



GfK Market-i

An Insight into April 2013 UK Retail Durable Sectors

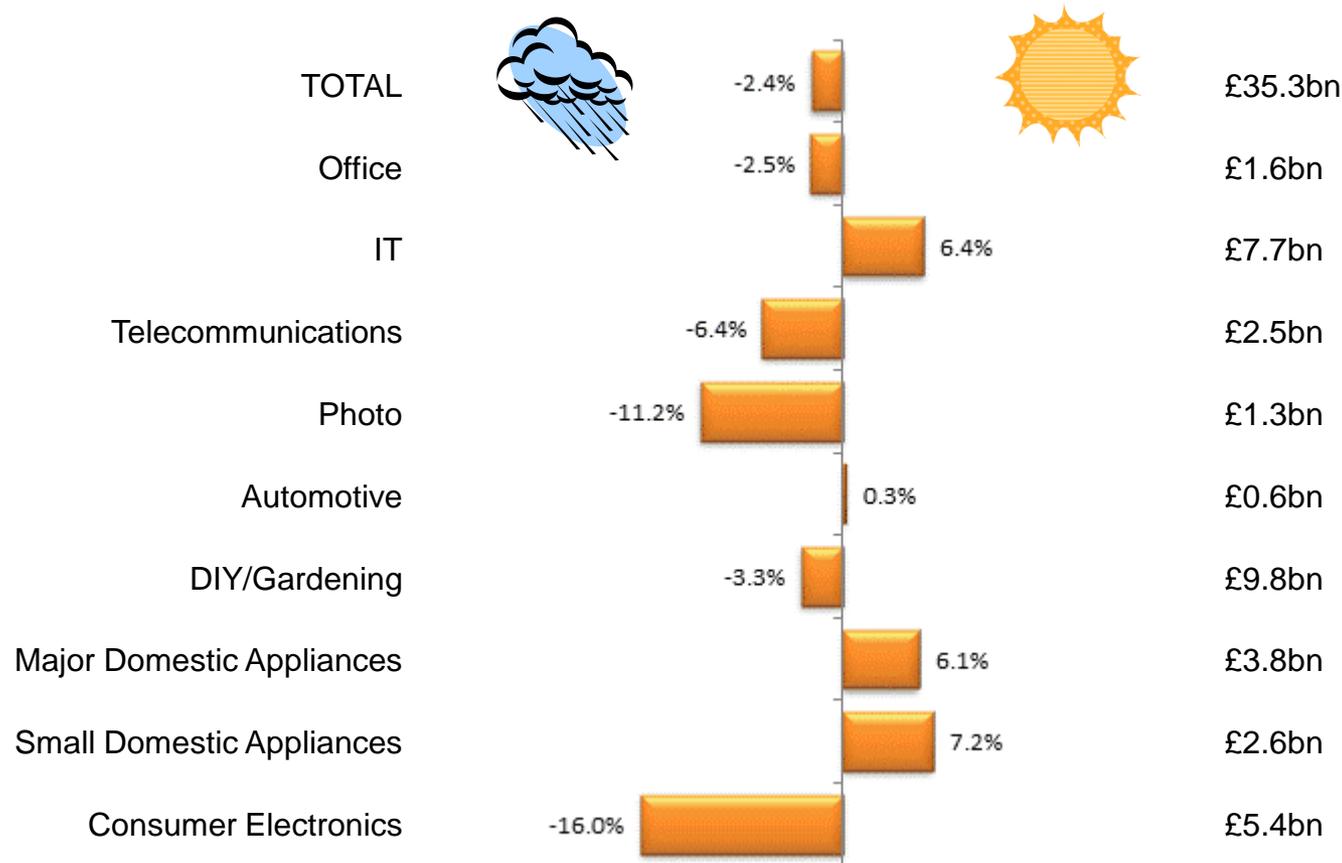
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- April 2013 saw the total durables market remain in negative territory, declining nearly 3% compared to the same month last year.
- The biggest loser was the consumer electronics sector, where value tumbled nearly 26% compared to April last year. The digital switchover in the London region and the run up to the Olympics were significant boosters for the sector last year and these will make comparisons over the next couple of months very tough.
- There is growth to be had in the non-replacement led areas such as media tablets and accessories, however these significant market boosting innovations tend to be few and far between at the moment.
- Those wishing to grow at times of overall decline need to have online presence – internet sales value grew nearly 15% compared to April last year and have remained positive for the last 12 consecutive monthly comparison periods.

Which Sectors Have Driven the Market Year on Year?

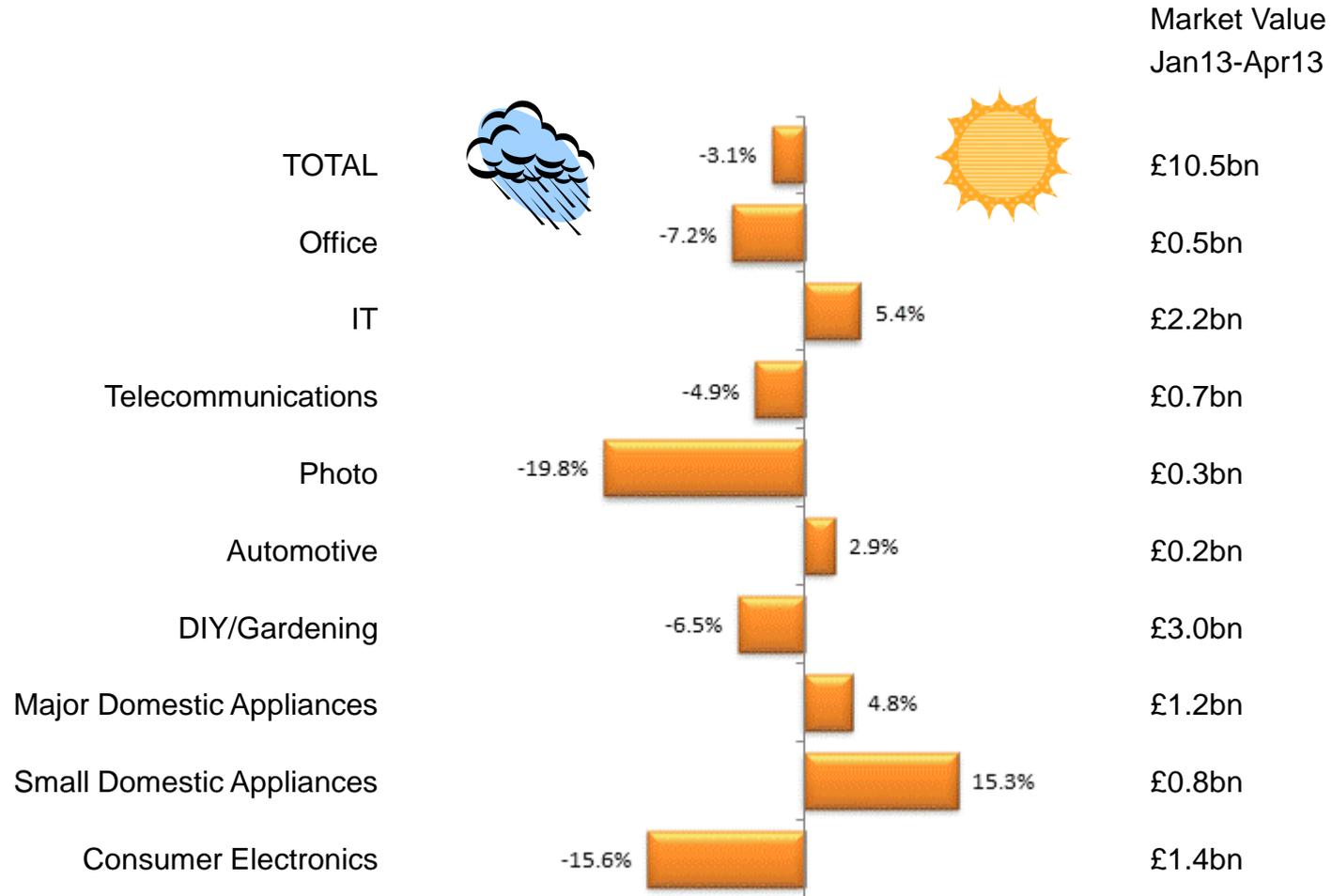
Year on Year % Growth in Value
(the latest moving annual total versus the previous moving annual total)

