

#MasterTheCrisis

GfK LATAM Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 1

Powered by GfK Weekly Point of Sales Tracking



Weekly retail insights from the Point of Sale: Spotlight on Argentina



> Argentina

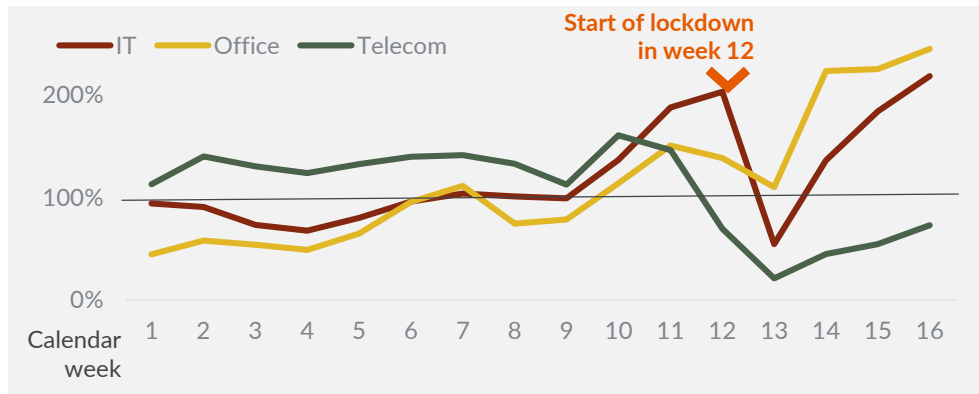
Brazil

Chile

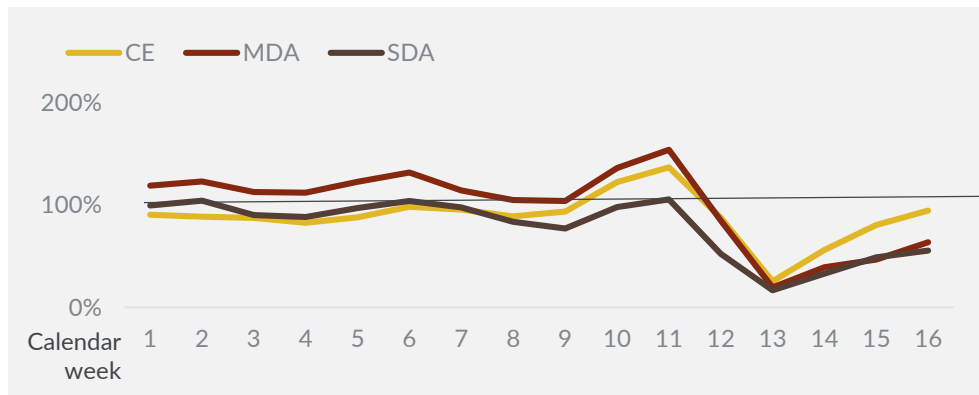
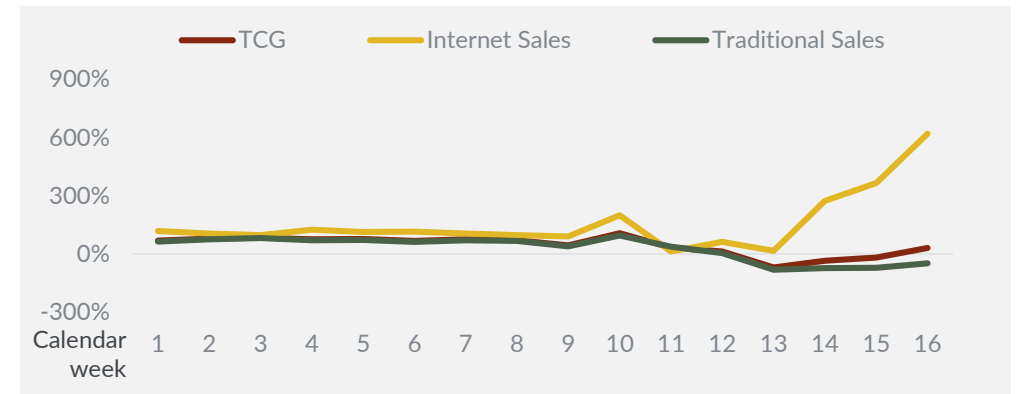
Colombia

Peru

Index: 2019 average weekly turnover in Local Currency (LC) = 100



Retail sales (value LC) for technical consumer goods (TCG), YoY growth %



Key takeaways in calendar week 16 (April 13 – 19)

- Devaluation of Argentinian Peso impact YoY comparison.
- Week 16 2019 was “Semana Santa” a typically low week. This year was week 15.
- Sales of mobile PCs and Printers enjoyed high growth 222% y 165% respectively. While SMP is down -8%
- Online sales grew by 618% in value terms. Traditional sales slumped by -49%.

