

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 28

Powered by GfK Market Intelligence Weekly



If you know exactly how the market is behaving on Black Friday, you can out-market the competition



Perfect your tactics with Weekly Market Intelligence

This year's peak weeks will be more challenging than ever. Expect fierce competition as manufacturers and retailers will look to make up lost revenue in a tough economic climate, amidst rapidly changing consumer behavior and attitudes.

Short-term decision-making requires up-to-date market intelligence. Knowing what to promote, to whom, at what price, on what channels and when, is going to be vital to success.

GfK's Weekly Market Intelligence – the foundation you need to stay on top of the volatility



Track your sales performance and compare to your competitors week-on-week



Contrast online and offline sales



Master rapidly moving market and consumer demand on SKU level



Analyze and adjust average prices fast



React to competitors' pricing drops and promotions quickly



Build your learnings in year-end and 2021 planning



GfK's weekly data helps us to adjust forecasts and promotions rapidly, and to plan for crucial sales periods. It allows us to act based on what feels like live data, giving us increased visibility to maximize our business.

Andrew Line

Head of Consumer PC & Visuals 4P Lenovo UK and Ireland

Get fit for this year's peak season.

Let GfK's Weekly Market Intelligence help you maximize the peak weeks successfully. Ask for our special packages which will allow you to monitor your product group's sales performance on total market, sub-segment or best-selling models level – online and offline.

[Enquire now.](#)

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



> Germany

Great Britain

France

Italy

Spain

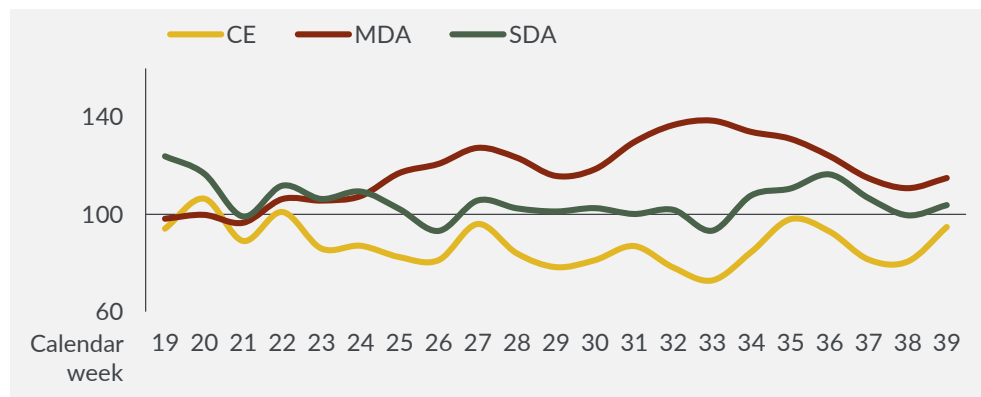
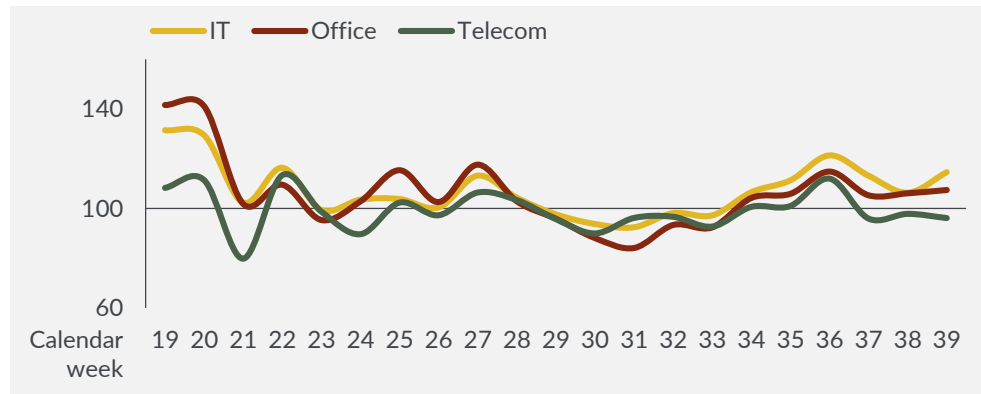
Russia

Japan

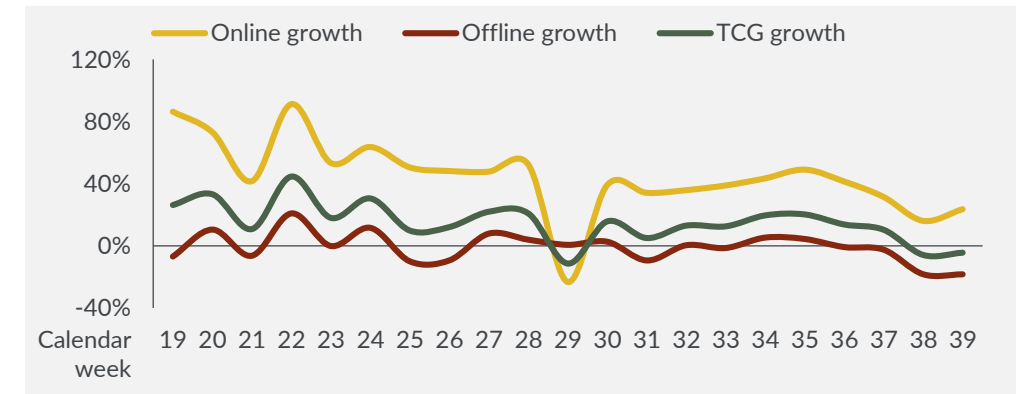
Brazil

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 39 (Sep 21 - 27)

- IT peripherals posted a double-digit growth. The exception was desk computing at -13%. Smartphone sales dropped by -20% due to missing an Apple launch this year.
- MDA/SDA products persisted with positive demand, apart from washing machines at -1%. TV sales (-6%) and audio home systems (-12%) retained negative demand. Soundbars grew by 10%.
- Online retail maintained its positive growth of +24%. Traditional retail decreased by -18%. The total TCG market again posted negative growth of -4%.

