CONTEXT

IT Industry Update

1st July 2020

CONTEXT COVID-19 Weekly Report

01 CLIMATE SURVEY FEEDBACK

02 TOP TRENDS COVID-19 REPORTS TO WEEK 25

03 POLAND INSIGHT – KINGA ORYL, SENIOR ACCOUNT MANAGER

04 ENTERPRISE UPDATE – GURVAN MEYER, ENTERPRISE ANALYST

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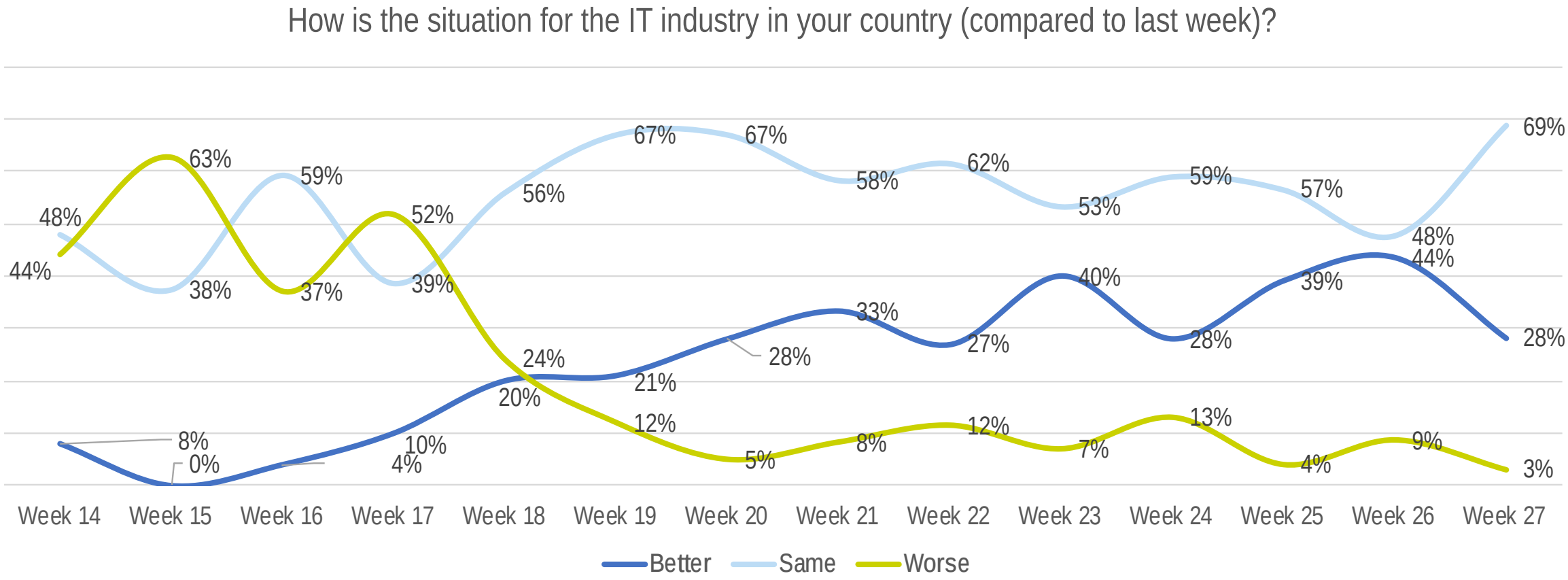
CLIMATE SURVEY FEEDBACK – PROGRESS



32 responses

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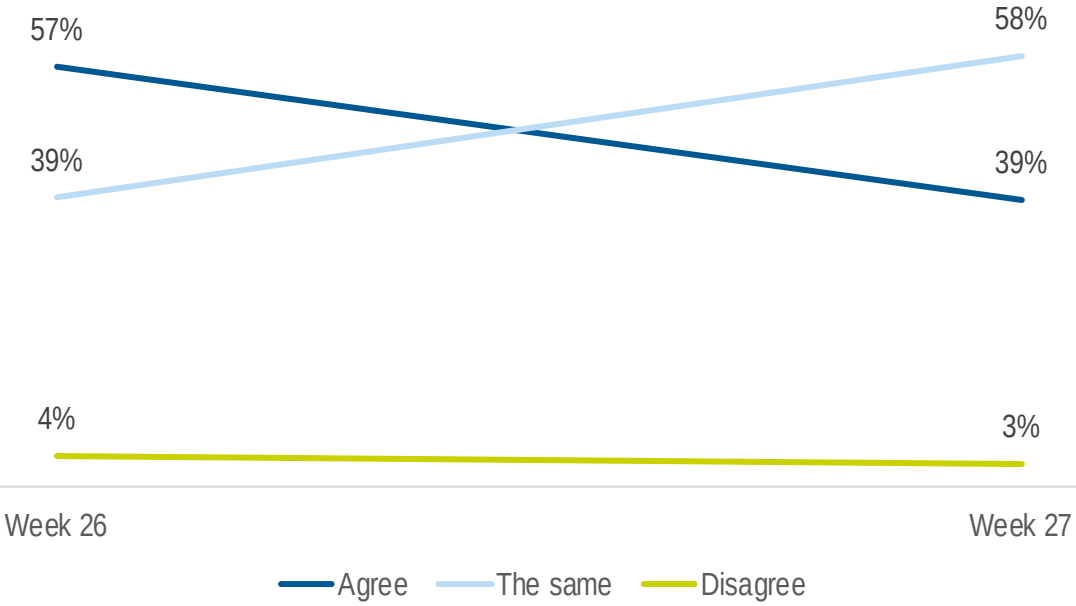
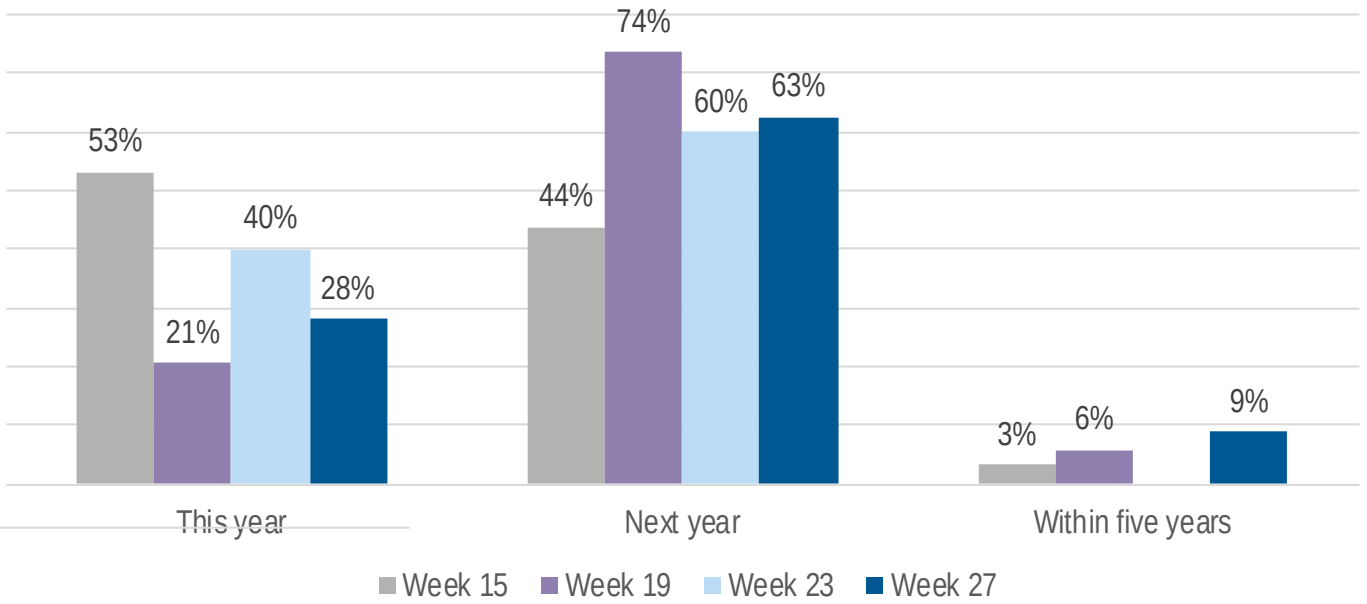
CLIMATE SURVEY FEEDBACK – PIPELINE

My pipeline of order has increased (compared to last week)?



When do you think your business will return to pre-pandemic levels?



32 responses

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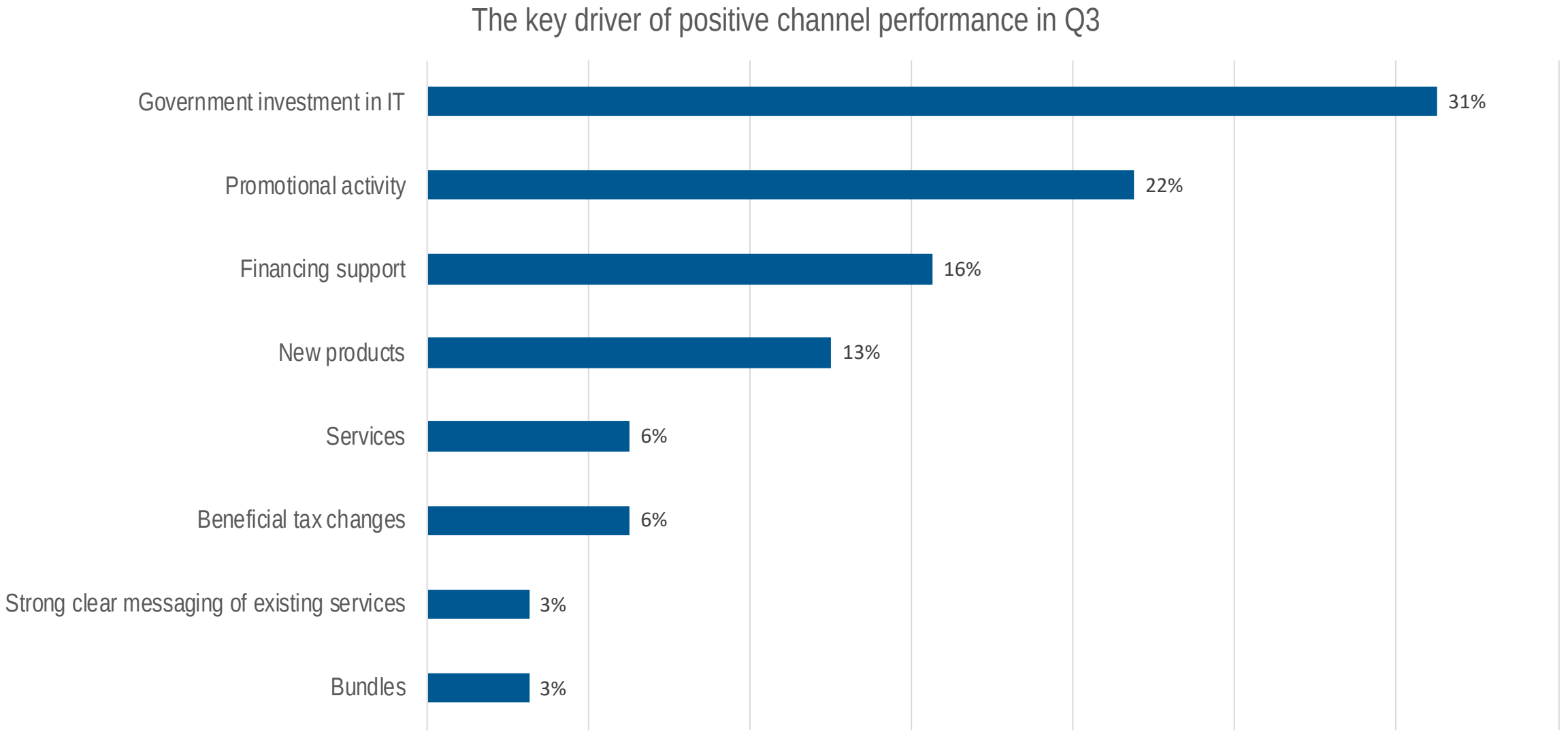
FACTORS IMPACTING Q3



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COVID-19 REPORTS

01 REVENUE TRENDS

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

02 REVENUE PANDEMIC INDEX

4 week rolling revenue trends based on pandemic calendar, revenue is base 100 in week 0 of pandemic, predictive indications, 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)

CONTEXT COVID-19 Weekly Report

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01 REVENUE GROWTH/DECLINE

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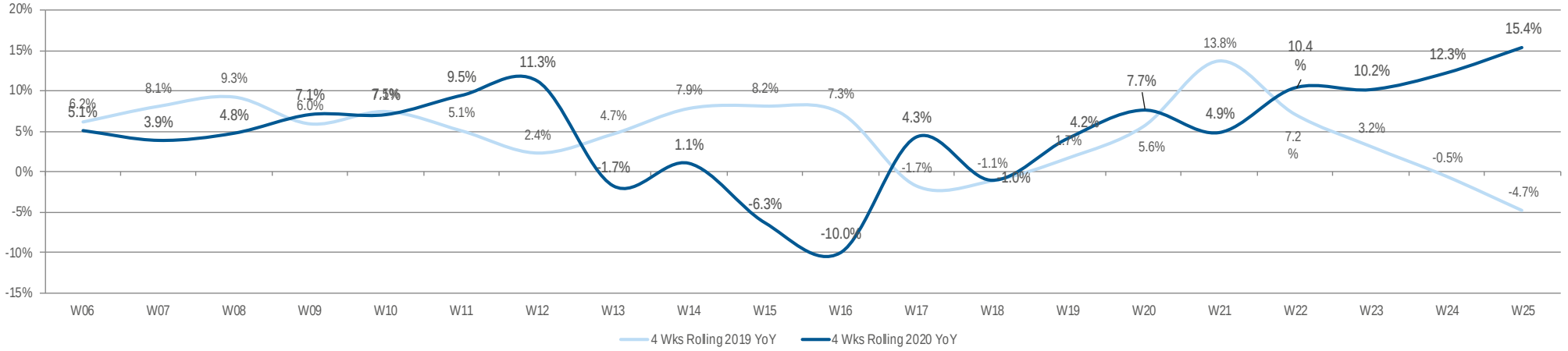
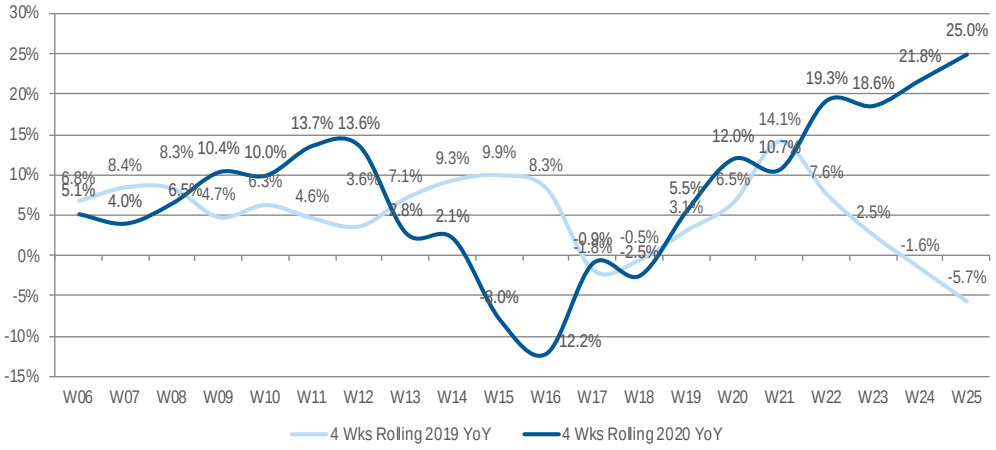
ALL COUNTRIES WEEK 25: CONTINUED PROGRESS

European Panel Trend Y/Y 4 weeks rolling avg

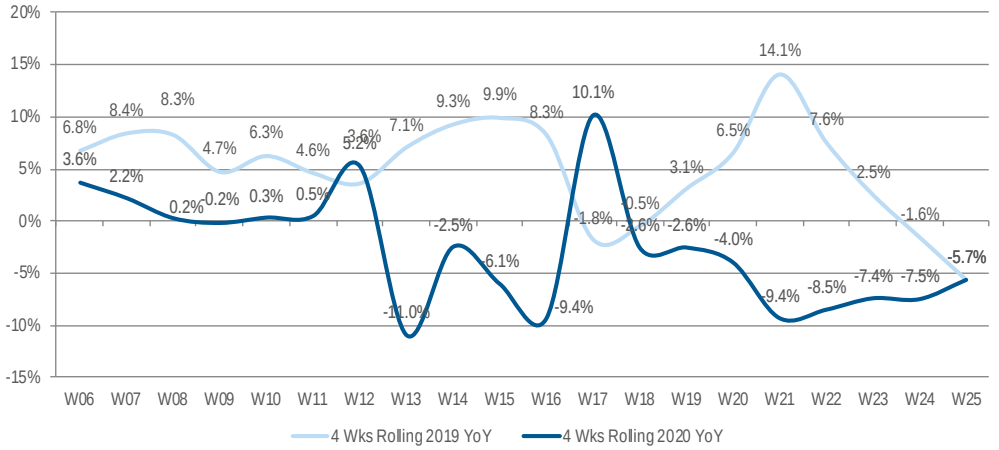


Note: Sequential growth in Q3 2019 was 6.1%

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



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



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

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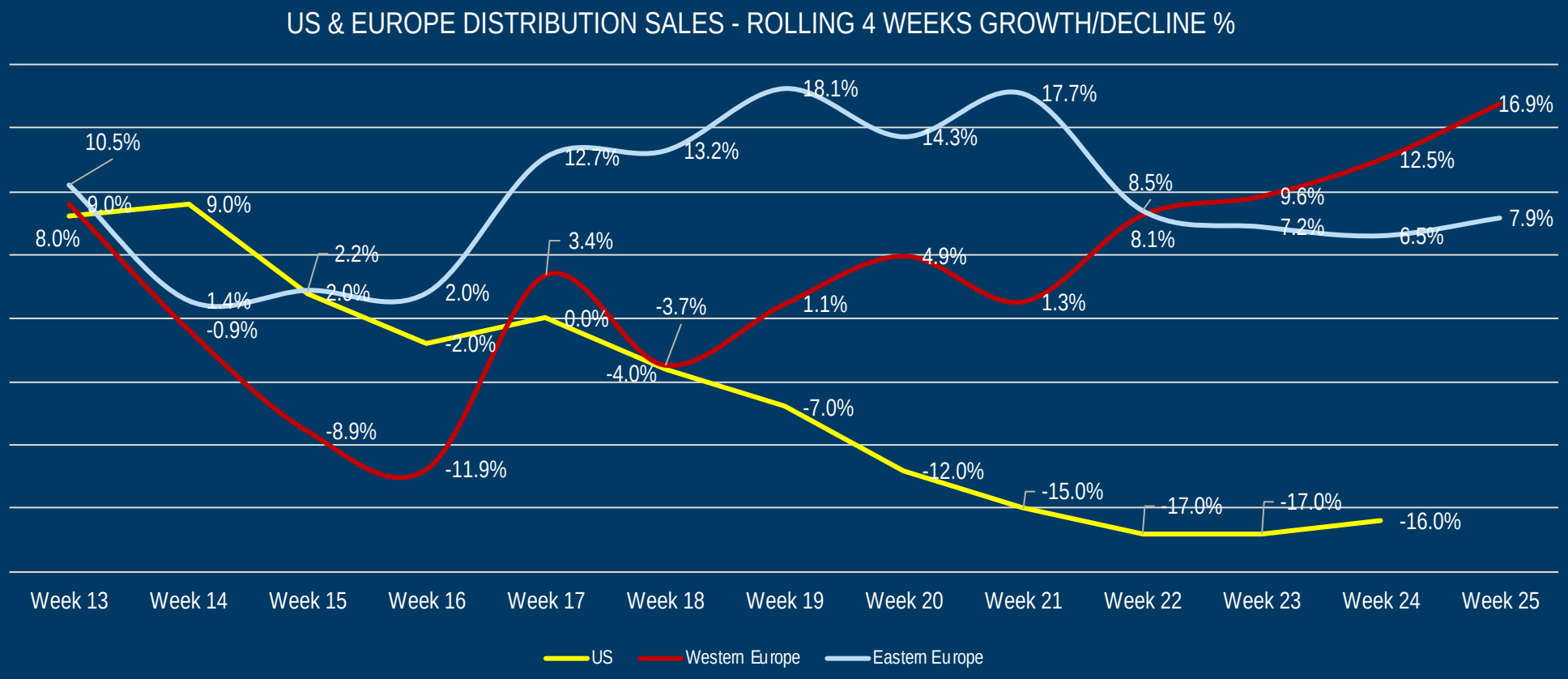
IS THE US BOTTOMING OUT?

Global Distribution Update – Covid-19 Weekly Report

Total Distribution Trends US and Europe



Distribution sales, 4 week rolling revenues based on $ (US) and € fixed rate (Europe)

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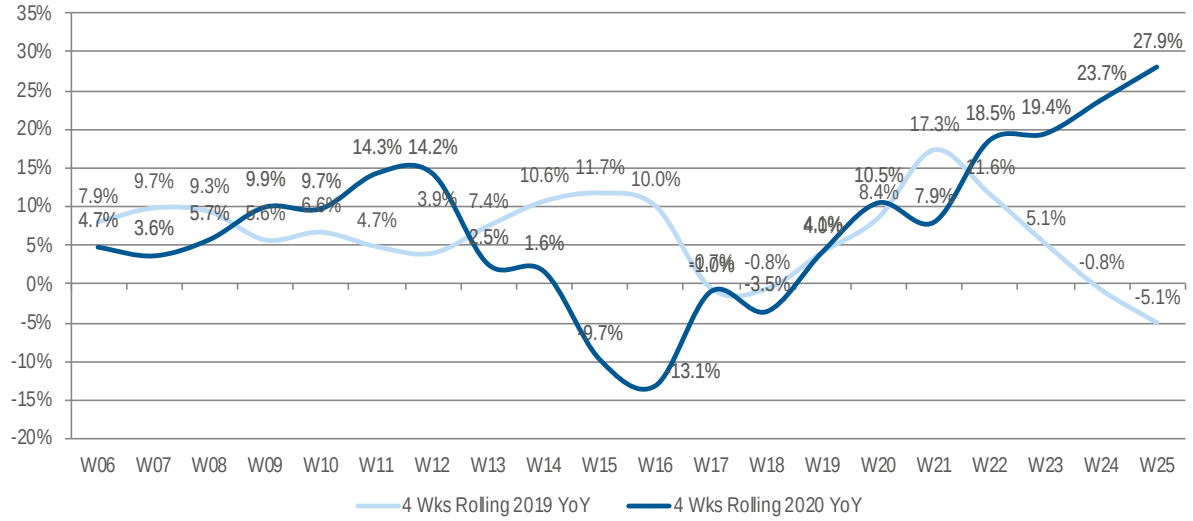
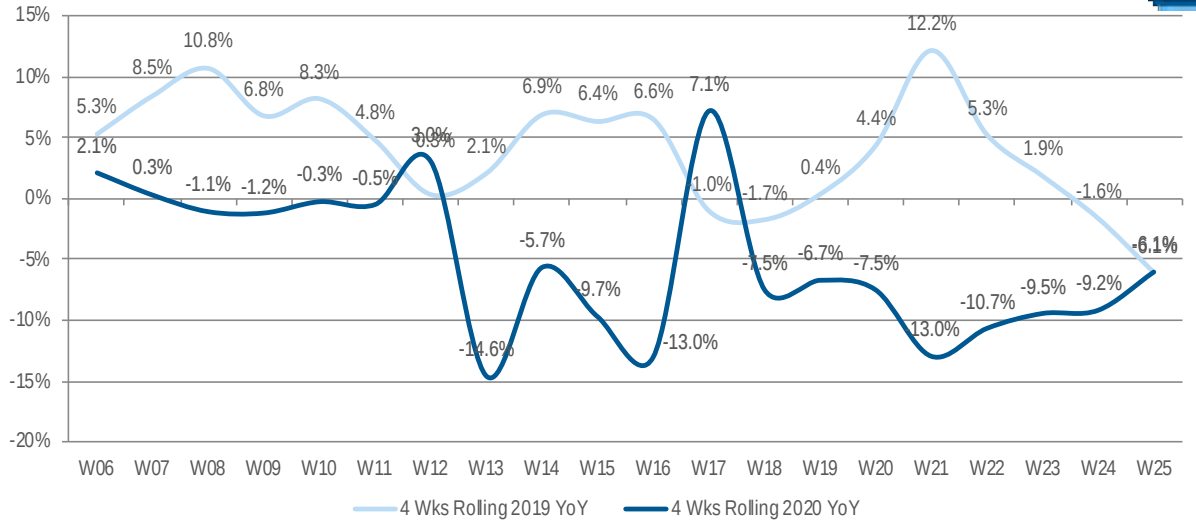
WE AND EE: VOLUME/VALUE YOY COMPARISON

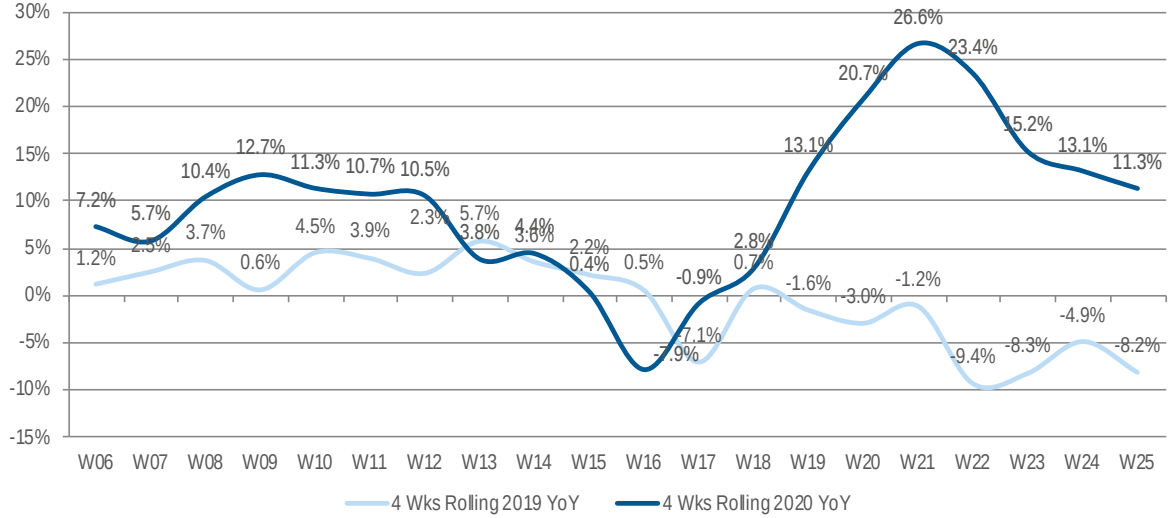
Western European Panel : Volume Market Trend Y/Y 4 weeks rolling avg



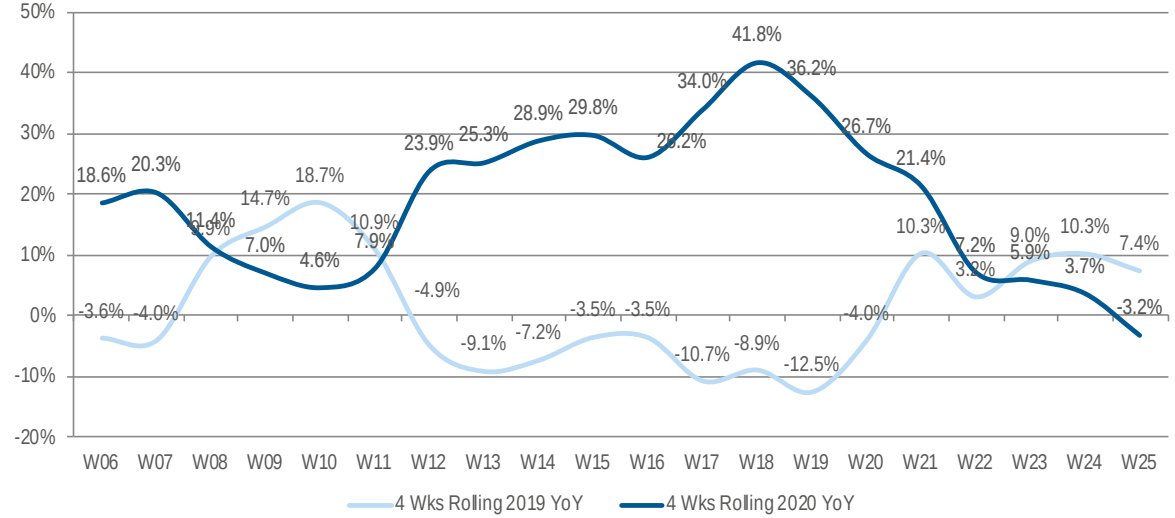
Western European Panel : Value Market Trend Y/Y 4 weeks rolling avg



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



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



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02 REVENUE PANDEMIC INDEX

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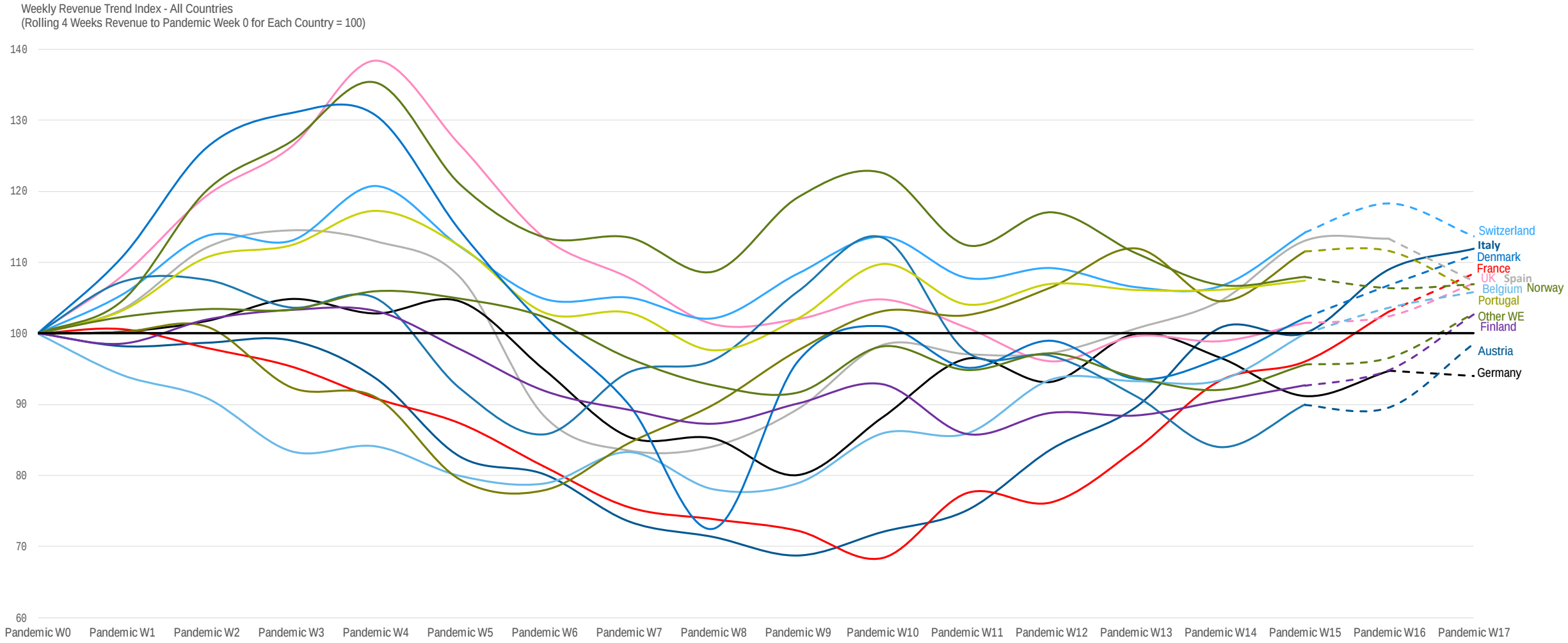
WE: STRONG PERFORMANCE FROM ITALY AND FRANCE



