

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 34

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 Peak Season Monitor – the foundation you need to stay on top of the volatility

 <p>Track your sales performance and compare to your competitors week-on-week</p>	 <p>Contrast online and offline sales</p>	 <p>Master rapidly moving market and consumer demand on SKU level</p>
 <p>Analyze and adjust average prices fast</p>	 <p>React to competitors' pricing drops and promotions quickly</p>	 <p>Build your learnings in year-end and 2021 planning</p>

“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 Peak Season Monitor 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

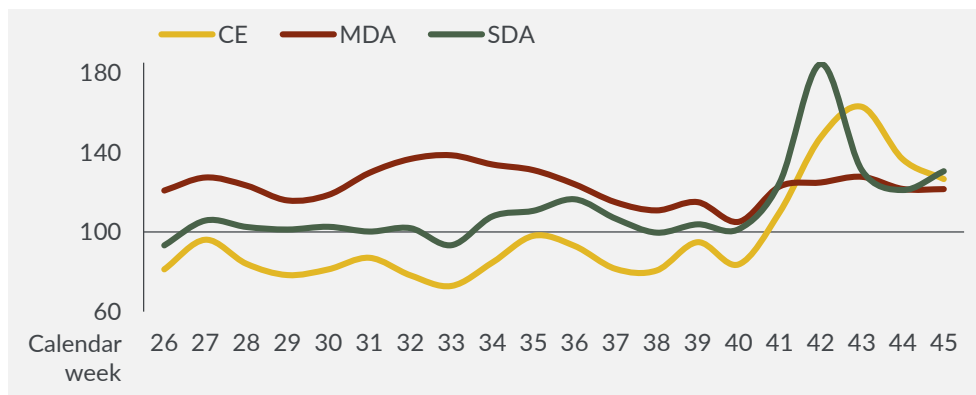
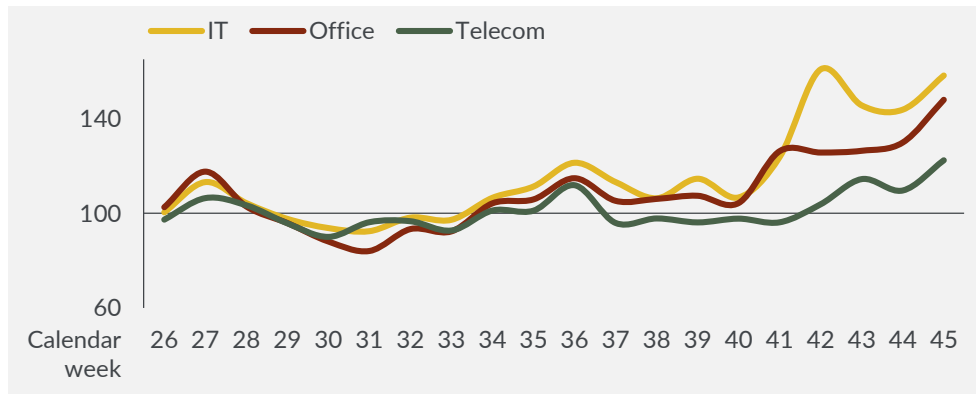
Russia

Japan

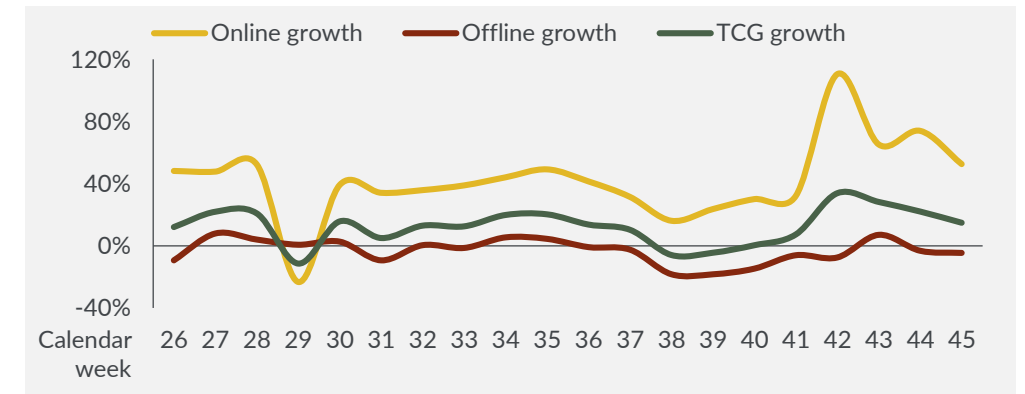
Brazil

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 45 (Nov 02 - 08)

- IT/Office sales posted solid growth again, with media tablets in the lead at +92% (vs. +70% in week 44). Smartphones lagged at -6%.
- MDA and SDA products posted double-digit growth rates. The exceptions were washing machines at +2% and dental care at +9%. TV sales rose by 36%.
- The total TCG market experienced an uptick of +15% (vs. +22% in week 44). Online sales saw a growth of 53% and traditional retail decelerated by -5%.

