# IT Industry Update

**2nd September 2020**
CONTEXT Weekly IT Industry Forum

**01**     **TOP TREND REPORTS TO WEEK 34**

**02**     **Q3 GUIDANCE UPDATE**

**03**     **TECH INDUSTRY REVIEW**

CONTEXT

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# WEEKLY REPORTS

**01**

## REVENUE INDEX

*4 week rolling revenue trends, revenue of base 100 is full year 2019 \*4 / 52 , predictive indications, by country and region*

**02**

## REVENUE TRENDS

*4 week rolling revenue % growth/decline trends compared to prior year, by country and region*

**03**

## SECTOR/CATEGORY WEATHER MAPS

*4 week rolling revenue % growth/decline trends compared to prior year, plotted in 4 quadrants, Europe only (detailed report has country data)*

**04**

## CHANNEL HEALTH

*4 week rolling revenue % growth/decline trends compared to prior year, in 3 business & 2 consumer channels, Europe only (detailed report has country data)*

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# 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**

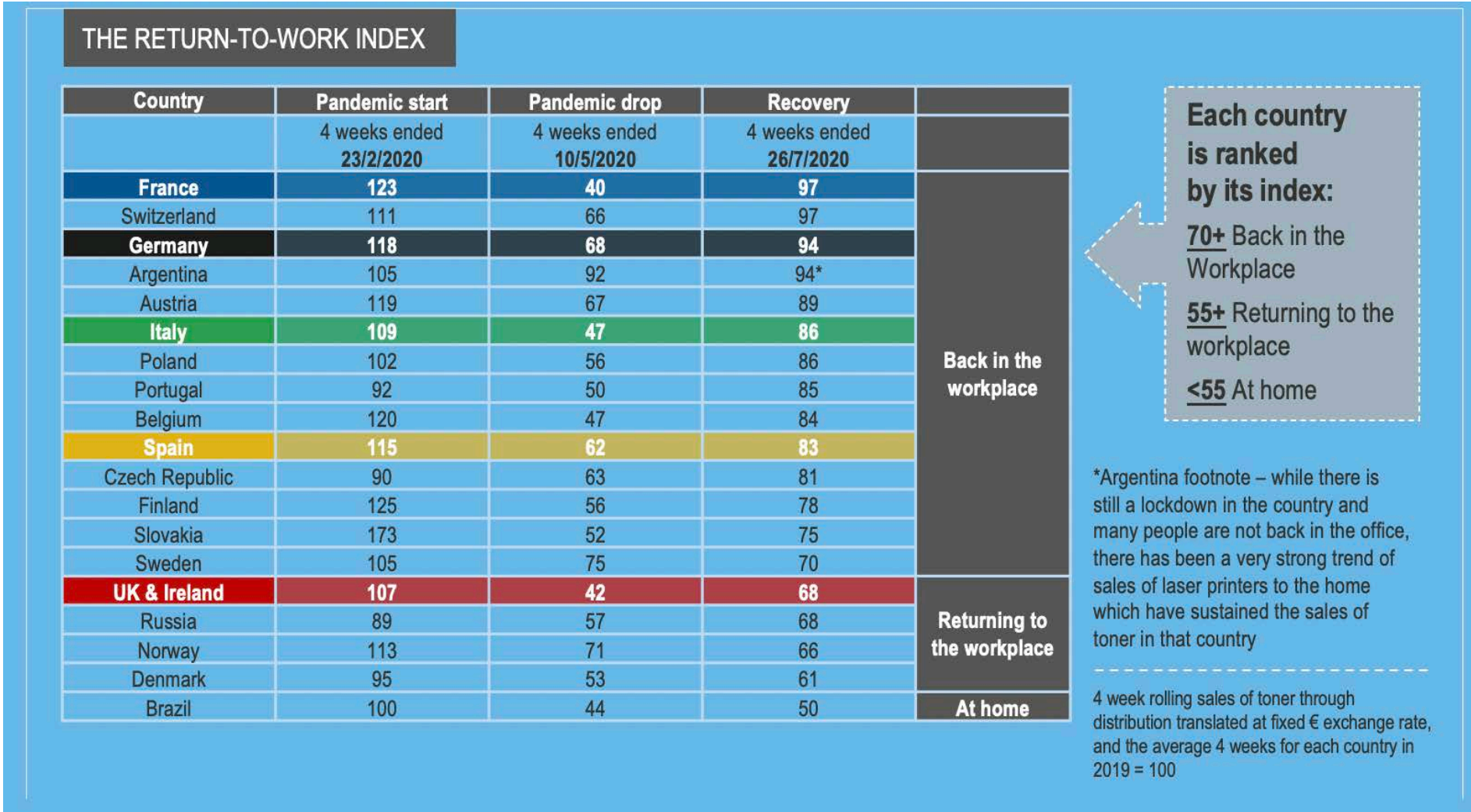*Average purchase price indices for selected categories*

**04** **RESELLER METRICS**

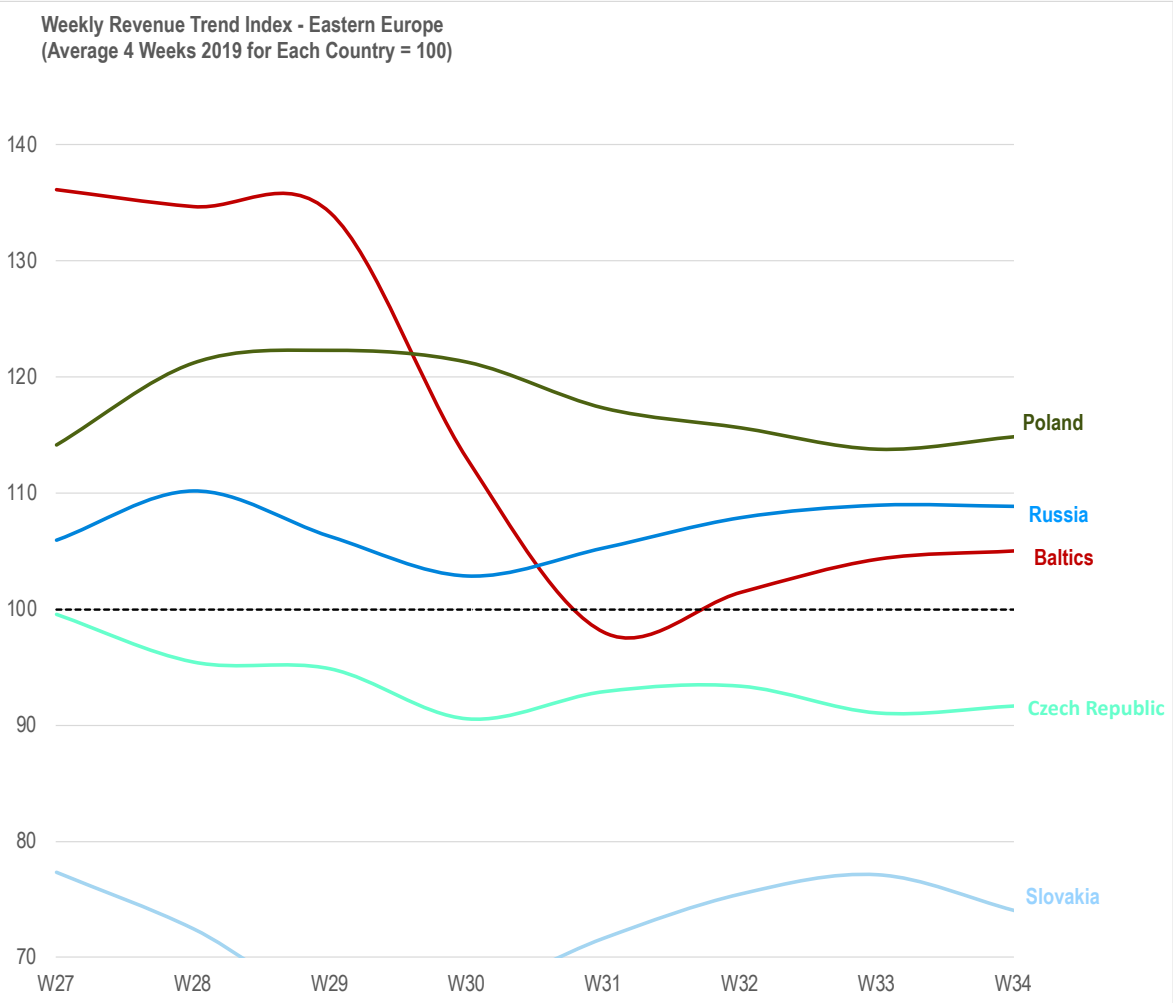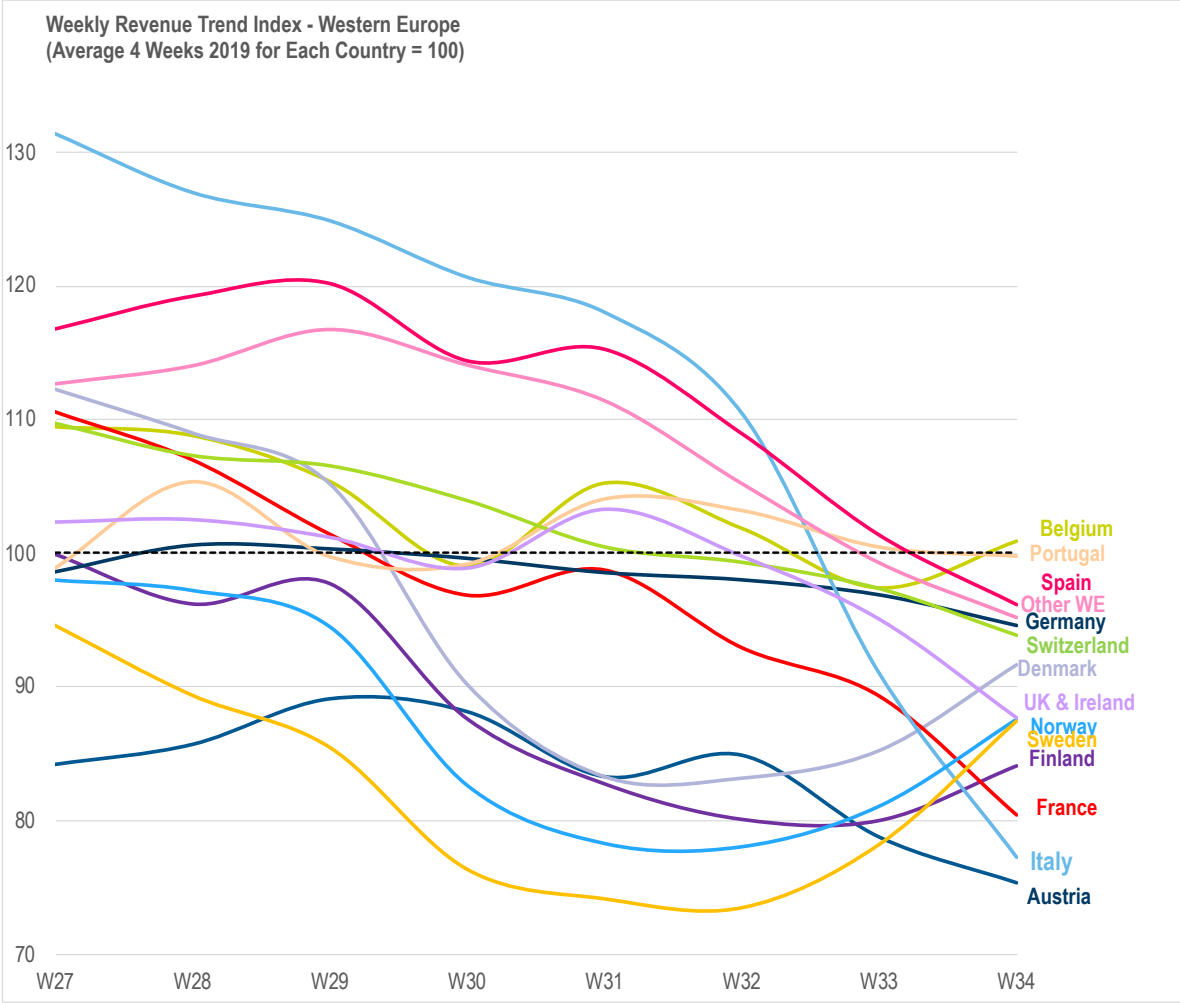*Reseller numbers showing active resellers sold to by distribution in each monthly period*

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# THE RETURN-TO-WORK INDEX

Weekly toner index – Europe
(Average 4 weeks for each country in 2019 = 100)

## THE RETURN-TO-WORK INDEX

| Country | Pandemic start | Pandemic drop | Recovery | |
|---|---|---|---|---|
| | 4 weeks ended 23/2/2020 | 4 weeks ended 10/5/2020 | 4 weeks ended 26/7/2020 | |
| France | 123 | 40 | 97 | Back in the workplace |
| Switzerland | 111 | 66 | 97 | |
| Germany | 118 | 68 | 94 | |
| Argentina | 105 | 92 | 94* | |
| Austria | 119 | 67 | 89 | |
| Italy | 109 | 47 | 86 | |
| Poland | 102 | 56 | 86 | |
| Portugal | 92 | 50 | 85 | |
| Belgium | 120 | 47 | 84 | |
| Spain | 115 | 62 | 83 | |
| Czech Republic | 90 | 63 | 81 | |
| Finland | 125 | 56 | 78 | |
| Slovakia | 173 | 52 | 75 | |
| Sweden | 105 | 75 | 70 | |
| UK & Ireland | 107 | 42 | 68 | Returning to the workplace |
| Russia | 89 | 57 | 68 | |
| Norway | 113 | 71 | 66 | |
| Denmark | 95 | 53 | 61 | |
| Brazil | 100 | 44 | 50 | At home |

**Each country is ranked by its index:**

**70+** Back in the Workplace

**55+** Returning to the workplace

**<55** At home

*Argentina footnote – while there is still a lockdown in the country and many people are not back in the office, there has been a very strong trend of sales of laser printers to the home which have sustained the sales of toner in that country

- - - - - - - - - - - - - - - - - - -

4 week rolling sales of toner through distribution translated at fixed € exchange rate, and the average 4 weeks for each country in 2019 = 100

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# 01    REVENUE INDEX

# THE WEEKLY INDEX – NORDICS BACK AT WORK EASTERN EUROPE STRAIGHT AS AN ARROW



**Weekly Revenue Trend Index - Western Europe**
**(Average 4 Weeks 2019 for Each Country = 100)**

Belgium
Portugal
Spain
Other WE
Germany
Switzerland
Denmark
UK & Ireland
Norway
Sweden
Finland
France
Italy
Austria

**Weekly Revenue Trend Index - Eastern Europe**
**(Average 4 Weeks 2019 for Each Country = 100)**

Poland
Russia
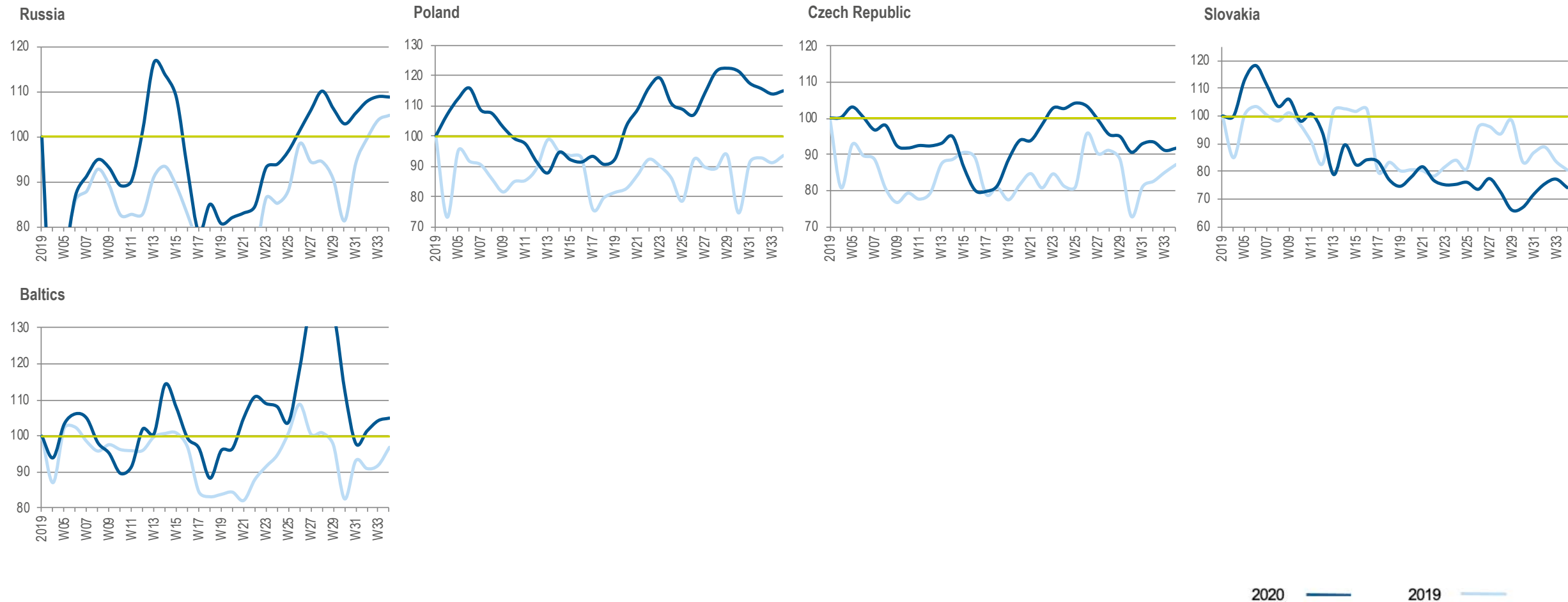Baltics
Czech Republic
Slovakia

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

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# WE: THE END OF SUMMER IN THE NORDICS

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



**Sweden**

**Finland**

**Norway**

**Denmark**

2020 ——  2019 ——

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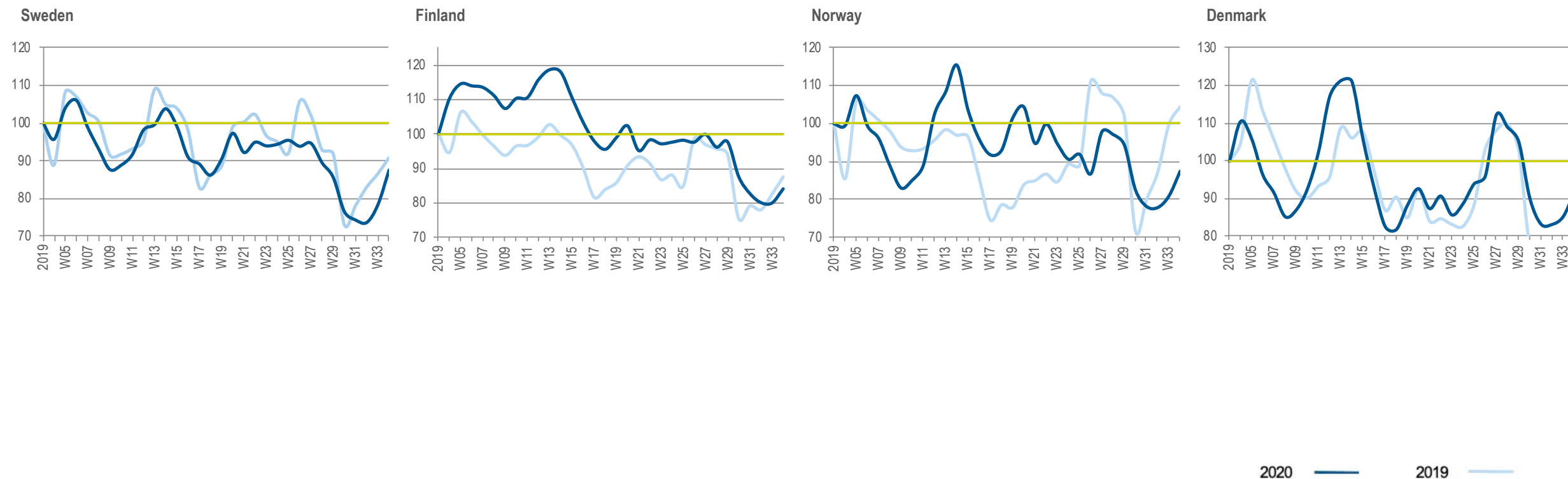
# EE: IMPRESSIVE

## Index Revenue Trend - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Russia

Poland

Czech Republic

Slovakia

Baltics

2020 ——  2019 ——

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# WE: VOLUME OUTPERFORMS PRIOR YEAR - DECLINE FOLLOWS SEASONAL PATTERN
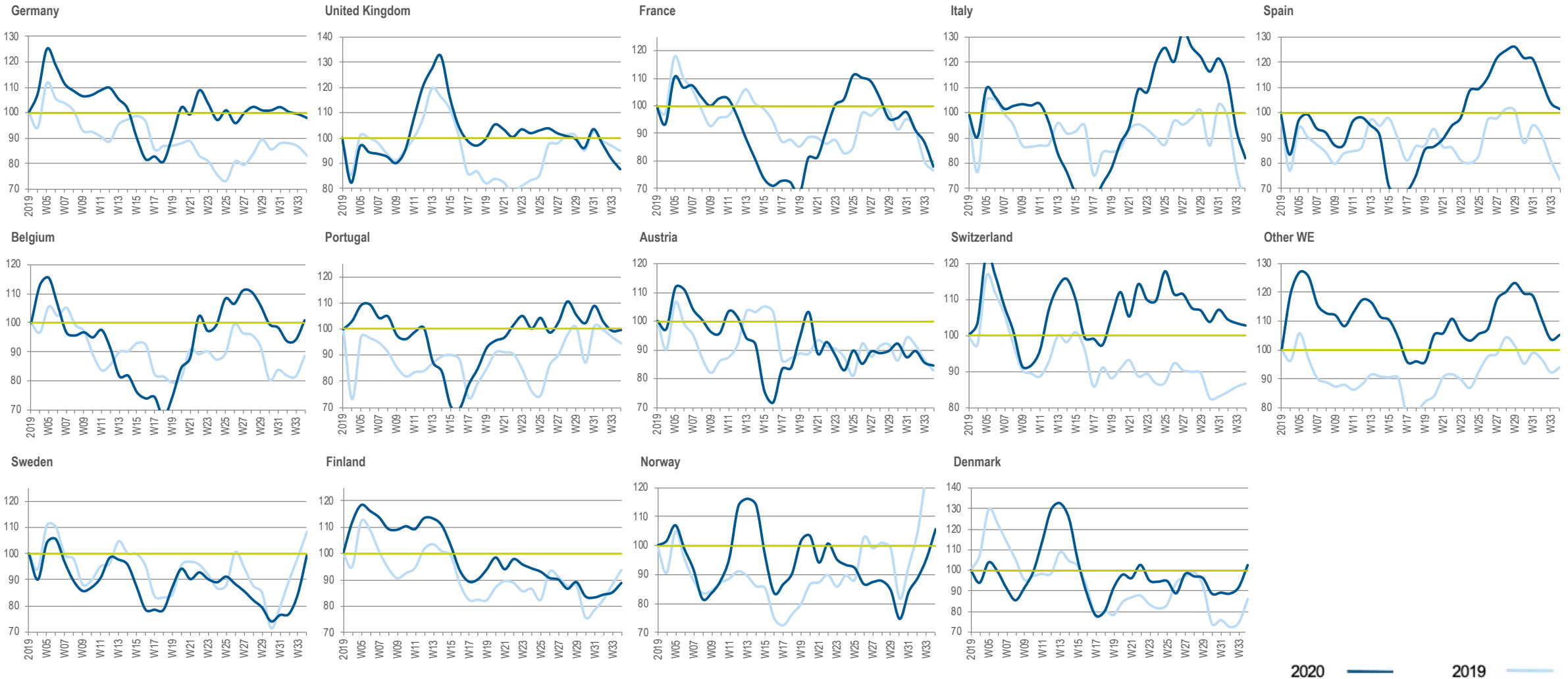
4 weeks distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

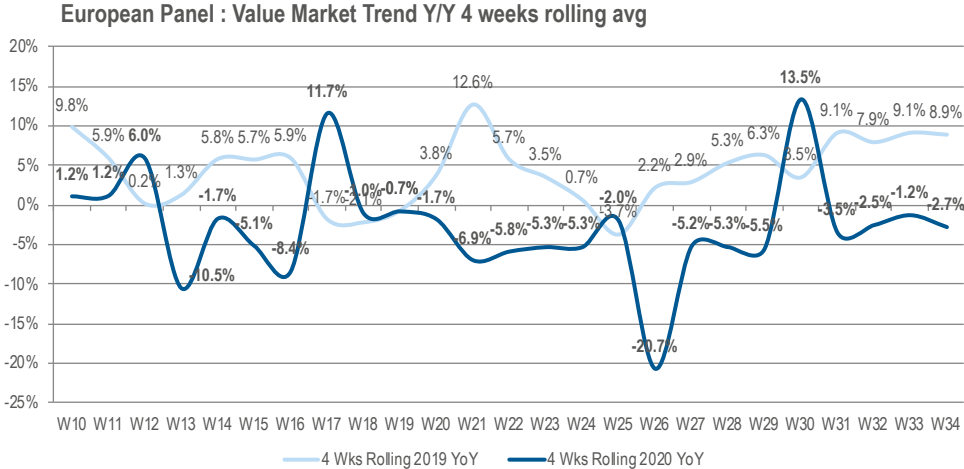# WE: VALUE UNDERPERFORMS PRIOR YEAR - DECLINE FOLLOWS SEASONAL PATTERN
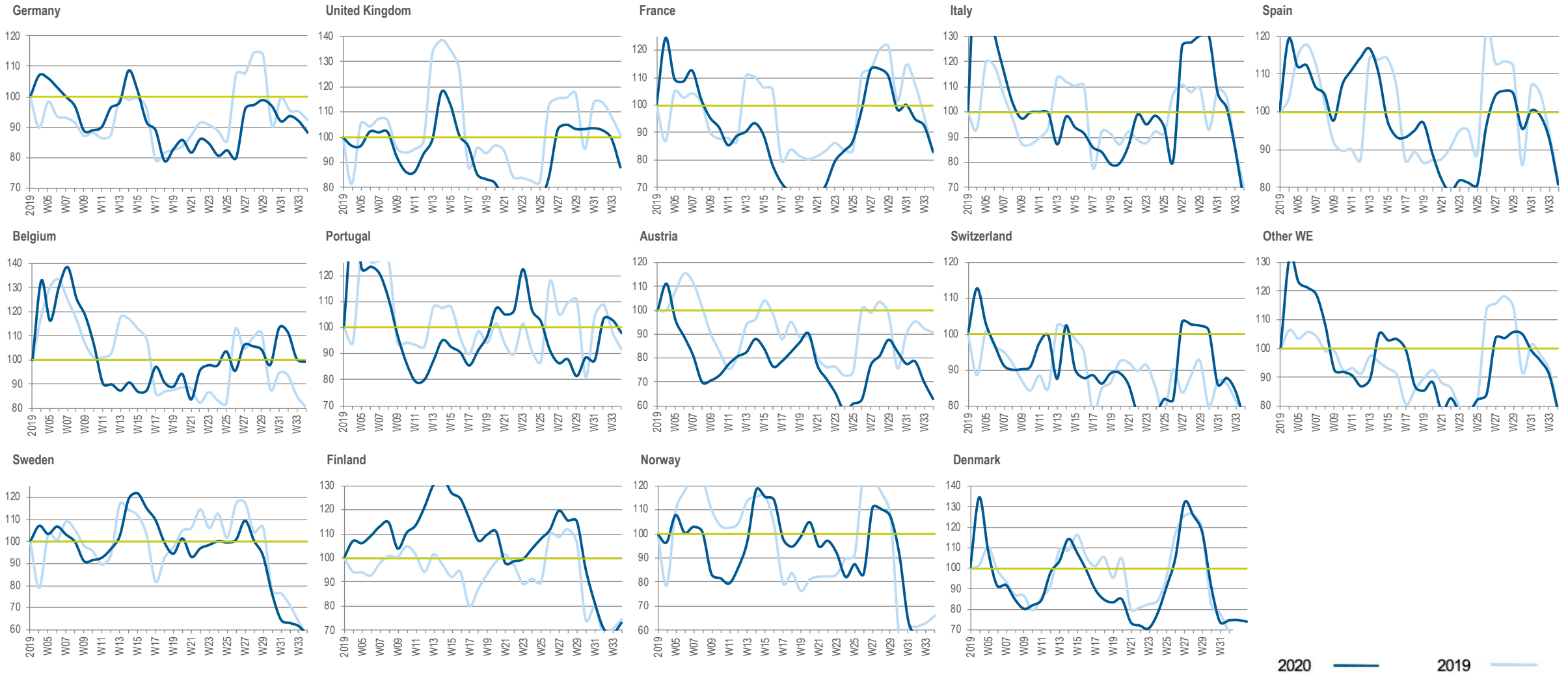


4 weeks distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

# 02 REVENUE GROWTH/DECLINE

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# ALL COUNTRIES WEEK 34: STEADY IS GOOD



European Panel Trend Y/Y 4 weeks rolling avg



European Panel : Volume Market Trend Y/Y 4 weeks rolling avg
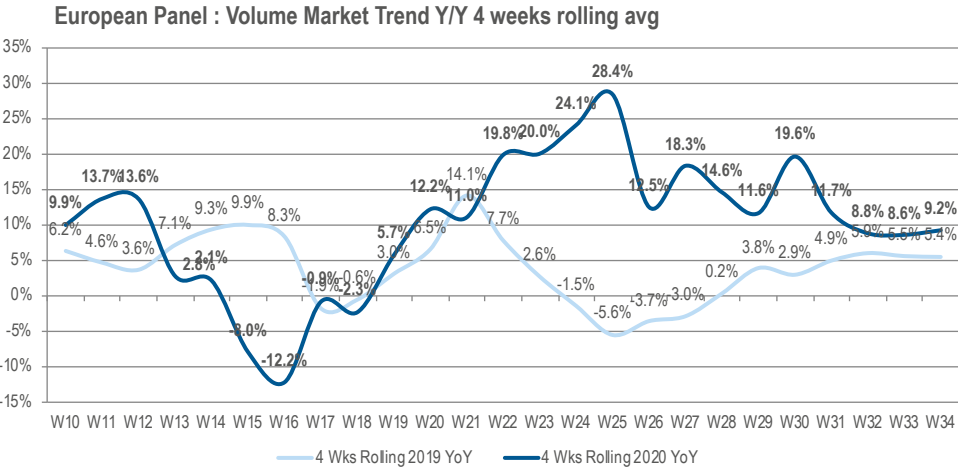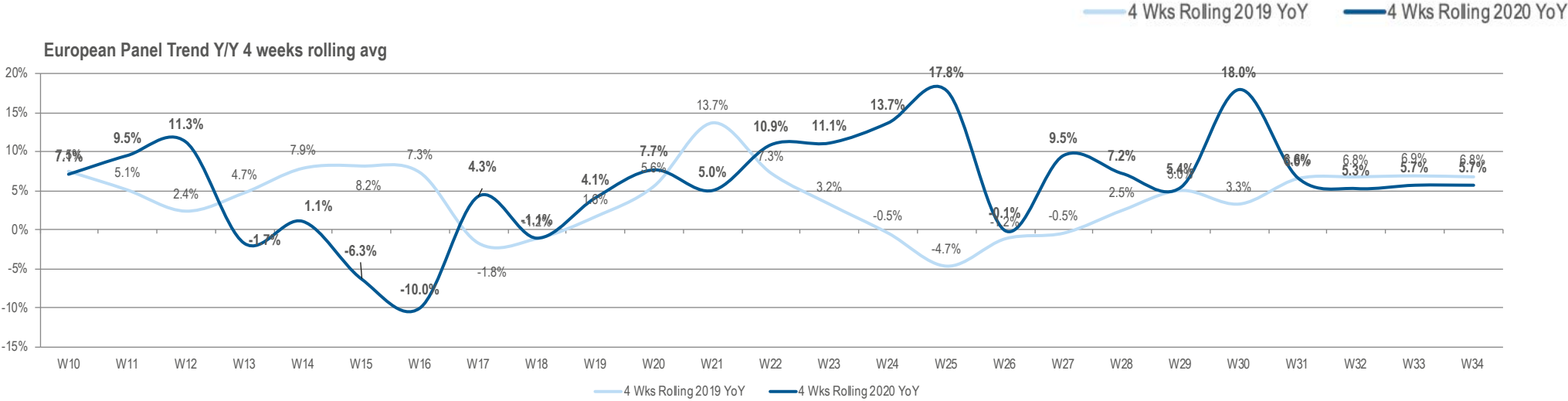


European Panel : Value Market Trend Y/Y 4 weeks rolling avg

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.

