

GfK

GfK Retail and Technology



Fact-based retail sales expertise
Powerful insights into your
consumer goods markets

REVEALING CONSUMER GOODS MARKETS...



...with data from the world's largest retail network, reporting what's selling where, at what rate:

- 90+ countries
- 370,000+ outlets; representing a universe of 1.7 million shops
- 4.5 million consumer products

Markets are ever changing, presenting new opportunities, exciting product developments and lively competition. To succeed, more than one layer of knowledge and expertise is needed.

GLOBAL EXPERTISE, LOCAL KNOWLEDGE

GfK Retail and Technology's analysts provide essential insights into consumer goods markets – from a macro view right down to product level. The fact-based information we deliver enhances your decision making process and is fully comparable locally, regionally and even globally.

How do we do it? With sales data from a strong retailer and reseller network, a dedicated team of global and local experts, a globally consistent methodology, high quality production standards and our comprehensive reporting system, StarTrack.



"For 40 years GfK's retail panel has been continuously growing with more countries, product groups, features and services.

However, one thing has never changed: we strive to deliver top-rate market intelligence which is accurate, reliable and fully comparable worldwide.

GfK Retail and Technology offers an ideal blend of global expertise and local knowledge, enabling our clients to optimize their strategy and performance in the international marketplace."

DR. GERHARD HAUSRUCKINGER
COO, GfK RETAIL AND TECHNOLOGY,
BOARD MEMBER GfK SE

TRACKING YOUR KEY INDUSTRIES

We equip our clients with unique fact-based sales-out reports and valuable market insights.

Tracking everything from smartphones to sunglasses through to washing machines and flat screen TV's, our world leading retail panels provide you with the latest sales information directly from POS. And we're working fast to add new industries, new partners and new markets all the time.

DIGITAL

- Consumer Electronics
- Entertainment / Media 
- Imaging / Photo
- Information Technology
- Office Equipment
- Stationery
- Telecommunication
- ...and more

HOME AND LIFESTYLE

- Automotive Aftermarket
- Fashion
- Home Improvement / Gardening
- Optics
- Major Domestic Appliances
- Small Domestic Appliances
- Tourism
- ...and more



SMALL DOMESTIC APPLIANCES



MAJOR DOMESTIC APPLIANCES



OPTICS



AUTOMOTIVE AFTERMARKET



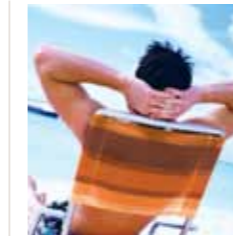
FASHION



OFFICE EQUIPMENT / STATIONERY



IMAGING / PHOTO



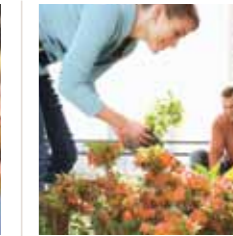
TOURISM



IT / TELECOMMUNICATION



CONSUMER ELECTRONICS



HOME IMPROVEMENT / GARDENING



ENTERTAINMENT / MEDIA

REPORTING **TAILORED** TO YOUR NEEDS

Our market data is precise, timely, easily accessible and tailored to your individual business requirements.



In close cooperation with our retail partners, we monitor and analyze figures such as sales, prices and turnover to support key business decisions on a continual basis. Market reports are available monthly, weekly and even daily.

MARKET INTELLIGENCE – ANYWHERE, ANYTIME

Our global data and reports can be viewed anywhere and at any time via GfK's online reporting platform, StarTrack. This unique software allows you to:

- Learn about your sales channels and distribution gains or losses
- Compare worldwide bestseller features, brands and products
- Understand price positioning and segmentation in your target markets

You can choose between pre-defined reports, charts and rankings, or even generate your own reports using GfK data.

ADDED VALUE INSIGHTS

Weekly Monitor

A quick consumer demand report based on POS data. Plan and track campaigns and create portfolios which reflect market needs.

Digital World Reporting

See the trends of consumer electronics goods on a truly global scale. Detect new growth levers by country and region and understand brand portfolios and sales channel evolutions.

