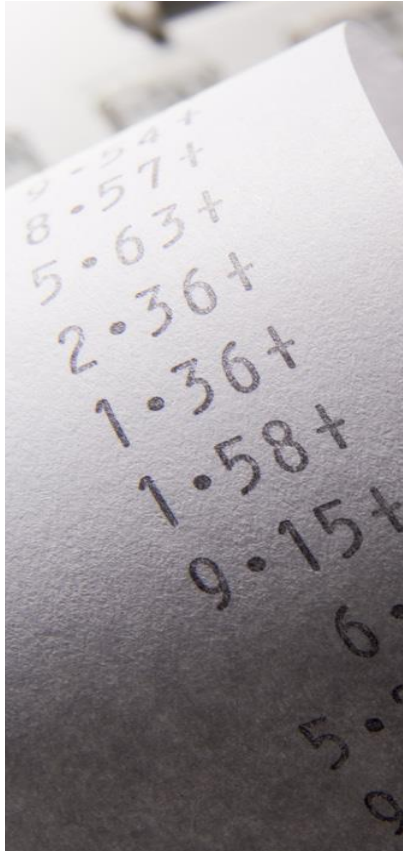


# Grant Thornton Retail Excellence

## Retail Productivity Review **Q3 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 Q3 2020

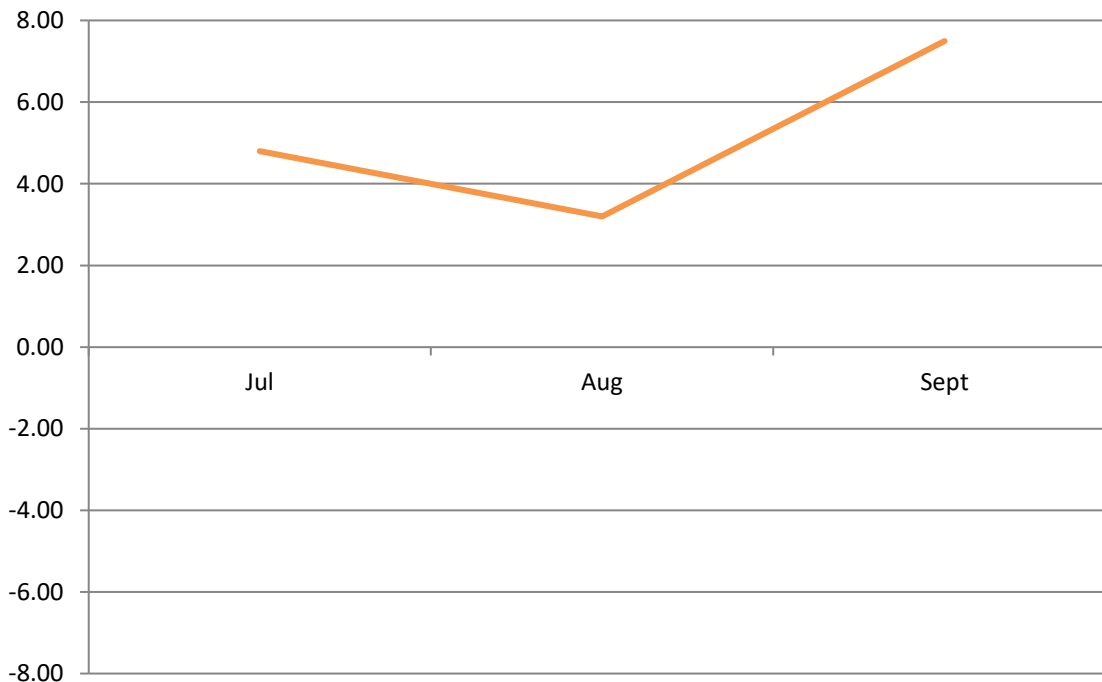
LIKE FOR LIKE SALES

Q3 2020  
vs  
Q3 2019

**Retail Excellence Managing Director, Duncan Graham, comments:**  
Overall retail sales grew strongly in Q3 as the country emerged from lockdown and we continued to work remotely and spent money on our homes. Home computing, Electrical goods, Furniture and Garden Centres all benefited whilst sales for mens and ladies clothing and jewellery remained difficult as the trend to online shopping surged and more retailers developed their Ecommerce capabilities.

Industry Average	+ 4.7%
Footwear	- 10.6%
Furniture & Flooring	+ 13.1%
Garden Centres	+ 43.0%
Gift & Homeware	+ 16.2%
Grocery	+ 11.9%
Hot Beverage	- 39.0%
Jewellery	- 8.5%
Ladies Fashion	- 5.5%
Menswear	- 19.0%
Pharmacy	- 2.3%
Childrenswear	+ 14.4%
Agri Retail	+ 13.7%
Consumer Electronics (Brown Goods)	+ 35.0%
Home Appliances (Small)	+ 27.0%
IT   Computing	+ 63.0%
Online	+ 77.9%
Digital Camera	- 9.1%
Home Appliances (Major)	+ 19.9%

Like for Like Sales Q3 2020 vs Q3 2019 (Industry Average)



LIKE FOR LIKE SALES Q3 2020 (INDUSTRY AVERAGE)

