

Greece

COVID-19: AFFECTING THE FMCG SALES

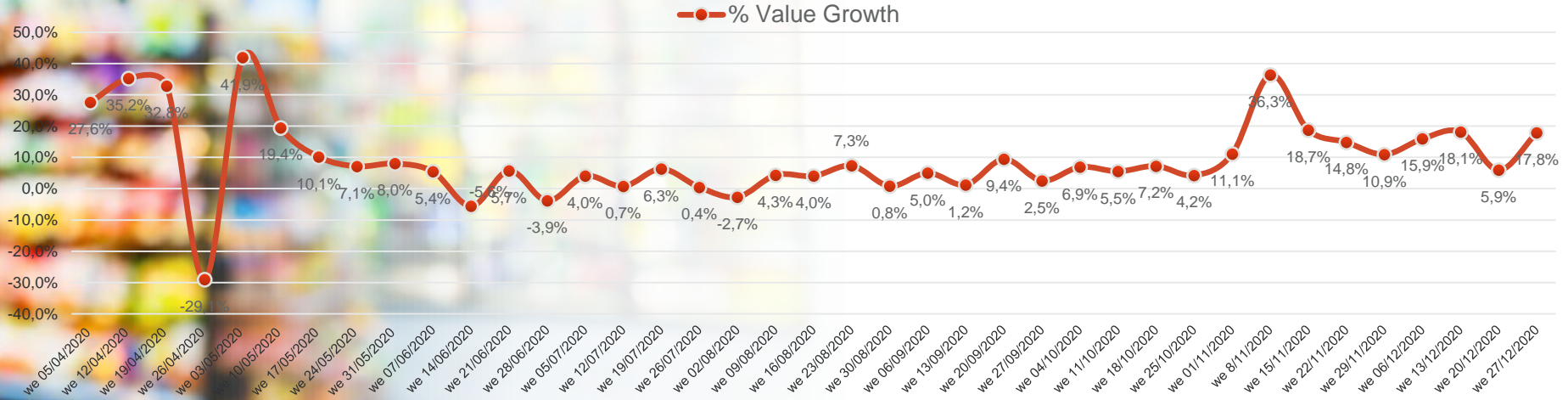
Periods Analyzed: w.e. 27.12.20 vs w.e. 29.12.19

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: **+10.3%**



Total FMCG sales growing 17.8% Last week vs Year ago

w.e. 27.12.20 vs w.e. 29.12.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
20.1%	14.7%	10.3%	12.5%

