

IT Industry Update

8th July 2020

CONTEXT COVID-19 Weekly Report



01

CLIMATE SURVEY FEEDBACK

02

TOP TRENDS COVID-19 REPORTS TO WEEK 25

03

UK INSIGHT – NICK WESTCOTT, COUNTRY MANAGER

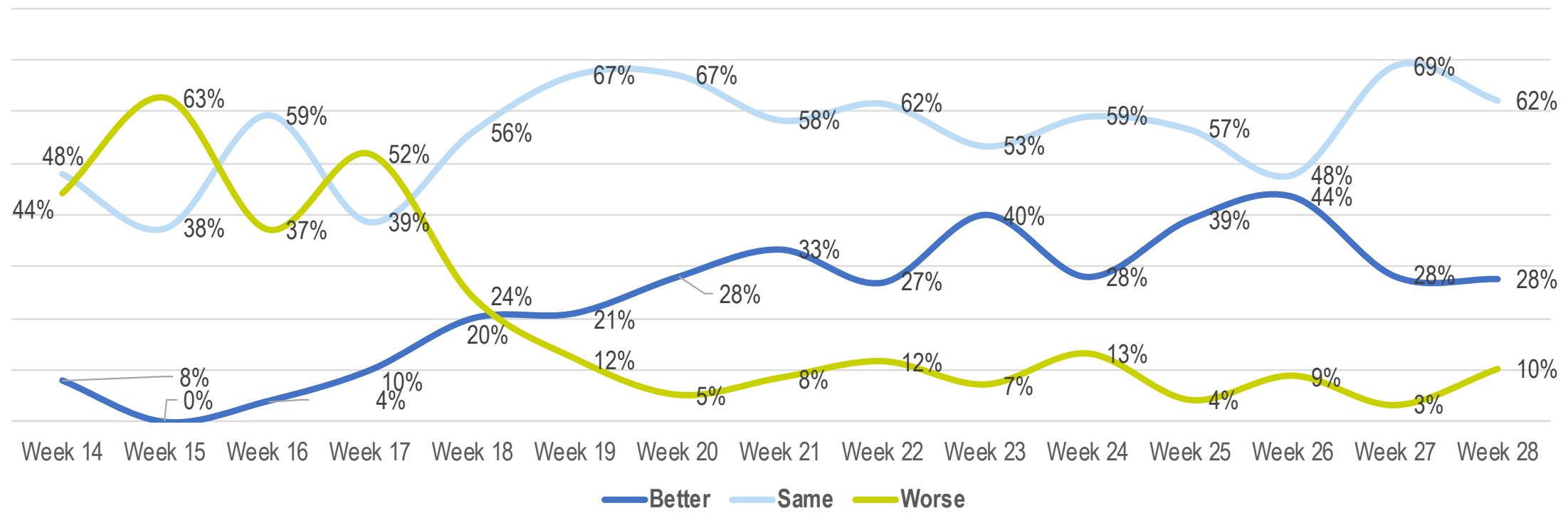
04

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

CLIMATE SURVEY FEEDBACK – PROGRESS



How is the situation for the IT industry in your country (compared to last week)?

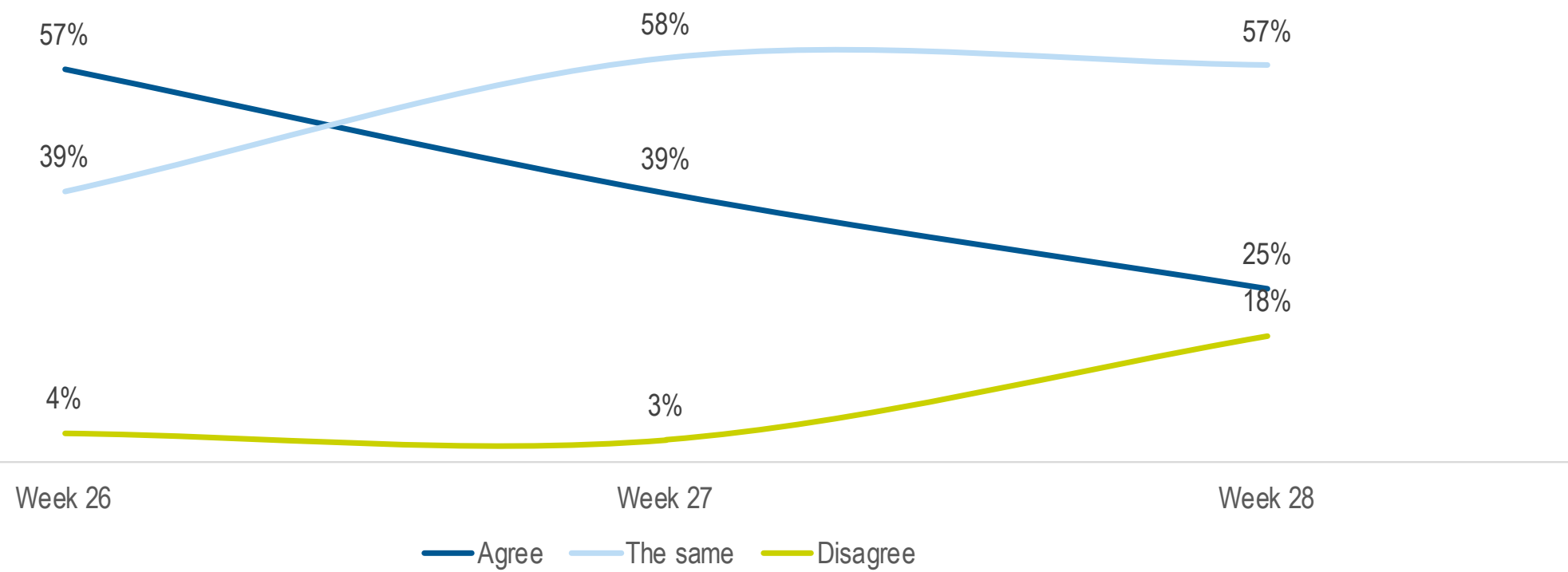


32 responses

CLIMATE SURVEY FEEDBACK – PIPELINE

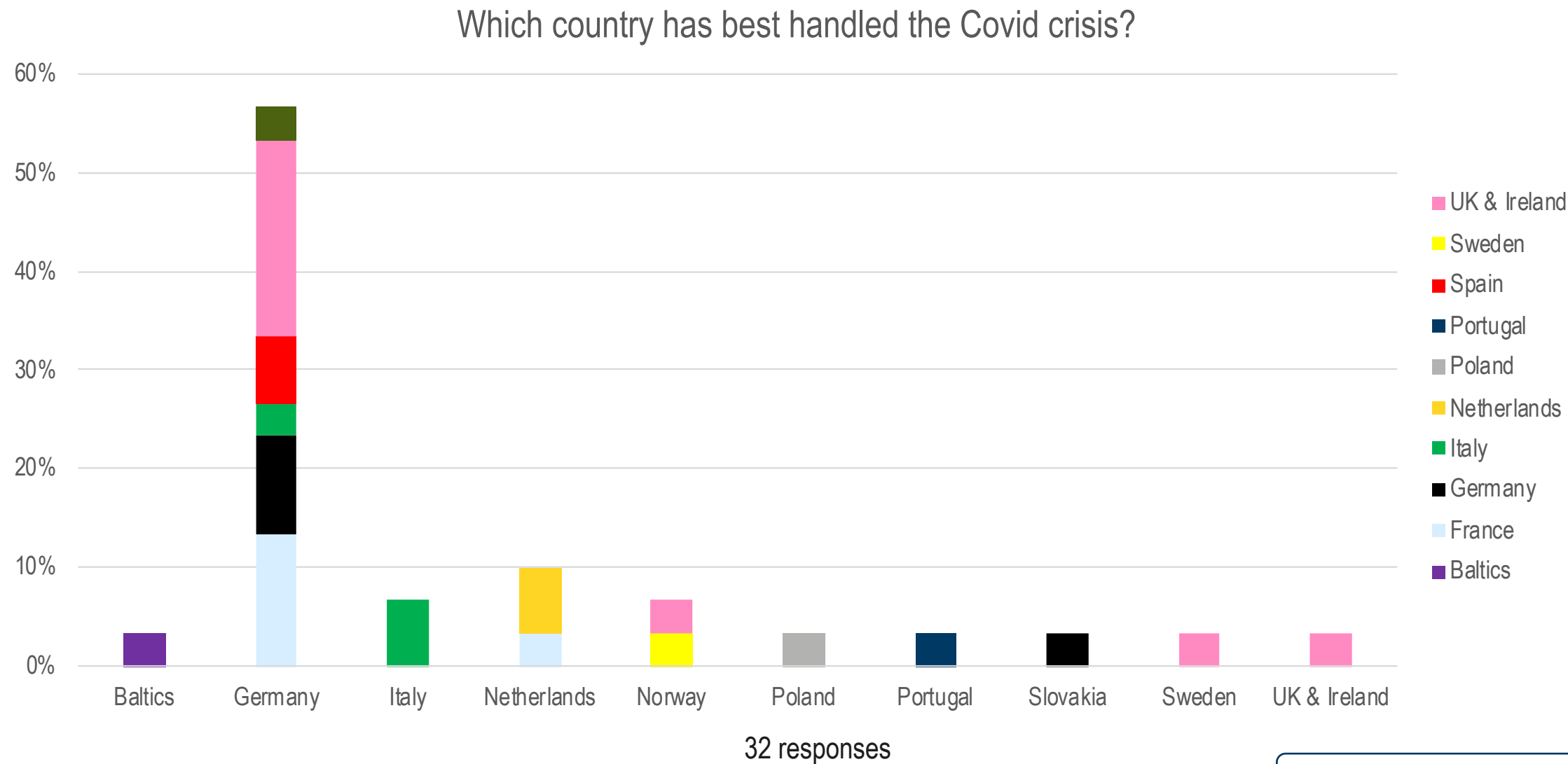


My pipeline of order has increased (compared to last week)?



32 responses

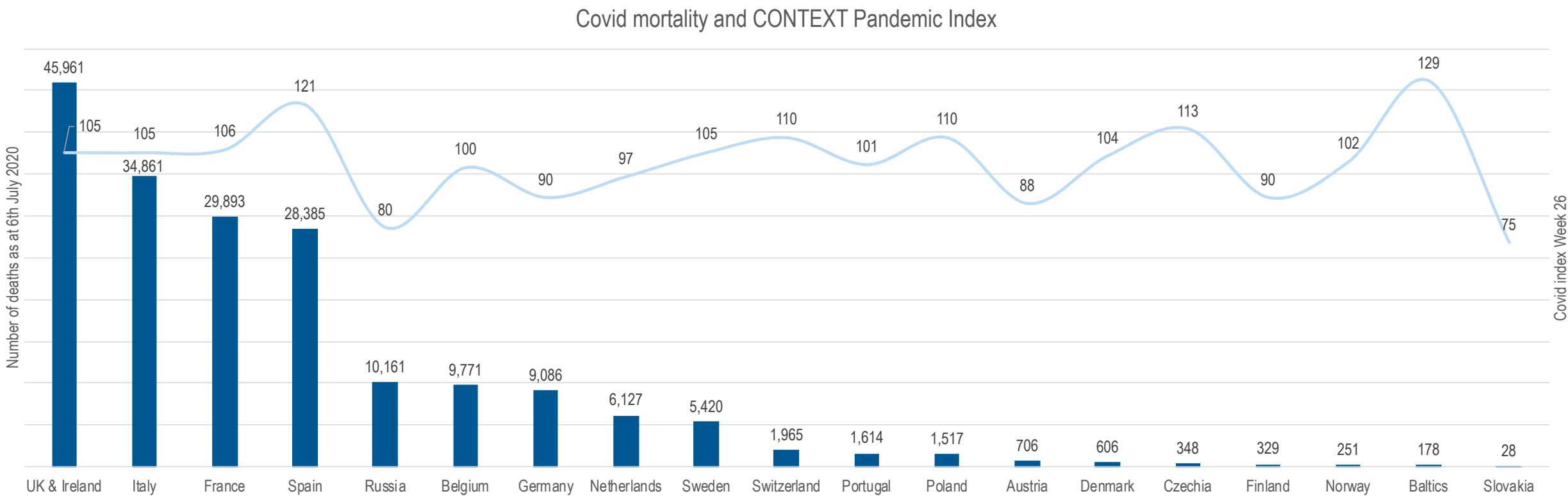
GERMANY HAS DONE BEST



GERMANY HAS DONE BEST

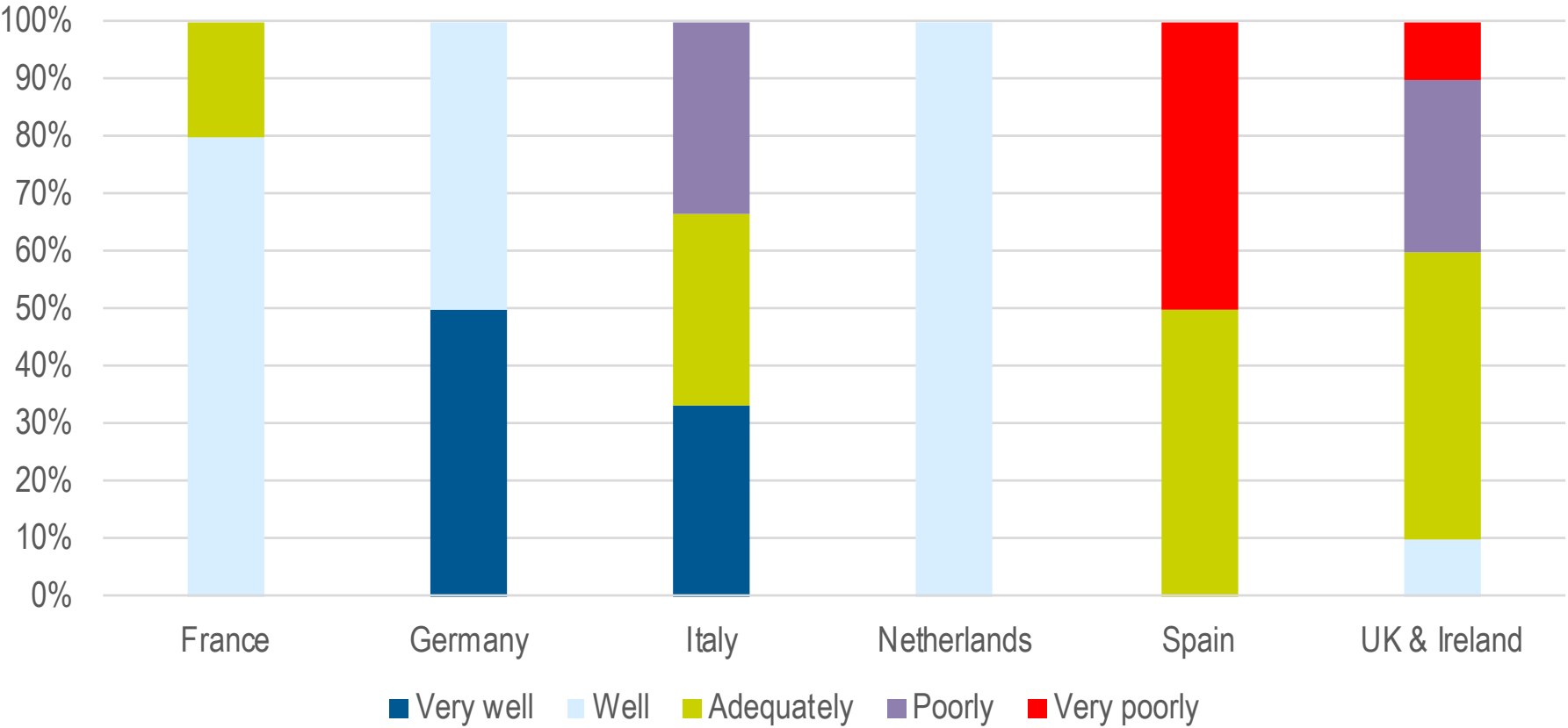
| Reason | Description |
|---------------|---|
| Control | Cases under control. market demand stable since beginning of the pandemic and during pandemic till now |
| Consistency | Consistent shut-down, willingness on the part of the government to make large investments to revive the economy, short-time work compensation |
| Rapidity | Germany acted quick on the corona crisis and backed up especially the small and medium sized companies unbureaucratically. |
| Testing | Running COVID tests massively and driving health care in a correct way |
| Apolitical | The country where dealing with Covid was the least politicized. |
| Efficiency | They were more efficient dealing with the pandemic |
| Economy first | Prioritizing economy. |

NO CORRELATION BETWEEN COVID MORTALITY AND IT INDUSTRY PERFORMANCE



UK, ITALY AND SPAIN ARE TOUGHEST ON THEMSELVES

How successfully is your Government dealing with the impact of the Covid crisis?



26 responses

UK, ITALY AND SPAIN ARE TOUGHEST ON THEMSELVES

| Reason - UK | Description |
|--------------------|---|
| Slow | Should have initiated lockdown earlier, and is rushing to reopen to early |
| No track and trace | Should have locked down quicker and implemented track and trace immediately. |
| Common sense | Too much reliance on "common sense" and not enough enforcement of rules. |
| Lack of clarity | slow decision. no clear information or direction. |
| Longest lockdown | In UK we have had the longest lockdown, the biggest economic impact |
| Mixed messages | UK: Mixed messages on the measures, slow reaction, equipment was not stocked in advance as advised several years ago, furlough scheme not thought through |

| Reason - Spain | Description |
|------------------------------|---|
| Too much left to individuals | Good and responsible management of lockdown but too much is left to the individuals. Wearing a mask is not mandatory and there is no control so less and less people is wearing it. Social distancing is not really enforced and as of today is not respected AT ALL by citizens. |
| Fragmentation | Spain is very fragmented into different parties at the congress. The divisions driving to political interests rather than the economy or population health |

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)

01

REVENUE GROWTH/DECLINE

No reporting this week because of the week 26 comparison to 2019

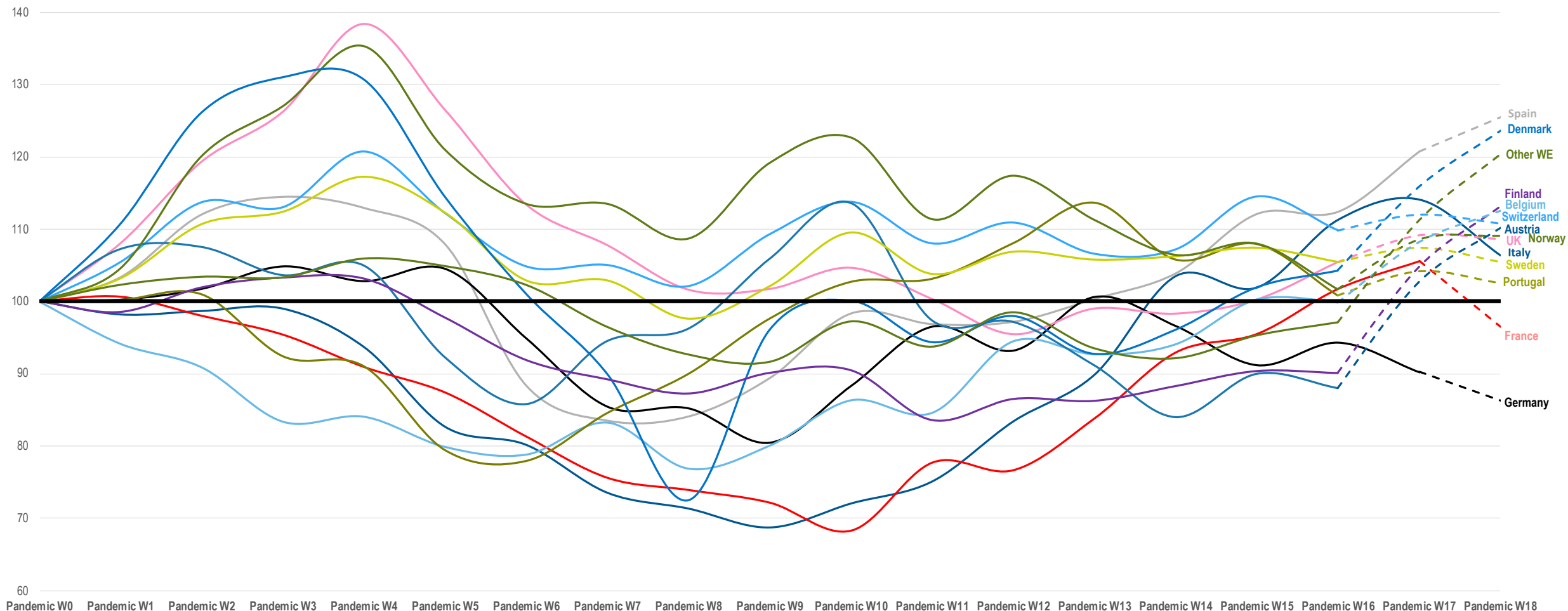
(Week 26 2019 includes the end of Q2, whereas week 26 2020 excludes the two final days of Q2)

02

REVENUE PANDEMIC INDEX

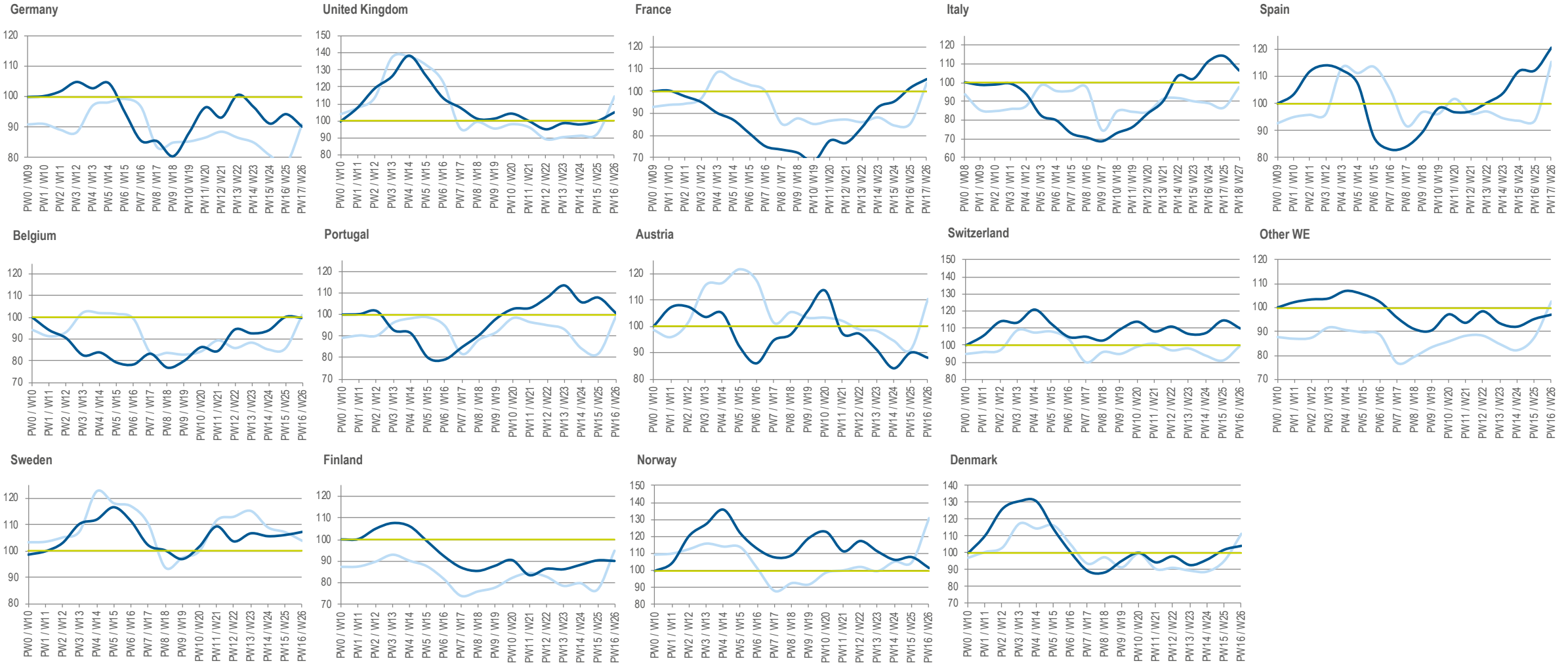
WE: STRONG UK, SPAIN & FRANCE, SOFTENING ITALY & GERMANY

Weekly Revenue Trend Index - All Countries
(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

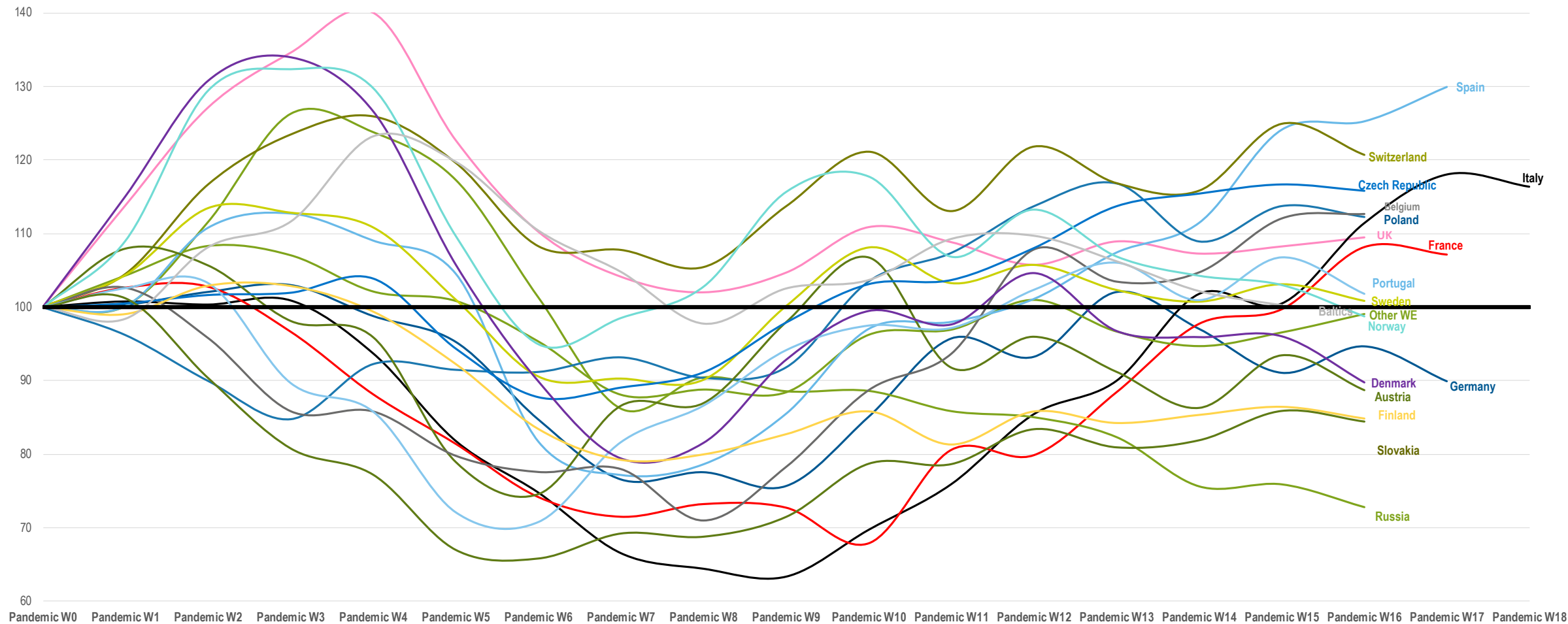
WE: ACTIVITY IS HOLDING UP WELL



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

VOLUME: SOME TAPERING IN ITALY, FRANCE & GERMANY

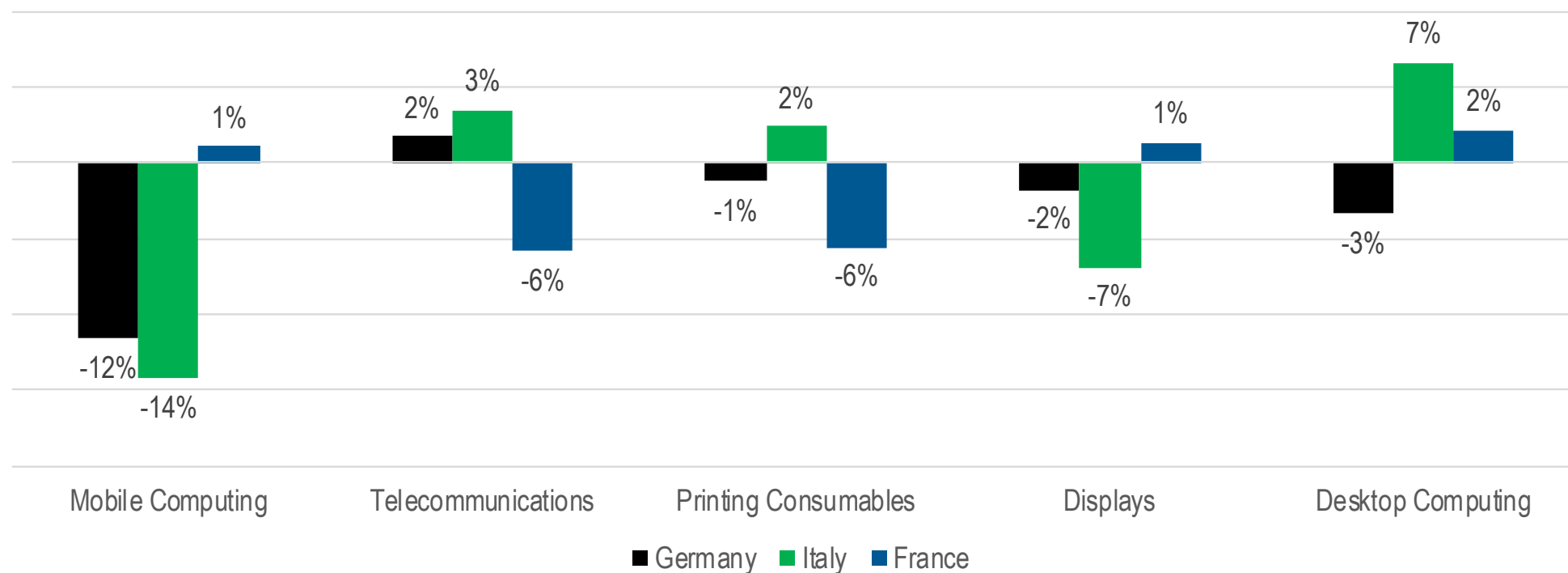
Weekly Revenue Trend Index - All Countries (Volume)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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

VOLUME: SOME TAPERING IN ITALY, FRANCE & GERMANY (WEEK 26 VS WEEK 25)

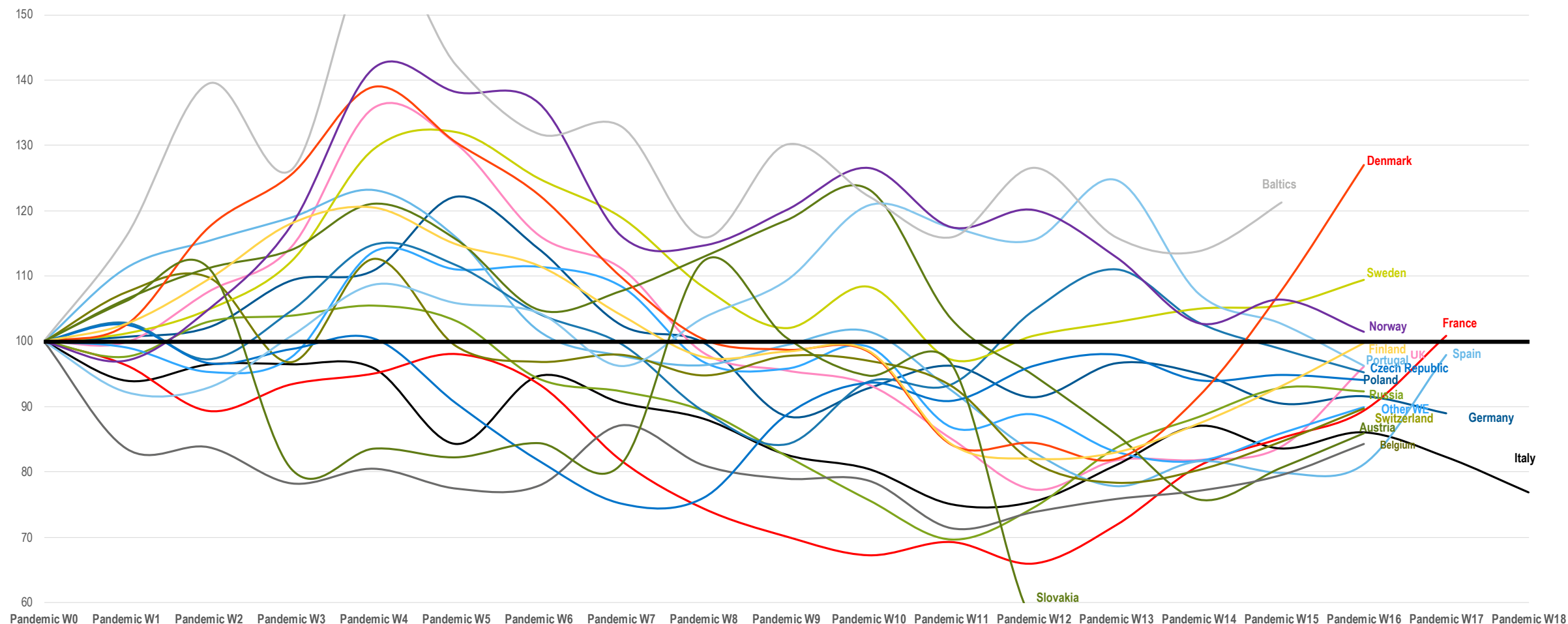
Top 5 Industry Sectors - Volume - Sequential Growth



