

IT Industry Update

17th June 2020

CONTEXT COVID-19 Weekly Report



01

CLIMATE SURVEY FEEDBACK

02

TOP TRENDS COVID-19 REPORTS TO WEEK 23

03

ITALY INSIGHT – ISABEL ARANDA, COUNTRY MANAGER

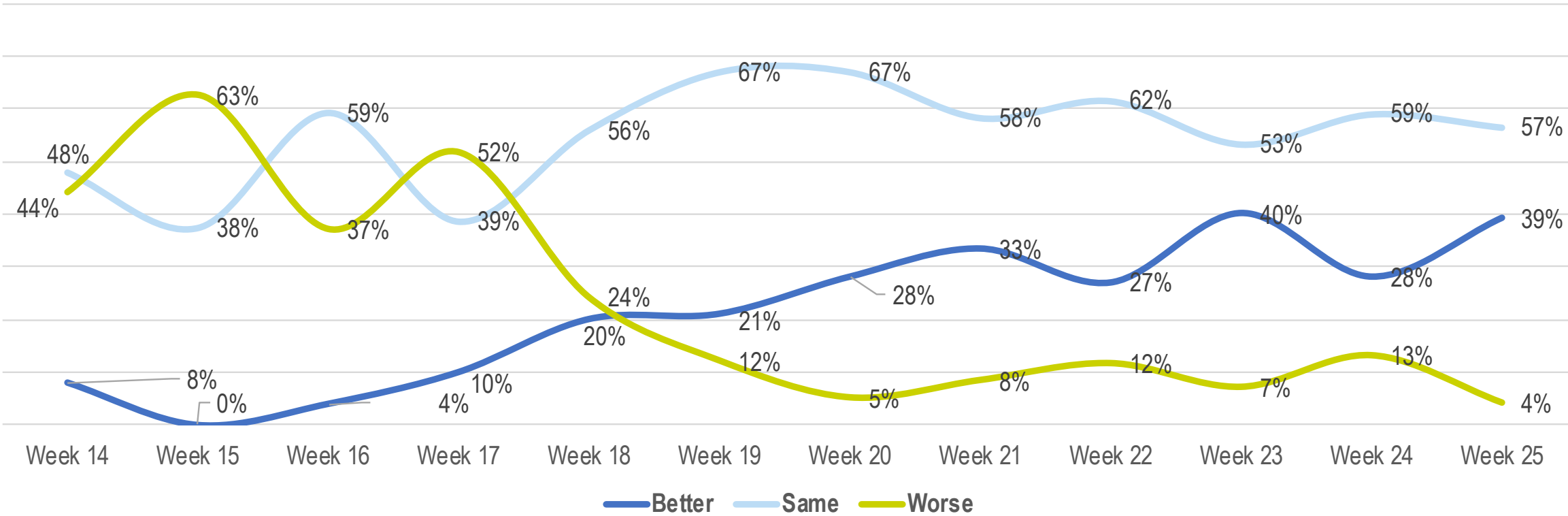
04

DISPLAYS – DOMINIKA KONCEWICZ

CLIMATE SURVEY FEEDBACK – PROGRESS



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

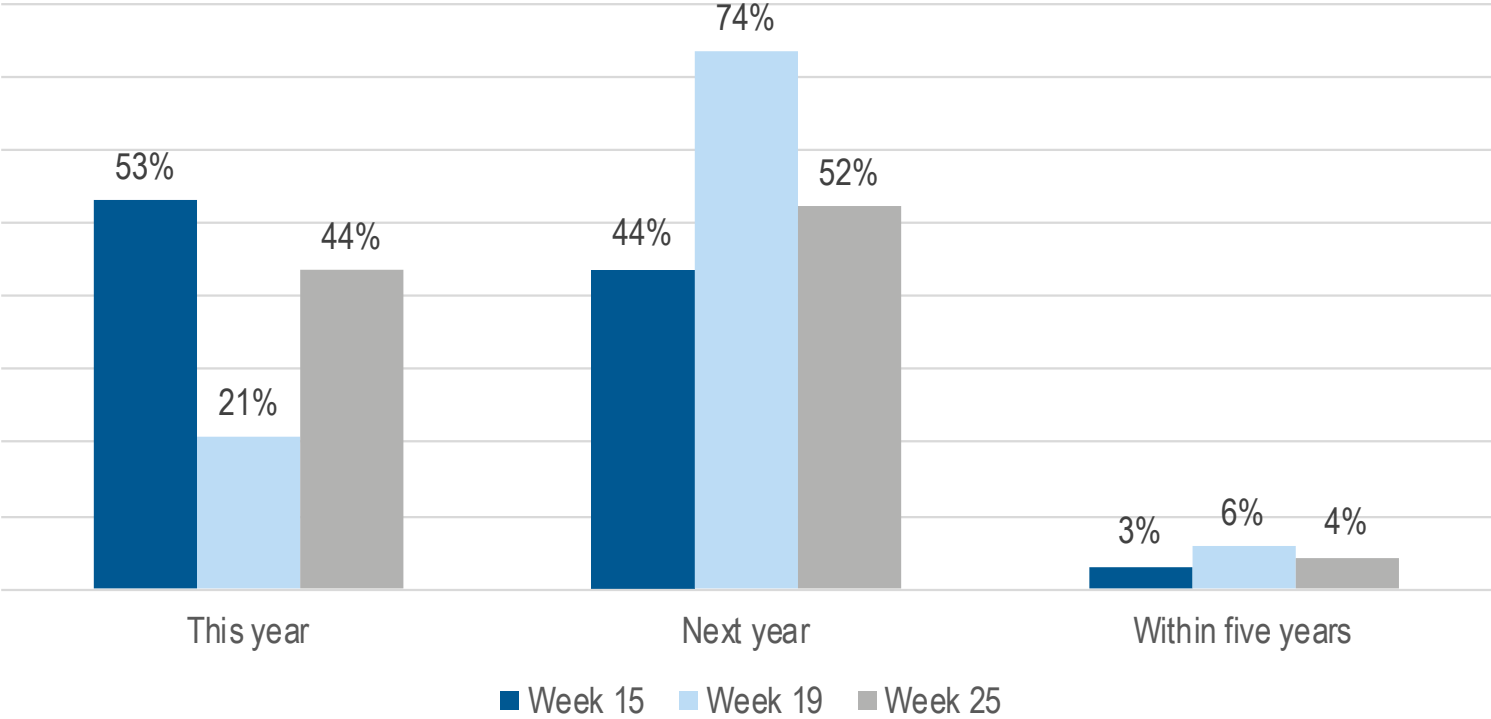


24 responses

RETURN TO PRE-PANDEMIC LEVELS

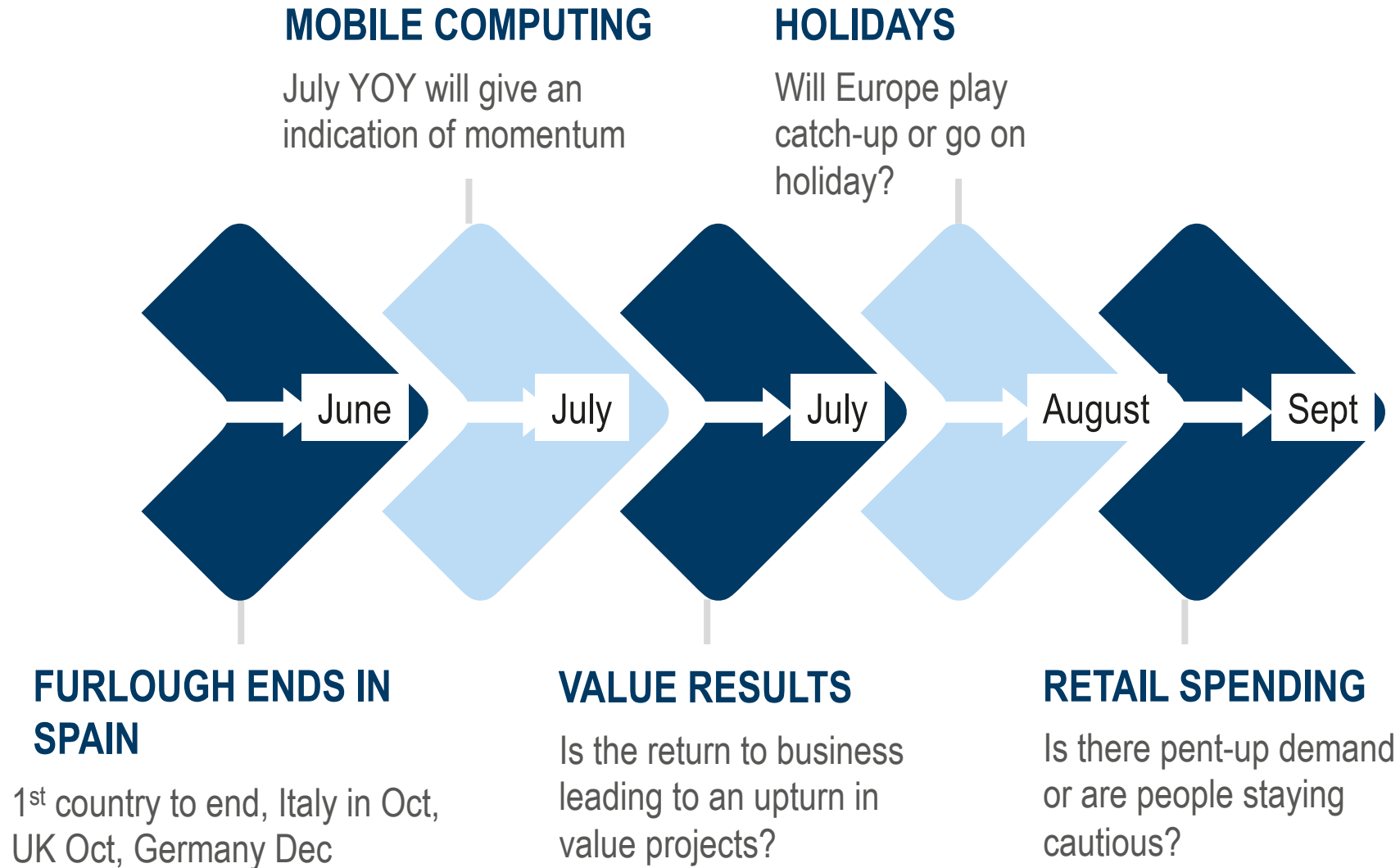


When do you think your business will return to pre-pandemic levels?

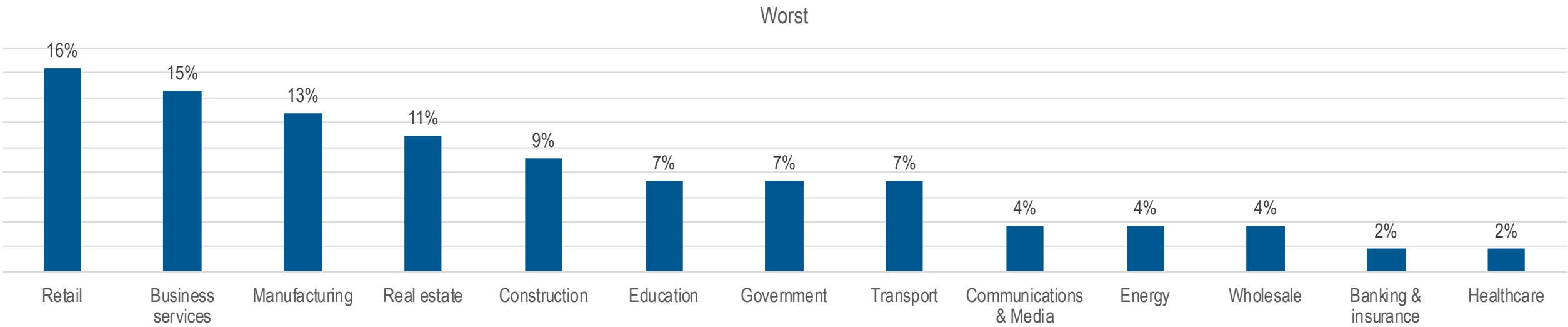
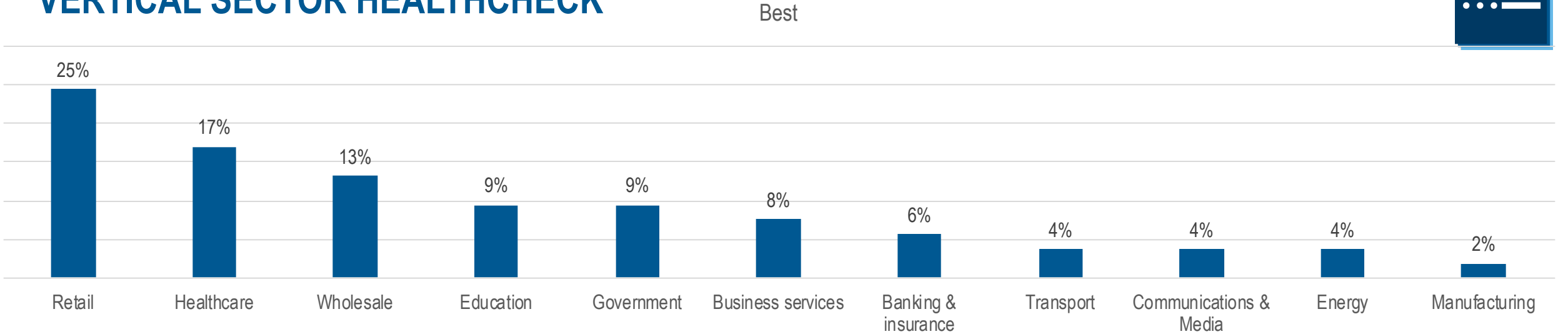


24 responses

WAYPOINTS ON THE RETURN TO NORMAL



VERTICAL SECTOR HEALTHCHECK



24 responses

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)

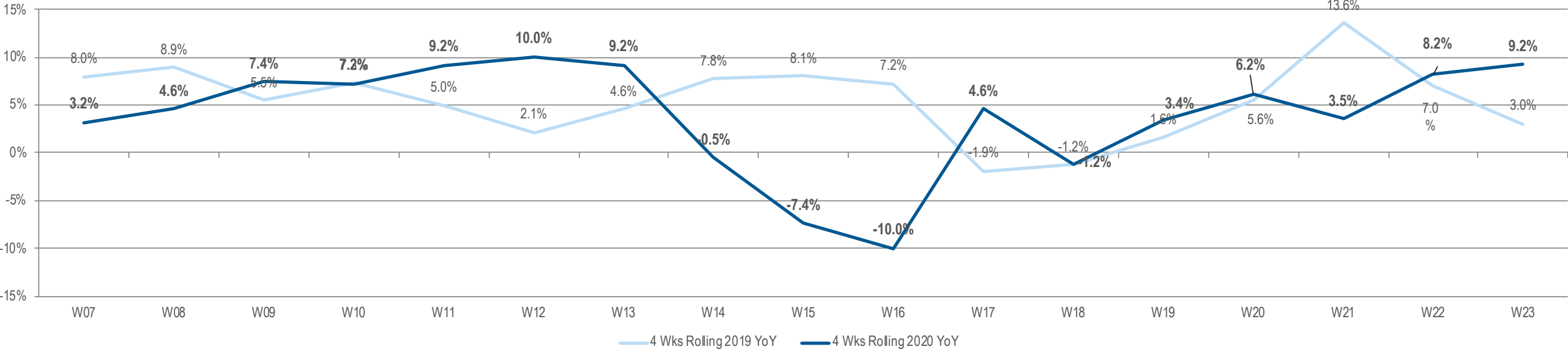
01

REVENUE GROWTH/DECLINE

WEEK 23: CONTINUED PROGRESS IN WESTERN EUROPE



European Panel Trend Y/Y 4 weeks rolling avg

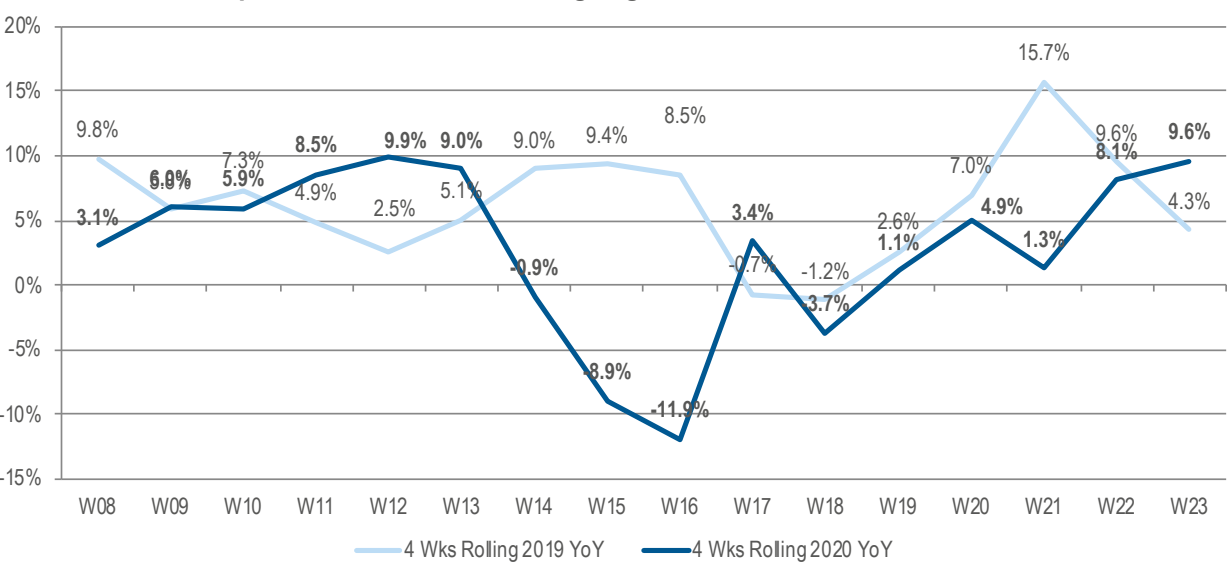


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

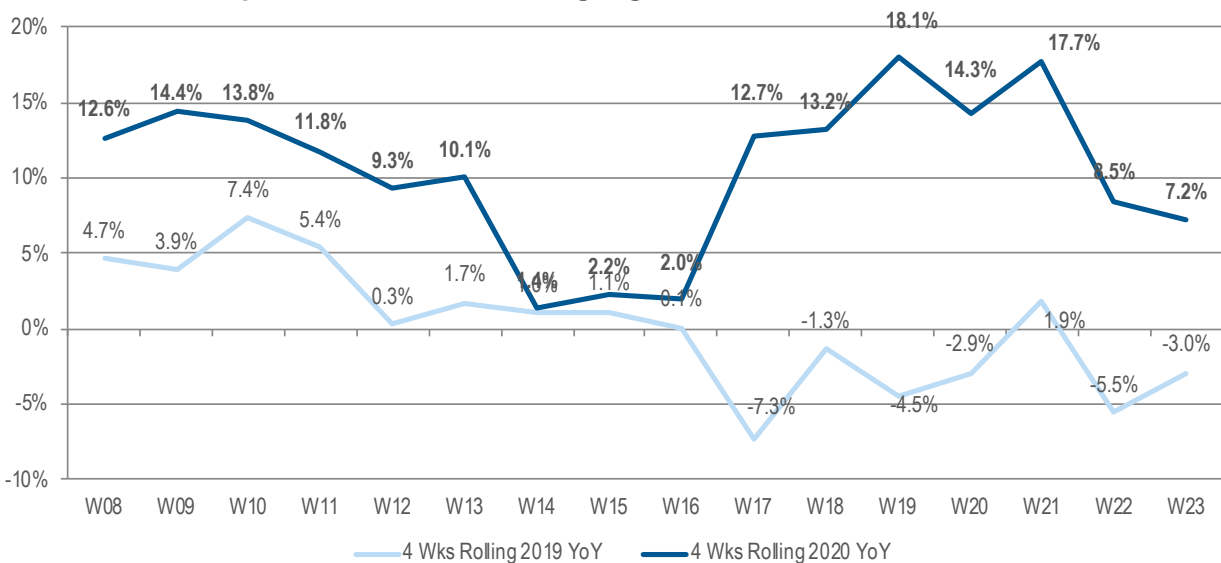
W EUROPE – LAST YEAR PERFORMANCE FLATTERS THIS YEAR



Western Europe Trend Y/Y 4 weeks rolling avg



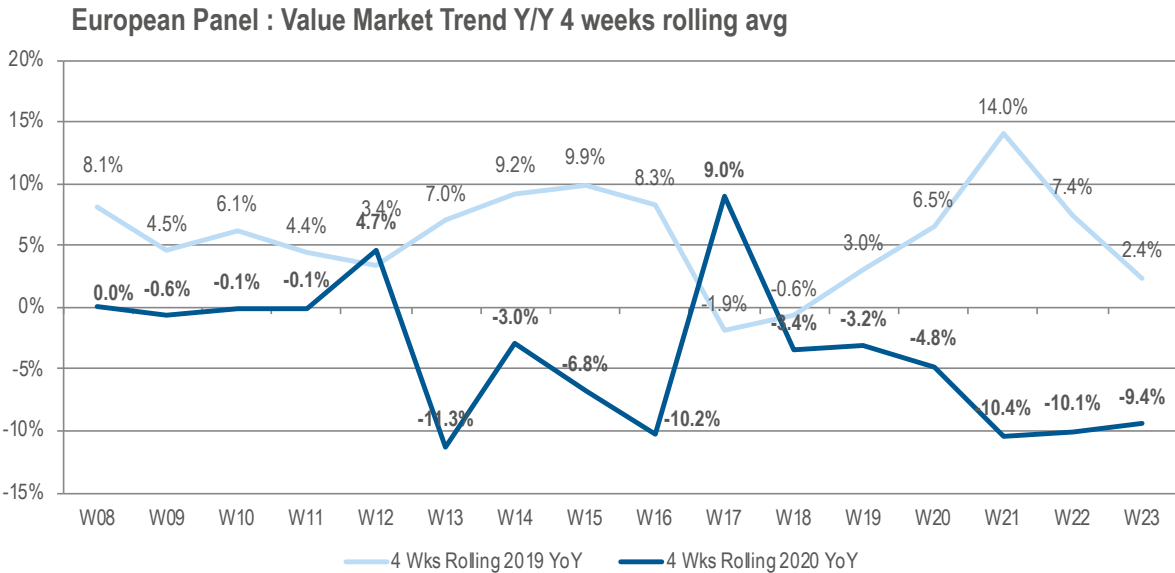
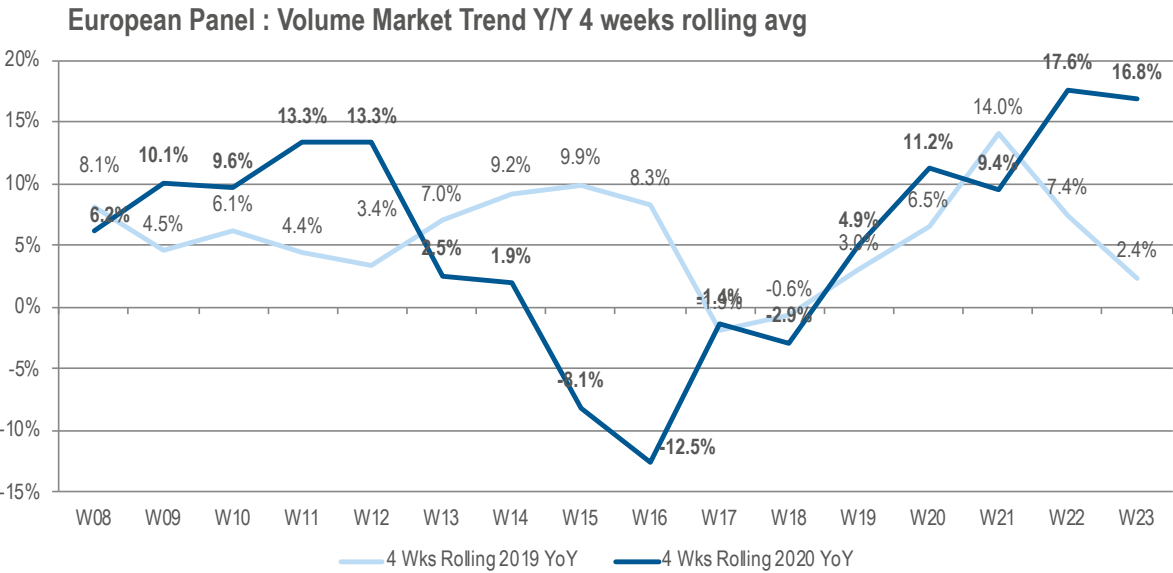
Eastern Europe Trend Y/Y 4 weeks rolling avg



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

Includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

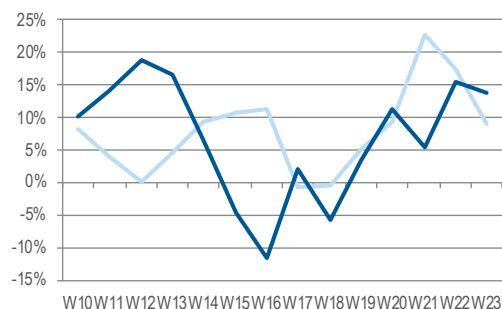
VOLUME/VALUE YOY COMPARISON



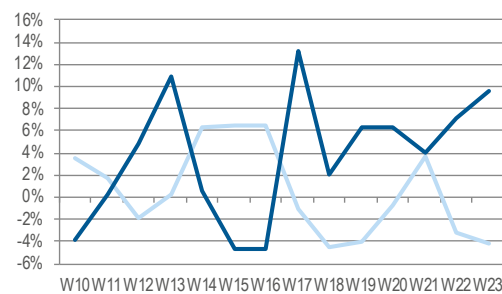
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

ITALY ABOUT TO CROSS THE LINE

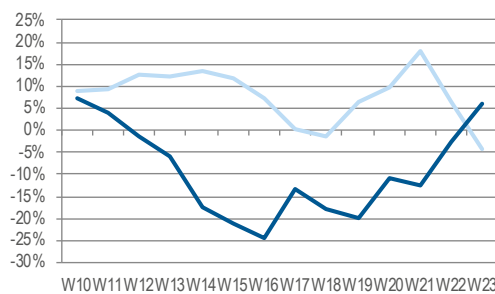
Germany growth Y/Y 4 weeks rolling avg



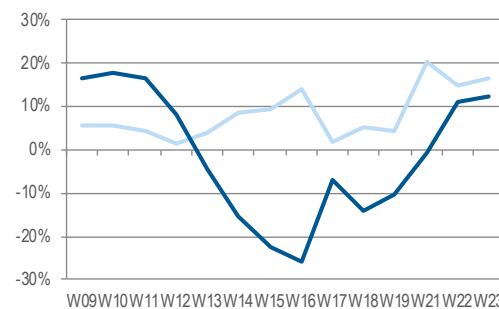
United Kingdom growth Y/Y 4 weeks rolling avg



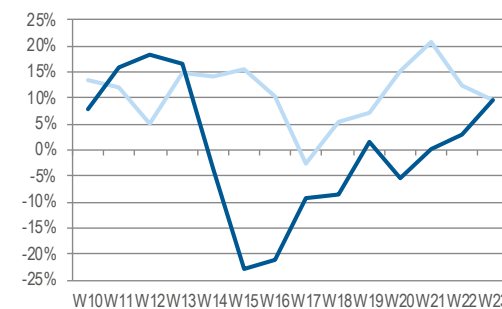
France growth Y/Y 4 weeks rolling avg



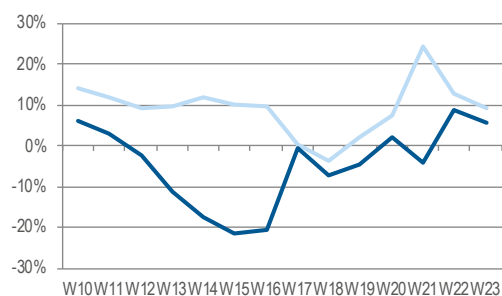
Italy growth Y/Y 4 weeks rolling avg



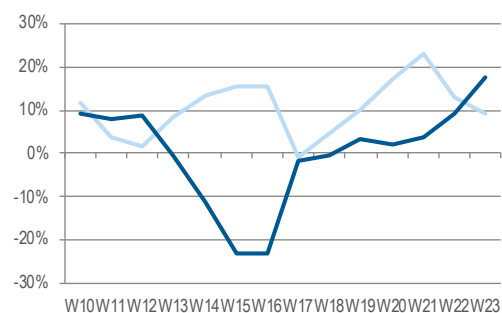
Spain growth Y/Y 4 weeks rolling avg



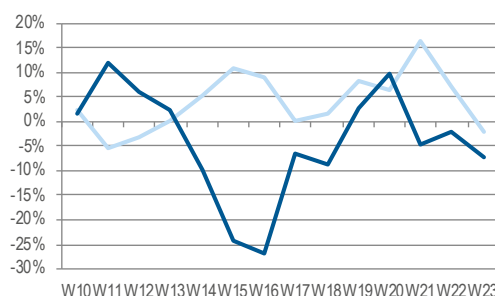
Belgium growth Y/Y 4 weeks rolling avg



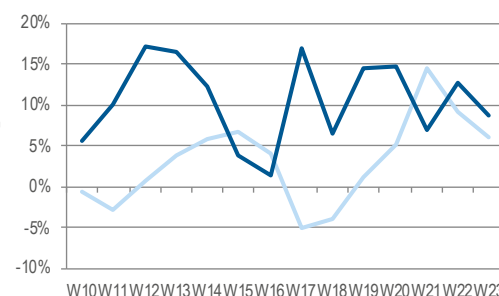
Portugal growth Y/Y 4 weeks rolling avg



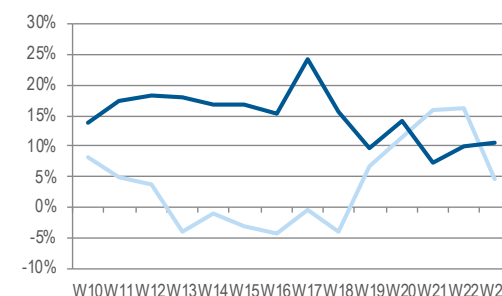
Austria growth Y/Y 4 weeks rolling avg



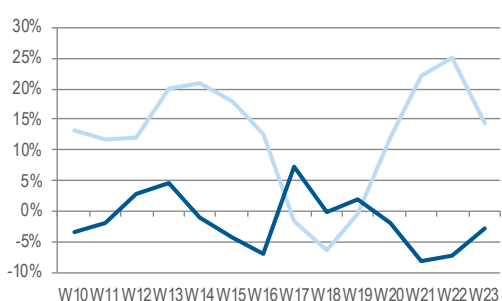
Switzerland growth Y/Y 4 weeks rolling avg



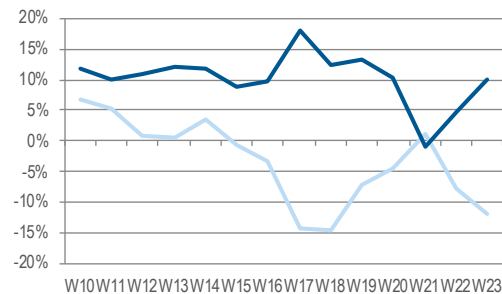
Other WE growth Y/Y 4 weeks rolling avg



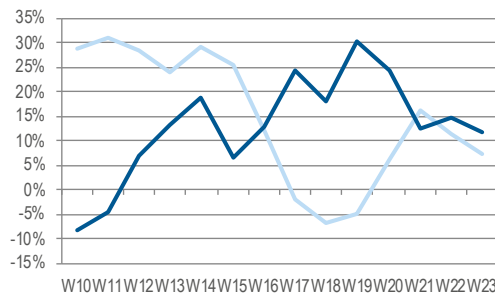
Sweden growth Y/Y 4 weeks rolling avg



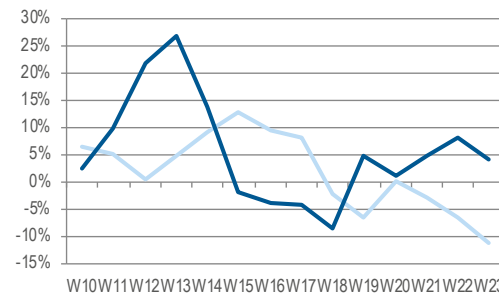
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



2020 — 2019

Distribution sales translated at fixed € exchange rate

Italy IT Industry Update

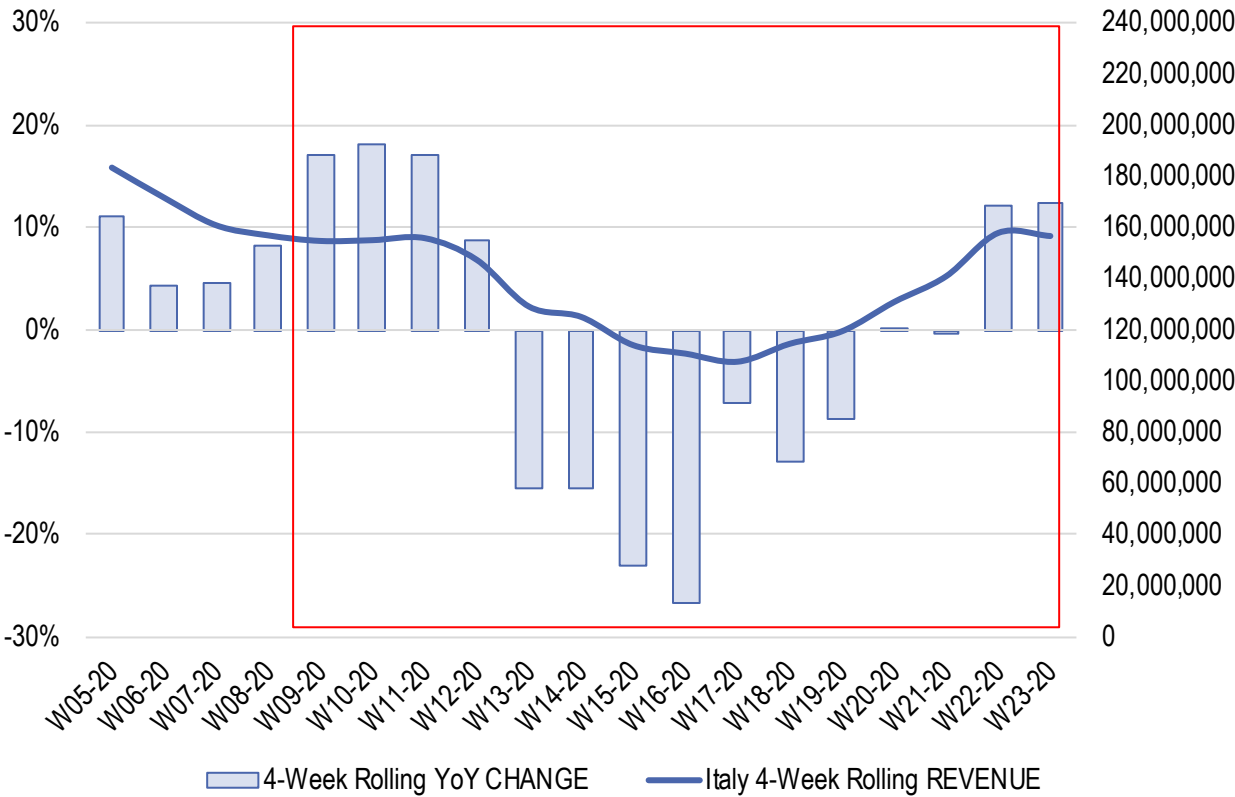
17th June 2020



A V-SHAPED RECOVERY IN THE ITALIAN DISTRIBUTION CHANNEL

4-WEEK ROLLING REVENUE & YoY CHANGE

ITALY



Outbreak of coronavirus in Italy

- **W9:** Schools closed and recommended home working in Lombardy (Feb 23)
- **W10:** Schools closed in Italy (March 5)

