



Growth
from
Knowledge

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 47

Powered by
GfK Market Intelligence: Sales Tracking Weekly



Accelerate your tactical decision-making









Rely on weekly insights to maximize your sales during your peak weeks

The events of 2020 have revolutionized consumer purchase behavior, with many people shopping in ways they've never done before. The crisis destabilized market dynamics, reduced shopper loyalty and increased brand share volatility.

You need to be prepared for the unexpected, particularly during peak shopping weeks. To outsmart your competitors and grow your market share, you must continuously monitor market developments and adjust quickly.

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 your 2021 planning

Base your tactics on what happened last week



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



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



Get results fast, 3 – 5 days after the end of the 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 Market Intelligence: Sales Tracking on our [website](#).

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



> Germany

Great Britain

France

Italy

Spain

Russia

Japan

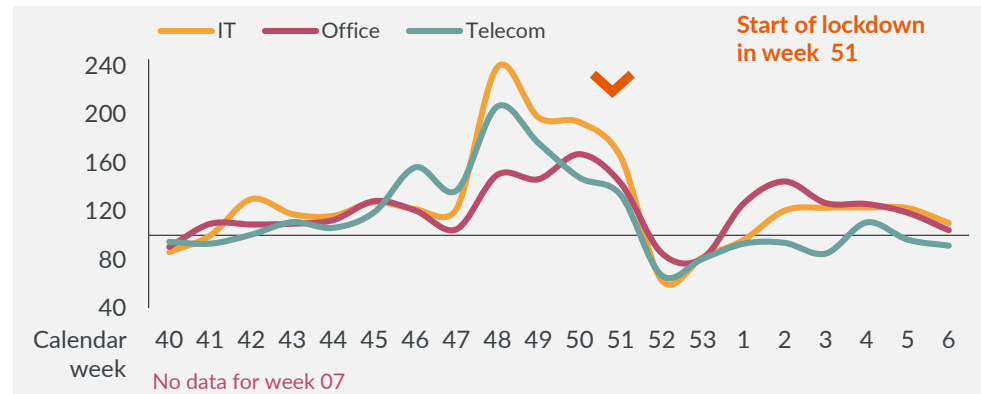
Brazil

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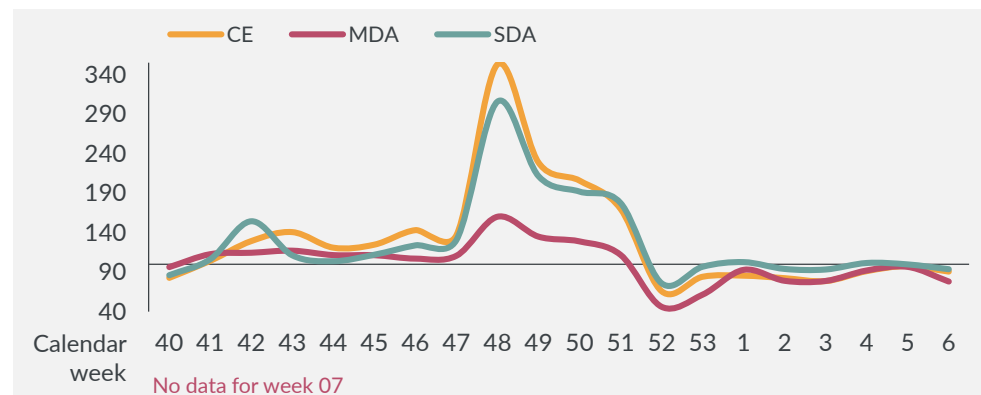
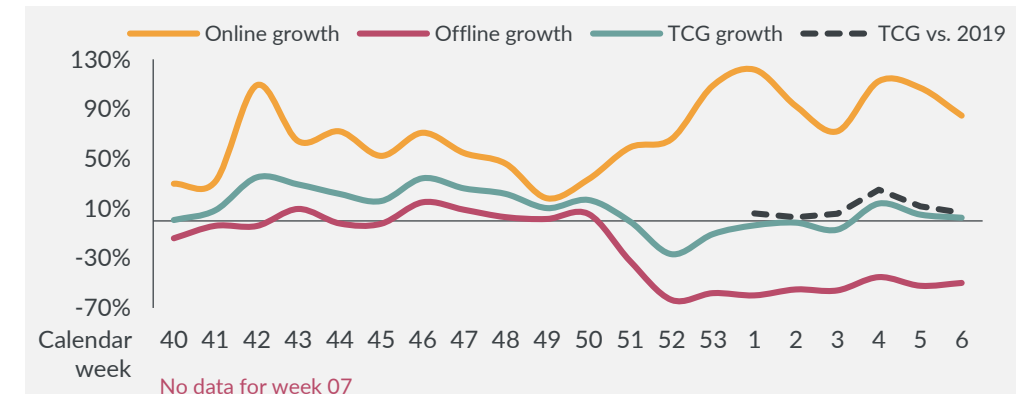
Please note: Below lines depict a sales index vs. an average 2020 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2020).

Please note: Below lines depict the sales growth rate vs. same week previous year.

Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 06 (Feb 8 - 14)

- Increased online sales (+85%) lifted the total TCG market to a plus of 3%. In lockdown, in week 6, traditional retail declined further, down -50%. Compared to 2019, the total TCG market grew +7%.
- Among IT/Office products, media tablets took the lead at +76% growth. Peripherals too saw positive double-digit growth. Smartphones slumped at -2%.
- While MDA products experienced a decline, food preparation posted a growth of 28% and dental care saw an uplift of 10%. TV sales were up 6%.

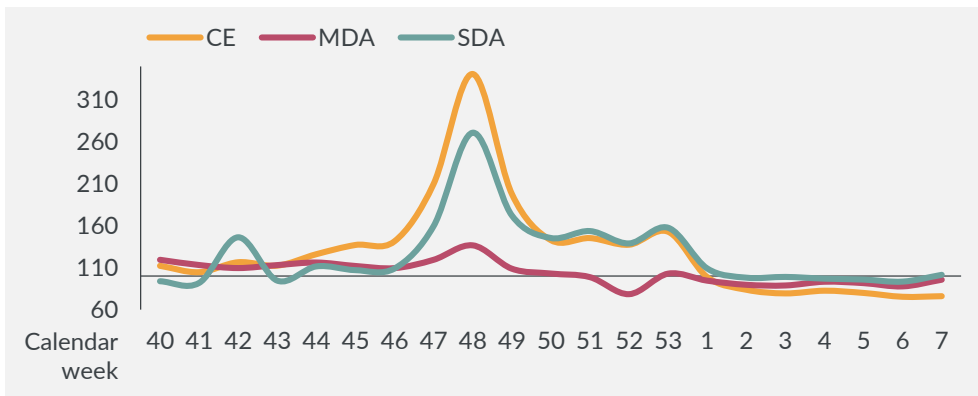
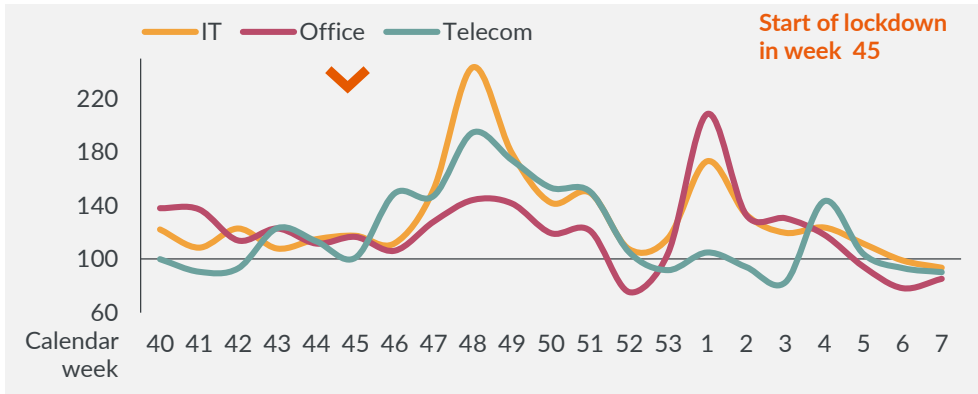
Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2019 – 6 2021; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – 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

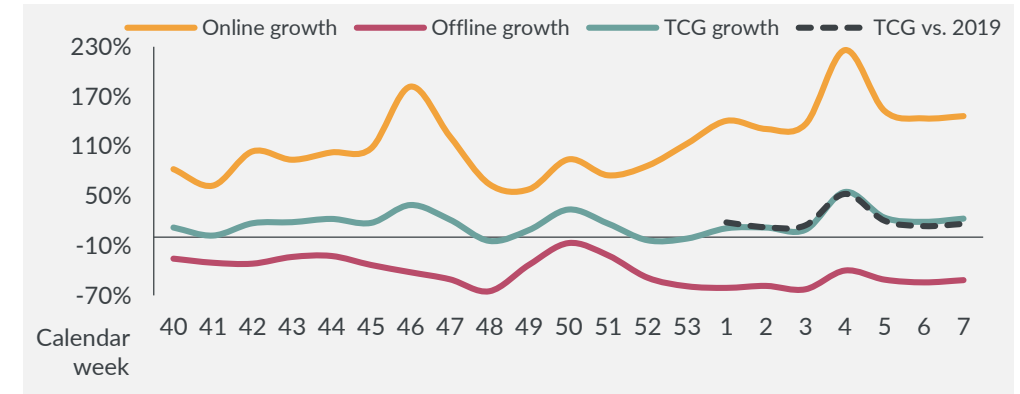


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- Online sales again experienced a triple-digit growth rate at +146%. Traditional retail fell -52%. The total TCG market posted a plus of 23% vs. 2020 and +16% vs. 2019.
- Week 7 repeated a triple-digit growth for monitors. All other IT products saw a double-digit uplift. Smartphones grew by 11%.
- SDA and MDA products posted double-digit growth rates with hot beverage makers in the lead at +73%. TV sales rose by 23%. Audio home systems slumped at -11% and soundbars lagged at +8%.

