



Webinar

Key Shifts in eCommerce Landscape for White Goods Across Europe

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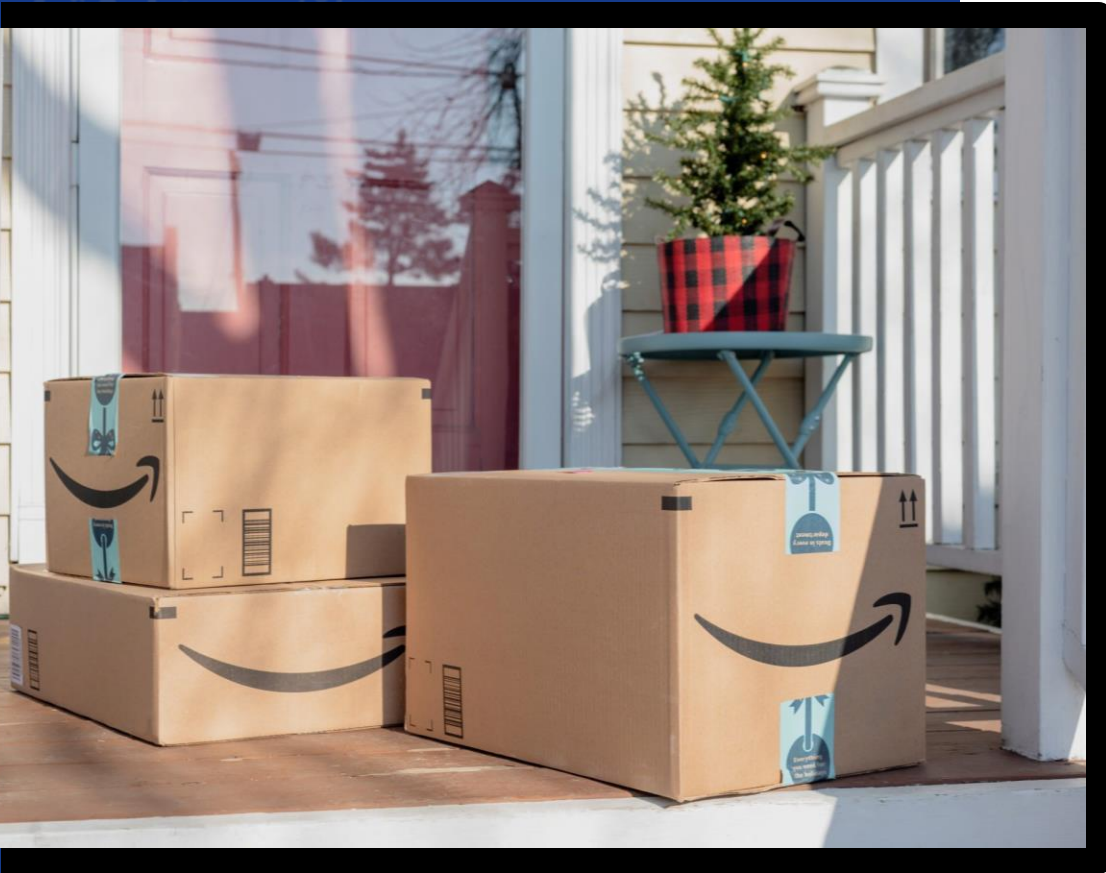


Today's Agenda

- **Overview of eCommerce Landscape for White Goods in Europe**
- **Critical Transformations in the White Goods Vertical**
- **Green-shoots of growth**
- **Shopping Trends 2020 - Tactics**

If anyone would like an impromptu 15-minute demo today, please reach out to Marketing@ChannelSight.Com and our team will facilitate this immediately after the webinar.

Introduction



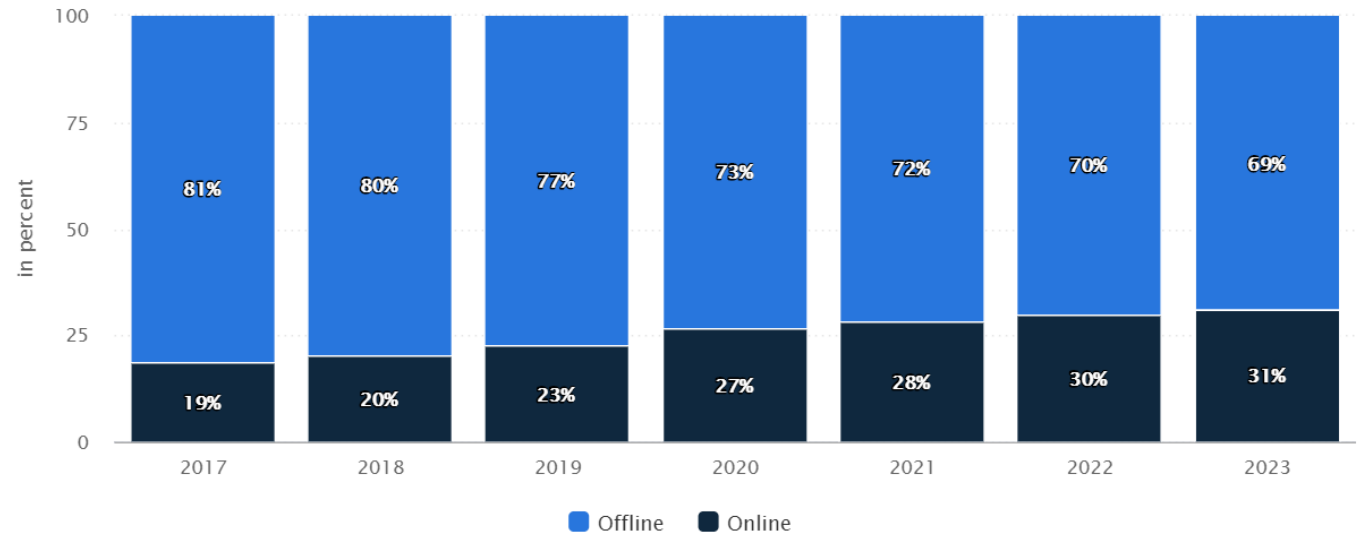
\Overview eCommerce Landscape for White Goods in Europe

