

Greece

COVID-19: AFFECTING THE FMCG SALES

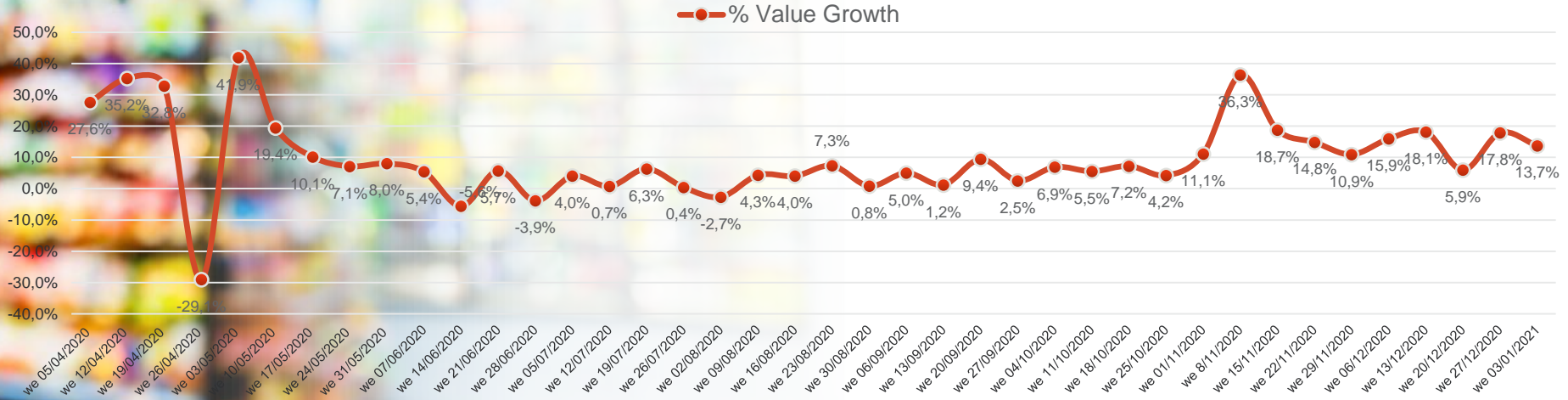
Periods Analyzed: w.e. 03.01.21 vs w.e. 05.01.20

Source: IRI InfoScan, HM/SM + Bazaar (Mainland & Crete)/
Random Weight not Included

Weekly Value Sales Trends for SM/HM 2020

HM/SM Weekly Value Sales Trends (calendar weeks comparison)

