

IT Industry Update

4th November 2020
CONTEXT Weekly IT Industry Forum



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US ELECTION SPECIAL

02

TOP TREND REPORTS TO WEEK 43

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S AFRICA REVIEW – MOHAMED LAHER (COUNTRY
DIRECTOR, S AFRICA)

04

PC's INSIGHT – MARIE-CHRISTINE PYGOTT (SENIOR ANALYST,
PERSONAL SYSTEMS)

05

WEEKS OF STOCK

MONTHLY/QUARTERLY REPORTS

01

MONTHLY/QUARTERLY REVIEW

Month/quarter actual trends by country, category and vendor compared to prior year

02

QUARTERLY GUIDANCE

Guidance for the current quarter by business area compared to prior year and previous quarter

03

PRODUCT PRICE INDICES/**WEEKS OF STOCK**

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

04

RESELLER METRICS

Reseller numbers showing active resellers sold to by distribution in each monthly period

ELECTION SPECIAL - IMPACT ON TECH

CONTEXT

The end of
the Bull
market?

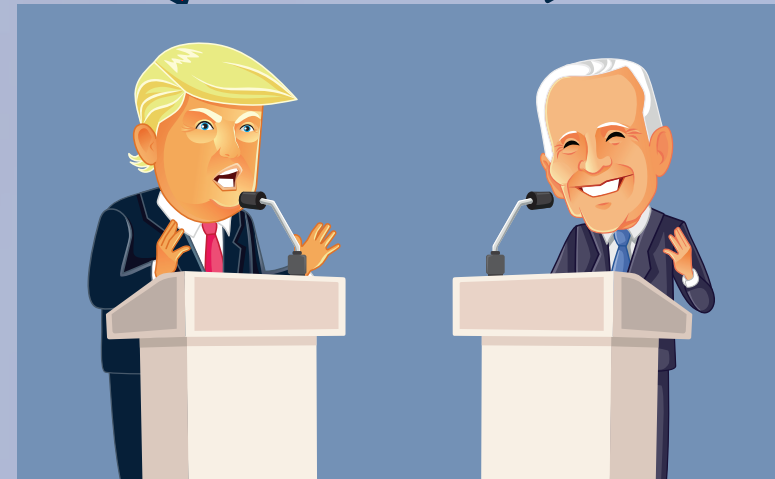


Tech antitrust
legislation
Solar power and
renewables

Tax rates up
Data privacy focus
China détente
Immigration relaxation



Investors will be
searching for
durable value



Huge stimulus
package is on the
way



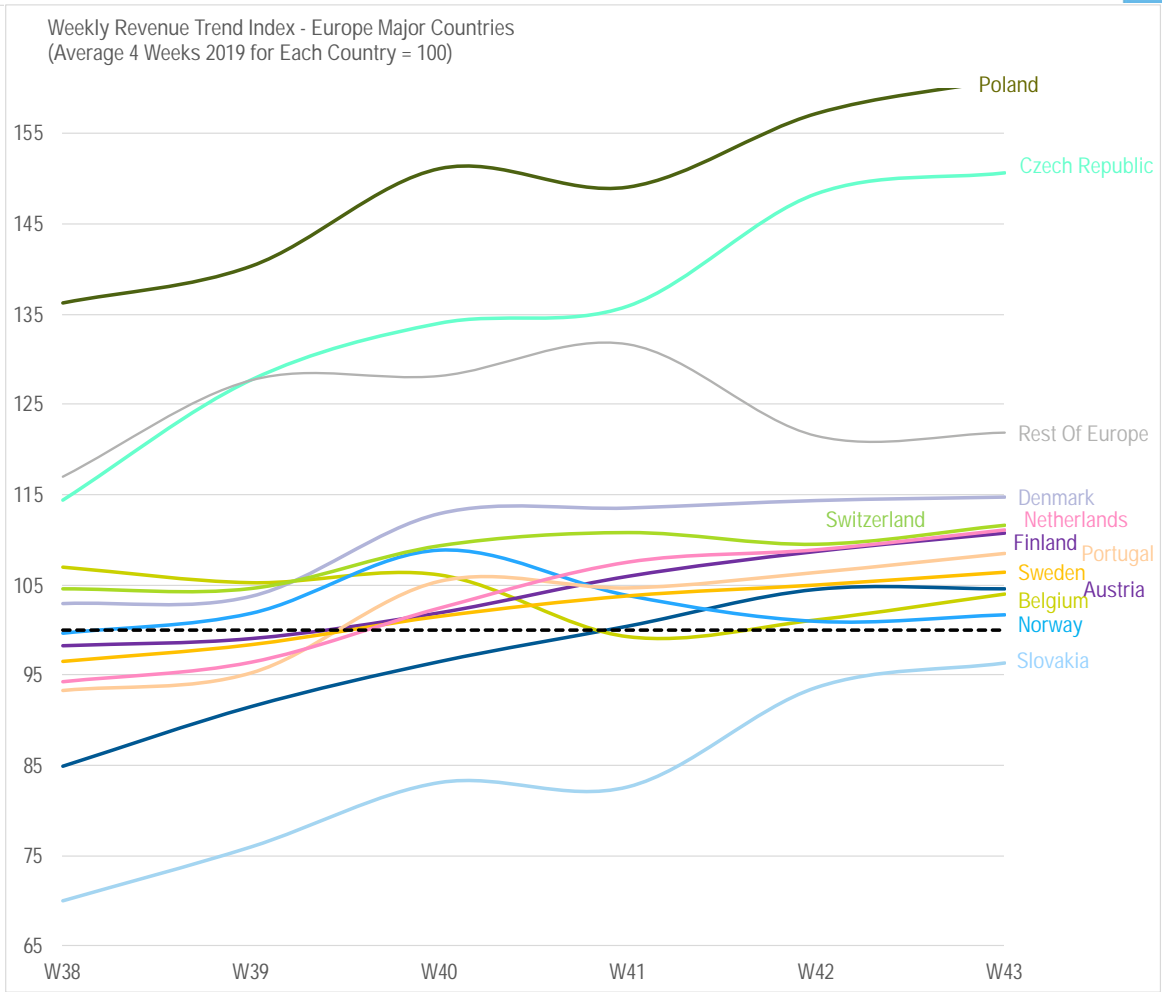
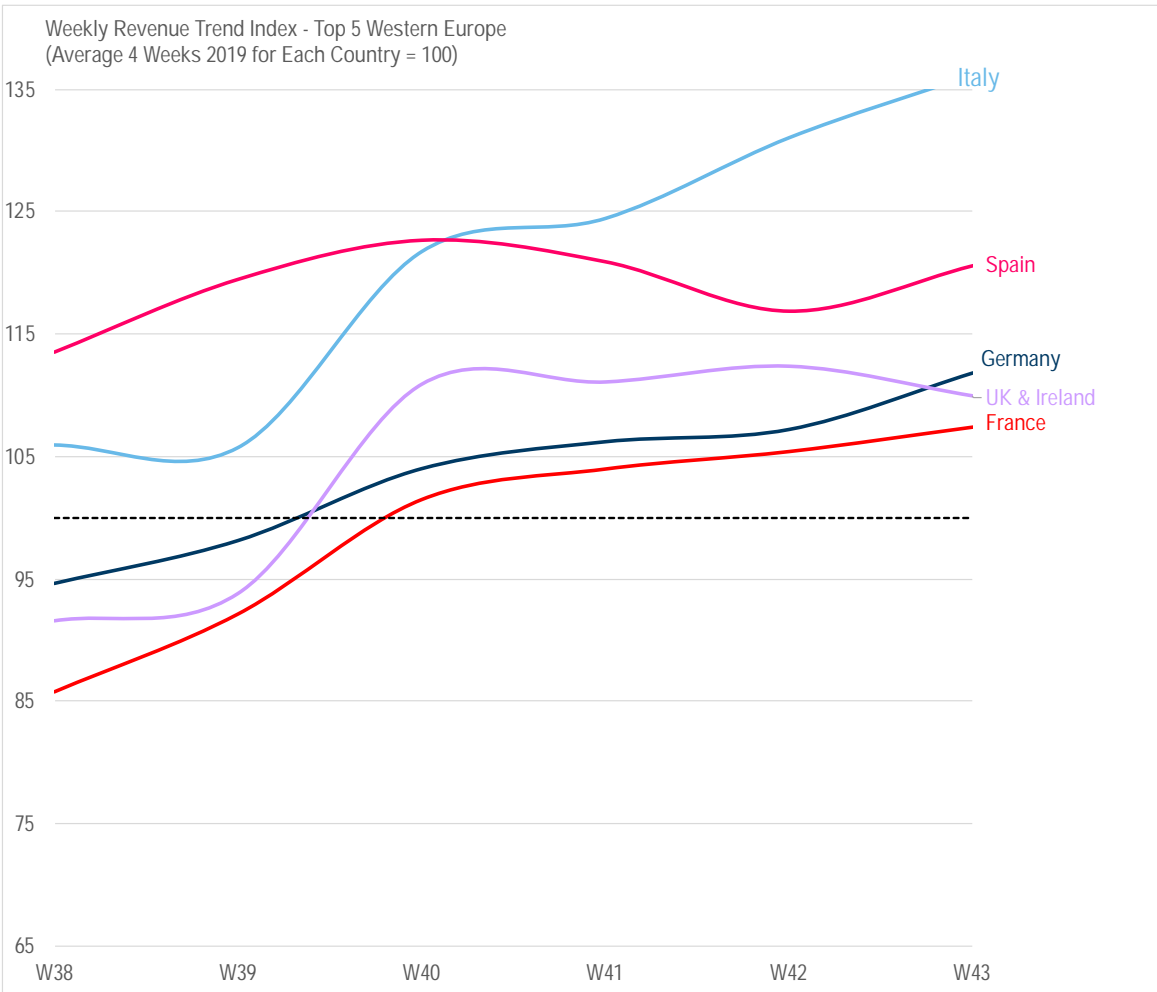
TOP TRENDS LEADING UP TO WEEK 43

PANEL UPDATE - CHANGES TO WEEKLY REPORTS



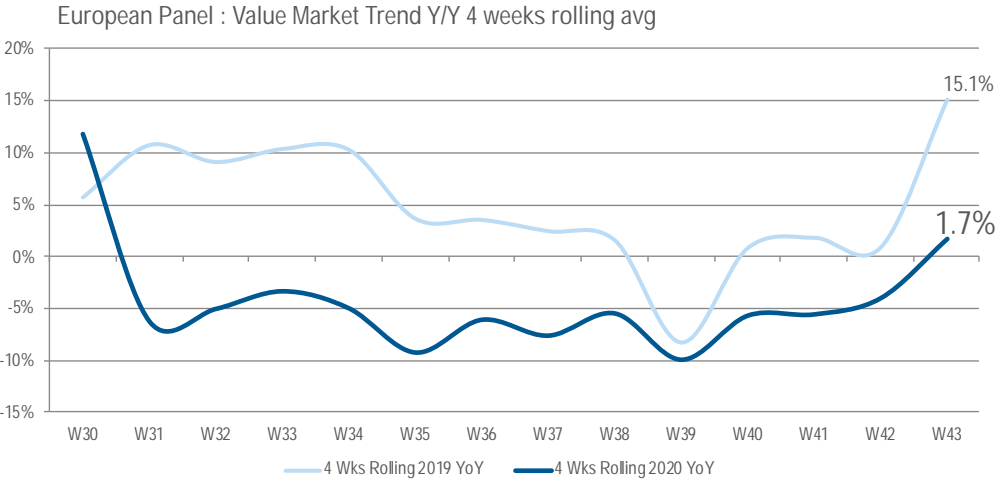
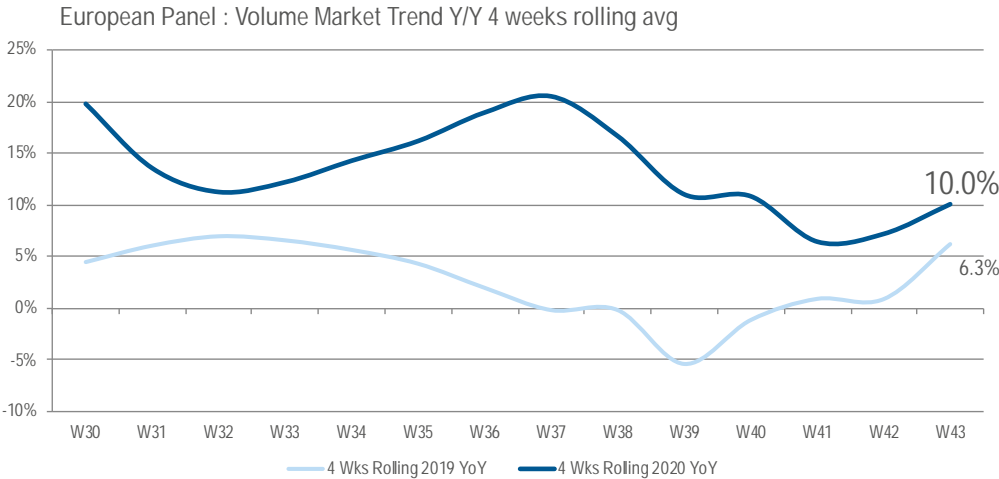
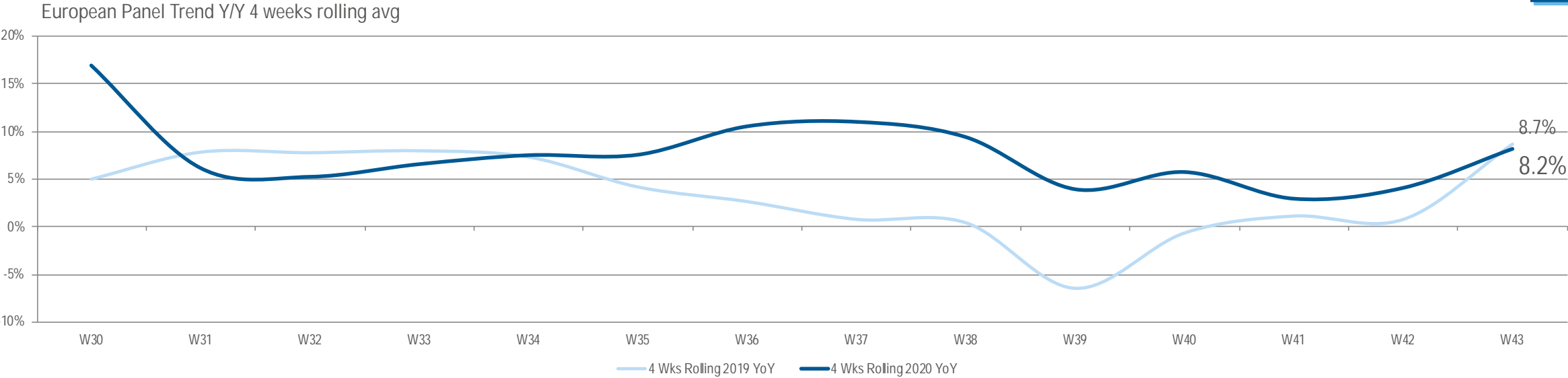
- New split - 1) 5 top Western Europe countries and 2) Europe - Major Countries
- Netherlands shown separately (previously part of Merged Countries)
- Rest of Europe incorporates new countries for the first time
 - New countries included within Rest of Europe - Albania, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Hungary, Republic of Kosovo, Macedonia, Moldova, Montenegro, Romania, Serbia, Slovenia and Ukraine.
 - Countries transitioning from old Merged Countries - Andorra, Cyprus, Greece, Iceland, Luxembourg, Malta and Monaco.
- Russia and Baltics move to monthly reporting - we will keep this under review

WEEK 43 – ROBUST ITALY, SPAIN & GERMANY WEEK 43 – MAJOR COUNTRIES STRONG



4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

WEEK 43 – CONTINUED VERY STRONG Y/Y PERFORMANCE... VALUE GOES POSITIVE

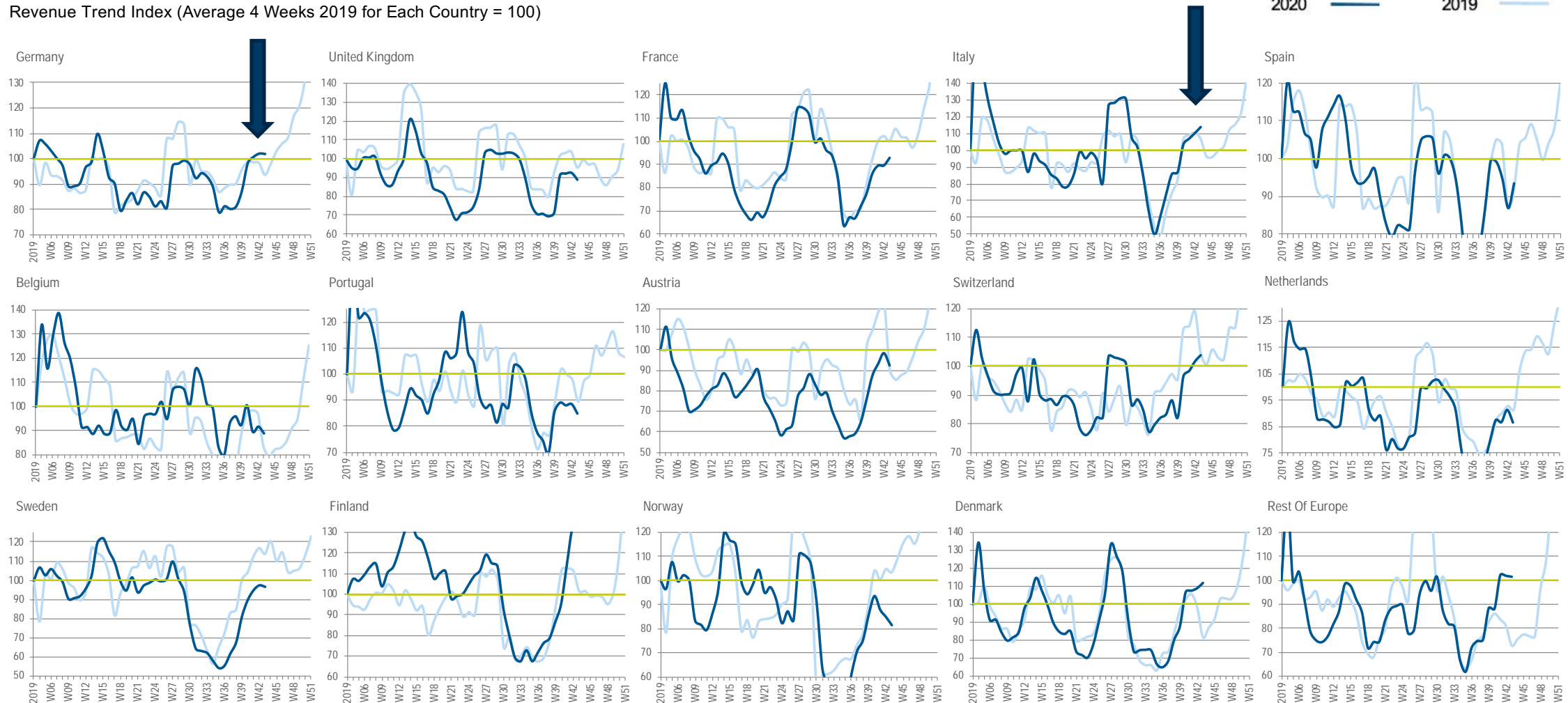


4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

VALUE - ENCOURAGING SIGNS IN GERMANY AND ITALY

Index Value Market

Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

S AFRICA REVIEW

AGENDA



- Overview of ICT revenue and specific categories recent 7 quarters
- View of Revenue trends - 7 quarters
- Specific Category trends - 7 quarters
- Reseller Count (15 mnths)

