CONTEXT

IT Industry Update

24th June 2020

CONTEXT COVID-19 Weekly Report

01 CLIMATE SURVEY FEEDBACK

02 TOP TRENDS COVID-19 REPORTS TO WEEK 24

03 DACH INSIGHT – AMANUEL DAG, COUNTRY MANAGER

04 UNIFIED COMMUNICATIONS – SAM NAMAN, SUBJECT MATTER EXPERT

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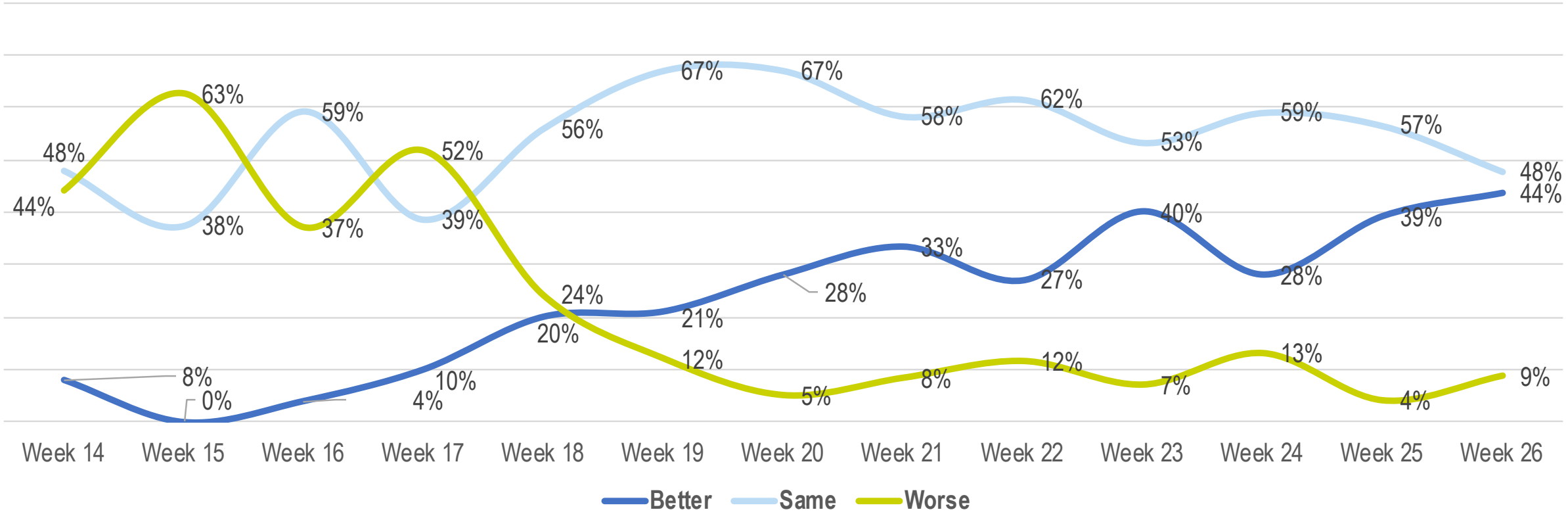
CLIMATE SURVEY FEEDBACK – PROGRESS

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



23 responses

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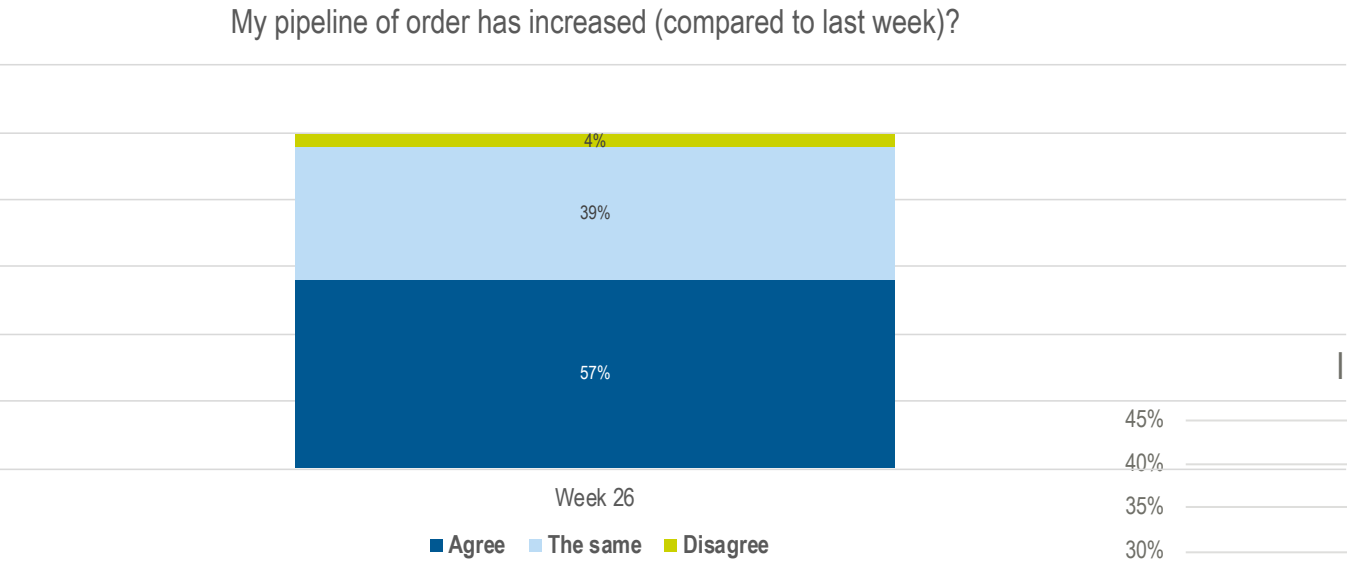
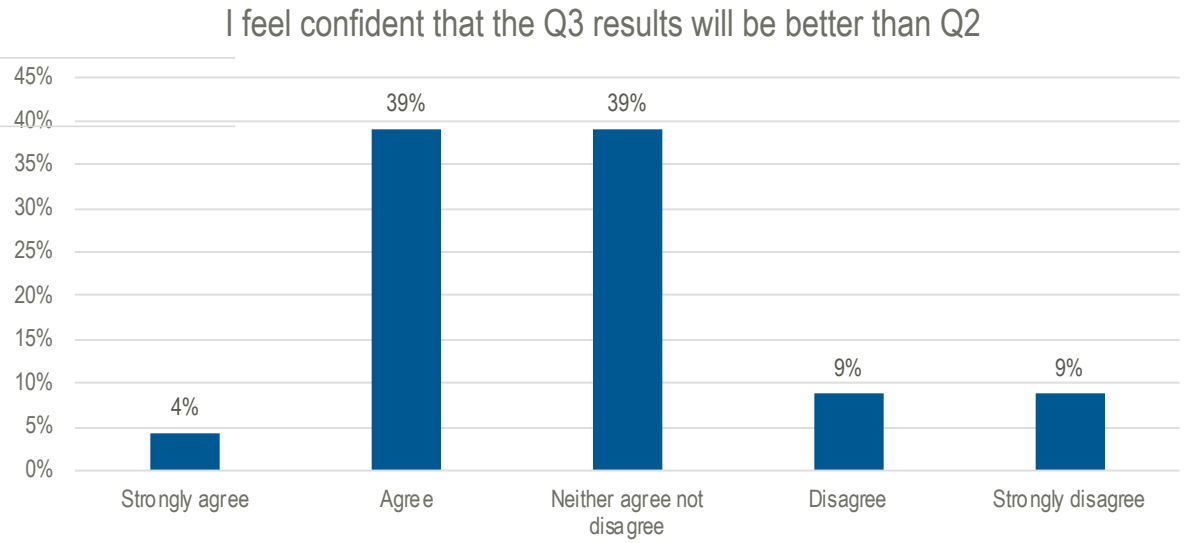
CLIMATE SURVEY FEEDBACK – OUTLOOK





23 responses

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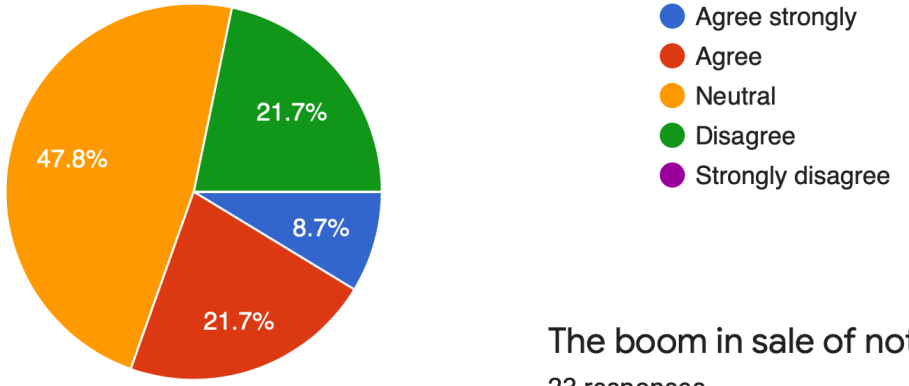
FACTORS IMPACTING Q3

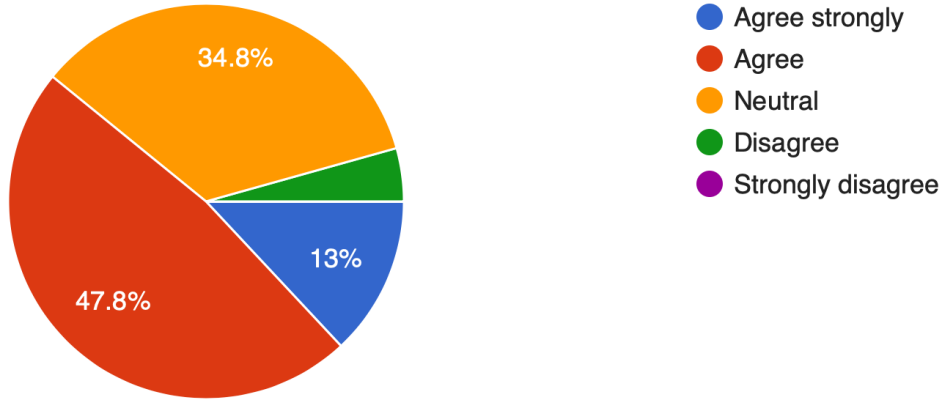
Consumer demand for IT products will go down in Q3

23 responses



The boom in sale of notebooks will slow down considerably in Q3

23 responses



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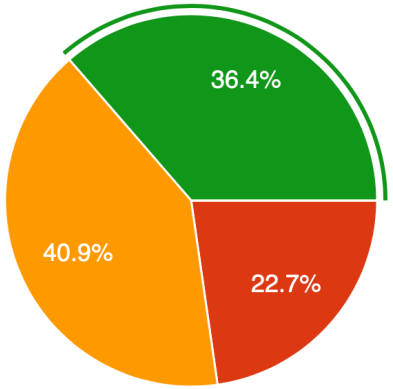
FACTORS IMPACTING Q3

Sales of infrastructure IT products, such as servers, storage and networking, which have suffered in the Covid crisis will return to pre-pandemic levels in Q3

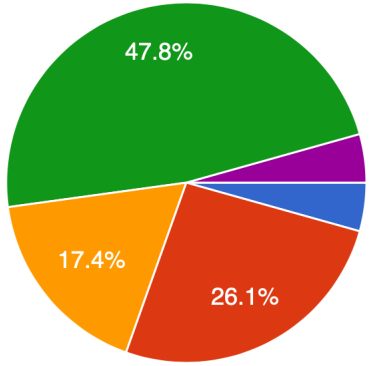
22 responses



- Agree strongly
- Agree
- Neutral
- Disagree
- Strongly disagree

In July and August people will not take holidays as normal to allow the business to recover more quickly before the autumn

23 responses



- Agree strongly
- Agree
- Neutral
- Disagree
- Strongly disagree

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COVID-19 REPORTS

01 REVENUE TRENDS

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

02 REVENUE PANDEMIC INDEX (+ CHANNELS 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 (+ NEW VIRTUAL CATEGORIES)

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 (+ MAY RESELLER DATA)

4 week rolling revenue % growth/decline trends compared to prior year, in 3 business & 2 consumer channels, Europe only (detailed report has country data)

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01 REVENUE GROWTH/DECLINE

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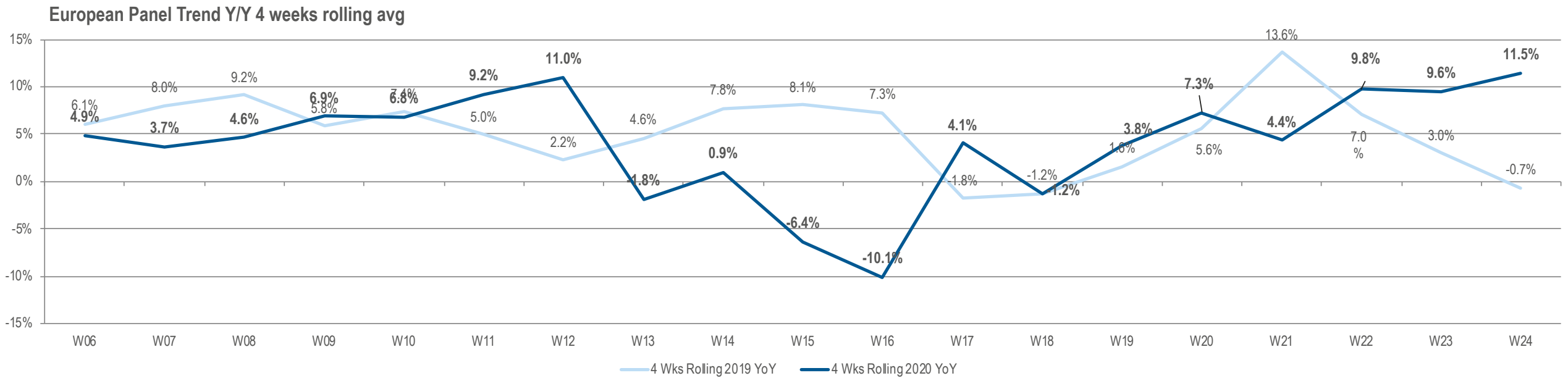
ALL COUNTRIES WEEK 24: CONTINUED PROGRESS



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

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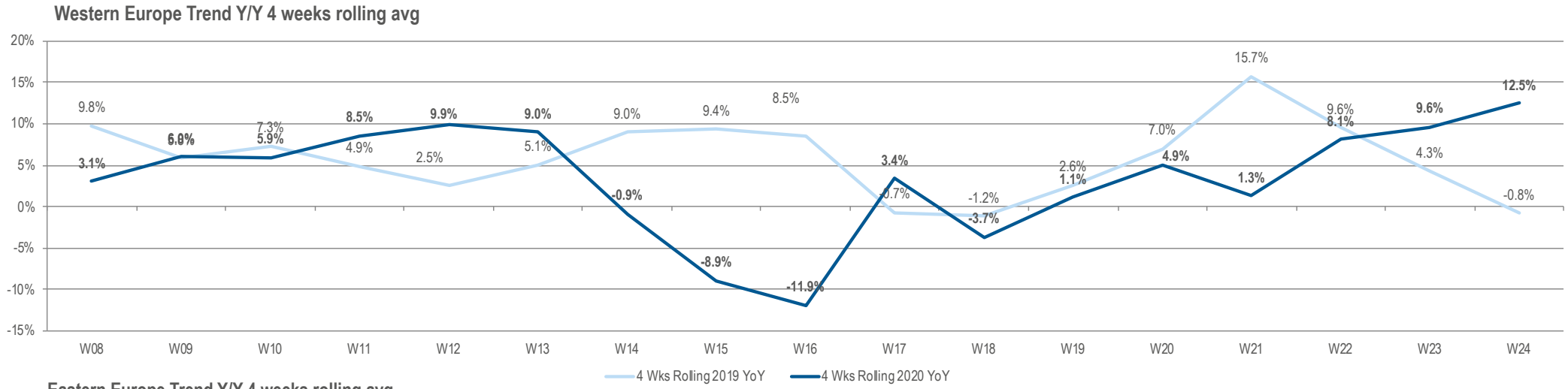
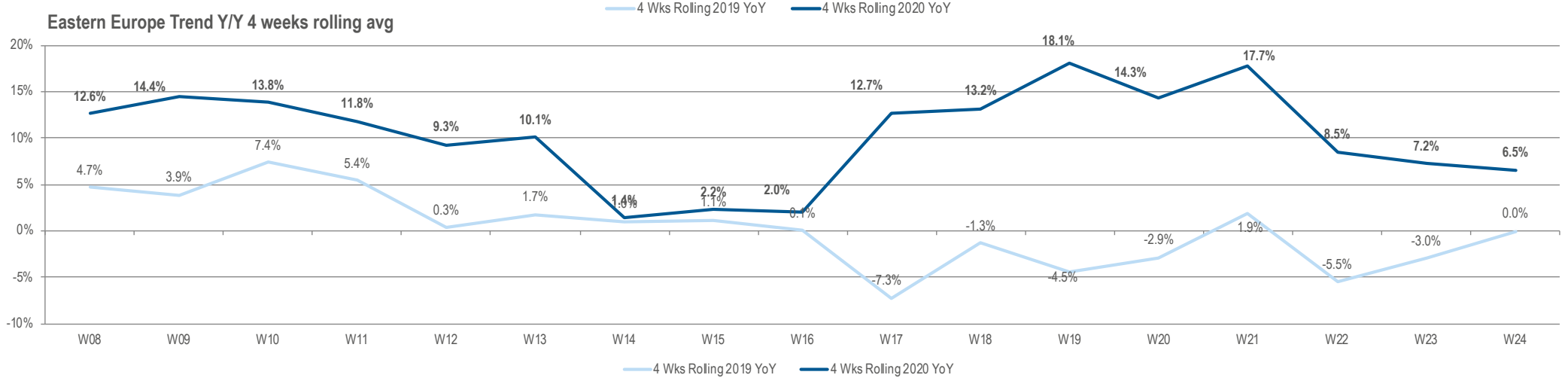
W EUROPE STARTS TO OUTPERFORM E EUROPE





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Eatsern Europe Iincludes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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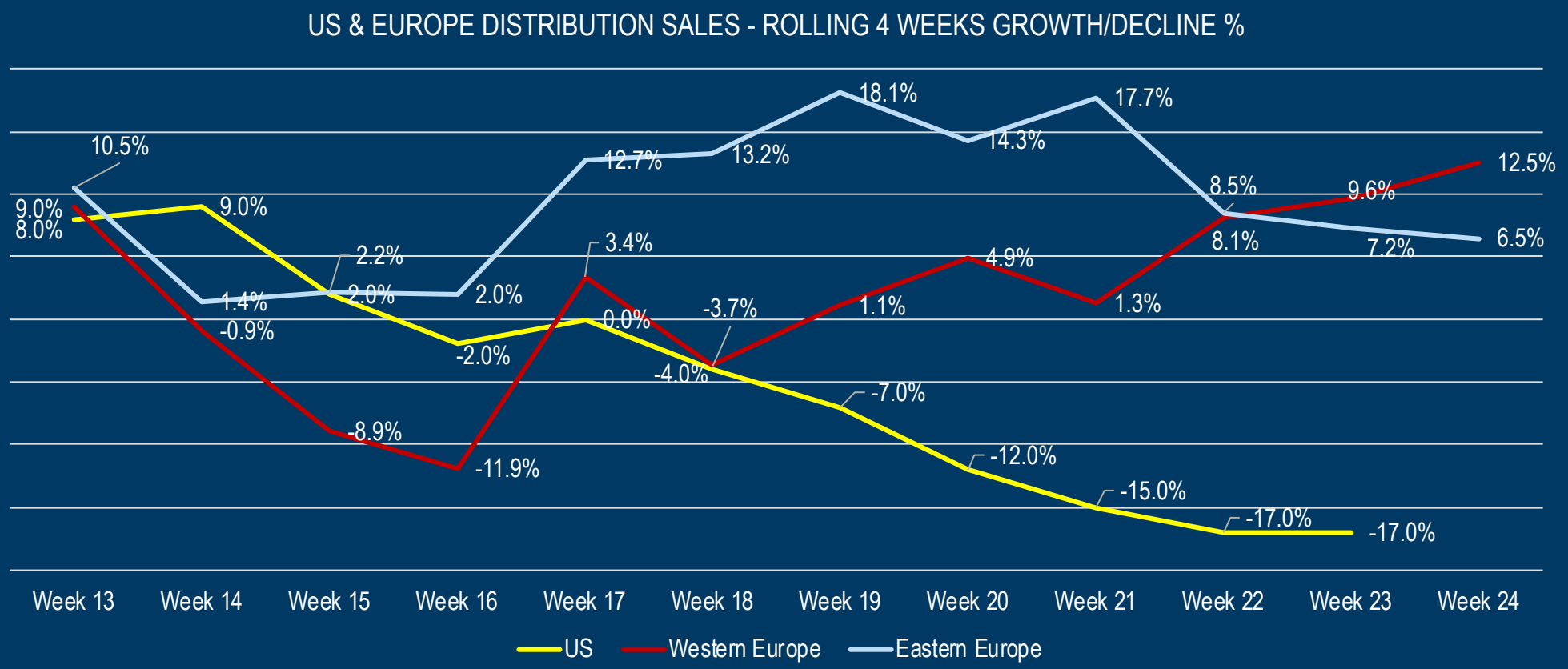
THINGS ARE BETTER IN EUROPE THAN IN THE US

Global Distribution Update – Covid-19 Weekly Report

Total Distribution Trends US and Europe



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

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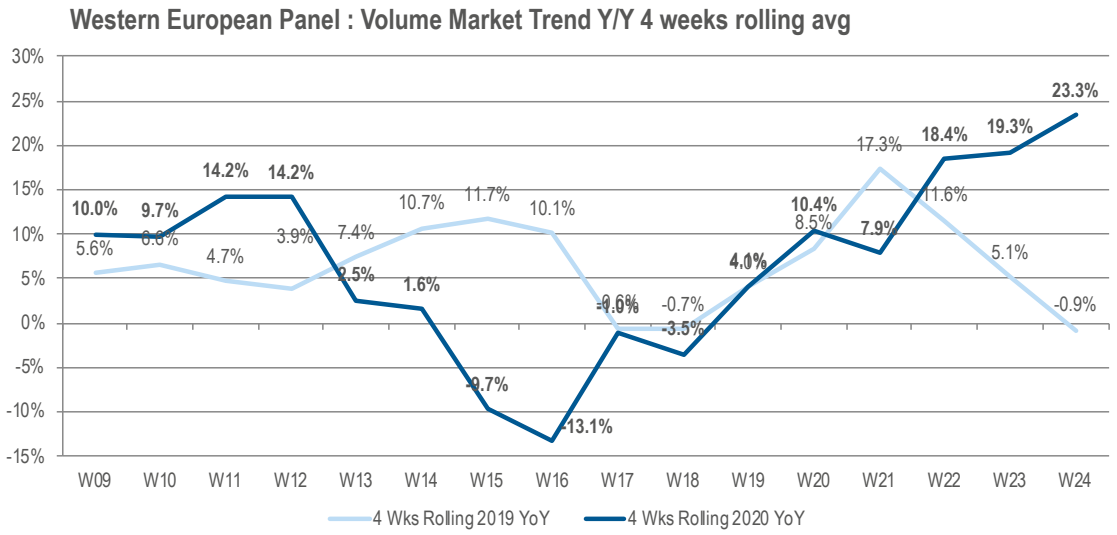
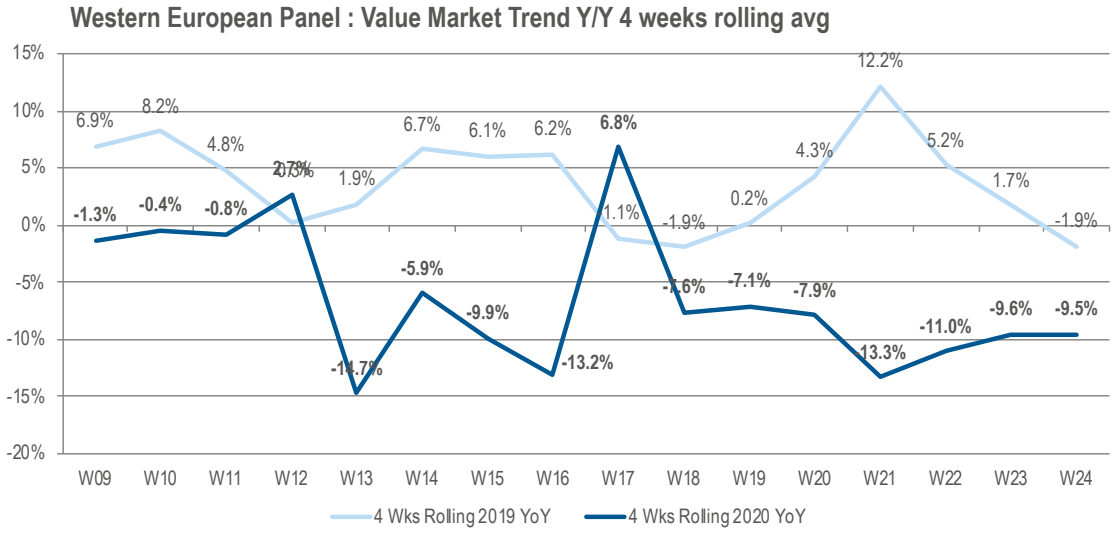
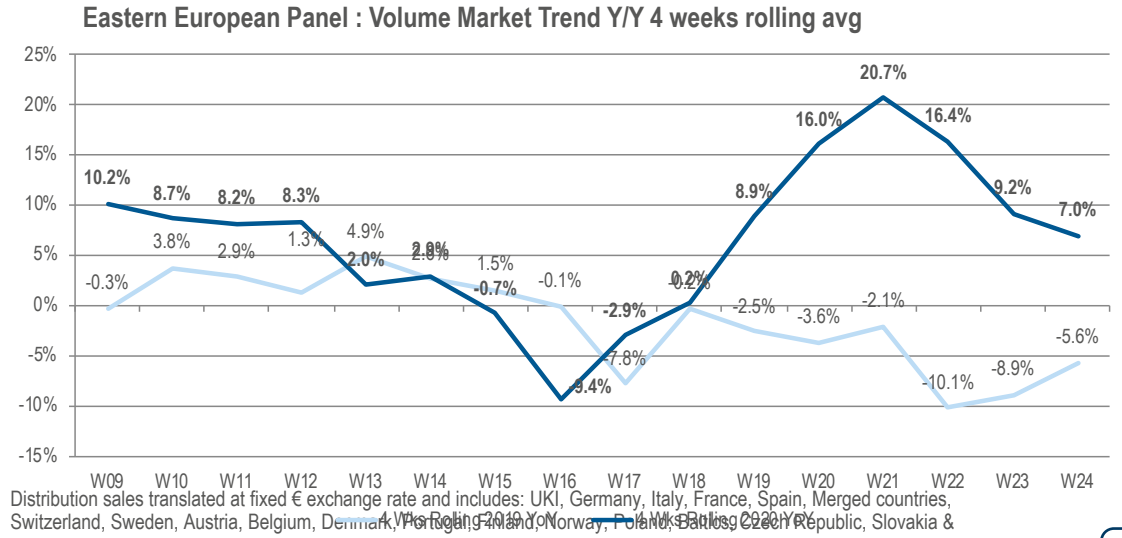
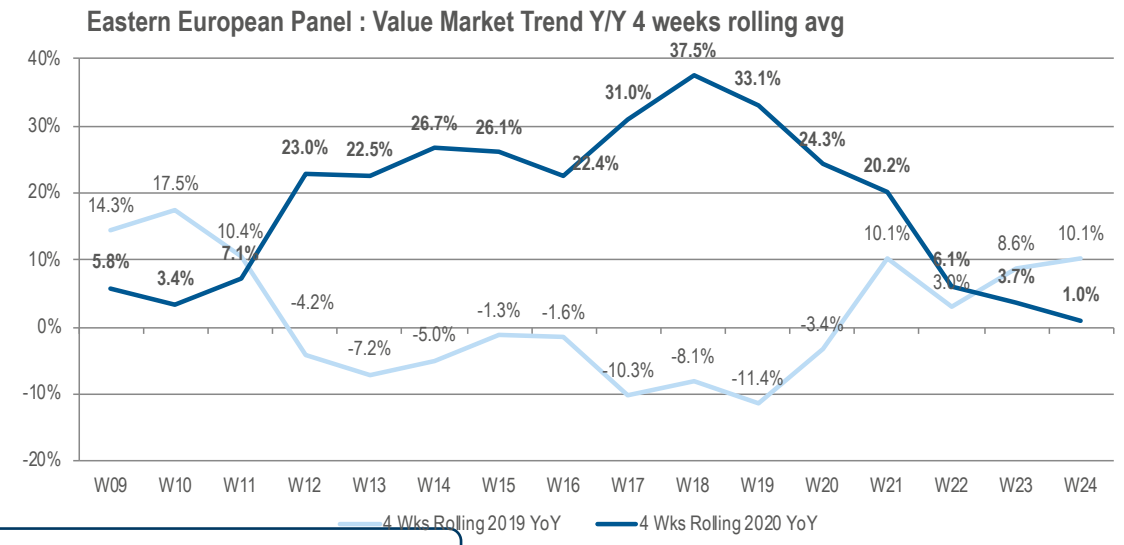
WE AND EE: VOLUME/VALUE YOY COMPARISON









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

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02 REVENUE PANDEMIC INDEX

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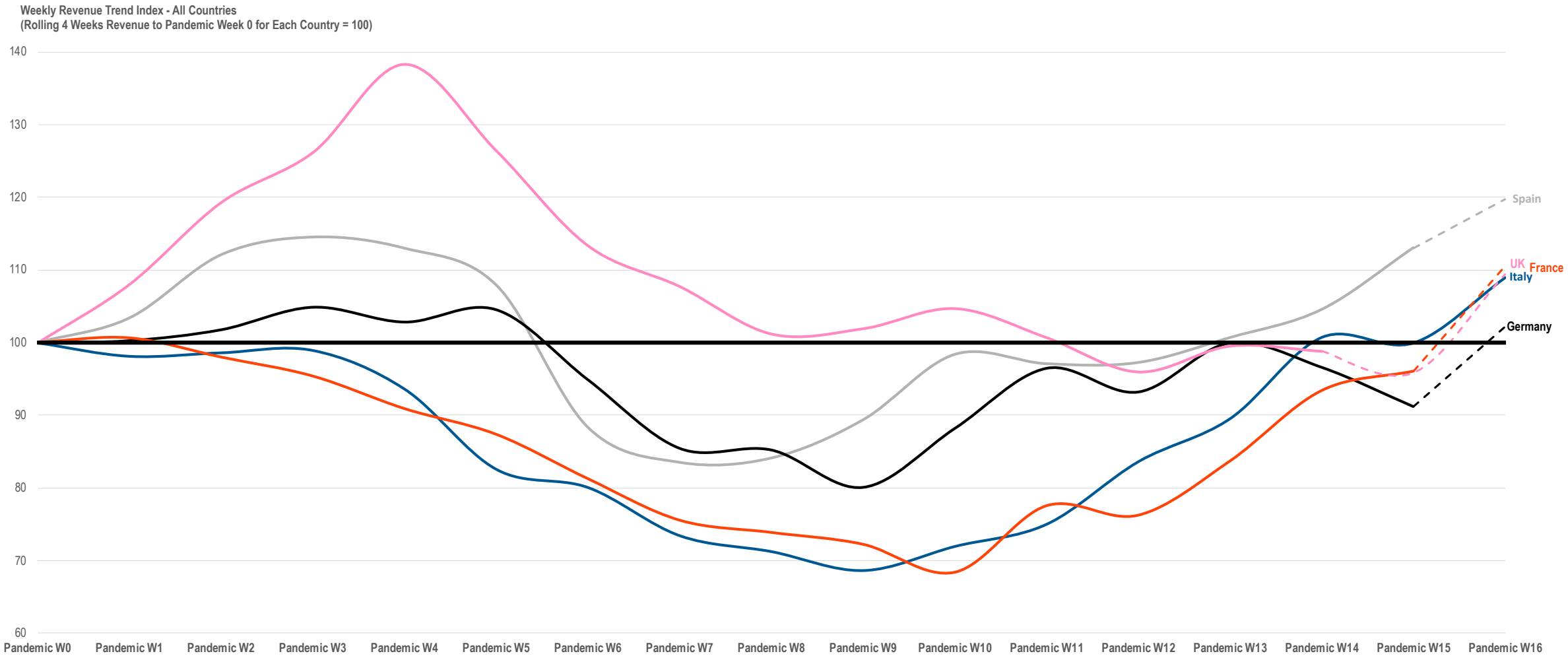
OF THE 5 MAJOR WE ECONOMIES, ITALY AND SPAIN ARE TRENDING STRONGEST



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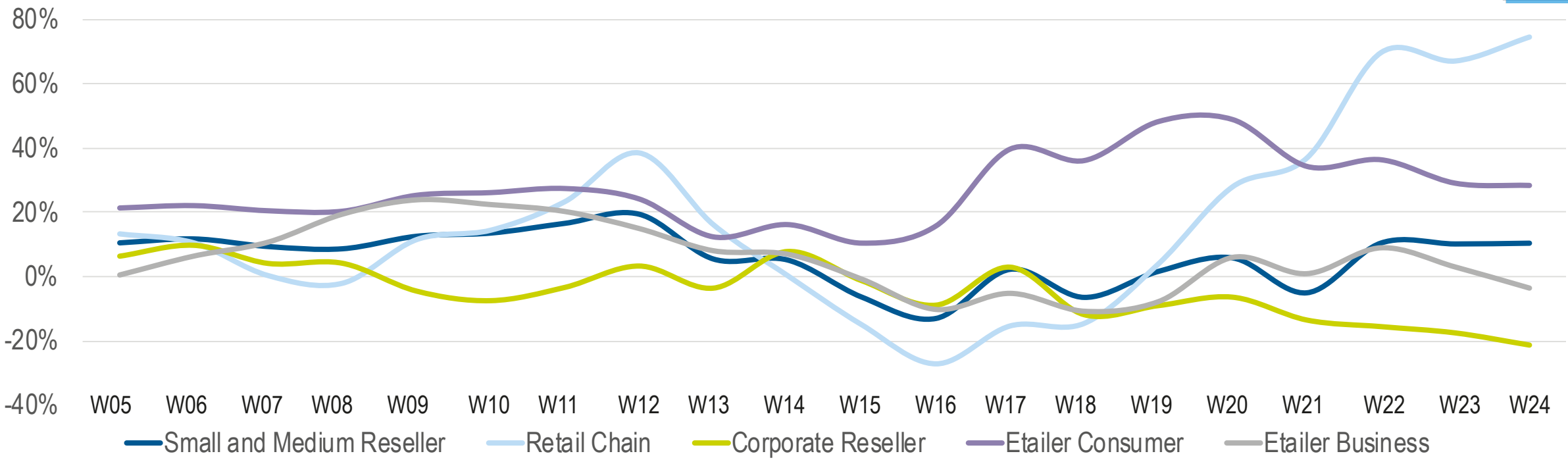
CONTEXT