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**02**

## QUARTERLY GUIDANCE

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

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# Q3 GUIDANCE UPDATE

## Continued growth of the Channel of between 1.5% to 4.5%

| Industry Sector | This year's Q3 guidance<br>Q3 2020 vs Q3 2019 % | Q3 Outlook<br>Q3 2020 |
|---|---|---|
| Mobile & desktop computing | 6.7% | 4,521 |
| Infrastructure & security | -1.0% | 2,872 |
| Software & licences | 0.0% | 2,298 |
| Telecoms | 10.0% | 2,542 |
| Printing & consumables | -15.1% | 1,509 |
| Services | 0.0% | 966 |
| Displays | -1.1% | 963 |
| Computing components | 15.0% | 967 |
| Computing accessories | 12.0% | 466 |
| AV Systems | 20.0% | 544 |
| Other | 16.1% | 1,090 |
| **Total** | **3.5%** | **18,738** |

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# Q3 GUIDANCE UPDATE

CONTEXT

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| Industry Sector | This year's Q3 guidance | | Q3 Outlook |
| --- | --- | --- | --- |
| | Quarter to date at week 34 vs 2019 | Q3 2020 vs Q3 2019 | Q3 2020 |
| Mobile & desktop computing | 11.4% | 6.7% | 4,521 |
| Infrastructure & security | -12.5% | -1.0% | 2,872 |
| Software & licences | 3.2% | 0.0% | 2,298 |
| Telecoms | 15.4% | 10.0% | 2,542 |
| Printing & consumables | -11.1% | -15.1% | 1,509 |
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# Q3 GUIDANCE UPDATE: COMPUTING ACCESSORIES

CONTEXT

Computing accessories: Quarterly growth vs 2019 (using 2 axes)



Q1-20     Q2-20     Q3-20

— Docking Stations          — Mobile Computing Cases          — Keyboards and Keypads
— Mice                       — Mobile Computing Accessories and Parts    — Computer Cases and Other Accessories
— Overall                    — Web Cameras

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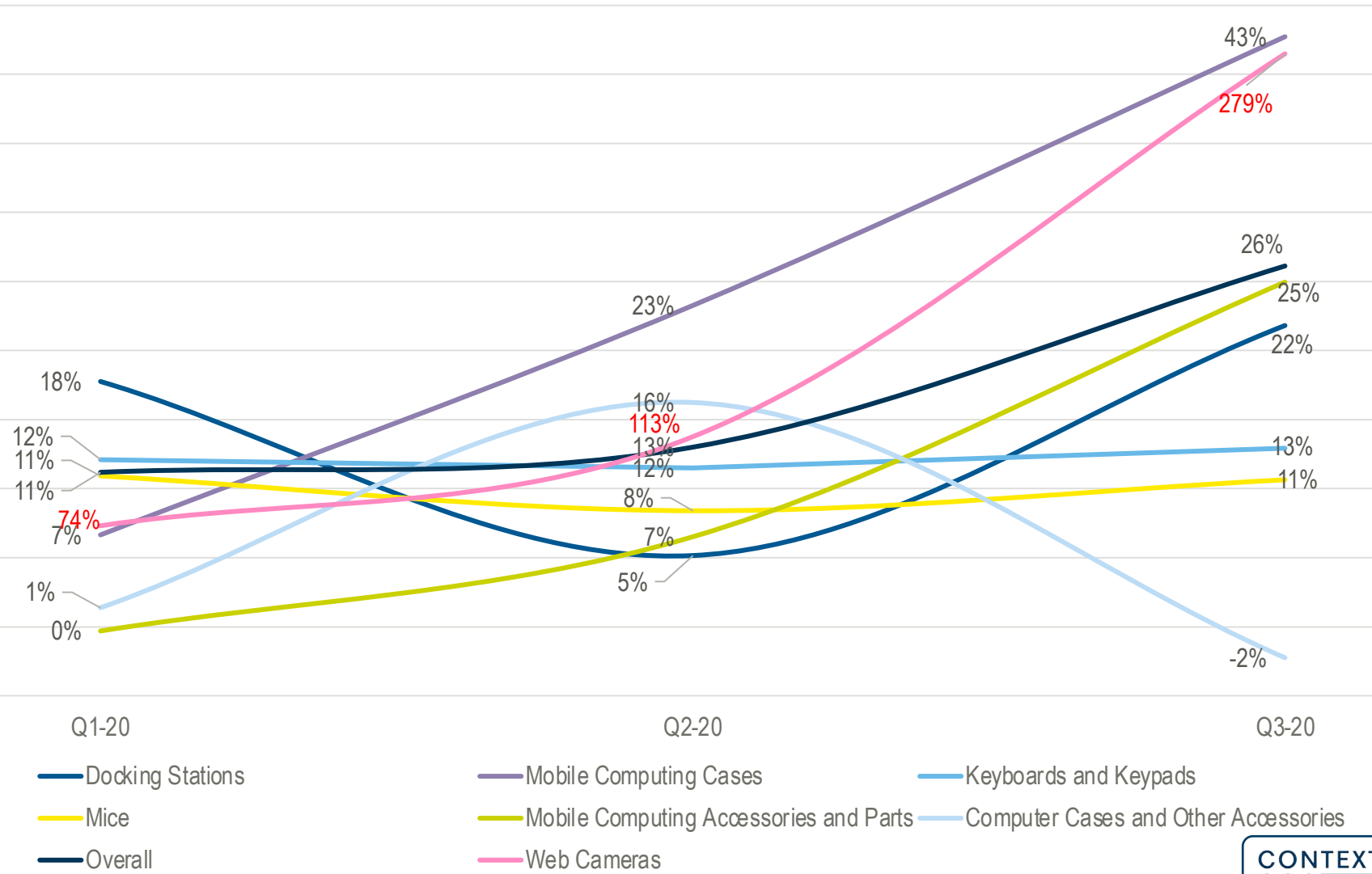
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# Q3 GUIDANCE UPDATE: COMPUTING COMPONENTS



Computing components: Quarterly growth

49%

48%

17%

16%

34%

25%

19%

10%

0%

-6%

-1%

-14%

-14%

-18%

-29%

Q1-20                    Q2-20                    Q3-20

—— Processors    —— RAM Memory    —— Graphics Cards    —— Motherboards    —— Overall

# Q3 GUIDANCE UPDATE

CONTEXT

## Continued growth of the Channel of between 1.5% to 4.5%

| Industry Sector | This year's Q3 guidance | | Q3 Outlook |
| --- | --- | --- | --- |
| | Quarter to date at week 34 vs 2019 | Q3 2020 vs Q3 2019 | Q3 2020 |
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| **Total** | **2.9%** | **3.5%** | 18,738 |

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# Q3 GUIDANCE UPDATE: AUDIO-VIDEO SYSTEMS

## Audio Video Systems: Quarterly growth



81%

59%

45%

34%

29%

20%

11%

-7%

4%

-17%

-32%

-37%

Q1-20     Q2-20     Q3-20

— Headsets/Headphones and Microphones    — Digital Media Players    — Portable Speakers    — Overall
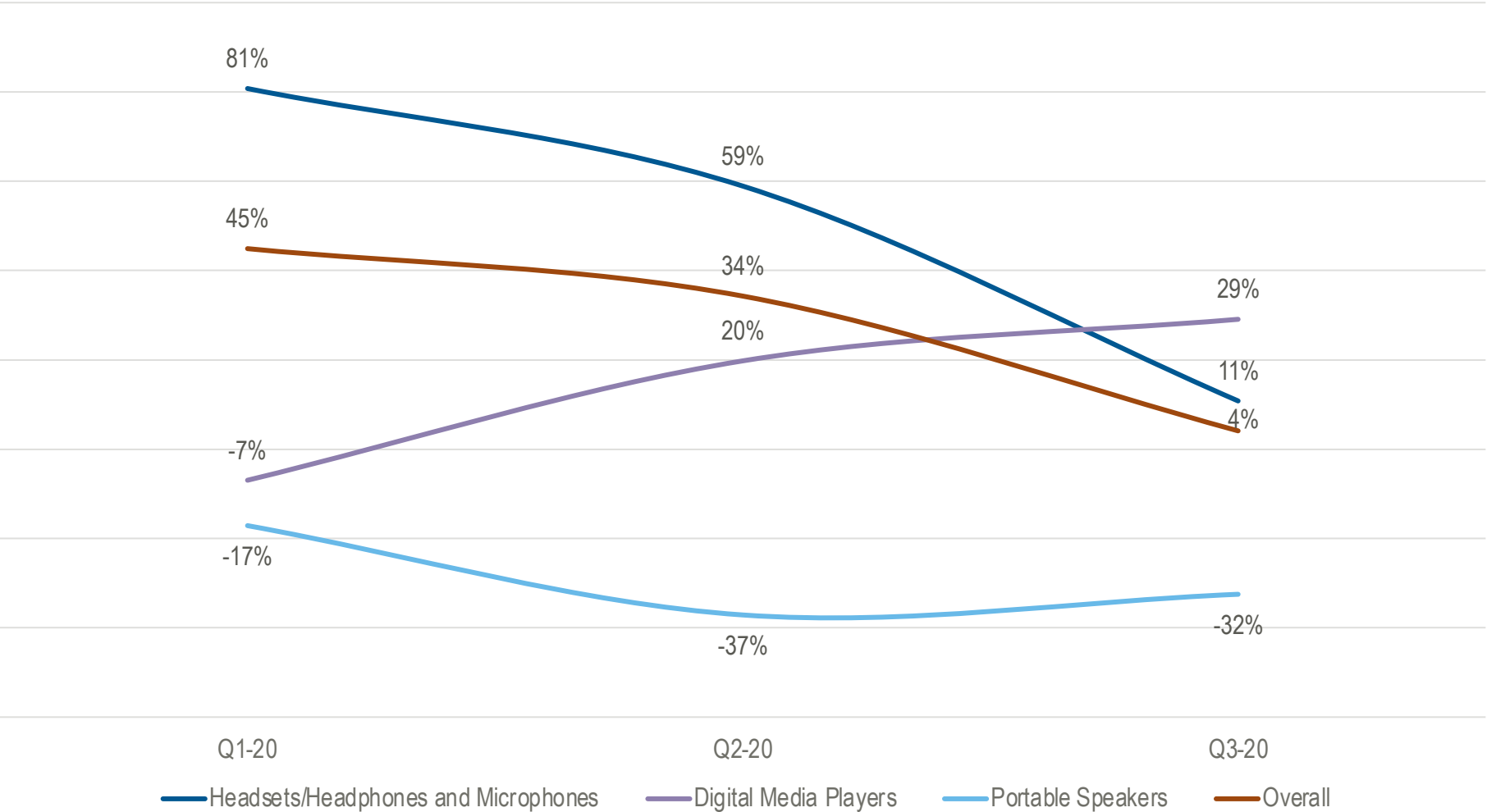
# Q3 GUIDANCE UPDATE: COUNTRY

## Continued growth of the Channel of between 1.5% to 4.5%

QTD Growth vs 2019
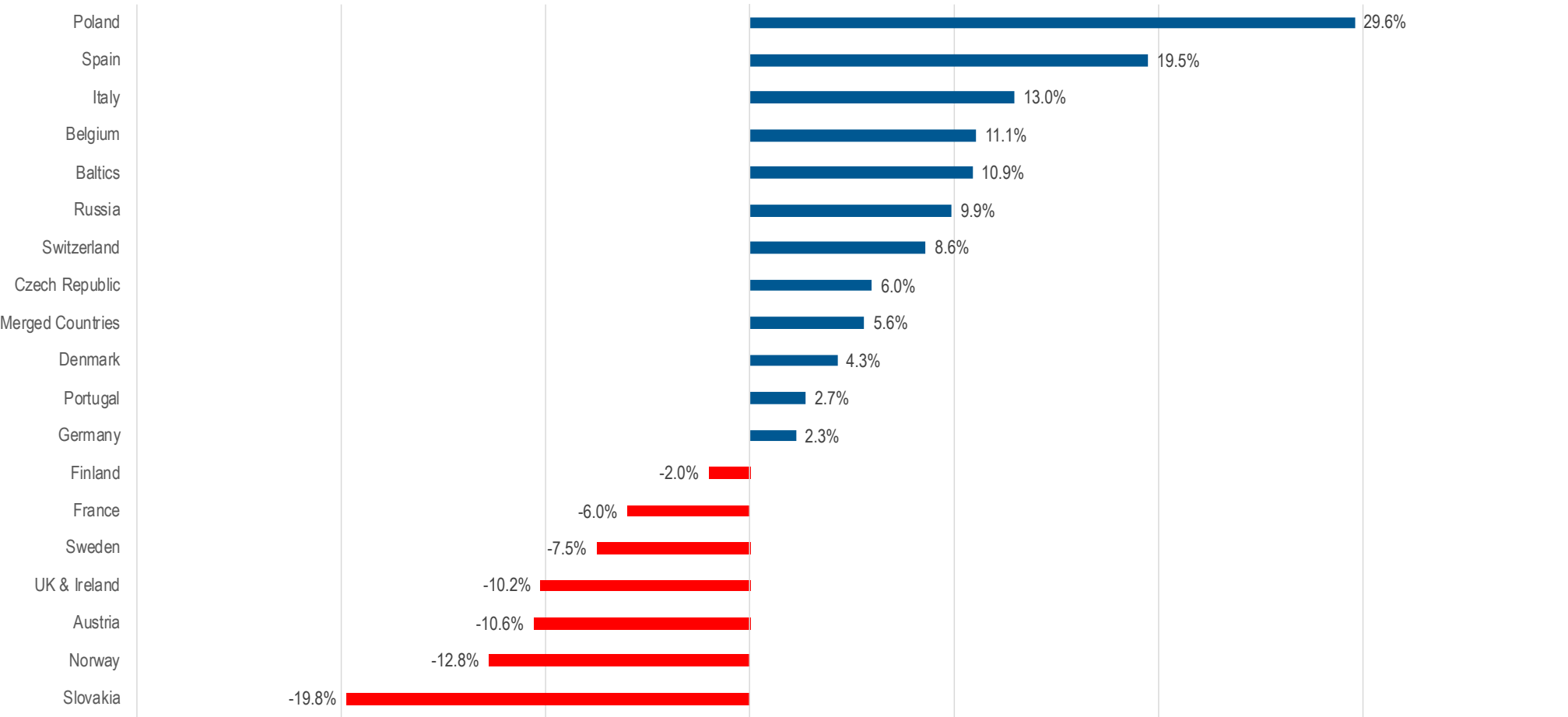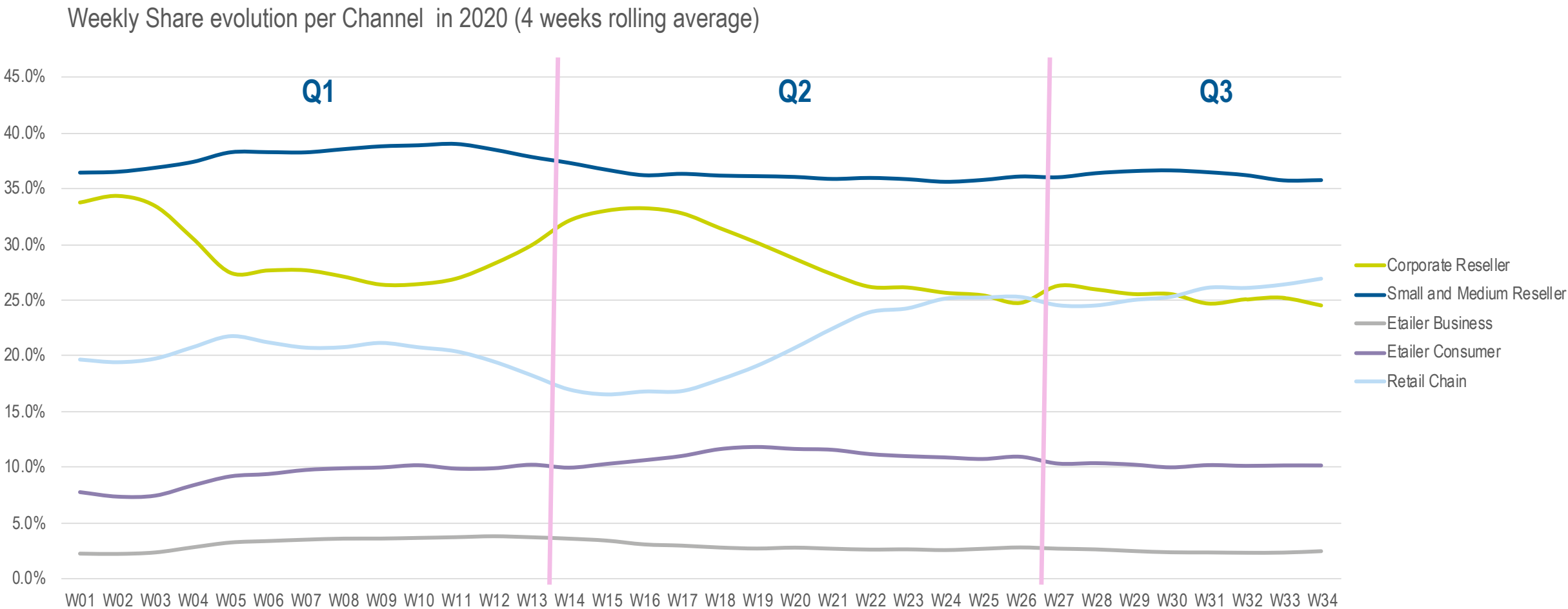
| Country | Growth |
|---|---|
| Poland | 29.6% |
| Spain | 19.5% |
| Italy | 13.0% |
| Belgium | 11.1% |
| Baltics | 10.9% |
| Russia | 9.9% |
| Switzerland | 8.6% |
| Czech Republic | 6.0% |
| Merged Countries | 5.6% |
| Denmark | 4.3% |
| Portugal | 2.7% |
| Germany | 2.3% |
| Finland | -2.0% |
| France | -6.0% |
| Sweden | -7.5% |
| UK & Ireland | -10.2% |
| Austria | -10.6% |
| Norway | -12.8% |
| Slovakia | -19.8% |

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# Q3 GUIDANCE: CHANNEL

Weekly Share evolution per Channel in 2020 (4 weeks rolling average)



Q1     Q2     Q3

Corporate Reseller
Small and Medium Reseller
Etailer Business
Etailer Consumer
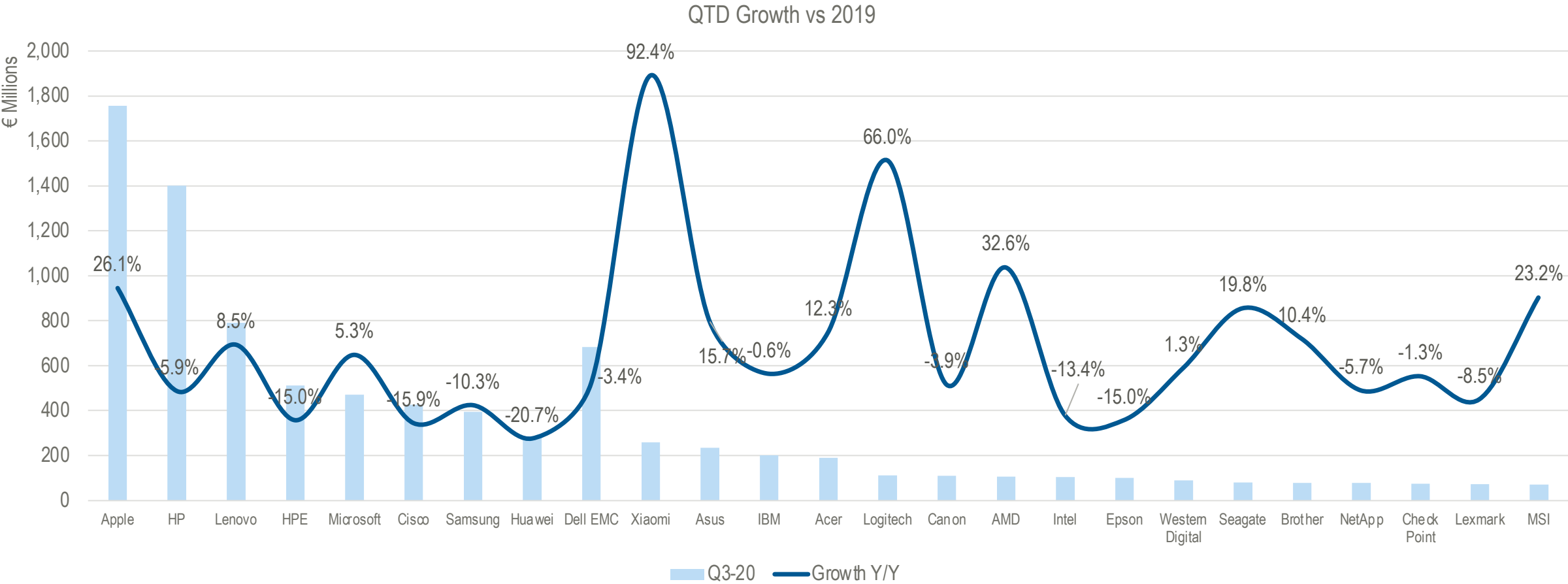Retail Chain

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.
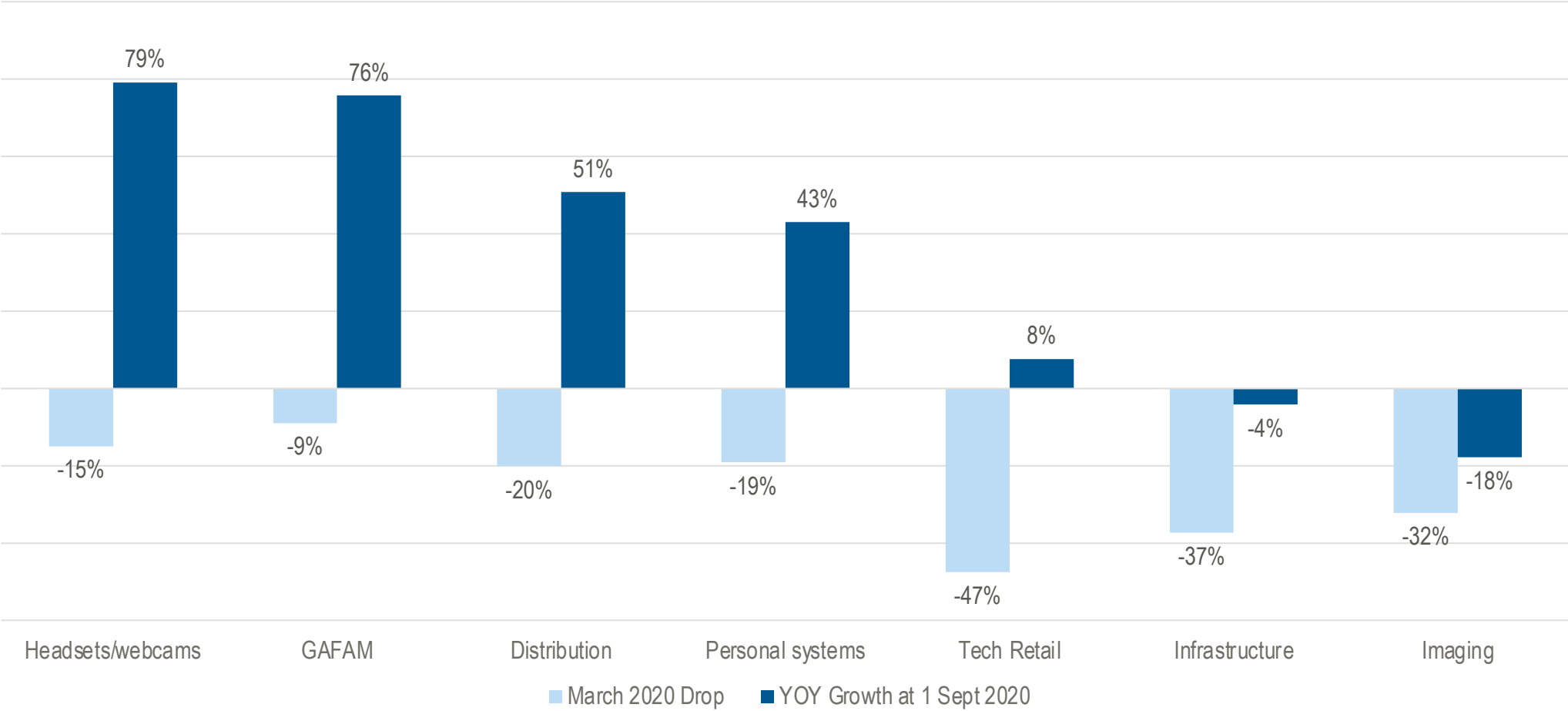
# Q3 GUIDANCE: STOCK MARKET VIEW – SHARE PRICE GROWTH SINCE SEPT 2019

Tech Companies Stock Performance 2020 - Overview

| Category | March 2020 Drop | YOY Growth at 1 Sept 2020 |
|---|---|---|
| Headsets/webcams | -15% | 79% |
| GAFAM | -9% | 76% |
| Distribution | -20% | 51% |
| Personal systems | -19% | 43% |
| Tech Retail | -47% | 8% |
| Infrastructure | -37% | -4% |
| Imaging | -32% | -18% |

■ March 2020 Drop  ■ YOY Growth at 1 Sept 2020

Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

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# Q3 GUIDANCE: STOCK MARKET VIEW – GAFAM + SAMSUNG +70%

## GAFAM Stock Performance 2020



Legend: ▪ March 2020 Drop   ▪ YOY Growth at 1 Sept 2020

Data labels — Apple: 0%, 163%; Amazon: -9%, 95%; Microsoft: -3%, 67%; Facebook: -25%, 63%; Google: -13%, 42%; Samsung: -3%, 24%
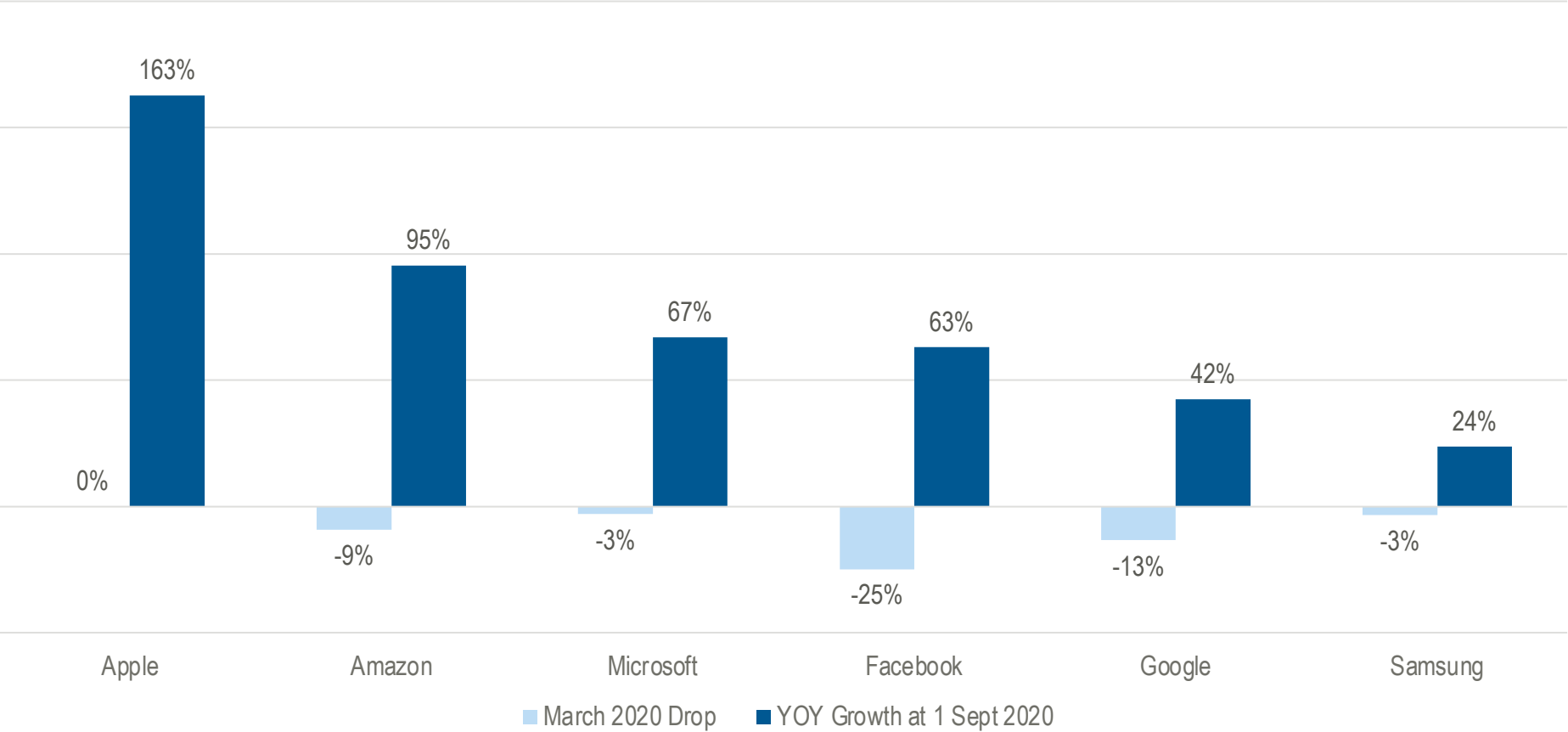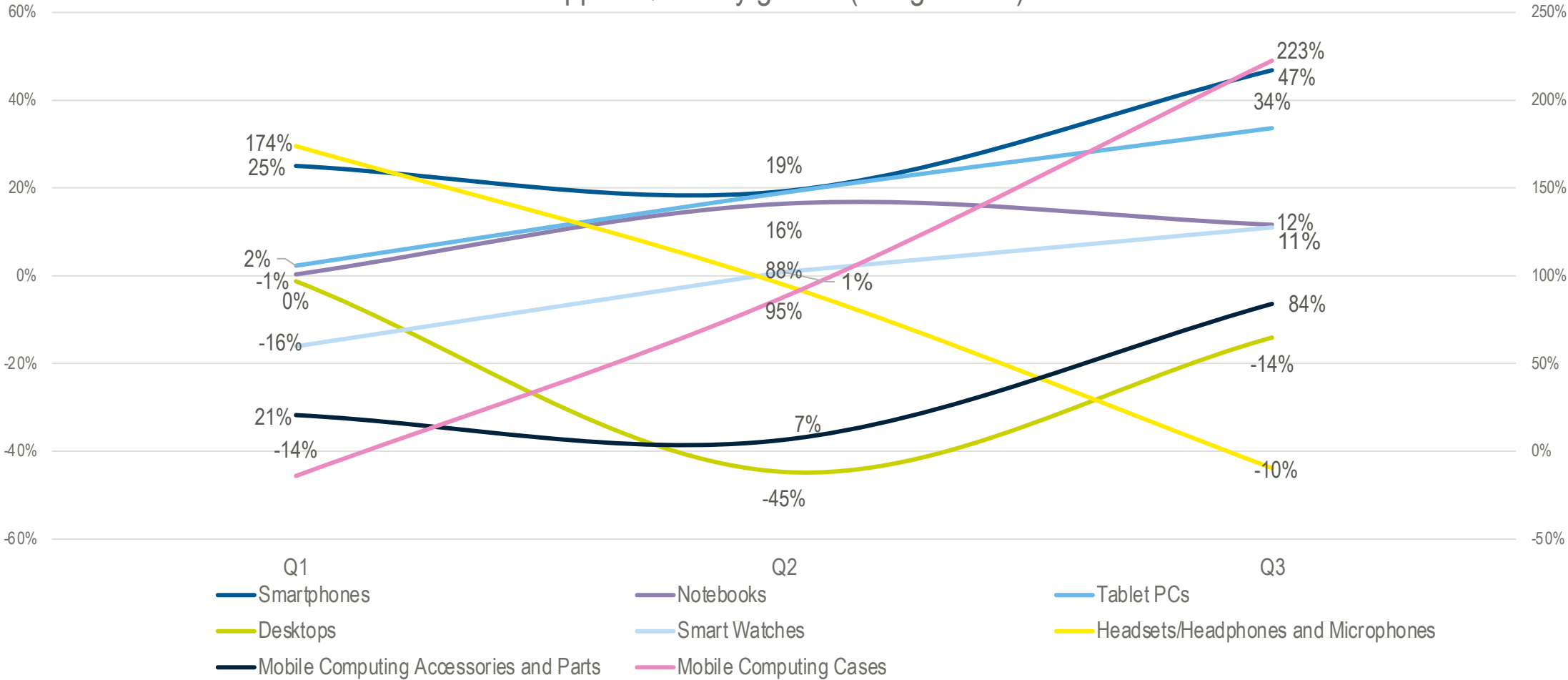
Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

