

# IT Industry Update

15<sup>th</sup> July 2020

CONTEXT COVID-19 Weekly Report



01

CLIMATE SURVEY FEEDBACK

02

TOP TRENDS COVID-19 REPORTS TO WEEK 27  
MONTH OF JUNE REVIEW

03

ARGENTINA INSIGHT – KOKO MEYER, COUNTRY MANAGER

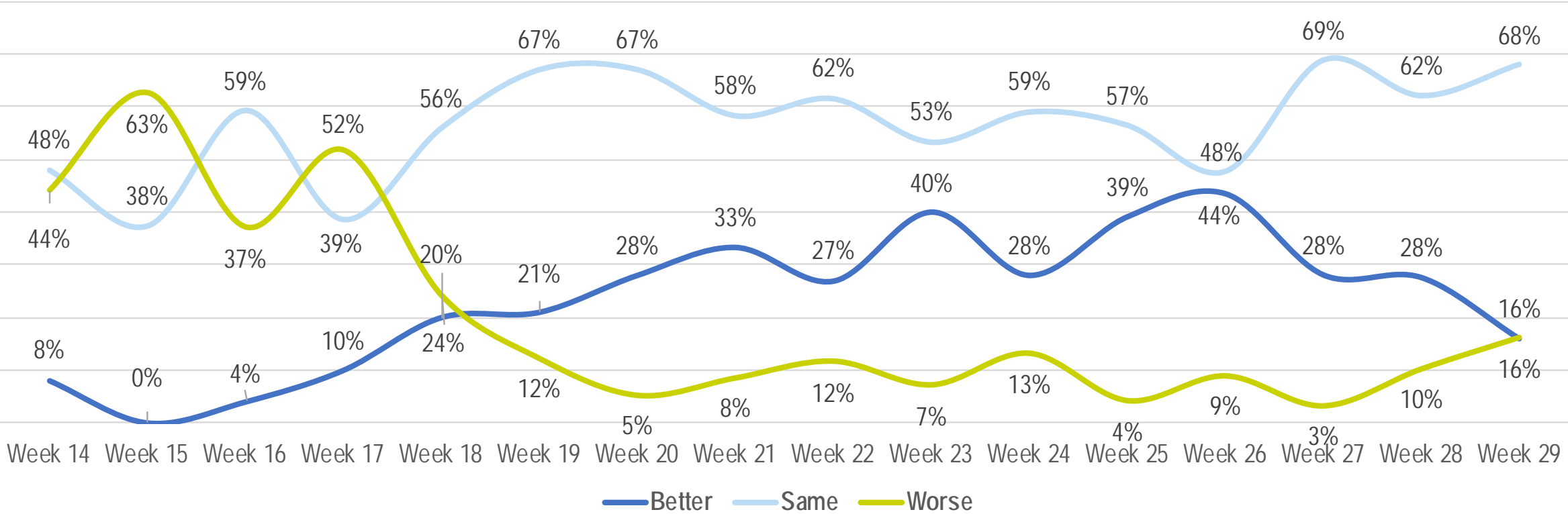
04

ENTERPRISE UPDATE – GURVAN MEYER, SENIOR ENTERPRISE  
ANALYST

# CLIMATE SURVEY FEEDBACK – PROGRESS



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

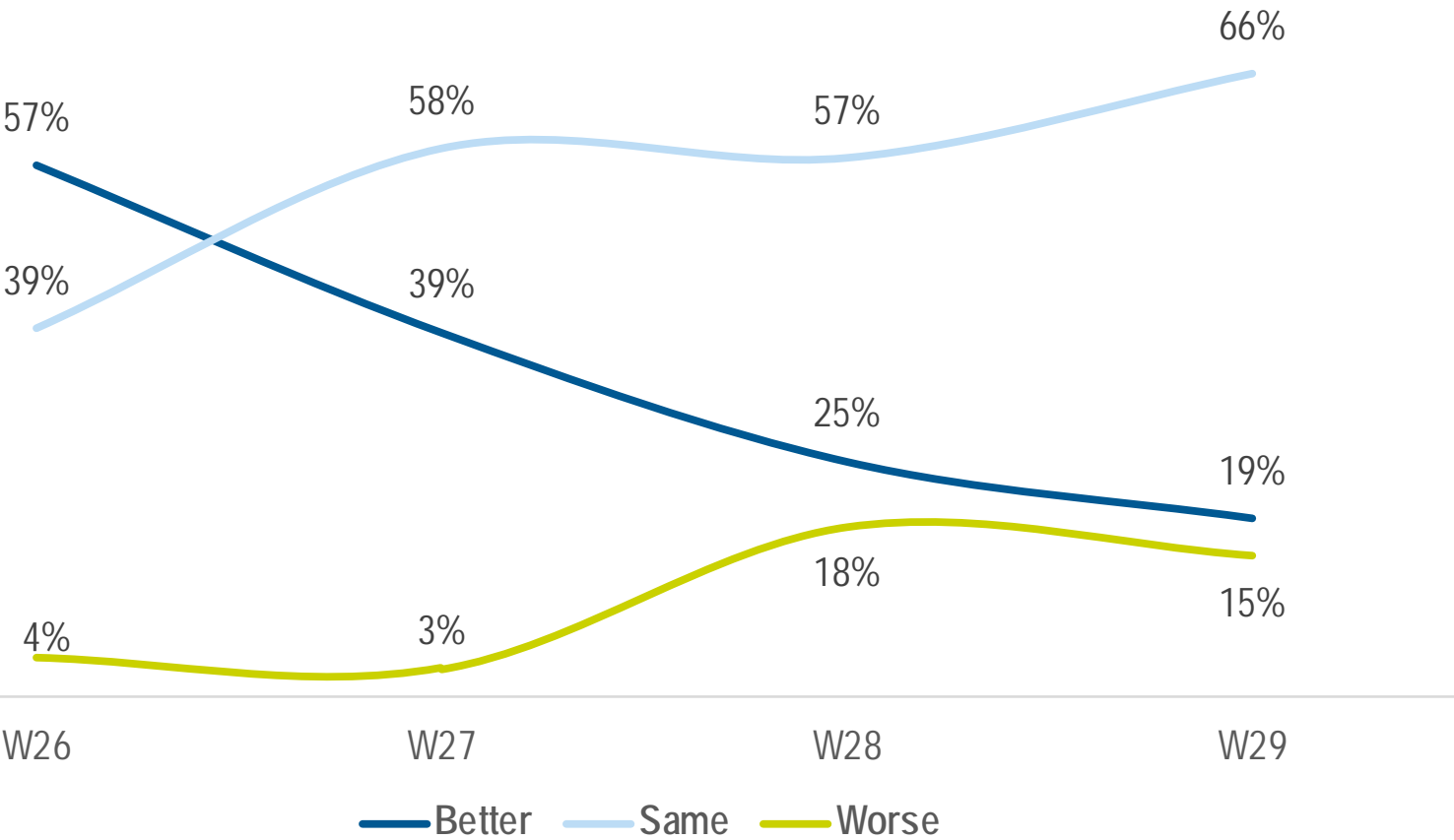


32 responses

# CLIMATE SURVEY FEEDBACK – PIPELINE



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

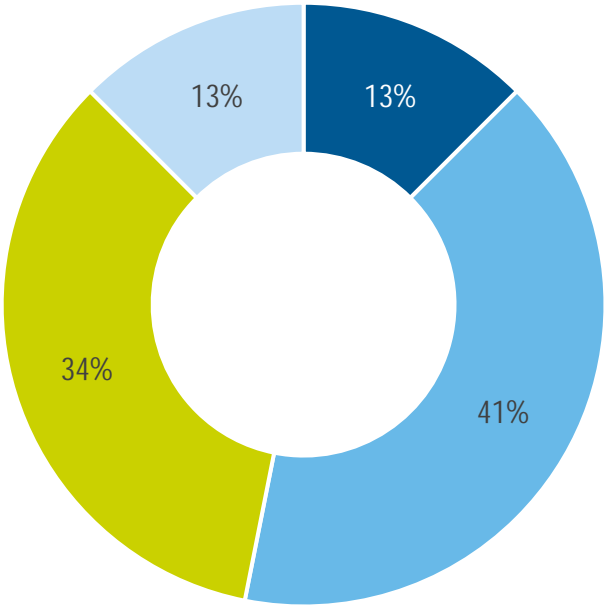


32 responses

# HOW HAVE PEOPLE FARED IN LOCKDOWN?

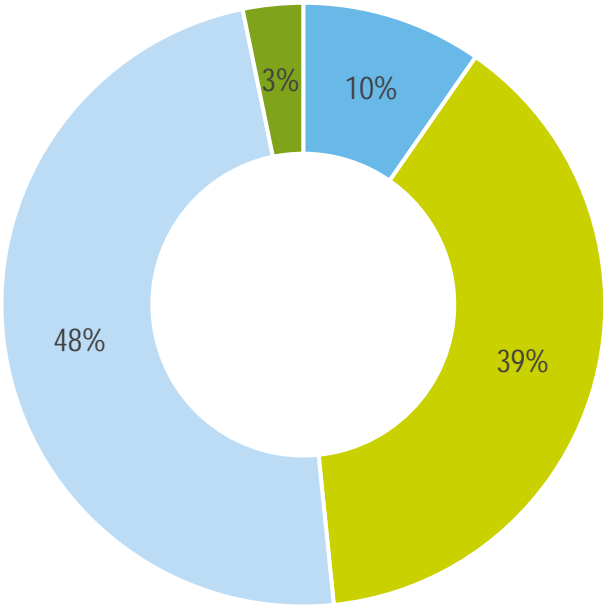


Our people prefer working from home to working in the office



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

Our people have suffered from online burnout



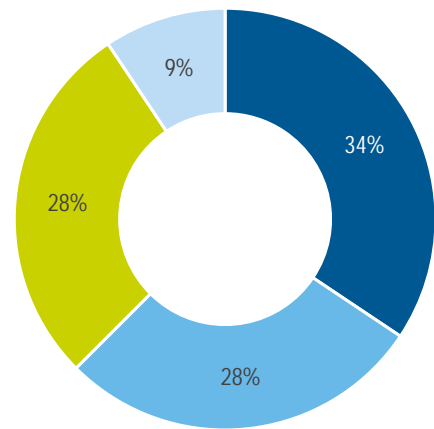
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

32 responses

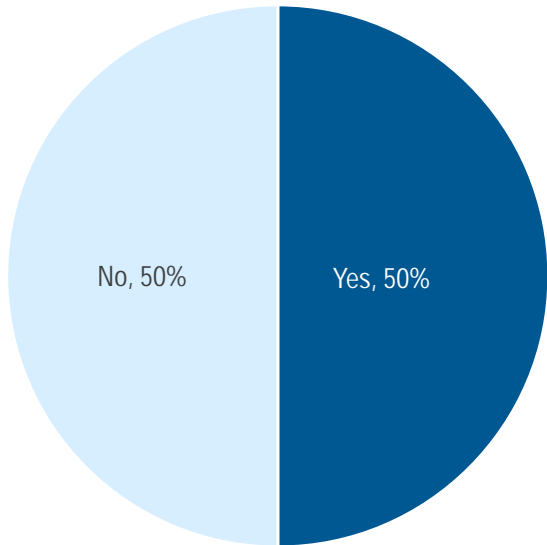
# RETURN TO THE OFFICE



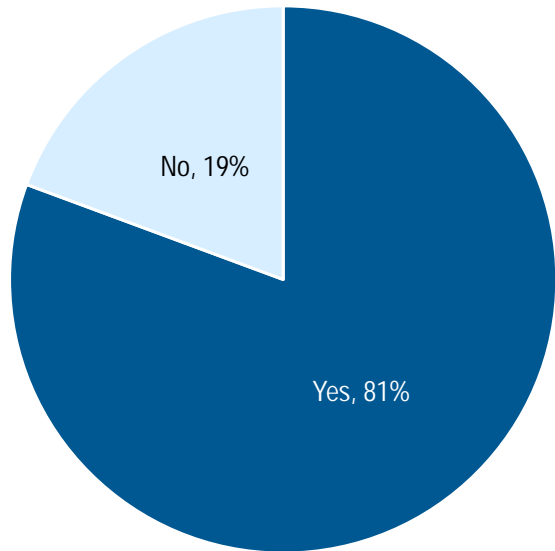
Our company has clearly set expectations with employees for the next stage of the pandemic response



We are giving people the choice when they return to work in the office



We will have flexible working arrangements when people come back to work



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

32 responses



# COVID-19 REPORTS

01

## REVENUE TRENDS

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

02

## REVENUE PANDEMIC INDEX

*4 week rolling revenue trends based on pandemic calendar, revenue is base 100 in week 0 of pandemic, predictive indications, by country and region*

03

## SECTOR/CATEGORY WEATHER MAPS

*4 week rolling revenue % growth/decline trends compared to prior year, plotted in 4 quadrants, Europe only (detailed report has country data)*

04

## CHANNEL HEALTH

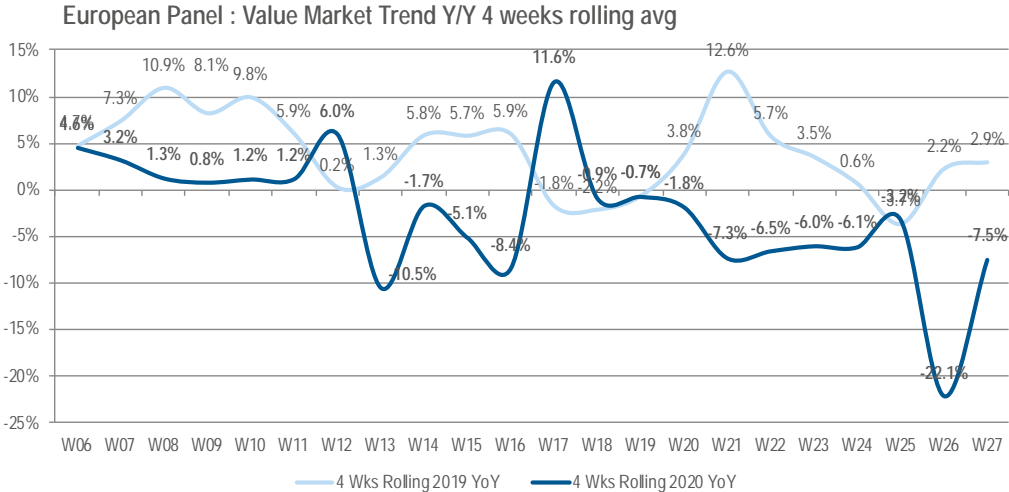
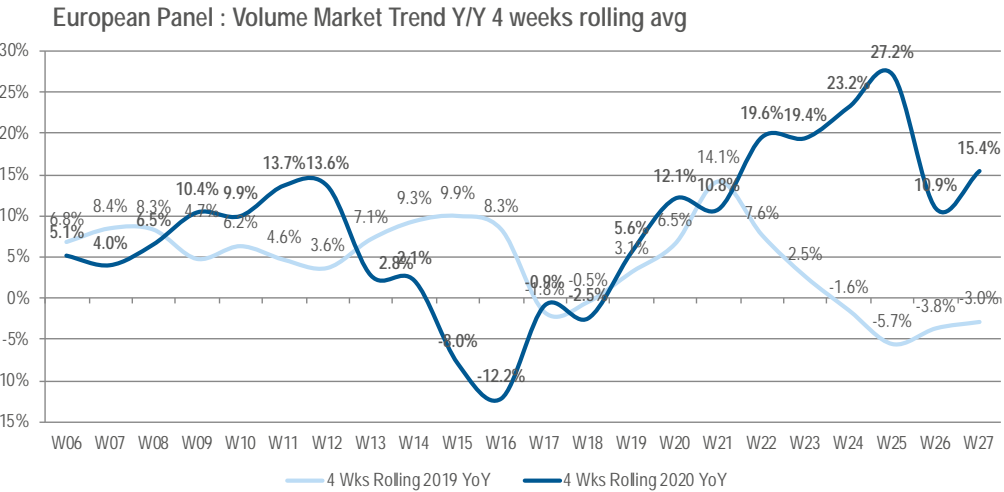
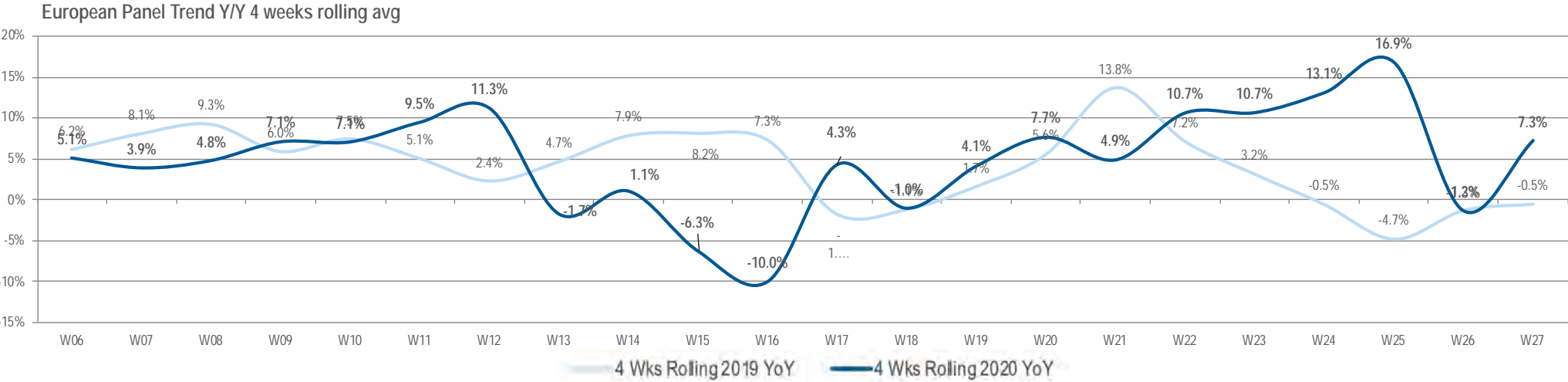
*4 week rolling revenue % growth/decline trends compared to prior year, in 3 business & 2 consumer channels, Europe only (detailed report has country data)*

# 01

## REVENUE GROWTH/DECLINE



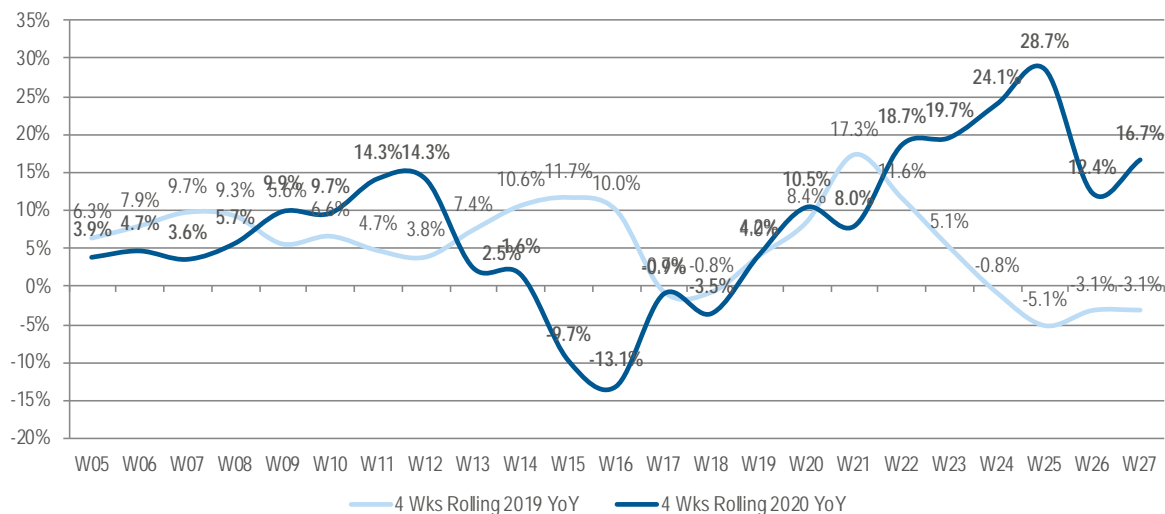
# ALL COUNTRIES WEEK 27: A STRONG QUARTER END



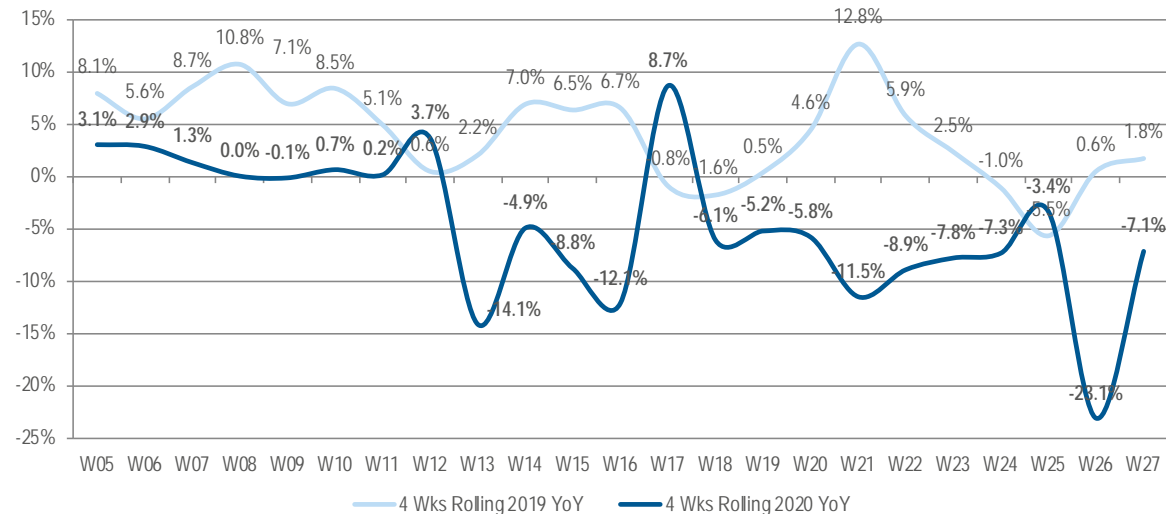
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

# WE AND EE: VOLUME/VALUE YOY COMPARISON

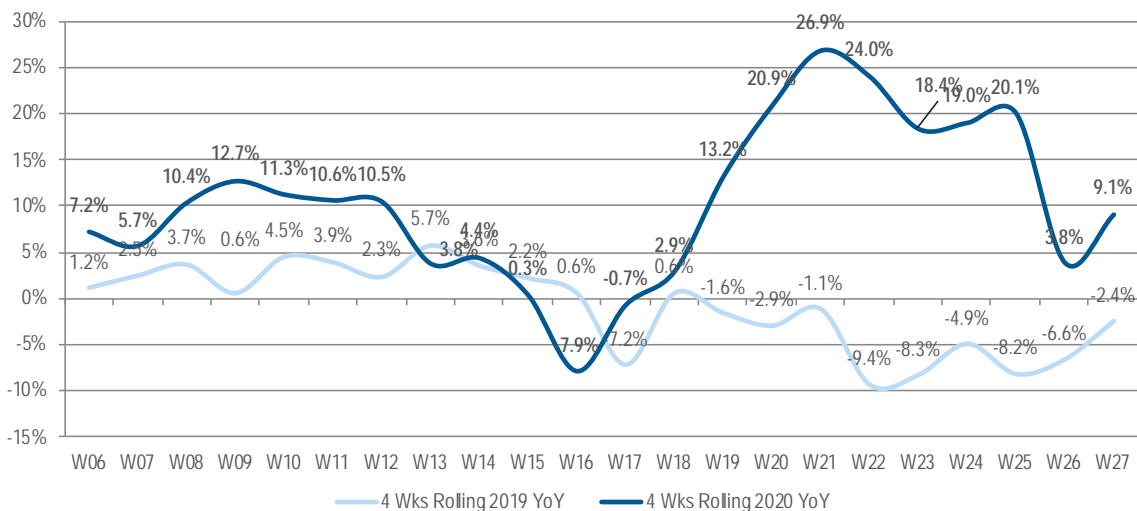
Western European Panel : Volume Market Trend Y/Y 4 weeks rolling avg



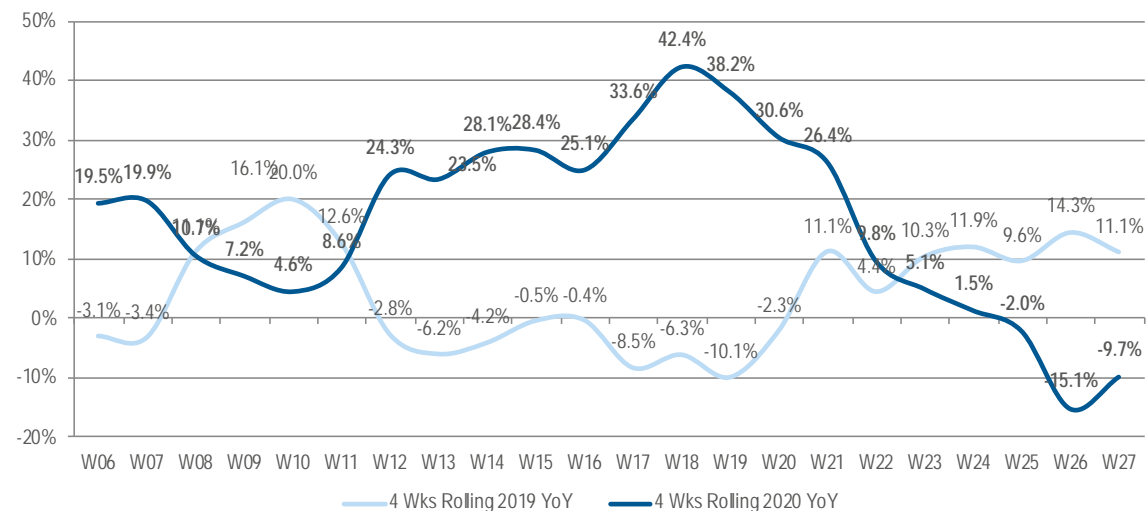
Western European Panel : Value Market Trend Y/Y 4 weeks rolling avg



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



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



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.

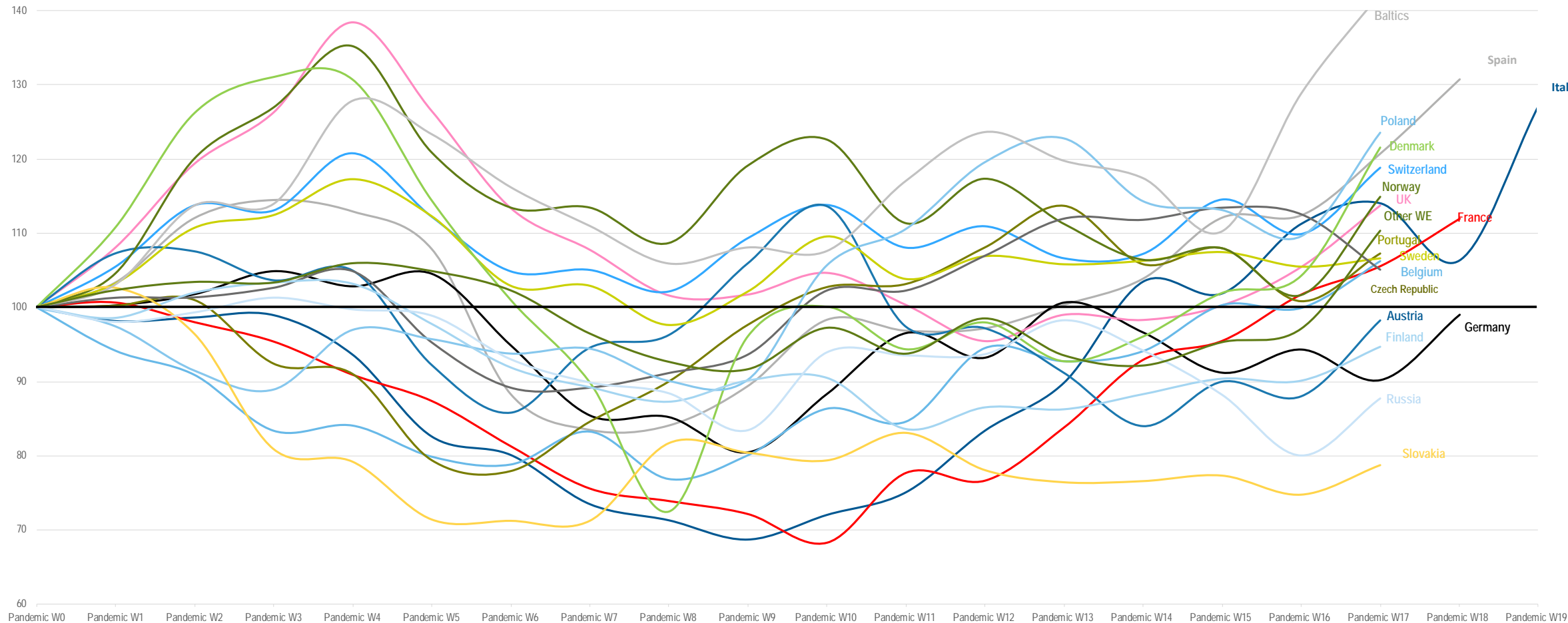
# 02

## REVENUE PANDEMIC INDEX

# STRONG END TO THE QUARTER



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

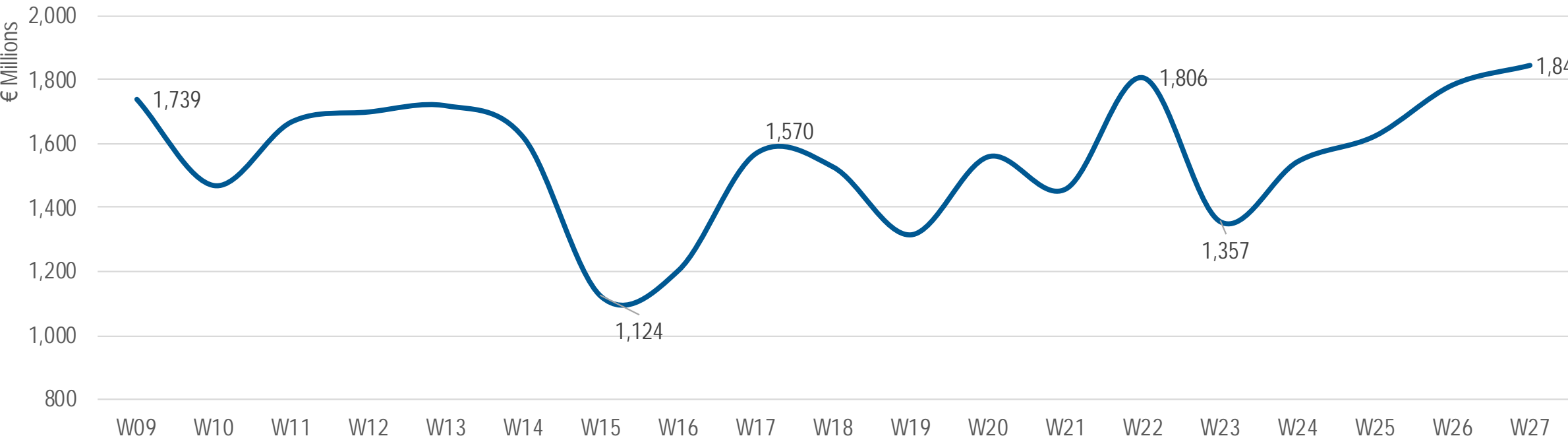


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

# HIGHEST REVENUE WEEK SINCE THE BEGINNING OF THE PANDEMIC



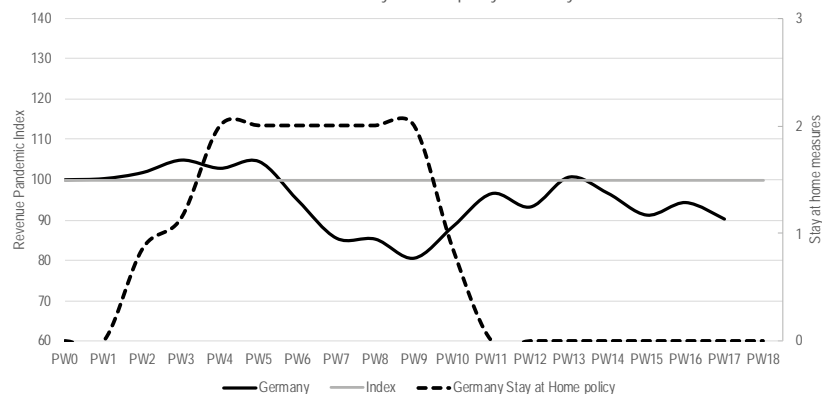
Weekly Revenues through Distribution - All countries



