

Greece

COVID-19: AFFECTING THE FMCG SALES

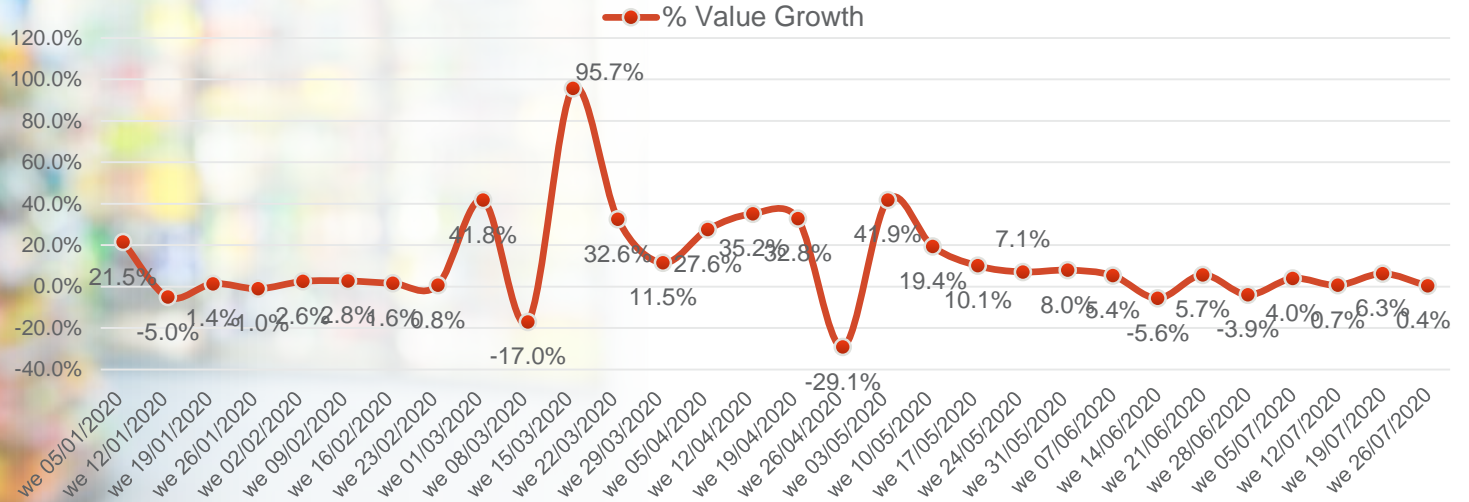
Periods Analyzed: w.e. 26.07.20 vs w.e. 28.07.19

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: **+11,0%**



Total FMCG sales are slightly growing by 0,4% Last week vs Year ago

w.e. 26.07.20 vs w.e. 28.07.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
-1.7%	7.8%	2.1%	5.3%

