

IT Industry Update

26th August 2020

CONTEXT Weekly IT Industry Forum



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TOP TREND REPORTS TO WEEK 33

02

JULY RESELLER ACTIVITY

03

DISPLAYS UPDATE – DOMINIKA KONCEWICZ, 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

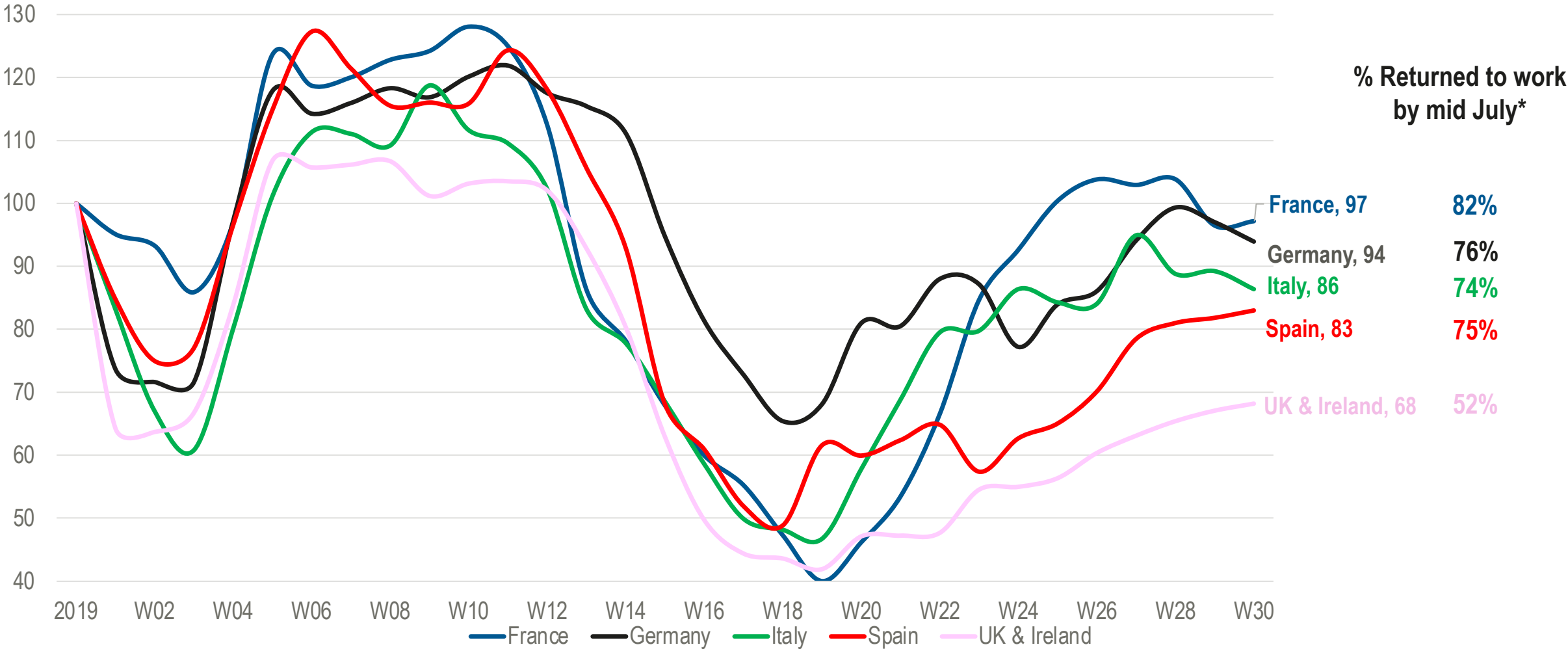
04

RESELLER METRICS

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

THE RETURN TO THE WORKPLACE – THE TONER INDEX TELLS THE STORY

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



4 week rolling distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain

* Morgan Stanley Study of 4.300 workers mid July

01

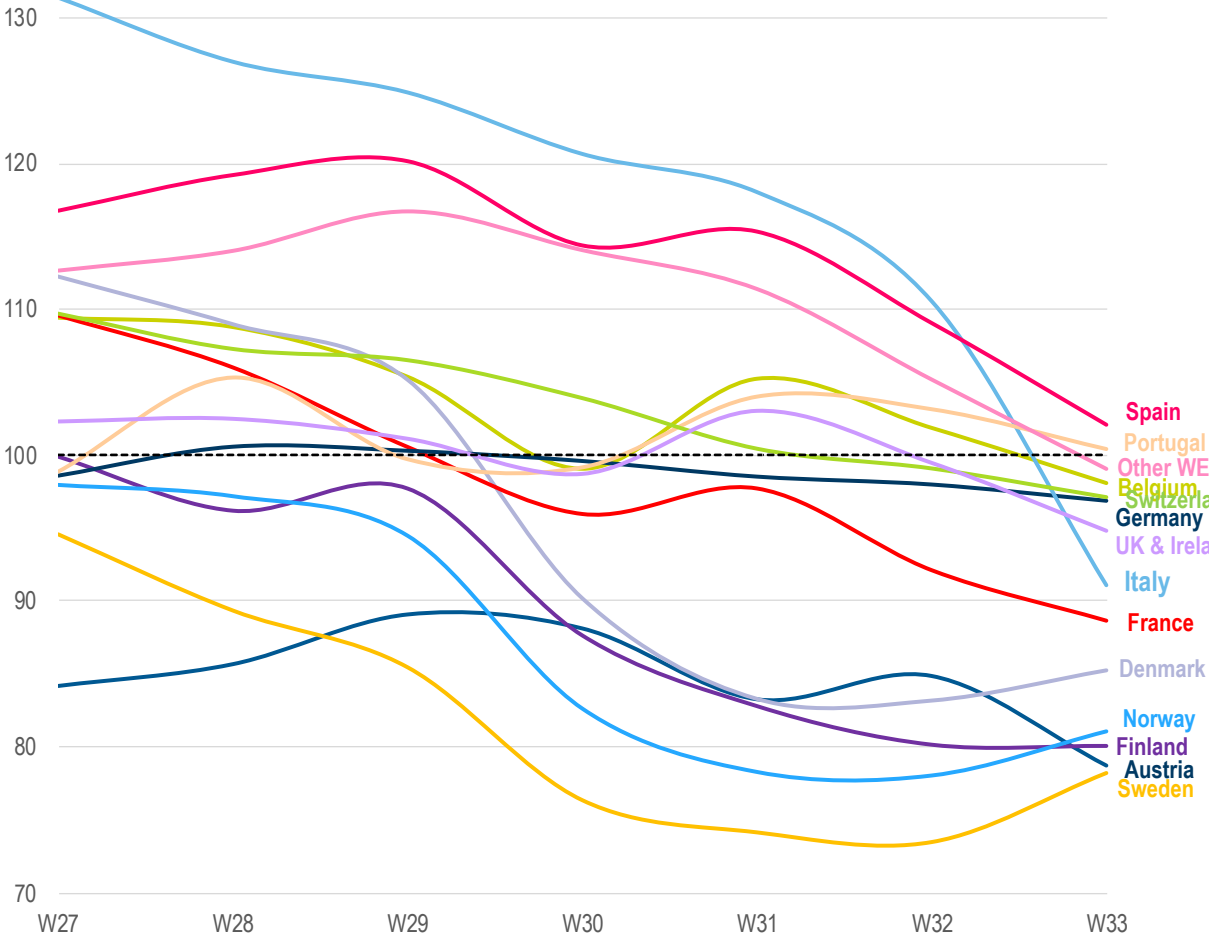
REVENUE INDEX

THE WEEKLY INDEX – HOLIDAY DOWNTURN IN WESTERN EUROPE

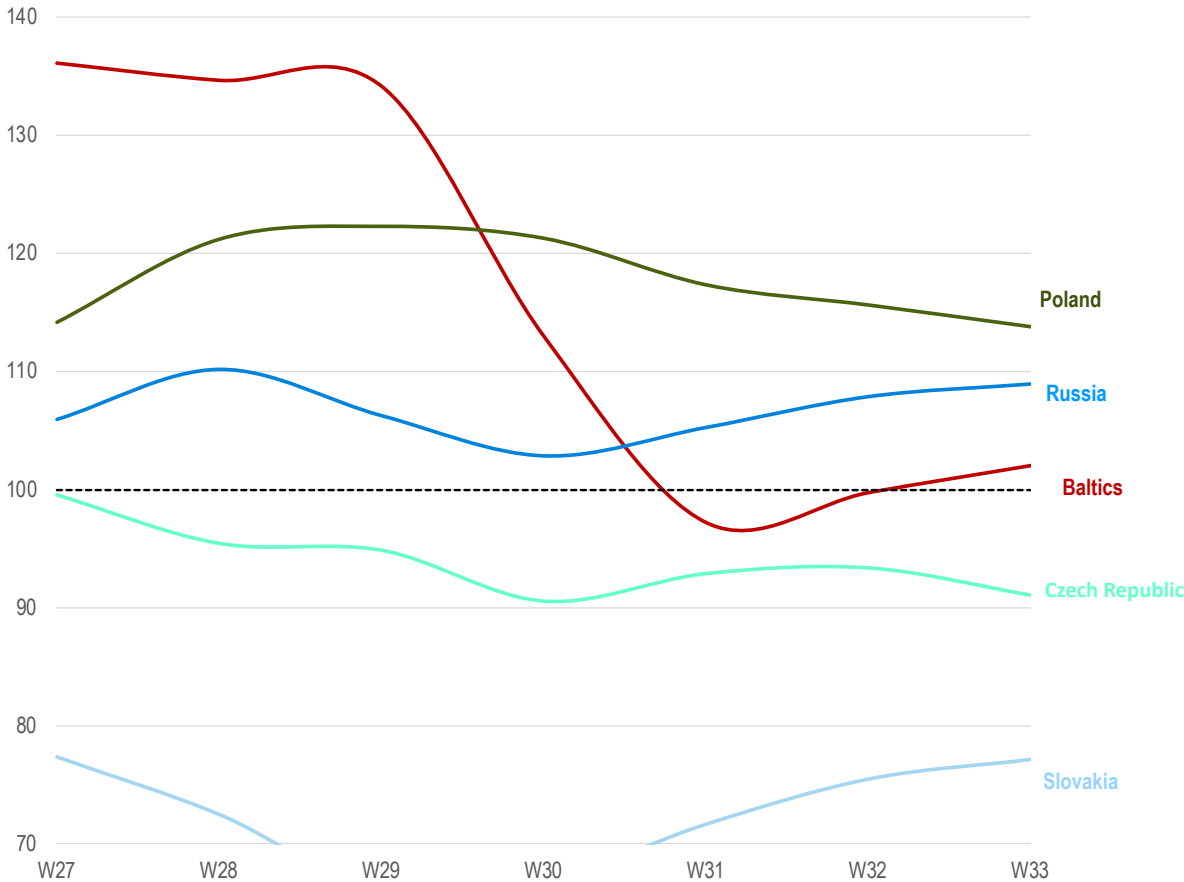
EASTERN EUROPE CONTINUES STRAIGHTLINING



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



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

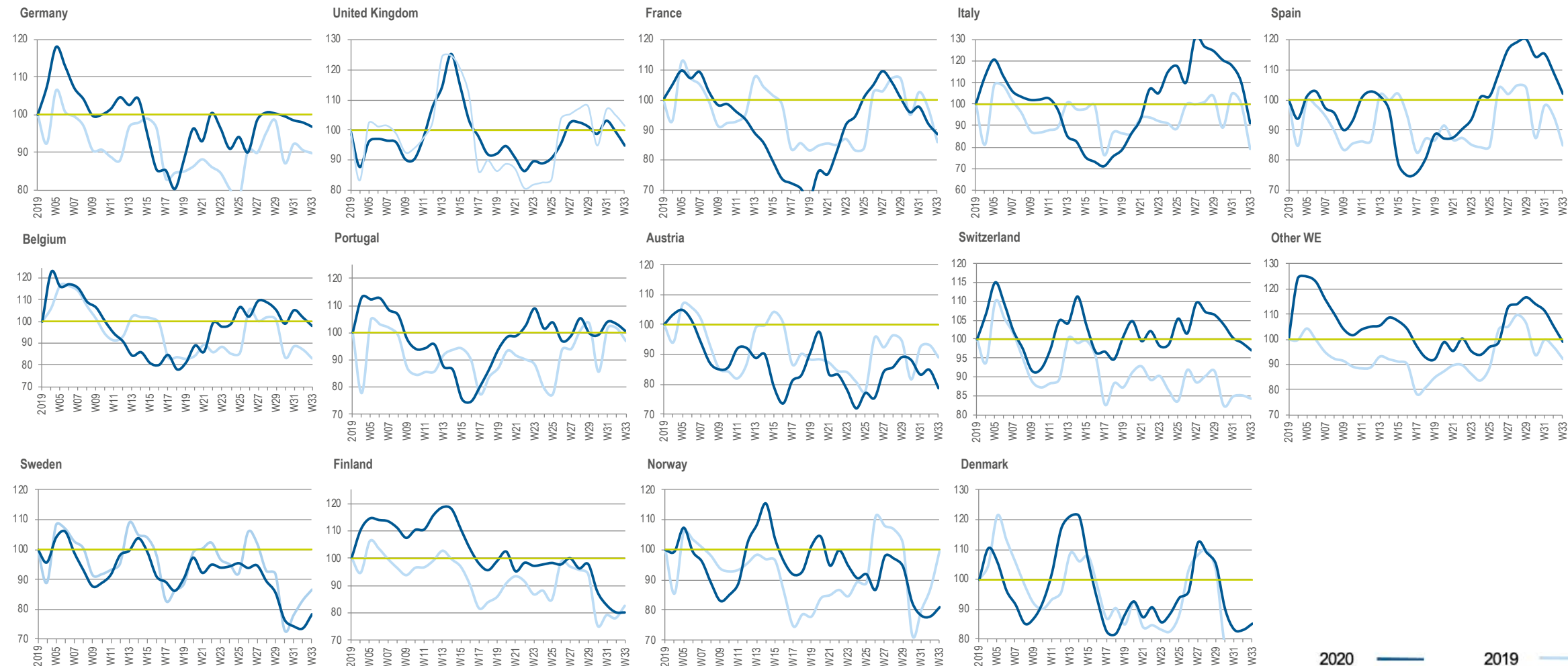


4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

THE DECLINE IN WESTERN EUROPE IS NORMAL FOR THIS PERIOD

Index Revenue Trend - Western Europe

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

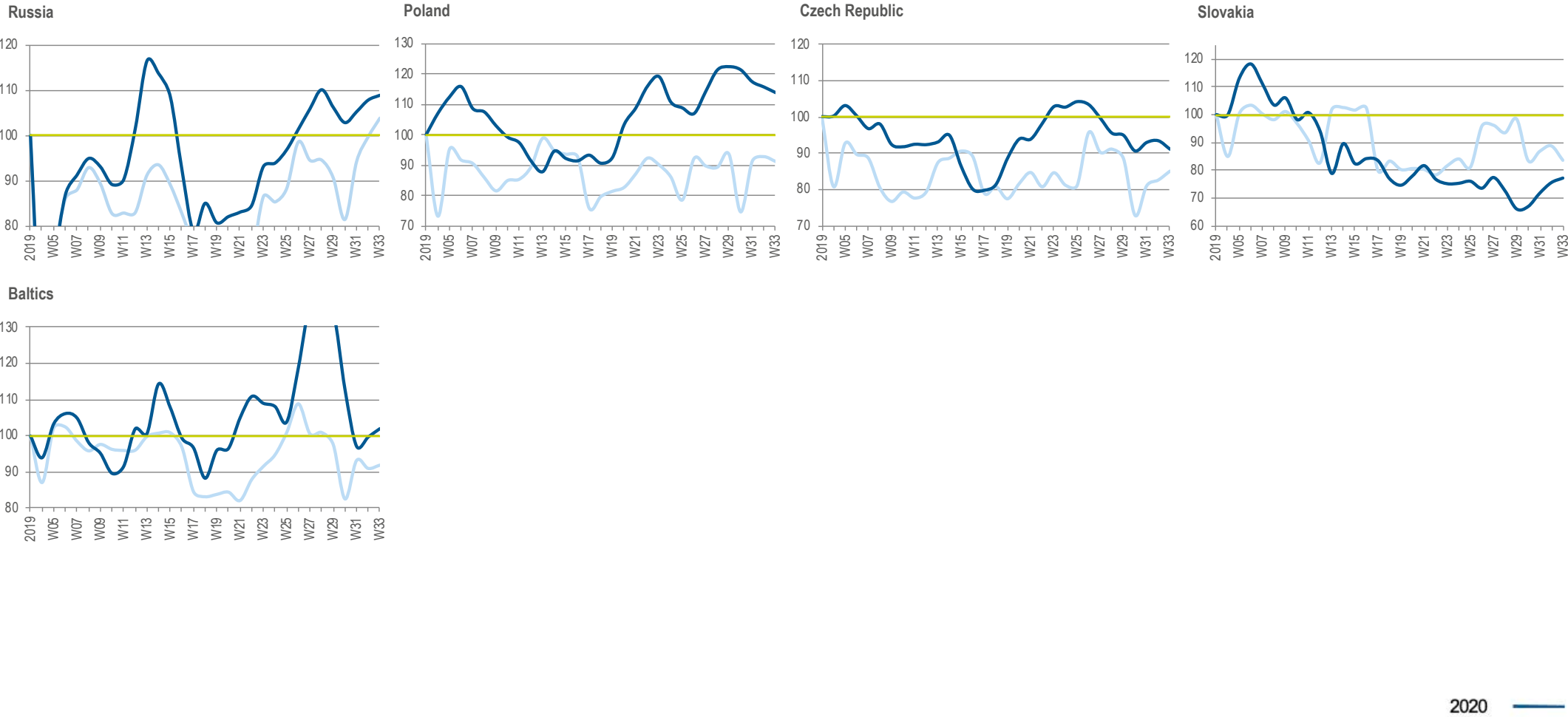


4 weeks distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

EE: SLOVAKIA MOVES IN THE RIGHT DIRECTION

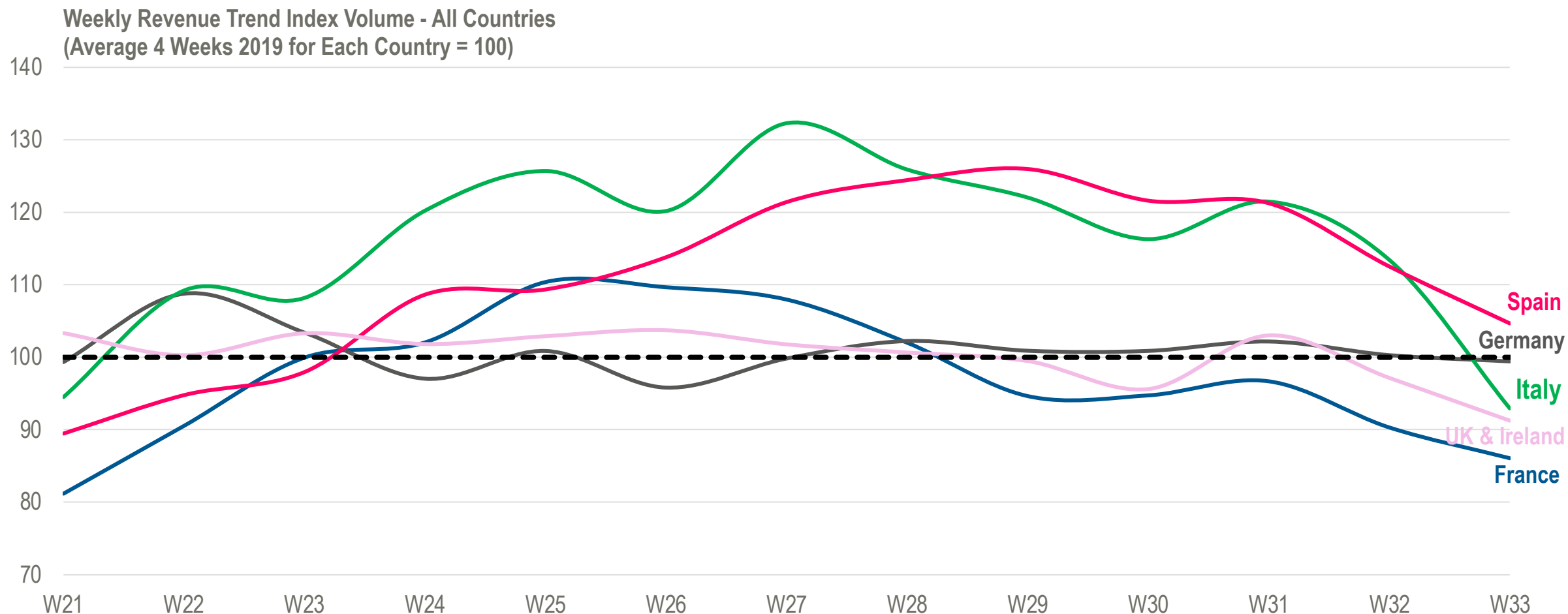


Index Revenue Trend - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

VOLUME DECLINE – DISTRIBUTION OVERALL

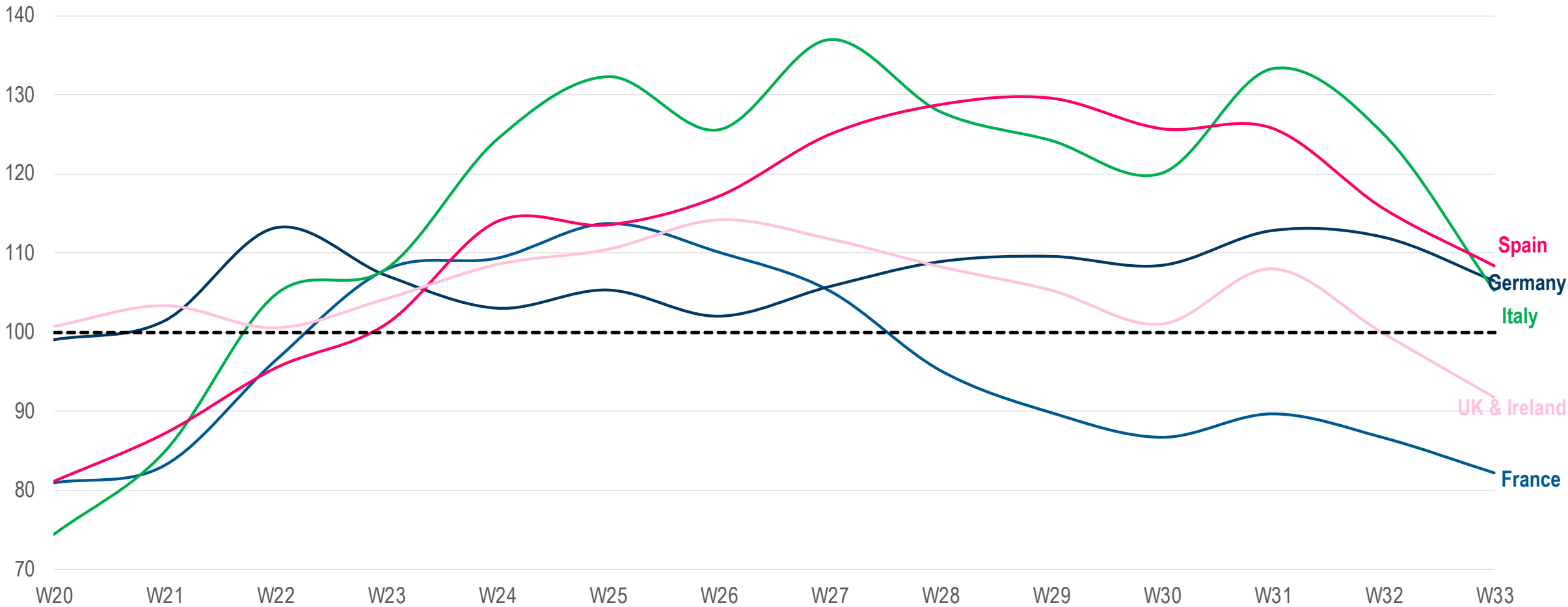


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain

CONSUMER CHANNELS REMAIN BUOYANT IN SPAIN, ITALY AND GERMANY



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



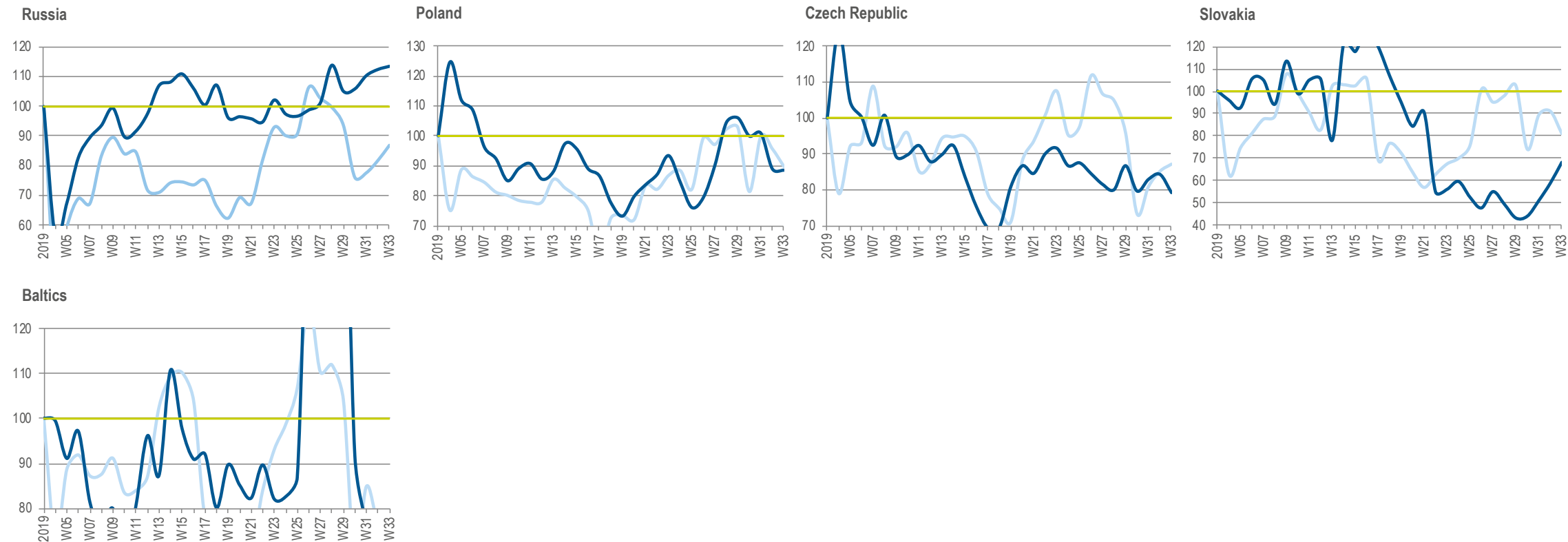
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain

