



BOSS/GfK Market Tracking FAQs

What office sector categories are covered in the report?

The report has been created to follow the BOSS Level Zero category classifications. As such the following 12 broad office supplies and services categories are represented:

Paper; Envelopes & Labels; Books, Pads & Albums; Filing & Storage; Writing Instruments; Traditional; Presentation; Machines; EOS & Software; Furniture; Facilities Management; Other.

Is there any further detail in the reports?

Yes, data is provided for 31 sub-categories; corresponding as far as possible to the BOSS Level One categories.

What information is provided for these categories?

Sales units (volume), sales value and price (including VAT) on a monthly, quarterly and annual basis.

Is there any further data available?

Yes, a more detailed report featuring over 160 detailed product categories can be purchased directly from GfK; **Contact: Greg Allen on +44(0)870 603 8121** for further information on this.

How much of the market size does the market tracking capture?

Approximately 50% of the total market is captured (however this varies dependant on the product category). Data capture does not currently include consumer retail (otherwise coverage would be in the region of 80%).

The BOSS/GfK Market Tracking OTSR (Office Total Store Report) is a "leader" report. It features only those partners to GfK which supply live EPOS data on a weekly basis. This covers 'sales out' data, i.e. sales to the end user (whether that is a business or a consumer). Wholesale or distributor sales are not included as this could result in double counting of sales figures.

What data is missing from the "total market"?

Although the Consumer Retail channel will be added in the future - currently the channels sitting outside this report are public sector, education and copying servicing sellers.

How is the data collated?

A large number of companies supply GfK with their EPOS sales data on a weekly basis through their back office system with ease.

How is the panel defined?

The panel incorporates various chains of retailers, ranging from large chains of high street stationers, supermarkets, Consumer Electronic Stores, Photo specialists, Office Equipment Retailers, including catalogues and computer shops and IT resellers/Mail Order.

How do GfK categorise independents?

The independents are categorised into Independent Office Equipment retailer's which contains a core business with a mix of stationery, computer consumables, office machines and furniture.

If you have any queries, please contact kyle@bossfederation.co.uk