Germany IT Industry Update

24th June 2020

GERMAN DISTRIBUTION BY CHANNELS - 4 ROLLING WEEKS YoY



SMB and Corporate Reseller under pressure over the last 10 weeks since many of their clients are suffering due to Corona; vertical markets with less IT budgets eg automotive, travel industry, hotels, catering

Retail chains (incl their online sales) with healthy growth rates after soft opening in CW18 and high backlog demand

Etailers with stronger growth for consumer than business players since these channels replaced the retail stores during the crisis

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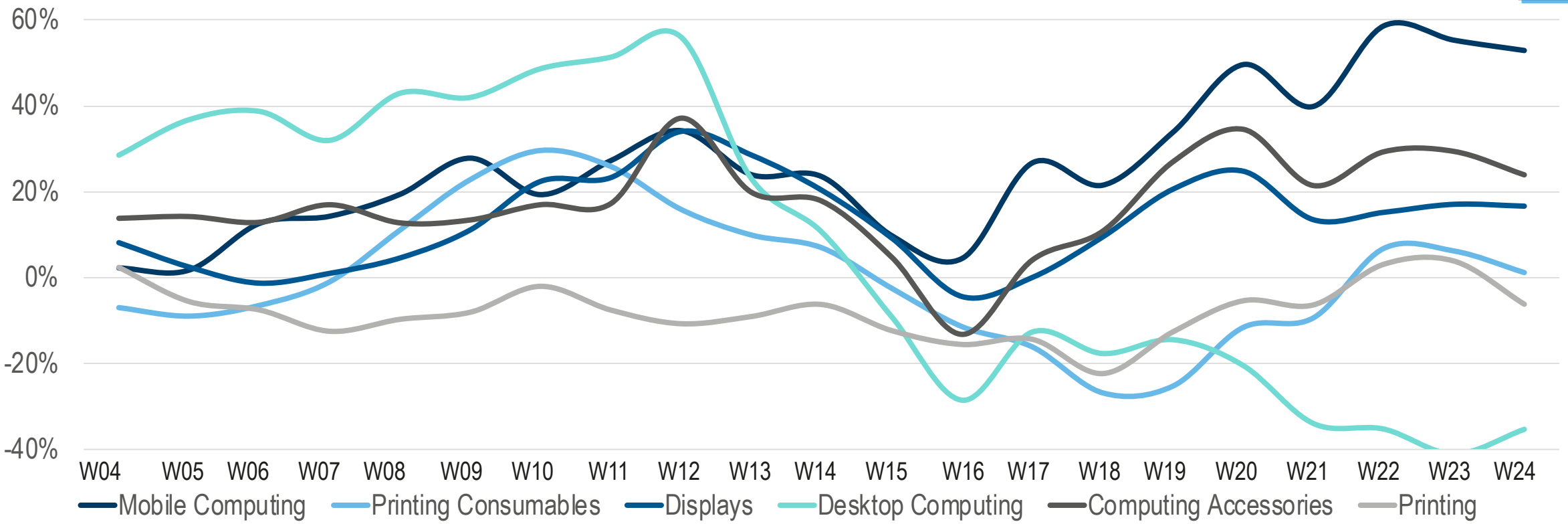
GERMAN DISTRIBUTION BY PRODUCTS - 4 ROLLING WEEKS YoY



Mobile Computing, Displays and Computing Accessories with high growth rates due to HomeOffice and HomeSchooling demand
Printing now with a higher demand for Inkjet rather than Laser, currently still a shortage in the supply chain
Desktop PC with very high decrease as offices are still closed; stocks are very high and demand also low for the next weeks

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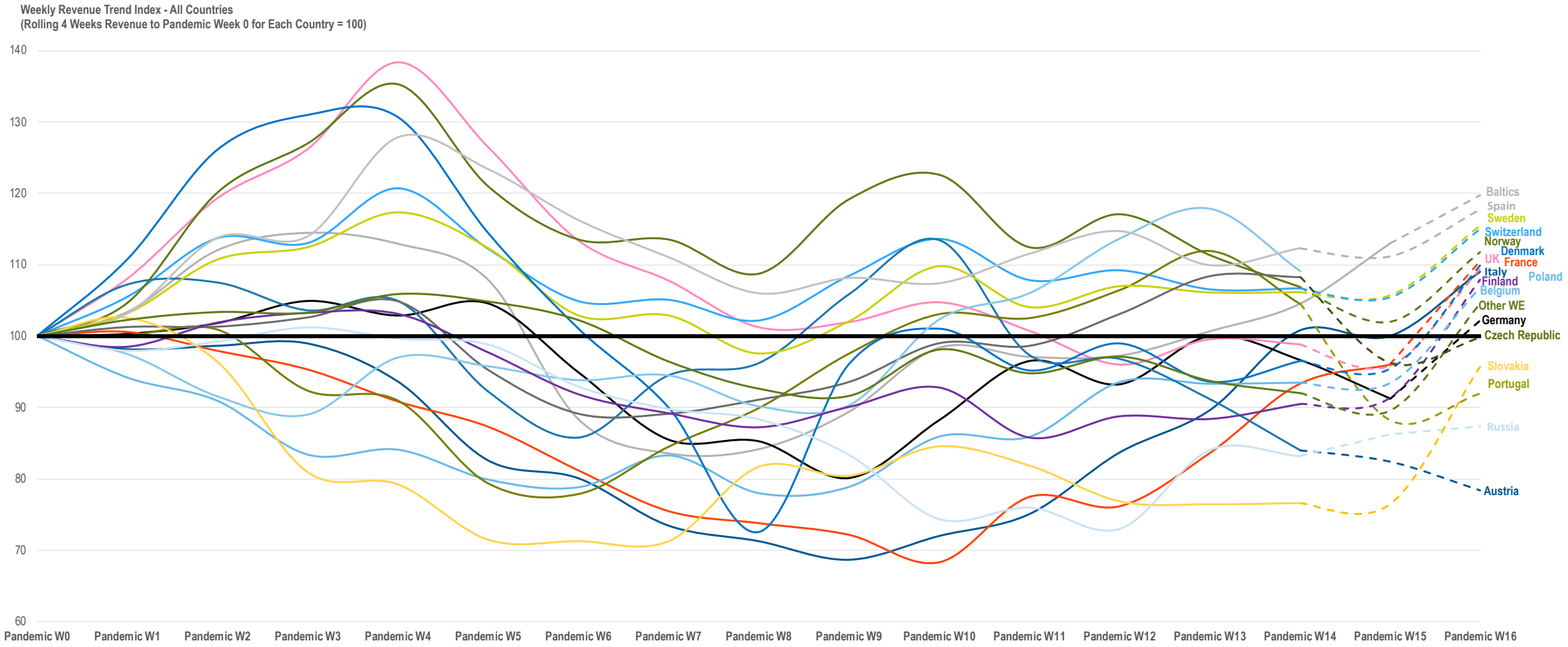
ALL COUNTRIES – ONLY 4 ARE BELOW THE BASE 100 INDEX



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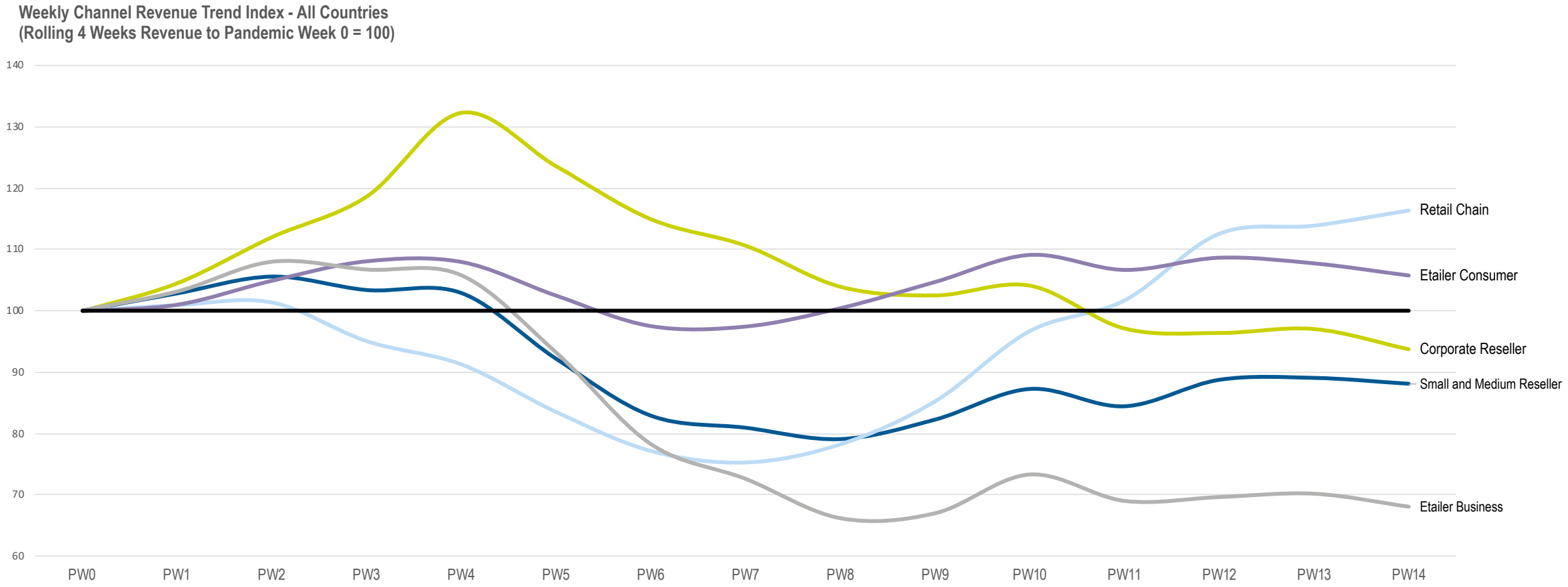
ALL COUNTRIES: CHANNEL PANDEMIC INDEX



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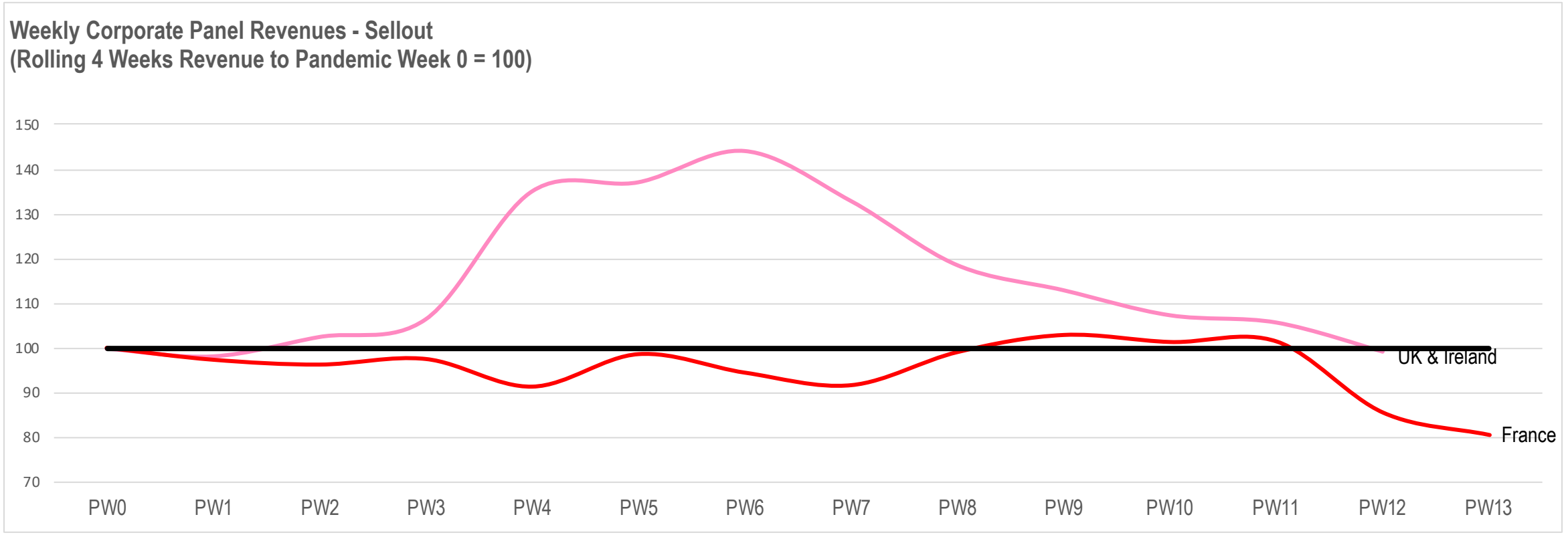
FRANCE AND UK: CORPORATE RESELLER PANDEMIC INDEX



Corporate reseller panel sales translated at fixed € exchange rate

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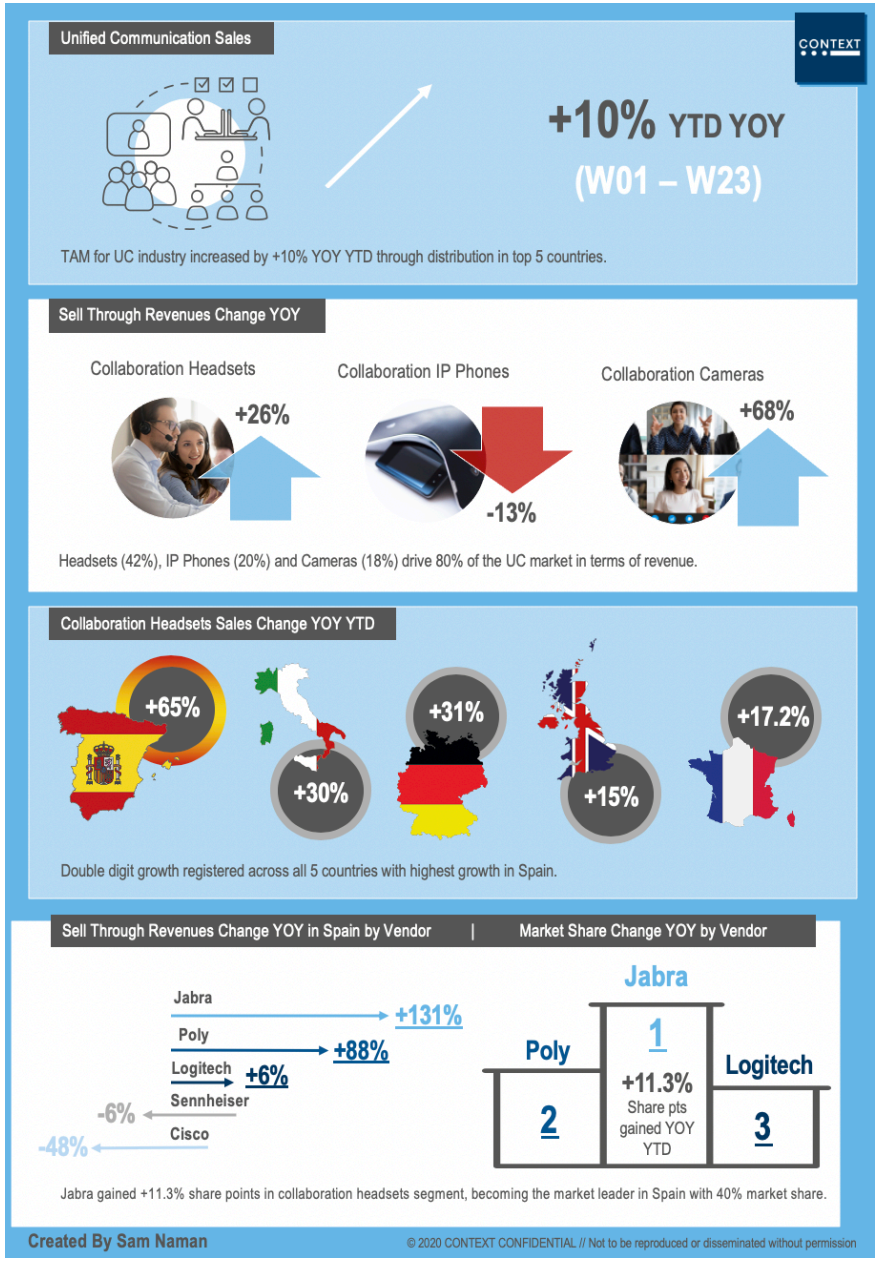
Unified communications update

24th June 2020

UNIFIED COMMUNICATIONS GROWTH CATEGORY



03

SECTOR/CATEGORY WEATHER MAPS
INTRODUCTION OF NEW VIRTUAL CATEGORIES

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NEW VIRTUAL CATEGORIES – INDUSTRY TYPE

CLIENT SOLUTIONS	CONSUMER ELECTRONICS & STORAGE	INFRASTRUCTURE	SECURITY	TELECOMS	OTHER
INDUSTRY SECTOR					
Mobile Computing	Audio-Video Systems	Software and Licenses	Software and Licenses	Telecommunications	Wearable Devices
Printing Consumables	Electronics	Disk Storage	Data Center Networking	Unified Communications	Smart Home
Displays	Photo and Video Cameras	Server Computing	Security		eHealth Devices
Warranties and Services	Power Equipment	Networking Systems	Other Networking-Equipment		Displays
Computing Components	Networking Systems	Computing Components	Security Devices		Games Consoles
Desktop Computing	Disk Storage	Power Equipment			Audio-Video Systems
Software and Licenses	Wireless Networking	Other Networking Equipment			Software and Licenses
Printing	Removable Storage	Wireless Networking			
Computing Accessories	Other Networking Equipment	Data Center Networking			
Audio-Video Systems	Software and Licenses	Tape Storage			
Disk Storage		Connectivity			
Connectivity		Audio-Video Systems			
Home and Garden					
Scanner Imaging					
Terminals, Thin Clients					
Removable Storage					
Power Equipment					
Other					

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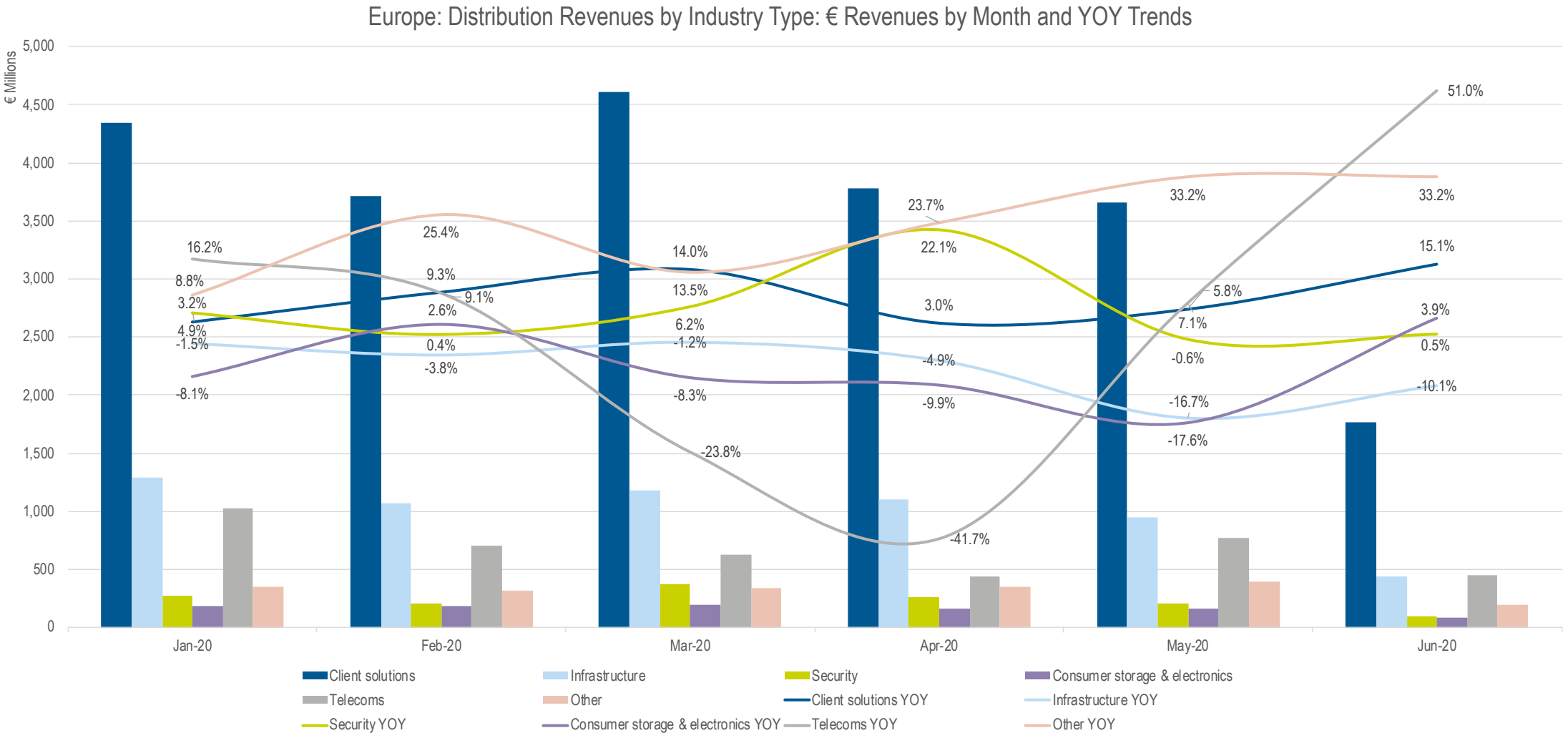
ALL COUNTRIES: YTD TRENDS ANALYSED BY INDUSTRY TYPE



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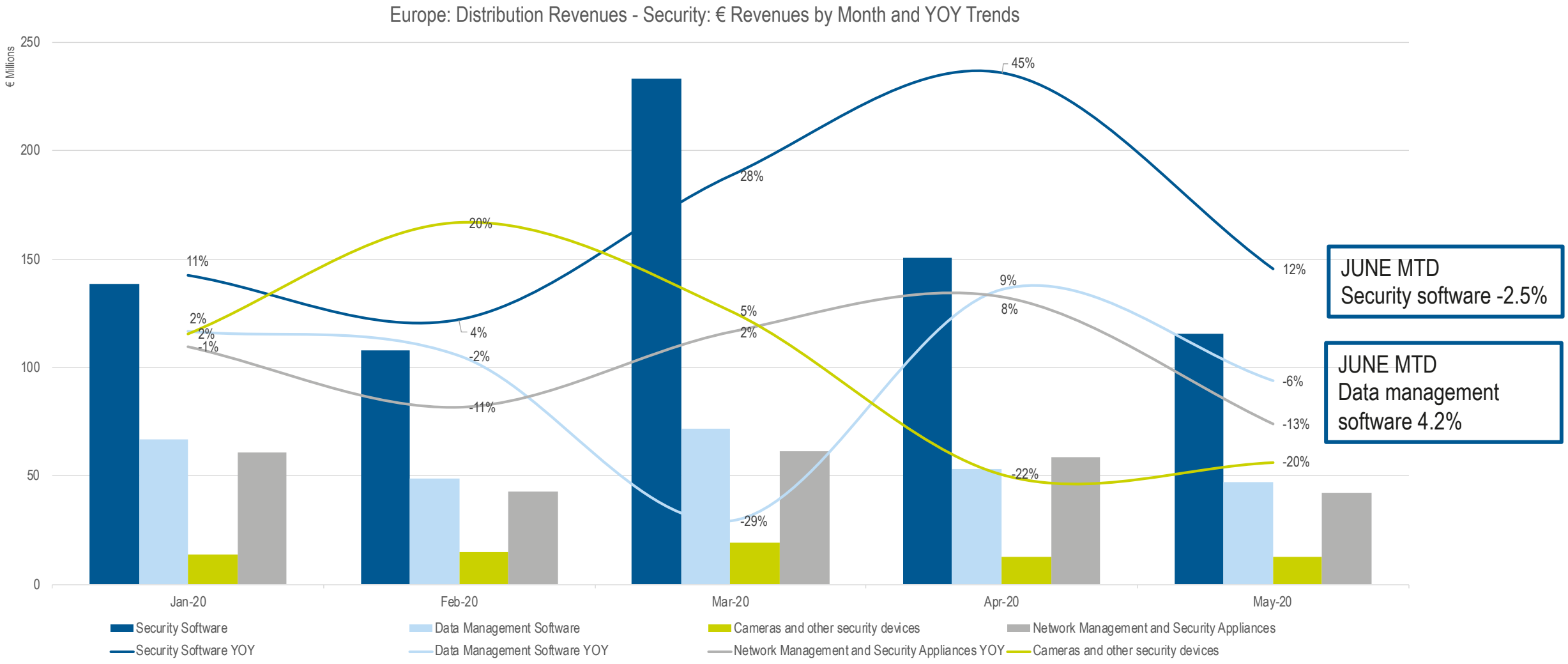
SECURITY SOFTWARE SALES IN SHARP DECLINE IN MAY



JUNE MTD
Security software -2.5%

JUNE MTD
Data management software 4.2%

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

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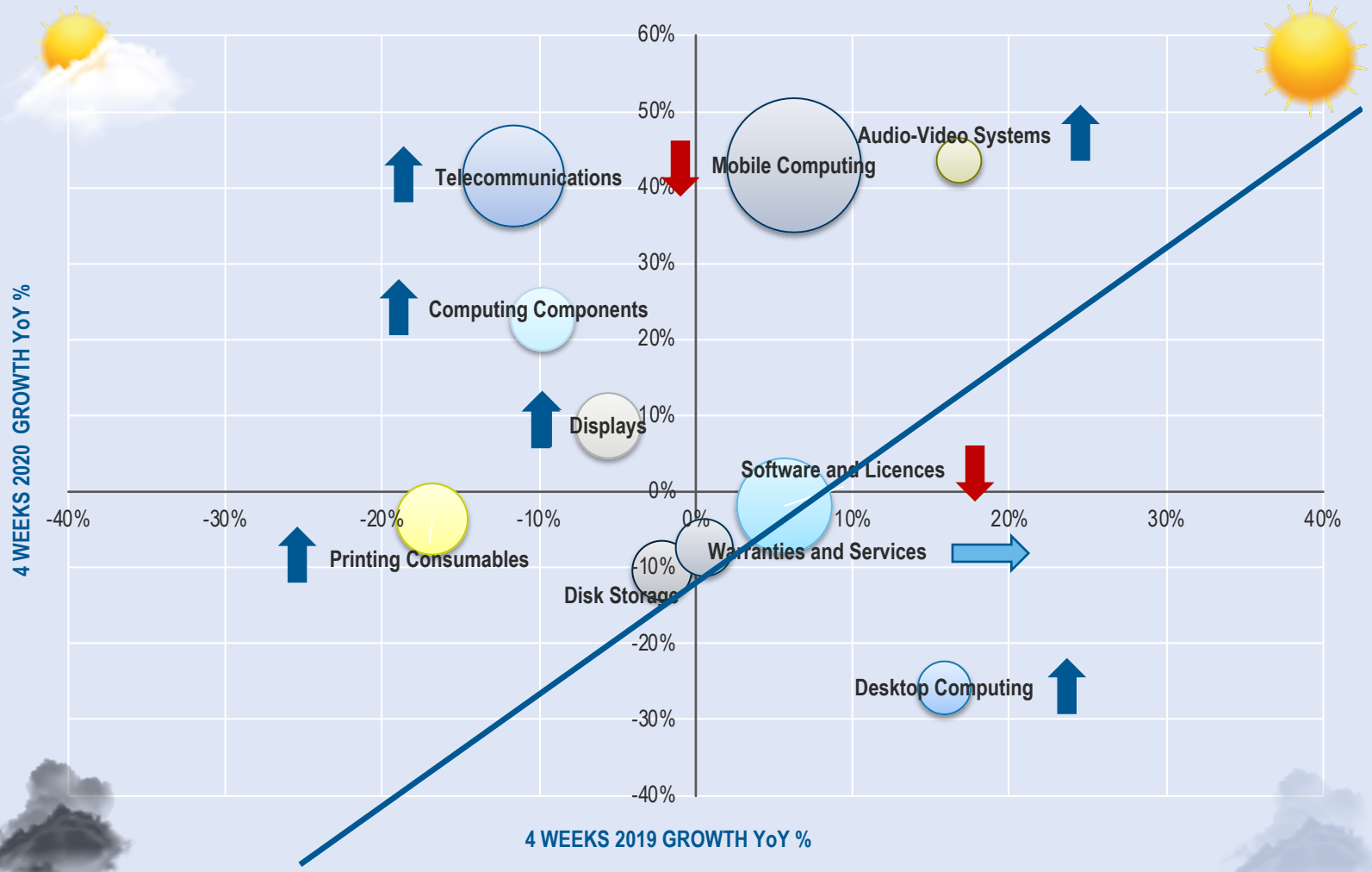
INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 24 (14/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	2019	2020
Mobile Computing	6%	**43%**
Telecommunications	-12%	**42%**
Software and Licences	6%	-2%
Printing Consumables	-17%	-4%
Displays	-6%	9%
Computing Components	-10%	**23%**
Disk Storage	-2%	-10%
Warranties and Services	1%	-7%
Desktop Computing	**16%**	**-26%**
Audio-Video Systems	**17%**	**44%**
Networking Systems	6%	-11%
Computing Accessories	9%	**16%**
Printing	2%	-20%
Server Computing	-7%	-13%
Data Center Networking and Security	-10%	-16%
Wireless Networking	-3%	**16%**
Wearable Devices	**42%**	**15%**
Power Equipment	0%	-11%
Other Networking Equipment	**-6%**	**3%**
Home and Garden	3%	**37%**
Connectivity	9%	-13%
Removable Storage	**-28%**	**-26%**
Games Consoles	**-21%**	**65%**
Smart Home and Office	**57%**	**-35%**
Unified Communications	-13%	**-22%**
Electronics	**-31%**	**-43%**
Scanner Imaging	6%	-11%
Security	-17%	-7%
Tape Storage	**-36%**	-7%
Terminals, Thin Clients and Points of Sales	**-22%**	**-41%**
Photo and Video Cameras	**-31%**	**-41%**
eHealth Devices	**16%**	**62%**
Security Devices	**57%**	**3%**

Distribution sales translated at fixed € exchange rate.

