

Greece

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# COVID-19: AFFECTING THE FMCG SALES

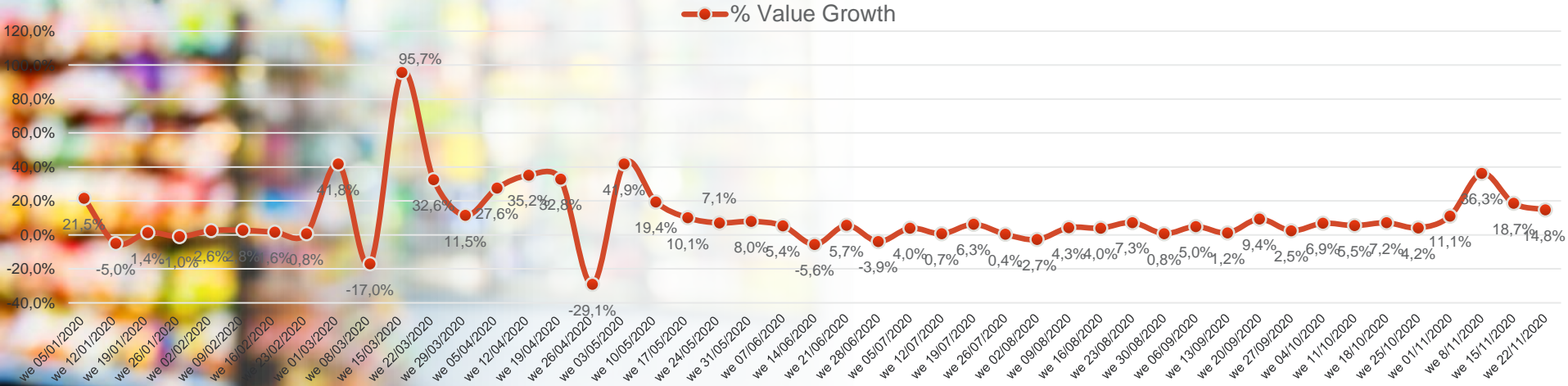
Periods Analyzed: w.e. 22.11.20 vs w.e. 24.11.19