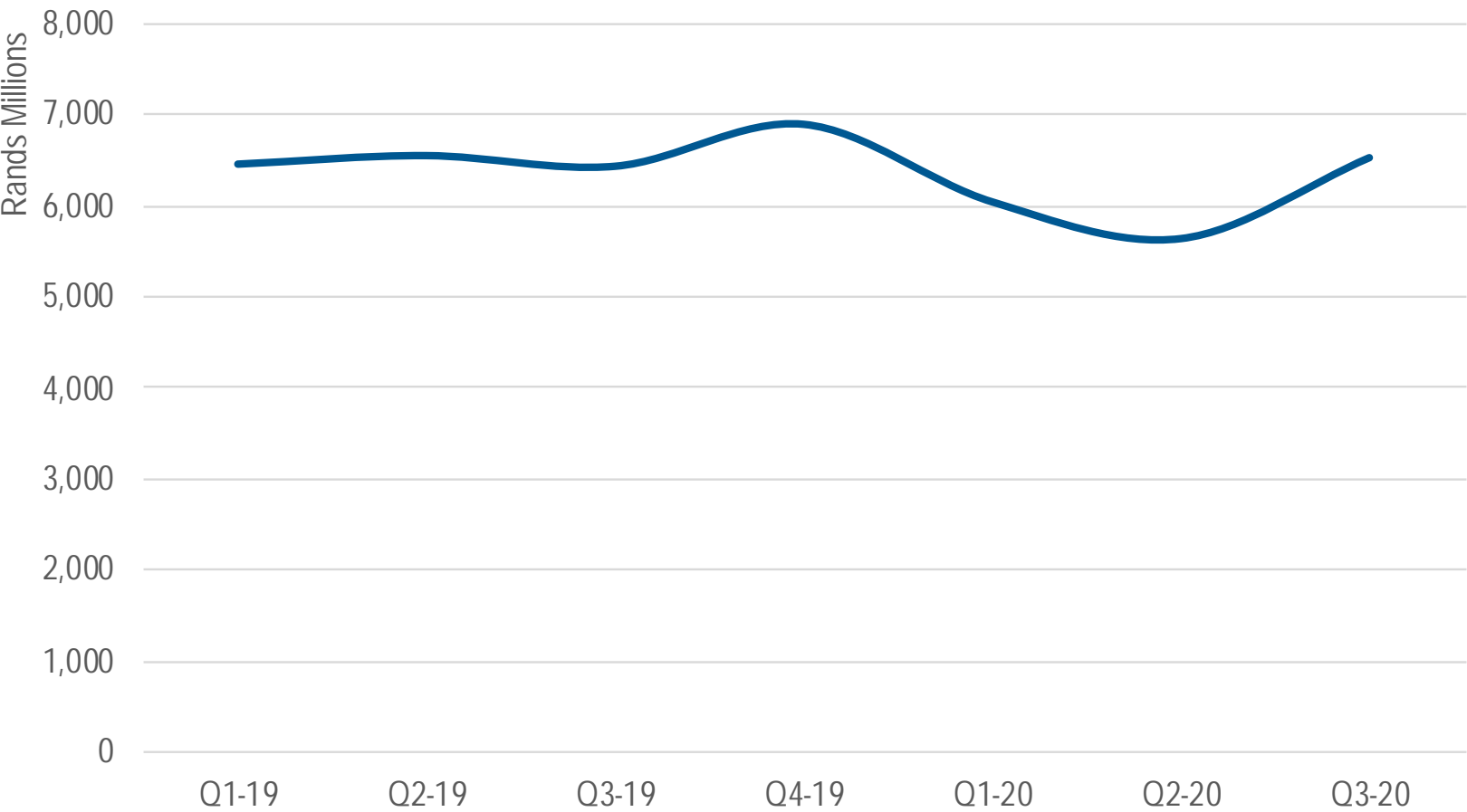
POLITICAL AND ECONOMIC OVERVIEW

- We are currently in the **lowest** level of lockdown.
- The Economy is facing a major challenge as **large job losses** and limited new jobs
- Government entities still not being criminalised for fraud and theft
- **Youth focus** from Technology and TeleCommunications to provide affordable access to more people
- **Crime is still rampant** and a very ineffective police force
- People have started to get lives together and **get back to work**
- **ICT is leading the way to recovery**

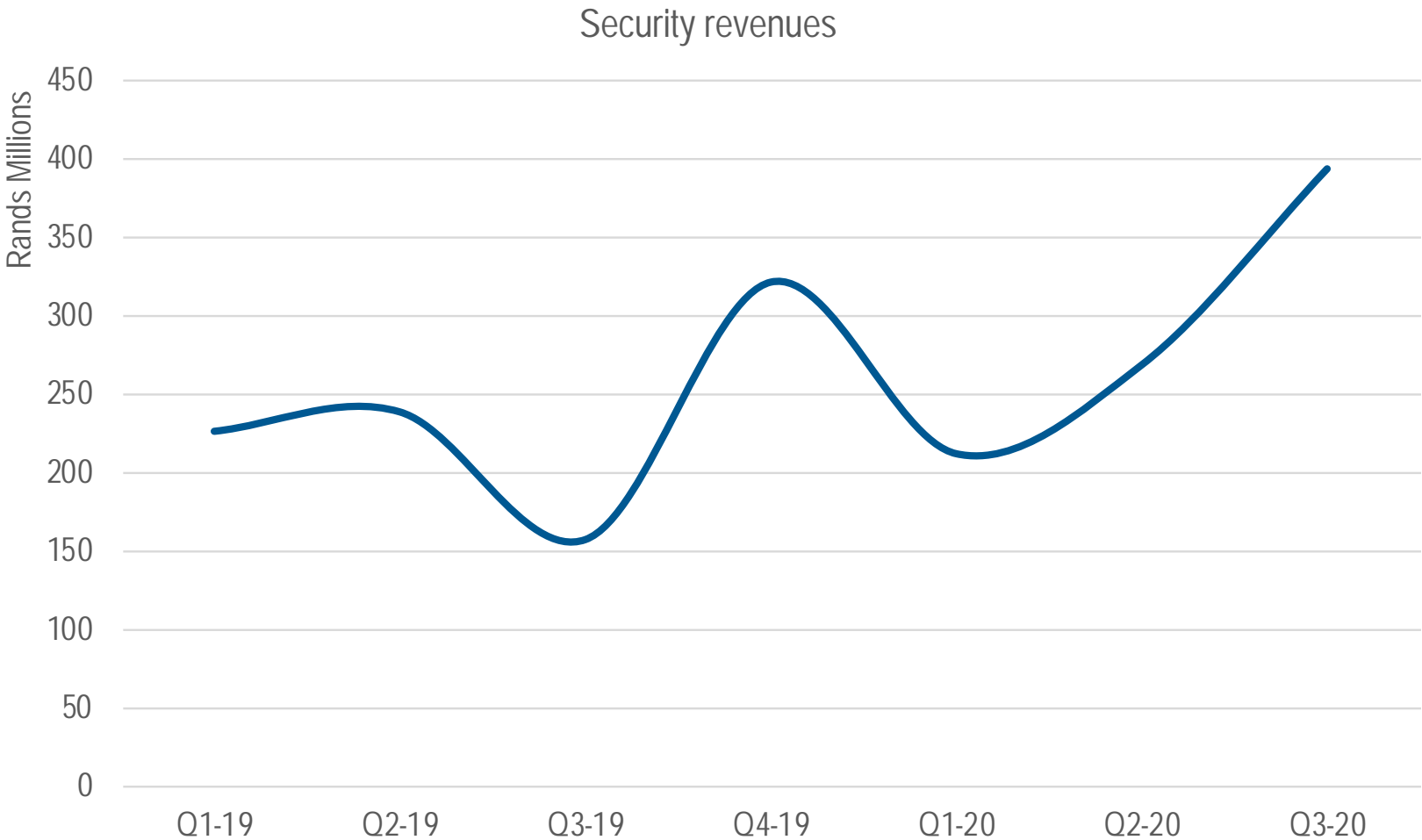
DISTRIBUTOR PANEL REVENUES IN ICT SOUTH AFRICA Q1-2019 TO Q3-2020



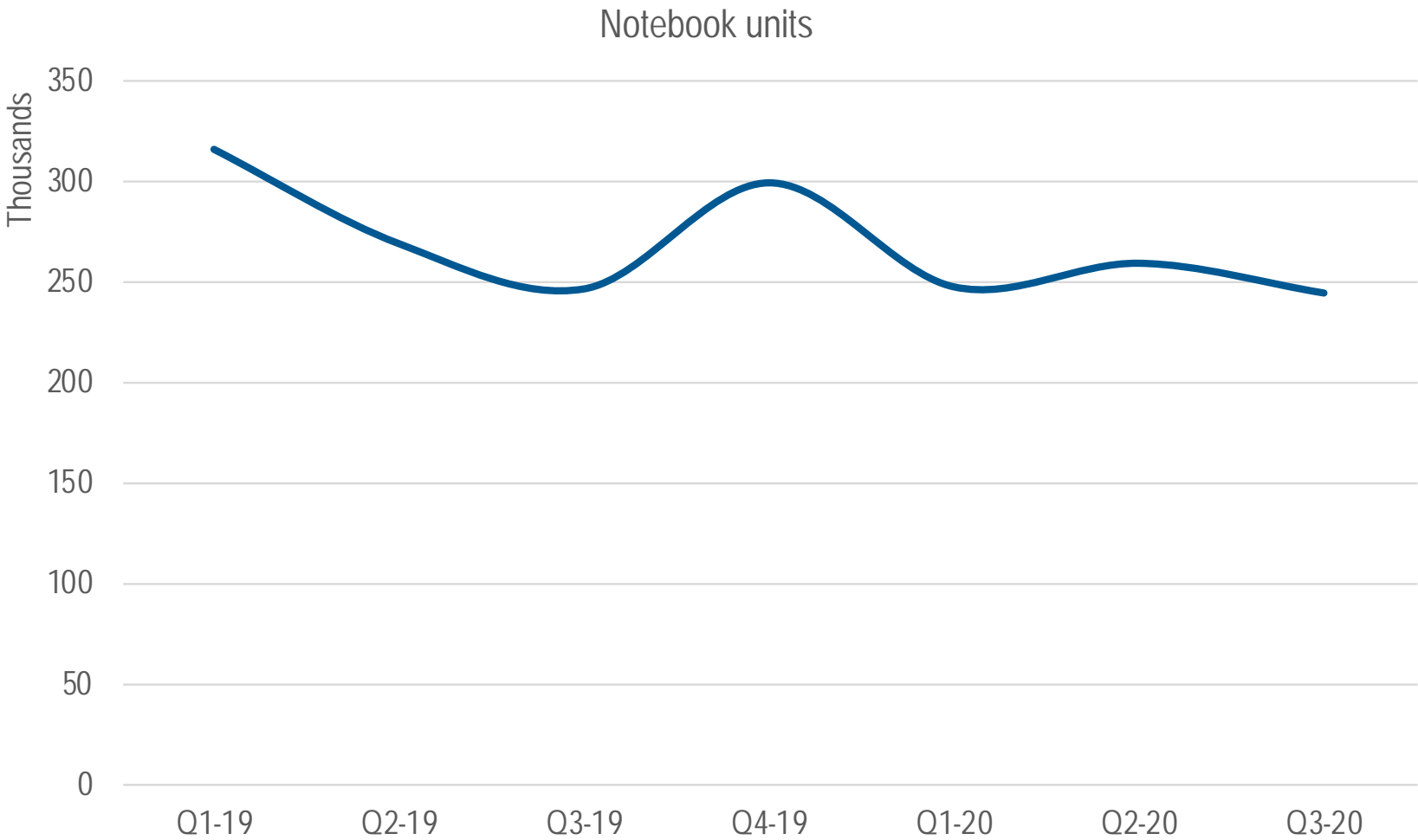
South AfricaPanel Revenue Overview



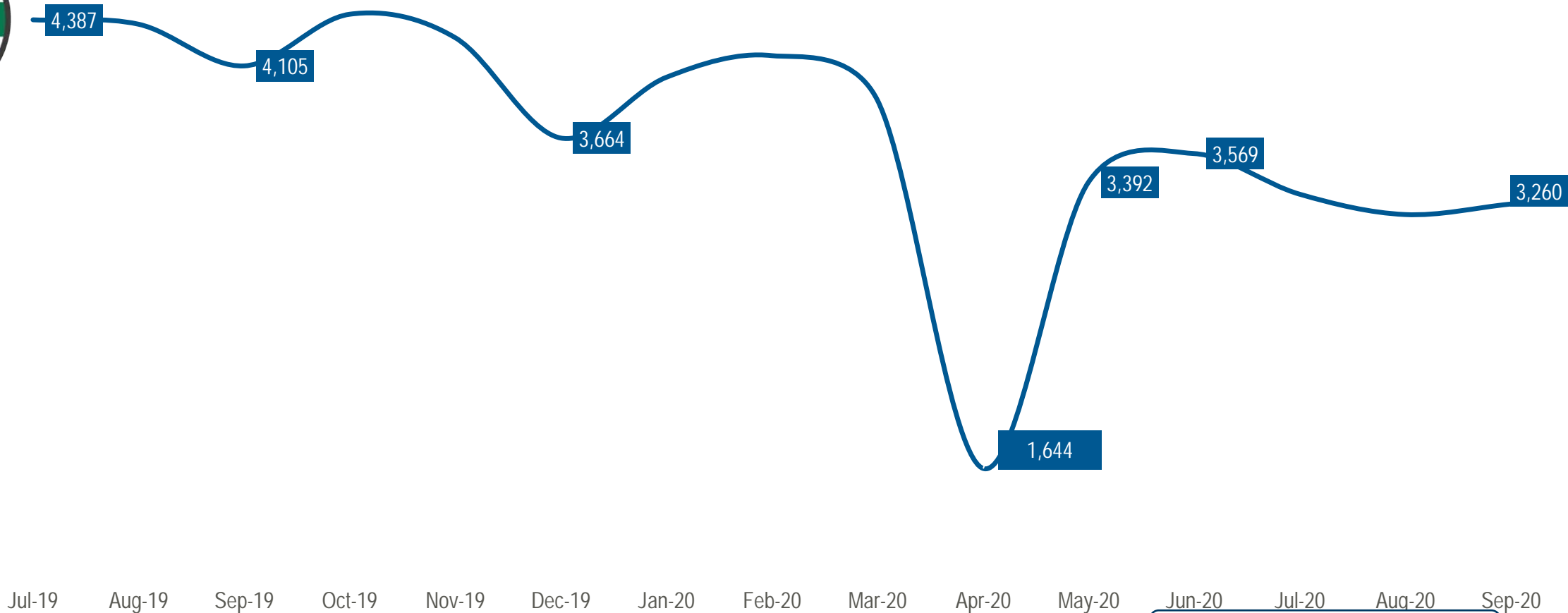
SECURITY (ALL) REVENUES IN ICT SOUTH AFRICA Q1-2019 TO Q3-2020



NOTEBOOKS Q12019 – Q32020



RESELLER COUNT IN SOUTH AFRICA IN THE LAST 15 MONTHS



CLOSING



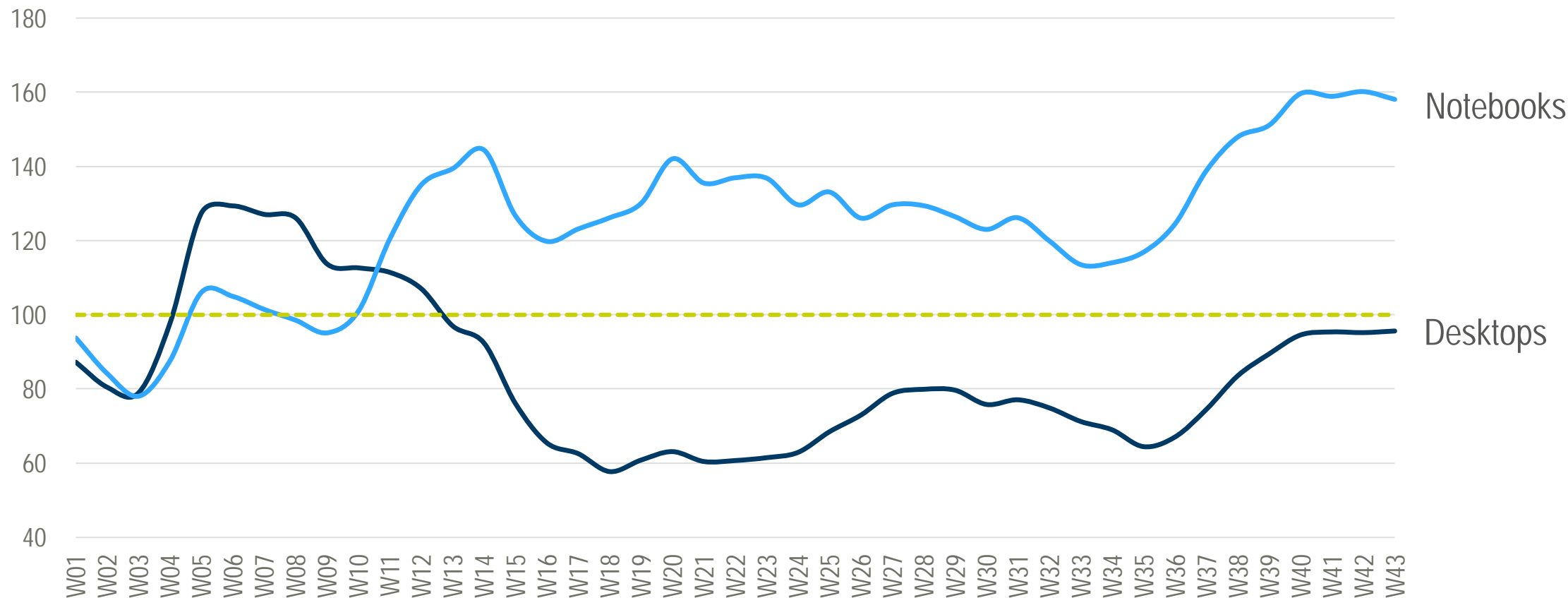
- Despite the challenges we expect the economy to **turnaround**
- The expectation that **Black Friday and Christmas** is near will help boost Q4
- **Digitisation** programs for future are crucial
- Government must control **spending and corruption**

PC'S INSIGHT

NOTEBOOK TREND REACHES NEW HEIGHTS, DESKTOP PERFORMANCE IMPROVES



Index Revenue Trend – Notebook vs. Desktop Computing
Revenue Trend Index (Average 4 Weeks Revenue 2019 for Each Category = 100)

