IT Industry Update

29th July 2020

CONTEXT Weekly IT Industry Forum

01 CLIMATE SURVEY FEEDBACK

02 TOP TREND REPORTS TO WEEK 29 – JUNE RESELLER STATISTSICS

03 BALTICS INSIGHT – NATALIA FUNKNER, COUNTRY MANAGER

04 THE RISE OF GAMING RAM – SENTHURAN PREMAKUMAR, DIRECTOR, RESEARCH & BUSINESS DEVELOPMENT

05 DISPLAYS UPDATE – DOMINIKA KONCEWICZ, SENIOR ANALYST

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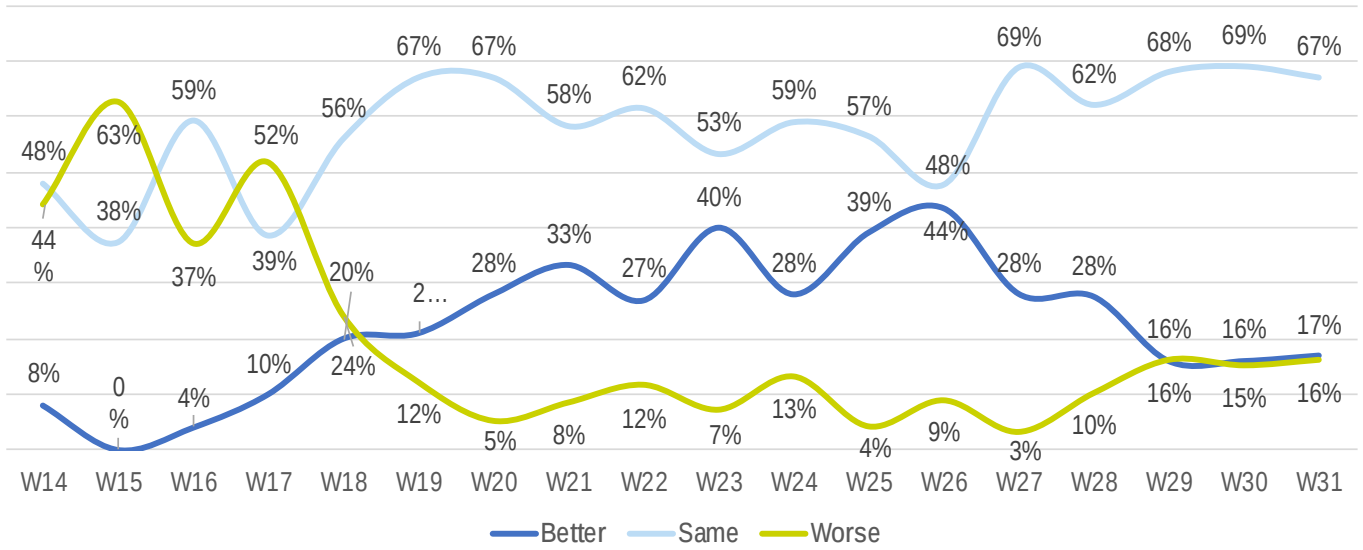
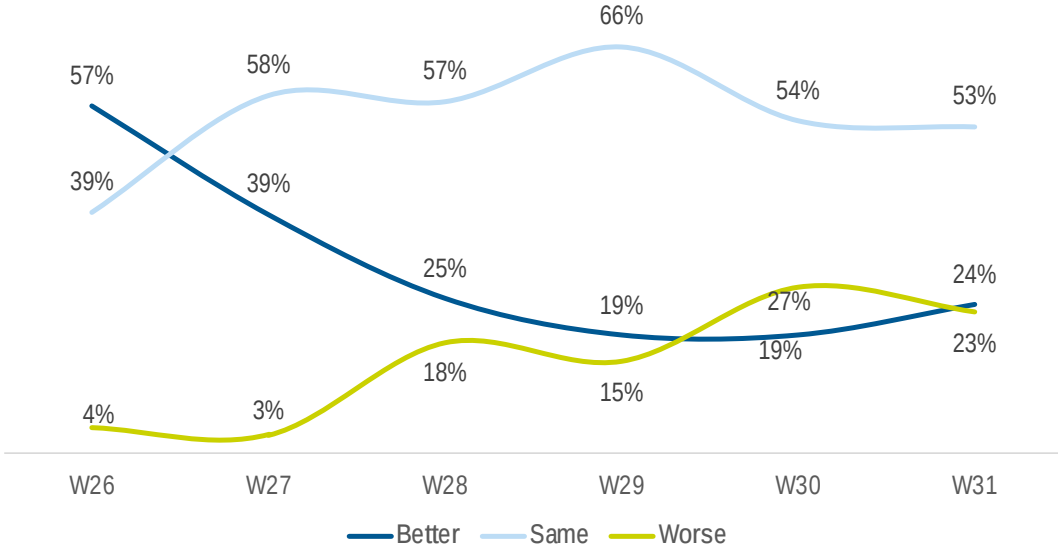
CLIMATE SURVEY FEEDBACK – PROGRESS/PIPELINE

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



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



18 responses

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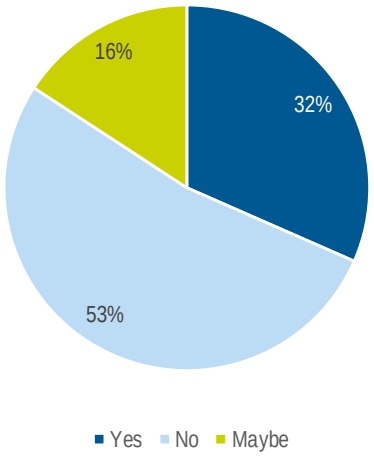
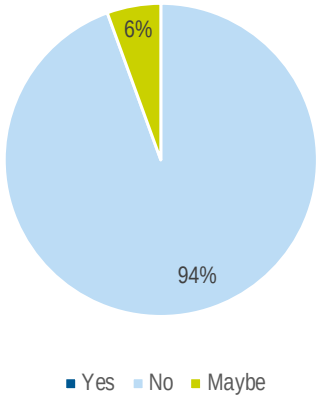
UPCOMING PLANS GIVE CLEARER VIEW OF H2 2020

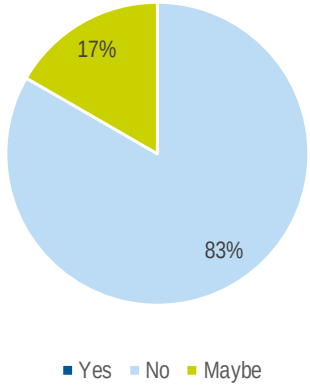
With companies such as Google announcing yesterday that there will be no return to the office until July 2021, do you think that your own companies will be delaying the return to offices until later eg 2021?



Are you planning any business travel abroad before the end of 2020?



Are you planning to attend physically any industry conferences before the end of 2020?



18 responses

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WEEKLY REPORTS

01 REVENUE INDEX

*4 week rolling revenue trends, revenue of base 100 is full year 2019 *4 / 52 , predictive indications, by country and region*

02 REVENUE TRENDS

4 week rolling revenue % growth/decline trends compared to prior year, 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)

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01 REVENUE INDEX

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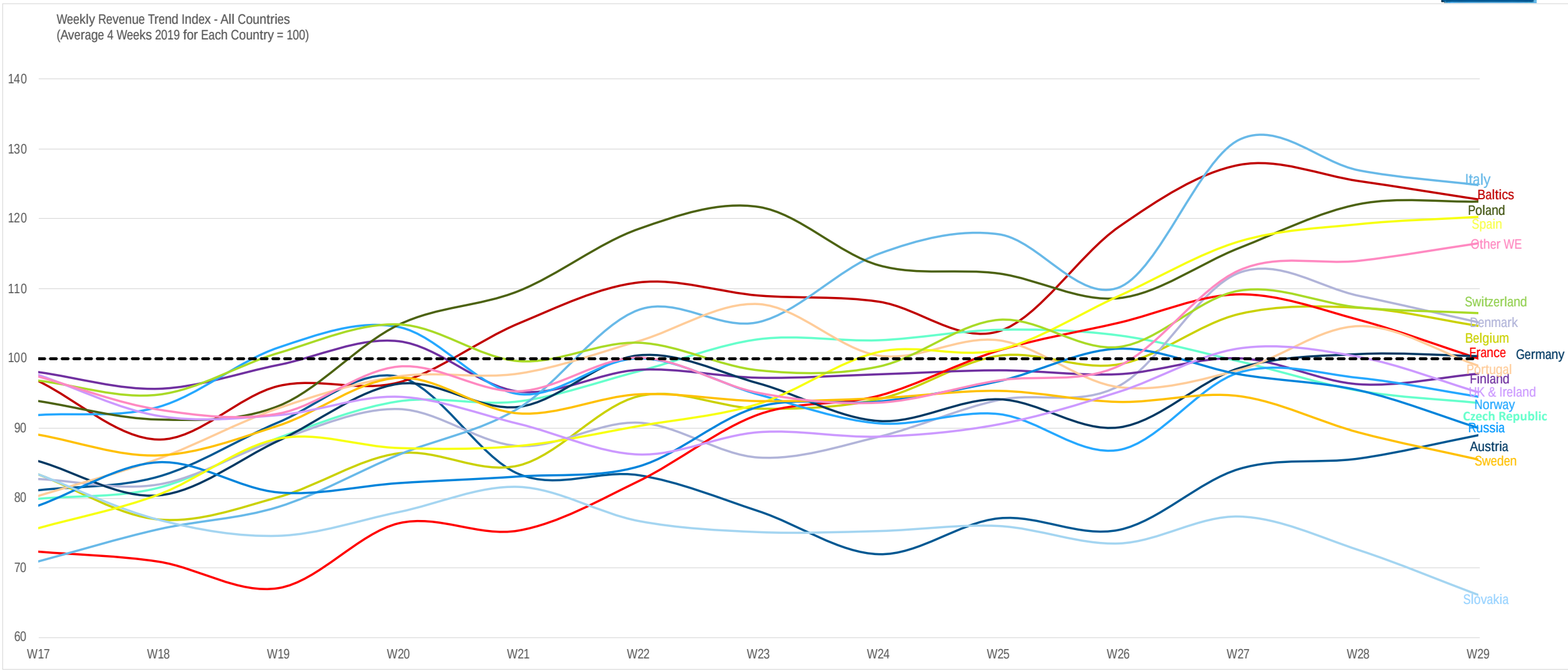
THE WEEKLY INDEX – OVERALL POSITIVE…