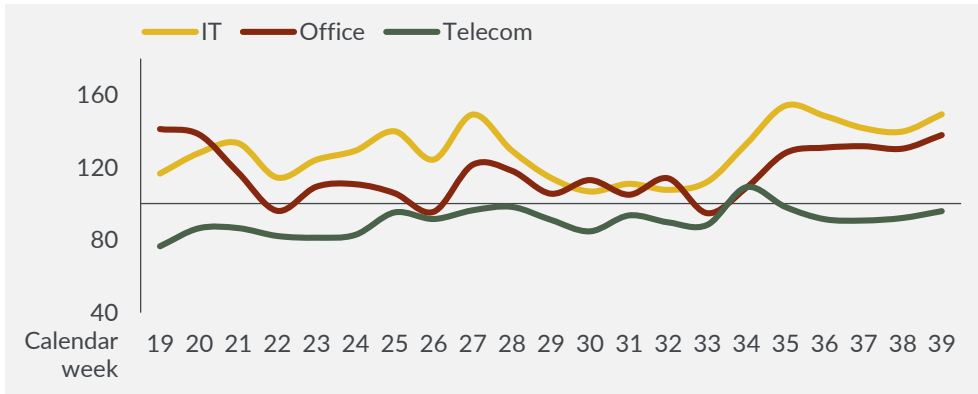
Source: GfK Market Intelligence, Germany; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (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

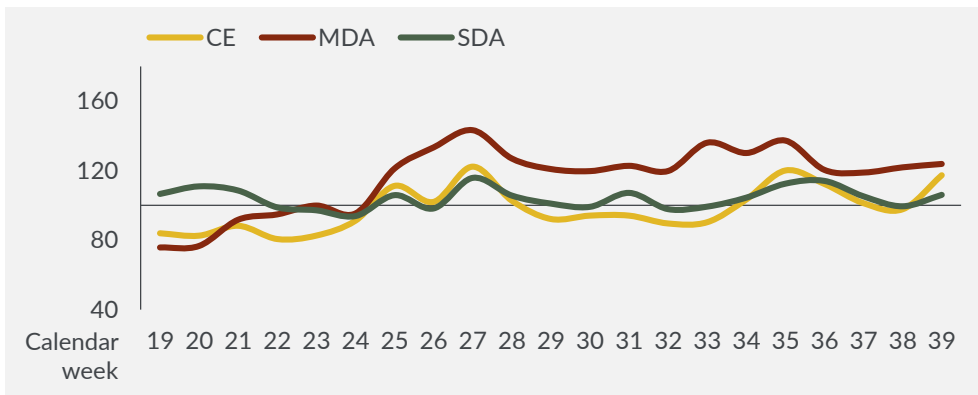
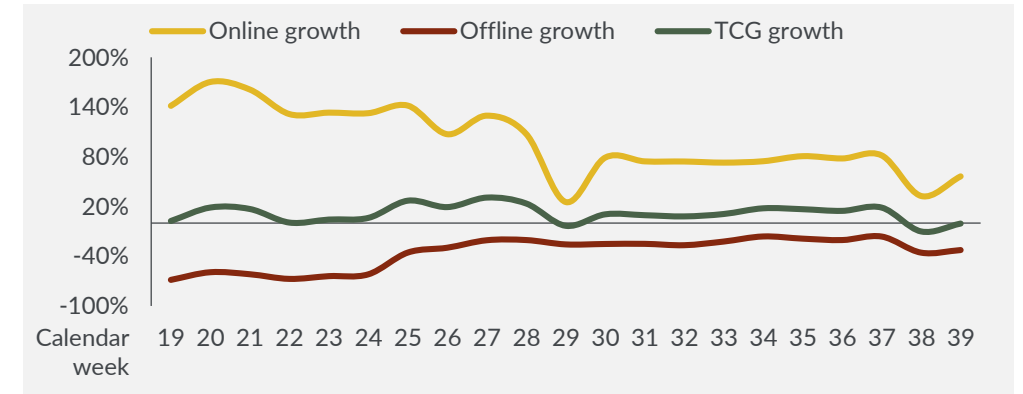


- Germany
- > Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/Office products maintained positive momentum. Monitors showed triple-digit growth of 101%. Smartphone sales dropped by -25% due to missing an Apple launch this year.
- MDA/SDA/CE products retained positive demand. Only shavers declined by -1% and audio home systems by -14%.
- Traditional retail decelerated by -33%. Online sales growth recovered to +56%. The total TCG market posted a negative performance of -1% growth.