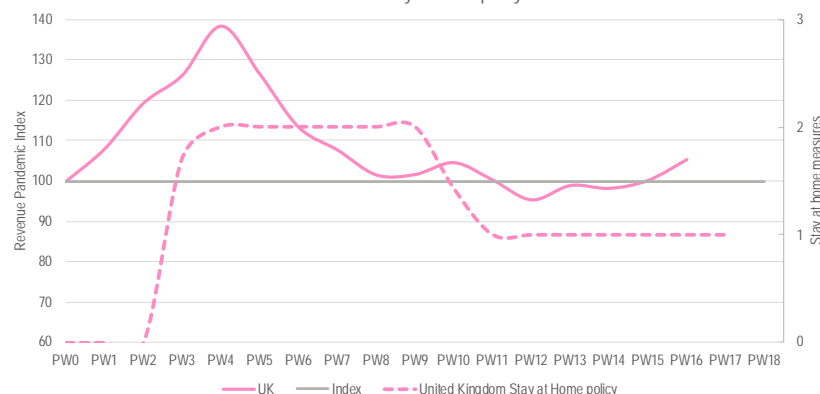
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

# STAY AT HOME MEASURES AND IT INDUSTRY PERFORMANCE

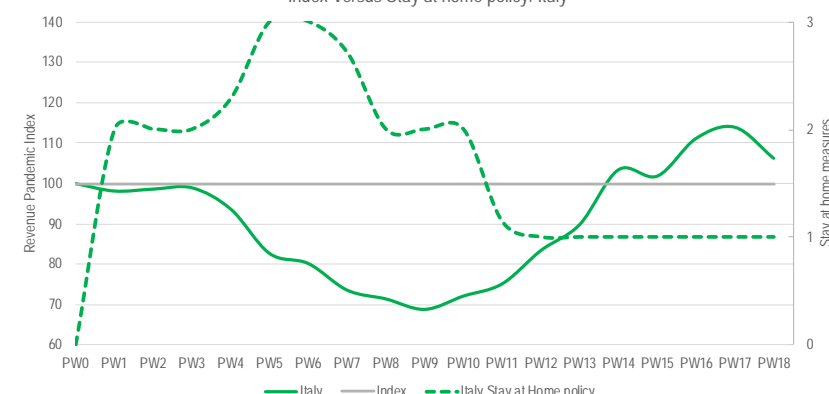
Index Versus Stay at home policy: Germany



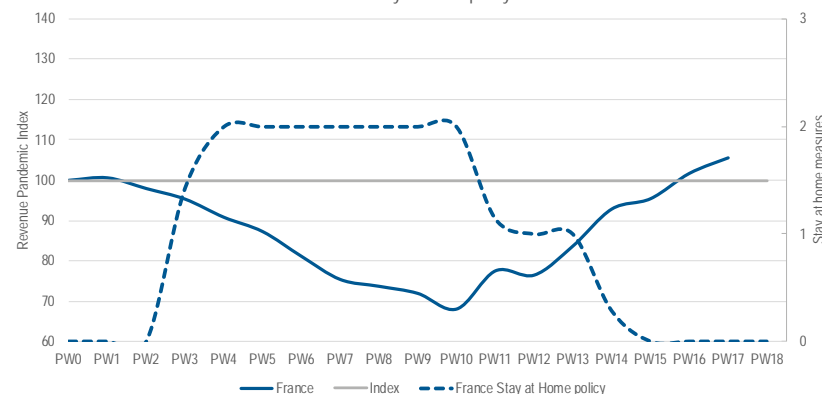
Index Versus Stay at home policy: UK



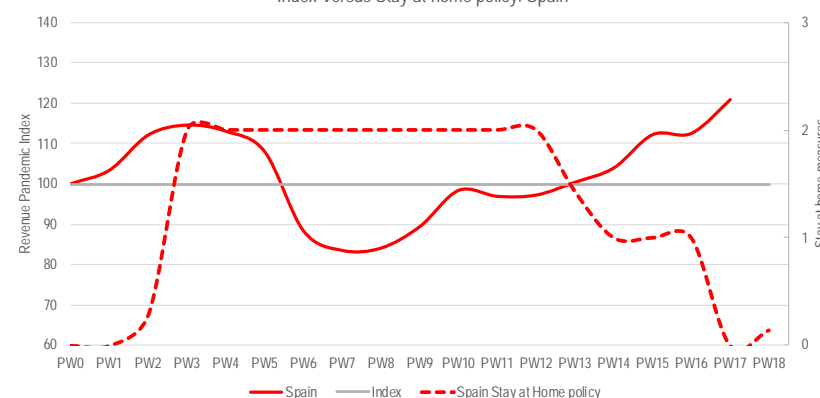
Index Versus Stay at home policy: Italy



Index Versus Stay at home policy: France



Index Versus Stay at home policy: Spain



Countries are grouped into four categories:

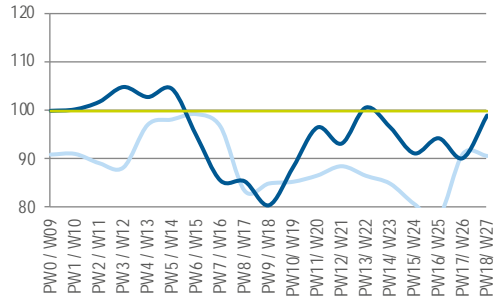
0. No measures
1. Recommended not to leave the house
2. Required to not leave the house with exceptions for daily exercise, grocery shopping, and 'essential' trips
3. Required to not leave the house with minimal exceptions (e.g. allowed to leave only once every few days, or only one person can leave at a time, etc.)

Source: Our World in Data and CONTEXT Pandemic Index

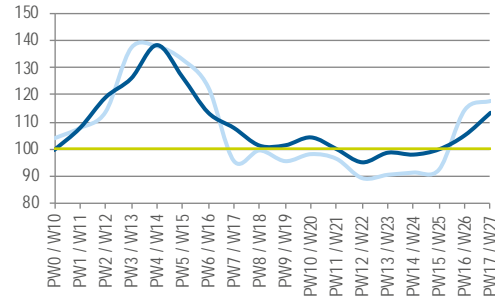


# WE: ALL COUNTRIES TRACKING WELL

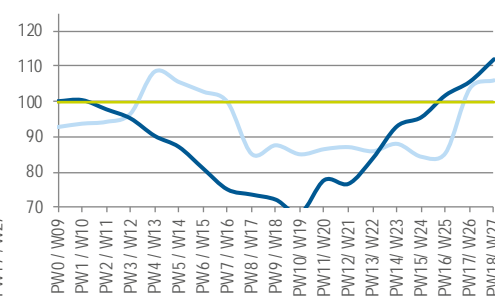
Germany



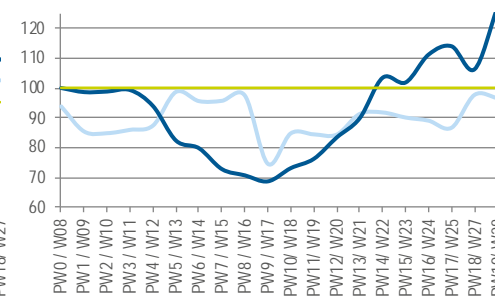
United Kingdom



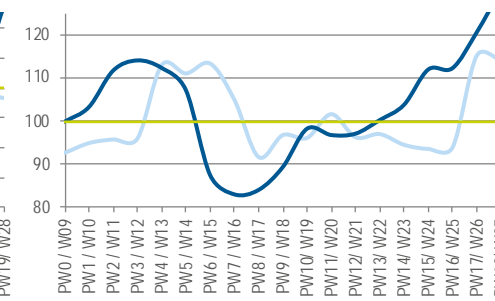
France



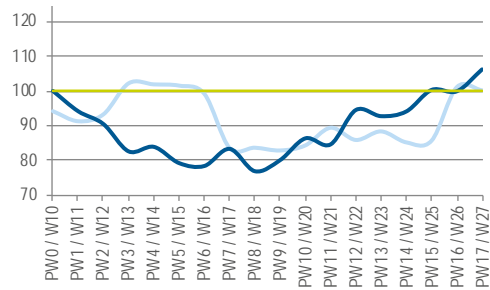
Italy



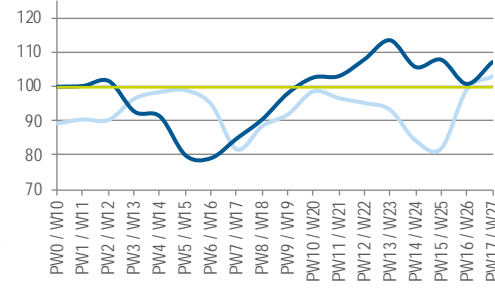
Spain



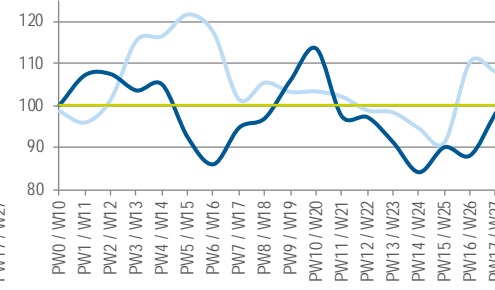
Belgium



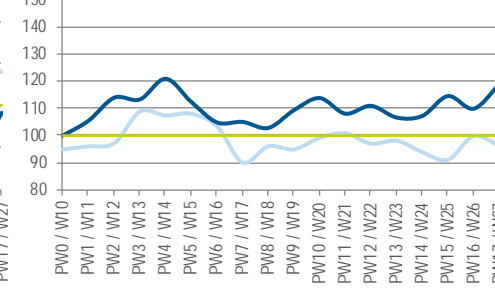
Portugal



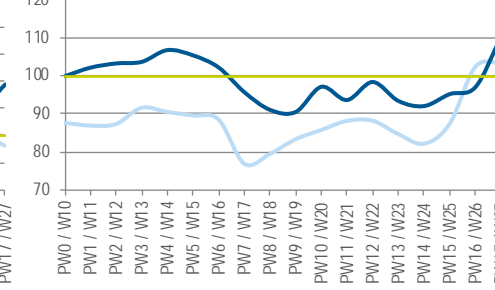
Austria



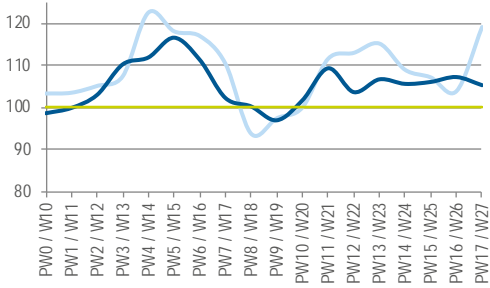
Switzerland



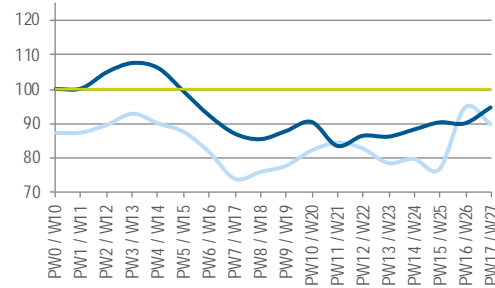
Other WE



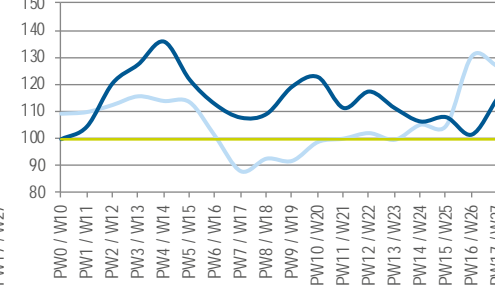
Sweden



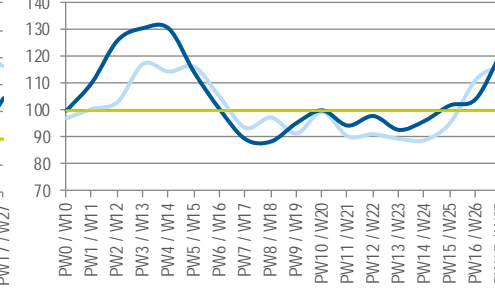
Finland



Norway

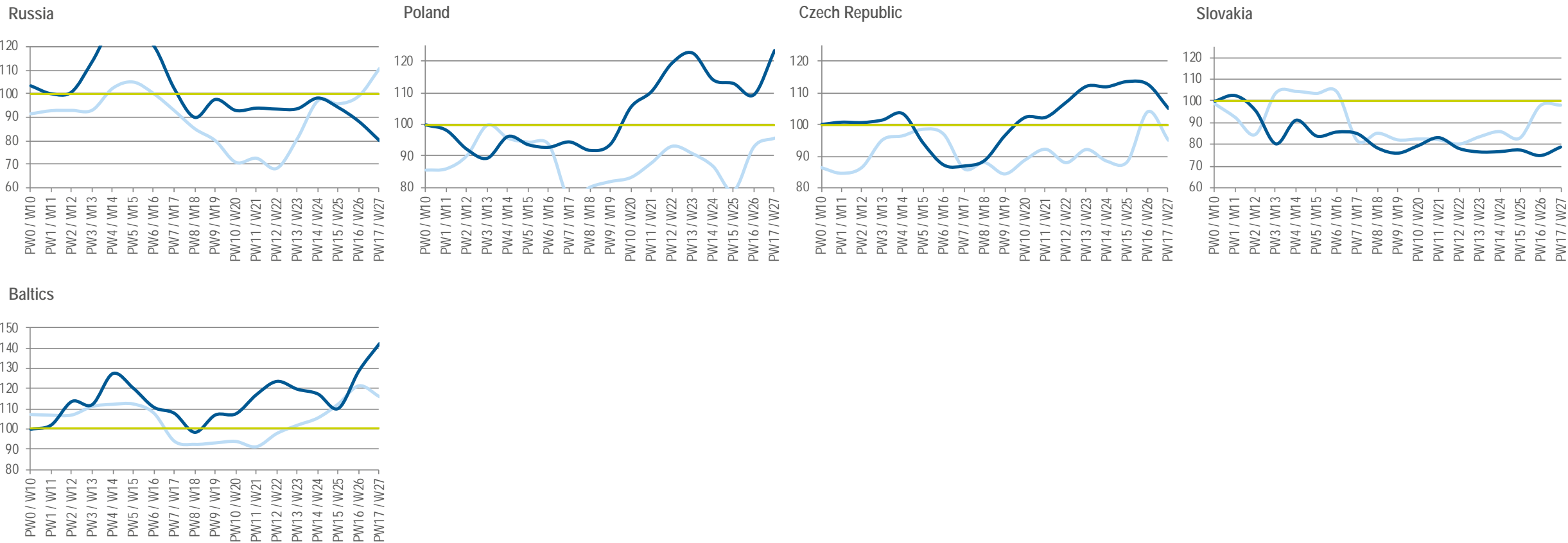


Denmark



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

# EE: RUSSIA IS THE EXCEPTION

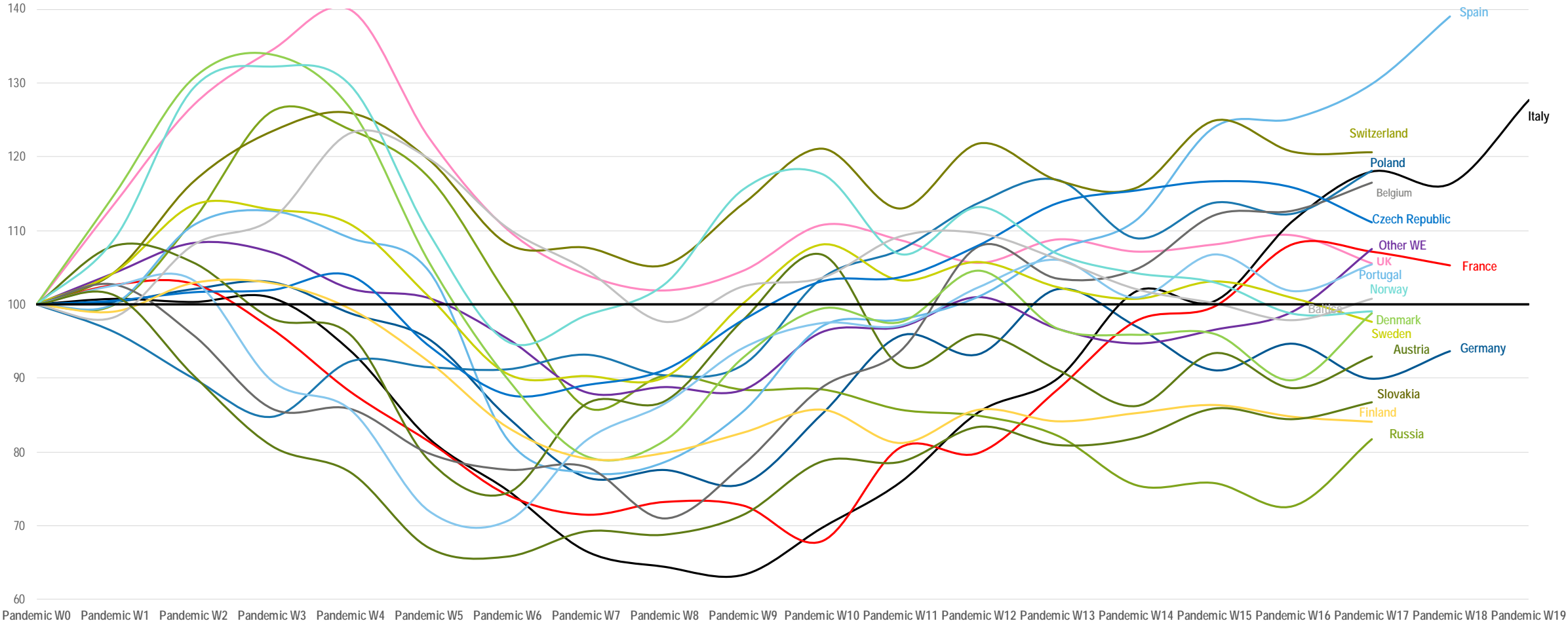


Distribution sales translated at fixed € exchange rate and includes: Russia, Poland, Baltics, Czech Republic and Slovakia

# VOLUME: POWERFUL GROWTH ALL ROUND



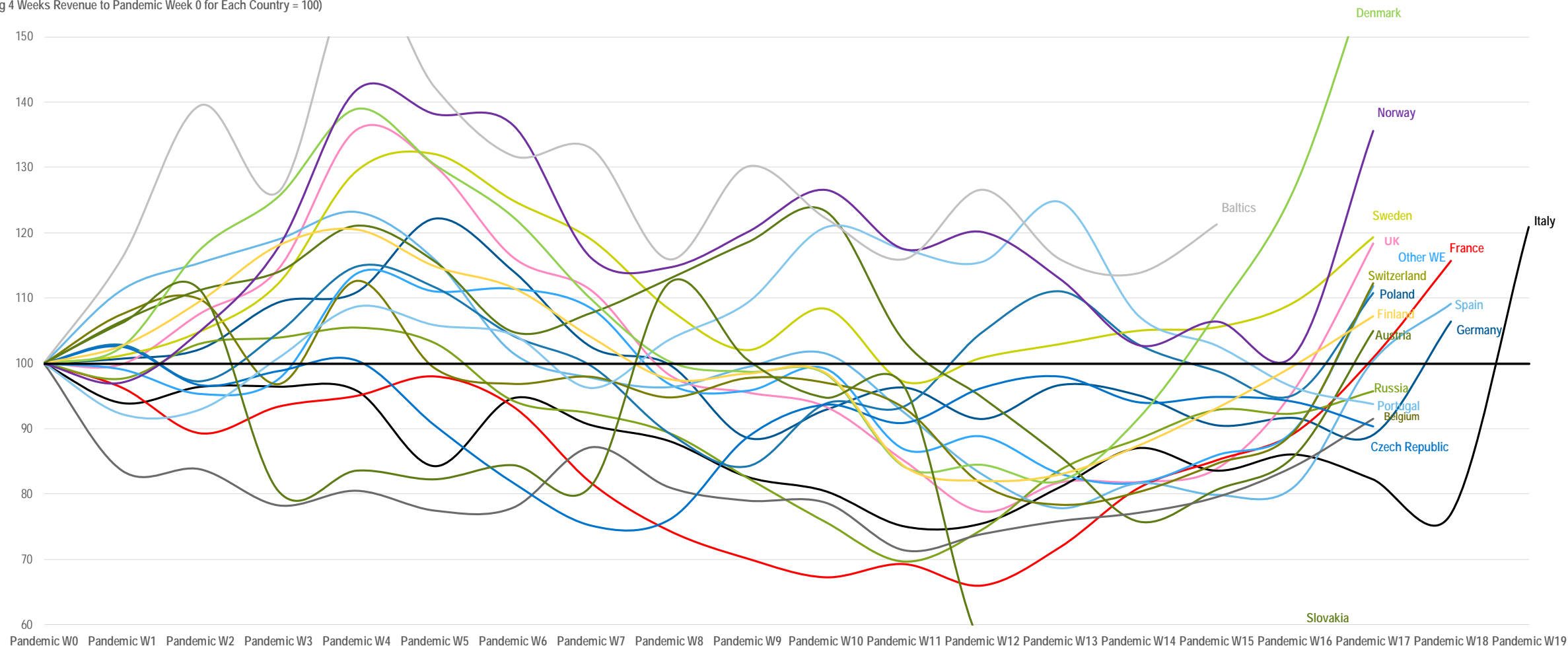
Weekly Revenue Trend Index - All Countries (Volume)  
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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

# A HUGE WEEK FOR VALUE

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



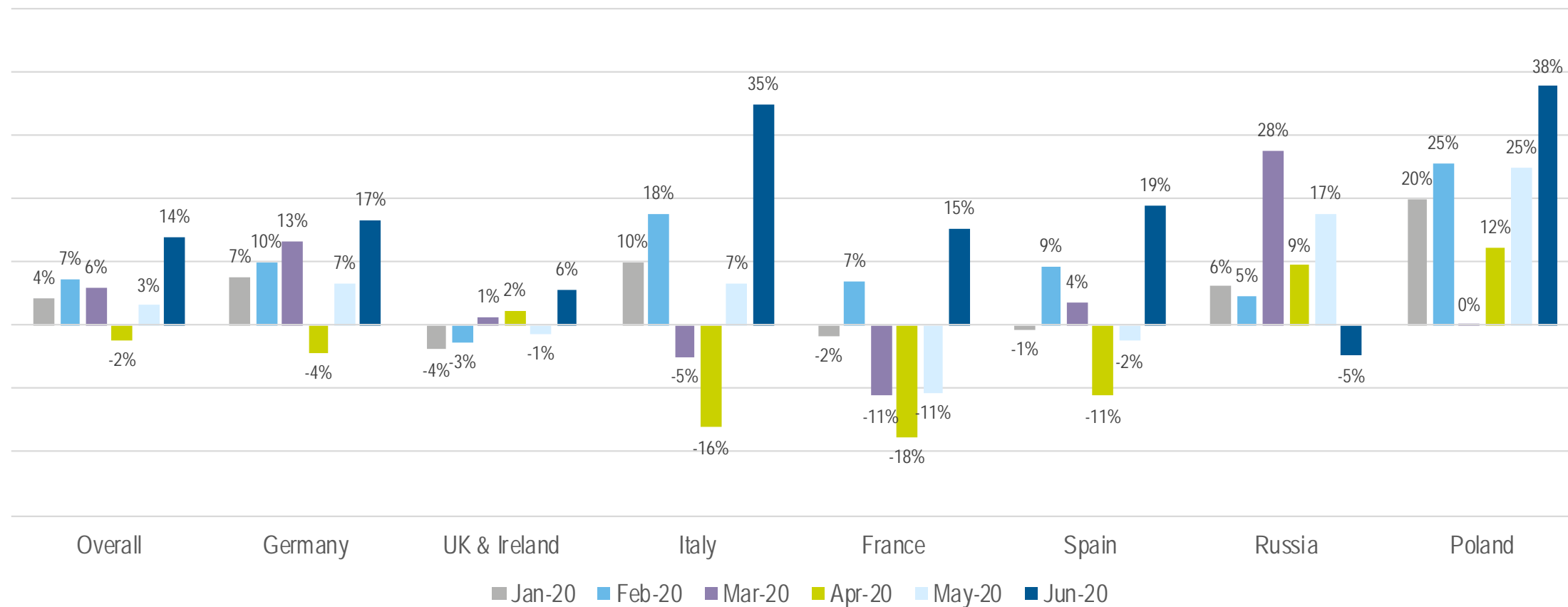
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

# JUNE 2020 REVIEW

# THE STRONGEST MONTH THIS YEAR FOR ALL MAIN COUNTRIES EXCEPT RUSSIA

## JAN-JUNE 2020 DISTRIBUTION SALES COMPARED TO PRIOR YEAR

Country performance Jan to June 2020



Distribution sales translated at fixed € exchange rate

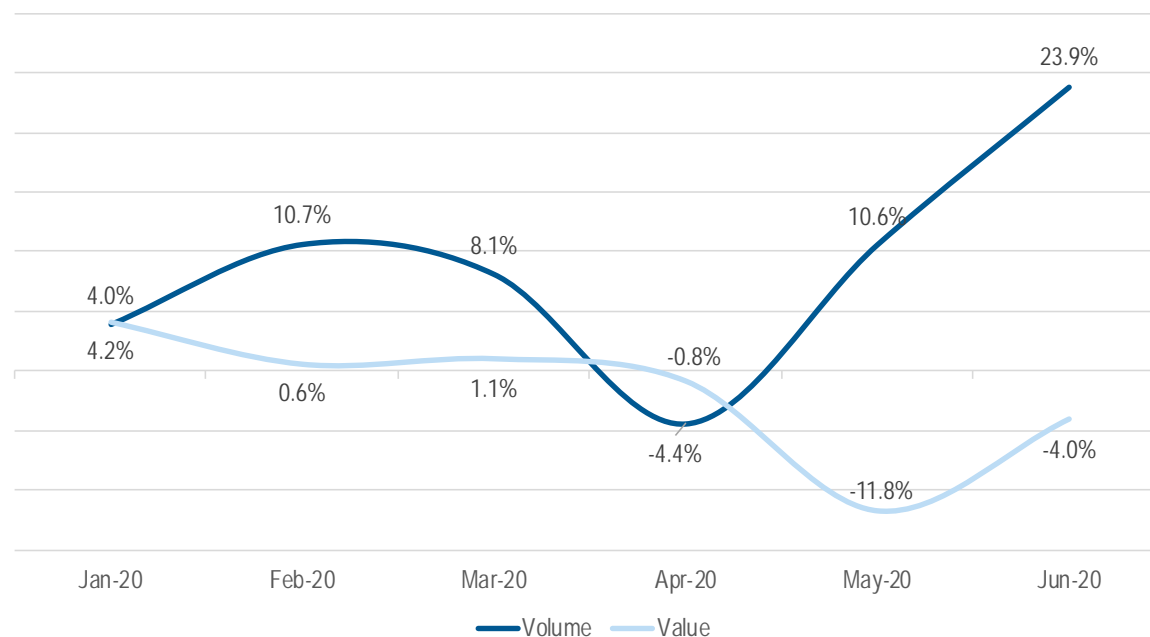


# THE STRONGEST MONTH THIS YEAR FOR ALL MAIN COUNTRIES EXCEPT RUSSIA

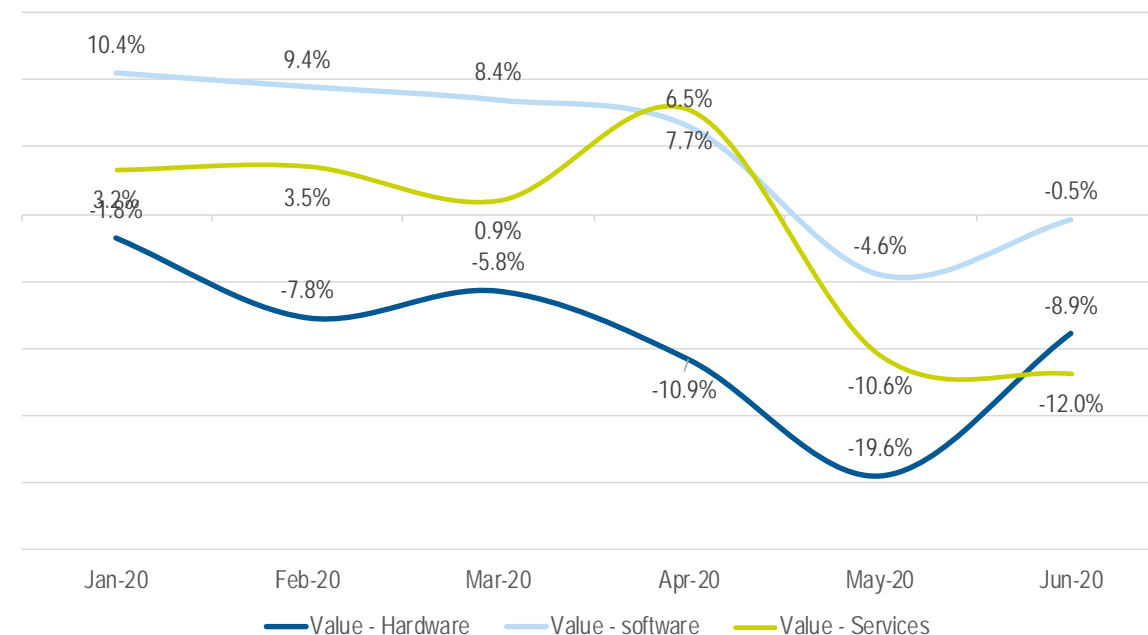
## JAN-JUNE 2020 DISTRIBUTION SALES COMPARED TO PRIOR YEAR



Volume vs value monthly



Value split by market type monthly



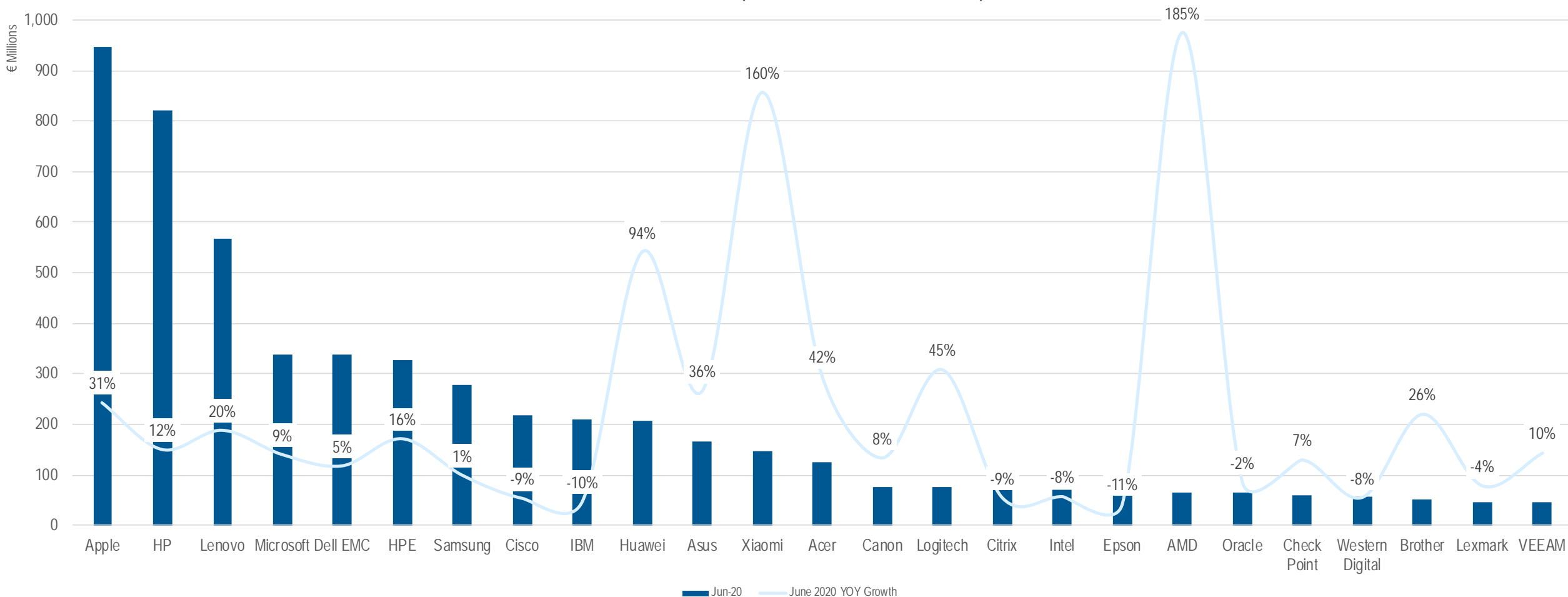
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech Republic, Slovakia, Baltics

# VENDOR PERFORMANCE

## JUNE 2020 SALES COMPARED TO PRIOR YEAR



Vendor Performance Top 25 June 2020 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, Russia, Poland, Czech Republic, Slovakia, Baltics

# Argentina IT Industry Update

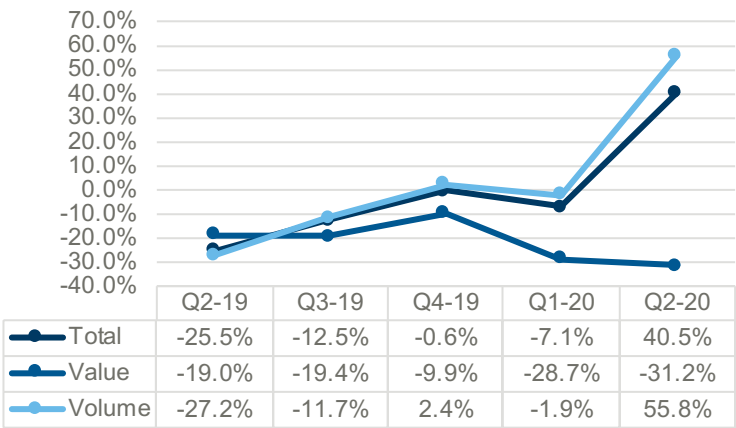
15<sup>th</sup> July 2020



# ARGENTINA OVERVIEW

- Distribution market in Argentina has been hit hard by economic crisis in the last few years, it went from a total market size in 2017 of over **1Bn USD to under 700Mil USD** in 2019
- Lockdown started early on **Mar 19<sup>th</sup> and is still in place** although a lot of provinces have relaxed the rules, Buenos Aires is the most populous province and also the more complicated province with most cases and still growing strongly
- Pandemic impact on the IT distribution market has been positive with **+40% sales YoY in Q2 20**
- 2 Stories behind the positive trend:
  - **Volume** Business – Sales **up** 55% YoY for Q2 20
  - **Value** Business – Sales **down** 31% YoY for Q2 20
- Volume business driven by working from home and gaming related categories

AR Panel Sales (USD) – YoY variance



TOP 10 PANEL CATEGORIES BY REVENUE – Q2 20

Category	Q2 Revenue (USD)	Q2 YoY variance	% Share of Total market
Notebooks	48,093,211	109.82%	27%
Ink Cartridges and Tanks	8,441,360	7.21%	5%
Monitors	8,069,735	76.44%	4%
Processors	7,966,484	81.76%	4%
Solid State Drives (SSDs)	7,555,821	119.41%	4%
All-In-One Inkjets	6,043,958	-7.51%	3%
RAM Memory	5,748,165	91.98%	3%
Motherboards	5,634,163	143.81%	3%
Graphics Cards	5,524,595	283.90%	3%
Desktops	5,370,732	-3.88%	3%

# ARGENTINA – WHAT'S NEXT?

- Argentina is notoriously difficult to predict due to all its economical and political ups and downs, the following needs to be factored in when looking at the next few months:



Monthly granularity in Q2 shows sales got stronger as the quarter progressed (April +10%, May +36%, June +74%)



Argentina is currently renegotiating its significant debt with international creditors, a deal is expected soon



Prolonged quarantine is impacting the economy strongly with many businesses closing up



New government took over in December 2019, still to see what their imports and foreign trade policies will be



Based on this, growth in the IT sector is still predicted for Q3 though likely to be significantly less than in Q2.



