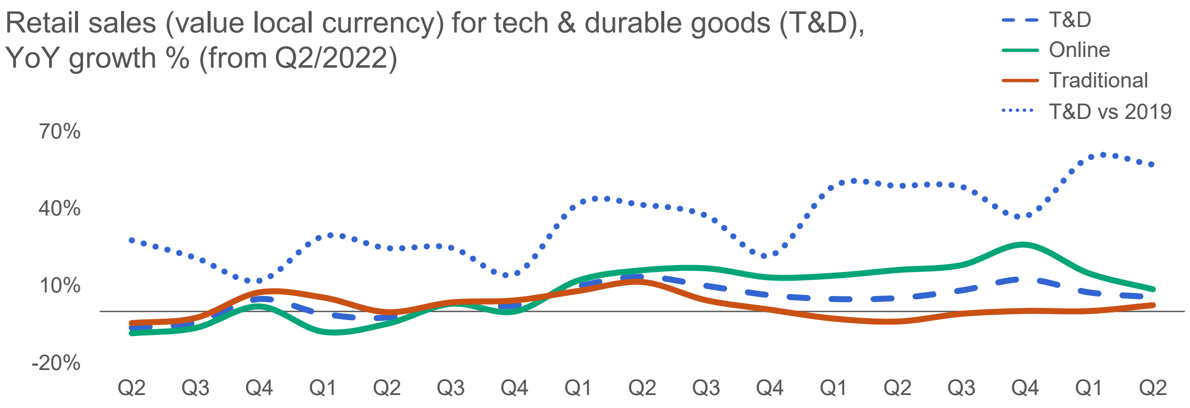
# Helicopter View Brazil

Brazil
Contact person: **Mateus Bando** (CSM T&D)
Mateus.Bando

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- At the end of the first half of the year, Brazil's economy showed signs of improving inflation dynamics, with the IPCA at 4.64% over the previous 12 months, indicating a gradual moderation in price pressure. At the same time, the Selic rate remained at a restrictive level of around 14.25%, reflecting the Central Bank's commitment to anchoring inflation expectations. Meanwhile, the Brazilian Real traded close to BRL 5.1 per USD, supported by high domestic interest rates and relatively stable investor sentiment.
- The Tech & Durables market continued to grow in both unit sales and revenue. Television sales drove consumer electronics growth, supported by the FIFA World Cup, while MDA maintained strong growth, driven by product replacement demand throughout the product lifecycle.

## Channel Dynamics

- Online channels continued to drive market value, while marketplaces continued to gain relevance, and physical stores remained stable compared to the same period last year. More aggressive pricing and promotional activity in marketplaces continued to support the channel's growth and increased its share of total sales.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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- Peru

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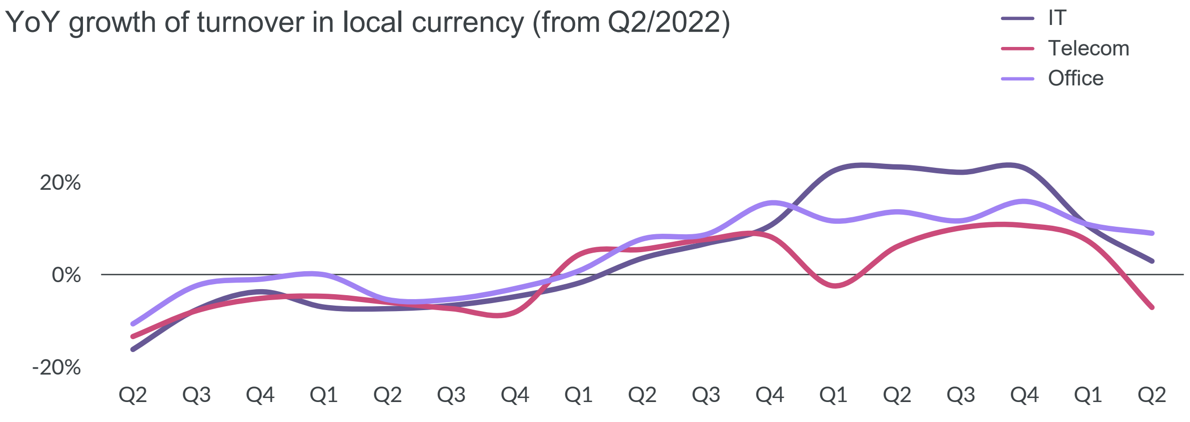
# Helicopter View Brazil