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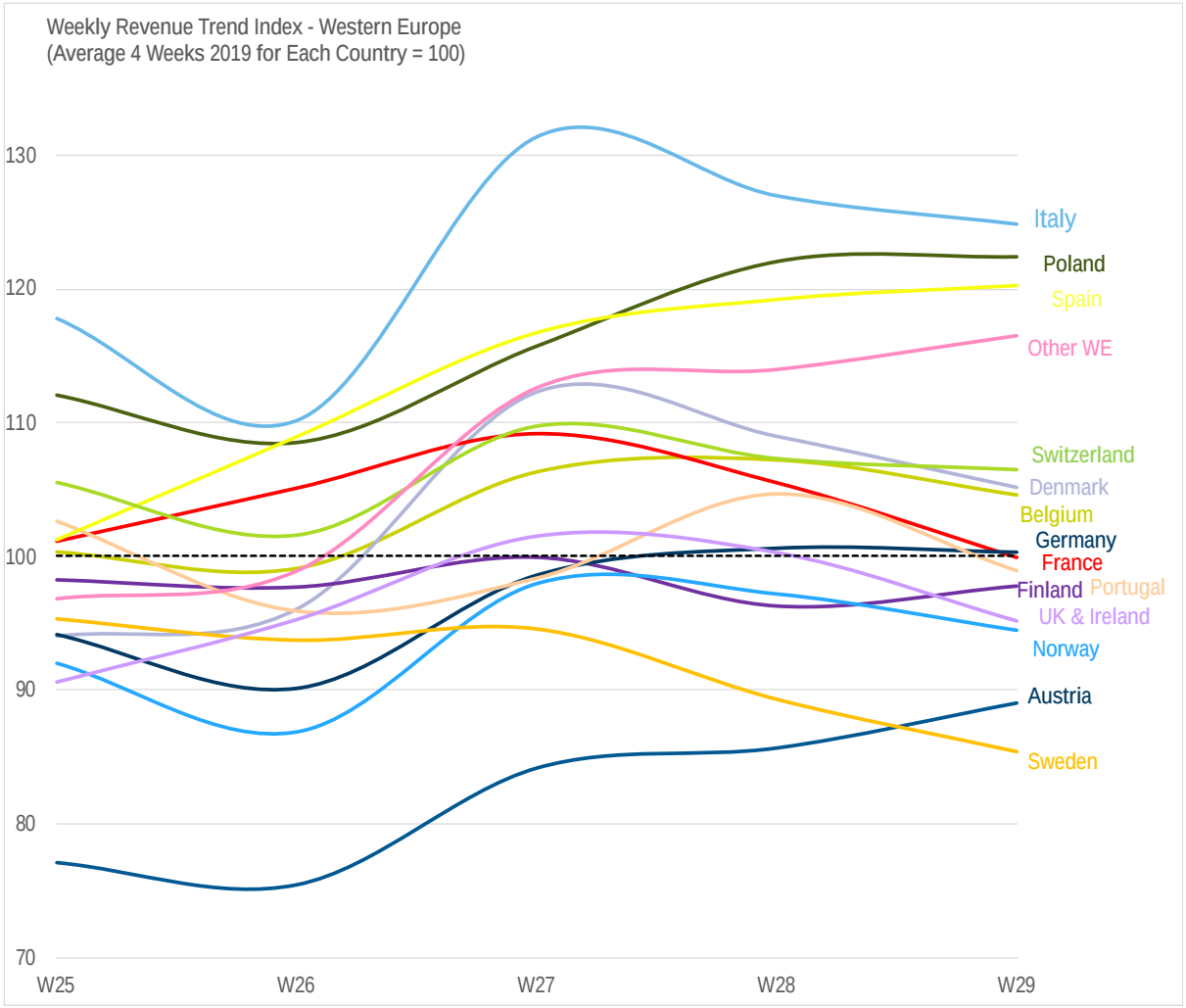
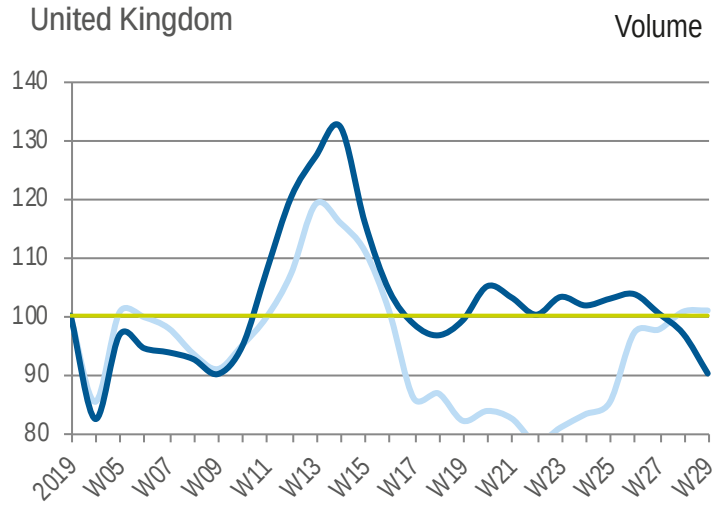
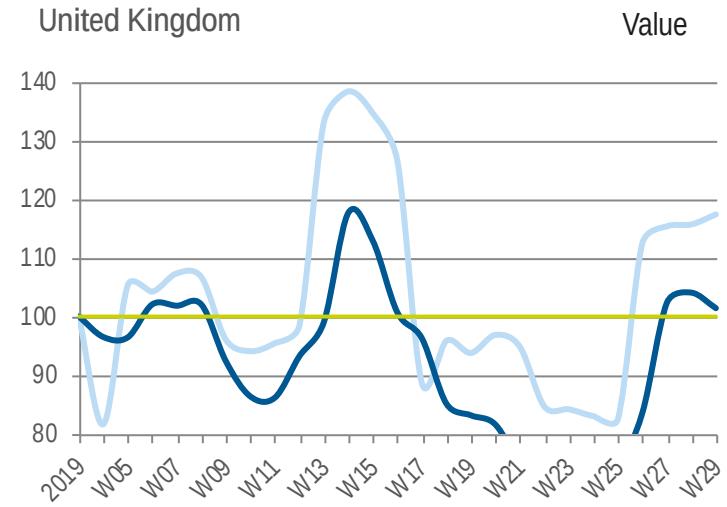
…BUT 7 WE COUNTRIES IN DECLINE FOR THE LAST TWO WEEKS







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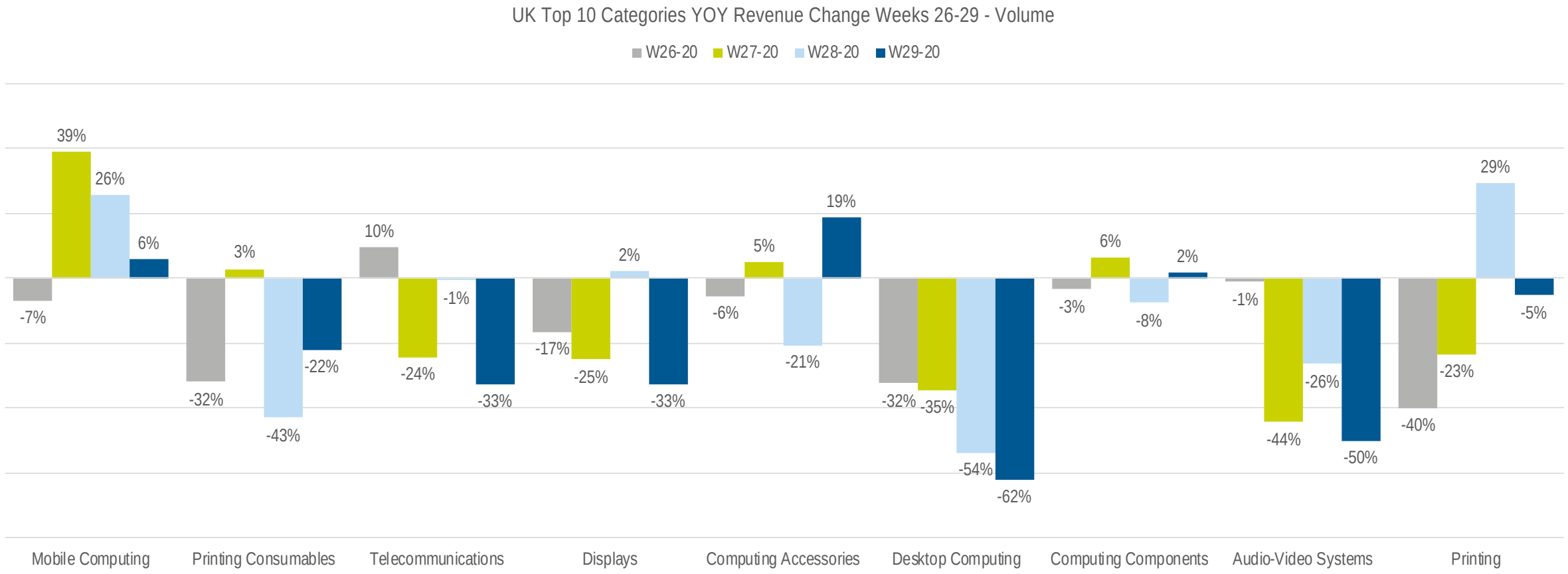
UK DEEP DIVE – VOLUME – MANY SECTORS DECLINING OVER RECENT WEEKS



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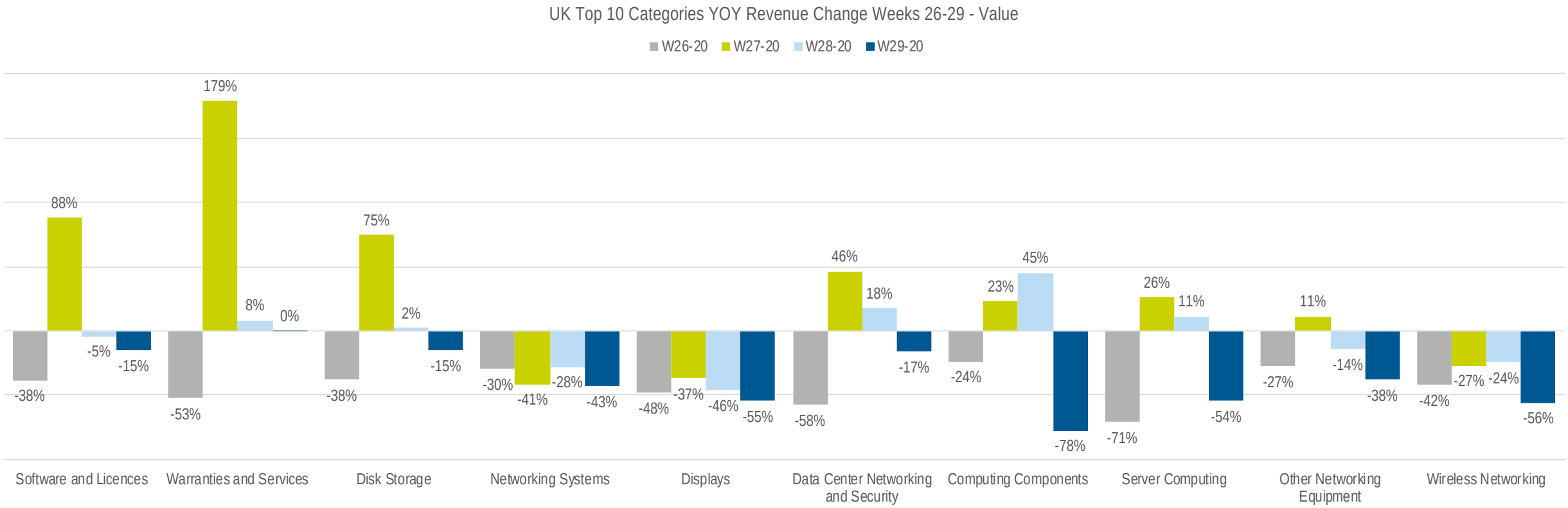
UK DEEP DIVE - VALUE



