

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 31

Powered by
GfK Market Intelligence: Sales Tracking Weekly



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



Perfect your tactics week-on-week

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 Market Intelligence: Sales Tracking – 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 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

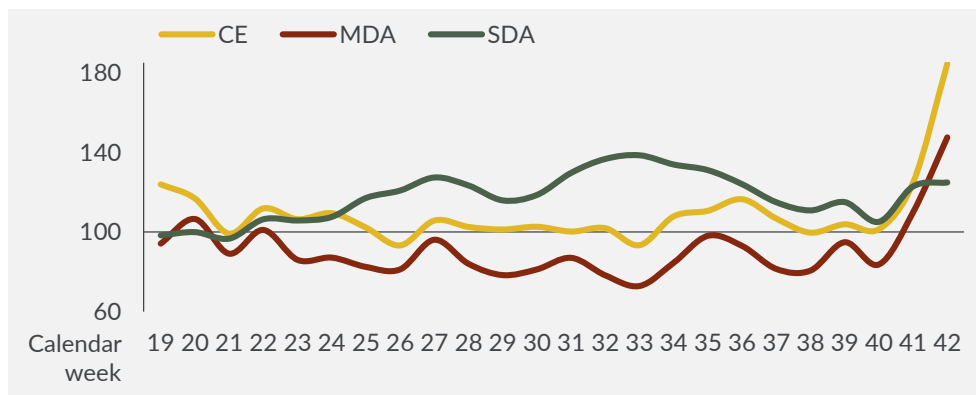
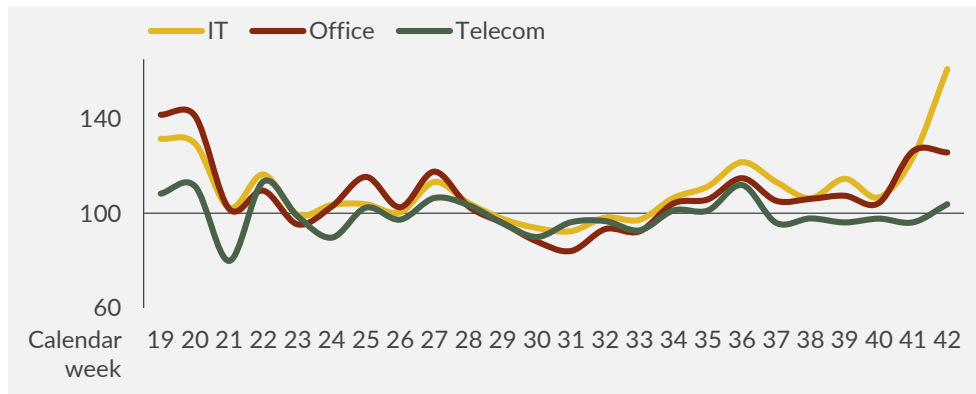
Russia

Japan

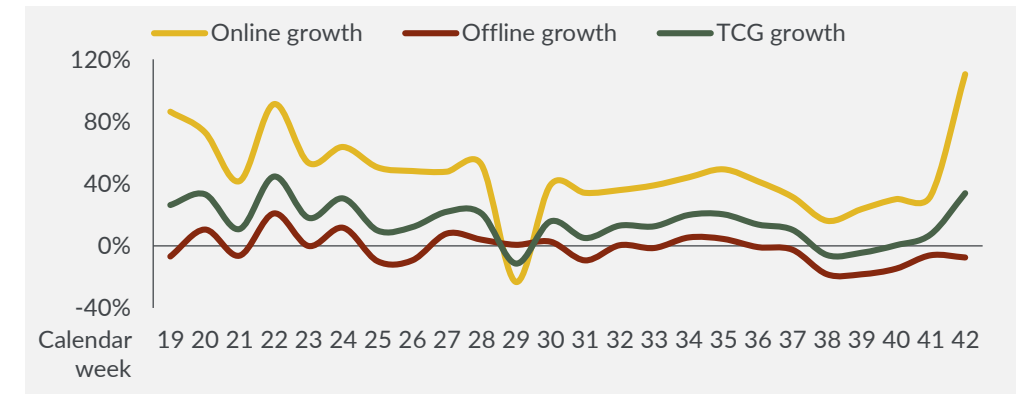
Brazil

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 42 (Oct 12 - 18)

- IT peripherals enjoyed a triple-digit uplift. PC sales also experienced strong growth rates. Smartphones decelerated by -4%.
- SDA/CE products gained the most growth, peaking in dental care (+175%) and shavers (+137%). The performance of MDA products lagged behind (+22%).
- Online sales benefitted from Prime Day in week 42 and reached a 110% plus against week 42/2019. Traditional retail dropped by -7%.