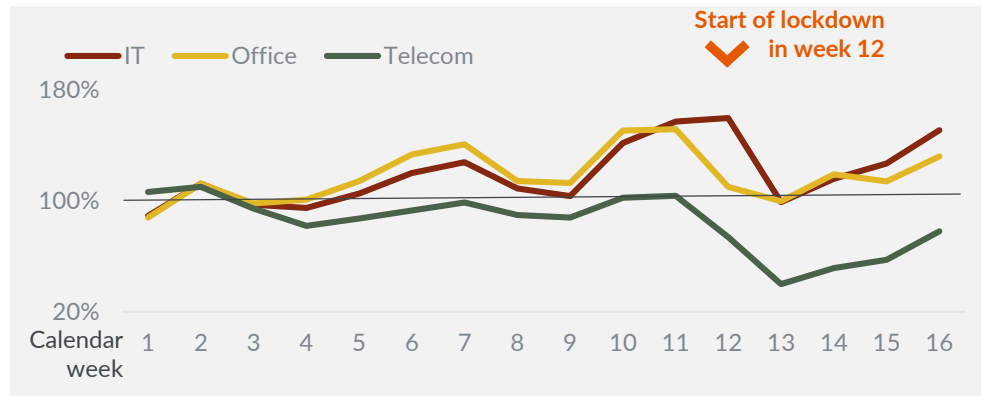
Source: GfK Point of Sales Tracking, Argentina; Calendar week 1 2019 – 16 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): shavers, food preparation, hot beverage makers; Value is in LC

Weekly retail insights from the Point of Sale: Spotlight on Brazil

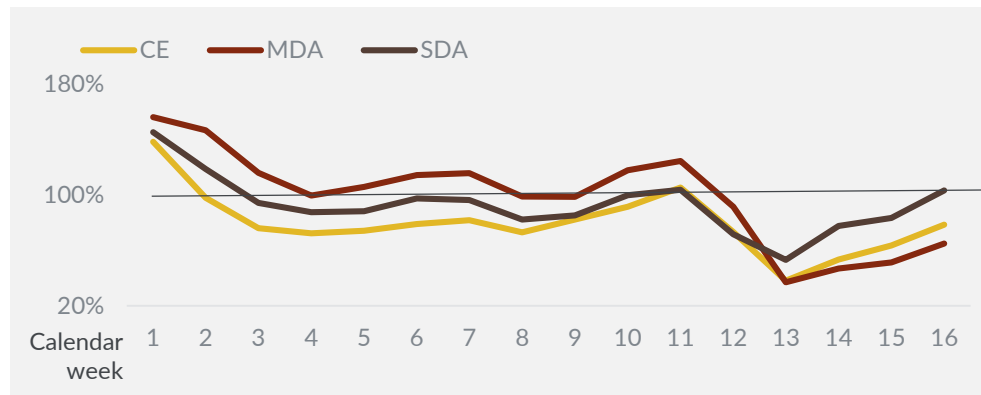
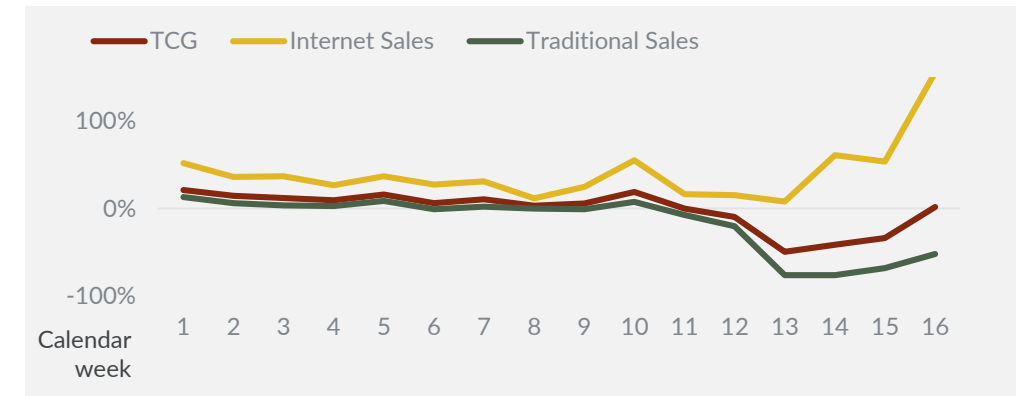


