



# GfK Market-i

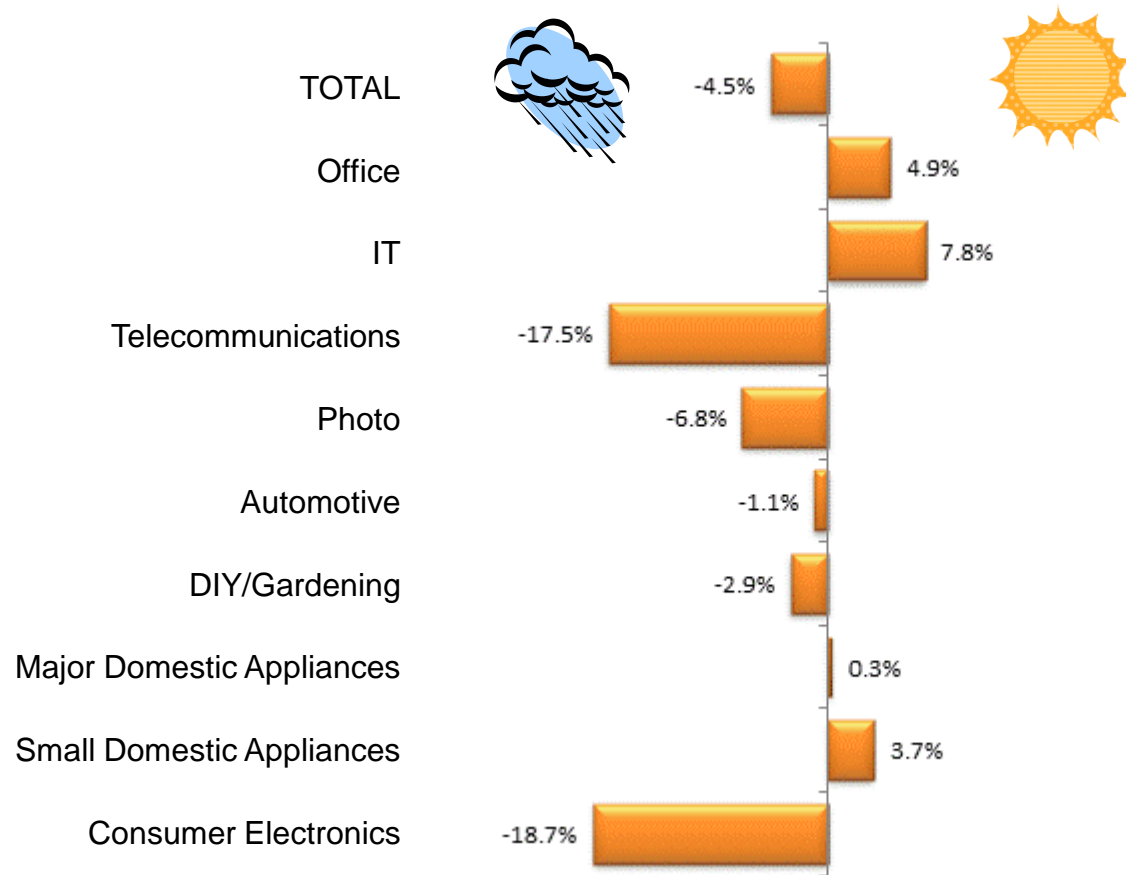
An Insight into May 2012 UK Durable Sectors

[www.gfkrt.com/uk](http://www.gfkrt.com/uk)

- The negative performance in the UK durable sectors continues. May saw the total market fall -2.7% compared to the same month last year. In the first five months of 2012 just one of these has showed growth.
- Low ownership devices remain the key growth areas at the moment (such as webbooks in the IT sector and large capacity washing machines in the major domestic appliances sector). The situation is likely to continue until consumer confidence improves (this will potentially initiate greater replacement of other less innovative devices).
- It was hoped by now that upcoming sporting events would be having a positive impact in product categories such as televisions – here, although larger screen sizes are enjoying growth, the effect has not been enough to allow the consumer electronics sector to grow overall.

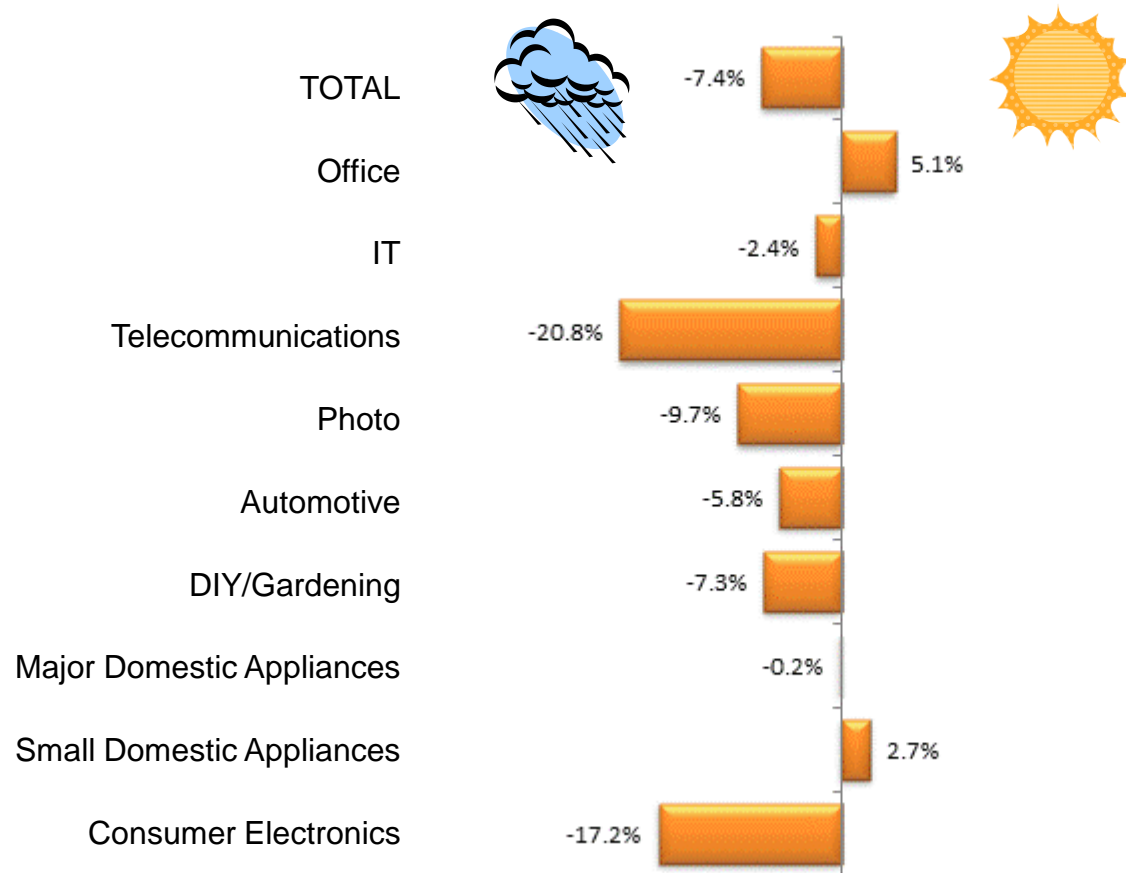
# Which Sectors Have Driven the Market Year on Year?

