



Growth
from
Knowledge

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 51

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

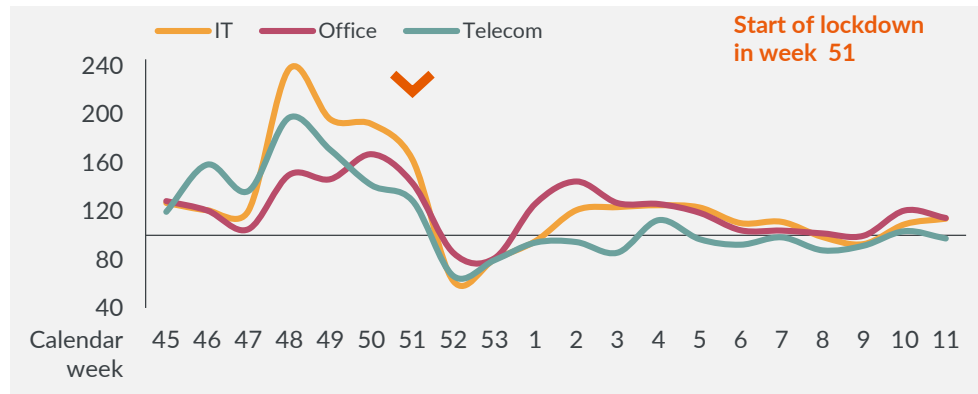
Brazil

China

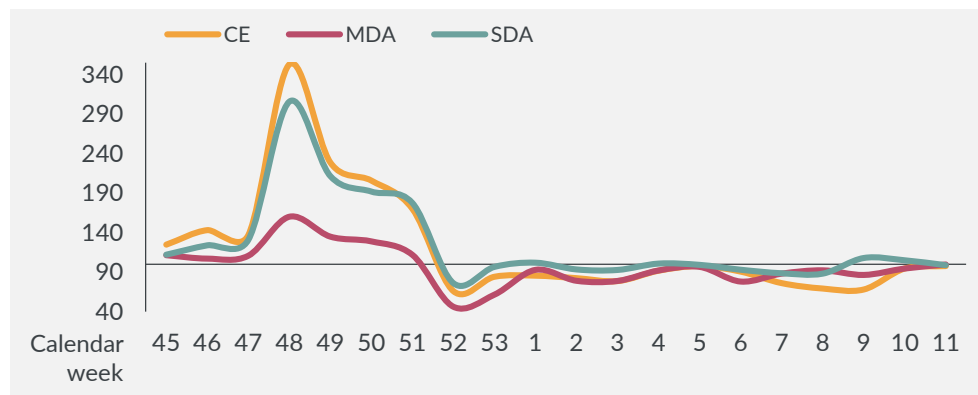
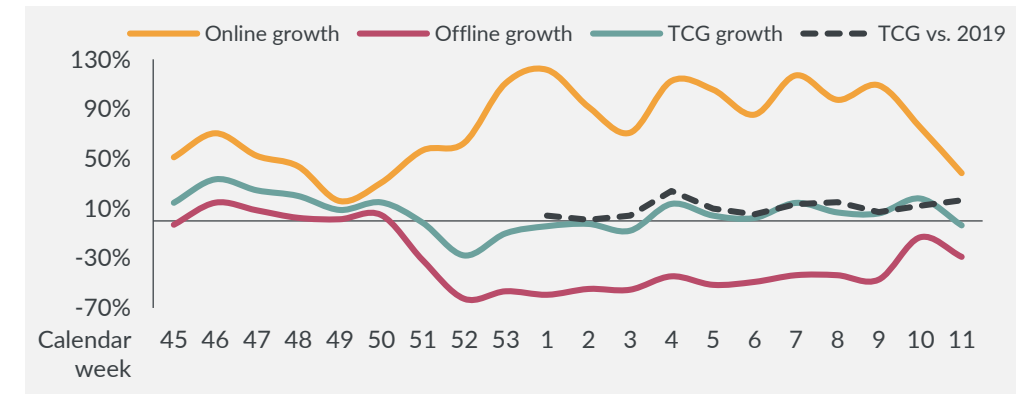
Please note: Below lines depict a sales index vs. an average 2020 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2020).

Please note: Below lines depict the sales growth rate vs. same week of 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 11 (Mar 15 - 21)

- The total TCG market turned negative (-4%) due to very weak online sales (only +38%). Traditional retail declined by -29%. Compared to 2019, the total TCG market grew +17%.
- In the IT/Office sector, media tablets took the lead at +93%. Smartphone sales decelerated by -22%.
- In week 11, almost all MDA/SDA/CE products displayed positive growth, ranging between +8% for dental care and +65% for food preparation. Washing machines were stable at +0.3%. TV sales saw an uplift of +12%.