- Argentina
- Brazil**
- Chile
- Colombia
- Peru

Index: 2019 average weekly turnover in Local Currency (LC) = 100



Retail sales (value LC) for technical consumer goods (TCG), YoY growth %



Key takeaways in calendar week 16 (April 13 – 19)

- Week 16 2019 was “Semana Santa” while this year it was week 15.
- Sales of mobile PCs enjoyed high double-digit growth, while demand for smartphones stabilized YoY in value terms. Inkjet printers and media tablets returned to growth.
- Vacuum cleaners saw a triple-digit growth, and most of the other SDA categories returned to growth, e.g. shavers at 38%.
- Online sales grew by 156% in value terms. Traditional sales slumped by -53%.

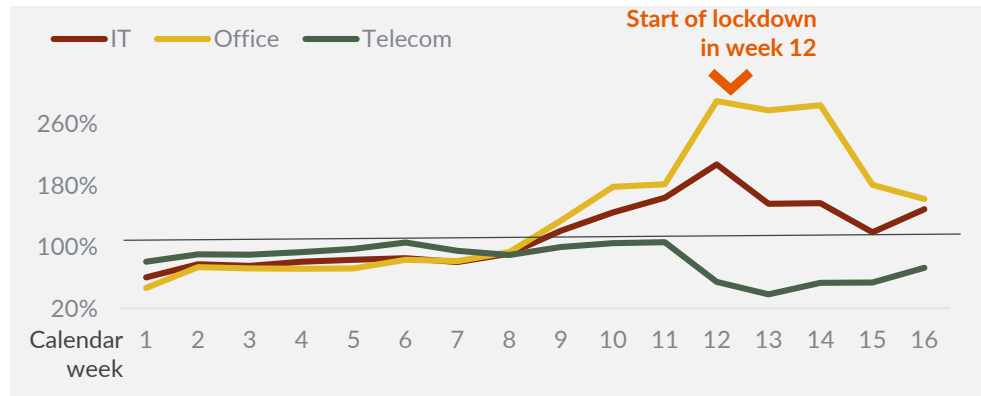
Source: GfK Point of Sales Tracking, Brazil; Calendar week 1 2019 – 16 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in LC

Weekly retail insights from the Point of Sale: Spotlight on Chile

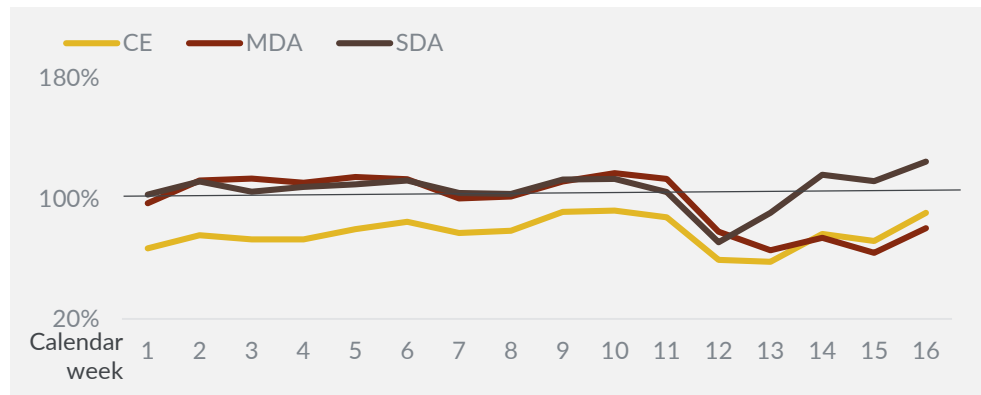
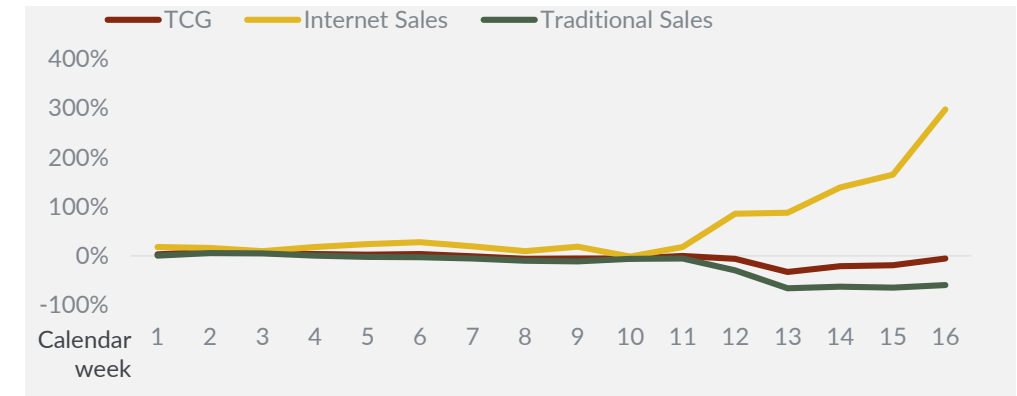


