

Greece

COVID-19: AFFECTING THE FMCG SALES

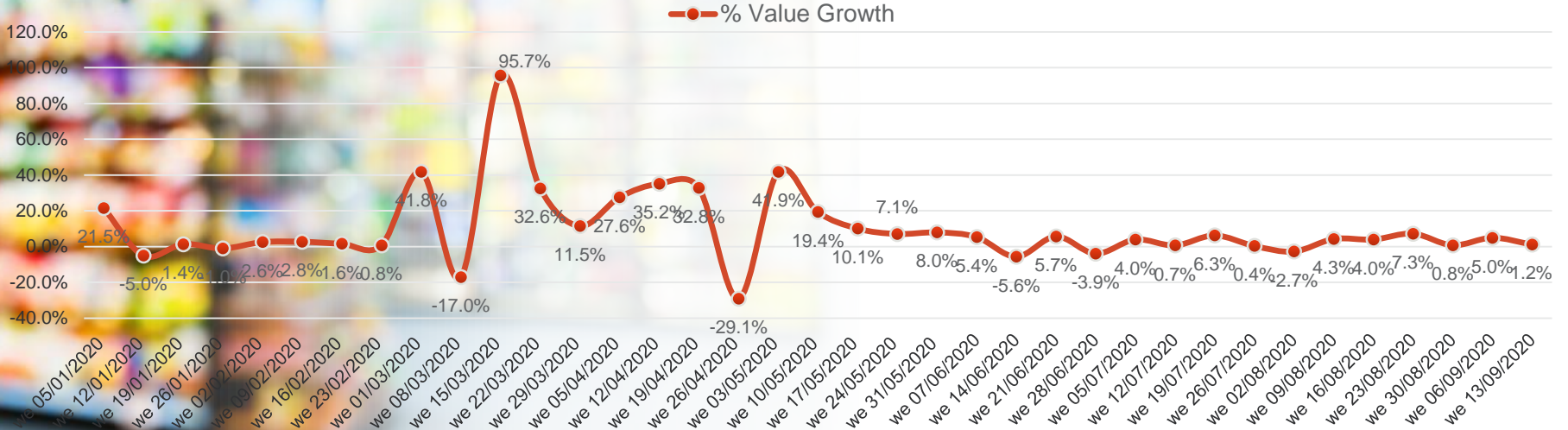
Periods Analyzed: w.e. 13.09.20 vs w.e. 15.09.19