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



# Which Sectors Have Driven the Market Year to Date?

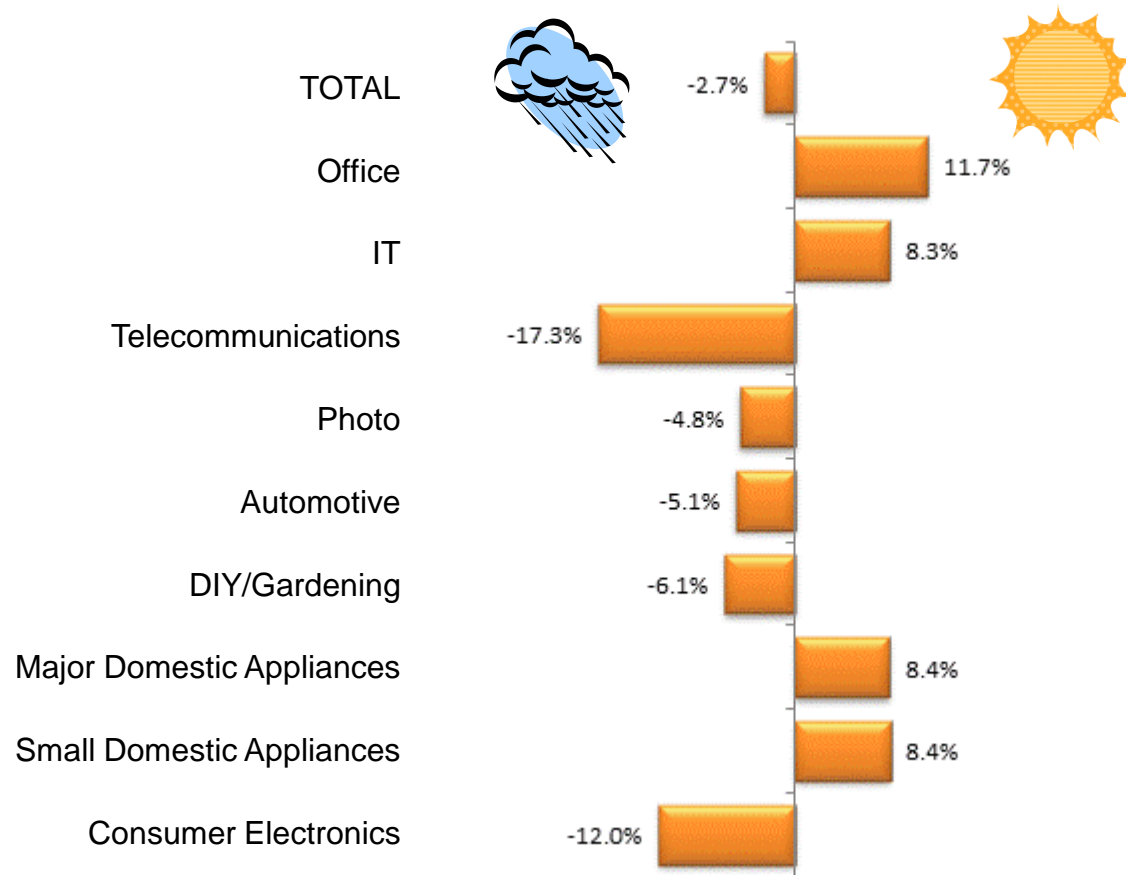
Year to Date % Growth in Value  
 (value so far this year versus the same period last year)



# Which Sectors Have Driven the Market Month on Month?



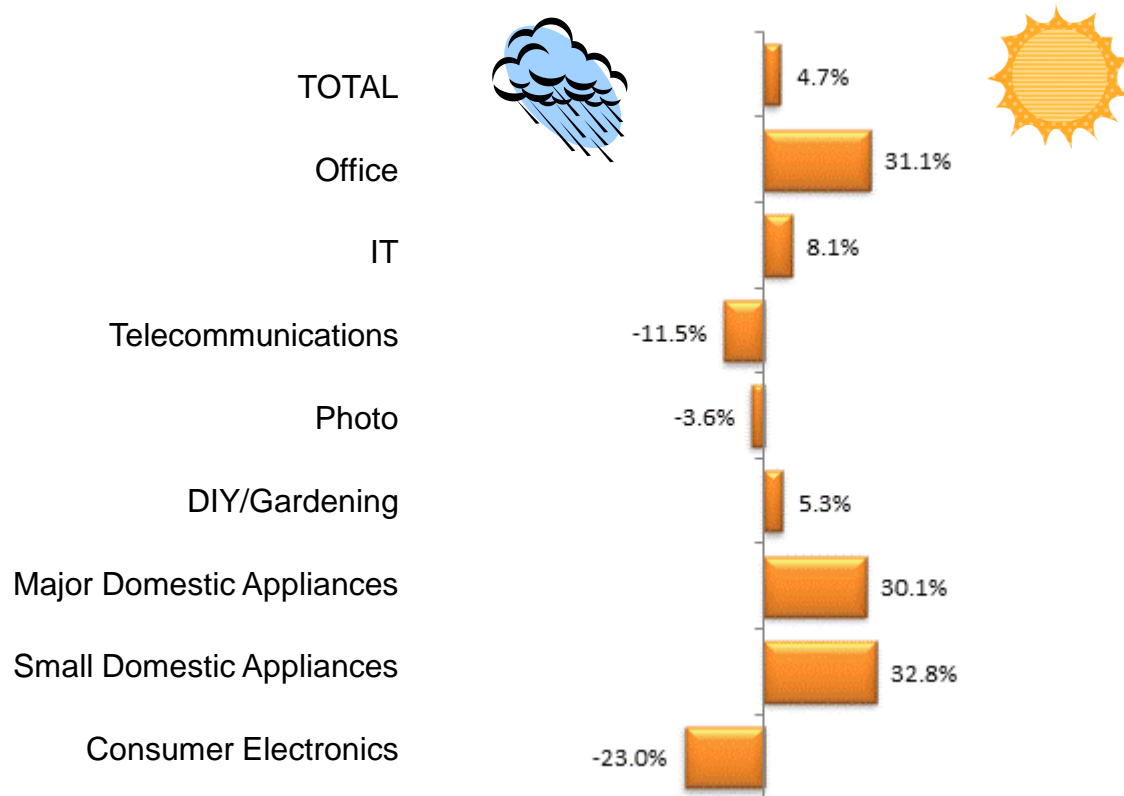
Month on Month % Growth in Value  
(this month versus the same month last year)