- Argentina
- Brazil
- Chile**
- Colombia
- Peru

Index: 2019 average weekly turnover in Local Currency (LC) = 100



Retail sales (value LC) for technical consumer goods (TCG), YoY growth %



Key takeaways in calendar week 16 (April 13 - 19)

- Devaluation of Chilean Peso impact YoY comparison.
- Week 16 2019 was “Semana Santa” a typically low week. This year was week 15.
- Sales of mobile PCs, media tablets and printers showed double-digit growth in week 16.
- Online sales grew by 297% in value terms. Traditional sales slumped by -59%.

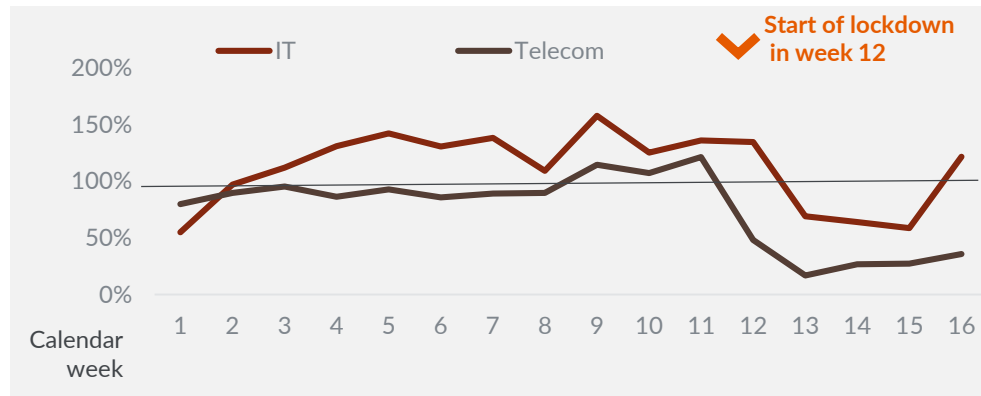
Source: GfK Point of Sales Tracking, Chile; Calendar week 1 2019 - 16 2020; Technical consumer goods include: Telecom: Smartphones - IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets - Office: Laser and inkjet printers - Consumer Electronics (CE): TVs, audio home systems - Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Vacuum cleaners, food preparation; Value is in LC

