



Growth
from
Knowledge



Peak Season 2020

If you know

your customer,
you can adapt
and win.



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If you know what consumers
need, you can win in the busy
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Riding the second wave

As the technology and durables industries race to recalibrate and adapt to the “new normal”, there are plentiful challenges but also great opportunities for the year-end peak season 2020

As if manufacturers and retailers weren't already operating in a challenging business environment, with geopolitical turbulence from Brexit, trade wars and global protests, coronavirus has been the most disruptive event for at least a generation.

Brands have contended with changing consumer behavior for some time, but the pandemic has only served to further accelerate customer expectations at a time when supply chains have also been drastically disrupted.

As we now enter the year-end peak season 2020, which includes Black Friday, Cyber Monday and Christmas, parallel with a second wave of the virus, companies sit at a crossroads, faced with an urgent need to adapt to the new normal and differentiate their ecommerce experience.

PRE-CRISIS TRENDS PREVAIL

Before the arrival of COVID-19, all retail markets were driven by consumer demand and, in the area of tech and durables, expectations fell broadly into four areas:

1 Simplification

In the *GfK Consumer Life 2019* study, 45 percent of consumers said: “I'm always looking for ways to simplify my life.”

Products that simplify their lifestyle, therefore, have grown in demand.

2 High performance

Even the most price-conscious of consumers want products offering superior performance.

3 Premiumization

Consumers have been increasingly gravitating towards premium aspirational products, especially in emerging markets, such as in Asia, which have created more wealth in recent years.

4 Omnichannel shopping

Ecommerce fueled a retail revolution in the past decade, with brands that provide a seamless customer experience across all channels best positioned to succeed.

These themes have continued during the COVID-19 pandemic, albeit playing out slightly differently. Where consumers desired simplification because they prefer to reduce time and effort for cooking or cleaning, for example, now the need is greater because they are at home so much more.

The increased demand for those work-at-home goods, especially infrastructural devices, has consequently led to higher business-to-business demand. Distributors have sold 11 percent more work-at-home goods to small and medium-sized resellers in 2020 compared to last year, according to data from GfK.

RISE OF THE ASIAN PLAYERS

Aside from the core consumer themes, companies also need to invest in the right product categories for competition reasons. Fifteen years ago, the Korean tech giants weren't nearly as big, for example, in home appliances or TVs, yet they have led the disruption in these markets and together currently account for one in three TV sales globally.

Now is the turn of their Chinese counterparts to penetrate the same



industries. Chinese companies are establishing significant production sites in Europe and not just to make smartphones, but home appliances too.

“The principal value proposition of the Chinese tech and durables brands is to provide great features and performance for an affordable price,” says Norbert Herzog, Senior Global Strategic Insights Manager at GfK. “Greater pricing pressure and squeezed margins have already pushed a number of local manufacturers out of certain tech and durables markets, predominantly TVs, and more might follow as the prospects for growth causes Chinese manufacturers to invest in these in-demand areas.”

The growing footprint of the Chinese companies, as well as major manufacturers' reliance on either parts or production capacities from China, makes this a focus region. Many manufacturers and retailers would have already planned their production and stocks for peak seasons, but they would still need to react with agile supply chains in case of fluctuating demand in this volatile year.

LONG-LASTING IMPACTS

Though COVID-19 has had grave economic consequences, in developed

regions such as Europe many consumers have disposable income to spend on tech and durables because they are spending much less on travel, events, fashion and going out.

Government measures to support consumption also helped keep up the demand in Europe, unlike certain emerging economies where even during normal times people must commit a greater share of their income to buy tech and durables. Hence promotions attain greater importance in less affluent countries as consumers are more likely to time their purchases to get the best value for money. This has been evident in 2020 and will drive strategies for Black Friday and beyond.

The events of 2020 have had lasting impact. People have been digitalizing their households at unprecedented levels and though they will return to offices eventually, it is unlikely to be anywhere near the same frequency as before the pandemic.

Home working is here to stay and the at-home categories will lead the charge as consumers continue to turn to tech and durables manufacturers for the solutions to support their altered lifestyle. This presents significant opportunities for manufacturers and retailers that adopt the right approach and ecommerce experience.

45%

of consumers are always looking for ways to simplify their life

How are people shopping?

The components of a successful omnichannel experience continue to evolve and with a huge spike in online customers it's a perfect opportunity this peak season to innovate

40%

of consumers have spent more time on the internet this year

GfK Consumer Pulse Report

Retail customers have become channel agnostic over the last decade as they have been increasingly met by speedier logistics, greater choice and an experience that better meets their instant-gratification desires.

How, why and what consumers shop on Black Friday, Cyber Monday and Christmas will be somewhat different this year, as COVID-19 has accelerated the transition to digital lifestyles and forced those who would usually have visited a physical store to purchase online. Particularly for older generations who had sparsely transacted on the internet previously, this was a vital inflection point that removed the barriers which have long prevented some people from changing their shopping habits.