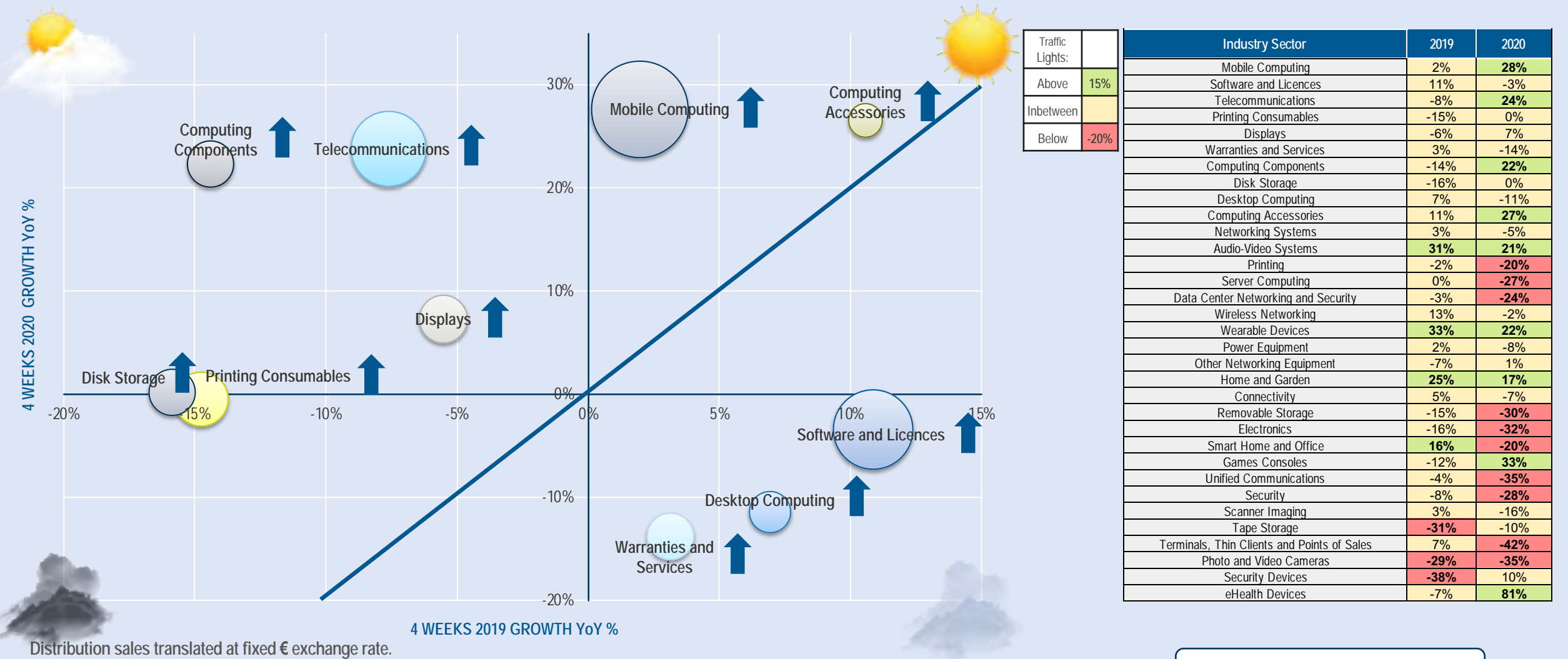
## 03

## SECTOR/CATEGORY WEATHER MAPS INTRODUCTION OF NEW VIRTUAL CATEGORIES



# INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

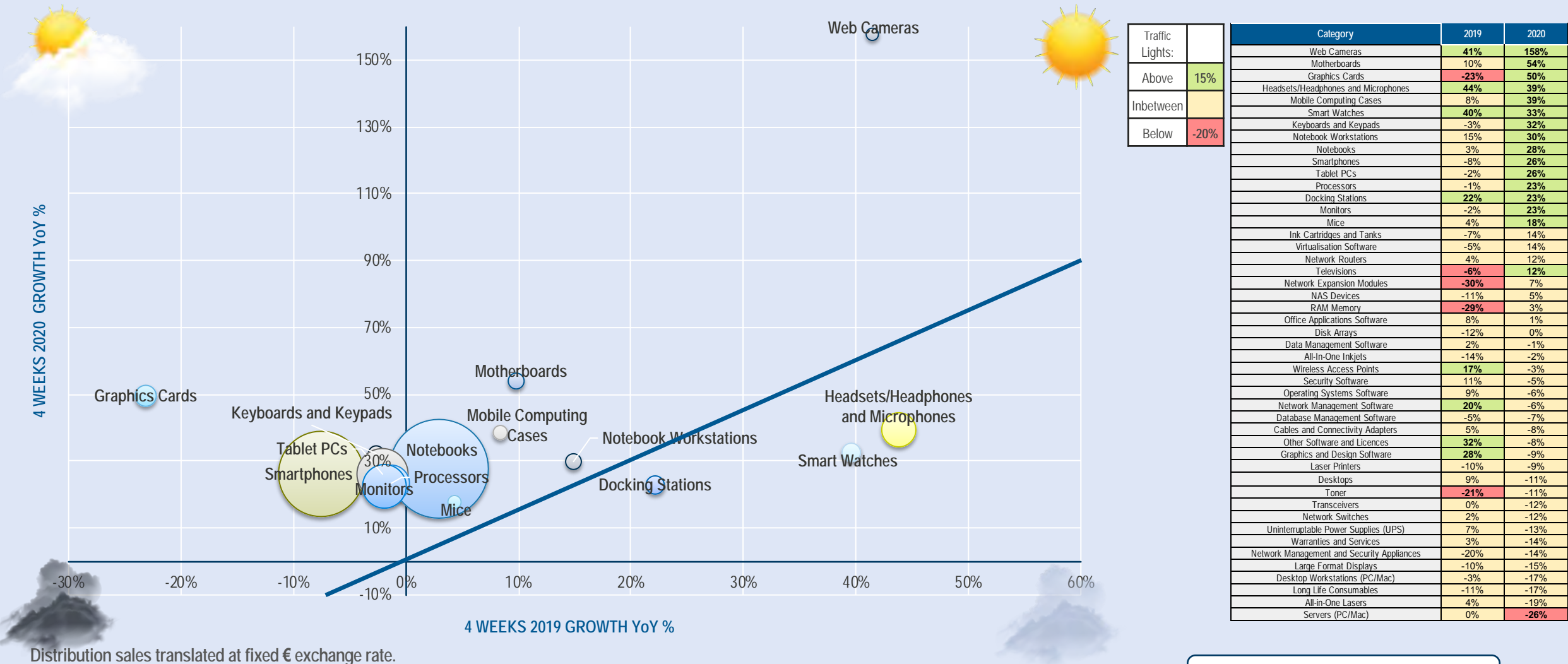
% Change in sales through IT Distribution in €: 4 Weeks to Week 27 (05/07/20) vs same period 2019



# CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

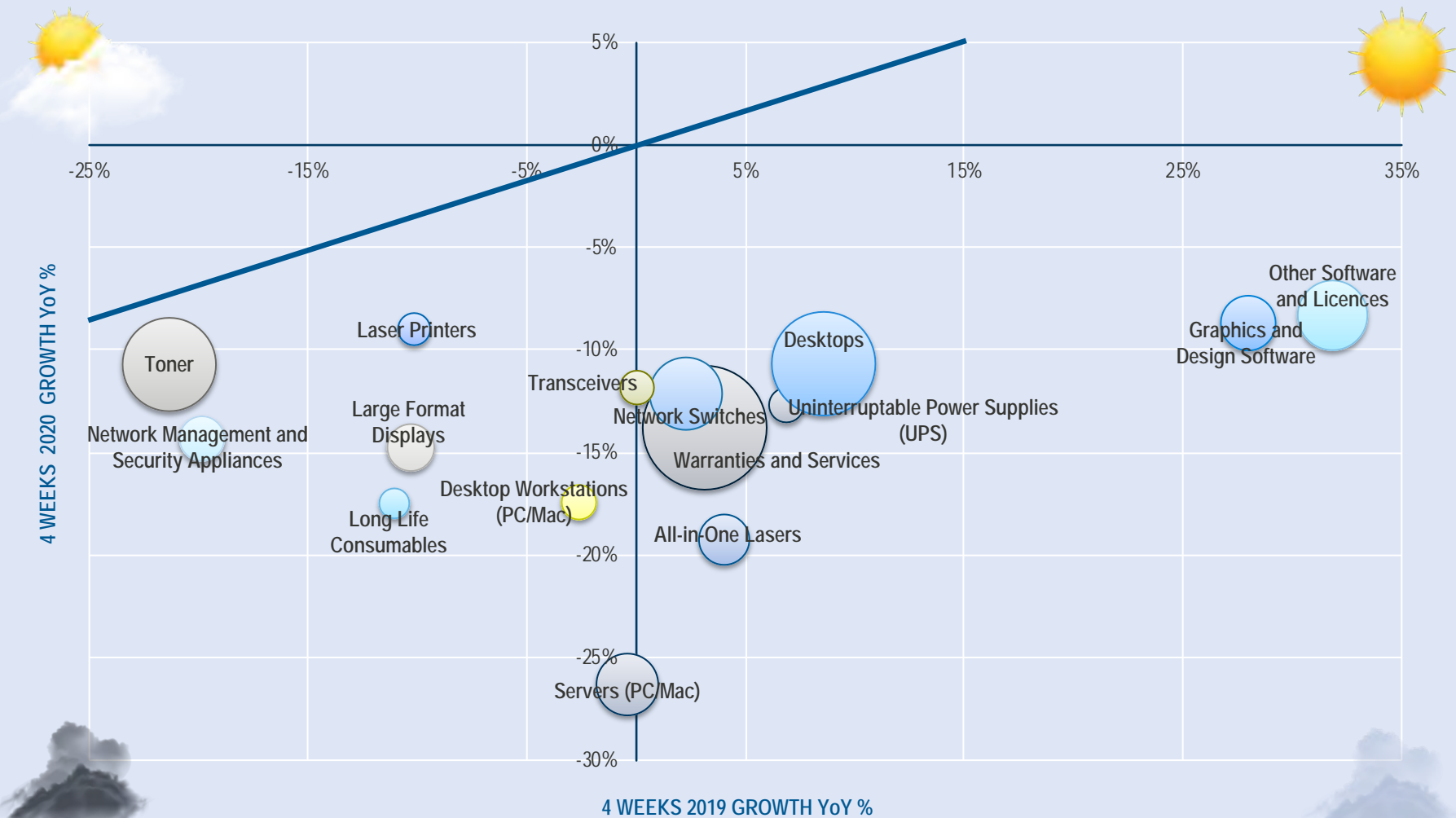


% Change in sales through IT Distribution in €: 4 Weeks to Week 27 (05/07/20) vs same period 2019



# CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 27 (05/07/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Servers (PC/Mac)	0%	-26%
All-in-One Lasers	4%	-19%
Long Life Consumables	-11%	-17%
Desktop Workstations (PC/Mac)	-3%	-17%
Large Format Displays	-10%	-15%
Network Management and Security Appliances	-20%	-14%
Warranties and Services	3%	-14%
Uninterruptible Power Supplies (UPS)	7%	-13%
Network Switches	2%	-12%
Transceivers	0%	-12%
Toner	-21%	-11%
Desktops	9%	-11%
Laser Printers	-10%	-9%
Graphics and Design Software	28%	-9%
Other Software and Licences	32%	-8%
Cables and Connectivity Adapters	5%	-8%
Database Management Software	-5%	-7%
Network Management Software	20%	-6%
Operating Systems Software	9%	-6%
Security Software	11%	-5%
Wireless Access Points	17%	-3%
All-In-One Inkjets	-14%	-2%
Data Management Software	2%	-1%
Disk Arrays	-12%	0%
Office Applications Software	8%	1%
RAM Memory	-29%	3%
NAS Devices	-11%	5%
Network Expansion Modules	-30%	7%
Televisions	-6%	12%
Network Routers	4%	12%
Virtualisation Software	-5%	14%
Ink Cartridges and Tanks	-7%	14%
Mice	4%	18%
Monitors	-2%	23%
Docking Stations	22%	23%
Processors	-1%	23%
Tablet PCs	-2%	26%
Smartphones	-8%	26%
Notebooks	3%	28%
Notebook Workstations	15%	30%
Keyboards and Keypads	-3%	32%
Smart Watches	40%	33%
Mobile Computing Cases	8%	39%
Headsets/Headphones and Microphones	44%	39%
Graphics Cards	-23%	50%
Motherboards	10%	54%
Web Cameras	41%	158%

Distribution sales translated at fixed € exchange rate.

# Enterprise Update

15<sup>th</sup> July 2020

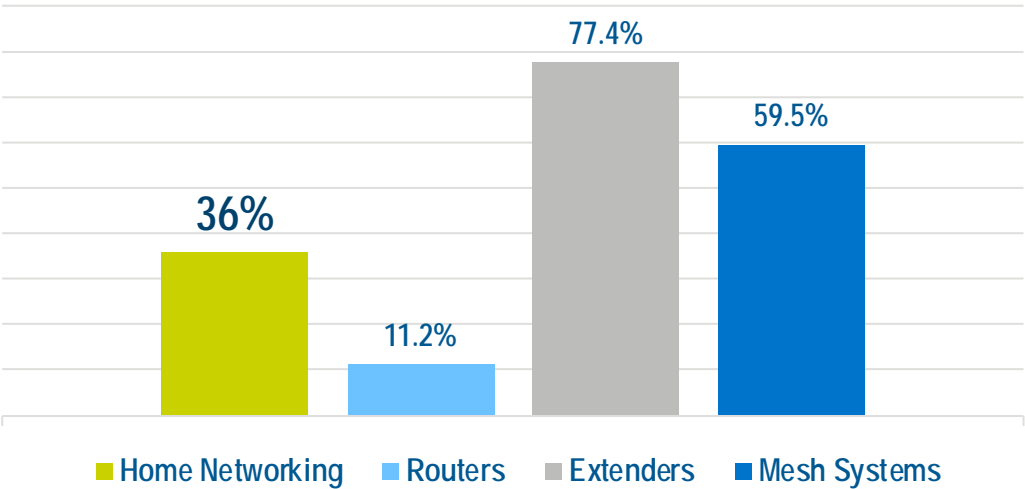


# EUROPEAN HOME NETWORKING MARKET CONTINUES TO GROW IN Q2

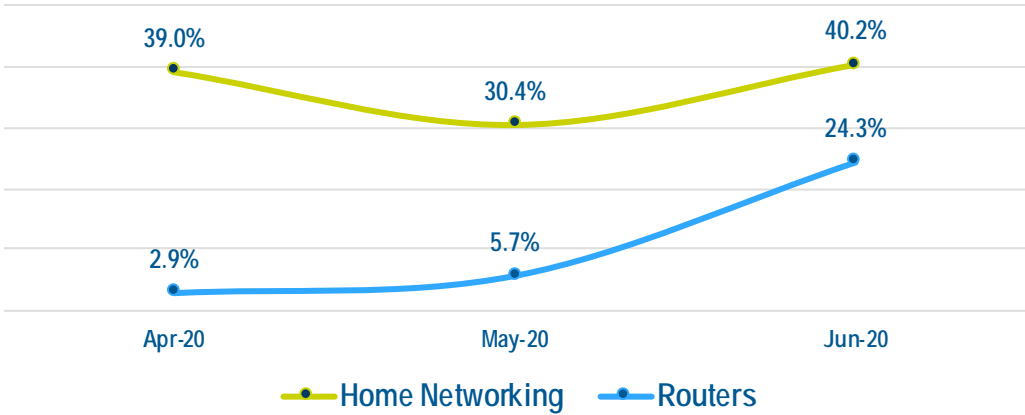
Home Networking Y/Y revenue growth Q2 2020 Europe (excl Russia) based on CONTEXT Distribution panel



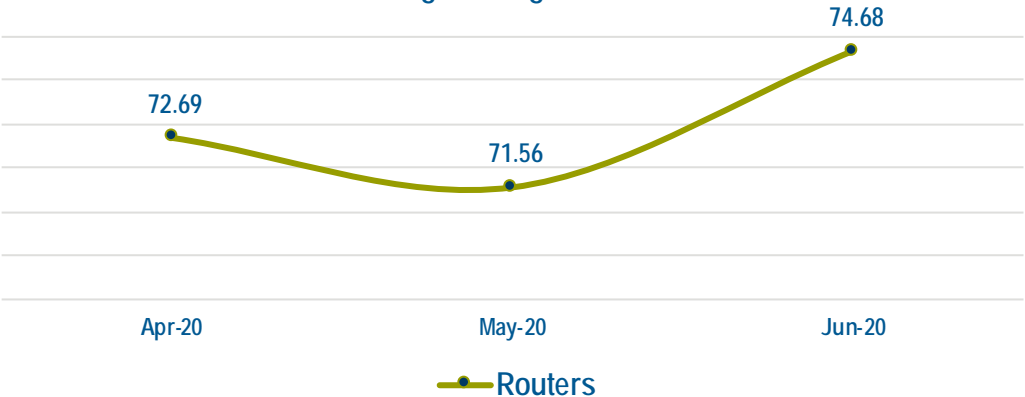
Q2 2020 Growth



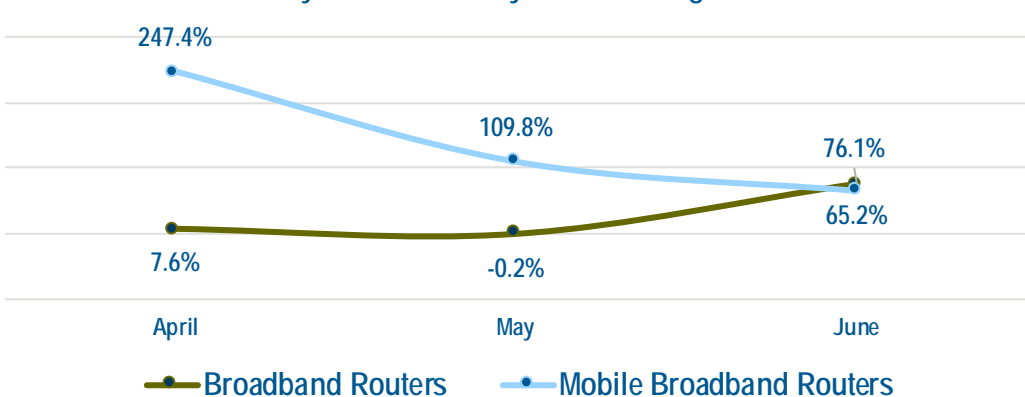
Monthly Y/Y revenue growth



Average Selling Price Euro



Italy Focus : Monthly Y/Y revenue growth





# 04

## CHANNEL HEALTH



# RETAIL CONTINUES TO FLOURISH

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

Week 27

CHANNEL TREND		
WE	EE	Total
-8%	-18%	-9%
6%	2%	5%
-3%	-9%	-3%
27%	6%	24%
31%	27%	30%

Week 24

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

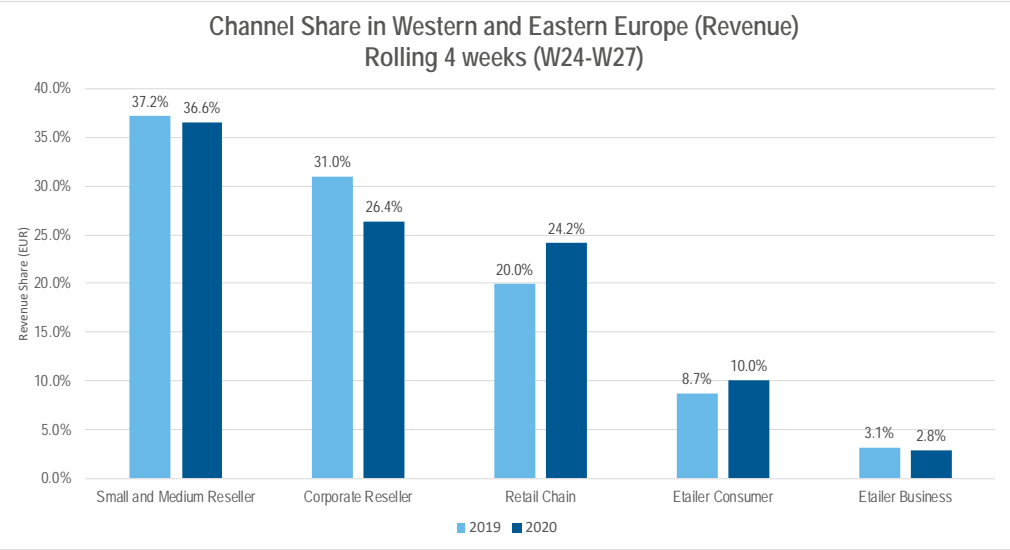
Week 23

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 27



Above	15%
Inbetween	
Below	-20%

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

# SMR EXCEPTION IN THE UK CONTINUES

Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE
Business Channels	Corporate Reseller	-15%	-2%	11%	-3%	-8%	10%	-24%	-12%	-33%	-15%	-35%	-6%	-24%	-12%
	Small and Medium Reseller	9%	-21%	30%	8%	14%	23%	5%	6%	-5%	2%	-2%	19%	-11%	15%
	Etailer Business	1%	9%	0%	-8%	-9%	-11%	-18%	27%	-22%	36%	-58%	-8%	28%	-24%
Retail Channels	Etailer Consumer	44%	24%	20%	-16%	21%	50%	13%	57%	19%	65%	16%	4%	41%	26%
	Retail Chain	40%	13%	55%	25%	35%	24%	7%	31%	17%	51%	23%	3%	-2%	8%

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

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

## NEXT WEEK: A NEW BEGINNING



- Weekly Industry Update – Covid Phase 2
- Revenue Index set on the basis of full 2019 revenues, converted into a weekly reference
- Focus is
  - ✓ Recovery of value business and sustaining volume growth
  - ✓ Continuing to give weekly focus in a time of rapid change
  - ✓ Developing new indicators
  - ✓ Channelling the vision and insight of industry thought leaders

# Thank you!

ANY  
QUESTIONS?



# CONTEXT Covid-19 Weekly Report

*For the Period:* **4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019**

*Created For:* **CONTEXT**

*Version:* **V15**

*Date Published:* **14 July 2020**

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Weekly %YoY Trend

Weekly %YoY WE

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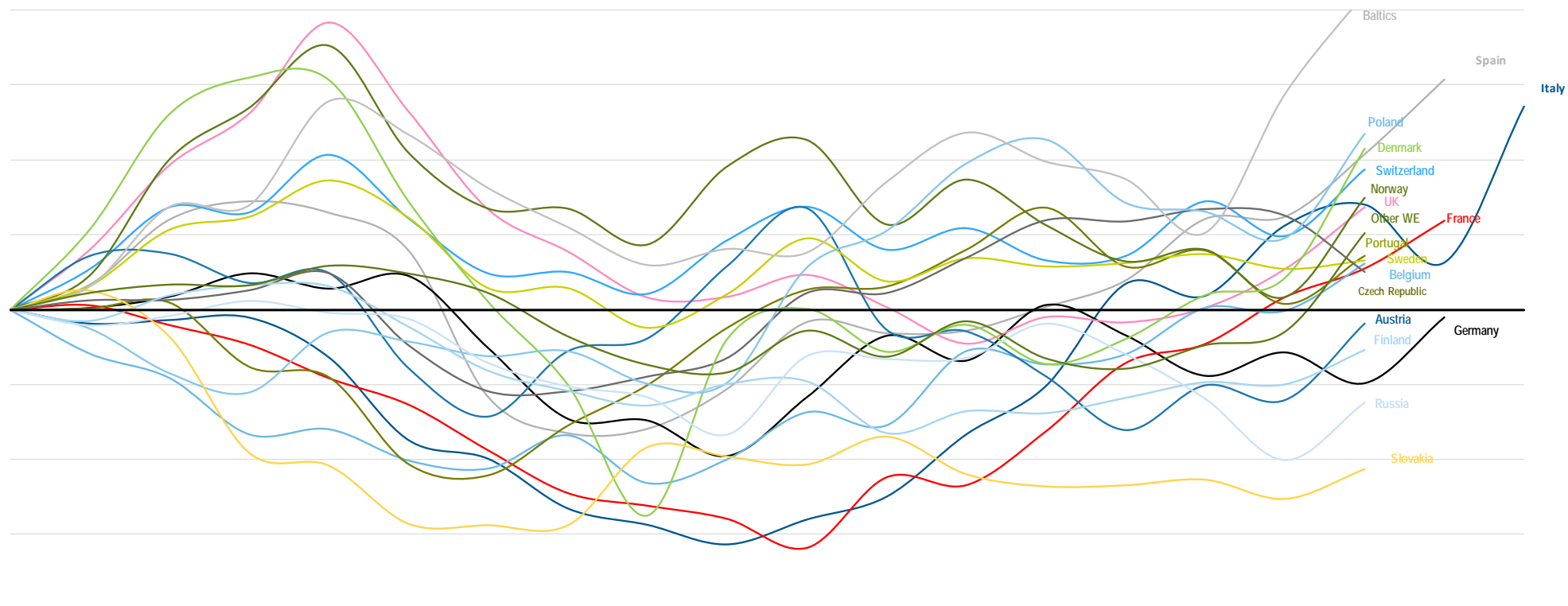
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### Index Total Market

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

Weekly Revenue Trend Index - All Countries

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



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

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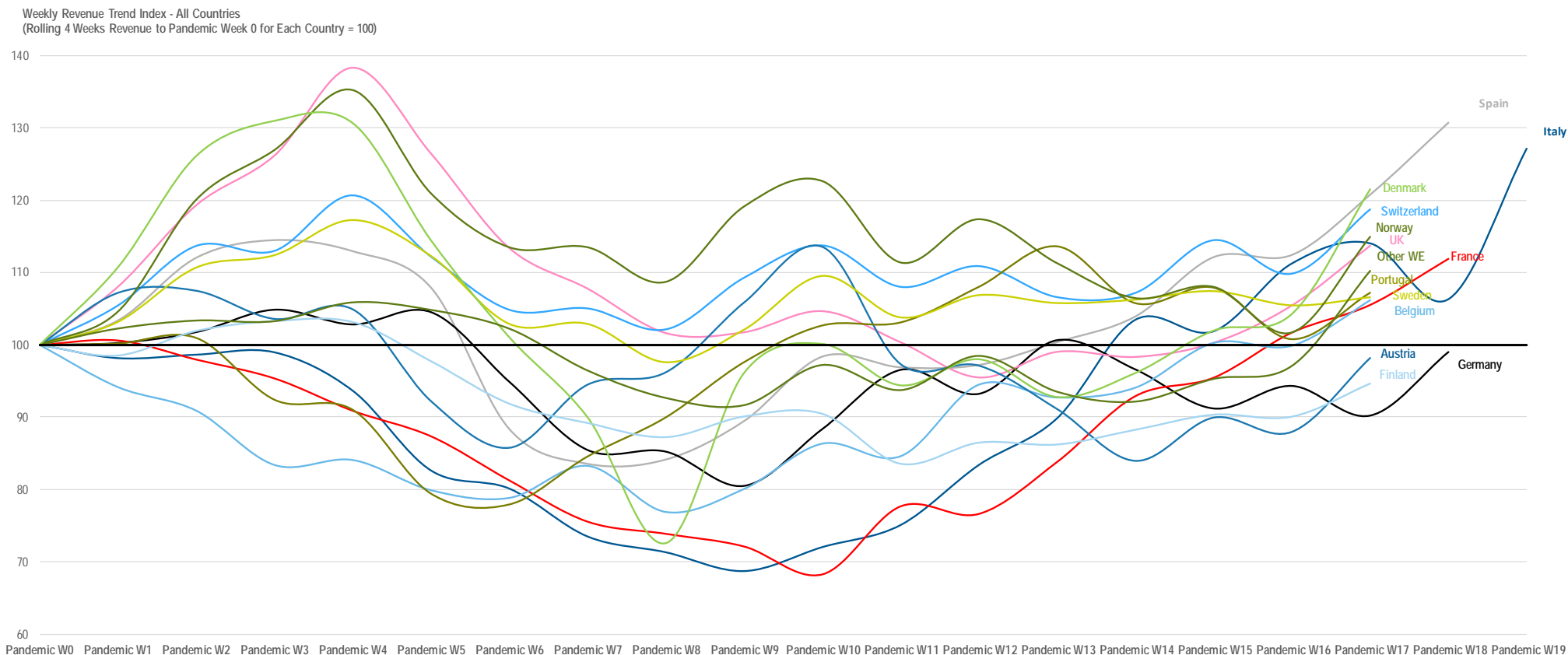
Index Total Market WE