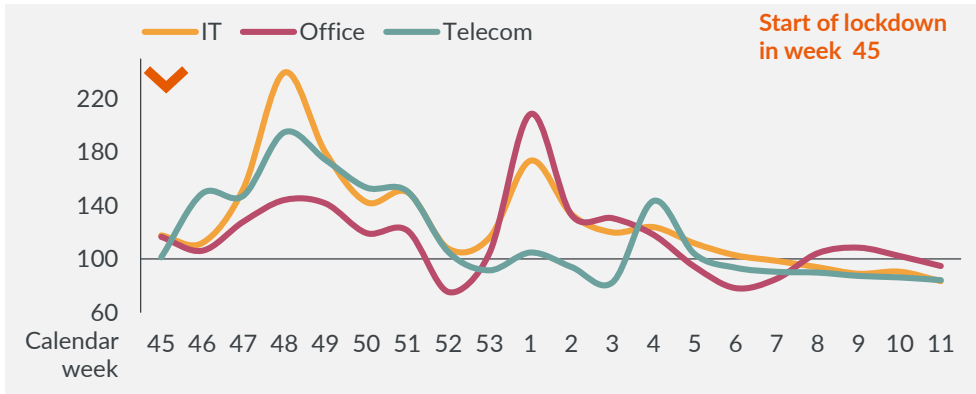
Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio 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

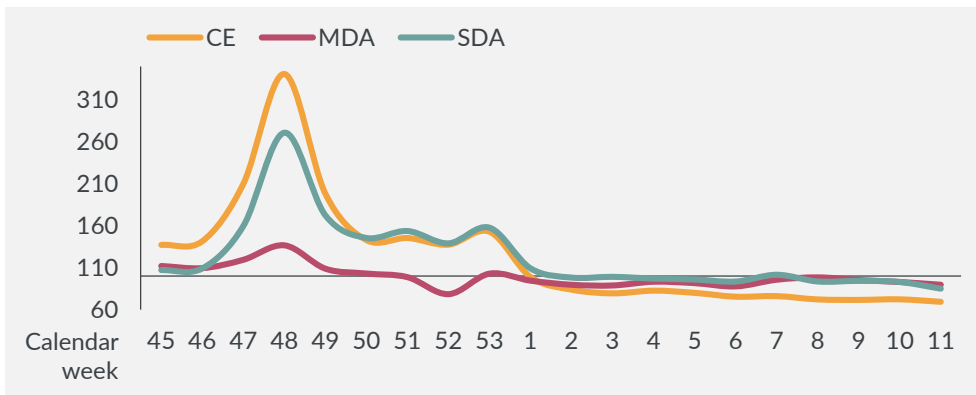
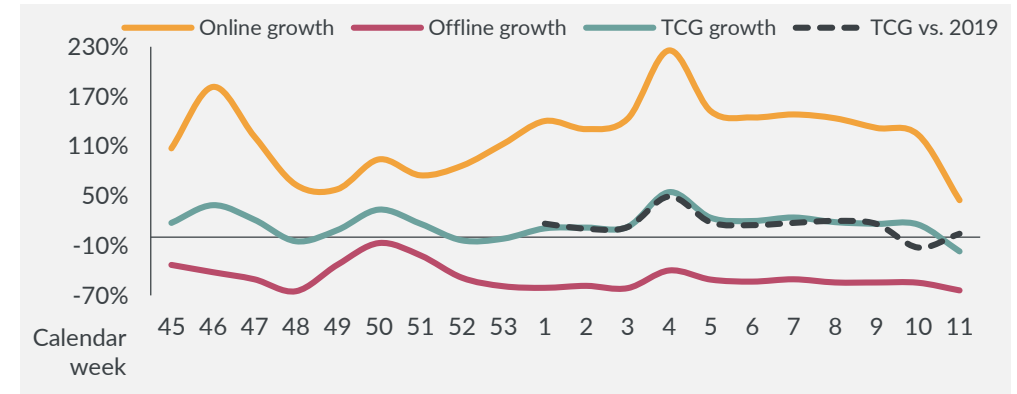


- Germany
- ▶ Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

Index: 2020 average weekly turnover in EUR = 100



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



Key take aways in calendar week 11 (Mar 15 - 21)

- Online sales experienced a weak growth at +45%. As traditional retail fell -64%, the total TCG market posted a minus of -17% vs. 2020. Compared to 2019, total TCG grew by +4%.
- IT/Office products saw positive growth apart from monitors and mobile computers. Smartphones experienced a drop of -35%.
- While most SDA products posted double-digit growth rates, MDA products lagged at -2% for cooling and -3% for washing machines. TV sales rose by 10%. Other CE products were negative.