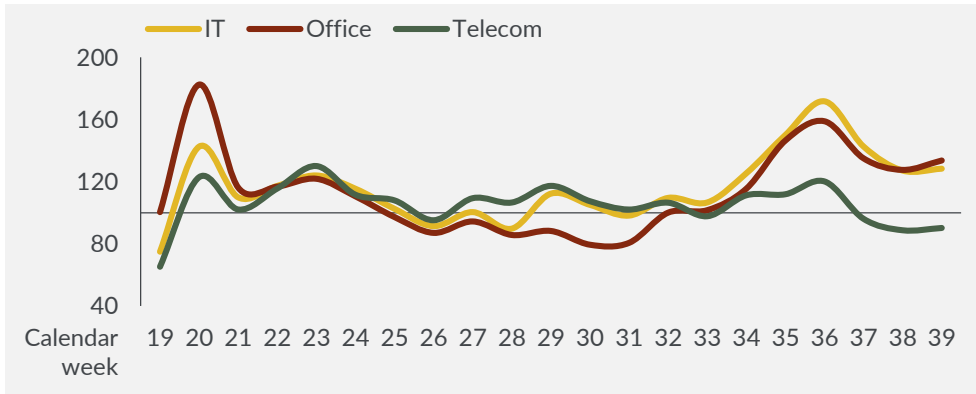
Source: GfK Market Intelligence, Great Britain; Calendar week 1 2019 - 39 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - Consumer 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

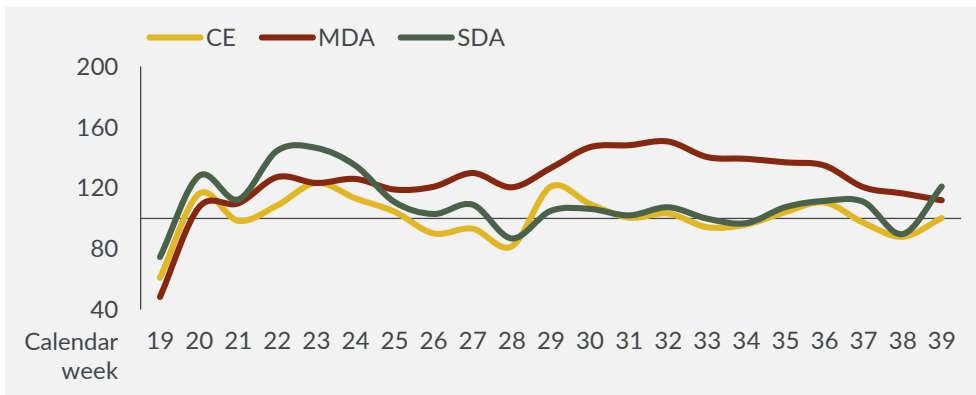
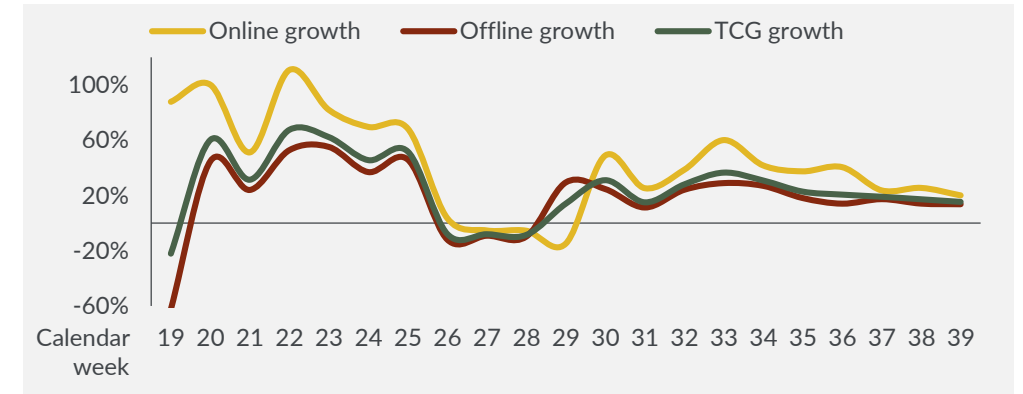


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/Office continued with strong positive demand. Monitors rose by +79% and laser printers were up by +30%. Smartphone sales dropped by -7%.
- Positive – even double-digit – demand for MDA/SDA/CE products remained, apart from audio home systems (-3%) and shavers (+0,2%). TV sales rose by +18%.
- The total TCG market continued its moderate growth of +15%. Online sales grew by +20% and traditional sales were up +14%.