# How are Online Sales Performing Month on Month?



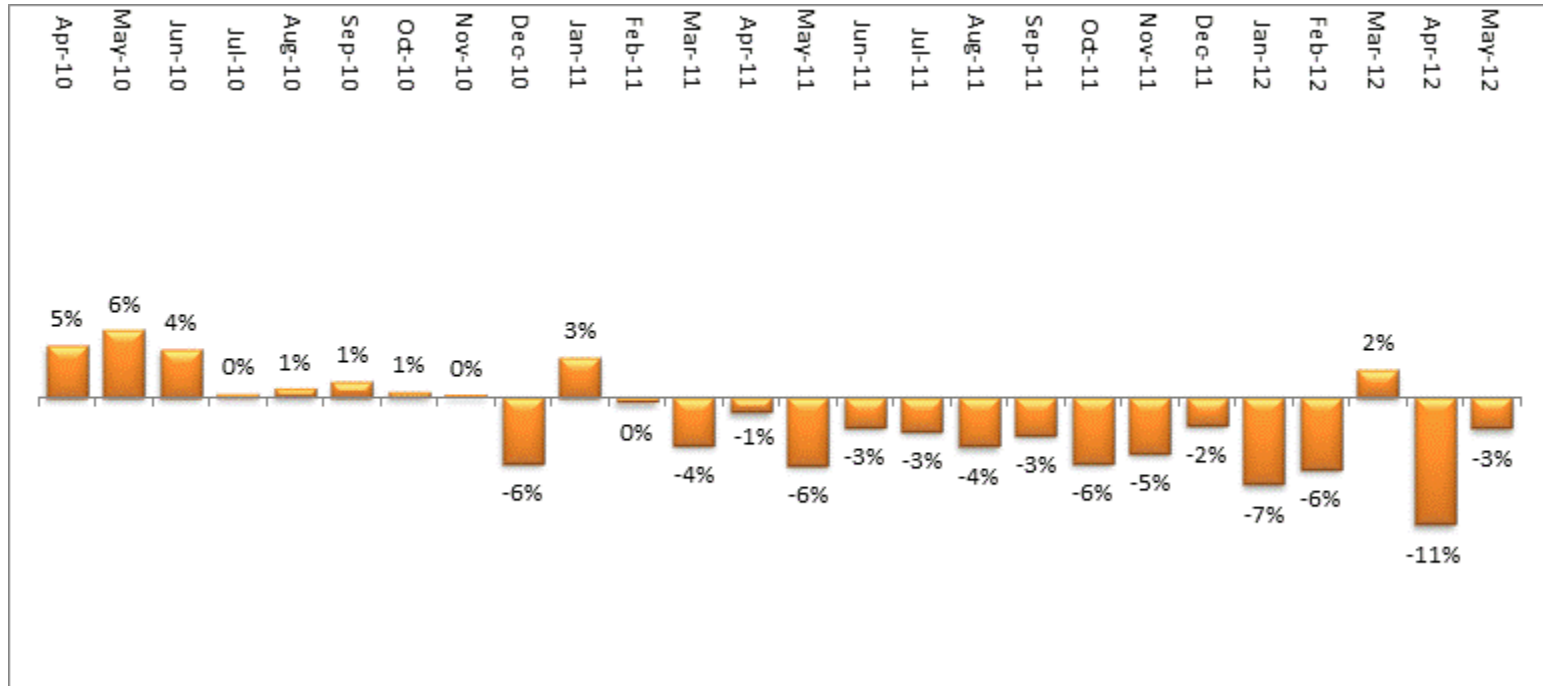
Month on Month % Growth in Online Sales  
(this month versus the same month last year)



# How Has the Total Durables Market Performed?



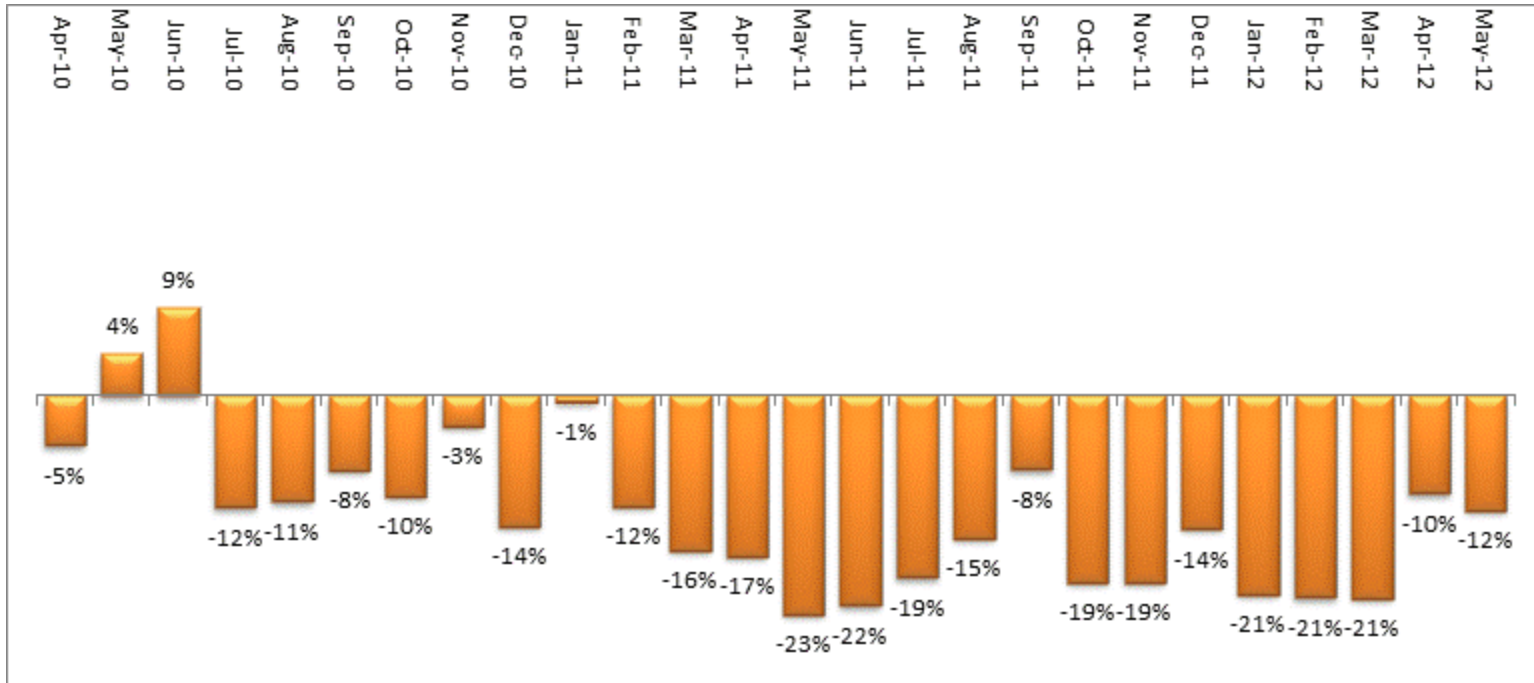
Month on Month % Growth in Total Market Value  
(this month versus the same month last year)