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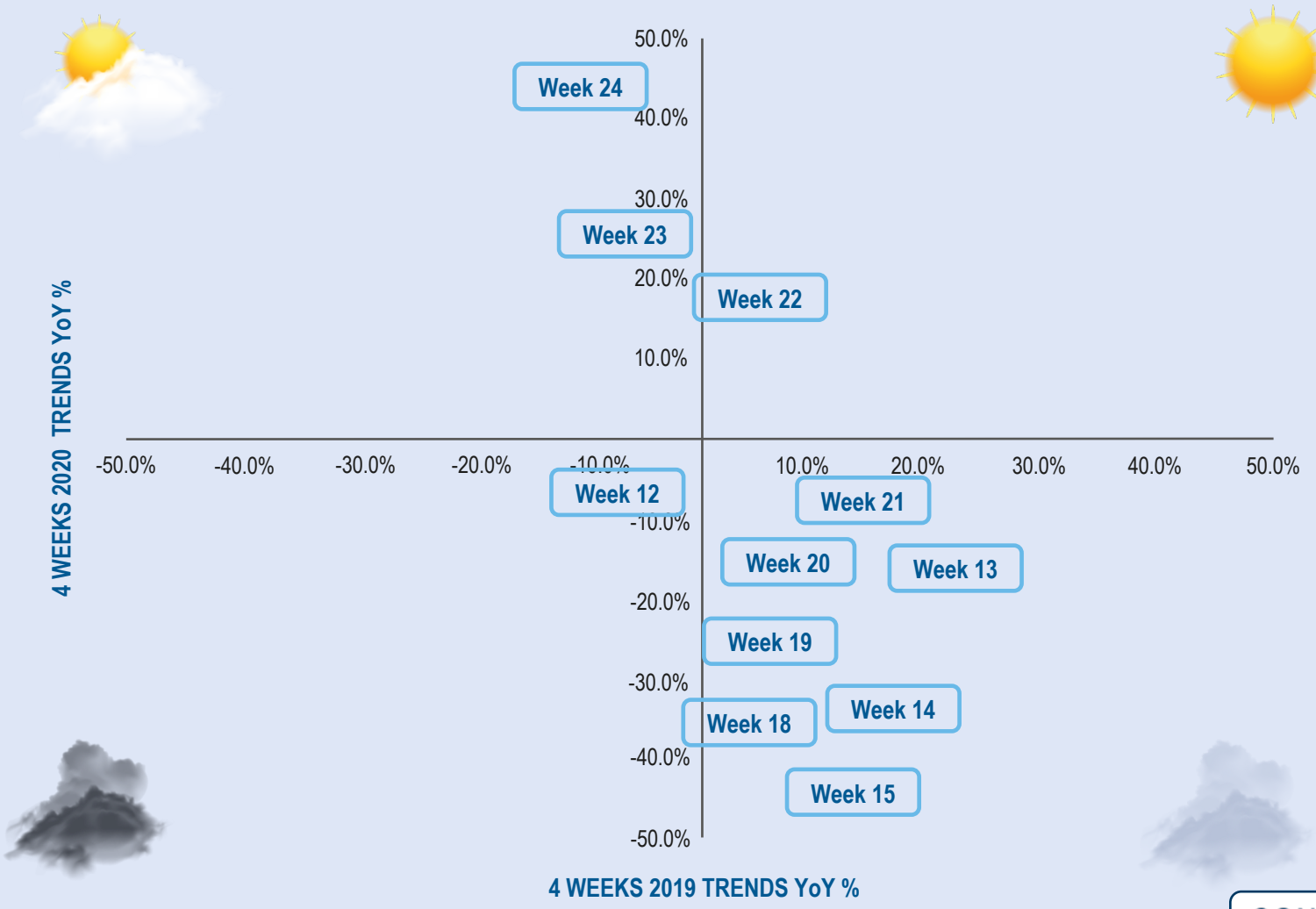
THE ASCENT OF TELECOMS

% Change in sales through IT Distribution in €: 4 Weekly revenues from Week 12 to Week 24



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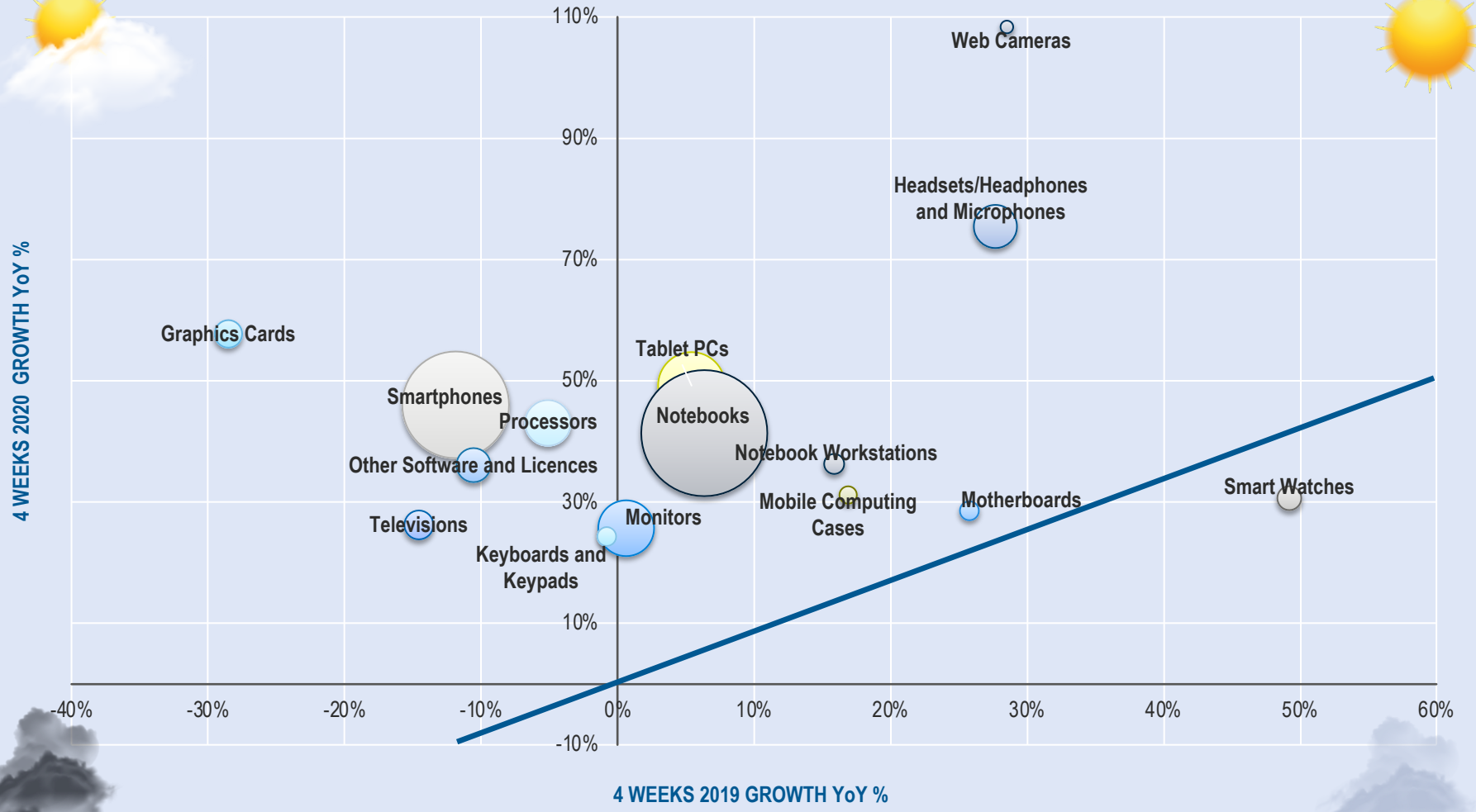
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 24 (14/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	29%	108%
Headsets/Headphones and Microphones	28%	75%
Graphics Cards	-29%	58%
Tablet PCs	5%	49%
Smartphones	-12%	46%
Processors	-5%	43%
Notebooks	6%	41%
Notebook Workstations	16%	36%
Other Software and Licences	-11%	36%
Mobile Computing Cases	17%	31%
Smart Watches	49%	31%
Motherboards	26%	29%
Televisions	-15%	26%
Monitors	1%	26%
Keyboards and Keypads	-1%	24%
Mice	9%	21%
Ink Cartridges and Tanks	-12%	17%
Wireless Access Points	-1%	15%
All-In-One Inkjets	-2%	10%
Database Management Software	-3%	5%
Security Software	11%	3%
Transceivers	-8%	2%
Docking Stations	19%	1%
Virtualisation Software	6%	0%
Data Management Software	-8%	-3%
NAS Devices	-14%	-4%
Network Routers	15%	-4%
Office Applications Software	7%	-5%
Warranties and Services	1%	-7%
Network Management and Security Appliances	-17%	-8%
Network Management Software	15%	-10%
Network Expansion Modules	-22%	-10%
Graphics and Design Software	22%	-10%
Disk Arrays	22%	-10%
Operating Systems Software	0%	-10%
RAM Memory	-13%	-13%
Cables and Connectivity Adapters	9%	-14%
Servers (PC/Mac)	-9%	-14%
Network Switches	3%	-14%
Uninterruptable Power Supplies (UPS)	2%	-16%
Desktop Workstations (PC/Mac)	1%	-17%
Toner	-22%	-19%
Laser Printers	-12%	-23%
All-in-One Lasers	5%	-23%
Desktops	18%	-27%
Large Format Displays	-2%	-27%
Long Life Consumables	-11%	-29%

Distribution sales translated at fixed € exchange rate.

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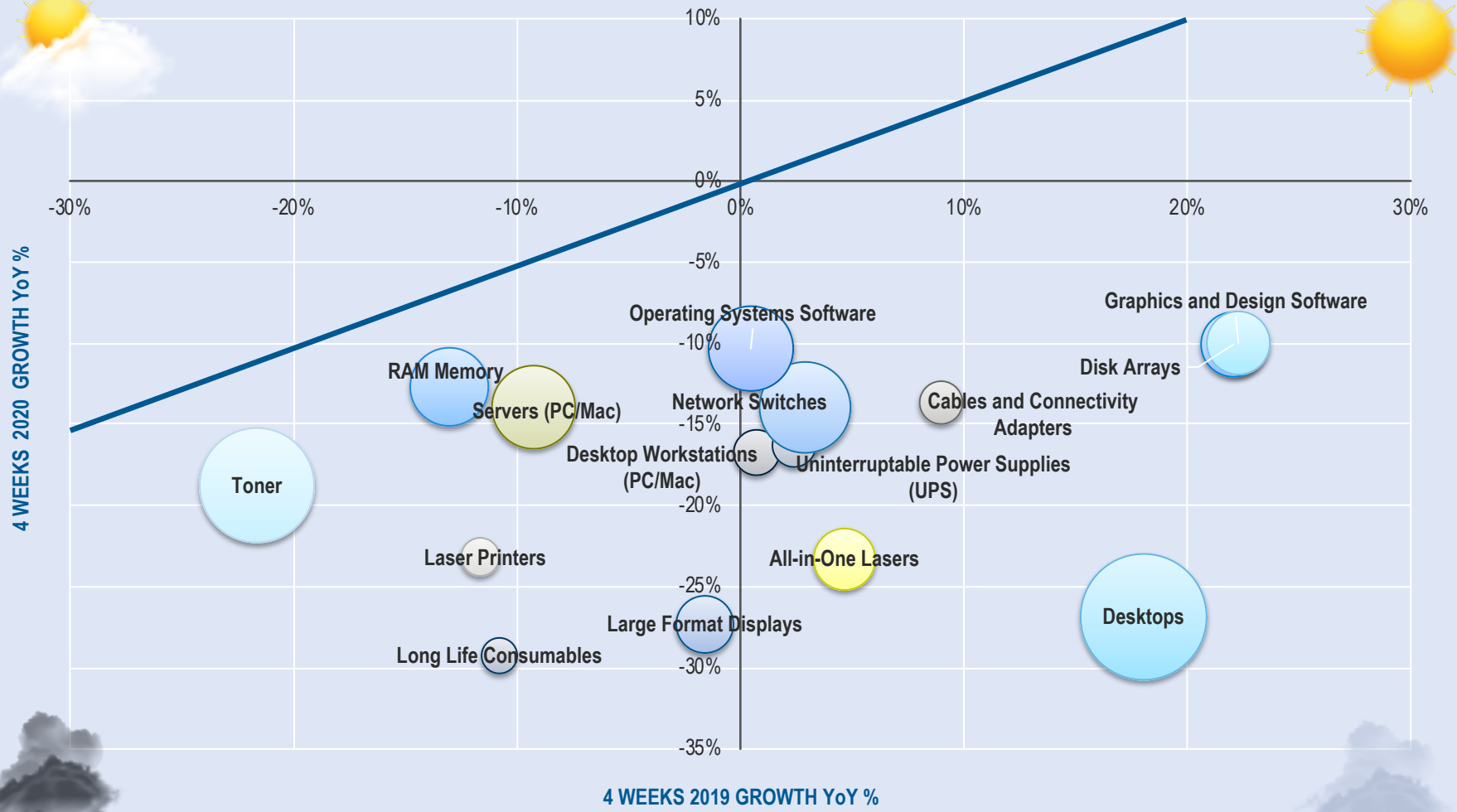
CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 24 (14/06/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Long Life Consumables	-11%	-29%
Large Format Displays	-2%	-27%
Desktops	18%	-27%
All-in-One Lasers	5%	-23%
Laser Printers	-12%	-23%
Toner	-22%	-19%
Desktop Workstations (PC/Mac)	1%	-17%
Uninterruptable Power Supplies (UPS)	2%	-16%
Network Switches	3%	-14%
Servers (PC/Mac)	-9%	-14%
Cables and Connectivity Adapters	9%	-14%
RAM Memory	-13%	-13%
Operating Systems Software	0%	-10%
Disk Arrays	22%	-10%
Graphics and Design Software	22%	-10%
Network Expansion Modules	-22%	-10%
Network Management Software	15%	-10%
Network Management and Security Appliances	-17%	-8%
Warranties and Services	1%	-7%
Office Applications Software	7%	-5%
Network Routers	15%	-4%
NAS Devices	-14%	-4%
Data Management Software	-8%	-3%
Virtualisation Software	6%	0%
Docking Stations	19%	1%
Transceivers	-8%	2%
Security Software	11%	3%
Database Management Software	-3%	5%
All-In-One Inkjets	-2%	10%
Wireless Access Points	-1%	15%
Ink Cartridges and Tanks	-12%	17%
Mice	9%	21%
Keyboards and Keypads	-1%	24%
Monitors	1%	26%
Televisions	-15%	26%
Motherboards	26%	29%
Smart Watches	49%	31%
Mobile Computing Cases	17%	31%
Other Software and Licences	-11%	36%
Notebook Workstations	16%	36%
Notebooks	6%	41%
Processors	-5%	43%
Smartphones	-12%	46%
Tablet PCs	5%	49%
Graphics Cards	-29%	58%
Headsets/Headphones and Microphones	28%	75%
Web Cameras	29%	108%

Distribution sales translated at fixed € exchange rate.

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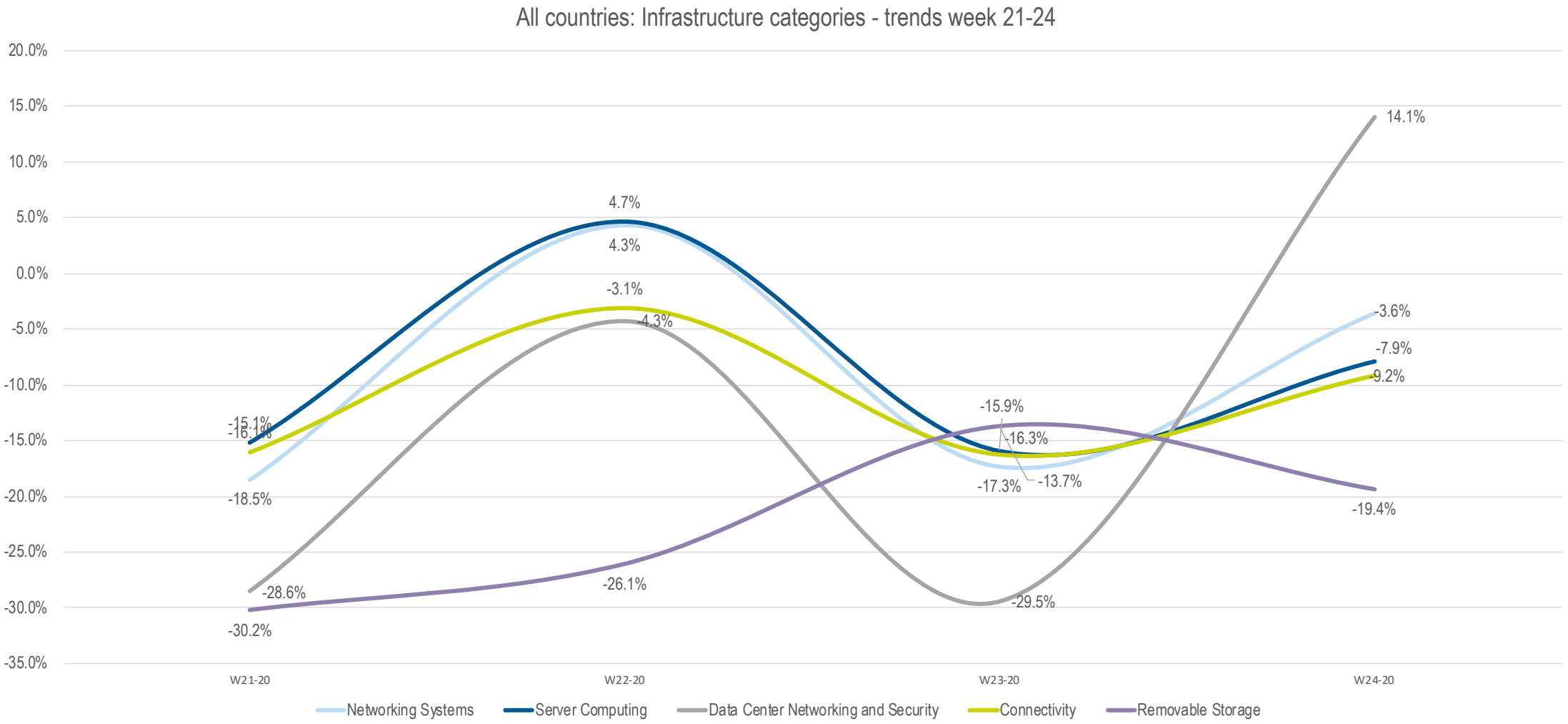
SOME GREEN SHOOTS IN INFRASTRUCTURE ON WEEKLY VIEW



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US HIGHLIGHTS

Global Distribution Update

Top Growth Categories in US

	Top 20 Growth Categories, US Distribution Market			
	Ranked on Revenue % Change (latest week)			
	US Dollar % Change			
	US 4 weeks ended 9/5/2020 (Wk 19)	US 4 weeks ended 16/5/2020 (Wk 20)	US 4 weeks ended 23/5/2020 (Wk 21)	US 4 weeks ended 06/6/2020 (Wk 23)
USB Camera	133%	178%	129%	213%
BTO POS PCs	61%		42%	173%
BTO Servers	7%	23%	40%	73%
Motherboards	37%	35%	32%	56%
X86 CPU Chips	31%	29%	40%	45%
PC Headsets	57%	51%	51%	44%
Video cards	44%	47%	21%	24%
Tablets & e-readers - Cases	39%	37%	31%	24%
Power supplies	16%	6%		8%
Security Cameras				7%
Laptop Cases				5%
Communication Servers		8%	4%	3%
Notebook Accessories				1%
Notebook Computers	54%	46%	31%	0%
BTO Notebook Computers	19%	2%	11%	0%
SAN	44%			-1%
Tablets	34%	37%	32%	-1%
Inkjet Cartridges				-2%
Network Cables	3%		-8%	-2%
Bare-Bones Computers		11%	-5%	-3%

Notebooks have collapsed

Distribution sales in $

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US HIGHLIGHTS

Global Distribution Update

Top Decline Categories in US

	Top 20 Decline Categories, US Distribution Market			
	Ranked on Revenue % Change (latest week)			
	US Dollar % Change			
	US 4 weeks ended 9/5/2020 (Wk 19)	US 4 weeks ended 165/2020 (Wk 20)	US 4 weeks ended 23/5/2020 (Wk 21)	US 4 weeks ended 06/6/2020 (Wk 23)
Desktop Computers	-52%	-53%	-52%	-56%
BTO Desktop Computers		-50%	-55%	-55%
Laser SF Printers	-54%	-54%	-55%	-55%
Storage Arrays (Hybrid and HDD)	-49%	-47%	-55%	-54%
Workstations	-48%	-50%	-52%	-53%
Laser Toner	-54%	-53%	-50%	-49%
Detachable Lens Camera	-64%	-53%		-48%
Projectors	-51%	-48%	-47%	-44%
Servers		-48%		-43%
Data Scanners				-41%
Other Connectors		-40%	-40%	-40%
Laser MF Printers	-41%	-41%	-40%	-40%
Hyperconverged Systems	-43%	-44%	-48%	-40%
Other Networking			-46%	-37%
Mobile Power	-72%	-72%	-69%	-35%
PBBA				-35%
Desktop/Server Memory	-42%	-52%	-48%	-33%
Telecom Equip				-33%
Other Printer Accessories	-42%			-32%
Notebook Memory				-30%

Key infrastructure categories in -40% to -50% decline

Distribution sales in $

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WE HIGHLIGHTS

Global Distribution Update

Top Decline Categories in WE

	Top 20 Decline Categories WE Distribution Market Ranked on Revenue % Change (latest week) Euro % Change			
	4 Weeks ended 17/5/2020 (Wk 19)	4 weeks ended 23/5/2020 (Wk 21)	4 weeks ended 30/5/2020 (Wk 22)	4 weeks ended 06/6/2020 (Wk 23)
Standalone GPS Devices	-94%	-93%	-89%	-92%
Presentation Devices	-78%	-82%	-85%	-80%
Privacy screens	-72%	-66%	-65%	-72%
Servers (Unix)	-71%	-77%	-82%	-69%
Dye Sublimation Printers	-64%	-57%	-65%	-66%
Digital Cameras	-69%	-67%	-65%	-65%
Home Sound Systems	-51%	-48%	-64%	-64%
Portable Power Banks	-79%	-74%	-70%	-62%
Smart Speakers	-64%	-52%	-52%	-57%
Label/Barcode/Receipt Printers	-52%	-60%	-55%	-56%
MP3/MP4 Players		-51%	-46%	-52%
USB Memory	-56%	-56%	-54%	-51%
Smartphone Screen Protectors	-70%	-63%	-47%	-49%
Smartphone Protective Cases	-65%	-63%	-58%	-49%
Desktop Thin Clients	-51%	-61%	-48%	-48%
Partner Rebates, Warehousing and Logistics		-64%	-48%	-47%
Server Accessories				-41%
Smartphone/Tablet Chargers	-58%		-46%	-41%
Projectors				-40%
Displays Accessories				-40%

None of the core categories are in the top declining ranking

Distribution sales in $

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04 CHANNEL HEALTH

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RETAIL TAKES MORE MARKET SHARE

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

Week 24

CHANNEL TREND		
WE	EE	Total
-12%	-10%	-12%
7%	-4%	5%
-13%	-29%	-14%
47%	23%	43%
51%	35%	48%

Week 23

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

Week 22

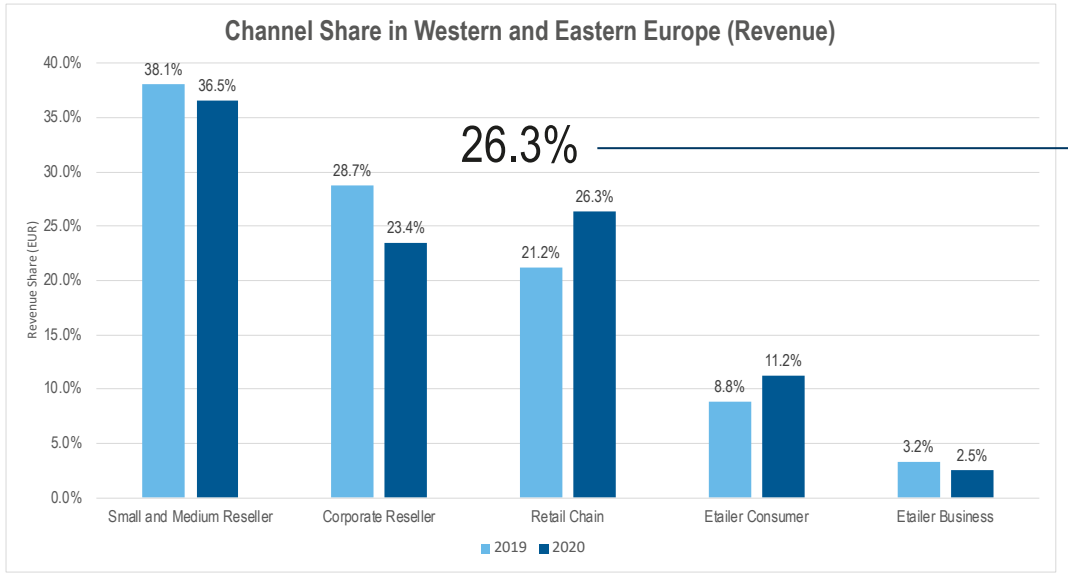
CHANNEL TREND		
WE	EE	Total
-11%	-19%	-11%
3%	-6%	2%
-12%	-23%	-13%
49%	32%	46%
29%	49%	33%

Week 21

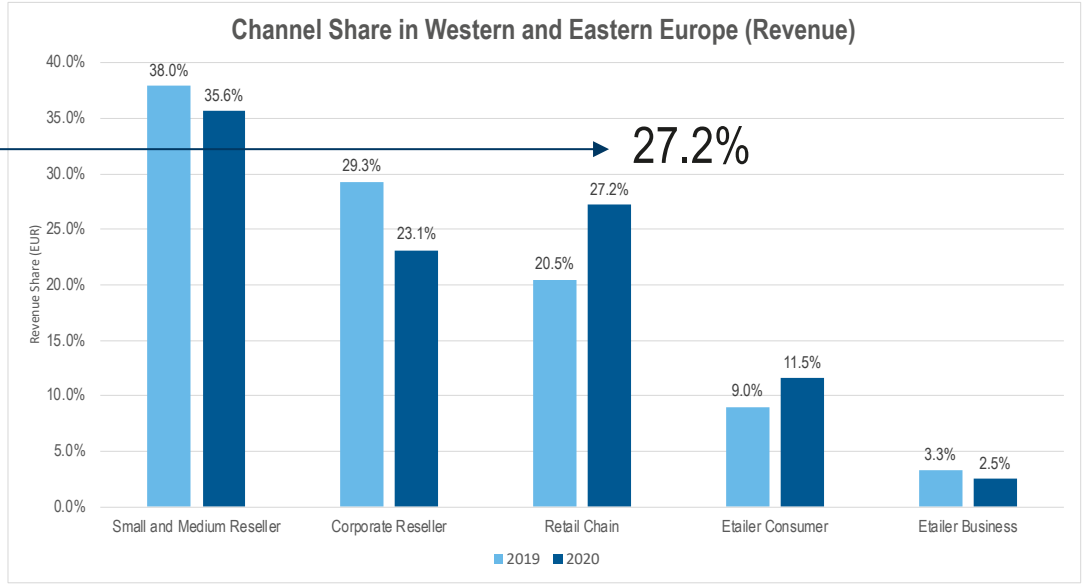
CHANNEL TREND		
WE	EE	Total
-10%	-1%	-9%
-4%	7%	-2%
-14%	-19%	-14%
46%	17%	42%
10%	49%	16%

Above	15%
Inbetween	
Below	-20%

Week 23



Week 24



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.

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SMR BOOM IN ITALY AND SPAIN

		WESTERN EUROPE													
Business Sectors	**Channel**	**Germany**	**UK & Ireland**	**Italy**	**France**	**Spain**	**Switzerland**	**Sweden**	**Belgium**	**Austria**	**Portugal**	**Denmark**	**Finland**	**Norway**	**Other WE**
Business Channels	Corporate Reseller	-21%	5%	-10%	-6%	-27%	-40%	-30%	9%	-39%	13%	-23%	-22%	-11%	-10%
	Small and Medium Reseller	10%	-17%	24%	7%	21%	18%	6%	0%	-9%	3%	8%	12%	1%	9%
	Etailer Business	-4%	-13%	-10%	-18%	-5%	-20%	-24%	-8%	-43%	-6%	-2%	-31%	-12%	-27%
Retail Channels	Etailer Consumer	28%	79%	4%	14%	80%	40%	145%	72%	63%	37%	139%	10%	49%	35%
	Retail Chain	75%	36%	58%	62%	43%	60%	34%	33%	12%	47%	15%	48%	3%	31%

		EASTERN EUROPE				
Business Sectors	**Channel**	**Russia**	**Poland**	**Czech Republic**	**Baltics**	**Slovakia**
Business Channels	Corporate Reseller	-7%	-6%	-21%	-46%	-7%
	Small and Medium Reseller	-11%	5%	5%	5%	-19%
	Etailer Business	-50%	-7%	-3%	-41%	-31%
Retail Channels	Etailer Consumer	15%	31%	20%	61%	-40%
	Retail Chain	3%	51%	99%	106%	7%

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

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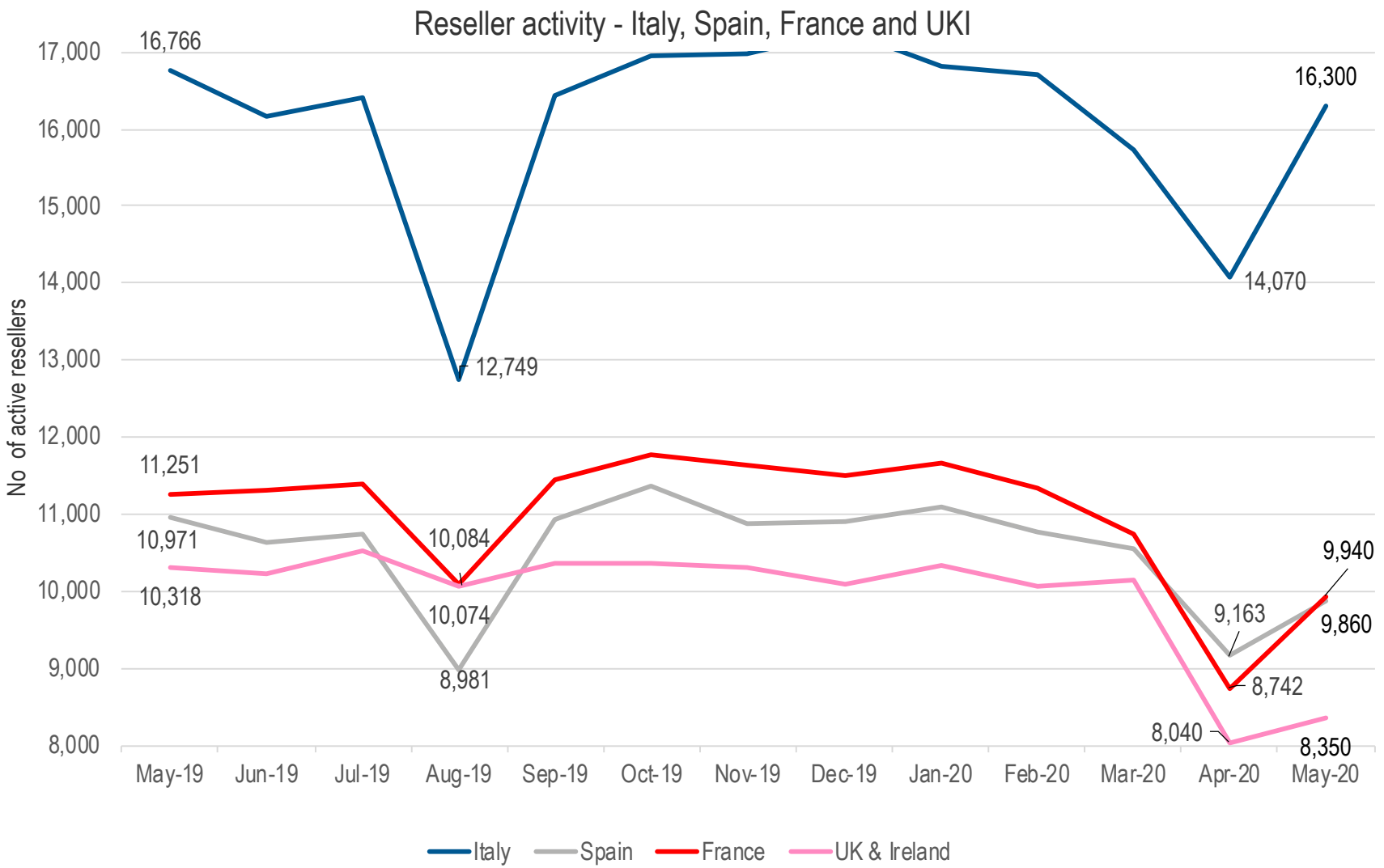
ITALIAN RESELLERS RECOVER; FRANCE & SPAIN IN PROGRESS; UK BEHIND



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

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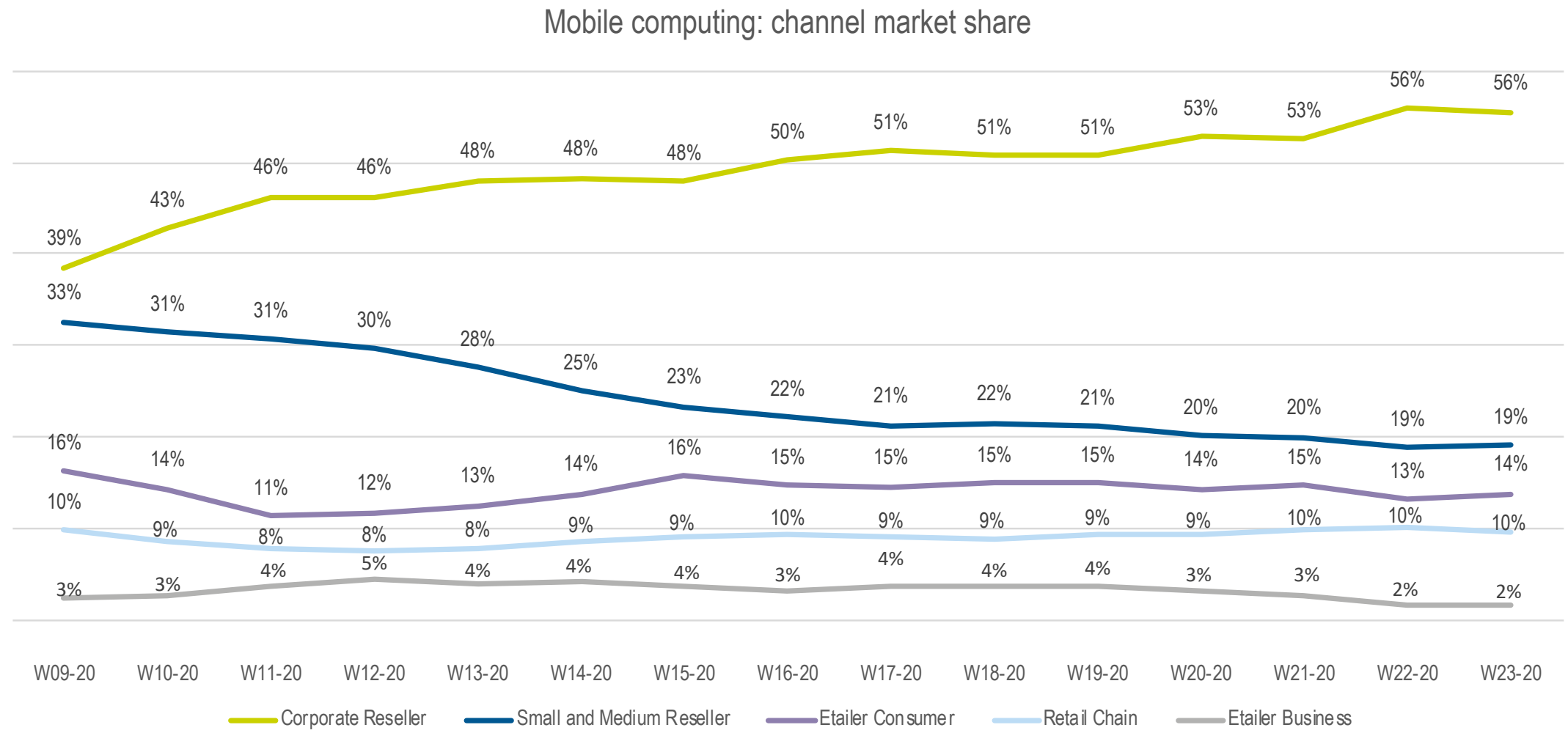
UK: CORPORATE RESELLERS HAVE TAKEN SHARE FROM SMR