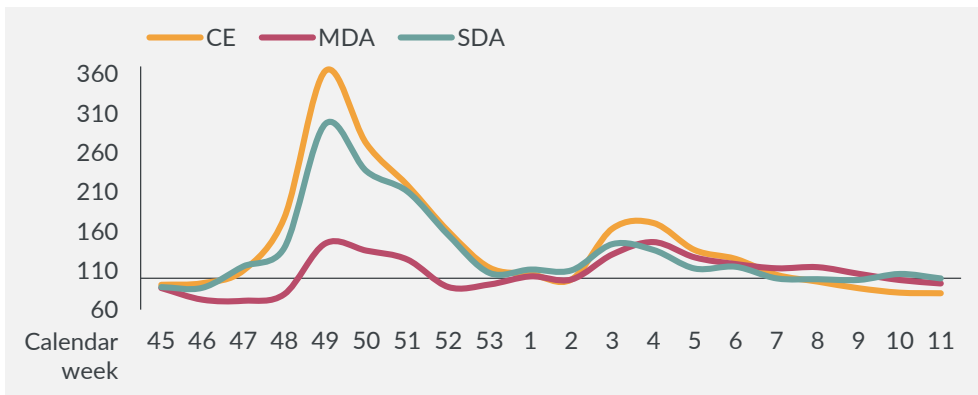
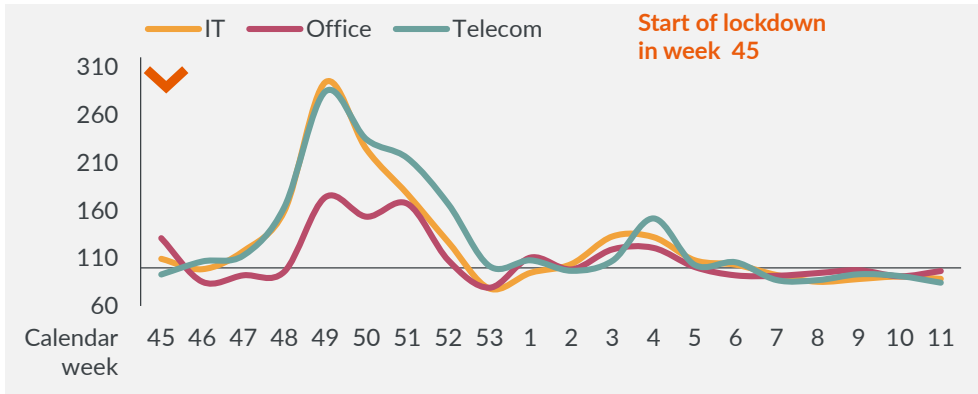
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet 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

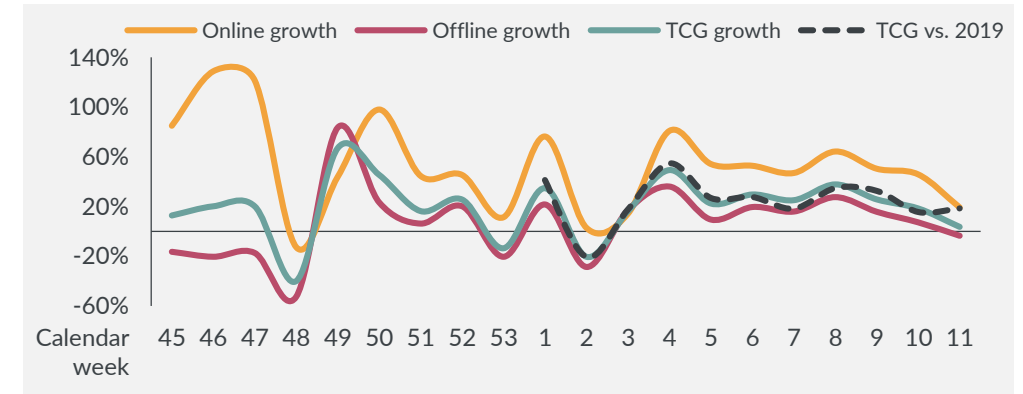


- Germany
- Great Britain
- > France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 11 (Mar 15 - 21)**
- Online sales further slowed to +19% and traditional retail turned negative to -3%. The total TCG market saw an uplift of +4% in week 11 vs. 2020. This equates to +18% vs. 2019.
 - A mixed picture for IT/Office products saw results ranging from -25% for laser printers to +28% for keying devices. Smartphones lagged at -10%.
 - In the SDA sector, air treatment led at +89%. Dental care and shavers lagged at -25% and -10% respectively. TV sales rose 12%.

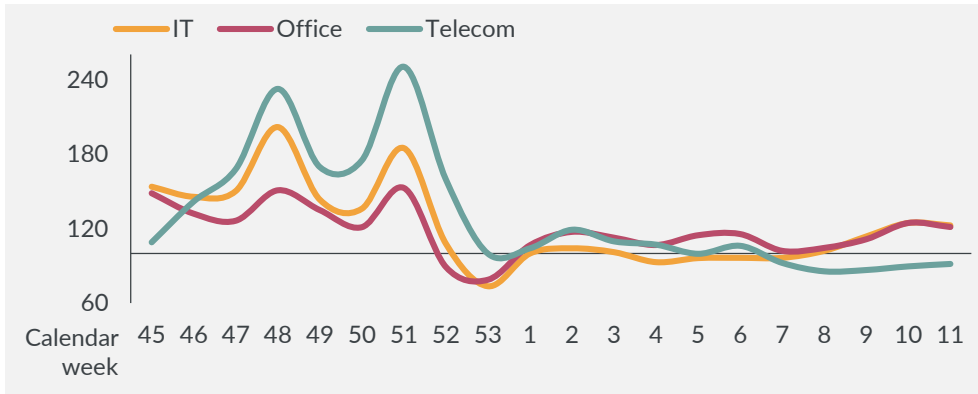
Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

