



Growth  
from  
Knowledge

#MasterTheCrisis

# GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for  
the tech and durables market

**EDITION 52**

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

 <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 your 2021 planning</p>

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

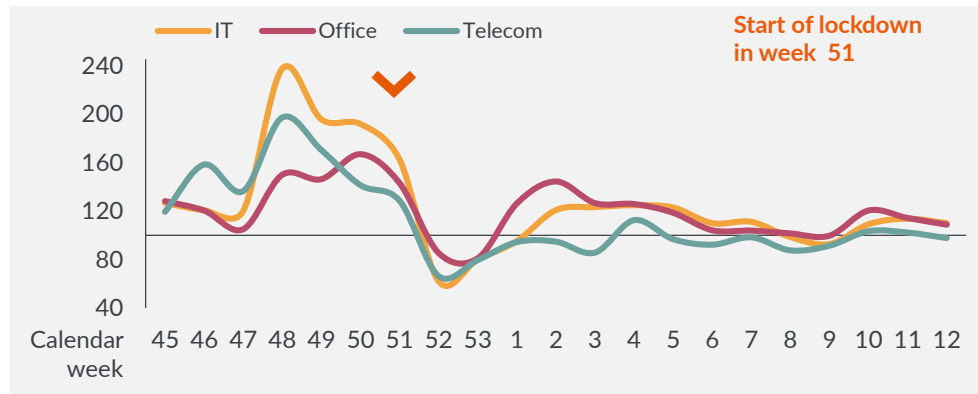
Brazil

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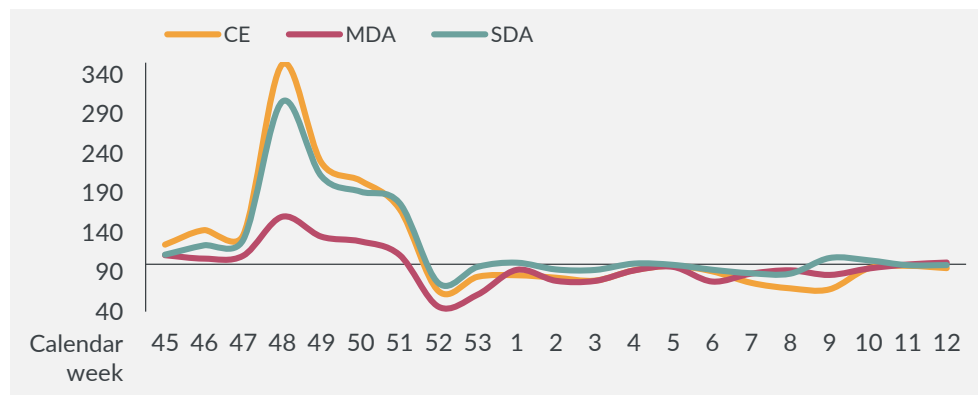
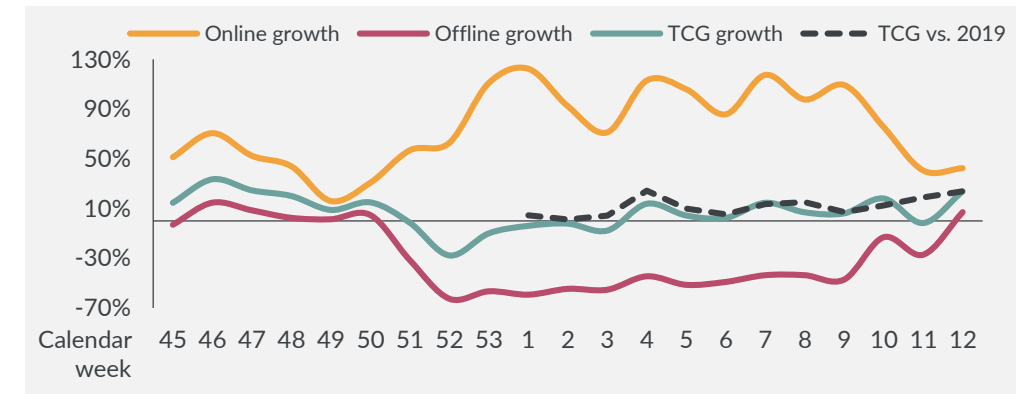
Please note: Below lines depict a sales index vs. an average 2020 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs. same week 2020).

Please note: Below lines depict the sales growth rate vs. same week 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 12 (Mar 22 - 28)

- The total TCG market returned to growth at +24% driven by the positive growth rate of traditional retail (+7%). Compared to 2019, the total TCG market also grew +24%.
- Media tablets took the lead within the IT/office sector at +124% while all other products saw negative growth. Smartphone sales accelerated by +24%.
- In week 12, all MDA/SDA/CE products displayed double-digit growth, ranging between +16% for cooling and +90% for hot beverage makers. TV sales saw an uplift of +56%.

