

Greece

COVID-19: AFFECTING THE FMCG SALES

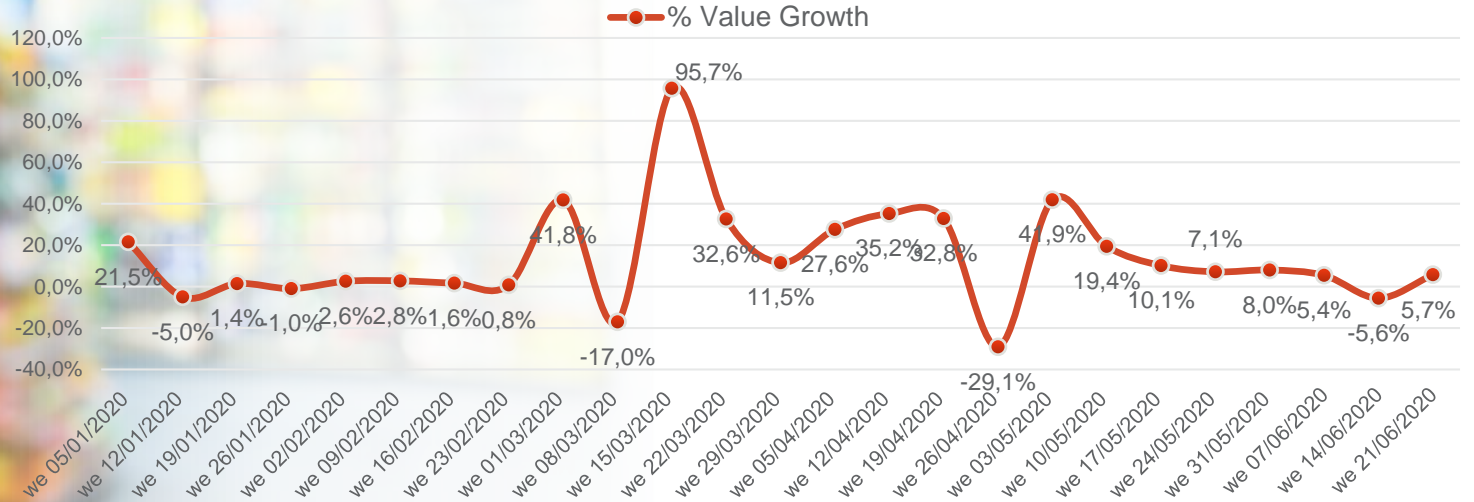
Periods Analyzed: w.e. 21.06.20 vs w.e. 23.06.19

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: **+12,9%**



Total FMCG sales increased by +5,7% Last week vs Year ago

w.e. 21.06.20 vs w.e. 23.06.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
6,9%	5,2%	4,3%	-1,4%

Week Ending
23.06.19



Week Ending
21.06.20

106,18€ Ms

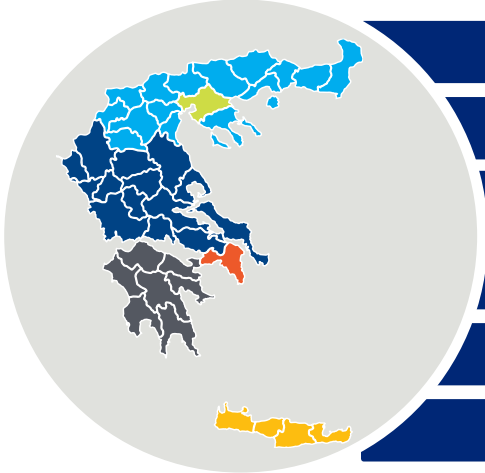


112,23€ Ms

Total FMCG industry: **+5,7%**

Areas value growths and contributions

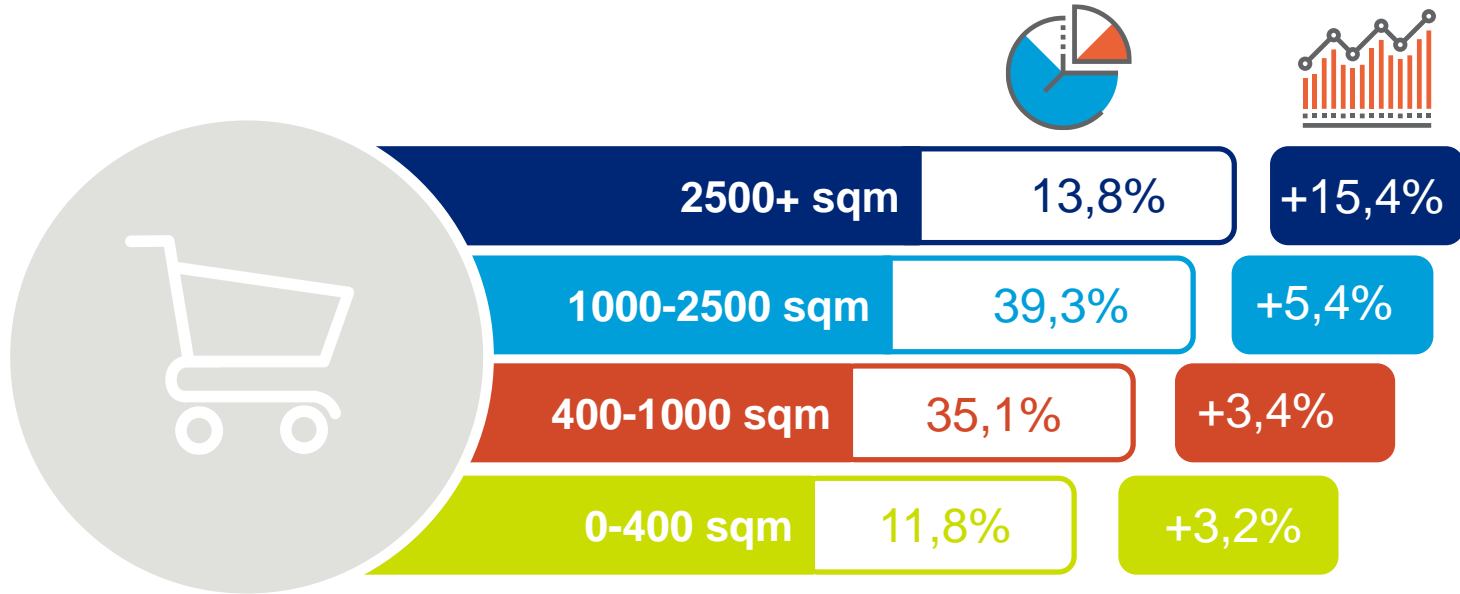
w.e. 21.06.20 vs w.e. 23.06.19



Attica	53,4%	+6,6%
Salonika	10,3%	+14,9%
Center	13,0%	+10,8%
North	9,2%	-0,4%
Pel/sos	7,7%	+7,2%
Crete	6,3%	-13,7%

Shop Types value growths and contributions

w.e. 21.06.20 vs w.e. 23.06.19



THANK YOU!



For More Information, Contact Us...

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