

Greece

# IRI ANALYSIS ON CORONAVIRUS EFFECT

Week Ending 01/03/20 vs 03/03/19

Total FMCG sales increased by 41,8%, while main 54 categories increased by 65,9% in total

**54**  
CATEGORIES

Household

Food

Personal Hygiene  
& Care

12

28

14

Week Ending  
03.03.19



Week Ending  
01.03.20

36,71€ Ms

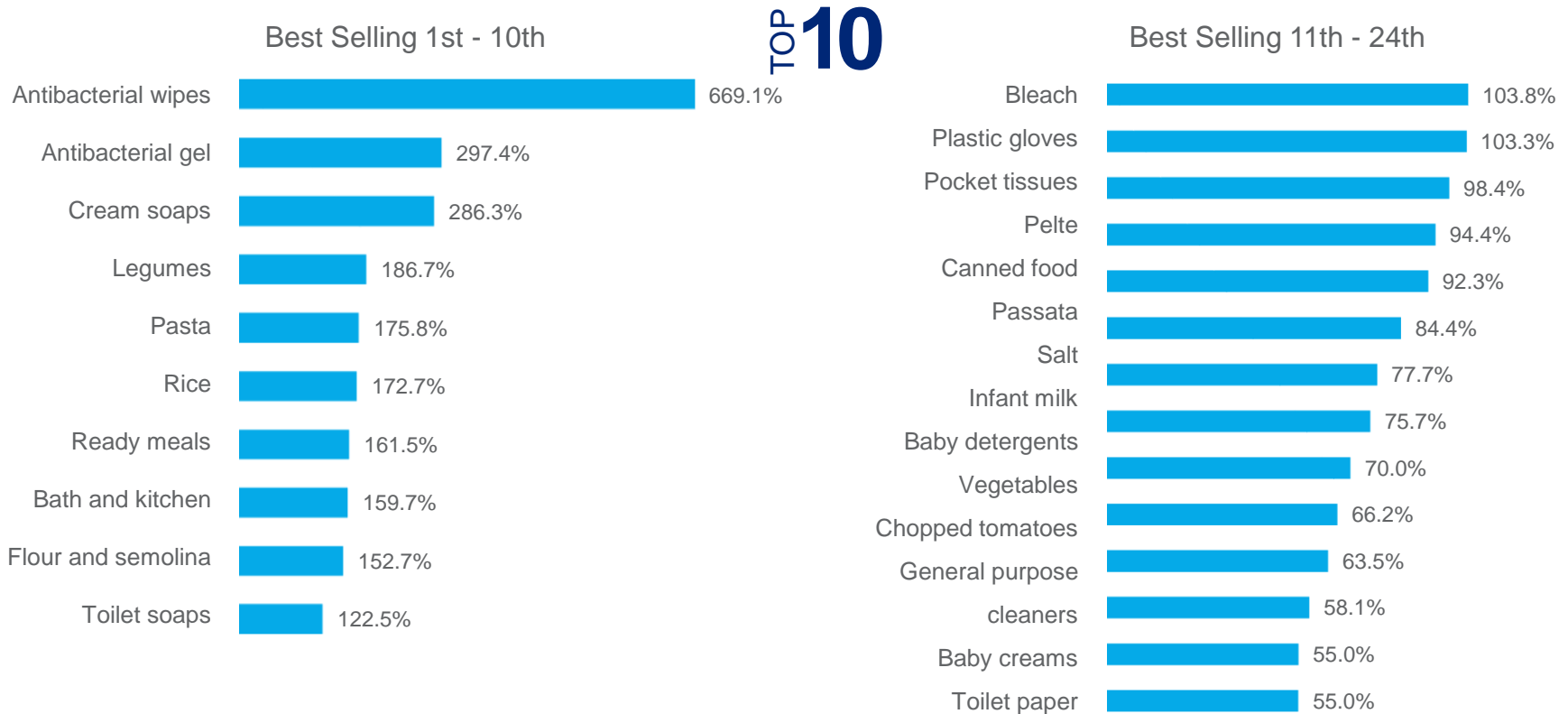


**+65,9%**

60,91€ Ms