Market Value
May12-Apr13



Which Sectors Have Driven the Market Year to Date?

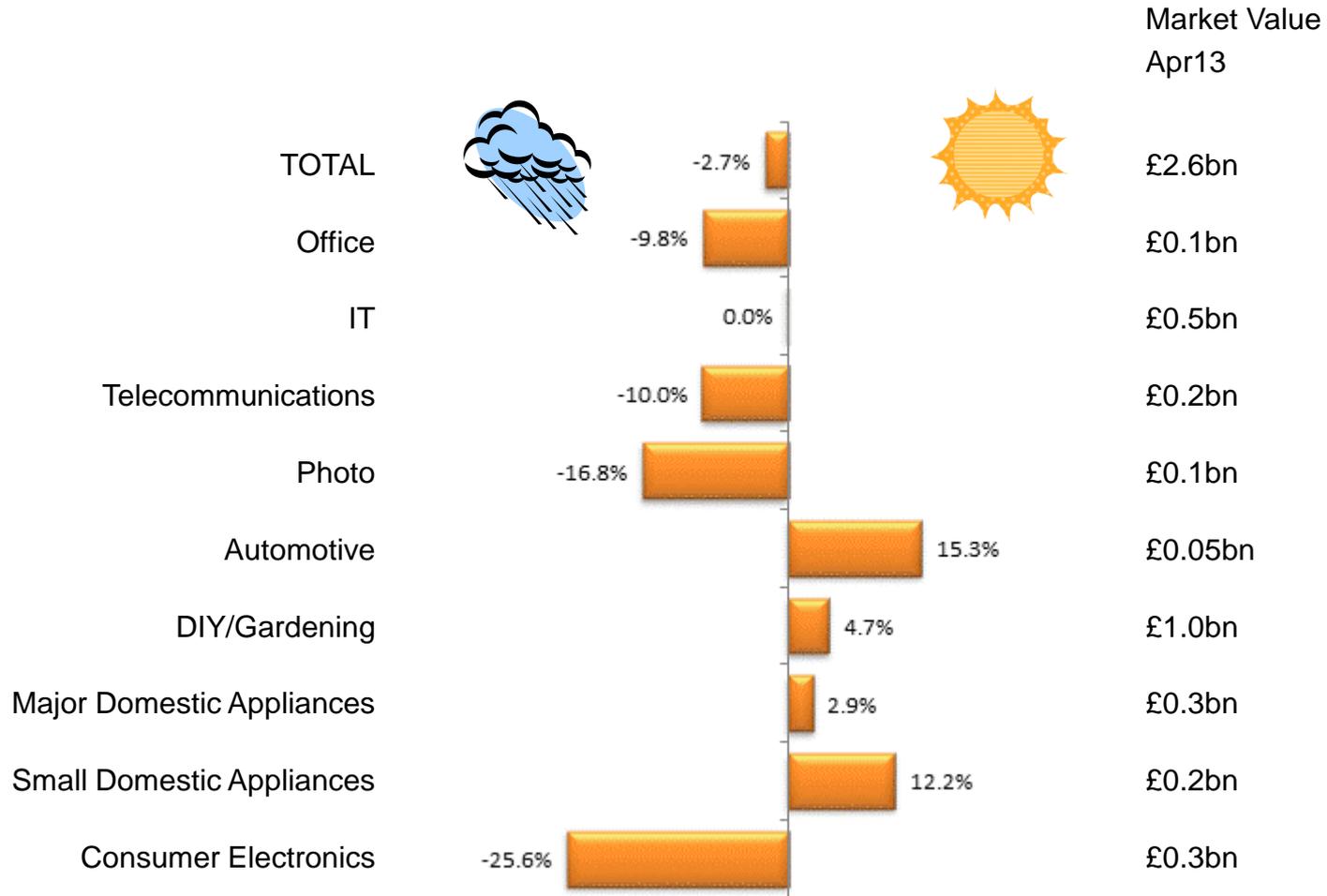
Year to Date % Growth in Value
(value so far this year versus the same period last year)



Which Sectors Have Driven the Market Month on Month?