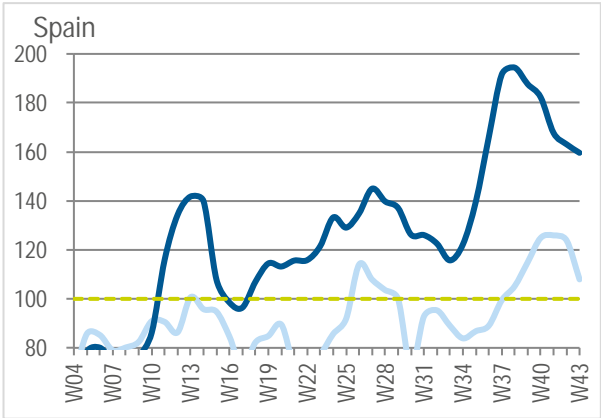
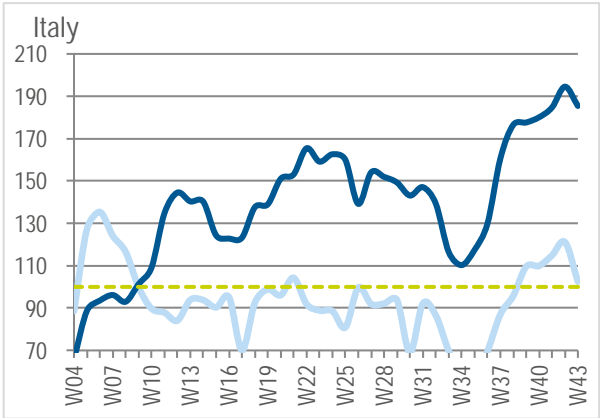
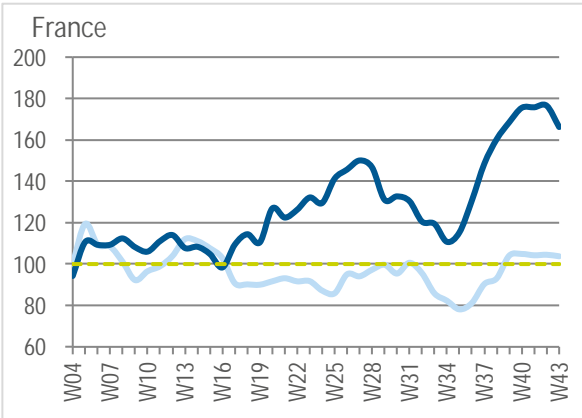
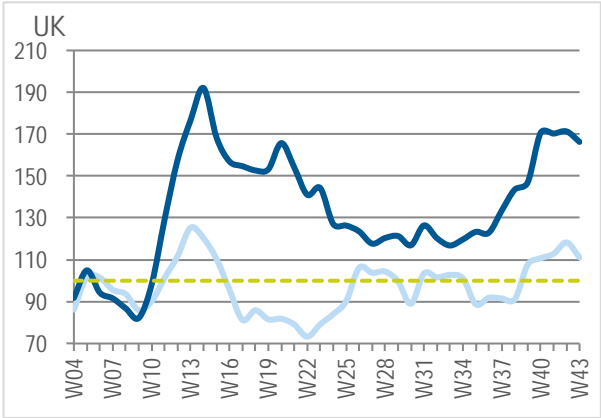
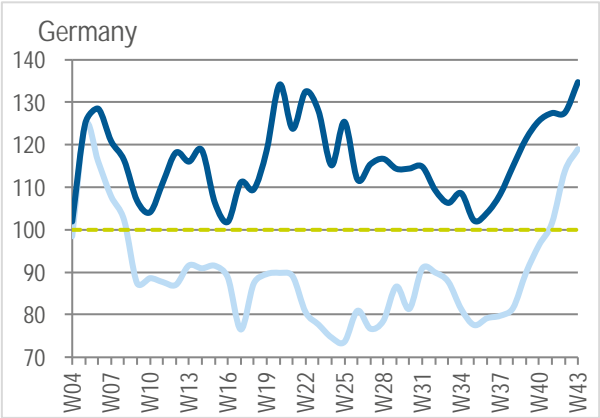


NOTEBOOKS STRONG IN ALL TOP FIVE W-E COUNTRIES



Index Revenue Trend – Notebooks

Revenue Trend Index (Average 4 Weeks Revenue 2019 for Each Country = 100)



2020

2019

03

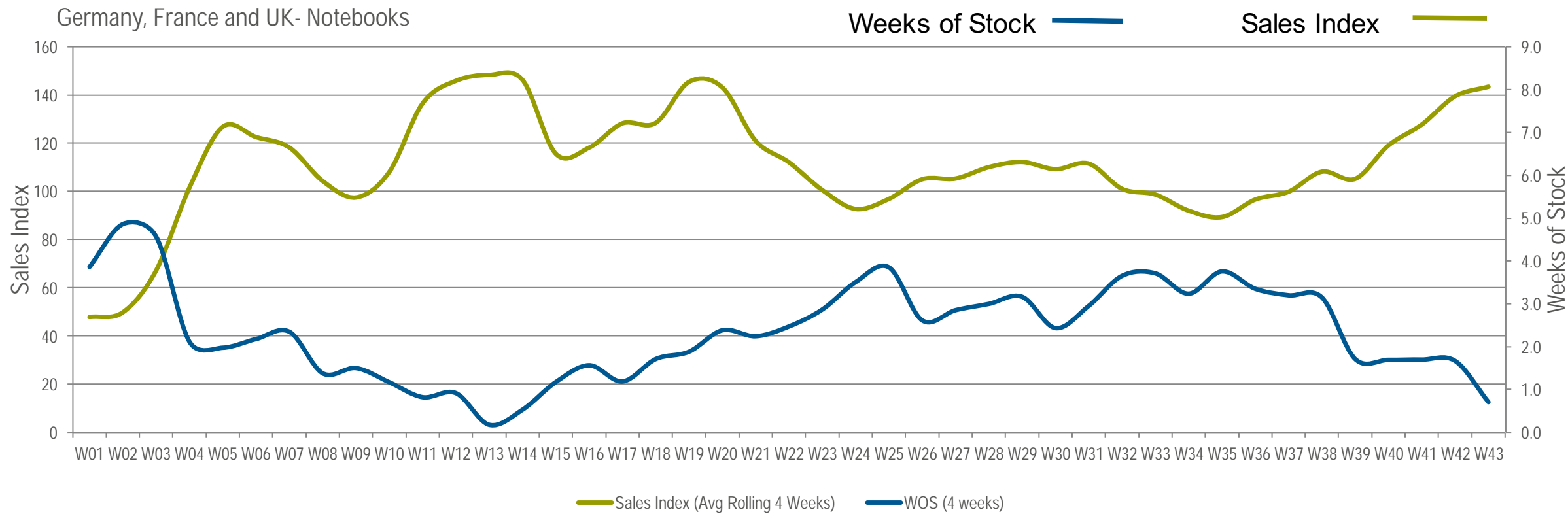
PRODUCT PRICE INDICES/WEEKS OF STOCK

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

NOTEBOOKS STOCK AVAILABILITY SHRINKS AS SALES GROW



Weeks of Stock- Notebooks
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)



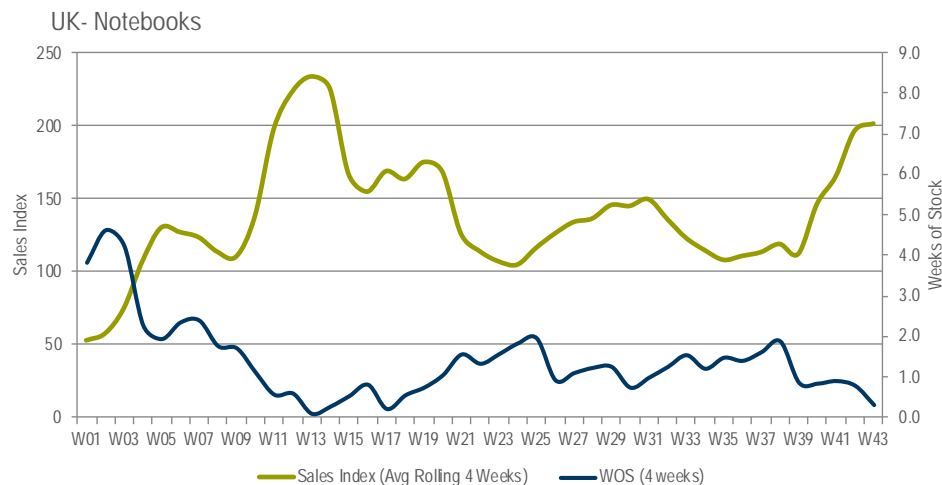
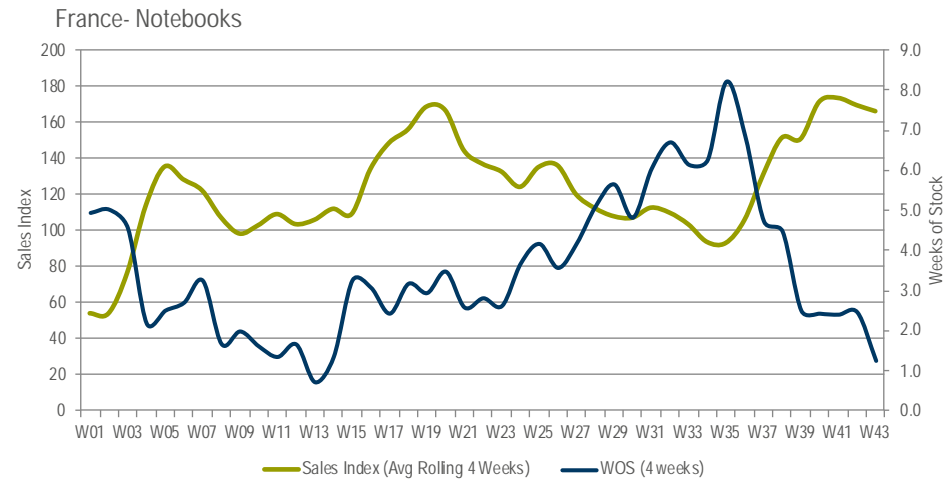
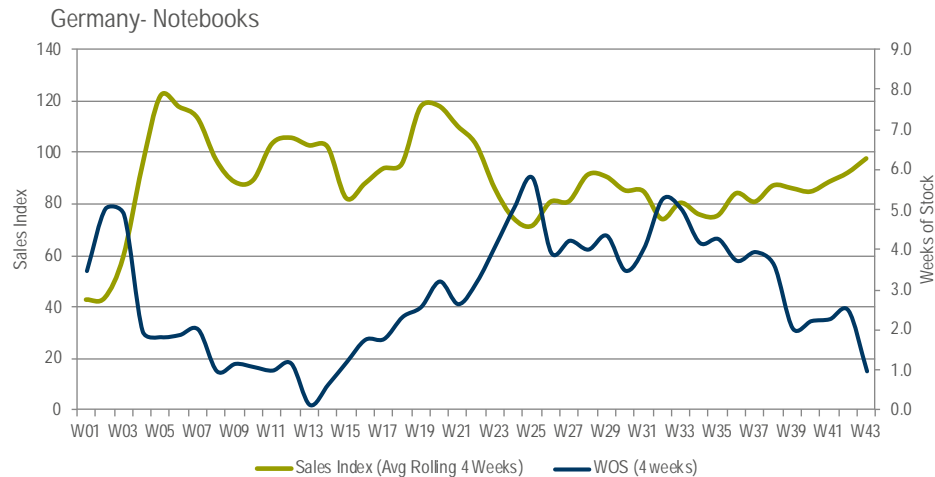
Sales index compared to inventory levels on selected vendors

NOTEBOOKS STOCK - UK SITUATION IS THE TIGHTEST



Weeks of Stock- Notebooks
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Weeks of Stock — Sales Index —



Sales index compared to inventory levels on selected vendors

DESKTOP STOCK RETURNS TO PRE-PANDEMIC LEVELS

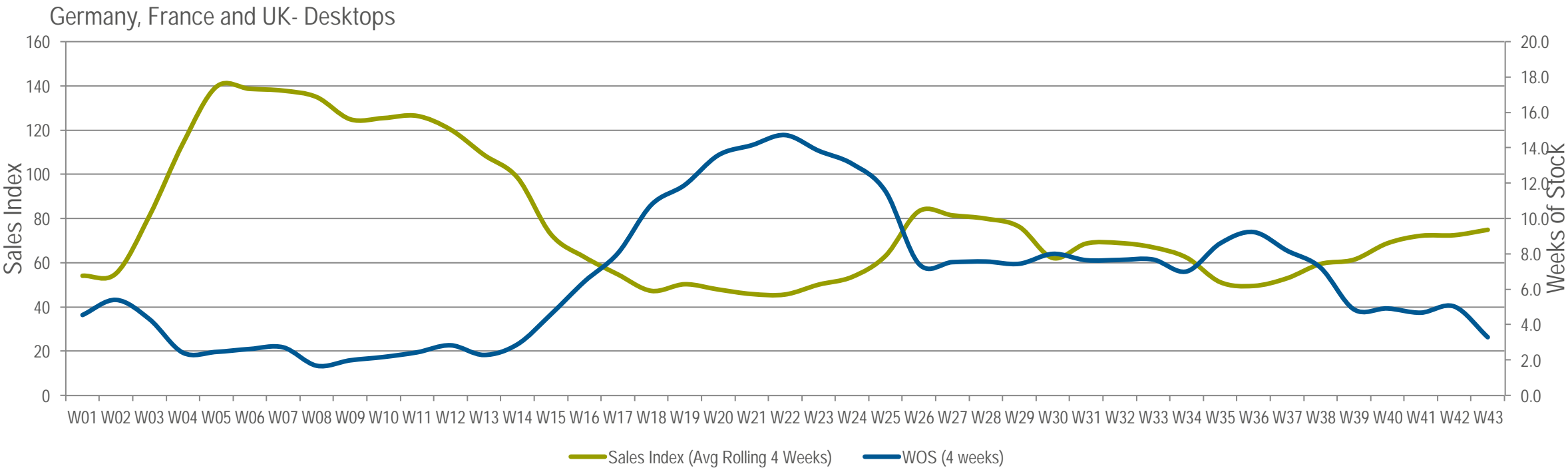


Weeks of Stock- Desktops

Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Weeks of Stock

Sales Index



Sales index compared to inventory levels on selected vendors

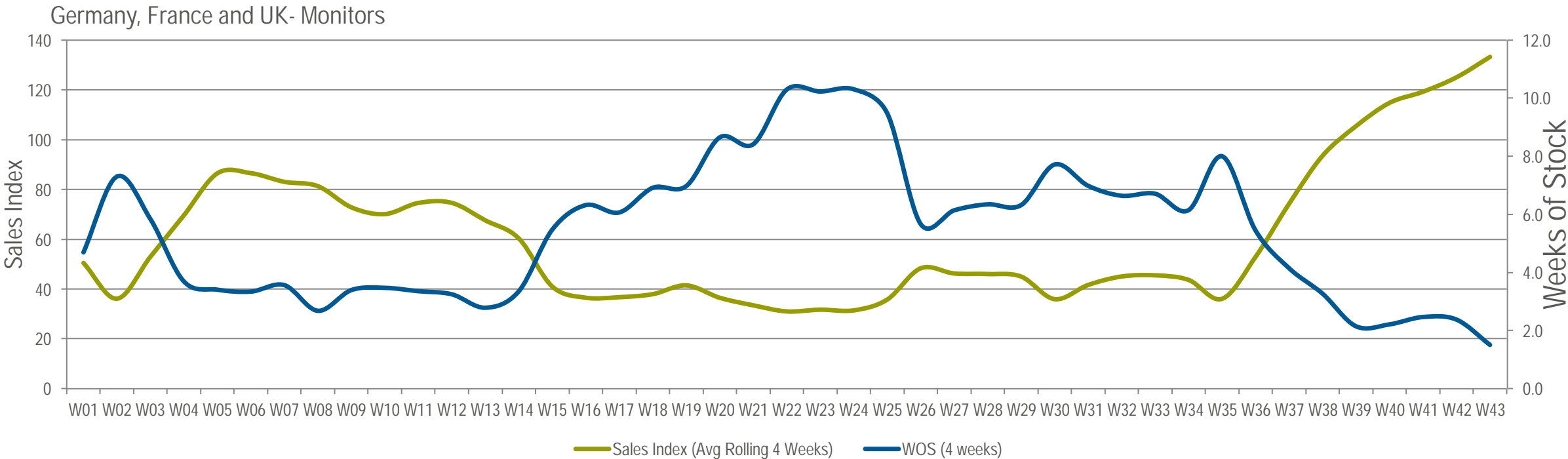
MONITORS ARE HIGHLY IN DEMAND, REFLECTED IN THE EVOLVING STOCK POSITION



Weeks of Stock- Monitors

Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Weeks of Stock — Sales Index —



Sales index compared to inventory levels on selected vendors

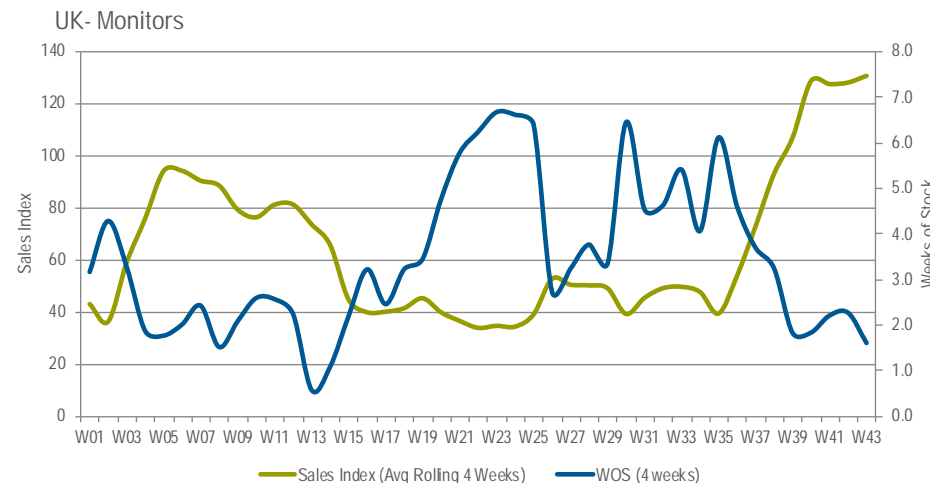
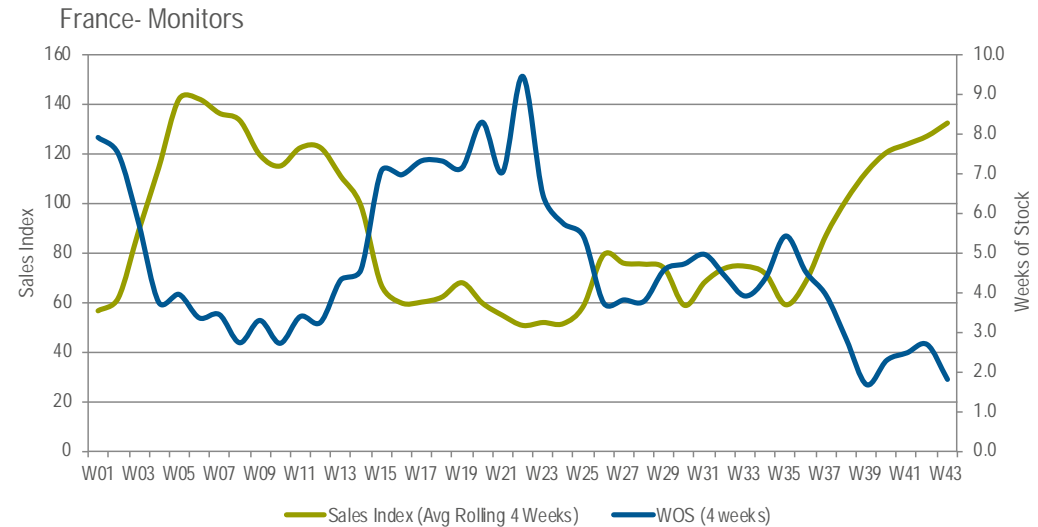
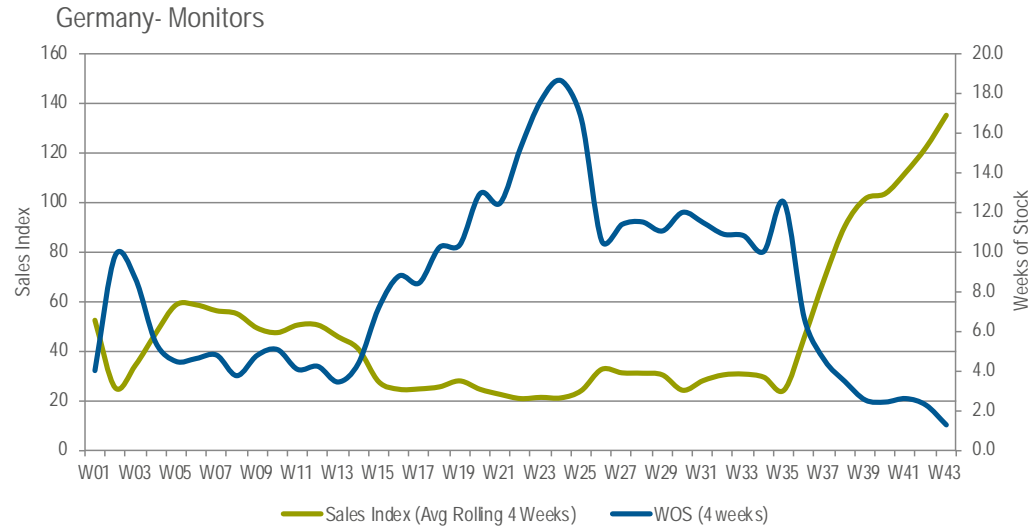
MONITORS STOCK - ALL COUNTRIES FACE SIMILAR TRENDS