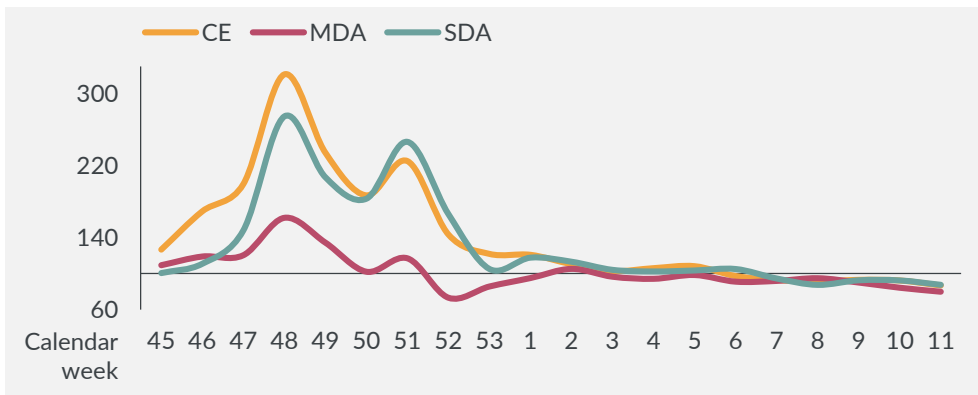
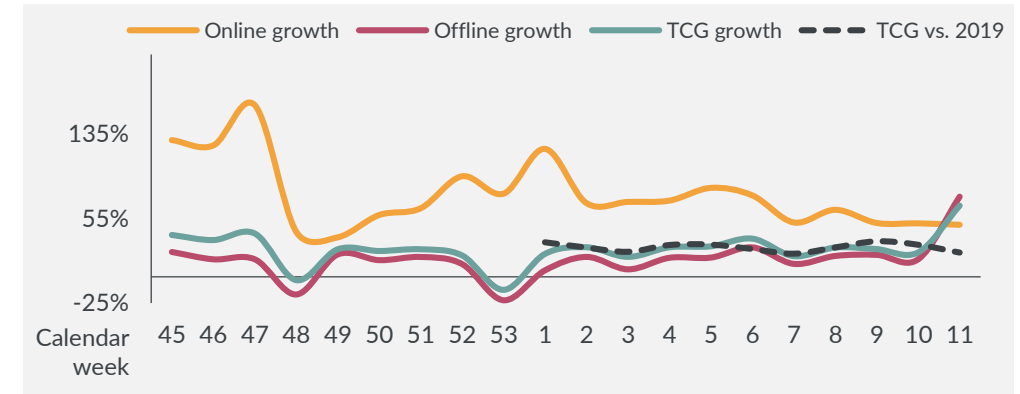


- Germany
- Great Britain
- France
- > Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 11 (Mar 15 - 21)

- Online sales posted a plus of 49% but traditional retail was even stronger and grew by 76%, This performance appears strong because of the comparison with a locked down week in 2020 when physical retail was closed. The total TCG market experienced an upswing of +67%. This equates +23% vs. week 11 in 2019.
- In the IT/Office sector, media tablets took the lead at +150%. Smartphones accelerated by 136%.
- SDA products posted triple-digit growth apart from air treatment and hot beverage makers. TV sales rose by 91%.

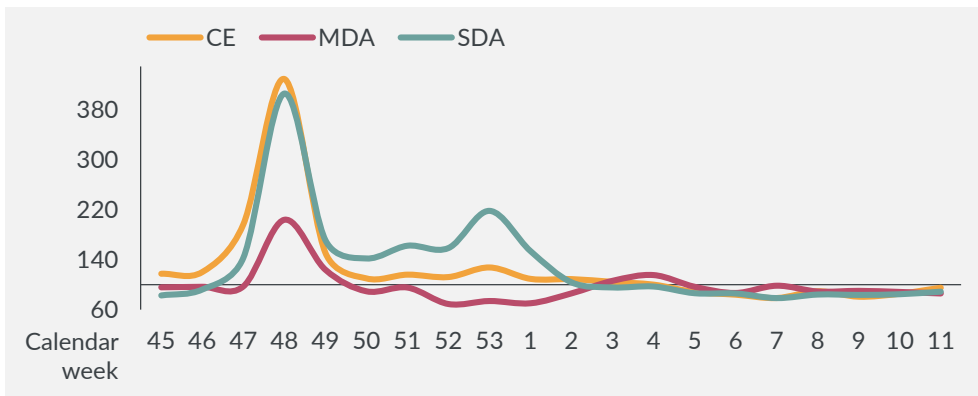
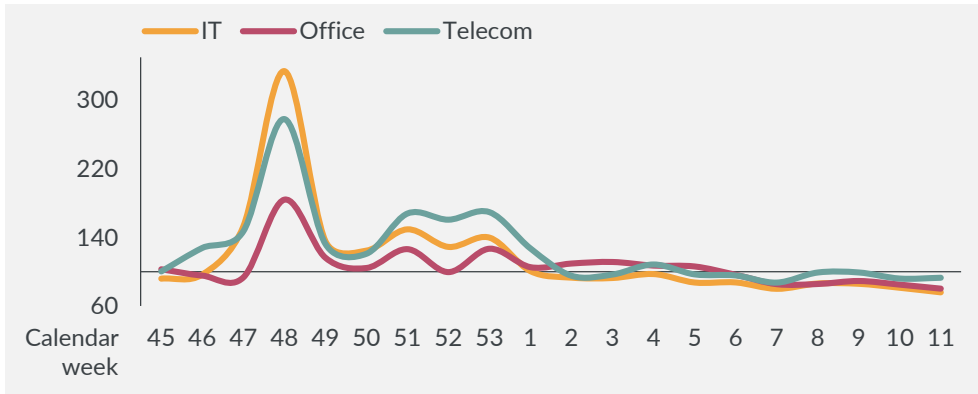
Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