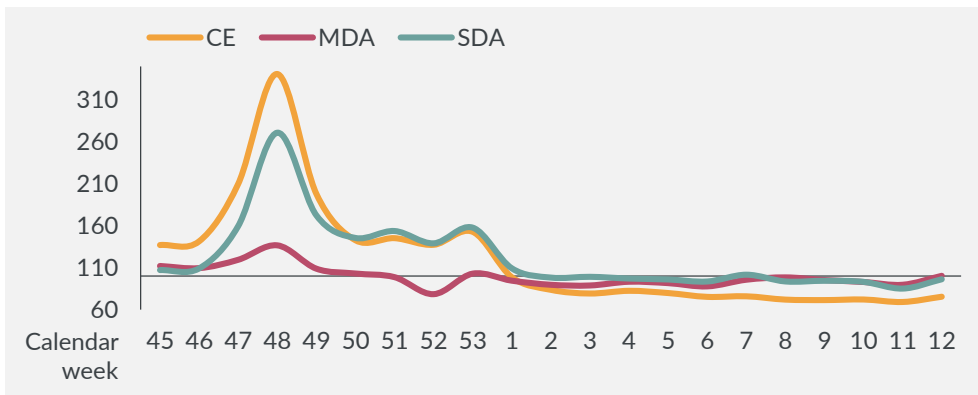
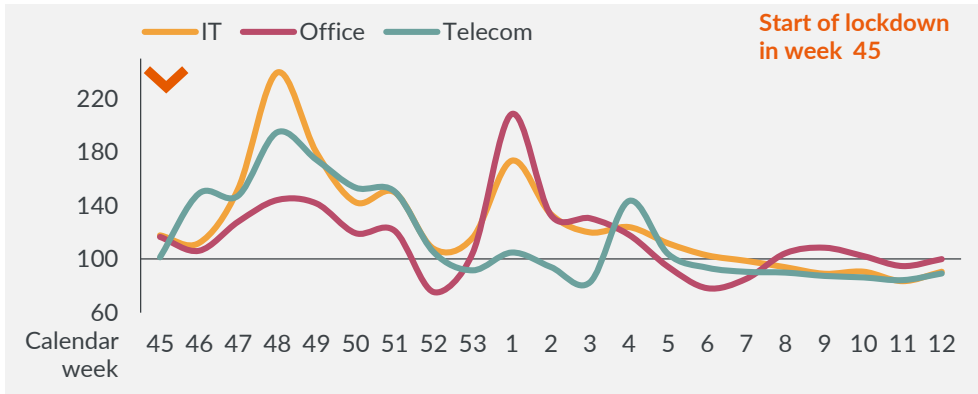
Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio 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

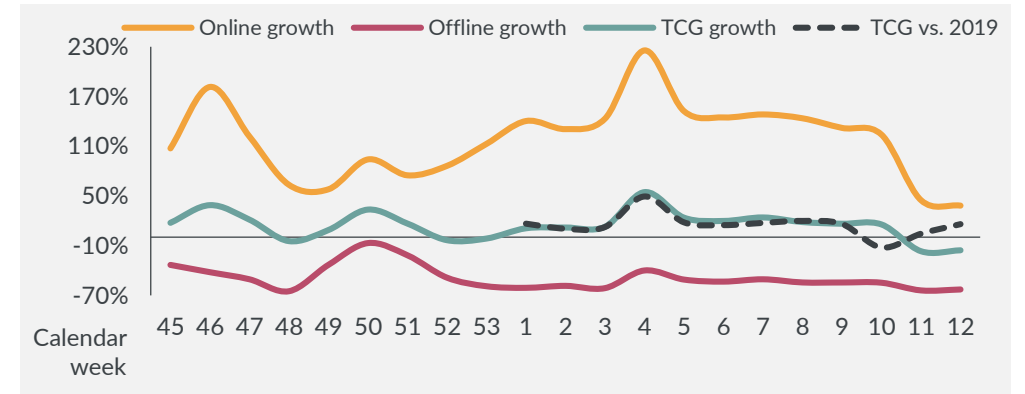


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- Online sales experienced an uplift of +38%. As traditional retail fell -63%, the total TCG market posted a minus of -16% vs. 2020. Compared to 2019, total TCG grew by +16%.
- IT/Office products experienced strong negative growth. Smartphones experienced a plus of 5%.
- While all SDA products posted double-digit growth rates, MDA lagged at -32% for cooling and -6% for washing machines. TV sales declined by 17% and audio home systems by -39%.