RUSSIA HAS A STRONGLY PERFORMING VALUE MARKET



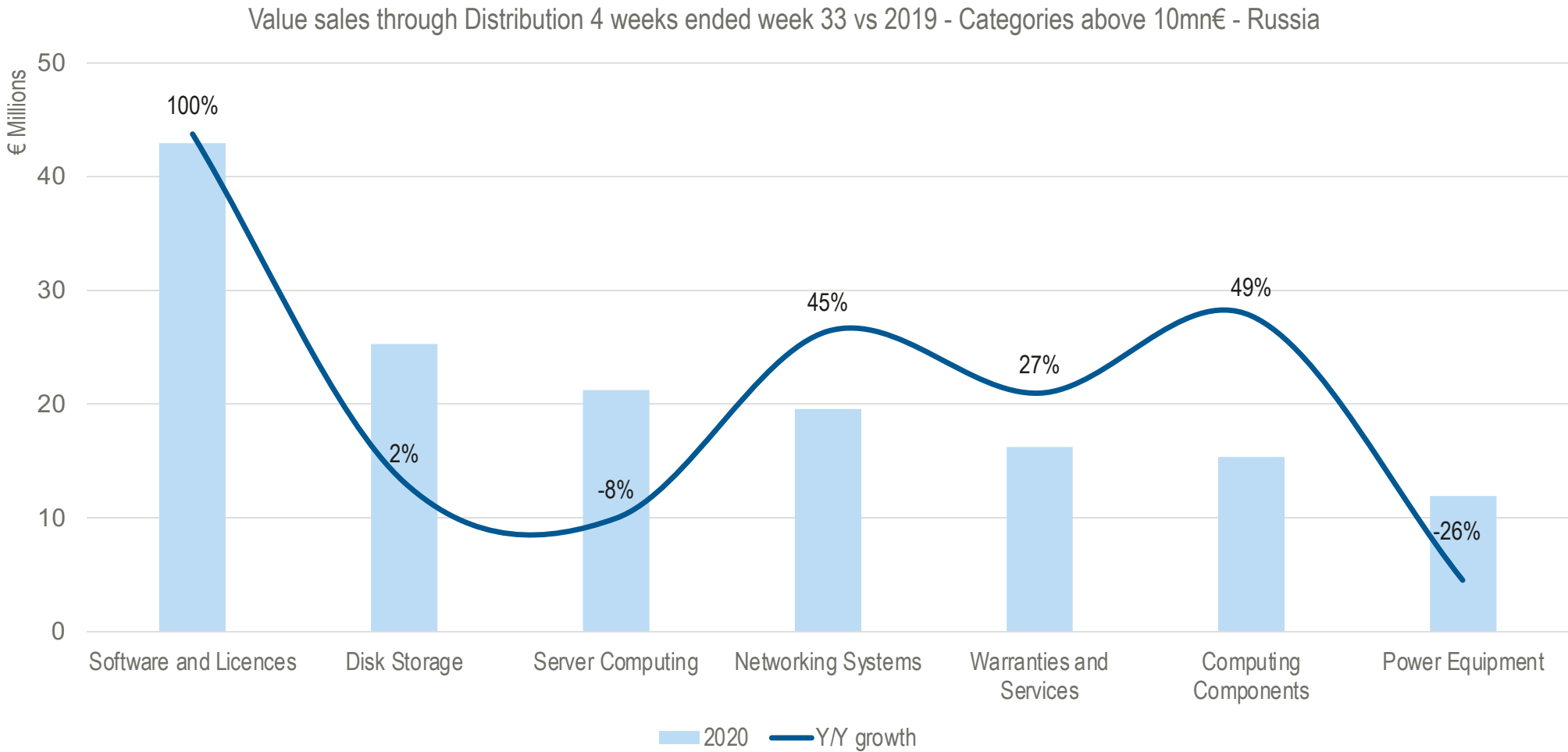
Index Value Market - Eastern Europe

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



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

RUSSIA TOP CATEGORY PERFORMANCE

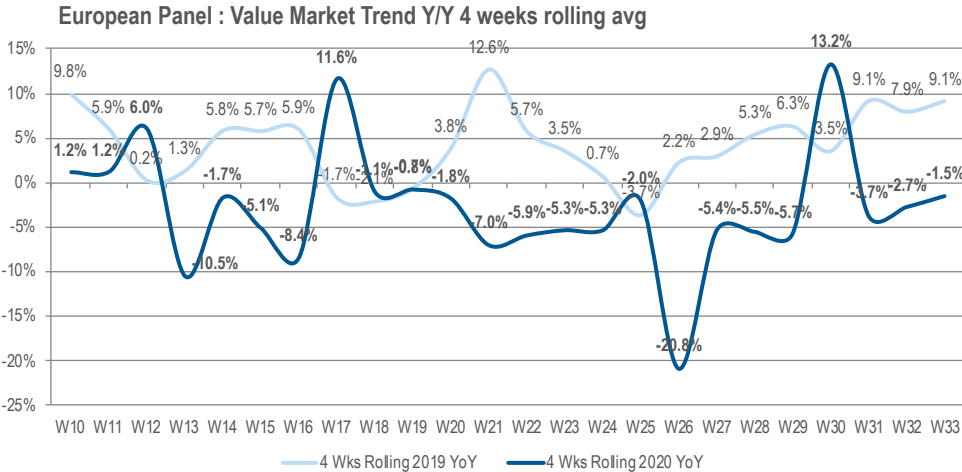
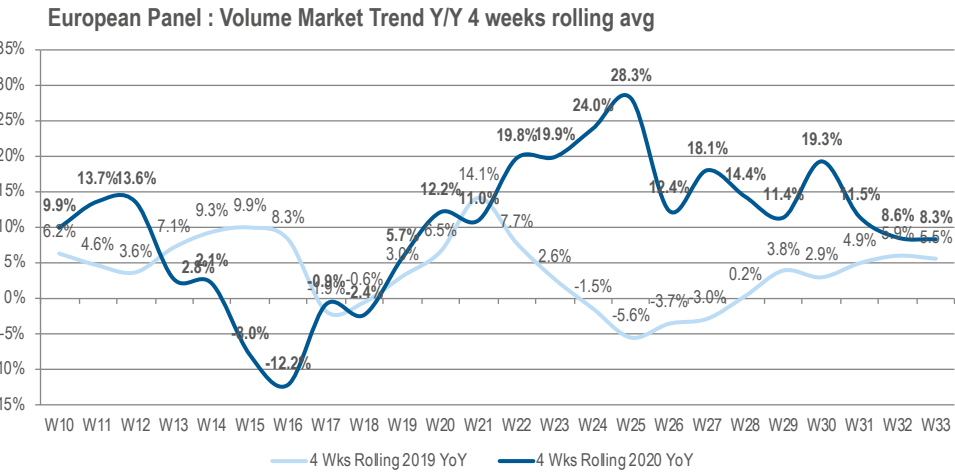
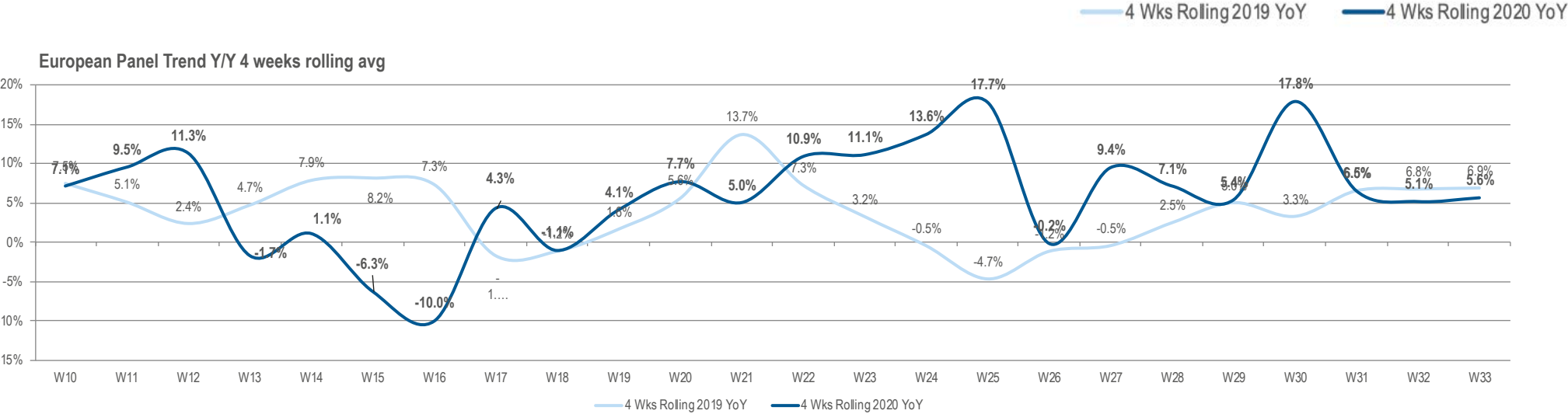


4 weekly Distribution sales translated at fixed € exchange rate and includes: Russia

02

REVENUE GROWTH/DECLINE

ALL COUNTRIES WEEK 33: SUSTAINED GROWTH



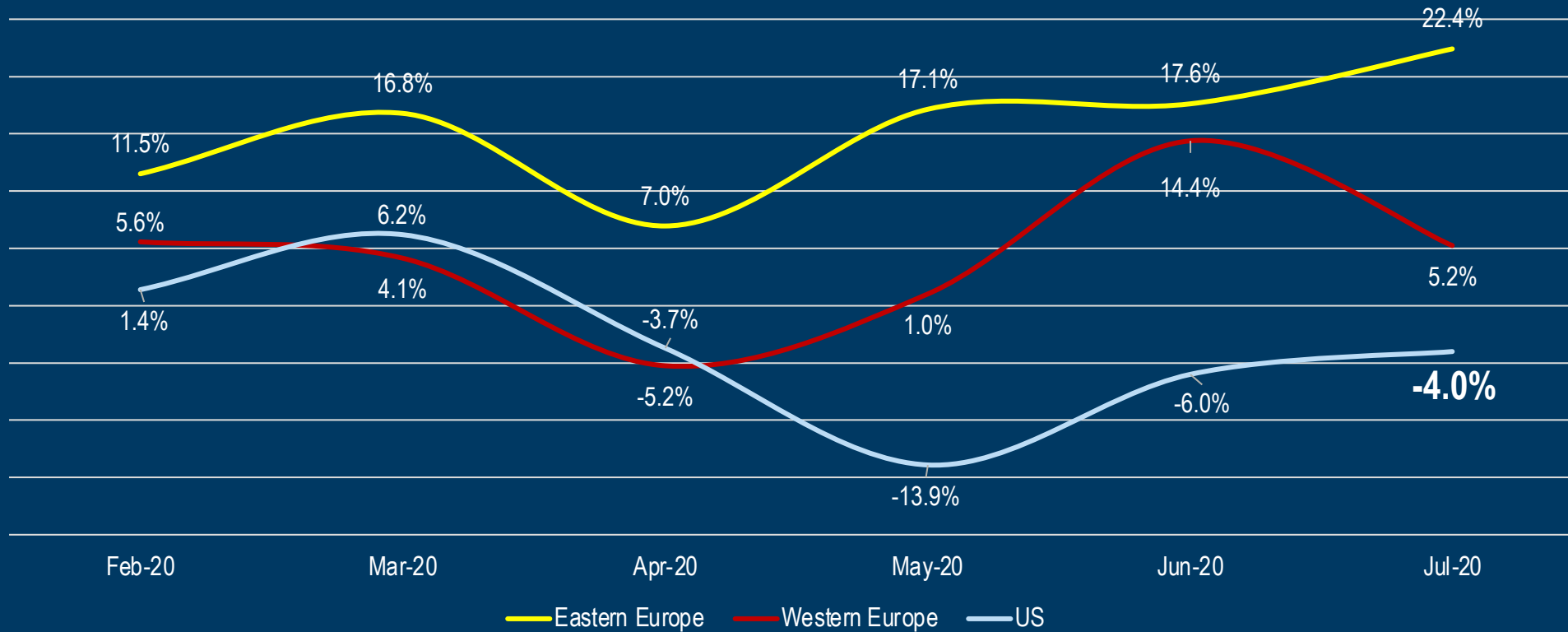
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

US CONTINUES RECOVERY BUT STILL NEGATIVE Y/Y

Global Distribution Update – Covid-19 Weekly Report

Total Distribution Trends US and Europe

US & EUROPE DISTRIBUTION SALES - MONTHLY GROWTH/DECLINE %



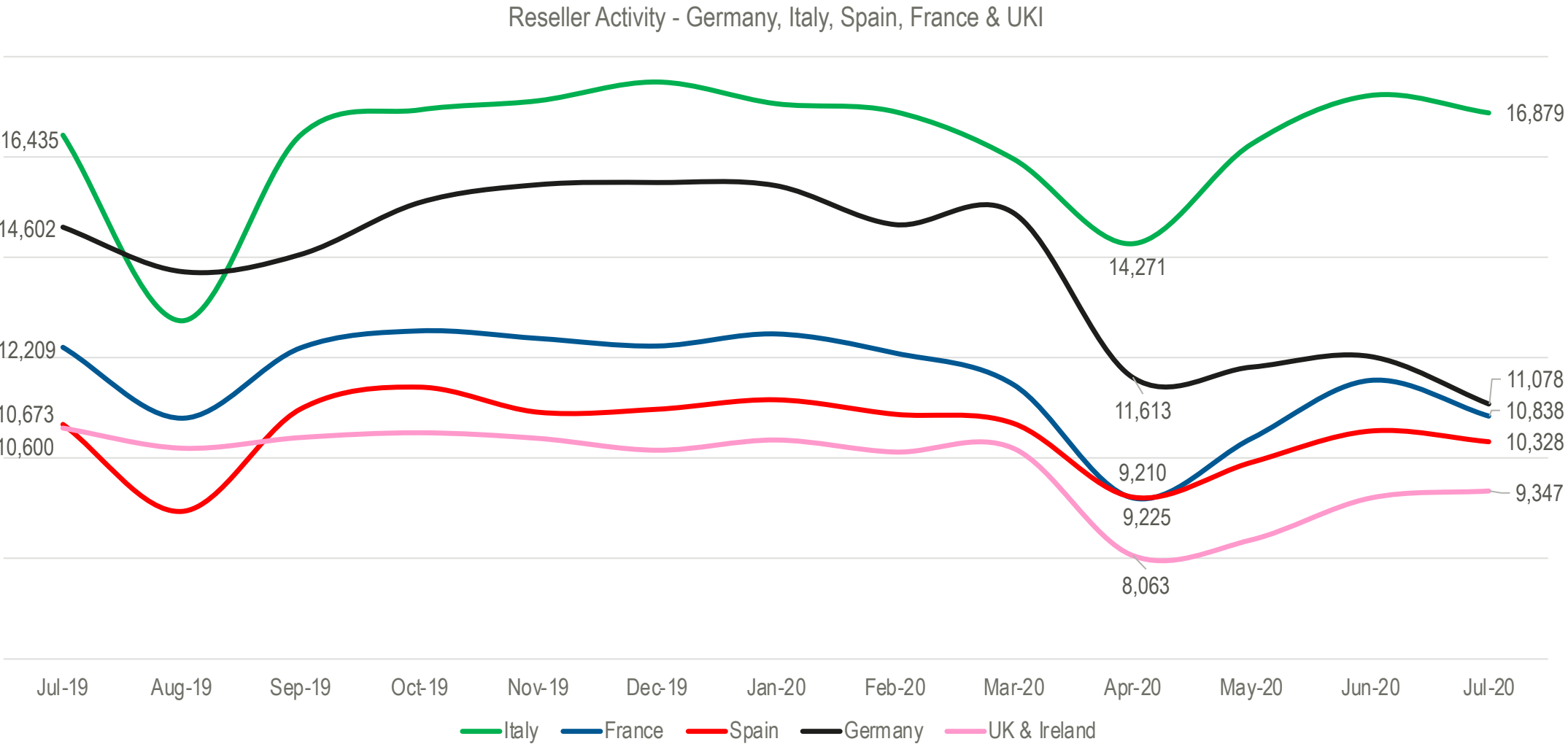
Distribution sales, Monthly revenues based on \$ (US) and € fixed rate (Europe)

04

RESELLER METRICS

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

SOUTHERN EUROPE RESELLERS ARE BACK....GERMANY AND UK STILL NOT FULLY UP TO PRIOR YEAR



Average purchases/reseller €

48k / +11%

132k / +40%

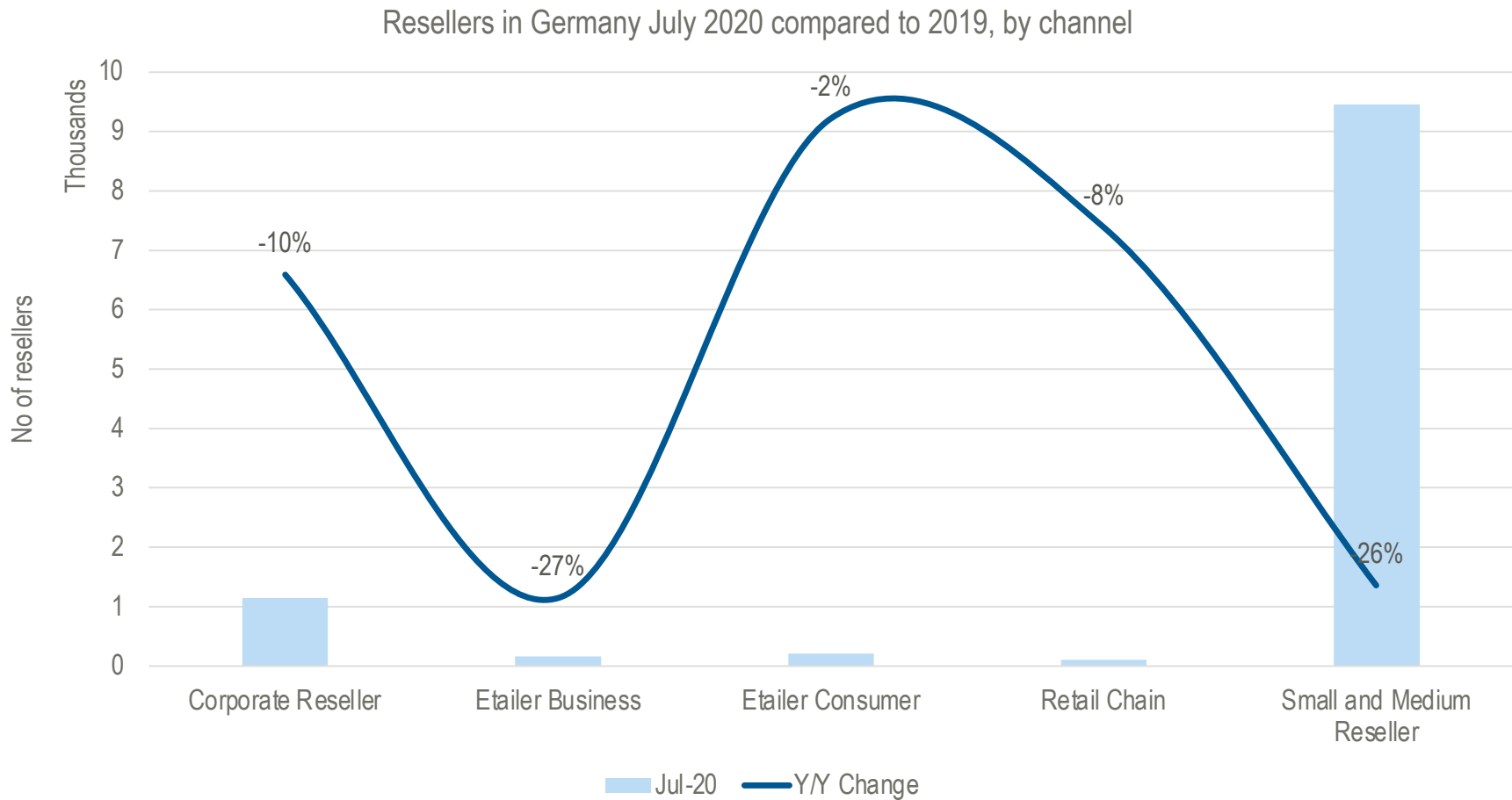
44k / +15%

53k / +21%

125k / +12%

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

GERMAN SMR AND ETAILER BUSINESS CHANNEL MOST IMPACTED

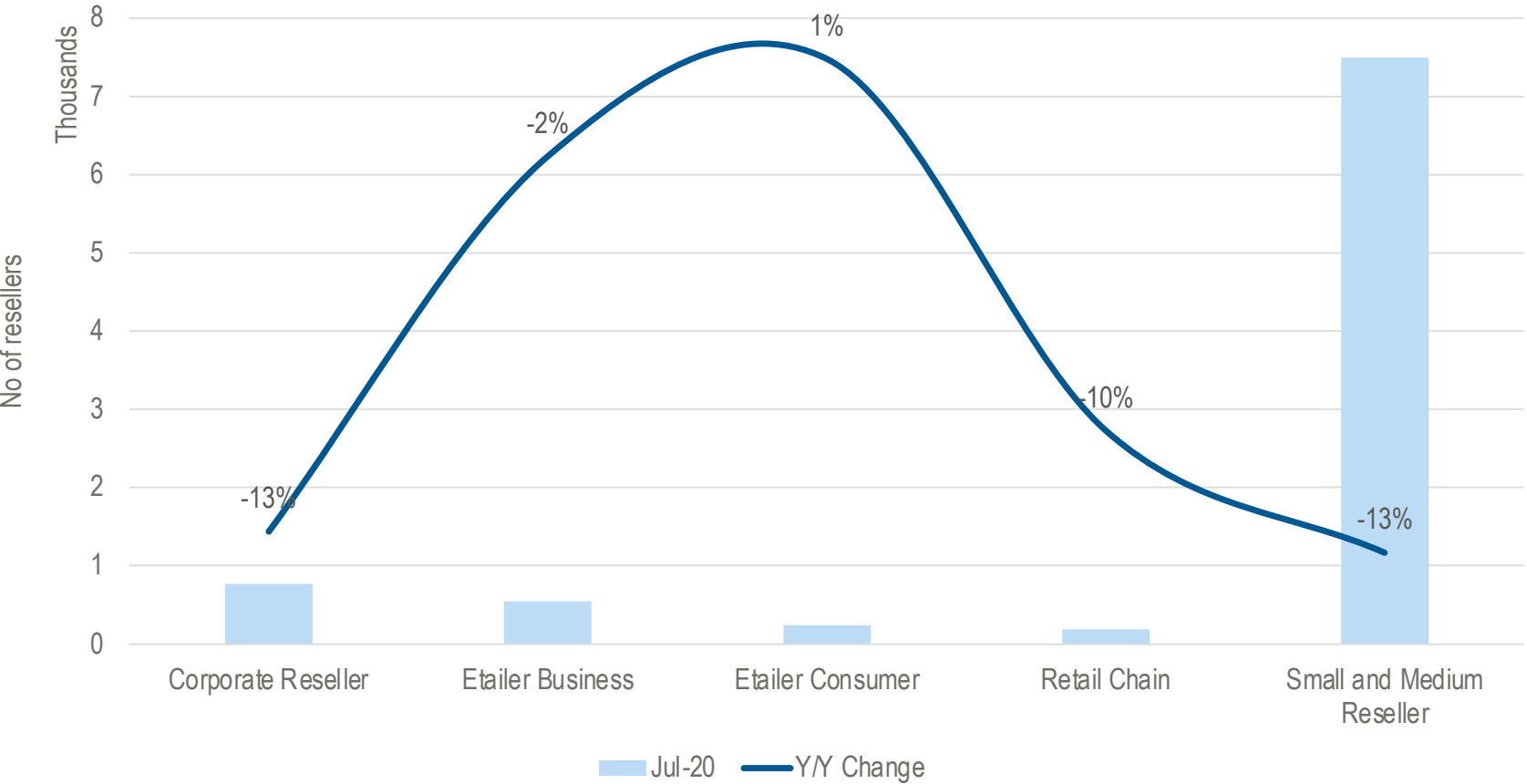


Reseller numbers showing active resellers sold to by distribution in each monthly period

UK SMR AND CORPORATE RESELLER BUSINESS CHANNEL MOST IMPACTED



Resellers in UK July 2020 compared to 2019, by channel

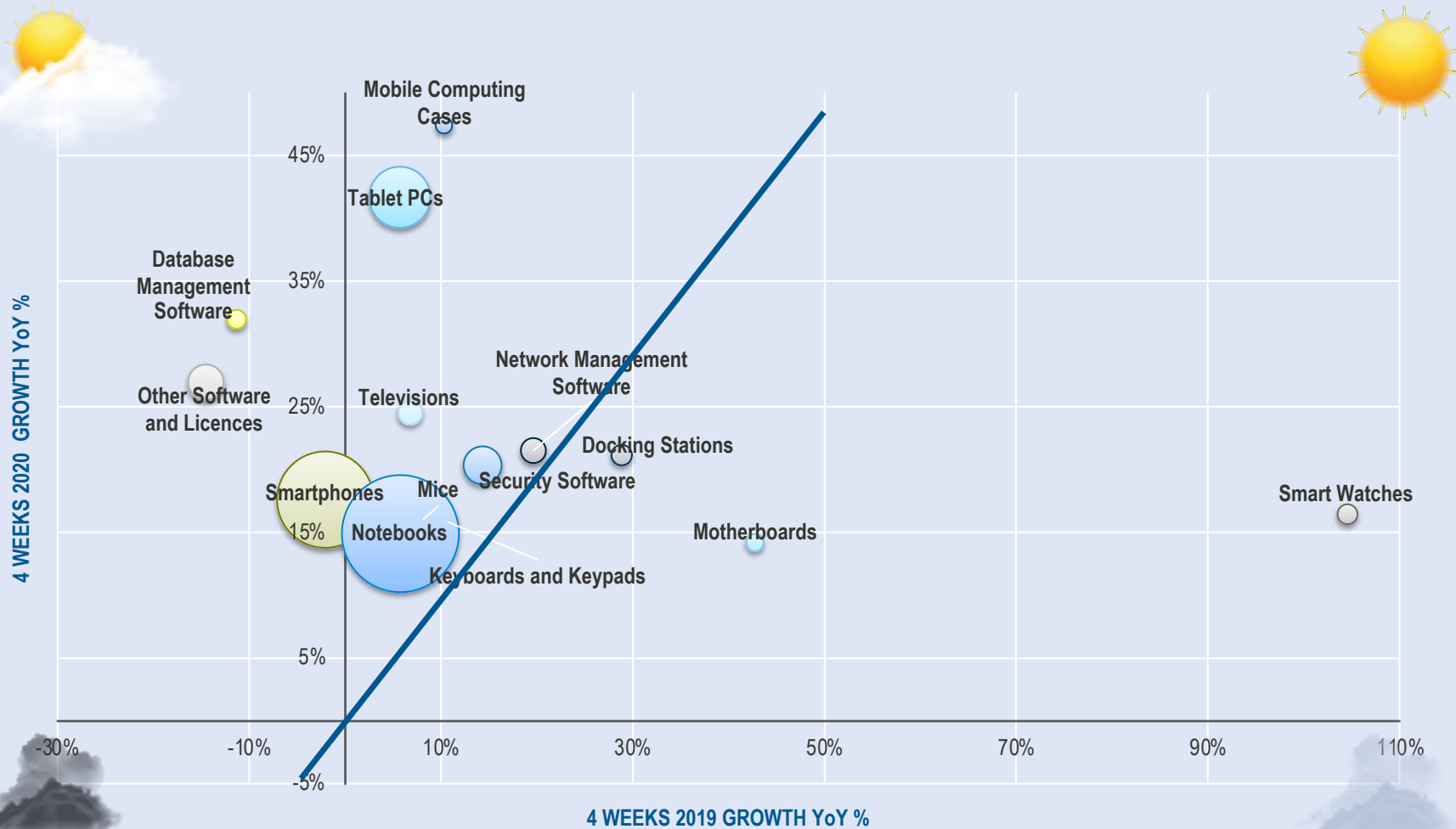


Reseller numbers showing active resellers sold to by distribution in each monthly period

