

Greece

COVID-19: AFFECTING THE FMCG SALES

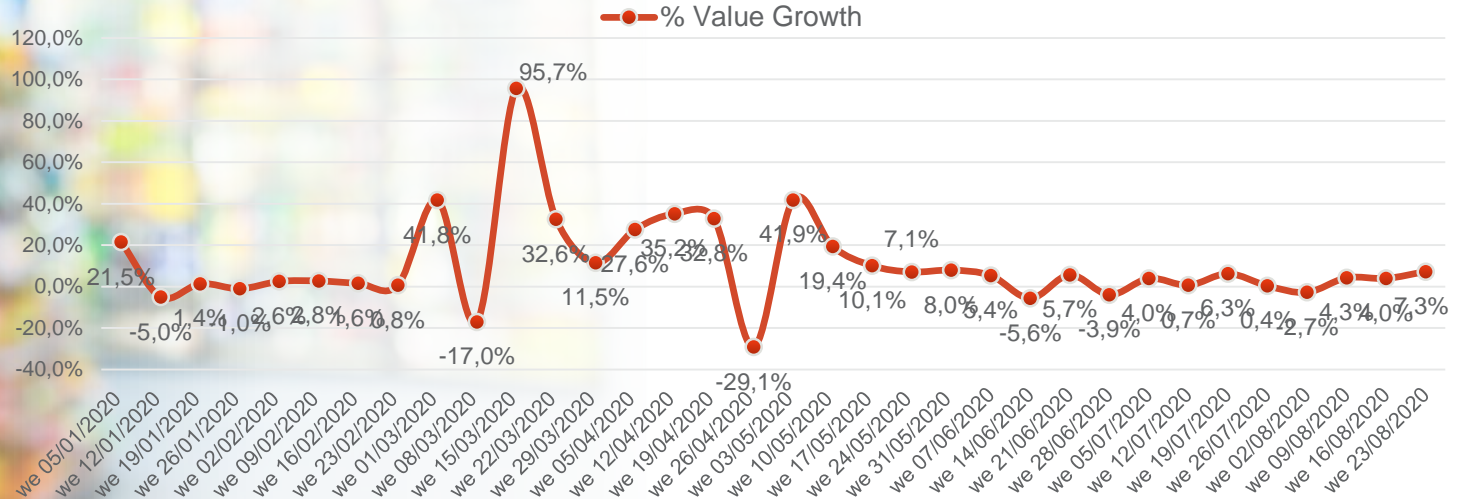
Periods Analyzed: w.e. 23.08.20 vs w.e. 25.08.19

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: **+10.1%**



Total FMCG sales growing by 7,3% Last week vs Year ago

w.e. 23.08.20 vs w.e. 25.08.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
4.4%	15.7%	8.1%	18.7%