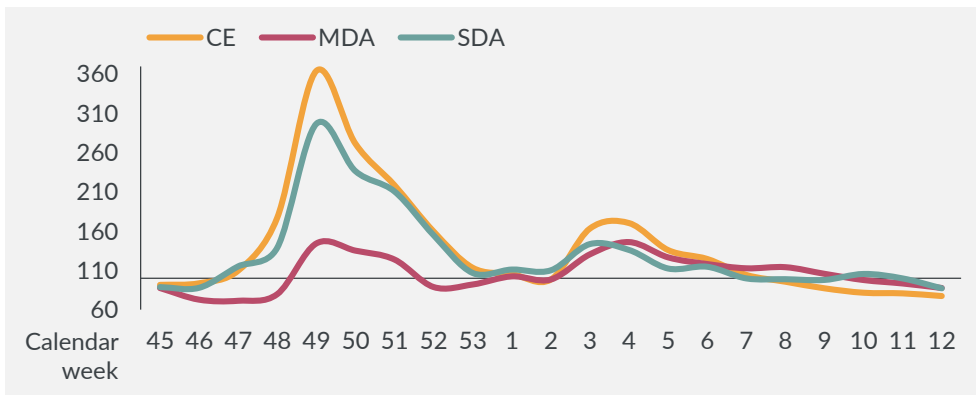
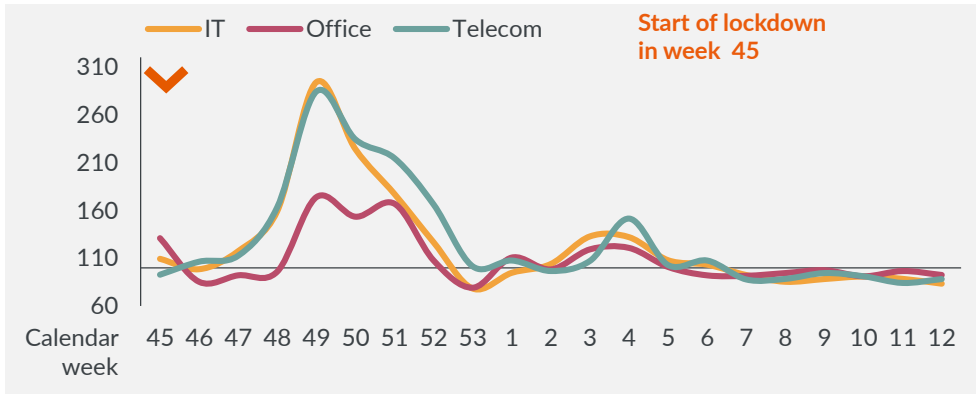
Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet 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

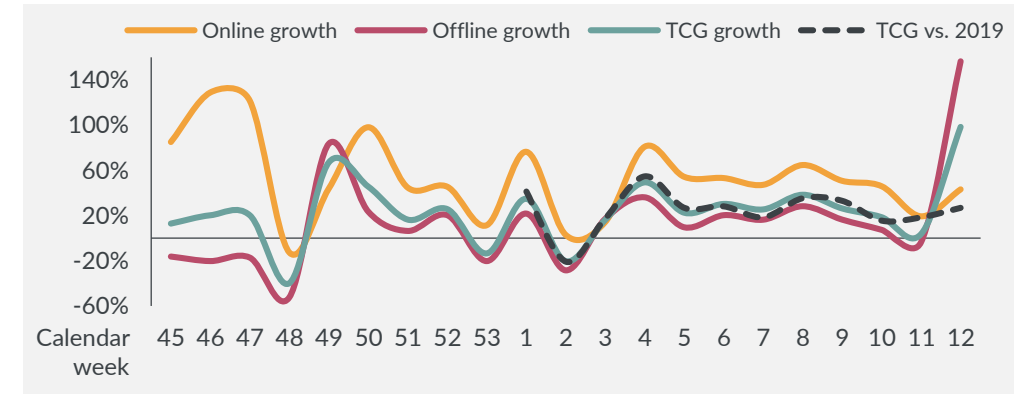


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- Week 12 in 2020 was the first lockdown week when physical retail was closed so traditional retail's increase of +156% in 2021 is of little surprise. In comparison to 2019, the total TCG market showed significant growth of +27%.
- Week 12/2021 saw strong smartphone sales at +256%. Printers decelerated at -54%.
- All MDA/SDA/CE products grew triple-digit apart from washing machines and shavers. Hot bev makers are out in front at +326%.

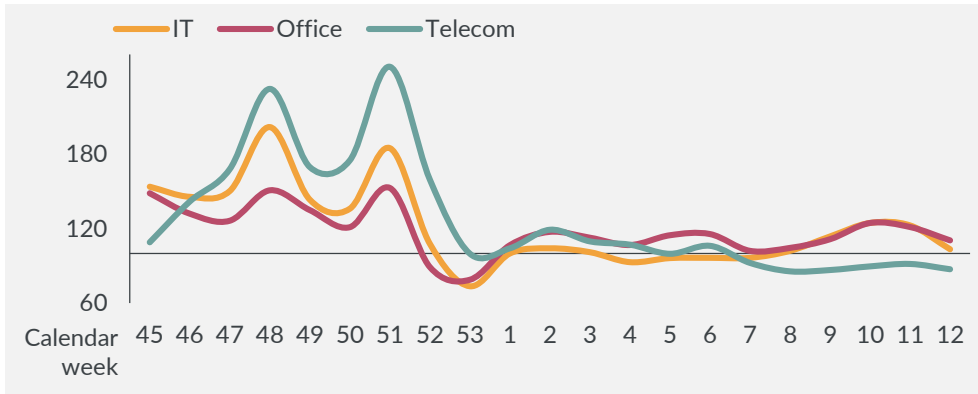
Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices - Office: Laser and inkjet printers - 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