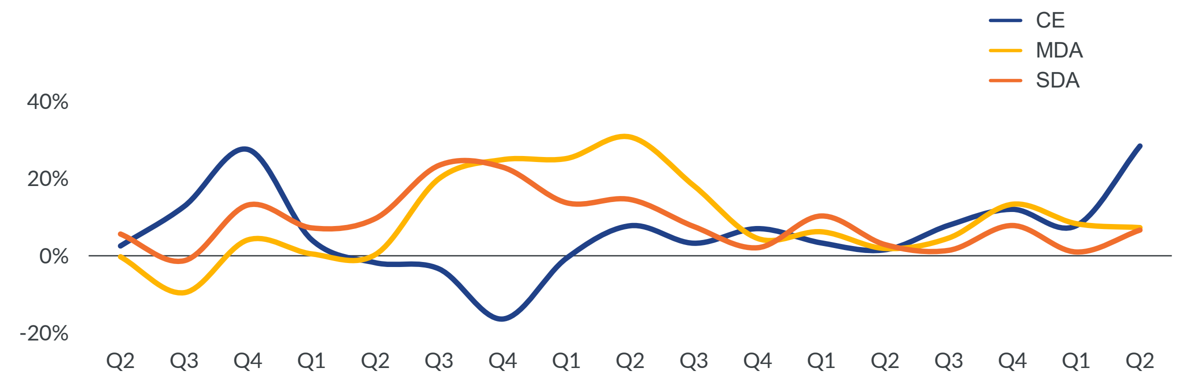

Brazil

Contact person:
**Mateus Bando**
(CSM T&D)

Mateus.Bando


YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

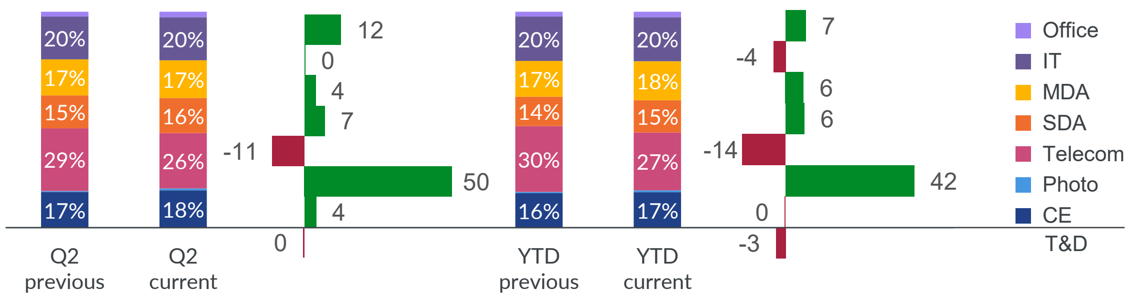
- High price pressures since late 2025 significantly impacted the personal computing market in Brazil. The main category, mobile computing, experienced decline of 8% in volume sales alongside a 14% increase in average prices. On the other hand, media tablets grew, with a competitive product mix.
- Smartphone volumes declined 10% YoY in Q2 2026, with offline and marketplace channels significantly underperforming in sales units. However, strong ASP growth in these channels partially compensated for lower demand, resulting in similar revenue declines across channels.
- CE growth primarily was driven by World Cup-related demand. Higher sales volumes ahead of and during the first week of the tournament, combined with a stronger mix of 65"+ TVs, boosted average selling prices and significantly increased revenue.
- MDA grew 12% QoQ, with all categories outperforming last year. This highlights how Brazilians are placing greater importance on their homes. The standout category was cooling across all segments, driven by prices reaching their lowest level in the last three years.
- SDA grew 9% QoQ. Growth in food preparation and water filters was expected, reflecting the trend of Brazilians spending more time at home, while sandwich makers benefited from the World Cup effect.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