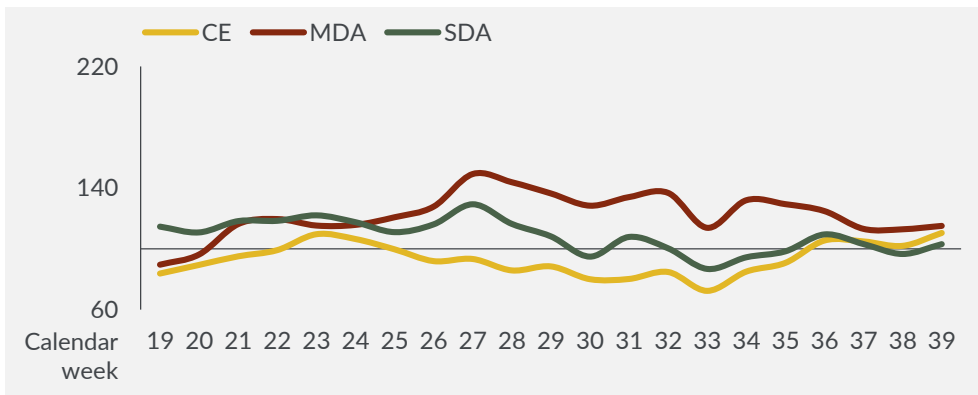
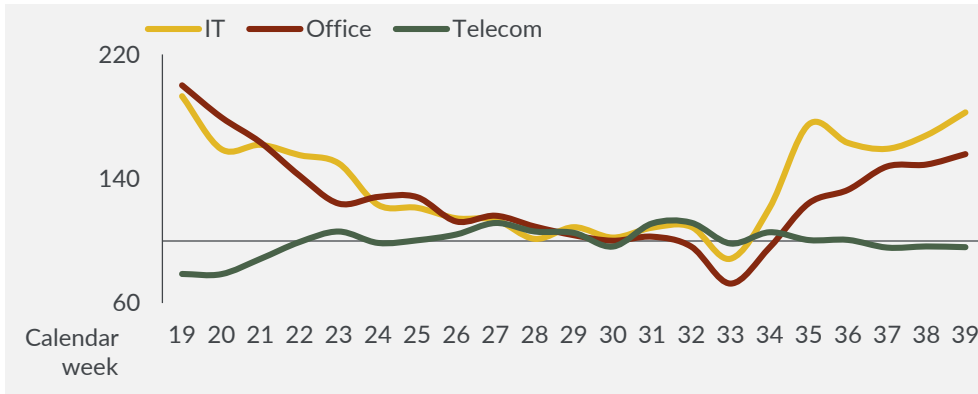
Source: GfK Market Intelligence, France; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (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

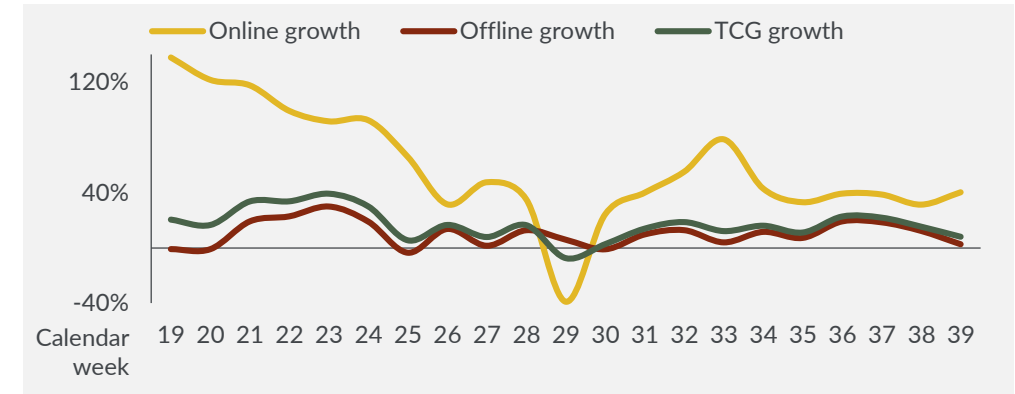


- Germany
- Great Britain
- France
- > Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/Office products continued to experience strong demand. Mobile PC sales rose by +60% and inkjet printers by +40%. Smartphone sales shrank by -12%.
- SDA products posted double-digit growth. Washing machines slumped at -0.4%. TV sales remained positive at 5% and audio home systems declined by -28%.
- The total TCG market slowed its growth by +8%. Online retail grew by +40% but traditional sales dropped to a growth of 3%.

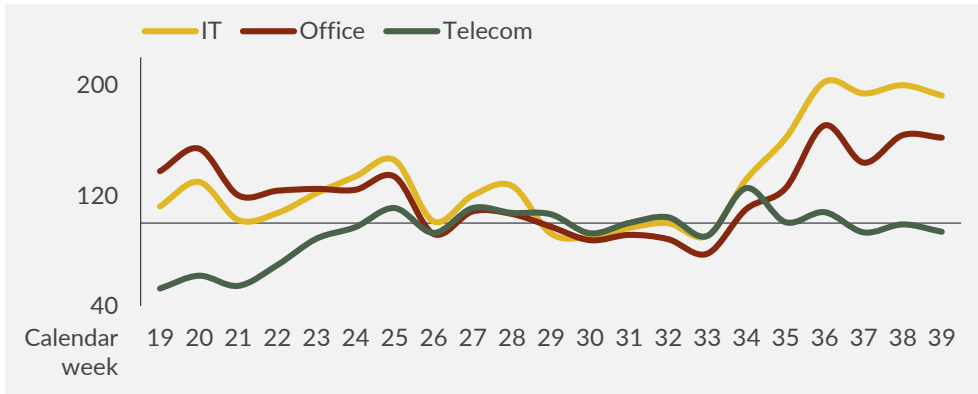
Source: GfK Market Intelligence, Italy; Calendar week 1 2019 - 39 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major 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