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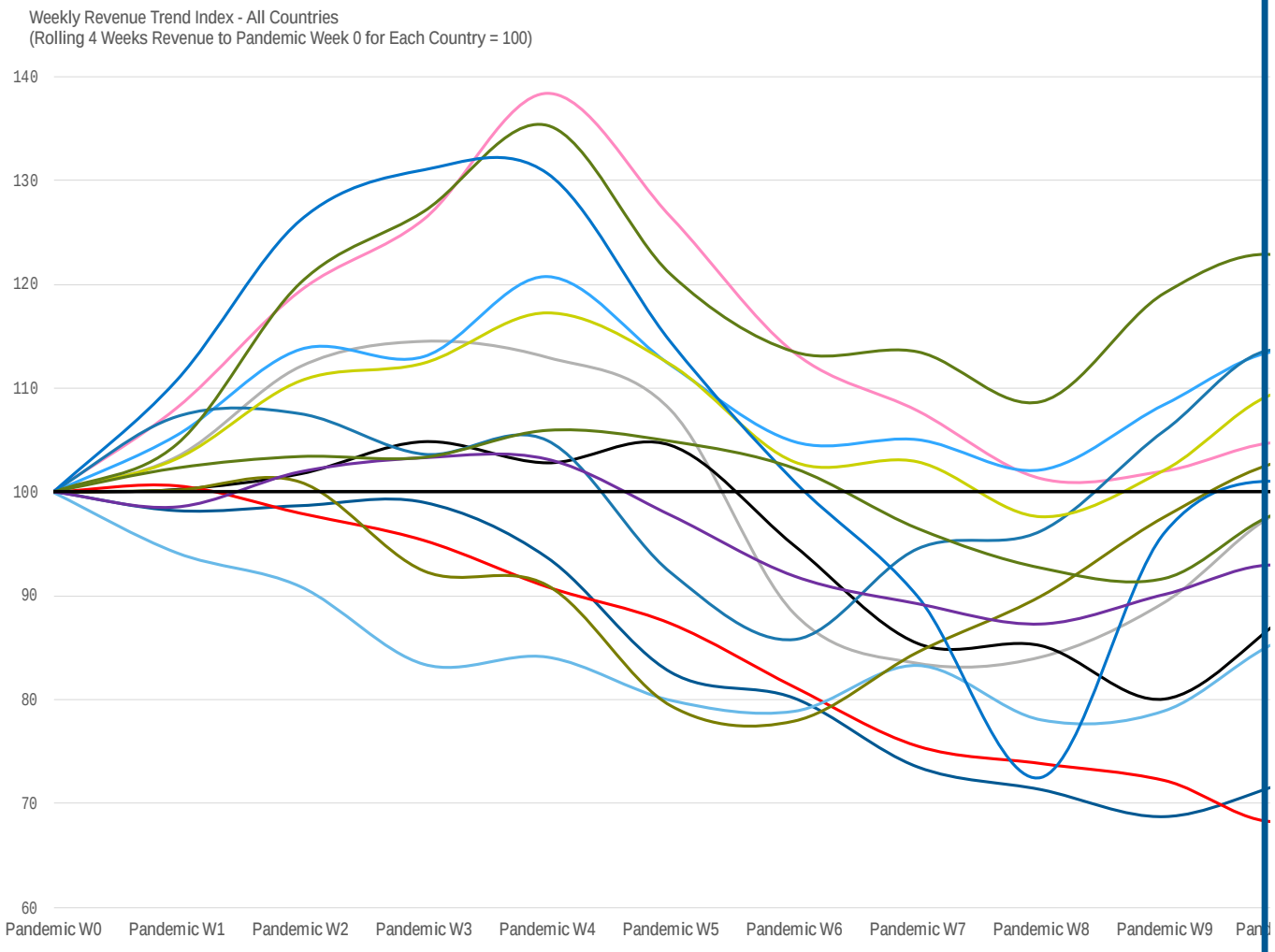
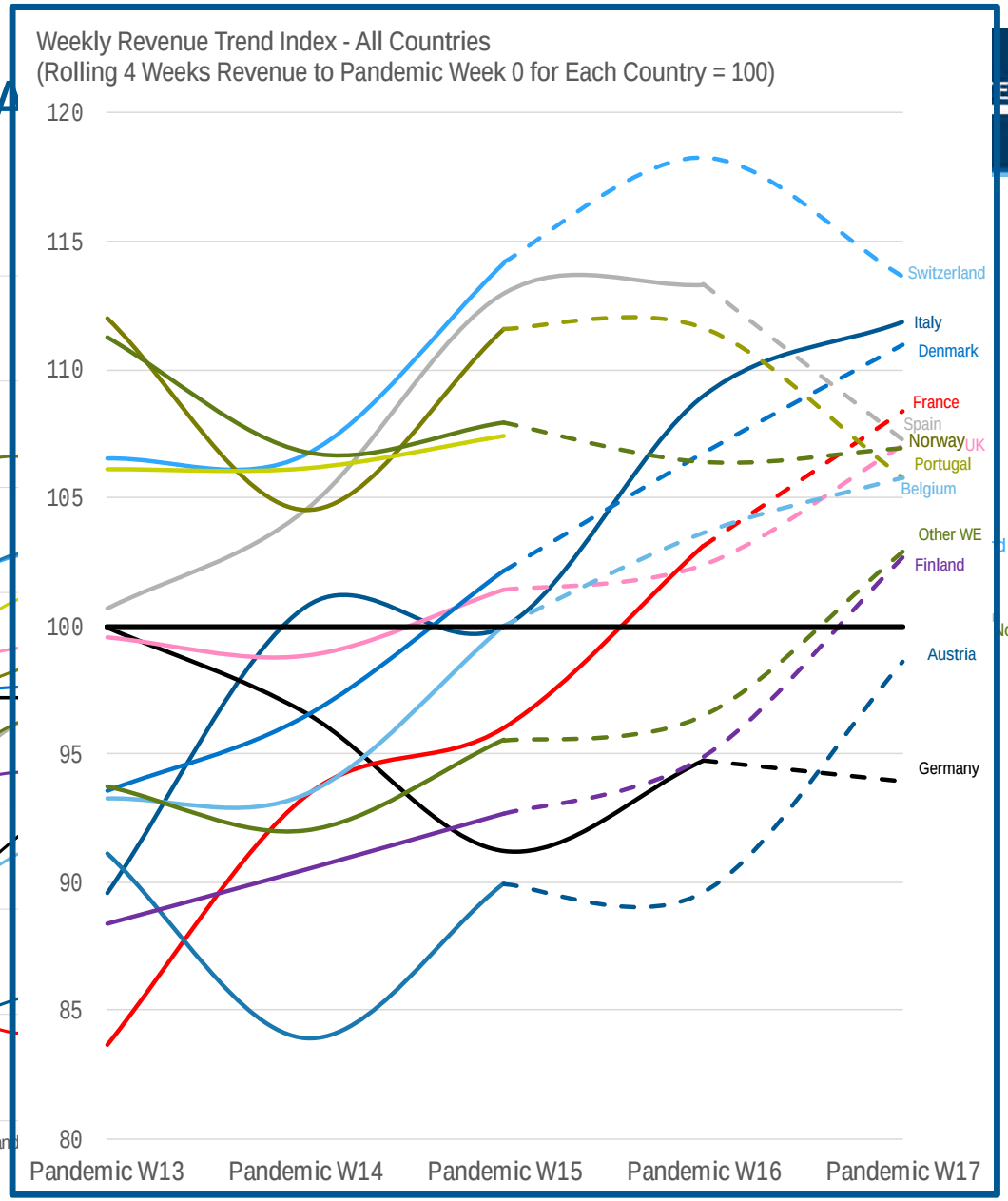
WE: STRONG PERFORMANCE FROM ITALY AND FRA





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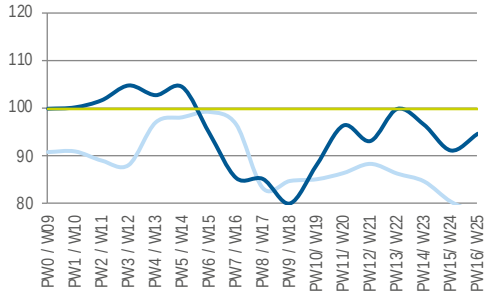
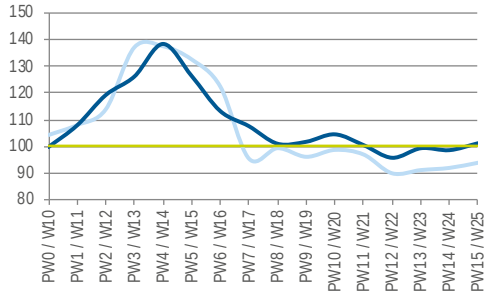
WE: ALL PROGRESSING WELL – GERMANY, AUSTRIA AND FINLAND BELOW BASE 100

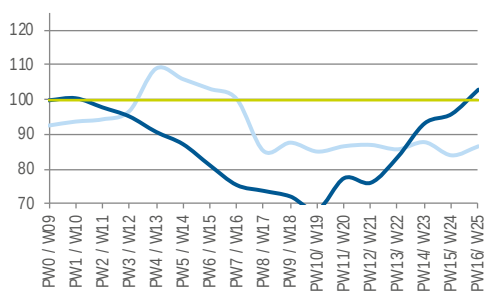
Germany



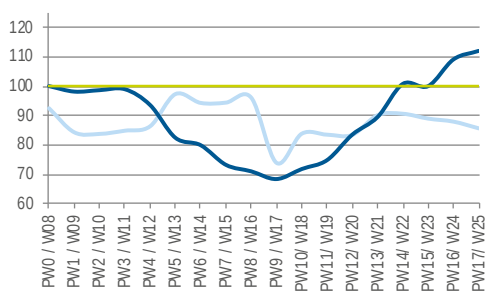
United Kingdom



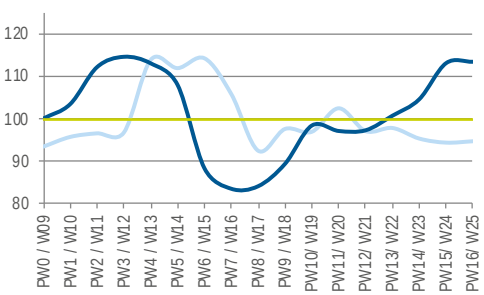
France



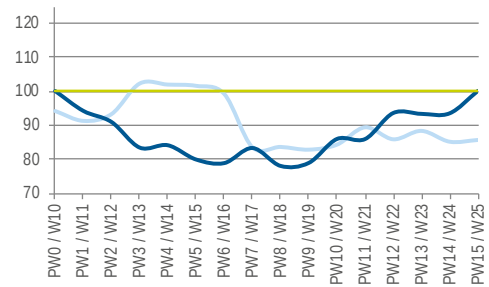
Italy



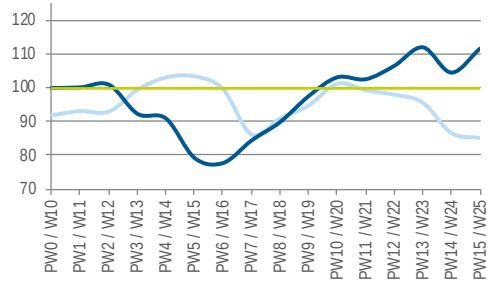
Spain



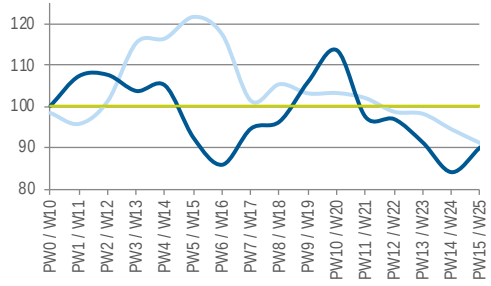
Belgium



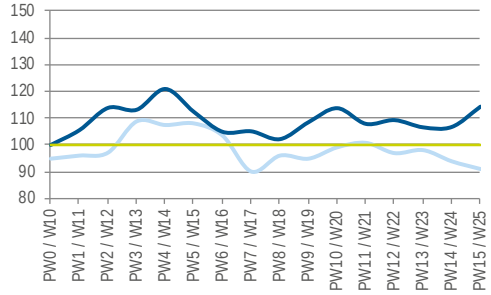
Portugal



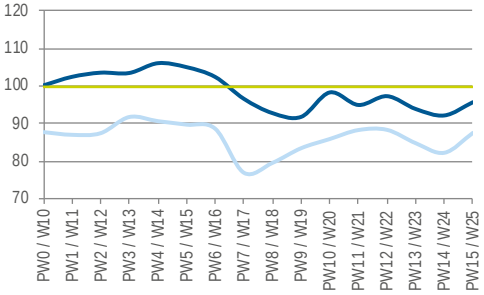
Austria



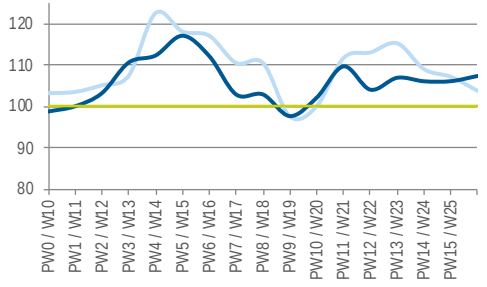
Switzerland



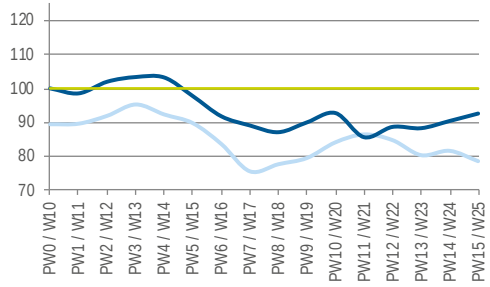
Other WE



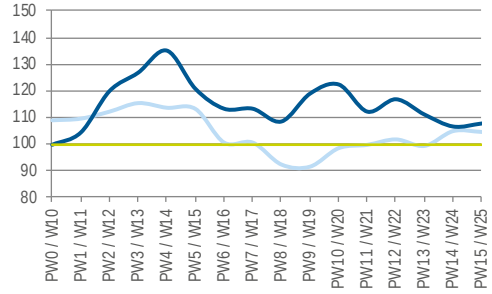
Sweden



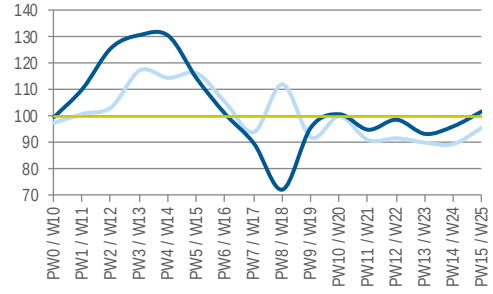
Finland



Norway



Denmark



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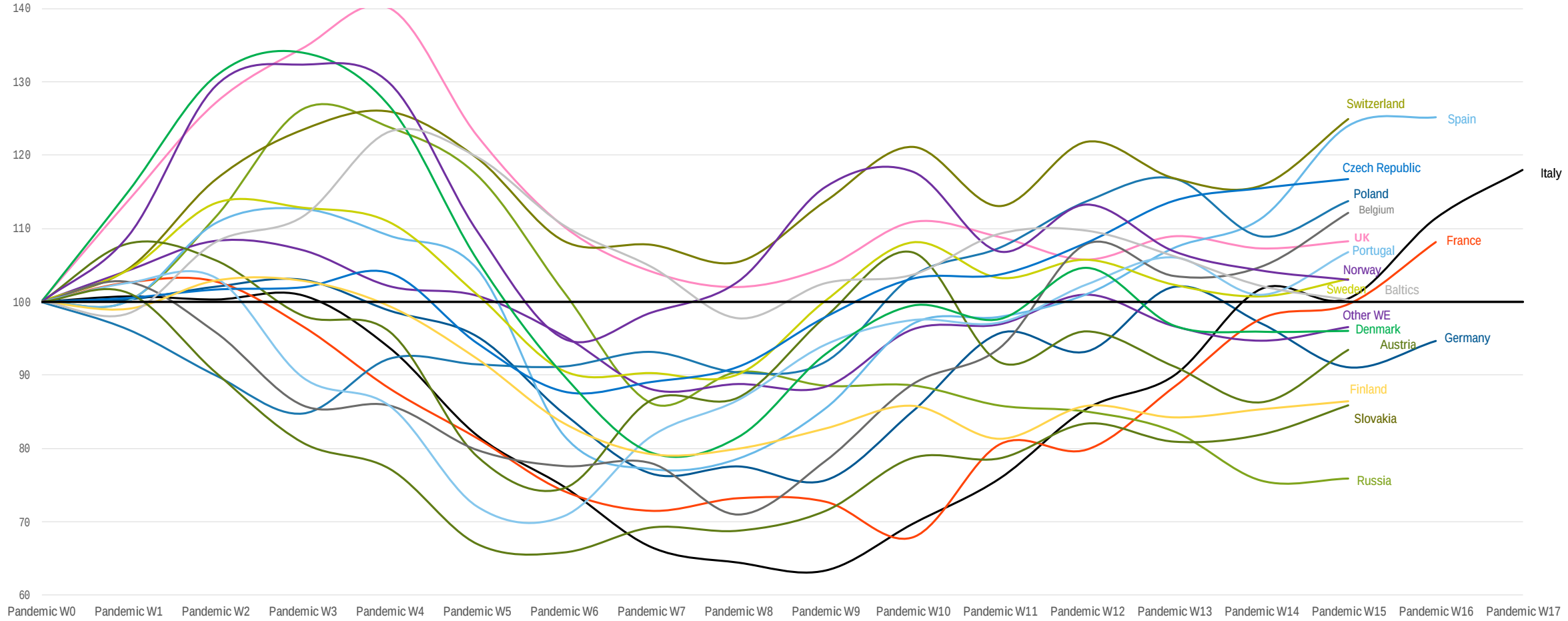
STRONG GROWTH IN VOLUME

Weekly Revenue Trend Index - All Countries (Volume)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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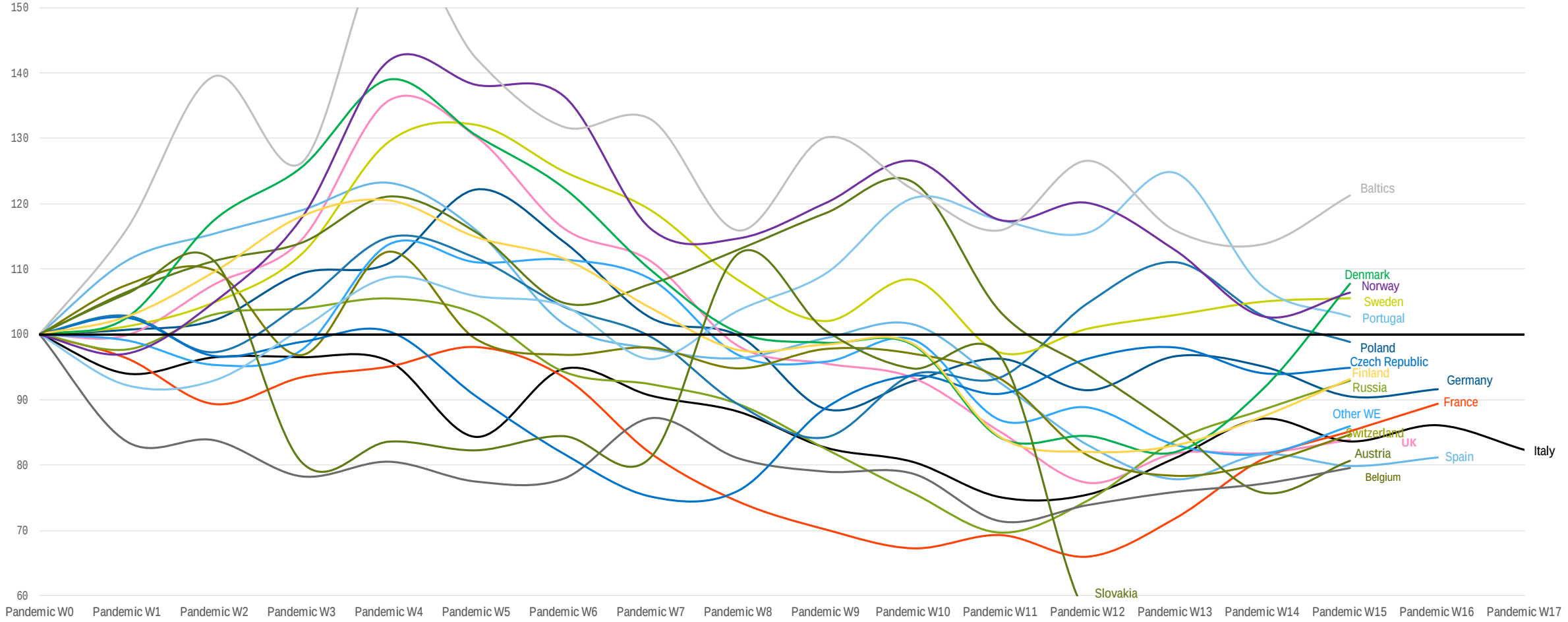
STILL STRUGGLING IN VALUE

Weekly Revenue Trend Index - All Countries (Value)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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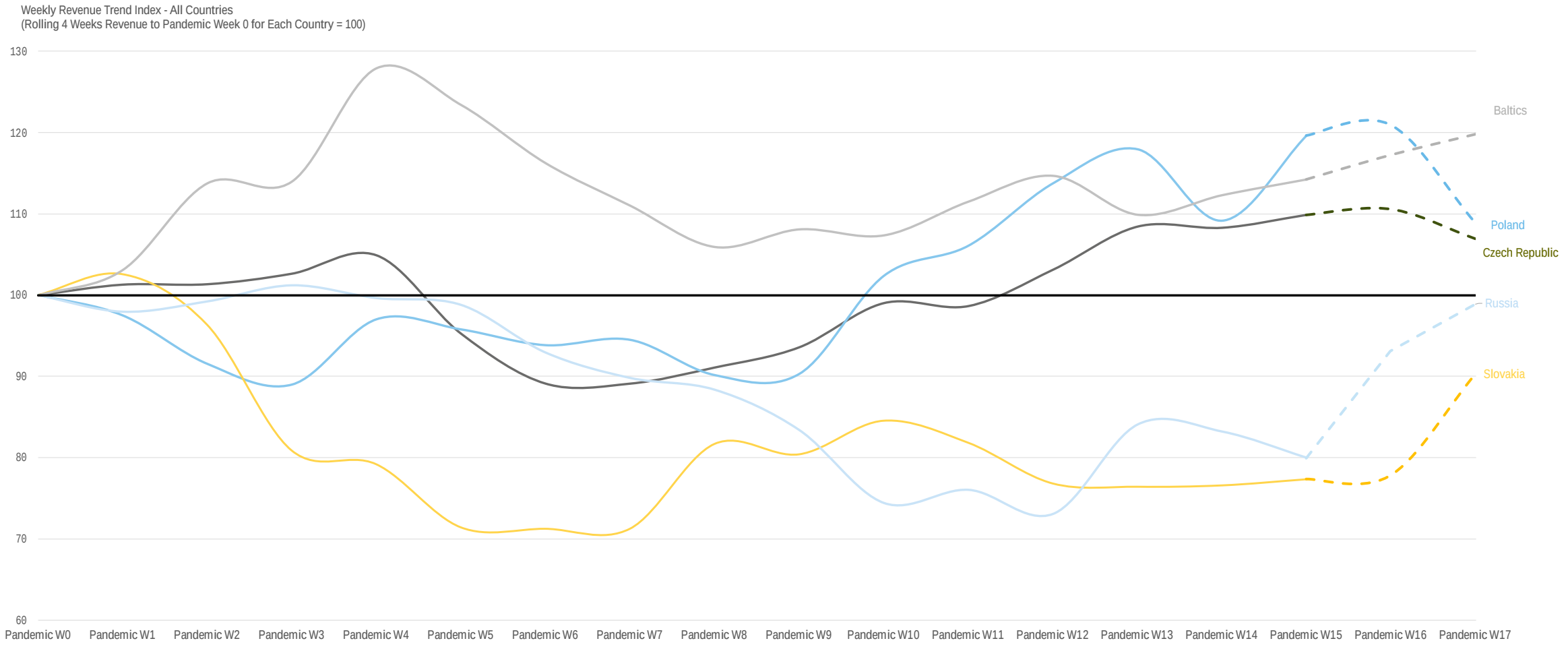
EE: POLAND STAYS STRONG



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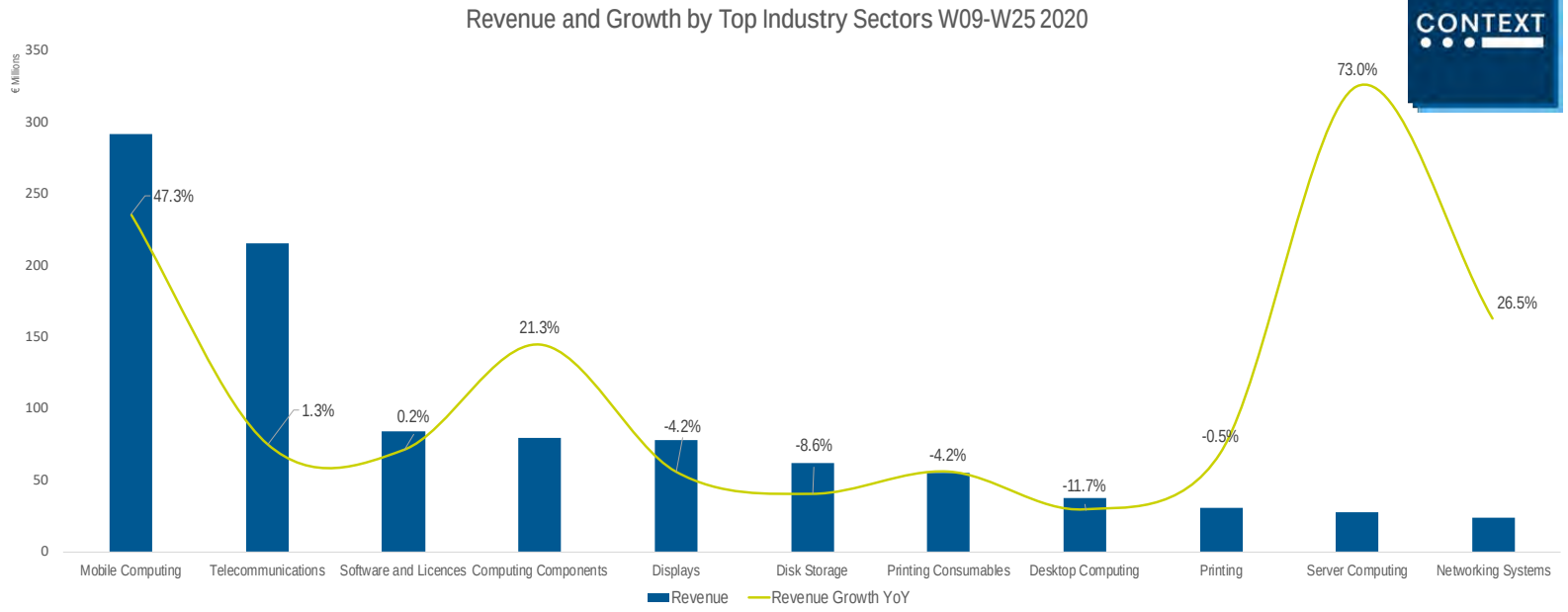
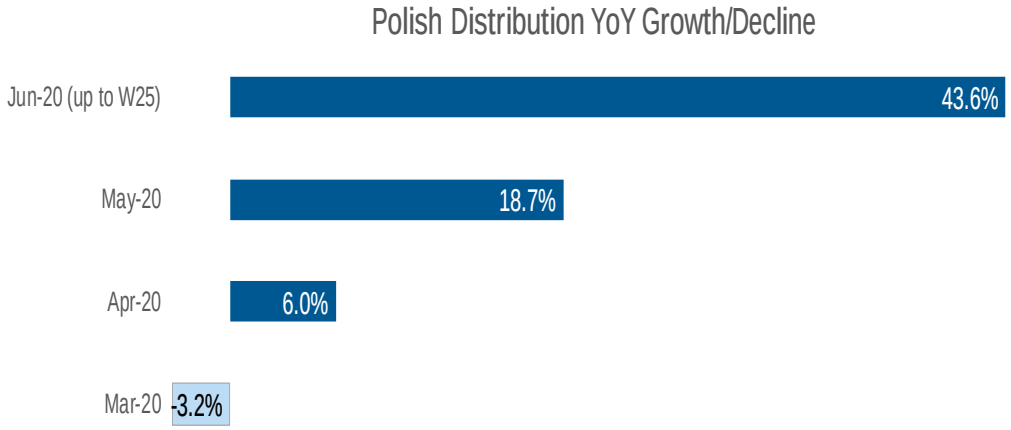
Poland IT Industry Update

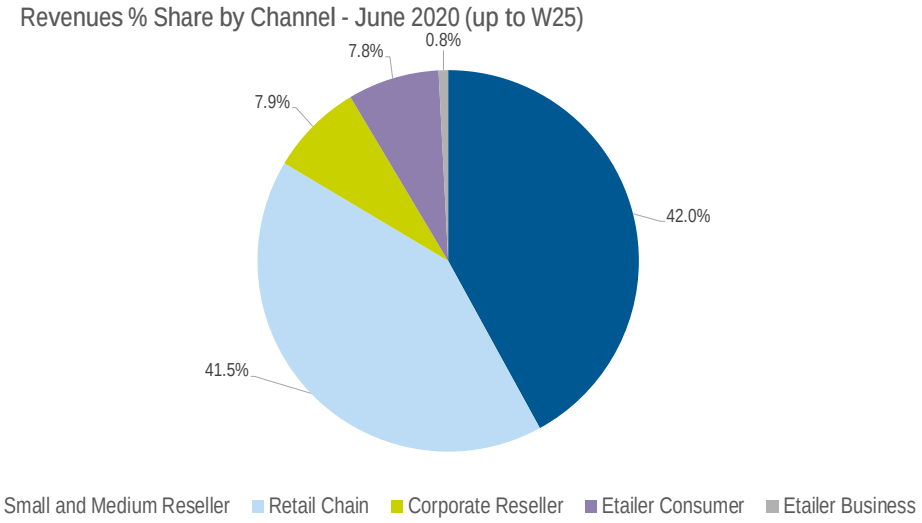
1st July 2020

POLAND SUCCESS

- Strong demand
- Good logistics
- Immediate reaction and adaptation
- Growth in E-tailer and SMB channels
- “Better than Christmas”







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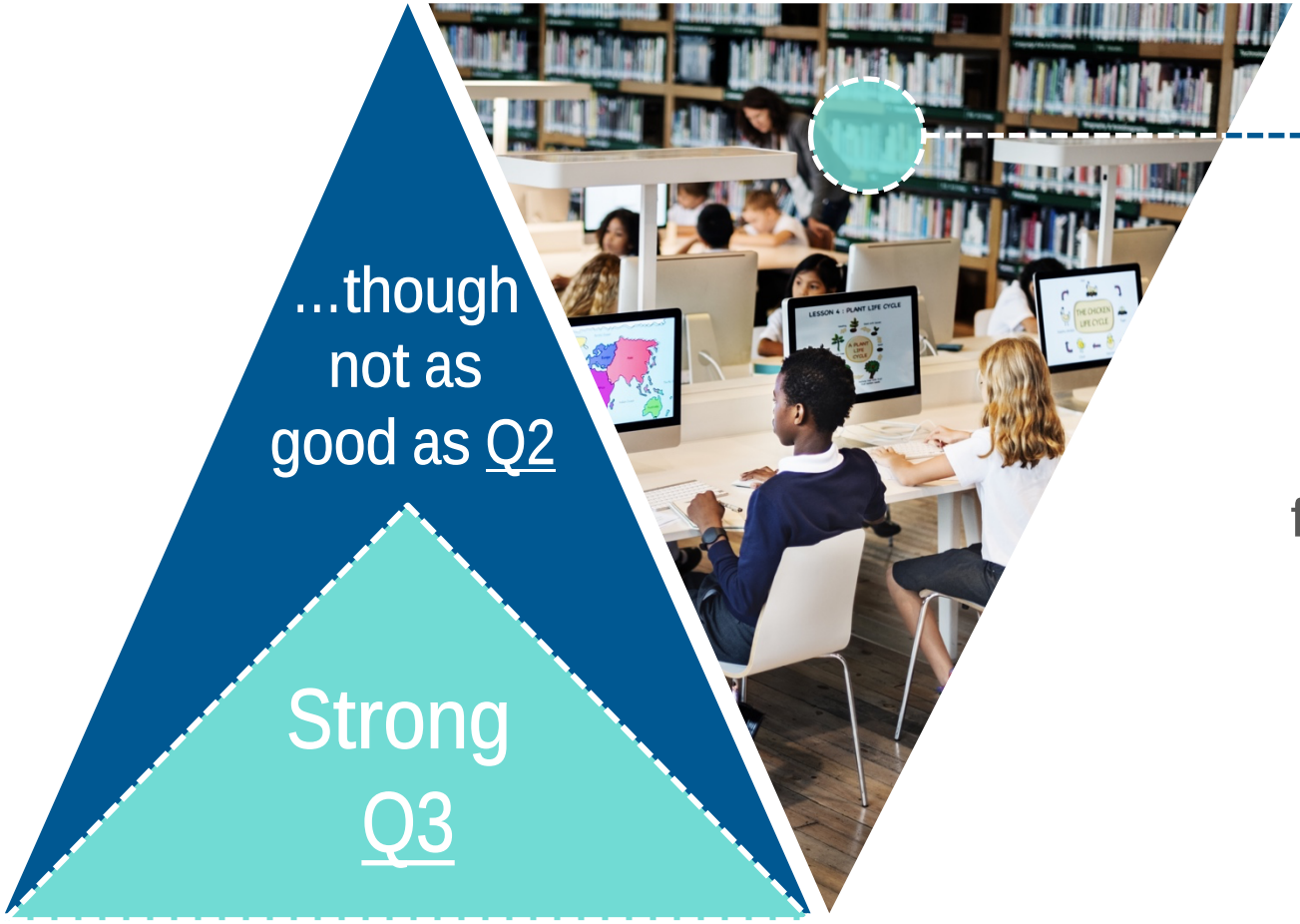
POLAND Q3 OUTLOOK



Continued strong demand for **notebooks** and everything that comes with them, including: **accessories, inkjet printers, etc.**