July  
4.8%

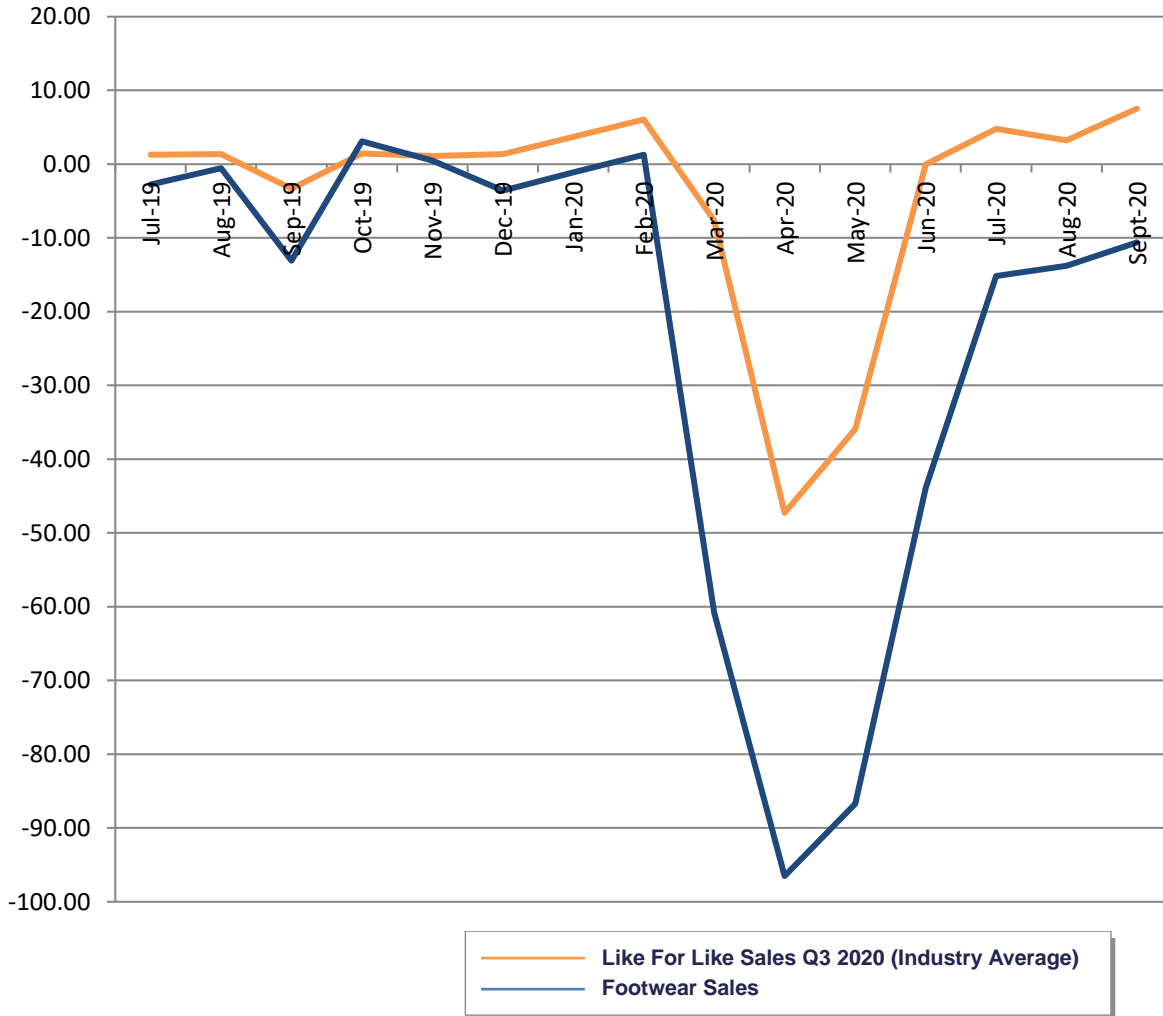
August  
3.2%

September  
7.5%

Q3  
4.7%

# Footwear Sales - Q3 2020

Comparable with Retail Industry Average

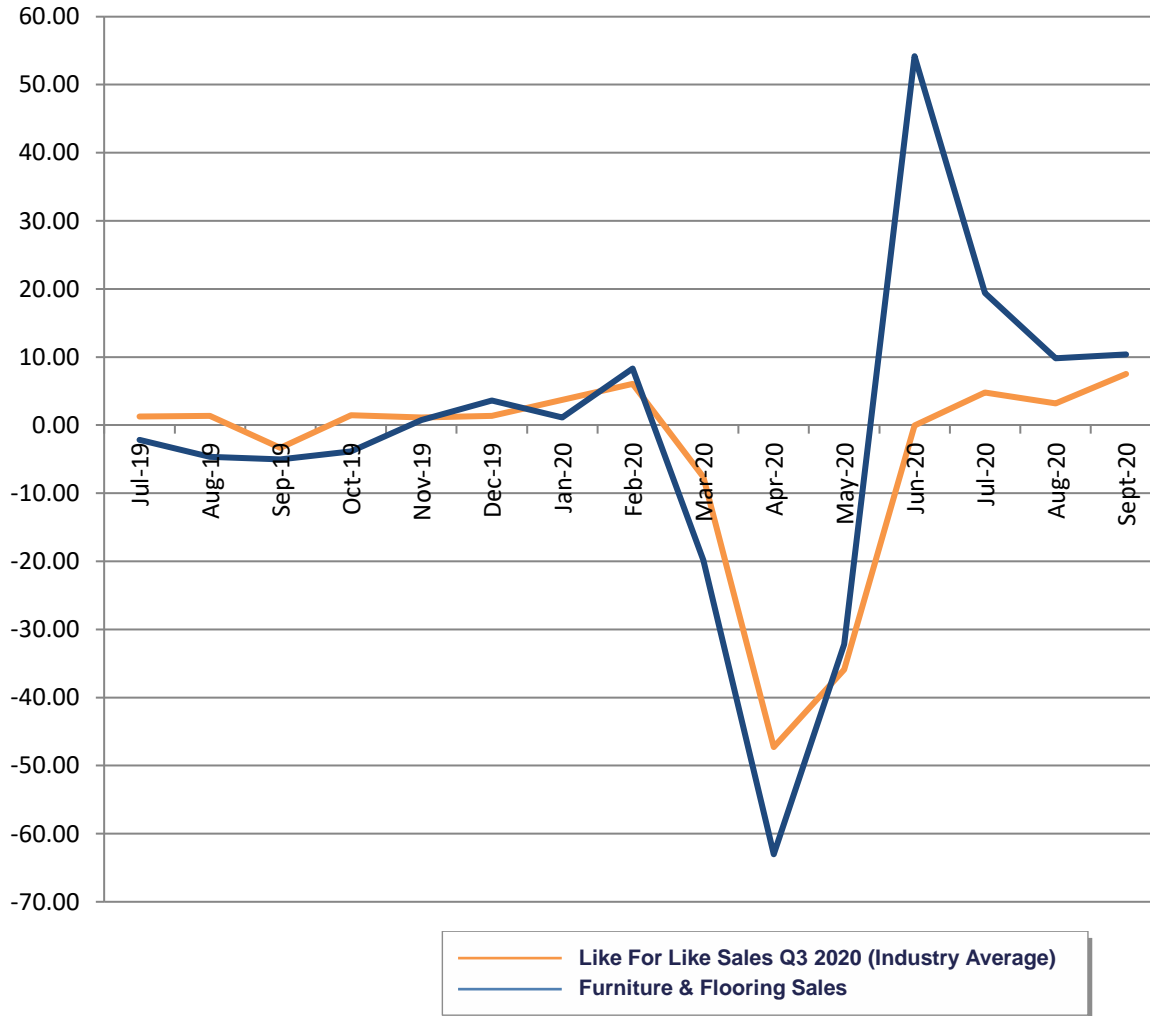


Q3 2020	FOOTWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-15.16%	+4.8%
August	-13.8%	+3.2%
September	-10.6%	+7.5%
Q3	-10.6%	+4.7%



# Furniture & Flooring Sales - Q3 2020

Comparable with Retail Industry Average

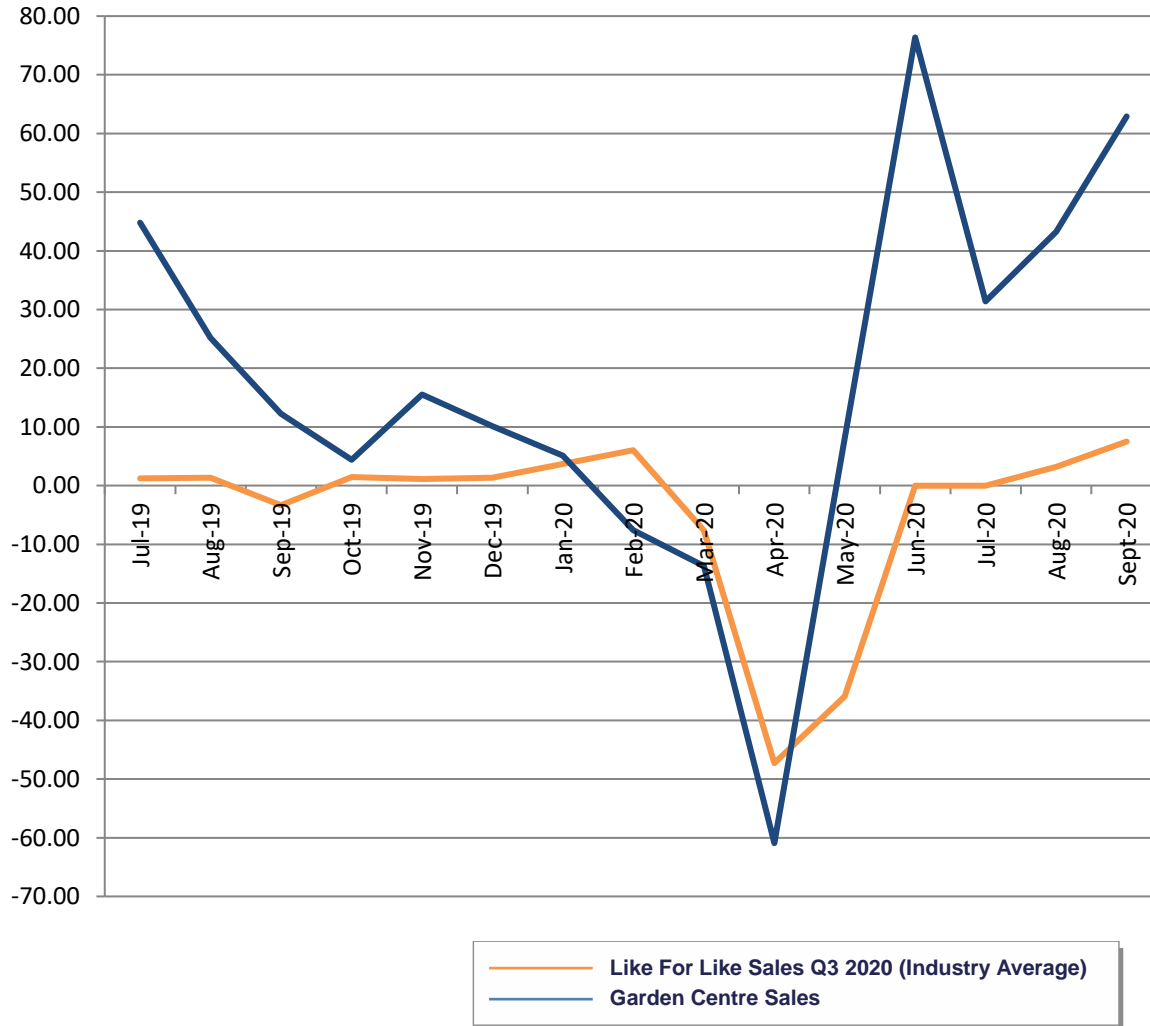


Q3 2020	FURNITURE & FLOORING SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+19.5%	+4.8%
August	+9.8%	+3.2%
September	+10.5%	+7.5%
Q3	+13.1%	+4.7%



