

GfK Market-i

An Insight into December 2012 UK Retail Durable Sectors

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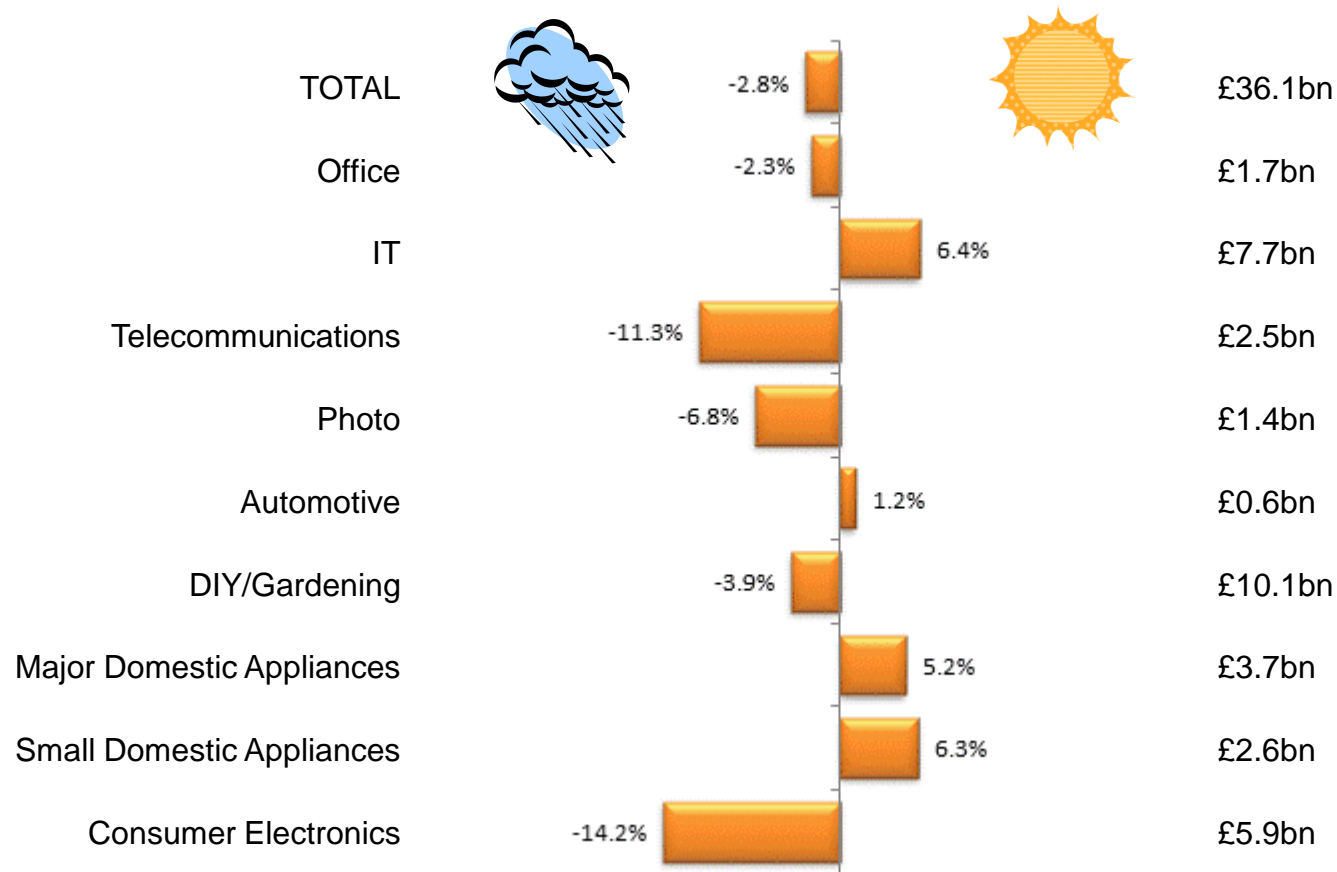
- December saw the total durables market return to a decline month on month. Total market value fell 2.4% compared to the same month last year, driven by the fall in the consumer electronics sector, which declined 14%.
- In the key gifting markets, with media tablets high on the list of desired Christmas presents, the IT sector was given a boost and value grew 8.9% compared to December last year.
- The online distribution channel grew as consumers made the most of shopping for gifts from the comfort of their own homes. Overall, the internet accounted for 18% of value sales in December 2012 (up from 17% in December last year). The growing importance of having presence online is clear – those that fail to offer the ability to transact in this retail space risk losing out on a growing number of sales.

Which Sectors Have Driven the Market Year on Year?

Year on Year % Growth in Value

(the latest moving annual total versus the previous moving annual total)

Market Value
Jan12-Dec12

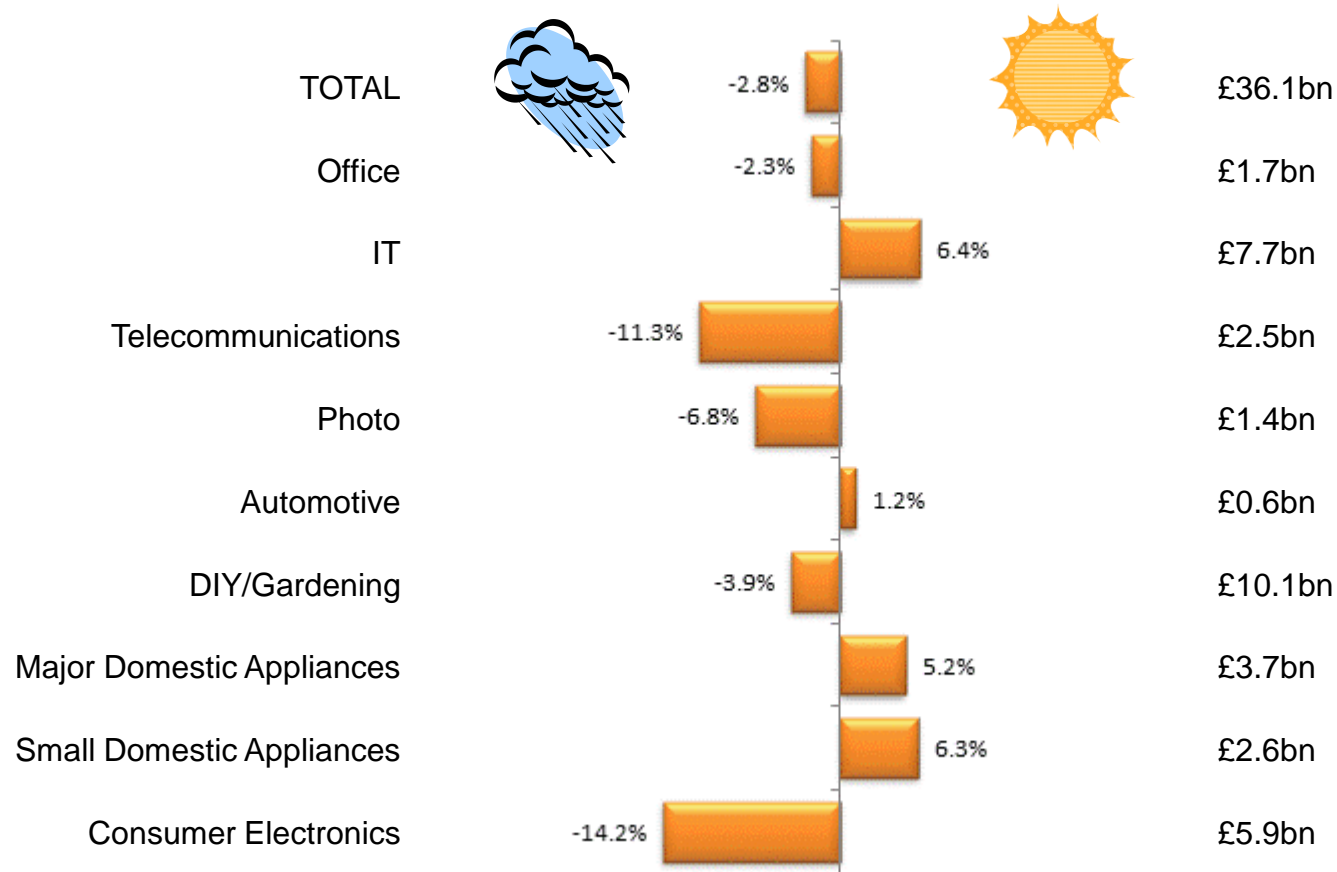


Which Sectors Have Driven the Market Year to Date?

