

# COVID-19 Impact on Non-Food Retail

Belgium  
Week 12 2020 (March 16-22)



# COVID-19: first impact on Non-Food markets



## Week 12 - All stores closed: Online saves the day, except in Fashion



 **-56%**  
Physical stores

 **+166%**  
Online sales

 **-20%**  
Physical stores

 **+111%**  
Online sales

 **-91%**  
Physical stores

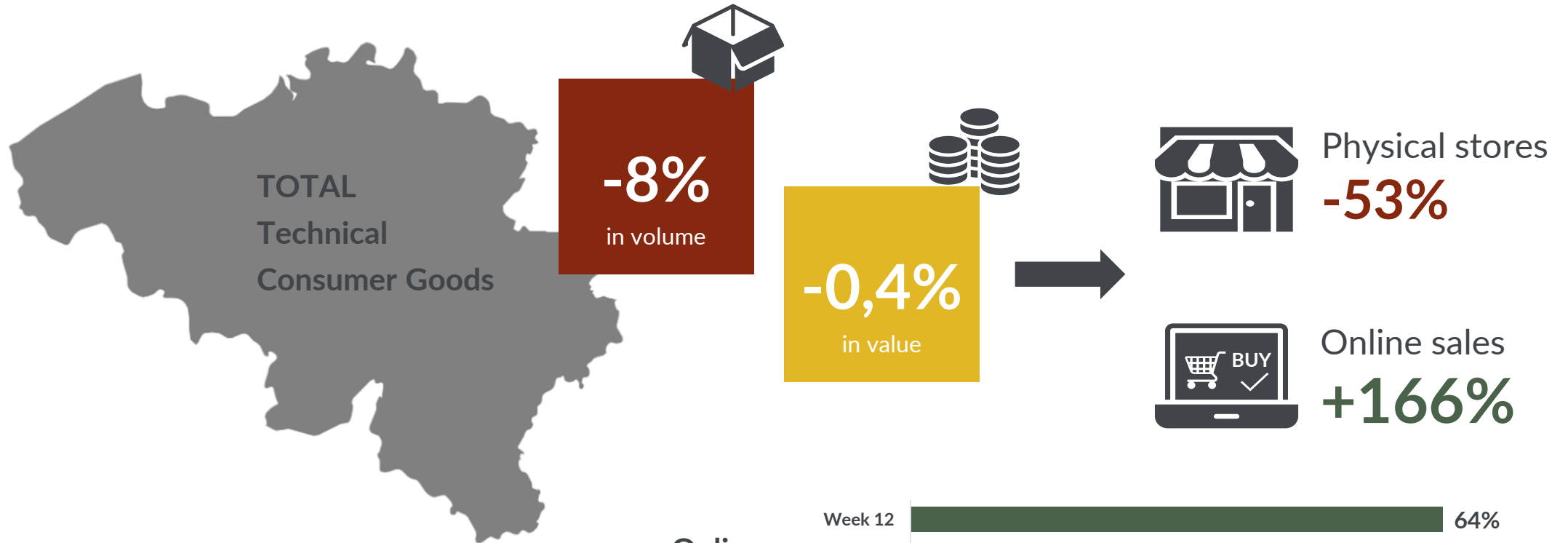
 **-5%**  
Online sales

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 12 (March 16 to 22 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



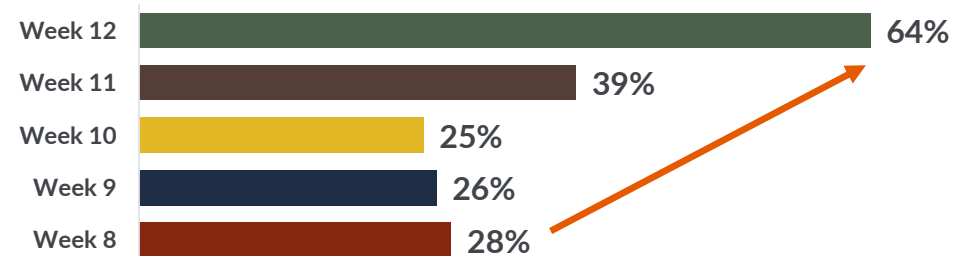
Landslide shift to Online sales because of store closures



## Week 12 :

All non essential stores closed as of Wed 18/3

Online  
Market  
Share



Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 12 (March 16 to 22 2020)  
Performance versus same week last year – Categories included: Consumer Electronics, Domestic Appliances, IT, Office Equipment, Telecom