# Garden Centre Sales - Q3 2020

Comparable with Retail Industry Average

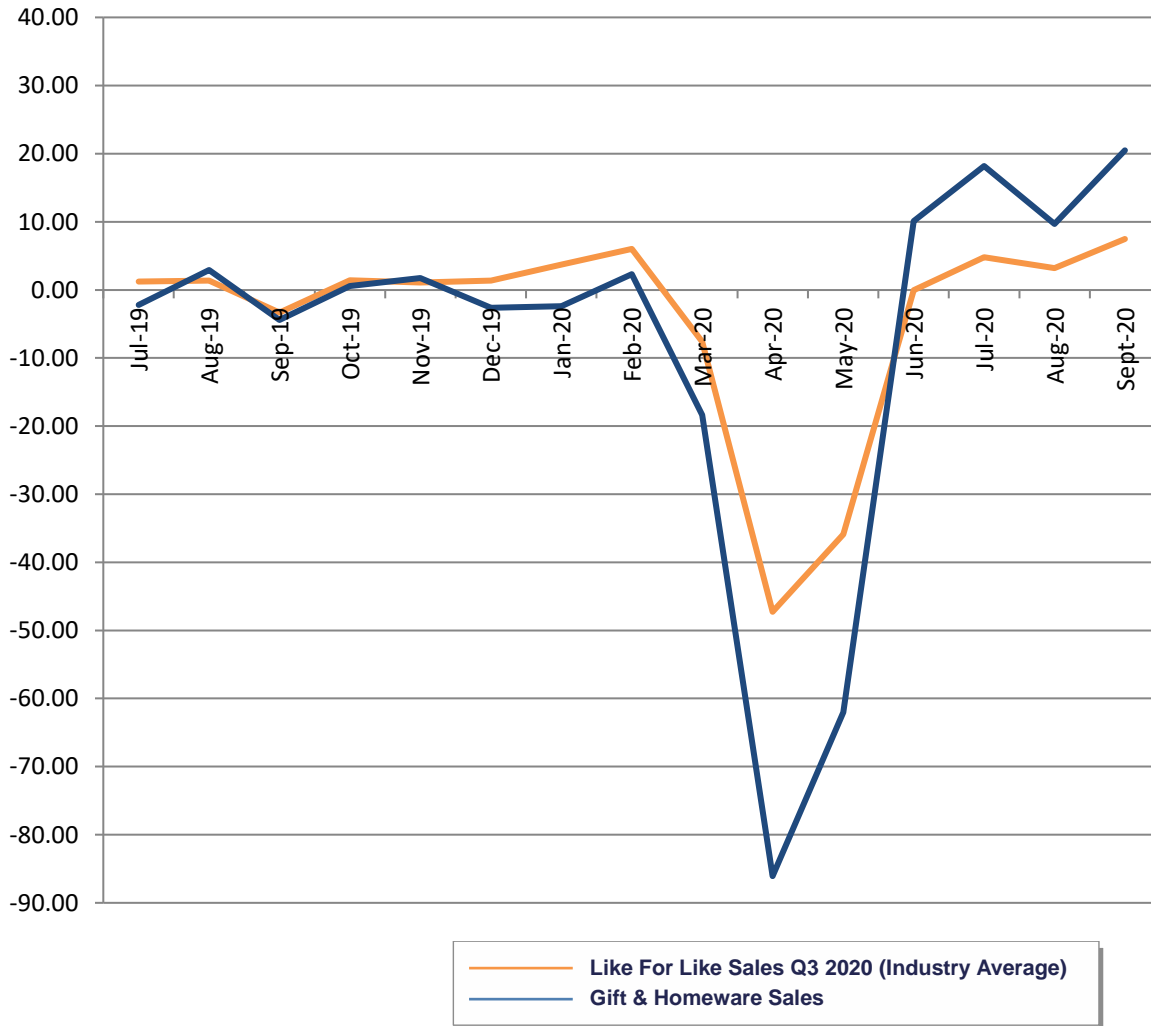


Q3 2020	GARDEN CENTRE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+31.4%	+4.8%
August	+43.4%	+3.2%
September	+62.9%	+7.5%
Q3	+43.0%	+4.7%



# Gift & Homeware Sales - Q3 2020

Comparable with Retail Industry Average

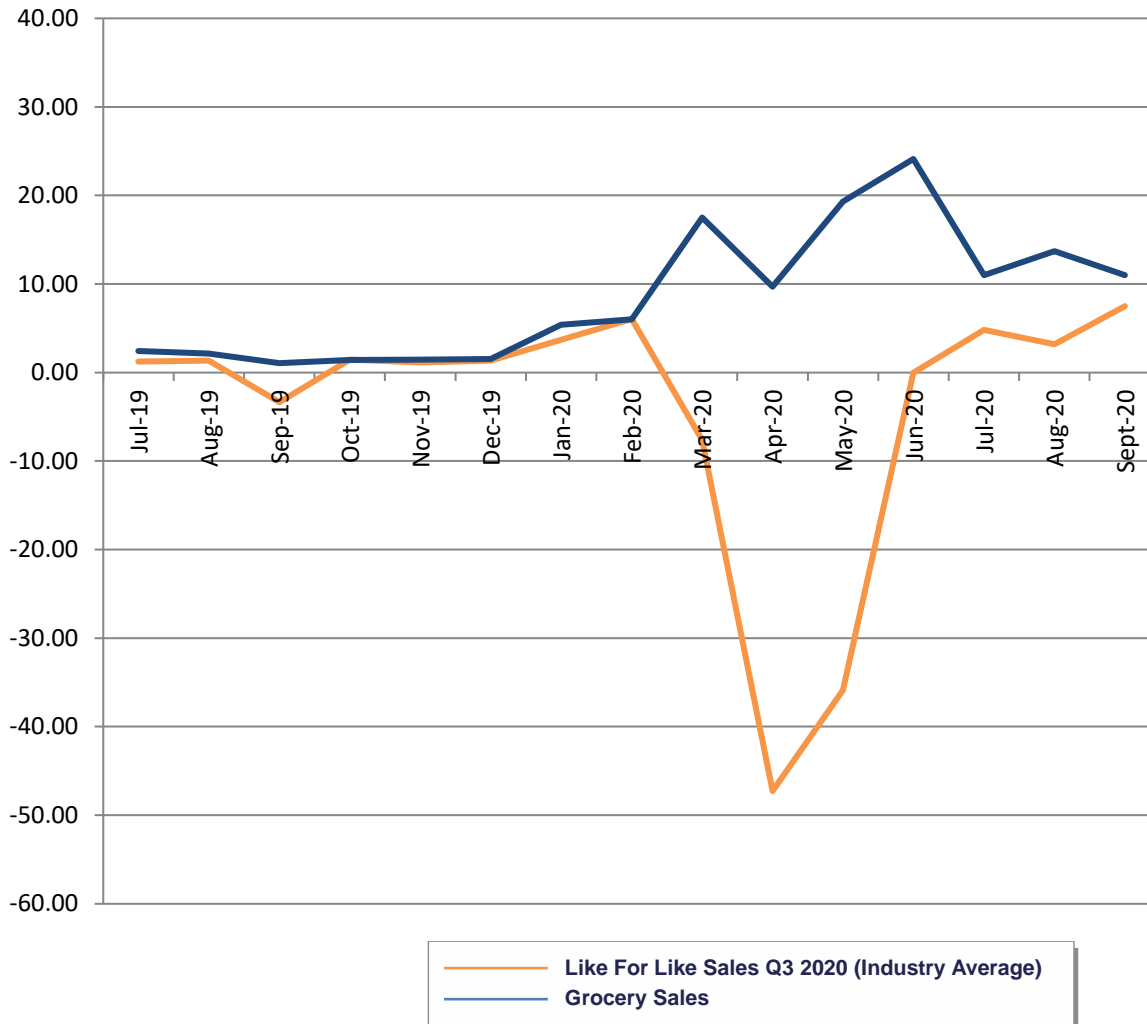


Q3 2020	GIFT & HOMEWARE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+18.2%	+4.8%
August	+9.7%	+3.2%
September	+20.5%	+7.5%
Q3	+16.2%	+4.7%



# Grocery Sales - Q3 2020

Comparable with Retail Industry Average



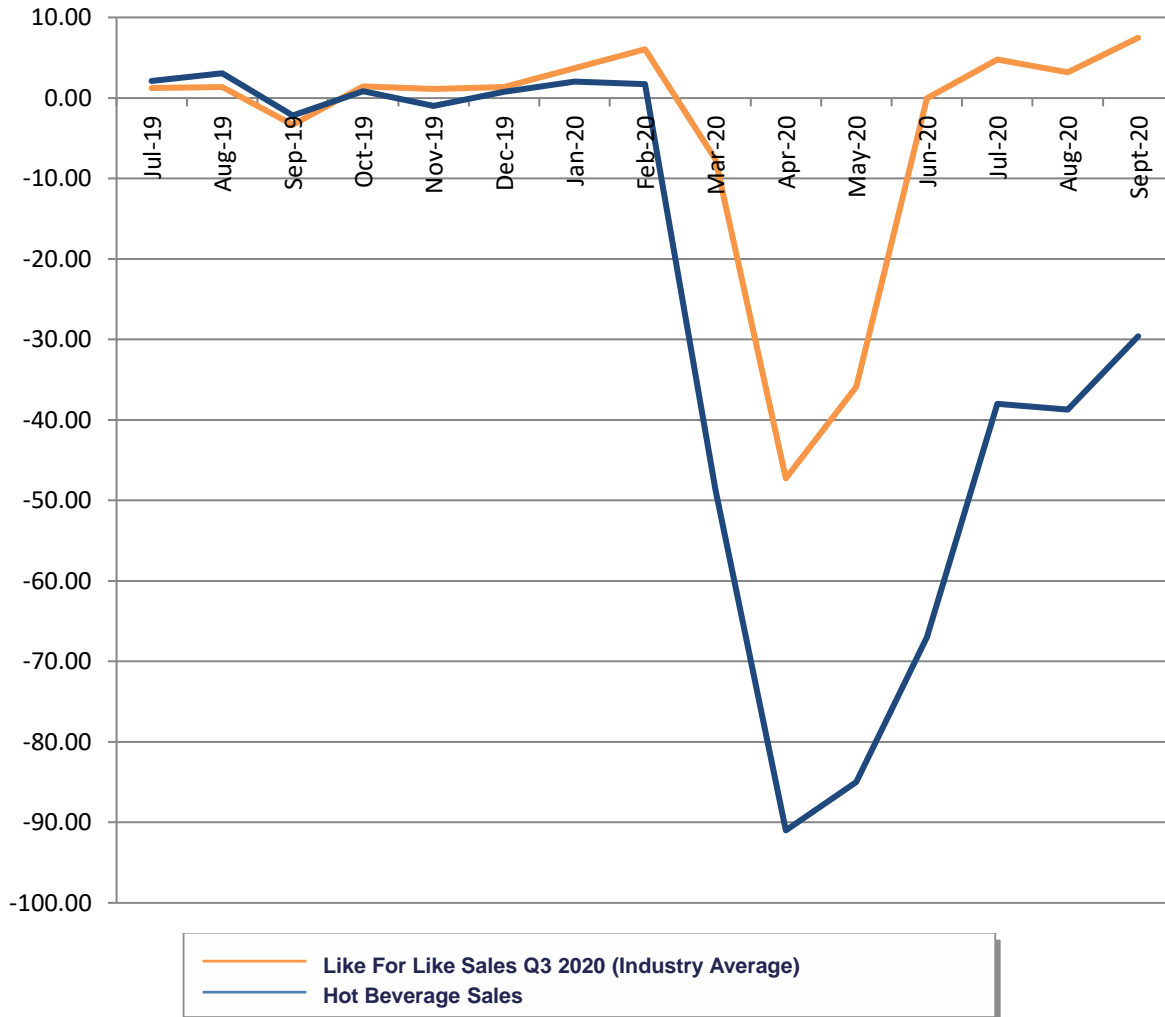
Q3 2020	GROCERY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+11.0%	+4.8%
August	+13.7%	+3.2%
September	+11.0%	+7.5%
Q3	+11.9%	+4.7%