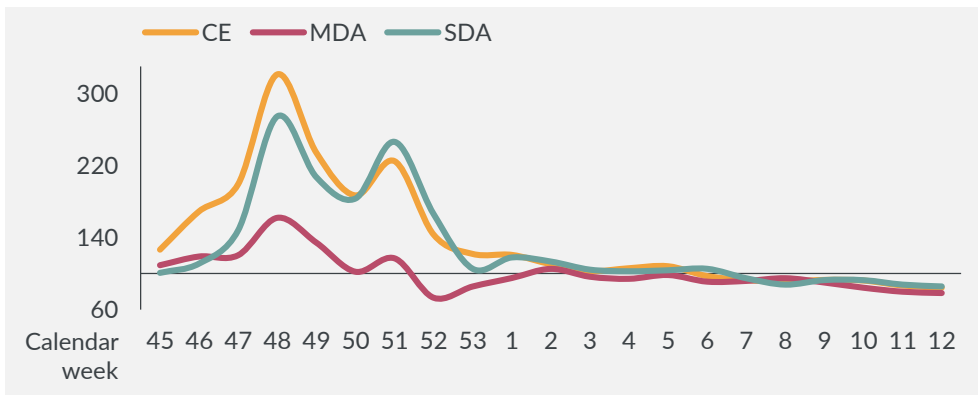
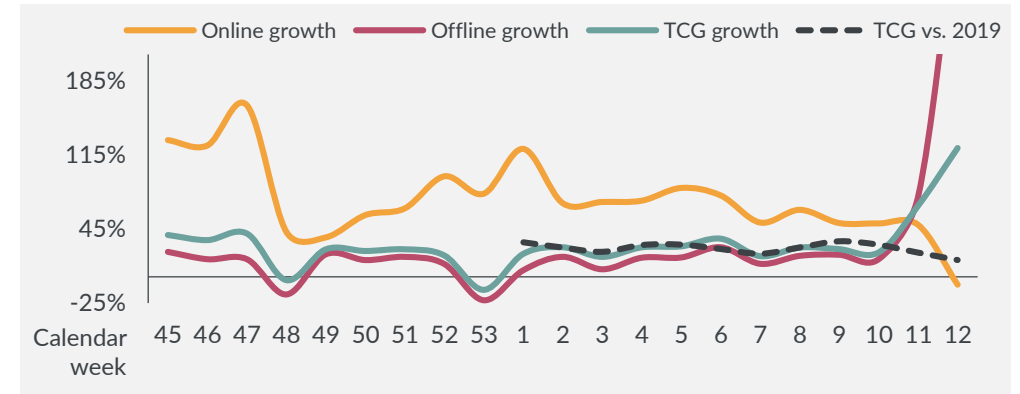


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- Traditional retail saw strong acceleration compared to 2020 at +346%. Online sales declined by -7%. The total TCG market posted a plus of 122%. This equates +16% vs. week 12 in 2019.
- In the IT/Office sector, printers delivered a weak performance at -10%. Smartphones accelerated by 233%.
- All MDA/SDA/CE products posted triple-digit growth apart from air treatment, shavers and audio home systems. TV sales rose by 179%.

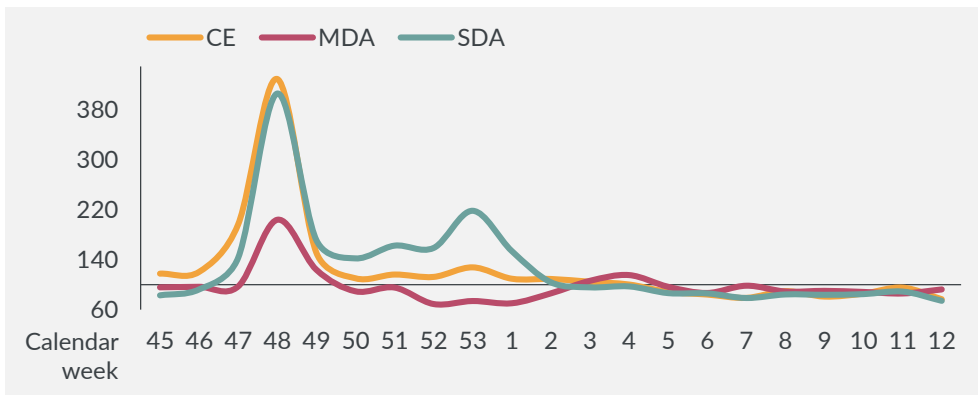
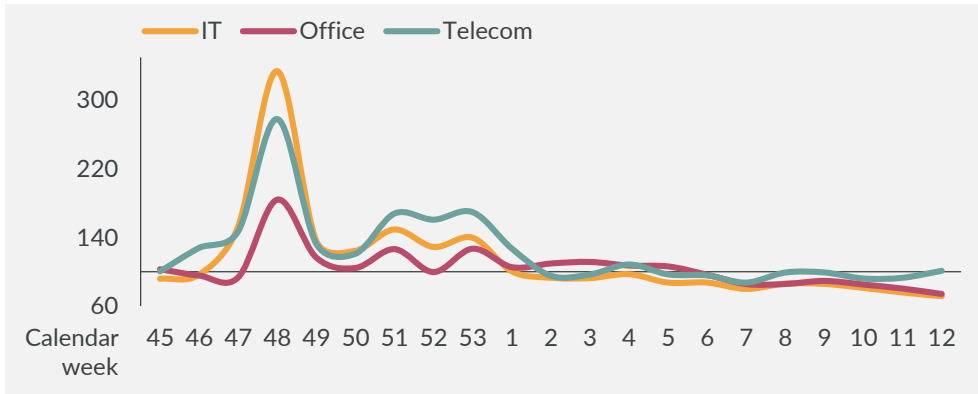
Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