- Growing economic situations and growing demand for innovative and advanced products.
- The products in this market include not only major household appliances, like large cooking appliances and refrigeration appliances, but also small household appliances, such as small cooking appliances and vacuum cleaners.
- Introduction of **multifunctionality and technological advancements** has accelerated the demand for these white goods products.
- **Germany has held the largest share of the market in Europe in the White Goods space.**

Key Changes

In the **Household Appliances** segment, **27% of market revenue** is generated through **online sales alone** so far in 2020 and that **31% of total market revenue** will be made through online sales by **2023**.

\Critical Transformations in the White Goods Vertical – COVID-19



Source: Statista (Forecast adjusted for expected impact of COVID-19), August 2020

Info

Recommendations

Consumer-based Marketing is a game changer.

Connecting with your consumers through your products over time and in use is the biggest reason why your consumer retention increases.

Brands who are using their products wisely, help to keep consumers over an extended period.

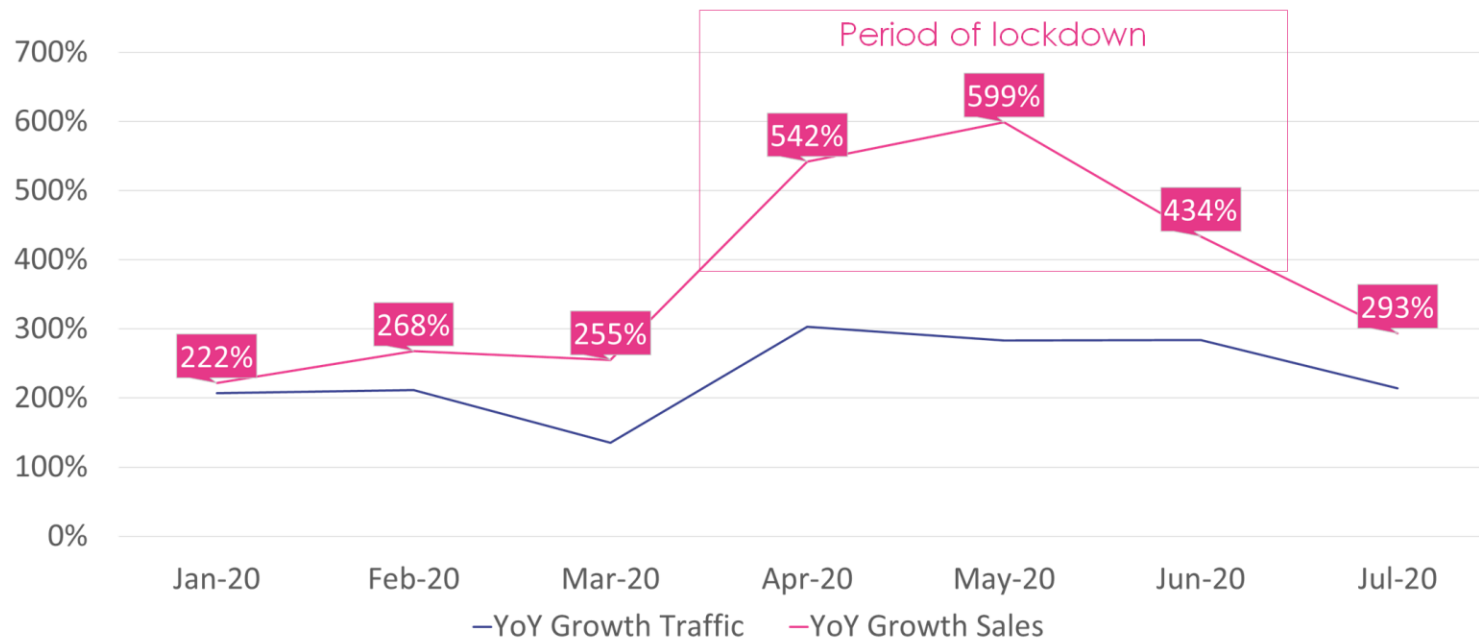
5 reasons why producers are connecting washing machines and other appliances with the internet (and your smart phones):



“Many manufacturers were long successful with their strategy of *“engineer for eternity, build production scale and leave selling to retail”*.