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### Index Total Market WE

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



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

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Index Total Market EE

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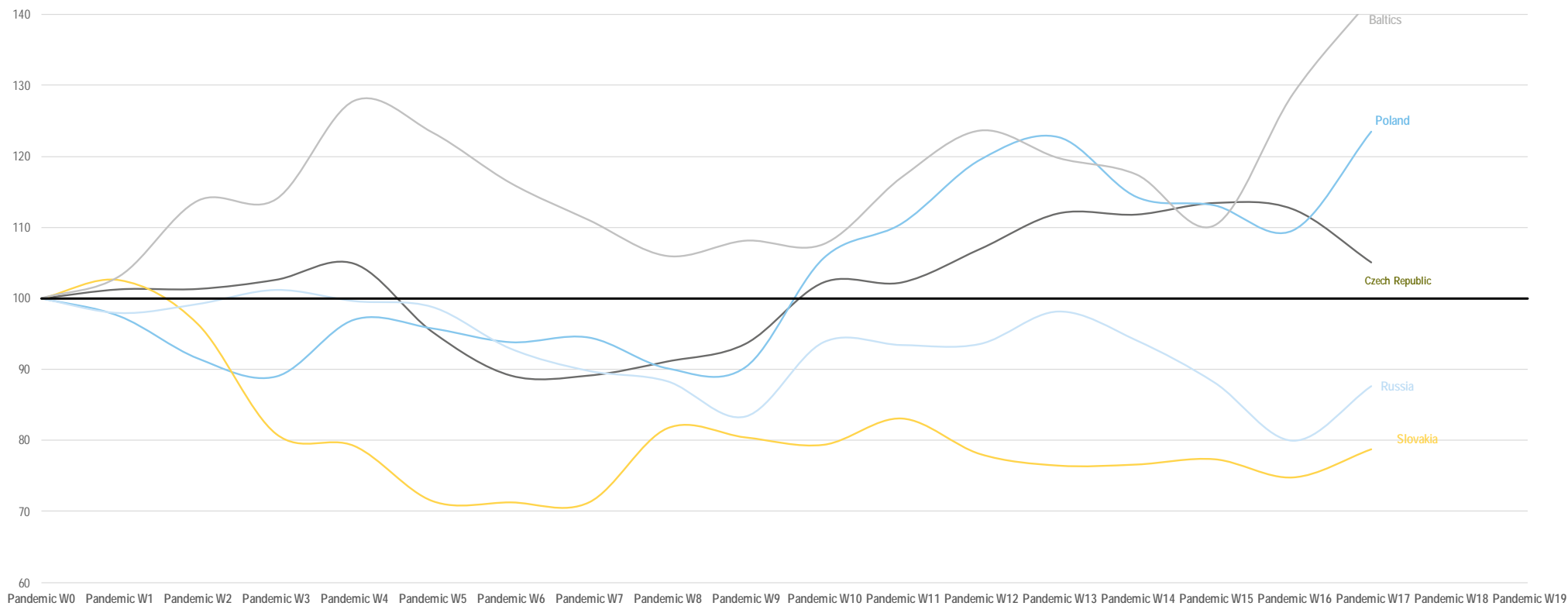
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### Index Total Market EE

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

Weekly Revenue Trend Index - All Countries

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



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

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Index Thumbnail WE

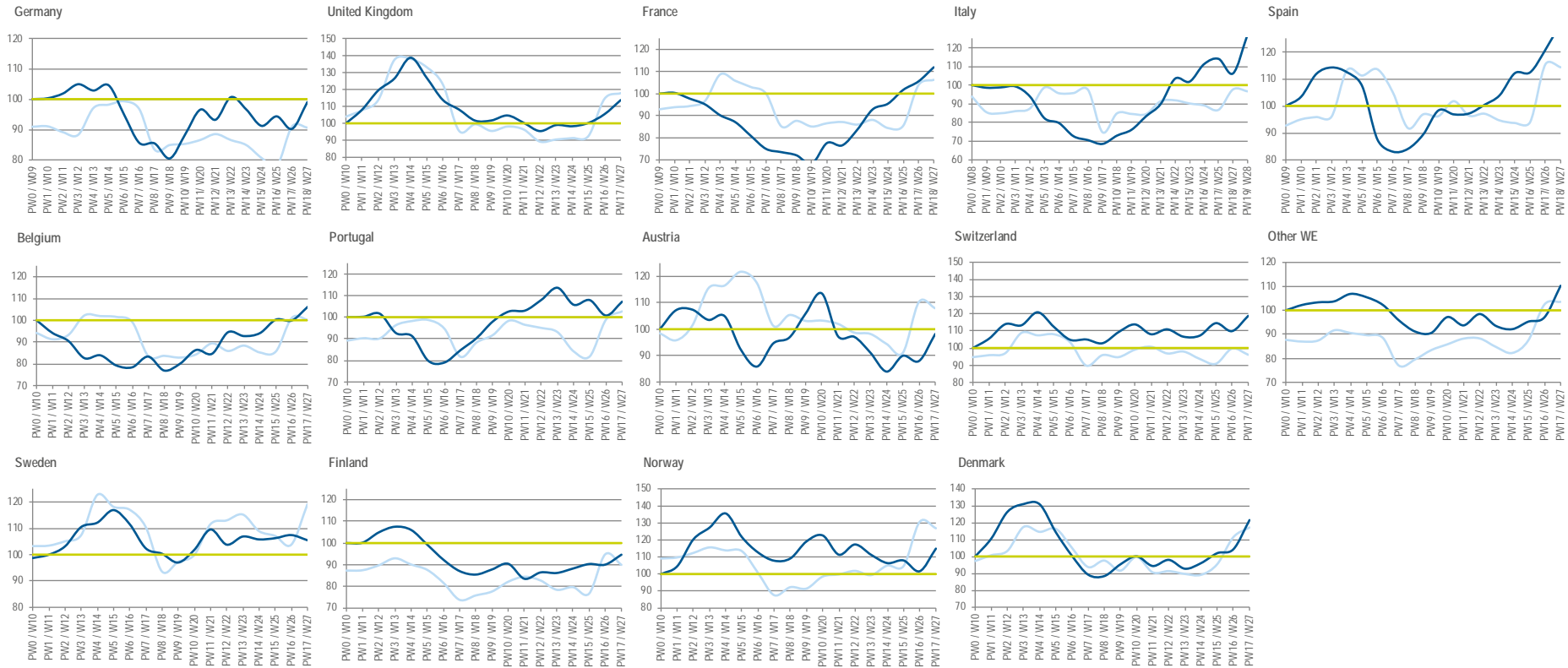
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## Index Revenue Trend - Western Europe

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

2020 — 2019 —



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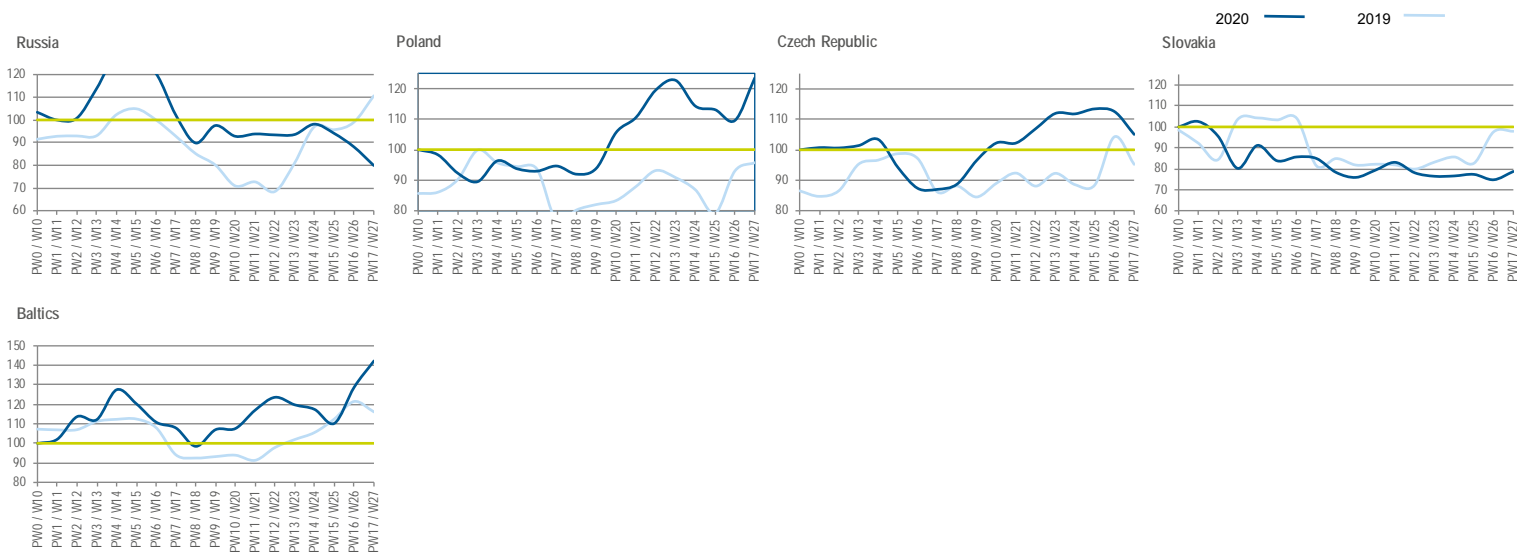
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## Index Revenue Trend - Eastern Europe

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

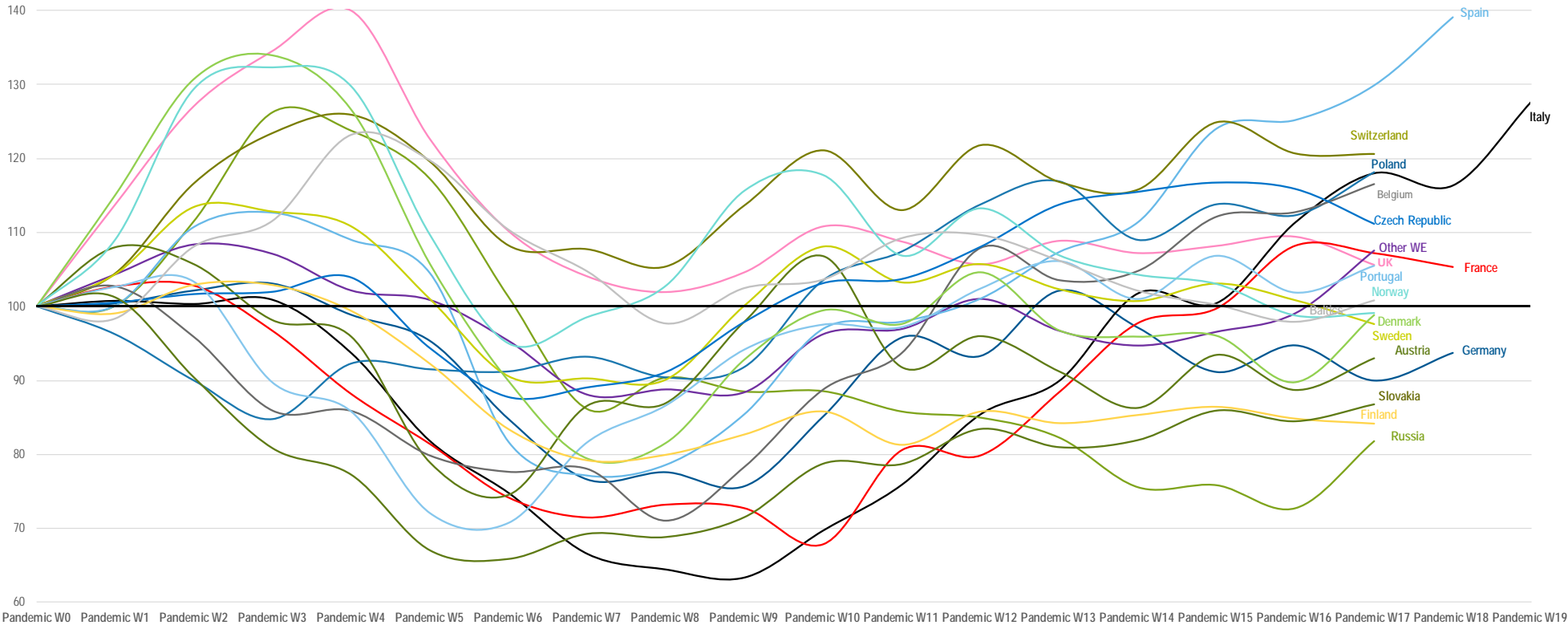


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Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.



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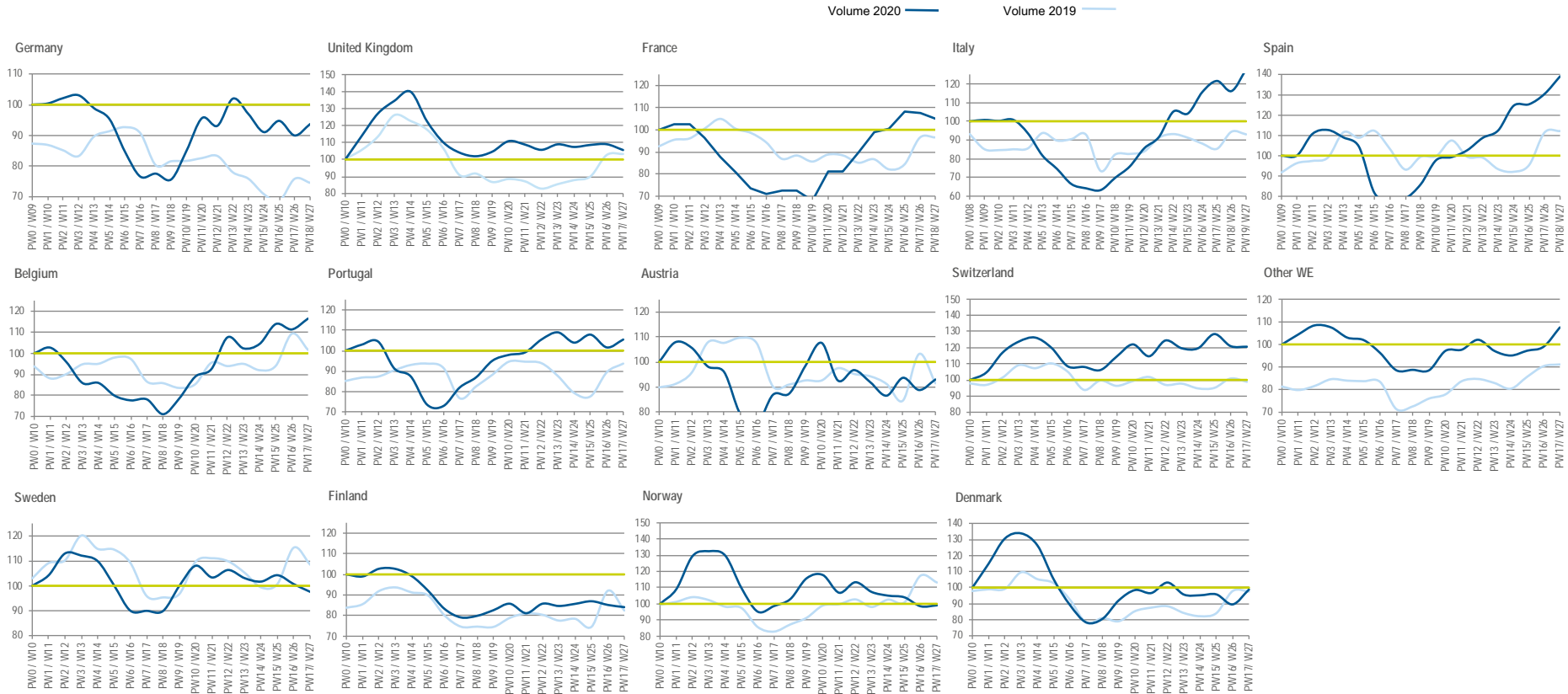
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## Index Volume Market - Western Europe

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



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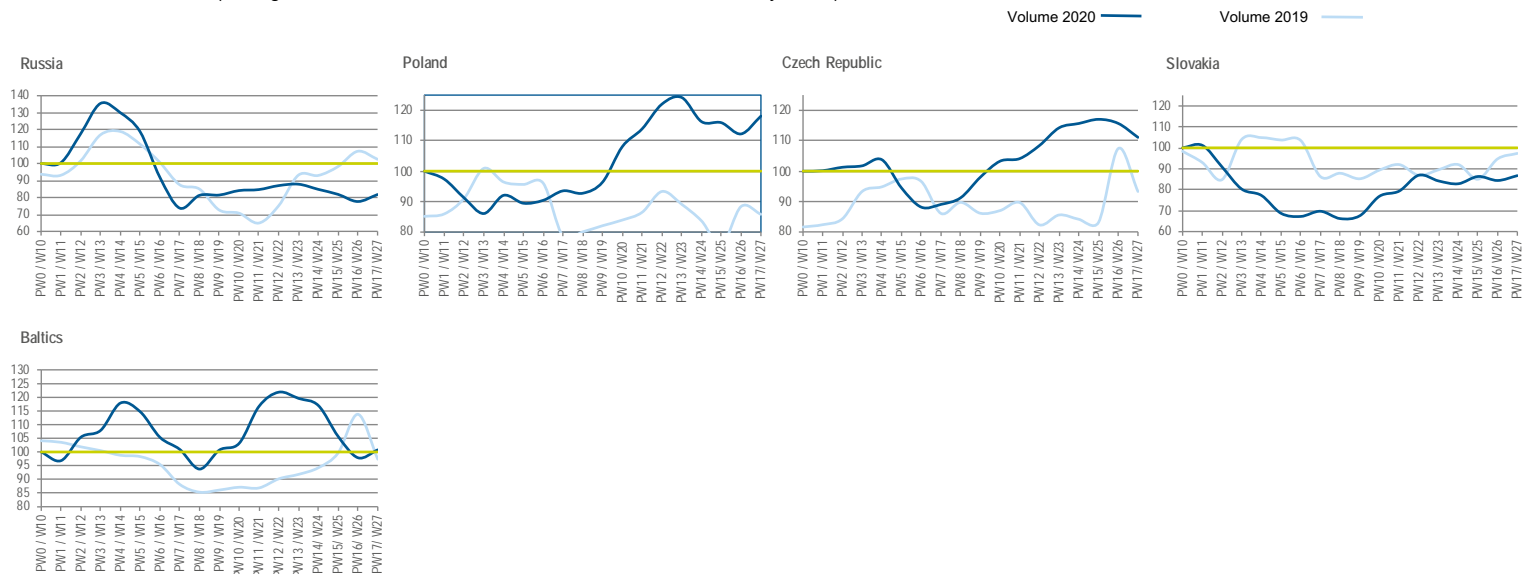
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Index Value Market

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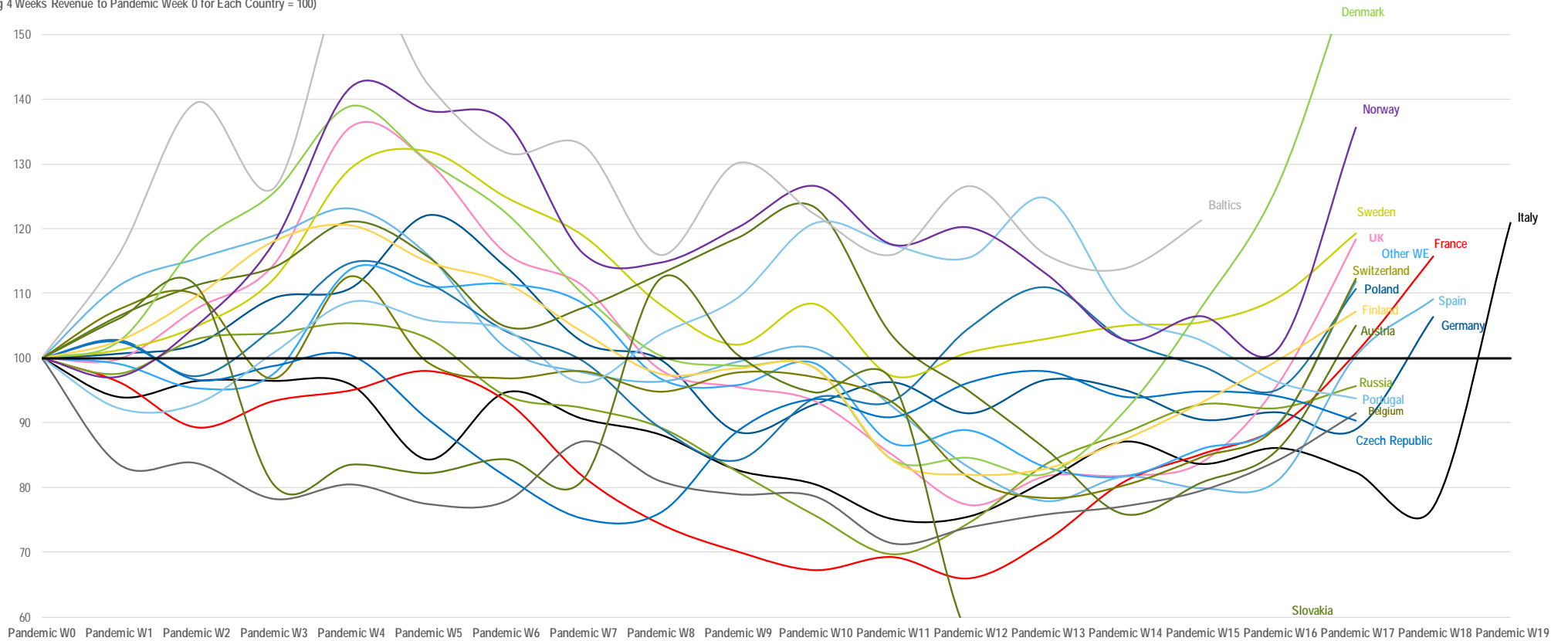
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### Index Value Market

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

Weekly Revenue Trend Index - All Countries (Value)

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



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

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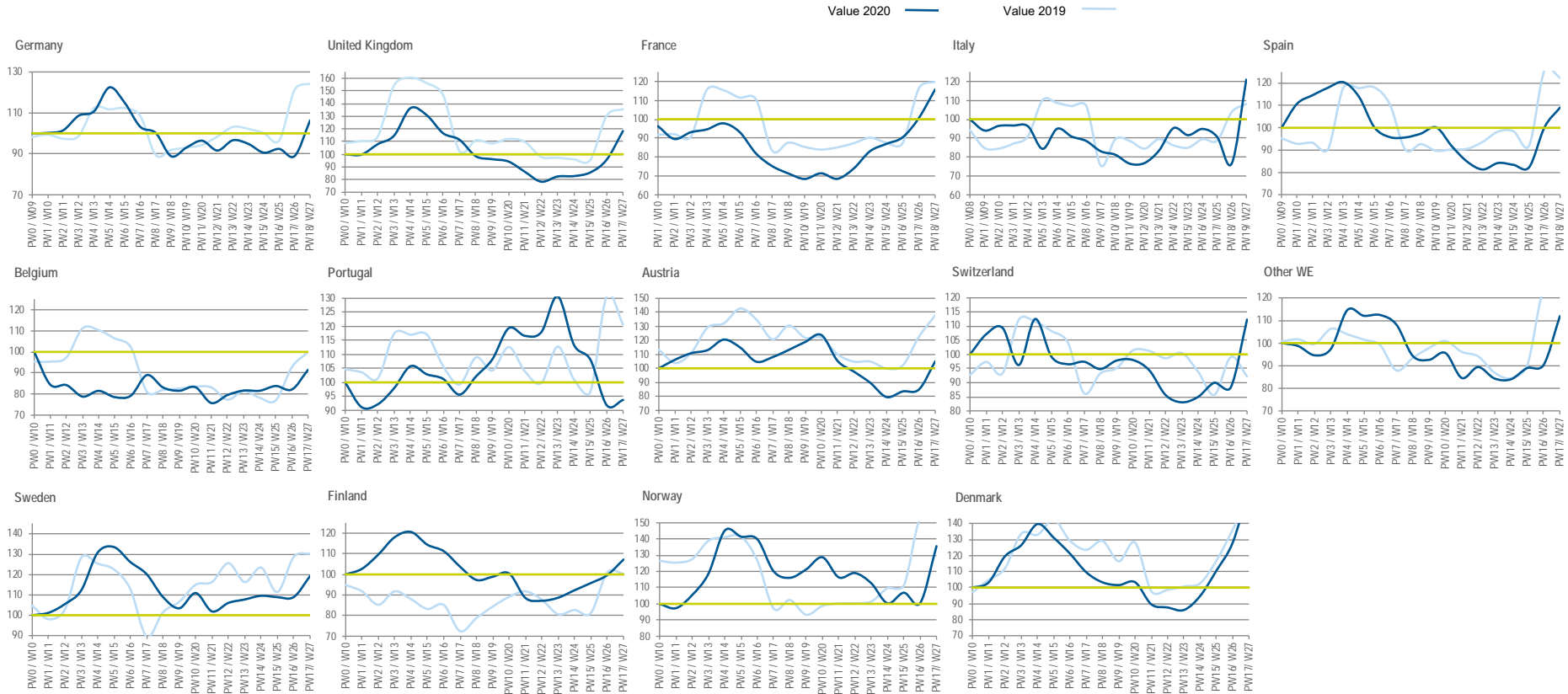
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## Index Value Market - Western Europe

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



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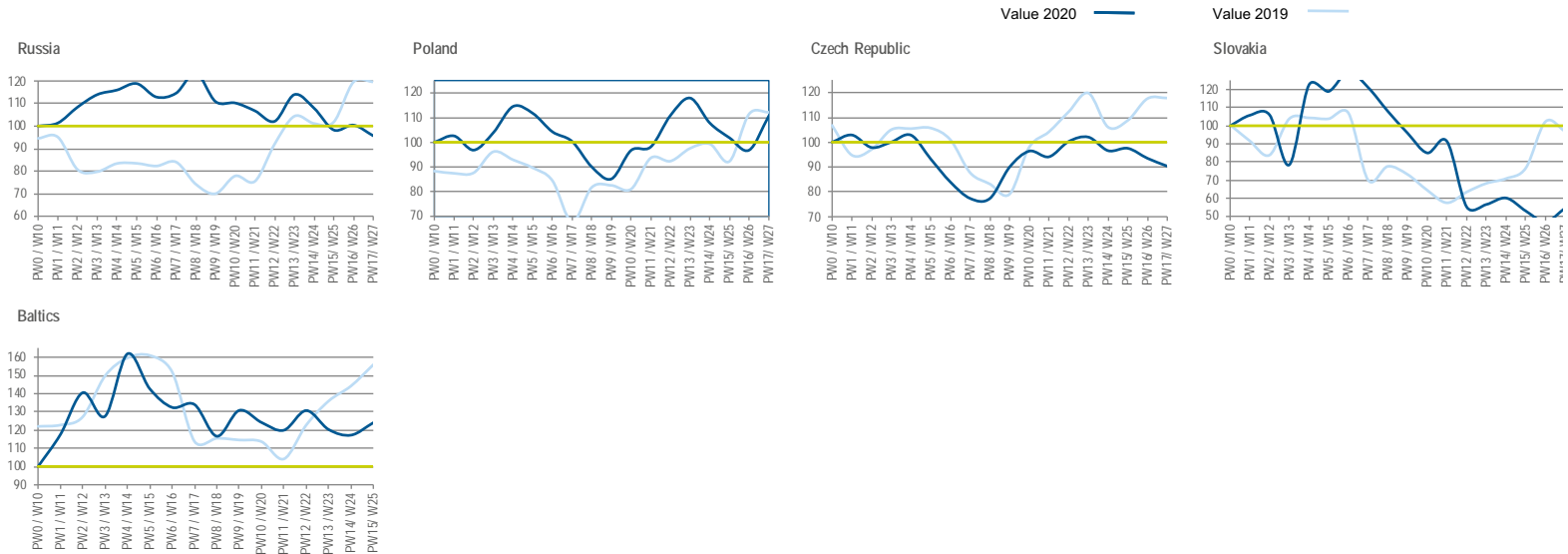
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## Index Value Market - Eastern Europe

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



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Weekly %YoY Trend

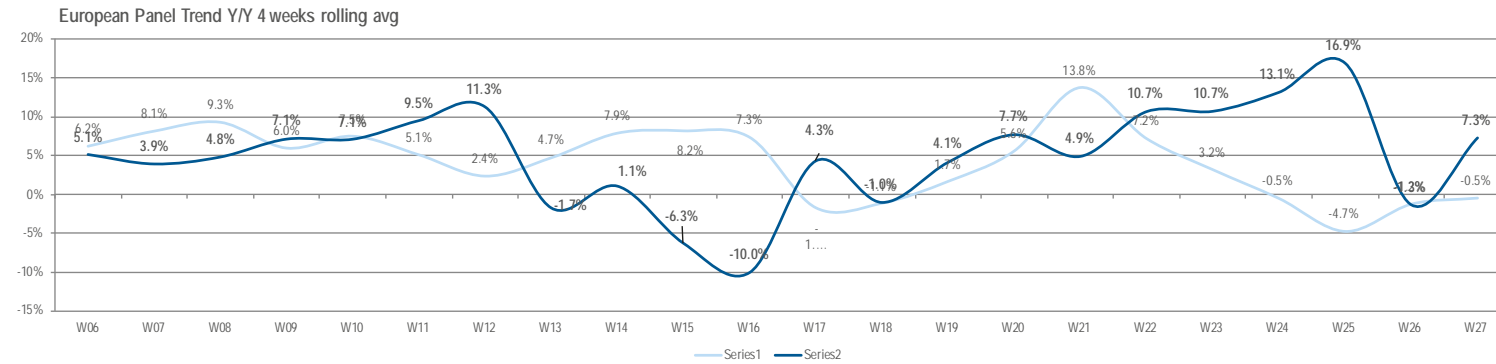
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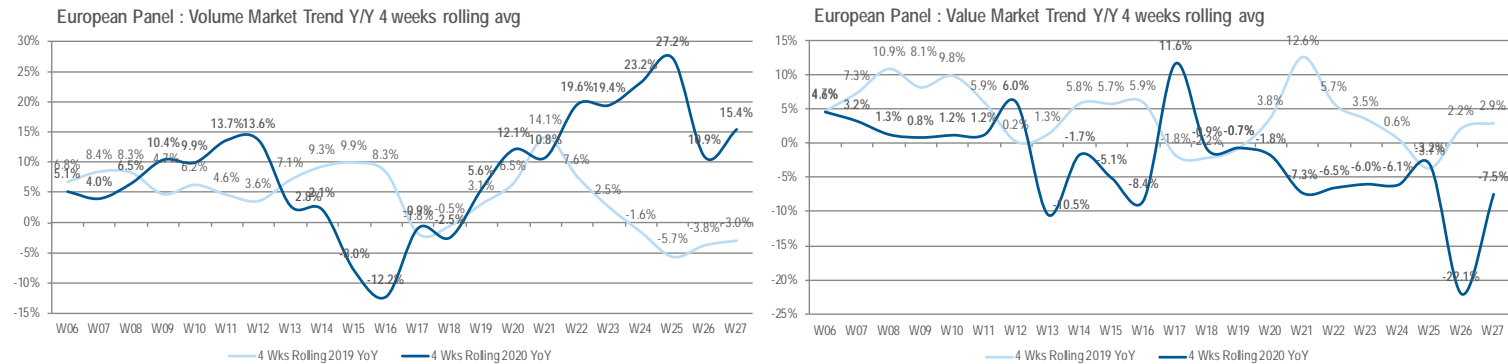
## Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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





