

Greece

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# COVID-19: AFFECTING THE FMCG SALES

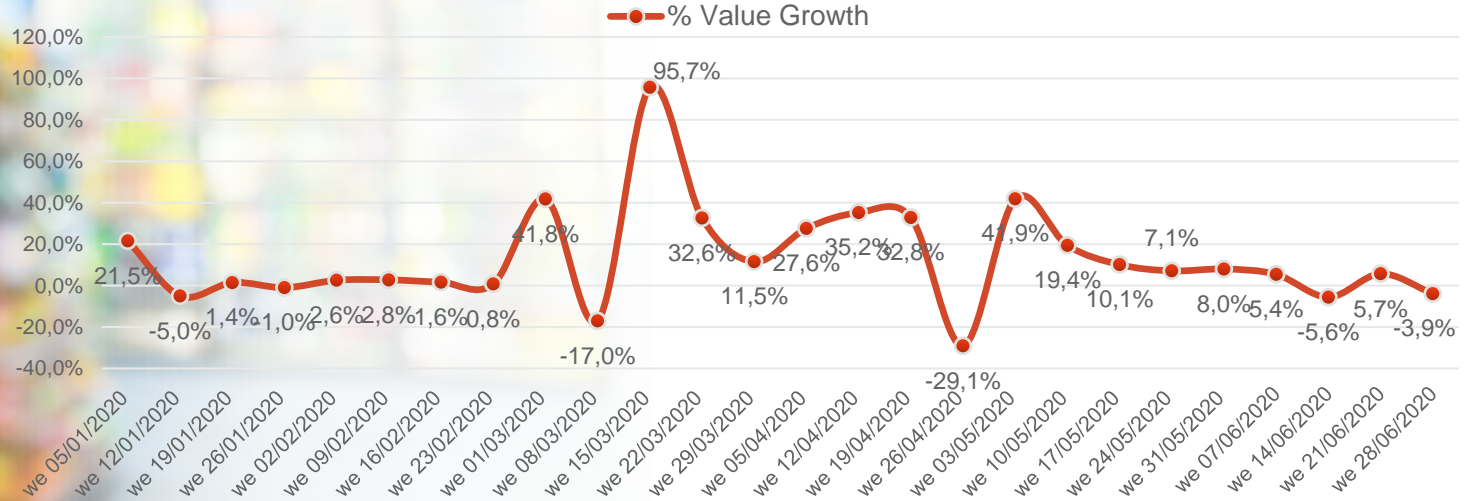
Periods Analyzed: w.e. 28.06.20 vs w.e. 30.06.19

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: **+12,2%**



# Total FMCG sales declined by -3,9% Last week vs Year ago

w.e. 28.06.20 vs w.e. 30.06.19

**340**  
FMCG  
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
-3,4%	-4,6%	-3,9%	-7,0%

Week Ending  
30.06.19



Week Ending  
28.06.20

120,23€ Ms

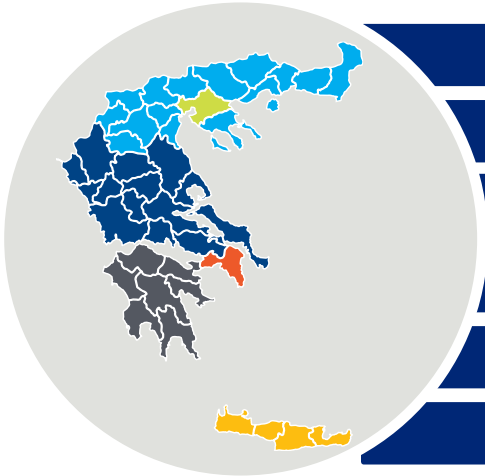


115,55€ Ms

Total FMCG industry: **-3,9%**

# Areas value growths and contributions

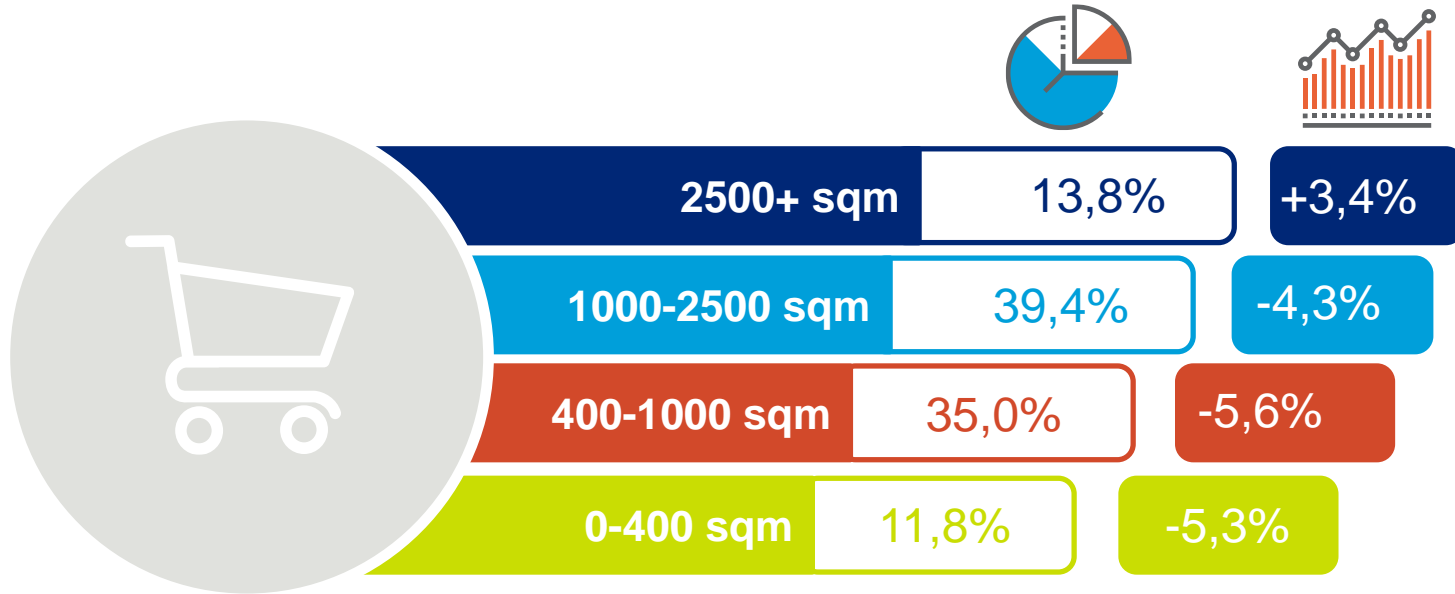
w.e. 28.06.20 vs w.e. 30.06.19



<b>Attica</b>	<b>52,6%</b>	<b>-1,6%</b>
<b>Salonika</b>	<b>10,2%</b>	<b>+0,8%</b>
<b>Center</b>	<b>13,5%</b>	<b>-3,4%</b>
<b>North</b>	<b>9,6%</b>	<b>-9,6%</b>
<b>Pel/sos</b>	<b>7,9%</b>	<b>-3,5%</b>
<b>Crete</b>	<b>6,3%</b>	<b>-19,4%</b>

# Shop Types value growths and contributions

w.e. 28.06.20 vs w.e. 30.06.19



# THANK YOU!



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

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