Weeks of Stock- Monitors

Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Weeks of Stock

Sales Index



Sales index compared to inventory levels on selected vendors

PRINTERS ARE RUNNING AT CLOSE TO ZERO STOCK LEVELS

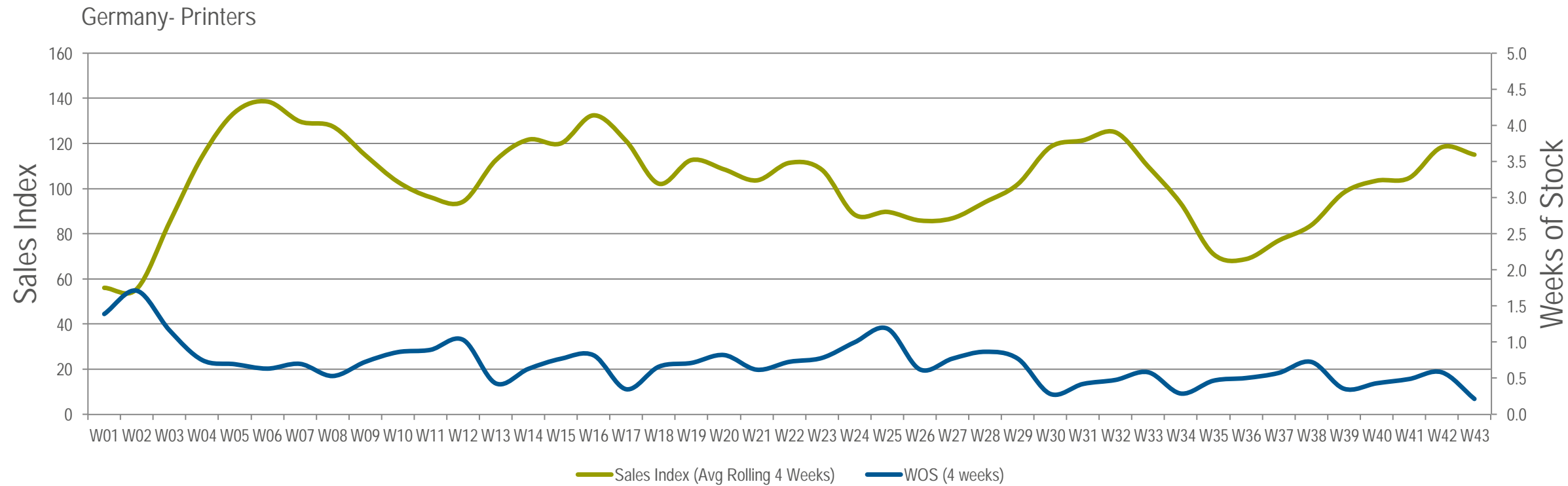


Weeks of Stock- Printers

Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Weeks of Stock

Sales Index

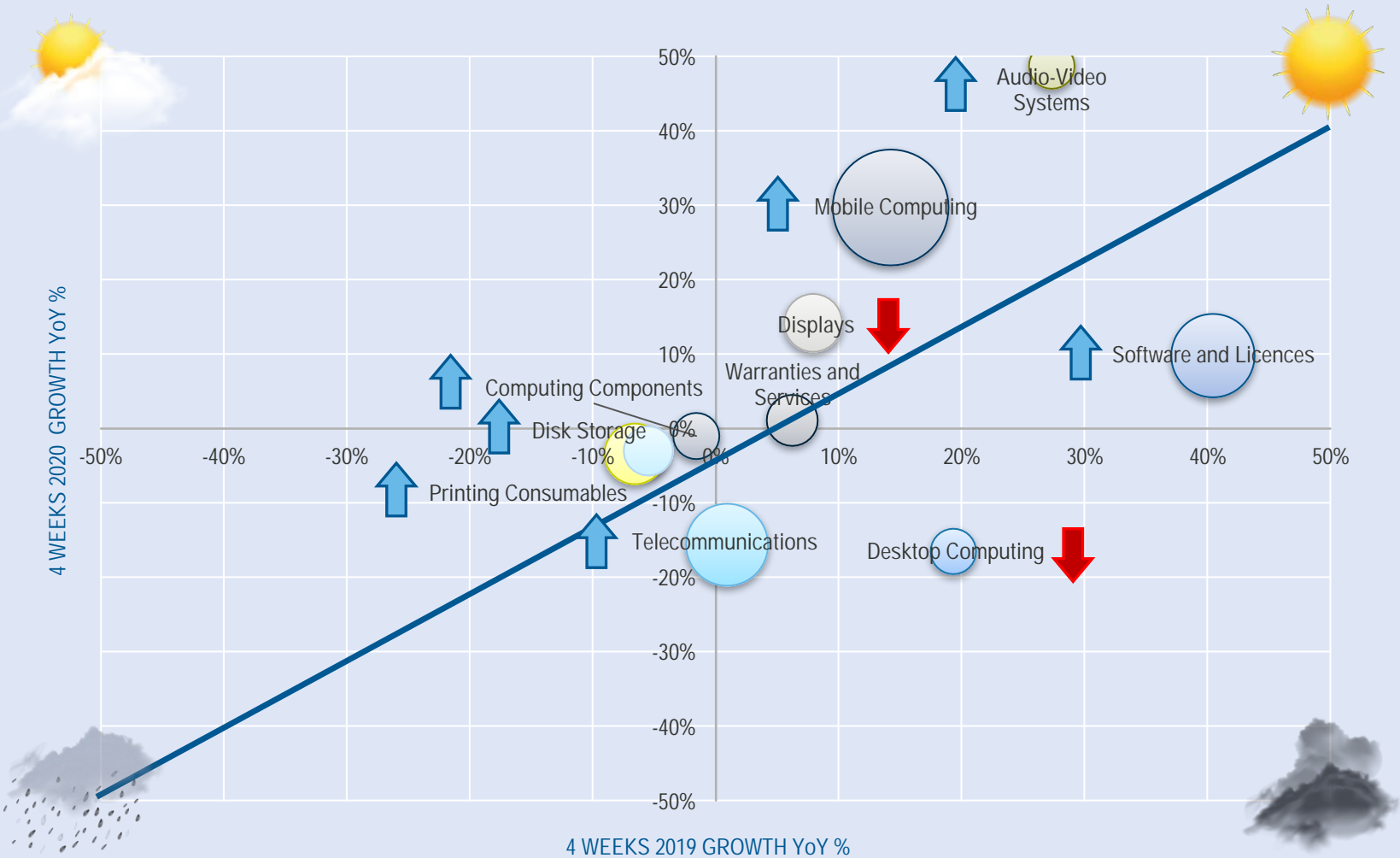


Sales index compared to inventory levels on selected vendors

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

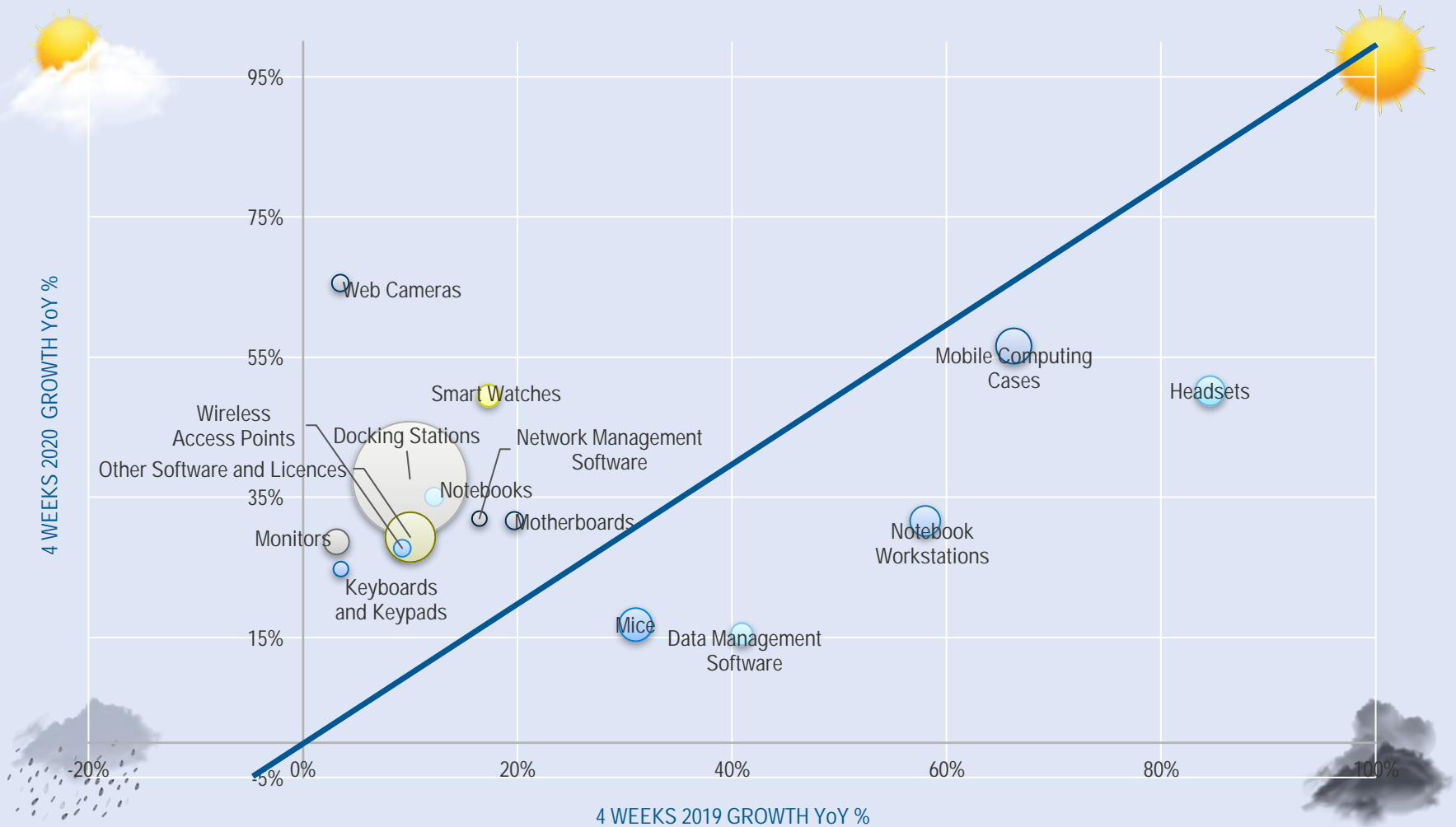
4 Weeks to Week 43 (25/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

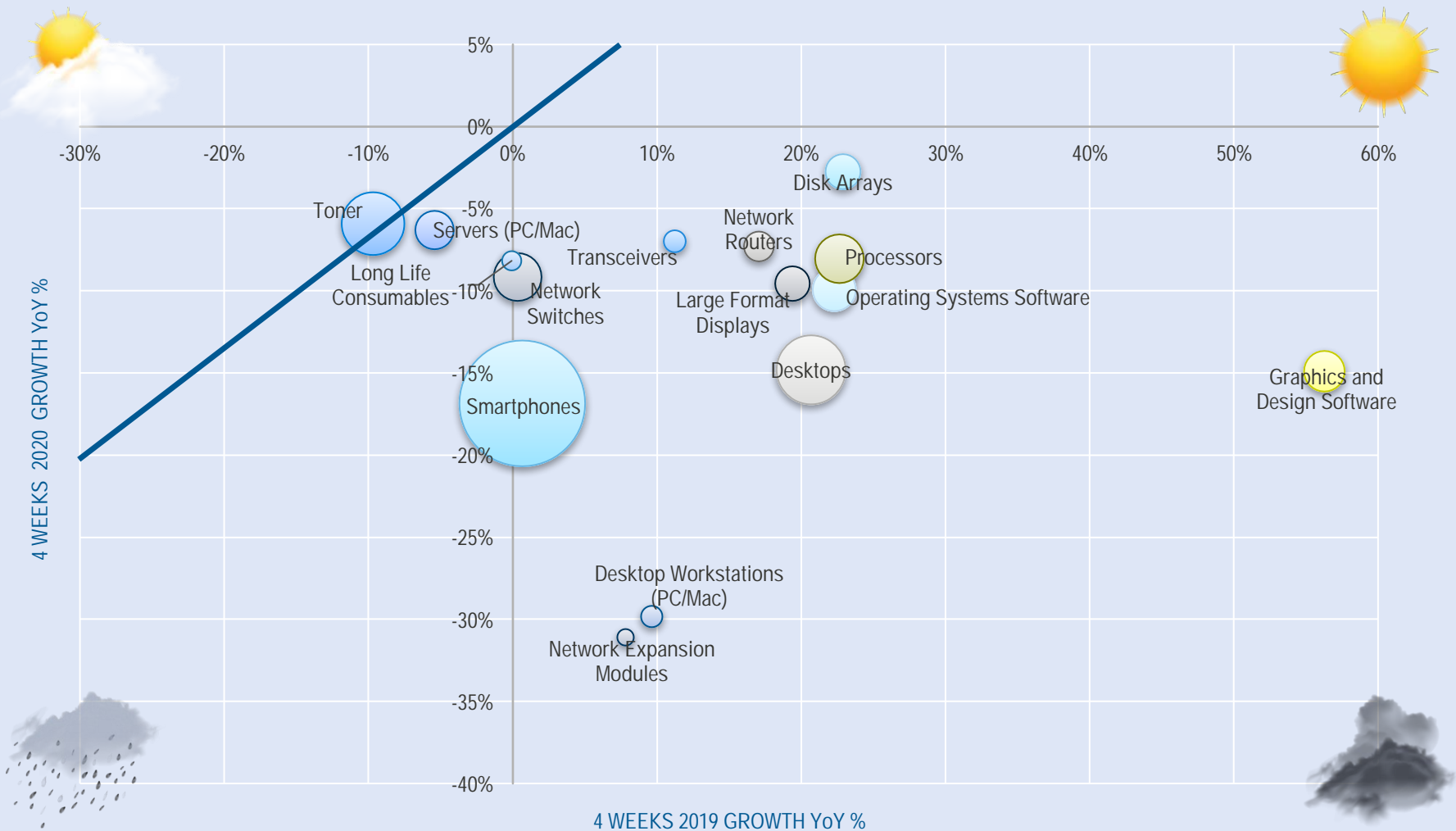
4 Weeks to Week 43 (25/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 43 (25/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

04

CHANNEL HEALTH

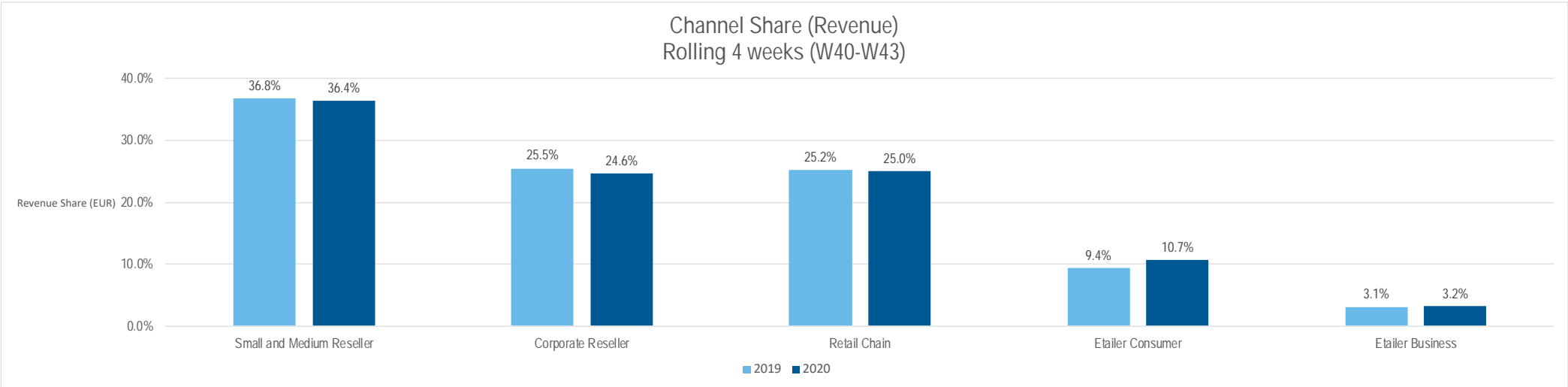
BUSINESS CHANNELS ARE RECOVERING



Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 41 (to October 11 2020) vs Same Period 2019

		Week 43	Week 41	Week 39	Week 37		
Business Sectors	Channel	CHANNEL TREND	CHANNEL TREND	CHANNEL TREND	CHANNEL TREND	Above	15%
Business Channels	Corporate Reseller	4%	-9%	-14%	-10%	Inbetween	
	Small and Medium Reseller	7%	6%	3%	9%	Below	-20%
	Etailer Business	14%	-2%	-10%	-2%		
Retail Channels	Etailer Consumer	24%	26%	18%	31%		
	Retail Chain	7%	8%	15%	26%		



4 week rolling distribution sales translated at fixed € exchange rate and includes UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway., Poland, Czech Republic, Slovakia.

GERMAN CORPORATE RESELLERS PERFORMANCE TO NOTE

Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel
Business Channels	Corporate Reseller
	Small and Medium Reseller
	Etailer Business
Retail Channels	Etailer Consumer
	Retail Chain

Germany	UK & Ireland	Italy	France	Spain
15%	1%	3%	-3%	3%
1%	5%	20%	7%	7%
19%	31%	14%	25%	-21%
16%	21%	49%	7%	55%
-7%	5%	27%	-21%	3%

Business Sectors	Channel
Business Channels	Corporate Reseller
	Small and Medium Reseller
	Etailer Business
Retail Channels	Etailer Consumer
	Retail Chain

Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
5%	4%	-4%	38%	-14%	2%	8%	32%	-24%	3%	-10%	-7%	26%
31%	-5%	7%	17%	-10%	2%	-1%	17%	-4%	8%	-20%	0%	36%
41%	-26%	38%	4%	-7%	-1%	46%	-33%	-11%	12%	-14%	34%	66%
86%	20%	14%	18%	-73%	13%	10%	55%	41%	-16%	16%	-26%	98%
34%	0%	3%	17%	47%	11%	-10%	-4%	8%	-3%	90%	-17%	64%

4 week rolling distribution sales translated at fixed € exchange rate and includes: Western Europe: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway. Eastern Europe: Poland, Baltics, Czech Republic, Slovakia & Russia.

THE NEXT EDITIONS OF THE SOCIAL CONTEXT



Friday 6th November 11.00-11.45 (GMT)

Phil Jones, Managing Director of Brother UK will introduce

Topic: "Challenges for leaders in the Covid crisis"

Breakout into small groups of 6-8 to network and discuss, then plenary to close



Friday 20th November 11.00-11.45 (GMT)

Angela Whitty, Managing Director UKI Partner Organisation, Cisco will introduce

Topic: "Early in career talent and the impact on diversity mix"

Breakout into small groups of 6-8 to network and discuss, then plenary to close



Thank you!

ANY
QUESTIONS?