# COVID-19: first impact on Electro market

## Best and worst performing categories on week 12



### TOP 5

+3,1 Mio €



+86%  
Laptops

+1,5 Mio €



+344%  
Freezers

+1,4 Mio €



+237%  
Monitors

+548K €



+148%  
MFD Printers

+438K €



+47%  
Headsets

### WORST 5

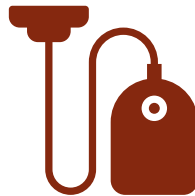
-5,2 Mio €



-49%

Smart/Mobile Phones

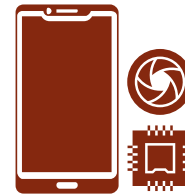
-494K €



-32%

Vacuum Cleaners

-384K €



-52%

Mobile Enhancements

-355K €



-72%

Digital Cameras

-265K €



-37%

Dishwashers

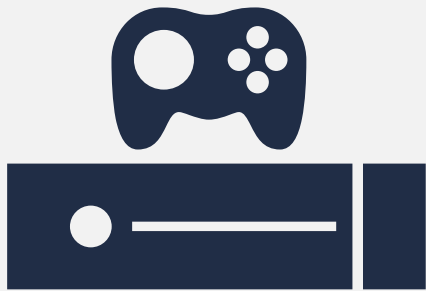
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Performance in value versus same week last year – Categories included: Consumer Electronics, Domestic Appliances, IT, Office Equipment, Telecom

# COVID-19: Belgian consumers confined to their homes are looking for ways to relax



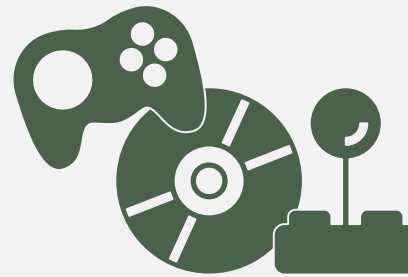
*“Here we are now, entertain us”*

GAME CONSOLES



+275%

GAMES



+43%

CHILDREN BOOKS



+34%

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Week 12 (March 16 to 22 2020)

Performance in value versus same week last year

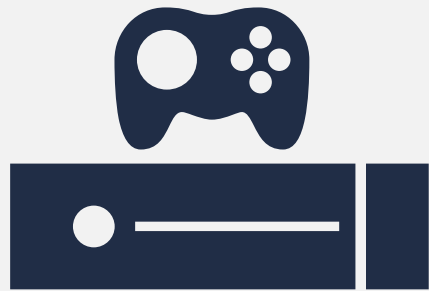
\*Quote from “Smells Like Teen Spirit” from Nirvana

# COVID-19: Belgian consumers confined to their homes are looking for ways to relax



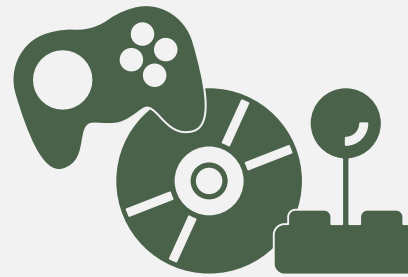
*“Here we are now, entertain us”*

## GAME CONSOLES



**+145%** units

## GAMES



**+48%** units

## CHILDREN BOOKS



**+32%** units

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Week 12 (March 16 to 22 2020)

Performance in volume versus same week last year

\*Quote from “Smells Like Teen Spirit” from Nirvana

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



Turnover in Information Technology and Office Equipment increases in units

LAPTOPS



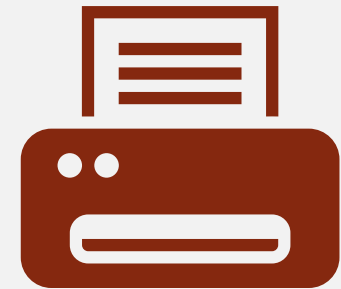
**+100% u.**

MONITORS



**+252% u.**

MFD PRINTERS



**+129% u.**

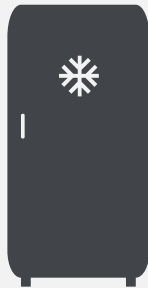
Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 12 (March 16 to 22 2020)  
Performance in volume versus same week last year

# COVID-19: Belgian consumers further equipping their homes during (semi-) lockdown



Besides securing food provision, consumers are also investing in personal hygiene

FREEZERS



+344%

BREADMAKERS



+818%

HAIR CLIPPERS



+90%

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 12 (March 16 to 22 2020)  
Performance in value versus same week last year

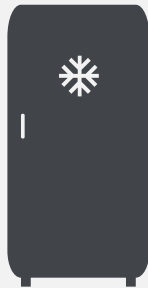


# COVID-19: Belgian consumers further equipping their homes during (semi-) lockdown



Besides securing food provision, consumers are also investing in personal hygiene