Distribution sales on a 4 week rolling basis, in £

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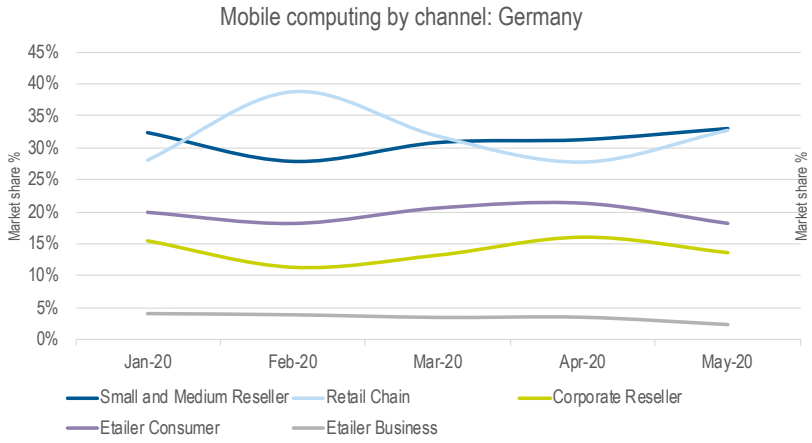
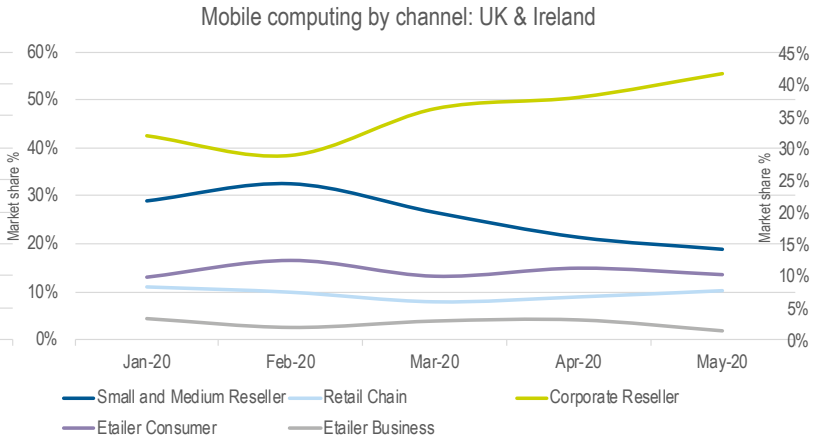
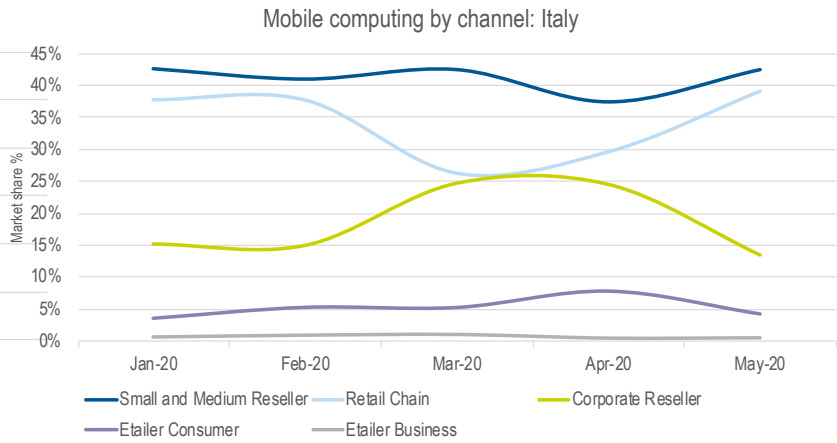
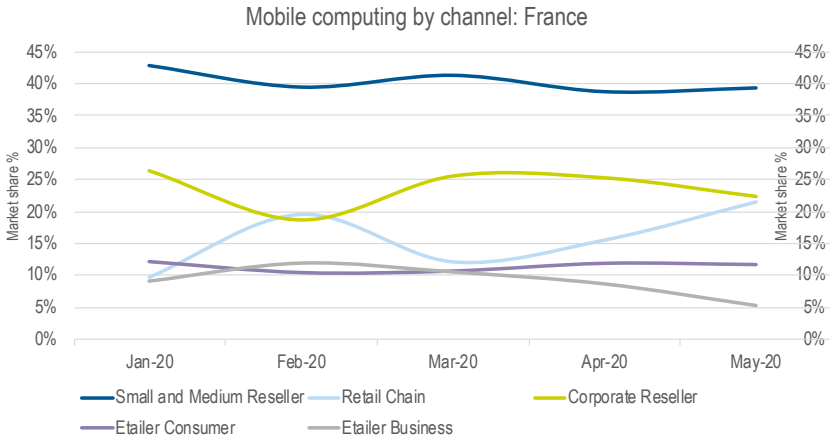
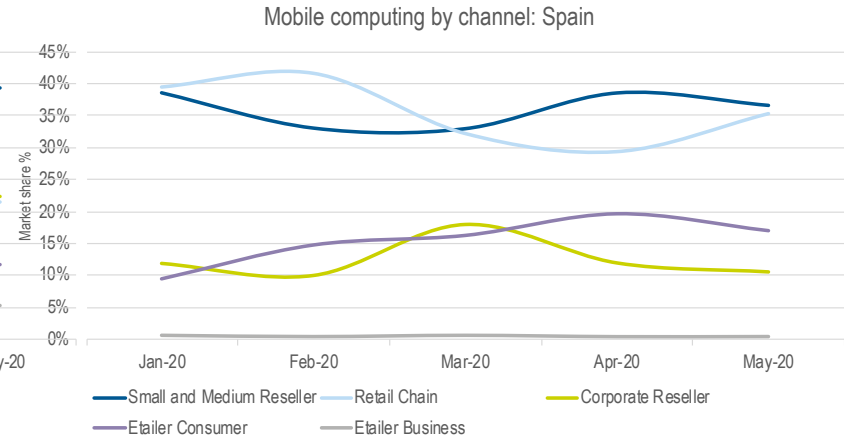
COUNTRY BY COUNTRY CHANNEL VIEW: MARKET SHARE (% REVENUES)











Distribution sales on a 4 week rolling basis, in € at fixed rate exchange

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Thank you!

ANY QUESTIONS?

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 24 (June 14 2020) vs Same Period 2019**

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

Date Published: **22 June 2020**

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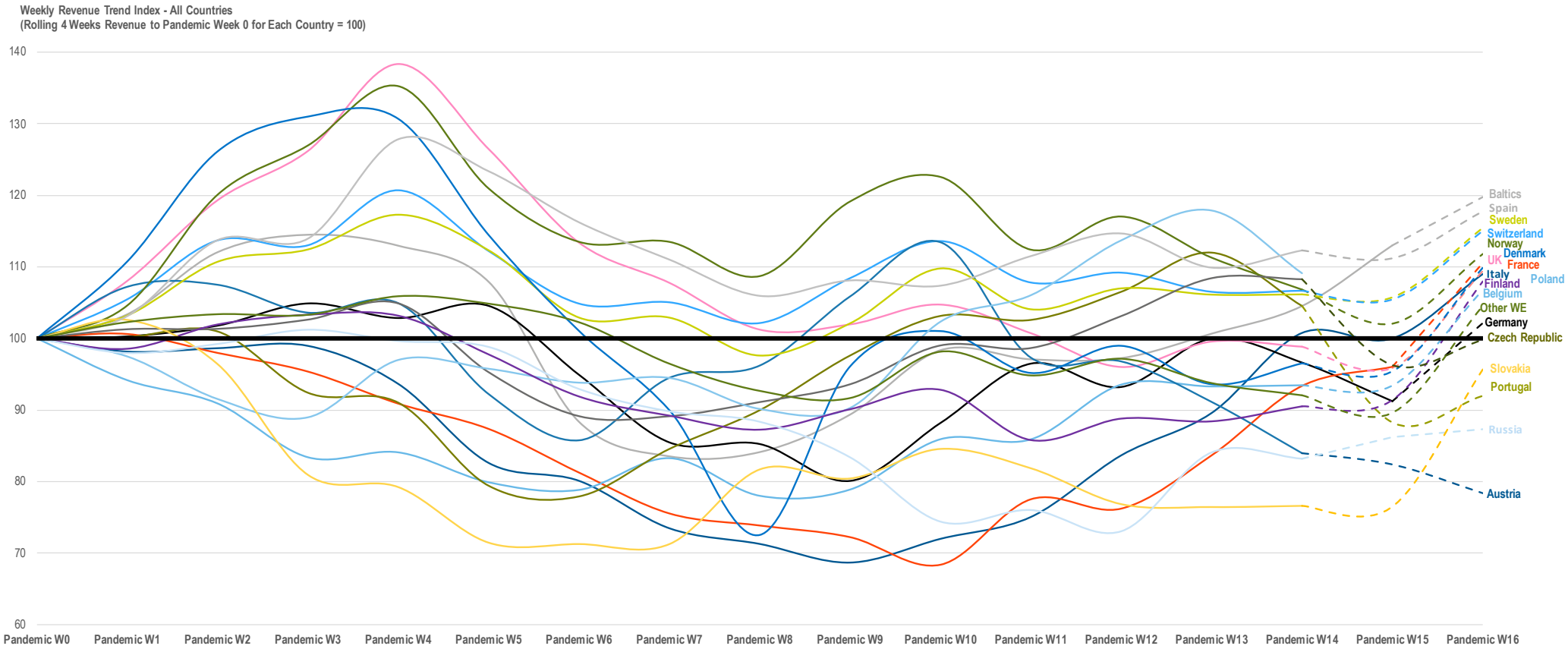
Index Total Market

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



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

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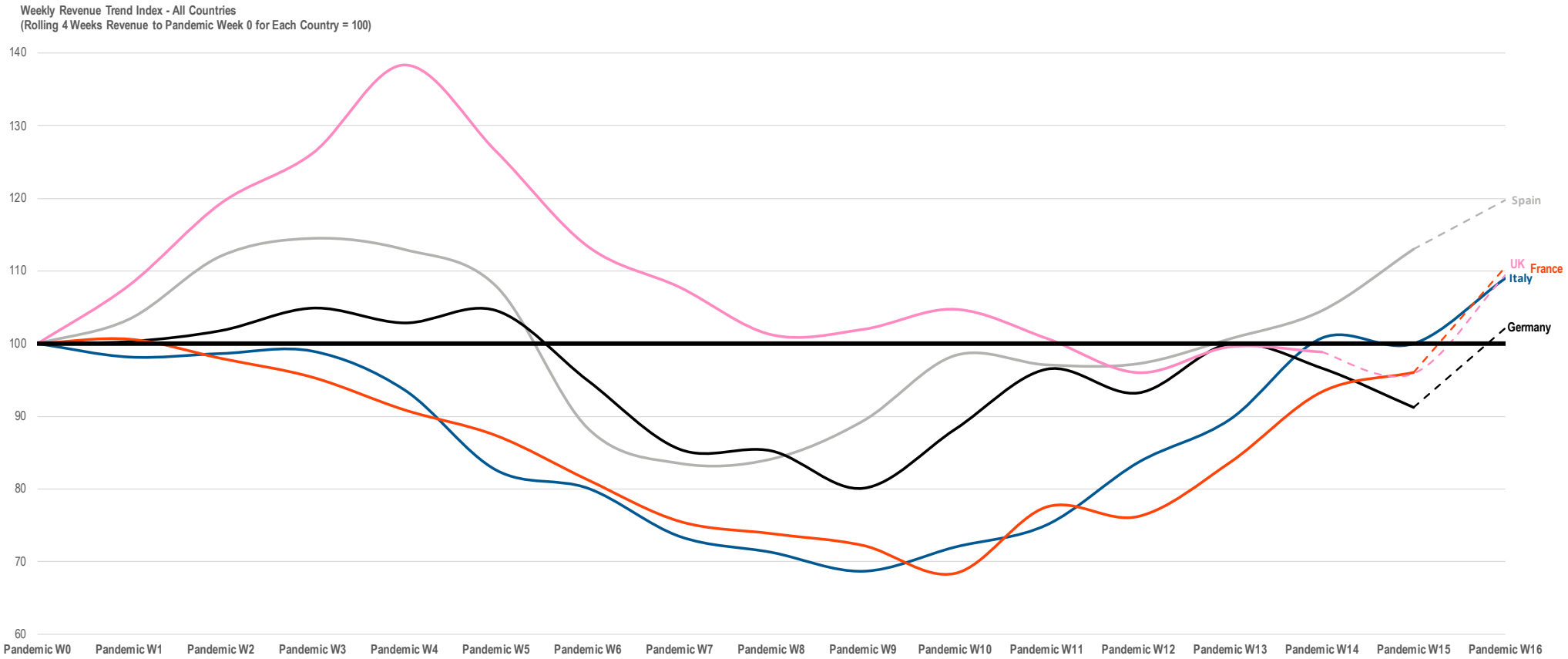
Index Total Market

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



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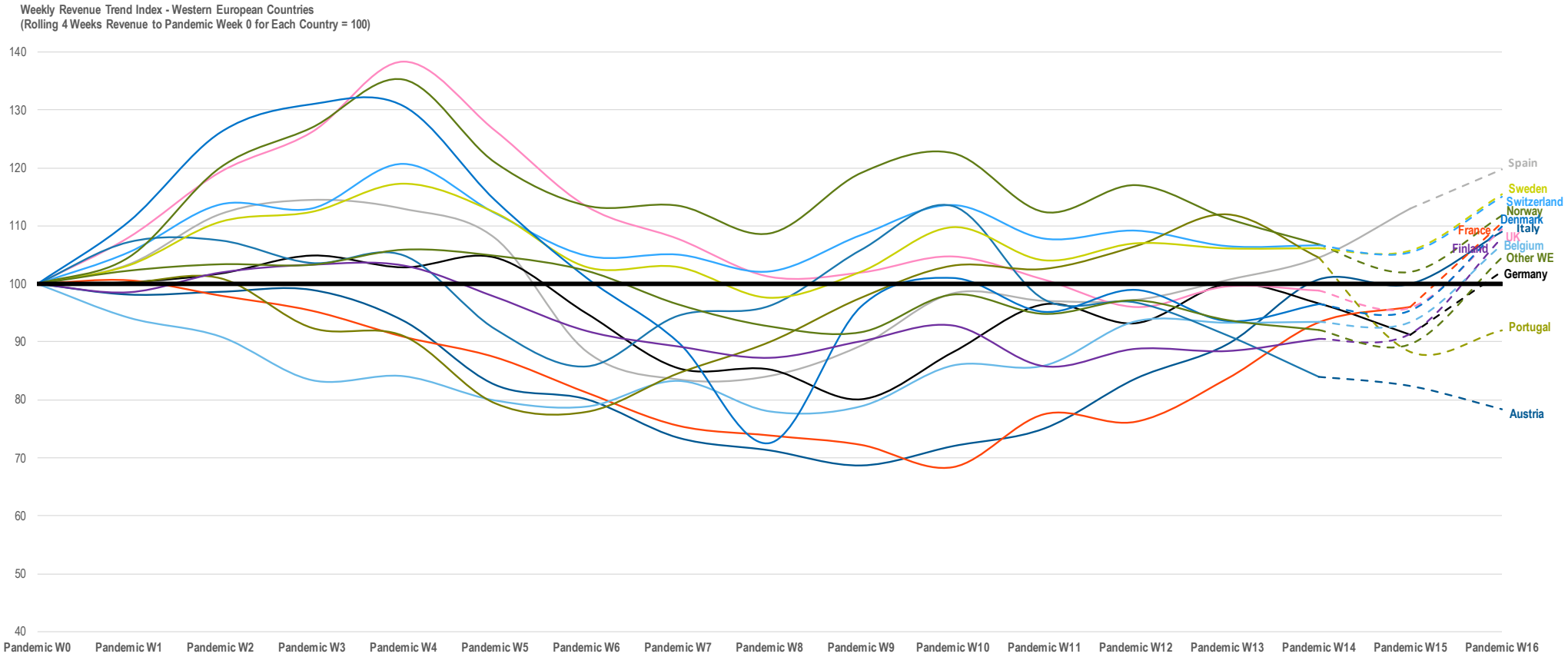
Index Total Market WE

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



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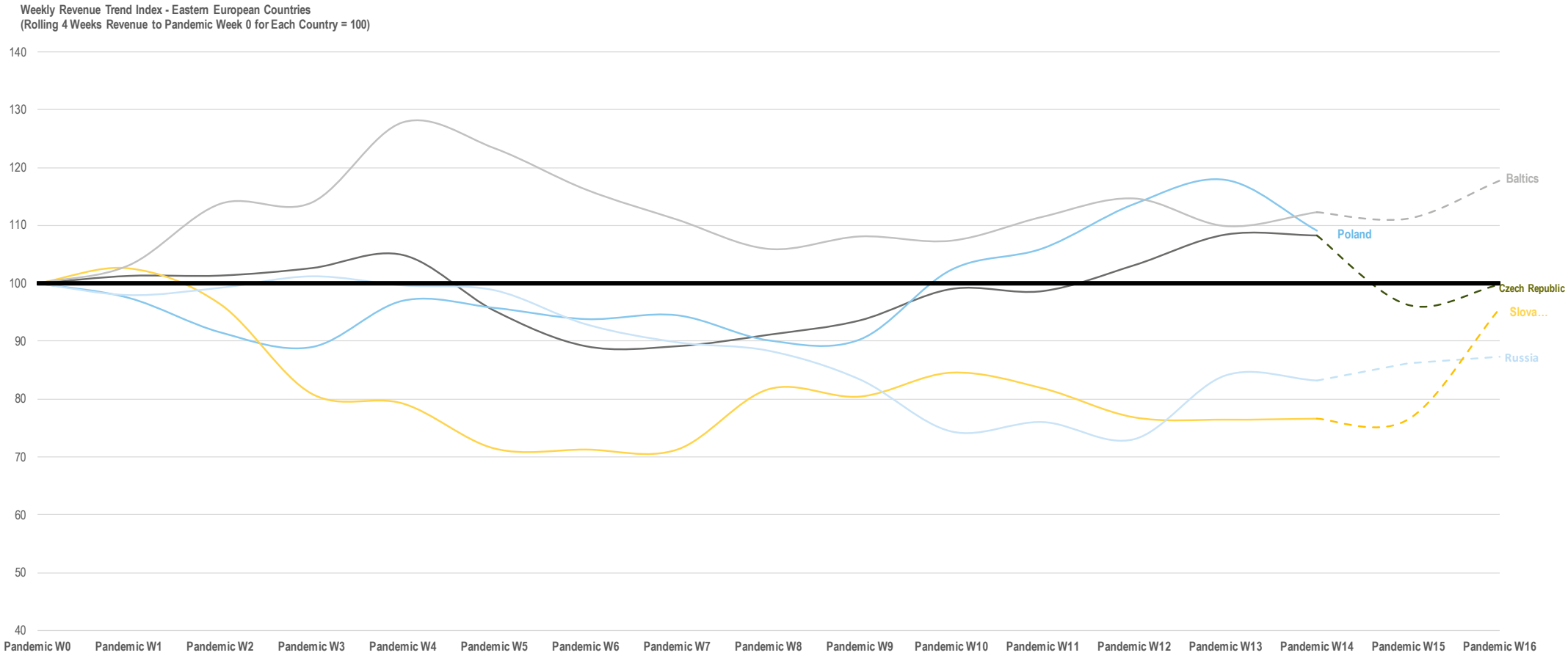
Index Total Market EE

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



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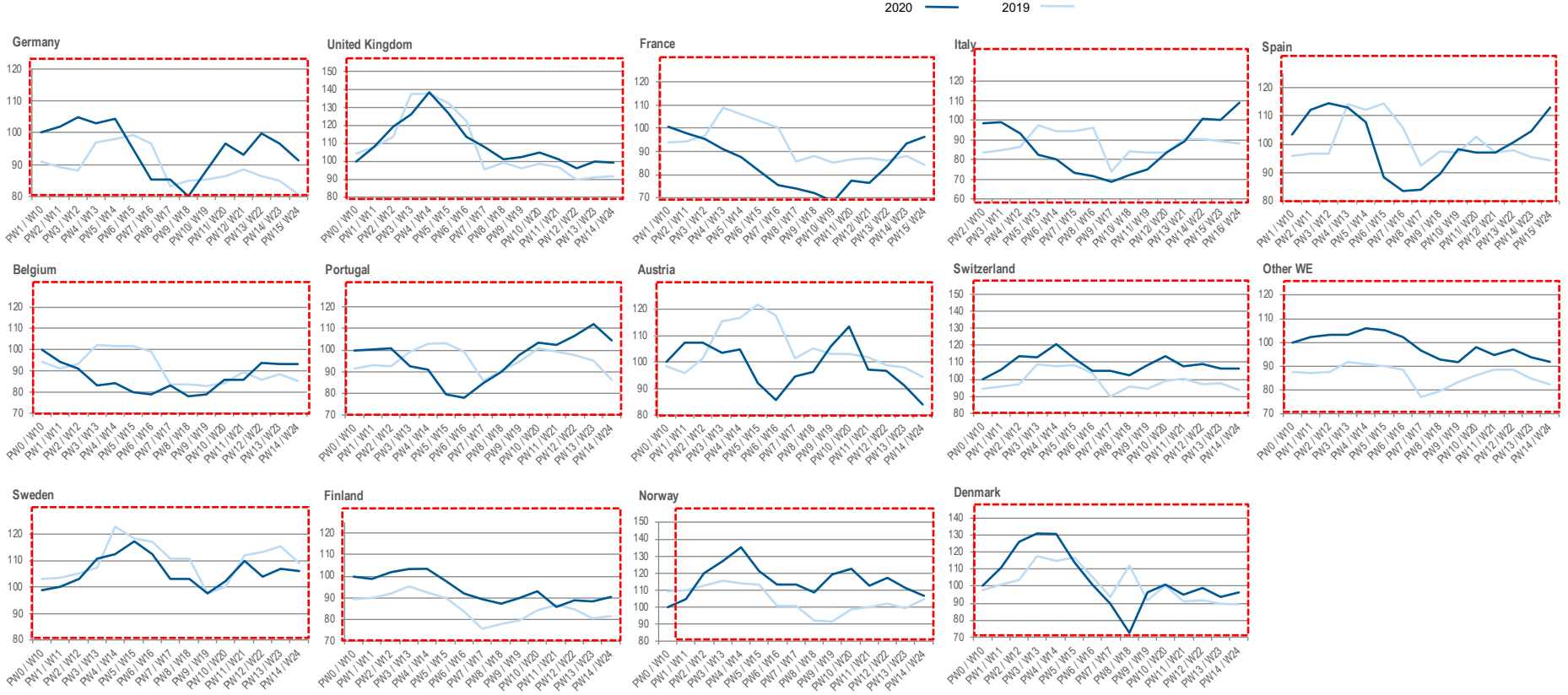
Index Revenue Trend - Western Europe

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



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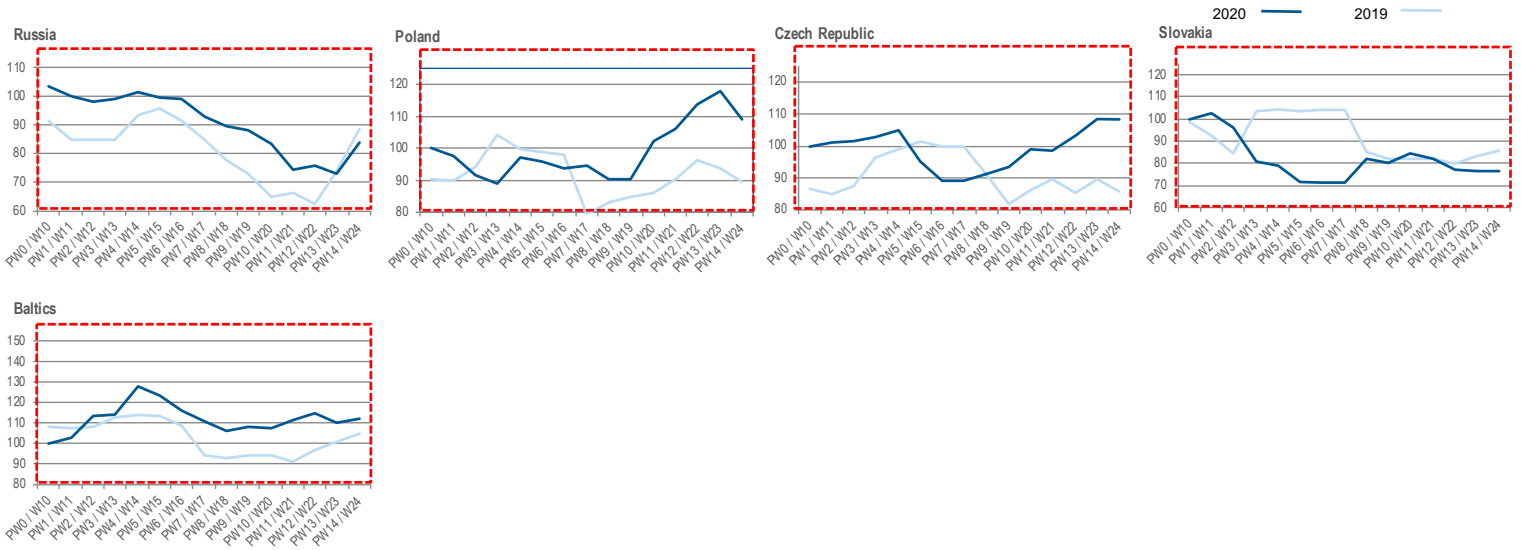
Index Revenue Trend - Eastern Europe

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



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Index Volume Market

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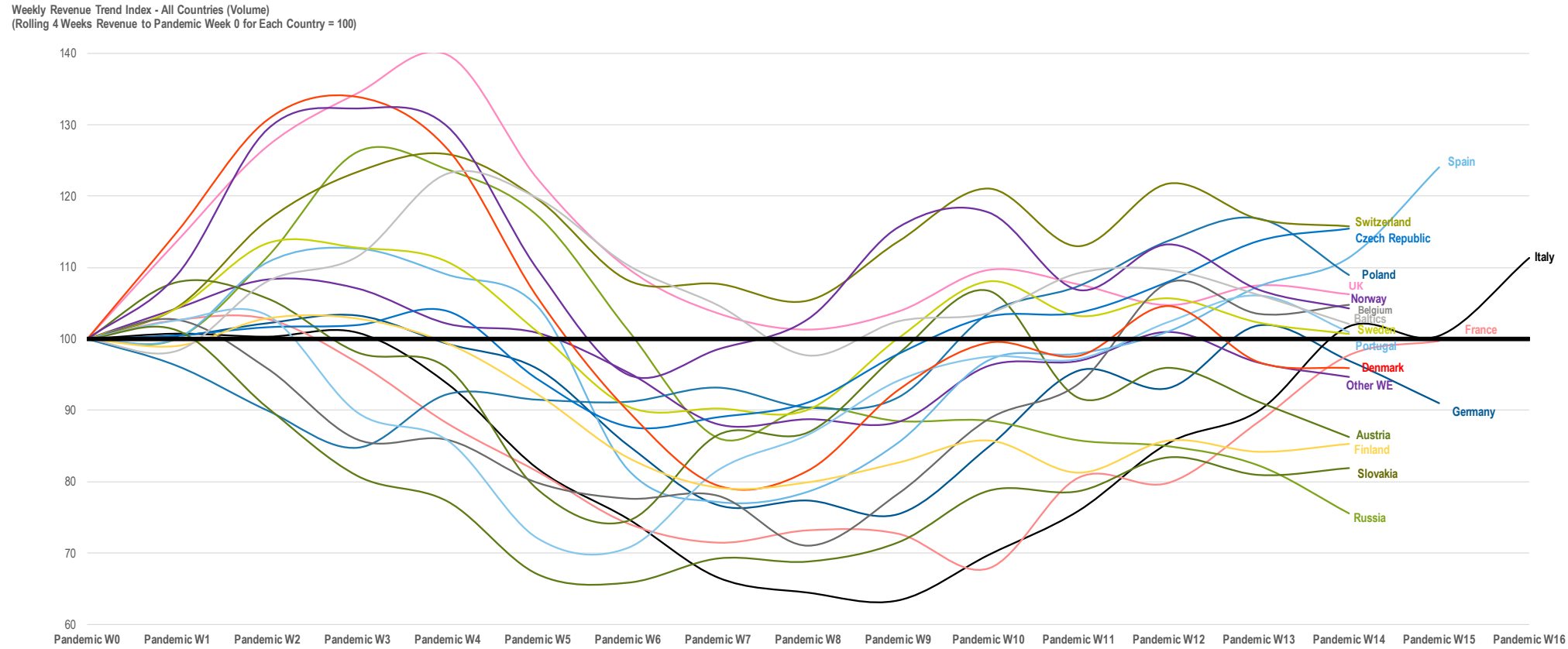

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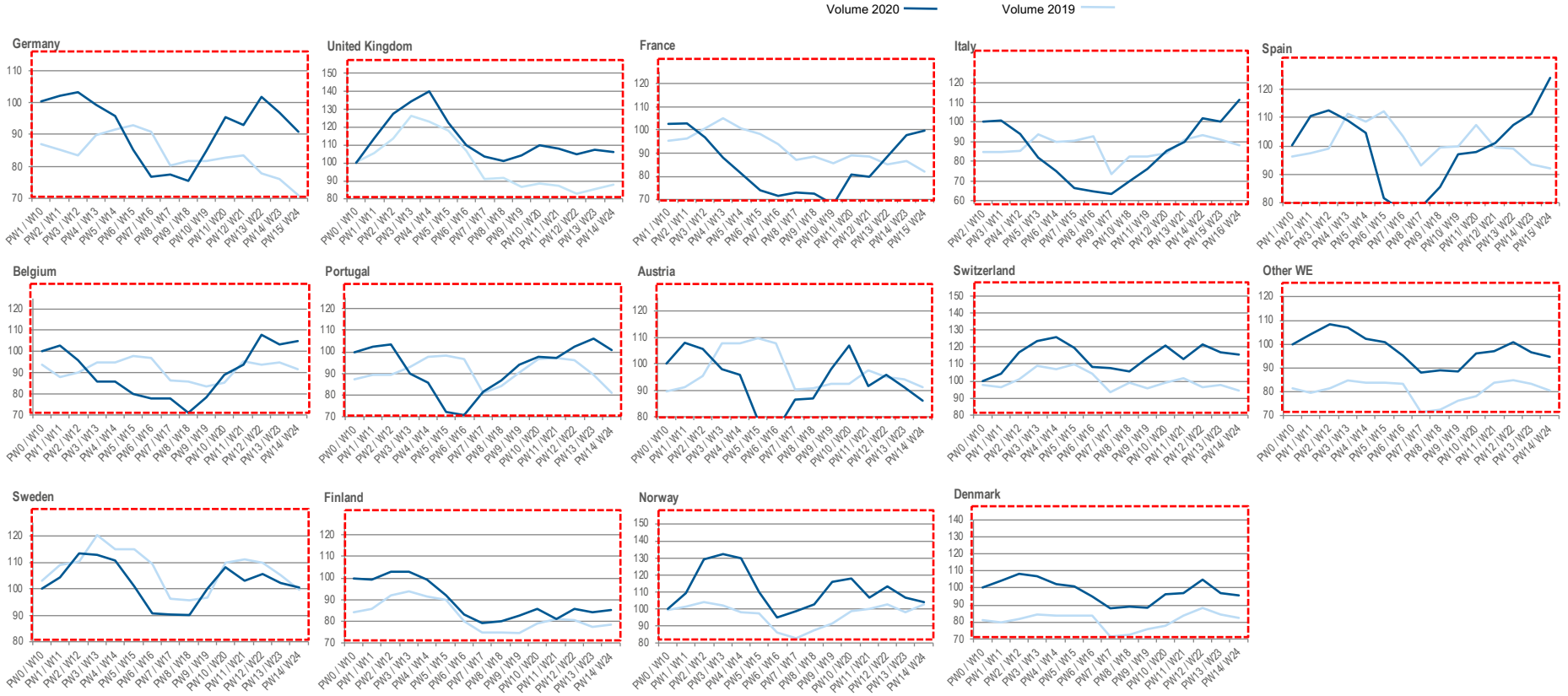
Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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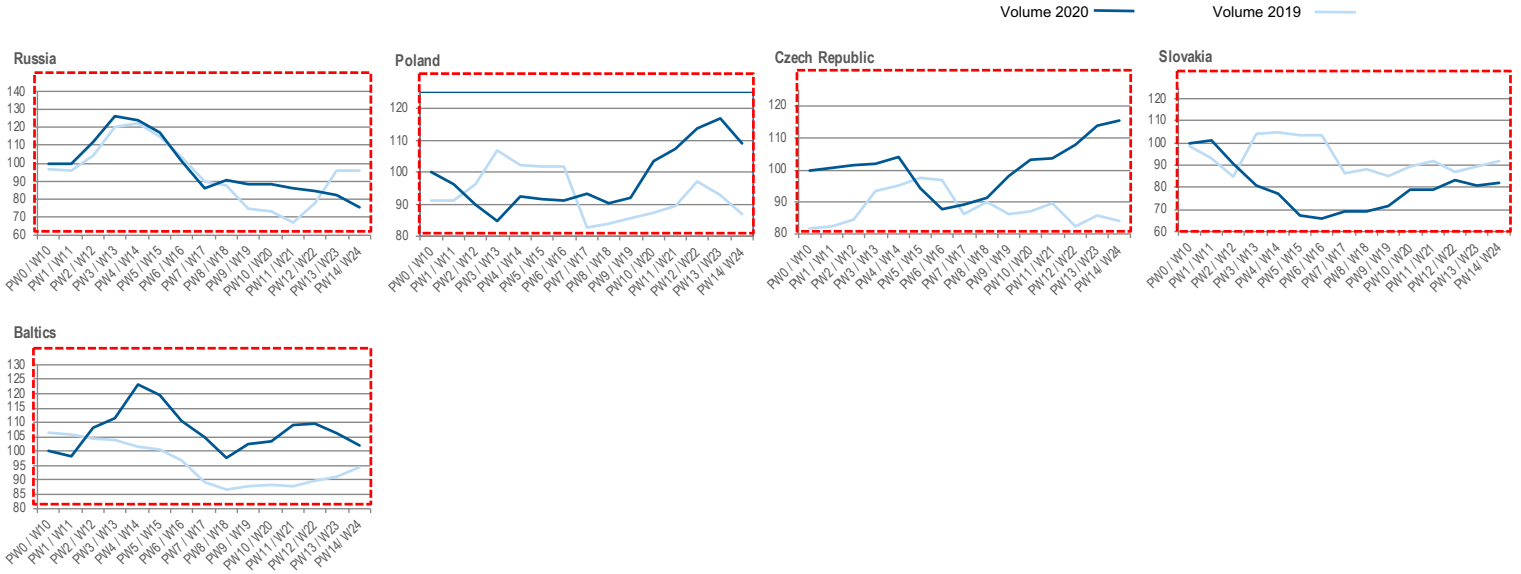