# How Has the Consumer Electronics Sector Performed?



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



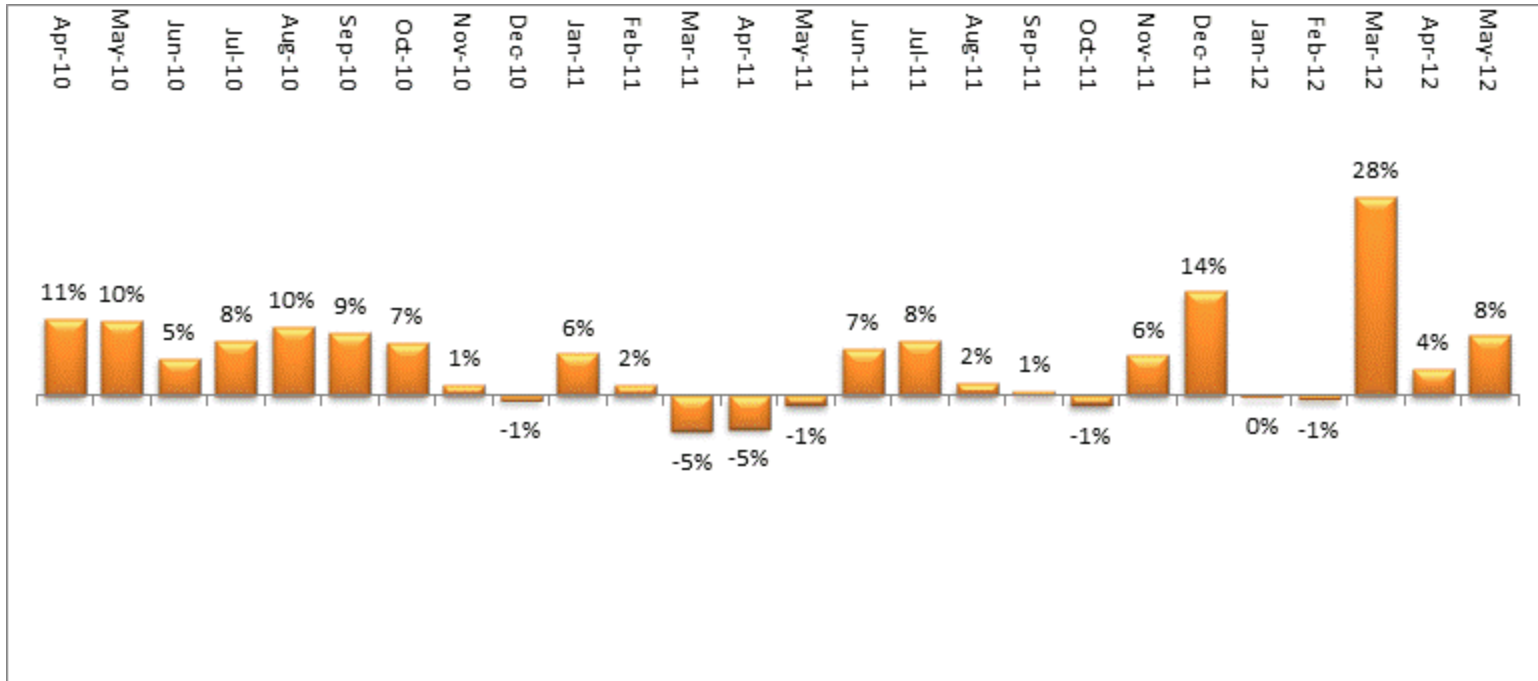
In the televisions product category, whilst the overall picture is a decline, jumbo screens (greater than 43 inches) continue to grow, regularly at more than 30% compared to last year. It remains to be seen whether the run up to the Olympics will accelerate this growth area in the coming few months.