Nationwide lockdown

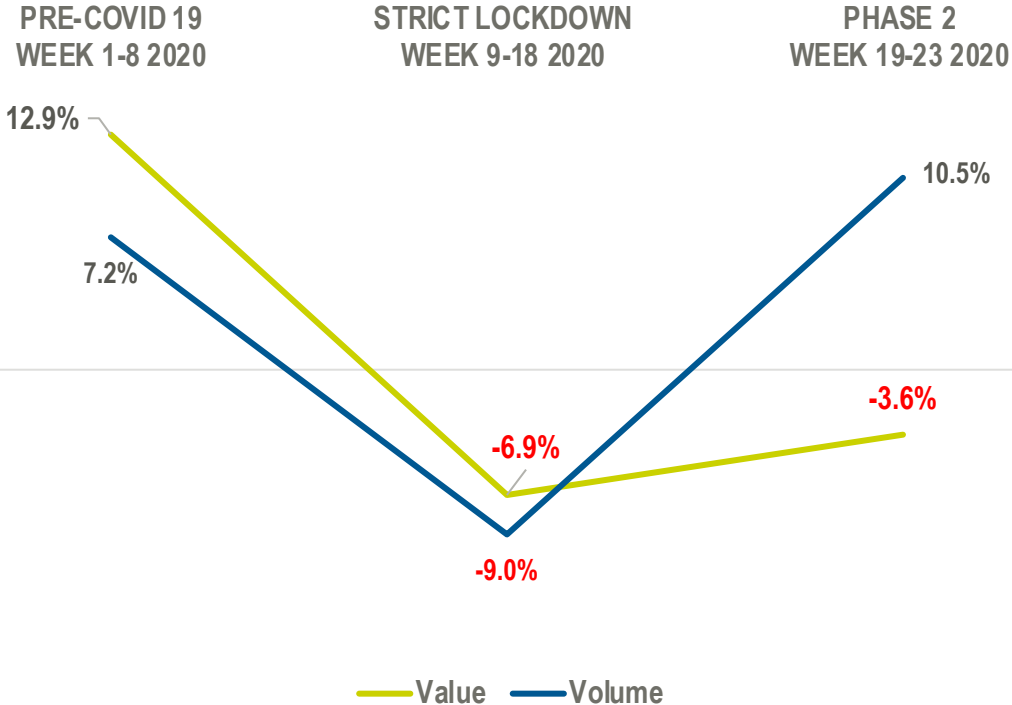
- **W11:** Nationwide lockdown in Italy (March 9).
- **W13:** Lockdown for non essential businesses in Italy (March 23)
- **W15:** Extension of strict lockdown in Italy until May 3rd (April 10)

Gradual easing of the lockdown

- **W19:** Start of the “Phase 2” and reopening of the construction, manufacturing, wholesale and real state sectors and professionals (May 4th). Strategic and export-oriented businesses could restart from April 27th
- **W21:** Resume of retail shops, bars, restaurants, cultural institutions, museums and hairdressers (May 18)
- **W22:** Reopening of gyms and swimming pools
- **W23:** Travelling between regions allowed and international borders opened without having to submit to a two-week quarantine (June 3rd)
- **W25:** Theatres and cinemas allow to reopen (June 15th)

THE VOLUME MARKET IS DRIVING THE RECOVERY IN “PHASE 2”

ITALY



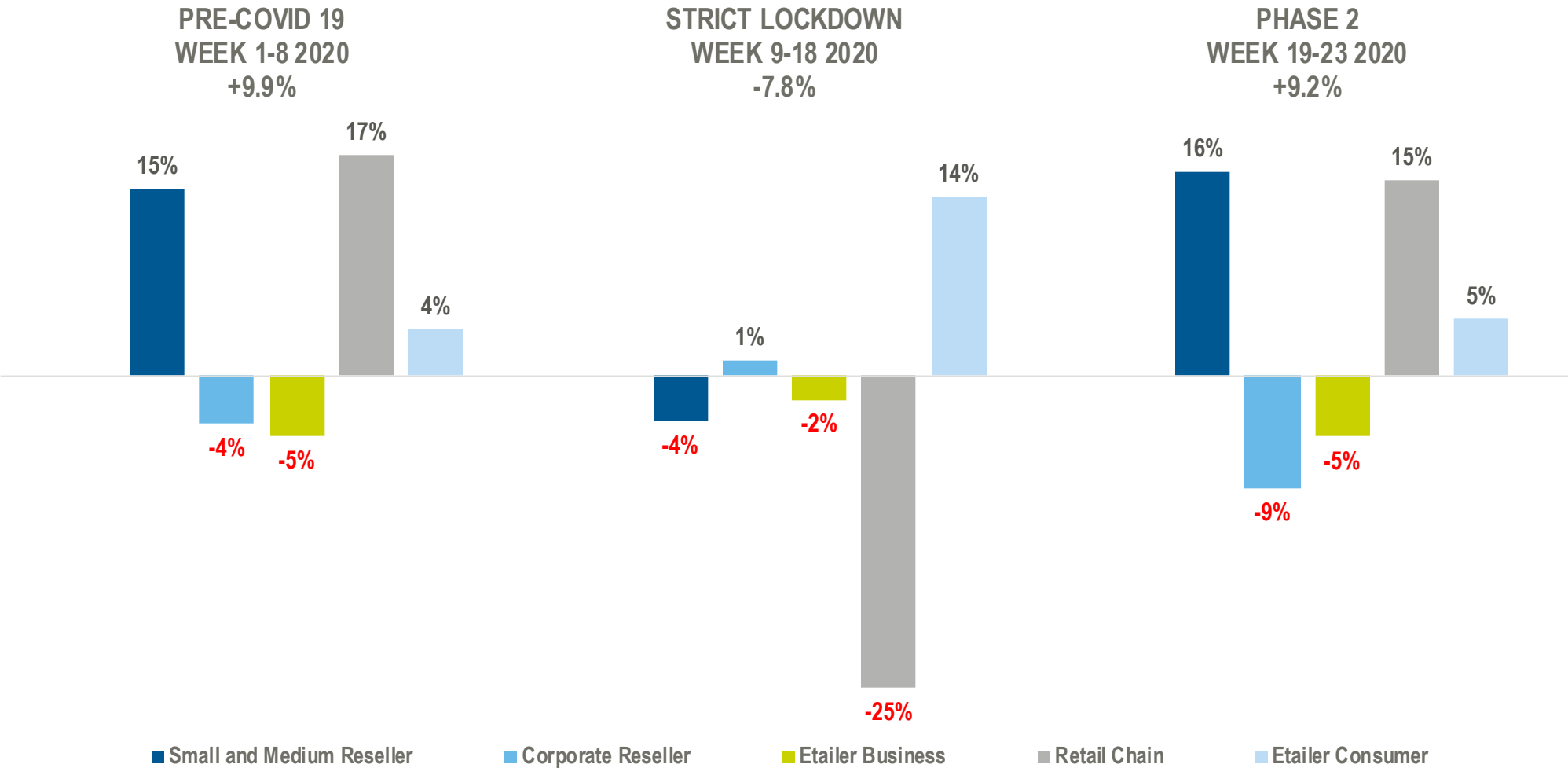
TOP 10 GROWING CATEGORIES BY REVENUE GROWTH PHASE 2 IN ITALY - WEEK 19 TO 23 2020 (Revenues '000)

MARKET TYPE	TOP PRODUCT CATEGORIES	REVENUE WEEK 19-23 2019	REVENUE WEEK 19-23 2020	Δ REVENUE	YoY CHANGE	% SHARE
Volume	Notebooks	85,61	144,68	59,07	69%	20%
Volume	Tablet PCs	26,46	41,71	15,25	58%	6%
Volume	Smartphones	129,69	138,60	8,91	7%	19%
Volume	Headsets/Headphones and Microphones	10,33	18,45	8,12	79%	3%
Value	Other Software and Licences	6,34	12,39	6,05	95%	2%
Value	Warranties and Services	24,60	29,08	4,48	18%	4%
Value	Integrated Systems	1,53	5,91	4,38	285%	1%
Volume	Other Sports and Leisure	1,12	4,40	3,28	293%	1%
Volume	Ink Cartridges and Tanks	26,90	29,89	3,00	11%	4%
Value	Security Software	7,27	9,88	2,60	36%	1%

SMR AND RETAIL CHAIN CHANNELS TURNED IN POSITIVE OVER PHASE 2



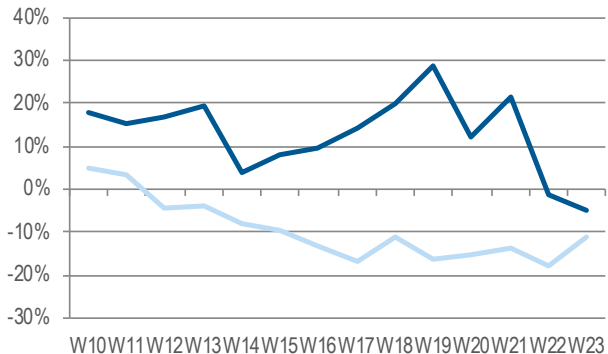
ITALY-YoY CHANGE BY CHANNEL



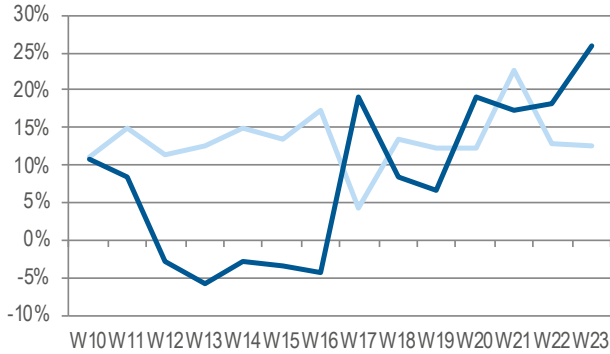
POLAND +38% IN WEEK 23



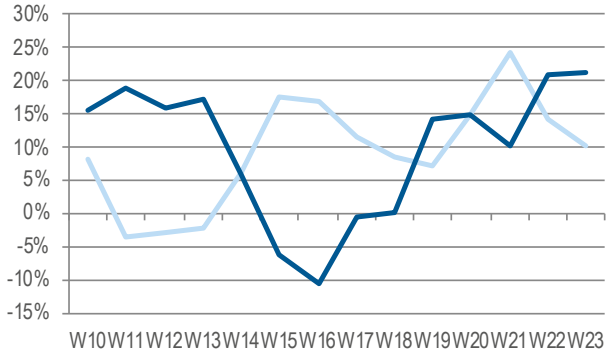
Russia growth Y/Y 4 weeks rolling avg



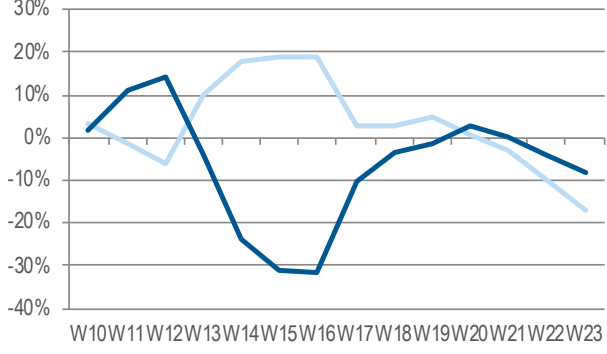
Poland growth Y/Y 4 weeks rolling avg



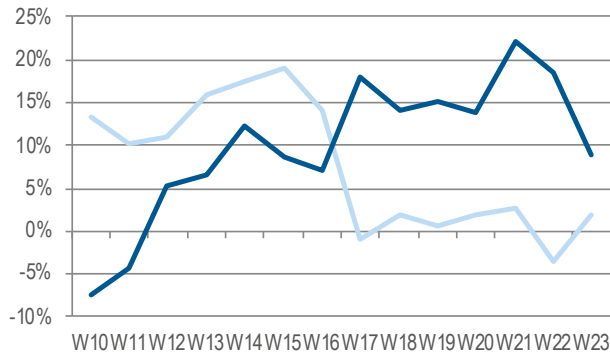
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



2020 — 2019 —

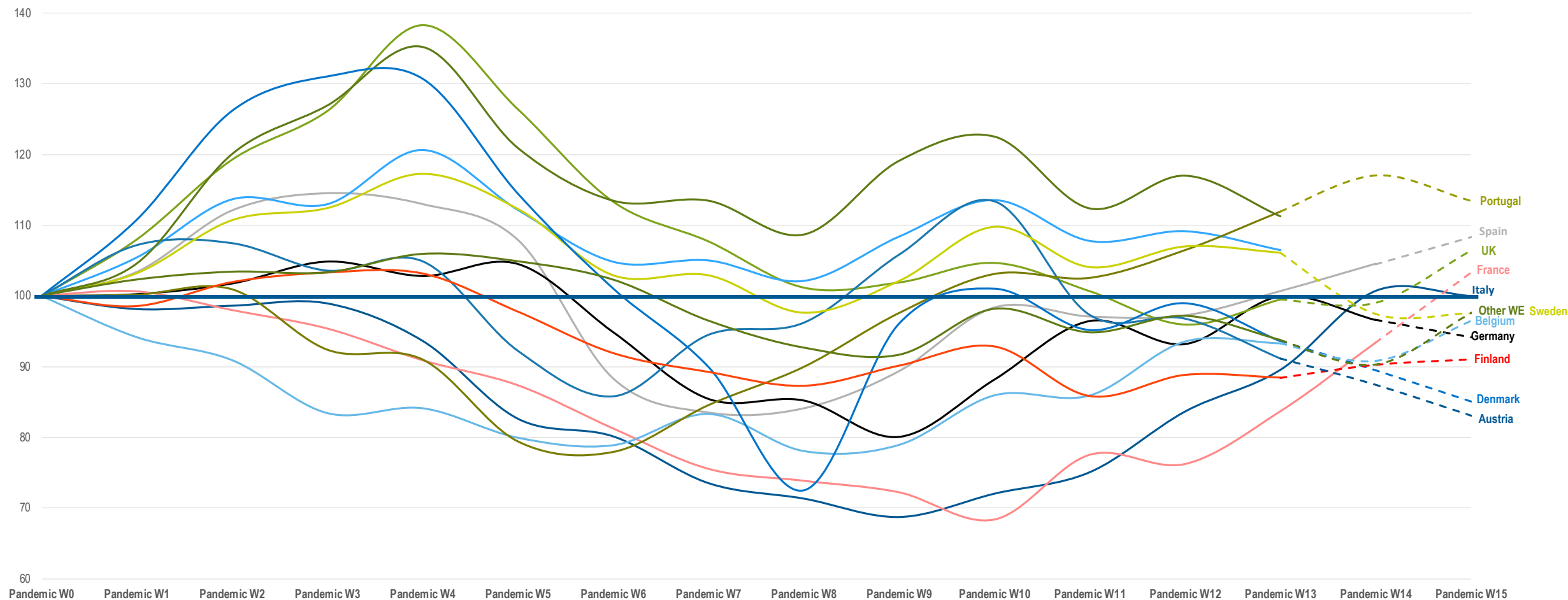
Distribution sales translated at fixed € exchange rate

02

REVENUE PANDEMIC INDEX

WESTERN EUROPE: SPAIN & FRANCE CONTINUE PROGRESSION

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

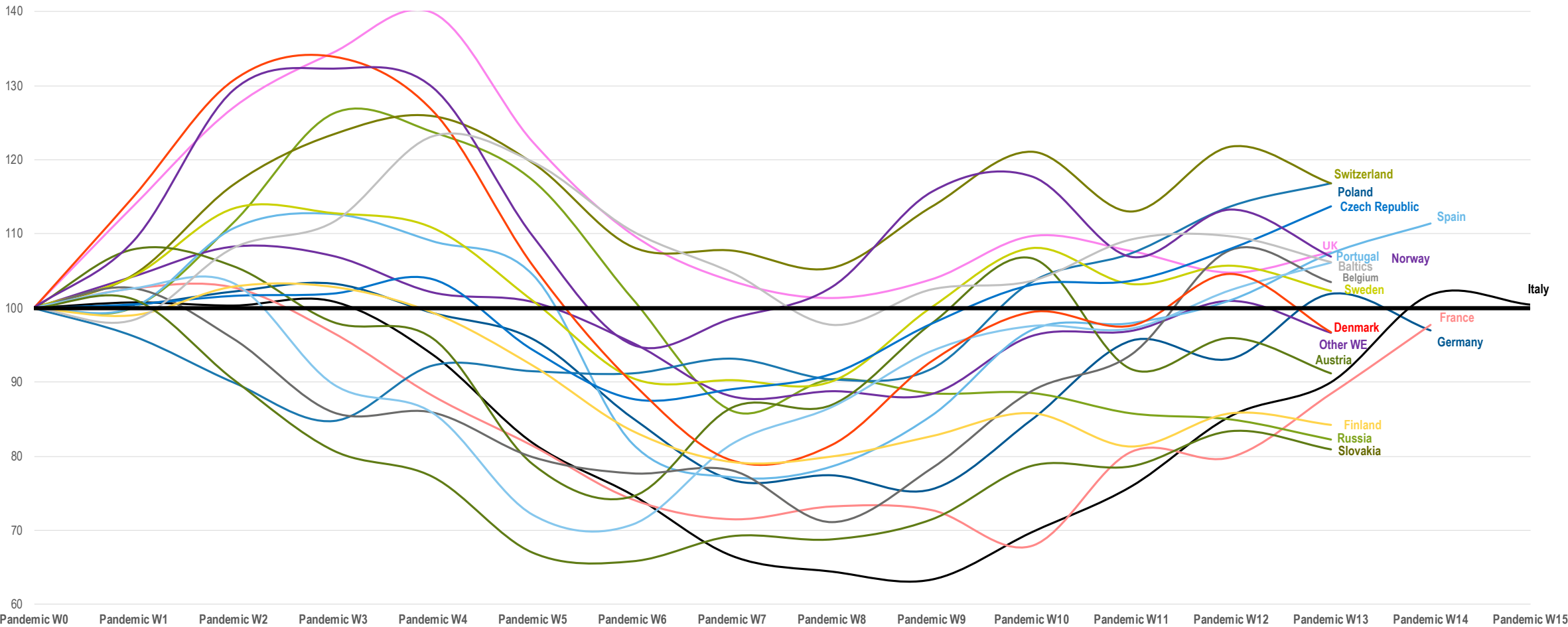


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

VOLUME SALES – FROM 5 TO 8 COUNTRIES BELOW THE 100 BASE INDEX



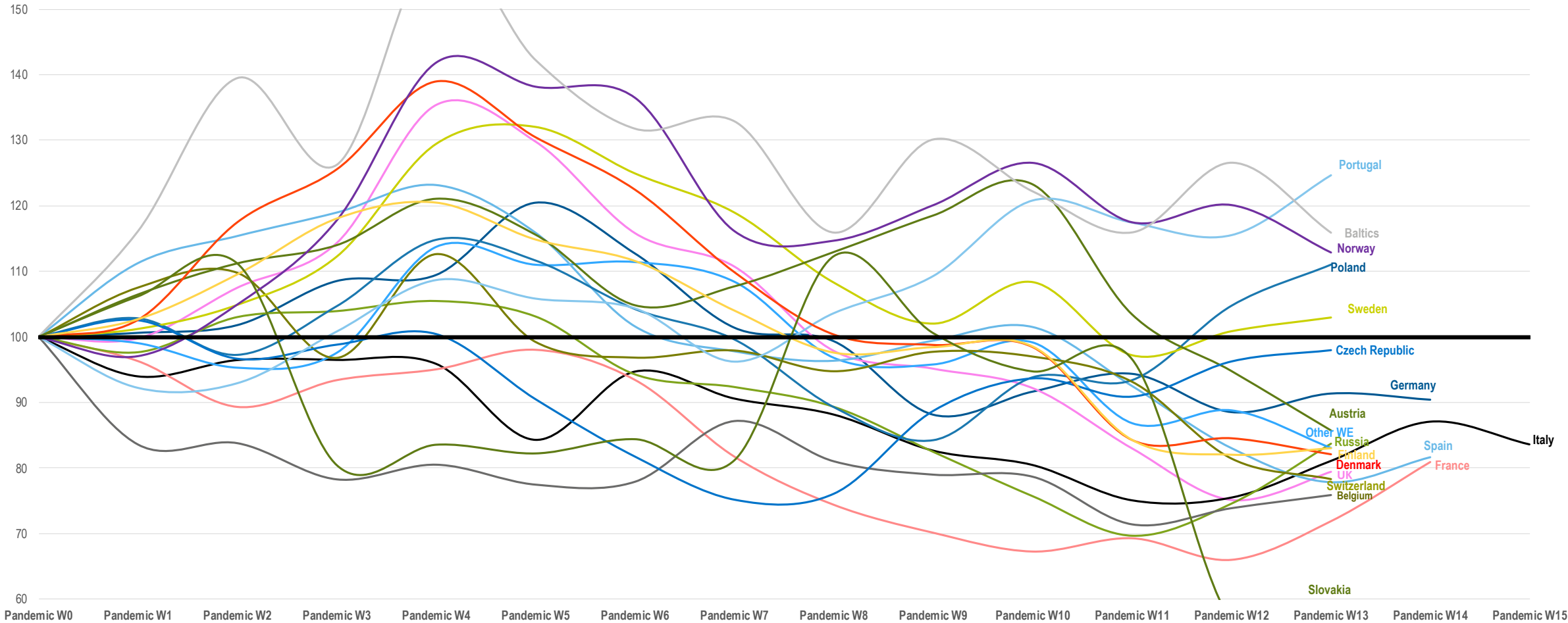
Weekly Revenue Trend Index - All Countries (Volume)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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

VALUE SALES – CONTINUING TO BE SOME POSITIVE SIGNS

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

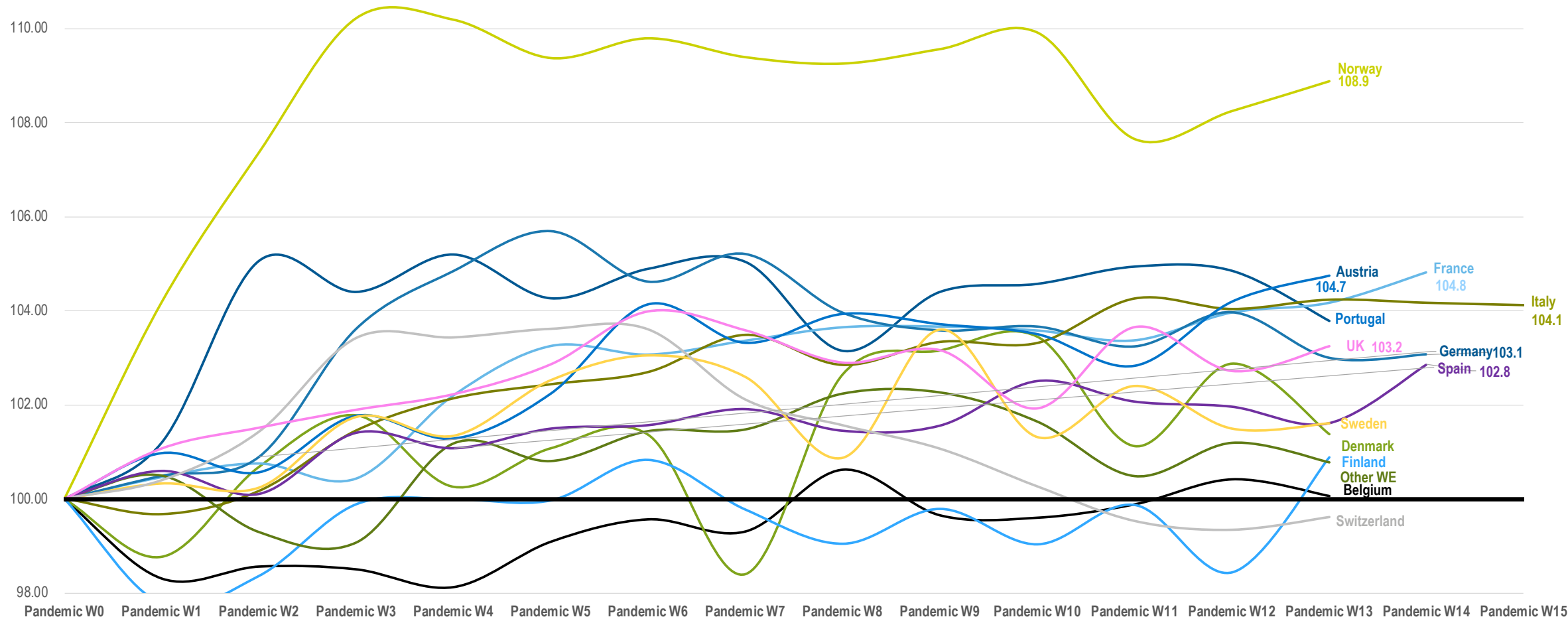


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

WESTERN EUROPE: NOTEBOOK AVERAGE PRODUCT PRICE INDEX

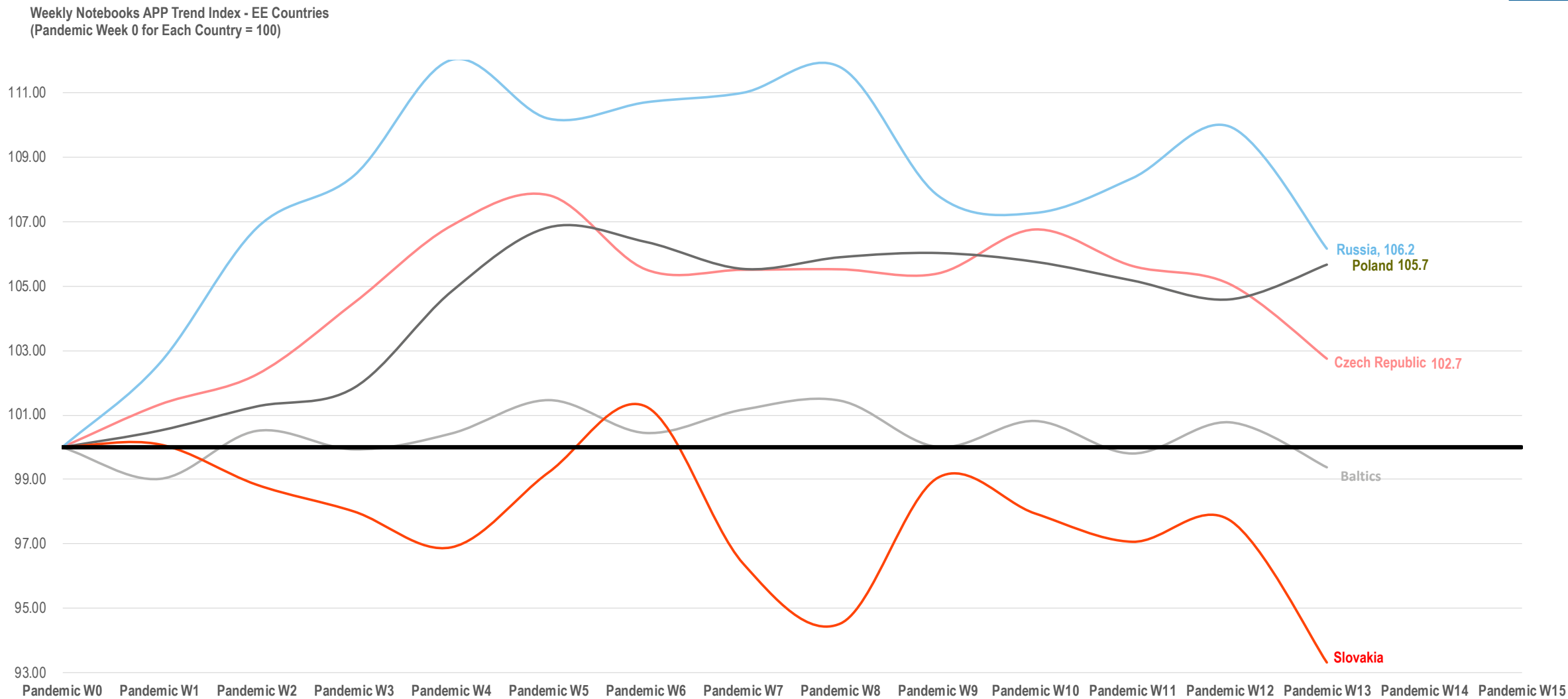


Weekly Notebooks APP Trend Index - WE Countries
(Pandemic Week 0 for Each Country = 100)



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.

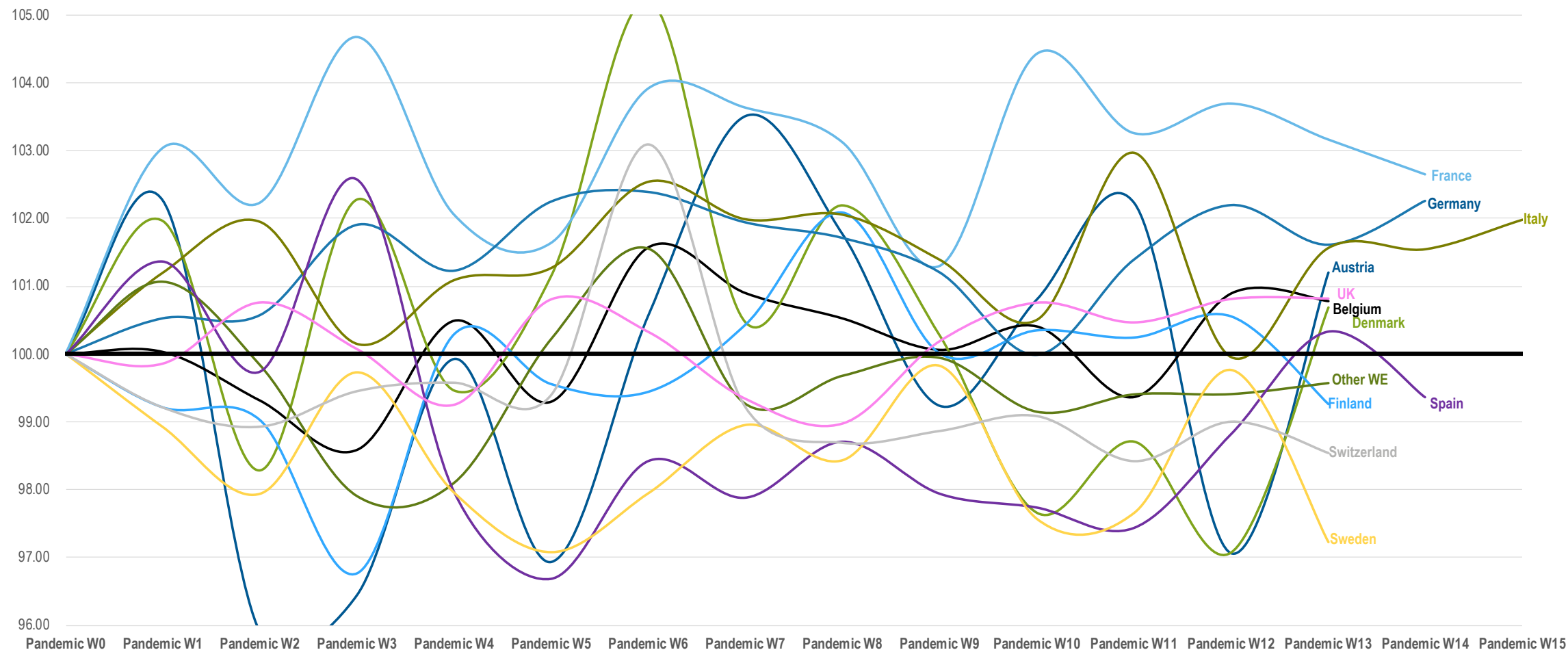
EASTERN EUROPE: NOTEBOOK AVERAGE PRODUCT PRICE INDEX



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.