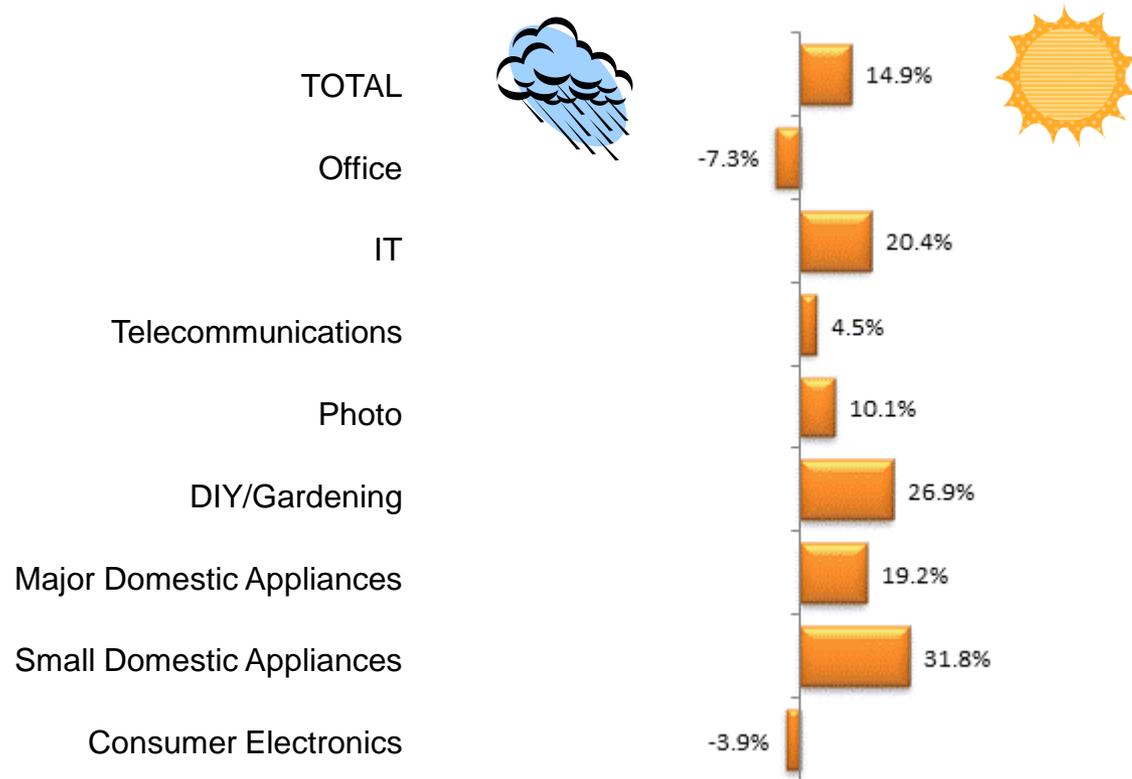
Month on Month % Growth in Value
(this month versus the same month last year)



How are Online Sales Performing Month on Month?

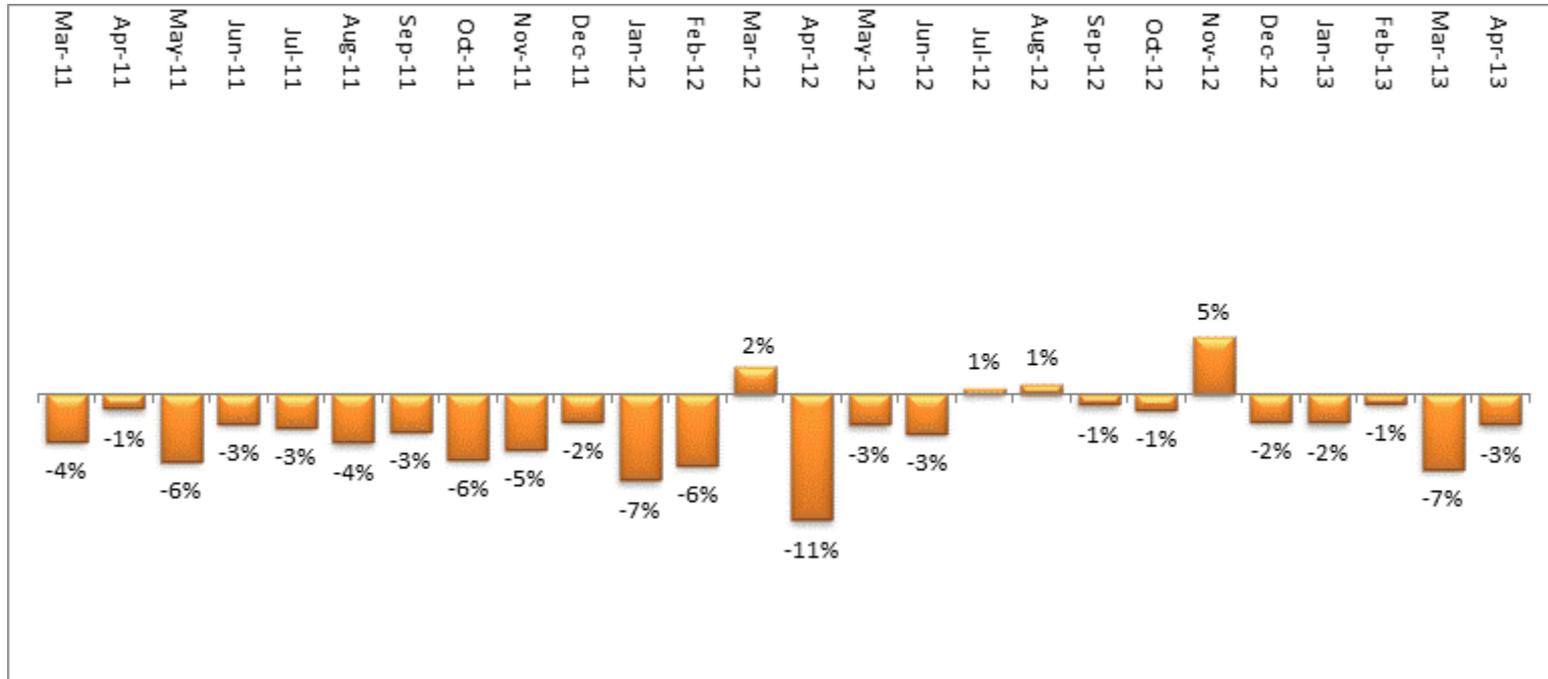


Month on Month % Growth in Online Sales
(this month versus the same month last year)



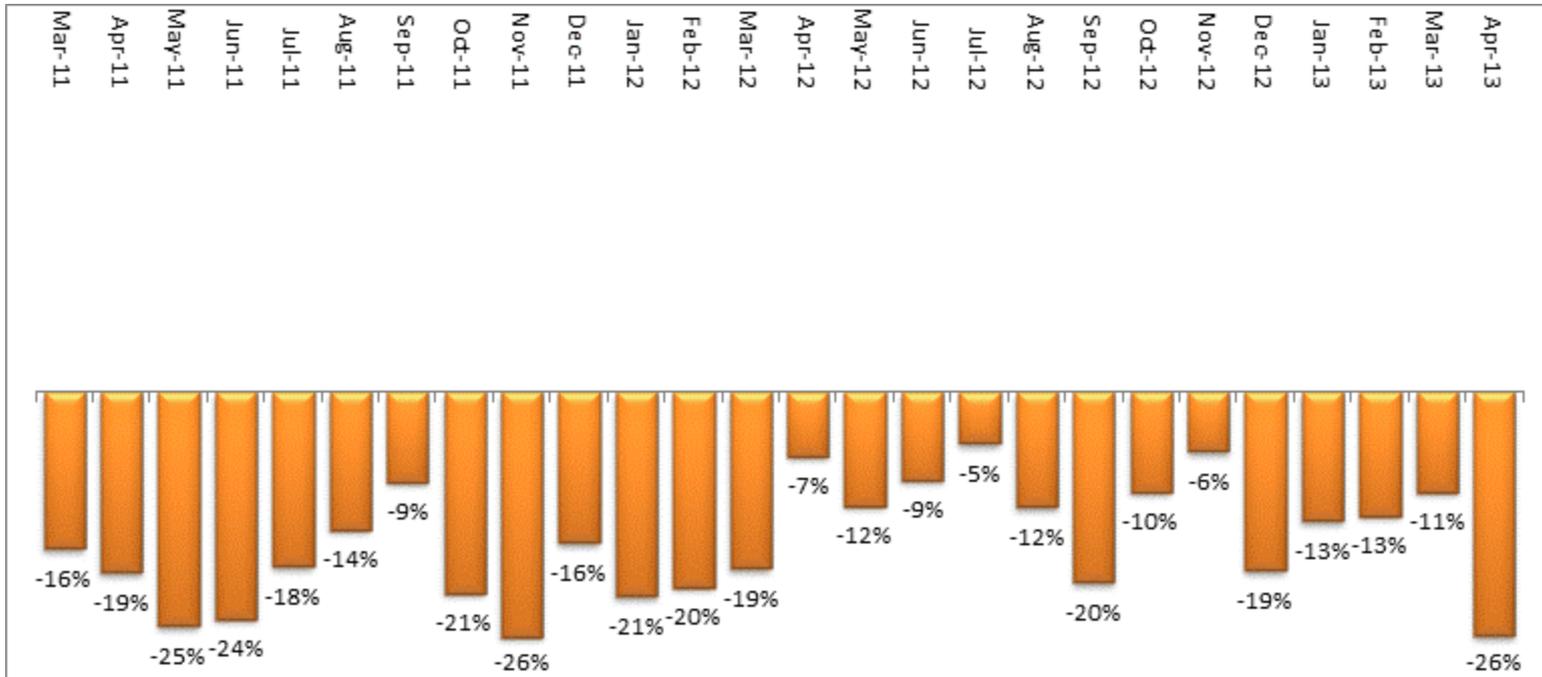
How Has the Total Durables Market Performed?

