

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

**Weekly trends and insights for
the tech and durables market**

EDITION 21

Powered by GfK Weekly POS Market Intelligence



Accelerate your tactical decision-making



Rely on weekly sales insights to manage disruption now and next

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

Our 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 and the wider market.

The 'new normal' will be radically different.

Adjust your strategies and tactics

- Adapt production and channel tactics to maximize opportunities when reopened stores drive short-term sales.
- Prepare for tight budgets in an anticipated economic crisis. Ensure your pricing reflects changing demand.
- Understand new expectations around value for money. Optimize your messaging to attract and retain customers.

Base your tactics on what happened last week



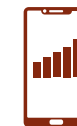
Get insights into recent POS sales activities and understand their ROI.



Evaluate your and your competitors' performance by channel, segment, price class and SKU.



Get results fast, 3 – 5 days after end of week.



Keep track of your markets on your Smartphone or online via PowerPoint and Excel-based tools.



Ready to accelerate your decision-making?

Contact your local GfK Key Account Manager or discover more about weekly POS insights on our [website](#).

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



> Germany

Great Britain

France

Italy

Spain

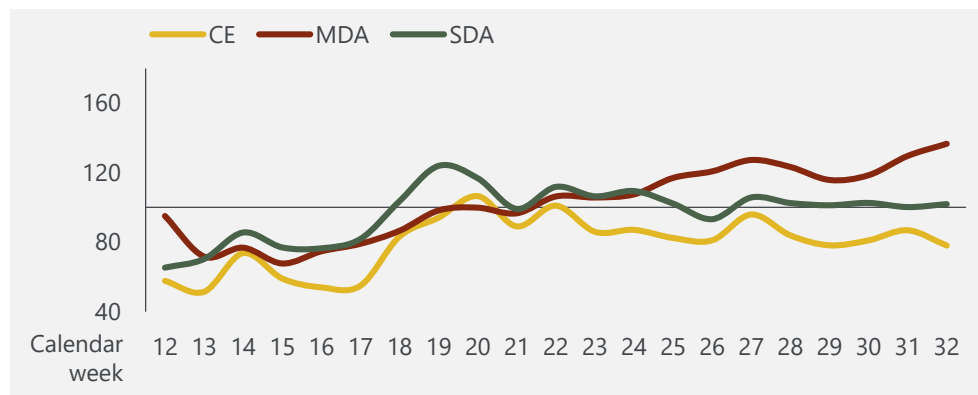
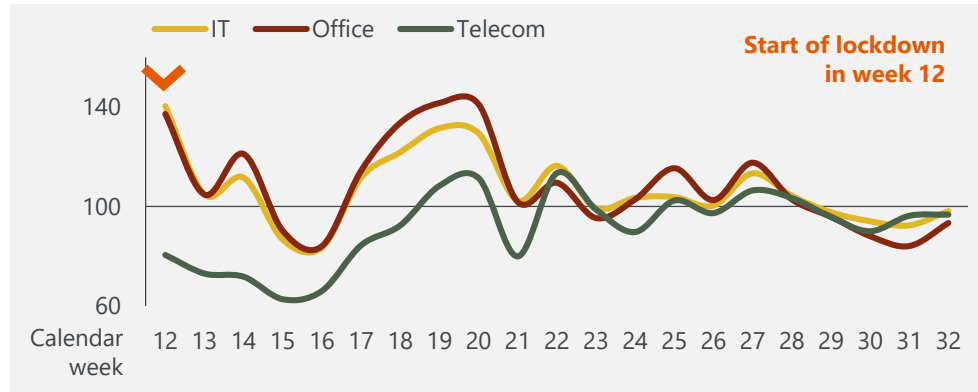
Russia

Japan

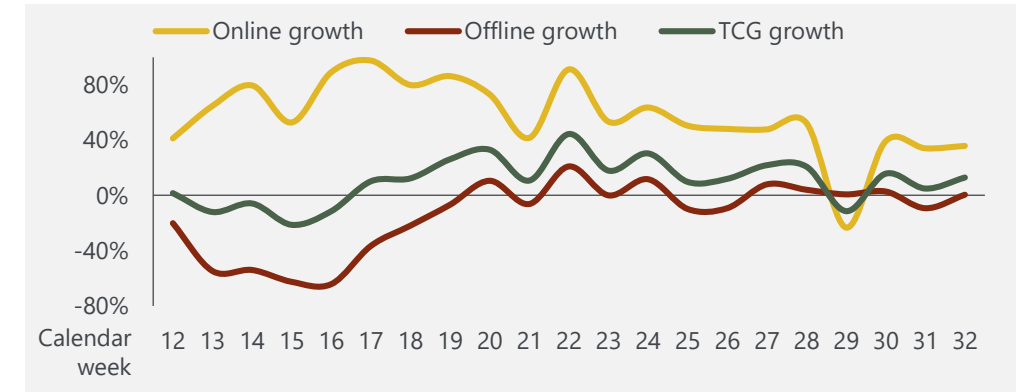
Brazil

China

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 32 (Aug 03 - 09)

- The growth in sales of IT products recovered. Sales of keying devices increased by 44%, monitors by 26%, and media tablets by 32%. Smartphones were up again by 11%.
- Cooling (34%) and hot beverage makers (37%) were the leaders in growth development. TV sales slowed slightly to a growth of 9%.
- Traditional retail recovered and stagnated at 0.4% in week 32. Online sales saw a strong increase of 36%, bringing the total TCG to an uplift of 13%.

