

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 4

Powered by GfK Weekly Point of Sales Tracking



Weekly retail insights from the Point of Sale: Spotlight on Germany



> Germany

Great Britain

France

Italy

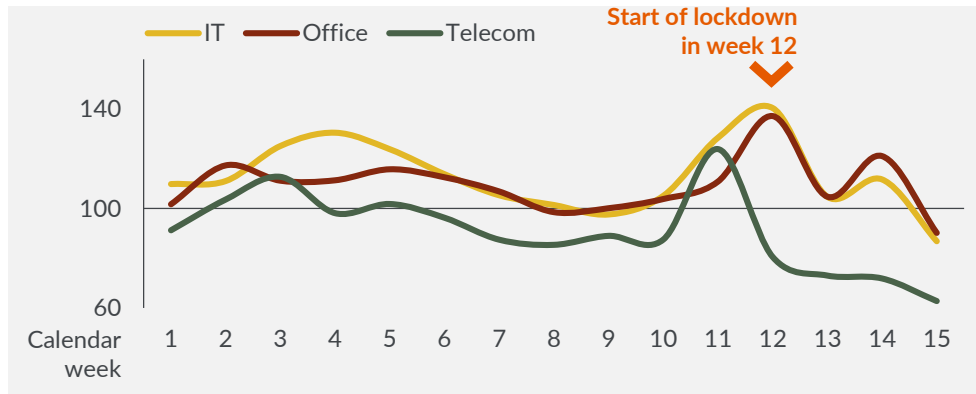
Spain

Russia

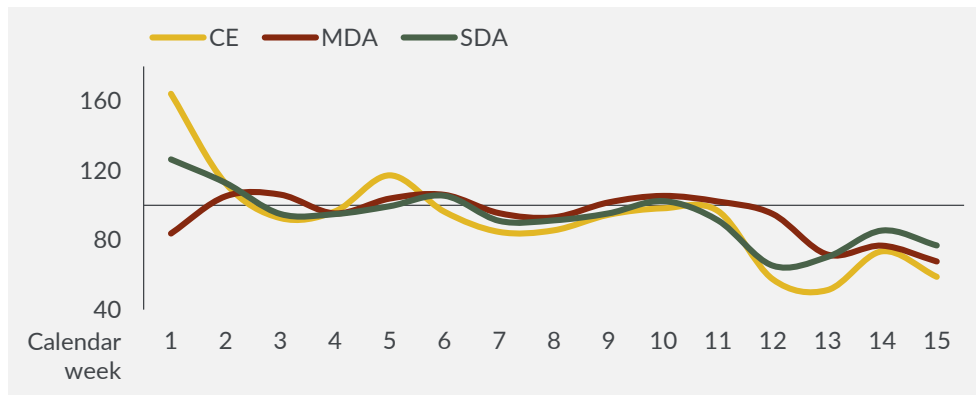
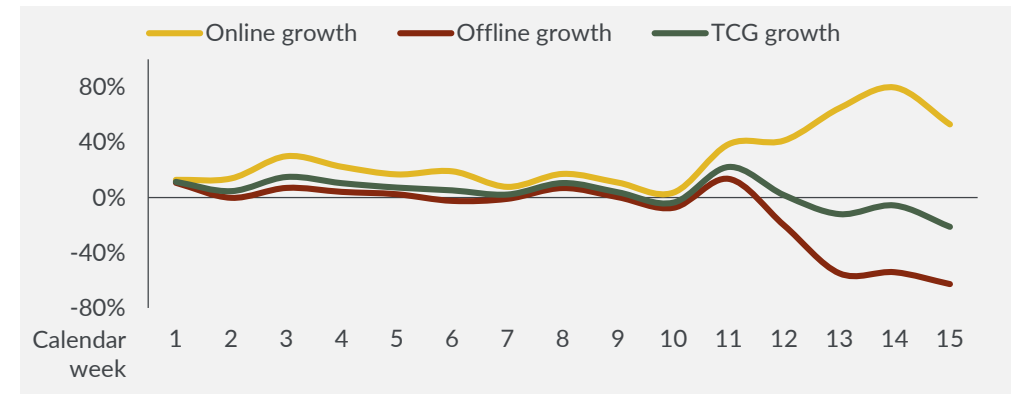
Japan

Brazil

Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 15 (April 06 - 12)

- The massive increase in IT and Office equipment dampened and only monitors, mice and headsets achieved a strong double-digit increase. Mobile PC declined by -11% YoY in value terms.
- Shavers and food preparation managed to grow again, while all other reported categories (except IT & Office) suffered a decrease.
- Online sales rose by 53% in value terms. In comparison, traditional sales decreased by -63%.