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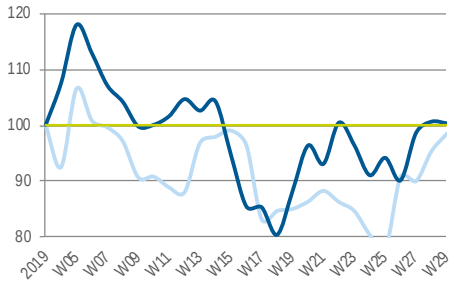
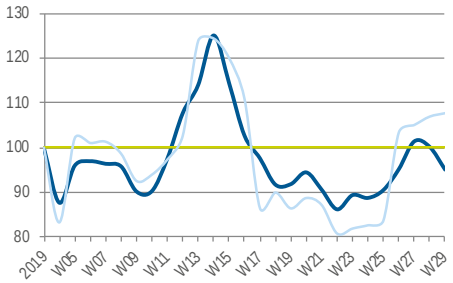
WE: GOOD PERFORMANCE OVERALL

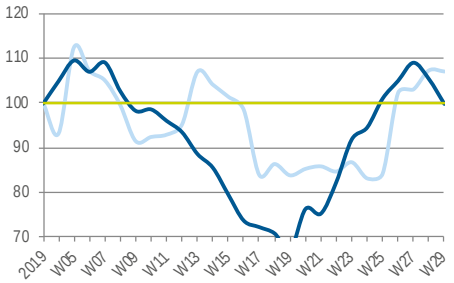
Germany



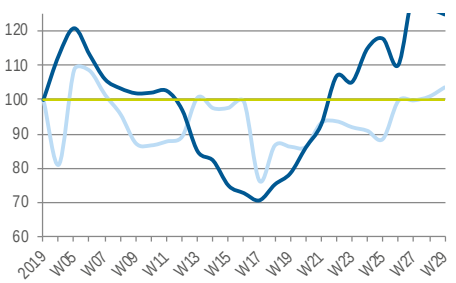
United Kingdom



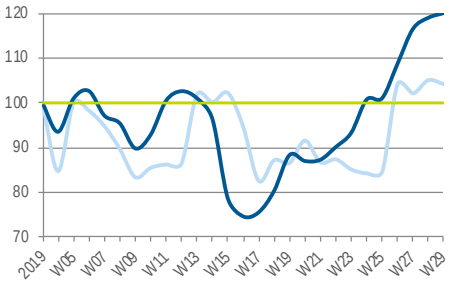
France



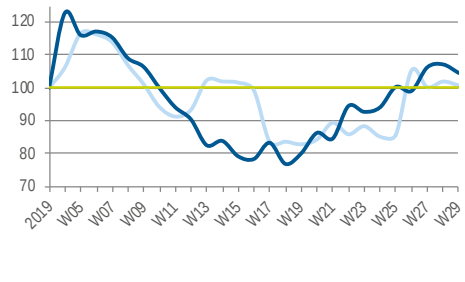
Italy



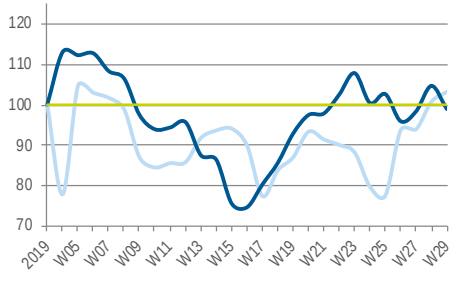
Spain



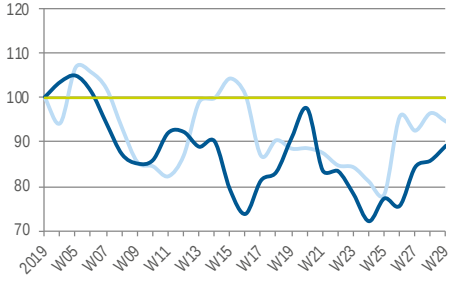
Belgium



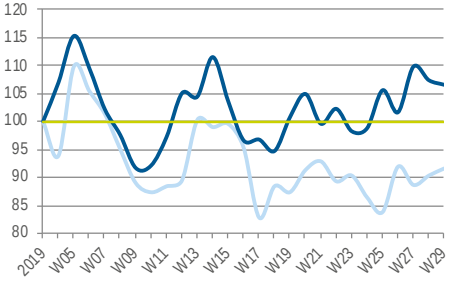
Portugal



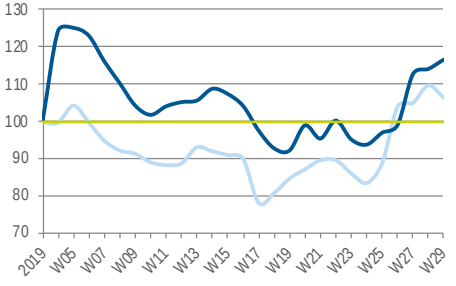
Austria



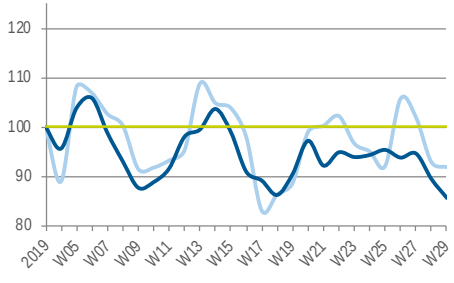
Switzerland



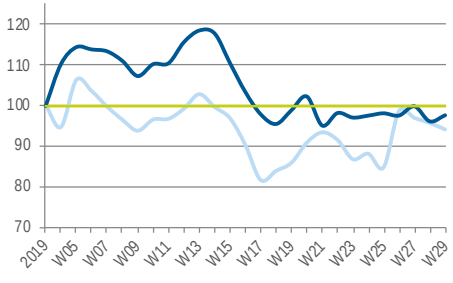
Other WE



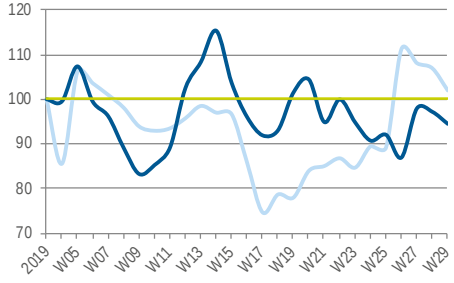
Sweden



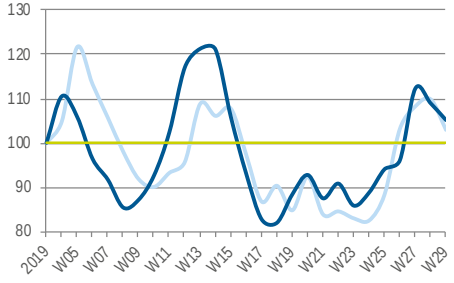
Finland



Norway



Denmark



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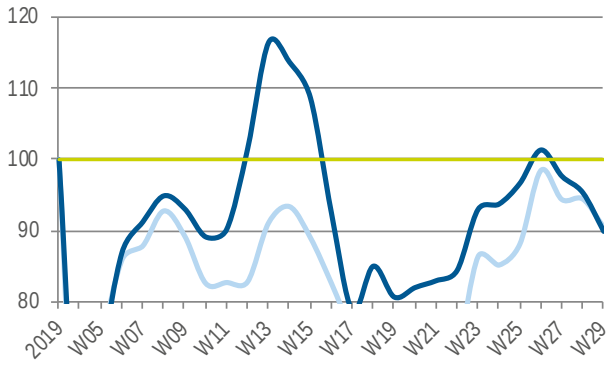
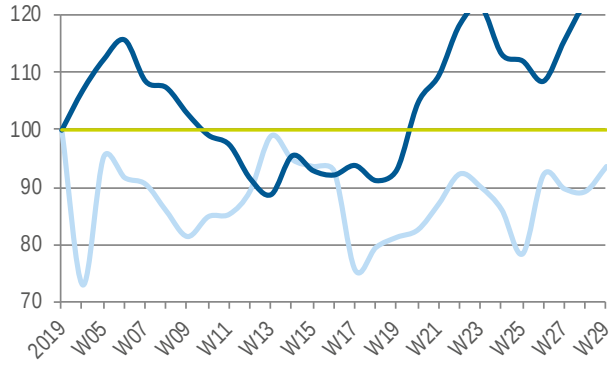
EE: POLAND AND BALTICS SHINE

