

Greece

COVID-19: AFFECTING THE FMCG SALES

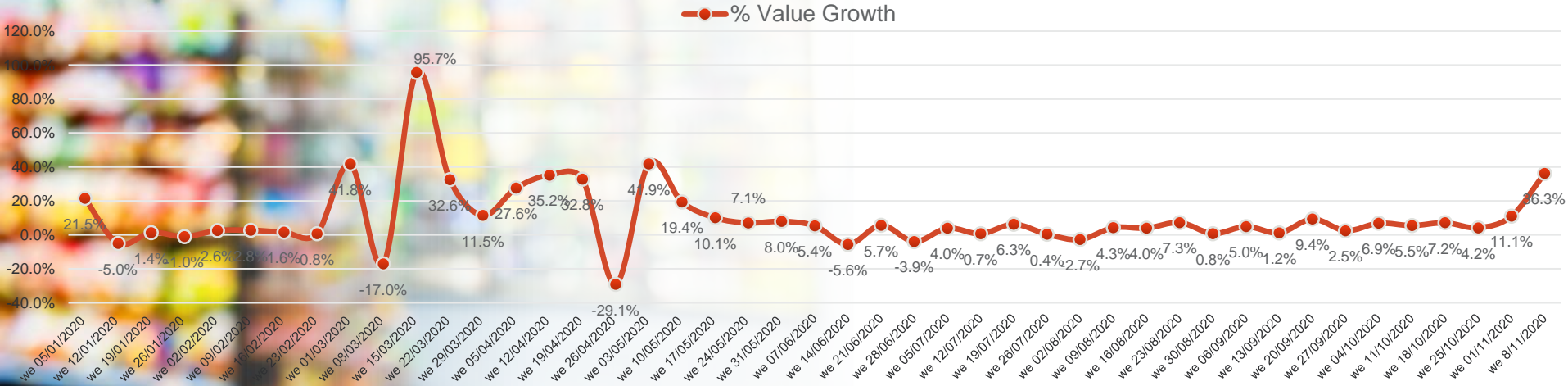
Periods Analyzed: w.e. 08.11.20 vs w.e. 10.11.19

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: **+9.6%**



Total FMCG sales growing 36.3% Last week vs Year ago

w.e. 08.11.20 vs w.e. 10.11.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
34.0%	43.7%	39.4%	41.2%