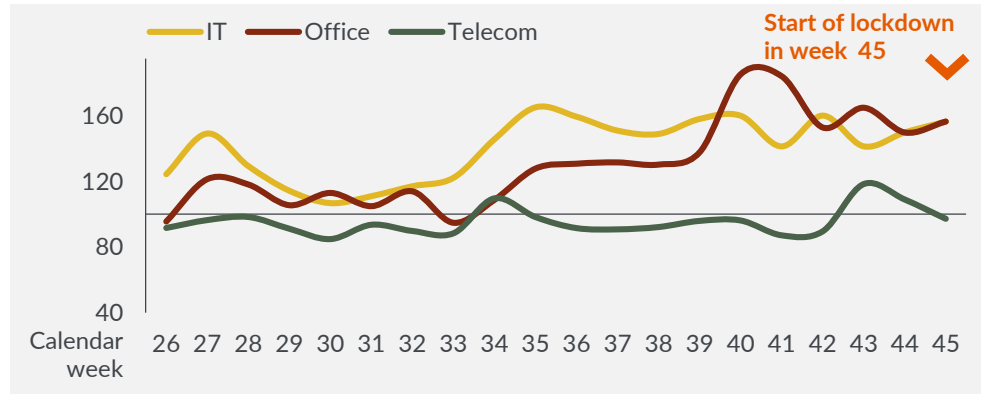
Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2019 – 45 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – 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

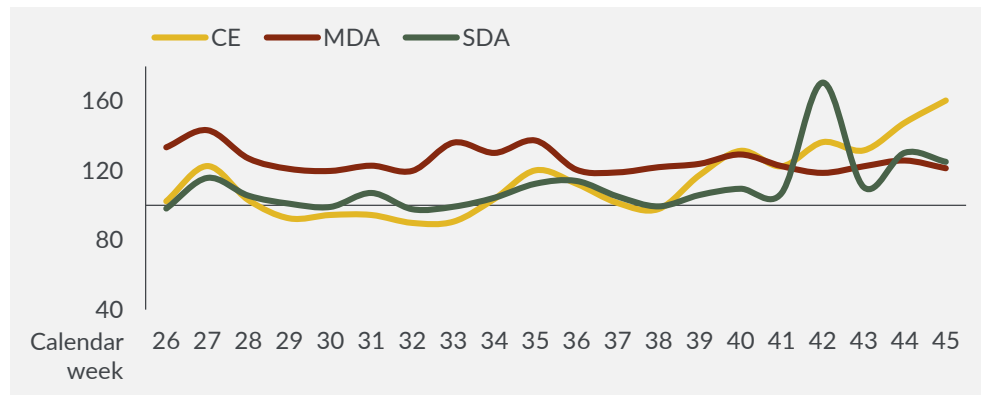
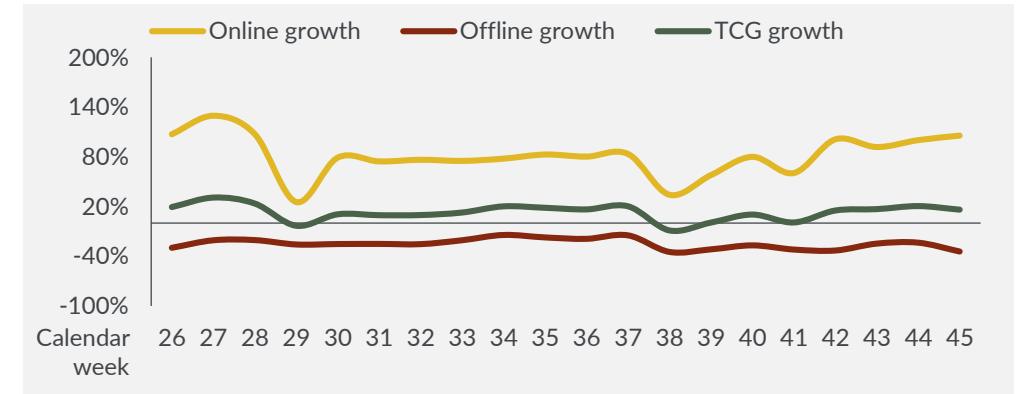


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 45 (Nov 02 - 08)

- IT/Office products saw strong positive demand with monitors out in front (+160%). Also keying devices were very positive at +96%. Smartphone sales lagged at -13%.
- MDA/SDA/CE products posted solid double-digit growth, peaking in hot beverage makers with a plus of 78%. TV sales grew 65%.
- Since March, there's been constant deceleration of traditional retail vs. 2019. In comparison, online sales have seen strong uplifts in some weeks, i. e. 106% in 45. The total TCG market grew by 16%.