4 week rolling Distribution sales translated at fixed € exchange rate, comparing week 26 to week 25

A POSITIVE WEEK FOR VALUE IN NORDICS, FRANCE, UK AND SPAIN

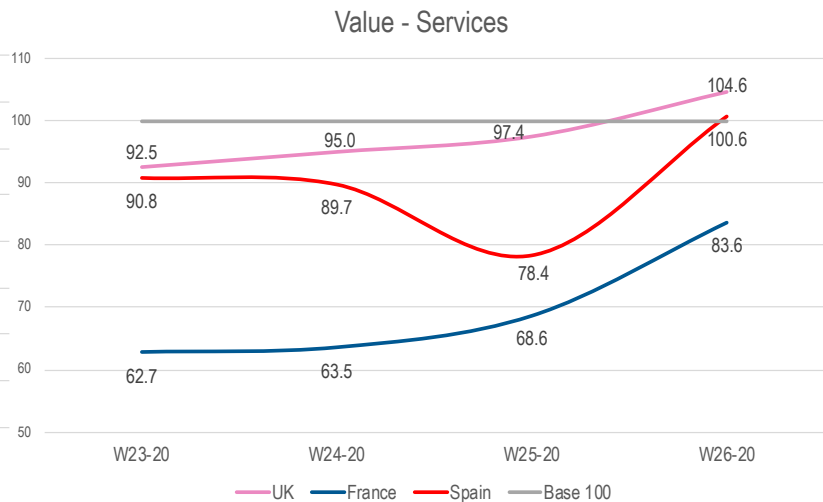
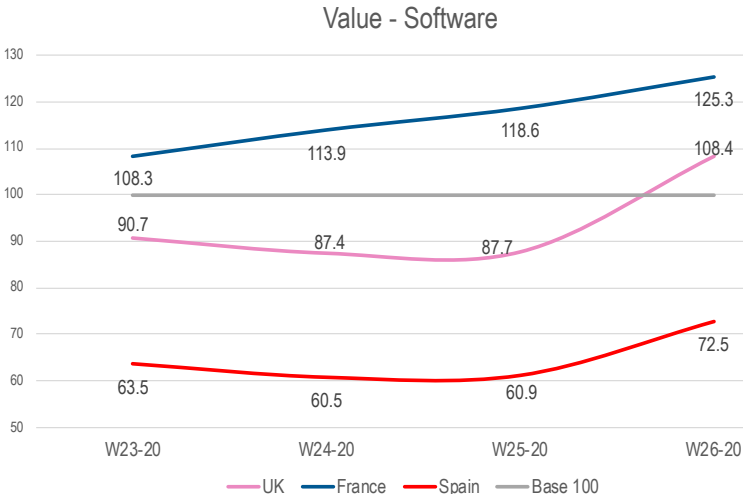
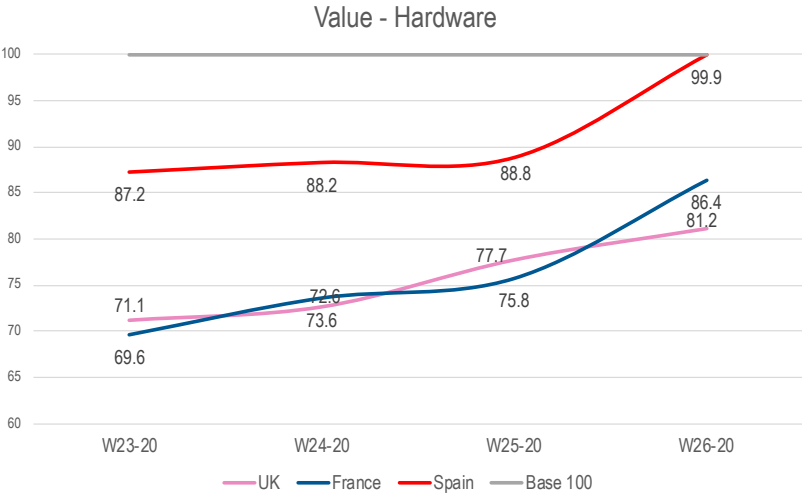
Weekly Revenue Trend Index - All Countries (Value)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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

DEEPER LOOK IN FRANCE, UK & SPAIN

4 WEEK ROLLING SALES FOR WEEKS 23-26 COMPARED TO PANDEMIC WEEK 0



In Spain, disk storage index is 136, server 138 and data centre networking 365

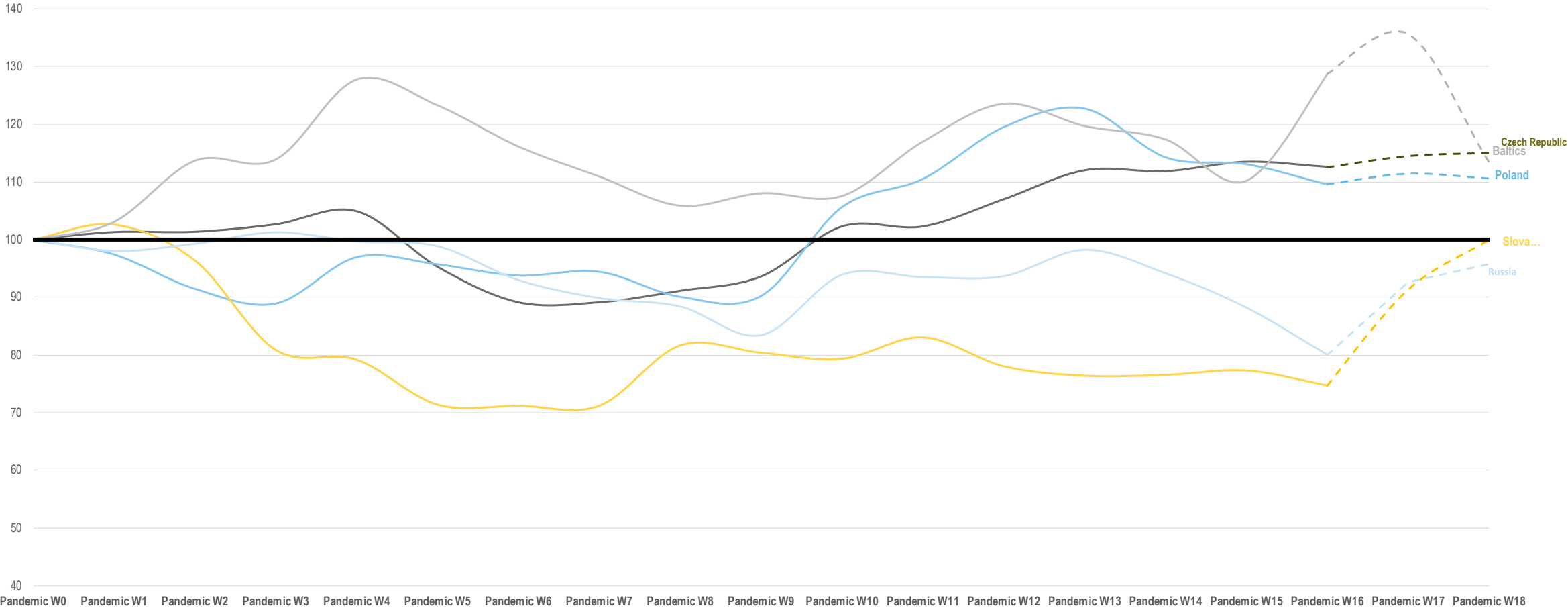
In France database management software index is 417 and security software is 167 – in UK security software is 153

4 week rolling Distribution sales translated at fixed € exchange rate comparing weeks 23 to 26 to the base revenues in pandemic week 0

EE: POLAND STAYS STRONG, WHILE RUSSIA SOFTENS



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



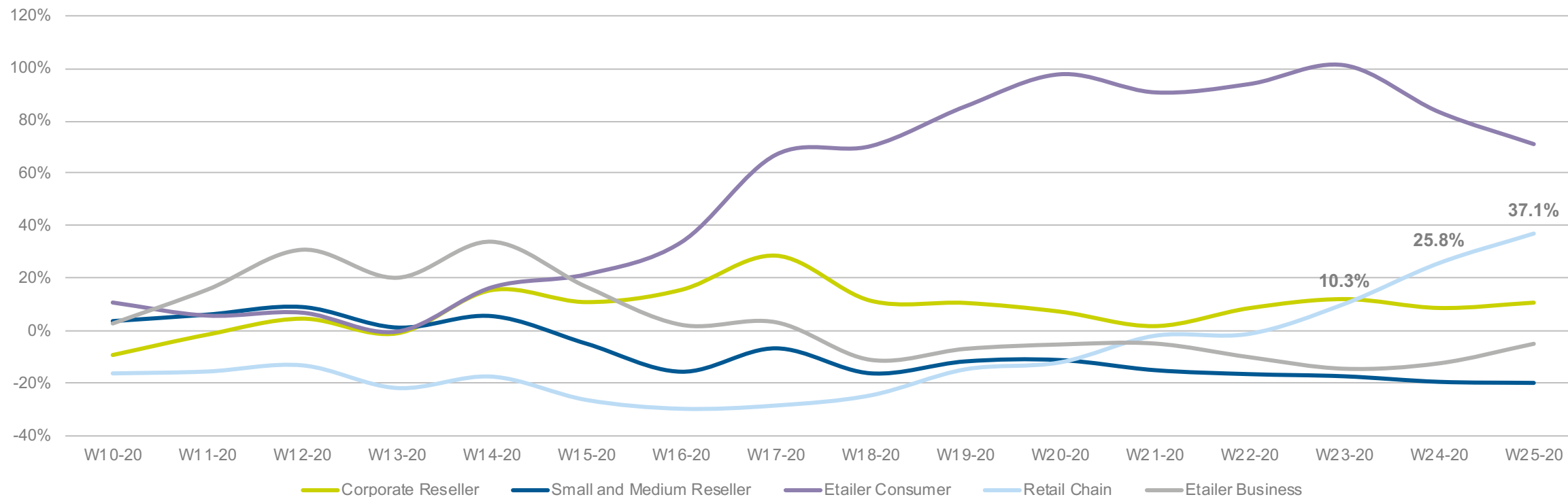
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

UK IT Industry Update

8th July 2020



UK&IE DISTRIBUTION CHANNELS – 4 WEEK ROLLING YOY AVERAGE



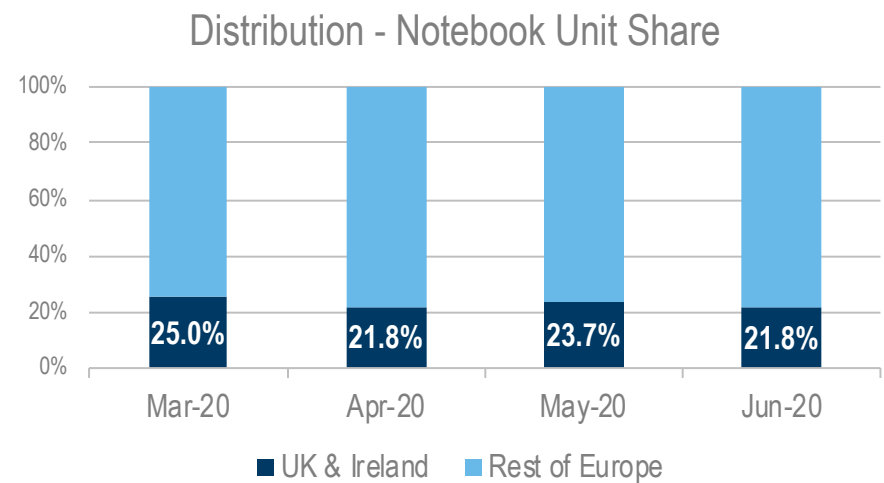
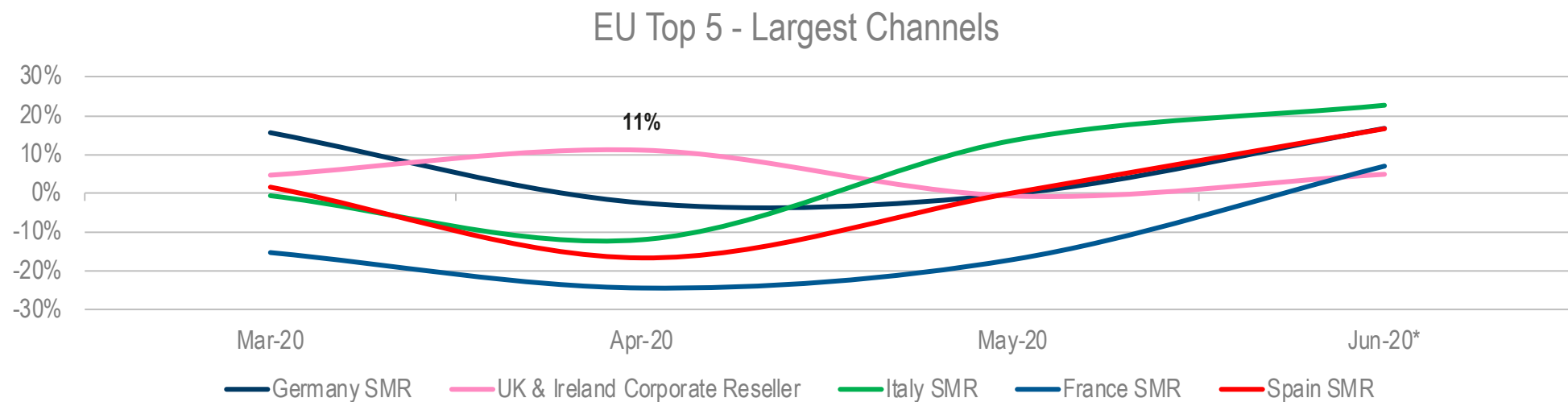
Retail Chain – Non-essential shops re-opened in mid June, which resulted in sales from distribution posting positive growth for the first time since the pandemic began

SMR – 2,000 less resellers buying from distribution contributed to the Small and Medium Resellers registering its biggest decline YoY

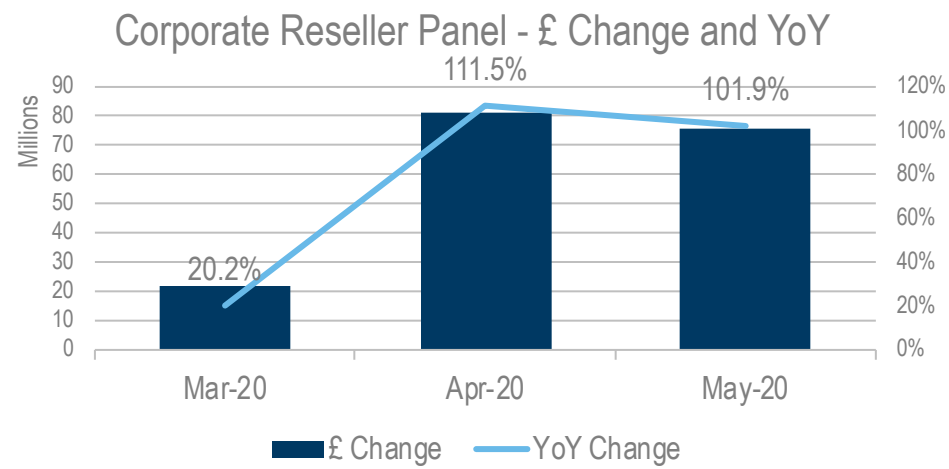
Corporate Reseller – Demand from large enterprises and public sector have remained strong since the UK was locked down

4 week rolling Distribution sales translated at fixed € exchange rate comparing to prior year

THE STRENGTH OF THE UK DURING THE COVID CRISIS



1 in 10 Notebooks sold in Europe went to UK Corporate Resellers



A NEW INDEX – AMP OR AVERAGE MIX PRICE

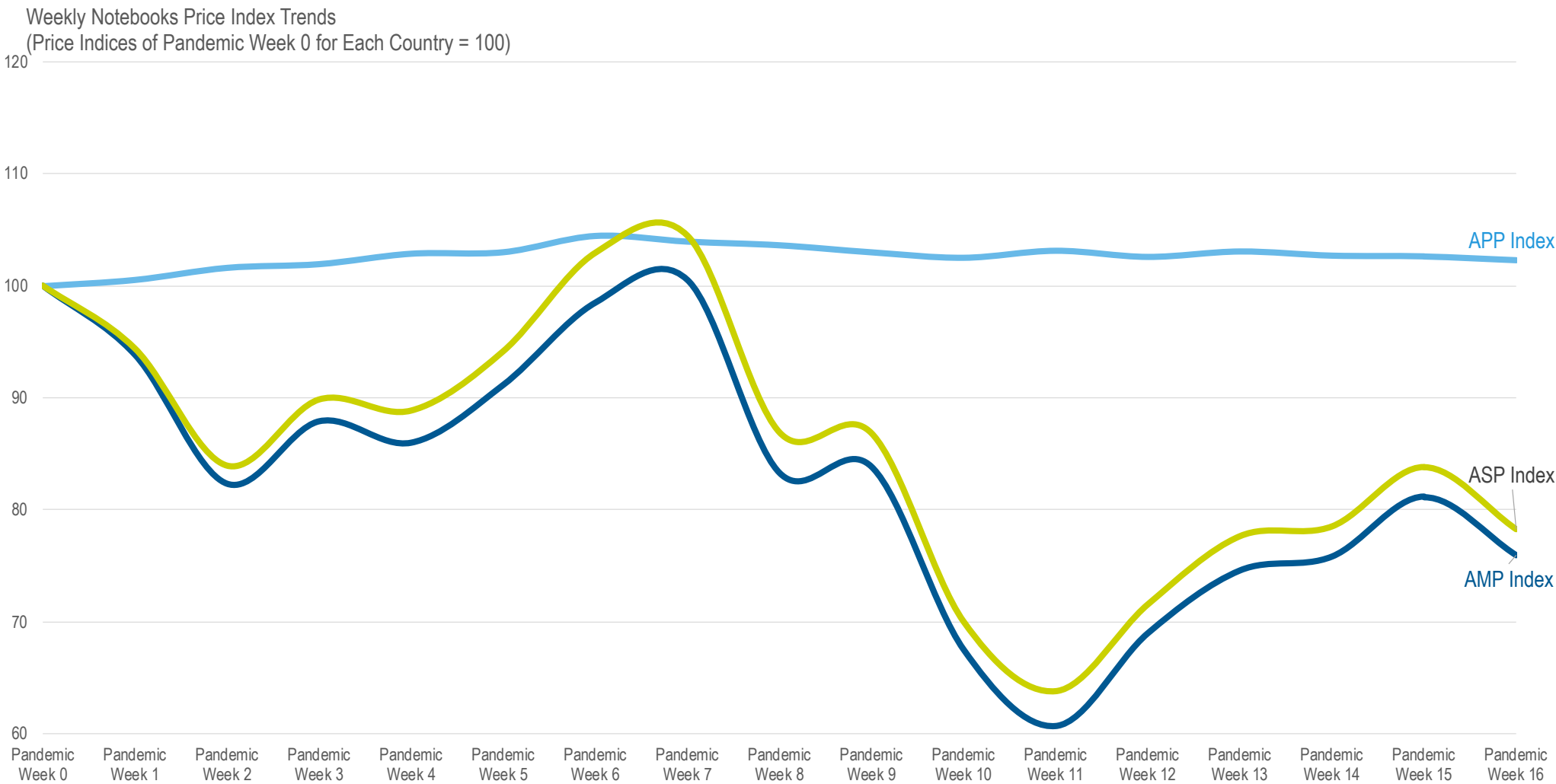
ASP Index = Total Revenues / Total Units aggregated at country/category level

APP Index = Changes in the Price of Individual Product Part Numbers (SKUs)
calculated week by week

AMP Index = ASP with the true price effect (APP) removed leaving the mix & volume effects on the ASP.

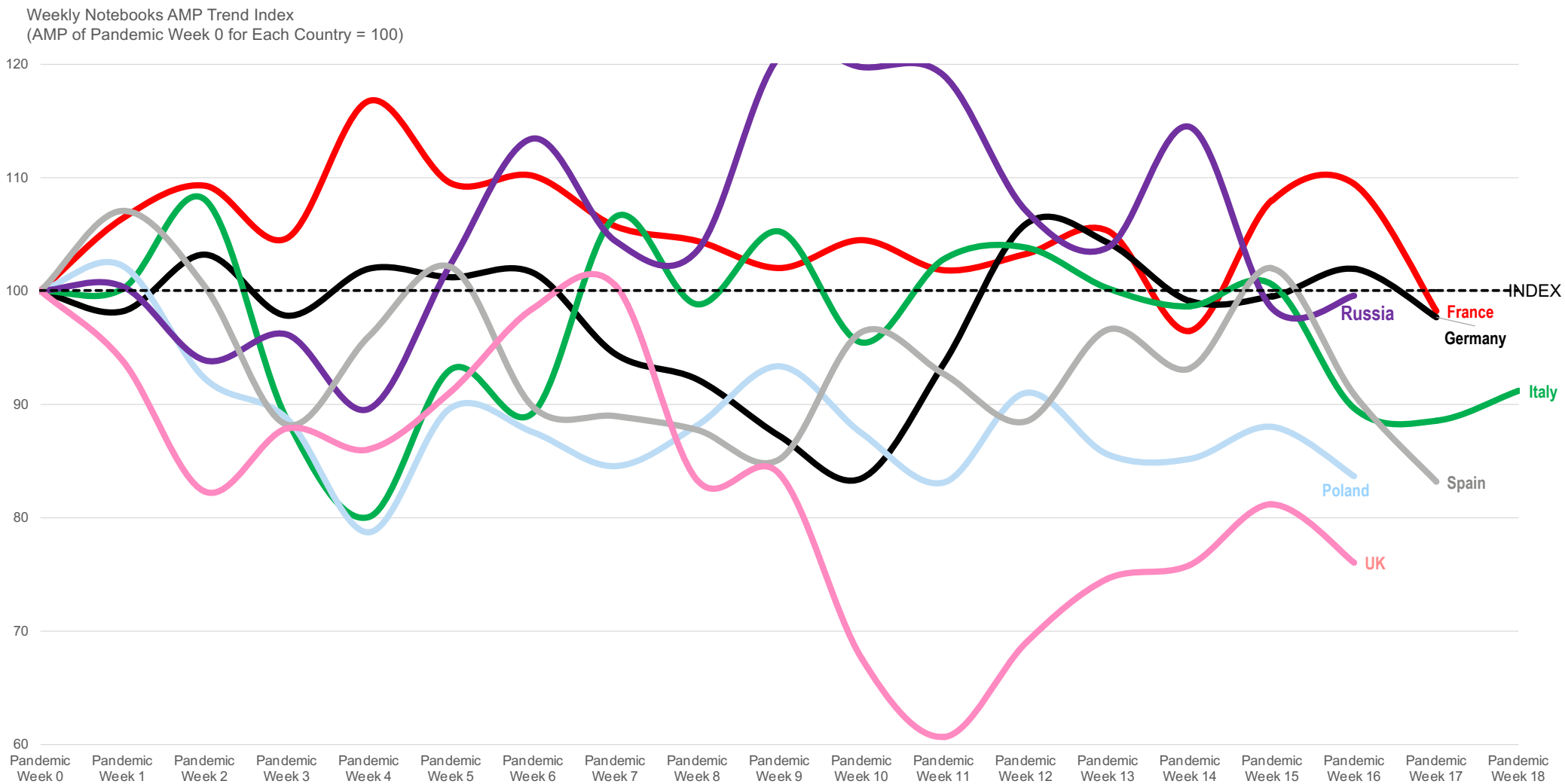
A NEW INDEX – AMP OR AVERAGE MIX PRICE

UK NOTEBOOKS SHOWING THREE PRICE MEASURES



See definition on previous page of the three indicators

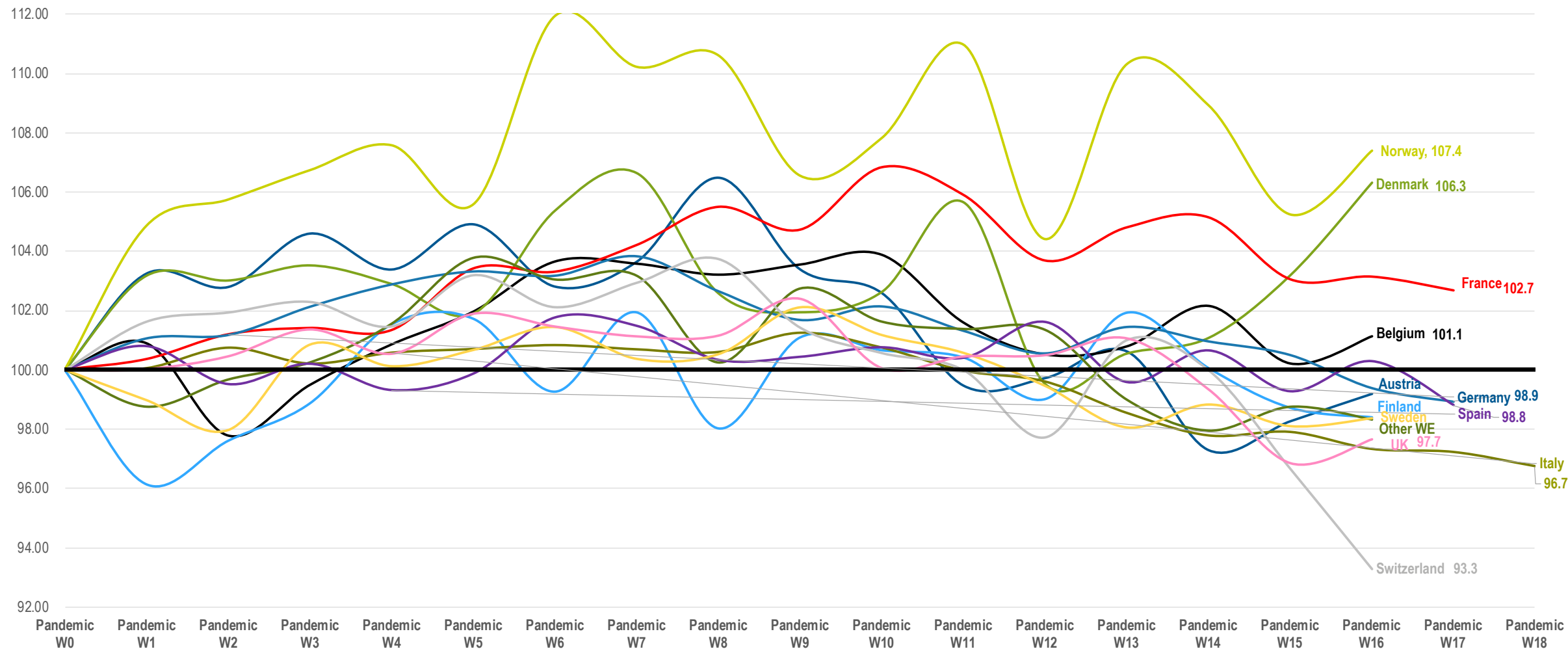
NOTEBOOKS AMP



ASP of notebooks by part number, translated at fixed € exchange rate, with impact of change in APP removed

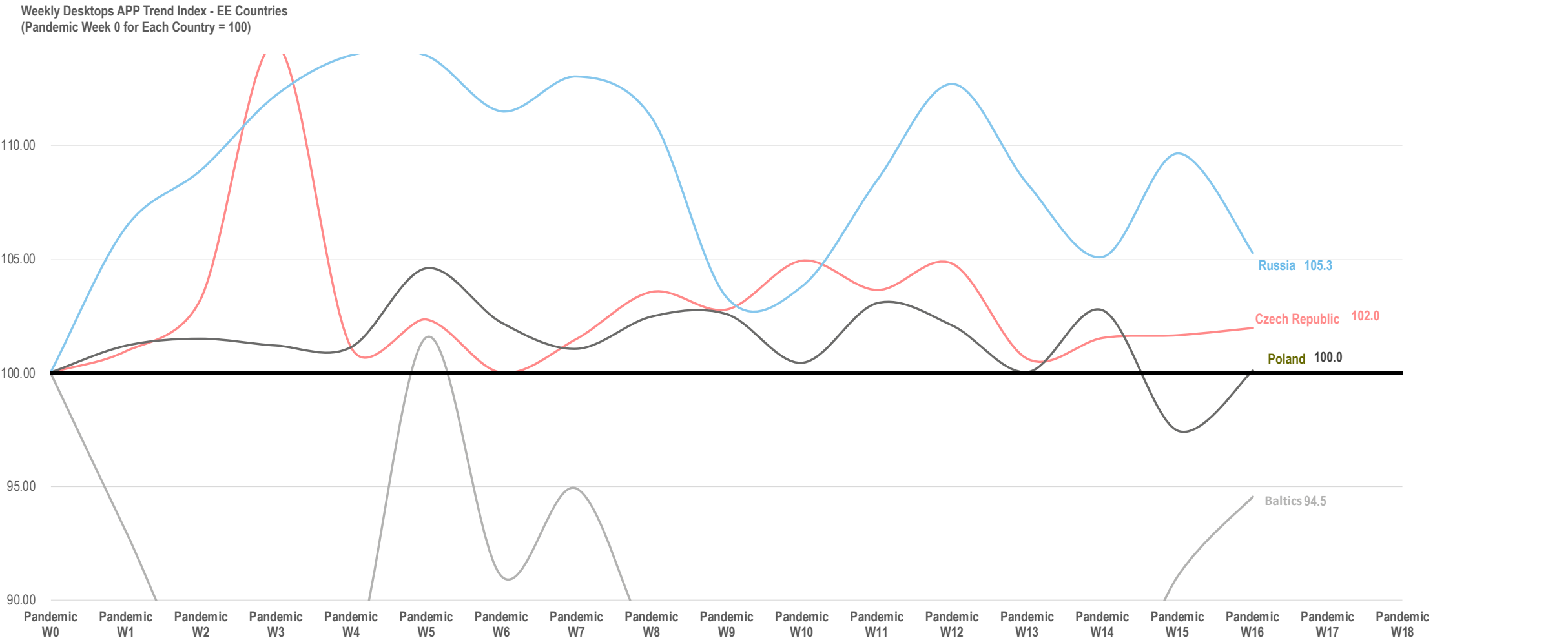
WE: DESKTOP PRICE INDEX

Weekly Desktops APP Trend Index - WE Countries
(Pandemic Week 0 for Each Country = 100)