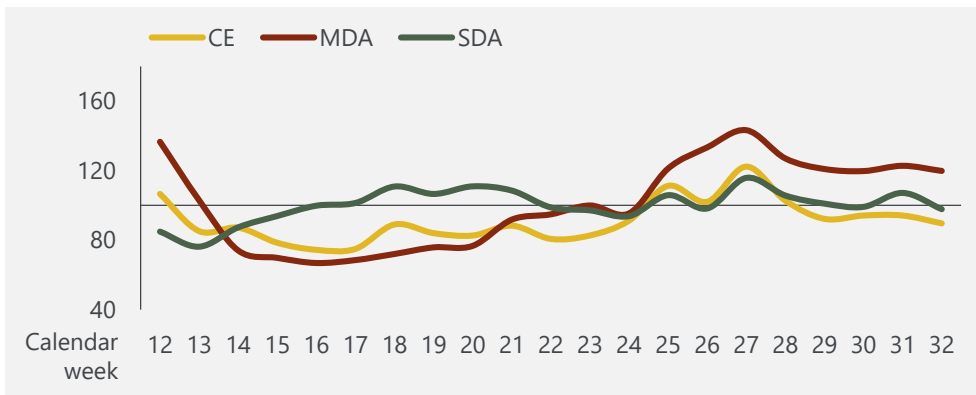
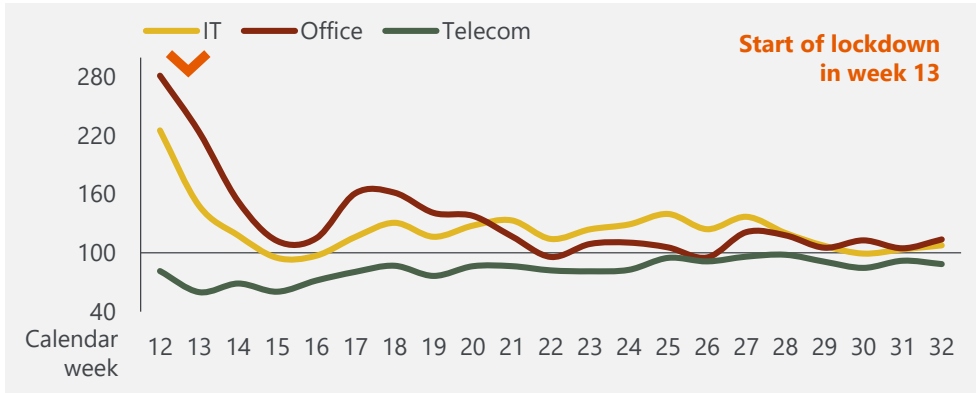
Source: GfK POS Market Intelligence, Germany; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer 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.

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

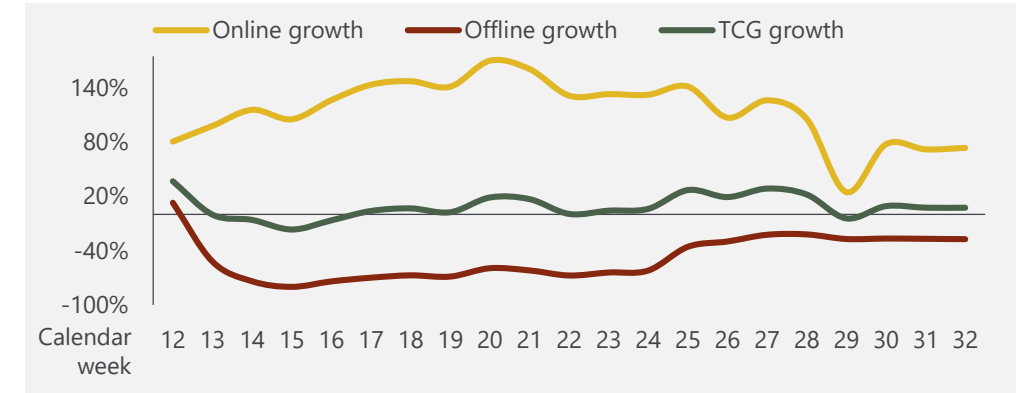


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- IT/Office products continued to follow a growth path. Laser printers achieved an increase of 72%. Smartphone sales slumped, decreasing -3%.
- The sales growth of CE, SDA and MDA products was positive. Food preparation posted an increase of 64% and hot beverage makers 34%. TV sales slowed to a rise of 15%.
- Total sales were almost unchanged for the second consecutive week with an uptick of 7%, driven by rising online sales of 74% in week 32.