# CONTEXT Covid-19 Weekly Report

Weekly %YoY WE

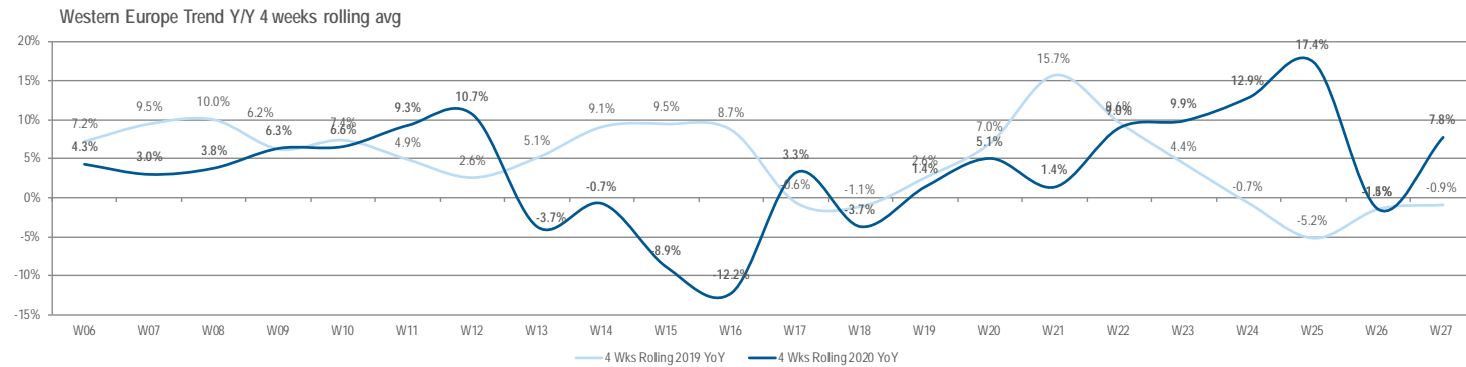
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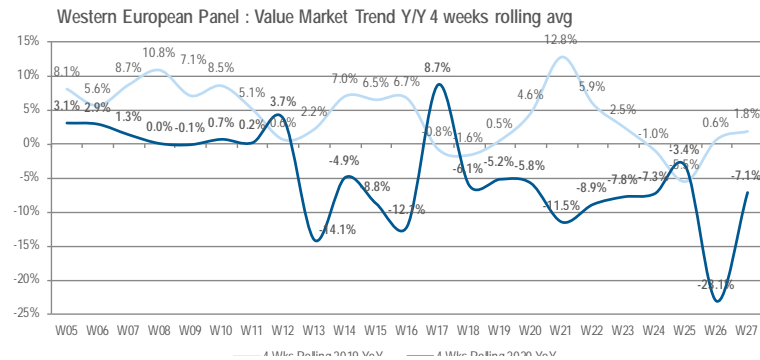
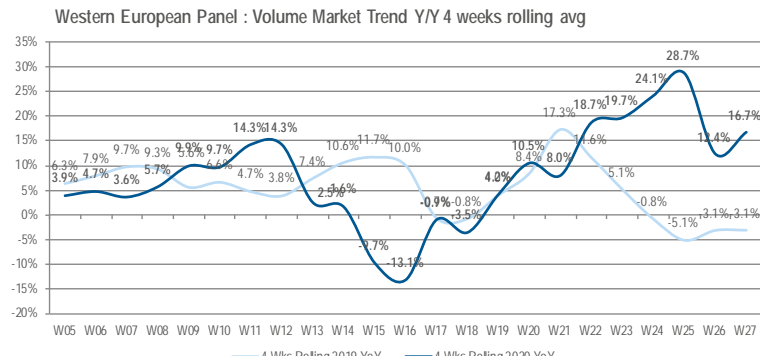
## Weekly %YoY Trend Western Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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



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Weekly %YoY EE

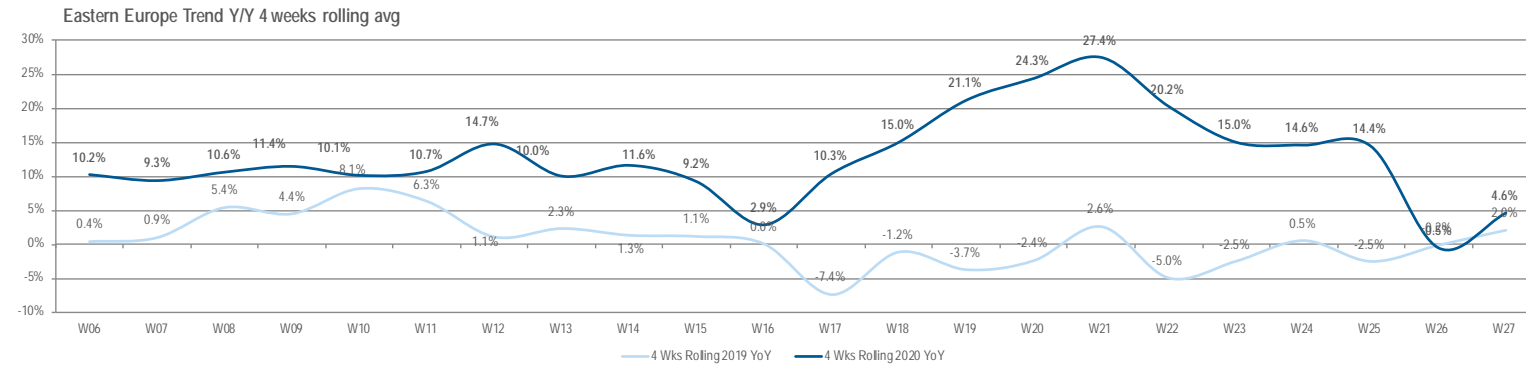
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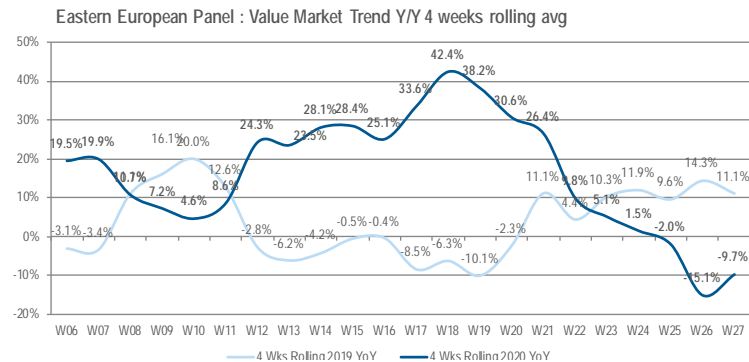
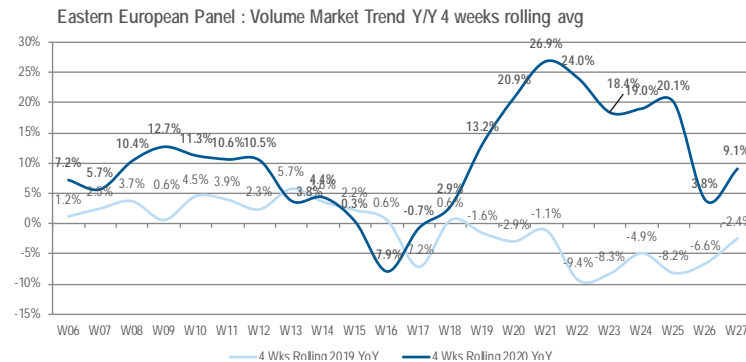
## Weekly %YoY Trend Eastern Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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



# CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

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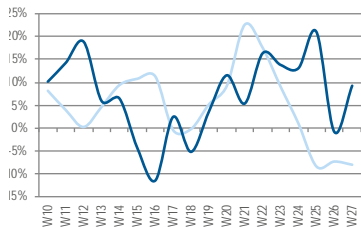
## Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

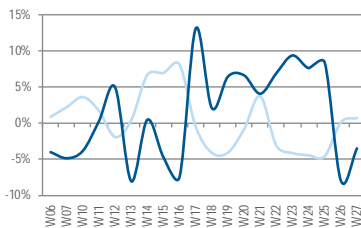
Rolling 4 Week Periods

2020 — 2019

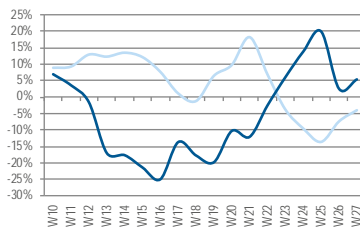
Germany growth Y/Y 4 weeks rolling avg



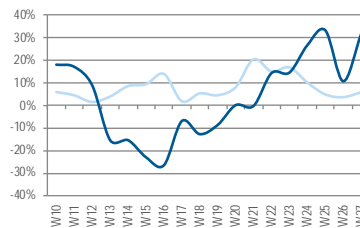
United Kingdom growth Y/Y 4 weeks rolling avg



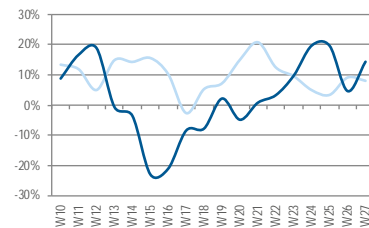
France growth Y/Y 4 weeks rolling avg



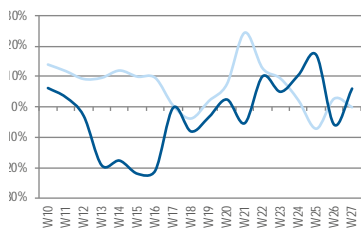
Italy growth Y/Y 4 weeks rolling avg



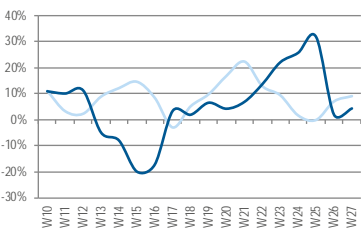
Spain growth Y/Y 4 weeks rolling avg



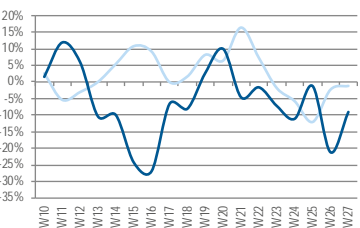
Belgium growth Y/Y 4 weeks rolling avg



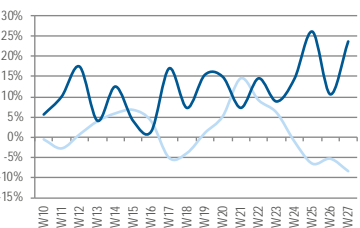
Portugal growth Y/Y 4 weeks rolling avg



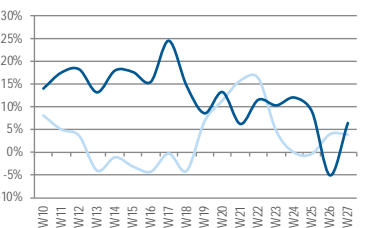
Austria growth Y/Y 4 weeks rolling avg



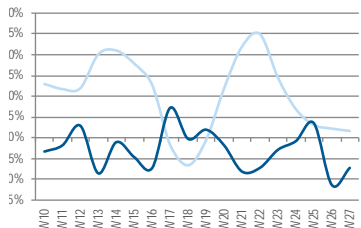
Switzerland growth Y/Y 4 weeks rolling avg



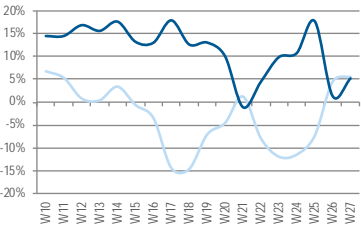
Other WE growth Y/Y 4 weeks rolling avg



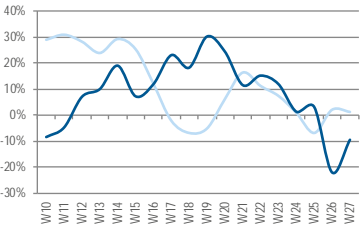
Sweden growth Y/Y 4 weeks rolling avg



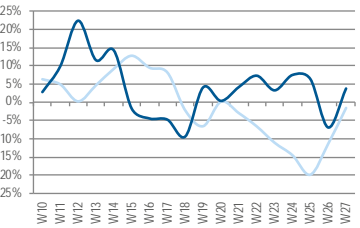
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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Weekly %YoY Trend EE Thumbnails

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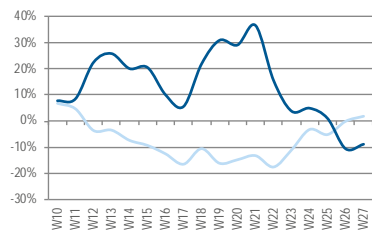
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## Weekly %YoY Trend - Eastern Europe

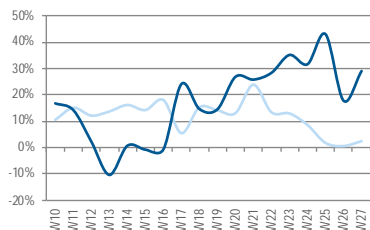
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

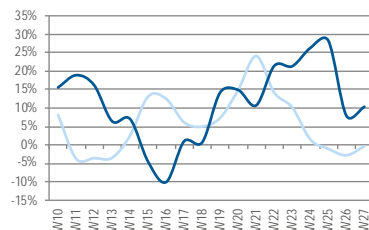
Russia growth Y/Y 4 weeks rolling avg



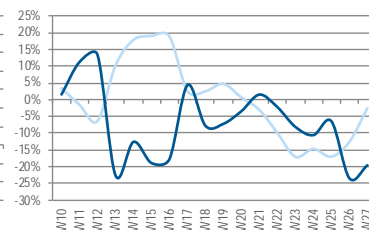
Poland growth Y/Y 4 weeks rolling avg



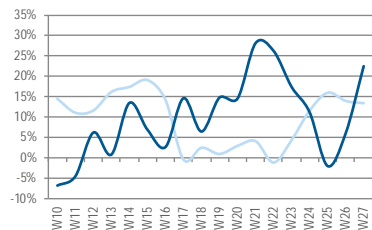
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



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Index Notebooks APP Trend WE

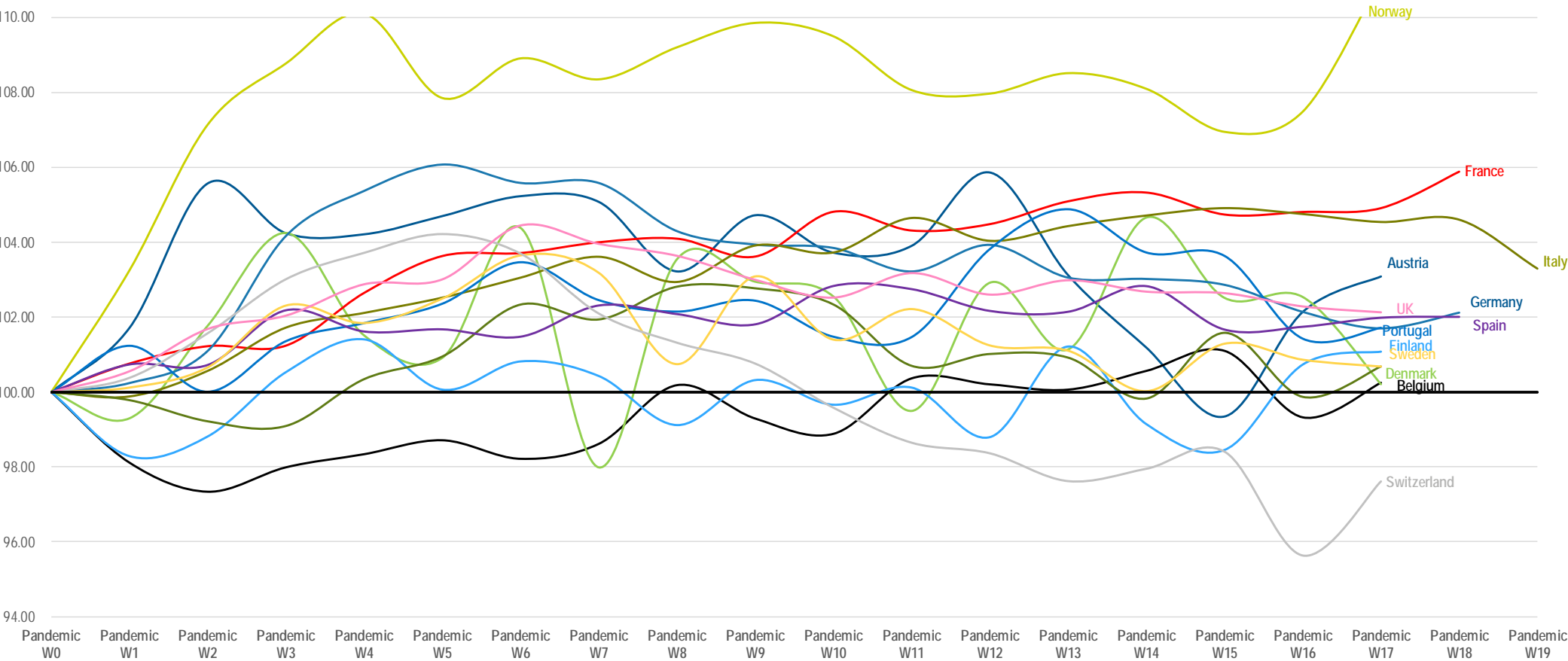
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## Weekly Notebooks Average Product Price Trend - Western Europe

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

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



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

# CONTEXT Covid-19 Weekly Report

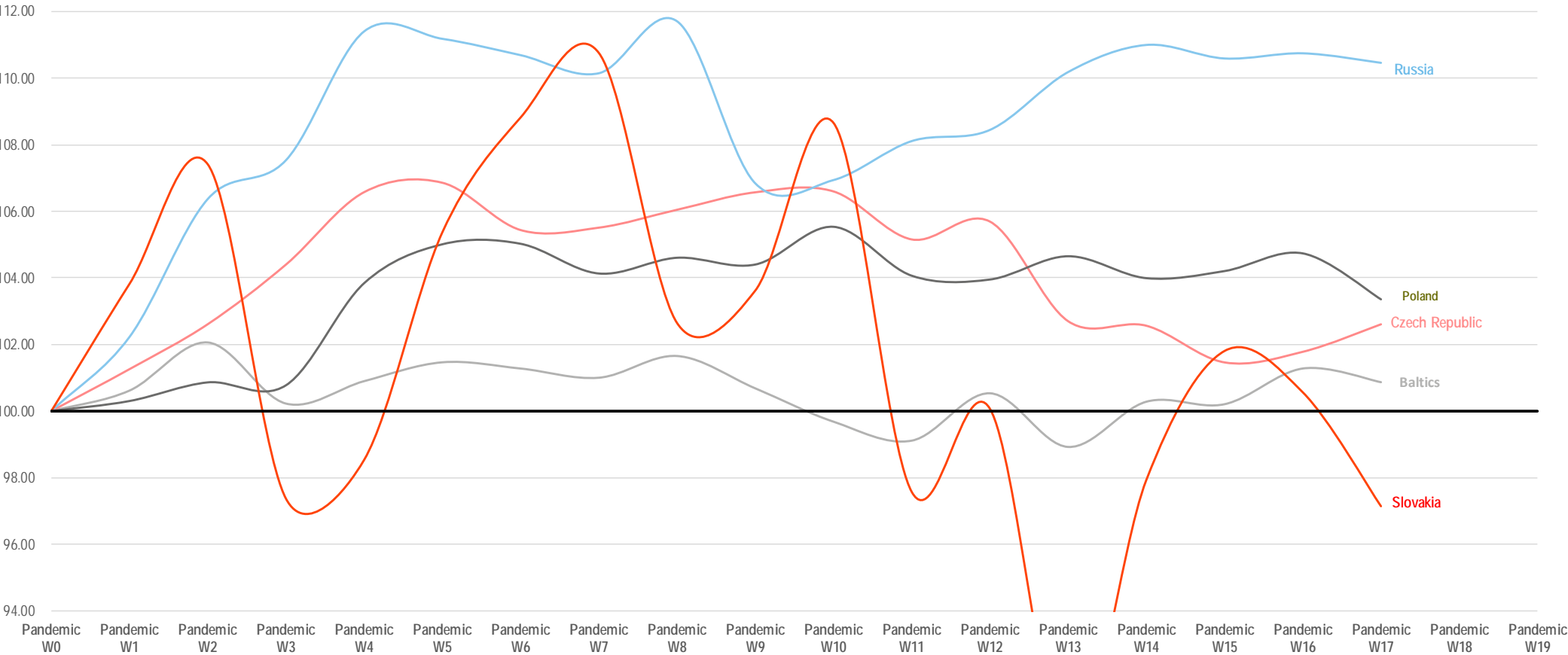
Index Notebooks APP Trend EE

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

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



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

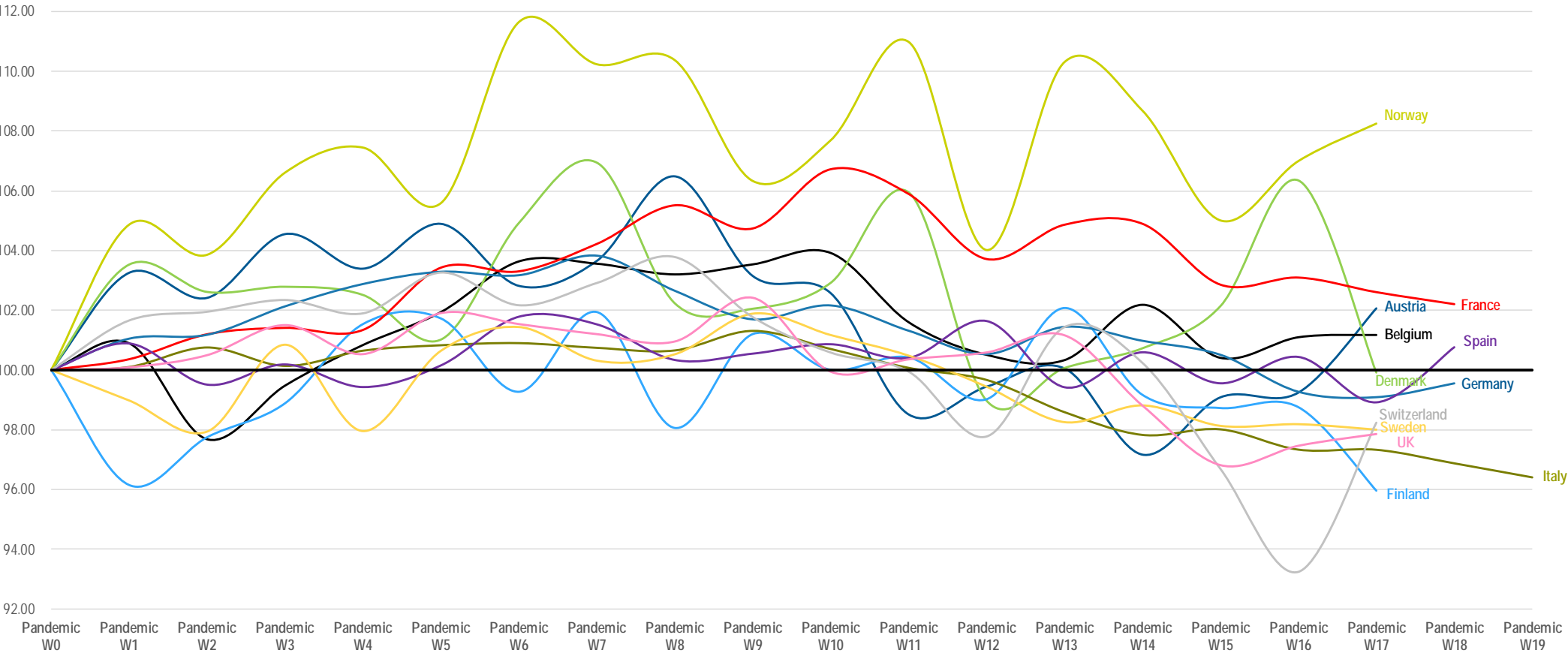
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Index Desktops APP Trend WE  
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## Weekly Desktops Average Product Price Trend - Western Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

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



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



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Index Desktops APP Trend EE

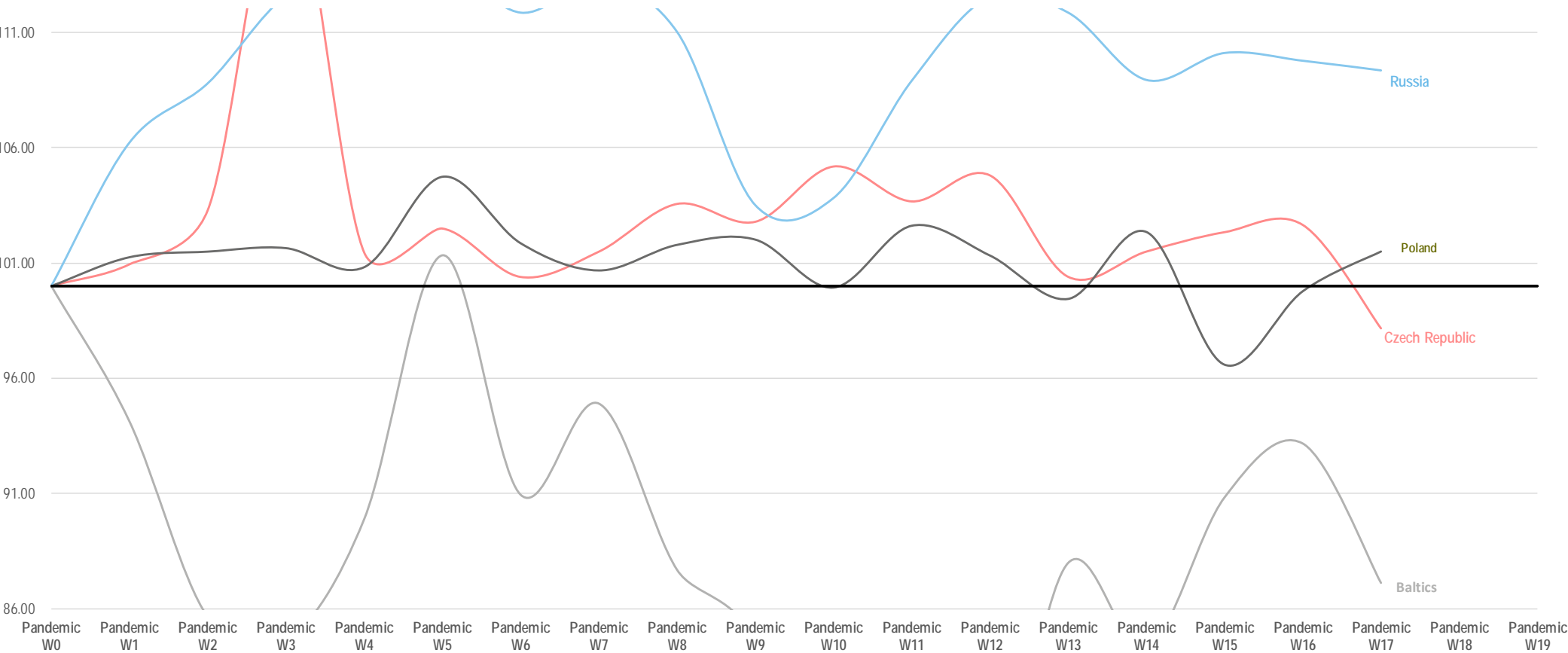
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## Weekly Desktops Average Product Price Trend - Eastern Europe

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

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



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

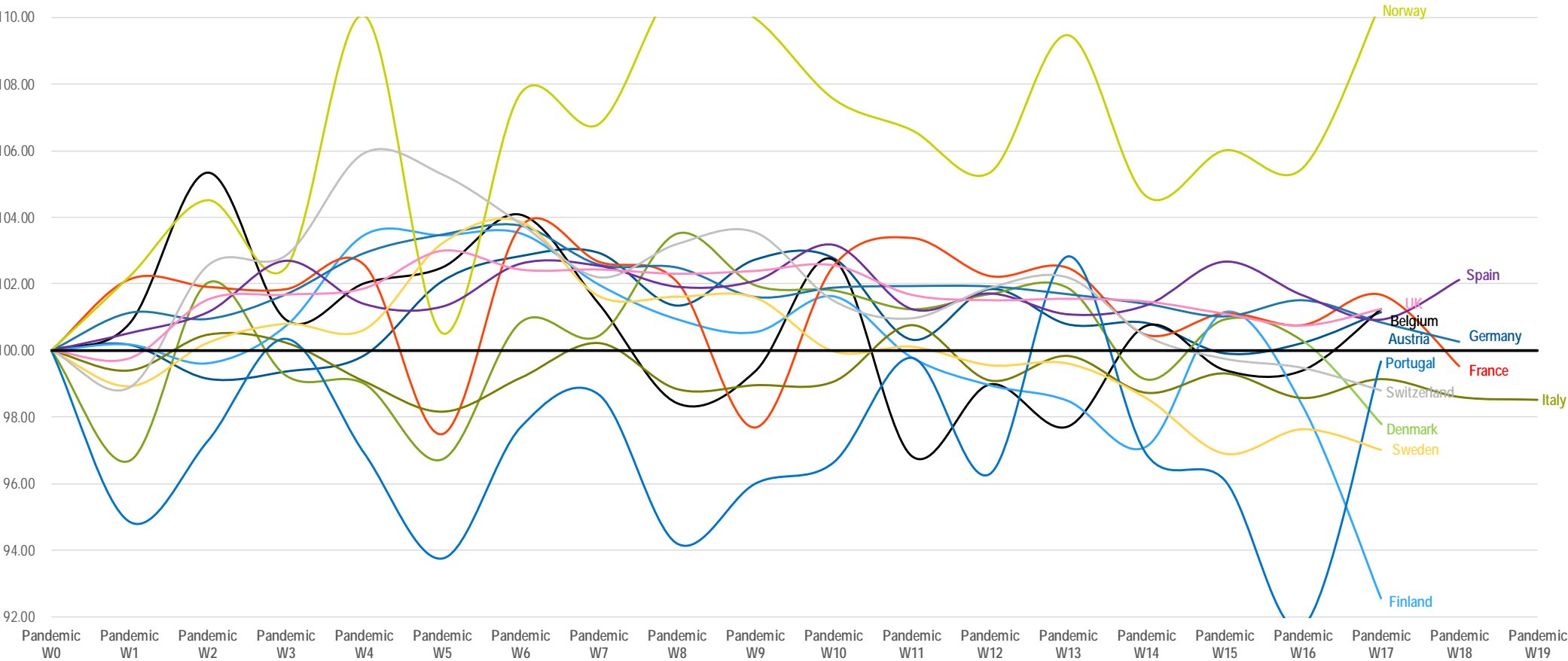
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## Weekly Monitors Average Product Price Trend - Western Europe APP Trend Index (Pandemic Week 0 for Each Country = 100)