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

EE: DESKTOP PRICE INDEX



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

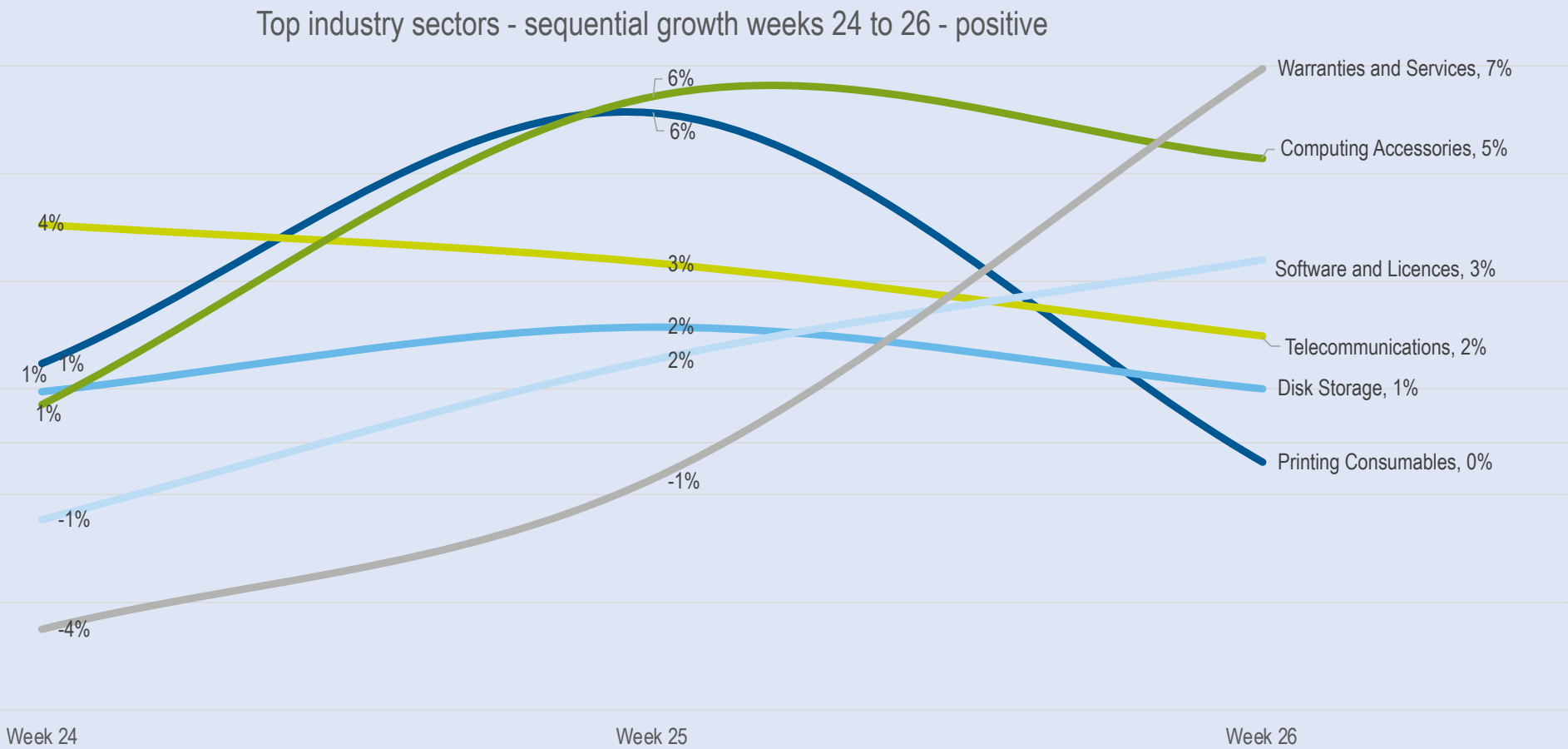
03

SECTOR/CATEGORY WEATHER MAPS INTRODUCTION OF NEW VIRTUAL CATEGORIES

INDUSTRY SECTOR TRENDS: TOP 14 BY REVENUE IN EUROS - GROWING



% Sequential Change in IT Distribution Sales in €: 4 Weeks to Week 26 (28/06/20) vs three preceding 4 week periods



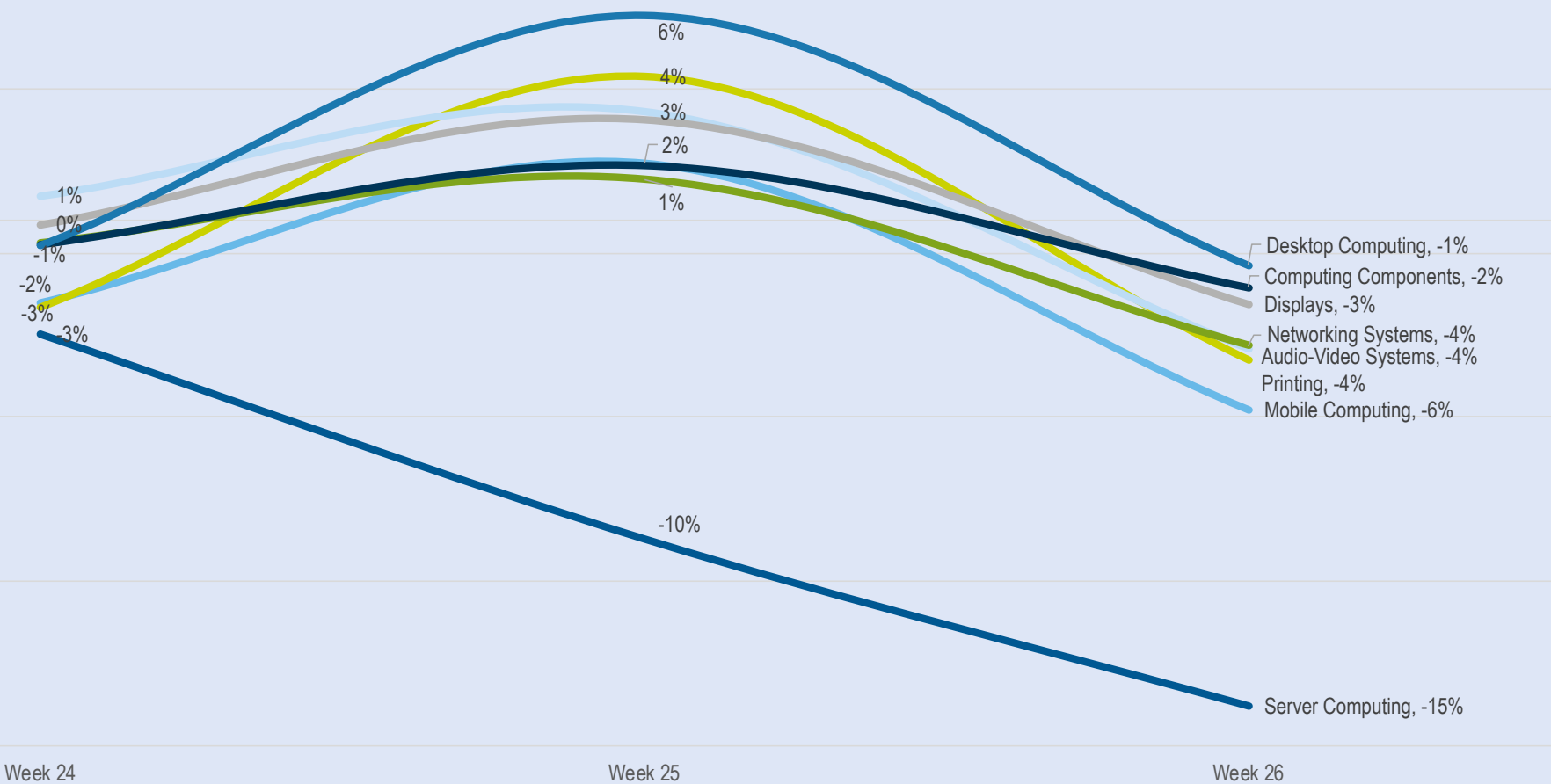
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Baltics, Czech, Slovakia, Poland, Russia

INDUSTRY SECTOR TRENDS: TOP 14 BY REVENUE IN EUROS - DECLINING



% Sequential Change in IT Distribution Sales in €: 4 Weeks to Week 26 (28/06/20) vs three preceding 4 week periods

Top industry sectors - sequential growth weeks 24 to 26 - negative



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

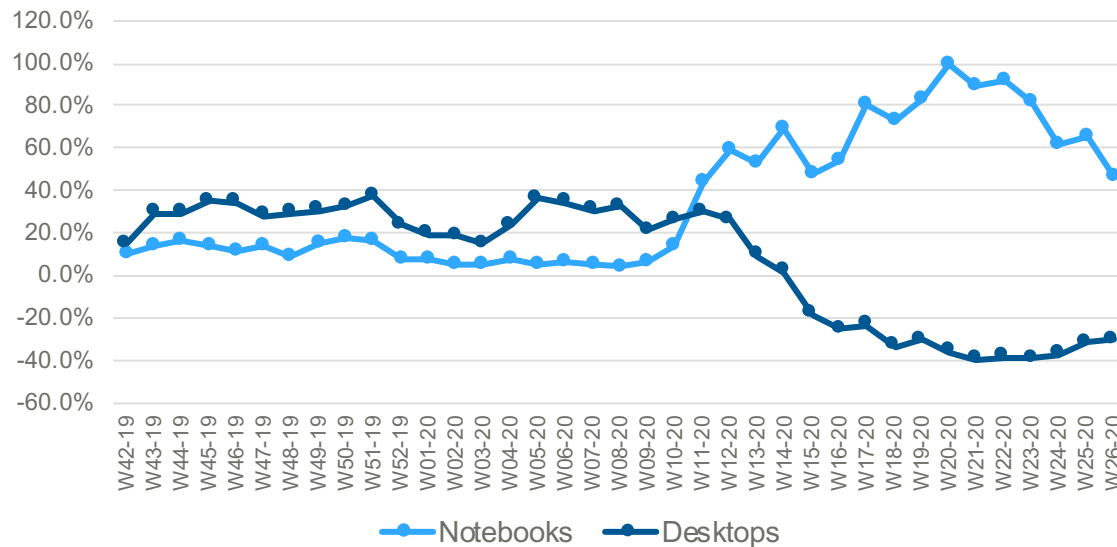
PC Update

8th July 2020



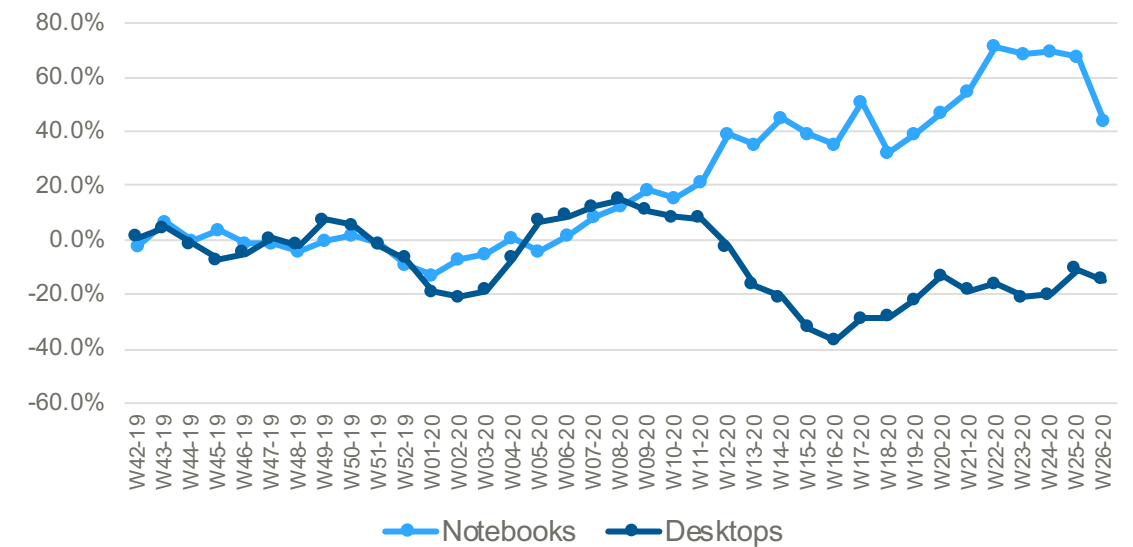
PCS: NOTEBOOK GROWTH SLOWING FROM PEAK CRISIS LEVELS

Y/Y volume growth (4-week rolling average), **business PCs**, W-E



- Early June 2020 (W23-26) **business PC** volumes, W-E: 1.05 million
 - Notebooks: 825k
 - Desktops: 225k

Y/Y volume growth (4-week rolling average), **consumer PCs**, W-E



- Early June 2020 (W23-26) **consumer PC** volumes, W-E: 766k
 - Notebooks: 671k
 - Desktops: 95k

-Week 26-19: final week of June 2019
 -Week 26-20: penultimate week of June 2020
 (last 2 trading days in week 27)

04

**CHANNEL HEALTH
TO BE REVIEWED NEXT WEEK WITH FULL MONTH DATA**

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019**

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Weekly %YoY Trend

Weekly %YoY WE

Weekly %YoY EE

Weekly %YoY Trend WE Thumbnails

Weekly %YoY Trend EE Thumbnails

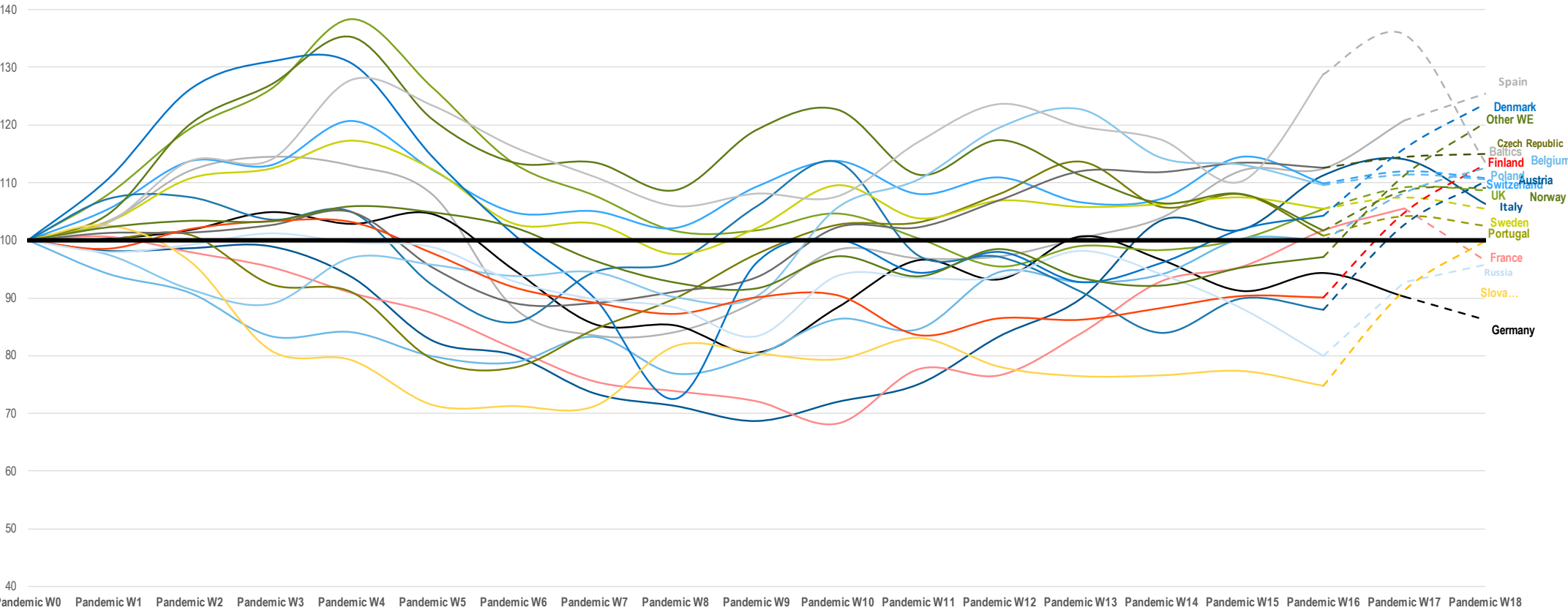
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Weekly Revenue Trend Index - All Countries
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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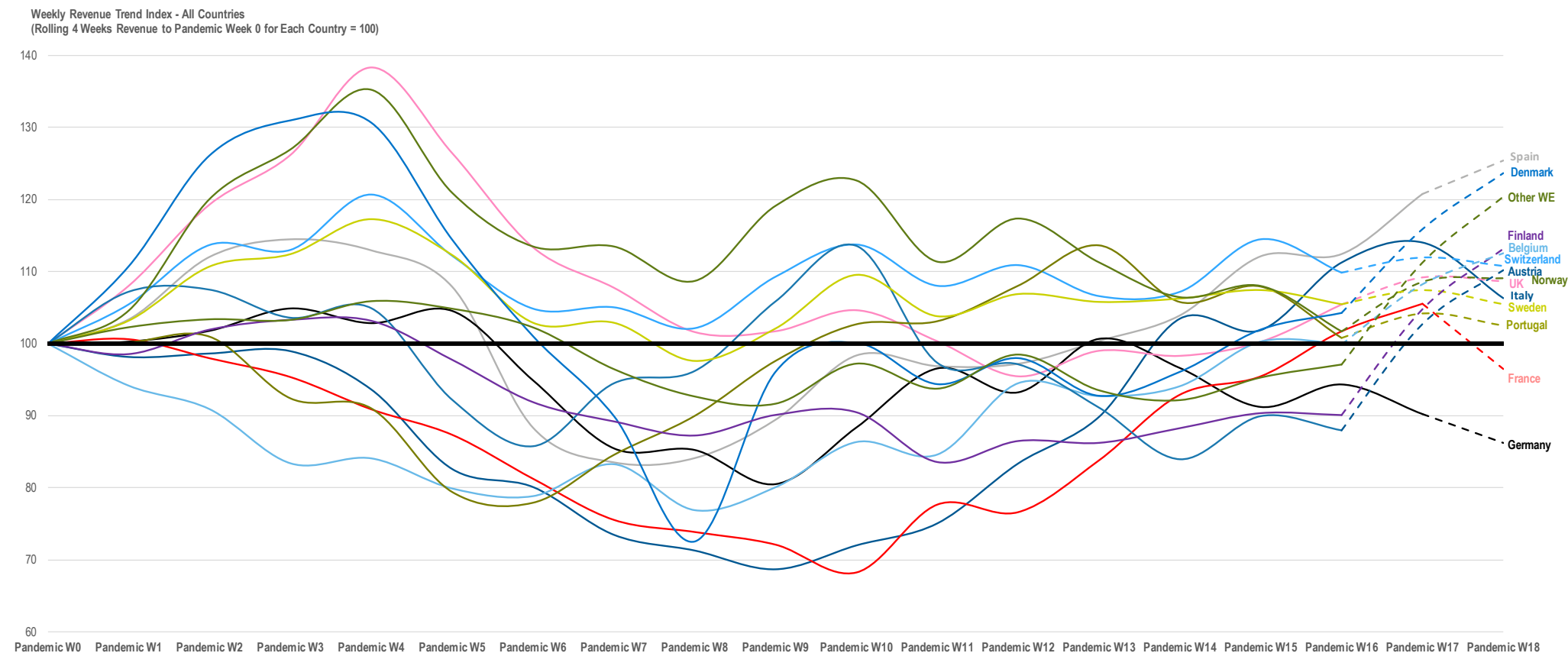
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Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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

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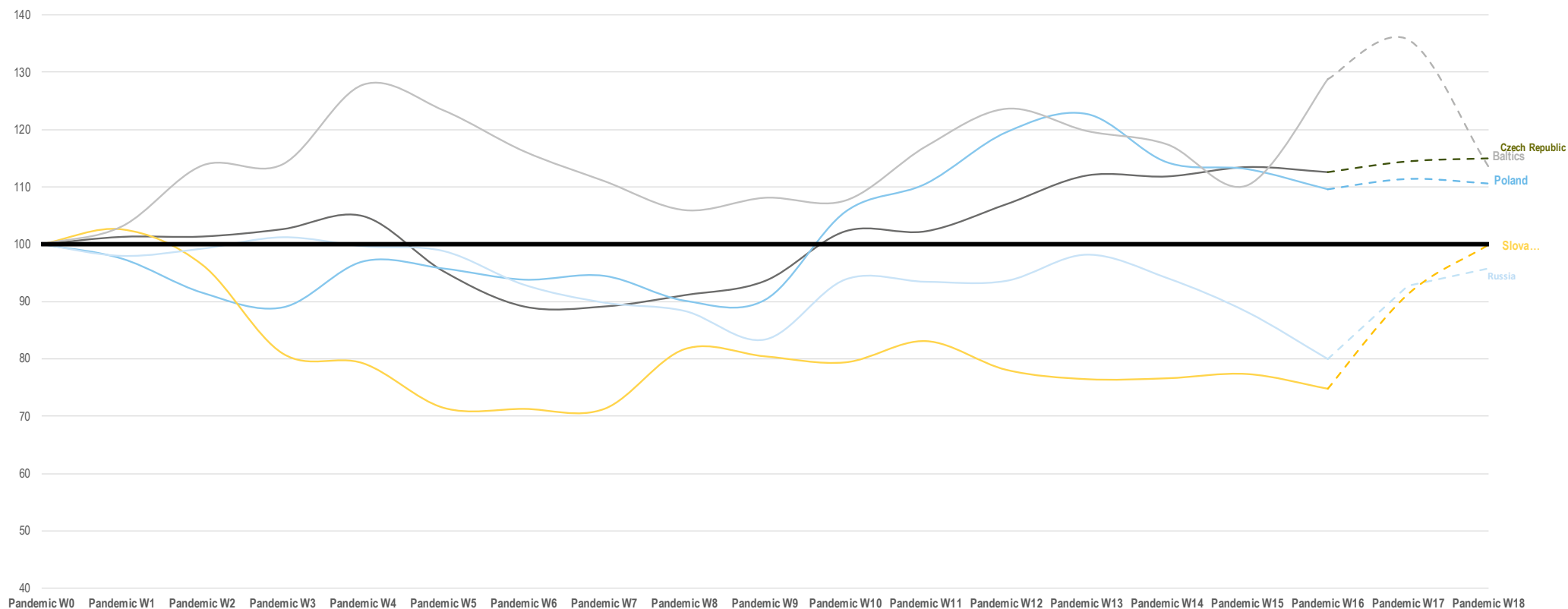
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Index Total Market EE

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

Weekly Revenue Trend Index - All Countries

(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.

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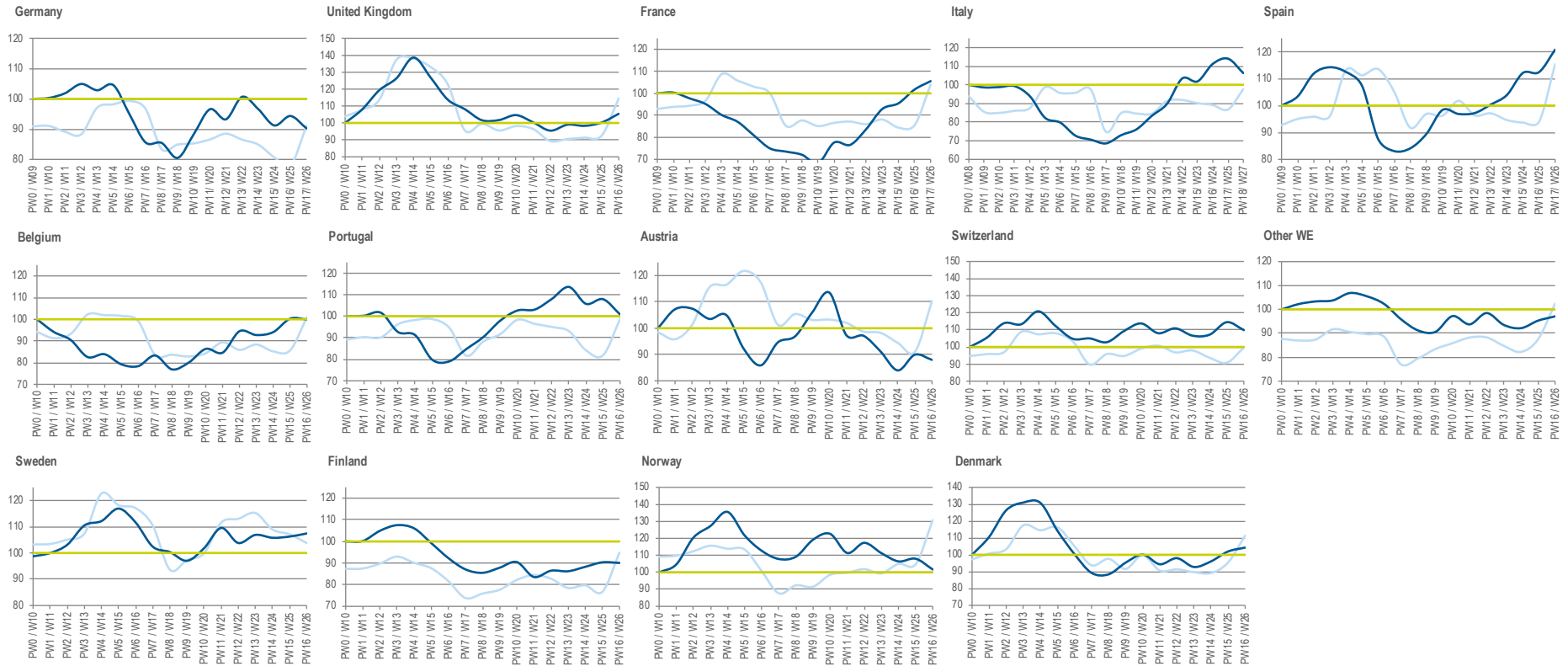
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Index Revenue Trend - Western Europe

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

2020 — 2019 —



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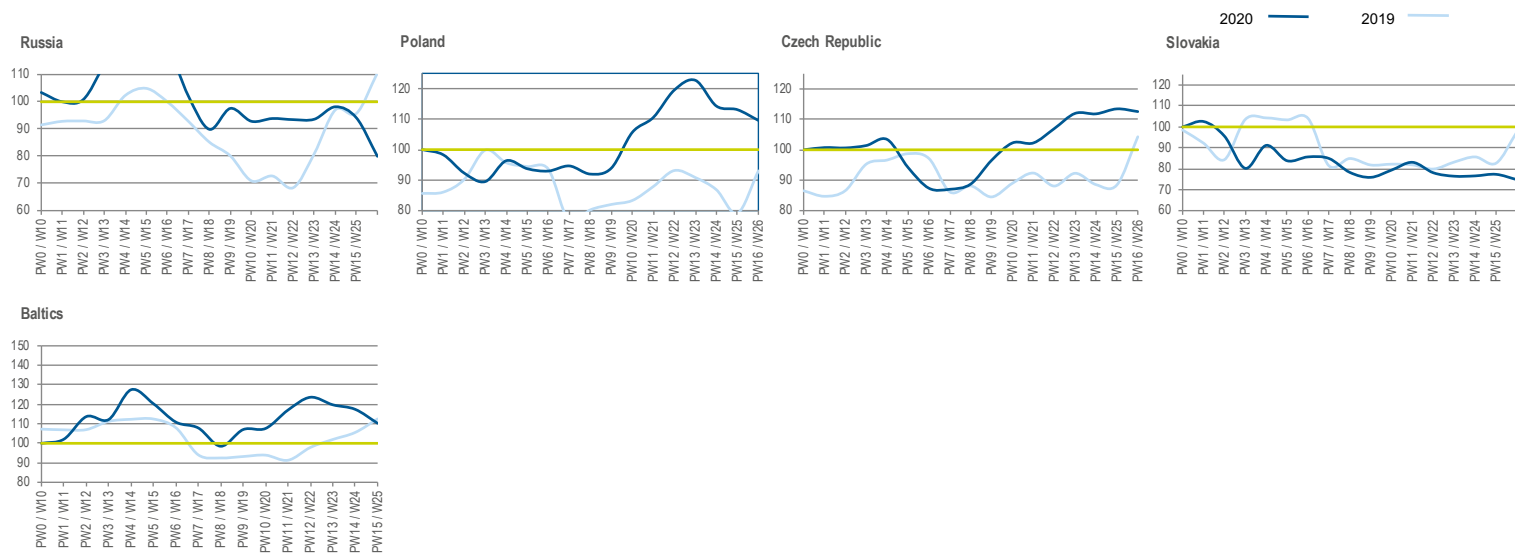
Index Thumbnail EE

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Index Revenue Trend - Eastern Europe

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

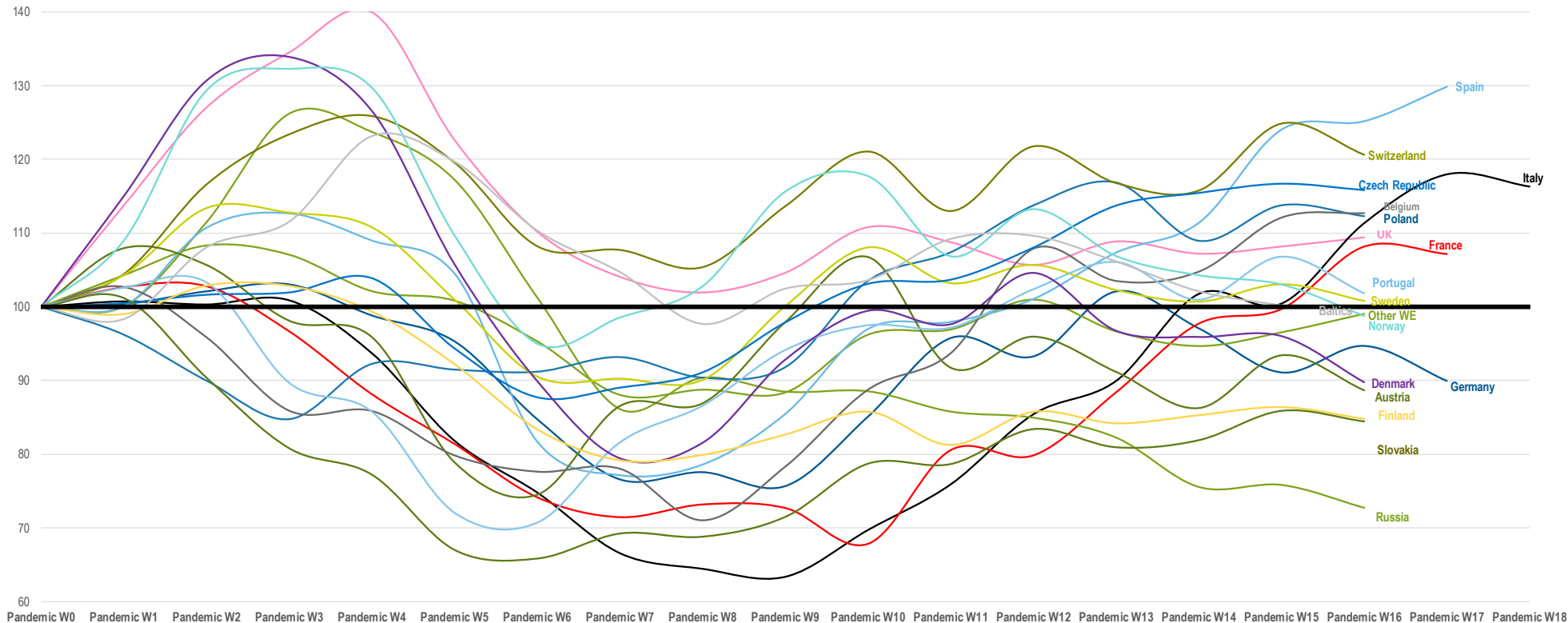


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Index Volume Market
Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)