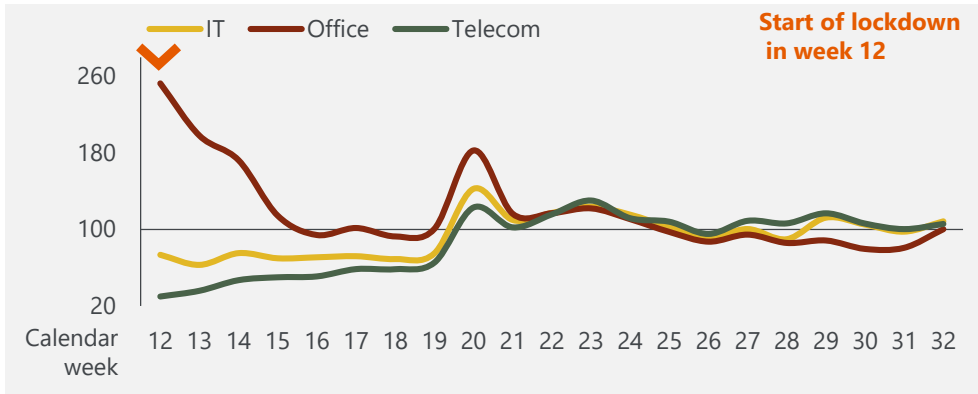
Source: GfK POS Market Intelligence, Great Britain; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – 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

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

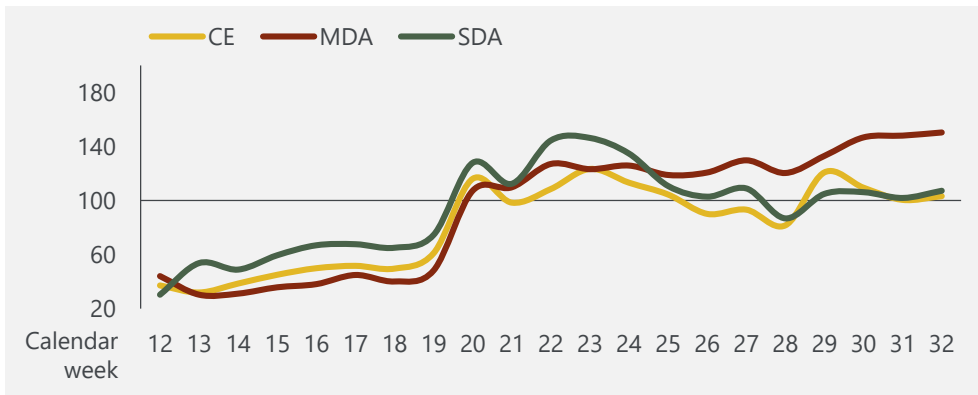
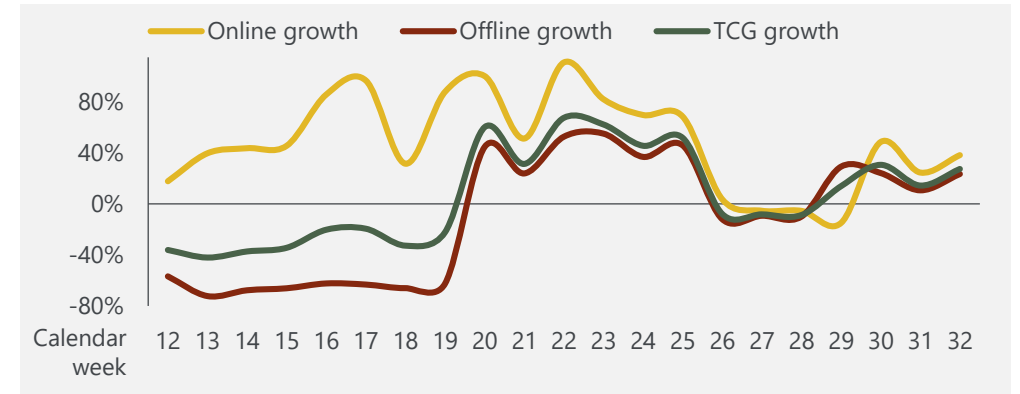


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- In the IT/Office/Telecom products, monitor sales led growth development at 76%. Laser printer sales increased 71%. Smartphone sales posted a solid rise of 22%.
- CE, MDA, and SDA products continued their positive sales trend. Air Treatment posted an outstanding growth of 374%.
- The total TCG market picked up pace again and grew in both distribution types, traditional retail (23%) and online (38%).