Eco Reporting

Access energy related figures and market facts for consumer electronics and domestic appliance products, combined in a real time energy efficiency report.



GROW YOUR SALES ONLINE



The Internet is now one of the key distribution channels for your retailing and reselling operations. Knowing your positioning and potential within the online world is vital for the success of your business.

WWW – WORLD WIDE WISDOM

At GfK we supply valuable data and advice on your online sales channels. Regular reporting from our Internet retail panel allows you to analyze the sales drivers for digital consumer goods markets.

By combining these insights with the information you receive from our traditional POS panels, you will see the whole picture.

FACT-BASED ANSWERS TO YOUR QUESTIONS

- Which products sell best online?
- How does the assortment differ in traditional and Internet channels?
- Which price differences exist and how large are they?
- How can I optimize my online assortment?
- Is my online distribution competitive?

Sound business decisions require reliable answers. Which questions do you have?

UNDERSTAND THE MOBILE USER

Mobile Internet usage is spreading fast around the world and the increasing popularity of smartphones, tablets and other mobile devices has created new applications, online services and behaviors.

MOBILE MEASUREMENT

As a result, reliable, standardized market data on user behavior and service usage has become critical for telecom operators and the media industry. Our GfK Network Intelligence Solution (GfK NIS) provides continuous census-based data collection on mobile users and websites; covering all types of mobile devices and answering key questions such as:

- Who are my website / app audiences?
- How do different demographic and device segments behave?
- How should I best spend my online ad budget?
- How are my and competitor websites / apps performing?

Relevant and reliable answers to these questions will allow telecom operators to fully monetize network traffic for the first time and provide essential market metrics for the media industry. Furthermore, our technology retail panels provide a more in-depth analysis on mobile device features, offering additional insights into hardware and mobile connections.



ENHANCE YOUR **RETAIL INSIGHTS**

Our retail expertise is as dynamic as the environment we work in. We are always on the lookout for new ways to help retailers and manufacturers better understand their marketing actions.

We have developed a number of superior retail solutions which combine solid facts with the market expertise of our analysts.



RETAIL ANALYTICS **OPTIMIZING MARKETING PERFORMANCE ACROSS STORES**

This service optimizes your marketing actions by assessing brand performance across thousands of retail stores. It is aimed at both consumer goods manufacturers and retailers, answering queries such as:

- What is the impact of my product launch?
- What is the effect and ROI of my store promotions?
- What should the optimal assortment be in a given store?
- Which product within my portfolio should I push?

TOTAL STORE REPORTING **THE BIG PICTURE ON YOUR PRODUCT PORTFOLIO**

Our Total Store Reporting service offers retailers and manufacturers a strategic view of product assortments in various channels. It covers the total portfolio of products and services in a store and is benchmarked against the market as a whole, so we can answer these questions and more:

- How does my total store performance fair against my competitors?
- Are my product families and assortment structure adequate to follow market trends?
- Do we reflect sufficiently on seasonal aspects with our assortment?
- Where are niches in the assortment with high potential?

IFR MONITORING **CAUSAL INTELLIGENCE ON CONSUMER TECH MARKETS**



IFR Monitoring analyses in-store, shelves, print adverts and web share of voice, to reflect what is in the "eyes of the consumer." This GfK service provides intelligent answers to key questions such as:

- What is my product's shelf-share?
- Are my products competitively priced?
- What is the product life cycle on shelf, ads, web?
- Am I gaining or losing presence by product segment?



A SOLID BASIS FOR SOUND INVESTMENTS

Can you always trust your gut feeling about what is going to happen next?

No matter what your instincts say, having objective data-driven information on end-demand, prices, inventory and shipments is critical for making investment decisions and effective operational planning.

GfK has analysts that specialize in real-time technology market trends for investors and the industry... so making the choice is easy.

BOUTIQUE RESEARCH TECHNOLOGY TRENDS FOR TRADE AND INDUSTRY

GfK Boutique Research is a team of analysts focused on providing regular, accurate forecasts on the consumer technology goods sector. By analyzing POS data and measuring it against external data points and surveys, you can understand and anticipate developments on end-demand trends and inventory levels. Branded vendors, supply chain manufacturers and other channel players use this service.