YTD vs YTD, YA: **+10.4%**



Total FMCG sales growing 13.7% Last week vs Year ago

w.e. 03.01.21 vs w.e. 05.01.20

340
FMCG
CATEGORIES

Week Ending
05.01.20



Week Ending
03.01.21

112.76€ Ms



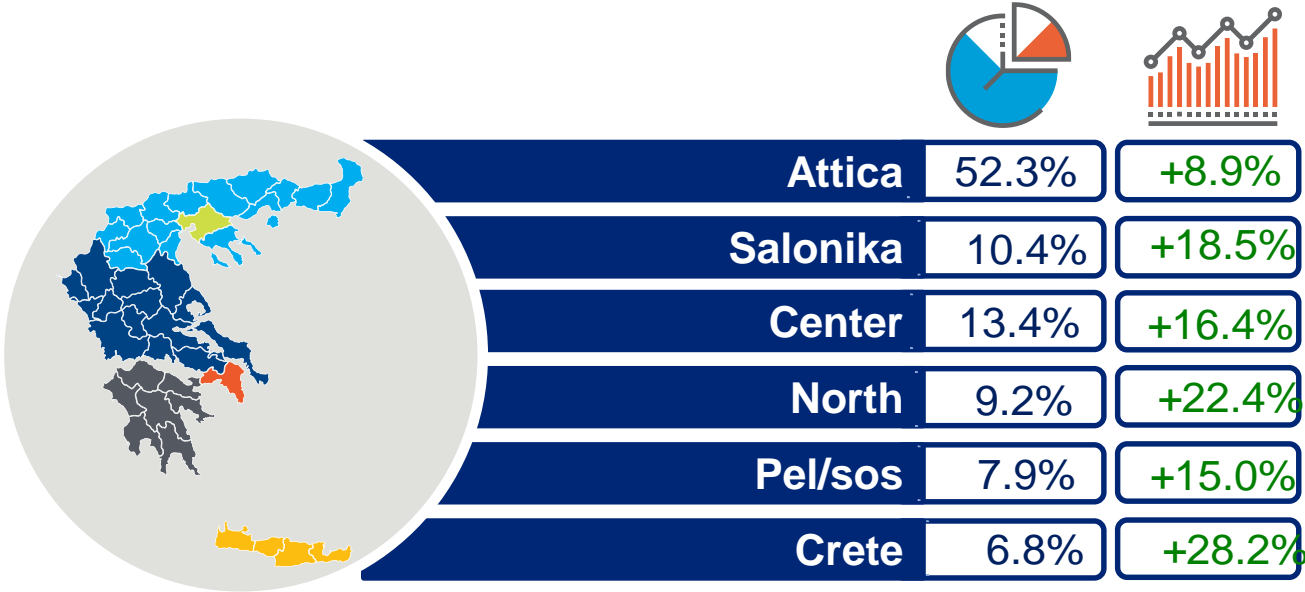
128.16€ Ms

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
15.7%	9.1%	7.5%	9.9%

Total FMCG industry: **+13.7%**

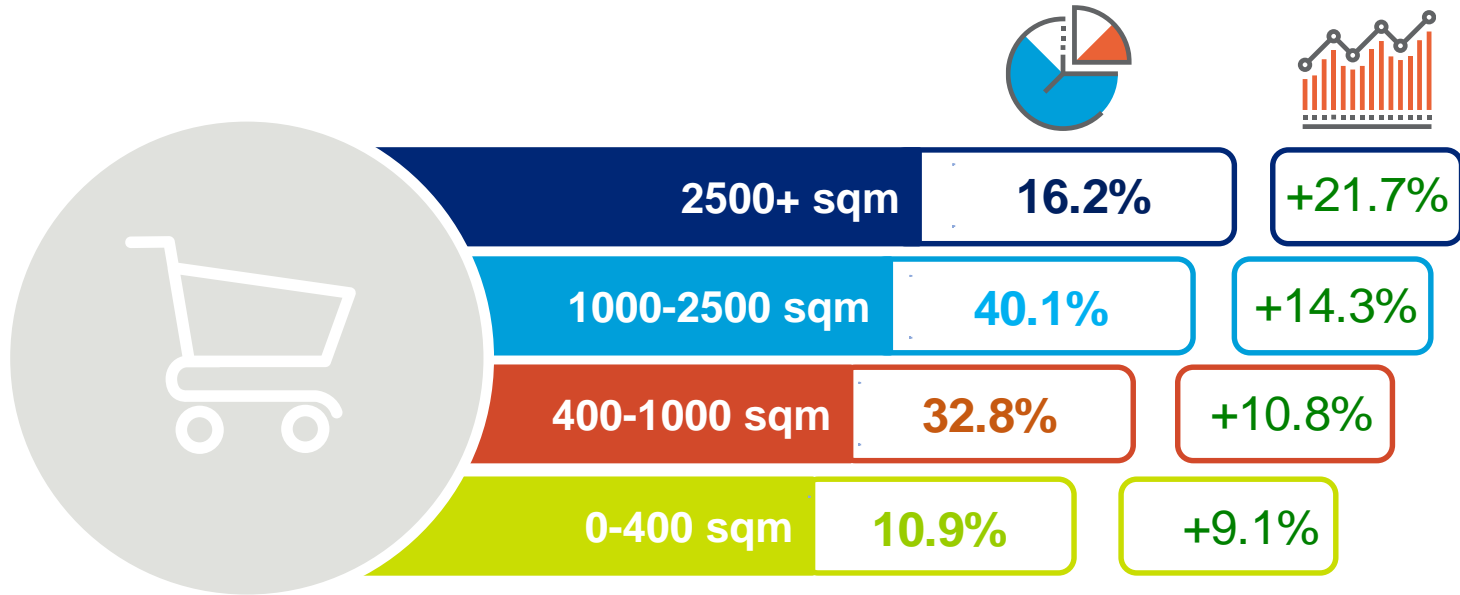
Areas value growths and contributions

w.e. 03.01.21 vs w.e. 05.01.20



Shop Types value growths and contributions

w.e. 03.01.21 vs w.e. 05.01.20



THANK YOU!



For More Information, Contact Us...

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