SECTOR/CATEGORY WEATHER MAPS

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

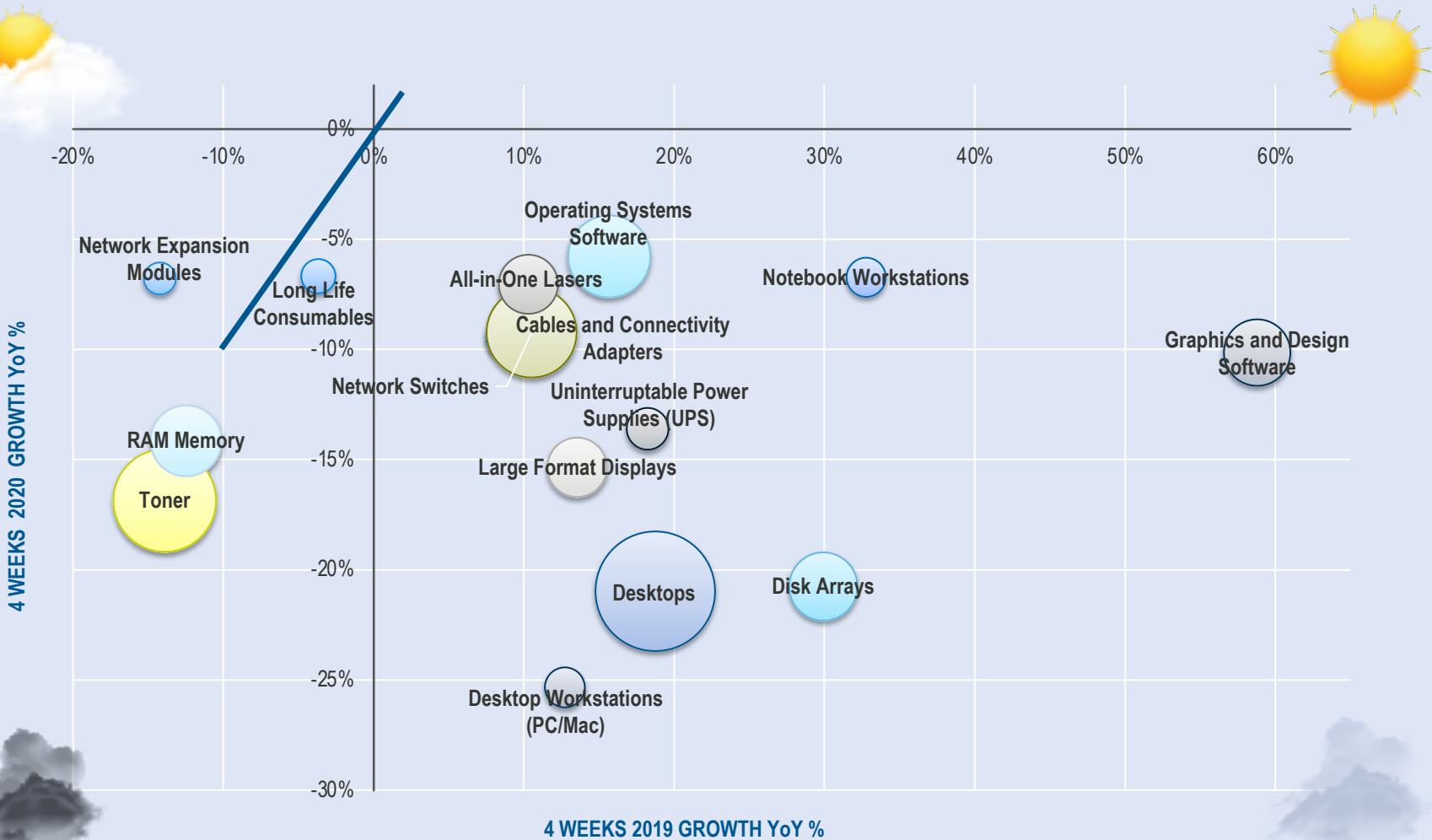
4 Weeks to Week 33 (16/08/20) vs 2019



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

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 33 (16/08/20) vs 2019



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

Displays Update

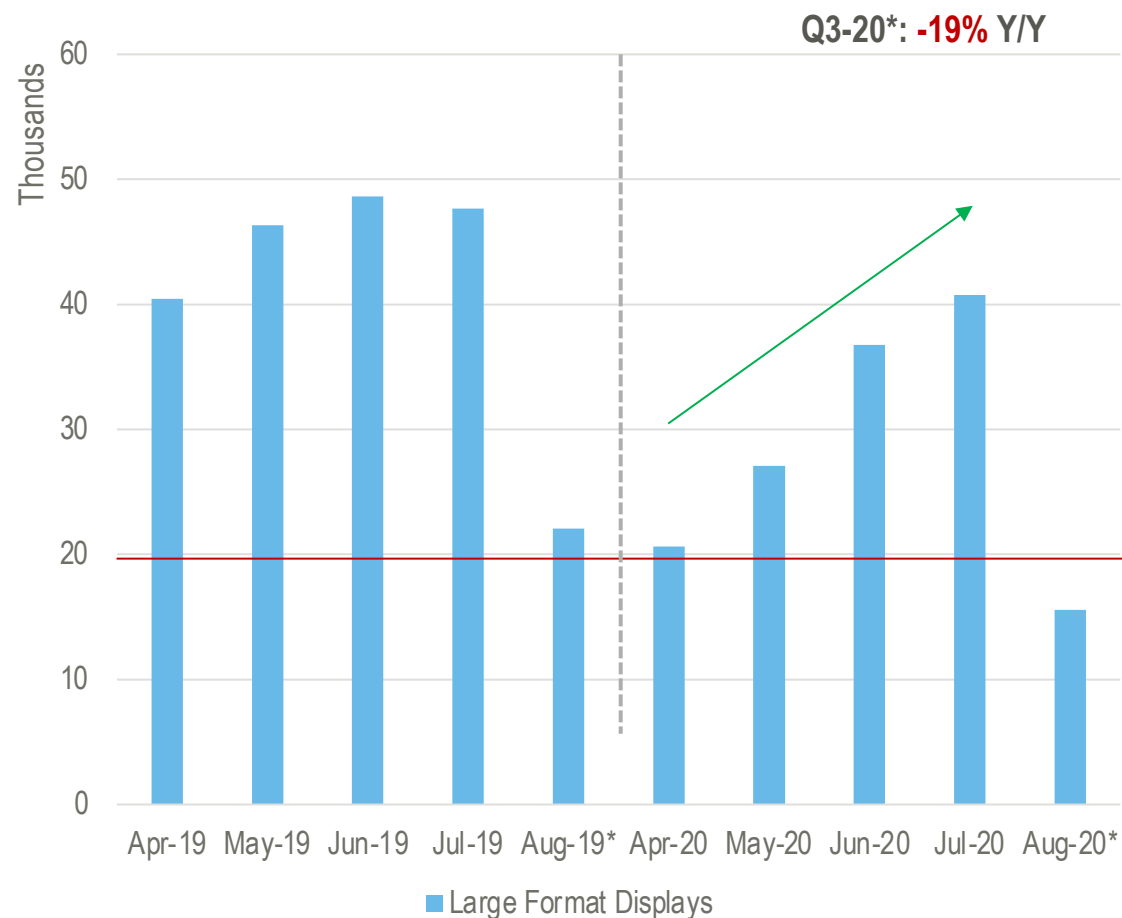
26th August, 2020



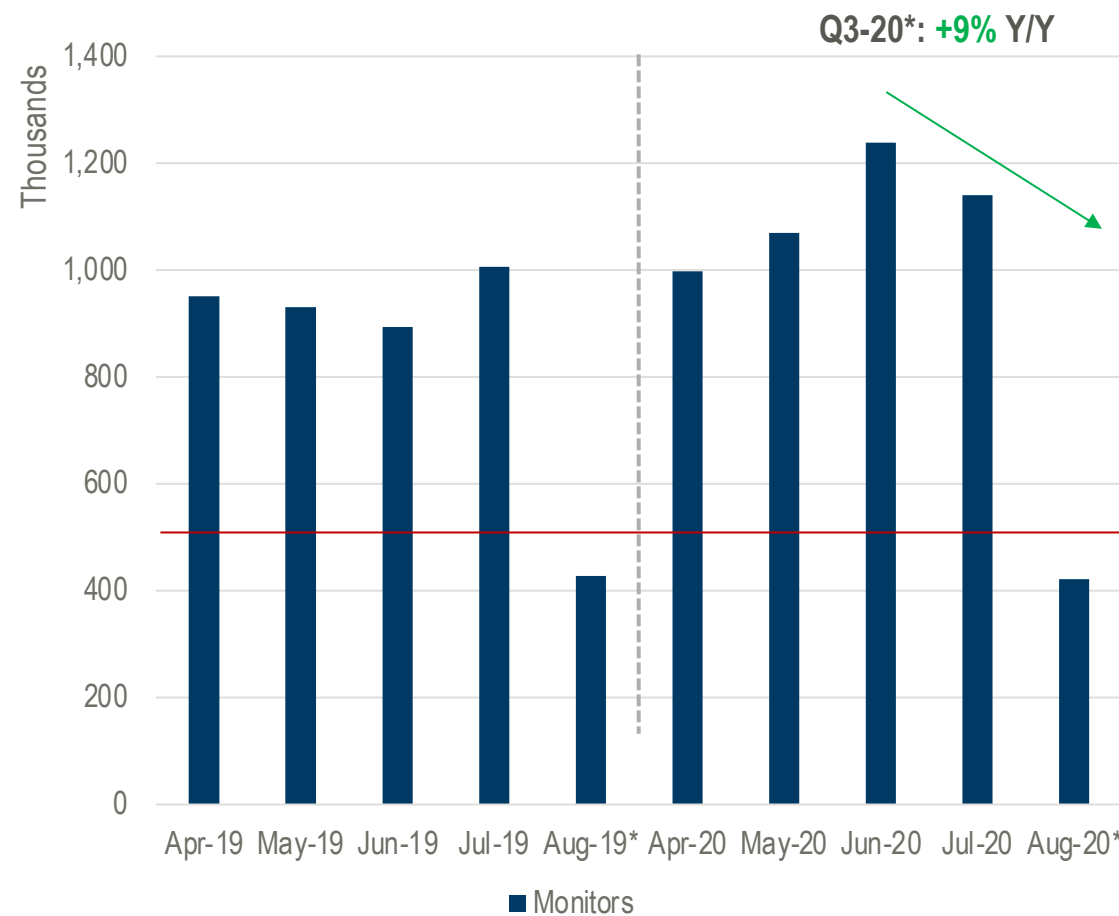
SALES OF LARGE FORMAT DISPLAYS IMPROVE; MONITORS UP Y/Y BUT SLOW DOWN M/M



Large Format Displays, WE distribution



Desktop Monitors, WE distribution

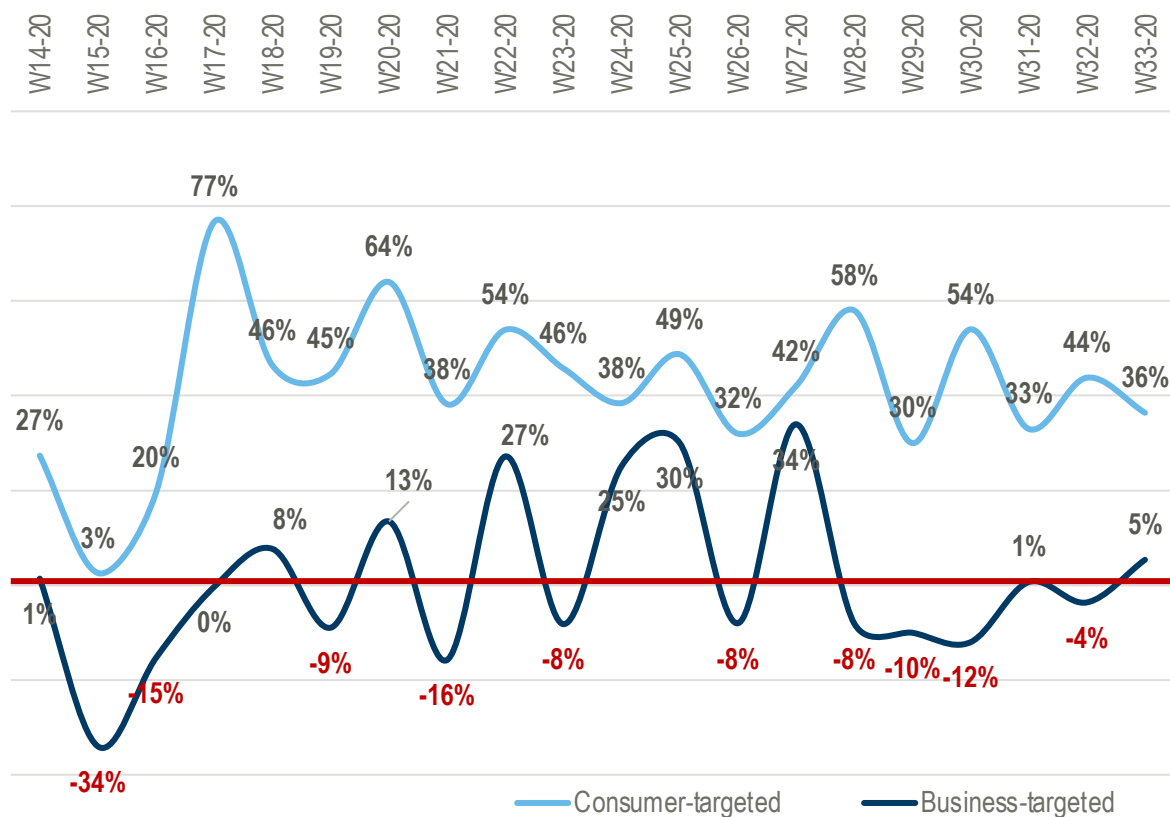


Aug-20* includes first 2 weeks of the month

SALES OF CONSUMER MONITORS SHIFT TOWARDS LOWER PRICE RANGES IN AUG



Weekly desktop monitor sales, WE distribution



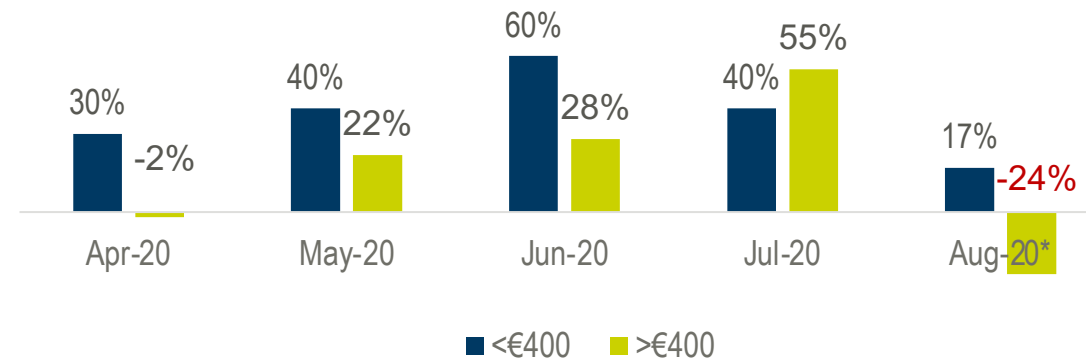
Sales in early Q3-20:

Business monitors

- Jul-20: **-6%** Y/Y
- Early Aug-20: **-15%** Y/Y

Consumer monitors

- Jul-20: **+40%** Y/Y
- Early Aug-20: **+15%** Y/Y
 - >€400 **-24%** Y/Y (growth of larger screens, 40"+)
 - <€400 **+17%** Y/Y (growth of 27" and 23.6")



Aug-20* includes first 2 weeks of the month

2H 2020 OUTLOOK



■ Tailwinds:

- Continuous investments in WFH equipment
- Office reopening and refurbishments
- Governments' programs to support businesses
- Governments' investments in digital schooling

■ Headwinds:

- Surge of demand in 1H sales affecting 2H sales
- Global recession as a result of the pandemic
- Risk of shortages in panel and component supply in 2H 2020 and 2021



04

CHANNEL HEALTH

SMR RECOVERY



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 33		
CHANNEL TREND		
WE	EE	Total
-13%	-3%	-12%
11%	15%	11%
-13%	-20%	-13%
15%	1%	13%
20%	17%	19%

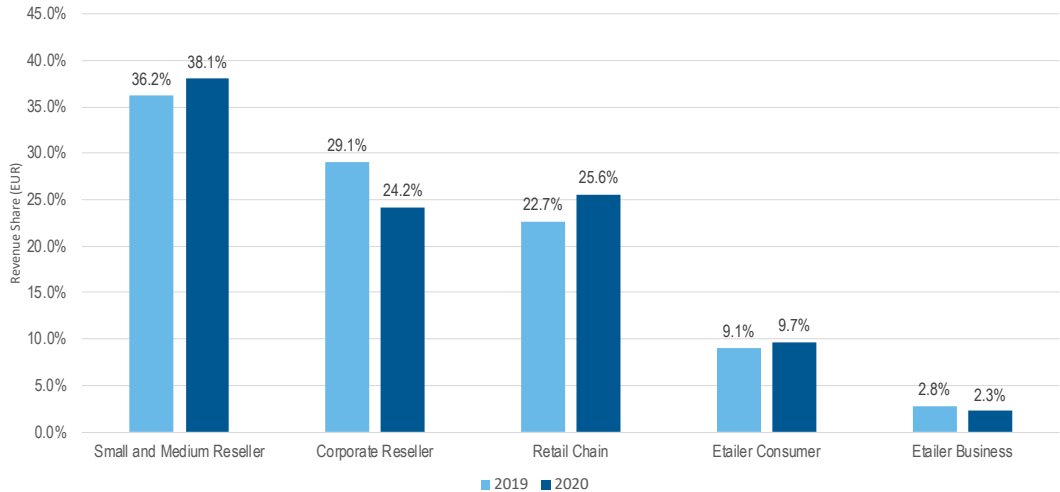
Week 32		
CHANNEL TREND		
WE	EE	Total
-12%	-5%	-11%
5%	20%	7%
-12%	-18%	-13%
17%	2%	15%
22%	17%	21%

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

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

Above	15%
Inbetween	
Below	-20%

Channel Share in Western and Eastern Europe (Revenue)
Rolling 4 weeks (W30-W33)



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.

CORPORATE RESELLERS IN THE DOLDRUMS

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Sweden	Austria	Portugal	Denmark	Norway	Finland	Other W
Business Channels	Corporate Reseller	-7%	-15%	-5%	-18%	-15%	-13%	0%	-32%	-41%	-4%	-18%	-26%	-36%	-4%
	Small and Medium Reseller	5%	-5%	22%	24%	42%	11%	31%	26%	6%	15%	37%	-37%	3%	6%
	Etailer Business	-8%	11%	-18%	-3%	-7%	-28%	-8%	-49%	-38%	-52%	-17%	-20%	-46%	-22%
Retail Channels	Etailer Consumer	23%	17%	36%	-27%	41%	31%	32%	-87%	-6%	19%	53%	-3%	-35%	12%
	Retail Chain	28%	-1%	21%	10%	26%	43%	22%	29%	0%	-4%	38%	29%	25%	28%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	8%	-33%	-16%	-43%	-48%
	Small and Medium Reseller	8%	22%	21%	50%	2%
	Etailer Business	-20%	25%	-35%	-45%	-41%
Retail Channels	Etailer Consumer	-10%	62%	-11%	-5%	-47%
	Retail Chain	4%	35%	12%	59%	0%

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.

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019**

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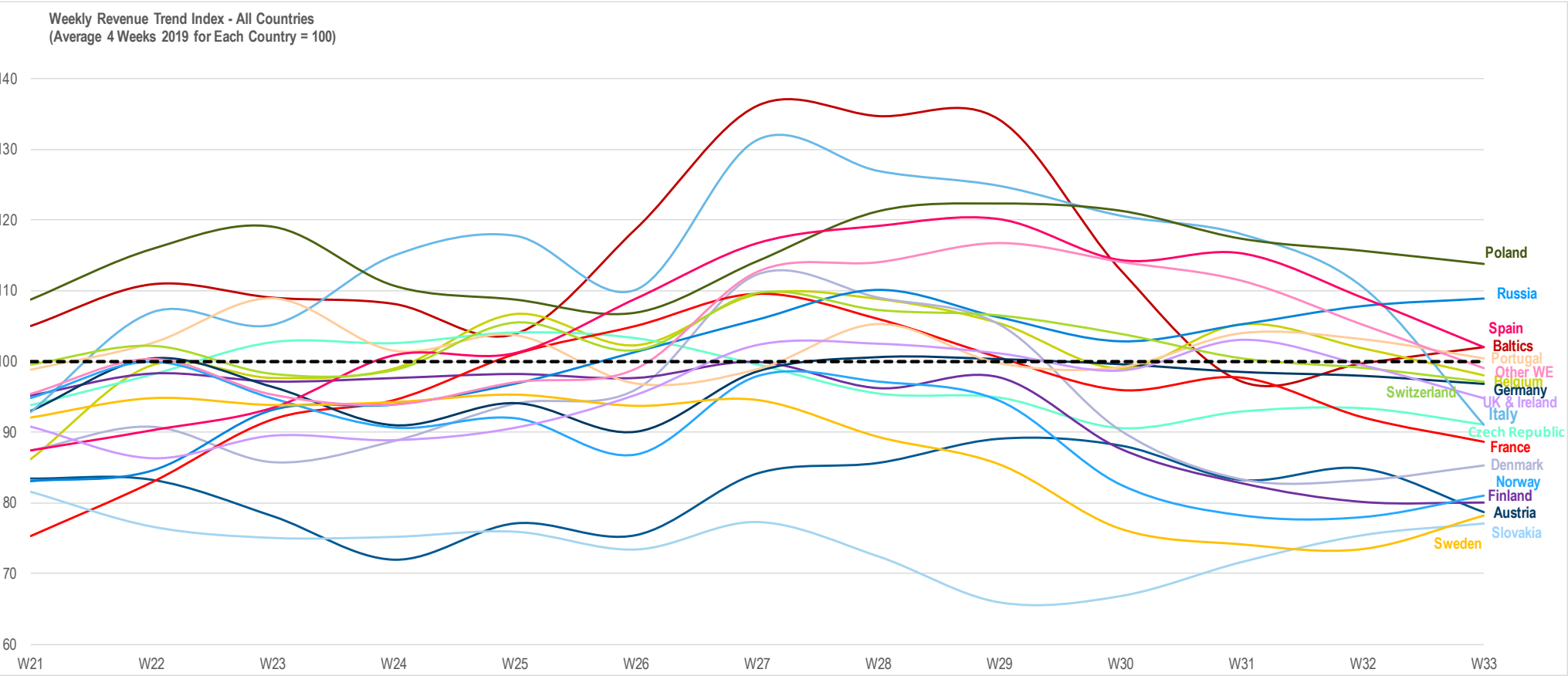
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- Weekly %YoY Trend WE Thumbnails

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.

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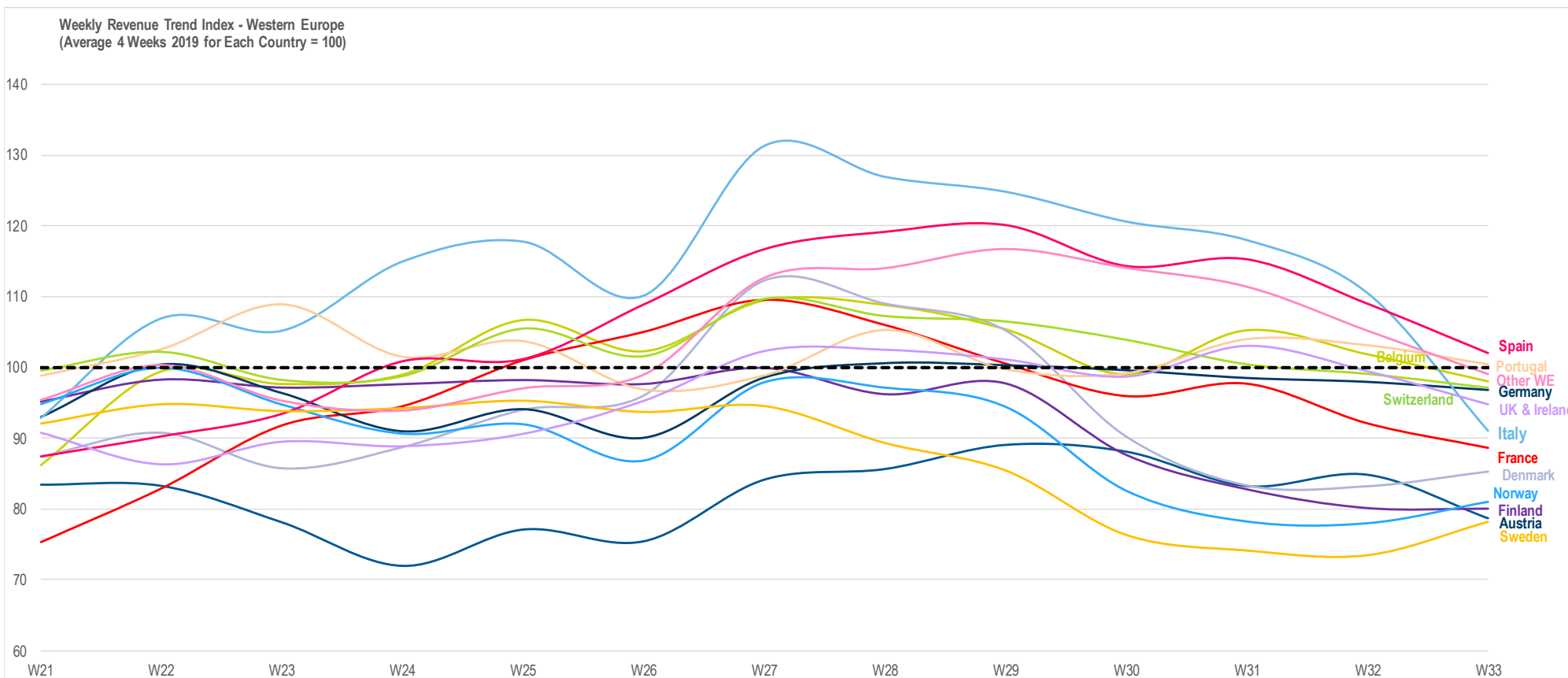
Index Total Market WE

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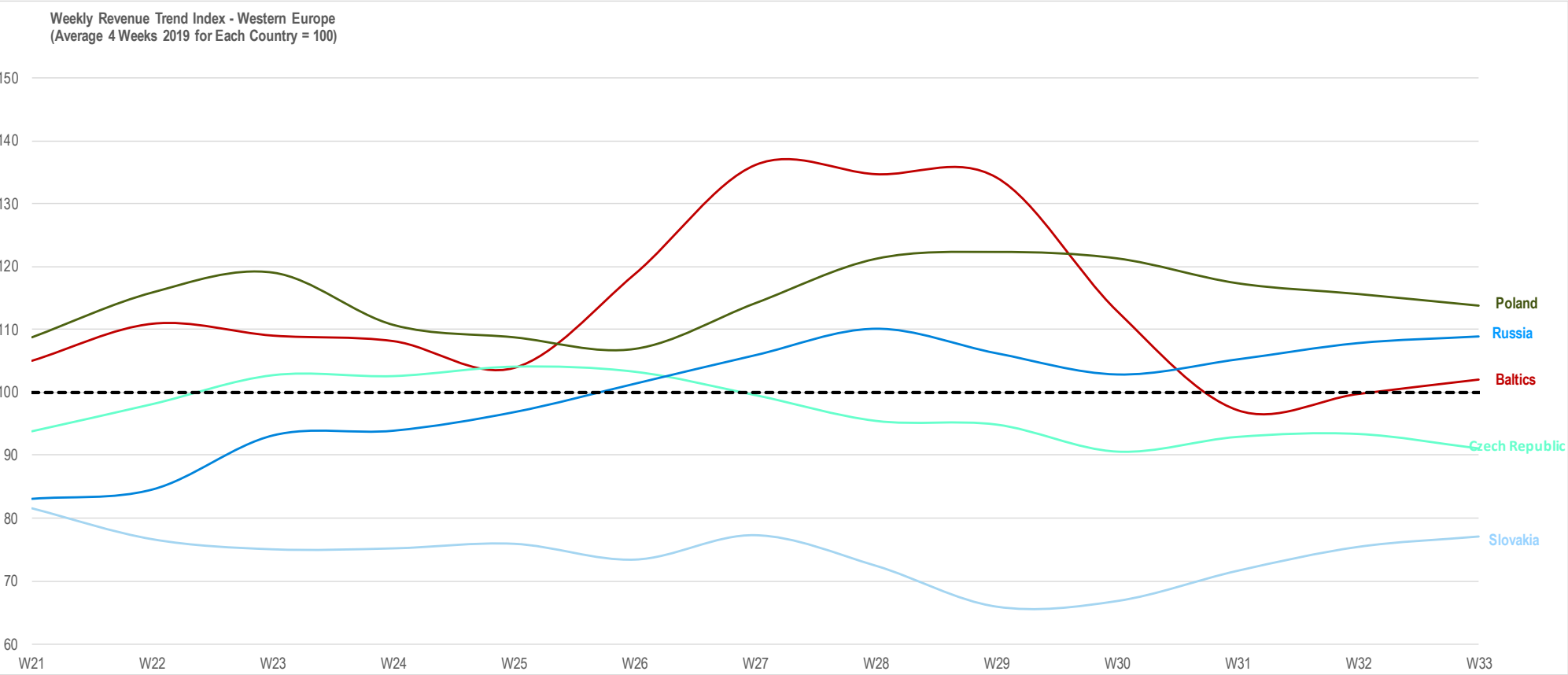
Index Total Market WE

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



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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.