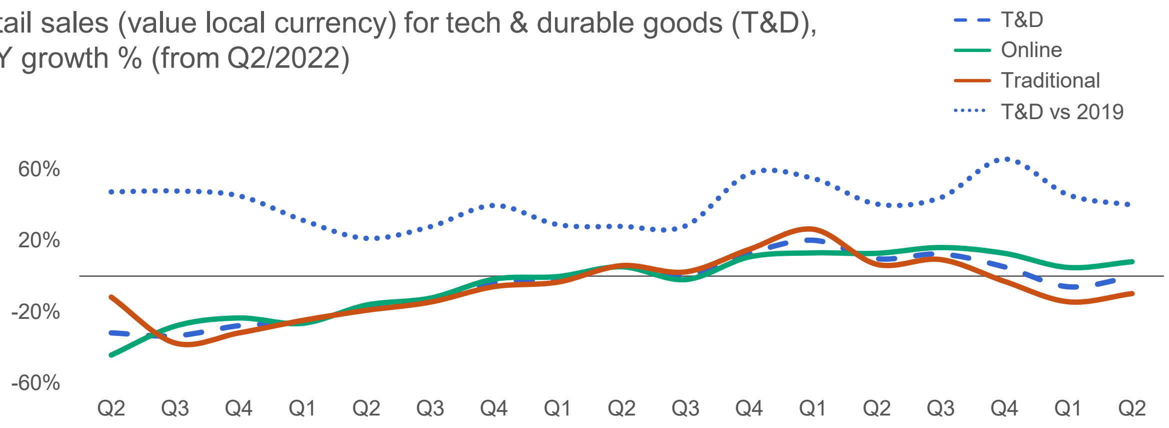
# Helicopter View Chile

Chile
Contact person:
**Juan Carlos Montes**
(MI Lead)
JuanCarlos.Montes

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- During Q2, Chile's macroeconomic environment remained relatively stable, although growth expectations weakened further. Inflationary pressures increased due to higher fuel and energy costs linked to global geopolitical tensions, while economic activity underperformed expectations, particularly in natural resource-related sectors (mining). As a result, GDP growth forecasts for 2026 were revised downward, reflecting softer household consumption, weaker investment dynamics, and a more cautious economic outlook despite continued resilience in domestic demand.
- Q2 showed a decline of 3%, driven mainly by the telecom industry, while the SDA industry showed double-digit growth.

## Channel Dynamics

- During Q2, online channels continued to outperform offline retail, supported by a strong Cyber Day season that stimulated consumer demand and accelerated e-commerce sales.
- Marketplace remained the key growth engine, expanding its contribution to category sales and gaining, while offline channels maintained a more stable but slower growth trajectory.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

