

Greece

COVID-19: AFFECTING THE FMCG SALES

Periods Analyzed: w.e. 06.12.20 vs w.e. 08.12.19

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: **+10.0%**



Total FMCG sales growing 15.9% Last week vs Year ago

w.e. 06.12.20 vs w.e. 08.12.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
20.7%	12.2%	13.3%	-8.2%

Week Ending
08.12.19



Week Ending
06.12.20

118.33€ Ms

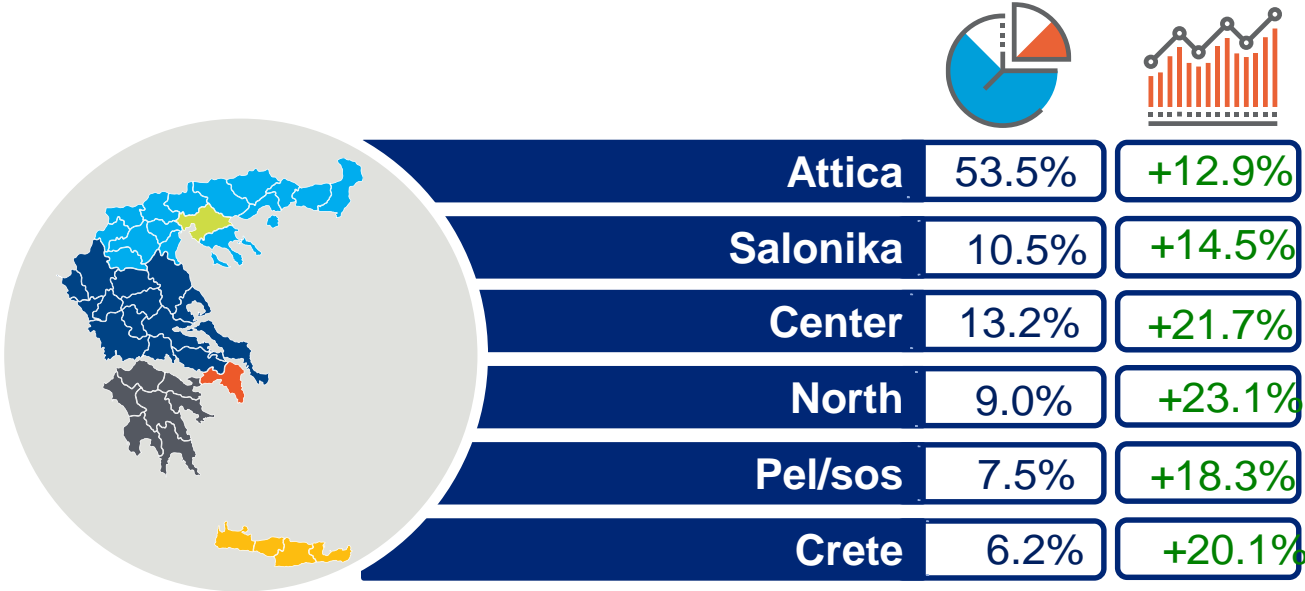


137.12€ Ms

Total FMCG industry: **+15.9%**

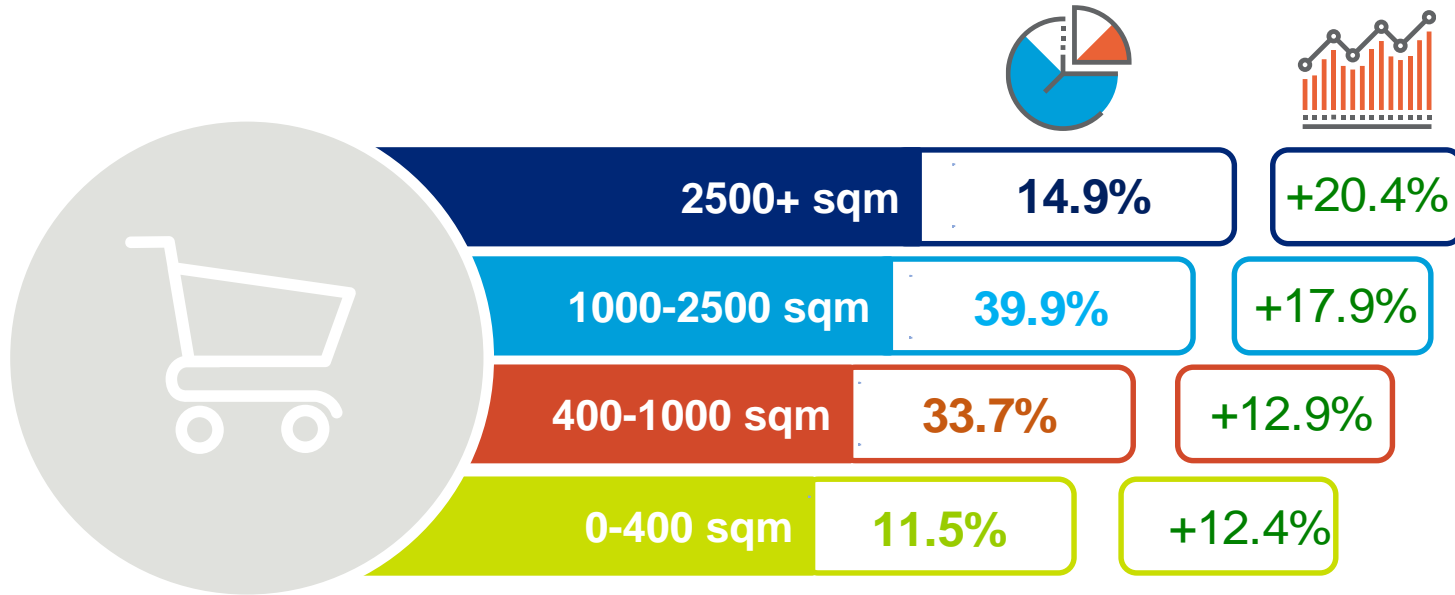
Areas value growths and contributions

w.e. 06.12.20 vs w.e. 08.12.19



Shop Types value growths and contributions

w.e. 06.12.20 vs w.e. 08.12.19



THANK YOU!



For More Information, Contact Us...

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