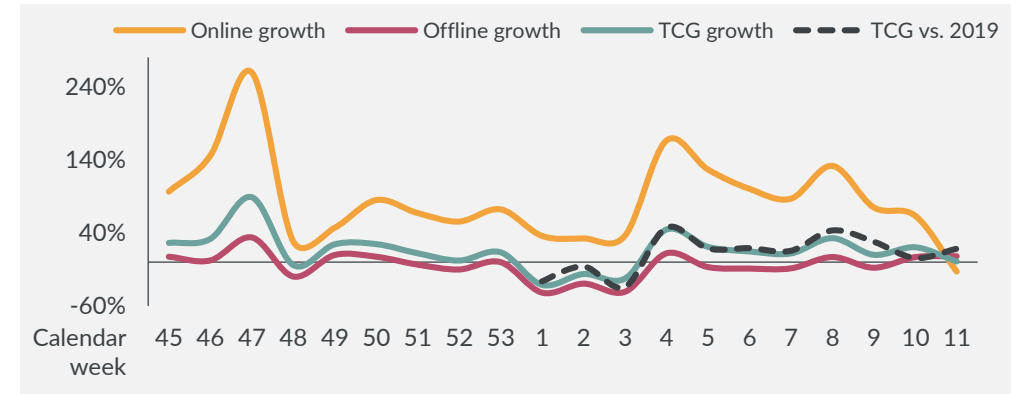


- Germany
- Great Britain
- France
- Italy
- > Spain
- Russia
- Japan
- Brazil
- China

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 11 (Mar 15 - 21)

- The total TCG market was stable at +1% compared to week 11 2020. Traditional retail rose +8% and online sales fell by -13%. Compared with 2019, the total TCG market accelerated by +18%.
- Week 11 saw headsets, desk computers and media tablets with positive double-digits. Mobile computing and printers were negative. Smartphone sales experienced a drop of -13%.
- SDA products accelerated in double-digits with shavers out in front at +146%. MDA products were weak. TVs saw an uplift of 34%.

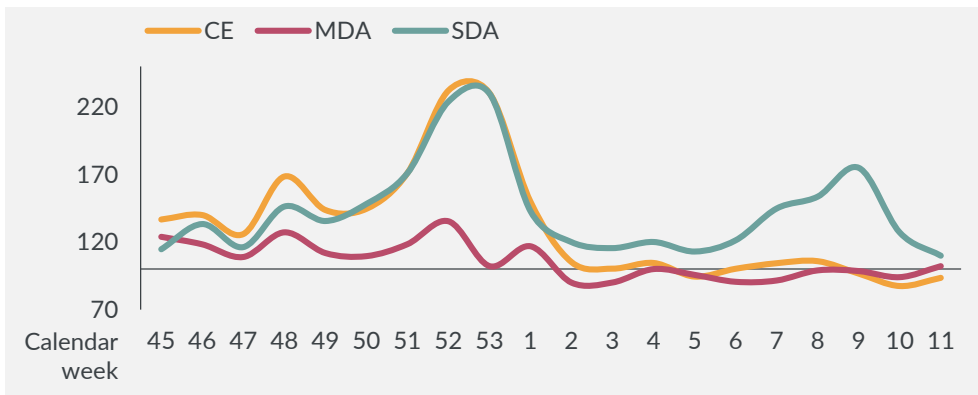
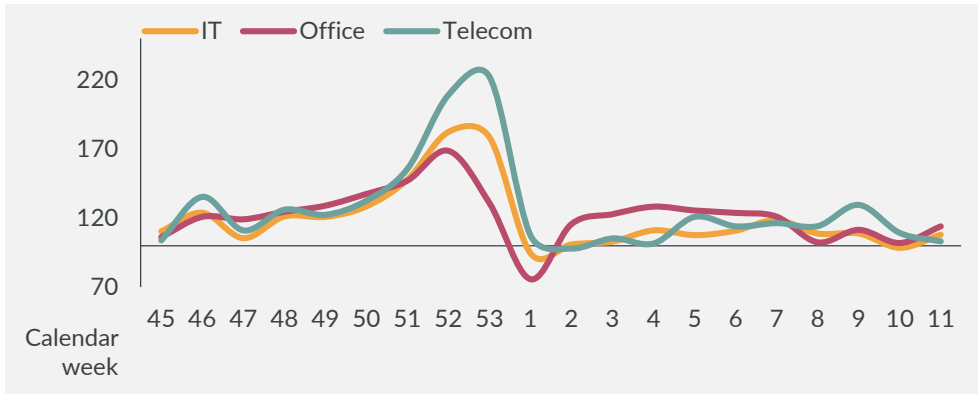
Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