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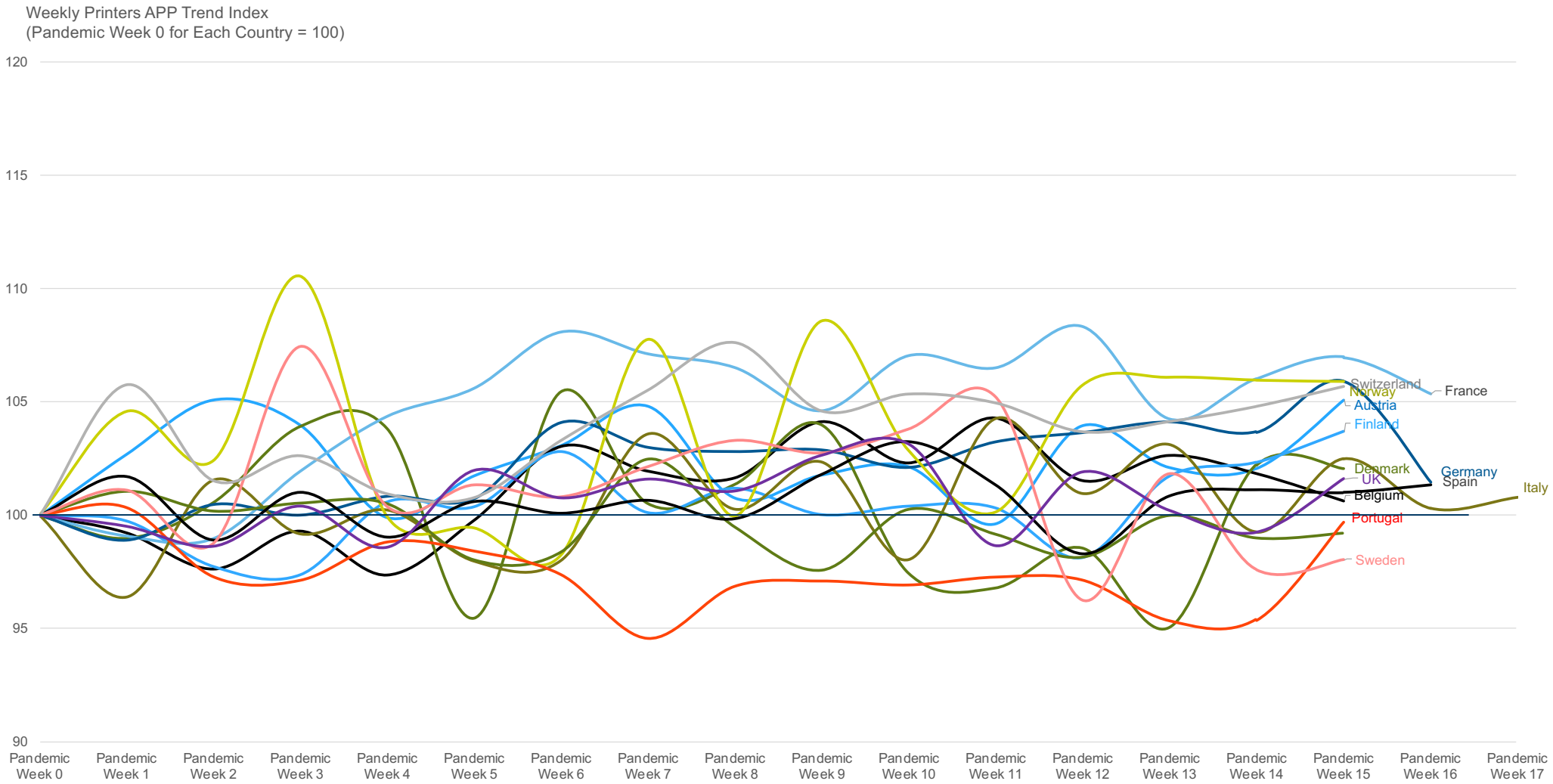
WE: PRINTER PRICE INDEX – BUSINESS TARGETED SKU'S



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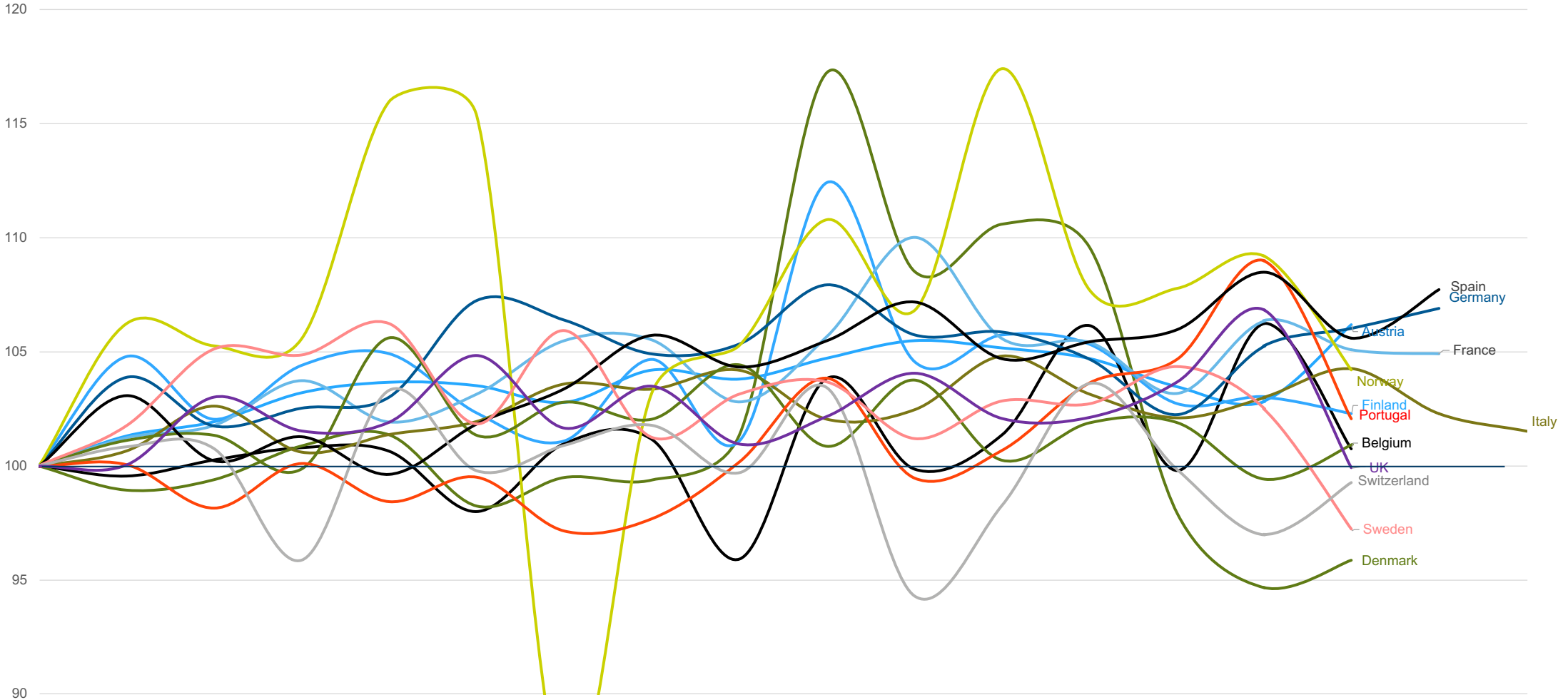
WE: PRINTER PRICE INDEX – CONSUMER TARGETED SKU'S

Weekly Printers APP Trend Index
(Pandemic Week 0 for Each Country = 100)



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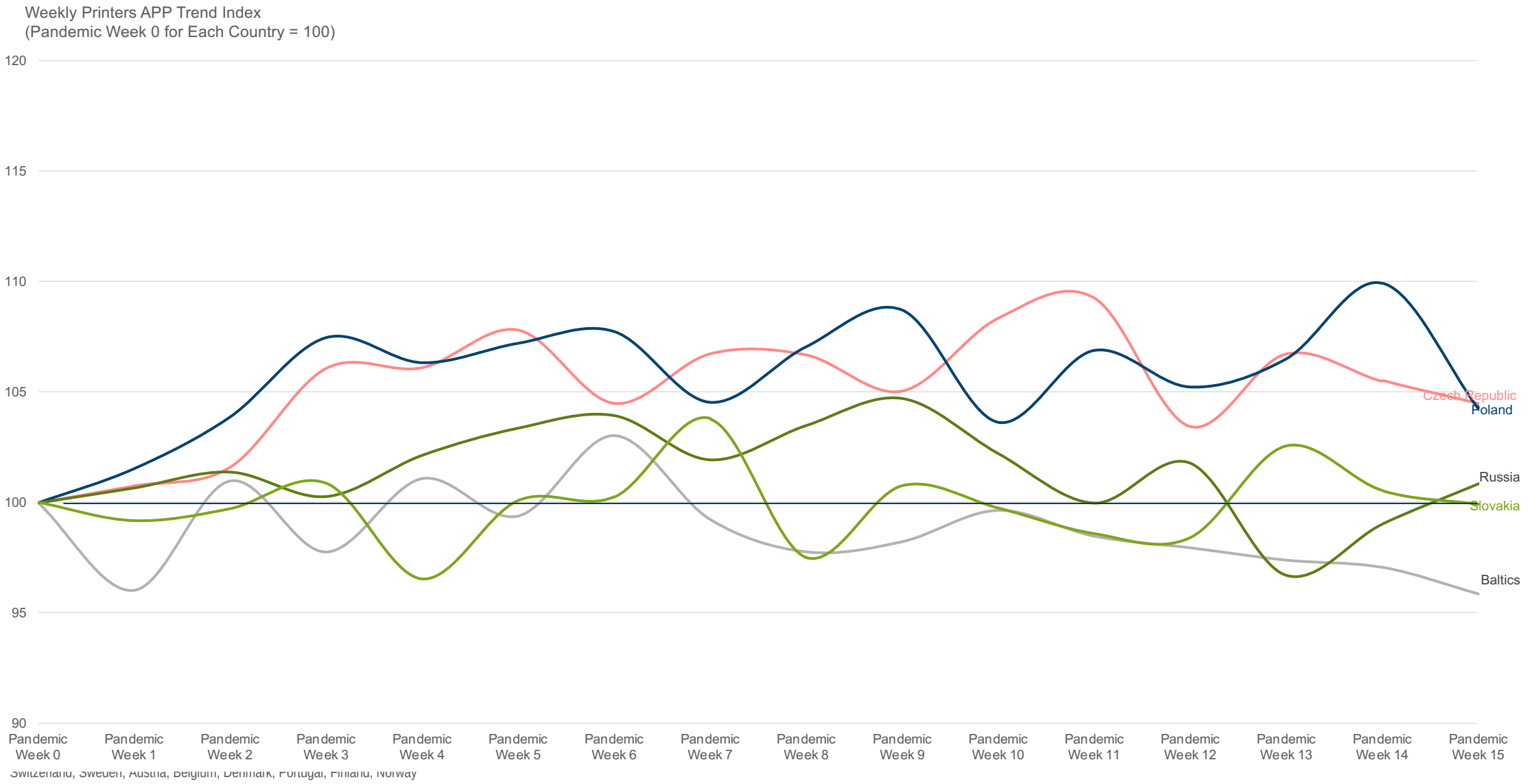
EE: PRINTER PRICE INDEX – BUSINESS TARGETED SKU'S



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EE: PRINTER PRICE INDEX – CONSUMER TARGETED SKU'S

Weekly Printers APP Trend Index
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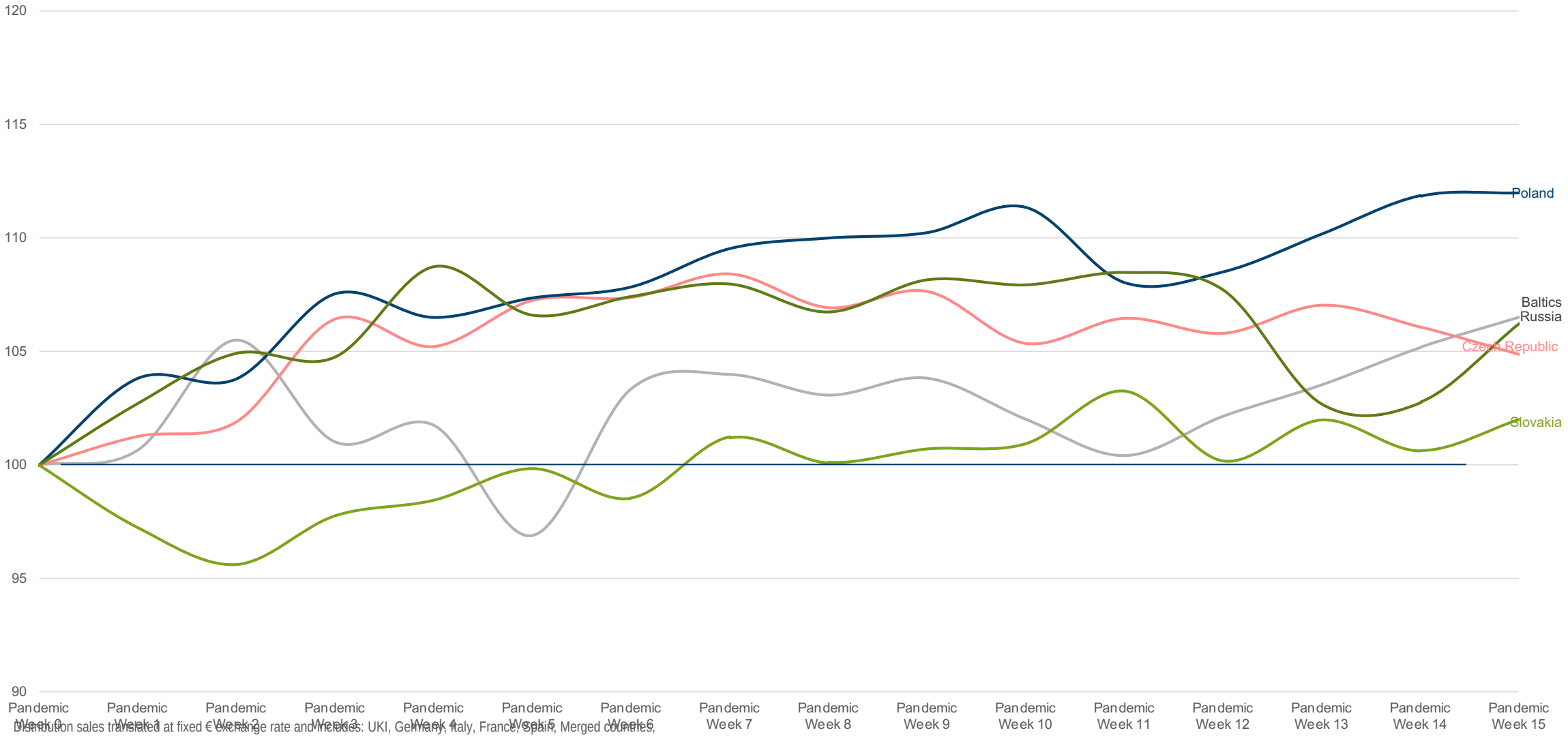

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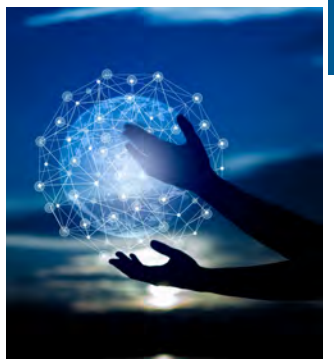
SOURCES OF GROWTH IN THE COMING MONTHS - RECAP

UP DIGITAL



RETURN OF RESELLERS

PRODUCTS

PROMO-TIONS

BUNDLES

FINANCING

GOVERN-MENT FUNDING

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03

SECTOR/CATEGORY WEATHER MAPS
INTRODUCTION OF NEW VIRTUAL CATEGORIES

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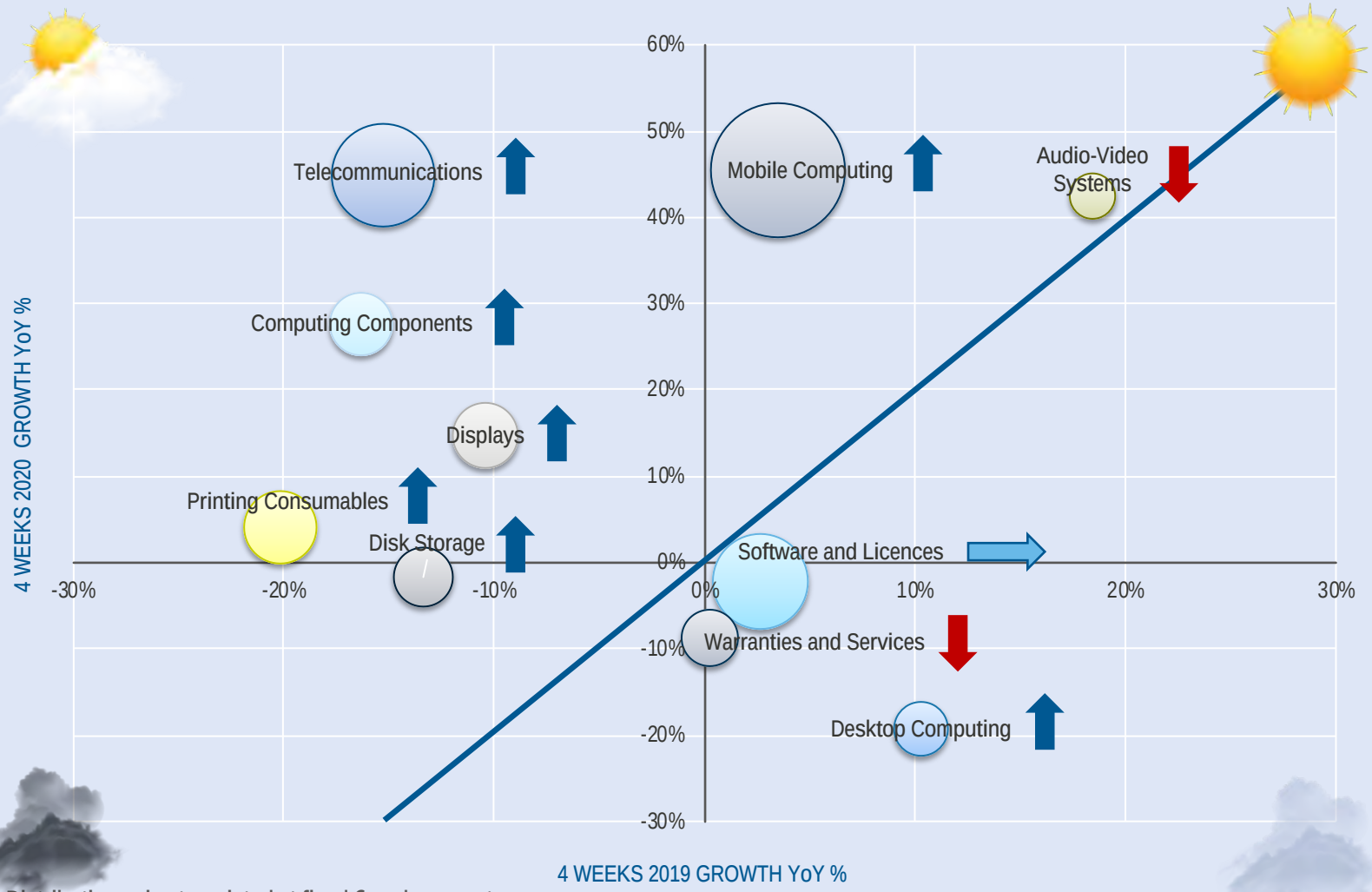
INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 25 (21/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	2019	2020
Mobile Computing	3%	**45%**
Telecommunications	-15%	**45%**
Software and Licences	3%	-2%
Printing Consumables	**-20%**	4%
Displays	-10%	15%
Computing Components	-16%	**28%**
Disk Storage	-13%	-2%
Warranties and Services	0%	-9%
Desktop Computing	10%	-19%
Audio-Video Systems	**18%**	**42%**
Computing Accessories	6%	**22%**
Networking Systems	1%	-9%
Printing	-5%	-16%
Server Computing	-15%	-11%
Data Center Networking and Security	-20%	-5%
Wearable Devices	**51%**	**24%**
Wireless Networking	-2%	11%
Power Equipment	-3%	-5%
Other Networking Equipment	-11%	8%
Home and Garden	7%	**18%**
Connectivity	5%	-7%
Removable Storage	**-23%**	**-25%**
Games Consoles	-11%	**69%**
Smart Home and Office	**39%**	**-27%**
Unified Communications	-15%	**-25%**
Scanner Imaging	1%	-6%
Electronics	**-25%**	**-39%**
Security	-17%	-12%
Tape Storage	**-40%**	10%
Terminals, Thin Clients and Points of Sales	**-21%**	**-29%**
Photo and Video Cameras	**-30%**	**-40%**
Security Devices	**33%**	8%
eHealth Devices	**19%**	**28%**

Distribution sales translated at fixed € exchange rate.

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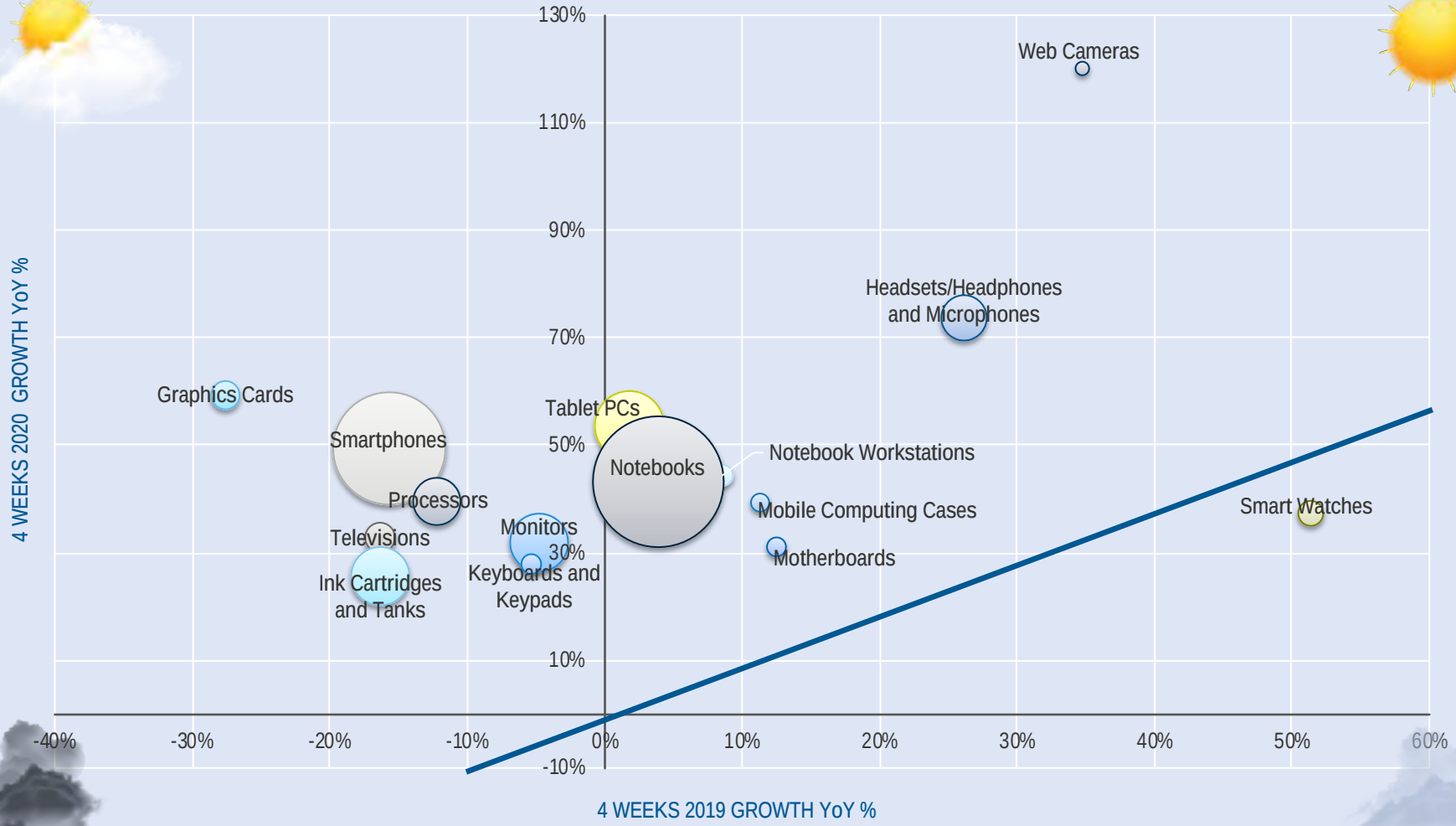
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 25 (21/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	**35%**	**120%**
Headsets/Headphones and Microphones	**26%**	**74%**
Graphics Cards	**-28%**	**59%**
Tablet PCs	2%	**54%**
Smartphones	-16%	**49%**
Notebook Workstations	9%	**44%**
Notebooks	4%	**43%**
Processors	-12%	**40%**
Mobile Computing Cases	11%	**39%**
Smart Watches	**51%**	**37%**
Televisions	-16%	**33%**
Monitors	-5%	**32%**
Motherboards	12%	**31%**
Keyboards and Keypads	-5%	**28%**
Ink Cartridges and Tanks	-16%	**26%**
Other Software and Licences	-7%	**24%**
Mice	3%	**24%**
Database Management Software	-3%	12%
Wireless Access Points	**-1%**	**11%**
Docking Stations	**18%**	10%
All-In-One Inkjets	-11%	7%
Network Management and Security Appliances	**-24%**	5%
Transceivers	-5%	2%
Security Software	5%	2%
NAS Devices	-11%	0%
RAM Memory	**-22%**	0%
Network Expansion Modules	**-33%**	-1%
Network Routers	2%	-1%
Data Management Software	-14%	-1%
Network Management Software	**22%**	-3%
Servers (PC/Mac)	-19%	-4%
Virtualisation Software	-7%	-5%
Office Applications Software	5%	-7%
Graphics and Design Software	15%	-7%
Disk Arrays	-1%	-7%
Operating Systems Software	-3%	-8%
Laser Printers	-20%	-9%
Warranties and Services	0%	-9%
Cables and Connectivity Adapters	4%	-9%
Toner	**-24%**	-12%
Network Switches	1%	-13%
Uninterruptable Power Supplies (UPS)	-1%	-13%
Desktop Workstations (PC/Mac)	-5%	-13%
All-in-One Lasers	2%	-19%
Desktops	13%	-20%
Large Format Displays	-12%	**-21%**
Long Life Consumables	-14%	**-22%**

Distribution sales translated at fixed € exchange rate.

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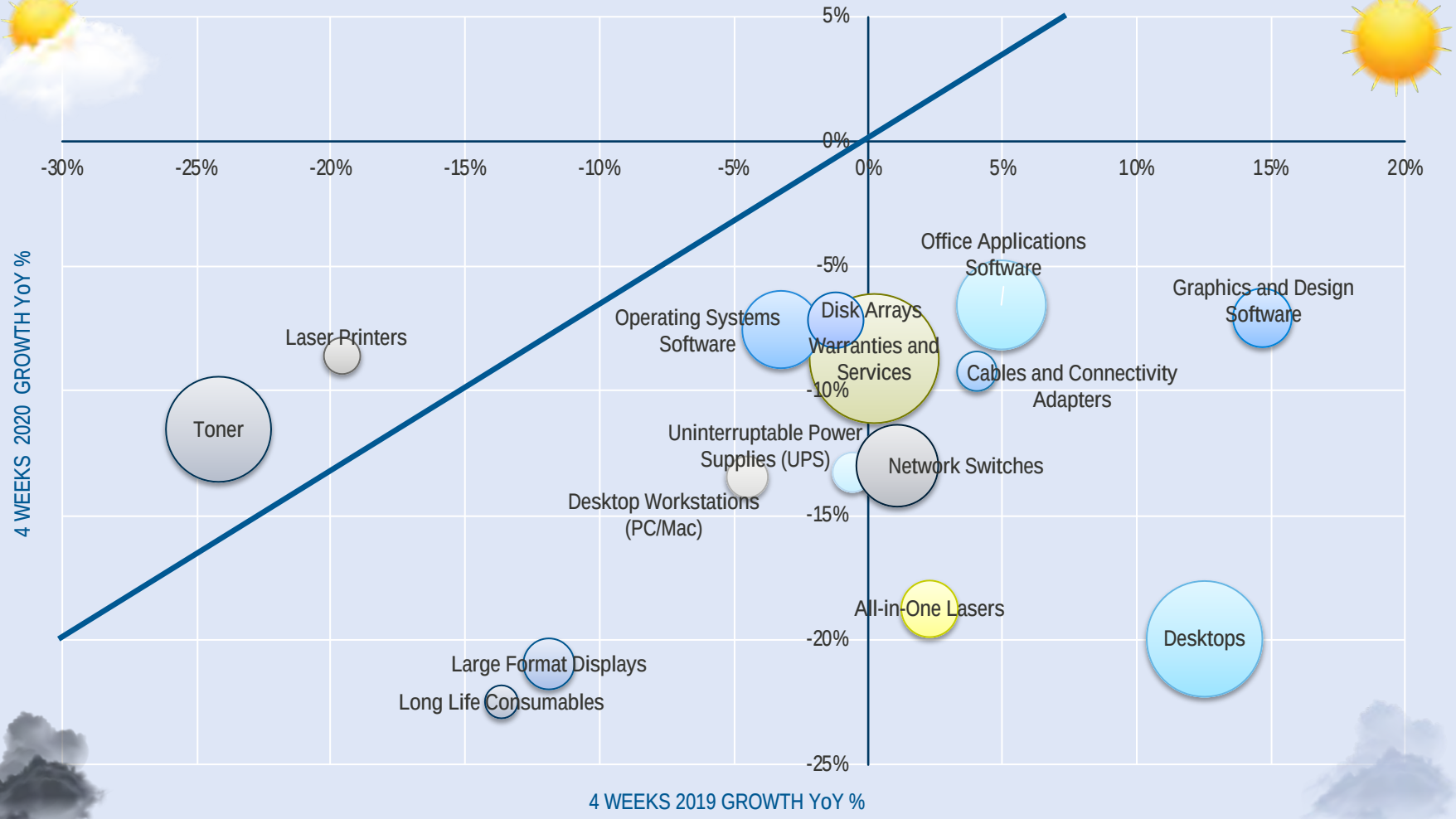
CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 25 (21/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Long Life Consumables	-14%	**-22%**
Large Format Displays	-12%	**-21%**
Desktops	13%	-20%
All-in-One Lasers	2%	-19%
Desktop Workstations (PC/Mac)	-5%	-13%
Uninterruptable Power Supplies (UPS)	-1%	-13%
Network Switches	1%	-13%
Toner	**-24%**	-12%
Cables and Connectivity Adapters	4%	-9%
Warranties and Services	0%	-9%
Laser Printers	-20%	-9%
Operating Systems Software	-3%	-8%
Disk Arrays	-1%	-7%
Graphics and Design Software	15%	-7%
Office Applications Software	5%	-7%
Virtualisation Software	-7%	-5%
Servers (PC/Mac)	-19%	-4%
Network Management Software	**22%**	-3%
Data Management Software	-14%	-1%
Network Routers	2%	-1%
Network Expansion Modules	**-33%**	-1%
RAM Memory	**-22%**	0%
NAS Devices	-11%	0%
Security Software	5%	2%
Transceivers	-5%	2%
Network Management and Security Appliances	**-24%**	5%
All-In-One Inkjets	-11%	7%
Docking Stations	**18%**	10%
Wireless Access Points	-1%	11%
Database Management Software	-3%	12%
Mice	3%	**24%**
Other Software and Licences	-7%	**24%**
Ink Cartridges and Tanks	-16%	**26%**
Keyboards and Keypads	-5%	**28%**
Motherboards	12%	**31%**
Monitors	-5%	**32%**
Televisions	-16%	**33%**
Smart Watches	**51%**	**37%**
Mobile Computing Cases	11%	**39%**
Processors	-12%	**40%**
Notebooks	4%	**43%**
Notebook Workstations	9%	**44%**
Smartphones	-16%	**49%**
Tablet PCs	2%	**54%**
Graphics Cards	**-28%**	**59%**
Headsets/Headphones and Microphones	**26%**	**74%**
Web Cameras	**35%**	**120%**

Distribution sales translated at fixed € exchange rate.