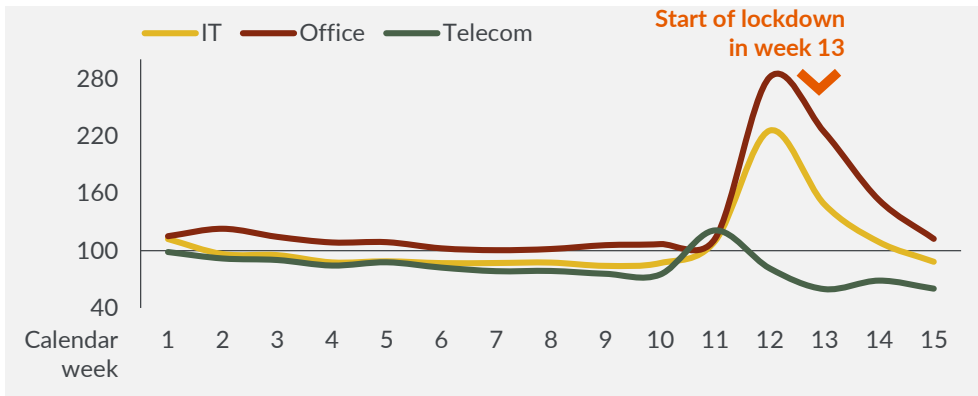
Source: GfK Point of Sales Tracking, Germany; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix, | ¹ not included in the analysis

Weekly retail insights from the Point of Sale: Spotlight on Great Britain

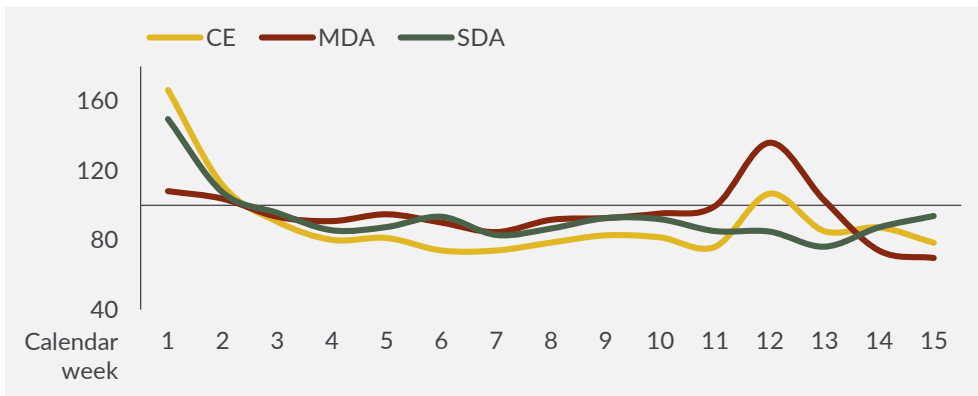
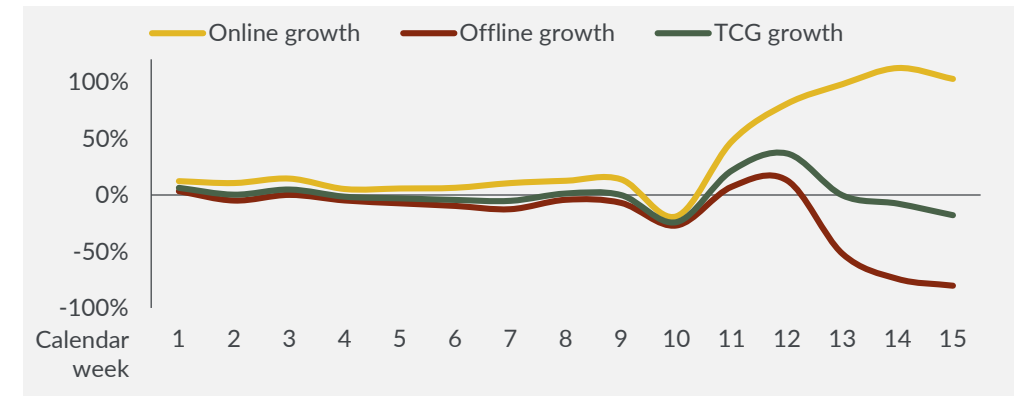


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 15 (April 06 - 12)

- Sales of mobile PCs, monitors, peripherals and inkjet printers continued to generate double-digit growth in CW15.
- There was strong sales growth for shavers, food preparation and hot beverage makers. Sales of washing machines declined by -29%.
- Online sales rose by 103% in value terms. In comparison, traditional sales decreased by -80%.