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



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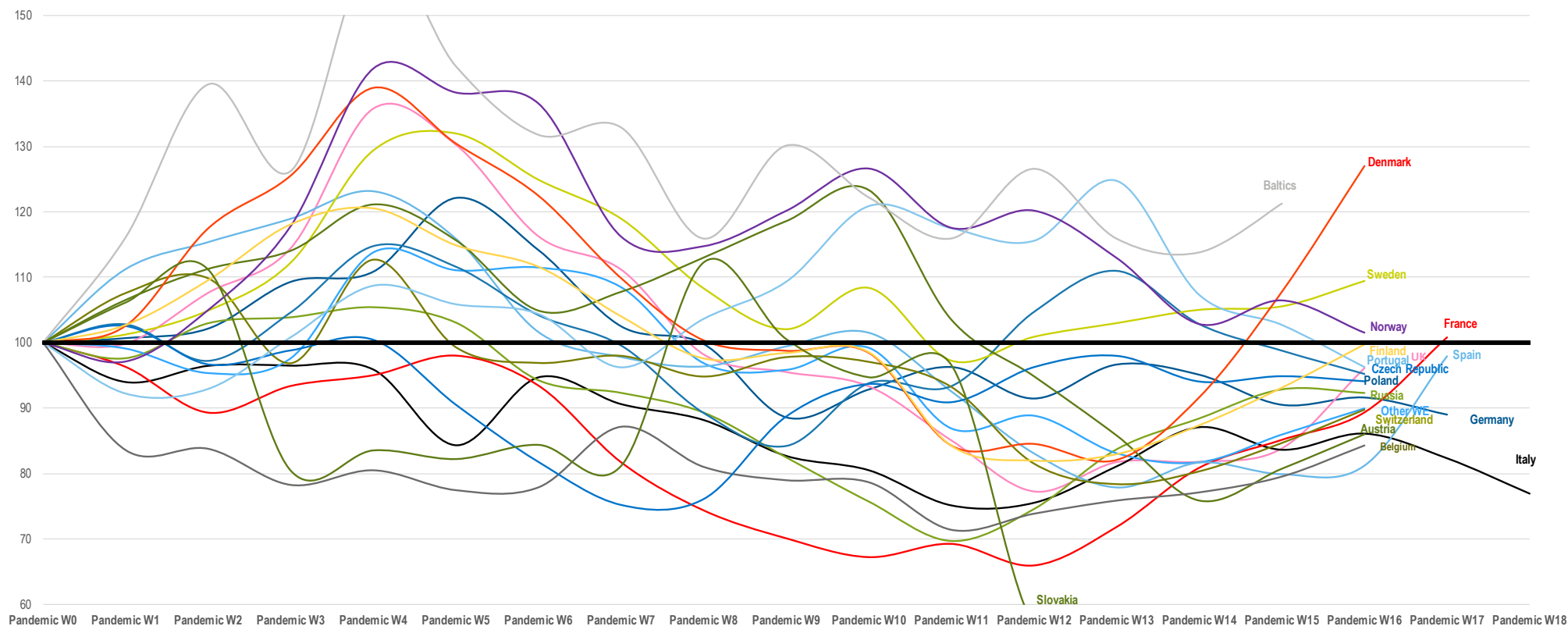
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Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)

Weekly Revenue Trend Index - All Countries (Value)

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



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

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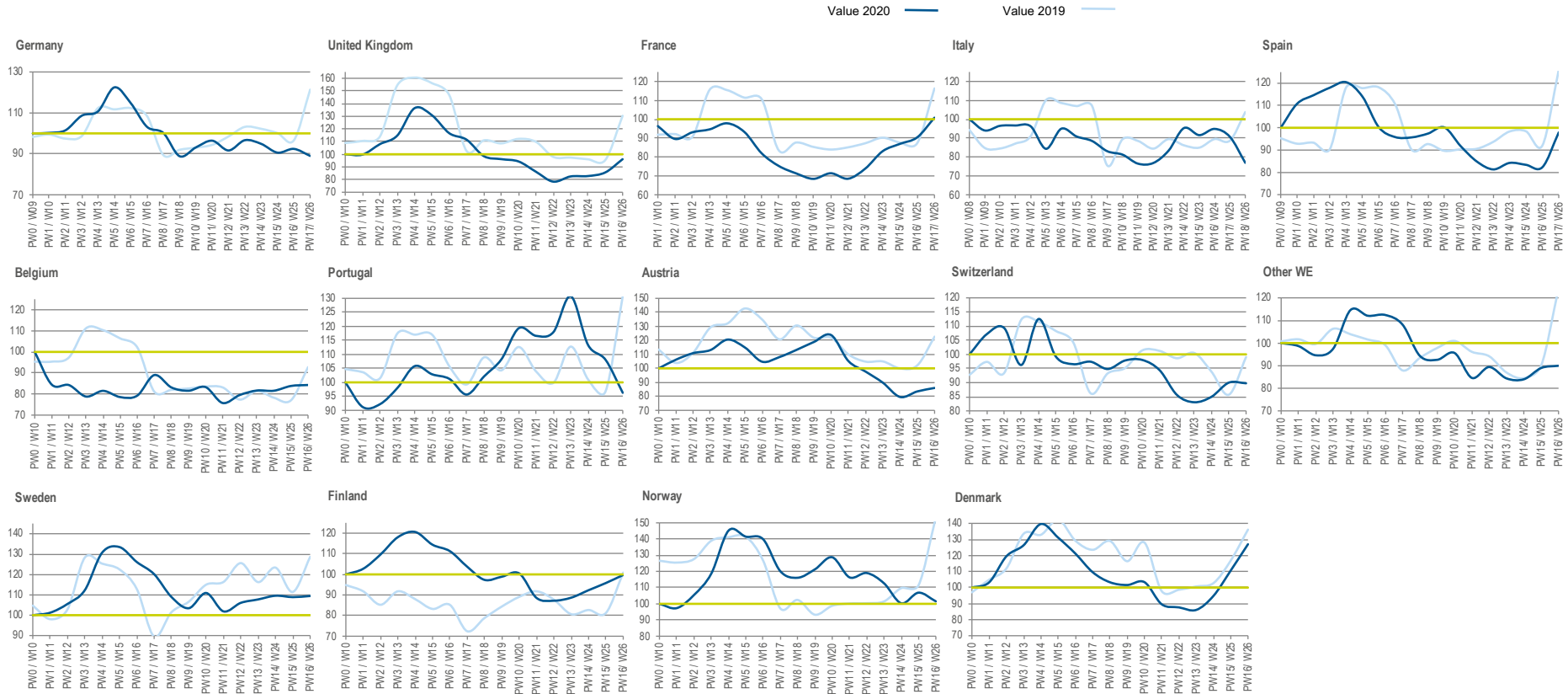
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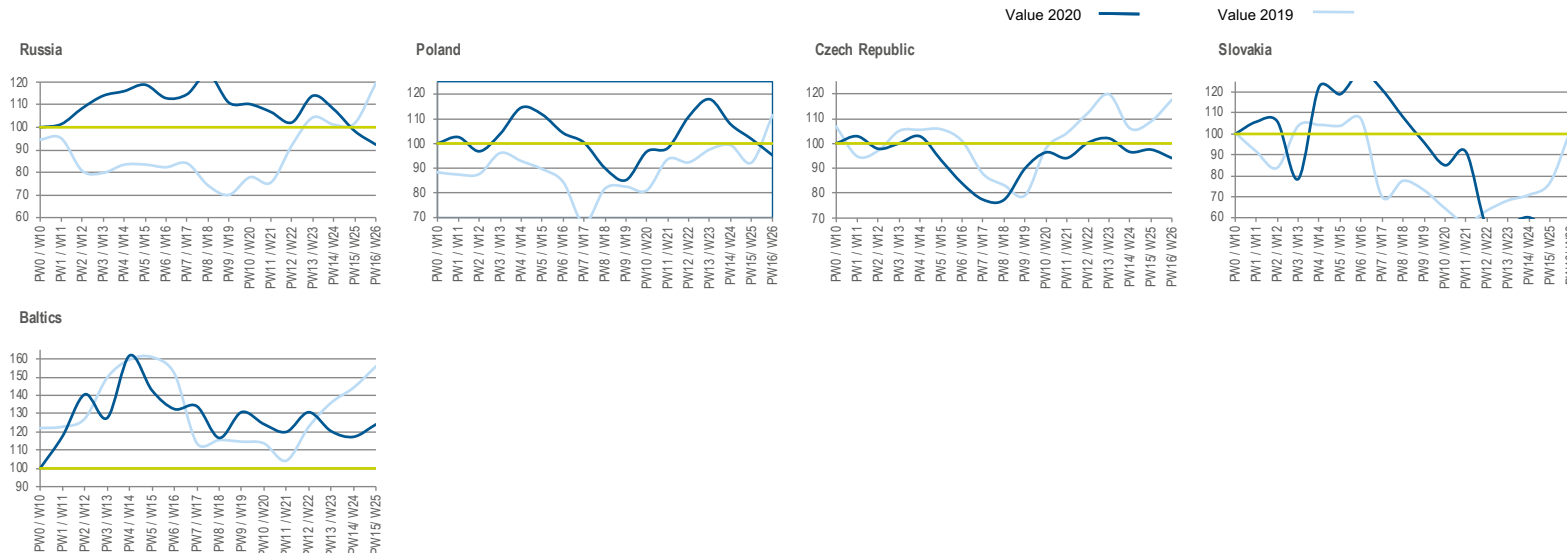
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Index Value Market - Eastern Europe

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Weekly %YoY Trend

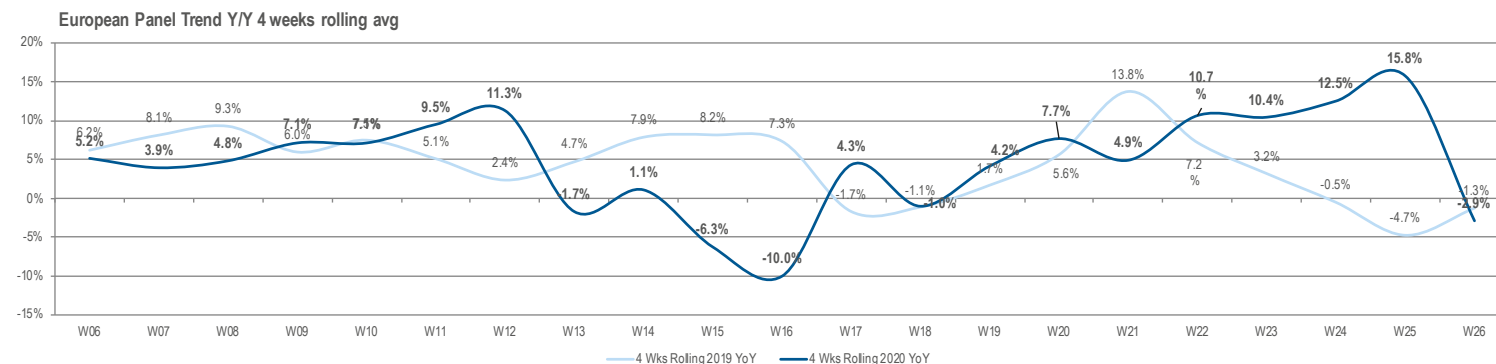
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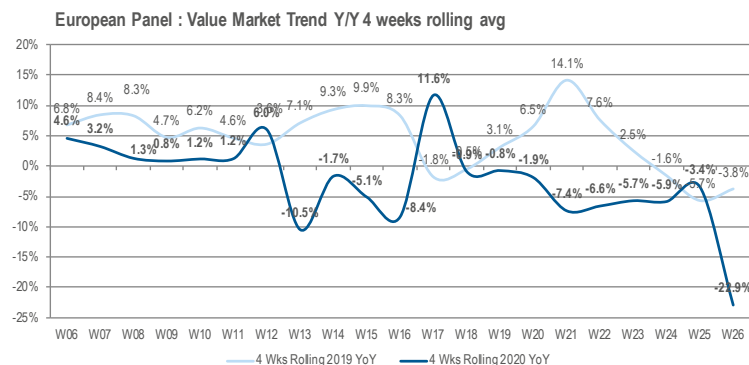
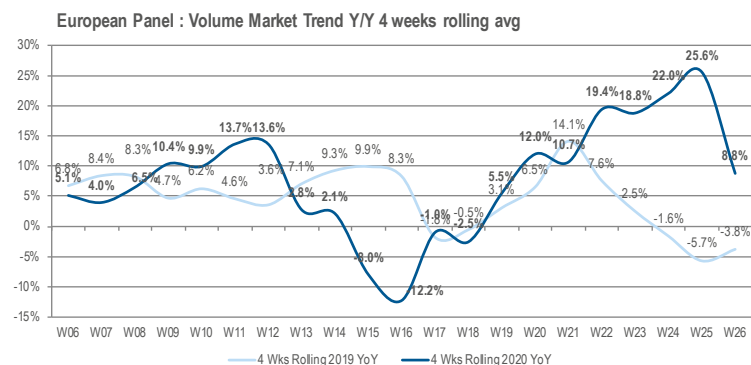
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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



CONTEXT Covid-19 Weekly Report

Weekly %YoY WE

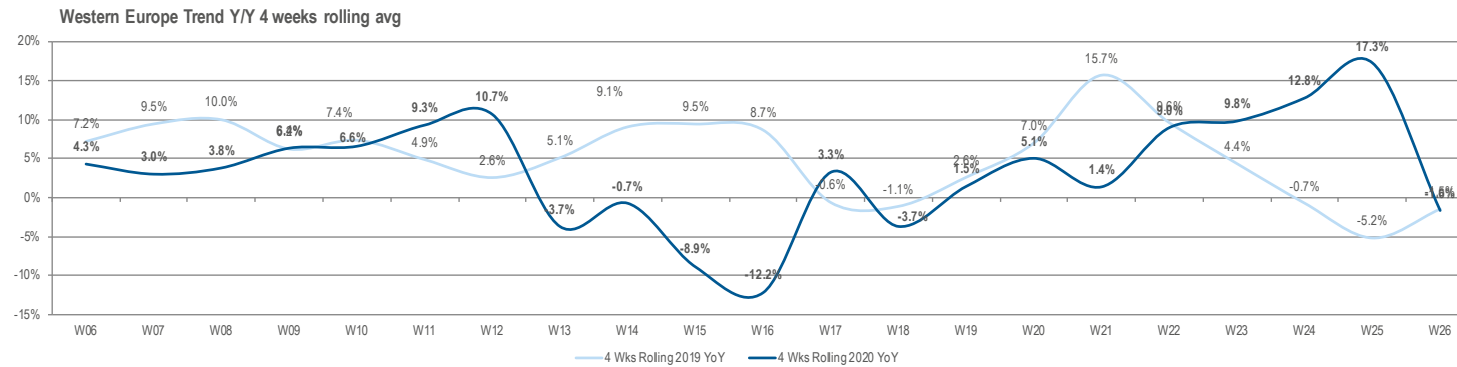
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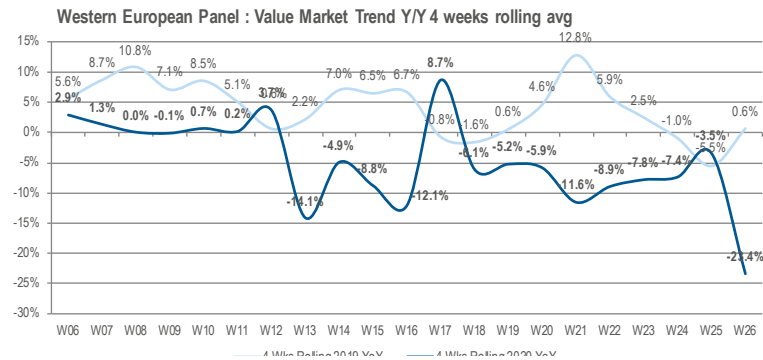
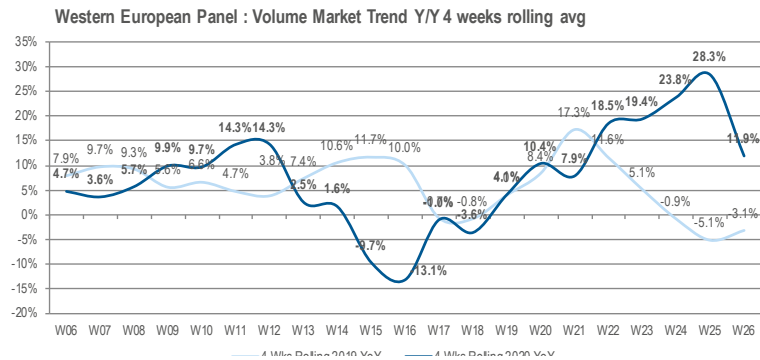
Weekly %YoY Trend Western Europe

% 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 EE

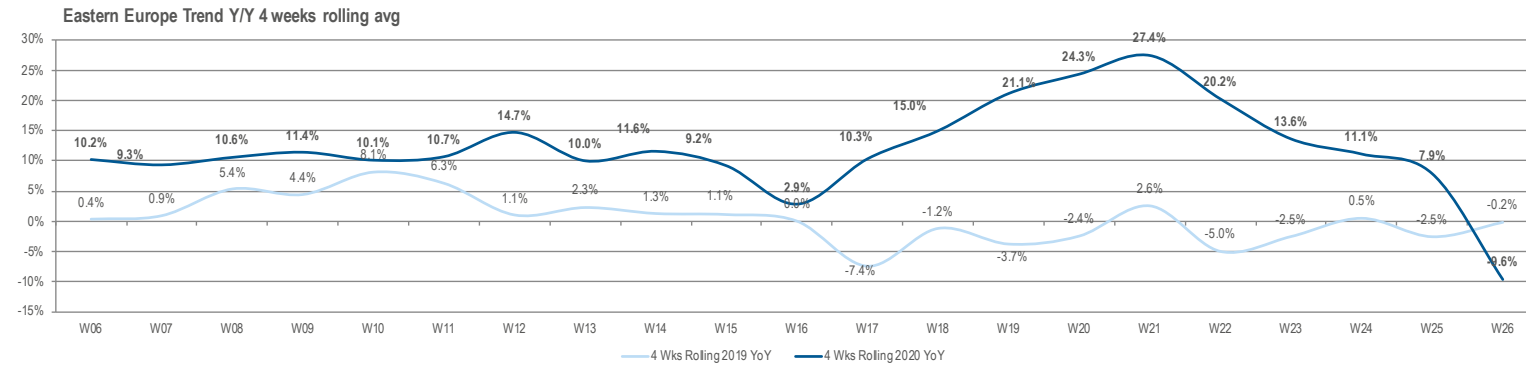
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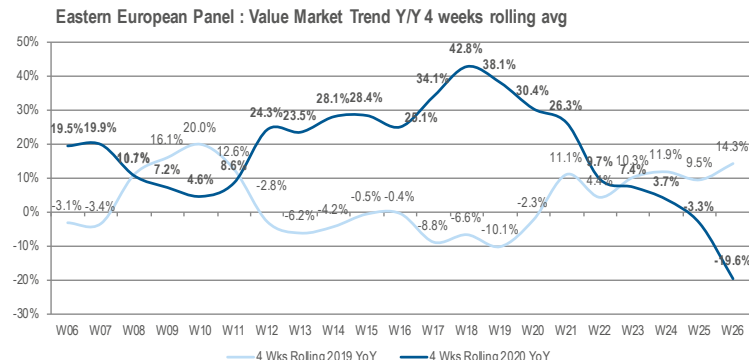
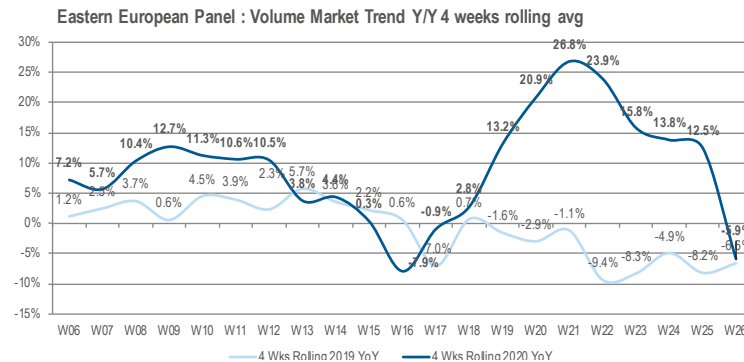
Weekly %YoY Trend Eastern Europe

% 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



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Weekly %YoY Trend WE Thumbnails

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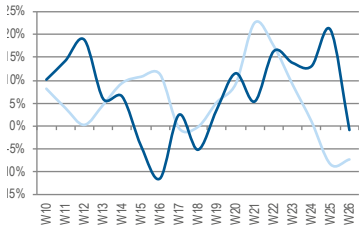
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

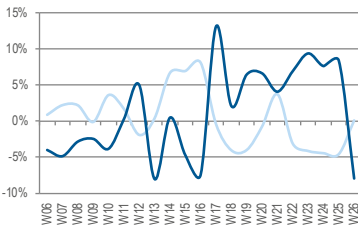
Rolling 4 Week Periods

2020 — 2019

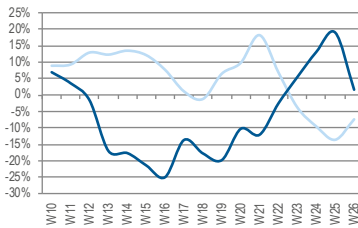
Germany growth Y/Y 4 weeks rolling avg



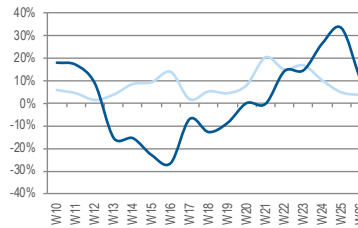
United Kingdom growth Y/Y 4 weeks rolling avg



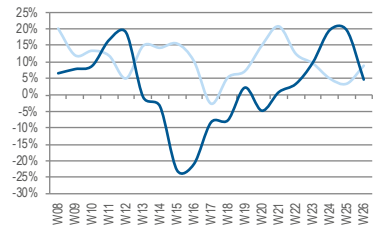
France growth Y/Y 4 weeks rolling avg



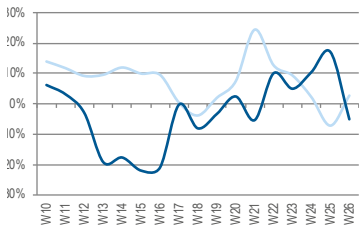
Italy growth Y/Y 4 weeks rolling avg



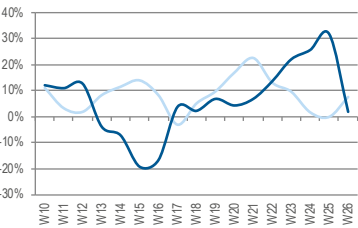
Spain growth Y/Y 4 weeks rolling avg



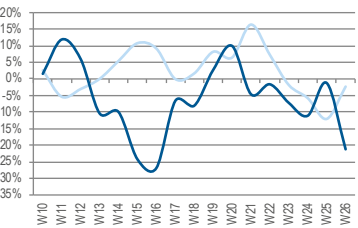
Belgium growth Y/Y 4 weeks rolling avg



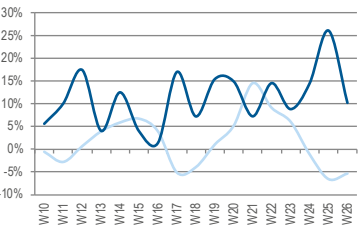
Portugal growth Y/Y 4 weeks rolling avg



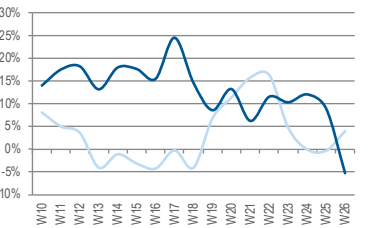
Austria growth Y/Y 4 weeks rolling avg



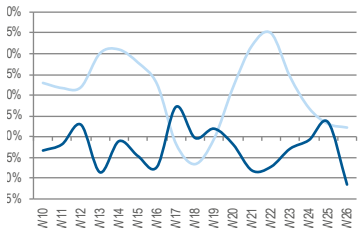
Switzerland growth Y/Y 4 weeks rolling avg



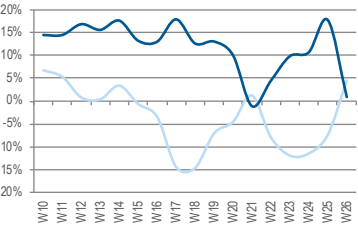
Other WE growth Y/Y 4 weeks rolling avg



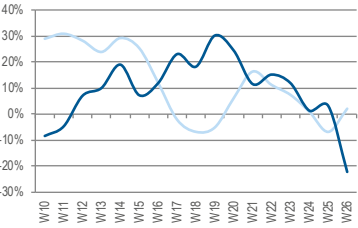
Sweden growth Y/Y 4 weeks rolling avg



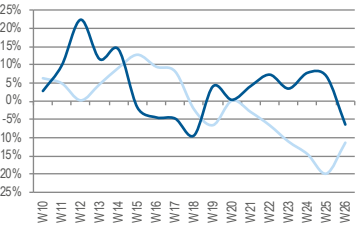
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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Weekly %YoY Trend EE Thumbnails

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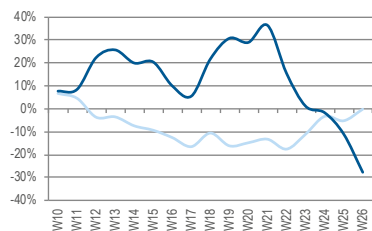
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Weekly %YoY Trend - Eastern Europe

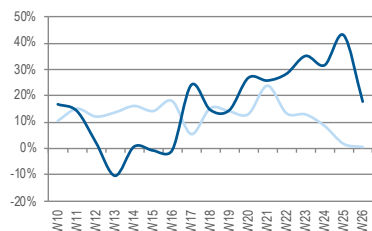
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

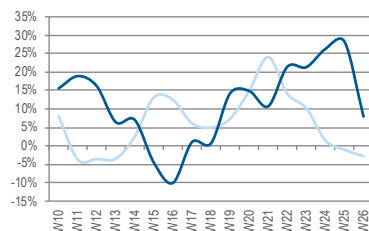
Russia growth Y/Y 4 weeks rolling avg



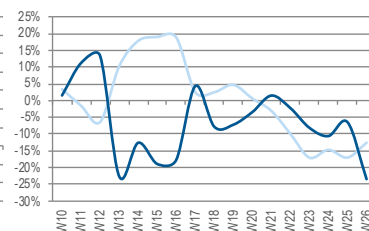
Poland growth Y/Y 4 weeks rolling avg



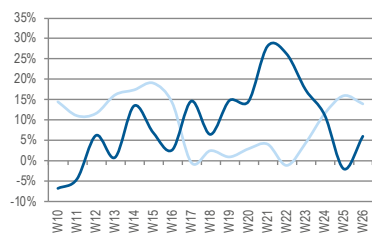
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg

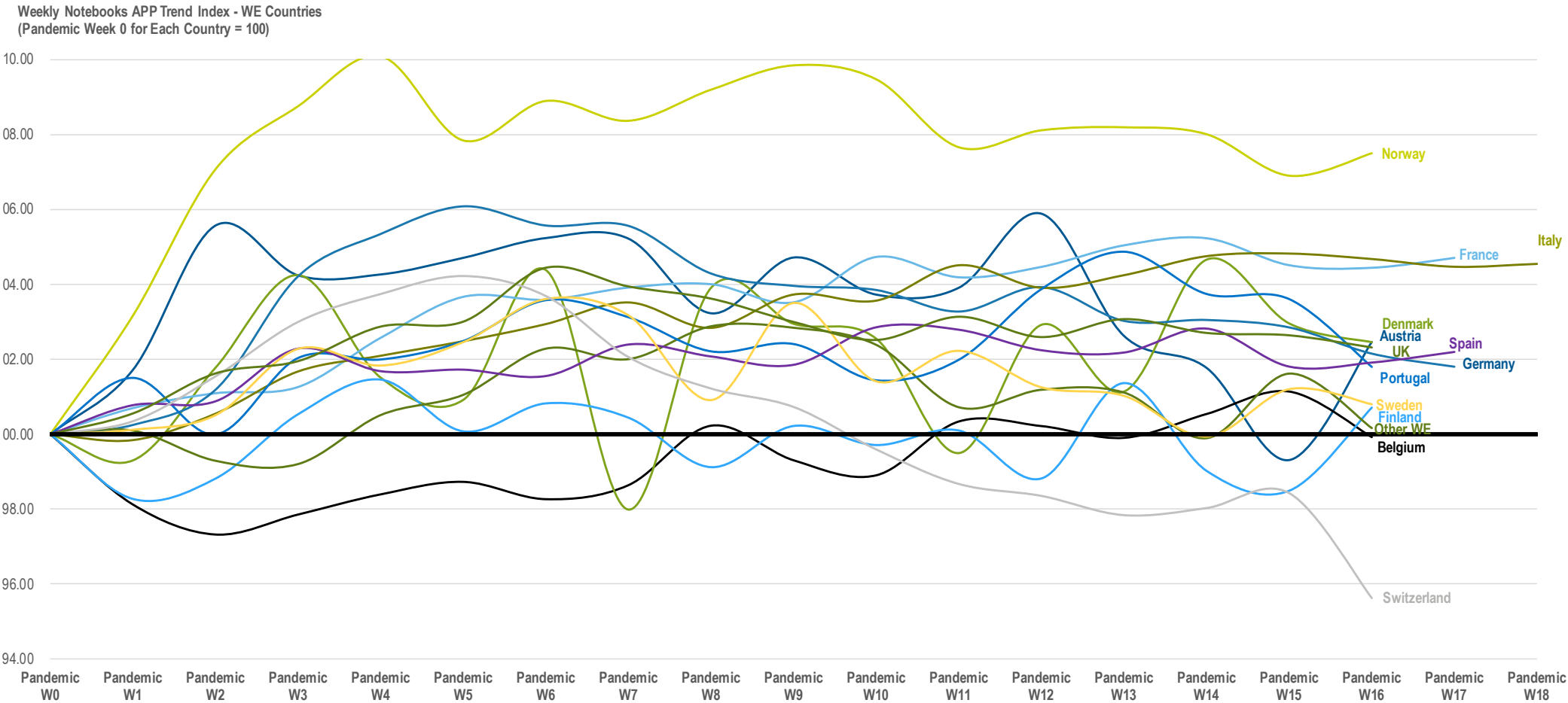


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Index Notebooks APP Trend WE
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Weekly Notebooks Average Product Price Trend - Western Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)



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.

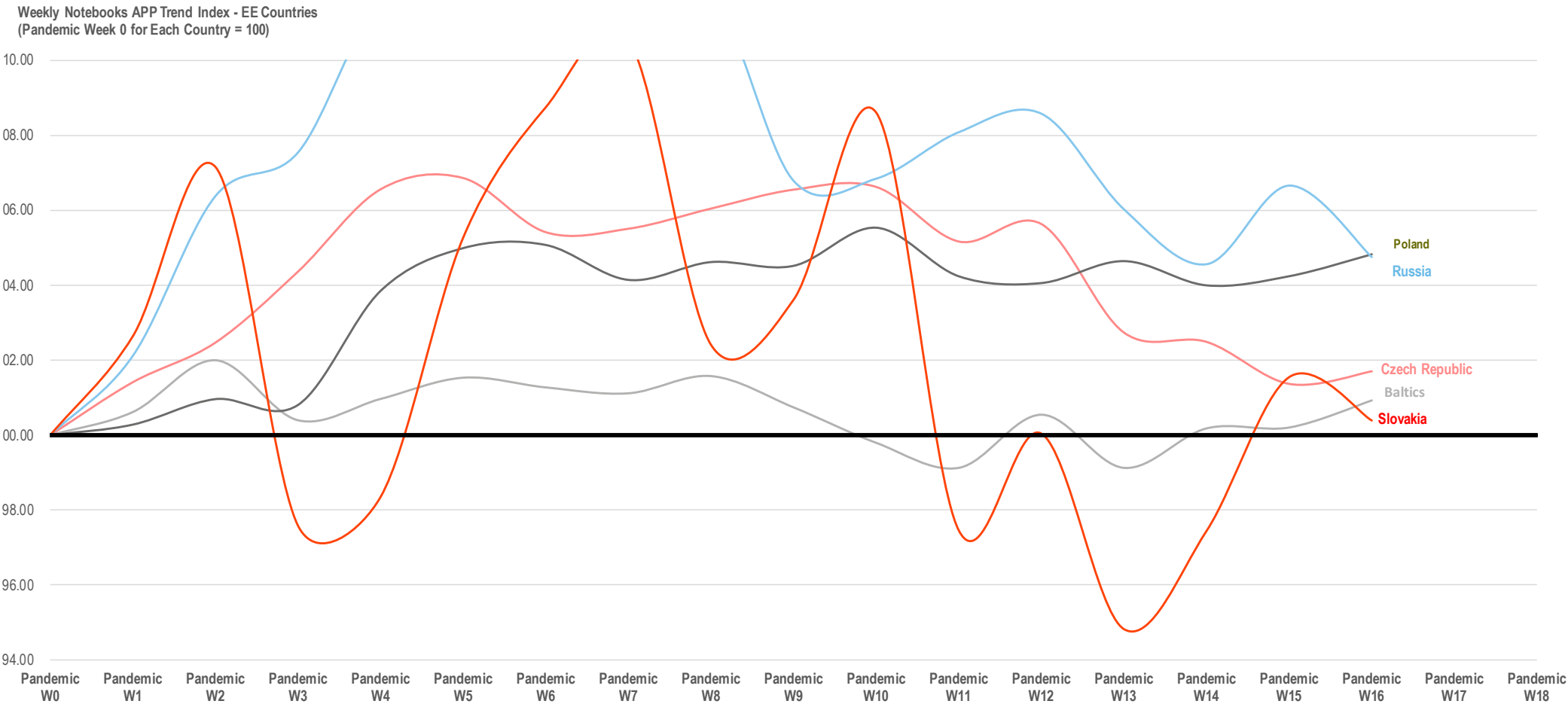
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Index Notebooks APP Trend EE
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Weekly Notebooks Average Product Price Trend - Eastern Europe

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.