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019**

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Index Total Market Others

Index Total Market Thumbnail

Index Business Channel

Index Consumer Channel

Index Volume Market

Index Value Market

Weekly %YoY Trend

Largest Industry

Largest Category

Channel

Largest Industries Business

Largest Industries Consumer

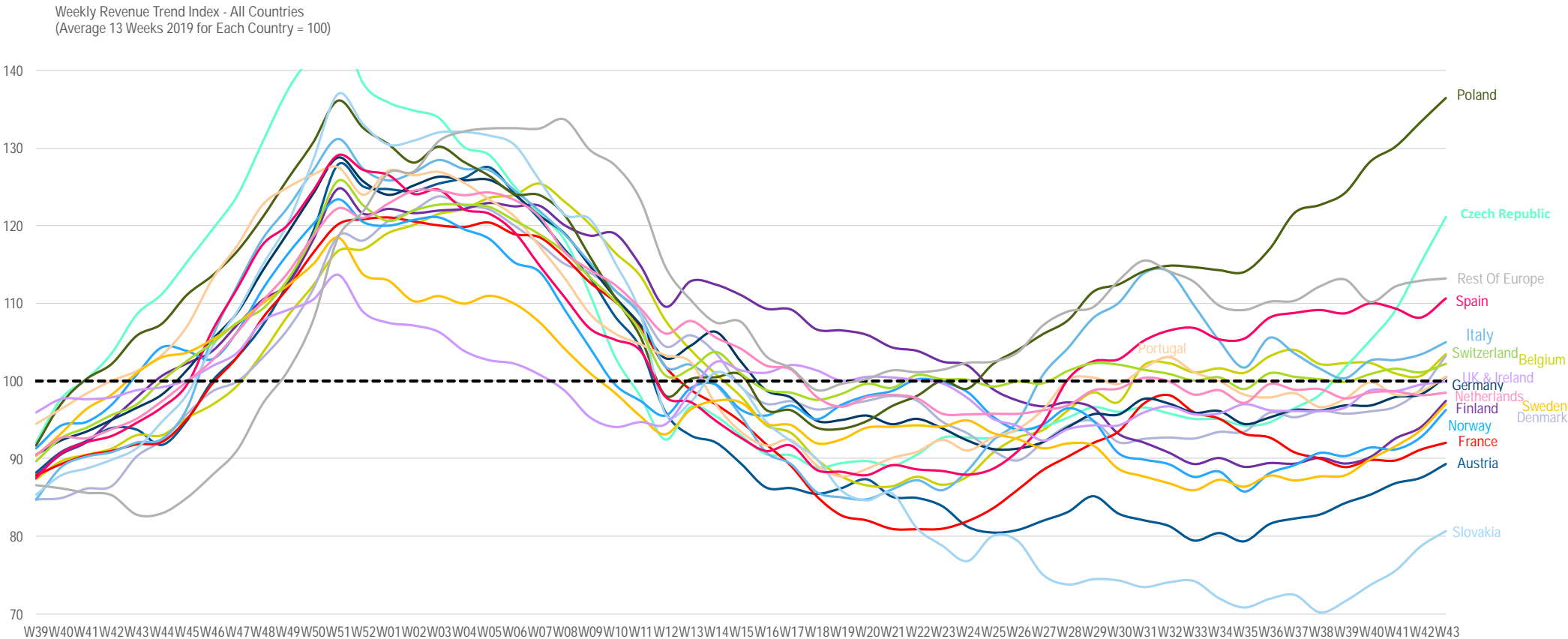
Largest Category Business

Largest Category Consumer

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Index Total Market 13 weeks
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Index Total Market
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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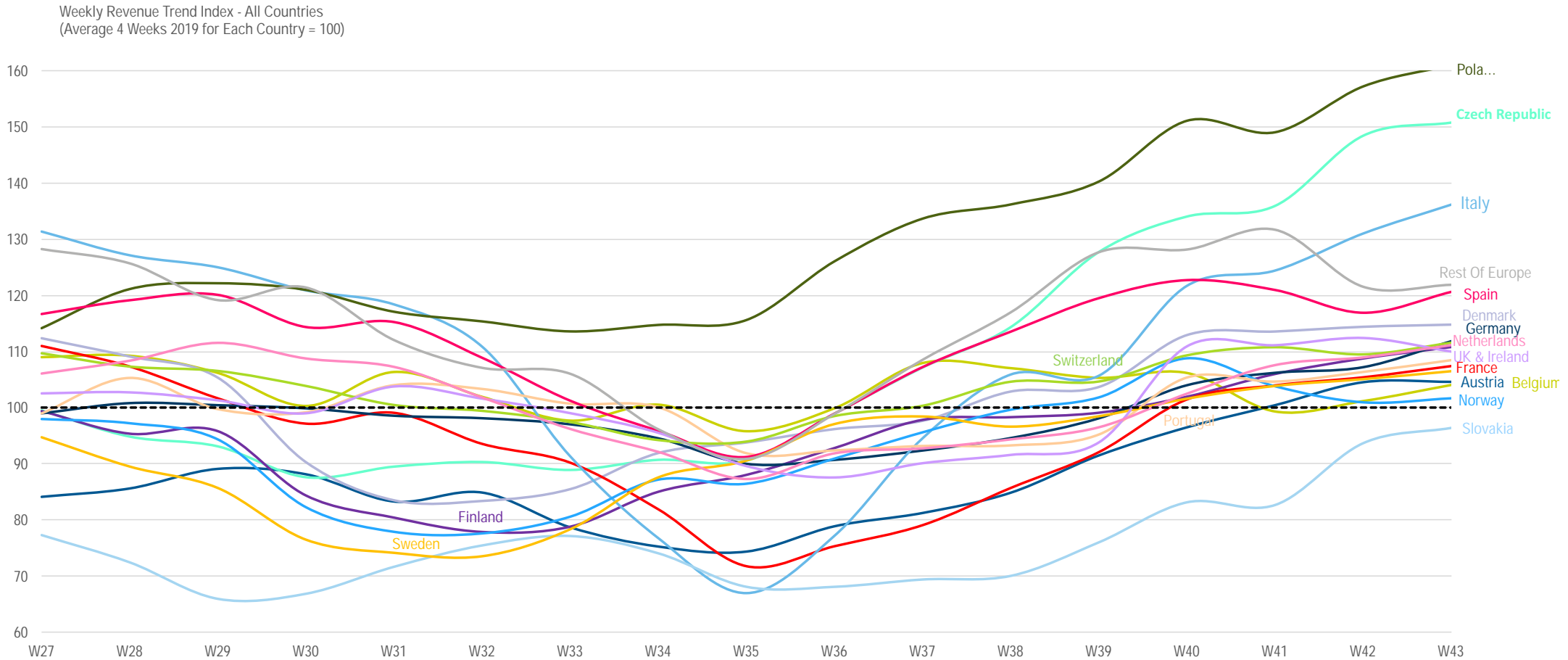
Index Total Market 4 weeks

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Index Total Market

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia .

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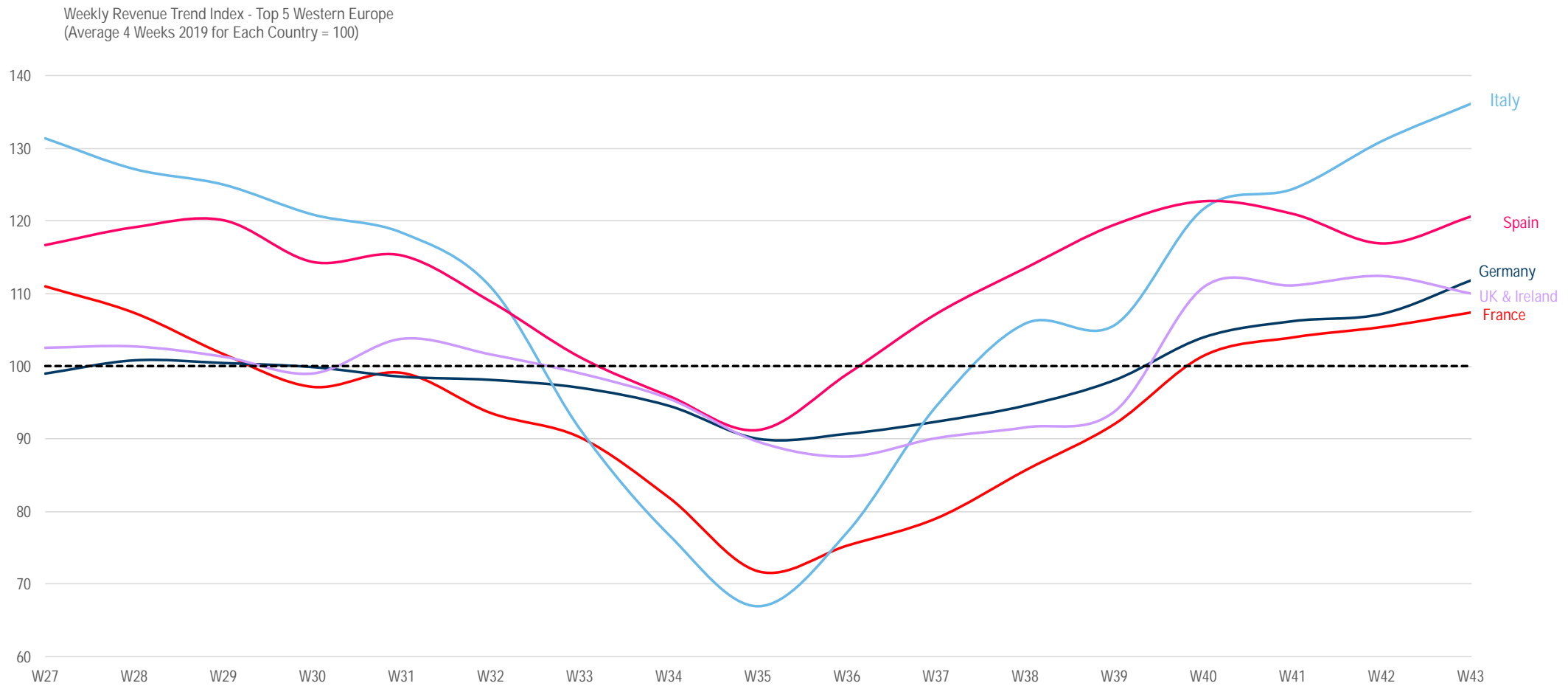
Index Total Market Top 5 WE

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Index Total Market Top 5 WE

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain.

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Index Total Market Others

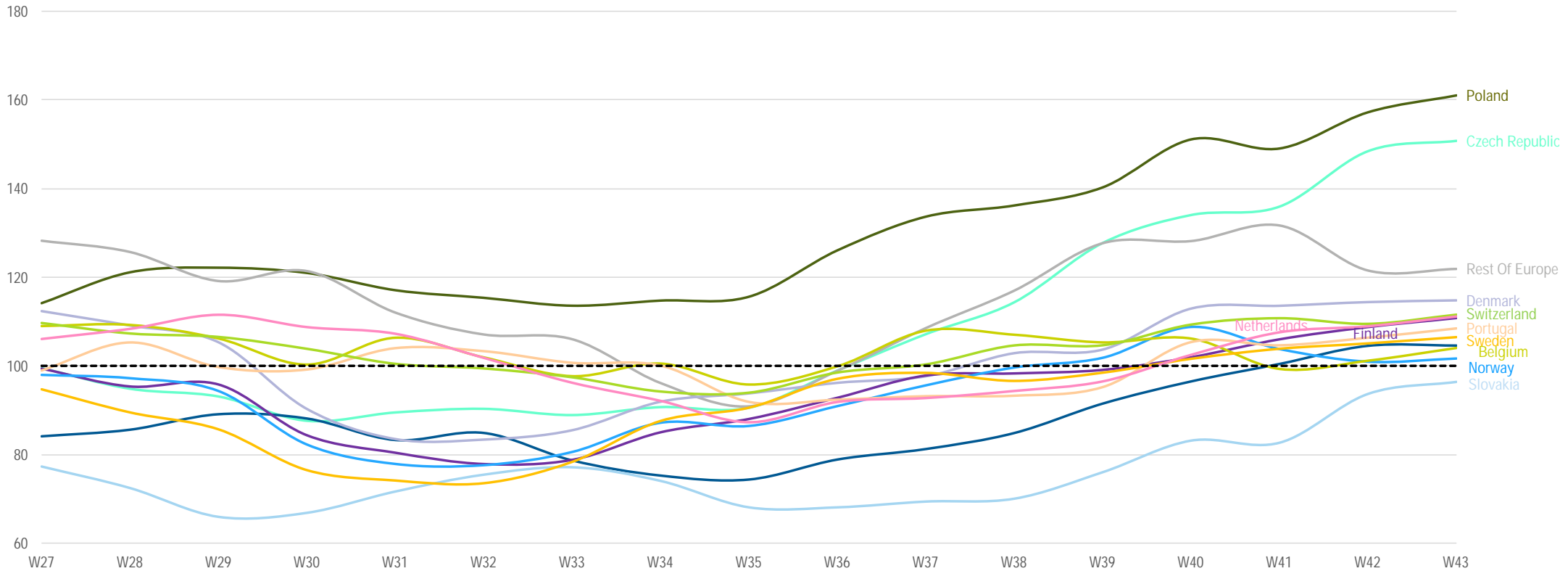
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Index Total Market Rest of Europe

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Weekly Revenue Trend Index - Major European Countries
(Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: , Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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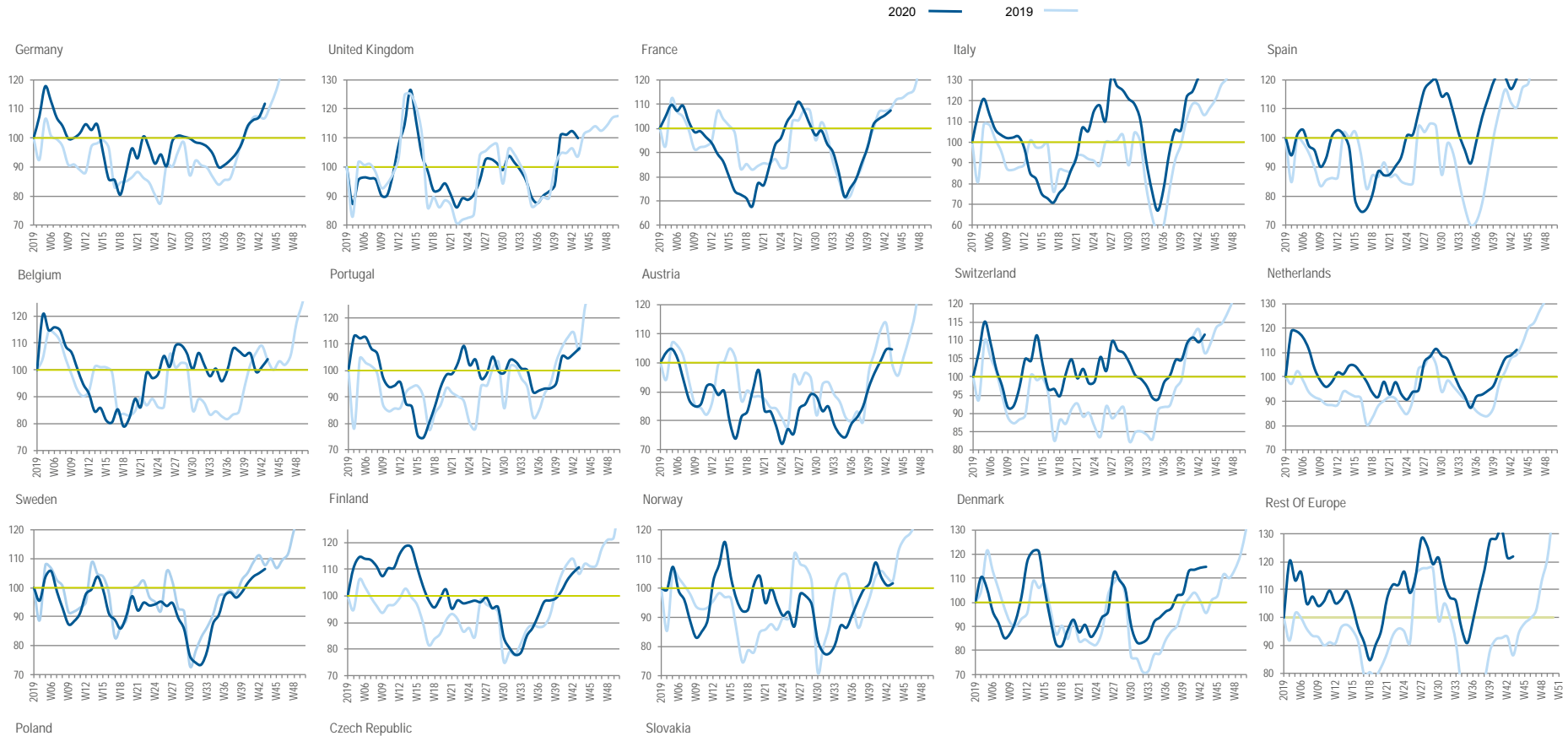
Index Total Market Thumbnail

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Index Revenue Trend

Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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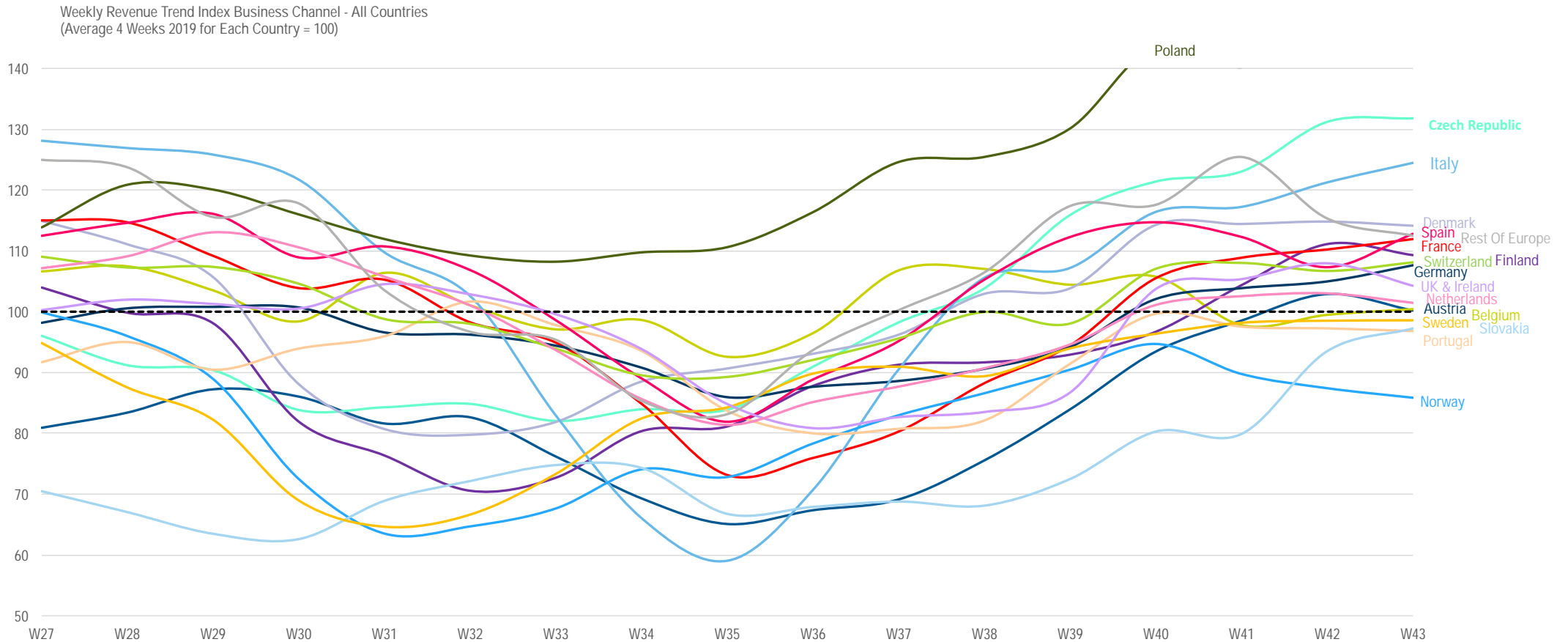
Index Business Channel

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Index Business Channel

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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Index Consumer Channel