Two in five consumers told the *GfK Consumer Pulse Report* that they have spent more time on the internet this year. Meanwhile, research from the *GfK Consumer Insights Engine* shows

that, in the first half of 2020, 48 percent of laptop shoppers in Britain researched products only via online, compared with 29 percent who researched both online and offline, and just 23 percent who researched in-store only.

"The increase in online shopping seen during the lockdowns is by no means just temporary," says Michael McLaughlin, Vice President, Retail at GfK. "Crucially, the higher share of sales facilitated in online shops has continued beyond the reopening of retail stores after government-imposed lockdowns."

CLICK-AND-MORTAR GROWTH

It is not, however, pure online retailers that have benefited most from this accelerated trend. Though their 34 percent growth in TCG (technical consumer goods) sales tracked by GfK this year (weeks 1 - 40), in the five largest European markets, is a silver lining, it is little compared to the 84 percent growth seen on traditional retailers' online channels. This was partially offset by a 11 percent decline in their physical stores, but allowed traditional retailers to leapfrog online pure players in market share.

"Particularly in Europe, we see a shift in balance of power between the online pure players and the click-and-mortar retailers," says Michael Müller, Regional President Europe

"Crucially, the higher share of sales facilitated in online shops has continued beyond the reopening of retail stores after government-imposed lockdowns"

at GfK. “This is very likely only the beginning of a development that will require close attention and action from manufacturers and retailers.

“A large portion of consumers remained loyal with the retailers they know and trust, only this time online. This presents a huge opportunity for click-and-mortar retailers to serve these new online clients, making an effective omnichannel strategy essential this peak season and beyond.”

RETAINING LOYALTY

Loyal customers managed to keep on their journey from offline to online and they will remain loyal so long as they feel they are getting a good experience. Click-and-mortar players must now focus on

how that experience can be improved, monitoring trends closely and frequently to capitalize on opportunity, mitigate risks and outpace their competition.

“We all need to offer customers excellent service in terms of quality products, at great prices with amazing service throughout the whole of their purchase-decision journey, the actual purchase process and then excellent after-sales service if needed,” says Kevin Cho, General Manager UK at OPPO, the Chinese smartphone manufacturer. “It’s also about delivering and maintaining an end-to-end service in the uncertain environment heading into the winter.”

Consumers expect the same level of consultation online as they enjoy in-store and, as they can’t physically handle a product, their decision-making needs to be supported by educational content on its use-cases, including images, videos and demos showing products from different angles, and enhanced online customer support. Payment and delivery options must be safe and secure.

With consumers no longer able to visit stores to speak to an expert or see products in action during lockdown, Samsung responded by launching a live online expert

84%

click-and-mortar growth in 2020

34%

pure-player online growth in 2020

-11%

traditional retail decline in 2020

GfK Market Intelligence, EU5, CW 1 – CW 40 2020 sales value growth % year on year

CLICK AND MORTAR TAKES THE LEAD AS CONSUMERS DEMAND AN OMNICHANNEL EXPERIENCE

Technical consumer goods value growth % year on year



GfK Market Intelligence, EU5, CW1 – CW 40 2020 sales value growth % year on year

service. An interactive HD video streaming platform on Samsung's website now enables customers to connect with its retail experts from their own homes.

"As retail reopens, this feature can be scaled to offer a new dimension to our omnichannel approach and enable us to provide a more immersive experience, wherever the customer is," says Nick White, Online Director at Samsung UK and Ireland. "Owing to the ever-evolving impact that COVID-19 is having on the industry, I believe we're now accelerating towards a new era of omnichannel shopping, with physical and digital experiences co-existing to deliver one seamless customer journey."

Click-and-mortar retail also requires agile pricing and promotions as markets pivot frequently, which is more likely this year due to the ongoing supply challenges caused by the pandemic. Supply chain, operations and technology teams must work together to overcome these challenges, while keeping informed on the latest insights on consumer behav-

"Owing to the ever-evolving impact that COVID-19 is having on the industry, I believe we're now accelerating towards a new era of omnichannel shopping, with physical and digital experiences co-existing to deliver one seamless customer journey"



ior and shopping preferences. A nimble strategy affords flexibility in a company's ability to pivot when necessary and take advantage of new opportunities.

GAME-CHANGING OPPORTUNITIES

Omnichannel doesn't just mean an ability to purchase online or offline. In fact, the most successful omnichannel experiences will look quite different to how they did pre-pandemic, becoming evermore seamless and immersive.

Hugely popular during the COVID-19 lockdowns in China, for example, were live streaming events, whereby celebrities show use-cases of products. These character-led live experiences, delivered through social channels, have been so effective that the GfK team in China expects them to generate around 1.2 trillion yuan in sales this year, a rise of 167 percent compared to 2019.

Streaming events are currently the most elaborate example of shifting omnichannel experiences away from a traditional push factor whereby consumers come to purchase something, to more of a pull factor that captures those without specific buying intent.