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: **+9.5%**



Total FMCG sales growing 1.2% Last week vs Year ago

w.e. 13.09.20 vs w.e. 15.09.19

340
FMCG
CATEGORIES

Week Ending
15.09.19



Week Ending
13.09.20

116.05€ Ms



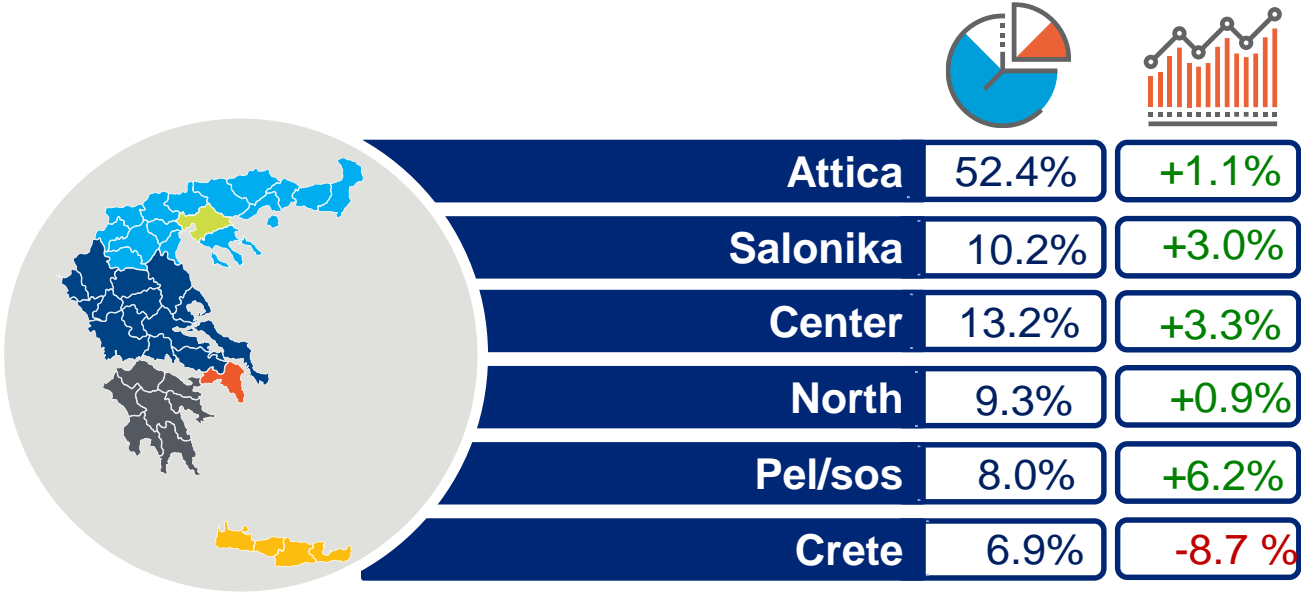
117.48€ Ms

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
1.5%	4.3%	1.8%	-4.0%

Total FMCG industry: **+1.2%**

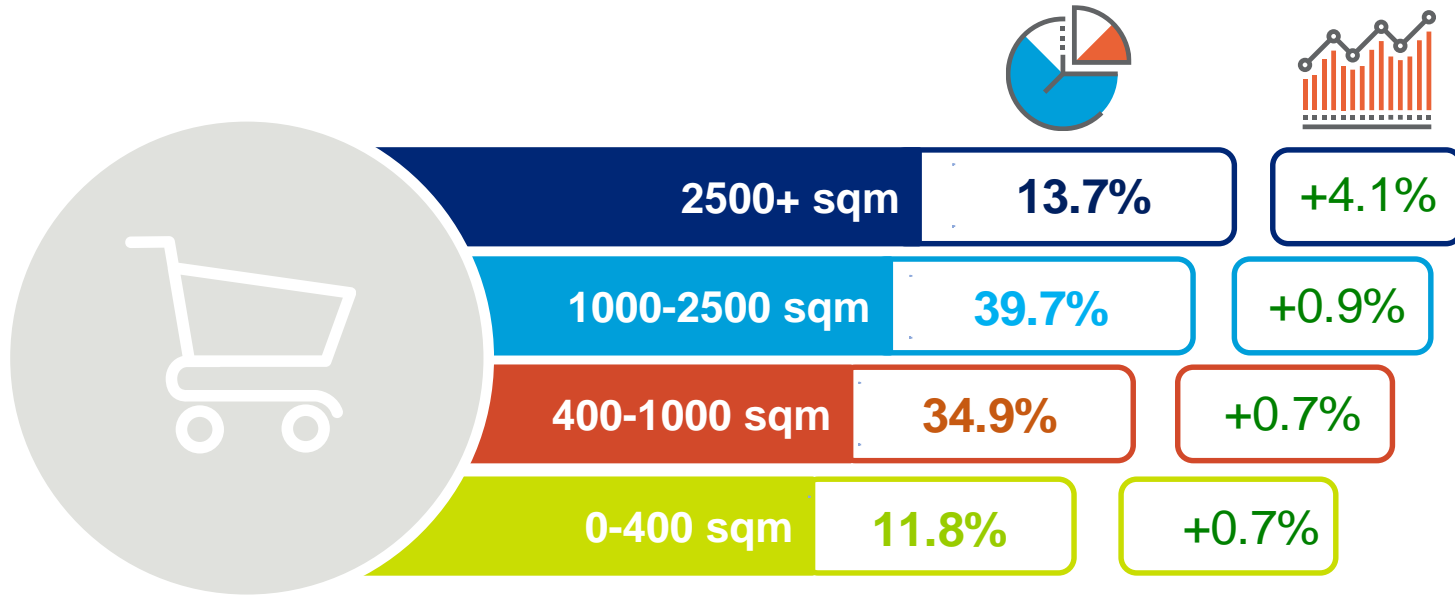
Areas value growths and contributions

w.e. 13.09.20 vs w.e. 15.09.19



Shop Types value growths and contributions

w.e. 13.09.20 vs w.e. 15.09.19



THANK YOU!



For More Information, Contact Us...

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