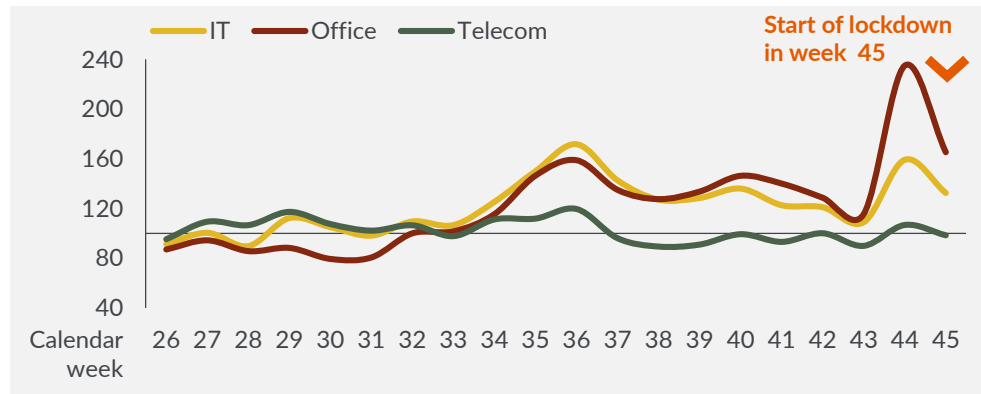
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2019 - 45 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet 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

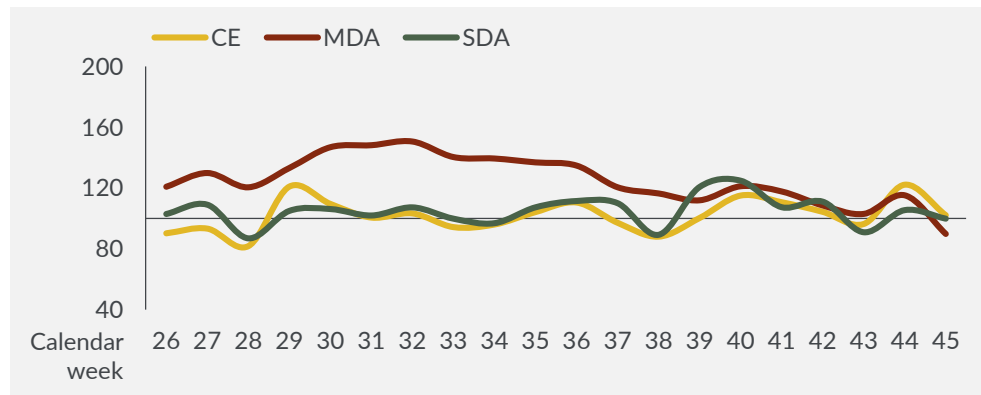
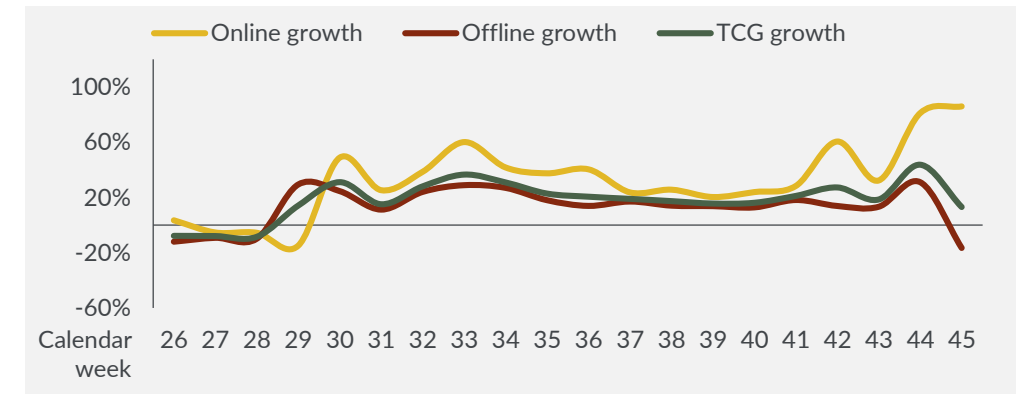


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 45 (Nov 02 - 08)

- IT/Office experienced triple-digit growth for monitors (+118%), but performance for all other products vs. week 44 was less strong (though still double-digit). Smartphone sales lagged at -3%.
- After 15 weeks of acceleration, washing machines (-9%) and cooling (-3%) saw a negative trend. Air treatment decelerated at -19%. TV sales rose by 9%.
- The total TCG market posted an uptick of +13%, driven by online sales at +86%. Traditional retail decelerated at -16%.

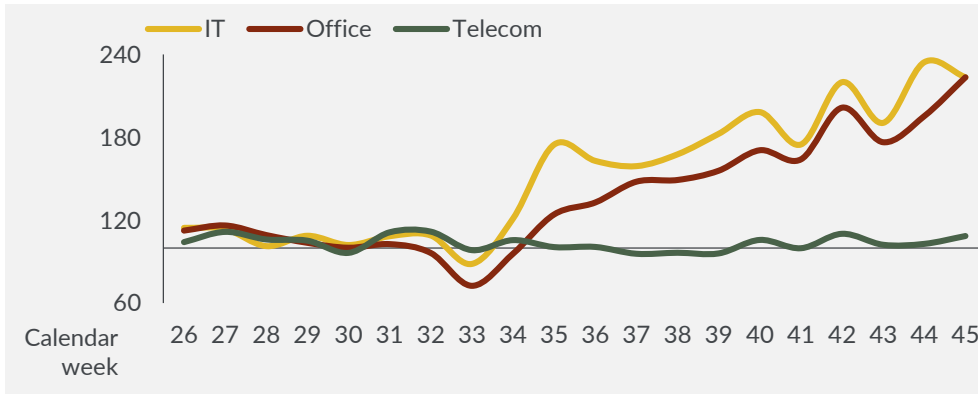
Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2019 - 45 2020; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