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Western Europe

Eastern Europe

Middle East, Turkey & Africa

APAC

Latin America

Argentina

Brazil

Chile

Colombia

Peru

PREV NEXT

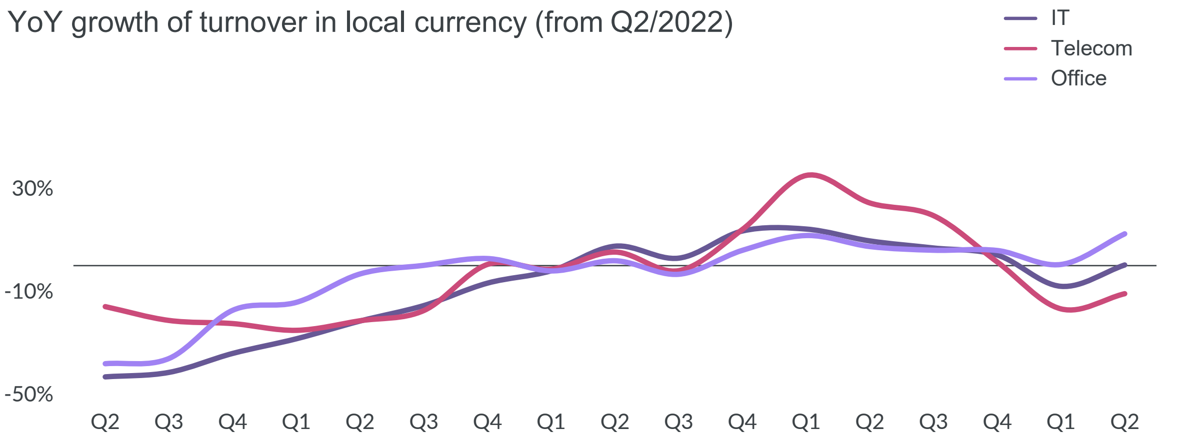
# Helicopter View Chile

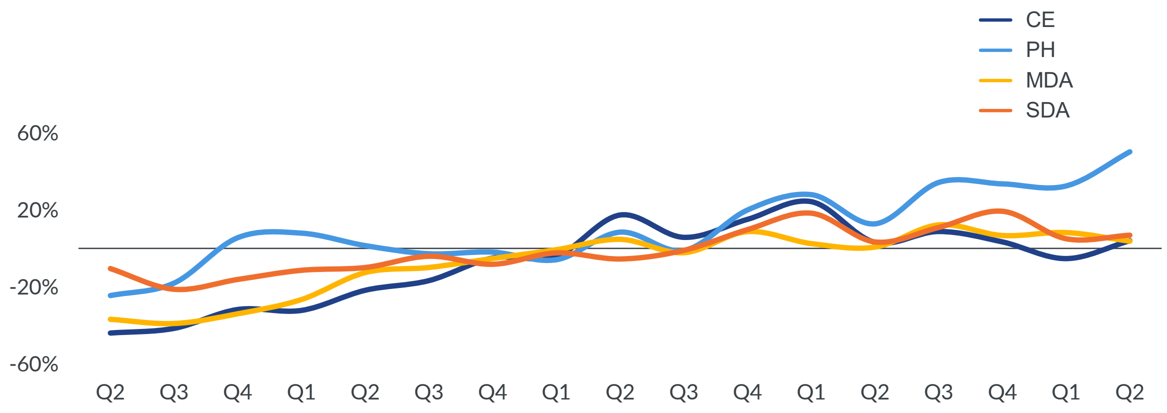
Chile

Contact person:
**Juan Carlos Montes**
(MI Lead)

JuanCarlos.Montes

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

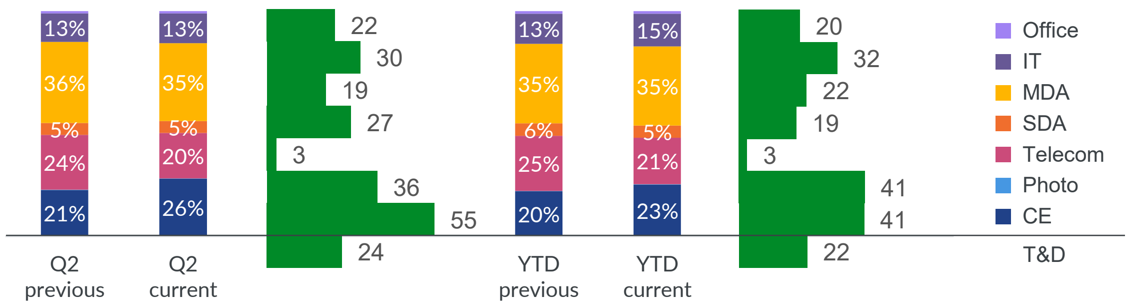
- The IT category has reached a stabilization point, although demand remained subdued in notebooks and tablets. Value growth was driven more by higher ASPs than by a genuine expansion in demand, reflecting the impact that growing global competition for AI-related components has on industry costs.
- Telecom continued to face a strong contraction throughout 2026. However, Cyber-driven sales helped soften the decline during Q2. The ongoing weakness in telecom remained the main factor weighing on the overall Tech & Durables market performance.
- Consumer electronics maintained positive momentum in Q2, supported by strong performance in TVs and selected audio segments. Growth was primarily driven by consumer demand rather than price increases, reflecting a category with greater competitive stability and affordability for households.
- Positive MDA results were driven by growth in key segments, particularly cooling and washing machines. Dryers underperformed during the quarter, mainly due to a delayed winter season and lower-than-expected rainfall, which softened demand.
- SDA was the best-performing sector, driven by strong growth in vacuum cleaners, food preparation appliances, coffee machines, air fryers, and personal care categories. Premiumization trends were particularly evident in higher-ticket segments such as vacuum cleaners and HBM, while categories like air fryers continued to expand through strong unit sales growth.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