FREEZERS



**+346%** u.

BREADMAKERS



**+755%** u.

HAIR CLIPPERS



**+64%** u.

Source: Sell out data gathered via Point-of-Sale tracking – GfK Belgium Retail Panel – Weekly Leaderpanel – Week 12 (March 16 to 22 2020)  
Performance in volume versus same week last year

# COVID-19 Tracking in Distribution panel



Sharp decline both in volume and value

Total Assortment: 32 Mio €



Units **-29%**

Value **-18%**

Mobile Computing



Software



Monitors



Networking Devices



Phablets



Cartridges



Keyboards Mice



Units

+ - PY

**-10%**

**-41%**

**+23%**

**+9%**

**-48%**

**-35%**

**+9%**

Value

+ - PY

**+ 9%**

**+12%**

**-5%**

**-14%**

**-58%**

**-26%**

**+10%**

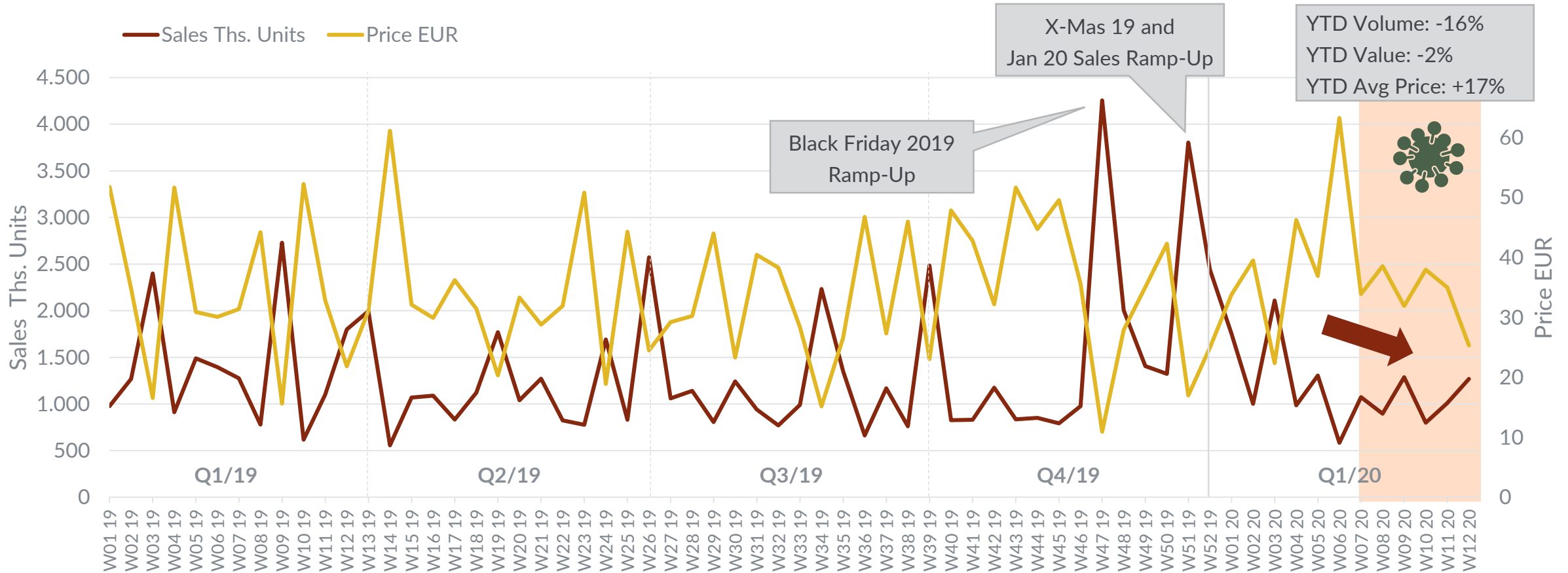
Source: Sell in data to retailers gathered via distributors – GfK Belgium Distribution Panel – Week 12 (March 16 to 22 2020)  
Performance versus same week last year – Focus categories: IT, Office Equipment, Telecom (estimated coverage 75-80%)

# COVID-19 is influencing supply chains already



Distributors are getting under pressure, shortage applies, prices increasing

## Distribution Sales & Price Development



Source: GfK Belgium Distribution Panel, all product groups, all client types, sales units & prices in EUR by week, week 01/2019 - 12/2020  
 Year-To-Date performance versus same period last year (week 1 to 12) - Focus categories: IT, Office Equipment, Telecom (estimated coverage 75-80%)



Growth  
from  
Knowledge

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