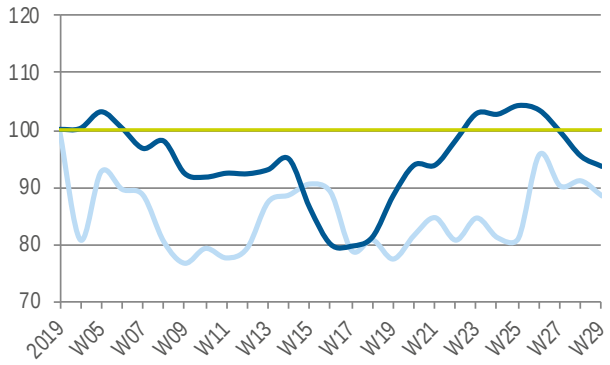
Russia



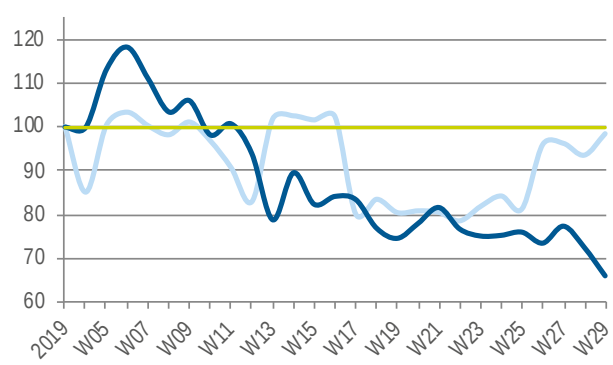
Poland



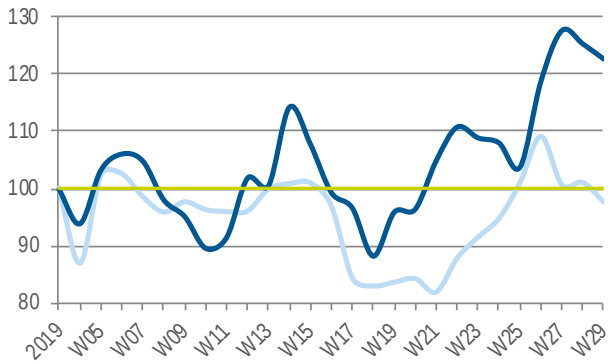
Czech Republic



Slovakia



Baltics



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

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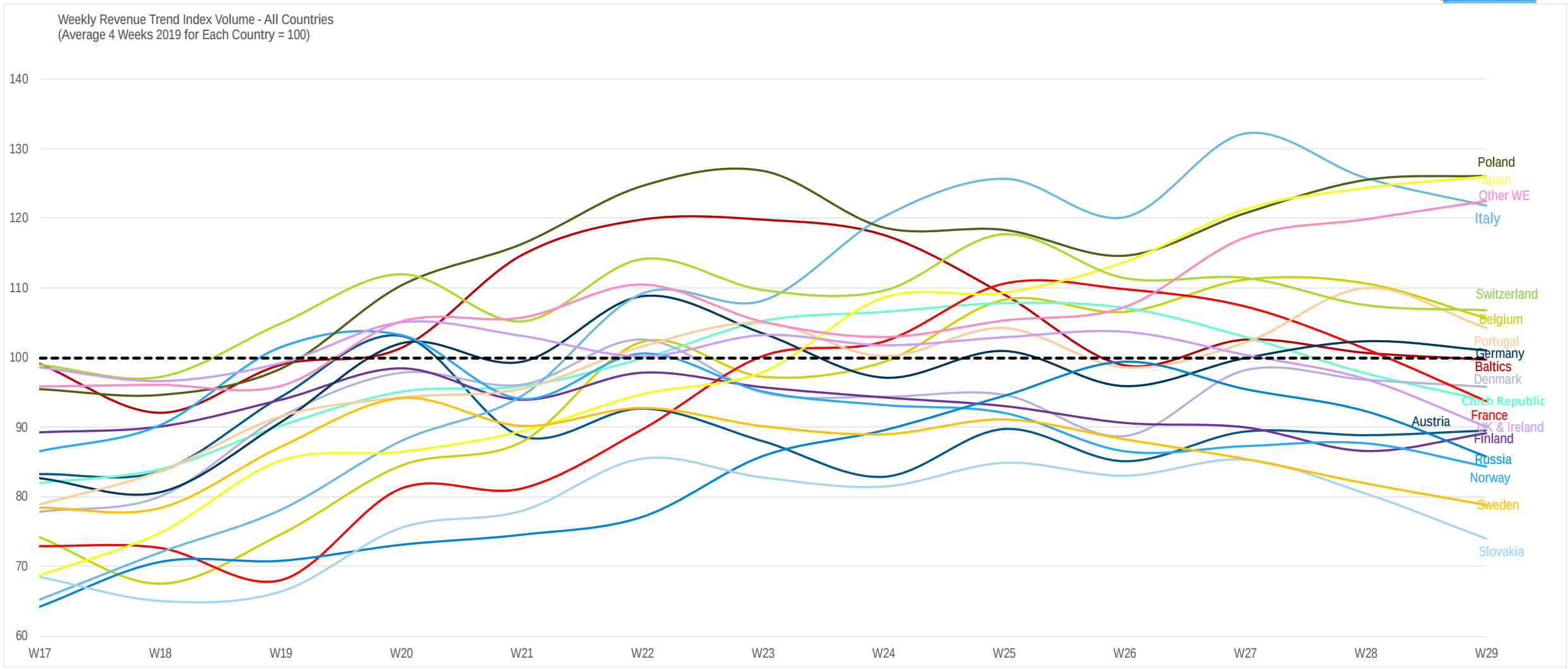
VOLUME: WATCHING CLOSELY THE CORE CATEGORIES



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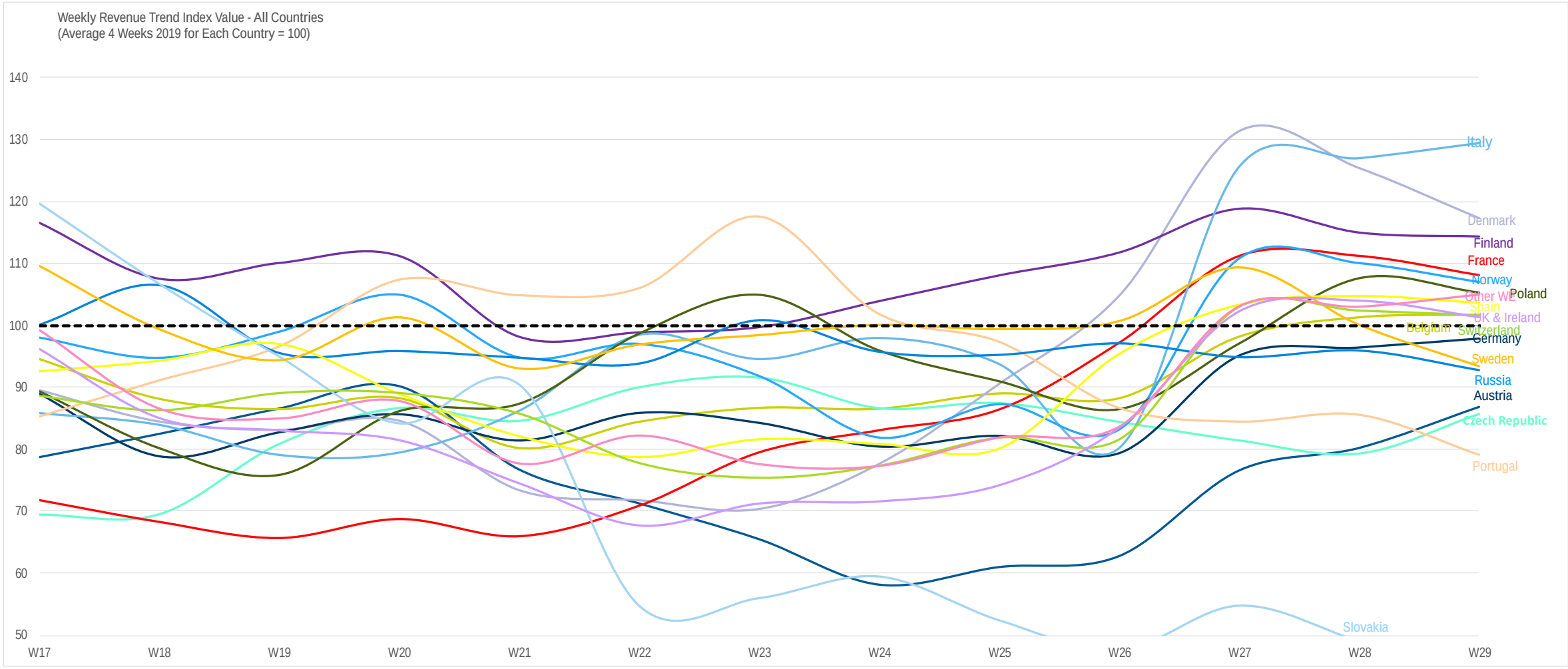
GOING IN THE RIGHT DIRECTION FOR VALUE