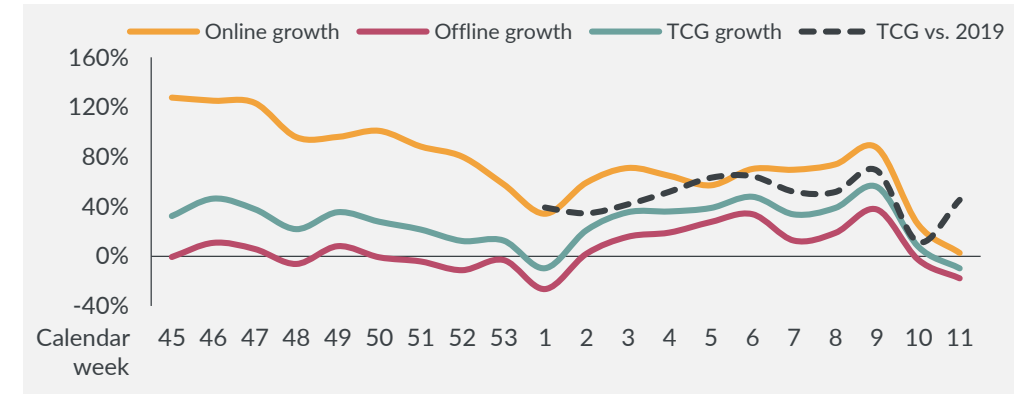


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 11 (Mar 15 - 21)**
- The total TCG market saw a strong drop to -10%. In 2020, week 11 saw extra-high sales due to the oil price drop and ruble devaluation. Compared to 2019, total TCG posted a plus of 45%.
 - IT/Office products continued their strong growth in week 11. Inkjet printers lagged at +8%. Smartphone sales slumped at -9%.
 - MDA products, food preparation and soundbars posted negative growth rates. TV sales experienced a decline of -33% while audio home systems posted +58%.

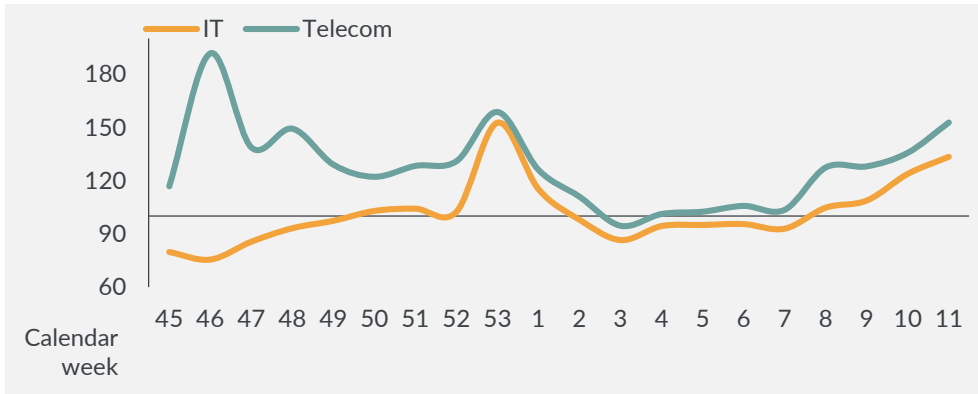
Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

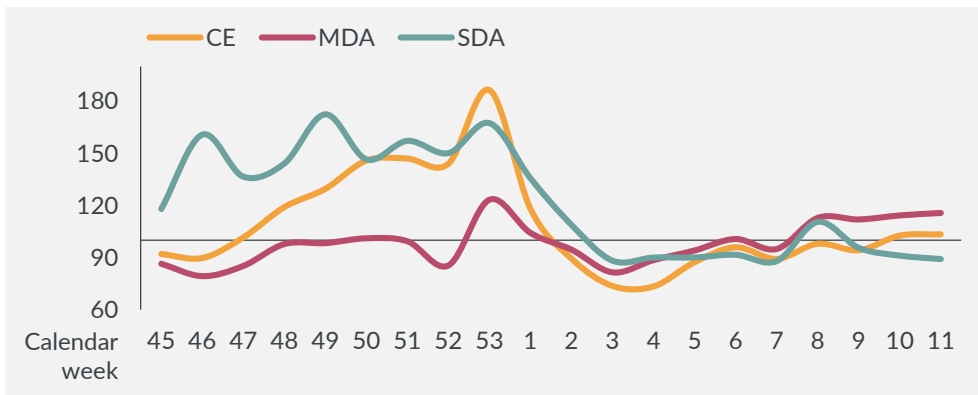
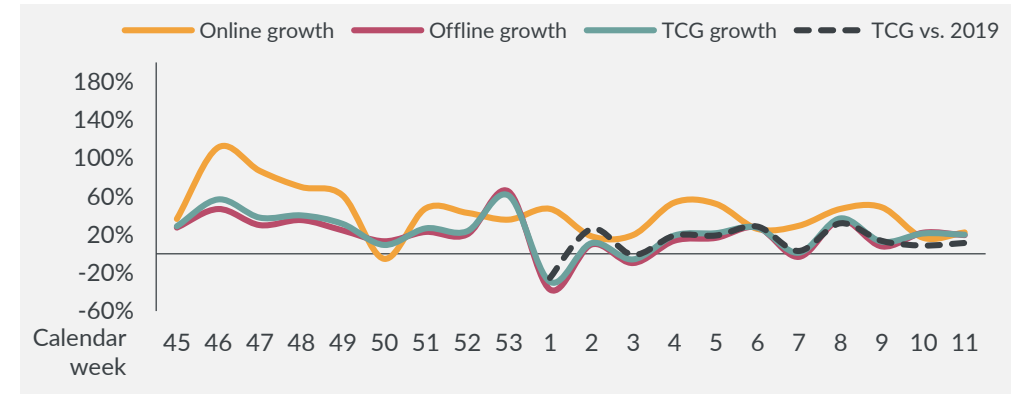