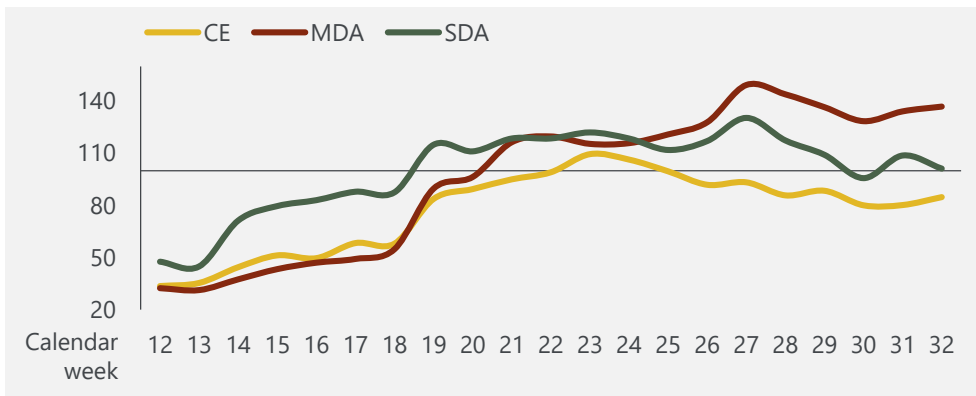
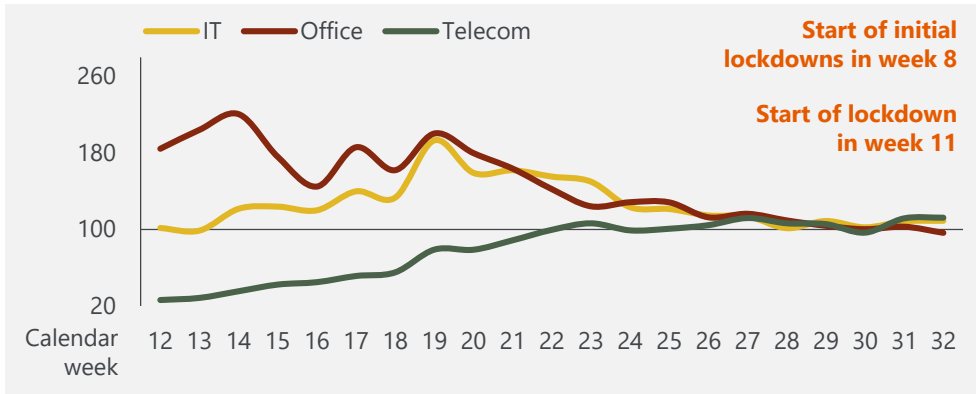
Source: GfK POS Market Intelligence, France; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer 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

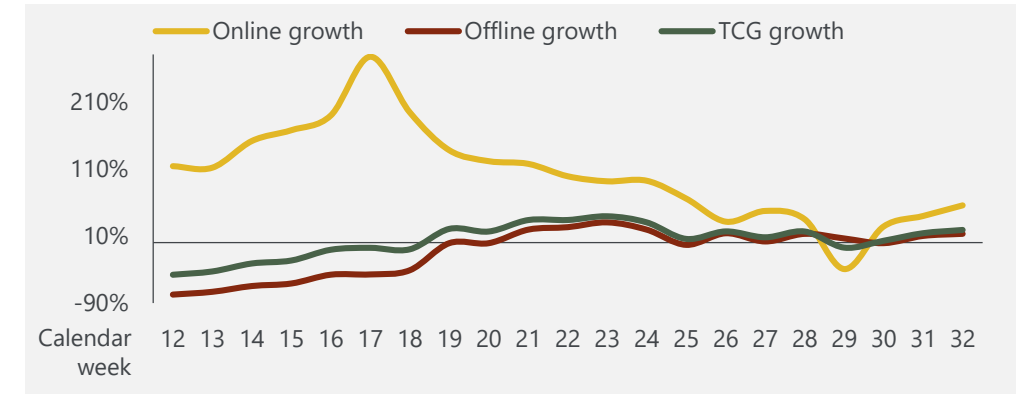


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- IT and Office products reported a sound growth of 39% and 51% respectively. Smartphone sales stabilized at 18% from the previous week's performance of 10%.
- MDA and SDA products reported reasonable growth in week 31. Air treatment fell back to a solid growth of 25%. TV sales were slightly up by 8%.
- Online sales consolidated growth hit 56%. The positive performance of traditional retail brought the total TCG market increase to 19%.

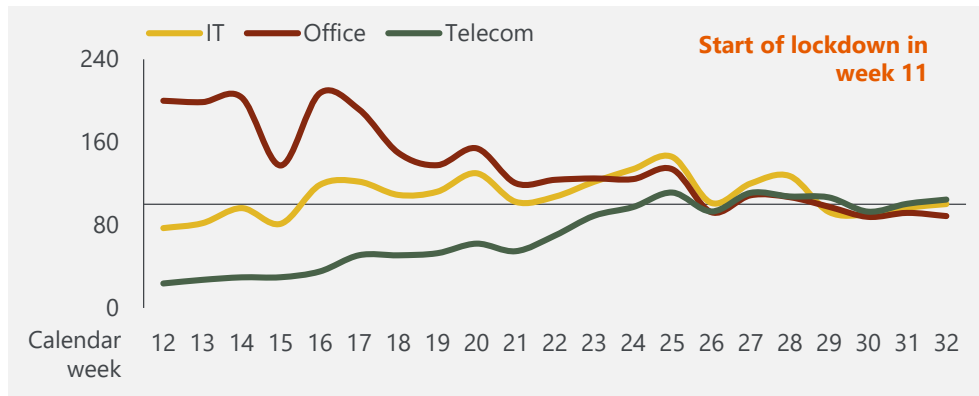
Source: GfK POS Market Intelligence, Italy; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – 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