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



How Has the Consumer Electronics Sector Performed?

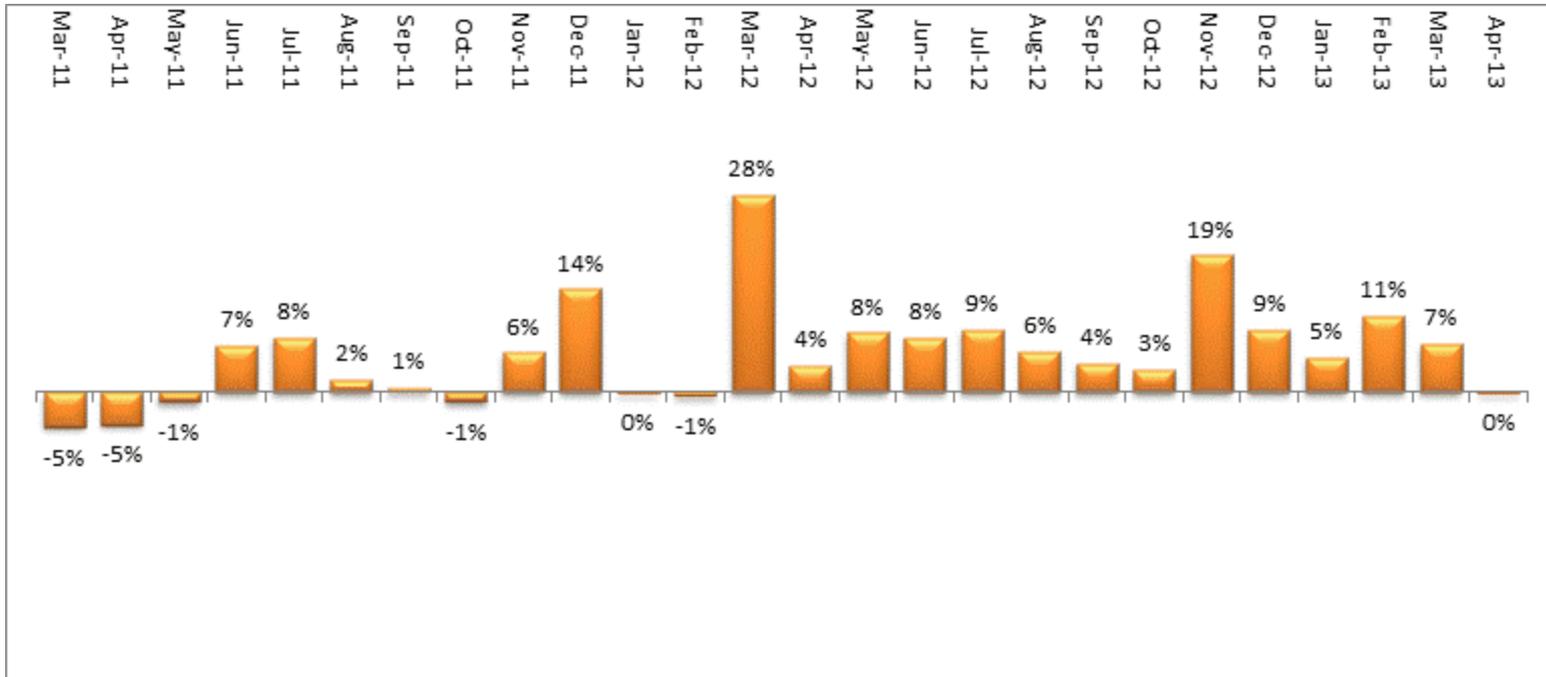
Month on Month % Growth in Sector Value
(this month versus the same month last year)



In the televisions product category, whilst there are areas of growth (such as jumbo screen sizes) it remains largely a replacement market due to little innovation taking place. Compared to April 2012, the value attributable to televisions declined 26%. Over the last 12 months, this key part of the consumer electronics sector has declined 15% compared to the previous 12 months.

How Has the IT Sector Performed?