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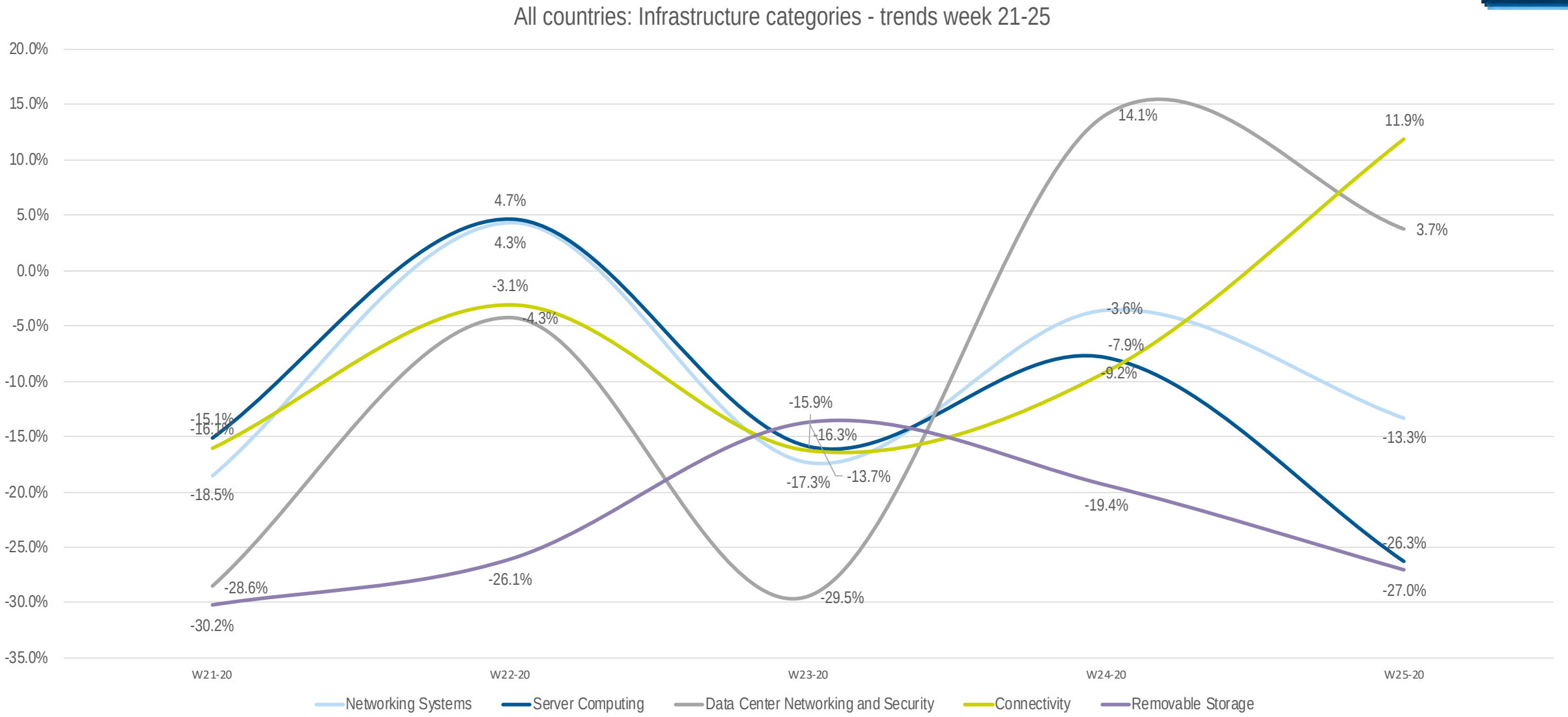
GREEN SHOOTS LOOKING IN NEED OF WATER IN INFRASTRUCTURE (WEEKLY VIEW)



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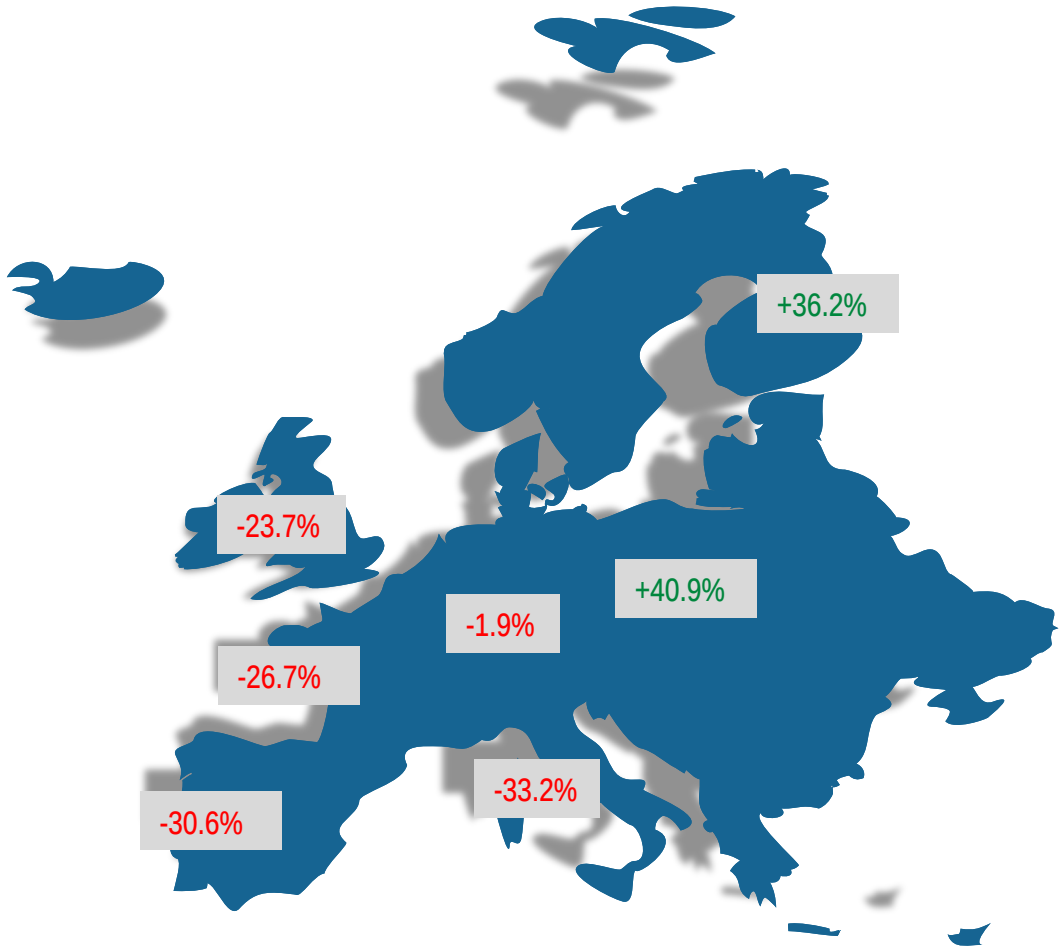
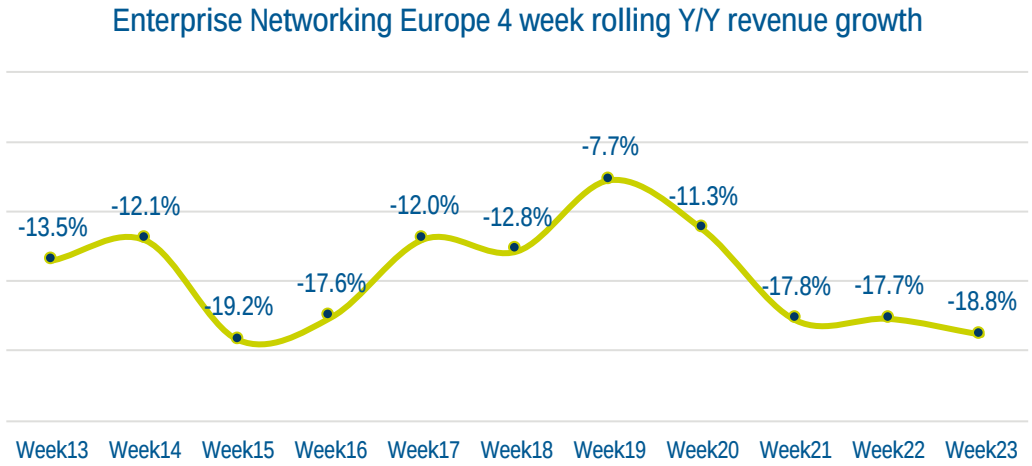
Enterprise Update

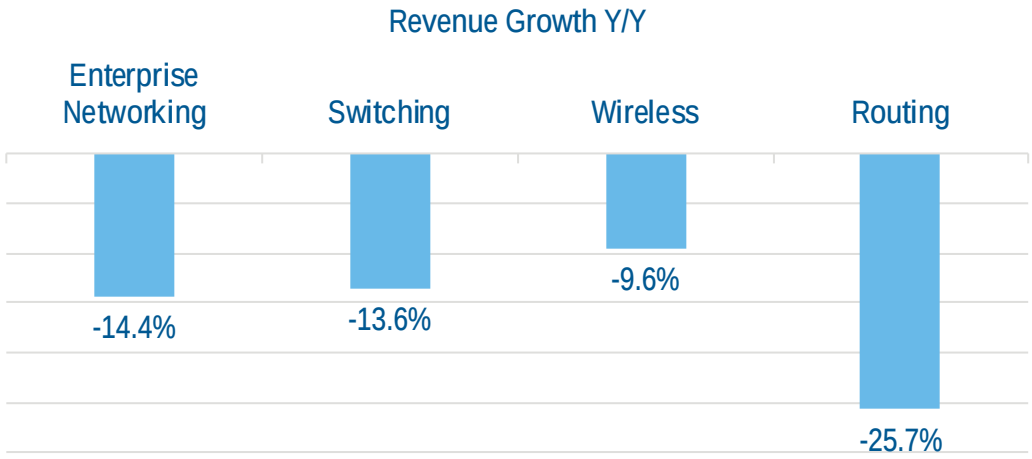
1st July 2020

ENTERPRISE NETWORKING EUROPE: W EUROPE DOWN, E EUROPE UP

Enterprise Networking Y/Y revenue growth week10 to week23 2020 based on CONTEXT Distribution panel







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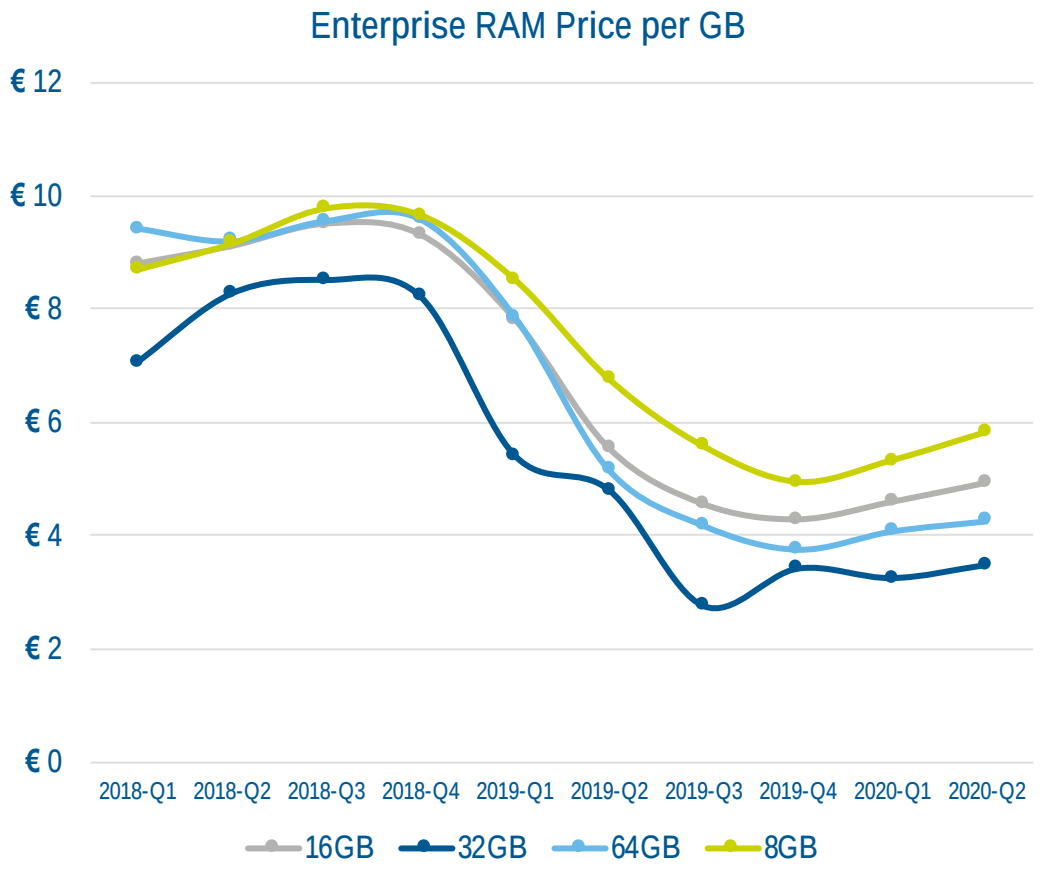
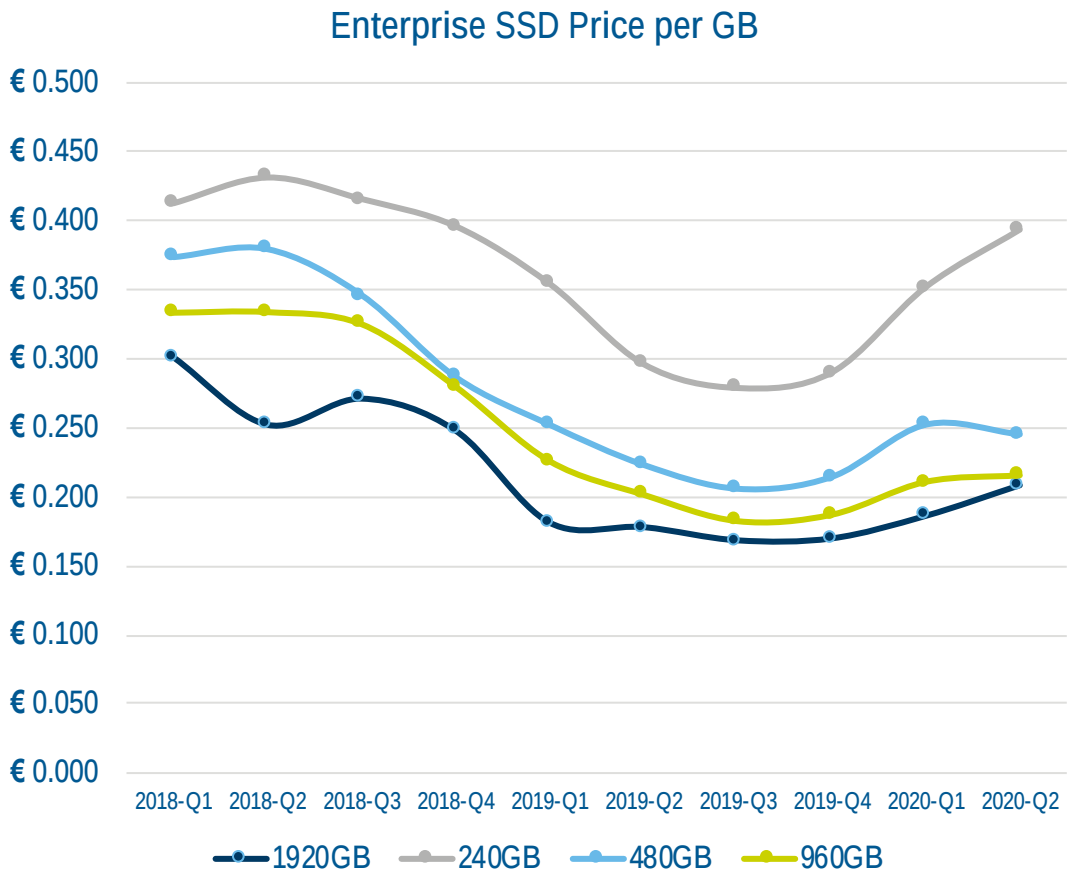
ENTERPRISE: COMPONENT PRICES ARE ON THE UP

Enterprise RAM and SSD price per GB based on European CONTEXT distribution panel





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Top 20 Growth Categories, US Distribution Market

Ranked on Revenue % Change (latest week) – US $

	US 4 weeks ended 16/5/2020 (Wk 20)	US 4 weeks ended 23/5/2020 (Wk 21)	US 4 weeks ended 06/6/2020 (Wk 23)	US 4 weeks ended 13/6/2020 (Wk 24)
POS PCs				275%
BTO POS PCs		42%	173%	235%
USB Camera	178%	129%	213%	221%
BTO Servers	23%	40%	73%	82%
Motherboards	35%	32%	56%	71%
X86 CPU Chips	29%	40%	45%	50%
Video cards	47%	21%	24%	34%
PC Headsets	51%	51%	44%	34%
Cases	37%	31%	24%	34%
Power supplies	6%		8%	11%
Storage Area Network	43%			10%
BTO Workstations				7%
Laptop Cases			5%	6%
Inkjet SF Printers				5%
Communication Servers	8%	4%	3%	5%
Inkjet Cartridges			-2%	4%
Network Cables		-8%	-2%	2%
BTO Notebook Computers	2%	11%	0%	-3%
Notebook Computers	46%	31%	0%	-7%
Mobile Power				-9%

Distribution sales in $

US HIGHLIGHTS

Global Distribution Update

Top Growth Categories in US

BTO Servers are doing well

Notebooks have continued their decline

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04 CHANNEL HEALTH

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SMR EXCEPTION IN THE UK

Business Sectors	Channel	WESTERN EUROPE													
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE
Business Channels	Corporate Reseller	-9%	10%	-13%	15%	-12%	-8%	-2%	22%	-23%	21%	-1%	10%	8%	-3%
	Small and Medium Reseller	24%	-20%	28%	9%	14%	33%	1%	8%	4%	9%	9%	23%	-5%	14%
	Etailer Business	19%	-5%	-2%	-5%	-1%	-8%	-19%	19%	-25%	-46%	12%	-9%	23%	-12%
Retail Channels	Etailer Consumer	29%	66%	6%	0%	54%	41%	102%	106%	39%	46%	49%	9%	30%	29%
	Retail Chain	62%	35%	82%	58%	42%	39%	20%	25%	15%	66%	-7%	19%	-17%	2%

Business Sectors	Channel	EASTERN EUROPE				
		Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-1%	19%	-2%	-27%	10%
	Small and Medium Reseller	-9%	36%	16%	-5%	-15%
	Etailer Business	-16%	13%	60%	-26%	-33%
Retail Channels	Etailer Consumer	-13%	68%	13%	41%	23%
	Retail Chain	-26%	55%	75%	26%	1%

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

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Thank you!

ANY QUESTIONS?

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 25 (to June 21 2020) vs Same Period 2019**

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

Date Published: **29 June 2020**

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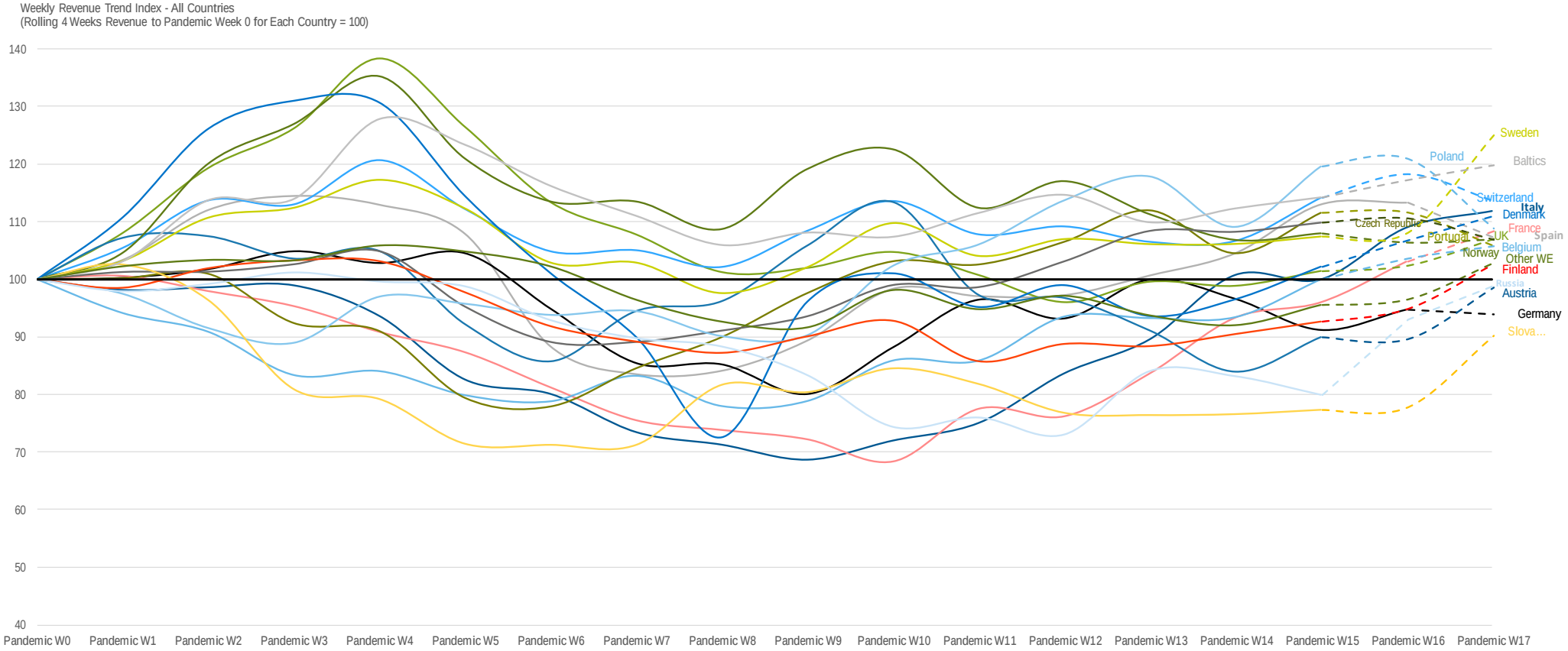
Index Total Market

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 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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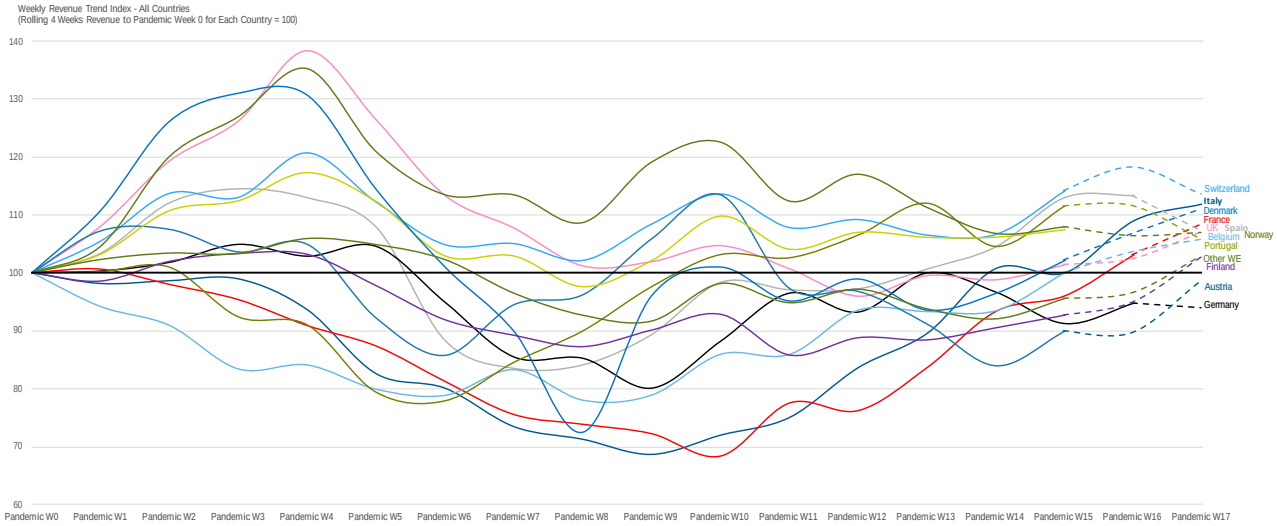
Index Total Market WE

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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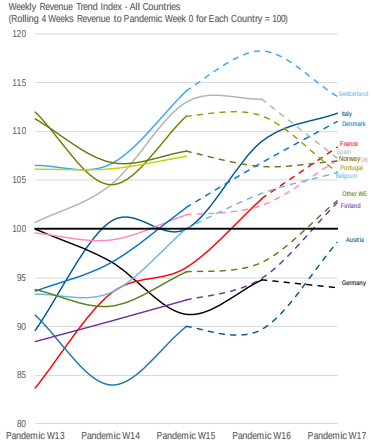

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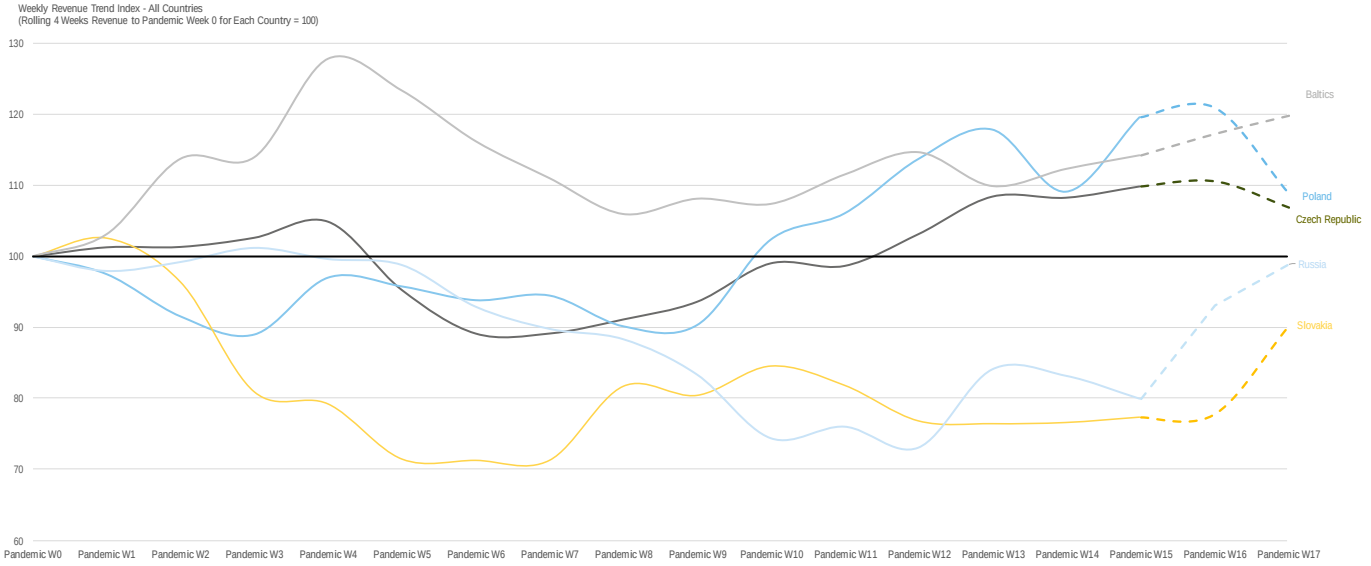
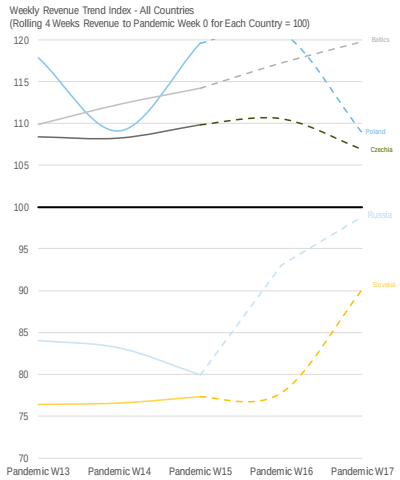
Index Total Market EE

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 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.

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Index Revenue Trend - Western Europe

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)

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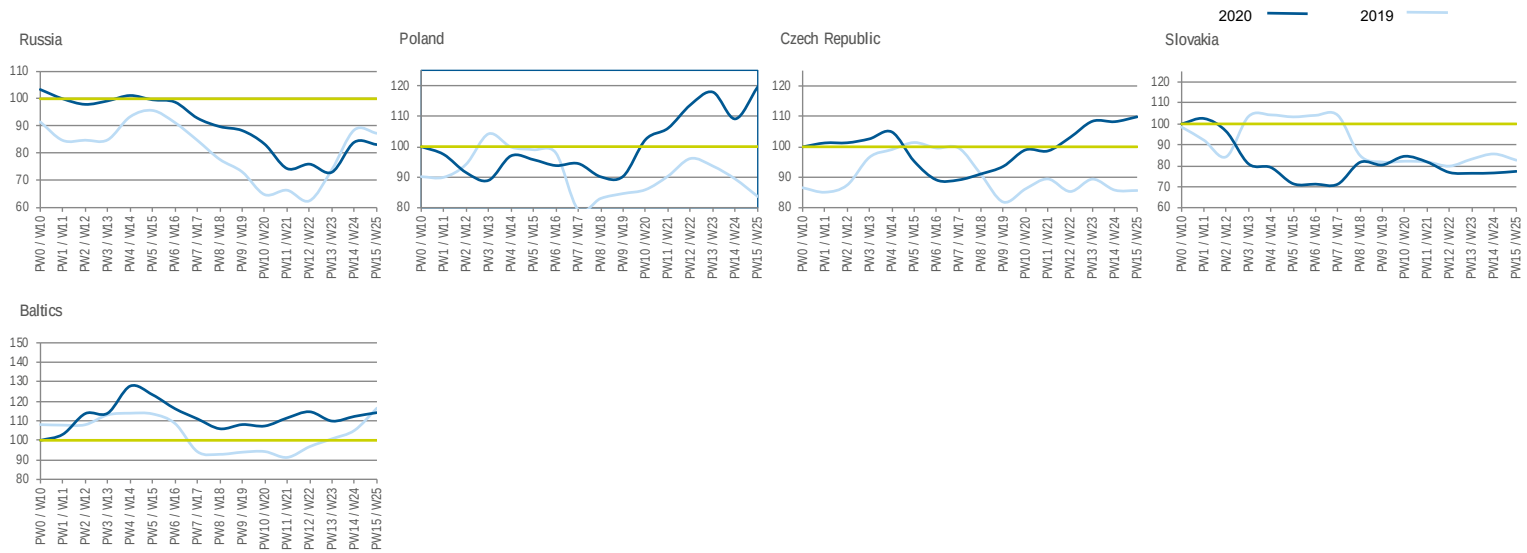
Index Revenue Trend - Eastern Europe

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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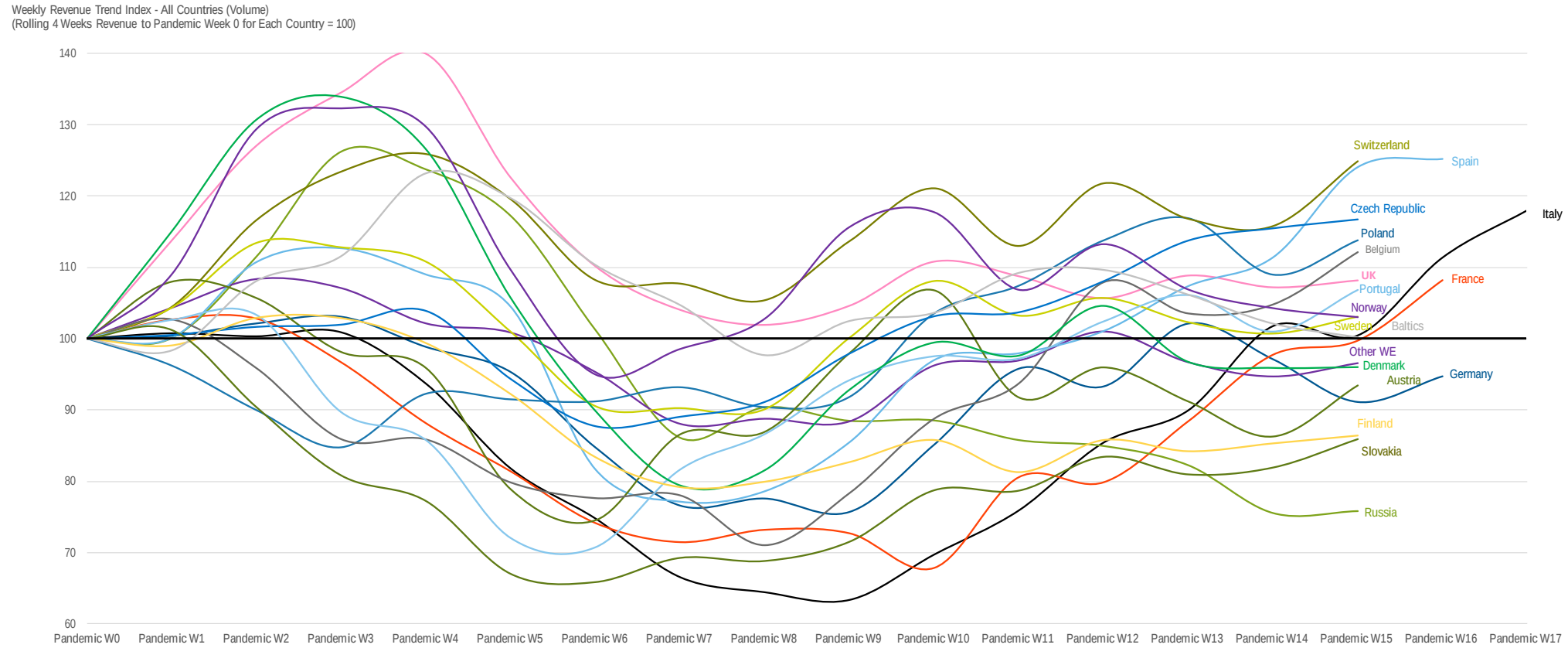
Index Volume Market

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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Index Volume Market - Western Europe

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)