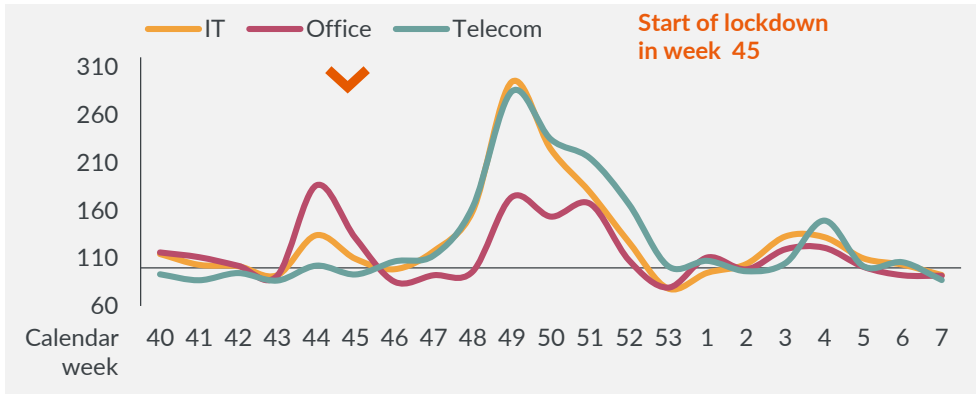
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet 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

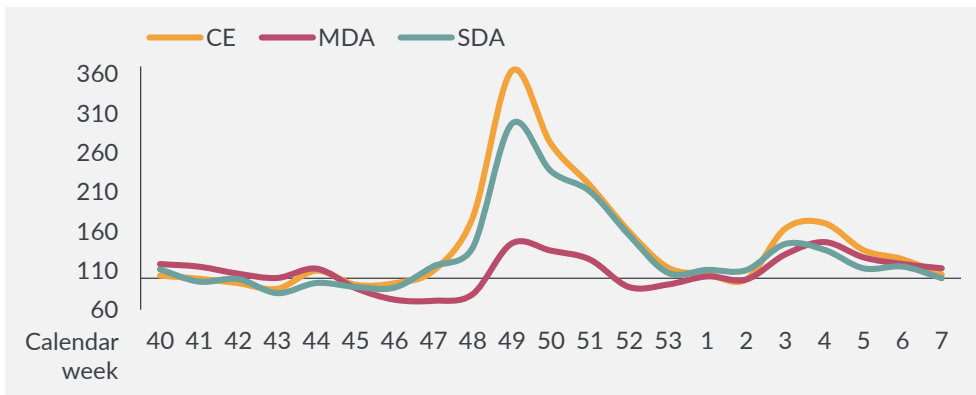
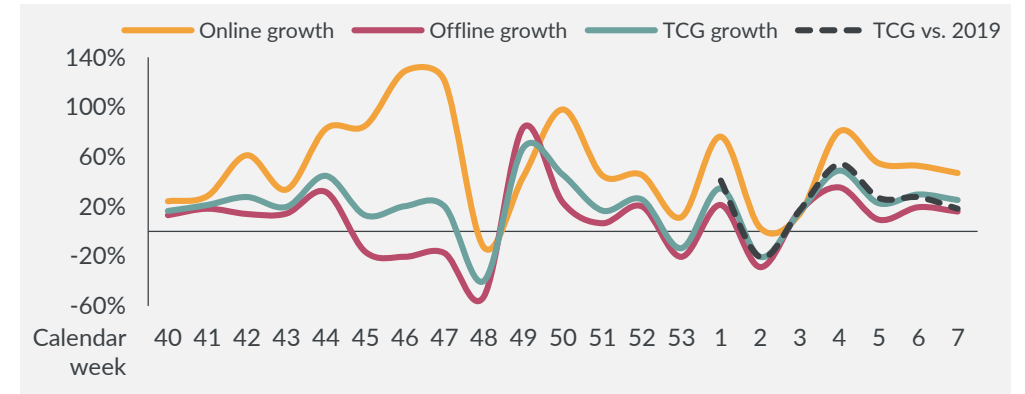


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- Online sales slowed to +47% and traditional retail to +16%. The total TCG market saw an uplift of +25% in week 7 vs. 2020. This equates to +18% vs. 2019.
- IT/Office products saw solid double-digit rises, led by monitors at +83%. Headsets lagged at -6%. Smartphones declined by -3%.
- MDA, SDA and CE products posted good double-digit growth. The exceptions were shavers at -8% and audio home systems at -6%.

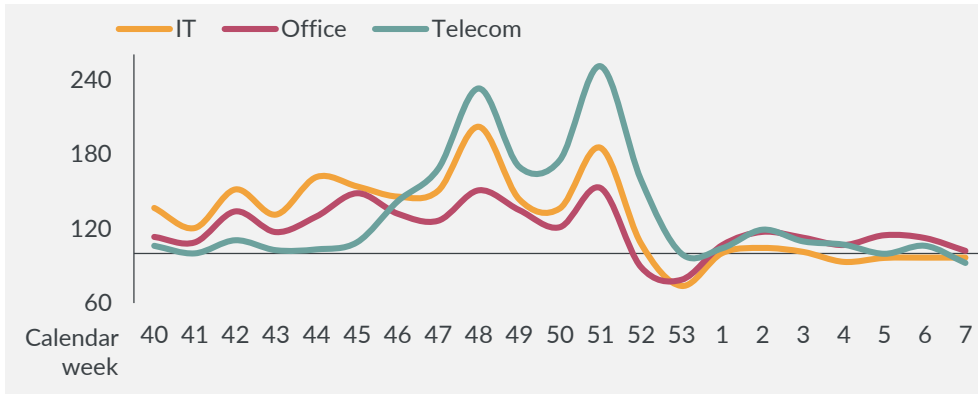
Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