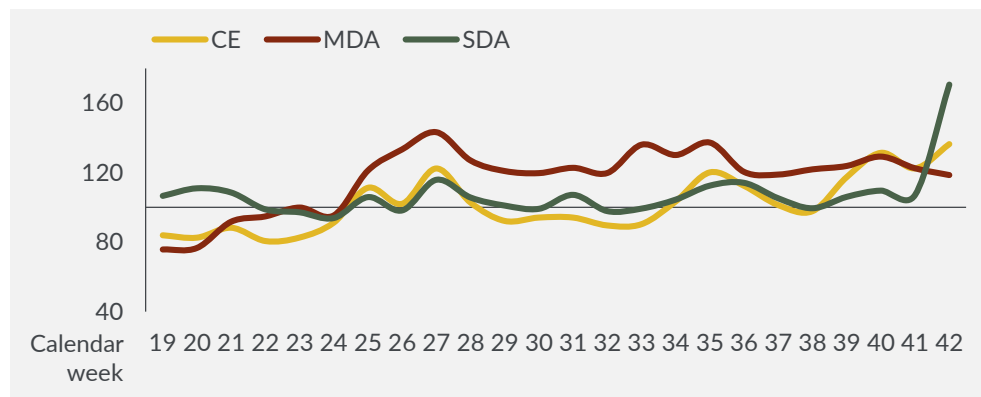
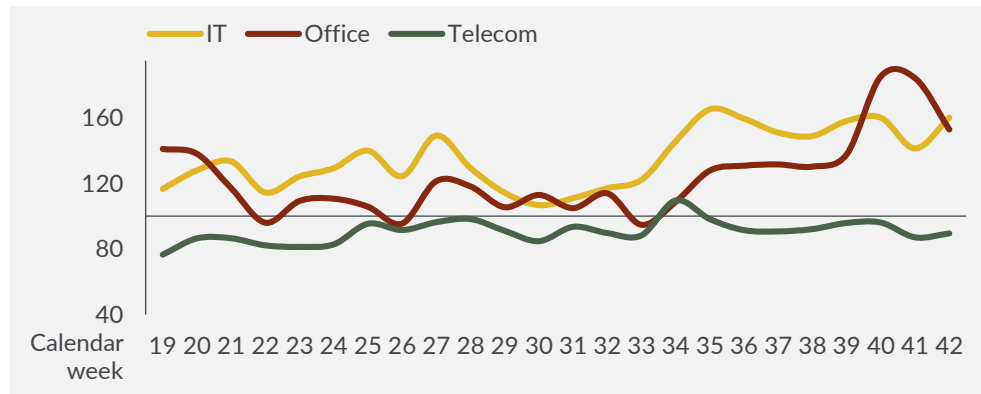
Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2019 - 42 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

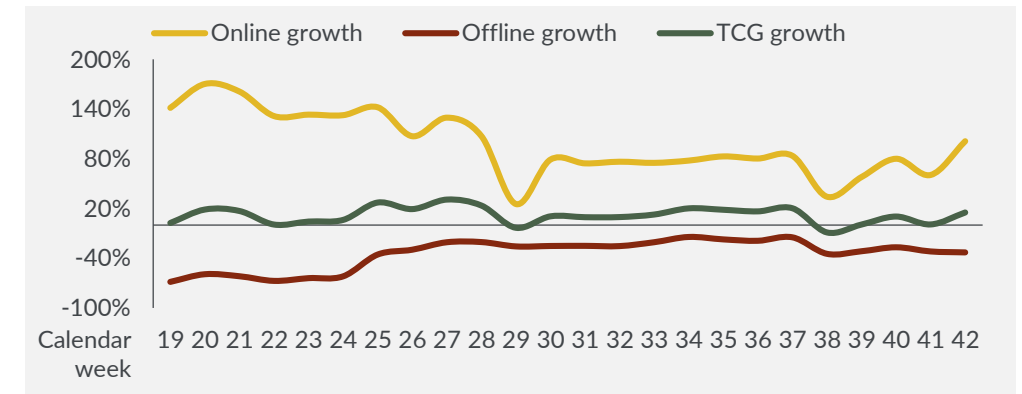


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT/Office products posted strong positive demand, peaking in monitors at +215%. Smartphone sales dropped by -22%.
- SDA and CE products saw positive demand with triple-digit growth rates for dental care (+158%) and hot beverage makers (+138%). TV sales grew by 53%. Washing machines lagged at +6%.
- Once again traditional retail decelerated this time by -33%. In comparison, online sales saw a strong uplift to +101% (attributed to Prime Day), bringing the total TCG market to a growth of 15%.

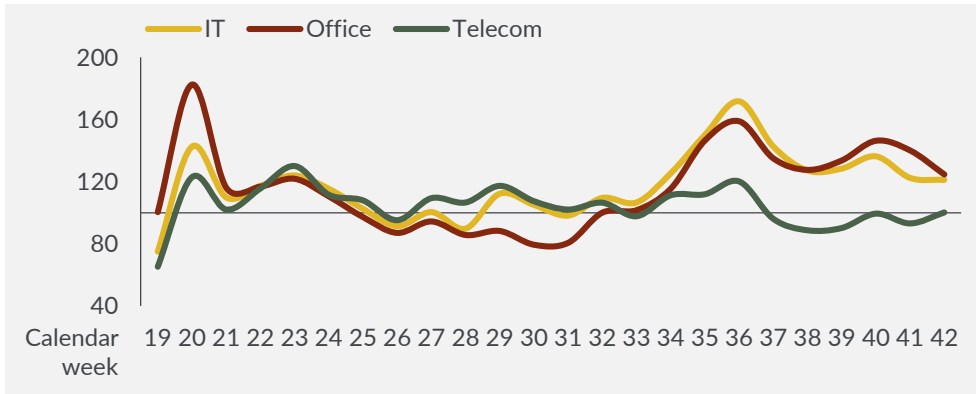
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2019 - 42 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet 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

