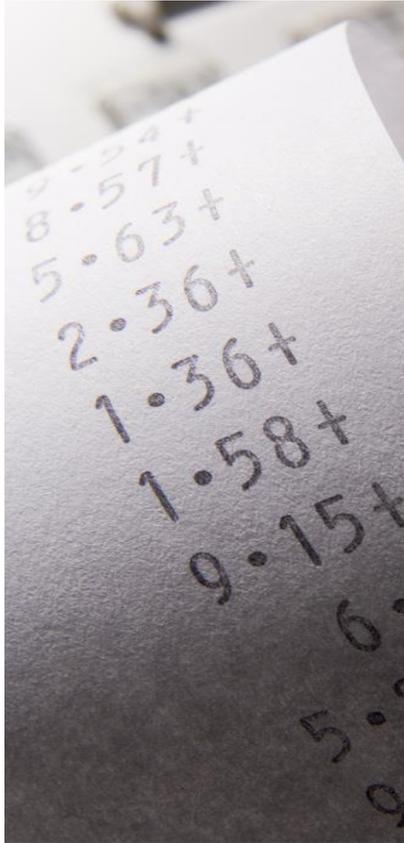


# Grant Thornton Retail Excellence

## Retail Productivity Review **Q4 2020**



FOOTWEAR  
FURNITURE & FLOORING  
HOT BEVERAGE  
GIFT & HOME  
GROCERY  
LADIES FASHION  
PHARMACY  
GARDEN CENTRES  
MENSWEAR  
JEWELLERY  
CONSUMER ELECTRONICS  
HOME APPLIANCES  
PHOTO (CAMERAS)  
COMPUTING



Grant Thornton



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## INTRODUCTION:

The Grant Thornton Retail Excellence Retail Productivity Review provides the most in-depth retail industry and sectoral analysis available today. The Review monitors overall industry performance and sectoral performance. The Review aggregates and analyses data from over 4,500 retail stores in Ireland. Retail Excellence collated data through on-line survey. GfK collated data through “plug-in” to retailer Epos.

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# Retail Industry Like for Like Sales Q4 2020

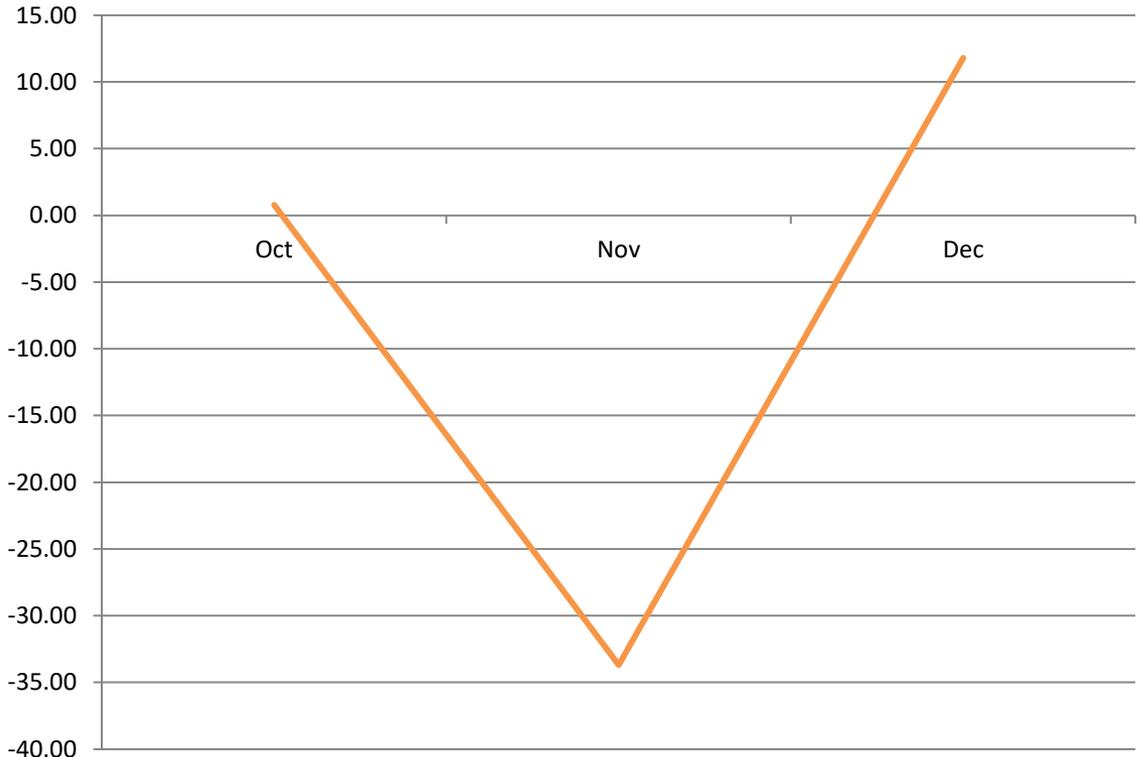
**LIKE FOR LIKE SALES** Q4 2020 vs Q4 2019

**Retail Excellence Managing Director, Duncan Graham, comments:**

The figures bore out the anecdotal evidence that the economy had been picking up before the second lockdown was imposed in late October. December was hampered by a curtailed January Sale period post Christmas. Grocery, Agri, Electronics & Online continued to outperform the market in Q4.

Industry Average	-7.2%
Footwear	-34.4%
Furniture & Flooring	-23.91%
Garden Centres	+13.40%
Gift & Homeware	-20.40%
Grocery	+13.87%
Hot Beverage	-38.20%
Jewellery	-20.10%
Ladies Fashion	-41.30%
Menswear	-40.90%
Pharmacy	+0.85%
Childrenswear	-39.30%
Agri Retail	+37.30%
Online	+176.40%
Consumer Electronics (Brown Goods)	+44.80%
Home Appliances (Small)	+37.50%
IT   Computing	+53.0%
Digital Camera	+31.0%
Home Appliances (Major)	+21.1%

**Like for Like Sales Q4 2020 vs Q4 2019 (Industry Average)**



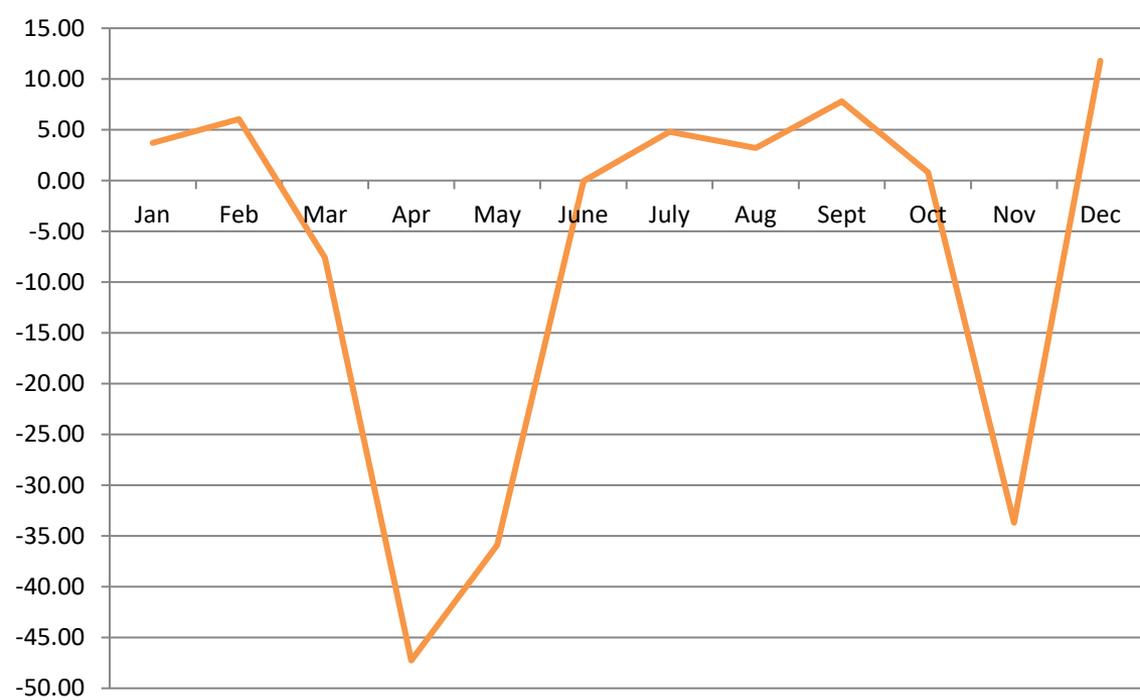
**LIKE FOR LIKE SALES Q3 2020 (INDUSTRY AVERAGE)**

Oct	+0.8%
Nov	-33.7%
Dec	+11.8%
Q4	-7.2%

# Retail Industry Like for Like Sales 2020 Year In Review

**Retail Excellence Managing Director, Duncan Graham, comments:**  
 Overall, 2020 was a W-shaped year for the retail industry in terms of performance, with the two lockdowns in March-June and then October-November resulting in a significant drop-off in sales. Grocery, Agri, Online & Electrical were clear winners in 2020. The rest of the categories contracted quite significantly over the 2020. Furthermore a divide was seen between urban and regional retailers. With consumers working from home, regional retailers performed slightly better over the year.