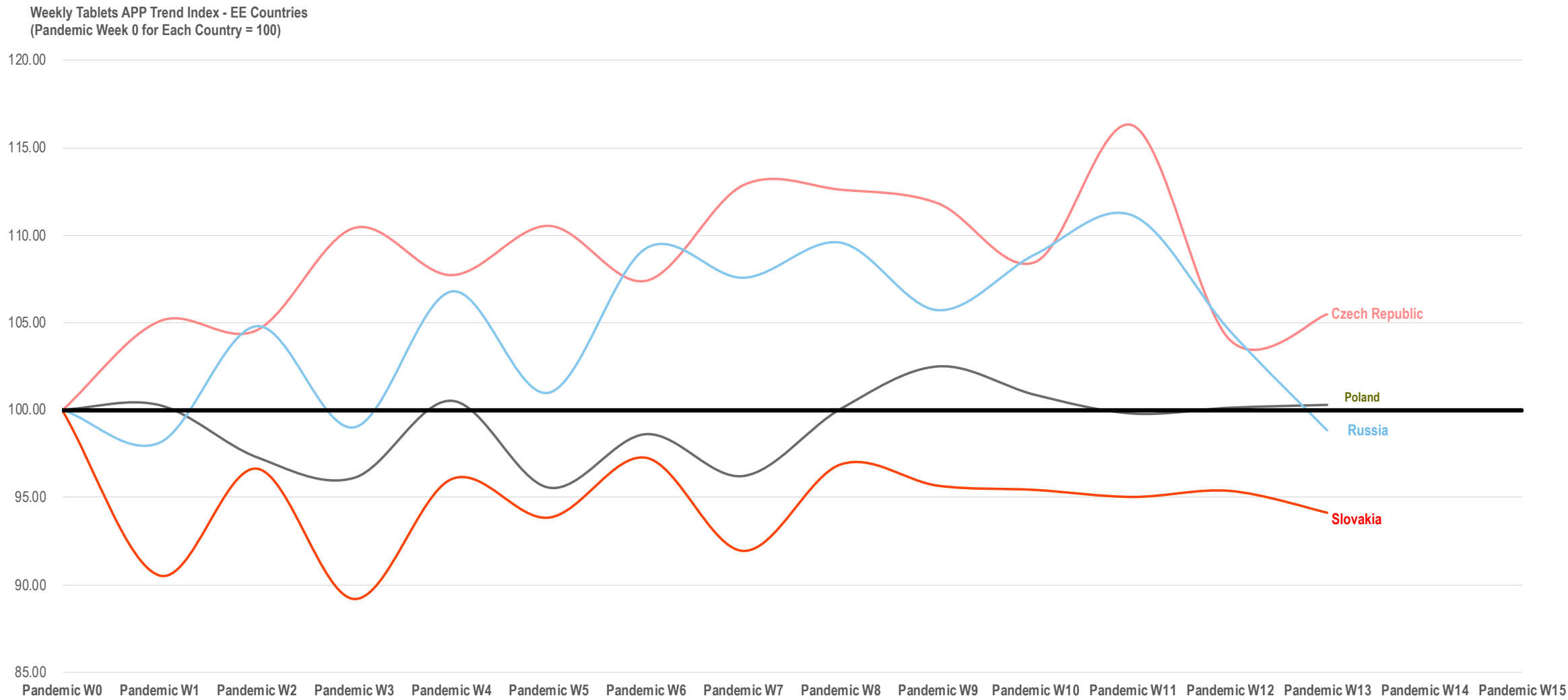
WESTERN EUROPE: TABLET AVERAGE PRODUCT PRICE INDEX

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



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

EASTERN EUROPE: TABLET AVERAGE PRODUCT PRICE INDEX

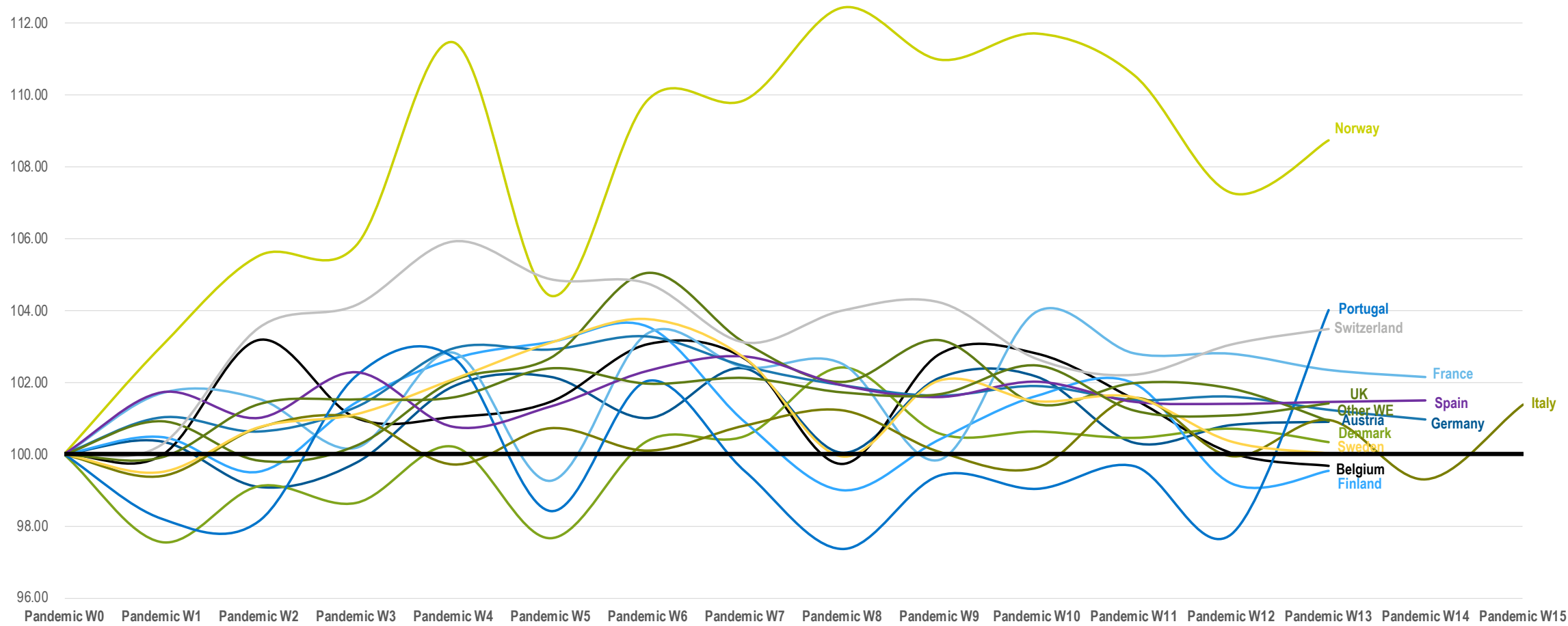


Distribution sell through price of tablet products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

WESTERN EUROPE: MONITORS AVERAGE PRODUCT PRICE INDEX

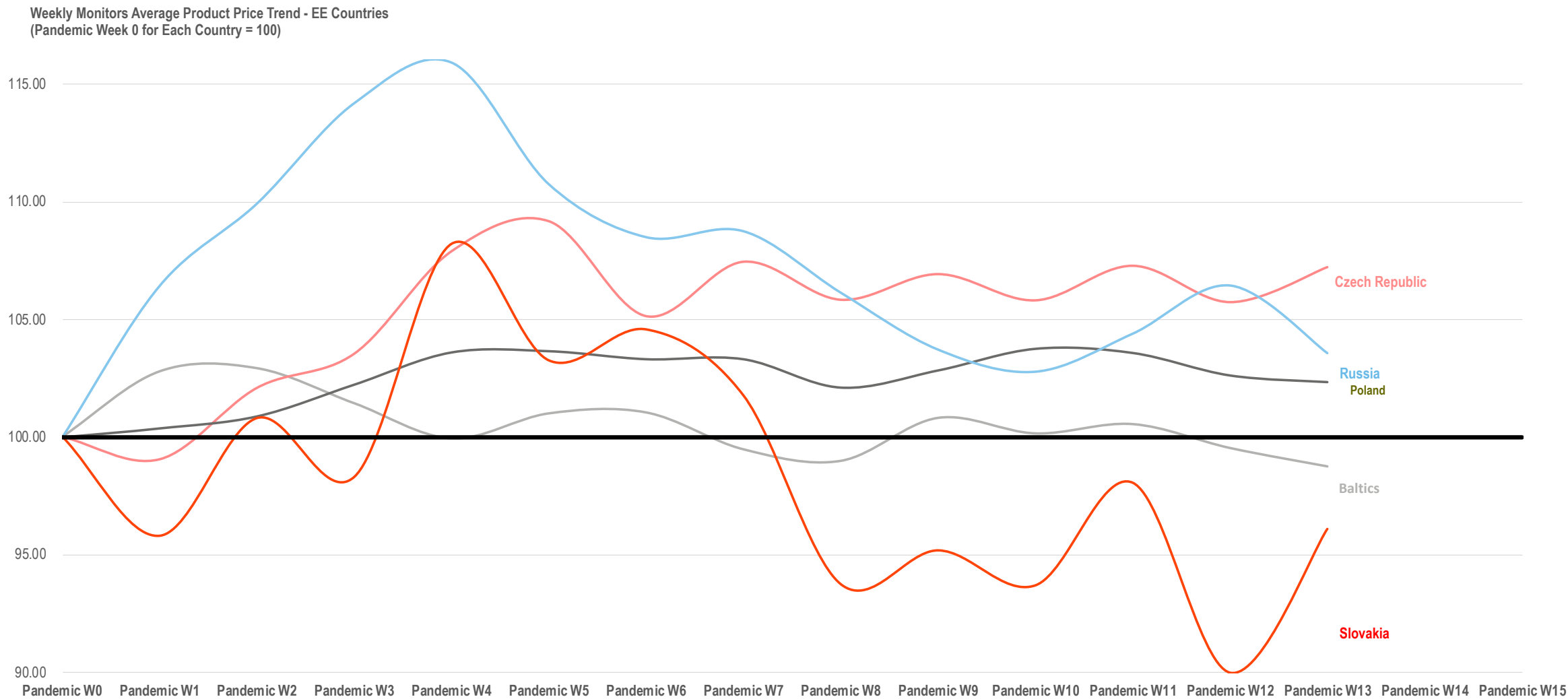


Weekly Monitors Average Product Price Trend - WE Countries
(Pandemic Week 0 for Each Country = 100)



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

EASTERN EUROPE: MONITORS AVERAGE PRODUCT PRICE INDEX



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

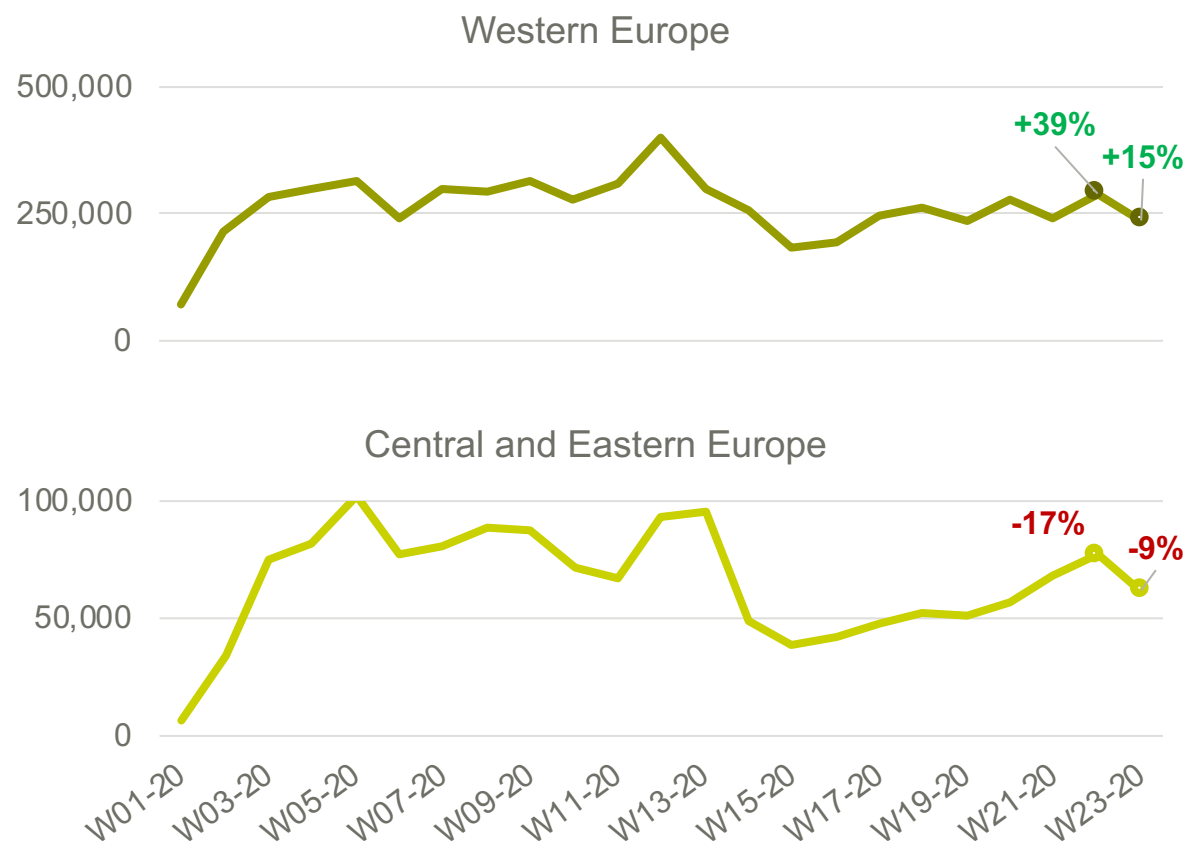
Monitors Analyst Update

17th June 2020

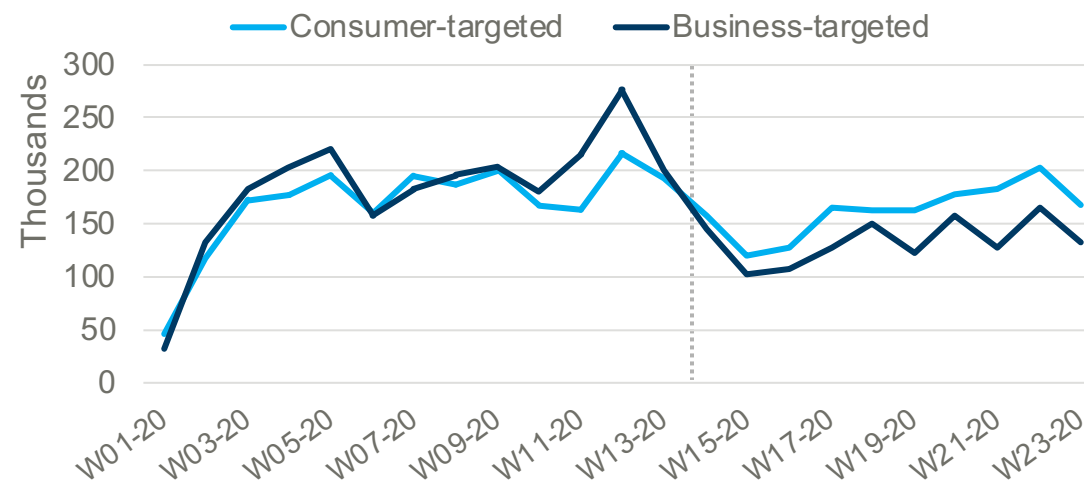


MONITOR SUPPLY LEVELS IMPROVE, WHILE DEMAND REMAIN STRONG IN WE

Desktop monitor volume sales (sell-through)



Desktop monitor volume sales (WE+CEE)



- **WE:**
 - Early Q2-20: units +8% Y/Y, revenues +9% Y/Y
 - YTD: units +15% Y/Y, +16% Y/Y
- **CEE:**
 - Early Q2-20: units -8% Y/Y, revenues -14% Y/Y
 - YTD: units -6% Y/Y, -4% Y/Y

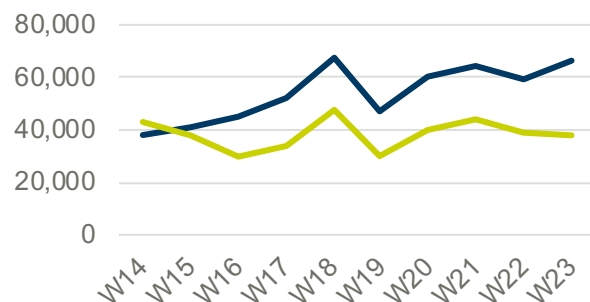
* W23 includes 1-7th of June 2020

EARLY JUNE-20: SALES STILL DOWN IN FRANCE AND ITALY

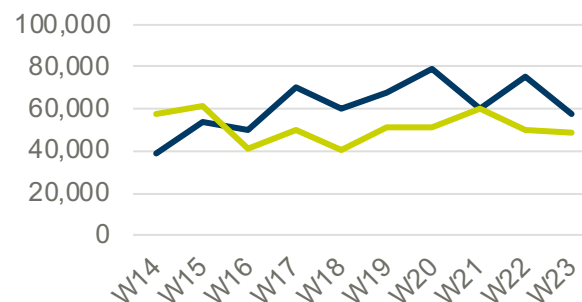
2019
2020



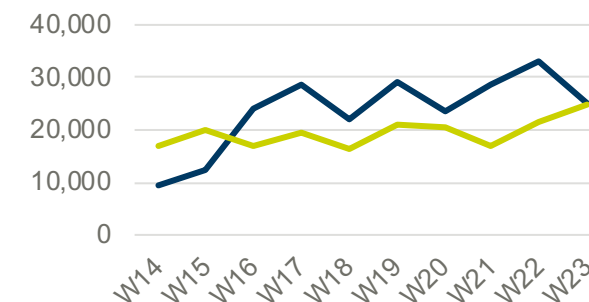
Desktop monitor volume sales (sell-through)



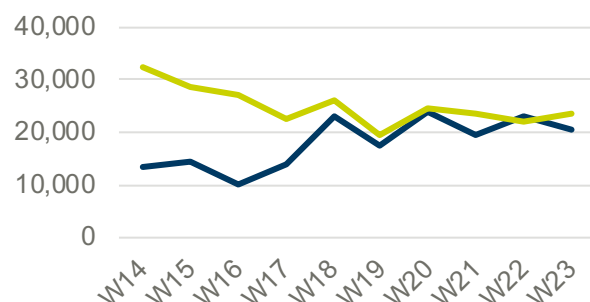
UK	Q1	Apr	May	W23
Vol Y/Y	34%	39%	37%	74%



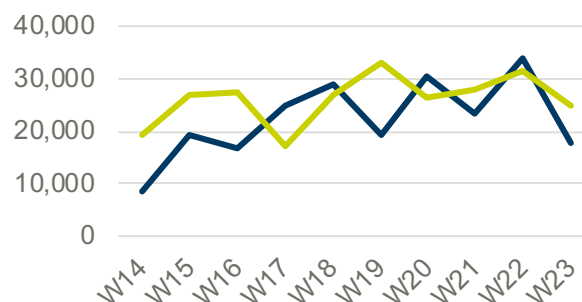
DE	Q1	Apr	May	W23
Vol Y/Y	25%	18%	22%	18%



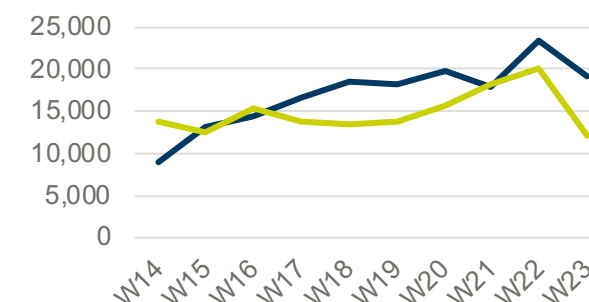
ES	Q1	Apr	May	W23
Vol Y/Y	16%	15%	33%	2%



FR	Q1	Apr	May	W23
Vol Y/Y	0%	-45%	-7%	-12%



IT	Q1	Apr	May	W23
Vol Y/Y	-8%	-11%	-16%	-27%



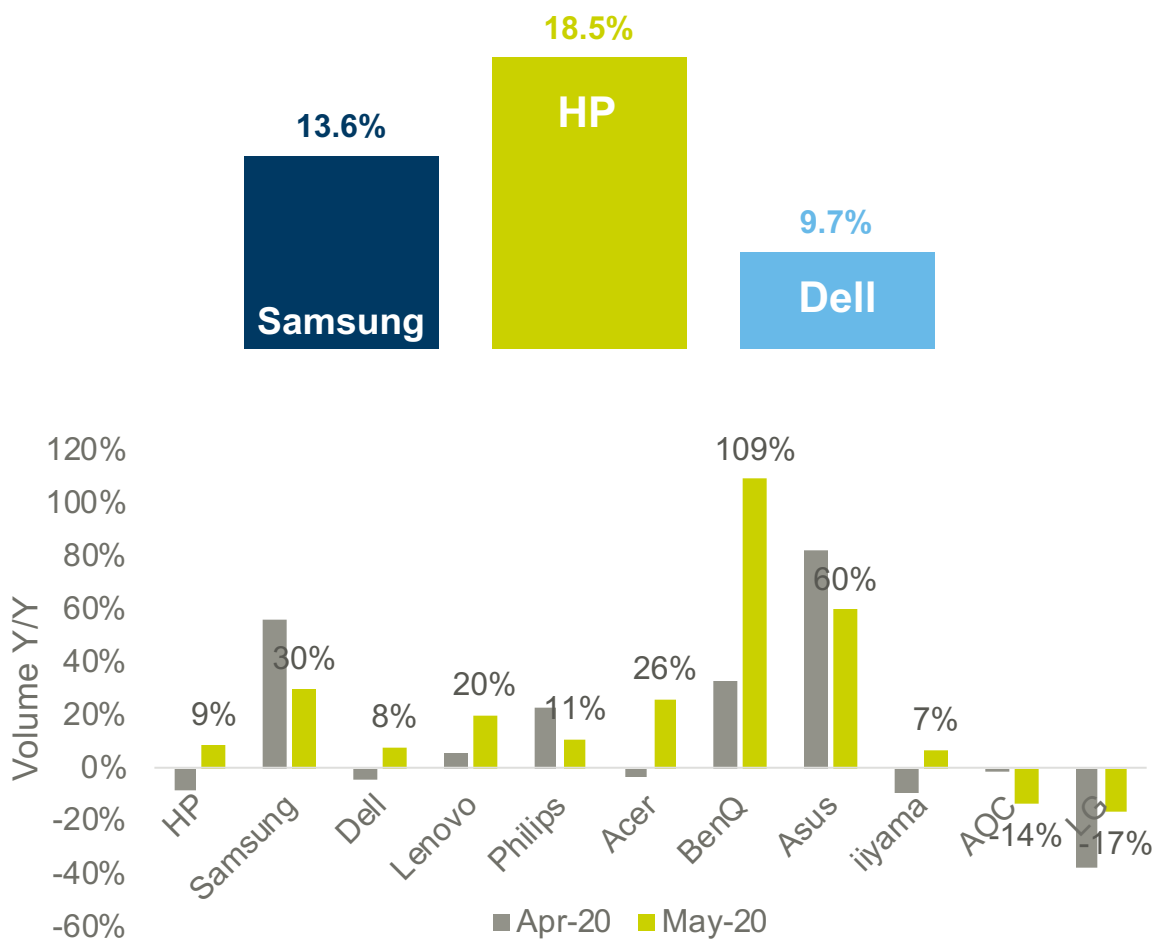
PL	Q1	Apr	May	W23
Vol Y/Y	9%	6%	16%	58%

* W23 includes 1-7th of June 2020

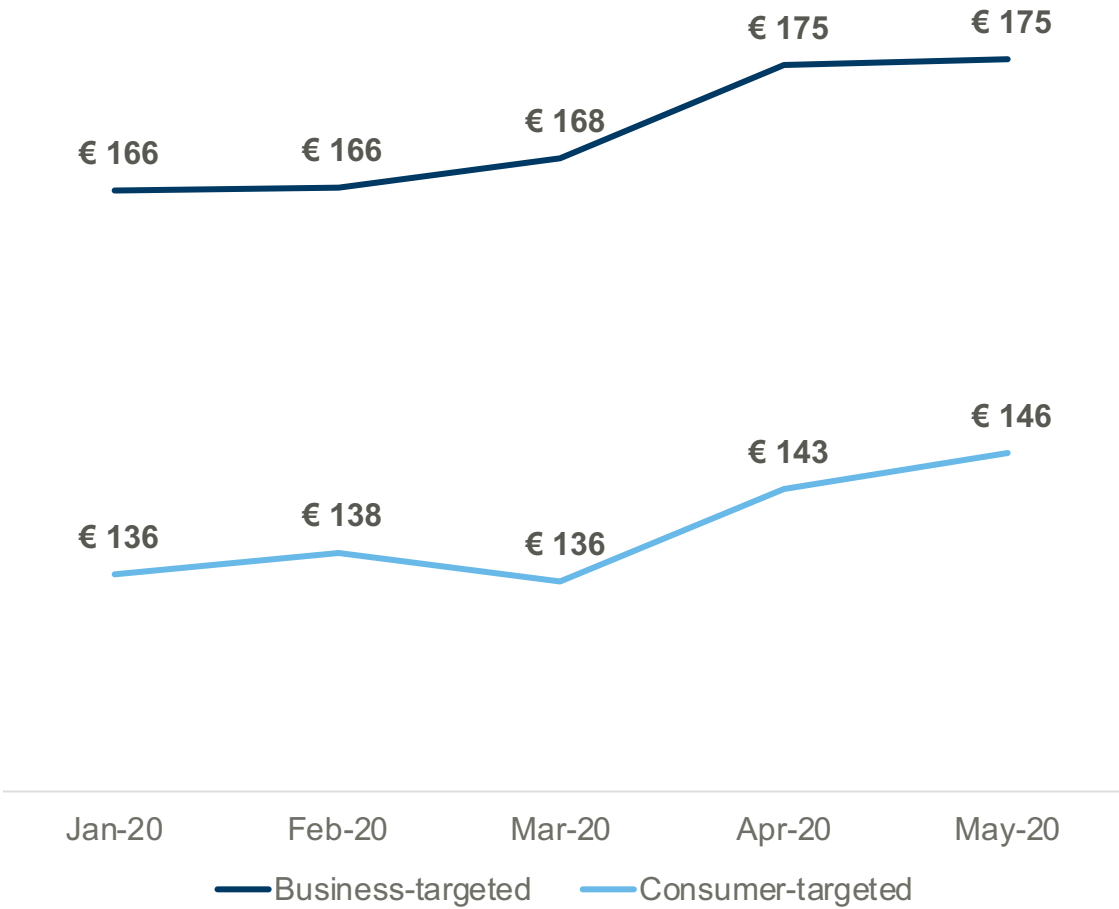
SALES IN MAY IMPROVE FOR MANY VENDORS; GROWING SALES OF HIGH-END MODELS PUSH ASPS UP



Vendor performance in distribution, WE



Desktop monitor ASP, WE

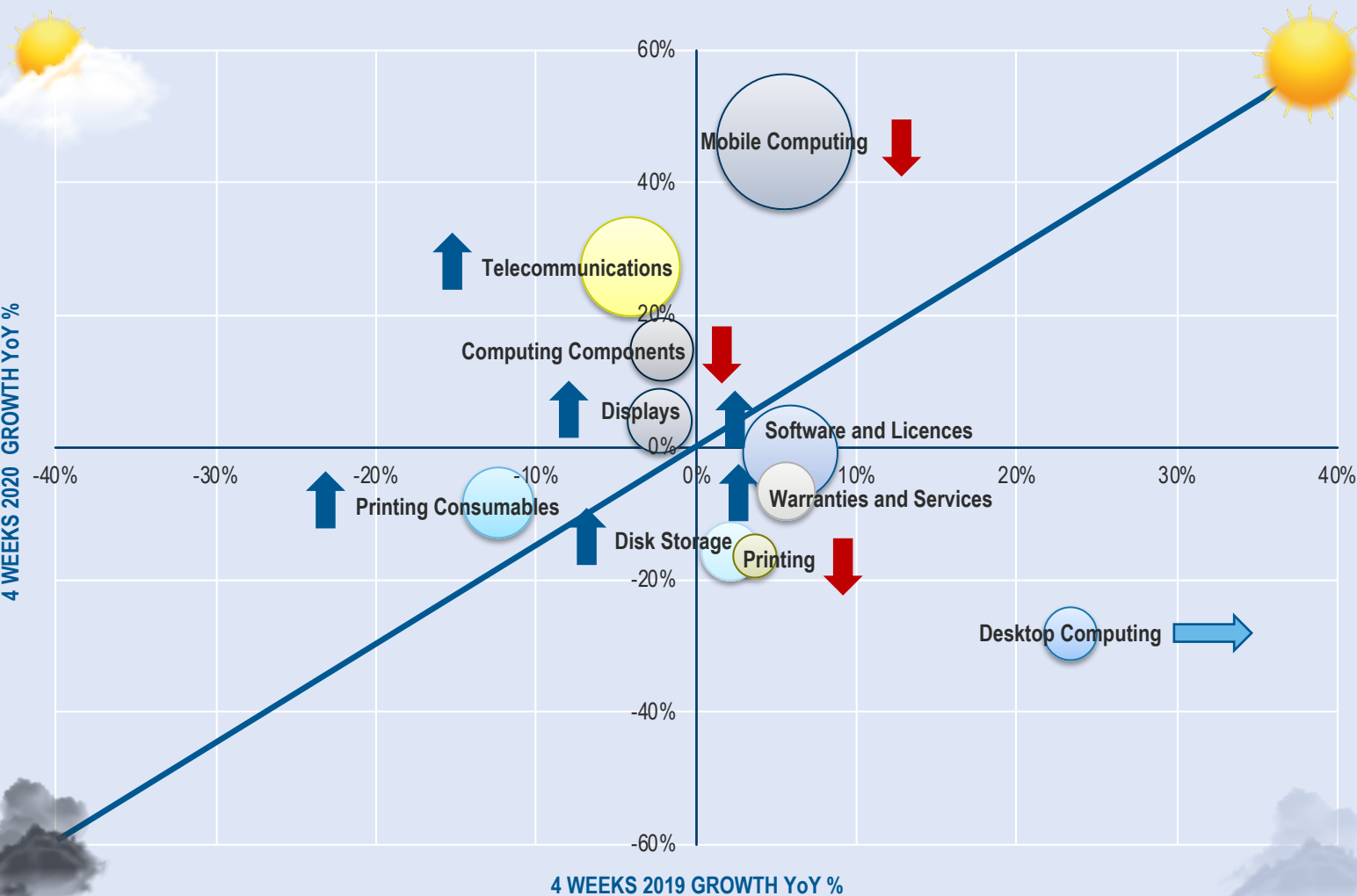


03

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 23 (07/06/20) vs same period 2019

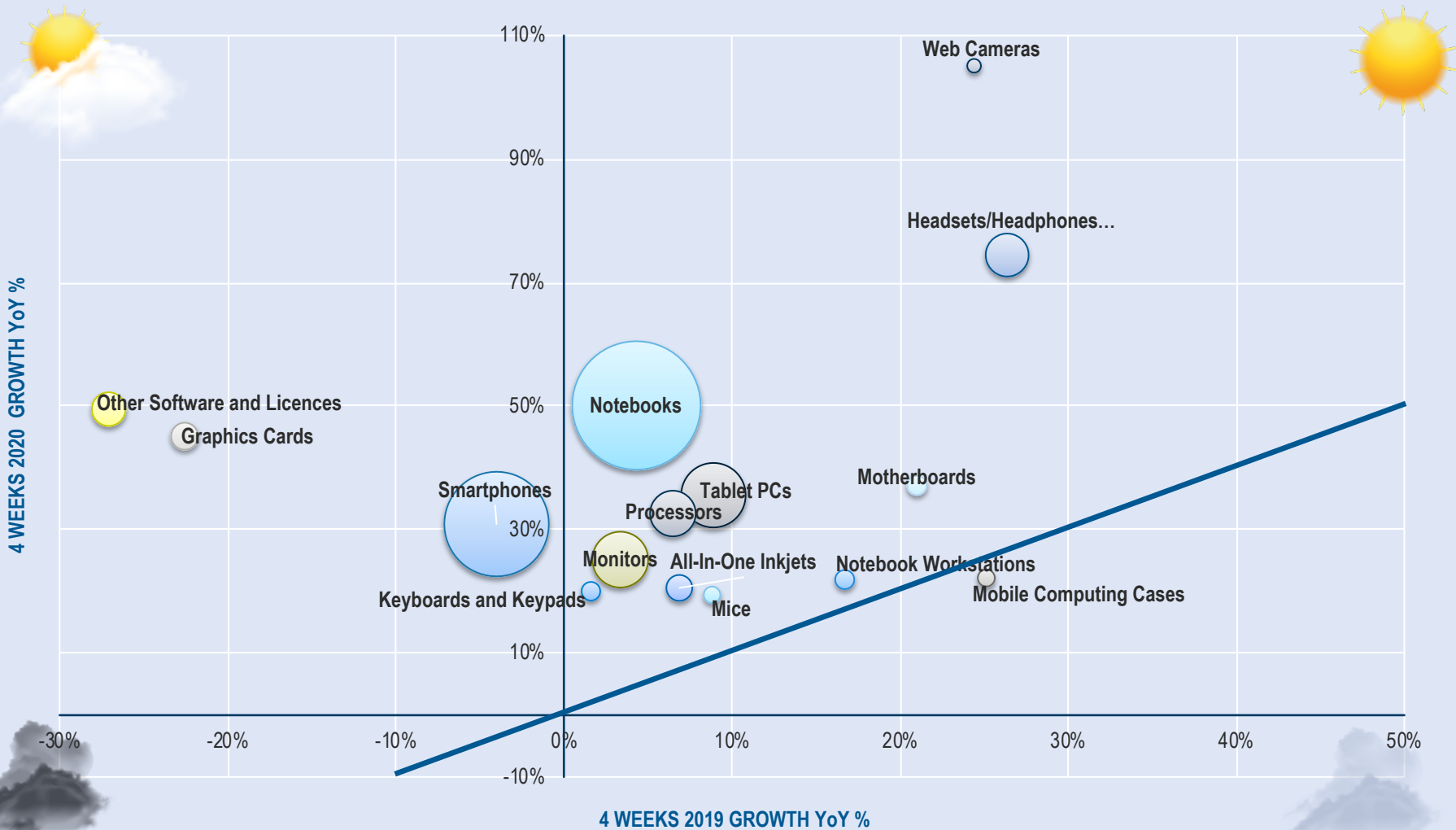


Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	2019	2020
Mobile Computing	5%	46%
Telecommunications	-4%	27%
Software and Licences	6%	-1%
Printing Consumables	-12%	-8%
Displays	-2%	4%
Computing Components	-2%	15%
Disk Storage	2%	-16%
Warranties and Services	6%	-7%
Desktop Computing	23%	-28%
Audio-Video Systems	18%	41%
Networking Systems	11%	-14%
Printing	4%	-16%
Computing Accessories	12%	14%
Server Computing	-3%	-15%
Data Center Networking and Security	1%	-26%
Wireless Networking	-3%	18%
Wearable Devices	44%	7%
Power Equipment	4%	-15%
Other Networking Equipment	0%	-1%
Home and Garden	32%	6%
Connectivity	14%	-14%
Games Consoles	-24%	70%
Removable Storage	-25%	-30%
Smart Home and Office	172%	-30%
Electronics	-28%	-42%
Unified Communications	-6%	-22%
Scanner Imaging	7%	-6%
Security	-9%	-15%
Terminals, Thin Clients and Points of Sales	-11%	-32%
Tape Storage	-30%	-6%
Photo and Video Cameras	-31%	-50%
eHealth Devices	50%	54%
Security Devices	42%	-7%

