

Greece

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# COVID-19: AFFECTING THE FMCG SALES

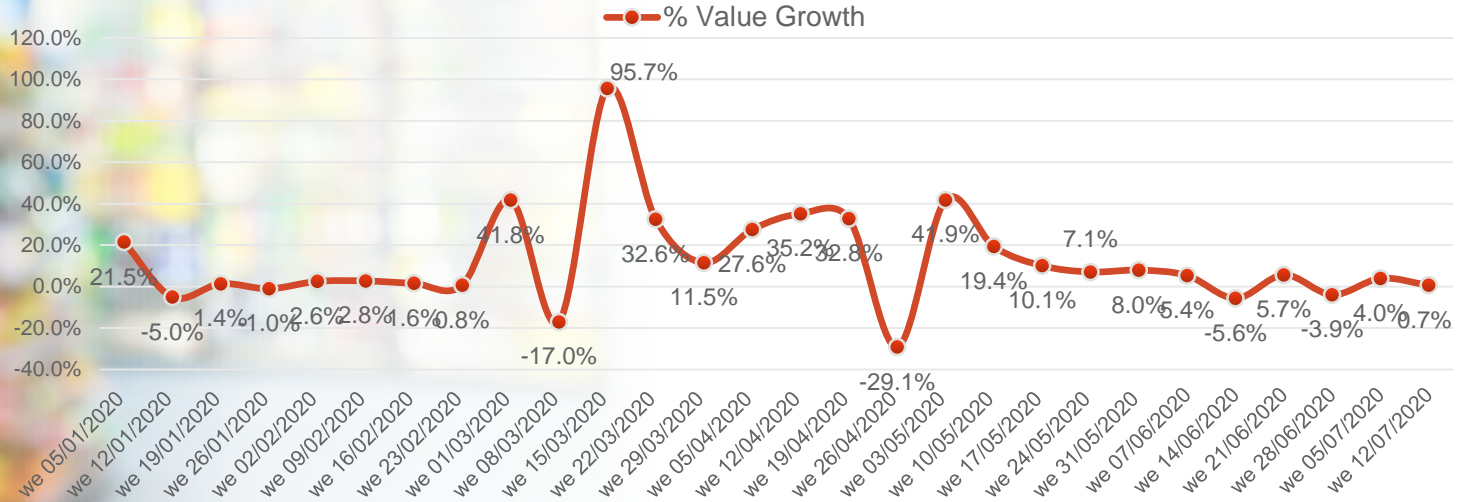
Periods Analyzed: w.e. 12.07.20 vs w.e. 14.07.19

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: **+11,5%**



# Total FMCG sales are growing slightly by 0,7% Last week vs Year ago

w.e. 12.07.20 vs w.e. 14.07.19

**340**  
FMCG  
CATEGORIES

| Food | Household | Personal Care / Hygiene | All Others |
|------|-----------|-------------------------|------------|
| 168  | 41        | 45                      | 86         |
| 0,1% | 5,9%      | 1,0%                    | -1,4%      |

Week Ending  
14.07.19



Week Ending  
12.07.20

113,69€ Ms

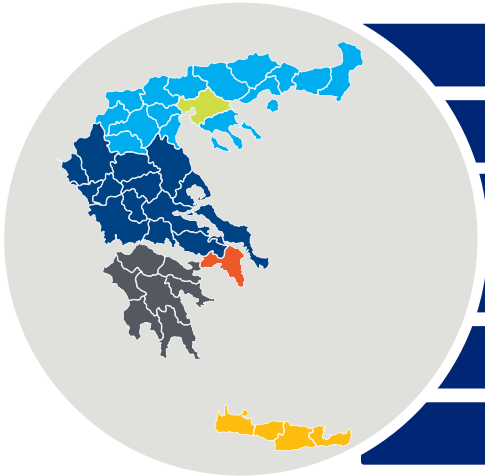


114,49€ Ms

Total FMCG industry: **+0,7%**

# Areas value growths and contributions

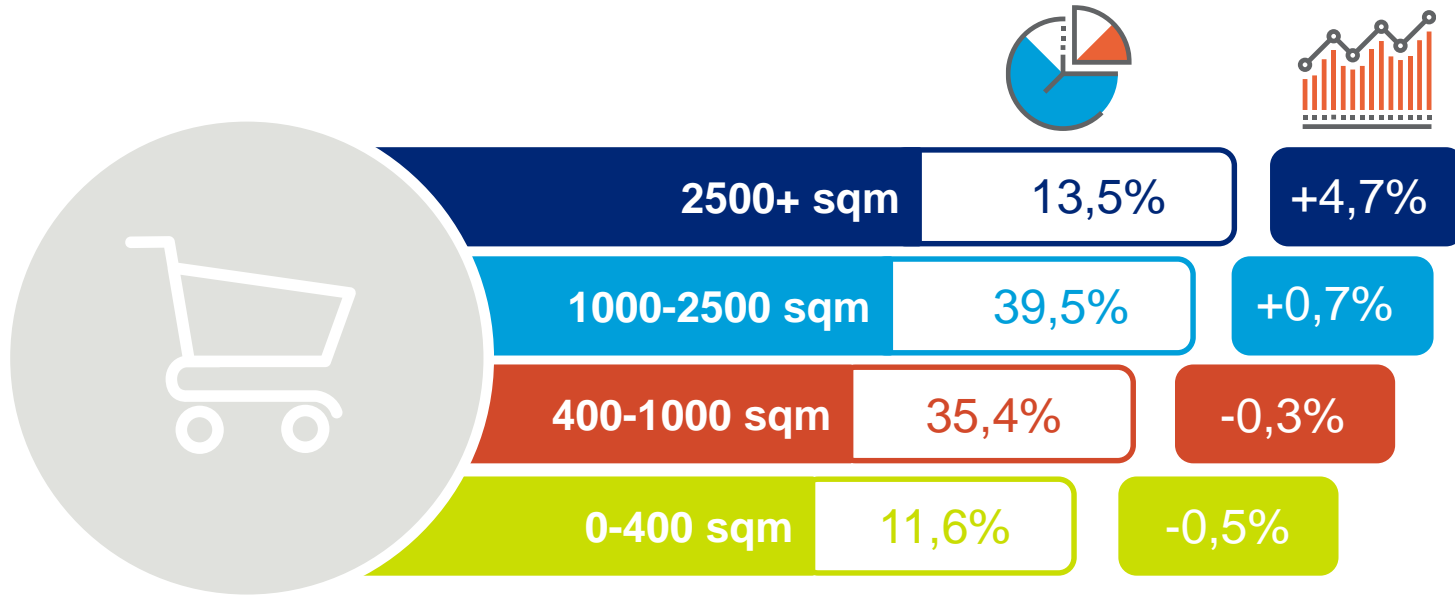
w.e. 12.07.20 vs w.e. 14.07.19



|                 |              |               |
|-----------------|--------------|---------------|
| <b>Attica</b>   | <b>50,5%</b> | <b>+2,2%</b>  |
| <b>Salonika</b> | <b>9,9%</b>  | <b>+3,7%</b>  |
| <b>Center</b>   | <b>13,8%</b> | <b>+4,0%</b>  |
| <b>North</b>    | <b>10,2%</b> | <b>-3,8%</b>  |
| <b>Pel/sos</b>  | <b>8,7%</b>  | <b>+2,9%</b>  |
| <b>Crete</b>    | <b>6,9%</b>  | <b>-14,0%</b> |

# Shop Types value growths and contributions

w.e. 12.07.20 vs w.e. 14.07.19



# THANK YOU!



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

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