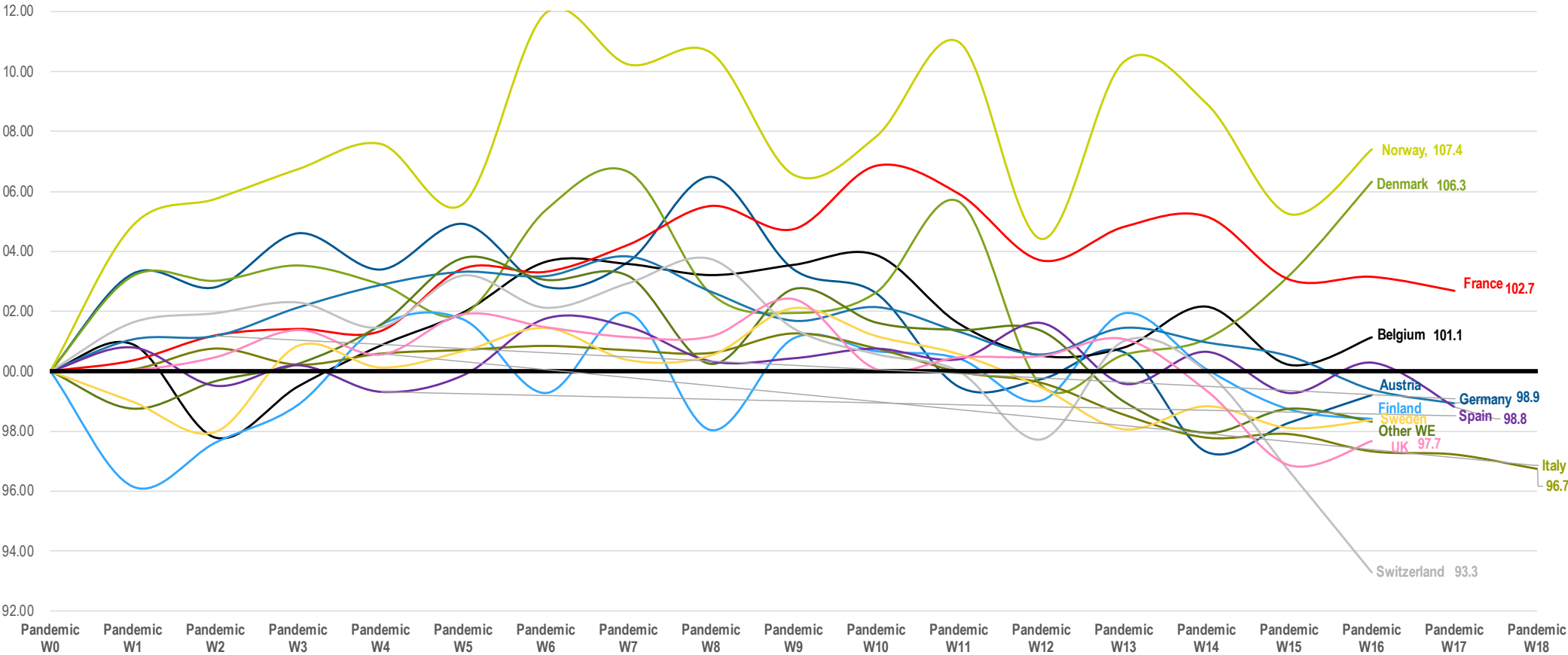
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Index Desktops APP Trend WE
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Weekly Desktops Average Product Price Trend - Western Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

Weekly Desktops APP Trend Index - WE Countries
(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.

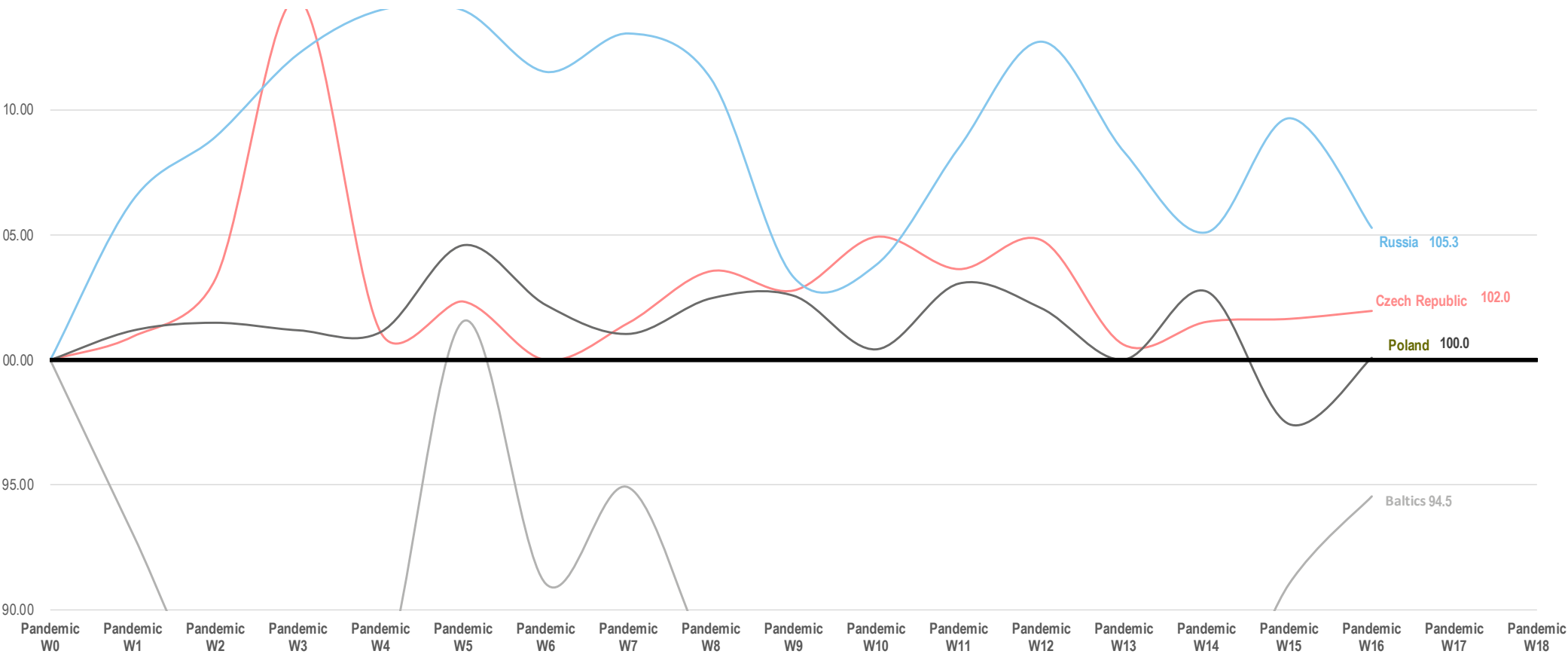
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Weekly Desktops Average Product Price Trend - Eastern Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

Weekly Desktops APP Trend Index - EE Countries
(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.

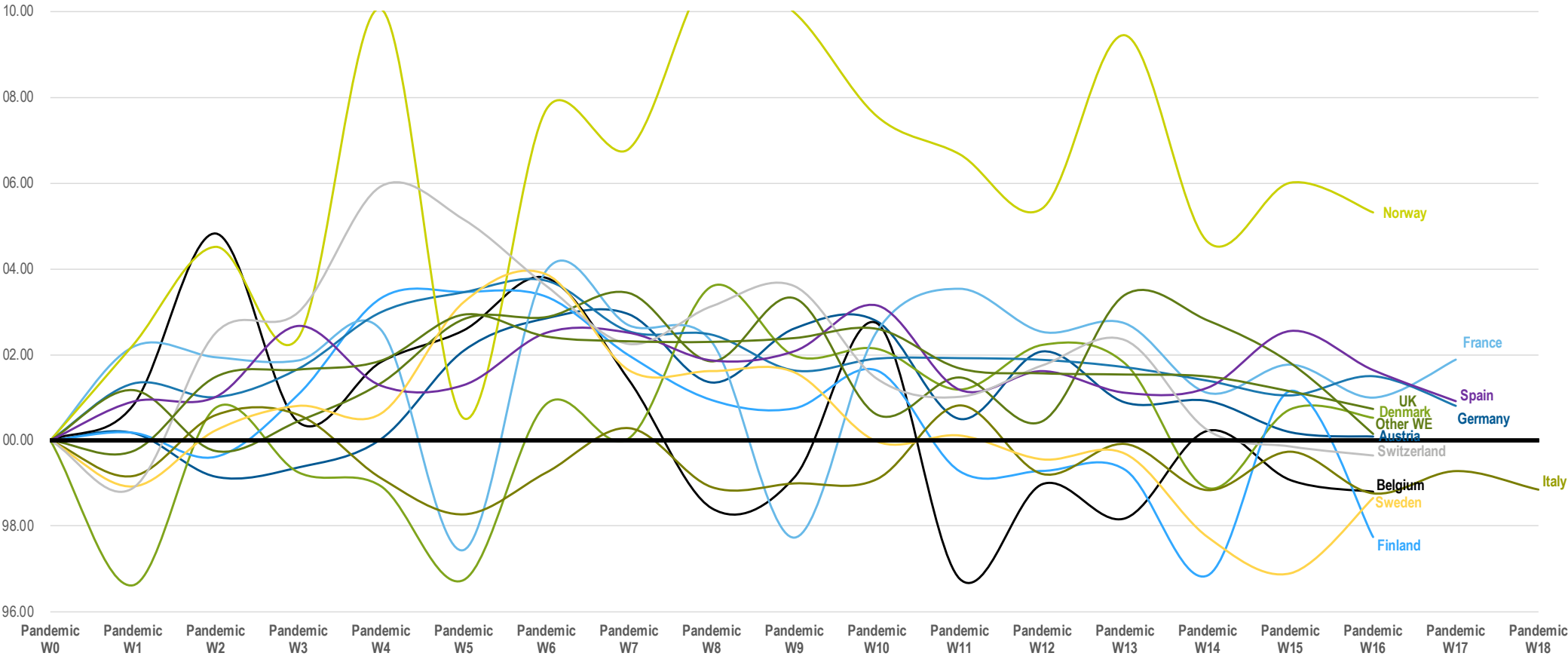
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Index Monitors APP Trend WE
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Weekly Monitors Average Product Price Trend - Western Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

Weekly Monitors Average Product Price Trend - WE Countries
(Pandemic Week 0 for Each Country = 100)



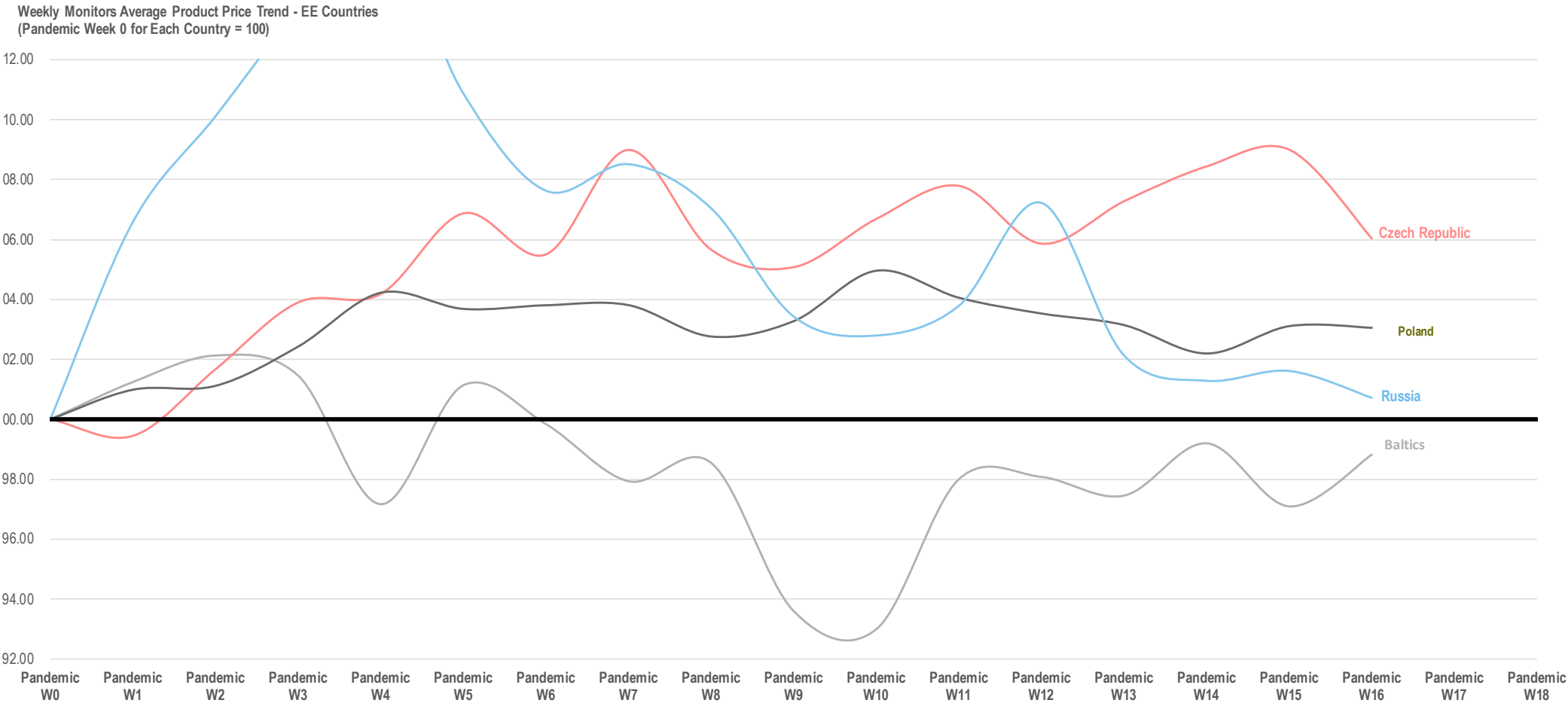
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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Weekly Monitors Average Product Price Trend - Eastern Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)



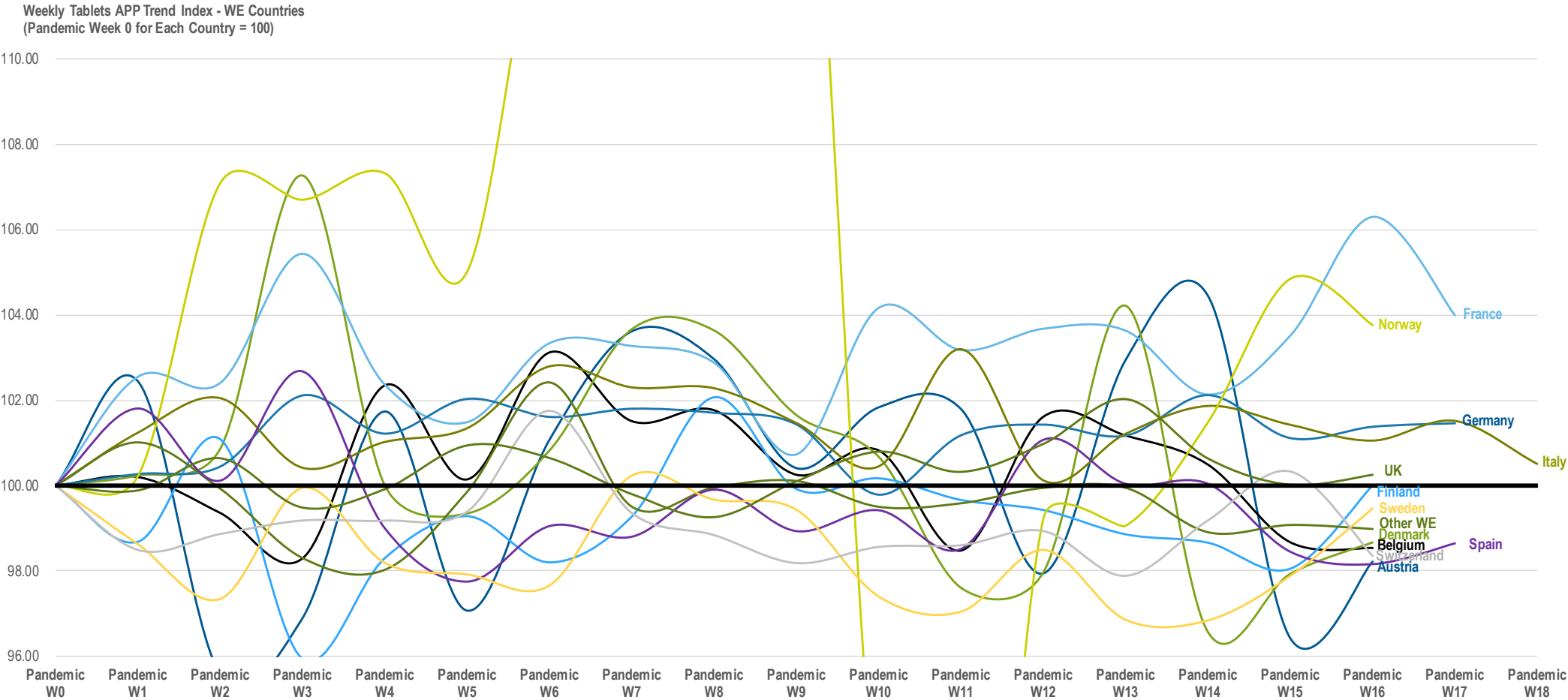
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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Index Tablets APP Trend WE
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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.

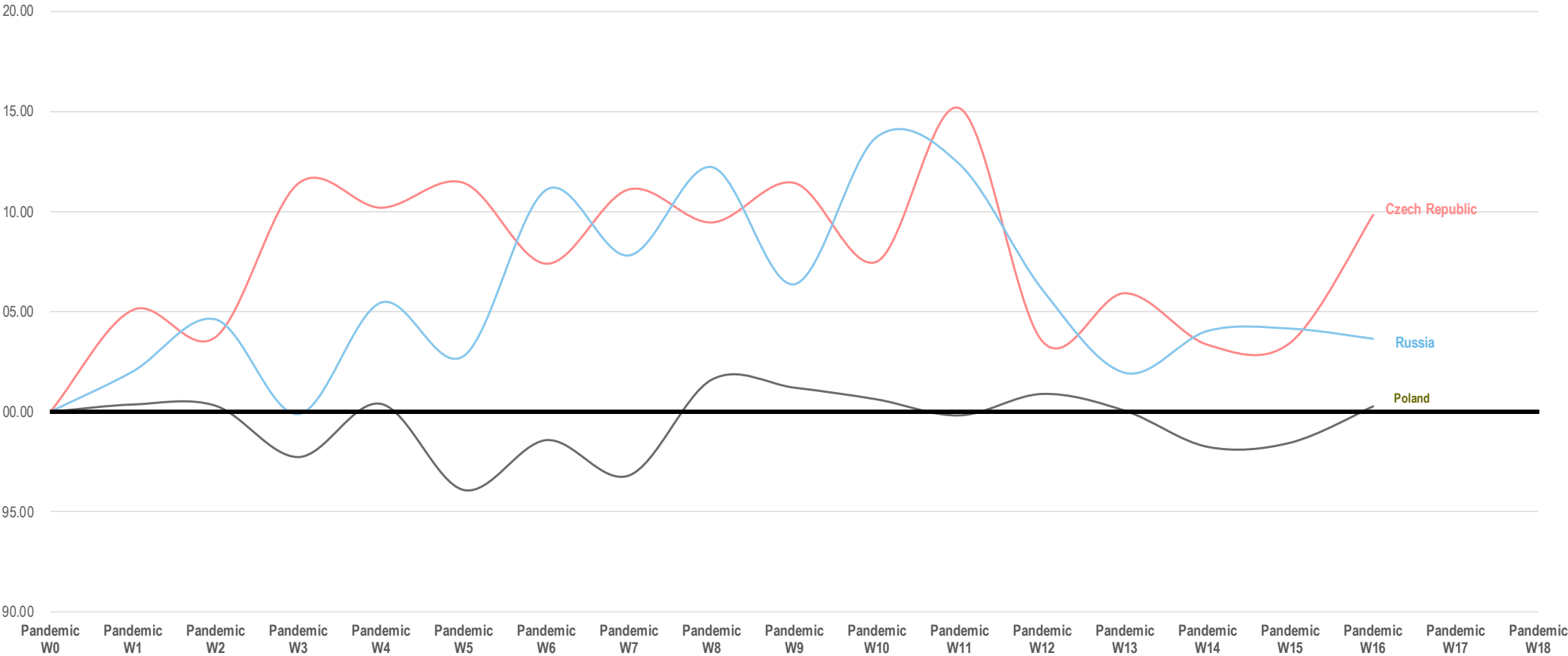
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Weekly Tablets Average Product Price Trend - Eastern Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

Weekly Tablets APP Trend Index - EE Countries
(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.

CONTEXT Covid-19 Weekly Report

Top Growth Industry

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

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

| Rank-W25 | Rank-W26 | Industry Sector | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | INDUSTRY SECTOR TREND | | |
|---------------|----------|---------------------------------------|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|----------------|--------|----------------|---------|----------|-----------------------|------|-------|
| | | | 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 | ↑ Telecommunications | 15% | 21% | 50% | 37% | 52% | 69% | 13% | 39% | -15% | 1% | -5% | 13% | -11% | -4% | -67% | 24% | 32% | 56% | 62% | 26% | 4% | 23% |
| 1 | 2 | ↓ Mobile Computing | 37% | 21% | 56% | 26% | 23% | 16% | -25% | 17% | 1% | 39% | -14% | -3% | -16% | 15% | -15% | 45% | -4% | 7% | 7% | 23% | 4% | 20% |
| 6 | 3 | ↑ Computing Accessories | 24% | 5% | 32% | 10% | 53% | 27% | 0% | 25% | 14% | 74% | 13% | -10% | -2% | 30% | 3% | 29% | 21% | 21% | 9% | 19% | 15% | 19% |
| 3 | 4 | ↓ Audio-Video Systems | 24% | 8% | 28% | -8% | -2% | 58% | -26% | 40% | -35% | 5% | 40% | 44% | 16% | 37% | -51% | 106% | 33% | 43% | -8% | 16% | 18% | 16% |
| 5 | 5 | → Wearable Devices | 53% | 0% | 58% | -50% | 59% | -7% | -48% | 28% | 6% | 44% | -3% | 16% | -63% | -21% | -7% | 138% | 4% | -64% | -79% | 13% | 31% | 15% |
| 4 | 6 | ↓ Computing Components | 37% | 10% | -8% | 26% | 22% | 28% | 7% | -2% | -9% | -2% | 11% | 24% | 6% | 51% | -26% | 64% | 32% | 34% | -29% | 20% | 0% | 15% |
| 7 | 7 | → Displays | 28% | -3% | 4% | -11% | 7% | 15% | -28% | -5% | 18% | -49% | 10% | -5% | -20% | 15% | -22% | -2% | 13% | -18% | -38% | 3% | -11% | 0% |
| 9 | 8 | ↑ Other Networking Equipment | 5% | 5% | -15% | -14% | -17% | -22% | 30% | 8% | -33% | -14% | 15% | -19% | -51% | -17% | -6% | 28% | 3% | -30% | -46% | -5% | -4% | -5% |
| 10 | 9 | ↑ Printing Consumables | -4% | -19% | -1% | 6% | -11% | 25% | 7% | -22% | -11% | -13% | 1% | 12% | -1% | 20% | -41% | 3% | 95% | -70% | -8% | -3% | -16% | -5% |
| 8 | 10 | ↓ Wireless Networking | 10% | -11% | 12% | 5% | -61% | -10% | -22% | 11% | 15% | 3% | 8% | -12% | -32% | 20% | -18% | 35% | 61% | 13% | 2% | -9% | 4% | -8% |
| 16 | 11 | ↑ Connectivity | 11% | -30% | -19% | -20% | -1% | -1% | -18% | 13% | 16% | 27% | 25% | 15% | 0% | -5% | -20% | 34% | -16% | -35% | -7% | -11% | -7% | -10% |
| 11 | 12 | ↓ Disk Storage | -16% | -8% | -17% | -6% | -4% | 9% | 2% | -4% | -21% | 28% | 35% | -3% | -43% | -13% | -40% | 2% | -24% | -15% | -49% | -9% | -29% | -14% |
| 13 | 13 | → Power Equipment | -7% | -7% | -21% | -24% | -20% | -5% | 32% | -3% | -2% | -43% | -6% | 18% | -9% | -10% | -24% | -23% | -15% | -10% | -18% | -11% | -22% | -14% |
| 18 | 14 | ↑ Networking Systems | -8% | -23% | 5% | -24% | -45% | 0% | 6% | -27% | -22% | 3% | -16% | -9% | -30% | -31% | -27% | -4% | 39% | -17% | -42% | -17% | -20% | -18% |
| 14 | 15 | ↓ Scanner Imaging | -25% | -10% | -25% | -20% | -25% | 14% | -59% | -30% | -38% | -14% | -17% | -18% | 86% | -14% | -9% | -11% | -24% | -45% | -54% | -20% | -13% | -19% |
| 12 | 16 | ↓ Software and Licences | -32% | -27% | -28% | -3% | -23% | -15% | -20% | -22% | -39% | -10% | -17% | -15% | -40% | -29% | 10% | -27% | -23% | 49% | -43% | -25% | -3% | -23% |
| 21 | 17 | ↑ Desktop Computing | -15% | -41% | -21% | -18% | -28% | 5% | -22% | -25% | -33% | -41% | -22% | -51% | -14% | -23% | -15% | -5% | -46% | -43% | -23% | -23% | -21% | -23% |
| 17 | 18 | ↓ Warranties and Services | -33% | -22% | -13% | -25% | -15% | -35% | -2% | -37% | -48% | -41% | -39% | -6% | -25% | -21% | -47% | -30% | -49% | 71% | -49% | -26% | -41% | -27% |
| 24 | 19 | ↑ Smart Home and Office | -2% | -4% | -54% | -20% | -62% | -81% | -38% | -84% | 188% | 845% | -49% | 40% | 632% | -49% | 87% | 380% | 156% | 3761% | 50% | -31% | 447% | -28% |
| 20 | 20 | → Printing | -22% | -32% | -38% | -46% | -26% | -14% | -41% | -36% | -2% | -48% | -41% | -26% | -49% | -30% | -37% | -5% | -13% | -15% | -58% | -32% | -30% | -31% |
| 15 | 21 | ↓ Data Center Networking and Security | -30% | -23% | -51% | -10% | 27% | 42% | -6% | -50% | -56% | -32% | -23% | 13% | -54% | -16% | -71% | -51% | -19% | 72% | 26% | -22% | -66% | -32% |
| 23 | 22 | ↑ Removable Storage | -8% | -56% | -31% | -16% | -55% | 43% | -23% | -19% | -17% | -66% | -27% | -3% | -42% | -10% | -76% | -11% | -30% | -30% | -13% | -33% | -39% | -34% |
| 19 | 23 | ↓ Server Computing | -44% | -44% | -28% | -29% | -22% | -25% | -65% | -36% | -61% | -45% | 1% | 93% | -37% | -74% | -40% | 57% | -7% | -13% | -68% | -41% | -25% | -38% |
| 22 | 24 | ↓ Unified Communications | -25% | -60% | -15% | -57% | -33% | 25% | -88% | -35% | -58% | 14% | -3% | -7% | 22% | -45% | -39% | 59% | -9% | -34% | 18% | -39% | -29% | -38% |
| Country Trend | | | -1% | -8% | 10% | 2% | 5% | 10% | -12% | -5% | -21% | 2% | -6% | 1% | -22% | -5% | -28% | 18% | 8% | 6% | -23% | | | |

CONTEXT Covid-19 Weekly Report

Top Decline Industry

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019

Sorted by fastest declining Industry sector and country size

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

| | | | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|----------------|--------|----------------|---------|----------|
| Rank-W25 | Rank-W26 | Industry Sector | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Sweden | Belgium | Austria | Portugal | Denmark | Finland | Norway | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia |
| 6 | 1 | ⬆️ Server Computing | -44% | -44% | -28% | -29% | -22% | -25% | -65% | -36% | -61% | -45% | 1% | 93% | -37% | -74% | -40% | 57% | -7% | -13% | -68% |
| 3 | 2 | ⬆️ Unified Communications | -25% | -60% | -15% | -57% | -33% | 25% | -88% | -35% | -58% | 14% | -3% | -7% | 22% | -45% | -39% | 59% | -9% | -34% | 18% |
| 2 | 3 | ⬇️ Removable Storage | -8% | -56% | -31% | -16% | -55% | 43% | -23% | -19% | -17% | -66% | -27% | -3% | -42% | -10% | -76% | -11% | -30% | -30% | -13% |
| 10 | 4 | ⬆️ Data Center Networking and Security | -30% | -23% | -51% | -10% | 27% | 42% | -6% | -50% | -56% | -32% | -23% | 13% | -54% | -16% | -71% | -51% | -19% | 72% | 26% |
| 5 | 5 | ➡️ Printing | -22% | -32% | -38% | -46% | -26% | -14% | -41% | -36% | -2% | -48% | -41% | -26% | -49% | -30% | -37% | -5% | -13% | -15% | -58% |
| 1 | 6 | ⬇️ Smart Home and Office | -2% | -4% | -54% | -20% | -62% | -81% | -38% | -94% | 188% | 845% | -49% | 40% | 632% | -49% | 87% | 380% | 156% | | 50% |
| 8 | 7 | ⬆️ Warranties and Services | -33% | -22% | -13% | -25% | -15% | -35% | -2% | -37% | -48% | -41% | -39% | -6% | -25% | -21% | -47% | -30% | -49% | 71% | -49% |
| 4 | 8 | ⬇️ Desktop Computing | -15% | -41% | -21% | -18% | -28% | 5% | -22% | -25% | -22% | -33% | -41% | -22% | -51% | -14% | -23% | -15% | -5% | -46% | -43% |
| 13 | 9 | ➡️ Software and Licences | -32% | -27% | -28% | -3% | -23% | -15% | -20% | -22% | -39% | -10% | -17% | -15% | -40% | -29% | 10% | -27% | -23% | 49% | -43% |
| 11 | 10 | ⬆️ Scanner Imaging | -25% | -10% | -25% | -20% | -25% | 14% | -59% | -30% | -38% | -14% | -17% | -18% | 86% | -14% | -9% | -11% | -24% | -45% | -54% |
| 7 | 11 | ⬇️ Networking Systems | -8% | -23% | 5% | -24% | -45% | 0% | 6% | -27% | -22% | 3% | -16% | -9% | -30% | -31% | -27% | -4% | 39% | -17% | -42% |
| 12 | 12 | ➡️ Power Equipment | -7% | -7% | -21% | -24% | -20% | -5% | 32% | -3% | -2% | -43% | -6% | 18% | -9% | -10% | -24% | -23% | -15% | -10% | -18% |
| 14 | 13 | ⬆️ Disk Storage | -16% | -8% | -17% | -6% | -4% | 9% | 2% | -4% | -21% | 28% | 35% | -3% | -43% | -13% | -40% | 2% | -24% | -15% | -49% |
| 9 | 14 | ⬇️ Connectivity | 11% | -30% | -19% | -20% | -1% | -1% | -18% | 13% | 16% | 27% | 25% | 15% | 0% | -5% | -20% | 34% | -16% | -35% | -7% |
| 17 | 15 | ⬆️ Wireless Networking | 10% | -11% | 12% | 5% | -61% | -10% | -22% | 11% | 15% | 3% | 8% | -12% | -32% | 20% | -18% | 35% | 61% | 13% | 2% |
| 15 | 16 | ⬇️ Printing Consumables | -4% | -19% | -1% | 6% | -11% | 25% | 7% | -22% | -11% | -13% | 1% | 12% | -1% | 20% | -41% | 3% | 95% | -70% | -8% |
| 16 | 17 | ⬇️ Other Networking Equipment | 5% | 5% | -15% | -14% | -17% | -22% | 30% | 8% | -33% | -14% | 15% | -19% | -51% | -17% | -6% | 28% | 3% | -30% | -46% |
| 18 | 18 | ➡️ Displays | 28% | -3% | 4% | -11% | 7% | 15% | -28% | -5% | 18% | -49% | 10% | -5% | -20% | 15% | -22% | -2% | 13% | -18% | -38% |
| 21 | 19 | ⬆️ Computing Components | 37% | 10% | -8% | 26% | 22% | 28% | 7% | -2% | -9% | -2% | 11% | 24% | 6% | 51% | -26% | 64% | 32% | 34% | -29% |
| 20 | 20 | ➡️ Wearable Devices | 53% | 0% | 58% | -50% | 59% | -7% | -48% | 28% | 6% | 44% | -3% | 16% | -63% | -21% | -7% | 138% | 4% | -64% | -79% |
| 22 | 21 | ⬆️ Audio-Video Systems | 24% | 8% | 28% | -8% | -2% | 58% | -26% | 40% | -35% | 5% | 40% | 44% | 16% | 37% | -51% | 106% | 33% | 43% | -8% |
| 19 | 22 | ⬇️ Computing Accessories | 24% | 5% | 32% | 10% | 53% | 27% | 0% | 25% | 14% | 74% | 13% | -10% | -2% | 30% | 3% | 29% | 21% | 21% | 9% |
| 24 | 23 | ⬆️ Mobile Computing | 37% | 21% | 56% | 26% | 23% | 16% | -25% | 17% | 1% | 39% | -14% | -3% | -16% | 15% | -15% | 45% | -4% | 7% | 7% |
| 23 | 24 | ⬇️ Telecommunications | 15% | 21% | 50% | 37% | 52% | 69% | 13% | 39% | -15% | 1% | -5% | 13% | -11% | -4% | -67% | 24% | 32% | 56% | 62% |

| INDUSTRY SECTOR TREND | | |
|-----------------------|------|-------|
| WE | EE | Total |
| -41% | -25% | -38% |
| -39% | -29% | -38% |
| -33% | -39% | -34% |
| -22% | -66% | -32% |
| -32% | -30% | -31% |
| -31% | 447% | -28% |
| -26% | -41% | -27% |
| -23% | -21% | -23% |
| -25% | -3% | -23% |
| -20% | -13% | -19% |
| -17% | -20% | -18% |
| -11% | -22% | -14% |
| -9% | -29% | -14% |
| -11% | -7% | -10% |
| -9% | 4% | -8% |
| -3% | -16% | -5% |
| -5% | -4% | -5% |
| 3% | -11% | 0% |
| 20% | 0% | 15% |
| 13% | 31% | 15% |
| 16% | 18% | 16% |
| 19% | 15% | 19% |
| 23% | 4% | 20% |
| 26% | 4% | 23% |

| | | | | | | | | | | | | | | | | | | | |
|---------------|-----|-----|-----|----|----|-----|------|-----|------|----|-----|----|------|-----|------|-----|----|----|------|
| Country Trend | -1% | -8% | 10% | 2% | 5% | 10% | -12% | -5% | -21% | 2% | -6% | 1% | -22% | -5% | -28% | 18% | 8% | 6% | -23% |
|---------------|-----|-----|-----|----|----|-----|------|-----|------|----|-----|----|------|-----|------|-----|----|----|------|

