

Greece

COVID-19: AFFECTING THE FMCG SALES

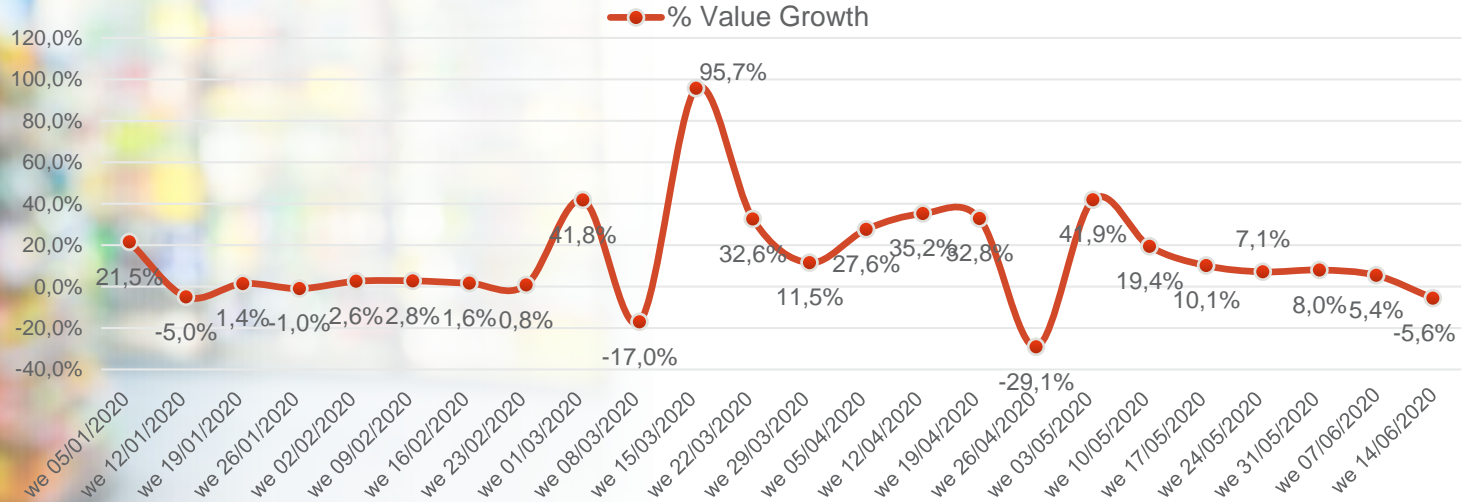
Periods Analyzed: w.e. 14.06.20 vs w.e. 16.06.19

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: **+13,2%**



Total FMCG sales declined by 5,6% Last week vs Year ago

w.e. 14.06.20 vs w.e. 16.06.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
-3,8%	-7,3%	-7,0%	-14,6%

Week Ending
16.06.19



Week Ending
14.06.20

115,13€ Ms

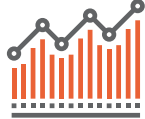
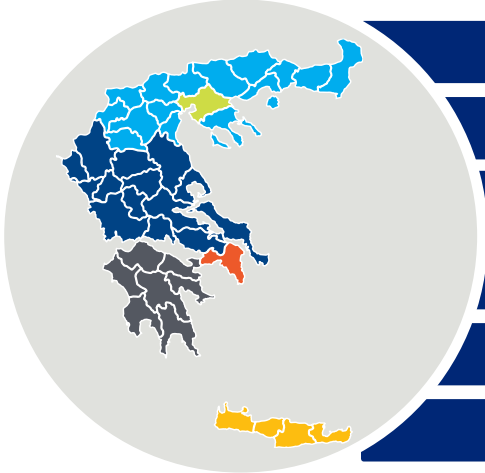


108,72€ Ms

Total FMCG industry: **-5,6%**

Areas value growths and contributions

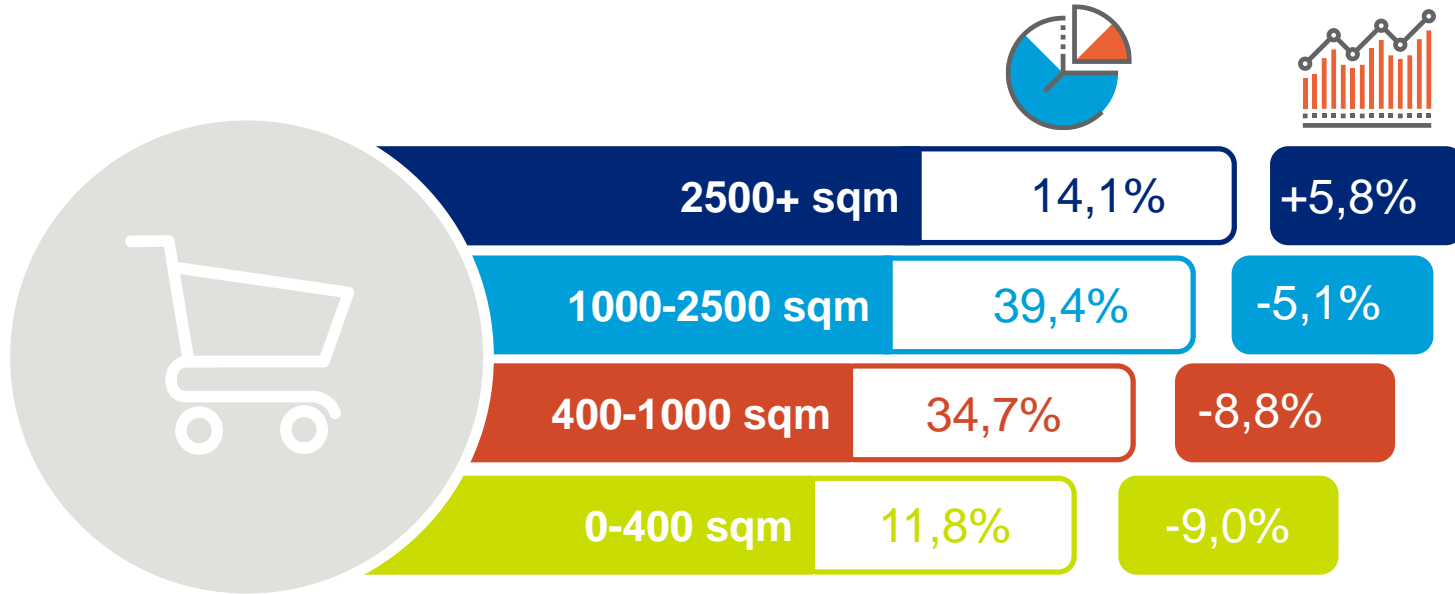
w.e. 14.06.20 vs w.e. 16.06.19



Attica	54,2%	-1,1%
Salonika	9,9%	-8,2%
Center	13,0%	-6,4%
North	8,7%	-16,2%
Pel/sos	7,7%	-6,3%
Crete	6,4%	-16,6%

Shop Types value growths and contributions

w.e. 14.06.20 vs w.e. 16.06.19



THANK YOU!



For More Information, Contact Us...

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