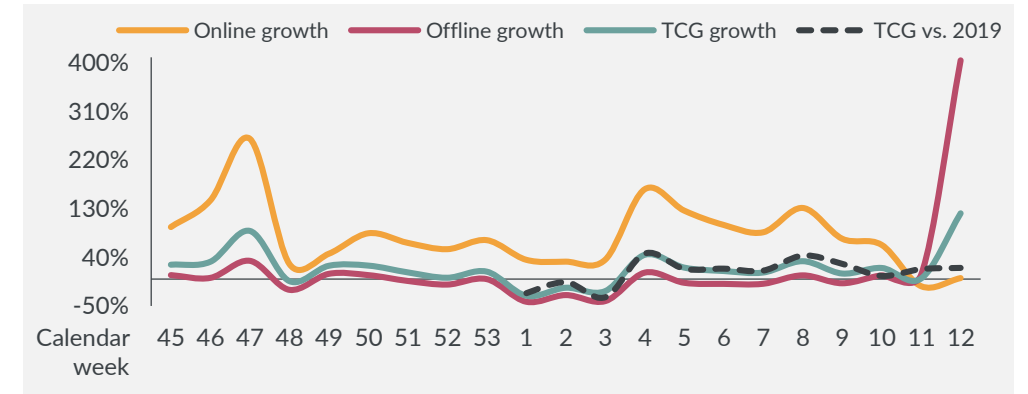


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- Considering the lockdown situation starting mid March 2020, the increase of traditional retail of +404% in 2021 does not surprise. In comparison to 2019, the growth of the total TCG market is +20%.
- Week 12 saw desk computers and media tablets post increases at triple digits. Mobile computing and printers were negative. Smartphone sales experienced an uplift of +324%.
- All MDA/SDA/CE products grew triple-digit with shavers out in front at +222%. TV sales experienced a growth of 126%.

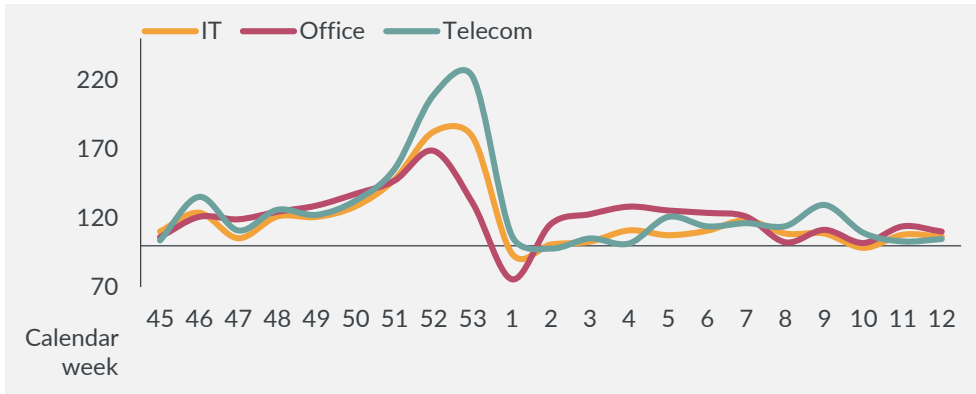
Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems, 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

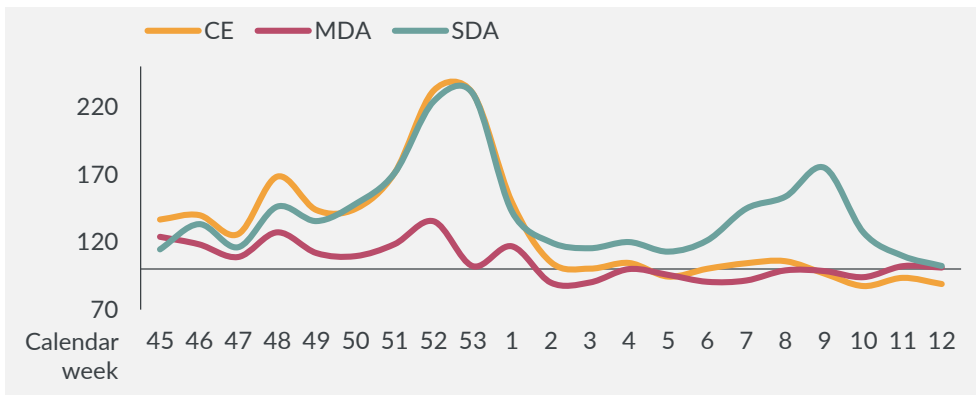
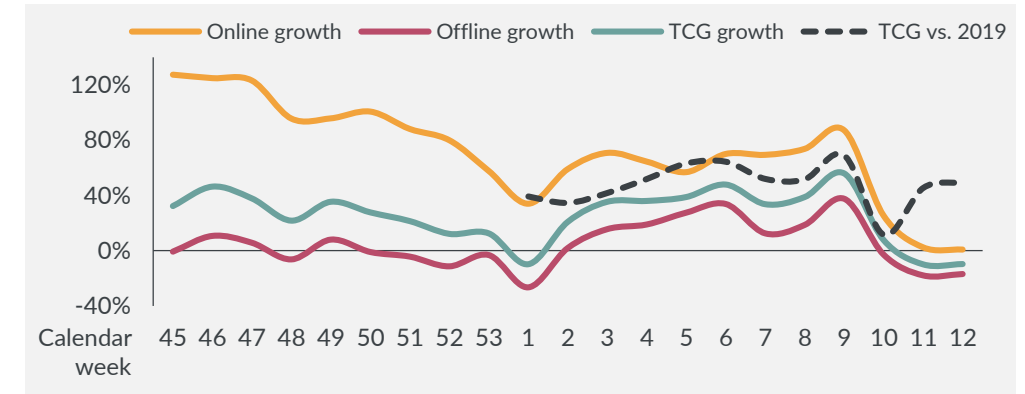