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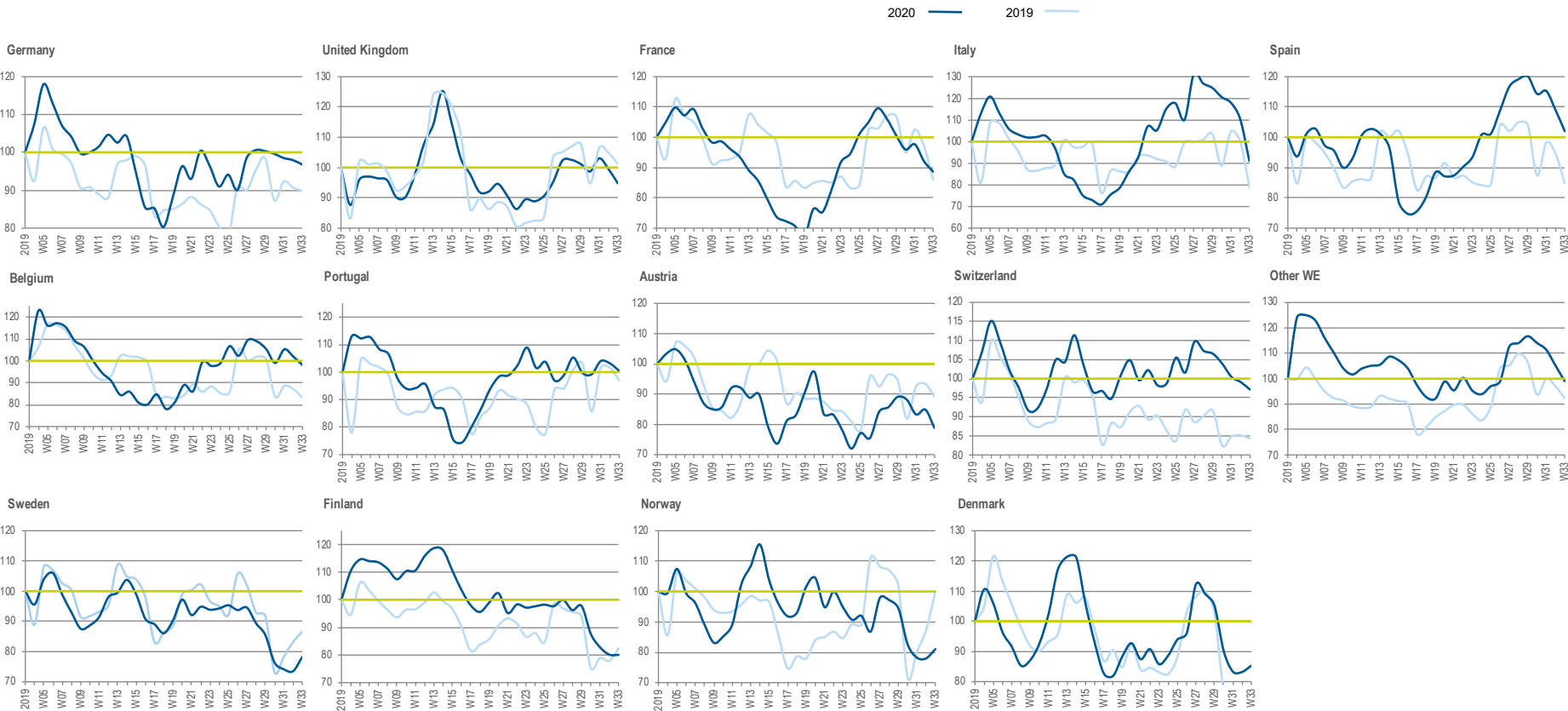
Index Thumbnail WE

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Index Revenue Trend - Western Europe

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



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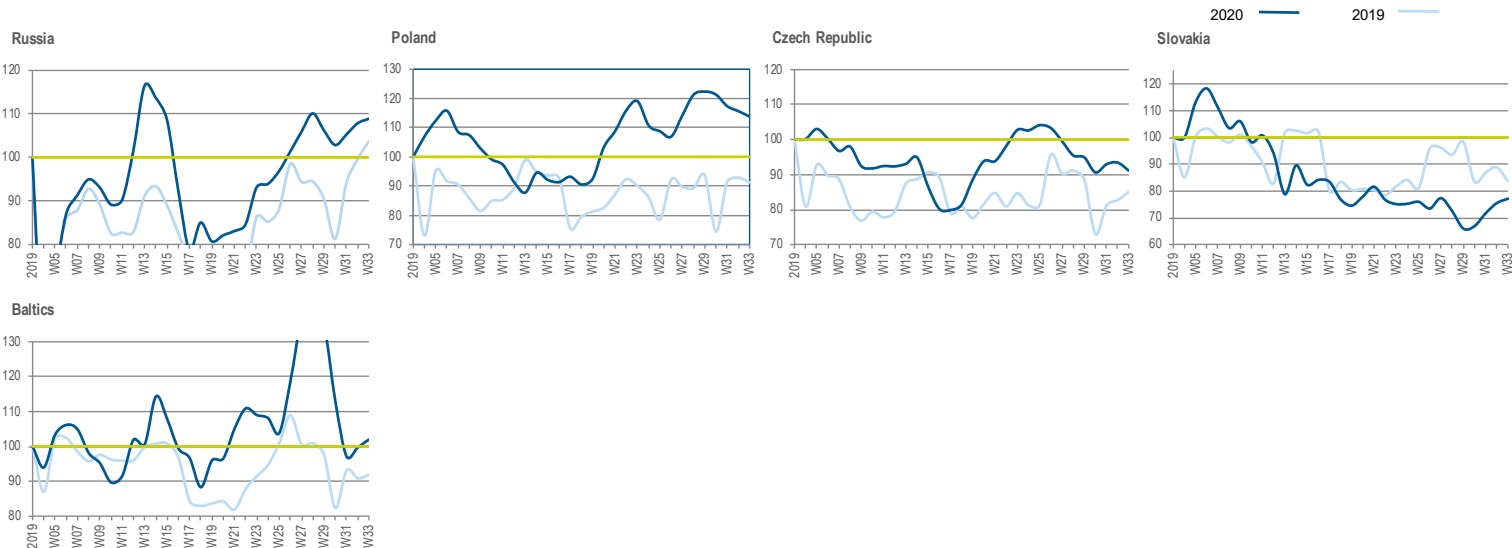
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Index Revenue Trend - Eastern Europe

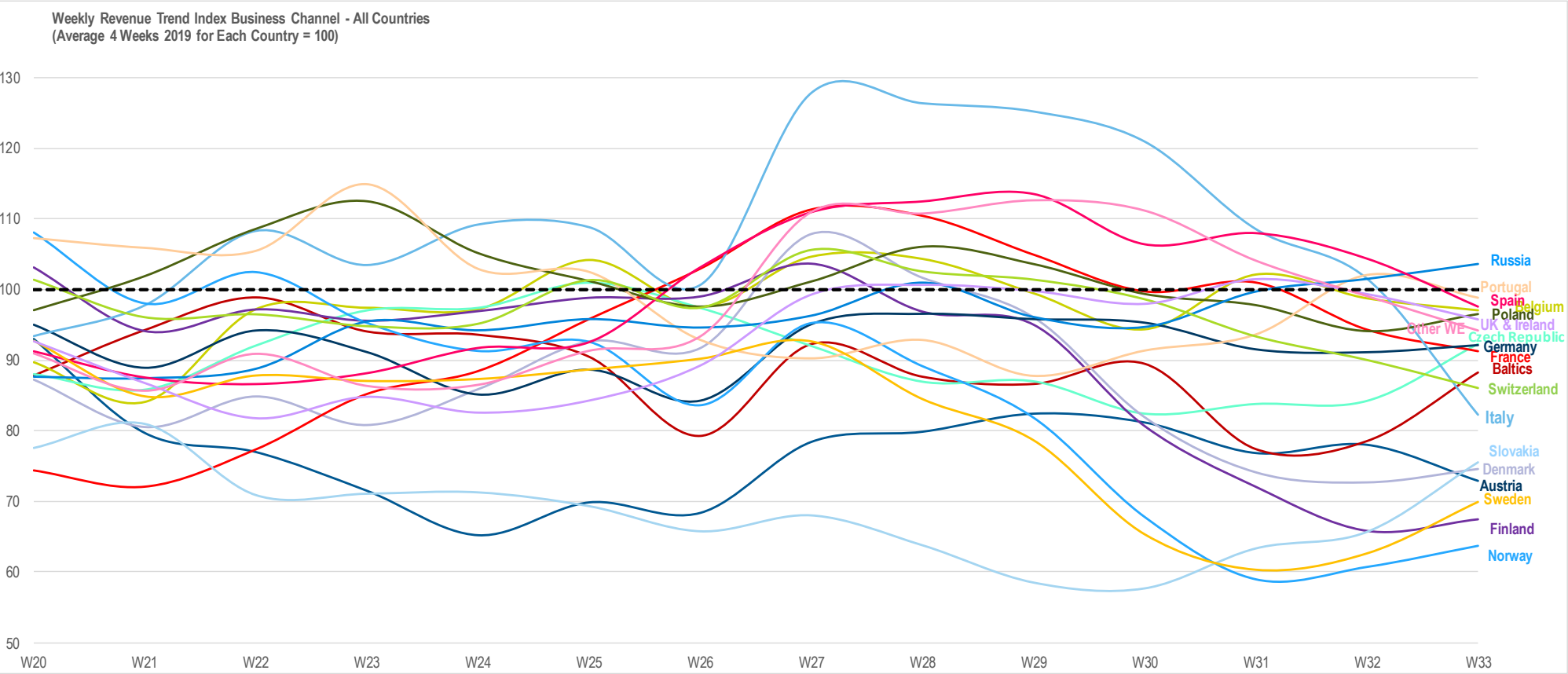
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



CONTEXT Covid-19 Weekly Report

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

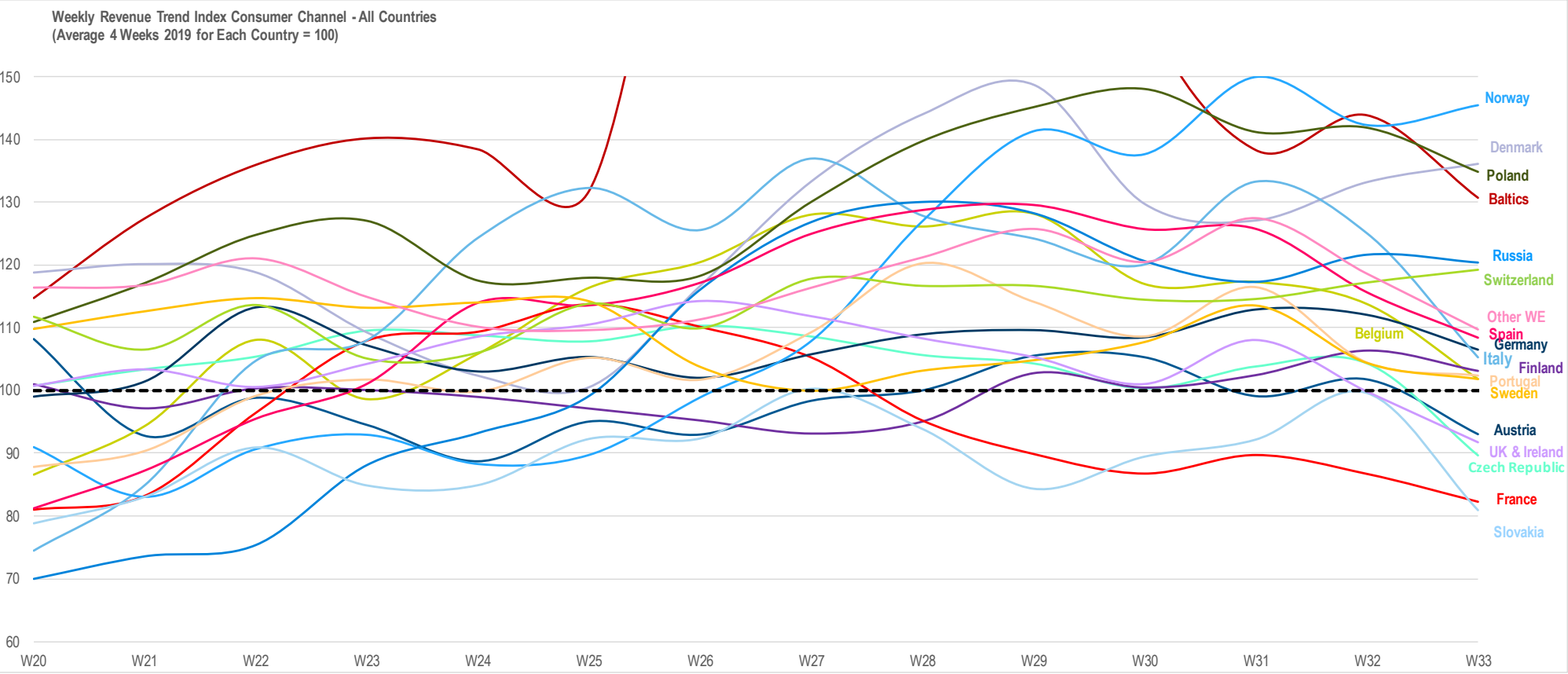
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Index Consumer Channel
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Index Consumer Channel

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

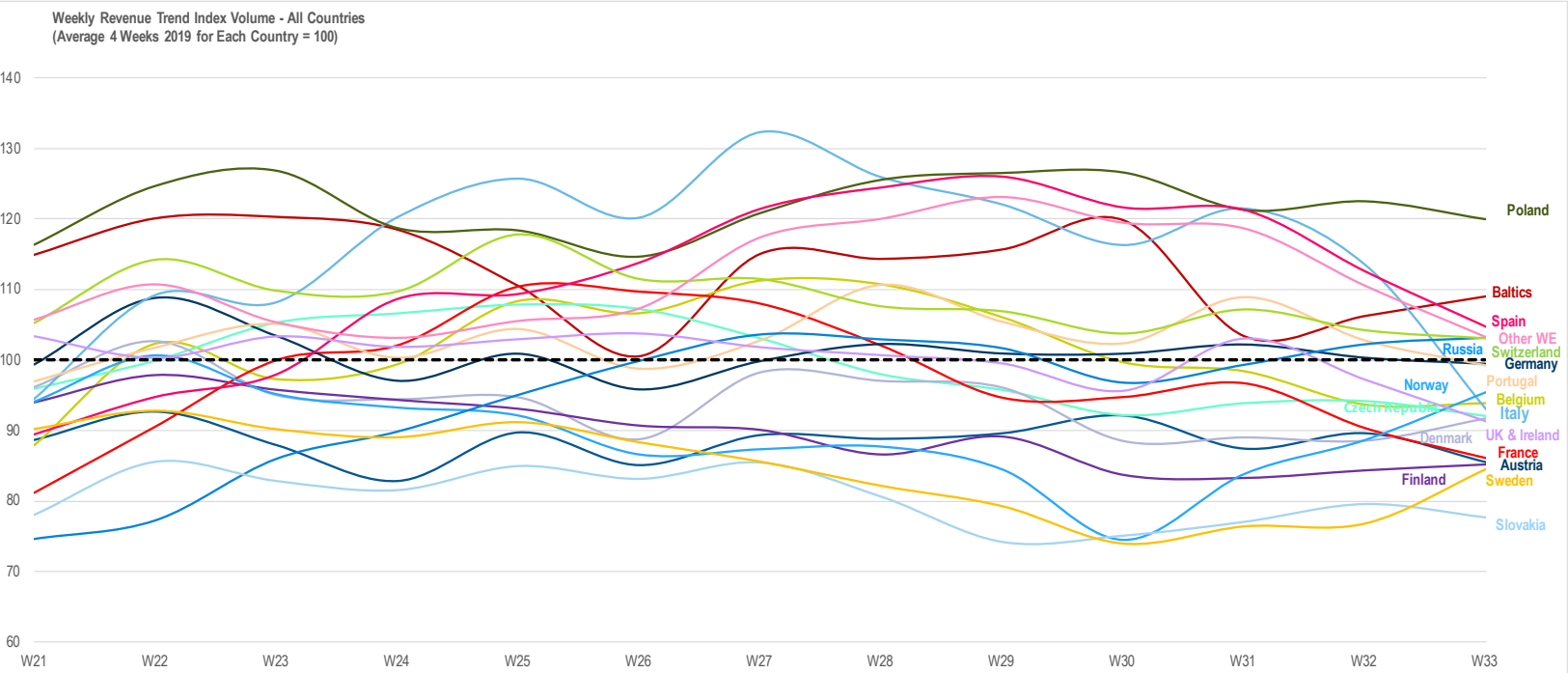


Consumer Channel = Retail chain & Etailer Consumer

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.

CONTEXT Covid-19 Weekly Report

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

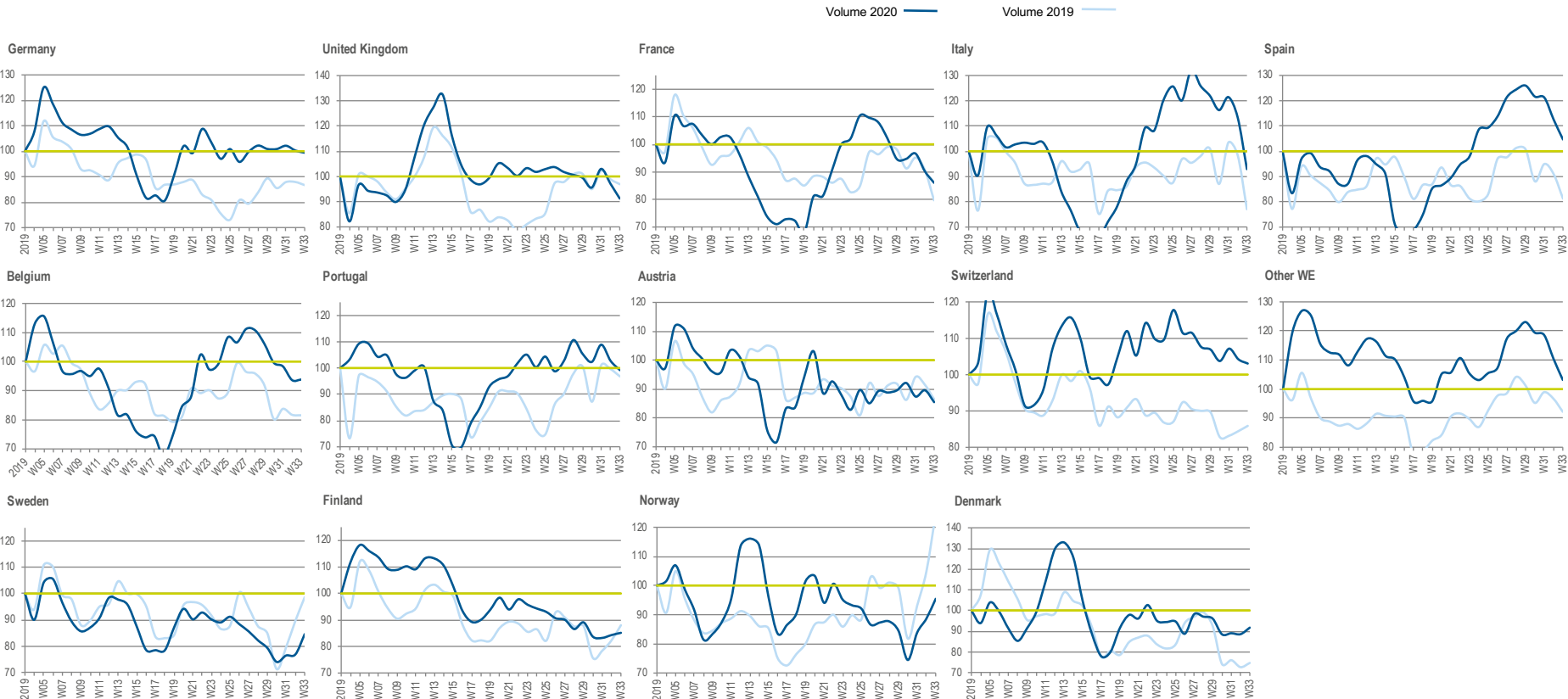


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Volume Market - Western Europe

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



CONTEXT Covid-19 Weekly Report

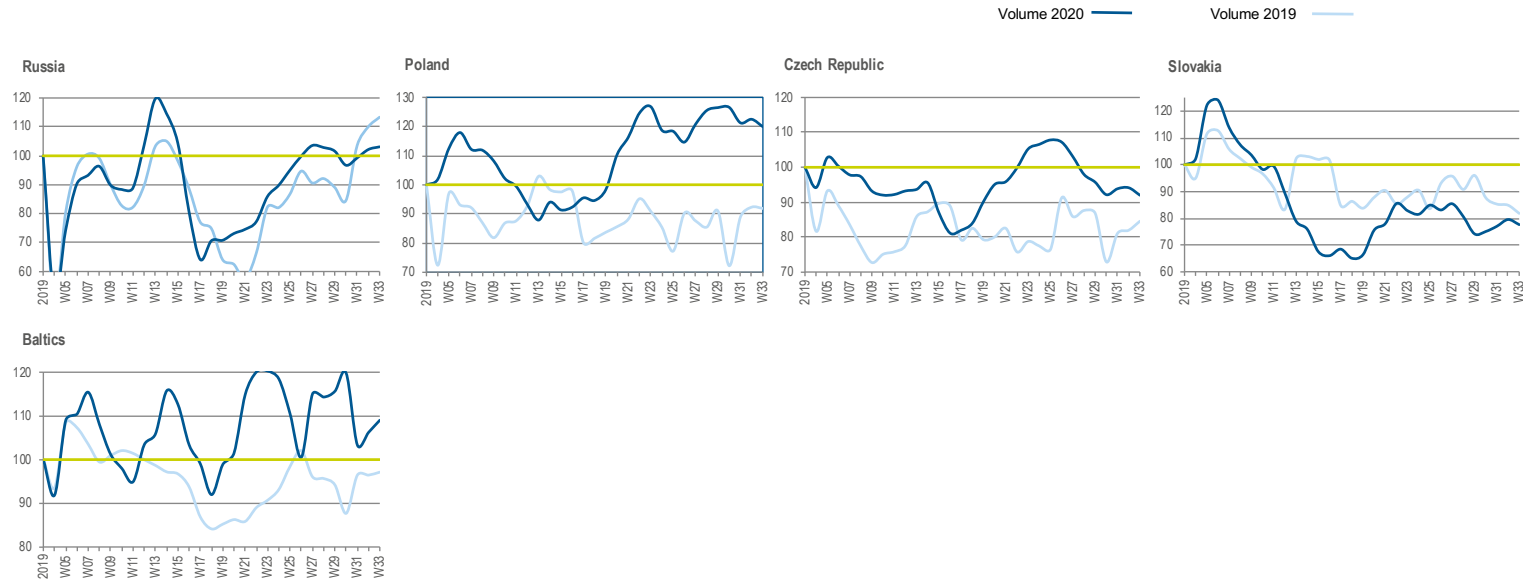
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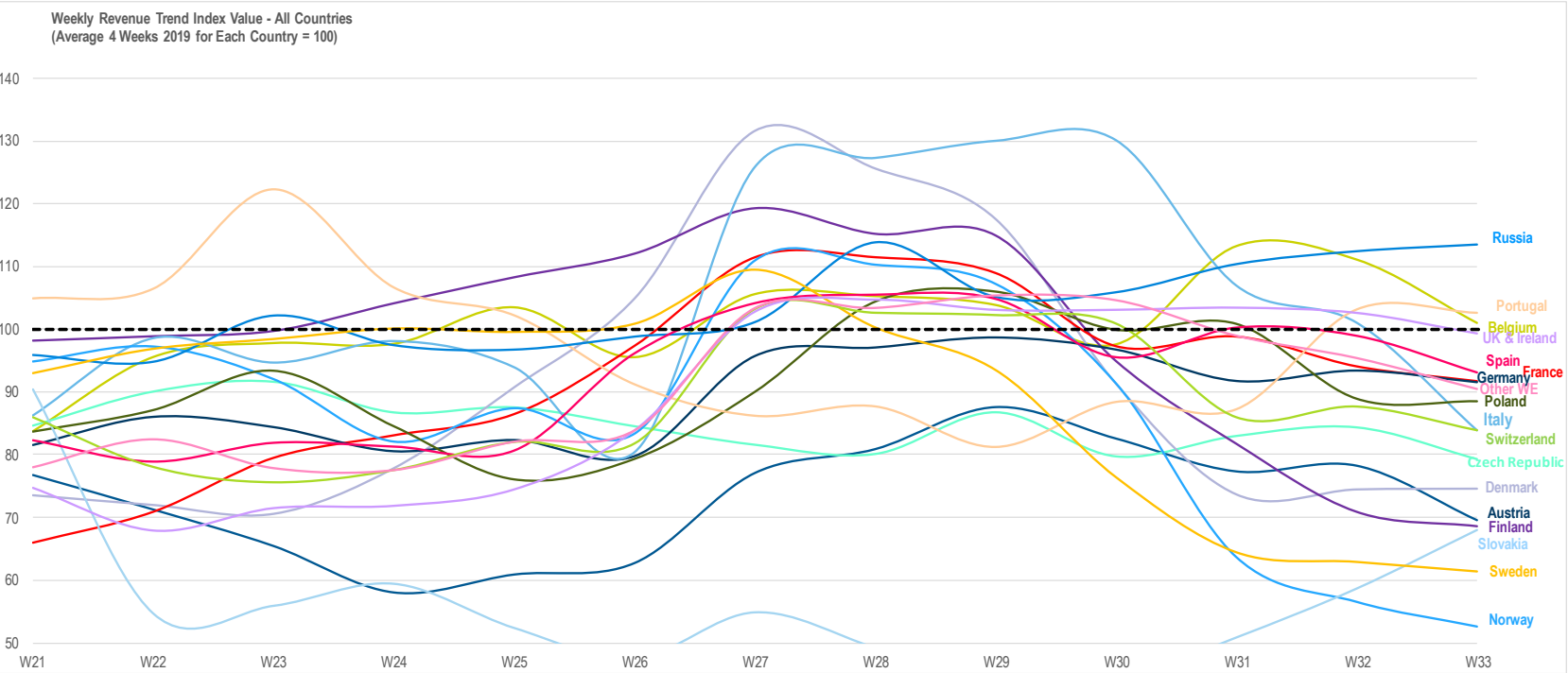
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Index Volume Market - Eastern Europe

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.