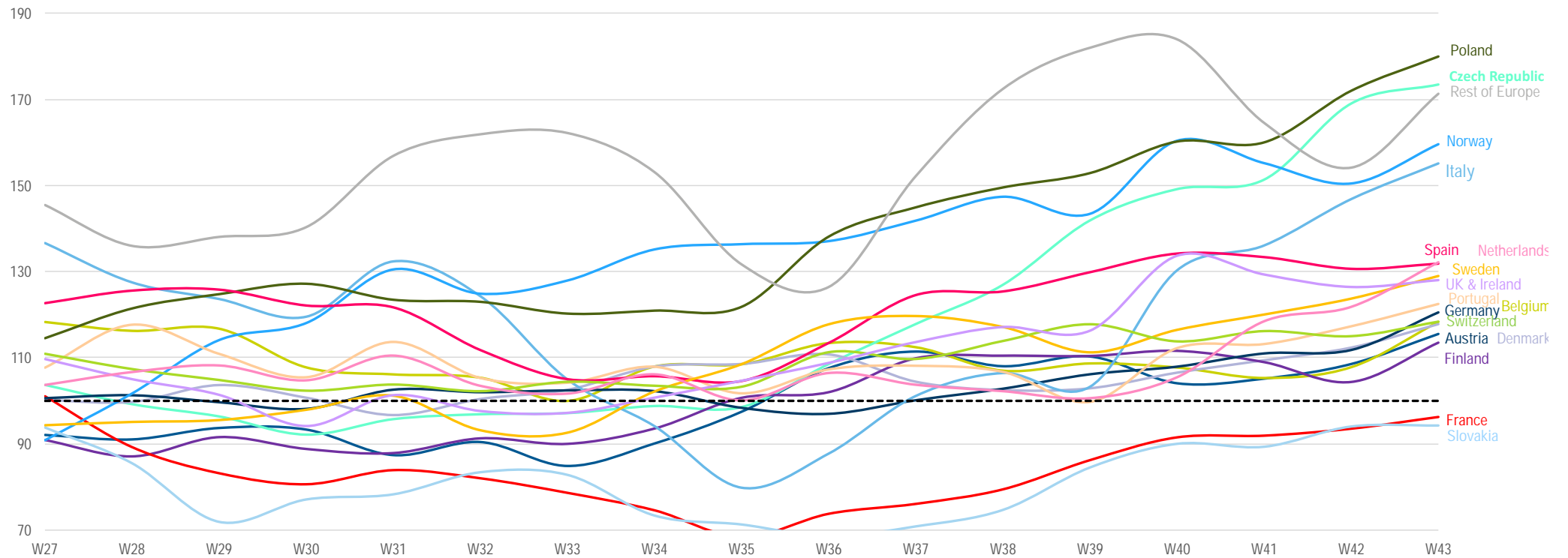
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Index Consumer Channel

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Weekly Revenue Trend Index Consumer Channel - All Countries
(Average 4 Weeks 2019 for Each Country = 100)



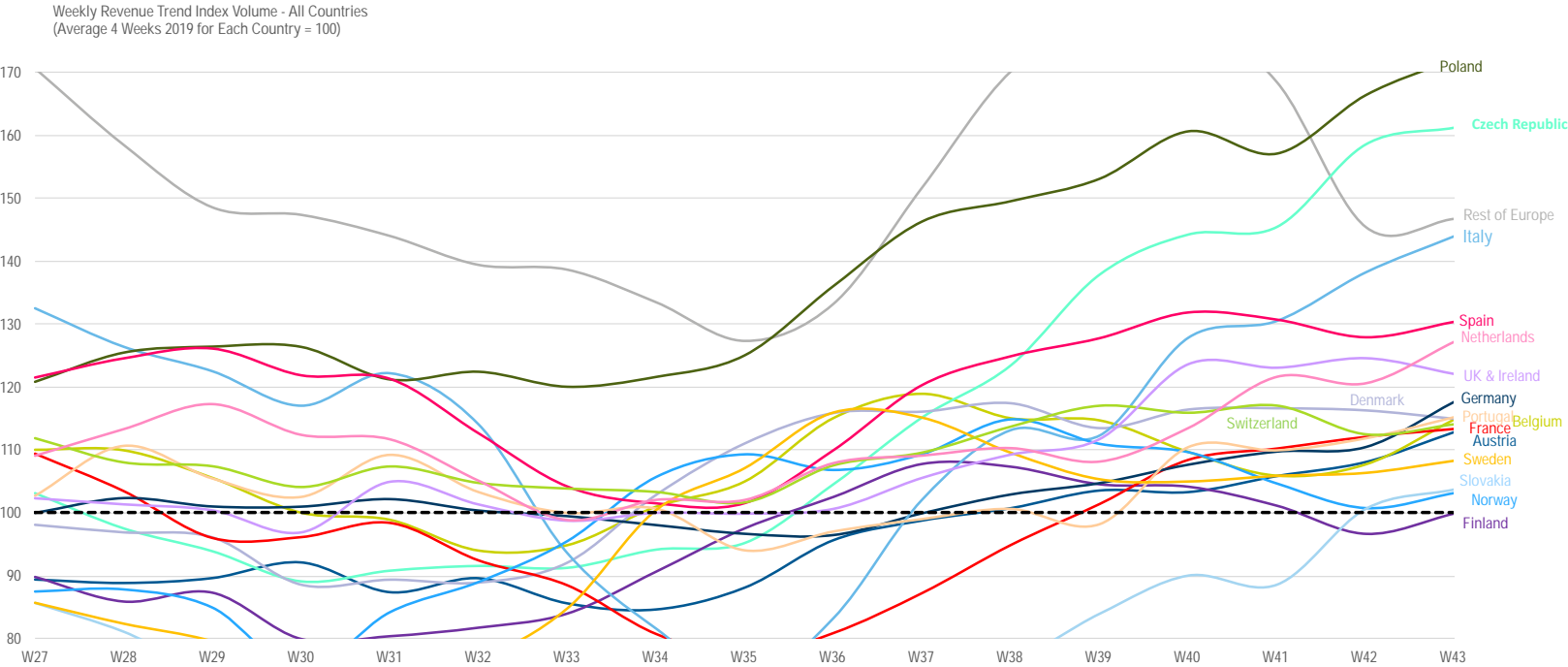
Consumer Channel = Retail chain & Etailer Consumer

Distribution sales translated at fixed € exchange rate and includes UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

CONTEXT Covid-19 Weekly Report

Index Volume Market
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Index Volume Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

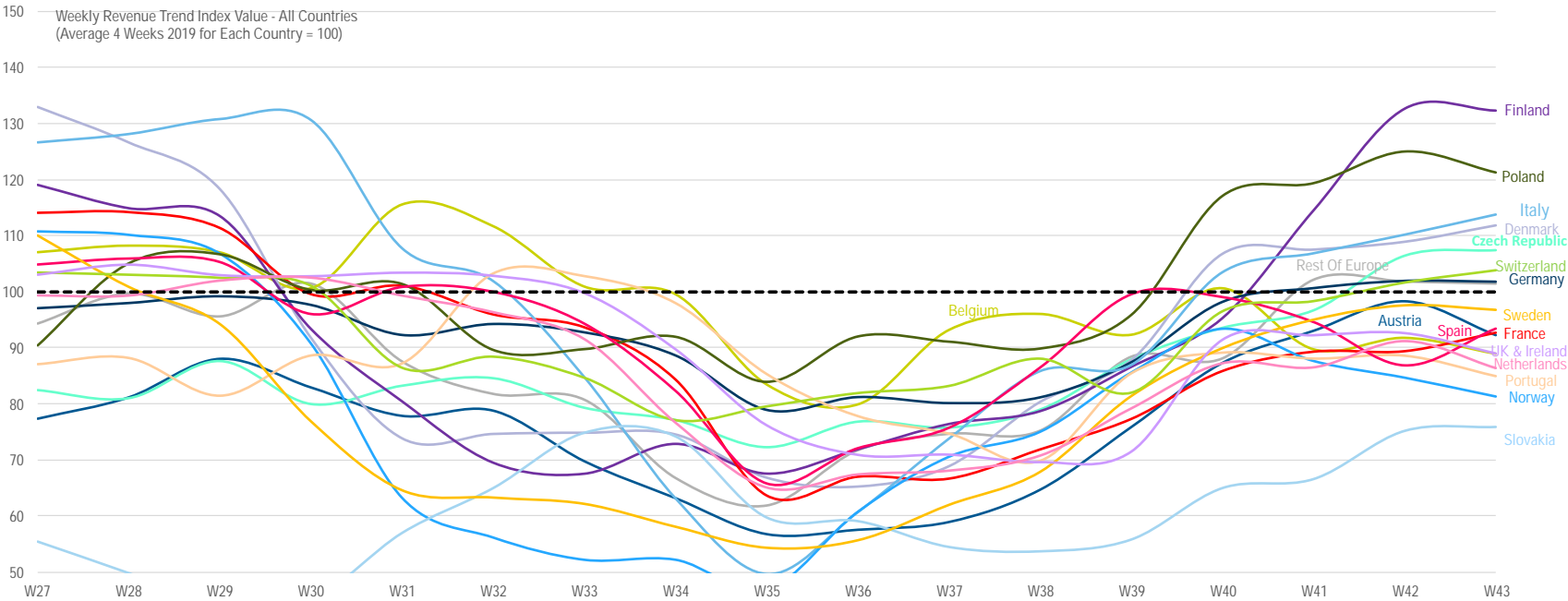


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

CONTEXT Covid-19 Weekly Report

Index Value Market
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Index Value Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: : UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia.

CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

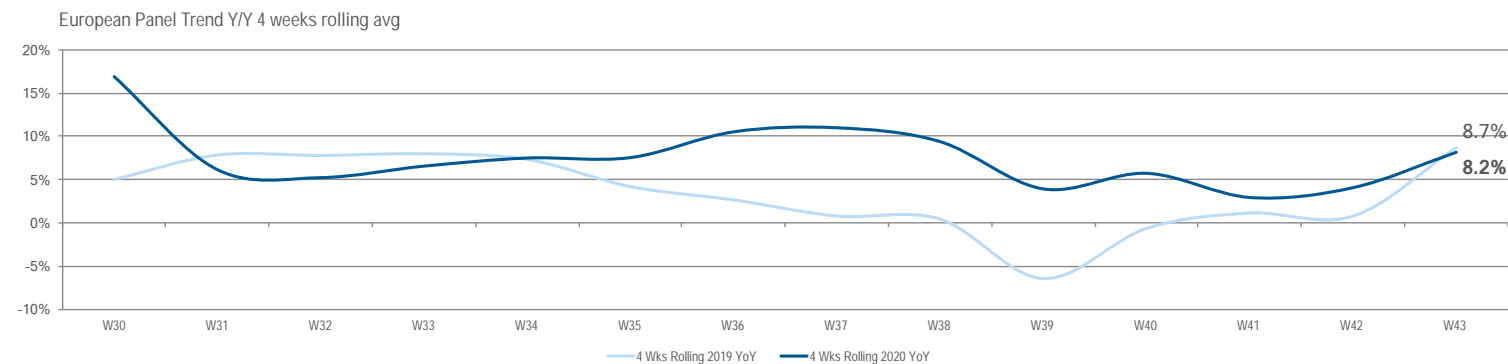
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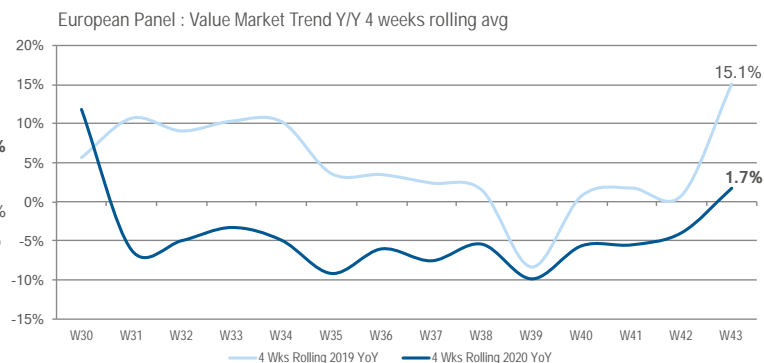
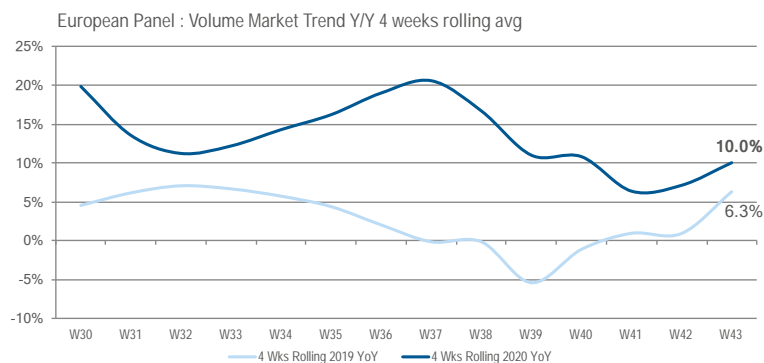
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia



CONTEXT Covid-19 Weekly Report

Largest Industry

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Largest IT Industry Sectors

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest industry sector and largest country. Displays top two categories (by revenue) within each Industry sector.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	👉 Mobile Computing	7%	46%	67%	40%	37%	55%	20%	5%	40%	-4%	58%	9%	2%	44%	-12%	5%	42%	57%
2	2	👉 Software and Licences	24%	2%	30%	-8%	-1%	12%	-7%	-3%	16%	-23%	16%	8%	68%	11%	65%	3%	-20%	61%
3	3	👉 Telecommunications	-39%	-16%	5%	-50%	-23%	49%	-9%	-44%	-1%	18%	-27%	-11%	1%	-45%	-2%	-20%	-34%	89%
4	4	👉 Printing Consumables	16%	-13%	-7%	8%	-27%	-9%	-6%	5%	-25%	-15%	-15%	-35%	-25%	-11%	-22%	-4%	69%	23%
5	5	👉 Displays	18%	7%	1%	5%	38%	29%	30%	38%	13%	15%	26%	-13%	32%	26%	-11%	21%	7%	15%
7	6	👈 Warranties and Services	18%	-9%	-13%	3%	30%	24%	3%	-11%	17%	-23%	-15%	15%	5%	-12%	21%	-37%	-56%	48%
6	7	👇 Disk Storage	-9%	-7%	2%	-8%	10%	27%	-6%	-4%	19%	-10%	-20%	6%	54%	8%	16%	-33%	-54%	13%
8	8	👉 Computing Components	-10%	-6%	18%	2%	6%	14%	-12%	7%	32%	-2%	-12%	-14%	67%	-8%	-20%	-44%	-67%	74%
10	9	👈 Audio-Video Systems	81%	20%	63%	2%	90%	76%	10%	181%	92%	13%	51%	34%	105%	48%	-13%	63%	-13%	66%
9	10	👇 Desktop Computing	-12%	-33%	-1%	-9%	-17%	-2%	-29%	-24%	5%	-44%	-2%	-32%	-17%	-4%	-27%	-31%	-20%	-15%
12	11	👈 Computing Accessories	84%	31%	48%	29%	65%	41%	29%	44%	41%	19%	38%	23%	27%	14%	-8%	9%	75%	57%
11	12	👇 Printing	9%	8%	12%	20%	-13%	21%	-8%	4%	26%	-20%	16%	-12%	-16%	-7%	-4%	14%	-3%	-10%
13	13	👉 Networking Systems	7%	-32%	2%	-17%	-11%	31%	-23%	6%	33%	-5%	3%	-1%	-26%	-36%	12%	-17%	-21%	-36%
14	14	👉 Server Computing	19%	25%	20%	-21%	-7%	22%	14%	-24%	2%	32%	98%	44%	8%	8%	14%	-5%	-37%	39%
15	15	👉 Wearable Devices	-13%	20%	97%	50%	88%	229%	37%	48%	55%	110%	-22%	92%	100%	73%	-30%	56%	-11%	159%
16	16	👉 Data Center Networking and Security	-22%	-4%	26%	-31%	4%	0%	-5%	-1%	251%	-25%	-28%	-19%	-36%	-54%	-41%	-26%	111%	6%
17	17	👉 Wireless Networking	42%	8%	33%	30%	58%	17%	2%	19%	67%	-2%	18%	4%	-5%	21%	30%	26%	-13%	11%
19	18	👈 Other Networking Equipment	-5%	-8%	42%	-3%	23%	9%	8%	-9%	78%	6%	15%	-9%	-5%	29%	-28%	-53%	-15%	45%
18	19	👇 Power Equipment	5%	3%	10%	-4%	-7%	26%	8%	7%	15%	28%	19%	-11%	3%	6%	44%	-22%	6%	-13%
20	20	👉 Connectivity	24%	-12%	6%	2%	-30%	26%	-9%	3%	-7%	9%	21%	-4%	5%	19%	3%	-27%	-3%	18%
21	21	👉 Smart Home and Office	2%	12%	88%	-41%	65%	222%	-36%	12%	368%	-10%	-45%	-76%	272%	103%	28%	75%	103%	1058%
22	22	👉 Removable Storage	-1%	-37%	-7%	66%	-46%	-12%	4%	-8%	-5%	39%	4%	-14%	-16%	-43%	-22%	-7%	-28%	9%
24	23	👈 Games Consoles	-28%		-37%	-11%	26%	-50%	58%	176%	-60%	356%	-62%	55%	31%	-8%	-64%	213%	62%	159%
23	24	👇 Electronics	24%	-33%	-16%	52%	-29%	-7%	-65%	64%	25%	-2%	36%	29%	164%	-38%	18%	27%	43%	-34%
25	25	👉 Unified Communications	15%	-36%	-19%	-36%	-22%	6%	-37%	67%	36%	-61%	-40%	-51%	-80%	-61%	-38%	-34%	144%	2%
26	26	👉 Scanner Imaging	22%	-26%	16%	21%	28%	-25%	20%	-10%	8%	-39%	-6%	-15%	0%	22%	11%	-22%	11%	-45%
27	27	👉 Security	43%	-32%	-7%	-25%	4%	-38%	-2%	-3%	8%	-30%	18%	-16%	182%	-74%	164%	60%	12%	-9%
28	28	👉 Tape Storage	-30%	-52%	-40%	-25%	-37%	-24%	-53%	131%	-86%	-39%	-29%	-30%	-21%	226%	-32%	9%	-85%	109%
29	29	👉 Terminals, Thin Clients and Points of Sale	-33%	-67%	-6%	-55%	-18%	-11%	-21%	0%	38%	-72%	67%	-61%	-42%	193%	-41%	-81%	-22%	-16%
30	30	👉 Photo and Video Cameras	-28%	-33%	11%	-62%	3%	-17%	-78%	-18%	34%	13%	42%	-71%	-57%	52%	-26%	-79%	-28%	-65%

INDUSTRY SECTOR TREND
30%
10%
-16%
-3%
14%
1%
-3%
-1%
49%
-16%
46%
7%
-9%
12%
44%
-12%
25%
1%
5%
1%
14%
-11%
-26%
2%
-10%
5%
-13%
-28%
-35%
-7%