But those times are over.” - Roland Berger

- Robust growth in **Clickthrough rate (Click traffic)** and **conversion rates (Basket-generations)**
- Q2 and Q3 2020 have been the **strongest performing quarter for White Goods and Home appliances.**
- Significant categories such as **Hobbs, Washing Machines, Owens** and small domestic appliances such as **Pastry Maker, Coffee Machines, Vacuum cleaners** saw a sizable spike in growth traffic and sales.



Key Changes

White Goods in COVID-19

Key Changes

Market Highlights 2020 YoY

Poland, Spain, Germany, Italy saw huge spike in basket generation.

Spikes were seen overall but particularly in countries where there was strict lockdown such as Italy, Spain, Germany.

Markets	Baskets Sales YoY Growth
Poland	32048%
UK	335%
Italy	537%
Spain	16617%
Netherlands	95%
Czech Republic	76%
France	185%
Sweden	184%
Germany	49%
Denmark	368%
Ukraine	144%
Belgium	123%
Norway	196%
Croatia	395%
Slovakia	153%
Slovenia	165%
Serbia	247%
Finland	243%

Eastern EU retailers such as Media Expert PL, Euro PL, Datart CZ provided larger opportunity with the region overall growing their online spends over 2020.

Some key category drivers of this growth were Coffee machines, air conditioning, washing machines and fridges.

Retailer	Market	YoY Growth Basket Generation
Media Expert	Poland	800%
Euro	Poland	543%
SanctaDomenica	Croatia	142%
Studiosm	Serbia	550%
OleOle	Poland	1900%
Electro	Poland	1400%
HarveyNormanHR	Croatia	667%
HarveyNormanSI	Slovenia	400%
Drtechno	Serbia	367%
NAY	Slovakia	345%
Comfy	Ukraine	249%
CentarTehnike	Croatia	227%
Rozetka	Ukraine	211%
Kralj	Croatia	186%
MediaMarktPL	Poland	167%
DatartSK	Slovakia	154%
ElectroworldCZ	Czech Republic	152%
DatartCZ	Czech Republic	150%
Ekupi	Croatia	147%
NeoNet	Poland	100%

Key Changes

Retailer Highlights (YoY Eastern EU)

Key Changes

Retailer Highlights (YoY Central EU)

Similar trends were seen in markets such as France, UK, Netherlands, Italy where brands decided to increase their eCommerce activations and media spends.

Retailer	Market	YoY Growth Basket Generation
AppliancesDirect	UK	684%
ApplianceCity	UK	627%
Currys	UK	534%
Johnlewis	UK	312%
Hoover	UK	312%
Krix	Switzerland	967%
AmazonES	Spain	9675%
ElCorteIngles	Spain	8305%
BemmelenKroon	Netherlands	3120%
WitgoedSpecialist	Netherlands	700%
Trony	Italy	6300%
eprice	Italy	772%
AmazonIT	Italy	419%
But	France	7300%
AmazonFR	France	2400%
Cdiscount	France	781%
Auchan	France	350%
ColliShop	Belgium	448%
Ao	Germany	50%

Key retailer partners such as Power Norway, Power Denmark and Elgiganten Denmark saw the sales hitting 500% revenue vs last year.

Retailer	Market	YoY Growth Basket Generation
ElgigantenDK	Denmark	749%
Skousen	Denmark	174%
Whiteaway	Denmark	138%
Power	Denmark	563%
Gigantti	Finland	211%
PowerFI	Finland	300%
Elkj�p	Norway	372%
PowerNO	Norway	400%
Elgiganten	Sweden	333%
MediaMarktSE	Sweden	100%

Key Changes

Retailer Highlights (YoY NORDICS)

Green-shoots of growth

Online Strategy - Going digital-first



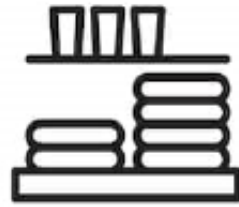
- As physical stores are forced to close their doors, brands are looking to enhance their online strategy.
- Retailers and high-street shopping brands have been hugely impacted as COVID-19 has spread rapidly throughout the world.
- In Europe, ChannelSight has seen an **110% increase in traffic to online White Goods retailers** and a **massive 182% increase in sales** since the outbreak of COVID-19.

The five-step consumer progression of COVID-19



Focus on preventative health

- Immunity-boosting H&W items
- Hygiene products (sanitisers/masks)
- Vitamins and dietary supplements (vitamin C)
- Disinfectants (wipes)
- Sanitisers, liquid soap, toilet roll, bottled water
- Dried (pasta), canned, long-life (UHT milk) and preserved food, isotonic/functional beverages



Stockpiling grocery essentials



Avoidance of non-essential shops and services

- Foodservice closed
- International travel restricted
- Shopping centres, gyms, leisure centres, theme parks etc, closed



Home seclusion

- Virtual living via virtual gyms/online gaming and socialising
- Home schooling (educational toys/books)
- Online shopping, home delivery and