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CONTEXT

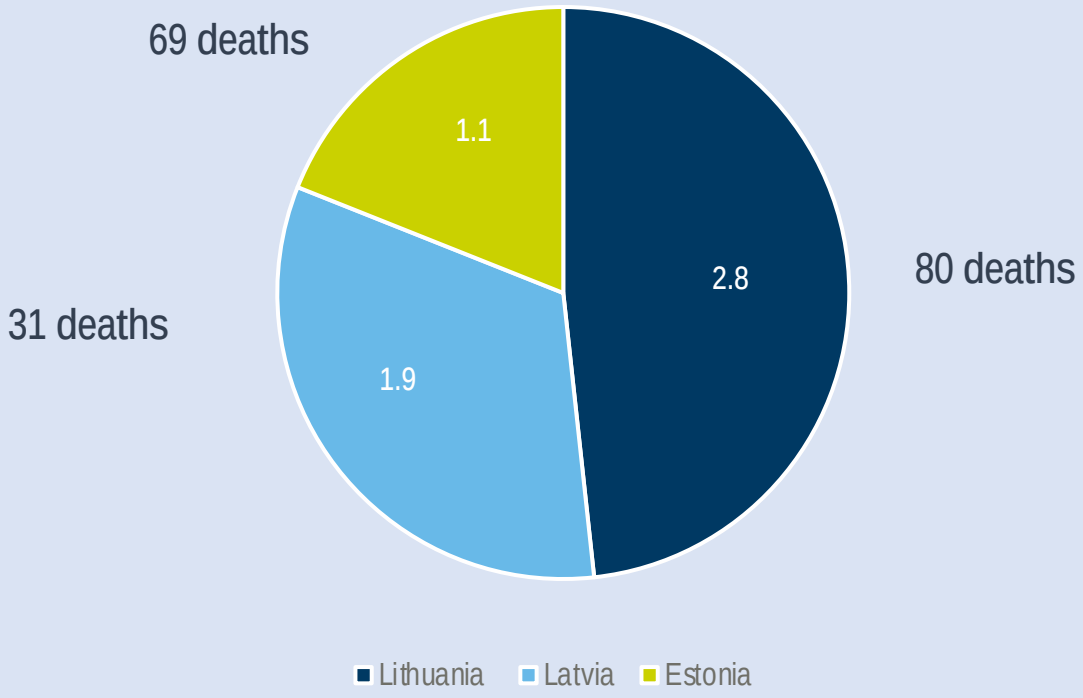
Baltics IT Industry Update

29th July 2020

COVID IMPACT IN THE BALTICS

POPULATION

mln/DEATHS



ECONOMY

PREDICTIONS FOR 2020

GDP contraction: *- 7%*

Unemployment: *8-9.5%*

Full recovery in 2022

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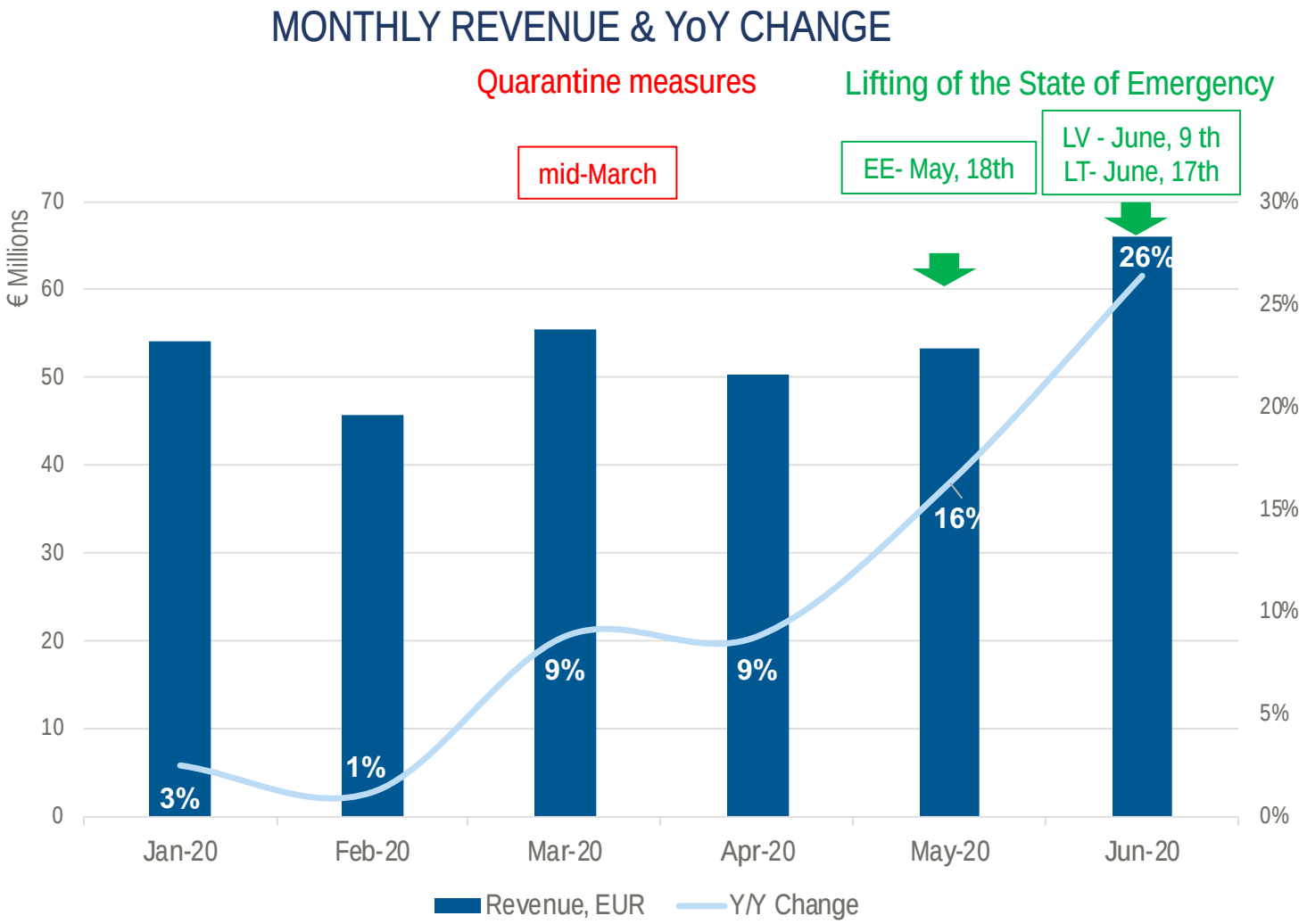
THE BALTIC DISTRIBUTION CHANNEL SHOW POSITIVE GROWTH IN H1 2020



- Revenues never went in the red
- Distribution dominated by the "broadliners"
- Growing categories compensating for the losses in other areas

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BALTIC DISTRIBUTION: SUCCESS STORIES IN JUNE 2020

TOP 10 INDUSTRY SECTORS

Industry Sectors	Jun-20	Main Drivers
eHealth Devices	419.0%	Smart Scales
Warranties and Services	136.0%	
Data Center Networking and Security	114.8%	Network Management & Security, Network Chassis
Telecommunications	74.0%	Smartphone & Telephone Accessories, Smartphones
Security	63.4%	CCTV Cameras
Audio-Video Systems	55.6%	DVD/VCR Combos, Home Sound & Hi-Fi Systems
Computing Components	46.6%	Graphics Cards, Motherboards & Processors
Wireless Networking	40.3%	Wireless Adapters
Games Consoles	39.2%	
Smart Home and Office	1,648% in H1	Smart Security, Assisted Living & Smart Home Automation

OTHER AREAS OF GROWTH

- Tablets & Notebook Workstation (+60%)
- Inkjet Printers
- Games Software
- Bluetooth Adapters (+90% in Q2 2020)

02 REVENUE GROWTH/DECLINE

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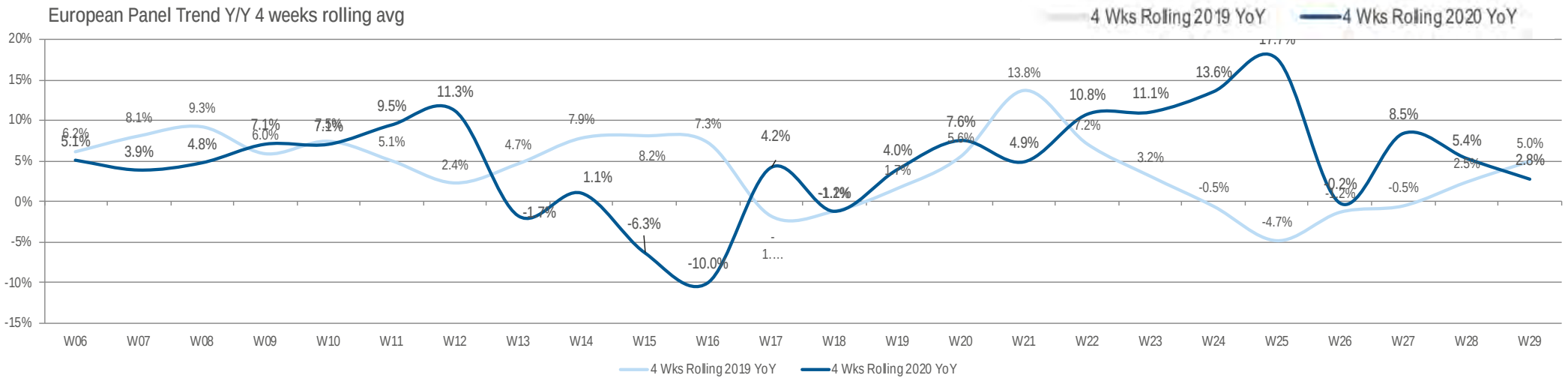
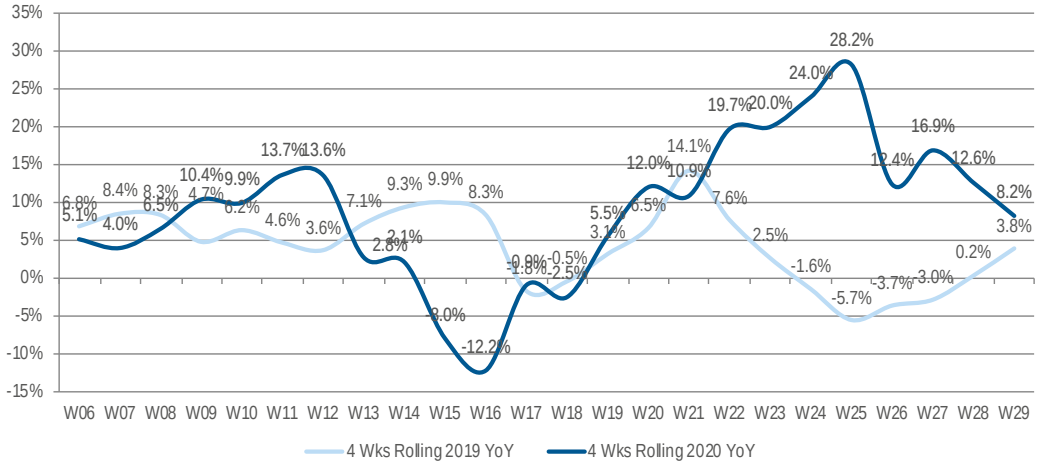
ALL COUNTRIES WEEK 28: SUSTAINED GROWTH

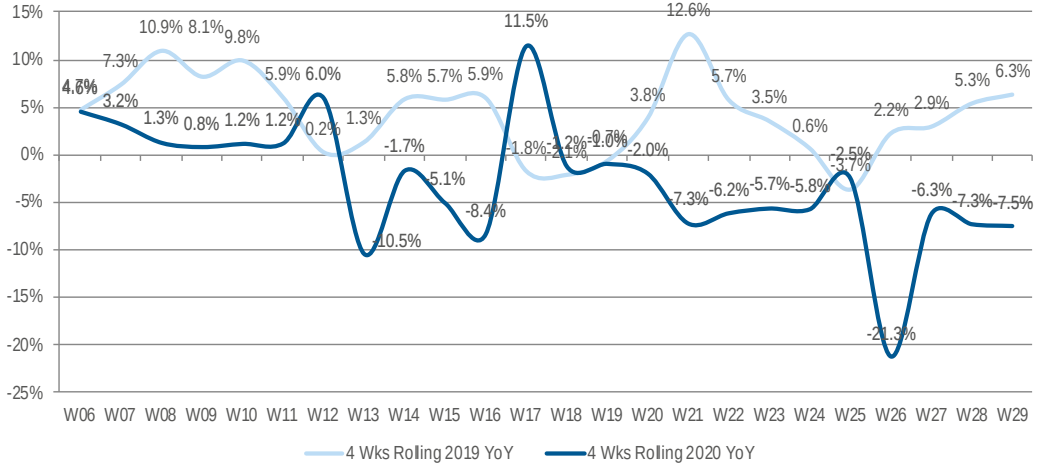
European Panel Trend Y/Y 4 weeks rolling avg



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



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



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03 SECTOR/CATEGORY WEATHER MAPS