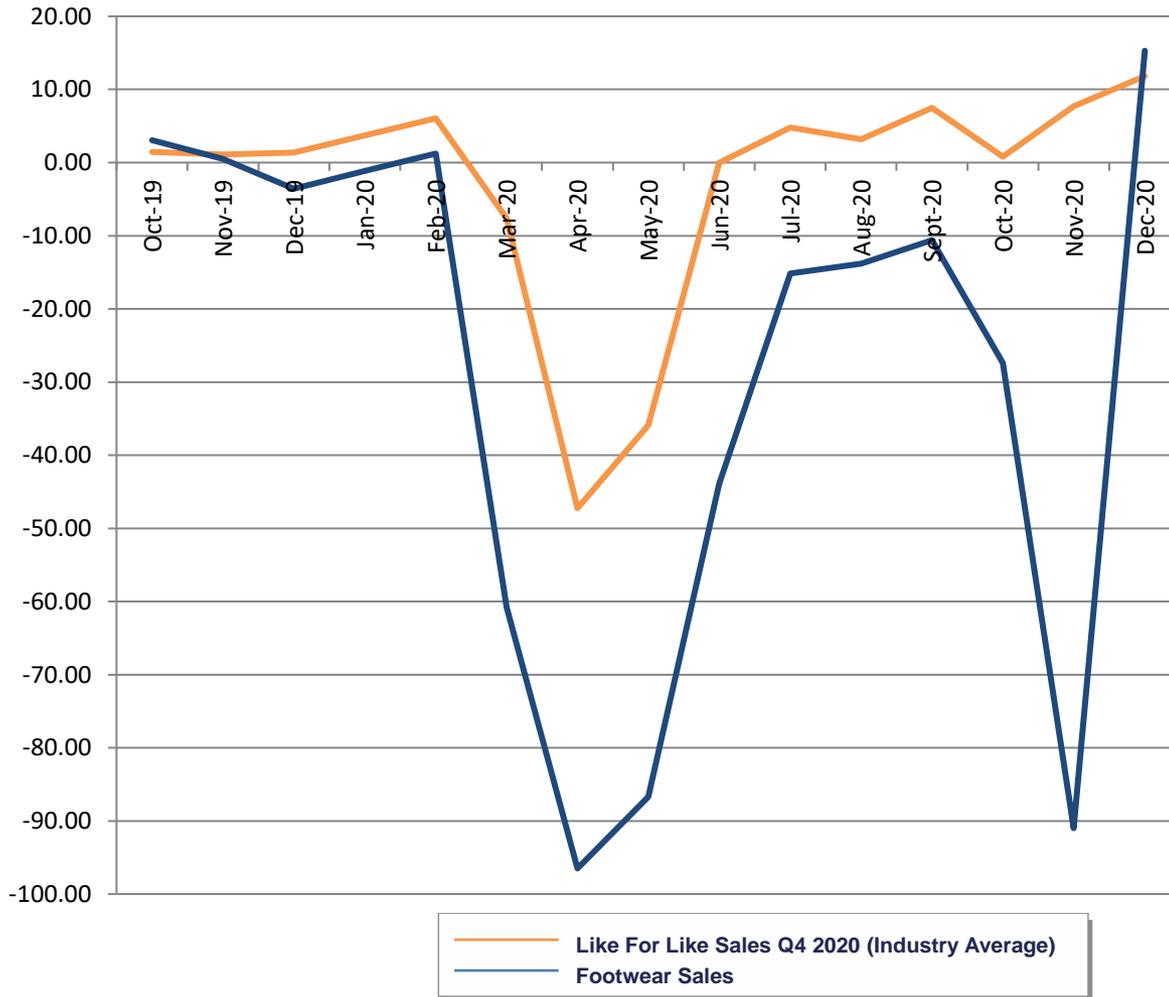
**Like for Like Sales 2020 Year In Review (Industry Average)**



LIKE FOR LIKE SALES	2020 vrs 2019
Industry Average	-9.10%
Footwear	-36.03%
Furniture & Flooring	-14.92%
Garden Centres	+12.88%
Gift & Homeware	-15.45%
Grocery	+13.33%
Hot Beverage	-43.79%
Jewellery	-28.03%
Ladies Fashion	-34.89%
Menswear	-38.49%
Pharmacy	+0.36%
Childrenswear	-29.06%
Agri Retail	+19.29%
Online	+125.46%
Consumer Electronics (Brown Goods)	+32.43%
Home Appliances (Small)	+23.53%
IT   Computing	+57.0%
Digital Camera	-11.53%
Home Appliances (Major)	+10.10%

# Footwear Sales

Comparable with Retail Industry Average

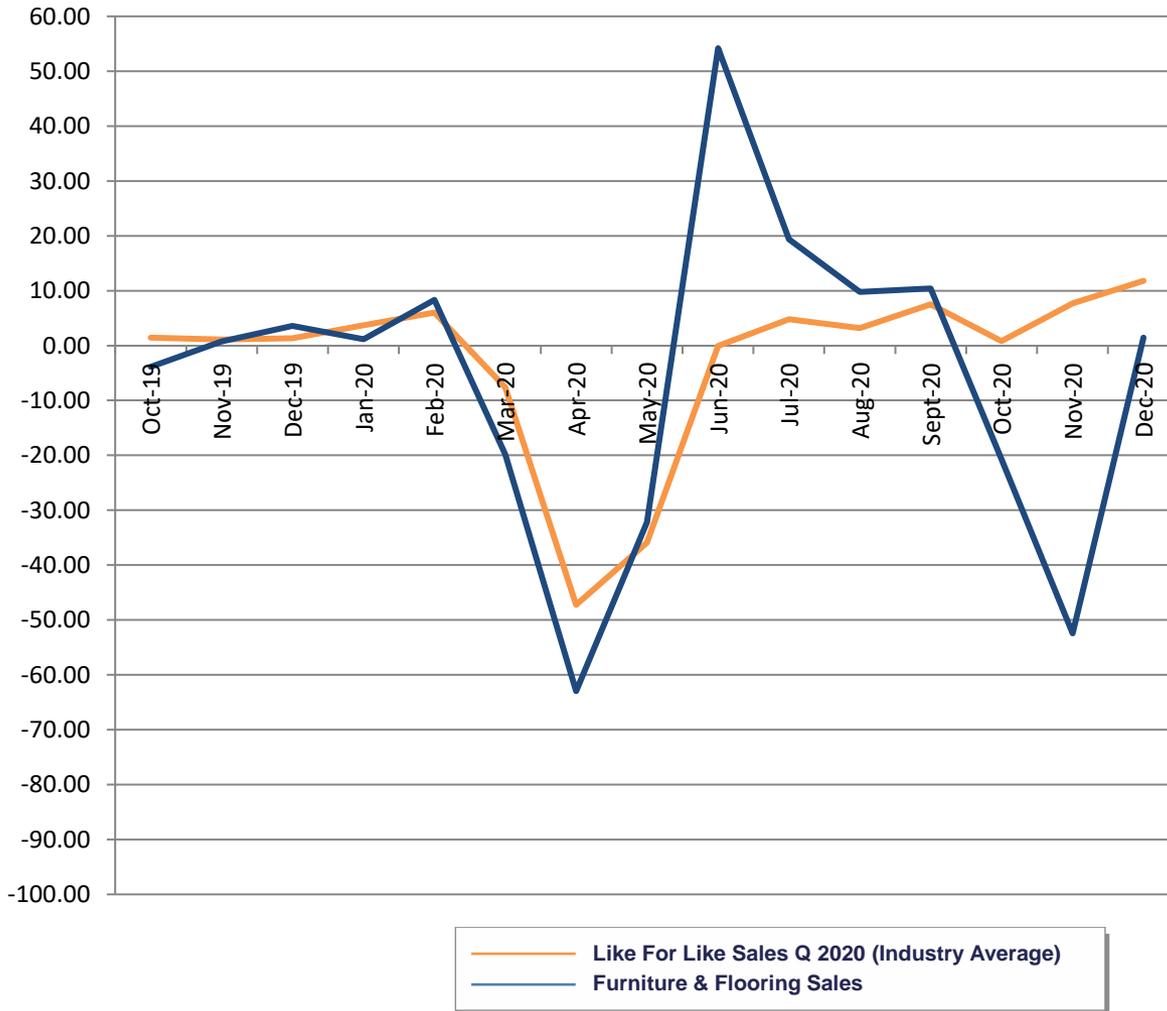


Q4 2020	FOOTWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-27.4%	+0.8%
NOVEMBER	-91.0%	-33.7%
DECEMBER	+15.3%	+11.8%
Q4	-34.4%	-7.2%