Week Ending
25.08.19



Week Ending
23.08.20

102.78€ Ms

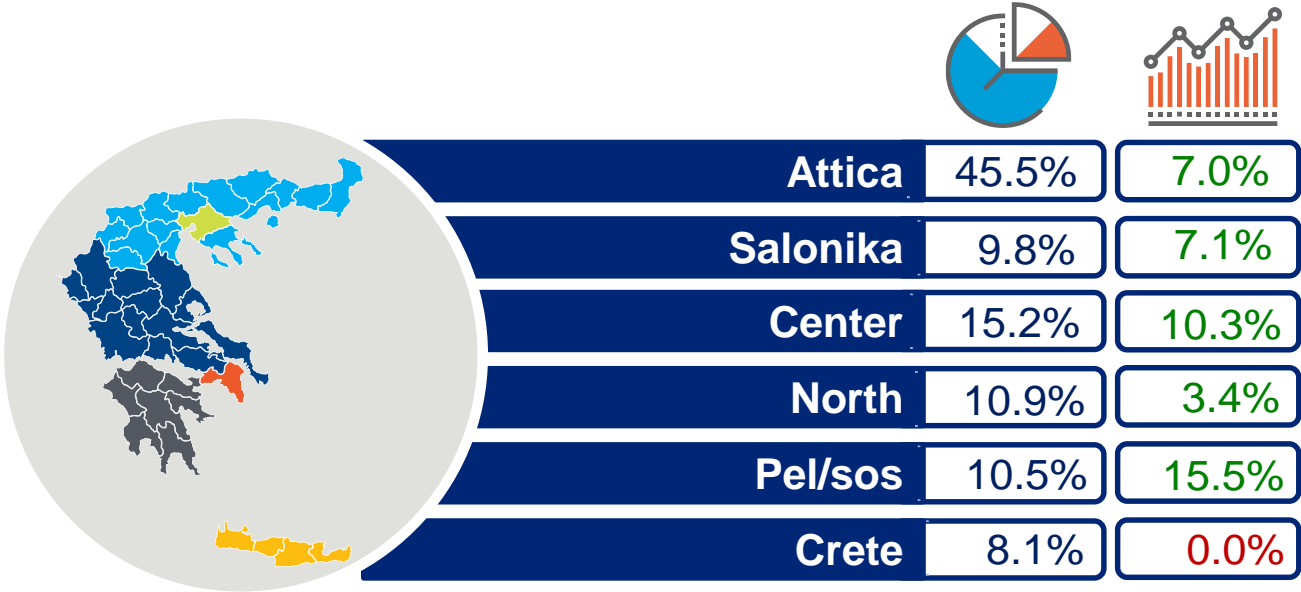


110.28€ Ms

Total FMCG industry: **7.3%**

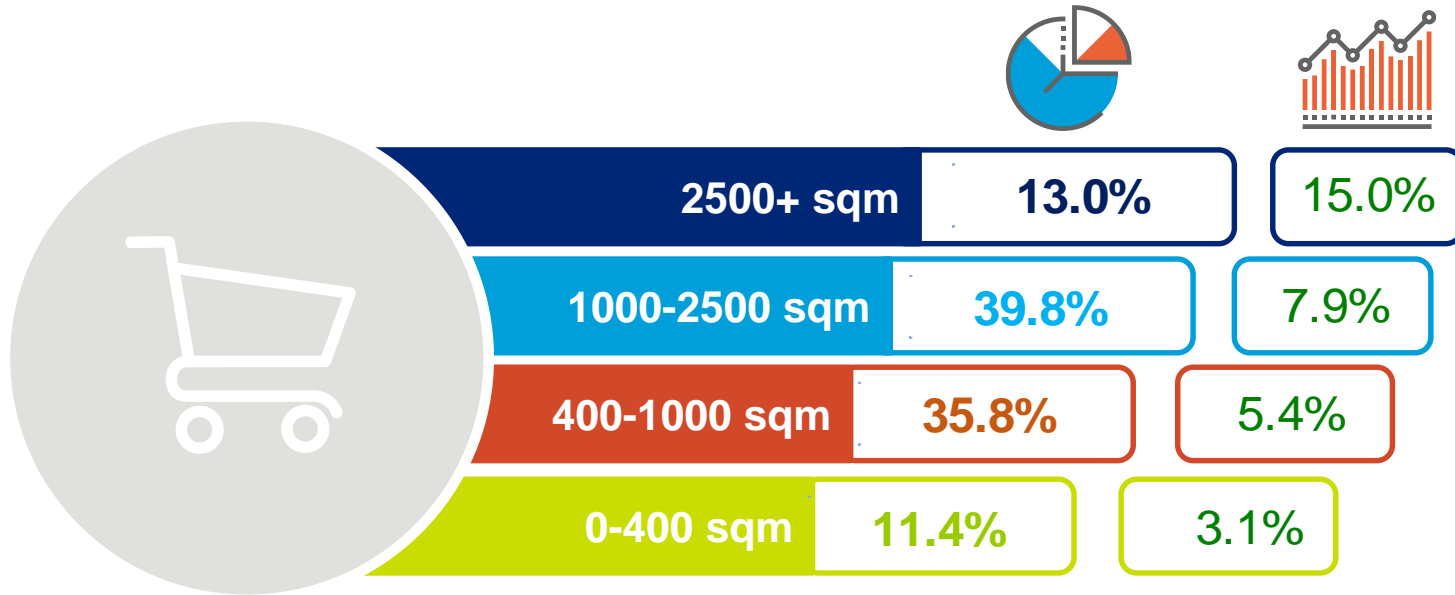
Areas value growths and contributions

w.e. 23.08.20 vs w.e. 25.08.19



Shop Types value growths and contributions

w.e. 23.08.20 vs w.e. 25.08.19



THANK YOU!



For More Information, Contact Us...

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