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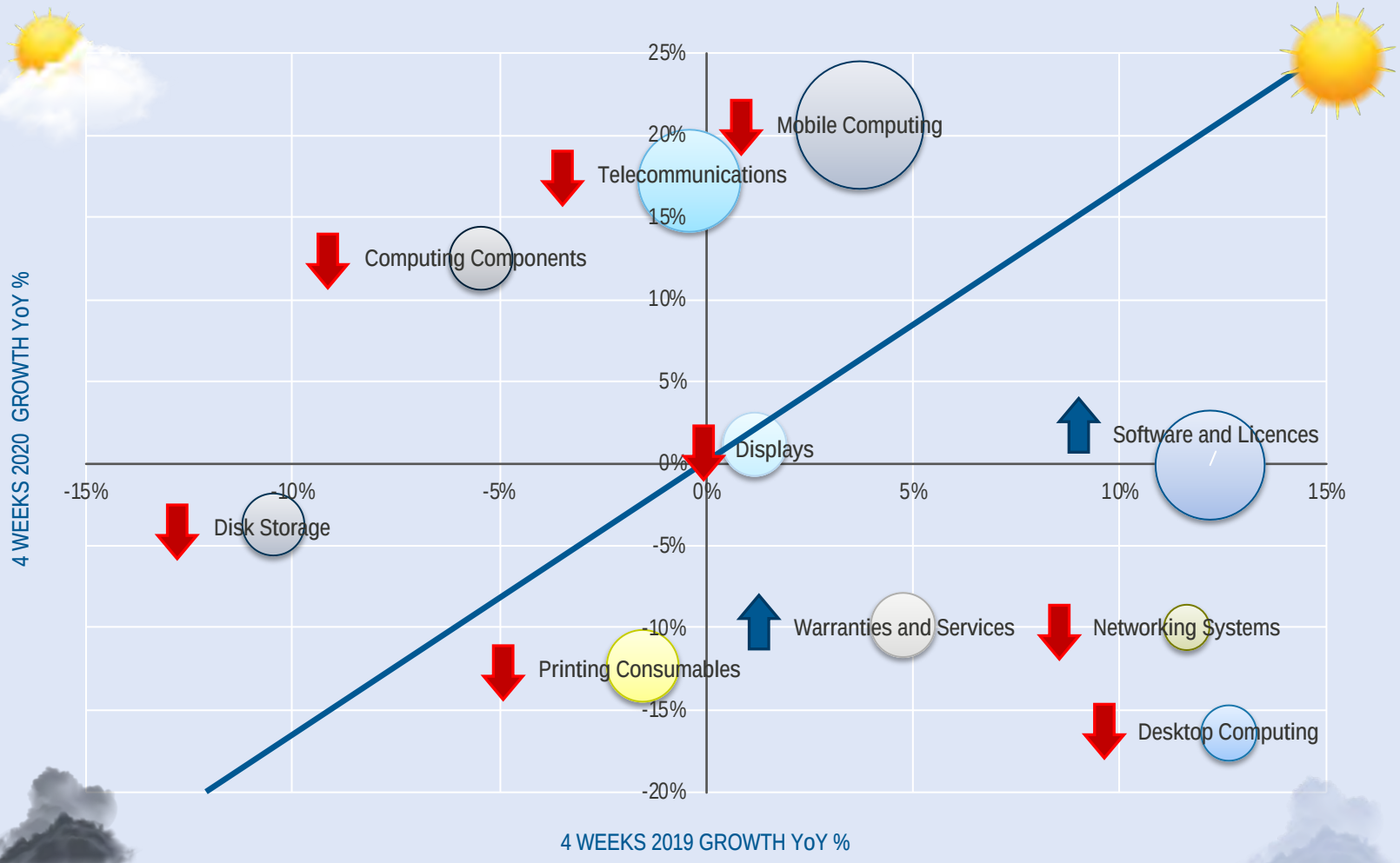
INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 29 (19/07/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

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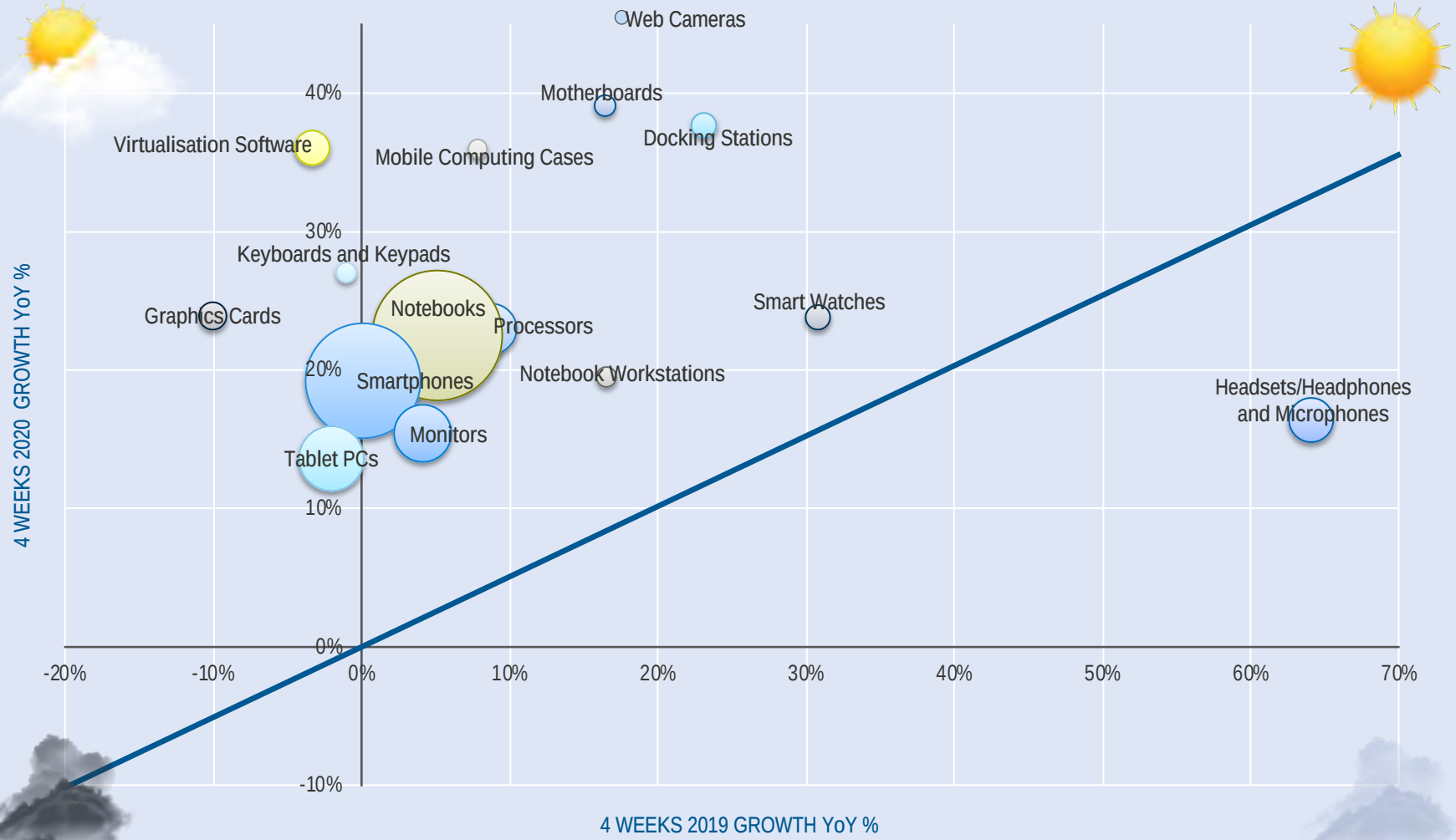
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 29 (19/07/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

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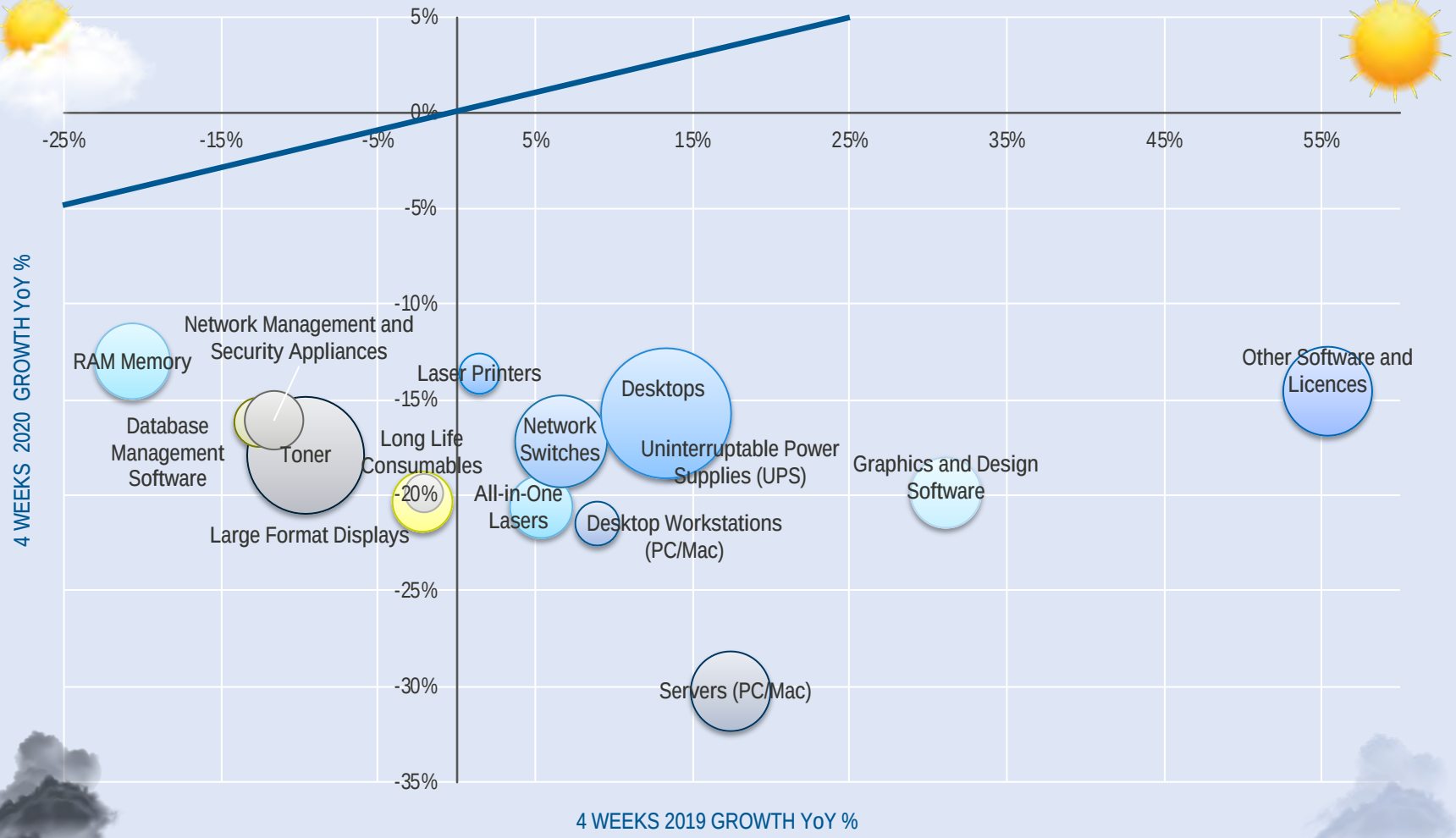
CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 29 (19/07/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