# Furniture & Flooring Sales

Comparable with Retail Industry Average

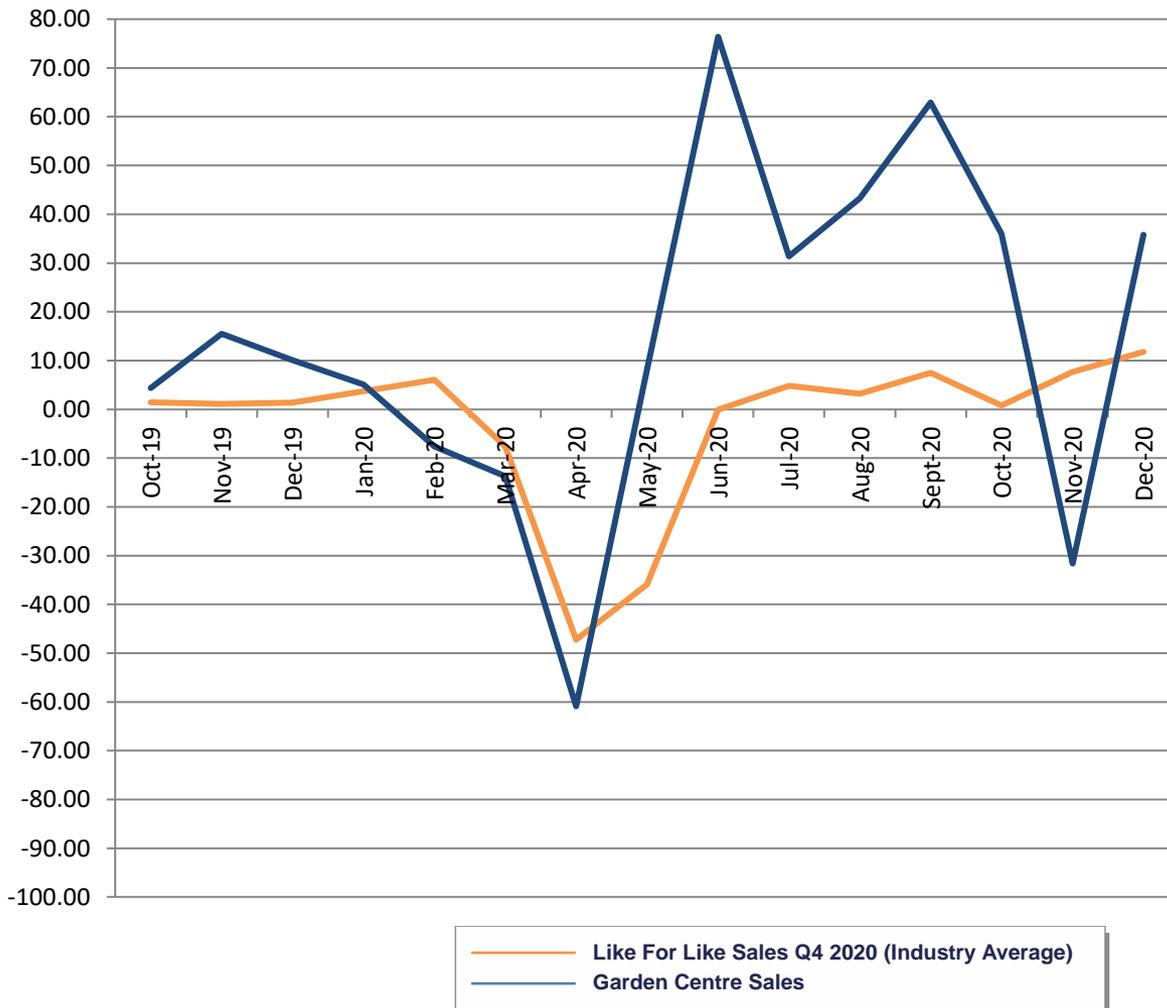


Q4 2020	FURNITURE & FLOORING SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-20.7%	+0.8%
NOVEMBER	-52.46%	-33.7%
DECEMBER	1.43%	+11.8%
Q4	-23.91%	-7.2%



# Garden Centre Sales

Comparable with Retail Industry Average

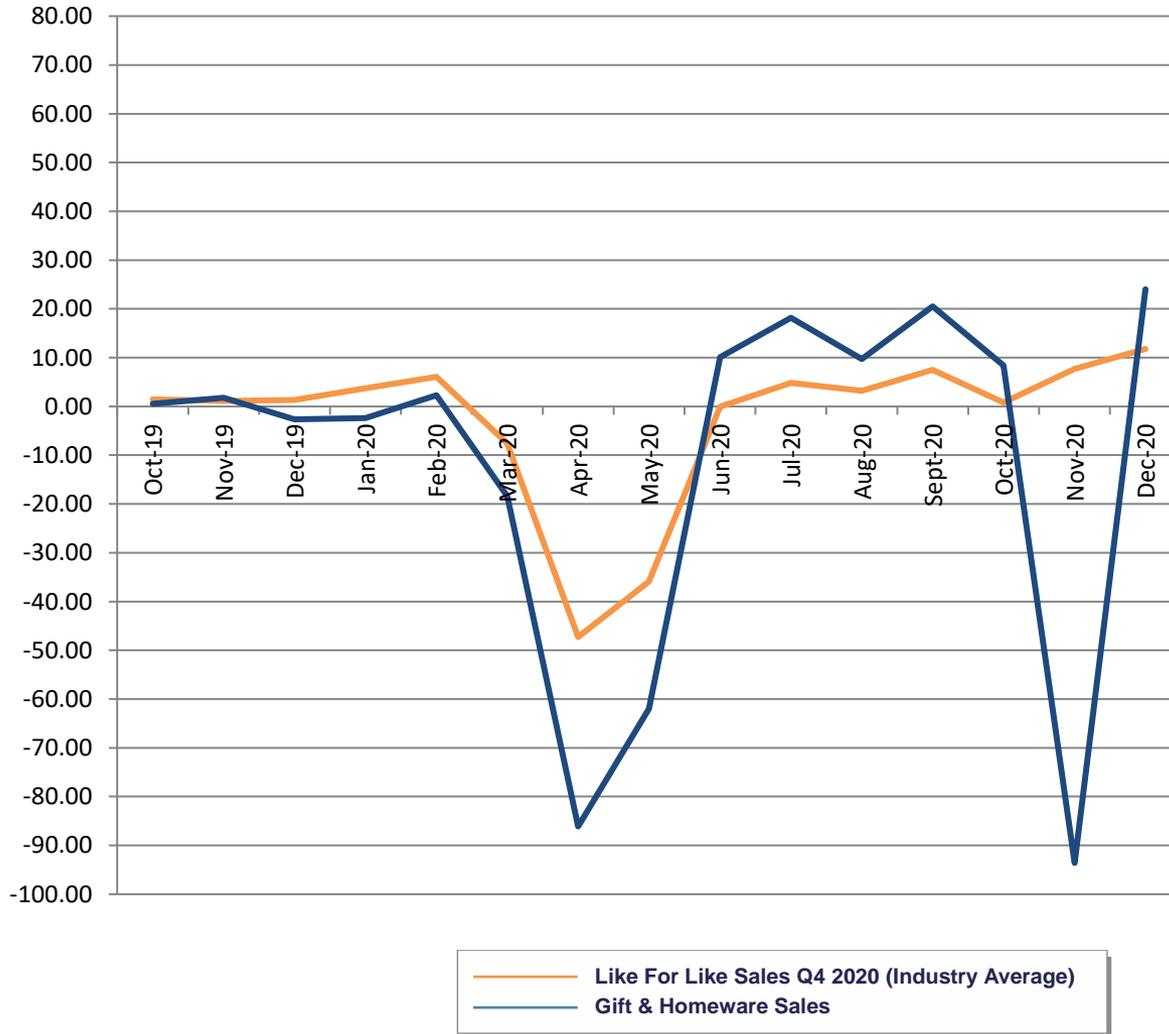


Q4 2020	GARDEN CENTRE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+36.0%	+0.8%
NOVEMBER	-31.6%	-33.7%
DECEMBER	+35.8%	+11.8%
Q4	+13.40%	-7.2%



# Gift & Homeware Sales

Comparable with Retail Industry Average

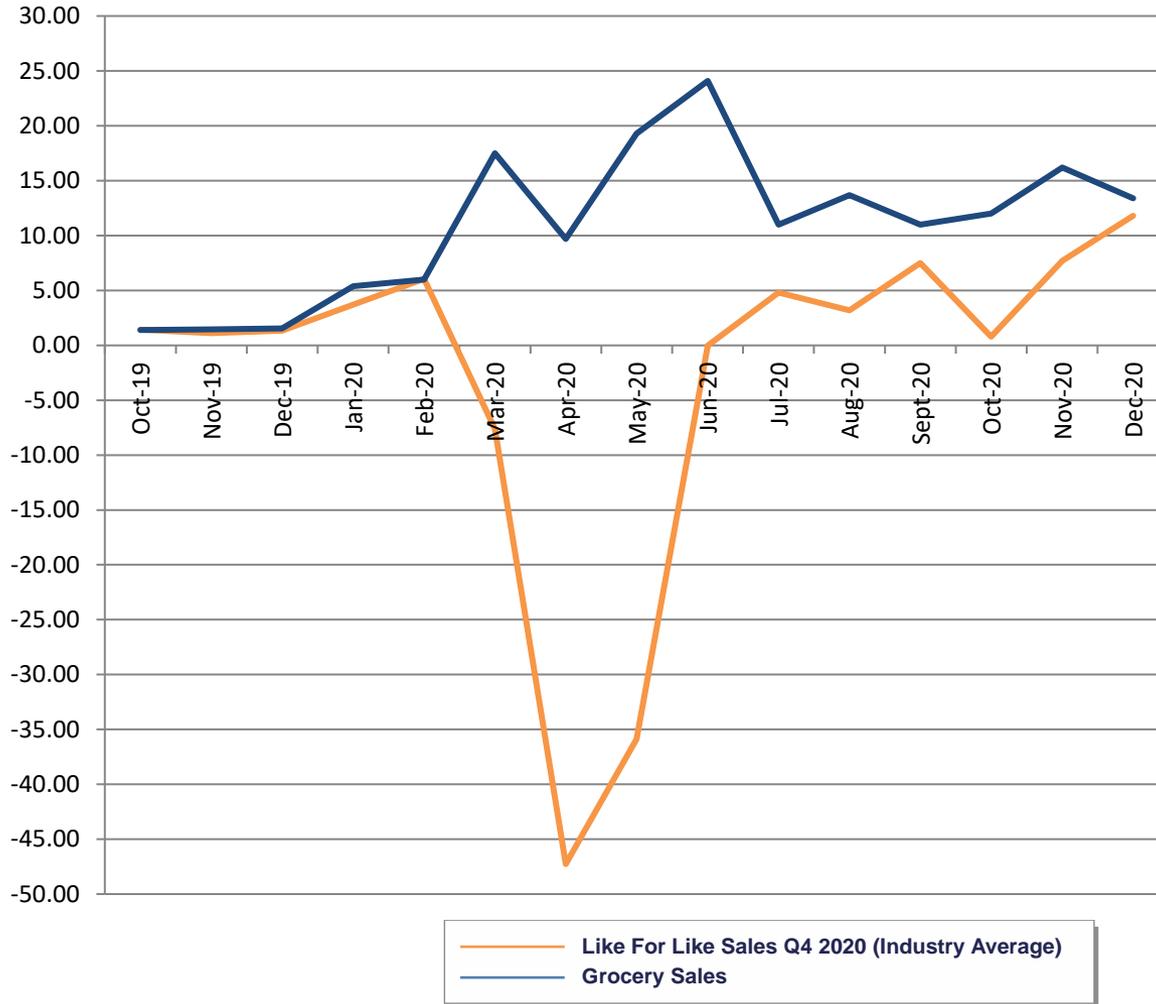


Q4 2020	GIFT & HOMEWARE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+8.4%	+0.8%
NOVEMBER	-93.60%	-33.7%
DECEMBER	+24.0%	+11.8%
Q4	-20.4%	-7.2%



