



Press Release

Date: 12th January 2012

Contact:

Name: Anthony Norman

Tel. +44 0870 603 8100

Anthony.norman@gfk.com

www.gfkrt.com/uk

After a bumper week of sales in the lead up to Christmas the post-Christmas sales of durable goods have little sparkle

12.01.12

GfK Retail and Technology recorded a bumper sales growth within certain durable product sectors in the week ending 24th December 2011, but this has not been matched in the traditional sales period in the week after Christmas. **Anthony Norman, Commercial Director at GfK** commented *"it seems that many consumers were attracted by the large discounting by retailers before Christmas and therefore brought their goods in that week rather than waiting for the traditional sales period post-Christmas"*

Sales of many technology products in the week ending 31st December were down heavily versus the same week in 2010. Sales of TV's were down by 16%, Games Consoles by 21% and Satellite Navigation system sales fell 18%. It wasn't just technology products that saw this trend, after seeing a growth in sales in the previous week Vacuum cleaner sales posted a 17% year on year decline.

"The last week of December is an indication of how challenging the retail markets for durable products will be in 2012, with consumer confidence remaining low and a lot of uncertainty on the economic situation consumers are likely to continue to cut back on discretionary spend on focus on the necessities", **Anthony Norman commented.**

-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