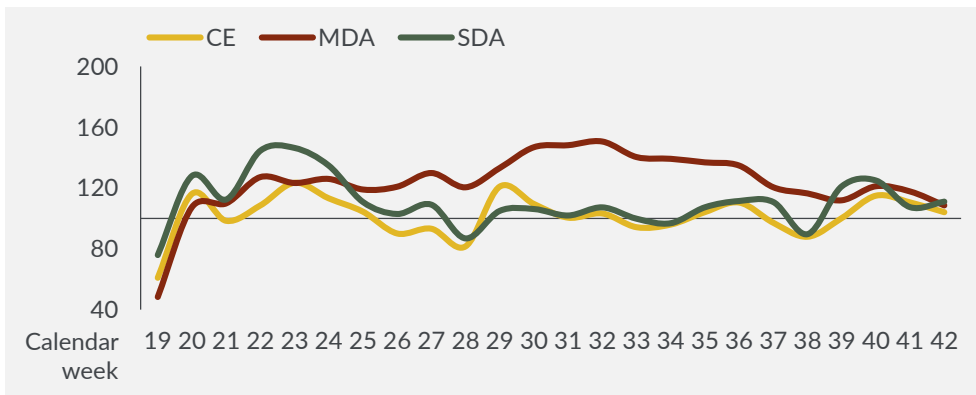
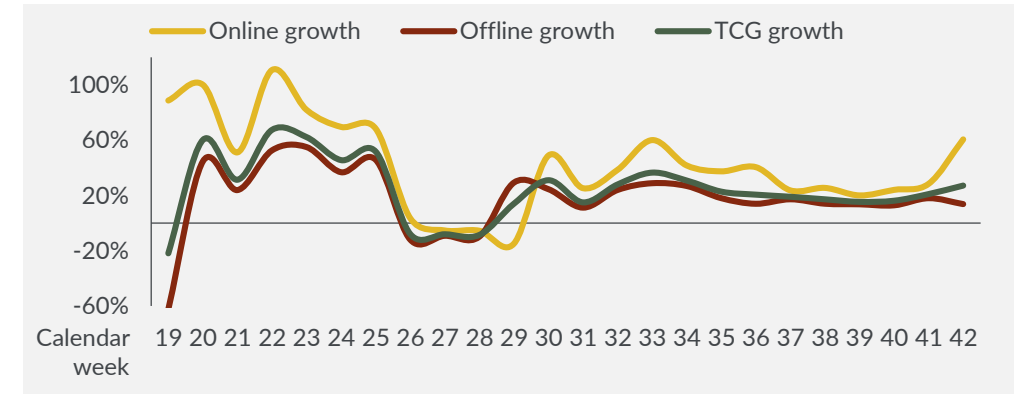


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT/Office continued with strong positive demand. Monitors rose by +94%. Smartphone sales posted a small growth of 4%.
- The positive double-digit growth rates for MDA and CE products remained. SDA products returned to positive growth. TV sales rose by +26%.
- The total TCG market accelerated its moderate growth of +27%. Online sales grew by +61% and traditional sales were up +14%.

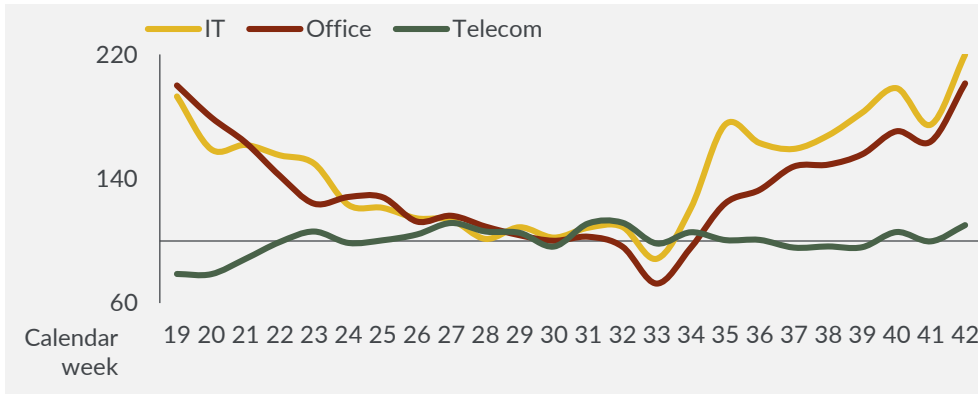
Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2019 - 42 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