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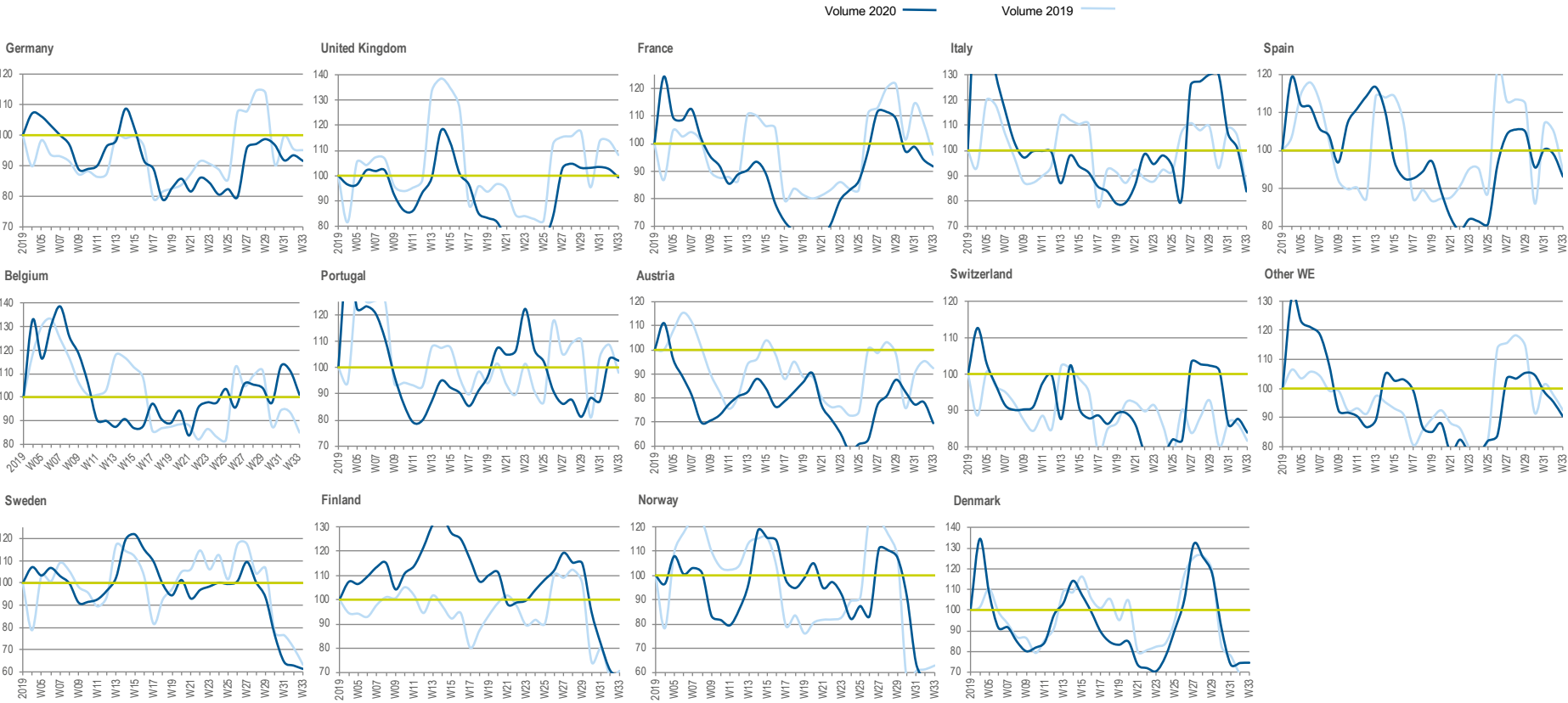
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Index Value Market - Western Europe

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



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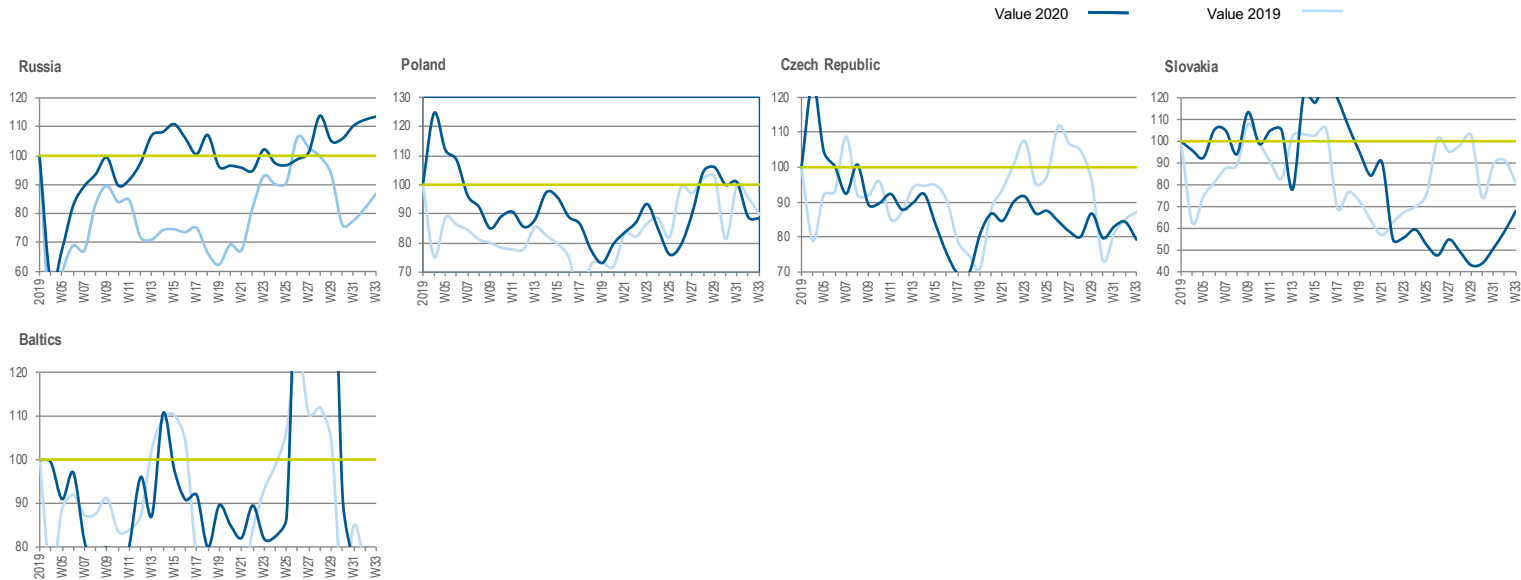
Index Val Market EE Thumbnails

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Index Value Market - Eastern Europe

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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

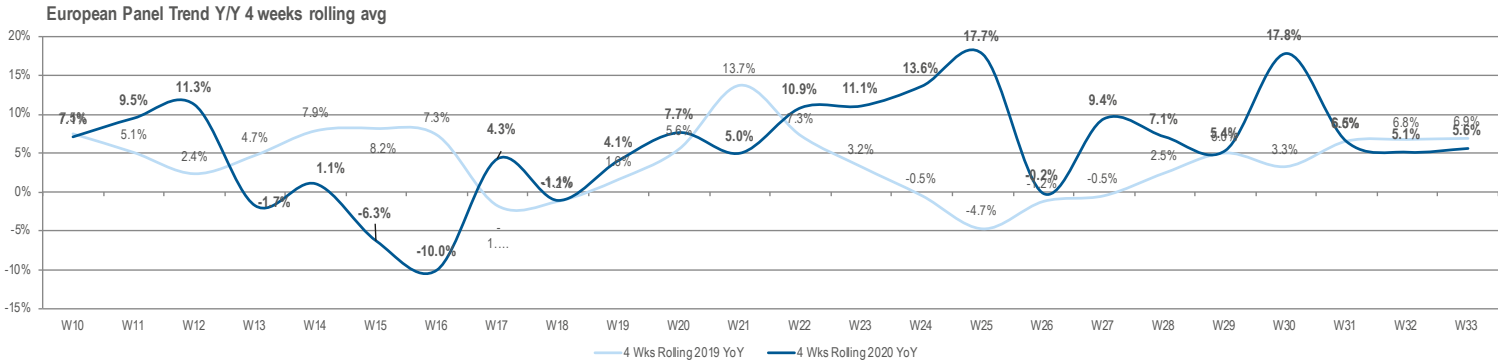
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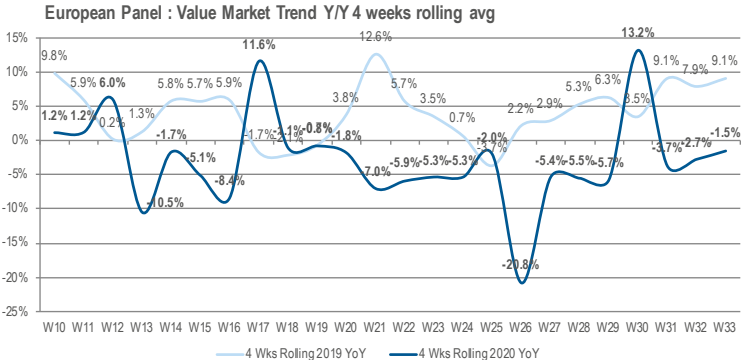
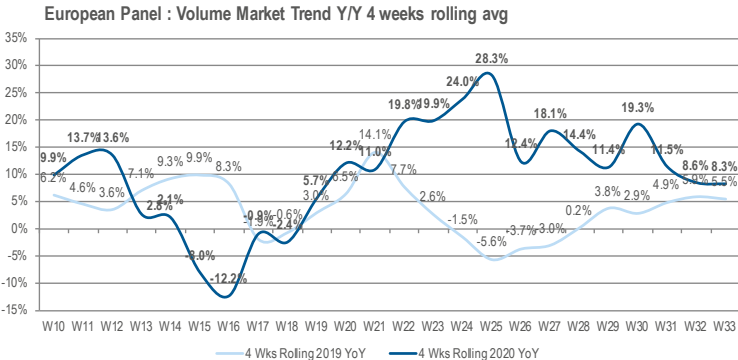
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

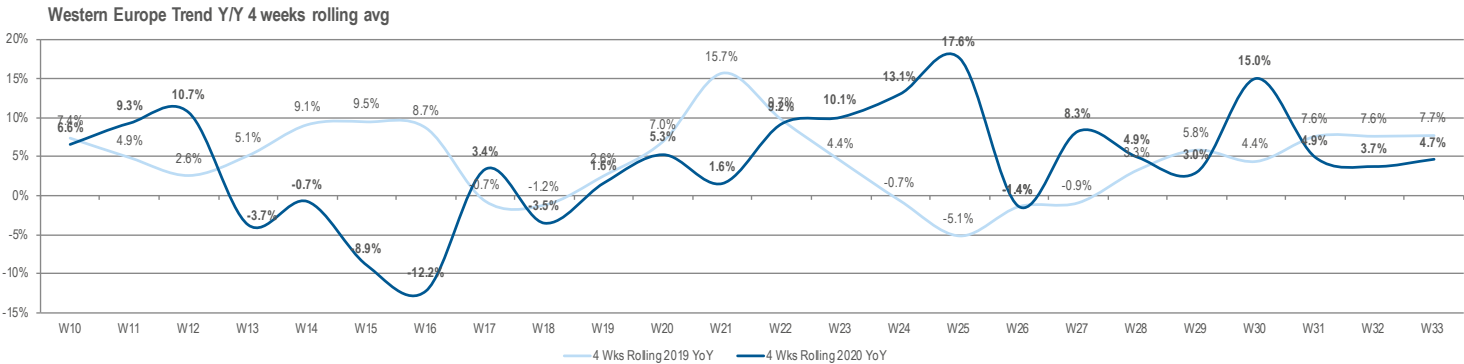
Rolling 4 Week Periods



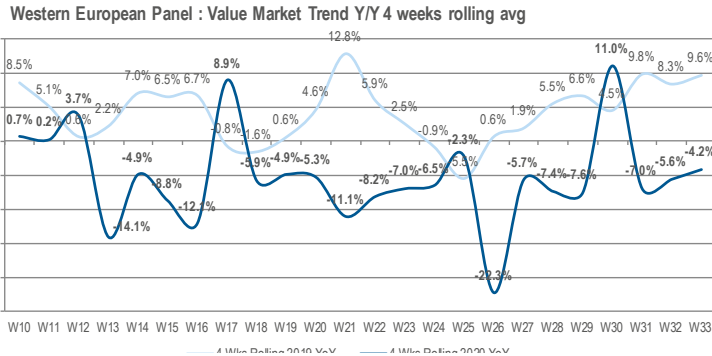
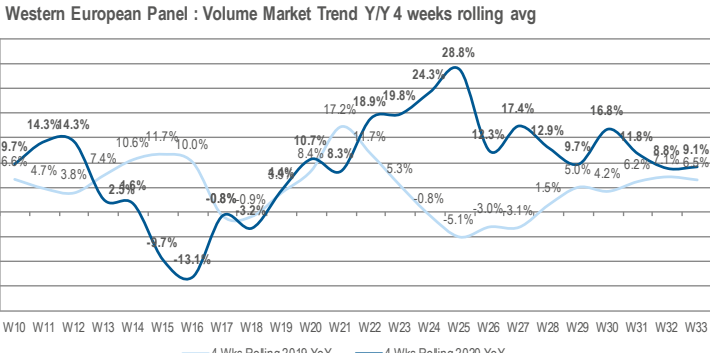
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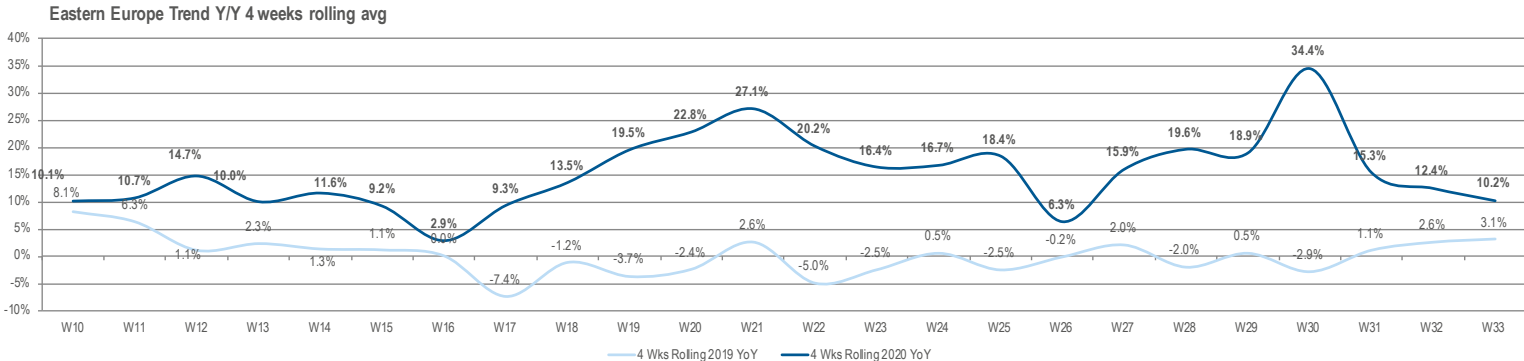
Weekly %YoY Trend Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods



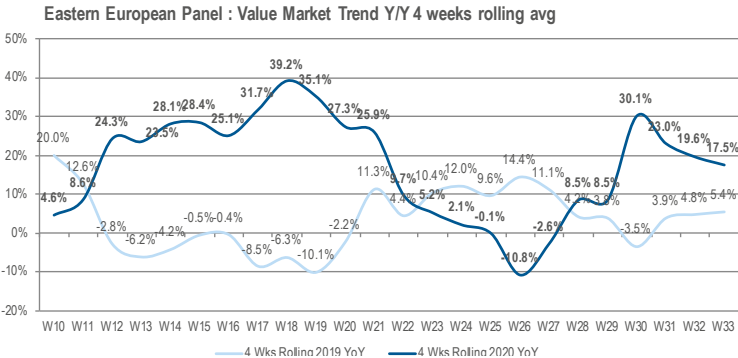
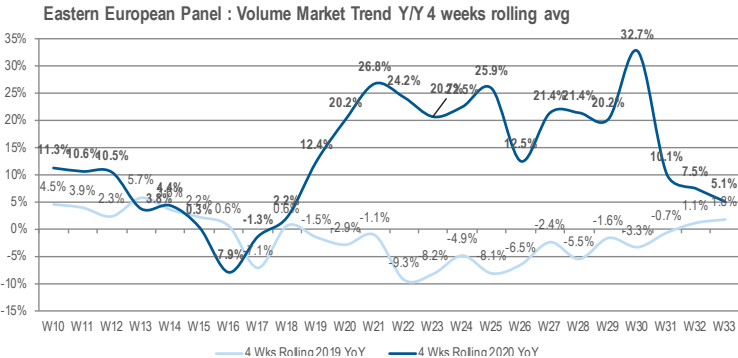
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway



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



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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

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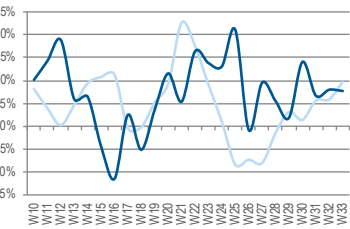
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Weekly %YoY Trend - Western Europe

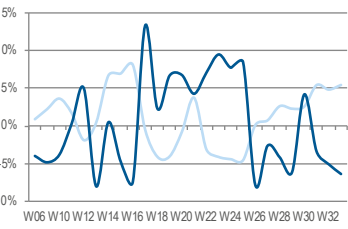
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

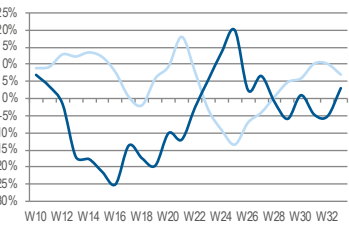
Germany growth Y/Y 4 weeks rolling avg



United Kingdom growth Y/Y 4 weeks rolling avg

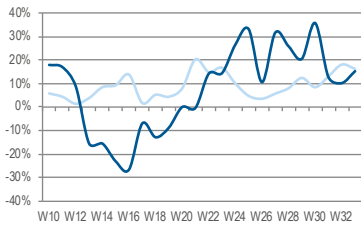


France growth Y/Y 4 weeks rolling avg

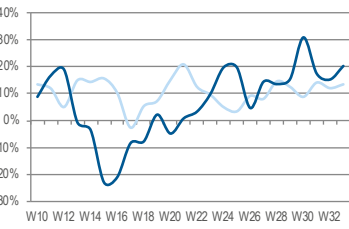


2020 — 2019

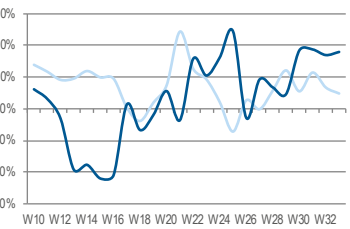
Italy growth Y/Y 4 weeks rolling avg



Spain growth Y/Y 4 weeks rolling avg



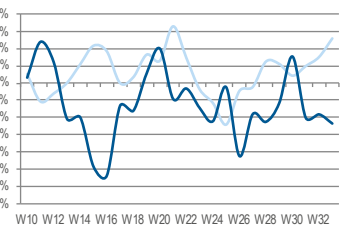
Belgium growth Y/Y 4 weeks rolling avg



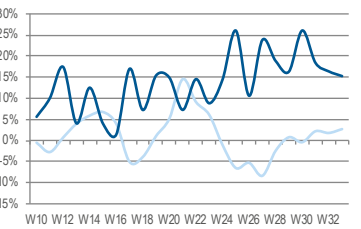
Portugal growth Y/Y 4 weeks rolling avg



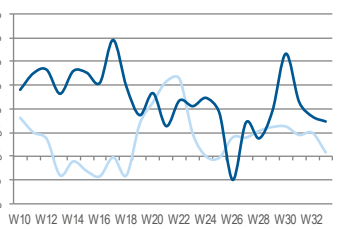
Austria growth Y/Y 4 weeks rolling avg



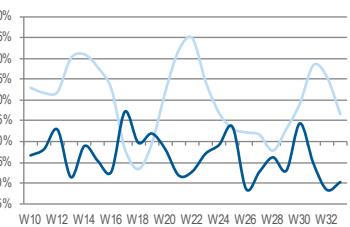
Switzerland growth Y/Y 4 weeks rolling avg



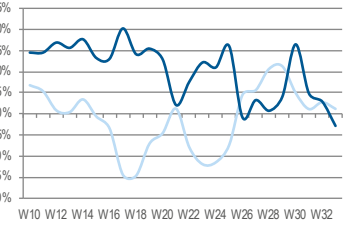
Other WE growth Y/Y 4 weeks rolling avg



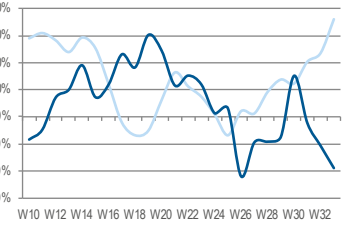
Sweden growth Y/Y 4 weeks rolling avg



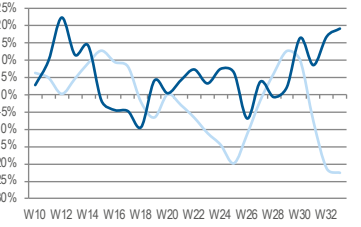
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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Weekly %YoY Trend EE Thumbnails

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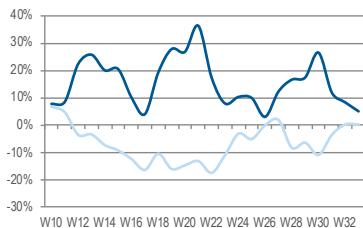
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Weekly %YoY Trend - Eastern Europe

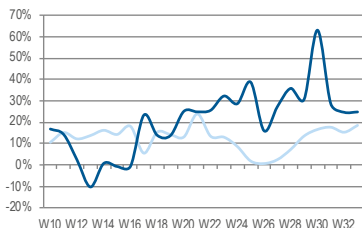
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

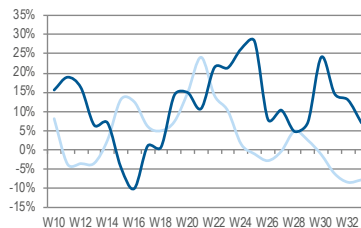
Russia growth Y/Y 4 weeks rolling avg



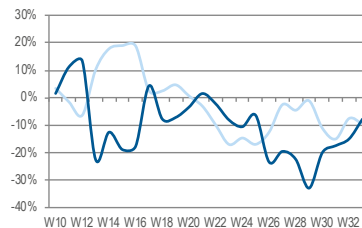
Poland growth Y/Y 4 weeks rolling avg



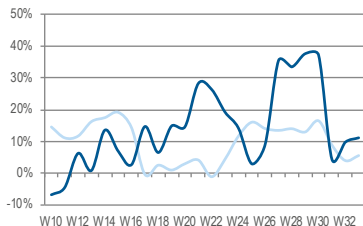
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



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Top Growth Industry
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Top Growth IT Industry Sectors and Countries 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
Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W32	Rank-W33	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	41%	13%	58%	43%	66%	51%	15%	-11%	43%	6%	7%	-14%	-13%	38%	6%	34%	35%	11%	12%	32%	18%	30%
5	2	👈 Smart Home and Office	80%	13%	-22%	15%	100%	-85%	5341%	-83%	-53%	1504%	199%	198%	-17%	204%	1%	317%	225%	7547%	-20%	13%	429%	20%
2	3	👇 Mobile Computing	35%	11%	64%	35%	33%	19%	9%	-9%	13%	14%	4%	-25%	2%	10%	-3%	40%	18%	4%	-2%	21%	10%	19%
4	4	👉 Telecommunications	30%	-23%	28%	-19%	54%	174%	42%	-15%	-19%	-13%	86%	9%	-4%	16%	-44%	53%	25%	32%	49%	16%	16%	16%
6	5	👈 Software and Licences	6%	1%	10%	28%	2%	5%	58%	-3%	-26%	3%	15%	-5%	12%	1%	100%	23%	-10%	-13%	-20%	7%	45%	10%
7	6	👈 Audio-Video Systems	17%	-12%	-3%	1%	51%	39%	26%	-28%	8%	-4%	192%	67%	11%	9%	-16%	32%	45%	97%	101%	8%	21%	9%
3	7	👇 Wearable Devices	-9%	-7%	17%	-2%	57%	21%	28%	-13%	59%	54%	11%	-67%	-29%	-20%	25%	163%	-10%	-40%	-22%	4%	45%	9%
9	8	👈 Displays	14%	-5%	-19%	-7%	33%	0%	8%	-8%	29%	35%	5%	-23%	-10%	-14%	16%	7%	19%	14%	-31%	0%	12%	2%
8	9	👇 Warranties and Services	-13%	17%	-11%	-7%	17%	13%	-3%	-10%	21%	1%	0%	-5%	-28%	-14%	27%	-30%	-40%	-19%	-11%	2%	-2%	1%
11	10	👈 Computing Components	-2%	-12%	21%	-16%	21%	-21%	-3%	-17%	-37%	12%	-9%	-63%	-36%	45%	27%	17%	6%	-13%	-16%	-5%	19%	1%
12	11	👈 Other Networking Equipment	-2%	-19%	-3%	-15%	10%	18%	20%	-46%	-18%	-53%	-23%	36%	29%	8%	61%	13%	79%	23%	41%	-8%	54%	1%
10	12	👇 Wireless Networking	22%	-13%	10%	-8%	21%	11%	-27%	8%	-35%	-38%	-8%	-71%	-37%	-17%	43%	91%	14%	-10%	17%	-3%	43%	1%
13	13	👉 Scanner Imaging	-6%	-2%	47%	13%	-21%	45%	-45%	-10%	47%	19%	123%	-63%	42%	-6%	-14%	-8%	129%	-46%	1%	1%	-6%	0%
14	14	👉 Networking Systems	3%	-14%	-15%	-28%	-25%	18%	-26%	-16%	-25%	-28%	6%	-4%	-3%	-24%	48%	31%	19%	7%	-31%	-13%	39%	-5%
16	15	👈 Printing Consumables	-2%	-7%	5%	11%	8%	-24%	7%	-33%	10%	-17%	-11%	-22%	-16%	35%	-33%	-11%	-31%	-48%	-5%	0%	-28%	-5%
21	16	👈 Server Computing	-3%	-9%	1%	-37%	-15%	-6%	-1%	253%	-75%	228%	72%	5%	1%	41%	-8%	-21%	-4%	8%	-24%	-7%	-10%	-7%
15	17	👇 Connectivity	2%	-20%	-15%	-15%	33%	10%	-12%	-17%	-21%	-32%	-39%	-9%	-20%	-5%	6%	34%	-30%	0%	-25%	-9%	4%	-8%
17	18	👇 Data Center Networking and Security	-25%	-4%	-9%	-41%	14%	40%	-49%	-40%	-24%	-17%	14%	136%	3%	46%	-1%	-40%	-39%	121%	342%	-11%	-4%	-10%
20	19	👈 Printing	-15%	-23%	-22%	-5%	-8%	-3%	11%	-21%	47%	-7%	-29%	-24%	-15%	-25%	-2%	12%	1%	19%	-28%	-14%	0%	-11%
18	20	👇 Disk Storage	-17%	-36%	-12%	-15%	34%	29%	51%	-10%	-51%	16%	2%	0%	-7%	-7%	-3%	-6%	-9%	31%	-43%	-14%	-4%	-12%
19	21	👇 Power Equipment	-1%	-34%	-2%	-12%	11%	-6%	-15%	-22%	-9%	-4%	-21%	-41%	-8%	14%	-24%	-1%	-6%	8%	-31%	-12%	-20%	-15%
23	22	👈 Removable Storage	-34%	-50%	-33%	107%	-17%	20%	-18%	-13%	3%	-39%	203%	-46%	36%	-4%	-44%	0%	-19%	-23%	-23%	-21%	-22%	-21%
22	23	👇 Desktop Computing	-19%	-46%	-2%	-16%	-29%	4%	-11%	-8%	-10%	-30%	-10%	-73%	-1%	-14%	-18%	-7%	-16%	4%	-32%	-23%	-16%	-21%
24	24	👉 Unified Communications	-7%	-50%	-34%	-33%	8%	23%	-37%	-57%	-58%	255%	-38%	-46%	11%	-76%	-29%	186%	-36%	-4%	-37%	-28%	-13%	-25%
Country Trend			8%	-6%	15%	3%	20%	15%	18%	-10%	-12%	4%	19%	-19%	-3%	7%	5%	25%	7%	11%	-8%			

