

Greece

COVID-19: AFFECTING THE FMCG SALES

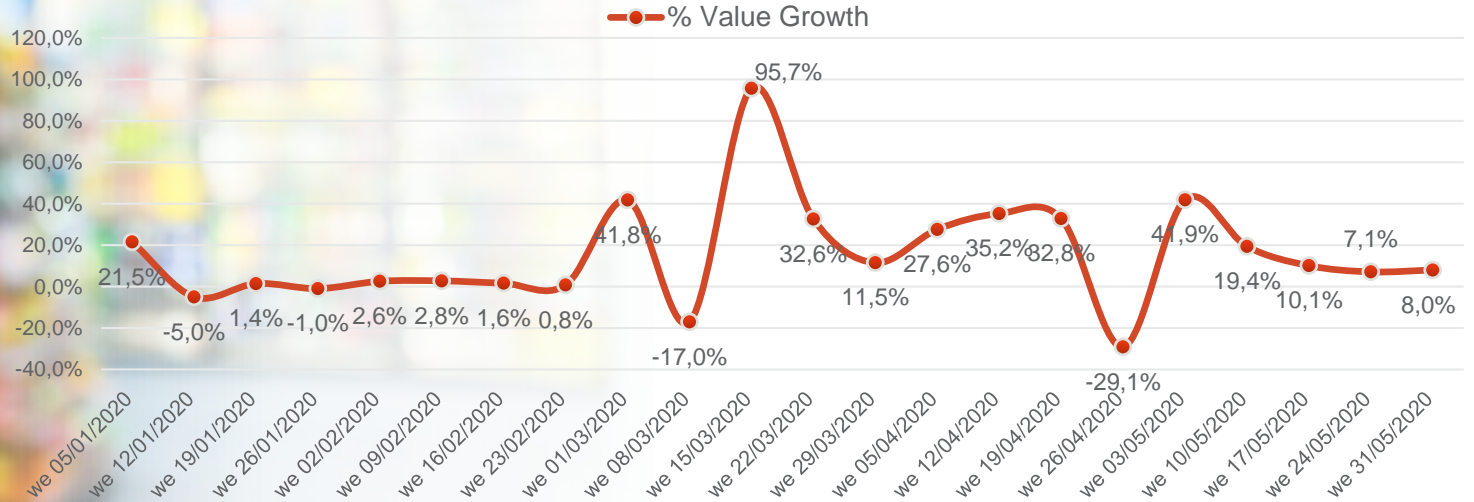
Periods Analyzed: w.e. 31.05.20 vs w.e. 02.06.19

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: **+14,4%**



Total FMCG sales increased by 8,0% Last week vs Year ago

w.e. 31.05.20 vs w.e. 02.06.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
10,4%	1,9%	2,0%	6,0%