EQUITY RESEARCH TECHNOLOGY TRENDS FOR INVESTORS

The GfK Equity Research team analyzes the latest trends from an investor perspective, creating real-time reports about demand, channel inventory and vendor performance. Our analysts maximize the utility of weekly sales data from technology device resellers. By interpreting this data in accordance with the market, they can provide you with information that helps investment decision making.



PRODUCT DATA SOLUTIONS



Whether choosing a new TV, mobile phone, camera or washing machine, clear and comprehensive product information matters to the consumer.



Etilize, the world's largest data solution provider for digital and office supply products, empowers clients with comprehensive technical features and detailed product descriptions in powerful online catalogues:

- 7 million articles
- 20,000 manufacturers
- 30 countries
- 20 languages

The fully structured data can be integrated seamlessly into your systems, increasing your cost efficiency and sales success. Daily updates ensure that you always have the latest products and information available.

Leading retailers, Internet portals and online shops, distributors and manufacturers use our data and services for their websites, price labels and product range optimization to enhance the shopping experience.

GLOBAL EXPERTISE, LOCAL KNOWLEDGE...



ALBANIA	EL SALVADOR	MACEDONIA	SOUTH AFRICA
ALGERIA	ESTONIA	MALAYSIA	SPAIN
ARGENTINA	FINLAND	MALTA	SUDAN
AUSTRALIA	FRANCE	MEXICO	SWEDEN
AUSTRIA	GEORGIA	MONTENEGRO	SWITZERLAND
AZERBAIJAN	GERMANY	MOROCCO	SYRIA
BAHRAIN	GREECE	MOZAMBIQUE	TAIWAN
BANGLADESH	GUATEMALA	NETHERLANDS	TAJIKISTAN
BARBADOS	HONDURAS	NEW ZEALAND	TANZANIA
BELGIUM	HONG KONG	NICARAGUA	THAILAND
BELIZE	HUNGARY	NIGERIA	TRINIDAD AND TOBAGO
BOLIVIA	INDIA	NORWAY	TUNISIA
BOSNIA-HERZEGOVINA	INDONESIA	OMAN	TURKEY
BOTSWANA	IRAN	PAKISTAN	TURKMENISTAN
BRAZIL	IRAQ	PANAMA	UGANDA
BULGARIA	IRELAND	PARAGUAY	UKRAINE
CAMBODIA	ISRAEL	PERU	UNITED ARAB EMIRATES
CANADA	ITALY	PHILIPPINES	UNITED KINGDOM
CHILE	IVORY COAST	POLAND	URUGUAY
CHINA	JAMAICA	PORTUGAL	USA
COLOMBIA	JAPAN	PUERTO RICO	UZBEKISTAN
COSTA RICA	JORDAN	QATAR	VENEZUELA
CROATIA	KAZAKHSTAN	ROMANIA	VIETNAM
CYPRUS	KENYA	RUSSIA	YEMEN
CZECH REPUBLIC	KOREA	SAUDI-ARABIA	
DENMARK	KUWAIT	SENEGAL	
DOMINICAN REPUBLIC	KYRGYZSTAN	SERBIA	
ECUADOR	LATVIA	SINGAPORE	
EGYPT	LEBANON	SLOVAKIA	
	LIBYA	SLOVENIA	
	LITHUANIA		

For intelligence on your consumer goods markets send an enquiry to: contact@gfkr.com



GfK Retail and Technology is one of three business sectors of the GfK Group – the fourth largest market research company in the world.

In the **RETAIL AND TECHNOLOGY** sector information on retail sales of technical consumer goods is gathered on a continuous basis. The sources of information for the Retail and Technology sector are retailers.

The **CUSTOM RESEARCH** sector is specialized in operational and strategic marketing issues relating to virtually every industrial sector and market. The sources of information for the Custom Research sector are specific target groups of consumers and the medical profession.

The **MEDIA** sector delivers continuous, customized research on reach, intensity and use of TV, radio, print and online media. The sources of information for the Media sector are the media.

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