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THE RISE OF GAMING RAM

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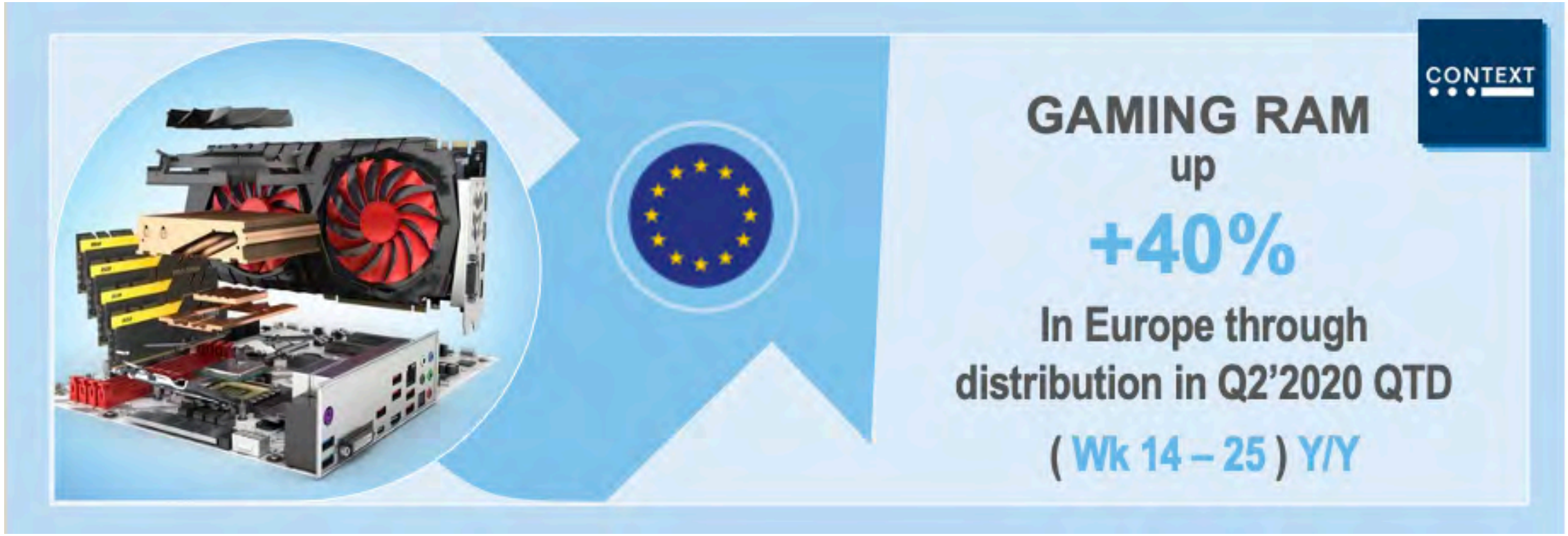
GAMING RAM: BRIGHT POINT OF RECENT CHANNEL PERFORMANCE



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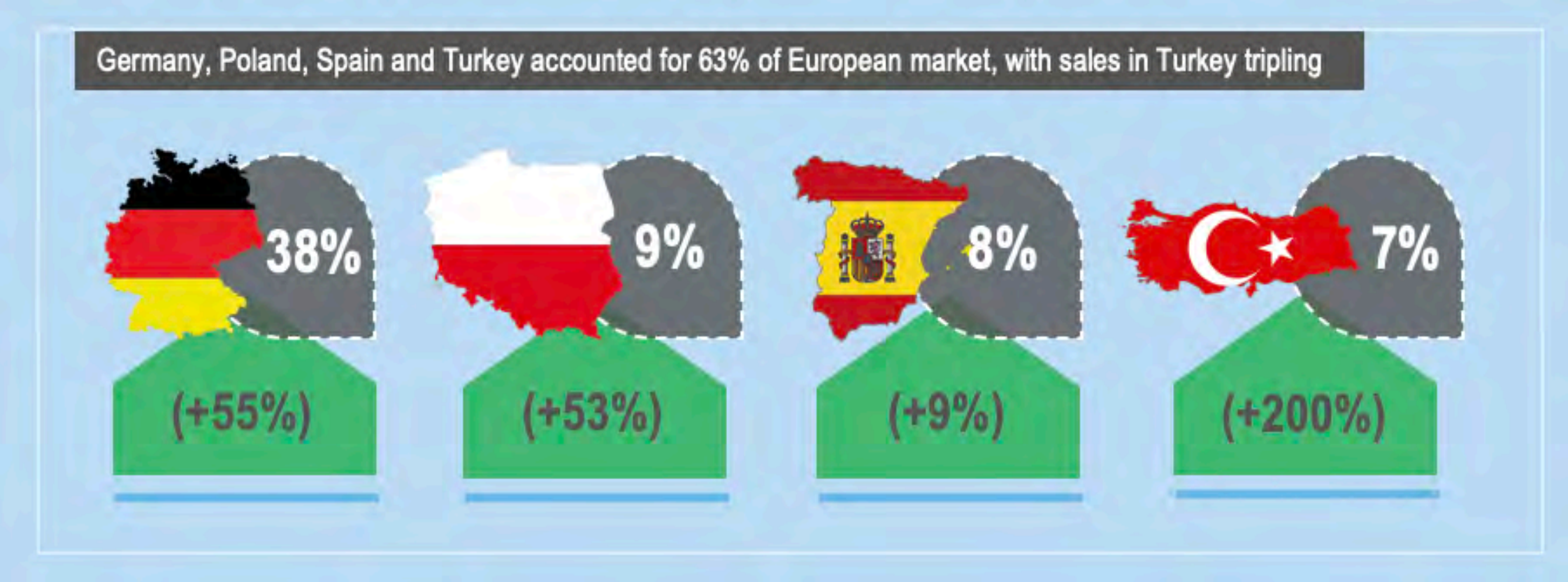
BY COUNTRY



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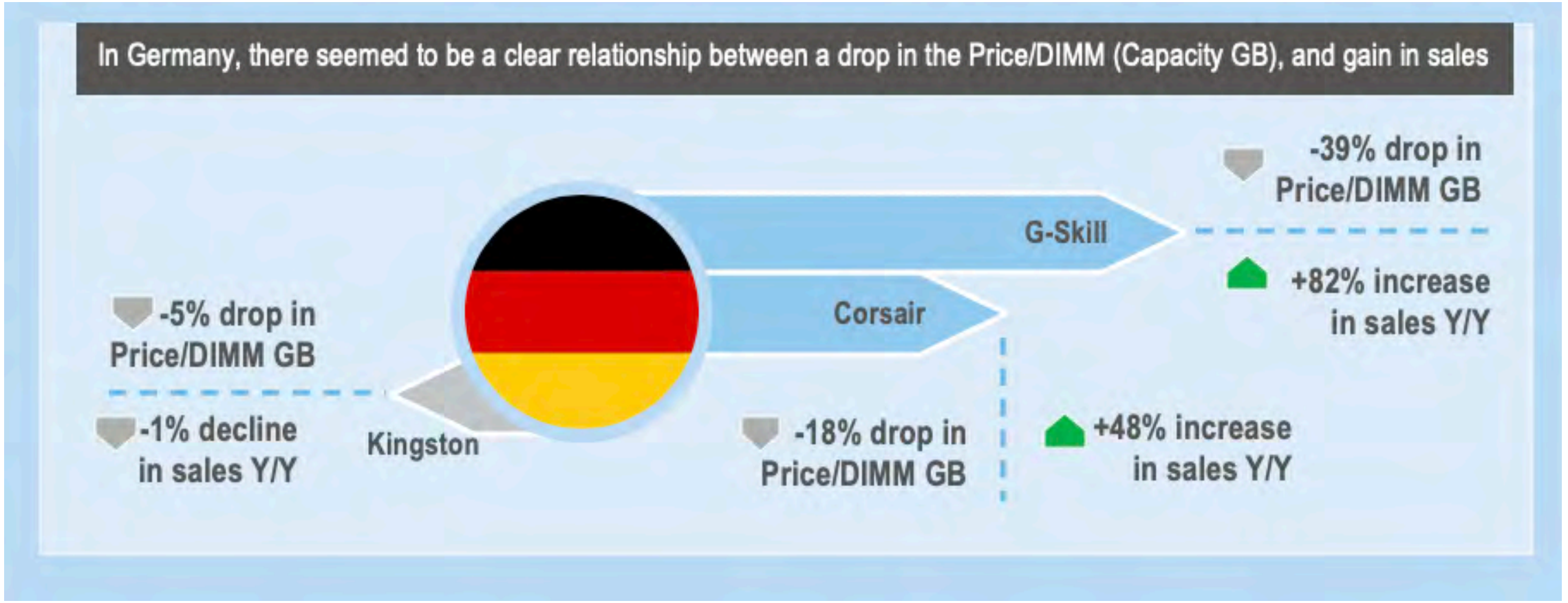
GERMANY: GROWTH IN RELATION TO PRICE



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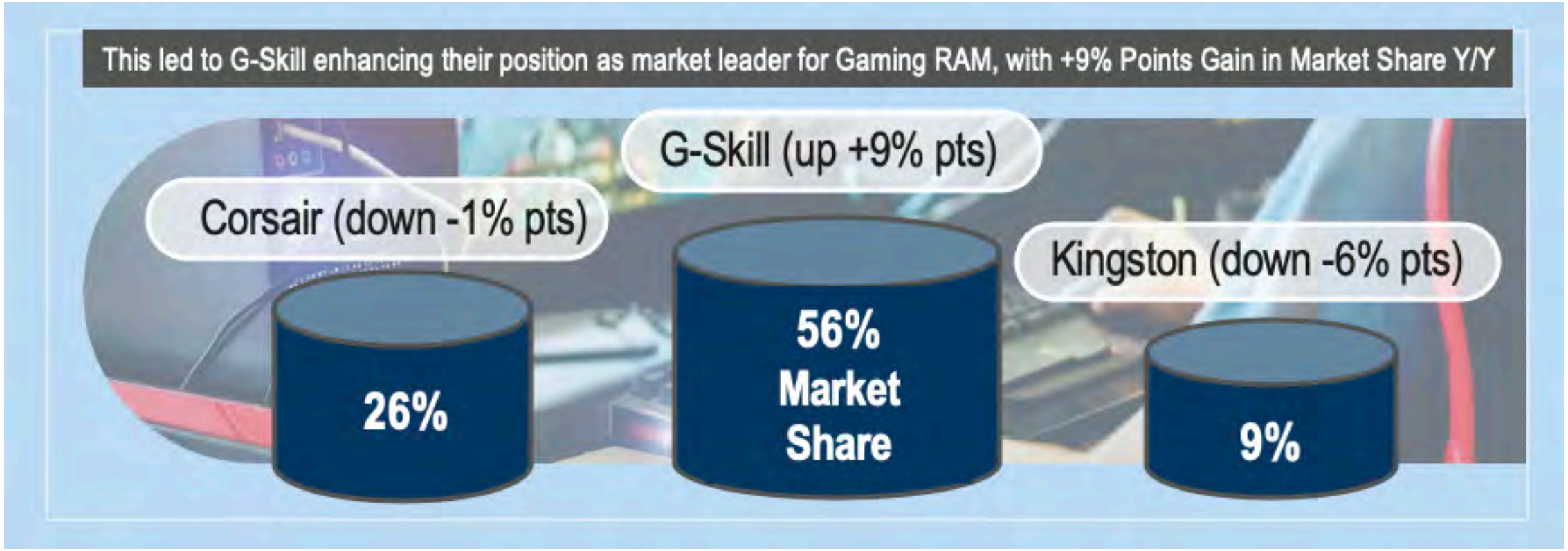
BY VENDOR