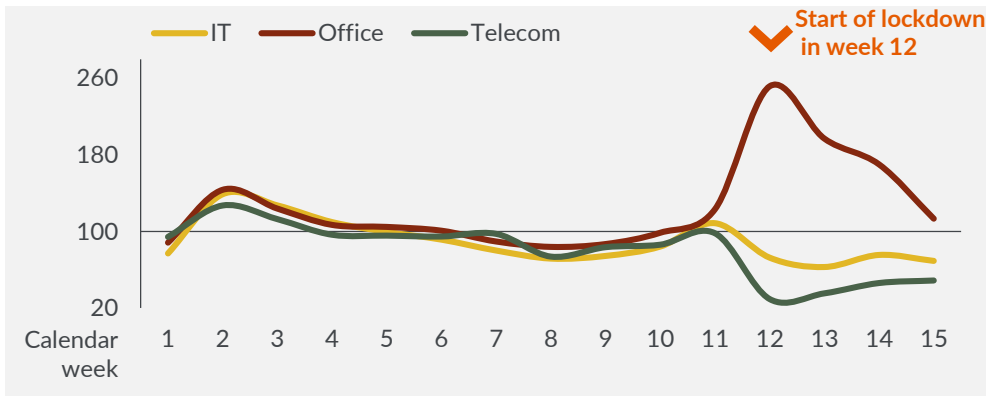
Source: GfK Point of Sales Tracking, Great Britain; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix, | ¹ not included in the analysis

Weekly retail insights from the Point of Sale: Spotlight on France

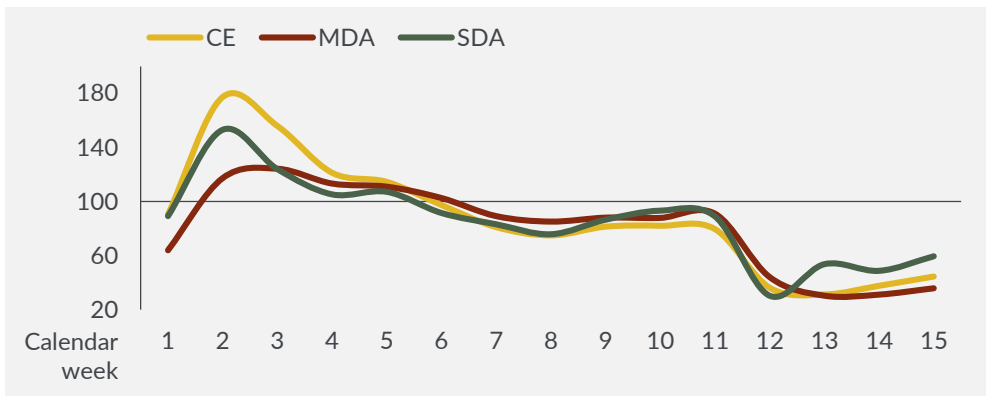
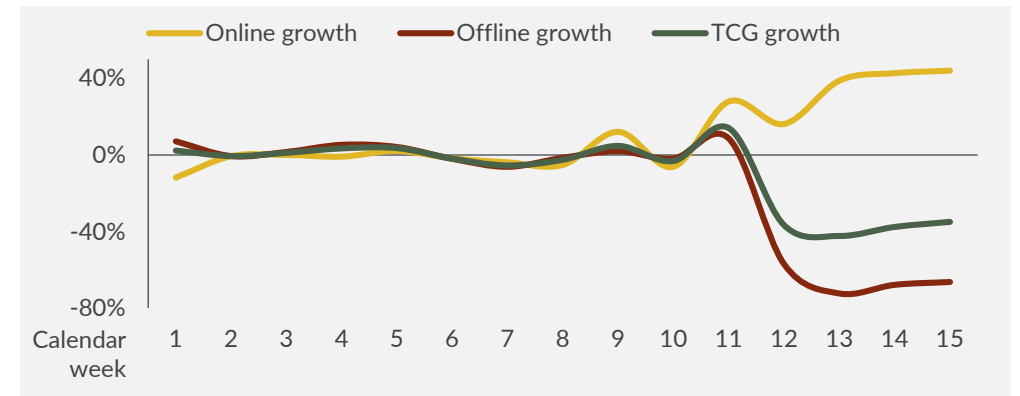


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 - 12)

- Sales of printers and monitors continued their strong growth. Mice grew by just 1%, sales of keyboards decreased by -3%. Media tablets experienced a single-digit decline in value terms.
- There was another decline in MDA, CE and Telecom products. However, food preparation and shavers grew strongly.
- Online sales grew by 44% in value terms. Traditional sales slumped by -66%.