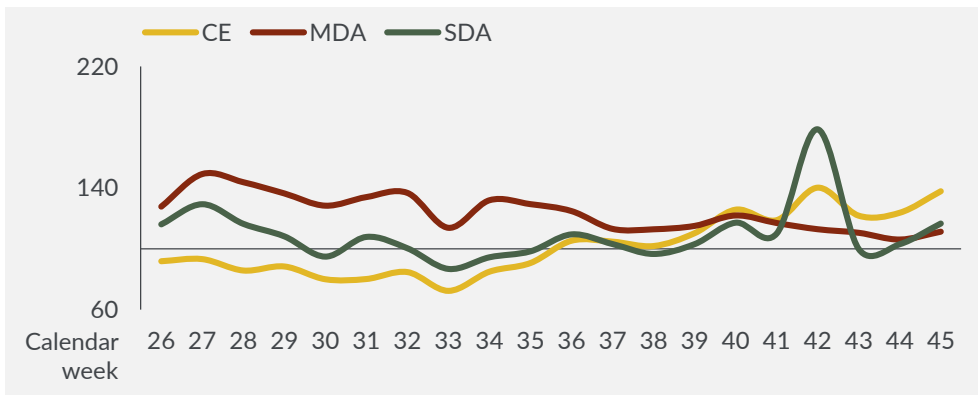
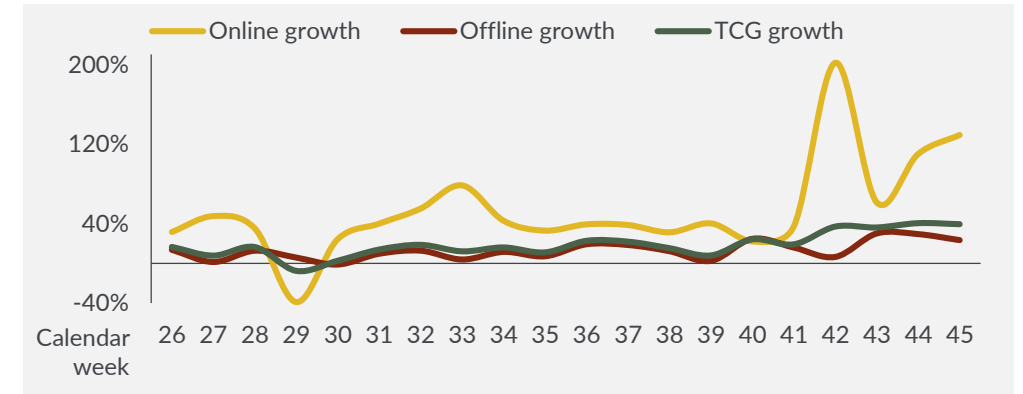


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 45 (Nov 02 - 08)

- IT/Office products again reached high levels of triple-digit growth. Mobile PC was up +156%, media tablets +144%, and laser printers +121%. Smartphone sales in comparison were weak at +25%.
- SDA/CE products saw solid double-digit growth apart from audio home systems at -14%. TV sales rose by 31%. Washing machines and cooling lagged at 5% and 9% respectively.
- The total TCG market posted growth of 40% driven by the strong increase of online sales (+129%). Traditional retail grew +23%.

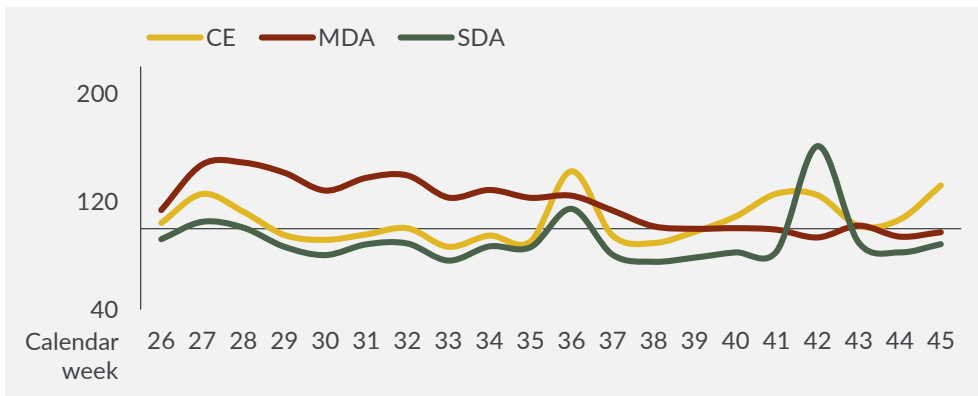
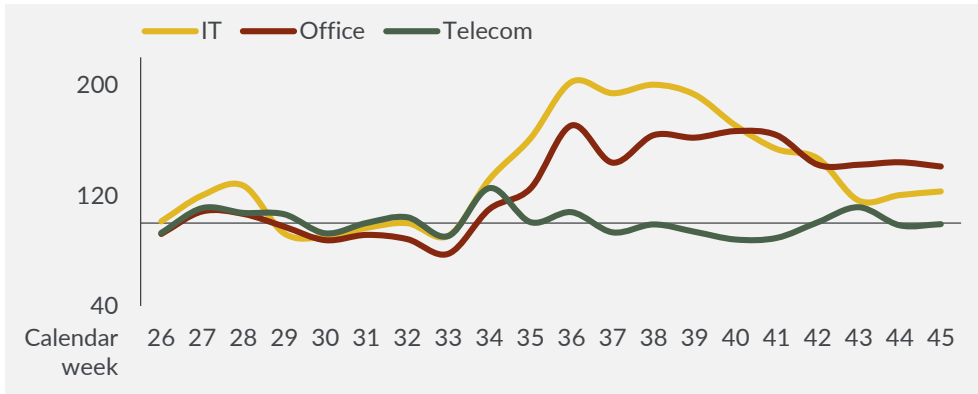
Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2019 – 45 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, 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