Despite the challenges, COVID-19 has uncovered many omnichannel possibilities that weren't previously exploited. During the spring lockdowns, for example, some retailers redeployed sales staff from the stores that had been closed into contact center roles so they could continue to consult their customers online. This is likely another impact of the pandemic that will remain. Nearly all the things consumers like offline, they also want to have online and this puts traditional retailers at an advantage if they are only bold enough to innovate.

Need-fueled commerce

Suffice to say, this won't be a typical peak season. Though many of the formulas will be the same, consumer attitudes have been changed by the pandemic. But in what ways?

COVID-19 has changed many things, but one thing it won't change is Black Friday's position at the heart of the year-end peak season. Last year GfK noted annual growth rates of up to 12 percent in Black Friday sales and, while it doesn't anticipate the same levels in 2020, it does foresee a stable-to-positive peak season, something many people didn't anticipate earlier this year.

A successful peak season will require a strong understanding of how the pandemic has altered consumer behaviors and attitudes, particularly the firm shift in mentality from "I want" to "I need".

"With many people forced to spend nearly all of their time at home, changing lifestyles have pushed them to products they feel they need to buy to cope in this new reality," says Christoph Preuss, Category Head, Marketing and Consumer Intelligence at GfK. "This is opposed to simply buying to fulfil their wishes as they did before the pandemic when most of their needs were already served."

The shift from want to need was reflected initially in the spike of sales seen in IT and office products, and later in other categories we will come to detail in this report. The rise of millennials, who now make up more than 50 percent of the global working population, will drive demand further. Half of them find new technology exciting and use it as much as they can compared with only 32 percent of baby boomers, according to the *GfK Consumer Life 2020* study.

Importantly, brands should have a suitably localized strategy taking into account geographic variants on all consumer trends and sentiments.

According to this year's *GfK Purchasing Power* study, while Europeans have on average €773 less disposable income due to COVID-19, there are strong differences between countries and overall the outlook is positive. Some 84 percent of European retailers and resellers expect stable or slightly growing revenue in 2020 compared with only 10 percent expecting a decline.

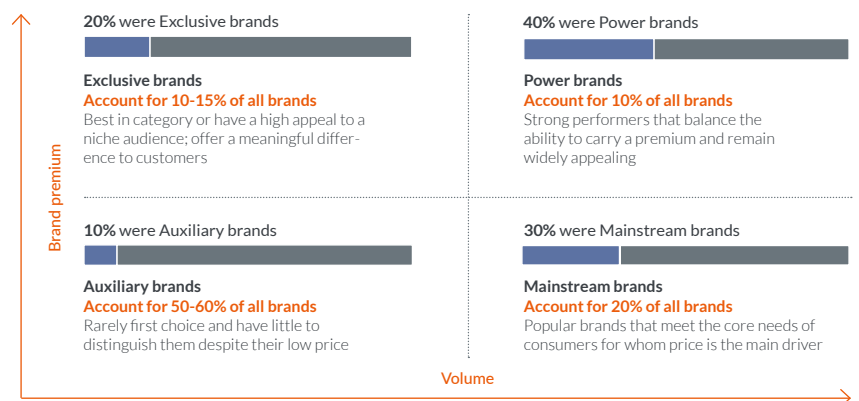
POWER OF PREMIUM

Analysis from the *GfK Brand Performance Monitor* confirms brands that benefit most from Black Friday tend to be those strongest in consumers' minds. GfK defines these as:

- **"Power brands"**
These sell premium products with broad appeal
- **"Exclusive brands"**
These are highly attractive to a niche audience
- **"Mainstream brands"**
These are popular with consumers

POWER IS IN THE BRAND

Of all the brands which increased their market share during Black Friday...



–€773

How out of pocket Europeans are this year due to COVID-19

GfK Purchasing Power Europe 2020

However, of the brands that achieved an increase in market share during the previous three Black Friday events, Power brands were the clear winners.

"It is important retailers and manufacturers work together not only on providing the best omnichannel shopping experience, but also ensuring that the in-store and online experiences meet consumer expectations as well," says Gonzalo Garcia Villanueva, Global Chief Marketing Officer at GfK. "While retailers provide platforms with strong integration capabilities, manufacturers must provide the content."

Top 3 reasons why the new-normal customer will buy

01

PRODUCT

More than any other Black Friday in memory, product is the most important enabler to purchasing this year. This means, in the simplest sense, if consumers need a certain product to support their new-normal lifestyle, and supply issues are at play, they will go where it is available. You can read more about trending productions on page 13 of this report. As mentioned previously, they may also be willing to pay slightly more for premium products. The top factor driving purchasing decisions in-store, however, remains the ability to see and feel products before buying, according to the *GfK FutureBuy* study. GfK believes the winners of this peak season will be those that successfully emulate this offline experience throughout the omnichannel customer journey.

02

COST

Pricing is, of course, one of the most crucial enablers to getting a sale over the line and that will continue to be the case this year, albeit with other factors at play. It's the reason why consumers wait until Black Friday to purchase a particular item they need or want and unsurprisingly it was identified as the top factor driving purchasing decisions online in *GfK's FutureBuy* study. With supply chain challenges spiking again during the second wave of coronavirus, prices in fact could be higher than normal or promotions not as attractive as previous years. Still, it won't necessarily provide a barrier to purchases.