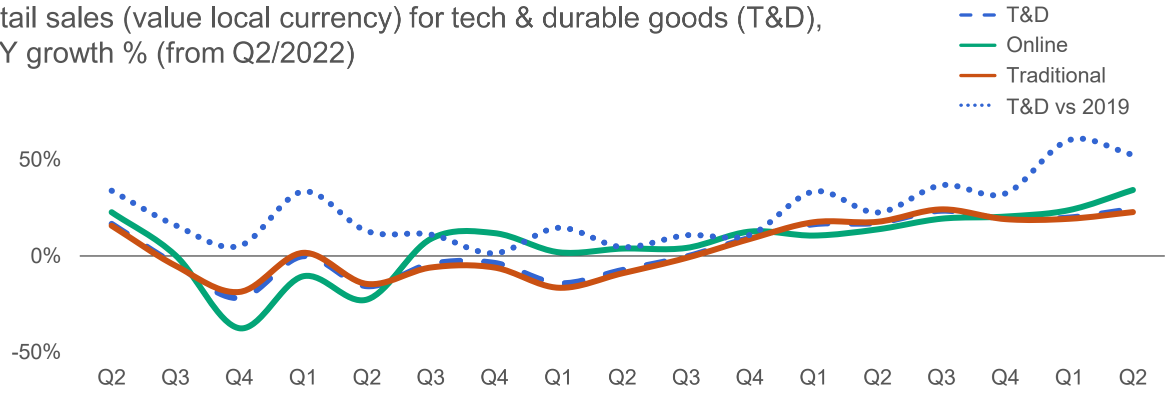
# Helicopter View Colombia

Colombia
Contact person: **Adriana Tellez** (MI Lead)
Adriana.Tellez

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Colombian T&D market sustained its strong growth momentum, expanding 23% versus Q2 2025 and 4% versus Q1 2026, driven by robust consumer demand and a favorable sales environment boosted by the FIFA World Cup. Growth was not only value-led but also volume-driven, with units increasing 15% YoY, confirming healthy underlying demand across categories. Pricing also remained supportive, with the market posting a 7% increase versus Q2 2025 and 2% versus Q1 2026. Overall, Q2 2026 reflects a resilient and expanding market, with consumer spending increasingly focused on entertainment, convenience-driven products, and online purchasing channels, reinforcing the strength of demand beyond inflationary effects.

## Channel Dynamics

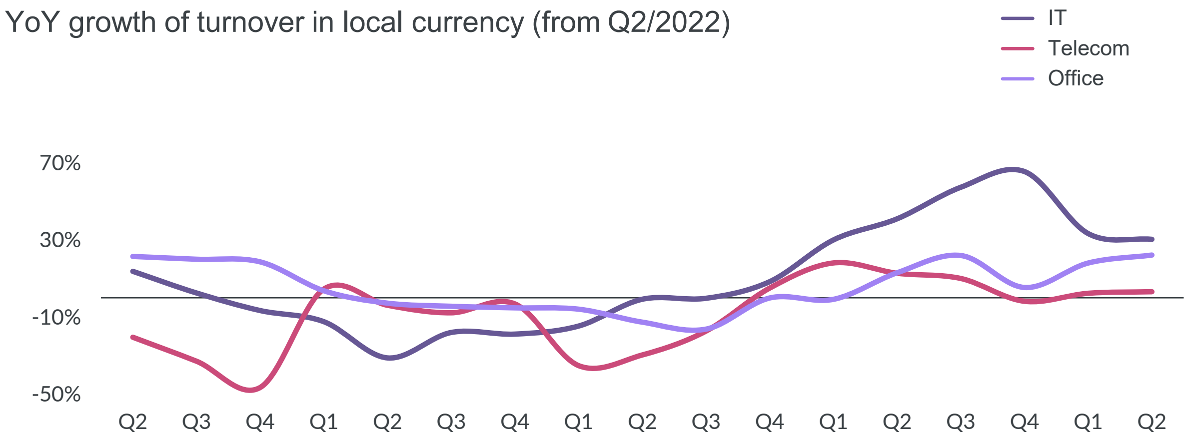
- Mass merchandisers and online remained the key growth drivers in Q2 2026. MM delivered +30% YoY value growth, significantly outperforming CES (+18%), while online also grew +30% YoY, ahead of offline (+22%), confirming that consumers continued to shift toward digital purchasing channels. Strong consumer electronics demand boosted channel performance and reinforced the shift toward mass retail and digital shopping, which continued to capture an increasing share of market growth.