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

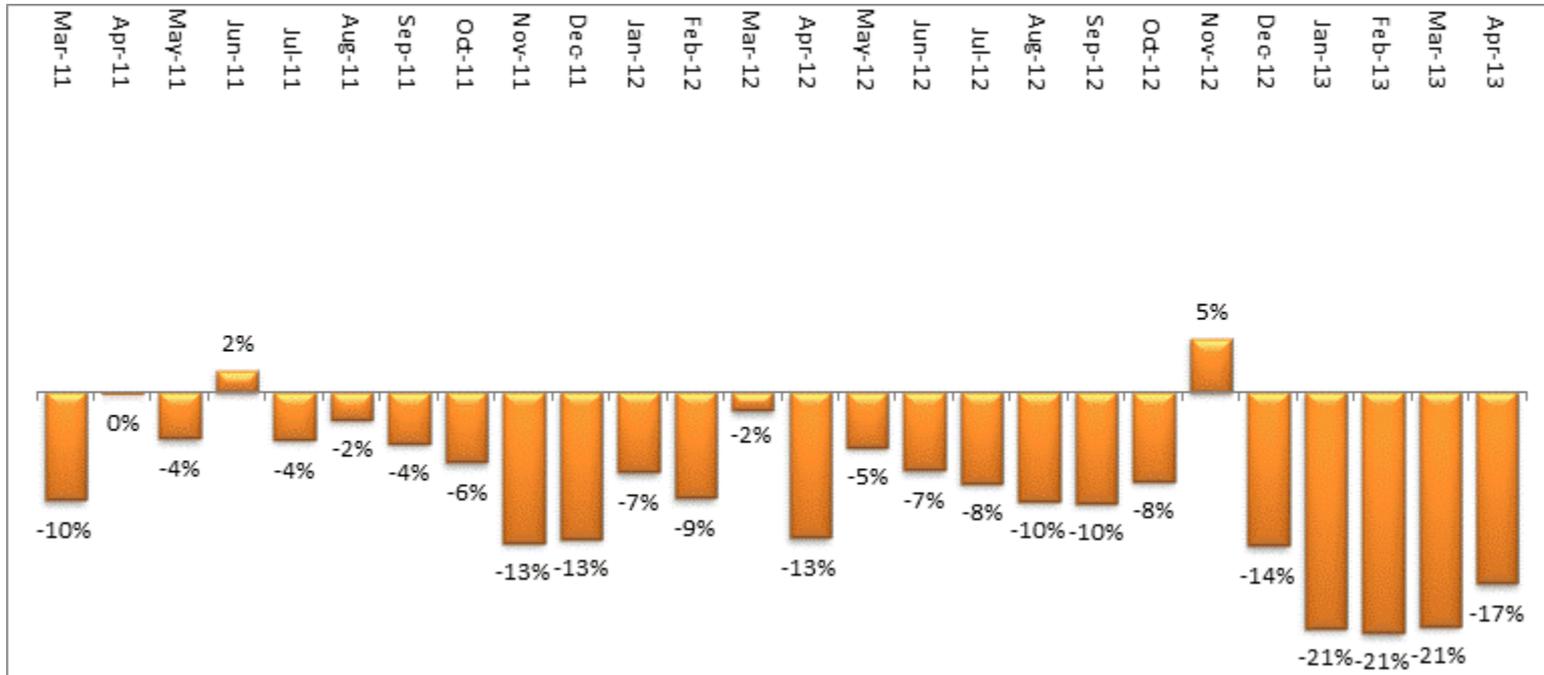


Media tablets prevent a significant decline in the IT sector, growing 24% compared to April last year. There were mixed results elsewhere in the sector with storage growing 3% and communication cards declining 3% month on month.

How Has the Photo Sector Performed?



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

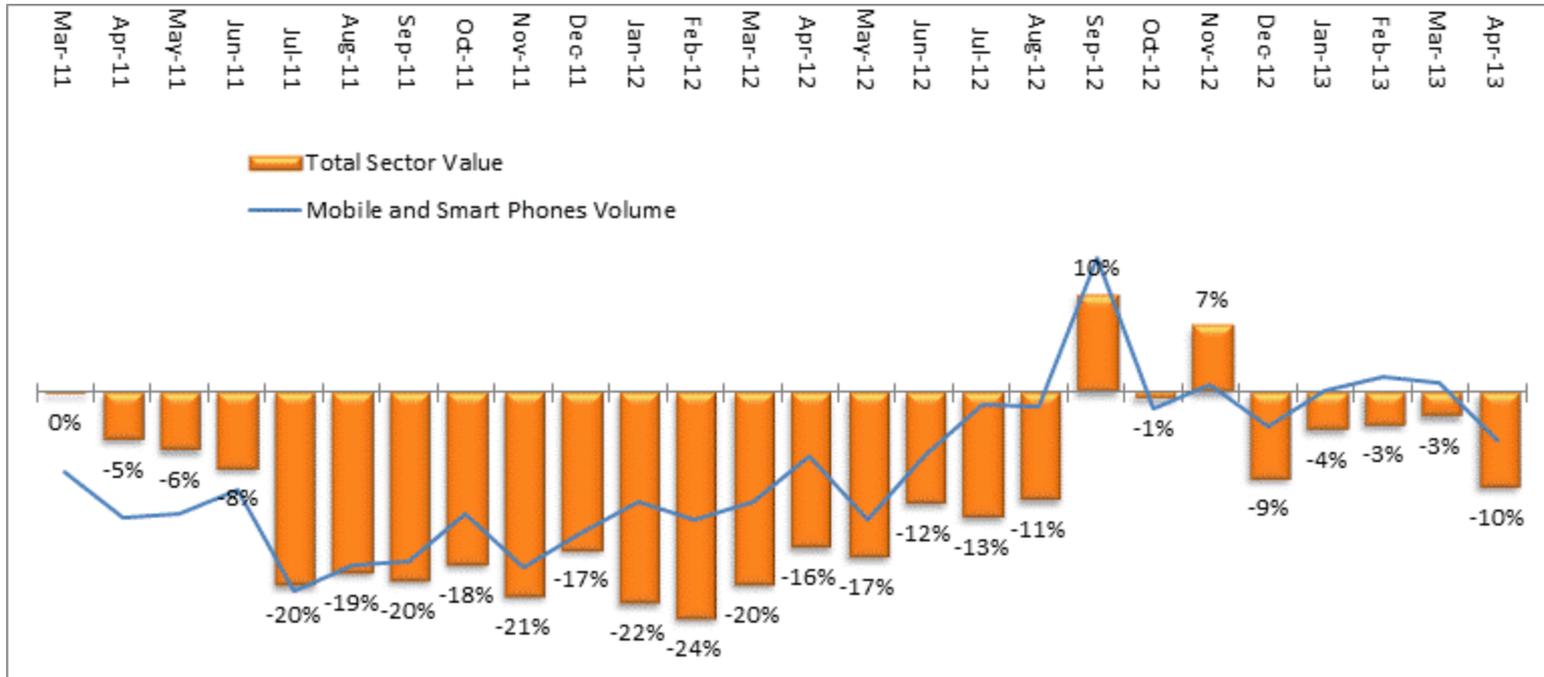


Not one product category in the photo sector grows month on month – denting the value most are digital cameras and memory cards, which decline 18% and 20% compared to April last year.

How Has the Telecommunications Sector Performed?