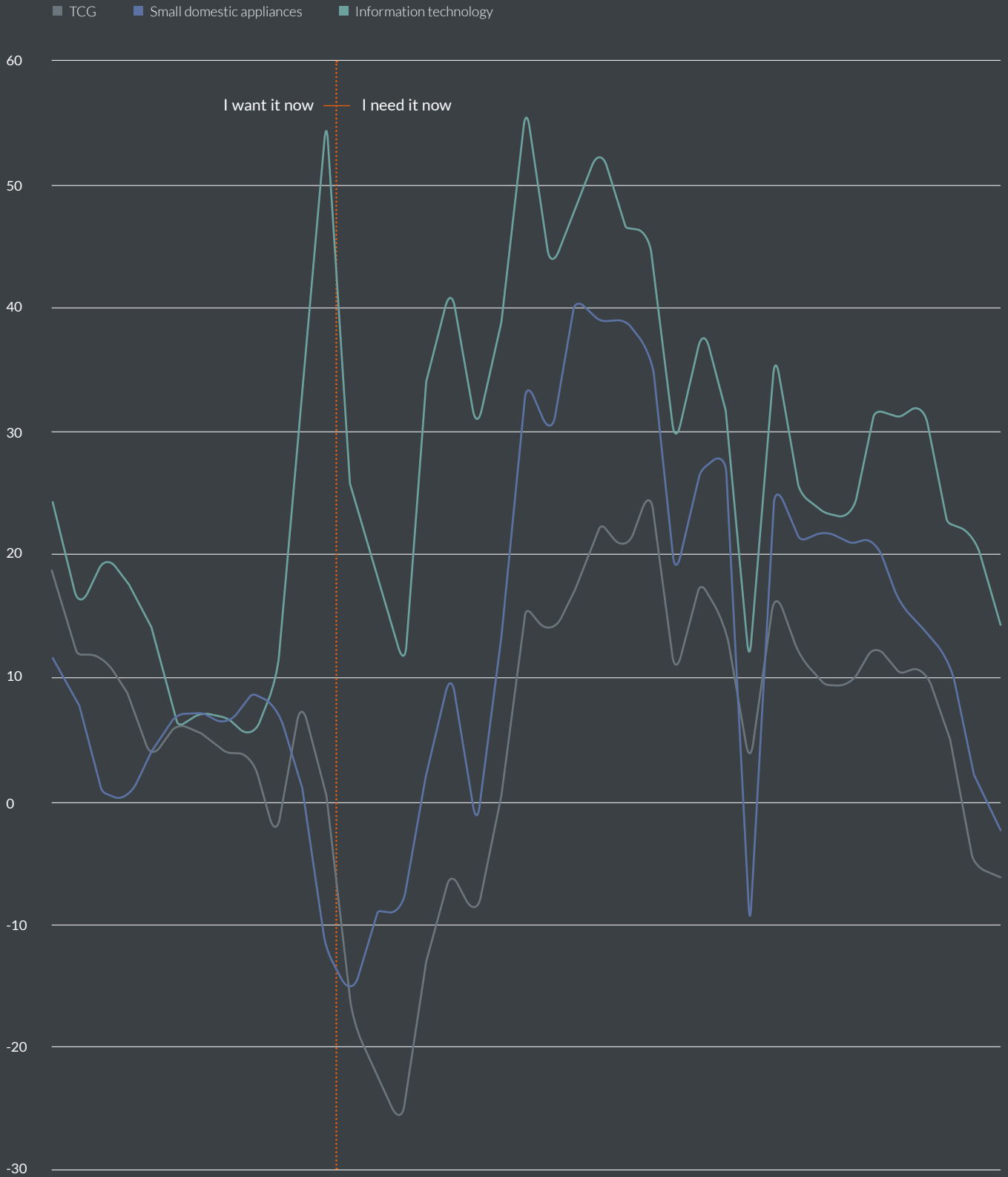
03

SPEED

Speed has emerged as a vital component in a successful shopping experience in recent years, with retailers investing significantly in achieving a more seamless customer journey. The interesting elements at play are speed versus immediacy, particularly when it comes to the choice between shopping online or in-store. Faster shopping was ranked as the second most important factor driving purchasing decisions online in the *GfK FutureBuy* study, while "getting products sooner" was ranked equally for in-store purchasing. Instant gratification is the common theme, with consumers wrestling between the speed of purchasing a product and the speed with which they can then enjoy it. This presents an opportunity for omnichannel retailers that can integrate online and offline channels to provide an overall faster and more flexible shopping experience.