# How Has the IT Sector Performed?



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

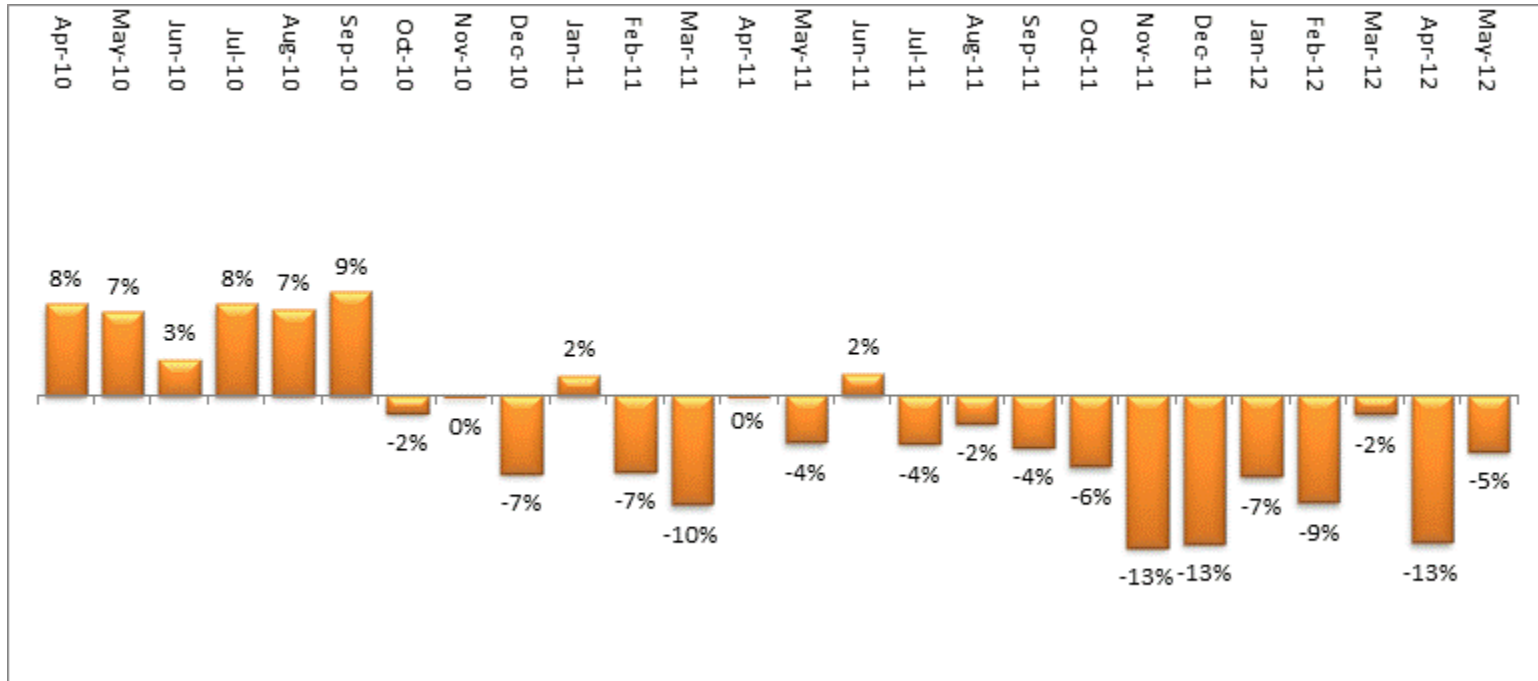


In the current economic climate, growth is often coming from devices with low ownership levels (rather than from the replacement and/or upgrading of existing working items already in use). For this reason, webbooks are driving much of the growth in the IT sector, up 150% on May last year.

# How Has the Photo Sector Performed?



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

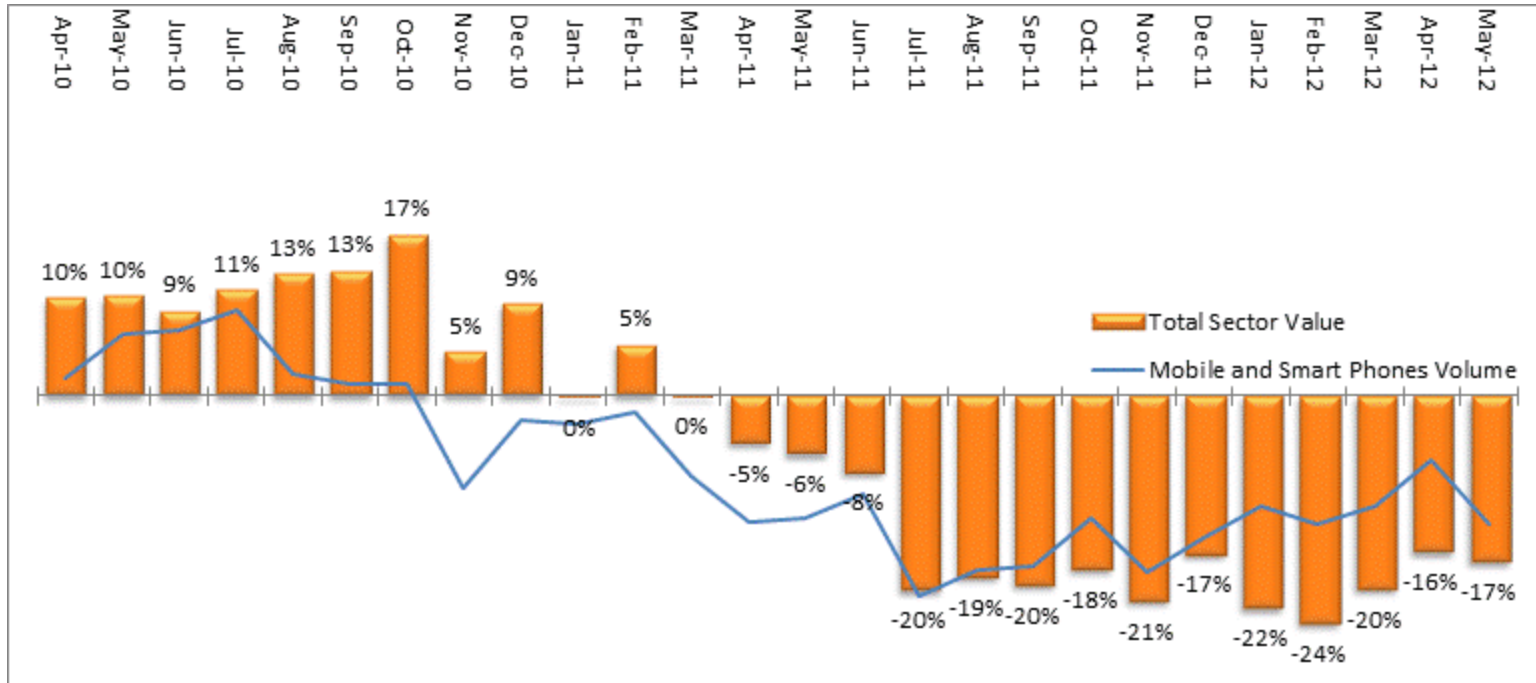


The point and shoot segment of the photo sector continues to suffer, however there are signs of growth in the more innovative categories of superzoom and changeable lens cameras.

