

Greece

COVID-19: AFFECTING THE FMCG SALES

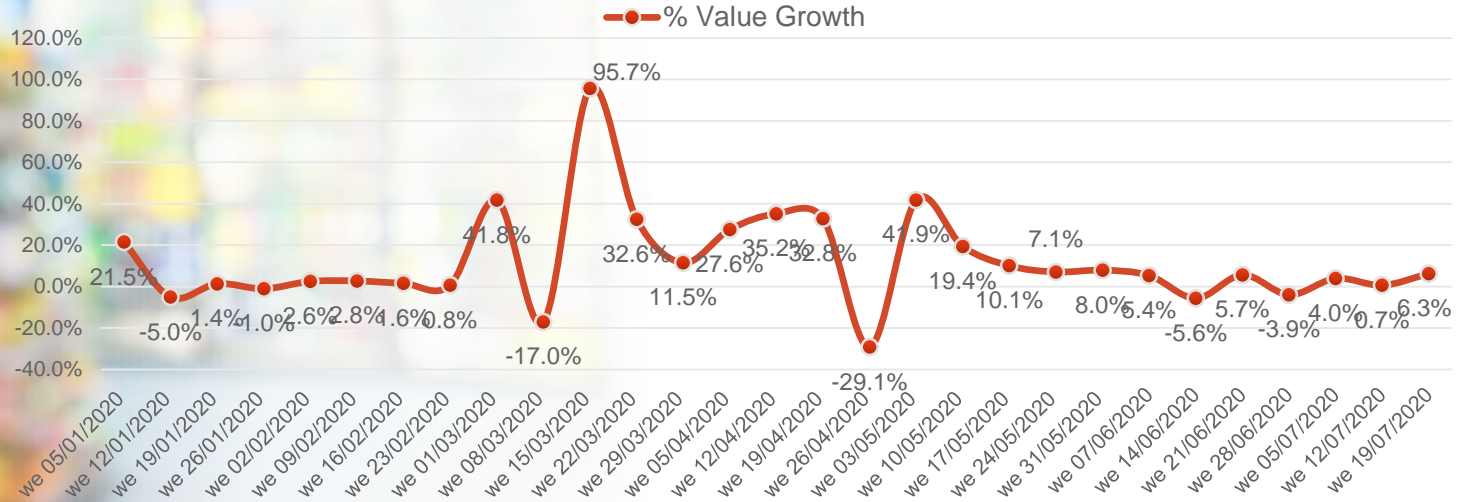
Periods Analyzed: w.e. 19.07.20 vs w.e. 21.07.19

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: **+11,4%**



Total FMCG sales are growing by 6,3% Last week vs Year ago

w.e. 19.07.20 vs w.e. 21.07.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
3.4%	12.2%	7.6%	19.6%

Week Ending
21.07.19



Week Ending
19.07.20

107,18€ Ms

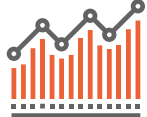
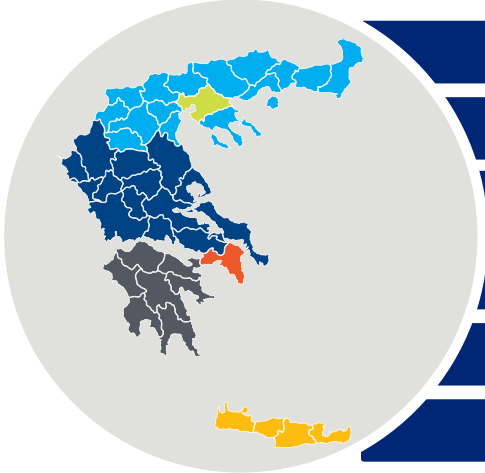


113,88€ Ms

Total FMCG industry: **+6,3%**

Areas value growths and contributions

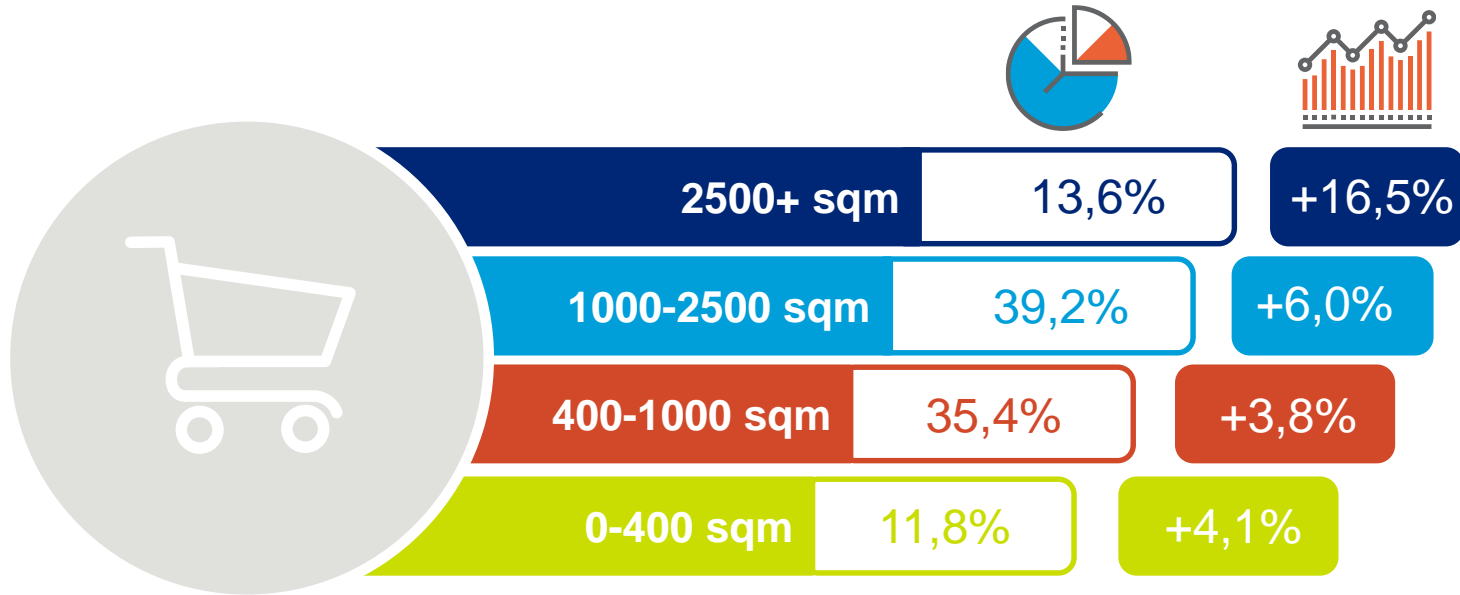
w.e. 19.07.20 vs w.e. 21.07.19



Attica	49,7%	+9,1%
Salonika	9,8%	+11,2%
Center	13,9%	+6,9%
North	10,5%	+1,0%
Pel/sos	9,0%	+7,4%
Crete	7,1%	-10,9%

Shop Types value growths and contributions

w.e. 19.07.20 vs w.e. 21.07.19



THANK YOU!



For More Information, Contact Us...

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