CONTEXT Covid-19 Weekly Report

Largest Category

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Largest Categories

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	→ Notebooks	13%	50%	81%	60%	48%	59%	29%	13%	35%	2%	71%	16%	-4%	50%	-12%	19%	46%	70%
2	2	→ Smartphones	-41%	-16%	4%	-55%	-24%	51%	-14%	-53%	-1%	18%	-28%	-12%	0%	-45%	-2%	-21%	-37%	116%
3	3	→ Warranties and Services	18%	-9%	-13%	3%	30%	24%	3%	-11%	17%	-23%	-15%	15%	5%	-12%	21%	-37%	-56%	48%
4	4	→ Tablet PCs	-8%	29%	32%	-5%	-2%	35%	-6%	-17%	71%	-17%	24%	-12%	32%	16%	-12%	-53%	14%	-2%
5	5	→ Desktops	-10%	-30%	3%	-8%	-16%	-5%	-28%	-24%	8%	-42%	-2%	-30%	-16%	-2%	-26%	-24%	-15%	-14%
7	6	↑ Ink Cartridges and Tanks	17%	-3%	-7%	10%	-15%	14%	-8%	3%	-30%	-17%	-11%	-46%	6%	-9%	-16%	-3%	-2%	36%
6	7	↓ Monitors	27%	27%	6%	18%	28%	31%	65%	63%	58%	32%	74%	5%	50%	11%	-20%	69%	4%	11%
8	8	→ Toner	18%	-20%	-7%	6%	-39%	-27%	0%	5%	-27%	-12%	-22%	-14%	-34%	-4%	-25%	-4%	149%	18%
10	9	↑ Security Software	61%	0%	12%	-7%	-48%	-26%	6%	-44%	67%	8%	21%	34%	91%	48%	175%	34%	37%	81%
12	10	↑ Office Applications Software	-10%	3%	16%	8%	65%	52%	-13%	5%	-8%	-9%	6%	12%	9%	18%	23%	21%	30%	-4%
11	11	→ Processors	-27%	-8%	15%	10%	41%	-5%	-18%	1%	77%	2%	-29%	-26%	62%	-7%	9%	-40%	-84%	74%
14	12	↑ Network Switches	0%	-28%	-10%	-20%	22%	29%	-8%	-3%	18%	-7%	11%	5%	-21%	-38%	15%	-27%	-3%	-34%
NA	13	↑ Internal Solid State Drives (SSDs)	-2%	16%	-16%	-10%	25%	37%	16%	38%	57%	47%	-5%	-33%	78%	-10%	89%	9%	-69%	28%
16	14	↑ Data Management Software	27%	-2%	97%	-20%	64%	31%	-21%	-15%	105%	62%	12%	75%	60%	78%	7%	-30%	-22%	139%
17	15	↑ Operating Systems Software	-9%	-23%	-5%	-19%	1%	-4%	-20%	-15%	6%	32%	-17%	-10%	62%	21%	7%	-22%	-22%	50%
19	16	↑ Graphics and Design Software	-19%	-14%	0%	-17%	-23%	-3%	-19%	-16%	-2%	-2%	-16%	-39%	74%	-40%	-53%	-19%	-7%	9%
18	17	↑ Servers (PC/Mac)	-7%	11%	2%	-28%	-8%	11%	-3%	-45%	10%	-5%	15%	13%	-18%	114%	13%	1%	-25%	3%
NA	18	↑ Internal Hard Disk Drives (HDDs)	-30%	-6%	-8%	-16%	0%	22%	-1%	-51%	0%	-12%	-16%	41%	-12%	-27%	-21%	-51%	-25%	-13%
23	19	↑ Smart Watches	-19%	67%	101%	2%	116%	144%	68%	63%	89%	114%	-25%	91%	94%	77%	-31%	57%	-16%	104%
21	20	↑ RAM Memory	9%	-26%	12%	-14%	-14%	39%	-19%	23%	10%	13%	27%	-8%	55%	-4%	1%	-40%	-55%	75%
26	21	↑ All-in-One Inkjets	0%	22%	27%	6%	3%	29%	3%	18%	81%	-48%	-3%	-13%	-32%	5%	-2%	30%	59%	23%
25	22	↑ Large Format Displays	-10%	-5%	13%	-25%	-11%	67%	-26%	-6%	-17%	-15%	-26%	-8%	-11%	91%	-33%	-33%	8%	-24%
20	23	↓ Disk Arrays	-2%	-20%	71%	2%	15%	26%	-9%	-26%	3%	-41%	-55%	94%	136%	46%	-77%	-66%	111%	86%
24	24	→ Televisions	-49%	0%	-9%	36%	519%	33%	-2%	30%	-21%	199%	-57%	-44%	92%	134%	41%	-20%	18%	17%
27	25	↑ Wireless Access Points	43%	8%	33%	35%	83%	16%	3%	20%	64%	-2%	24%	9%	7%	48%	28%	45%	-9%	28%
22	26	↓ All-in-One Lasers	16%	8%	14%	30%	-10%	7%	-13%	-11%	17%	-5%	72%	14%	-18%	1%	-8%	49%	-15%	-12%
29	27	↑ Network Management and Security Appliances	8%	12%	7%	9%	-11%	-5%	-1%	22%	-25%	-12%	-19%	-4%	-25%	-36%	-48%	-2%	96%	11%
30	28	↑ Virtualisation Software	41%	-25%	52%	13%	-46%	-17%	92%	-3%	-14%	-18%	33%	80%	304%	84%	35%	-16%	-71%	70%
28	29	↓ Network Routers	20%	-42%	23%	3%	-42%	37%	-61%	39%	69%	0%	-14%	-21%	-49%	-27%	-9%	15%	-37%	-45%
32	30	↑ Graphics Cards	10%	36%	16%	11%	-27%	24%	-2%	-18%	-6%	-16%	-19%	18%	121%	-21%	-48%	-66%	-13%	87%
33	31	↑ Docking Stations	66%	41%	48%	96%	74%	7%	41%	27%	29%	23%	49%	51%	33%	13%	-11%	24%	89%	69%
31	32	↓ Network Management Software	42%	33%	39%	-9%	140%	141%	133%	7%	186%	-42%	17%	96%	16%	12%	63%	-54%	74%	61%
35	33	↑ Cables and Connectivity Adapters	24%	-11%	7%	3%	-32%	21%	-10%	-2%	-5%	10%	21%	-2%	9%	15%	2%	-3%	-6%	18%
41	34	↑ Database Management Software	72%	-26%	-43%	22%	50%	-57%	-25%	-7%	-37%	35%	125%	-48%	5%	9%	9%	-11%	315%	
40	35	↑ Notebook Workstations	53%	82%	43%	44%	23%	14%	12%	1%	37%	-33%	18%	39%	-7%	45%	-8%	-9%	34%	96%
36	36	→ Desktop Workstations (PC/Mac)	-29%	-50%	-23%	-16%	-33%	54%	-32%	-29%	-29%	-61%	-2%	-48%	-28%	-33%	-30%	-56%	-43%	-29%
37	37	→ Keyboards and Keypads	35%	30%	26%	7%	72%	13%	42%	63%	6%	14%	9%	12%	9%	12%	-22%	17%	-24%	28%
NA	38	↑ External Hard Disk Drives (HDDs)	1%	-47%	15%	61%	5%	4%	-29%	6%	-12%	-29%	50%	4%	39%	164%	53%	163%	-84%	-51%
43	39	↑ Projectors	2%	-45%	-11%	8%	-12%	-13%	-15%	18%	-17%	-5%	-14%	-11%	-51%	-18%	21%	-23%	6%	229%
38	40	↓ Transceivers	-17%	-24%	61%	-11%	28%	11%	41%	-20%	70%	16%	4%	-12%	-38%	20%	-36%	-60%	-41%	43%
45	41	↑ Mobile Computing Cases	112%	67%	57%	48%	48%	39%	20%	88%	74%	6%	106%	45%	61%	9%	59%	0%	117%	52%
39	42	↓ Laser Printers	7%	2%	22%	25%	-21%	9%	29%	-22%	37%	-13%	35%	-6%	-21%	1%	-3%	-8%	10%	8%
46	43	↑ Developer Tools Software	-21%	-36%	248%	-22%	-4%	390%	4%	9%	127%	59%	102%	-35%	53%	20%	67%	78%	-32%	-20%
34	44	↓ Uninterruptible Power Supplies (UPS)	20%	2%	-3%	10%	-19%	-9%	-6%	-8%	8%	7%	24%	-11%	-29%	18%	-24%	-4%	4%	9%
42	45	↓ Mice	30%	17%	43%	10%	28%	52%	14%	38%	17%	4%	6%	29%	20%	-4%	-10%	-5%	49%	97%
47	46	↑ Digital Media Players	-13%	56%	97%	81%	87%	-36%	-2%	12%	58%	35%	-20%	46%	106%	13%	-10%	25%	-68%	213%
50	47	↑ Mobile Computing Accessories and Parts	142%	-22%	-1%	-19%	18%	23%	-8%	-7%	-4%	-35%	44%	-18%	-1%	-35%	-15%	-43%	40%	-14%
44	48	↓ Long Life Consumables	5%	-32%	-12%	3%	-13%	-1%	2%	16%	3%	-26%	0%	-28%	-64%	-35%	-26%	-39%	508%	-3%
49	49	→ NAS Devices	20%	-2%	-7%	-18%	-7%	30%	-49%	-7%	-16%	-29%	18%	38%	48%	-28%	-21%	-41%	-21%	-6%
NA	50	↑ Network Expansion Modules	-56%	-35%	104%	-21%	11%	12%	-37%	-39%	449%	-5%	-73%	-56%	-76%	-74%	-61%	-30%	234%	97%

CATEGORY TREND
38%
-17%
1%
5%
-15%
0%
29%
-6%
12%
6%
-8%
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6%
17%
-10%
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0%
11%
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32%
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-4%
-9%
-7%
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7%
8%
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25%
35%
39%
-8%
1%
-31%

CONTEXT Covid-19 Weekly Report

Channel

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Channel Performance

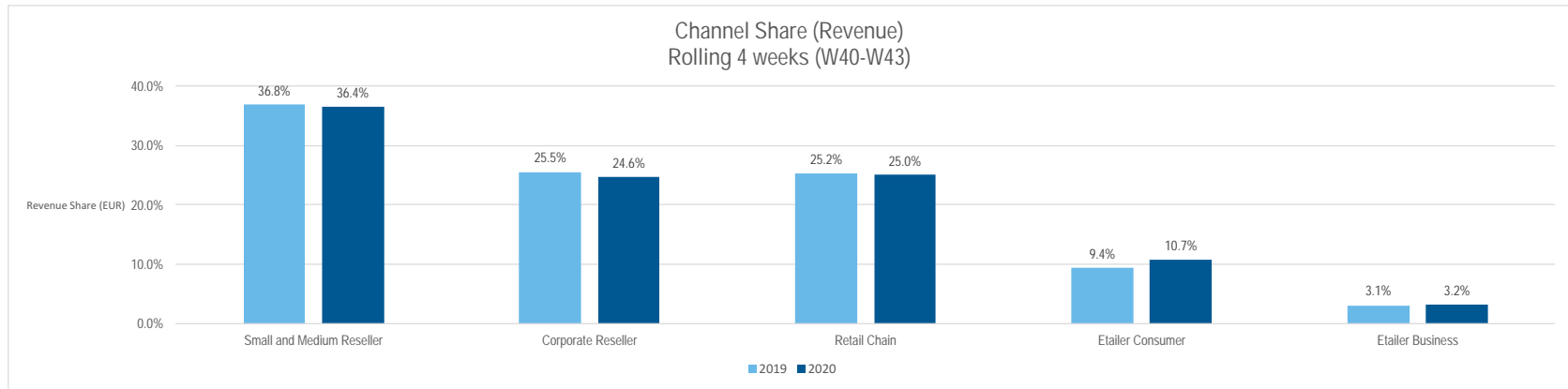
% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe	CHANNEL TREND	
Business Channels	Corporate Reseller	15%	1%	3%	-3%	3%	5%	4%	-4%	38%	-14%	2%	8%	32%	-24%	3%	-10%	-7%	26%	4%	
	Small and Medium Reseller	1%	5%	20%	7%	7%	31%	-5%	7%	17%	-10%	2%	-1%	17%	-4%	8%	-20%	0%	36%	7%	
	Etailer Business	19%	31%	14%	25%	-21%	41%	-26%	38%	4%	-7%	-1%	46%	-33%	-11%	12%	-14%	34%	66%	14%	
Retail Channels	Etailer Consumer	16%	21%	49%	7%	55%	86%	20%	14%	18%	-73%	13%	10%	55%	41%	-16%	16%	-26%	98%	24%	
	Retail Chain	-7%	5%	27%	-21%	3%	34%	0%	3%	17%	47%	11%	-10%	-4%	8%	-3%	90%	-17%	64%	7%	



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Largest Industries Business

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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	➡ Mobile Computing	7%	48%	92%	40%	49%	65%	35%	-14%	60%	-6%	46%	11%	-6%	10%	-9%	5%	48%	73%
2	2	➡ Software and Licences	26%	4%	26%	-8%	-3%	15%	-8%	-3%	26%	-24%	17%	6%	71%	9%	59%	6%	-17%	61%
3	3	➡ Telecommunications	-24%	-11%	-37%	-15%	-13%	59%	-22%	7%	7%	-14%	-47%	1%	14%	-50%	-7%	-71%	-17%	67%
4	4	➡ Printing Consumables	16%	-18%	-8%	10%	-31%	-19%	-8%	4%	-25%	-18%	-18%	-32%	-27%	-9%	-22%	-9%	117%	13%
5	5	➡ Displays	13%	-8%	8%	-3%	7%	8%	11%	24%	6%	6%	10%	0%	24%	8%	-26%	-2%	-12%	7%
7	6	⬆ Warranties and Services	18%	-10%	-13%	2%	28%	18%	3%	-12%	14%	-25%	-15%	12%	3%	-12%	21%	-38%	-56%	43%
6	7	⬇ Disk Storage	-12%	-8%	13%	-5%	-3%	23%	-2%	0%	18%	-16%	-23%	11%	53%	-8%	8%	-55%	-43%	7%
8	8	➡ Computing Components	-18%	-16%	10%	11%	-13%	31%	-14%	0%	10%	8%	-14%	-9%	68%	-24%	-24%	-19%	-70%	52%
10	9	⬆ Audio-Video Systems	32%	20%	15%	39%	48%	58%	95%	442%	156%	-11%	176%	37%	120%	56%	41%	57%	110%	6%
9	10	⬇ Desktop Computing	-19%	-42%	-1%	-11%	-27%	-19%	-41%	-26%	2%	-39%	-1%	-25%	-30%	-33%	-35%	-38%	-21%	-25%
12	11	⬆ Computing Accessories	77%	30%	63%	49%	62%	32%	31%	14%	38%	19%	40%	16%	36%	19%	-2%	19%	57%	31%
11	12	⬇ Printing	17%	-1%	-2%	25%	-30%	16%	-29%	6%	16%	-25%	18%	-15%	-20%	-1%	-7%	15%	-25%	-30%
13	13	➡ Networking Systems	-6%	-33%	-14%	-20%	-17%	18%	-24%	-3%	26%	-6%	7%	-7%	-30%	-40%	-1%	-25%	21%	-43%
14	14	➡ Server Computing	20%	27%	21%	-26%	-9%	21%	15%	-24%	16%	33%	102%	46%	5%	-6%	19%	-6%	-37%	40%
15	15	➡ Wearable Devices	-17%	51%	171%	322%	63%	177%	10%	62%	66%	33%	-19%	56%	206%	11%	-23%	28%	2%	-16%
16	16	➡ Data Center Networking and Security	-22%	-6%	27%	-31%	7%	-6%	-6%	-9%	280%	-36%	-50%	-20%	-35%	-56%	-36%	-27%	131%	2%
17	17	➡ Wireless Networking	12%	30%	17%	39%	55%	-8%	-16%	9%	50%	-15%	6%	6%	-17%	10%	23%	6%	1%	4%
19	18	⬆ Other Networking Equipment	-13%	-8%	47%	-17%	11%	8%	17%	-10%	76%	2%	10%	-18%	-5%	3%	-32%	-54%	3%	44%
18	19	⬇ Power Equipment	0%	2%	11%	-2%	-14%	11%	10%	-10%	19%	11%	10%	-11%	2%	9%	-18%	-10%	6%	-11%
20	20	➡ Connectivity	14%	-12%	12%	-1%	-41%	10%	-7%	-13%	-6%	28%	15%	-8%	-1%	-7%	-23%	-28%	-4%	15%
21	21	➡ Smart Home and Office	25%	-49%	-65%	77%	45%	60%	-1207%	-51%	31%	-17%	-51%	-1%	154%	7%	45%	-81%	109%	1591%
22	22	➡ Removable Storage	-5%	-31%	11%	8%	-29%	-15%	27%	-5%	1%	45%	13%	-9%	-11%	-57%	-16%	-39%	-28%	-7%
24	23	⬆ Games Consoles	-31%	-15%	-15%	136%	39%	-21%	87%	379%	-82%	355%	43%	-36%	277%	-31%	-87%	-864%	104%	105%
23	24	⬇ Electronics	22%	-6%	1%	39%	-28%	-15%	-54%	93%	24%	1%	43%	41%	166%	-16%	20%	2%	62%	-33%
25	25	➡ Unified Communications	-4%	-42%	-21%	-36%	-27%	46%	-38%	71%	43%	-62%	-39%	-49%	-80%	-67%	-22%	-37%	129%	3%
26	26	➡ Scanner Imaging	23%	-28%	22%	17%	33%	-36%	-26%	-11%	6%	-40%	-12%	-19%	-8%	25%	9%	-24%	14%	-50%
27	27	➡ Security	17%	3%	-6%	22%	-14%	-65%	-9%	3%	-23%	-59%	14%	-11%	41%	-89%	2623%	-62%	29%	-21%
28	28	➡ Tape Storage	-30%	-52%	-39%	-26%	-39%	-26%	-51%	151%	-86%	-39%	-29%	-29%	-35%	229%	-40%	10%	-83%	64%
29	29	➡ Terminals, Thin Clients and Points of Sales	-33%	-68%	-6%	-55%	-17%	-7%	-25%	2%	57%	-71%	57%	-61%	-42%	82%	-35%	-82%	-37%	-17%
30	30	➡ Photo and Video Cameras	-31%	-40%	85%	-56%	322%	-53%	-66%	-29%	-2%	59%	41%	-54%	135%	268%	-42%	-13%	-21%	-67%

INDUSTRY SECTOR TREND
32%
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2%
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-28%
-36%
-8%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	Mobile Computing	8%	41%	43%	40%	28%	48%	8%	31%	29%	1%	69%	6%	38%	67%	-17%	7%	34%	37%
2	2	Software and Licences	-23%	-40%	276%	-34%	63%	-7%	3%	-13%	-43%	40%	-27%	67%	-14%	110%	189%	-56%	-46%	44%
3	3	Telecommunications	-41%	-21%	26%	-62%	-26%	43%	2%	-60%	-5%	51%	-22%	-24%	-25%	-43%	-1%	46%	-45%	156%
4	4	Printing Consumables	14%	-4%	-6%	5%	-14%	44%	0%	6%	-25%	1%	-6%	-42%	-15%	-12%	-19%	11%	-10%	50%
5	5	Displays	24%	40%	-4%	63%	93%	49%	113%	65%	18%	129%	85%	-47%	66%	96%	23%	156%	72%	47%
7	6	Warranties and Services	42%	82%	5%	-25212%	454%	387%	106%	48%	295%	52%	43%	120%	68%	-22%	24%	134%	37%	1023%
6	7	Disk Storage	4%	1%	-49%	-25%	40%	34%	-23%		21%	7%	6%	-25%	65%	56%	32%	104%	-73%	89%
8	8	Computing Components	13%	45%	84%	-15%	26%	0%	-3%	37%	52%	-11%	-7%	-36%	66%	73%	-18%	-63%	-61%	140%
10	9	Audio-Video Systems	122%	20%	100%	-17%	120%	82%	-13%	43%	70%	30%	-20%	29%	69%	45%	-34%	71%	-44%	114%
9	10	Desktop Computing	6%	25%	1%	3%	19%	66%	4%	-21%	11%	-57%	-4%	-55%	76%	90%	-4%	-9%	-16%	94%
12	11	Computing Accessories	99%	37%	33%	-8%	71%	48%	26%	90%	45%	22%	32%	63%	-12%	10%	-17%	-19%	127%	137%
11	12	Printing	-5%	25%	36%	0%	14%	24%	18%	1%	38%	9%	14%	-7%	-3%	-21%	12%	6%	79%	62%
13	13	Networking Systems	34%	-24%	72%	3%	59%	80%	-10%	40%	53%	-1%	-6%	70%	28%	33%	98%	19%	-73%	-8%
14	14	Server Computing	12%	-44%	-20%	811%	71%	71%	-14%	-19%	-77%	-21%	48%	-4%	544%		-56%	126%	70%	-24%
15	15	Wearable Devices	-12%	16%	76%	-49%	118%	260%	39%	42%	51%	161%	-23%	157%	79%	134%	-32%	95%	-17%	488%
16	16	Data Center Networking and Security	-6%	89%	-21%	8%	-76%	617%	321%	153%	-48%	360%	599%	0%	-58%	6%	-81%	747%	-63%	333%
17	17	Wireless Networking	102%	-40%	93%	0%	66%	115%	59%	43%	100%	39%	63%	-7%	87%	50%	81%	151%	-41%	88%
19	18	Other Networking Equipment	26%	-5%	14%	30%	71%	28%	-18%	-6%	88%	43%	38%	20%	-13%	109%	20%	15%	-61%	51%
18	19	Power Equipment	45%	7%	2%	-12%	16%	73%	-11%	51%	6%	90%	86%	-15%	10%	-29%	198%	-58%	2%	-21%
20	20	Connectivity	64%	-11%	-7%	13%	24%	53%	-10%	27%	-9%	-31%	55%	16%	39%	61%	47%	0%	-1%	28%
21	21	Smart Home and Office	1%	47%	104%	-49%	66%	620%	-38%	81%	477%	-10%	-45%	-79%	306%	446%	27%	118%	97%	734%
22	22	Removable Storage	4%	-40%	-27%	161%	-55%	-10%	-41%	-11%	-9%	27%	-13%	-25%	-24%	-27%	-27%	16%	-28%	81%
24	23	Games Consoles	-27%		-45%	-16%	24%	-52%	56%	136%	-51%	357%	-63%	141%	-45%	-3%	-59%	563%	14%	199%
23	24	Electronics	42%	-57%	-41%	108%	-30%	29%	-70%	36%	30%	-31%	-64%	-10%	117%	-56%	-18%	216%	-25%	-54%
25	25	Unified Communications	41%	35%	79%	-41%	19%	-110%	-5%	41%	-82%	-48%	-54%	-81%	-86%	-14239%	-77%	1985%	342%	-64%
26	26	Scanner Imaging	19%	-13%	-5%	46%	14%	9%	61%	-7%	13%	-33%	46%	7%	45%	7%	20%	-7%	-1%	-10%
27	27	Security	101%	-48%	-9%	60%	34%	66%	0%	-14%	94%	18%	29%	-21%	426%	66%	72%	133%	-25%	394%
28	28	Tape Storage	-49%	-71%	-80%	156%	242%	1638%	-85%	-74%	-2%	-100%	-46%	-77%	1050%	-100%	639%	-91%	-98%	2962%
29	29	Terminals, Thin Clients and Points of Sales	20%	-2%	641%	-86%	-43%	-72%	94%	-7%	3078%	-91%	153%	8%	-69%	-108%	-88%	-22%		110%
30	30	Photo and Video Cameras	-23%	-26%	-52%	-91%	-14%	-10%	-82%	-16%	59%	-31%	431%	-80%	-73%	17%	-17%	-94%	-69%	-64%