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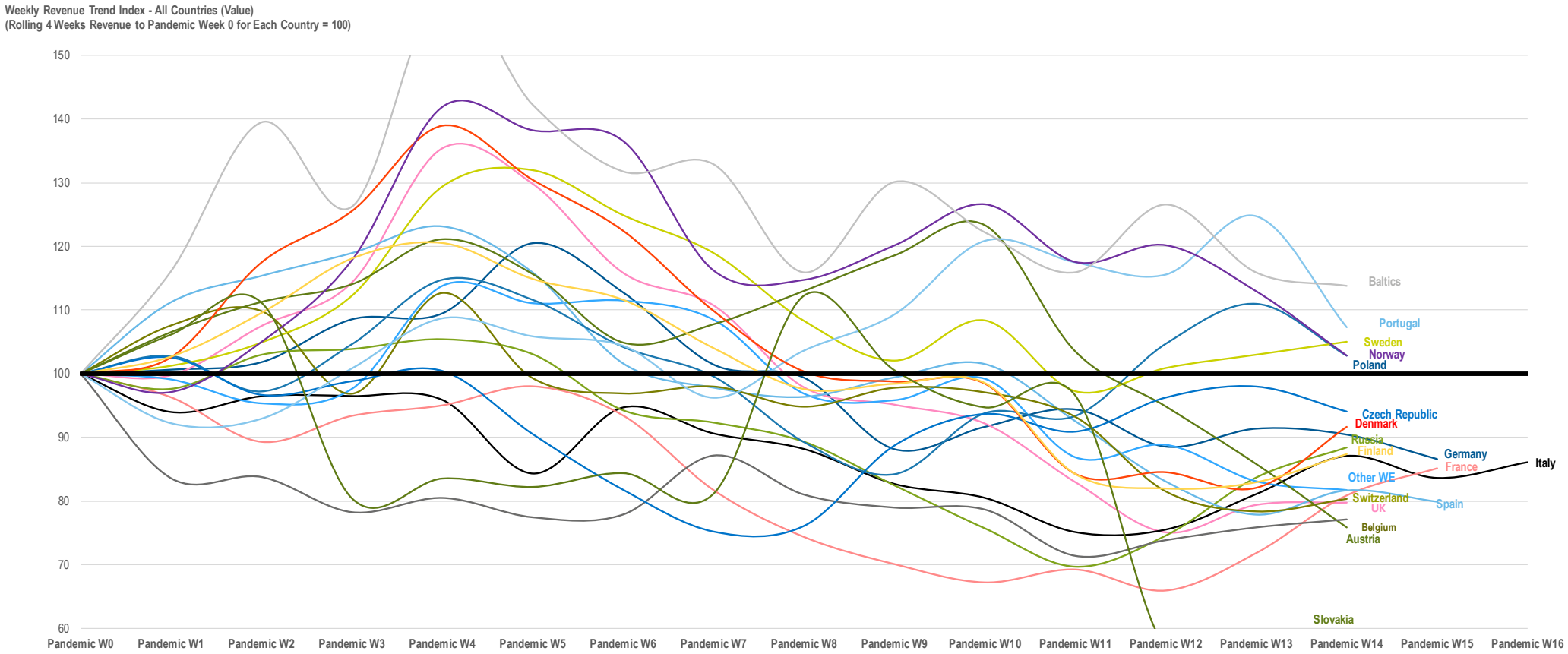
Index Value Market

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



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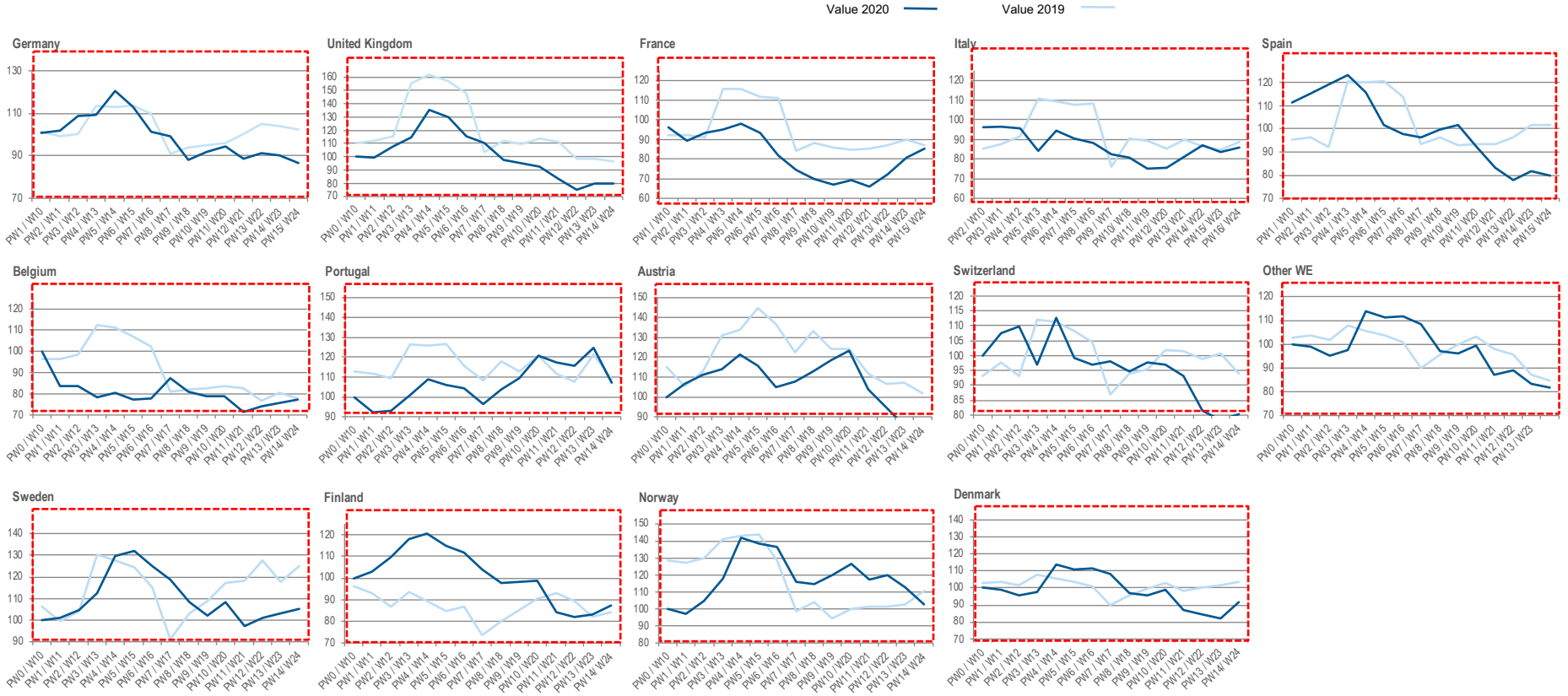

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Index Value Market - Eastern Europe

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

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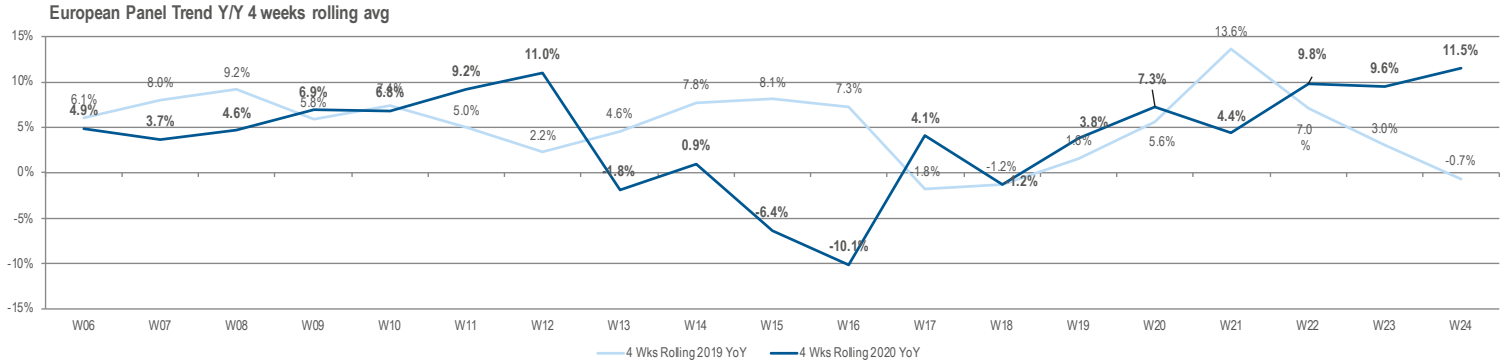
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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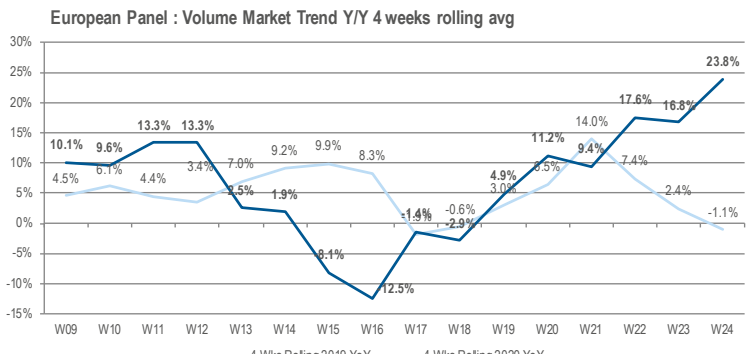

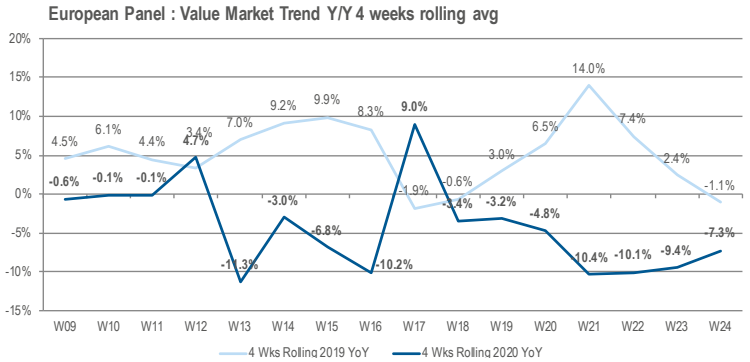

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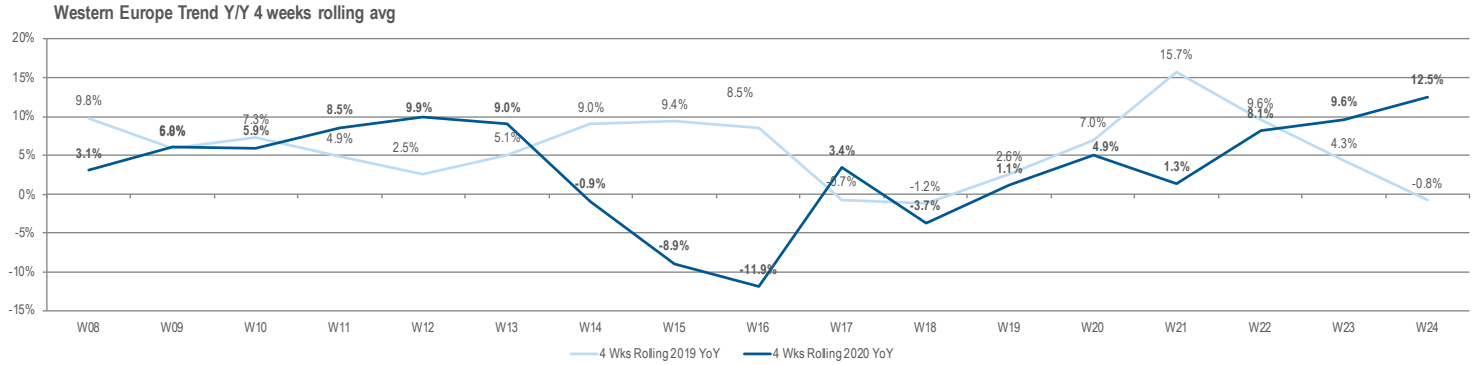
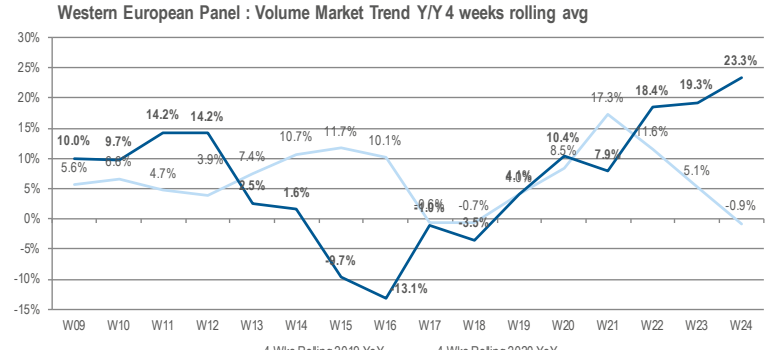
Weekly %YoY Trend Western Europe

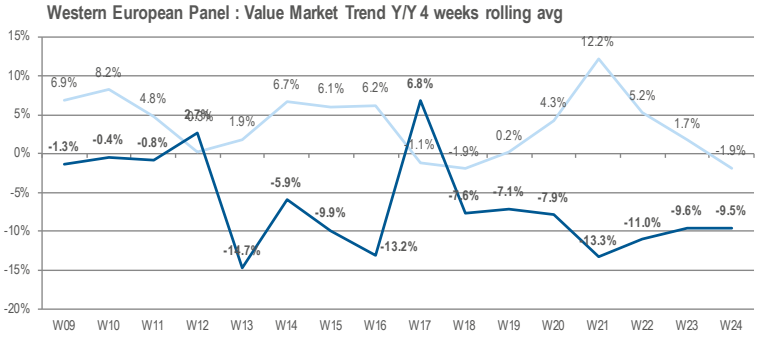
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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





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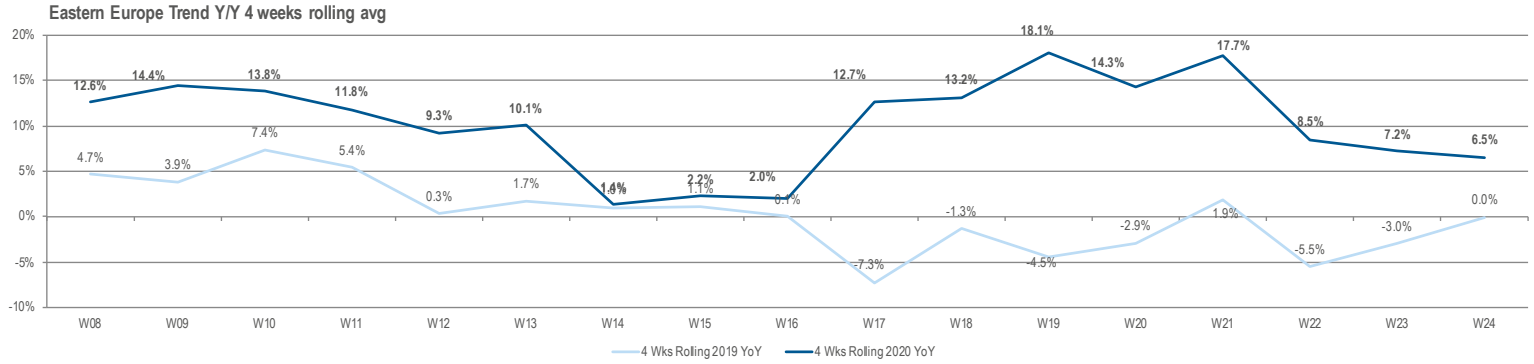
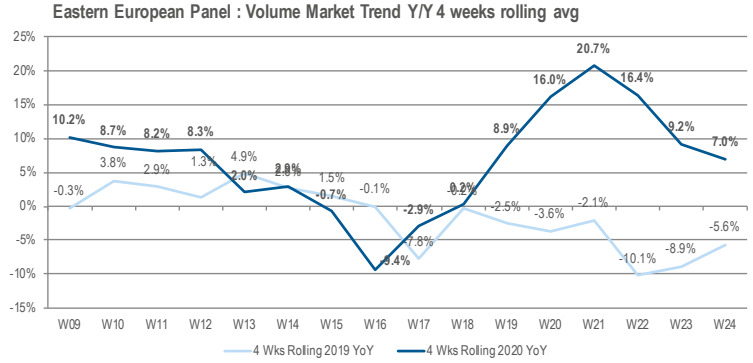
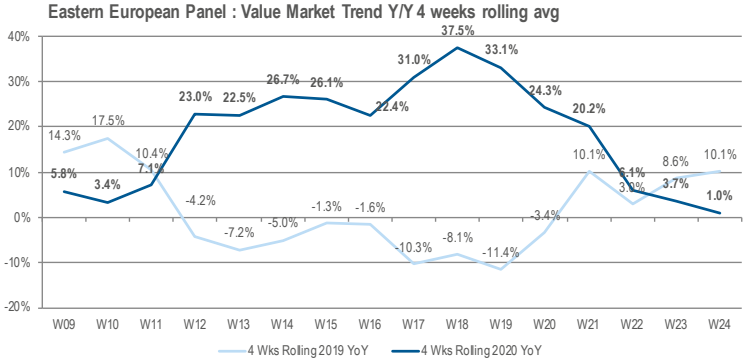
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods



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





CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

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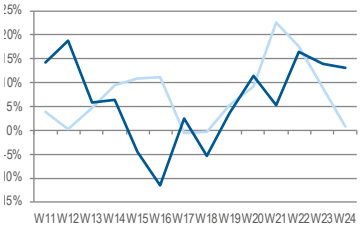
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

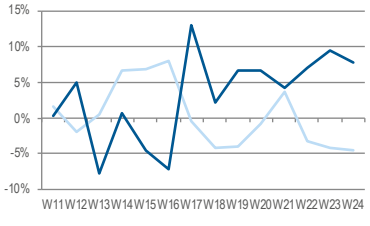
Rolling 4 Week Periods

2020 2019

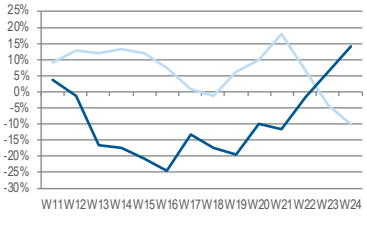
Germany growth Y/Y 4 weeks rolling avg



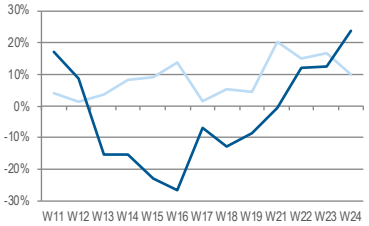
United Kingdom growth Y/Y 4 weeks rolling avg



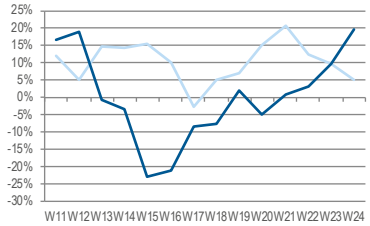
France growth Y/Y 4 weeks rolling avg



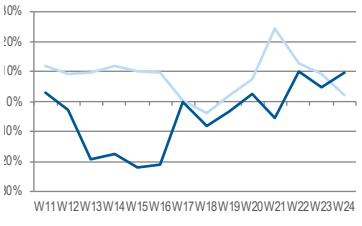
Italy growth Y/Y 4 weeks rolling avg



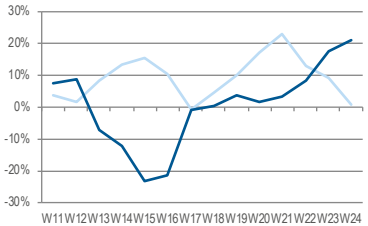
Spain growth Y/Y 4 weeks rolling avg



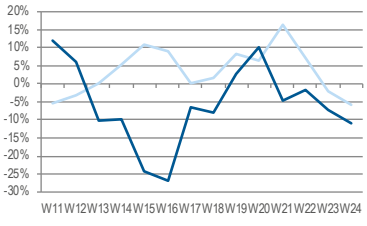
Belgium growth Y/Y 4 weeks rolling avg



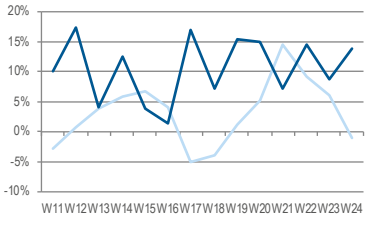
Portugal growth Y/Y 4 weeks rolling avg



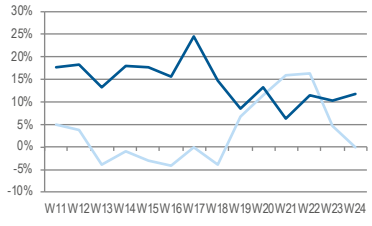
Austria growth Y/Y 4 weeks rolling avg



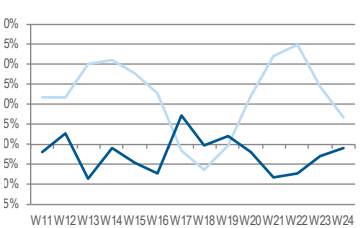
Switzerland growth Y/Y 4 weeks rolling avg



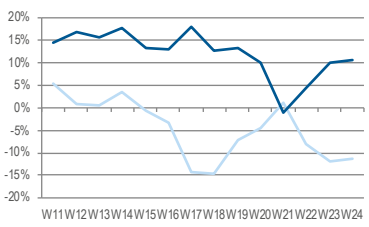
Other WE growth Y/Y 4 weeks rolling avg



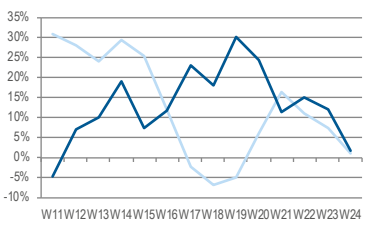
Sweden growth Y/Y 4 weeks rolling avg



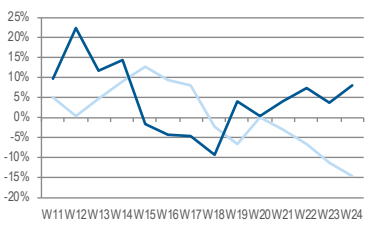
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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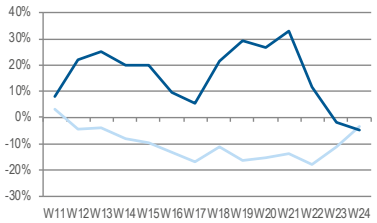
Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

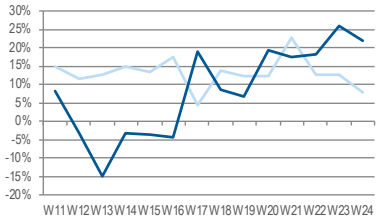
Rolling 4 Week Periods

2020 2019

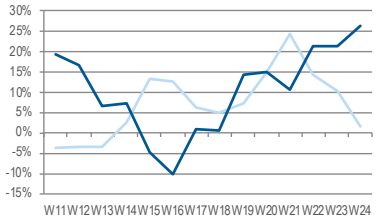
Russia growth Y/Y 4 weeks rolling avg



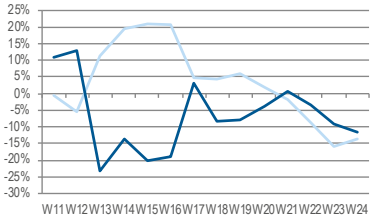
Poland growth Y/Y 4 weeks rolling avg



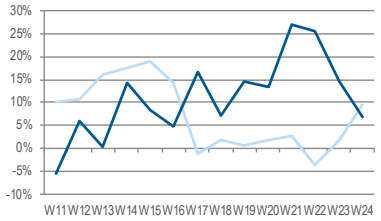
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



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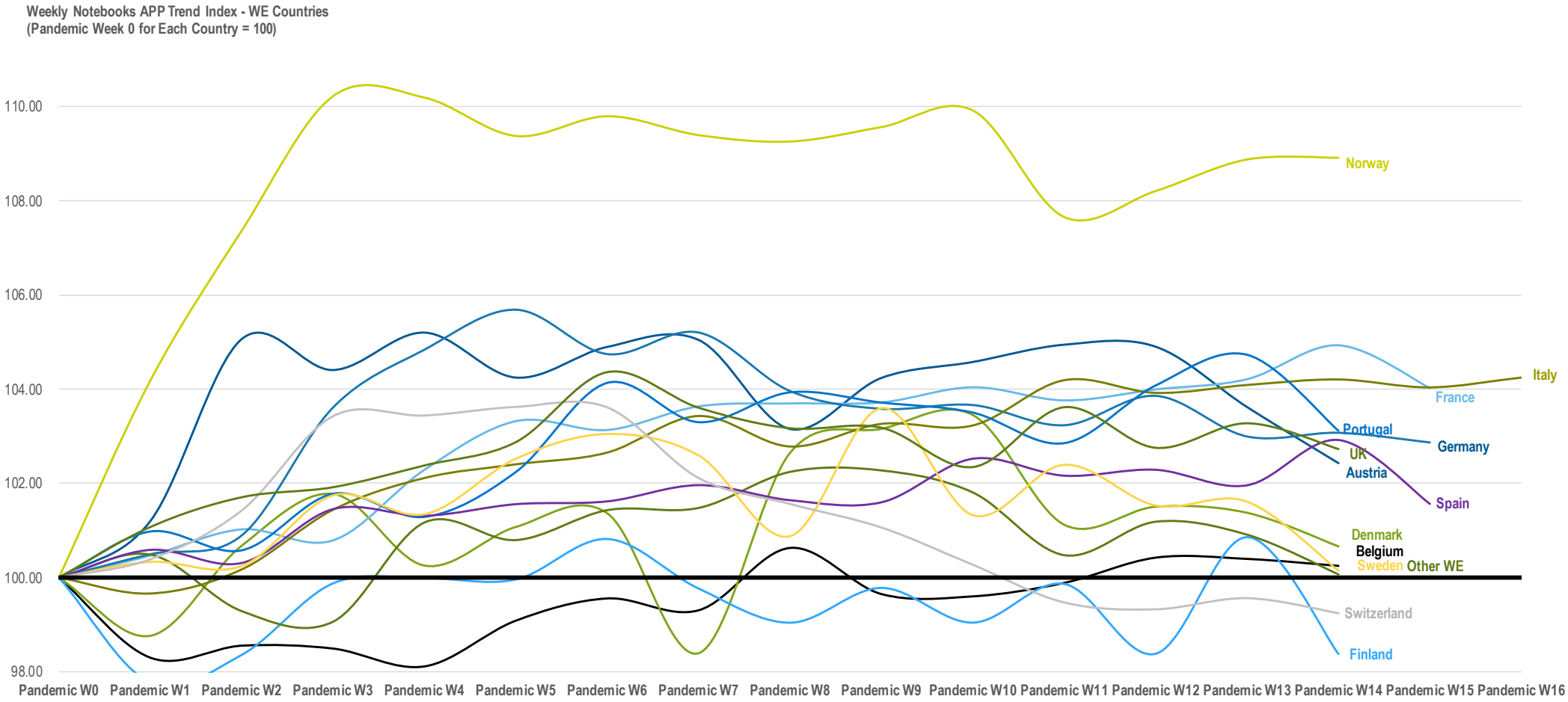
Weekly Notebooks Average Product Price Trend - Western Europe

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



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

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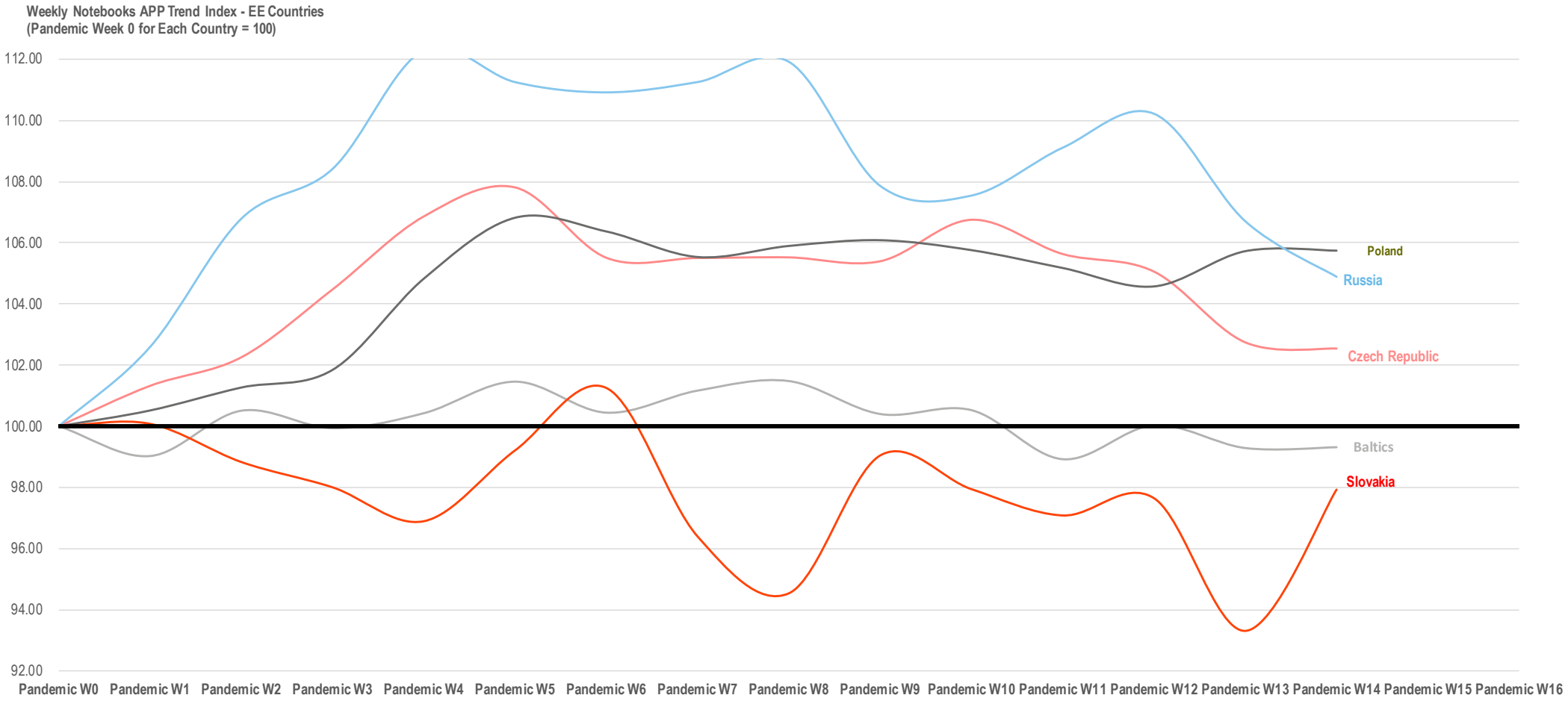
Weekly Notebooks Average Product Price Trend - Eastern Europe

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



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

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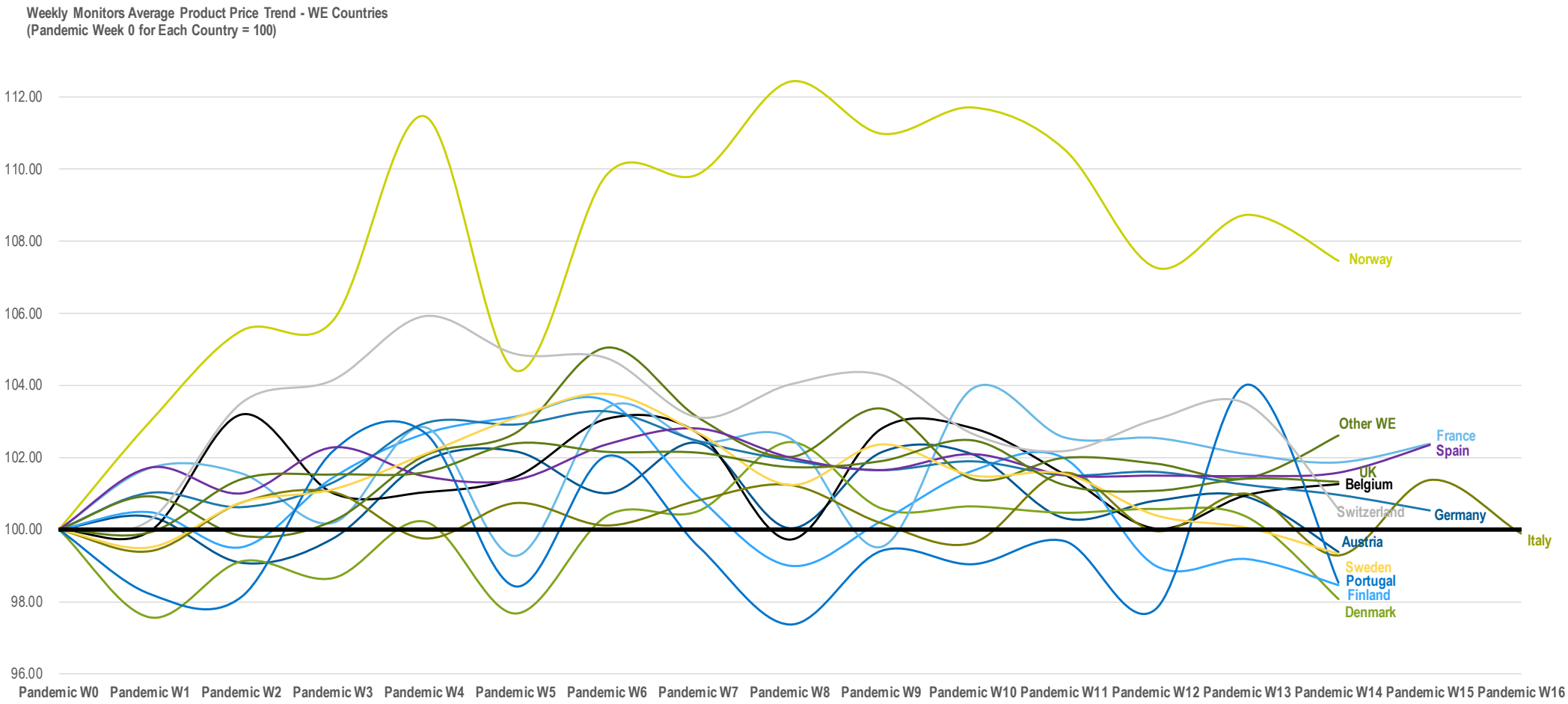
Weekly Monitors Average Product Price Trend - Western Europe