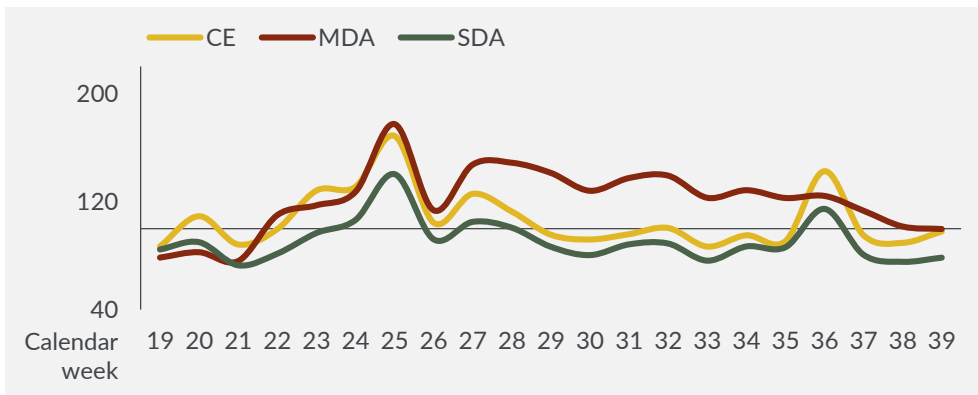
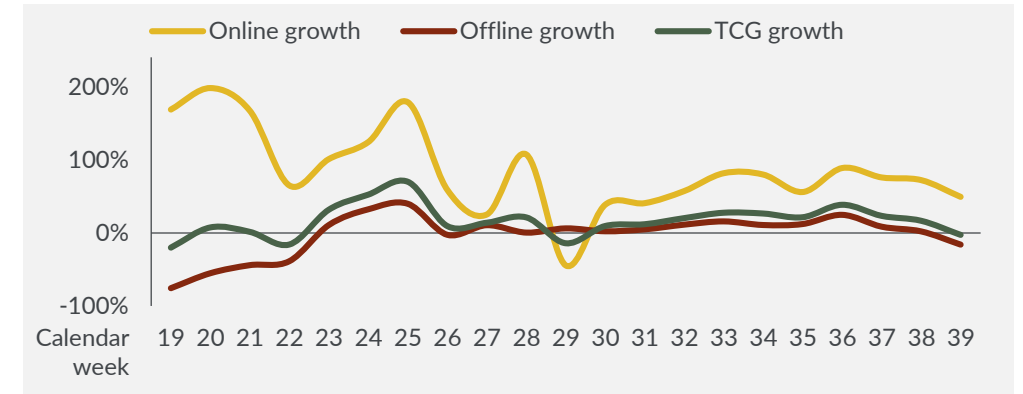


- Germany
- Great Britain
- France
- Italy
- > Spain
- Russia
- Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/office products continued to experience positive growth rates. Smartphone sales slumped at -18% growth.
- Cooling (+4%), shavers (+6%), and hot beverage makers (+7%) stayed positive. Vacuum cleaners performed the worst at -37%. TVs saw a decline of -20%.
- The total TCG market posted a decline of -3% after 10 weeks of growth. Online sales retained growth at 49%, but traditional sales slowed to -16%.

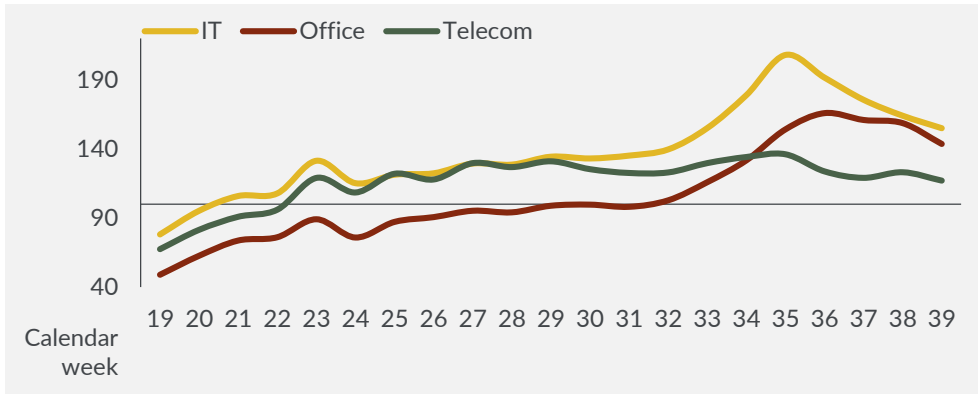
Source: GfK Market Intelligence, Spain; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major 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

