

Black Friday – Light at the end of the tunnel

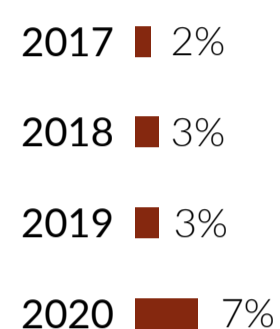
Technical Consumer Goods market update

- Technical Consumer Goods market softens in September as retailers and consumers prepare for year-end blowout
- E-commerce to grow 169% post-pandemic

COVID-19 pushed the share of e-commerce to unseen levels

Technical Consumer Goods online

Value share % online sales



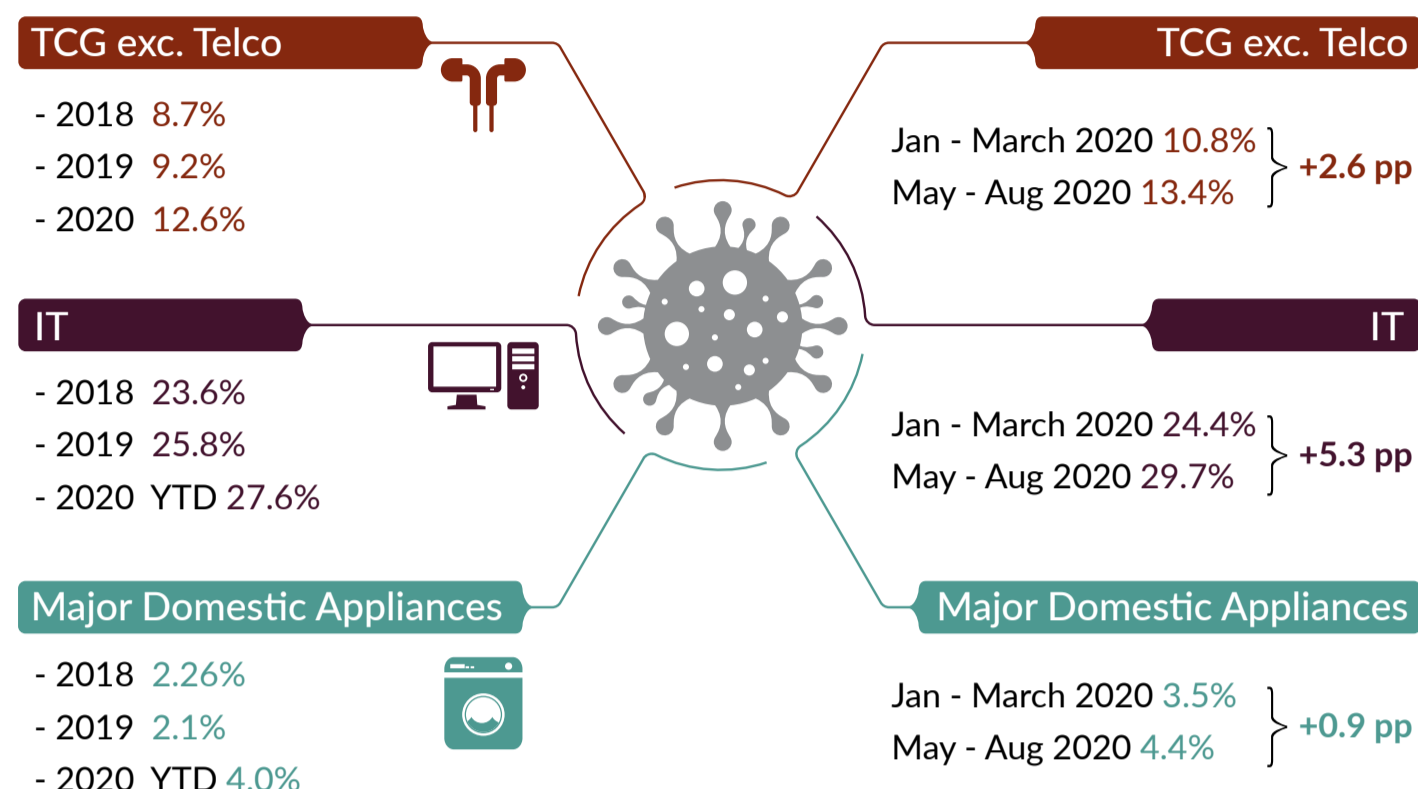
Middle East & Africa

September Year-to-Date



Percentage of Technical Consumer Goods (TCG) sold via e-commerce

South Africa September Year-to-Date

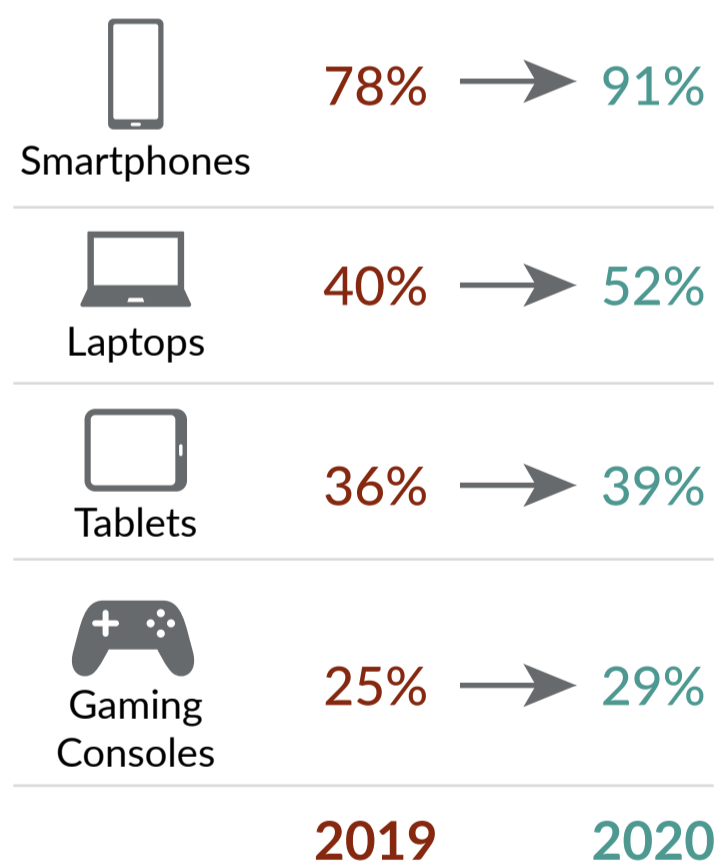