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

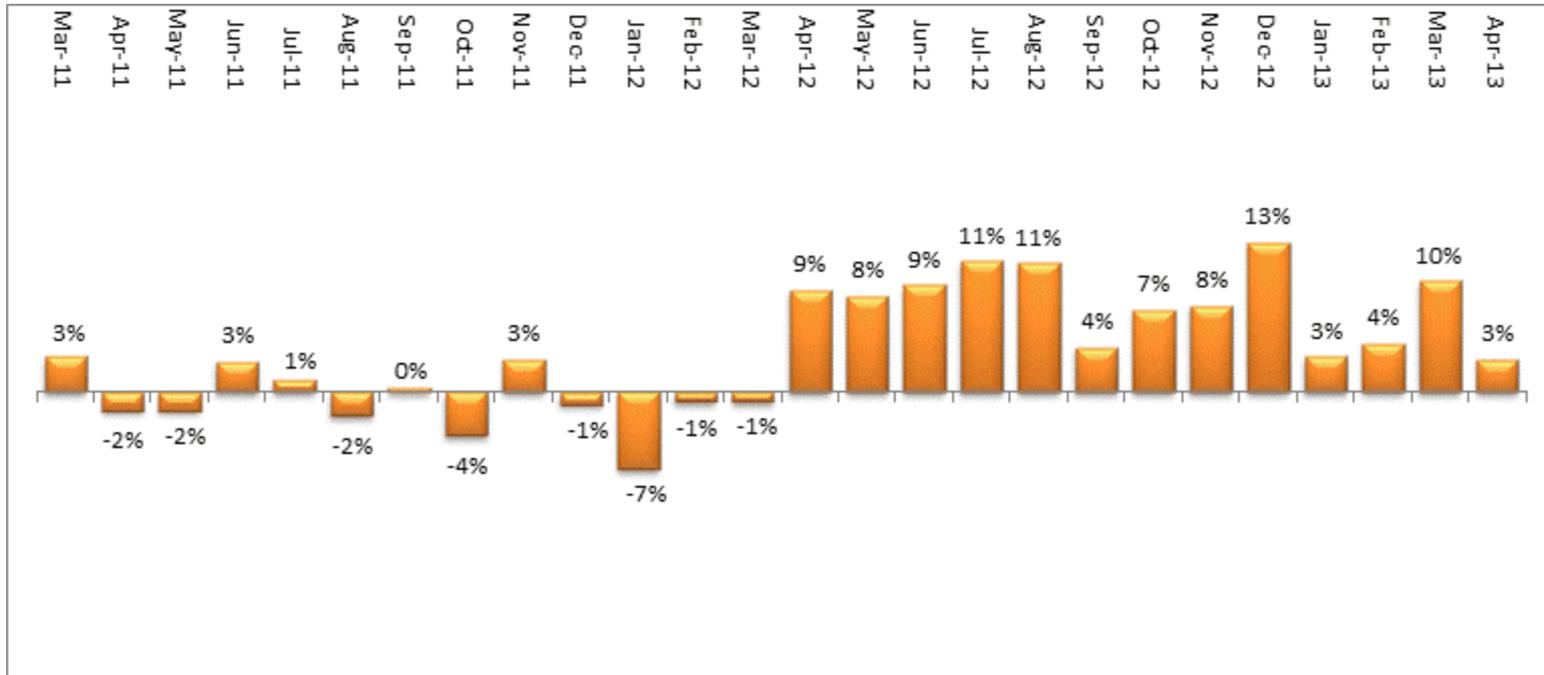


After a brief positive spell, mobile and smart phone volume sales return to decline, however value grows slightly at 2% month on month. Outside of the mobile segment, domestic telephones decline 9% compared to April last year.

How Has the Major Domestic Appliances Sector Performed?



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

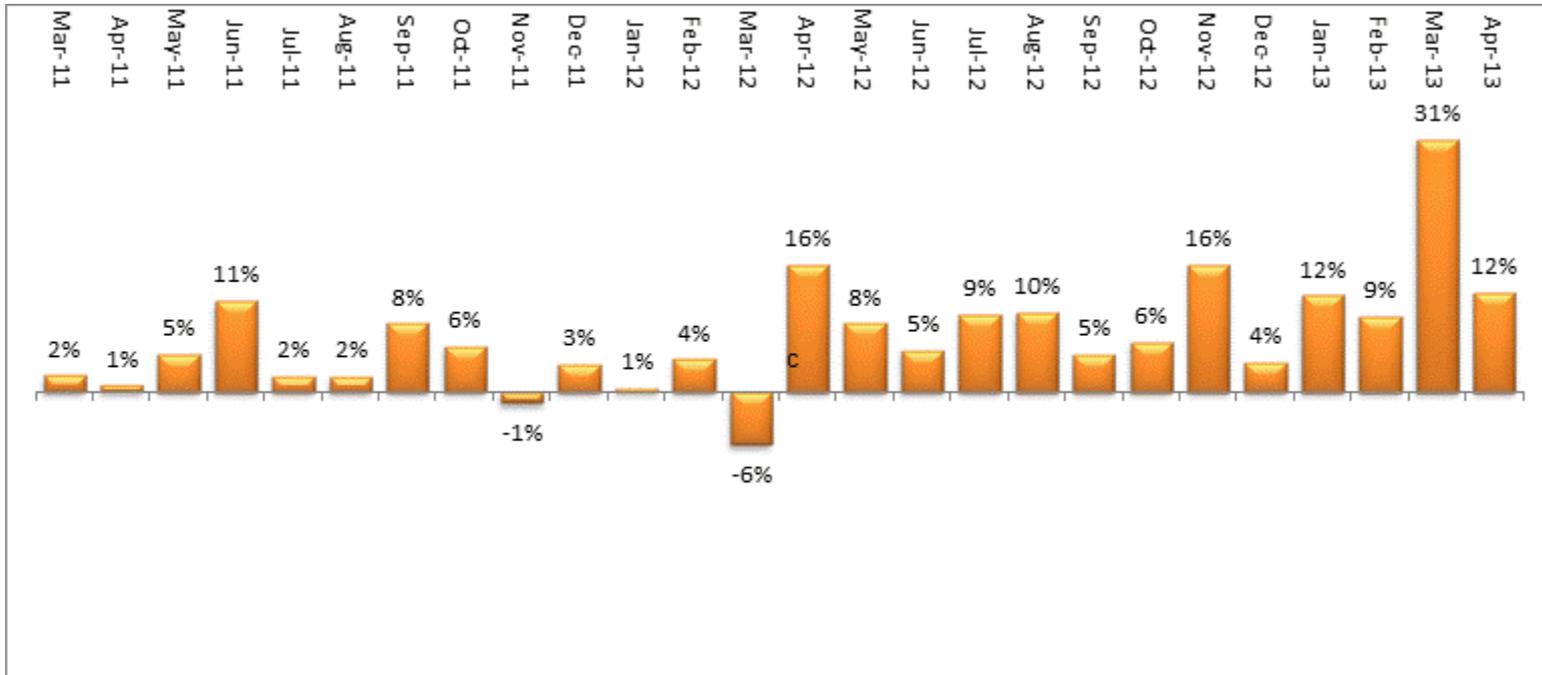


The largest value contributor to the sector, washing machines, sees a decline of 4% month on month, whilst the next biggest categories, cooking and cooling, both see growth of 4% on the same comparison period.

How Has the Small Domestic Appliances Sector Performed?