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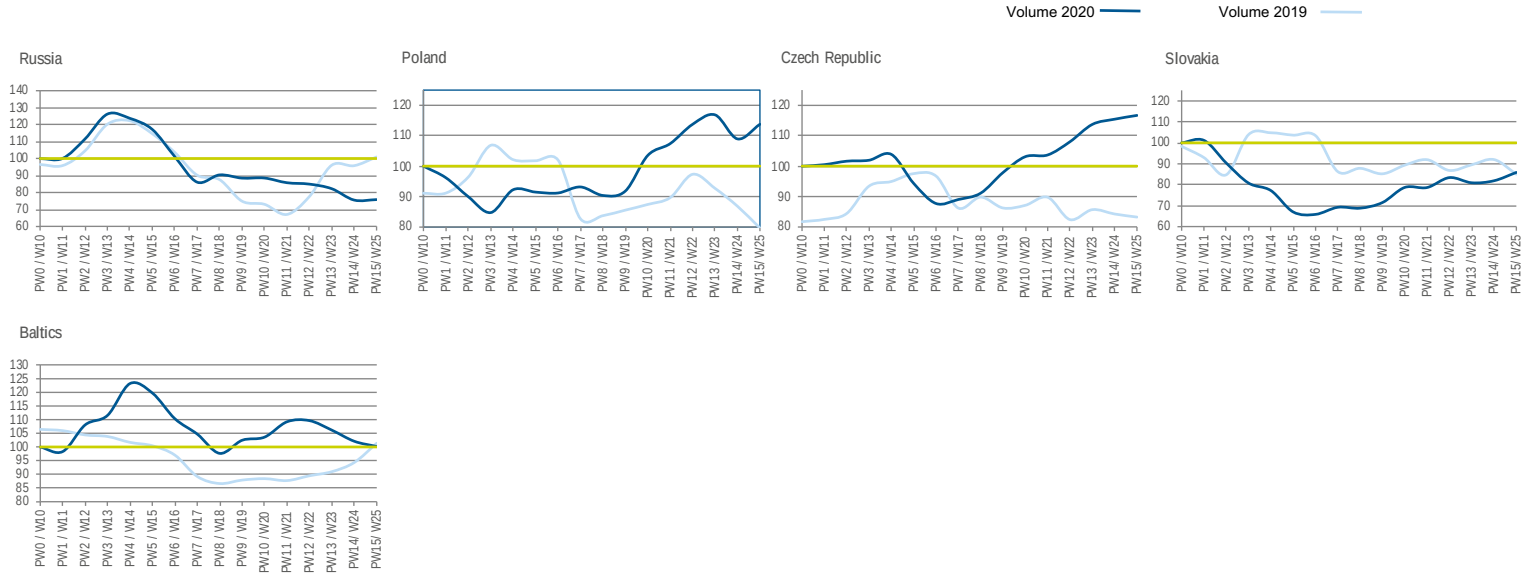
Index Volume Market - Eastern Europe

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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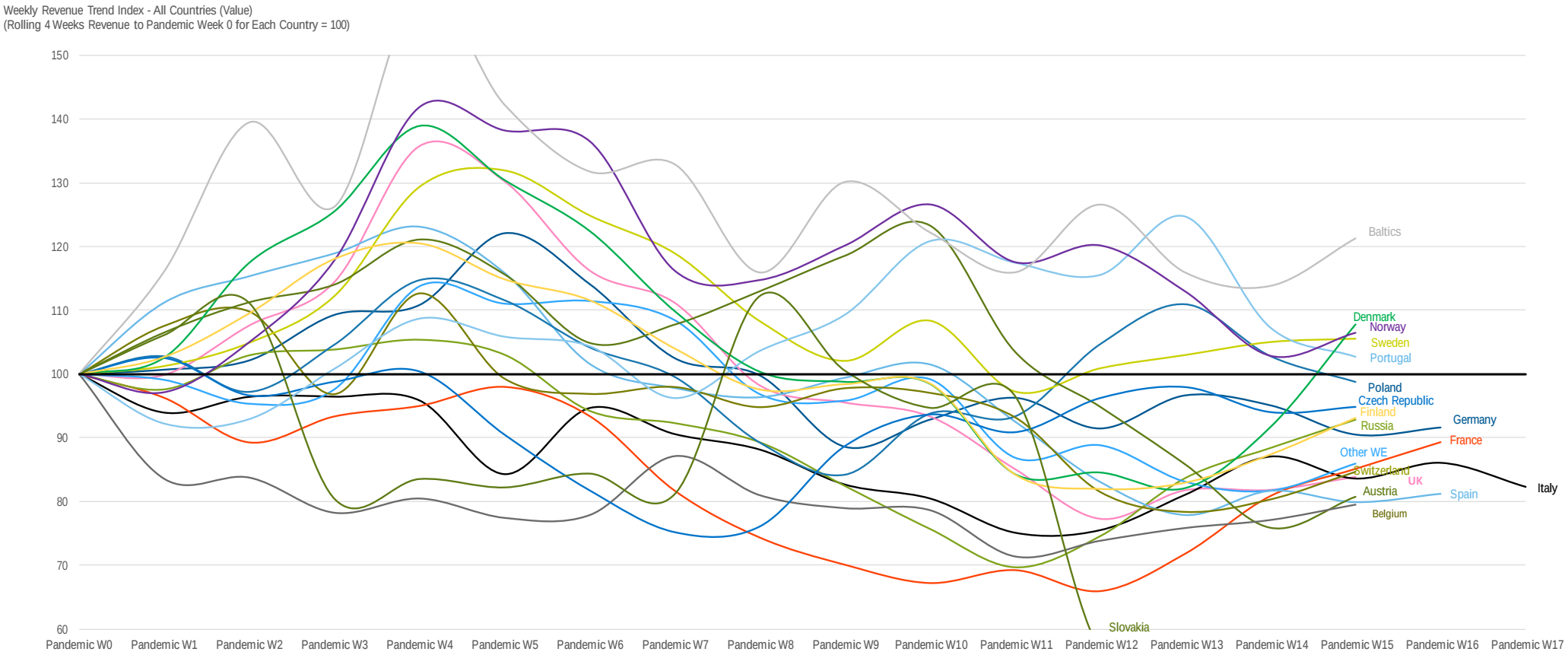
Index Value Market

Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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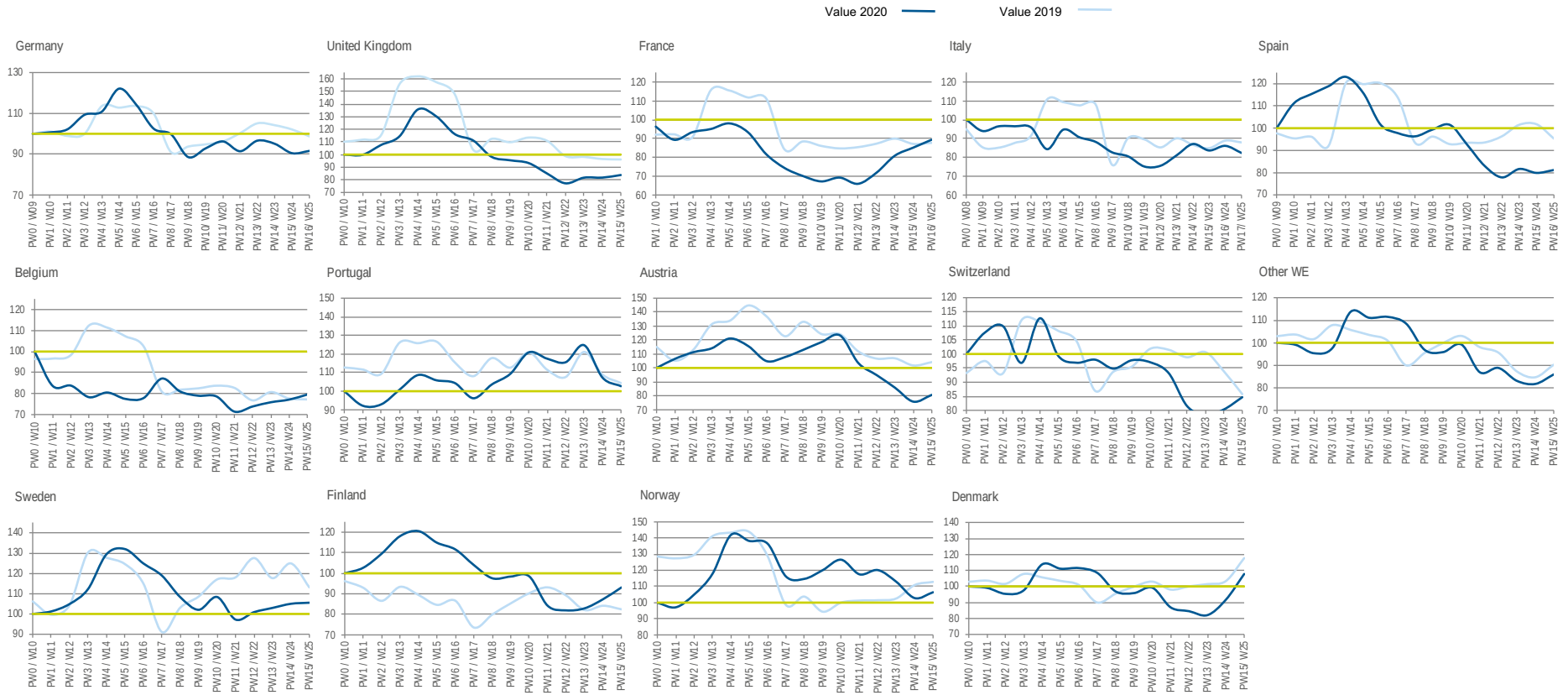

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Index Value Market - Eastern Europe

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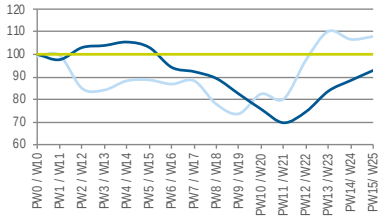
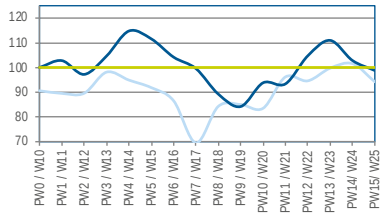
Value 2020 — Value 2019

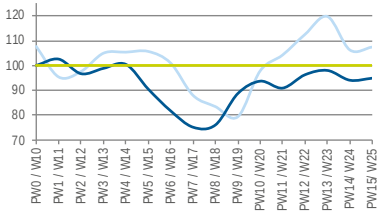
Russia



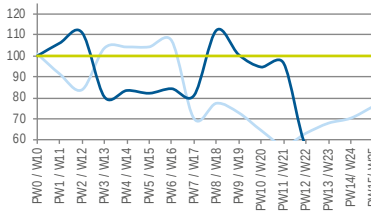
Poland



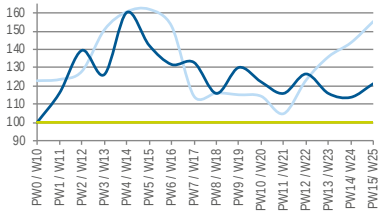
Czech Republic



Slovakia



Baltics



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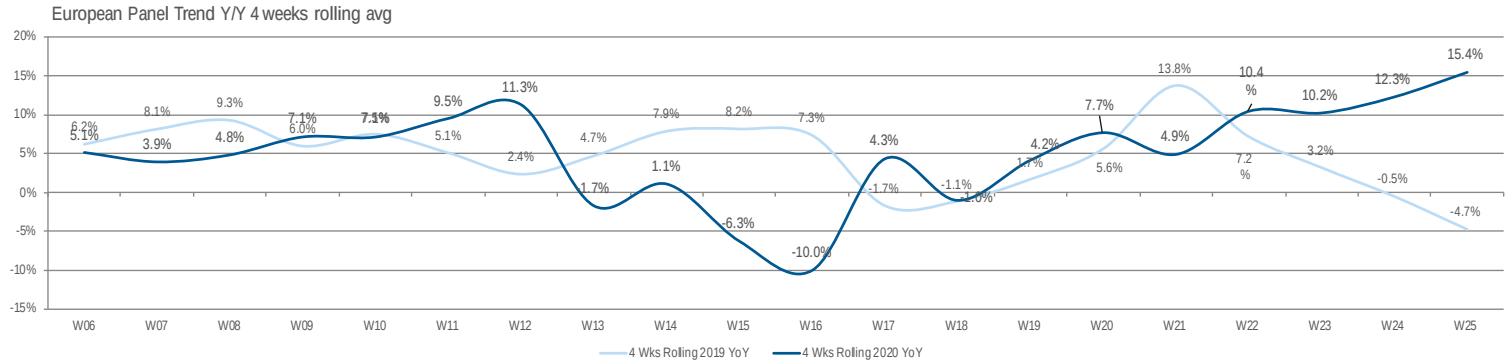
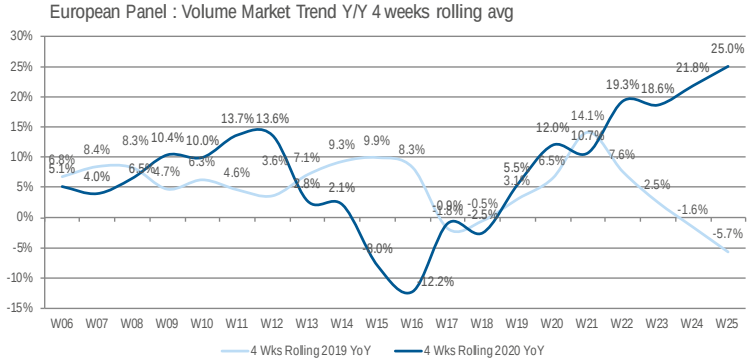
Weekly %YoY Trend

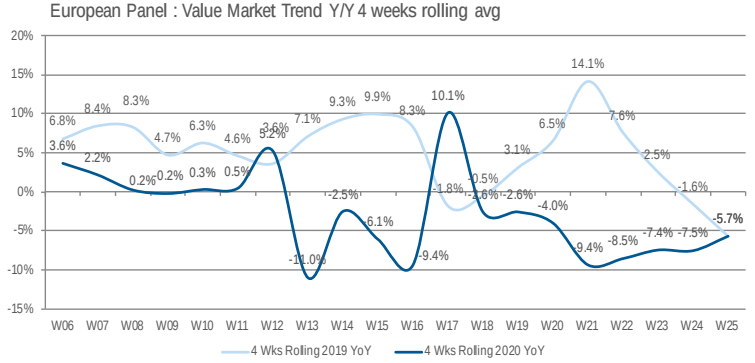
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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





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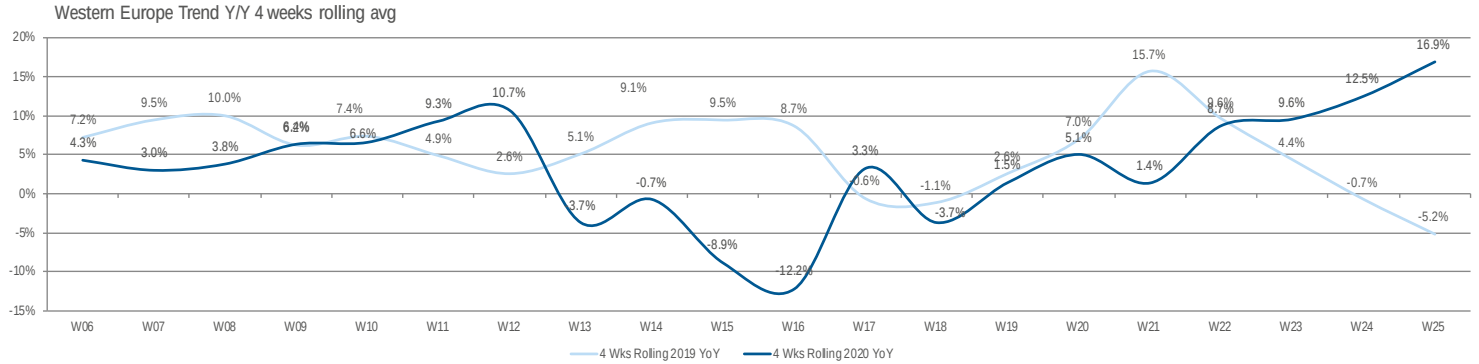
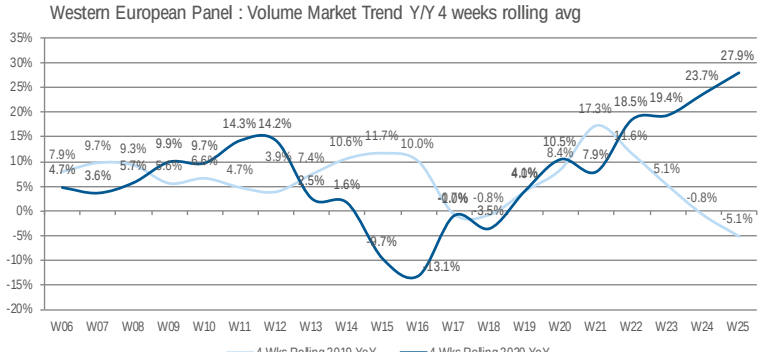
Weekly %YoY Trend Western Europe

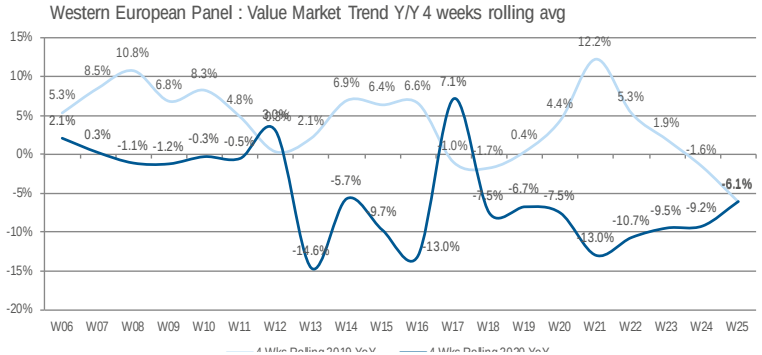
% Change in sales through IT Distribution in Euros

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





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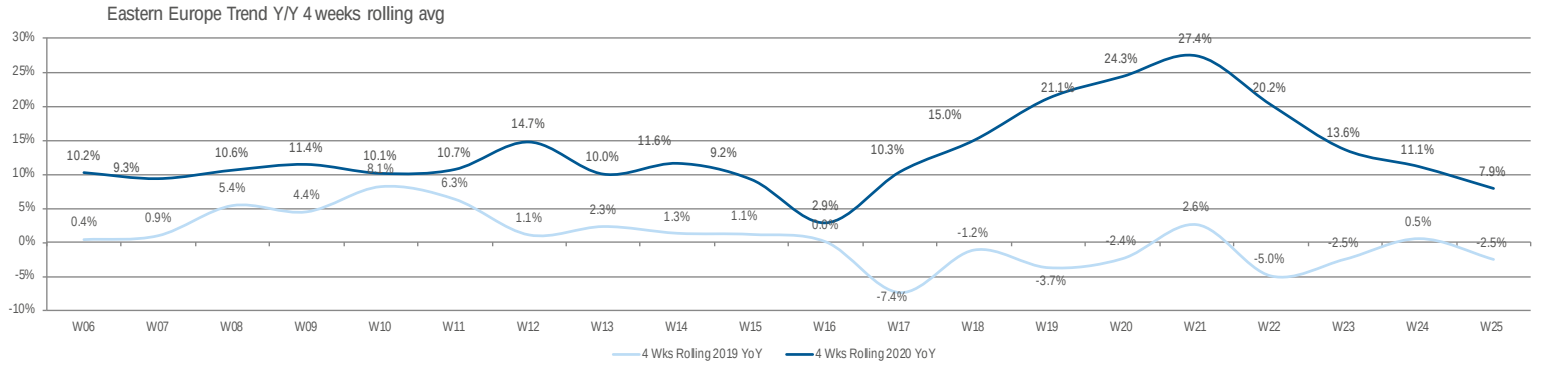
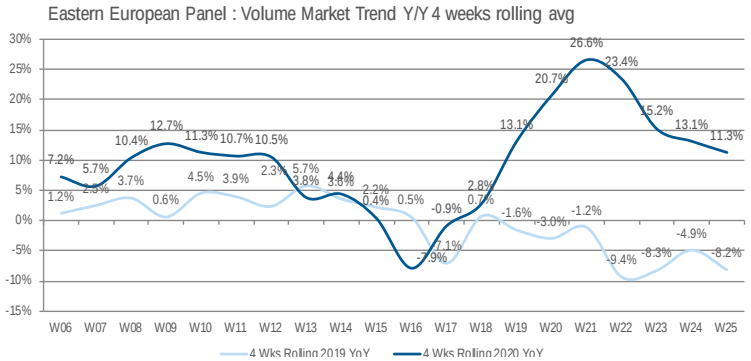
Weekly %YoY Trend Eastern Europe

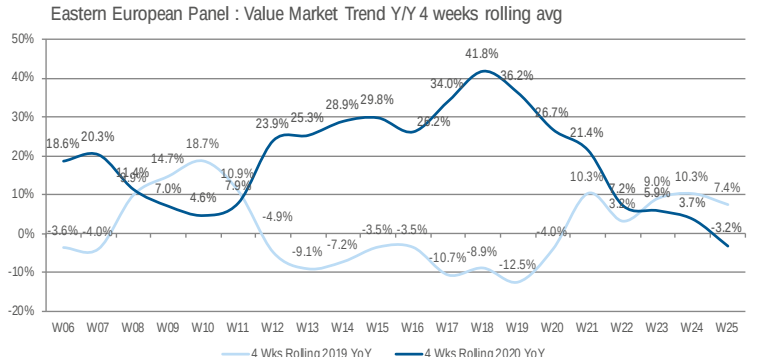
% Change in sales through IT Distribution in Euros

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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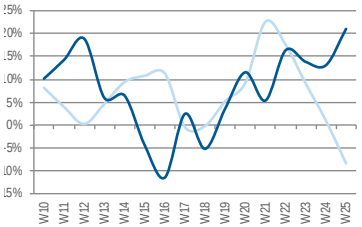
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

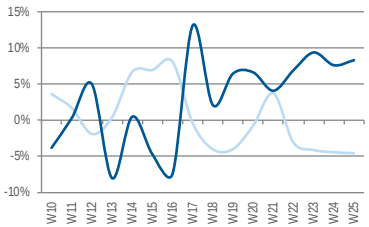
Rolling 4 Week Periods

2020 2019

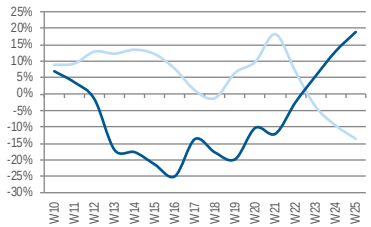
Germany growth Y/Y 4 weeks rolling avg



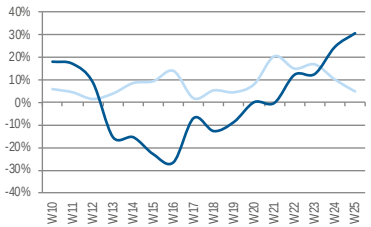
United Kingdom growth Y/Y 4 weeks rolling avg



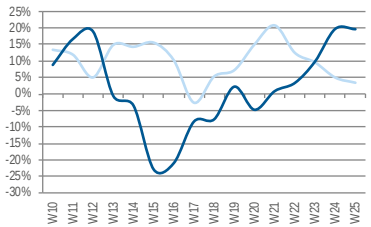
France growth Y/Y 4 weeks rolling avg



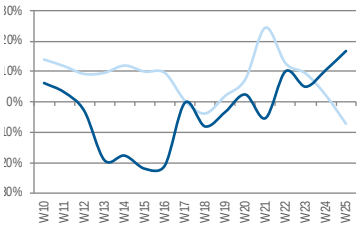
Italy growth Y/Y 4 weeks rolling avg



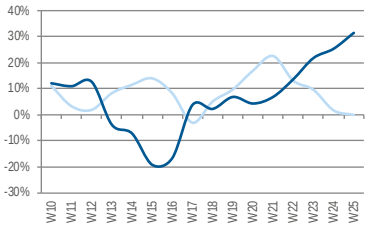
Spain growth Y/Y 4 weeks rolling avg



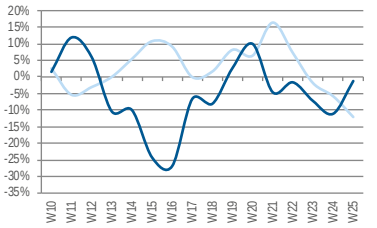
Belgium growth Y/Y 4 weeks rolling avg



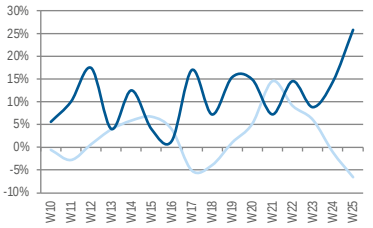
Portugal growth Y/Y 4 weeks rolling avg



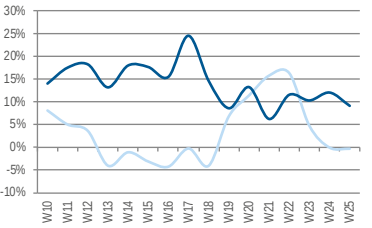
Austria growth Y/Y 4 weeks rolling avg



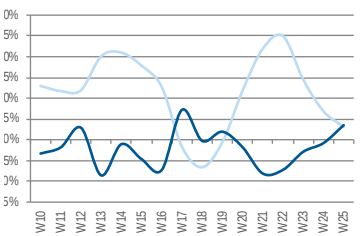
Switzerland growth Y/Y 4 weeks rolling avg



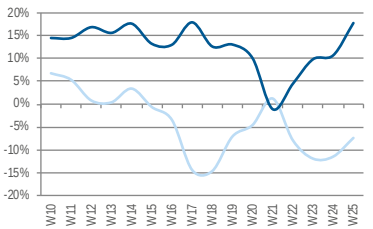
Other WE growth Y/Y 4 weeks rolling avg



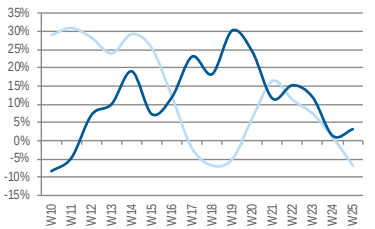
Sweden growth Y/Y 4 weeks rolling avg



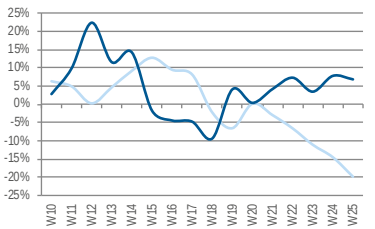
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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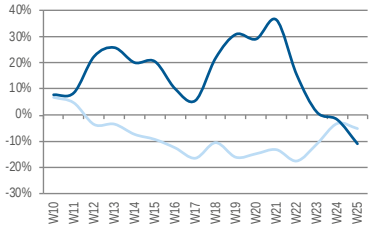
Weekly %YoY Trend - Eastern Europe

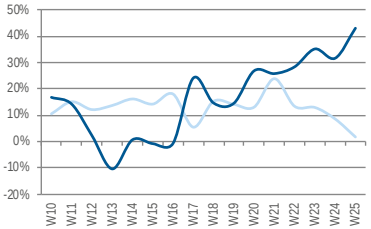
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

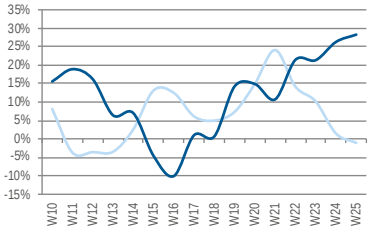
Russia growth Y/Y 4 weeks rolling avg



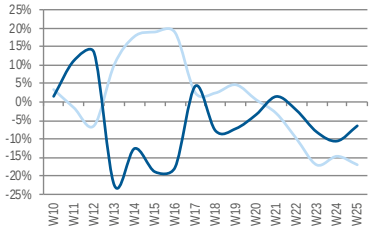
Poland growth Y/Y 4 weeks rolling avg



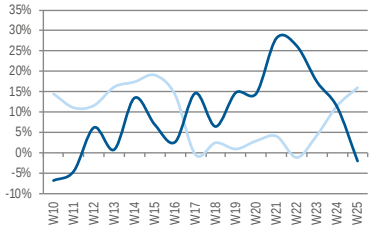
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