Source: GfK Point of Sales Tracking, France; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

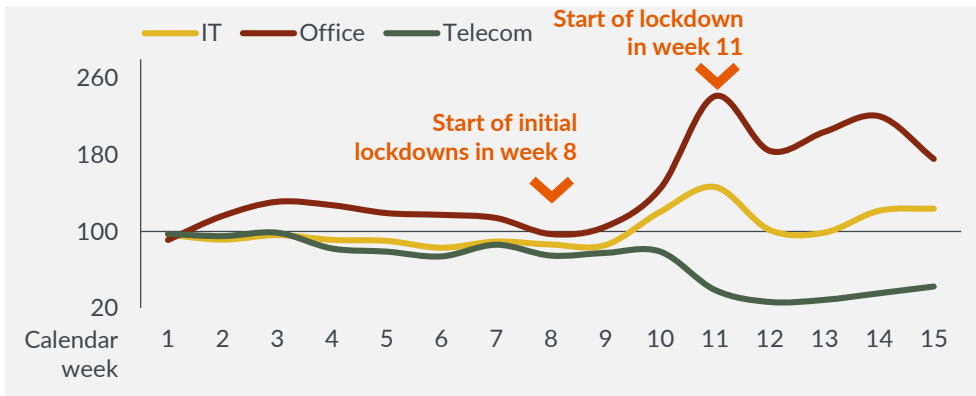
Weekly retail insights from the Point of Sale

Spotlight on Italy

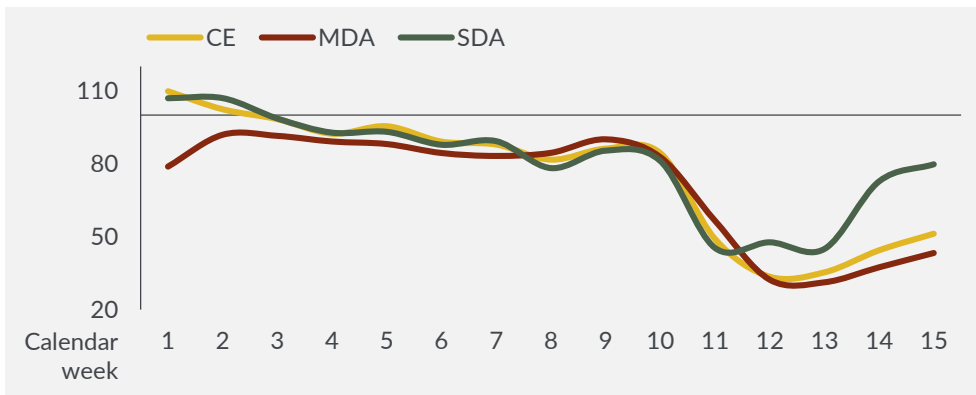
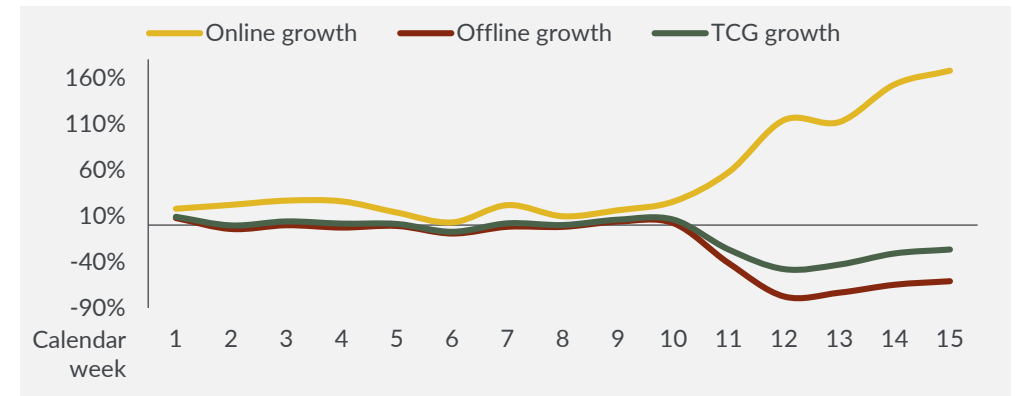


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 - 12)

- Sales of mobile PCs, laser and inkjet printers and media tablets saw another week of significant increase. Sales of smartphones fell by -50% YoY in value terms.
- Growth continued for air treatment products. Shavers and food preparation once again enjoyed higher sales. Sales of TVs dropped by -44%.
- Online sales grew by 167%, while traditional sales dropped by -61%.