THE IMPACT ON CONSUMER DEMAND
From 'I want it now' to 'I need it now'

Technical consumer goods - All countries excluding China | Value growth % year on year | CW1 - 39 2020



Pricing for peak

2020 has been a unique year for promotions, with price cuts less frequent due to high demand in certain categories and extensive supply chain challenges. This is not the case everywhere and understanding regional nuances will inform the best peak-season strategies

-23%

of notebooks were sold with a price cut >15% compared to 2019

GfK Market Intelligence, all tracked countries 2019 compared to 2020

So far in 2020, there has been a far lower number of promotions on products than in previous years, with fewer tech and durables sold with a price cut of 15 percent or more than in 2019, according to *GfK Market Intelligence*. This is despite a 4.5 percent year-on-year uplift in total TCG unit sales in the period between January and August 2020.

The reduction in promotions can partially be attributed to the period during lockdowns when traditional retail outlets were forced to close and ecommerce retailers were hit by supply limitations. In the *GfK Consumer Pulse Report* earlier this year, 35 percent of consumers said items they needed to purchase were out of stock and one in three said prices for those items were much higher than normal.

LAW OF SUPPLY AND DEMAND

For certain product categories, particularly notebooks and domestic appliances, practically whatever is being produced by manufacturers is immediately moving through the supply chain to reach the end-consumer. Factories are operating on a just-in-time basis. "There have therefore been much fewer aggressive price promotions than is typical, especially in developed regions such as Europe," says Norbert Herzog, Senior Global Strategic Insights Manager at GfK. "In those categories this is likely to continue to be the case this peak season.

"When traditional retail stores reopened, promotions continued to be

limited due to the expected pent-up demand and logistical challenges, and the strong demand is still exceeding supply in various tech and durables sectors."

For product categories where sales haven't been as strong, including smartphones, promotions will be more likely. Meanwhile, TV is a lead category for Black Friday every year and that won't change in 2020. There is less shortage of supply in this market, despite demand remaining strong as TVs fall firmly in the entertain-at-home category.

Even with TVs, however, the premiumization trend will likely see manufacturers, which face supply chain difficulties in other areas, focusing on producing more premium products to maximize revenues. Retailers also naturally want to sell more expensive products where they achieve a higher margin, so we can expect a lot of the promotions to focus on this end of the market.

Anna Larotska, co-founder and chief executive of Robo Wunderkind, which manufactures a coding kit for children that is aiming to be a top-ten Christmas gift this year, says: "Pricing wars are inevitable and won't go away. There is sometimes an expectation that manufacturers

"There have been much fewer aggressive price promotions than is typical, especially in developed regions such as Europe"

LESSONS FROM 2020

35%

of consumers said items they had needed to purchase were out of stock

30%

said prices for those items were much higher than normal

31%

have discovered new brands that they will continue to buy after the crisis

GfK Consumer Pulse Report

should discount, however we have to always think about the business first and sometimes say no to retailers pushing on reductions. Discounts don't always result in more sales. There's a balance to strike when planning where, when and how many you offer, to ensure you don't devalue your product and brand."

GEOGRAPHICAL NUANCES

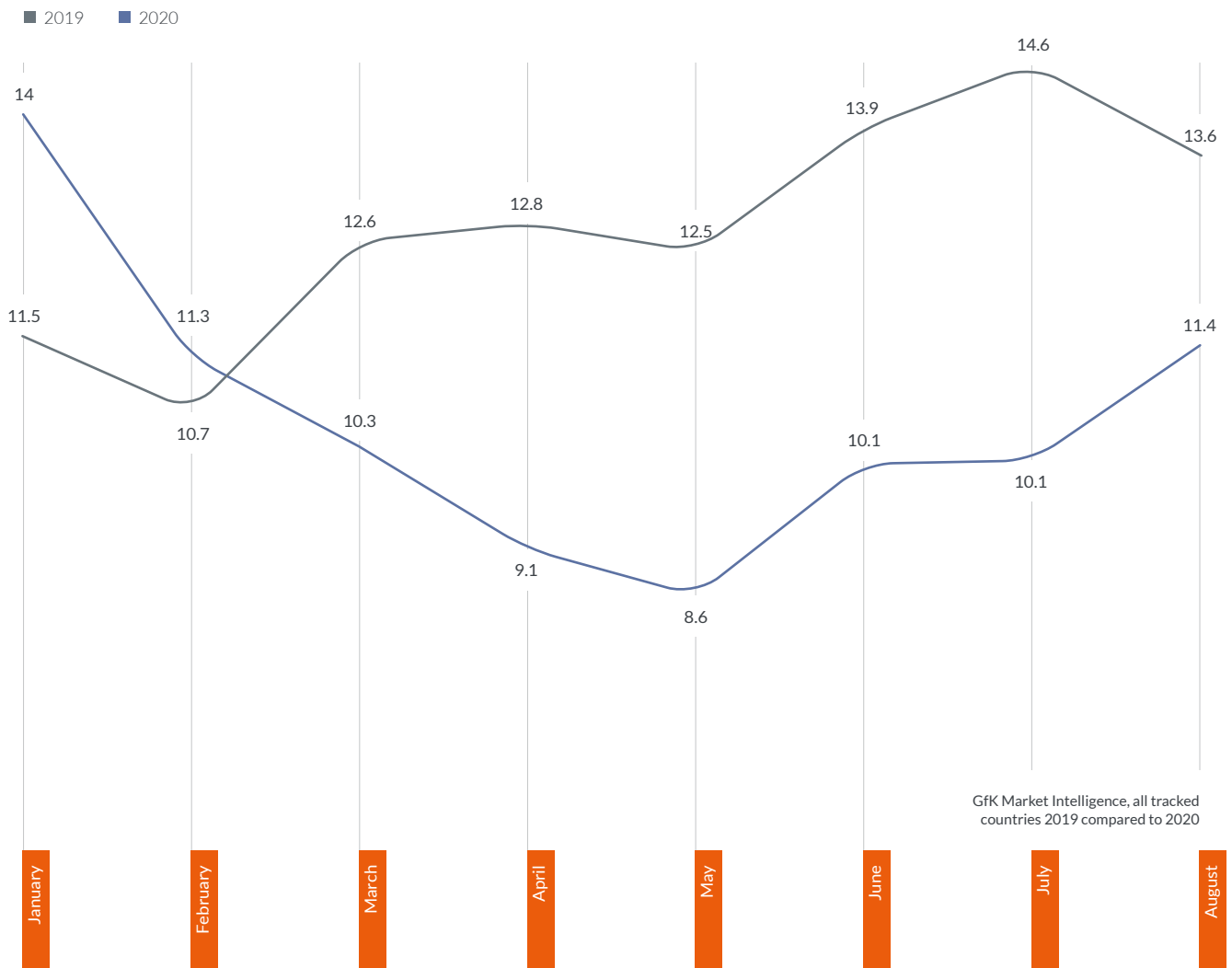
There are, of course, major geographic variants to numerous factors and promotions are no different. All countries have their own nuances when it comes to the degree with which people are investing in tech and durable products. There are often localized factors impacting consumer habits, such as Brexit in the UK or VAT rate changes in Japan and Germany.