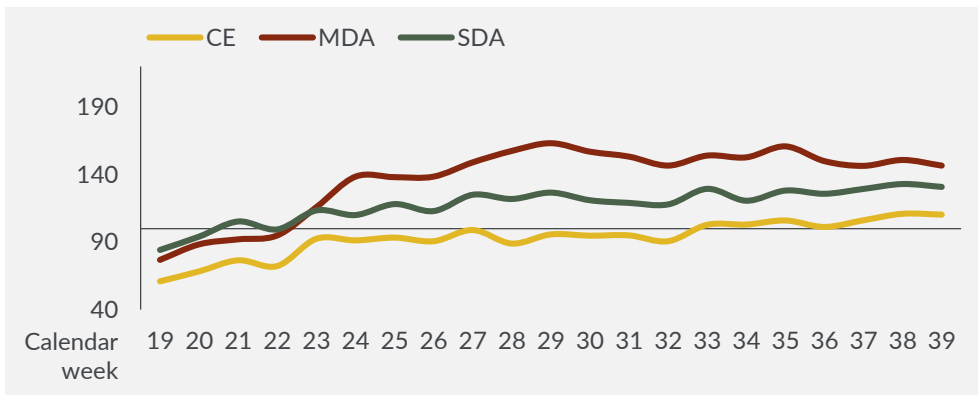
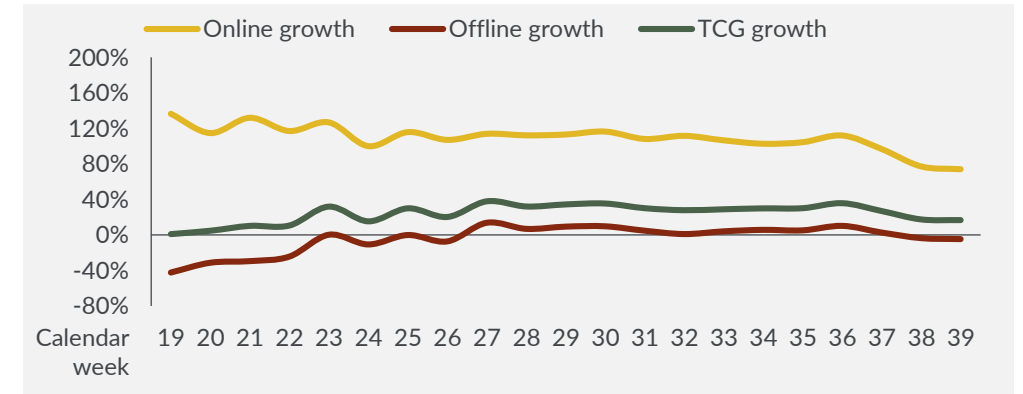


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- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/Office products continued with solid double-digit growth. Mobile PC sales posted +52% growth and keyboards grew by +46%. Smartphone sales remained weak at 1% growth in week 39.
- Sales of hot beverage makers rose by +45%. Soundbars posted +62% sales increase and audio home system sales peaked at +74%.
- The total TCG market slowed its growth to +17% in week 39. Online retail retained double-digit growth at +74%. Traditional retail sales decreased by -5%.

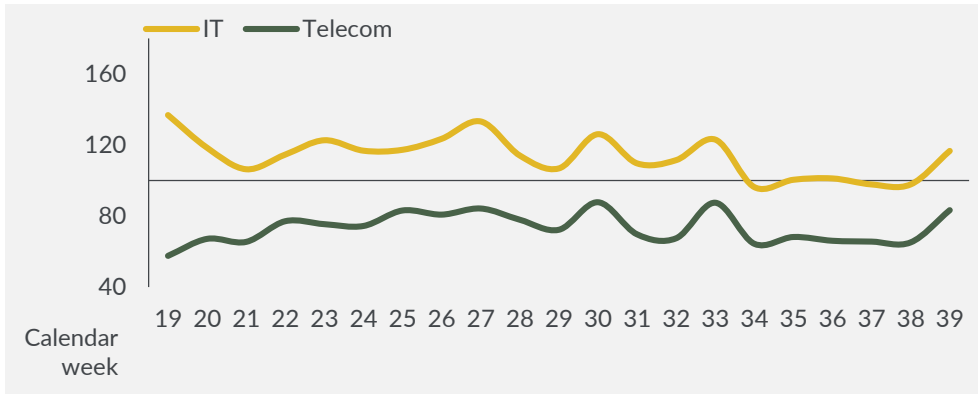
Source: GfK Market Intelligence, Russia; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (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

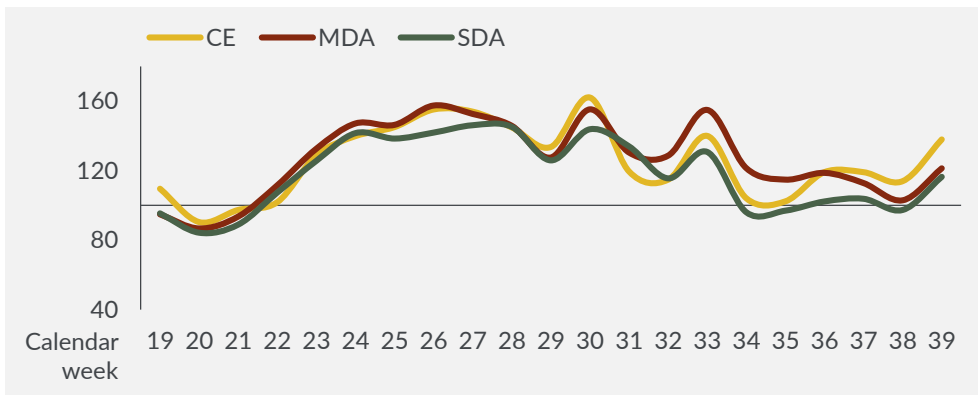
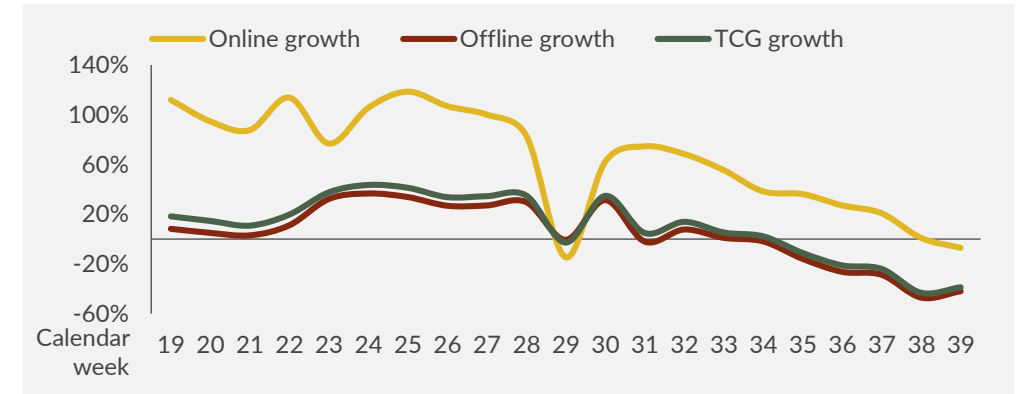