Year to Date % Growth in Value

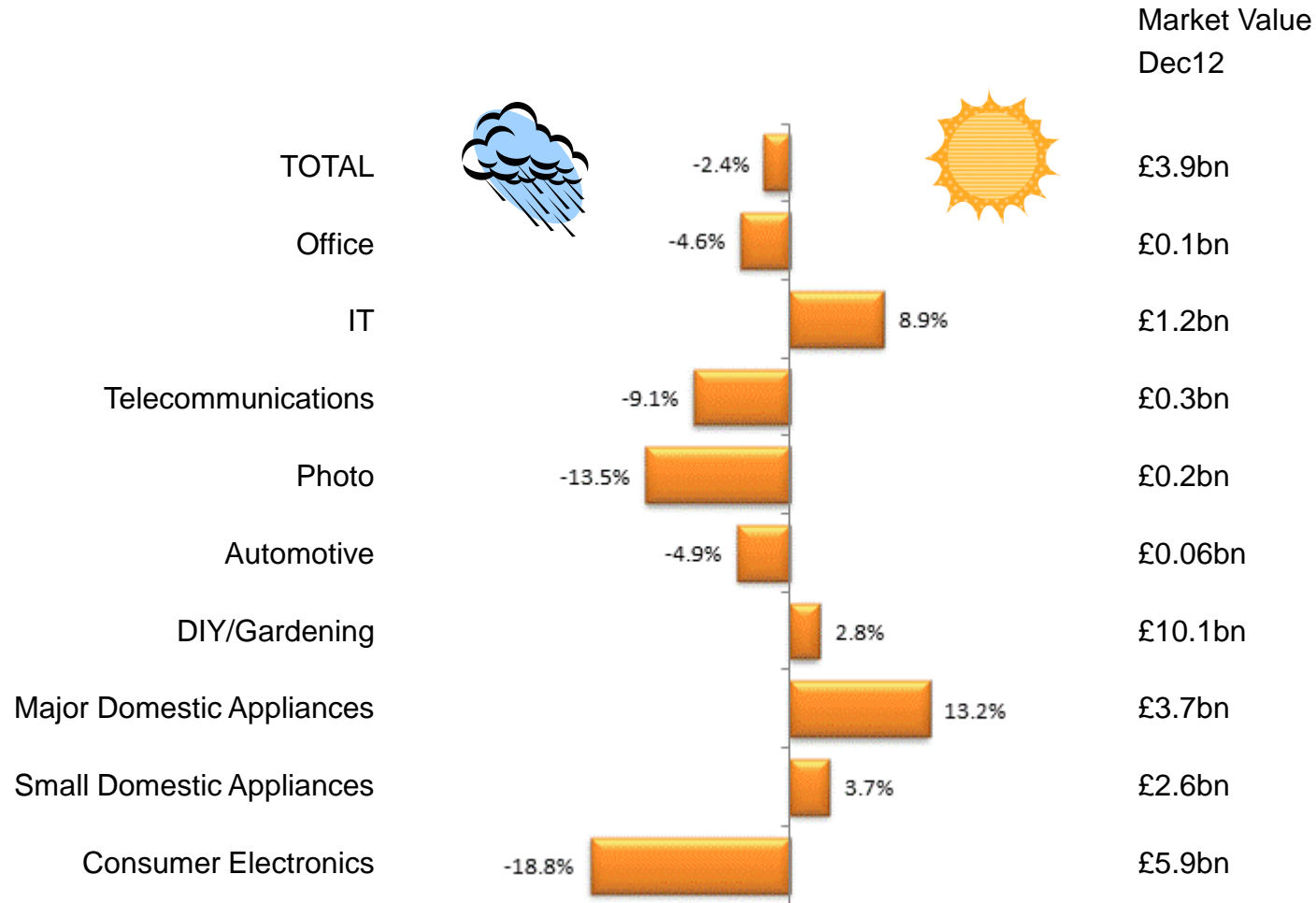
(value so far this year versus the same period last year)

Market Value
Jan12-Dec12



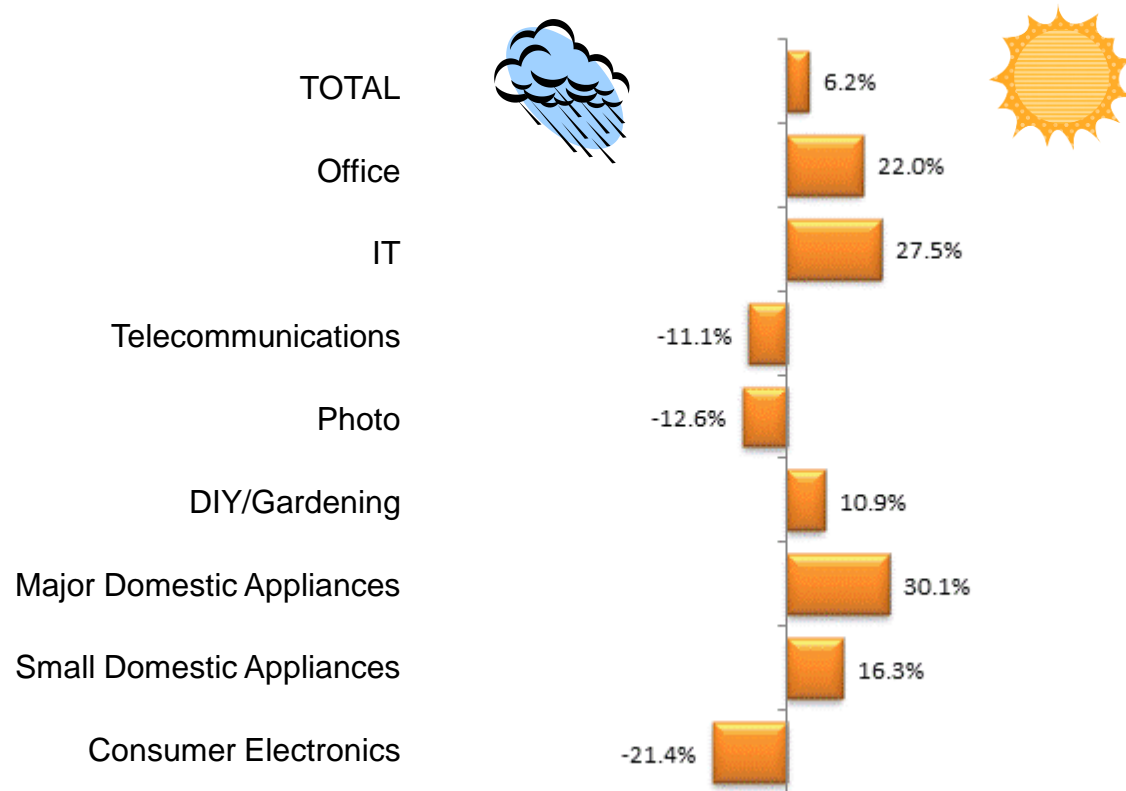
Which Sectors Have Driven the Market Month on Month?