The "I need" consumer trend has also been less pronounced in emerging countries, such as in Asia and Latin America, where populations are less affluent and more likely to time their purchases of costly tech or durable products around promotional events.

In emerging Asia, for example, there has not been the same high demand for tech and durable products as in Europe. The price reductions during Single's Day, and other more localized promotional events this year-end peak season, will therefore be more abundant and aggressive.

Retailers and manufacturers must leverage localized insights to inform their subsequent promotion strategies, which is likely to mean positioning themselves in sometimes opposing directions across different regions.

SALES WITH PRICE REDUCTIONS DROP SIGNIFICANTLY
Unit share of technical consumer goods sold with a price cut >15%



What's hot this year?

In light of the significant changes to people's lifestyles during the pandemic, which tech and durable products can we expect to be most in demand this peak season?

Though the COVID-19 pandemic has undoubtedly presented big challenges to both manufacturers and retailers, any substantial change in lifestyle will always open new commerce opportunities. It just so happens that the

nature of lifestyle changes this year very much positions tech and durables as important enablers for consumers' ongoing transition. In particular, there are three areas companies should prepare for:

Health, hygiene and wellbeing

Aside from the convenience-at-home products, another notable consumer trend this year falls in the areas of health, wellbeing and hygiene. This has been on the rise for a number of years, though clearly accelerated by the pandemic and the increased focus globally on health and hygiene. It means smartwatches, fitness trackers and healthy cooking appliances are likely to perform well this Black Friday and in the weeks running up to Christmas. In this year's *GfK Consumer Life* study, 49 percent of global respondents said they actively look for products or services that help them live a healthy

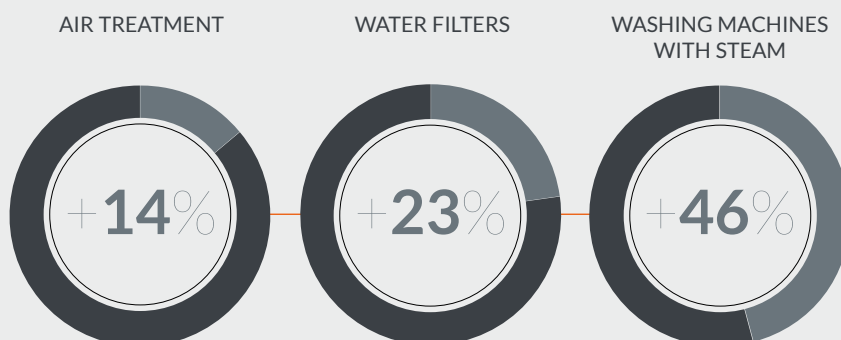
lifestyle. The features of certain products may be the same as before, but manufacturers are altering their marketing messages in smart ways. "Steam was previously marketed as saving time as you don't have to iron as much," says Nevin Francis, Global Strategic Insights Manager at GfK. "That's still true, but now manufacturers are also highlighting the hygiene benefits in light of the pandemic. Washing machines with steam that kills bacteria and viruses in clothes are growing in popularity, as are air purifiers which clean your air when you're sitting at home all day."