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 28 2020) vs Same Period 2019

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

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

| Rank-W25 | Rank-W26 | Industry Sector | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | INDUSTRY SECTOR TREND | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|----------------|--------|----------------|---------|----------|-----------------------|------|-------|
| | | | 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 | 37% | 21% | 56% | 26% | 23% | 16% | -25% | 17% | 1% | 39% | -14% | -3% | -16% | 15% | -15% | 45% | -4% | 7% | 7% | 23% | 4% | 20% |
| 2 | 2 | ➡ Telecommunications | 15% | 21% | 50% | 37% | 52% | 69% | 13% | 39% | -15% | 1% | -5% | 13% | -11% | -4% | -67% | 24% | 32% | 56% | 62% | 26% | 4% | 23% |
| 3 | 3 | ➡ Software and Licences | -32% | -27% | -28% | -3% | -23% | -15% | -20% | -22% | -39% | -10% | -17% | -15% | -40% | -29% | 10% | -27% | -23% | 49% | -43% | -25% | -3% | -23% |
| 4 | 4 | ➡ Printing Consumables | -4% | -19% | -1% | 6% | -11% | 25% | 7% | -22% | -11% | -13% | 1% | 12% | -1% | 20% | -41% | 3% | 95% | -70% | -8% | -3% | -16% | -5% |
| 5 | 5 | ➡ Displays | 28% | -3% | 4% | -11% | 7% | 15% | -28% | -5% | 18% | -49% | 10% | -5% | -20% | 15% | -22% | -2% | 13% | -18% | -38% | 3% | -11% | 0% |
| 6 | 6 | ➡ Computing Components | 37% | 10% | -8% | 26% | 22% | 28% | 7% | -2% | -9% | -2% | 11% | 24% | 6% | 51% | -26% | 64% | 32% | 34% | -29% | 20% | 0% | 15% |
| 7 | 7 | ➡ Disk Storage | -16% | -8% | -17% | -6% | -4% | 9% | 2% | -4% | -21% | 28% | 35% | -3% | -43% | -13% | -40% | 2% | -24% | -15% | -49% | -9% | -29% | -14% |
| 8 | 8 | ➡ Warranties and Services | -33% | -22% | -13% | -25% | -15% | -35% | -2% | -37% | -48% | -41% | -39% | -6% | -25% | -21% | -47% | -30% | -49% | 71% | -49% | -26% | -41% | -27% |
| 9 | 9 | ➡ Desktop Computing | -15% | -41% | -21% | -18% | -28% | 5% | -22% | -25% | -22% | -33% | -41% | -22% | -51% | -14% | -23% | -15% | -5% | -46% | -43% | -23% | -21% | -23% |
| 11 | 10 | ⬆ Computing Accessories | 24% | 5% | 32% | 10% | 53% | 27% | 0% | 25% | 14% | 74% | 13% | -10% | -2% | 30% | 3% | 29% | 21% | 21% | 9% | 19% | 15% | 19% |
| 10 | 11 | ⬇ Audio-Video Systems | 24% | 8% | 28% | -8% | -2% | 58% | -26% | 40% | -35% | 5% | 40% | 44% | 16% | 37% | -51% | 106% | 33% | 43% | -8% | 16% | 18% | 16% |
| 12 | 12 | ➡ Networking Systems | -8% | -23% | 5% | -24% | -45% | 0% | 6% | -27% | -22% | 3% | -16% | -9% | -30% | -31% | -27% | -4% | 39% | -17% | -42% | -17% | -20% | -18% |
| 13 | 13 | ➡ Printing | -22% | -32% | -38% | -46% | -26% | -14% | -41% | -36% | -2% | -48% | -41% | -26% | -49% | -30% | -37% | -5% | -13% | -15% | -58% | -32% | -30% | -31% |
| 14 | 14 | ➡ Server Computing | -44% | -44% | -28% | -29% | -22% | -25% | -65% | -36% | -61% | -45% | 1% | 93% | -37% | -74% | -40% | 57% | -7% | -13% | -68% | -41% | -25% | -38% |
| 15 | 15 | ➡ Data Center Networking and Security | -30% | -23% | -51% | -10% | 27% | 42% | -6% | -50% | -56% | -32% | -23% | 13% | -54% | -16% | -71% | -51% | -19% | 72% | 26% | -22% | -66% | -32% |
| 17 | 16 | ⬆ Wireless Networking | 10% | -11% | 12% | 5% | -61% | -10% | -22% | 11% | 15% | 3% | 8% | -12% | -32% | 20% | -18% | 35% | 61% | 13% | 2% | -9% | 4% | -8% |
| 16 | 17 | ⬇ Wearable Devices | 53% | 0% | 58% | -50% | 59% | -7% | -48% | 28% | 6% | 44% | -3% | 16% | -63% | -21% | -7% | 138% | 4% | -64% | -79% | 13% | 31% | 15% |
| 18 | 18 | ➡ Power Equipment | -7% | -7% | -21% | -24% | -20% | -5% | 32% | -3% | -2% | -43% | -6% | 18% | -9% | -10% | -24% | -23% | -15% | -10% | -18% | -11% | -22% | -14% |
| 19 | 19 | ➡ Other Networking Equipment | 5% | 5% | -15% | -14% | -17% | -22% | 30% | 8% | -33% | -14% | 15% | -19% | -51% | -17% | -6% | 28% | 3% | -30% | -46% | -5% | -4% | -5% |
| 20 | 20 | ➡ Connectivity | 11% | -30% | -19% | -20% | -1% | -1% | -18% | 13% | 16% | 27% | 25% | 15% | 0% | -5% | -20% | 34% | -16% | -35% | -7% | -11% | -7% | -10% |
| 21 | 21 | ➡ Removable Storage | -8% | -56% | -31% | -16% | -55% | 43% | -23% | -19% | -17% | -66% | -27% | -3% | -42% | -10% | -76% | -11% | -30% | -30% | -13% | -33% | -39% | -34% |
| 22 | 22 | ➡ Games Consoles | 61% | | -37% | 36% | 15% | 158% | 89% | 133% | 385% | 95% | 106% | -12% | | 118% | 2% | 119% | -46% | 17% | 8% | 46% | 36% | 43% |
| 26 | 23 | ⬆ Electronics | -30% | -72% | -54% | -44% | -82% | 6% | -34% | -54% | -55% | -59% | 18% | 123% | -58% | -53% | 22% | -3% | -40% | 15% | -38% | -49% | 0% | -39% |
| 23 | 24 | ⬇ Smart Home and Office | -2% | -4% | -54% | -20% | -62% | -81% | -38% | -94% | 188% | 845% | -49% | 40% | 632% | -49% | 87% | 380% | 156% | | 50% | -31% | 447% | -28% |
| 24 | 25 | ⬇ Unified Communications | -25% | -60% | -15% | -57% | -33% | 25% | -88% | -35% | -58% | 14% | -3% | -7% | | 22% | -45% | -39% | 59% | -9% | 18% | -39% | -29% | -38% |
| 27 | 26 | ⬆ Security | 53% | -39% | -64% | -61% | -13% | 10% | -50% | -33% | -66% | 248% | 49% | -46% | -48% | -12% | 53% | -40% | 142% | 53% | 92% | -35% | 52% | -25% |
| 25 | 27 | ⬇ Scanner Imaging | -25% | -10% | -25% | -20% | -25% | 14% | -59% | -30% | -38% | -14% | -17% | -18% | 86% | -14% | -9% | -11% | -24% | -45% | -54% | -20% | -13% | -19% |
| 28 | 28 | ➡ Tape Storage | -22% | -43% | -75% | 3% | -56% | -21% | 85% | 11% | -42% | -47% | 43% | 46% | -39% | -40% | 37% | 57% | -18% | -75% | 75% | -27% | 30% | -23% |
| 29 | 29 | ➡ Terminals, Thin Clients and Points of Sale | -45% | -51% | -74% | -34% | 10% | -38% | -46% | -84% | -50% | -38% | -79% | -30% | -67% | -49% | 88% | -51% | -76% | -95% | -91% | -51% | 19% | -45% |
| 30 | 30 | ➡ Photo and Video Cameras | -42% | 2% | -45% | -63% | -32% | -28% | -82% | -66% | -73% | -39% | -5% | -55% | -77% | -22% | -59% | -58% | -38% | -50% | -19% | -37% | -49% | -43% |

CONTEXT Covid-19 Weekly Report

Top Growth Category

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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 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-W25 | Rank-W26 | 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 | 75% | 229% | 359% | 221% | 280% | 28% | 58% | 96% | 2% | 374% | 80% | -9% | -4% | 43% | -33% | 226% | 310% | 27% | 79% | 118% | 20% | 105% | | |
| 3 | 2 | 👉 Games Accessories | 114% | | -38% | 74% | 16% | 150% | 74% | 133% | 244% | 74% | 111% | 43% | 2291% | 112% | 0% | 71% | -20% | 40% | 32% | 71% | 34% | 63% | | |
| 9 | 3 | 👉 E-Readers | 15% | 99% | 176% | 61% | 48% | 3% | 31% | | -17% | 103% | 74% | 67% | -76% | 19% | 289% | -27% | 275% | -22% | 17% | 45% | 108% | 54% | | |
| 6 | 4 | 👉 Graphics Cards | 52% | 113% | 79% | 0% | 34% | 29% | 17% | -13% | 22% | 82% | 36% | 58% | -66% | 158% | -22% | 39% | 82% | 90% | 7% | 59% | 25% | 51% | | |
| 4 | 5 | 👉 Games Software | -40% | | -46% | -71% | 410% | 56% | -90% | 0% | -32% | -30% | -7% | -6% | -38% | 1433% | -7% | 27% | 183% | 265% | 765% | -27% | 122% | 43% | | |
| 15 | 6 | 👉 Powerline Devices | 65% | 73% | 70% | -6% | 18% | 5% | 36% | 75% | 149% | 173% | 38% | 134% | 48% | 38% | 40% | -28% | 59% | 52% | 4% | 39% | 8% | 38% | | |
| 7 | 7 | 👉 Smart Lighting and Electricals | 37% | | 9% | -21% | 10% | | 348% | 60% | 759% | 181% | 8% | 51% | 587% | -67% | 83% | 168% | 256% | 562% | 51% | 26% | 196% | 37% | | |
| 13 | 8 | 👉 Notebook Workstations | 16% | 46% | 18% | 53% | -4% | 62% | 36% | 100% | 84% | -34% | 6% | 36% | 15% | 34% | 100% | 2% | -20% | 56% | -29% | 34% | 28% | 34% | | |
| 31 | 9 | 👉 Telephony Accessories | 267% | 65% | 13% | -61% | 227% | 30% | 347% | 79% | -14% | 334% | 772% | 141% | -37% | 32% | -81% | -52% | -94% | 104% | 87% | 83% | -80% | 34% | | |
| 16 | 10 | 👉 Mobile Computing Cases | 90% | 13% | 52% | 11% | 36% | 36% | 2% | 20% | 54% | 23% | 50% | 21% | -4% | 25% | 39% | 24% | 52% | 2% | 123% | 33% | 39% | 34% | | |
| 5 | 11 | 👉 Headsets/Headphones and Microphones | 47% | 25% | 38% | 1% | 0% | 162% | -27% | 39% | -42% | 18% | 98% | 70% | 18% | 72% | -45% | 144% | 37% | 64% | -8% | 34% | 31% | 33% | | |
| 19 | 12 | 👉 Digital Media Players | 61% | 36% | 60% | 38% | 60% | 67% | 69% | 123% | 219% | -11% | 51% | -10% | 17% | -47% | -44% | 45% | 532% | 267% | 21% | 31% | 67% | 33% | | |
| 26 | 13 | 👉 Wireless Adapters | 13% | 51% | 48% | 25% | 54% | -33% | 26% | 51% | 41% | 62% | 27% | -1% | -73% | 5% | 61% | 58% | 93% | 107% | -6% | 25% | 63% | 32% | | |
| 21 | 14 | 👉 Labelling Tapes | 41% | -5% | 30% | 22% | -5% | 6% | 191% | 32% | 13% | -49% | 234% | 328% | 252% | 113% | -59% | 84% | 43% | 48% | 18% | 33% | -1% | 29% | | |
| 10 | 15 | 👉 Smartphones | 16% | 32% | 52% | 48% | 55% | 68% | 15% | 39% | -16% | 4% | -8% | 13% | -14% | -5% | -69% | 24% | 34% | 59% | 77% | 29% | 7% | 26% | | |
| 20 | 16 | 👉 Smart Watches | 32% | 9% | 68% | -7% | 158% | 2% | -54% | 25% | 15% | 47% | -21% | 21% | -63% | -2% | 28% | 21% | 23% | -44% | -79% | 27% | 8% | 25% | | |
| 25 | 17 | 👉 Keyboards and Keypads | 23% | 6% | 23% | 30% | 42% | 59% | -3% | 27% | 54% | 111% | -13% | 19% | 41% | 31% | 45% | 23% | 11% | -5% | 13% | 24% | 28% | 25% | | |
| 8 | 18 | 👉 Tablet PCs | 37% | 38% | 142% | -26% | 45% | 2% | -34% | 30% | 7% | 36% | -20% | -3% | -55% | 3% | 4% | 59% | 31% | 54% | 86% | 24% | 28% | 25% | | |
| 34 | 19 | 👉 Disk Drives | 68% | -14% | 28% | -8% | 18% | -13% | -55% | 18% | 4% | -55% | 15% | -26% | 15% | 9% | -54% | 25% | 9% | -3% | 43% | 25% | -2% | 19% | | |
| 14 | 20 | 👉 Notebooks | 38% | 16% | 39% | 52% | 18% | 19% | -25% | 11% | -5% | 41% | -14% | -5% | -8% | 21% | -18% | 45% | -9% | 3% | 4% | 23% | 1% | 19% | | |
| 30 | 21 | 👉 Mobile Computing Accessories and Parts | 54% | -8% | 41% | -10% | -6% | -18% | -18% | 42% | -28% | 38% | -6% | 6% | -20% | 56% | -28% | -11% | -16% | 157% | -48% | 19% | -10% | 18% | | |
| 23 | 22 | 👉 Monitors | 46% | 36% | 9% | 9% | 16% | 42% | -17% | 15% | 52% | 6% | 30% | -16% | -2% | 26% | -26% | 7% | 27% | -14% | -11% | 26% | -11% | 17% | | |
| 17 | 23 | 👉 Processors | 65% | 7% | -25% | 63% | 35% | 122% | 5% | 33% | -11% | -19% | 21% | 26% | 33% | 56% | -61% | 106% | 37% | 52% | -34% | 34% | -26% | 16% | | |
| 28 | 24 | 👉 Mice | -4% | -10% | 75% | 2% | 65% | 29% | -30% | 42% | 23% | 85% | -31% | -18% | 0% | 40% | 29% | 45% | 0% | 3% | 20% | 11% | 28% | 14% | | |
| 12 | 25 | 👉 Consoles Fixed | -48% | | -3% | -100% | 22% | 384% | 931% | | 4103% | 161% | 62% | -65% | -100% | 254% | 3535% | 164% | -57% | -90% | 1% | -16% | 39% | 13% | | |
| 37 | 26 | 👉 Docking Stations | -10% | -11% | 42% | 41% | 76% | 35% | 2% | 47% | 5% | 100% | 18% | -30% | -4% | 50% | 7% | 21% | -11% | 30% | -14% | 12% | 9% | 11% | | |
| 27 | 27 | 👉 Ink Cartridges and Tanks | 2% | 2% | 31% | 15% | 20% | 42% | 19% | -49% | 22% | 0% | 7% | -6% | 1% | 23% | -45% | 31% | 167% | -72% | -10% | 11% | 7% | 11% | | |
| 24 | 28 | 👉 Wired Network Adapters | -11% | 34% | -24% | 40% | -13% | -4% | 60% | 8% | -14% | -64% | 20% | -48% | 32% | -8% | 17% | 51% | -23% | 26% | -54% | 7% | 18% | 9% | | |
| 22 | 29 | 👉 Televisions | -24% | 2% | 12% | 23% | 126% | 7% | -88% | -46% | 27% | -15% | -33% | 56% | -63% | -3% | 100% | 8% | 19% | -16% | -67% | 6% | 4% | 6% | | |
| 33 | 30 | 👉 Database Management Software | 66% | -22% | -47% | 222% | -73% | 3% | 37% | -33% | -57% | 17% | -24% | 26% | -4% | -27% | -64% | -17% | 56% | -75% | -47% | 9% | -30% | 5% | | |
| 40 | 31 | 👉 Smart Bands and Activity Trackers | 468% | -5% | 22% | -83% | -34% | 42% | 223% | 1822% | -97% | 39% | 229% | 1495% | 127% | -54% | -35% | 701% | -20% | -71% | -82% | -14% | 121% | 2% | | |
| 39 | 32 | 👉 PC Speakers | 148% | -44% | -10% | -42% | -60% | 80% | 141% | 97% | 13% | 11% | 116% | -8% | 136% | 33% | -50% | 29% | 34% | -4% | 76% | -1% | 12% | 1% | | |
| ANIA | 33 | 👉 Notebook Power Adapters | 8% | -28% | 5% | 5% | 80% | 16% | -12% | 14% | -1% | 20% | 123% | -7% | 73% | -4% | -75% | 37% | 10% | 62% | -15% | 4% | -25% | 1% | | |
| 29 | 34 | 👉 Storage Controllers | -20% | 8% | -10% | 3% | 3% | 17% | 89% | 27% | -17% | -30% | 14% | 16% | 128% | -45% | 62% | -17% | 22% | -76% | -61% | -7% | 35% | -1% | | |
| 45 | 35 | 👉 Solid State Drives (SSDs) | -10% | 2% | -18% | -4% | -11% | 5% | -12% | 48% | -33% | 82% | 35% | -23% | -56% | 10% | 3% | 8% | -10% | -32% | -45% | -4% | -3% | -4% | | |
| 42 | 36 | 👉 Inkjet Printers | -22% | -7% | 9% | -11% | 49% | -25% | -66% | -69% | 9% | -43% | -64% | -14% | 129% | -45% | 95% | 70% | 60% | 12% | -5% | -15% | 75% | -4% | | |
| ANIA | 37 | 👉 Home Sound Systems | -59% | 60% | -63% | -51% | -69% | -4% | -81% | 3% | 143% | -10% | 68% | -63% | -14% | 47% | 11% | 76% | 38% | 485% | 38% | -12% | 62% | -5% | | |
| 50 | 38 | 👉 RAM Memory | 0% | -24% | -29% | -8% | -23% | -9% | -10% | -24% | -25% | 9% | -12% | -21% | 6% | 25% | 41% | 41% | -12% | -27% | -32% | -12% | 32% | -5% | | |
| 48 | 39 | 👉 NAS Devices | 25% | -24% | -7% | -21% | -49% | 5% | -35% | -1% | 30% | 2% | 42% | 112% | -20% | 0% | -40% | -19% | -24% | 55% | -25% | -2% | -28% | -6% | | |
| 32 | 40 | 👉 Telephony and Conference Systems | -9% | -30% | -46% | 2% | 75% | 178% | -29% | 194% | 90% | -69% | 289% | -16% | 17% | 99% | -52% | -9% | 156% | 4% | 3% | 0% | -42% | -7% | | |
| 38 | 41 | 👉 All-in-One Inkjets | -7% | -8% | -9% | -13% | -15% | 40% | -40% | -25% | 12% | 14% | -41% | -34% | -38% | -26% | -2% | 48% | -26% | 15% | -10% | -10% | 9% | -8% | | |
| 35 | 42 | 👉 Integrated Systems | -42% | 23% | -24% | 1% | 5% | -76% | 2024% | -89% | -97% | 66% | 3503% | 162% | -17% | 146% | -97% | -45% | | | -75% | 0% | -59% | -9% | | |
| ANIA | 43 | 👉 Network Routers | 1% | -13% | 22% | -16% | -36% | 28% | 4% | -51% | -7% | 79% | -11% | -10% | -33% | -22% | -18% | 5% | 32% | 16% | -70% | -7% | -15% | -9% | | |
| 47 | 44 | 👉 LTO/Ultrium Media | -10% | -29% | -37% | -11% | -59% | -3% | 10% | -12% | -22% | -6% | -25% | 1% | -23% | -43% | 100% | 437% | 35% | 81% | 14% | -19% | 101% | -9% | | |
| 36 | 45 | 👉 Wireless Access Points | 10% | -18% | 13% | 7% | -61% | -6% | -21% | 13% | 13% | -8% | 8% | -11% | -35% | 19% | -20% | 28% | 53% | -3% | 6% | -10% | 0% | -9% | | |
| ANIA | 46 | 👉 Network Expansion Modules | -26% | 35% | -54% | -26% | 32% | 149% | 36% | -76% | -27% | 26% | -45% | 54% | -54% | -14% | -14% | -62% | -18% | 18% | 254% | -9% | -17% | -11% | | |
| ANIA | 47 | 👉 Cables and Connectivity Adapters | 11% | -31% | -21% | -20% | 3% | -7% | -20% | 16% | 19% | 12% | 34% | 17% | -1% | -9% | -20% | 38% | -11% | -41% | -6% | -12% | -4% | -11% | | |
| 18 | 48 | 👉 Tape Drives | 25% | -36% | -86% | 27% | -82% | -30% | 336% | 32% | -52% | -60% | 619% | 539% | -44% | -59% | -33% | -31% | -46% | -100% | 17% | -9% | -33% | -11% | | |
| 11 | 49 | 👉 Tape Libraries | 5% | -75% | -74% | 4% | -20% | -18% | 0% | 48% | -74% | -59% | 385% | 239% | -33% | -74% | 10% | 92% | -59% | -100% | 1410% | -22% | 21% | -15% | | |
| ANIA | 50 | 👉 Graphics and Design Software | -17% | -46% | 20% | 2% | -5% | 6% | -42% | -14% | -28% | 4% | -7% | -29% | 1% | 9% | 10% | 46% | 55% | 133% | -2% | -17% | 26% | -15% | | |

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 28 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

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

| | | | WESTERN EUROPE | | | | | | | | | | | | | | | EASTERN EUROPE | | | | | CATEGORY TREND | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|--------|----------------|----------------|---------|----------|------|----------------|-------|--|
| Rank-W25 | Rank-W26 | 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 | -100% | -92% | -87% | -77% | -88% | -24% | -55% | -98% | 0% | -79% | -42% | -100% | -51% | -99% | 0% | -54% | -64% | -97% | -68% | -84% | -70% | -83% | |
| 2 | 2 | 👉 Dye Sublimation Printers | -93% | -87% | -79% | -30% | -84% | -54% | -86% | -65% | -92% | -72% | 83% | -48% | -86% | -64% | -66% | -62% | -53% | -87% | -35% | -80% | -61% | -80% | |
| 3 | 3 | 👉 Presentation Devices | -74% | -54% | -93% | -95% | -77% | -61% | 38% | -72% | -11% | -22% | -73% | -72% | -64% | -93% | -86% | -80% | -78% | -77% | -86% | -76% | -82% | -76% | |
| 4 | 4 | 👈 Partner Rebates, Warehousing and Logistics | -76% | 2% | -87% | -95% | -72% | -77% | -82% | -35% | -62% | -56% | 52% | -47% | -65% | 28% | -88% | -84% | 33% | 163% | -100% | -76% | -19% | -74% | |
| 19 | 5 | 👈 Network Chassis | -8% | -49% | -3% | -39% | 491% | 425% | -93% | -6% | -67% | -88% | 28% | -12% | -48% | -96% | 20% | -71% | 267% | 0% | -18% | -95% | -74% | | |
| 6 | 6 | 👈 MP3/MP4 Players | -41% | -52% | -68% | -60% | -98% | -47% | -86% | -90% | -100% | -71% | -20% | -57% | -38% | -61% | -100% | -9% | -66% | -25% | 148% | -70% | -52% | -70% | |
| 4 | 7 | 👈 Privacy Screens | -76% | -74% | -30% | -43% | -91% | -60% | -74% | -74% | -61% | -100% | -77% | -68% | -61% | -72% | -71% | -71% | 33% | -79% | -69% | -59% | -69% | | |
| 5 | 8 | 👈 Servers (Unix) | -46% | -97% | -70% | -38% | 11% | -14% | -100% | -7% | -76% | -87% | 190% | | 0% | -80% | -101% | 808% | -100% | | -67% | -86% | -68% | | |
| 30 | 9 | 👈 Project Management Software | -93% | -63% | -56% | -44% | 69% | -64% | 51% | -73% | -14% | -8% | -40% | -33% | -63% | -90% | 95% | -73% | 7% | -71% | -100% | -68% | -55% | -67% | |
| 7 | 10 | 👈 Smart Home Automation | -4% | -58% | -41% | -34% | -86% | -97% | -67% | | -21% | | -85% | 27% | | -54% | | 87% | 2582% | 15386% | 0% | -65% | 576% | -64% | |
| 13 | 11 | 👈 Copier-based MFPs | -31% | -73% | -67% | -79% | -79% | 9% | -5% | -75% | -14% | -82% | -73% | -76% | -51% | -84% | -43% | -88% | -64% | -11% | -74% | -66% | -48% | -64% | |
| 11 | 12 | 👈 SAN Switches and Directors | -72% | -74% | -81% | -71% | 77% | -9% | -90% | -88% | -88% | -100% | 834% | 87% | -100% | 11% | -55% | -57% | -99% | 33% | -36% | -67% | -55% | -64% | |
| 12 | 13 | 👈 Points of Sales | -49% | -52% | -87% | -65% | 5% | -94% | -82% | -32% | -79% | -41% | -95% | 0% | -86% | -96% | 0% | -99% | -3% | -80% | -95% | -68% | -12% | -62% | |
| 9 | 14 | 👈 Server Enclosure | -77% | -53% | -65% | -80% | -95% | -9% | -91% | 25% | -80% | -82% | 1299% | -100% | 0% | -41% | -54% | -19% | -35% | -95% | 56% | -58% | -54% | -56% | |
| 8 | 15 | 👈 Label/Barcode/Receipt Printers | -33% | -5% | -87% | -2% | -29% | -3% | -37% | -70% | -4% | -8% | -45% | -29% | 12% | -8% | 6% | -17% | -45% | 31% | -92% | -59% | -28% | -55% | |
| 10 | 16 | 👈 Portable Speakers | -89% | -41% | 20% | -57% | -47% | -69% | -95% | -60% | -78% | -62% | -98% | -65% | 256% | -94% | -91% | -56% | -68% | -81% | -87% | -50% | -78% | -51% | |
| 21 | 17 | 👈 Printer Accessories and Parts | -31% | -54% | -53% | -62% | -65% | -37% | -49% | -11% | -16% | -93% | -60% | -36% | -46% | -73% | -50% | -65% | -2% | 31% | -13% | -50% | -48% | -49% | |
| 18 | 18 | 👈 Camera/Camcorder Accessories | 9% | 10% | -29% | -42% | -67% | -26% | -95% | -65% | -87% | -44% | 19% | -77% | -94% | -20% | 18% | -47% | -53% | -77% | -27% | -42% | -45% | -43% | |
| 14 | 19 | 👈 Digital Cameras | -65% | 13% | -46% | -66% | -25% | -42% | 0% | -62% | -65% | -38% | 4% | -39% | 21% | 17% | -85% | -61% | -32% | -24% | -17% | -34% | -51% | -42% | |
| 34 | 20 | 👈 Memory Cards | 17% | -60% | -63% | 32% | -60% | 150% | -34% | -21% | 6% | -70% | -16% | 20% | -51% | 27% | -82% | -26% | -45% | -35% | -18% | -38% | -55% | -42% | |
| 22 | 21 | 👈 Desktop Thin Clients | -45% | -54% | -52% | -30% | 15% | -24% | -35% | -86% | -48% | -33% | -56% | -34% | -47% | -47% | 166% | -48% | -87% | -100% | -82% | -48% | 34% | -41% | |
| 15 | 22 | 👈 Developer Tools Software | -77% | -30% | -13% | -40% | 3% | -4% | -16% | -4% | -70% | -68% | -22% | -31% | -15% | 12% | 314% | 57% | -53% | -97% | -92% | -43% | -5% | -41% | |
| 25 | 23 | 👈 USB Memory | -44% | -52% | -14% | -41% | -59% | 2% | 14% | -6% | -21% | -66% | -39% | -26% | -35% | -36% | -65% | -3% | -14% | -19% | -16% | -43% | -22% | -40% | |
| 31 | 24 | 👈 VOIP Systems | -28% | -62% | -16% | -59% | -33% | 28% | -87% | -34% | -22% | 18% | -1% | -2% | 23% | 47% | -39% | 77% | 18% | -32% | -19% | -41% | -29% | -39% | |
| 29 | 25 | 👈 Server Accessories | -50% | -51% | -44% | -25% | -65% | 59% | -27% | -36% | 33% | -16% | -48% | 54% | -19% | -31% | -15% | -41% | 6% | -82% | -44% | -42% | -23% | -38% | |
| 20 | 26 | 👈 Projectors | -30% | -54% | -49% | -29% | -64% | -49% | -17% | -21% | -58% | -39% | -69% | -18% | -56% | 24% | -44% | -31% | -20% | -16% | -12% | -39% | -26% | -38% | |
| 16 | 27 | 👈 Portable Power Banks | -25% | -40% | -58% | -42% | -47% | -17% | -44% | -62% | 91% | -75% | -47% | -68% | -56% | -67% | 116% | -58% | -23% | -34% | -65% | -43% | -24% | -38% | |
| 19 | 28 | 👈 Servers (PC/Mac) | -41% | -21% | -25% | -32% | -22% | -4% | -79% | -28% | -55% | -36% | -27% | 40% | -50% | -86% | -34% | 66% | -16% | 5% | -70% | -40% | -18% | -35% | |
| 24 | 29 | 👈 3D Printers | -22% | 3% | -55% | | 162% | -78% | 0% | | 5378% | -90% | -100% | | 383% | -94% | -87% | -56% | -100% | -100% | -100% | -34% | -75% | -34% | |
| 22 | 30 | 👈 Smartphone/Tablet Chargers | -24% | -48% | -60% | -19% | -26% | 3% | -19% | -50% | -44% | -28% | -13% | -15% | -70% | -34% | -75% | 4% | 49% | 85% | -45% | -34% | -12% | -33% | |
| 37 | 31 | 👈 All-in-One Lasers | -15% | -31% | -25% | -39% | -27% | -31% | -52% | -29% | 18% | -71% | -43% | -7% | -68% | -22% | -49% | -24% | 5% | -31% | -67% | -28% | -43% | -32% | |
| 23 | 32 | 👈 Smart Speakers | -17% | 4% | -65% | -40% | -47% | -35% | -39% | -96% | 1069% | -87% | -11% | -100% | | | | 84% | 87% | 36% | -35% | -32% | 77% | -32% | |
| 19 | 33 | 👈 Connectivity Switches (Data and KVM) | -18% | -67% | -27% | -22% | -61% | 165% | 2% | -72% | -74% | 596% | -53% | -90% | -31% | 69% | -17% | -40% | -89% | 5% | -13% | -32% | -29% | -31% | |
| 19 | 34 | 👈 Data Management Software | -11% | -42% | -55% | -26% | -55% | -26% | -29% | -33% | -22% | -13% | -27% | -55% | -40% | -53% | 208% | -78% | -2% | -87% | -44% | -34% | -1% | -31% | |
| 19 | 35 | 👈 Office Supplies and Furniture | 156% | -24% | -61% | -28% | -80% | -39% | -61% | 528% | 23% | -29% | 38% | 134% | 116% | -69% | -68% | 14% | 27% | -40% | 258% | -24% | -68% | -31% | |
| 27 | 36 | 👈 Displays Accessories | -17% | -43% | -22% | -25% | -36% | -9% | -13% | -17% | -48% | -60% | -10% | 53% | -56% | -43% | -69% | 0% | -17% | 52% | -69% | -30% | -35% | -30% | |
| 35 | 37 | 👈 Large Format Displays | -4% | -42% | -13% | -38% | -27% | -21% | -30% | 15% | -22% | -94% | 2% | -17% | -36% | 1% | -11% | -59% | -26% | -49% | -45% | -30% | -32% | -30% | |
| 33 | 38 | 👈 Mobile Phones | -21% | 18% | -45% | 11% | 10% | 138% | -1% | -32% | -14% | -95% | -51% | 38% | 64% | -20% | -70% | -71% | -19% | -23% | -21% | -7% | -66% | -29% | |
| 34 | 39 | 👈 Long Life Consumables | -13% | -49% | -35% | -35% | -34% | -10% | -14% | -27% | -11% | -51% | -36% | -13% | -16% | -10% | -30% | -12% | 20% | -46% | -12% | -30% | -24% | -29% | |
| 38 | 40 | 👈 Landline Telephones | -6% | -79% | -6% | -61% | 57% | 60% | -49% | -40% | -20% | 3% | 39% | 5% | 210% | -71% | -44% | -27% | -78% | -36% | -72% | -26% | -47% | -28% | |
| 41 | 41 | 👈 Warranties and Services | -33% | -22% | -13% | -25% | -15% | -35% | -2% | -37% | -48% | -41% | -39% | -6% | -25% | -21% | -47% | -30% | -49% | 71% | -49% | 0% | -26% | -27% | |
| 41 | 42 | 👈 IP Cameras | 54% | -45% | -65% | -62% | -14% | 9% | -50% | -33% | -66% | 24% | 49% | -46% | -52% | -12% | 61% | -40% | 144% | 51% | 72% | -37% | 58% | -26% | |
| 19 | 43 | 👈 SAN Accessories | -51% | -73% | -89% | 0% | -12% | 787% | 80% | -60% | -70% | -100% | 434% | 890% | -89% | 112% | 68% | -81% | -88% | -28% | -97% | -23% | -63% | -26% | |
| 26 | 44 | 👈 Smartphone Protective Cases | 68% | -63% | -3% | -43% | -40% | 20% | -11% | 22% | 2% | -35% | 23% | 62% | 37% | -1% | -24% | 14% | -1% | -70% | | -27% | -6% | -26% | |
| 19 | 45 | 👈 Network Management Software | -39% | -25% | -22% | 18% | -32% | -39% | -24% | -21% | -12% | -67% | 88% | -44% | 47% | -25% | 6% | -64% | -21% | -51% | -13% | -25% | -20% | -24% | |
| 45 | 46 | 👈 Desktop Workstations (PC/Mac) | -4% | -52% | -31% | -27% | -31% | 24% | 0% | -31% | -21% | -52% | -58% | 0% | -47% | -31% | -19% | 27% | 2% | 14% | 21% | -27% | -7% | -24% | |
| 19 | 47 | 👈 Security Software | -31% | -21% | -33% | 8% | -13% | 10% | -33% | -24% | -37% | 20% | -30% | 3% | -45% | -38% | -23% | -50% | 4% | -39% | -28% | -24% | -28% | -24% | |
| 36 | 48 | 👈 Desktops | -17% | -39% | -19% | -16% | -28% | 2% | -24% | -25% | -23% | -31% | -39% | -25% | -52% | -12% | -23% | -18% | -6% | -48% | -48% | -23% | -23% | -23% | |
| 19 | 49 | 👈 Hard Disk Drives (HDDs) | -19% | -12% | -30% | -17% | -11% | 16% | -22% | -5% | -14% | 20% | 4% | 9% | -17% | -20% | -56% | 2% | -23% | -21% | -28% | -15% | -43% | -22% | |
| 19 | 50 | 👈 Office Applications Software | -26% | -28% | 1% | -14% | -1% | -26% | -45% | 7% | -52% | -10% | -28% | -37% | -51% | -27% | 17% | -14% | -62% | -60% | -48% | -23% | -16% | -22% | |