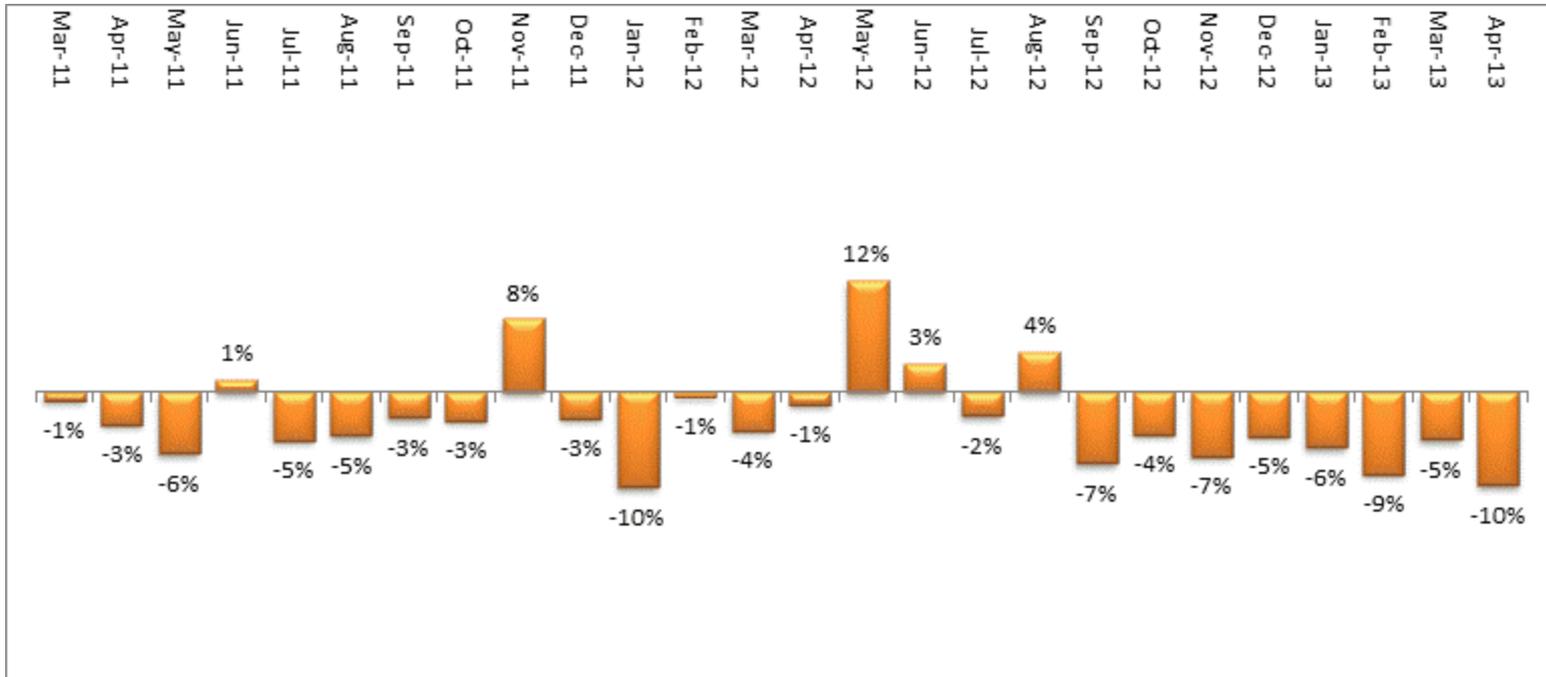
Month on Month % Growth in Sector Value
(this month versus the same month last year)



In the personal care segment, shavers and hair dryers decline 15% and 2% respectively month on month. In the kitchen segment, there is better news as the value attributable to hot beverages makers surges 29% compared to April last year.

How Has the Office Sector Performed?

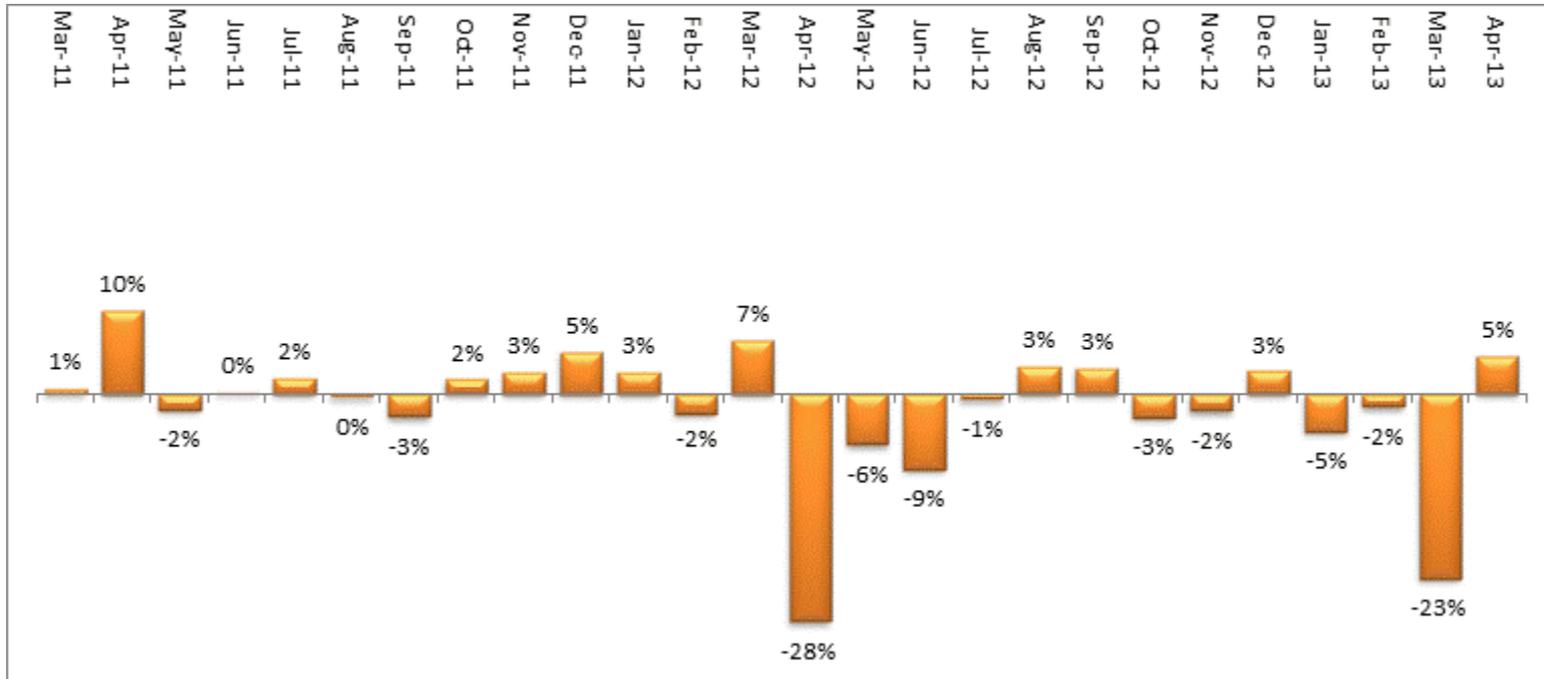
Month on Month % Growth in Sector Value
(this month versus the same month last year)



Inkjet cartridges drive the decline in the office sector, falling 11% compared to April last year. There are also declines in many of the stationery product categories – rollerballs fall 3% and mechanical pencils fall 7% month on month.