# How Has the Telecommunications Sector Performed?



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

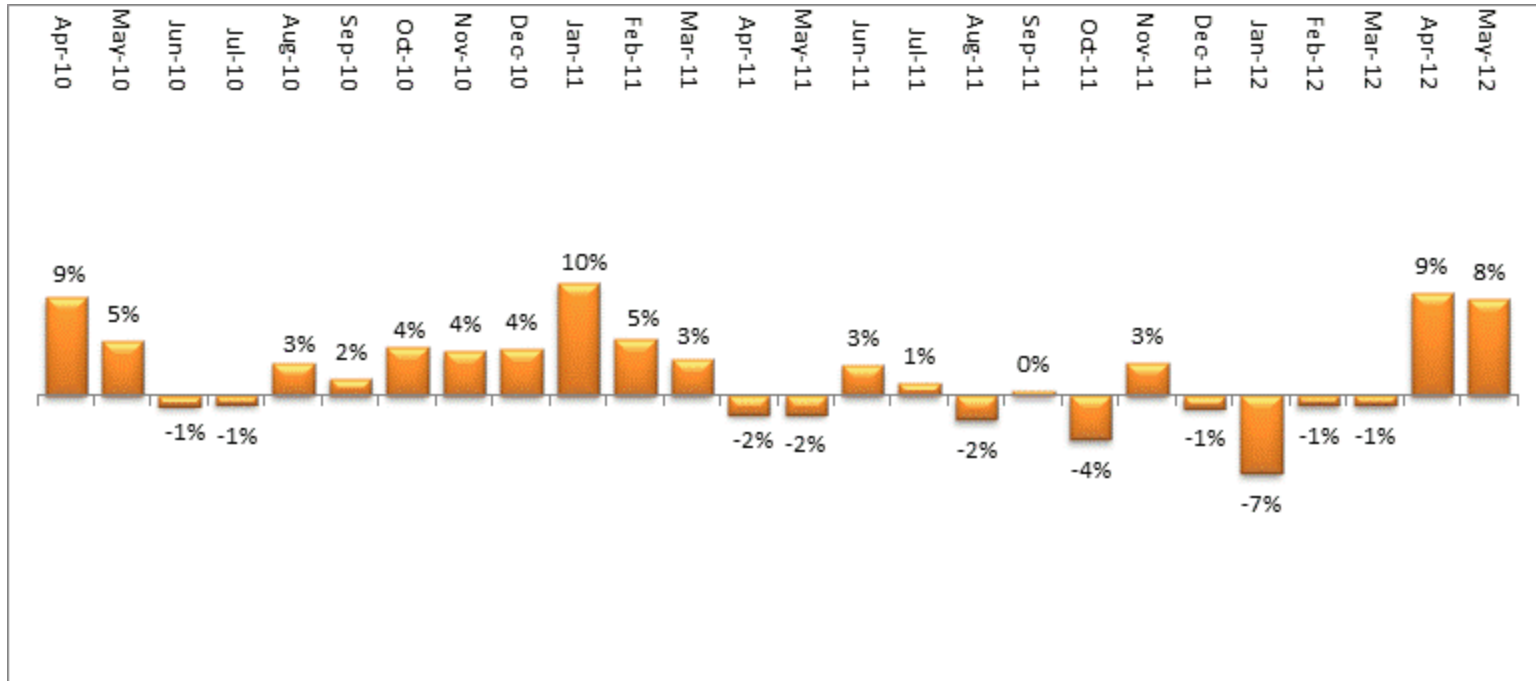


Turning away from the continuing declines in the mobile handsets and tariffs product categories which dominate the sector's value position, there are interesting developments in the mobile accessories segment. Here there is value growth of 20% on May last year, with screen protectors growing to now represent over 15% of the product category.

# How Has the Major Domestic Appliances Sector Performed?



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

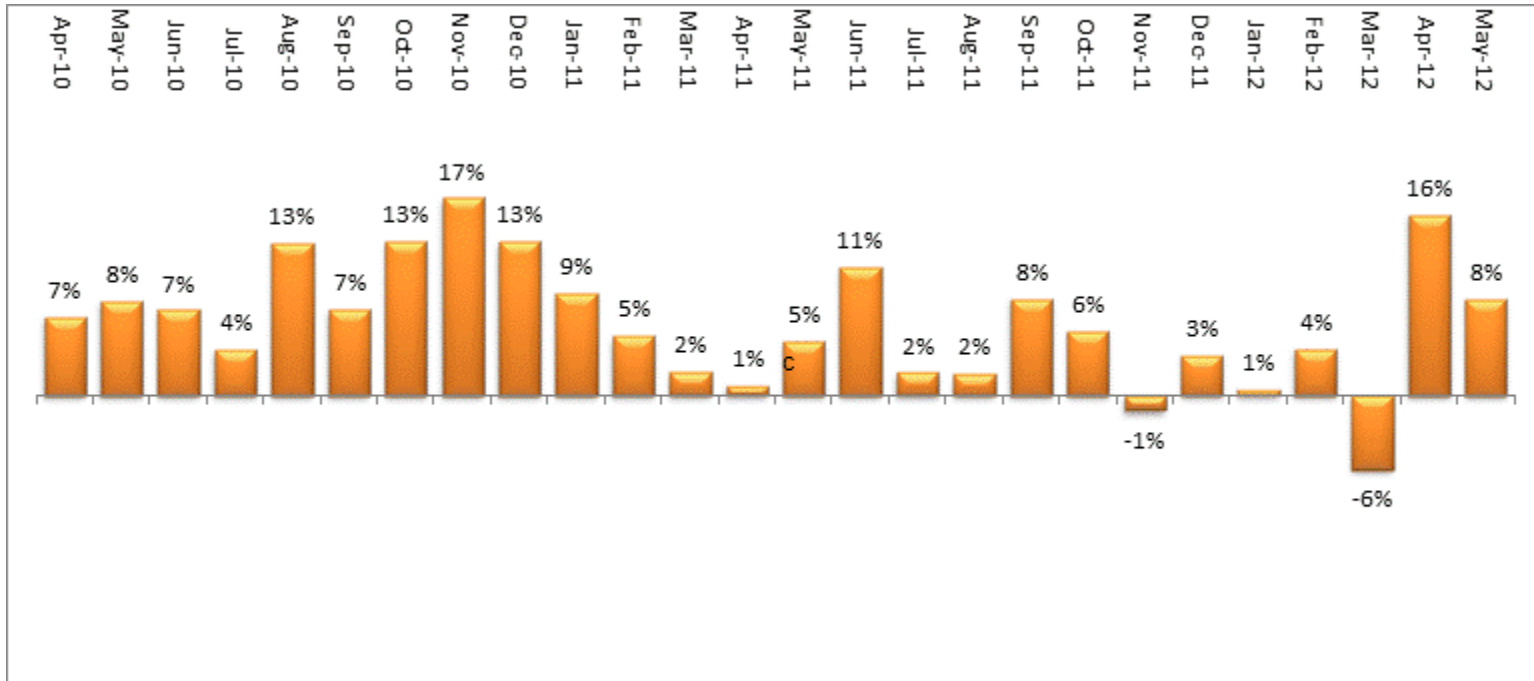


In the major domestic appliances sector, May sees consumers again spend on high ticket items. Growth is driven by cooking and washing machines which grow 10% and 8% respectively month on month.