# Grocery Sales

Comparable with Retail Industry Average

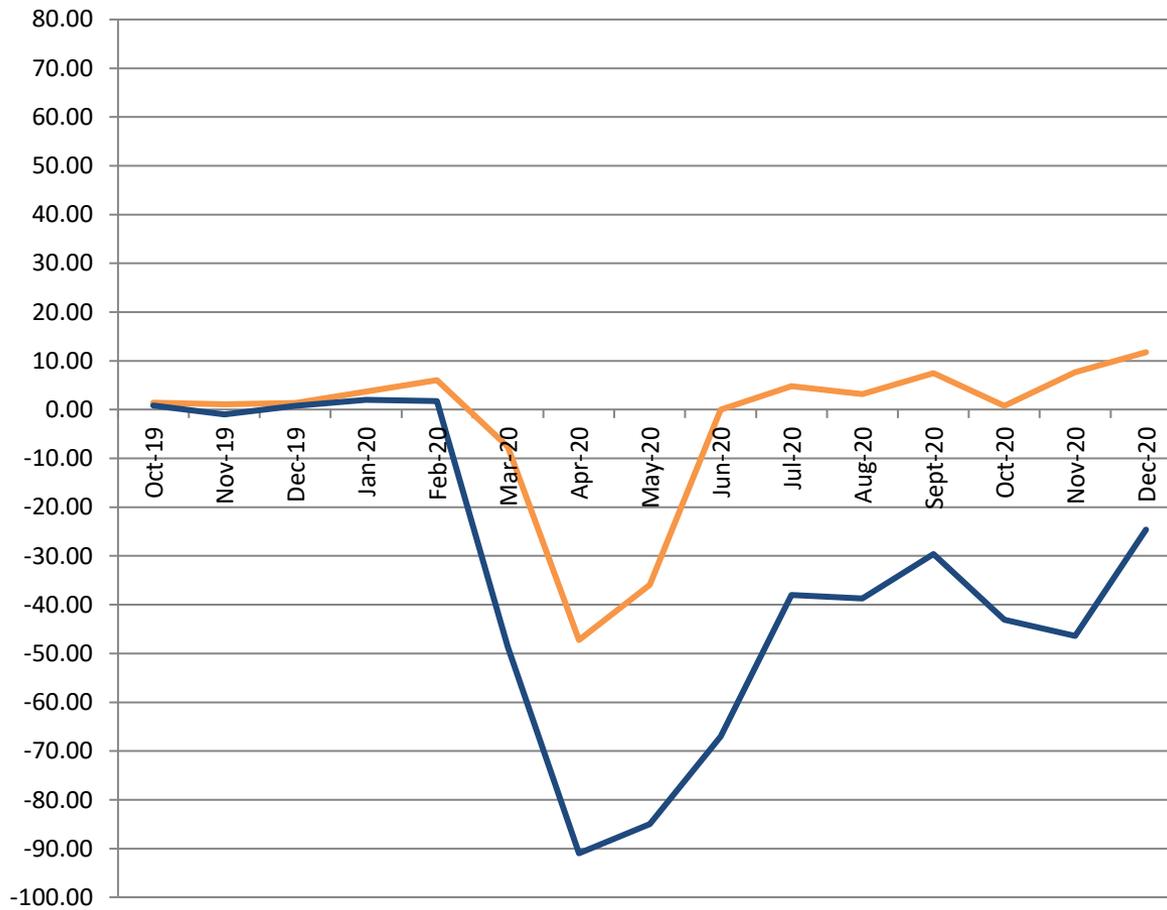


Q4 2020	GROCERY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+12%	+0.8%
NOVEMBER	+16.2%	-33.7%
DECEMBER	+13.4%	+11.8%
Q4	+13.87%	-7.2%



# Hot Beverage Sales

Comparable with Retail Industry Average



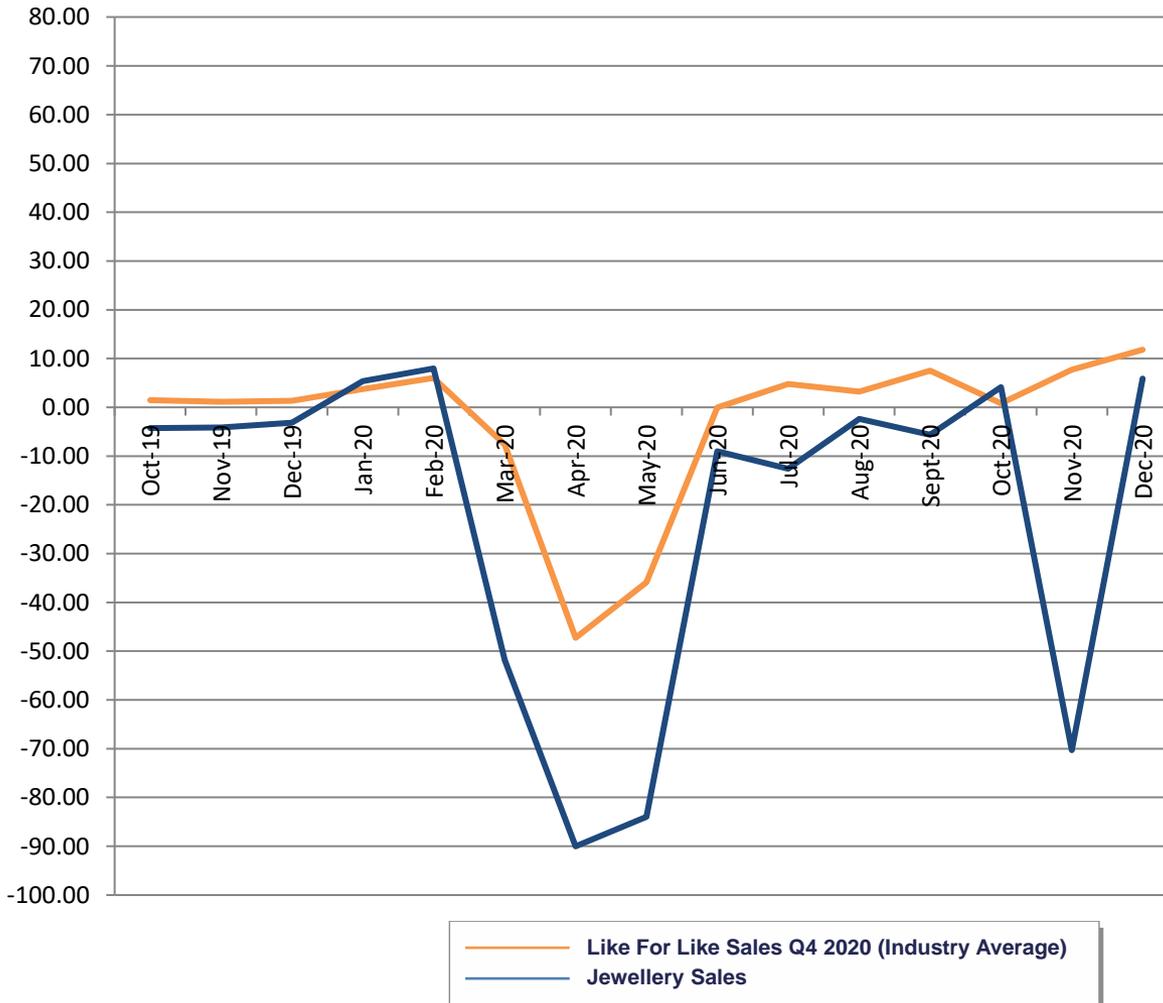
— Like For Like Sales Q4 2020 (Industry Average)  
— Hot Beverage Sales

Q4 2020	HOT BEVERAGE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-43.1%	+0.8%
NOVEMBER	-46.4%	-33.7%
DECEMBER	-24.6%	+11.8%
Q4	-38.2%	-7.2%