Month on Month % Growth in Value
(this month versus the same month last year)



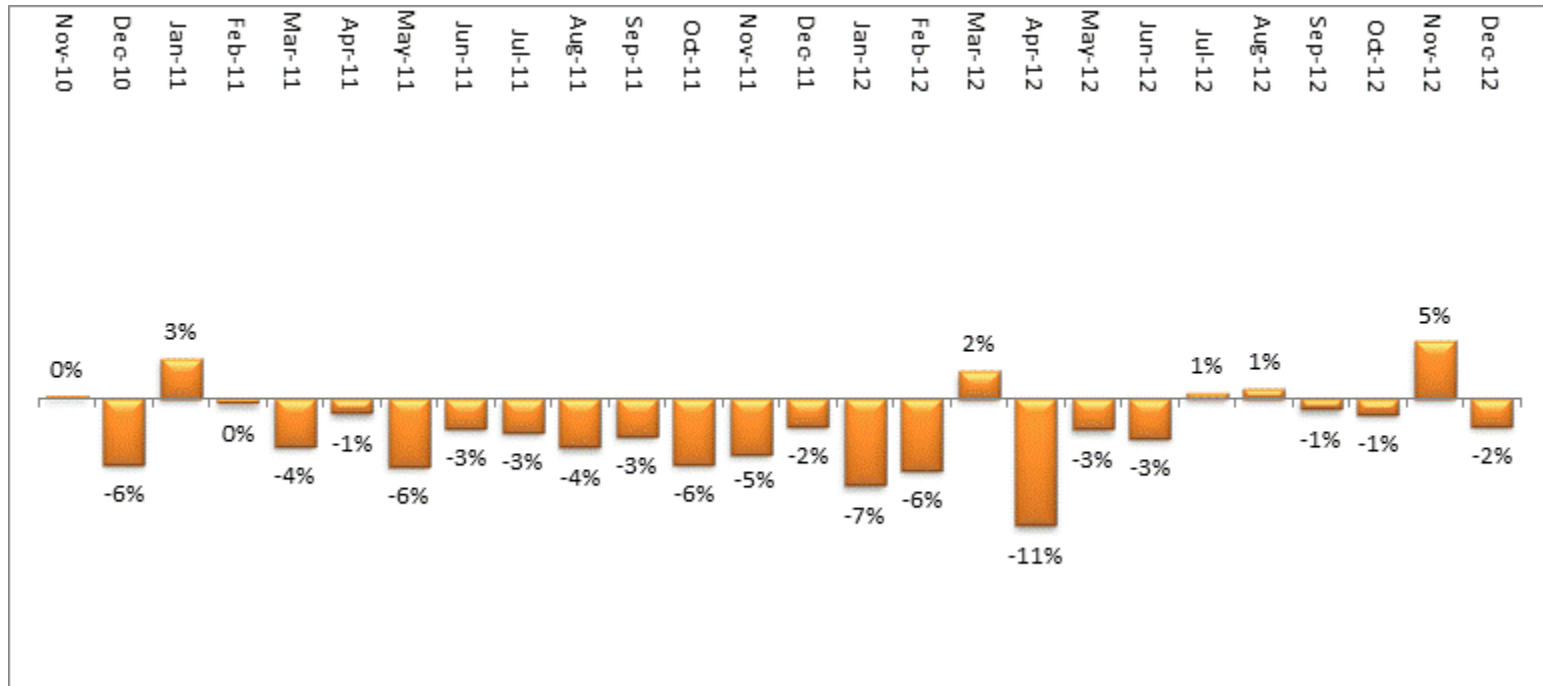
How are Online Sales Performing Month on Month?

Month on Month % Growth in Online Sales
(this month versus the same month last year)



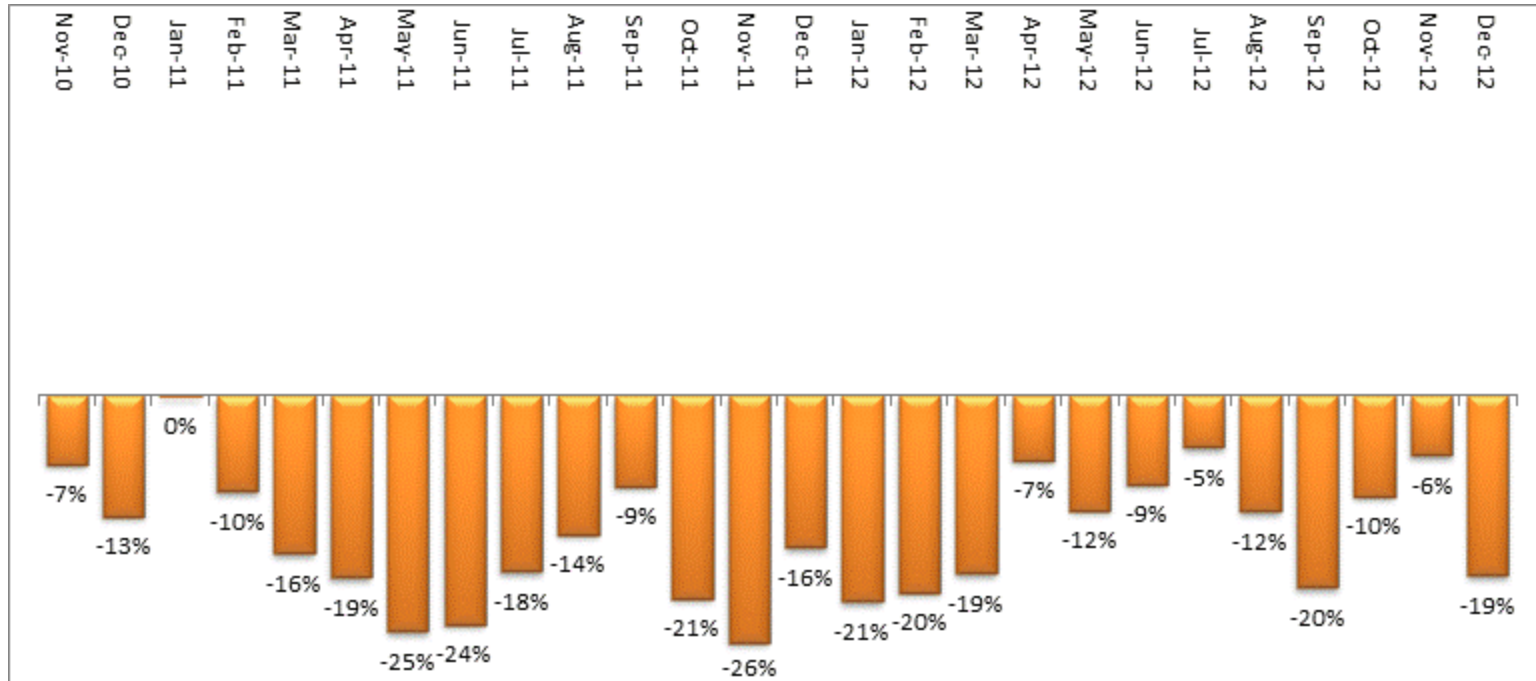
How Has the Total Durables Market Performed?

Month on Month % Growth in Total Market Value
(this month versus the same month last year)



How Has the Consumer Electronics Sector Performed?