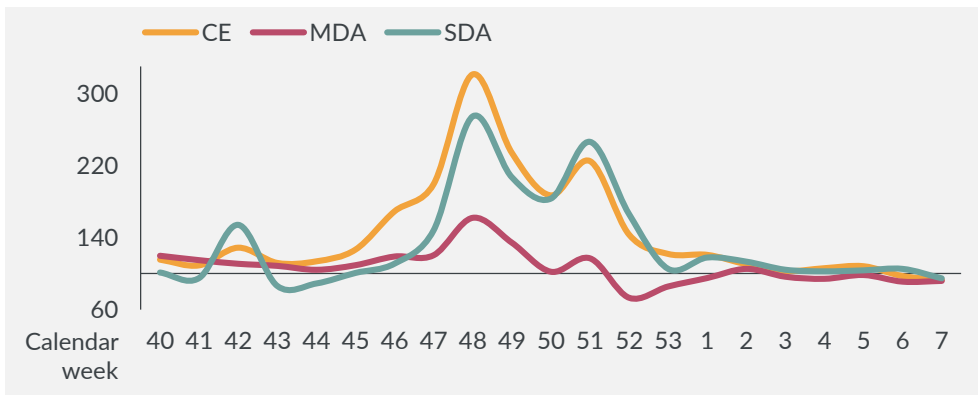
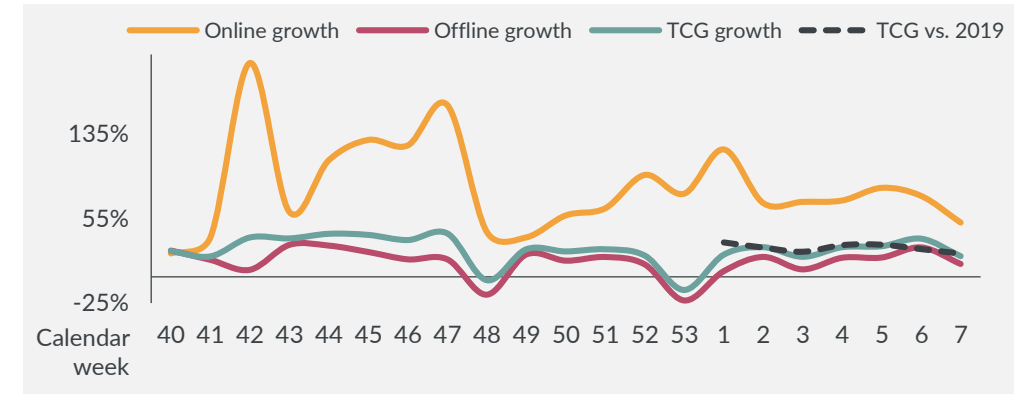


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- Online sales posted a plus of 51%. As traditional retail grew by 12%, the total TCG market experienced an upswing of +19% vs. week 6 in 2020, and 22% vs. week 6 in 2019.
- IT/Office products accelerated with double-digit rises throughout, ranging between +20% and +66%. Smartphones were up 7%.
- MDA/SDA/CE products posted solid double-digit growth. Washing machines and shavers lagged at +10% and +7% respectively. TV sales rose by 17%.

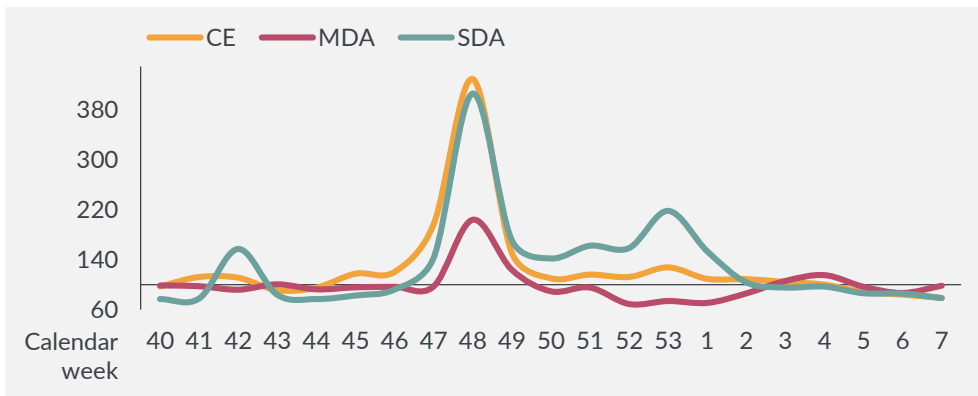
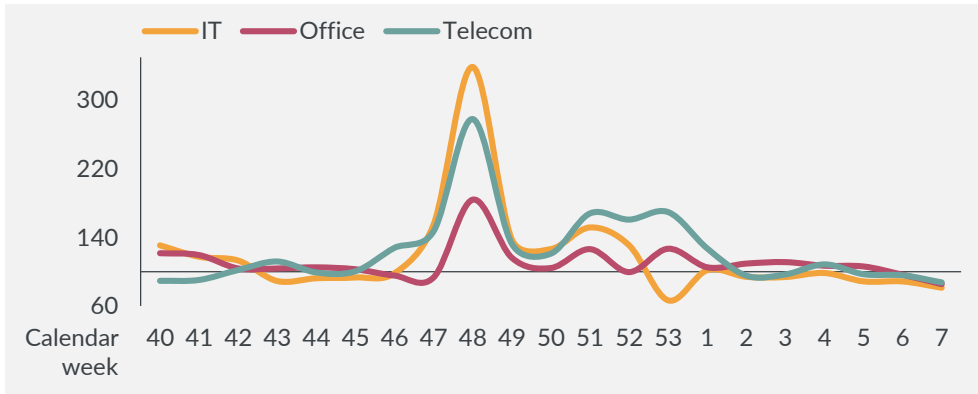
Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

