

IT Industry Update

19th August 2020

CONTEXT Weekly IT Industry Forum



01

TOP TREND REPORTS TO WEEK 32

02

RUSSIA INSIGHT – VICTOR IVANOV, COUNTRY MANAGER

03

PC'S UPDATE – MARIE-CHRISTINE PYGOTT, SENIOR ANALYST

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)

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

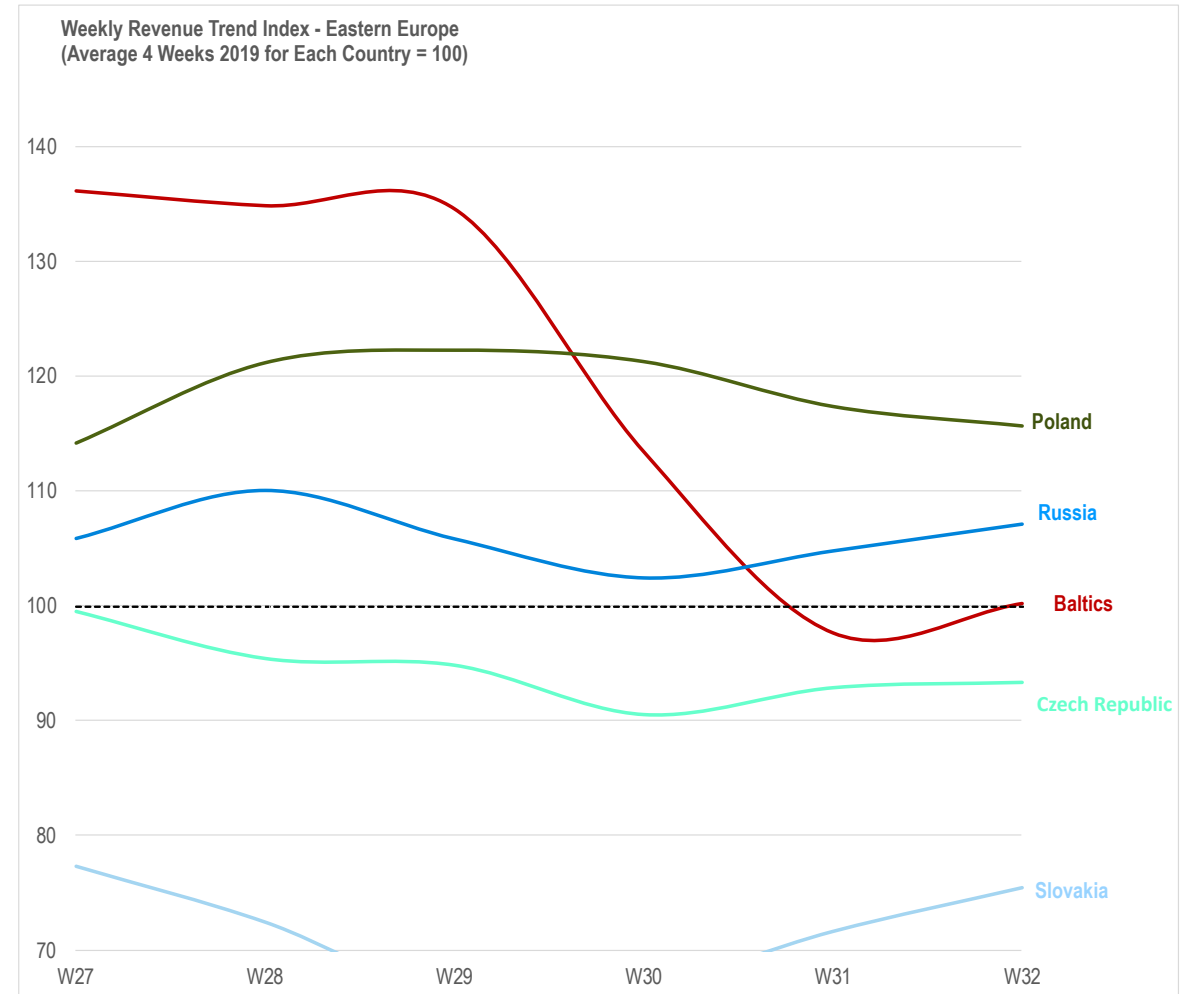
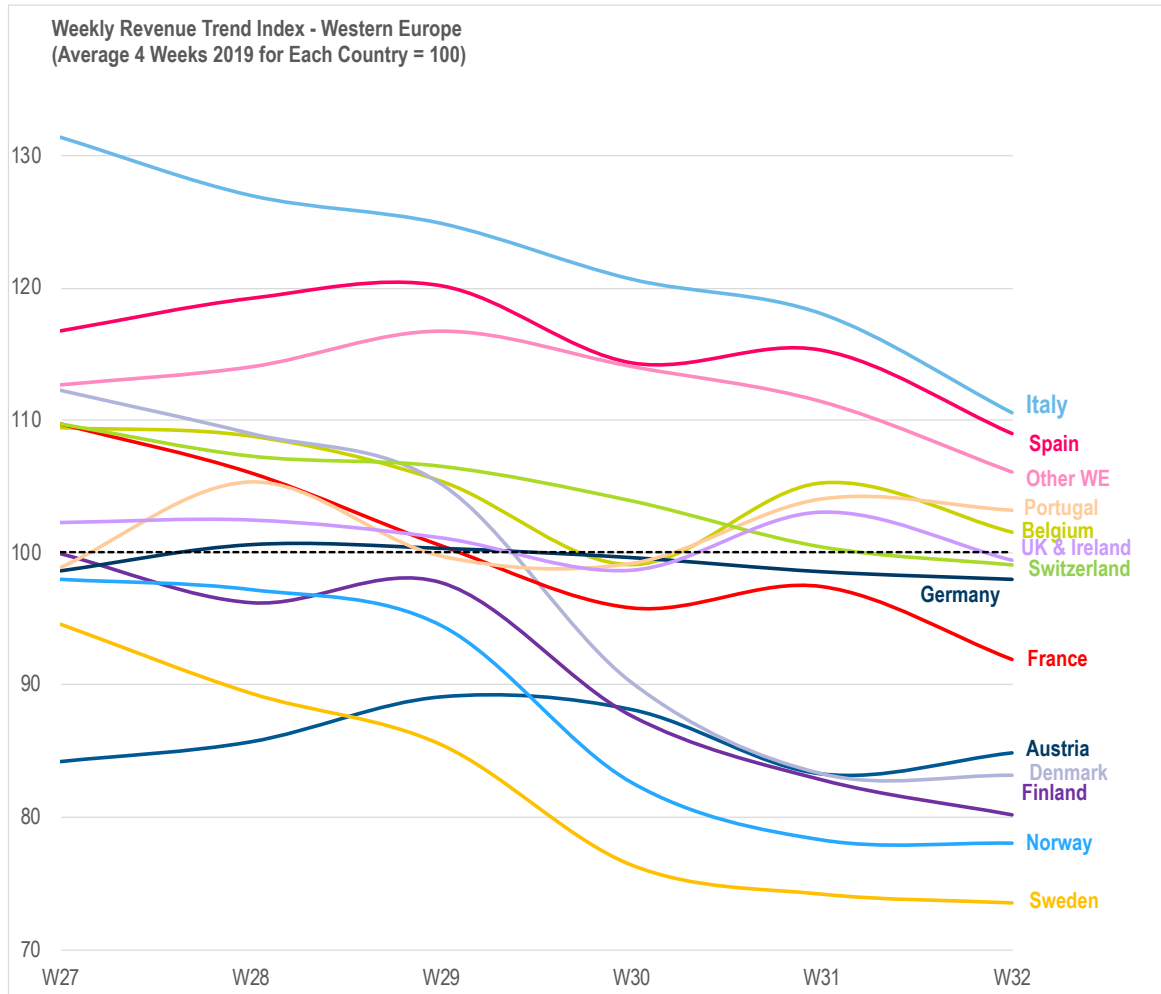
RESELLER METRICS

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

01

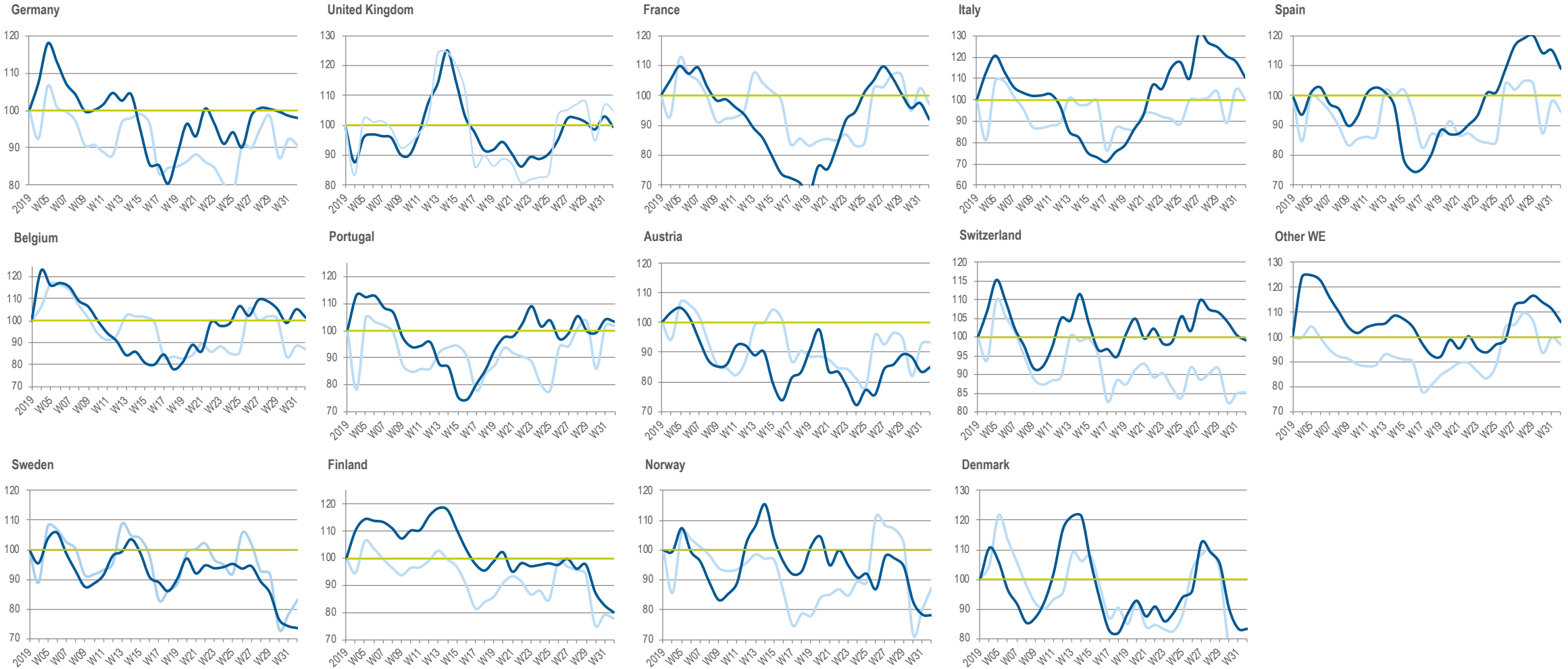
REVENUE INDEX

THE WEEKLY INDEX – SMALL DOWNTURN...



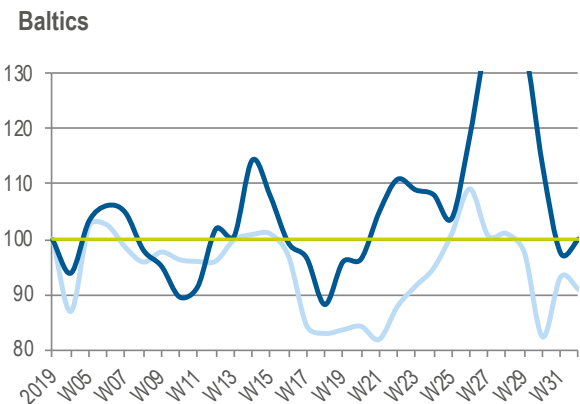
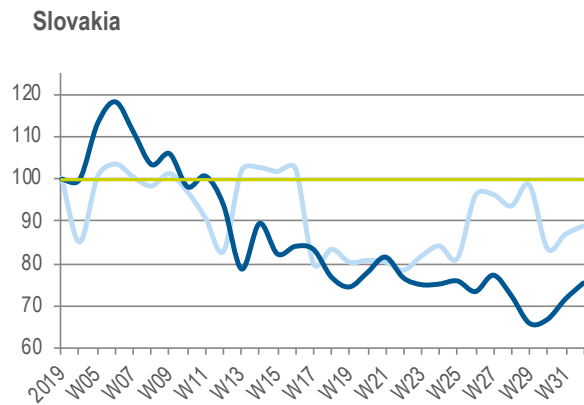
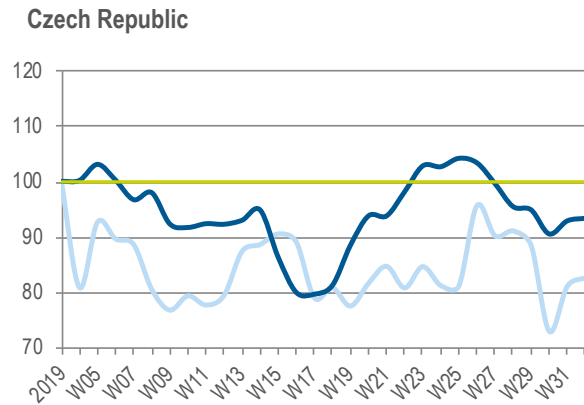
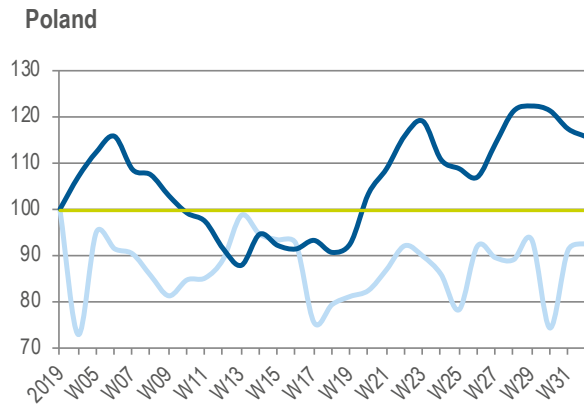
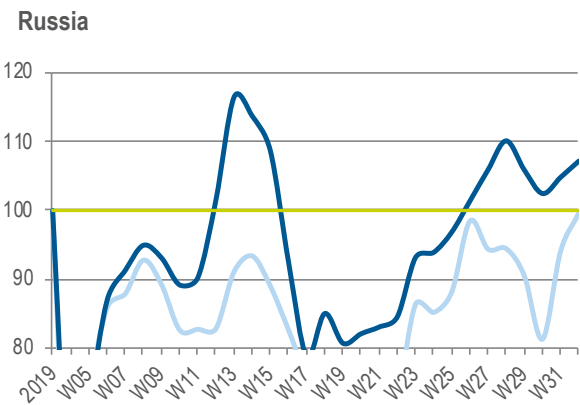
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

WE: GERMANY, ITALY, SPAIN & OTHERS TRACKING ABOVE PRIOR YEAR



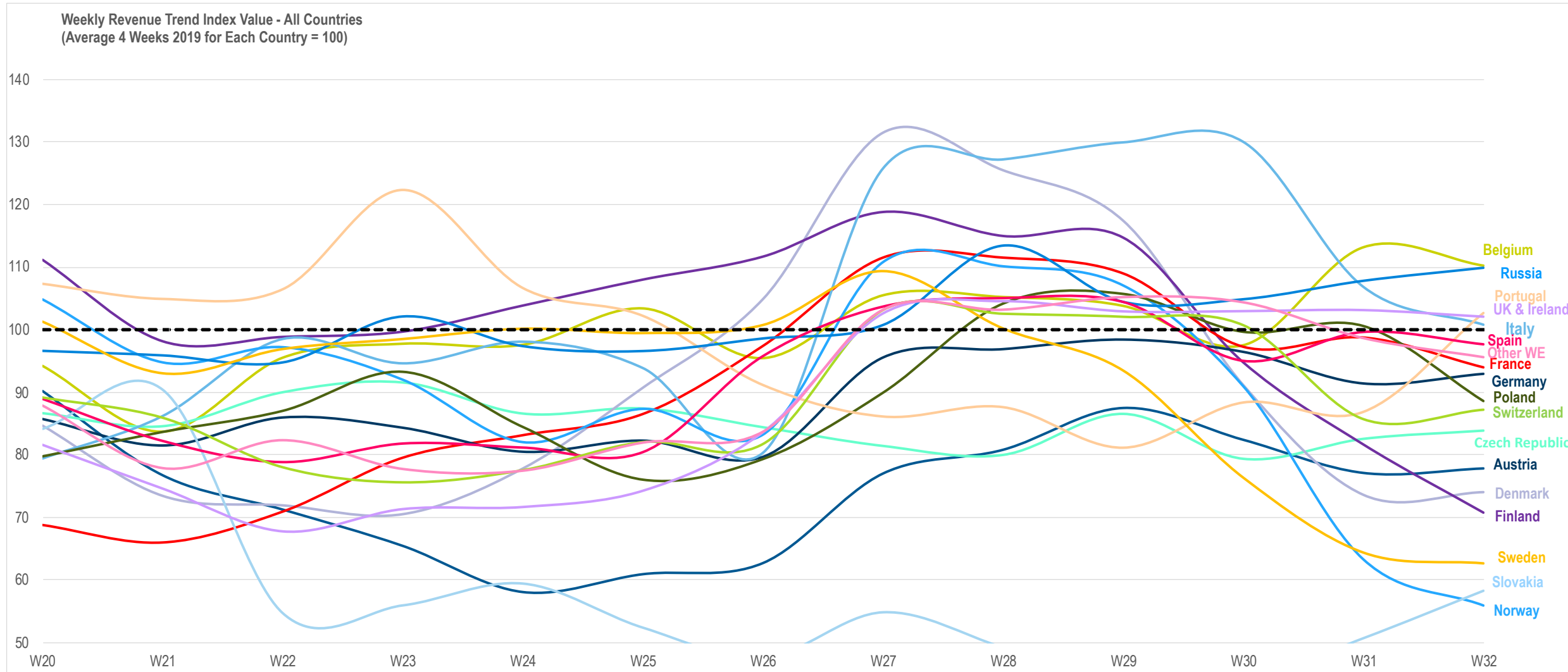
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

EE: RUSSIA PULLS UP



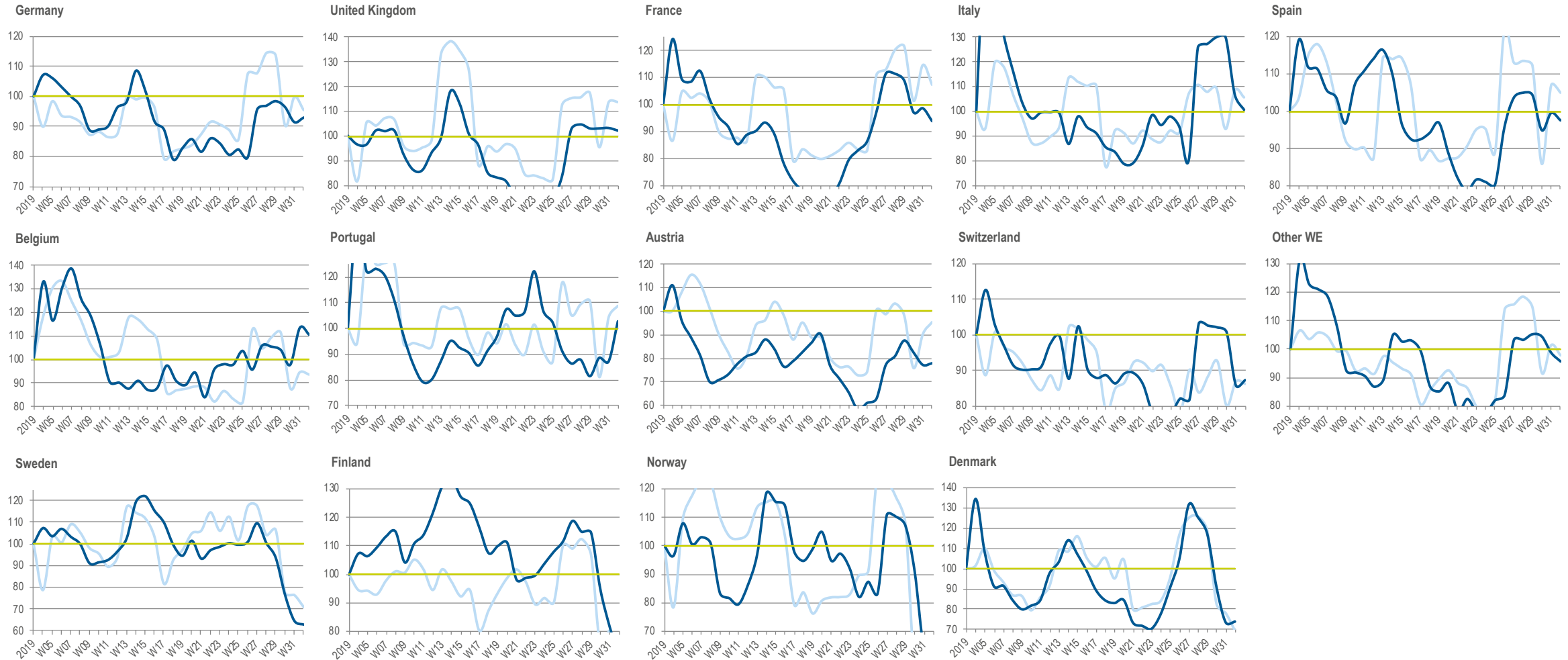
Distribution sales translated at fixed € exchange rate and includes: Russia, Poland, Baltics, Czech Republic and Slovakia

VALUE: CONTINUES TO BE A CHALLENGE



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

VALUE UNDERPERFORMING LAST YEAR ACTUALS AND THE BASE 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, Russia, Poland, Czech Republic, Slovakia, Baltics

Russia IT Industry Update

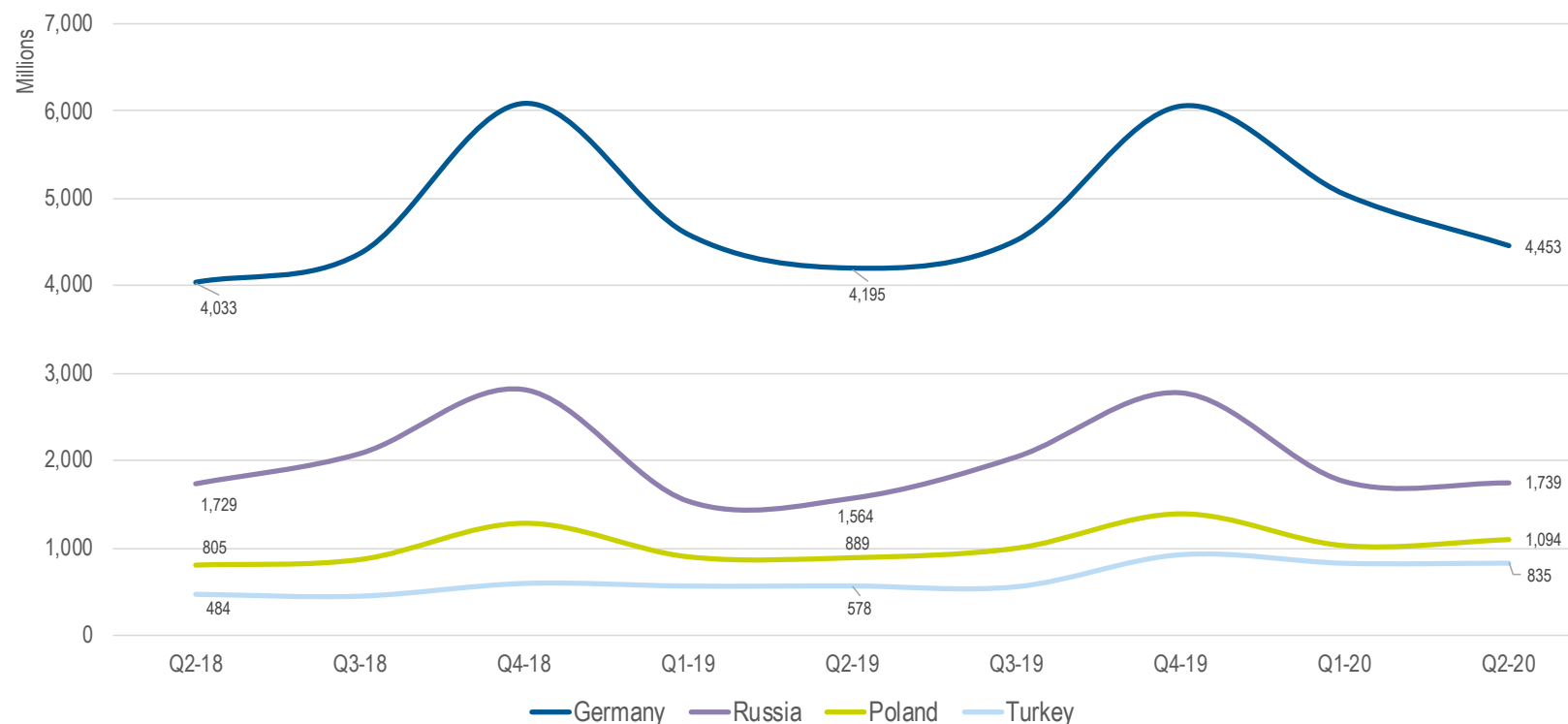
19th August 2020



RUSSIA OVERVIEW



Panel Revenue by Country - Germany, Russia, Poland and Turkey



Total panel growth in USD

Q1-2020: 14,6%

Q2-2020: 11,2%

Main drivers:

- Home education
- Home Office
- Smart Home
- E-transport
- Wrong forecasts on vendor side



Xiaomi
Huawei

Yandex Alisa

YOY GROWTH CATEGORIES – LEADERS Q2 2020

Washing Machines and Washer Dryers	4.354,1%
LED Lighting	2.346,5%
Servers (Unix)	717,2%
Hi-Fi Systems	675,9%
Televisions	620,8%
Smart Scales	463,3%
Vacuum Cleaners	355,8%
Microwaves	305,3%
Project Management Software	305,2%
E-Readers	213,8%
Integrated Systems	193,6%
Interactive Whiteboard	106,8%
Dishwashers	105,8%
Smartphone Protective Cases	105,5%
Digital Photo Frames	104,2%
DVD/VCR Combos	98,4%
Office Applications Software	96,5%
Desktop Thin Clients	92,4%
Smart Lighting and Electricals	87,1%

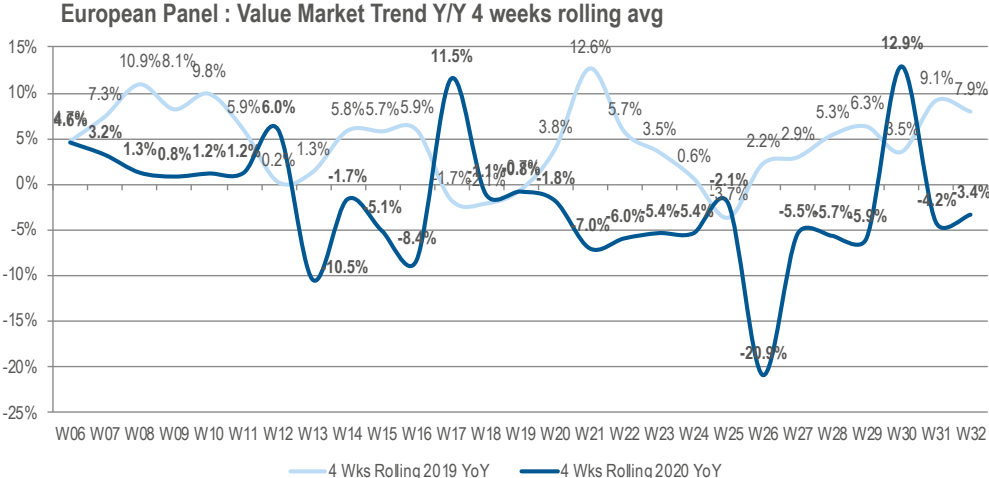
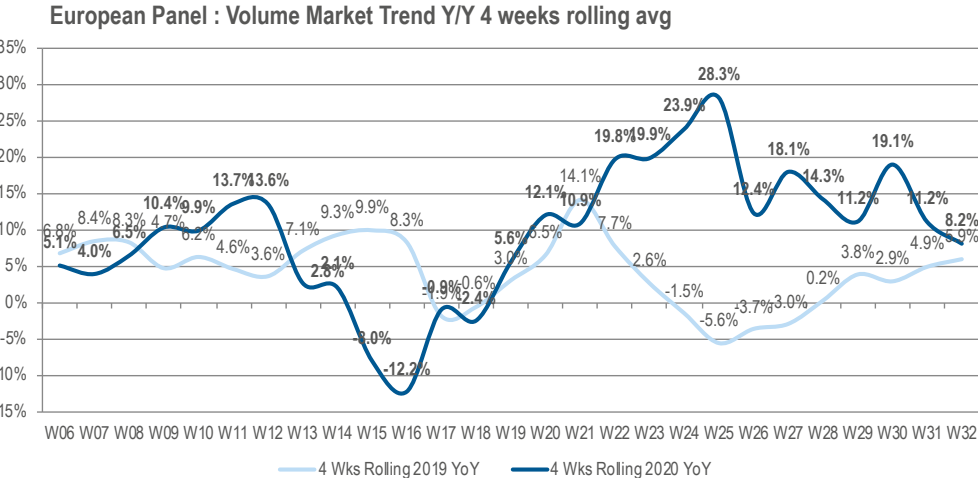
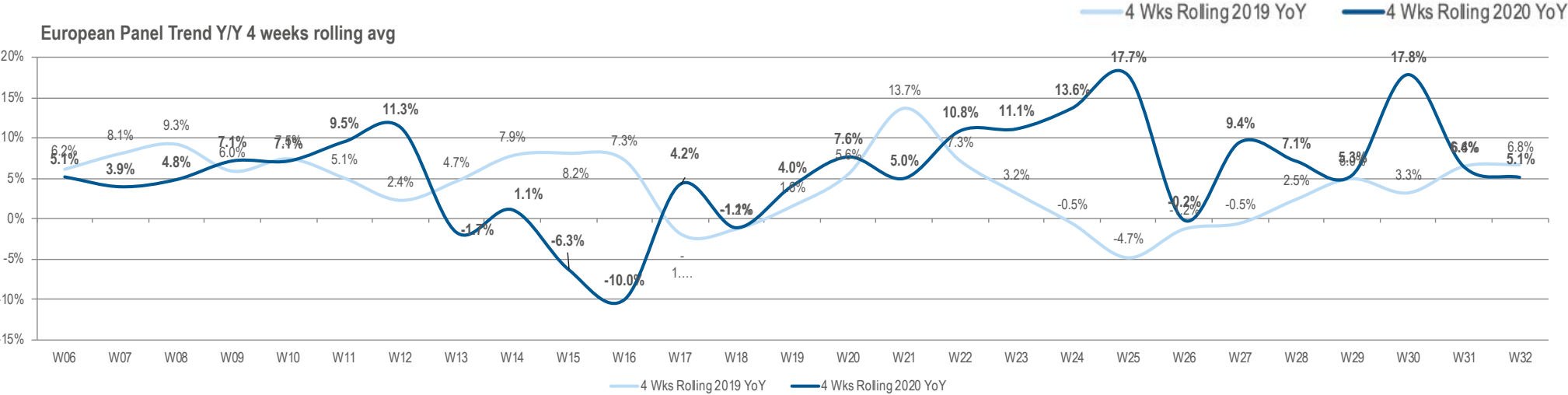
- Consumer part solid growth
- B2B side is less optimistic
- Exchange rate RUB is falling which means higher prices
- High insecurity in terms of COVID