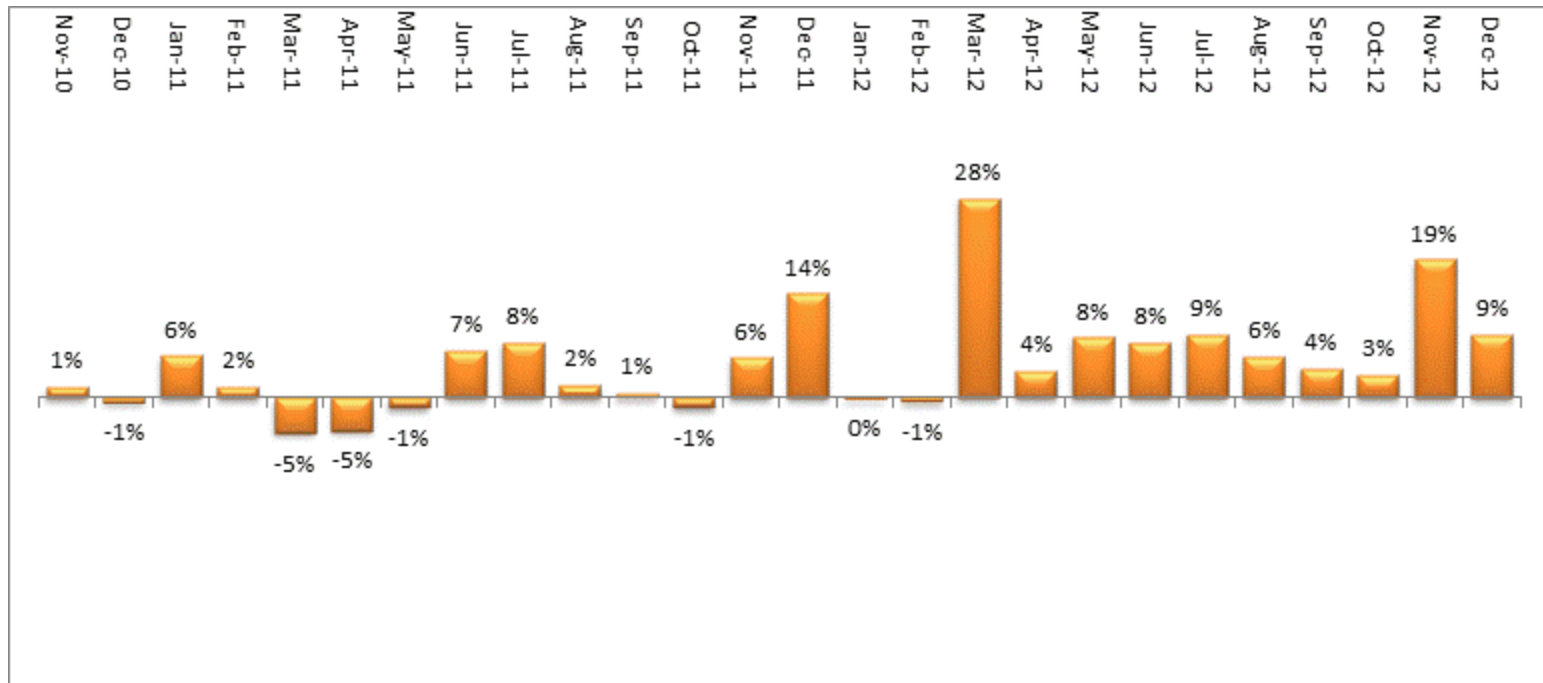
Month on Month % Growth in Sector Value
(this month versus the same month last year)



December was yet another poor month for consumer electronics. High existing ownership of many devices, low levels of visible innovation and high price erosion are key factors. With low consumer confidence, if consumers own a device which works well then they are less likely to replace it. Last December included the uplift caused by Best Buy's closing sale and substantial sales from other retailers who are no longer in the market, depressing the figures even further.

How Has the IT Sector Performed?

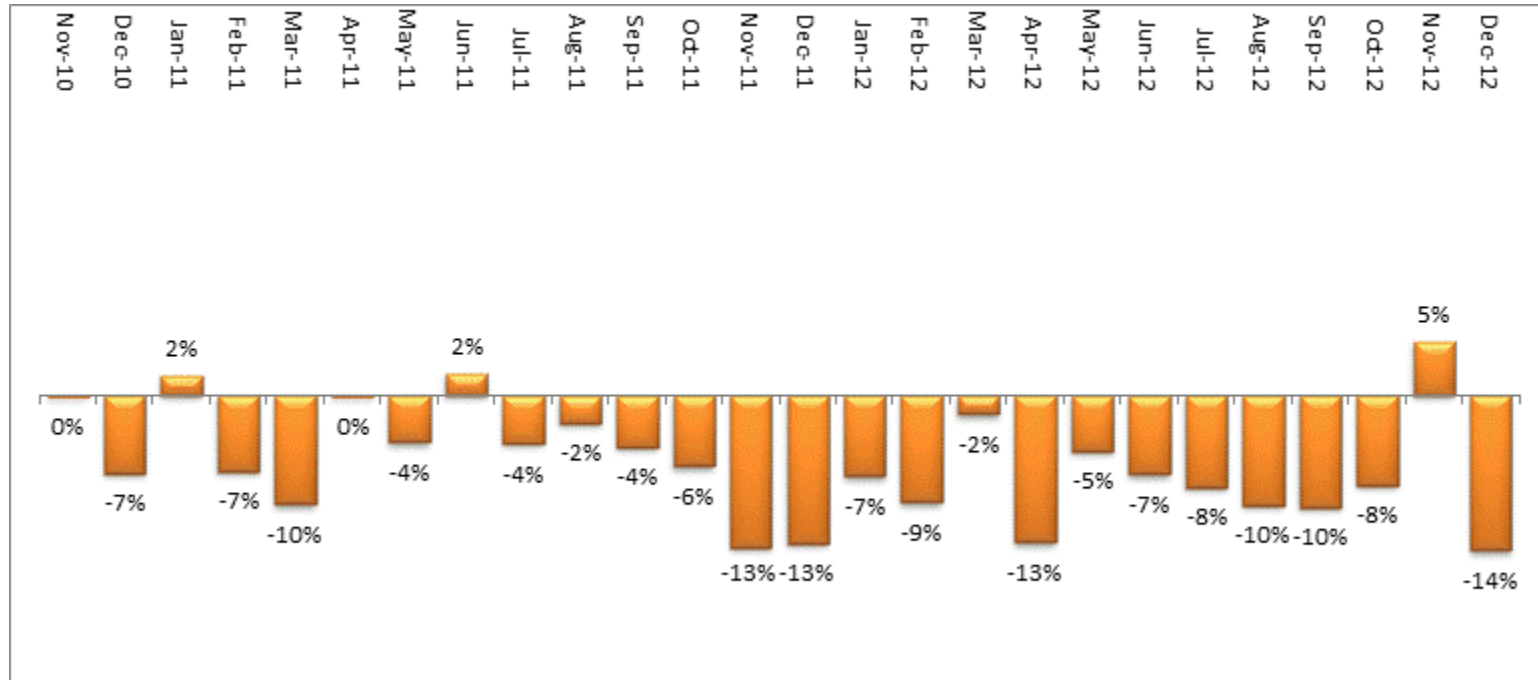
Month on Month % Growth in Sector Value
(this month versus the same month last year)



As expected in the run up to Christmas, media tablets drive most value for the IT sector, up 76% month on month, whilst desktop and mobile computers decline 39% and 18% respectively.

How Has the Photo Sector Performed?