INDUSTRY SECTOR TREND
27%
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-18%
-6%
20%
-6%

CONTEXT Covid-19 Weekly Report

Largest Category Business

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Top Categories in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	📁 Notebooks	6%	52%	94%	49%	57%	72%	38%	-7%	64%	5%	54%	12%	-12%	6%	-17%	23%	50%	94%
2	2	📁 Warranties and Services	18%	-10%	-13%	2%	28%	18%	3%	-12%	14%	-25%	-15%	12%	3%	-12%	21%	-38%	-56%	43%
3	3	📁 Smartphones	-33%	-10%	-40%	-19%	-15%	63%	-32%	-8%	6%	-18%	-54%	-2%	14%	-51%	-8%	-75%	-23%	93%
4	4	📁 Tablet PCs	7%	30%	91%	10%	20%	37%	22%	-30%	45%	-31%	18%	1%	24%	39%	76%	-56%	31%	-9%
5	5	📁 Toner	16%	-21%	-7%	5%	-44%	-34%	-5%	1%	-26%	-15%	-22%	-14%	-37%	-5%	-24%	-8%	145%	9%
5	6	📁 Desktops	-17%	-41%	4%	-10%	-27%	-25%	-42%	-25%	6%	-34%	-1%	-22%	-30%	-34%	-36%	-30%	-14%	-24%
7	7	📁 Security Software	62%	-3%	12%	-7%	-49%	-31%	6%	-45%	82%	1%	18%	35%	111%	51%	191%	39%	14%	80%
8	8	📁 Monitors	27%	1%	4%	11%	18%	18%	44%	48%	31%	25%	58%	-6%	52%	-26%	-36%	33%	-3%	-3%
9	9	📁 Office Applications Software	-7%	4%	17%	7%	63%	61%	-13%	7%	15%	-9%	6%	12%	8%	17%	26%	24%	21%	-7%
10	10	📁 Ink Cartridges and Tanks	20%	-7%	-9%	18%	-17%	3%	-9%	8%	-35%	-20%	-13%	-46%	44%	1%	-14%	-6%	32%	27%
11	11	📁 Data Management Software	27%	-2%	97%	-20%	53%	31%	-21%	-16%	106%	62%	20%	76%	58%	78%	8%	-30%	-22%	144%
12	12	📁 Network Switches	-6%	-28%	-12%	-22%	15%	17%	-10%	-4%	19%	-7%	10%	6%	-23%	-40%	3%	-28%	-2%	-39%
14	13	📁 Operating Systems Software	-8%	-22%	-5%	-19%	-1%	-7%	-22%	-14%	9%	35%	-19%	-13%	64%	17%	11%	-23%	-18%	45%
NA	4	📁 Internal Solid State Drives (SSDs)	-1%	14%	1%	-7%	17%	36%	10%	34%	50%	55%	1%	-36%	80%	-30%	138%	-19%	-65%	20%
19	15	📁 Graphics and Design Software	-18%	-13%	-1%	-16%	-23%	-4%	-19%	-16%	-3%	-3%	-15%	-39%	82%	-40%	-57%	-21%	1%	15%
17	16	📁 Processors	-30%	-14%	6%	45%	12%	16%	-17%	-20%	41%	34%	-29%	-17%	90%	-31%	6%	-5%	-84%	44%
18	17	📁 Servers (PC/Mac)	-7%	13%	2%	-34%	-11%	8%	-2%	-45%	28%	-5%	12%	15%	-18%	84%	19%	0%	-26%	3%
16	18	📁 Disk Arrays	-2%	-20%	72%	-1%	15%	28%	-10%	-26%	2%	-44%	-55%	94%	134%	46%	-78%	-66%	114%	87%
22	19	📁 Large Format Displays	-10%	-4%	18%	-26%	-13%	56%	-26%	1%	-22%	-16%	-37%	-10%	-10%	116%	-30%	-34%	2%	-21%
NA	20	📁 Internal Hard Disk Drives (HDDs)	-30%	-11%	-5%	-6%	-16%	7%	6%	-52%	-5%	-10%	-14%	43%	-17%	-44%	-24%	-65%	-28%	-17%
21	21	📁 RAM Memory	-1%	-26%	12%	-15%	-28%	40%	-22%	17%	-19%	18%	27%	-9%	50%	-8%	-4%	-34%	-59%	79%
25	9	📁 Network Management and Security Appliances	9%	7%	10%	10%	-7%	-15%	-2%	7%	-22%	-28%	-41%	-3%	-24%	-38%	-42%	-4%	104%	10%
23	23	📁 Virtualisation Software	42%	12%	52%	13%	-48%	-17%	96%	-4%	-14%	-20%	33%	46%	319%	65%	30%	-15%	-30%	70%
26	24	📁 Docking Stations	69%	41%	43%	99%	79%	-6%	38%	9%	24%	23%	47%	52%	36%	11%	-7%	25%	89%	94%
28	25	📁 Wireless Access Points	13%	34%	13%	46%	80%	-6%	-17%	12%	49%	-13%	12%	13%	-5%	46%	20%	22%	3%	23%
24	26	📁 Network Management Software	42%	33%	40%	-13%	137%	139%	133%	5%	184%	-38%	15%	100%	16%	5%	59%	-51%	76%	55%
27	27	📁 All-In-One Lasers	19%	-15%	-7%	30%	-28%	3%	-21%	-10%	28%	-14%	66%	0%	-29%	-6%	-12%	63%	-36%	-32%
30	28	📁 Database Management Software	72%	-32%	-43%	21%	50%	-57%	-26%	-8%	-39%	34%	125%	-50%	6%	3%	9%	14%	-12%	315%
31	29	📁 Notebook Workstations	34%	89%	46%	46%	13%	-1%	15%	-24%	23%	-36%	18%	44%	-6%	35%	-7%	-2%	40%	92%
29	30	📁 Transceivers	-17%	-26%	61%	-11%	25%	11%	43%	-15%	78%	9%	2%	-13%	-35%	20%	-43%	-60%	-33%	46%
35	31	📁 All-In-One Inkjets	24%	41%	13%	-4%	-19%	43%	-28%	15%	70%	-53%	3%	-12%	15%	124%	-2%	46%	61%	-14%
36	32	📁 Developer Tools Software	-21%	-35%	249%	-22%	-4%	411%	4%	10%	127%	61%	102%	-35%	53%	20%	73%	79%	-32%	-20%
33	33	📁 Cables and Connectivity Adapters	15%	-10%	13%	1%	-43%	4%	-10%	-20%	-4%	29%	18%	-6%	3%	-13%	-24%	-4%	-6%	16%
34	34	📁 Desktop Workstations (PC/Mac)	-32%	-48%	-23%	-15%	-34%	46%	-34%	-32%	-31%	-61%	-2%	-48%	-29%	-31%	-24%	-60%	-48%	-34%
42	35	📁 Graphics Cards	-7%	2%	5%	-16%	-16%	79%	-21%	-15%	-30%	-36%	-47%	24%	88%	-10%	-54%	-3%	-32%	53%
39	36	📁 Integrated Systems	58%	89%	282%	16%	13%	-89%	256%	123%	2583%	208%	532%	293%	214%	-95%	31%	-49%	-100%	493%
32	37	📁 Uninterruptable Power Supplies (UPS)	23%	7%	4%	8%	-21%	-14%	-4%	-13%	12%	6%	-1%	-11%	-31%	24%	-32%	-10%	1%	20%
40	38	📁 Long Life Consumables	6%	-32%	-10%	2%	-14%	-2%	17%	18%	8%	-26%	0%	-30%	-65%	-35%	-28%	-39%	502%	-2%
41	39	📁 Laser Printers	10%	-8%	46%	29%	-33%	3%	-9%	-12%	41%	-32%	35%	-14%	-31%	-10%	-16%	-13%	-10%	-4%
44	40	📁 Projectors	13%	-44%	-1%	4%	-8%	-6%	-38%	14%	-4%	-20%	-12%	-7%	-47%	-13%	-11%	-23%	-2%	255%
37	41	📁 Network Routers	-12%	-51%	-19%	2%	-49%	25%	-76%	2%	60%	-4%	-27%	-61%	-65%	-43%	-30%	2%	105%	-55%
43	42	📁 Keyboards and Key pads	31%	17%	18%	24%	30%	-15%	55%	13%	-3%	28%	29%	-10%	-22%	13%	-11%	41%	35%	36%
38	43	📁 Televisions	-62%	-5%	-19%	-14%	35%	-27%	-13%	5%	-20%	16%	-56%	87%	-37%	117%	11%	-33%	-50%	33%
45	44	📁 Network Expansion Modules	-56%	-35%	105%	-24%	11%	-2%	-37%	-37%	458%	-12%	-75%	-60%	-75%	-74%	-63%	-30%	620%	94%
NA	45	📁 External Hard Disk Drives (HDDs)	-9%	-40%	19%	3%	-71%	5%	-21%	105%	14%	-40%	5%	98%	19%	226%	-23%	-19%	-71%	-62%
46	46	📁 Servers (Unix)	109%	-68%	-16%	34%	-30%	782%	-51%	-68%	729%	2585%				-100%		-100%		11%
47	47	📁 VOIP Systems	-13%	-42%	-22%	-38%	-27%	67%	-40%	76%	-52%	-59%	-37%	-50%	-80%	-64%	-24%	-37%	129%	6%
NA	48	📁 External Solid State Drives (SSDs)	-22%	5%	4%	1%	41%	-1%	80%	1%	100%	149%	12%	49%	-20%	21%	27%	28%	56%	-29%

CATEGORY TREND
37%
0%
-15%
17%
-7%
-22%
11%
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7%
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17%
-12%
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-15%
-12%
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-3%
-9%
-18%
-6%
3%
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50%
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36%
2%
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28%
-7%
13%
9%
-3%
-30%
-1%
85%
5%
-8%
5%
-8%
-34%
20%
-11%
-31%
-10%
83%
-22%
13%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W42	Rank-W43	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Czech Republic	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Slovakia	Rest of Europe
1	1	📄 Notebooks	21%	44%	67%	97%	41%	50%	19%	40%	21%	-10%	88%	23%	35%	85%	-1%	4%	40%	43%
2	2	📱 Smartphones	-42%	-21%	27%	-67%	-27%	45%	1%	-63%	-4%	53%	-22%	-23%	-26%	-43%	-1%	46%	-46%	186%
3	3	📄 Tablet PCs	-20%	27%	1%	-21%	-17%	33%	-15%	2%	91%	39%	26%	-24%	53%	8%	-44%	203%	1%	9%
4	4	📄 Monitors	28%	65%	9%	45%	38%	43%	124%	84%	75%	92%	117%	68%	41%	119%	10%	178%	18%	88%
5	5	🖨 Ink Cartridges and Tanks	10%	-2%	-5%	5%	-12%	40%	-6%	-2%	-24%	-6%	-7%	-46%	-19%	-13%	-17%	1%	-24%	47%
7	6	🖨 Desktops	7%	31%	2%	6%	19%	64%	5%	-21%	11%	-57%	-5%	-55%	82%	93%	0%	-10%	-17%	95%
8	7	📱 Smart Watches	-12%	69%	82%	-37%	186%	198%	71%	66%	62%	168%	-24%	156%	81%	149%	-32%	96%	-20%	114%
10	8	📺 Televisions	-29%	4%	-6%	851%	2186%	65%	45%	88%	-21%	1456%	-59%	-84%	562%	973%	54%	72%	231%	14%
11	9	🖨 All-In-One Inkjets	-16%	12%	36%	19%	16%	27%	18%	19%	86%	-39%	-4%	-13%	-47%	-22%	-3%	5%	58%	84%
9	10	📱 Processors	-17%	26%	108%	-22%	73%	-21%	-24%	244%	119%	-17%	-30%	-57%	7%	128%	10%	-57%	-85%	191%
15	11	📱 Network Routers	31%	-20%	83%	4%	18%	49%	-25%	82%	75%	3%	-12%	200%	30%	44%	47%	21%	-82%	113%
16	12	📱 Graphics Cards	25%	78%	60%	105%	-31%	0%	54%	-21%	6%	-4%	14%	-1%	206%	-52%	-45%	-92%	10%	128%
NA	13	📱 Internal Solid State Drives (SSDs)	-4%	40%	-66%	-41%	42%	38%	75%	56%	66%	35%	-36%	18%	64%	86%	33%	289%	-75%	97%
17	14	🖨 Toner	35%	-15%	-6%	11%	-19%	57%	8%	18%	-31%	22%	-6%	-10%	-14%	6%	-26%	36%	217%	59%
19	15	📱 Digital Media Players	-25%	82%	117%	105%	89%	-64%	-2%	27%	61%	44%	-18%	70%	110%	2%	-17%	29%	-76%	503%
14	16	📱 All-in-One Lasers	13%	145%	47%	28%	37%	12%	-3%	-11%	9%	53%	93%	133%	40%	53%	7%	-20%	126%	137%
18	17	📱 Wireless Access Points	104%	-44%	122%	-2%	94%	119%	67%	40%	100%	35%	72%	-7%	83%	50%	81%	196%	-35%	72%
22	18	📱 Keyboards and Keypads	43%	73%	34%	-11%	125%	25%	34%	127%	14%	-17%	-17%	119%	-24%	22%	-34%	8%	88%	215%
21	19	📱 Mice	30%	39%	47%	6%	48%	58%	3%	32%	24%	40%	-5%	78%	-42%	-1%	-18%	-48%	140%	347%
NA	20	📱 External Hard Disk Drives (HDDs)	17%	-52%	10%	234%	42%	3%	-45%	-37%	-26%	-23%	297%	-54%	65%	121%	84%	230%	-89%	199%
20	21	📱 Network Switches	41%	-30%	19%	2%	117%	151%	21%	0%	14%	-7%	43%	-8%	27%	14%	120%	6%	-8%	-17%
30	22	📱 Portable Speakers	-76%	-6%	83%	-26%	111%	16%	-79%	-30%	4%	-30%	-95%	-71%	64%	219%	-29%	-52%	-73%	-54%
26	23	📱 Games Accessories	8%		3%	61%	93%	-18%	57%	173%	-36%	283%	54%	141%	-45%	50%	12%	603%	60%	585%
34	24	📱 Smart Speakers	-43%	2%	102%	-54%	50%	177%		-15%	-97%	-23%	-75%	-79%	376%	-100%	-100%			40%
NA	25	📱 Internal Hard Disk Drives (HDDs)	-27%	13%	-48%	-56%	44%	86%	-40%	-46%	7%	-18%	-46%	2%	44%	0%	-7%	-7%	-8%	52%
31	26	📱 Mobile Computing Cases	216%	8%	10%	-18%	17%	12%	36%	109%	37%	35%	159%	45%	70%	0%	37%	78%	112%	23%
24	27	📱 RAM Memory	55%	-25%	12%	15%	65%	39%	7%	59%	87%	-1%	37%	9%	119%	21%	12%	-70%	-43%	60%
28	28	📱 Smart Bands and Activity Trackers	273%	-53%	11%	-95%	55%	471%	-65%	19%	56%	49%	54%	23803%	-59%	48%	-16%		279%	1999%
33	29	📱 Powerline Devices	31%	-9%	34%	31%	91%	52%	-9%	13%	315%	0%	25%	19%	-39%	120%	-59%	200%	-72%	-16%
39	30	📱 Smartphone Protective Cases	42%	-2%	8%	-26%	-56%	-47%	25%	-37%	-14%	146%	-71%	-75%	16%	38%	52%	156%		-62%
36	31	📱 Cables and Connectivity Adapters	56%	-13%	-5%	13%	25%	51%	-9%	25%	-7%	-30%	38%	24%	43%	57%	48%	0%	-5%	25%
35	32	📱 NAS Devices	35%	35%	21%	-58%	18%	38%	-55%	-25%	1%	-26%	25%	9%	112%	-16%	-14%	-67%	-12%	-14%
29	33	📱 Office Applications Software	-45%	-5%	-13%	59%	126%	36%	-17%	-16%	-65%	65%	30%	13%	29%	121%	-26%	-32%	142%	54%
25	34	📱 Warranties and Services	42%	82%	5%	-25212%	454%	387%	106%	48%	295%	52%	43%	120%	68%	-22%	24%	134%	37%	1023%
38	35	📱 Projectors	-9%	-47%	-41%	46%	-22%	-24%	32%	-22%	-35%	111%	-19%	-23%	-66%	-35%	104%	-27%	71%	104%
23	36	📱 Security Software	32%	59%	31%	-9%	-26%	84%	10%	-14%	-13%	266%	127%	25%	-58%	-3%	-69%	-66%	1139%	130%
27	37	📱 Laser Printers	-3%	56%	-11%	-4%	5%	16%	141%	-37%	33%	165%	39%	73%	26%	44%	54%	30%	159%	66%
40	38	📱 IP Cameras	101%	-55%	-10%	-60%	35%	64%	0%	-13%	66%	18%	29%	-21%	428%	66%	72%	133%	-34%	394%
41	39	📱 USB Memory	-10%	-47%	10%	281%	-67%	-2%	-56%	-8%	-10%	40%	6%	11%	-27%	-18%	-12%	-20%	-24%	66%
44	40	📱 Digital Cameras	386%	-52%	71%	-5%	-19%	-4%	-77%	-3%	41%	183%	-100%	-57%	-37%	14%	-33%		-80%	
43	41	📱 Memory Cards	12%	-32%	-12%	125%	-42%	-29%	-36%	-20%	-13%	29%	-11%	-54%	-33%	-36%	-40%	30%	-24%	126%
32	42	📱 Operating Systems Software	-44%	-52%	19%	-10%	29%	10%	12%	-42%	-14%	-38%	65%	119%	-13%	310%	-52%	-5%	-48%	300%
NA	43	📱 External Solid State Drives (SSDs)	28%	-34%	19%	56%	1%	7%	53%	-6%	-14%	24%	-1%	678%	106%	-42%	-6%	43%	-25%	136%
37	44	📱 Uninterruptible Power Supplies (UPS)	0%	-22%	-45%	19%	-9%	17%	-22%	9%	-1%	21%	382%	-11%	8%	-55%	22%	37%	25%	-49%
42	45	📱 Mobile Phones	-67%	-18%	625%	-7%	-14%	-8%	-55%	702%	-35%	-54%	-40%	138%	5%	-82%	-15%	73%	-27%	61%
45	46	📱 Consoles Fixed	-56%		-84%	-100%	-65%	-84%		-73%	-58%							3%	-85%	

CATEGORY TREND
39%
-18%
-6%
46%
-1%
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-23%
-72%

OPTIMISE TODAY

ACCELERATE TOMORROW