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 23 (07/06/20) vs same period 2019

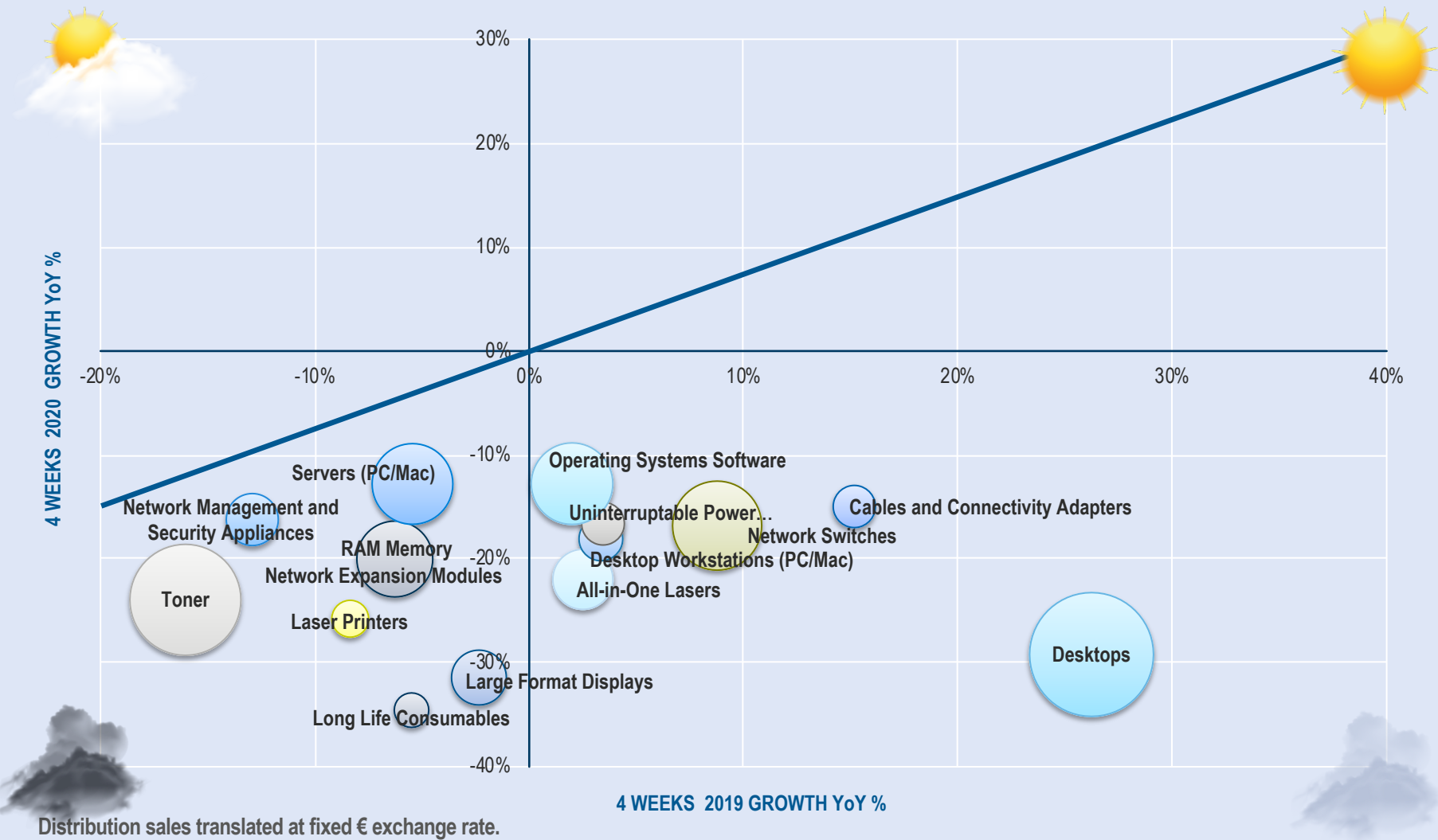


Traffic	
Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	24%	105%
Headsets/Headphones and Microphones	26%	74%
Notebooks	4%	50%
Other Software and Licences	-27%	50%
Graphics Cards	-23%	45%
Motherboards	21%	37%
Tablet PCs	9%	36%
Processors	6%	33%
Smartphones	-4%	31%
Monitors	3%	25%
Mobile Computing Cases	25%	22%
Notebook Workstations	17%	22%
All-In-One Inkjets	7%	21%
Keyboards and Keypads	2%	20%
Mice	9%	19%
Smart Watches	50%	17%
Wireless Access Points	-2%	16%
Ink Cartridges and Tanks	-9%	14%
Security Software	13%	10%
Televisions	-5%	5%
Transceivers	-1%	1%
Virtualisation Software	5%	1%
Database Management Software	-3%	-3%
Network Management Software	14%	-3%
Docking Stations	25%	-3%
Disk Arrays	15%	-4%
Data Management Software	-6%	-4%
Network Routers	17%	-6%
NAS Devices	-12%	-6%
Warranties and Services	6%	-7%
Office Applications Software	15%	-10%
Graphics and Design Software	29%	-10%
Operating Systems Software	2%	-13%
Servers (PC/Mac)	-5%	-13%
Cables and Connectivity Adapters	15%	-15%
Network Management and Security Appliances	-13%	-16%
Uninterruptable Power Supplies (UPS)	3%	-17%
Network Switches	9%	-17%
Desktop Workstations (PC/Mac)	3%	-18%
RAM Memory	-6%	-20%
Network Expansion Modules	-6%	-20%
All-in-One Lasers	3%	-22%
Toner	-16%	-24%
Laser Printers	-8%	-26%
Desktops	26%	-29%
Large Format Displays	-2%	-31%
Long Life Consumables	-5%	-35%

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 23 (07/06/20) vs same period 2019



04

CHANNEL HEALTH

SMR AND CORPORATE RESELLER DROP BACK

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

Week 23

CHANNEL TREND		
WE	EE	Total
-10%	-16%	-11%
5%	3%	5%
-12%	-33%	-14%
47%	-5%	39%
35%	40%	36%

Week 22

CHANNEL TREND		
WE	EE	Total
-11%	-19%	-11%
3%	-6%	2%
-12%	-23%	-13%
49%	32%	46%
29%	49%	33%

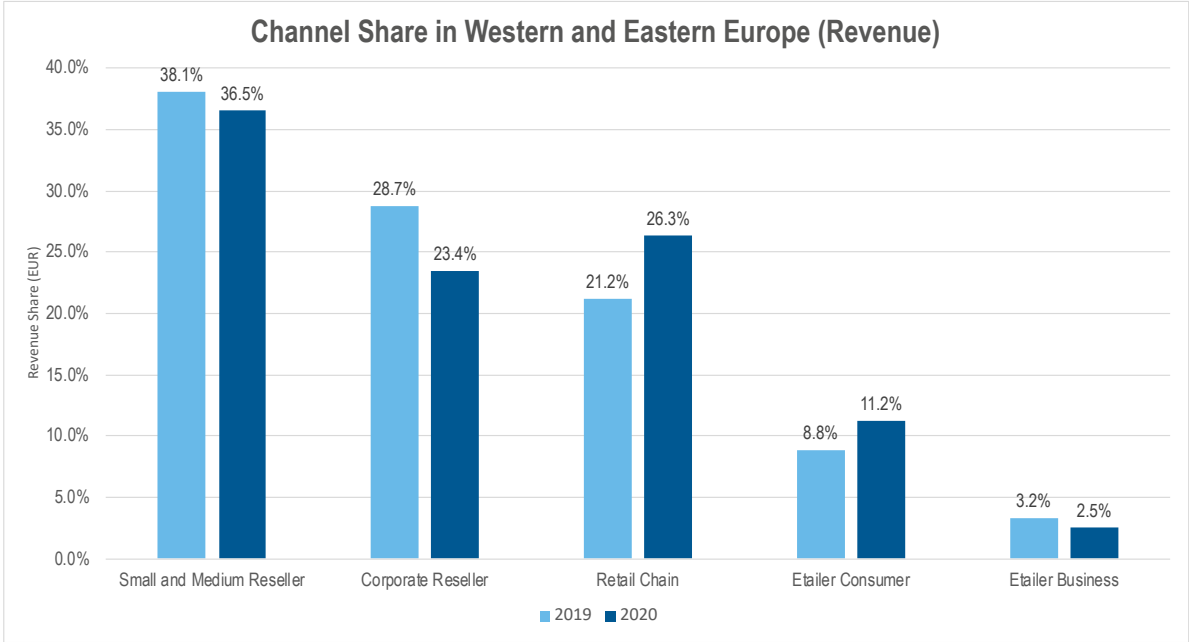
Week 21

CHANNEL TREND		
WE	EE	Total
-10%	-1%	-9%
-4%	7%	-2%
-14%	-19%	-14%
46%	17%	42%
10%	49%	16%

Week 20

CHANNEL TREND		
WE	EE	Total
-3%	-10%	-4%
2%	5%	2%
-10%	-23%	-11%
55%	15%	49%
5%	45%	12%

Channel Share in Western and Eastern Europe (Revenue)



Above	15%
Inbetween	
Below	-20%

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

SMR STILL DOWN IN FRANCE AND THE UK

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE
Business Channels	Corporate Reseller	-18%	7%	-8%	-7%	-28%	-43%	-22%	2%	-31%	24%	-26%	-3%	-26%	-9%
	Small and Medium Reseller	13%	-14%	18%	-1%	15%	17%	6%	-2%	-9%	5%	-1%	15%	13%	3%
	Etailer Business	2%	-16%	-5%	-32%	-4%	-23%	-21%	-2%	-42%	19%	-4%	-11%	-28%	-32%
Retail Channels	Etailer Consumer	26%	98%	-4%	-1%	79%	38%	141%	83%	54%	26%	137%	67%	16%	41%
	Retail Chain	64%	18%	24%	50%	17%	43%	4%	25%	20%	31%	31%	1%	47%	30%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-22%	11%	-26%	-32%	9%
	Small and Medium Reseller	-17%	5%	5%	12%	-17%
	Etailer Business	-50%	15%	-20%	-33%	-11%
Retail Channels	Etailer Consumer	51%	18%	12%	43%	-20%
	Retail Chain	52%	34%	91%	148%	16%

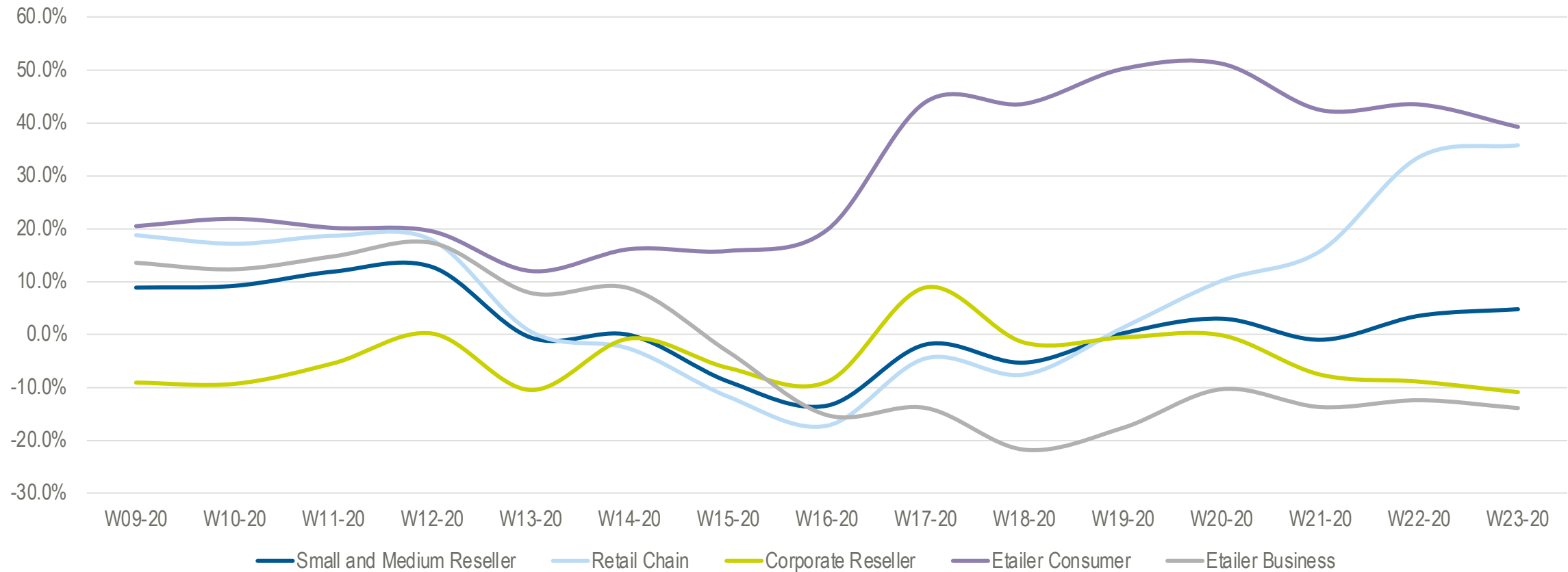
Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

THE RISE OF RETAIL



Europe: Channel YOY growth/decline Week 9 to Week 23: 4 week rolling revenues



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

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 22 (June 07 2020) vs Same Period 2019**

Created For: **CONTEXT**

Version: **V15**

Date Published: **15 June 2020**

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CONTEXT Covid-19 Weekly Report

Contents

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[Back to Contents](#)

Cover

Contents

Index Total Market

Index Total Market WE

Index Total Market EE

Index Thumbnail WE

Index Thumbnail EE

Index Volume Market

Index Vol Market WE Thumbnails

Index Vol Market EE Thumbnails

Index Value Market

Index Val Market WE Thumbnails

Index Val Market EE Thumbnails

Weekly %YoY Trend

Weekly %YoY Trend WE Thumbnails

Weekly %YoY Trend EE Thumbnails

Index Notebooks APP Trend WE

Index Notebooks APP Trend EE

Index Monitors APP Trend WE

CONTEXT Covid-19 Weekly Report

Index Total Market

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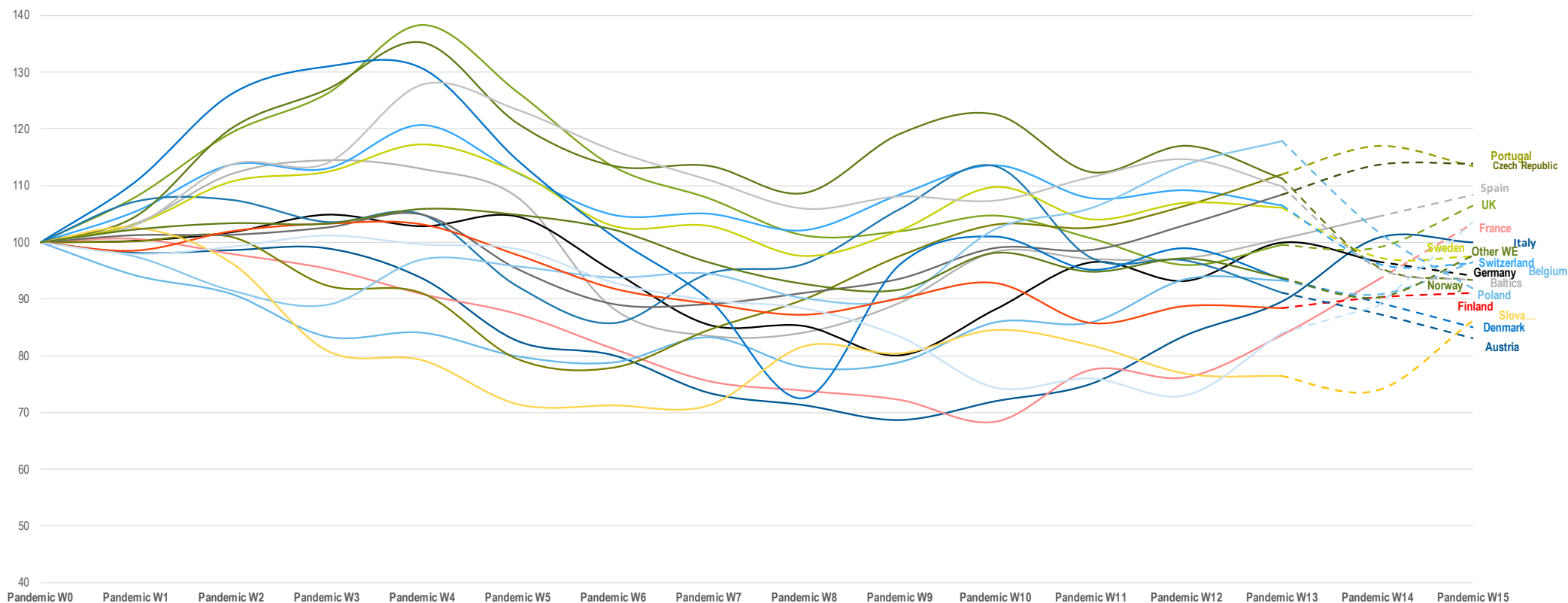
[Back to Contents](#)

Index Total Market

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)



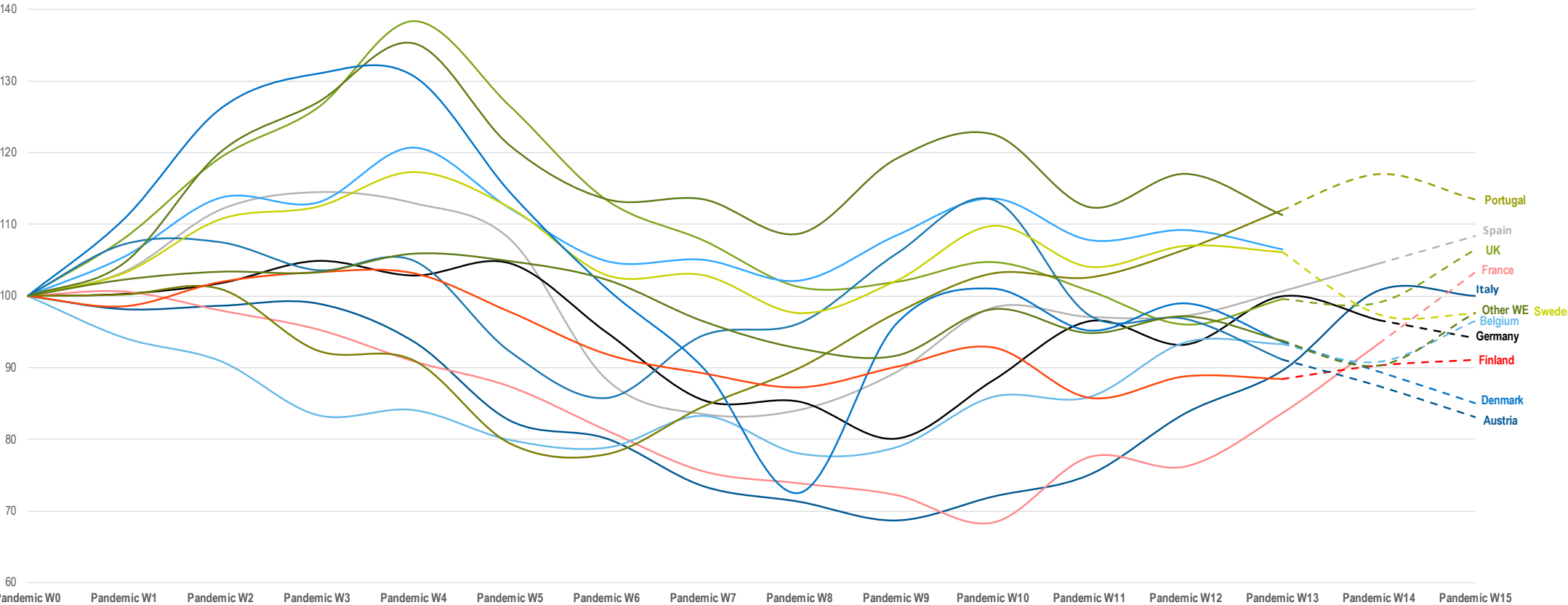
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Index Total Market WE
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[Back to Contents](#)

Index Total Market WE
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: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

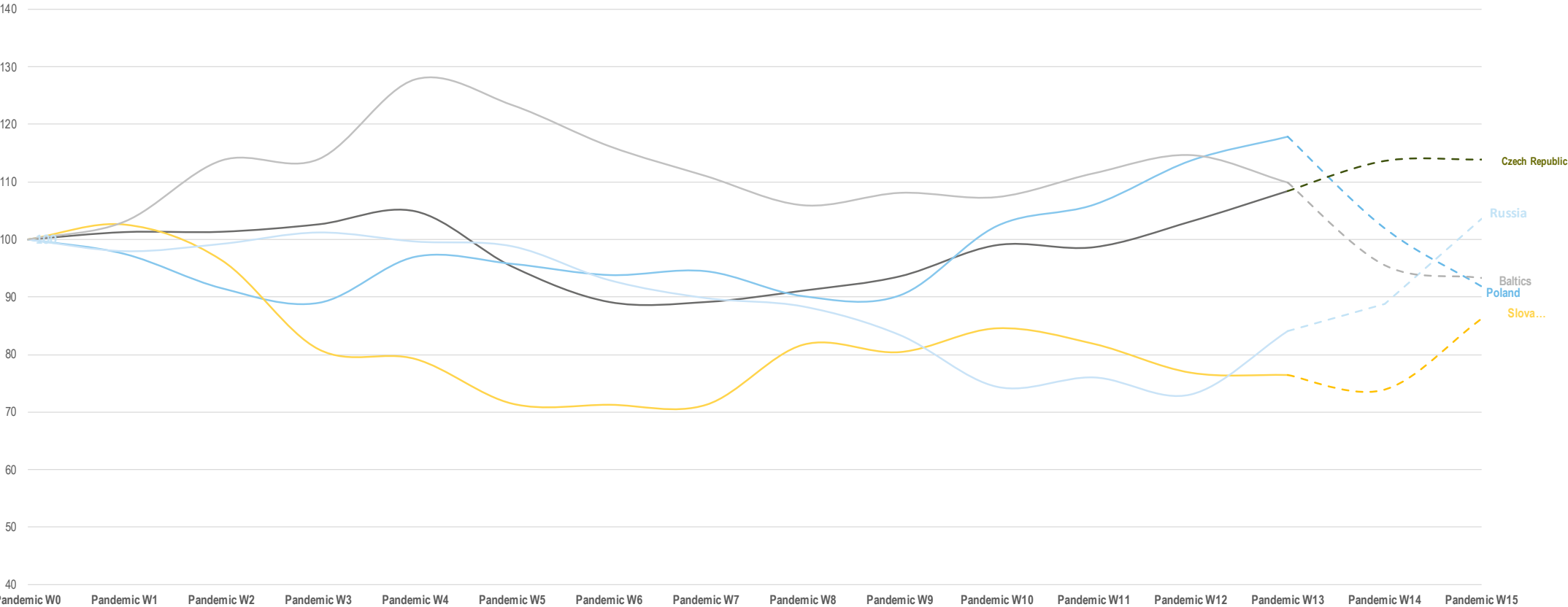
Index Total Market EE
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[Back to Contents](#)

Index Total Market WE

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)

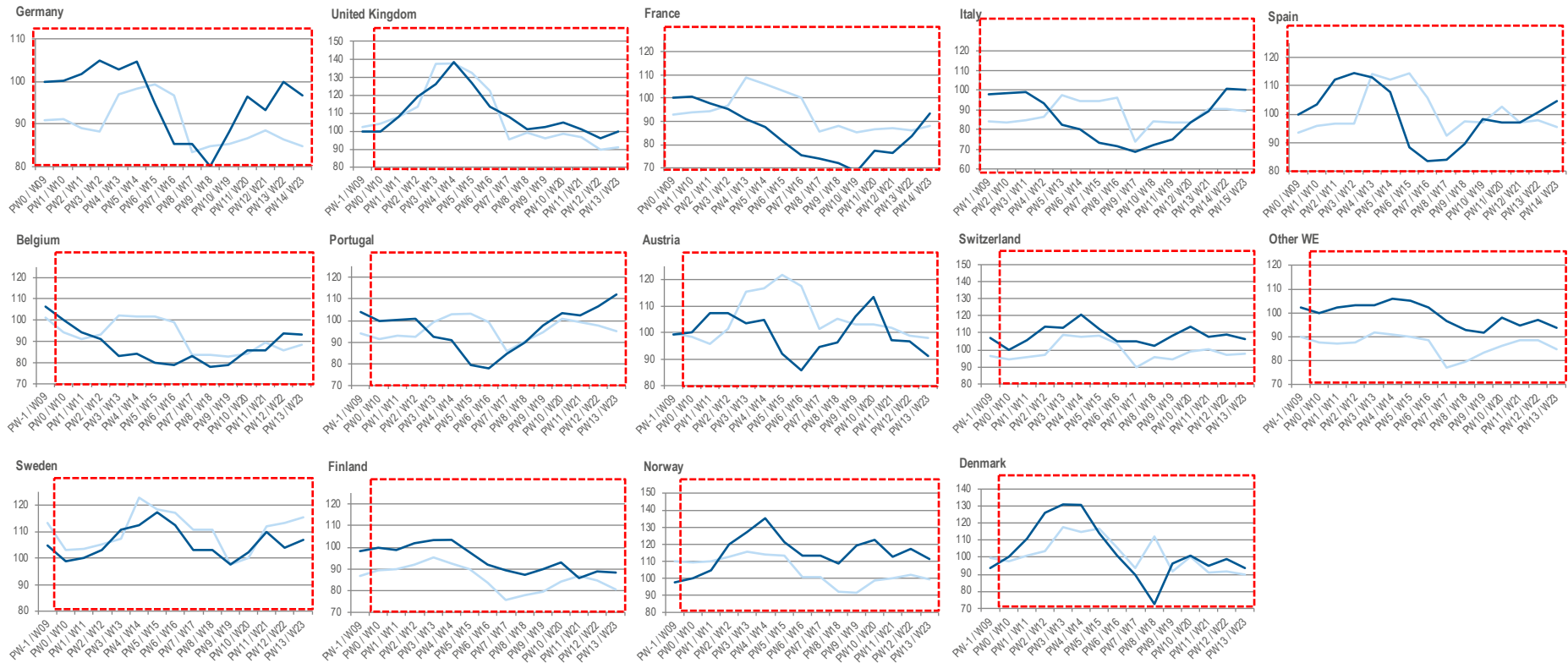


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

Index Revenue Trend - Western Europe

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

2020 — 2019



CONTEXT Covid-19 Weekly Report

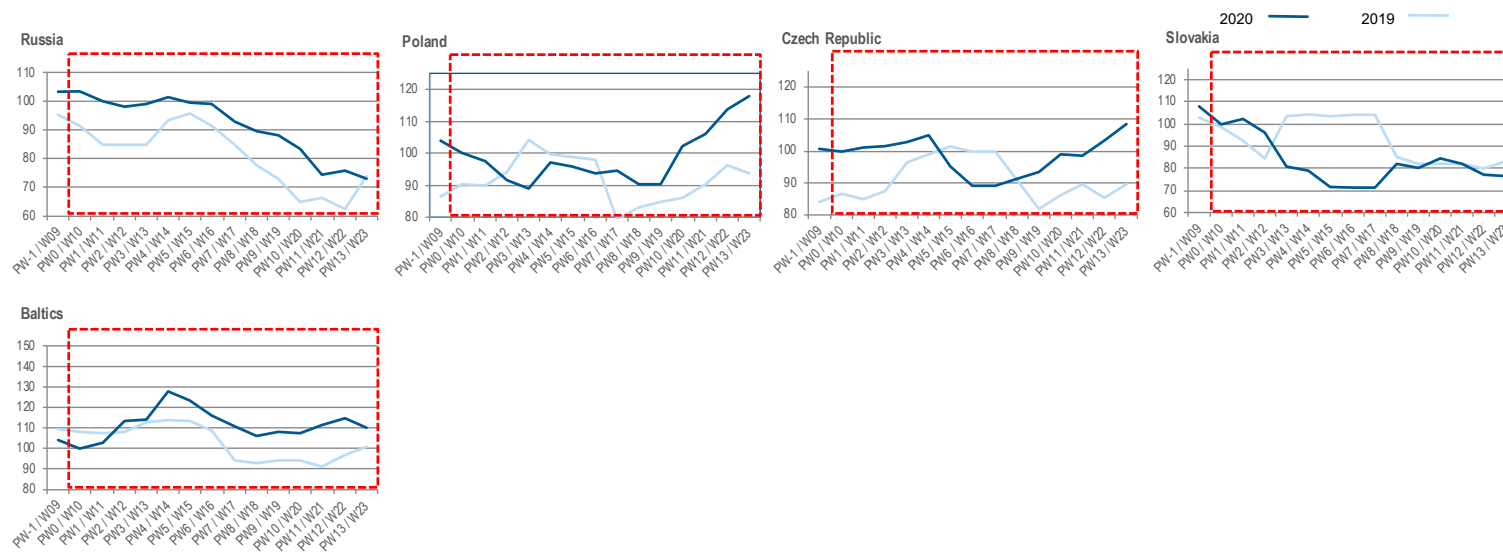
Index Thumbnail EE

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[Back to Contents](#)

Index Revenue Trend - Eastern Europe

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

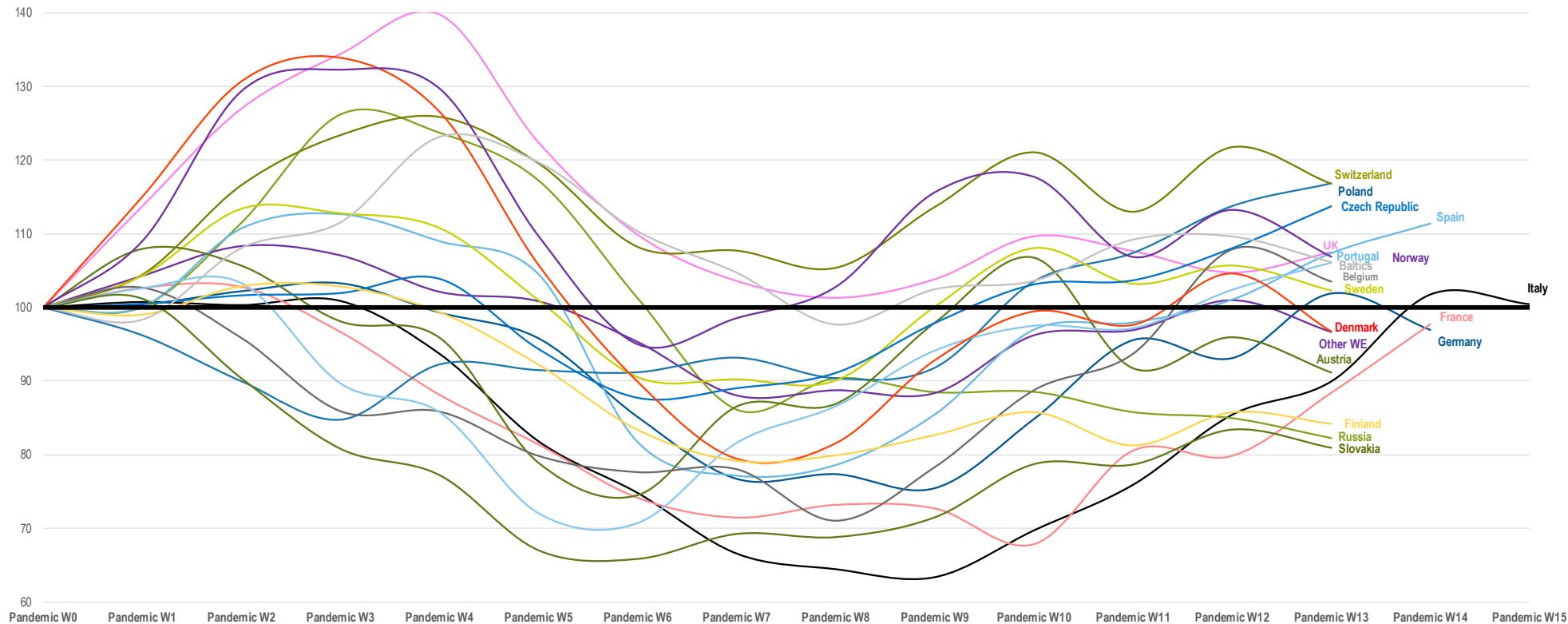


CONTEXT Covid-19 Weekly Report

Index Volume Market
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[Back to Contents](#)

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.