How Has the DIY/Gardening Sector Performed?

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

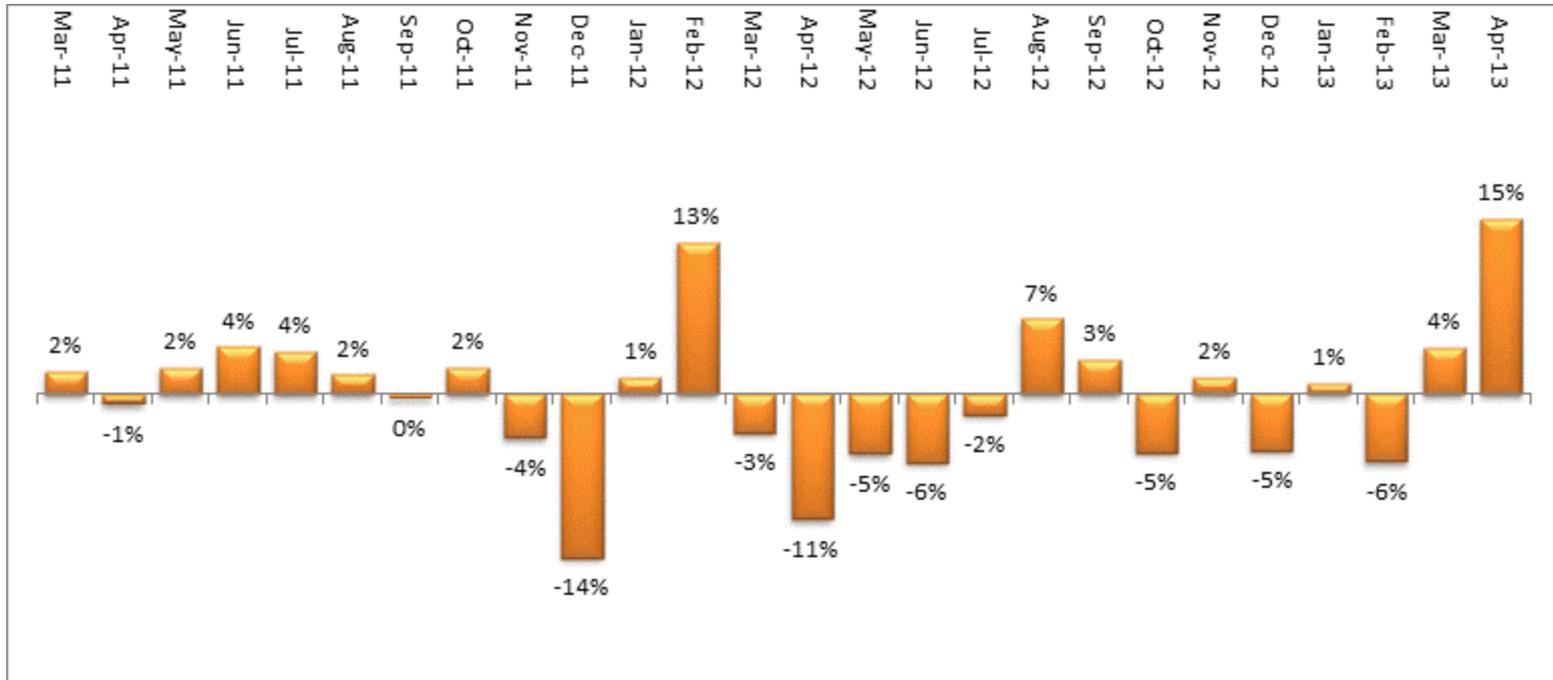


In the decorating segment, emulsion and gloss paints decline 6% and 3% respectively compared to April last year. After an appalling March, there is better news for the gardening segment, where growing media and fertilisers grow 14% and 20% month on month.

How Has the Automotive Sector Performed?



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



As the poor weather continued, unsurprisingly sales of cold weather products boomed – screen wash more than doubled in value compared to April last year whilst de-icer more than tripled.

For Further Insight and Enquiries:

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© GfK 2013 | Market-I (Tracks performance at sector level for total retail market – see pages 29-30 for sector definition)

Useful Information

Distribution Channels Tracked

Product Categories Tracked

Distribution Channels Tracked in the UK



Accurately tracking a universe of 67,000 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
- Pure Players
- Telecommunications Specialists
- Supermarket and Cash & Carry Stores
- Variety Chains
- Mail Order Houses
- Department Stores
- Book Stores
- 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

Binding Systems
Laminating Accessories
Calculators
Laminating Systems
Lettering Machinery
Office Adhesives
Repositionable Notes
Shredders
Office Adhesive Tapes
Ballpoint Pens
Laser Cartridges
Inkjet Cartridges
Coated Paper
Colour Felpens
Colouring Pencils
Compasses

Office Paper
Pencil Cases
Correction Products
Crayons
Fountain Pens
Graphite Pencils
Highlighters
Markers
Mechanical Pencils
OHP Pens
Rollerballs
Staplers
Writing Felpens
Scissors
Stationery Accessories

Small Domestic Appliances

Blood Pressure Monitors
Bread Makers
Digital Thermometers
Food Steamers
Fun Cooking
Mini Ovens
Air Conditioners
Air Treatment
Bakeware
Can Openers
Juice Extractors
Coffee Grinders
Hot Beverage Makers
Deep Fryers
Dental Care Products
Electric Blankets
Electric Heating
Electric Knives

Electric Beauty
Food Preparation
Hair Dryers
Hair Styling
Hair Clippers
Ice Cream Makers
Irons
Kettles
Pans
Personal Scales
Pots
Pressure Cookers
Rice Cookers
Sandwich Toasters
Shavers
Toasters
Steam Cleaners
Vacuum Cleaners

IT

Desktop Computers
Mobile Computers
Media Tablets
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
Gaming and Leisure Devices
Electronic Assistants

Telecommunications

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

Consumer Electronics

CD Recording Media
Video Tapes
DVD Recording Media
CRT Televisions
TV Recorders
Video Recorders
Portable Televisions
Panel Televisions
Set Top Boxes
DVD Players/Recorders
Digital TV Accessories
Battery Chargers
Dry Batteries
USB Memory
Camcorders
MD Players/Recorders
Turntables
Loudspeakers
CD Players/Recorders
Audio Home Systems

Amplifiers
Receivers
Tuners
Radio Recorders
Portable Radios
Clock Radios
Dictation Systems
Headphones
Headphone Stereors
Universal Remote Controls
Digital Portable Audio Players
Digital Portable Video Players
Car Audio
Car Speakers
Car Navigation
Car Vision
Videogames Consoles
Camcorder Powerpacks
Torches
MP3 Accessories

Photo

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