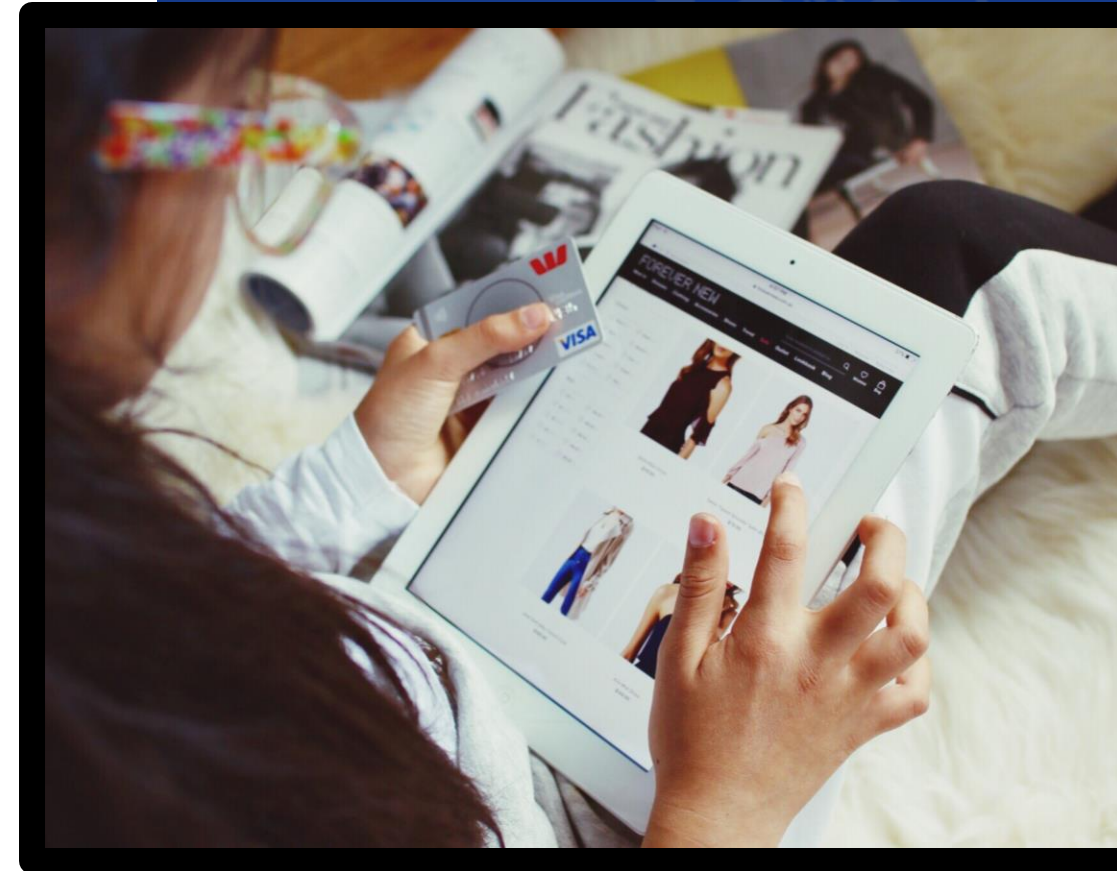
A new normal?

- Globalisation knocked, return of local supply
- Premiumisation subdued
- Health paramount
- Mental wellbeing at forefront
- Strengthening of

DTC brands on the rise

- It's this power to adapt that has seen DTC businesses thrive in the current situation.
- Combining 'Where to Buy' with your DTC-store is the optimal approach to provide enhanced customer experience and avoid 'insight-leakage'.
- At ChannelSight we help brands to avoid this 'insight leakage' and further entice users to shop through DTC with its ratings, 'Where to Buy' and e-tail monitoring solutions, allowing brands to combine a successful DTC strategy.

Green Shoots of Growth



Preparing for the times ahead



- 1 / Market Identification**
Identify the key markets where website traffic is strongest.
- 2 / Retailers Choice**
Identify key retailer partners who can ship in volumes and perform
- 3 / Benchmark Plan**
Benchmark what does success look likes from a traffic and sales standpoint
- 4 / Media Activation**
Support the Buy Now Activation by driving tangible media activations
- 5 / Performance Reviews**
Conduct monthly performance reviews to stay on track

Shopping Trends 2020 - Tactics

DTC, email, and SEO are the best traffic sources.

eCommerce success is more than having a beautiful website — you need a healthy amount of traffic to your online store.

In a recent Statista survey, direct to site, email, and SEO were found to be leading traffic drivers.

Shopping Trends and Tactics





Biggest shopping events in 2020- Amazon Prime Day, Black Friday and Cyber Monday, The Holidays:

Last year, Shoppers were evenly split between being item-driven and just browsing for the best deals.

Computers and electronics topped the list of categories purchased (41%), while 29% bought apparel/accessories and 23% hardware and home goods.

THE COVID-19 IMPACT ON ADVERTISING SPEND

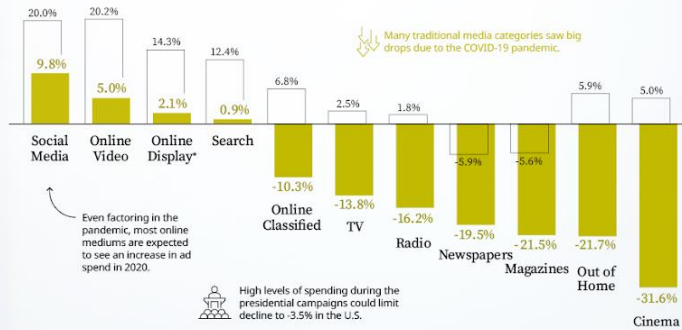
Before the COVID-19 outbreak, global advertising investment was estimated to grow by 7.1% in 2020.