02

REVENUE GROWTH/DECLINE

ALL COUNTRIES WEEK 32: SUSTAINED GROWTH

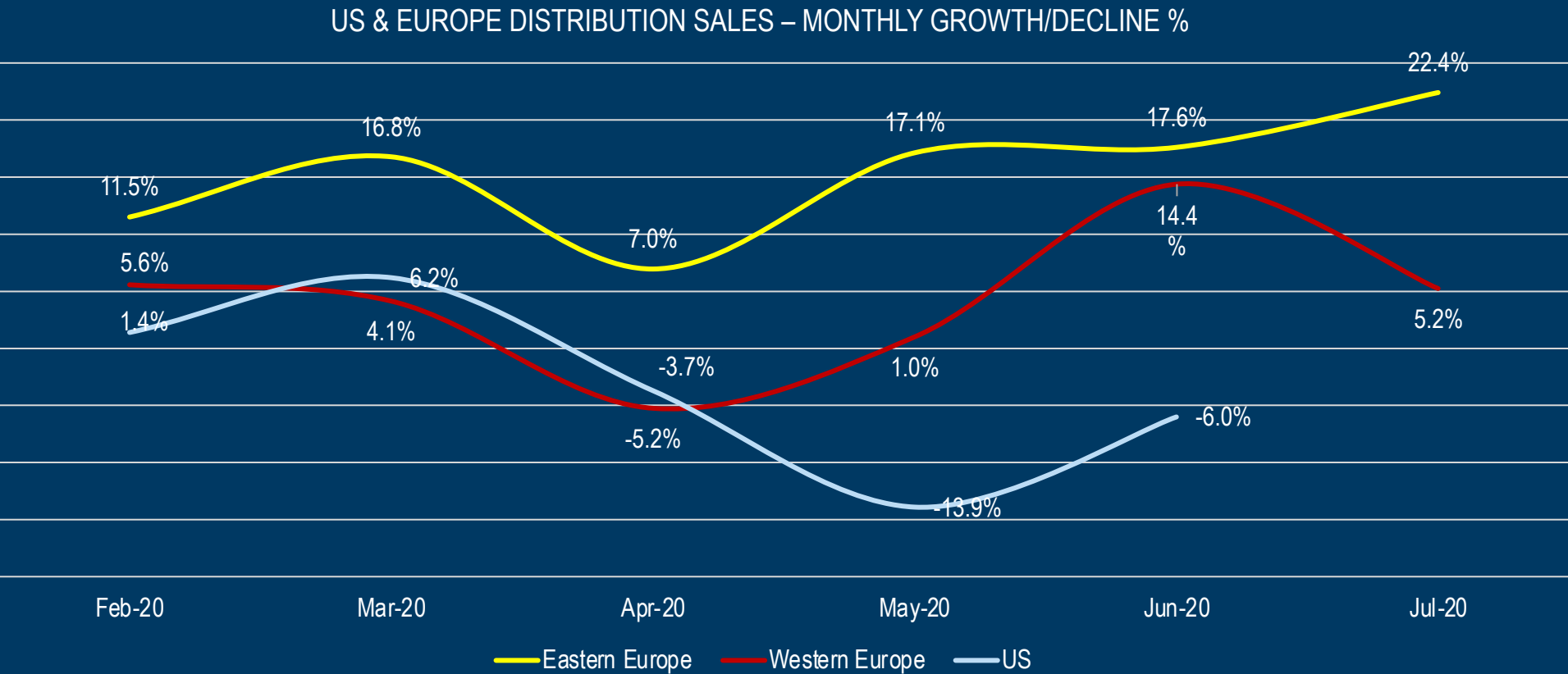


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

US STARTS TO RECOVER FROM LOWPOINT IN MAY

Global Distribution Update – Covid-19 Weekly Report

Total Distribution Trends US and Europe



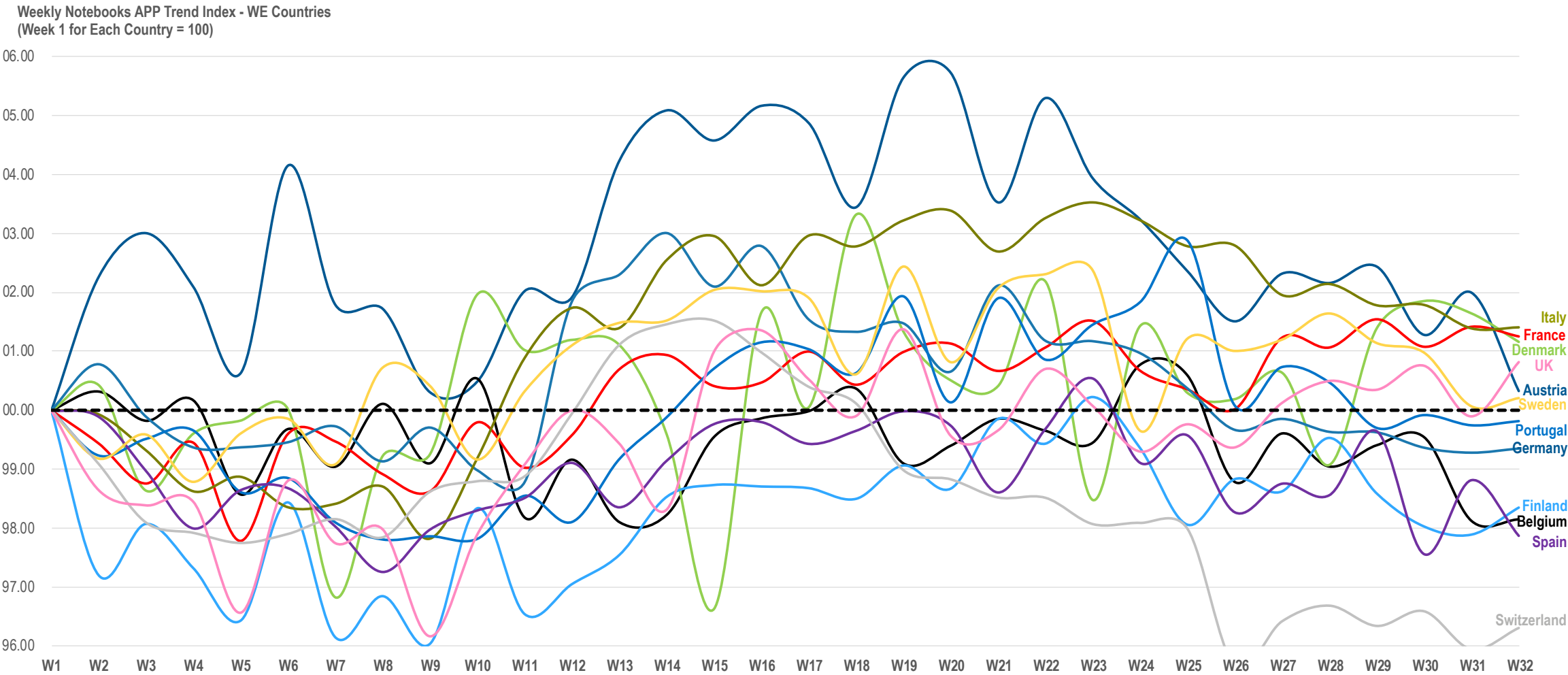
Distribution sales, Monthly revenues based on \$ (US) and € fixed rate (Europe)

03

PRODUCT PRICE INDICES

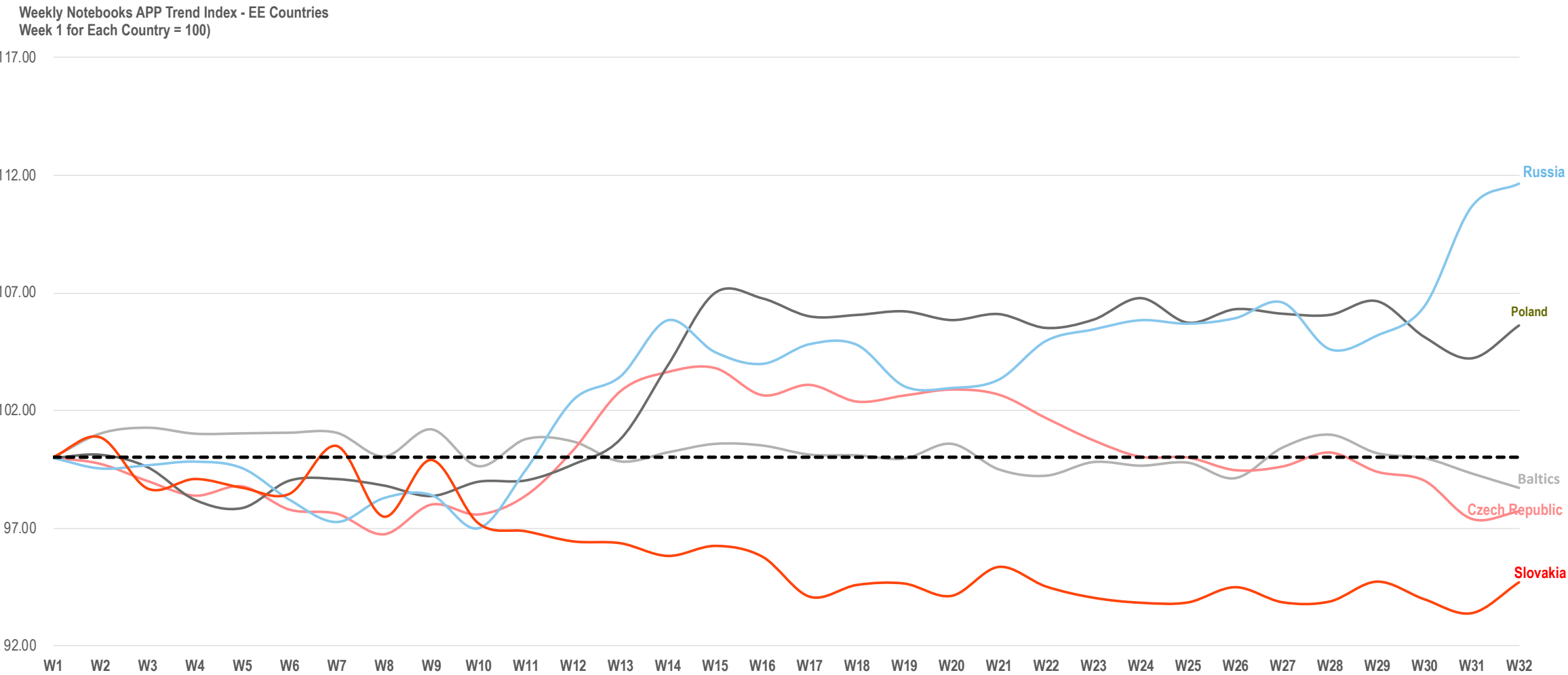
Average purchase price indices for selected categories

WE: NOTEBOOKS APP SHOWS DIFFERENT PROFILES



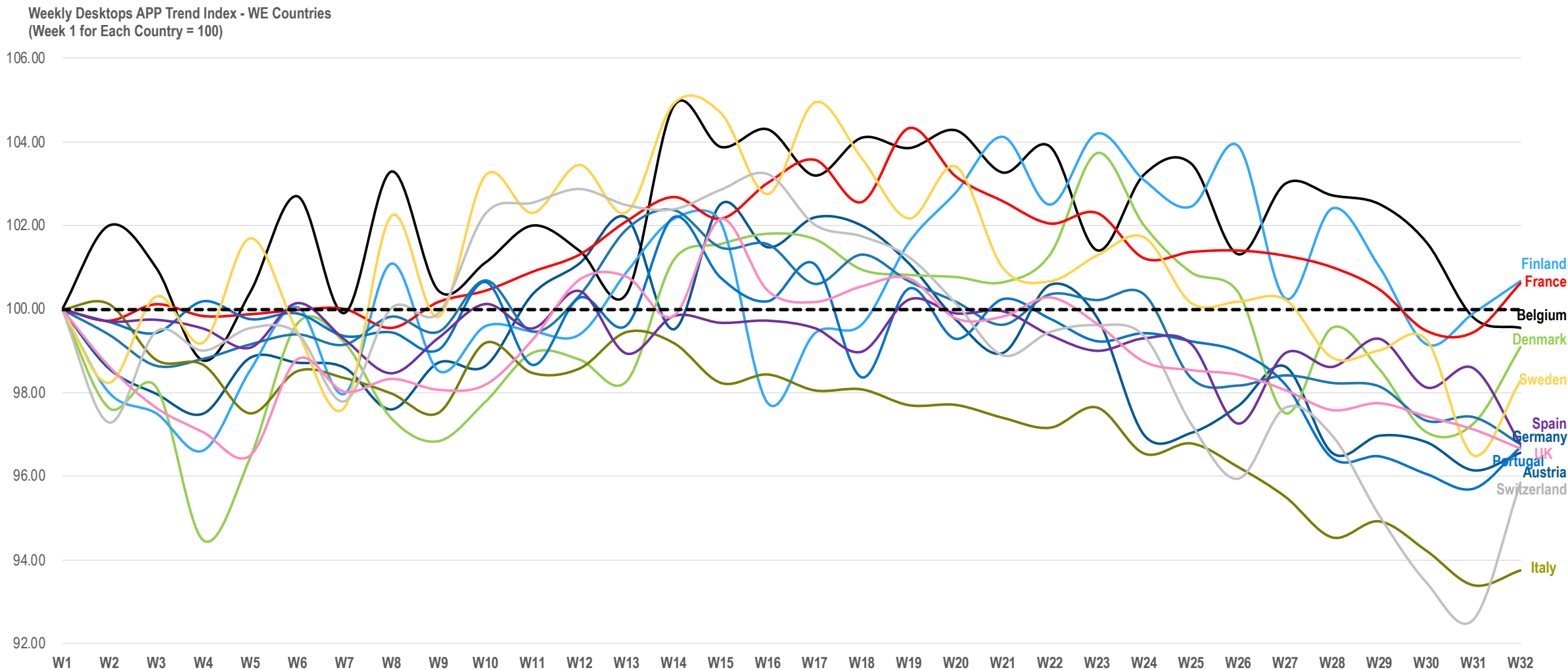
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

EE: NOTEBOOKS APP STRONG LEVELS IN POLAND AND RUSSIA



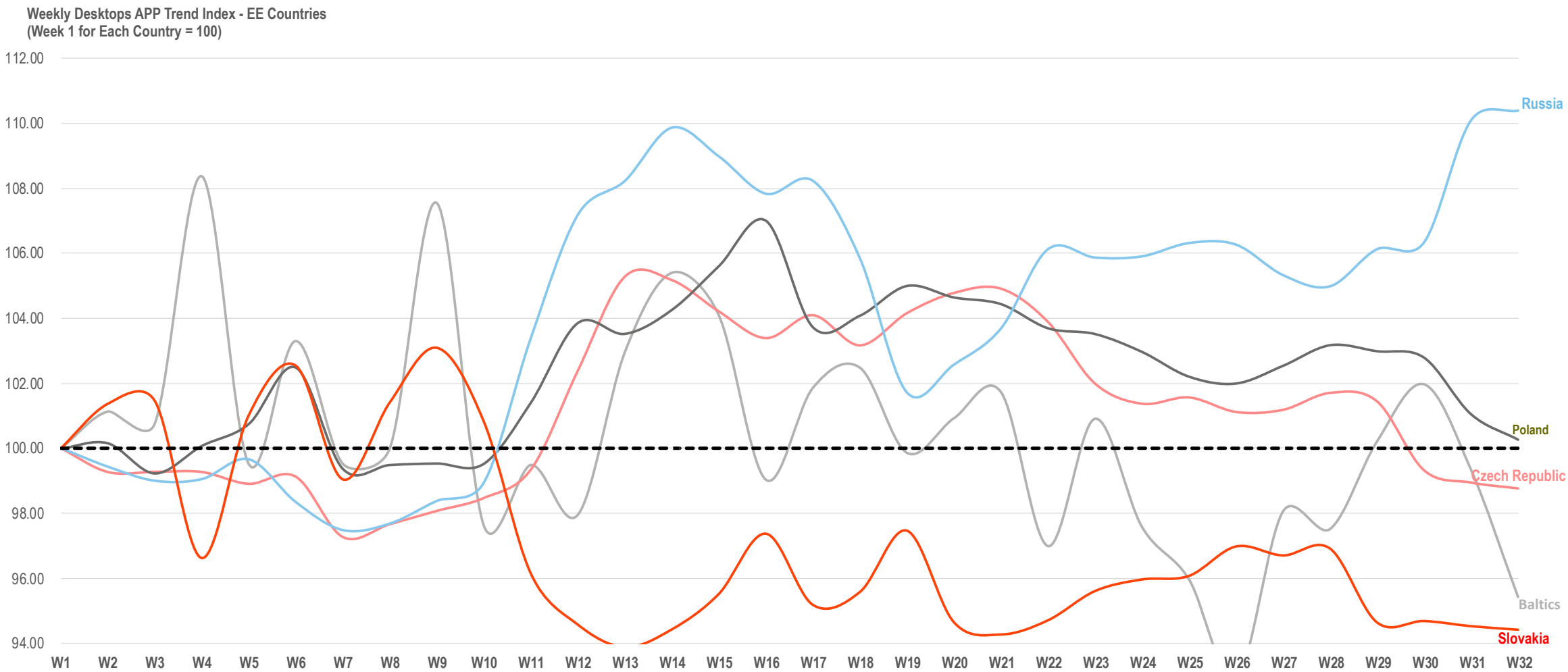
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

WE: DESKTOPS APP IN FREEFALL IN SOME COUNTRIES



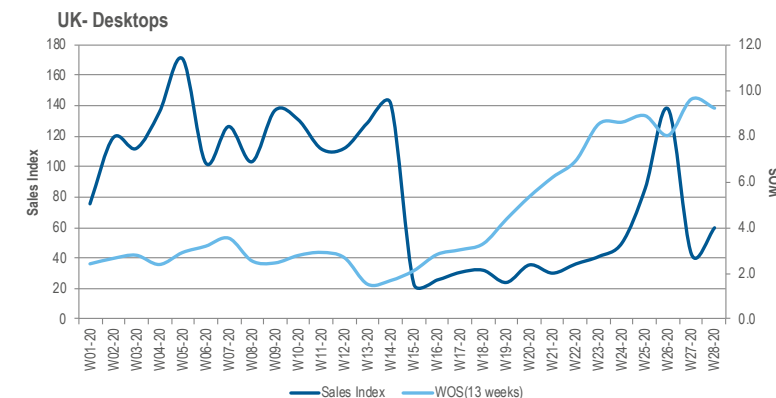
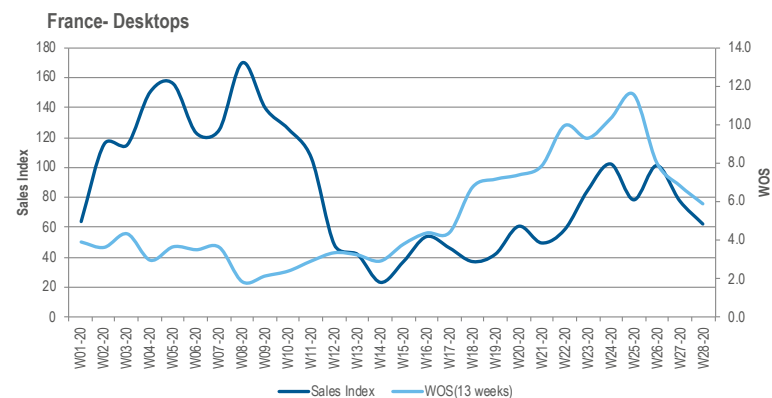
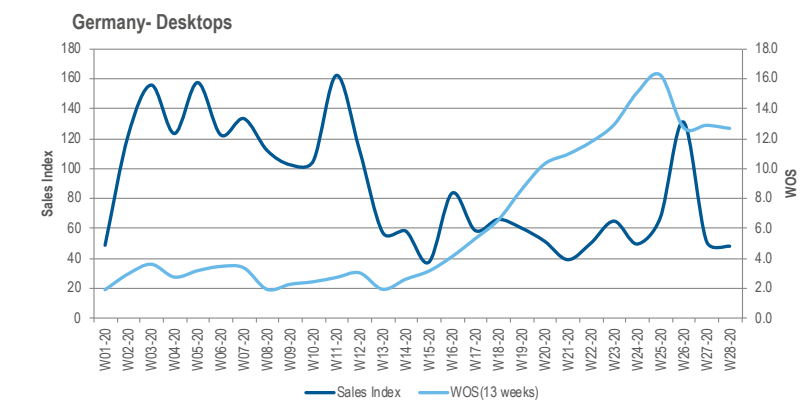
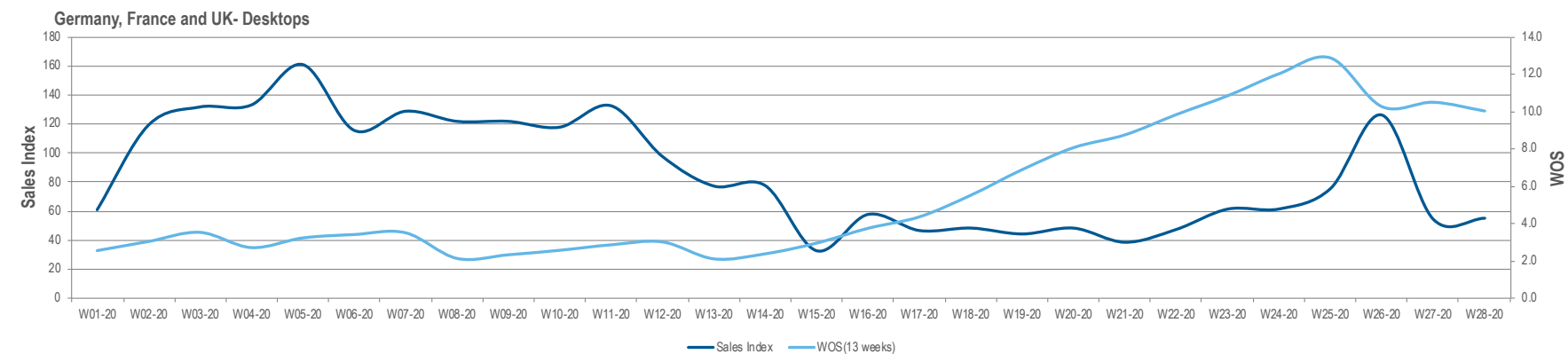
Distribution sell through price of desktop products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

EE: DESKTOPS APP RUSSIA BUCKS THE TREND



Distribution sell through price of desktop products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

WE: DESKTOP INVENTORY BUILDS TO PEAK IN WEEK 25, THEN STARTS TO REDUCE

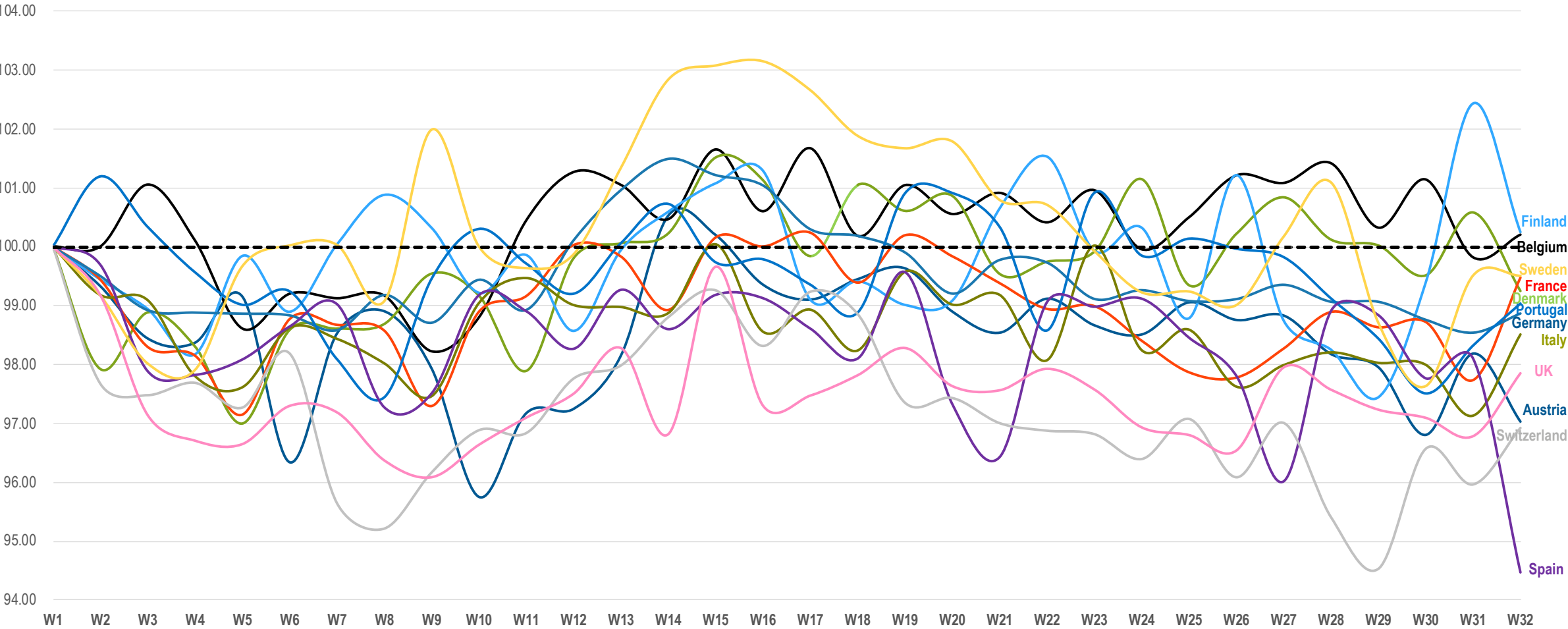


Sales index compared to inventory levels on selected vendors

WE: MONITORS APP TENDS TO BE BELOW BASE 100

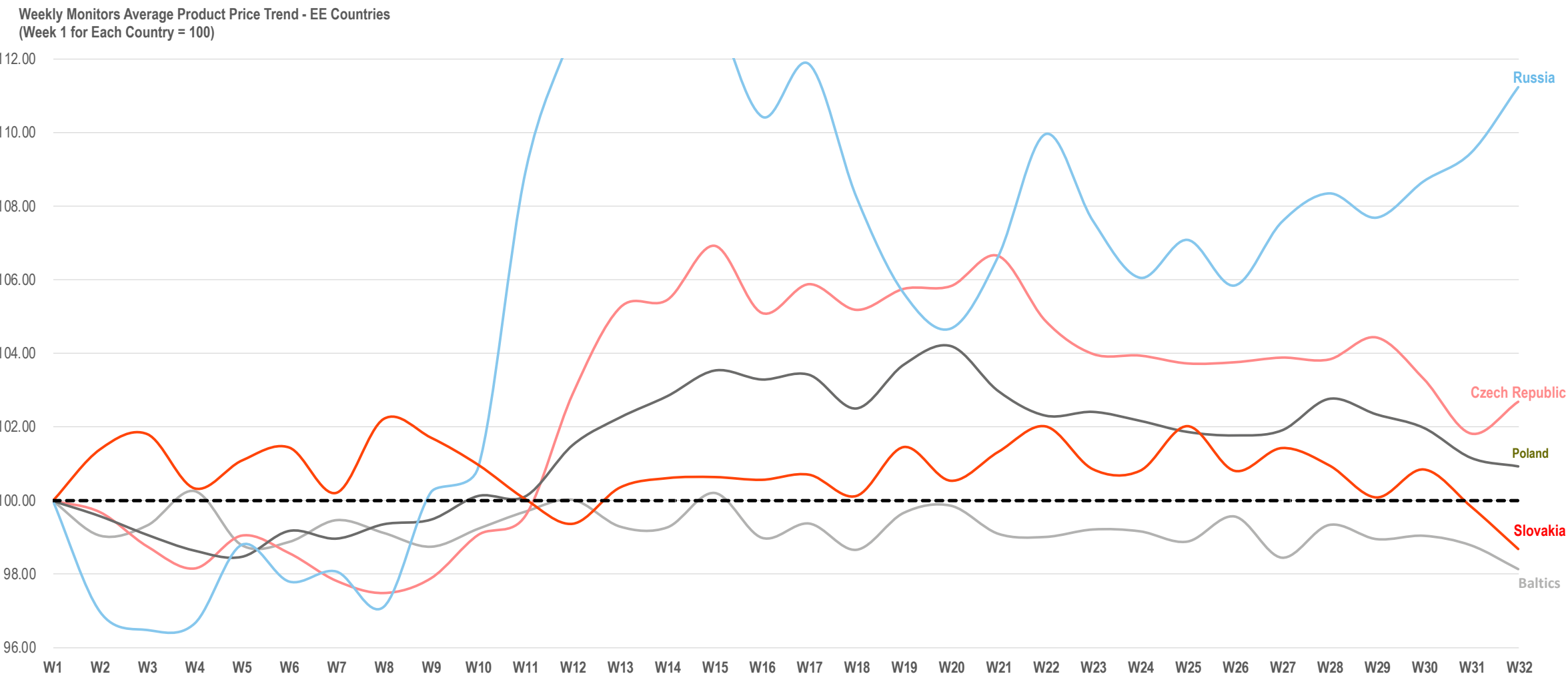


Weekly Monitors Average Product Price Trend - WE Countries
(Week 1 for Each Country = 100)



