

Greece

COVID-19: AFFECTING THE FMCG SALES

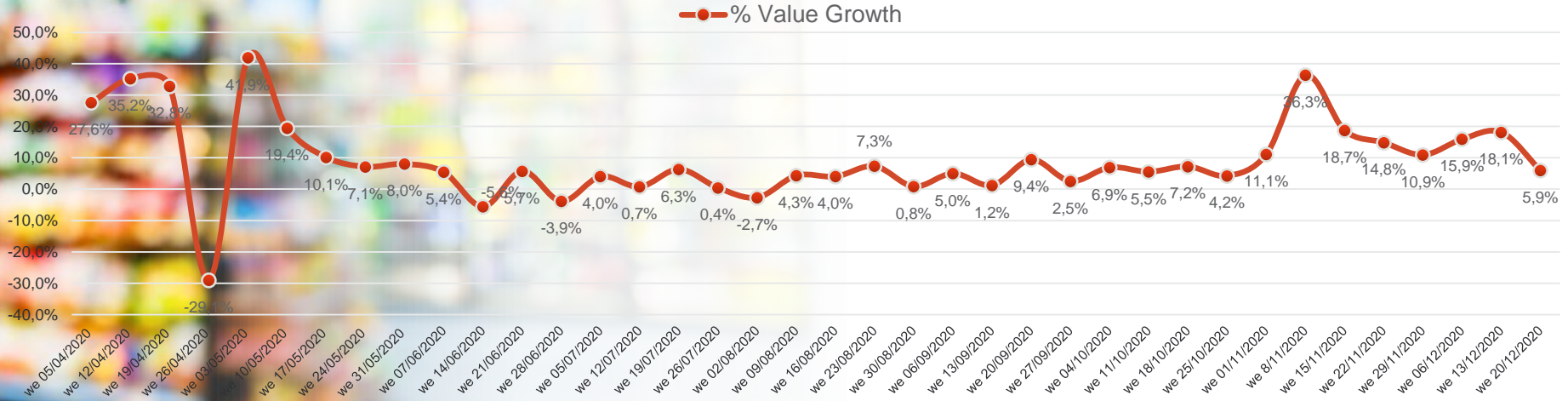
Periods Analyzed: w.e. 20.12.20 vs w.e. 22.12.19

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: **+10.2%**



Total FMCG sales growing 5.9% Last week vs Year ago

w.e. 20.12.20 vs w.e. 22.12.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
5.2%	-1.2%	0.2%	24.7%