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: **+9.9%**



## Total FMCG sales growing 14.8% Last week vs Year ago

w.e. 22.11.20 vs w.e. 24.11.19

**340**  
FMCG  
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
19.5%	12.9%	7.9%	-8.5%

Week Ending  
24.11.19



Week Ending  
22.11.20

107.25€ Ms

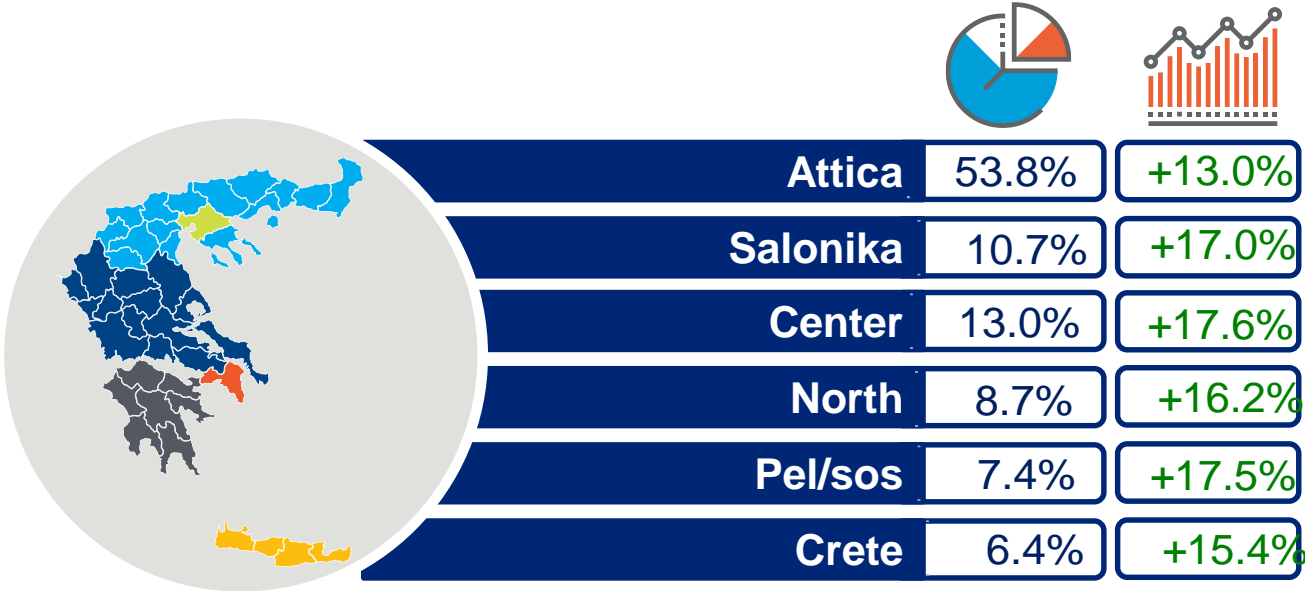


123.09€ Ms

Total FMCG industry: **+14.8%**

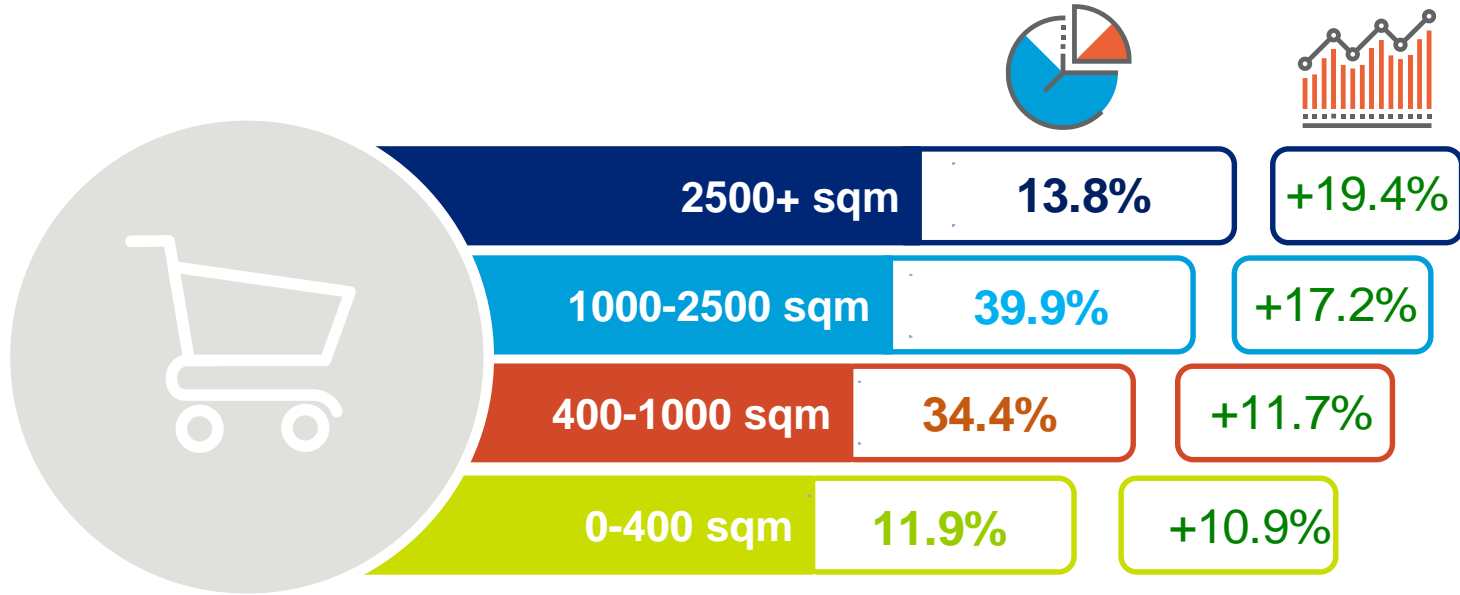
# Areas value growths and contributions

w.e. 22.11.20 vs w.e. 24.11.19



# Shop Types value growths and contributions

w.e. 22.11.20 vs w.e. 24.11.19



# THANK YOU!



**For More Information, Contact Us...**

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