CONTEXT Covid-19 Weekly Report

Index Vol Market WE Thumbnails

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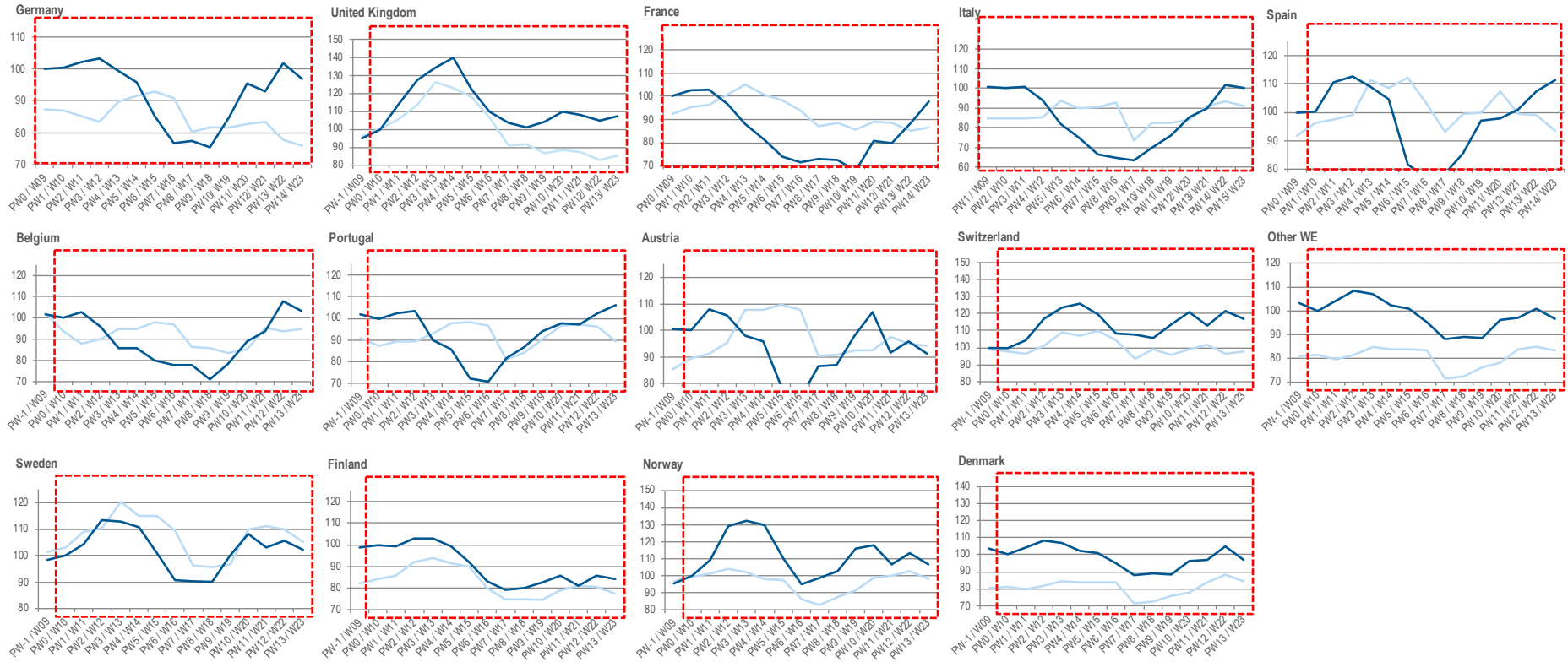
[Back to Contents](#)

Index Volume Market - Western Europe

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

Volume 2020

Volume 2019



CONTEXT Covid-19 Weekly Report

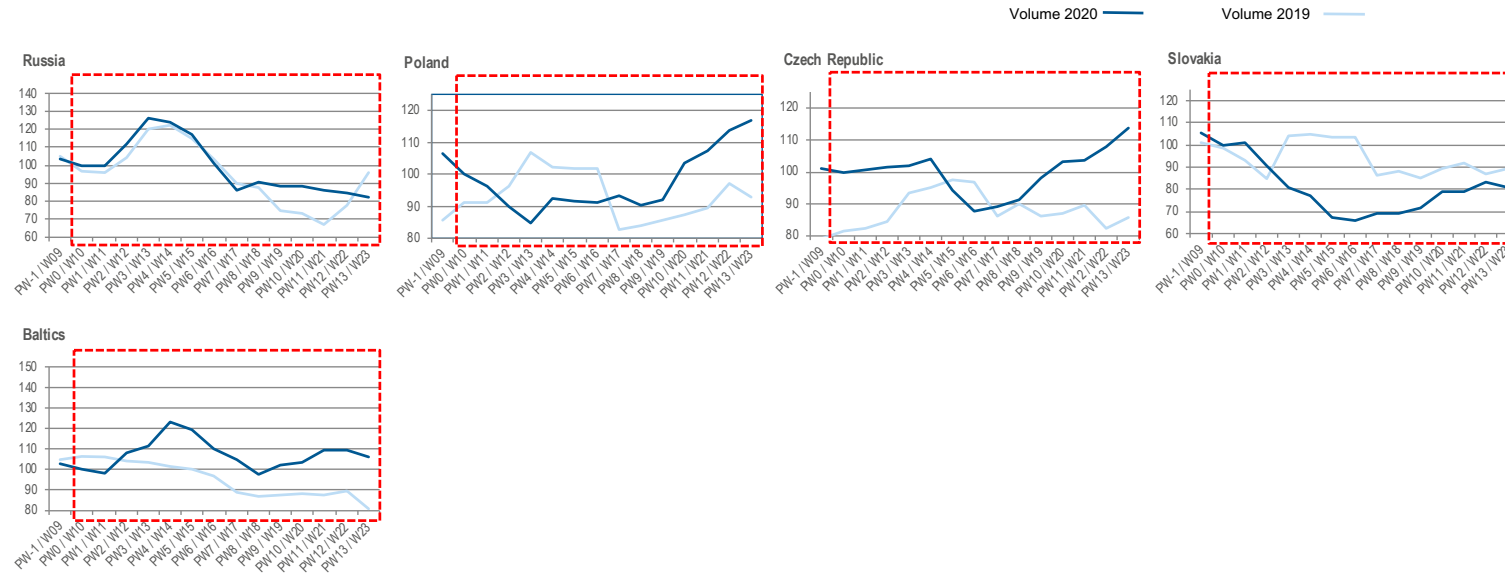
Index Vol Market EE Thumbnails

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[Back to Contents](#)

Index Volume Market - Eastern Europe

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



CONTEXT Covid-19 Weekly Report

Index Value Market

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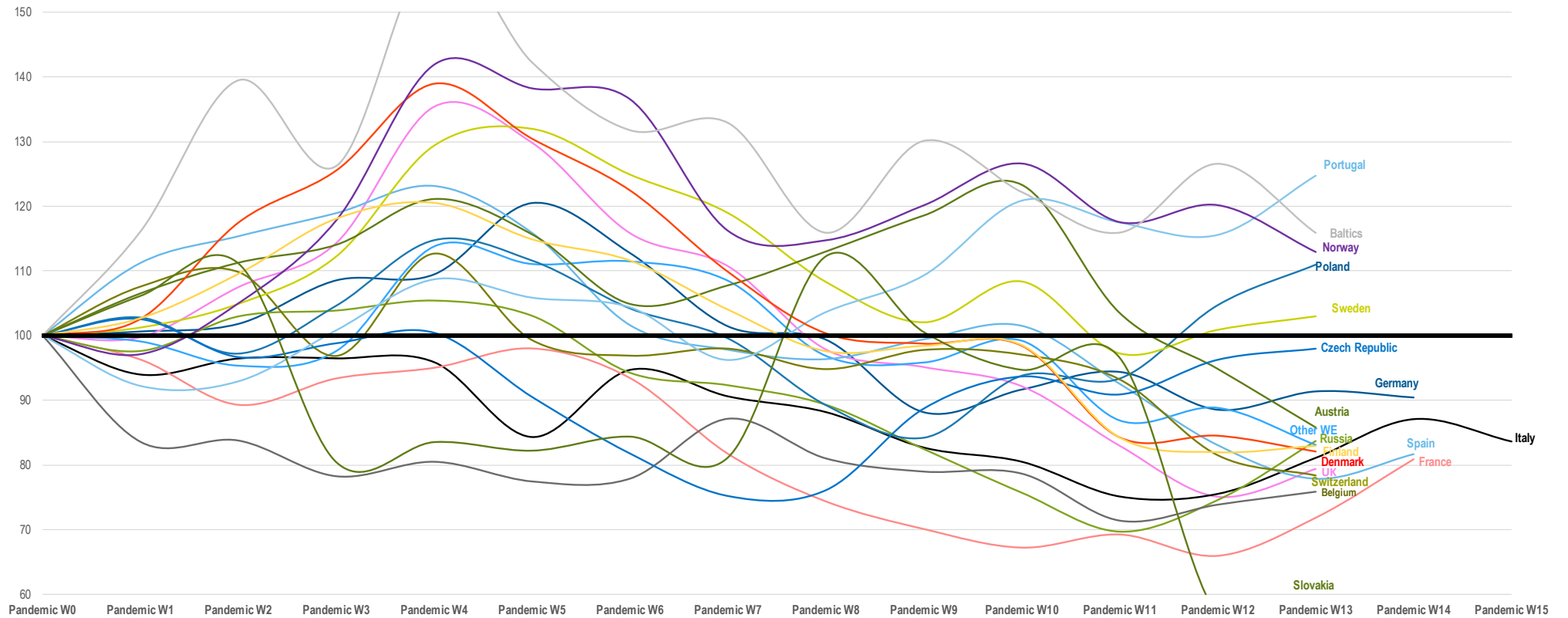
[Back to Contents](#)

Index Value Market

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: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Index Val Market WE Thumbnails

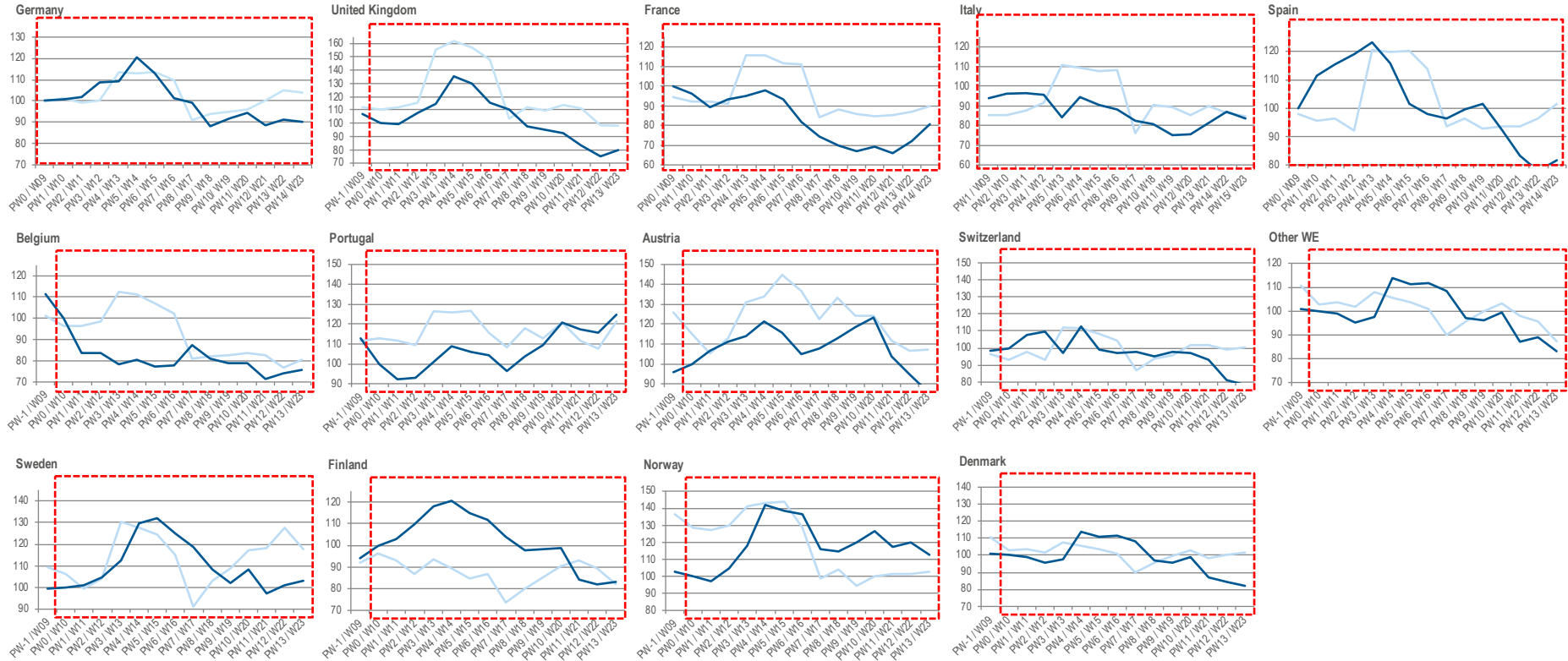
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[Back to Contents](#)

Index Value Market - Western Europe

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

Value 2020 — Value 2019 —

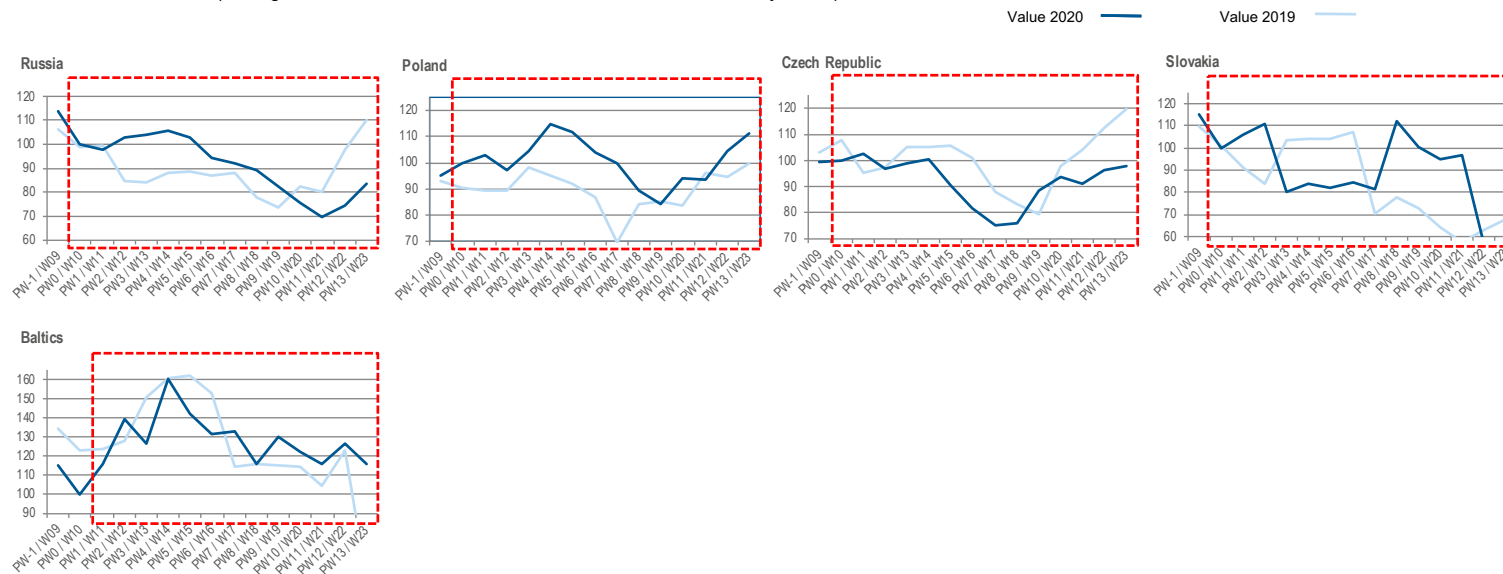


Index Val Market EE Thumbnails

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[Back to Contents](#)

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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

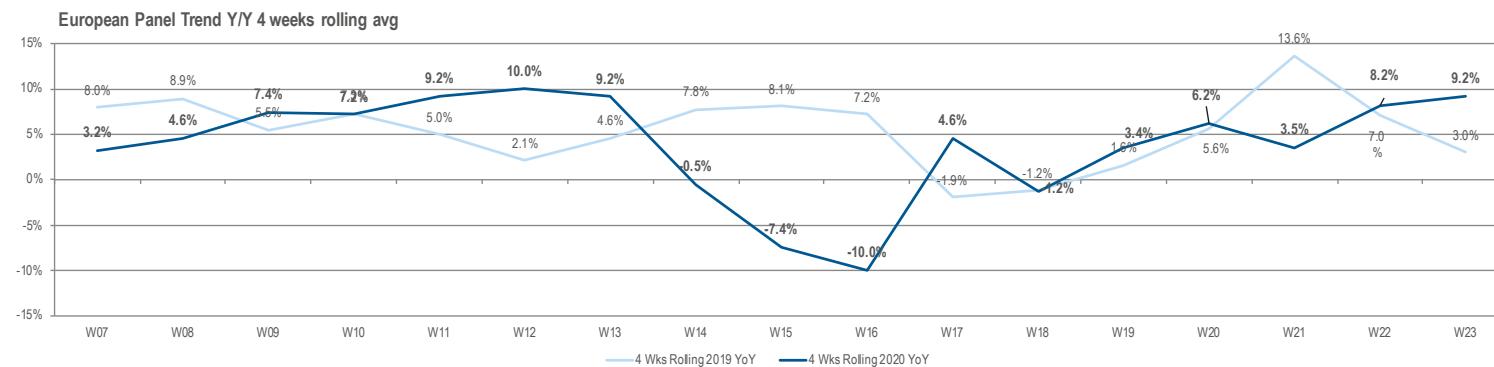
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[Back to Contents](#)

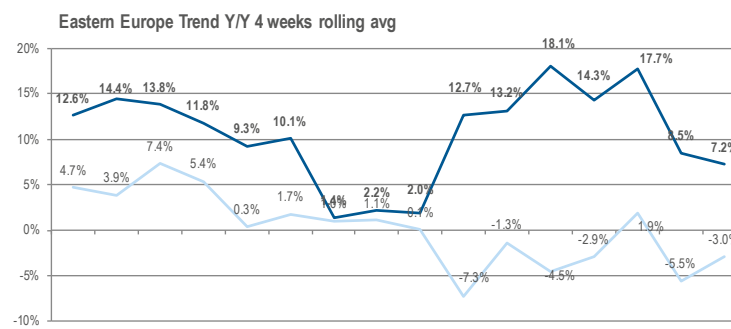
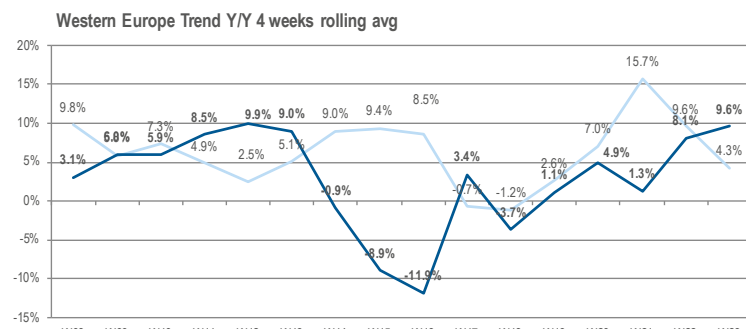
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

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[Back to Contents](#)

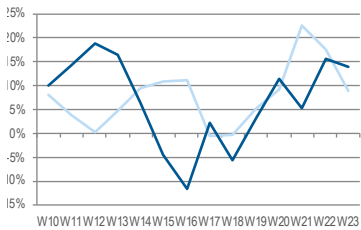
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

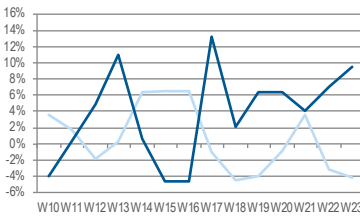
Rolling 4 Week Periods

2020 — 2019

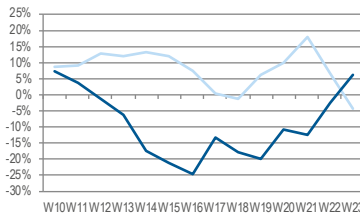
Germany growth Y/Y 4 weeks rolling avg



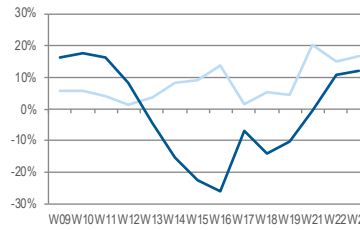
United Kingdom growth Y/Y 4 weeks rolling avg



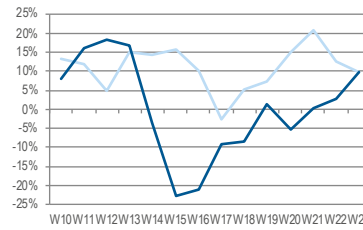
France growth Y/Y 4 weeks rolling avg



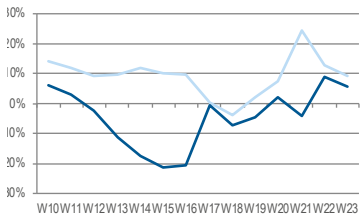
Italy growth Y/Y 4 weeks rolling avg



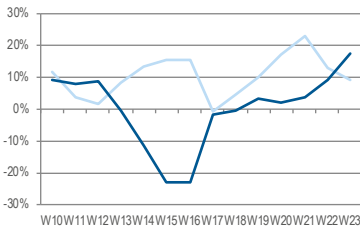
Spain growth Y/Y 4 weeks rolling avg



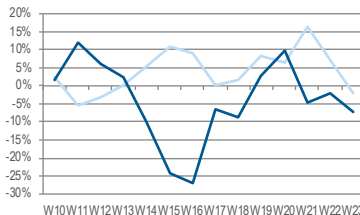
Belgium growth Y/Y 4 weeks rolling avg



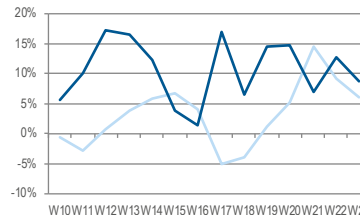
Portugal growth Y/Y 4 weeks rolling avg



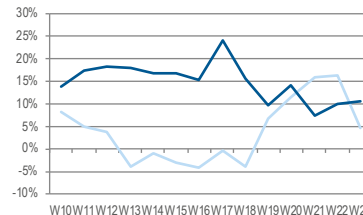
Austria growth Y/Y 4 weeks rolling avg



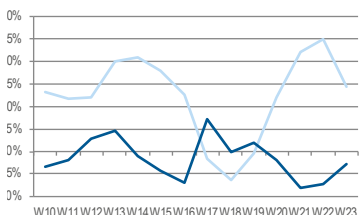
Switzerland growth Y/Y 4 weeks rolling avg



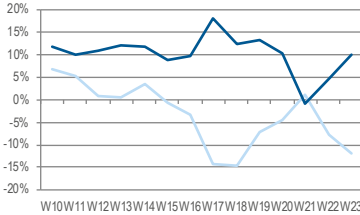
Other WE growth Y/Y 4 weeks rolling avg



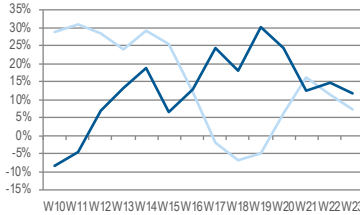
Sweden growth Y/Y 4 weeks rolling avg



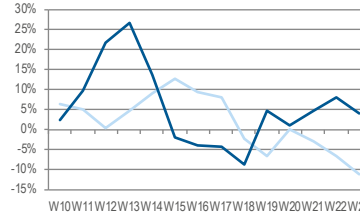
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend EE Thumbnails

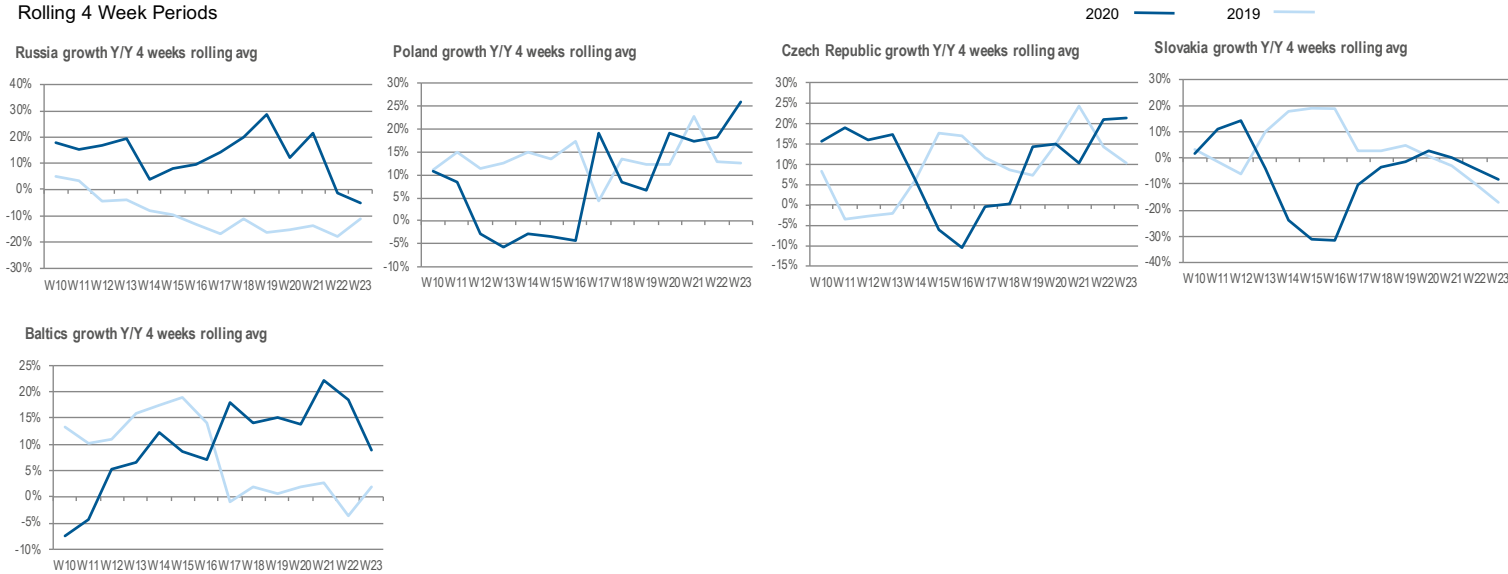
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[Back to Contents](#)

Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



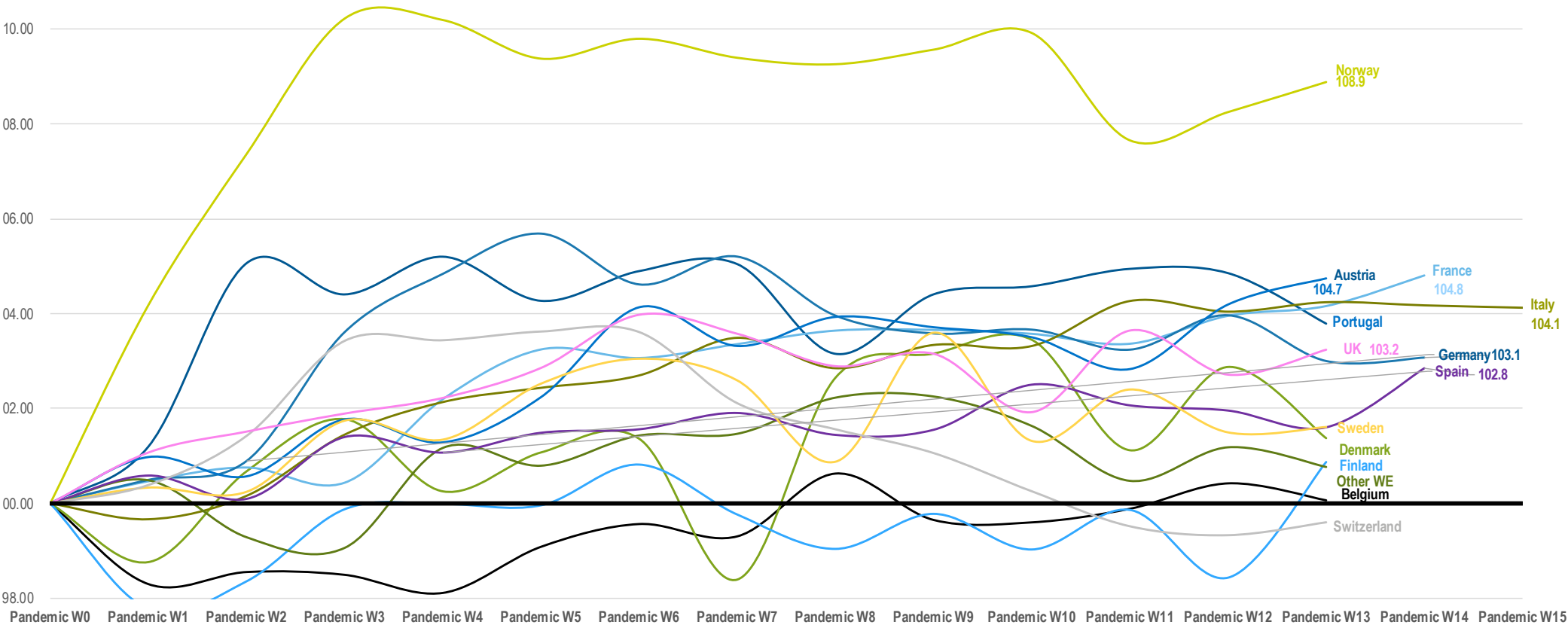
CONTEXT Covid-19 Weekly Report

Index Notebooks APP Trend WE
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[Back to Contents](#)

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

Weekly Notebooks 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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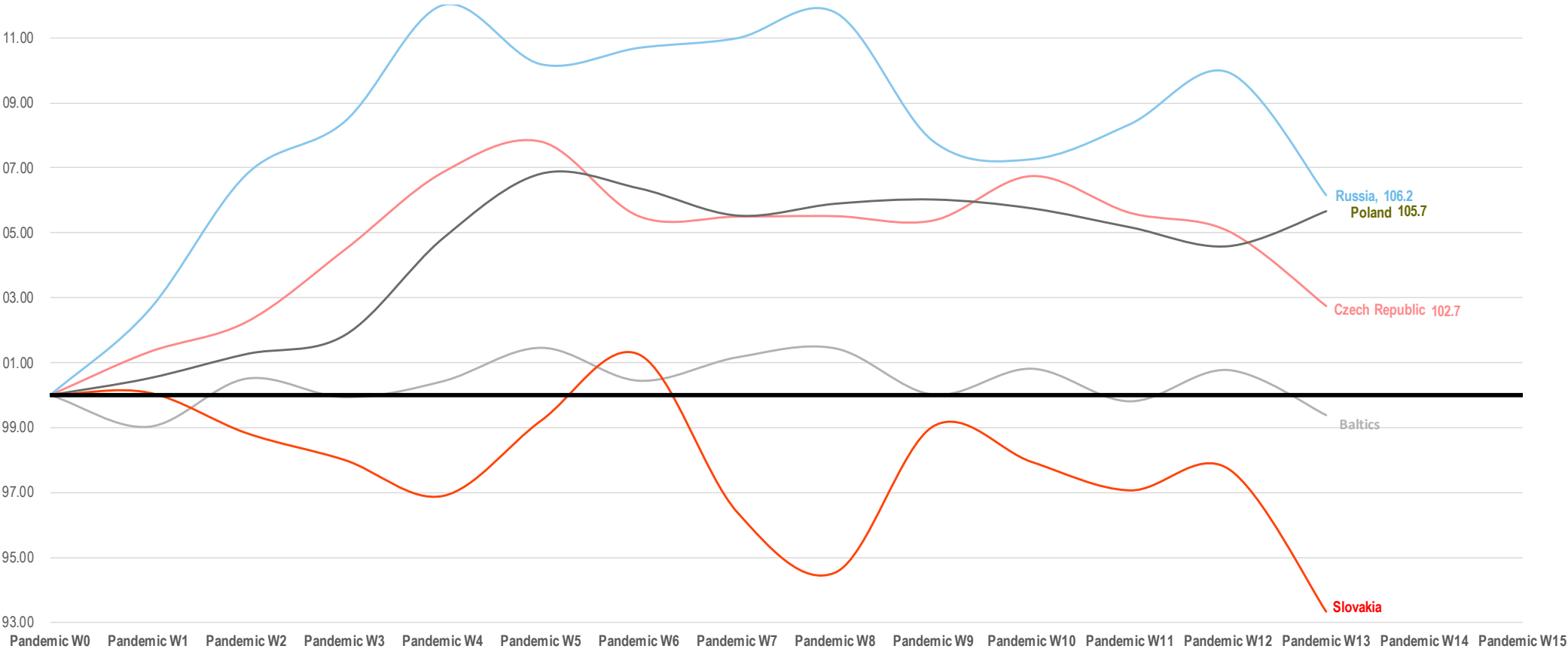
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[Back to Contents](#)

Weekly Notebooks Average Product Price Trend - Eastern Europe

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

Weekly Notebooks 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.