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



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

# CONTEXT Covid-19 Weekly Report

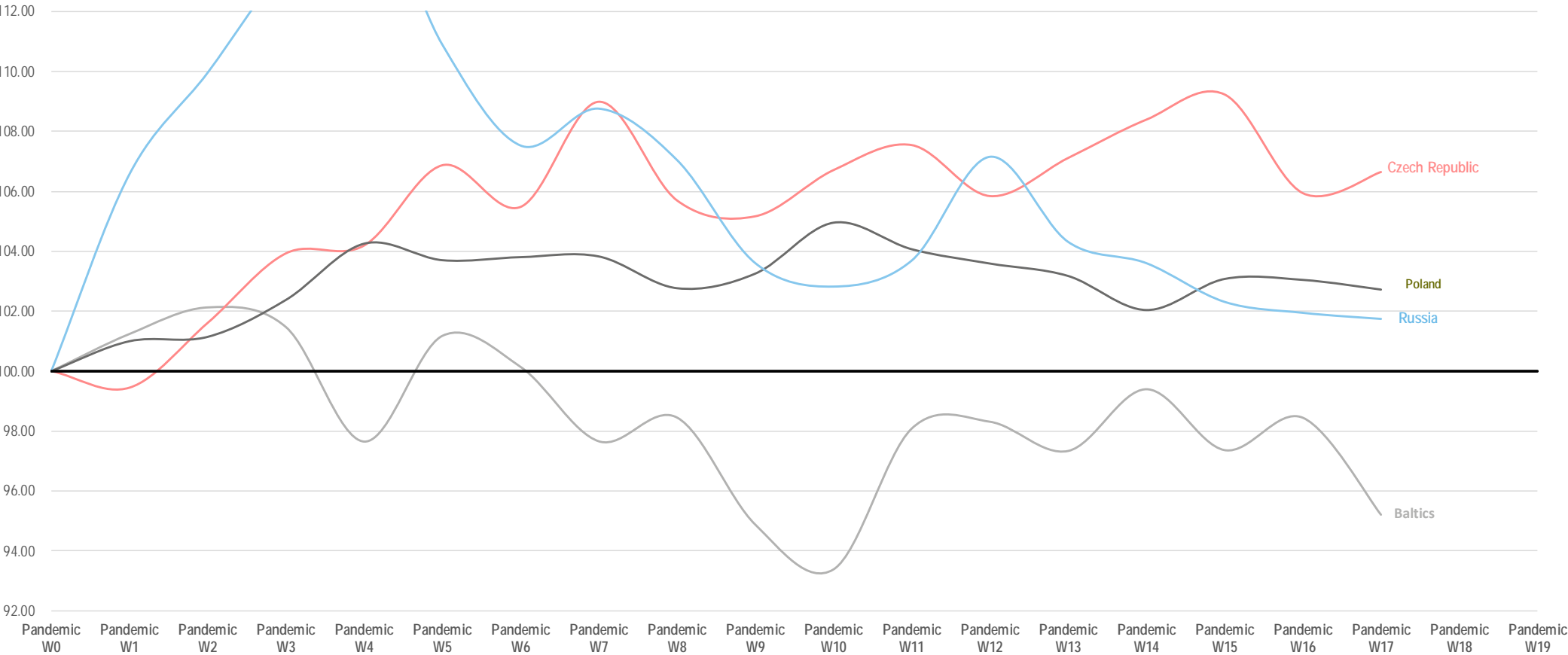
Index Monitors APP Trend EE

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

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



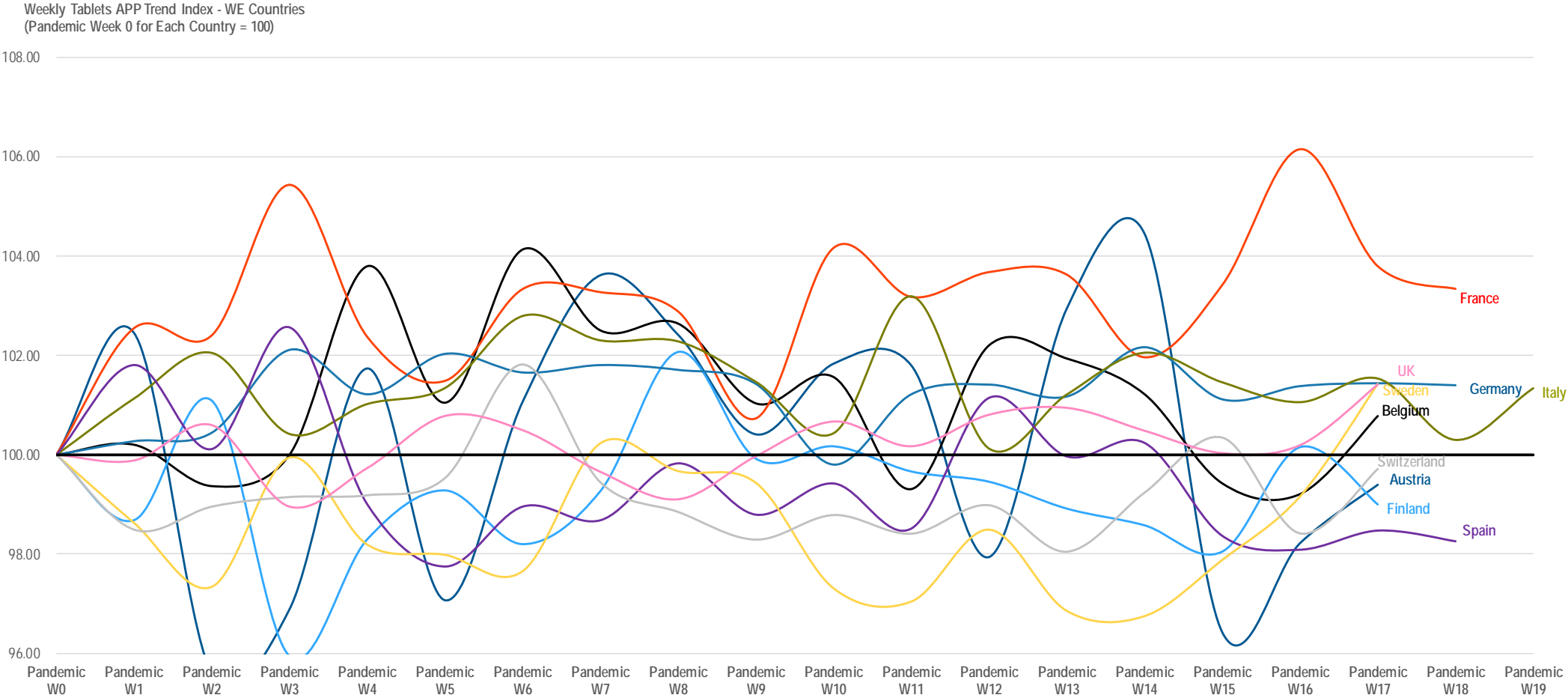
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Weekly Tablets Average Product Price Trend - Western Europe  
APP Trend Index (Pandemic Week 0 for Each Country = 100)



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.

# CONTEXT Covid-19 Weekly Report

Index Tablets APP Trend EE

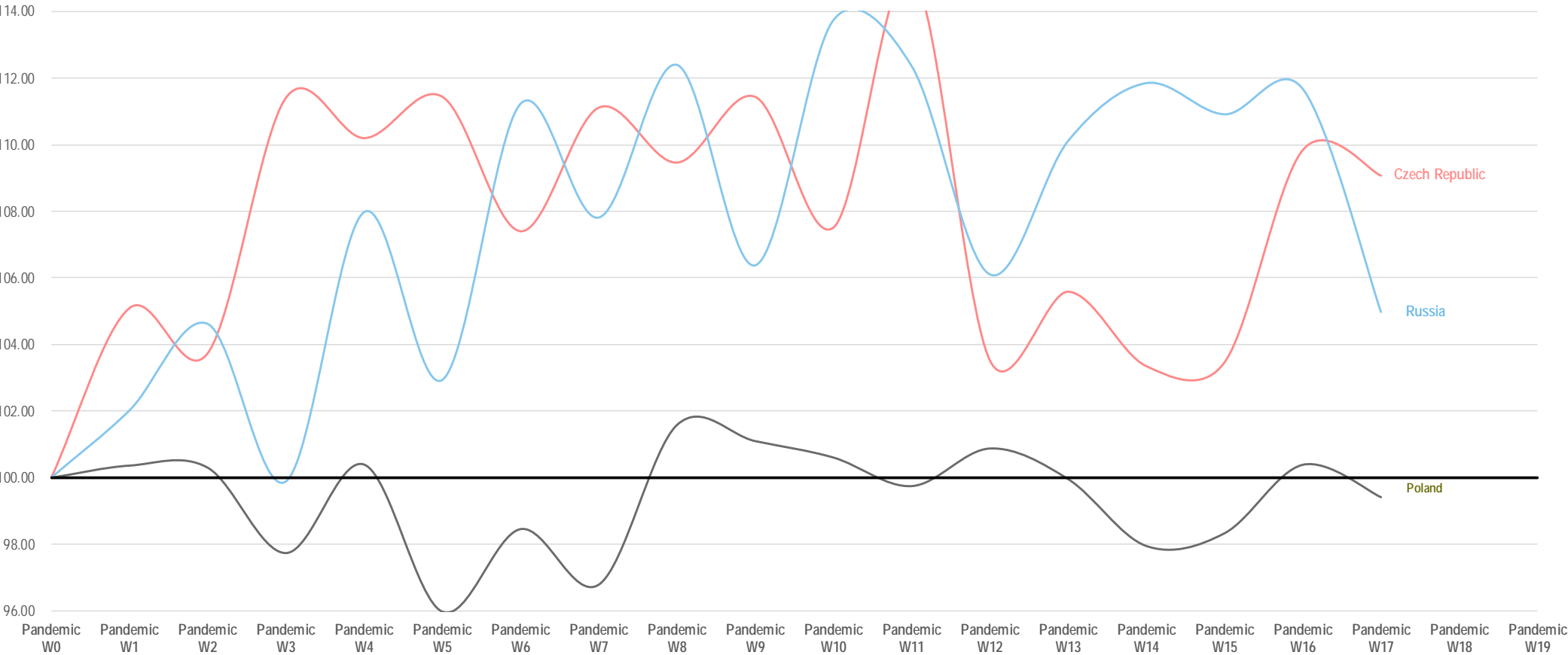
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## Weekly Tablets Average Product Price Trend - Eastern Europe

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

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



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

# CONTEXT Covid-19 Weekly Report

Top Growth Industry

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W26	Rank-W27	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1	↑ Mobile Computing	49%	19%	82%	27%	33%	12%	-18%	15%	8%	-8%	48%	0%	-15%	15%	9%	56%	-9%	12%	10%	29%	19%	28%
3	2	↑ Computing Accessories	31%	4%	52%	24%	63%	39%	1%	28%	44%	24%	58%	-3%	7%	41%	16%	37%	19%	19%	5%	27%	22%	27%
1	3	↓ Telecommunications	16%	9%	53%	15%	38%	96%	7%	60%	-2%	5%	-2%	12%	-16%	19%	-63%	39%	48%	63%	75%	25%	17%	24%
6	4	↑ Computing Components	32%	7%	8%	33%	30%	78%	26%	7%	3%	47%	-8%	35%	29%	53%	-3%	65%	20%	62%	-23%	25%	16%	22%
5	5	→ Wearable Devices	87%	10%	38%	-39%	66%	-22%	-38%	-26%	57%	9%	77%	25%	-50%	-21%	-17%	135%	19%	-60%	-70%	21%	34%	22%
4	6	↓ Audio-Video Systems	37%	-6%	51%	-2%	15%	68%	-26%	53%	-26%	36%	13%	34%	6%	24%	1%	110%	19%	48%	4%	20%	36%	21%
7	7	→ Displays	37%	-13%	25%	0%	23%	22%	-27%	-1%	16%	29%	10%	8%	-16%	20%	-10%	10%	19%	-4%	-25%	9%	0%	7%
8	8	→ Other Networking Equipment	8%	7%	11%	-16%	-21%	-12%	27%	25%	8%	-7%	-16%	11%	-40%	-11%	0%	30%	15%	-20%	-27%	0%	3%	0%
12	9	↑ Disk Storage	7%	0%	23%	-4%	2%	27%	-4%	4%	-16%	44%	2%	7%	-2%	3%	-28%	9%	-10%	-10%	-44%	6%	-18%	0%
9	10	↓ Printing Consumables	-8%	-15%	15%	9%	6%	27%	6%	-1%	0%	-3%	-8%	4%	9%	26%	-29%	7%	107%	-60%	-21%	1%	-11%	0%
10	11	↓ Wireless Networking	18%	-15%	42%	5%	-58%	2%	-13%	48%	21%	-3%	-4%	10%	-11%	5%	-19%	54%	76%	13%	7%	-3%	10%	-2%
16	12	↑ Software and Licences	-12%	-8%	12%	6%	3%	22%	-2%	-4%	-17%	6%	-13%	6%	-18%	-6%	-10%	-6%	-22%	93%	-29%	-4%	0%	-3%
14	13	↑ Networking Systems	0%	-28%	21%	-18%	-20%	2%	22%	1%	-11%	-16%	16%	-18%	-22%	-18%	20%	-1%	54%	2%	-41%	-10%	15%	-5%
11	14	↓ Connectivity	11%	-25%	1%	-19%	7%	5%	-16%	29%	2%	29%	37%	5%	2%	-11%	-23%	27%	-13%	-34%	1%	-7%	-8%	-7%
13	15	↓ Power Equipment	-3%	-4%	-9%	-18%	-20%	-2%	49%	3%	6%	-4%	-48%	36%	-5%	1%	-14%	-15%	-13%	-21%	-8%	-5%	-14%	-8%
17	16	↑ Desktop Computing	9%	-39%	-15%	-17%	-26%	8%	-12%	-13%	-21%	-40%	-42%	-30%	-47%	8%	22%	-5%	3%	-35%	-44%	-16%	8%	-11%
18	17	↑ Warranties and Services	-26%	0%	15%	-13%	0%	-4%	-7%	-30%	-38%	-26%	-47%	-11%	2%	-12%	-50%	-25%	-49%	110%	-32%	-12%	-40%	-14%
15	18	↓ Scanner Imaging	-17%	-14%	-2%	-19%	-24%	22%	-49%	-29%	-38%	-2%	-33%	-14%	108%	-4%	-18%	-15%	-41%	-59%	-40%	-15%	-23%	-16%
19	19	→ Smart Home and Office	22%	-19%	-14%	-26%	-36%	-84%	-28%	-93%	86%	-42%	875%	45%	206%	-62%	32%	356%	153%	2695%	25%	-23%	365%	-20%
20	20	→ Printing	-18%	-33%	-23%	-24%	-18%	13%	-43%	-26%	9%	-34%	-12%	-26%	-40%	-20%	-25%	25%	-14%	15%	-45%	-22%	-16%	-20%
21	21	→ Data Center Networking and Security	-20%	-12%	-32%	0%	7%	36%	21%	-64%	-42%	-5%	-52%	21%	20%	-7%	-68%	-52%	-54%	132%	39%	-13%	-63%	-25%
23	22	↑ Server Computing	-27%	-37%	9%	-26%	-30%	21%	-63%	-10%	-47%	-32%	-26%	6%	-41%	-67%	-25%	77%	-24%	15%	-62%	-31%	-11%	-27%
22	23	↓ Removable Storage	9%	-58%	-11%	-16%	-55%	9%	-19%	-4%	-15%	-25%	-64%	6%	-24%	16%	-73%	5%	-29%	-24%	-18%	-29%	-34%	-30%
24	24	→ Unified Communications	-27%	-62%	8%	-65%	-42%	38%	-85%	-16%	-47%	28%	5%	-39%	-7%	-53%	-19%	156%	1%	-3%	22%	-41%	-4%	-35%
Country Trend			9%	-3%	32%	5%	14%	24%	-7%	6%	-9%	4%	4%	5%	-9%	6%	-9%	29%	10%	23%	-20%			

## CONTEXT Covid-19 Weekly Report

Top Decline Industry

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019

Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE				
Rank-W26	Rank-W27	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
2	1	📡 Unified Communications	-27%	-62%	8%	-65%	-42%	38%	-85%	-16%	-47%	28%	5%	-39%	-7%	-53%	-19%	156%	1%	-3%	22%	
3	2	💾 Removable Storage	9%	-58%	-11%	-16%	-55%	9%	-19%	-4%	-15%	-25%	-64%	6%	-24%	16%	-73%	5%	-29%	-24%	-18%	
1	3	🖨️ Server Computing	-27%	-37%	9%	-26%	-30%	21%	-63%	-10%	-47%	-32%	-26%	6%	-41%	-67%	-25%	77%	-24%	15%	-62%	
4	4	🌐 Data Center Networking and Security	-20%	-12%	-32%	0%	7%	36%	21%	-64%	-42%	-5%	-52%	21%	20%	-7%	-68%	-52%	-54%	132%	39%	
5	5	🖨️ Printing	-18%	-33%	-23%	-24%	-18%	13%	-43%	-26%	9%	-34%	-12%	-26%	-40%	-20%	-25%	25%	-14%	15%	-45%	
6	6	🏠 Smart Home and Office	22%	-19%	-14%	-26%	-36%	-84%	-28%	-93%	86%	-42%	875%	45%	206%	-62%	32%	356%	153%	2695%	25%	
10	7	📷 Scanner Imaging	-17%	-14%	-2%	-19%	-24%	22%	-49%	-29%	-38%	-2%	-33%	-14%	108%	-4%	-18%	-15%	-41%	-59%	-40%	
7	8	🛡️ Warranties and Services	-26%	0%	15%	-13%	0%	-4%	-7%	-30%	-38%	-26%	-47%	-11%	2%	-12%	-50%	-25%	-49%	110%	-32%	
8	9	💻 Desktop Computing	9%	-39%	-15%	-17%	-26%	8%	-12%	-13%	-21%	-40%	-42%	-30%	-47%	8%	22%	-5%	3%	-35%	-44%	
12	10	⚡ Power Equipment	-3%	-4%	-9%	-18%	-20%	-2%	49%	3%	6%	-4%	-48%	36%	-5%	1%	-14%	-15%	-13%	-21%	-8%	
14	11	🌐 Connectivity	11%	-25%	1%	-19%	7%	5%	-16%	29%	2%	29%	37%	5%	2%	-11%	-23%	27%	-13%	-34%	1%	
11	12	🌐 Networking Systems	0%	-28%	21%	-18%	-20%	2%	22%	1%	-11%	-16%	16%	-18%	-22%	-18%	20%	-1%	54%	2%	-41%	
9	13	📦 Software and Licences	-12%	-8%	12%	6%	3%	22%	-2%	-4%	-17%	6%	-13%	6%	-18%	-6%	-10%	-6%	-22%	93%	-29%	
15	14	📶 Wireless Networking	18%	-15%	42%	5%	-58%	2%	-13%	48%	21%	-3%	-4%	10%	-11%	5%	-19%	54%	76%	13%	7%	
16	15	🖨️ Printing Consumables	-8%	-15%	15%	9%	6%	27%	6%	-1%	0%	-3%	-8%	4%	9%	26%	-29%	7%	107%	-60%	-21%	
13	16	💾 Disk Storage	7%	0%	23%	-4%	2%	27%	-4%	4%	-16%	44%	2%	7%	-2%	3%	-28%	9%	-10%	-10%	-44%	
17	17	🌐 Other Networking Equipment	8%	7%	11%	-16%	-21%	-12%	27%	25%	8%	-7%	-16%	11%	-40%	-11%	0%	30%	15%	-20%	-27%	
18	18	🖨️ Displays	37%	-13%	25%	0%	23%	22%	-27%	-1%	16%	29%	10%	8%	-16%	20%	-10%	10%	19%	-4%	-25%	
21	19	📺 Audio-Video Systems	37%	-6%	51%	-2%	15%	68%	-26%	53%	-26%	36%	13%	34%	6%	24%	1%	110%	19%	48%	4%	
20	20	📱 Wearable Devices	87%	10%	38%	-39%	66%	-22%	-38%	-26%	57%	9%	77%	25%	-50%	-21%	-17%	135%	19%	-60%	-70%	
19	21	📱 Computing Components	32%	7%	8%	33%	30%	78%	26%	7%	3%	47%	-8%	35%	29%	53%	-3%	65%	20%	62%	-23%	
24	22	📶 Telecommunications	16%	9%	53%	15%	38%	96%	7%	60%	-2%	5%	-2%	12%	-16%	19%	-63%	39%	48%	63%	75%	
22	23	🖨️ Computing Accessories	31%	4%	52%	24%	63%	39%	1%	28%	44%	24%	58%	-3%	7%	41%	16%	37%	19%	19%	5%	
23	24	📱 Mobile Computing	49%	19%	82%	27%	33%	12%	-18%	15%	8%	-8%	48%	0%	-15%	15%	9%	56%	-9%	12%	10%	

INDUSTRY SECTOR TREND		
WE	EE	Total
-41%	-4%	-35%
-29%	-34%	-30%
-31%	-11%	-27%
-13%	-63%	-25%
-22%	-16%	-20%
-23%	365%	-20%
-15%	-23%	-16%
-12%	-40%	-14%
-16%	8%	-11%
-5%	-14%	-8%
-7%	-8%	-7%
-10%	15%	-5%
-4%	0%	-3%
-3%	10%	-2%
1%	-11%	0%
6%	-18%	0%
0%	3%	0%
9%	0%	7%
20%	36%	21%
21%	34%	22%
25%	16%	22%
25%	17%	24%
27%	22%	27%
29%	19%	28%

Country Trend	9%	-3%	32%	5%	14%	24%	-7%	6%	-9%	4%	4%	5%	-9%	6%	-9%	29%	10%	23%	-20%
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# 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 27 (to July 05 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W26	Rank-W27	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Mobile Computing	49%	19%	82%	27%	33%	12%	-18%	15%	8%	-8%	48%	0%	-15%	15%	9%	56%	-9%	12%	10%	29%	19%	28%
3	2	👈 Software and Licences	-12%	-8%	12%	6%	3%	22%	-2%	-4%	-17%	6%	-13%	6%	-18%	-6%	-10%	-6%	-22%	93%	-29%	-4%	0%	-3%
2	3	👇 Telecommunications	16%	9%	53%	15%	38%	96%	7%	60%	-2%	5%	-2%	12%	-16%	19%	-63%	39%	48%	63%	75%	25%	17%	24%
4	4	👉 Printing Consumables	-8%	-15%	15%	9%	6%	27%	6%	-1%	0%	-3%	-8%	4%	9%	26%	-29%	7%	107%	-60%	-21%	1%	-11%	0%
5	5	👉 Displays	37%	-13%	25%	0%	23%	22%	-27%	-1%	16%	29%	10%	8%	-16%	20%	-10%	10%	19%	-4%	-25%	9%	0%	7%
8	6	👈 Warranties and Services	-26%	0%	15%	-13%	0%	-4%	-7%	-30%	-38%	-26%	-47%	-11%	2%	-12%	-50%	-25%	-49%	110%	-32%	-12%	-40%	-14%
6	7	👇 Computing Components	32%	7%	8%	33%	30%	78%	26%	7%	3%	47%	-8%	35%	29%	53%	-3%	65%	20%	62%	-23%	25%	16%	22%
7	8	👇 Disk Storage	7%	0%	23%	-4%	2%	27%	-4%	4%	-16%	44%	2%	7%	-2%	3%	-28%	9%	-10%	-10%	-44%	6%	-18%	0%
9	9	👉 Desktop Computing	9%	-39%	-15%	-17%	-26%	8%	-12%	-13%	-21%	-40%	-42%	-30%	-47%	8%	22%	-5%	3%	-35%	-44%	-16%	8%	-11%
10	10	👉 Computing Accessories	31%	4%	52%	24%	63%	39%	1%	28%	44%	24%	58%	-3%	7%	41%	16%	37%	19%	19%	5%	27%	22%	27%
12	11	👈 Networking Systems	0%	-28%	21%	-18%	-20%	2%	22%	1%	-11%	-16%	16%	-18%	-22%	-18%	20%	-1%	54%	2%	-41%	-10%	15%	-5%
11	12	👇 Audio-Video Systems	37%	-6%	51%	-2%	15%	68%	-26%	53%	-26%	36%	13%	34%	6%	24%	1%	110%	19%	48%	4%	20%	36%	21%
13	13	👉 Printing	-18%	-33%	-23%	-24%	-18%	13%	-43%	-26%	9%	-34%	-12%	-26%	-40%	-20%	-25%	25%	-14%	15%	-45%	-22%	-16%	-20%
14	14	👉 Server Computing	-27%	-37%	9%	-26%	-30%	21%	-63%	-10%	-47%	-32%	-26%	6%	-41%	-67%	-25%	77%	-24%	15%	-62%	-31%	-11%	-27%
15	15	👉 Data Center Networking and Security	-20%	-12%	-32%	0%	7%	36%	21%	-64%	-42%	-5%	-52%	21%	20%	-7%	-68%	-52%	-54%	132%	39%	-13%	-63%	-25%
16	16	👉 Wireless Networking	18%	-15%	42%	5%	-58%	2%	-13%	48%	21%	-3%	-4%	10%	-11%	5%	-19%	54%	76%	13%	7%	-3%	10%	-2%
17	17	👉 Wearable Devices	87%	10%	38%	-39%	66%	-22%	-38%	-26%	57%	9%	77%	25%	-50%	-21%	-17%	135%	19%	-60%	-70%	21%	34%	22%
18	18	👉 Power Equipment	-3%	-4%	-9%	-18%	-20%	-2%	49%	3%	6%	-4%	-48%	36%	-5%	1%	-14%	-15%	-13%	-21%	-8%	-5%	-14%	-8%
19	19	👉 Other Networking Equipment	8%	7%	11%	-16%	-21%	-12%	27%	25%	8%	-7%	-16%	11%	-40%	-11%	0%	30%	15%	-20%	-27%	0%	3%	0%
20	20	👉 Connectivity	11%	-25%	1%	-19%	7%	5%	-16%	29%	2%	29%	37%	5%	2%	-11%	-23%	27%	-13%	-34%	1%	-7%	-8%	-7%
21	21	👉 Removable Storage	9%	-58%	-11%	-16%	-55%	9%	-19%	-4%	-15%	-25%	-64%	6%	-24%	16%	-73%	5%	-29%	-24%	-18%	-29%	-34%	-30%
23	22	👈 Electronics	-17%	-62%	-27%	-39%	-77%	37%	-36%	-63%	-73%	36%	-62%	130%	-46%	-58%	24%	-26%	-33%	50%	-31%	-40%	-1%	-32%
24	23	👈 Smart Home and Office	22%	-19%	-14%	-26%	-36%	-84%	-28%	-93%	86%	-42%	875%	45%	206%	-62%	32%	356%	153%	2695%	25%	-23%	365%	-20%
22	24	👇 Games Consoles	33%		-40%	56%	15%	133%	126%	102%	322%	97%	-21%	51%	596%	56%	29%	103%	-46%	74%	-15%	33%	30%	33%
25	25	👉 Unified Communications	-27%	-62%	8%	-65%	-42%	38%	-85%	-16%	-47%	28%	5%	-39%	-7%	-53%	-19%	156%	1%	-3%	22%	-41%	-4%	-35%
26	26	👉 Security	69%	-55%	-56%	-53%	10%	15%	-44%	-28%	-59%	31%	222%	-16%	-15%	-11%	11%	-38%	95%	12%	91%	-34%	18%	-28%
27	27	👉 Scanner Imaging	-17%	-14%	-2%	-19%	-24%	22%	-49%	-29%	-38%	-2%	-33%	-14%	108%	-4%	-18%	-15%	-41%	-59%	-40%	-15%	-23%	-16%
28	28	👉 Tape Storage	-12%	-35%	-55%	59%	-50%	76%	29%	6%	-35%	55%	-16%	73%	-37%	-37%	-34%	25%	27%	-89%	215%	-9%	-14%	-10%
29	29	👉 Terminals, Thin Clients and Points of Sale	-47%	-63%	-71%	-37%	76%	21%	-74%	-81%	-49%	-88%	15%	4%	-65%	-35%	77%	-37%	-58%	1%	-91%	-47%	21%	-42%
30	30	👉 Photo and Video Cameras	-41%	6%	-37%	-64%	9%	-23%	-73%	-74%	-67%	-8%	-56%	-65%	-83%	-13%	-61%	-50%	-33%	-63%	-13%	-27%	-44%	-35%

## CONTEXT Covid-19 Weekly Report

Top Growth Category

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### Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 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-W26	Rank-W27	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total		
1	1	📷 Web Cameras	124%	272%	552%	212%	328%	125%	31%	118%	6%	156%	142%	13%	4%	68%	63%	551%	366%	77%	176%	163%	127%	158%		
5	2	🎮 Games Software	-15%		-39%	-86%	146%	56%	-88%	0%	152%	58%	-13%	-13%	95%	1021%	-22%	75%	189%	78%	884%	-21%	164%	63%		
2	3	🎮 Games Accessories	74%		-30%	104%	34%	123%	117%	102%	318%	113%	18%	92%	795%	54%	28%	95%	-19%	111%	30%	61%	49%	59%		
3	4	📖 E-Readers	60%	56%	120%	55%	126%	-1%	9%		-10%	-72%	224%	-28%	77%	1%	1426%	-10%	313%	-38%	31%	40%	245%	57%		
6	5	🔌 Powerline Devices	68%	61%	176%	22%	9%	13%	2%	129%	168%	59%	112%	244%	186%	21%	-2%	-20%	96%	58%	27%	54%	8%	53%		
4	6	🖨 Graphics Cards	48%	85%	98%	-12%	43%	16%	47%	-3%	24%	29%	58%	72%	-34%	78%	-23%	61%	68%	124%	33%	55%	34%	50%		
14	7	🏷 Labelling Tapes	54%	-2%	47%	30%	-2%	50%	310%	62%	27%	188%	-41%	283%	330%	134%	-44%	74%	25%	15%	45%	47%	-1%	41%		
11	8	🎧 Headsets/Headphones and Microphones	61%	9%	71%	8%	12%	182%	-30%	55%	-34%	118%	31%	49%	19%	49%	16%	147%	30%	71%	6%	38%	54%	40%		
10	9	📱 Mobile Computing Cases	86%	14%	73%	28%	33%	25%	-9%	24%	90%	57%	37%	73%	1%	49%	36%	34%	57%	13%	66%	39%	40%	39%		
13	10	📶 Wireless Adapters	28%	22%	74%	44%	59%	-24%	52%	56%	44%	53%	82%	18%	-61%	12%	49%	68%	126%	90%	5%	32%	62%	38%		
9	11	📞 Telephony Accessories	301%	59%	14%	-76%	234%	-24%	317%	40%	-30%	235%	2379%	237%	-91%	122%	-83%	-90%	-94%	302%	107%	78%	-83%	36%		
12	12	📺 Digital Media Players	93%	5%	80%	34%	118%	66%	48%	94%	237%	28%	-19%	29%	-34%	-32%	-4%	10%	474%	-58%	21%	36%	43%	36%		
16	13	📱 Smart Watches	69%	16%	37%	-20%	155%	3%	-55%	-26%	89%	-12%	98%	26%	-50%	-11%	-12%	53%	50%	-47%	-71%	34%	24%	33%		
17	14	🌨 Keyboards and Keypads	31%	-8%	57%	52%	49%	116%	12%	28%	73%	-11%	109%	20%	53%	49%	46%	23%	-6%	-6%	18%	33%	26%	32%		
8	15	📓 Notebook Workstations	19%	48%	18%	43%	-14%	65%	9%	69%	70%	6%	32%	22%	8%	47%	21%	28%	-24%	31%	-29%	32%	12%	30%		
20	16	📓 Notebooks	51%	12%	67%	58%	35%	16%	-21%	14%	9%	-18%	52%	-3%	-8%	25%	9%	58%	-12%	8%	7%	30%	18%	28%		
15	17	📱 Smartphones	16%	17%	55%	22%	40%	96%	9%	61%	-4%	2%	-1%	12%	-18%	20%	-66%	39%	51%	64%	92%	27%	21%	26%		
18	18	📱 Tablet PCs	46%	39%	157%	-30%	27%	-9%	-14%	12%	-3%	21%	28%	7%	-46%	-2%	4%	44%	12%	76%	100%	27%	19%	26%		
23	19	🧠 Processors	46%	13%	-14%	62%	51%	209%	22%	37%	-2%	52%	-23%	38%	63%	77%	-40%	103%	14%	63%	-32%	37%	-11%	24%		
19	20	💿 Disk Drives	58%	-27%	35%	3%	60%	-4%	-36%	14%	-17%	31%	-53%	-20%	5%	16%	-45%	71%	-3%	-8%	45%	25%	15%	23%		
26	21	🔌 Docking Stations	-11%	7%	39%	69%	125%	23%	7%	60%	61%	39%	99%	-22%	8%	62%	1%	40%	-14%	33%	-19%	24%	13%	23%		
22	22	🖥 Monitors	51%	18%	30%	17%	32%	46%	-15%	14%	46%	36%	29%	-13%	10%	37%	-14%	14%	43%	15%	-13%	29%	1%	23%		
21	23	📱 Mobile Computing Accessories and Parts	77%	-32%	64%	4%	27%	-5%	-10%	53%	-17%	-9%	20%	-9%	5%	57%	-36%	-5%	-13%	55%	-36%	23%	-11%	22%		
7	24	💡 Smart Lighting and Electricals	15%		44%	-8%	5%		17%	84%	174%	-6%	191%	120%	182%	-72%	21%	138%	250%	476%	50%	11%	146%	20%		
48	25	📼 Tape Drives	41%	-39%	-57%	212%	-60%	52%	258%	75%	-47%	519%	-42%	256%	-37%	-49%	-23%	-64%	-38%	-100%	124%	26%	-39%	19%		
24	26	🖱 Mice	5%	-21%	88%	4%	73%	44%	-22%	45%	62%	-22%	67%	-15%	-3%	40%	38%	38%	-6%	-3%	25%	15%	29%	18%		
NA	27	🛠 Developer Tools Software	-17%	-12%	118%	-32%	99%	30%	56%	-3%	4%	2%	-56%	172%	93%	166%	228%	-25%	-18%	-81%	-84%	21%	-18%	18%		
31	28	📶 Smart Bands and Activity Trackers	400%	9%	94%	166%	-25%	56%	972%	-89%	-95%	504%	14%	2554%	266%	-38%	-14%	470%	-17%	-64%	-68%	5%	89%	15%		
27	29	🔫 Ink Cartridges and Tanks	-11%	12%	43%	20%	46%	36%	24%	-9%	25%	-7%	2%	-8%	13%	31%	-36%	31%	220%	-62%	-21%	15%	4%	14%		
NA	30	💻 Virtualisation Software	122%	-37%	-48%	-27%	-20%	29%	-39%	-17%	126%	25%	-64%	-23%	-18%	-8%	46%	-49%	-29%	-49%	225%	14%	11%	14%		
28	31	🔌 Wired Network Adapters	-5%	42%	17%	5%	-8%	49%	7%	26%	-1%	50%	-72%	-22%	18%	-1%	3%	29%	11%	-5%	-26%	13%	9%	12%		
43	32	🌐 Network Routers	6%	-21%	31%	7%	31%	49%	15%	-50%	21%	12%	106%	-38%	-41%	-6%	49%	-1%	59%	55%	-72%	5%	35%	12%		
29	33	📺 Televisions	-34%	-16%	33%	53%	164%	14%	-87%	-36%	-1%	38%	-16%	52%	-68%	-6%	45%	28%	-2%	-20%	-37%	11%	12%	12%		
35	34	💾 Solid State Drives (SSDs)	10%	11%	27%	-6%	-11%	33%	-9%	56%	-24%	95%	16%	-4%	-47%	25%	29%	12%	1%	-21%	-35%	10%	13%	11%		
NA	35	🔌 Host Bus Adapters	-10%	-6%	30%	-19%	18%	104%	285%	-56%	41%	59%	-22%	76%	-74%	-44%	81%	-8%	-82%	95%	7%	4%	27%	7%		
46	36	🌐 Network Expansion Modules	-15%	46%	-41%	20%	22%	131%	45%	-48%	-19%	-30%	-38%	99%	-13%	23%	-1%	-41%	-40%	64%	146%	9%	-2%	7%		
34	37	📶 Storage Controllers	-20%	15%	7%	-8%	-41%	31%	24%	53%	3%	97%	-26%	18%	101%	-11%	99%	3%	-17%	-68%	-54%	-2%	63%	6%		
39	38	💾 NAS Devices	36%	-6%	-4%	-4%	-40%	6%	-27%	-13%	40%	99%	17%	156%	-30%	6%	-32%	13%	2%	47%	-19%	8%	-11%	5%		
40	39	📞 Telephony and Conference Systems	-4%	-22%	-40%	9%	85%	257%	-29%	185%	168%	278%	-59%	-64%	16%	88%	-30%	93%	116%	95%	111%	7%	-16%	3%		
38	40	📀 RAM Memory	6%	-28%	-9%	10%	-21%	24%	-7%	-12%	3%	33%	4%	-15%	-11%	22%	92%	7%	-16%	-1%	-17%	-6%	55%	3%		
NA	41	🏢 Office Applications Software	-20%	0%	26%	-5%	16%	15%	13%	14%	-33%	41%	9%	4%	0%	19%	12%	13%	-38%	-2%	-29%	1%	2%	1%		
NA	42	📱 Smartphone Screen Protectors	152%	-71%	-61%	25%	19%	42%	23%	232%			-63%	19%	-8%	67%	-70%	33%	0%	14%	17%	-1%	22%	1%		
NA	43	💾 Disk Arrays	16%	1%	134%	26%	26%	20%	70%	-36%	-19%	7%	-65%	22%	79%	1%	-68%	1%	-65%	50%	-90%	16%	-53%	1%		
NA	44	📊 Data Management Software	18%	-12%	31%	3%	-12%	24%	3%	7%	-16%	-21%	-14%	31%	-7%	30%	-56%	-6%	-2%	-73%	-48%	2%	-39%	-1%		
32	45	🔊 PC Speakers	167%	-60%	17%	-26%	-46%	25%	238%	108%	13%	113%	-2%	-13%	350%	38%	-46%	42%	-24%	-3%	81%	-1%	-1%	-1%		
41	46	🖨 All-In-One Inkjets	-10%	-18%	5%	-10%	0%	70%	-43%	-9%	15%	-33%	56%	-31%	-38%	-24%	26%	84%	-22%	55%	10%	-5%	32%	-2%		
33	47	🔌 Notebook Power Adapters	5%	-31%	-7%	14%	94%	17%	-6%	3%	4%	108%	17%	-14%	53%	-3%	-79%	27%	17%	60%	-41%	2%	-30%	-2%		
49	48	📼 Tape Libraries	11%	-35%	-46%	-17%	41%	31%	0%	82%	-27%	289%	49%	431%	-9%	-74%	-32%	58%	-30%	-100%	1409%	-1%	-13%	-3%		
45	49	📶 Wireless Access Points	18%	-21%	43%	5%	-57%	6%	-14%	51%	19%	-3%	-12%	8%	-13%	3%	-26%	47%	67%	0%	12%	-4%	3%	-3%		
42	50	🔌 Integrated Systems	-84%	-14%	95%	-22%	56%	35%	86%	8%	-77%	4674%	81%	-53%	-54%	174%	-6%	-70%	311%	2092%		-5%	30%	-4%		