# Hot Beverage Sales - Q3 2020

Comparable with Retail Industry Average

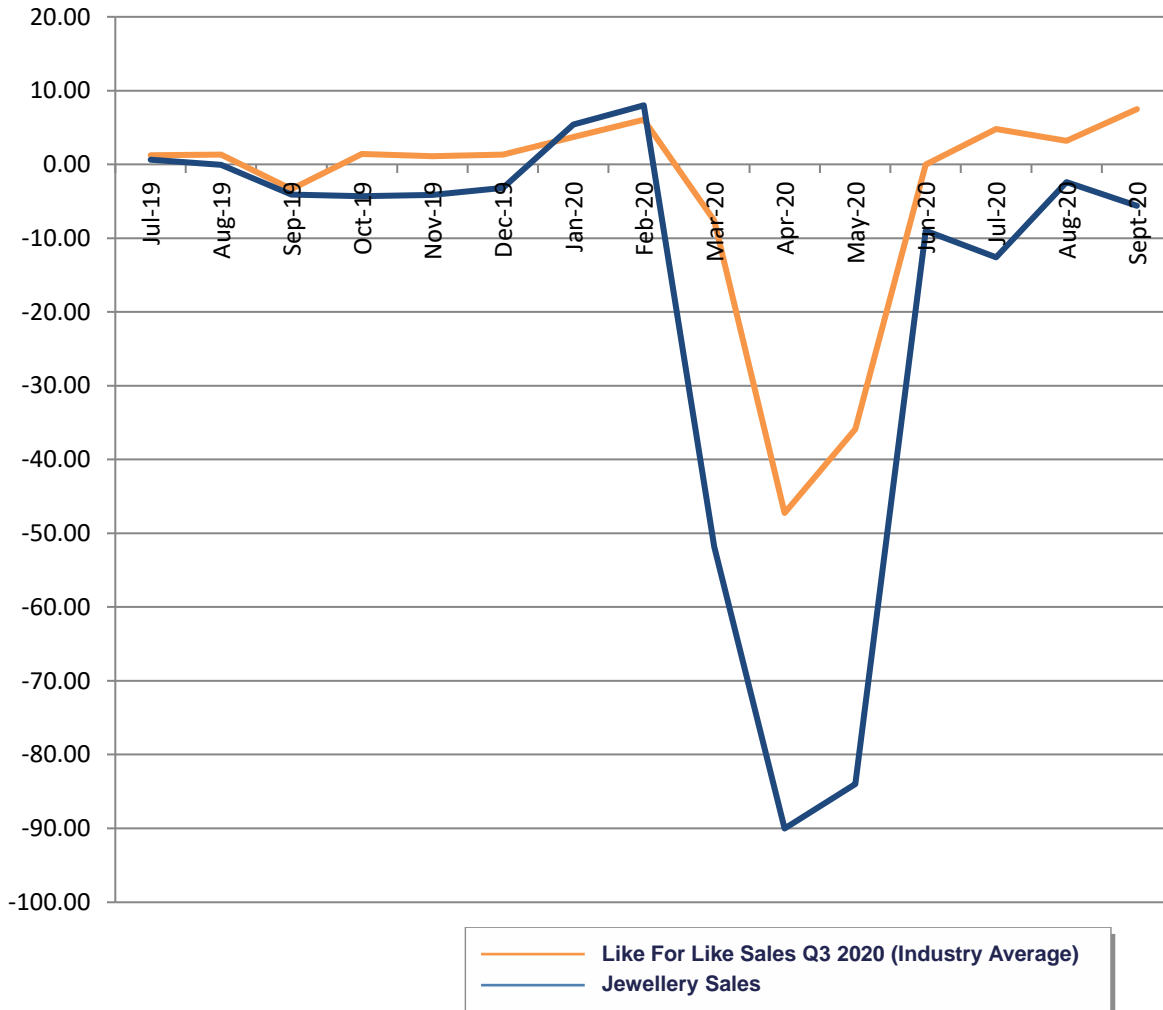


Q3 2020	HOT BEVERAGE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-38.0%	+4.8%
August	-38.7%	+3.2%
September	-29.6%	+7.5%
Q3	-39.0%	+4.7%



# Jewellery Sales - Q3 2020

Comparable with Retail Industry Average

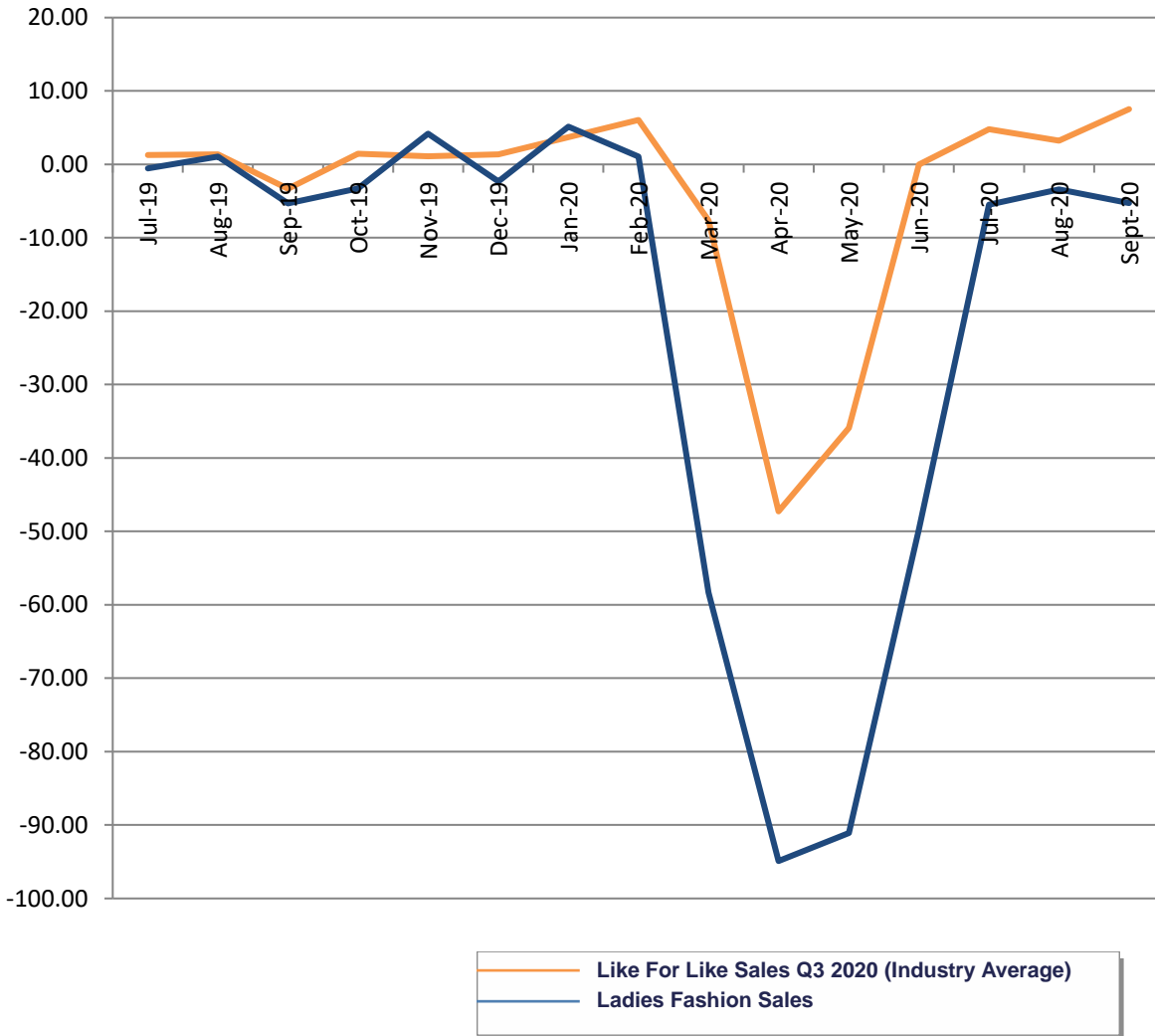


Q3 2020	JEWELLERY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-12.6%	+4.8%
August	-2.4%	+3.2%
September	-5.6%	+7.5%
Q3	-8.5%	+4.7%