Week Ending
29.12.19



Week Ending
27.12.20

131.75€ Ms

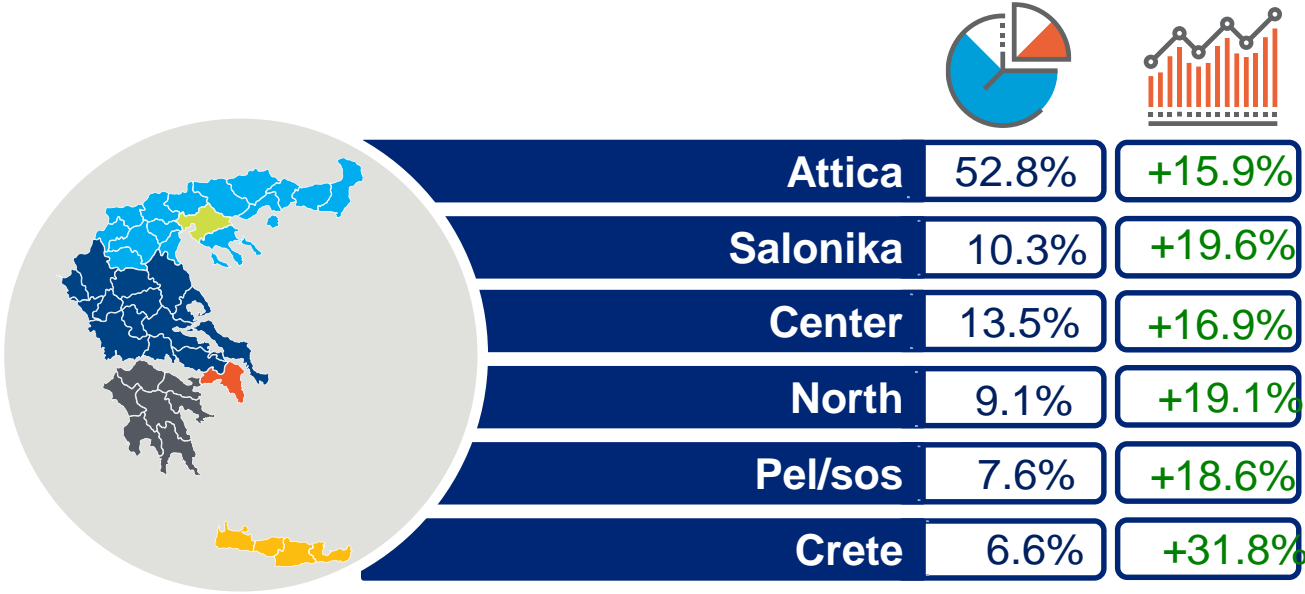


155.23€ Ms

Total FMCG industry: **+17.8%**

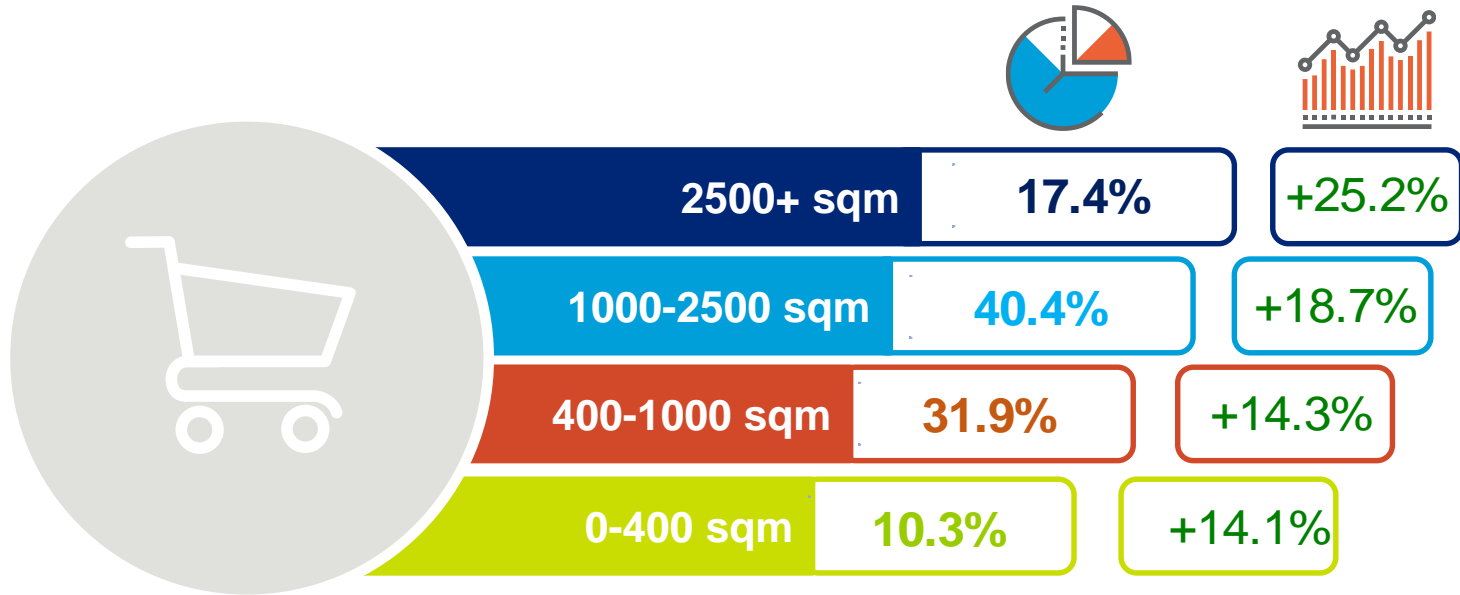
Areas value growths and contributions

w.e. 27.12.20 vs w.e. 29.12.19



Shop Types value growths and contributions

w.e. 27.12.20 vs w.e. 29.12.19



THANK YOU!



For More Information, Contact Us...

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