



## BOSS/GfK Market Tracking FAQs

### What office sector categories are covered in the reports?

The reports have 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 do the market tracking reports capture?

There are now two different Office Total Store Reports (OTSRs); one covering business to business (B2B) activity and another for business to consumer activity (B2C). The B2B report captures approximately 45% of the B2B sector whilst the B2C report covers around 75% of the B2C sector. Combined coverage is estimated to be around 60% of the total market (however coverage will vary dependant on the product category). GfK are working to extend coverage of the OTSRs.

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"?

Now that the Consumer Retail channel has been added - currently the channels sitting outside the reports 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](mailto:kyle@bossfederation.co.uk)