+
GROWTH FOR
MAY - AUGUST
2020

49%

of people said they actively look for products/services that help them live a healthy lifestyle

GfK Consumer Life study 2020



Work at home

+ **15%**

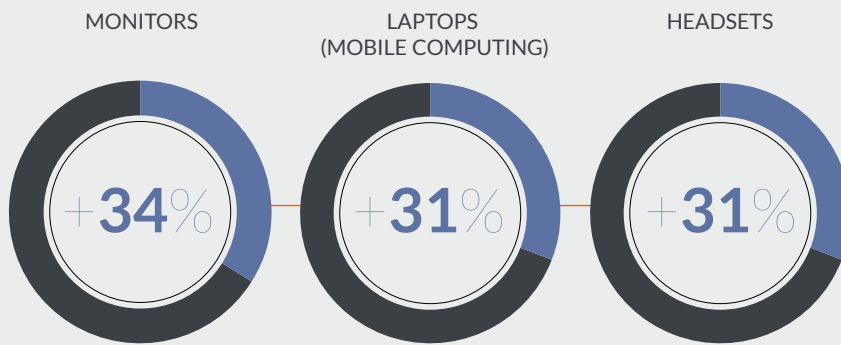
annual growth in unit sales of IT and office products this year

GfK Market Intelligence, global sales tracking 2020

Of all purchasing trends, work at home has been the most influential. Globally, seven in ten employed people and students worked from home at least once a week this summer, according to the *GfK Consumer Life Global 2020* study. Based on GfK's sales-tracking intelligence, we can therefore expect 15 percent annual value growth in unit sales of IT and office products this year.

There are 60 million computing devices sold every year and in 2020 the market has grown by 20 percent. This is approximately equal to only 4 percent of households in Europe, including CIS states, purchasing an additional device this year, indicating the growth rate has quite a good chance to continue during this peak season and beyond.

+
GROWTH FOR
MAY - AUGUST
2020



GfK Market Intelligence, global sales tracking 2020

Eat at home

+ **69%**

of global consumers said they now cook for fun at home at least once a week

By virtue of people now spending their working time at home, they are also spending a lot more time eating and therefore cleaning at home. From May to July 2020, the main reopening phase for Europe and other parts of the world after the first wave of coronavirus, sales of kitchen machines more than doubled, in all countries except China. Sales of handstick vacuum cleaners grew by 31 percent, espresso

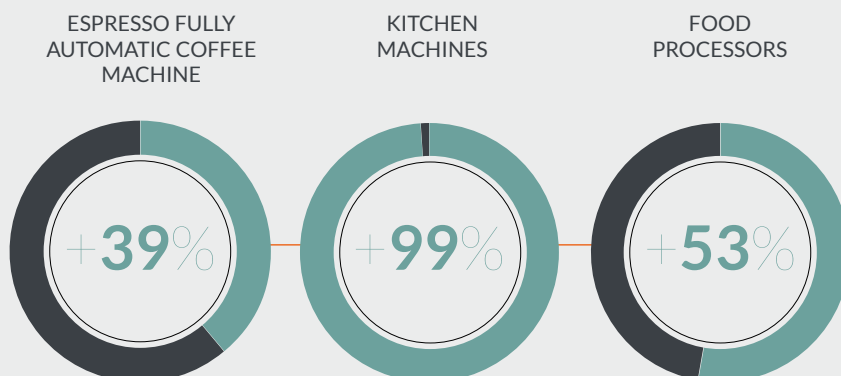
coffee machines by 40 percent and dishwashers by 16 percent. Appliances that facilitate healthy cooking will be particularly popular this peak season as two consumer desires collide: health and wellbeing, and eat at home. In the *GfK Consumer Life 2020* study, 69 percent of global consumers said they now cook for fun at home at least once a week, which is ten percentage points up on 2019.

+
GROWTH FOR
MAY - AUGUST
2020

+ **10%**

from 2019

GfK Market Intelligence, global sales tracking 2020



GfK Market Intelligence, global sales tracking 2020

If you know what consumers need, you can win in the busy weeks ahead

Manufacturers and retailers have a huge opportunity in the tech and durables market, and with the right intelligence they can power their growth this peak season and beyond

Throughout this whitepaper, we have identified the key battlegrounds that manufacturers and retailers face as they adapt to the impact of the COVID-19 pandemic on shopping habits and behaviors. The four core consumer themes outlined in part one – simplification, high performance, premiumization and omnichannel shopping – will continue to drive strategies, but clearly things have changed somewhat.

To know how to win this year-end peak season, brands must be able to answer these five questions:

1 DO YOU KNOW YOUR CONSUMERS' MINDSET?

The major shift in consumer mentality from “I want” to “I need”, in light of drastically changing lifestyles, is a huge opportunity for the tech and durables sector, but only if companies truly understand what their customers need. The at-home product categories will no doubt continue to be popular this peak season, but consumers will also increasingly resonate with messages around health and hygiene. However, retailers and

manufacturers shouldn't just expect customers to come to them. The pull factor will become increasingly important, so brands that can attract consumers without specific purchasing intent, through clever messaging, will be in a tremendously powerful position to win.