# Ladies Fashion Sales - Q3 2020

Comparable with Retail Industry Average

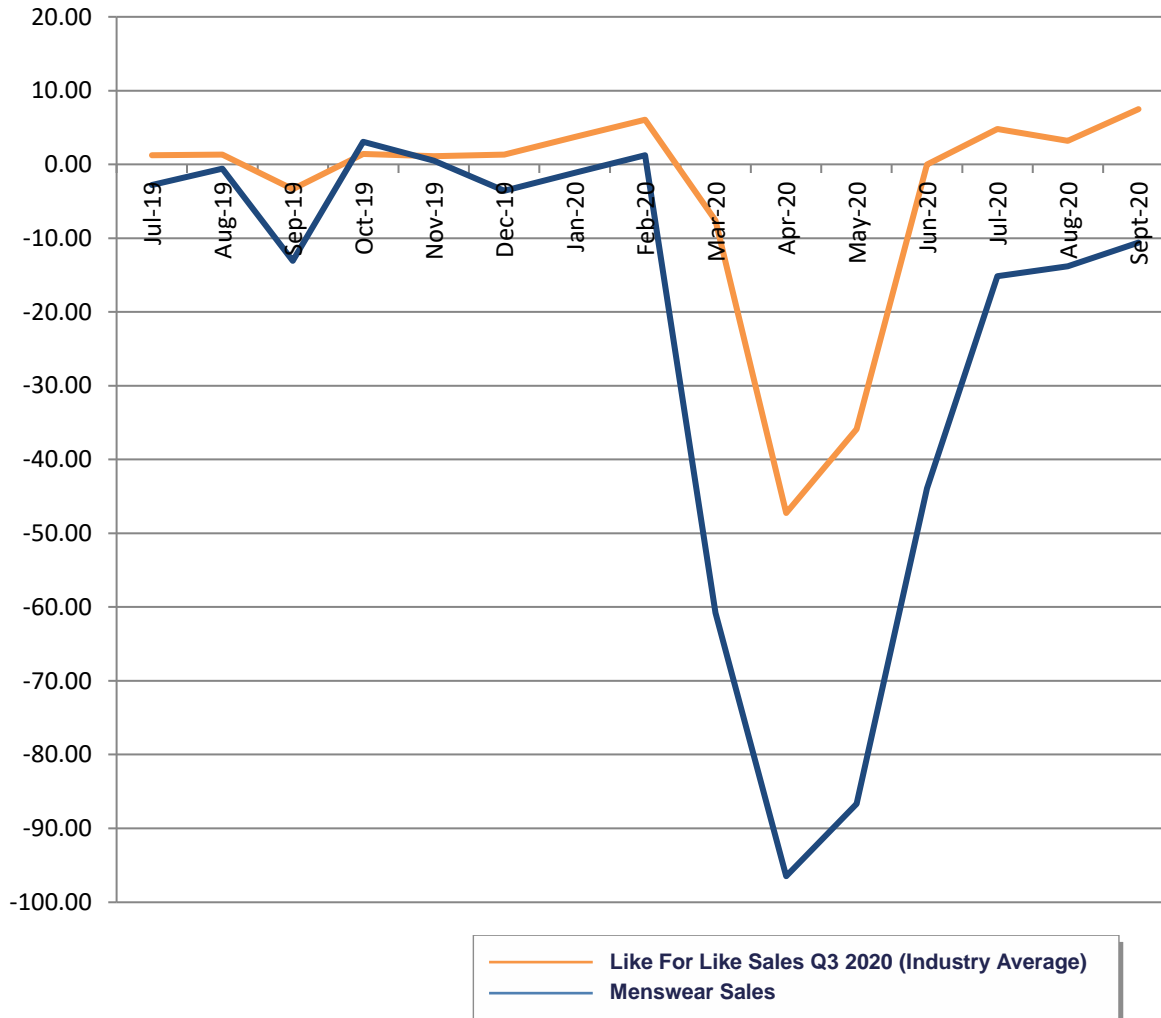


Q3 2020	LADIES FASHION SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-5.5%	+4.8%
August	-3.4%	+3.2%
September	-5.3%	+7.5%
Q3	-5.5%	+4.7%



# Menswear Sales - Q3 2020

Comparable with Retail Industry Average

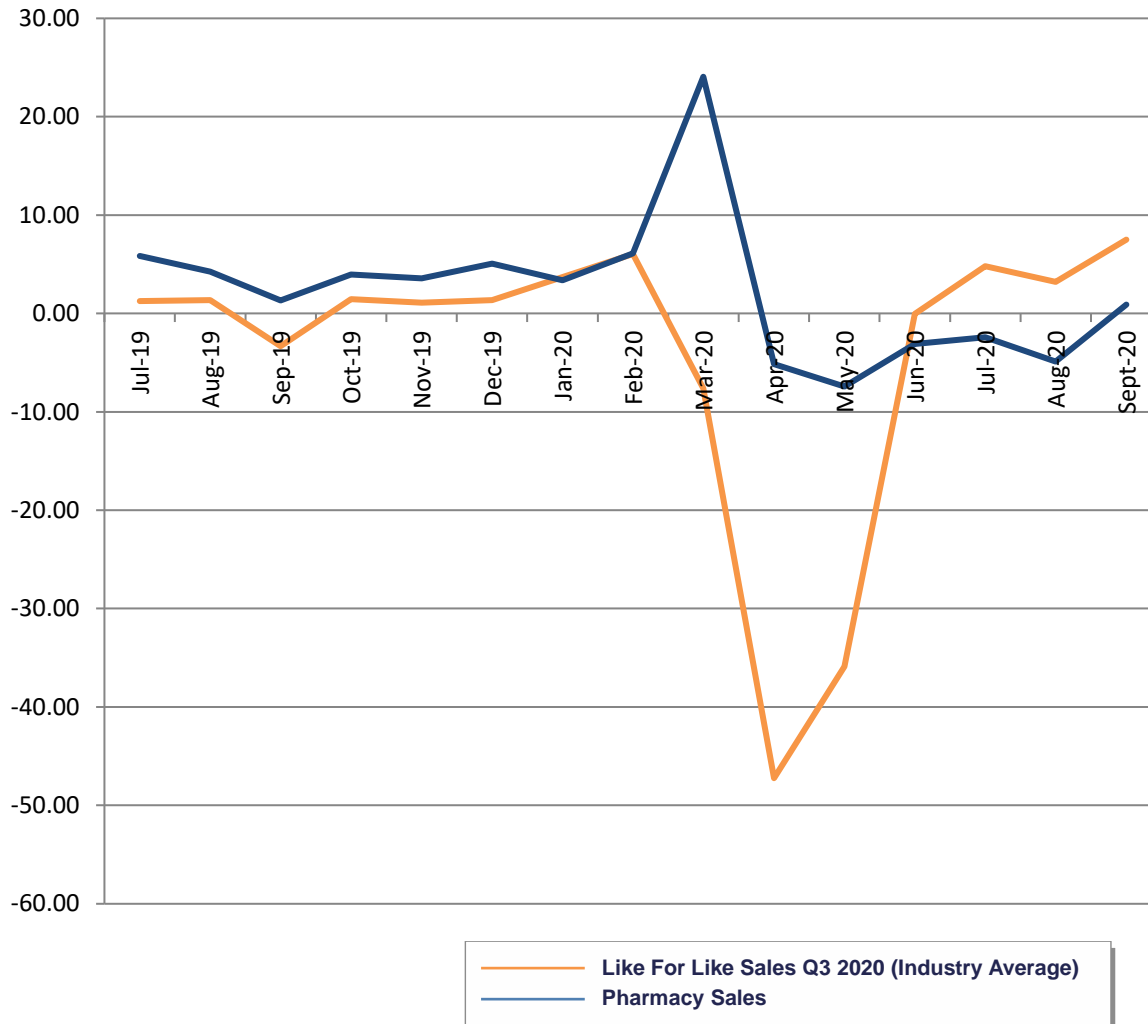


Q3 2020	MENSWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-23.5%	+4.8%
August	-17.4%	+3.2%
September	-15.1%	+7.5%
Q3	-19.0%	+4.7%