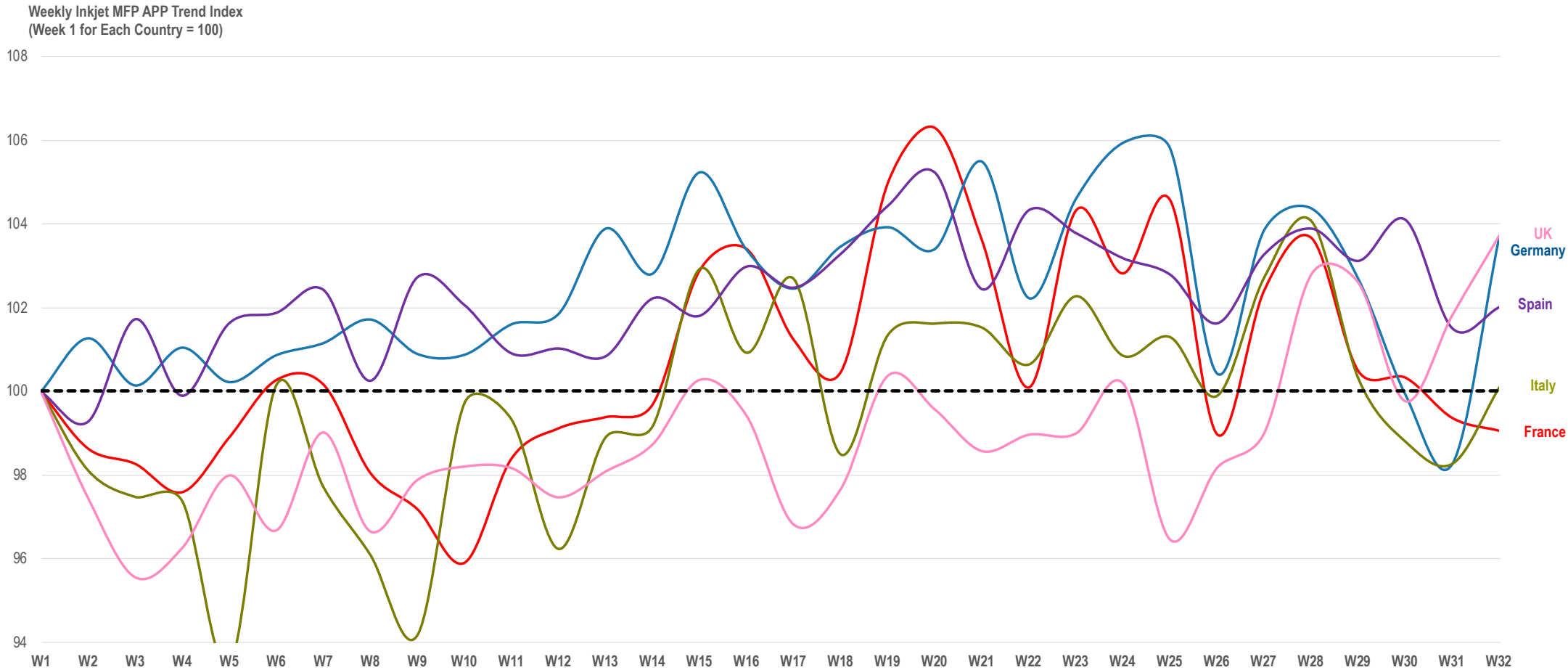
Distribution sell through price of monitor products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

EE: MONITORS APP RUSSIA ONCE AGAIN IS AN OUTLIER



Distribution sell through price of monitor products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

TOP 5: MFP INKJET PRINTERS APP FAST MOVING



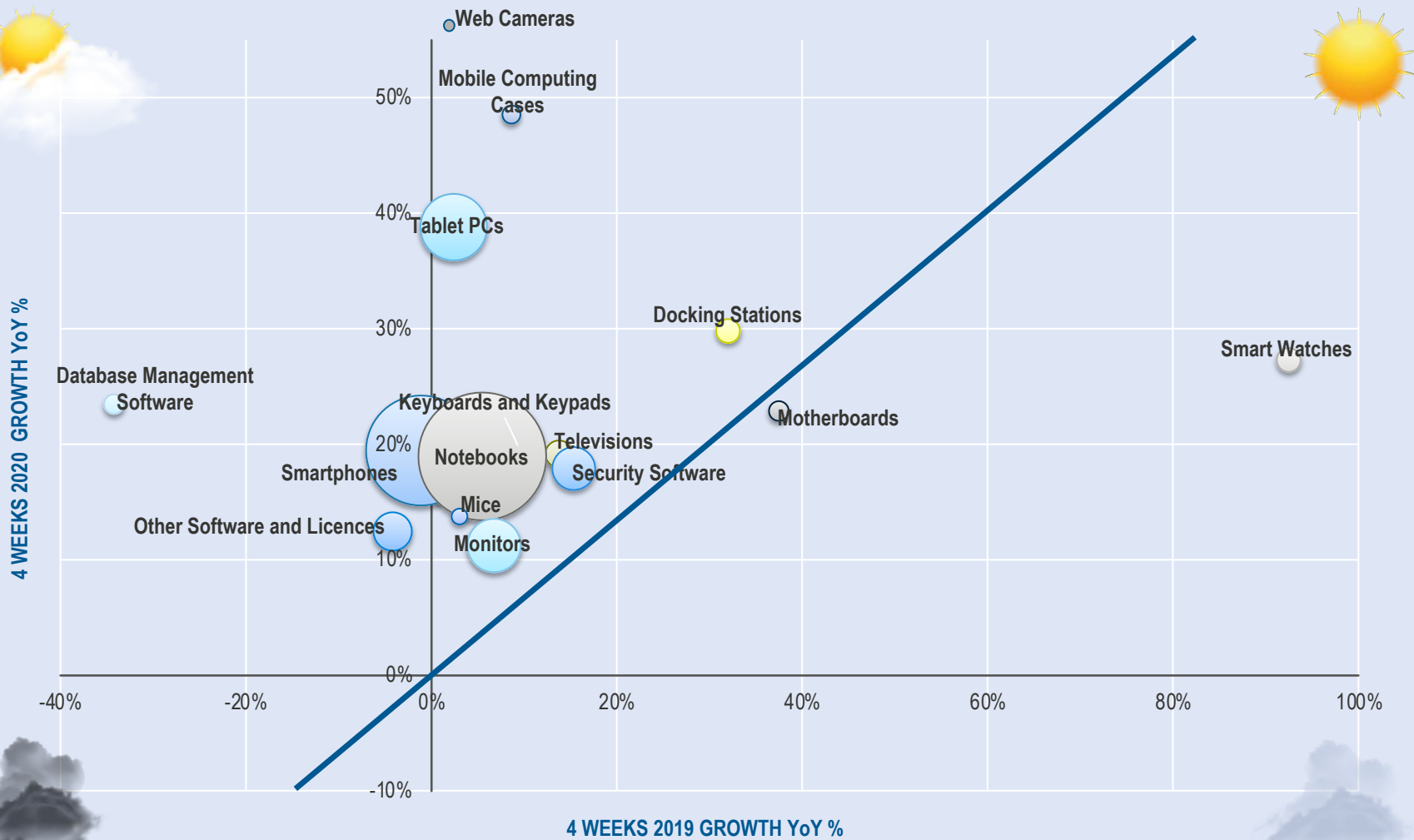
60:20:20 HP, Canon, Epson
Between 64% and 78% (average 72%) going through retail channels

Distribution sell through price of inkjet MFP products by part number, translated at fixed € exchange rate, each product indexed to the start of the year

SECTOR/CATEGORY WEATHER MAPS

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 32 (09/08/20) vs same period 2019



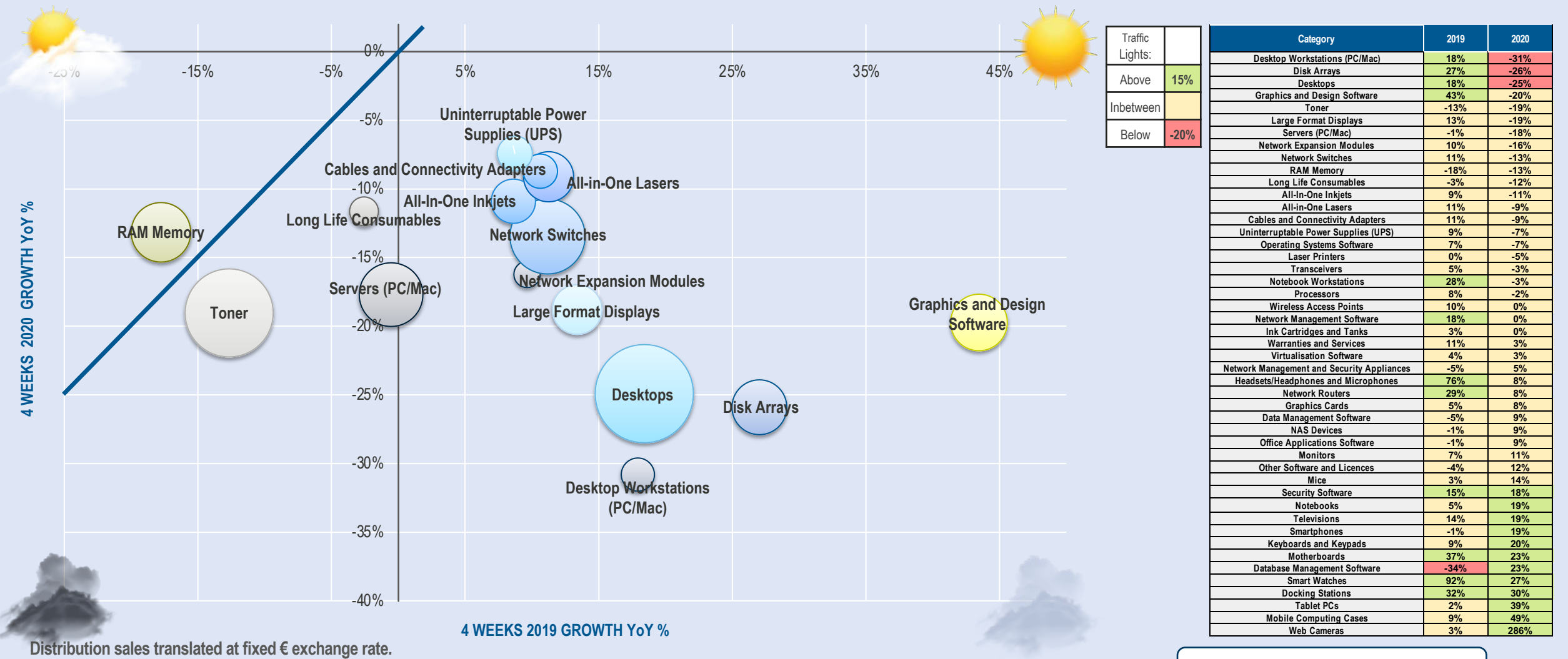
Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	3%	286%
Mobile Computing Cases	9%	49%
Tablet PCs	2%	39%
Docking Stations	32%	30%
Smart Watches	92%	27%
Database Management Software	-34%	23%
Motherboards	37%	23%
Keyboards and Keypads	9%	20%
Smartphones	-1%	19%
Televisions	14%	19%
Notebooks	5%	19%
Security Software	15%	18%
Mice	3%	14%
Other Software and Licences	-4%	12%
Monitors	7%	11%
Office Applications Software	-1%	9%
NAS Devices	-1%	9%
Data Management Software	-5%	9%
Graphics Cards	5%	8%
Network Routers	29%	8%
Headsets/Headphones and Microphones	76%	8%
Network Management and Security Appliances	-5%	5%
Virtualisation Software	4%	3%
Warranties and Services	11%	3%
Ink Cartridges and Tanks	3%	0%
Network Management Software	18%	0%
Wireless Access Points	10%	0%
Processors	8%	-2%
Notebook Workstations	28%	-3%
Transceivers	5%	-3%
Laser Printers	0%	-5%
Operating Systems Software	7%	-7%
Uninterruptable Power Supplies (UPS)	9%	-7%
Cables and Connectivity Adapters	11%	-9%
All-in-One Lasers	11%	-9%
All-in-One Inkjets	9%	-11%
Long Life Consumables	-3%	-12%
RAM Memory	-18%	-13%
Network Switches	11%	-13%
Network Expansion Modules	10%	-16%
Servers (PC/Mac)	-1%	-18%
Large Format Displays	13%	-19%
Toner	-13%	-19%
Graphics and Design Software	43%	-20%
Desktops	18%	-25%
Disk Arrays	27%	-26%
Desktop Workstations (PC/Mac)	18%	-31%

Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 32 (09/08/20) vs same period 2019



CONTEXT Weekly IT Industry Forum

PC's Update

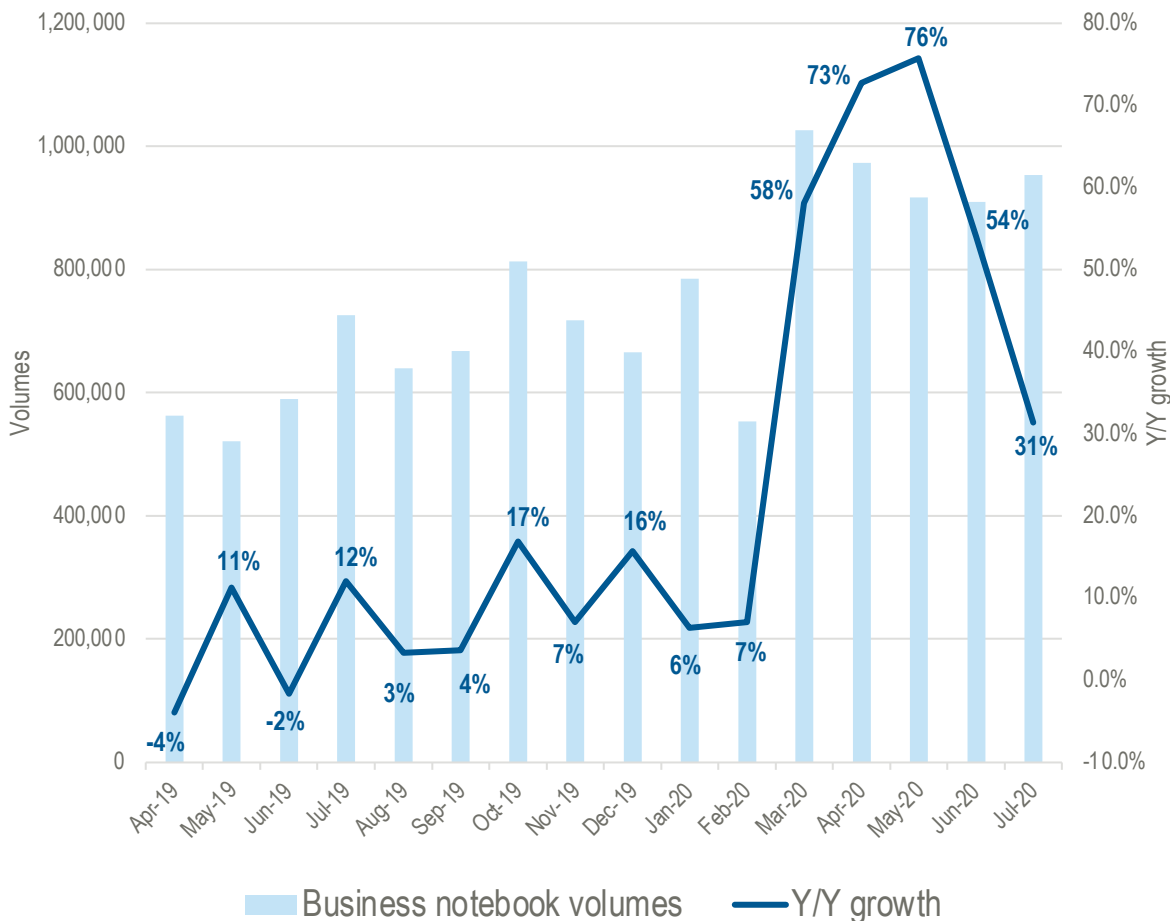
19th August, 2020



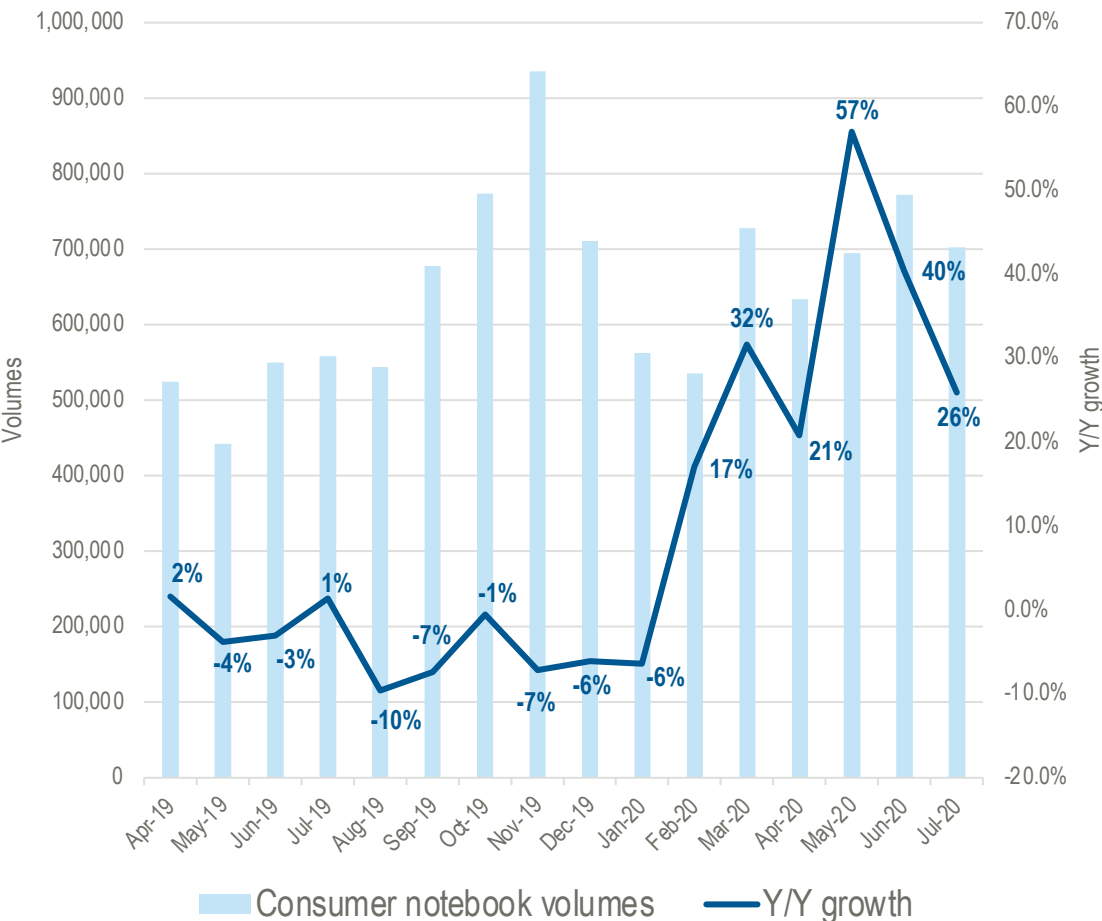
PCS IN JULY 2020: NOTEBOOKS STILL IN HIGH DEMAND, DESPITE SLOWDOWN ...



Business NB volumes and Y/Y growth, W-E



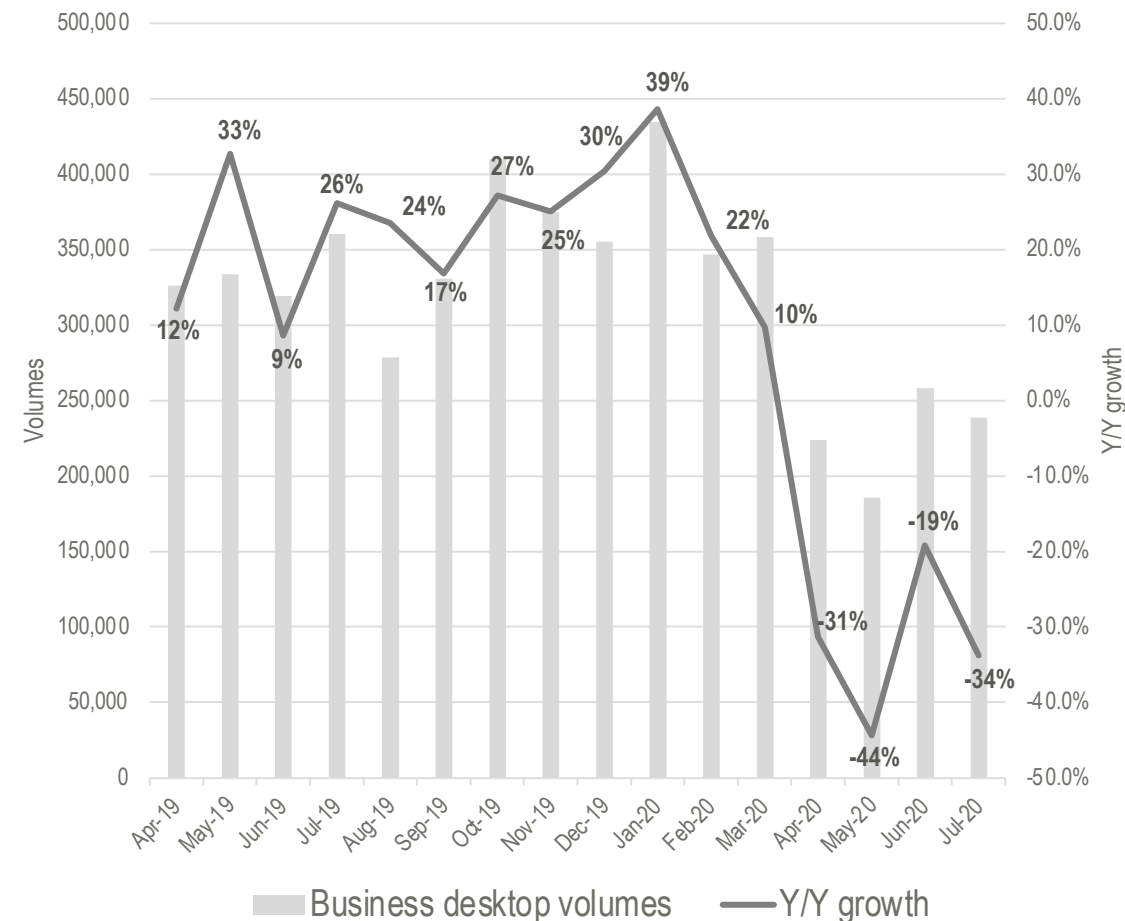
Consumer NB volumes and Y/Y growth, W-E



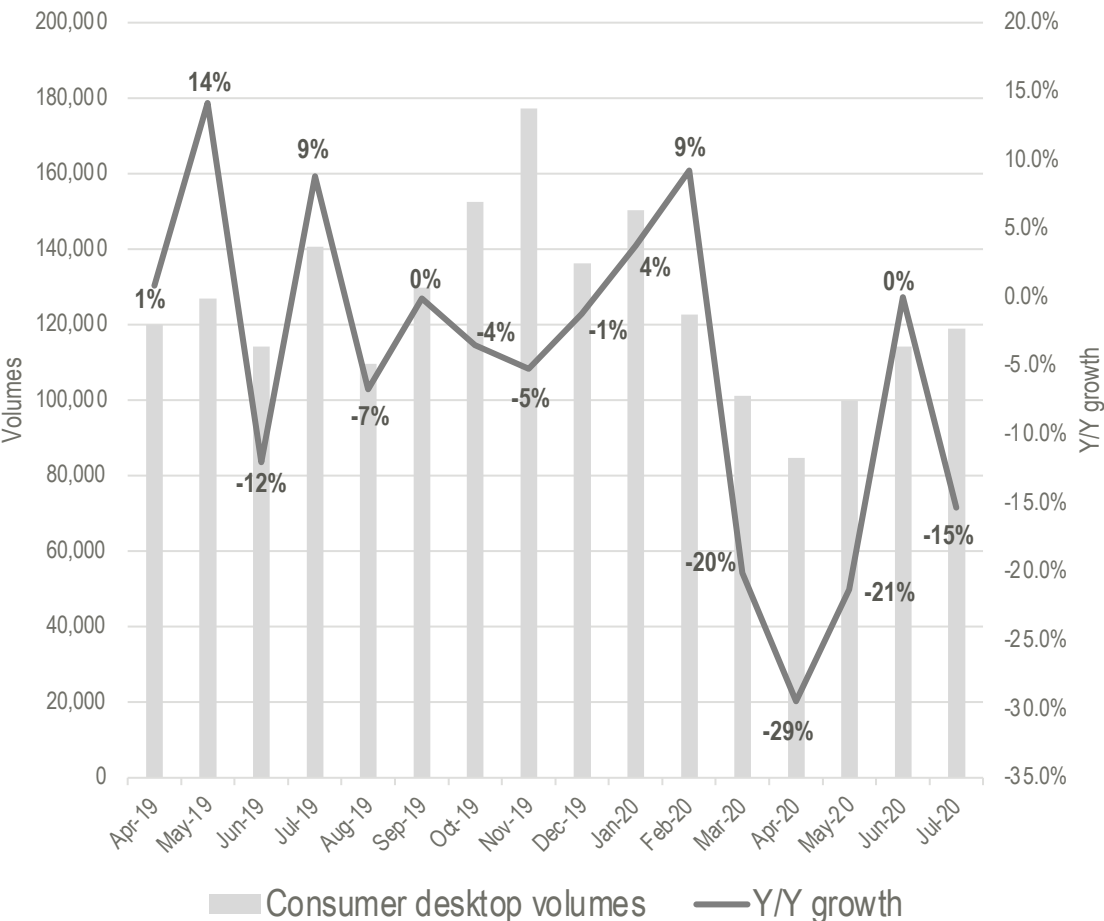
... WHILE DESKTOPS CONTINUE TO DROP



Business DT volumes and Y/Y growth, W-E



Consumer DT volumes and Y/Y growth, W-E



04

CHANNEL HEALTH

DISTRIBUTION CONTINUES TO BE DRIVEN BY RETAIL CHANNELS

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

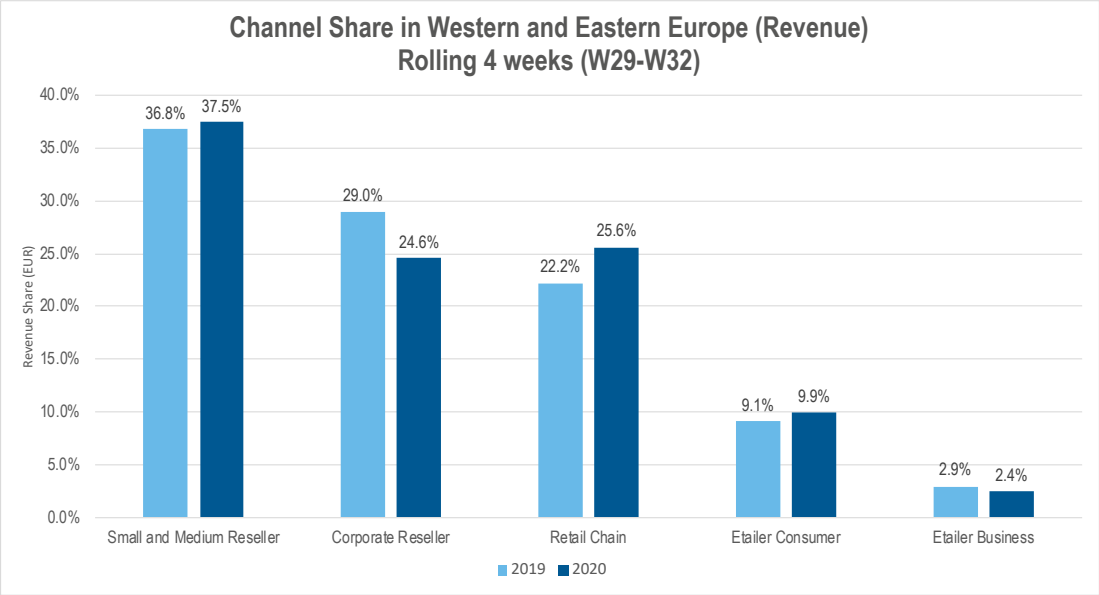
Week 32		
CHANNEL TREND		
WE	EE	Total
-12%	-5%	-11%
5%	20%	7%
-12%	-18%	-13%
17%	2%	15%
22%	17%	21%

Week 31		
CHANNEL TREND		
WE	EE	Total
-13%	-7%	-13%
4%	1%	3%
-9%	-24%	-9%
22%	-10%	17%
28%	32%	29%

Week 30		
CHANNEL TREND		
WE	EE	Total
3%	0%	3%
10%	10%	10%
-5%	-22%	-6%
19%	9%	18%
35%	62%	40%

Week 29		
CHANNEL TREND		
WE	EE	Total
-13%	-19%	-14%
2%	0%	1%
-9%	-28%	-10%
18%	14%	17%
21%	46%	26%

Week 29



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.