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- > Japan**
- Brazil
- China

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 11 (Mar 15 - 21)

- Traditional retail posted a growth of 19% and online sales experienced a plus of 22% which led to an uplift of the total TCG market of 20%. This equates to +11% vs. 2019.
- Mobile computing experienced a plus of 42%. Media tablets were up 16% and headsets rose 14%. Smartphone sales grew by 41%.
- Most MDA/SDA/CE products saw positive growth. TV sales were up 11%. Soundbars lagged at -1%. Audio home systems and air treatment slumped at -12% and -14% respectively.

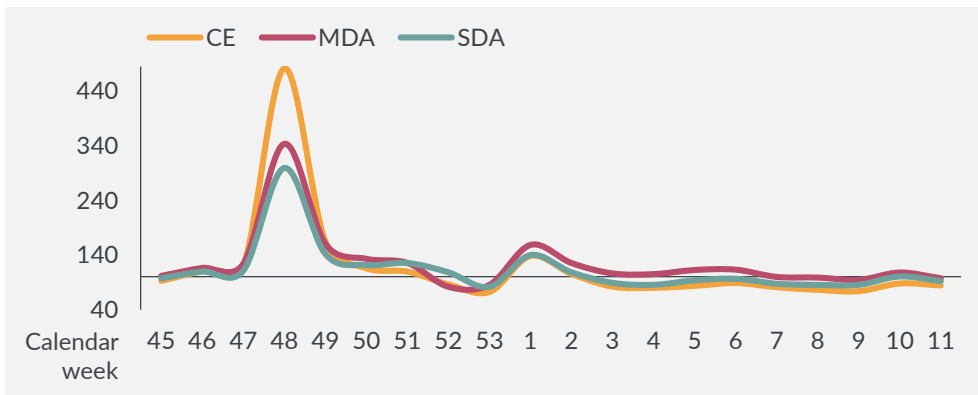
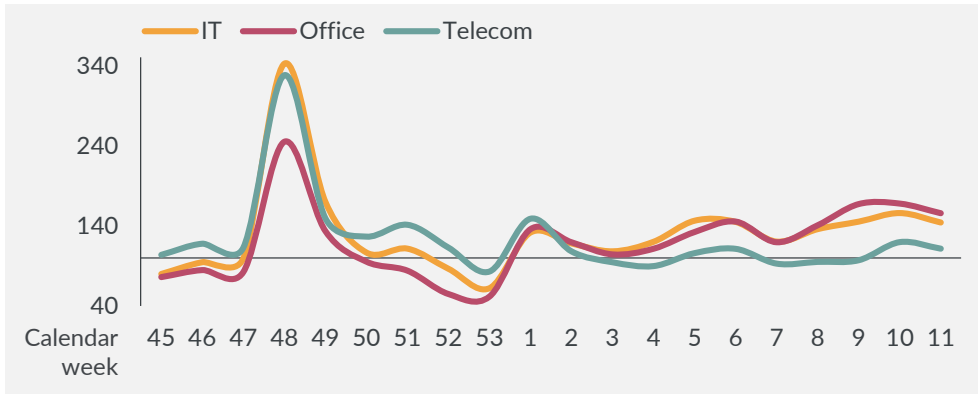
Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile computing, media tablets - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and 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

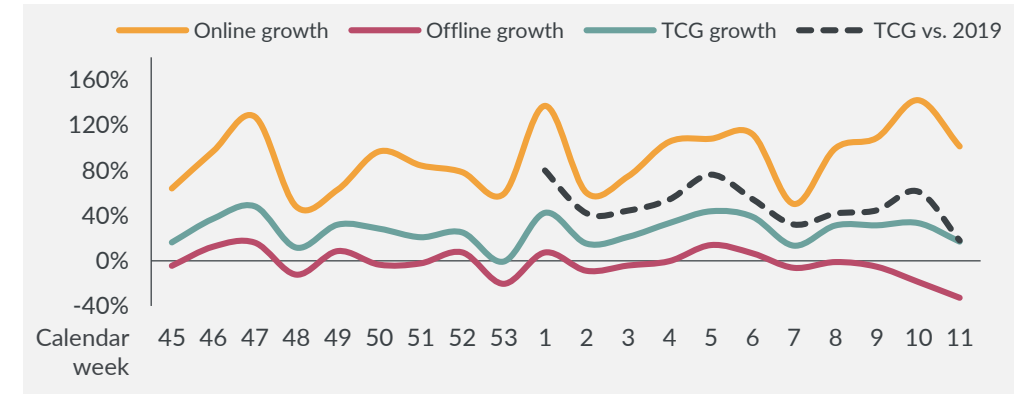


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil**
- China

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 11 (Mar 15 - 21)

- Traditional retail posted a decline of -33% and online sales delivered growth of 101%. This led to an upswing of the total TCG market of +17% vs. 2020. Compared to 2019, the growth was +18%.
- IT/Office products posted triple-digit increases with media tablets out in front at +117%. Laser printers were weaker at +103%. Smartphone sales grew by +42%.
- Vacuum cleaners, shavers and hot beverage makers delivered positive growth. TV sales decelerated by -10%.