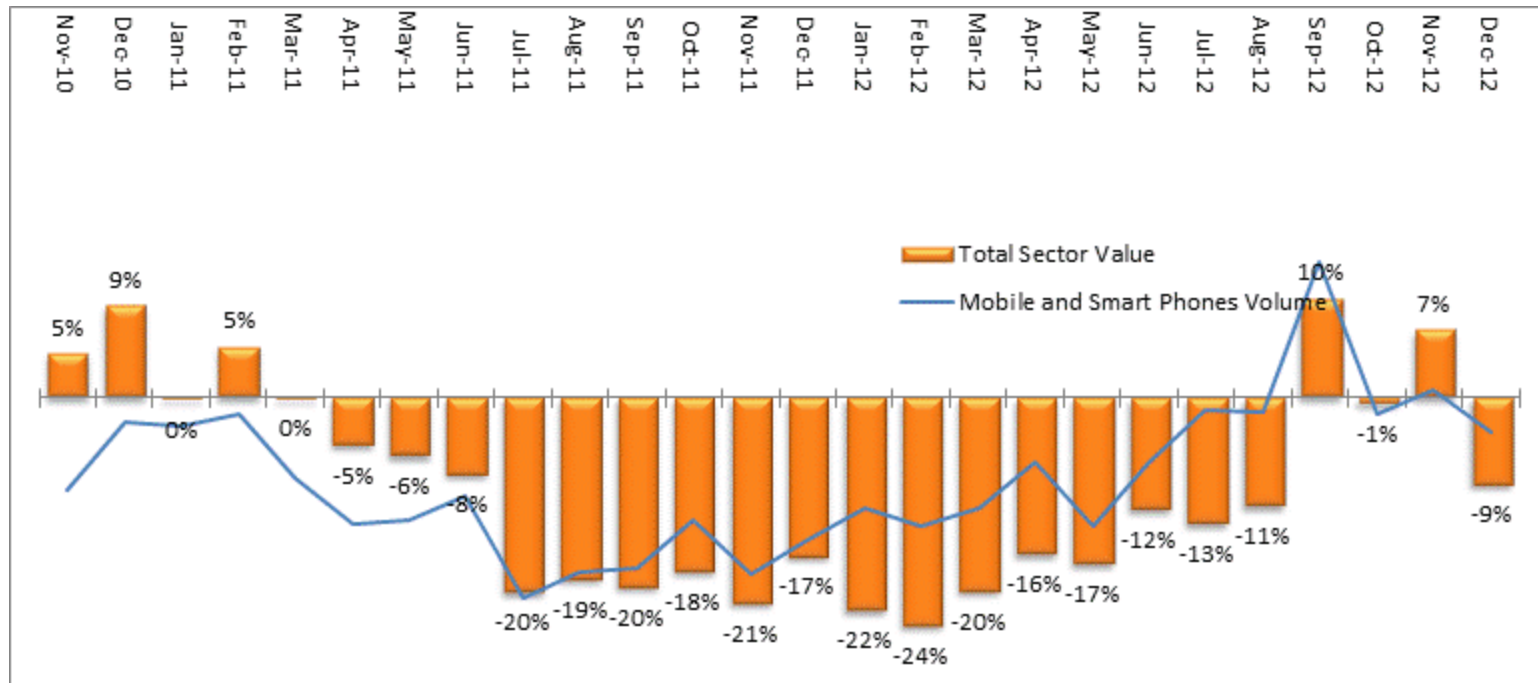
Month on Month % Growth in Sector Value
(this month versus the same month last year)



The biggest product category in the photo sector, digital cameras, declined 9% compared to December last year. Interchangeable lenses, now the second biggest product category in the photo sector, also declined, falling 3% month on month.

How Has the Telecommunications Sector Performed?

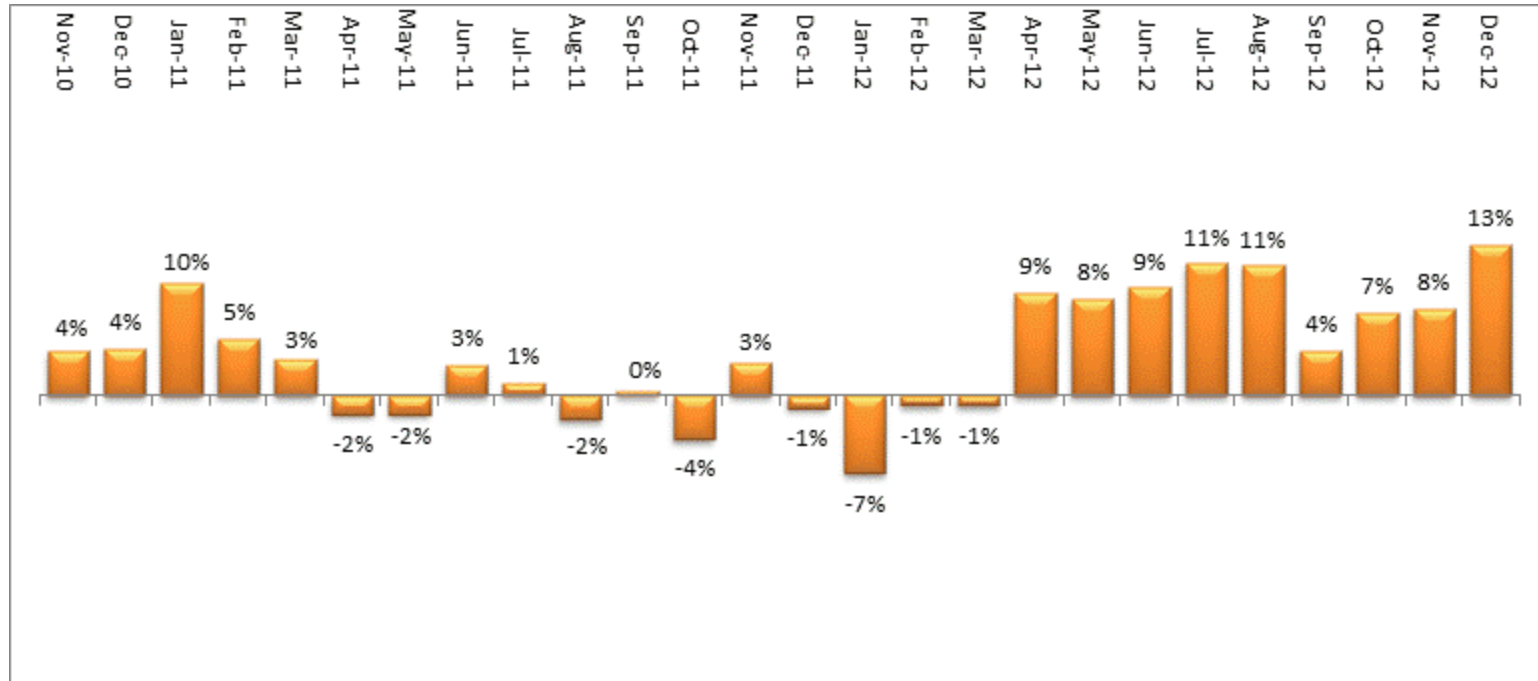
Month on Month % Growth in Sector Value
(this month versus the same month last year)



The telecommunications sector sees a decline in December 2012 due to the continued declines for the pay as you go market, which has fallen over 10% on the same period last year. However, this drop in sales has been tempered by strong growth from both the contract and sim free markets, which have both seen double digit growth versus December 2011.

How Has the Major Domestic Appliances Sector Performed?