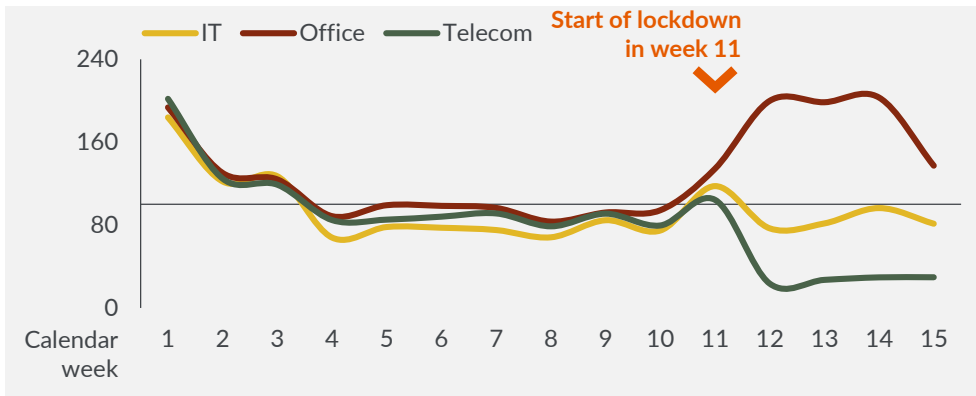
Source: GfK Point of Sales Tracking, Italy; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale: Spotlight on Spain

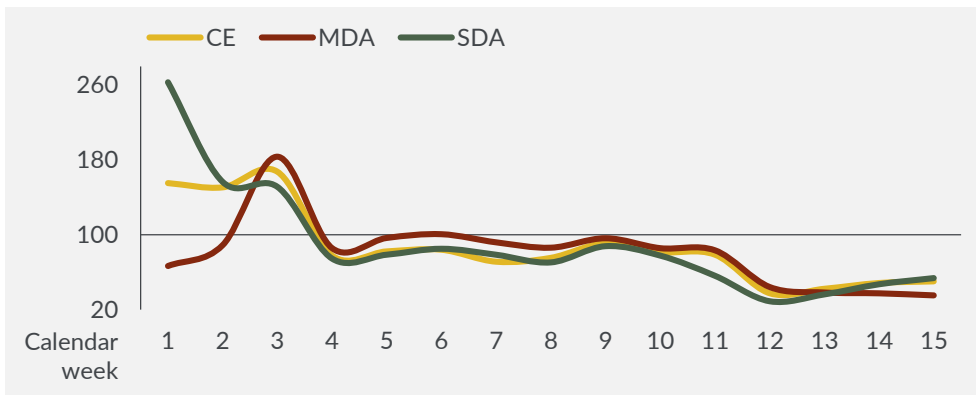
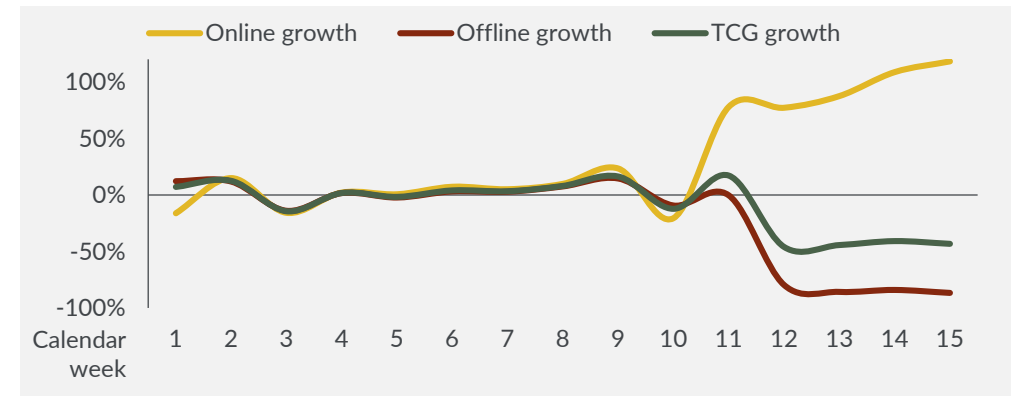


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 - 12)

- Sales of inkjet printers continued to rocket, while mobile PCs grew by 3%. Smartphones dropped again, falling by -66% YoY in value terms.
- With the exception of shavers, all other categories suffered a significant drop in revenue. For example, cooling fell by -63%.
- Online sales grew by 118% in value terms. Traditional sales slumped by -87%.