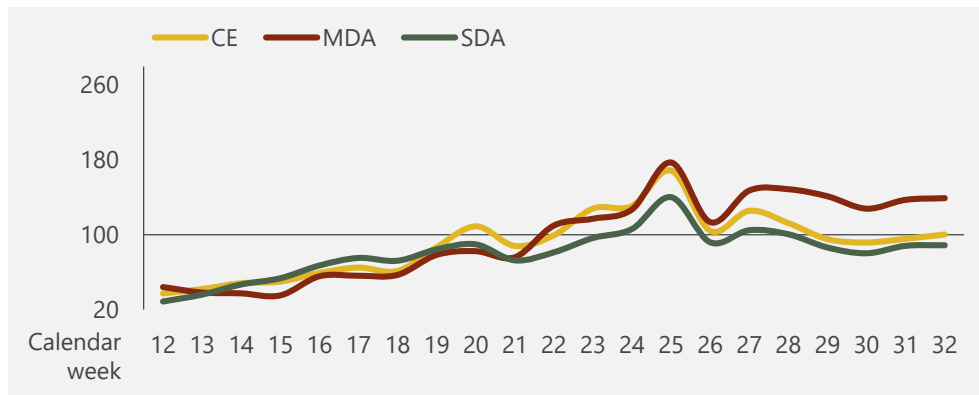
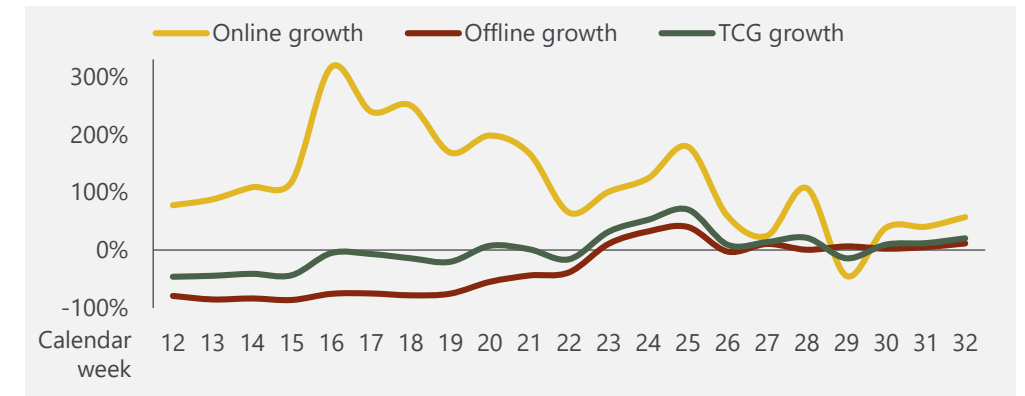


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- IT/Office products experienced positive growth. Mobile PC sales increased by 36% and laser printers by 46%. Smartphones saw a moderate rise of 17% compared to other categories.
- MDA and SDA products reported moderate growth. Shavers rose by 32%. TV sales saw an uplift of 27%.
- Traditional sales posted an uptick of 11%. Online sales grew once again, this time by 57% in week 32.

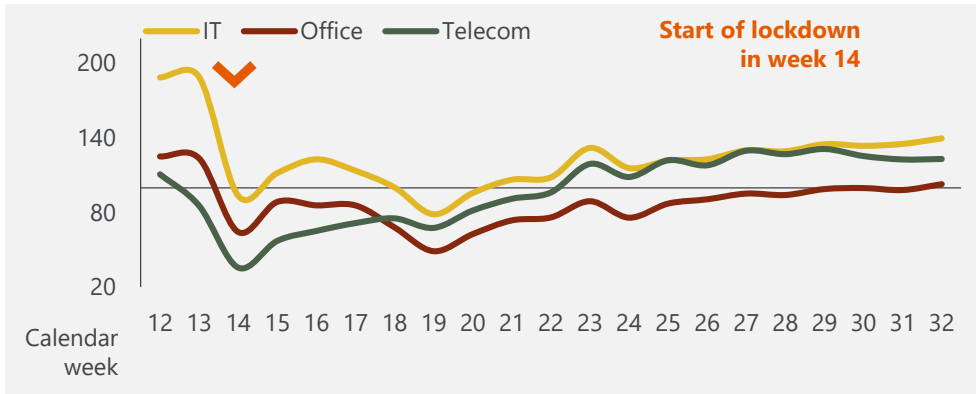
Source: GfK POS Market Intelligence, Spain; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – 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

