

Greece

---

# COVID-19: AFFECTING THE FMCG SALES

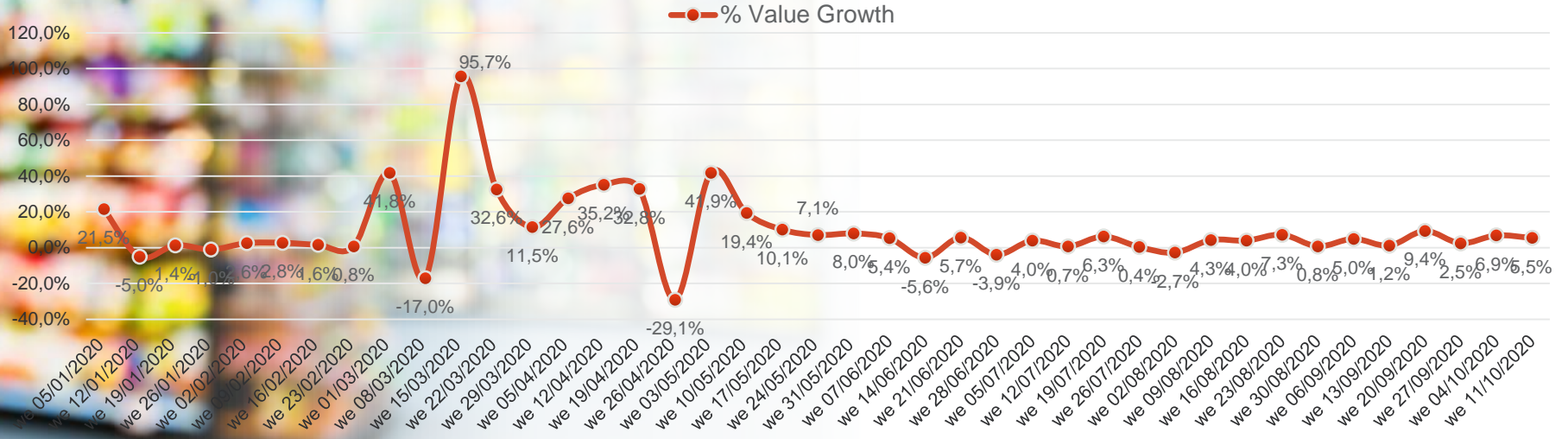
Periods Analyzed: w.e. 11.10.20 vs w.e. 13.10.19

