



Growth
from
Knowledge

COVID-19 Impact on Non Food Retail

Belgium

Week 11 2020 (March 9-15)



COVID-19: first impact on Non-Food markets

Big decline in turnover except for Electro



ELECTRO



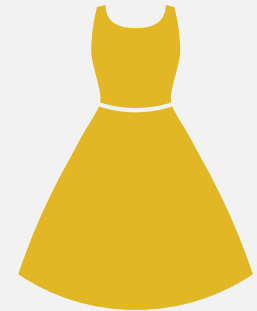
+4%

ENTERTAINMENT



-17%

FASHION



-33%

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)

Performance in value versus same week last year – Categories included: CE, MDA, SDA, IT, Office Equipment, Telecom / Music, Movies, Consoles, Games, Books / Clothing, Shoes

COVID-19: first impact on Electro market

Online growth 3x higher than 2020 trend

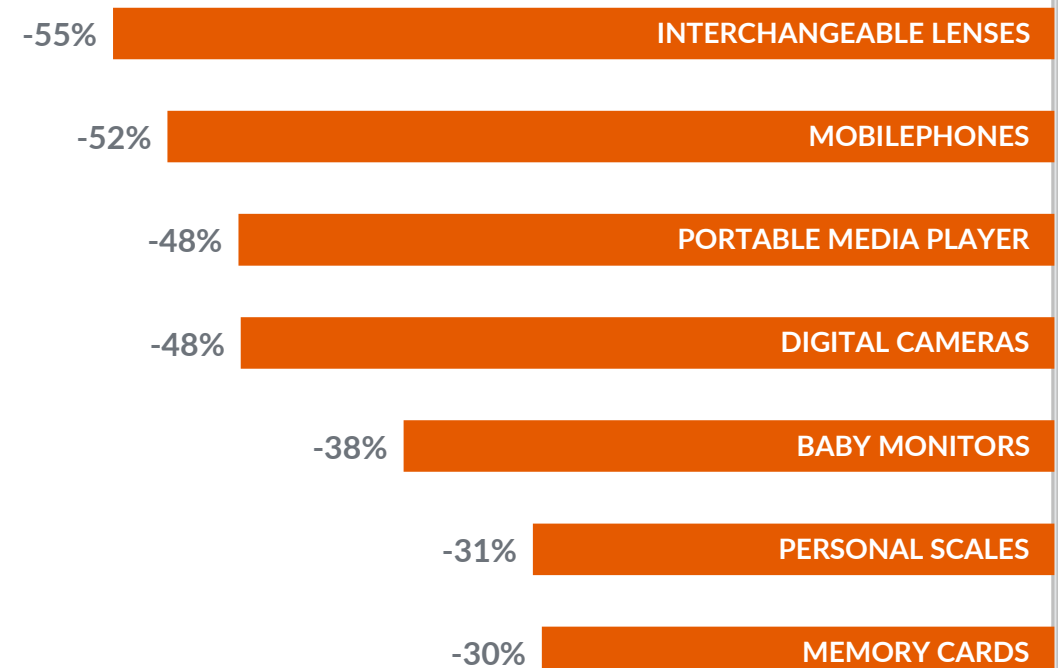


Online sales
+62%



Physical stores
-16%

Categories most impacted



Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)
Performance in value versus same week last year – Categories included: Consumer Electronics, Domestic Appliances, IT, Office Equipment, Telecom

COVID-19: Belgian consumers investing in office equipment to work & study at home



Turnover in Information Technology and Office Equipment increases by +33%

LAPTOPS



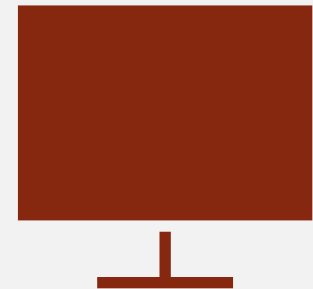
+44%

DESKTOPS



+31%

MONITORS



+122%

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)
Performance in value versus same week last year

COVID-19: Belgian consumers investing in office equipment to work & study at home



Turnover in Information Technology and Office Equipment increases in units

LAPTOPS



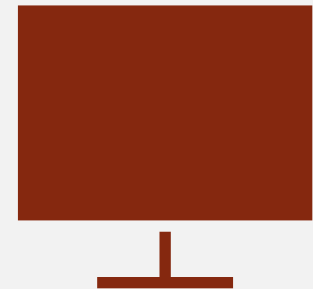
+39% u.

DESKTOPS



+25% u.

MONITORS



+130% u.

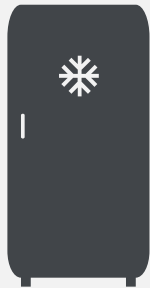
Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)
Performance in volume versus same week last year

COVID-19: Belgian consumers preparing for quarantaine impact on food supply



Homemade bread and soda drinks on the rise plus increased storage for frozen foods

FREEZERS



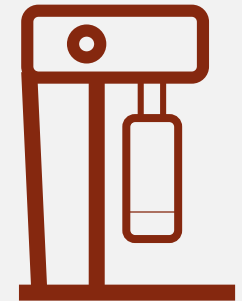
+169%

BREADMAKERS



+409%

SODAMAKERS



+38%

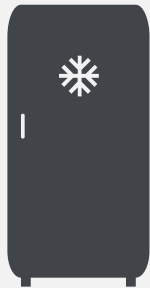
Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)
Performance in value versus same week last year

COVID-19: Belgian consumers preparing for quarantaine impact on food supply



Homemade bread, soda drinks and high storage freezers increase sales in units

FREEZERS



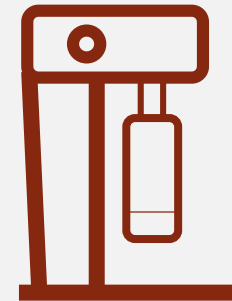
+175% u.

BREADMAKERS



+409% u.

SODAMAKERS



+43% u.

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 11 (March 9 to 15 2020)
Performance in volume versus same week last year

COVID-19 Tracking



Sharp decline in volume partially offset by higher prices

Total Assortment: 35 Mio €



Units **-8%**

Value **-2%**

Mobile Computing



Software



Monitors



Networking Devices



Phablets



Cartridges



Keyboards Mice



Units

+/- PY

+21%

-22%

+12%

-20%

-10%

+39%

+6%

Value

+/- PY

+ 9%

+11%

+1%

-12%

+ 2%

+21%

+27%

Source: Sell in data to retailers gathered via distributors – GfK Belgium Distributors Panel – Week 11 (March 9 to 15 2020)
Performance versus same week last year – Focus categories: IT, Office Equipment, Telecom (estimated coverage 75-80%)



Growth
from
Knowledge

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