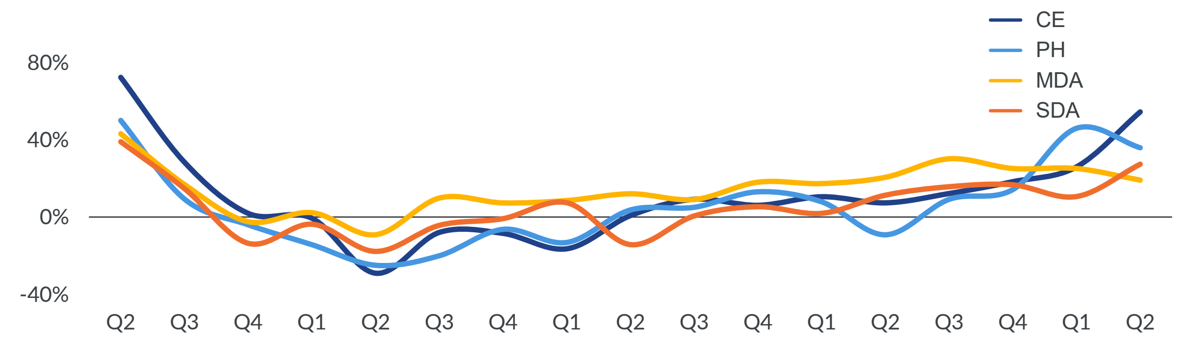
Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Colombia

Colombia
Contact person:
**Adriana Tellez**
(MI Lead)
Adriana.Tellez

YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

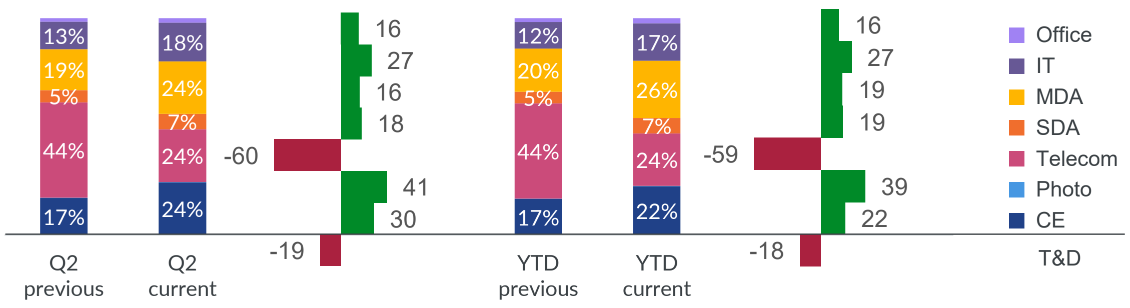
- CE was the strongest-performing sector in Q2, delivering +54% YoY value growth, driven mainly by TVs, which expanded +59% on the back of FIFA World Cup demand. Audio categories also showed strong momentum, with loudspeakers and Bluetooth speakers growing above 60%. Growth was supported by a solid +41% increase in units and a +9% rise in prices, making CE the main contributor to overall market growth.
- MDA grew +19% YoY in value, driven mainly by the strong performance of air conditioners (+51%). Despite healthy +21% unit growth, the sector showed a slower pace than other categories and was the only major sector to experience price deflation (-2% YoY), indicating that growth was primarily volume-driven.
- SDA maintained strong momentum in Q2 2026, growing +24% YoY in value, driven mainly by electric fans (+57%) and supported by continued demand in convenience-focused categories. The sector also benefited from healthy unit growth (+13%) and ongoing premiumization (+10% price growth), reinforcing its position as one of the market's fastest-growing categories.
- IT grew +27% YoY in value during Q2 2026, driven mainly by mobile computing (+28%). Despite a sequential slowdown versus Q1, the sector maintained healthy demand, with unit sales increasing 23% YoY, reinforcing its role as a key contributor to overall market growth.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

