

Greece

COVID-19: AFFECTING THE FMCG SALES

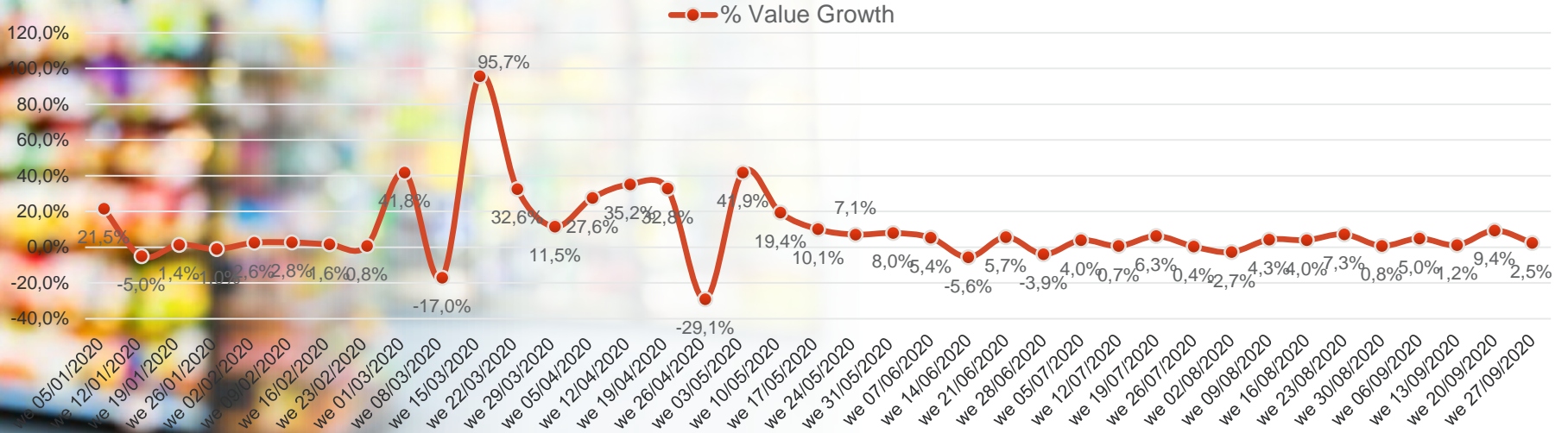
Periods Analyzed: w.e. 27.09.20 vs w.e. 29.09.19

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: **+9.3%**



Total FMCG sales growing 2.5% Last week vs Year ago

w.e. 27.09.20 vs w.e. 29.09.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
2.8%	3.5%	0.5%	2.5%