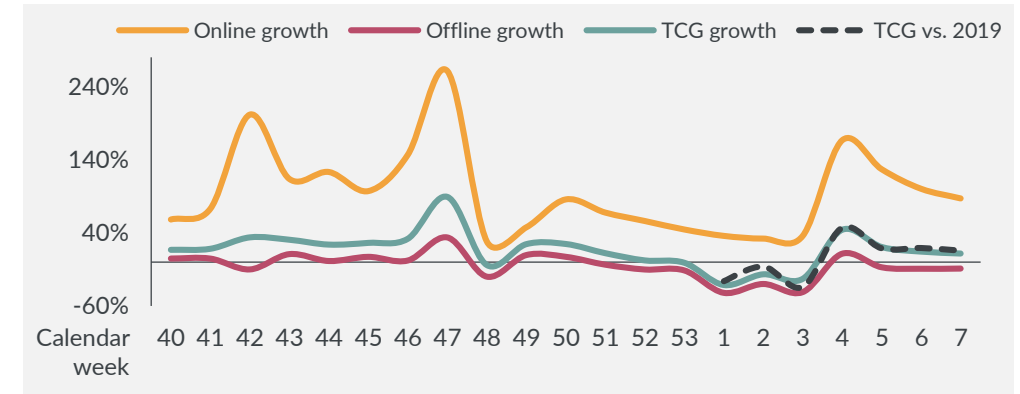


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- The uplift of the total TCG market further slowed in week 7 (+12% vs. +14% in week 6) as traditional retail decelerated by -9%. Online sales were up +87%. Compared with week 7 in 2019, the total TCG market was up 16%.
- Week 7 saw headsets out in front once again at +106% in the IT/Office products category. Smartphones were down -6%.
- Most MDA, SDA and CE products saw double-digit growth. Washing machines were stable at +0.4%. TV sales grew by +26%.

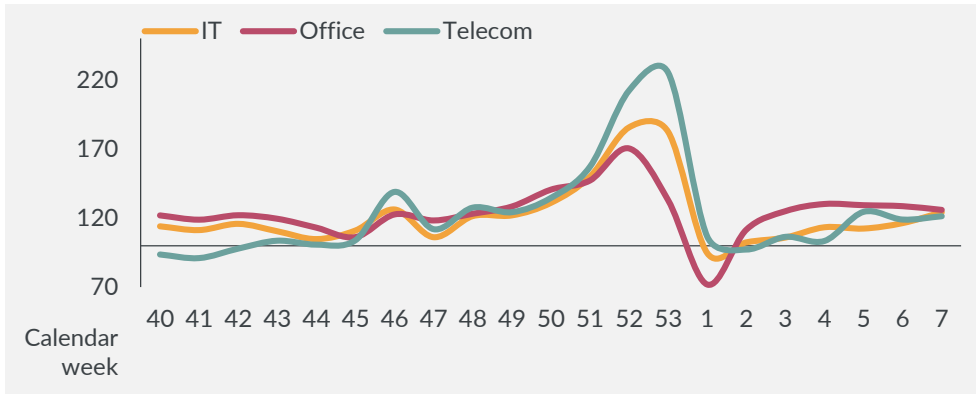
Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