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



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

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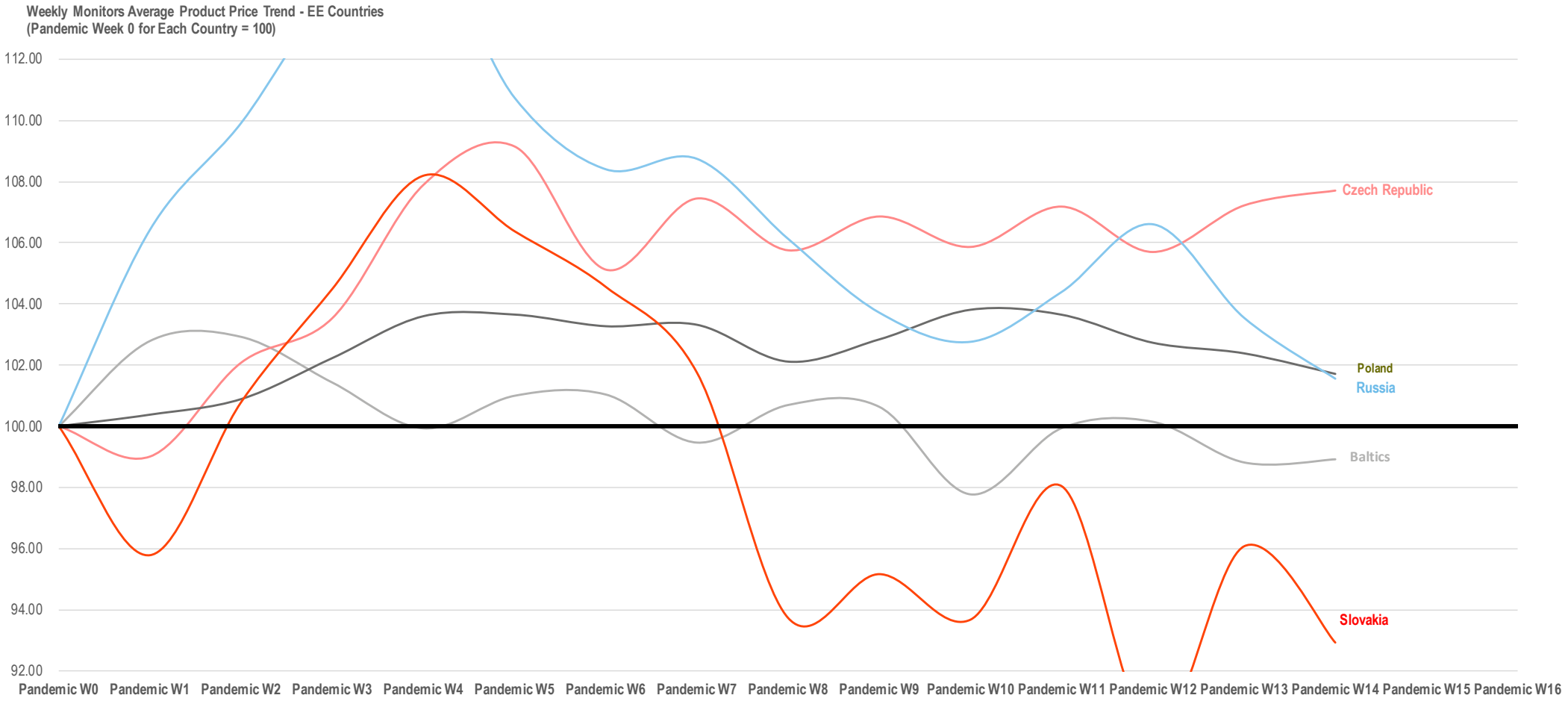
Weekly Monitors Average Product Price Trend - Eastern Europe

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



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

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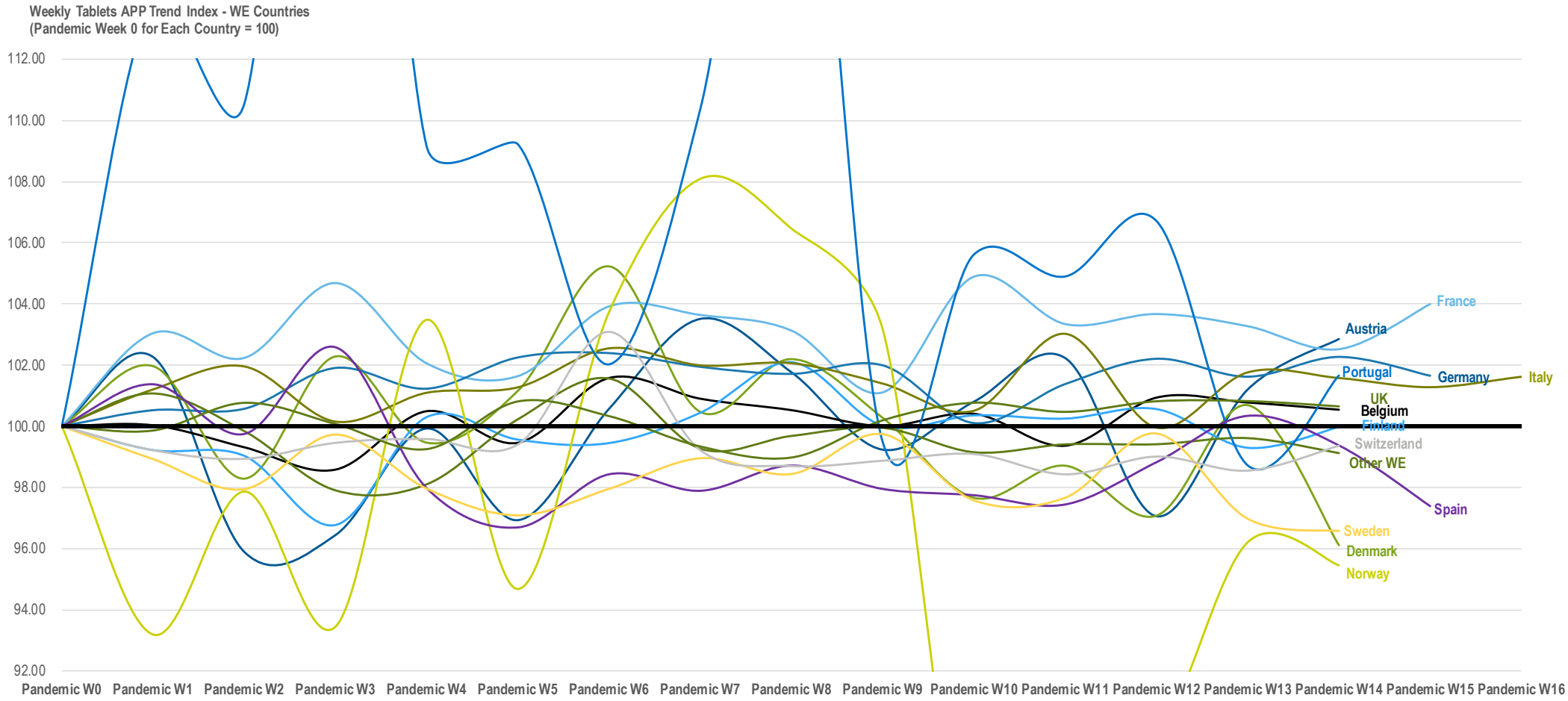
Weekly Tablets Average Product Price Trend - Western Europe

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



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

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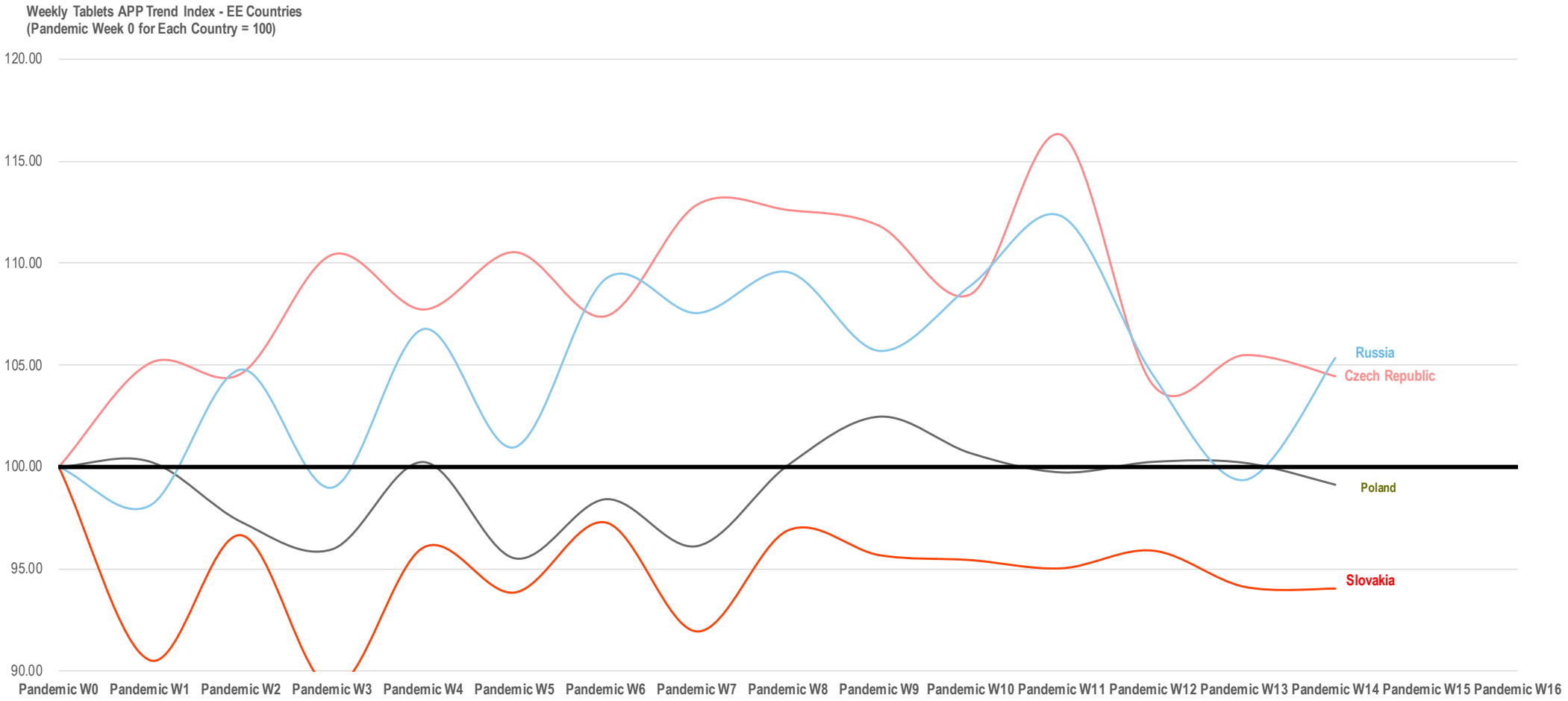
Weekly Tablets Average Product Price Trend - Eastern Europe

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



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

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 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-W23	Rank-W24	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1 ⇧	Audio-Video Systems	62%	4%	45%	6%	39%	185%	9%	63%	-15%	59%	71%	126%	37%	122%	-19%	80%	44%	47%	-49%	46%	19%	44%
1	2 ⇩	Mobile Computing	53%	58%	85%	28%	61%	38%	-11%	36%	14%	62%	21%	6%	10%	17%	-8%	70%	46%	55%	28%	46%	26%	43%
3	3 ⇨	Telecommunications	65%	26%	55%	77%	69%	94%	38%	23%	-16%	19%	22%	13%	20%	27%	-45%	2%	51%	30%	109%	48%	3%	42%
5	4 ⇧	Computing Components	49%	9%	10%	4%	47%	20%	0%	2%	24%	-23%	-7%	44%	24%	44%	1%	49%	65%	34%	1%	23%	20%	23%
6	5 ⇧	Computing Accessories	24%	7%	19%	22%	17%	18%	-16%	8%	24%	73%	6%	-15%	16%	7%	30%	25%	37%	10%	9%	15%	27%	16%
4	6 ⇩	Wireless Networking	31%	22%	4%	-8%	-10%	11%	-38%	40%	6%	8%	-2%	-32%	102%	68%	-6%	44%	38%	-3%	12%	16%	15%	16%
7	7 ⇨	Wearable Devices	57%	25%	-7%	-22%	46%	-16%	-16%	22%	15%	61%	13%	-37%	-55%	-22%	-13%	-5%	22%	-50%	-66%	17%	-4%	15%
8	8 ⇨	Displays	17%	15%	-2%	-22%	26%	15%	-15%	-2%	14%	-43%	16%	20%	21%	7%	27%	9%	29%	5%	-34%	7%	17%	9%
9	9 ⇨	Other Networking Equipment	12%	8%	11%	-5%	5%	-29%	-4%	10%	-13%	-17%	-6%	-57%	-42%	17%	5%	7%	22%	-3%	12%	3%	6%	4%
10	10 ⇨	Software and Licences	-16%	-11%	-6%	34%	-21%	-13%	9%	-4%	-9%	33%	18%	20%	-9%	5%	85%	-3%	-7%	-28%	-24%	-4%	25%	-2%
13	11 ⇧	Printing Consumables	1%	-24%	-3%	21%	7%	-15%	8%	-4%	-17%	5%	6%	-6%	-20%	27%	-35%	-11%	62%	-64%	-19%	0%	-19%	-4%
12	12 ⇨	Warranties and Services	-11%	4%	48%	-10%	-8%	-21%	-32%	-8%	-40%	23%	-38%	-14%	5%	-16%	-30%	2%	-19%	-45%	-41%	-6%	-24%	-7%
18	13 ⇧	Disk Storage	-9%	-18%	-6%	-2%	-8%	2%	19%	3%	-11%	64%	-39%	-33%	-34%	-19%	-21%	5%	-29%	14%	-54%	-9%	-16%	-10%
11	14 ⇩	Scanner Imaging	-25%	-12%	-29%	-5%	15%	-7%	-28%	-58%	9%	-35%	-23%	-12%	-9%	0%	13%	-7%	11%	14%	-51%	-16%	10%	-11%
14	15 ⇩	Networking Systems	-1%	-28%	10%	-14%	-43%	-19%	-11%	-7%	-37%	-28%	4%	1%	-32%	-2%	3%	-1%	53%	18%	-38%	-14%	4%	-11%
17	16 ⇧	Power Equipment	3%	-25%	-23%	-25%	-24%	-10%	-7%	2%	-10%	-16%	4%	11%	-11%	21%	-11%	-20%	3%	-15%	-18%	-11%	-12%	-11%
15	17 ⇩	Connectivity	15%	-35%	-30%	-8%	-6%	-4%	-22%	-14%	3%	-16%	29%	-6%	-11%	-12%	-27%	7%	5%	-3%	-7%	-12%	-14%	-13%
16	18 ⇩	Server Computing	-28%	-13%	36%	-35%	-15%	-41%	-70%	24%	-55%	47%	-14%	95%	-2%	-17%	-3%	93%	-56%	-4%	134%	-20%	10%	-14%
21	19 ⇧	Data Center Networking and Security	-20%	0%	-15%	-38%	19%	-22%	-14%	-47%	-41%	-18%	-10%	-22%	-55%	1%	-30%	-14%	211%	54%	10%	-15%	-20%	-16%
19	20 ⇩	Printing	-6%	-25%	-30%	-33%	-4%	-19%	-22%	-23%	33%	-40%	-28%	-17%	-13%	-7%	-37%	13%	5%	18%	-34%	-19%	-24%	-20%
20	21 ⇩	Unified Communications	8%	-57%	-35%	-55%	-8%	2%	-79%	-31%	-65%	346%	-12%	-75%	-27%	-50%	-25%	228%	-77%	-48%	-8%	-23%	-16%	-22%
22	22 ⇨	Desktop Computing	-35%	-47%	-32%	-21%	-21%	-2%	-27%	-20%	-27%	-31%	-29%	-3%	-49%	-25%	-5%	-7%	3%	-27%	-11%	-30%	-6%	-26%
24	23 ⇧	Removable Storage	-1%	-56%	-13%	37%	-55%	93%	-33%	-28%	-25%	-73%	-13%	-33%	-56%	-21%	-40%	-8%	-32%	-26%	-31%	-26%	-24%	-26%
23	24 ⇩	Smart Home and Office	-23%	14%	-78%	3%	-78%	-39%	-38%	-72%	-40%	401%	-67%	163%	11%	-47%	44%	266%	148%	6175%	56%	-38%	368%	-35%
		Country Trend	13%	8%	24%	14%	20%	14%	-1%	10%	-11%	21%	8%	11%	2%	12%	-5%	22%	26%	7%	-11%			

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE													EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W23	Rank-W24	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1 ⇧	Smart Home and Office	-23%	14%	-78%	3%	-78%	-39%	-38%	-72%	-40%	401%	-67%	163%	11%	-47%	44%	266%	148%	6175%	56%	-38%	368%	-35%
1	2 ⇩	Removable Storage	-1%	-56%	-13%	37%	-55%	93%	-33%	-28%	-25%	-73%	-13%	-33%	-56%	-21%	-40%	-8%	-32%	-26%	-31%	-26%	-24%	-26%
3	3 ⇨	Desktop Computing	-35%	-47%	-32%	-21%	-21%	-2%	-27%	-20%	-27%	-31%	-29%	-3%	-49%	-25%	-5%	-7%	3%	-27%	-11%	-30%	-6%	-26%
5	4 ⇧	Unified Communications	8%	-57%	-35%	-55%	-8%	2%	-79%	-31%	-65%	346%	-12%	-75%	-27%	-50%	-25%	228%	-77%	-48%	-8%	-23%	-16%	-22%
6	5 ⇧	Printing	-6%	-25%	-30%	-33%	-4%	-19%	-22%	-23%	33%	-40%	-28%	-17%	-13%	-7%	-37%	13%	5%	18%	-34%	-19%	-24%	-20%
4	6 ⇩	Data Center Networking and Security	-20%	0%	-15%	-38%	19%	-22%	-14%	-47%	-41%	-18%	-10%	-22%	-55%	1%	-30%	-14%	211%	54%	10%	-15%	-20%	-16%
9	7 ⇧	Server Computing	-28%	-13%	36%	-35%	-15%	-41%	-70%	24%	-55%	47%	-14%	95%	-2%	-17%	-3%	93%	-56%	-4%	134%	-20%	10%	-14%
10	8 ⇧	Connectivity	15%	-35%	-30%	-8%	-6%	-4%	-22%	-14%	3%	-16%	29%	-6%	-11%	-12%	-27%	7%	5%	-3%	-7%	-12%	-14%	-13%
8	9 ⇩	Power Equipment	3%	-25%	-23%	-25%	-24%	-10%	-7%	2%	-10%	-16%	4%	11%	-11%	21%	-11%	-20%	3%	-15%	-18%	-11%	-12%	-11%
11	10 ⇧	Networking Systems	-1%	-28%	10%	-14%	-43%	-19%	-11%	-7%	-37%	-28%	4%	1%	-32%	-2%	3%	-1%	53%	18%	-38%	-14%	4%	-11%
14	11 ⇧	Scanner Imaging	-25%	-12%	-29%	-5%	15%	-7%	-28%	-58%	9%	-35%	-23%	-12%	-9%	0%	13%	-7%	11%	14%	-51%	-16%	10%	-11%
7	12 ⇩	Disk Storage	-9%	-18%	-6%	-2%	-8%	2%	19%	3%	-11%	64%	-39%	-33%	-34%	-19%	-21%	5%	-29%	14%	-54%	-9%	-16%	-10%
13	13 ⇨	Warranties and Services	-11%	4%	48%	-10%	-8%	-21%	-32%	-8%	-40%	23%	-38%	-14%	5%	-16%	-30%	2%	-19%	-45%	-41%	-6%	-24%	-7%
12	14 ⇩	Printing Consumables	1%	-24%	-3%	21%	7%	-15%	8%	-4%	-17%	5%	6%	-6%	-20%	27%	-35%	-11%	62%	-64%	-19%	0%	-19%	-4%
16	15 ⇧	Software and Licences	-16%	-11%	-6%	34%	-21%	-13%	9%	-4%	-9%	33%	18%	20%	-9%	5%	85%	-3%	-7%	-28%	-24%	-4%	25%	-2%
15	16 ⇩	Other Networking Equipment	12%	8%	11%	-5%	5%	-29%	-4%	10%	-13%	-17%	-6%	-57%	-42%	17%	5%	7%	22%	-3%	12%	3%	6%	4%
17	17 ⇨	Displays	17%	15%	-2%	-22%	26%	15%	-15%	-2%	14%	-43%	16%	20%	21%	7%	27%	9%	29%	5%	-34%	7%	17%	9%
18	18 ⇨	Wearable Devices	57%	25%	-7%	-22%	46%	-16%	-16%	22%	15%	61%	13%	-37%	-55%	-22%	-13%	-5%	22%	-50%	-66%	17%	-4%	15%
21	19 ⇧	Wireless Networking	31%	22%	4%	-8%	-10%	11%	-38%	40%	6%	8%	-2%	-32%	102%	68%	-6%	44%	38%	-3%	12%	16%	15%	16%
19	20 ⇩	Computing Accessories	24%	7%	19%	22%	17%	18%	-16%	8%	24%	73%	6%	-15%	16%	7%	30%	25%	37%	10%	9%	15%	27%	16%
20	21 ⇩	Computing Components	49%	9%	10%	4%	47%	20%	0%	2%	24%	-23%	-7%	44%	24%	44%	1%	49%	65%	34%	1%	23%	20%	23%
22	22 ⇨	Telecommunications	65%	26%	55%	77%	69%	94%	38%	23%	-16%	19%	22%	13%	20%	27%	-45%	2%	51%	30%	109%	48%	3%	42%
24	23 ⇧	Mobile Computing	53%	58%	85%	28%	61%	38%	-11%	36%	14%	62%	21%	6%	10%	17%	-8%	70%	46%	55%	28%	46%	26%	43%
23	24 ⇩	Audio-Video Systems	62%	4%	45%	6%	39%	185%	9%	63%	-15%	59%	71%	126%	37%	122%	-19%	80%	44%	47%	-49%	46%	19%	44%
		Country Trend	13%	8%	24%	14%	20%	14%	-1%	10%	-11%	21%	8%	11%	2%	12%	-5%	22%	26%	7%	-11%			

CONTEXT Covid-19 Weekly Report

Largest Industry

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Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W23	Rank-W24	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	53%	58%	85%	28%	61%	38%	-11%	36%	14%	62%	21%	6%	10%	17%	-8%	70%	46%	55%	28%	46%	26%	43%
2	2	Telecommunications	65%	26%	55%	77%	69%	94%	38%	23%	-16%	19%	22%	13%	20%	27%	-45%	2%	51%	30%	109%	48%	3%	42%
3	3	Software and Licences	-16%	-11%	-6%	34%	-21%	-13%	9%	-4%	-9%	33%	18%	20%	-9%	5%	85%	-3%	-7%	-28%	-24%	-4%	25%	-2%
4	4	Printing Consumables	1%	-24%	-3%	21%	7%	-15%	8%	-4%	-17%	5%	6%	-6%	-20%	27%	-35%	-11%	62%	-64%	-19%	0%	-19%	-4%
5	5	Displays	17%	15%	-2%	-22%	26%	15%	-15%	-2%	14%	-43%	16%	20%	21%	7%	27%	9%	29%	5%	-34%	7%	17%	9%
6	6	Computing Components	49%	9%	10%	4%	47%	20%	0%	2%	24%	-23%	-7%	44%	24%	44%	1%	49%	65%	34%	1%	23%	20%	23%
7	7	Disk Storage	-9%	-18%	-6%	-2%	-8%	2%	19%	3%	-11%	64%	-39%	-33%	-34%	-19%	-21%	5%	-29%	14%	-54%	-9%	-16%	-10%
8	8	Warranties and Services	-11%	4%	48%	-10%	-8%	-21%	-32%	-8%	-40%	23%	-38%	-14%	5%	-16%	-30%	2%	-19%	-45%	-41%	-6%	-24%	-7%
9	9	Desktop Computing	-35%	-47%	-32%	-21%	-21%	-2%	-27%	-20%	-27%	-31%	-29%	-3%	-49%	-25%	-5%	-7%	3%	-27%	-11%	-30%	-6%	-26%
10	10	Audio-Video Systems	62%	4%	45%	6%	39%	185%	9%	63%	-15%	59%	71%	126%	37%	122%	-19%	80%	44%	47%	-49%	46%	19%	44%
11	11	Networking Systems	-1%	-28%	10%	-14%	-43%	-19%	-11%	-7%	-37%	-28%	4%	1%	-32%	-2%	3%	-1%	53%	18%	-38%	-14%	4%	-11%
13	12	Computing Accessories	24%	7%	19%	22%	17%	18%	-16%	8%	24%	73%	6%	-15%	16%	7%	30%	25%	37%	10%	9%	15%	27%	16%
12	13	Printing	-6%	-25%	-30%	-33%	-4%	-19%	-22%	-23%	33%	-40%	-28%	-17%	-13%	-7%	-37%	13%	5%	18%	-34%	-19%	-24%	-20%
14	14	Server Computing	-28%	-13%	36%	-35%	-15%	-41%	-70%	24%	-55%	47%	-14%	95%	-2%	-17%	-3%	93%	-56%	-4%	134%	-20%	10%	-14%
15	15	Data Center Networking and Security	-20%	0%	-15%	-38%	19%	-22%	-14%	-47%	-41%	-18%	-10%	-22%	-55%	1%	-30%	-14%	211%	54%	10%	-15%	-20%	-16%
16	16	Wireless Networking	31%	22%	4%	-8%	-10%	11%	-38%	40%	6%	8%	-2%	-32%	102%	68%	-6%	44%	38%	-3%	12%	16%	15%	16%
17	17	Wearable Devices	57%	25%	-7%	-22%	46%	-16%	-16%	22%	15%	61%	13%	-37%	-55%	-22%	-13%	-5%	22%	-50%	-66%	17%	-4%	15%
18	18	Power Equipment	3%	-25%	-23%	-25%	-24%	-10%	-7%	2%	-10%	-16%	4%	11%	-11%	21%	-11%	-20%	3%	-15%	-18%	-11%	-12%	-11%
19	19	Other Networking Equipment	12%	8%	11%	-5%	5%	-29%	-4%	10%	-13%	-17%	-6%	-57%	-42%	17%	5%	7%	22%	-3%	12%	3%	6%	4%
20	20	Connectivity	15%	-35%	-30%	-8%	-6%	-4%	-22%	-14%	3%	-16%	29%	-6%	-11%	-12%	-27%	7%	5%	-3%	-7%	-12%	-14%	-13%
22	21	Removable Storage	-1%	-56%	-13%	37%	-55%	93%	-33%	-28%	-25%	-73%	-13%	-33%	-56%	-21%	-40%	-8%	-32%	-26%	-31%	-26%	-24%	-26%
21	22	Games Consoles	101%		62%	100%	30%	80%	156%	58%	249%	397%	114%	-12%	1474%	98%	45%	65%	-31%	29%	4%	88%	34%	65%
23	23	Smart Home and Office	-23%	14%	-78%	3%	-78%	-39%	-38%	-72%	-40%	401%	-67%	163%	11%	-47%	44%	266%	148%	6175%	56%	-38%	368%	-35%
25	24	Unified Communications	8%	-57%	-35%	-55%	-8%	2%	-79%	-31%	-65%	346%	-12%	-75%	-27%	-50%	-25%	228%	-77%	-48%	-8%	-23%	-16%	-22%
24	25	Electronics	-27%	-83%	-63%	-17%	-75%	-13%	38%	-42%	-69%	-55%	-54%	-75%	-75%	-60%	32%	-35%	-7%	-74%	-63%	-54%	5%	-43%
26	26	Scanner Imaging	-25%	-12%	-29%	-5%	15%	-7%	-28%	-58%	9%	-35%	-23%	-12%	-9%	0%	13%	-7%	11%	14%	-51%	-16%	10%	-11%
27	27	Security	16%	15%	-57%	-48%	-25%	-2%	-36%	-11%	-4%	206%	93%	11%	0%	53%	4%	11%	126%	52%	58%	-12%	23%	-7%
29	28	Tape Storage	18%	-40%	-39%	-24%	-118%	-52%	-16%	105%	-32%	54%	-25%	11%	-43%	11%	109%	-29%	32%	-20%	-18%	-14%	48%	-7%
28	29	Terminals, Thin Clients and Points of Sale	-58%	-40%	-66%	-38%	-56%	-44%	-32%	115%	-68%	-83%	-59%	132%	-60%	-37%	28%	11%	-34%	-90%	-61%	-46%	8%	-41%
30	30	Photo and Video Cameras	-22%	-35%	-55%	-79%	-48%	-27%	-81%	-40%	-71%	-50%	-34%	-59%	-67%	-59%	-44%	-23%	-35%	-46%	-23%	-49%	-30%	-41%

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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

				WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W23	Rank-W24		Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
3	1	⇧	Web Cameras	97%	170%	211%	282%	118%	98%	-3%	69%	108%	144%	125%	153%	-12%	128%	21%	44%	353%	37%	66%	118%	55%	108%
2	2	⇨	Games Accessories	111%		91%	97%	21%	85%	54%	58%	103%	268%	116%	17%	2235%	93%	43%	149%	107%	40%	44%	87%	111%	92%
4	3	⇧	Headsets/Headphones and Microphones	86%	23%	111%	20%	112%	348%	13%	92%	-12%	109%	83%	170%	22%	148%	18%	121%	54%	55%	-58%	79%	41%	76%
5	4	⇧	Smart Lighting and Electricals	66%	85%	4%	463%	-49%	66%	43%	-16%	132%	229%	-93%	197%	67%	-62%	67%	195%	250%	386%	217%	57%	185%	62%
8	5	⇧	Graphics Cards	68%	151%	98%	-20%	67%	61%	20%	27%	44%	18%	31%	25%	-74%	128%	-20%	45%	103%	54%	-6%	74%	19%	58%
11	6	⇧	Tablet PCs	54%	86%	105%	-6%	88%	26%	-14%	38%	16%	81%	96%	7%	13%	12%	4%	27%	147%	46%	79%	50%	40%	49%
14	7	⇧	Smartphones	67%	40%	57%	93%	76%	100%	41%	24%	-18%	23%	22%	12%	20%	28%	-49%	5%	52%	31%	129%	52%	6%	46%
13	8	⇧	Processors	79%	18%	1%	39%	58%	194%	8%	36%	48%	-39%	16%	111%	108%	69%	1%	73%	100%	91%	21%	46%	33%	43%
18	9	⇧	E-Readers	12%	66%	65%	104%	35%	39%	19%		-23%	-37%	377%	23%	-99%	3%	263%	42%	1144%	17%	-3%	22%	188%	42%
7	10	⇩	Notebooks	54%	51%	81%	45%	55%	41%	-13%	34%	11%	58%	6%	5%	10%	18%	-11%	75%	33%	57%	27%	46%	23%	41%
24	11	⇧	Digital Media Players	19%	56%	-55%	56%	34%	58%	69%	35%	30%	21%	38%	66%	86%	89%	-37%	17%	181%	1010%	28%	40%	31%	39%
12	12	⇨	Consoles Fixed	84%		97%	365%	80%	-16%	66555%		5016%	705%	96%	-45%	-100%	234%	950%	37%	-63%	-18%	-18%	111%	4%	37%
20	13	⇧	Notebook Workstations	4%	41%	22%	30%	89%	54%	37%	69%	49%	3%	79%	23%	8%	53%	130%	44%	-17%	41%	-45%	34%	57%	36%
17	14	⇧	Powerline Devices	56%	106%	40%	3%	5%	8%	3%	43%	45%	95%	62%	100%	-15%	36%	38%	30%	105%	22%	-1%	36%	41%	36%
6	15	⇩	Telephony Accessories	146%	113%	-41%	-56%	5%	59%	1127%	-90%	-50%	193%	1285%	139%	-65%	38%	-75%	-57%	-72%	0%	228%	111%	-75%	35%
1	16	⇩	3D Printers	-48%	-28%	135%	0%	166%	70%	-100%	0%	0%	-44%	-93%		-100%	-97%	-61%	-97%	95%		-80%	35%	-84%	33%
19	17	⇧	Mobile Computing Cases	68%	31%	60%	19%	32%	23%	-22%	18%	35%	58%	43%	-9%	-18%	14%	18%	13%	48%	-12%	101%	32%	26%	31%
27	18	⇧	Smart Watches	38%	82%	0%	-28%	100%	-4%	-27%	27%	30%	78%	17%	-38%	-55%	6%	-27%	-22%	23%	-22%	-62%	35%	-6%	31%
9	19	⇩	Wireless LAN Controllers	1%	-12%	-20%	-55%	26%	50%	-40%	0%	-45%	122%	-86%	-56%	344%	98%	-13%	2427%	376%	-6%	189%	-5%	281%	31%
34	20	⇧	Televisions	3%	48%	12%	-33%	188%	-6%	-82%	-36%	-18%	21%	65%	130%	-78%	24%	583%	4%	23%	12%	-68%	21%	42%	26%
15	21	⇩	Wireless Adapters	11%	40%	11%	13%	30%	-8%	116%	3%	36%	7%	-19%	-10%	-8%	-21%	59%	73%	81%	100%	-21%	16%	66%	26%
16	22	⇩	Monitors	30%	60%	5%	1%	35%	47%	1%	16%	49%	-10%	29%	-8%	18%	23%	6%	23%	47%	8%	8%	29%	15%	26%
23	23	⇨	Keyboards and Keypads	21%	15%	3%	26%	34%	66%	2%	20%	42%	90%	-7%	2%	23%	28%	66%	10%	33%	-4%	-6%	23%	33%	24%
25	24	⇧	Integrated Systems	-24%	-9%	468%	3%	-64%	-73%	-61%	150%	-93%	16%	-95%	730%	-55%	-40%	559%	-19%	-90%	14%	0%	12%	140%	24%
26	25	⇧	Mice	4%	-9%	54%	18%	19%	14%	-28%	0%	69%	118%	-22%	1%	31%	24%	94%	51%	40%	24%	8%	12%	63%	21%
29	26	⇧	Ink Cartridges and Tanks	18%	-2%	18%	33%	54%	10%	17%	-6%	-3%	41%	4%	-11%	-44%	41%	-33%	19%	101%	-56%	-21%	19%	3%	18%
32	27	⇧	Telephony and Conference Systems	19%	-34%	8%	62%	-30%	139%	-7%	121%	124%	-71%	64%	-36%	15%	142%	102%	-45%	389%	35%	6%	12%	66%	18%
21	28	⇩	Tape Drives	179%	-45%	-60%	-24%	-327%	-4%	-61%	56%	-32%	-67%	424%	0%	-89%	-58%	3%	-55%	-59%	-100%	-54%	24%	-34%	17%
31	29	⇧	Labelling Tapes	15%	-24%	18%	42%	-22%	-13%	258%	9%	-15%	-41%	173%	403%	527%	150%	-58%	57%	32%	129%	-12%	19%	-6%	16%
28	30	⇩	Wireless Access Points	34%	24%	5%	-5%	-13%	10%	-39%	43%	6%	2%	7%	-30%	96%	72%	-11%	-17%	29%	-13%	12%	17%	-7%	15%
10	31	⇩	Games Software	-60%		-58%	-21%	311%	64%	-39%		-24%	-49%	-14%	248%	14%	4%	-30%	56%	29%	760%	198%	-25%	57%	14%
33	32	⇧	Storage Controllers	-3%	10%	-15%	-11%	26%	21%	46%	7%	-16%	-21%	-36%	15%	76%	-35%	124%	-31%	29%	-56%	-39%	-2%	84%	11%
22	33	⇩	All-In-One Inkjets	19%	9%	4%	4%	17%	-7%	-25%	-4%	59%	3%	-41%	-27%	-22%	-3%	-41%	67%	49%	54%	18%	9%	18%	10%
NA	34	⇧	Wired Network Adapters	-1%	17%	-4%	23%	-9%	-38%	3%	5%	-20%	7%	-1%	-75%	19%	34%	39%	59%	33%	101%	-18%	3%	44%	7%
43	35	⇧	Database Management Software	57%	-37%	-53%	311%	-79%	-3%	-16%	48%	107%	-41%	28%	39%	8%	-6%	-13%	-4%	12%	-74%	-48%	6%	-14%	5%
46	36	⇧	Disk Drives	22%	-28%	55%	-14%	-20%	-14%	-66%	9%	-12%	-77%	-12%	-27%	-38%	14%	-7%	44%	-25%	-12%	58%	1%	18%	5%
35	37	⇩	Inkjet Printers	-22%	4%	67%	7%	11%	13%	-91%	-59%	8%	-16%	-83%	-31%	257%	-8%	54%	49%	64%	26%	-2%	-5%	51%	3%
39	38	⇧	PC Speakers	66%	-35%	18%	-25%	-56%	78%	177%	25%	20%	-30%	199%	31%	-35%	12%	-24%	-1%	38%	17%	17%	2%	7%	3%
30	39	⇩	Security Software	-15%	9%	33%	6%	18%	28%	6%	11%	-28%	72%	0%	51%	-19%	11%	-21%	4%	36%	100%	-147%	4%	-11%	3%
37	40	⇩	Transceivers	7%	5%	14%	-14%	1%	-50%	1%	-5%	-7%	-61%	-28%	-54%	-40%	0%	26%	16%	-37%	0%	56%	-3%	23%	2%
45	41	⇧	Docking Stations	22%	-23%	8%	22%	1%	-14%	-30%	17%	-6%	91%	-6%	-47%	40%	-4%	10%	46%	-21%	-26%	4%	0%	10%	1%
48	42	⇧	Tape Libraries	11%	-45%	-24%	138%	-84%	120%	-82%	313%	-34%	417%	254%	1%	-79%	-77%	13%	-36%	-52%	75%	165%	-1%	7%	0%
38	43	⇩	Virtualisation Software	-24%	11%	-23%	-4%	33%	-30%	4%	-9%	-45%	14%	-32%	74%	10%	-25%	146%	12%	-22%	-23%	73%	-10%	89%	0%
36	44	⇩	Mobile Computing Accessories and Parts	-5%	18%	3%	-11%	-13%	-9%	-31%	0%	-6%	43%	-53%	12%	50%	20%	-27%	-23%	37%	91%	-48%	0%	-5%	-1%
50	45	⇧	Data Management Software	3%	-10%	-44%	31%	-42%	11%	-29%	47%	6%	57%	391%	-39%	-73%	-31%	193%	-66%	7%	-39%	57%	-6%	25%	-3%
NA	46	⇧	NAS Devices	14%	-8%	-17%	-7%	-42%	-6%	-16%	23%	29%	-9%	8%	13%	-21%	-3%	-22%	0%	-20%	64%	-39%	-2%	-16%	-4%
NA	47	⇧	Network Routers	1%	-3%	33%	9%	-62%	12%	-18%	-30%	-22%	15%	24%	64%	-63%	24%	-2%	13%	-2%	64%	-63%	-5%	-1%	-4%
NA	48	⇧	Office Applications Software	-42%	8%	3%	-6%	-9%	-5%	2%	-22%	-23%	-2%	12%	32%	-2%	1%	145%	15%	-30%	-12%	-23%	-12%	43%	-5%
40	49	⇩	SAN Accessories	2%	-60%	-62%	-61%	232%	-99%	454%	-94%	912%	-59%	-31%	19%	-100%	1015%	13%	51%	1105%	-27%	-99%	-8%	19%	-6%
42	50	⇩	Smart Bands and Activity Trackers	224%	5%	-17%	90%	-27%	59%	242%	1016%	-99%	7%	-33%	1411%	-9%	-52%	-2%	295%	74%	-62%	-75%	-8%	22%	-6%

CONTEXT Covid-19 Weekly Report

Top Decline Category

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Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W23	Rank-W24	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Standalone GPS Devices	-100%	-95%	-96%	-34%	-90%	-17%	-41%	-99%	-100%	-80%	-73%	-100%	-35%	-100%	321%	-67%	-38%	-87%	-49%	-90%	-56%	-88%
2	2	Presentation Devices	-83%	-70%	-92%	-95%	-81%	-57%	-15%	-55%	70%	-72%	-82%	-81%	-96%	-95%	-85%	-87%	-79%	-26%	-80%	-78%	-83%	-78%
3	3	Privacy Screens	-73%	-79%	-67%	-64%	-91%	-89%	-59%	-90%	-72%	-100%	-68%	-78%	-92%	-61%		-74%		-2%	-74%	-76%	-64%	-76%
5	4	Dye Sublimation Printers	-83%	-90%	-85%	-25%	-64%	-68%	-76%	-113%	6%	-81%	151%	-75%	16%	-78%	-45%	-77%	132%	-79%	-90%	-72%	-54%	-71%
8	5	MP3/MP4 Players	-68%	-49%	-67%	-77%	-96%	-11%	-84%	-76%	-75%	-62%	16%	-69%	70%	-69%	-92%	-57%	-55%	4%	-92%	-61%	-63%	-61%
6	6	Smart Speakers	-42%	-29%	-77%	-33%	-81%	-29%	-41%	-94%	-67%	-62%	-91%	-100%				38%	-31%	-100%	-73%	-58%	10%	-57%
4	7	Servers (Unix)	-56%	19%	-87%	-69%	-67%	-92%	-90%	-17%	-97%	31%	-63%	-100%	0%	-79%	-99%	1130%		-100%	0%	-60%	20%	-57%
12	8	Label/Barcode/Receipt Printers	-36%	-12%	-87%	-7%	-42%	-18%	-18%	-77%	9%	-19%	-37%	-25%	-8%	1%	28%	2%	-27%	1118%	-90%	-60%	0%	-53%
14	9	Partner Rebates, Warehousing and Logistics	10%	-20%	-75%	-92%	-95%	-59%	-84%	-14%	-65%	-58%	-34%	-5%	52%	-30%	-35%	-72%	544%	-16%	-100%	-50%	-36%	-49%
NA	10	Points of Sales	-57%	216%	-87%	-42%	-40%	-95%	-74%	150%	-82%	-60%	-60%	-100%	-80%	-97%	205%	-95%	-55%	-94%	-72%	-56%	77%	-46%
30	11	Smart Home Automation	-14%	96%	-104%	-21%	-85%	-96%	-61%	1174%	64%		-79%			-69%		14%				-46%	314%	-45%
16	12	Smartphone Protective Cases	44%	-85%	-55%	-64%	-21%	26%	-11%	-14%	-34%	-45%	62%	49%	-29%	-26%	-4%	-59%	46%	-81%		-48%	-21%	-45%
19	13	Portable Speakers	-75%	-42%	-34%	-68%	-29%	8%	-76%	-41%	-86%	-81%	20%	-36%	643%	-82%	-90%	-45%	-61%	-82%	-74%	-42%	-73%	-45%
10	14	SAN Switches and Directors	-61%	-71%	17%	-73%	-18%	-36%	-88%	-11%	84%	-58%	-77%	-29%	-100%	-75%	-34%	-44%	-82%	131%	166%	-46%	-31%	-43%
18	15	Desktop Thin Clients	-61%	-69%	-35%	-36%	-68%	-16%	-24%	109%	-67%	-98%	-72%	167%	-45%	-37%	0%	28%	-22%	-92%	-59%	-47%	-3%	-42%
17	16	Portable Power Banks	-78%	-87%	-85%	-38%	-45%	-1%	-47%	-50%	67%	-64%	-59%	7%	-78%	-29%	73%	2%	-23%	2%	-42%	-57%	10%	-42%
9	17	Digital Cameras	-59%	13%	-64%	-85%	-51%	-47%	48%	-42%	-63%	-49%	-61%	-52%	-87%	-74%	-76%	-17%	-39%	-27%	-19%	-54%	-29%	-42%
15	18	USB Memory	-27%	-68%	-35%	-30%	-60%	45%	-44%	-31%	-12%	-71%	-13%	-39%	-22%	-51%	-45%	-7%	-29%	-46%	-49%	-45%	-26%	-42%
11	19	Smartphone Screen Protectors	65%	-78%	-57%	-21%	-86%	96%		15%	-18%	-42%		36%	75%	33%	-71%	-91%	2857%	-2%	11%	-39%	-65%	-40%
7	20	Home Sound Systems	-48%	-53%	-72%	-56%	180%	46%	-30%	-45%	-61%	14%	128%	-46%	-77%	-2%	45%	51%	71%	319%	26%	-50%	59%	-39%
21	21	Printer Accessories and Parts	-24%	-51%	-43%	-63%	-62%	-42%	-6%	29%	44%	-77%	-42%	-27%	-20%	-8%	-44%	-22%	-21%	850%	-52%	-38%	-32%	-37%
27	22	Copier-based MFPs	-4%	-63%	-27%	-63%	-70%	-5%	-16%	-61%	146%	-95%	-94%	-14%	9%	13%	-37%	-96%	-11%	1236%	-39%	-37%	-36%	-37%
20	23	Projectors	-39%	-47%	-55%	-44%	-60%	-30%	12%	-28%	-59%	-6%	-48%	-6%	-35%	33%	-20%	-26%	-20%	-5%	-43%	-39%	-23%	-37%
25	24	Server Enclosure	131%	58%	-69%	-59%	-74%	-57%	-52%	47%	263%	-75%	-94%	-100%	890%	1069%	-76%	-21%	-21%	-92%	1630%	9%	-69%	-36%
22	25	Smartphone/Tablet Chargers	97%	-72%	-67%	-30%	-26%	26%	-34%	-52%	-71%	-39%	6%	-40%	-43%	-57%	-38%	-7%	162%	33%	-30%	-39%	11%	-36%
24	26	Displays Accessories	-24%	-42%	-31%	-33%	-45%	-17%	-13%	-28%	-39%	-24%	-9%	35%	-6%	-64%	-16%	0%	6%	169%	-48%	-37%	22%	-35%
13	27	Network Chassis	3%	19%	-3%	-68%	-41%	51%	-17%	-68%	-59%	-97%	2219%	-11%	1319%	-50%	-68%	134%	-79%	-100%	-100%	-18%	-66%	-33%
23	28	Camera/Camcorder Accessories	12%	29%	-28%	-5%	-26%	-16%	-93%	-29%	-85%	-57%	-18%	-73%	-90%	-28%	37%	-40%	-22%	-68%	-35%	-32%	-30%	-32%
32	29	Project Management Software	-21%	-27%	-87%	106%	-30%	52%	32%	-93%	12%	42%	25%	-1%	27%	-57%	269%	137%	584%	18%	-68%	-41%	181%	-31%
28	30	Network Accessories	-20%	-39%	-15%	-32%	26%	4%	-27%	98%	-21%	-17%	24%	-56%	-57%	-33%	-42%	-63%	-16%	-48%	-16%	-24%	-43%	-30%
26	31	Long Life Consumables	-20%	-52%	-33%	-20%	-31%	-28%	-10%	-24%	-1%	-41%	-10%	16%	11%	-20%	-32%	-32%	6%	-55%	-36%	-29%	-29%	-29%
35	32	Server Accessories	-39%	-62%	-29%	-37%	-27%	19%	-13%	-48%	52%	146%	-8%	-33%	102%	24%	-20%	87%	81%	-82%	-32%	-36%	2%	-29%
29	33	Large Format Displays	-6%	-40%	-44%	-43%	-37%	-18%	-40%	37%	-18%	-86%	-12%	34%	42%	-5%	30%	-40%	-4%	-41%	-17%	-30%	2%	-27%
31	34	Desktops	-37%	-47%	-32%	-19%	-21%	-4%	-29%	-21%	-31%	-33%	-28%	-4%	-51%	-21%	-12%	-7%	4%	-27%	-8%	-31%	-10%	-27%
NA	35	Developer Tools Software	-49%	-45%	4%	-56%	-9%	43%	146%	-47%	-51%	-45%	41%	-8%	178%	97%	4%	87%	-27%	-75%	-6%	-25%	-27%	-25%
40	36	All-in-One Lasers	0%	-36%	-12%	-27%	1%	-29%	-3%	-20%	23%	-64%	-34%	-15%	-40%	-16%	-43%	-16%	6%	-29%	-26%	-16%	-36%	-23%
33	37	Laser Printers	-25%	-39%	-22%	-41%	-7%	-23%	-28%	-1%	42%	16%	-32%	-4%	-30%	-2%	-27%	10%	28%	2%	-3%	-25%	-18%	-23%
34	38	Memory Cards	30%	-51%	-22%	164%	-56%	225%	-22%	4%	-50%	-76%	1%	-28%	-72%	27%	-46%	-27%	-38%	-19%	-34%	-19%	-34%	-22%
39	39	VOIP Systems	10%	-57%	-35%	-57%	-11%	5%	-78%	-29%	-38%	369%	-20%	-77%	-26%	-52%	-29%	246%	-73%	-48%	-66%	-23%	-19%	-22%
38	40	Toner	-8%	-40%	-17%	5%	-33%	-24%	4%	3%	-32%	-23%	9%	-7%	7%	14%	-41%	-30%	46%	-70%	-13%	-16%	-29%	-19%
NA	41	Office Supplies and Furniture	-20%	22%	-45%	-58%	-87%	-19%	-27%	535%	-50%	-15%	-30%	-64%	-42%	-74%	-52%	-2%	33%	19%	-25%	-17%	-28%	-18%
37	42	Mobile Phones	46%	13%	-22%	-13%	-1%	88%	-7%	41%	-42%	-90%	-49%	53%	54%	11%	-57%	-82%	-1%	-16%	-15%	4%	-56%	-17%
47	43	Desktop Workstations (PC/Mac)	-15%	-45%	-30%	-29%	-33%	7%	-13%	-7%	-6%	-4%	-33%	3%	-35%	-55%	95%	-6%	-7%	-26%	-27%	-27%	50%	-17%
49	44	Uninterruptable Power Supplies (UPS)	-11%	-18%	-30%	-28%	-29%	-22%	1%	-15%	0%	-2%	-2%	-10%	-6%	-7%	-11%	-33%	-24%	-33%	-10%	-18%	-15%	-16%
NA	45	LTO/Ultrium Media	-42%	-26%	-8%	-33%	-46%	-64%	14%	159%	-22%	-23%	-8%	17%	18%	-12%	245%	54%	146%	-56%	-53%	-33%	159%	-16%
NA	46	Connectivity Switches (Data and KVM)	-9%	-23%	68%	-25%	-19%	-12%	-53%	-63%	-44%	113%	11%	16%	-63%	19%	10%	-80%	-38%	99%	-50%	-17%	-5%	-15%
41	47	Large Format/Plotter Printers	-24%	-19%	-13%	-5%	-8%	8%	-45%	26%	-48%	-60%	80%	-18%	-60%	0%	-1%	-10%	-59%	-31%	18%	-14%	-18%	-15%
36	48	Hard Disk Drives (HDDs)	-12%	-24%	-29%	-13%	-31%	41%	-11%	-3%	-18%	78%	-12%	11%	-21%	-24%	-25%	8%	1%	67%	-16%	-14%	-15%	-14%
48	49	Network Switches	-3%	-36%	-1%	-20%	-28%	-25%	-7%	-4%	-45%	-41%	0%	-5%	-20%	-10%	5%	-7%	80%	1%	-7%	-18%	7%	-14%
NA	50	Servers (PC/Mac)	-15%	-11%	-15%	-39%	-2%	-32%	-75%	-17%	-36%	60%	14%	-31%	35%	-14%	-14%	86%	-40%	10%	105%	-22%	6%	-14%

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Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

				WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W23	Rank-W24		Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	⇨	Notebooks	54%	51%	81%	45%	55%	41%	-13%	34%	11%	58%	6%	5%	10%	18%	-11%	75%	33%	57%	27%	46%	23%	41%
2	2	⇨	Smartphones	67%	40%	57%	93%	76%	100%	41%	24%	-18%	23%	22%	12%	20%	28%	-49%	5%	52%	31%	129%	52%	6%	46%
3	3	⇨	Warranties and Services	-11%	4%	48%	-10%	-8%	-21%	-32%	-8%	-40%	23%	-38%	-14%	5%	-16%	-30%	2%	-19%	-45%	-41%	-6%	-24%	-7%
4	4	⇨	Tablet PCs	54%	86%	105%	-6%	88%	26%	-14%	38%	16%	81%	96%	7%	13%	12%	4%	27%	147%	46%	79%	50%	40%	49%
5	5	⇨	Desktops	-37%	-47%	-32%	-19%	-21%	-4%	-29%	-21%	-31%	-33%	-28%	-4%	-51%	-21%	-12%	-7%	4%	-27%	-8%	-31%	-10%	-27%
7	6	⇧	Ink Cartridges and Tanks	18%	-2%	18%	33%	54%	10%	17%	-6%	-3%	41%	4%	-11%	-44%	41%	-33%	19%	101%	-56%	-21%	19%	3%	18%
6	7	⇩	Monitors	30%	60%	5%	1%	35%	47%	1%	16%	49%	-10%	29%	-8%	18%	23%	6%	23%	47%	8%	8%	29%	15%	26%
8	8	⇨	Toner	-8%	-40%	-17%	5%	-33%	-24%	4%	3%	-32%	-23%	9%	-7%	7%	14%	-41%	-30%	46%	-70%	-13%	-16%	-29%	-19%
9	9	⇨	Office Applications Software	-42%	8%	3%	-6%	-9%	-5%	2%	-22%	-23%	-2%	12%	32%	-2%	1%	145%	15%	-30%	-12%	-23%	-12%	43%	-5%
10	10	⇨	Processors	79%	18%	1%	39%	58%	194%	8%	36%	48%	-39%	16%	111%	108%	69%	1%	73%	100%	91%	21%	46%	33%	43%
12	11	⇧	Solid State Drives (SSDs)	-16%	-20%	12%	-4%	29%	-27%	35%	10%	-22%	52%	-40%	-29%	-9%	1%	20%	-14%	-31%	-14%	-68%	-7%	-7%	-7%
11	12	⇩	Network Switches	-3%	-36%	-1%	-20%	-28%	-25%	-7%	-4%	-45%	-41%	0%	-5%	-20%	-10%	5%	-7%	80%	1%	-7%	-18%	7%	-14%
13	13	⇨	Hard Disk Drives (HDDs)	-12%	-24%	-29%	-13%	-31%	41%	-11%	-3%	-18%	78%	-12%	11%	-21%	-24%	-25%	8%	1%	67%	-16%	-14%	-15%	-14%
15	14	⇧	Security Software	-15%	9%	33%	6%	18%	28%	6%	11%	-28%	72%	0%	51%	-19%	11%	-21%	4%	36%	100%	-147%	4%	-11%	3%
14	15	⇩	Headsets/Headphones and Microphones	86%	23%	111%	20%	112%	348%	13%	92%	-12%	109%	83%	170%	22%	148%	18%	121%	54%	55%	-58%	79%	41%	76%
16	16	⇨	Operating Systems Software	-25%	-28%	-20%	31%	-24%	-39%	51%	6%	-35%	-27%	-18%	12%	-23%	62%	-10%	-10%	-23%	-23%	-61%	-10%	-15%	-10%
17	17	⇨	Servers (PC/Mac)	-15%	-11%	-15%	-39%	-2%	-32%	-75%	-17%	-36%	60%	14%	-31%	35%	-14%	-14%	86%	-40%	10%	105%	-22%	6%	-14%
19	18	⇧	Data Management Software	3%	-10%	-44%	31%	-42%	11%	-29%	47%	6%	57%	391%	-39%	-73%	-31%	193%	-66%	7%	-39%	57%	-6%	25%	-3%
18	19	⇩	RAM Memory	5%	-38%	-19%	-31%	-6%	-23%	-23%	-19%	-12%	4%	-37%	-16%	-7%	-15%	23%	11%	-8%	-39%	-29%	-19%	15%	-13%
21	20	⇧	Database Management Software	57%	-37%	-53%	311%	-79%	-3%	-16%	48%	107%	-41%	28%	39%	8%	-6%	-13%	-4%	12%	-74%	-48%	6%	-14%	5%
20	21	⇩	Disk Arrays	3%	-7%	1%	27%	5%	-12%	73%	-8%	24%	122%	-67%	-76%	-79%	-55%	-45%	79%	-82%	141%	-47%	-2%	-31%	-10%
22	22	⇨	All-in-One Lasers	0%	-36%	-12%	-27%	1%	-29%	-3%	-20%	23%	-64%	-34%	-15%	-40%	-16%	-43%	-16%	6%	-29%	-26%	-16%	-36%	-23%
24	23	⇧	Televisions	3%	48%	12%	-33%	188%	-6%	-82%	-36%	-18%	21%	65%	130%	-78%	24%	583%	4%	23%	12%	-68%	21%	42%	26%
23	24	⇩	Graphics and Design Software	-13%	-40%	32%	16%	-15%	-37%	-25%	0%	-15%	22%	-40%	-29%	-22%	6%	-21%	25%	65%	71%	29%	-12%	25%	-10%
25	25	⇨	Network Routers	1%	-3%	33%	9%	-62%	12%	-18%	-30%	-22%	15%	24%	64%	-63%	24%	-2%	13%	-2%	64%	-63%	-5%	-1%	-4%
27	26	⇧	Large Format Displays	-6%	-40%	-44%	-43%	-37%	-18%	-40%	37%	-18%	-86%	-12%	34%	42%	-5%	30%	-40%	-4%	-41%	-17%	-30%	2%	-27%
26	27	⇩	Wireless Access Points	34%	24%	5%	-5%	-13%	10%	-39%	43%	6%	2%	7%	-30%	96%	72%	-11%	-17%	29%	-13%	12%	17%	-7%	15%
28	28	⇨	Network Management Software	-32%	-1%	-33%	-20%	18%	-13%	-3%	-40%	-26%	313%	23%	10%	3%	-9%	62%	19%	-71%	-24%	-60%	-12%	23%	-10%
29	29	⇨	Graphics Cards	68%	151%	98%	-20%	67%	61%	20%	27%	44%	18%	31%	25%	-74%	128%	-20%	45%	103%	54%	-6%	74%	19%	58%
30	30	⇨	All-In-One Inkjets	19%	9%	4%	4%	17%	-7%	-25%	-4%	59%	3%	-41%	-27%	-22%	-3%	-41%	67%	49%	54%	18%	9%	18%	10%
31	31	⇨	Network Management and Security Appliances	-11%	10%	-17%	-22%	43%	-18%	32%	-36%	-63%	21%	12%	-21%	-51%	24%	-60%	-28%	522%	135%	35%	-4%	-37%	-8%
33	32	⇧	Smart Watches	38%	82%	0%	-28%	100%	-4%	-27%	27%	30%	78%	17%	-38%	-55%	6%	-27%	-22%	23%	-22%	-62%	35%	-6%	31%
32	33	⇩	Virtualisation Software	-24%	11%	-23%	-4%	33%	-30%	4%	-9%	-45%	14%	-32%	74%	10%	-25%	146%	12%	-22%	-23%	73%	-10%	89%	0%
34	34	⇨	Docking Stations	22%	-23%	8%	22%	1%	-14%	-30%	17%	-6%	91%	-6%	-47%	40%	-4%	10%	46%	-21%	-26%	4%	0%	10%	1%
35	35	⇨	Desktop Workstations (PC/Mac)	-15%	-45%	-30%	-29%	-33%	7%	-13%	-7%	-6%	-4%	-33%	3%	-35%	-55%	95%	-6%	-7%	-26%	-27%	-27%	50%	-17%
36	36	⇨	Uninterruptable Power Supplies (UPS)	-11%	-18%	-30%	-28%	-29%	-22%	1%	-15%	0%	-2%	-2%	-10%	-6%	-7%	-11%	-33%	-24%	-33%	-10%	-18%	-15%	-16%
40	37	⇧	Notebook Workstations	4%	41%	22%	30%	89%	54%	37%	69%	49%	3%	79%	23%	8%	53%	130%	44%	-17%	41%	-45%	34%	57%	36%
39	38	⇧	Cables and Connectivity Adapters	17%	-38%	-34%	-7%	-7%	-4%	-24%	-11%	5%	-24%	30%	-7%	-4%	-12%	-32%	10%	4%	-8%	-7%	-13%	-16%	-14%
37	39	⇩	Transceivers	7%	5%	14%	-14%	1%	-50%	1%	-5%	-7%	-61%	-28%	-54%	-40%	0%	26%	16%	-37%	0%	56%	-3%	23%	2%
41	40	⇧	Integrated Systems	-24%	-9%	468%	3%	-64%	-73%	-61%	150%	-93%	16%	-95%	730%	-55%	-40%	559%	-19%	-90%	14%	0%	12%	140%	24%
42	41	⇧	Keyboards and Keypads	21%	15%	3%	26%	34%	66%	2%	20%	42%	90%	-7%	2%	23%	28%	66%	10%	33%	-4%	-6%	23%	33%	24%
38	42	⇩	Developer Tools Software	-49%	-45%	4%	-56%	-9%	43%	146%	-47%	-51%	-45%	41%	-8%	178%	97%	4%	87%	-27%	-75%	-6%	-25%	-27%	-25%
43	43	⇨	Laser Printers	-25%	-39%	-22%	-41%	-7%	-23%	-28%	-1%	42%	16%	-32%	-4%	-30%	-2%	-27%	10%	28%	2%	-3%	-25%	-18%	-23%
45	44	⇧	Mobile Computing Cases	68%	31%	60%	19%	32%	23%	-22%	18%	35%	58%	43%	-9%	-18%	14%	18%	13%	48%	-12%	101%	32%	26%	31%
44	45	⇩	Long Life Consumables	-20%	-52%	-33%	-20%	-31%	-28%	-10%	-24%	-1%	-41%	-10%	16%	11%	-20%	-32%	-32%	6%	-55%	-36%	-29%	-29%	-29%
46	46	⇨	Mice	4%	-9%	54%	18%	19%	14%	-28%	0%	69%	118%	-22%	1%	31%	24%	94%	51%	40%	24%	8%	12%	63%	21%
47	47	⇨	Projectors	-39%	-47%	-55%	-44%	-60%	-30%	12%	-28%	-59%	-6%	-48%	-6%	-35%	33%	-20%	-26%	-20%	-5%	-43%	-39%	-23%	-37%
49	48	⇧	NAS Devices	14%	-8%	-17%	-7%	-42%	-6%	-16%	23%	29%	-9%	8%	13%	-21%	-3%	-22%	0%	-20%	64%	-39%	-2%	-16%	-4%
48	49	⇩	Network Expansion Modules	-16%	17%	-48%	-34%	-52%	-20%	-45%	-63%	-56%	0%	-17%	-23%	-8%	-23%	64%	7%	122%	-61%	-67%	-21%	52%	-10%
50	50	⇨	Digital Media Players	19%	56%	-55%	56%	34%	58%	69%	35%	30%	21%	38%	66%	86%	89%	-37%	17%	181%	1010%	28%	40%	31%	39%

CONTEXT Covid-19 Weekly Report

Channel

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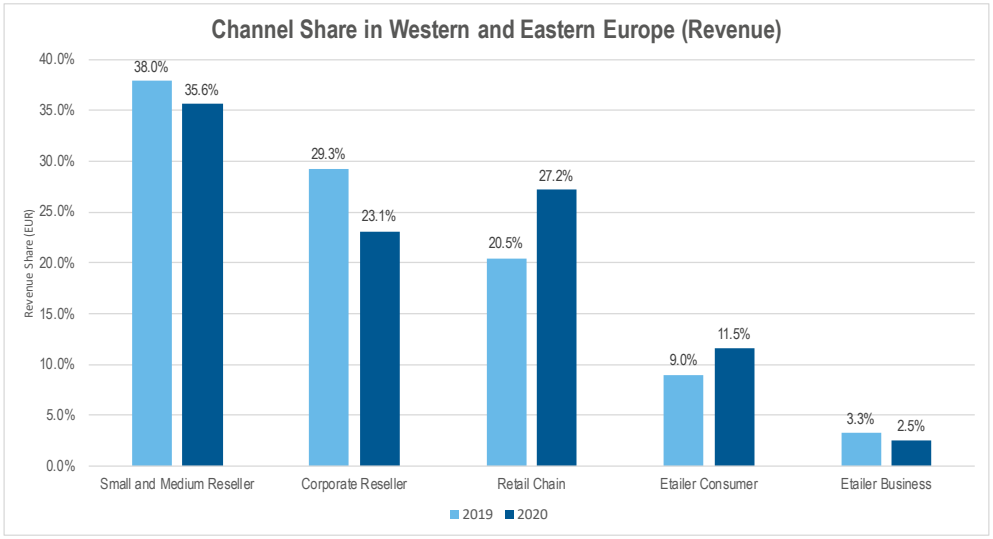
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 24 (June 14 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-21%	5%	-10%	-6%	-27%	-40%	-30%	9%	-39%	13%	-23%	-22%	-11%	-10%	-7%	-6%	-21%	-46%	-7%	-12%	-10%	-12%
	Small and Medium Reseller	10%	-17%	24%	7%	21%	18%	6%	0%	-9%	3%	8%	12%	1%	9%	-11%	5%	5%	5%	-19%	7%	-4%	5%
	Etailer Business	-4%	-13%	-10%	-18%	-5%	-20%	-24%	-8%	-43%	-6%	-2%	-31%	-12%	-27%	-50%	-7%	-3%	-41%	-31%	-13%	-29%	-14%
Retail Channels	Etailer Consumer	28%	79%	4%	14%	80%	40%	145%	72%	63%	37%	139%	10%	49%	35%	15%	31%	20%	61%	-40%	47%	23%	43%
	Retail Chain	75%	36%	58%	62%	43%	60%	34%	33%	12%	47%	15%	48%	3%	31%	3%	51%	99%	106%	7%	51%	35%	48%