Week Ending
22.12.19



Week Ending
20.12.20

145.06€ Ms

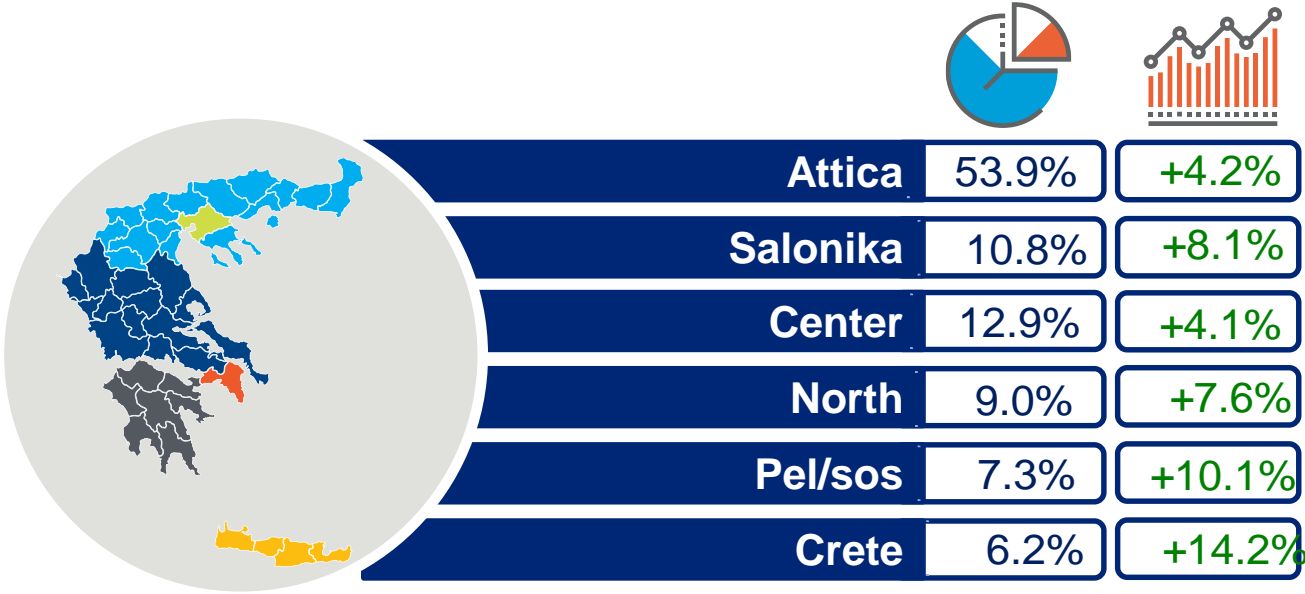


153.62€ Ms

Total FMCG industry: **+5.9%**

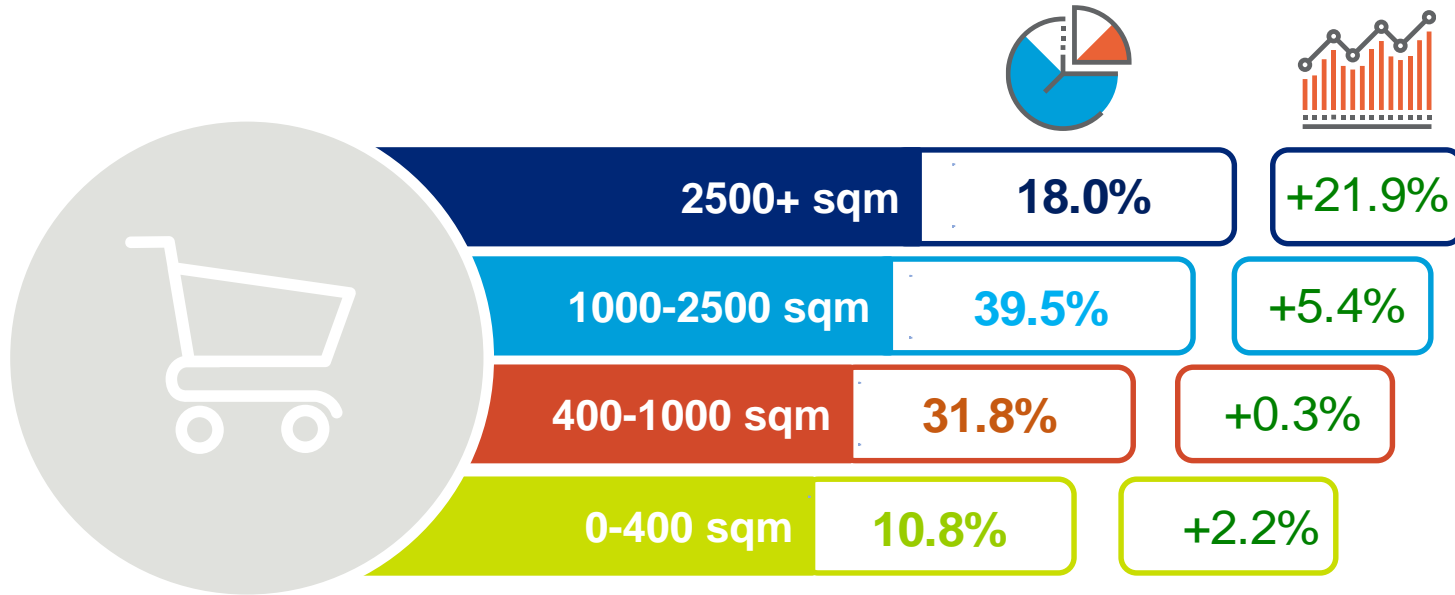
Areas value growths and contributions

w.e. 20.12.20 vs w.e. 22.12.19



Shop Types value growths and contributions

w.e. 20.12.20 vs w.e. 22.12.19



THANK YOU!



For More Information, Contact Us...

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