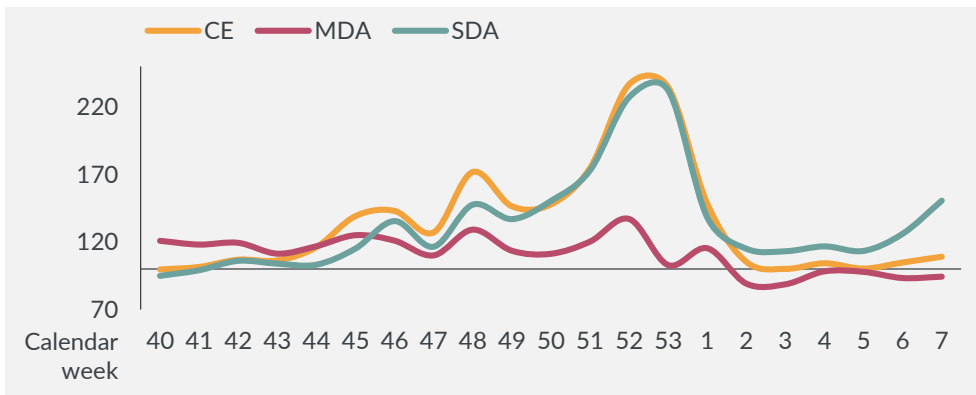
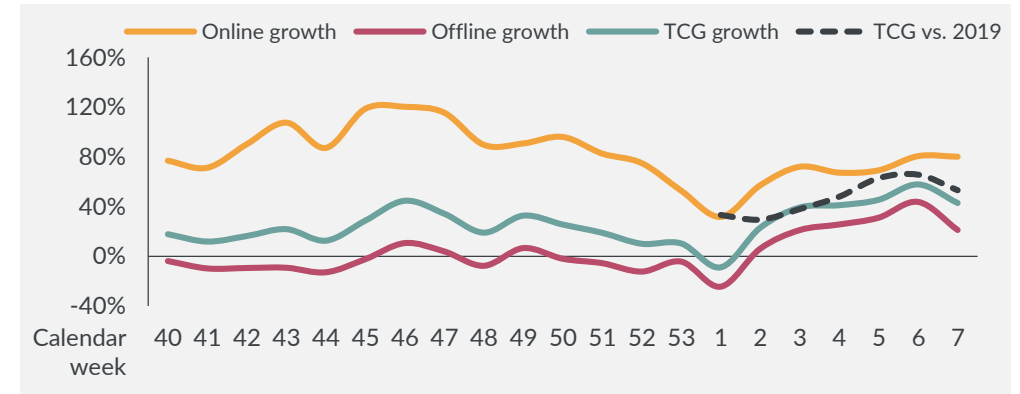


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- In week 7, online sales saw an uplift of 80%. Traditional retail grew by 21%. This led to a +43% increase for the total TCG market. Compared to 2019, the total TCG market grew +53%.
- IT/Office products continued their strong growth in week 7. This was led by desk computing at +75%, followed by key devices at 68%. Smartphone sales were up 43%.
- All MDA/SDA products posted solid double-digit growth. Dental care outperformed at +132%. TV sales grew by 20%.

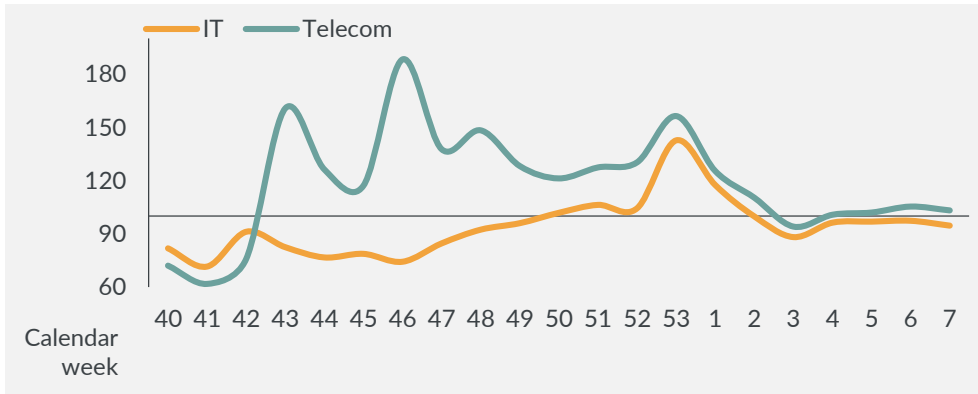
Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

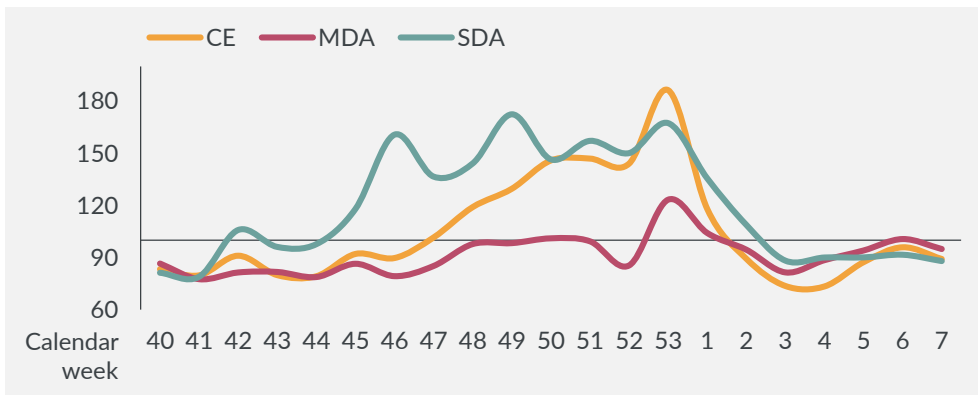
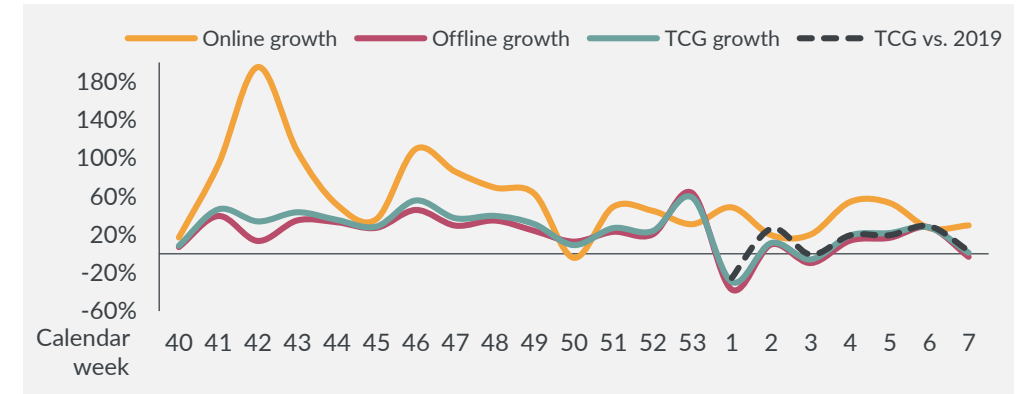