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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W23	Rank-W24	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	41%	48%	102%	16%	45%	25%	-17%	34%	-22%	36%	-5%	-14%	3%	3%	-19%	63%	-3%	6%	0%	35%	9%	32%
2	2	Telecommunications	7%	-12%	21%	55%	41%	75%	-14%	19%	-14%	39%	57%	2%	47%	104%	-38%	-35%	5%	82%	56%	21%	-22%	14%
3	3	Software and Licences	-18%	-13%	-6%	32%	-25%	-18%	5%	-9%	-18%	15%	12%	12%	-15%	-2%	86%	-13%	-20%	-42%	-28%	-8%	19%	-5%
4	4	Printing Consumables	-2%	-34%	-18%	11%	11%	-23%	2%	0%	-19%	-18%	4%	-6%	-17%	18%	-38%	-24%	56%	-71%	-17%	-8%	-24%	-11%
5	5	Displays	-11%	-27%	-27%	-28%	-4%	-5%	-20%	2%	-26%	-51%	-3%	-7%	29%	-6%	5%	-29%	-20%	-24%	-11%	-19%	-11%	-17%
6	6	Computing Components	20%	-20%	-9%	-10%	3%	-2%	-34%	-6%	-21%	-26%	-30%	-20%	25%	7%	-4%	31%	31%	11%	-28%	-4%	5%	-2%
7	7	Disk Storage	-18%	-23%	-11%	-9%	-1%	0%	23%	-1%	-22%	43%	-52%	-54%	-56%	-30%	-32%	4%	-29%	-6%	-58%	-16%	-26%	-18%
8	8	Warranties and Services	-13%	2%	49%	-11%	-13%	-22%	-35%	-13%	-35%	17%	-40%	-20%	6%	-19%	-31%	-1%	-20%	-48%	-40%	-7%	-25%	-9%
9	9	Desktop Computing	-47%	-56%	-34%	-27%	-28%	-19%	-38%	-19%	-37%	-22%	-42%	-22%	-54%	-40%	-2%	-14%	-25%	-48%	-22%	-39%	-9%	-34%
10	10	Audio-Video Systems	52%	-20%	79%	5%	35%	388%	-14%	31%	19%	57%	65%	74%	15%	98%	-43%	1%	-7%	17%	-60%	41%	-27%	34%
11	11	Networking Systems	-13%	-34%	3%	-23%	-51%	-34%	-10%	-14%	-47%	-36%	-10%	-9%	-20%	-8%	-16%	-25%	51%	-10%	-37%	-23%	-14%	-22%
13	12	Computing Accessories	10%	3%	10%	22%	9%	4%	-21%	4%	-1%	48%	-5%	-24%	19%	-13%	-15%	19%	9%	3%	8%	5%	1%	5%
12	13	Printing	-27%	-43%	-44%	-44%	-16%	-35%	-23%	-35%	2%	-55%	-52%	-41%	-18%	-17%	-46%	-36%	-27%	-52%	-57%	-35%	-43%	-37%
14	14	Server Computing	-30%	-15%	35%	-38%	-22%	-48%	-70%	19%	-57%	19%	-43%	76%	-16%	-22%	-8%	86%	-59%	-19%	129%	-24%	4%	-18%
15	15	Data Center Networking and Security	-26%	-6%	-18%	-44%	17%	-35%	-21%	-51%	-44%	-17%	-17%	-24%	-56%	1%	-35%	-30%	186%	14%	7%	-20%	-27%	-21%
16	16	Wireless Networking	2%	6%	-12%	-22%	-39%	-1%	-37%	30%	-17%	-24%	-34%	-34%	35%	19%	-17%	12%	16%	-27%	7%	-6%	-5%	-6%
17	17	Wearable Devices	122%	-46%	-18%	-20%	-16%	-7%	-35%	1%	37%	27%	68%	-60%	-79%	-34%	20%	-44%	1%	-55%	-44%	-1%	-19%	-3%
18	18	Power Equipment	-9%	-13%	-20%	-29%	-25%	-23%	-5%	-5%	-28%	-18%	-17%	2%	-25%	3%	-12%	-28%	6%	-27%	-25%	-15%	-14%	-15%
19	19	Other Networking Equipment	1%	0%	10%	-12%	18%	-44%	-6%	1%	-14%	-44%	-9%	-61%	-55%	9%	4%	-3%	11%	-3%	7%	-4%	3%	-3%
20	20	Connectivity	13%	-35%	-5%	-12%	-9%	-26%	-31%	-13%	4%	-22%	30%	-4%	-16%	-6%	-38%	5%	4%	-8%	-11%	-13%	-23%	-14%
22	21	Removable Storage	-17%	-53%	-14%	-19%	-44%	207%	-51%	-20%	-36%	-72%	-44%	-47%	-69%	-24%	-48%	-26%	-27%	-31%	-27%	-28%	-32%	-29%
21	22	Games Consoles	40%		2%	39%	196%	13%	90%	-24%	-4%	17%	157%	133%	78%	365%	-40%	-16%	-15%	-30%	93%	50%	-3%	35%
23	23	Smart Home and Office	-59%	47%	-33%	74%	-51%	91%	-25%	-97%	-62%	495%	3%	670%	98%	-13%	181%	188%	182%	3872%	7%	15%	269%	20%
25	24	Unified Communications	-17%	-59%	-38%	-59%	-14%	-5%	-78%	-32%	-42%	334%	-13%	-75%	-32%	-50%	-23%	200%	-78%	-58%	-6%	-36%	-17%	-32%
24	25	Electronics	-23%	-62%	-40%	-37%	-66%	-32%	48%	-39%	-64%	-42%	-54%	-72%	-84%	-51%	24%	-48%	-5%	-54%	-59%	-43%	5%	-30%
26	26	Scanner Imaging	-35%	-27%	-31%	-12%	2%	-32%	-42%	-67%	-11%	-32%	-41%	-49%	-42%	-27%	-51%	-35%	-10%	-20%	-58%	-28%	-44%	-31%
27	27	Security	-20%	-50%	-36%	-44%	-9%	14%	-41%	-24%	-10%	297%	76%	-61%	114%	106%	-10%	2%	106%	34%	57%	-24%	7%	-17%
29	28	Tape Storage	14%	-43%	-39%	-26%	-72%	-56%	-11%	101%	-44%	73%	-9%	38%	-56%	10%	104%	-49%	31%	-72%	-44%	-15%	36%	-9%
28	29	Terminals, Thin Clients and Points of Sales	-59%	-41%	-73%	-39%	-59%	-62%	-39%	108%	-78%	-82%	-60%	-35%	-68%	-40%	-12%	9%	-29%	-91%	-67%	-50%	-19%	-47%
30	30	Photo and Video Cameras	-47%	-48%	-49%	-84%	78%	-22%	-39%	-45%	-64%	-57%	-3%	-66%	66%	-82%	-66%	-82%	-28%	-51%	-13%	-51%	-55%	-53%

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 24 (June 14 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W23	Rank-W24	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	65%	95%	66%	60%	76%	56%	8%	40%	59%	88%	95%	53%	40%	29%	1%	75%	84%	126%	76%	64%	40%	59%
2	2	Telecommunications	77%	64%	72%	82%	80%	107%	91%	29%	-17%	16%	-22%	15%	-9%	0%	-49%	25%	84%	-8%	157%	59%	19%	54%
3	3	Software and Licences	58%	66%	-6%	182%	431%	104%	348%	107%	496%	585%	293%	340%	318%	323%	75%	65%	205%	287%	48%	149%	93%	133%
4	4	Printing Consumables	16%	-5%	46%	34%	-1%	6%	57%	-13%	-11%	56%	13%	-4%	-26%	60%	-24%	56%	88%	-24%	-23%	18%	1%	16%
5	5	Displays	56%	144%	22%	11%	64%	58%	15%	-13%	230%	21%	104%	83%	-9%	51%	64%	39%	89%	44%	-53%	61%	50%	59%
6	6	Computing Components	154%	220%	255%	55%	99%	175%	78%	150%	250%	-18%	219%	117%	23%	255%	15%	65%	104%	81%	47%	139%	47%	106%
7	7	Disk Storage	18%	14%	17%	34%	-22%	6%	8%	28%	65%	119%	125%	12%	8%	26%	20%	7%	-28%	59%	-43%	18%	8%	15%
8	8	Warranties and Services	67%	802%	-9%	523%	954%	12%	328%	168%	-68%	1032%	16%	132%	-23%	332%	-15%	93%	262%	1193%	-89%	70%	12%	61%
9	9	Desktop Computing	-10%	18%	-23%	35%	-5%	33%	26%	-26%	8%	-53%	50%	66%	-23%	27%	-15%	10%	93%	121%	29%	1%	3%	1%
10	10	Audio-Video Systems	73%	26%	32%	6%	41%	90%	26%	119%	-29%	60%	83%	159%	78%	137%	14%	134%	69%	64%	-41%	50%	58%	51%
11	11	Networking Systems	22%	32%	42%	25%	29%	72%	-12%	131%	-17%	155%	116%	82%	-71%	38%	62%	84%	61%	138%	-40%	24%	62%	32%
13	12	Computing Accessories	58%	24%	39%	23%	30%	42%	1%	34%	94%	110%	49%	5%	3%	39%	94%	33%	92%	23%	10%	39%	63%	43%
12	13	Printing	39%	42%	3%	29%	13%	9%	-17%	8%	107%	9%	42%	92%	12%	6%	-21%	91%	78%	102%	79%	23%	9%	19%
14	14	Server Computing	219%	88%	115%	925%	-11542%	88%	-81%	125%	161%	15954%	2193%	202%	783%	504%	173%	204%	82%	1038%	348%	221%	216%	219%
15	15	Data Center Networking and Security	265%	351%	693%	201%	198%	136%	282%	43%	173%	-23%	242%	146%	304%	17%	163%	214%				227%	222%	226%
16	16	Wireless Networking	81%	86%	60%	46%	50%	66%	-40%	111%	77%	150%	265%	-20%	619%	207%	33%	150%	104%	108%	24%	77%	78%	77%
17	17	Wearable Devices	36%	39%	-3%	-25%	70%	-19%	-6%	61%	13%	110%	7%	-28%	36%	-21%	-23%	25%	32%	-49%	-75%	23%	4%	21%
18	18	Power Equipment	63%	-59%	-47%	-13%	-21%	24%	-12%	66%	80%	-2%	169%	36%	121%	106%	-8%	3%	-5%	20%	22%	4%	-6%	0%
19	19	Other Networking Equipment	55%	95%	24%	10%	-21%	46%	7%	46%	-11%	133%	22%	-25%	8031%	53%	19%	156%	114%	0%	35%	34%	46%	35%
20	20	Connectivity	21%	-34%	-59%	6%	1%	33%	-2%	-16%	-4%	-6%	26%	-9%	84%	-20%	84%	9%	8%	19%	12%	-11%	30%	-8%
22	21	Removable Storage	14%	-58%	-13%	103%	-62%	7%	28%	-50%	1%	-73%	133%	-5%	-25%	-13%	-35%	4%	-36%	-22%	-39%	-25%	-18%	-24%
21	22	Games Consoles	112%		173%	124%	2%	94%	180%	261%	272%	703%	108%	-18%	46770%	66%	77%	74%	-34%	53%	-22%	100%	40%	72%
23	23	Smart Home and Office	-20%	3%	-82%	-5%	-79%	-58%	-40%	354%	-35%	42%	-76%	149%	-1%	-49%	-12%	305%	124%	7403%	240%	-44%	428%	-42%
25	24	Unified Communications	60%	178%	102%	115%	21%	60%	-91%	10%	-91%	7153%	120%	-73%	2088%	-33%	-37%	511%	-69%	383%	-28%	52%	-5%	44%
24	25	Electronics	-64%	-92%	-88%	3%	-86%	-1%	-43%	-55%	-91%	-75%	-57%	-81%	111%	-74%	176%	-8%	-18%	-83%	-69%	-67%	8%	-61%
26	26	Scanner Imaging	24%	47%	-22%	26%	50%	47%	11%	17%	123%	-64%	63%	316%	1213%	27%	470%	96%	111%	131%	-7%	31%	334%	71%
27	27	Security	118%	63%	-80%	-54%	-45%	-27%	-29%	16%	14%	49%	105%	14%	-12%	36%	215%	28%	209%	129%	66%	1%	138%	7%
29	28	Tape Storage	253%	32%	-67%	10%	-1323%	27%	-74%	224%	206%	-64%	-229%	-61%	315%	20%	643%	3062%	312%	133%		-5%	582%	34%
28	29	Terminals, Thin Clients and Points of Sales	54%	18%	2865%	638%	24%	157%	19891%	2671%	2066%	-97%		4584%	27%	-6%	272%	50%	-86%	109%	238%	125%	234%	160%
30	30	Photo and Video Cameras	30%	-27%	-60%	94%	-58%	-29%	-90%	-14%	-100%	-49%	-36%	-57%	-87%	-35%	-34%	17%	-39%	-44%	-52%	-49%	-13%	-34%

CONTEXT Covid-19 Weekly Report

Largest Category Business

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Top categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 24 (June 14 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-W23	Rank-W24	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	45%	39%	82%	29%	36%	26%	-20%	25%	-18%	41%	-22%	-15%	-2%	11%	-24%	64%	-7%	10%	1%	32%	5%	28%
2	2	Warranties and Services	-13%	2%	49%	-11%	-13%	-22%	-35%	-13%	-35%	17%	-40%	-20%	6%	-19%	-31%	-1%	-20%	-48%	-40%	-7%	-25%	-9%
3	3	Smartphones	1%	-8%	22%	75%	46%	78%	-14%	20%	-19%	55%	60%	5%	50%	113%	-47%	-35%	4%	95%	77%	24%	-23%	16%
4	4	Tablet PCs	40%	82%	225%	-14%	82%	21%	-18%	59%	-42%	18%	102%	-11%	17%	-25%	11%	65%	31%	-30%	33%	46%	33%	45%
5	5	Toner	-9%	-42%	-25%	1%	-34%	-24%	-1%	4%	-31%	-28%	4%	-8%	-1%	3%	-42%	-39%	45%	-72%	-17%	-19%	-32%	-22%
6	6	Desktops	-49%	-57%	-34%	-26%	-27%	-22%	-39%	-20%	-42%	-24%	-41%	-21%	-54%	-36%	-8%	-15%	-26%	-48%	-19%	-40%	-14%	-35%
7	7	Office Applications Software	-43%	7%	5%	-7%	-10%	0%	1%	-19%	-24%	-2%	10%	31%	-1%	0%	168%	3%	-34%	-14%	-32%	-12%	48%	-6%
8	8	Ink Cartridges and Tanks	16%	-7%	1%	31%	78%	-18%	10%	3%	2%	14%	14%	-18%	-46%	32%	-38%	7%	88%	-72%	-15%	17%	2%	15%
9	9	Monitors	-6%	4%	-21%	-8%	21%	9%	-12%	3%	-4%	-25%	19%	-26%	36%	7%	-6%	-23%	-20%	-17%	0%	-2%	-12%	-4%
10	10	Security Software	-18%	6%	33%	2%	16%	8%	6%	7%	-43%	77%	-7%	25%	-20%	9%	-34%	-6%	25%	76%	-158%	-1%	-22%	-2%
12	11	Processors	45%	-12%	-18%	24%	6%	170%	-35%	30%	-11%	-42%	-20%	15%	75%	18%	-6%	72%	57%	61%	-28%	15%	16%	15%
11	12	Network Switches	-9%	-37%	1%	-28%	-33%	-37%	-10%	-10%	-50%	-47%	-12%	-10%	-18%	-14%	-15%	-24%	73%	-11%	-43%	-22%	-11%	-21%
13	13	Operating Systems Software	-27%	-29%	-23%	31%	-30%	-41%	48%	-2%	-39%	-34%	-26%	0%	-39%	27%	-7%	-31%	-33%	-41%	-59%	-15%	-23%	-16%
14	14	Servers (PC/Mac)	-19%	-13%	-17%	-43%	-11%	-37%	-74%	-19%	-38%	22%	-23%	-48%	13%	-18%	-18%	86%	-43%	-3%	101%	-26%	1%	-18%
15	15	Data Management Software	1%	-12%	-44%	18%	-48%	-3%	-30%	50%	-18%	54%	318%	-47%	-75%	-32%	169%	-66%	-7%	-43%	54%	-11%	16%	-8%
16	16	Solid State Drives (SSDs)	-14%	-26%	1%	-14%	11%	-52%	50%	10%	-35%	20%	-52%	-50%	-25%	-20%	4%	-19%	3%	-31%	-73%	-15%	-12%	-14%
17	17	Hard Disk Drives (HDDs)	-34%	-33%	-28%	-16%	-5%	77%	-22%	-1%	-36%	55%	-38%	-9%	-41%	-33%	-37%	-23%	-19%	30%	-18%	-23%	-31%	-25%
18	18	RAM Memory	-9%	-40%	-20%	-32%	-18%	-33%	-34%	-29%	-33%	-2%	-45%	-41%	-4%	-24%	16%	-1%	-12%	-48%	-36%	-27%	7%	-21%
20	19	Database Management Software	57%	-38%	-53%	311%	-80%	-5%	-18%	35%	105%	-42%	27%	39%	7%	-7%	-21%	-6%	13%	-74%	-61%	5%	-17%	4%
19	20	Headsets/Headphones and Microphones	61%	-2%	90%	29%	53%	553%	-22%	50%	22%	85%	71%	101%	23%	119%	1%	22%	-6%	19%	-78%	61%	-9%	56%
21	21	Disk Arrays	1%	-7%	1%	11%	4%	-13%	76%	-26%	24%	143%	-70%	-83%	-91%	-55%	-48%	117%	-84%	88%	-50%	-5%	-34%	-13%
22	22	Graphics and Design Software	-15%	-40%	32%	16%	-15%	-41%	-25%	-1%	-15%	22%	-48%	-46%	-27%	5%	-1%	23%	65%	36%	30%	-12%	27%	-11%
23	23	Network Management Software	-33%	-3%	-33%	-24%	3%	-17%	-17%	-52%	-28%	-32%	10%	9%	-10%	-12%	45%	15%	-70%	-44%	-62%	-20%	13%	-18%
24	24	Large Format Displays	-13%	-43%	-47%	-42%	-36%	-23%	-45%	42%	-40%	-87%	-33%	21%	41%	-7%	12%	-53%	-30%	-48%	-17%	-34%	-15%	-32%
25	25	Virtualisation Software	-25%	7%	-24%	-8%	32%	-43%	-8%	-24%	-45%	-24%	-37%	48%	-5%	-29%	139%	4%	-33%	-33%	50%	-15%	82%	-5%
26	26	Network Management and Security Appliances	-19%	1%	-23%	-28%	41%	-21%	32%	-39%	-67%	16%	7%	-24%	-51%	24%	-67%	-31%	482%	132%	43%	-10%	-45%	-14%
27	27	Wireless Access Points	4%	6%	-14%	-18%	-42%	-2%	-37%	32%	-15%	-27%	-26%	-32%	53%	18%	-16%	-60%	6%	-36%	11%	-5%	-26%	-8%
29	28	Docking Stations	13%	-22%	5%	21%	-6%	-14%	-33%	19%	-10%	102%	-11%	-47%	44%	-13%	13%	24%	-16%	-21%	1%	-3%	6%	-2%
28	29	All-in-One Lasers	-21%	-53%	-18%	-36%	-12%	-49%	6%	-37%	6%	-75%	-58%	-32%	-40%	-33%	-52%	-39%	-26%	-74%	-54%	-32%	-49%	-37%
30	30	Integrated Systems	-24%	-9%	468%	3%	-64%	-79%	-61%	141%	-93%	6%	-96%	587%	-55%	-40%	537%	-19%	-90%	-33%		9%	126%	20%
31	31	Transceivers	5%	3%	13%	-23%	6%	-57%	8%	-6%	-7%	-63%	-27%	-57%	-42%	-3%	27%	7%	-44%	3%	49%	-5%	21%	0%
33	32	Notebook Workstations	-21%	41%	14%	24%	89%	26%	29%	70%	5%	3%	47%	-14%	-9%	53%	229%	42%	-31%	-4%	-56%	21%	69%	25%
35	33	Desktop Workstations (PC/Mac)	-29%	-47%	-33%	-31%	-40%	-3%	-24%	-8%	-16%	-7%	-48%	-26%	-46%	-59%	74%	-6%	-17%	-42%	-36%	-35%	37%	-25%
34	34	Network Routers	-32%	-23%	13%	16%	-74%	-11%	-8%	-44%	-16%	2%	2%	14%	-38%	22%	-21%	-29%	-19%	-6%	-17%	-27%	-22%	-26%
32	35	Developer Tools Software	-49%	-45%	4%	-57%	-9%	41%	145%	-49%	-51%	-46%	41%	-9%	174%	55%	-33%	74%	-26%	-80%	-6%	-26%	-36%	-27%
36	36	Graphics Cards	15%	46%	43%	-24%	49%	-9%	-41%	12%	-31%	9%	19%	-54%	-47%	65%	-56%	8%	13%	59%	-13%	22%	-28%	8%
37	37	Uninterruptable Power Supplies (UPS)	-28%	-13%	-27%	-30%	-30%	-30%	-6%	-21%	-24%	-17%	-26%	-20%	-41%	-7%	-16%	-46%	-31%	-49%	-24%	-23%	-22%	-23%
38	38	Cables and Connectivity Adapters	17%	-38%	-8%	-10%	-10%	-27%	-32%	-11%	8%	-30%	31%	-3%	-5%	-6%	-44%	13%	5%	-9%	-11%	-13%	-26%	-15%
43	39	Televisions	-23%	-40%	-5%	-32%	3%	4%	-25%	25%	-54%	23%	-29%	75%	-107%	64%	354%	-33%	48%	-13%	16%	-14%	15%	-8%
40	40	Long Life Consumables	-21%	-55%	-36%	-21%	-35%	-26%	-14%	-26%	0%	-42%	-10%	13%	11%	-30%	-34%	-40%	7%	-60%	-38%	-31%	-32%	-31%
39	41	All-in-One Inkjets	-17%	-5%	-14%	-9%	14%	-36%	-21%	-3%	-10%	9%	-65%	-75%	-39%	-11%	27%	-33%	-14%	55%	-3%	-12%	-13%	-12%
41	42	Keyboards and Keypads	-2%	-1%	-15%	13%	59%	40%	0%	5%	23%	44%	-4%	4%	-4%	3%	-11%	8%	-5%	-18%	7%	6%	-6%	5%
42	43	Network Expansion Modules	-20%	18%	-49%	-48%	-53%	-58%	-44%	-70%	-57%	-16%	-27%	-25%	-20%	-24%	62%	-16%	101%	-63%	-74%	-24%	46%	-14%
44	44	Laser Printers	-41%	-53%	-17%	-52%	-29%	-28%	-34%	-9%	11%	-6%	-42%	-47%	-40%	-15%	-46%	-40%	0%	-53%	-34%	-39%	-43%	-40%
45	45	VOIP Systems	-16%	-60%	-37%	-60%	-13%	-2%	-77%	-30%	-38%	357%	-20%	-79%	-31%	-52%	-27%	219%	-73%	-57%	-69%	-36%	-20%	-32%
46	46	Projectors	-33%	-71%	-53%	-49%	-57%	-37%	3%	-65%	-73%	-3%	-68%	-39%	-44%	15%	-56%	-19%	-40%	-60%	-54%	-48%	-35%	-47%
47	47	Servers (Unix)	-56%	-18%	-87%	-69%	-67%	-92%	-100%	-17%	-97%	31%	-75%	-100%		-79%	-96%	1130%		-100%		-62%	22%	-58%

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Largest Categories in Consumer Channel

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Above	15%
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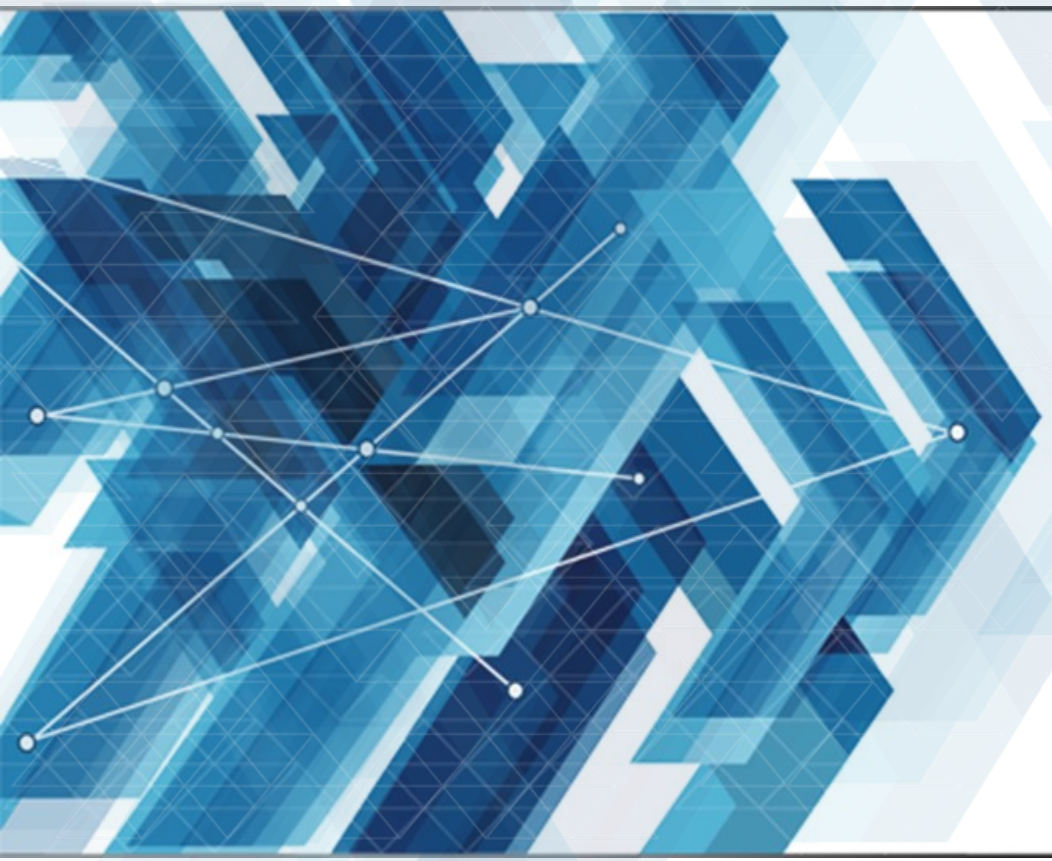
			WESTERN EUROPE													EASTERN EUROPE					CATEGORY TREND		
Rank-W23	Rank-W24	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Smartphones	78%	87%	75%	97%	87%	111%	95%	29%	-18%	18%	-25%	14%	-10%	0%	-50%	29%	86%	-8%	171%	64%	23%	59%
2	2	Notebooks	62%	94%	79%	86%	73%	62%	8%	49%	50%	76%	91%	50%	48%	25%	0%	84%	62%	125%	71%	66%	39%	60%
3	3	Tablet PCs	71%	100%	34%	11%	93%	33%	2%	11%	67%	140%	86%	40%	-32%	40%	-1%	-10%	237%	126%	125%	56%	45%	55%
4	4	Monitors	70%	166%	46%	32%	48%	112%	88%	89%	276%	38%	66%	28%	-20%	60%	24%	60%	119%	39%	23%	82%	46%	73%
5	5	Ink Cartridges and Tanks	22%	1%	41%	33%	18%	40%	47%	-15%	-9%	61%	-5%	-5%	-43%	68%	-27%	44%	138%	-20%	-26%	22%	5%	20%
6	6	Headsets/Headphones and Microphones	125%	50%	128%	13%	165%	189%	46%	199%	-28%	125%	121%	216%	19%	170%	29%	194%	89%	79%	-42%	98%	75%	95%
7	7	Desktops	-14%	18%	-24%	38%	-6%	33%	21%	-27%	2%	-54%	43%	51%	-33%	26%	-22%	10%	97%	123%	25%	-2%	-1%	-2%
8	8	Processors	260%	359%	452%	63%	142%	333%	110%	124%	267%	-35%	322%	190%	136%	297%	20%	73%	175%	203%	97%	179%	63%	136%
9	9	Televisions	50%	121%	16%	-40%	416%	-22%	-95%	-59%	129%	-32%	159%	162%	342%	6%	776%	23%	14%	31%	-82%	42%	56%	46%
13	10	Hard Disk Drives (HDDs)	86%	5%	-33%	-3%	-51%	-7%	14%	-11%	104%	137%	145%	46%	-11%	2%	-5%	80%	37%	136%	-9%	12%	15%	13%
12	11	Solid State Drives (SSDs)	-19%	41%	57%	144%	84%	28%	4%	13%	46%	121%	103%	-5%	64%	148%	78%	-10%	-54%	19%	-56%	18%	0%	12%
10	12	Graphics Cards	118%	289%	318%	10%	75%	150%	58%	98%	204%	37%	48%	58%	-81%	340%	38%	65%	154%	51%	1%	133%	62%	111%
14	13	Smart Watches	36%	100%	15%	55%	189%	-3%	-23%	83%	29%	158%	7%	-29%	45%	11%	15%	2%	32%	-18%	-68%	53%	10%	49%
15	14	Network Routers	16%	99%	59%	5%	27%	45%	-21%	69%	-23%	138%	102%	108%	-69%	27%	20%	53%	21%	149%	-77%	19%	21%	20%
11	15	All-In-One Inkjets	45%	25%	16%	19%	19%	8%	-28%	-4%	89%	0%	-25%	89%	15%	0%	-49%	127%	167%	54%	38%	24%	32%	25%
16	16	Toner	3%	-30%	80%	51%	-29%	-23%	72%	-9%	-35%	35%	58%	-4%	68%	53%	-33%	100%	51%	-44%	61%	6%	-9%	2%
18	17	All-in-One Lasers	48%	103%	-4%	22%	26%	4%	-23%	2057%	105%	73%	91%	44%	-40%	6%	-31%	33%	47%	37%	130%	26%	-17%	7%
17	18	Wireless Access Points	84%	88%	76%	46%	52%	64%	-43%	122%	76%	146%	259%	-23%	488%	224%	8%	150%	106%	118%	13%	78%	65%	77%
20	19	Network Switches	43%	-27%	-41%	74%	32%	94%	24%	159%	39%	173%	123%	65%	-120%	56%	190%	170%	136%	118%	764%	35%	186%	64%
19	20	RAM Memory	93%	1%	32%	-6%	32%	79%	56%	313%	505%	53%	167%	88%	-34%	95%	90%	30%	0%	5%	-11%	66%	45%	60%
21	21	Digital Media Players	26%	98%	-55%	100%	42%	95%	80%	51%	39%	4%	37%	70%	132%	91%	-45%	87%	193%	6611%	-34%	54%	82%	54%
22	22	Mice	22%	91%	85%	37%	14%	43%	-26%	10%	79%	154%	-20%	-9%	69%	24%	156%	48%	100%	18%	33%	37%	92%	49%
23	23	Keyboards and Keypads	66%	55%	39%	44%	11%	98%	7%	90%	75%	150%	-12%	1%	112%	54%	158%	12%	98%	15%	-30%	52%	70%	55%
24	24	Smart Bands and Activity Trackers	-82%	28%	-38%	-89%	-31%	71%	276%	1096%	-99%	22%	-30%	1337%	-100%	-55%	-32%	317%	108%	-64%	-86%	-3%	6%	-2%
25	25	Warranties and Services	67%	802%	-9%	523%	954%	12%	328%	168%	-68%	1032%	16%	132%	-23%	332%	-15%	93%	262%	1193%	-89%	70%	12%	61%
27	26	Operating Systems Software	10%	-18%	1366%	30%	251%	1%	104%	331%	313%	69%	639%	277%	357%	1775%	-32%	82%	106%	170%	-80%	121%	38%	92%
26	27	Games Accessories	112%		113%	117%	-12%	101%	66%	261%	108%	373%	107%	17%	46770%	62%	76%	150%	113%	75%	-29%	85%	120%	93%
29	28	Mobile Computing Cases	113%	-31%	17%	-8%	8%	38%	-10%	65%	168%	80%	341%	18%	123%	36%	42%	1%	84%	22%	109%	35%	38%	35%
33	29	Laser Printers	57%	39%	-27%	126%	38%	-13%	-2%	73%	292%	130%	31%	173%	41%	28%	18%	105%	99%	63%	198%	25%	38%	29%
30	30	Security Software	145%	118%	33%	191%	76%	446%	21%	46%	348%	13%	73%	671%	503%	93%	114%	131%	455%	1053%	-47%	137%	130%	136%
32	31	Powerline Devices	62%	124%	40%	-2%	-24%	21%	43%	44%	50%	125%	232%	97%	-15%	51%	28%	44%	60%	64%	37%	33%	43%	34%
31	32	NAS Devices	40%	15%	34%	-27%	-37%	-14%	-3%	90%	45%	86%	63%	174%	-34%	-30%	9%	-14%	-21%	138%	-9%	17%	-4%	14%
35	33	Portable Speakers	-73%	-27%	-34%	-75%	-29%	10%	-87%	-43%	-99%	-91%	-87%	-62%	3635%	-65%	-77%	-38%	-58%	-89%	-93%	-41%	-64%	-42%
34	34	Cables and Connectivity Adapters	19%	-38%	-64%	2%	3%	32%	-6%	-17%	-10%	-14%	25%	-13%	16%	-20%	128%	4%	2%	-5%	12%	-15%	33%	-11%
28	35	Office Applications Software	4%	15%	-62%	53%	46%	-52%	172%	-57%	-11%	13%	92%	44%	-10%	6%	-61%	46%	12%	11%	248%	-4%	20%	5%
38	36	Uninterruptable Power Supplies (UPS)	63%	-42%	-49%	-18%	-23%	8%	149%	45%	258%	295%	270%	26%	699%	0%	5%	38%	6%	69%	100%	10%	9%	9%
37	37	Projectors	-45%	65%	-61%	-4%	-64%	-25%	64%	334%	-14%	-13%	62%	131%	27%	71%	26%	-38%	25%	263%	0%	-16%	2%	-13%
36	38	Consoles Fixed	112%		464%		67%	-38%			383257%	1867%	114%	-55%		172%	476%	47%	-63%	-17%	-20%	153%	11%	49%
40	39	IP Cameras	118%	54%	-80%	-54%	-45%	-29%	-29%	16%	14%	50%	105%	14%	-12%	36%	221%	27%	210%	132%	66%	-4%	140%	3%
41	40	Memory Cards	50%	-54%	-21%	272%	-64%	21%	48%	12%	-49%	-74%	-13%	62%	-39%	41%	-33%	-21%	-41%	-15%	-46%	-19%	-29%	-22%
39	41	Smart Speakers	-41%	-45%	-76%	-46%	-82%	-49%	-40%		-67%	-40%	-94%	-100%				39%	-72%	-100%	-100%	-61%	28%	-61%
42	42	Smartphone Protective Cases	5%	-88%	-62%	-67%	-24%	43%	2%	0%	-38%	-31%	156%	62%	-8%	-21%	-6%	-75%	54%	-70%		-55%	-26%	-52%
43	43	Mobile Phones	52%	13%	-58%	3%	-12%	117%	-14%	35%	-45%	-92%	-25%	59%	27%	-2%	-55%	-90%	20%	-7%	34%	4%	-55%	-15%
44	44	USB Memory	-11%	-69%	-42%	-11%	-64%	1%	23%	-53%	13%	-70%	286%	-25%	5%	-50%	-59%	18%	-34%	-42%	-48%	-40%	-21%	-37%
45	45	Digital Cameras	-26%	166%	-73%	121%	-55%	-46%	181%	-79%	-100%	-47%	-61%	-52%	-100%	7%	-79%	22%	-43%	-36%	-57%	-52%	-14%	-35%

CONTEXT



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