Above	15%
Inbetween	
Below	-20%

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

SMR RECOVERING SLOWLY IN THE UK

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE
Business Channels	Corporate Reseller	-5%	-11%	-7%	-22%	-17%	-7%	3%	-28%	-37%	-33%	-14%	-20%	-16%	3%
	Small and Medium Reseller	-1%	-9%	16%	7%	23%	10%	20%	-4%	20%	15%	32%	-1%	-29%	5%
	Etailer Business	-6%	11%	-15%	-14%	-19%	-15%	-19%	-39%	-46%	-35%	-10%	-32%	-9%	-28%
Retail Channels	Etailer Consumer	33%	23%	11%	-32%	36%	27%	42%	1%	-85%	36%	45%	-24%	-17%	15%
	Retail Chain	33%	1%	17%	10%	33%	50%	38%	7%	33%	-1%	31%	33%	44%	27%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	2%	-29%	13%	-39%	-53%
	Small and Medium Reseller	29%	13%	-3%	54%	-15%
	Etailer Business	-25%	20%	-18%	-45%	21%
Retail Channels	Etailer Consumer	-16%	56%	14%	-15%	-18%
	Retail Chain	-9%	45%	35%	52%	10%

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019**

Created For: **CONTEXT**
Version: **V15**

Date Published: **18 August 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
2 Burston Road
London SW15 6AR, UK
+44 (0)20 8394 7700
www.contextworld.com

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

- Cover
- Contents
- Index Total Market
- Index Total Market WE
- Index Total Market EE
- Index Thumbnail WE
- Index Thumbnail EE
- Index Business Channel
- Index Consumer Channel
- Index Volume Market
- Index Vol Market WE Thumbnails
- Index Vol Market EE Thumbnails
- Index Value Market
- Index Val Market WE Thumbnails
- Index Val Market EE Thumbnails
- Weekly %YoY Trend
- Weekly %YoY WE
- Weekly %YoY EE
- Weekly %YoY Trend WE Thumbnails

CONTEXT Covid-19 Weekly Report

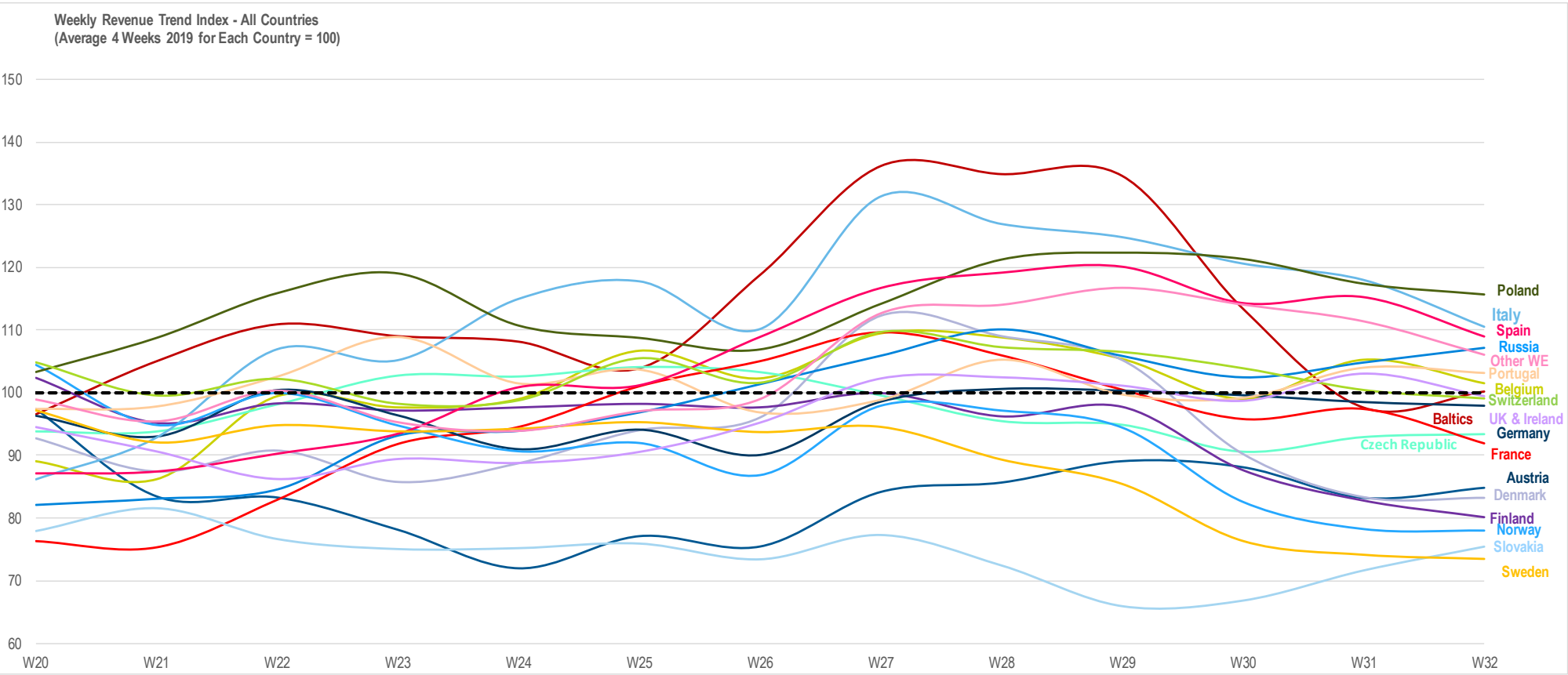
Index Total Market

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

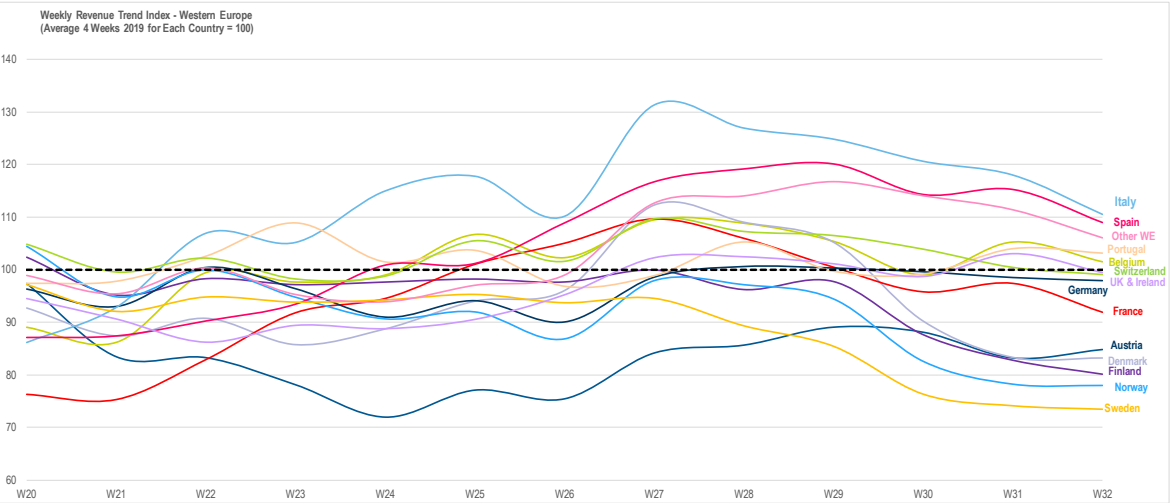
Index Total Market

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

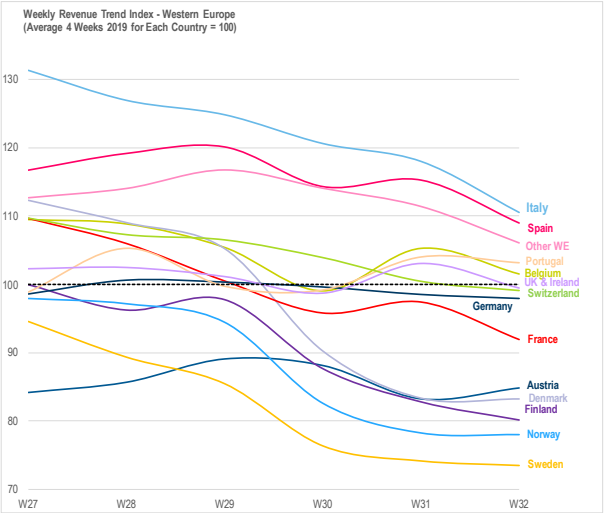


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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

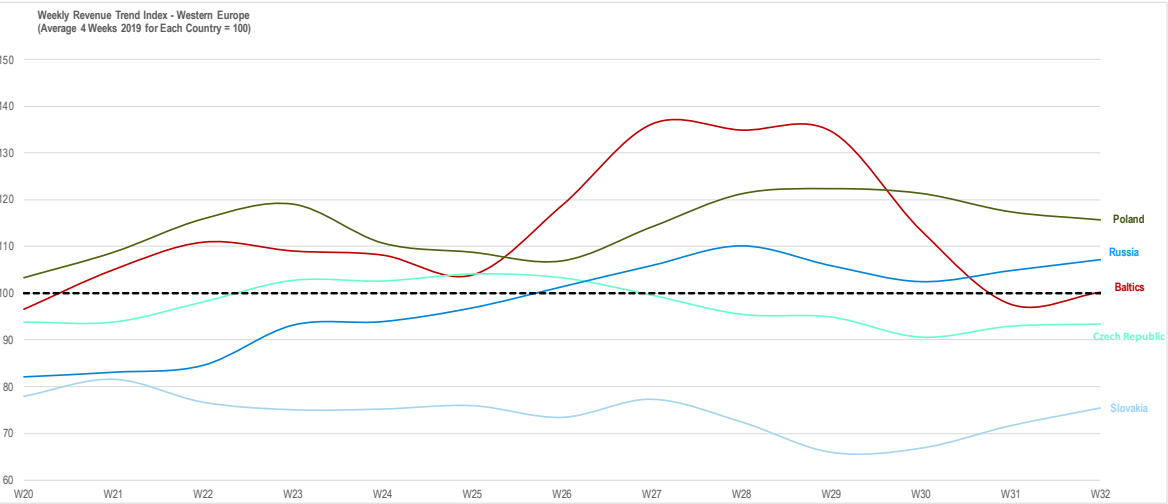


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland & Norway.

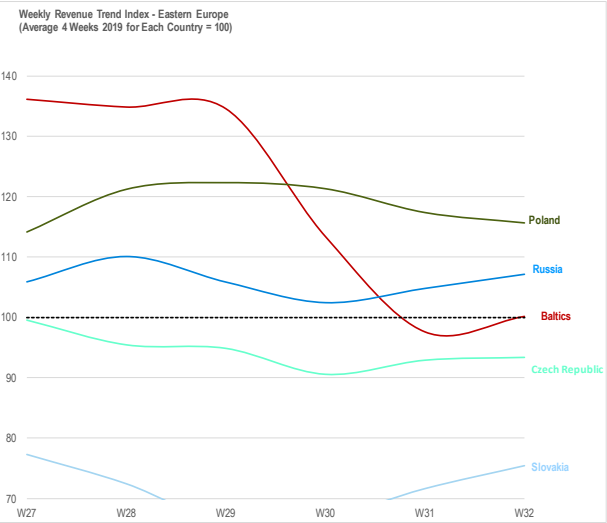


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland & Norway.

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



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



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

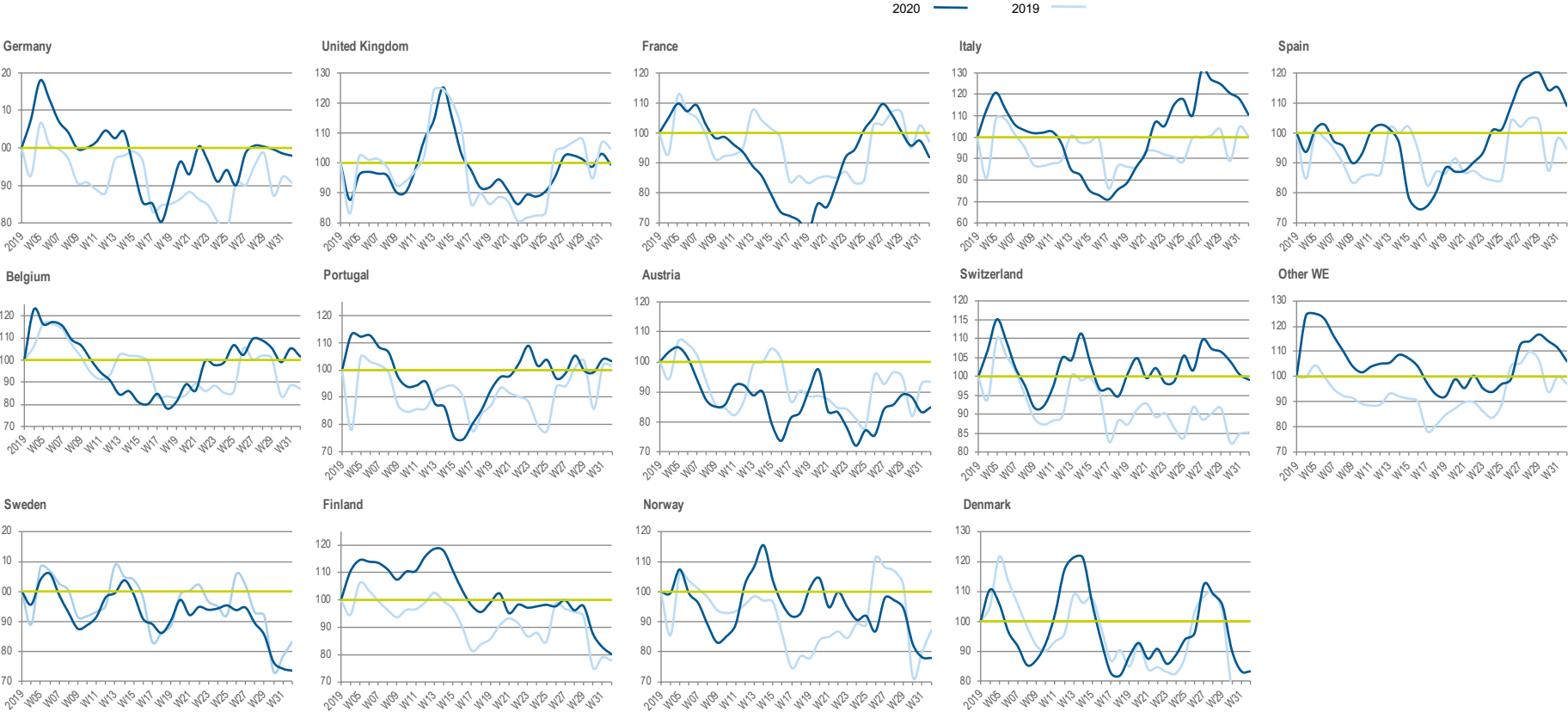
CONTEXT Covid-19 Weekly Report

Index Thumbnail WE
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Index Revenue Trend - Western Europe

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



CONTEXT Covid-19 Weekly Report

Index Thumbnail EE

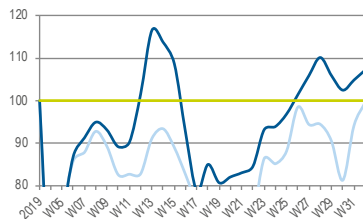
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

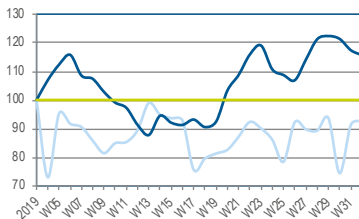
Index Revenue Trend - Eastern Europe

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

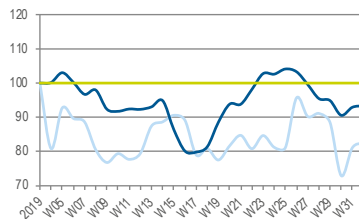
Russia



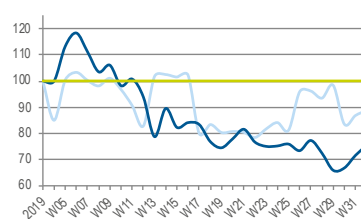
Poland



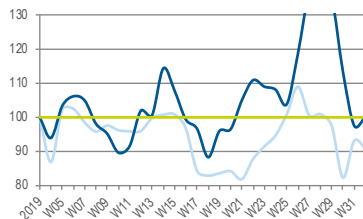
Czech Republic



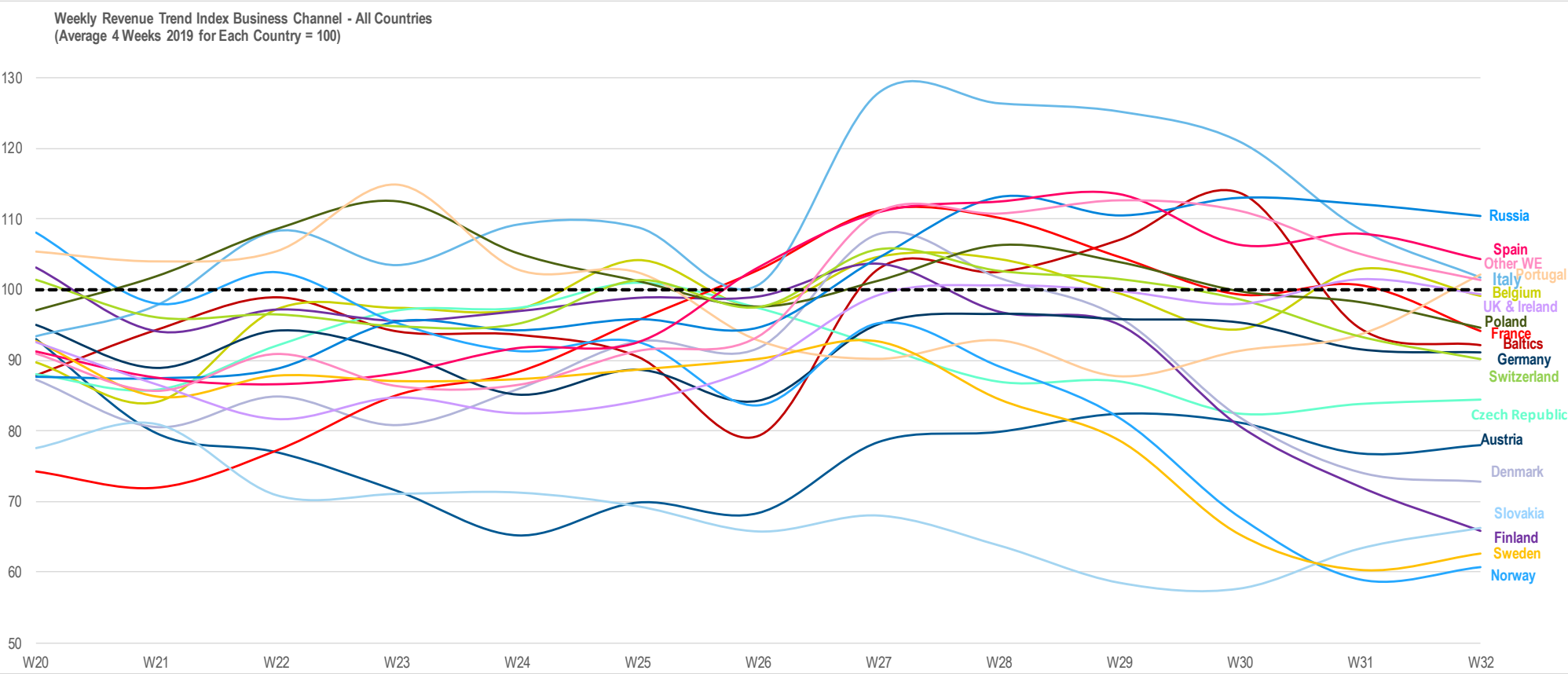
Slovakia



Baltics



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

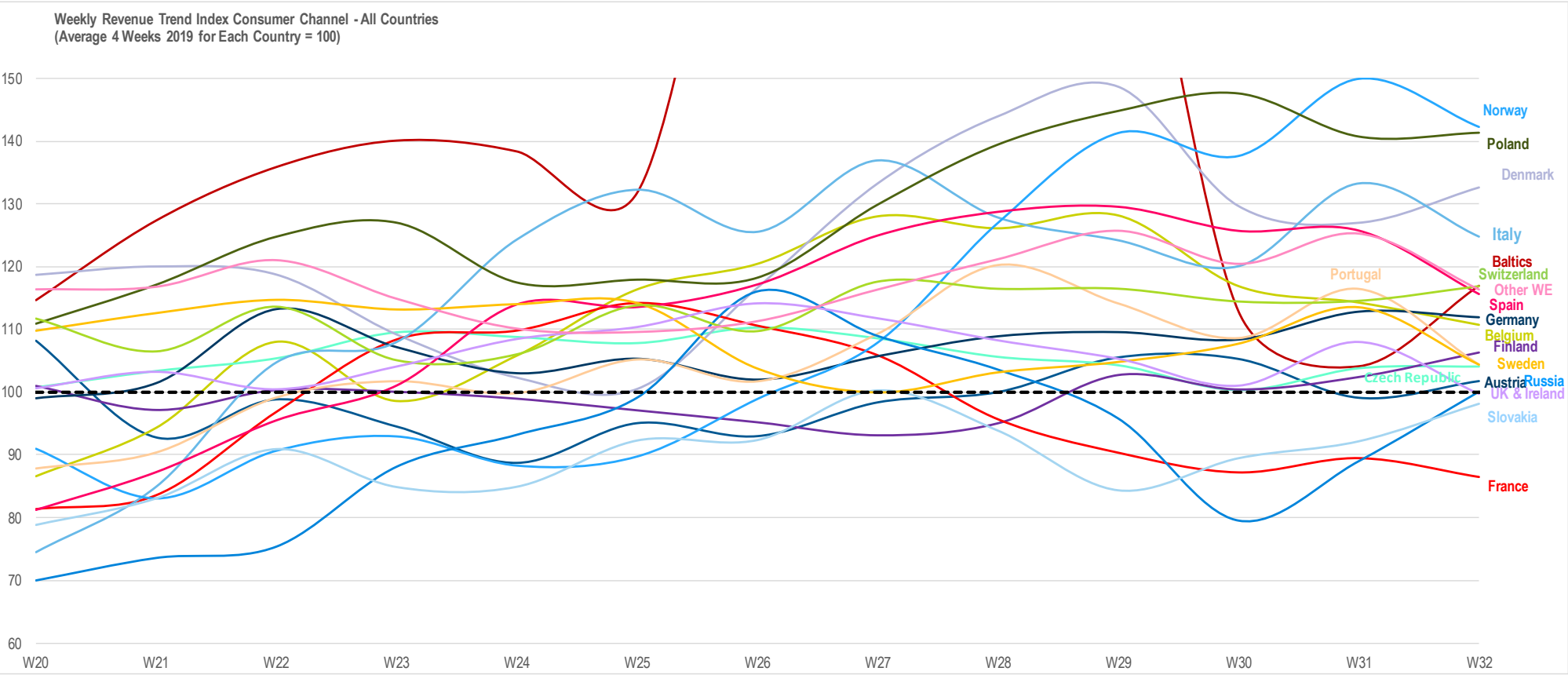


Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

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

Index Consumer Channel

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

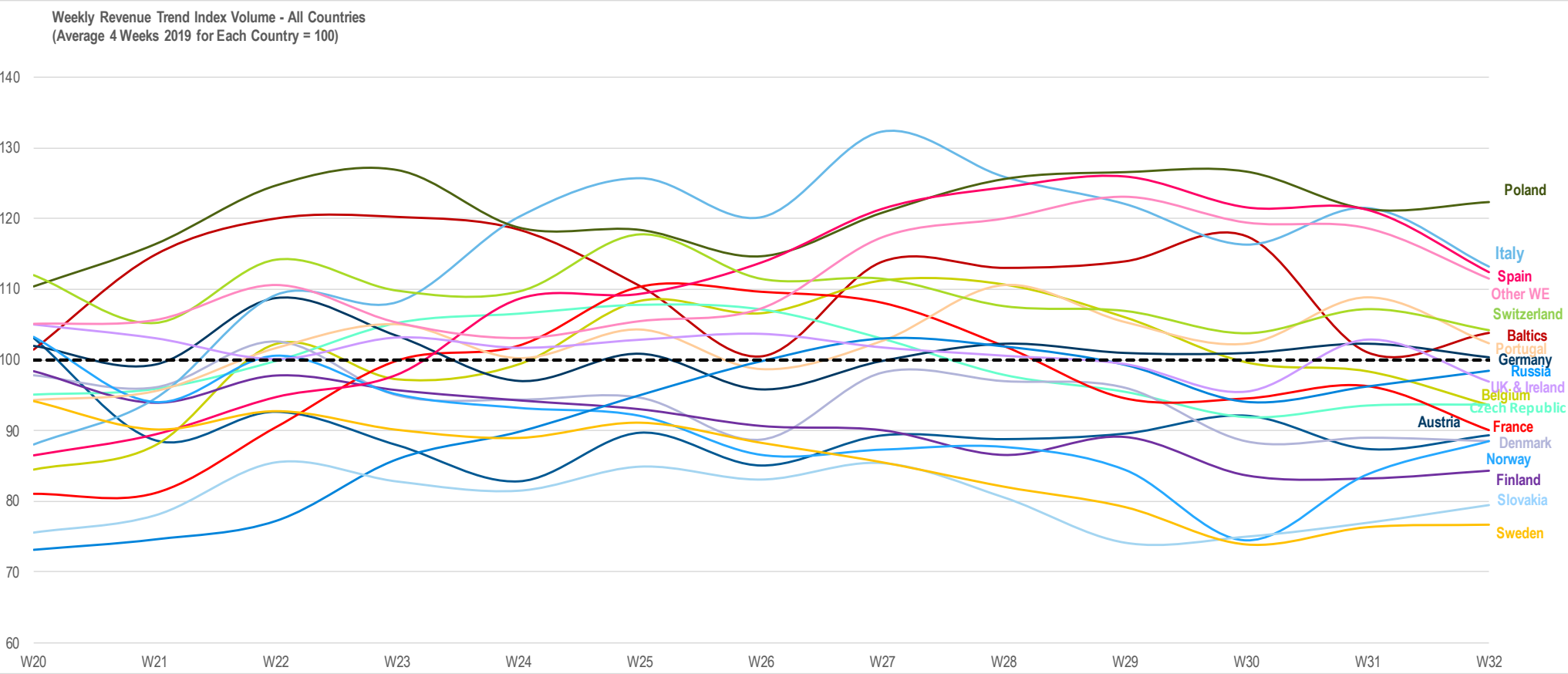


Consumer Channel = Retail chain & Etailer Consumer

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.