Week Ending
28.07.19



Week Ending
26.07.20

108,90€ Ms

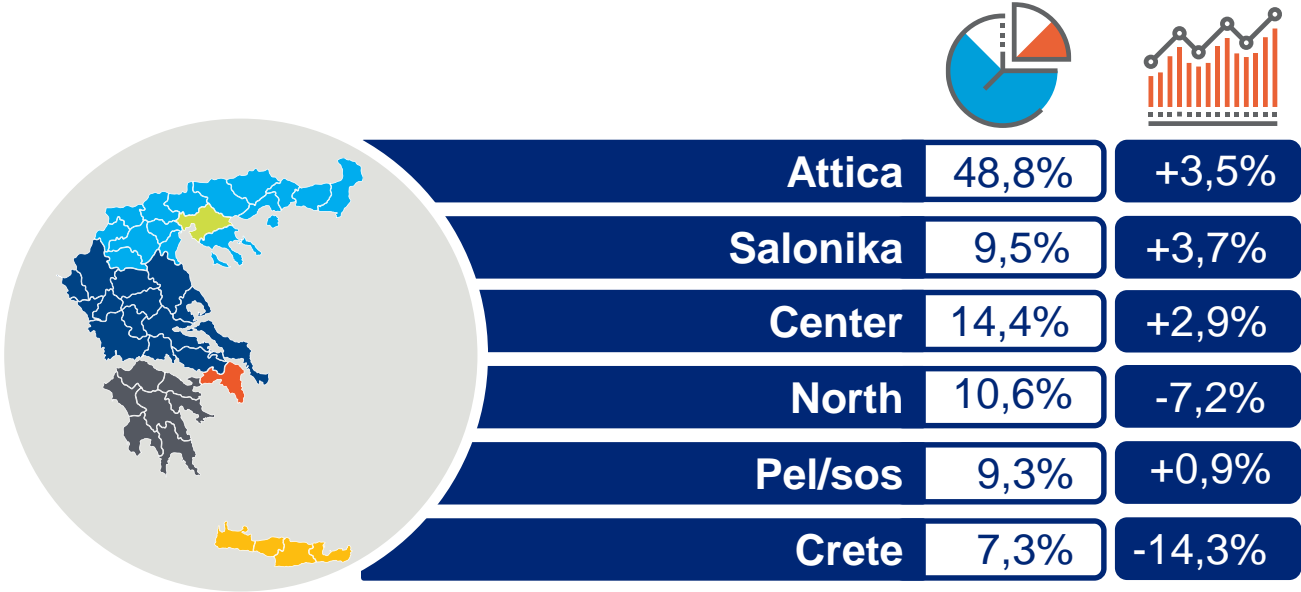


109,37€ Ms

Total FMCG industry: **+0,4%**

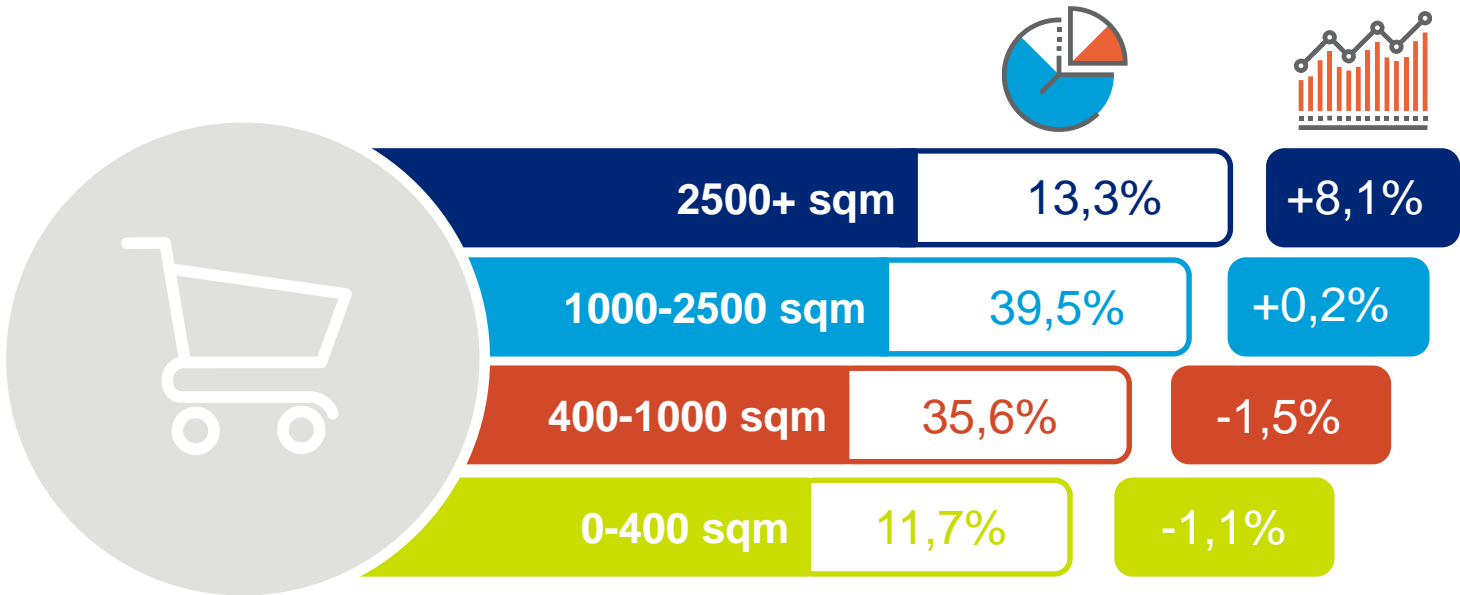
Areas value growths and contributions

w.e. 26.07.20 vs w.e. 28.07.19



Shop Types value growths and contributions

w.e. 26.07.20 vs w.e. 28.07.19



THANK YOU!



For More Information, Contact Us...

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