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Top Decline Industry
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Top Decline IT Industry Sectors and Countries 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
Sorted by fastest declining Industry sector and country size

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

			WESTERN EUROPE														EASTERN EUROPE				
Rank-W32	Rank-W33	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Sweden	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	👉 Unified Communications	-7%	-50%	-34%	-33%	8%	23%	-37%	-57%	-58%	255%	-38%	-46%	11%	-76%	-29%	186%	-36%	-4%	-37%
3	2	👇 Desktop Computing	-19%	-46%	-2%	-16%	-29%	4%	-11%	-8%	-10%	-30%	-10%	-73%	-1%	-14%	-18%	-7%	-16%	4%	-32%
2	3	👈 Removable Storage	-34%	-50%	-33%	107%	-17%	20%	-18%	-13%	3%	-39%	203%	-46%	36%	-4%	-44%	0%	-19%	-23%	-23%
6	4	👇 Power Equipment	-1%	-34%	-2%	-12%	11%	-6%	-15%	-22%	-9%	-4%	-21%	-41%	-8%	14%	-24%	-1%	-6%	8%	-31%
7	5	👇 Disk Storage	-17%	-36%	-12%	-15%	34%	29%	51%	-10%	-51%	16%	2%	0%	-7%	-7%	-3%	-6%	-9%	31%	-43%
5	6	👈 Printing	-15%	-23%	-22%	-5%	-8%	-3%	11%	-21%	47%	-7%	-29%	-24%	-15%	-25%	-2%	12%	1%	19%	-28%
8	7	👇 Data Center Networking and Security	-25%	-4%	-9%	-41%	14%	40%	-49%	-40%	-24%	-17%	14%	136%	3%	46%	-1%	-40%	-39%	121%	342%
10	8	👇 Connectivity	2%	-20%	-15%	-15%	33%	10%	-12%	-17%	-21%	-32%	-39%	-9%	-20%	-5%	6%	34%	-30%	0%	-25%
4	9	👈 Server Computing	-3%	-9%	1%	-37%	-15%	-6%	-1%	253%	-75%	228%	72%	5%	1%	41%	-8%	-21%	-4%	8%	-24%
9	10	👈 Printing Consumables	-2%	-7%	5%	11%	8%	-24%	7%	-33%	10%	-17%	-11%	-22%	-16%	35%	-33%	-11%	-31%	-48%	-5%
11	11	👉 Networking Systems	3%	-14%	-15%	-28%	-25%	18%	-26%	-16%	-25%	-28%	6%	-4%	-3%	-24%	48%	31%	19%	7%	-31%
12	12	👈 Scanner Imaging	-6%	-2%	47%	13%	-21%	45%	-45%	-48%	-10%	47%	19%	123%	-63%	42%	-6%	-14%	-8%	129%	-46%
13	13	👉 Other Networking Equipment	-2%	-19%	-3%	-15%	10%	18%	20%	-46%	-18%	-53%	-23%	36%	29%	8%	61%	13%	79%	23%	41%
15	14	👇 Wireless Networking	22%	-13%	10%	-8%	21%	11%	-27%	8%	-35%	-38%	-8%	-71%	-37%	-17%	43%	91%	14%	-10%	17%
14	15	👈 Computing Components	-2%	-12%	21%	-16%	21%	-21%	-3%	-17%	-37%	12%	-9%	-63%	-36%	45%	27%	17%	6%	-13%	-16%
17	16	👇 Warranties and Services	-13%	17%	-11%	-7%	17%	13%	-3%	-10%	21%	1%	0%	-5%	-28%	-14%	27%	-30%	-40%	-19%	-11%
16	17	👈 Displays	14%	-5%	-19%	-7%	33%	0%	8%	-8%	29%	35%	5%	-23%	-10%	-14%	16%	7%	19%	14%	-31%
22	18	👇 Wearable Devices	-9%	-7%	17%	-2%	57%	21%	28%	-13%	59%	54%	11%	-67%	-29%	-20%	25%	163%	-10%	-40%	-22%
18	19	👈 Audio-Video Systems	17%	-12%	-3%	1%	51%	39%	26%	-28%	8%	-4%	192%	67%	11%	9%	-16%	32%	45%	97%	101%
19	20	👈 Software and Licences	6%	1%	10%	28%	2%	5%	58%	-3%	-26%	3%	15%	-5%	12%	1%	100%	23%	-10%	-13%	-20%
21	21	👈 Telecommunications	30%	-23%	28%	-19%	54%	174%	42%	-15%	-19%	-13%	86%	9%	-4%	16%	-44%	53%	25%	32%	49%
23	22	👇 Mobile Computing	35%	11%	64%	35%	33%	19%	9%	-9%	13%	14%	4%	-25%	2%	10%	-3%	40%	18%	4%	-2%
20	23	👈 Smart Home and Office	80%	13%	-22%	15%	100%	-85%	5341%	-83%	-53%	1504%	199%	198%	-17%	204%	1%	317%	225%	7547%	-20%
24	24	👉 Computing Accessories	41%	13%	58%	43%	66%	51%	15%	-11%	43%	6%	7%	-14%	-13%	38%	6%	34%	35%	11%	12%
Country Trend			8%	-6%	15%	3%	20%	15%	18%	-10%	-12%	4%	19%	-19%	-3%	7%	5%	25%	7%	11%	-8%

INDUSTRY SECTOR TREND		
WE	EE	Total
-28%	-13%	-25%
-23%	-16%	-21%
-21%	-22%	-21%
-12%	-20%	-15%
-14%	-4%	-12%
-14%	0%	-11%
-11%	-4%	-10%
-9%	4%	-8%
-7%	-10%	-7%
0%	-28%	-5%
-13%	39%	-5%
1%	-6%	0%
-8%	54%	1%
-3%	43%	1%
-5%	19%	1%
2%	-2%	1%
0%	12%	2%
4%	45%	9%
8%	21%	9%
7%	45%	10%
16%	16%	16%
21%	10%	19%
13%	429%	20%
32%	18%	30%

CONTEXT Covid-19 Weekly Report

Largest Industry

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Largest IT Industry Sectors and Countries 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

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-W32	Rank-W33	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Sweden	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	👉 Mobile Computing	35%	11%	64%	35%	33%	19%	9%	-9%	13%	14%	4%	-25%	2%	10%	-3%	40%	18%	4%	-2%
2	2	👉 Telecommunications	30%	-23%	28%	-19%	54%	174%	42%	-15%	-19%	-13%	86%	9%	-4%	16%	-44%	53%	25%	32%	49%
3	3	👉 Software and Licences	6%	1%	10%	28%	2%	5%	58%	-3%	-26%	3%	15%	-5%	12%	1%	100%	23%	-10%	-13%	-20%
4	4	👉 Printing Consumables	-2%	-7%	5%	11%	8%	-24%	7%	-33%	10%	-17%	-11%	-22%	-16%	35%	-33%	-11%	-31%	-48%	-5%
5	5	👉 Warranties and Services	-13%	17%	-11%	-7%	17%	13%	-3%	-10%	21%	1%	0%	-5%	-28%	-14%	27%	-30%	-40%	-19%	-11%
6	6	👉 Displays	14%	-5%	-19%	-7%	33%	0%	8%	-8%	29%	35%	5%	-23%	-10%	-14%	16%	7%	19%	14%	-31%
7	7	👉 Disk Storage	-17%	-36%	-12%	-15%	34%	29%	51%	-10%	-51%	16%	2%	0%	-7%	-7%	-3%	-6%	9%	31%	-43%
8	8	👉 Computing Components	-2%	-12%	21%	-16%	21%	-21%	-3%	-17%	-37%	12%	-9%	-63%	-36%	45%	27%	17%	6%	-13%	-16%
9	9	👉 Desktop Computing	-19%	-46%	-2%	-16%	-29%	4%	-11%	-8%	-10%	-30%	-10%	-73%	-1%	-14%	-18%	-7%	-16%	4%	-32%
10	10	👉 Networking Systems	3%	-14%	-15%	-28%	-25%	18%	-26%	-16%	-25%	-28%	6%	-4%	-3%	-24%	48%	31%	19%	7%	-31%
11	11	👉 Computing Accessories	41%	13%	58%	43%	66%	51%	15%	-11%	43%	6%	7%	-14%	-13%	38%	6%	34%	35%	11%	12%
12	12	👉 Printing	-15%	-23%	-22%	-5%	-8%	-3%	11%	-21%	47%	-7%	-29%	-24%	-15%	-25%	-2%	12%	1%	19%	-28%
13	13	👉 Audio-Video Systems	17%	-12%	-3%	1%	51%	39%	26%	-28%	8%	-4%	192%	67%	11%	9%	-16%	32%	45%	97%	101%
14	14	👉 Server Computing	-3%	-9%	1%	-37%	-15%	-6%	-1%	253%	-75%	228%	72%	5%	1%	41%	-8%	-21%	-4%	8%	-24%
15	15	👉 Data Center Networking and Security	-25%	-4%	-9%	-41%	14%	40%	-49%	-40%	-24%	-17%	14%	136%	3%	46%	-1%	-40%	-39%	121%	342%
16	16	👉 Wireless Networking	22%	-13%	10%	-8%	21%	11%	-27%	8%	-35%	-38%	-8%	-71%	-37%	-17%	43%	91%	14%	-10%	17%
18	17	👆 Power Equipment	-1%	-34%	-2%	-12%	11%	-6%	-15%	-22%	-9%	-4%	-21%	-41%	-8%	14%	-24%	-1%	-6%	8%	-31%
19	18	👆 Other Networking Equipment	-2%	-19%	-3%	-15%	10%	18%	20%	-46%	-18%	-53%	-23%	36%	29%	8%	61%	13%	79%	23%	41%
17	19	👇 Wearable Devices	-9%	-7%	17%	-2%	57%	21%	28%	-13%	59%	54%	11%	-67%	-29%	-20%	25%	163%	-10%	-40%	-22%
20	20	👉 Connectivity	2%	-20%	-15%	-15%	33%	10%	-12%	-17%	-21%	-32%	-39%	-9%	-20%	-5%	6%	34%	-30%	0%	-25%
21	21	👉 Removable Storage	-34%	-50%	-33%	107%	-17%	20%	-18%	-13%	3%	-39%	203%	-46%	36%	-4%	-44%	0%	-19%	-23%	-21%
22	22	👉 Electronics	-25%	-39%	-29%	-4%	-78%	-13%	17%	11%	-76%	-63%	1%	11%	-74%	-57%	68%	-14%	31%	-58%	7%
23	23	👉 Smart Home and Office	80%	13%	-22%	15%	100%	-85%	5341%	-83%	-53%	1504%	199%	198%	-17%	204%	1%	317%	225%	7547%	-20%
25	24	👆 Unified Communications	-7%	-50%	-34%	-33%	8%	23%	-37%	-57%	-58%	255%	-38%	-46%	11%	-76%	-29%	186%	-36%	-4%	-37%
24	25	👇 Games Consoles	84%		44%	139%	49%	29%	329%	63%	47%	-6%	75%	306%	4%	79%	28%	14%	86%	46%	240%
26	26	👉 Security	20%	-36%	-9%	29%	51%	-2%	-36%	-37%	33%	186%	661%	111%	-26%	6%	-3%	67%	37%	5%	-19%
27	27	👉 Scanner Imaging	-6%	-2%	47%	13%	-21%	45%	-45%	-48%	-10%	47%	19%	123%	-63%	42%	-6%	-14%	-8%	129%	-46%
28	28	👉 Terminals, Thin Clients and Points of S	-40%	-25%	-51%	-66%	-62%	-51%	13%	-45%	-75%	-41%	-45%	-72%	-67%	-33%	-17%	-59%	-65%	-64%	-54%
29	29	👉 Tape Storage	-16%	-36%	20%	-41%	54%	-68%	-25%	-69%	-22%	161%	19%	-67%	-15%	25%	-23%	-67%	58%	38%	658%
30	30	👉 Photo and Video Cameras	82%	-9%	14%	9%	99%	-15%	-61%	-92%	-63%	-49%	-53%	-85%	-36%	-62%	-69%	-47%	-13%	-9%	-32%

INDUSTRY SECTOR TREND		
WE	EE	Total
21%	10%	19%
16%	16%	16%
7%	45%	10%
0%	-28%	-5%
2%	-2%	1%
0%	12%	2%
-14%	-4%	-12%
-5%	19%	1%
-23%	-16%	-21%
-13%	39%	-5%
32%	18%	30%
-14%	0%	-11%
8%	21%	9%
-7%	-10%	-7%
-11%	-4%	-10%
-3%	43%	1%
-12%	-20%	-15%
-8%	54%	1%
4%	45%	9%
-9%	4%	-8%
-21%	-22%	-21%
-34%	41%	-21%
13%	429%	20%
-28%	-13%	-25%
72%	37%	59%
2%	8%	3%
1%	-6%	0%
-45%	-33%	-43%
-25%	-9%	-23%
-2%	-39%	-23%

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Top Growth Category
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Top Growth Categories 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
Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE																	EASTERN EUROPE					CATEGORY TREND		
Rank-W32	Rank-W33	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	754%	187%	656%	254%	474%	206%	221%	149%	228%	436%	355%	262%	227%	205%	1%	256%	272%	108%	77%	341%	59%	286%			
2	2	👉 Games Accessories	109%		103%	201%	62%	34%	329%	34%	44%	-2%	77%	353%	4%	79%	26%	55%	87%	-31%	408%	90%	72%	85%			
4	3	👈 Project Management Software	-28%	-4%	94%	-77%	-15%	6%		48%	319%	-10%	19%	27%	-16%	12%	533%	-56%	-28%	15%	-98%	76%	1%	72%			
6	4	👈 Smart Lighting and Electricals	88%		26%	-50%	62%		-14%	-8%	137%	230%	162%	174%	-5%	-31%	5%	107%	4%	281%	47%	66%	45%	63%			
3	5	👇 Games Software	60%		117%	1%	178%	-1%	0%	166%	-76%	-42%	0%	287%	-52%	-95%	-85%	14%	34%	398%	178%	77%	33%	54%			
9	6	👈 Digital Media Players	129%	36%	-13%	11%	101%	45%	60%	65%	57%	-10%	13%	123%	-1%	52%	-50%	-3%	307%	123%	-55%	52%	12%	50%			
5	7	👇 Mobile Computing Cases	89%	9%	130%	77%	51%	153%	51%	-1%	2%	-21%	74%	-2%	26%	22%	29%	16%	26%	19%	79%	50%	25%	48%			
12	8	👈 Powerline Devices	60%	-32%	88%	49%	140%	36%	19%	-17%	115%	49%	35%	-23%	-62%	-6%	8%	44%	856%	15%	-41%	42%	136%	44%			
10	9	👈 Labelling Tapes	42%	25%	27%	151%	2%	9%	45%	32%	8%	-17%	375%	324%	159%	-26%	10%	-13%	-11%	-31%	60%	47%	-3%	41%			
11	10	👈 Tablet PCs	78%	22%	55%	36%	49%	8%	77%	3%	-20%	-10%	35%	36%	-3%	-8%	9%	71%	102%	168%	54%	38%	50%	38%			
15	11	👈 Database Management Software	31%	-12%	53%	23%	48%	26%	14%	20%	155%	-42%	-16%	-16%	35%	43%	2%	250%	17%	31%	173%	23%	140%	36%			
16	12	👈 Telephony and Conference Systems	60%	-31%	-2%	-9%	133%	131%	30%	-28%	294%	-43%	64%	110%	33%	41%	102%	24%	119%	217%	155%	14%	100%	28%			
7	13	👇 Mobile Computing Accessories and Parts	32%	11%	60%	20%	22%	49%	-31%	-5%	110%	-23%	-39%	31%	-21%	61%	17%	9%	125%	-27%	-26%	26%	27%	26%			
8	14	👇 E-Readers	-18%	45%	81%	226%	219%	5%		-71%	88%	-83%	-55%	12%	54%	16%	-18%	-32%	926%	-41%	951%	36%	-7%	23%			
13	15	👇 Docking Stations	7%	18%	73%	37%	102%	49%	3%	-30%	56%	3%	-7%	-26%	-37%	44%	0%	51%	22%	0%	42%	22%	20%	22%			
41	16	👈 Integrated Systems	47%	96%	-61%	-19%	-27%	24%	19%	930%	-71%	1071%	48%	521%	53%	-12%	-84%	468%	286%	1097%	375%	24%	-2%	22%			
21	17	👈 Security Software	28%	33%	-9%	60%	13%	14%	22%	-41%	17%	8%	61%	8%	72%	20%	-19%	-8%	-48%	-9%	-17%	24%	-20%	20%			
19	18	👈 Televisions	56%	-13%	-50%	89%	188%	29%	-6%	92%	36%	582%	163%	32%	66%	-33%	939%	11%	24%	27%	269%	-10%	111%	20%			
18	19	👇 Smartphones	30%	-18%	29%	-18%	56%	207%	43%	-16%	-20%	-11%	92%	9%	-8%	16%	-51%	54%	26%	31%	52%	18%	16%	18%			
22	20	👈 Wireless Adapters	5%	1%	42%	22%	24%	32%	-52%	41%	16%	17%	-5%	-19%	31%	19%	42%	12%	142%	37%	-36%	12%	33%	17%			
17	21	👇 Keyboards and Keypads	16%	7%	-12%	33%	42%	27%	8%	-21%	25%	-8%	40%	-2%	-11%	57%	21%	19%	12%	7%	17%	17%	18%	17%			
14	22	👇 Smart Watches	-26%	51%	12%	14%	99%	70%	30%	-26%	63%	-22%	-68%	-32%	-3%	11%	107%	15%	-31%	-29%	15%	33%	31%	17%			
NA	23	👈 Network Accessories	-17%	-1%	27%	-48%	2%	36%	26%	-48%	-52%	-94%	-8%	107%	-27%	51%	178%	-48%	-38%	-45%	172%	-18%	134%	16%			
20	24	👇 Notebooks	21%	9%	66%	35%	28%	21%	-3%	-11%	19%	18%	3%	-38%	3%	15%	-3%	39%	8%	-4%	-7%	18%	8%	16%			
34	25	👈 Headsets/Headphones and Microphones	16%	-1%	7%	2%	40%	49%	35%	-41%	13%	11%	244%	48%	17%	6%	-4%	38%	41%	133%	126%	12%	32%	14%			
23	26	👇 Mice	29%	-24%	34%	33%	12%	8%	14%	-42%	24%	-6%	-41%	-14%	-32%	24%	16%	47%	19%	-3%	-3%	10%	22%	13%			
NA	27	👈 LTO/Ultrium Media	7%	6%	-4%	-29%	-12%	-40%	17%	-79%	22%	10%	19%	532%	-22%	44%	126%	-49%	20%	-16%	704%	3%	106%	11%			
25	28	👇 Inkjet Printers	-2%	6%	15%	98%	54%	10%	-13%	-60%	-39%	67%	2%	14%	-62%	57%	-19%	55%	37%	33%	74%	11%	10%	11%			
28	29	👇 Monitors	22%	27%	15%	-1%	35%	7%	24%	0%	48%	4%	19%	-10%	-7%	-17%	-19%	21%	17%	7%	-32%	17%	-6%	11%			
27	30	👇 Developer Tools Software	4%	-2%	-11%	-32%	13%	47%	-2%	98%	28%	94%	29%	90%	69%	12%	265%	73%	194%	52%	-81%	7%	77%	10%			
29	31	👇 Office Applications Software	4%	-18%	0%	22%	13%	0%	-7%	-7%	33%	0%	1%	15%	12%	6%	325%	1%	-29%	32%	-17%	1%	89%	9%			
35	32	👈 Network Routers	21%	12%	14%	-13%	-27%	12%	-31%	-42%	-60%	17%	39%	1%	70%	-40%	61%	14%	23%	18%	-60%	-1%	42%	9%			
43	33	👇 Ink Cartridges and Tanks	11%	15%	22%	2%	27%	-28%	26%	-19%	11%	-12%	-17%	-25%	-11%	58%	-25%	-6%	-27%	-39%	12%	11%	-16%	8%			
33	34	👇 Graphics Cards	15%	15%	77%	-7%	28%	-13%	95%	-34%	-40%	-18%	-14%	-87%	-55%	60%	-25%	39%	41%	-20%	-3%	8%	7%	8%			
37	35	👈 Telephony Accessories	235%	-69%	117%	-87%	24%	184%	-79%	-76%	-79%	61%	244%	-3%	460%	-69%	7%	359%	-95%	3238%	-93%	5%	28%	8%			
24	36	👇 PC Speakers	96%	-81%	36%	15%	14%	7%	86%	124%	-12%	2%	184%	-36%	-26%	24%	49%	25%	59%	-54%	2%	-1%	29%	5%			
31	37	👇 Data Management Software	-3%	4%	-36%	62%	-21%	51%	-3%	-42%	2%	-5%	-6%	398%	31%	-30%	68%	110%	-29%	9%	-56%	2%	60%	5%			
32	38	👇 NAS Devices	13%	4%	26%	-7%	-14%	9%	6%	-21%	36%	40%	84%	-24%	67%	-12%	-13%	-11%	-24%	44%	-57%	8%	-16%	4%			
38	39	👇 Virtualisation Software	9%	2%	2%	-26%	-1%	24%	24%	-9%	-49%	186%	116%	0%	-12%	-7%	3%	21%	31%	-37%	-19%	4%	5%	4%			
46	40	👈 IP Cameras	21%	-35%	-10%	29%	51%	-2%	-36%	-38%	33%	187%	277%	111%	-26%	7%	0%	67%	46%	-5%	12%	2%	12%	4%			
26	41	👇 Disk Drives	-9%	-25%	36%	5%	70%	7%	-19%	-12%	-25%	-69%	53%	-40%	12%	-17%	25%	48%	-28%	-15%	-33%	-3%	24%	3%			
47	42	👈 Processors	-7%	-11%	10%	-17%	24%	-22%	26%	-6%	-38%	28%	9%	-35%	-30%	61%	27%	27%	-3%	16%	-7%	-3%	23%	3%			
44	43	👈 Network Management Software	20%	-3%	-9%	-27%	-21%	16%	42%	-18%	-21%	-35%	-32%	-16%	22%	9%	131%	-2%	-37%	-19%	91%	-1%	68%	2%			
39	44	👇 Warranties and Services	-13%	17%	-11%	-7%	17%	13%	-3%	-10%	21%	1%	0%	-5%	-28%	-14%	27%	-30%	-40%	-19%	-11%	2%	-2%	1%			
NA	45	👈 Scanners	-5%	-2%	49%	13%	-21%	45%	-45%	-50%	-10%	55%	22%	123%	-62%	42%	2%	-11%	8%	130%	-46%	1%	1%	1%			
NA	46	👈 Smart Speakers	85%	35%	-48%	-1%	43%	-43%	0%	-93%	-76%	-55%	45%		-92%		-53%	2928%	-100%	-85%		0%	154%	1%			
45	47	👇 Wireless Access Points	21%	-10%	9%	-8%	21%	10%	-27%	4%	-36%	-41%	-5%	-72%	-40%	-17%	39%	127%	9%	-14%	19%	-4%	44%	0%			
42	48	👇 Wired Network Adapters	-28%	12%	62%	28%	17%	-35%	-5%	-11%	-43%	23%	-22%	3%	-11%	3%	51%	-2%	-22%	51%	23%	-5%	34%	0%			
40	49	👇 Hard Disk Drives (HDDs)	3%	-17%	15%	-5%	39%	13%	-28%	-45%	-40%	44%	-18%	-21%	-3%	22%	-1%	6%	-19%	110%	-27%	-1%	1%	-1%			
36	50	👇 Network Management and Security Appliances	-11%	17%	-7%	-33%	39%	45%	12%	15%	-14%	34%	-59%	166%	-2%	68%	-58%	12%	-34%	84%	8%	7%	-51%	-1%			

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Top Decline Category

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Top Decline Categories and Countries in Western and Eastern Europe

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Sorted by fastest declining categories and country size