CONTEXT Covid-19 Weekly Report

Largest Category

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Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

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

| Rank-W25 | Rank-W26 | Category | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | | CATEGORY TREND | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|----------------|--------|----------------|---------|----------|----------------|------|-------|
| | | | 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 | 38% | 16% | 39% | 52% | 18% | 19% | -25% | 11% | -5% | 41% | -14% | -5% | -8% | 21% | -18% | 45% | -9% | 3% | 4% | 23% | 1% | 19% |
| 2 | 2 | → Smartphones | 16% | 32% | 52% | 48% | 55% | 68% | 15% | 39% | -16% | 4% | -8% | 13% | -14% | -5% | -69% | 24% | 34% | 59% | 77% | 29% | 7% | 26% |
| 3 | 3 | → Warranties and Services | -33% | -22% | -13% | -25% | -15% | -35% | -2% | -37% | -48% | -41% | -39% | -6% | -25% | -21% | -47% | -30% | -49% | 71% | -49% | 0% | -26% | -27% |
| 4 | 4 | → Tablet PCs | 37% | 38% | 142% | -26% | 45% | 2% | -34% | 30% | 7% | 36% | -20% | -3% | -55% | 3% | 4% | 59% | 31% | 54% | 86% | 24% | 28% | 25% |
| 5 | 5 | → Desktops | -17% | -39% | -19% | -16% | -28% | 2% | -24% | -25% | -23% | -31% | -39% | -25% | -52% | -12% | -23% | -18% | -6% | -48% | -48% | -23% | -23% | -23% |
| 6 | 6 | → Ink Cartridges and Tanks | 2% | 2% | 31% | 15% | 20% | 42% | 19% | -49% | 22% | 0% | 7% | -6% | 1% | 23% | -45% | 31% | 167% | -72% | -10% | 11% | 7% | 11% |
| 8 | 7 | → Toner | -8% | -35% | -24% | -3% | -37% | 22% | 3% | 21% | -38% | -22% | 0% | 13% | -2% | 22% | -44% | -14% | 69% | -71% | -1% | -14% | -26% | -17% |
| 7 | 8 | → Monitors | 46% | 36% | 9% | 9% | 16% | 42% | -17% | 15% | 52% | 6% | 30% | -16% | -2% | 26% | -26% | 7% | 27% | -14% | -11% | 26% | -11% | 17% |
| 13 | 9 | → Security Software | -31% | -21% | -33% | 8% | -13% | 10% | -33% | -24% | -37% | 20% | -30% | 3% | -45% | -38% | -23% | -50% | 4% | -39% | -28% | -24% | -28% | -24% |
| 9 | 10 | → Office Applications Software | -26% | -28% | 1% | -14% | -1% | -26% | -45% | 7% | -52% | -10% | -28% | -37% | -51% | -27% | 17% | -14% | -62% | -60% | -48% | -23% | -16% | -22% |
| 10 | 11 | → Processors | 65% | 7% | -25% | 63% | 35% | 122% | 5% | 33% | -11% | -19% | 21% | 26% | 33% | 56% | -61% | 106% | 37% | 52% | -34% | 34% | -26% | 16% |
| 18 | 12 | → Data Management Software | -11% | -42% | -55% | -26% | -55% | -26% | -29% | -33% | -22% | -13% | -27% | -55% | -40% | -53% | 208% | -78% | -2% | -87% | -44% | -34% | -1% | -31% |
| 11 | 13 | → Network Switches | -13% | -26% | -1% | -26% | -50% | -7% | 7% | -24% | -27% | -16% | -17% | -8% | -29% | -34% | -31% | -8% | 42% | -29% | 4% | -21% | -23% | -21% |
| 12 | 14 | → Solid State Drives (SSDs) | -10% | 2% | -18% | -4% | -11% | 5% | -12% | 48% | -33% | 82% | 35% | -23% | -56% | 10% | 3% | 8% | -10% | -32% | -45% | -4% | -3% | -4% |
| 15 | 15 | → Hard Disk Drives (HDDs) | -19% | -12% | -30% | -17% | -11% | 16% | -22% | -5% | -14% | 20% | 4% | 9% | -17% | -20% | -56% | 2% | -23% | -21% | -28% | -15% | -43% | -22% |
| 14 | 16 | → Headsets/Headphones and Microphones | 47% | 25% | 38% | 1% | 0% | 162% | -27% | 38% | -42% | 18% | 98% | 70% | 18% | 72% | -45% | 144% | 37% | 64% | -8% | 34% | 31% | 33% |
| 16 | 17 | → Operating Systems Software | -23% | -30% | -5% | -5% | -12% | -33% | 62% | -30% | -37% | -40% | -17% | 25% | -23% | 2% | -52% | -32% | -52% | -42% | -69% | -17% | -46% | -21% |
| 17 | 18 | → Servers (PC/Mac) | -41% | -21% | -25% | -32% | -22% | -4% | -79% | -28% | -55% | -36% | -27% | 40% | -50% | -86% | -34% | 66% | -16% | 5% | -70% | -40% | -18% | -35% |
| 19 | 19 | → RAM Memory | 0% | -24% | -29% | -8% | -23% | -9% | -10% | -24% | -25% | 9% | -12% | -21% | 6% | 25% | 41% | 41% | -12% | -27% | -32% | -12% | 32% | -5% |
| 24 | 20 | → Disk Arrays | -33% | -7% | 26% | 23% | 27% | 4% | 129% | -50% | -9% | -60% | 58% | 41% | -62% | -52% | -49% | -10% | -67% | 52% | -86% | -9% | -42% | -17% |
| 21 | 21 | → Graphics and Design Software | -17% | -46% | 20% | 2% | -5% | 6% | -42% | -14% | -28% | 4% | -7% | -29% | 1% | 9% | -58% | 46% | 55% | 133% | -2% | -17% | 26% | -15% |
| 20 | 22 | → All-in-One Lasers | -15% | -31% | -25% | -39% | -27% | -31% | -52% | -29% | 18% | -71% | -43% | -7% | -68% | -22% | -49% | -24% | 5% | -31% | -67% | -28% | -43% | -32% |
| 26 | 23 | → Wireless Access Points | 10% | -18% | 13% | 7% | -6% | -6% | -21% | 13% | 13% | -8% | 8% | -11% | -35% | 19% | -20% | 28% | 53% | -3% | 6% | -10% | 0% | -9% |
| 23 | 24 | → Televisions | -24% | 2% | 12% | 23% | 126% | 7% | -88% | -46% | 27% | -15% | -33% | 56% | -63% | -3% | 100% | 8% | 19% | -16% | -67% | 6% | 4% | 6% |
| 25 | 25 | → Network Routers | 1% | -13% | 22% | -16% | -36% | 28% | 4% | -51% | -7% | 79% | -11% | -10% | -33% | -22% | -18% | 5% | 32% | 16% | -70% | -7% | -15% | -9% |
| 27 | 26 | → Large Format Displays | -4% | -42% | -13% | -38% | -27% | -21% | -30% | 15% | -22% | -94% | 2% | -17% | -36% | 1% | -11% | -59% | -26% | -49% | -45% | -30% | -32% | -30% |
| 31 | 27 | → Virtualisation Software | -29% | -13% | -63% | -42% | -28% | -10% | 7% | -18% | -53% | -51% | 28% | 29% | 61% | -21% | 96% | -42% | -34% | -52% | 228% | -24% | 39% | -18% |
| 30 | 28 | → Network Management and Security Appliances | -12% | -24% | -33% | 12% | 20% | -6% | 22% | -32% | -43% | -4% | -44% | -8% | -50% | -14% | -62% | -38% | 100% | 281% | 27% | -14% | -47% | -17% |
| 28 | 29 | → Graphics Cards | 52% | 113% | 79% | 0% | 34% | 29% | 17% | -13% | 22% | 82% | 36% | 58% | -66% | 158% | -22% | 39% | 82% | 90% | 7% | 59% | 25% | 51% |
| 30 | 30 | → Network Management Software | -39% | -25% | -22% | 18% | -32% | -39% | -24% | -21% | -12% | -67% | 88% | -44% | 47% | -25% | 6% | -64% | -21% | -51% | -13% | -25% | -20% | -24% |
| 22 | 31 | → Database Management Software | 66% | -22% | -47% | 222% | -73% | 3% | 37% | -33% | -57% | 17% | -24% | 26% | -4% | -27% | -64% | -17% | 56% | -75% | -47% | 9% | -30% | 5% |
| 29 | 32 | → All-in-One Inkjets | -7% | -8% | -9% | -13% | -15% | 40% | -40% | -25% | 12% | 14% | -41% | -34% | -38% | -26% | -2% | 48% | -26% | 15% | -10% | -10% | 9% | -8% |
| 33 | 33 | → Smart Watches | 32% | 9% | 68% | -7% | 158% | 2% | -54% | 25% | 15% | 47% | -21% | 21% | -63% | -2% | 28% | 21% | 23% | -44% | -79% | 27% | 8% | 25% |
| 34 | 34 | → Docking Stations | -10% | -11% | 42% | 41% | 76% | 35% | 2% | 47% | 5% | 100% | 18% | -30% | -4% | 50% | 7% | 21% | -11% | 30% | -14% | 12% | 9% | 11% |
| 35 | 35 | → Desktop Workstations (PC/Mac) | -4% | -52% | -31% | -27% | -31% | 24% | 0% | -31% | -21% | -52% | -58% | 0% | -47% | -31% | -19% | 27% | 2% | 14% | 21% | -27% | -7% | -24% |
| 38 | 36 | → Cables and Connectivity Adapters | 11% | -31% | -21% | -20% | 3% | -7% | -20% | 16% | 19% | 12% | 34% | 17% | -1% | -9% | -20% | 38% | -11% | -41% | -6% | -12% | -4% | -11% |
| 37 | 37 | → Uninterruptible Power Supplies (UPS) | -17% | -6% | -23% | -15% | -24% | -14% | 30% | -24% | -6% | -46% | -57% | -13% | 6% | -13% | -29% | -26% | -14% | -6% | -5% | -15% | -27% | -20% |
| 39 | 38 | → Notebook Workstations | 16% | 46% | 18% | 53% | -4% | 62% | 36% | 100% | 84% | -34% | 6% | 36% | 15% | 34% | 100% | 2% | -20% | 56% | -29% | 34% | 28% | 34% |
| 40 | 39 | → Transceivers | -9% | -3% | -23% | -22% | -33% | -41% | 39% | -4% | -53% | -47% | 17% | 6% | -60% | -30% | -19% | 37% | -44% | -45% | -57% | -16% | -17% | -16% |
| 41 | 40 | → Keyboards and Key pads | 23% | 6% | 23% | 30% | 42% | 59% | -3% | 27% | 54% | 111% | -13% | 19% | 41% | 31% | 45% | 23% | 11% | -5% | 13% | 24% | 28% | 25% |
| 42 | 41 | → Laser Printers | -33% | -34% | 12% | -42% | -2% | -16% | -26% | -4% | 5% | -8% | -43% | -4% | -42% | -3% | -5% | -6% | -1% | -20% | 6% | -23% | -5% | -19% |
| 36 | 42 | → Developer Tools Software | -77% | -30% | -13% | -40% | 3% | -4% | -16% | -4% | -70% | -68% | -22% | -31% | -15% | 12% | 314% | 57% | -53% | -97% | -92% | -43% | -5% | -41% |
| 46 | 43 | → Projectors | -30% | -54% | -49% | -29% | -64% | -49% | -17% | -21% | -58% | -39% | -69% | -18% | -56% | 24% | -44% | -31% | -20% | -16% | -12% | -39% | -26% | -38% |
| 43 | 44 | → Long Life Consumables | -13% | -49% | -35% | -35% | -34% | -10% | -14% | -27% | -11% | -51% | -36% | -13% | -16% | -10% | -30% | -12% | 20% | -46% | -12% | -30% | -24% | -29% |
| 44 | 45 | → Mobile Computing Cases | 90% | 13% | 52% | 11% | 36% | 36% | 2% | 20% | 54% | 23% | 50% | 21% | -4% | 25% | 39% | 24% | 52% | 2% | 123% | 33% | 39% | 34% |
| 45 | 46 | → Mice | -4% | -10% | 75% | 2% | 65% | 29% | -30% | 42% | 23% | 85% | -31% | -18% | 0% | 40% | 29% | 45% | 0% | 3% | 20% | 11% | 28% | 14% |
| 47 | 47 | → Project Management Software | -93% | -63% | -56% | -44% | 69% | -64% | 51% | -73% | -14% | -8% | -40% | -33% | -63% | -80% | 95% | -73% | 7% | -71% | -100% | -68% | -55% | -67% |
| 47 | 48 | → NAS Devices | 25% | -24% | -7% | -21% | -49% | 5% | -35% | -1% | 30% | 2% | 42% | 112% | -20% | 0% | -40% | -19% | -24% | 55% | -25% | -2% | -28% | -6% |
| 49 | 49 | → Network Expansion Modules | -26% | 35% | -54% | -26% | 32% | 149% | 36% | -76% | -27% | 26% | -45% | 54% | -54% | -14% | -14% | -62% | -18% | 18% | 254% | -9% | -17% | -11% |
| 50 | 50 | → Mobile Computing Accessories and Parts | 54% | -8% | 41% | -10% | -6% | -18% | -18% | 42% | -28% | 38% | -6% | 6% | -20% | 56% | -28% | -11% | -16% | 157% | -48% | 19% | -10% | 18% |

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Channel

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Channel Performance in Western and Eastern Europe

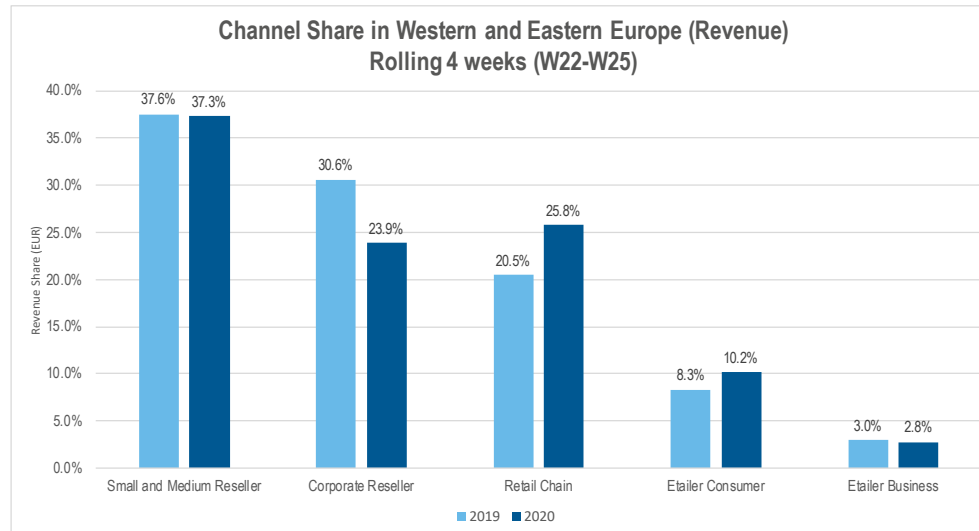
% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 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 | -30% | -12% | -28% | -9% | -27% | -18% | -27% | -22% | -44% | -23% | -19% | -4% | -38% | -27% | -30% | -21% | -27% | -54% | -43% | -22% | -31% | -22% |
| | Small and Medium Reseller | 2% | -26% | 9% | -2% | 10% | 15% | 0% | -5% | -18% | -10% | -8% | 6% | -23% | 0% | -16% | 10% | 2% | 2% | -26% | -3% | -6% | -1% |
| | Etailer Business | -2% | -5% | -13% | -8% | -19% | -17% | -21% | 9% | -28% | -63% | 16% | -16% | 18% | -22% | -26% | 6% | 35% | -47% | -30% | -8% | -15% | -8% |
| Retail Channels | Etailer Consumer | 29% | 42% | 0% | -10% | 16% | 34% | 40% | 61% | 23% | 28% | 49% | -10% | 28% | 27% | -31% | 71% | -1% | 11% | 35% | 26% | -2% | 22% |
| | Retail Chain | 30% | 11% | 50% | 33% | 27% | 16% | -5% | 18% | -1% | 25% | 15% | 4% | -17% | 0% | -43% | 32% | 40% | 185% | -8% | 25% | 1% | 26% |



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Largest Industries Business

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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 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-W25 | Rank-W26 | 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 | 28% | 10% | 67% | 27% | 29% | 22% | -22% | 19% | -18% | 19% | -23% | -1% | -26% | 13% | -5% | 50% | -18% | 19% | -11% | 28% | 10% | 17% |
| 2 | 2 | ➡ Telecommunications | 37% | -15% | 14% | 9% | 20% | 41% | -16% | 17% | -7% | 54% | -7% | 91% | 2% | 26% | -56% | 20% | 5% | 41% | 27% | 37% | -15% | 8% |
| 3 | 3 | ➡ Software and Licences | -32% | -27% | -28% | -3% | -25% | -15% | -21% | -24% | -40% | -12% | -24% | -15% | -44% | -33% | 14% | -34% | -25% | -71% | -49% | -32% | -27% | -25% |
| 4 | 4 | ➡ Printing Consumables | -7% | -26% | -19% | -1% | -15% | 20% | 0% | -14% | -16% | -21% | 2% | 12% | -2% | 16% | -41% | -1% | 86% | -70% | -2% | -7% | -26% | -11% |
| 5 | 5 | ➡ Displays | 3% | -31% | -12% | -15% | -3% | -5% | -24% | -5% | -9% | -62% | 3% | -13% | -23% | 1% | -30% | -31% | -21% | -26% | -24% | 3% | -31% | -18% |
| 6 | 6 | ➡ Computing Components | 14% | -11% | -21% | 15% | -11% | 22% | -26% | -3% | -24% | -21% | 0% | 5% | 11% | 36% | 8% | 37% | -4% | 22% | -35% | 14% | -11% | 3% |
| 7 | 7 | ➡ Disk Storage | -24% | -8% | -18% | 3% | 1% | 7% | 8% | -9% | -23% | -15% | 30% | 19% | -52% | -16% | -29% | -1% | -29% | -28% | -64% | -24% | -8% | -15% |
| 8 | 8 | ➡ Warranties and Services | -32% | -22% | -13% | -26% | -16% | -35% | -3% | -38% | -48% | -45% | -42% | -5% | -24% | -25% | -48% | -34% | -50% | 49% | -50% | -32% | -22% | -28% |
| 9 | 9 | ➡ Desktop Computing | -36% | -45% | -23% | -22% | -39% | -11% | -16% | -26% | -29% | -36% | -41% | -24% | -52% | -22% | -6% | -14% | -16% | -58% | -47% | -36% | -45% | -29% |
| 11 | 10 | ⬆ Computing Accessories | 16% | -1% | 21% | 17% | 67% | 25% | 8% | 23% | -1% | 70% | 11% | -16% | -2% | 13% | -22% | 21% | 17% | 33% | 5% | 16% | -1% | 13% |
| 10 | 11 | ⬇ Audio-Video Systems | 42% | 0% | 43% | -8% | 79% | 233% | -32% | 36% | -6% | 42% | 32% | 40% | 25% | 100% | -33% | -7% | 18% | 64% | -42% | 42% | 0% | 29% |
| 12 | 12 | ➡ Networking Systems | -20% | -24% | 0% | -27% | -51% | -9% | -3% | -32% | -30% | -3% | -25% | -7% | -39% | -38% | -27% | -10% | 47% | -28% | 0% | -20% | -24% | -24% |
| 13 | 13 | ➡ Printing | -27% | -47% | -53% | -53% | -31% | -24% | -40% | -40% | -17% | -63% | -50% | -32% | -51% | -40% | -37% | -28% | -17% | -25% | -65% | -27% | -47% | -41% |
| 14 | 14 | ➡ Server Computing | -44% | -31% | -28% | -32% | -23% | -31% | -63% | -36% | -61% | -46% | -2% | 107% | -38% | -74% | -40% | 56% | -6% | -28% | -68% | -44% | -31% | -36% |
| 15 | 15 | ➡ Data Center Networking and Security | -30% | -27% | -51% | -13% | 25% | 46% | 1% | -56% | -56% | -32% | -24% | 12% | -55% | -18% | -71% | -55% | -40% | 35% | 23% | -30% | -27% | -33% |
| 17 | 16 | ⬆ Wireless Networking | -19% | -21% | -4% | -4% | -76% | -26% | 18% | -2% | -6% | -10% | 3% | -40% | -36% | -6% | -17% | -26% | 48% | 12% | -11% | -19% | -21% | -24% |
| 16 | 17 | ⬇ Wearable Devices | 130% | -53% | 4% | 143% | -37% | -40% | -49% | -9% | 17% | -25% | 43% | -42% | -81% | 17% | -18% | 79% | -12% | 3% | -62% | 130% | -53% | -5% |
| 18 | 18 | ➡ Power Equipment | -8% | -3% | -19% | -24% | -15% | -10% | 46% | -5% | -5% | -40% | -23% | -3% | -18% | -9% | -21% | -23% | -12% | -5% | -15% | -8% | -3% | -13% |
| 19 | 19 | ➡ Other Networking Equipment | -8% | 0% | -21% | -20% | -24% | -30% | 33% | -3% | -42% | -37% | 9% | -18% | -55% | -27% | -4% | 32% | -12% | -27% | -49% | -8% | 0% | -11% |
| 20 | 20 | ➡ Connectivity | 7% | -31% | 4% | -21% | -8% | -15% | -29% | 13% | 17% | 50% | 17% | 9% | -4% | -17% | -20% | 46% | -23% | -32% | -9% | 7% | -31% | -12% |
| 21 | 21 | ➡ Removable Storage | -2% | -71% | -16% | -6% | -42% | 108% | -21% | -16% | -22% | -69% | -31% | 9% | -56% | -19% | -56% | -8% | -28% | 4% | -18% | -2% | -71% | -30% |
| 22 | 22 | ➡ Games Consoles | 8% | | -43% | 79% | 248% | 171% | 40% | -17% | 142% | -41% | 492% | -11% | -9% | 79% | -66% | 30% | -59% | -6% | 42% | 8% | 0% | 17% |
| 26 | 23 | ⬆ Electronics | -27% | -52% | -27% | -51% | -79% | 54% | -32% | -37% | -60% | -51% | 18% | 134% | -66% | -36% | 49% | 15% | -41% | 137% | -47% | -27% | -52% | -24% |
| 23 | 24 | ⬇ Smart Home and Office | -61% | 25% | -60% | 5% | -24% | 47% | 148% | -100% | 56% | 1077% | -75% | -100% | 68% | -43% | 278% | 351% | 115% | 3582% | 78% | -61% | 25% | 0% |
| 24 | 25 | ⬇ Unified Communications | -45% | -59% | -19% | -59% | -39% | 26% | -88% | -31% | -17% | 3% | -5% | 80% | 17% | -45% | -38% | 57% | 0% | -34% | 20% | -45% | -59% | -44% |
| 27 | 26 | ⬆ Security | 19% | -52% | -42% | -40% | -22% | 3% | -56% | -29% | -9% | 327% | 0% | -81% | 18% | -3% | 61% | -45% | 139% | 61% | 88% | 19% | -52% | -6% |
| 25 | 27 | ⬇ Scanner Imaging | -29% | -9% | -22% | -23% | -33% | 0% | -61% | -33% | -44% | -4% | -22% | -45% | 72% | -20% | -9% | -27% | -26% | -58% | -57% | -29% | -9% | -23% |
| 28 | 28 | ➡ Tape Storage | -23% | -41% | -75% | 3% | -54% | -25% | 85% | 9% | -49% | -49% | -2% | 125% | -76% | -49% | 40% | 79% | -18% | -75% | 66% | -23% | -41% | -24% |
| 29 | 29 | ➡ Terminals, Thin Clients and Points of Sales | -47% | -51% | -74% | -35% | 11% | -59% | -49% | -50% | -37% | -79% | -24% | -67% | -47% | 60% | -53% | -77% | -97% | -92% | -47% | -51% | -49% | |
| 30 | 30 | ➡ Photo and Video Cameras | -58% | -39% | -26% | -70% | 704% | -31% | -81% | -74% | -61% | -66% | -80% | -58% | 1911% | -46% | -83% | -84% | -54% | -66% | 1% | -58% | -39% | -50% |

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Largest Industries Consumer
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Largest Industries in Consumer Channel
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4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