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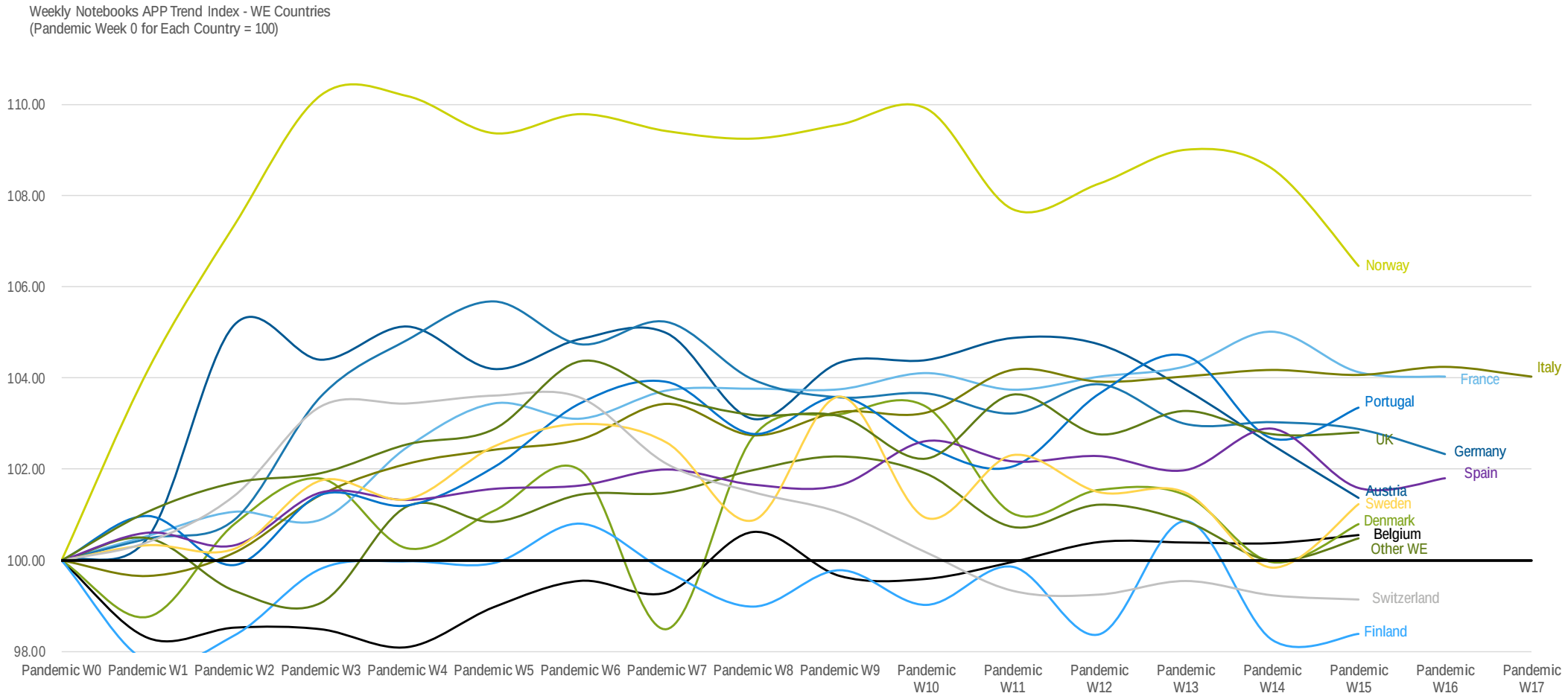
Weekly Notebooks Average Product Price Trend - Western Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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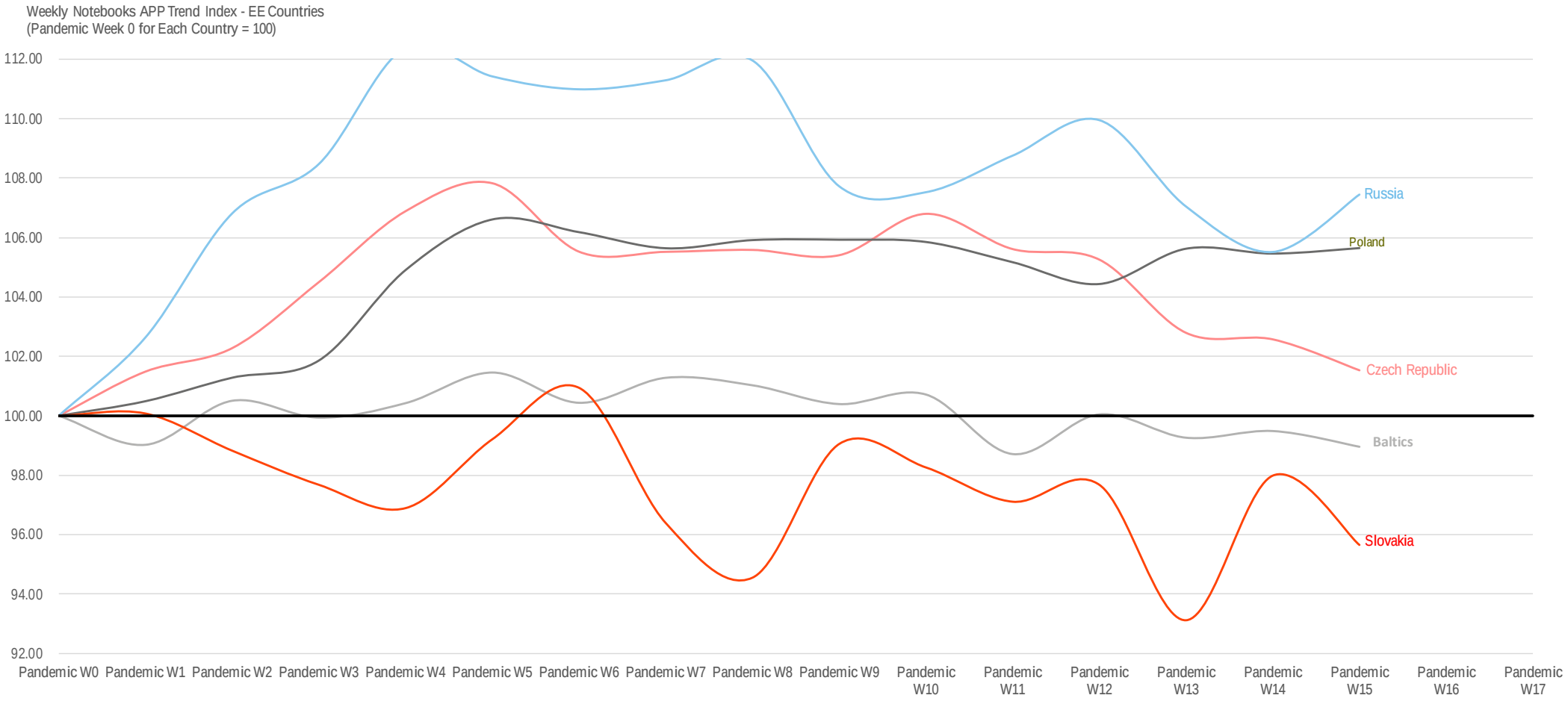
Weekly Notebooks Average Product Price Trend - Eastern Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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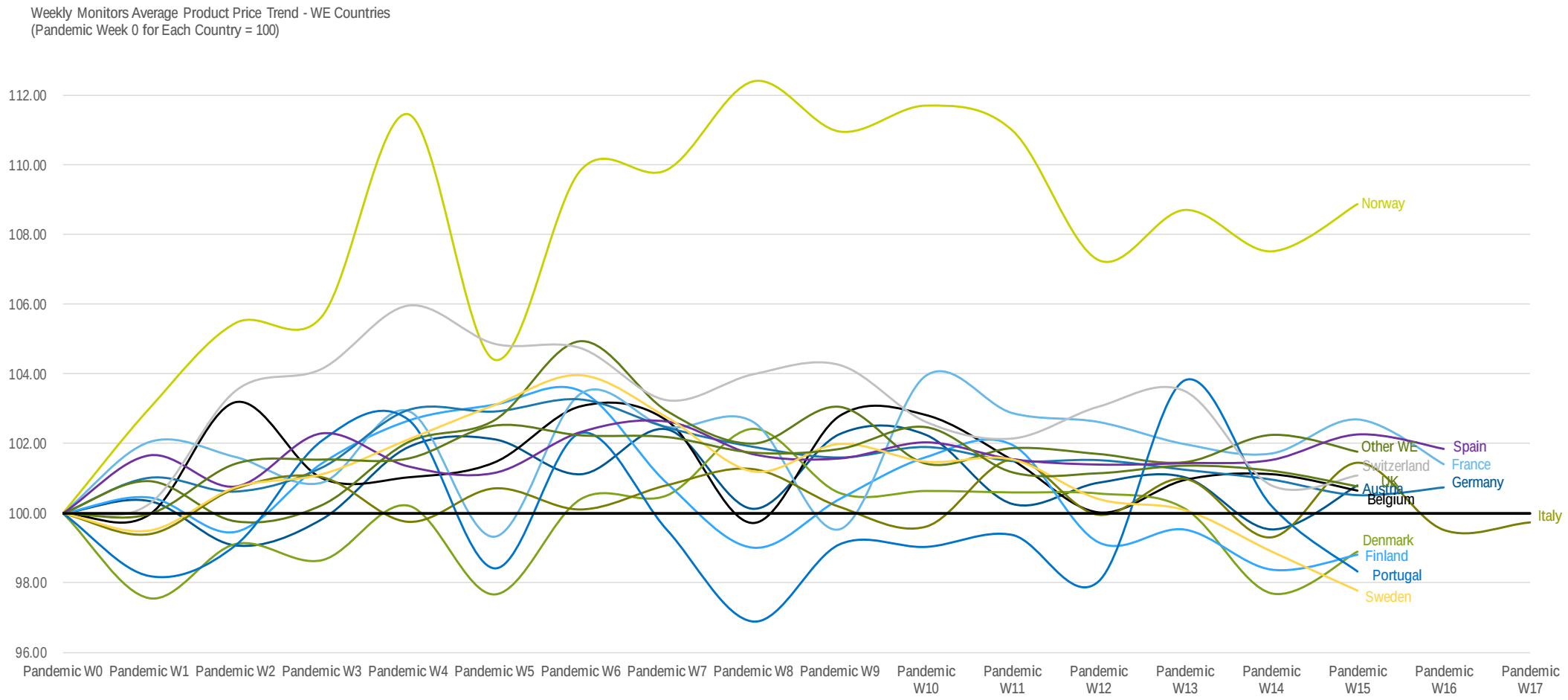
Weekly Monitors Average Product Price Trend - Western Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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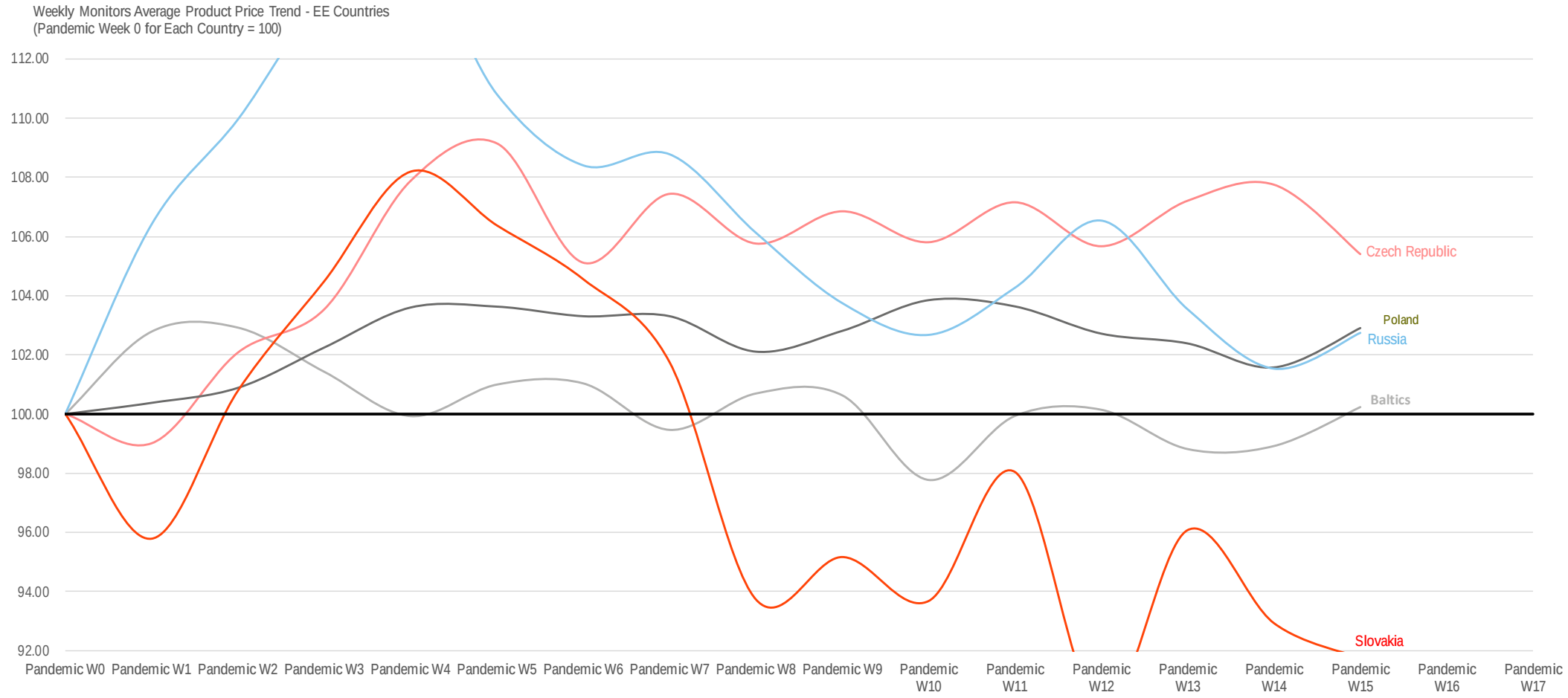
Weekly Monitors Average Product Price Trend - Eastern Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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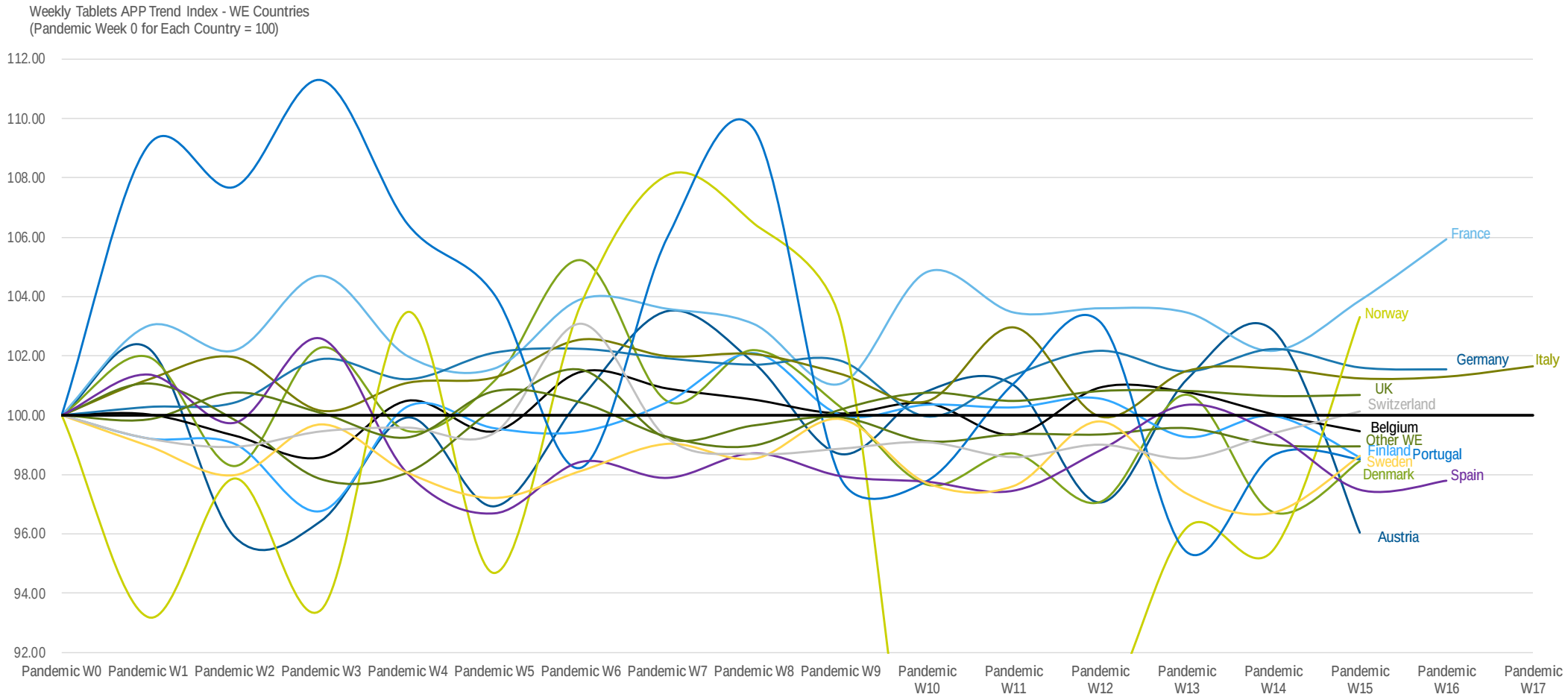
Weekly Tablets Average Product Price Trend - Western Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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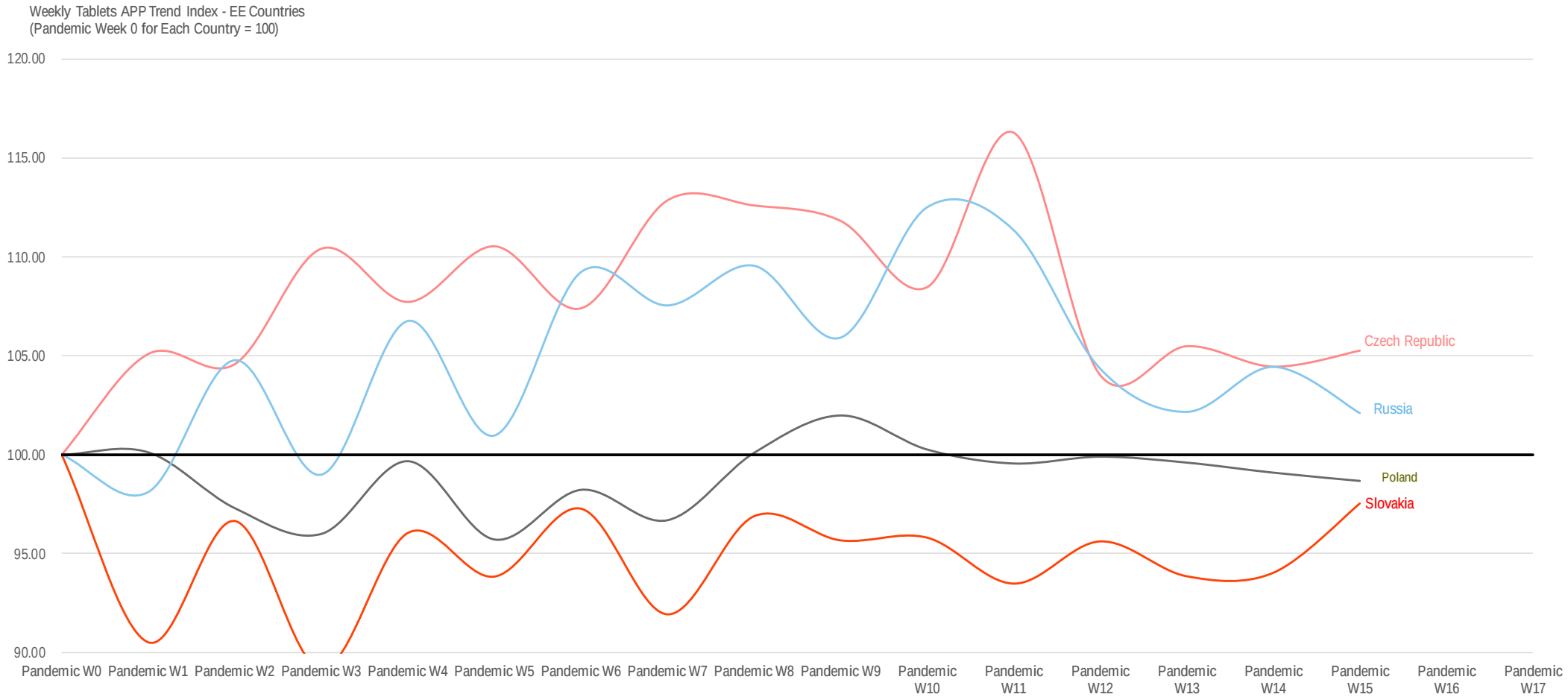
Weekly Tablets Average Product Price Trend - Eastern Europe

APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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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 25 (to June 21 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-W24	Rank-W25	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1	Mobile Computing	69%	46%	115%	36%	49%	29%	-9%	30%	41%	83%	15%	13%	5%	17%	-3%	78%	51%	31%	34%	49%	28%	46%
3	2	Telecommunications	39%	29%	71%	81%	78%	126%	36%	36%	-9%	36%	27%	21%	21%	1%	-64%	73%	51%	73%	83%	48%	29%	45%
1	3	Audio-Video Systems	87%	9%	39%	-4%	32%	189%	-2%	88%	-12%	64%	51%	135%	53%	58%	-41%	103%	49%	57%	-5%	45%	22%	43%
4	4	Computing Components	63%	23%	16%	25%	32%	40%	45%	37%	27%	-8%	2%	36%	51%	29%	-23%	81%	55%	18%	13%	35%	7%	28%
7	5	Wearable Devices	61%	21%	26%	-35%	48%	-9%	-23%	41%	26%	86%	-5%	4%	-52%	-18%	22%	156%	-2%	-43%	-72%	22%	38%	24%
5	6	Computing Accessories	34%	10%	39%	12%	29%	37%	-15%	24%	36%	73%	4%	-8%	16%	17%	20%	37%	31%	17%	8%	22%	26%	22%
8	7	Displays	33%	19%	12%	-13%	16%	28%	-14%	9%	33%	-48%	20%	13%	10%	20%	17%	26%	20%	-5%	-29%	14%	16%	15%
6	8	Wireless Networking	39%	6%	7%	-5%	-31%	7%	-25%	25%	8%	2%	13%	-30%	84%	25%	-12%	54%	61%	19%	3%	10%	13%	11%
9	9	Other Networking Equipment	25%	9%	3%	-5%	-2%	-10%	19%	22%	5%	3%	47%	-43%	-34%	1%	-4%	49%	20%	-21%	15%	8%	4%	7%
11	10	Printing Consumables	13%	-16%	-1%	26%	-2%	12%	15%	16%	1%	0%	-3%	5%	-9%	28%	-32%	4%	96%	-70%	-13%	7%	-10%	4%
13	11	Disk Storage	10%	2%	-10%	-4%	4%	4%	56%	34%	13%	44%	0%	-7%	-27%	-12%	-22%	-12%	-29%	2%	-49%	5%	-21%	-2%
10	12	Software and Licences	-11%	-16%	-6%	32%	-14%	3%	6%	-6%	-19%	52%	-3%	35%	-6%	2%	42%	1%	-9%	-41%	-27%	-4%	11%	-2%
16	13	Power Equipment	13%	-17%	-15%	-19%	-19%	2%	22%	19%	11%	-20%	8%	22%	-3%	37%	-14%	-9%	10%	-12%	-14%	-2%	-12%	-5%
14	14	Scanner Imaging	-12%	8%	-23%	-13%	15%	7%	-51%	-38%	-18%	-18%	-11%	-7%	81%	6%	3%	16%	-1%	-9%	-54%	-8%	3%	-6%
19	15	Data Center Networking and Security	1%	9%	-40%	-11%	16%	40%	12%	-28%	-37%	-15%	8%	11%	-49%	47%	-39%	-42%	292%	125%	71%	-1%	-33%	-6%
17	16	Connectivity	21%	-30%	-20%	-15%	4%	8%	-15%	7%	43%	25%	52%	19%	-15%	-9%	-26%	32%	0%	-27%	-11%	-7%	-9%	-7%
12	17	Warranties and Services	-19%	9%	22%	-7%	-6%	-4%	-27%	6%	-38%	-2%	-20%	-12%	3%	-13%	-32%	-23%	-32%	-43%	-36%	-7%	-31%	-9%
15	18	Networking Systems	4%	-23%	19%	-22%	-42%	-4%	-7%	-5%	-28%	-8%	-2%	23%	-26%	-9%	-15%	21%	78%	-3%	-32%	-11%	-5%	-10%
18	19	Server Computing	-33%	-9%	6%	-10%	13%	-26%	-60%	-20%	-57%	4%	16%	-50%	57%	-40%	-5%	161%	-26%	22%	42%	-20%	24%	-11%
20	20	Printing	-6%	-18%	-23%	-20%	-18%	-15%	-30%	-26%	49%	-31%	-32%	-17%	-34%	-3%	-32%	14%	19%	-10%	-33%	-15%	-20%	-16%
22	21	Desktop Computing	-22%	-44%	-25%	-14%	-24%	24%	-23%	-18%	-9%	-19%	-28%	0%	-51%	-8%	-6%	8%	5%	-39%	-11%	-22%	-5%	-19%
21	22	Unified Communications	9%	-54%	-31%	-56%	-34%	27%	-75%	-51%	-54%	284%	19%	11%	38%	-45%	-31%	133%	-70%	-11%	-18%	-26%	-24%	-25%
23	23	Removable Storage	27%	-56%	-16%	13%	-55%	48%	-37%	-16%	0%	-66%	-21%	-12%	-38%	-13%	-67%	-3%	-29%	-20%	-23%	-24%	-31%	-26%
24	24	Smart Home and Office	-10%	20%	-62%	3%	-73%	-77%	-9%	229%	701%	709%	-47%	198%	1190%	-45%	70%	428%	248%	4550%	102%	-30%	547%	-27%
		Country Trend	21%	8%	31%	19%	19%	26%	4%	16%	-1%	31%	7%	16%	3%	9%	-11%	43%	28%	-2%	-6%			

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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 25 (to June 21 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-W24	Rank-W25	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Smart Home and Office	-10%	20%	-62%	3%	-73%	-77%	-9%	229%	701%	709%	-47%	198%	1190%	-45%	70%	428%	248%	4550%	102%	-30%	547%	-27%
2	2	Removable Storage	27%	-56%	-16%	13%	-55%	48%	-37%	-16%	0%	-66%	-21%	-12%	-38%	-13%	-67%	-3%	-29%	-20%	-23%	-24%	-31%	-26%
4	3	Unified Communications	9%	-54%	-31%	-56%	-34%	27%	-75%	-51%	-54%	284%	19%	11%	38%	-45%	-31%	133%	-70%	-11%	-18%	-26%	-24%	-25%
3	4	Desktop Computing	-22%	-44%	-25%	-14%	-24%	24%	-23%	-18%	-9%	-19%	-28%	0%	-51%	-8%	-6%	8%	5%	-39%	-11%	-22%	-5%	-19%
5	5	Printing	-6%	-18%	-23%	-20%	-18%	-15%	-30%	-26%	49%	-31%	-32%	-17%	-34%	-3%	-32%	14%	19%	-10%	-33%	-15%	-20%	-16%
7	6	Server Computing	-33%	-9%	6%	-10%	13%	-26%	-60%	-20%	-57%	4%	16%	-50%	57%	-40%	-5%	161%	-26%	22%	42%	-20%	24%	-11%
10	7	Networking Systems	4%	-23%	19%	-22%	-42%	-4%	-7%	-5%	-28%	-8%	-2%	23%	-26%	-9%	-15%	21%	78%	-3%	-32%	-11%	-5%	-10%
13	8	Warranties and Services	-19%	9%	22%	-7%	-6%	-4%	-27%	6%	-38%	-2%	-20%	-12%	3%	-13%	-32%	-23%	-32%	-43%	-36%	-7%	-31%	-9%
8	9	Connectivity	21%	-30%	-20%	-15%	4%	8%	-15%	7%	43%	25%	52%	19%	-15%	-9%	-26%	32%	0%	-27%	-11%	-7%	-9%	-7%
6	10	Data Center Networking and Security	1%	9%	-40%	-11%	16%	40%	12%	-28%	-37%	-15%	8%	11%	-49%	47%	-39%	-42%	292%	125%	71%	-1%	-33%	-6%
11	11	Scanner Imaging	-12%	8%	-23%	-13%	15%	7%	-51%	-38%	-18%	-18%	-11%	-7%	81%	6%	3%	16%	-1%	-9%	-54%	-8%	3%	-6%
9	12	Power Equipment	13%	-17%	-15%	-19%	-19%	2%	22%	19%	11%	-20%	8%	22%	-3%	37%	-14%	-9%	10%	-12%	-14%	-2%	-12%	-5%
15	13	Software and Licences	-11%	-16%	-6%	32%	-14%	3%	6%	-6%	-19%	52%	-3%	35%	-6%	2%	42%	1%	-9%	-41%	-27%	-4%	11%	-2%
12	14	Disk Storage	10%	2%	-10%	-4%	4%	4%	56%	34%	13%	44%	0%	-7%	-27%	-12%	-22%	-12%	-29%	2%	-49%	5%	-21%	-2%
14	15	Printing Consumables	13%	-16%	-1%	26%	-2%	12%	15%	16%	1%	0%	-3%	5%	-9%	28%	-32%	4%	96%	-70%	-13%	7%	-10%	4%
16	16	Other Networking Equipment	25%	9%	3%	-5%	-2%	-10%	19%	22%	5%	3%	47%	-43%	-34%	1%	-4%	49%	20%	-21%	15%	8%	4%	7%
19	17	Wireless Networking	39%	6%	7%	-5%	-31%	7%	-25%	25%	8%	2%	13%	-30%	84%	25%	-12%	54%	61%	19%	3%	10%	13%	11%
17	18	Displays	33%	19%	12%	-13%	16%	28%	-14%	9%	33%	-48%	20%	13%	10%	20%	17%	26%	20%	-5%	-29%	14%	16%	15%
20	19	Computing Accessories	34%	10%	39%	12%	29%	37%	-15%	24%	36%	73%	4%	-8%	16%	17%	20%	37%	31%	17%	8%	22%	26%	22%
18	20	Wearable Devices	61%	21%	26%	-35%	48%	-9%	-23%	41%	26%	86%	-5%	4%	-52%	-18%	22%	156%	-2%	-43%	-72%	22%	38%	24%
21	21	Computing Components	63%	23%	16%	25%	32%	40%	45%	37%	27%	-8%	2%	36%	51%	29%	-23%	81%	55%	18%	13%	35%	7%	28%
24	22	Audio-Video Systems	87%	9%	39%	-4%	32%	189%	-2%	88%	-12%	64%	51%	135%	53%	58%	-41%	103%	49%	57%	-5%	45%	22%	43%
22	23	Telecommunications	39%	29%	71%	81%	78%	126%	36%	36%	-9%	36%	27%	21%	21%	1%	-64%	73%	51%	73%	83%	48%	29%	45%
23	24	Mobile Computing	69%	46%	115%	36%	49%	29%	-9%	30%	41%	83%	15%	13%	5%	17%	-3%	78%	51%	31%	34%	49%	28%	46%
		Country Trend	21%	8%	31%	19%	19%	26%	4%	16%	-1%	31%	7%	16%	3%	9%	-11%	43%	28%	-2%	-6%			

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 25 (to June 21 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-W24	Rank-W25	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	69%	46%	115%	36%	49%	29%	-9%	30%	41%	83%	15%	13%	5%	17%	-3%	78%	51%	31%	34%	49%	28%	46%
2	2	Telecommunications	39%	29%	71%	81%	78%	126%	36%	36%	-9%	36%	27%	21%	21%	1%	-64%	73%	51%	73%	83%	48%	29%	45%
3	3	Software and Licences	-11%	-16%	-6%	32%	-14%	3%	6%	-6%	-19%	52%	-3%	35%	-6%	2%	42%	1%	-9%	-41%	-27%	-4%	11%	-2%
4	4	Printing Consumables	13%	-16%	-1%	26%	-2%	12%	15%	16%	1%	0%	-3%	5%	-9%	28%	-32%	4%	96%	-70%	-13%	7%	-10%	4%
5	5	Displays	33%	19%	12%	-13%	16%	28%	-14%	9%	33%	-48%	20%	13%	10%	20%	17%	26%	20%	-5%	-29%	14%	16%	15%
6	6	Computing Components	63%	23%	16%	25%	32%	40%	45%	37%	27%	-8%	2%	36%	51%	29%	-23%	81%	55%	18%	13%	35%	7%	28%
7	7	Disk Storage	10%	2%	-10%	-4%	4%	4%	56%	34%	13%	44%	0%	-7%	-27%	-12%	-22%	-12%	-29%	2%	-49%	5%	-21%	-2%
8	8	Warranties and Services	-19%	9%	22%	-7%	-6%	-4%	-27%	6%	-38%	-2%	-20%	-12%	3%	-13%	-32%	-23%	-32%	-43%	-36%	-7%	-31%	-9%
9	9	Desktop Computing	-22%	-44%	-25%	-14%	-24%	24%	-23%	-18%	-9%	-19%	-28%	0%	-51%	-8%	-6%	8%	5%	-39%	-11%	-22%	-5%	-19%
10	10	Audio-Video Systems	87%	9%	39%	-4%	32%	189%	-2%	88%	-12%	64%	51%	135%	53%	58%	-41%	103%	49%	57%	-5%	45%	22%	43%
12	11	Computing Accessories	34%	10%	39%	12%	29%	37%	-15%	24%	36%	73%	4%	-8%	16%	17%	20%	37%	31%	17%	8%	22%	26%	22%
11	12	Networking Systems	4%	-23%	19%	-22%	-42%	-4%	-7%	-5%	-28%	-8%	-2%	23%	-26%	-9%	-15%	21%	78%	-3%	-32%	-11%	-5%	-10%
13	13	Printing	-6%	-18%	-23%	-20%	-18%	-15%	-30%	-26%	49%	-31%	-32%	-17%	-34%	-3%	-32%	14%	19%	-10%	-33%	-15%	-20%	-16%
14	14	Server Computing	-33%	-9%	6%	-10%	13%	-26%	-60%	-20%	-57%	4%	16%	-50%	57%	-40%	-5%	161%	-26%	22%	42%	-20%	24%	-11%
15	15	Data Center Networking and Security	1%	9%	-40%	-11%	16%	40%	12%	-28%	-37%	-15%	8%	11%	-49%	47%	-39%	-42%	292%	125%	71%	-1%	-33%	-6%
17	16	Wearable Devices	61%	21%	26%	-35%	48%	-9%	-23%	41%	26%	86%	-5%	4%	-52%	-18%	22%	156%	-2%	-43%	-72%	22%	38%	24%
16	17	Wireless Networking	39%	6%	7%	-5%	-31%	7%	-25%	25%	8%	2%	13%	-30%	84%	25%	-12%	54%	61%	19%	3%	10%	13%	11%
18	18	Power Equipment	13%	-17%	-15%	-19%	-19%	2%	22%	19%	11%	-20%	8%	22%	-3%	37%	-14%	-9%	10%	-12%	-14%	-2%	-12%	-5%
19	19	Other Networking Equipment	25%	9%	3%	-5%	-2%	-10%	19%	22%	5%	3%	47%	-43%	-34%	1%	-4%	49%	20%	-21%	15%	8%	4%	7%
20	20	Connectivity	21%	-30%	-20%	-15%	4%	8%	-15%	7%	43%	25%	52%	19%	-15%	-9%	-26%	32%	0%	-27%	-11%	-7%	-9%	-7%
21	21	Removable Storage	27%	-56%	-16%	13%	-55%	48%	-37%	-16%	0%	-66%	-21%	-12%	-38%	-13%	-67%	-3%	-29%	-20%	-23%	-24%	-31%	-26%
22	22	Games Consoles	121%		23%	147%	46%	126%	237%	315%	302%	77%	47%	28%	14193%	142%	24%	83%	-42%	-25%	10%	100%	34%	72%
23	23	Smart Home and Office	-10%	20%	-62%	3%	-73%	-77%	-9%	229%	701%	709%	-47%	198%	1190%	-45%	70%	428%	248%	4550%	102%	-30%	547%	-27%
24	24	Unified Communications	9%	-54%	-31%	-56%	-34%	27%	-75%	-51%	-54%	284%	19%	11%	38%	-45%	-31%	133%	-70%	-11%	-18%	-26%	-24%	-25%
26	25	Scanner Imaging	-12%	8%	-23%	-13%	15%	7%	-51%	-38%	-18%	-18%	-11%	-7%	81%	6%	3%	16%	-1%	-9%	-54%	-8%	3%	-6%
25	26	Electronics	-19%	-74%	-47%	-44%	-75%	1%	52%	-56%	-62%	-62%	70%	-59%	-42%	-59%	33%	-29%	-16%	-82%	-42%	-50%	8%	-39%
27	27	Security	51%	-24%	-58%	-53%	-19%	6%	-45%	-20%	-16%	250%	105%	2%	-37%	24%	53%	-22%	191%	89%	161%	-24%	65%	-12%
28	28	Tape Storage	50%	-29%	-52%	28%	-71%	-14%	81%	78%	-24%	-10%	-54%	151%	-18%	-30%	90%	132%	108%		-60%	8%	91%	15%
29	29	Terminals, Thin Clients and Points of Sale	-45%	-30%	-62%	-39%	-53%	-17%	-22%	217%	-61%	-13%	-89%		-54%	-47%	135%	-3%	-42%	-92%	-92%	-39%	84%	-29%
30	30	Photo and Video Cameras	-20%	-31%	-45%	-73%	-50%	-17%	-97%	-64%		-42%	-35%	-56%	-64%	-17%	-50%	-24%	-43%	-45%	-23%	-44%	-34%	-39%

