

Greece

COVID-19: AFFECTING THE FMCG SALES

Periods Analyzed: w.e. 05.07.20 vs w.e. 07.07.19

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: **+11,9%**



Total FMCG sales increased by 4,0% Last week vs Year ago

w.e. 05.07.20 vs w.e. 07.07.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
2,4%	6,8%	5,2%	11,9%

Week Ending
07.07.19



Week Ending
05.07.20

115,69€ Ms

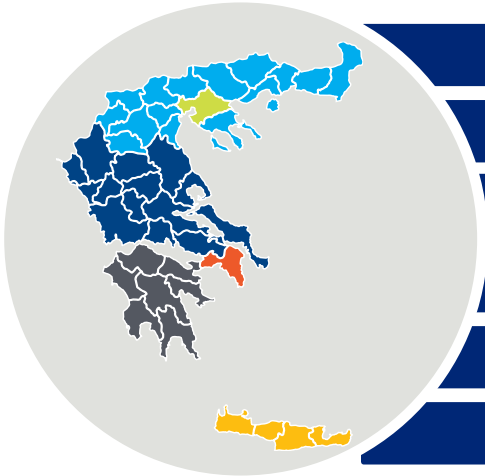


120,29€ Ms

Total FMCG industry: **+4,0%**

Areas value growths and contributions

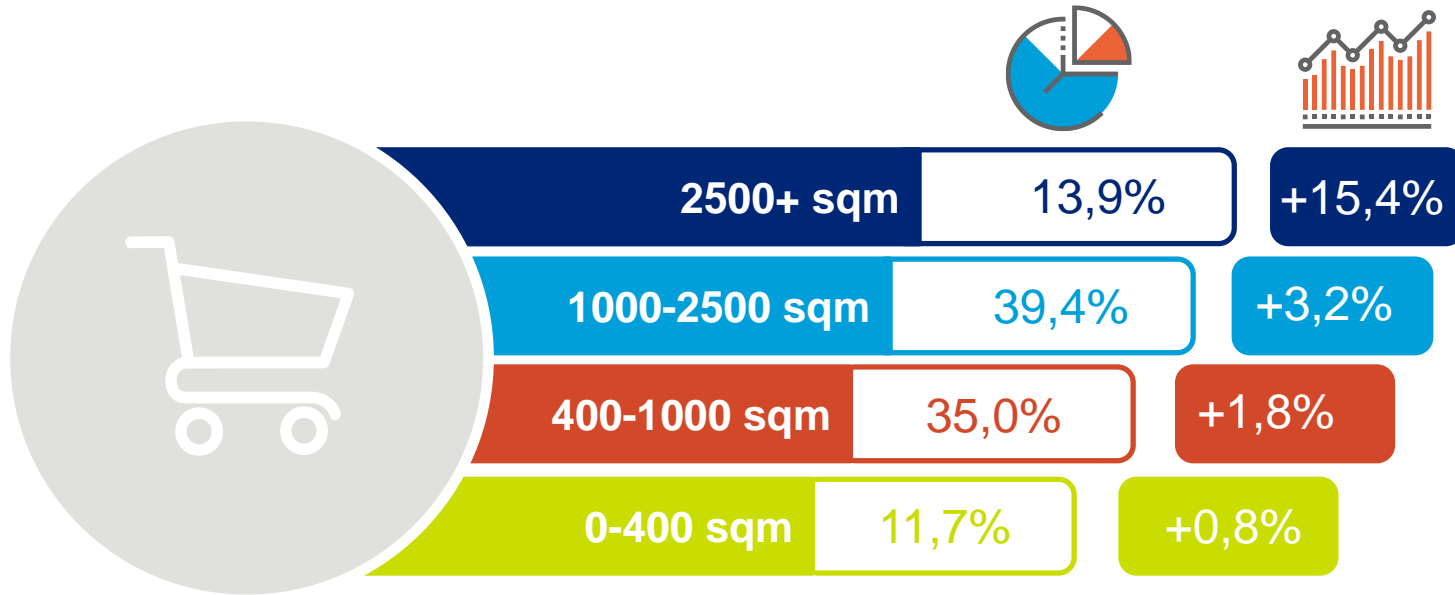
w.e. 05.07.20 vs w.e. 07.07.19



Attica	51,5%	+5,5%
Salonika	10,0%	+9,2%
Center	13,7%	+6,4%
North	10,0%	-1,6%
Pel/sos	8,3%	+7,2%
Crete	6,5%	-12,6%

Shop Types value growths and contributions

w.e. 05.07.20 vs w.e. 07.07.19



THANK YOU!



For More Information, Contact Us...

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