

Greece

COVID-19: AFFECTING THE FMCG SALES

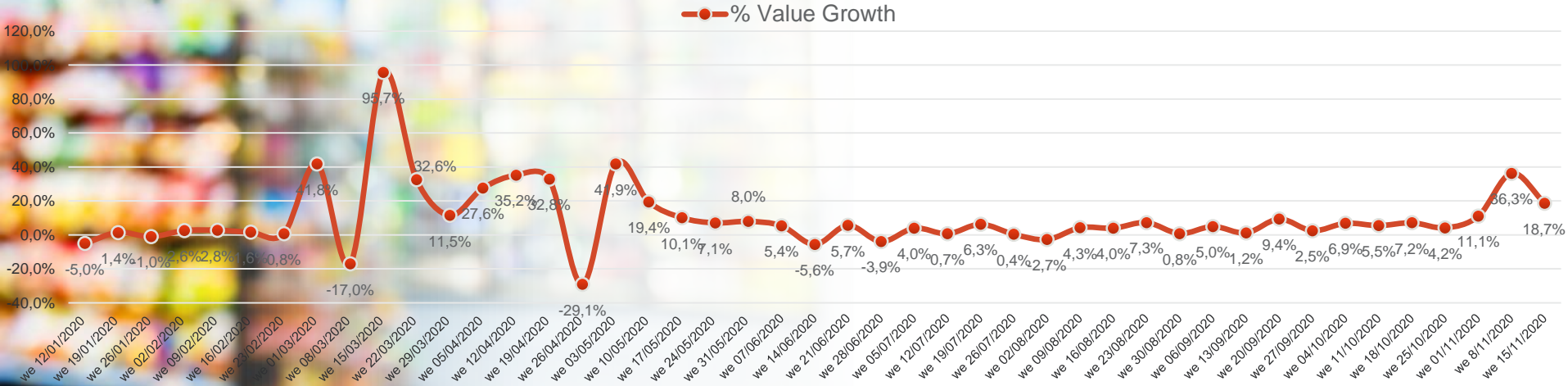
Periods Analyzed: w.e. 15.11.20 vs w.e. 17.11.19

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: **+9.8%**



Total FMCG sales growing 18.7% Last week vs Year ago

w.e. 15.11.20 vs w.e. 17.11.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
19.7%	23.1%	15.6%	11.2%