APPLE BY CATEGORY > 10MN SALES THROUGH DISTRIBUTION Q3 TO DATE

Apple: Quarterly growth (using 2 axes)

# Q3 GUIDANCE: STOCK MARKET VIEW – DISTRIBUTION +51%

## Distribution Stock Performance 2020
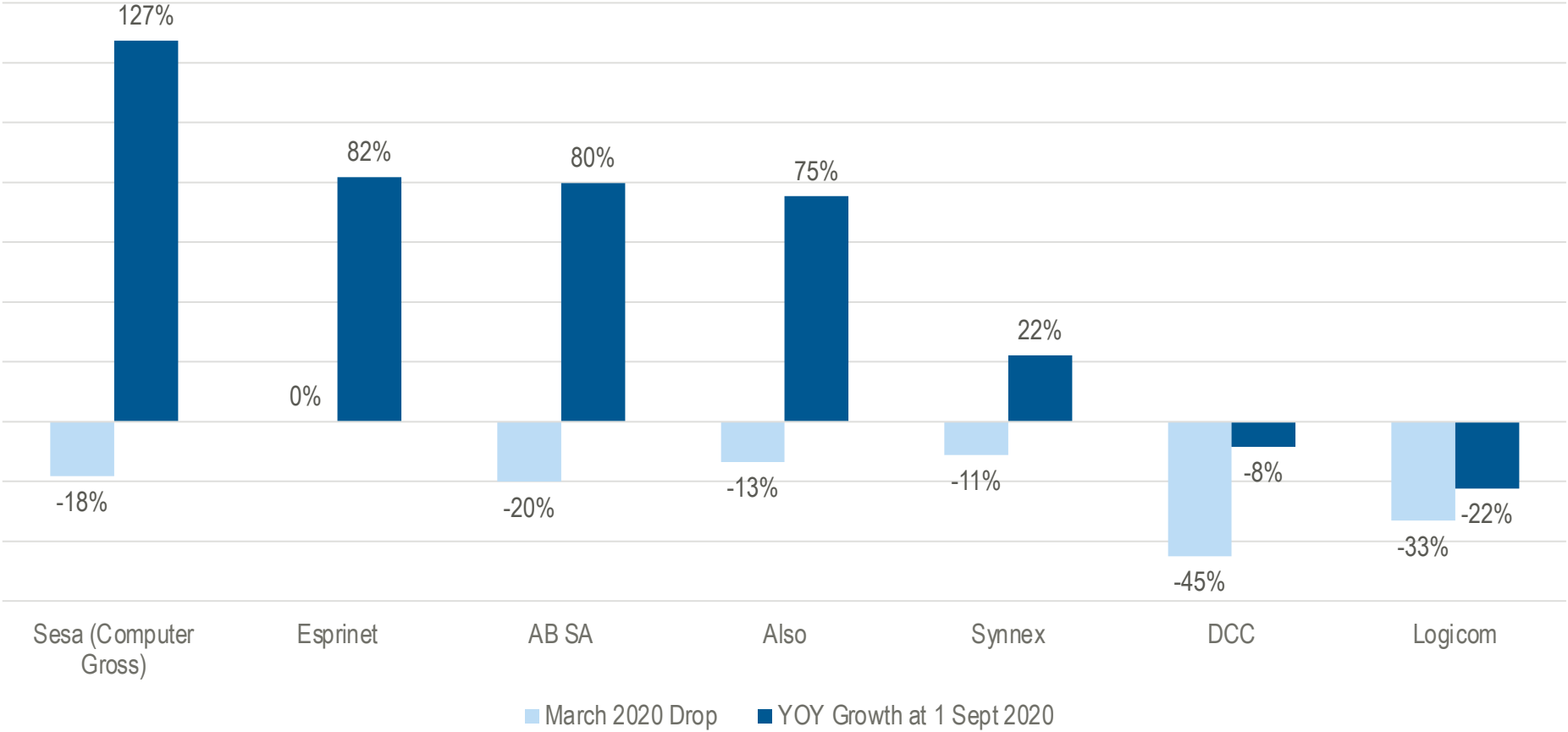


- March 2020 Drop
- YOY Growth at 1 Sept 2020

Sesa (Computer Gross): 127%, -18%
Esprinet: 82%, 0%
AB SA: 80%, -20%
Also: 75%, -13%
Synnex: 22%, -11%
DCC: -8%, -45%
Logicom: -22%, -33%

Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

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# Q3 GUIDANCE: STOCK MARKET VIEW – PERSONAL SYSTEMS +43%

## Personal Systems Stock Performance 2020
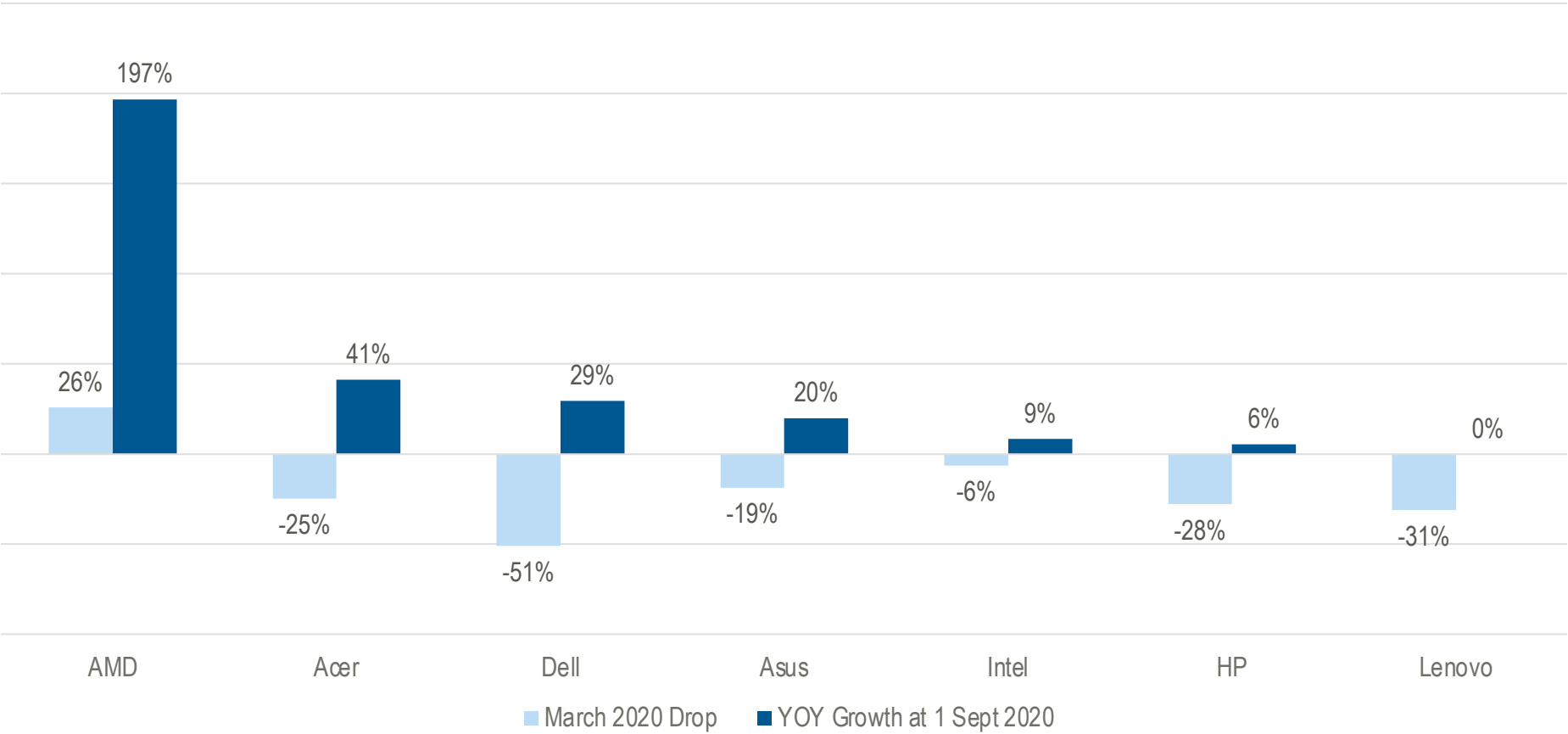


Legend: ■ March 2020 Drop   ■ YOY Growth at 1 Sept 2020

Data labels by category:
- AMD: 26%, 197%
- Acer: -25%, 41%
- Dell: -51%, 29%
- Asus: -19%, 20%
- Intel: -6%, 9%
- HP: -28%, 6%
- Lenovo: -31%, 0%

Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

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# Q3 GUIDANCE: STOCK MARKET VIEW – TECH RETAIL +8%

## Tech Retail Stock Performance 2020
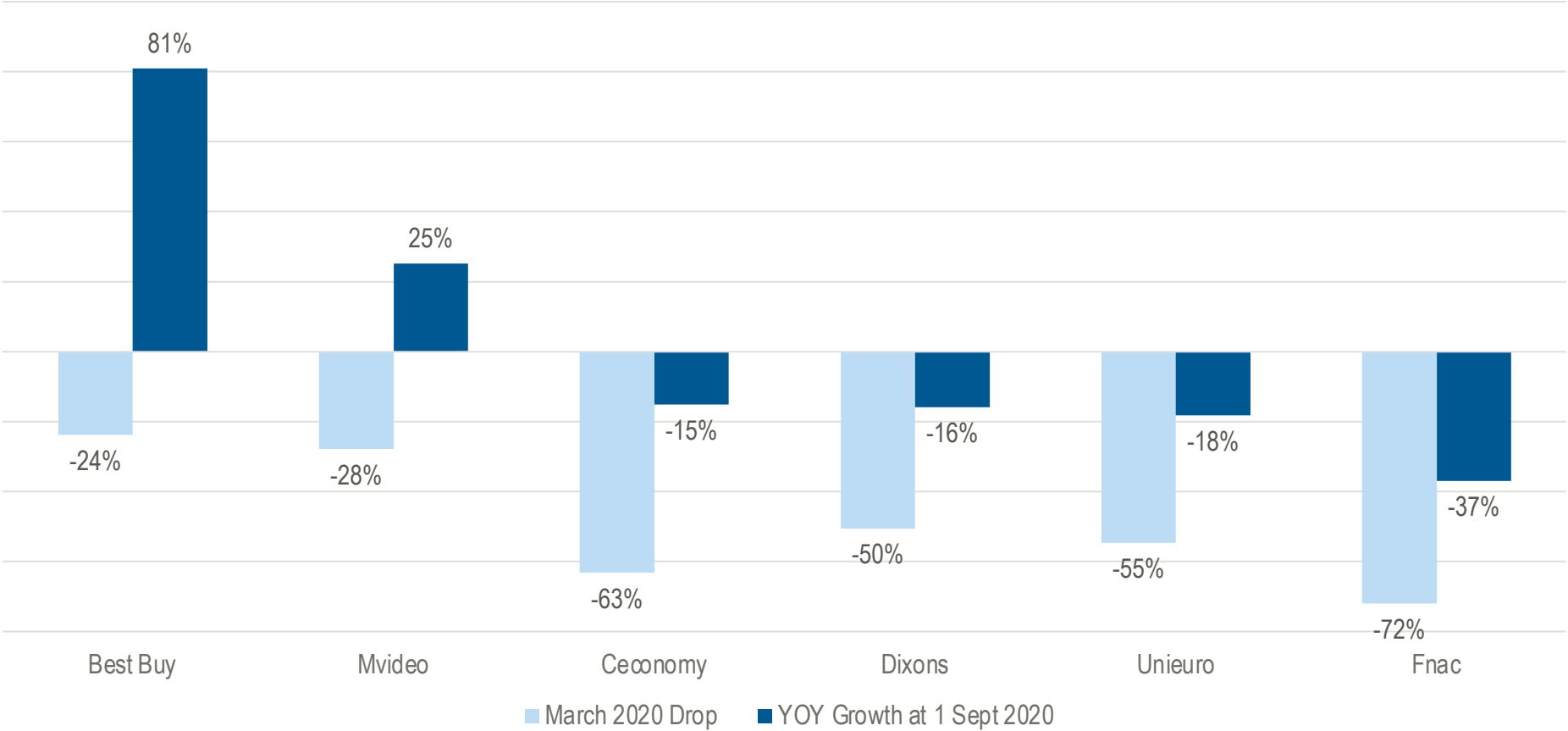


| | Best Buy | Mvideo | Ceconomy | Dixons | Unieuro | Fnac |
|---|---|---|---|---|---|---|
| March 2020 Drop | -24% | -28% | -63% | -50% | -55% | -72% |
| YOY Growth at 1 Sept 2020 | 81% | 25% | -15% | -16% | -18% | -37% |

■ March 2020 Drop   ■ YOY Growth at 1 Sept 2020

Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

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# Q3 GUIDANCE: STOCK MARKET VIEW – INFRASTRUCTURE -4%

**Infrastructure Stock Performance 2020**
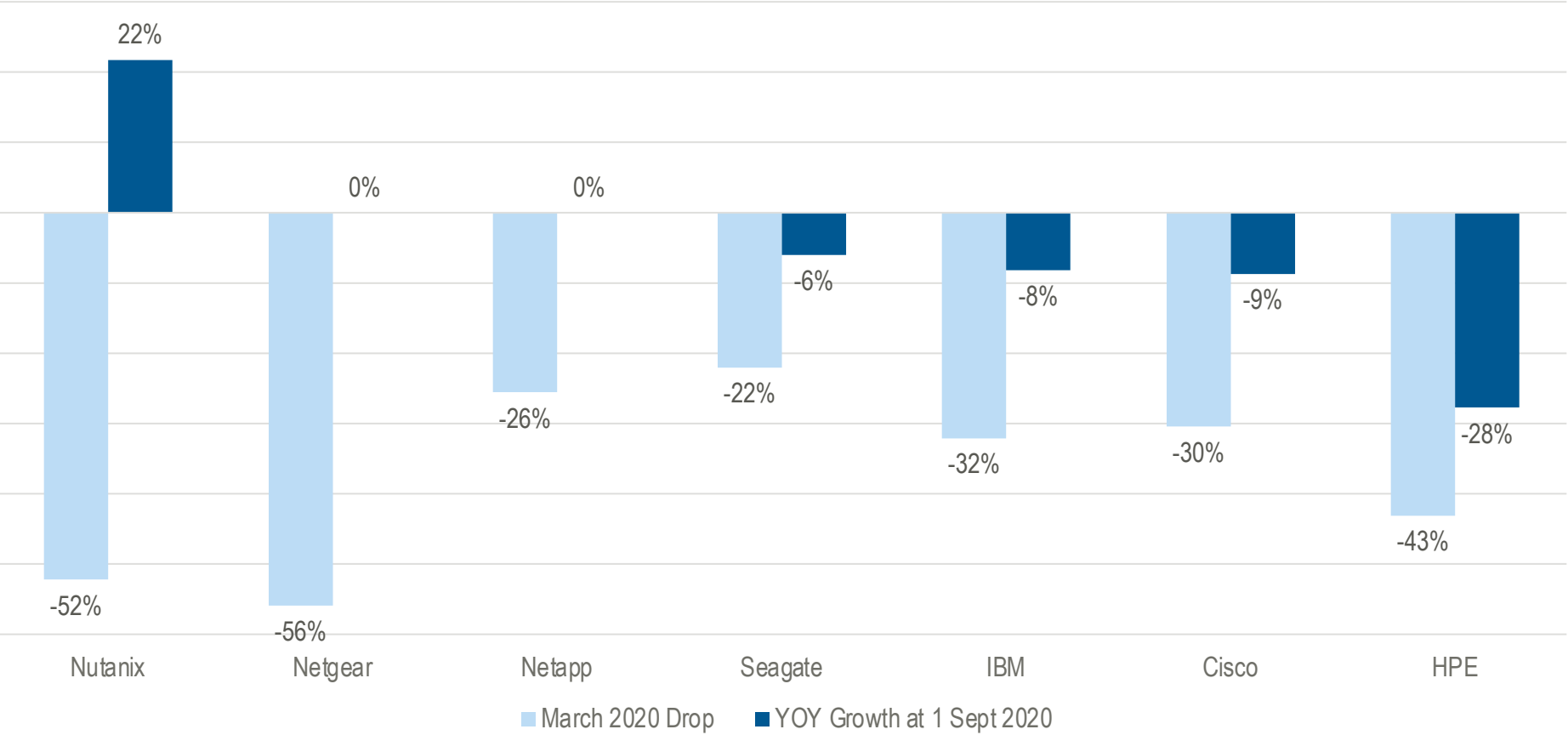
| Company | March 2020 Drop | YOY Growth at 1 Sept 2020 |
|---|---|---|
| Nutanix | -52% | 22% |
| Netgear | -56% | 0% |
| Netapp | -26% | 0% |
| Seagate | -22% | -6% |
| IBM | -32% | -8% |
| Cisco | -30% | -9% |
| HPE | -43% | -28% |

■ March 2020 Drop    ■ YOY Growth at 1 Sept 2020

Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

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# Q3 GUIDANCE: STOCK MARKET VIEW – IMAGING -18%



Imaging Stock Performance 2020

Brother: -24%, -6%
Epson: -33%, -11%
Canon: -39%, -36%

■ March 2020 Drop  ■ YOY Growth at 1 Sept 2020
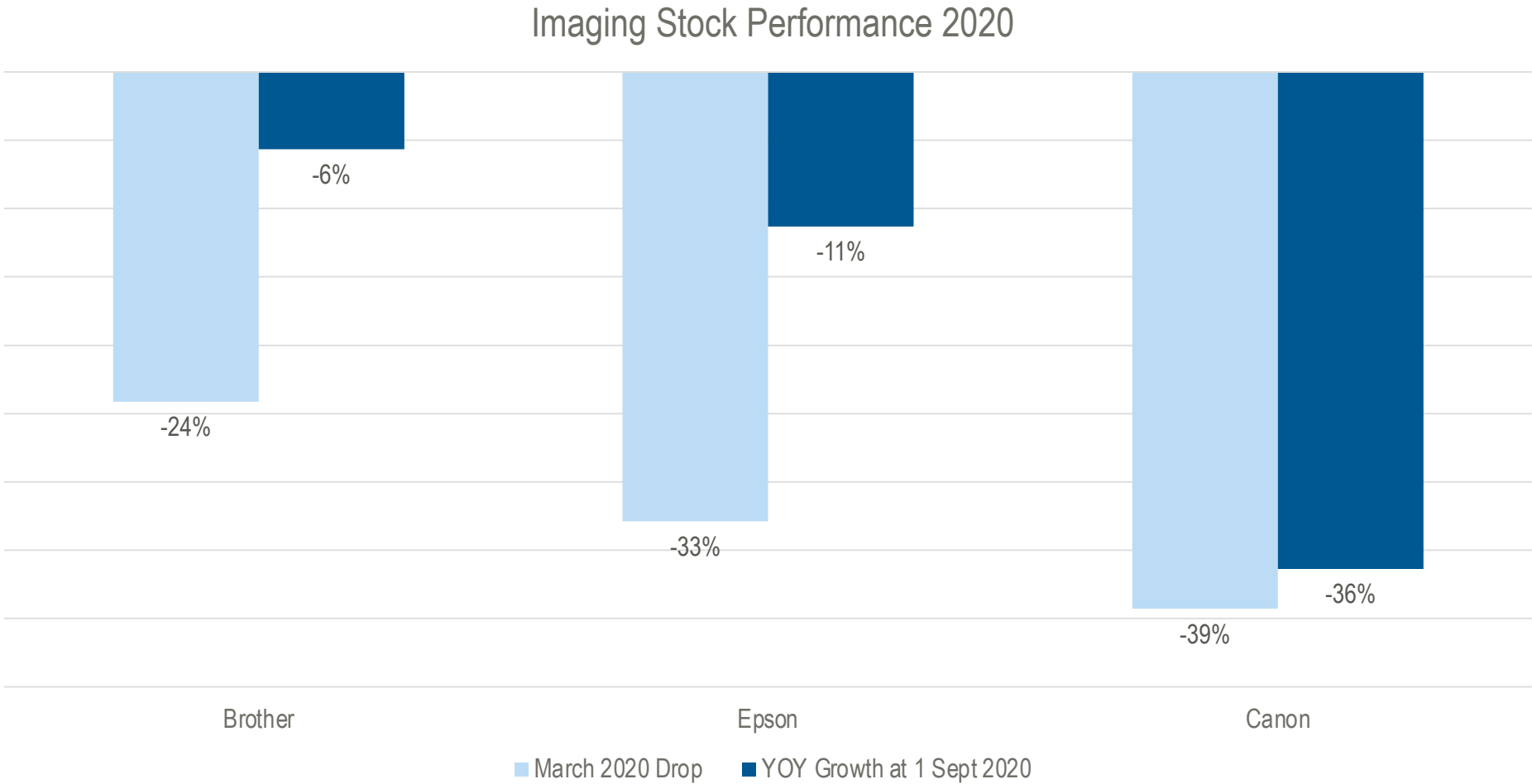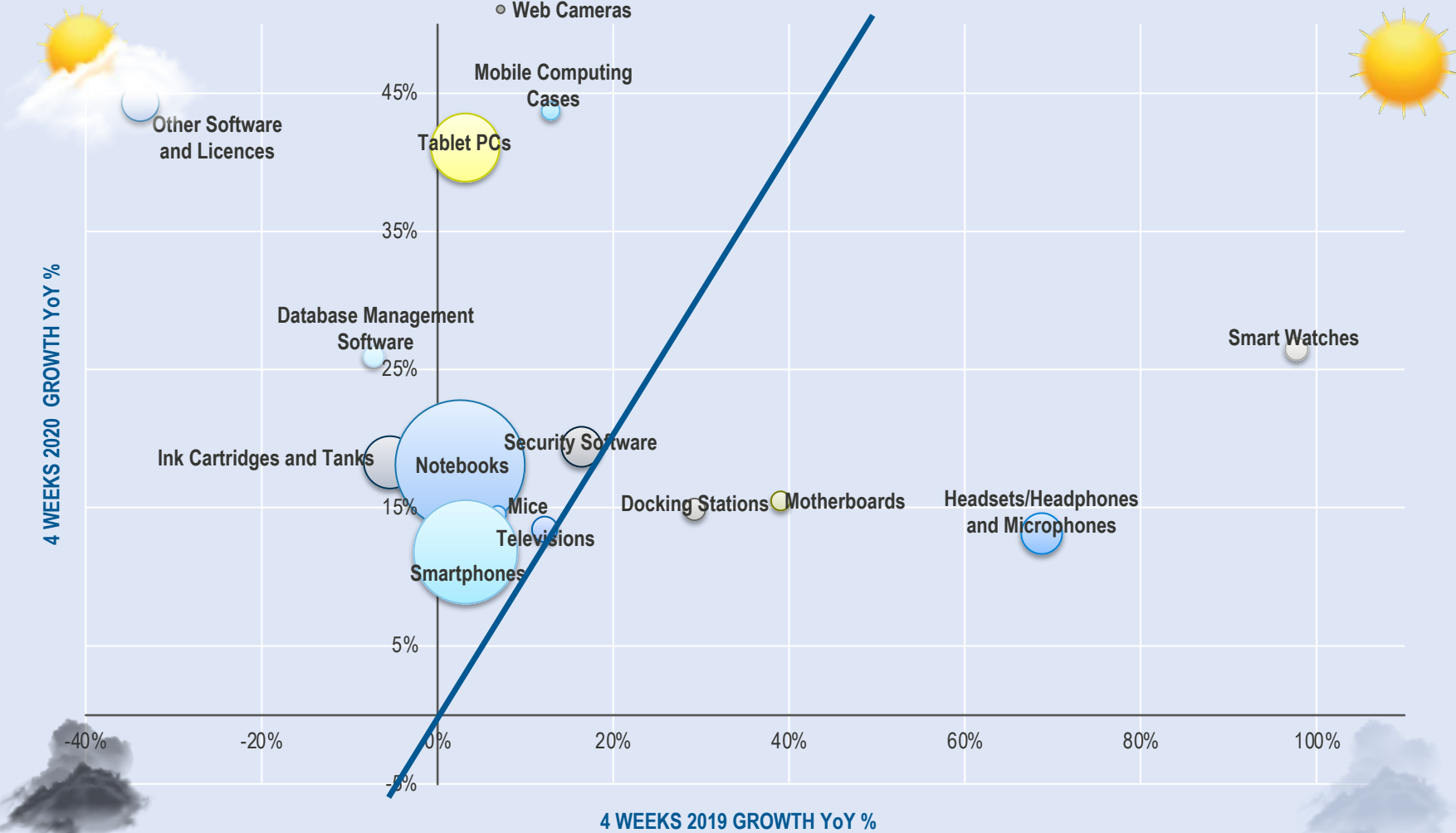
Stock market valuation on 1 Sept 2019 compared to mid March 2020 and 1st Sept 2020

# SECTOR/CATEGORY WEATHER MAPS

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# CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

## 4 Weeks to Week 34 (23/08/20) vs 2019



**4 WEEKS 2020 GROWTH YoY %** (y-axis)

**4 WEEKS 2019 GROWTH YoY %** (x-axis)

Categories plotted: Web Cameras, Mobile Computing Cases, Other Software and Licences, Tablet PCs, Database Management Software, Smart Watches, Ink Cartridges and Tanks, Notebooks, Security Software, Docking Stations, Motherboards, Headsets/Headphones and Microphones, Mice, Televisions, Smartphones

Y-axis labels: 45%, 35%, 25%, 15%, 5%, -5%
X-axis labels: -40%, -20%, 0%, 20%, 40%, 60%, 80%, 100%

Distribution sales translated at fixed € exchange rate.

# CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

## 4 Weeks to Week 34 (23/08/20) vs 2019



4 WEEKS 2020 GROWTH YoY %

4 WEEKS 2019 GROWTH YoY %

Long Life Consumables

RAM Memory

Office Applications Software

Toner

Network Management and Security Appliances

Network Switches

Disk Arrays

Cables and Connectivity Adapters

Network Expansion Modules

Servers (PC/Mac)

Uninterruptable Power Supplies (UPS)

Desktops

Graphics and Design Software

Large Format Displays

Desktop Workstations (PC/Mac)

-25%   -5%   15%   35%   55%   75%

0%   -5%   -10%   -15%   -20%   -25%   -30%   -35%

Distribution sales translated at fixed € exchange rate.

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**04**     CHANNEL HEALTH

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# NO MAJOR CHANGE

## Channel Performance in Western and Eastern Europe
% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019

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

### Week 34

| | CHANNEL TREND | |
|---|---|---|
| WE | EE | Total |
| -11% | -2% | -10% |
| 5% | 6% | 5% |
| -3% | -21% | -4% |
| 21% | -6% | 16% |
| 23% | 24% | 23% |

### Week 33

| | CHANNEL TREND | |
|---|---|---|
| WE | EE | Total |
| -13% | -3% | -12% |
| 11% | 15% | 11% |
| -13% | -20% | -13% |
| 15% | 1% | 13% |
| 20% | 17% | 19% |

### Week 32

| | CHANNEL TREND | |
|---|---|---|
| WE | EE | Total |
| -12% | -5% | -11% |
| 5% | 20% | 7% |
| -12% | -18% | -13% |
| 17% | 2% | 15% |
| 22% | 17% | 21% |

### Week 31

| | CHANNEL TREND | |
|---|---|---|
| WE | EE | Total |
| -13% | -7% | -13% |
| 4% | 1% | 3% |
| -9% | -24% | -9% |
| 22% | -10% | 17% |
| 28% | 32% | 29% |

| Above | 15% |
|---|---|
| Inbetween | |
| Below | -20% |

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.