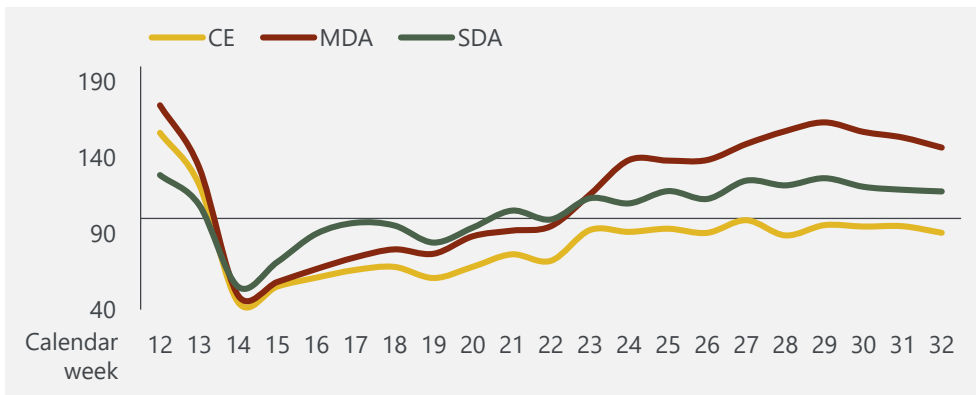
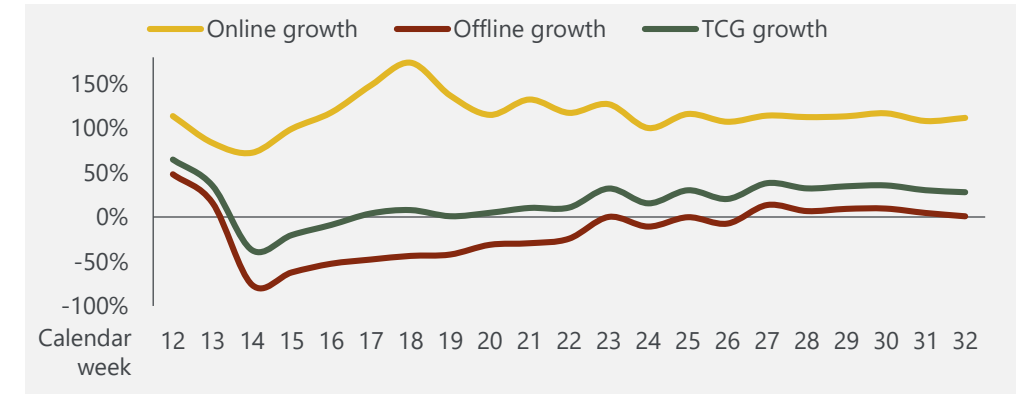


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- IT/Office/Telecom products saw solid double-digit growth. Mobile PC sales increased by 56% and smartphones by 23%.
- MDA/SDA/CE products performed well. Air treatment was up 63% and dental care 55%. TV sales slowed to a growth of 8%.
- Over the past five weeks the total TCG market has experienced a very steady development. Online sales continued to be strong at 112% growth. Traditional sales stagnated at 1% growth.

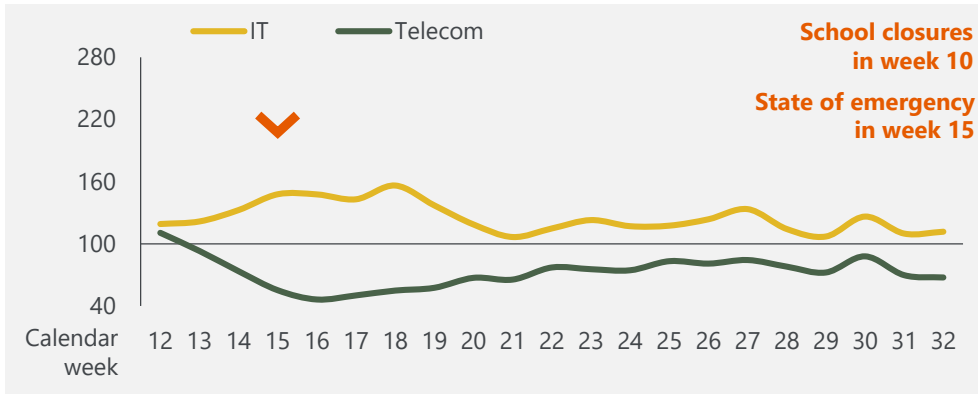
Source: GfK POS Market Intelligence, Russia; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer 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

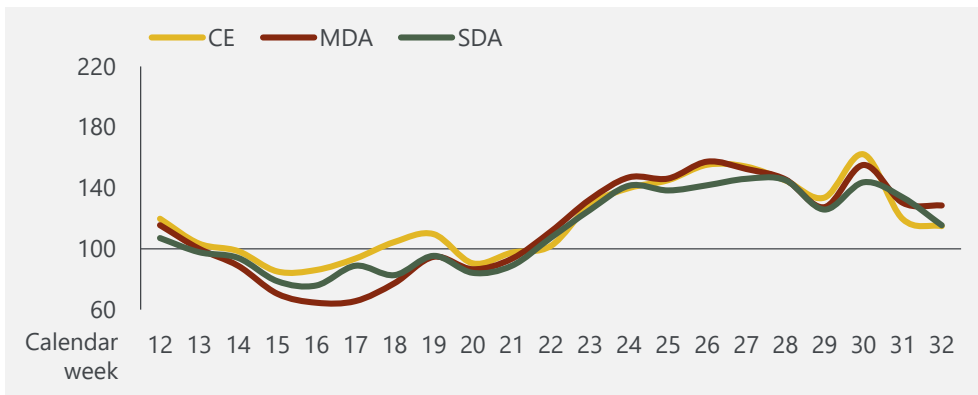
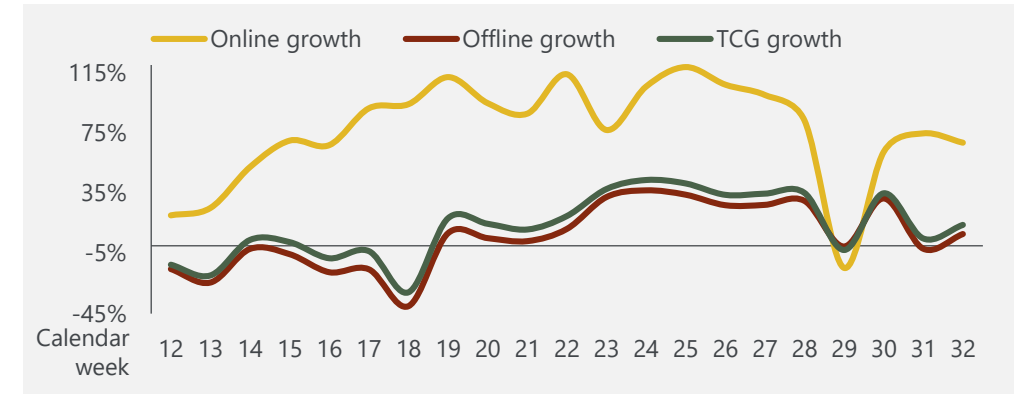