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- The total TCG market saw a strong drop to -10%, still a result of strong growth rates in 2020 due to the ruble devaluation. Compared to 2019, total TCG posted a significant plus of 50%.
- In a mixed picture for IT/Office products, there was a strong drop for mobile computing down 30%. Smartphones were up 11%.
- MDA products, air treatment and soundbars posted negative growth rates. TV sales experienced a decline of -37% while audio home systems posted an uptick of +31%.

Source: GfK Market Intelligence: Sales Tracking, Russia; Calendar week 1 2019 - 12 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

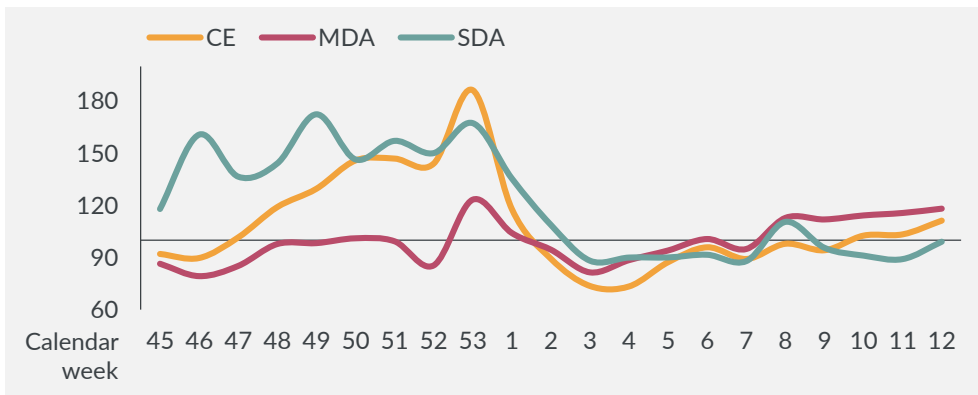
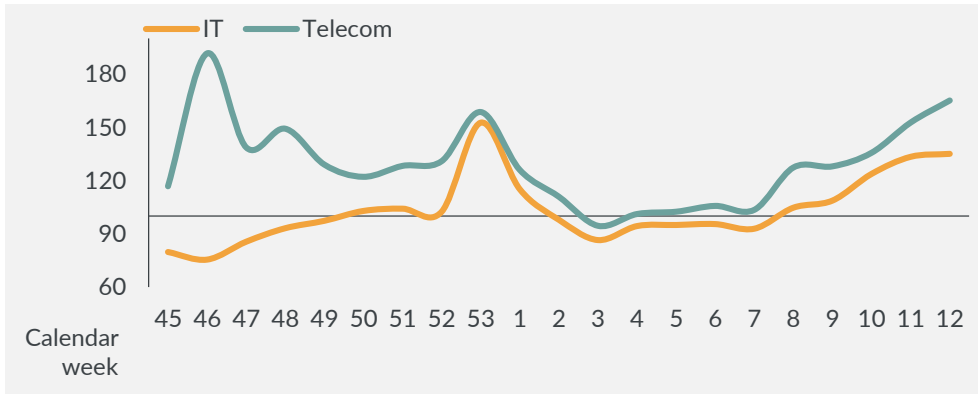


