

Country: Greece

COVID-19: Affecting the FMCG Sales



Periods Analyzed:

- ✓ YTD Covid -19 (Monday 24.02.20 – Sunday 15.03.20) vs YTD, YA Covid -19 (Monday 25.02.19 – Sunday 17.03.19)
- ✓ w.e. 15.03.20 vs 17.03.19



Source: IRI InfoScan, HM/SM + Bazaar (Mainland & Crete)/
Random Weight not Included

Covid -19 affects extremely positively FMCG Sales

uplift in sales in YTD – extremely affected by last week

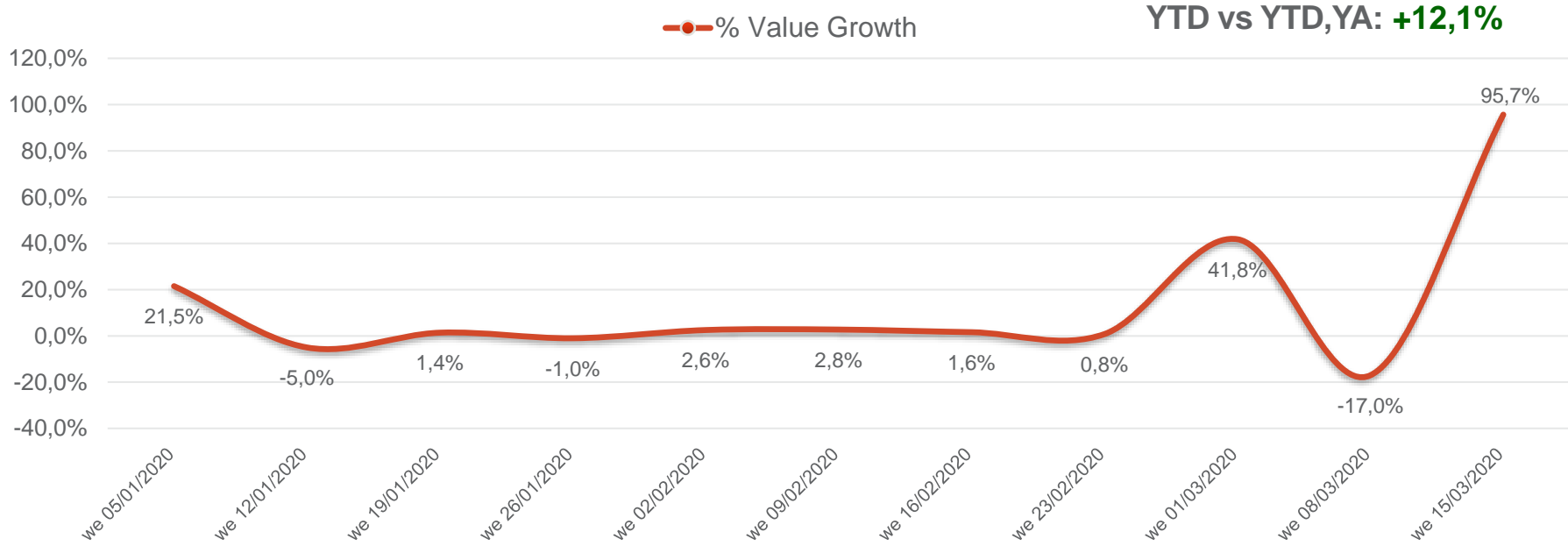
SM/HM FMCG industry

Period	Growth
YTD vs YTD, YA	+12,1%
YTD Covid 19 vs YTD, YA Covid 19	+35,9%
we 15/03/2020 vs we 17/03/2019	+95,7%

- **During YTD Covid -19 vs Year Ago**, including among all seasonality of weeks Before and After Clean Monday, we observe **+35,9 uplift** in FMCG Sales
- **Household & HBA** seem to lead the growth during Covid -19 Period
- Incredible **increase** in sales during **last week by +95,7%**

Weekly Value Sales Trends for SM/HM 2020

HM/SM Weekly Value Sales Trends (calendar weeks comparison)



Total FMCG Sales increased by 35,9% in YTD Covid -19 vs Year Ago

YTD Covid -19 vs YTD, YA Covid -19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
+31,0%	+63,4%	+59,6%	+6,0%