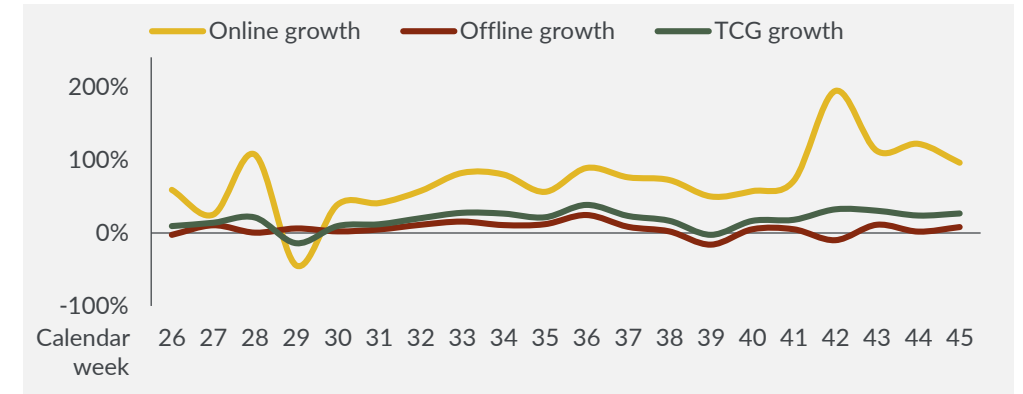


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 45 (Nov 02 - 08)

- IT/Office products continued to perform positively. Media tablets accelerated to a growth of 96%. Smartphone sales posted an uptick of 11%.
- There were some small increases for washing machines (+3%) and vacuum cleaners (+4%). Other MDA/SDA products grew double-digit. TV sales posted an increase of 38%.
- The total TCG market posted a growth of +27%. Online sales slowed to +96% while traditional retail recovered at +8%.

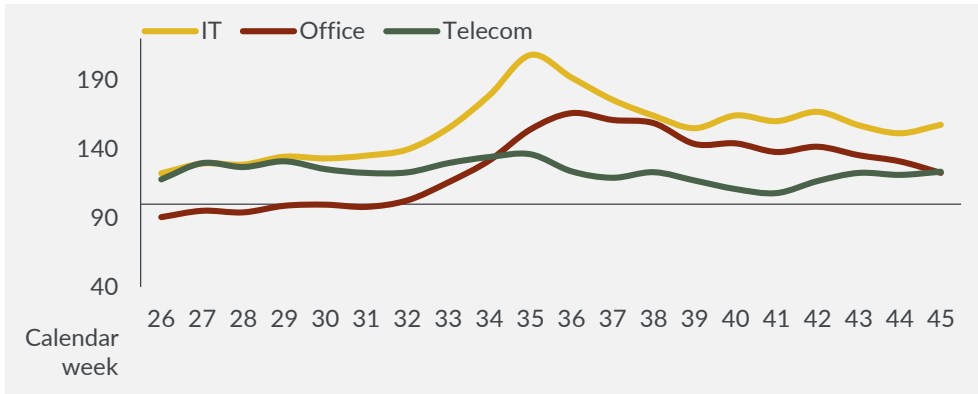
Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2019 - 45 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

