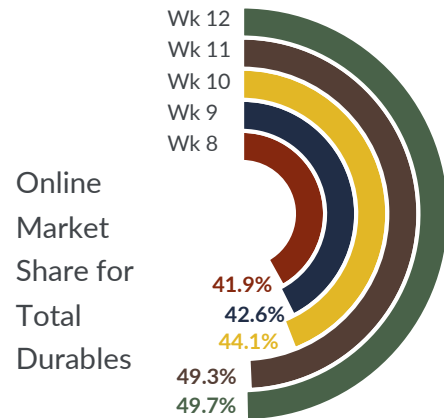
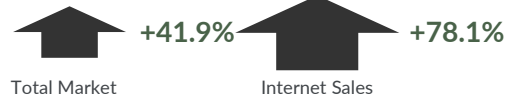


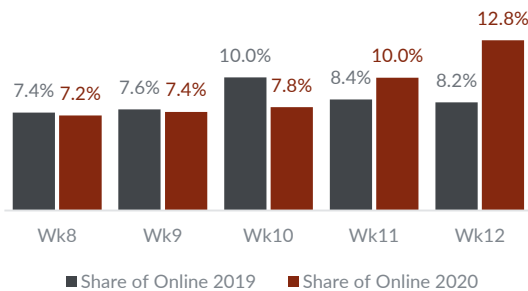
COVID-19 drives sales growth in the GB Durables Market



Total Durables Market growth in Wk 12 (YoY)



% Share of Total Online Sales year to date by week



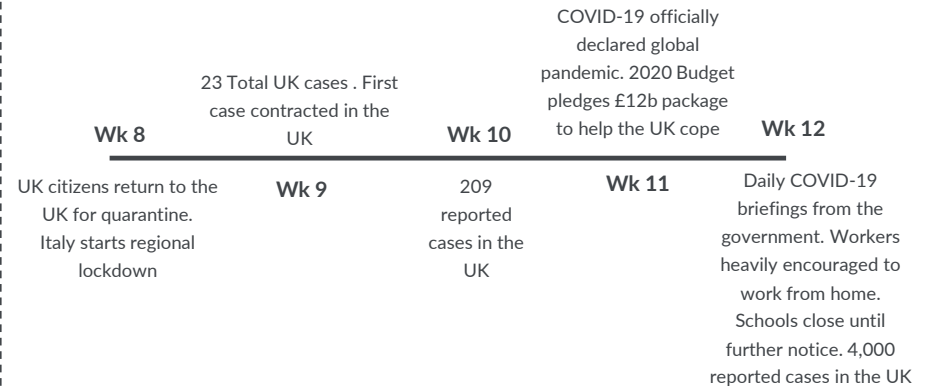
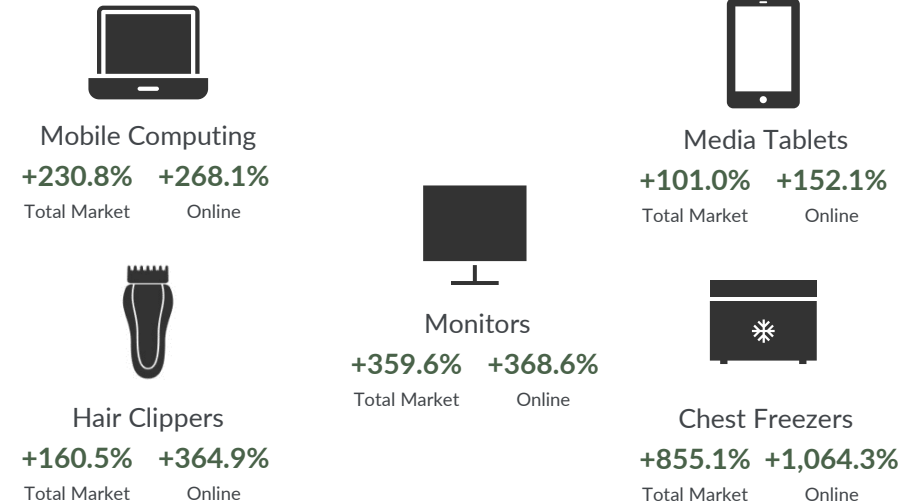
After an initial drop in the market in wk 10 as COVID-19 started to spread, it has rebounded dramatically as consumers prepared themselves for 'lockdown'. Compared to wk 12 in 2019, there is growth of 41.9%. This is driven largely by an increase in online activity, which is up 78.1%. As a result, online share has grown and it accounts for almost 50% of the market.

Consumers are spending considerably more than they normally would at this time of the year. So far, wk 12 accounts for 12.8% of total online sales for 2020 (wk 1-12 2020). To compare, wk 12 only accounted for 8.2% of 2019's (wk 1-12 2019) online spend to that point.

A continued driver of this trend is coming from home office equipment, with growth in Laptops and Monitors as more people are encouraged to work from home and wish to imitate their office setup. Temporary closure of non essential businesses such as barbers and hairdressers has driven the growth of Hair Clippers and Chest Freezers continue to see incredible growth as consumers are more conscious of their food reserves.

Many traditional retailers have closed their high street stores as GB enters lockdown. As a result we can expect online sales to continue to prosper. However, such rapid rate of sale will put a strain on retailer's supply lines and it will be interesting to see if online will be able to cover the loss of traditional stores.

Wk 12 Growth Rates (YoY)



GfK GB PoS Data. All figures in Value. Total Durables includes All Weekly product groups. Wk 8 2019 (17/02/19-23/02/19), Wk 9 2019 (24/02/19-02/03/19), Wk 10 2019 (03/03/19-09/03/19), Wk 11 2019 (10/03/19-16/03/19), Wk 12 2019 (17/03/19-23/03/19), Wk 6 2020 (02/02/20-08/02/20), Wk 7 2020 (09/02/20-15/02/20), Wk 8 2020 (16/02/20-22/02/20), Wk 9 2020 (23/02/20-29/02/20), Wk 10 2020 (01/03/20-07/03/20), Wk 11 2020 (09/03/20-15/03/20), Wk 12 2020 (16/03/20-22/03/20).