Index Volume Market

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



Distribution sales translated at fixed € exchange rate and includes: UK1, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Index Volume Market - Western Europe

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



CONTEXT Covid-19 Weekly Report

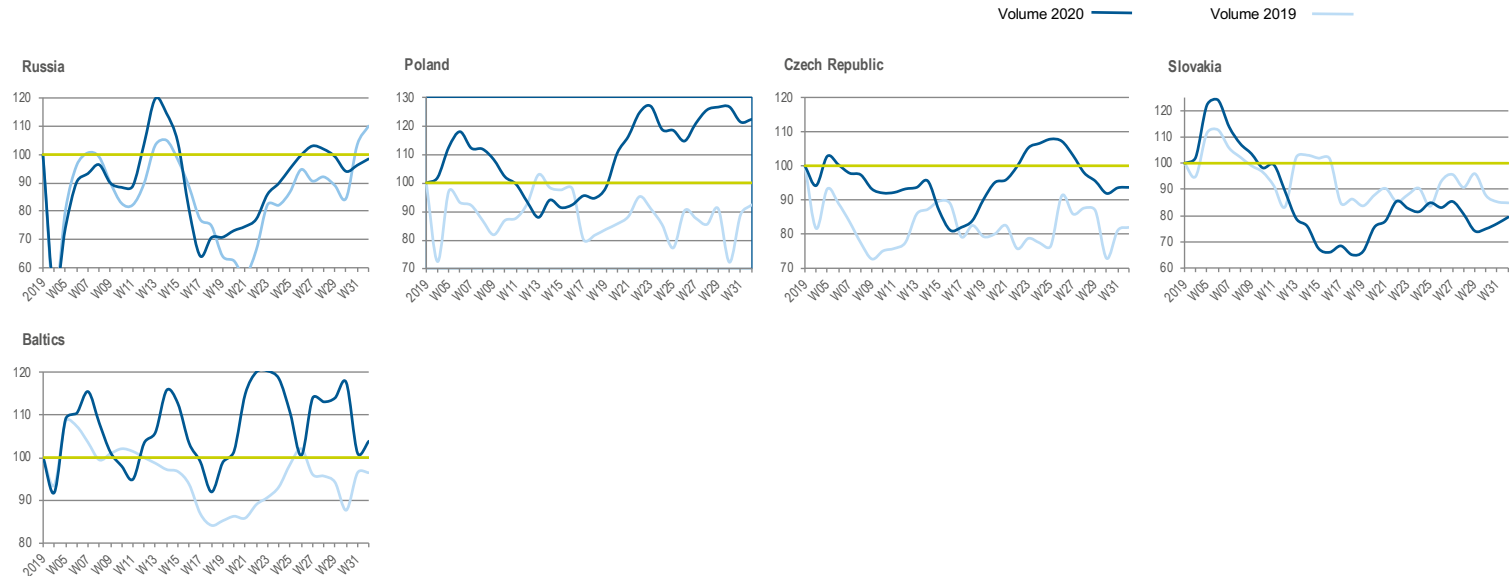
Index Vol Market EE Thumbnails

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

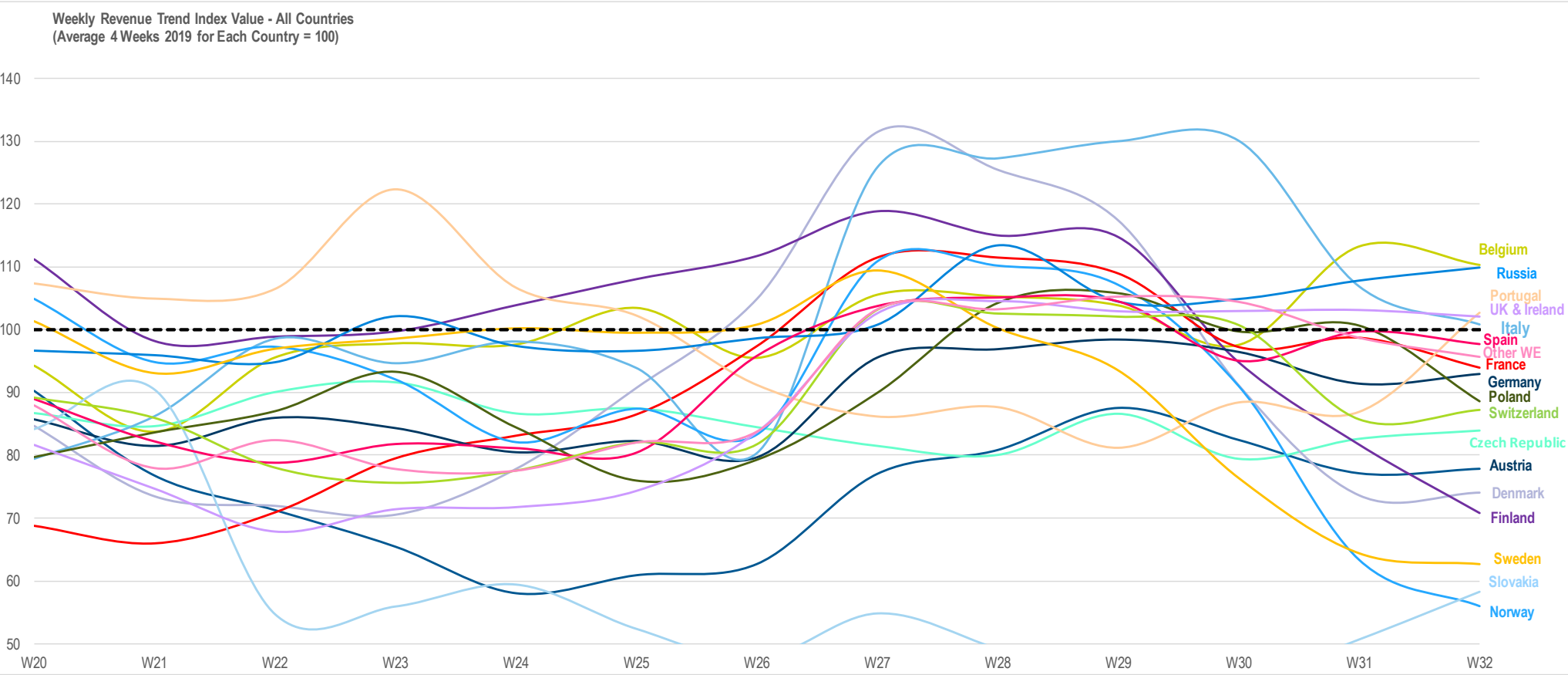
[Back to Contents](#)

Index Volume Market - Eastern Europe

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



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



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

CONTEXT Covid-19 Weekly Report

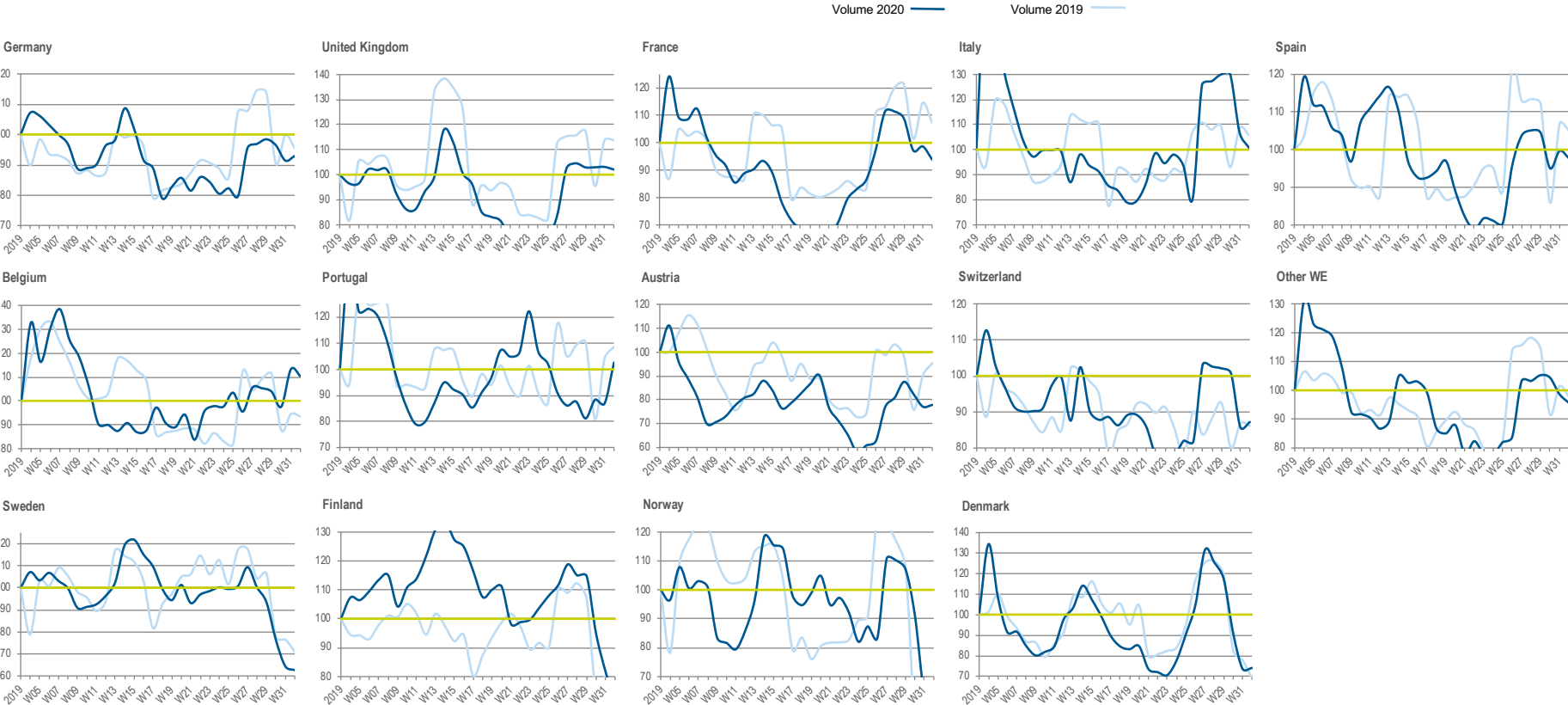
Index Val Market WE Thumbnails

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Index Value Market - Western Europe

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



CONTEXT Covid-19 Weekly Report

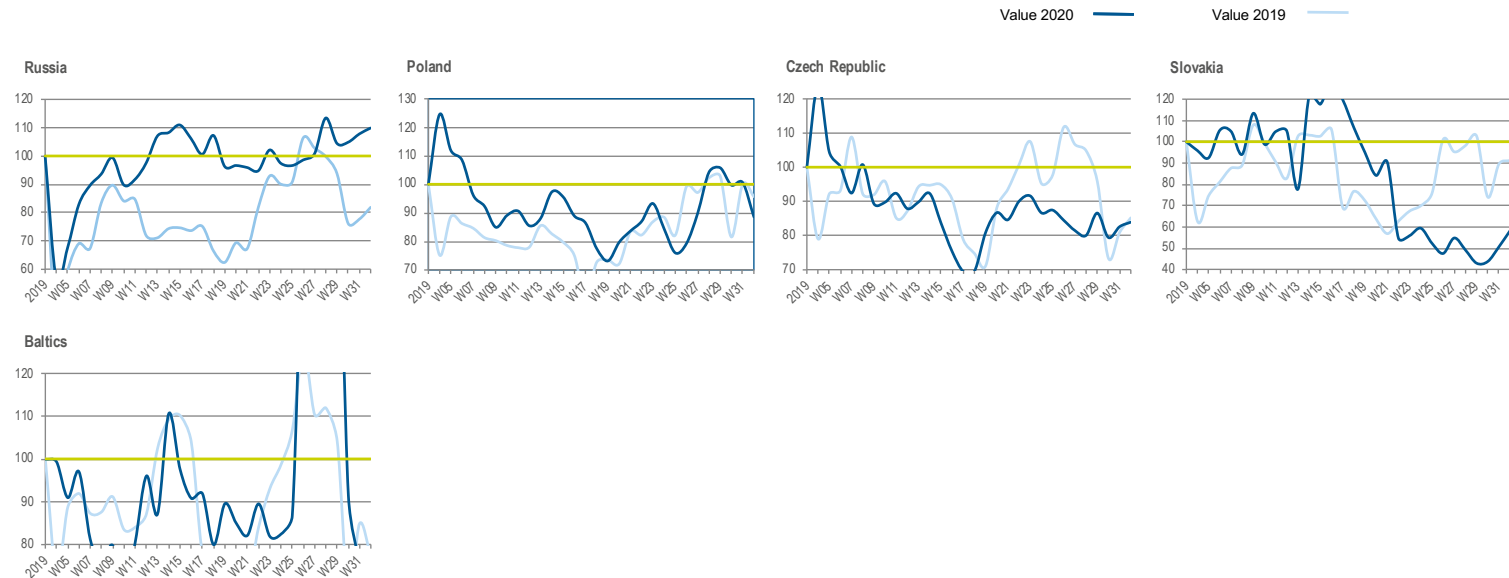
Index Val Market EE Thumbnails

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Index Value Market - Eastern Europe

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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

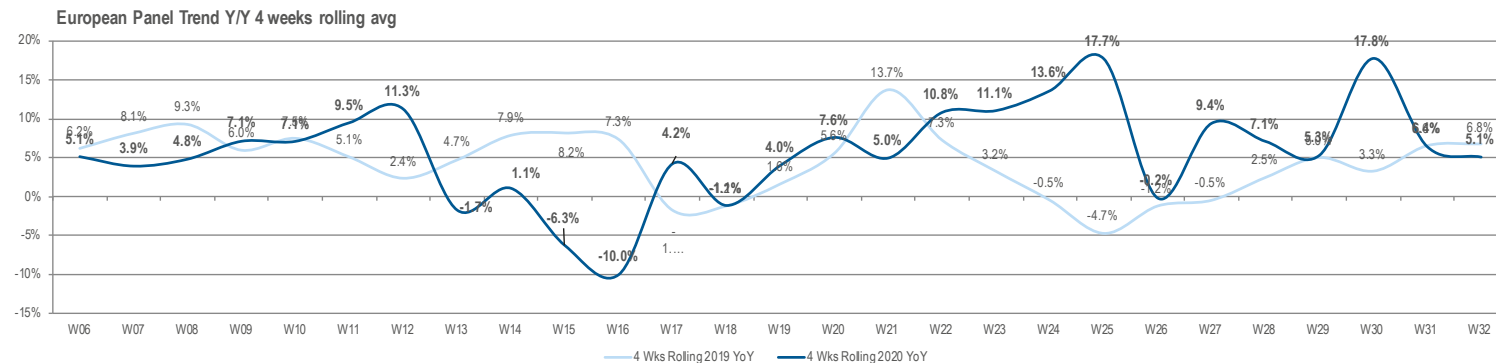
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

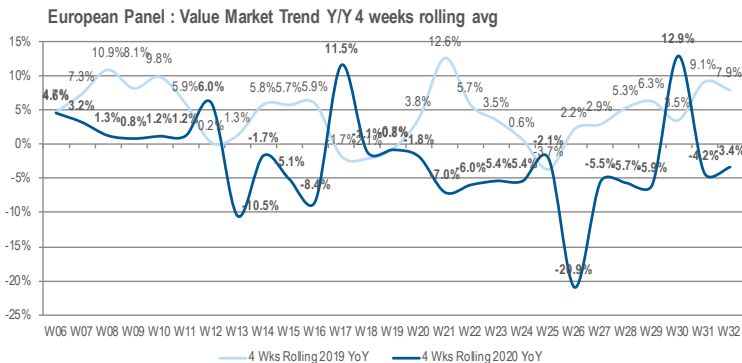
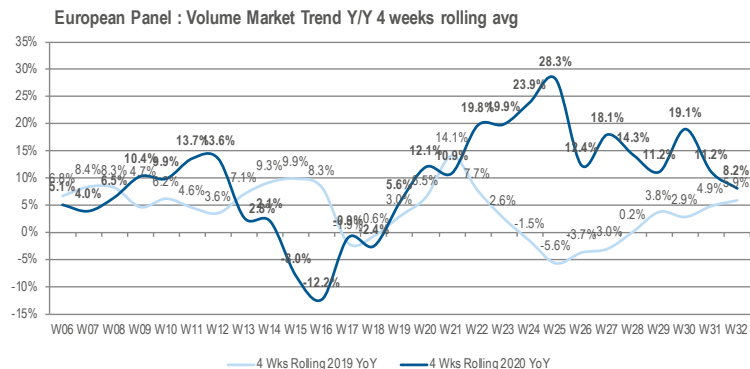
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

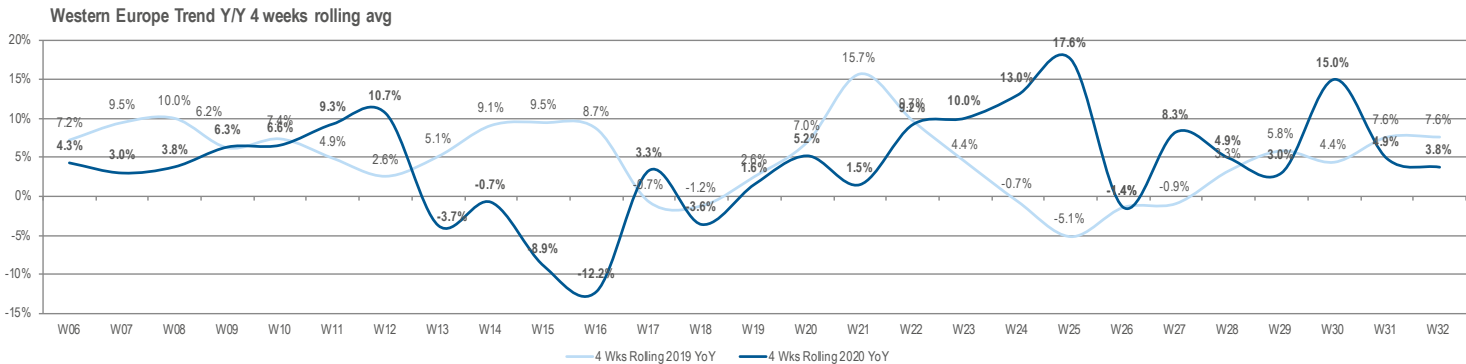
Rolling 4 Week Periods



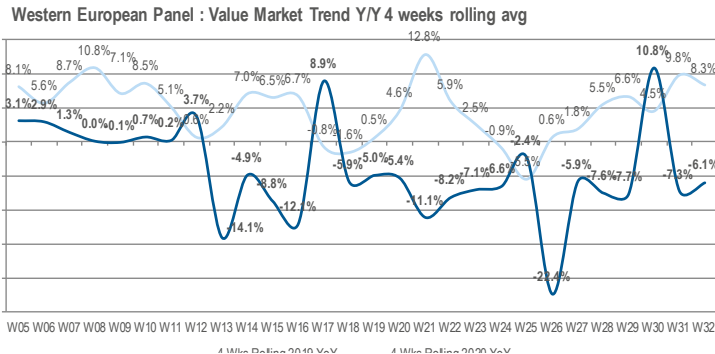
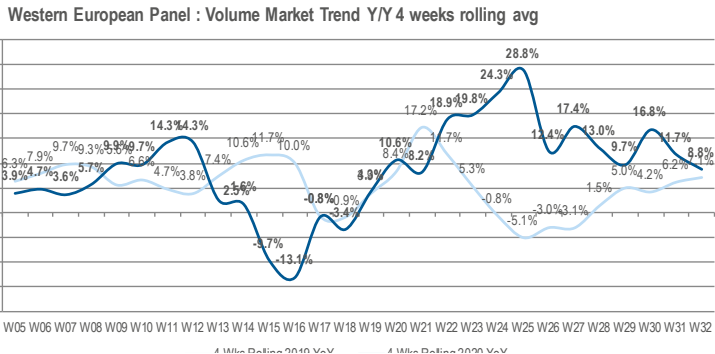
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia



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



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



CONTEXT Covid-19 Weekly Report

Weekly %YoY EE

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

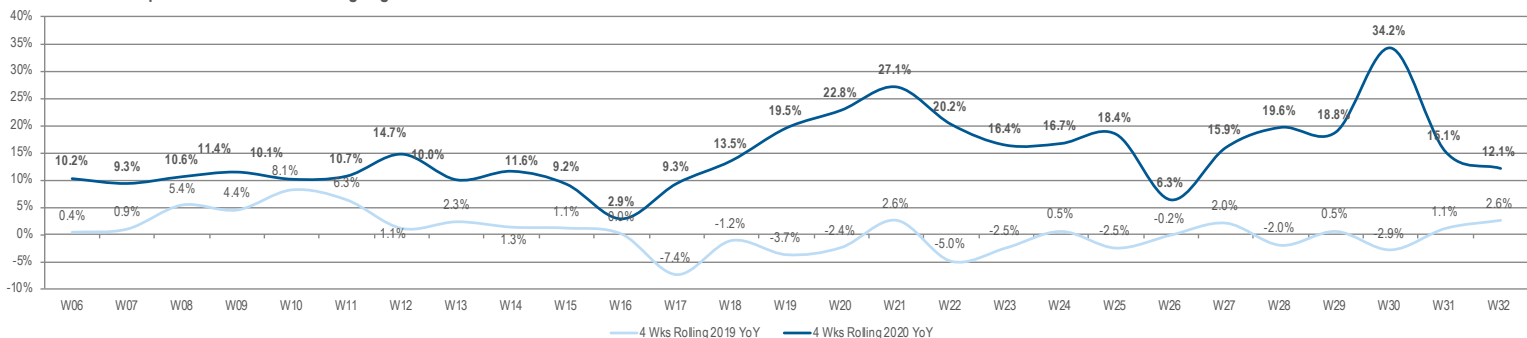
[Back to Contents](#)

Weekly %YoY Trend Eastern Europe

% Change in sales through IT Distribution in Euros

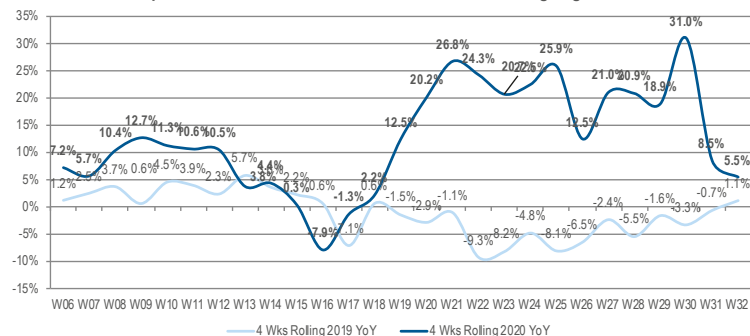
Rolling 4 Week Periods

Eastern Europe Trend Y/Y 4 weeks rolling avg

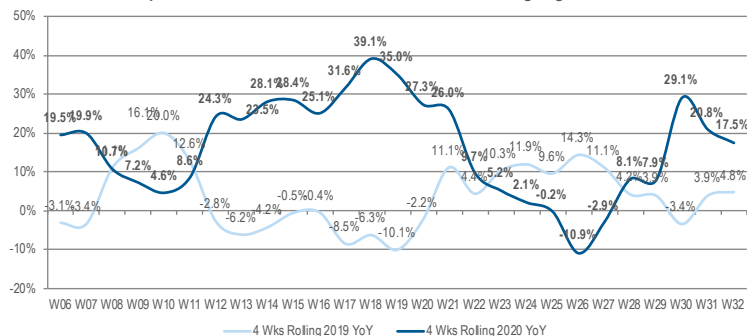


Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia

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



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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

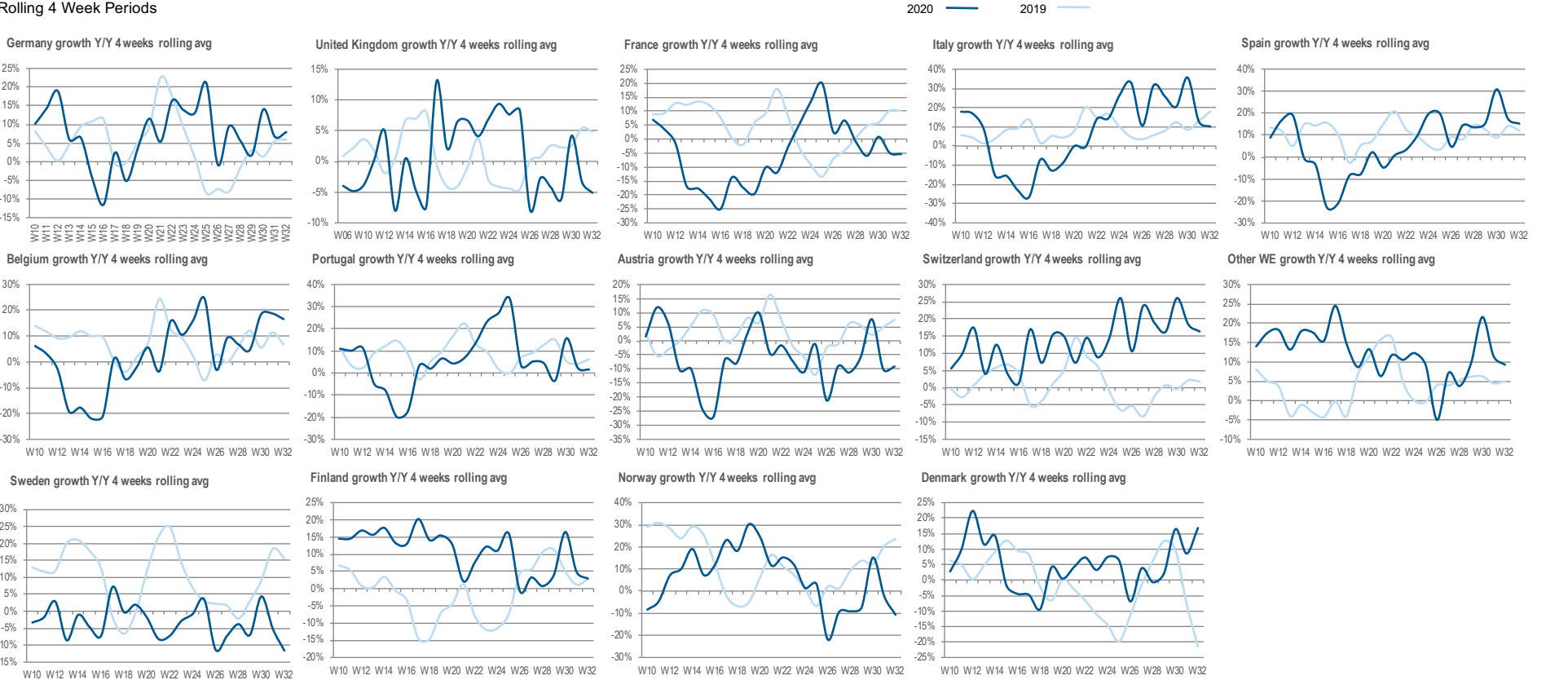
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend EE Thumbnails

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

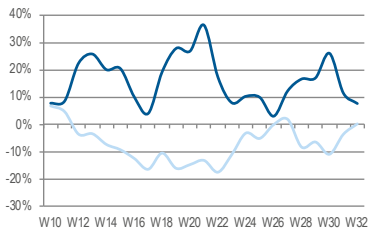
[Back to Contents](#)

Weekly %YoY Trend - Eastern Europe

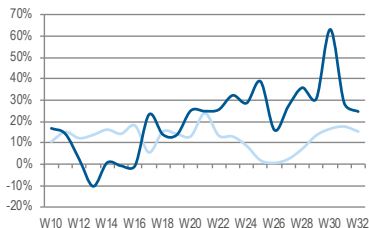
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

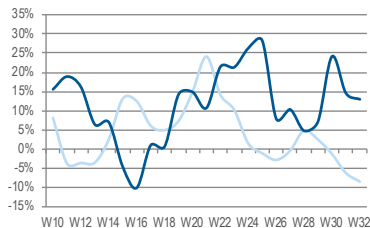
Russia growth Y/Y 4 weeks rolling avg



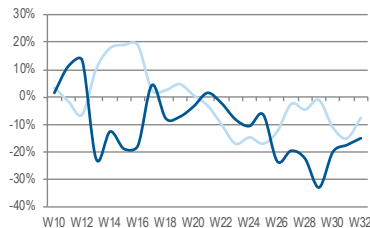
Poland growth Y/Y 4 weeks rolling avg



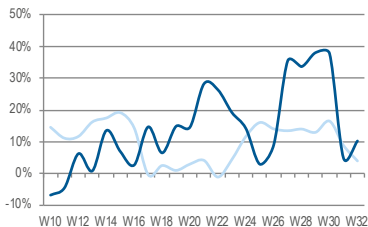
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

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

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W31	Rank-W32	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Computing Accessories	42%	25%	57%	33%	57%	47%	17%	43%	4%	18%	18%	-7%	-13%	48%	5%	31%	43%	7%	10%	35%	17%	33%	
2	2	👉 Mobile Computing	33%	17%	61%	25%	34%	20%	22%	3%	-11%	25%	5%	2%	-23%	17%	-1%	45%	29%	0%	5%	24%	14%	22%	
4	3	👈 Wearable Devices	22%	-1%	27%	-8%	64%	35%	24%	32%	-7%	58%	-7%	-16%	-56%	-18%	59%	97%	2%	-10%	-29%	15%	42%	18%	
3	4	👇 Telecommunications	33%	-11%	19%	-20%	45%	243%	23%	-5%	-10%	-18%	86%	9%	28%	30%	-46%	65%	24%	47%	144%	17%	21%	18%	
9	5	👈 Smart Home and Office	23%	21%	21%	-12%	158%	-86%	-39%	-61%	-76%	840%	12%	19%	309%	118%	-4%	158%	298%	8649%	6%	7%	402%	12%	
8	6	👈 Software and Licences	9%	-5%	6%	14%	-13%	5%	39%	-6%	-25%	-5%	43%	22%	10%	-3%	104%	-3%	-10%	-6%	-33%	3%	33%	5%	
5	7	👇 Audio-Video Systems	1%	-14%	-15%	5%	44%	73%	-10%	10%	-38%	-3%	133%	4%	7%	4%	-14%	48%	46%	41%	37%	1%	22%	3%	
10	8	👈 Warranties and Services	-6%	20%	-9%	-15%	25%	6%	4%	3%	-7%	-13%	-11%	-33%	-13%	-16%	17%	-18%	-37%	-31%	-38%	3%	-6%	3%	
7	9	👇 Displays	19%	-8%	-19%	-18%	31%	6%	1%	22%	0%	18%	15%	4%	-32%	-11%	17%	9%	35%	1%	-11%	-1%	15%	2%	
11	10	👈 Wireless Networking	22%	-22%	5%	-26%	14%	-1%	-32%	-25%	5%	-44%	-26%	-52%	14%	25%	31%	59%	4%	-3%	-16%	-3%	29%	0%	
6	11	👇 Computing Components	-5%	-18%	6%	-21%	4%	-19%	7%	-27%	-17%	3%	-5%	-30%	-64%	45%	32%	9%	6%	-5%	-19%	-8%	18%	-2%	
12	12	👉 Other Networking Equipment	-4%	-21%	-8%	-32%	7%	13%	19%	-18%	-31%	-15%	-15%	6%	47%	0%	61%	21%	135%	11%	-19%	-12%	57%	-3%	
13	13	👈 Scanner Imaging	-20%	1%	42%	4%	-22%	13%	-34%	-23%	-33%	20%	-8%	-66%	5%	35%	-12%	2%	-3%	175%	-43%	-7%	-7%	-7%	
16	14	👈 Networking Systems	-2%	-18%	-12%	-39%	-20%	6%	-17%	-20%	-9%	-33%	6%	-15%	2%	-18%	48%	32%	34%	16%	-43%	-15%	39%	-8%	
14	15	👇 Connectivity	-1%	-15%	-21%	-22%	37%	9%	-16%	-19%	-26%	-29%	-21%	-4%	-1%	7%	-1%	26%	-29%	-10%	-25%	-10%	-2%	-9%	
18	16	👈 Printing Consumables	-6%	-10%	-9%	0%	-5%	-13%	14%	0%	-36%	-25%	-9%	-3%	-22%	12%	-34%	2%	-24%	-38%	-20%	-6%	-26%	-10%	
17	17	👉 Data Center Networking and Security	-23%	0%	-5%	-30%	20%	33%	-41%	-28%	-12%	-12%	107%	11%	82%	38%	-27%	-35%	-43%	46%	185%	-7%	-26%	-10%	
21	18	👈 Disk Storage	-14%	-32%	-15%	-24%	28%	32%	34%	-44%	-18%	19%	4%	6%	-17%	-4%	-1%	-12%	6%	24%	-50%	-13%	-4%	-11%	
20	19	👈 Power Equipment	2%	-35%	-7%	-25%	4%	-3%	-14%	-19%	-28%	-23%	-9%	1%	-34%	6%	-10%	-9%	0%	2%	-28%	-15%	-10%	-13%	
19	20	👇 Printing	-20%	-22%	-23%	-17%	-13%	-8%	50%	21%	-32%	-11%	-35%	8%	-16%	-30%	-2%	-7%	-2%	15%	-29%	-18%	-3%	-15%	
15	21	👇 Server Computing	-5%	-13%	-7%	-36%	-44%	9%	4%	-67%	54%	168%	-52%	6%	-22%	17%	-32%	-15%	3%	-12%	-56%	-14%	-27%	-17%	
22	22	👉 Desktop Computing	-22%	-45%	-6%	-27%	-36%	-22%	-20%	-17%	4%	-33%	-19%	-1%	-67%	-7%	-28%	-12%	-7%	-11%	-32%	-26%	-23%	-26%	
24	23	👈 Removable Storage	-32%	-61%	-34%	71%	-22%	19%	-19%	-12%	-17%	-49%	489%	13%	-51%	-6%	-47%	-19%	-23%	-19%	-11%	-27%	-28%	-27%	
23	24	👇 Unified Communications	-15%	-45%	-36%	-53%	-1%	1%	-43%	-49%	-29%	40%	-72%	13%	-67%	-76%	-28%	78%	-35%	-34%	-54%	-34%	-15%	-30%	
Country Trend			8%	-5%	10%	-5%	15%	16%	17%	-9%	-12%	2%	17%	3%	-11%	9%	8%	25%	13%	10%	-15%				