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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 21 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-W24	Rank-W25	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Web Cameras	118%	231%	338%	253%	171%	175%	10%	108%	31%	301%	-31%	38%	17%	58%	-5%	129%	360%	32%	80%	133%	50%	120%
16	2	3D Printers	289%	-44%	1166%		-92%	-82%														104%	-75%	100%
2	3	Games Accessories	119%		29%	147%	37%	114%	109%	315%	167%	122%	59%	120%	14193%	151%	24%	137%	-5%	-14%	43%	104%	69%	96%
31	4	Games Software	-37%		-54%	-52%	369%	83%	-18%			-24%	-34%	16%	-8%	1402%		126%	168%	332%	697%	-15%	188%	83%
3	5	Headsets/Headphones and Microphones	113%	31%	86%	2%	77%	334%	0%	124%	-16%	115%	92%	172%	48%	105%	-17%	132%	61%	76%	-8%	77%	43%	74%
5	6	Graphics Cards	82%	150%	119%	7%	28%	38%	36%	38%	38%	75%	38%	34%	-68%	96%	-36%	55%	106%	38%	11%	76%	17%	59%
4	7	Smart Lighting and Electricals	83%		189%	-42%	-29%		277%	48%	128%	84%	-29%	158%	1133%	-59%	90%	119%	316%	846%	93%	43%	206%	56%
6	8	Tablet PCs	70%	65%	226%	-12%	86%	6%	-12%	53%	44%	98%	70%	17%	-8%	10%	23%	47%	140%	49%	113%	54%	53%	54%
9	9	E-Readers	43%	80%	97%	364%	20%	44%	-29%		14%			68%		2%	334%	27%	861%	-56%	-60%	33%	197%	52%
7	10	Smartphones	38%	42%	73%	102%	84%	133%	40%	36%	-10%	40%	27%	21%	21%	-1%	-67%	77%	52%	77%	98%	52%	36%	49%
42	11	Tape Libraries	81%	-19%	-39%	141%					-76%						-4%					40%	93%	48%
12	12	Consoles Fixed	127%		63%		95%	556%	67731%		4161%	-92%		-49%		17%		63%	-55%	-91%	-13%	109%	18%	46%
13	13	Notebook Workstations	22%	54%	19%	45%	61%	67%	52%	69%	70%	25%	34%	56%	29%	44%	151%	51%	-34%	14%	-38%	43%	57%	45%
10	14	Notebooks	70%	40%	94%	61%	40%	35%	-11%	23%	39%	81%	5%	10%	7%	20%	-8%	82%	40%	31%	31%	48%	24%	43%
14	15	Powerline Devices	69%	82%	46%	9%	10%	12%	-28%	65%	93%	92%	38%	48%		41%	43%	-16%	87%	15%	-15%	41%	15%	40%
17	16	Mobile Computing Cases	96%	31%	92%	21%	41%	39%	-20%	25%	49%	34%	35%	10%	-22%	18%	26%	33%	52%	15%	77%	40%	38%	39%
8	17	Processors	90%	32%	4%	66%	68%	219%	74%	104%	33%	-25%	16%	72%	118%	43%	-46%	123%	89%	52%	32%	57%	-3%	39%
28	18	Tape Drives	285%	-35%	-68%	22%	-106%	-10%		23%	-23%						-85%					51%	-81%	39%
11	19	Digital Media Players	47%	56%	-33%	76%	121%	54%	98%	55%	86%	35%	18%	1%	94%	-40%	-36%	69%	315%	141%	50%	37%	76%	38%
18	20	Smart Watches	41%	72%	34%	-43%	115%	-5%	-32%	41%	37%	98%	-5%	2%	-51%	11%	40%	24%	13%	-33%	-68%	41%	7%	37%
29	21	Labelling Tapes	47%	-20%	30%	55%	-18%	38%	349%	31%	9%	-39%	173%	373%	291%	550%	-54%	63%	46%	50%	-19%	42%	1%	36%
20	22	Televisions	18%	49%	27%	10%	134%	11%	-87%	-26%	59%	-22%	44%	104%	-61%	23%	573%	27%	-12%	4%	-61%	29%	47%	33%
22	23	Monitors	47%	58%	17%	14%	25%	63%	10%	31%	72%	5%	37%	-6%	18%	31%	4%	35%	46%	-7%	11%	37%	15%	32%
34	24	Wired Network Adapters	14%	50%	-2%	58%	-15%	-2%	50%	45%	10%	9%	32%	-66%	36%	31%	65%	65%	-4%	110%	-36%	26%	56%	30%
23	25	Keyboards and Keypads	30%	8%	32%	39%	23%	82%	-8%	27%	51%	106%	-15%	18%	15%	24%	63%	16%	15%	3%	19%	27%	34%	28%
21	26	Wireless Adapters	6%	35%	32%	19%	37%	-16%	105%	16%	57%	71%	19%	-16%	-51%	2%	58%	71%	113%	94%	-16%	18%	67%	27%
26	27	Ink Cartridges and Tanks	29%	13%	25%	37%	39%	39%	17%	12%	24%	19%	8%	-3%	-36%	40%	-39%	33%	164%	-70%	-7%	27%	14%	26%
25	28	Mice	11%	-11%	73%	14%	32%	37%	-23%	26%	64%	70%	-28%	-2%	26%	41%	67%	57%	6%	13%	12%	18%	50%	24%
32	29	Storage Controllers	6%	22%	-1%	11%	-1%	77%	124%	37%	0%	-38%	-15%	11%	217%	-54%	145%	-11%	42%	-61%	-82%	11%	100%	24%
44	30	Mobile Computing Accessories and Parts	49%	-2%	21%	-2%	-21%	6%	-33%	19%	13%	9%	-10%	29%	52%	49%	-19%	-2%	22%	111%	-55%	18%	0%	17%
15	31	Telephony Accessories	135%	47%	58%	-57%	170%	80%	323%	8%	-31%	433%	577%	217%	-65%	68%	-75%	-83%	-85%		207%	58%	-75%	16%
27	32	Telephony and Conference Systems	84%	-36%	-1%	-3%	32%	228%	-17%	164%	84%	-69%	143%	-86%	1%	138%	-25%	-16%	604%	-11%	107%	20%	-16%	14%
35	33	Database Management Software	64%	-41%	-52%	319%	-72%	51%	-15%	14%	152%	120%	24%	99%	10%	-21%	-51%	10%	5%	-73%	-52%	16%	-25%	13%
36	34	Disk Drives	31%	-19%	76%	-16%	-1%	-14%	-65%	26%	-4%	-64%	3%	-2%	-29%	-2%	-42%	47%	5%	-12%	6%	12%	12%	12%
24	35	Integrated Systems	-45%	78%	263%	35%	2%		1324%	-26%			2313%			-25%						15%	0%	12%
30	36	Wireless Access Points	42%	4%	8%	-4%	-34%	14%	-25%	28%	3%	-4%	12%	-32%	98%	24%	-17%	54%	53%	7%	4%	11%	8%	11%
41	37	Docking Stations	6%	-11%	35%	24%	36%	9%	-23%	26%	23%	110%	23%	-33%	32%	46%	3%	52%	-12%	5%	1%	10%	13%	10%
33	38	All-In-One Inkjets	13%	11%	15%	6%	-13%	12%	-34%	-16%	80%	0%	-43%	-34%	-25%	-6%	-43%	60%	47%	38%	6%	7%	11%	7%
38	39	PC Speakers	118%	-29%	26%	-46%	-61%	86%	154%	86%	18%	-16%	89%	42%	122%	29%	-37%	18%	34%	0%	49%	5%	11%	6%
50	40	Smart Bands and Activity Trackers	331%	3%	-1%	17%	-25%	20%	224%		-100%	42%	21%			-59%	22%	989%	-16%	-45%	-81%	-9%	157%	6%
NA	41	Network Management and Security Appliances	6%	14%	-25%	9%	38%	16%	36%	4%	-57%	17%	-13%	13%	-49%	88%	-57%	-28%	254%	217%	270%	9%	-38%	4%
37	42	Inkjet Printers	-10%	13%	10%	32%	0%	8%	-62%	-56%	27%	-52%	-80%	-31%	126%	-4%	49%	29%	149%	31%	5%	-3%	54%	4%
49	43	SAN Accessories	1%	-68%	-74%	22%	-76%	177%	2012%	4710%						871%	376%	-62%				3%	10%	3%
39	44	Security Software	-2%	12%	17%	18%	10%	55%	-2%	44%	-38%	57%	-50%	31%	-10%	-13%	-31%	-41%	11%	116%	-128%	4%	-27%	3%
NA	45	Solid State Drives (SSDs)	3%	13%	-8%	3%	27%	-8%	89%	59%	-3%	65%	0%	-42%	1%	6%	14%	-29%	-27%	-21%	-59%	8%	-14%	2%
40	46	Transceivers	18%	3%	4%	-15%	-11%	-34%	28%	2%	-8%	-39%	54%	-26%	-38%	-12%	0%	104%	-41%	-36%	83%	1%	10%	2%
NA	47	LTO/Ultrium Media	-19%	-18%	-11%	20%	-54%	-37%	81%	129%	11%	-13%	-30%	151%	3%	-43%	270%	191%	98%		-58%	-15%	211%	2%
46	48	NAS Devices	27%	-12%	-5%	-5%	-41%	5%	-43%	22%	57%	-18%	49%	32%	15%	0%	-31%	-5%	-19%	45%	-44%	5%	-21%	0%
NA	49	Large Format/Plotter Printers	-19%	6%	0%	28%	-22%	21%	-33%	37%	42%	-45%	99%	62%	-71%	22%	29%	18%	21%	-14%	-30%	-2%	19%	0%
NA	50	RAM Memory	23%	-28%	-7%	-17%	-10%	-6%	15%	-3%	9%	9%	-20%	-4%	54%	-11%	28%	47%	-17%	-37%	-8%	-6%	24%	0%

CONTEXT Covid-19 Weekly Report

Top Decline Category

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Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 21 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

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Above	15%
Inbetween	
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			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W24	Rank-W25	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Standalone GPS Devices		-91%	-84%		-94%	-7%	-52%			-82%			-41%			-52%	-27%	-93%	-53%	-84%	-50%	-83%
4	2	Dye Sublimation Printers	-92%	-90%	-78%	-31%	-83%	-56%	-90%	-66%	-99%	-82%	79%	-40%		-63%	-62%	-70%	46%	-97%		-80%	-61%	-80%
2	3	Presentation Devices	-70%	-59%	-96%	-96%	-81%	-50%	89%	-25%	4%	-36%	-71%	-93%	-79%	-94%	-87%	-86%	-85%	-86%	-86%	-73%	-87%	-73%
3	4	Privacy Screens	-68%	-81%	-5%	-47%	-92%	-67%	-55%		-58%		-70%	-73%	14%	-72%		-73%		33%		-71%	-59%	-71%
7	5	Servers (Unix)	-56%	36%	-81%	-38%																-60%	0%	-64%
5	6	MP3/MP4 Players	-67%	-45%	-77%	-72%	-96%	-33%	-48%	-87%		-72%		-57%		-73%		-51%	-70%	-62%	-56%	-64%	-69%	-64%
11	7	Smart Home Automation	6%	-16%	-91%	-11%	-88%	-97%	-43%		4915%		-74%			-59%		9%	1809%			-61%	443%	-61%
8	8	Label/Barcode/Receipt Printers	-28%	7%	-88%	-4%	-38%	-27%	-40%	-71%	20%	-1%	-44%	-22%	-4%	38%	32%	1%	-31%	99%	-93%	-58%	-8%	-52%
24	9	Server Enclosure	-29%	51%	-36%	-72%	-83%	-65%		364%			82%			-42%	-66%	93%	-46%		108%	-23%	-63%	-49%
13	10	Portable Speakers	-83%	-38%	-13%	-75%	-65%	-11%	-94%	-42%	-75%	-82%	-99%	-48%		-94%	-93%	-30%	-67%	-86%	-85%	-46%	-76%	-48%
14	11	SAN Switches and Directors	-30%	-67%	-79%	-68%	146%				182%						-39%	-24%				-49%	-39%	-46%
10	12	Points of Sales	-44%	61%	-85%	-54%	-57%	-72%				-13%	-97%				445%	-100%	-37%	-80%	-77%	-60%	211%	-43%
22	13	Copier-based MFPs	-5%	-64%	-17%	-60%	-73%	13%	12%	-74%	79%				-50%	-37%	-37%	-80%	-39%	-55%	-67%	-41%	-40%	-41%
17	14	Digital Cameras	-54%	6%	-52%	-77%	-45%	-28%		-57%		-40%	-45%	-45%			-81%	-20%	-45%	-19%	-20%	-45%	-33%	-40%
35	15	Developer Tools Software	-61%	-42%	-12%	-71%	-22%	27%	98%	-33%	-48%	-82%	41%	9%	174%	40%	-42%	63%	-80%	-93%	-19%	-37%	-61%	-38%
16	16	Portable Power Banks	-48%	-73%	-62%	-38%	-55%	5%	-61%	-66%	71%	-62%	-39%	77%	-82%	-38%	86%	-9%	-22%	-9%	-49%	-50%	2%	-37%
20	17	Home Sound Systems	-49%	-53%	-64%	-71%	-10%	27%	-27%	-32%	42%	4%	-21%	-50%	0%	9%	28%	128%	75%	447%	55%	-49%	105%	-36%
28	18	Camera/Camcorder Accessories	7%	31%	-21%	-33%	-73%	-15%	-96%	-85%		-59%	-13%	-75%	-95%	-16%	41%	-35%	-39%	-71%	-32%	-37%	-33%	-36%
27	19	Network Chassis	60%	-7%	9%	-87%	-16%	347%			-75%			-72%		-61%	-93%	-79%				-9%	-93%	-35%
23	20	Projectors	-26%	-49%	-41%	-41%	-61%	-30%	-4%	-29%	-45%	-25%	-49%	-16%	-39%	50%	-43%	-13%	-29%	17%	-42%	-36%	-21%	-35%
21	21	Printer Accessories and Parts	-14%	-46%	-30%	-52%	-55%	-41%	-39%	18%	44%	-71%	-42%	-21%	-36%	-19%	-48%	-2%	24%	-91%	-47%	-32%	-42%	-34%
25	22	Smartphone/Tablet Chargers	-7%	-66%	-58%	-10%	4%	18%	-16%	-51%	-59%	-32%	-12%	-19%	-30%	-48%	-61%	-3%	63%	111%	-46%	-36%	-6%	-34%
6	23	Smart Speakers	-27%	21%	-62%	-16%	-72%	-29%	-6%			-88%	-77%					5024%				-33%	4172%	-33%
38	24	Memory Cards	47%	-57%	-45%	85%	-57%	124%	-46%	10%	-8%	-68%	-5%	-7%	-50%	23%	-73%	-20%	-44%	-24%	-17%	-28%	-44%	-32%
18	25	USB Memory	12%	-59%	-22%	-25%	-60%	20%	-15%	-18%	5%	-68%	-34%	-23%	-23%	-34%	-60%	5%	-17%	-18%	-34%	-34%	-20%	-31%
12	26	Smartphone Protective Cases	9%	-68%	-31%	-36%	-46%	32%	-18%	6%	5%	-29%	46%	157%	-32%	0%	-59%	10%	11%	-70%		-32%	-23%	-31%
26	27	Displays Accessories	-13%	-35%	-31%	-26%	-40%	-9%	-16%	-13%	-38%	-24%	-7%	72%	-23%	-61%	-14%	33%	6%	218%	-59%	-31%	33%	-29%
30	28	Network Accessories	-9%	-46%	-27%	-43%	2%	37%	-7%	40%	-30%	0%	39%	-67%	-48%	13%	-56%	-43%	-8%	-36%	-16%	-23%	-50%	-29%
32	29	Server Accessories	-42%	-53%	-19%	-10%	-53%	45%	-11%	-32%	46%	118%	-22%	-50%	70%	-41%	-9%	7%	6%	65%	-13%	-34%	-6%	-29%
29	30	Project Management Software	-37%	-43%	-74%	24%	85%	13%	96%	-90%	25%	62%	16%	13%	0%	-49%	124%	-5%	754%			-32%	44%	-28%
39	31	VOIP Systems	8%	-55%	-30%	-58%	-34%	31%	-75%	-50%	13%	302%	10%	18%	40%	-47%	-30%	140%	-62%	-11%	-78%	-27%	-22%	-26%
15	32	Desktop Thin Clients	-45%	-38%	-8%	-34%	-51%	-13%	-22%	211%	-58%		-71%		-38%	-47%	91%	7%	-46%			-34%	60%	-25%
42	33	Mobile Phones	11%	14%	-25%	-4%	12%	127%	6%	10%	-18%	-91%	-57%	53%	51%	-12%	-66%	-77%	-11%	-25%	-12%	0%	-64%	-24%
31	34	Long Life Consumables	-4%	-49%	-28%	-11%	-33%	-12%	-6%	-20%	5%	-36%	-23%	13%	1%	-14%	-28%	-11%	17%	-47%	-31%	-22%	-23%	-23%
33	35	Large Format Displays	13%	-30%	-27%	-43%	-27%	-16%	-31%	55%	-28%	-96%	-11%	11%	9%	34%	-4%	-9%	-13%	-49%	-31%	-22%	-12%	-21%
34	36	Desktops	-24%	-46%	-24%	-13%	-23%	24%	-27%	-17%	-9%	-21%	-28%	-1%	-55%	-3%	-8%	5%	6%	-40%	-18%	-23%	-7%	-20%
36	37	All-in-One Lasers	0%	-25%	-6%	0%	-6%	-23%	-32%	-14%	30%	-59%	-42%	1%	-22%	-9%	-43%	-13%	27%	-22%	-12%	-10%	-34%	-19%
NA	38	Landline Telephones	3%	-79%	14%	-53%	89%	77%	-41%	-55%	143%	13%	-67%	19%	339%	-50%	-81%	89%	-83%	-63%	-72%	-13%	-55%	-18%
19	39	Smartphone Screen Protectors	281%	-81%	-53%	10%	-71%	79%		1%	-9%	-25%		43%	62%	59%	-35%	-10%	378%	-8%	-13%	-20%	14%	-17%
9	40	Partner Rebates, Warehousing and Logistics	89%	-3%	-81%	-75%	-64%	-62%	-84%	2%	-64%	-28%	57%	7%		-3%	-80%	-70%		-88%		-12%	-78%	-17%
NA	41	IP Cameras	51%	-32%	-60%	-55%	-22%	5%	-45%	-20%	-16%	250%	105%	2%	-37%	24%	59%	-19%	192%	78%	90%	-27%	68%	-14%
NA	42	Wireless LAN Controllers	7%	24%	-52%	-57%	-32%		-74%	-28%	206%	14%		148%	-1192%	70%	-34%	-88%	209%			-13%	-15%	-13%
44	43	Uninterruptable Power Supplies (UPS)	-2%	-19%	-23%	-19%	-23%	-6%	41%	-13%	17%	-6%	-29%	-18%	0%	-8%	-15%	-23%	-7%	-26%	0%	-12%	-16%	-13%
49	44	Network Switches	1%	-31%	11%	-22%	-36%	-12%	3%	-1%	-18%	-15%	-6%	18%	-20%	-18%	-22%	19%	97%	-22%	45%	-14%	-8%	-13%
43	45	Desktop Workstations (PC/Mac)	-1%	-36%	-33%	-17%	-36%	28%	11%	-18%	-10%	1%	-32%	10%	-3%	-42%	27%	38%	-4%	-9%	46%	-19%	25%	-13%
40	46	Toner	3%	-36%	-19%	12%	-35%	3%	15%	29%	-20%	-15%	-6%	4%	22%	15%	-35%	-15%	69%	-73%	-21%	-9%	-21%	-12%
NA	47	Cables and Connectivity Adapters	20%	-33%	-24%	-17%	7%	1%	-15%	10%	48%	21%	55%	20%	-1%	-9%	-32%	35%	2%	-32%	-10%	-9%	-11%	-9%
NA	48	Warranties and Services	-19%	9%	22%	-7%	-6%	-4%	-27%	6%	-38%	-2%	-20%	-12%	3%	-13%	-32%	-23%	-32%	-43%	-36%	-7%	-31%	-9%
37	49	Laser Printers	-16%	-31%	6%	-32%	-1%	-10%	-16%	8%	61%	13%	-32%	11%	-35%	2%	1%	16%	34%	-14%	31%	-13%	5%	-9%
NA	50	Print Media	-6%	-3%	-40%	-15%	-5%	-33%	-6%	-49%	-16%	-6%	-8%	28%	-26%	-32%	8%	-16%	-4%	29%	-33%	-17%	6%	-9%

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Largest Category

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Rank-W24	Rank-W25	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	70%	40%	94%	61%	40%	35%	-11%	23%	39%	81%	5%	10%	7%	20%	-8%	82%	40%	31%	31%	48%	24%	43%
2	2	Smartphones	38%	42%	73%	102%	84%	133%	40%	36%	-10%	40%	27%	21%	21%	-1%	-67%	77%	52%	77%	98%	52%	36%	49%
3	3	Warranties and Services	-19%	9%	22%	-7%	-6%	-4%	-27%	6%	-38%	-2%	-20%	-12%	3%	-13%	-32%	-23%	-32%	-43%	-36%	-7%	-31%	-9%
4	4	Tablet PCs	70%	65%	226%	-12%	86%	6%	-12%	53%	44%	98%	70%	17%	-8%	10%	23%	47%	140%	49%	113%	54%	53%	54%
5	5	Desktops	-24%	-46%	-24%	-13%	-23%	24%	-27%	-17%	-9%	-21%	-28%	-1%	-55%	-3%	-8%	5%	6%	-40%	-18%	-23%	-7%	-20%
6	6	Ink Cartridges and Tanks	29%	13%	25%	37%	39%	39%	17%	12%	24%	19%	8%	-3%	-36%	40%	-39%	33%	164%	-70%	-7%	27%	14%	26%
7	7	Monitors	47%	58%	17%	14%	25%	63%	10%	31%	72%	5%	37%	-6%	18%	31%	4%	35%	46%	-7%	11%	37%	15%	32%
8	8	Toner	3%	-36%	-19%	12%	-35%	3%	15%	29%	-20%	-15%	-6%	4%	22%	15%	-35%	-15%	69%	-73%	-21%	-9%	-21%	-12%
9	9	Office Applications Software	-36%	-34%	35%	-6%	1%	-4%	9%	2%	-26%	31%	20%	22%	7%	6%	148%	28%	-35%	-13%	-28%	-13%	45%	-7%
10	10	Processors	90%	32%	4%	66%	68%	219%	74%	104%	33%	-25%	16%	72%	118%	43%	-46%	123%	89%	52%	32%	57%	-3%	39%
12	11	Network Switches	1%	-31%	11%	-22%	-36%	-12%	3%	-1%	-18%	-15%	-6%	18%	-20%	-18%	-22%	19%	97%	-22%	45%	-14%	-8%	-13%
11	12	Solid State Drives (SSDs)	3%	13%	-8%	3%	27%	-8%	89%	59%	-3%	65%	0%	-42%	1%	6%	14%	-29%	-27%	-21%	-59%	8%	-14%	2%
14	13	Security Software	-2%	12%	17%	18%	10%	55%	-2%	44%	-38%	57%	-50%	31%	-10%	-13%	-31%	-41%	11%	116%	-128%	4%	-27%	3%
15	14	Headsets/Headphones and Microphones	113%	31%	86%	2%	77%	334%	0%	124%	-16%	115%	92%	172%	48%	105%	-17%	132%	61%	76%	-8%	77%	43%	74%
13	15	Hard Disk Drives (HDDs)	20%	-3%	-21%	-5%	-7%	16%	-9%	31%	23%	34%	10%	40%	13%	-19%	-36%	29%	-12%	-10%	4%	3%	-22%	-3%
16	16	Operating Systems Software	-19%	-25%	-25%	47%	-16%	-27%	56%	-14%	-13%	-17%	-7%	38%	-15%	56%	-42%	-12%	-20%	-37%	-58%	-4%	-32%	-8%
17	17	Servers (PC/Mac)	-14%	-25%	-22%	-16%	29%	11%	-75%	-21%	-34%	1%	-6%	-19%	21%	-37%	12%	170%	-27%	24%	48%	-19%	40%	-4%
18	18	Data Management Software	7%	5%	-49%	33%	-39%	66%	-26%	-10%	-29%	54%	27%	-37%	-76%	-33%	230%	-75%	10%	-69%	-48%	-6%	27%	-2%
19	19	RAM Memory	23%	-28%	-7%	-17%	-10%	-6%	15%	-3%	9%	9%	-20%	-4%	54%	-11%	28%	47%	-17%	-37%	-8%	-6%	24%	0%
22	20	All-in-One Lasers	0%	-25%	-6%	0%	-6%	-23%	-32%	-14%	30%	-59%	-42%	1%	-22%	-9%	-43%	-13%	27%	-22%	-12%	-10%	-34%	-19%
24	21	Graphics and Design Software	1%	-39%	25%	15%	-1%	-24%	-41%	-2%	-22%	13%	-4%	-43%	-41%	8%	-19%	53%	61%	203%	-2%	-9%	40%	-7%
20	22	Database Management Software	64%	-41%	-52%	319%	-72%	51%	-15%	14%	152%	120%	24%	99%	10%	-21%	-51%	10%	5%	-73%	-52%	16%	-25%	13%
23	23	Televisions	18%	49%	27%	10%	134%	11%	-87%	-26%	59%	-22%	44%	104%	-61%	23%	573%	27%	-12%	4%	-61%	29%	47%	33%
21	24	Disk Arrays	2%	0%	5%	-5%	7%	6%	234%	1%	36%	12%	-14%	184%	-92%	-44%	-34%	-17%	-72%	213%	-92%	2%	-31%	-7%
25	25	Network Routers	11%	6%	38%	-23%	-49%	32%	-26%	-32%	-46%	10%	20%	63%	-43%	17%	-3%	26%	31%	54%	-70%	-2%	0%	-1%
27	26	Wireless Access Points	42%	4%	8%	-4%	-34%	14%	-25%	28%	3%	-4%	12%	-32%	98%	24%	-17%	54%	53%	7%	4%	11%	8%	11%
26	27	Large Format Displays	13%	-30%	-27%	-43%	-27%	-16%	-31%	55%	-28%	-96%	-11%	11%	9%	34%	-4%	-9%	-13%	-49%	-31%	-22%	-12%	-21%
29	28	Graphics Cards	82%	150%	119%	7%	28%	38%	36%	38%	38%	75%	38%	34%	-68%	96%	-36%	55%	106%	38%	11%	76%	17%	59%
30	29	All-In-One Inkjets	13%	11%	15%	6%	-13%	12%	-34%	-16%	80%	0%	-43%	-34%	-25%	-6%	-43%	60%	47%	38%	6%	7%	11%	7%
31	30	Network Management and Security Appliances	6%	14%	-25%	9%	38%	16%	36%	4%	-57%	17%	-13%	13%	-49%	88%	-57%	-28%	254%	217%	270%	9%	-38%	4%
33	31	Virtualisation Software	-18%	10%	-12%	-34%	22%	-38%	21%	-11%	-53%	-13%	-58%	57%	22%	-11%	111%	10%	-28%	-78%	158%	-14%	69%	-5%
32	32	Smart Watches	41%	72%	34%	-43%	115%	-5%	-32%	41%	37%	98%	-5%	2%	-51%	11%	40%	24%	13%	-33%	-68%	41%	7%	37%
28	33	Network Management Software	-22%	-7%	-18%	7%	15%	-16%	-22%	-27%	13%	662%	39%	2%	14%	4%	18%	19%	-6%	0%	27%	-4%	16%	-3%
34	34	Docking Stations	6%	-11%	35%	24%	36%	9%	-23%	26%	23%	110%	23%	-33%	32%	46%	3%	52%	-12%	5%	1%	10%	13%	10%
35	35	Desktop Workstations (PC/Mac)	-1%	-36%	-33%	-17%	-36%	28%	11%	-18%	-10%	1%	-32%	10%	-3%	-42%	27%	38%	-4%	-9%	46%	-19%	25%	-13%
42	36	Developer Tools Software	-61%	-42%	-12%	-71%	-22%	27%	98%	-33%	-48%	-82%	41%	9%	174%	40%	-42%	63%	-80%	-93%	-19%	-37%	-61%	-38%
36	37	Uninterruptable Power Supplies (UPS)	-2%	-19%	-23%	-19%	-23%	-6%	41%	-13%	17%	-6%	-29%	-18%	0%	-8%	-15%	-23%	-7%	-26%	0%	-12%	-16%	-13%
38	38	Cables and Connectivity Adapters	20%	-33%	-24%	-17%	7%	1%	-15%	10%	48%	21%	55%	20%	-1%	-9%	-32%	35%	2%	-32%	-10%	-9%	-11%	-9%
37	39	Notebook Workstations	22%	54%	19%	45%	61%	67%	52%	69%	70%	25%	34%	56%	29%	44%	151%	51%	-34%	14%	-38%	43%	57%	45%
39	40	Transceivers	18%	3%	4%	-15%	-11%	-34%	28%	2%	-8%	-39%	54%	-26%	-38%	-12%	0%	104%	-41%	-36%	83%	1%	10%	2%
41	41	Keyboards and Keypads	30%	8%	32%	39%	23%	82%	-8%	27%	51%	106%	-15%	18%	15%	24%	63%	16%	15%	3%	19%	27%	34%	28%
43	42	Laser Printers	-16%	-31%	6%	-32%	-1%	-10%	-16%	8%	61%	13%	-32%	11%	-35%	2%	1%	16%	34%	-14%	31%	-13%	5%	-9%
45	43	Long Life Consumables	-4%	-49%	-28%	-11%	-33%	-12%	-6%	-20%	5%	-36%	-23%	13%	1%	-14%	-28%	-11%	17%	-47%	-31%	-22%	-23%	-23%
44	44	Mobile Computing Cases	96%	31%	92%	21%	41%	39%	-20%	25%	49%	34%	35%	10%	-22%	18%	26%	33%	52%	15%	77%	40%	38%	39%
46	45	Mice	11%	-11%	73%	14%	32%	37%	-23%	26%	64%	70%	-28%	-2%	26%	41%	67%	57%	6%	13%	12%	18%	50%	24%
47	46	Projectors	-26%	-49%	-41%	-41%	-61%	-30%	-4%	-29%	-45%	-25%	-49%	-16%	-39%	50%	-43%	-13%	-29%	17%	-42%	-36%	-21%	-35%
48	47	NAS Devices	27%	-12%	-5%	-5%	-41%	5%	-43%	22%	57%	-18%	49%	32%	15%	0%	-31%	-5%	-19%	45%	-44%	5%	-21%	0%
40	48	Integrated Systems	-45%	78%	263%	35%	2%		1324%	-26%			2313%			-25%						15%	0%	12%
50	49	Digital Media Players	47%	56%	-33%	76%	121%	54%	98%	55%	86%	35%	18%	1%	94%	-40%	-36%	69%	315%	141%	50%	37%	76%	38%
NA	50	VOIP Systems	8%	-55%	-30%	-58%	-34%	31%	-75%	-50%	13%	302%	10%	18%	40%	-47%	-30%	140%	-62%	-11%	-78%	-27%	-22%	-26%

CONTEXT Covid-19 Weekly Report

Channel

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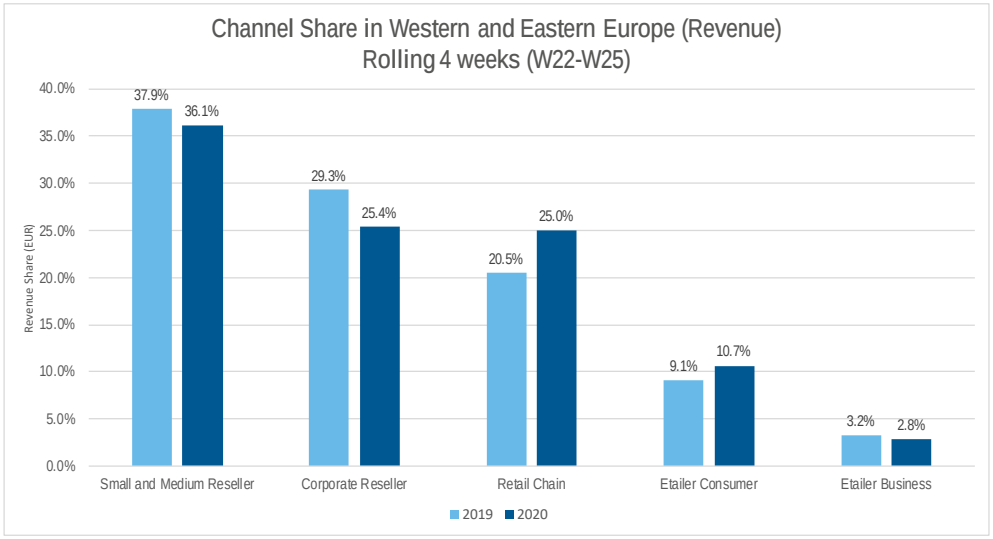
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 25 (to June 21 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	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-9%	10%	-13%	15%	-12%	-8%	-2%	22%	-23%	21%	-1%	10%	8%	-3%	-1%	19%	-2%	-27%	10%	0%	1%	0%
	Small and Medium Reseller	24%	-20%	28%	9%	14%	33%	1%	8%	4%	9%	9%	23%	-5%	14%	-9%	36%	16%	-5%	-15%	11%	6%	10%
	Etailer Business	19%	-5%	-2%	-5%	-1%	-8%	-19%	19%	-25%	-46%	12%	-9%	23%	-12%	-16%	13%	60%	-26%	-33%	1%	-1%	1%
Retail Channels	Etailer Consumer	29%	66%	6%	0%	54%	41%	102%	106%	39%	46%	49%	9%	30%	29%	-13%	68%	13%	41%	23%	38%	14%	35%
	Retail Chain	62%	35%	82%	58%	42%	39%	20%	25%	15%	66%	-7%	19%	-17%	2%	-26%	55%	75%	26%	1%	48%	16%	41%



