

Greece

COVID-19: AFFECTING THE FMCG SALES

Periods Analyzed: w.e. 29.11.20 vs w.e. 01.12.19

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: **+9.9%**



Total FMCG sales growing 10.9% Last week vs Year ago

w.e. 29.11.20 vs w.e. 01.12.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
18.6%	9.3%	9.0%	-26.3%

Week Ending
01.12.19



Week Ending
29.11.20

121.03€ Ms

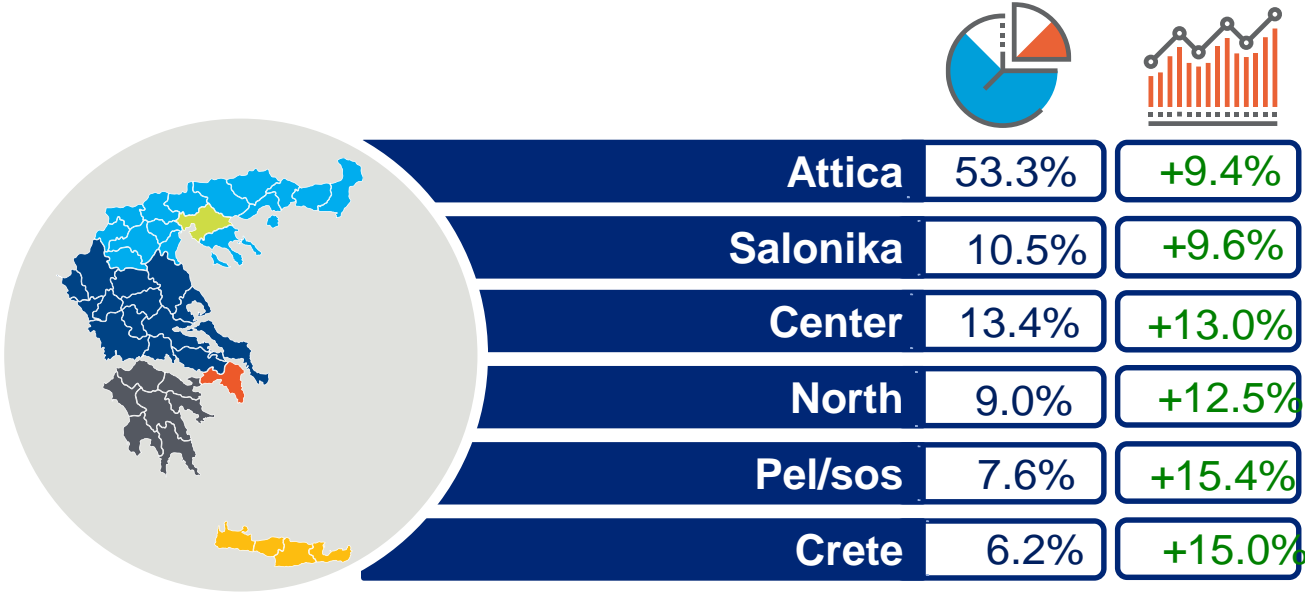


134.25€ Ms

Total FMCG industry: **+10.9%**

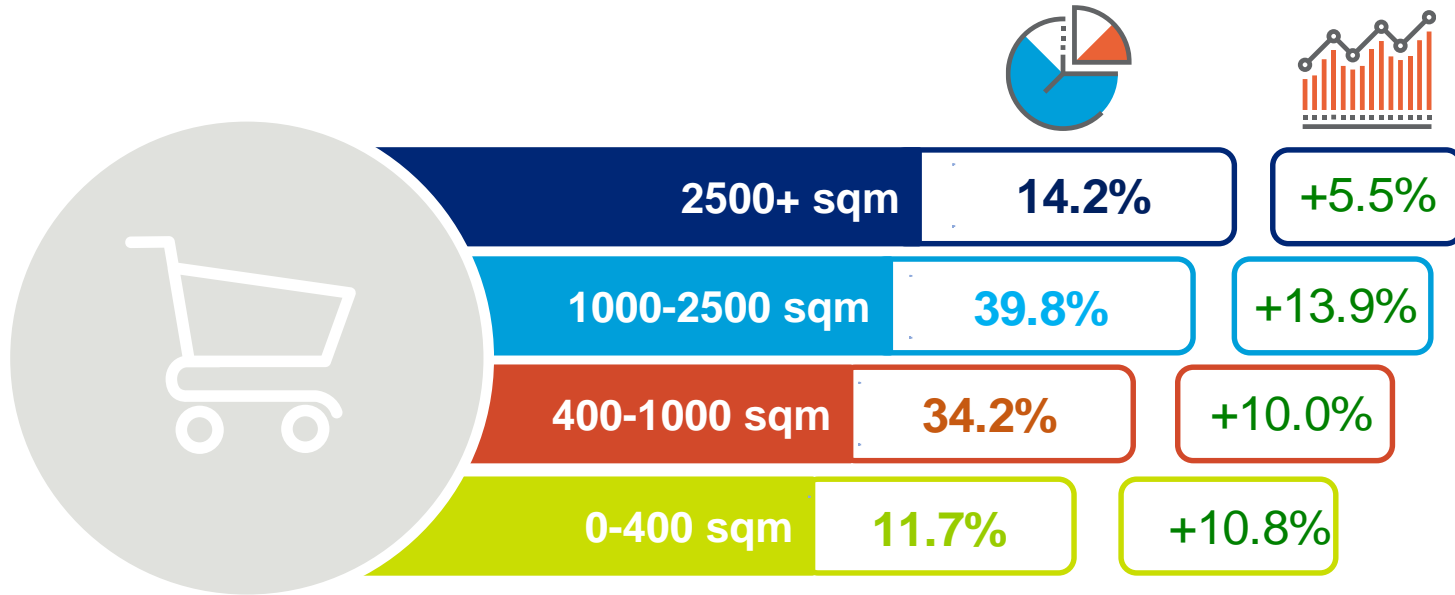
Areas value growths and contributions

w.e. 29.11.20 vs w.e. 01.12.19



Shop Types value growths and contributions

w.e. 29.11.20 vs w.e. 01.12.19



THANK YOU!



For More Information, Contact Us...

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