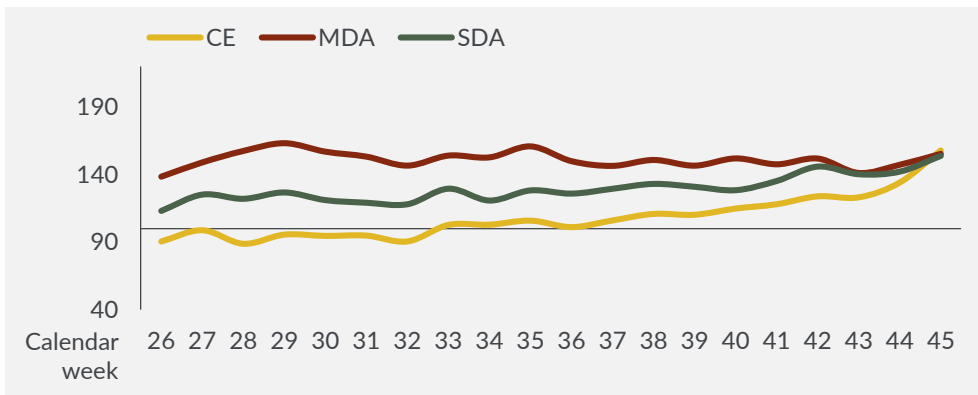
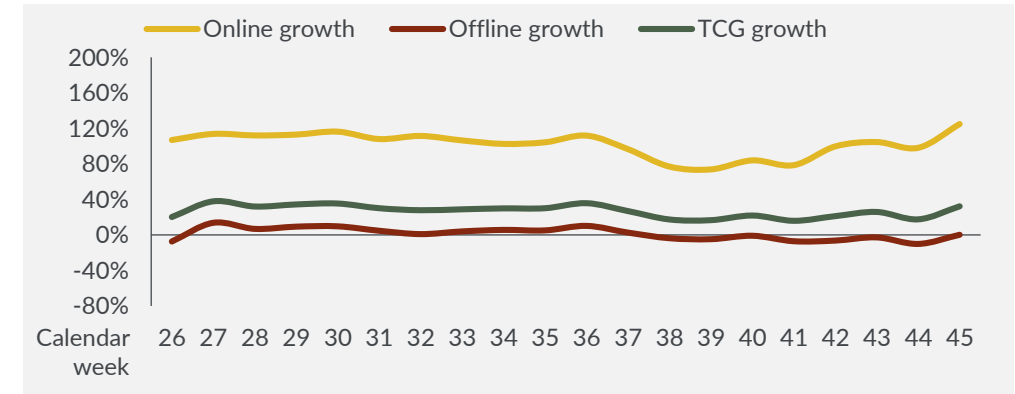


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Index: 2019 average weekly turnover in EUR = 100



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



Key take aways in calendar week 45 (Nov 02 - 08)

- IT/Office products continued with solid double-digit growth. Media tablets posted a plus of 68%. Smartphone sales increased by 20%.
- MDA/SDA products experienced solid double-digit growth. Shavers were weakest at +13%. TV sales saw a good uptick of +30%.
- After several weeks of decline, traditional retail showed stability (0%) in week 44. Online sales were back at triple-digit growth rates, taking the total TCG market to +32%.

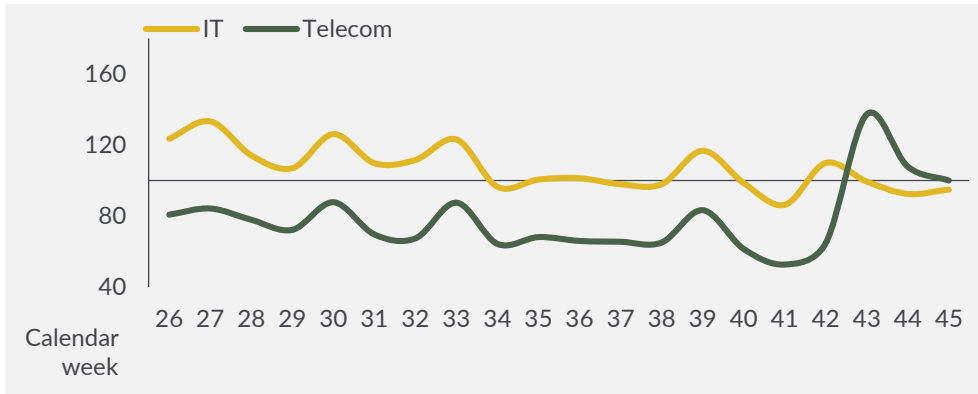
Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2019 – 45 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – 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

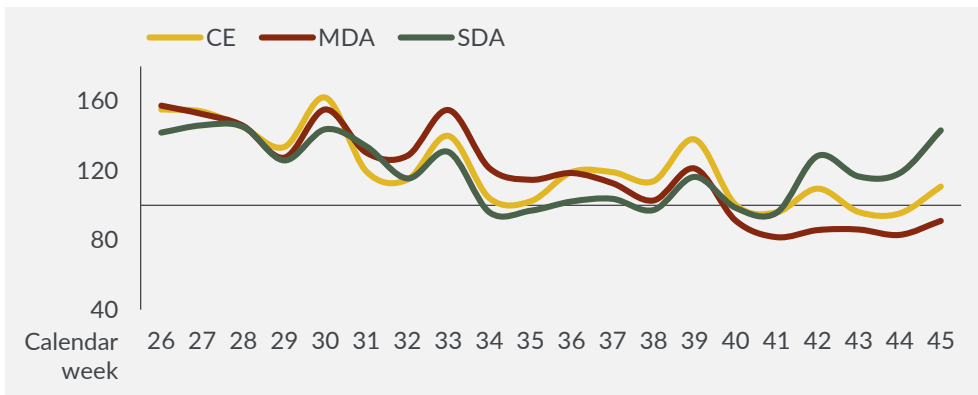
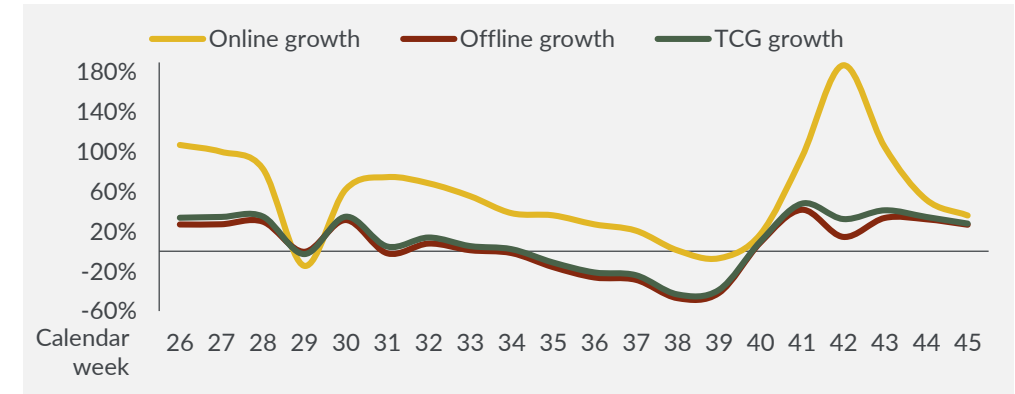