CONTEXT Covid-19 Weekly Report

Top Decline Industry
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W31	Rank-W32	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
2	1	↓ Unified Communications	-15%	-45%	-36%	-53%	-1%	1%	-43%	-49%	-29%	40%	-72%	13%	-67%	-76%	-28%	78%	-35%	-34%	-54%	-34%	-15%	-30%	
1	2	↑ Removable Storage	-32%	-61%	-34%	71%	-22%	19%	-19%	-12%	-17%	-49%	489%	13%	-51%	-6%	-47%	-19%	-23%	-19%	-11%	-27%	-28%	-27%	
3	3	↔ Desktop Computing	-22%	-45%	-6%	-27%	-36%	-22%	-20%	-17%	4%	-33%	-19%	-1%	-67%	-7%	-28%	-12%	-7%	-11%	-32%	-26%	-23%	-26%	
10	4	↓ Server Computing	-5%	-13%	-7%	-36%	-44%	9%	4%	-67%	54%	168%	-52%	6%	-22%	17%	-32%	-15%	3%	-12%	-56%	-14%	-27%	-17%	
6	5	↓ Printing	-20%	-22%	-23%	-17%	-13%	-8%	50%	21%	-32%	-11%	-35%	8%	-16%	-30%	-2%	-7%	-2%	15%	-29%	-18%	-3%	-15%	
5	6	↑ Power Equipment	2%	-35%	-7%	-25%	4%	-3%	-14%	-19%	-28%	-23%	-9%	1%	-34%	6%	-10%	-9%	0%	2%	-28%	-15%	-10%	-13%	
4	7	↑ Disk Storage	-14%	-32%	-15%	-24%	28%	32%	34%	-44%	-18%	19%	4%	6%	-17%	-4%	-1%	-12%	6%	24%	-50%	-13%	-4%	-11%	
7	8	↑ Data Center Networking and Security	-23%	0%	-5%	-30%	20%	33%	-41%	-28%	-12%	-12%	107%	11%	82%	38%	-27%	-35%	-43%	46%	185%	-7%	-26%	-10%	
8	9	↑ Printing Consumables	-6%	-10%	-9%	0%	-5%	-13%	14%	0%	-36%	-25%	-9%	-3%	-22%	12%	-34%	2%	-24%	-38%	-20%	-6%	-26%	-10%	
11	10	↓ Connectivity	-1%	-15%	-21%	-22%	37%	9%	-16%	-19%	-26%	-29%	-21%	-4%	-1%	7%	-1%	26%	-29%	-10%	-25%	-10%	-2%	-9%	
9	11	↑ Networking Systems	-2%	-18%	-12%	-39%	-20%	6%	-17%	-20%	-9%	-33%	6%	-15%	2%	-18%	48%	32%	34%	16%	-43%	-15%	39%	-8%	
12	12	↔ Scanner Imaging	-20%	1%	42%	4%	-22%	13%	-34%	-23%	-33%	20%	-8%	-66%	5%	35%	-12%	2%	-3%	175%	-43%	-7%	-7%	-7%	
13	13	↔ Other Networking Equipment	-4%	-21%	-8%	-32%	7%	13%	19%	-18%	-31%	-15%	-15%	6%	47%	0%	61%	21%	135%	11%	-19%	-12%	57%	-3%	
19	14	↓ Computing Components	-5%	-18%	6%	-21%	4%	-19%	7%	-27%	-17%	3%	-5%	-30%	-64%	45%	32%	9%	6%	-5%	-19%	-8%	18%	-2%	
15	15	↑ Wireless Networking	22%	-22%	5%	-26%	14%	-1%	-32%	-25%	5%	-44%	-26%	-52%	14%	25%	31%	59%	4%	-3%	-16%	-3%	29%	0%	
18	16	↓ Displays	19%	-8%	-19%	-18%	31%	6%	1%	22%	0%	18%	15%	4%	-32%	-11%	17%	9%	35%	1%	-11%	-1%	15%	2%	
14	17	↑ Warranties and Services	-6%	20%	-9%	-15%	25%	6%	4%	3%	-7%	-13%	-11%	-33%	-13%	-16%	17%	-18%	-37%	-31%	-38%	3%	-6%	3%	
20	18	↓ Audio-Video Systems	1%	-14%	-15%	5%	44%	73%	-10%	10%	-38%	-3%	133%	4%	7%	4%	-14%	48%	46%	41%	37%	1%	22%	3%	
17	19	↑ Software and Licences	9%	-5%	6%	14%	-13%	5%	39%	-6%	-25%	-5%	43%	22%	10%	-3%	104%	-3%	-10%	-6%	-33%	3%	33%	5%	
16	20	↑ Smart Home and Office	23%	21%	21%	-12%	158%	-86%	-39%	-61%	-76%	840%	12%	19%	309%	118%	-4%	158%	298%	8649%	6%	7%	402%	12%	
22	21	↓ Telecommunications	33%	-11%	19%	-20%	45%	243%	23%	-5%	-10%	-18%	86%	9%	28%	30%	-46%	65%	24%	47%	144%	17%	21%	18%	
21	22	↑ Wearable Devices	22%	-1%	27%	-8%	64%	35%	24%	32%	-7%	58%	-7%	-16%	-56%	-18%	59%	97%	2%	-10%	-29%	15%	42%	18%	
23	23	↔ Mobile Computing	33%	17%	61%	25%	34%	20%	22%	3%	-11%	25%	5%	2%	-23%	17%	-1%	45%	29%	0%	5%	24%	14%	22%	
24	24	↔ Computing Accessories	42%	25%	57%	33%	57%	47%	17%	43%	4%	18%	18%	-7%	-13%	48%	5%	31%	43%	7%	10%	35%	17%	33%	
Country Trend			8%	-5%	10%	-5%	15%	16%	17%	-9%	-12%	2%	17%	3%	-11%	9%	8%	25%	13%	10%	-15%				

CONTEXT Covid-19 Weekly Report

Largest Industry
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 32 (to August 9 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%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W31	Rank-W32	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	33%	17%	61%	25%	34%	20%	22%	3%	-11%	25%	5%	2%	-23%	17%	-1%	45%	29%	0%	5%	24%	14%	22%
2	2	➡ Telecommunications	33%	-11%	19%	-20%	45%	243%	23%	-5%	-10%	-18%	86%	9%	28%	30%	-46%	65%	24%	47%	144%	17%	21%	18%
3	3	➡ Software and Licences	9%	-5%	6%	14%	-13%	5%	39%	-6%	-25%	-5%	43%	22%	10%	-3%	104%	-3%	-10%	-6%	-33%	3%	33%	5%
4	4	➡ Printing Consumables	-6%	-10%	-9%	0%	-5%	-13%	14%	0%	-36%	-25%	-9%	-3%	-22%	12%	-34%	2%	-24%	-38%	-20%	-6%	-26%	-10%
5	5	➡ Warranties and Services	-6%	20%	-9%	-15%	25%	6%	4%	3%	-7%	-13%	-11%	-33%	-13%	-16%	17%	-18%	-37%	-31%	-38%	3%	-6%	3%
6	6	➡ Displays	19%	-8%	-19%	-18%	31%	6%	1%	22%	0%	18%	15%	4%	-32%	-11%	17%	9%	35%	1%	-11%	-1%	15%	2%
8	7	⬆ Disk Storage	-14%	-32%	-15%	-24%	28%	32%	34%	-44%	-18%	19%	4%	6%	-17%	-4%	-1%	-12%	6%	24%	-50%	-13%	-4%	-11%
7	8	⬇ Computing Components	-5%	-18%	6%	-21%	4%	-19%	7%	-27%	-17%	3%	-5%	-30%	-64%	45%	32%	9%	6%	-5%	-19%	-8%	18%	-2%
9	9	➡ Desktop Computing	-22%	-45%	-6%	-27%	-36%	-22%	-20%	-17%	4%	-33%	-19%	-1%	-67%	-7%	-28%	-12%	-7%	-11%	-32%	-26%	-23%	-26%
10	10	➡ Networking Systems	-2%	-18%	-12%	-39%	-20%	6%	-17%	-20%	-9%	-33%	6%	-15%	2%	-18%	48%	32%	34%	16%	-43%	-15%	39%	-8%
12	11	⬆ Computing Accessories	42%	25%	57%	33%	57%	47%	17%	43%	4%	18%	18%	-7%	-13%	48%	5%	31%	43%	7%	10%	35%	17%	33%
11	12	⬇ Printing	-20%	-22%	-23%	-17%	-13%	-8%	50%	21%	-32%	-11%	-35%	8%	-16%	-30%	-2%	-7%	-2%	15%	-29%	-18%	-3%	-15%
13	13	➡ Audio-Video Systems	1%	-14%	-15%	5%	44%	73%	-10%	10%	-38%	-3%	133%	4%	7%	4%	-14%	48%	46%	41%	37%	1%	22%	3%
14	14	➡ Server Computing	-5%	-13%	-7%	-36%	-44%	9%	4%	-67%	54%	168%	-52%	6%	-22%	17%	-32%	-15%	3%	-12%	-56%	-14%	-27%	-17%
15	15	➡ Data Center Networking and Security	-23%	0%	-5%	-30%	20%	33%	-41%	-28%	-12%	-12%	107%	11%	82%	38%	-27%	-35%	-43%	46%	185%	-7%	-26%	-10%
16	16	➡ Wireless Networking	22%	-22%	5%	-26%	14%	-1%	-32%	-25%	5%	-44%	-26%	-52%	14%	25%	31%	59%	4%	-3%	-16%	-3%	29%	0%
17	17	➡ Wearable Devices	22%	-1%	27%	-8%	64%	35%	24%	32%	-7%	58%	-7%	-16%	-56%	-18%	59%	97%	2%	-10%	-29%	15%	42%	18%
19	18	⬆ Power Equipment	2%	-35%	-7%	-25%	4%	-3%	-14%	-19%	-28%	-23%	-9%	1%	-34%	6%	-10%	-9%	0%	2%	-28%	-15%	-10%	-13%
18	19	⬇ Other Networking Equipment	-4%	-21%	-8%	-32%	7%	13%	19%	-18%	-31%	-15%	-15%	6%	47%	0%	61%	21%	135%	11%	-19%	-12%	57%	-3%
20	20	➡ Connectivity	-1%	-15%	-21%	-22%	37%	9%	-16%	-19%	-26%	-29%	-21%	-4%	-1%	7%	-1%	26%	-29%	-10%	-25%	-10%	-2%	-9%
21	21	➡ Removable Storage	-32%	-61%	-34%	71%	-22%	19%	-19%	-12%	-17%	-49%	489%	13%	-51%	-6%	-47%	-19%	-23%	-19%	-11%	-27%	-28%	-27%
22	22	➡ Electronics	-24%	-53%	-36%	19%	-83%	-9%	-20%	-74%	32%	-63%	9%	-73%	28%	-52%	73%	-10%	29%	-57%	12%	-37%	44%	-24%
23	23	➡ Smart Home and Office	23%	21%	21%	-12%	158%	-86%	-39%	-61%	-76%	840%	12%	19%	309%	118%	-4%	158%	298%	8649%	6%	7%	402%	12%
24	24	➡ Games Consoles	97%		39%	112%	29%	55%	163%	28%	103%	18%	123%	-42%	316%	74%	24%	64%	21%	52%	315%	71%	62%	68%
25	25	➡ Unified Communications	-15%	-45%	-36%	-53%	-1%	1%	-43%	-49%	-29%	40%	-72%	13%	-67%	-76%	-28%	78%	-35%	-34%	-54%	-34%	-15%	-30%
27	26	⬆ Security	8%	-39%	-26%	24%	67%	2%	-34%	-27%	-11%	289%	189%	-26%	63%	-19%	6%	67%	50%	33%	-32%	-7%	17%	-3%
26	27	⬇ Scanner Imaging	-20%	1%	42%	4%	-22%	13%	-34%	-23%	-33%	20%	-8%	-66%	5%	35%	-12%	2%	-3%	175%	-43%	-7%	-7%	-7%
28	28	➡ Terminals, Thin Clients and Points of S	-29%	-7%	-62%	-68%	13%	-32%	142%	-65%	-54%	-56%	-12%	-79%	-56%	-34%	-28%	-61%	38%	59%	-61%	-32%	-36%	-33%
29	29	➡ Tape Storage	-8%	-58%	6%	-58%	42%	-61%	-60%	-21%	-80%	80%	-16%	-7%	-88%	32%	-41%	-64%	63%	158%	587%	-31%	-26%	-31%
30	30	➡ Photo and Video Cameras	46%	-3%	-4%	-38%	104%	-18%	-62%	-87%	-80%	-49%	-42%	-47%	-390%	-49%	-64%	-46%	-11%	-29%	-60%	-3%	-39%	-23%

CONTEXT Covid-19 Weekly Report

Top Growth Category
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND			
Rank-W31	Rank-W32	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Web Cameras	604%	329%	377%	172%	425%	238%	313%	180%	299%	368%	375%	259%	123%	196%	9%	235%	174%	146%	63%	344%	60%	286%	
2	2	👉 Games Accessories	124%		144%	157%	53%	62%	163%	24%	63%	25%	128%	-43%	380%	73%	23%	155%	89%	-38%	429%	94%	129%	103%	
3	3	👉 Games Software	101%		96%	12%	239%	29%	0%	96%	110%	263%	-78%	-62%	306%	-94%	-80%	-5%	189%	577%	520%	98%	80%	89%	
N/A	4	👉 Project Management Software	-38%	-14%	89%	-77%	-2%	64%	6041%	20%	22%	-10%	69%	-19%	72%	-10%	229%	-83%	-46%	7%	-97%	66%	-29%	61%	
5	5	👉 Mobile Computing Cases	78%	12%	110%	84%	38%	143%	52%	18%	11%	2%	101%	29%	-3%	20%	38%	10%	43%	12%	35%	50%	27%	49%	
9	6	👉 Smart Lighting and Electricals	30%		38%	-37%	113%		57%	74%	30%	151%	13%	45%	275%	-41%	6%	144%	69%	443%	43%	40%	84%	45%	
5	7	👉 Mobile Computing Accessories and Parts	60%	33%	53%	-6%	32%	40%	-32%	122%	-12%	4%	-54%	53%	174%	90%	95%	27%	178%	-3%	63%	43%	68%	44%	
11	8	👉 E-Readers	12%	92%	64%	273%	344%	-10%		80%	-81%	-100%	-57%	117%	140%	14%	19%	-46%	900%	-28%	601%	50%	17%	42%	
4	9	👉 Digital Media Players	76%	39%	16%	-19%	109%	27%	-64%	41%	76%	-33%	20%	17%	120%	56%	-33%	-12%	486%	159%	-48%	42%	33%	42%	
10	10	👉 Labelling Tapes	45%	30%	42%	88%	-1%	23%	45%	-3%	12%	-28%	451%	238%	423%	-28%	-2%	-20%	-4%	-16%	49%	45%	-5%	39%	
7	11	👉 Tablet PCs	72%	23%	69%	28%	48%	2%	56%	-4%	-14%	-11%	38%	19%	40%	6%	22%	111%	100%	67%	55%	37%	63%	39%	
12	12	👉 Powerline Devices	55%	0%	76%	-3%	152%	69%	29%	151%	-25%	75%	-15%	65%	12%	-4%	52%	34%	563%	65%	-47%	36%	109%	38%	
8	13	👉 Docking Stations	18%	31%	105%	42%	77%	19%	26%	54%	-29%	-5%	-1%	-42%	-35%	60%	5%	44%	41%	-10%	-1%	30%	21%	30%	
17	14	👉 Smart Watches	7%	56%	18%	1%	85%	87%	23%	35%	-19%	64%	-35%	-19%	-57%	4%	31%	92%	27%	-31%	-33%	26%	41%	27%	
N/A	15	👉 Database Management Software	28%	-11%	88%	1%	4%	28%	10%	243%	55%	-33%	142%	50%	101%	41%	32%	-52%	-25%	36%	300%	28%	-17%	24%	
28	16	👉 Telephony and Conference Systems	60%	-41%	-9%	-16%	90%	103%	24%	90%	-7%	-24%	48%	117%	271%	47%	91%	75%	190%	51%	-48%	8%	89%	21%	
13	17	👉 Keyboards and Keycaps	14%	20%	-9%	32%	45%	41%	4%	29%	10%	3%	63%	5%	23%	47%	9%	14%	13%	-3%	19%	22%	10%	20%	
16	18	👉 Smartphones	34%	-5%	20%	-17%	46%	302%	23%	-6%	-10%	-18%	90%	6%	28%	32%	-54%	67%	25%	49%	160%	19%	21%	20%	
25	19	👉 Televisions	66%	-16%	-47%	33%	264%	18%	-26%	38%	120%	193%	65%	119%	146%	-27%	858%	22%	61%	18%	193%	-11%	116%	19%	
18	20	👉 Notebooks	21%	16%	60%	25%	29%	25%	14%	3%	-9%	33%	2%	1%	-37%	21%	-2%	41%	20%	-2%	-1%	21%	11%	19%	
19	21	👉 Security Software	44%	30%	-22%	18%	-13%	4%	45%	25%	-56%	-5%	32%	17%	12%	20%	28%	-29%	-51%	3%	-35%	19%	-5%	18%	
23	22	👉 Wireless Adapters	3%	19%	14%	-12%	27%	38%	-34%	35%	39%	21%	-32%	19%	-20%	24%	67%	9%	83%	65%	-34%	9%	38%	15%	
24	23	👉 Mice	11%	-16%	31%	16%	35%	36%	4%	8%	-29%	14%	-26%	-28%	-22%	36%	20%	38%	20%	-5%	-1%	11%	23%	14%	
38	24	👉 PC Speakers	108%	-77%	30%	-2%	74%	51%	99%	-29%	32%	-12%	51%	-14%	-51%	49%	54%	12%	77%	-55%	7%	9%	28%	13%	
20	25	👉 Inkjet Printers	2%	15%	-23%	63%	37%	47%	-7%	-49%	-75%	18%	64%	-39%	83%	39%	51%	67%	6%	49%	101%	7%	50%	13%	
35	26	👉 Disk Drives	8%	-17%	29%	1%	54%	31%	-22%	-19%	1%	-67%	-36%	38%	-11%	6%	57%	44%	-16%	-9%	-6%	7%	36%	13%	
31	27	👉 Developer Tools Software	2%	19%	0%	-18%	21%	31%	35%	8%	47%	99%	1%	79%	84%	2%	694%	52%	-40%	56%	-81%	11%	20%	12%	
26	28	👉 Monitors	29%	26%	11%	-16%	28%	24%	17%	34%	12%	-4%	29%	22%	-23%	-19%	-18%	22%	29%	-4%	-27%	16%	-4%	11%	
36	29	👉 Office Applications Software	6%	-17%	7%	9%	2%	10%	5%	23%	-1%	3%	25%	-1%	56%	2%	298%	-8%	-15%	50%	0%	2%	84%	9%	
21	30	👉 Smart Home Automation	41%	-14%	913%	229%	184%	-99%		-88%	215%		70%	-29%		412%		30%	-191%	10%	0%	9%	2%	-24%	9%
27	31	👉 Data Management Software	28%	-6%	-27%	49%	-24%	41%	-41%	42%	-43%	-32%	-4%	219%	50%	-39%	84%	55%	0%	29%	-83%	7%	42%	9%	
30	32	👉 NAS Devices	30%	3%	15%	-11%	-12%	5%	16%	30%	-17%	-6%	72%	52%	-39%	-11%	-14%	7%	-28%	39%	-53%	13%	-12%	9%	
29	33	👉 Graphics Cards	18%	26%	80%	6%	6%	-1%	130%	-34%	-29%	4%	-14%	-56%	-93%	47%	-32%	26%	50%	-34%	-6%	11%	-1%	8%	
22	34	👉 Headsets/Headphones and Microphones	6%	-2%	-9%	16%	29%	106%	-5%	14%	-52%	15%	164%	3%	-15%	0%	-11%	59%	38%	61%	44%	6%	26%	8%	
37	35	👉 Network Routers	12%	-3%	30%	-22%	-9%	23%	-20%	-54%	-49%	10%	104%	71%	16%	-28%	59%	24%	19%	24%	-69%	-1%	40%	8%	
33	36	👉 Network Management and Security Appliances	-10%	30%	-6%	-10%	54%	40%	13%	-13%	38%	56%	99%	11%	94%	47%	-64%	-3%	-51%	88%	10%	15%	-57%	5%	
40	37	👉 Telephony Accessories	214%	-58%	63%	-90%	-48%	1%	-93%	-77%	-38%	50%	329%	302%	0%	-79%	45%	407%	49%	32%	544%	-1%	75%	3%	
14	38	👉 Virtualisation Software	10%	-13%	-20%	-50%	22%	34%	38%	213%	-7%	185%	163%	-21%	-82%	0%	0%	45%	22%	-24%	-47%	3%	7%	3%	
45	39	👉 Warranties and Services	-6%	20%	-9%	-15%	25%	6%	4%	3%	-7%	-13%	-11%	-33%	-13%	-16%	17%	-18%	-37%	-31%	-38%	3%	-6%	3%	
N/A	40	👉 Hard Disk Drives (HDDs)	12%	-12%	10%	-18%	29%	13%	-22%	-38%	-34%	84%	-22%	-11%	-45%	23%	5%	-6%	-13%	110%	-30%	1%	3%	2%	
N/A	41	👉 Integrated Systems	5%	86%	-62%	-27%	-75%	124%	4%	-72%	-49%	1096%	145%	409%	49%	-21%	-97%	855%	-64%	-49%	-32%	3%	-30%	2%	
39	42	👉 Wired Network Adapters	-25%	12%	34%	6%	10%	2%	-9%	-33%	-10%	1%	-21%	-12%	-9%	21%	66%	-13%	-33%	29%	39%	-4%	37%	1%	
48	43	👉 Ink Cartridges and Tanks	8%	12%	2%	-3%	5%	-20%	40%	3%	-29%	-25%	-8%	6%	-29%	19%	-36%	8%	-22%	-46%	-16%	3%	-21%	1%	
42	44	👉 Network Management Software	15%	-19%	2%	8%	-24%	-25%	40%	-24%	70%	-34%	-23%	7%	2%	37%	94%	33%	-32%	-5%	-10%	-3%	53%	0%	
44	45	👉 Wireless Access Points	23%	-20%	6%	-27%	15%	-2%	-33%	-26%	-1%	-45%	-24%	-57%	11%	27%	24%	76%	2%	-9%	-10%	-2%	26%	0%	
N/A	46	👉 IP Cameras	10%	-36%	-27%	24%	67%	2%	-34%	-27%	-12%	291%	189%	-26%	63%	-19%	9%	68%	56%	21%	-20%	-5%	21%	-1%	
34	47	👉 Processors	-10%	-15%	-12%	-20%	1%	-39%	28%	-22%	-7%	10%	13%	-27%	-24%	51%	36%	11%	-12%	72%	-18%	-8%	21%	-2%	
32	48	👉 Notebook Workstations	15%	-11%	42%	1%	56%	21%	53%	21%	-37%	-41%	-36%	-6%	-60%	9%	-54%	9%	-2%	-14%	49%	0%	-27%	-3%	
47	49	👉 Transceivers	-10%	-20%	-31%	-43%	-20%	7%	10%	-39%	-31%	-50%	-10%	20%	40%	2%	160%	99%	325%	31%	-44%	-19%	149%	-3%	
43	50	👉 Laser Printers	-24%	-18%	24%	-9%	-16%	-5%	0%	41%	18%	32%	-73%	113%	15%	14%	9%	-5%	-25%	89%	-38%	-10%	5%	-5%	

CONTEXT Covid-19 Weekly Report

Top Decline Category
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
Back to Contents

Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by fastest declining categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	<20%