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- France
- Italy
- Spain
- Russia
- > Japan
- Brazil
- China

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 39 (Sep 21 - 27)

- IT/Telecom products saw a double-digit decline. Mobile PC sales shrunk by -44%. Smartphone sales dropped by -66%. Only headsets were positive at 2%.
- Most MDA/SDA/CE products saw a double-digit decline. Only air treatment maintained positive demand at +3%.
- The TCG growth rate drop is due to a VAT increase in Oct 2019: previously, sales saw massive increases in September 2019. Online sales decreased by -7%. Traditional retail sales dropped by -42%.

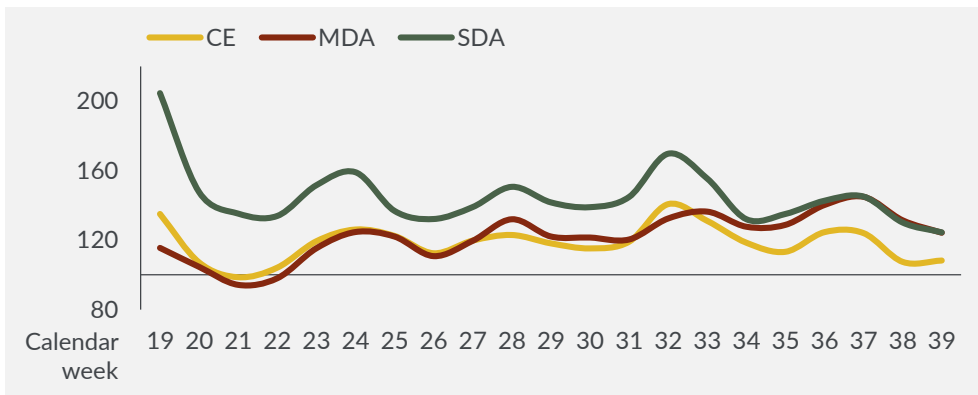
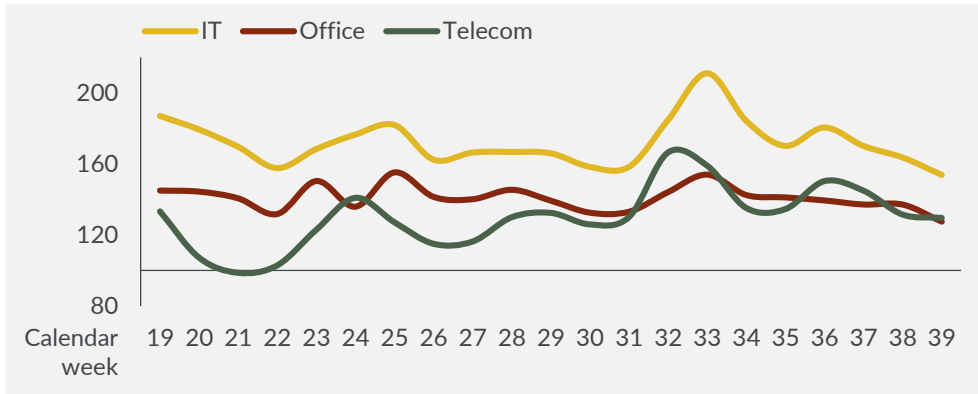
Source: GfK Market Intelligence, Japan; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – 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

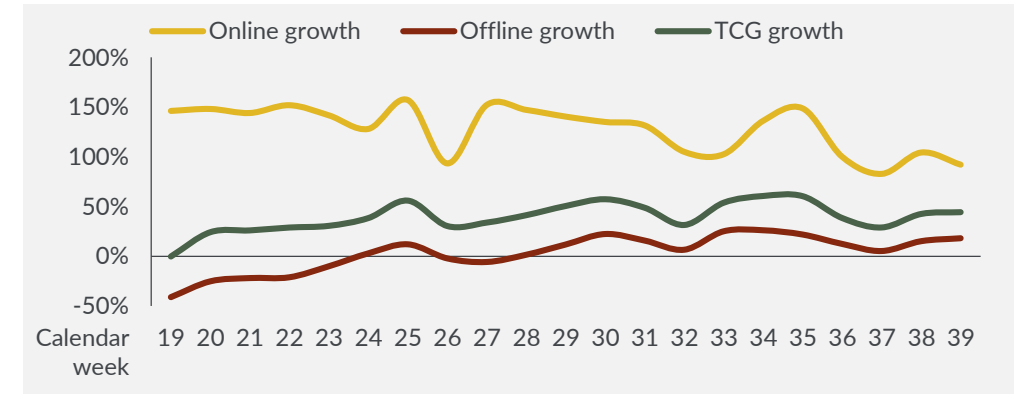


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 39 (Sep 21 - 27)

- Media tablets (+72%) and mobile computing (+64%) saw high growth rates. Smartphones reported a growth of +45%. Laser printers delivered a weak performance at +0.3%.
 - Sales of CE, SDA and MDA products maintained double-digit growth led by vacuum cleaners (+74%) and food preparation (+49%). TVs rose by +37%.
 - Traditional sales recovered to a growth of +18%. Online sales were up by 92%, delivering a total TCG sales uptick of 44%.