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- IT and Telecom products posted almost unchanged sales development. Mobile PCs reported 31% growth and media tablets 70%. Smartphones sales slumped further to -19% decrease.
- Refrigerator sales recovered and rose by 4%, washing machines were up 20%. TVs experienced a solid growth at 18%. Air treatment reported strong sales growth at 79%.
- Traditional sales increased by 8%. Online sales saw an uplift of 68%. The total TCG market reported a rise of 14% in week 32.

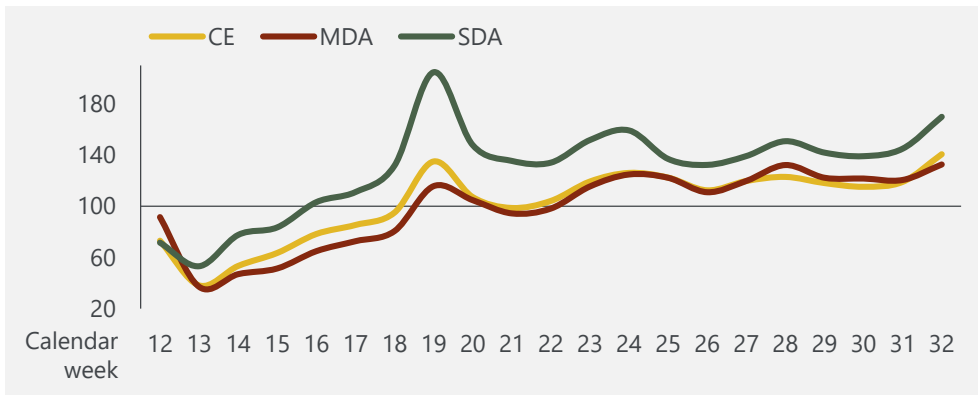
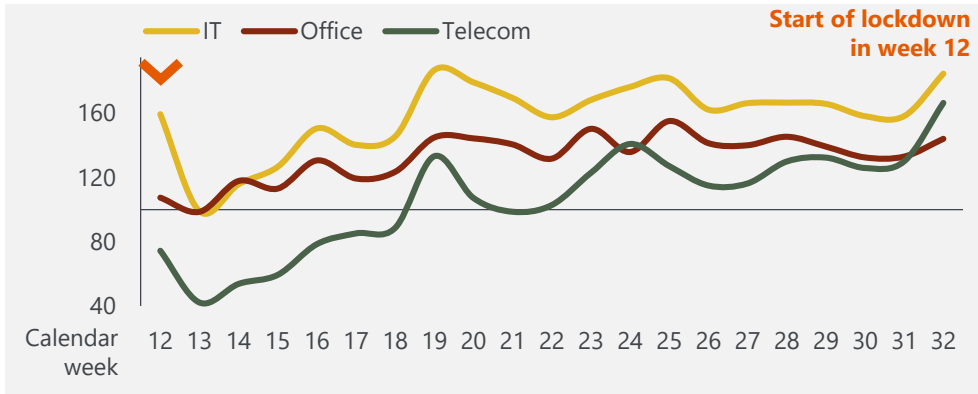
Source: GfK POS Market Intelligence, Japan; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines - 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

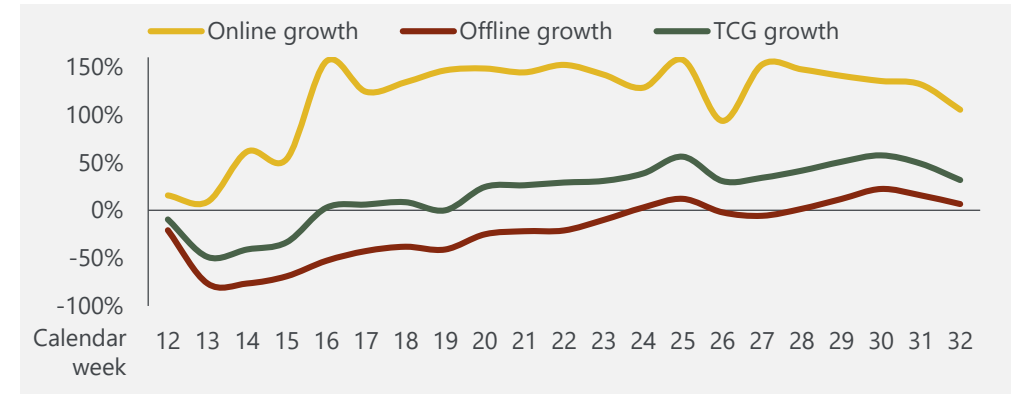


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 32 (Aug 03 - 09)

- Media tablets continued their triple-digit uptick of 107%. Sales of mobile PCs were at 58% growth in week 32. Smartphones delivered a slightly weaker sales performance to previous weeks at 33%.
 - The sales of CE, SDA and MDA products maintained double-digit growth. Vacuum cleaners have repeatedly been the best performing product at 64%.
 - Traditional sales were positive at a 7% increase. Online sales retained strong increases of 105%, delivering a total TCG sales rise of 31%.