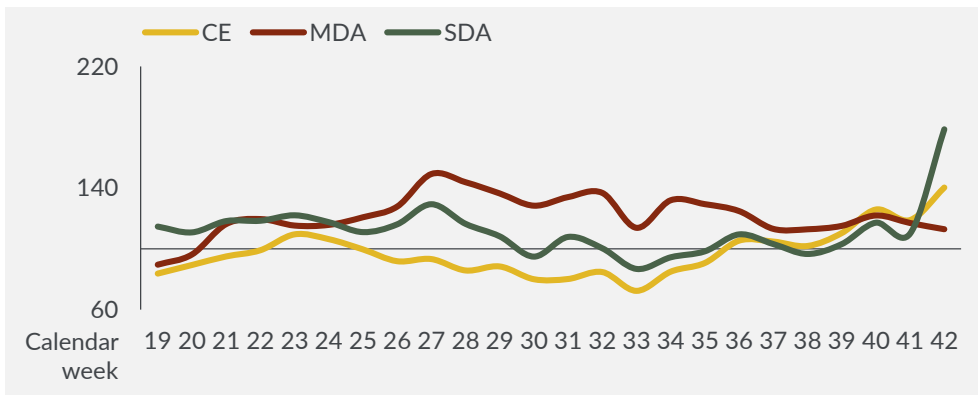
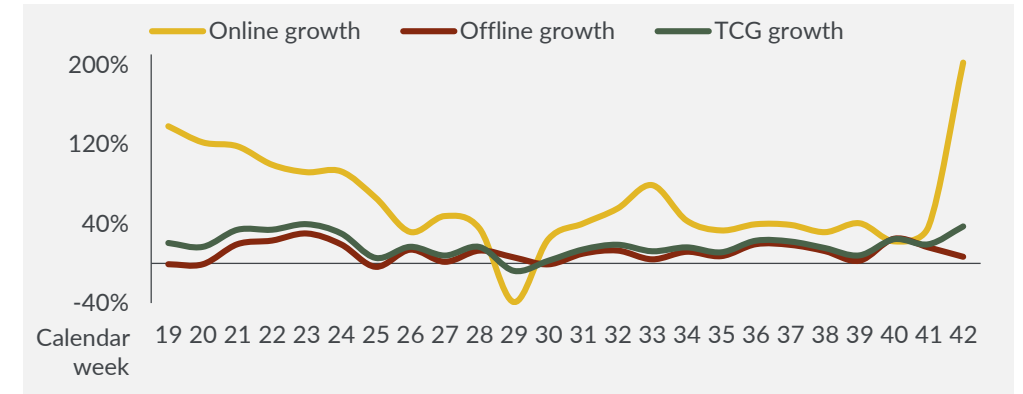


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT/Office products continued to experience strong demand. Mobile PC sales rose by +103% and media tablets by +102%. Smartphone sales lagged by +10% only.
- SDA and CE products posted strong growth rates, peaking in dental care which grew by 197%. Also shavers and food preparation posted triple-digit growth rates. TV sales rose by 34%.
- The total TCG market benefitted from online sales acceleration to +202% (Prime Day) while traditional retail slowed to +7%.

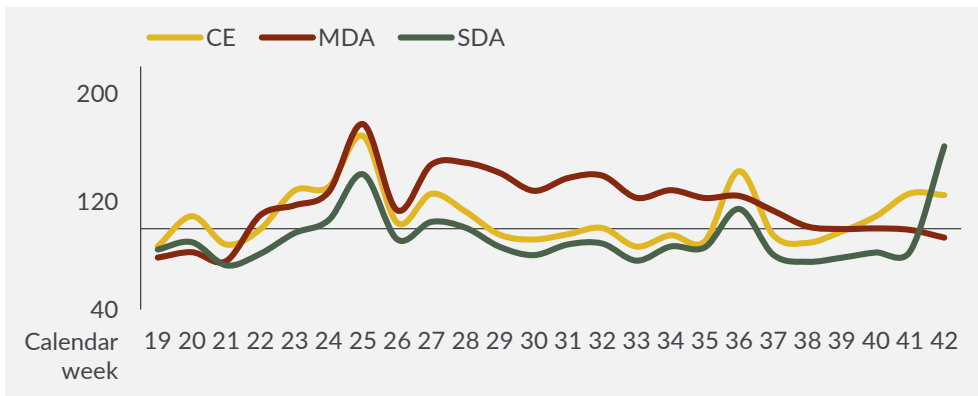
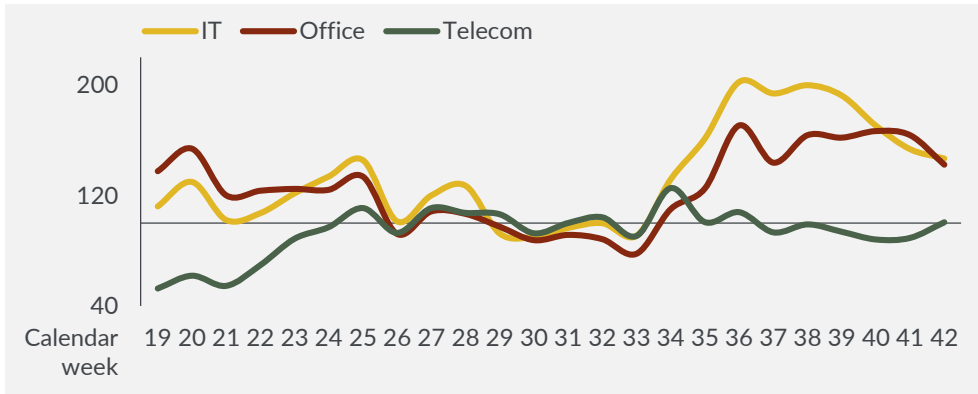
Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2019 – 42 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, 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