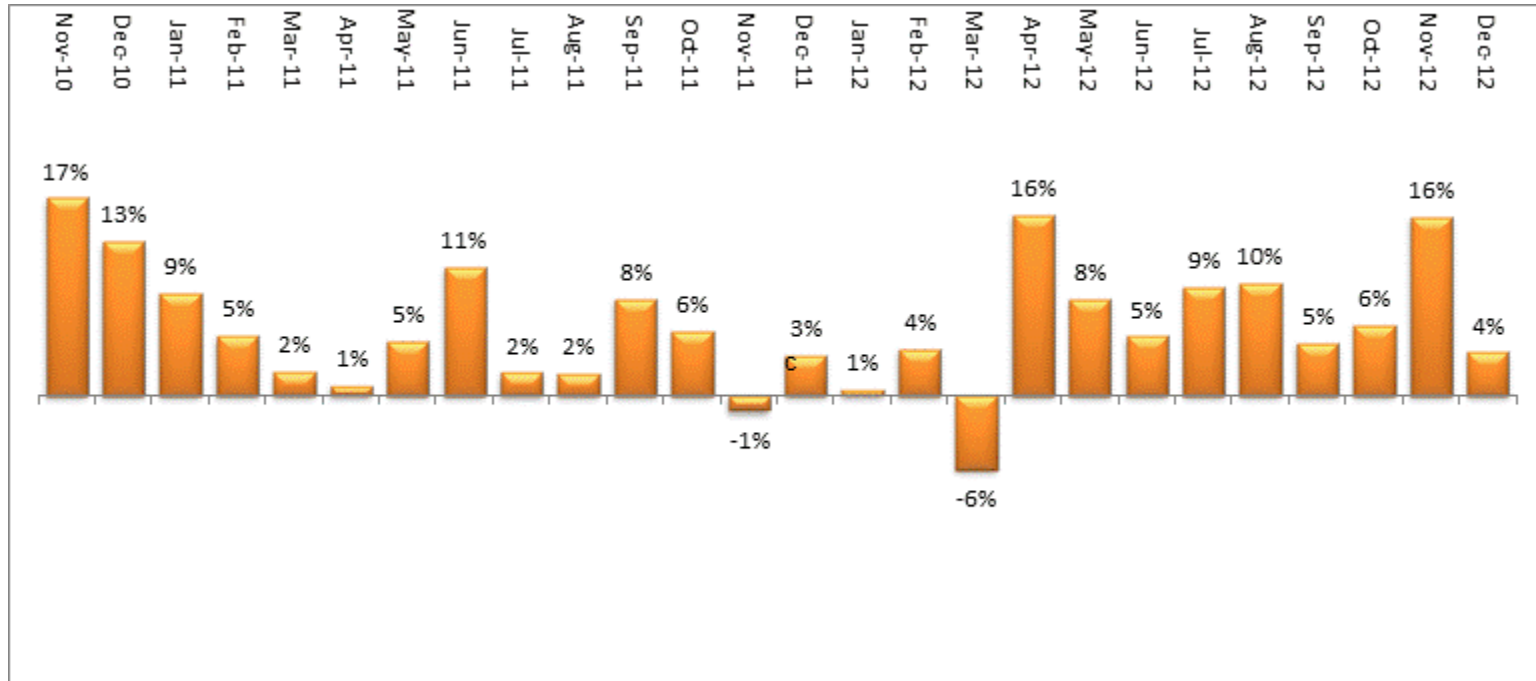
Month on Month % Growth in Sector Value
(this month versus the same month last year)



December sees month on month growth across all but one of the major domestic appliances product categories. Most value growth is attributable to washing machines, which are up 25% compared to December last year, whilst cooling (refrigerators and fridge freezers) grows 22%.

How Has the Small Domestic Appliances Sector Performed?

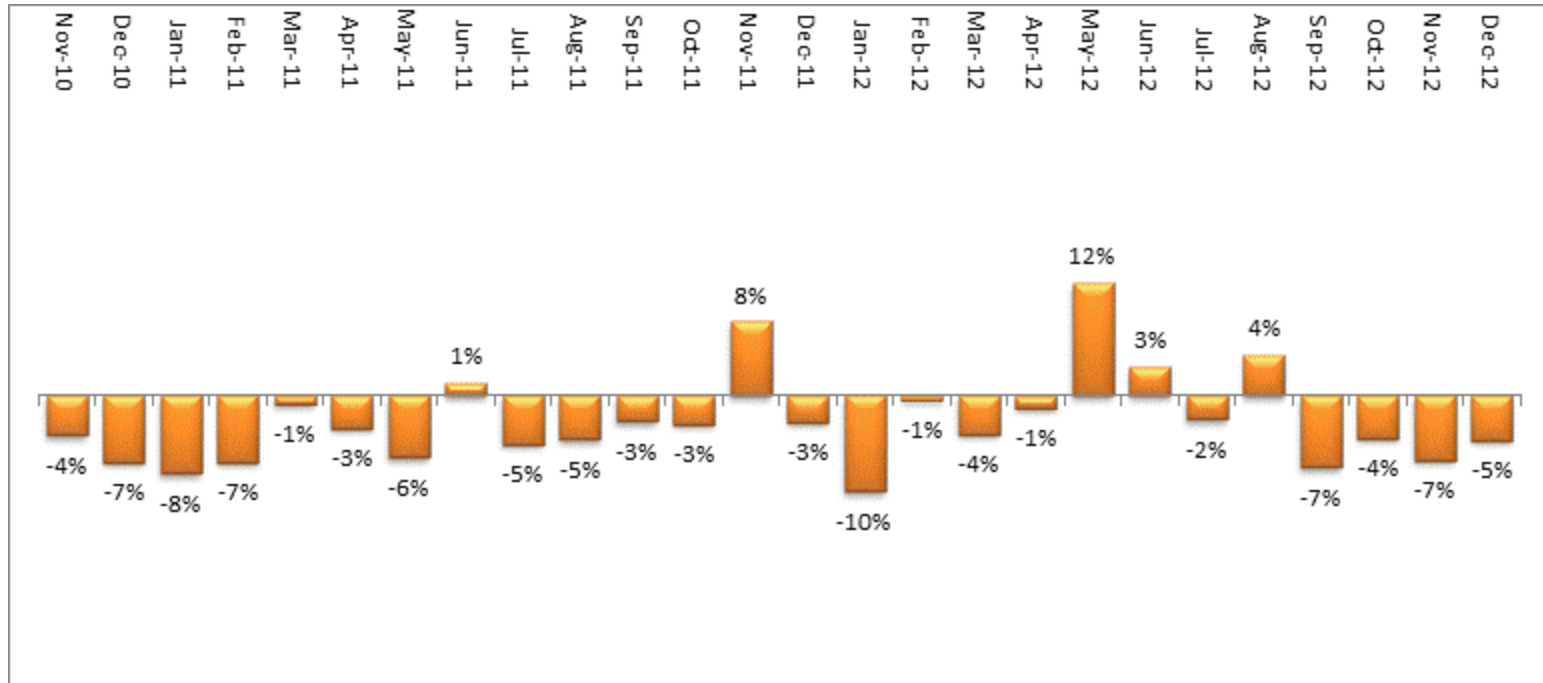
Month on Month % Growth in Sector Value
(this month versus the same month last year)



December sees growth slow in the small domestic appliances sector, however there is still good news in many of the product categories, notably dental care and hot beverage makers, which grow 13% and 3% respectively on December last year.

How Has the Office Sector Performed?