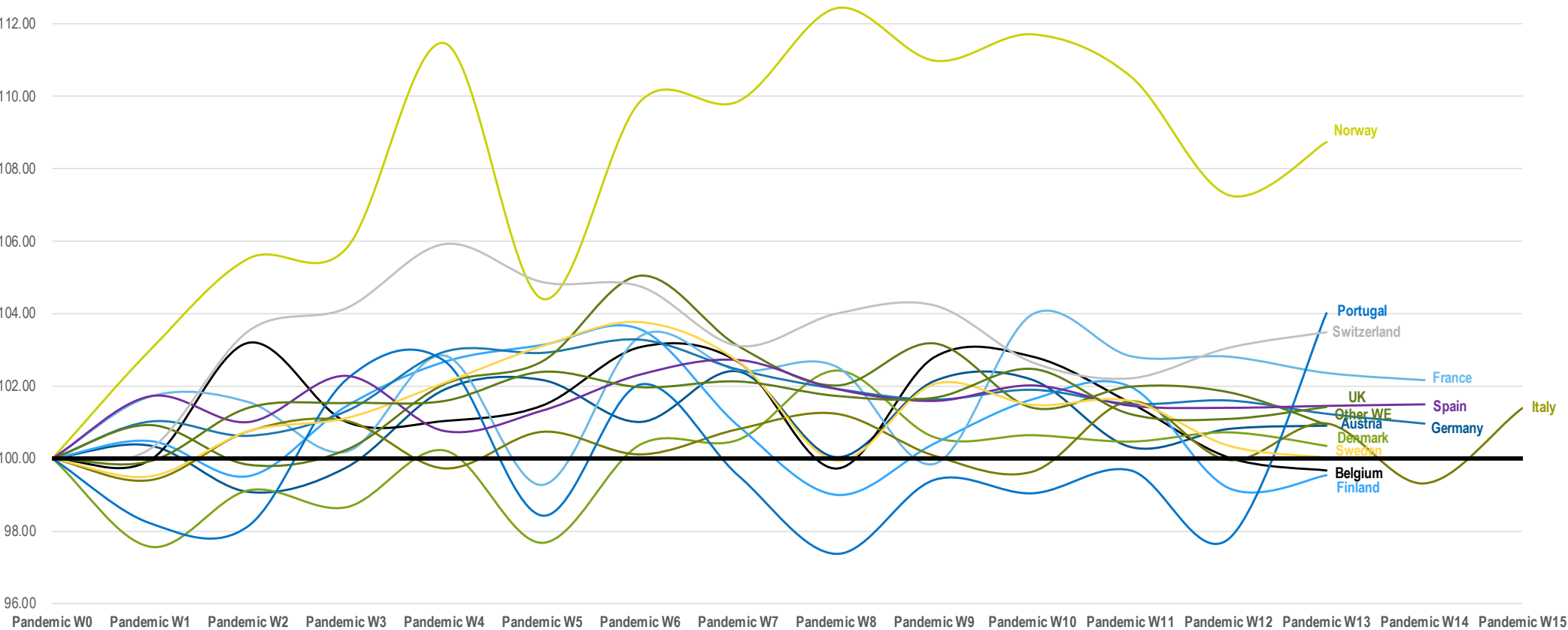
CONTEXT Covid-19 Weekly Report

Index Monitors APP Trend WE
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[Back to Contents](#)

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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Index Monitors APP Trend EE

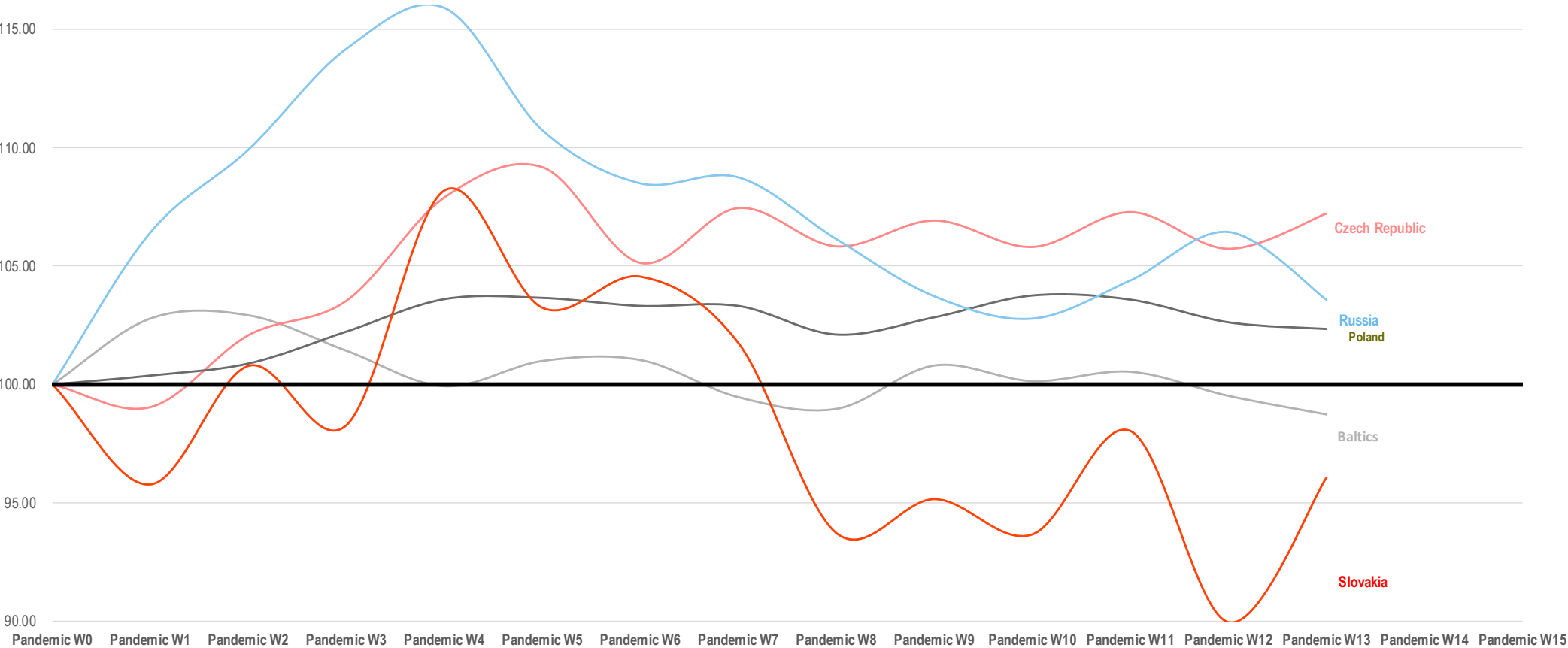
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[Back to Contents](#)

Weekly Monitors Average Product Price Trend - Eastern Europe

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

Weekly Monitors Average Product Price Trend - 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.

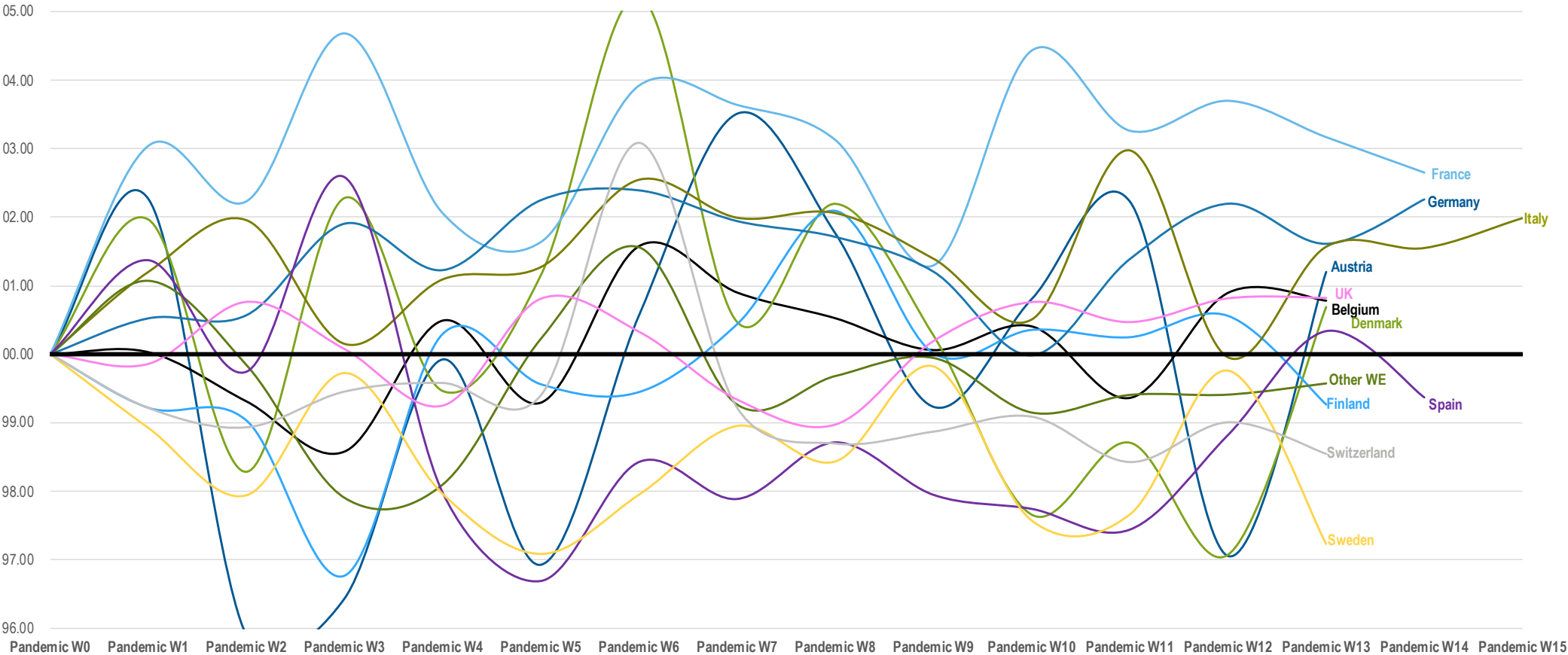
CONTEXT Covid-19 Weekly Report

Index Tablets APP Trend WE
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[Back to Contents](#)

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

Weekly Tablets 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.

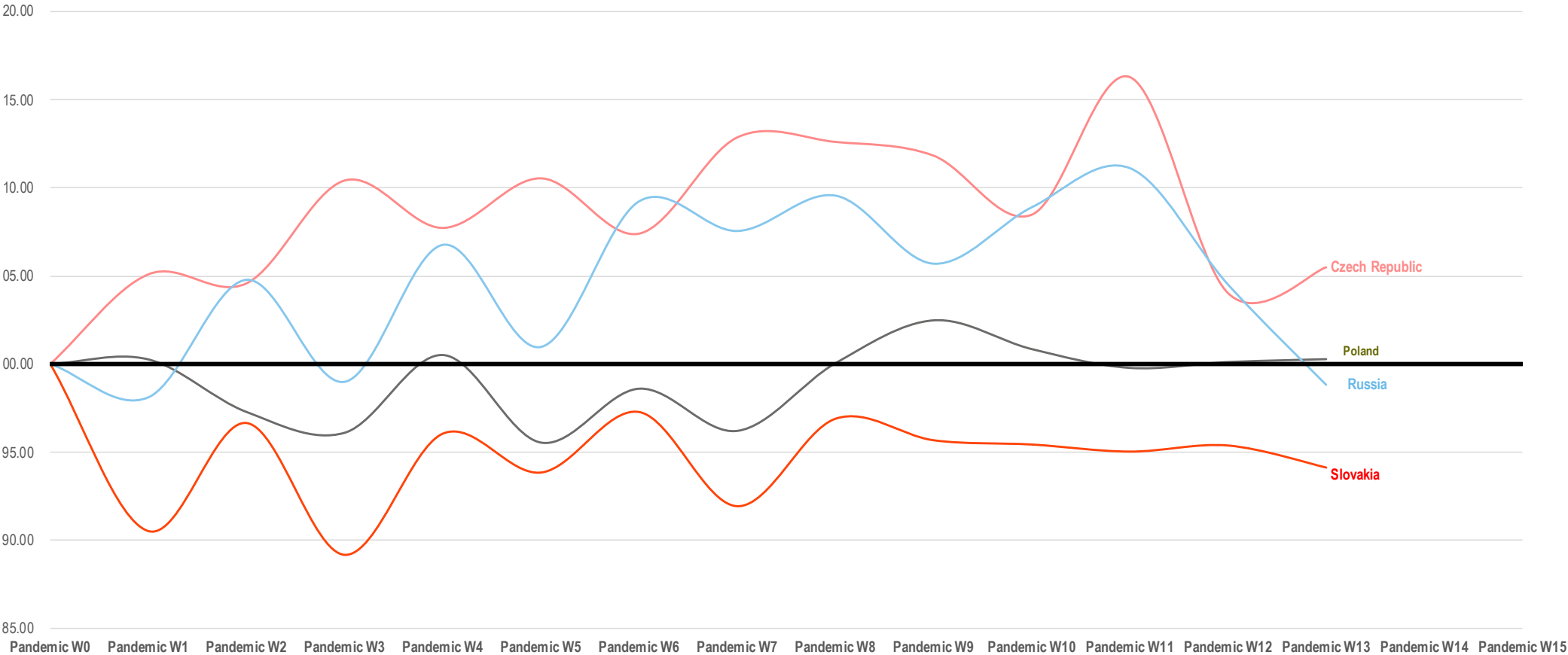
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Index Tablets APP Trend
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[Back to Contents](#)

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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[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W22	Rank-W23	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	55%	77%	70%	32%	52%	37%	-3%	38%	32%	43%	30%	7%	7%	14%	-4%	87%	52%	43%	36%	48%	35%	46%
2	2	➡ Audio-Video Systems	58%	8%	44%	-5%	32%	150%	-7%	42%	36%	130%	36%	22%	95%	96%	-13%	80%	72%	47%	-33%	42%	31%	41%
4	3	⬆ Telecommunications	68%	21%	10%	51%	29%	107%	40%	4%	-21%	5%	31%	50%	8%	40%	-44%	-9%	36%	39%	73%	32%	-5%	27%
3	4	⬇ Wireless Networking	38%	21%	-8%	-13%	3%	20%	-41%	3%	12%	29%	6%	112%	-28%	37%	-7%	94%	11%	19%	7%	17%	25%	18%
5	5	➡ Computing Components	42%	-2%	16%	-2%	34%	-4%	13%	8%	-26%	-17%	33%	65%	26%	-7%	41%	34%	42%	7%	16%	12%	15%	
6	6	➡ Computing Accessories	29%	8%	12%	9%	2%	2%	-13%	9%	17%	55%	-5%	17%	-16%	13%	27%	36%	44%	7%	8%	12%	30%	14%
7	7	➡ Wearable Devices	23%	26%	-24%	-37%	24%	-7%	-17%	15%	64%	67%	9%	-54%	-32%	-21%	-39%	-13%	44%	-23%	-59%	8%	-1%	7%
8	8	➡ Displays	17%	12%	-12%	-31%	29%	11%	-20%	-1%	17%	-36%	4%	22%	11%	14%	3%	12%	18%	4%	-33%	4%	7%	4%
11	9	⬆ Other Networking Equipment	4%	-15%	33%	-15%	-5%	-6%	-11%	13%	-19%	-5%	-4%	-5%	-43%	13%	12%	7%	3%	-5%	8%	-3%	11%	-1%
10	10	➡ Software and Licences	-14%	-7%	5%	22%	-17%	-18%	11%	-5%	-14%	39%	12%	15%	18%	8%	58%	10%	-14%	-12%	-12%	-3%	20%	-1%
9	11	⬇ Scanner Imaging	-20%	-16%	-18%	-8%	15%	-8%	-2%	-58%	24%	-24%	-41%	-39%	12%	36%	32%	-5%	7%	8%	-54%	-12%	23%	-6%
12	12	➡ Warranties and Services	-6%	4%	27%	-13%	-12%	-27%	-31%	-20%	-15%	-9%	-50%	13%	-24%	-11%	-13%	8%	7%	-49%	-67%	-6%	-11%	-7%
13	13	➡ Printing Consumables	6%	-26%	-10%	12%	-4%	-24%	8%	-15%	-21%	-1%	-12%	-25%	-20%	20%	-42%	-6%	26%	-65%	-22%	-4%	-27%	-8%
17	14	⬆ Networking Systems	-2%	-29%	-20%	-20%	-47%	-2%	-13%	-11%	-29%	-6%	5%	-29%	-13%	-14%	5%	0%	37%	15%	-21%	-18%	5%	-14%
16	15	⬆ Connectivity	11%	-34%	-43%	-11%	-14%	-4%	-15%	-22%	4%	-10%	46%	-1%	-16%	-8%	-14%	13%	12%	-6%	-10%	-15%	-4%	-14%
19	16	⬆ Server Computing	-32%	-16%	47%	-35%	11%	-43%	-10%	31%	-53%	2%	-15%	-28%	117%	-9%	-36%	120%	-59%	2%	91%	-16%	-11%	-15%
15	17	⬇ Power Equipment	5%	-27%	-30%	-33%	-29%	-1%	-16%	-11%	-9%	1%	2%	13%	-6%	3%	-20%	-15%	-1%	-22%	-18%	-14%	-18%	-15%
20	18	⬆ Disk Storage	-18%	-22%	-4%	-16%	-19%	-10%	0%	-13%	-13%	53%	-40%	4%	-38%	-24%	-24%	7%	-24%	16%	-50%	-15%	-16%	-16%
14	19	⬇ Printing	4%	-25%	-30%	-37%	-6%	-24%	-12%	-13%	37%	-27%	-30%	-11%	3%	-2%	-34%	22%	26%	11%	-29%	-16%	-19%	-16%
18	20	⬇ Unified Communications	8%	-60%	-56%	-64%	-33%	5%	-79%	-40%	-55%	459%	-15%	-33%	35%	-40%	-5%	4%	-62%	-15%	-57%	-26%	-9%	-22%
22	21	⬆ Data Center Networking and Security	-12%	-26%	-5%	-47%	8%	-41%	-52%	-33%	-36%	-7%	-13%	-30%	-18%	-32%	-54%	-10%	101%	38%	21%	-21%	-46%	-26%
23	22	⬆ Desktop Computing	-41%	-46%	-37%	-28%	-23%	-7%	-21%	-25%	-21%	-28%	-31%	-37%	-6%	-32%	-4%	-6%	1%	-19%	-14%	-34%	-5%	-28%
21	23	⬇ Smart Home and Office	4%	33%	-65%	-36%	-77%	-43%	-57%	-79%	-15%	1074%	-62%	111%	110%	-35%	48%	268%	154%	4074%	554%	-32%	329%	-30%
24	24	➡ Removable Storage	-15%	-63%	-21%	-11%	-57%	76%	-15%	-35%	-25%	-64%	-14%	-22%	-36%	-31%	-22%	-9%	-33%	-14%	-33%	-33%	-19%	-30%
Country Trend			14%	10%	12%	6%	10%	9%	-3%	6%	-7%	17%	4%	12%	10%	11%	-5%	26%	21%	9%	-8%			

CONTEXT Covid-19 Weekly Report

Top Decline Industry

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[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 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-W22	Rank-W23	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Removable Storage	-15%	-63%	-21%	-11%	-57%	76%	-15%	-35%	-25%	-64%	-14%	-22%	-36%	-31%	-22%	-9%	-33%	-14%	-33%
4	2	⬆ Smart Home and Office	4%	33%	-65%	-36%	-77%	-43%	-57%	-79%	-15%	1074%	-62%	111%	110%	-35%	48%	268%	154%	4074%	554%
2	3	⬇ Desktop Computing	-41%	-46%	-37%	-28%	-23%	-7%	-21%	-25%	-21%	-28%	-31%	-37%	-6%	-32%	-4%	-6%	1%	-19%	-14%
3	4	⬇ Data Center Networking and Security	-12%	-26%	-5%	-47%	8%	-41%	-52%	-33%	-36%	-7%	-13%	-30%	-18%	-32%	-54%	-10%	101%	38%	21%
7	5	⬆ Unified Communications	8%	-60%	-56%	-64%	-33%	5%	-79%	-40%	-55%	459%	-15%	-33%	35%	-40%	-5%	4%	-62%	-15%	-57%
11	6	⬆ Printing	4%	-25%	-30%	-37%	-6%	-24%	-12%	-13%	37%	-27%	-30%	-11%	3%	-2%	-34%	22%	26%	11%	-29%
5	7	⬇ Disk Storage	-18%	-22%	-4%	-16%	-19%	-10%	0%	-13%	-13%	53%	-40%	4%	-38%	-24%	-24%	7%	-24%	16%	-50%
10	8	⬆ Power Equipment	5%	-27%	-30%	-33%	-29%	-1%	-16%	-11%	-9%	1%	2%	13%	-6%	3%	-20%	-15%	-1%	-22%	-18%
6	9	⬆ Server Computing	-32%	-16%	47%	-35%	11%	-43%	-10%	31%	-53%	2%	-15%	-28%	117%	-9%	-36%	120%	-59%	2%	91%
8	10	⬇ Connectivity	11%	-34%	-43%	-11%	-14%	-4%	-15%	-22%	4%	-10%	46%	-1%	-16%	-8%	-14%	13%	12%	-6%	-10%
9	11	⬇ Networking Systems	-2%	-29%	-20%	-20%	-47%	-2%	-13%	-11%	-29%	-6%	5%	-29%	-13%	-14%	5%	0%	37%	15%	-21%
12	12	⬆ Printing Consumables	6%	-26%	-10%	12%	-4%	-24%	8%	-15%	-21%	-1%	-12%	-25%	-20%	20%	-42%	-6%	26%	-65%	-22%
13	13	➡ Warranties and Services	-6%	4%	27%	-13%	-12%	-27%	-31%	-20%	-15%	-9%	-50%	13%	-24%	-11%	-13%	8%	7%	-49%	-67%
16	14	⬆ Scanner Imaging	-20%	-16%	-18%	-8%	15%	-8%	-2%	-58%	24%	-24%	-41%	-39%	12%	36%	32%	-5%	7%	8%	-54%
14	15	⬆ Other Networking Equipment	4%	-15%	33%	-15%	-5%	-6%	-11%	13%	-19%	-5%	-4%	-5%	-43%	13%	12%	7%	3%	-5%	8%
15	16	⬆ Software and Licences	-14%	-7%	5%	22%	-17%	-18%	11%	-5%	-14%	39%	12%	15%	18%	8%	58%	10%	-14%	-12%	-12%
17	17	➡ Displays	17%	12%	-12%	-31%	29%	11%	-20%	-1%	17%	-36%	4%	22%	11%	14%	3%	12%	18%	4%	-33%
18	18	➡ Wearable Devices	23%	26%	-24%	-37%	24%	-7%	-17%	15%	64%	67%	9%	-54%	-32%	-21%	-39%	-13%	44%	-23%	-59%
19	19	➡ Computing Accessories	29%	8%	12%	9%	2%	2%	-13%	9%	17%	55%	-5%	17%	-16%	13%	27%	36%	44%	7%	8%
20	20	➡ Computing Components	42%	-2%	16%	-2%	34%	-4%	-4%	13%	8%	-26%	-17%	33%	65%	26%	-7%	41%	34%	42%	7%
22	21	⬆ Wireless Networking	38%	21%	-8%	-13%	3%	20%	-41%	3%	12%	29%	6%	112%	-28%	37%	-7%	94%	11%	19%	7%
21	22	⬇ Telecommunications	68%	21%	10%	51%	29%	107%	40%	4%	-21%	5%	31%	50%	8%	40%	-44%	-9%	36%	39%	73%
23	23	➡ Audio-Video Systems	58%	8%	44%	-5%	32%	150%	-7%	42%	36%	130%	36%	22%	95%	96%	-13%	80%	72%	47%	-33%
24	24	➡ Mobile Computing	55%	77%	70%	32%	52%	37%	-3%	38%	32%	43%	30%	7%	7%	14%	-4%	87%	52%	43%	36%

INDUSTRY SECTOR TREND		
WE	EE	Total
-33%	-19%	-30%
-32%	329%	-30%
-34%	-5%	-28%
-21%	-46%	-26%
-26%	-9%	-22%
-16%	-19%	-16%
-15%	-16%	-16%
-14%	-18%	-15%
-16%	-11%	-15%
-15%	-4%	-14%
-18%	5%	-14%
-4%	-27%	-8%
-6%	-11%	-7%
-12%	23%	-6%
-3%	11%	-1%
-3%	20%	-1%
4%	7%	4%
8%	-1%	7%
12%	30%	14%
16%	12%	15%
17%	25%	18%
32%	-5%	27%
42%	31%	41%
48%	35%	46%

Country Trend	14%	10%	12%	6%	10%	9%	-3%	6%	-7%	17%	4%	12%	10%	11%	-5%	26%	21%	9%	-8%
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CONTEXT Covid-19 Weekly Report

Largest Industry

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[Back to Contents](#)

Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 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-W22	Rank-W23	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	55%	77%	70%	32%	52%	37%	-3%	38%	32%	43%	30%	7%	7%	14%	-4%	87%	52%	43%	36%	48%	35%	46%
2	2	➡ Telecommunications	68%	21%	10%	51%	29%	107%	40%	4%	-21%	5%	31%	50%	8%	40%	-44%	-9%	36%	39%	73%	32%	-5%	27%
3	3	➡ Software and Licences	-14%	-7%	5%	22%	-17%	-18%	11%	-5%	-14%	39%	12%	15%	18%	8%	58%	10%	-14%	-12%	-12%	-3%	20%	-1%
4	4	➡ Printing Consumables	6%	-26%	-10%	12%	-4%	-24%	8%	-15%	-21%	-1%	-12%	-25%	-20%	20%	-42%	-6%	26%	-65%	-22%	-4%	-27%	-8%
5	5	➡ Displays	17%	12%	-12%	-31%	29%	11%	-20%	-1%	17%	-36%	4%	22%	11%	14%	3%	12%	18%	4%	-33%	4%	7%	4%
6	6	➡ Computing Components	42%	-2%	16%	-2%	34%	-4%	-4%	13%	8%	-26%	-17%	33%	65%	26%	-7%	41%	34%	42%	7%	16%	12%	15%
7	7	➡ Disk Storage	-18%	-22%	-4%	-16%	-19%	-10%	0%	-13%	-13%	53%	-40%	4%	-38%	-24%	-24%	7%	-24%	16%	-50%	-15%	-16%	-16%
8	8	➡ Warranties and Services	-6%	4%	27%	-13%	-12%	-27%	-31%	-20%	-15%	-9%	-50%	13%	-24%	-11%	-13%	8%	7%	-49%	-67%	-6%	-11%	-7%
9	9	➡ Desktop Computing	-41%	-46%	-37%	-28%	-23%	-7%	-21%	-25%	-21%	-28%	-31%	-37%	-6%	-32%	-4%	-6%	1%	-19%	-14%	-34%	-5%	-28%
10	10	➡ Audio-Video Systems	58%	8%	44%	-5%	32%	150%	-7%	42%	36%	130%	36%	22%	95%	96%	-13%	80%	72%	47%	-33%	42%	31%	41%
12	11	⬆ Networking Systems	-2%	-29%	-20%	-20%	-47%	-2%	-13%	-11%	-29%	-6%	5%	-29%	-13%	-14%	5%	0%	37%	15%	-21%	-18%	5%	-14%
11	12	⬇ Printing	4%	-25%	-30%	-37%	-6%	-24%	-12%	-13%	37%	-27%	-30%	-11%	3%	-2%	-34%	22%	26%	11%	-29%	-16%	-19%	-16%
13	13	➡ Computing Accessories	29%	8%	12%	9%	2%	2%	-13%	9%	17%	55%	-5%	17%	-16%	13%	27%	36%	44%	7%	8%	12%	30%	14%
14	14	➡ Server Computing	-32%	-16%	47%	-35%	11%	-43%	-10%	31%	-53%	2%	-15%	-28%	117%	-9%	-36%	120%	-59%	2%	91%	-16%	-11%	-15%
15	15	➡ Data Center Networking and Security	-12%	-26%	-5%	-47%	8%	-41%	-52%	-33%	-36%	-7%	-13%	-30%	-18%	-32%	-54%	-10%	101%	38%	21%	-21%	-46%	-26%
16	16	➡ Wireless Networking	38%	21%	-8%	-13%	3%	20%	-41%	3%	12%	29%	6%	112%	-28%	37%	-7%	94%	11%	19%	7%	17%	25%	18%
17	17	➡ Wearable Devices	23%	26%	-24%	-37%	24%	-7%	-17%	15%	64%	67%	9%	-54%	-32%	-21%	-39%	-13%	44%	-23%	-59%	8%	-1%	7%
18	18	➡ Power Equipment	5%	-27%	-30%	-33%	-29%	-1%	-16%	-11%	-9%	1%	2%	13%	-6%	3%	-20%	-15%	-1%	-22%	-18%	-14%	-18%	-15%
19	19	➡ Other Networking Equipment	4%	-15%	33%	-15%	-5%	-6%	-11%	13%	-19%	-5%	-4%	-5%	-43%	13%	12%	7%	3%	-5%	8%	-3%	11%	-1%
20	20	➡ Connectivity	11%	-34%	-43%	-11%	-14%	-4%	-15%	-22%	4%	-10%	46%	-1%	-16%	-8%	-14%	13%	12%	-6%	-10%	-15%	-4%	-14%
21	21	➡ Games Consoles	110%		77%	59%	16%	155%	208%	10%	302%	370%	282%	393%	-29%	104%	18%	58%	-9%	57%	83%	92%	43%	70%
22	22	➡ Removable Storage	-15%	-63%	-21%	-11%	-57%	76%	-15%	-35%	-25%	-64%	-14%	-22%	-36%	-31%	-22%	-9%	-33%	-14%	-33%	-33%	-19%	-30%
23	23	➡ Smart Home and Office	4%	33%	-65%	-36%	-77%	-43%	-57%	-79%	-15%	1074%	-62%	111%	110%	-35%	48%	268%	154%	4074%	554%	-32%	329%	-30%
25	24	⬆ Electronics	-36%	-81%	-70%	20%	-70%	-44%	62%	-26%	-75%	-58%	-86%	-70%	-73%	-68%	73%	-46%	-20%	-82%	-68%	-54%	14%	-42%
24	25	⬇ Unified Communications	8%	-60%	-56%	-64%	-33%	5%	-79%	-30%	-40%	-55%	459%	-15%	-33%	35%	-40%	5%	-62%	-15%	-57%	-26%	-9%	-22%
26	26	➡ Scanner Imaging	-20%	-16%	-18%	-8%	15%	-8%	-2%	-58%	24%	-24%	-41%	-39%	12%	36%	32%	-5%	7%	8%	-54%	-12%	23%	-6%
27	27	➡ Security	26%	5%	-58%	-57%	-37%	-8%	-25%	-12%	-34%	124%	143%	2%	27%	58%	-15%	10%	27%	64%	2%	-18%	-3%	-15%
28	28	➡ Terminals, Thin Clients and Points of Sale	-47%	42%	-78%	-40%	-57%	-56%	-25%	107%	-84%	-77%	-60%	-62%	71%	-35%	59%	-15%	-21%	-92%	-62%	-37%	24%	-32%
29	29	➡ Tape Storage	12%	-37%	-2%	-23%	-67%	-60%	-23%	32%	-5%	12%	-29%	-70%	-4%	16%	127%	-44%	26%	26%	-28%	-13%	63%	-6%
30	30	➡ Photo and Video Cameras	-50%	-54%	-66%	-83%	-67%	-20%	-98%	-47%	-68%	-68%	-30%	-77%	-27%	-61%	-54%	-43%	-40%	-50%	-24%	-57%	-42%	-50%

CONTEXT Covid-19 Weekly Report

Top Growth Category

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[Back to Contents](#)

Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W22	Rank-W23	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	→ 3D Printers	-45%		264%	-89%	713%	-98%		0%	180%	-91%	-100%				-60%	-62%				109%	1822%	151%
3	2	↑ Games Accessories	133%		180%	75%	3%	174%	86%	10%	169%	263%	319%	392%	-20%	98%	17%	164%	130%	54%	190%	99%	128%	106%
2	3	↓ Web Cameras	126%	159%	169%	169%	44%	70%	12%	130%	226%	133%	109%	32%	158%	162%	16%	31%	255%	15%	24%	117%	38%	105%
4	4	→ Headsets/Headphones and Microphones	82%	34%	106%	8%	83%	285%	2%	73%	40%	226%	56%	3%	136%	121%	24%	114%	103%	62%	-39%	76%	60%	74%
12	5	↑ Smart Lighting and Electricals	118%	128%	-25%	-74%	0%	20%	30%	-18%	149%	515%	-80%	343%	109%	-44%	65%	213%	448%	452%	175%	53%	232%	58%
13	6	↑ Telephony Accessories	167%	67%	-17%	-34%	-3%	84%	1251%	-76%	-71%	-42%	1227%	-52%	23%	-58%	-64%	-48%	-34%	269%	322%	109%	-64%	56%
5	7	↓ Notebooks	64%	81%	76%	44%	56%	41%	0%	42%	37%	40%	12%	3%	4%	20%	-6%	93%	40%	45%	37%	54%	33%	50%
6	8	↓ Graphics Cards	57%	112%	73%	-23%	37%	60%	14%	115%	27%	10%	46%	-77%	92%	41%	-37%	71%	117%	57%	-5%	55%	20%	45%
11	9	↑ Wireless LAN Controllers	-26%	-23%	1%	-48%	9%	44%	-28%	27%	28%	111%	-65%	203%	-23%	51%	-26%	3387%	-51%	0%	155%	-12%	447%	45%
7	10	↓ Games Software	-59%		-64%	20%	516%	54%	-27%	0%	22%	38%	-47%	40%	85%	6%	76%	47%	50%	627%	387%	4%	64%	40%
8	11	↓ Tablet PCs	35%	69%	57%	6%	36%	23%	-13%	28%	19%	61%	129%	17%	14%	-2%	23%	52%	139%	31%	67%	34%	54%	36%
35	12	↑ Consoles Fixed	72%		49%	-60%	90%	-30%	17077%		2571%	548%	100%		-41%	248%	819%	28%	-42%	50%	25%	88%	12%	35%
10	13	↓ Processors	65%	19%	18%	24%	32%	66%	1%	41%	40%	-42%	3%	155%	91%	73%	-4%	33%	50%	117%	39%	37%	19%	33%
21	14	↑ Smartphones	71%	33%	12%	64%	34%	111%	40%	6%	-22%	7%	31%	50%	7%	44%	-47%	-7%	36%	47%	84%	36%	-2%	31%
14	15	↓ Wireless Adapters	14%	47%	4%	-2%	52%	14%	74%	2%	8%	16%	2%	134%	14%	-23%	53%	84%	73%	81%	-26%	20%	65%	29%
17	16	↑ Monitors	33%	61%	-2%	-7%	45%	36%	6%	14%	48%	3%	24%	37%	-11%	31%	-3%	26%	36%	4%	1%	30%	10%	25%
16	17	↓ Powerline Devices	31%	104%	72%	-25%	19%	9%	17%	29%	23%	90%	54%	-64%	-79%	70%	35%	36%	140%	23%	2%	24%	48%	25%
9	18	↓ E-Readers	18%	123%	-45%	157%	4%	13%	-57%		59%	-33%	438%	252%	248%	21%	102%	3%	1298%	-34%	-2%	15%	73%	24%
20	19	↑ Mobile Computing Cases	55%	23%	54%	-13%	13%	-3%	-1%	23%	9%	50%	38%	-38%	-1%	26%	-3%	38%	62%	-18%	138%	21%	35%	22%
22	20	↑ Notebook Workstations	8%	23%	15%	8%	92%	33%	25%	17%	32%	-2%	65%	5%	24%	40%	-18%	67%	-5%	9%	-53%	23%	11%	22%
NA	21	↑ Tape Drives	127%		8%	-28%	-57%	-27%	114%	-10%	-11%	-66%	514%	-82%	0%	-60%	40%	-12%	81%	-100%	-68%	23%	8%	22%
15	22	↓ All-in-One Inkjets	42%	15%	11%	-4%	10%	-10%	-7%	21%	69%	59%	-37%	-20%	35%	7%	-40%	97%	79%	70%	8%	19%	33%	21%
18	23	↓ Keyboards and Keypads	23%	14%	-7%	24%	38%	23%	3%	12%	27%	57%	-25%	24%	1%	42%	51%	13%	33%	-11%	-12%	19%	27%	20%
26	24	↑ Digital Media Players	-4%	56%	-56%	18%	-6%	-12%	58%	16%	117%	61%	57%	77%	12%	58%	-34%	33%	109%	718%	0%	20%	26%	20%
33	25	↑ Integrated Systems	-28%	36%	336%	26%	222%	-76%	-4%	161%	-100%	-55%	-24%	-62%	990%	-69%	-54%	115%	-81%	-29%	-64%	29%	-60%	20%
19	26	↓ Merge	21%	1%	40%	6%	17%	-13%	-26%	-15%	37%	95%	-60%	21%	7%	22%	82%	69%	55%	12%	6%	9%	66%	20%
25	27	↓ Smart Watches	2%	66%	-19%	-46%	61%	33%	11%	20%	75%	89%	11%	-54%	-33%	11%	-35%	-19%	38%	12%	-67%	19%	-2%	17%
23	28	↓ Wireless Access Points	42%	22%	-10%	-10%	0%	18%	-43%	1%	12%	27%	15%	106%	-29%	39%	-11%	-4%	9%	13%	7%	18%	-5%	16%
24	29	↓ Ink Cartridges and Tanks	26%	-4%	9%	26%	3%	14%	18%	-17%	-6%	42%	6%	-40%	-24%	35%	-30%	36%	48%	-52%	-25%	16%	0%	14%
28	30	↓ Security Software	-11%	33%	36%	0%	21%	17%	14%	-8%	-42%	61%	-1%	-5%	71%	-1%	65%	24%	7%	123%	-111%	8%	42%	10%
32	31	↑ Labelling Tapes	13%	-20%	-4%	11%	-17%	-21%	332%	-25%	-25%	-39%	199%	399%	217%	131%	-49%	65%	25%	30%	-22%	11%	-4%	9%
30	32	↓ Telephony and Conference Systems	-33%	-28%	-4%	-2%	-22%	426%	142%	62%	49%	-18%	70%	69%	-31%	41%	21%	-68%	479%	-29%	-42%	5%	12%	6%
NA	33	↑ Storage Controllers	0%	-18%	-11%	-16%	38%	-1%	34%	7%	-20%	28%	-37%	103%	-29%	-44%	128%	-32%	48%	9%	-18%	-8%	89%	6%
47	34	↑ Televisions	-35%	33%	-4%	-50%	161%	-1%	-95%	-32%	-21%	38%	16%	-64%	91%	2%	45%	10%	19%	12%	-63%	3%	9%	5%
41	35	↑ Inkjet Printers	-18%	-10%	54%	12%	7%	0%	-90%	-50%	34%	-6%	-73%	91%	54%	7%	57%	59%	89%	13%	-8%	-4%	59%	4%
34	36	↓ Mobile Computing Accessories and Parts	9%	17%	-7%	-18%	-33%	-7%	-41%	0%	-31%	29%	-50%	27%	49%	24%	52%	26%	47%	105%	-52%	1%	36%	2%
NA	37	↑ Transceivers	2%	-18%	35%	-14%	-20%	-7%	-23%	22%	-16%	-44%	-17%	-13%	-39%	6%	40%	16%	6%	-14%	75%	-6%	35%	1%
50	38	↑ Virtualisation Software	-29%	4%	15%	-20%	30%	-34%	6%	-18%	-38%	77%	-42%	405%	150%	-11%	156%	7%	-61%	-37%	67%	-5%	66%	1%
49	39	↑ PC Speakers	84%	-53%	15%	-45%	-3%	40%	9%	-38%	56%	-28%	-58%	-37%	43%	75%	9%	-12%	25%	1%	-7%	-1%	2%	0%
NA	40	↑ SAN Accessories	2%	-54%	-56%	-58%	4059%	-99%	332%	-93%	1662%	-60%	28%	-100%	-68%	-40%	18%	60%	49%	0%	-99%	-4%	24%	-1%
29	41	↓ Points of Sales	5%	708%	-95%	31%	-35%	-96%	-67%	48%	-46%	-45%	-67%	-85%	-94%	-98%	452%	-93%	-43%	-97%	-82%	-10%	140%	-1%
40	42	↓ Smart Bands and Activity Trackers	237%		-35%	51%	-21%	34%	98%	1304%	-94%	-8%	-26%	-92%	1581%	-58%	-28%	29%	200%	-28%	-6%	-5%	33%	-2%
44	43	↑ Database Management Software	57%	-45%	-51%	200%	-81%	-22%	-19%	14%	97%	-40%	29%	-1%	-34%	-4%	-30%	-7%	0%	-61%	-52%	-2%	-18%	-3%
NA	44	↑ Network Management Software	-28%	3%	0%	-16%	-4%	29%	9%	-35%	-22%	223%	12%	2%	89%	-3%	44%	8%	-68%	-2%	-67%	-5%	16%	-3%
NA	45	↑ Docking Stations	25%	-26%	11%	-4%	-25%	-18%	-41%	27%	0%	75%	4%	45%	-55%	-3%	-9%	38%	-2%	-24%	-17%	-4%	6%	-3%
31	46	↓ Disk Drives	4%	-41%	21%	-35%	-22%	-20%	-73%	-17%	-23%	-53%	-3%	-37%	-9%	-5%	49%	40%	-23%	-12%	66%	-11%	31%	-3%
37	47	↓ Scanners	-19%	-15%	-16%	-8%	16%	-7%	-4%	-58%	29%	-5%	-40%	-39%	23%	36%	61%	6%	10%	8%	-55%	-11%	45%	-3%
43	48	↓ Tape Libraries	8%	-36%	-14%	106%	-95%	-20%	-50%	-61%	74%	209%	403%	-79%	-64%	55%	20%	-76%	-89%	366%	160%	-6%	6%	-3%
NA	49	↑ Disk Arrays	9%	-17%	22%	15%	5%	-53%	49%	-18%	33%	142%	-68%	23%	-84%	-28%	-39%	94%	-52%	117%	-45%	1%	-18%	-4%
45	50	↓ Data Management Software	-1%	-15%	26%	8%	-39%	-6%	-37%	-8%	-1%	52%	416%	-18%	-40%	-9%	51%	-22%	5%	-19%	85%	-5%	8%	-4%