“With consumers discouraged from cramming into shopping malls over the Black Friday and Cyber Monday weekend, e-commerce is likely to boom over November. Retail chains that have established robust online shopping facilities and logistics engines are likely to be some of the biggest winners of the month”

– Nicolet Pienaar, Head of Market Insights at GfK South Africa

An equipped and ready consumer awaits

Device penetration* increases



*Penetration amongst online users



+40%

Of consumers plan to increase online shopping once the crisis is over. Delayed purchases due to COVID-19 are most likely to take place during Black Friday promotional period.



+169%

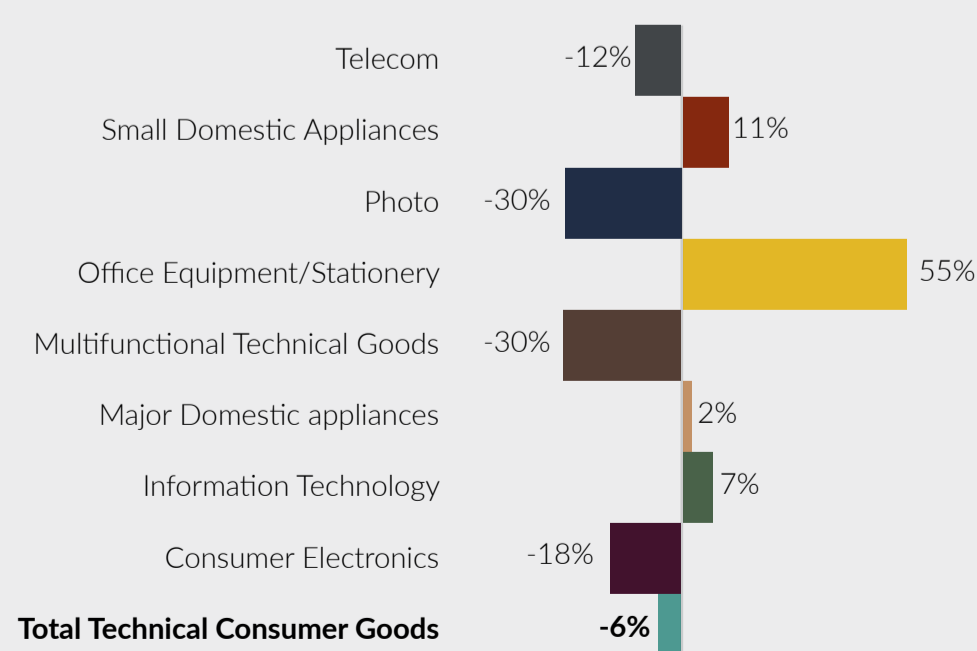
The growth rate for the e-commerce channel is predicted post-COVID.