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- 💡 The sharp decline of traditional retail from +27% in week 6 to -3% in week 7 led to a stable total TCG market at +1%. Compared to week 7 in 2019, the growth rate of total TCG was +3%.
- Mobile computing was weak at +3% and media tablets decelerated at -10%. Smartphone sales were stable at 1%.
- CE products saw positive growth. MDA and SDA products delivered a mixed picture, ranging between -13% for vacuum cleaners to +22% for air treatment. TV sales were up 5%.

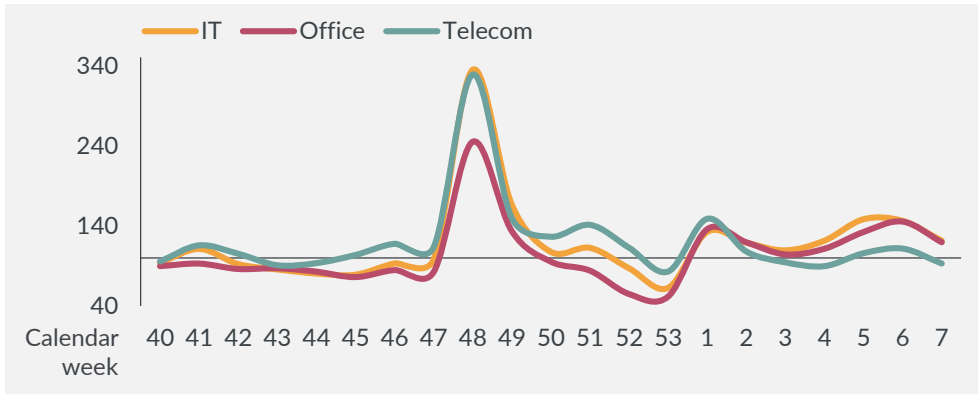
Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile computing, media tablets - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and 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

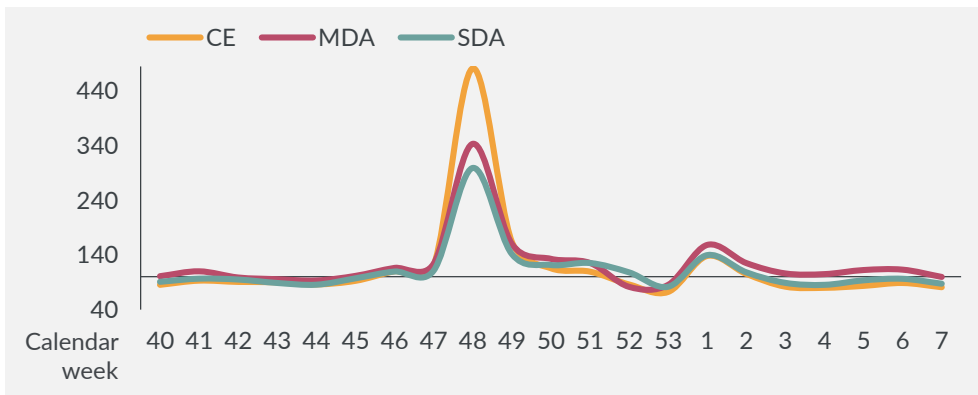
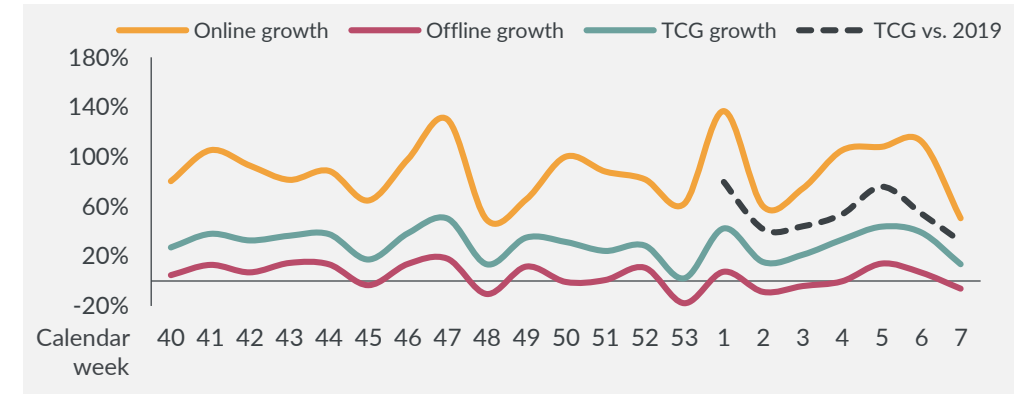


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Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 07 (Feb 15 - 21)

- Traditional retail posted a decline of -6% and online sales posted a growth of only 50%. This led to a weak upswing of the total TCG market of +13% vs. 2020. Compared to 2019, the growth was +32%
- IT/Office products posted solid double-digit increases with media tablets out in front at +71%. Smartphones grew by +10%.
- MDA/SDA/CE products delivered positive growth. Washing machines were stable. TV sales posted an increase of 11%.

