

## MONTHLY REPORTS HELP ELECTRONICS RETAILER GROW MARKET SHARE

**Our point of sales data enables eXtra to align product availability with market demand, as well as optimize its product assortment, distribution and pricing strategy.**

### The client

eXtra is Saudi Arabia's largest consumer electronics and home appliances retailer. It has more than 13 million customers as well as 39 stores across the Kingdom of Saudi Arabia, one store in Bahrain and two in Oman.

### Situation

Our point of sales solutions keep retailers and manufacturers around the world up-to-date on which products are selling, where, when and at what price. However, we depend on the cooperation of partners such as eXtra to access the data we need to provide our clients with these insights. Because eXtra is the largest supplier of consumer electronics and home appliances in Saudi Arabia, we wanted to establish a mutually beneficial relationship with the company.

### Approach

Since 2013, eXtra has been sharing its point of sales data with us in exchange for a set of standard and customized monthly GfK retail reports. Where some retailers seek payment to share this data, our partner believes that the benefit of our services is valuable compensation.

In addition to our standard point of sales reports, we give eXtra access to detailed breakdowns by market

segments, product categories, regions and more. We also provide it with information that allows historical comparisons with earlier financial quarters and years. This insight enables our partner to pick up market trends at an early stage and take the necessary action to capitalize on them.

### Outcome

eXtra uses our reports to align product availability with the expected market demand, as well as optimize its product assortment, distribution and pricing strategy. The company has outperformed the growth of the region's consumer electronics market since 2013. For 2014, our partner enlarged revenues by 1.8% when the market shrank by 11% compared to 2013. When comparing 2015 to the previous year, the market declined by 2.1% while eXtra grew by 5.3%.

The reports address the needs of a broad range of stakeholder at eXtra, including managers, buyers and the marketing team. It helps them to set clear strategies for commercial growth, negotiate with suppliers and increase return on investment. With accurate and granular retail sales data, our partner has a good understanding of how products and services are performing in the market as well as a clear view of local and global trends.



**“We have been working together with GfK since 2013 to comprehend the consumer electronics market in Saudi Arabia. More effective marketing and understanding of product trends help us to enhance our performance in this market. Our relationship with GfK has been resulting in an increase in market share and enhanced relationships with our vendors.”**

Mohammed Elsadek,  
Marketing Manager

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### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.