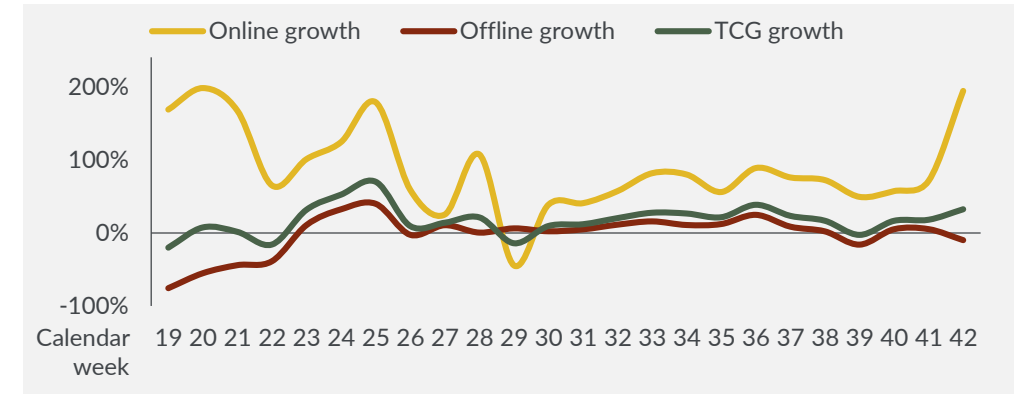


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT/Office products continued to experience positive performance. Smartphone sales slumped at -3% growth.
- SDA products benefitted most in week 42, led by shavers which grew by 210%. TV sales posted a strong increase of 53%. MDA products lagged by 2% for cooling and 8% for washing machines.
- The total TCG market posted growth of 32% pushed by the positive development of online sales which rose by 194% due to Prime Day. Traditional retail experienced a decline of -10%.

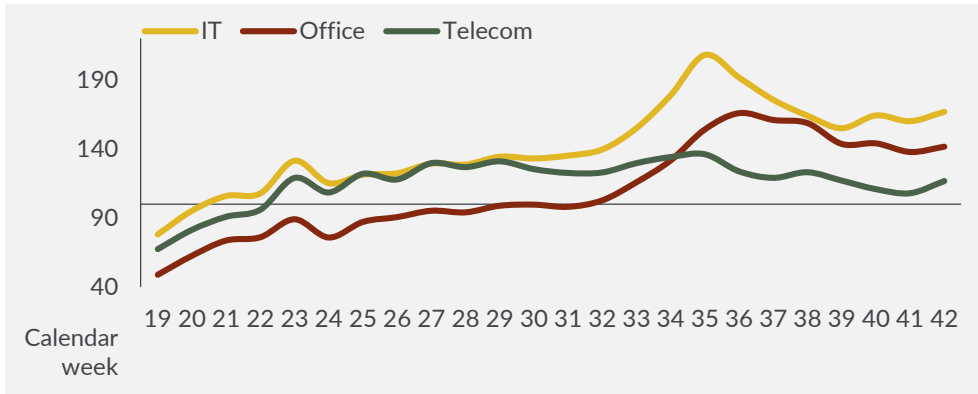
Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2019 - 42 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

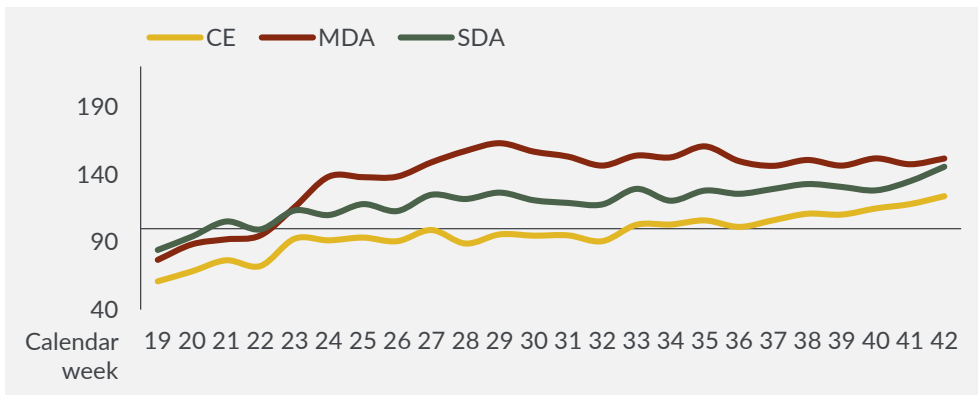
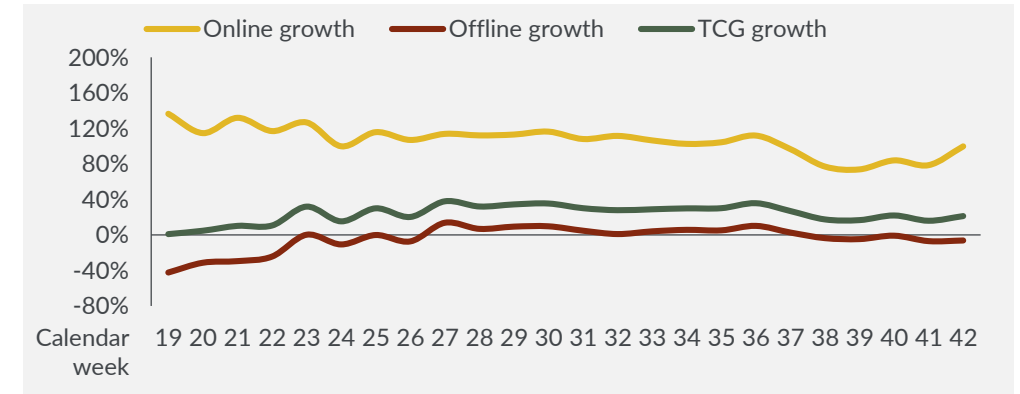