CONTEXT Covid-19 Weekly Report

Top Decline Category

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[Back to Contents](#)

Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W22	Rank-W23	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	→ Standalone GPS Devices	-100%	-95%	-99%	3%	-90%	-32%	-42%	-100%	-100%	-85%	-79%	-76%	-100%	-95%	-100%	-64%	-39%	-102%	-39%	-92%	-59%	-90%
2	2	→ Presentation Devices	-83%	-63%	-90%	-96%	-79%	-37%	24%	-69%	-85%	-72%	-90%	-73%	-87%	-95%	-32%	-88%	-73%	-34%	-88%	-80%	-63%	-79%
4	3	→ Privacy Screens	-58%	-77%	-71%	-67%	-85%	-91%	3%	-91%	-49%	-100%	-66%	-69%	-76%	-81%		-74%		-53%	-80%	-72%	-72%	-72%
3	4	→ Servers (Unix)	-69%	-13%	-85%	-64%	-64%	-92%	-91%	-68%	-97%	-12%	-33%		-100%	-88%	-78%	1130%	-100%	-100%	0%	-69%	-30%	-65%
5	5	→ Dye Sublimation Printers	-65%	-93%	-81%	-84%	-63%	-69%	-30%	-79%	454%	-60%	2477%	142%	-82%	-77%	-46%	-74%	157%	-84%	-92%	-66%	-54%	-65%
10	6	→ Smart Speakers	-16%	-36%	-71%	-32%	-84%	9%	-54%	-97%	-71%	-50%	-94%					265%	-63%	-100%	2477%	-57%	370%	-57%
8	7	→ Home Sound Systems	-68%	-67%	-75%	-45%	328%	1%	-89%	-62%	-69%	26%	-49%	-8%	-39%	28%	28%	42%	20%	343%	-32%	-64%	29%	-55%
15	8	→ MP3/MP4 Players	-61%	-48%	-70%	-58%	-82%	-17%	-93%	-46%	-73%	-49%	-55%	54%	-8%	-66%	-90%	-92%	-35%	7%	-90%	-52%	-78%	-54%
7	9	→ Digital Cameras	-73%	-23%	-78%	-86%	-69%	-30%	-100%	-1%	-70%	-69%	-72%	-87%	-28%	-68%	-78%	-40%	-45%	-46%	-25%	-65%	-43%	-54%
17	10	→ SAN Switches and Directors	-47%	-37%	169%	-64%	29%	-45%	-79%	10%	89%	-22%	-52%	-100%	-57%	-65%	-86%	-57%	-84%	271%	241%	-23%	-83%	-52%
14	11	→ Smartphone Screen Protectors	72%	-83%	-69%	-39%	-94%	81%		-54%	-31%	-43%		138%	39%	33%	-75%	-90%	1492%	-43%	9%	-49%	-60%	-50%
16	12	→ Label/Barcode/Receipt Printers	-18%	-13%	-87%	-17%	-43%	-18%	17%	-53%	-6%	-35%	-32%	-7%	14%	-4%	20%	-5%	10%	829%	-89%	-56%	11%	-48%
6	13	→ Network Chassis	-15%	-24%	16%	-72%	-73%	-83%	-10%	-75%	-47%	-95%	-28%	2423%	46%	-68%	-62%	-93%	-100%	-100%		-38%	-68%	-48%
13	14	→ Partner Rebates, Warehousing and Logistics	5%	7%	-71%	-93%	-96%	-20%	-88%	-36%	-89%	-49%	-68%	50%	77%	-35%	173%	-63%	642%	-55%	-100%	-47%	-47%	-47%
12	15	→ USB Memory	-36%	-72%	-46%	-61%	-64%	31%	-42%	-40%	-17%	-63%	-11%	-26%	-45%	-44%	-24%	11%	-33%	16%	-46%	-51%	-11%	-46%
9	16	→ Smartphone Protective Cases	47%	-82%	-56%	-67%	-60%	33%	-5%	-37%	-32%	-36%	52%	-30%	26%	-18%	12%	-60%	52%	-81%		-49%	-18%	-45%
11	17	→ Portable Power Banks	-81%	-85%	-89%	-58%	-58%	-1%	-24%	-43%	-8%	-50%	-63%	-57%	-9%	1%	59%	14%	-22%	10%	-35%	-62%	12%	-45%
20	18	→ Desktop Thin Clients	-58%	-61%	-49%	-44%	-74%	-35%	-19%	109%	-84%	-98%	-52%	-34%	87%	-38%	23%	-9%	-10%	-92%	-55%	-48%	9%	-43%
40	19	→ Portable Speakers	-73%	-34%	-23%	-70%	-15%	8%	-84%	-23%	-76%	-83%	-85%	280%	-68%	-85%	-88%	-45%	-38%	-77%	-58%	-39%	-68%	-41%
23	20	→ Projectors	-36%	-43%	-61%	-52%	-59%	-35%	13%	-20%	-58%	-20%	-48%	-44%	-35%	36%	-13%	-34%	-33%	-31%	-52%	-40%	-33%	-39%
24	21	→ Printer Accessories and Parts	-19%	-52%	-58%	-66%	-65%	-42%	10%	-13%	23%	-79%	-51%	-18%	1%	12%	-45%	-23%	-47%	822%	-59%	-40%	-35%	-39%
22	22	→ Smartphone/Tablet Chargers	87%	-75%	-51%	-43%	-37%	-1%	-31%	-59%	-61%	-59%	-9%	-29%	-25%	-45%	-37%	-2%	133%	27%	-32%	-41%	12%	-38%
21	23	→ Camera/Camcorder Accessories	-46%	-16%	-40%	-38%	-56%	-17%	-97%	-87%	-50%	-64%	-15%	-94%	-21%	-38%	10%	-50%	-27%	-55%	-32%	-37%	-38%	-38%
25	24	→ Displays Accessories	-29%	-47%	-47%	-33%	-46%	-19%	-12%	-20%	-35%	-2%	-14%	-10%	42%	-67%	4%	-5%	-4%	277%	-56%	-40%	44%	-37%
19	25	→ Server Enclosure	82%	12%	-78%	25%	14%	-49%	-21%	-10%	900%	-99%	601%		837%	-82%	-18%	-31%	-92%	1319%		27%	-76%	-37%
26	26	→ Long Life Consumables	-22%	-55%	-42%	-31%	-36%	-27%	-4%	-28%	-2%	-43%	-28%	-4%	-4%	-20%	-41%	-26%	-2%	-72%	-62%	-34%	-38%	-35%
31	27	→ Copier-based MFPs	20%	-70%	-35%	-63%	-59%	-21%	-25%	-59%	182%	-95%	-93%	-8%	4%	11%	-25%	-91%	-2%	358%	38%	-36%	-26%	-34%
27	28	→ Network Accessories	-24%	-52%	19%	-29%	5%	8%	-35%	75%	-28%	-20%	-35%	-2%	-40%	-27%	-41%	-53%	-50%	-40%	-15%	-27%	-42%	-32%
30	29	→ Large Format Displays	-14%	-44%	-50%	-54%	-48%	-15%	-31%	30%	-9%	-85%	-34%	14%	40%	7%	37%	-43%	-24%	-40%	-11%	-34%	2%	-31%
NA	30	→ Smart Home Automation	-17%	238%	-75%	-44%	-82%	-96%	-80%	559%	1038%	0%	-86%		0%	-55%		293%	10%	2574%	2195%	-31%	263%	-31%
32	31	→ Desktops	-43%	-49%	-38%	-28%	-22%	-6%	-21%	-28%	-23%	-31%	-32%	-40%	-5%	-30%	-6%	-5%	-1%	-18%	-11%	-35%	-6%	-29%
NA	32	→ Project Management Software	1%	-38%	-62%	2%	-12%	23%	32%	-95%	-19%	16%	9%	-11%	4%	-61%	153%	144%	379%	15%	-48%	-37%	154%	-28%
37	33	→ Laser Printers	-27%	-40%	-28%	-46%	-14%	-43%	-13%	-32%	36%	57%	-38%	-18%	-10%	4%	-28%	14%	30%	-32%	-13%	-28%	-18%	-26%
29	34	→ Memory Cards	4%	-60%	-16%	118%	-56%	199%	11%	6%	-39%	-73%	-21%	-22%	-29%	-26%	-37%	-37%	-38%	-31%	-45%	-22%	-37%	-26%
46	35	→ Server Accessories	-51%	-65%	-20%	-33%	22%	15%	-22%	-47%	32%	204%	22%	290%	-56%	-22%	-3%	221%	-63%	-85%	-29%	-41%	33%	-25%
36	36	→ Hard Disk Drives (HDDs)	-26%	-30%	-24%	-24%	-43%	28%	-18%	-8%	-21%	39%	-24%	-11%	-11%	-32%	-43%	6%	-5%	-3%	-14%	-23%	-30%	-25%
38	37	→ Mobile Phones	43%	-9%	-26%	-21%	-27%	96%	1%	116%	-43%	-89%	-41%	87%	44%	-14%	-57%	-81%	2%	-8%	23%	-9%	-57%	-24%
34	38	→ Toner	-4%	-42%	-23%	-7%	-37%	-36%	2%	-10%	-37%	-32%	-18%	-13%	-23%	2%	-48%	-31%	14%	-72%	-7%	-20%	-38%	-24%
47	39	→ VOIP Systems	7%	-60%	-56%	-64%	-36%	6%	-79%	-39%	-26%	485%	-17%	-33%	34%	-56%	-9%	8%	-55%	-27%	-54%	-27%	-11%	-23%
NA	40	→ All-in-One Lasers	4%	-38%	-18%	-32%	5%	-32%	8%	-21%	21%	-57%	-38%	-42%	-10%	-24%	-38%	-13%	11%	-37%	-24%	-17%	-32%	-22%
33	41	→ Large Format/Plotter Printers	-33%	-28%	-20%	-15%	3%	-29%	-52%	43%	-36%	-54%	40%	-40%	86%	10%	-27%	-5%	-56%	-13%	62%	-20%	-28%	-21%
35	42	→ Network Expansion Modules	-17%	-10%	-51%	-48%	61%	-55%	-77%	-38%	18%	-42%	-18%	-16%	-28%	-23%	65%	0%	79%	-60%	-40%	-31%	50%	-20%
49	43	→ RAM Memory	1%	-51%	-16%	-31%	1%	-23%	-22%	-13%	-36%	9%	-46%	9%	-1%	-35%	7%	11%	-30%	-39%	-39%	-25%	2%	-20%
44	44	→ Notebook Power Adapters	-1%	-45%	-18%	-6%	-22%	6%	-29%	-33%	-16%	3%	31%	106%	-11%	-42%	-56%	26%	2%	-24%	1%	-20%	-9%	-19%
50	45	→ Print Media	-28%	-1%	-41%	-23%	-6%	-59%	-9%	-31%	-37%	-70%	-59%	-2%	-5%	-34%	-7%	-25%	35%	67%	-29%	-27%	-4%	-19%
42	46	→ IP Cameras	26%	-8%	-60%	-58%	-40%	-10%	-25%	-11%	-34%	126%	140%	2%	27%	57%	-14%	7%	33%	66%	29%	-21%	-1%	-18%
44	47	→ Desktop Workstations (PC/Mac)	-19%	-31%	-28%	-25%	-42%	-19%	-18%	7%	-10%	27%	-22%	-23%	-10%	-50%	43%	-12%	12%	-37%	-31%	-25%	22%	-18%
41	48	→ Network Switches	-2%	-35%	-38%	-28%	-35%	-2%	-10%	-9%	-32%	-24%	1%	-23%	-21%	-12%	7%	-10%	61%	3%	-34%	-21%	6%	-17%
NA	49	→ Uninterruptible Power Supplies (UPS)	1%	-24%	-34%	-35%	-26%	-18%	-10%	-15%	-17%	16%	42%	-7%	-21%	-17%	-12%	-31%	-23%	-44%	-13%	-17%	-16%	-17%
NA	50	→ Network Management and Security Appliances	2%	-29%	-27%	-39%	23%	-28%	-41%	-24%	-67%	26%	13%	-21%	-7%	-25%	-41%	7%	364%	67%	6%	-16%	-17%	-16%

CONTEXT Covid-19 Weekly Report

Largest Category

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[Back to Contents](#)

Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W22	Rank-W23		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Notebooks	64%	81%	76%	44%	56%	41%	0%	42%	37%	40%	12%	3%	4%	20%	-6%	93%	40%	45%	37%	54%	33%	50%
2	2	👉 Smartphones	71%	33%	12%	64%	34%	111%	40%	6%	-22%	7%	31%	50%	7%	44%	-47%	-7%	36%	47%	84%	36%	-2%	31%
3	3	👉 Warranties and Services	-6%	4%	27%	-13%	-12%	-27%	-31%	-20%	-15%	-9%	-50%	13%	-24%	-11%	-13%	8%	7%	-49%	-67%	-6%	-11%	-7%
4	4	👉 Tablet PCs	35%	69%	57%	6%	36%	23%	-13%	28%	19%	61%	129%	17%	14%	-2%	23%	52%	139%	31%	67%	34%	54%	36%
5	5	👉 Desktops	-43%	-49%	-38%	-28%	-22%	-6%	-21%	-28%	-23%	-31%	-32%	-40%	-5%	-30%	-6%	-5%	-1%	-18%	-11%	-35%	-6%	-29%
7	6	👉 Monitors	33%	61%	-2%	-7%	45%	36%	6%	14%	48%	3%	24%	37%	-11%	31%	-3%	26%	36%	4%	1%	30%	10%	25%
6	7	👉 Ink Cartridges and Tanks	26%	-4%	9%	26%	36%	14%	18%	-17%	-6%	42%	6%	-40%	-24%	35%	-30%	36%	48%	-52%	-25%	16%	0%	14%
8	8	👉 Toner	-4%	-42%	-23%	-7%	-37%	-36%	2%	-10%	-37%	-32%	-18%	-13%	-23%	2%	-48%	-31%	14%	-72%	-7%	-20%	-38%	-24%
10	9	👉 Office Applications Software	-40%	-12%	-15%	-10%	9%	-19%	-4%	20%	-22%	0%	2%	-10%	27%	7%	99%	23%	-25%	-9%	-12%	-15%	35%	-10%
9	10	👉 Processors	65%	19%	18%	24%	32%	66%	1%	41%	40%	-42%	3%	155%	91%	73%	-4%	33%	50%	117%	39%	37%	19%	33%
12	11	👉 Network Switches	-2%	-35%	-38%	-28%	-35%	-2%	-10%	-9%	-32%	-24%	1%	-23%	-21%	-12%	7%	-10%	61%	3%	-34%	-21%	6%	-17%
11	12	👉 Solid State Drives (SSDs)	-25%	-19%	6%	-20%	6%	-33%	-6%	-19%	-28%	46%	-40%	22%	-25%	-9%	28%	-13%	-31%	3%	-63%	-16%	-2%	-13%
13	13	👉 Hard Disk Drives (HDDs)	-26%	-30%	-24%	-24%	-43%	28%	-18%	-8%	-21%	39%	-24%	-11%	-11%	-32%	-43%	6%	-5%	-3%	-14%	-23%	-30%	-25%
14	14	👉 Headsets/Headphones and Microphones	82%	34%	106%	8%	83%	285%	2%	73%	40%	226%	56%	3%	136%	121%	24%	114%	103%	62%	-39%	76%	60%	74%
15	15	👉 Security Software	-11%	33%	36%	0%	21%	17%	14%	-8%	-42%	61%	-1%	-5%	71%	-1%	65%	24%	7%	123%	-11%	8%	42%	10%
16	16	👉 Operating Systems Software	-27%	-26%	-29%	30%	-29%	-39%	32%	17%	-37%	-30%	-11%	-22%	0%	47%	-19%	4%	-12%	-6%	-61%	-13%	-11%	-13%
17	17	👉 Servers (PC/Mac)	-11%	-23%	-1%	-44%	-5%	-32%	-12%	-12%	-31%	57%	-13%	-5%	-11%	10%	-28%	103%	-29%	26%	72%	-18%	-1%	-13%
18	18	👉 RAM Memory	1%	-51%	-16%	-31%	1%	-23%	-22%	-13%	-36%	9%	-46%	9%	-1%	-35%	7%	11%	-30%	-39%	-39%	-25%	2%	-20%
19	19	👉 Data Management Software	-1%	-15%	26%	8%	-39%	-6%	-37%	-8%	-1%	52%	416%	-18%	-40%	-9%	51%	-22%	5%	-19%	85%	-5%	8%	-4%
21	20	👉 Disk Arrays	9%	-17%	22%	15%	5%	-53%	49%	-18%	33%	142%	-68%	23%	-84%	-28%	-39%	94%	-52%	117%	-45%	1%	-18%	-4%
26	21	👉 Database Management Software	57%	-45%	-51%	200%	-81%	-22%	-19%	14%	97%	-40%	29%	-1%	-34%	-4%	-30%	-7%	0%	-61%	-52%	-2%	-18%	-3%
22	22	👉 All-in-One Lasers	4%	-38%	-18%	-32%	5%	-32%	8%	-21%	21%	-57%	-38%	-42%	-10%	-24%	-38%	-13%	11%	-37%	-24%	-17%	-32%	-22%
20	23	👉 Graphics and Design Software	-15%	-41%	22%	15%	-6%	-33%	-16%	6%	-11%	14%	-45%	-25%	-36%	6%	-9%	9%	94%	37%	21%	-11%	19%	-10%
23	24	👉 Televisions	-35%	33%	-4%	-50%	161%	-1%	-95%	-32%	-21%	38%	16%	-64%	91%	2%	45%	10%	19%	12%	-63%	3%	9%	5%
24	25	👉 Network Routers	-1%	-6%	22%	10%	-62%	-6%	-18%	-27%	-24%	42%	27%	-45%	79%	-19%	1%	22%	-9%	48%	5%	-8%	4%	-6%
25	26	👉 Wireless Access Points	42%	22%	-10%	-10%	0%	18%	-43%	1%	12%	27%	15%	106%	-29%	39%	-11%	-4%	9%	13%	7%	18%	-5%	16%
27	27	👉 Large Format Displays	-14%	-44%	-50%	-54%	-48%	-15%	-31%	30%	-9%	-85%	-34%	14%	40%	7%	37%	-43%	-24%	-40%	-11%	-34%	2%	-31%
30	28	👉 Network Management Software	-28%	3%	0%	-16%	-4%	29%	9%	-35%	-22%	223%	12%	2%	89%	-3%	44%	8%	-68%	-2%	-67%	-5%	16%	-3%
28	29	👉 Graphics Cards	57%	112%	73%	-23%	37%	60%	14%	115%	27%	10%	46%	-77%	92%	41%	-37%	71%	117%	57%	-5%	55%	20%	45%
29	30	👉 All-in-One Inkjets	42%	15%	11%	-4%	10%	-10%	-7%	21%	69%	59%	-37%	-20%	35%	7%	-40%	97%	79%	70%	8%	19%	33%	21%
31	31	👉 Network Management and Security Appliances	2%	-29%	-27%	-39%	23%	-28%	-41%	-24%	-67%	26%	13%	-21%	-7%	-25%	-41%	7%	364%	67%	6%	-16%	-17%	-16%
32	32	👉 Virtualisation Software	-29%	4%	15%	-20%	30%	-34%	6%	-18%	-38%	77%	-42%	405%	150%	-11%	156%	7%	-61%	-37%	67%	-5%	66%	1%
33	33	👉 Smart Watches	2%	66%	-19%	-46%	61%	33%	11%	20%	75%	89%	11%	-54%	-33%	11%	-35%	-19%	38%	12%	-67%	19%	-2%	17%
34	34	👉 Docking Stations	25%	-26%	11%	-4%	25%	-18%	-41%	27%	0%	75%	4%	45%	-55%	-3%	-9%	38%	-2%	-24%	-17%	-4%	6%	-3%
35	35	👉 Desktop Workstations (PC/Mac)	-19%	-31%	-28%	-25%	-42%	-19%	-18%	7%	-10%	27%	-22%	-23%	-10%	-50%	43%	-12%	12%	-37%	-31%	-25%	22%	-18%
36	36	👉 Uninterruptable Power Supplies (UPS)	1%	-24%	-34%	-35%	-26%	-18%	-10%	-15%	-17%	16%	42%	-7%	-21%	-17%	-12%	-31%	-23%	-44%	-13%	-17%	-16%	-17%
39	37	👉 Transceivers	2%	-18%	35%	-14%	-20%	-7%	-23%	22%	-16%	-44%	-17%	-13%	-39%	6%	40%	16%	6%	-14%	75%	-6%	35%	1%
40	38	👉 Developer Tools Software	-7%	-34%	-34%	-51%	-12%	48%	130%	-77%	-61%	-43%	35%	163%	10%	29%	-3%	82%	-30%	80%	3%	-9%	18%	-9%
38	39	👉 Cables and Connectivity Adapters	14%	-39%	-47%	-10%	-15%	-5%	-17%	-21%	5%	-18%	35%	10%	-19%	-7%	-17%	17%	10%	-7%	-9%	-16%	-4%	-15%
37	40	👉 Notebook Workstations	8%	23%	15%	8%	92%	33%	25%	17%	32%	-2%	65%	5%	24%	40%	-18%	67%	-5%	9%	-53%	23%	11%	22%
42	41	👉 Integrated Systems	-28%	36%	336%	26%	222%	-76%	-4%	161%	-100%	-55%	-24%	-62%	990%	-69%	-54%	115%	-81%	-29%	-64%	29%	-60%	20%
41	42	👉 Keyboards and Keypads	23%	14%	-7%	24%	38%	23%	3%	12%	27%	57%	-25%	24%	1%	42%	51%	13%	33%	-11%	-12%	19%	27%	20%
44	43	👉 Laser Printers	-27%	-40%	-26%	-46%	-14%	-43%	-13%	-32%	36%	57%	-38%	-18%	-10%	4%	-28%	14%	30%	-32%	-13%	-28%	-18%	-26%
45	44	👉 Long Life Consumables	-22%	-55%	-42%	-31%	-36%	-27%	-4%	-28%	-2%	-43%	-28%	-4%	-4%	-20%	-41%	-26%	-2%	-72%	-62%	-34%	-38%	-35%
43	45	👉 Mobile Computing Cases	55%	23%	54%	-13%	13%	-3%	-1%	23%	9%	50%	38%	-38%	-1%	26%	-3%	38%	62%	-18%	138%	21%	35%	22%
46	46	👉 Mice	21%	1%	40%	6%	17%	-13%	-26%	-15%	37%	95%	-60%	21%	7%	22%	82%	69%	55%	12%	6%	9%	66%	20%
47	47	👉 Projectors	-36%	-43%	-61%	-52%	-59%	-35%	13%	-20%	-58%	-20%	-48%	-44%	-35%	36%	-13%	-34%	-33%	-31%	-52%	-40%	-33%	-39%
48	48	👉 Network Expansion Modules	-17%	-10%	-51%	-48%	-61%	-55%	-77%	-38%	18%	-42%	-18%	-16%	-28%	-23%	65%	0%	79%	-60%	-40%	-31%	50%	-20%
48	49	👉 NAS Devices	8%	-4%	-24%	-17%	-37%	-8%	-4%	19%	39%	-2%	40%	-32%	-29%	-12%	-7%	12%	-34%	27%	-35%	-6%	-8%	-6%
50	50	👉 Digital Media Players	-4%	56%	-56%	18%	-6%	-12%	58%	16%	117%	61%	57%	77%	12%	58%	-34%	33%	109%	718%	0%	20%	26%	20%

CONTEXT Covid-19 Weekly Report

Channel

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[Back to Contents](#)

Channel Performance in Western and Eastern Europe

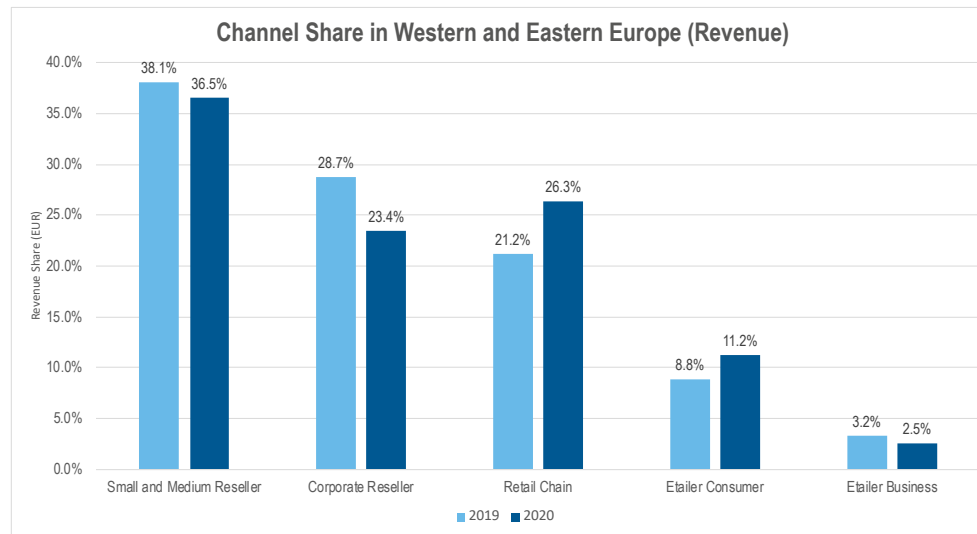
% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 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	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-18%	7%	-8%	-7%	-28%	-43%	-22%	2%	-31%	24%	-26%	-3%	-26%	-9%	-15%	1%	-27%	-45%	-7%	-10%	-16%	-11%
	Small and Medium Reseller	13%	-14%	18%	-1%	15%	17%	6%	-2%	-9%	5%	-1%	15%	13%	3%	-1%	11%	5%	21%	-20%	5%	3%	5%
	Etailer Business	2%	-16%	-5%	-32%	-4%	-23%	-21%	-2%	-42%	19%	-4%	-11%	-28%	-32%	-60%	2%	-14%	-47%	-16%	-12%	-33%	-14%
Retail Channels	Etailer Consumer	26%	98%	-4%	-1%	79%	38%	141%	83%	54%	26%	137%	67%	16%	41%	-37%	38%	13%	20%	-18%	47%	-5%	39%
	Retail Chain	64%	18%	24%	50%	17%	43%	4%	25%	20%	31%	31%	1%	47%	30%	13%	49%	93%	130%	15%	35%	40%	36%



CONTEXT Covid-19 Weekly Report

Largest Industries Business

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[Back to Contents](#)

Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W22	Rank-W23	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	57%	71%	86%	26%	41%	28%	-9%	40%	-19%	51%	-2%	-2%	-12%	-6%	-15%	73%	8%	14%	5%	43%	16%	40%
2	2	➡ Telecommunications	8%	-8%	12%	23%	8%	140%	-11%	-3%	-18%	30%	65%	78%	-7%	106%	-32%	-33%	1%	100%	28%	16%	-21%	10%
3	3	➡ Software and Licences	-16%	-8%	6%	20%	-21%	-23%	6%	-10%	-21%	23%	6%	9%	9%	4%	54%	2%	-27%	-25%	-20%	-5%	12%	-4%
4	4	➡ Printing Consumables	2%	-37%	-22%	-3%	-1%	-30%	4%	-10%	-23%	-29%	-13%	-24%	-21%	5%	-44%	-22%	17%	-71%	-20%	-12%	-32%	-16%
5	5	➡ Displays	-6%	-31%	-37%	-38%	-9%	-1%	-14%	1%	-19%	-47%	-14%	30%	-14%	-1%	-11%	-23%	-25%	-24%	-12%	-21%	-17%	-20%
6	6	➡ Computing Components	14%	-29%	1%	-13%	8%	-26%	-33%	2%	-30%	-28%	-37%	49%	-5%	-2%	-11%	17%	-9%	26%	-27%	-9%	-4%	-9%
7	7	➡ Disk Storage	-21%	-27%	-5%	-21%	-13%	-13%	-3%	-15%	-22%	46%	-56%	-12%	-60%	-32%	-27%	8%	-11%	-3%	-54%	-20%	-20%	-20%
8	8	➡ Warranties and Services	-8%	2%	28%	-13%	-17%	-29%	-34%	-23%	-8%	-14%	-52%	14%	-27%	-14%	-12%	5%	7%	-49%	-67%	-8%	-11%	-8%
9	9	➡ Desktop Computing	-50%	-54%	-35%	-33%	-31%	-24%	-29%	-28%	-41%	-21%	-41%	-42%	-28%	-46%	0%	-15%	-20%	-44%	-22%	-41%	-7%	-35%
10	10	➡ Audio-Video Systems	54%	-15%	76%	-17%	34%	305%	-22%	10%	49%	91%	7%	-12%	35%	85%	-35%	13%	26%	20%	-65%	36%	-16%	30%
12	11	⬆ Networking Systems	-8%	-33%	-26%	-29%	-52%	-19%	-11%	-14%	-36%	-12%	-6%	-15%	-26%	-21%	-10%	-27%	34%	-3%	-36%	-25%	-11%	-22%
11	12	⬇ Printing	-19%	-42%	-44%	-47%	-18%	-38%	-19%	-30%	6%	-48%	-53%	-14%	-21%	-18%	-41%	-32%	-8%	-50%	-56%	-33%	-37%	-34%
13	13	➡ Computing Accessories	18%	4%	6%	7%	-11%	-3%	-17%	6%	5%	43%	-8%	12%	-27%	-10%	-3%	28%	13%	2%	5%	4%	9%	4%
14	14	➡ Server Computing	-34%	-18%	47%	-38%	10%	-48%	-6%	23%	-56%	-24%	-52%	-32%	115%	-15%	-40%	94%	-60%	-13%	87%	-20%	-19%	-20%
15	15	➡ Data Center Networking and Security	-16%	-30%	-7%	-52%	6%	-43%	-58%	-40%	-39%	-8%	-18%	-30%	-23%	-32%	-57%	-25%	90%	-7%	21%	-25%	-50%	-29%
16	16	➡ Wireless Networking	12%	-3%	-20%	-23%	-26%	9%	-45%	-4%	-13%	4%	-35%	47%	-26%	-3%	-17%	66%	-15%	-1%	4%	-6%	7%	-5%
17	17	➡ Wearable Devices	140%	-33%	3%	-30%	-17%	3%	-29%	5%	50%	33%	93%	-80%	-61%	-45%	-29%	-33%	35%	-32%	-46%	5%	-8%	3%
18	18	➡ Power Equipment	-3%	-19%	-27%	-34%	-27%	-12%	-18%	-14%	-28%	-2%	-20%	-4%	-18%	-15%	-15%	-30%	2%	-41%	-20%	-17%	-16%	-17%
19	19	➡ Other Networking Equipment	-1%	-23%	29%	-17%	-2%	-16%	-11%	8%	-19%	-30%	-14%	-24%	-46%	0%	12%	-1%	-5%	-5%	7%	-9%	9%	-5%
20	20	➡ Connectivity	8%	-34%	-19%	-15%	-13%	-21%	-20%	-20%	-1%	-17%	50%	-5%	-19%	-3%	-16%	13%	9%	-12%	-10%	-14%	-7%	-13%
21	21	➡ Games Consoles	58%		8%	41%	121%	261%	211%	-30%	11%	134%	172%	85%	132%	610%	-48%	9%	95%	-12%	653%	62%	46%	57%
22	22	➡ Removable Storage	-21%	-61%	-16%	-2%	-47%	162%	-29%	-30%	-44%	-67%	-51%	-58%	-44%	-24%	-33%	-20%	-26%	34%	-31%	-29%	-21%	-27%
23	23	➡ Smart Home and Office	10%	61%	50%	68%	-10%	18%	-26%	-96%	-63%	1167%	-17%	292%	-91%	-2%	223%	244%	109%	1908%	43%	37%	221%	41%
25	24	⬆ Electronics	-35%	-59%	-40%	-17%	-61%	-65%	81%	-20%	-74%	-34%	-86%	-85%	-73%	-64%	60%	-65%	-22%	-47%	-50%	-49%	10%	-35%
24	25	⬇ Unified Communications	-13%	-62%	-58%	-65%	-37%	-1%	-78%	-41%	-29%	447%	-16%	-36%	30%	-41%	-2%	-8%	-62%	-33%	-59%	-38%	-10%	-32%
26	26	➡ Scanner Imaging	-31%	-35%	-18%	-13%	5%	-26%	-22%	-63%	1%	-24%	-52%	-53%	-24%	-15%	10%	-13%	-20%	-59%		-25%	0%	-21%
27	27	➡ Security	4%	-61%	-42%	-47%	-23%	-13%	-5%	-20%	-42%	225%	62%	-30%	-44%	-2%	-21%	4%	-11%	48%	-20%	-31%	-15%	-27%
28	28	➡ Terminals, Thin Clients and Points of Sales	-49%	33%	-84%	-41%	-57%	-65%	-30%	99%	-88%	-76%	-61%	-65%	-47%	-36%	-3%	-14%	-30%	-93%	-65%	-41%	-18%	-40%
29	29	➡ Tape Storage	10%	-42%	0%	-24%	-69%	-65%	-24%	30%	-16%	23%	-32%	-73%	20%	22%	123%	-50%	26%	-80%	-56%	-15%	53%	-56%
30	30	➡ Photo and Video Cameras	-52%	-59%	-60%	-86%	37%	-16%	-42%	-51%	-72%	-68%	34%	-36%	-56%	-81%	-61%	-83%	-35%	-44%	-20%	-55%	-58%	-56%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer
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Back to Contents

Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 22 (June 07 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W22	Rank-W23	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	53%	101%	53%	46%	62%	48%	18%	34%	108%	37%	125%	47%	49%	31%	7%	99%	85%	82%	86%	56%	51%	55%
2	2	➡ Telecommunications	82%	47%	10%	57%	38%	89%	88%	13%	-22%	1%	-7%	21%	12%	16%	-51%	2%	60%	-10%	113%	39%	4%	35%
3	3	➡ Software and Licences	49%	60%	-17%	166%	434%	105%	416%	106%	471%	434%	232%	405%	328%	223%	119%	65%	247%	277%	135%	135%	109%	127%
4	4	➡ Printing Consumables	26%	-6%	26%	34%	-10%	-8%	35%	-24%	-15%	67%	-9%	-27%	-17%	72%	-35%	92%	66%	-32%	-25%	15%	-5%	13%
5	5	➡ Displays	52%	156%	11%	13%	87%	35%	-36%	-6%	201%	64%	87%	-6%	63%	60%	26%	39%	66%	42%	-52%	56%	35%	51%
6	6	➡ Computing Components	133%	214%	176%	34%	58%	137%	61%	233%	231%	-22%	167%	20%	144%	219%	5%	63%	113%	71%	62%	116%	44%	91%
7	7	➡ Disk Storage	-8%	12%	3%	8%	-31%	-4%	10%	2%	68%	70%	155%	27%	11%	12%	-14%	5%	-39%	70%	-38%	1%	-9%	-2%
8	8	➡ Warranties and Services	57%	976%	-20%	271%	996%	67%	369%	119%	-71%	926%	2%	-23%	37%	238%	-34%	88%	-7%	264%	-69%	60%	3%	53%
9	9	➡ Desktop Computing	-20%	17%	-44%	23%	-3%	26%	22%	-14%	46%	-49%	30%	-19%	78%	15%	-14%	15%	62%	138%	11%	-7%	2%	-5%
10	10	➡ Audio-Video Systems	63%	29%	30%	4%	31%	68%	4%	107%	29%	150%	115%	72%	128%	101%	17%	124%	96%	64%	15%	47%	74%	50%
11	11	➡ Networking Systems	12%	25%	9%	21%	1%	85%	-15%	42%	-15%	135%	100%	-83%	109%	45%	57%	113%	44%	97%	64%	14%	66%	25%
12	12	➡ Printing	53%	38%	2%	15%	11%	-5%	16%	33%	103%	71%	41%	2%	82%	21%	-22%	108%	96%	74%	79%	28%	13%	24%
13	13	➡ Computing Accessories	56%	24%	27%	17%	28%	12%	-1%	26%	53%	71%	5%	47%	13%	49%	70%	44%	99%	16%	13%	33%	58%	37%
14	14	➡ Server Computing	218%	76%	128%	1182%	153%	52%	-46%	173%	98%		3703%	197%	127%	722%	127%	1412%	72%	1141%	305%	191%	334%	232%
15	15	➡ Data Center Networking and Security	246%	378%	565%	203%	291%	-14%	230%	138%	228%	-3%	331%	111%	304%	12%	95%	184%	1093%		64%	196%	162%	189%
16	16	➡ Wireless Networking	76%	143%	34%	33%	54%	68%	-27%	57%	95%	186%	494%	431%	-38%	173%	30%	188%	101%	106%	15%	83%	86%	83%
17	17	➡ Wearable Devices	-10%	39%	-32%	-46%	37%	-10%	-13%	32%	65%	105%	0%	883%	-20%	-20%	-42%	0%	49%	-21%	-66%	8%	3%	8%
18	18	➡ Power Equipment	46%	-52%	-54%	-30%	-32%	26%	-11%	32%	92%	33%	141%	168%	22%	129%	-37%	28%	-10%	60%	-6%	-2%	-25%	-11%
19	19	➡ Other Networking Equipment	19%	99%	76%	-10%	-13%	32%	-9%	32%	-20%	103%	191%	3040%	-17%	75%	14%	101%	74%	-8%	11%	22%	36%	23%
20	20	➡ Connectivity	22%	-37%	-69%	3%	-16%	21%	-6%	-32%	26%	5%	28%	73%	-12%	-15%	10%	12%	17%	23%	-11%	-18%	11%	-15%
21	21	➡ Games Consoles	119%		249%	64%	0%	140%	207%	101%	328%	482%	306%	487%	-35%	64%	46%	64%	-21%	88%	6%	101%	43%	72%
22	22	➡ Removable Storage	-10%	-64%	-28%	-16%	-62%	5%	30%	-51%	15%	-62%	120%	50%	-19%	-44%	-14%	-1%	-39%	-53%	-36%	-37%	-18%	-33%
23	23	➡ Smart Home and Office	3%	24%	-73%	-45%	-78%	-58%	-59%	134%	-2%	340%	-70%	97%	122%	-37%	-24%	278%	200%		2008%	-40%	393%	-38%
25	24	⬆️ Electronics	-53%	-91%	-94%	61%	-83%	-19%	-63%	-51%	-90%	-82%	-78%	163%	-67%	-74%	280%	19%	-8%	-95%	-81%	-62%	35%	-55%
24	25	➡ Unified Communications	45%	92%	55%	31%	-12%	54%	-89%	0%	-88%	1782%	384%	1021%		19%	-31%	370%	-48%	715%	8543%	38%	-2%	33%
26	26	➡ Scanner Imaging	38%	66%	-22%	14%	44%	32%	44%	-24%	209%	-28%	22%	348%	191%	86%	164%	78%	89%	178%	-29%	40%	132%	53%
27	27	➡ Security	86%	66%	-81%	-68%	-56%	6%	-47%	8%	29%	-38%	243%	7%	29%	76%	82%	21%	232%	147%	145%	-1%	92%	3%
28	28	➡ Terminals, Thin Clients and Points of Sales	153%	629%	2510%	80%	-46%	26%	1554%	6429%	905%	-88%		-38%	4722%	-11%	392%	-25%	80%	59%	42%	130%	322%	194%
29	29	➡ Tape Storage	193%	72%	-78%	-5%	-5%	47%	-14%	76%	171%	-65%	13%	136%	-71%	-27%	372%	777%	21%	251%		51%	390%	78%
30	30	➡ Photo and Video Cameras	-46%	-50%	-72%	7%	-76%	-22%	-99%	3%	353%	-68%	-32%	-91%	-17%	-45%	-50%	-25%	-42%	-53%	-34%	-58%	-33%	-47%

CONTEXT Covid-19 Weekly Report

Largest Category Business

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[Back to Contents](#)

Top categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W22	Rank-W23	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	📁 Notebooks	71%	75%	74%	35%	40%	34%	-8%	38%	-12%	64%	-20%	-11%	-13%	3%	-20%	72%	3%	23%	7%	48%	12%	42%
3	2	📁 Warranties and Services	-8%	2%	28%	-13%	-17%	-29%	-34%	-23%	-8%	-14%	-52%	14%	-27%	-14%	-12%	5%	7%	-49%	-67%	-8%	-11%	-8%
2	3	📁 Smartphones	7%	-6%	13%	40%	9%	160%	-15%	-1%	-19%	36%	69%	80%	-7%	123%	-35%	-32%	0%	136%	37%	18%	-20%	12%
4	4	📁 Tablet PCs	33%	62%	162%	5%	37%	13%	-17%	54%	-40%	-1%	118%	20%	-4%	-39%	60%	80%	47%	-48%	37%	35%	58%	36%
8	5	📁 Toner	-5%	-45%	-29%	-10%	-39%	-36%	-2%	-8%	-36%	-37%	-19%	-19%	-24%	-8%	-50%	-41%	10%	-74%	-9%	-22%	-42%	-26%
5	6	📁 Desktops	-53%	-58%	-36%	-34%	-29%	-25%	-30%	-32%	-45%	-25%	-42%	-42%	-27%	-45%	-3%	-15%	-24%	-43%	-19%	-43%	-9%	-37%
10	7	📁 Office Applications Software	-42%	-14%	-13%	-11%	8%	-16%	-5%	24%	-24%	1%	1%	-10%	25%	-2%	114%	18%	-29%	-5%	-25%	-16%	38%	-11%
6	8	📁 Ink Cartridges and Tanks	22%	-6%	-4%	10%	56%	5%	15%	-7%	-1%	-1%	26%	-40%	-31%	18%	-25%	18%	30%	-69%	-22%	12%	-3%	10%
7	9	📁 Monitors	6%	-1%	-24%	-20%	15%	13%	-5%	4%	1%	-20%	13%	66%	-33%	12%	-15%	-17%	-20%	-5%	-8%	-1%	-15%	-4%
15	10	📁 Security Software	-14%	32%	36%	-2%	23%	2%	13%	-12%	-51%	63%	-5%	-6%	40%	-4%	30%	16%	1%	83%	-159%	5%	18%	6%
12	11	📁 Network Switches	-7%	-35%	-37%	-33%	-38%	-19%	-12%	-10%	-35%	-29%	-8%	-15%	-28%	-18%	-10%	-25%	55%	-9%	-43%	-25%	-10%	-22%
9	12	📁 Processors	37%	-16%	-1%	16%	10%	48%	-29%	25%	-17%	-47%	-25%	105%	-2%	38%	-20%	38%	4%	90%	-17%	10%	0%	8%
16	13	📁 Operating Systems Software	-30%	-26%	-29%	28%	-33%	-43%	19%	11%	-42%	-34%	-19%	-42%	-14%	44%	-18%	-18%	-21%	-21%	-61%	-16%	-20%	-17%
17	14	📁 Servers (PC/Mac)	-14%	-25%	-3%	-49%	-6%	-36%	7%	-16%	-33%	7%	-38%	-12%	-23%	7%	-32%	94%	-31%	10%	68%	-22%	-6%	-17%
19	15	📁 Data Management Software	-2%	-16%	26%	-1%	-45%	-18%	-38%	-10%	-24%	51%	377%	-18%	-45%	-10%	27%	-23%	-8%	-23%	80%	-10%	-2%	-9%
11	16	📁 Solid State Drives (SSDs)	-17%	-24%	1%	-30%	-8%	-47%	-15%	-20%	-38%	23%	-55%	13%	-46%	-25%	22%	-10%	16%	-26%	-67%	-20%	2%	-16%
13	17	📁 Hard Disk Drives (HDDs)	-41%	-38%	-22%	-24%	-28%	51%	-30%	-7%	-38%	74%	-53%	-32%	-35%	-40%	-45%	-25%	-14%	17%	-14%	-31%	-37%	-32%
18	18	📁 RAM Memory	-17%	-54%	-17%	-32%	-9%	-37%	-34%	-21%	-43%	2%	-53%	16%	-24%	-42%	6%	-12%	-41%	-46%	-45%	-34%	-4%	-29%
14	19	📁 Headsets/Headphones and Microphones	63%	6%	83%	-1%	50%	450%	-28%	34%	57%	157%	27%	-6%	53%	116%	16%	29%	42%	13%	-78%	57%	9%	53%
26	20	📁 Database Management Software	57%	-46%	-51%	200%	-82%	-25%	-22%	1%	94%	-40%	28%	-3%	-34%	-5%	-37%	-10%	0%	-61%	-67%	-2%	-21%	-4%
21	21	📁 Disk Arrays	8%	-17%	22%	-4%	4%	-54%	54%	-21%	33%	113%	-66%	-19%	-80%	-29%	-43%	122%	-60%	61%	-49%	-3%	-23%	-7%
20	22	📁 Graphics and Design Software	-16%	-40%	22%	15%	-6%	-37%	-17%	6%	-11%	14%	-51%	-43%	-44%	4%	14%	6%	96%	28%	22%	-12%	20%	-10%
30	23	📁 Network Management Software	-29%	1%	1%	-21%	-17%	26%	-7%	-49%	-22%	-48%	-1%	-9%	74%	-5%	30%	3%	-69%	-26%	-70%	-12%	5%	-11%
27	24	📁 Large Format Displays	-21%	-47%	-53%	-52%	-47%	-23%	-37%	31%	-29%	-85%	-45%	13%	15%	6%	11%	-49%	-44%	-44%	-21%	-38%	-16%	-36%
32	25	📁 Virtualisation Software	-31%	1%	14%	-23%	30%	-45%	-3%	-28%	-39%	14%	-47%	418%	131%	-14%	149%	-1%	-65%	-49%	32%	-9%	59%	-4%
31	26	📁 Network Management and Security Appliances	-3%	-37%	-29%	-42%	20%	-29%	-41%	-35%	-70%	20%	6%	-21%	-13%	-26%	-44%	-1%	346%	63%	15%	-21%	-21%	-21%
25	27	📁 Wireless Access Points	15%	-2%	-23%	-18%	-30%	7%	-46%	-6%	-12%	4%	-26%	70%	-26%	-3%	-15%	-55%	-18%	-7%	7%	-5%	-25%	-7%
22	28	📁 All-in-One Lasers	-15%	-52%	-18%	-42%	-9%	-47%	5%	-33%	7%	-70%	-60%	-36%	-21%	-45%	-46%	-37%	-15%	-68%	-55%	-31%	-44%	-35%
33	29	📁 Docking Stations	18%	-25%	9%	-6%	-32%	-18%	-44%	31%	-3%	84%	-1%	43%	-54%	-11%	-9%	10%	8%	-17%	-19%	-7%	-1%	-6%
41	30	📁 Integrated Systems	-28%	36%	336%	26%	222%	-82%	-4%	152%	-100%	-59%	-96%	-62%	856%	-69%	-74%	115%	-81%	-52%	-68%	25%	-70%	15%
38	31	📁 Transceivers	2%	-20%	35%	-26%	-20%	-8%	-18%	21%	-17%	-46%	-34%	-16%	-41%	5%	39%	9%	-5%	-14%	76%	-8%	33%	-1%
39	32	📁 Developer Tools Software	-7%	-34%	-34%	-51%	-12%	46%	130%	-78%	-61%	-44%	35%	158%	8%	24%	-24%	70%	-30%	43%	3%	-10%	7%	-9%
36	33	📁 Notebook Workstations	-14%	23%	11%	2%	94%	-3%	17%	12%	-14%	-2%	26%	-5%	-12%	32%	-3%	61%	-16%	-22%	-58%	10%	13%	10%
24	34	📁 Network Routers	-18%	-25%	24%	9%	-71%	-20%	-8%	-43%	-41%	37%	5%	-16%	20%	-30%	-12%	-33%	-24%	26%	-16%	-25%	-15%	-23%
34	35	📁 Desktop Workstations (PC/Mac)	-30%	-32%	-30%	-31%	-47%	-20%	-22%	2%	-22%	30%	-38%	-42%	-32%	-54%	37%	-14%	13%	-59%	-36%	-31%	17%	-24%
28	36	📁 Graphics Cards	5%	51%	40%	-29%	58%	-10%	-47%	124%	-44%	14%	1%	-35%	6%	-6%	-55%	7%	12%	72%	-14%	15%	-28%	4%
35	37	📁 Uninterruptible Power Supplies (UPS)	-7%	-22%	-31%	-37%	-27%	-27%	-16%	-23%	-37%	-1%	13%	-42%	-30%	-23%	-7%	-48%	-32%	-61%	-22%	-22%	-15%	-19%
37	38	📁 Cables and Connectivity Adapters	12%	-37%	-22%	-13%	-13%	-22%	-21%	-19%	0%	-25%	37%	10%	-20%	0%	-20%	23%	8%	-12%	-9%	-14%	-7%	-13%
29	39	📁 All-in-One Inkjets	3%	-1%	-15%	-12%	1%	-37%	-12%	-8%	2%	54%	-61%	-40%	-11%	-13%	27%	-21%	-4%	32%	-11%	-6%	-6%	-6%
43	40	📁 Long Life Consumables	-22%	-59%	-44%	-32%	-39%	-32%	-7%	-29%	-1%	-44%	-28%	-2%	-7%	-27%	-43%	-35%	-3%	-64%	-63%	-35%	-40%	-37%
40	41	📁 Keyboards and Keypads	8%	-7%	-17%	30%	62%	-16%	2%	3%	24%	22%	-20%	-8%	-3%	19%	-8%	17%	1%	-27%	2%	5%	-3%	4%
45	42	📁 Network Expansion Modules	-21%	-10%	-52%	-61%	-62%	-59%	-78%	-41%	6%	-52%	-23%	-21%	-32%	-23%	62%	-20%	64%	-63%	-51%	-34%	44%	-24%
23	43	📁 Televisions	-47%	-56%	-36%	-49%	-4%	20%	-32%	12%	-54%	38%	-70%	-112%	90%	57%	10%	-20%	28%	-33%	110%	-29%	-14%	-25%
42	44	📁 Laser Printers	-40%	-51%	-12%	-55%	-29%	-37%	-25%	12%	17%	-48%	-30%	-50%	-5%	-35%	-34%	-6%	-52%	-49%	-38%	-34%	-37%	
46	45	📁 VOIP Systems	-12%	-62%	-59%	-66%	-36%	0%	-78%	-41%	-24%	472%	-18%	-36%	29%	-57%	-6%	-4%	-56%	-44%	-56%	-39%	-11%	-33%
44	46	📁 Projectors	-35%	-71%	-55%	-59%	-53%	-39%	7%	-49%	-68%	-25%	-63%	-56%	-53%	23%	-47%	-31%	-47%	-67%	-61%	-51%	-44%	-50%
47	47	📁 Servers (Unix)	-69%	-42%	-85%	-64%	-68%	-92%	-100%	-68%	-97%	-12%	-56%		-100%	-88%	-78%	1130%	-100%	-100%		-71%	-30%	-67%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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[Back to Contents](#)

Largest Categories in Consumer Channel

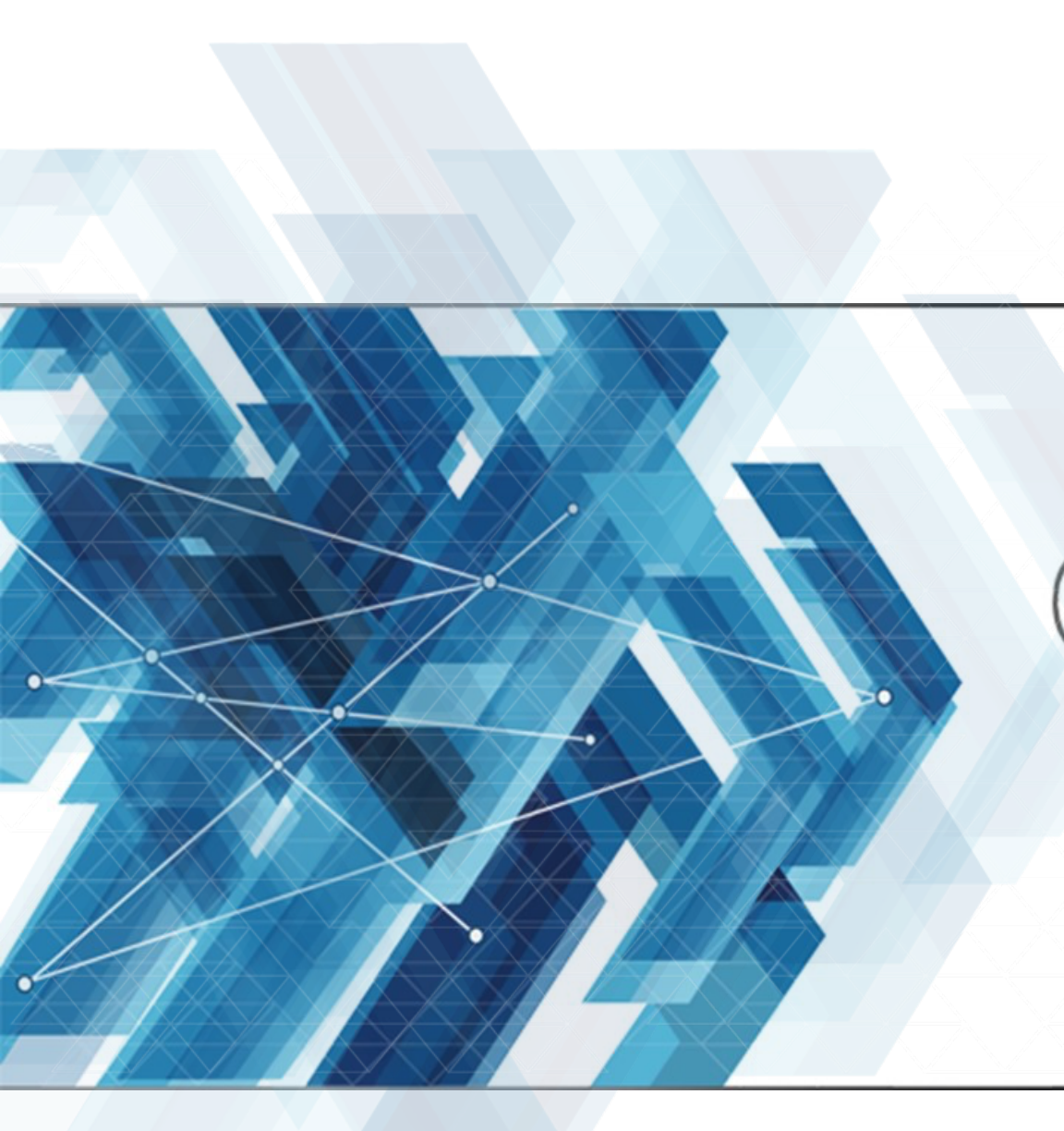
% Change in sales through IT Distribution in Euros

4 Weeks to Week 22 (June 07 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W22	Rank-W23	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1	Smartphones	84%	67%	11%	67%	44%	90%	91%	14%	-23%	2%	-10%	21%	11%	18%	-52%	5%	61%	-9%	123%	43%	7%	38%
1	2	Notebooks	57%	105%	79%	67%	71%	51%	23%	48%	117%	21%	111%	55%	44%	36%	7%	109%	68%	74%	86%	64%	52%	61%
4	3	Tablet PCs	38%	91%	2%	6%	35%	35%	3%	-5%	83%	121%	146%	-9%	44%	23%	2%	20%	205%	172%	92%	34%	52%	35%
7	4	Monitors	63%	201%	35%	41%	80%	79%	65%	68%	252%	84%	64%	-15%	31%	76%	16%	59%	91%	15%	18%	86%	39%	73%
6	5	Ink Cartridges and Tanks	34%	-2%	26%	35%	7%	22%	28%	-25%	-12%	76%	-12%	-40%	-17%	102%	-35%	81%	98%	-16%	-28%	21%	3%	19%
14	6	Headsets/Headphones and Microphones	111%	66%	129%	14%	111%	151%	30%	168%	29%	263%	153%	28%	189%	123%	30%	181%	142%	96%	21%	96%	99%	96%
5	7	Desktops	-23%	17%	-45%	19%	-4%	32%	19%	-16%	41%	-49%	22%	-31%	73%	15%	-17%	14%	67%	138%	10%	-9%	0%	-7%
9	8	Processors	176%	371%	339%	36%	55%	163%	65%	343%	281%	-34%	190%	205%	161%	249%	42%	29%	181%	202%	120%	138%	52%	109%
19	9	Televisions	-20%	96%	5%	-58%	363%	-28%	-98%	-51%	186%	58%	135%	571%	91%	-22%	78%	24%	16%	60%	-82%	20%	21%	21%
22	10	Graphics Cards	107%	193%	194%	20%	30%	148%	51%	76%	187%	3%	142%	-85%	129%	306%	-6%	110%	186%	50%	5%	99%	67%	90%
23	11	All-In-One Inkjets	75%	33%	30%	5%	16%	2%	-2%	30%	97%	62%	-20%	32%	70%	15%	-48%	170%	232%	88%	28%	38%	51%	39%
11	12	Solid State Drives (SSDs)	-38%	36%	22%	111%	39%	3%	17%	7%	29%	96%	139%	45%	-2%	102%	50%	-16%	-59%	78%	-51%	-5%	-8%	-6%
13	13	Hard Disk Drives (HDDs)	43%	-1%	-30%	-26%	-55%	-7%	9%	-12%	155%	-10%	206%	1%	38%	-7%	-38%	72%	13%	-41%	-12%	-2%	-16%	-6%
24	14	Smart Watches	-10%	78%	-20%	14%	108%	40%	29%	49%	78%	160%	-2%	1659%	-20%	18%	-43%	-2%	41%	7%	-75%	30%	5%	28%
20	15	Network Routers	6%	92%	20%	11%	10%	16%	-21%	91%	-21%	103%	113%	-54%	150%	22%	17%	89%	14%	78%	46%	11%	29%	14%
8	16	Toner	11%	-26%	36%	33%	-32%	-37%	44%	-22%	-42%	20%	-5%	34%	-18%	38%	-40%	136%	38%	-57%	32%	-3%	-15%	-6%
21	17	Wireless Access Points	81%	150%	44%	31%	54%	68%	-32%	63%	95%	190%	467%	295%	-41%	187%	7%	200%	108%	127%	7%	84%	78%	84%
18	18	All-In-One Lasers	45%	78%	-18%	22%	37%	-9%	17%	99%	86%	120%	80%	-56%	23%	15%	-25%	36%	40%	-3%	127%	21%	-13%	6%
17	19	RAM Memory	109%	22%	10%	-2%	34%	123%	67%	296%	111%	61%	152%	-45%	100%	73%	19%	48%	-4%	-9%	-20%	77%	27%	60%
12	20	Network Switches	32%	-30%	-47%	45%	-8%	156%	9%	21%	29%	175%	96%	-440%	83%	92%	166%	171%	99%	132%	118%	24%	160%	51%
33	21	Digital Media Players	0%	76%	-57%	40%	-6%	-6%	71%	38%	141%	62%	86%	104%	3%	61%	-56%	74%	152%	1706%	-34%	27%	63%	28%
20	22	Mice	27%	61%	64%	22%	9%	-24%	-32%	0%	57%	110%	-68%	48%	4%	24%	125%	76%	120%	13%	22%	22%	94%	37%
37	23	Keyboards and Keypads	47%	66%	17%	15%	16%	69%	4%	56%	31%	99%	-33%	157%	5%	64%	122%	12%	82%	12%	-34%	41%	55%	43%
34	24	Smart Bands and Activity Trackers	-94%	50%	-60%	-93%	-24%	43%	119%	1273%	-96%	-5%	27%	-82%	1145%	-60%	-28%	-2%	194%	-26%	-19%	-1%	17%	0%
3	25	Warranties and Services	57%	976%	-20%	271%	996%	67%	369%	119%	-71%	926%	2%	-23%	37%	238%	-34%	88%	-7%	264%	-69%	60%	3%	53%
19	26	Games Accessories	132%		219%	83%	-12%	158%	78%	101%	171%	274%	346%	487%	-20%	59%	46%	177%	117%	90%	-15%	92%	133%	102%
16	27	Operating Systems Software	11%	-19%	92%	62%	282%	15%	377%	203%	374%	7%	518%	472%	347%	180%	-29%	109%	127%	117%	-68%	71%	51%	65%
10	28	Office Applications Software	9%	53%	-78%	88%	121%	-50%	113%	-23%	39%	-46%	52%	-3%	91%	252%	-38%	36%	11%	-68%	326%	26%	16%	22%
28	29	Mobile Computing Cases	88%	-47%	-8%	-25%	-4%	-34%	3%	51%	52%	41%	343%	81%	44%	65%	-23%	24%	110%	9%	145%	17%	37%	18%
15	30	Security Software	119%	94%	47%	62%	-11%	537%	116%	36%	220%	25%	38%	89%	1677%	148%	597%	131%	141%	1656%	266%	108%	407%	137%
32	31	NAS Devices	24%	33%	30%	-40%	-33%	-13%	-1%	113%	96%	121%	87%	-46%	84%	-42%	5%	-12%	-44%	45%	-5%	11%	-12%	7%
40	32	Powerline Devices	23%	143%	69%	-29%	-16%	20%	44%	28%	26%	101%	222%	-63%	-92%	89%	21%	18%	86%	57%	25%	18%	32%	18%
29	33	Laser Printers	36%	19%	-42%	104%	16%	-51%	36%	38%	209%	277%	13%	113%	185%	35%	-12%	103%	113%	-11%	217%	7%	13%	9%
26	34	Cables and Connectivity Adapters	21%	-43%	-72%	0%	-19%	22%	-11%	-32%	28%	-5%	22%	0%	-18%	-15%	22%	6%	13%	23%	-12%	-22%	11%	-19%
36	35	Portable Speakers	-74%	-11%	-23%	-72%	-16%	9%	-89%	-24%	-97%	-91%	-80%	2730%	-73%	-69%	-72%	-46%	-33%	-87%	16%	-34%	-54%	-35%
43	36	Consoles Fixed	99%		357%	-56%	74%	-50%	-3118375%		14238%	787%	121%		-52%	192%	200%	33%	-52%	62%	16%	128%	12%	43%
31	37	Projectors	-37%	132%	-69%	-3%	-67%	-31%	42%	191%		-7%	56%	43%	7%	63%	34%	-39%	-6%	131%	6%	-13%	-10%	-13%
25	38	Uninterruptable Power Supplies (UPS)	37%	-32%	-58%	-27%	-22%	10%	98%	83%	130%	357%	276%	870%	6%	59%	-28%	59%	18%	87%	64%	4%	-17%	-6%
38	39	Smart Speakers	-13%	-44%	-69%	-48%	-85%	-46%	-53%	-71%	-57%	-97%							-82%	-100%		-60%	638%	-60%
35	40	IP Cameras	86%	48%	-82%	-68%	-56%	4%	-47%	8%	29%	-38%	243%	7%	29%	76%	85%	20%	233%	136%	145%	-8%	92%	-3%
47	41	Memory Cards	8%	-60%	-34%	175%	-62%	19%	58%	21%	44%	-71%	19%	74%	2%	-73%	-21%	-35%	-42%	-37%	-48%	-29%	-34%	-30%
44	42	Smartphone Protective Cases	15%	-88%	-62%	-68%	-66%	53%	8%	-28%	-29%	3%	172%	-13%	33%	-13%	-3%	-75%	54%	-69%		-55%	-30%	-52%
41	43	Mobile Phones	48%	-14%	-55%	0%	-39%	207%	6%	7%	-38%	-91%	-16%	98%	48%	-32%	-59%	-90%	29%	-5%	102%	-9%	-59%	-25%
42	44	USB Memory	-25%	-74%	-36%	-73%	-67%	6%	4%	-42%	9%	-51%	197%	-9%	-38%	-40%	-46%	41%	-41%	-103%	-35%	-51%	-13%	-46%
45	45	Digital Cameras	-79%	53%	-92%	43%	-74%	-21%	-100%	-68%		-68%	-74%	-100%	-17%	-31%	-85%	-24%	-47%	-53%	-36%	-65%	-36%	-50%

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

Optimise today
Accelerate tomorrow