# Jewellery Sales

Comparable with Retail Industry Average

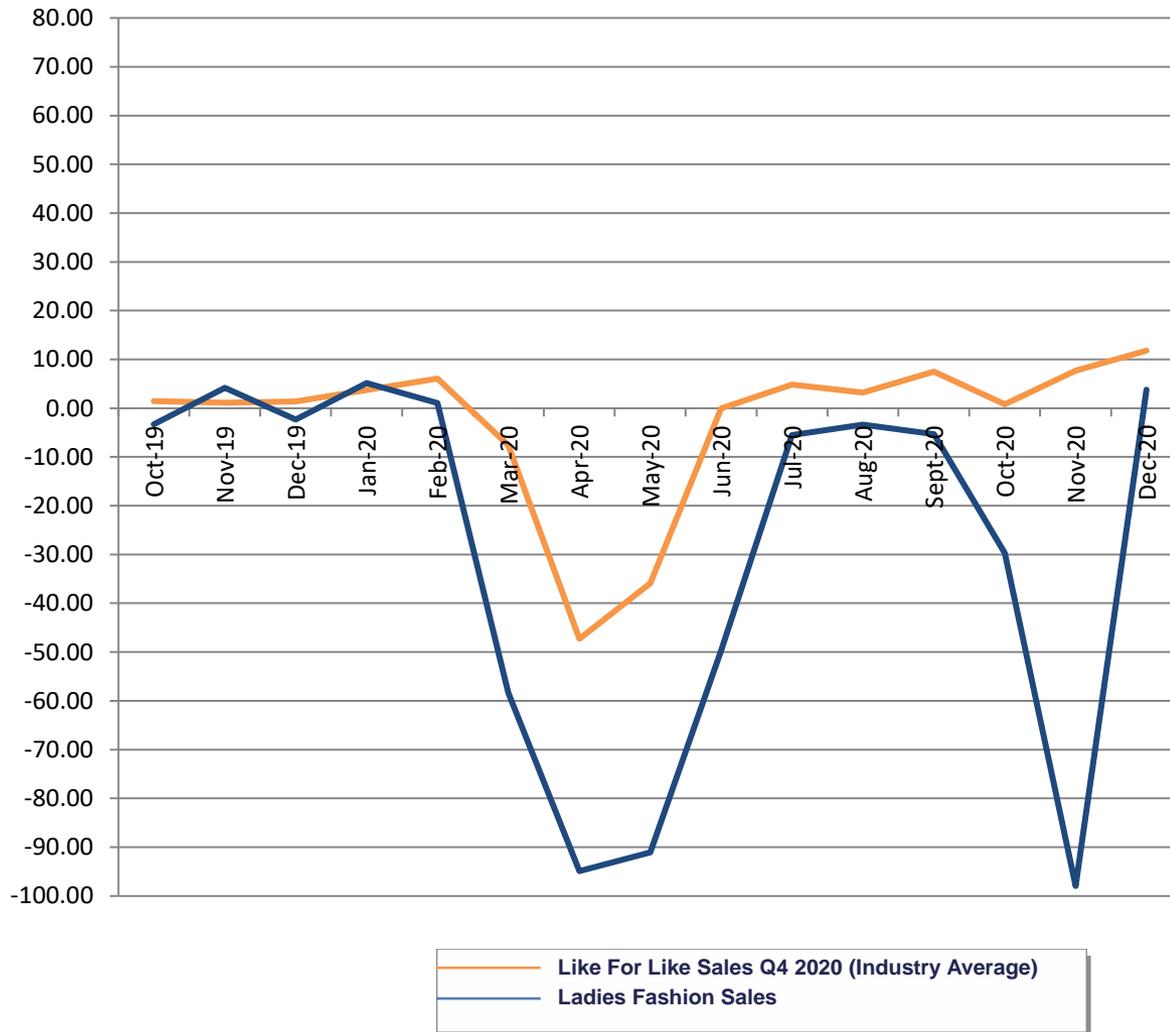


Q4 2020	JEWELLERY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+4.10%	+0.8%
NOVEMBER	-70.3%	-33.7%
DECEMBER	+5.9%	+11.8%
Q4	-20.1%	-7.2%



# Ladies Fashion Sales

Comparable with Retail Industry Average

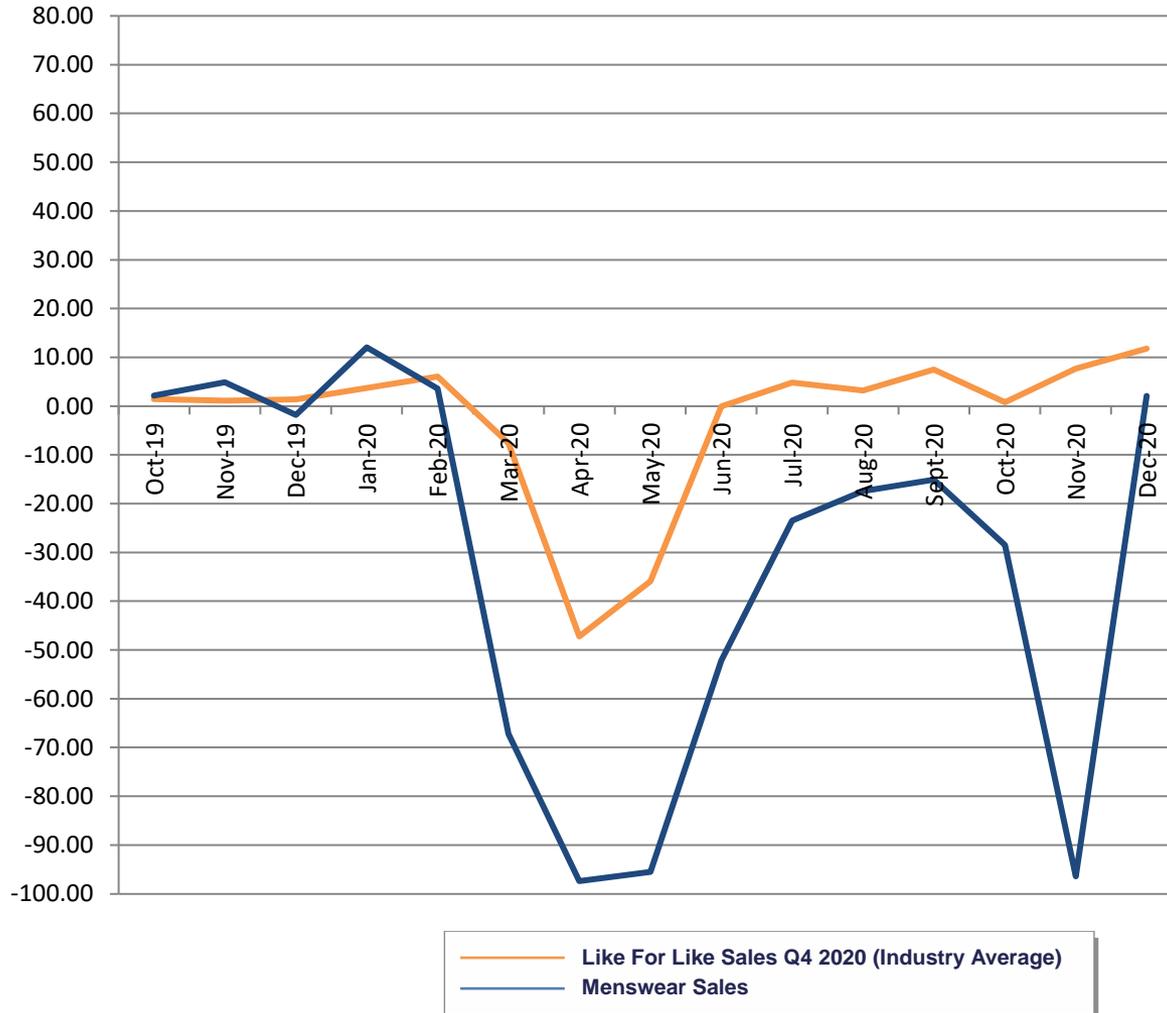


Q4 2020	LADIES FASHION SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-29.70%	+0.8%
NOVEMBER	-98.0%	-33.7%
DECEMBER	+3.80%	+11.8%
Q4	-41.3%	-7.2%



# Menswear Sales

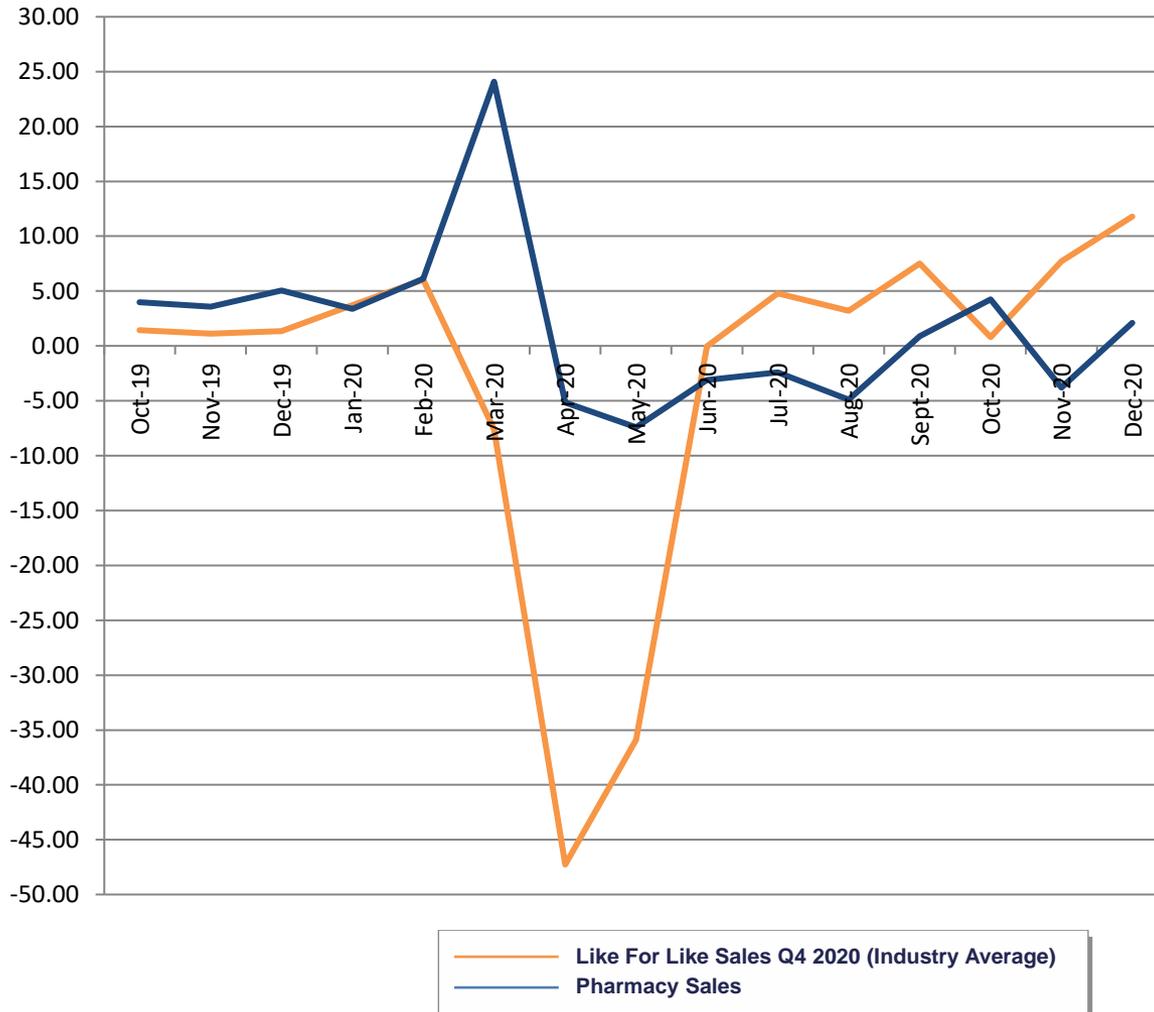
Comparable with Retail Industry Average



Q4 2020	MENSWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-28.5%	+0.8%
NOVEMBER	-96.40%	-33.7%
DECEMBER	+2.10%	+11.8%
Q4	-40.90%	-7.2%