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT/Office products continued with solid double-digit growth. Mobile computing posted a plus of 75%. Smartphone sales recovered to a small positive growth of 2% in week 42.
- MDA/SDA products experienced a solid double-digit growth. TV sales posted a somewhat weaker development of +10%.
- The TCG market posted a moderate growth of 21%. Online retail retained strong growth at 100%. Traditional retail decreased by -6%.

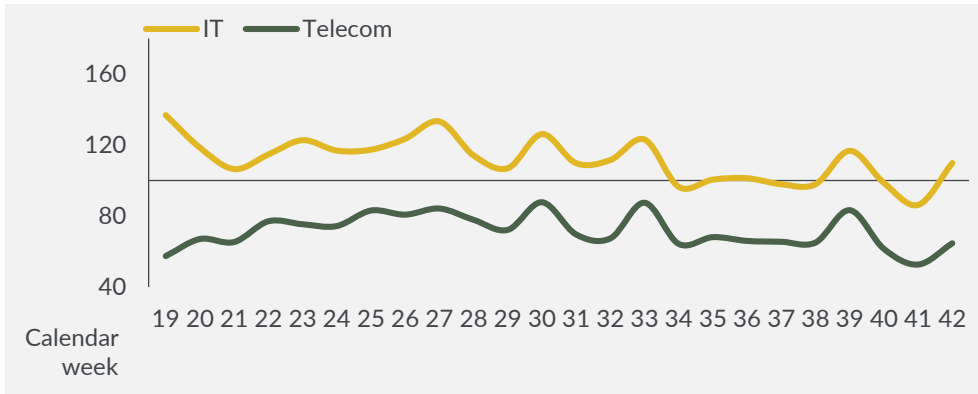
Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2019 – 42 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – 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

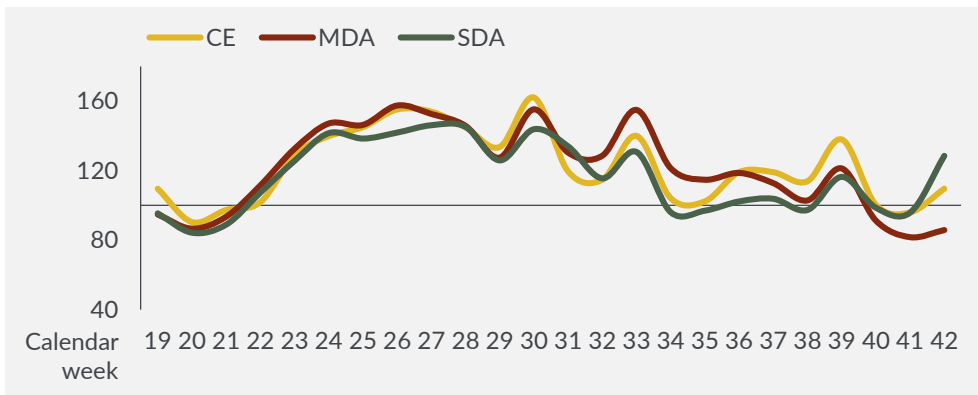
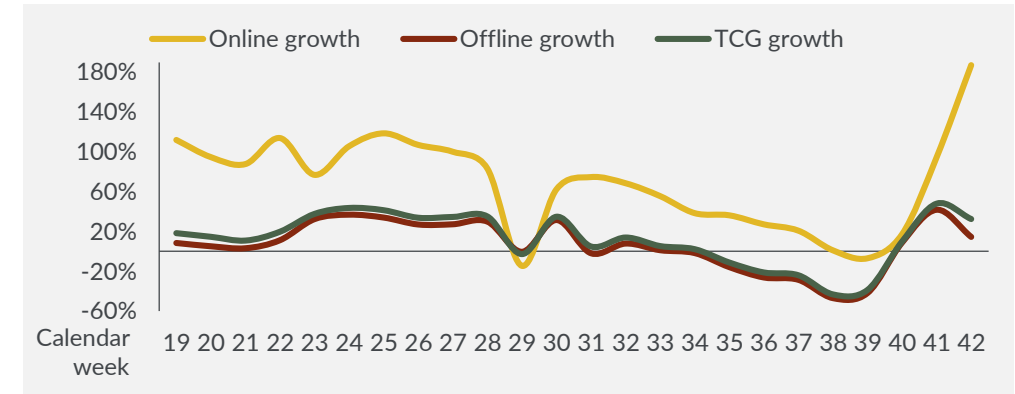