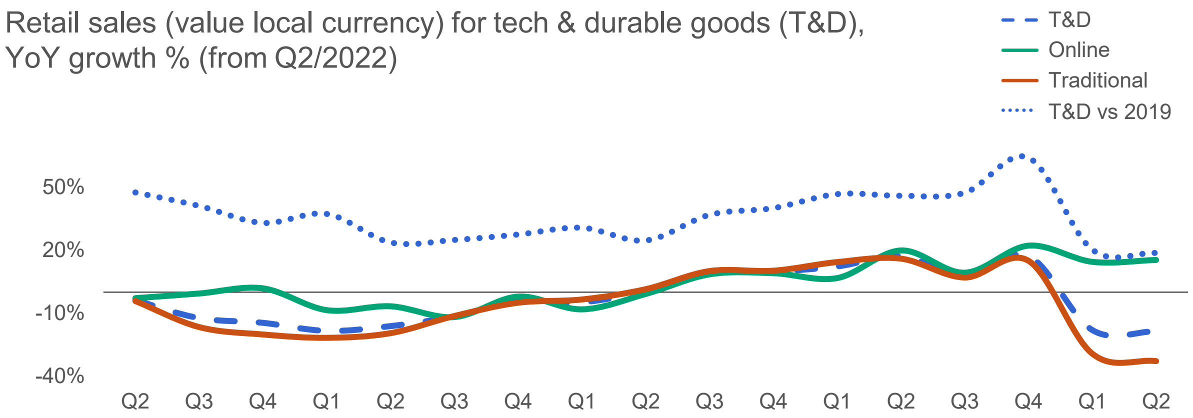
# Helicopter View Peru

Peru
Contact person:
**Adriana Tellez**
(MI Lead)
Adriana.Tellez

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %




Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q2/2022)




## Key Insights

- In Q2 2026, the Peruvian tech and durable goods market grew by 16%. Most sectors delivered double-digit growth, led by CE, which increased by 30%, followed by IT (+27%), SDA (+18%), and MDA (+16%).This strong performance reflects sustained consumer demand and stronger spending dynamics across the market.
- Q2 performance remained supported by a favorable macroeconomic environment in Peru. The BCRP raised its 2026 GDP growth forecast to 3.4%, driven by domestic demand, private consumption, and investment, while inflation remained at 2.9%, within the target range.

## Channel Dynamics

- The market posted double-digit growth in Q2 2026, mainly driven by department stores, which grew 20% and reached a 43% value market share, 1.6 percentage points higher than in Q2 2025. The supermarket channel delivered strong growth as well (+22%), increasing its market share to 28%.
- Additionally, the online channel posted solid value growth of 24% in Q2. This momentum was reflected in both Provinces (+15%) and Lima (+5%), where the overall market remained on a positive trajectory, signaling healthy nationwide performance.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Helicopter View Peru