## 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 27 (to July 05 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

Rank W26	Rank W27	Category	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
6	1	MP3/MP4 Players	-27%	-65%	-69%	-64%	-99%	-45%	-83%	-89%	-100%	-12%	-76%	-61%	98%	-60%	-100%	12%	-70%	-22%	290%
5	2	Network Chassis	-32%	-31%	-66%	-38%	426%	141%	-80%	23%	-83%	20%	-88%	-90%	-100%	-48%	-95%	41%	-83%	267%	0%
4	3	Partner Rebates, Warehousing and Logistics	-68%	30%	-86%	-95%	-68%	-68%	-81%	-34%	-42%	64%	-68%	-19%	-37%	32%	27%	-75%	-86%	276%	-100%
14	4	Server Enclosure	-89%	-51%	-42%	-59%	-1%	37%	-91%	114%	-78%		-93%	1429%		-91%	-71%	41%	-67%	-98%	48%
7	5	Privacy Screens	-73%	-76%	-41%	-26%	-95%	-59%	-74%	-75%	-49%	-77%	-97%	-68%	12%	-76%		-45%		-1%	-61%
1	6	Standalone GPS Devices	-99%	-75%	-58%	-82%	-84%	20%	-49%	-98%	0%	-12%	-78%		-2%	-96%	0%	-51%	-53%	-98%	-57%
29	7	3D Printers	-43%	-96%	-81%		261%	-79%	0%	0%	1126%	-100%	-90%	-100%	272%	-94%		767%	-94%	-100%	-100%
15	8	Label/Barcode/Receipt Printers	-33%	-12%	-84%	-5%	-22%	0%	-49%	-73%	22%	-32%	-18%	-38%	48%	-30%	12%	-27%	-47%	14%	-88%
10	9	Smart Home Automation	-7%	-59%	110%	-59%	-40%	-98%	-56%		-24%	-77%		-50%		-62%		223%	3765%	-25%	0%
13	10	Points of Sales	-23%	-75%	-88%	-67%	170%	-39%	-76%	-10%	-91%	-98%	67%	0%	-76%	-77%	-9%	-99%	11%	-93%	-97%
16	11	Portable Speakers	-88%	-42%	23%	-46%	-39%	-67%	-92%	-59%	-84%	-98%	-72%	-68%	276%	-95%	-91%	-43%	-76%	-35%	-87%
11	12	Copier-based MFPs	-16%	-73%	-28%	-42%	-72%	53%	-11%	-66%	-11%	-72%	-70%	-73%	-38%	-53%	-41%	-46%	-69%	-10%	-56%
20	13	Memory Cards	15%	-63%	-40%	-2%	-61%	15%	-36%	-25%	100%	-34%	-67%	30%	-33%	76%	-81%	-12%	-42%	-29%	-32%
27	14	Portable Power Banks	-4%	-36%	-56%	-45%	-58%	-16%	-48%	-71%	-9%	-25%	-82%	-64%	-64%	-70%	71%	-54%	-32%	-30%	-63%
21	15	Desktop Thin Clients	-50%	-62%	-50%	-34%	17%	17%	-76%	-83%	-44%	-51%	-54%	0%	-53%	-30%	169%	-35%	-74%	63%	-70%
12	16	SAN Switches and Directors	-54%	-39%	-54%	-48%	21%	99%	-84%	-79%	-63%	2104%	-61%	23%	-100%	11%	18%	-50%	-99%	111%	0%
8	17	Servers (Unix)	22%	-90%	49%	-20%	-10%	138%	-100%	0%	81%	-86%	-86%	0%	0%	-79%	-85%	63%	-80%		
24	18	VOIP Systems	-29%	-63%	6%	-67%	-45%	40%	-86%	-13%	-43%	34%	7%	-3%	-6%	-54%	-19%	195%	24%	-1%	-14%
9	19	Project Management Software	-83%	-22%	23%	-31%	170%	83%	174%	5%	12%	48%	-5%	8%	10%	-60%	-2%	80%	110%	-4%	-74%
19	20	Digital Cameras	-62%	-10%	-32%	-70%	23%	-46%	-19%	-65%	-48%	9%	-60%	-52%	24%	33%	-88%	-50%	-29%	-40%	-13%
18	21	Camera/Camcorder Accessories	5%	83%	-37%	-34%	-57%	-11%	-95%	-77%	-95%	10%	-21%	-82%	-97%	-11%	34%	-44%	-41%	-83%	-16%
17	22	Printer Accessories and Parts	-23%	-47%	-32%	-31%	-39%	-11%	-60%	-9%	-5%	-64%	-34%	-33%	-22%	-64%	-41%	49%	-20%	1113%	-33%
26	23	Projectors	-17%	-59%	-44%	-18%	-54%	-32%	-33%	-14%	-38%	-59%	-21%	-9%	-10%	19%	-17%	-28%	-4%	11%	-7%
38	24	Mobile Phones	-10%	11%	-56%	-3%	45%	161%	-16%	3%	89%	-33%	-94%	30%	-2%	-39%	-74%	-56%	-19%	-37%	-10%
33	25	Connectivity Switches (Data and KVM)	-18%	-57%	-30%	-23%	-47%	95%	12%	-62%	-89%	-49%	370%	-96%	41%	46%	-15%	-15%	-86%	1%	6%
36	26	Displays Accessories	-20%	-45%	-3%	-27%	-32%	6%	-14%	-13%	-40%	-2%	-60%	39%	-61%	-39%	-78%	28%	-4%	24%	-71%
42	27	IP Cameras	69%	-60%	-58%	-55%	10%	14%	-44%	-28%	-59%	31%	222%	-16%	-15%	-11%	17%	-38%	96%	10%	41%
40	28	Landline Telephones	-8%	-57%	19%	-78%	86%	58%	-43%	27%	3%	39%	62%	-34%	347%	-58%	37%	-13%	-66%	-56%	-74%
23	29	USB Memory	-8%	-49%	9%	-29%	-60%	7%	22%	14%	-52%	-36%	-67%	-17%	-8%	-16%	-64%	7%	-15%	-11%	-8%
30	30	Smartphone/Tablet Chargers	22%	-46%	-51%	-14%	-26%	-1%	-21%	-53%	-36%	-9%	-20%	-12%	-63%	-30%	-61%	-10%	14%	71%	-41%
28	31	Servers (PC/Mac)	-37%	-9%	6%	-29%	-37%	10%	-77%	-15%	-49%	-27%	-30%	50%	-44%	-79%	-18%	91%	-27%	7%	-64%
44	32	Smartphone Protective Cases	88%	-63%	-8%	-40%	-39%	16%	-21%	30%	-1%	28%	-30%	53%	30%	0%	-28%	31%	-5%	-27%	0%
35	33	Office Supplies and Furniture	94%	-3%	-53%	-28%	-62%	-41%	-55%	-21%	5%	-31%	-81%	184%	8%	-62%	-89%	6%	30%	58%	644%
31	34	All-in-One Lasers	-10%	-30%	-9%	-19%	-21%	3%	-54%	-11%	36%	-30%	-40%	-4%	-64%	9%	-33%	10%	4%	-14%	-60%
NA	35	Print Media	-27%	3%	-32%	-31%	11%	-26%	-31%	-39%	-49%	126%	1%	156%	-54%	-21%	-31%	-16%	-9%	70%	-26%
25	36	Server Accessories	4%	-41%	-2%	-1%	-75%	162%	-54%	-9%	35%	-21%	-21%	25%	-27%	-24%	-13%	11%	-59%	-72%	-45%
39	37	Long Life Consumables	-8%	-45%	-11%	-12%	-27%	-2%	-22%	-16%	3%	-32%	-18%	-4%	-2%	-18%	-6%	30%	-35%	-8%	
46	38	Desktop Workstations (PC/Mac)	-2%	-39%	-22%	-25%	-25%	22%	-9%	-21%	-14%	-58%	-63%	-18%	-56%	-15%	-22%	114%	21%	-18%	-1%
32	39	Smart Speakers	25%	-14%	-39%	-28%	-37%	-21%	-20%	-95%	130%	2%	-82%	-100%			106%	164%	385%	-40%	
NA	40	Consoles Fixed	-41%		-42%	-100%	-22%	457%	462%		432%	-98%	-96%		-76%	-88%	112%	732%	113%	-62%	-47%
NA	41	Network Accessories	-22%	-31%	-19%	-57%	-11%	26%	-22%	40%	-9%	30%	0%	-47%	-57%	21%	27%	-23%	36%	-16%	-10%
43	42	SAN Accessories	-39%	-65%	44%	25%	-59%	1156%	-3%	-97%	-38%	656%	-100%	1177%	-89%	552%	194%	-90%	-97%	-100%	-19%
NA	43	Scanners	-17%	-13%	-1%	-18%	-25%	24%	-49%	-29%	-36%	-1%	-31%	-15%	114%	-4%	-17%	26%	-44%	-59%	-40%
37	44	Large Format Displays	26%	-38%	16%	-23%	-12%	-12%	-16%	19%	31%	-10%	24%	-43%	-5%	15%		-35%	-22%	-44%	-59%
NA	45	Network Management and Security Appliances	-2%	-18%	-22%	-3%	11%	-21%	-42%	-62%	-16%	-37%	-39%	6%	42%	-10%	-55%	-51%	-27%	329%	2%
41	46	Warranties and Services	-26%	0%	15%	-13%	0%	-4%	-7%	-30%	-38%	-26%	-47%	-11%	2%	-12%	-50%	-25%	-49%	110%	-32%
NA	47	Uninterruptible Power Supplies (UPS)	-18%	-10%	-14%	-8%	-24%	-9%	-21%	-17%	6%	-65%	-52%	-7%	23%	6%	-14%	-16%	-7%	-12%	-8%
NA	48	LTU/Ultrium Media	6%	-31%	-30%	-10%	-67%	19%	-37%	-41%	-31%	1%	-19%	23%	-36%	-40%	-39%	137%	119%	44%	130%
NA	49	Network Switches	-3%	-30%	17%	-22%	-46%	-9%	25%	10%	-17%	-19%	-4%	-14%	-15%	-22%	1%	-1%	52%	-17%	9%
NA	50	Transceivers	-6%	0%	-10%	-27%	-36%	-36%	61%	1%	-49%	-20%	-34%	37%	-39%	-17%	-8%	43%	-55%	-50%	-43%

Traffic Lights:

Above **15%**

Inbetween

Below **-20%**

CATEGORY TREND		
WE	EE	Total
-76%	-50%	-76%
-26%	-94%	-75%
-73%	17%	-70%
-69%	-70%	-69%
-67%	-36%	-67%
-62%	-61%	-62%
-57%	129%	-55%
-57%	-28%	-53%
-54%	431%	-53%
-56%	-20%	-51%
-43%	-75%	-45%
-43%	-43%	-43%
-41%	-50%	-43%
-46%	-27%	-41%
-47%	44%	-40%
-46%	-3%	-40%
-37%	-73%	-39%
-43%	-3%	-36%
-40%	37%	-35%
-24%	-45%	-34%
-32%	-39%	-34%
-34%	-29%	-33%
-34%	-16%	-32%
-8%	-69%	-32%
-31%	-28%	-30%
-29%	-37%	-30%
-35%	21%	-29%
-28%	-35%	-28%
-30%	-19%	-28%
-28%	-19%	-27%
-32%	-4%	-26%
-26%	0%	-24%
-16%	-64%	-23%
-16%	-27%	-19%
-14%	-27%	-19%
-19%	-16%	-19%
-19%	-13%	-18%
-21%	6%	-17%
-17%	109%	-17%
-45%	14%	-16%
-25%	22%	-15%
-12%	-53%	-15%
-14%	-20%	-15%
-15%	-11%	-15%
-11%	-47%	-14%
-12%	-40%	-14%
-12%	-13%	-13%
-15%	7%	-13%
-15%	3%	-12%
-13%	-7%	-12%

## CONTEXT Covid-19 Weekly Report

Largest Category

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## Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W26	Rank-W27	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Notebooks	51%	12%	67%	58%	35%	16%	-21%	14%	9%	-18%	52%	-3%	-8%	25%	9%	58%	-12%	8%	7%	30%	18%	28%
2	2	👉 Smartphones	16%	17%	55%	22%	40%	96%	9%	61%	-4%	2%	-1%	12%	-18%	20%	-66%	39%	51%	64%	92%	27%	21%	26%
3	3	👉 Warranties and Services	-26%	0%	15%	-13%	0%	-4%	-7%	-30%	-38%	-26%	-47%	-11%	2%	-12%	-50%	-25%	-49%	110%	-32%	-12%	-40%	-14%
4	4	👉 Tablet PCs	46%	39%	157%	-30%	27%	-9%	-14%	12%	-3%	21%	28%	7%	-46%	-2%	4%	44%	12%	76%	100%	27%	19%	26%
5	5	👉 Desktops	10%	-39%	-13%	-16%	-27%	6%	-13%	-12%	-22%	-36%	-40%	-31%	-45%	11%	26%	-13%	1%	-36%	-48%	-15%	8%	-11%
6	6	👉 Ink Cartridges and Tanks	-11%	12%	43%	20%	46%	36%	24%	-9%	25%	-7%	2%	-8%	13%	31%	-36%	31%	220%	-62%	-21%	15%	4%	14%
7	7	👉 Toner	-4%	-34%	-7%	-5%	-25%	27%	-3%	15%	-20%	-3%	-14%	2%	9%	24%	-29%	-9%	76%	-61%	-21%	-9%	-17%	-11%
8	8	👉 Monitors	51%	18%	30%	17%	32%	46%	-15%	14%	46%	36%	29%	-13%	10%	37%	-14%	14%	43%	15%	-13%	29%	1%	23%
9	9	👉 Security Software	-6%	-9%	4%	47%	-4%	15%	-36%	-20%	-32%	-13%	-26%	7%	-11%	-16%	-12%	-19%	9%	-22%	5%	-4%	-12%	-5%
10	10	👉 Office Applications Software	-20%	0%	26%	-5%	16%	15%	13%	14%	-33%	41%	9%	4%	0%	19%	12%	13%	-38%	-2%	-29%	1%	2%	1%
12	11	👉 Data Management Software	18%	-12%	31%	3%	-12%	24%	3%	7%	-16%	-21%	-14%	31%	-7%	-30%	-56%	-6%	-2%	-73%	-48%	2%	-39%	-1%
11	12	👉 Processors	46%	13%	-14%	62%	51%	209%	22%	37%	-2%	52%	-23%	38%	63%	77%	-40%	103%	14%	63%	-32%	37%	-11%	24%
14	13	👉 Solid State Drives (SSDs)	10%	11%	27%	-6%	-11%	33%	-9%	56%	-24%	95%	16%	-4%	-47%	25%	29%	12%	1%	-21%	-35%	10%	13%	11%
13	14	👉 Network Switches	-3%	-30%	17%	-22%	-46%	-8%	25%	10%	-17%	-19%	-4%	-14%	-15%	-22%	1%	-1%	52%	-17%	9%	-15%	3%	-12%
15	15	👉 Hard Disk Drives (HDDs)	-3%	-8%	-10%	-17%	4%	30%	-28%	6%	-2%	13%	29%	21%	-8%	-11%	-38%	9%	-2%	-24%	-23%	-5%	-27%	-10%
17	16	👉 Operating Systems Software	-15%	-3%	49%	-10%	-5%	-7%	35%	-12%	-28%	-11%	-34%	45%	-3%	9%	-23%	-20%	-54%	-39%	-58%	-2%	-28%	-6%
16	17	👉 Headsets/Headphones and Microphones	61%	9%	71%	8%	12%	182%	-30%	55%	-34%	118%	31%	49%	19%	49%	16%	147%	30%	71%	6%	38%	54%	40%
18	18	👉 Servers (PC/Mac)	-37%	-9%	6%	-29%	-37%	10%	-77%	-15%	-49%	-27%	-30%	50%	-44%	-79%	-18%	91%	-27%	7%	-64%	-32%	-4%	-26%
19	19	👉 RAM Memory	6%	-28%	-9%	10%	-21%	24%	-7%	-12%	3%	33%	4%	-15%	-11%	22%	92%	7%	-16%	-1%	-17%	-6%	55%	3%
21	20	👉 Graphics and Design Software	-19%	-42%	31%	10%	33%	4%	-31%	-17%	-4%	-9%	9%	-6%	-1%	11%	-69%	73%	48%	105%	38%	-11%	43%	-9%
20	21	👉 Disk Arrays	16%	1%	134%	26%	26%	20%	70%	-36%	-19%	7%	-65%	22%	79%	1%	-65%	1%	-65%	50%	-90%	16%	-53%	1%
22	22	👉 Virtualisation Software	122%	-37%	-48%	-27%	-20%	29%	-39%	-17%	126%	25%	-64%	-23%	-18%	-8%	46%	-49%	-29%	-49%	225%	14%	11%	14%
23	23	👉 All-in-One Lasers	-10%	-30%	-9%	-19%	-21%	3%	-54%	-11%	36%	-30%	-40%	-4%	-64%	9%	-33%	10%	4%	-14%	-60%	-16%	-27%	-19%
23	24	👉 Wireless Access Points	18%	-21%	43%	5%	-57%	6%	-14%	51%	19%	-3%	-12%	8%	-13%	3%	-26%	47%	67%	0%	12%	-4%	3%	-3%
25	25	👉 Network Routers	6%	-21%	31%	7%	31%	49%	15%	-50%	21%	12%	106%	-38%	-41%	-6%	49%	-1%	59%	55%	-72%	5%	35%	12%
24	26	👉 Televisions	-34%	-16%	33%	53%	164%	14%	-87%	-36%	-1%	38%	-16%	52%	-68%	-6%	45%	28%	-2%	-20%	-37%	11%	12%	12%
26	27	👉 Large Format Displays	26%	-38%	16%	-23%	-12%	-12%	-16%	19%	-16%	31%	-10%	24%	-43%	-5%	15%	-35%	-22%	-44%	-59%	-15%	-11%	-15%
30	28	👉 Network Management Software	-23%	-8%	-9%	48%	-29%	-26%	-18%	-21%	-3%	232%	-56%	-32%	83%	24%	15%	-70%	3%	-41%	39%	-6%	-14%	-6%
28	29	👉 Network Management and Security Appliances	-2%	-18%	-22%	-3%	11%	-21%	42%	-62%	-16%	-37%	-39%	6%	42%	-10%	-55%	-51%	-27%	329%	2%	-11%	-47%	-14%
29	30	👉 Graphics Cards	48%	85%	98%	-12%	43%	16%	47%	-3%	24%	29%	58%	72%	-34%	78%	-23%	61%	68%	124%	33%	55%	34%	50%
32	31	👉 All-in-One Inkjets	-10%	-18%	5%	-10%	0%	70%	-43%	-9%	15%	-33%	56%	-31%	-38%	-24%	26%	84%	-22%	55%	10%	-5%	32%	-2%
31	32	👉 Database Management Software	-24%	89%	-52%	30%	-30%	77%	7%	-14%	-35%	-32%	-21%	147%	-14%	-43%	-82%	-34%	-58%	-42%	-39%	1%	-64%	-8%
34	33	👉 Docking Stations	-11%	7%	39%	69%	125%	23%	7%	60%	61%	39%	99%	-22%	8%	62%	1%	40%	-14%	33%	-19%	24%	13%	23%
33	34	👉 Smart Watches	69%	16%	37%	-20%	155%	3%	-55%	-26%	89%	-12%	98%	26%	-50%	-11%	-12%	53%	50%	-47%	-71%	34%	24%	33%
35	35	👉 Desktop Workstations (PC/Mac)	-2%	-39%	-22%	-25%	-25%	22%	-9%	-21%	-14%	-58%	-63%	-18%	-56%	-15%	-22%	114%	21%	-18%	-1%	-21%	6%	-17%
37	36	👉 Uninterruptable Power Supplies (UPS)	-18%	-10%	-14%	-8%	-24%	-9%	21%	-17%	6%	-65%	-52%	7%	23%	6%	-14%	-16%	-7%	-12%	-8%	-12%	-13%	-13%
36	37	👉 Cables and Connectivity Adapters	10%	-29%	0%	-20%	10%	1%	-19%	32%	7%	35%	27%	8%	-5%	-15%	-24%	29%	-6%	-41%	2%	-9%	-6%	-8%
39	38	👉 Transceivers	-6%	0%	-10%	-27%	-36%	-36%	61%	1%	-49%	-20%	-34%	37%	-39%	-17%	-8%	43%	-55%	-50%	-43%	-13%	-7%	-12%
38	39	👉 Notebook Workstations	19%	48%	18%	43%	-14%	65%	9%	69%	70%	6%	32%	22%	8%	47%	21%	28%	-24%	31%	-29%	32%	12%	30%
40	40	👉 Keyboards and Keypads	31%	-8%	57%	52%	49%	116%	12%	28%	73%	-11%	109%	20%	53%	49%	46%	23%	-6%	-6%	18%	33%	26%	32%
41	41	👉 Laser Printers	-32%	-32%	39%	-6%	-1%	-6%	-21%	23%	14%	-17%	2%	-6%	-45%	2%	3%	19%	-1%	26%	9%	-14%	5%	-9%
42	42	👉 Developer Tools Software	-17%	-12%	118%	-32%	99%	30%	56%	-3%	4%	2%	-56%	172%	93%	166%	228%	-25%	-18%	-81%	-84%	21%	-18%	18%
44	43	👉 Long Life Consumables	-8%	-45%	-11%	-12%	-27%	-2%	-22%	-16%	3%	-32%	-32%	-18%	-4%	-2%	-18%	-6%	30%	-35%	-8%	-19%	-13%	-18%
44	44	👉 Projectors	-17%	-59%	-44%	-18%	-54%	-32%	-33%	-14%	-38%	-59%	-21%	-9%	-10%	19%	-17%	-28%	-4%	11%	-7%	-34%	-16%	-32%
45	45	👉 Mobile Computing Cases	86%	14%	73%	28%	33%	25%	-9%	24%	5%	37%	57%	3%	1%	49%	36%	34%	57%	13%	66%	39%	40%	39%
47	46	👉 Project Management Software	-83%	-22%	23%	-31%	170%	83%	174%	5%	12%	48%	-5%	8%	10%	-60%	-2%	80%	110%	-4%	-74%	-40%	37%	-35%
46	47	👉 Mice	5%	-21%	88%	4%	73%	44%	-22%	45%	62%	-22%	67%	-15%	-3%	40%	38%	38%	-6%	-3%	25%	15%	29%	18%
NA	48	👉 Servers (Unix)	22%	-90%	49%	-20%	-10%	138%	-100%	0%	81%	-86%	-86%	0%	0%	-79%	-85%	63%	-80%			-37%	-73%	-39%
48	49	👉 NAS Devices	36%	-6%	-4%	-4%	-40%	6%	-27%	-13%	40%	99%	17%	156%	-30%	6%	-32%	13%	2%	47%	-19%	8%	-11%	5%
49	50	👉 Network Expansion Modules	-15%	46%	-41%	20%	22%	131%	45%	-48%	-19%	-30%	-38%	99%	-13%	23%	-1%	-41%	-40%	64%	146%	9%	-2%	7%

## CONTEXT Covid-19 Weekly Report

Channel

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### Channel Performance in Western and Eastern Europe

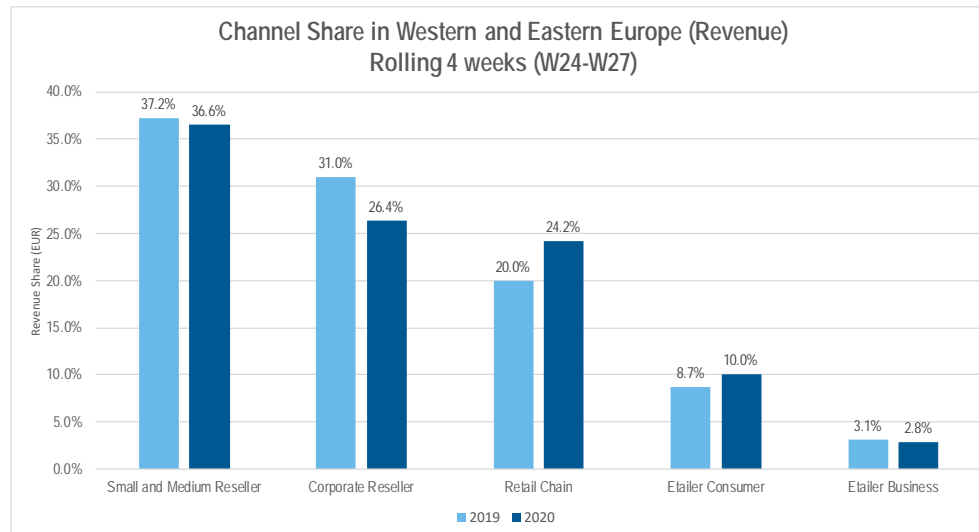
% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 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	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
Business Channels	Corporate Reseller	-15%	-2%	11%	-3%	-8%	10%	-24%	-12%	-33%	-15%	-35%	-6%	-24%	-12%	-13%	-16%	-32%	-46%	-40%	-8%	-18%	-9%	
	Small and Medium Reseller	9%	-21%	30%	8%	14%	23%	5%	6%	-5%	2%	-2%	19%	-11%	15%	-6%	17%	6%	19%	-26%	6%	2%	5%	
	Etailer Business	1%	9%	0%	-8%	-9%	-11%	-18%	27%	-22%	36%	-58%	-8%	28%	-24%	-17%	20%	23%	-39%	-24%	-3%	-9%	-3%	
Retail Channels	Etailer Consumer	44%	24%	20%	-16%	21%	50%	13%	57%	19%	65%	16%	4%	41%	26%	-27%	78%	10%	26%	38%	27%	6%	24%	
	Retail Chain	40%	13%	55%	25%	35%	24%	7%	31%	17%	51%	23%	3%	-2%	8%	-3%	50%	41%	209%	3%	31%	27%	30%	