Week Ending
17.11.19



Week Ending
15.11.20

110.61€ Ms

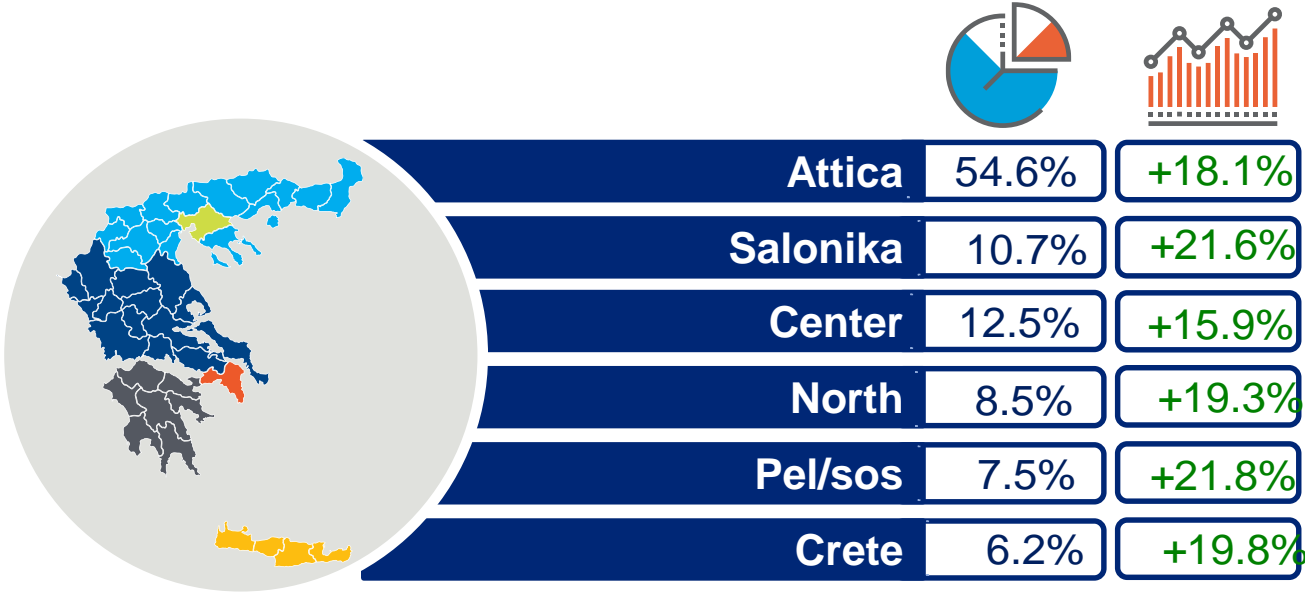


131.25€ Ms

Total FMCG industry: **+18.7%**

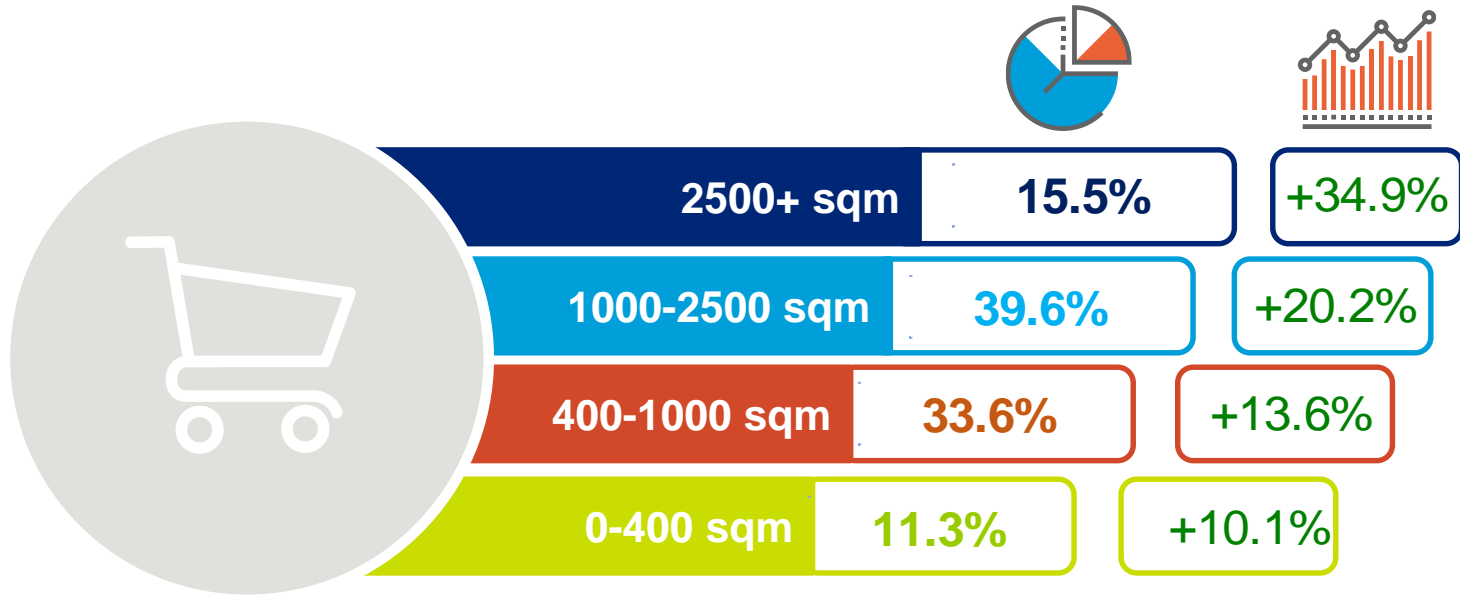
Areas value growths and contributions

w.e. 15.11.20 vs w.e. 17.11.19



Shop Types value growths and contributions

w.e. 15.11.20 vs w.e. 17.11.19



THANK YOU!



For More Information, Contact Us...

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