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE																	EASTERN EUROPE					CATEGORY TREND		
Rank-W32	Rank-W33	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	📶 3D Printers	-64%	758%	-89%	-100%	-66%	-29%	-95%	-100%	2318%	-100%	-100%	0%	-76%	-100%	-98%	-100%	-12%	82%	-77%	-99%	-79%				
3	2	📶 Privacy Screens	-78%	-85%	9%	-42%	-79%	-57%	-14%	-85%	37%	-79%	-77%	-92%	-53%	-85%	114%	-69%	-46%	-72%	35%	-71%					
2	3	📶 MP3/MP4 Players	-8%	-49%	34%	-41%	-98%	-39%	-54%	-80%	-100%	-84%	-23%	-38%	-55%	127%	-100%	-25%	16%	44%	777%	-66%	-7%	-65%			
4	4	📶 Presentation Devices	-65%	4%	-93%	-90%	-46%	26%	-42%	258%	-17%	-62%	-90%	-63%	57%	-92%	-76%	-42%	-70%	-78%	-86%	-54%	-69%	-55%			
5	5	📶 Standalone GPS Devices	-42%	-62%	-43%	-96%	-65%	-27%	-100%	-55%		-79%	163%	-40%	0%	-100%		-45%	87%	-61%	153%	-59%	16%	-55%			
17	6	📶 SAN Accessories	75%	-86%	-83%	-91%	-52%	-841%	-144%	-98%	20%	-100%	2018%	2604%	1501%	-78%	53%	395%	149%	-43%	592%	-68%	140%	-51%			
11	7	📶 Partner Rebates, Warehousing and Logistics	-25%	-88%	-74%	-71%	-62%	-48%	-41%	-95%	-72%	-84%	-79%	-41%	22%	201%	563%	-67%	883%	-86%	0%	-61%	53%	-49%			
10	8	📶 Desktop Thin Clients	-44%	-59%	-34%	-42%	-89%	-52%	25%	-32%	-75%	-76%	58%	-75%	-56%	-49%	-16%	-54%	-72%	16%	21%	-51%	-31%	-48%			
8	9	📶 Tape Drives	-32%	-79%	55%	-51%	115%	-61%	-36%	-54%	-40%	538%	-15%	-22%	-28%	58%	-72%	-72%	1%	613%	-42%	-57%	-45%				
25	10	📶 Mobile Phones	-29%	-46%	-69%	-45%	-22%	170%	16%	-31%	7%	-83%	14%	47%	117%	-21%	-70%	-63%	-21%	10%	35%	-23%	-65%	-38%			
16	11	📶 Smartphone Protective Cases	-35%	-85%	-29%	-49%	-29%	46%	40%	12%	-20%	-30%	1%	-47%	104%	-26%	433%	-29%	5%	6%		-44%	99%	-34%			
44	12	📶 Servers (Unix)	15%	-89%	403%	-33%	-93%	-74%	-52%	0%	-100%	2186%	227%			-82%	-76%	-98%	217%			-24%	-79%	-34%			
6	13	📶 Server Enclosure	-67%	-69%	-81%	-72%	-5%	-87%	7%	13%	-20%	174%	670%	124%	0%	81%	66%	-35%	16%	-68%	-51%	-63%	58%	-34%			
9	14	📶 Label/Barcode/Receipt Printers	6%	-7%	-78%	-11%	-19%	-14%	-5%	3%	-11%	-5%	59%	-79%	-28%	-19%	12%	19%	8%	-24%	-69%	-39%	9%	-33%			
34	15	📶 Points of Sales	-18%	622%	-73%	-88%	76%	-10%	-96%	-98%	-82%	-32%	-70%	-68%	-100%	-6%	-22%	-100%	-9%	-100%	-97%	-31%	-41%	-32%			
20	16	📶 Server Accessories	-21%	-40%	-43%	-48%	-39%	-42%	6%	-14%	-65%	-39%	-53%	82%	-65%	-12%	22%	-93%	-2%	-71%	46%	-24%	-49%	-31%			
12	17	📶 SAN Switches and Directors	-48%	-32%	-62%	-3%	13%	17%	-86%	-56%	91%	247%	144%		36%	-21%	103%	-88%	-31%	828%	0%	-34%	-6%	-30%			
14	18	📶 Connectivity Switches (Data and KVM)	-11%	-47%	43%	-6%	-10%	-54%	-81%	-19%	-58%	27%	-70%	95%	-57%	146%	33%	9%	-95%	1%	-81%	-30%	-29%	-30%			
18	19	📶 Landline Telephones	-8%	-65%	39%	-78%	28%	31%	-13%	-46%	3%	-22%	-68%	-13%	-93%	-56%	-73%	-13%	24%	64%	-4%	-28%	-45%	-29%			
24	20	📶 Displays Accessories	-18%	-34%	-31%	-33%	3%	22%	-15%	-43%	3%	-27%	47%	-45%	-26%	-19%	-94%	29%	-20%	119%	-82%	-24%	-69%	-29%			
7	21	📶 Home Sound Systems	-65%	-56%	-30%	80%	-63%	14%	-80%	-29%	-72%	-5%	49%	-73%	199%	-1%	28%	205%	62%	-33%	-57%	-41%	84%	-29%			
20	22	📶 USB Memory	-76%	-53%	19%	157%	-30%	46%	40%	-40%	71%	-47%	-42%	-39%	59%	-18%	-33%	8%	-24%	-5%	-29%	-31%	-15%	-28%			
23	23	📶 Digital Cameras	28%	-47%	67%	-49%	73%	-10%	-84%	-86%	-38%	-49%	-72%	-16%	-46%	-65%	-94%	-43%	-31%	-3%	-35%	6%	-45%	-27%			
21	24	📶 Desktop Workstations (PC/Mac)	-26%	-42%	-29%	-11%	-22%	-45%	40%	-43%	40%	-55%	-60%	-90%	-38%	-4%	59%	-3%	-19%	66%	-31%	-32%	27%	-26%			
13	25	📶 Portable Speakers	-44%	-33%	-29%	-21%	60%	-10%	-66%	-90%	-72%	-92%	-74%		-62%	-80%	-70%	-47%	-21%	-30%	61%	-25%	-53%	-26%			
22	26	📶 VOIP Systems	-7%	-50%	-35%	-33%	10%	21%	-37%	-55%	-31%	262%	-39%	-47%	13%	-77%	-28%	171%	-23%	-15%	-35%	-28%	-12%	-25%			
37	27	📶 Dye Sublimation Printers	-25%	-89%	9%	-58%	-76%	128%	-111%	-57%	268%	-92%	-46%	-39%	-87%	-56%	-38%	-5%	-48%	-94%	3240%	-27%	2%	-25%			
29	28	📶 Disk Arrays	-18%	-46%	-21%	-35%	55%	37%	95%	278%	-59%	-33%	29%	-65%	-49%	-21%	-39%	-19%	12%	53%	-15%	-23%	-32%	24%			
27	29	📶 Portable Power Banks	-82%	-24%	-74%	-31%	-31%	-13%	17%	-64%	-98%	-46%	-66%	-47%	-62%	-25%	136%	-21%	7%	36%	-61%	-37%	22%	-23%			
19	30	📶 Memory Cards	3%	-51%	-67%	130%	-15%	13%	-12%	6%	-1%	-26%	573%	-46%	30%	30%	-63%	-20%	-17%	-37%	-14%	-17%	-36%	-22%			
32	31	📶 Smartphone Screen Protectors	11%	-64%	-72%	-15%	30%	156%	-15%		404%	-68%		-31%	4%	14%	-38%	7%	21%	81%	12%	-25%	12%	-21%			
30	32	📶 Desktops	-19%	-46%	3%	-17%	-30%	15%	-16%	-6%	-18%	-29%	13%	-59%	6%	-15%	-21%	8%	-15%	3%	-33%	-22%	-18%	-21%			
35	33	📶 Notebook Power Adapters	-20%	-48%	-1%	4%	0%	11%	-19%	-12%	14%	-10%	31%	-19%	2%	-34%	-41%	10%	4%	24%	-33%	-21%	-12%	-20%			
31	34	📶 Printer Accessories and Parts	-19%	-31%	-29%	-6%	-16%	-12%	67%	-45%	33%	-23%	-44%	-27%	-4%	-44%	-18%	1%	-13%	-75%	-44%	-20%	-18%	-19%			
33	35	📶 Projectors	-16%	-34%	35%	-28%	-17%	23%	-27%	-27%	-6%	-12%	-40%	23%	-33%	10%	96%	1%	11%	-33%	-68%	-21%	1%	-18%			
40	36	📶 Large Format Displays	-5%	-27%	2%	-9%	-15%	-34%	22%	-27%	-10%	2%	-39%	-45%	-33%	-5%	36%	-58%	42%	38%	-32%	-18%	1%	-17%			
38	37	📶 Toner	-11%	-26%	-13%	25%	-10%	-22%	5%	-45%	9%	-25%	-11%	-18%	-18%	8%	-40%	-17%	-35%	-53%	-34%	-10%	-36%	-17%			
39	38	📶 Large Format/Plotter Printers	-40%	-50%	3%	-27%	0%	25%	220%	-42%	45%	59%	63%	-74%	-41%	-7%	-11%	-24%	-44%	23%	66%	-16%	-15%	-16%			
47	39	📶 Storage Controllers	11%	-35%	-10%	-17%	86%	-30%	-24%	-52%	-41%	-23%	-27%	-21%	-57%	-64%	-9%	-24%	-3%	11%	32%	-16%	-10%	-16%			
15	40	📶 Tape Libraries	2%	-51%	8%	-51%	118%	-77%	-90%	-3%	-44%	0%	410%		0%	-50%	-27%	-80%	481%	0%	788%	-18%	-8%	-15%			
42	41	📶 Print Media	-34%	0%	-6%	-3%	3%	-18%	-83%	8%	-20%	-41%	20%		-42%	-46%	-16%	-9%	37%	-24%	-35%	-12%	-18%	-10%	-15%		
48	42	📶 Solid State Drives (SSDs)	-34%	-41%	-27%	3%	15%	44%	133%	-41%	-57%	7%	-1%	80%	2%	-28%	32%	-10%	-4%	2%	-55%	-20%	8%	-14%			
NA	43	📶 Uninterruptable Power Supplies (UPS)	-3%	-18%	-3%	-3%	15%	-1%	-27%	-8%	10%	18%	-51%	-11%	-15%	8%	-26%	3%	-6%	-5%	-15%	-6%	-22%	-14%			
NA	44	📶 Camera/Camcorder Accessories	-31%	40%	-26%	168%	375%	-11%	151%	-95%	-100%	-51%	-41%	-95%	-18%	-61%	44%	-66%	77%	-6%	-35%	-8%	-20%	-13%			
28	45	📶 Network Chassis	-29%	-32%	1%	45%	-19%	280%	-79%	-96%	-93%	-92%	895%	-100%	103%	99%	45%	1700%	-100%	-42%		-21%	48%	-12%			
NA	46	📶 Smart Bands and Activity Trackers	496%	-63%	100%	-36%	14%	-37%	-100%	408%	-15%	31%	1066%	472%	1952%	-69%	59%	240%	-55%	-40%	60%	-29%	81%	-11%			
NA	47	📶 Consoles Fixed	-23%		-51%	-54%	6%	-40%		23818%	95%	-88%	-7%	21%	7%	357%	674%	-20%	83%	519%	-23%	-19%	-6%	-10%			
36	48	📶 Graphics and Design Software	-19%	-31%	46%	23%	-8%	-2%	-5%	-12%	-36%	0%	16%	-59%	-42%	-7%	-14%	13%	49%	28%	41%	-11%	16%	-10%			
49	49	📶 Network Switches	-4%	-20%	-24%	-31%	-23%	19%	-25%	0%	-11%	-43%	0%	-6%	-17%	-17%	40%	43%	18%	3%	59%	-16%	37%	-10%			
46	50	📶 Smartphone/Tablet Chargers	-8%	-56%	-29%	0%	148%	-22%	35%	-25%	-33%	-19%	13%	-65%	5%	1%	-60%	42%	-19%	41%	9%	-9%	-12%	-9%			

CONTEXT Covid-19 Weekly Report

Largest Category

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Largest Categories and Countries 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

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank-W32	Rank-W33	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	21%	9%	66%	35%	28%	21%	-3%	-11%	19%	18%	3%	-38%	3%	15%	-3%	39%	8%	-4%	-7%	18%	8%	16%	
2	2	👉 Smartphones	30%	-18%	29%	-18%	56%	207%	43%	-16%	-20%	-11%	92%	9%	-8%	16%	-51%	54%	26%	31%	52%	18%	16%	18%	
3	3	👉 Warranties and Services	-13%	17%	-11%	-7%	17%	13%	-3%	-10%	21%	1%	0%	-5%	-28%	-14%	27%	-30%	-40%	-19%	-11%	2%	-2%	1%	
4	4	👉 Tablet PCs	78%	22%	55%	36%	49%	8%	77%	3%	20%	-10%	35%	36%	-3%	-8%	9%	71%	102%	168%	54%	38%	50%	38%	
5	5	👉 Desktops	-19%	-46%	3%	-17%	-30%	15%	-16%	-6%	-18%	-29%	13%	-59%	6%	-15%	-21%	-8%	-15%	3%	-33%	-22%	-18%	-21%	
6	6	👉 Ink Cartridges and Tanks	11%	15%	22%	2%	27%	-28%	26%	-19%	11%	-12%	-17%	-25%	-11%	58%	-25%	-6%	-27%	-39%	12%	11%	-16%	8%	
7	7	👉 Toner	-11%	-26%	-13%	25%	-10%	-22%	5%	-45%	9%	-25%	-11%	-18%	-18%	8%	-40%	-17%	-35%	-53%	-34%	-10%	-36%	-17%	
8	8	👉 Monitors	22%	27%	15%	-1%	35%	7%	24%	0%	48%	4%	19%	-10%	-7%	-17%	-19%	21%	17%	7%	-32%	17%	-6%	11%	
9	9	👉 Processors	-7%	-11%	10%	-17%	24%	-22%	26%	-6%	-38%	28%	9%	-35%	-30%	61%	27%	27%	-3%	16%	-7%	-3%	23%	3%	
10	10	👉 Network Switches	-4%	-20%	-24%	-31%	-23%	19%	-25%	0%	-11%	-43%	0%	-6%	-17%	-17%	40%	43%	18%	3%	59%	-16%	37%	-10%	
12	11	👉 Office Applications Software	4%	-18%	0%	22%	13%	0%	-7%	-7%	33%	0%	1%	15%	12%	6%	325%	1%	-29%	32%	-17%	1%	89%	9%	
11	12	👉 Solid State Drives (SSDs)	-34%	-41%	-27%	3%	15%	44%	133%	-41%	-57%	7%	-1%	80%	2%	-28%	32%	-10%	-4%	2%	-55%	-20%	8%	-14%	
13	13	👉 Security Software	28%	33%	-9%	60%	13%	14%	22%	-41%	17%	8%	61%	8%	72%	20%	-19%	-8%	-48%	-9%	-17%	24%	-20%	20%	
15	14	👉 Hard Disk Drives (HDDs)	3%	-17%	15%	-5%	39%	13%	-28%	-45%	40%	44%	-18%	-21%	-3%	22%	-1%	6%	-19%	110%	-27%	-1%	1%	-1%	
14	15	👉 Headsets/Headphones and Microphones	16%	-1%	7%	2%	40%	49%	35%	-41%	13%	11%	244%	48%	17%	6%	-4%	38%	41%	133%	126%	12%	32%	14%	
16	16	👉 Operating Systems Software	-13%	12%	-20%	-17%	17%	-7%	45%	87%	-40%	6%	-30%	-71%	13%	-9%	32%	-13%	-31%	-24%	-48%	-6%	2%	-5%	
17	17	👉 Servers (PC/Mac)	-13%	-13%	30%	-44%	8%	5%	-13%	250%	-75%	4%	86%	-26%	3%	87%	2%	5%	-26%	-5%	-50%	-9%	-1%	-7%	
18	18	👉 Data Management Software	-3%	4%	-36%	62%	-21%	51%	-3%	-42%	2%	-5%	-6%	398%	31%	-30%	68%	110%	-29%	9%	-56%	2%	60%	5%	
19	19	👉 RAM Memory	-5%	-25%	-3%	-13%	13%	-25%	-28%	-12%	-35%	-10%	-22%	-82%	-12%	23%	54%	-35%	18%	-35%	-33%	-14%	20%	-8%	
21	20	👉 Disk Arrays	-18%	-46%	-21%	-35%	55%	37%	95%	278%	-59%	-33%	29%	-65%	-49%	-21%	-39%	-19%	12%	53%	-15%	-23%	-32%	-24%	
20	21	👉 Graphics and Design Software	-19%	-31%	46%	23%	-8%	-2%	-5%	-12%	-36%	0%	16%	-59%	-42%	-7%	-14%	13%	49%	28%	41%	-11%	16%	-10%	
22	22	👉 Large Format Displays	-5%	-27%	2%	9%	-15%	-34%	22%	-27%	-10%	2%	-39%	-45%	-33%	-5%	36%	-58%	42%	38%	-32%	-18%	1%	-17%	
23	23	👉 All-in-One Lasers	-10%	-39%	-7%	6%	36%	2%	59%	2%	14%	-25%	-36%	-13%	-9%	-26%	-3%	7%	3%	5%	-50%	-10%	-3%	-8%	
24	24	👉 Wireless Access Points	21%	-10%	9%	-8%	21%	10%	-27%	4%	-36%	-41%	-5%	-72%	-40%	-17%	39%	127%	9%	-14%	19%	-4%	44%	0%	
25	25	👉 Network Routers	21%	12%	14%	-13%	-27%	12%	-31%	-42%	-60%	17%	39%	1%	70%	-40%	61%	14%	23%	18%	-60%	-1%	42%	9%	
27	26	👉 Graphics Cards	15%	15%	77%	-7%	28%	13%	95%	-34%	-40%	-18%	-14%	-87%	-55%	60%	-25%	39%	41%	-20%	-3%	8%	7%	8%	
26	27	👉 Network Management and Security Appliances	-11%	17%	-7%	-33%	39%	45%	12%	15%	-14%	34%	-59%	166%	-2%	68%	-58%	12%	-34%	84%	8%	7%	-51%	-1%	
29	28	👉 Network Management Software	20%	-3%	-9%	-27%	-21%	16%	42%	-18%	-21%	-35%	-32%	-16%	22%	9%	131%	-2%	-37%	-19%	91%	-1%	68%	2%	
30	29	👉 All-in-One Inkjets	-10%	-11%	-10%	5%	-27%	-2%	-5%	-25%	86%	4%	30%	-26%	-23%	-3%	-23%	38%	64%	34%	23%	-7%	18%	-4%	
28	30	👉 Televisions	56%	-13%	-50%	89%	188%	29%	-6%	92%	36%	582%	163%	32%	66%	-33%	93%	11%	24%	27%	269%	-10%	111%	20%	
31	31	👉 Virtualisation Software	9%	2%	2%	-26%	-1%	24%	24%	-9%	-49%	186%	116%	0%	-12%	-7%	3%	21%	31%	-37%	-19%	4%	5%	4%	
32	32	👉 Docking Stations	7%	18%	73%	37%	102%	49%	3%	-30%	56%	3%	-7%	-26%	-37%	44%	0%	51%	22%	0%	42%	22%	20%	22%	
32	33	👉 Smart Watches	-26%	51%	12%	14%	99%	70%	30%	-26%	63%	63%	-22%	-68%	-32%	-3%	11%	107%	15%	-31%	-29%	15%	33%	17%	
36	34	👉 Uninterruptable Power Supplies (UPS)	-3%	-18%	-3%	-3%	15%	-1%	-27%	-8%	10%	18%	-51%	-11%	-15%	8%	-26%	3%	-6%	-5%	-15%	-6%	-22%	-14%	
34	35	👉 Desktop Workstations (PC/Mac)	-26%	-42%	-29%	-11%	-22%	-45%	40%	-43%	40%	-55%	-60%	-90%	-38%	-4%	59%	3%	-19%	66%	-31%	-32%	27%	-26%	
35	36	👉 Transceivers	-5%	-19%	-23%	-37%	-24%	60%	24%	-52%	-36%	-37%	-29%	29%	50%	19%	88%	129%	83%	48%	74%	-14%	90%	-3%	
38	37	👉 Database Management Software	31%	-12%	53%	23%	48%	26%	14%	20%	155%	-42%	-16%	-16%	35%	43%	2%	250%	17%	31%	173%	23%	140%	36%	
37	38	👉 Cables and Connectivity Adapters	-1%	-19%	-17%	-17%	25%	14%	-9%	-16%	-20%	-37%	-17%	-24%	-20%	-8%	3%	30%	-13%	-4%	-19%	-10%	6%	-9%	
39	39	👉 Notebook Workstations	5%	-16%	34%	30%	71%	33%	34%	-34%	42%	-11%	-56%	-53%	-10%	22%	-56%	-30%	-21%	1%	29%	-1%	-38%	-5%	
40	40	👉 Laser Printers	-24%	-19%	31%	6%	5%	-8%	16%	15%	77%	51%	-63%	39%	7%	16%	10%	-4%	-19%	62%	-20%	-7%	7%	-3%	
41	41	👉 Keyboards and Keypads	16%	7%	-12%	33%	42%	27%	8%	-21%	25%	-8%	40%	-2%	-11%	57%	21%	19%	12%	7%	17%	17%	18%	17%	
42	42	👉 Integrated Systems	47%	96%	-61%	-19%	-27%	24%	19%	930%	-71%	1071%	48%	521%	53%	-12%	-84%	468%	286%	1097%	375%	24%	-2%	22%	
44	43	👉 Mobile Computing Cases	89%	9%	130%	77%	51%	153%	51%	-1%	2%	-21%	74%	-2%	26%	22%	29%	16%	26%	19%	79%	50%	25%	48%	
43	44	👉 Long Life Consumables	-3%	-34%	8%	39%	5%	-8%	-2%	-28%	27%	-16%	-19%	-24%	-28%	-7%	-13%	7%	-16%	-58%	48%	-5%	-11%	-7%	
45	45	👉 Projectors	-16%	-34%	35%	-28%	-17%	-32%	-27%	-27%	-6%	-12%	-40%	23%	-33%	10%	96%	1%	11%	-33%	-68%	-21%	1%	-18%	
46	46	👉 Mice	29%	-24%	34%	33%	12%	8%	14%	-42%	24%	-6%	-41%	-14%	-32%	24%	16%	47%	19%	-3%	-3%	10%	22%	13%	
48	47	👉 NAS Devices	13%	4%	26%	-7%	-14%	9%	6%	-21%	36%	40%	84%	-24%	67%	-12%	-13%	-11%	-24%	44%	-57%	8%	-16%	4%	
50	48	👉 Developer Tools Software	4%	-2%	-11%	-32%	13%	47%	-2%	98%	28%	94%	29%	90%	69%	12%	265%	73%	194%	52%	-81%	7%	77%	10%	
49	49	👉 Network Expansion Modules	-41%	-2%	31%	-53%	-44%	34%	-54%	-33%	6%	-57%	624%	-27%	-31%	17%	164%	51%	-70%	34%	1607%	-22%	134%	-9%	
49	50	👉 Mobile Computing Accessories and Parts	32%	11%	60%	20%	22%	49%	-31%	-5%	110%	-23%	-39%	31%	-21%	61%	17%	9%	125%	-27%	-26%	26%	27%	26%	

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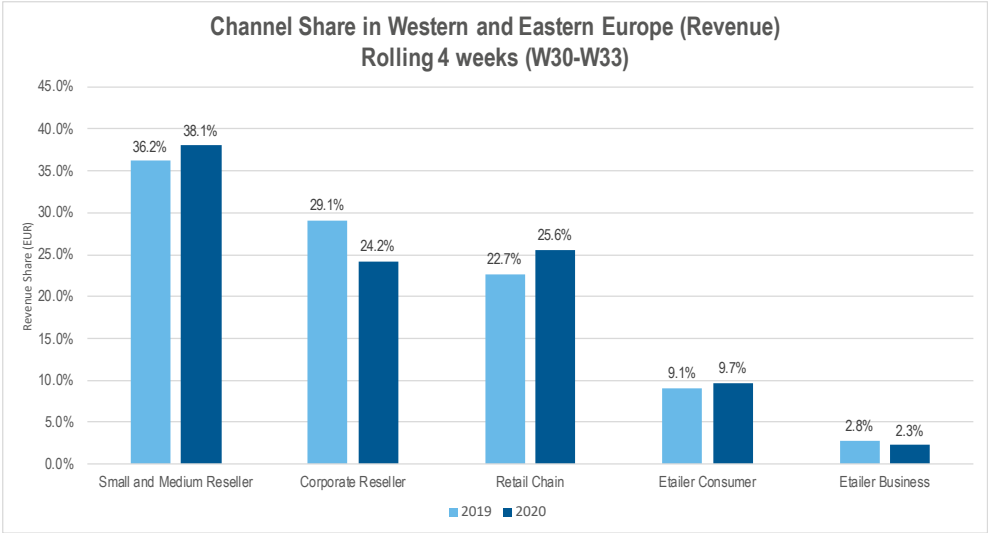
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019

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	Sweden	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-7%	-15%	-5%	-18%	-15%	-13%	0%	-32%	-41%	-4%	-18%	-26%	-36%	-4%	8%	-33%	-16%	-43%	-48%	-13%	-3%	-12%
	Small and Medium Reseller	5%	-5%	22%	24%	42%	11%	31%	26%	6%	15%	37%	-37%	3%	6%	8%	22%	21%	50%	2%	11%	15%	11%
	Etailer Business	-8%	11%	-18%	-3%	-7%	-28%	-8%	-49%	-38%	-52%	-17%	-20%	-46%	-22%	-20%	25%	-35%	-45%	-41%	-13%	-20%	-13%
Retail Channels	Etailer Consumer	23%	17%	36%	-27%	41%	31%	32%	-87%	-6%	19%	53%	-3%	-35%	12%	-10%	62%	-11%	-5%	-47%	15%	1%	13%
	Retail Chain	28%	-1%	21%	10%	26%	43%	22%	29%	0%	-4%	38%	29%	25%	28%	4%	35%	12%	59%	0%	20%	17%	19%