# CONTEXT Covid-19 Weekly Report

Largest Industries Business

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## Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank- W26	Rank- W27	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Mobile Computing	33%	11%	94%	37%	40%	6%	-16%	16%	-16%	-18%	28%	0%	-24%	19%	13%	51%	-21%	14%	-18%	23%	17%	22%
3	2	👈 Software and Licences	-12%	-8%	13%	5%	1%	24%	-6%	-6%	-18%	-4%	-15%	14%	-22%	-10%	-11%	-14%	-28%	-44%	-35%	-5%	-18%	-6%
2	3	👇 Telecommunications	26%	-12%	41%	5%	2%	63%	-11%	33%	5%	1%	59%	98%	-14%	81%	-56%	29%	22%	41%	27%	20%	5%	17%
4	4	👉 Printing Consumables	-8%	-24%	-1%	0%	5%	22%	-3%	1%	-4%	1%	-12%	4%	5%	24%	-30%	3%	106%	-58%	-19%	-4%	-12%	-5%
5	5	👉 Displays	15%	-33%	14%	-6%	7%	-1%	-22%	3%	-15%	10%	-5%	-4%	-26%	3%	-24%	-21%	-18%	-15%	-32%	-8%	-22%	-10%
8	6	👈 Warranties and Services	-25%	-3%	15%	-14%	-1%	-3%	-10%	-32%	-39%	-40%	-52%	-10%	3%	-15%	-49%	-29%	-51%	85%	-32%	-13%	-41%	-15%
6	7	👇 Computing Components	6%	-9%	-6%	25%	-7%	76%	-17%	5%	-11%	28%	-30%	20%	10%	37%	35%	22%	-21%	56%	-26%	5%	26%	9%
7	8	👇 Disk Storage	-4%	-1%	29%	5%	8%	27%	-2%	-5%	-20%	32%	-30%	17%	-7%	2%	-29%	0%	-19%	-28%	-63%	3%	-24%	-3%
9	9	👉 Desktop Computing	-18%	-44%	-17%	-19%	-39%	-17%	-5%	-19%	-30%	-46%	-50%	-41%	-50%	-18%	40%	-4%	-11%	-63%	-52%	-27%	12%	-21%
10	10	👉 Computing Accessories	19%	2%	47%	33%	94%	32%	5%	24%	25%	28%	49%	-9%	5%	22%	-4%	30%	22%	31%	0%	22%	12%	21%
12	11	👈 Networking Systems	-11%	-29%	13%	-26%	-23%	-10%	8%	-3%	-24%	-26%	5%	-17%	-25%	-24%	4%	-3%	52%	-7%	0%	-17%	5%	-14%
11	12	👇 Audio-Video Systems	56%	-11%	51%	3%	106%	253%	-39%	53%	-1%	35%	65%	76%	17%	109%	5%	7%	21%	47%	-42%	38%	4%	35%
13	13	👉 Printing	-24%	-46%	-38%	-29%	-25%	-7%	-43%	-34%	-6%	-45%	-28%	-34%	-42%	-31%	-36%	-11%	-16%	-10%	-54%	-32%	-31%	-32%
14	14	👉 Server Computing	-28%	-24%	0%	-30%	-32%	17%	-65%	-10%	-47%	-35%	-30%	-4%	-49%	-68%	-33%	79%	-24%	-1%	-62%	-31%	-17%	-28%
15	15	👉 Data Center Networking and Security	-21%	-19%	-33%	-4%	5%	46%	20%	-68%	-41%	-8%	-52%	9%	19%	-9%	-69%	-60%	-68%	76%	37%	-16%	-66%	-27%
16	16	👉 Wireless Networking	-9%	-23%	20%	-5%	-72%	-15%	11%	35%	1%	-12%	-24%	-26%	-14%	-11%	-27%	-7%	62%	5%	-10%	-19%	-9%	-18%
17	17	👉 Wearable Devices	144%	-56%	10%	225%	-34%	-51%	-39%	-42%	120%	69%	14%	-14%	-70%	-10%	-28%	10%	-8%	7%	-72%	-6%	-11%	-7%
18	18	👉 Power Equipment	-7%	-1%	-7%	-17%	-16%	-10%	32%	0%	-1%	-23%	-45%	-6%	-14%	4%	-20%	-16%	-10%	-23%	-2%	-6%	-18%	-10%
19	19	👉 Other Networking Equipment	-6%	4%	0%	-29%	-24%	-16%	26%	8%	-37%	-19%	-34%	5%	-44%	-17%	1%	33%	-2%	-20%	-32%	-10%	3%	-8%
20	20	👉 Connectivity	5%	-25%	18%	-22%	4%	-5%	-28%	33%	-2%	15%	47%	-6%	-5%	-17%	-28%	31%	-21%	-29%	-2%	-10%	-14%	-10%
21	21	👉 Removable Storage	-4%	-78%	8%	-14%	-42%	16%	-20%	-11%	-20%	-23%	-63%	-2%	-54%	5%	-53%	-3%	-30%	17%	-24%	-36%	-23%	-34%
23	22	👈 Electronics	-14%	-57%	7%	-47%	-74%	101%	-35%	-49%	-77%	30%	-52%	137%	-55%	-48%	49%	-6%	-36%	188%	-44%	-34%	17%	-22%
24	23	👈 Smart Home and Office	-58%	-12%	-53%	8%	-25%	112%	98%	-100%	327%	-52%	1063%	-100%	74%	-62%	164%	413%	83%	2027%	35%	-23%	333%	-15%
22	24	👇 Games Consoles	-11%		-50%	-43%	243%	194%	80%	-32%	183%	517%	-39%	218%	8%	46%	-63%	-33%	-40%	84%	-2%	9%	-25%	-2%
25	25	👈 Unified Communications	-35%	-61%	4%	-66%	-47%	40%	-85%	-14%	-49%	24%	-5%	-5%	-9%	-53%	-21%	131%	15%	-9%	23%	-46%	-7%	-39%
26	26	👉 Security	23%	-65%	-27%	-22%	-2%	7%	-51%	-35%	-12%	-6%	309%	-38%	-14%	22%	10%	-43%	81%	4%	71%	-17%	15%	-10%
27	27	👉 Scanner Imaging	-27%	-11%	6%	-24%	-30%	24%	-58%	-31%	-50%	-13%	-24%	-38%	90%	-11%	-31%	-24%	-51%	-75%	-49%	-20%	-35%	-23%
28	28	👉 Tape Storage	-13%	-33%	-54%	58%	-48%	82%	94%	4%	-46%	24%	-19%	104%	-72%	-47%	-37%	36%	24%	-86%	209%	-11%	-14%	-12%
29	29	👈 Terminals, Thin Clients and Points of Sales	-49%	-68%	-71%	-39%	85%	-4%	-77%	-81%	-51%	-90%	15%	-10%	-70%	-35%	26%	-39%	-58%	-97%	-91%	-50%	-12%	-47%
30	30	👉 Photo and Video Cameras	-62%	-9%	-14%	-71%	1156%	-29%	-70%	-81%	-46%	-88%	-76%	-78%	1502%	-40%	-80%	-80%	-52%	-72%	5%	-23%	-63%	-46%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer  
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Largest Industries in Consumer Channel  
% Change in sales through IT Distribution in Euros  
4 Weeks to Week 27 (to July 05 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				
Rank-W26	Rank-W27	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	👉 Mobile Computing	66%	45%	69%	6%	27%	20%	-24%	14%	37%	25%	62%	-2%	33%	12%	6%	59%	-1%	9%	66%
3	2	👈 Software and Licences	-5%	-9%	-35%	106%	185%	-3%	175%	60%	34%	661%	122%	-195%	254%	121%	13%	54%	42%		71%
2	3	👇 Telecommunications	14%	28%	58%	19%	56%	121%	22%	101%	-4%	17%	-9%	-1%	-19%	-13%	-67%	44%	66%	75%	123%
4	4	👉 Printing Consumables	-6%	2%	63%	23%	10%	38%	98%	-3%	13%	-16%	0%	4%	21%	31%	-24%	21%	110%	-63%	-24%
5	5	👉 Displays	71%	27%	36%	34%	40%	69%	-46%	-11%	170%	121%	42%	31%	42%	87%	15%	47%	75%	12%	-13%
8	6	👈 Warranties and Services	-42%	127%	17%	301%	91%	-10%	186%	18%	138%	659%	431%	-24%	-36%	598%	-73%	151%	139%		273%
6	7	👇 Computing Components	122%	95%	186%	59%	69%	90%	88%	33%	85%	160%	82%	48%	55%	126%	-45%	115%	67%	70%	-18%
7	8	👇 Disk Storage	57%	9%	-8%	-48%	-12%	27%	-7%	86%	8%	224%	104%	-7%	13%	9%	-25%	30%	10%	38%	43%
9	9	👉 Desktop Computing	100%	-8%	-3%	2%	18%	55%	-35%	10%	7%	-1%	-18%	11%	-33%	95%	-16%	-8%	35%	378%	-2%
10	10	👉 Computing Accessories	63%	14%	62%	3%	23%	47%	-13%	45%	103%	11%	67%	9%	15%	75%	43%	46%	14%	-2%	17%
12	11	👈 Networking Systems	24%	-16%	62%	67%	14%	58%	95%	54%	102%	111%	195%	-23%	-12%	36%	69%	4%	62%	53%	-76%
11	12	👇 Audio-Video Systems	20%	-1%	51%	-5%	-7%	-5%	-12%	52%	-39%	41%	-9%	6%	-9%	-10%	-2%	158%	18%	49%	30%
13	13	👉 Printing	-3%	12%	24%	11%	-6%	53%	-46%	-4%	43%	16%	50%	3%	-19%	1%	1%	98%	-11%	47%	24%
14	14	👉 Server Computing	84%	-92%		418%	106%	86%	859%	-12%	-25%	74%	2611%	671%	1650%	120%	735%	46%	-21%	329%	-67%
15	15	👉 Data Center Networking and Security	55%	450%	30%	460%	307%	-61%	73%	1166%	-64%	861%			231%	493%	4%	45%	324%		169%
16	16	👉 Wireless Networking	66%	13%	141%	63%	16%	77%	-42%	119%	172%	60%	80%	552%	47%	60%	2%	170%	110%	35%	56%
17	17	👉 Wearable Devices	69%	36%	48%	-82%	105%	-3%	-37%	-2%	44%	2%	151%	38%	-5%	-22%	-11%	217%	36%	-66%	-69%
18	18	👉 Power Equipment	16%	-15%	-19%	-19%	-27%	18%	117%	26%	45%	92%	-67%	206%	88%	-17%	7%	-14%	-19%	-18%	-34%
19	19	👉 Other Networking Equipment	62%	43%	149%	29%	-7%	11%	42%	113%	466%	565%	112%	162%	151%	29%	-15%	6%	203%	-15%	60%
20	20	👉 Connectivity	40%	-22%	-30%	-7%	15%	17%	19%	2%	23%	133%	24%	24%	111%	0%	13%	20%	9%	-48%	15%
21	21	👉 Removable Storage	20%	-36%	-31%	-19%	-65%	5%	-17%	28%	-2%	-31%	-66%	14%	7%	39%	-79%	11%	-28%	-45%	-5%
23	22	👈 Electronics	-45%	-71%	-53%	-34%	-84%	8%	-54%	-88%	162%	403%	-76%	-4%	37%	-74%	-75%	-56%	-20%	-94%	19%
24	23	👈 Smart Home and Office	33%	-22%	-11%	-31%	-38%	-89%	-34%	212%	81%	-41%	315%	62%	282%	-62%	-29%	319%	243%	3277%	6%
22	24	👇 Games Consoles	42%		-35%	72%	-15%	122%	141%	194%	332%	68%	-9%	34%	2517%	56%	76%	122%	-47%	73%	-30%
25	25	👉 Unified Communications	-13%	-69%	101%	717%	-6%	22%	-87%	-55%	-19%	752%		-88%		-56%	6%	784%	-58%	25%	-3%
26	26	👉 Security	188%	-53%	-78%	-74%	47%	30%	-32%	-17%	-75%	63%	110%	-15%	-15%	-30%	31%	-28%	156%	40%	335%
27	27	👉 Scanner Imaging	43%	-23%	-28%	7%	-6%	20%	0%	-18%	42%	100%	-77%	175%	269%	2%	60%	25%	12%	108%	61%
28	28	👉 Tape Storage	81%	-72%	-71%	171%	-193%	25%	-96%	104%	540%	588%	471%	-14%		244%	144%	-53%	286%	-100%	769%
29	29	👉 Terminals, Thin Clients and Points of Sales	186%	164%	-73%	202%	-2%	434%	193%	73%	55%	55%	-58%	124%	78%	-45%	892%	24%	-55%	4818%	-67%
30	30	👉 Photo and Video Cameras	43%	11%	-59%	5%	-19%	-22%	-75%	-44%	-100%	17%	-51%	-58%	-98%	3%	-45%	-30%	-10%	-54%	-62%

INDUSTRY SECTOR TREND		
WE	EE	Total
39%	20%	35%
43%	256%	89%
27%	25%	27%
16%	-7%	13%
42%	33%	40%
45%	-5%	40%
96%	3%	59%
18%	-3%	12%
34%	-3%	24%
40%	36%	40%
27%	45%	31%
8%	56%	12%
9%	14%	10%
-38%	326%	-13%
165%	77%	142%
49%	58%	50%
30%	59%	33%
0%	-1%	0%
54%	4%	51%
1%	14%	3%
-23%	-40%	-27%
-48%	-58%	-50%
-23%	392%	-21%
39%	44%	41%
-15%	30%	-11%
-45%	37%	-42%
8%	46%	13%
58%	-23%	45%
104%	683%	215%
-29%	-27%	-28%



# 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 27 (to July 05 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W26	Rank-W27	Category	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	📁 Notebooks	38%	3%	87%	66%	48%	3%	-20%	12%	-17%	-23%	34%	-3%	-18%	25%	10%	54%	-20%	18%	-18%
2	2	📁 Warranties and Services	-25%	-3%	15%	-14%	-1%	-3%	-10%	-32%	-39%	-40%	-52%	-10%	3%	-15%	-49%	-29%	-51%	85%	-32%
3	3	📁 Smartphones	33%	-11%	44%	22%	1%	57%	-8%	31%	-4%	-3%	71%	123%	-17%	88%	-62%	28%	24%	41%	44%
4	4	📁 Tablet PCs	24%	35%	136%	-26%	20%	11%	-10%	18%	-30%	-2%	-5%	17%	-46%	5%	61%	40%	-24%	-21%	15%
5	5	📁 Toner	-4%	-32%	-11%	-5%	-28%	21%	-7%	17%	-21%	-5%	-15%	1%	5%	19%	-30%	-15%	81%	-61%	-26%
6	6	📁 Desktops	-18%	-44%	-16%	-17%	-40%	-21%	-4%	-20%	-30%	-43%	-48%	-42%	-48%	-17%	51%	-13%	-14%	-65%	-57%
7	7	📁 Security Software	-6%	-9%	7%	46%	-5%	21%	-32%	-24%	-35%	-20%	-30%	12%	-12%	-16%	-14%	-24%	13%	-37%	1%
8	8	📁 Office Applications Software	-21%	4%	25%	-5%	17%	19%	13%	9%	-28%	34%	9%	6%	-3%	13%	13%	-5%	-33%	-1%	-32%
NA	9	📁 Data Management Software	18%	-13%	31%	0%	-14%	21%	-1%	4%	-17%	-24%	-14%	28%	-8%	-21%	-58%	-5%	-7%	-79%	-49%
9	10	📁 Ink Cartridges and Tanks	-13%	3%	22%	12%	58%	43%	7%	-14%	33%	29%	6%	-12%	8%	33%	-41%	42%	243%	-59%	-13%
10	11	📁 Monitors	23%	-16%	13%	12%	30%	5%	-25%	2%	5%	22%	-11%	-28%	-1%	21%	-28%	-15%	-2%	8%	-36%
14	12	📁 Operating Systems Software	-15%	-3%	50%	-11%	-13%	-5%	35%	-14%	-31%	-12%	-37%	49%	-7%	-17%	-21%	-27%	-64%	-39%	-58%
11	13	📁 Network Switches	-8%	-30%	19%	-26%	-47%	-17%	18%	6%	-21%	-26%	-15%	-16%	-26%	-3%	-2%	52%	-24%	3%	-15%
13	14	📁 Solid State Drives (SSDs)	-9%	10%	40%	-4%	-14%	41%	-18%	52%	-30%	83%	-26%	6%	-61%	19%	36%	-5%	-4%	-35%	-50%
12	15	📁 Processors	10%	3%	-25%	59%	12%	204%	-37%	40%	-22%	26%	-48%	64%	28%	64%	-5%	37%	-42%	79%	-32%
NA	16	📁 Servers (PC/Mac)	-39%	-9%	-4%	-33%	-39%	5%	-78%	-15%	-49%	-31%	-35%	36%	-49%	-80%	-24%	94%	-28%	-11%	-64%
15	17	📁 Hard Disk Drives (HDDs)	-14%	-9%	-13%	4%	30%	21%	-23%	-4%	-7%	4%	1%	26%	-17%	-13%	-35%	6%	-12%	-24%	-61%
17	18	📁 Headsets/Headphones and Microphones	67%	13%	56%	15%	141%	377%	-39%	49%	5%	133%	82%	107%	28%	137%	56%	29%	38%	62%	-52%
16	19	📁 RAM Memory	-5%	-28%	-11%	9%	-33%	26%	-24%	-14%	0%	22%	-2%	-11%	-9%	17%	82%	-7%	-20%	1%	-30%
NA	20	📁 Disk Arrays	16%	0%	135%	25%	24%	15%	71%	-45%	-18%	-3%	-65%	25%	78%	0%	-69%	1%	-65%	-20%	-90%
NA	21	📁 Virtualisation Software	122%	-37%	-48%	-27%	-22%	29%	-39%	-22%	124%	8%	-68%	-30%	-50%	-10%	33%	-51%	-30%	-53%	225%
NA	22	📁 Graphics and Design Software	-16%	-42%	31%	11%	33%	-2%	-31%	-17%	-5%	-16%	8%	32%	-2%	10%	-68%	74%	52%	97%	38%
NA	23	📁 Network Management Software	-24%	-11%	-10%	48%	-29%	-32%	-43%	-25%	-7%	241%	-66%	-35%	75%	25%	3%	-72%	-9%	-42%	34%
NA	24	📁 Large Format Displays	23%	-39%	19%	-22%	-11%	-14%	-17%	3%	-33%	14%	0%	34%	-44%	-18%	-2%	-36%	-31%	-48%	-55%
NA	25	📁 Network Management and Security Appliances	-4%	-28%	-24%	-11%	8%	-16%	42%	-67%	-4%	-37%	-39%	-3%	42%	-13%	-60%	-59%	-51%	306%	0%
NA	26	📁 Docking Stations	-12%	13%	35%	71%	146%	32%	6%	64%	60%	35%	97%	-22%	15%	54%	0%	26%	-16%	41%	-21%
18	27	📁 Wireless Access Points	-10%	-30%	21%	-3%	-70%	-11%	10%	39%	-1%	-11%	-30%	-27%	-17%	-15%	-31%	-18%	54%	-7%	-5%
NA	28	📁 Database Management Software	-25%	90%	-52%	28%	-31%	79%	7%	-13%	-37%	-32%	-21%	146%	-16%	-43%	-83%	-35%	-56%	-42%	-50%
19	29	📁 All-in-One Lasers	-24%	-56%	-30%	-30%	-29%	-25%	-55%	-17%	8%	-42%	-44%	0%	-68%	-13%	-47%	-12%	12%	-23%	-69%
22	30	📁 Network Routers	-33%	-26%	-10%	-28%	29%	28%	-26%	-56%	-50%	-20%	122%	-26%	15%	-28%	22%	-5%	52%	67%	-9%
NA	31	📁 Transceivers	-6%	-1%	-11%	-32%	-37%	-36%	57%	3%	-49%	-27%	-37%	34%	-42%	-18%	-9%	50%	-59%	-49%	-46%
NA	32	📁 Developer Tools Software	-18%	-12%	118%	-32%	99%	29%	55%	-4%	4%	-5%	-56%	162%	94%	122%	245%	-40%	-19%	-82%	-83%
NA	33	📁 Notebook Workstations	8%	26%	16%	42%	-17%	29%	8%	73%	55%	-1%	44%	16%	-10%	35%	33%	25%	-27%	-1%	-31%
NA	34	📁 Desktop Workstations (PC/Mac)	-17%	-44%	-22%	-28%	-28%	5%	-16%	-11%	-28%	-61%	-66%	-32%	-55%	-27%	-30%	102%	17%	-15%	22%
21	35	📁 Uninterruptable Power Supplies (UPS)	-20%	-7%	-15%	-12%	-28%	-15%	20%	-18%	0%	-72%	-52%	-31%	7%	3%	-18%	-28%	-14%	-13%	-3%
20	36	📁 Graphics Cards	28%	29%	58%	-7%	25%	-29%	-50%	-17%	-16%	25%	44%	-24%	18%	29%	-45%	22%	18%	90%	40%
23	37	📁 Cables and Connectivity Adapters	6%	-31%	24%	-22%	6%	-11%	-31%	37%	5%	20%	36%	-2%	-6%	-19%	-29%	32%	-12%	-33%	0%
NA	38	📁 Long Life Consumables	-7%	-47%	-11%	-13%	-30%	-1%	-25%	-17%	3%	-36%	-32%	-21%	-4%	-9%	-19%	-10%	28%	-36%	-15%
25	39	📁 Televisions	-53%	-28%	28%	-4%	27%	20%	12%	34%	-19%	-42%	781%	11%	-76%	0%	-28%	-18%	-43%	-37%	2%
NA	40	📁 Network Expansion Modules	-16%	50%	-41%	15%	20%	170%	42%	-56%	-27%	-35%	-38%	91%	-15%	21%	5%	-52%	-46%	-14%	136%
27	41	📁 Laser Printers	-32%	-45%	26%	-12%	-17%	-10%	-35%	25%	10%	-19%	-52%	-2%	-18%	-41%	-4%	-1%	18%	-34%	4%
26	42	📁 Keyboards and Keypads	23%	-15%	49%	35%	75%	79%	22%	22%	68%	-12%	66%	10%	40%	13%	-11%	-7%	2%	-5%	17%
28	43	📁 All-In-One Inkjets	-17%	-3%	-11%	-18%	2%	68%	-7%	-16%	-18%	-61%	20%	-60%	-35%	-41%	81%	26%	3%	50%	22%
NA	44	📁 Servers (Unix)	22%	-78%	49%	-20%	-10%	68%	-100%	0%	81%	-87%	-86%			-79%	-86%	63%	-80%		
29	45	📁 Projectors	-18%	-66%	-34%	-14%	-50%	-44%	-31%	-24%	-65%	-69%	-36%	-22%	-58%	-9%	-37%	-30%	-26%	-32%	-18%

CATEGORY TREND		
WE	EE	Total
24%	16%	23%
-13%	-41%	-15%
23%	9%	21%
20%	28%	21%
-10%	-18%	-12%
-27%	14%	-20%
-5%	-15%	-5%
1%	-1%	1%
1%	-42%	-2%
10%	14%	10%
5%	-20%	0%
-5%	-30%	-9%
-18%	-1%	-15%
5%	9%	6%
16%	2%	13%
-35%	-9%	-30%
-7%	-27%	-12%
60%	31%	59%
-11%	49%	-4%
15%	-56%	-1%
12%	3%	11%
-10%	45%	-9%
-9%	-22%	-10%
-17%	-21%	-18%
-15%	-54%	-19%
26%	10%	25%
-20%	-15%	-19%
0%	-64%	-8%
-33%	-40%	-35%
-14%	20%	-6%
-14%	-8%	-13%
19%	-23%	15%
20%	9%	20%
-28%	-2%	-25%
-14%	-19%	-16%
22%	-2%	17%
-10%	-12%	-10%
-19%	-15%	-19%
1%	-25%	-6%
9%	-2%	7%
-21%	-2%	-17%
20%	-6%	17%
-12%	28%	-9%
-18%	-75%	-22%
-36%	-29%	-35%

# CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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## Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 27 (to July 05 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W26	Rank-W27	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Smartphones	14%	40%	59%	21%	59%	117%	22%	102%	-4%	19%	-8%	-2%	-19%	-14%	-68%	44%	68%	76%	134%	29%	28%	29%
2	2	Notebooks	64%	40%	46%	37%	25%	36%	-23%	17%	46%	1%	64%	-2%	33%	24%	8%	60%	-7%	-2%	57%	39%	20%	34%
3	3	Tablet PCs	72%	57%	186%	-38%	36%	-26%	-30%	3%	14%	94%	49%	-8%	-35%	-7%	-21%	50%	44%	325%	209%	37%	12%	35%
4	4	Monitors	86%	67%	53%	34%	33%	117%	80%	87%	218%	107%	153%	17%	45%	84%	6%	45%	94%	31%	64%	69%	29%	59%
5	5	Ink Cartridges and Tanks	-7%	17%	72%	25%	27%	30%	120%	-4%	16%	-30%	0%	-5%	18%	25%	-29%	9%	183%	-65%	-28%	21%	-8%	18%
6	6	Desktops	98%	-12%	-3%	-1%	18%	54%	-39%	19%	-1%	0%	-18%	5%	-30%	93%	-18%	-14%	35%	423%	9%	32%	-6%	22%
7	7	Headsets/Headphones and Microphones	51%	6%	82%	2%	-28%	50%	-17%	70%	-55%	61%	4%	10%	1%	5%	-8%	193%	25%	77%	36%	18%	66%	23%
8	8	Processors	199%	67%	368%	66%	87%	264%	99%	19%	113%	163%	75%	24%	95%	116%	-67%	197%	89%	27%	-32%	113%	-22%	47%
9	9	Televisions	39%	-11%	35%		289%	4%	-97%	-68%	63%	142%	-84%	71%	-349%	-12%	114%	59%	26%	-6%	-50%	17%	38%	21%
14	10	Solid State Drives (SSDs)	66%	18%	-16%	-27%	-4%	14%	19%	97%	0%	246%	120%	-14%	285%	67%	12%	42%	9%	3%	11%	31%	21%	28%
10	11	Smart Watches	70%	70%	63%	-52%	334%	29%	-59%	2%	56%	-21%	199%	35%	-4%	-10%	-9%	71%	63%	-51%	-67%	62%	35%	59%
12	12	Hard Disk Drives (HDDs)	49%	-4%	15%	-60%	-18%	43%	-35%	47%	22%	64%	85%	14%	-3%	-4%	-42%	12%	14%	-23%	183%	3%	-26%	-6%
13	13	Network Routers	21%	-9%	80%	72%	45%	90%	79%	12%	106%	88%	50%	-46%	-49%	38%	85%	2%	67%	37%	-87%	27%	51%	33%
11	14	Graphics Cards	66%	157%	233%	-35%	50%	101%	101%	136%	111%	43%	109%	118%	-69%	231%	-1%	81%	98%	163%	28%	91%	61%	83%
15	15	All-In-One Inkjets	-4%	-29%	17%	2%	-2%	72%	-64%	-6%	31%	4%	71%	27%	-47%	-16%	13%	110%	-32%	57%	-2%	0%	33%	4%
16	16	Toner	3%	-46%	36%	5%	-14%	58%	59%	1%	-1%	10%	-2%	15%	39%	40%	-20%	51%	50%	-61%	100%	-2%	-4%	-2%
18	17	All-in-One Lasers	22%	219%	39%	53%	-1%	58%	-51%	62%	203%	31%	0%	-12%	-30%	44%	-8%	88%	-1%	-2%	166%	40%	0%	23%
17	18	Wireless Access Points	68%	10%	154%	60%	12%	80%	-43%	115%	184%	59%	68%	602%	112%	66%	-13%	197%	98%	23%	59%	48%	53%	49%
19	19	Digital Media Players	102%	67%	101%	55%	135%	94%	75%	105%	272%	6%	-21%	54%	-23%	-38%	-14%	169%	714%	168%	105%	51%	190%	53%
20	20	Keyboards and Key pads	46%	15%	68%	77%	29%	162%	-7%	50%	82%	-8%	157%	33%	77%	93%	109%	45%	-14%	-7%	20%	57%	59%	57%
21	21	Mice	10%	29%	121%	7%	80%	40%	23%	67%	84%	-32%	55%	-8%	21%	42%	72%	47%	-14%	-18%	31%	31%	46%	34%
22	22	RAM Memory	87%	-13%	95%	29%	45%	13%	76%	45%	58%	235%	62%	-24%	-33%	75%	150%	35%	-7%	-6%	23%	54%	76%	61%
24	23	Network Switches	34%	-28%	-16%	61%	-28%	38%	142%	64%	89%	130%	543%	23%	741%	30%	33%	8%	57%	93%	62%	25%	31%	27%
29	24	Warranties and Services	-42%	127%	17%	301%	91%	-10%	186%	18%	138%	659%	431%	-24%	-36%	598%	-73%	151%	139%	2620%	273%	45%	-5%	40%
23	25	Smart Bands and Activity Trackers	36%	21%	67%	-86%	-29%	54%	1180%	-100%	-96%	600%	43%	2554%	422%	-41%	-2%	520%	-1%	-70%	-80%	4%	114%	16%
25	26	Portable Speakers	-87%	-44%	24%	-49%	-38%	-67%	-98%	-61%	-90%	18%	-77%	-63%	11%	-88%	-84%	-49%	-74%	-58%	-99%	-37%	-72%	-38%
26	27	Games Accessories	103%		-35%	135%	-14%	107%	135%	194%	325%	80%	49%	74%	4651%	54%	75%	105%	-27%	113%	51%	65%	61%	64%
27	28	Powerline Devices	68%	61%	217%	19%	-22%	8%	29%	134%	179%	71%	110%	276%	191%	26%	-3%	30%	122%	-9%	60%	52%	33%	51%
28	29	Mobile Computing Cases	155%	-21%	47%	7%	31%	19%	-14%	52%	217%	110%	29%	50%	431%	79%	24%	15%	40%	0%	200%	53%	28%	51%
31	30	NAS Devices	56%	32%	17%	4%	-44%	0%	18%	46%	30%	140%	54%	161%	-67%	-14%	-19%	45%	-4%	47%	-23%	31%	4%	27%
38	31	Office Applications Software	20%	-46%	93%	-7%	-12%	-32%	26%	104%	-80%	338%	-39%	-56%	152%	151%	-51%	81%	-66%	-43%	104%	6%	26%	12%
33	32	Operating Systems Software	-11%	-21%	-16%	19%	481%	-30%	16%	34%	88%	30%	84%	-14%	122%	1546%	-45%	8%	138%	-37%	-54%	91%	-11%	47%
32	33	Laser Printers	-31%	39%	71%	75%	35%	1%	87%	12%	41%	-6%	21%	44%	-59%	15%	11%	87%	-15%	110%	36%	14%	18%	15%
34	34	Security Software	-3%	-6%	-50%	63%	40%	-45%	-86%	50%	79%	435%	56%	-51%	7%	-21%	20%	23%	-21%	5359%	54%	-3%	33%	0%
30	35	Cables and Connectivity Adapters	27%	-21%	-39%	-10%	19%	15%	15%	2%	14%	134%	18%	25%	14%	-7%	14%	26%	10%	-61%	11%	-3%	16%	-2%
35	36	Projectors	-15%	-44%	-59%	-41%	-56%	-14%	-44%	51%	105%	-14%	37%	26%	292%	130%	24%	-22%	120%	124%	78%	-30%	27%	-25%
36	37	Smart Speakers	36%	-10%	-36%	-27%	-34%	-44%	-17%	471%	129%	52%	-92%	-100%				106%		-73%	-87%	-11%	102%	-11%
41	38	Uninterruptable Power Supplies (UPS)	-6%	-28%	-11%	7%	-11%	9%	86%	-6%	72%	1%	-40%	107%	319%	24%	2%	45%	17%	-6%	-27%	-2%	5%	1%
37	39	IP Cameras	188%	-59%	-78%	-74%	47%	30%	-32%	-17%	-75%	63%	111%	-15%	-15%	-30%	36%	-34%	156%	17%	319%	-47%	35%	-45%
40	40	Memory Cards	34%	-23%	-60%	29%	-65%	15%	-42%	15%	9%	-58%	-66%	25%	4%	144%	-84%	-7%	-42%	-55%	-34%	-25%	-55%	-34%
39	41	Smartphone Protective Cases	72%	-87%	-25%	-48%	-50%	27%	-19%	57%	-3%	28%	-33%	79%	44%	1%	-33%	58%	-6%	-59%		-44%	0%	-41%
43	42	USB Memory	6%	-50%	-16%	-48%	-73%	-19%	73%	55%	-49%	1%	-67%	2%	16%	21%	-79%	3%	-6%	-26%	53%	-31%	-28%	-31%
45	43	Digital Cameras	34%	-7%	-50%	32%	-8%	-50%	88%	-60%	-100%	135%	-55%	-47%	-100%	-2%	-82%	-33%	-11%	-38%	-69%	-28%	-31%	-29%
44	44	Mobile Phones	4%	-1%	-63%	-19%	66%	255%	-26%	9%	101%	-13%	-96%	32%	-28%	-41%	-75%	-65%	-16%	-34%	-12%	-7%	-71%	-32%
42	45	Consoles Fixed	-41%		-20%	-100%	-16%	725%	334%		586%	-97%	-101%	-76%	-100%	152%	894%	142%	-59%	-94%	-45%	-44%	32%	-8%

A large, abstract graphic on the left side of the slide. It consists of overlapping, semi-transparent blue shapes that form a large, stylized arrow pointing to the right. Within these shapes, there is a network of white lines connecting small white dots, suggesting a digital or technological theme.

Optimise today  
Accelerate tomorrow