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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 21 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W24	Rank-W25	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	62%	37%	101%	35%	46%	35%	-11%	36%	11%	42%	9%	14%	3%	23%	0%	94%	21%	28%	13%	41%	30%	40%
2	2	Telecommunications	23%	-10%	44%	27%	21%	88%	-10%	20%	9%	58%	52%	51%	57%	37%	-55%	75%	38%	74%	48%	23%	31%	25%
3	3	Software and Licences	-11%	-16%	-6%	33%	-15%	4%	6%	-6%	-19%	54%	-4%	38%	-8%	-2%	47%	-8%	-14%	-40%	-34%	-4%	11%	-2%
4	4	Printing Consumables	10%	-28%	-14%	21%	-8%	5%	7%	18%	-1%	-15%	-4%	3%	0%	26%	-31%	-2%	86%	-72%	-8%	0%	-10%	-1%
5	5	Displays	18%	-19%	-14%	-14%	-2%	13%	-10%	16%	4%	-62%	17%	10%	15%	9%	21%	9%	-8%	-27%	-6%	-5%	8%	-3%
6	6	Computing Components	51%	-5%	2%	11%	8%	34%	13%	39%	9%	-27%	-7%	8%	106%	15%	-6%	82%	10%	-2%	0%	17%	10%	15%
7	7	Disk Storage	9%	0%	-13%	0%	16%	4%	80%	33%	15%	4%	-5%	-3%	-39%	-15%	-18%	-18%	-24%	-1%	-61%	4%	-20%	-2%
8	8	Warranties and Services	-20%	7%	22%	-7%	-6%	-7%	-26%	5%	-38%	-3%	-20%	-12%	4%	-14%	-34%	-22%	-33%	-43%	-36%	-8%	-32%	-10%
9	9	Desktop Computing	-30%	-52%	-29%	-17%	-29%	3%	-24%	-11%	-17%	-15%	-28%	-3%	-53%	-17%	10%	15%	-10%	-49%	-11%	-30%	3%	-24%
10	10	Audio-Video Systems	77%	-15%	79%	1%	28%	438%	-11%	71%	14%	43%	56%	130%	44%	105%	-49%	-7%	24%	35%	-28%	51%	-24%	44%
12	11	Computing Accessories	23%	6%	25%	19%	35%	33%	-11%	22%	23%	71%	3%	-13%	19%	0%	-13%	42%	23%	18%	8%	16%	11%	16%
11	12	Networking Systems	-5%	-24%	15%	-19%	-46%	-8%	-2%	-11%	-17%	-14%	-7%	20%	-24%	-15%	-18%	11%	99%	-14%	31%	-15%	-7%	-14%
13	13	Printing	-11%	-35%	-41%	-26%	-22%	-25%	-28%	-28%	26%	-44%	-37%	-21%	-33%	-4%	-30%	-12%	-3%	-36%	-50%	-26%	-26%	-26%
14	14	Server Computing	-33%	-9%	6%	-11%	12%	-29%	-60%	-18%	-56%	2%	21%	-46%	57%	-40%	-5%	163%	-24%	19%	43%	-20%	24%	-11%
15	15	Data Center Networking and Security	0%	6%	-41%	-13%	16%	47%	12%	-32%	-37%	-15%	9%	10%	-49%	47%	-40%	-44%	299%	125%	61%	-2%	-34%	-7%
17	16	Wearable Devices	133%	-47%	11%	-1%	-8%	-30%	-37%	10%	28%	23%	168%	-15%	-77%	20%	-41%	79%	-14%	-42%	-48%	5%	11%	5%
16	17	Wireless Networking	8%	-5%	-9%	-15%	-56%	0%	-16%	21%	-12%	-12%	24%	-34%	87%	-14%	-11%	-11%	44%	13%	-1%	-7%	-2%	-7%
18	18	Power Equipment	15%	-10%	-11%	-18%	-14%	-1%	36%	17%	10%	-15%	-9%	14%	-7%	39%	-11%	-6%	21%	-14%	-11%	2%	-8%	-2%
19	19	Other Networking Equipment	18%	6%	2%	-11%	1%	-19%	23%	15%	-6%	-17%	48%	-43%	-37%	-7%	-1%	55%	1%	-17%	18%	4%	6%	4%
20	20	Connectivity	18%	-28%	6%	-18%	2%	-8%	-28%	7%	57%	36%	52%	13%	-18%	-15%	-27%	41%	1%	-20%	-13%	-7%	-12%	-8%
21	21	Removable Storage	10%	-67%	-6%	-2%	-43%	106%	-42%	-10%	4%	-75%	-22%	2%	-49%	-23%	-54%	-11%	-22%	-13%	-27%	-25%	-25%	-25%
22	22	Games Consoles	16%		-39%	136%	307%	134%	152%	110%	463%	-36%	169%	564%	107%	579%	-54%	5%	-60%	-71%	63%	52%	-7%	34%
23	23	Smart Home and Office	-49%	14%	-30%	66%	-56%	75%	249%	38%	-39%	749%	-15%		-9%	32%	191%	245%	270%	2475%	142%	9%	338%	16%
24	24	Unified Communications	-23%	-51%	-34%	-57%	-39%	30%	-75%	-51%	25%	284%	18%	11%	38%	-45%	-31%	123%	-69%	-11%	-18%	-37%	-24%	-34%
26	25	Scanner Imaging	-15%	-1%	-25%	-13%	14%	-6%	-58%	-49%	-23%	-17%	-18%	-17%	83%	-3%	5%	2%	-10%	-29%	-52%	-12%	1%	-9%
25	26	Electronics	-14%	-53%	-28%	-45%	-58%	0%	65%	-41%	-54%	-53%	79%	-62%	-38%	-47%	64%	-29%	-10%	-72%	-42%	-35%	29%	-19%
27	27	Security	11%	-40%	-17%	-21%	-22%	10%	-53%	-31%	-23%	265%	47%		2%	76%	60%	-29%	180%	79%	195%	-14%	70%	7%
28	28	Tape Storage	50%	-28%	-52%	29%	-73%	-24%	81%	81%	-27%	-10%	-59%	151%	-61%	-30%	90%	138%	111%		-60%	7%	92%	14%
29	29	Terminals, Thin Clients and Points of Sales	-47%	-30%	-62%	-40%	-54%	-28%	-22%	219%	-68%	-11%	-89%		-54%	-43%	108%	2%	-44%	-92%	-92%	-40%	63%	-32%
30	30	Photo and Video Cameras	-31%	-55%	-30%	-75%	14%	-29%	-99%	-64%		-53%	-58%	-56%		-29%	-68%	-79%	-41%	-67%	-7%	-43%	-56%	-50%

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 21 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W24	Rank-W25	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	76%	76%	136%	41%	51%	21%	0%	23%	81%	124%	33%	10%	12%	13%	-6%	64%	74%	35%	69%	61%	26%	53%
2	2	Telecommunications	42%	72%	83%	99%	109%	162%	72%	60%	-12%	33%	-12%	16%	-18%	-15%	-70%	71%	59%	73%	120%	59%	29%	54%
3	3	Software and Licences	-28%	-46%	-44%	-19%	111%	-23%	16%	2%	-57%	-30%	41%	-44%	170%	256%	-61%	68%	53%	-57%	109%	-7%	22%	0%
4	4	Printing Consumables	27%	6%	42%	33%	12%	27%	86%	12%	8%	32%	0%	10%	-29%	33%	-38%	27%	144%	-63%	-19%	23%	-9%	19%
5	5	Displays	55%	113%	38%	-7%	35%	57%	-28%	-7%	190%	39%	38%	19%	-15%	59%	11%	39%	53%	38%	-53%	54%	27%	47%
6	6	Computing Components	100%	215%	167%	75%	55%	79%	90%	22%	115%	109%	78%	64%	13%	113%	-50%	81%	113%	61%	39%	103%	3%	63%
7	7	Disk Storage	14%	15%	10%	-25%	-19%	3%	7%	41%	-1%	197%	56%	-13%	1%	0%	-37%	-2%	-35%	12%	-19%	9%	-23%	-1%
8	8	Warranties and Services	47%	341%	-13%	-27%	-11%	112%	-74%	48%	5%	238%	-10%	-6%	-82%	94%	33%	-30%	78%	7%	266%	75%	20%	69%
9	9	Desktop Computing	-1%	15%	-8%	14%	-11%	66%	-20%	-44%	20%	-32%	-29%	15%	-43%	22%	-44%	-10%	52%	92%	-10%	5%	-26%	-2%
10	10	Audio-Video Systems	98%	33%	25%	-7%	34%	75%	4%	113%	-24%	75%	34%	138%	71%	36%	-30%	178%	61%	69%	8%	40%	59%	41%
12	11	Computing Accessories	61%	29%	75%	-3%	20%	42%	-27%	32%	67%	76%	9%	4%	2%	49%	68%	33%	44%	15%	9%	37%	47%	39%
11	12	Networking Systems	23%	-10%	40%	-37%	-10%	13%	-20%	110%	-49%	138%	48%	41%	-36%	37%	-4%	53%	17%	58%	-79%	7%	1%	6%
13	13	Printing	5%	44%	23%	14%	-11%	3%	-35%	-20%	105%	2%	-20%	1%	-39%	-1%	-36%	54%	59%	25%	54%	11%	-11%	5%
14	14	Server Computing	-2%	-23%	138%	72%	102%	17%		-76%	-85%		-65%	-77%	59%	38%	-34%	117%	-82%	230%	-33%	-11%	12%	-5%
15	15	Data Center Networking and Security	52%	121%	-20%		-49%	-45%	5%	67%	-26%		-27%	260%		-44%	-3%	-7%	160%			52%	7%	46%
17	16	Wearable Devices	36%	41%	32%	-62%	69%	2%	-17%	106%	26%	186%	-18%	8%	33%	-20%	80%	203%	4%	-44%	-80%	28%	52%	30%
16	17	Wireless Networking	94%	45%	63%	34%	39%	39%	-44%	54%	107%	77%	-16%	6%	62%	160%	-14%	207%	113%	34%	12%	61%	51%	60%
18	18	Power Equipment	3%	-40%	-45%	-24%	-29%	10%	-28%	45%	18%	-52%	128%	45%	40%	26%	-25%	-17%	-15%	-7%	-36%	-15%	-22%	-18%
19	19	Other Networking Equipment	51%	39%	10%	8%	-8%	25%	-11%	55%	88%	126%	6%	-44%	272%	46%	-45%	-13%	225%	-50%	-9%	28%	-24%	24%
20	20	Connectivity	31%	-35%	-52%	-2%	9%	30%	18%	6%	-8%	11%	53%	28%	78%	1%	-12%	18%	-2%	-44%	-1%	-6%	2%	-5%
21	21	Removable Storage	45%	-48%	-31%	30%	-62%	3%	-30%	-34%	-11%	-59%	-18%	-22%	-22%	16%	-72%	1%	-36%	-26%	-15%	-23%	-34%	-26%
22	22	Games Consoles	143%		118%	150%	4%	124%	266%	412%	299%	349%	36%	5%	-3247%	111%	53%	91%	-39%	-6%	-24%	115%	42%	82%
23	23	Smart Home and Office	-7%	22%	-63%	-7%	-73%	-83%	-17%	293%	1381%	206%	-49%	203%		-48%	4%	582%	231%	5566%	46%	-35%	704%	-32%
24	24	Unified Communications	98%	-80%	76%	70%	0%	12%	-88%		-93%					-32%	-29%	653%	-85%		-17%	50%	-20%	41%
26	25	Scanner Imaging	6%	51%	-15%	-13%	15%	41%	-9%	39%	35%	-22%	96%	106%	45%	15%	-10%	56%	31%	67%	-67%	12%	9%	11%
25	26	Electronics	-72%	-87%	-72%	-44%	-91%	2%	-50%	-84%	-92%	-77%	-54%	-40%	-95%	-78%	-84%	-26%	-42%	-88%	-41%	-67%	-64%	-67%
27	27	Security	140%	-19%	-80%	-72%	-15%	-2%	-27%	2%	1%	215%	153%	2%	-39%	8%	-22%	-15%	234%	120%	50%	-31%	32%	-29%
28	28	Tape Storage	80%	-79%	-65%		1%	18474%		-2%						-29%	25%		-7%			51%	-34%	47%
29	29	Terminals, Thin Clients and Points of Sales	163%	-50%			-23%	142%		43%	1034%	-92%				-92%	337%	-99%	5%			-6%	292%	79%
30	30	Photo and Video Cameras	-1%	-15%	-58%	-25%	-54%	-14%	-96%	-70%		-41%	-34%	-56%	-93%	-13%	-42%	8%	-44%	-29%	-75%	-44%	-19%	-34%

CONTEXT Covid-19 Weekly Report

Largest Category Business

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Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W24	Rank-W25	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	67%	32%	77%	60%	37%	39%	-15%	22%	15%	43%	-5%	15%	5%	32%	-7%	96%	17%	36%	12%	40%	25%	38%
2	2	Warranties and Services	-20%	7%	22%	-7%	-6%	-7%	-26%	5%	-38%	-3%	-20%	-12%	4%	-14%	-34%	-22%	-33%	-43%	-36%	-8%	-32%	-10%
3	3	Smartphones	15%	-7%	45%	57%	21%	86%	-9%	19%	5%	75%	53%	62%	61%	36%	-58%	84%	39%	83%	64%	26%	42%	29%
4	4	Tablet PCs	57%	54%	253%	-18%	84%	21%	-13%	81%	-19%	40%	101%	-12%	-4%	-1%	62%	88%	60%	-24%	62%	46%	65%	47%
5	5	Toner	3%	-35%	-27%	9%	-39%	1%	10%	29%	-21%	-18%	-9%	1%	20%	10%	-33%	-21%	66%	-73%	-26%	-11%	-21%	-13%
6	6	Desktops	-33%	-56%	-28%	-17%	-29%	-1%	-27%	-10%	-19%	-17%	-27%	-3%	-58%	-11%	9%	11%	-11%	-51%	-19%	-31%	1%	-25%
7	7	Office Applications Software	-37%	-32%	35%	-6%	2%	-1%	9%	6%	-26%	31%	21%	25%	4%	8%	169%	12%	-34%	-9%	-34%	-12%	48%	-6%
8	8	Ink Cartridges and Tanks	27%	-2%	14%	43%	39%	33%	3%	15%	35%	0%	36%	-4%	-29%	41%	-44%	40%	148%	-75%	14%	25%	24%	25%
9	9	Monitors	25%	9%	1%	16%	25%	34%	-2%	15%	30%	-28%	38%	1%	28%	24%	19%	17%	0%	-27%	0%	16%	11%	15%
10	10	Security Software	-3%	16%	20%	20%	10%	52%	-2%	49%	-36%	67%	-50%	35%	-10%	-13%	-30%	-48%	4%	110%	-132%	5%	-29%	3%
11	11	Processors	82%	9%	-9%	54%	27%	242%	28%	109%	8%	-47%	7%	35%	190%	30%	-28%	137%	15%	65%	9%	40%	7%	33%
12	12	Network Switches	-1%	-30%	15%	-22%	-34%	-12%	9%	-6%	-18%	-16%	-6%	20%	-24%	-18%	-20%	22%	111%	-24%	39%	-14%	-5%	-13%
13	13	Operating Systems Software	-17%	-25%	-25%	49%	-22%	-24%	59%	-15%	-14%	-18%	-7%	46%	-14%	27%	-40%	-18%	-22%	-35%	-57%	-5%	-32%	-9%
16	14	Solid State Drives (SSDs)	10%	10%	-15%	6%	19%	-7%	101%	64%	-2%	8%	-6%	-52%	-2%	-3%	28%	-37%	2%	-34%	-63%	7%	-6%	4%
14	15	Servers (PC/Mac)	-14%	-25%	-24%	-17%	29%	12%	-75%	-18%	-33%	-1%	-2%	-6%	21%	-37%	13%	171%	-25%	20%	49%	-19%	41%	-4%
15	16	Data Management Software	7%	5%	-49%	32%	-39%	64%	-26%	-11%	-29%	54%	27%	-41%	-76%	-35%	230%	-75%	8%	-69%	-48%	-6%	27%	-3%
17	17	Hard Disk Drives (HDDs)	10%	-6%	-22%	3%	58%	14%	1%	37%	26%	-8%	7%	42%	39%	-21%	-32%	11%	-19%	-21%	-40%	3%	-23%	-3%
18	18	RAM Memory	17%	-29%	-7%	-18%	-13%	-13%	9%	-3%	5%	4%	-25%	-12%	62%	-17%	30%	41%	-18%	-46%	-14%	-10%	25%	-4%
20	19	Headsets/Headphones and Microphones	88%	6%	86%	6%	49%	601%	-9%	89%	23%	64%	102%	152%	57%	125%	-8%	-17%	31%	36%	-54%	73%	-7%	67%
19	20	Database Management Software	64%	-41%	-52%	319%	-72%	52%	-15%	19%	152%	120%	24%	106%	8%	-21%	-53%	9%	7%	-73%	-52%	16%	-25%	13%
22	21	Graphics and Design Software	3%	-39%	25%	15%	-2%	-24%	-41%	-1%	-22%	12%	-4%	-25%	-41%	8%	-19%	51%	63%	203%	-4%	-9%	39%	-7%
21	22	Disk Arrays	3%	0%	5%	-5%	5%	4%	253%	-19%	36%	12%	-15%	255%	-92%	-44%	-34%	-14%	-72%	213%	-92%	1%	-31%	-7%
24	23	Large Format Displays	15%	-30%	-29%	-36%	-26%	-18%	-28%	61%	-35%	-96%	-13%	19%	10%	21%	-4%	-17%	-12%	-47%	-31%	-22%	-13%	-21%
26	24	Network Management and Security Appliances	6%	9%	-25%	4%	40%	20%	36%	-1%	-60%	17%	-13%	12%	-49%	89%	-59%	-32%	260%	217%	248%	8%	-40%	3%
25	25	Virtualisation Software	-18%	11%	-12%	-34%	21%	-38%	21%	-16%	-53%	-13%	-62%	57%	22%	-12%	111%	10%	-27%	-78%	158%	-14%	69%	-5%
23	26	Network Management Software	-22%	-6%	-20%	10%	17%	-19%	-25%	-38%	13%	662%	31%	4%	7%	4%	17%	19%	-7%	2%	27%	-5%	15%	-3%
27	27	Wireless Access Points	9%	-9%	-9%	-11%	-58%	8%	-15%	24%	-17%	-16%	24%	-36%	93%	-17%	-10%	-14%	35%	3%	1%	-7%	-3%	-7%
28	28	Docking Stations	10%	-11%	29%	23%	40%	13%	-25%	30%	24%	118%	18%	-31%	38%	41%	7%	39%	-10%	11%	-3%	11%	12%	11%
29	29	All-in-One Lasers	-7%	-49%	-20%	-8%	-14%	-28%	-31%	-18%	23%	-67%	-46%	8%	-13%	-30%	-44%	-21%	-6%	-54%	-43%	-23%	-40%	-28%
32	30	Notebook Workstations	13%	48%	18%	44%	60%	38%	50%	74%	65%	25%	25%	53%	14%	42%	289%	60%	-36%	9%	-32%	37%	81%	40%
31	31	Transceivers	19%	2%	4%	-19%	-11%	-34%	42%	4%	-7%	-39%	54%	-29%	-39%	-12%	3%	112%	-45%	-34%	82%	0%	12%	2%
33	32	Desktop Workstations (PC/Mac)	-5%	-36%	-34%	-18%	-35%	26%	6%	-14%	-7%	1%	-36%	-3%	-2%	-45%	24%	42%	0%	-9%	36%	-22%	24%	-15%
36	33	Graphics Cards	61%	33%	79%	10%	27%	-6%	-50%	44%	-19%	75%	33%	11%	30%	74%	-56%	50%	55%	-17%	23%	43%	-16%	27%
35	34	Developer Tools Software	-61%	-43%	-12%	-71%	-22%	27%	98%	-33%	-48%	-82%	41%	9%	174%	14%	-42%	65%	-80%	-93%	-19%	-38%	-61%	-39%
34	35	Network Routers	-24%	5%	15%	9%	-62%	15%	-44%	-47%	-12%	-7%	-14%	24%	-21%	-1%	-14%	-20%	41%	35%	10%	-18%	-11%	-16%
37	36	Uninterruptable Power Supplies (UPS)	8%	-15%	-17%	-18%	-25%	-4%	43%	-14%	19%	-7%	-33%	-23%	-10%	-7%	-11%	-23%	-12%	-30%	2%	-8%	-12%	-10%
38	37	Cables and Connectivity Adapters	21%	-33%	5%	-20%	4%	-18%	-30%	10%	66%	37%	53%	16%	-3%	-16%	-35%	48%	5%	-22%	-12%	-9%	-14%	-10%
39	38	Televisions	9%	-32%	-17%	-28%	-17%	28%	11%	51%	31%	14%	18%	83%	-64%	28%	375%	4%	35%	-17%	71%	-9%	39%	0%
40	39	Long Life Consumables	-4%	-52%	-31%	-11%	-36%	-11%	-9%	-21%	5%	-36%	-28%	13%	-1%	-19%	-29%	-16%	15%	-49%	-32%	-24%	-24%	-24%
30	40	Integrated Systems	-45%	78%	263%	35%	2%		1324%	-26%			2313%			-25%						15%	0%	12%
41	41	All-In-One Inkjets	4%	13%	-16%	3%	-2%	-15%	-17%	-1%	1%	11%	-64%	-60%	-27%	1%	76%	4%	58%	81%	27%	-3%	35%	0%
42	42	Keyboards and Keypads	13%	-10%	11%	42%	56%	85%	5%	17%	59%	72%	-6%	24%	10%	-13%	-10%	26%	7%	-13%	24%	15%	2%	14%
44	43	Laser Printers	-19%	-43%	11%	-38%	-23%	-7%	-18%	5%	53%	-19%	-30%	11%	-30%	5%	-2%	-12%	8%	-36%	2%	-21%	-4%	-17%
43	44	Network Expansion Modules	-7%	59%	-35%	-34%	-35%	67%	-31%	-61%	-40%	7%	-20%	7%	-19%	-14%	17%	-56%	456%			-3%	11%	-1%
46	45	Projectors	-4%	-66%	-36%	-40%	-60%	-28%	-7%	-53%	-55%	-17%	-59%	-20%	-32%	27%	-47%	4%	-41%	-18%	-48%	-38%	-23%	-36%
45	46	VOIP Systems	-24%	-52%	-33%	-59%	-38%	33%	-74%	-50%	33%	302%	9%	18%	40%	-47%	-29%	129%	-62%	-11%	-79%	-37%	-22%	-34%
47	47	Servers (Unix)	-56%	36%	-81%	-38%																-60%	0%	-64%

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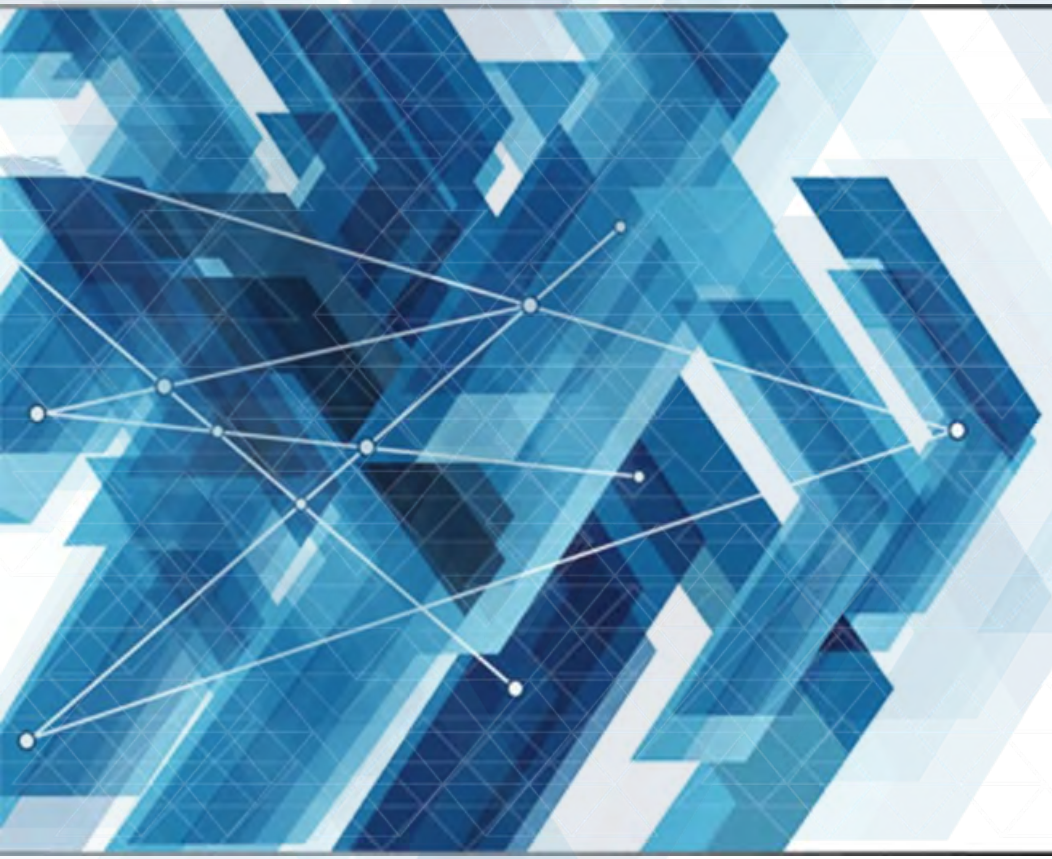
			WESTERN EUROPE													EASTERN EUROPE					CATEGORY TREND		
Rank-W24	Rank-W25	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Smartphones	42%	96%	85%	112%	117%	169%	75%	60%	-13%	35%	-13%	13%	-19%	-17%	-71%	73%	62%	75%	130%	63%	33%	29%
2	2	Notebooks	73%	67%	122%	64%	43%	30%	3%	25%	76%	119%	35%	-1%	15%	10%	-8%	71%	56%	25%	62%	59%	24%	38%
3	3	Tablet PCs	85%	106%	196%	0%	88%	-12%	-12%	14%	90%	145%	17%	64%	-83%	19%	2%	2%	205%	242%	188%	66%	43%	47%
5	4	Ink Cartridges and Tanks	34%	21%	38%	33%	40%	44%	92%	9%	11%	34%	-14%	-1%	-43%	37%	-34%	20%	215%	-62%	-23%	29%	0%	25%
4	5	Monitors	71%	136%	40%	6%	25%	107%	92%	141%	229%	99%	37%	-17%	-11%	50%	-16%	48%	99%	45%	35%	70%	20%	15%
6	6	Headsets/Headphones and Microphones	151%	58%	86%	-3%	103%	150%	11%	215%	-35%	144%	49%	186%	20%	91%	-24%	246%	78%	101%	18%	81%	76%	67%
7	7	Desktops	-3%	17%	-8%	14%	-10%	70%	-23%	-43%	26%	-32%	-32%	5%	-43%	21%	-45%	-10%	58%	92%	-16%	4%	-28%	-25%
8	8	Processors	128%	226%	432%	83%	115%	75%	131%	51%	139%	111%	71%	99%	82%	101%	-64%	110%	231%	22%	92%	124%	-14%	33%
9	9	Televisions	49%	114%	42%	1963%	397%	-18%	-98%	-56%	224%	-92%	70%	115%		16%	762%	37%	-28%	20%	-88%	53%	50%	0%
13	10	Smart Watches	37%	111%	61%	-36%	227%	12%	-30%	107%	38%	244%	-15%	6%	39%	11%	95%	35%	20%	-28%	-75%	63%	15%	-9%
12	11	Graphics Cards	101%	329%	239%	-8%	28%	107%	83%	13%	166%	74%	48%	44%	-86%	180%	-3%	58%	139%	120%	2%	113%	49%	27%
10	12	Hard Disk Drives (HDDs)	66%	5%	-18%	-24%	-43%	21%	-22%	8%	10%	148%	24%	37%	1%	-14%	-44%	76%	-1%	21%	174%	4%	-19%	-3%
14	13	Network Routers	26%	9%	64%	-42%	25%	56%	-11%	76%	-52%	265%	115%	118%	-49%	60%	11%	87%	23%	82%	-88%	15%	13%	-16%
11	14	Solid State Drives (SSDs)	-10%	46%	22%	-25%	51%	-12%	61%	5%	-11%	249%	74%	-24%	23%	86%	-22%	-21%	-50%	10%	-50%	13%	-26%	4%
15	15	All-In-One Inkjets	19%	10%	39%	10%	-19%	28%	-46%	-20%	119%	-3%	-27%	22%	-19%	-8%	-55%	86%	38%	22%	-11%	14%	4%	0%
16	16	Toner	10%	-42%	73%	45%	-24%	12%	77%	29%	-7%	22%	29%	31%	41%	29%	-45%	55%	89%	-68%	66%	5%	-21%	-13%
17	17	All-in-One Lasers	17%	203%	17%	35%	11%	-16%	-34%	17%	70%	27%	-15%	-16%	-47%	21%	-41%	2%	67%	31%	173%	23%	-24%	-28%
18	18	Wireless Access Points	101%	46%	73%	28%	39%	39%	-45%	55%	110%	63%	-17%	5%	149%	172%	-35%	245%	108%	22%	14%	65%	41%	-7%
21	19	Digital Media Players	41%	137%	-34%	113%	156%	81%	118%	63%	92%	25%	10%	12%	140%	-45%	-21%	58%	402%	655%	-52%	46%	113%	2%
22	20	Mice	18%	60%	109%	17%	27%	41%	-21%	27%	73%	63%	-35%	-16%	40%	38%	119%	50%	21%	-1%	18%	33%	69%	5%
23	21	Keyboards and Keypads	65%	60%	71%	34%	-5%	78%	-30%	64%	41%	147%	-27%	11%	29%	74%	142%	11%	25%	30%	7%	48%	62%	14%
24	22	Smart Bands and Activity Trackers	-88%	24%	-32%	-88%	-29%	19%	247%			76%	-92%			-61%	122%	948%	-14%	-48%	-90%	-5%	176%	-10%
20	23	RAM Memory	56%	6%	11%	28%	-3%	36%	41%	5%	63%	47%	104%	22%	-37%	73%	3%	57%	-15%	2%	12%	37%	21%	-4%
19	24	Network Switches	12%	-41%	-57%	-25%	-55%	-11%	-51%	125%	-17%	40%	-1%	-1%	276%	-6%	-36%	-2%	9%	5%	128%	-12%	-24%	-13%
27	25	Games Accessories	154%		65%	150%	-14%	104%	126%	412%	161%	349%	46%	77%	-3247%	116%	53%	150%	-6%	6%	31%	108%	84%	71%
28	26	Mobile Computing Cases	168%	-29%	55%	0%	32%	62%	-23%	39%	160%	33%	83%	17%	245%	33%	32%	16%	53%	17%	177%	48%	38%	36%
33	27	Portable Speakers	-77%	-21%	-12%	-82%	-65%	-11%	-99%	-50%	-54%	-91%		-49%		-84%	-82%	-10%	-66%	-89%	-99%	-41%	-65%	-82%
31	28	Powerline Devices	62%	59%	39%	5%	-17%	27%	-19%	64%	94%	128%	108%	48%		49%	43%	60%	89%	-18%	-12%	33%	46%	80%
29	29	Laser Printers	-7%	40%	-2%	71%	45%	-16%	-2%	37%	166%	206%	-42%	13%	-55%	-4%	9%	79%	84%	21%	140%	11%	26%	-17%
34	30	Cables and Connectivity Adapters	19%	-35%	-58%	-4%	15%	28%	19%	4%	-15%	1%	68%	26%	47%	1%	-7%	15%	-6%	-57%	-2%	-9%	1%	-10%
32	31	NAS Devices	30%	17%	18%	-32%	-43%	-11%	-27%	64%	4%	-33%	117%	8%	-80%	-34%	-38%	-2%	-32%	-41%	-51%	10%	-25%	-2%
25	32	Warranties and Services	47%	341%	-13%	-27%	-11%	112%	-74%	48%	5%	238%	-10%	-6%	-82%	94%	33%	-30%	78%	7%	266%	75%	20%	-10%
26	33	Operating Systems Software	-59%	-23%	19%	-14%	289%	-53%	-11%	1%	17%	19%	2%	-65%	-38%	2017%	-59%	9%	-6%	-60%	-68%	34%	-28%	-9%
41	34	Smart Speakers	-28%	26%	-61%	-24%	-71%	-47%	-6%				-76%					5024%				-37%	3217%	-6%
38	35	Consoles Fixed	127%		421%		94%	1362%			4161%			-49%		36%		71%	-50%	-85%	-48%	144%	24%	-16%
35	36	Office Applications Software	-19%	-58%	55%	-19%	-19%	-42%	37%	-43%	-48%	110%	-57%	-36%	103%	-36%	-70%	86%	-36%	-69%	179%	-35%	22%	-6%
37	37	Projectors	-47%	-1%	-52%	-47%	-62%	-32%	11%	207%	-17%	-53%	-20%	-1%		115%	-36%	-46%	0%	153%	11%	-33%	-18%	-36%
39	38	IP Cameras	140%	-29%	-80%	-72%	-15%	-3%	-27%	2%	1%	215%	153%	2%	-39%	8%	-20%	-15%	234%	92%	50%	-35%	32%	7%
40	39	Memory Cards	92%	-40%	-65%	160%	-64%	22%	-48%	56%	-29%	-61%	-26%	-31%	-23%	49%	-74%	-16%	-48%	-32%	-26%	-23%	-46%	-36%
42	40	Smartphone Protective Cases	-9%	-87%	-47%	-42%	-53%	51%	-19%	41%	7%	-3%	64%	243%	-17%	10%	-53%	36%	13%	-78%		-42%	-15%	-6%
36	41	Uninterruptable Power Supplies (UPS)	-46%	-36%	-57%	-24%	-15%	-14%	-15%	-3%	0%	-1%	52%	3%	113%	-14%	-30%	-22%	9%	-3%	-19%	-32%	-27%	-10%
44	42	USB Memory	42%	-61%	-38%	-40%	-67%	-10%	56%	-33%	-16%	-52%	-22%	-4%	-15%	47%	-75%	12%	-28%	-23%	-21%	-32%	-27%	-32%
43	43	Mobile Phones	15%	-4%	-7%	21%	2%	157%	4%	-8%	-6%	-93%	-44%	60%	21%	-25%	-66%	-83%	-19%	-22%	11%	-3%	-64%	-21%
45	44	Digital Cameras	-42%	104%	-67%	-11%	-47%	-29%		-70%		-38%	-44%	-45%			-82%	8%	-47%	-8%	-84%	-44%	-21%	-53%
30	45	Security Software	54%	-43%	-51%	-63%	-9%	160%	70%	-14%	-87%	-57%	-8%	-51%		-32%	-130%	88%	316%	349%	4%	-27%	30%	3%



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