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: **+9.1%**



## Total FMCG sales growing 5.5% Last week vs Year ago

w.e. 11.10.20 vs w.e. 13.10.19

**340**  
FMCG  
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
5.0%	8.3%	6.3%	5.3%

Week Ending  
13.10.19



Week Ending  
11.10.20

112.11€ Ms

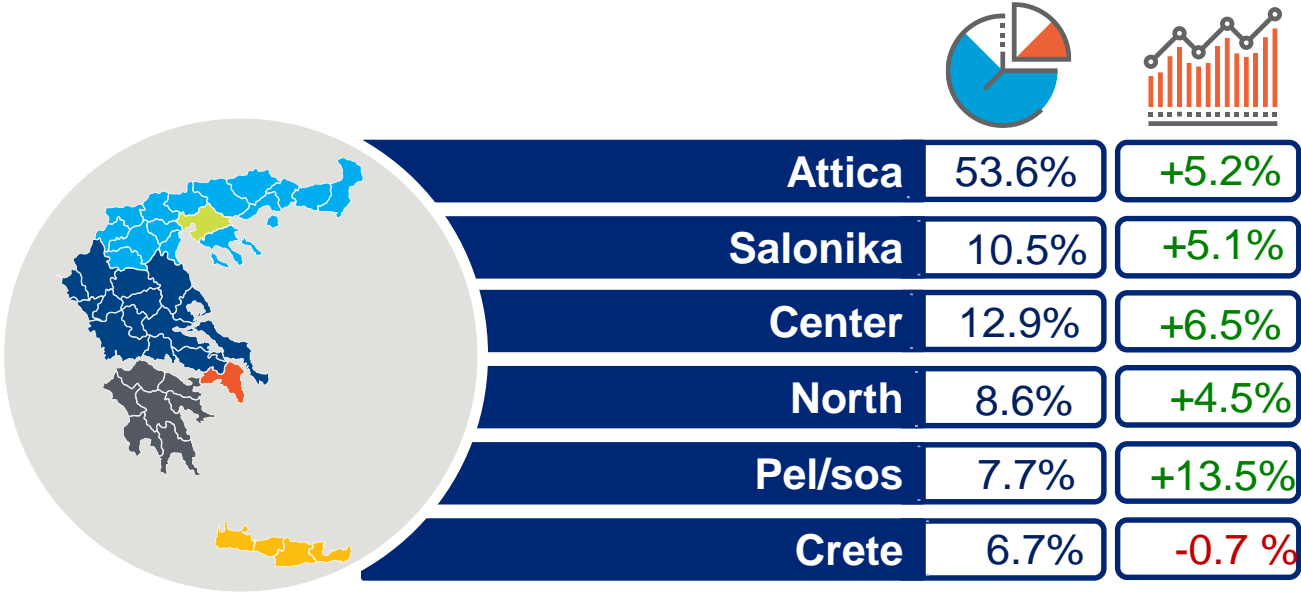


118.26€ Ms

Total FMCG industry: **+5.5%**

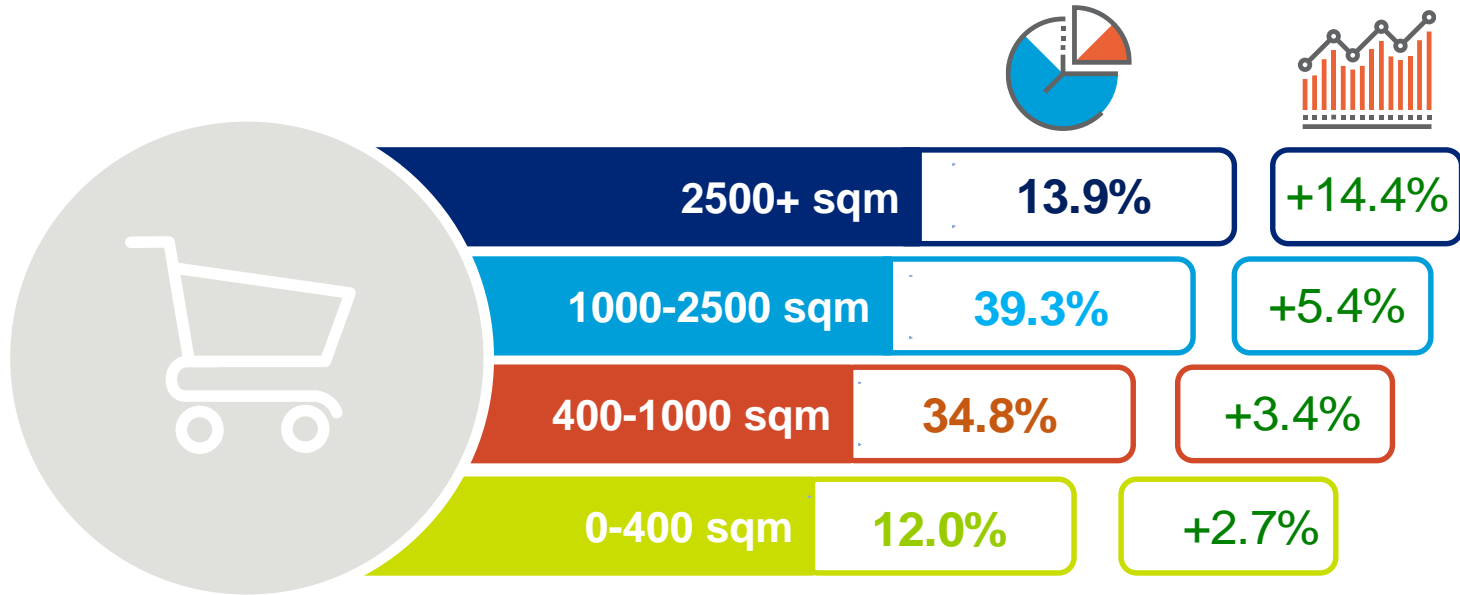
# Areas value growths and contributions

w.e. 11.10.20 vs w.e. 13.10.19



# Shop Types value growths and contributions

w.e. 11.10.20 vs w.e. 13.10.19



# THANK YOU!



**For More Information, Contact Us...**

**IRI Greece**

31 Spartis street, Metamorfofi 144 52, Athens

Marketing.Greece@IRIworldwide.com

+30 210 27 87 600

Follow us on Twitter: [@IRI\\_INTL](https://twitter.com/IRI_INTL)