Week Ending
29.09.19



Week Ending
27.09.20

117.09€ Ms

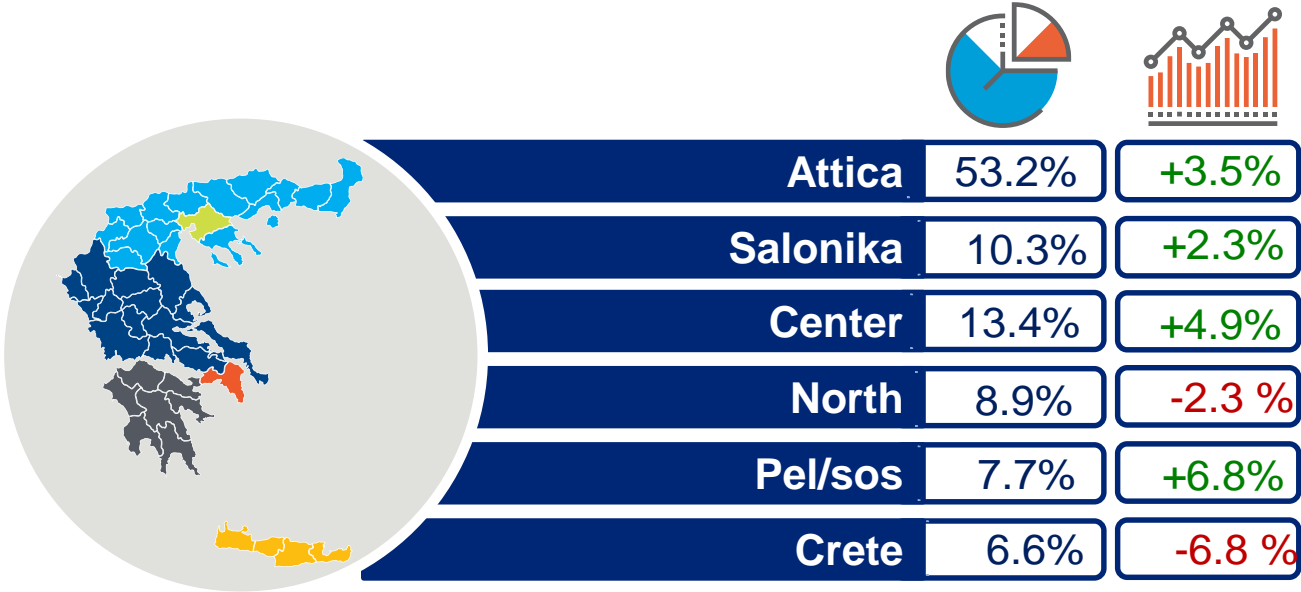


120.04€ Ms

Total FMCG industry: **+2.5%**

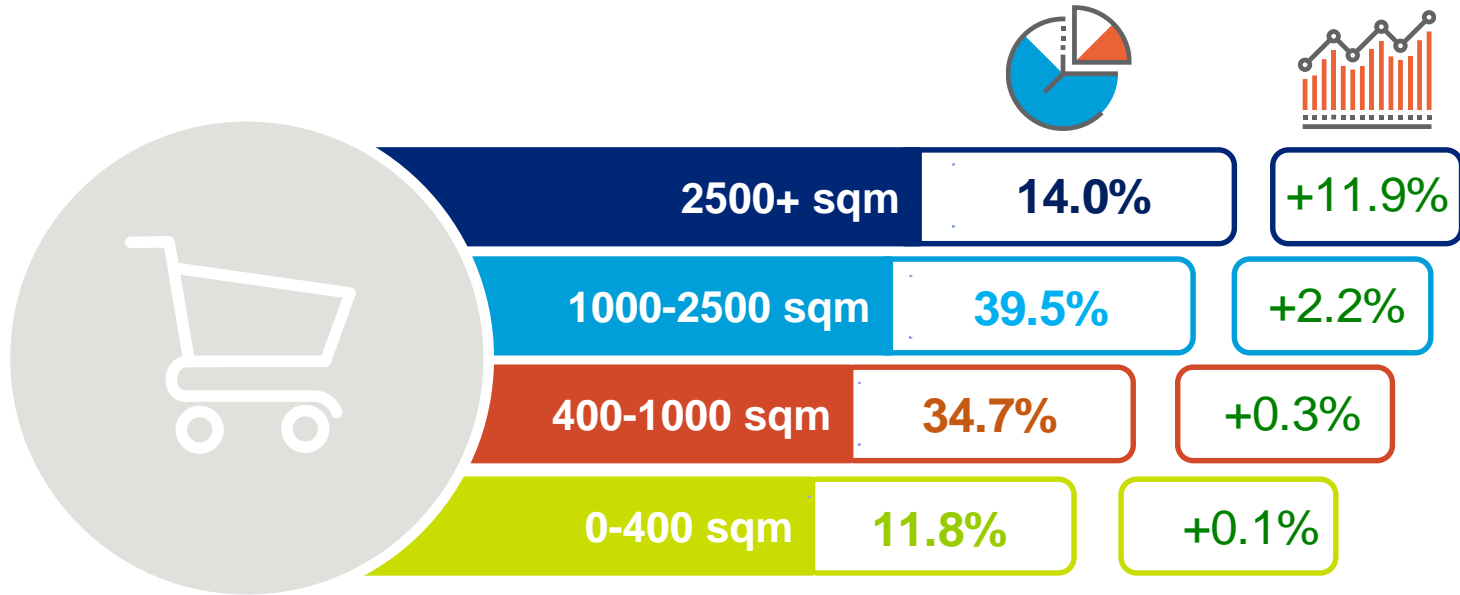
Areas value growths and contributions

w.e. 27.09.20 vs w.e. 29.09.19



Shop Types value growths and contributions

w.e. 27.09.20 vs w.e. 29.09.19



THANK YOU!



For More Information, Contact Us...

IRI Greece

31 Spartis street, Metamorfofi 144 52, Athens

Marketing.Greece@IRIworldwide.com

+30 210 27 87 600

Follow us on Twitter: [@IRI_INTL](https://twitter.com/IRI_INTL)