# Pharmacy Sales - Q3 2020

Comparable with Retail Industry Average

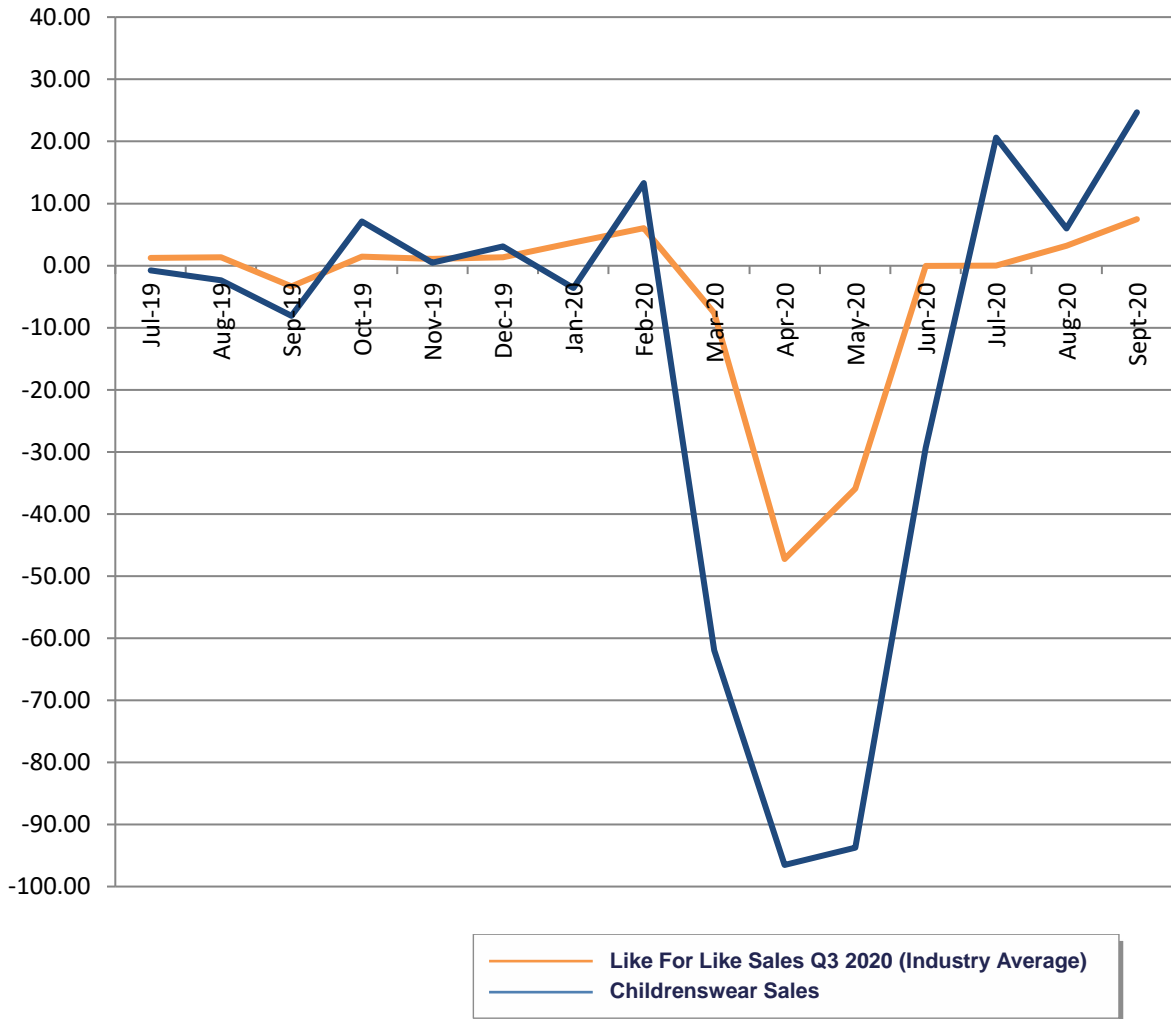


Q3 2020	PHARMACY SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	-2.4%	+4.8%
August	-4.9%	+3.2%
September	-0.9%	+7.5%
Q3	-2.3%	+4.7%



# Childrenswear Sales - Q3 2020

Comparable with Retail Industry Average

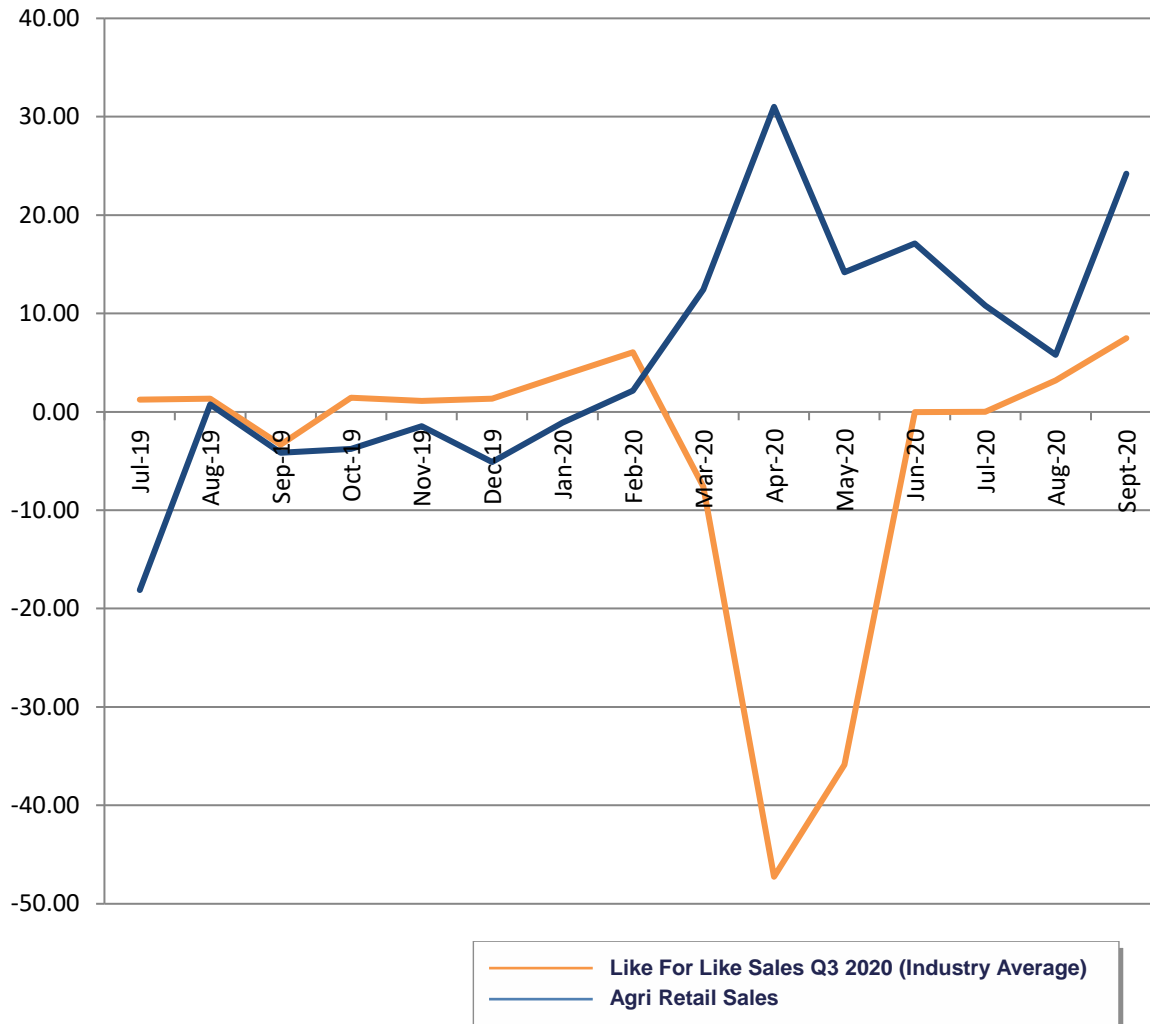


Q3 2020	CHILDRENSWEAR SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+20.6%	+4.8%
August	+6.0%	+3.2%
September	+24.7%	+7.5%
Q3	+14.4%	+4.7%



