



Press Release

Date: 5th January 2012

Contact:

Name: Anthony Norman

Tel. +44 0870 603 8100

Anthony.norman@gfk.com

www.gfkrt.com/uk

Sales of durable products in the week leading to Christmas post large increases versus the same week in 2010

05.01.12

GfK Retail and Technology recorded a bumper sales growth within certain durable product sectors in the week ending 24th December 2011. Sales of fridges grew 60% in volume and washing machines were up 40% compared with the same week in 2010. This trend was common across many product sectors as retailers cut prices early to drive trade. Within the technology sector sales of Blu-ray players grew by 68% and Tablet computers were a huge success throughout December trading.

It seems once again that many men may have left it late to purchase a gift for their partner with sales of Hair Stylers and Electric Beauty products booming in the last week before Christmas with sales for both areas up just over 20%. It also seems a few people may have received an Iron or Deep Fat Fryer for Christmas with sales growing 17% and 14% respectively.

Anthony Norman, Commercial Director at GfK commented, *"it certainly seems that many consumers used the last week before Christmas to shop for their presents but also to take advantage of discounts on big ticket items such as washing machines and televisions, having Christmas Eve on a Saturday will have also assisted in this sales growth"*.

-ENDS-

The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and



Media. The No. 5 market research organization worldwide operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our UK website: www.gfkt.com/uk. Follow us on Twitter: www.twitter.com/gfktuk