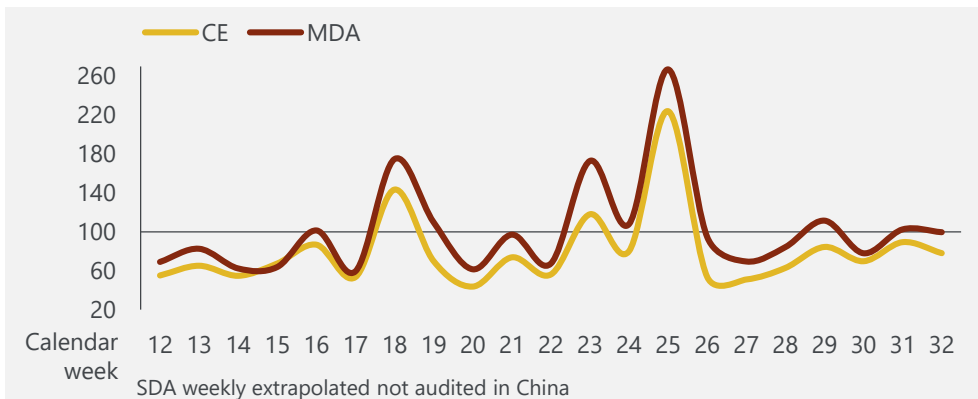
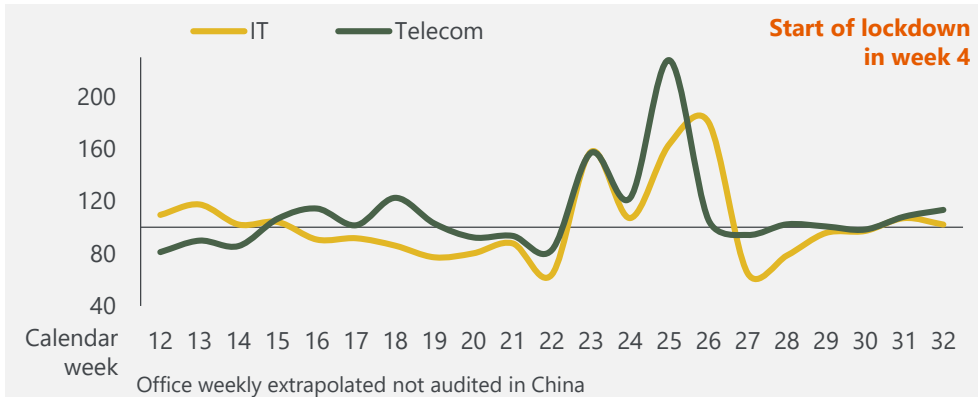
Source: GfK POS Market Intelligence, Brazil; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic 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

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

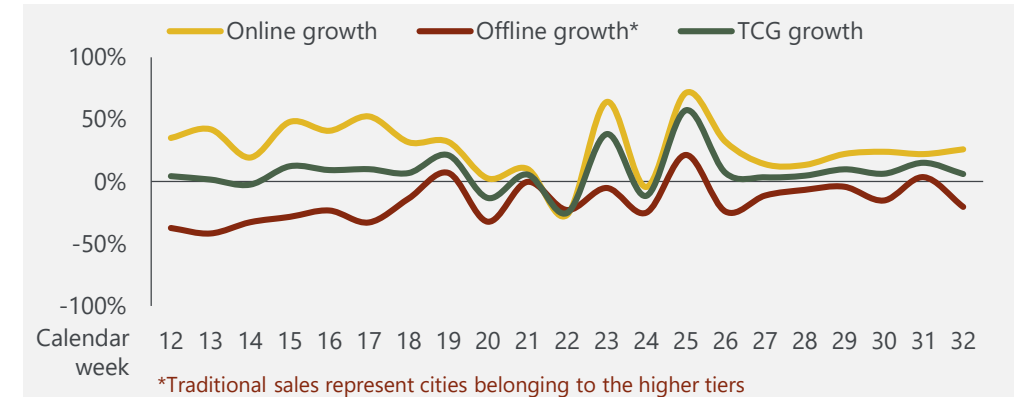


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 32 (Aug 03 - 09)

- Smartphone sales continued their strong growth at 39%. At -4%, mobile PC sales were slightly down in week 32.
- CE/MDA products saw negative figures in week 32. TV sales fell by -20%, refrigerators by -11%, and washing machines by -14%.
- After a ray of light last week, traditional sales were down again at -20% YoY. Online sales were fairly stable at a growth rate of 26%.

Source: GfK POS Market Intelligence, China; Calendar week 1 2019 – 32 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile computing – Consumer Electronics (CE): TVs – Major domestic appliances (MDA): Cooling and washing machines; Value is in EUR NSP (non-subsidized price) fix

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