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# UK AND GERMAN SMR CONTINUE TO LAG

| Business Sectors | Channel | WESTERN EUROPE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Sweden | Belgium | Austria | Portugal | Denmark | Norway | Finland | Other WE |
| Business Channels | Corporate Reseller | -4% | -15% | -9% | -13% | -12% | -18% | -25% | 5% | -45% | -5% | -8% | -25% | -24% | 6% |
| | Small and Medium Reseller | -4% | -10% | 29% | 23% | 47% | 7% | 19% | 20% | -1% | 16% | 21% | -42% | -8% | -4% |
| | Etailer Business | 1% | 20% | -12% | -10% | 2% | -24% | -20% | 23% | -29% | -45% | -5% | -11% | -37% | 0% |
| Retail Channels | Etailer Consumer | 32% | 8% | 59% | -19% | 80% | 37% | -86% | 60% | 12% | 19% | 46% | 19% | -35% | 17% |
| | Retail Chain | 41% | -12% | 26% | -1% | 31% | 39% | 30% | 35% | 10% | 1% | 47% | 52% | 26% | 30% |

| Business Sectors | Channel | EASTERN EUROPE | | | | |
|---|---|---|---|---|---|---|
| | | Russia | Poland | Czech Republic | Baltics | Slovakia |
| Business Channels | Corporate Reseller | 8% | -31% | -12% | -40% | -29% |
| | Small and Medium Reseller | 4% | 19% | -6% | 12% | -14% |
| | Etailer Business | -26% | 12% | -25% | -39% | 40% |
| Retail Channels | Etailer Consumer | -26% | 47% | -2% | 9% | -28% |
| | Retail Chain | 11% | 35% | 31% | 84% | 18% |

| Above | 15% |
|---|---|
| Inbetween | |
| Below | -20% |

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.

CONTEXT Weekly IT Industry Forum

# Thank you!

**ANY QUESTIONS?**

# CONTEXT Covid-19 Weekly Report

**4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019**

|  |  |
|---|---|
| *Created For:* | **CONTEXT** |
| *Version:* | **V15** |
| *Date Published:* | **01 September 2020** |
| *Account enquiries:* | **Please contact your Account Manager** |
| *Email:* | info@contextworld.com |
| *Report content and navigation training:* | **Customer Assurance** |
| *Email:* | customerassurance@contextworld.com |

CONTEXT, Dial House
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London SW15 6AR, UK
+44 (0)20 8394 7700
www.contextworld.com

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



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

Poland
Russia
Baltics
Belgium
Portugal
Spain
Other WE
Germany
Switzerland
Czech Republic
Denmark
UK & Ireland
Norway
Sweden
Finland
France
Italy
Austria
Slovakia

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.

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



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

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

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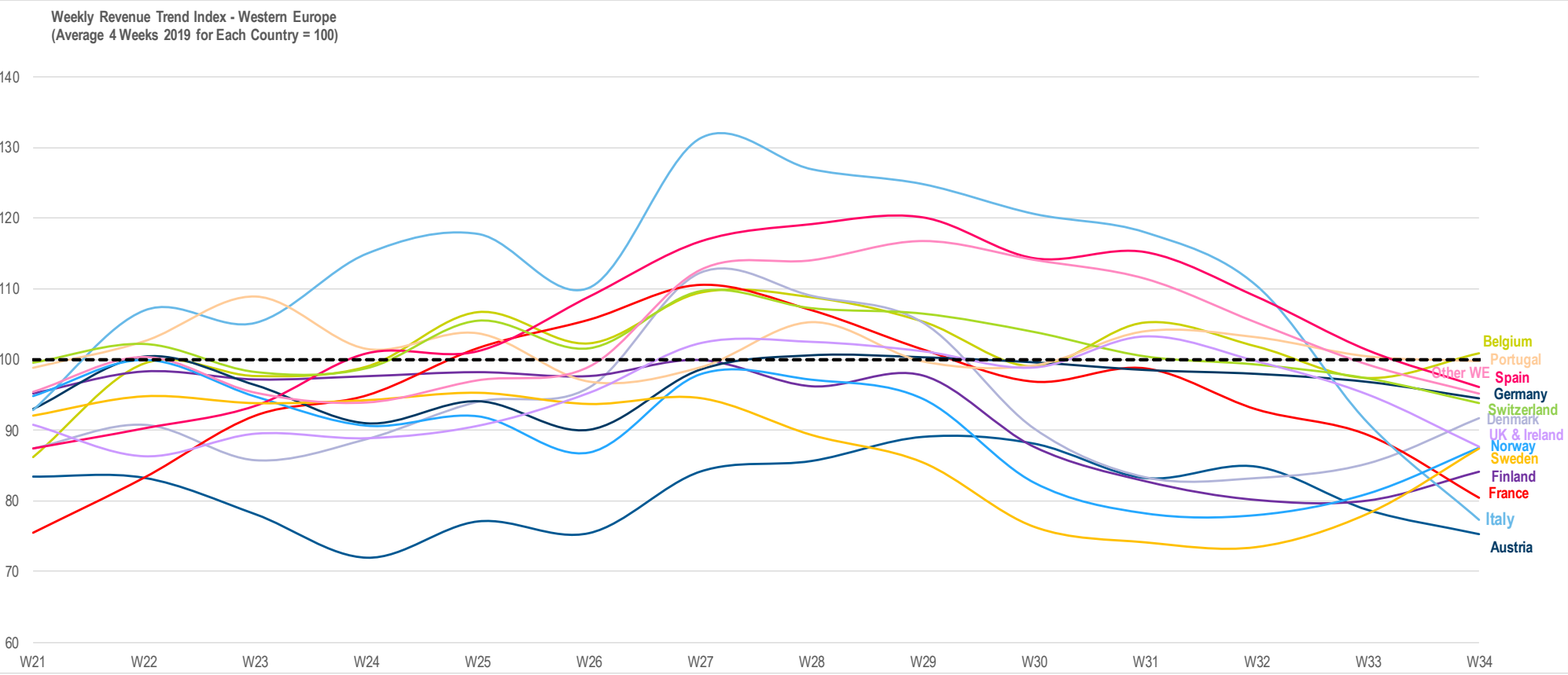Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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# Index Revenue Trend - Western Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 ——— 2019 ———

Back to Contents

# Index Revenue Trend - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 ——— 2019 ———

**Russia**



**Poland**



**Czech Republic**



**Slovakia**



**Baltics**

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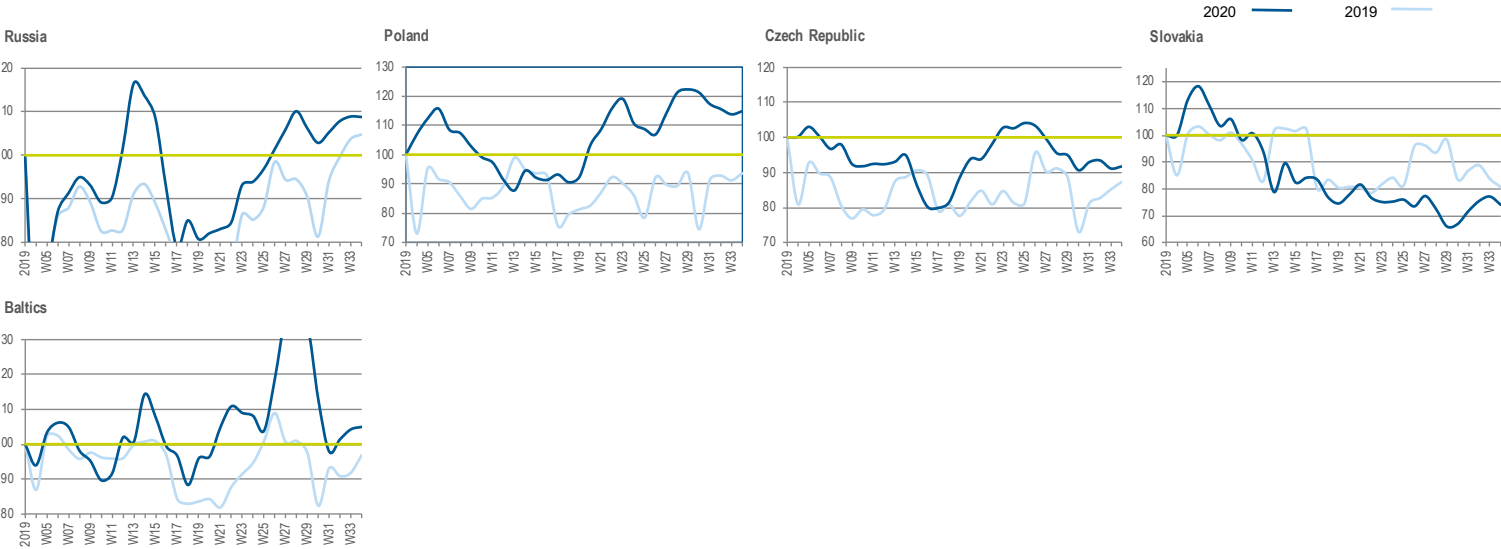
# Index Business Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

Russia
Poland
Belgium
Portugal
UK & Ireland
Spain
Germany
Other WE
France
Switzerland
Denmark
Sweden
Baltics
Finland
Norway
Slovakia
Italy
Austria

Czech Republic
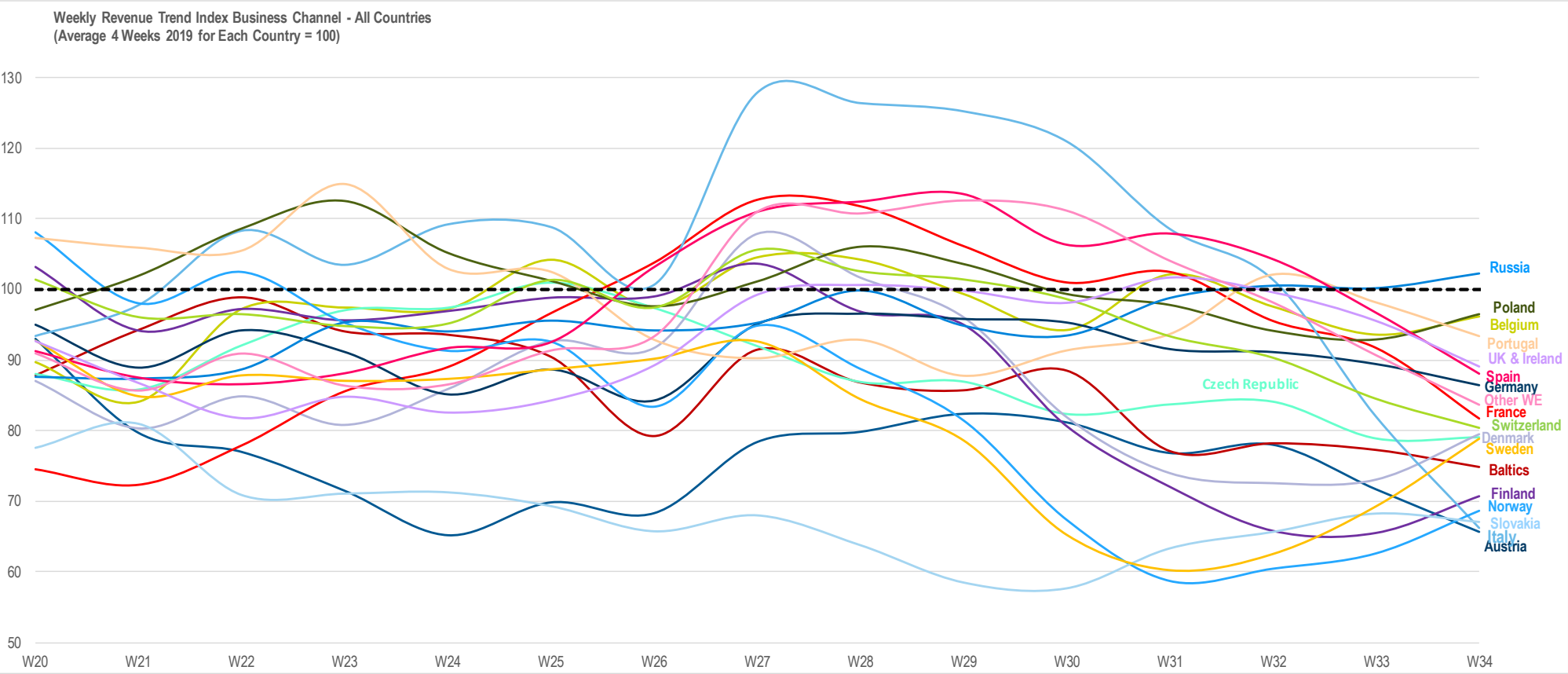
Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business
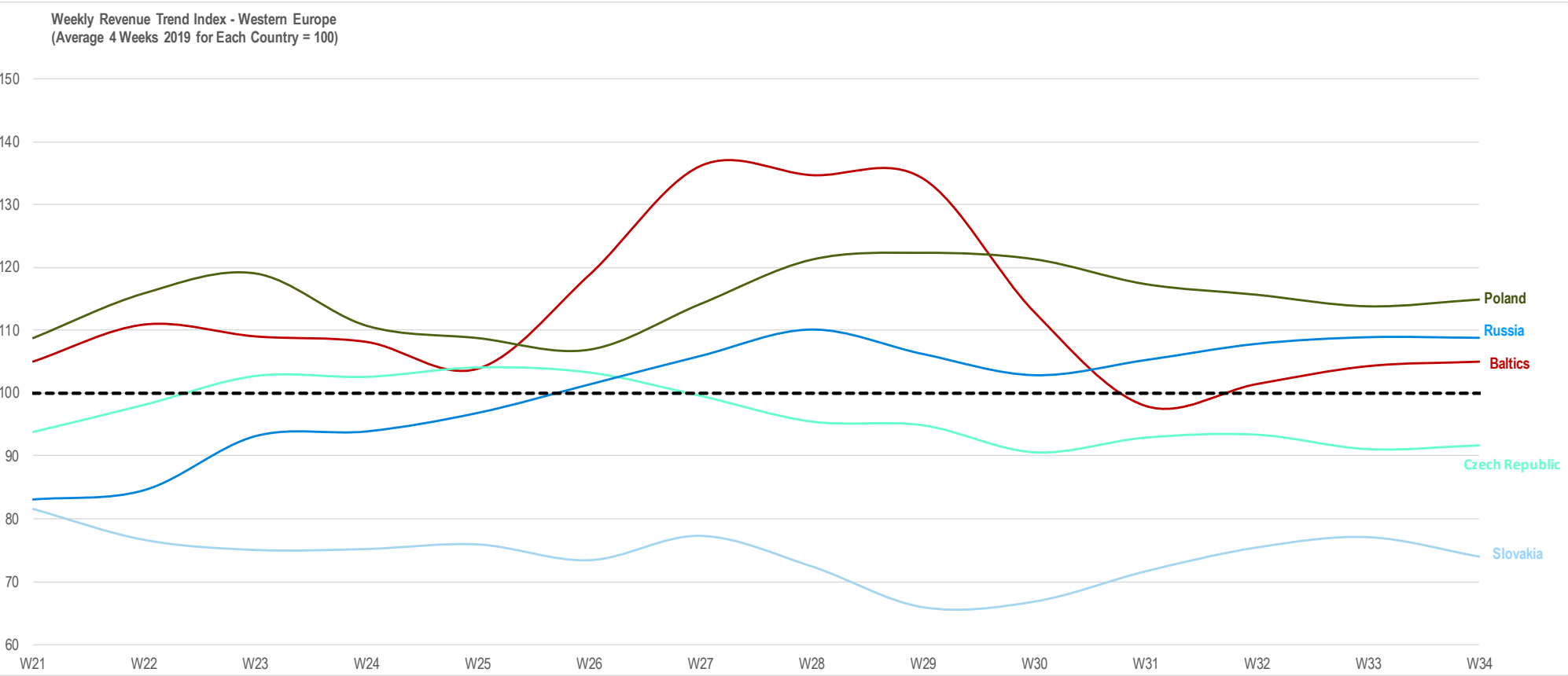
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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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)**
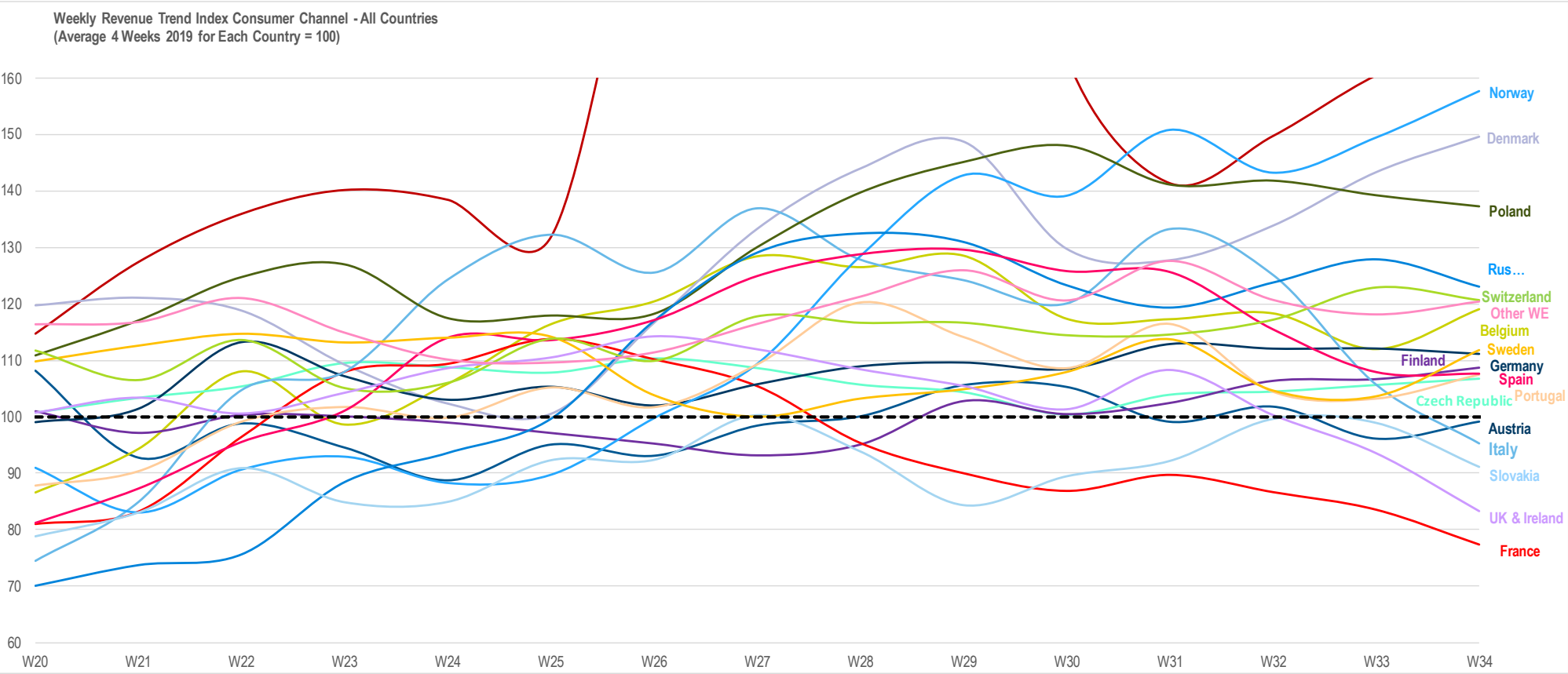


Consumer Channel = Retail chain & Etailer Consumer

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.
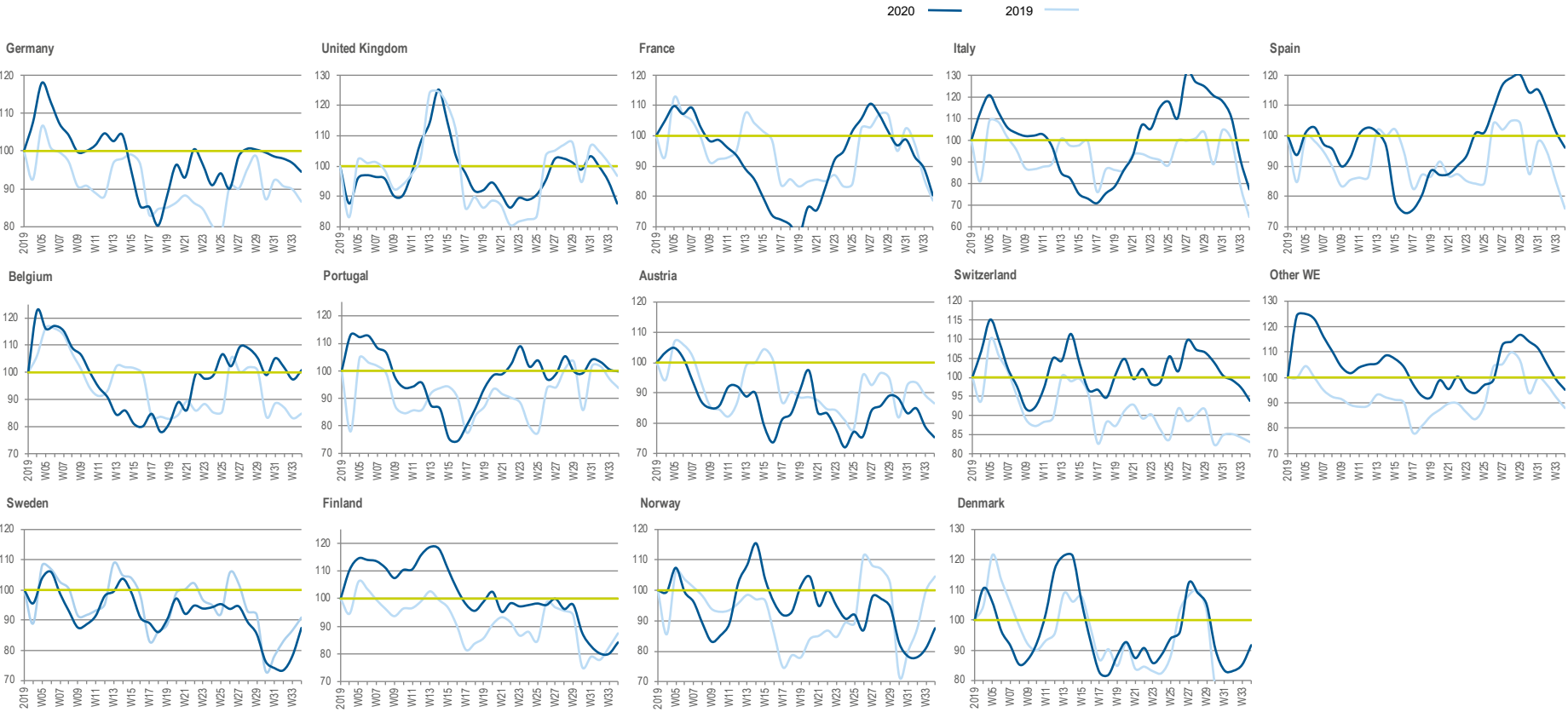
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## Index Volume Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
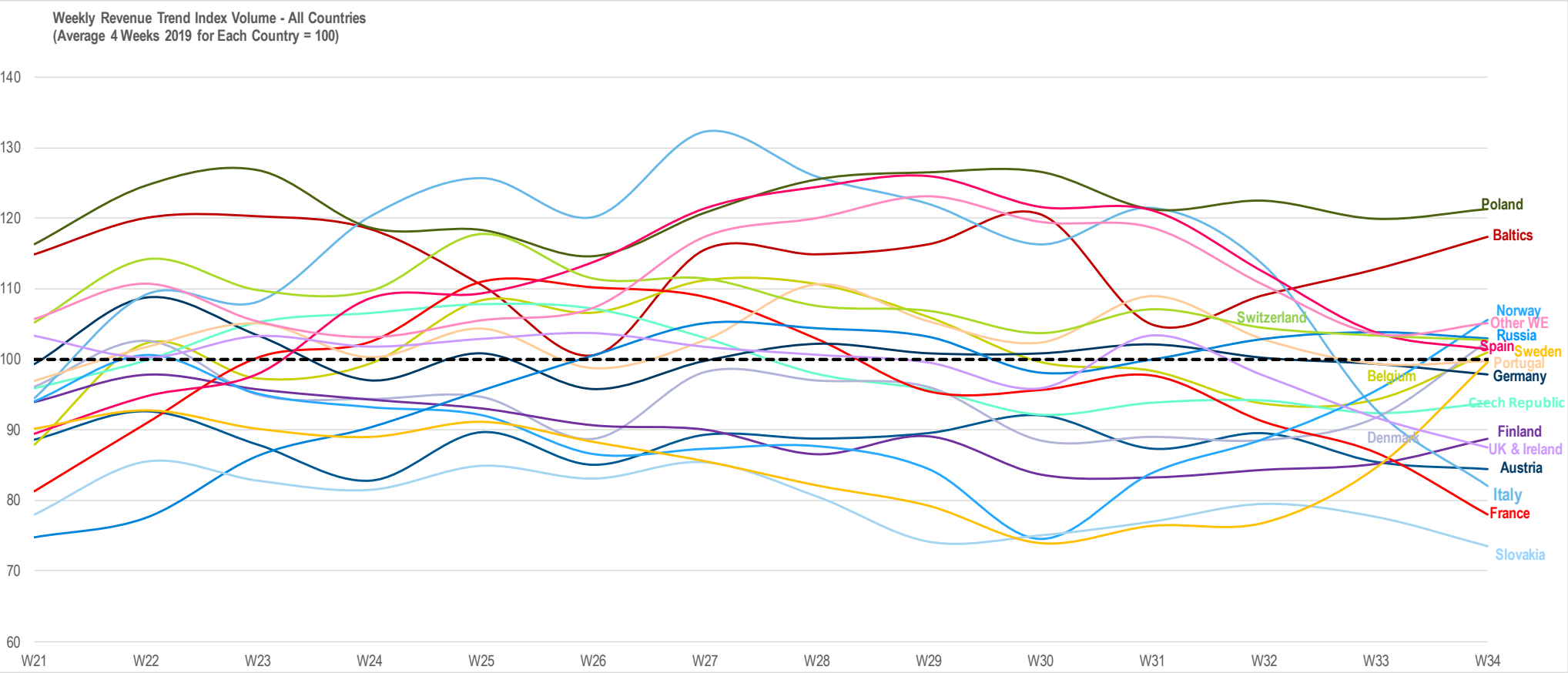
**Weekly Revenue Trend Index Volume - All Countries**
**(Average 4 Weeks 2019 for Each Country = 100)**

Poland
Baltics
Norway
Other WE
Russia
Sweden
Spain
Portugal
Germany
Belgium
Czech Republic
Finland
UK & Ireland
Denmark
Austria
Italy
France
Slovakia
Switzerland

140
130
120
110
100
90
80
70
60

W21 W22 W23 W24 W25 W26 W27 W28 W29 W30 W31 W32 W33 W34

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.

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

Volume 2020 ——    Volume 2019 ——



Germany | United Kingdom | France | Italy | Spain

Belgium | Portugal | Austria | Switzerland | Other WE

Sweden | Finland | Norway | Denmark

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

Volume 2020 ——————  Volume 2019 ——————



**Russia**

**Poland**

**Czech Republic**

**Slovakia**

**Baltics**

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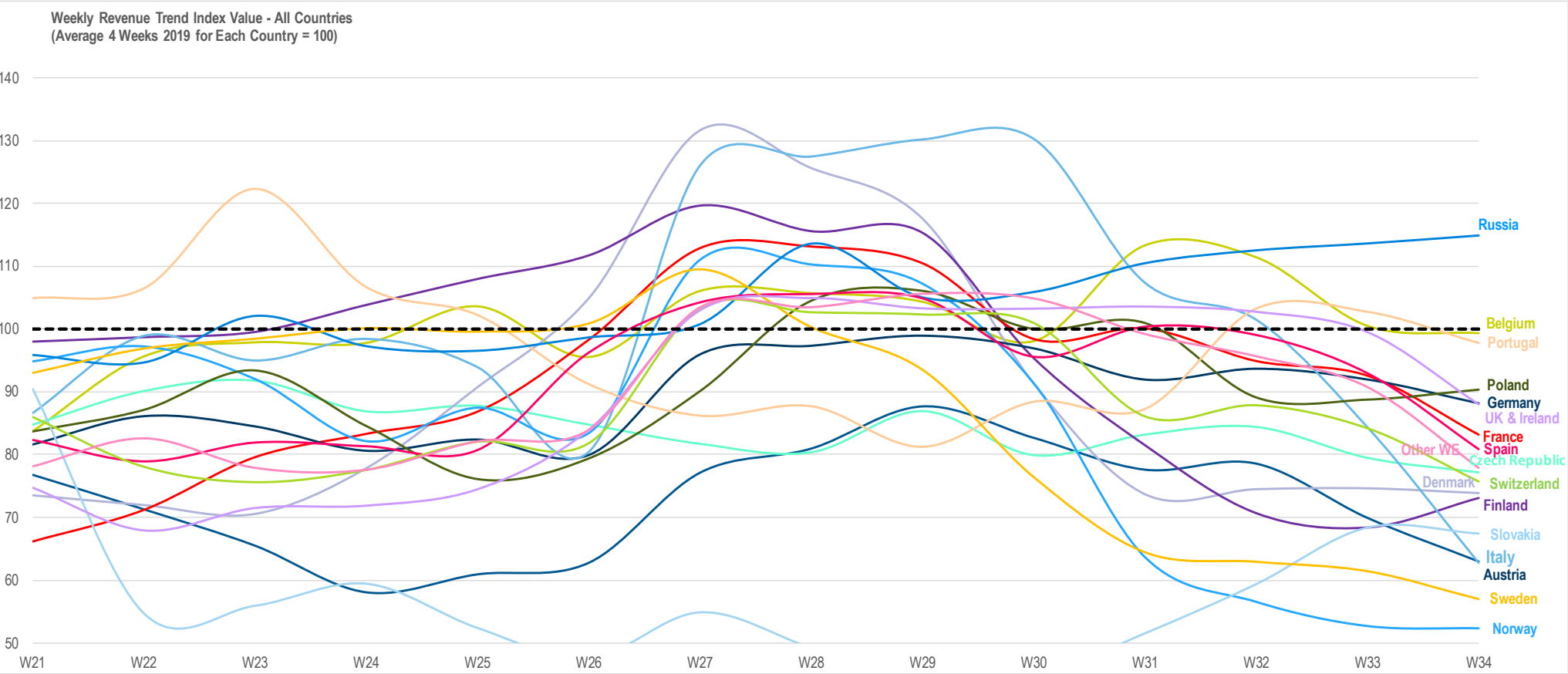


**Weekly Revenue Trend Index Value - All Countries
(Average 4 Weeks 2019 for Each Country = 100)**

Legend (right side of chart): Russia, Belgium, Portugal, Poland, Germany, UK & Ireland, France, Spain, Other WE, Czech Republic, Denmark, Switzerland, Finland, Slovakia, Italy, Austria, Sweden, Norway

Y-axis: 50, 60, 70, 80, 90, 100, 110, 120, 130, 140

X-axis: W21, W22, W23, W24, W25, W26, W27, W28, W29, W30, W31, W32, W33, W34

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.