Today, the reality is much different.

Global Ad Spending Estimates, by Medium

Year-on-year % change, USD, 2020 *Includes social media and online video

○ Pre-outbreak ● Post-outbreak



Telecoms & Utilities



Nearly all categories will see a decline this year, except for Telecoms & Utilities.

Global Ad Spending Estimates, by Category

Year-on-year % change, USD, 2020 ● Post-outbreak



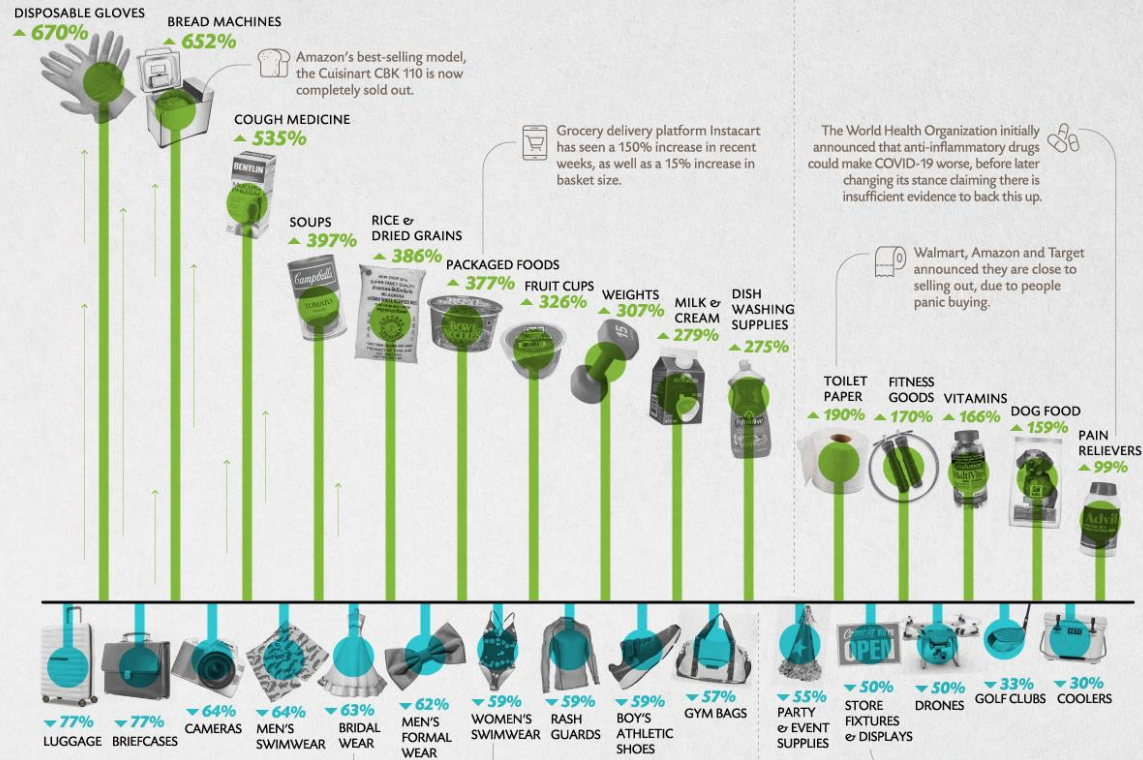
Projected value of global advertising trade (2020)

\$563B

The pandemic is expected to slash almost \$50 billion in advertising investment in 2020.