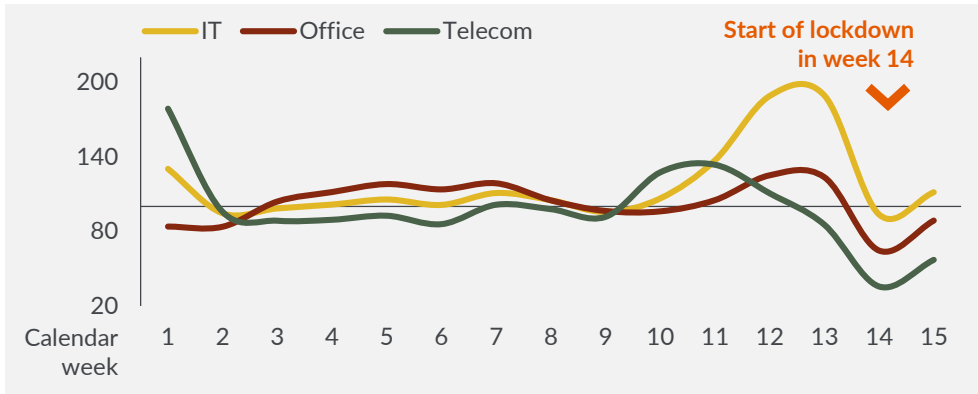
Source: GfK Point of Sales Tracking, Spain; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale: Spotlight on Russia

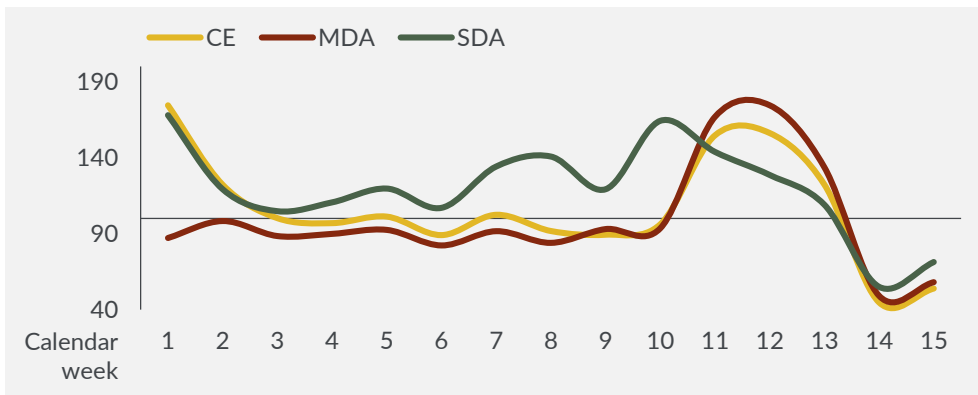
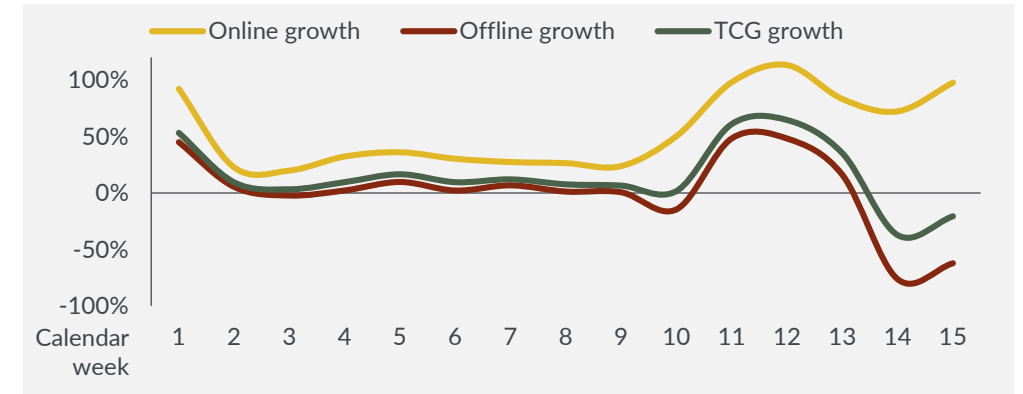


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 – 12)

- Sales of mobile PCs continued to boom. Keyboards, mice, monitors and inkjet printers also grew, while demand for desktop PCs dropped by -15% YoY in value terms.
- With the exception of strong demand for air treatment products, the majority of observed categories suffered a fall in revenue.
- Online sales grew by 98% in value terms. Traditional sales slumped by -62%.