# How Has the Small Domestic Appliances Sector Performed?



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

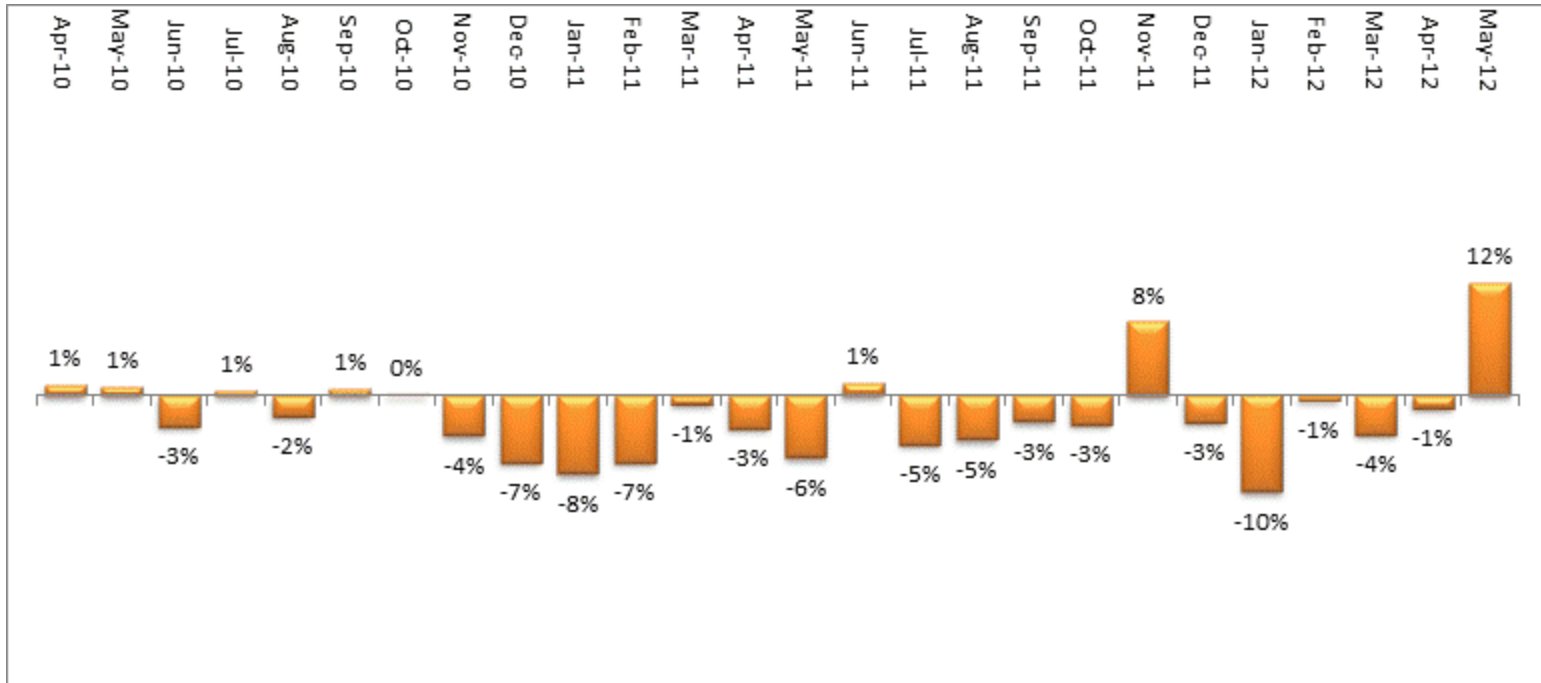


As consumers demand coffee house quality drinks at home, hot beverage makers grow 13% month on month. Personal care is also up with shavers and hair styling products growing 4% and 6% respectively month on month.

# How Has the Office Sector Performed?



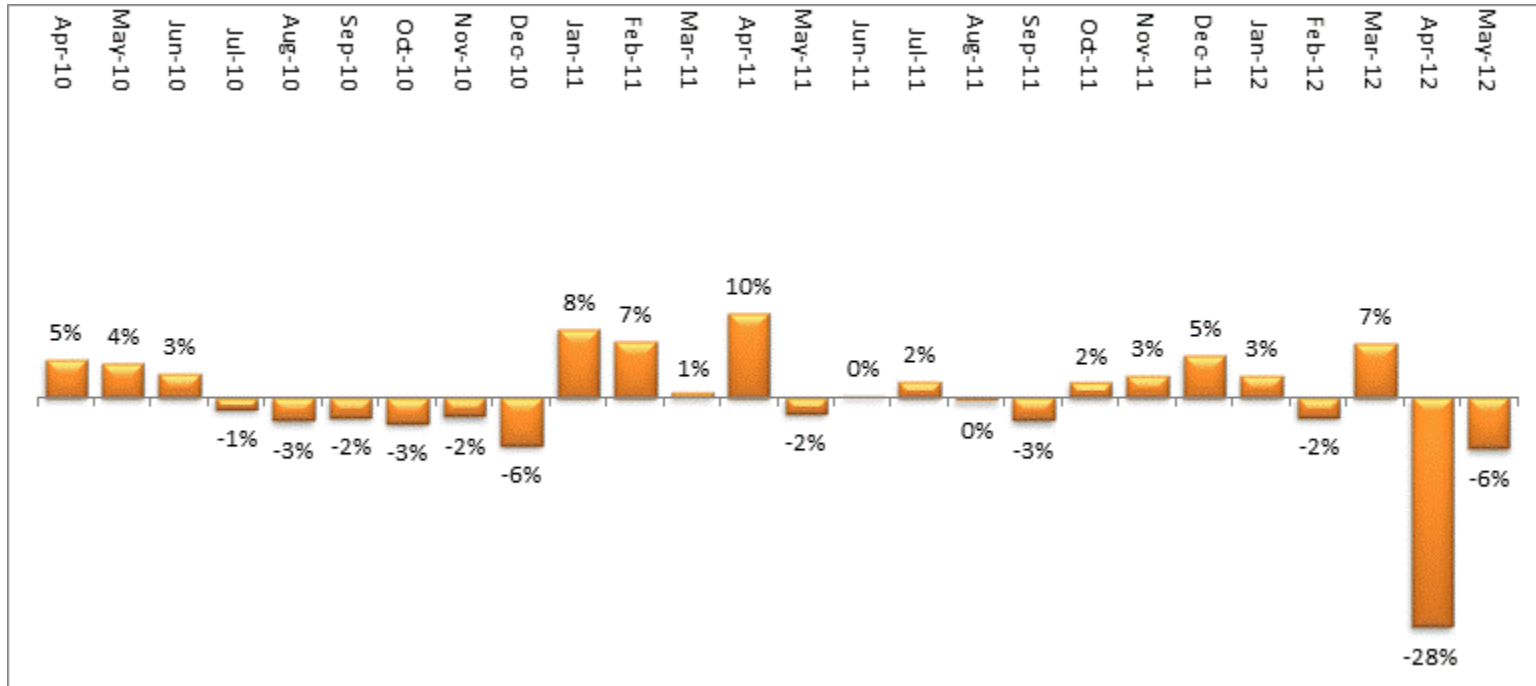
Month on Month % Growth in Sector Value  
(this month versus the same month last year)