Sources: WARC, Nielsen Ad Intel, Adspend Database, International Ad Forecast

Top 10 fastest growing e-commerce product categories March 2020 vs March 2019



Top 10 fastest declining e-commerce product categories

Source: Stackline, Amazon, Business Insider, Euro news, CNBC

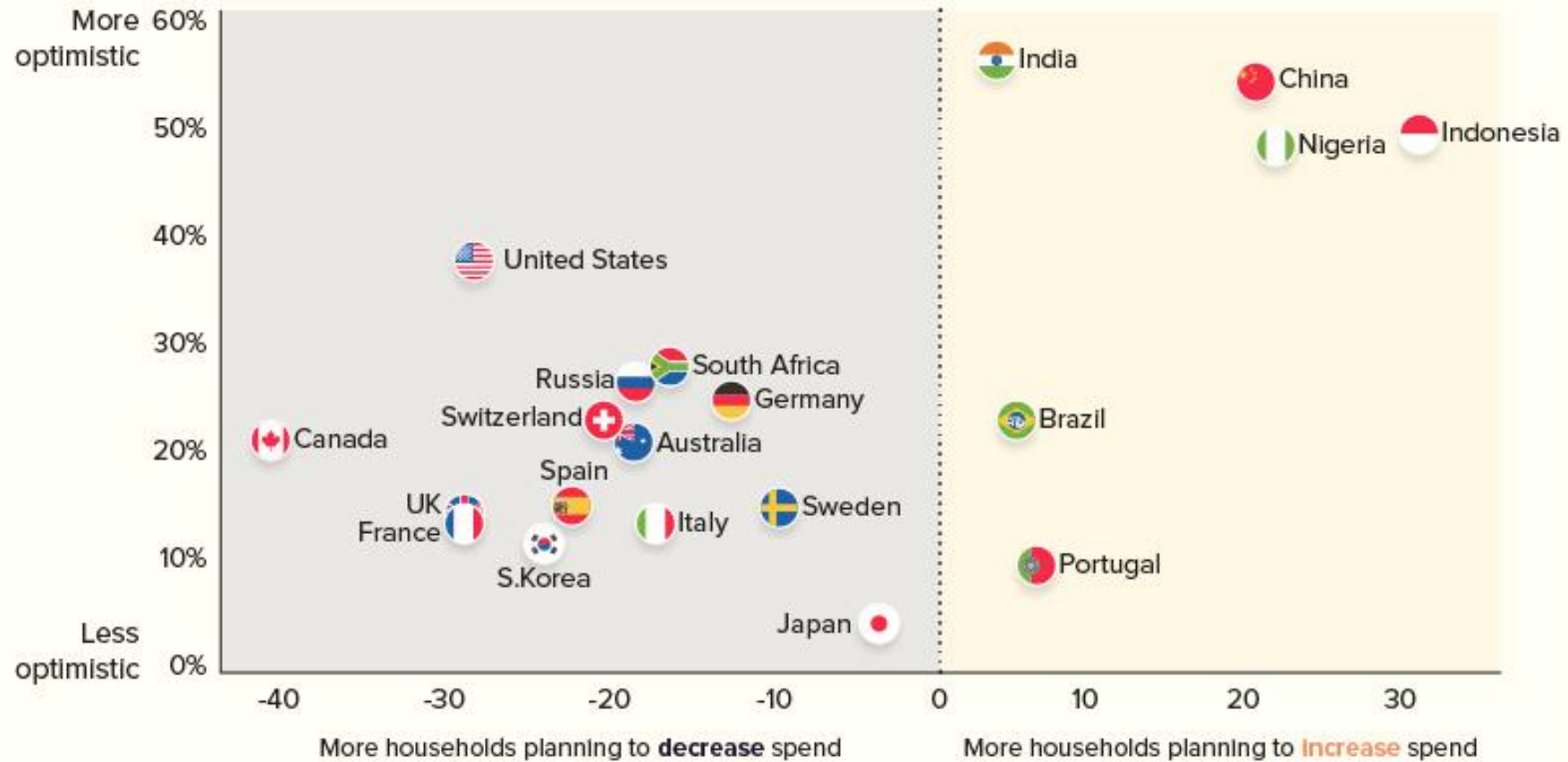


Get to Know the Customers Who Shop Online

No consumer is made equal. But, understanding the behaviour of consumers shopping online can help you create a digital strategy for your business.