# Weekly retail insights from the Point of Sale: Spotlight on Japan

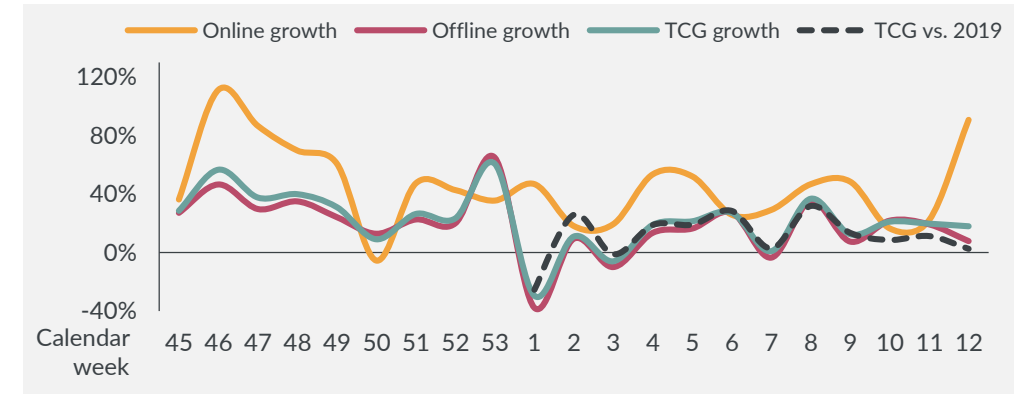


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- Traditional retail posted a growth of 8% and online sales experienced a plus of 91% which led to an uplift of the total TCG market of 18%. This equates to +2% vs. 2019.
- Mobile computing experienced a plus of 38%. Media tablets were up 43% and headsets rose 15%. Smartphone sales grew by 31%.
- Most MDA/SDA/CE products saw positive growth. TV sales were up 12%. Cooling lagged at +2%. Audio home systems and air treatment slumped at -12% and -7% respectively.

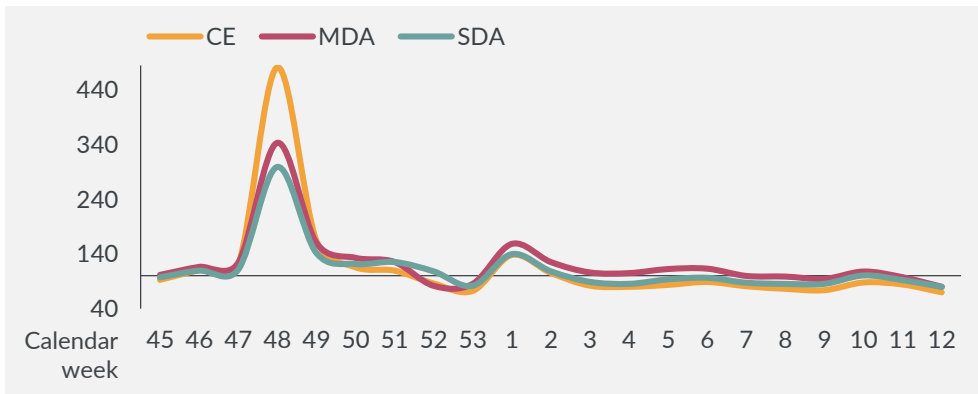
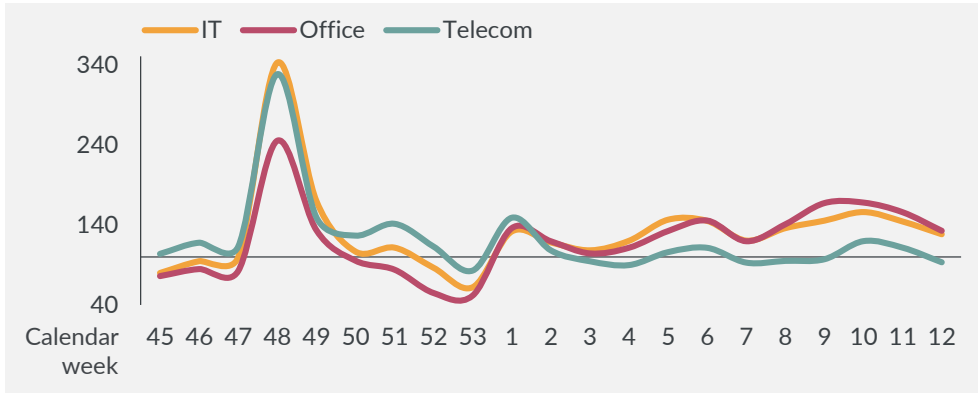
Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones, headsets - IT: Mobile computing, media tablets - Consumer Electronics (CE): TVs, audio home systems, soundbars - Major domestic appliances (MDA): Cooling and 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

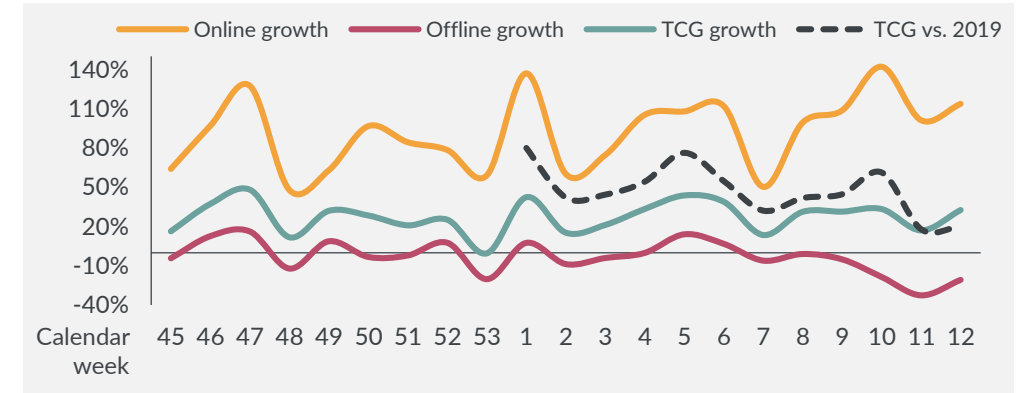


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- 💡 Traditional retail posted a decline of -21% and online sales delivered growth of 114%. This led to an upswing of the total TCG market of +33% vs. 2020. Compared to 2019, the growth was +20%.
- IT/Office products posted solid double-digit increases with media tablets out in front at +170%. Mobile computing was somewhat weaker at +16%. Smartphone sales grew by +54%.
- All MDA/SDA/CE products delivered positive growth with double-digit rates for the SDA sector. TV sales grew by +7%.