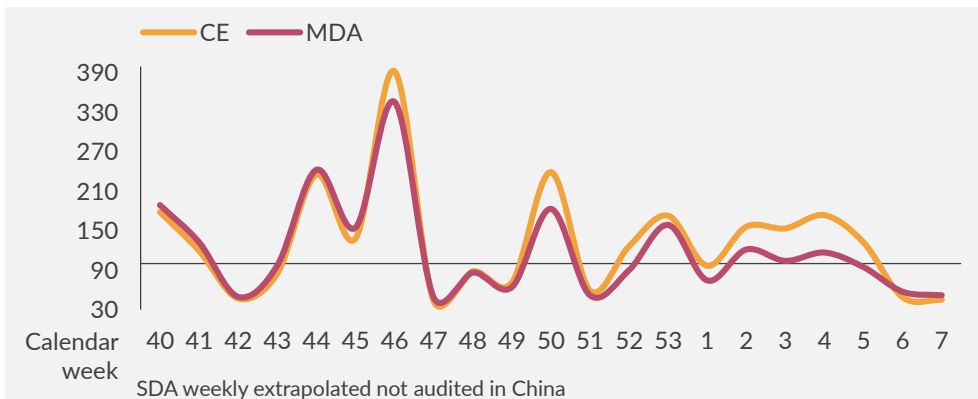
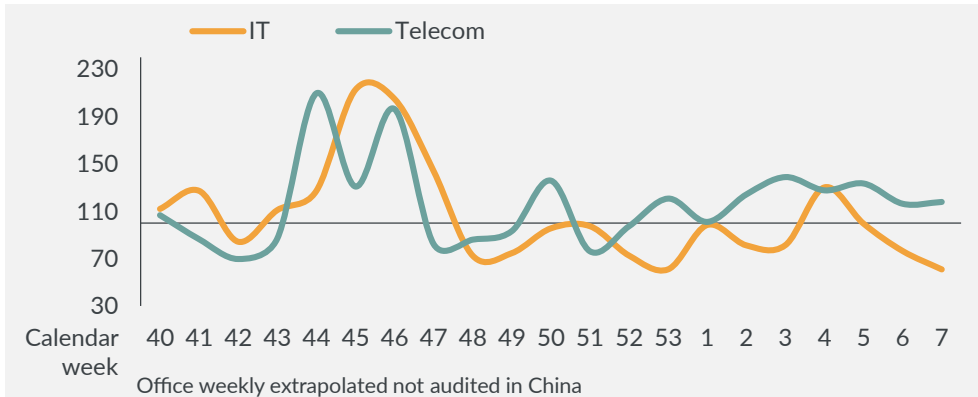
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2019 - 7 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems - 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

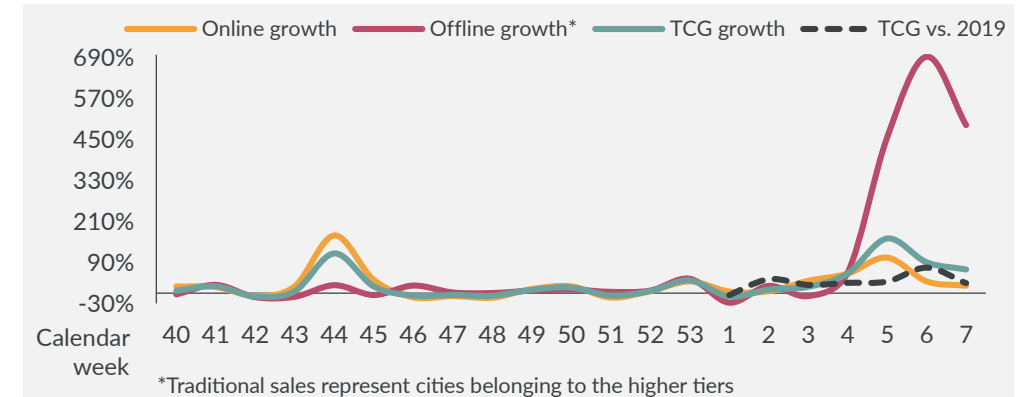


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Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 07 (Feb 15 - 21)

- In week 7 2021, traditional retail posted an uplift of 493% vs. week 6 2020, impacted by the lockdown which started in week 4 2020. The total TCG market increased by +70%. Compared to 2019, week 7 2021 delivered a growth of 29% for total TCG.
- Mobile computing decelerated by -51%. Smartphone sales increased by +127%.
- Cooling delivered triple-digit growth of 111% while washing machines posted an uptick of +87%. TV sales grew by 29%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2019 - 7 2021; 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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