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- IT products again experienced strong demand: mobile computing +61%, media tablets +55% and headsets +75%. Smartphone sales remained negative at -39%.
- MDA/SDA/CE products saw a strong double-digit growth, peaking in air treatment at +144% and dental care at +133%.
- A strong online sales uplift (+187%) drove the total TCG market growth of 33%. Traditional retail suffered in Prime Day week and grew by just 14%.

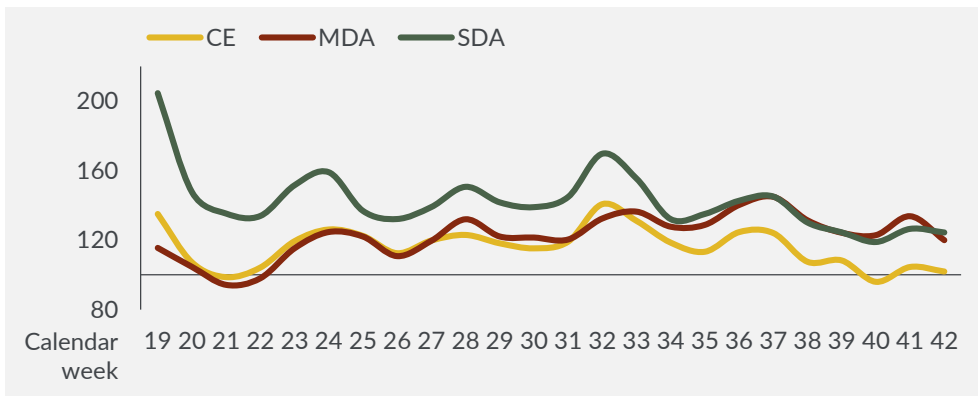
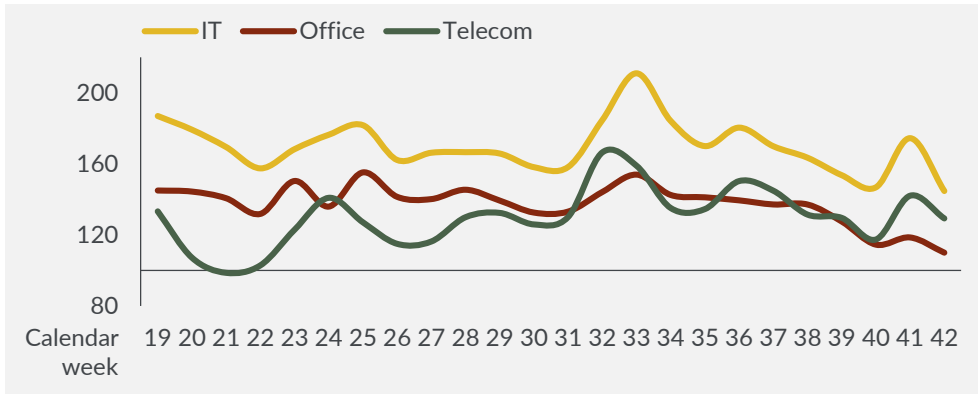
Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2019 – 42 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and 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

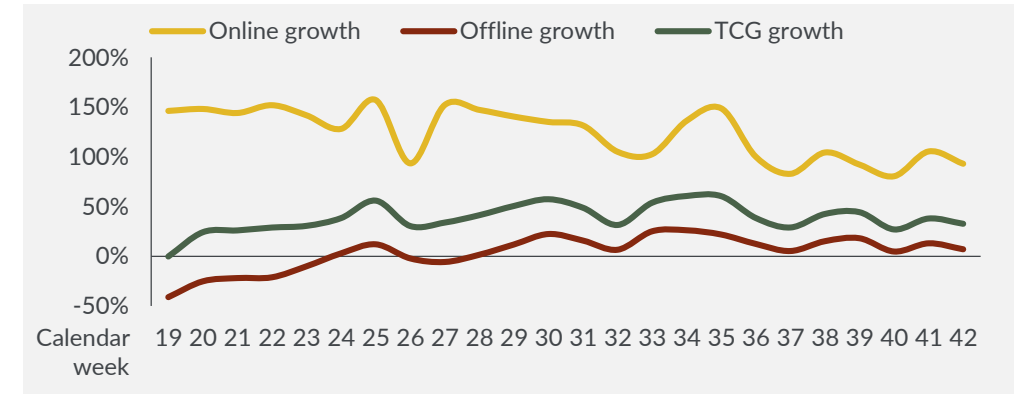


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Index: 2019 average weekly turnover in EUR = 100



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



- Key take aways in calendar week 42 (Oct 12 - 18)**
- 💡
 - Media tablets (+97%) and mobile computing (+76%) saw a high growth rate while desk computing decelerated by -10%. Smartphones reported a growth of 38%.
 - Sales of CE, SDA and MDA products maintained double-digit growth led by vacuum cleaners (+75%). TVs grew by 12% in week 42.
 - Online sales accelerated to a growth rate of 93%, lifting the total TCG market to 33%. Traditional retail remained behind at +7%.