Week Ending
02.06.19



Week Ending
31.05.20

115,15€ Ms

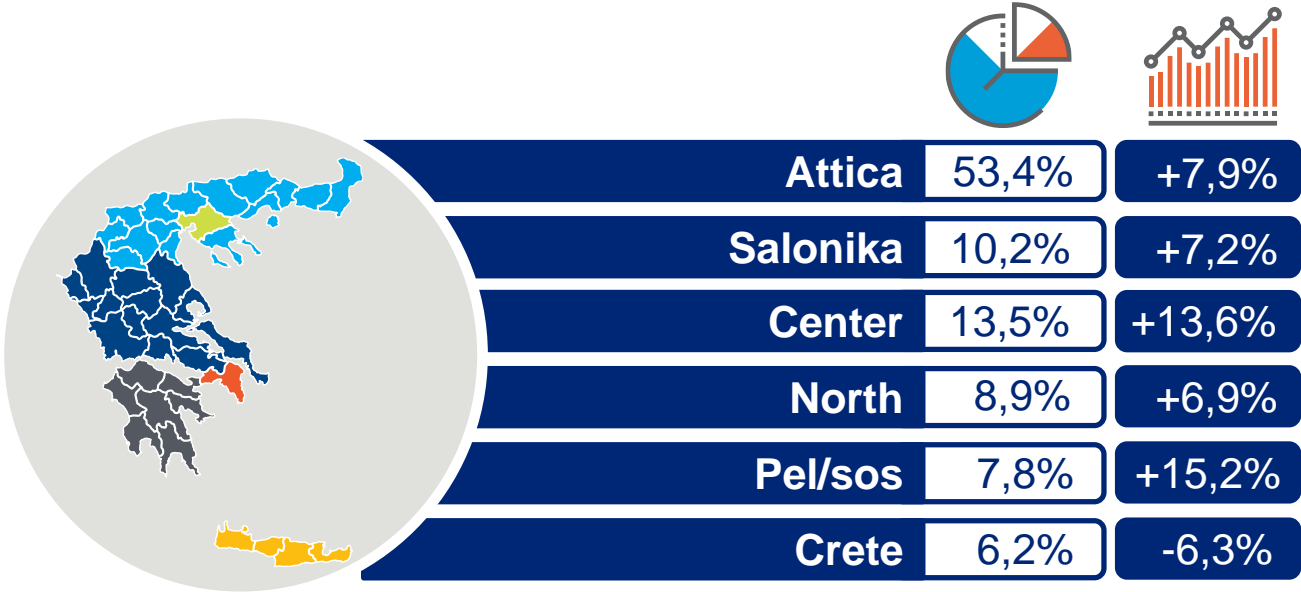


124,33€ Ms

Total FMCG industry: **+ 8,0%**

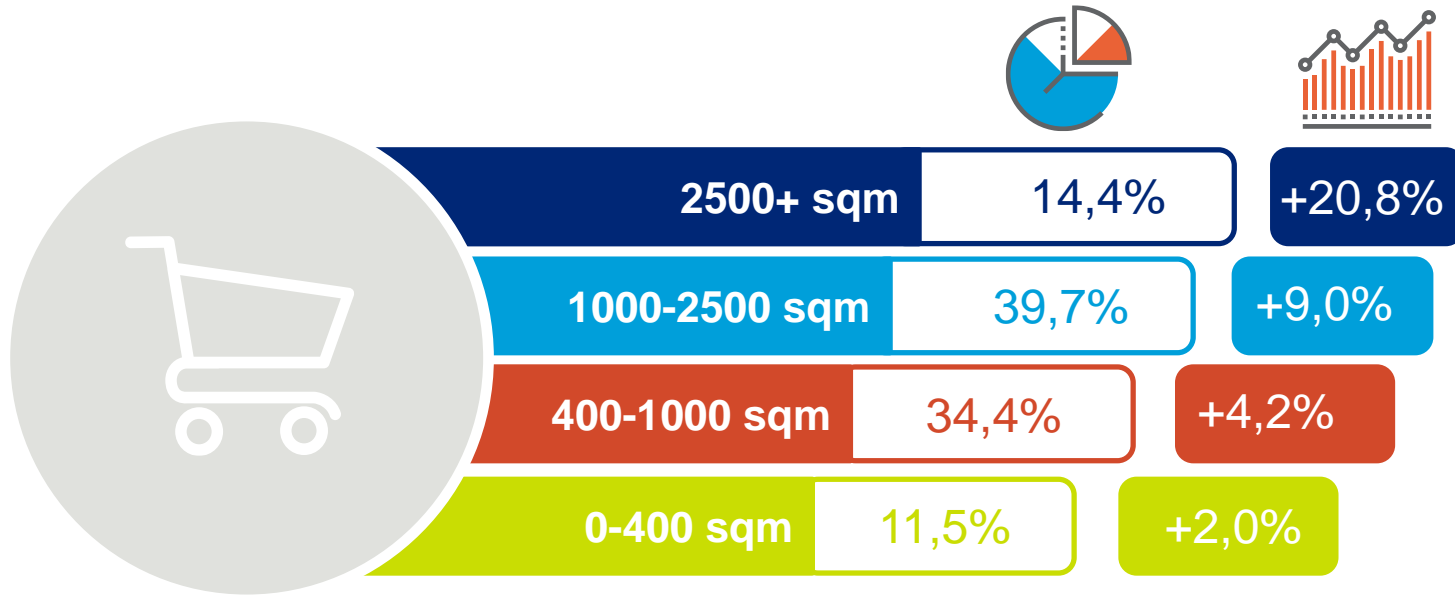
Areas value growths and contributions

w.e. 31.05.20 vs w.e. 02.06.19



Shop Types value growths and contributions

w.e. 31.05.20 vs w.e. 02.06.19



THANK YOU!



For More Information, Contact Us...

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