Week Ending
10.11.19



Week Ending
08.11.20

111.21€ Ms

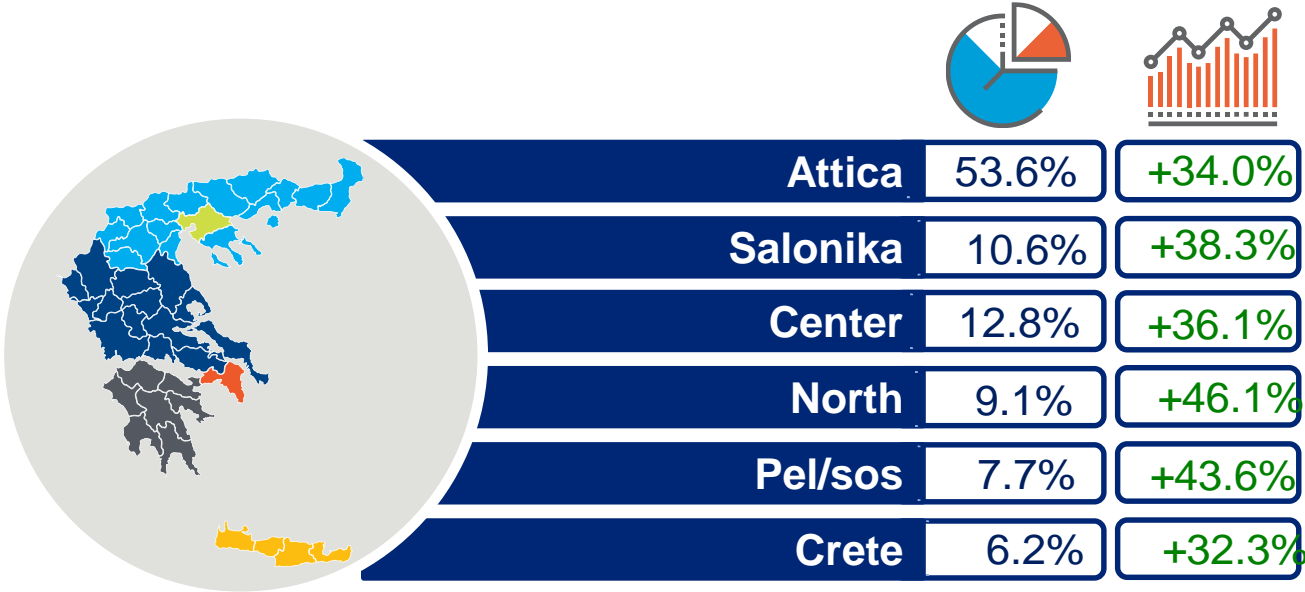


151.63€ Ms

Total FMCG industry: **+36.3%**

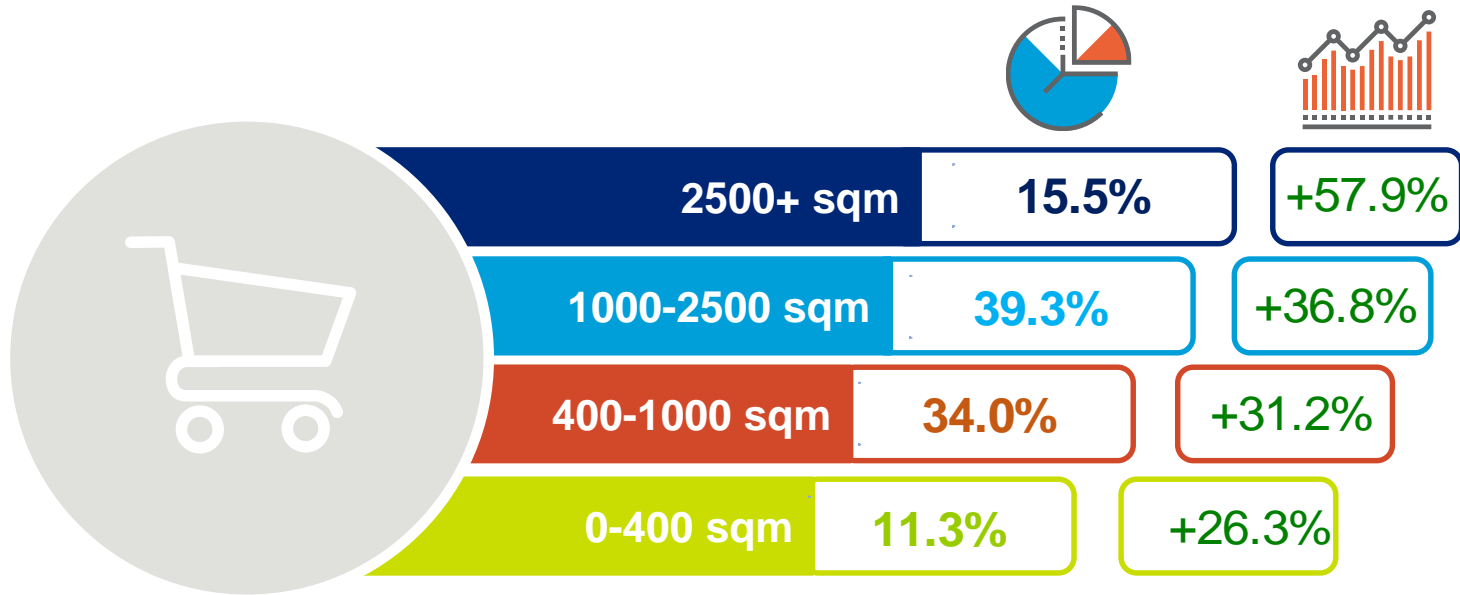
Areas value growths and contributions

w.e. 08.11.20 vs w.e. 10.11.19



Shop Types value growths and contributions

w.e. 08.11.20 vs w.e. 10.11.19



THANK YOU!



For More Information, Contact Us...

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