With little innovation taking place in the office sector, most product groups remain commoditised with the month on month growth in May being driven by both inkjet and laser cartridges.

# How Has the DIY/Gardening Sector Performed?

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

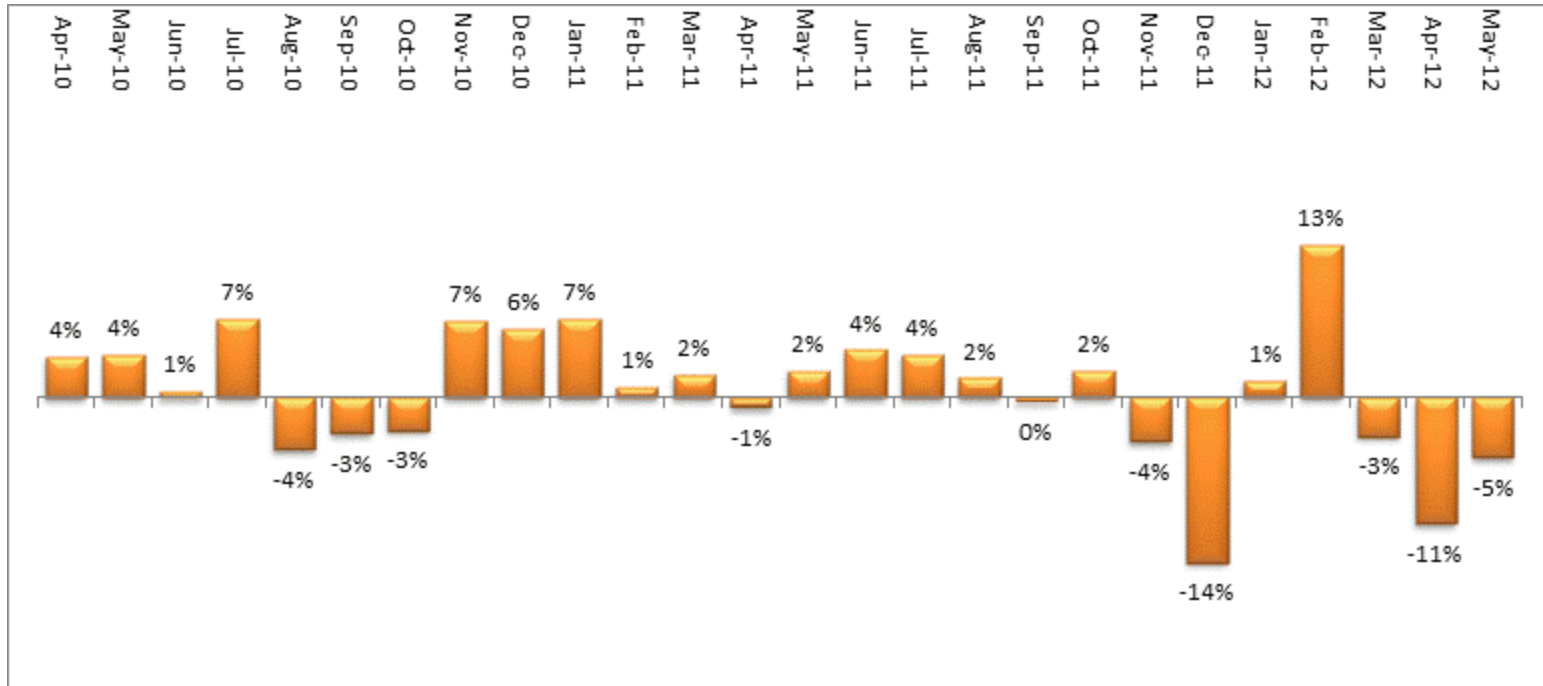


Following the terrible washout in April, the sector continues to decline in May, albeit at less of an alarming rate. Whilst May shows an improvement in weather conditions towards the end of the month, this is too late to drive growth for the gardening categories as both growing media and fertilisers decline -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)



Vehicle engine oils grow 7% month on month, however the sector is let down by a negative performance across many of the car care product categories, in particular paint care products which fall -20% on May last year.



# For Further Insight and Enquiries:

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# Useful Information

Distribution Channels Tracked

Product Categories Tracked

# Distribution Channels Tracked in the UK

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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

Binding Systems  
Electronic Assistants  
Laminating Accessories  
Luggage  
Calculators  
Laminating Systems  
Lettering Machinery  
Office Adhesives  
Repositionable Notes  
Shredders  
Office Adhesive Tapes  
Ballpoint Pens  
Print Cartridges  
Coated Paper  
Colour Felpens  
Colouring Pencils

Correction Products  
Crayons  
Fountain Pens  
Graphite Pencils  
Highlighters  
Lever Arch Files  
Markers  
Mechanical Pencils  
OHP Pens  
Perforators  
Rollerballs  
Staplers  
Suspension Filing Systems  
Writing Felpens  
Office Non-Tracked Products

## 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

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  
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