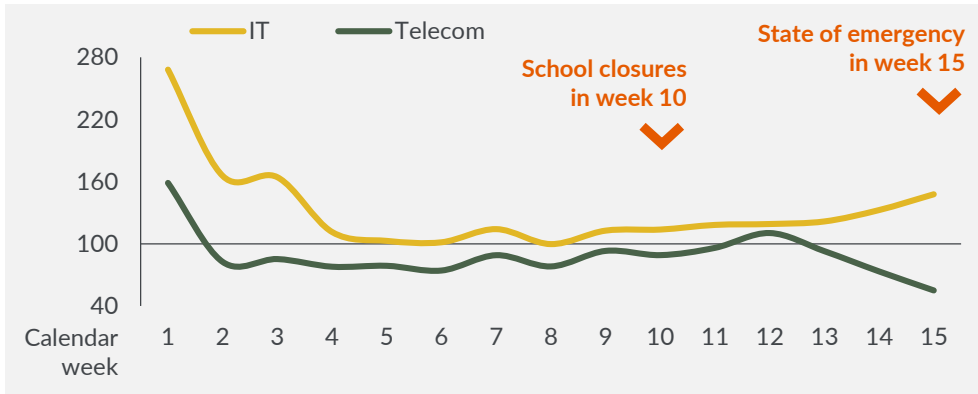
Source: GfK Point of Sales Tracking, Japan; Calendar week 1 2019 – 15 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale: Spotlight on Japan

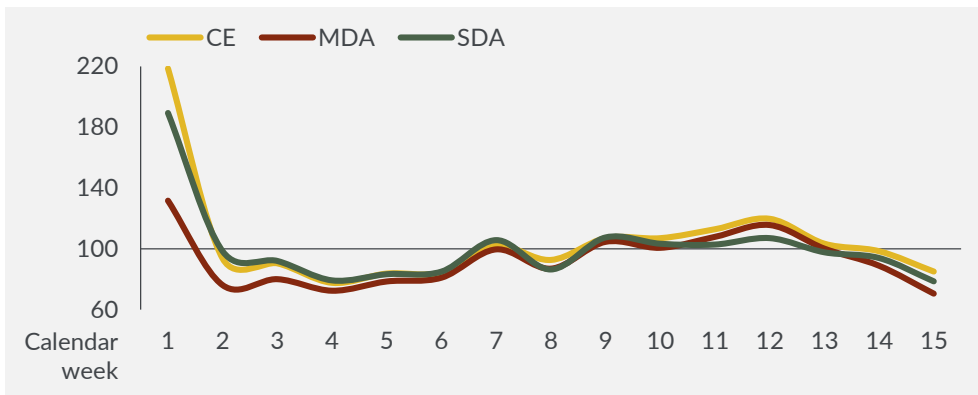
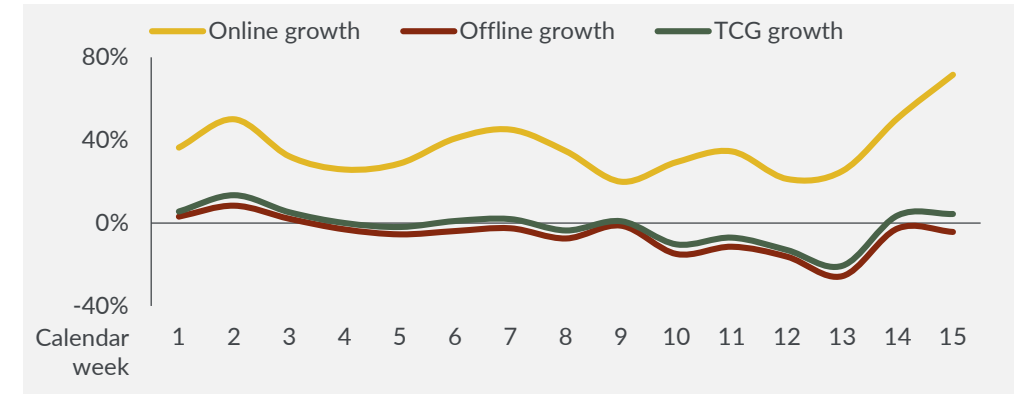


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 - 12)

- Sales of mobile PCs grew strongly by 56%, while smartphones declined by -42% YoY in value terms.
- It was another week of massive growth for air treatment products. TVs, soundbars and food preparation saw strong double-digit growth, while Cooling decreased by -10%.
- Online sales grew by 72% in value terms. Traditional sales decreased by -4%.

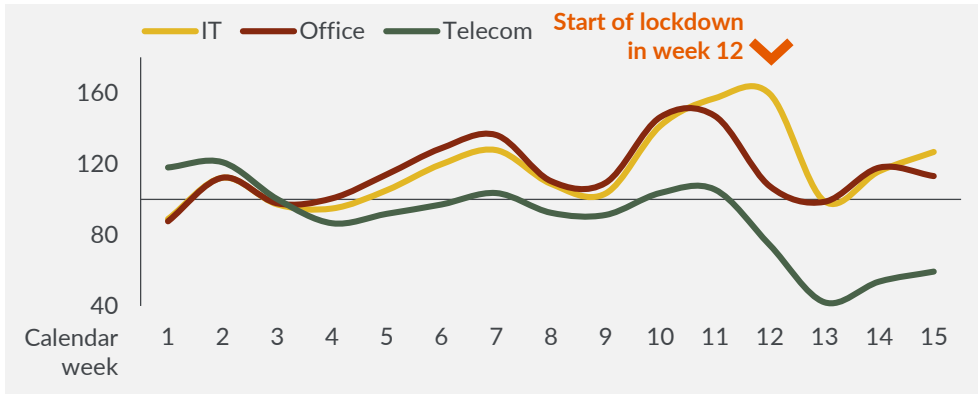
Source: GfK Point of Sales Tracking, Japan; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile computing, media tablets - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale: Spotlight on Brazil