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

| Rank-W25 | Rank-W26 | Industry Sector | WESTERN EUROPE | | | | | | | | | | | | | | EASTERN EUROPE | | | | |
|----------|----------|---|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|---------|----------|----------------|--------|----------------|---------|----------|
| | | | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Sweden | Belgium | Austria | Portugal | Denmark | Finland | Norway | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia |
| 1 | 1 | ➡ Mobile Computing | 47% | 59% | 42% | 23% | 18% | 9% | -33% | 15% | 23% | 53% | 15% | -7% | 37% | 17% | -22% | 41% | 5% | -7% | 40% |
| 2 | 2 | ➡ Telecommunications | 11% | 59% | 68% | 45% | 67% | 92% | 36% | 77% | -17% | -6% | 2% | 1% | -24% | -18% | -75% | 26% | 51% | 66% | 102% |
| 3 | 3 | ➡ Software and Licences | -18% | -38% | -42% | 53% | 177% | -14% | 30% | 24% | -4% | 79% | 362% | -27% | 238% | 60% | -61% | 22% | -1% | 7265% | 69% |
| 4 | 4 | ➡ Printing Consumables | 9% | -9% | 61% | 17% | -2% | 35% | 81% | -40% | 7% | 2% | -4% | 11% | 3% | 31% | -43% | 24% | 135% | -69% | -16% |
| 5 | 5 | ➡ Displays | 66% | 61% | 20% | 15% | 18% | 56% | -46% | -7% | 151% | 20% | 44% | 13% | -1% | 65% | -9% | 29% | 61% | -2% | -55% |
| 6 | 6 | ➡ Computing Components | 116% | 135% | 135% | 62% | 58% | 62% | 58% | 4% | 79% | 92% | 75% | 46% | 0% | 128% | -69% | 92% | 72% | 61% | -19% |
| 7 | 7 | ➡ Disk Storage | 15% | -5% | -11% | -49% | -16% | 14% | -16% | 47% | -7% | 186% | 99% | -36% | -16% | -1% | -71% | 9% | -14% | 24% | 15% |
| 8 | 8 | ➡ Warranties and Services | -38% | -31% | -18% | 273% | 85% | -37% | 16% | 13% | 88% | 406% | 91% | -21% | -70% | 544% | -17% | 167% | 63% | 1787% | 681% |
| 9 | 9 | ➡ Desktop Computing | 62% | -19% | -10% | 24% | 6% | 33% | -43% | -25% | -4% | -25% | -39% | -13% | -50% | 14% | -53% | -16% | 24% | 126% | -16% |
| 11 | 10 | ⬆ Computing Accessories | 45% | 30% | 58% | -7% | 30% | 30% | -28% | 37% | 53% | 79% | 17% | 4% | -6% | 59% | 38% | 39% | 27% | 1% | 19% |
| 10 | 11 | ⬇ Audio-Video Systems | 8% | 15% | 21% | -9% | -21% | -9% | -21% | 46% | -49% | -14% | 74% | 47% | 2% | 8% | -69% | 175% | 40% | 32% | 14% |
| 12 | 12 | ➡ Networking Systems | 17% | -15% | 31% | -6% | 3% | 42% | 43% | 43% | 7% | 111% | 87% | -16% | 4% | 23% | -25% | 14% | 19% | 57% | -79% |
| 13 | 13 | ➡ Printing | -10% | 23% | 3% | 2% | -17% | 7% | -45% | -26% | 37% | 23% | -8% | -7% | -38% | -10% | -38% | 44% | -8% | -3% | -6% |
| 14 | 14 | ➡ Server Computing | 27% | -94% | 52% | 278% | 50% | 113% | -102% | -27% | -37% | 454% | 69% | -33% | 130% | 44% | -44% | 103% | -44% | 1201% | 53% |
| 15 | 15 | ➡ Data Center Networking and Security | -23% | 176% | 6% | 356% | 263% | -15% | -78% | 2129% | -67% | 120% | 81% | 54% | 173% | 226% | -85% | 10% | 1577% | 2308% | 248% |
| 17 | 16 | ⬆ Wireless Networking | 72% | 20% | 74% | 48% | 11% | 65% | -63% | 92% | 145% | 60% | 40% | 344% | 75% | 105% | -23% | 173% | 91% | 18% | 40% |
| 16 | 17 | ⬇ Wearable Devices | 28% | 18% | 83% | -80% | 102% | 12% | -48% | 106% | 5% | 152% | -9% | 33% | -13% | -23% | 2% | 170% | 13% | -71% | -84% |
| 18 | 18 | ➡ Power Equipment | 0% | -20% | -36% | -23% | -32% | 5% | -13% | 17% | 18% | -63% | 97% | 96% | 99% | -17% | -32% | -22% | -22% | -21% | -33% |
| 19 | 19 | ➡ Other Networking Equipment | 58% | 48% | 52% | 0% | 14% | 18% | -23% | 62% | 27% | 246% | 177% | -28% | 330% | 32% | -50% | -8% | 145% | -59% | 14% |
| 20 | 20 | ➡ Connectivity | 29% | -25% | -51% | -11% | 17% | 21% | 12% | 12% | 14% | 1% | 73% | 23% | 81% | 19% | -23% | 18% | 4% | -44% | 0% |
| 21 | 21 | ➡ Removable Storage | -12% | -42% | -48% | -24% | -64% | -3% | -27% | -28% | 0% | -65% | -18% | -11% | -29% | 17% | -82% | -12% | -32% | -49% | -3% |
| 22 | 22 | ➡ Games Consoles | 72% | | -32% | 29% | -21% | 155% | 106% | 237% | 399% | 248% | 76% | -12% | -37605% | 121% | 39% | 129% | -44% | 27% | -18% |
| 26 | 23 | ⬆ Electronics | -62% | -89% | -77% | -37% | -87% | -16% | -59% | -87% | 150% | -73% | 26% | -46% | 20% | -75% | -91% | -35% | -35% | -94% | -8% |
| 23 | 24 | ⬇ Smart Home and Office | 3% | -12% | -54% | -24% | -65% | -86% | -45% | 416% | 198% | 278% | -39% | 52% | 1806% | -50% | 2% | 400% | 191% | 3855% | 6% |
| 24 | 25 | ➡ Unified Communications | 15% | -72% | 76% | 237% | 19% | 17% | -88% | -92% | -92% | | 369% | -82% | | -56% | -42% | 147% | -66% | -31% | -44% |
| 27 | 26 | ⬆ Security | 150% | -35% | -80% | -75% | 8% | 21% | -37% | -40% | -83% | 144% | 95% | -44% | -55% | -16% | -39% | -31% | 154% | 23% | 119% |
| 25 | 27 | ⬇ Scanner Imaging | -3% | -11% | -34% | -3% | 3% | 39% | -49% | -19% | -1% | -78% | 17% | 184% | 285% | -8% | -7% | 67% | -20% | 33% | -24% |
| 28 | 28 | ➡ Tape Storage | 54% | -78% | -72% | 0% | -202% | 21% | 145% | 61% | 302% | 191% | 1095% | -59% | 1646% | 293% | -82% | -77% | -14% | | 1887% |
| 29 | 29 | ➡ Terminals, Thin Clients and Points of Sales | 65% | -56% | -80% | 303% | 6% | 357% | 167% | 137% | -46% | -84% | -60% | -86% | -38% | -72% | 284% | 42% | -63% | 385% | 2200% |
| 30 | 30 | ➡ Photo and Video Cameras | 13% | 22% | -62% | 11% | -49% | -27% | -83% | -34% | -100% | -32% | 5% | -54% | -95% | -8% | -42% | -41% | -21% | -37% | -67% |

| INDUSTRY SECTOR TREND | | |
|-----------------------|------|-------|
| WE | EE | Total |
| 28% | 10% | 25% |
| 37% | -15% | 30% |
| -32% | -27% | 54% |
| -7% | -26% | 9% |
| 3% | -31% | 34% |
| 14% | -11% | 47% |
| -24% | -8% | -11% |
| -32% | -22% | -5% |
| -36% | -45% | -1% |
| 16% | -1% | 33% |
| 42% | 0% | 7% |
| -20% | -24% | 6% |
| -27% | -47% | -7% |
| -44% | -31% | -59% |
| -30% | -27% | 44% |
| -19% | -21% | 44% |
| 130% | -53% | 22% |
| -8% | -3% | -18% |
| -8% | 0% | 29% |
| 7% | -31% | -4% |
| -2% | -71% | -38% |
| 8% | 0% | 49% |
| -27% | -52% | -64% |
| -61% | 25% | -32% |
| -45% | -59% | 0% |
| 19% | -52% | -40% |
| -29% | -9% | -3% |
| -23% | -41% | 49% |
| -47% | -51% | 76% |
| -58% | -39% | -38% |

CONTEXT Covid-19 Weekly Report

Largest Category Business

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Top Categories in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

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

| | | | WESTERN EUROPE | | | | | | | | | | | | | | | EASTERN EUROPE | | | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|--------|----------------|----------------|---------|----------|--|
| Rank-W25 | Rank-W26 | Category | Germany | UK & Ireland | Italy | France | Spain | Switzerland | Sweden | Belgium | Austria | Portugal | Denmark | Finland | Norway | Other WE | Russia | Poland | Czech Republic | Baltics | Slovakia | |
| 1 | 1 | 👉 Notebooks | 34% | 7% | 60% | 56% | 28% | 18% | -21% | 8% | -19% | 23% | -25% | -3% | -19% | 22% | -11% | 50% | -18% | 23% | -13% | |
| 2 | 2 | 👉 Warranties and Services | -32% | -22% | -13% | -26% | -16% | -35% | -3% | -38% | -48% | -45% | -42% | -5% | -24% | -25% | -48% | -34% | -50% | 49% | -50% | |
| 3 | 3 | 👉 Smartphones | 50% | -13% | 17% | 28% | 19% | 32% | -15% | 13% | -12% | 71% | -12% | 104% | -2% | 25% | -56% | 20% | 6% | 43% | 42% | |
| 4 | 4 | 👉 Tablet PCs | 14% | 19% | 105% | -32% | 37% | 36% | -36% | 40% | -32% | 9% | -23% | -5% | -54% | -4% | 74% | 62% | -19% | -20% | 34% | |
| 5 | 5 | 👉 Toner | -9% | -33% | -31% | -6% | -40% | 17% | -2% | 23% | -39% | -24% | -2% | 9% | -5% | 20% | -43% | -20% | 67% | -71% | -8% | |
| 6 | 6 | 👉 Desktops | -39% | -43% | -21% | -21% | -39% | -16% | -17% | -26% | -28% | -33% | -38% | -25% | -53% | -19% | -3% | -18% | -20% | -59% | -54% | |
| 10 | 7 | 👈 Security Software | -32% | -22% | -32% | 7% | -15% | 8% | -30% | -26% | -38% | 19% | -36% | 8% | -45% | -38% | -19% | -54% | 6% | -41% | -33% | |
| 7 | 8 | 👇 Office Applications Software | -27% | -23% | 1% | -14% | -1% | -23% | -45% | 7% | -48% | -10% | -29% | -35% | -54% | -26% | 19% | -28% | -59% | -60% | -55% | |
| 8 | 9 | 👇 Ink Cartridges and Tanks | -2% | 0% | 6% | 13% | 23% | 48% | 5% | -50% | 33% | -2% | 39% | -9% | 4% | 21% | -49% | 40% | 153% | -75% | 5% | |
| 9 | 10 | 👇 Monitors | 14% | -9% | -7% | 4% | 23% | 6% | -24% | 1% | 19% | -26% | 22% | -17% | -5% | 14% | -34% | -24% | -12% | -22% | -29% | |
| 12 | 11 | 👇 Network Switches | -17% | -25% | 1% | -28% | -51% | -12% | 7% | -29% | -30% | -18% | -23% | -7% | -41% | -35% | -30% | -10% | 45% | -33% | 0% | |
| 11 | 12 | 👈 Processors | 31% | -8% | -35% | 56% | -1% | 135% | -36% | 40% | -27% | -40% | 10% | 47% | 16% | 40% | -43% | 55% | -15% | 65% | -38% | |
| 14 | 13 | 👈 Solid State Drives (SSDs) | -19% | 3% | -18% | -2% | -18% | 9% | -17% | 48% | -37% | 13% | 26% | -5% | -61% | 4% | 32% | -5% | -14% | -38% | -56% | |
| 13 | 14 | 👇 Operating Systems Software | -22% | -29% | -5% | -6% | -17% | -32% | 65% | -31% | -39% | -41% | -18% | 31% | -24% | -25% | -50% | -37% | -58% | -41% | -70% | |
| 17 | 15 | 👈 Hard Disk Drives (HDDs) | -25% | -13% | -34% | 1% | 10% | 5% | -14% | -10% | -17% | -13% | -3% | 34% | -11% | -25% | -43% | 13% | -25% | -29% | -61% | |
| 18 | 16 | 👈 RAM Memory | -8% | -25% | -31% | -8% | -33% | -13% | -22% | -25% | -29% | 2% | -18% | -26% | 11% | 20% | 49% | 27% | -20% | -31% | -40% | |
| 19 | 17 | 👈 Headsets/Headphones and Microphones | 50% | 25% | 47% | 2% | 109% | 326% | -37% | 37% | 0% | 58% | 97% | 63% | 36% | 123% | -8% | -6% | 20% | 72% | -60% | |
| 27 | 18 | 👈 Wireless Access Points | -21% | -29% | -3% | -1% | -75% | -21% | 20% | 1% | -8% | -20% | 3% | -42% | -39% | -9% | -13% | -36% | 42% | -6% | -6% | |
| 29 | 19 | 👈 All-in-One Lasers | -23% | -57% | -41% | -47% | -37% | -45% | -51% | -33% | 2% | -76% | -49% | 0% | -69% | -42% | -50% | -37% | -6% | -34% | -75% | |
| 33 | 20 | 👈 Graphics Cards | 37% | 27% | 48% | 9% | 21% | -22% | -65% | -22% | -24% | 62% | 41% | -16% | 13% | 139% | -15% | 28% | 51% | 36% | 10% | |
| 36 | 21 | 👈 Uninterruptable Power Supplies (UPS) | -14% | -1% | -21% | -17% | -25% | -14% | 29% | -23% | -8% | -46% | -62% | -28% | -6% | -15% | -27% | -36% | -20% | -4% | -2% | |
| 35 | 22 | 👈 Network Routers | -40% | -17% | -5% | -19% | -49% | 5% | -38% | -58% | -26% | 74% | -42% | -6% | -6% | -49% | -19% | -13% | 56% | -9% | 1% | |
| 37 | 23 | 👈 Cables and Connectivity Adapters | 9% | -33% | 6% | -22% | -6% | -23% | -32% | 17% | 21% | 29% | 26% | 12% | -3% | -19% | -20% | 51% | -15% | -36% | -6% | |
| #N/A | 24 | 👈 Mobile Computing Cases | 63% | 23% | 71% | 5% | 37% | 47% | 6% | 16% | 0% | 21% | 42% | 1% | -23% | 18% | 65% | 40% | 62% | 10% | 54% | |
| 38 | 25 | 👈 Televisions | -39% | -31% | -11% | -17% | -10% | 18% | 12% | 17% | -5% | 70% | -45% | 41% | -72% | -2% | 34% | -21% | -14% | -23% | 23% | |
| 42 | 26 | 👈 Keyboards and Key pads | 15% | -10% | 0% | 33% | 61% | 47% | 6% | 21% | 65% | 67% | -26% | 7% | 40% | -4% | -20% | -1% | 0% | -8% | 18% | |
| 43 | 27 | 👈 Laser Printers | -35% | -47% | 15% | -48% | -16% | -5% | -33% | -8% | -1% | -26% | -45% | -11% | -39% | -12% | 1% | -31% | 18% | -43% | 14% | |
| 41 | 28 | 👈 All-In-One Inkjets | -12% | -2% | -26% | -20% | -4% | 36% | -18% | -2% | -45% | -22% | -66% | -56% | -41% | -42% | 82% | 28% | 7% | 24% | 12% | |
| 45 | 29 | 👈 Projectors | -27% | -64% | -40% | -24% | -58% | -65% | -20% | -44% | -69% | -34% | -80% | -31% | -56% | 4% | -50% | -27% | -42% | -45% | -19% | |
| #N/A | 30 | 👈 NAS Devices | 12% | -38% | -7% | -10% | -53% | 12% | -46% | -5% | 50% | 3% | 14% | 93% | 138% | 25% | -35% | -24% | -11% | 113% | -13% | |
| #N/A | 31 | 👈 Mice | -5% | -39% | 29% | 0% | 50% | 28% | -36% | 36% | 16% | 174% | -13% | -9% | -13% | 29% | -30% | 44% | -3% | 38% | 15% | |
| #N/A | 32 | 👈 Smart Watches | 41% | -74% | -22% | 64% | -33% | -32% | -47% | -9% | 22% | -23% | 110% | -35% | -81% | 28% | 100% | 14% | 10% | -27% | -68% | |
| #N/A | 33 | 👈 IP Cameras | 20% | -52% | -42% | -42% | -23% | 2% | -56% | -28% | -9% | 327% | -1% | -81% | -20% | -3% | 71% | -44% | 142% | 64% | 63% | |
| #N/A | 34 | 👈 Memory Cards | -11% | -80% | -49% | -9% | -50% | 467% | -27% | -30% | 12% | -76% | 7% | 88% | -77% | 13% | -72% | -17% | -42% | 24% | -8% | |
| #N/A | 35 | 👈 Smartphone Protective Cases | 121% | 56% | 1% | -21% | -14% | -9% | -15% | 0% | 7% | -46% | 20% | 2% | 35% | -21% | 48% | -31% | -1% | -49% | | |
| #N/A | 36 | 👈 USB Memory | -42% | -48% | -7% | -1% | -48% | 43% | 0% | -7% | -25% | -73% | -49% | -34% | -39% | -47% | -18% | 3% | -18% | 2% | -33% | |
| #N/A | 37 | 👈 Digital Media Players | 56% | -34% | -34% | -27% | -27% | 15% | 18% | 4% | -19% | 13% | 98% | 16% | -83% | 332% | -35% | -10% | 115% | -61% | 68% | |
| #N/A | 38 | 👈 Games Accessories | 7% | | -22% | 89% | 368% | 188% | 23% | -17% | 150% | -17% | 353% | 204% | 11% | 50% | -69% | 43% | 4% | -3% | 33% | |
| #N/A | 39 | 👈 Smart Bands and Activity Trackers | 564% | -35% | 1886% | -81% | -71% | 56% | -42% | -76% | -74% | -34% | -31% | | 34% | 13% | -61% | 1511% | -50% | 99% | 19% | |
| #N/A | 40 | 👈 Powerline Devices | 22% | 65% | 39% | 33% | 124% | -22% | 7% | 84% | 51% | 93% | 79% | -12% | 648% | -5% | 61% | -61% | 79% | 165% | -9% | |
| #N/A | 41 | 👈 Digital Cameras | -80% | -42% | -31% | -69% | 805% | -3% | -70% | -63% | -62% | -75% | -87% | -37% | 225% | 8% | -90% | -88% | -47% | -35% | 14% | |
| 42 | 42 | 👈 Mobile Phones | -24% | 60% | -50% | 11% | 0% | 104% | 19% | -29% | -25% | -44% | -71% | -37% | 208% | 18% | -69% | -63% | -14% | -10% | -30% | |
| #N/A | 43 | 👈 Smart Speakers | -66% | 15% | -92% | -29% | -47% | 298% | -34% | -100% | | -82% | -94% | | | | -100% | 179% | | | -18% | |
| #N/A | 44 | 👈 Consoles Fixed | 72% | | -29% | -100% | 112% | -19% | 844% | | 50% | -91% | 1684% | -100% | -100% | 431% | 2289% | 18% | -92% | -79% | 56% | |
| #N/A | 45 | 👈 Portable Speakers | -99% | -74% | -15% | -28% | -67% | -69% | -28% | 4% | -76% | -45% | -99% | -89% | 274% | -100% | -93% | -56% | -76% | 263% | -64% | |

| CATEGORY TREND | | |
|----------------|------|-------|
| WE | EE | Total |
| 34% | 7% | 18% |
| -32% | -22% | -28% |
| 50% | -13% | 11% |
| 14% | 19% | 12% |
| -9% | -33% | -18% |
| -39% | -43% | -29% |
| -32% | -22% | -24% |
| -27% | -23% | -21% |
| -2% | 0% | 8% |
| 14% | -9% | -5% |
| -17% | -25% | -23% |
| 31% | -8% | 6% |
| -19% | 3% | -6% |
| -22% | -29% | -23% |
| -25% | -13% | -21% |
| -8% | -25% | -9% |
| 50% | 25% | 47% |
| -21% | -29% | -25% |
| -23% | -57% | -43% |
| 37% | 27% | 26% |
| -14% | -1% | -19% |
| -40% | -17% | -26% |
| 9% | -33% | -12% |
| 63% | 23% | 29% |
| -39% | -31% | -13% |
| 15% | -10% | 10% |
| -35% | -47% | -24% |
| -12% | -2% | -14% |
| -27% | -64% | -40% |
| 12% | -38% | -12% |
| -5% | -39% | -1% |
| 41% | -74% | -26% |
| 20% | -52% | -5% |
| -11% | -80% | -46% |
| 121% | 56% | 13% |
| -42% | -48% | -28% |
| 56% | -34% | -6% |
| 7% | 0% | 44% |
| 564% | -35% | 28% |
| 22% | 65% | 43% |
| -80% | -42% | -48% |
| -24% | 60% | -23% |
| -66% | 15% | -32% |
| 72% | 0% | -16% |
| -99% | -74% | -84% |

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 25 (to June 28 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

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

| | | | WESTERN EUROPE | | | | | | | | | | | | | | | | | EASTERN EUROPE | | | | | CATEGORY TREND | | |
|----------|----------|--|----------------|--------------|-------|--------|-------|-------------|--------|---------|---------|----------|---------|---------|--------|----------|--------|--------|----------------|----------------|----------|------|------|-------|----------------|--|--|
| Rank-W25 | Rank-W26 | 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 | 11% | 79% | 70% | 52% | 72% | 91% | 37% | 78% | -17% | -4% | 4% | -1% | -25% | -20% | -77% | 26% | 53% | 68% | 111% | 50% | -13% | 32% | | | |
| 2 | 2 | 👉 Notebooks | 42% | 45% | 16% | 42% | 12% | 21% | -35% | 16% | 17% | 53% | 22% | -9% | 40% | 21% | -23% | 42% | -5% | -18% | 33% | 34% | 7% | 20% | | | |
| 3 | 3 | 👉 Tablet PCs | 67% | 115% | 206% | -12% | 54% | -25% | -28% | 14% | 35% | 55% | -10% | -1% | -80% | 10% | -27% | 53% | 73% | 250% | 156% | 14% | 19% | 46% | | | |
| 5 | 4 | 👆 Monitors | 84% | 105% | 33% | 27% | 10% | 102% | 34% | 101% | 170% | 110% | 82% | -13% | 9% | 60% | -15% | 41% | 70% | 4% | 50% | 14% | -9% | 53% | | | |
| 4 | 5 | 👇 Ink Cartridges and Tanks | 11% | 2% | 66% | 17% | 17% | 36% | 91% | -48% | 10% | 1% | -16% | -4% | -2% | 30% | -40% | 15% | 208% | -69% | -21% | -2% | 0% | 14% | | | |
| 6 | 6 | 👉 Headsets/Headphones and Microphones | 42% | 25% | 31% | -1% | -33% | 45% | -16% | 41% | -62% | -6% | 100% | 75% | -18% | 42% | -68% | 233% | 47% | 60% | 24% | 50% | 25% | 21% | | | |
| 7 | 7 | 👉 Desktops | 59% | -21% | -11% | 25% | 5% | 34% | -46% | -21% | -10% | -26% | -40% | -23% | -50% | 11% | -55% | -18% | 28% | 144% | -20% | -39% | -43% | -3% | | | |
| 8 | 8 | 👉 Processors | 232% | 98% | 282% | 72% | 79% | 37% | 64% | -16% | 72% | 72% | 67% | 12% | 50% | 124% | -78% | 164% | 111% | 20% | -25% | 31% | -8% | 38% | | | |
| 9 | 9 | 👉 Televisions | 41% | 20% | 20% | 1081% | 258% | -12% | -98% | -73% | 203% | -84% | -19% | 65% | -323% | -5% | 157% | 23% | 34% | -11% | -84% | -39% | -31% | 16% | | | |
| 10 | 10 | 👉 Smart Watches | 29% | 54% | 125% | -43% | 385% | 21% | -58% | 103% | 14% | 179% | -30% | 36% | -14% | -4% | 3% | 25% | 30% | -47% | -83% | 29% | 54% | 49% | | | |
| 11 | 11 | 👉 Graphics Cards | 65% | 232% | 169% | -35% | 38% | 116% | 58% | 72% | 124% | 153% | 22% | 96% | -87% | 213% | -29% | 45% | 99% | 175% | 6% | 37% | 27% | 75% | | | |
| 13 | 12 | 👆 Network Routers | 16% | -5% | 48% | -14% | 40% | 65% | 52% | 5% | 0% | 112% | 72% | -12% | -37% | 36% | -17% | 20% | 13% | 64% | -88% | -40% | -17% | 9% | | | |
| 12 | 13 | 👇 Hard Disk Drives (HDDs) | 7% | -10% | 10% | -55% | -28% | 29% | -34% | 11% | -1% | 91% | 36% | -22% | -21% | -10% | -78% | -15% | -21% | 4% | 182% | -25% | -13% | -26% | | | |
| 14 | 14 | 👇 Solid State Drives (SSDs) | 15% | -5% | -19% | -26% | 7% | -2% | 1% | 49% | -10% | 290% | 149% | -41% | 57% | 53% | -58% | 32% | -4% | -19% | -19% | -19% | 3% | 3% | | | |
| 15 | 15 | 👉 All-In-One Inkjets | -3% | -12% | 5% | 0% | -21% | 42% | -56% | -29% | 44% | 31% | -19% | 0% | -31% | -17% | -21% | 56% | -42% | 11% | -29% | -12% | -2% | -3% | | | |
| 16 | 16 | 👉 Toner | 7% | -47% | 54% | 33% | -28% | 45% | 69% | 0% | -18% | 6% | 18% | 40% | 22% | 32% | -48% | 48% | 80% | -71% | 143% | -9% | -33% | -6% | | | |
| 18 | 17 | 👆 Wireless Access Points | 77% | 16% | 78% | 47% | 7% | 69% | -64% | 84% | 150% | 49% | 42% | 394% | 190% | 115% | -43% | 205% | 82% | 8% | 40% | -21% | -29% | 44% | | | |
| 17 | 18 | 👇 All-in-One Lasers | 1% | 170% | 10% | 16% | -2% | -5% | -53% | 0% | 102% | 3% | -1% | -22% | -64% | 8% | -48% | 30% | 14% | -27% | 73% | -23% | -57% | -6% | | | |
| 19 | 19 | 👉 Digital Media Players | 62% | 91% | 74% | 58% | 72% | 110% | 85% | 142% | 269% | -14% | 42% | -18% | 51% | -54% | -62% | 131% | 914% | 2572% | -54% | 62% | 91% | 42% | | | |
| 21 | 20 | 👆 Keyboards and Keypads | 39% | 59% | 62% | 26% | 25% | 74% | -20% | 48% | 39% | 162% | 10% | 33% | 43% | 73% | 114% | 41% | 24% | -1% | 2% | 15% | -10% | 49% | | | |
| 20 | 21 | 👇 Mice | -3% | 45% | 116% | 2% | 76% | 30% | -8% | 61% | 28% | 56% | -43% | -26% | 32% | 47% | 71% | 46% | 3% | -14% | 26% | -3% | 45% | 28% | | | |
| 23 | 22 | 👆 RAM Memory | 54% | -1% | 49% | -13% | 34% | 13% | 50% | 28% | 59% | 80% | 124% | 1% | -42% | 76% | -18% | 69% | 1% | -13% | -5% | -8% | -25% | 32% | | | |
| 22 | 23 | 👇 Smart Bands and Activity Trackers | 15% | -2% | -3% | -84% | -32% | 38% | 251% | 5493% | -98% | 87% | 579% | 1495% | 281% | -56% | -5% | 598% | -6% | -78% | -90% | 15% | -2% | -1% | | | |
| 24 | 24 | 👉 Network Switches | 20% | -32% | -44% | 8% | -43% | 24% | 7% | 53% | 59% | 109% | 100% | -21% | 1975% | -3% | -45% | 2% | 27% | 42% | 39% | -17% | -25% | -2% | | | |
| 27 | 25 | 👆 Portable Speakers | -88% | -33% | 20% | -59% | -47% | -69% | -99% | -64% | -91% | -66% | -43% | -59% | -10% | -88% | -87% | -56% | -65% | -89% | -99% | -88% | -33% | -46% | | | |
| 25 | 26 | 👇 Games Accessories | 152% | -43% | 72% | -31% | 142% | 93% | 237% | 249% | 155% | 92% | 22% | -37605% | 117% | 38% | 75% | -24% | 61% | 29% | 152% | 0% | 67% | | | | |
| 28 | 27 | 👉 Powerline Devices | 67% | 77% | 85% | -10% | -4% | 18% | 57% | 73% | 157% | 255% | -5% | 149% | 10% | 47% | 31% | 32% | 47% | -12% | 17% | 67% | 77% | 38% | | | |
| 26 | 28 | 👇 Mobile Computing Cases | 151% | -25% | 33% | 44% | 33% | 24% | -25% | 40% | 177% | 24% | 98% | 57% | 237% | 36% | 17% | 6% | 40% | -18% | 354% | 151% | -25% | 46% | | | |
| 32 | 29 | 👆 Warranties and Services | -38% | -31% | -18% | 273% | 85% | -37% | 16% | 13% | 88% | 406% | 91% | -21% | -70% | 544% | -17% | 167% | 63% | 1787% | 681% | -32% | -22% | -5% | | | |
| 30 | 30 | 👉 Cables and Connectivity Adapters | 18% | -24% | -55% | -13% | 24% | 19% | 12% | 11% | 7% | -7% | 79% | 24% | 34% | 11% | -22% | 18% | 3% | -56% | -2% | 9% | -33% | -7% | | | |
| 31 | 31 | 👉 NAS Devices | 35% | 4% | 9% | -47% | -33% | -6% | -8% | 50% | -3% | 0% | 89% | 141% | -74% | -30% | -51% | -11% | -38% | -67% | -39% | 35% | 4% | 3% | | | |
| 29 | 32 | 👇 Laser Printers | -28% | 37% | 7% | 49% | 32% | -38% | 19% | 38% | 38% | 110% | -33% | 23% | -54% | 21% | -16% | 47% | -18% | 12% | -23% | -35% | -47% | -1% | | | |
| 33 | 33 | 👉 Operating Systems Software | -45% | -41% | -23% | 4% | 321% | -46% | -17% | 4% | 59% | -3% | 2% | -60% | -12% | 2013% | -67% | -14% | 14% | -56% | -68% | -22% | -29% | 8% | | | |
| 45 | 34 | 👆 Security Software | -11% | -14% | -57% | 43% | 65% | 151% | -87% | 23% | -7% | 46% | 219% | -68% | 254% | -28% | -110% | 1% | -13% | 225% | 142% | -32% | -22% | -10% | | | |
| 37 | 35 | 👆 Projectors | -32% | -30% | -65% | -58% | -70% | -27% | 6% | 169% | -6% | -52% | -20% | 22% | -43% | 98% | -32% | -40% | 88% | 89% | 31% | -27% | -64% | -33% | | | |
| 34 | 36 | 👆 Smart Speakers | -14% | -4% | -64% | -44% | -47% | -49% | -39% | | 1069% | -97% | 28% | -100% | | | | 86% | -75% | -89% | -100% | -14% | -4% | -32% | | | |
| 38 | 37 | 👆 IP Cameras | 150% | -44% | -80% | -75% | 8% | 21% | -37% | -40% | -83% | 144% | 95% | -44% | -55% | -16% | -37% | -35% | 155% | 7% | 119% | 150% | -44% | -43% | | | |
| 36 | 38 | 👇 Office Applications Software | -10% | -76% | 49% | -27% | -22% | -56% | -65% | 7% | -89% | -30% | -4% | -79% | 105% | -41% | -49% | 41% | -76% | -64% | 238% | -27% | -23% | -37% | | | |
| 40 | 39 | 👇 Smartphone Protective Cases | 2% | -88% | -6% | -47% | -51% | 40% | -7% | 68% | -1% | -27% | 25% | 100% | 50% | 4% | -45% | 45% | -1% | -87% | 2% | -88% | -39% | | | | |
| 39 | 40 | 👇 Memory Cards | 49% | -33% | -70% | 66% | -65% | 13% | -41% | 20% | -16% | -66% | -41% | -10% | -33% | 72% | -85% | -30% | -47% | -57% | -31% | 49% | -33% | -39% | | | |
| 41 | 41 | 👇 Uninterruptable Power Supplies (UPS) | -27% | -32% | -39% | -5% | -19% | -13% | 71% | -27% | 13% | -47% | 3% | 49% | 207% | 6% | -36% | 29% | 7% | -13% | -18% | -14% | -1% | -23% | | | |
| 35 | 42 | 👇 Consoles Fixed | -48% | | 119% | -100% | 6% | 621% | 977% | | 4658% | 751% | -98% | -52% | | 216% | | 181% | -52% | -94% | -27% | -48% | 0% | 19% | | | |
| 42 | 43 | 👇 USB Memory | -45% | -54% | -42% | -69% | -68% | -24% | 54% | -5% | -12% | -62% | 13% | -15% | -27% | 37% | -80% | -7% | -10% | -38% | 33% | -45% | -54% | -49% | | | |
| 44 | 44 | 👇 Mobile Phones | -21% | 6% | -33% | 12% | 14% | 175% | -6% | -37% | -12% | -97% | -31% | 44% | 23% | -34% | -70% | -82% | -21% | -31% | -11% | -21% | 6% | -31% | | | |
| 43 | 45 | 👇 Digital Cameras | -9% | 34% | -62% | 47% | -43% | -47% | 98% | -59% | -100% | -29% | 64% | -40% | -100% | 81% | -81% | -47% | -19% | -20% | -77% | -9% | 34% | -39% | | | |

Optimise today
Accelerate tomorrow