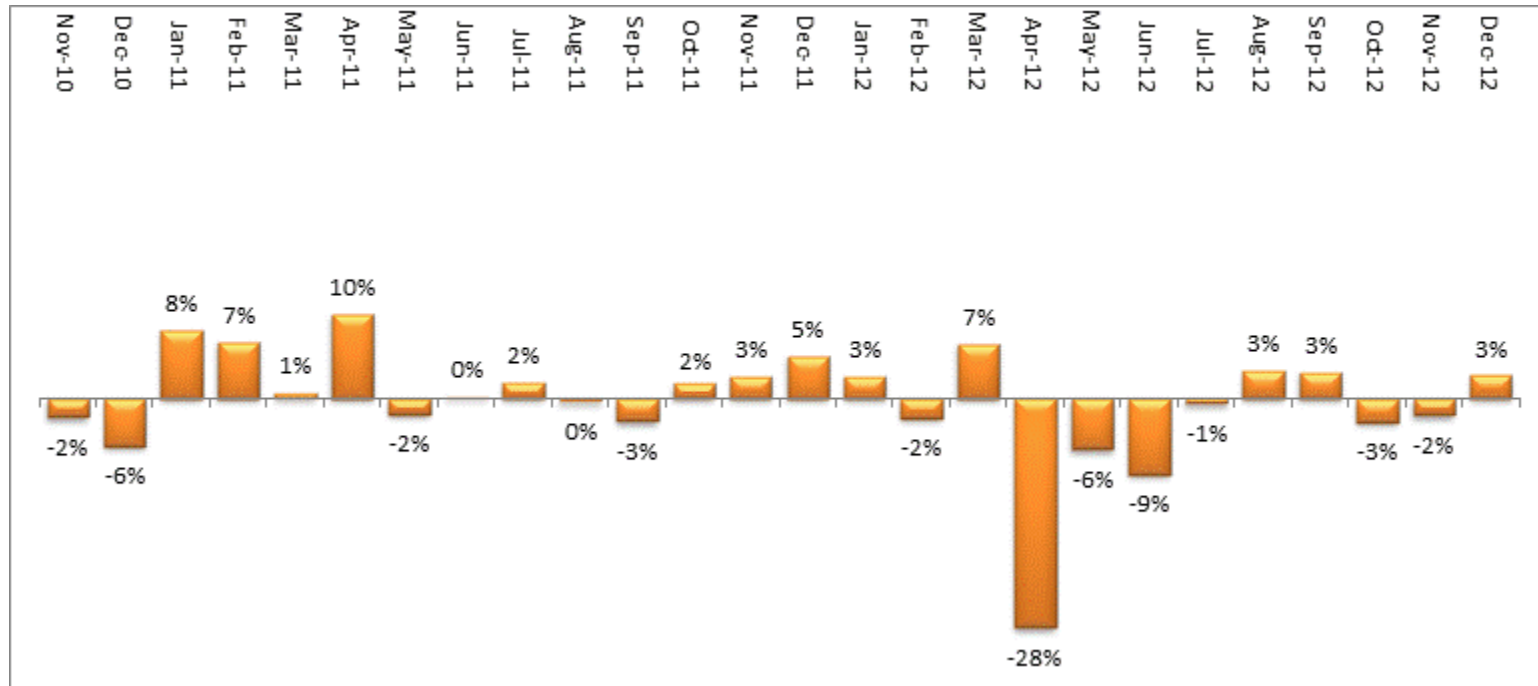
Month on Month % Growth in Sector Value
(this month versus the same month last year)



The large inkjet cartridge product group is the main driver of decline in December for the office sector.. Small growth in some stationery categories (for example ballpoint pens) proved insufficient in halting an overall decline for the sector.

How Has the DIY/Gardening Sector Performed?

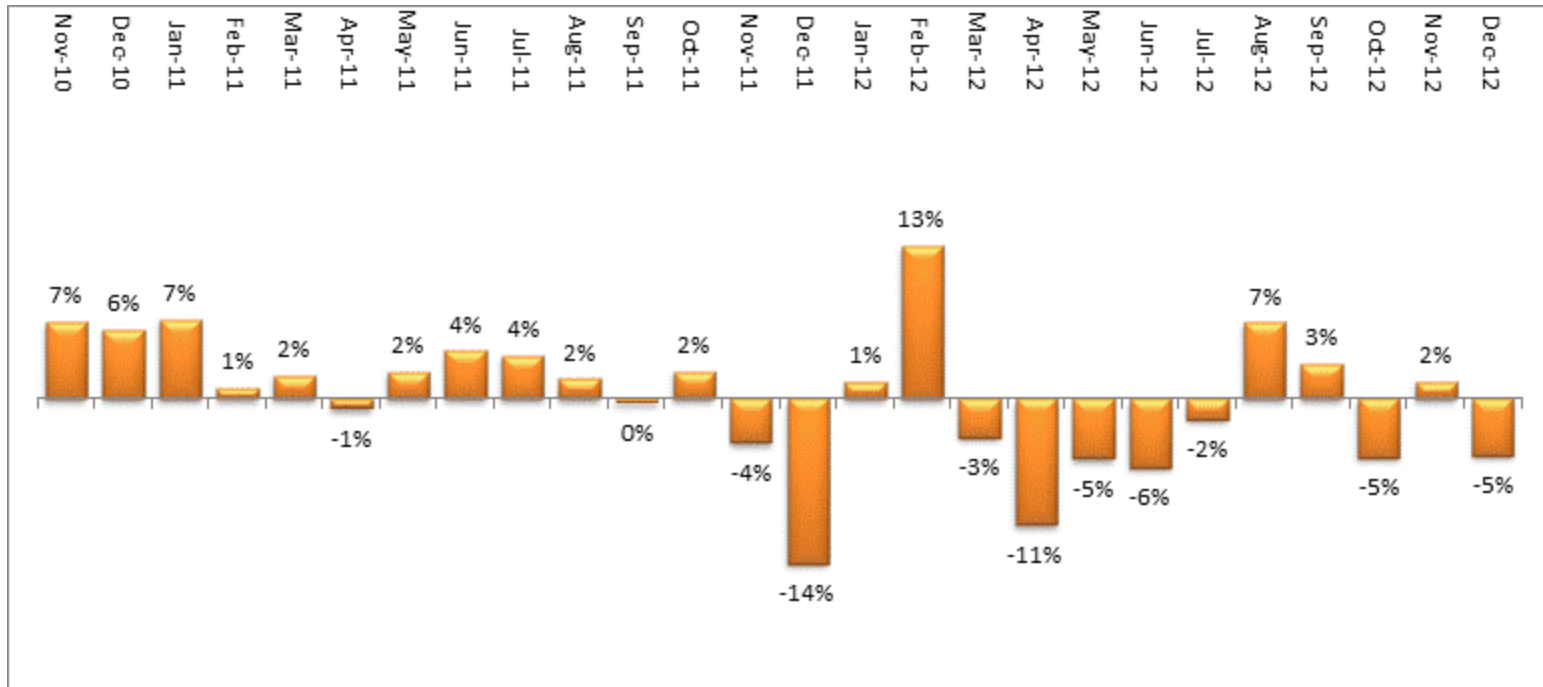
Month on Month % Growth in Sector Value
(this month versus the same month last year)



Power tools help drive growth in December with electric drills and electric saws up 12% and 10% respectively compared to December last year. There is also growth in the home improvement segment with showers up 11% month on month.

How Has the Automotive Sector Performed?

Month on Month % Growth in Sector Value
(this month versus the same month last year)



Despite growth from winter categories such as screen wash, anti-freeze and de-icer, the overall sector performance was down, majorly due to the decline in the valeting categories.

For Further Insight and Enquiries:

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Useful Information

Distribution Channels Tracked

Product Categories Tracked

Distribution Channels Tracked in the UK



Accurately tracking a universe of 79,000 shops via live electronic point of sale data delivered by the retailer on a weekly or monthly basis.