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

Volume 2020 ———     Volume 2019 ———

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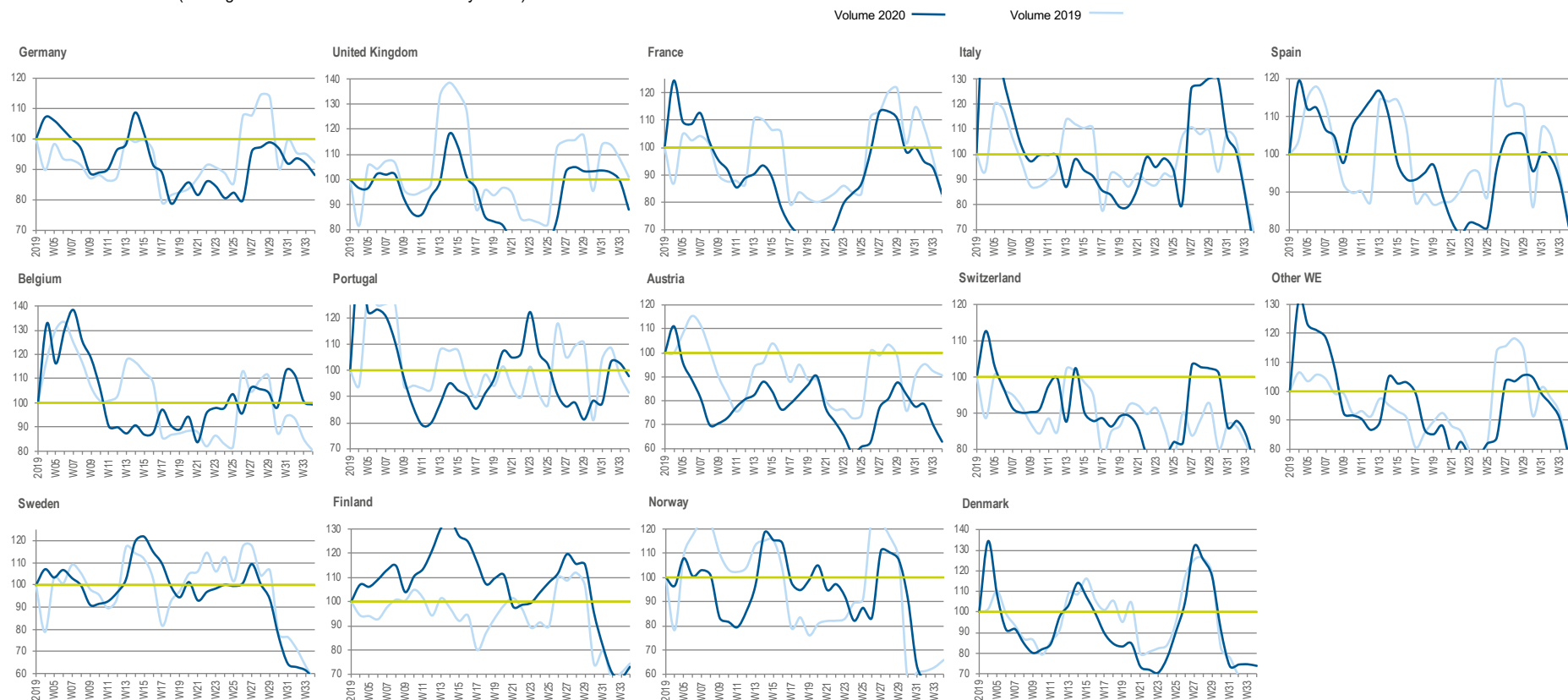
## Index Value Market - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Value 2020 ——— Value 2019 ———

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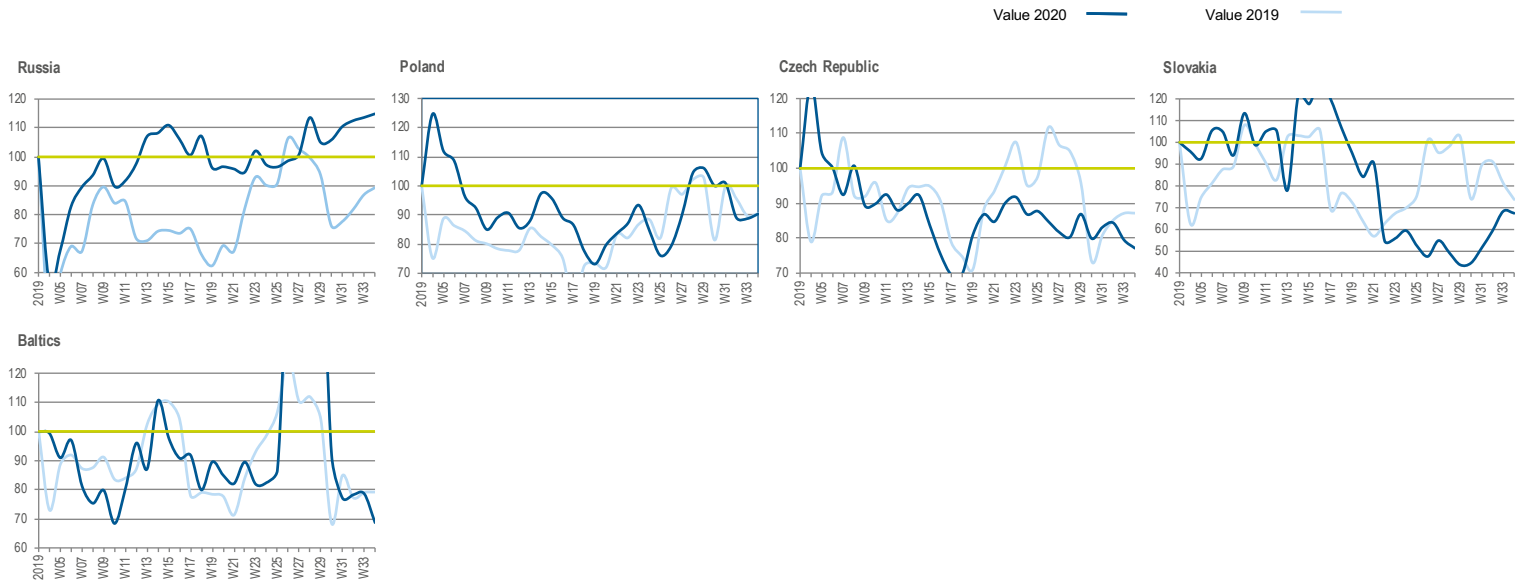
# Weekly %YoY Trend
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

**European Panel Trend Y/Y 4 weeks rolling avg**



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
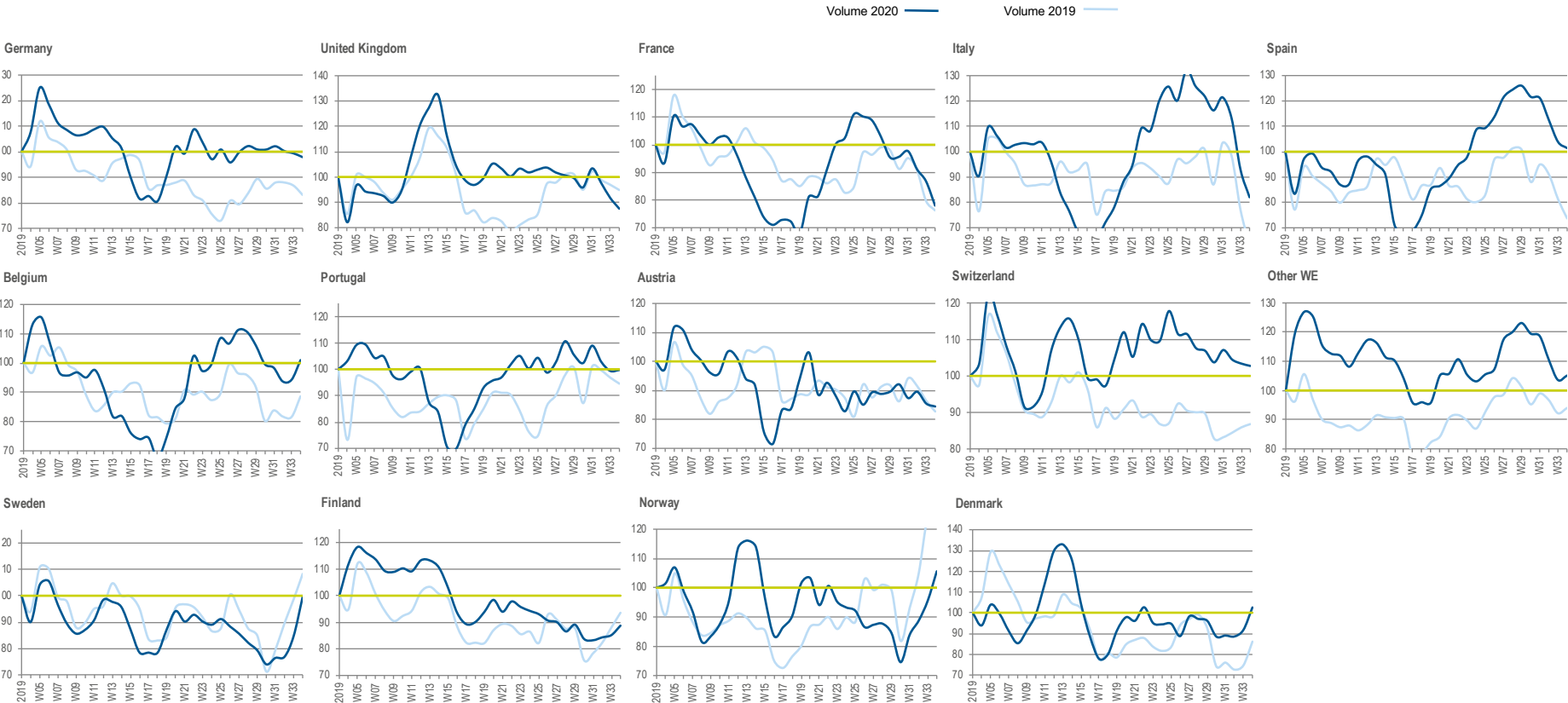
**European Panel : Volume Market Trend Y/Y 4 weeks rolling avg**



**European Panel : Value Market Trend Y/Y 4 weeks rolling avg**

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## Weekly %YoY Trend Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

**Western Europe Trend Y/Y 4 weeks rolling avg**



Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

**Western European Panel : Volume Market Trend Y/Y 4 weeks rolling avg**



**Western European Panel : Value Market Trend Y/Y 4 weeks rolling avg**

# Weekly %YoY Trend Eastern Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

**Eastern Europe Trend Y/Y 4 weeks rolling avg**



Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia

**Eastern European Panel : Volume Market Trend Y/Y 4 weeks rolling avg**



**Eastern European Panel : Value Market Trend Y/Y 4 weeks rolling avg**

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## Weekly %YoY Trend - Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020 ——— 2019 ———

Germany growth Y/Y 4 weeks rolling avg

United Kingdom growth Y/Y 4 weeks rolling avg

France growth Y/Y 4 weeks rolling avg

Italy growth Y/Y 4 weeks rolling avg

Spain growth Y/Y 4 weeks rolling avg

Belgium growth Y/Y 4 weeks rolling avg
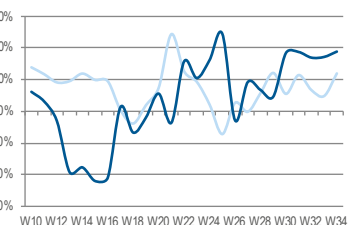
Portugal growth Y/Y 4 weeks rolling avg
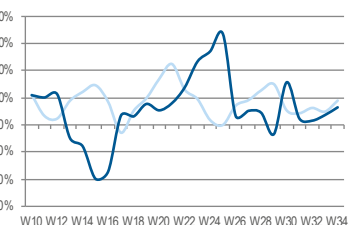
Austria growth Y/Y 4 weeks rolling avg
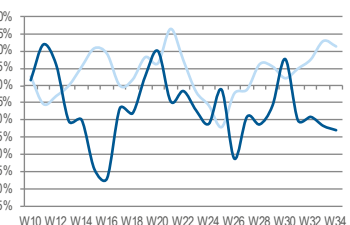
Switzerland growth Y/Y 4 weeks rolling avg
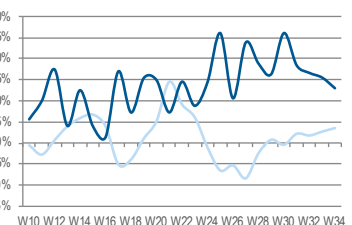
Other WE growth Y/Y 4 weeks rolling avg
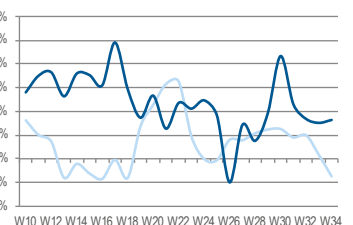
Sweden growth Y/Y 4 weeks rolling avg
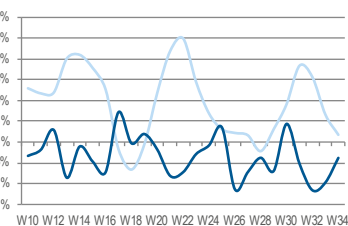
Finland growth Y/Y 4 weeks rolling avg
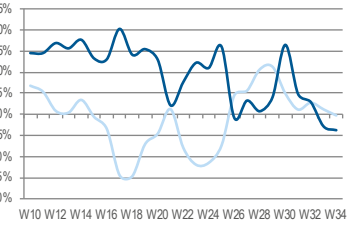
Norway growth Y/Y 4 weeks rolling avg
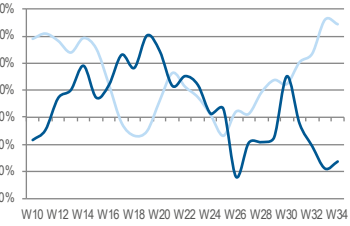
Denmark growth Y/Y 4 weeks rolling avg
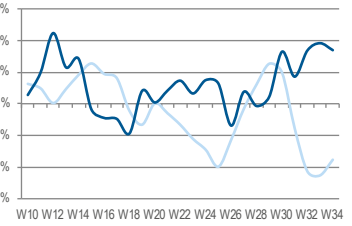
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## Weekly %YoY Trend - Eastern Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020 ———  2019 ———

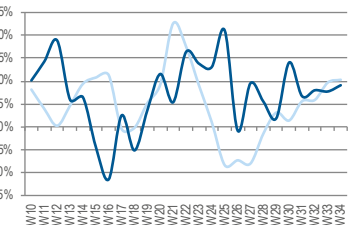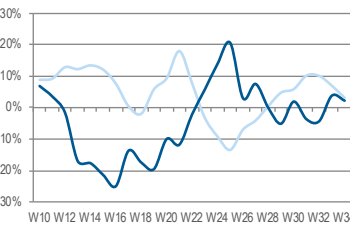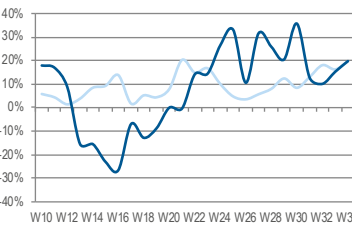**Russia growth Y/Y 4 weeks rolling avg**



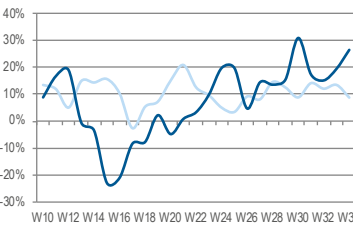**Poland growth Y/Y 4 weeks rolling avg**



**Czech Republic growth Y/Y 4 weeks rolling avg**



**Slovakia growth Y/Y 4 weeks rolling avg**



**Baltics growth Y/Y 4 weeks rolling avg**

# Top Growth IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019

*Sorted by top growth Industry sector and country size*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Industry Sector | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | INDUSTRY SECTOR TREND | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
| 1 | 1 | Computing Accessories | 49% | 3% | 71% | 43% | 57% | 18% | 33% | -12% | 47% | 6% | -1% | 1% | -7% | 38% | 15% | 40% | 35% | 7% | 8% | 29% | 24% | 28% |
| 3 | 2 | Mobile Computing | 43% | 14% | 80% | 25% | 49% | 21% | 18% | 0% | 26% | 17% | -2% | -23% | 2% | 6% | -6% | 43% | 16% | 0% | -10% | 25% | 9% | 22% |
| 2 | 3 | Smart Home and Office | 108% | -11% | -30% | 18% | 98% | -84% | 5326% | -76% | -69% | 1597% | 180% | 44% | -41% | 202% | -16% | 409% | 129% | 8581% | -36% | 10% | 505% | 18% |
| 7 | 4 | Wearable Devices | 15% | -8% | 31% | -13% | 48% | 5% | 39% | 16% | 86% | 29% | 11% | -46% | -20% | -26% | 20% | 106% | 8% | -56% | -20% | 10% | 38% | 14% |
| 4 | 5 | Telecommunications | 24% | -32% | 31% | -35% | 55% | 152% | 21% | -9% | -18% | -7% | 81% | 19% | -8% | 27% | -48% | 37% | 22% | 30% | 32% | 12% | 5% | 10% |
| 6 | 6 | Audio-Video Systems | 14% | -14% | 7% | 11% | 26% | 52% | 10% | -11% | 24% | -12% | 209% | 21% | -11% | -14% | -6% | 24% | 40% | 299% | -4% | 7% | 26% | 9% |
| 5 | 7 | Software and Licences | 7% | -8% | -9% | 45% | 5% | 7% | 90% | 7% | -40% | 24% | 2% | -13% | 10% | 4% | 51% | 33% | 0% | -5% | -5% | 5% | 34% | 8% |
| 15 | 8 | Printing Consumables | 4% | 3% | 23% | 18% | 35% | -30% | -14% | -27% | 10% | 0% | -2% | -12% | -8% | 55% | -31% | -10% | -14% | -38% | 10% | 9% | -23% | 3% |
| 11 | 9 | Other Networking Equipment | -1% | -24% | -10% | -15% | 33% | 9% | 0% | -36% | -12% | -53% | -24% | 48% | 28% | -5% | 103% | 26% | 57% | -36% | 37% | -10% | 81% | 2% |
| 12 | 10 | Wireless Networking | 24% | -6% | -5% | -11% | 14% | 9% | -28% | 1% | -18% | -36% | 20% | -67% | -29% | -23% | 57% | 74% | 25% | 12% | -3% | -3% | 50% | 2% |
| 9 | 11 | Warranties and Services | -15% | 10% | -12% | -1% | 13% | 12% | 6% | 3% | 7% | -27% | 7% | 6% | -22% | -7% | 27% | -28% | -36% | -15% | 0% | -1% | 1% | -1% |
| 10 | 12 | Computing Components | -12% | -9% | 7% | -17% | 11% | -8% | -7% | -19% | -37% | 3% | -8% | -58% | -37% | 42% | 27% | 19% | -3% | -13% | -6% | -8% | 19% | -1% |
| 8 | 13 | Displays | 6% | -18% | -17% | -8% | 46% | 12% | 1% | -12% | 23% | 39% | -6% | -18% | -7% | -4% | 11% | 7% | -3% | 10% | -28% | -4% | 7% | -2% |
| 19 | 14 | Printing | -7% | -21% | -19% | 3% | 26% | -6% | 12% | -21% | 61% | 13% | -23% | -31% | -11% | -23% | 1% | 21% | -1% | 8% | -1% | -8% | 4% | -5% |
| 14 | 15 | Networking Systems | 9% | -21% | -4% | -32% | -28% | 22% | -45% | -27% | -36% | -42% | -9% | -12% | -7% | -24% | 54% | 5% | 11% | -37% | -6% | -14% | 37% | -5% |
| 16 | 16 | Server Computing | -6% | -20% | 5% | -30% | -17% | -23% | 15% | 152% | -66% | 200% | 110% | -10% | -18% | 40% | -4% | -17% | -26% | -29% | -9% | -8% | -9% | -8% |
| 13 | 17 | Scanner Imaging | -7% | -9% | 70% | -4% | -23% | 34% | -38% | -46% | 5% | 36% | -6% | 51% | -64% | 26% | -39% | 2% | -6% | 43% | -47% | -4% | -31% | -10% |
| 17 | 18 | Connectivity | -2% | -25% | -12% | -13% | 4% | 15% | -17% | -15% | -12% | -26% | -33% | -8% | -26% | -10% | 9% | 23% | -10% | 21% | -24% | -12% | 7% | -10% |
| 20 | 19 | Disk Storage | -17% | -22% | -22% | -11% | 22% | 9% | 27% | -9% | -51% | 14% | 48% | -8% | -4% | -13% | -4% | -7% | -12% | 22% | -40% | -12% | -6% | -11% |
| 18 | 20 | Data Center Networking and Security | -19% | -21% | -10% | -43% | 16% | 18% | -2% | -32% | -23% | 1% | 5% | 11% | 14% | 40% | 8% | -57% | -34% | -6% | 272% | -14% | -5% | -13% |
| 22 | 21 | Removable Storage | -32% | -44% | -23% | 123% | -10% | 6% | 42% | -18% | 0% | -43% | -39% | -38% | 50% | -20% | -24% | -7% | -13% | -26% | -23% | -18% | -16% | -17% |
| 21 | 22 | Power Equipment | -5% | -46% | -5% | -13% | 12% | -14% | -9% | -22% | -4% | 20% | -17% | -17% | 5% | 1% | -21% | -4% | -17% | 3% | -27% | -17% | -19% | -18% |
| 23 | 23 | Desktop Computing | -15% | -49% | 13% | -23% | -9% | -4% | -16% | -6% | -17% | -27% | -6% | -68% | -8% | -14% | -12% | 7% | -17% | 3% | -29% | -22% | -9% | -19% |
| 24 | 24 | Unified Communications | -3% | -51% | -43% | -25% | -2% | 22% | -36% | -62% | -46% | 200% | -32% | 16% | 16% | -65% | -23% | 118% | -34% | -33% | -60% | -24% | -10% | -22% |
| | | Country Trend | 9% | -9% | 20% | 2% | 26% | 13% | -4% | 19% | -13% | 7% | 17% | -16% | -4% | 8% | 4% | 23% | 5% | 8% | -8% | | | |

# Top Decline IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by fastest declining Industry sector and country size*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Industry Sector | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1 | Unified Communications | -3% | -51% | -43% | -25% | -2% | 22% | -36% | -62% | -46% | 200% | -32% | 16% | 16% | -65% | -23% | 118% | -34% | -33% | -60% | -24% | -10% | -22% |
| 2 | 2 | Desktop Computing | -15% | -49% | 13% | -23% | -9% | -4% | -16% | -6% | -17% | -27% | -6% | -68% | -8% | -14% | -12% | 7% | -17% | 3% | -29% | -22% | -9% | -19% |
| 4 | 3 | Power Equipment | -5% | -46% | -5% | -13% | 12% | -14% | -9% | -22% | -4% | 20% | -17% | -17% | 5% | 1% | -21% | -4% | -17% | 3% | -27% | -17% | -19% | -18% |
| 3 | 4 | Removable Storage | -32% | -44% | -23% | 123% | -10% | 6% | 42% | -18% | 0% | -43% | -39% | -38% | 50% | -20% | -24% | -7% | -13% | -26% | -23% | -18% | -16% | -17% |
| 7 | 5 | Data Center Networking and Security | -19% | -21% | -10% | -43% | 16% | 18% | -2% | -32% | -23% | 1% | 5% | 11% | 14% | 40% | 8% | -57% | -34% | -6% | 272% | -14% | -5% | -13% |
| 5 | 6 | Disk Storage | -17% | -22% | -22% | -11% | 22% | 9% | 27% | -9% | -51% | 14% | 48% | -8% | -4% | -13% | -4% | -7% | -12% | 22% | -40% | -12% | -6% | -11% |
| 8 | 7 | Connectivity | -2% | -25% | -12% | -13% | 4% | 15% | -17% | -15% | -12% | -26% | -33% | -8% | -26% | -10% | 9% | 23% | -10% | 21% | -24% | -12% | 7% | -10% |
| 12 | 8 | Scanner Imaging | -7% | -9% | 70% | -4% | -23% | 34% | -38% | -46% | 5% | 36% | -6% | 51% | -64% | 26% | -39% | 2% | -6% | 43% | -47% | -4% | -31% | -10% |
| 9 | 9 | Server Computing | -6% | -20% | 5% | -30% | -17% | -23% | 15% | 152% | -66% | 200% | 110% | -10% | -18% | 40% | -4% | -17% | -26% | -29% | -9% | -8% | -9% | -8% |
| 11 | 10 | Networking Systems | 9% | -21% | -4% | -32% | -28% | 22% | -45% | -27% | -36% | -42% | -9% | -12% | -7% | -24% | 54% | 5% | 11% | -37% | -6% | -14% | 37% | -5% |
| 6 | 11 | Printing | -7% | -21% | -19% | 3% | 26% | -6% | 12% | -21% | 61% | 13% | -23% | -31% | -11% | -23% | 1% | 21% | -1% | 8% | -1% | -8% | 4% | -5% |
| 17 | 12 | Displays | 6% | -18% | -17% | -8% | 46% | 12% | 1% | -12% | 23% | 39% | -6% | -18% | -7% | -4% | 11% | 7% | -3% | 10% | -28% | -4% | 7% | -2% |
| 15 | 13 | Computing Components | -12% | -9% | 7% | -17% | 11% | -8% | -7% | -19% | -37% | 3% | -8% | -58% | -37% | 42% | 27% | 19% | -3% | -13% | -6% | -8% | 19% | -1% |
| 16 | 14 | Warranties and Services | -15% | 10% | -12% | -1% | 13% | 12% | 6% | 3% | 7% | -27% | 7% | 6% | -22% | -7% | 27% | -28% | -36% | -15% | 0% | -1% | 1% | -1% |
| 13 | 15 | Other Networking Equipment | -1% | -24% | -10% | -15% | 33% | 9% | 0% | -36% | -12% | -53% | -24% | 48% | 28% | -5% | 103% | 26% | 57% | -36% | 37% | -10% | 81% | 2% |
| 14 | 16 | Wireless Networking | 24% | -6% | -5% | -11% | 14% | 9% | -28% | 1% | -18% | -36% | 20% | -67% | -29% | -23% | 57% | 74% | 25% | 12% | -3% | -3% | 50% | 2% |
| 10 | 17 | Printing Consumables | 4% | 3% | 23% | 18% | 35% | -30% | -14% | -27% | 10% | 0% | -2% | -12% | -8% | 55% | -31% | -10% | -14% | -38% | 10% | 9% | -23% | 3% |
| 20 | 18 | Software and Licences | 7% | -8% | -9% | 45% | 5% | 7% | 90% | 7% | -40% | 24% | 2% | -13% | 10% | 4% | 51% | 33% | 0% | -5% | -5% | 5% | 34% | 8% |
| 19 | 19 | Audio-Video Systems | 14% | -14% | 7% | 11% | 26% | 52% | 10% | -11% | 24% | -12% | 209% | 21% | -11% | -14% | -6% | 24% | 40% | 299% | -4% | 7% | 26% | 9% |
| 21 | 20 | Telecommunications | 24% | -32% | 31% | -35% | 55% | 152% | 21% | -9% | -18% | -7% | 81% | 19% | -8% | 27% | -48% | 37% | 22% | 30% | 32% | 12% | 5% | 10% |
| 18 | 21 | Wearable Devices | 15% | -8% | 31% | -13% | 48% | 5% | 39% | 16% | 86% | 29% | 11% | -46% | -20% | -26% | 20% | 106% | 8% | -56% | -20% | 10% | 38% | 14% |
| 23 | 22 | Smart Home and Office | 108% | -11% | -30% | 18% | 98% | -84% | 5326% | -76% | -69% | 1597% | 180% | 44% | -41% | 202% | -16% | 409% | 129% | 8581% | -36% | 10% | 505% | 18% |
| 22 | 23 | Mobile Computing | 43% | 14% | 80% | 25% | 49% | 21% | 18% | 0% | 26% | 17% | -2% | -23% | 2% | 6% | -6% | 43% | 16% | 0% | -10% | 25% | 9% | 22% |
| 24 | 24 | Computing Accessories | 49% | 3% | 71% | 43% | 57% | 18% | 33% | -12% | 47% | 6% | -1% | 1% | -7% | 38% | 15% | 40% | 35% | 7% | 8% | 29% | 24% | 28% |
| | | Country Trend | 9% | -9% | 20% | 2% | 26% | 13% | -4% | 19% | -13% | 7% | 17% | -16% | -4% | 8% | 4% | 23% | 5% | 8% | -8% | | | |