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 45 (Nov 02 - 08)

- While media tablets continued to experience strong demand at +53%, mobile computing lagged at -1%. Smartphone sales posted a plus of 29%.
- MDA/SDA/CE products again saw a solid double-digit growth, peaking in air treatment at +110%. Shavers slumped at -4%.
- Traditional retail posted a steady growth rate to maintain a moderate growth for the total TCG market of +28%.

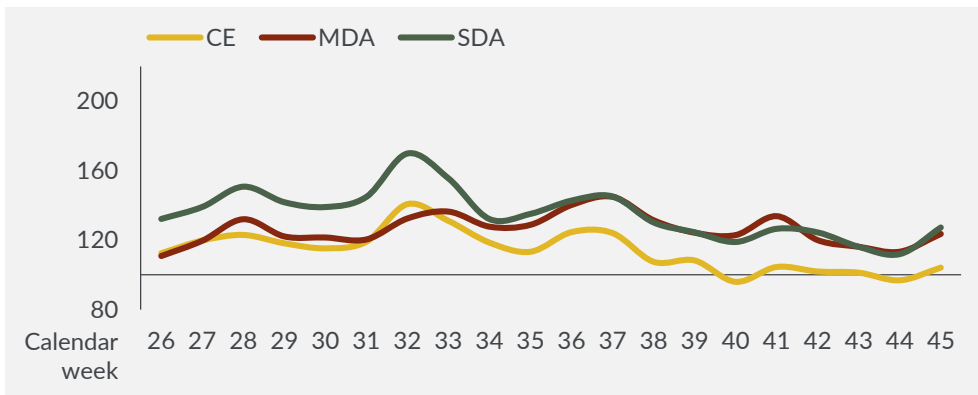
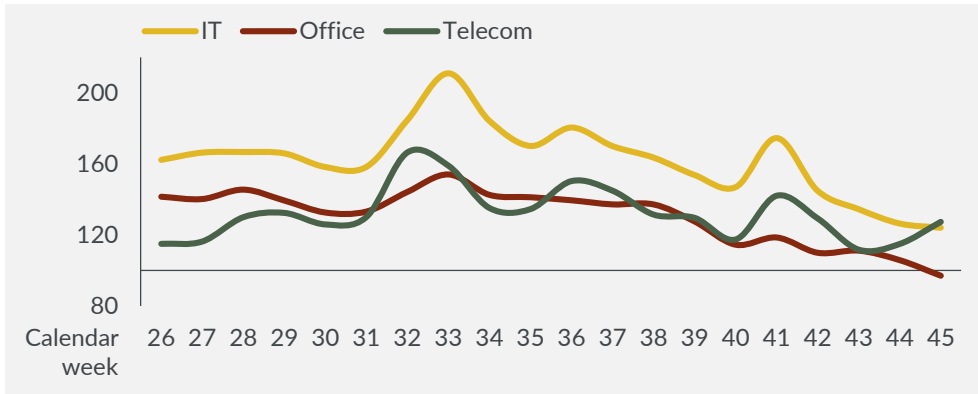
Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2019 – 45 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and 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

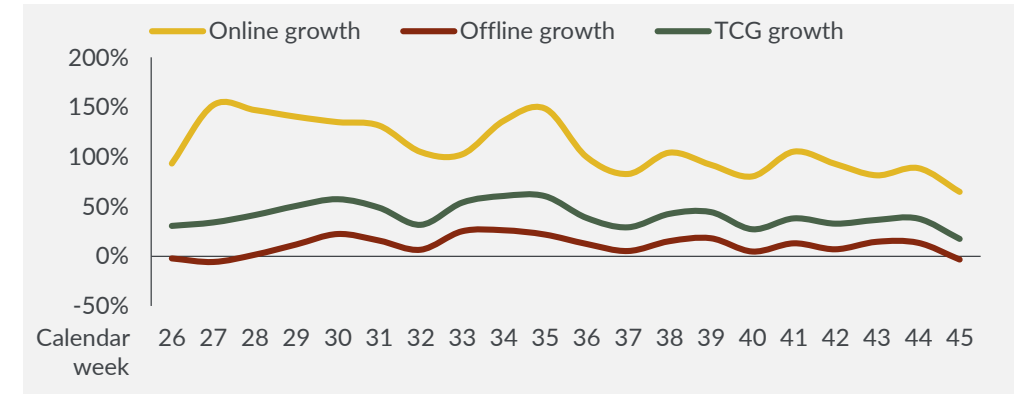


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Index: 2019 average weekly turnover in EUR = 100



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



- Key take aways in calendar week 45 (Nov 02 - 08)**
- Although still positive at +48%, media tablets decelerated most compared to week 44. Smartphones reported a growth of 19%.
 - CE/SDA/MDA products maintained their growth vs. week 45 in 2019, but only vacuum cleaners could extend their growth rate to +67%. TVs grew by 5% in week 45.
 - Traditional retail slumped at -3%. As online sales also slowed to 65% growth, the total TCG market posted a moderate growth of 17%.