With consumers trying out new shopping options, it is likely that most who increased their use of digital and omnichannel services, such as home delivery, curbside pickup or shopping via social media **will retain these habits**, especially if they had a good experience. **Companies need to embrace and improve their omnichannel strategies now more than ever.**

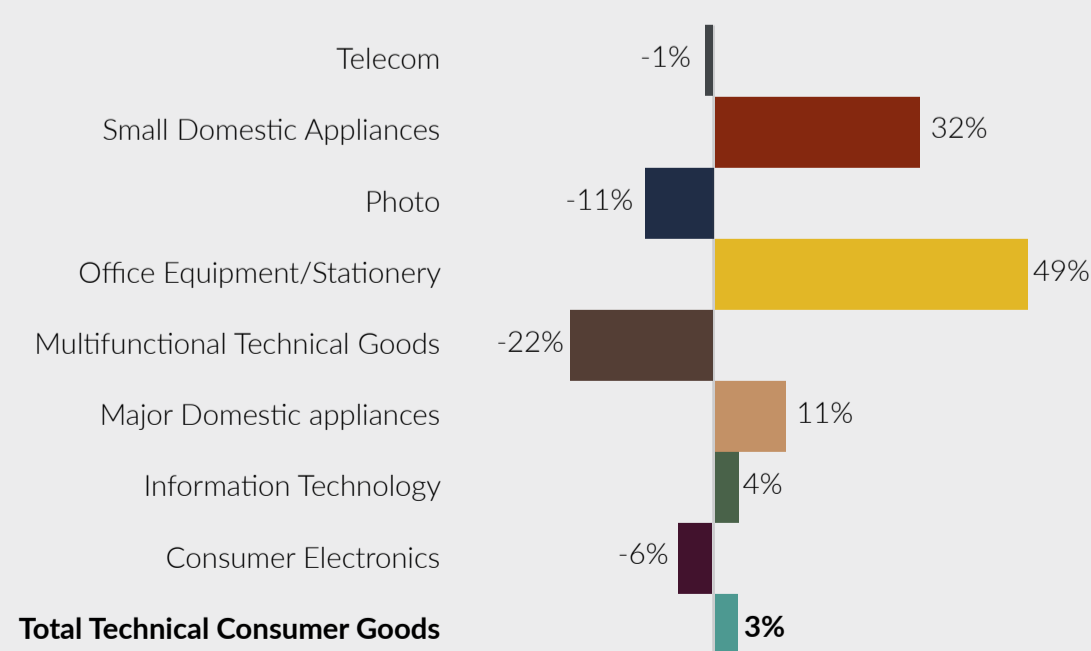
Year-to-Date Growth (Jan – Sep 2020)

(Value ZAR)



Year-on-Year Growth (Sep 2019 vs Sep 2020)

(Value ZAR)



Sources:
- GfK POS Market Intelligence
- GfK Consumer Life 2020
- <https://www.gfk.com/en-za/>

* Technical Consumer Goods (TCG): retail sell-out value of the following sectors: Consumer Electronics, IT, Office Equipment, Multifunctional Technical Goods, Photo, Telecom, Small & Major Domestic Appliances.

**Year-on-year (this year's period vs the same from the previous year).