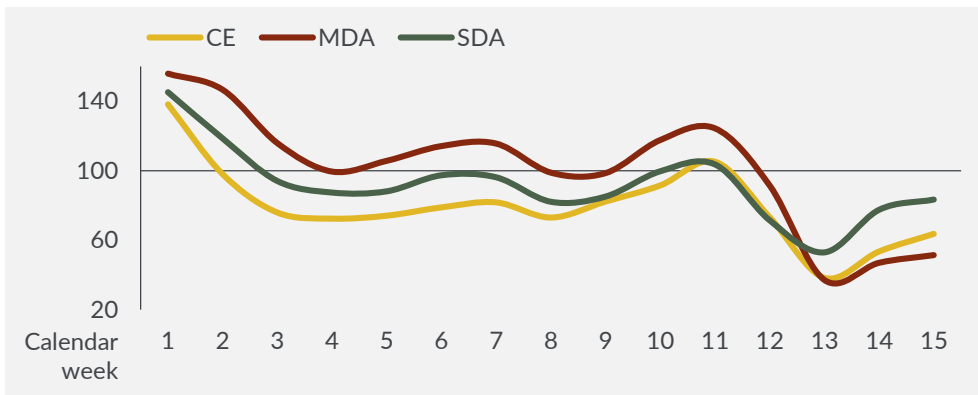
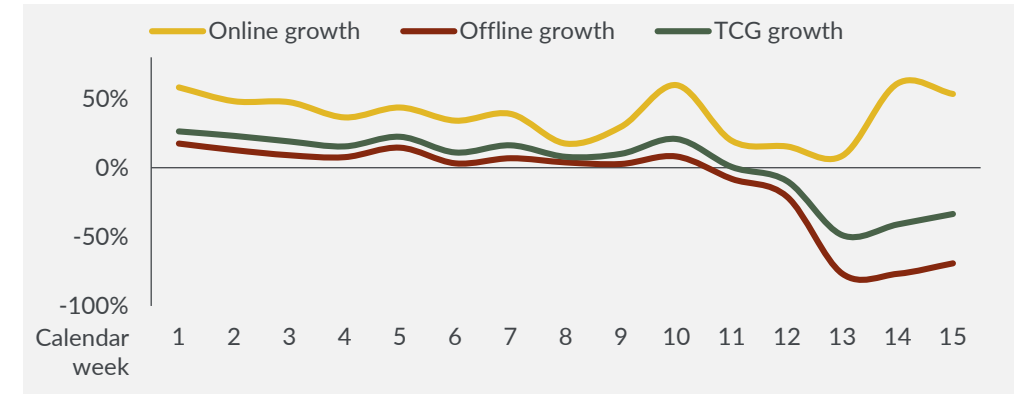


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 15 (April 06 - 12)

- Sales of mobile PCs enjoyed a double-digit growth, while demand for desktop PC decreased strongly. Smartphones went down by -41% YoY in value terms, while inkjet printers decreased by -4%.
- With the exception of vacuum cleaners, most of the other categories suffered a significant double-digit drop in revenue.
- Online sales grew by 53% in value terms. Traditional sales slumped by -69%.

Source: GfK Point of Sales Tracking, Brazil; Calendar week 1 2019 - 15 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Navigate complex decisions with hard facts



Rely on hard facts to steer through turbulent times: Covid-19

This crisis is impacting your business in many and unexpected ways. In a constantly evolving situation such as this, you need reliable, accurate and timely data to inform your tactical decision-making.

Our POS Market Intelligence reveals what is selling, where, when and for how much. We provide weekly fact-based sales insights into the impact of the crisis on your performance as well as that of your competitors'.

[Learn how we can support you](#)

Identify

quickly and confidently where corrective action is required based on weekly insights on your competitors' tactics

Optimize

your product's pricing and promotion by adapting strategy and tactics week-to-week

Ensure

you have a 360° view of the impact of the Coronavirus crisis from a consumer and retail dynamics perspective – fast and frequently

Gain

the full picture of performance across all relevant channels – online and offline



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Author: Pavlin Lazarov (pavlin.lazarov@gfk.com)

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