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Largest Industries Business

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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W32	Rank-W33	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	➡ Mobile Computing	28%	11%	94%	52%	54%	15%	15%	-18%	25%	34%	-4%	-29%	-13%	4%	14%	53%	42%	24%	3%	20%	27%	21%
2	2	➡ Telecommunications	56%	-11%	32%	1%	143%	101%	22%	-19%	17%	40%	150%	-46%	-26%	25%	-41%	44%	55%	-3%	41%	29%	15%	26%
3	3	➡ Software and Licences	6%	0%	13%	29%	0%	1%	58%	-1%	-28%	20%	10%	-8%	6%	-3%	97%	22%	-12%	-17%	-20%	6%	43%	9%
4	4	➡ Printing Consumables	-2%	-20%	-6%	19%	16%	-21%	9%	-38%	17%	-12%	-1%	-23%	-14%	32%	-28%	-7%	-27%	-56%	8%	-2%	-23%	-6%
5	5	➡ Warranties and Services	-13%	8%	-11%	-7%	16%	4%	-5%	-13%	21%	-1%	-6%	-6%	-33%	-14%	23%	-35%	-42%	-19%	-8%	-2%	-5%	-2%
6	6	➡ Displays	-4%	-23%	-7%	-15%	-5%	-24%	6%	-25%	-4%	17%	-13%	-28%	-34%	-10%	-15%	-32%	39%	0%	-44%	-14%	-14%	-14%
7	7	➡ Disk Storage	-21%	-41%	-7%	-17%	32%	22%	53%	-2%	-57%	-6%	-5%	6%	-26%	-14%	-22%	-11%	6%	33%	-52%	-18%	-17%	-18%
8	8	➡ Computing Components	-8%	-17%	4%	-2%	1%	-31%	-9%	-15%	-48%	-20%	-21%	-76%	-34%	38%	15%	32%	32%	-17%	-22%	-11%	17%	-6%
9	9	➡ Desktop Computing	-40%	-51%	-4%	-22%	-37%	-28%	-12%	-22%	-24%	-44%	-23%	-77%	-38%	-30%	-14%	-13%	-15%	-26%	-38%	-36%	-15%	-32%
10	10	➡ Networking Systems	-5%	-16%	-21%	-33%	-29%	-5%	-28%	-20%	-20%	-32%	-14%	-15%	-6%	-29%	34%	18%	4%	-10%	50%	-19%	27%	-12%
11	11	➡ Computing Accessories	36%	12%	63%	34%	88%	68%	15%	-16%	36%	-1%	0%	1%	-15%	34%	-2%	30%	34%	8%	24%	29%	13%	27%
12	12	➡ Printing	-21%	-25%	-34%	-16%	-2%	-26%	21%	-39%	15%	-4%	-57%	-42%	-33%	-46%	-5%	-2%	-17%	-1%	-42%	-23%	-7%	-20%
13	13	➡ Audio-Video Systems	29%	-13%	-45%	5%	-13%	122%	46%	-63%	80%	-2%	185%	22%	38%	4%	-13%	-41%	22%	264%	49%	7%	0%	7%
14	14	➡ Server Computing	-5%	-8%	9%	-39%	-16%	-13%	-17%	113%	-76%	227%	-4%	-17%	-28%	39%	-13%	-28%	-6%	-3%	-31%	-10%	-15%	-11%
15	15	➡ Data Center Networking and Security	-29%	-15%	-22%	-41%	9%	10%	-48%	-46%	-35%	-19%	5%	135%	-30%	46%	-5%	-54%	-47%	97%	253%	-18%	-11%	-18%
16	16	➡ Wireless Networking	6%	-17%	4%	-14%	3%	-1%	-32%	-26%	-47%	-56%	-39%	-78%	-36%	-32%	42%	69%	34%	-22%	39%	-17%	41%	-12%
18	17	⬆ Power Equipment	-10%	-40%	-3%	-6%	11%	-10%	-17%	-12%	-16%	3%	-33%	-35%	-22%	20%	-23%	-2%	-16%	-34%		-16%	-21%	-17%
19	18	⬆ Other Networking Equipment	-14%	-19%	-12%	-30%	-7%	13%	21%	-53%	-36%	-16%	-25%	7%	24%	12%	54%	9%	72%	28%	61%	-15%	48%	-5%
17	19	⬇ Wearable Devices	78%	-24%	27%	163%	-6%	-2%	19%	-53%	368%	-6%	101%	-83%	0%	-57%	-25%	103%	8%	-22%	8%	15%	34%	19%
20	20	➡ Connectivity	-3%	-24%	11%	-19%	54%	-4%	-14%	-39%	-26%	-21%	-46%	-9%	-40%	-2%	7%	26%	-36%	-11%	-20%	-11%	-1%	-10%
21	21	➡ Removable Storage	-4%	-65%	-9%	51%	1%	44%	-21%	-18%	-27%	-60%	396%	-72%	54%	-23%	-47%	7%	3%	-35%	-27%	-16%	-20%	-16%
22	22	➡ Electronics	-26%	-17%	-30%	26%	-80%	-6%	56%	-27%	-78%	-45%	3%	24%	-77%	-60%	57%	-30%	10%	-62%	9%	-31%	32%	-15%
23	23	➡ Smart Home and Office	156%	-23%	143%	-40%	76%	33%	440%	35%	-29%		284%	141%	-57%	-24%	51%	111%	746%		-20%	22%	318%	40%
25	24	⬆ Unified Communications	-15%	-51%	-35%	-34%	9%	26%	-38%	-56%	-32%	216%	-38%	-48%	66%	-76%	-37%	184%	-29%	-5%	-9%	-34%	-20%	-31%
24	25	⬇ Games Consoles	388%		-9%	9%	291%	242%	2658%	-37%	656%	-33%	21%	528%	103%	874%	-55%	-32%	44%	902%	361%	207%	59%	143%
26	26	➡ Security	4%	-27%	19%	22%	50%	-4%	-28%	-45%	-26%	364%	719%	72%	71%	-56%	-8%	54%	44%	-33%	-24%	1%	0%	1%
27	27	➡ Scanner Imaging	-13%	-3%	51%	10%	-37%	26%	-58%	-70%	-23%	9%	-24%	71%	-72%	-17%	-45%	-31%	-26%	95%	-57%	-10%	-39%	-15%
28	28	➡ Terminals, Thin Clients and Points of Sales	-39%	-26%	-51%	-67%	-65%	-68%	13%	-45%	-78%	-41%	-54%	-75%	-67%	-12%	-48%	-70%	-74%	-56%	-54%	-44%	-56%	-46%
29	29	➡ Tape Storage	-20%	-37%	19%	-44%	54%	-71%	-26%	-72%	-31%	120%	10%	-66%	-31%	-25%	-31%	-67%	89%	21%	445%	-29%	-20%	-27%
30	30	➡ Photo and Video Cameras	2%	-25%	61%	-46%	378%	-11%	-87%	-71%	62%	-18%	-81%	-87%	-29%	-76%	-65%	-81%	32%	58%	-11%	-7%	-34%	-21%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W32	Rank-W33	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Sweden	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	42%	10%	42%	9%	15%	23%	-1%	40%	5%	5%	17%	-10%	27%	16%	-13%	33%	3%	-14%	-8%
2	2	➡ Telecommunications	25%	-31%	26%	-25%	36%	225%	63%	-13%	-24%	-19%	10%	45%	1%	9%	-45%	56%	11%	53%	62%
3	3	➡ Software and Licences	8%	40%	-65%	24%	83%	98%	58%	-47%	286%	-806%	176%	193%	178%	183%	150%	28%	29%	45%	-12%
4	4	➡ Printing Consumables	-3%	15%	27%	0%	-7%	-28%	1%	11%	-6%	-24%	-29%	-19%	-19%	43%	-47%	-24%	-41%	-26%	-29%
5	5	➡ Warranties and Services	24%	972%	-13%	105%	124%	240%	189%	251%	214%	521%	146%	45%	149%	-24%	319%	221%	9%	25%	-93%
6	6	➡ Displays	44%	55%	-28%	35%	111%	58%	14%	98%	180%	87%	109%	-1%	40%	-25%	72%	52%	2%	32%	20%
7	7	➡ Disk Storage	-3%	14%	-41%	-1%	41%	48%	31%	-22%	-11%	66%	60%	-6%	18%	22%	58%	3%	-30%	29%	-12%
8	8	➡ Computing Components	12%	12%	160%	-42%	45%	36%	104%	-19%	36%	216%	37%	-49%	-37%	72%	49%	7%	-11%	-8%	-5%
9	9	➡ Desktop Computing	43%	2%	5%	38%	-9%	60%	-5%	20%	30%	-1%	58%	-60%	90%	24%	-27%	7%	-16%	157%	2%
10	10	➡ Networking Systems	22%	-1%	30%	8%	68%	104%	37%	-10%	-41%	71%	220%	19%	17%	44%	91%	70%	88%	82%	-70%
11	11	➡ Computing Accessories	56%	20%	51%	65%	37%	31%	14%	0%	56%	14%	43%	-56%	-12%	43%	16%	39%	36%	15%	-13%
12	12	➡ Printing	-2%	-20%	7%	43%	-17%	33%	-2%	28%	127%	-11%	48%	33%	30%	40%	3%	26%	30%	35%	39%
13	13	➡ Audio-Video Systems	5%	-11%	20%	-2%	84%	-15%	1%	6%	-32%	-5%	205%	169%	-2%	12%	-18%	70%	57%	12%	127%
14	14	➡ Server Computing	166%	-38%	-77%	229%	107%	137%	1994%		544%	589%		2293%	1358%	143%	268%	175%	158%	437%	599%
15	15	➡ Data Center Networking and Security	138%	668%	1900%	13%	346%	393%	-84%	934%	1047%		592%	169%		150%	208%	388%	256%	1779%	1495%
16	16	➡ Wireless Networking	53%	11%	32%	31%	102%	42%	22%	125%	10%	39%	353%	143%	-41%	40%	46%	130%	-29%	28%	-33%
18	17	⬆ Power Equipment	52%	2%	8%	-26%	12%	4%	25%	-37%	28%	-51%	38%	-54%	23%	-11%	-26%	2%	17%	69%	-17%
19	18	⬆ Other Networking Equipment	52%	-15%	84%	40%	97%	37%	17%	60%	81%	-76%	32%		138%	-8%	198%	38%	146%	-8%	-46%
17	19	⬇ Wearable Devices	-32%	-4%	16%	-29%	80%	31%	39%	11%	34%	96%	5%		-36%	-16%	56%	213%	-20%	-45%	-37%
20	20	➡ Connectivity	21%	-3%	-46%	-3%	-2%	27%	4%	25%	7%	-46%	48%	-18%	20%	-8%	5%	45%	-8%	48%	-48%
21	21	➡ Removable Storage	-59%	-39%	-52%	178%	-28%	1%	-6%	-2%	59%	-11%	-56%	-18%	21%	45%	-41%	-4%	-34%	-11%	-15%
22	22	➡ Electronics	-17%	-58%	-28%	-16%	-70%	-18%	-59%	376%	-47%	-79%	-28%	-67%	-53%	-49%	360%	27%	164%	-56%	3%
23	23	➡ Smart Home and Office	73%	32%	-27%	25%	103%	-89%	6171%	-84%	-56%	-10%	188%	210%	-17%	220%	-25%	1013%	-34%		-20%
25	24	⬆ Unified Communications	5%	-41%	-29%	38%	2%	1%	-33%	-68%	-89%	9136%	-54%		-83%	17%	140%	203%	-83%	9%	-95%
24	25	⬇ Games Consoles	37%		79%	152%	36%	9%	82%	95%	6%	3%	93%	160%	-2%	50%	67%	19%	99%	-7%	29%
26	26	➡ Security	72%	-41%	-47%	38%	53%	4%	-45%	-28%	-286%	-11%	568%	115%	-32%	82%	93%	90%	23%	127%	12%
27	27	➡ Scanner Imaging	26%	2%	35%	23%	71%	69%	12%	42%	131%	578%	318%	405%	435%	116%	177%	35%	64%	170%	2%
28	28	➡ Terminals, Thin Clients and Points of Sales	-83%	35%	-49%		-12%	126%	24%	-72%	-18%	-2008%	315%		-67%	-76%	343%	469%	553%	-99%	327%
29	29	➡ Tape Storage	241%	31%	56%	327%	58%	25%	83%				418%	-93%	220%	451%	1344%	27%	-93%		
30	30	➡ Photo and Video Cameras	349%	9%	-41%	294%	89%	-16%	51%	-96%	-94%	-52%	-48%	-76%	-41%	-53%	-70%	-37%	-29%	-61%	-75%

INDUSTRY SECTOR TREND		
WE	EE	Total
23%	0%	18%
11%	16%	12%
31%	59%	37%
5%	-41%	-3%
230%	180%	225%
33%	50%	37%
7%	30%	14%
13%	22%	16%
25%	-17%	13%
19%	71%	31%
39%	24%	36%
6%	10%	7%
9%	34%	11%
159%	252%	179%
333%	311%	331%
48%	49%	48%
4%	-20%	-8%
27%	131%	34%
2%	53%	7%
-4%	18%	-2%
-26%	-22%	-25%
-39%	101%	-31%
12%	580%	16%
-2%	119%	6%
52%	32%	45%
3%	66%	7%
40%	129%	53%
-50%	347%	5%
176%	785%	235%
0%	-41%	-23%

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Largest Category Business
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Top Categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 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-W32	Rank-W33	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	6%	10%	88%	58%	47%	22%	6%	-20%	39%	43%	-11%	-47%	-13%	12%	19%	58%	36%	15%	2%	15%	29%	17%	
2	2	👉 Warranties and Services	-13%	8%	-11%	-7%	16%	4%	-5%	-13%	21%	-1%	-6%	-6%	-33%	-14%	23%	-35%	-42%	-19%	-8%	-2%	-5%	-2%	
3	3	👉 Smartphones	60%	-6%	33%	26%	154%	128%	23%	-19%	13%	46%	162%	-51%	-27%	27%	-59%	46%	57%	-8%	39%	35%	12%	30%	
4	4	👉 Tablet PCs	94%	20%	126%	40%	74%	-10%	69%	-7%	-43%	-13%	70%	36%	-3%	-34%	-17%	51%	95%	197%	57%	41%	32%	41%	
5	5	👉 Toner	-11%	-28%	-16%	26%	-15%	-20%	6%	-47%	10%	-25%	-14%	-20%	-16%	11%	-33%	-19%	-27%	-62%	-28%	-11%	-30%	-15%	
6	6	👉 Desktops	-39%	-52%	3%	-22%	-38%	-22%	-20%	-21%	-36%	-43%	3%	-55%	-34%	-32%	-17%	-14%	-14%	-28%	-39%	-35%	-17%	-31%	
7	7	👉 Office Applications Software	8%	-17%	0%	21%	12%	-1%	-8%	-7%	30%	1%	1%	13%	14%	1%	322%	-3%	-30%	44%	-13%	2%	99%	10%	
8	8	👉 Security Software	27%	30%	-1%	42%	14%	3%	25%	10%	8%	44%	7%	73%	26%	-24%	-4%	-49%	-16%	-23%	23%	-23%	19%		
9	9	👉 Network Switches	-4%	-21%	-24%	-32%	-22%	-7%	-27%	-18%	-13%	-45%	-21%	-15%	-23%	-19%	24%	29%	0%	-12%	36%	-19%	21%	-14%	
10	10	👉 Ink Cartridges and Tanks	15%	2%	11%	7%	69%	-27%	48%	-27%	29%	21%	47%	-28%	-6%	52%	-28%	19%	-32%	-37%	44%	16%	-8%	13%	
11	11	👉 Operating Systems Software	-14%	13%	-20%	-18%	8%	-11%	41%	85%	-45%	-2%	-36%	-77%	12%	-15%	27%	-29%	-33%	-26%	-50%	-8%	-6%	-8%	
13	12	👉 Monitors	3%	-2%	-16%	-11%	-4%	-24%	15%	-18%	10%	-22%	2%	-9%	-32%	-11%	-39%	-16%	10%	-3%	-30%	-5%	-28%	-11%	
16	13	👉 Servers (PC/Mac)	-15%	-12%	27%	-46%	6%	-2%	-15%	82%	-76%	2%	-2%	-48%	-29%	88%	-4%	-2%	-29%	-16%	-57%	-14%	-8%	-13%	
12	14	👇 Data Management Software	-4%	2%	-36%	61%	-21%	51%	-13%	-43%	-1%	-8%	-15%	398%	26%	-33%	55%	105%	-35%	-33%	-58%	1%	49%	3%	
14	15	👇 Solid State Drives (SSDs)	-32%	-46%	-14%	4%	17%	43%	145%	-52%	-65%	-1%	-8%	88%	-7%	-43%	18%	-5%	19%	12%	-57%	-20%	7%	-15%	
15	16	👇 Processors	-19%	-12%	-6%	21%	-3%	-29%	16%	17%	-56%	-18%	-19%	-71%	-42%	63%	-30%	54%	-3%	42%	-31%	-10%	-7%	-9%	
18	17	👉 Graphics and Design Software	-20%	-31%	46%	23%	-8%	-4%	-5%	-11%	-36%	0%	-15%	-61%	-54%	-8%	5%	17%	52%	14%	39%	-12%	21%	-11%	
20	18	👇 Disk Arrays	-19%	-46%	-21%	-36%	55%	35%	84%	288%	-59%	-33%	28%	-73%	-65%	-21%	-43%	-24%	11%	42%	-14%	-24%	-36%	-26%	
19	19	👉 RAM Memory	-3%	-25%	-3%	-16%	5%	-32%	-28%	-17%	-38%	-22%	-28%	-84%	-14%	19%	58%	-22%	34%	-46%	-33%	-16%	33%	-9%	
17	20	👇 Hard Disk Drives (HDDs)	-10%	-25%	11%	-6%	9%	-19%	-37%	-65%	-49%	5%	-32%	-26%	-19%	32%	-30%	-5%	-11%	87%	-67%	-12%	-23%	-15%	
21	21	👉 Headsets/Headphones and Microphones	36%	-6%	-46%	12%	-16%	137%	76%	-70%	91%	13%	208%	26%	47%	7%	35%	-46%	34%	367%	54%	13%	26%	14%	
22	22	👉 Large Format Displays	-13%	-30%	2%	-10%	-14%	-36%	18%	-28%	-24%	-4%	-42%	-49%	-43%	-6%	17%	-66%	17%	10%	-52%	-22%	-16%	-21%	
23	23	👉 Network Management Software	20%	-4%	-9%	-26%	-23%	0%	40%	-19%	-20%	346%	-35%	-18%	23%	9%	130%	-14%	-41%	-48%	133%	1%	61%	4%	
24	24	👉 Network Management and Security Appliances	-18%	-3%	-19%	-35%	36%	-1%	20%	8%	-38%	27%	-60%	170%	-15%	65%	-61%	-31%	-45%	30%	21%	-4%	-57%	-11%	
26	25	👉 Virtualisation Software	8%	-5%	2%	-27%	2%	23%	24%	-12%	-49%	195%	127%	0%	-13%	-9%	-1%	17%	19%	-42%	-21%	0%	1%	0%	
25	26	👇 Wireless Access Points	3%	-13%	3%	-14%	2%	-2%	-33%	-32%	-47%	-58%	-35%	-78%	-38%	-34%	39%	85%	30%	-25%	41%	-17%	41%	-13%	
27	27	👉 Docking Stations	6%	18%	85%	37%	103%	50%	1%	-37%	51%	11%	-10%	-6%	-43%	35%	-6%	42%	11%	2%	51%	22%	13%	21%	
30	28	👉 Database Management Software	31%	-12%	54%	23%	65%	19%	12%	20%	154%	-44%	-17%	-18%	39%	42%	-6%	251%	15%	31%	270%	23%	141%	36%	
28	29	👇 All-in-One Lasers	-26%	-41%	-11%	-4%	34%	-23%	61%	-26%	-4%	-31%	-67%	-31%	-36%	-60%	-17%	21%	2%	-35%	-61%	-24%	-14%	-21%	
29	30	👇 Transceivers	-6%	-19%	-25%	-37%	-25%	63%	23%	-57%	-35%	-38%	-30%	14%	46%	17%	77%	115%	49%	54%	69%	-15%	79%	-5%	
31	31	👉 Network Routers	-10%	13%	-5%	-40%	-39%	14%	-37%	-30%	-66%	8%	36%	17%	124%	-54%	57%	-5%	22%	-1%	77%	-20%	44%	-7%	
35	32	👉 Integrated Systems	45%	96%	-42%	-19%	-27%	24%	-20%	930%	-71%	1070%	47%	487%	53%	-15%	-85%	672%	286%	1097%	334%	25%	-10%	22%	
33	33	👉 Graphics Cards	23%	-4%	33%	-12%	14%	-44%	59%	-53%	-57%	-24%	0%	-28%	-61%	32%	-39%	54%	183%	-47%	25%	4%	8%	5%	
34	34	👉 Desktop Workstations (PC/Mac)	-44%	-43%	-31%	-25%	-24%	-50%	52%	-45%	32%	-57%	-67%	-92%	-55%	-14%	57%	-12%	-25%	28%	-34%	-40%	20%	-35%	
37	35	👉 Notebook Workstations	-9%	-19%	32%	18%	78%	18%	38%	-38%	16%	-9%	-64%	-62%	-35%	23%	-58%	-43%	-39%	-14%	-25%	-9%	-48%	-14%	
36	36	👉 Uninterruptable Power Supplies (UPS)	-19%	-19%	-2%	-11%	14%	-8%	-31%	-6%	-10%	21%	-64%	-36%	-41%	8%	-22%	-7%	-15%	-31%	-27%	-14%	-20%	-16%	
38	37	👉 Cables and Connectivity Adapters	-2%	-24%	8%	-20%	41%	3%	-10%	-41%	-23%	-23%	-24%	-23%	-40%	-4%	2%	20%	-12%	-15%	-11%	-11%	2%	-10%	
39	38	👉 Developer Tools Software	4%	-2%	-11%	-35%	13%	50%	-4%	95%	26%	93%	29%	90%	61%	13%	257%	84%	196%	52%	-81%	7%	81%	10%	
40	39	👉 Long Life Consumables	-3%	-35%	7%	41%	-6%	-4%	1%	-31%	24%	-16%	-21%	-23%	-30%	-10%	-13%	4%	-17%	-66%	53%	-6%	-11%	-7%	
32	40	👇 Televisions	-24%	-37%	-11%	32%	65%	-11%	38%	-32%	-19%	541%	-15%	191%	116%	-33%	552%	-43%	500%	10%	103%	-3%	105%	25%	
41	41	👉 All-in-One Inkjets	6%	5%	-24%	-7%	29%	-44%	38%	-46%	6%	73%	32%	-10%	-36%	-1%	40%	8%	10%	90%	40%	-2%	22%	0%	
42	42	👉 Laser Printers	-31%	-22%	26%	-14%	-5%	-38%	15%	-6%	79%	64%	-77%	-21%	-37%	-12%	37%	-1%	-4%	11%	-18%	-18%	27%	-7%	
43	43	👉 Network Expansion Modules	-44%	3%	27%	-52%	-47%	-7%	-55%	-46%	4%	-57%	686%	-41%	-74%	21%	151%	44%	-70%	10%	1594%	-25%	123%	-13%	
44	44	👉 Keyboards and Keypads	-3%	8%	-29%	17%	49%	43%	3%	-31%	31%	-23%	32%	-15%	4%	103%	7%	-7%	17%	15%	6%	8%	6%	8%	
45	45	👉 Projectors	-11%	-43%	33%	-33%	-29%	27%	-36%	-41%	-30%	-3%	-55%	-38%	-52%	30%	122%	-15%	-2%	-41%	-77%	-29%	-12%	-27%	
46	46	👉 VOIP Systems	-14%	-50%	-35%	-35%	11%	24%	-38%	-54%	-30%	222%	-38%	-49%	82%	-78%	-34%	177%	-19%	-17%	-3%	-34%	-19%	-31%	
47	47	👉 Servers (Unix)	15%	-92%	403%	-33%	-93%	-76%	-52%		-100%	2186%	-100%			-82%	-78%	-98%	217%			-25%	-80%	-35%	

CONTEXT Covid-19 Weekly Report

Largest Category Consumer
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Largest Categories in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 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-W32	Rank-W33	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	Smartphones	26%	-26%	27%	-26%	37%	242%	63%	-14%	-24%	-18%	7%	45%	-3%	9%	-48%	57%	12%	53%	71%	13%	18%	14%
2	2	Notebooks	36%	6%	51%	-2%	12%	20%	-18%	33%	5%	7%	25%	-13%	29%	18%	-15%	29%	-7%	-20%	-20%	21%	-4%	14%
3	3	Tablet PCs	59%	29%	12%	31%	22%	34%	88%	79%	-5%	-8%	-30%	28%	-1%	11%	33%	87%	110%	133%	51%	32%	66%	35%
5	4	Monitors	45%	81%	63%	26%	96%	67%	68%	99%	181%	62%	105%	-10%	28%	-26%	12%	62%	23%	19%	-37%	55%	24%	46%
4	5	Ink Cartridges and Tanks	3%	22%	32%	-1%	-13%	-30%	5%	15%	-7%	-24%	-43%	-21%	-14%	76%	-21%	-37%	-20%	-40%	-21%	8%	-25%	4%
6	6	Desktops	37%	3%	4%	21%	-9%	74%	-2%	20%	24%	-1%	46%	-64%	91%	22%	-29%	5%	-18%	151%	1%	22%	-19%	10%
7	7	Headsets/Headphones and Microphones	-4%	4%	55%	-4%	97%	-16%	-11%	-10%	-35%	10%	355%	175%	2%	5%	-21%	82%	46%	23%	161%	11%	35%	14%
8	8	Processors	33%	-8%	149%	-48%	59%	38%	165%	-20%	63%	287%	98%	0%	-26%	55%	139%	7%	-3%	-27%	52%	14%	63%	30%
9	9	Hard Disk Drives (HDDs)	67%	6%	54%	1%	69%	63%	22%	-15%	14%	97%	68%	-19%	23%	5%	49%	27%	-29%	158%	260%	32%	44%	36%
11	10	Televisions	263%	5%	-58%	2689%	309%	90%	-45%	145%	265%	742%	807%	-53%	50%	-33%	1557%	42%	-46%	38%	989%	-14%	114%	17%
10	11	Smart Watches	-32%	60%	8%	2%	169%	89%	41%	-20%	37%	124%	-26%	-8%	-41%	6%	31%	174%	2%	-45%	-41%	19%	42%	21%
13	12	Network Routers	34%	10%	41%	29%	148%	11%	14%	-48%	-57%	87%	46%	3%	-20%	45%	66%	40%	25%	43%	-83%	25%	41%	29%
14	13	Solid State Drives (SSDs)	-39%	36%	-72%	-2%	7%	48%	-7%	-29%	-30%	27%	46%	60%	8%	117%	76%	-16%	-29%	-14%	-54%	-19%	9%	-11%
12	14	Graphics Cards	8%	35%	247%	54%	33%	28%	269%	-26%	-8%	19%	-30%	-92%	-52%	131%	-14%	32%	-1%	3%	-22%	12%	7%	11%
15	15	All-in-One Inkjets	-22%	-21%	3%	16%	-49%	17%	-14%	-9%	125%	-11%	30%	-37%	-16%	-3%	-32%	44%	110%	8%	7%	-10%	17%	-6%
16	16	All-in-One Lasers	27%	-29%	-2%	52%	40%	37%	47%	90%	89%	37%	78%	161%	102%	199%	15%	-12%	3%	36%	56%	28%	12%	21%
17	17	Toner	-18%	-18%	2%	14%	7%	-31%	-3%	-16%	-9%	-17%	21%	-4%	-27%	2%	-62%	4%	-62%	11%	-76%	-9%	-57%	-27%
19	18	Wireless Access Points	57%	11%	31%	26%	116%	38%	30%	129%	7%	42%	339%	184%	-45%	43%	38%	224%	-33%	25%	-33%	50%	53%	50%
18	19	Warranties and Services	24%	972%	-13%	105%	124%	240%	189%	251%	214%	521%	146%	45%	149%	-24%	319%	221%	9%	25%	-93%	230%	180%	225%
21	20	Digital Media Players	154%	70%	-10%	25%	108%	108%	75%	83%	61%	-3%	22%	167%	-1%	57%	6%	27%	471%	327%	-11%	69%	89%	70%
20	21	Network Switches	-6%	-9%	-16%	-11%	-35%	179%	60%	116%	9%	41%	453%	449%	54%	43%	163%	139%	156%	168%	221%	10%	160%	35%
24	22	Micro	35%	-16%	51%	51%	13%	-19%	12%	-27%	5%	-11%	-44%	-30%	-47%	12%	13%	52%	17%	5%	-7%	14%	23%	16%
22	23	RAM Memory	-13%	-43%	-5%	83%	73%	40%	-26%	-1%	68%	146%	60%	-40%	-10%	55%	38%	-47%	-11%	13%	-35%	1%	-11%	-4%
23	24	Keyboards and Key pads	58%	4%	23%	51%	37%	13%	25%	-1%	17%	21%	56%	18%	-23%	30%	35%	40%	8%	-3%	50%	30%	31%	30%
30	25	Mobile Computing Cases	89%	53%	88%	80%	12%	166%	2%	4%	95%	-30%	94%	-50%	85%	27%	4%	-11%	7%	48%	46%	60%	2%	53%
29	26	NAS Devices	28%	13%	201%	-27%	-34%	9%	-40%	-17%	124%	45%	150%	-31%	51%	-27%	5%	44%	-49%	153%	-62%	18%	4%	16%
27	27	Games Accessories	54%		86%	21%	46%	12%	82%	57%	-1%	4%	95%	190%	-2%	50%	67%	66%	83%	-41%	-26%	62%	60%	61%
28	28	Smart Bands and Activity Trackers	-33%	-60%	103%	-73%	20%	-62%	-100%	438%	-21%	40%	2786%		1923%	-70%	120%	256%	-58%	-43%	-21%	-29%	79%	-16%
31	29	Uninterruptible Power Supplies (UPS)	100%	-7%	-8%	27%	15%	16%	48%	-34%	177%	-38%	426%	275%	93%	8%	-31%	50%	26%	68%	78%	40%	-25%	-6%
26	30	Laser Printers	2%	-5%	39%	279%	24%	70%	24%	79%	62%	-20%	67%	195%	178%	202%	-17%	-8%	-41%	88%	-29%	33%	-15%	8%
35	31	Portable Speakers	-67%	-36%	-27%	-27%	61%	-56%	-67%	-89%	-84%	-98%	-72%		-72%	-79%	-48%	-48%	-13%	-50%	-93%	-29%	-43%	-30%
32	32	Powerline Devices	57%	-16%	101%	48%	117%	26%	10%	14%	121%	34%	83%	-27%	-74%	-17%	11%	12%	112%	43%	-67%	44%	14%	43%
33	33	Operating Systems Software	5%	-34%	-59%	17%	221%	32%	221%	108%	402%	186%	270%	418%	33%	333%	56%	67%	-22%	-15%	-23%	50%	46%	48%
34	34	Smart Speakers	66%	66%	-49%	7%	38%	-51%		-93%	-78%	-53%	38%		-92%		797%	-92%	-100%		-1%	456%	-1%	
34	35	Cables and Connectivity Adapters	5%	2%	-47%	-5%	-3%	27%	2%	32%	-2%	-52%	36%	-32%	20%	-14%	8%	46%	-15%	60%	-50%	-7%	18%	-5%
25	36	Security Software	65%	103%	-75%	475%	-10%	284%	-12%	-98%	244%	25%	653%	428%	48%	-64%	198%	-32%	-17%	215%	578%	31%	24%	31%
36	37	Office Applications Software	-43%	-44%	12%	76%	43%	24%	1%	40%	196%	-51%	30%	89%	-33%	90%	437%	11%	-5%	-42%	-71%	-11%	24%	-3%
37	38	Projectors	-22%	26%	41%	17%	15%	20%	61%	81%	91%	-26%	52%	487%	52%	-16%	32%	36%	40%	-8%	178%	8%		13%
41	39	Smartphone Protective Cases	-41%	-87%	-28%	-51%	-30%	93%	9%	43%	-14%	-15%	69%	-10%	153%	-22%	430%	-63%	-24%	-72%		-46%	-32%	-36%
39	40	IP Cameras	72%	-38%	-47%	38%	53%	2%	-45%	-28%	-286%	-10%	567%	115%	-32%	82%	95%	86%	24%	99%	12%	7%	100%	11%
40	41	Memory Cards	-29%	-29%	-81%	118%	-23%	-2%	-8%	25%	10%	-6%	-64%	-17%	5%	85%	-60%	-27%	-23%	-25%	-6%	-21%	-19%	-25%
42	42	Mobile Phones	-30%	-55%	-84%	-49%	2%	330%	40%	-46%	15%	-90%	21%	83%	136%	-14%	-73%	-58%	-24%	-23%	30%	-22%	-11%	-39%
43	43	USB Memory	-100%	-54%	58%	452%	-41%	-11%	7%	-33%	119%	-23%	-54%	11%	88%	81%	-41%	28%	-51%	22%	-15%	-42%	-61%	-37%
44	44	Digital Cameras	563%	-58%	-25%	-29%	63%	2%	-57%	-97%	176%	-52%	-73%	330%	-51%	-86%	-93%	-36%	-44%	-73%	-79%	0%	14%	-31%
45	45	Consoles Fixed	-22%		39%	-46%	12%	-37%		14874%	202%	-78%	22%	-92%	5%	-897%	206%	-17%	119%	175%	261%	-5%	159%	-1%

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ACCELERATE TOMORROW