Peru
Contact person:
**Adriana Tellez**
(MI Lead)
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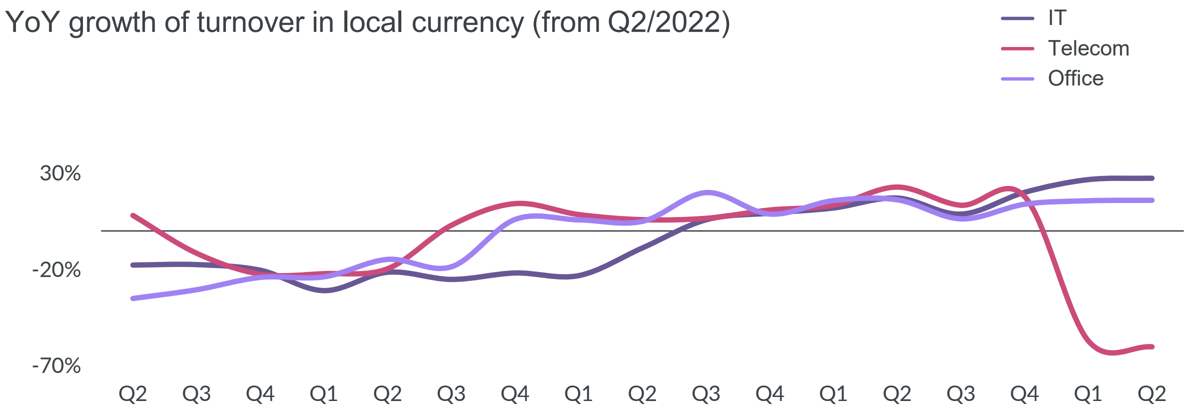
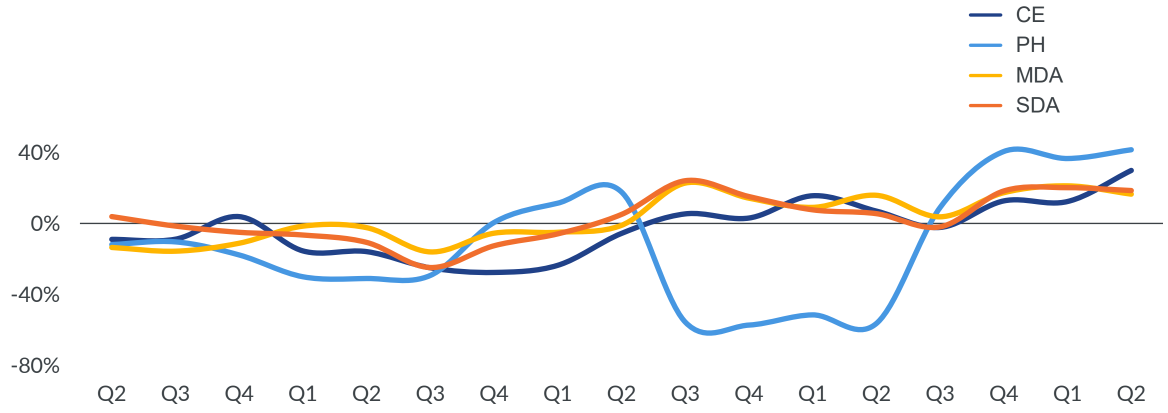
YoY growth of turnover in local currency (from Q2/2022)




## Growing & declining product segments

- Telecom declined by 3% in Q2 2026, driven by the contraction of phablets (-4%), while marketplace continued to grow (+17%), led by online 1P (+30%) and marketplace 3P (+25%).
- The IT market grew 26% YoY in Q2. Mobile computing led the performance (+26%), contributing 17.5 pp to growth and accounting for 67% of the market, supported by online (+27%). Media tablets stood out (+31%), driven by the online channel (+40%), while printing devices grew 16% (+36% online). Across the total IT market, online led growth (+31%), followed by Provinces (+24%) and Lima (+18%).
- The CE market grew 30% YoY. PTV/Flat led the performance (+33%), contributing 25.8 pp to growth and accounting for 80% of the market. Mini Bluetooth speakers stood out (+45%), increasing their share to 5.3%. The total CE market online 1P grew 41% and increased its share to 33%, while Provinces grew 26% and increased its share to 33% as well.
- The MDA market grew +17% in Q2 2026 (+19% YTD), driven by cooling (+22%; 37.8% share). Online 1P (+25%) and marketplace 3P (+45%) led channel growth, while Provinces (+17%) outperformed Lima (+1%), which lost share.

Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), local currency value & growth Q2/2026 vs Q2/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

# Stay tuned for the Q3 2026 edition coming in mid-November 2026

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