2 ARE YOU DELIVERING A STRONG ONLINE SHOPPING EXPERIENCE?

Though 2020 has been challenging, the resilience of the tech and durables market means this season is not one of survival, but rather opportunity. Retailers must expect commerce will not be able to play out as it traditionally would in their bricks-and-mortar stores, and therefore focus on continuing the strong momentum they have built this year online. Having accumulated vast numbers of new online customers, many of whom are still new to the world of internet retail, the onus is now on retailers to ensure they are providing the best omnichannel shopping experience to retain their loyalty.

AGAINST ALL ODDS

0%

GfK's expectation for the tech and durables market remains flat, with IT products and small domestic appliances leading the charge however

“In a turbulent and uncertain retail landscape, driven by local nuances, brands need to understand exactly how the market is behaving”

3 HAVE YOU SOLVED SUPPLY CHAIN CHALLENGES?

The unpredictable supply landscape will undoubtedly result in quite unusual dynamics this year-end peak season. Therefore, while supporting retailers in delivering omnichannel experiences, the main focus of manufacturers should be on doing all they can to shore up supply, particularly in the product categories we have identified as the most in demand this year.

4 HOW ARE YOU COLLABORATING EFFECTIVELY WITH PARTNERS?

The acceleration of digitalization calls for savvy partnerships and strong collaboration between retailers and manufacturers. For retailers, the year-end peak season has always been when they have driven their biggest share of revenues, but in the omnichannel equation they only provide the shopping platform



and experience. To meet consumer demand for stronger educational content around its products, including videos and demos, retailers and manufacturers must ensure they are working closely and effectively together.

5 ARE YOU POWERED BY INSIGHTS?

To really know how to win, it is crucial manufacturers and retailers alike enter the year-end peak season armed with the intelligence to make the correct decisions, both in the short term and long term. In a turbulent and uncer-

tain retail landscape, driven by local nuances, brands need to understand exactly how the market is behaving. The data in this whitepaper has been gathered from GfK sources, which support companies with powerful up-to-date market and consumer insights. By giving your teams access to this immediate, trusted and unbiased intelligence, they can make smarter, faster judgments to build efficiencies across the organization, from how and where you sell your products, to how to attract and retain customers, optimize marketing, increase brand loyalty and outperform the competition.

Go-to sources

GfK MARKET INTELLIGENCE: SALES TRACKING

Knowing what to promote, to whom, at what price, on what channels and when is vital to success. Short-term decision-making requires up-to-date market intelligence. *GfK's Weekly Market Intelligence* gives you the foundation you need to stay on top of the volatility.

[Read more](#)

GfK MARKET INTELLIGENCE: SUPPLY CHAIN

Monitor your entire supply chain, including which products are sold to each point-of-sale channel and at what price in the distribution market, down to a single SKU-level and in just one click. Benchmark your performance against competitors and maximize your sales impact and channel return on investment.

[Read more](#)

GfK BRAND PERFORMANCE MONITOR

The *GfK Brand Performance Monitor* is a brand intelligence solution that links consumer perceptions of brands with market performance. Using robust and reliable point-of-sale data we quantify the financial contribution brands make to sales.

Our clients use this solution to leverage consumer perceptions of their brand in order to strengthen its strategic position in-market and ensure future growth. We have other tools within our Brand framework to monitor and improve your brand performance.

[Read more](#)

GfK CONSUMER LIFE

The most comprehensive and longest-standing consumer trend study in the world with insights from 30,000 consumers in more than 25 countries. Its data provides market leaders with robust and stable customer segmentations based on values, lifestyle, buying behavior, future world outlook and concerns, and affinity for tech. Available in a variety of formats, including syndicated reports, 24/7 online data access, consulting services tailored to your custom questions, and more.

[Read more](#)

GfK CONSUMER INSIGHTS ENGINE

The richest collection of consumer insights and market trends in the consumer tech and durables space, providing market leaders with a complete view of purchasing behavior, offering detailed channel analysis along with in-depth retailer performance. This scale of

insight - an in-depth survey of over 1 million buyers combined with GfK's industry-leading, point-of-sale data - all bundled in an always-on, always checkable dashboard allows our customers to take their strategies to the next level.

[Read more](#)

GfK PURCHASING POWER EUROPE 2020 STUDY

Available in 42 European countries at detailed regional levels, along with seamlessly matching data to inhabitants and households, and digital maps. Includes the *GfK Corona Impact Index*, which illustrates the extent to which European countries have suffered as a result of the effects of COVID-19.

[Read more](#) on GfK's regional market data and the full [press release](#) on the *GfK Purchasing Power* study

g f k n e w r o n

Rooted in data, powered by AI and validated by experts, *gfknwron* delivers predictive analytics at the right moment in time for you. Elevate your business performance with recommendations and forecasts customized specifically for you. Conquer the challenges, tackle the competition, and make winning decisions - fast.

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From GfK's Global Strategic Insights Team



Growth
from
Knowledge



GfK is the unparalleled, always-on, AI-powered intelligence platform and consulting service for the consumer products industry, globally.

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