WESTERN EUROPE — EASTERN EUROPE — INDUSTRY SECTOR TREND

# Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 34 (to August 23 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-W33 | Rank-W34 | | Industry Sector | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | WESTERN EUROPE | | | | | | | | | | EASTERN EUROPE | | | | | INDUSTRY SECTOR TREND | | |
| 1 | 1 | → | Mobile Computing | 43% | 14% | 80% | 25% | 49% | 21% | 18% | 0% | 26% | 17% | -2% | -23% | 2% | 6% | -6% | 43% | 16% | 0% | -10% | 25% | 9% | 22% |
| 2 | 2 | → | Telecommunications | 24% | -32% | 31% | -35% | 55% | 152% | 21% | -9% | -18% | -7% | 81% | 19% | -8% | 27% | -48% | 37% | 22% | 30% | 32% | 12% | 5% | 10% |
| 3 | 3 | → | Software and Licences | 7% | -8% | -9% | 45% | 5% | 7% | 90% | 7% | -40% | 24% | 2% | -13% | 10% | 4% | 51% | 33% | 0% | -5% | -5% | 5% | 34% | 8% |
| 4 | 4 | → | Printing Consumables | 4% | 3% | 23% | 18% | 35% | -30% | -14% | -27% | 10% | 0% | -2% | -12% | -8% | 55% | -31% | -10% | -14% | -38% | 10% | 9% | -23% | 3% |
| 6 | 5 | ↑ | Displays | 6% | -18% | -17% | -8% | 46% | 12% | 1% | -12% | 23% | 39% | -6% | -18% | -7% | -4% | 11% | 7% | -3% | 10% | -28% | -4% | 7% | -2% |
| 5 | 6 | ↓ | Warranties and Services | -15% | 10% | -12% | -1% | 13% | 12% | 6% | 3% | 7% | -27% | 7% | 6% | -22% | -7% | 27% | -28% | -36% | -15% | 0% | -1% | 1% | -1% |
| 7 | 7 | → | Disk Storage | -17% | -22% | -22% | -11% | 22% | 9% | 27% | -9% | -51% | 14% | 48% | -8% | -4% | -13% | -4% | -7% | -12% | 22% | -40% | -12% | -6% | -11% |
| 8 | 8 | → | Computing Components | -12% | -9% | 7% | -17% | 11% | -8% | -7% | -19% | -37% | 3% | -8% | -58% | -37% | 42% | 27% | 19% | -3% | -13% | -6% | -8% | 19% | -1% |
| 9 | 9 | → | Desktop Computing | -15% | -49% | 13% | -23% | -9% | -4% | -16% | -6% | -17% | -27% | -6% | -68% | -8% | -14% | -12% | 7% | -17% | 3% | -29% | -22% | -9% | -19% |
| 10 | 10 | → | Networking Systems | 9% | -21% | -4% | -32% | -28% | 22% | -45% | -27% | -36% | -42% | -9% | -12% | -7% | -24% | 54% | 5% | 11% | -37% | -6% | -14% | 37% | -5% |
| 11 | 11 | → | Computing Accessories | 49% | 3% | 71% | 43% | 57% | 18% | 33% | -12% | 47% | 6% | -1% | 1% | -7% | 38% | 15% | 40% | 35% | 7% | 8% | 29% | 24% | 28% |
| 12 | 12 | → | Printing | -7% | -21% | -19% | 3% | 26% | -6% | 12% | -21% | 61% | 13% | -23% | -31% | -11% | -23% | 1% | 21% | -1% | 8% | -1% | -8% | 4% | -5% |
| 13 | 13 | → | Audio-Video Systems | 14% | -14% | 7% | 11% | 26% | 52% | 10% | -11% | 24% | -12% | 209% | 21% | -11% | -14% | -6% | 24% | 40% | 299% | -4% | 7% | 26% | 9% |
| 14 | 14 | → | Server Computing | -6% | -20% | 5% | -30% | -17% | -23% | 15% | 152% | -66% | 200% | 110% | -10% | -18% | 40% | -4% | -17% | -26% | -29% | -9% | -8% | -9% | -8% |
| 15 | 15 | → | Data Center Networking and Security | -19% | -21% | -10% | -43% | 16% | 18% | -2% | -32% | -23% | 1% | 5% | 11% | 14% | 40% | 8% | -57% | -34% | -6% | 272% | -14% | -5% | -13% |
| 16 | 16 | → | Wireless Networking | 24% | -6% | -5% | -11% | 14% | 9% | -28% | 1% | -18% | -36% | 20% | -67% | -29% | -23% | 57% | 74% | 25% | 12% | -3% | -3% | 50% | 2% |
| 17 | 17 | → | Power Equipment | -5% | -46% | -5% | -13% | 12% | -14% | -9% | -22% | -4% | 20% | -17% | -17% | 5% | 1% | -21% | -4% | -17% | 3% | -27% | -17% | -19% | -18% |
| 19 | 18 | ↑ | Wearable Devices | 15% | -8% | 31% | -13% | 48% | 5% | 39% | 16% | 86% | 29% | 11% | -46% | -20% | -26% | 20% | 106% | 8% | -56% | -20% | 10% | 38% | 14% |
| 18 | 19 | ↓ | Other Networking Equipment | -1% | -24% | -10% | -15% | 33% | 9% | 0% | -36% | -12% | -53% | -24% | 48% | 28% | -5% | 103% | 26% | 57% | -36% | 37% | -10% | 81% | 2% |
| 20 | 20 | → | Connectivity | -2% | -25% | -12% | -13% | 4% | 15% | -17% | -15% | -12% | -26% | -33% | -8% | -26% | -10% | 9% | 23% | -10% | 21% | -24% | -12% | 7% | -10% |
| 21 | 21 | → | Removable Storage | -32% | -44% | -23% | 123% | -10% | 6% | 42% | -18% | 0% | -43% | -39% | -38% | 50% | -20% | -24% | -7% | -13% | -26% | -23% | -18% | -16% | -17% |
| 23 | 22 | ↑ | Smart Home and Office | 108% | -11% | -30% | 18% | 98% | -84% | 5326% | -76% | -69% | 1597% | 180% | 44% | -41% | 202% | -16% | 409% | 129% | 8581% | -36% | 10% | 505% | 18% |
| 22 | 23 | ↓ | Electronics | -9% | -47% | -34% | 3% | -59% | -18% | 11% | -24% | -79% | -72% | -40% | -68% | -74% | -54% | 56% | -23% | 39% | -65% | 3% | -34% | 33% | -20% |
| 25 | 24 | ↑ | Games Consoles | 169% | | 110% | 124% | 78% | 78% | 236% | 72% | 45% | 0% | 61% | 246% | -23% | 102% | 41% | 5% | -32% | 17% | 155% | 114% | 8% | 72% |
| 24 | 25 | ↓ | Unified Communications | -3% | -51% | -43% | -25% | -2% | 22% | -36% | -62% | -46% | 200% | -32% | 16% | 16% | -65% | -23% | 118% | -34% | -33% | -60% | -24% | -10% | -22% |
| 26 | 26 | → | Security | 23% | -14% | 23% | 9% | 4% | 9% | -6% | -46% | 139% | 137% | 561% | 35% | 21% | 39% | -13% | 26% | 32% | -8% | -35% | 8% | -4% | 5% |
| 27 | 27 | → | Scanner Imaging | -7% | -9% | 70% | -4% | -23% | 34% | -38% | -46% | 5% | 36% | -6% | 51% | -64% | 26% | -39% | 2% | -6% | 43% | -47% | -4% | -31% | -10% |
| 28 | 28 | → | Terminals, Thin Clients and Points of S | -38% | -38% | -62% | -64% | -71% | -76% | -47% | -36% | -69% | -67% | -7% | -46% | -32% | -15% | -23% | -48% | -70% | -65% | -46% | -46% | -33% | -44% |
| 29 | 29 | → | Tape Storage | -23% | -40% | -7% | -46% | 34% | -65% | 8% | -55% | -10% | 177% | -29% | -81% | -16% | 16% | -23% | -66% | -60% | 362% | 540% | -32% | -20% | -30% |
| 30 | 30 | → | Photo and Video Cameras | 103% | -20% | 39% | 18% | 106% | -20% | -75% | -85% | 118% | -48% | -63% | -94% | -49% | -55% | -74% | -35% | -13% | -2% | -35% | -7% | -32% | -21% |

# Weekly Monitors Average Product Price Trend - Western Europe
APP Trend Index (Week 1 for Each Country = 100)

**Weekly Monitors Average Product Price Trend - WE Countries**
**(Week 1 for Each Country = 100)**
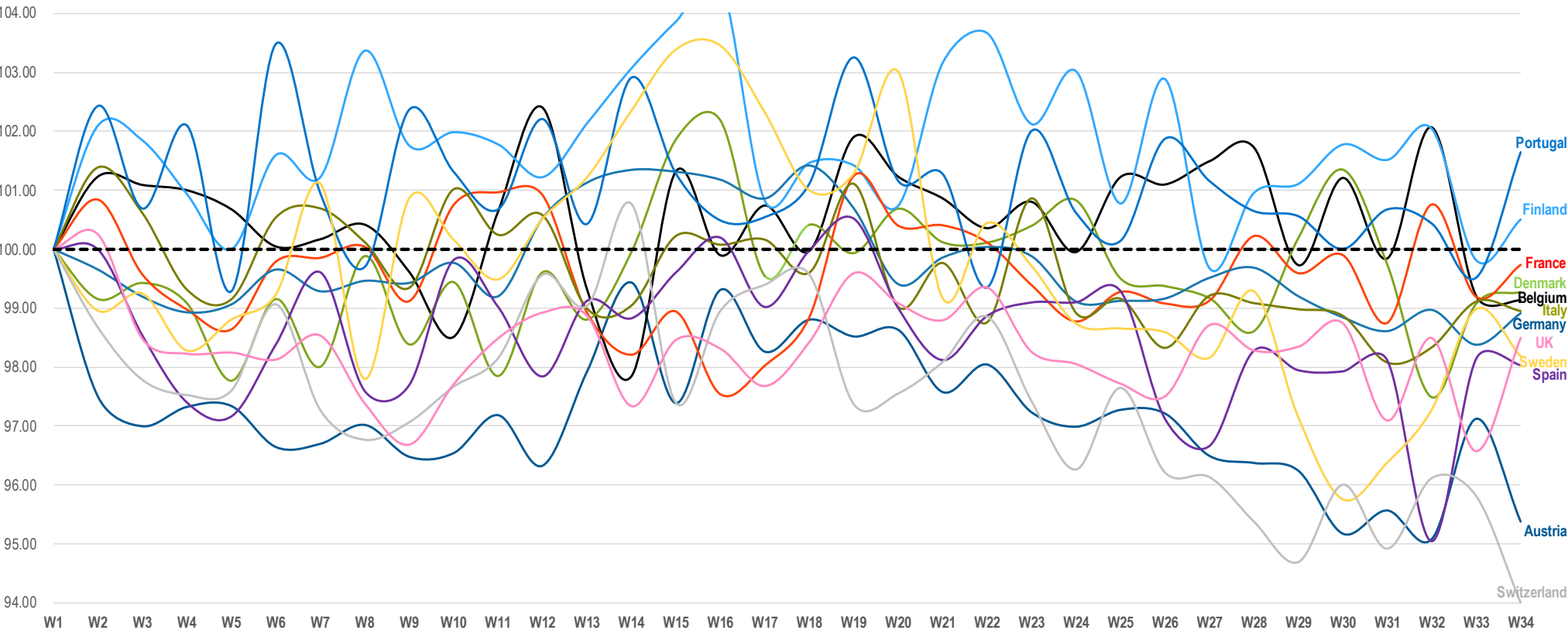
Distribution sell through price of monitor products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

## Top Growth Categories in Western and Eastern Europe
% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by top growth categories and country size*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Category | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1 | Web Cameras | 929% | 167% | 908% | 360% | 561% | 189% | 376% | 163% | 435% | 334% | 324% | 188% | 208% | 302% | 11% | 444% | 425% | 165% | 195% | 393% | 117% | 342% |
| 3 | 2 | Project Management Software | -5% | -29% | 270% | -71% | 18% | -2% | | 21% | 40% | -21% | 11% | 22% | 40% | -53% | 375% | -75% | -4% | 20% | -78% | 127% | -34% | 112% |
| 2 | 3 | Games Accessories | 193% | | 208% | 178% | 88% | 88% | 236% | 44% | 45% | 16% | 65% | 260% | -24% | 102% | 40% | 19% | -41% | -52% | 238% | 132% | 22% | 98% |
| 5 | 4 | Games Software | -6% | | 132% | -63% | 198% | -4% | 0% | 104% | -75% | -66% | 0% | 635% | -38% | -66% | -86% | 109% | 25% | 297% | 87% | 41% | 74% | 57% |
| 4 | 5 | Smart Lighting and Electricals | 97% | | -5% | -40% | 28% | | -30% | -7% | 402% | 462% | 150% | 30% | -47% | -29% | -19% | 65% | 4% | 293% | 22% | 58% | 24% | 53% |
| 7 | 6 | Mobile Computing Cases | 89% | 1% | 179% | 51% | 61% | 80% | 95% | -8% | -10% | -18% | 49% | -5% | 14% | 37% | 61% | 23% | 32% | -2% | 61% | 44% | 36% | 44% |
| 10 | 7 | Tablet PCs | 74% | 34% | 59% | 24% | 54% | 36% | 103% | 6% | -7% | 3% | 58% | 41% | -4% | -7% | 5% | 51% | 60% | 143% | 48% | 41% | 35% | 41% |
| 9 | 8 | Labelling Tapes | 48% | 24% | 56% | 79% | 4% | 18% | -1% | 17% | 3% | -18% | 275% | 389% | 83% | -22% | 14% | -8% | -17% | -51% | 31% | 43% | -4% | 37% |
| 12 | 9 | Telephony and Conference Systems | 63% | -28% | 31% | 8% | 6% | 90% | 33% | 101% | 390% | -51% | 127% | 142% | -5% | 7% | 218% | -21% | 112% | 395% | 214% | 16% | 185% | 37% |
| 6 | 10 | Digital Media Players | 60% | 24% | -10% | 26% | 62% | 29% | 25% | 46% | 75% | -31% | 61% | 44% | -25% | 57% | -46% | -30% | 258% | 67% | -48% | 37% | -3% | 34% |
| 8 | 11 | Powerline Devices | 47% | -45% | 122% | 11% | 146% | 39% | 1% | -6% | 76% | 33% | 51% | 88% | -72% | -3% | 7% | 32% | 477% | -75% | -45% | 27% | 72% | 28% |
| 13 | 12 | Mobile Computing Accessories and Parts | 40% | 5% | 21% | 6% | 41% | 50% | -30% | 0% | 99% | 27% | 14% | 60% | -20% | 82% | 7% | 12% | 103% | -55% | -10% | 27% | 21% | 27% |
| 22 | 13 | Smart Watches | 2% | 44% | 23% | -27% | 112% | 51% | 38% | -7% | 88% | 37% | -10% | -47% | -24% | -10% | 15% | 70% | 29% | -22% | -25% | 26% | 32% | 27% |
| 11 | 14 | Database Management Software | 14% | -6% | 22% | 6% | 42% | -9% | 11% | 15% | 15% | -8% | -6% | 7% | 96% | 46% | -2% | 220% | 70% | 87% | 8% | 13% | 136% | 26% |
| 16 | 15 | Integrated Systems | 90% | 84% | -46% | -27% | -42% | -70% | 17% | 624% | 103% | 975% | 913% | 173% | -45% | -9% | -83% | 605% | 150% | 1097% | 365% | 27% | -3% | 24% |
| #N/A | 16 | Servers (Unix) | 150% | -68% | 116% | -12% | -89% | -53% | -96% | 198% | -97% | 1114% | -100% | 0% | | -29% | -62% | -69% | -79% | | | 43% | -64% | 23% |
| 17 | 17 | Security Software | 39% | 8% | 18% | 66% | 8% | 21% | 49% | 0% | 24% | 5% | 17% | 2% | -7% | -7% | -30% | 35% | -22% | -27% | -19% | 23% | -18% | 19% |
| 30 | 18 | Developer Tools Software | 28% | 17% | -35% | -33% | 35% | 79% | 16% | 46% | 20% | 12% | 46% | 59% | 56% | 40% | 119% | -8% | 385% | 55% | -47% | 16% | 62% | 18% |
| 33 | 19 | Ink Cartridges and Tanks | 13% | 37% | 46% | 7% | 77% | -24% | -10% | -11% | 2% | 19% | -5% | -13% | -8% | 80% | -25% | -12% | -26% | -3% | 30% | 22% | -13% | 18% |
| 24 | 20 | Notebooks | 34% | 8% | 88% | 26% | 46% | 19% | 2% | -1% | 32% | 20% | -9% | -37% | 4% | 12% | -6% | 43% | 10% | -7% | -17% | 21% | 7% | 18% |
| 14 | 21 | E-Readers | -33% | -28% | 3% | 169% | 246% | -24% | | -80% | 76% | -85% | -36% | 45% | -47% | -5% | 83% | -54% | 777% | -59% | 1369% | 8% | 51% | 17% |
| 15 | 22 | Docking Stations | 10% | 9% | 96% | 26% | 45% | 38% | 25% | -34% | 22% | -8% | -19% | -1% | -28% | 22% | 29% | 34% | 2% | -20% | 26% | 15% | 18% | 15% |
| 26 | 23 | Mice | 43% | -37% | 71% | 67% | 23% | -21% | 35% | -44% | 35% | -2% | -47% | -17% | 23% | 21% | 21% | 40% | 20% | 7% | -8% | 12% | 25% | 15% |
| 28 | 24 | Inkjet Printers | -9% | 14% | 88% | 105% | 80% | 23% | -25% | -53% | 22% | 3% | -14% | -20% | -82% | 58% | -38% | 108% | 41% | -9% | 37% | 17% | -2% | 14% |
| 23 | 25 | Network Accessories | -20% | -21% | 23% | -27% | 19% | 46% | -22% | -28% | -56% | -95% | -20% | 74% | -39% | -18% | 202% | -43% | -18% | 3% | 116% | -26% | 157% | 14% |
| 18 | 26 | Televisions | 77% | -24% | -56% | 86% | 249% | 34% | -1% | 82% | 32% | 622% | 94% | 42% | 44% | -12% | 855% | -4% | -25% | 23% | 189% | -13% | 82% | 14% |
| 25 | 27 | Headsets/Headphones and Microphones | 14% | -3% | 15% | 8% | 9% | 69% | 23% | -20% | 37% | 3% | 246% | 14% | -8% | -22% | 13% | 34% | 36% | 437% | 2% | 10% | 43% | 13% |
| 20 | 28 | Wireless Adapters | 10% | -8% | 35% | 13% | 27% | 9% | -50% | 23% | 67% | 40% | 14% | -9% | 13% | 4% | 30% | 8% | 49% | 25% | -45% | 10% | 20% | 13% |
| 35 | 29 | Telephony Accessories | 250% | -79% | 136% | -47% | 3% | 226% | -76% | -64% | -85% | 1194% | 1046% | -42% | 325% | -68% | 20% | 171% | -100% | 3000% | -96% | 11% | 26% | 13% |
| 19 | 30 | Smartphones | 24% | -29% | 32% | -37% | 57% | 182% | 22% | -9% | -19% | -6% | 87% | 18% | -10% | 32% | -56% | 37% | 23% | 29% | 31% | 14% | 4% | 12% |
| #N/A | 31 | Wireless LAN Controllers | 43% | -8% | -2% | -49% | 241% | 51% | -52% | 639% | -83% | -50% | 3% | 39% | -33% | -27% | 153% | -11% | 41% | -49% | 2959% | 3% | 95% | 11% |
| 38 | 32 | NAS Devices | 38% | 2% | 25% | -9% | -18% | 7% | 14% | -31% | 28% | 37% | 107% | -37% | 68% | -28% | -14% | 3% | -15% | 16% | -58% | 15% | -12% | 11% |
| 21 | 33 | Keyboards and Keypads | 8% | -4% | 9% | 38% | 42% | -26% | 3% | -24% | 29% | -24% | 38% | 0% | 4% | 38% | 19% | 7% | 8% | 7% | -4% | 7% | 12% | 8% |
| 29 | 34 | Monitors | 14% | 10% | 32% | -6% | 53% | 19% | 15% | 4% | 30% | 12% | 9% | -5% | -6% | 5% | -24% | 21% | 7% | 1% | -26% | 13% | -10% | 7% |
| #N/A | 35 | All-In-One Inkjets | -3% | -8% | -1% | 5% | 13% | 10% | -18% | 107% | 50% | 49% | -27% | -8% | 7% | | -25% | 48% | 67% | 74% | 84% | 4% | 23% | 6% |
| 37 | 36 | Data Management Software | -1% | 4% | -42% | 72% | -40% | 80% | 69% | 163% | -35% | 76% | -21% | -213% | -14% | 3% | 15% | 80% | 37% | 5% | -37% | 4% | 38% | 6% |
| 32 | 37 | Network Routers | 29% | -2% | -2% | -22% | -40% | 25% | -29% | -40% | -64% | -56% | 9% | -15% | 6% | -34% | 62% | 3% | 10% | -8% | -28% | -6% | 45% | 6% |
| 40 | 38 | IP Cameras | 24% | -12% | 23% | 8% | 4% | 7% | -6% | -46% | 139% | 138% | 226% | 35% | -21% | 40% | -14% | 34% | 40% | -16% | -11% | 7% | -3% | 5% |
| 27 | 39 | LTO/Ultrium Media | 4% | 8% | -6% | -36% | -28% | -11% | 22% | -57% | 22% | 24% | -34% | -21% | -2% | 21% | 92% | -28% | -81% | 4% | 869% | -3% | 72% | 4% |
| #N/A | 40 | Network Chassis | 5% | -57% | -2% | 87% | 58% | 322% | 71% | -39% | -91% | -100% | 914% | | 101% | 107% | 158% | 126% | -100% | -75% | | -12% | 144% | 3% |
| 48 | 41 | Wired Network Adapters | -22% | 13% | 13% | 37% | -7% | -24% | 1% | -49% | 6% | -28% | 31% | 2% | 12% | 46% | 15% | -25% | 84% | 27% | | -3% | 35% | 2% |
| #N/A | 42 | Operating Systems Software | -8% | 19% | -37% | 13% | 13% | -13% | 29% | 69% | -38% | 35% | -23% | -34% | 21% | 22% | 12% | 5% | -40% | -27% | -39% | 3% | 0% | 2% |
| 43 | 43 | Network Management Software | 29% | -16% | -30% | -16% | 51% | 25% | 104% | -13% | -3% | -49% | -12% | -15% | -54% | 31% | 110% | -32% | -47% | 2% | 42% | -1% | 38% | 1% |
| 47 | 44 | Wireless Access Points | 24% | -6% | -8% | -8% | 9% | 7% | -26% | -4% | -19% | -39% | 21% | -69% | -30% | -23% | 56% | 102% | 23% | 12% | -1% | -4% | 53% | 1% |
| 34 | 45 | Graphics Cards | 10% | 3% | 68% | -48% | 17% | -13% | 42% | -41% | -49% | -22% | -25% | -77% | -41% | 35% | -26% | 28% | 11% | -17% | 18% | 0% | 0% | 0% |
| #N/A | 46 | Notebook Workstations | 16% | 43% | 16% | 13% | 109% | 23% | 28% | -15% | 42% | -6% | -49% | -34% | -21% | -51% | -57% | -31% | -25% | 5% | 52% | 5% | -39% | -1% |
| 44 | 47 | Warranties and Services | -15% | 10% | -12% | -1% | 13% | 12% | 6% | 3% | 7% | -27% | 7% | 6% | -22% | -7% | 27% | -28% | -36% | -15% | 0% | -1% | 1% | -1% |
| 42 | 48 | Processors | -17% | -14% | -10% | -17% | 4% | -11% | 25% | -14% | -39% | 14% | 2% | -27% | -62% | 55% | 26% | 44% | 11% | 13% | 3% | -10% | 27% | -1% |
| 39 | 49 | Virtualisation Software | -3% | -12% | 6% | -27% | 1% | 38% | 18% | -1% | -44% | 139% | 40% | -6% | -8% | -17% | 8% | 50% | 17% | 41% | 249% | -5% | 19% | -2% |
| #N/A | 50 | Laser Printers | -17% | -23% | 29% | 18% | 21% | -23% | 10% | -3% | 50% | 42% | -60% | -29% | -16% | 23% | 9% | -1% | -7% | 69% | -20% | -7% | 8% | -2% |

# Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by fastest declining categories and country size*

Traffic Lights:

| | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Category | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | CATEGORY TREND | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
| 1 | 1 | 3D Printers | -44% | 0% | -73% | -100% | 29% | -30% | 0% | -100% | 451% | -100% | -100% | -58% | | -100% | -100% | -98% | -100% | -100% | 0% | -73% | -99% | -76% |
| 2 | 2 | Privacy Screens | -77% | -85% | 64% | -56% | -84% | -47% | -28% | -34% | 54% | -78% | -68% | -65% | 1% | -87% | | 111% | | -63% | -51% | -72% | 40% | -70% |
| 4 | 3 | Presentation Devices | -68% | 11% | -95% | -90% | -49% | -27% | -56% | 313% | 14% | -92% | -91% | -78% | 20% | -93% | -82% | -70% | -47% | -82% | -76% | -61% | -74% | -62% |
| 5 | 4 | Standalone GPS Devices | 88% | -69% | -57% | -90% | -73% | -12% | -100% | -50% | | -80% | 105% | -41% | 0% | -100% | | -50% | 146% | -67% | 299% | -65% | 37% | -59% |
| 8 | 5 | Desktop Thin Clients | -49% | -59% | -46% | -38% | -8% | -70% | -30% | -15% | -68% | -91% | -20% | -61% | 0% | -31% | -29% | -48% | -72% | -97% | 285% | -54% | -37% | -51% |
| 10 | 6 | Mobile Phones | -43% | -63% | -71% | -16% | -28% | 346% | 9% | -46% | -13% | -81% | -6% | 47% | 68% | -43% | -77% | -72% | -10% | 30% | 45% | -32% | -73% | -49% |
| 9 | 7 | Tape Drives | -36% | -81% | 18% | -51% | 34% | -63% | 38% | | -38% | 79% | 33% | 616% | -63% | 72% | -64% | -69% | -25% | 0% | 18% | -43% | -61% | -46% |
| 7 | 8 | Partner Rebates, Warehousing and Logistics | -43% | -48% | -84% | -84% | -50% | -37% | -37% | -96% | -54% | -83% | -46% | -55% | 59% | -3% | 675% | -73% | 585% | 3% | 0% | -61% | 127% | -44% |
| 6 | 9 | SAN Accessories | 60% | -86% | -79% | -95% | -52% | -818% | -29% | -96% | -9% | -100% | -98% | 8110% | | -3% | 995% | 512% | -12% | 0% | 635% | -64% | 722% | -42% |
| 3 | 10 | MP3/MP4 Players | 39% | -55% | 80% | -14% | -89% | -54% | -28% | -86% | -100% | -83% | -63% | -27% | -12% | 65% | -100% | -59% | 3% | 59% | 832% | -41% | -22% | -41% |
| 18 | 11 | Connectivity Switches (Data and KVM) | -47% | -57% | 28% | -9% | -23% | -63% | -89% | -32% | -73% | 64% | -66% | 2% | -94% | 123% | -7% | 33% | -67% | -43% | -94% | -43% | -15% | -39% |
| 11 | 12 | Smartphone Protective Cases | -20% | -85% | -16% | -52% | -33% | 35% | 23% | -4% | -42% | -42% | -2% | -50% | 69% | -28% | 488% | -18% | -19% | -58% | | -45% | 107% | -35% |
| 27 | 13 | Dye Sublimation Printers | -20% | -73% | -51% | -57% | -43% | 148% | -98% | -62% | 216% | -90% | -17% | -69% | -90% | -75% | -3% | -4% | -75% | -51% | 3262% | -36% | -25% | -34% |
| 16 | 14 | Server Accessories | -34% | -40% | -25% | 45% | -21% | -24% | 1% | -10% | -66% | -24% | -61% | -78% | -15% | | 43% | -94% | | -75% | 34% | -26% | -49% | -32% |
| 21 | 15 | Home Sound Systems | -59% | -52% | -84% | 97% | -19% | -18% | -89% | -7% | -67% | -34% | 11% | -76% | 237% | -13% | -74% | 131% | 84% | -14% | -55% | -44% | 53% | -32% |
| 24 | 16 | Desktop Workstations (PC/Mac) | -29% | -51% | 3% | -15% | -52% | -47% | 32% | -37% | -5% | -44% | -83% | -89% | -38% | -9% | 70% | -8% | -27% | 70% | -39% | -39% | 29% | -32% |
| 40 | 17 | Tape Libraries | -11% | -86% | -35% | -55% | 131% | -81% | -73% | | 33% | 0% | 570% | | | -73% | -43% | -82% | -100% | 0% | 803% | -31% | -32% | -31% |
| 20 | 18 | Displays Accessories | -12% | -41% | -21% | -26% | -12% | 21% | -15% | -44% | 30% | -35% | -28% | -50% | -38% | -24% | -93% | 3% | -10% | 89% | -85% | -26% | -69% | -31% |
| 14 | 19 | Label/Barcode/Receipt Printers | -8% | -14% | -77% | -5% | -23% | -15% | -49% | 14% | 0% | -11% | 39% | -74% | 35% | -38% | 17% | 17% | -13% | 69% | -61% | -37% | 7% | -30% |
| 29 | 20 | Portable Power Banks | -83% | -70% | -69% | -23% | -25% | 8% | 59% | -65% | -18% | -42% | -59% | -35% | -32% | -44% | 242% | 5% | -2% | 14% | -67% | -46% | 38% | -27% |
| 19 | 21 | Landline Telephones | 1% | -71% | 6% | -50% | -3% | 25% | 16% | -46% | 13% | -13% | -77% | 44% | -71% | -44% | -74% | -62% | 35% | 6% | -18% | -22% | -60% | -26% |
| 17 | 22 | SAN Switches and Directors | -38% | 49% | -66% | -51% | 24% | 34% | 25% | -63% | 96% | 167% | 156% | | 200% | -2% | 73% | -90% | -84% | 430% | | -23% | -30% | -24% |
| 13 | 23 | Server Enclosure | -53% | -78% | -60% | -81% | 104% | -56% | 245% | -96% | -55% | 322% | 684% | -171% | 0% | 133% | 134% | -61% | 14% | -45% | -64% | -64% | 113% | -24% |
| 22 | 24 | USB Memory | -68% | -54% | 15% | 278% | -21% | 16% | 30% | -26% | 52% | -55% | -55% | -18% | 68% | -29% | -28% | 3% | -8% | -17% | -20% | -25% | -12% | -23% |
| 23 | 25 | Digital Cameras | 50% | -45% | 94% | -44% | 109% | -25% | -91% | -65% | -26% | -47% | -79% | -26% | -57% | -46% | -93% | -28% | -29% | -1% | -30% | 5% | -36% | -23% |
| 15 | 26 | Points of Sales | 9% | 76% | -77% | -91% | 146% | -60% | -101% | -98% | -84% | -61% | 18% | -34% | -100% | -2% | 16% | -68% | -58% | -55% | -97% | -24% | -12% | -22% |
| 31 | 27 | Smartphone Screen Protectors | -30% | -59% | -70% | -20% | 18% | 171% | -23% | | 258% | -54% | | -8% | 26% | -7% | -75% | -2% | 27% | 42% | 6% | -25% | 6% | -22% |
| 36 | 28 | Large Format Displays | -14% | -35% | 22% | -15% | -13% | -17% | -7% | -40% | 2% | -12% | -43% | -39% | -32% | -14% | 23% | -36% | 13% | 29% | 7% | -24% | 7% | -22% |
| 26 | 29 | VOIP Systems | -1% | -51% | -45% | -25% | -1% | 21% | -39% | -63% | -11% | 226% | -30% | 16% | 24% | -67% | -21% | 95% | -34% | -43% | -58% | -24% | -10% | -22% |
| 44 | 30 | Camera/Camcorder Accessories | -22% | 9% | -8% | 148% | 81% | -14% | 225% | -95% | -100% | -56% | -53% | -96% | -28% | -55% | 23% | -61% | 61% | 11% | -54% | -18% | -21% | -19% |
| 48 | 31 | Graphics and Design Software | -24% | -40% | 49% | 23% | -21% | -4% | 13% | -22% | -60% | 8% | -2% | -21% | -16% | -11% | -8% | -1% | 43% | -29% | 59% | -20% | 8% | -19% |
| 25 | 32 | Portable Speakers | -55% | -50% | -4% | 5% | 94% | -2% | -32% | -71% | -90% | -89% | -78% | 1962% | -45% | -84% | -69% | -44% | -27% | -60% | 24% | -16% | -54% | -19% |
| #N/A | 33 | Smart Home Automation | 81% | -71% | 253% | 647% | 202% | -99% | | -24% | -77% | | 871% | | -47% | 710% | | 36% | -172% | 569% | 53% | -18% | 0% | -18% |
| 39 | 34 | Storage Controllers | -5% | -36% | -29% | -20% | 18% | -33% | -16% | -31% | -36% | -28% | -18% | 8% | -58% | -31% | -8% | -23% | 19% | 24% | 119% | -20% | -7% | -18% |
| 32 | 35 | Desktops | -13% | -49% | 14% | -24% | 5% | 4% | -20% | -4% | -19% | -26% | -18% | 64% | -52% | -15% | -15% | 8% | -16% | 0% | -27% | -19% | -11% | -17% |
| 35 | 36 | Projectors | -21% | -41% | 47% | -15% | -27% | 23% | -14% | -37% | 12% | -21% | -37% | 9% | -3% | -6% | 82% | 20% | -8% | 1% | -66% | -21% | 3% | -17% |
| 33 | 37 | Notebook Power Adapters | -26% | -53% | 11% | -4% | -13% | 4% | -27% | -9% | 15% | -36% | 15% | 3% | -10% | -38% | -2% | 306% | -5% | -10% | -33% | -26% | 97% | -17% |
| 30 | 38 | Memory Cards | 2% | -40% | -63% | 89% | -11% | 13% | 100% | -11% | -19% | -24% | -41% | 59% | 12% | -26% | -26% | -13% | -37% | -13% | | -14% | -24% | -16% |
| 34 | 39 | Printer Accessories and Parts | -20% | -24% | -21% | 16% | 5% | -37% | 78% | -21% | 28% | 27% | -50% | -41% | -12% | -24% | -26% | 69% | -37% | -66% | -74% | -13% | -23% | -15% |
| 43 | 40 | Uninterruptable Power Supplies (UPS) | -6% | -29% | 1% | -12% | 8% | -23% | -15% | -9% | 17% | 42% | -48% | 12% | 5% | 10% | -22% | -1% | -16% | -11% | -5% | -10% | -20% | -15% |
| 42 | 41 | Solid State Drives (SSDs) | -32% | -38% | -33% | -8% | 0% | 18% | 0% | 62% | -35% | -42% | -3% | 58% | -2% | -31% | 32% | -2% | -11% | 4% | -50% | -21% | 11% | -14% |
| #N/A | 42 | Copier-based MFPs | 24% | -58% | 70% | 2% | -25% | -50% | 9% | -35% | 115% | -50% | -54% | -40% | -87% | 5% | -17% | -103% | -37% | -42% | -3% | -12% | -20% | -14% |
| 47 | 43 | Consoles Fixed | 11% | | -77% | -99% | 60% | -59% | | 5304% | 46% | -96% | -48% | 0% | 33% | 585% | 371% | -14% | -22% | 21% | -13% | -10% | -15% | -14% |
| #N/A | 44 | Host Bus Adapters | -28% | -28% | -2% | -22% | -43% | -26% | -42% | 13% | -33% | -56% | 52% | -50% | -14% | -19% | 129% | 8% | -87% | -75% | -6% | -26% | 63% | -13% |
| 46 | 45 | Smart Bands and Activity Trackers | 152% | -54% | 97% | -19% | -11% | 5% | 862% | 414% | -65% | 7% | 759% | 2298% | 505% | -54% | 41% | 187% | -17% | -66% | 15% | -28% | 75% | -13% |
| #N/A | 46 | Servers (PC/Mac) | -33% | -28% | 22% | -32% | 4% | -4% | 35% | 147% | -71% | -9% | 106% | -25% | -10% | 88% | 3% | 9% | -45% | -43% | -38% | -16% | -3% | -13% |
| #N/A | 47 | Network Expansion Modules | -29% | -28% | 7% | -48% | -36% | -48% | -18% | -61% | -15% | -38% | 397% | -61% | -29% | 1% | 159% | -15% | -35% | -33% | 652% | -26% | 108% | -12% |
| #N/A | 48 | Cables and Connectivity Adapters | -3% | -28% | -14% | -14% | -4% | 21% | -15% | -14% | -9% | -31% | -19% | -10% | -24% | -14% | 13% | 16% | -12% | 25% | -16% | -13% | 8% | -11% |
| 28 | 49 | Disk Arrays | -20% | 0% | -35% | -9% | 37% | 25% | 51% | 524% | -68% | 42% | 83% | -12% | -9% | 29% | -32% | -40% | -2% | -25% | -10% | -5% | -31% | -11% |
| #N/A | 50 | Network Management and Security Appliances | -14% | -5% | -3% | -32% | 29% | 16% | -2% | 27% | -12% | 70% | -56% | 17% | 23% | 52% | -53% | -12% | -30% | -54% | -62% | -3% | -48% | -10% |

# Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by largest industry sector and largest country.*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Category | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1 | Notebooks | 34% | 8% | 88% | 26% | 46% | 19% | 2% | -1% | 32% | 20% | -9% | -37% | 4% | 12% | -6% | 43% | 10% | -7% | -17% | 21% | 7% | 18% |
| 2 | 2 | Smartphones | 24% | -29% | 32% | -37% | 57% | 182% | 22% | -9% | -19% | -6% | 87% | 18% | -10% | 32% | -56% | 37% | 23% | 29% | 31% | 14% | 4% | 12% |
| 3 | 3 | Warranties and Services | -15% | 10% | -12% | -1% | 13% | 12% | 6% | 3% | 7% | -27% | 7% | 6% | -22% | -7% | 27% | -28% | -36% | -15% | 0% | -1% | -1% | -1% |
| 4 | 4 | Tablet PCs | 74% | 34% | 59% | 24% | 54% | 36% | 103% | 6% | -7% | 3% | 58% | 41% | -4% | -7% | 5% | 51% | 60% | 143% | 48% | 41% | 35% | 41% |
| 5 | 5 | Desktops | -13% | -49% | 14% | -24% | -5% | 4% | -20% | -4% | -19% | -26% | 64% | -52% | -3% | -15% | -15% | 8% | -16% | 0% | -27% | -19% | -11% | -17% |
| 6 | 6 | Monitors | 14% | 10% | 32% | -6% | 53% | 19% | 15% | 4% | 30% | 12% | 9% | -5% | -6% | 5% | -24% | 21% | 7% | 1% | -26% | 13% | -10% | 7% |
| 6 | 7 | Ink Cartridges and Tanks | 13% | 37% | 46% | 7% | 77% | -24% | -10% | -11% | 2% | 19% | -5% | -13% | -8% | 80% | -25% | -12% | -26% | -3% | 30% | 22% | -13% | 18% |
| 7 | 8 | Toner | -1% | -22% | 2% | 41% | 0% | -37% | -11% | -41% | 22% | -19% | 6% | -13% | -6% | 30% | -38% | -12% | -10% | -56% | -24% | -3% | -31% | -10% |
| 9 | 9 | Processors | -17% | -14% | -10% | -17% | 4% | -11% | 25% | -14% | -39% | 14% | 2% | -27% | -62% | 55% | 26% | 44% | 1% | 13% | 3% | -10% | 27% | -1% |
| 10 | 10 | Network Switches | 1% | -25% | -5% | -33% | -14% | 21% | -46% | -18% | -24% | -33% | -12% | -11% | -10% | -20% | 49% | 6% | 11% | -47% | 28% | -17% | 32% | -10% |
| 11 | 11 | Office Applications Software | -13% | -42% | -37% | -6% | 39% | -3% | 63% | -38% | 1% | 40% | -6% | 14% | 14% | -14% | 103% | 24% | -19% | 39% | -10% | -14% | 56% | -7% |
| 12 | 12 | Solid State Drives (SSDs) | -32% | -38% | -33% | -8% | 18% | 0% | 62% | -35% | -42% | -3% | 58% | 22% | -2% | -31% | 32% | -2% | -11% | 4% | -50% | -21% | 11% | -14% |
| 15 | 13 | Headsets/Headphones and Microphones | 14% | -3% | 15% | 8% | 9% | 69% | 23% | -20% | 37% | 3% | 246% | 14% | -8% | -22% | 13% | 34% | 36% | 437% | 2% | 10% | 43% | 13% |
| 14 | 14 | Hard Disk Drives (HDDs) | -6% | -25% | -4% | -14% | 12% | 18% | -22% | -39% | -46% | 15% | 0% | -20% | -10% | -5% | -11% | 4% | -16% | 92% | -34% | -11% | -7% | -10% |
| 13 | 15 | Security Software | 39% | 8% | 18% | 66% | 8% | 21% | 49% | 0% | 24% | 5% | 17% | 2% | 57% | -7% | -30% | 35% | -22% | -27% | -19% | 23% | -18% | 19% |
| 16 | 16 | Operating Systems Software | -8% | 19% | -37% | 13% | 13% | -13% | 29% | 69% | -38% | 35% | -23% | -34% | 21% | 22% | 12% | 5% | -40% | -27% | -39% | 3% | 0% | 2% |
| 17 | 17 | Servers (PC/Mac) | -33% | -28% | 22% | -32% | 4% | -4% | 35% | 147% | -71% | -9% | 106% | -25% | -10% | 88% | 3% | 9% | -45% | -43% | -38% | -16% | -3% | -13% |
| 18 | 18 | Data Management Software | -1% | 4% | -42% | 72% | -40% | 80% | 69% | 163% | -35% | 76% | -21% | -213% | -14% | 3% | 15% | 80% | 37% | 5% | -37% | 4% | 38% | 6% |
| 19 | 19 | RAM Memory | -13% | -8% | -21% | -10% | 12% | -5% | -32% | 3% | -32% | -16% | -12% | -82% | -5% | 23% | 53% | -40% | -8% | -40% | -28% | -11% | 17% | -6% |
| 20 | 20 | Disk Arrays | -20% | 0% | -35% | -9% | 37% | 25% | 51% | 524% | -68% | 42% | 83% | -12% | -9% | 29% | -32% | -40% | -2% | -25% | -10% | -5% | -31% | -11% |
| 21 | 21 | Graphics and Design Software | -24% | -40% | 49% | 23% | -21% | -4% | 13% | -22% | -60% | 8% | -2% | -21% | -16% | -11% | -8% | -1% | 43% | -29% | 59% | -20% | 8% | -19% |
| 22 | 22 | Large Format Displays | -14% | -35% | 22% | -15% | -13% | -17% | -7% | -40% | 2% | -12% | -43% | -39% | -32% | -14% | 23% | -36% | 13% | 29% | 7% | -24% | 7% | -22% |
| 25 | 23 | Network Routers | 29% | -2% | -2% | -22% | -40% | 25% | -29% | -40% | -64% | -56% | 9% | -15% | 6% | -34% | 62% | 3% | 10% | 8% | -28% | -6% | 45% | 6% |
| 24 | 24 | Wireless Access Points | 24% | -6% | -8% | -8% | 9% | 7% | -26% | -4% | -19% | -39% | 21% | -69% | -30% | -23% | 56% | 102% | 23% | 12% | -1% | -4% | 53% | 1% |
| 23 | 25 | All-in-One Lasers | 3% | -36% | -25% | 0% | 76% | -6% | 43% | -12% | 28% | -14% | -22% | -17% | 2% | -16% | 7% | 18% | 6% | -32% | -5% | -8% | 7% | -2% |
| 27 | 26 | Network Management and Security Appliances | -14% | -5% | -3% | -32% | 29% | 16% | -2% | 27% | -12% | 70% | -56% | 17% | 23% | 52% | -53% | -12% | -30% | -54% | -62% | -3% | -48% | -10% |
| 26 | 27 | Graphics Cards | 10% | 3% | 68% | -48% | 17% | -13% | 42% | -41% | -49% | -22% | -25% | -77% | -41% | 35% | -26% | 28% | 11% | -17% | 18% | 0% | 0% | 0% |
| 29 | 28 | All-In-One Inkjets | -3% | -8% | -1% | 3% | 15% | 13% | 10% | -18% | 107% | 50% | 49% | -27% | -8% | 7% | -26% | 48% | 67% | 74% | 84% | 4% | 23% | 6% |
| 30 | 29 | Televisions | 77% | -24% | -56% | 86% | 249% | 34% | -1% | 82% | 32% | 622% | 94% | 42% | 44% | -12% | 855% | -4% | -25% | 23% | 189% | -13% | 82% | 14% |
| 28 | 30 | Network Management Software | 29% | -16% | -30% | -16% | 51% | 25% | 104% | -13% | -3% | -49% | -12% | -15% | -54% | 31% | 110% | -32% | -47% | 2% | 42% | -1% | 38% | 1% |
| 31 | 31 | Virtualisation Software | -3% | -12% | 6% | -27% | 1% | 38% | 18% | -1% | -44% | 139% | 40% | -6% | -8% | -17% | 8% | 50% | 17% | 41% | 249% | -5% | 19% | -2% |
| 33 | 32 | Smart Watches | 2% | 44% | 23% | -27% | 112% | 51% | 38% | -7% | 88% | 37% | -10% | -47% | -24% | -10% | 15% | 70% | 29% | -22% | -25% | 26% | 32% | 27% |
| 32 | 33 | Docking Stations | 10% | 9% | 96% | 26% | 45% | 38% | 25% | -34% | 22% | -8% | -19% | -1% | -28% | 22% | 29% | 34% | 2% | -20% | 26% | 15% | 18% | 15% |
| 34 | 34 | Uninterruptable Power Supplies (UPS) | -6% | -29% | 1% | -12% | 8% | -23% | -15% | -9% | 17% | 42% | -48% | -17% | 12% | 5% | -22% | -1% | -16% | -11% | -5% | -10% | -20% | -15% |
| 35 | 35 | Desktop Workstations (PC/Mac) | -29% | -51% | 3% | -15% | -52% | -47% | 32% | -37% | -5% | -44% | -83% | -89% | -38% | -9% | 70% | -8% | -27% | 70% | -39% | -39% | 29% | -32% |
| 37 | 36 | Database Management Software | 14% | -6% | 22% | 6% | 42% | -9% | 11% | 15% | 15% | -8% | -6% | 7% | 96% | 46% | -2% | 220% | 70% | 87% | 8% | 13% | 136% | 26% |
| 38 | 37 | Cables and Connectivity Adapters | -3% | -28% | -14% | -14% | -4% | 21% | -15% | -14% | -9% | -31% | -19% | -10% | -24% | -14% | 13% | 16% | -12% | 25% | -16% | -13% | 8% | -11% |
| 36 | 38 | Transceivers | -4% | -23% | -36% | -33% | 6% | 15% | 3% | -47% | -24% | -31% | -28% | 44% | 47% | 3% | 86% | 73% | 58% | -53% | 75% | -15% | 76% | -3% |
| 39 | 39 | Notebook Workstations | 16% | 43% | 16% | 13% | 109% | 23% | 28% | -15% | 42% | -6% | -49% | -34% | -21% | -51% | -57% | -31% | -25% | 5% | 52% | 5% | -39% | -1% |
| 40 | 40 | Laser Printers | -17% | -23% | 29% | 18% | 21% | -23% | 10% | -3% | 50% | 42% | -60% | -29% | -16% | 23% | 9% | -1% | -7% | 69% | -20% | -7% | 8% | -2% |
| 41 | 41 | Keyboards and Keypads | 8% | -4% | 9% | 38% | 42% | -26% | 3% | -24% | 29% | -24% | 38% | 0% | 4% | 38% | 19% | 7% | 8% | 7% | -4% | 7% | 12% | 8% |
| 43 | 42 | Mobile Computing Cases | 89% | 1% | 179% | 51% | 61% | 80% | 95% | -8% | -10% | -18% | 49% | -5% | 14% | 37% | 61% | 23% | 32% | -2% | 61% | 44% | 36% | 44% |
| 42 | 43 | Integrated Systems | 90% | 84% | -46% | -27% | -42% | -70% | 17% | 624% | 103% | 975% | 913% | 173% | -45% | -9% | -83% | 605% | 150% | 1097% | 365% | 27% | -3% | 24% |
| 44 | 44 | Long Life Consumables | 0% | -32% | 13% | 44% | 67% | -7% | 5% | -20% | 17% | -9% | -46% | -17% | -11% | -9% | -18% | 12% | 11% | -26% | 40% | -1% | -11% | -4% |
| 46 | 45 | Mice | 43% | -37% | 71% | 67% | 23% | -21% | 35% | -44% | 35% | -2% | -47% | -17% | -21% | 23% | 21% | 40% | 20% | 7% | -8% | 12% | 25% | 15% |
| 45 | 46 | Projectors | -21% | -41% | 47% | -15% | -27% | 23% | -14% | -37% | 12% | -21% | -37% | 9% | -3% | -6% | 82% | 20% | -8% | 1% | -66% | -21% | 3% | -17% |
| 48 | 47 | Developer Tools Software | 28% | 17% | -35% | -33% | 35% | 79% | 16% | 46% | 20% | 12% | 46% | 59% | 56% | 40% | 119% | -8% | 385% | 55% | -47% | 16% | 62% | 18% |
| 47 | 48 | NAS Devices | 38% | 2% | 25% | -9% | -18% | 7% | 14% | -31% | 28% | 37% | 107% | -37% | 68% | -28% | -14% | 3% | -15% | 16% | -58% | 15% | -12% | 11% |
| 49 | 49 | Network Expansion Modules | -29% | -28% | 7% | -48% | -36% | -48% | -18% | -61% | -15% | -38% | 397% | -61% | -29% | 1% | 159% | -15% | -35% | -33% | 652% | -26% | 108% | -12% |
| 50 | 50 | Mobile Computing Accessories and Parts | 40% | 5% | 21% | 6% | 41% | 50% | -30% | 0% | 99% | 27% | 14% | 60% | -20% | 82% | 7% | 12% | 103% | -55% | -10% | 27% | 21% | 27% |

# Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by largest country*

| Traffic Lights: | |
| --- | --- |
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Business Sectors | Channel | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | CHANNEL TREND | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Sweden | Belgium | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
| Business Channels | Corporate Reseller | -4% | -15% | -9% | -13% | -12% | -18% | -25% | 5% | -45% | -5% | -8% | -25% | -24% | 6% | 8% | -31% | -12% | -40% | -29% | -11% | -2% | -10% |
| | Small and Medium Reseller | -4% | -10% | 29% | 23% | 47% | 7% | 19% | 20% | -1% | 16% | 21% | -42% | -8% | -4% | 4% | 19% | -6% | 12% | -14% | 5% | 6% | 5% |
| | Etailer Business | 1% | 20% | -12% | -10% | 2% | -24% | -20% | 23% | -29% | -45% | -5% | -11% | -37% | 0% | -26% | 12% | -25% | -39% | 40% | -3% | -21% | -4% |
| Retail Channels | Etailer Consumer | 32% | 8% | 59% | -19% | 80% | 37% | -86% | 60% | 12% | 19% | 46% | 19% | -35% | 17% | -26% | 47% | -2% | 9% | -28% | 21% | -6% | 16% |
| | Retail Chain | 41% | -12% | 26% | -1% | 31% | 39% | 30% | 35% | 10% | 1% | 47% | 52% | 26% | 30% | 11% | 35% | 31% | 84% | 18% | 23% | 24% | 23% |

## Channel Share in Western and Eastern Europe (Revenue)
## Rolling 4 weeks (W31-W34)
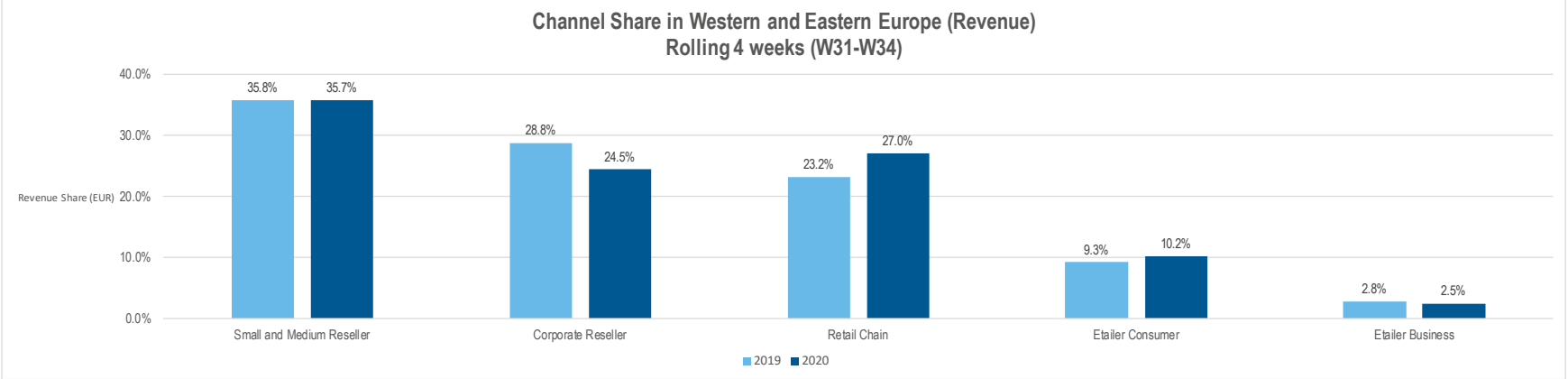
# CONTEXT Covid-19 Weekly Report

Largest Industries Business

## Largest Industries in Business Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by largest industries and country size in Business Channel*

Traffic Lights:
| | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | | Industry Sector | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WESTERN EUROPE | | | | | | | | | EASTERN EUROPE | | | | | INDUSTRY SECTOR TREND | | |
| 1 | 1 | → | Mobile Computing | 20% | 16% | 106% | 34% | 67% | 17% | 14% | -4% | 11% | 36% | -9% | -32% | -19% | -7% | -3% | 43% | 4% | -16% | -17% | 20% | 16% | 17% |
| 2 | 2 | → | Telecommunications | 17% | -18% | 60% | -12% | 131% | 111% | -1% | -23% | 7% | 37% | 123% | -42% | -23% | 33% | -51% | 32% | 12% | -17% | 9% | 17% | -18% | 17% |
| 3 | 3 | → | Software and Licences | 7% | -9% | -6% | 43% | 3% | 3% | 92% | 5% | -42% | 41% | -3% | -18% | 3% | -1% | 49% | 28% | -5% | -9% | -15% | 7% | -9% | 7% |
| 4 | 4 | → | Printing Consumables | 3% | -13% | 4% | 32% | 32% | -33% | -14% | -31% | 19% | -8% | 5% | -13% | -7% | 41% | -28% | -7% | -17% | -53% | 9% | 3% | -13% | -1% |
| 6 | 5 | ↑ | Displays | -13% | -31% | 1% | -13% | -2% | -13% | -1% | -26% | -12% | -7% | -21% | -23% | -31% | -16% | -23% | -30% | -2% | -18% | -47% | -13% | -31% | -19% |
| 5 | 6 | ↓ | Warranties and Services | -15% | 9% | -12% | -2% | 13% | 0% | 2% | 2% | 7% | -29% | 5% | 6% | -27% | -8% | 23% | -32% | -37% | -16% | -5% | -15% | 9% | -2% |
| 7 | 7 | → | Disk Storage | -26% | -26% | -21% | -11% | 17% | -17% | 25% | 7% | -58% | 5% | 46% | -27% | -20% | -22% | -22% | -22% | -9% | 15% | -55% | -26% | -26% | -19% |
| 8 | 8 | → | Computing Components | -21% | -13% | -16% | -8% | 2% | -17% | -17% | -9% | -50% | -30% | -16% | -76% | -24% | 34% | 44% | 27% | -17% | -26% | -25% | -21% | -13% | -6% |
| 9 | 9 | → | Desktop Computing | -40% | -56% | -4% | -30% | -23% | -35% | -27% | -16% | -35% | -37% | -22% | -73% | -49% | -30% | -7% | -7% | -25% | -31% | -38% | -40% | -56% | -33% |
| 10 | 10 | → | Networking Systems | -7% | -23% | -10% | -37% | -36% | -4% | -48% | -36% | -34% | -48% | -33% | -23% | -26% | -28% | 41% | -16% | -3% | -48% | 23% | -7% | -23% | -16% |
| 11 | 11 | → | Computing Accessories | 42% | 4% | 77% | 25% | 62% | 27% | 29% | -15% | 23% | -8% | -8% | 9% | -6% | 28% | 2% | 41% | 17% | -9% | 2% | 42% | 4% | 22% |
| 12 | 12 | → | Printing | -19% | -22% | -26% | -3% | 36% | -31% | -2% | -36% | 20% | 4% | -59% | -46% | -35% | -50% | -15% | 1% | -36% | -12% | -27% | -19% | -22% | -18% |
| 13 | 13 | → | Audio-Video Systems | 34% | -18% | -46% | 18% | -38% | 113% | 30% | -45% | 69% | 15% | 186% | 13% | 37% | -7% | -23% | -25% | 12% | 215% | -20% | 34% | -18% | 7% |
| 14 | 14 | → | Server Computing | -8% | -20% | 16% | -32% | -18% | -32% | -4% | 61% | -68% | 199% | 19% | -27% | -49% | 37% | -10% | -23% | -50% | -47% | -21% | -8% | -20% | -14% |
| 15 | 15 | → | Data Center Networking and Security | -23% | -28% | -25% | -45% | 14% | 0% | 1% | -35% | -36% | -2% | 3% | 8% | -15% | 41% | 7% | -66% | -63% | -21% | 180% | -23% | -28% | -19% |
| 16 | 16 | → | Wireless Networking | 7% | -9% | -15% | -18% | -10% | 3% | -32% | -30% | -35% | -57% | -26% | -76% | -35% | -36% | 59% | 18% | 35% | 5% | 5% | 7% | -9% | -12% |
| 17 | 17 | → | Power Equipment | -13% | -48% | -6% | -16% | 13% | -23% | -18% | -11% | -7% | 26% | -33% | -32% | -12% | -2% | -19% | -7% | -32% | -20% | -35% | -13% | -48% | -21% |
| 19 | 18 | ↑ | Wearable Devices | 81% | -32% | 37% | 196% | 9% | 0% | 3% | -24% | 343% | -12% | 41% | -78% | 2% | -46% | -54% | 3% | 1% | -50% | -21% | 81% | -32% | 10% |
| 18 | 19 | ↓ | Other Networking Equipment | -12% | -24% | -23% | -23% | 11% | -3% | -1% | -42% | -33% | -14% | -25% | 21% | 23% | -9% | 77% | 23% | 42% | -39% | 56% | -12% | -24% | -5% |
| 20 | 20 | → | Connectivity | -8% | -27% | 22% | -17% | 5% | -3% | -20% | -35% | -20% | -28% | -42% | -9% | -43% | -10% | 11% | 21% | -21% | 6% | -24% | -8% | -27% | -13% |
| 21 | 21 | → | Removable Storage | -19% | -49% | -11% | 7% | 12% | -12% | 12% | -27% | -19% | -68% | -25% | -69% | 85% | -30% | -48% | -1% | -14% | -40% | -32% | -19% | -49% | -23% |
| 23 | 22 | ↑ | Smart Home and Office | 148% | -38% | 287% | -22% | 12% | 130% | 284% | -13% | -12% | 5639% | 344% | 18% | -100% | -35% | 45% | 165% | 467% | 3262% | -37% | 148% | -38% | 23% |
| 22 | 23 | ↓ | Electronics | -10% | -24% | -25% | 25% | -40% | -26% | 15% | -31% | -82% | -61% | -41% | -67% | -77% | -49% | 48% | -32% | 9% | -70% | 16% | -10% | -24% | -9% |
| 25 | 24 | ↑ | Games Consoles | 117% | | -47% | 57% | 449% | 194% | 140% | -74% | 59% | 6% | 16% | 513% | 70% | 81% | -51% | -32% | -55% | 493% | 205% | 117% | 0% | 52% |
| 24 | 25 | ↓ | Unified Communications | -24% | -52% | -43% | -25% | 1% | 23% | -36% | -62% | -1% | 195% | -34% | 13% | 46% | -66% | -30% | 109% | -33% | -35% | -55% | -24% | -52% | -30% |
| 26 | 26 | → | Security | 5% | 44% | 41% | 18% | -14% | 7% | -26% | -64% | -27% | 210% | 126% | -16% | 24% | -8% | -21% | 6% | 19% | -41% | -44% | 5% | 44% | 2% |
| 27 | 27 | → | Scanner Imaging | -19% | -17% | 78% | -15% | -46% | 26% | -56% | -62% | -19% | -3% | -45% | 49% | -72% | -17% | -67% | -26% | -38% | -28% | -67% | -19% | -17% | -28% |
| 28 | 28 | → | Terminals, Thin Clients and Points of Sales | -38% | -39% | -62% | -64% | -75% | -85% | -49% | -33% | -82% | -65% | -4% | -65% | -60% | 3% | -53% | -64% | -76% | -75% | -47% | -38% | -39% | -49% |
| 29 | 29 | → | Tape Storage | -28% | -70% | -7% | -49% | 32% | -73% | 10% | -57% | -28% | 121% | -35% | -95% | -27% | -14% | -28% | -69% | -56% | 131% | 543% | -28% | -70% | -41% |
| 30 | 30 | → | Photo and Video Cameras | 6% | -57% | 74% | -46% | 391% | 10% | -94% | -17% | 98% | 11% | -87% | -96% | -50% | -70% | -89% | -81% | 24% | 0% | -22% | 6% | -57% | -31% |

## Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by largest industries and country size in Consumer Channel*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | | Industry Sector | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WESTERN EUROPE | | | | | | | | | | EASTERN EUROPE | | | | INDUSTRY SECTOR TREND | | |
| 1 | 1 | ⇨ | Mobile Computing | 70% | 7% | 62% | 10% | 35% | 25% | 26% | 17% | 37% | 9% | 14% | 14% | 43% | 16% | -8% | 42% | 23% | 12% | -1% | 20% | 16% | 28% |
| 2 | 2 | ⇨ | Telecommunications | 26% | -42% | 23% | -41% | 39% | 183% | 49% | 0% | -21% | -13% | 21% | 62% | -4% | 24% | -47% | 39% | 26% | 59% | 63% | 17% | -18% | 8% |
| 3 | 3 | ⇨ | Software and Licences | 3% | 24% | -72% | 156% | 94% | 98% | 39% | 95% | 264% | -658% | 151% | 309% | 175% | 231% | 98% | 64% | 65% | 38% | 145% | 7% | -9% | 47% |
| 4 | 4 | ⇨ | Printing Consumables | 9% | 35% | 73% | 2% | 43% | -24% | -14% | 0% | -10% | 14% | -17% | -8% | -8% | 95% | -37% | -22% | 3% | 12% | 13% | 3% | -13% | 12% |
| 6 | 5 | ⬆ | Displays | 35% | 25% | -29% | 18% | 139% | 61% | 7% | 79% | 184% | 186% | 87% | 14% | 42% | 49% | 71% | 47% | -3% | 44% | 34% | -13% | -31% | 34% |
| 5 | 6 | ⬇ | Warranties and Services | 10% | 171% | -7% | 329% | 60% | 483% | 318% | 47% | 95% | 253% | 42% | 7% | 171% | 81% | 169% | 253% | -16% | 242% | 127% | -15% | 9% | 88% |
| 7 | 7 | ⇨ | Disk Storage | 15% | 9% | -34% | -8% | 34% | 73% | 50% | -26% | 13% | 31% | 58% | 11% | 11% | 15% | 49% | 24% | -17% | 34% | 16% | -26% | -26% | 21% |
| 8 | 8 | ⇨ | Computing Components | 13% | 4% | 219% | -36% | 21% | 26% | 224% | -26% | 41% | 173% | 18% | -30% | -43% | 75% | -9% | 14% | 7% | 6% | 26% | -21% | -13% | 8% |
| 9 | 9 | ⇨ | Desktop Computing | 66% | 17% | 74% | 42% | 24% | 49% | 28% | 11% | 35% | -5% | 76% | -50% | 105% | 20% | -22% | 48% | -2% | 148% | 4% | -40% | -56% | 28% |
| 10 | 10 | ⇨ | Networking Systems | 54% | -6% | 29% | 5% | 126% | 114% | 49% | -6% | -42% | 57% | 246% | 24% | 117% | 24% | 90% | 79% | 75% | 11% | -33% | -7% | -23% | 45% |
| 11 | 11 | ⇨ | Computing Accessories | 67% | -4% | 62% | 90% | 49% | 8% | 49% | 1% | 107% | 23% | 31% | -29% | -8% | 51% | 32% | 39% | 58% | 32% | 19% | 42% | 4% | 41% |
| 12 | 12 | ⇨ | Printing | 19% | -18% | -5% | 23% | 17% | 34% | 37% | 22% | 154% | 29% | 75% | 22% | 61% | 40% | 25% | 39% | 70% | 20% | 92% | -19% | -22% | 21% |
| 13 | 13 | ⇨ | Audio-Video Systems | -2% | -11% | 32% | 7% | 64% | 12% | -15% | 16% | -6% | -21% | 282% | 34% | -30% | -17% | 7% | 41% | 56% | 336% | 3% | 34% | -18% | 10% |
| 14 | 14 | ⇨ | Server Computing | 157% | -18% | -79% | 328% | 135% | 205% | 3290% | 11526% | 721% | 506% | 8548% | 1598% | 1669% | 329% | 301% | 156% | 711% | 573% | 977% | -8% | -20% | 205% |
| 15 | 15 | ⇨ | Data Center Networking and Security | 129% | 798% | 1611% | 49% | 245% | 236% | -74% | 418% | 2595% | 7968% | 174% | 191% | 527% | 23% | 22% | 171% | 675% | 2956% | 1567% | -23% | -28% | 217% |
| 16 | 16 | ⇨ | Wireless Networking | 53% | 9% | 37% | 28% | 75% | 23% | -1% | 98% | 39% | 42% | 481% | 212% | 2% | 19% | 52% | 168% | 2% | 30% | -19% | 7% | -9% | 48% |
| 17 | 17 | ⇨ | Power Equipment | 50% | -35% | 13% | -5% | 9% | 5% | 88% | -43% | 10% | -21% | 63% | 145% | 42% | 16% | -25% | 3% | 17% | 60% | 21% | -13% | -48% | -8% |
| 19 | 18 | ⬆ | Wearable Devices | -3% | -4% | 31% | -43% | 59% | 6% | 93% | 40% | 60% | 60% | 8% | 352% | -26% | -24% | 73% | 195% | 13% | -57% | -20% | 81% | -32% | 15% |
| 18 | 19 | ⬇ | Other Networking Equipment | 45% | -27% | 126% | 5% | 132% | 48% | 2% | 31% | 96% | -72% | 0% | 1094% | 113% | 16% | 399% | 42% | 177% | -3% | -32% | -12% | -24% | 38% |
| 20 | 20 | ⇨ | Connectivity | 22% | -20% | -50% | -1% | 0% | 38% | 5% | 20% | 38% | -24% | 74% | 17% | 2% | -11% | -2% | 26% | 14% | 95% | -22% | -8% | -27% | -2% |
| 21 | 21 | ⇨ | Removable Storage | -44% | -42% | -34% | 259% | -23% | 21% | 145% | 4% | 37% | -11% | -54% | -3% | 24% | 8% | -7% | -10% | -12% | -13% | -2% | -19% | -49% | -13% |
| 23 | 22 | ⬆ | Smart Home and Office | 104% | 6% | -34% | 22% | 117% | -88% | 5974% | -77% | -73% | 0% | 165% | 52% | -40% | 231% | -43% | 1068% | -25% | 14604% | -35% | 148% | -38% | 17% |
| 22 | 23 | ⬇ | Electronics | 2% | -66% | -40% | -9% | -81% | -12% | -15% | 30% | -45% | -81% | 4% | -83% | -44% | -62% | 214% | 3% | 167% | -62% | -13% | -10% | -24% | -37% |
| 25 | 24 | ⬆ | Games Consoles | 178% | | 206% | 128% | 59% | 68% | 275% | 126% | 44% | -2% | 76% | 109% | -28% | 104% | 82% | 8% | -26% | -15% | 58% | 117% | 0% | 75% |
| 24 | 25 | ⬇ | Unified Communications | 35% | -28% | -29% | 21% | -28% | 18% | -43% | -65% | -91% | 1255% | 15% | 1928% | -59% | 24% | 127% | 201% | -45% | 24% | -87% | -24% | -52% | 28% |
| 26 | 26 | ⇨ | Security | 81% | -38% | -13% | -1% | 24% | 13% | 12% | -18% | -169% | 28% | 894% | 42% | -25% | 70% | 128% | 71% | 61% | 79% | 23% | 5% | 44% | 10% |
| 27 | 27 | ⇨ | Scanner Imaging | 49% | 19% | 53% | 43% | 104% | 43% | 50% | 19% | 342% | 772% | 373% | 54% | 214% | 83% | 121% | 111% | 151% | 209% | 85% | -19% | -17% | 64% |
| 28 | 28 | ⇨ | Terminals, Thin Clients and Points of Sales | -68% | -9% | -49% | | 942% | 55% | 310% | -99% | 1751% | -101% | -44% | 10872% | 72% | -58% | 457% | 580% | 410% | -15% | | -38% | -39% | 46% |
| 29 | 29 | ⇨ | Tape Storage | 280% | 1034% | 53% | 148% | 141% | 452% | -43% | | 2136% | 88780% | 225% | 501% | 91% | 280% | 63% | 365% | -92% | 29873% | -100% | -28% | -70% | 386% |
| 30 | 30 | ⇨ | Photo and Video Cameras | 563% | 28% | -6% | 343% | 92% | -28% | 182% | -94% | 711% | -54% | -58% | -92% | -48% | -45% | -67% | -19% | -27% | -3% | -66% | 6% | -57% | -17% |

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# Top Categories in Business Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019

*Sorted by largest categories and country size in Business Channel*

| Traffic Lights: | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | | Category | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | | | | | | WESTERN EUROPE →← | | | | | EASTERN EUROPE | | | | | CATEGORY TREND | | |
| 1 | 1 | → | Notebooks | 2% | 8% | 102% | 38% | 70% | 19% | 0% | -5% | 25% | 40% | -25% | -51% | -18% | 3% | 0% | 51% | 5% | -15% | -20% | 2% | 8% | 12% |
| 2 | 2 | → | Warranties and Services | -15% | 9% | -12% | -2% | 13% | 0% | 2% | 2% | 7% | -29% | 5% | 6% | -27% | -8% | 23% | -32% | -37% | -16% | -5% | -15% | 9% | -2% |
| 3 | 3 | → | Smartphones | 12% | -13% | 61% | -3% | 148% | 157% | -2% | -25% | -2% | 43% | 129% | -47% | -22% | 43% | -71% | 32% | 13% | -22% | 7% | 12% | -13% | 19% |
| 4 | 4 | → | Tablet PCs | 67% | 41% | 137% | 28% | 59% | 13% | 92% | 1% | -45% | 21% | 105% | 43% | -14% | -28% | -17% | 10% | 7% | -44% | 29% | 67% | 41% | 40% |
| 5 | 5 | → | Toner | -2% | -24% | -2% | 44% | -7% | -39% | -11% | -44% | 23% | -22% | 0% | -17% | -6% | 21% | -31% | -15% | -8% | -63% | -21% | -2% | -24% | -9% |
| 6 | 6 | → | Desktops | -39% | -56% | -5% | -30% | -19% | -30% | -33% | -14% | -39% | -37% | 65% | -51% | -48% | -31% | -10% | -5% | -24% | -35% | -36% | -39% | -56% | -32% |
| 7 | 7 | → | Office Applications Software | -11% | -42% | -37% | -7% | 38% | -3% | 69% | -39% | -2% | 41% | -7% | 13% | 13% | -17% | 100% | 23% | -24% | 48% | -9% | -11% | -42% | -7% |
| 8 | 8 | → | Security Software | 39% | 1% | 37% | 46% | 9% | 4% | 60% | 2% | 15% | 4% | -3% | -1% | 52% | -6% | -35% | 29% | -29% | -38% | -41% | 39% | 1% | 17% |
| 9 | 9 | → | Network Switches | -4% | -27% | -4% | -38% | -19% | -9% | -49% | -32% | -31% | -35% | -34% | -21% | -21% | -21% | 33% | -9% | -1% | -53% | 3% | -4% | -27% | -16% |
| 11 | 10 | ↑ | Operating Systems Software | -9% | 20% | -37% | 13% | 1% | -20% | 27% | 58% | -43% | 21% | -30% | -40% | 20% | 16% | 5% | -10% | -10% | -28% | -58% | -9% | 20% | -1% |
| 10 | 11 | ↓ | Ink Cartridges and Tanks | 15% | 22% | 14% | 17% | 97% | -21% | -7% | -11% | 16% | 25% | 57% | -11% | -9% | 61% | -39% | 5% | -46% | -20% | 39% | 15% | 22% | 17% |
| 16 | 12 | ↑ | Processors | -29% | -17% | -27% | 17% | -6% | -13% | 8% | 28% | -61% | -33% | -23% | -72% | -35% | 53% | 42% | 78% | -32% | 17% | -27% | -29% | -17% | -5% |
| 12 | 13 | ↓ | Monitors | -7% | -10% | -4% | -9% | 10% | -17% | 5% | -11% | -9% | -25% | -3% | -8% | -29% | -15% | -46% | -17% | -12% | -23% | -28% | -7% | -10% | -15% |
| 14 | 14 | → | Data Management Software | -3% | 2% | -41% | 71% | -41% | 79% | 56% | 156% | -37% | 76% | -35% | -217% | -21% | -1% | 4% | 70% | 29% | -17% | -43% | -3% | 2% | 4% |
| 13 | 15 | ↓ | Servers (PC/Mac) | -35% | -27% | 19% | -35% | 1% | -15% | 28% | 37% | -73% | -11% | -4% | -44% | -48% | 84% | -3% | 3% | -49% | -52% | -45% | -35% | -27% | -19% |
| 15 | 16 | ↓ | Solid State Drives (SSDs) | -34% | -43% | -25% | -8% | 21% | -26% | 64% | -44% | -57% | -16% | 60% | -14% | -9% | -45% | 20% | -11% | -4% | 15% | -58% | -34% | -43% | -20% |
| 18 | 17 | ↑ | Disk Arrays | -21% | -1% | -35% | -10% | 35% | 20% | 39% | 574% | -68% | 38% | 77% | -16% | -19% | 29% | -35% | -45% | -3% | -42% | -10% | -21% | -1% | -12% |
| 19 | 18 | ↑ | RAM Memory | -18% | -5% | -21% | -15% | 5% | -13% | -34% | 4% | -35% | -25% | -17% | -85% | -10% | 20% | 52% | -20% | -11% | -54% | -37% | -18% | -5% | -8% |
| 20 | 19 | ↑ | Hard Disk Drives (HDDs) | -23% | -32% | -6% | -15% | -28% | -19% | -32% | -52% | -50% | 1% | -11% | -53% | -36% | -9% | -39% | -17% | -18% | 53% | -72% | -23% | -32% | -26% |
| 17 | 20 | ↓ | Graphics and Design Software | -26% | -41% | 49% | 23% | -21% | -6% | 14% | -22% | -60% | 8% | -29% | -23% | 6% | -12% | 15% | -1% | 43% | -34% | 55% | -26% | -41% | -20% |
| 21 | 21 | → | Headsets/Headphones and Microphones | 37% | -10% | -49% | 28% | -43% | 134% | 67% | -51% | 103% | 36% | 204% | 17% | 55% | -6% | 22% | -22% | 32% | 318% | -26% | 37% | -10% | 15% |
| 22 | 22 | → | Large Format Displays | -21% | -38% | 21% | -16% | -13% | -19% | -6% | -40% | -20% | -26% | -48% | -44% | -40% | -13% | 9% | -49% | -10% | -10% | -35% | -21% | -38% | -26% |
| 23 | 23 | → | Network Management Software | 28% | -15% | -29% | -13% | 49% | 10% | 99% | -10% | -2% | 287% | -15% | -18% | -54% | 31% | 106% | -42% | -52% | -21% | 36% | 28% | -15% | 5% |
| 24 | 24 | → | Network Management and Security Appliances | -20% | -16% | -16% | -34% | 27% | 4% | 4% | 20% | -41% | 64% | -57% | 17% | 13% | 50% | -52% | -37% | -60% | -72% | -64% | -20% | -16% | -17% |
| 25 | 25 | → | Virtualisation Software | -5% | -12% | 7% | -29% | -7% | 35% | 20% | -5% | -44% | 128% | 49% | -16% | -9% | -18% | 12% | 46% | 6% | 23% | 216% | -5% | -12% | -3% |
| 26 | 26 | → | Wireless Access Points | 5% | -9% | -16% | -14% | -16% | 0% | -29% | -37% | -34% | -60% | -24% | -76% | -36% | -37% | 59% | 23% | 33% | 6% | 7% | 5% | -9% | -14% |
| 27 | 27 | → | Docking Stations | 10% | 8% | 109% | 25% | 47% | 23% | 21% | -39% | 15% | -11% | -22% | 13% | -29% | 9% | 24% | 20% | -13% | -19% | 12% | 10% | 8% | 13% |
| 28 | 28 | → | Database Management Software | 14% | -7% | 23% | 6% | 60% | -14% | 8% | 14% | 14% | -11% | -8% | 6% | 101% | 46% | -10% | 220% | 61% | 87% | 13% | 14% | -7% | 26% |
| 29 | 29 | → | All-in-One Lasers | -16% | -38% | -14% | -4% | 86% | -35% | 37% | -18% | 14% | -20% | -63% | -36% | -30% | -37% | -21% | 37% | -13% | -34% | -16% | -16% | -38% | -6% |
| 30 | 30 | → | Transceivers | -5% | -24% | -39% | -34% | 5% | 13% | 2% | -50% | -29% | -32% | -29% | 36% | 44% | -3% | 81% | 64% | 20% | -56% | 75% | -5% | -24% | -6% |
| 31 | 31 | → | Network Routers | -25% | -1% | -35% | -31% | -51% | 30% | -38% | -51% | -68% | -69% | -22% | -43% | -66% | -48% | 61% | -31% | -12% | -27% | 70% | -25% | -1% | -17% |
| 32 | 32 | → | Integrated Systems | 91% | 84% | 3% | -27% | -42% | -70% | -23% | 624% | 103% | 975% | 892% | 173% | -45% | -11% | -95% | 937% | -60% | 349% | 283% | 91% | 84% | 21% |
| 35 | 33 | ↑ | Notebook Workstations | 1% | 44% | 16% | 0% | 85% | 10% | 27% | -17% | 18% | -4% | -58% | -49% | -40% | -56% | -59% | -40% | -48% | -6% | -20% | 1% | 44% | -10% |
| 36 | 34 | ↑ | Uninterruptable Power Supplies (UPS) | -18% | -27% | 1% | -19% | 5% | -27% | -28% | -9% | -1% | 48% | -62% | -24% | -20% | 4% | -17% | -13% | -32% | -38% | -24% | -18% | -27% | -17% |
| 38 | 35 | ↑ | Developer Tools Software | 28% | 17% | -35% | -35% | 35% | 82% | 13% | 45% | 20% | 12% | 47% | 59% | 55% | 41% | 108% | -5% | 367% | 55% | -64% | 28% | 17% | 18% |
| 34 | 36 | ↓ | Desktop Workstations (PC/Mac) | -46% | -56% | 2% | -27% | -52% | -55% | 22% | -40% | -13% | -43% | -90% | -91% | -54% | -21% | 68% | -21% | -33% | 56% | -44% | -46% | -56% | -41% |
| 37 | 37 | → | Cables and Connectivity Adapters | -5% | -31% | 21% | -17% | -4% | 8% | -18% | -36% | -15% | -33% | -28% | -11% | -40% | -11% | 14% | 15% | -20% | 9% | -13% | -5% | -31% | -13% |
| 33 | 38 | ↓ | Graphics Cards | 7% | -8% | 14% | -53% | 12% | -48% | 7% | -63% | -65% | -29% | 1% | 16% | -50% | -1% | -43% | -1% | 45% | -50% | -3% | 7% | -8% | -13% |
| 39 | 39 | → | Long Life Consumables | 0% | -33% | 10% | 46% | 67% | -1% | 7% | -23% | 13% | -9% | -48% | -18% | -14% | -7% | -21% | 9% | 11% | -39% | 43% | 0% | -33% | -5% |
| 41 | 40 | ↑ | All-In-One Inkjets | -6% | 10% | -12% | 3% | 75% | -32% | -22% | -53% | -10% | 107% | 29% | -27% | -46% | -40% | 40% | 2% | -39% | 60% | 61% | -6% | 10% | -1% |
| 42 | 41 | ↑ | Laser Printers | -29% | -25% | 34% | -2% | 4% | -45% | 0% | -29% | 41% | 49% | -74% | -41% | -54% | -7% | 25% | -4% | -4% | 16% | -32% | -29% | -25% | -9% |
| 40 | 42 | ↓ | Televisions | -22% | -42% | -28% | 16% | 36% | 2% | 48% | -39% | -22% | 244% | -43% | 92% | 32% | -42% | 623% | -51% | 213% | -14% | 38% | -22% | -42% | 7% |
| 43 | 43 | → | Network Expansion Modules | -32% | -28% | 4% | -47% | -39% | -57% | -17% | -62% | -24% | -38% | 420% | -71% | -69% | 5% | 146% | -25% | -70% | -38% | 642% | -32% | -28% | -16% |
| 44 | 44 | → | Keyboards and Keypads | -14% | -1% | -18% | -1% | 67% | -25% | 3% | -31% | 16% | -26% | 29% | -22% | 1% | 50% | -17% | -15% | 1% | 0% | -15% | -14% | -1% | -6% |
| 45 | 45 | → | Projectors | -13% | -46% | 44% | -17% | -41% | 37% | -27% | -47% | -12% | -9% | -45% | -31% | -36% | 9% | 78% | 1% | -28% | -28% | -76% | -13% | -46% | -26% |
| 46 | 46 | → | VOIP Systems | -24% | -52% | -45% | -26% | 2% | 22% | -39% | -62% | -3% | 221% | -32% | 13% | 65% | -68% | -28% | 91% | -35% | -45% | -52% | -24% | -52% | -31% |
| 47 | 47 | → | Servers (Unix) | 150% | -81% | 116% | -12% | -89% | -81% | -96% | 198% | -97% | 1114% | -100% | | | -29% | -65% | -69% | -79% | | | 150% | -81% | 20% |

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## Largest Categories in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 34 (to August 23 2020) vs Same Period 2019
*Sorted by largest categories and country size in Consumer Channel*

**Traffic Lights:**

| | |
|---|---|
| Above | 15% |
| Inbetween | |
| Below | -20% |

| Rank-W33 | Rank-W34 | Trend | Category | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Belgium | Sweden | Austria | Portugal | Denmark | Norway | Finland | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | WE | EE | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 1 | ↑ | Notebooks | 66% | 6% | 79% | 6% | 30% | 18% | 6% | 13% | 38% | 11% | 22% | 14% | 46% | 20% | -10% | 39% | 13% | 0% | -13% | 2% | 8% | 25% |
| 1 | 2 | ↓ | Smartphones | 26% | -39% | 24% | -44% | 40% | 193% | 48% | 1% | -21% | -12% | 22% | 62% | -8% | 26% | -49% | 40% | 27% | 60% | 64% | 12% | -13% | 10% |
| 3 | 3 | → | Tablet PCs | 82% | 10% | 16% | 17% | 47% | 71% | 119% | 39% | 27% | -4% | -36% | 7% | 13% | 5% | 24% | 90% | 117% | 310% | 64% | 67% | 41% | 43% |
| 4 | 4 | → | Monitors | 37% | 43% | 80% | 3% | 108% | 76% | 60% | 80% | 157% | 102% | 67% | 2% | 26% | 67% | 10% | 65% | 22% | 26% | -22% | -7% | -10% | 42% |
| 5 | 5 | → | Ink Cartridges and Tanks | 10% | 45% | 83% | 2% | 50% | -25% | -13% | -10% | -13% | 15% | -34% | -14% | -7% | 138% | -2% | -38% | 29% | 14% | 21% | 15% | 22% | 20% |
| 6 | 6 | → | Desktops | 62% | 13% | 74% | 27% | 25% | 58% | 24% | 10% | 33% | -3% | 62% | -53% | 103% | 18% | -24% | 46% | -2% | 146% | 1% | -39% | -56% | 26% |
| 7 | 7 | → | Headsets/Headphones and Microphones | -7% | 7% | 74% | -2% | 65% | 19% | -22% | 7% | -5% | -9% | 442% | 4% | -32% | -29% | 9% | 52% | 38% | 489% | 13% | 37% | -10% | 12% |
| 8 | 8 | → | Processors | 18% | -6% | 191% | -41% | 16% | -5% | 297% | -34% | 91% | 200% | 61% | 45% | -68% | 64% | -12% | 20% | 31% | 5% | 67% | -29% | -17% | 7% |
| 9 | 9 | → | Hard Disk Drives (HDDs) | 100% | -4% | 9% | -11% | 51% | 72% | 25% | -26% | -24% | 26% | 50% | -8% | 35% | 2% | 40% | 42% | -13% | 176% | 239% | -23% | -32% | 32% |
| 10 | 10 | → | Televisions | 271% | -11% | -60% | 4698% | 473% | 73% | -44% | 137% | 576% | 2990% | 442% | -19% | 48% | 23% | 1041% | 25% | -54% | 47% | 787% | -22% | -42% | 17% |
| 13 | 11 | ↑ | Solid State Drives (SSDs) | -28% | 38% | -65% | -5% | 9% | 105% | 27% | -26% | 35% | 30% | 46% | 147% | 2% | 99% | 72% | 10% | -20% | -12% | -33% | -34% | -43% | 3% |
| 15 | 12 | ↑ | All-In-One Inkjets | -2% | -20% | 6% | 3% | -8% | 30% | 21% | 6% | 159% | 35% | 55% | -27% | 24% | 28% | -34% | 58% | 161% | 79% | 106% | -6% | 10% | 10% |
| 11 | 13 | ↓ | Smart Watches | -2% | 52% | 20% | -42% | 165% | 69% | 91% | 2% | 62% | 87% | -12% | 473% | -31% | -6% | 65% | 105% | 38% | -19% | -23% | -2% | 52% | 33% |
| 12 | 14 | ↓ | Network Routers | 53% | -6% | 41% | -11% | 163% | 19% | 14% | -35% | -63% | 75% | 82% | -7% | 114% | 29% | 64% | 58% | 39% | 19% | -60% | -25% | -1% | 35% |
| 14 | 15 | ↓ | Graphics Cards | 13% | 14% | 273% | -12% | 20% | 33% | 279% | -30% | -21% | 27% | -52% | -83% | -37% | 132% | -12% | 42% | 1% | 6% | 33% | 7% | -8% | 11% |
| 16 | 16 | → | All-in-One Lasers | 42% | -22% | -37% | 12% | 61% | 35% | 70% | 6% | 85% | 33% | 118% | 96% | 108% | 52% | 45% | -6% | 33% | -31% | 37% | -16% | -38% | 27% |
| 17 | 17 | → | Toner | 4% | -9% | 38% | 14% | 34% | -29% | -13% | 14% | 6% | 11% | 44% | 23% | -5% | 54% | -58% | 20% | -24% | 9% | -51% | -2% | -24% | -13% |
| 18 | 18 | → | Wireless Access Points | 56% | 11% | 33% | 26% | 83% | 22% | 3% | 101% | 33% | 41% | 488% | 240% | 1% | 22% | 46% | 293% | -1% | 27% | -17% | 5% | -9% | 50% |
| 21 | 19 | ↑ | Network Switches | 57% | -5% | -21% | 21% | 84% | 193% | 80% | 414% | 72% | 25% | 406% | 223% | 119% | 15% | 174% | 123% | 127% | 1% | 189% | -4% | -27% | 66% |
| 20 | 20 | → | Digital Media Players | 68% | 58% | -12% | 43% | 69% | 37% | 34% | 49% | 89% | -31% | 88% | 66% | -22% | 60% | -5% | -24% | 414% | 140% | -7% | 68% | 58% | 48% |
| 22 | 21 | ↑ | Mice | 72% | -33% | 102% | 111% | 28% | -37% | 53% | -43% | 26% | -6% | -36% | -28% | -33% | 25% | 26% | 51% | 27% | 30% | 3% | 72% | -33% | 29% |
| 23 | 22 | ↑ | RAM Memory | 9% | -46% | -11% | 149% | 55% | 56% | 60% | 1% | 44% | 123% | 53% | 74% | 2% | 46% | 59% | -55% | -3% | 22% | 7% | -18% | -5% | 6% |
| 24 | 23 | ↑ | Keyboards and Keypads | 59% | -11% | 54% | 92% | 29% | -26% | 5% | -5% | 48% | -21% | 65% | 52% | 5% | 30% | 62% | 23% | 16% | 15% | 22% | -14% | -1% | 29% |
| 27 | 24 | ↑ | Games Accessories | 209% | | 235% | 181% | 73% | 77% | 275% | 87% | 39% | 15% | 80% | 108% | -29% | 104% | 82% | 29% | -48% | -55% | 8% | 209% | 0% | 101% |
| 26 | 25 | ↑ | NAS Devices | 77% | 20% | 269% | -18% | -42% | 24% | 20% | -33% | 108% | 49% | 179% | -52% | 33% | -35% | -4% | 42% | -5% | 150% | -44% | 77% | 20% | 39% |
| 19 | 26 | ↓ | Warranties and Services | 10% | 171% | -7% | 329% | 60% | 483% | 318% | 47% | 95% | 253% | 42% | 7% | 171% | 81% | 169% | 253% | -16% | 242% | 127% | -15% | 9% | 88% |
| 31 | 27 | ↑ | Portable Speakers | -53% | -53% | -4% | 3% | 96% | 3% | -26% | -70% | -88% | -97% | -79% | | -40% | -81% | -47% | -42% | 17% | -63% | -87% | -53% | -53% | -16% |
| 28 | 28 | → | Smart Bands and Activity Trackers | -101% | -51% | 100% | -84% | -11% | -38% | 6614% | 442% | -74% | 8% | 1807% | | 469% | -56% | 110% | 328% | -37% | -72% | -5% | -101% | -51% | -14% |
| 25 | 29 | ↓ | Mobile Computing Cases | 101% | 12% | 90% | 27% | 33% | 76% | 69% | 2% | 74% | -13% | 46% | -49% | 60% | 41% | 65% | 0% | 22% | -6% | 199% | 101% | 12% | 48% |
| 33 | 30 | ↑ | Operating Systems Software | 5% | -14% | -77% | 11% | 315% | 60% | 87% | 186% | 269% | 334% | 180% | 640% | 45% | 325% | 54% | 80% | -36% | -24% | 313% | -9% | 20% | 54% |
| 29 | 31 | ↓ | Uninterruptable Power Supplies (UPS) | 74% | -37% | -6% | 14% | 19% | -10% | 119% | 1% | 197% | -30% | 274% | 744% | 114% | 61% | -30% | 54% | 36% | 67% | 127% | -18% | -27% | -9% |
| 30 | 32 | ↓ | Laser Printers | 30% | -14% | 23% | 225% | 59% | 25% | 85% | 115% | 128% | -20% | 107% | 14% | 165% | 173% | -9% | 3% | -11% | 91% | 46% | -29% | -25% | 16% |
| 32 | 33 | ↓ | Powerline Devices | 47% | -50% | 142% | 3% | 136% | 33% | -5% | 15% | 79% | 31% | 96% | 99% | 5% | 28% | 66% | -1% | -60% | | | 47% | -50% | 26% |
| 35 | 34 | ↓ | Cables and Connectivity Adapters | 7% | -16% | -52% | -4% | -3% | 37% | 4% | 25% | 24% | -29% | 66% | 17% | 2% | -16% | 3% | 17% | 10% | 128% | -22% | -5% | -31% | -6% |
| 36 | 35 | ↑ | Security Software | 24% | 294% | -77% | 483% | -20% | 894% | -70% | -60% | 369% | 36% | 480% | 1048% | 239% | -26% | 645% | 79% | 106% | 260% | 1931% | 39% | 1% | 83% |
| 37 | 36 | ↑ | Office Applications Software | -44% | -44% | 7% | 88% | 118% | -2% | 20% | 33% | 110% | -11% | 37% | 47% | 46% | 65% | 259% | 27% | 78% | -13% | -27% | -11% | -42% | -5% |
| 34 | 37 | ↓ | Smart Speakers | 100% | 18% | -53% | 1% | 71% | -45% | | | -86% | -88% | -47% | 60% | | -100% | | 808% | -93% | -100% | | 100% | 18% | -2% |
| 38 | 38 | → | Projectors | -28% | -15% | 53% | 3% | 16% | 14% | 123% | 15% | 90% | -40% | 6% | 261% | 190% | -27% | 91% | 101% | 45% | 92% | 119% | -13% | -46% | 8% |
| 41 | 39 | ↓ | Memory Cards | -3% | -33% | -79% | 153% | -21% | 26% | 418% | -8% | -14% | -2% | -58% | -6% | 14% | 49% | -10% | -36% | -8% | -25% | 13% | -3% | -33% | -12% |
| 39 | 40 | ↓ | Smartphone Protective Cases | -33% | -87% | -16% | -52% | -47% | 79% | 82% | 20% | -53% | -32% | 14% | -14% | 105% | -30% | 497% | -60% | -35% | -87% | | -33% | -87% | -37% |
| 40 | 41 | ↓ | IP Cameras | 82% | -38% | -12% | -1% | 24% | 11% | 12% | -18% | -169% | 28% | 302% | 42% | -25% | 70% | 130% | 70% | 61% | 59% | 23% | 82% | -38% | 8% |
| 43 | 42 | ↑ | USB Memory | -81% | -55% | 76% | 1265% | -34% | 29% | -26% | 31% | 93% | -26% | -70% | 20% | 96% | 22% | -30% | 13% | -12% | 4% | 28% | -81% | -55% | -23% |
| 42 | 43 | ↓ | Mobile Phones | -43% | -71% | -80% | -23% | -6% | 659% | 39% | -55% | -23% | -87% | 14% | 77% | 88% | -37% | -80% | -68% | 7% | 54% | 75% | -43% | -71% | -50% |
| 44 | 44 | → | Digital Cameras | 2091% | -49% | 4% | 1424% | 94% | -21% | -27% | 1% | 143% | -53% | -80% | | -59% | -84% | -92% | -17% | -43% | 2% | -70% | 2091% | -49% | -23% |
| 45 | 45 | → | Consoles Fixed | 12% | | -31% | -98% | 13% | -66% | | 5719% | 117% | -98% | -34% | | | 14% | -877% | -19% | -16% | 4% | -37% | 299% | 12% | 0% | -9% |

*Note: Columns grouped as WESTERN EUROPE (Germany … Other WE), EASTERN EUROPE (Russia … Slovakia), and CATEGORY TREND (WE, EE, Total).*