# Pharmacy Sales

Comparable with Retail Industry Average

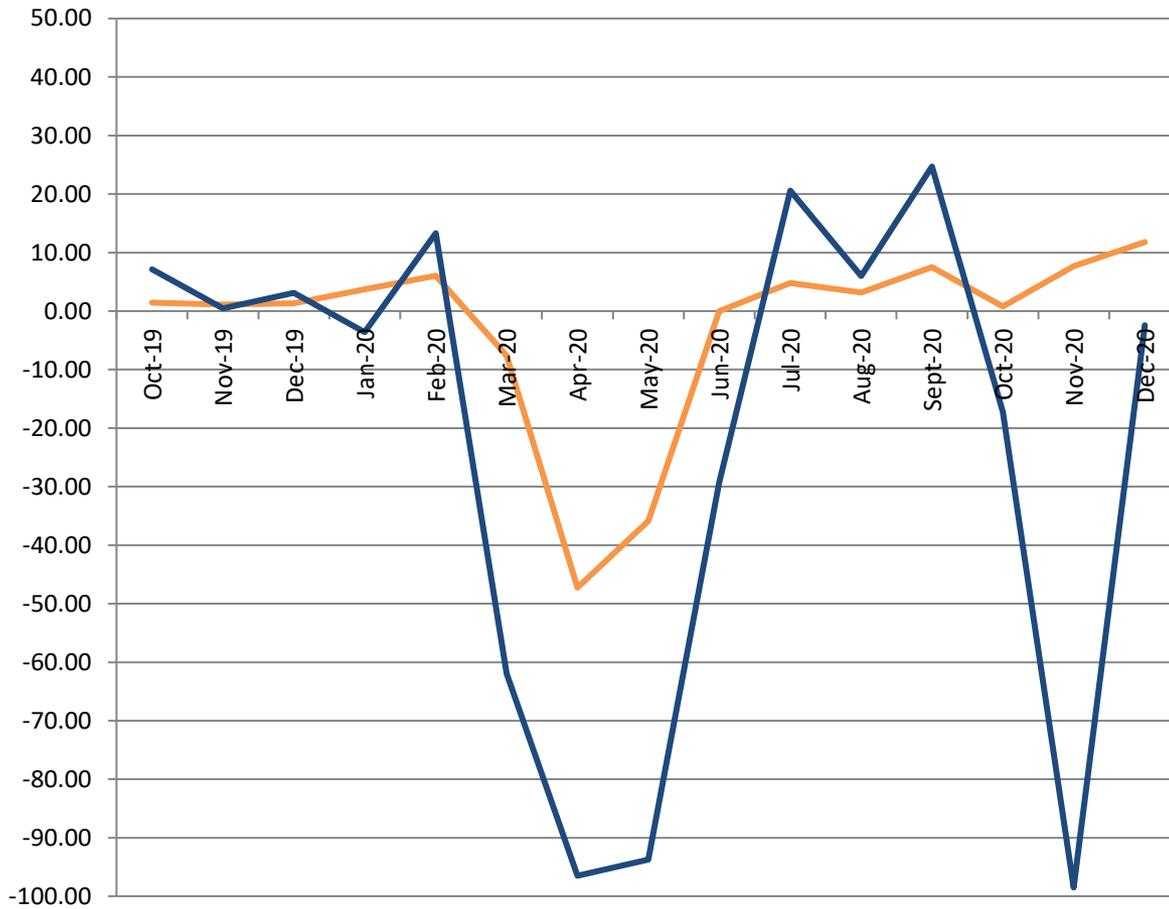


Q4 2020	PHARMACY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+4.25%	+0.8%
NOVEMBER	-3.80%	-33.7%
DECEMBER	+2.10%	+11.8%
Q4	+0.85%	-7.2%



# Childrenswear Sales

Comparable with Retail Industry Average

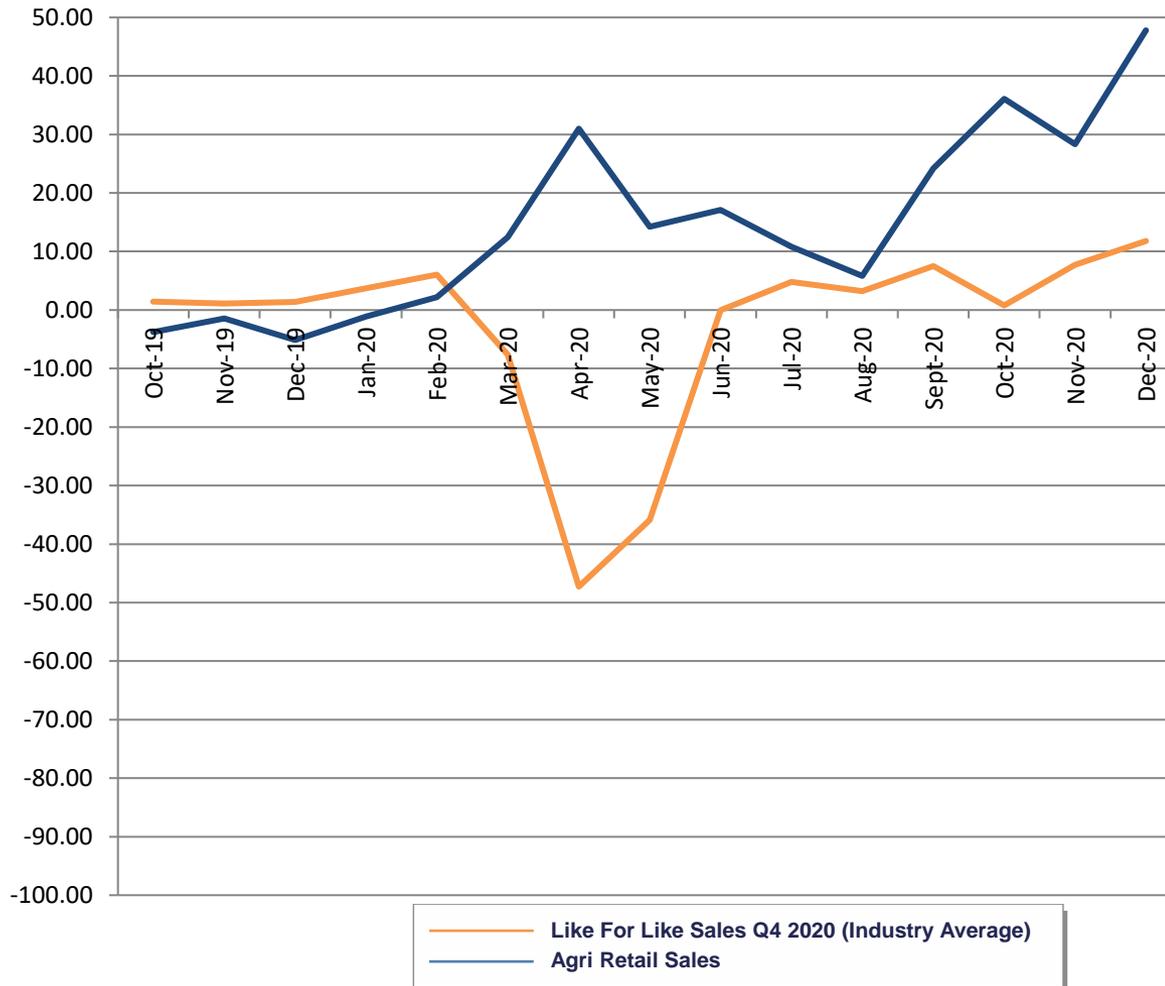


— Like For Like Sales Q4 2020 (Industry Average)  
— Childrenswear Sales

Q4 2020	CHILDRENSWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	-17.2%	+0.8%
NOVEMBER	-98.5%	-33.7%
DECEMBER	-2.4%	+11.8%
Q4	-39.3%	-7.2%

# Agri Retail Sales

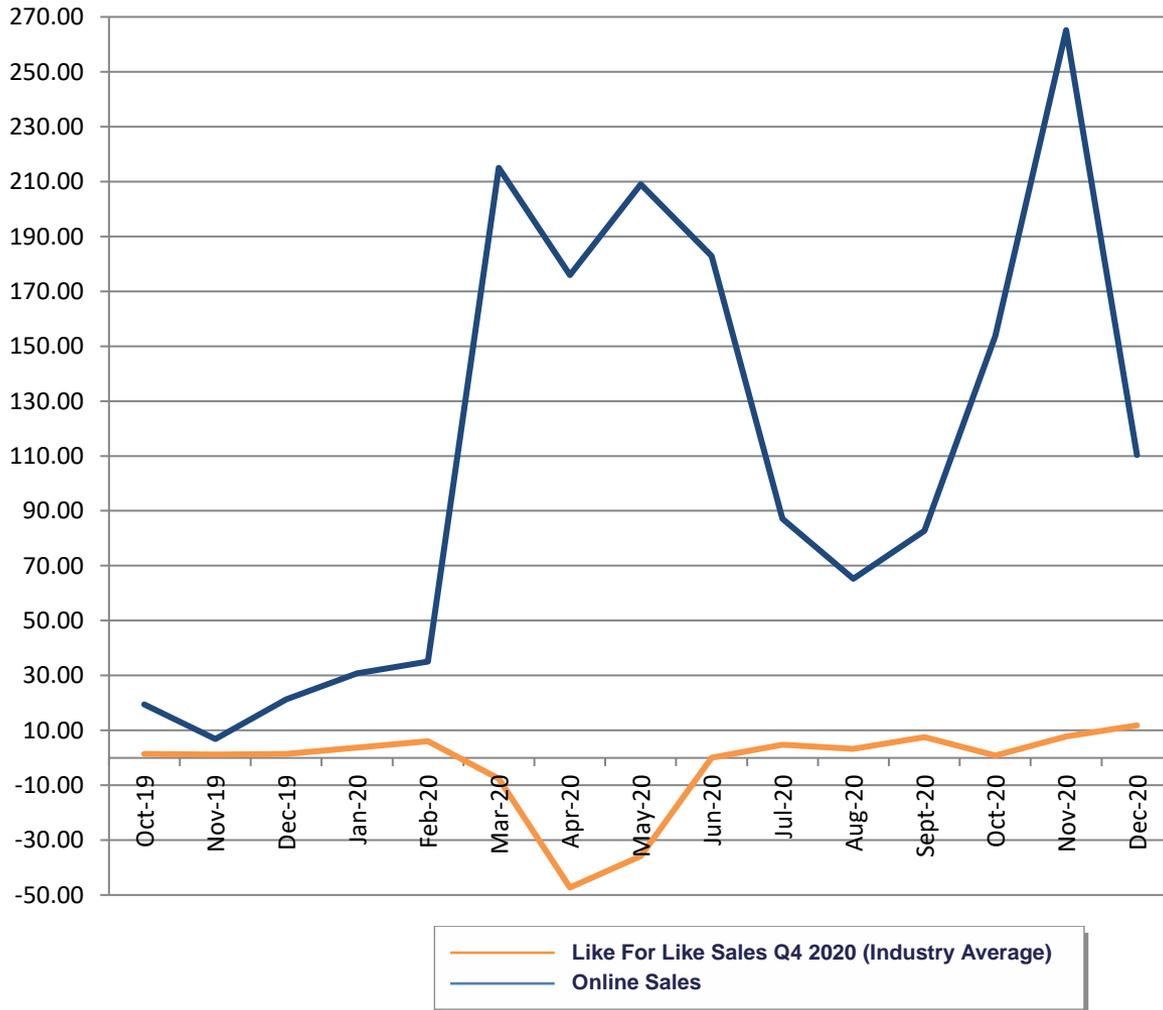
Comparable with Retail Industry Average



Q4 2020	AGRI RETAIL SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+36.10%	+0.8%
NOVEMBER	28.30%	-33.7%
DECEMBER	+47.80%	+11.8%
Q4	+37.30%	-7.2%