Weekly retail insights from the Point of Sale: Spotlight on Colombia

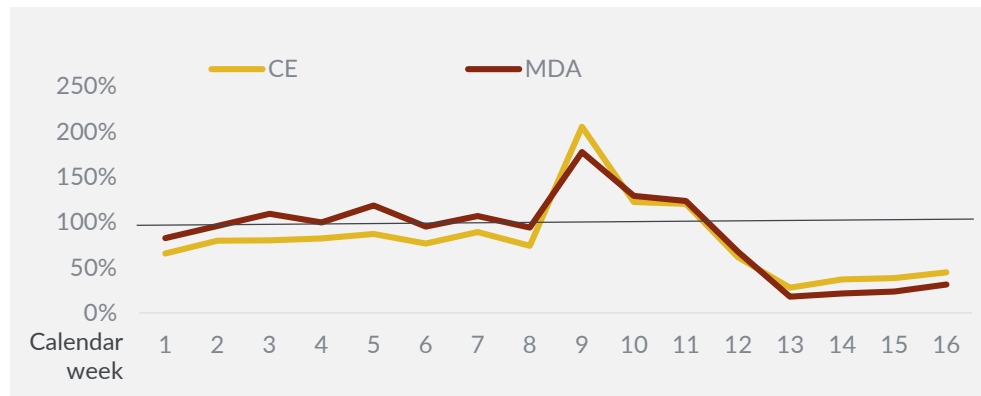
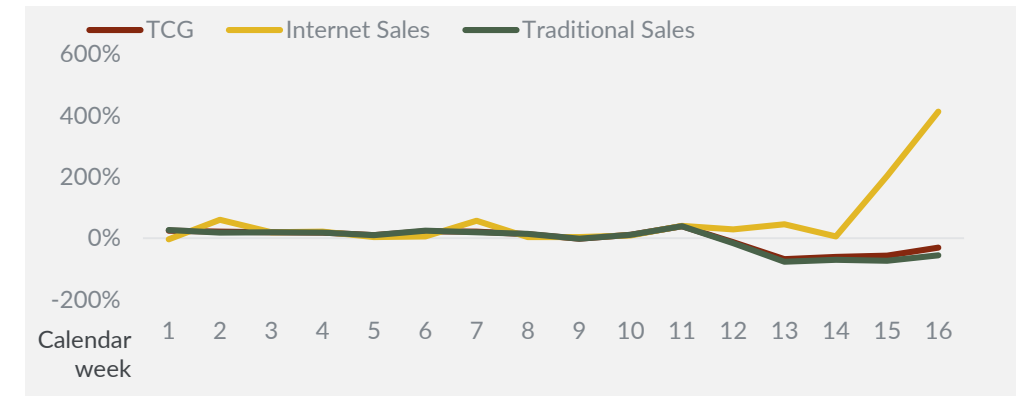


- Argentina
- Brazil
- Chile
- > Colombia
- Peru

Index: 2019 average weekly turnover in Local Currency (LC) = 100



Retail sales (value LC) for technical consumer goods (TCG), YoY growth %



Key takeaways in calendar week 16 (April 13 – 19)

- Devaluation of Colombian Peso impact YoY comparison.
- Week 16 2019 was “Semana Santa” a typically low week. This year was week 15.
- Mobile PCs and Desk Tops are the only categories growing in Colombia (109% and 46% respectively) in week 16.
- Online sales grew by 412% in value terms. Traditional sales slumped by -56%.

Source: GfK Point of Sales Tracking, Colombia; Calendar week 1 2019 – 16 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines; Value is in LC