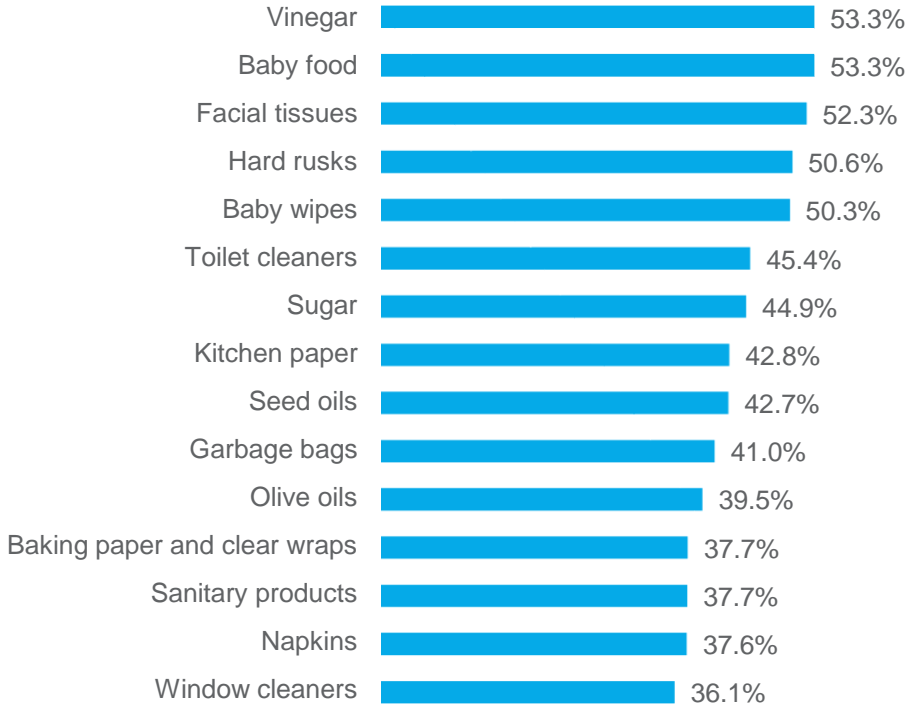
Total FMCG industry: **+41,8%**

# Coronavirus impact on FMCG Sales

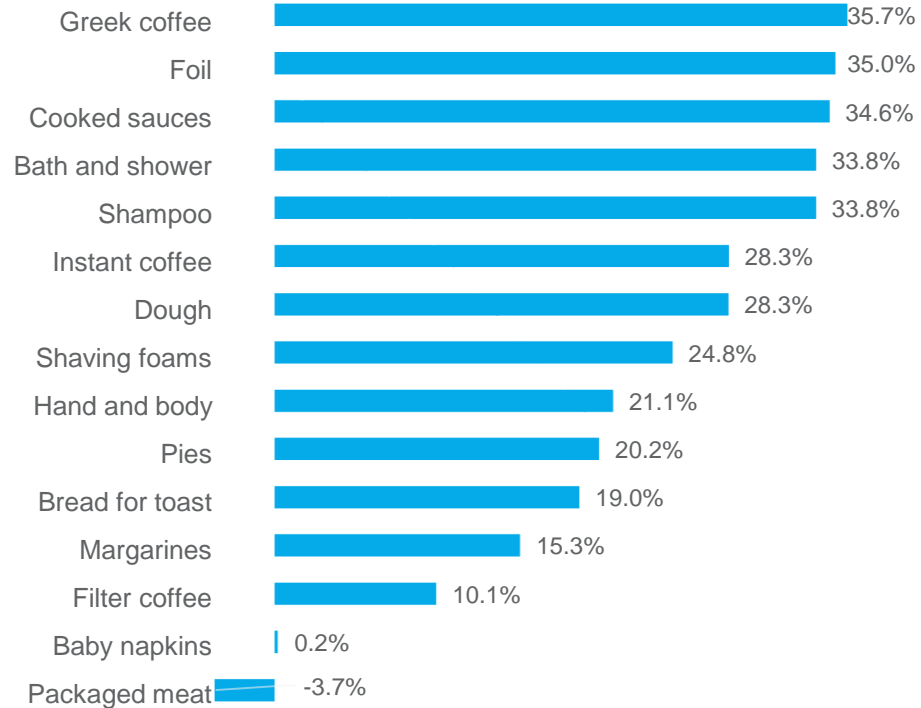


# Coronavirus impact on FMCG Sales

## Best Selling 25th - 39th



## Best Selling 40th - 54th



# THANK YOU!



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

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