2019

Period:
Monday 25.02.19 –
Sunday 17.03.19



2020

Period:
Monday 24.02.20 –
Sunday 15.03.20

341,95€ Ms

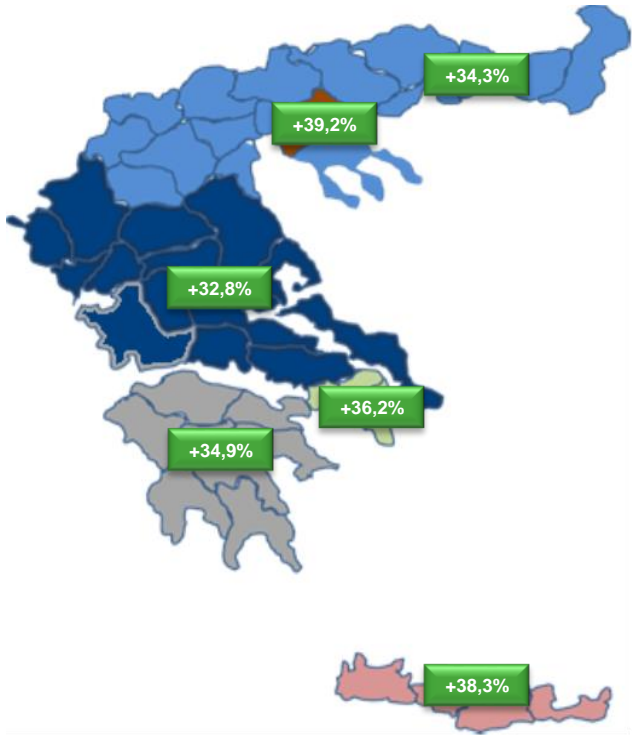


464,76€ Ms

Total FMCG industry: **+35,9%**

Areas value growths and contributions : Salonica manages the highest increase in sales

YTD Covid -19 vs YTD, YA Covid -19



Areas Contribution

Total Greece	464,76€ Ms	+/- pp
Attica	54,8	+0,1
Salonica	10,5	+0,2
Center	12,8	-0,3
North	8,6	-0,1
Pel/Sos	7,3	-0,1
Crete	6,0	+0,1

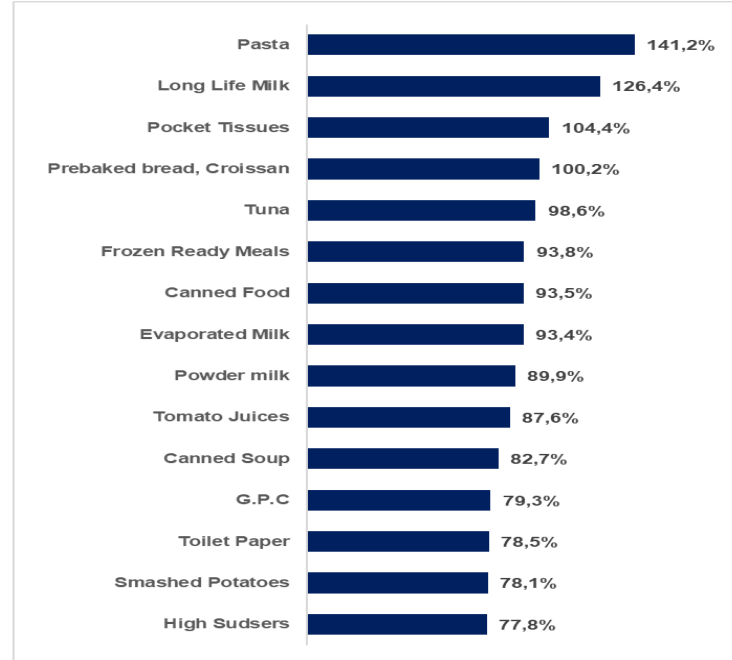
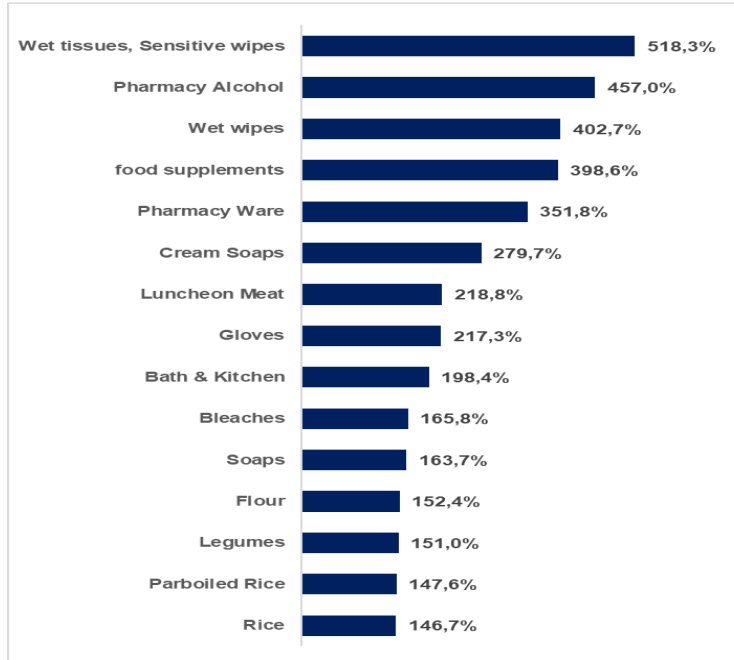
COVID-19 impact on FMCG value sales for major categories