Optimism about country's economic recovery after COVID-19

% of respondents

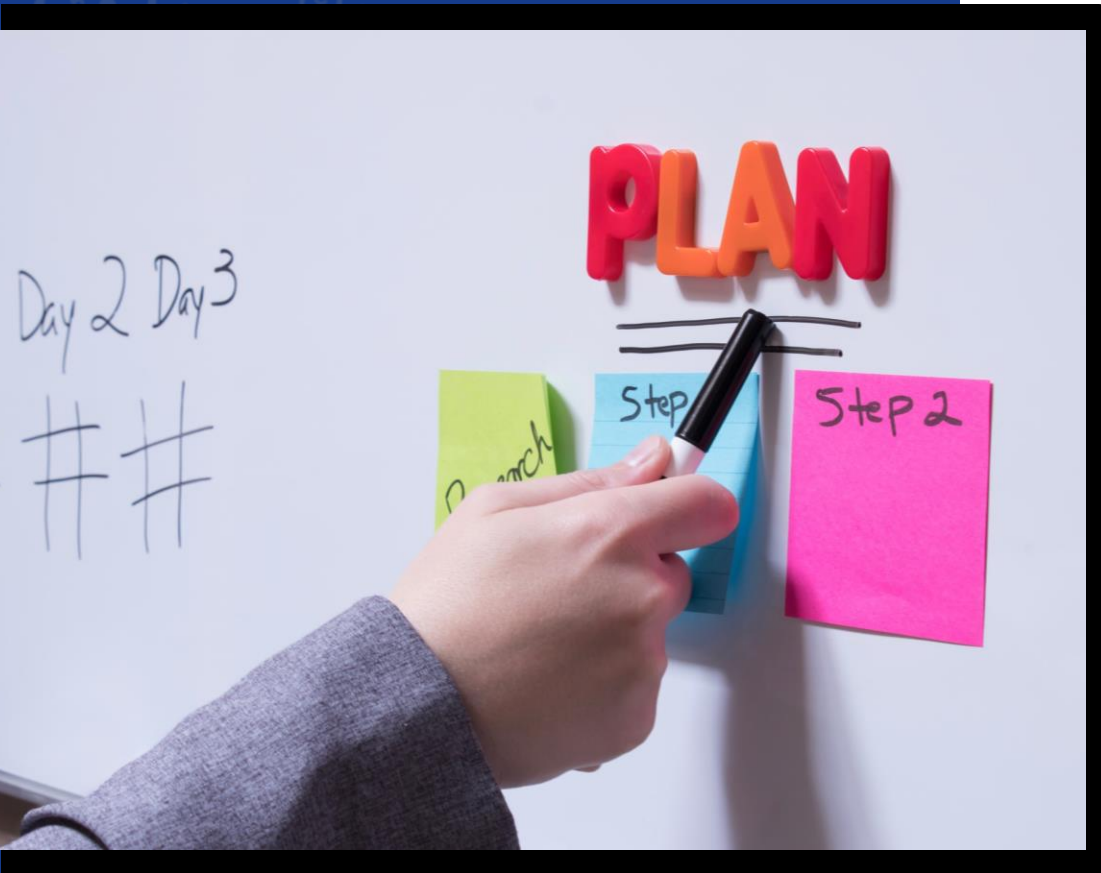


Source: McKinsey

Household spending expectations for the two weeks following April 6th

A list of strategies to check this shopping season

Shopping Trends and Tactics



- Understand **product insights**, **buyer personas**, **eTailer conversion trends**.
- Identify **SUPER SKUs** and drive media initiatives on hero products.
- **Deeper integrations** of Buy Now solution across CRM initiatives for retention.
- **Examine online retail share of voice**, take 1st step towards PLA, sponsored product ads.
- Identify avenues and solutions to further improve retailer content.
- **Mobile ready images**, keyword analysis and more.

About ChannelSight



- ✓ Global **Buy Now** operations, fully localised in 62 markets
- ✓ Online & offline product solutions
- ✓ Access to unique channel sales data



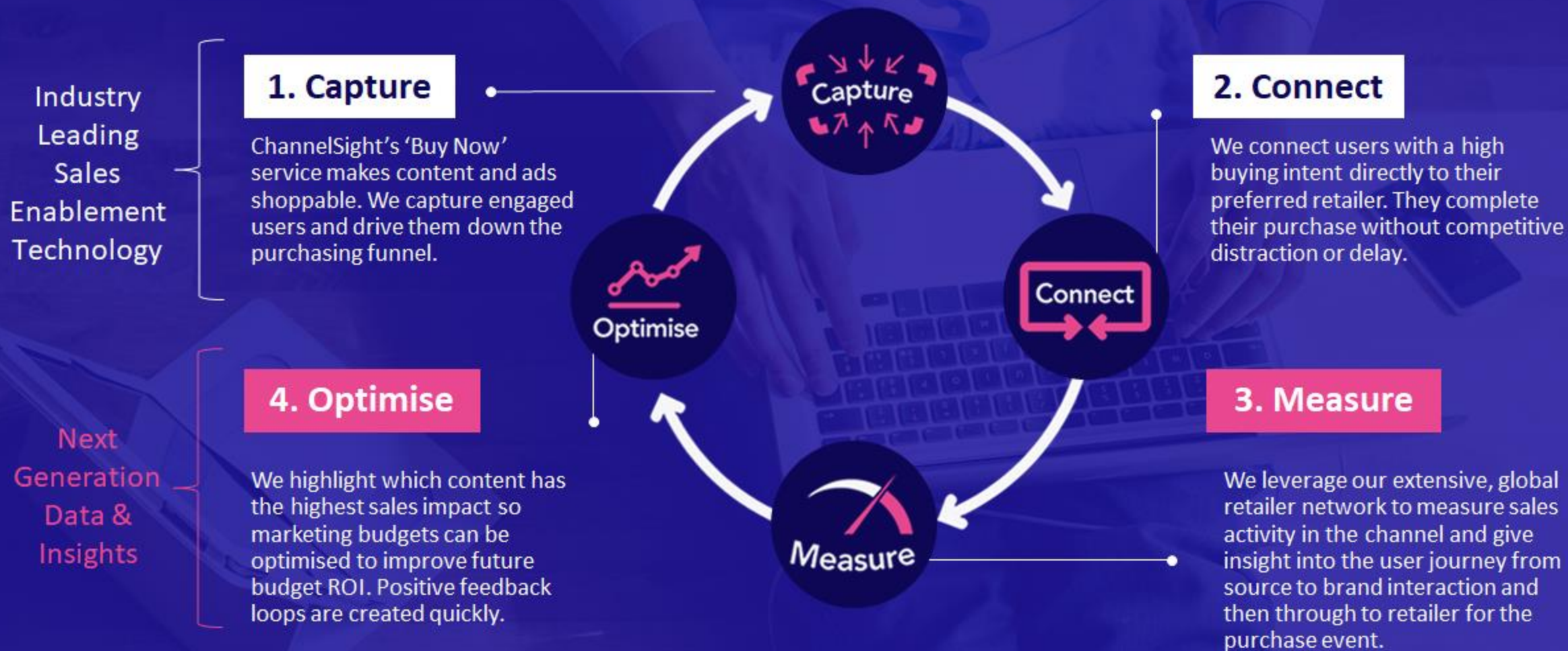
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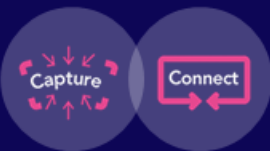