# Agri Retail Sales - Q3 2020

Comparable with Retail Industry Average

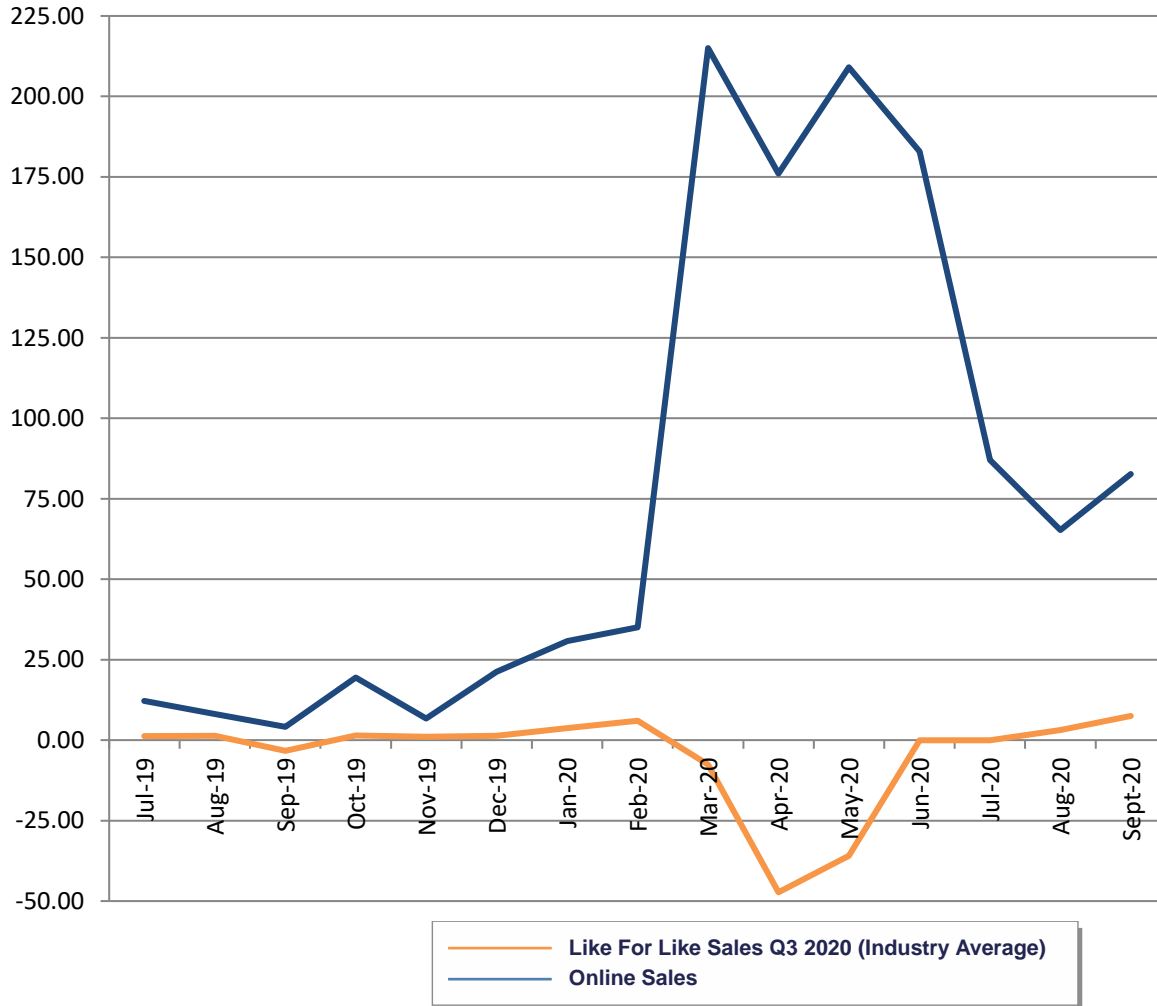


Q3 2020	AGRI RETAIL SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+10.8%	+4.8%
August	+5.8%	+3.2%
September	+24.2%	+7.5%
Q3	+13.7%	+4.7%



# Online Sales - Q3 2020

Comparable with Retail Industry Average



Q3 2020	ONLINE SALES	LIKE FOR LIKE SALES vs Q3 2019 (INDUSTRY AVERAGE)
July	+87.1%	+4.8%
August	+65.3%	+3.2%
September	+82.7%	+7.5%
Q3	+77.9%	+4.7%



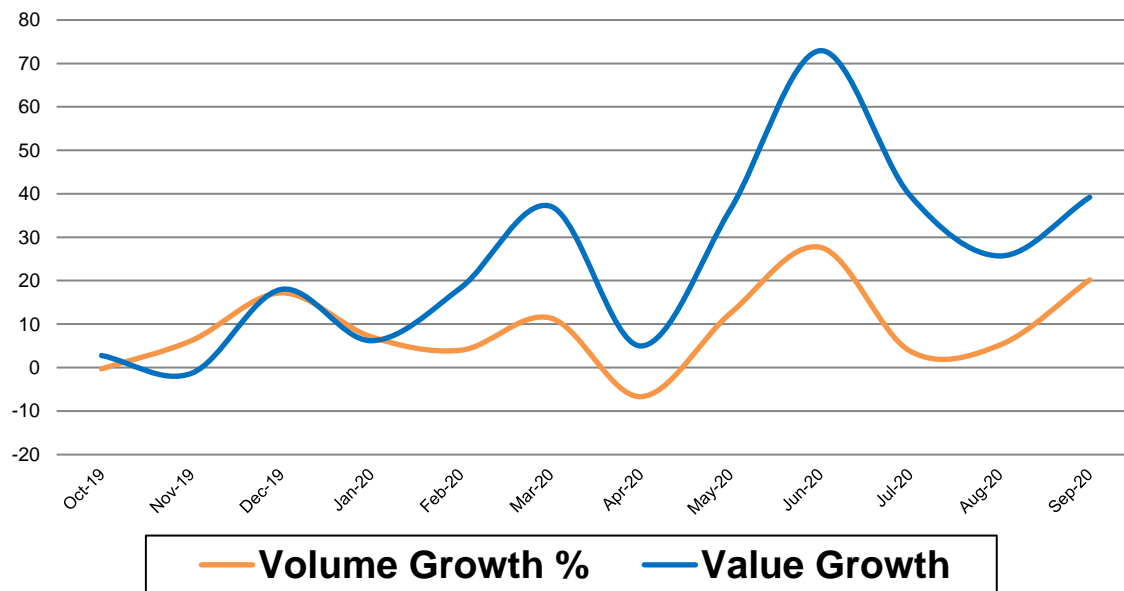


# Consumer Electronics (Brown Goods) Sales - Q3 2020

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 CE market is still going from strength to strength as the pandemic continues, with a value performance that has rarely been as robust. With little on offer from the outdoor entertainment sector, buying Home Entertainment products really makes sense. The boom for all TV screen sizes and technologies meant a value growth for PTV in Q3 of 41% (identical to Q2) with OLED more than doubling its turnover versus 2019. Soundbars gained from these TV sales also, up +23%. There was another good performance from Audio markets too, even if growth for Headphones/Headsets (+22%), Audio Systems (+15%) and Mini Bluetooth Speakers (+17%), although strong, was actually less pronounced than in Q2. However Radio Devices went from breakeven to dramatic increase (+32%), and even the “poor relations” (DVD and Blu-ray) just about matched Q3 2019 (only down 3%) .



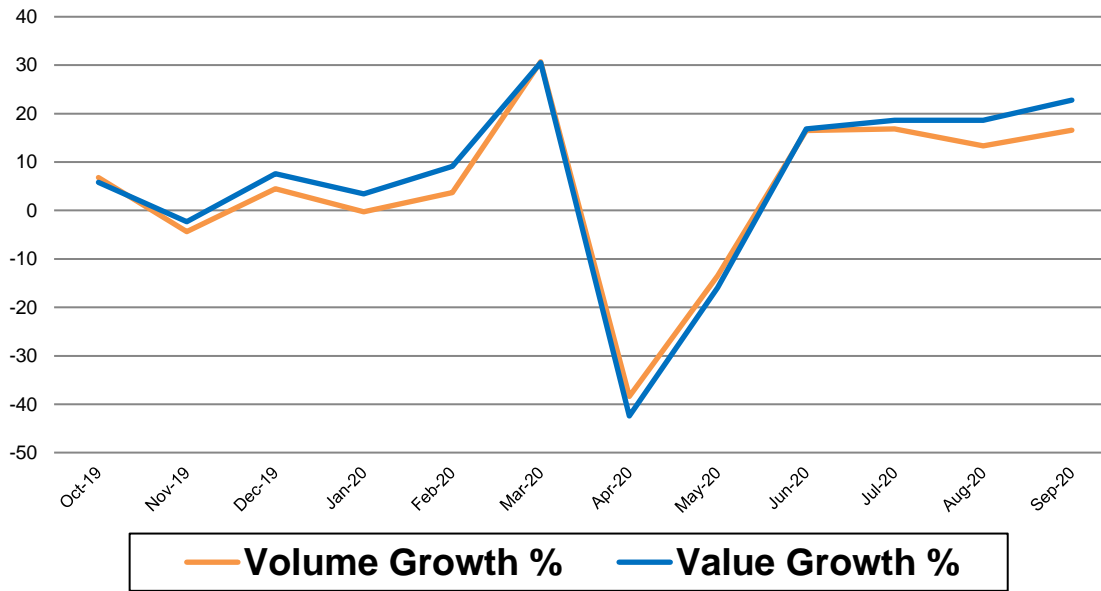
2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
July	+39.6%	+3.8%
August	+25.7%	+5.2%
September	+39.2%	+20.2%
Q3 2020	+35.0%	+8.9%

# Home Appliances (Major Appliances) Sales - Q3 2020

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:**

Major domestic appliances saw a strong rebound from lockdown with almost 20% value growth for the third quarter. The only areas not to grow were built-in washing machines and tumble dryers. The best performing category was freezers up 41% with consumers continuing to opt for more food storage in the home whilst washing machines was the worst performer overall, only growing 8%. Freestanding saw a bigger increase than built-in, up 22% vs 14%, with built-in average prices flat but freestanding prices up almost 6%. The price growth for freestanding was mainly through August and September. The average selling price of a major domestic appliance during this quarter was €358.