			WESTERN EUROPE															EASTERN EUROPE						CATEGORY TREND		
Rank-W31	Rank-W32	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total		
1	1	→ 3D Printers	-62%	326%	-89%	-100%	-66%	24%	-87%	1091%	-100%	-100%	-100%		-100%	-77%	-100%	-99%	-100%	74%	82%	-76%	-99%	-78%		
2	2	→ MP3/MP4 Players	-50%	-40%	-38%	-51%	-99%	-31%	-65%	-100%	-18%	-86%	-80%	-55%	4%	67%	-100%	-22%	19%	19%	193%	-73%	-7%	-72%		
3	3	→ Privacy Screens	-71%	-85%	-27%	-43%	-77%	-61%	-21%	-55%	-81%	-79%	-64%	-59%	-98%	-81%		112%		-50%	-84%	-71%	-42%	-70%		
4	4	→ Presentation Devices	-63%	-45%	-94%	-94%	-61%	39%	-61%	-33%	949%	-51%	-70%	-53%	-41%	-69%	-77%	-43%	-49%	-79%	-90%	-63%	-67%	-63%		
6	5	↓ Standalone GPS Devices	-46%	-67%	-55%	-100%	-67%	-30%	-100%		-70%	-81%	201%	0%	-24%	-100%		-43%	49%	-60%	62%	-64%	-1%	-61%		
N/A	6	↑ Server Enclosure	-69%	-73%	-80%	-63%	-65%	-56%	-46%	-19%	26%	174%	561%	0%	124%	158%	-39%	-60%	151%	200%	-46%	-59%	-38%	-53%		
8	7	↓ Home Sound Systems	-64%	-92%	-46%	57%	-39%	24%	-71%	-64%	-87%	-9%	28%	626%	-99%	11%	-5%	226%	53%	-14%	-61%	-64%	99%	-49%		
8	8	↓ Tape Drives	-21%	-76%	24%	-62%	40%	-51%	-72%	-47%	-73%	211%	-46%	-65%	-39%	42%	-72%	-70%	51%		529%	-42%	-56%	-45%		
12	9	↓ Label/Barcode/Receipt Printers	-3%	-7%	-82%	-18%	-24%	8%	-18%	-11%	-6%	-21%	24%	-12%	8%	-17%	20%	29%	-9%	-44%	-58%	-49%	11%	-43%		
23	10	↓ Desktop Thin Clients	-36%	-47%	-50%	-43%	-57%	-31%	-2%	-64%	-47%	-79%	109%	-72%	-60%	-55%	-23%	-57%	44%	-19%	10%	-43%	-32%	-41%		
7	11	↑ Partner Rebates, Warehousing and Logistics	-15%	-70%	-74%	-77%	-67%	15%	-43%	-66%	-94%	-82%	-78%	-19%	94%	249%	512%	-69%	174%	-95%	0%	-51%	49%	-40%		
9	12	↓ SAN Switches and Directors	-43%	-24%	-28%	-57%	2%	22%	-78%	52%	-30%	-19%	43%	170%	-100%	-41%	-46%	-84%	-54%	103%	0%	-34%	-55%	-40%		
17	13	↓ Portable Speakers	-66%	-32%	-43%	-13%	40%	-55%	-20%	-48%	-89%	-93%	-74%	84%		-77%	-77%	-38%	-31%	-35%	-33%	-36%	-59%	-38%		
31	14	↓ Connectivity Switches (Data and KVM)	-12%	-57%	3%	-25%	-51%	-57%	-80%	-35%	-43%	25%	-58%	-59%	46%	15%	33%	-23%	-95%	-50%	-83%	-37%	-33%	-36%		
10	15	↑ Tape Libraries	-17%	-49%	17%	-52%	177%	-76%	-100%	-6%	-50%	0%	68%	0%		-50%	-69%	-75%	703%	0%	951%	-26%	-53%	-35%		
14	16	↑ Smartphone Protective Cases	-28%	-83%	-45%	-49%	-31%	75%	7%	-36%	22%	-5%	105%	73%	-60%	-25%	556%	-33%	33%	-3%		-45%	116%	-35%		
5	17	↓ SAN Accessories	16%	-94%	138%	-68%	-46%	-761%	-227%	35%	-77%	-100%	551%	1452%	1849%	212%	-49%	188%	1286%	-44%	379%	-42%	27%	-34%		
26	18	↓ Landline Telephones	-8%	-57%	36%	-83%	46%	30%	70%	15%	-34%	-10%	-69%	-89%	-37%	-70%	-82%	-21%	3%	42%	14%	-30%	-60%	-34%		
16	19	↑ Memory Cards	-14%	-65%	-73%	100%	-19%	10%	-15%	-16%	5%	-47%	1268%	3%	-53%	14%	-69%	-35%	-23%	-34%	3%	-30%	-43%	-33%		
21	20	↓ USB Memory	-71%	-57%	19%	85%	-36%	22%	39%	27%	-43%	-55%	-35%	33%	-44%	-25%	-38%	-10%	-28%	8%	-20%	-35%	-21%	-33%		
30	21	↓ Desktop Workstations (PC/Mac)	-33%	-47%	-33%	-29%	-23%	-51%	21%	35%	-64%	-58%	-54%	-48%	-84%	14%	29%	-1%	-6%	50%	-42%	-36%	14%	-31%		
24	22	↓ VOIP Systems	-14%	-44%	-36%	-54%	0%	-2%	-43%	-19%	-24%	39%	-71%	17%	-70%	-78%	-26%	69%	-21%	-46%	-55%	-33%	-14%	-30%		
18	23	↓ Digital Cameras	-19%	-74%	27%	-58%	79%	15%	-83%	-69%	1%	-49%	-52%	-58%	29%	-69%	-91%	-42%	-23%	-47%	-66%	-4%	-44%	-29%		
34	24	↓ Displays Accessories	-18%	-40%	-30%	-33%	-15%	2%	11%	-12%	-56%	17%	51%	-45%	-46%	74%	-94%	8%	-8%	132%	-81%	-23%	-67%	-27%		
25	25	↓ Mobile Phones	-37%	-16%	-61%	-53%	-24%	244%	36%	15%	3%	-87%	2%	107%	125%	-5%	-58%	-73%	-12%	-2%	37%	-15%	-55%	-27%		
N/A	26	↑ Server Accessories	-9%	-47%	-36%	40%	-45%	-44%	42%	-61%	10%	-48%	-9%	-53%	-61%	75%	30%	-89%	4%	-77%	21%	-20%	-46%	-27%		
20	27	↑ Portable Power Banks	-65%	-30%	-73%	-42%	-25%	-4%	38%	-95%	-84%	-72%	-51%	-69%	-28%	-38%	110%	-20%	12%	38%	-68%	-41%	20%	-27%		
13	28	↓ Network Chassis	-33%	-37%	-20%	3%	-10%	24%	-84%	-96%	-95%	-92%	691%	100%	-100%	74%	19%	47%	-100%	-67%		-33%	18%	-26%		
19	29	↓ Disk Arrays	-28%	-47%	-24%	-35%	66%	107%	107%	-53%	115%	-46%	11%	3%	-57%	-45%	-36%	-27%	15%	126%	-82%	-25%	-30%	-26%		
38	30	↓ Desktops	-21%	-45%	-1%	-26%	-37%	-14%	-25%	-25%	15%	-32%	-4%	8%	-58%	-9%	-30%	-12%	-6%	-12%	-31%	-25%	-25%	-25%		
35	31	↓ Printer Accessories and Parts	-25%	-46%	-13%	-24%	6%	-24%	95%	-1%	-57%	-15%	-45%	25%	-7%	-51%	-18%	-21%	-20%	-80%	-50%	-25%	-19%	-24%		
28	32	↑ Smartphone Screen Protectors	-13%	-71%	-68%	-20%	5%	172%	1%	326%		-50%		5%	2%	32%	-42%	6%	1%	69%	30%	-26%	5%	-23%		
29	33	↑ Projectors	-20%	-39%	10%	-29%	-25%	7%	-14%	-26%	-22%	-30%	-9%	-51%	33%	17%	80%	-7%	1%	-25%	-37%	-25%	-1%	-22%		
44	34	↓ Points of Sales	11%	654%	-78%	-90%	77%	-50%	990%	-79%	-99%	-49%	-39%	-100%	-51%	-39%	-42%	-100%	23%	-75%	-96%	-14%	-53%	-21%		
40	35	↓ Notebook Power Adapters	-18%	-49%	-18%	-19%	4%	-8%	-13%	31%	-24%	-8%	21%	5%	73%	-14%	-39%	15%	1%	28%	-3%	-22%	-10%	-21%		
32	36	↑ Graphics and Design Software	-29%	-35%	39%	6%	-7%	-9%	-47%	-40%	-23%	-7%	22%	-59%	-47%	-31%	8%	7%	51%	77%	-2%	-21%	12%	-20%		
22	37	↓ Dye Sublimation Printers	-37%	-65%	40%	-55%	-51%	166%	-115%	118%	-52%	-73%	-53%	-100%	-71%	-87%	-39%	-11%	-73%	-96%	3297%	-19%	-26%	-19%		
36	38	↑ Toner	-15%	-29%	-22%	3%	-16%	-9%	7%	-2%	-47%	-23%	-15%	-5%	-15%	2%	-37%	-4%	-28%	-31%	-31%	-16%	-31%	-19%		
41	39	↓ Large Format/Plotter Printers	-37%	-41%	-6%	-34%	3%	-12%	114%	1%	-25%	47%	135%	-26%	-68%	-20%	4%	-68%	-14%	1%	62%	-20%	-9%	-19%		
39	40	↑ Large Format Displays	-3%	-29%	-9%	-17%	-14%	-35%	18%	6%	-24%	14%	-22%	-27%	-48%	-3%	45%	-65%	66%	-32%	17%	-20%	-7%	-19%		
N/A	41	↑ Servers (PC/Mac)	-18%	-15%	16%	-39%	-27%	8%	5%	-66%	150%	-15%	-55%	-3%	-29%	42%	-29%	16%	5%	-10%	-58%	-17%	-22%	-18%		
46	42	↓ Print Media	-34%	-3%	-23%	-3%	-3%	-14%	-83%	-37%	46%	-46%	30%	-47%	-38%	-24%	-13%	37%	-12%	-35%	-13%	-21%	-12%	-18%		
N/A	43	↑ Network Expansion Modules	-37%	-19%	-14%	-49%	-49%	45%	-54%	3%	-35%	-84%	17%	-30%	61%	14%	159%	49%	-30%	33%	192%	-28%	123%	-16%		
15	44	↑ Servers (Unix)	51%	-93%	231%	-53%	-73%	-85%	-51%	-76%	0%	518%	11%			-91%	-46%	-98%	22%			-10%	-64%	-16%		
33	45	↑ Wireless LAN Controllers	25%	-55%	-18%	-30%	-3%	9%	-19%	-63%	430%	-83%	-54%	1%	475%	-29%	107%	33%	-31%	-67%	-84%	-20%	55%	-15%		
43	46	↑ Smartphone/Tablet Chargers	-8%	-51%	-41%	-7%	46%	-28%	69%	73%	-34%	-6%	90%	22%	-59%	-4%	-57%	63%	-14%	48%	59%	-16%	1%	-14%		
N/A	47	↑ Storage Controllers	17%	-33%	-16%	-32%	60%	-17%	-22%	-36%	-51%	-40%	-26%	-50%	-51%	-54%	-9%	-18%	23%	66%	9%	-15%	-8%	-14%		
45	48	↑ Solid State Drives (SSDs)	-31%	-30%	-27%	-15%	-1%	36%	64%	-45%	-43%	-3%	10%	14%	70%	-7%	19%	-12%	23%	-17%	-50%	-18%	3%	-14%		
42	49	↑ Network Switches	-8%	-22%	-25%	-42%	-29%	3%	-17%	-7%	18%	-45%	-9%	-24%	-6%	-14%	40%	37%	39%	12%	39%	-20%	38%	-14%		
N/A	50	↑ RAM Memory	-9%	-38%	-11%	-24%	-5%	-32%	-17%	-32%	-21%	-8%	-16%	6%	-83%	32%	66%	-27%	16%	-29%	-16%	-21%	27%	-13%		

CONTEXT Covid-19 Weekly Report

Largest Category

© 2020 CONTEXT-CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank-W31	Rank-W32	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	📁 Notebooks	21%	16%	60%	25%	29%	25%	14%	3%	-9%	33%	2%	1%	-37%	21%	-2%	41%	20%	-2%	-1%	21%	11%	19%	
2	2	📱 Smartphones	34%	-5%	20%	-17%	46%	302%	23%	-6%	-10%	-18%	90%	6%	28%	32%	-54%	67%	25%	49%	160%	19%	21%	20%	
3	3	📄 Warranties and Services	-6%	20%	-9%	-15%	25%	6%	4%	3%	-7%	-13%	-11%	-33%	-13%	-16%	17%	-18%	-37%	-31%	-38%	3%	-6%	3%	
5	4	💻 Tablet PCs	72%	23%	69%	28%	48%	2%	56%	-4%	-14%	-11%	38%	19%	40%	6%	22%	111%	100%	67%	55%	37%	63%	39%	
4	5	🖥️ Desktops	-21%	-45%	-1%	-26%	-37%	-14%	-25%	-25%	15%	-32%	-4%	8%	-58%	-9%	-30%	-12%	-6%	-12%	-31%	-25%	-25%	-25%	
6	6	🖨️ Ink Cartridges and Tanks	8%	12%	2%	-3%	5%	-20%	40%	3%	-29%	-25%	-8%	6%	-29%	19%	-36%	8%	-22%	-46%	-16%	3%	-21%	1%	
7	7	🖨️ Toner	-15%	-29%	-22%	3%	-16%	-9%	7%	-2%	-47%	-23%	-15%	-5%	-15%	2%	-37%	-4%	-28%	-31%	-31%	-16%	-31%	-19%	
8	8	🖥️ Monitors	29%	26%	11%	-16%	28%	24%	17%	34%	12%	-4%	29%	22%	-23%	-19%	-18%	22%	29%	-4%	-27%	16%	-4%	11%	
9	9	🏎️ Processors	-10%	-15%	-12%	-20%	1%	-39%	28%	-22%	-7%	10%	13%	-27%	-24%	51%	36%	11%	-12%	72%	-18%	-8%	21%	-2%	
10	10	🔌 Network Switches	-8%	-22%	-25%	-42%	-29%	3%	-17%	-7%	18%	-45%	-9%	-24%	-6%	-14%	40%	37%	39%	12%	39%	-20%	38%	-14%	
12	11	💾 Solid State Drives (SSDs)	-31%	-30%	-27%	-15%	-1%	36%	64%	-45%	-43%	-3%	10%	14%	70%	-7%	19%	-12%	23%	-17%	-50%	-18%	3%	-14%	
11	12	🏢 Office Applications Software	6%	-17%	7%	9%	2%	10%	5%	23%	-1%	3%	25%	-1%	56%	2%	298%	-8%	-15%	50%	0%	2%	84%	9%	
13	13	🔒 Security Software	44%	30%	-22%	18%	-13%	4%	45%	25%	-56%	-5%	32%	17%	12%	20%	28%	-29%	-51%	3%	-35%	19%	-5%	18%	
14	14	🎧 Headsets/Headphones and Microphones	6%	-2%	-9%	16%	29%	106%	-5%	14%	-52%	15%	164%	3%	-15%	0%	-11%	59%	38%	61%	44%	6%	26%	8%	
15	15	💾 Hard Disk Drives (HDDs)	12%	-12%	10%	-18%	29%	13%	-22%	-38%	-34%	84%	-22%	-11%	-45%	23%	5%	-6%	-13%	110%	-30%	1%	3%	2%	
17	16	🏠 Operating Systems Software	-14%	10%	-21%	-21%	13%	6%	25%	-46%	70%	-5%	2%	36%	-68%	-10%	24%	-9%	-13%	-31%	-68%	-8%	1%	-7%	
17	17	🖥️ Servers (PC/Mac)	-18%	-15%	16%	-39%	-27%	8%	5%	-66%	150%	-15%	-55%	-3%	-29%	42%	-29%	16%	5%	-10%	-58%	-17%	-22%	-18%	
18	18	📊 Data Management Software	28%	-6%	-27%	49%	-24%	41%	-41%	42%	-43%	-32%	-4%	219%	50%	-39%	84%	55%	0%	29%	-83%	7%	42%	9%	
19	19	📶 RAM Memory	-9%	-38%	-11%	-24%	-5%	-32%	-17%	-32%	-21%	-8%	-16%	6%	-83%	32%	66%	-27%	16%	-29%	-16%	-21%	27%	-13%	
20	20	🎨 Graphics and Design Software	-29%	-35%	39%	-6%	-7%	-9%	-47%	-40%	-23%	-7%	22%	-59%	-47%	-31%	8%	7%	51%	77%	-2%	-21%	12%	-20%	
21	21	💿 Disk Arrays	-28%	-47%	-24%	-35%	66%	107%	107%	-53%	115%	-46%	11%	3%	-57%	-45%	-36%	-27%	15%	126%	-82%	-25%	-30%	-26%	
22	22	🖨️ Large Format Displays	-3%	-29%	-9%	-17%	-14%	-35%	18%	6%	-24%	14%	-22%	-27%	-48%	-3%	45%	-65%	66%	-32%	17%	-20%	-7%	-19%	
22	23	🖨️ All-in-One Lasers	-15%	-40%	1%	-3%	10%	9%	108%	1%	-21%	-24%	-46%	-1%	-27%	-27%	-3%	3%	-1%	15%	-44%	-12%	-3%	-9%	
24	24	📶 Wireless Access Points	23%	-20%	6%	-27%	15%	-2%	-33%	-26%	-1%	-45%	-24%	-57%	11%	27%	24%	76%	2%	-9%	-10%	-2%	26%	0%	
25	25	🔌 Network Routers	12%	-3%	30%	-22%	-9%	23%	-20%	-54%	-49%	10%	104%	71%	16%	-28%	59%	24%	19%	24%	-69%	-1%	40%	8%	
26	26	🔒 Network Management and Security Appliances	-10%	30%	-6%	-10%	54%	40%	13%	-13%	38%	56%	99%	11%	94%	47%	-64%	-3%	-51%	88%	10%	15%	-57%	5%	
27	27	🎮 Graphics Cards	18%	26%	80%	6%	6%	-1%	130%	-34%	-29%	4%	-14%	-56%	-93%	47%	-32%	26%	50%	-34%	-6%	11%	-1%	8%	
28	28	📺 Televisions	66%	-16%	-47%	33%	264%	18%	-26%	38%	120%	193%	65%	119%	146%	-27%	858%	22%	61%	18%	193%	-11%	116%	19%	
28	29	🏢 Network Management Software	15%	-19%	2%	8%	-24%	-25%	40%	-24%	70%	-34%	-23%	7%	2%	37%	94%	33%	-32%	-5%	-10%	-3%	53%	0%	
29	30	🖨️ All-in-One Inkjets	-20%	-1%	-9%	-20%	-18%	-28%	71%	60%	-42%	3%	29%	-27%	-26%	-21%	-34%	-10%	58%	-4%	2%	-11%	-10%	-1%	
31	31	🏠 Virtualisation Software	10%	-13%	-20%	-50%	22%	34%	38%	213%	-7%	185%	163%	-21%	-82%	0%	0%	45%	22%	-24%	-47%	3%	7%	3%	
32	32	🕒 Smart Watches	7%	56%	18%	1%	85%	87%	23%	35%	-19%	64%	-35%	-19%	-57%	4%	31%	92%	27%	-31%	-33%	26%	41%	27%	
33	33	🚰 Docking Stations	18%	31%	105%	42%	77%	19%	26%	54%	-29%	-5%	-1%	-42%	-35%	60%	5%	44%	41%	-10%	-1%	30%	21%	30%	
34	34	🖥️ Desktop Workstations (PC/Mac)	-33%	-47%	-33%	-29%	-23%	-51%	21%	35%	-64%	-58%	-54%	-48%	-84%	14%	29%	-1%	-6%	50%	-42%	-36%	14%	-31%	
35	35	📡 Transceivers	-10%	-20%	-31%	-43%	-20%	7%	10%	-39%	-31%	-50%	-10%	20%	40%	2%	160%	99%	325%	31%	-44%	-19%	149%	-3%	
37	36	🔌 Uninterruptable Power Supplies (UPS)	1%	-20%	-10%	-21%	3%	7%	-36%	-5%	-32%	2%	-17%	-3%	-16%	21%	-4%	-9%	-3%	-13%	-11%	-9%	-5%	-7%	
37	37	🔌 Cables and Connectivity Adapters	-4%	-11%	-22%	-22%	33%	14%	-11%	-18%	-25%	-34%	-11%	-4%	-8%	8%	-8%	23%	-10%	-11%	-17%	-10%	-1%	-9%	
38	38	🏢 Database Management Software	28%	-11%	88%	1%	4%	28%	10%	243%	55%	-33%	142%	50%	101%	41%	32%	-52%	-25%	36%	300%	28%	-17%	24%	
39	39	📱 Notebook Workstations	15%	-11%	42%	1%	56%	21%	53%	21%	-37%	-41%	-36%	-6%	-60%	9%	-54%	9%	-2%	-14%	49%	0%	-27%	-3%	
40	40	🖨️ Laser Printers	-24%	-18%	24%	-9%	-16%	-5%	0%	41%	18%	32%	-73%	113%	15%	14%	9%	-5%	-25%	89%	-38%	-10%	5%	-5%	
41	41	🌨️ Keyboards and Keycaps	14%	20%	-9%	32%	45%	41%	4%	29%	10%	3%	63%	5%	23%	47%	9%	14%	13%	-3%	19%	22%	10%	20%	
42	42	🏠 Integrated Systems	5%	86%	-62%	-27%	-75%	124%	4%	-72%	-49%	1096%	145%	409%	49%	-21%	-97%	855%	-64%	-49%	-32%	3%	-30%	2%	
43	43	📦 Long Life Consumables	-9%	-36%	2%	12%	-14%	-4%	13%	11%	-13%	-25%	-23%	-6%	13%	-6%	-19%	7%	-20%	-63%	30%	-10%	-16%	-12%	
44	44	📱 Mobile Computing Cases	78%	12%	110%	84%	38%	143%	52%	18%	11%	2%	101%	29%	-3%	20%	38%	10%	43%	12%	35%	50%	27%	49%	
45	45	📽️ Projectors	-20%	-39%	10%	-29%	-25%	7%	-14%	-26%	-22%	-30%	-9%	-51%	33%	17%	80%	-7%	1%	-25%	-37%	-25%	-1%	-22%	
50	46	🖨️ Mice	11%	-16%	31%	16%	35%	36%	4%	8%	-29%	14%	-26%	-28%	-22%	36%	20%	38%	20%	-5%	-1%	11%	23%	14%	
46	47	🔌 Network Expansion Modules	-37%	-19%	-14%	-49%	-49%	45%	-54%	3%	-35%	-84%	17%	-30%	61%	14%	159%	49%	-30%	33%	192%	-28%	123%	-16%	
49	48	🏠 NAS Devices	30%	3%	15%	-11%	-12%	5%	16%	30%	-17%	-6%	72%	52%	-39%	-11%	-14%	7%	-28%	39%	-53%	13%	-12%	9%	
48	49	🏠 Mobile Computing Accessories and Parts	60%	33%	53%	-6%	32%	40%	-32%	122%	-12%	4%	-54%	53%	174%	90%	95%	27%	178%	-3%	63%	43%	68%	44%	
47	50	🏠 Developer Tools Software	2%	19%	0%	-18%	21%	31%	35%	8%	47%	99%	1%	79%	84%	2%	694%	52%	-40%	56%	-81%	11%	20%	12%	

CONTEXT Covid-19 Weekly Report

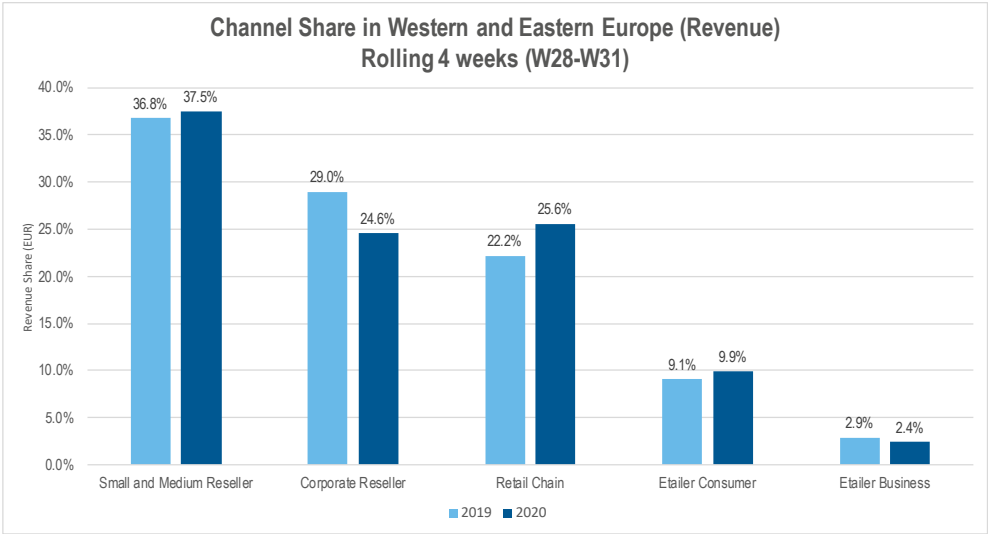
[Back to Contents](#)

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE															EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
Business Channels	Corporate Reseller	-5%	-11%	-7%	-22%	-17%	-7%	3%	-28%	-37%	-33%	-14%	-20%	-16%	3%	2%	-29%	13%	-39%	-53%	-12%	-5%	-11%	
	Small and Medium Reseller	-1%	-9%	16%	7%	23%	10%	20%	-4%	20%	15%	32%	-1%	-29%	5%	29%	13%	-3%	54%	-15%	5%	20%	7%	
	Etailer Business	-6%	11%	-15%	-14%	-19%	-15%	-19%	-39%	-46%	-35%	-10%	-32%	-9%	-28%	-25%	20%	-18%	-45%	21%	-12%	-18%	-13%	
Retail Channels	Etailer Consumer	33%	23%	11%	-32%	36%	27%	42%	1%	-85%	36%	45%	-24%	-17%	15%	-16%	56%	14%	-15%	-18%	17%	2%	15%	
	Retail Chain	33%	1%	17%	10%	33%	50%	38%	7%	33%	-1%	31%	33%	44%	27%	-9%	45%	35%	52%	10%	22%	17%	21%	



CONTEXT Covid-19 Weekly Report

Largest Industries Business

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Rank-W31	Rank-W32	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	27%	18%	75%	34%	38%	16%	14%	11%	-22%	44%	1%	-13%	-23%	19%	15%	42%	13%	14%	-5%
2	2	➡ Telecommunications	46%	-6%	29%	-20%	69%	143%	9%	-2%	-9%	45%	149%	-17%	-48%	46%	7%	54%	-4%	74%	96%
3	3	➡ Software and Licences	9%	-6%	11%	15%	-16%	2%	37%	-11%	-24%	8%	37%	13%	6%	-8%	105%	-8%	-16%	-16%	-41%
4	4	➡ Printing Consumables	-9%	-23%	-9%	2%	-4%	-12%	10%	8%	-42%	-17%	2%	-4%	-27%	2%	-30%	4%	-22%	-45%	-22%
5	5	➡ Warranties and Services	-10%	11%	-9%	-15%	24%	-3%	2%	3%	-10%	-16%	-18%	-38%	-14%	-16%	11%	-23%	-38%	-31%	-36%
6	6	➡ Displays	-11%	-27%	-12%	-27%	-10%	-21%	3%	-13%	-23%	-3%	-7%	-28%	-36%	-5%	-4%	-30%	56%	-7%	-27%
8	7	⬆ Disk Storage	-21%	-37%	-13%	-24%	24%	27%	33%	-52%	-20%	-24%	-2%	-8%	-4%	-10%	-11%	-18%	25%	52%	-64%
7	8	⬇ Computing Components	-17%	-26%	-11%	-11%	-15%	-36%	2%	-46%	-22%	-30%	-21%	-29%	-68%	34%	66%	-5%	12%	20%	-40%
9	9	➡ Desktop Computing	-41%	-50%	-14%	-33%	-42%	-35%	-24%	-29%	-25%	-50%	-25%	-37%	-72%	-18%	-24%	-20%	-15%	-42%	-42%
10	10	➡ Networking Systems	-10%	-21%	-21%	-42%	-25%	-10%	-19%	-14%	-21%	-39%	-13%	-18%	-15%	-24%	34%	10%	16%	-2%	28%
12	11	⬆ Computing Accessories	32%	24%	63%	22%	59%	45%	20%	32%	0%	6%	9%	-22%	4%	36%	-6%	26%	28%	8%	7%
11	12	⬇ Printing	-26%	-30%	-39%	-26%	-13%	-23%	27%	-12%	-54%	-12%	-61%	-22%	-37%	-47%	-8%	-11%	-28%	-42%	-46%
13	13	➡ Audio-Video Systems	-5%	-24%	-37%	24%	-5%	203%	-2%	83%	-73%	9%	125%	23%	-22%	4%	18%	-52%	16%	107%	-1%
14	14	➡ Server Computing	-6%	-12%	-2%	-38%	-47%	4%	-11%	-68%	-14%	169%	-76%	-18%	-41%	15%	-34%	-24%	-2%	-22%	-63%
15	15	➡ Data Center Networking and Security	-32%	-9%	-15%	-32%	16%	5%	-43%	-40%	-19%	-15%	88%	-21%	79%	39%	-30%	-51%	-57%	28%	197%
16	16	➡ Wireless Networking	5%	-17%	-2%	-31%	-5%	-17%	-39%	-44%	-32%	-65%	-45%	-55%	6%	11%	26%	24%	20%	-5%	-6%
17	17	➡ Wearable Devices	86%	-23%	29%	88%	-21%	23%	23%	402%	-44%	7%	120%	20%	-78%	-3%	181%	39%	-15%	-28%	-15%
19	18	⬆ Power Equipment	-9%	-39%	-6%	-20%	-3%	-12%	-16%	-25%	-23%	-17%	-7%	-5%	-21%	11%	-24%	-9%	-10%	-13%	-36%
18	19	⬇ Other Networking Equipment	-18%	-22%	-13%	-39%	-10%	-2%	19%	-37%	-39%	-35%	-16%	1%	14%	1%	59%	18%	134%	16%	-17%
20	20	➡ Connectivity	-8%	-18%	12%	-28%	40%	1%	-18%	-23%	-42%	-35%	-28%	-34%	1%	-1%	15%	20%	-39%	-17%	-25%
21	21	➡ Removable Storage	-22%	-76%	-8%	8%	-8%	32%	-22%	-41%	-33%	-58%	864%	15%	-77%	-20%	-38%	-16%	-1%	10%	-24%
22	22	➡ Electronics	-23%	-32%	-35%	7%	-85%	-3%	8%	-75%	-5%	-44%	11%	-74%	49%	-56%	64%	-26%	3%	-31%	11%
23	23	➡ Smart Home and Office	161%	-16%	91%	-29%	56%	43%	-98%	-18%	39%	2435%	634%	117%	170%	-41%	97%	48%	737%	3816%	28%
24	24	➡ Games Consoles	273%		-24%	-5%	152%	105%	132%	-15%	-57%	-12%	258%	9%	336%	515%	-58%	-28%	-63%	915%	473%
25	25	➡ Unified Communications	-31%	-45%	-37%	-54%	-1%	-3%	-50%	-18%	-29%	-59%	-72%	12%	-67%	-77%	-36%	71%	-28%	-34%	-41%
27	26	⬆ Security	-20%	-27%	8%	25%	36%	10%	-21%	-34%	-21%	654%	146%	-62%	728%	-69%	-7%	60%	46%	18%	-42%
26	27	⬇ Scanner Imaging	-29%	2%	52%	3%	-40%	16%	-47%	-40%	-73%	-12%	-45%	-75%	-27%	-25%	-55%	-28%	-34%	162%	-61%
28	28	➡ Terminals, Thin Clients and Points of Sales	-28%	-8%	-62%	-68%	17%	-53%	143%	-68%	-54%	-55%	-45%	-84%	-60%	-18%	-40%	-69%	-5%	-41%	-63%
29	29	➡ Tape Storage	-13%	-60%	6%	-61%	45%	-67%	-60%	-28%	-82%	37%	-25%	-24%	-88%	-17%	-44%	-64%	94%	158%	393%
30	30	➡ Photo and Video Cameras	-16%	-15%	28%	-69%	296%	-13%	-88%	-66%	-70%	-13%	-19%	-50%	86%	-56%	-75%	-80%	19%	-21%	-57%

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

INDUSTRY SECTOR TREND		
WE	EE	Total
22%	21%	22%
24%	28%	25%
3%	31%	5%
-9%	-23%	-11%
-1%	-10%	-2%
-19%	-7%	-17%
-19%	-10%	-17%
-18%	36%	-9%
-37%	-24%	-35%
-22%	27%	-16%
30%	9%	28%
-29%	-12%	-26%
-2%	0%	-2%
-18%	-32%	-21%
-15%	-31%	-17%
-14%	21%	-11%
18%	34%	21%
-18%	-21%	-19%
-19%	55%	-9%
-12%	1%	-11%
-29%	-18%	-28%
-39%	36%	-22%
8%	284%	21%
100%	14%	56%
-42%	-23%	-38%
-8%	3%	-5%
-18%	-47%	-22%
-31%	-48%	-34%
-36%	-33%	-36%
-12%	-50%	-34%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

[Back to Contents](#)

Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W31	Rank-W32	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	40%	12%	49%	9%	30%	25%	36%	-4%	40%	15%	12%	26%	-23%	16%	-11%	47%	41%	-12%	19%
2	2	➡ Telecommunications	31%	-15%	16%	-20%	37%	311%	39%	-6%	-10%	-26%	14%	15%	75%	20%	-74%	69%	39%	36%	188%
3	3	➡ Software and Licences	20%	31%	-76%	-9%	94%	86%	89%	406%	-33%	-688%	236%	325%	325%	231%	81%	27%	65%	256%	180%
4	4	➡ Printing Consumables	7%	12%	-9%	-4%	-9%	-15%	28%	-20%	6%	-34%	-28%	0%	-14%	40%	-46%	-7%	-29%	-20%	-17%
5	5	➡ Warranties and Services	146%	955%	10%	57%	168%	258%	163%	19%	254%	779%	142%	88%	78%	-16%	867%	187%	-13%	-38%	-85%
6	6	➡ Displays	73%	52%	-25%	37%	119%	66%	-5%	179%	131%	93%	157%	75%	-12%	-26%	58%	54%	20%	10%	35%
7	7	⬆ Disk Storage	12%	18%	-24%	-18%	41%	43%	36%	15%	-15%	126%	38%	27%	-32%	21%	28%	-1%	-21%	-38%	-9%
7	8	⬇ Computing Components	31%	17%	158%	-41%	26%	77%	95%	80%	-12%	192%	64%	-31%	-60%	84%	-24%	20%	1%	-39%	20%
9	9	➡ Desktop Computing	36%	-9%	23%	35%	-18%	1%	-1%	19%	101%	11%	17%	93%	-54%	23%	-38%	9%	11%	178%	23%
10	10	➡ Networking Systems	16%	0%	55%	-23%	110%	86%	54%	-38%	15%	120%	188%	8%	38%	59%	91%	96%	106%	98%	-73%
12	11	⬆ Computing Accessories	65%	32%	45%	68%	53%	49%	-2%	69%	13%	34%	63%	14%	-51%	66%	17%	37%	61%	4%	16%
11	12	⬇ Printing	-7%	-2%	20%	26%	-14%	15%	84%	128%	33%	-10%	41%	68%	57%	17%	6%	-3%	36%	72%	54%
13	13	➡ Audio-Video Systems	7%	-4%	-4%	-8%	69%	-6%	-21%	-30%	-6%	-8%	148%	-5%	82%	5%	-40%	104%	62%	8%	53%
14	14	➡ Server Computing	127%	-41%	-78%	300%	274%	114%			4326%	65%		1425%		172%	106%	197%	177%	385%	490%
15	15	➡ Data Center Networking and Security	467%	159%		727%	256%	349%	20%	876%	858%		1049%		623%	-43%	114%	486%	538%		30%
16	16	➡ Wireless Networking	57%	-38%	33%	-5%	108%	59%	46%	51%	141%	101%	118%	-42%	43%	95%	47%	130%	-27%	3%	-35%
17	17	➡ Wearable Devices	5%	3%	26%	-33%	98%	40%	26%	4%	12%	90%	-12%	-26%	-2%	-19%	-17%	138%	12%	-7%	-35%
19	18	⬆ Power Equipment	70%	-13%	-12%	-39%	26%	19%	8%	12%	-36%	-67%	-15%	13%	-58%	-14%	35%	-9%	23%	42%	26%
18	19	⬇ Other Networking Equipment	55%	-21%	42%	-8%	109%	63%	23%	93%	68%	68%	1%	118%	1698%	-5%	108%	42%	150%	-30%	-35%
20	20	➡ Connectivity	27%	1%	-60%	3%	30%	19%	8%	-1%	-4%	-20%	39%	64%	-30%	23%	-56%	34%	7%	20%	-20%
21	21	➡ Removable Storage	-42%	-44%	-56%	136%	-31%	9%	-3%	48%	20%	-37%	-44%	12%	-13%	34%	-55%	-21%	-36%	-47%	19%
22	22	➡ Electronics	-35%	-67%	-38%	24%	-74%	-13%	-70%	-62%	397%	-81%	-27%	-62%	-77%	-34%	316%	20%	190%	-72%	16%
23	23	➡ Smart Home and Office	14%	39%	18%	-10%	175%	-89%		-65%	-77%	-2%	-34%	19%	375%	137%	-47%	445%	9%		-25%
24	24	➡ Games Consoles	76%		109%	122%	21%	49%	169%	32%	170%	27%	104%	-44%	296%	45%	71%	80%	102%	-9%	57%
25	25	➡ Unified Communications	13%	-48%	-27%	38%	4%	29%	119%	-90%	-36%		-44%	65%	256%	69%	265%	194%	-82%	-29%	-95%
27	26	⬆ Security	95%	-45%	-63%	22%	107%	-12%	-44%	-7%	0%	20%	232%	-24%	46%	33%	217%	79%	59%	75%	52%
26	27	⬇ Scanner Imaging	26%	-1%	15%	8%	86%	11%	20%	195%	170%	551%	279%	103%	231%	102%	276%	85%	134%	190%	36%
28	28	➡ Terminals, Thin Clients and Points of Sales	-54%	43%	-47%		-9%	122%	25%	-9%	-87%	-90%	904%	-56%		-75%	105%	365%	881%	348%	
29	29	➡ Tape Storage	306%	62%	2%	1617%	-9%	102%	-2%	557%		8762%	405%	410%	-93%	-44%	884%	-6%	-94%	-100%	
30	30	➡ Photo and Video Cameras	334%	6%	-45%	-288%	95%	-19%	54%	-94%	-84%	-52%	-43%	-46%	-137%	-46%	-52%	-35%	-22%	-37%	-71%

INDUSTRY SECTOR TREND		
WE	EE	Total
27%	9%	23%
15%	17%	15%
28%	55%	33%
0%	-36%	-6%
244%	232%	244%
41%	46%	42%
15%	10%	14%
21%	-3%	13%
17%	-20%	7%
17%	71%	28%
50%	28%	46%
9%	9%	9%
3%	35%	6%
164%	157%	162%
303%	214%	292%
34%	47%	35%
14%	47%	17%
0%	27%	10%
26%	82%	30%
-4%	-10%	-4%
-25%	-35%	-27%
-34%	94%	-27%
7%	550%	11%
66%	79%	70%
9%	180%	17%
-6%	112%	0%
34%	201%	54%
-40%	150%	-7%
226%	629%	259%
1%	-26%	-18%

CONTEXT Covid-19 Weekly Report

Largest Category Business

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Top Categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019
Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W31	Rank-W32	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Notebooks	11%	19%	70%	41%	36%	22%	7%	18%	-21%	60%	-6%	-13%	-42%	31%	16%	41%	3%	19%	-6%	20%	20%	20%
2	2	👉 Warranties and Services	-10%	11%	-9%	-15%	24%	-3%	2%	3%	-10%	-16%	-18%	-38%	-14%	-16%	11%	-23%	-38%	-31%	-36%	-1%	-10%	-2%
3	3	👉 Smartphones	50%	0%	29%	-8%	74%	216%	8%	-5%	-8%	51%	160%	-18%	-55%	51%	-7%	57%	-4%	83%	111%	29%	26%	28%
4	4	👉 Tablet PCs	75%	22%	102%	24%	45%	-8%	44%	-27%	-20%	-27%	72%	0%	41%	-22%	28%	79%	80%	-39%	39%	33%	48%	34%
5	5	👉 Toner	-16%	-31%	-18%	4%	-20%	-8%	7%	-2%	-49%	-25%	-18%	-4%	-17%	-1%	-30%	-6%	-19%	-42%	-25%	-16%	-25%	-18%
6	6	👉 Desktops	-40%	-50%	-9%	-31%	-43%	-28%	-31%	-39%	-16%	-49%	-6%	-33%	-58%	-21%	-27%	-22%	-13%	-43%	-41%	-37%	-26%	-34%
7	7	👉 Office Applications Software	8%	-17%	6%	8%	2%	8%	3%	19%	-1%	3%	25%	-2%	56%	0%	310%	-12%	-16%	47%	0%	2%	96%	9%
8	8	👉 Security Software	44%	26%	-2%	16%	-15%	1%	43%	-12%	-40%	-9%	23%	11%	9%	23%	23%	-34%	-53%	-16%	-48%	21%	-10%	19%
9	9	👉 Network Switches	-9%	-23%	-25%	-42%	-30%	-15%	-18%	-5%	-11%	-49%	-26%	-26%	-16%	-16%	26%	19%	19%	-8%	11%	-22%	22%	-18%
10	10	👉 Ink Cartridges and Tanks	6%	1%	5%	-3%	18%	-21%	42%	30%	-38%	9%	90%	4%	-39%	6%	-44%	25%	-36%	-50%	-22%	4%	-22%	1%
13	11	👉 Operating Systems Software	-15%	11%	-22%	-23%	5%	2%	23%	-50%	65%	-17%	-5%	29%	-73%	-20%	27%	-24%	-15%	-36%	-72%	-10%	-3%	-10%
11	12	👇 Data Management Software	27%	-8%	-27%	48%	-25%	39%	-48%	39%	-44%	-34%	-15%	218%	49%	-41%	70%	49%	-7%	-21%	-85%	5%	31%	6%
14	13	👉 Monitors	-9%	-3%	-18%	-30%	-11%	-11%	10%	-12%	-14%	-30%	4%	-15%	-22%	-12%	-49%	-16%	1%	-6%	-33%	-12%	-36%	-18%
16	14	👉 Solid State Drives (SSDs)	-32%	-35%	-21%	-13%	-6%	39%	70%	-55%	-52%	-35%	6%	3%	81%	-22%	16%	-9%	61%	5%	-51%	-21%	9%	-15%
15	15	👉 Processors	-25%	-17%	-26%	11%	-22%	-52%	20%	-56%	-2%	-36%	-16%	-22%	-37%	43%	51%	8%	-18%	160%	-49%	-18%	29%	-10%
12	16	👉 Servers (PC/Mac)	-21%	-15%	14%	-42%	-30%	2%	2%	-68%	26%	-16%	-80%	-27%	-50%	42%	-32%	8%	-1%	-20%	-64%	-22%	-26%	-23%
19	17	👉 Hard Disk Drives (HDDs)	-3%	-19%	4%	-18%	-4%	-24%	-35%	-49%	59%	13%	-34%	-26%	-49%	33%	-8%	-17%	7%	156%	-71%	-10%	-8%	-10%
17	18	👇 Graphics and Design Software	-30%	-36%	40%	-6%	-7%	-7%	-48%	-40%	-22%	-7%	-2%	-68%	-57%	-32%	7%	7%	55%	50%	-4%	-22%	12%	-20%
18	19	👉 RAM Memory	-13%	-39%	-11%	-25%	-17%	-10%	-16%	-36%	-33%	-20%	-21%	2%	-84%	24%	71%	-34%	17%	-34%	-29%	-25%	35%	-17%
20	20	👉 Disk Arrays	-29%	-48%	-24%	-36%	65%	106%	93%	-53%	116%	-46%	11%	-8%	-65%	-45%	-40%	-32%	14%	116%	-82%	-26%	-34%	-27%
21	21	👉 Headsets/Headphones and Microphones	8%	-11%	-38%	39%	-4%	263%	5%	96%	-81%	22%	136%	26%	-24%	7%	35%	-58%	20%	160%	9%	6%	7%	6%
23	22	👉 Large Format Displays	-12%	-33%	-8%	-17%	-11%	-37%	10%	-10%	-24%	8%	-28%	-32%	-49%	-3%	24%	-69%	39%	-53%	-7%	-23%	-21%	-23%
25	23	👉 Network Management Software	15%	-16%	2%	7%	-26%	-32%	38%	-23%	58%	352%	-25%	8%	0%	34%	98%	20%	-36%	-45%	-9%	1%	48%	4%
24	24	👉 Network Management and Security Appliances	-25%	14%	-15%	-14%	51%	-5%	12%	-38%	31%	52%	94%	-3%	94%	47%	-67%	-38%	-62%	48%	18%	3%	-63%	-6%
26	25	👉 Wireless Access Points	5%	-14%	0%	-31%	-5%	-18%	-40%	-44%	-38%	-66%	-39%	-60%	5%	13%	21%	27%	18%	-10%	3%	-13%	19%	-11%
22	26	👉 Virtualisation Software	8%	-19%	-19%	-50%	17%	27%	25%	214%	-9%	194%	162%	-26%	-84%	-4%	-4%	42%	10%	-37%	-48%	-1%	3%	-1%
27	27	👉 Docking Stations	18%	32%	120%	42%	69%	26%	26%	47%	-33%	5%	-2%	-49%	-14%	49%	0%	32%	28%	-11%	0%	32%	12%	31%
28	28	👉 All-in-One Lasers	-33%	-46%	-7%	-13%	5%	-13%	119%	-19%	-53%	-27%	-68%	-38%	-44%	-59%	-22%	4%	-12%	-53%	-57%	-28%	-21%	-26%
29	29	👉 Transceivers	-12%	-19%	-32%	-43%	-21%	8%	8%	-37%	-36%	-51%	-11%	17%	23%	-1%	152%	85%	297%	33%	-49%	-20%	139%	-5%
31	30	👉 Database Management Software	28%	-11%	89%	1%	13%	22%	14%	230%	56%	-38%	139%	57%	98%	41%	20%	-53%	-19%	36%	249%	28%	-20%	24%
30	31	👉 Network Routers	-15%	-12%	4%	-33%	-20%	33%	-26%	-66%	-58%	-1%	129%	93%	-4%	-42%	49%	-10%	5%	24%	74%	-19%	38%	-7%
42	32	👉 Televisions	-18%	-49%	-11%	-1%	50%	-19%	25%	12%	21%	134%	-56%	149%	16%	-42%	1320%	-26%	822%	24%	167%	-13%	251%	47%
36	33	👉 Graphics Cards	4%	-4%	23%	2%	7%	-56%	93%	-56%	-38%	-2%	-30%	-56%	-49%	19%	13%	-3%	149%	-28%	-13%	-2%	11%	1%
32	34	👇 Desktop Workstations (PC/Mac)	-46%	-49%	-35%	-39%	-27%	-56%	28%	24%	-65%	-62%	-61%	-57%	-87%	5%	38%	-10%	-16%	2%	-48%	-42%	13%	-37%
34	35	👇 Integrated Systems	5%	86%	-48%	-27%	-75%	124%	-32%	-72%	-60%	1095%	144%	409%	36%	-24%	-98%	548%	-64%	-49%	-74%	3%	-53%	1%
37	36	👉 Uninterruptable Power Supplies (UPS)	-15%	-21%	-8%	-25%	-2%	-1%	-39%	-26%	-27%	7%	-33%	-35%	-39%	19%	-21%	-16%	-10%	-28%	-28%	-15%	-20%	-17%
33	37	👉 Notebook Workstations	2%	-15%	39%	-9%	56%	7%	54%	-4%	-39%	-42%	-48%	-34%	-71%	2%	-58%	-8%	-23%	-36%	-25%	-9%	-39%	-12%
35	38	👇 Cables and Connectivity Adapters	-8%	-15%	11%	-28%	30%	9%	-13%	-21%	-43%	-38%	-17%	-33%	-6%	-1%	12%	18%	-16%	-20%	-16%	-11%	5%	-10%
38	39	👉 Developer Tools Software	2%	20%	0%	-21%	21%	33%	32%	6%	44%	100%	1%	67%	85%	2%	676%	60%	-43%	55%	-81%	11%	21%	11%
39	40	👇 Long Life Consumables	-8%	-37%	2%	13%	-27%	-2%	15%	10%	-16%	-25%	-24%	-7%	13%	-10%	-19%	1%	-20%	-68%	34%	-11%	-16%	-12%
40	41	👇 All-In-One Inlets	-4%	8%	-27%	-32%	8%	-46%	-1%	-26%	-76%	47%	33%	-38%	-38%	-16%	15%	-10%	-28%	-22%	-12%	-13%	-10%	-13%
43	42	👉 Laser Printers	-35%	-25%	16%	-25%	-21%	-30%	-6%	31%	-18%	33%	-85%	14%	-44%	-16%	35%	5%	-27%	-56%	-44%	-23%	22%	-14%
41	43	👉 Network Expansion Modules	-40%	-13%	-16%	-50%	-52%	7%	-55%	-5%	-48%	-84%	7%	-70%	40%	21%	147%	19%	-68%	9%	183%	-31%	106%	-20%
44	44	👉 Keyboards and Keypads	-10%	14%	-25%	5%	38%	33%	4%	33%	-13%	-26%	46%	-9%	-14%	80%	-18%	-7%	6%	-3%	-1%	6%	-11%	4%
45	45	👉 Projectors	-19%	-50%	9%	-35%	-34%	-7%	-26%	-48%	-43%	-36%	-43%	-74%	-25%	-2%	99%	-24%	-27%	-41%	-59%	-36%	-19%	-34%
46	46	👉 VOIP Systems	-30%	-44%	-36%	-55%	0%	-5%	-51%	-16%	-25%	-62%	-71%	17%	-70%	-79%	-34%	64%	-17%	-49%	-42%	-42%	-21%	-38%
47	47	👉 Servers (Unix)	51%	-92%	231%	-53%	-81%	-91%	-51%	-76%		518%	-100%			-91%	-50%	-98%	22%			-11%	-67%	-17%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest Categories in Consumer Channel

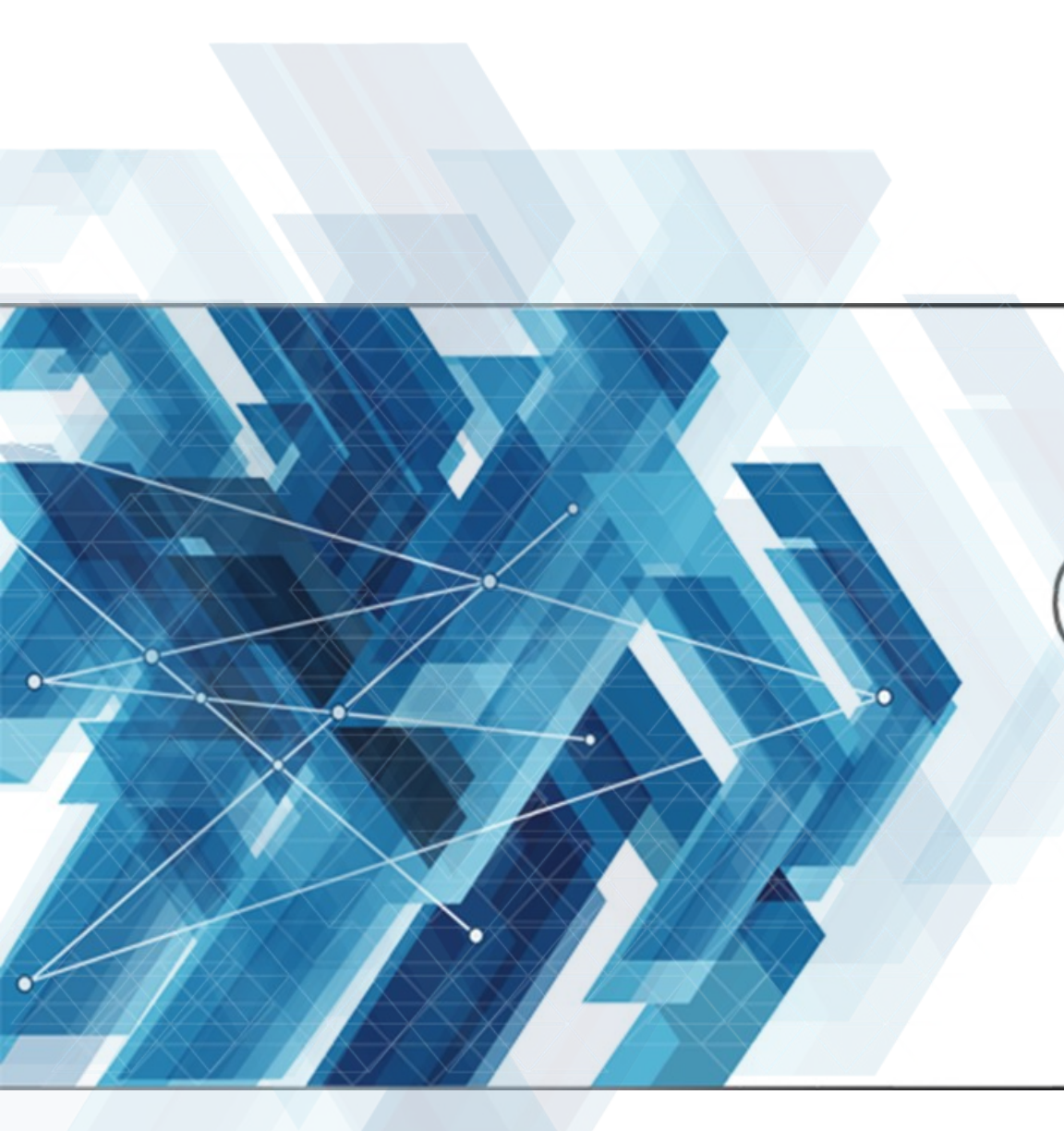
% Change in sales through IT Distribution in Euros

4 Weeks to Week 32 (to August 9 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W31	Rank-W32	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	📱 Smartphones	32%	-9%	16%	-20%	38%	338%	39%	-6%	-11%	-26%	10%	12%	75%	21%	-76%	71%	39%	36%	204%	16%	19%	17%
2	2	📖 Notebooks	31%	9%	51%	-3%	22%	27%	27%	-9%	46%	19%	15%	21%	-27%	11%	-12%	41%	32%	-20%	8%	22%	5%	18%
3	4	📱 Tablet PCs	69%	26%	44%	34%	53%	14%	74%	8%	23%	-2%	-11%	44%	27%	30%	17%	134%	118%	207%	66%	43%	75%	46%
4	4	🖥️ Monitors	79%	74%	58%	31%	92%	84%	50%	198%	158%	65%	178%	69%	-27%	-31%	35%	63%	51%	-2%	-13%	67%	41%	60%
5	5	🖨️ Ink Cartridges and Tanks	12%	17%	0%	-4%	-12%	-19%	37%	-21%	12%	-36%	-40%	8%	-16%	61%	-27%	-17%	2%	-43%	-10%	2%	-19%	0%
6	6	🖨️ Desktops	31%	-9%	22%	20%	-19%	8%	2%	12%	103%	12%	6%	103%	-57%	21%	-39%	7%	9%	170%	18%	15%	-21%	5%
7	7	🎧 Headsets/Headphones and Microphones	4%	8%	15%	-5%	60%	-3%	-21%	-35%	-20%	12%	247%	-8%	25%	-4%	-39%	130%	48%	16%	57%	5%	37%	9%
8	8	🖨️ Processors	46%	-8%	152%	-45%	31%	68%	169%	146%	-11%	246%	119%	-28%	-17%	71%	11%	13%	-7%	-37%	66%	18%	10%	16%
9	9	💾 Hard Disk Drives (HDDs)	85%	8%	57%	-18%	64%	74%	24%	38%	4%	179%	32%	13%	-44%	3%	26%	15%	-21%	15%	297%	37%	23%	32%
10	10	🕒 Smart Watches	6%	67%	16%	-3%	161%	94%	20%	6%	-15%	100%	-39%	-31%	0%	4%	-40%	141%	40%	-26%	-37%	32%	46%	33%
14	11	💾 Solid State Drives (SSDs)	-29%	44%	-50%	-29%	15%	25%	-5%	-1%	-31%	82%	34%	23%	35%	97%	31%	-17%	-20%	-56%	-50%	-11%	-8%	-10%
11	12	📺 Televisions	291%	7%	-55%	1955%	500%	81%	-58%	99%	152%	736%	428%	103%	814%	-15%	395%	47%	-34%	14%	229%	-10%	50%	5%
12	13	📺 Graphics Cards	29%	57%	320%	50%	5%	97%	298%	7%	-25%	32%	13%	-57%	-96%	10%	-69%	38%	22%	-40%	-1%	24%	-8%	13%
13	14	📶 Network Routers	22%	25%	71%	-7%	187%	13%	24%	-46%	-45%	89%	64%	34%	19%	56%	72%	72%	42%	23%	-86%	22%	42%	27%
15	15	🖨️ All-In-One Inkjets	-30%	-6%	9%	-4%	-34%	-21%	89%	110%	-3%	-8%	28%	-22%	-11%	-24%	-41%	-10%	124%	5%	15%	-10%	-10%	-10%
16	16	All-In-One Lasers	27%	1%	13%	51%	22%	39%	51%	118%	77%	11%	67%	147%	245%	161%	21%	1%	8%	67%	79%	32%	19%	26%
17	17	🖨️ Toner	-7%	-13%	-41%	-3%	-3%	-12%	9%	-11%	-23%	1%	21%	-16%	1%	11%	-60%	11%	-56%	57%	-68%	-12%	-54%	-26%
18	18	🛠️ Warranties and Services	146%	955%	10%	57%	168%	258%	163%	19%	254%	779%	142%	88%	78%	-16%	867%	187%	-13%	-38%	-85%	244%	232%	244%
19	19	📶 Wireless Access Points	60%	-40%	31%	-5%	123%	58%	52%	51%	142%	107%	90%	-44%	37%	104%	31%	212%	-31%	-5%	-36%	34%	46%	35%
20	20	📶 Network Switches	2%	-14%	-8%	-35%	0%	154%	84%	-22%	214%	175%	340%	-3%	493%	64%	141%	138%	164%	275%	304%	7%	149%	30%
21	21	📺 Digital Media Players	90%	104%	18%	-16%	118%	64%	-77%	40%	81%	-31%	22%	8%	157%	63%	42%	4%	734%	399%	21%	59%	113%	61%
22	22	💾 RAM Memory	14%	-21%	-17%	36%	81%	60%	-33%	27%	21%	136%	69%	11%	-73%	85%	38%	-18%	13%	-8%	52%	22%	5%	16%
23	23	📻 Keyboards and Keypads	62%	41%	22%	67%	52%	50%	3%	22%	45%	66%	98%	16%	80%	24%	38%	29%	21%	-3%	77%	48%	31%	45%
24	24	🖱️ Mice	23%	-7%	37%	36%	46%	29%	-18%	15%	-23%	6%	-15%	-37%	-29%	20%	27%	46%	32%	-13%	19%	20%	30%	23%
27	25	🎮 Games Accessories	102%		122%	164%	44%	54%	169%	25%	114%	29%	107%	-45%	369%	43%	70%	190%	95%	-44%	7%	80%	131%	91%
30	26	👜 Mobile Computing Cases	88%	27%	74%	147%	25%	177%	2%	143%	-12%	-20%	123%	97%	-43%	50%	-20%	-9%	53%	68%	57%	69%	6%	62%
29	27	📶 NAS Devices	65%	2%	96%	-27%	-25%	6%	10%	57%	-22%	17%	157%	65%	-45%	-23%	-39%	62%	-34%	-10%	-45%	34%	-8%	28%
28	28	📱 Smart Bands and Activity Trackers	-95%	-59%	178%	-71%	49%	-52%	-100%	-16%	456%	68%	2696%		577%	-70%	47%	110%	-13%	11%	-20%	-22%	54%	-11%
26	29	🖨️ Laser Printers	21%	14%	38%	248%	-4%	56%	57%	210%	143%	28%	49%	521%	152%	194%	-14%	-19%	-21%	364%	-4%	44%	-12%	15%
31	30	🔌 Uninterruptable Power Supplies (UPS)	107%	-19%	-27%	-7%	25%	35%	9%	184%	-61%	-78%	128%	147%	299%	30%	43%	14%	16%	28%	149%	26%	40%	33%
32	31	🔌 Powerline Devices	55%	22%	86%	-6%	135%	66%	16%	167%	11%	63%	28%	43%	12%	-19%	54%	18%	158%	-19%	-59%	36%	30%	36%
33	32	🖥️ Operating Systems Software	8%	-35%	156%	52%	208%	61%	75%	55%	123%	333%	344%	310%	342%	580%	4%	68%	-3%	4%	56%	71%	28%	56%
25	33	🔒 Security Software	51%	125%	-90%	73%	23%	79%	87%	865%	-96%	92%	572%	136%	4682%	-29%	184%	-1%	-3%	736%	1832%	-1%	56%	2%
38	34	🔊 Smart Speakers	-10%	63%	-29%	-26%	144%	-42%		-78%	-88%	-36%	-68%	-89%				618%	-93%	-74%		-7%	393%	-7%
34	35	🔌 Cables and Connectivity Adapters	15%	6%	-61%	1%	41%	19%	8%	-3%	-1%	-27%	29%	62%	-38%	25%	-70%	31%	6%	46%	-20%	-5%	-15%	-6%
35	36	🔊 Portable Speakers	-65%	-22%	-42%	-18%	40%	-54%	-25%	17%	-88%	-100%	-68%	102%	7157%	-75%	-82%	-38%	-33%	-29%	-68%	-35%	-57%	-36%
36	37	📄 Office Applications Software	-27%	-17%	53%	108%	19%	45%	29%	298%	47%	-7%	21%	33%	55%	40%	79%	0%	20%	14%	-7%	4%	12%	6%
37	38	📽️ Projectors	-20%	25%	14%	33%	-7%	21%	89%	103%	81%	-19%	200%	186%	493%	66%	38%	29%	69%	24%	254%	13%		18%
39	39	📷 IP Cameras	95%	-42%	-63%	22%	107%	-13%	-44%	-7%	0%	21%	232%	-24%	45%	33%	223%	77%	60%	45%	52%	-4%	-32%	3%
40	40	📱 Memory Cards	9%	-32%	-87%	154%	-24%	14%	-37%	0%	20%	-42%	-59%	-6%	-12%	39%	-70%	-43%	-30%	-60%	18%	-20%	100%	-28%
41	41	📱 Smartphone Protective Cases	-33%	-86%	-50%	-52%	-17%	94%	-25%	-44%	74%	32%	157%	163%	-39%	-21%	201%	-63%	24%	-61%		-48%	-19%	-44%
42	42	📱 Mobile Phones	-41%	-27%	-70%	-67%	5%	416%	61%	36%	5%	-93%	13%	120%	230%	2%	-62%	-64%	2%	4%	74%	-14%	-11%	-26%
43	43	📶 USB Memory	-91%	-61%	69%	166%	-46%	0%	64%	115%	12%	-49%	-27%	47%	29%	42%	-71%	-3%	-55%	-27%	26%	-44%	-61%	-43%
44	44	📷 Digital Cameras	226%	-81%	-35%	-110%	68%	-6%	-49%	177%	303%	-53%	-50%	-57%	329%	-82%	-88%	-34%	-34%	-45%	-73%	0%	14%	-25%
45	45	🎮 Consoles Fixed	-21%		28%	-47%	-81%	-14%		256%	16815%	-45%	-85%	3%	-100%	-9498%	516%	10%	111%	-216%	263%	-16%	159%	12%

A large, abstract graphic on the left side of the slide, composed of various shades of blue and white geometric shapes, including triangles and lines, creating a sense of movement and connectivity.

Optimise today
Accelerate tomorrow