YTD Covid -19 vs YTD, YA Covid -19

Best Selling 1st - 15th

TOP 15

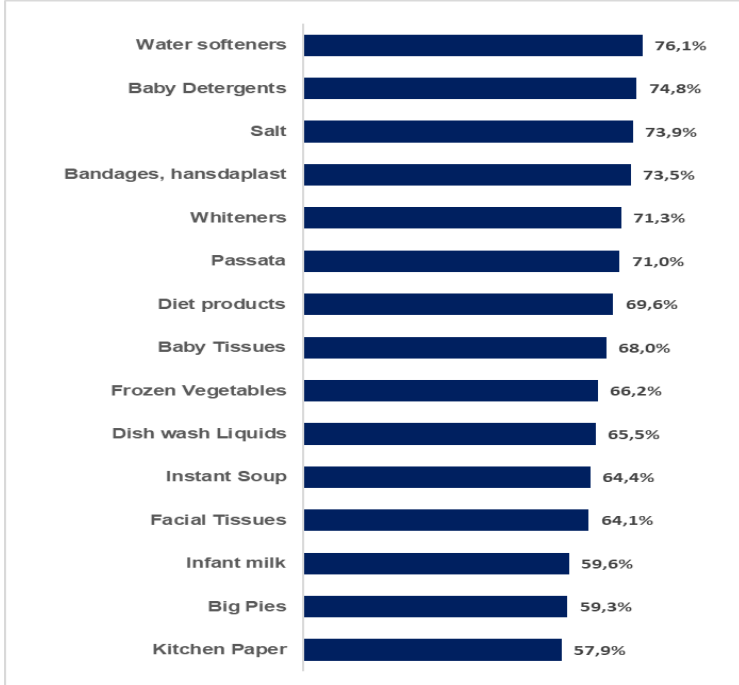
Best Selling 16th - 30th



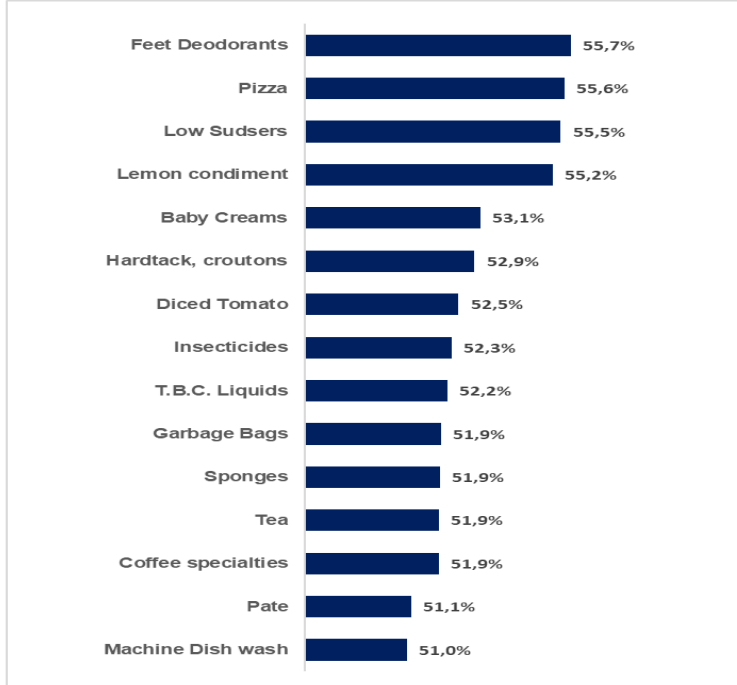
COVID-19 impact on FMCG value sales for major categories

YTD Covid -19 vs YTD, YA Covid -19

Best Selling 31st - 45th



Best Selling 46th - 60th



Total FMCG sales increased by +95,7%. Household & Personal Care/Hygiene over-double their sales

15.03.20 vs 17.03.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
+86,9%	+154,9%	+134,2%	+26,2%