2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
July	+18.6%	+16.8%
August	+18.6%	+13.3%
September	+22.8%	+16.6%
<b>Q3 2020</b>	<b>+19.9%</b>	<b>+15.6%</b>

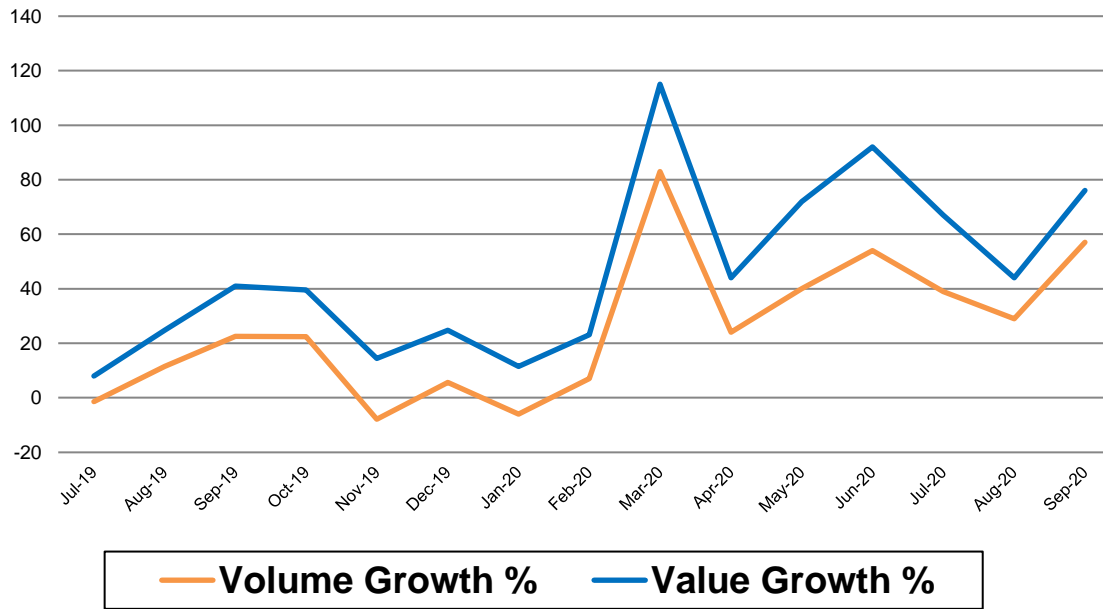
# Information Technology (IT) Sales - Q3 2020

Value and Volume performance Year on Year

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

## Commentary from Greg Allen, Senior Client Insights Director, GfK:

The third quarter of this year has followed the second with continued strong levels of growth in key IT computing equipment. Despite moving on from the initial lockdown period, sales have edged upwards towards the back to school and back to university period as students, parents, workers all continue to reach for IT equipment for their 'new normal' lives to continue with the support they need. Notebooks have been particularly key to the drive in sales into Sep20 with growth in value of 72% year-on-year and contributing to almost three quarters of the growth observed. Desktop and Mediatables have also continued to grow as have Chromebooks (Mediabooks), which is great for the market. Demand for connectivity has been a key feature of lockdown and will likely continue to be so.



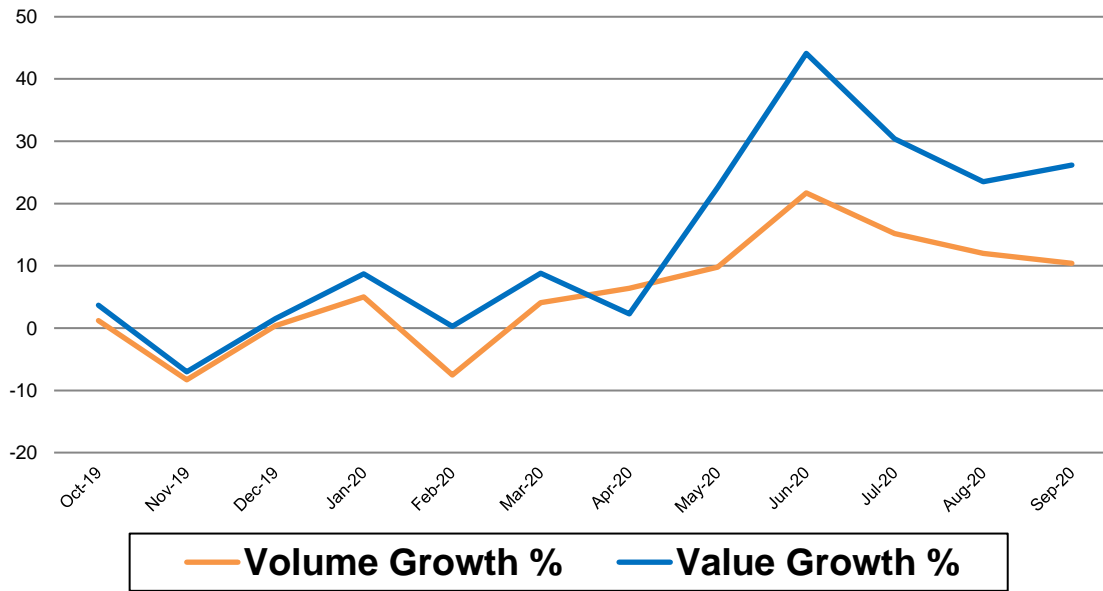
2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
Jul	67%	39%
Aug	44%	29%
Sep	76%	57%
Q3 2020	63%	42%

# Home Appliances (Small Appliances) Sales - Q3 2020

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:

Despite slowing from the peak in June, Q3 value and volume growth in Small Domestic Appliances remains extremely strong. The Covid-19 pandemic continues to drive these exaggerated sales trends as consumers spend more on products enhancing their life at home given the greater amount of time having to be spent there. Again it's the kitchen categories that benefit most in this regard, kettles, toasters, coffee machines and food preparation appliances all recording strong value growth, the latter by a massive +74% over the full quarter. Similarly vacuum cleaners jumped +25% over the period, whilst male grooming and female hair removal also rose +23% in combination (albeit falling back from the +68% Q2 increase), offsetting the garment care and hair care declines. Another major trend is the outperformance of value growth compared to volume, with falling levels of price promotions and consumers opting for more premium brands and products despite wider economic pressures on spending.



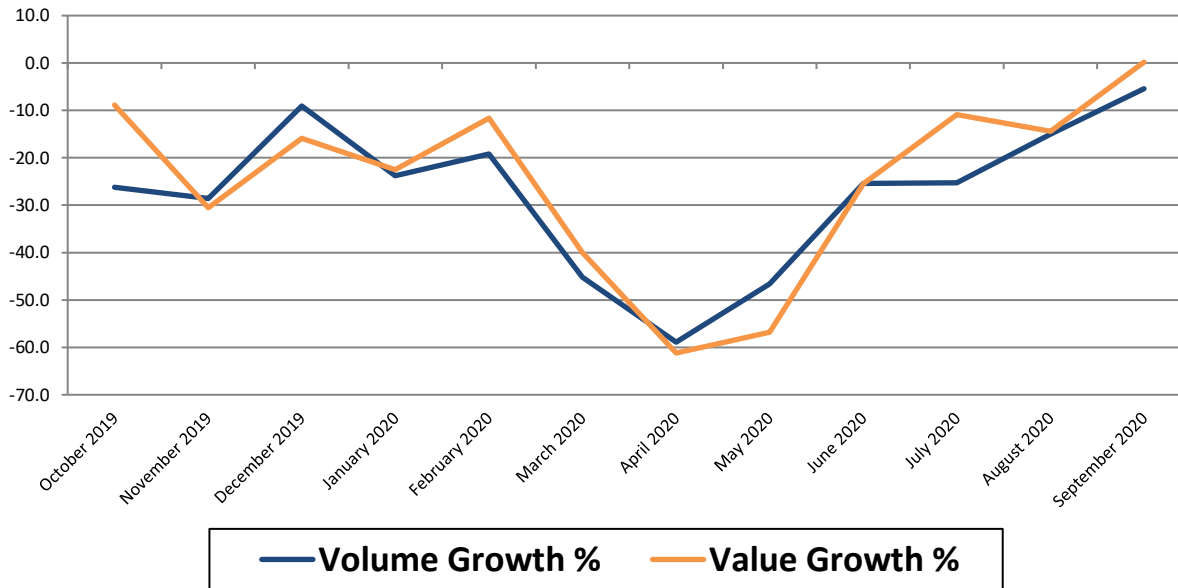
2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
July	+30.4%	+15.2%
August	+23.5%	+12%
September	+26.2%	+10.4%
Q3 2020	+27%	+12.8%

# Digital Camera Sales - Q3 2020

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 has made a comeback in Q3 2020 with value creeping into growth and volume declining at a much slower rate year on year. The market's gradual uplift starts from July where we see for the first time in three months, volume declining ahead of value – a pre-pandemic trend. In July 2020 SLR is the star performer out of the three camera types, with positive value growth at 14.3% and the slowest volume decline of the product group at -15.6%. In contrast September sees SLR volume drop back down to -7.3% volume decline meanwhile CSC respectively strengthens it's position with a 1.2% volume growth in conjunction with strong value growth at 33.4%. Fixed lens also improves on its previous month's position with a -6.2% volume & -15.1% value decline, it's strongest performance in the last six months.



2020	Value Performance (Vs. 2019)	Volume Performance (Vs. 2019)
July	-10.9%	-25.3%
August	-14.4%	-15.0%
September	0.2%	-5.4%
Q3 2020	-9.1%	-17.1%

# 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



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