LAVAZZA

SIEMENS

Our **Solution** // Creates Sustainable Value

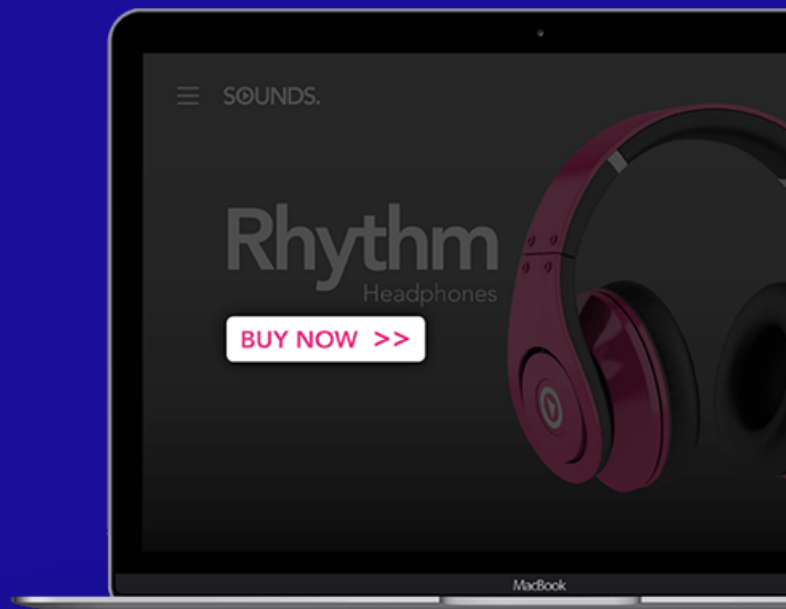




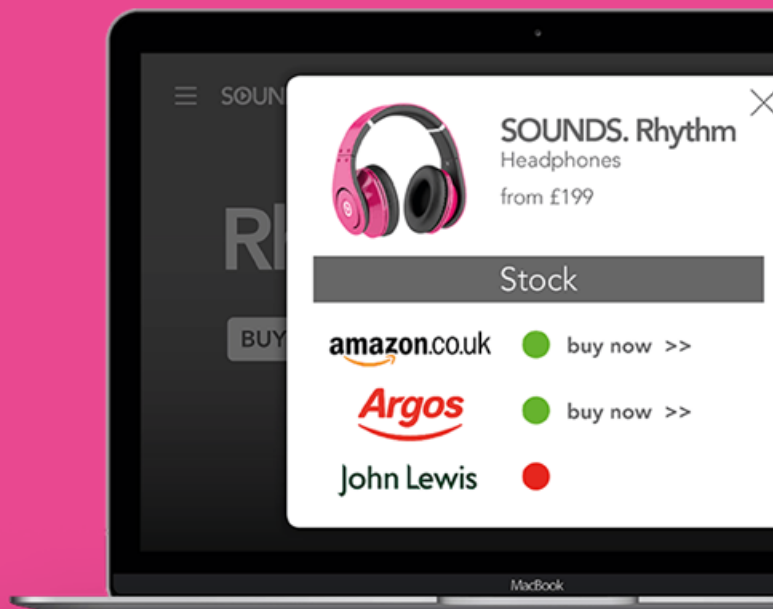
// 'Capture' & 'Connect' // Frictionless Product Purchasing

ChannelSight makes digital content instantly shoppable across all digital channels, lowering friction and competitive distraction in the buying process and delivering significant, measurable increases in conversion rates.

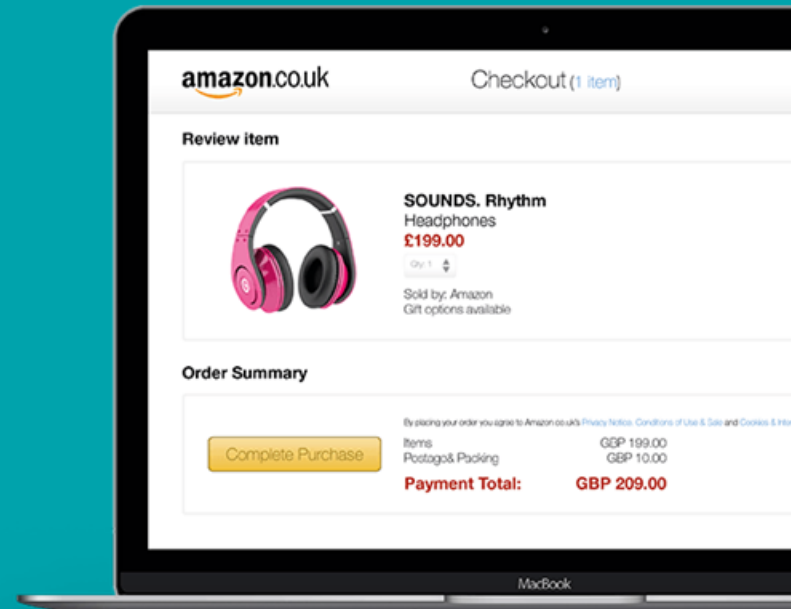
User clicks Buy Now on product of interest.



Retailer options and product info displayed.



User completes purchase instantly.



A photograph of a young man and woman smiling and celebrating. The man is on the left, wearing a red plaid shirt, and the woman is on the right, wearing a grey sweater. They are both making fist-pump gestures. The background is a blurred outdoor setting.

Thank You

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