Week Ending
17.03.19



Week Ending
15.03.20

98,08€ Ms

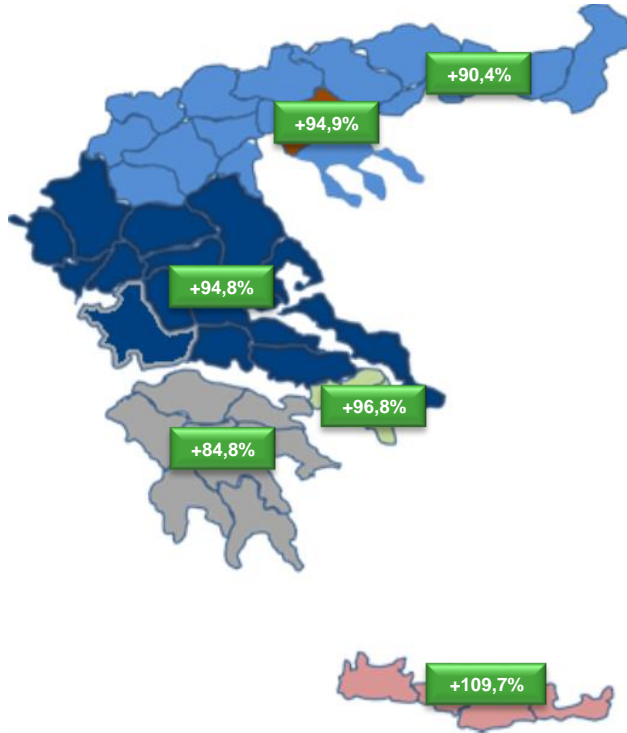


191,92€ Ms

Total FMCG industry: **+95,7%**

Areas value growths and contributions : Highest growth for Crete

15.03.20 vs 17.03.19



Areas Contribution

Total Greece	191,92€ Ms	+/- pp
Attica	54,8	+0,3
Salonica	10,5	0,0
Center	12,8	-0,1
North	8,7	-0,2
Pel/Sos	6,9	-0,4
Crete	6,4	+0,4

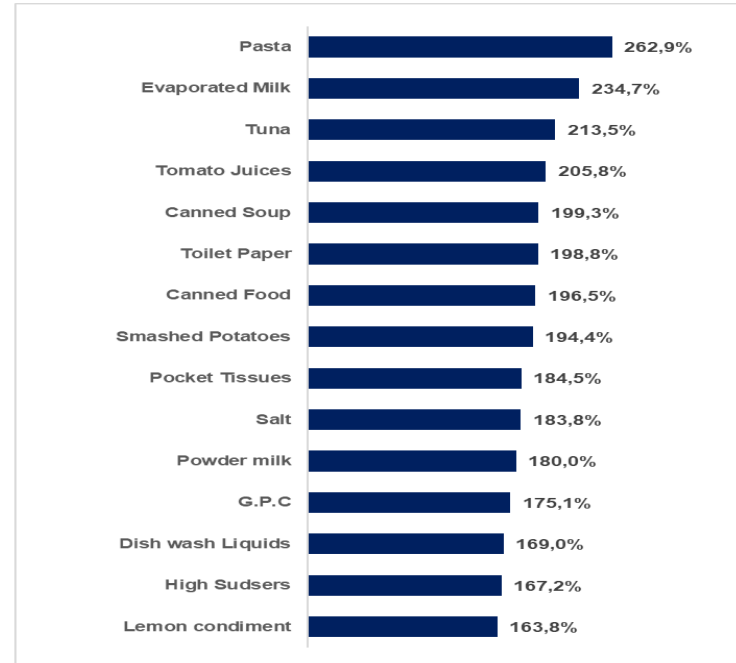
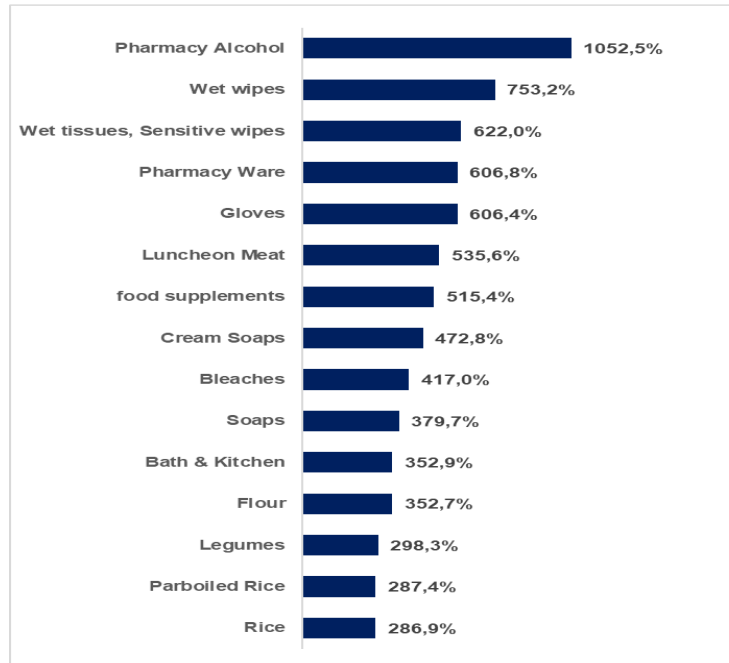
COVID-19 impact on FMCG value sales for major categories