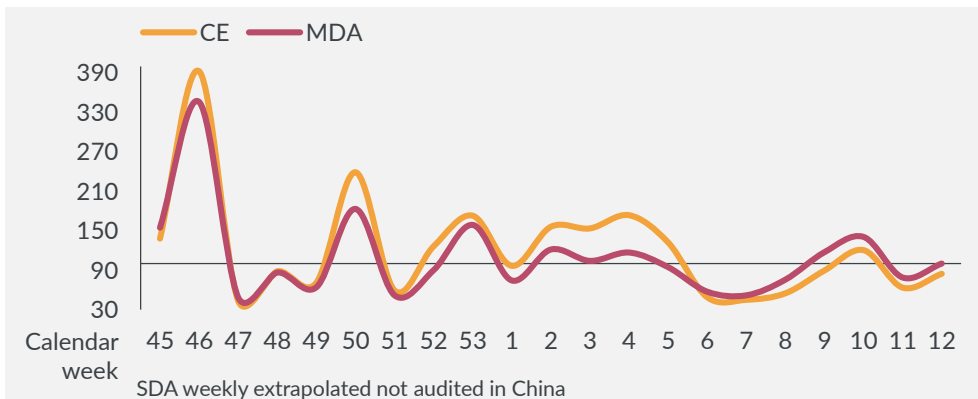
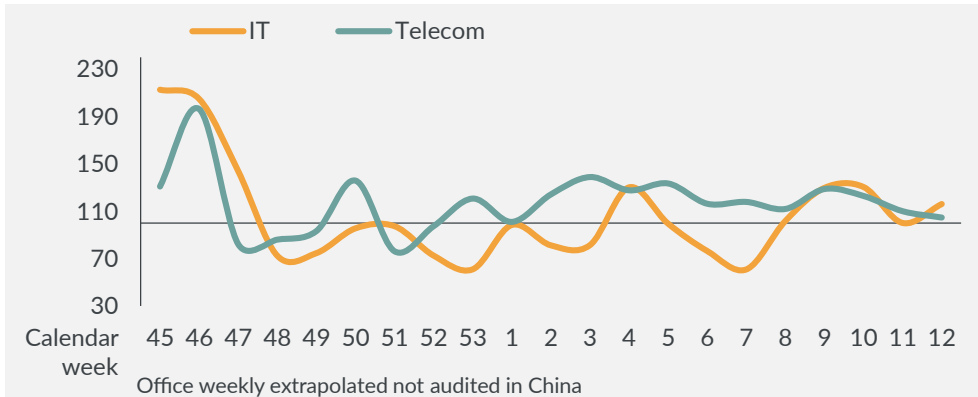
Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2019 - 12 2021; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems - 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

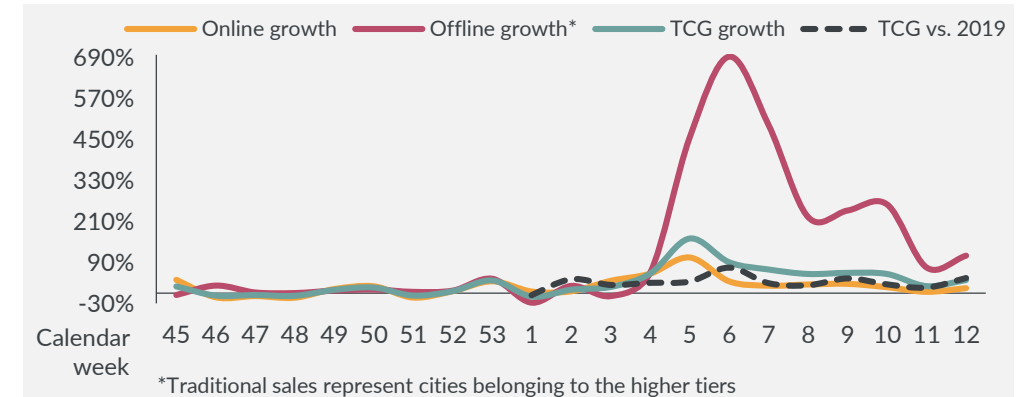


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Index: 2020 average weekly turnover in EUR = 100



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



## Key take aways in calendar week 12 (Mar 22 - 28)

- 💡 Traditional retail posted an uplift of 110% vs. week 12 2020. Online sales were up +14%. The total TCG market increased by +39%. Compared to 2019, week 12 2021 delivered a growth of 45% for total TCG.
- Mobile computing accelerated by +22%. Smartphone sales increased by +37%.
- Cooling and washing machines were up 57% each. TV sales showed +53% uptick compared to the same week 2020.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2019 - 12 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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