All major distribution channels are covered:

- Computer Shops
- IT B2B Channels
- Pure Players
- Telecommunications Specialists
- Supermarket and Cash & Carry Stores
- Variety Chains
- Mail Order Houses
- Department Stores
- Book Stores
- Office, Stationers and Consumable Specialists
- DIY Superstores, DIY Specialists and Garden Centres
- Kitchen Specialists
- Car Accessories Retailers, Car Dealers and Car Audio Specialists
- Electrical Specialists
- Photo Specialists
- Chemists
- Jewellers
- Tyre Specialists

Product Categories Tracked



AUTOMOTIVE

ANTI FREEZE
BRAKE CLEANERS
DE-ICER
CARBURETTOR CLEANERS
CHROME/ALUMINIUM CLEANERS
CONTACT SPRAY/RUST RELEASERS
ENGINE CLEANERS/DEGREASERS
ENGINE OILS
ENGINE AND PETROL ADDITIVES
EXHAUST REPAIR/MAINTENANCE
GENERAL CLEANER
GLASS CLEANER/RAIN REPELLANTS
OTHER LUBRICANTS
PAINT CARE PRODUCTS
PLASTIC/SYNTHETIC CLEANERS
SCREENWASH
TEMPORARY TYRE REPAIR
TROLLEY/CAR SEAT
TYRE CLEANERS
UPHOLSTERY CLEANER
WHEEL CLEANER

Major Domestic Appliances

Cookers and Ovens
Fridges/Fridge Freezers
Dishwashers
Freezers
Hobs
Hoods
Microwave Ovens
Spin Dryers
Tumble Dryers
Washing Machines

DIY / Gardening

ALERT DETECTORS
AXES AND ACCESSORIES
BENCHTOP MINI TOOLS
BENCHTOP TOOLS
BOLT CUTTERS
CHISELS/BOLSTERS
COMPACT FLUORESCENT LAMPS
DECORATIVE GARDEN PRESERVES
DECORATIVE EQUIPMENT
DECORATIVE PLASTER
DIY ADHESIVE TAPES
DIY ADHESIVES
DRILLS AND BRACES
ELECTRIC CROW BARS
ELECTRIC DRILLS
ELECTRIC GLUE GUNS
ELECTRIC HEAT GUNS
ELECTRIC POWER FILES
ELECTRIC SCRAPERS
ELECTRIC LASER LEVELS
ELECTRIC ANGLE GRINDERS
ELECTRIC PLANERS
ELECTRIC ROUTERS
ELECTRIC SANDERS
ELECTRIC SAWS
ELECTRIC TACKERS
ELECTRIC PAINT ROLLERS
ELECTRIC ROTARY HAMMERS
DIY RULERS
SCREW DRIVERS
SEALANTS
SEALERS AND WATERPROOFERS
SHOWERS
SOCKETS AND RATCHETS
SOIL CONDITIONER
SPECIAL HAND TOOLS
SPECIAL PAINTS

ELECTRIC SCREW DRIVERS
ELECTRIC SPRAY GUNS
ELECTRIC WALLPAPER STRIPPERS
EMULSION PAINT
FERTILIZERS
FILLERS
FLUORESCENT LAMPS
GARDEN HAND TOOLS
GARDEN HAND SHEARS
GRIPPING TOOLS
GROWING MEDIA
HALOGEN LAMPS
HAMMERS
HAND LAWNMOWERS
HAND FILES
HAND PLANERS
HAND SAWS
HOUSEHOLD INSECTICIDES
HIGH PRESSURE CLEANERS
HOSE END ATTACHMENTS
HOSES AND STORAGE
INCANDESCENT LAMPS
INTRUDER SECURITY
KNIVES AND BLADES
LAWN SEED
LAWN SPREADER
LED LAMPS
LEVELS
STAPLE GUNS
TILE ADHESIVES
TILE GROUT
TILES
TOOLSETS AND STORAGE
TRIM PAINT
TRIMMERS/BRUSHCUTTERS
VARNISH
WALL COVERINGS

MARKING OUT TOOLS
MEASURING TAPES
METAL PAINTS
MINI TOOLS
MOULDINGS AND COVINGS
MULTI TOOLS
WOOD FINISH
OUTDOOR BARBEQUES
PAINT BRUSHES
PAINTING AIDS
PAINT AND VARNISH REMOVER
PLANT AUXILIARY PRODUCTS
PLANT PROTECTION
PLIERS
POWERED CHAIN SAWS
POWERED LAWNMOWERS
POWERED SCARIFIERS
POWERED BLOW VACS
POWER TOOL ACCESSORIES
POWERED GRASS SHEARS
POWERED HEDGE TRIMMERS
POWERED SHREDDERS
PRIMERS/UNDERCOATS
PRUNING SAWS
PU FOAM
PUMPS
RENOVATION CLEANERS
RIVETERS
WALL DECORATIONS
WATER TIMERS
WILD BIRD CARE
WOOD FILLERS
WOOD STAIN
WOOD TREATMENT
WORKBENCHES
WRENCHES

Product Categories Tracked



Office

Ballpoint Pens	Mechanical Pencils
Binding Systems	Office Adhesive Tapes
Calculators	Office Adhesives
Coated Paper	Office Non-tracked Products
Colour Feltpens	Office Paper
Colouring Pencils	OHP Pens
Compasses	Pencil Cases
Correction Products	Perforators
Crayons	Print Cartridges
Fountain Pens	Repositionable Notes
Graphite Pencils	Rollerballs
Highlighters	Scissors
Laminating Accessories	Shredders
Laminating Systems	Staplers
Lettering Machinery	Stationery Accessories
Lever Arch Files	Suspension Filing Systems
Markers	Writing Feltpens

Small Domestic Appliances

Blood Pressure Monitors	Electric Beauty
Bread Makers	Food Preparation
Digital Thermometers	Hair Dryers
Food Steamers	Hair Styling
Fun Cooking	Hair Clippers
Mini Ovens	Ice Cream Makers
Air Conditioners	Irons
Air Treatment	Kettles
Bakeware	Pans
Can Openers	Personal Scales
Juice Extractors	Pots
Coffee Grinders	Pressure Cookers
Hot Beverage Makers	Rice Cookers
Deep Fryers	Sandwich Toasters
Dental Care Products	Shavers
Electric Blankets	Toasters
Electric Heating	Steam Cleaners
Electric Knives	Vacuum Cleaners

IT

- Static Computers
- Portable Computers
- Monitors
- Printers
- Multifunctional Devices
- Data/Video Projectors
- Facsimiles
- Scanners
- Web Cameras
- Communication Cards
- CD/DVD Writers
- Keying Devices
- PC/Mini Speakers
- Pointing Devices
- TV Cards/Tuners
- Storage Devices
- Communication Devices
- Power Management
- Software
- Small Organising Solutions
- Gaming Devices

Telecommunications

- Fixed Line Telephones
- Headsets
- Mobile Phone Accessories
- Mobile Phone Handsets
- Mobile Phone Tariffs
- Smart Phones

Consumer Electronics

CD Recording Media	Amplifiers
Video Tapes	Receivers
DVD Recording Media	Tuners
CRT Televisions	Radio Recorders
TV Recorders	Portable Radios
Video Recorders	Clock Radios
Portable Televisions	Dictation Systems
Panel Televisions	Headphones
Set Top Boxes	Headphone Stereors
DVD Players/Recorders	Universal Remote Controls
Digital TV Accessories	Digital Portable Audio Players
Battery Chargers	Digital Portable Video Players
Dry Batteries	Car Audio
USB Memory	Car Speakers
Camcorders	Car Navigation
MD Players/Recorders	Car Vision
Turntables	Videogames Consoles
Loudspeakers	Camcorder Powerpacks
CD Players/Recorders	Torches
Audio Home Systems	MP3 Accessories

Photo

- Imaging Accessories
- Binoculars
- Non-Digital Cameras
- Interchangeable Lenses
- Digital Cameras
- Films
- Memory Cards
- Image Displays