15.03.20 vs 17.03.19

Best Selling 1st - 15th

TOP 15

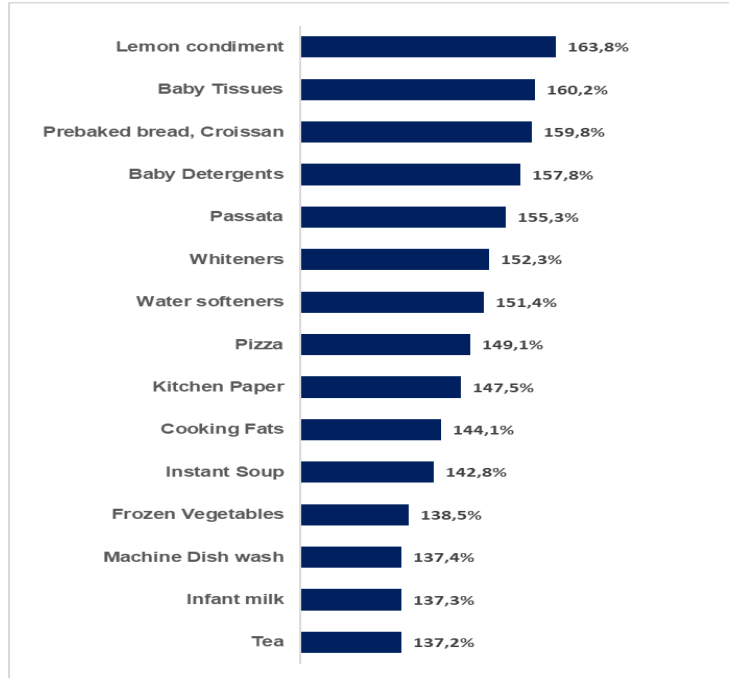
Best Selling 16th - 30th



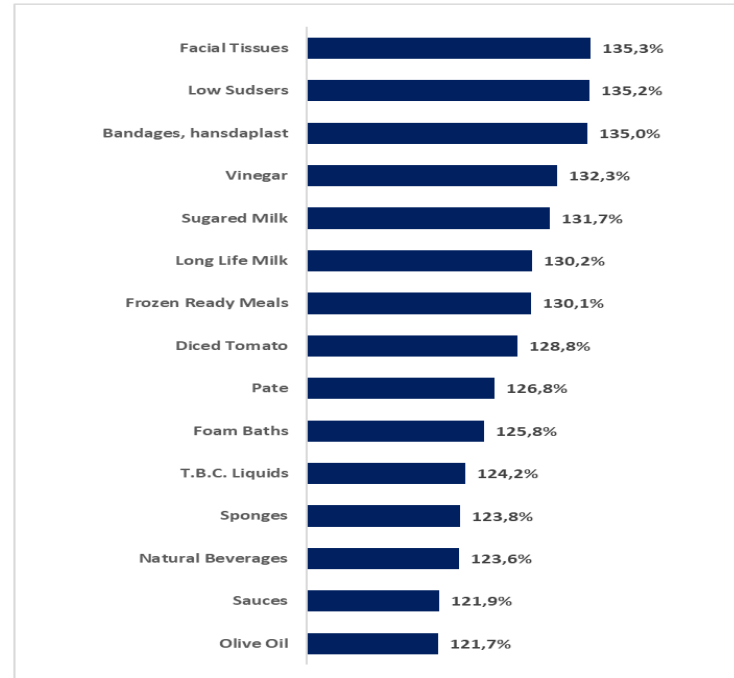
COVID-19 impact on FMCG value sales for major categories

15.03.20 vs 17.03.19

Best Selling 31st - 45th



Best Selling 46th - 60th



THANK YOU!



For More Information, Contact Us...

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