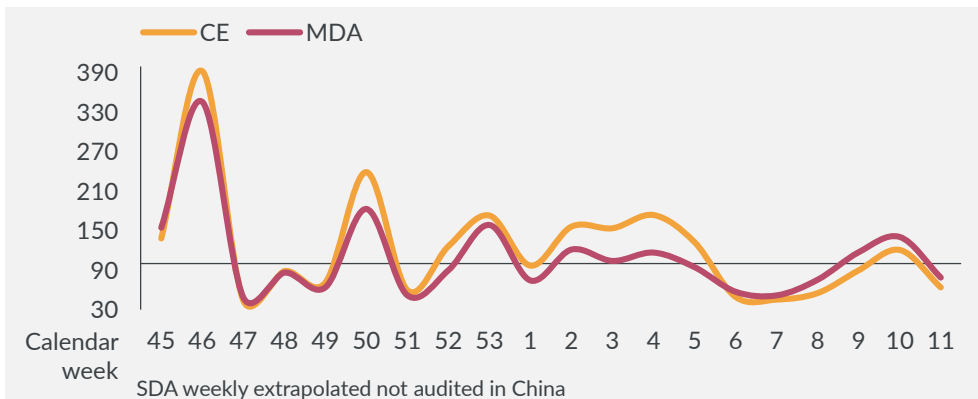
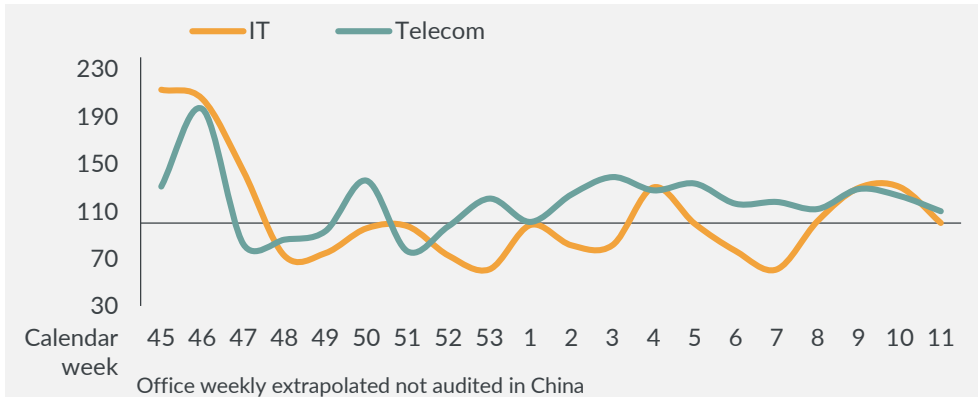
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2019 - 11 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems - 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

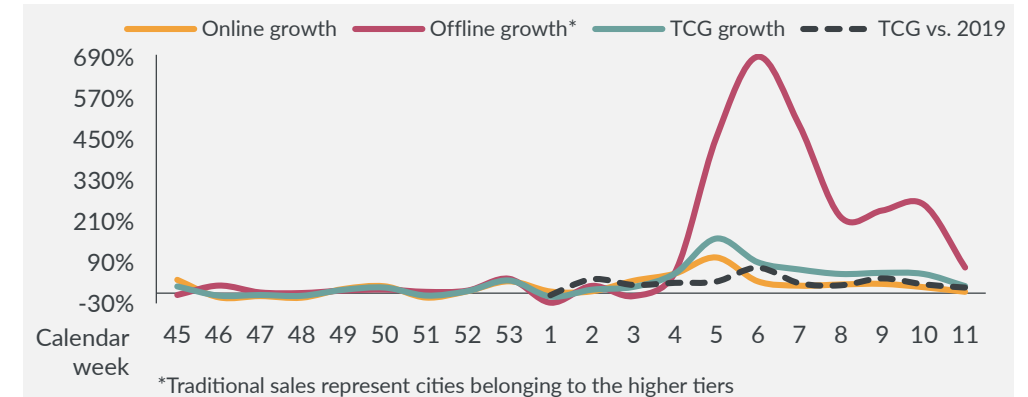


- Germany
- Great Britain
- France
- Italy
- Spain
- Russia
- Japan
- Brazil
- China

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 11 (Mar 15 - 21)

- Traditional retail posted an uplift of 75% vs. week 11 2020. Online sales were up +4%. The total TCG market increased by +21%. Compared to 2019, week 11 2021 delivered a growth of 17% for total TCG.
- Mobile computing decelerated by -6%. Smartphone sales increased by +41%.
- Cooling experienced a drop of 11%. Washing machines were stable at 0.2%. TV sales showed -19% compared to the same week 2020.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2019 - 11 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



Growth
from
Knowledge

Received this
from a colleague?

Register now to get this weekly
report delivered direct to you.

Authors:

Norbert.Herzog@gfk.com / Dagmar.Mende@gfk.com

Nevin.Francis@gfk.com / Sohjin.Baek@gfk.com

For more information, please contact
your local GfK account manager.