# Online Sales

Comparable with Retail Industry Average



Q4 2020	ONLINE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
OCTOBER	+153.7%	+0.8%
NOVEMBER	+265.2%	-33.7%
DECEMBER	+110.3%	+11.8%
Q4	+176.4%	-7.2%

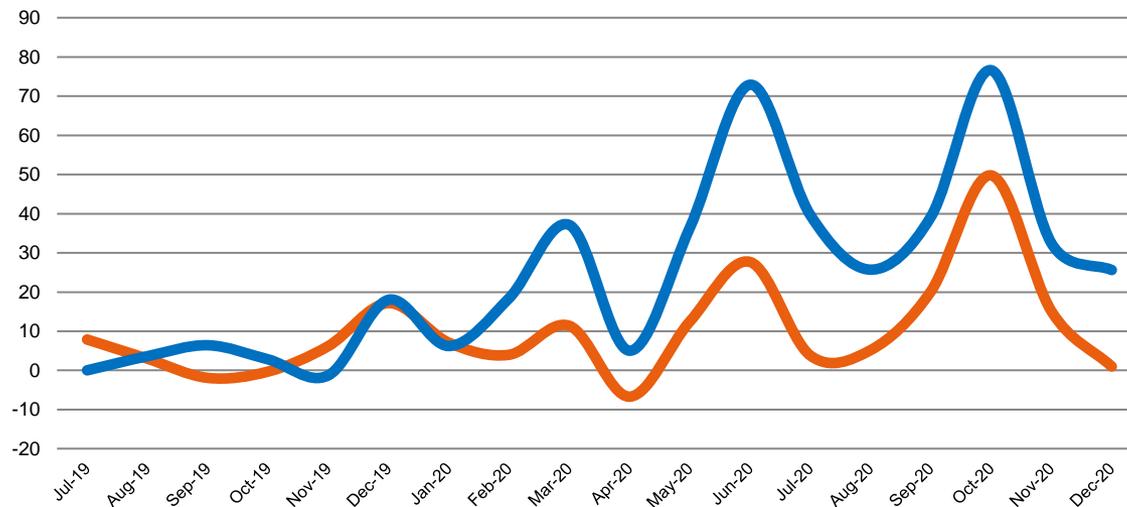


# Consumer Electronics (Brown Goods) Sales

Value and Volume performance Year on Year - Figures include: Audio Systems, DVD Players, Flat TV & Radio Devices (Table Top), Headphones, Docking Speakers, Loudspeakers

## Commentary from Nick Simon, Client Insight Director, GfK:

The Q4 CE market did not disappoint in 2020, as retailers continued to enjoy a significant uplift against sales in 2019. From an overall CE perspective, this was best seen in October, as the delayed Prime event (In July in previous years) was embraced by several retailers, contributing to rarely seen increases, even in this unusual year of anticipated sales in a restricted retail environment blighted by Covid restrictions, many of which ended up online while instore sales decreased significantly. Black Friday, indeed the whole of November, was also very positive, even if the growth versus the previous year was not quite as spectacular as in October. December was a mixed bag: the previous domination of PTV was extended further in December with a value increase of 42%, which was even higher for higher end 4K products but, apart from that, only Soundbars, aided by bundle sales with TVs and growing 18%, and Headphones/Headsets (+16%) increased vs December 2019, while longstanding declines for DVD and Blu-ray were joined in the debit column by Audio Systems, while stability in Audio HIFI was only sustained by Radio Devices and Mini/Bluetooth Speakers, which at least matched their December 2019 turnover.



— Volume Growth % — Value Growth

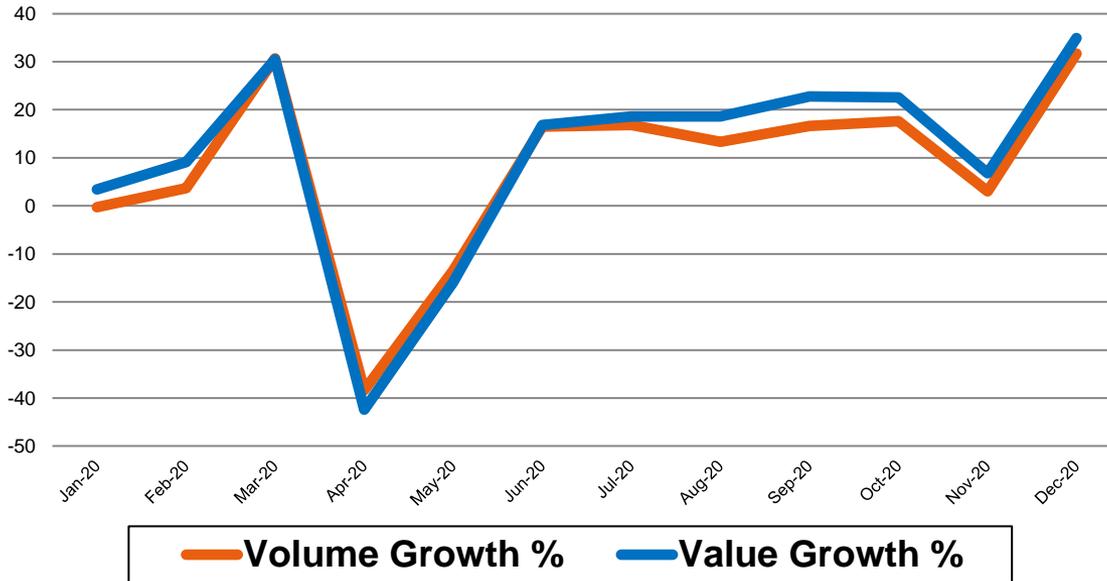
2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
October	+76.6%	+49.8%
November	+32.4%	+15.1%
December	+25.6%	+1.0%
Q4 2020	+37.6%	+14.2%

# Home Appliances (Major Appliances) Sales

Value and Volume performance Year on Year (includes washing machines, tumble dryers, dishwashers, cooling, freezers, cooking, hobs, hoods and microwaves)

Commentary from Bethan Fleming, Client Insight Manager, GfK:

The final quarter saw pent up demand grow major appliances by over 20%, bringing the full year 2020 value growth to +11%. Washing machines was the only category to see some decline, down 6% in November. As a result, it was the worst performing category across the quarter, growing only 8%. Larger capacity washers continue to perform best with 8KG and above in growth across the quarter however in November all sizes were negative. The best performer in Q4 was freezers which increased by 51% and was the fastest grower for 9 months of this year. Freestanding major appliances grew slightly faster than built-in appliances (+22% vs +19%) in value though freestanding prices grew by more than 5% whilst integrated appliances saw prices fall by 1.7%.



2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
October	+22.6%	+17.6%
November	+6.8%	+3%
December	+34.9%	+31.7%
Q4 2020	+21.1%	+17.2%

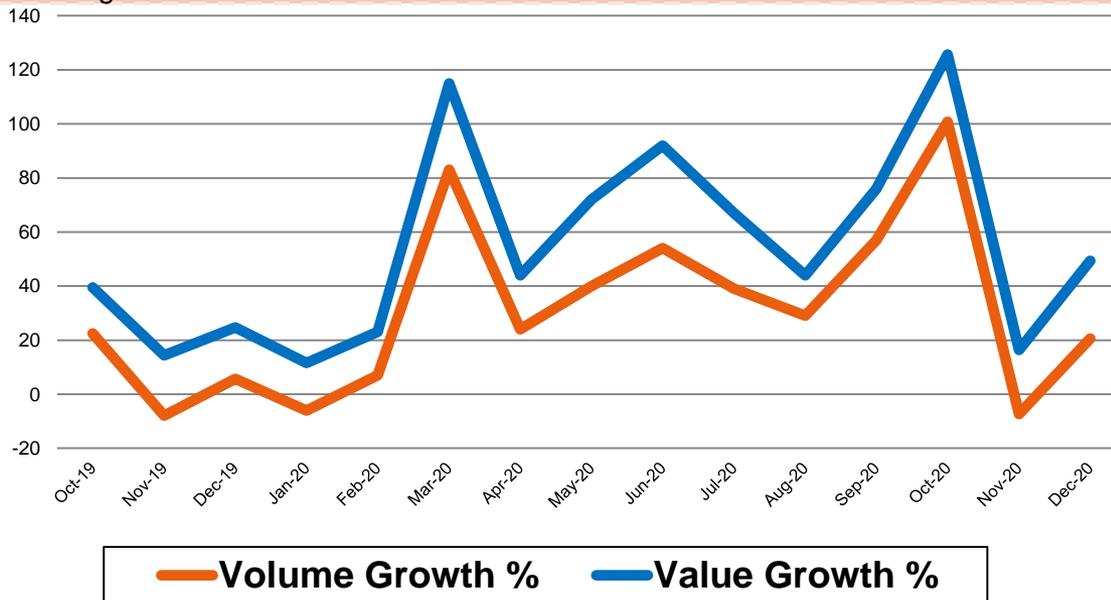
# Information Technology (IT) Sales

Value and Volume performance Year on Year

Figures include Mobile Computing PCs, Desk Computing PCs, and Tablets

Commentary from Harry Wolverson, Senior Client Insights Director, GfK:

Q4 continued a trend of vol & val growth in IT to round off 2020 covering some key sales periods for the industry. Oct20 driving a lot of this with triple figure increases in both value & volume YoY. Mobile computing (+95% Vol YoY) & Mediatablets (+110% Vol YoY) driving the majority of this for Oct showing portable devices still favoured despite stay at home orders. Nov20 contributed the smallest growth of the three months showing YoY Declines of -7% in value. Traditional brick & mortar sales hurt from intermittent restrictions & virus transmission risks for consumers effecting this. Uncertainty driving consumers to be more apprehensive about spending on high value items also a potential contributing factor. This is supported by strong Mediabook growth (+38% vol YoY) , a smaller traditionally lower value segment, seen in Nov compared to Mobile Computing which just manages to remain flat YoY at +0.8% for volume growth. Going into 2021 with lockdown measures still in place makes further growth for IT possible but uncertain. Although with key sales periods out of the way & Q4 remaining in the green this could serve as a good indicator of the importance to the average consumer IT has in current times as we continue into 2021.



2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
Oct	126%	101%
Nov	16%	-7%
Dec	49%	21%
Q4 2020	53%	23%

# Home Appliances (Small Appliances) Sales

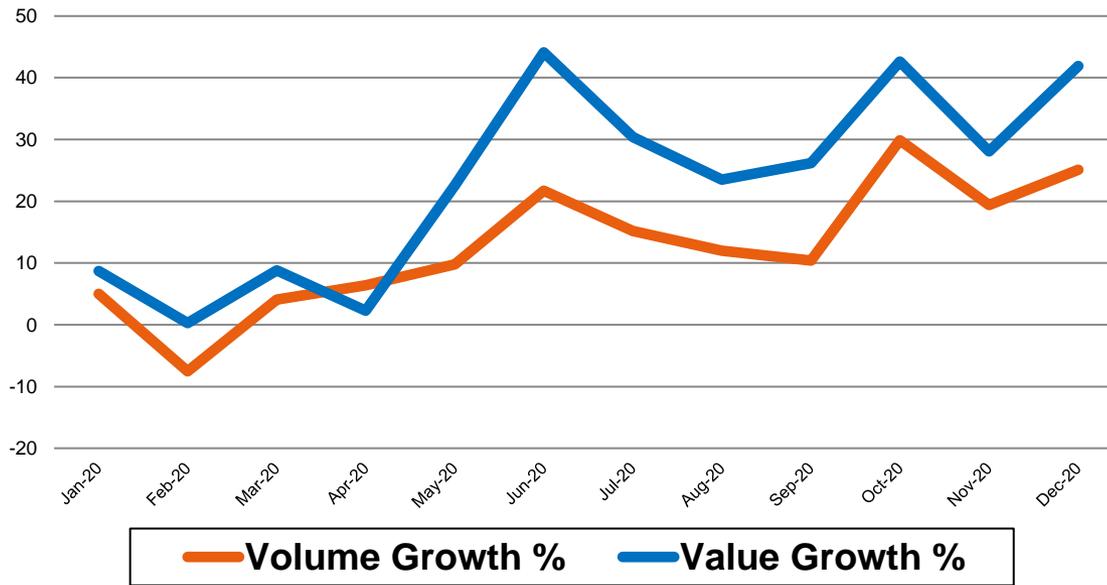
Value and Volume performance Year on Year (includes irons, kettles, toasters, food preparation, shavers, hair dryers and hair stylers, hot beverage makers and vacuum cleaners)

Commentary from Alex Hall, Senior Client Insight Manager, GfK:

After a slowdown from Q2 2020 into Q3, growth within Small Domestic Appliances once again accelerated into the close of the year both in volume and value terms.

It was the kitchen categories that once again stood out in this regard as consumers continued to focus their purchases on life at home. Leading the way were food preparation appliances and hot beverage makers, both recording huge value growth of over 85% against Q4 2019, as kettles and toasters also rose over 30%. As in previous quarters, value outgrew volume across each of these categories as consumers opted on average for more premium brands and products despite widespread financial pressures.

Elsewhere, the hair styler market was the driving force in the personal care sector, backed by recent high-end product launches and a promotional calendar weighted towards Christmas. Vacuum cleaners also maintained value gains against an ongoing decline in irons.



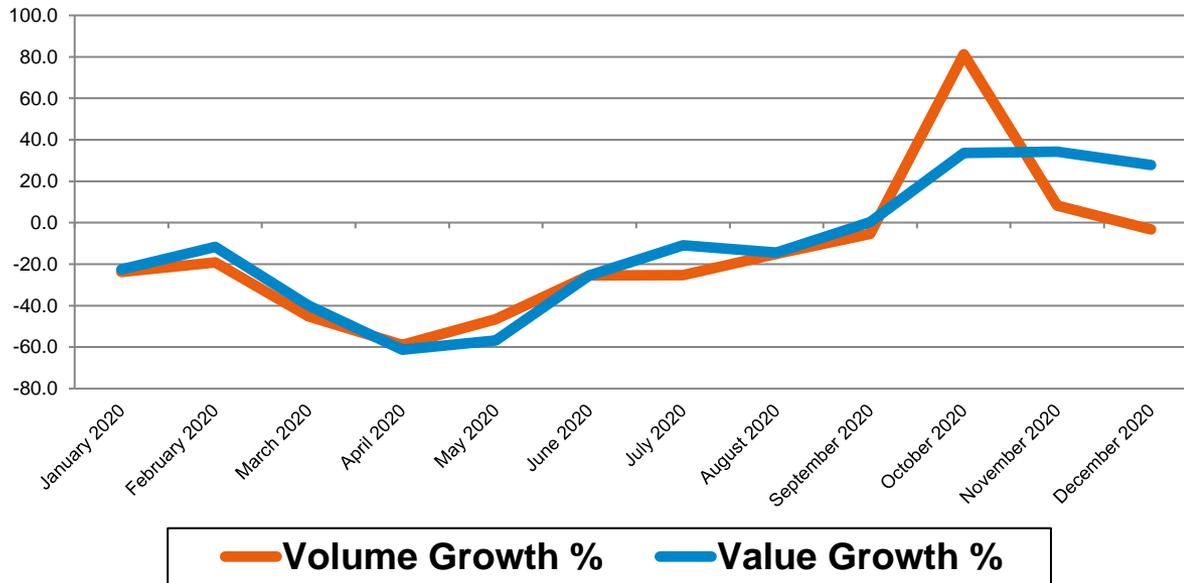
2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
October	+42.6%	+29.9%
November	+28.1%	+19.4%
December	+41.9%	+25.1%
Q4 2020	+37.5%	+24.6%

# Digital Camera Sales

Value and Volume performance Year on Year - Figures include: Fixed Lens, Bridge, CSC and SLR

Commentary from Anas Muhi-Eldin, Photo, GfK:

The digital camera market in IE saw a strong fourth quarter with 31.0% value growth and 13.5% in volume compared to the same period last year. The market recovered from the declines exhibited throughout 2020 largely attributed to the coronavirus pandemic and its effect on stores ability to open. Q4 saw strong a strong CSC performance across the board with value increasing ahead of thanks to a 40.0% increase in ASP. Fixed Lens also performed notably well in October 2020 with value growth at 58.4% as volume increased significantly with a 129.1% growth. The significant volume growth can be attributed to the product group ASP decline of 30.8% in the month. In November & December 2020 Fixed Lens falls back into volume decline however value growth continues as ASP returns to growth. SLR also performs notably well in the quarter with volume at +15.9% & value growing slightly ahead at +17.9%.



2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
Oct	+33.6%	+81.3%
Nov	+34.3%	+8.3%
Dec	+27.8%	-3.2%
Q4 2020	+31.0%	+13.5%

# About Retail Excellence, Grant Thornton & GfK

## ABOUT Retail Excellence

Retail Excellence is the largest retail industry trade body in Ireland. Retail Excellence aim to enhance the consumer's retail experience by developing top class retail standards and skills, and promoting a vibrant and competitive world class retail industry in Ireland.

Retail Excellence involves over 2,200 leading retail companies who operate over 13,000 stores in the Irish market.

Retail Excellence is a not for profit organisation which invests in innovative and exciting learning, market intelligence, HRM supports, Government representation and member networking initiatives.

Retail Excellence collected this data via on-line survey response.

## ABOUT GRANT THORNTON

Grant Thornton are leading Irish retail industry advisors and exclusive financial and accounting partners of Retail Excellence Ireland.

Grant Thornton is the fastest growing professional services firm in Ireland comprising over 1,450 people operating from offices in Dublin, Belfast, Cork, Galway, Kildare, Limerick and Longford.

The firm's Retail team has the expertise and knowledge to provide specific solutions to their retail clients. By identifying the key drivers of value creation crucial to the success of any retail business Grant Thornton can work with clients to maximise their business potential. Services include annual audits, regular business reviews, quarterly management accounts, bank financing applications, independent business reviews, franchise/supplier agreement negotiations, benchmarking and projections.

## ABOUT GfK

GfK is one of the world's largest research companies. 11,500 GfK experts are working to discover new insights about the way people live, think and shop, in over 100 markets, every day.

GfK is constantly investing to use the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. That knowledge empowers GfK's clients to make the right decisions, and position their businesses for the future.

### How do GfK gather this data?

- Data is collected via EPOS systems so minimal time commitment is involved in supplying data
- Sales data is gathered confidentially and no individual retailer's data is ever disclosed
- Exclusive lines/models are suppressed
- Reports are provided to participating retailers free of charge



Grant Thornton

