

2020-2021: What did people buy?

Creating home hubs

IT products that enabled people to work from home became must-have items at the start of the pandemic.

“Previously, households might have shared a laptop at home, but working and learning from home meant that each household member needed their own device and that caused an explosion in sales.”

Sohjin Baek, GfK Strategic Insights Manager

Global ex NA, Retailer, Sales Unit YOY:

Mobile PC



+ 22%

First lockdown (Feb-Apr 2020)

+ 8%

Second/Third lockdown (Jan/Mar 2021)

Media Tablet



+ 6%

First lockdown (Feb-Apr 2020)

+ 16%

Second/Third lockdown (Jan/Mar 2021)

Monitor



+ 12%

First lockdown (Feb-Apr 2020)

+ 28%

Second/Third lockdown (Jan/Mar 2021)

Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America), Mobile PC, Media Tablet, Monitor, Units in million, Units growth %, Q1 2020 – Q2 2021, adjusted facts applied for Q4 20. Units sales are more relevant way to represent the immediate need hence we are looking at unit growth in this section and not value growth like the rest of the figures in the charts.

Catering round-the-clock

Overnight, people had to prepare everything they consumed – from tea and coffee to their three meals a day – from home. This prompted a spike in home appliances such as hot drinks machines and food preparation devices.

“One-touch, fully automatic coffee machines, as well as food processors, fryers, hand choppers, mixers and blenders all grew phenomenally over a 15-month period, as people sought devices that provided convenience and simplification of tasks.”

Nevin Francis, Global Senior Strategic Insights Manager

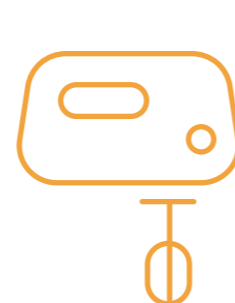
The overall sales value of kitchen appliances grew by 21% to \$16.3 billion in 2020.

Monthly sales value percentage growth:



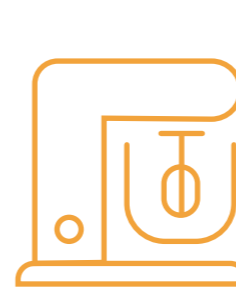
+61%

Choppers



+29%

Hand mixers



+53%

Kitchen machines



+26%

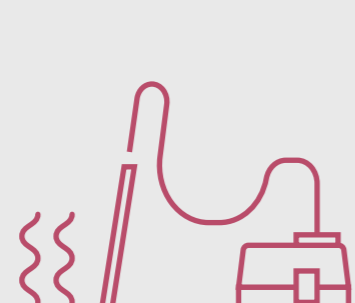
Food processors

Source: GfK Market Intelligence Sales Tracking Jan-Dec 2020 excl. GR. Monthly sales

Quicker, deeper cleaning

Time-poor and chore heavy, consumers hunted for higher performance cleaning products, such as steam cleaners, that would help them to keep on top of their suddenly growing household tasks.

Sales value percentage growth globally:



+48%

Steam cleaners



+43%

Washing machine with steam



+148%

Tumble dryers with steam

Source: GfK Market Intelligence: Sales Tracking and GfK Consumer Life Jan-Dec 2020

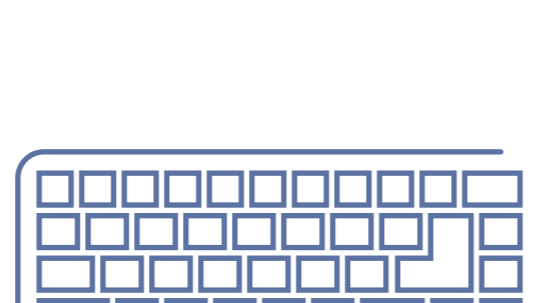
Immersive entertainment

The closure of entertainment venues, a ban on household mixing, and a sudden surplus in income for many triggered not only a rise in television sales, but a shift to more premium products. Consumers were looking to recreate an enhanced entertainment experience at home.

“Audio devices such as soundbars saw a big shift, as well as the gaming sector, as people were spending a lot of time playing on consoles, PCs or notebooks.”

Jan Lorbach, GfK Senior Global Strategic Insights Manager

YoY Sales Units Growth:



+34%

Gaming keyboards



+26%

Gaming mice

Source: GfK Market Intelligence: Sales Tracking, Retail Channels, International coverage excl. North America and India. Date range: Jan-Mar 202

Taking ownership of our health

The pandemic brought health and hygiene concerns to the front of consumers' minds; as a result, diagnostic and preventive products experienced robust growth.

Monthly sales value percentage growth:



+57%

Portable air purifiers



+44%

Blood pressure monitors



+32%

Personal Scales

Sources: GfK Market Intelligence: Sales Tracking, Jan-Aug 2020, GfK Consumer Life 2019.

Blood Pressure Monitors: Tracked countries: FR, DE, GB, IT, NL, ES, CH

Personal Scales: Tracked countries: JP, RU, AU, BE, FR, DE, GB, GR, IT, NL, PT, ES, CH

Portable Air purifiers are currently defined as items tracked based on power supply type USB. Tracked countries: DE, TH, JP, NL, AT, TW, RU, SW, GB, IT

Want to quantify the growth opportunity in your markets? You can with GfK Market Intelligence: Sales Tracking.

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