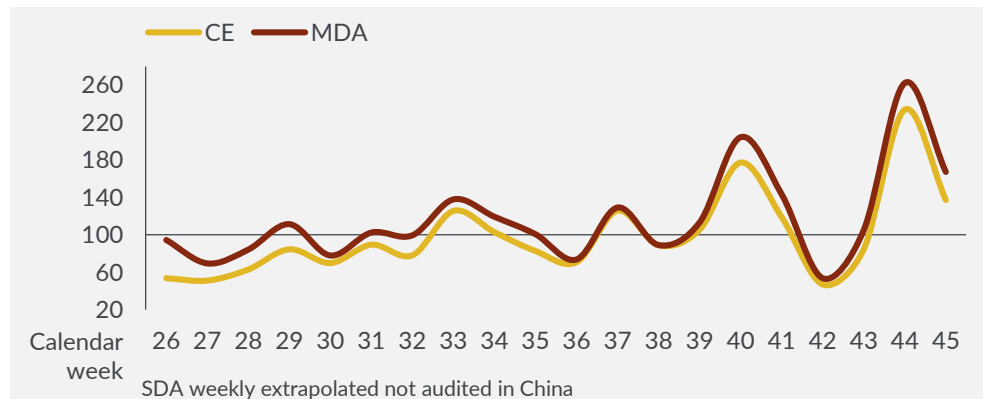
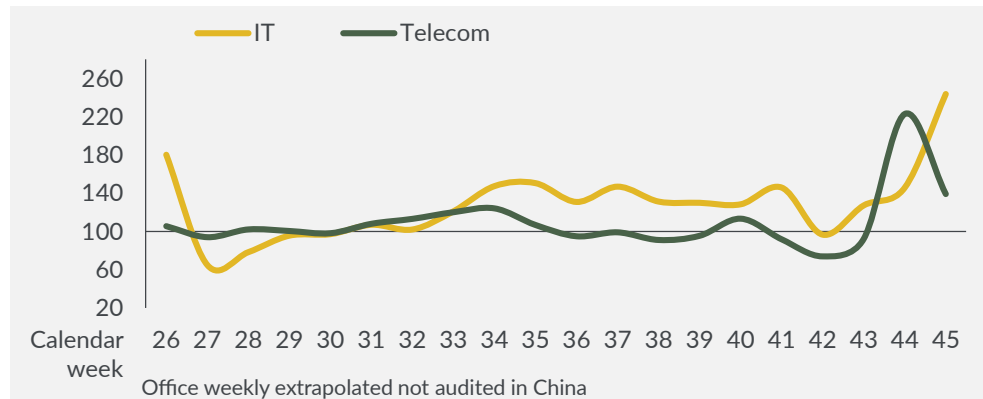
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2019 – 45 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – 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

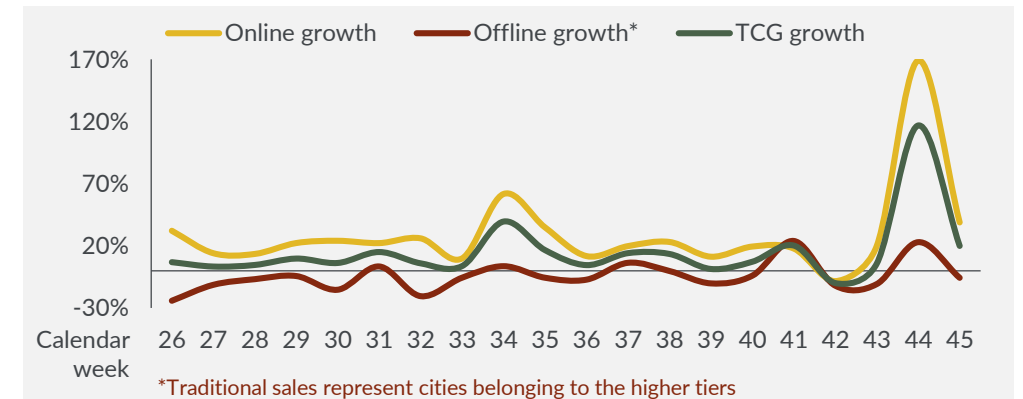


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 45 (Nov 02 - 08)

- After a strong pre-Singles' day-week, growth rates returned to near normal. The total TCG market grew 20%, driven by online sales at +39%. Traditional retail was at -6% in week 45.
- Mobile PCs were still strong at +50%. Smartphones posted a sound plus of 15%.
- MDA products - as well as TV sales - experienced a small double-digit uptick of 10% to 15%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2019 - 45 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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