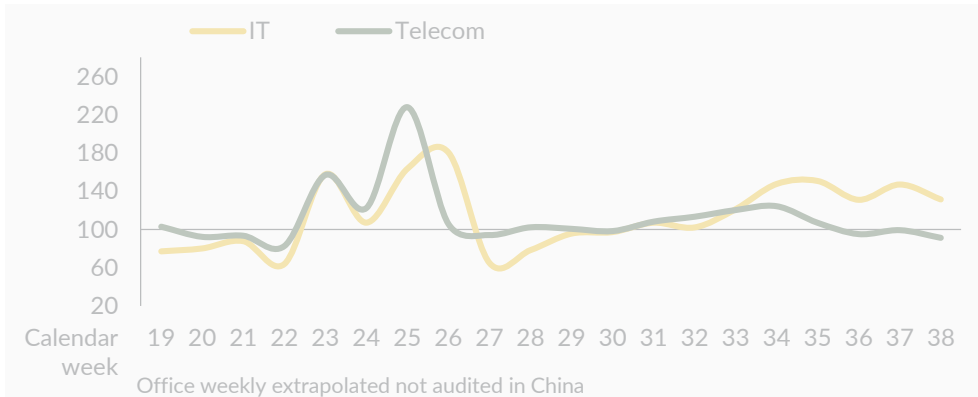
Source: GfK Market Intelligence, Brazil; Calendar week 1 2019 – 39 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic 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

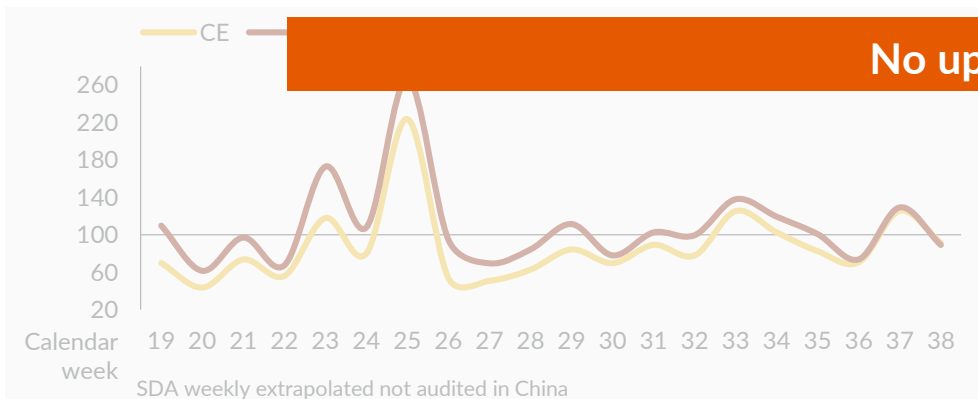
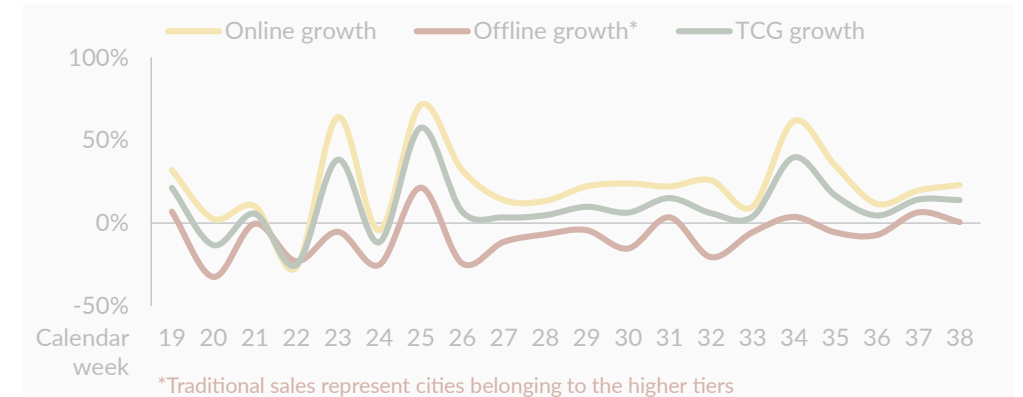


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China**

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



No update this week

- Mobile PC saw a growth of +35%. Smartphone sales recovered from the previous week, growing by +8% in week 38.
- MDA/CE products retained double-digit growth. Refrigerators posted +28% growth.
- The total TCG market continued its positive growth at +14%. Online sales rose by 23%. Traditional sales stagnated at +1% growth.

Source: GfK Market Intelligence, China; Calendar week 1 2019 – 39 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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