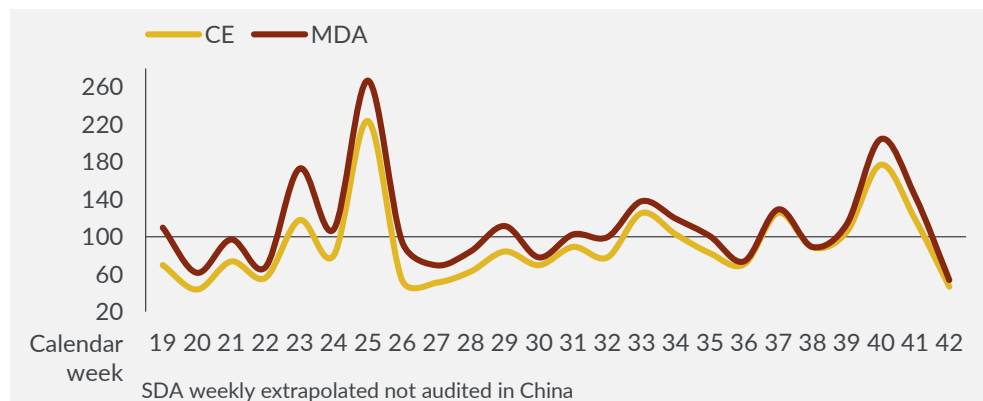
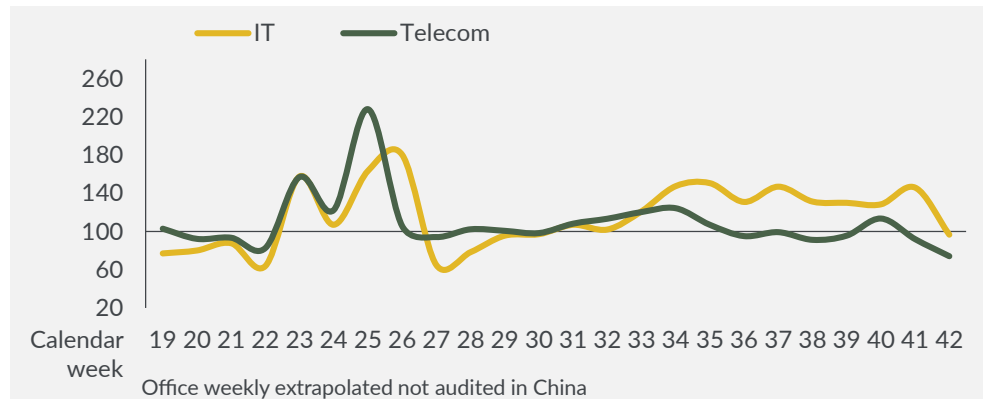
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2019 – 42 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – 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

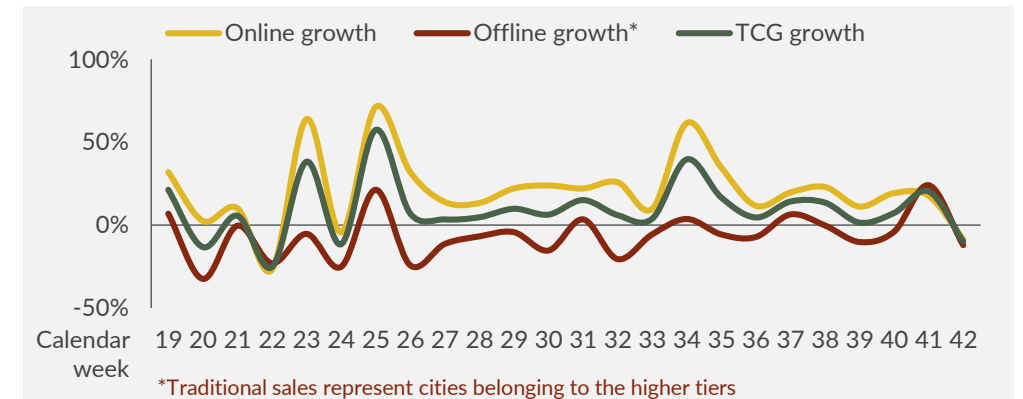


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 42 (Oct 12 - 18)

- Mobile PCs delivered stability at +0.7%. Smartphones slumped at -14%.
- MDA products posted a small uptick of 5% each for washing machines and refrigerators. TV sales declined by -8%.
- After 17 weeks of growth in both distribution channels, online sales and traditional retail decelerated, leading to a decline of the total TCG market of -10%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2019 - 42 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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