Weekly retail insights from the Point of Sale

Spotlight on Peru



Argentina

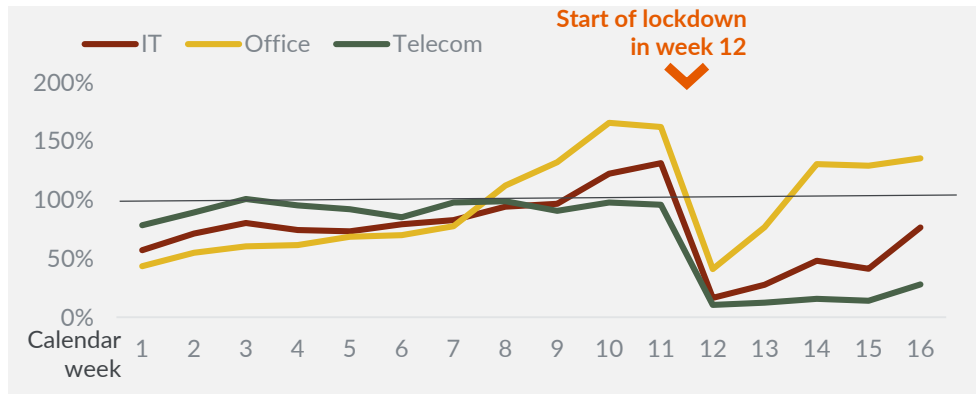
Brazil

Chile

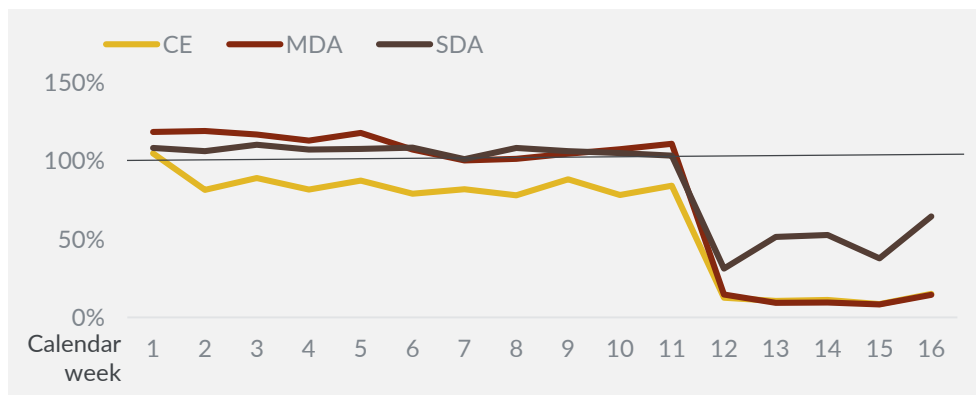
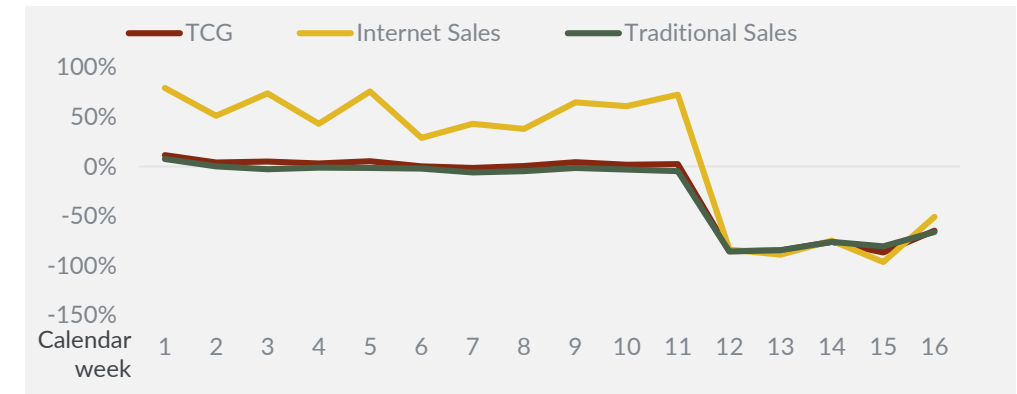
Colombia

> Peru

Index: 2019 average weekly turnover in Local Currency (LC) = 100



Retail sales (value LC) for technical consumer goods (TCG), YoY growth %



Key takeaways in calendar week 16 (April 13 – 19)

- Week 16 2019 was “Semana Santa” a typically low week. This year was week 15.
- All sectors and products show negative growth YoY in week 16.
- Least impacted are Printers and Desk Tops.
- Online sales decreased -51% by % in value terms. Traditional sales slumped by -66%. Online deliveries of non essential are not allowed by government

Source: GfK Point of Sales Tracking, Peru; Calendar week 1 2019 – 16 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Food preparation, Value is in LC

Navigate complex decisions with hard facts



Rely on hard facts to steer through turbulent times: Covid-19

This crisis is impacting your business in many and unexpected ways. In a constantly evolving situation such as this, you need reliable, accurate and timely data to inform your tactical decision-making.

Our POS Market Intelligence reveals what is selling, where, when and for how much. We provide weekly fact-based sales insights into the impact of the crisis on your performance as well as that of your competitors'.

[Learn how we can support you](#)

Identify

quickly and confidently where corrective action is required based on weekly insights on your competitors' tactics

Optimize

your product's pricing and promotion by adapting strategy and tactics week-to-week

Ensure

you have a 360° view of the impact of the Coronavirus crisis from a consumer and retail dynamics perspective – fast and frequently

Gain

the full picture of performance across all relevant channels – online and offline





Growth
from
Knowledge

Received this
from a colleague?

Register now to get this weekly
report delivered direct to you.

Author:

For more information, please contact
your local GfK account manager.