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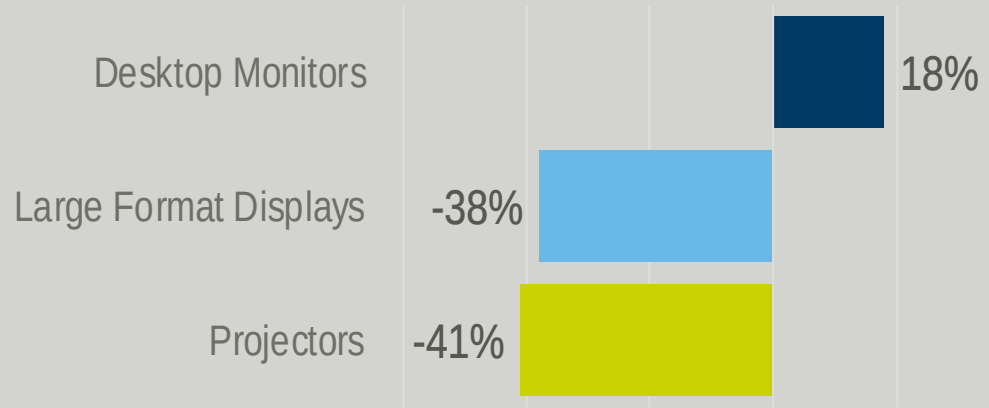
Displays Update

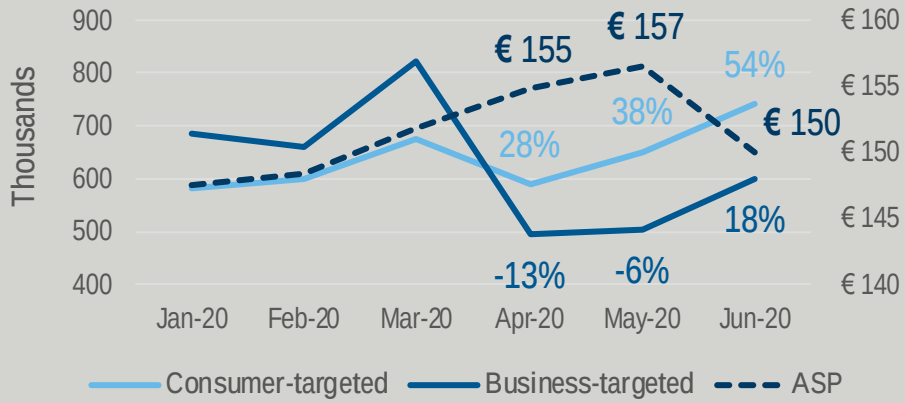
29th July 2020

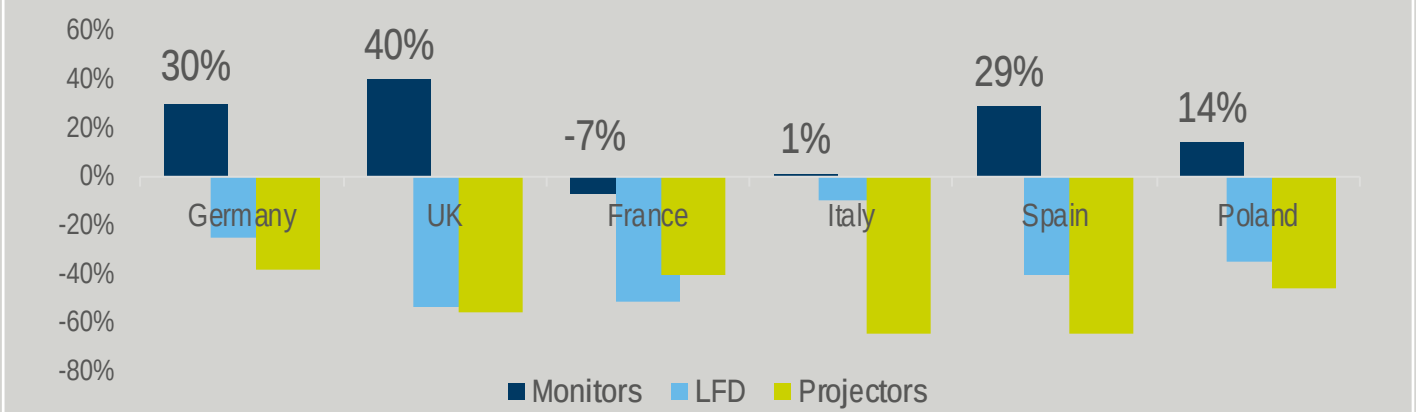
DISPLAYS INDUSTRY – Q2 2020 – EU PANEL

Unit Y/Y growth – Q2 2020 vs Q2 2019



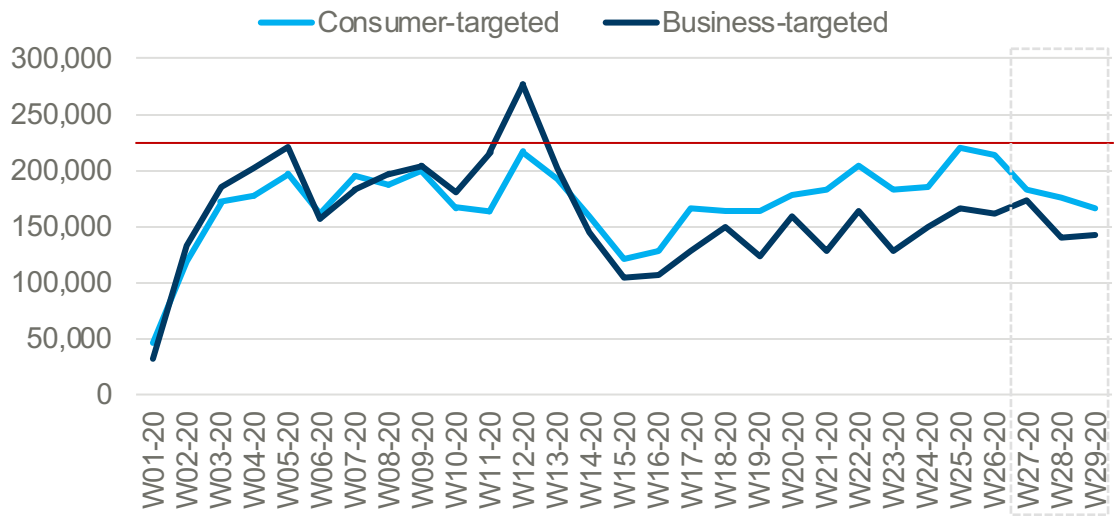
- **Desktop monitors:** Q2 demand exceeds expectations; growth driven by consumer-targeted models
- **Large Format Displays (LFDs):** lockdowns in countries sales put breaks on displays installations and reduces sales
- **Projectors:** declines across majority of EU countries





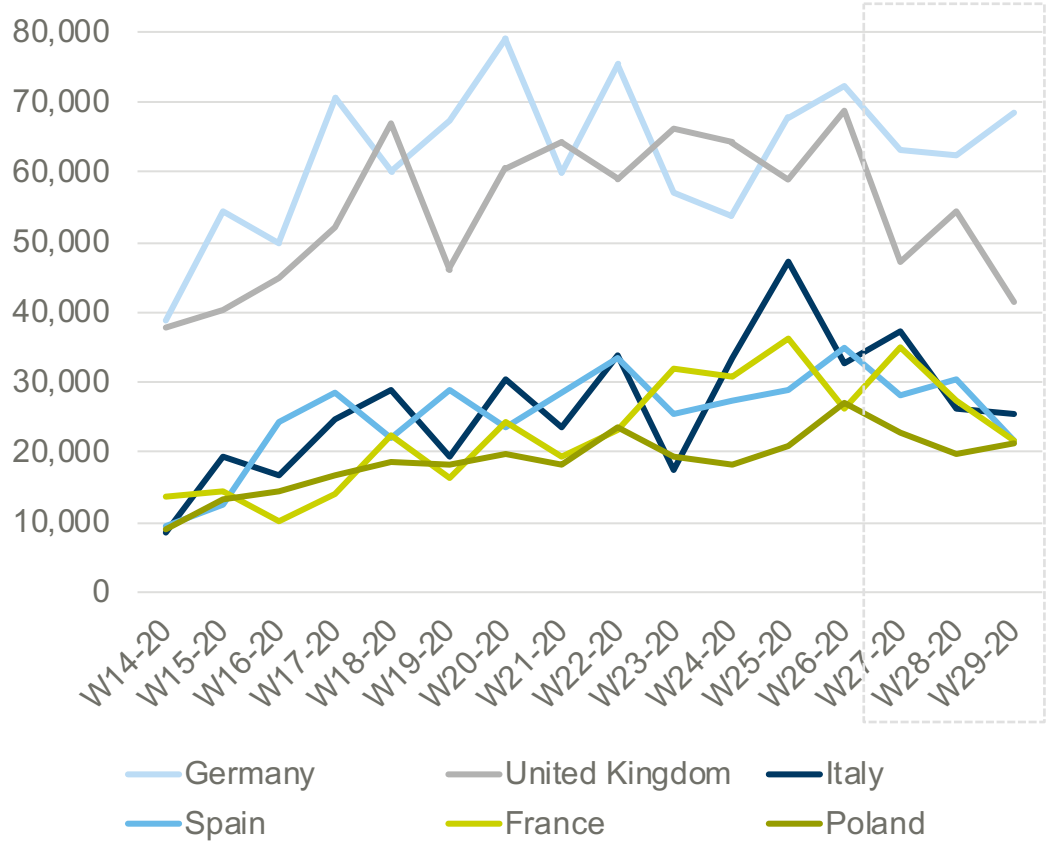
SALES CONTINUE TO GROW IN THE FIRST THREE WEEKS OF JULY 2020 IN WE

Weekly unit sales, WE + CEE



- WE:
  - **Q2-20:** units +19% Y/Y, revenues +22% Y/Y
  - **Q3-20 (units):** W27 +39% Y/Y, W28 +17%, W29 +2% Y/Y
- CEE:
  - **Q2-20:** units -16% Y/Y, revenues -9% Y/Y
  - **Q3-20 (units):** W27 +29% Y/Y, W28 -1%, W29 +5% Y/Y

Weekly unit sales



04 CHANNEL HEALTH

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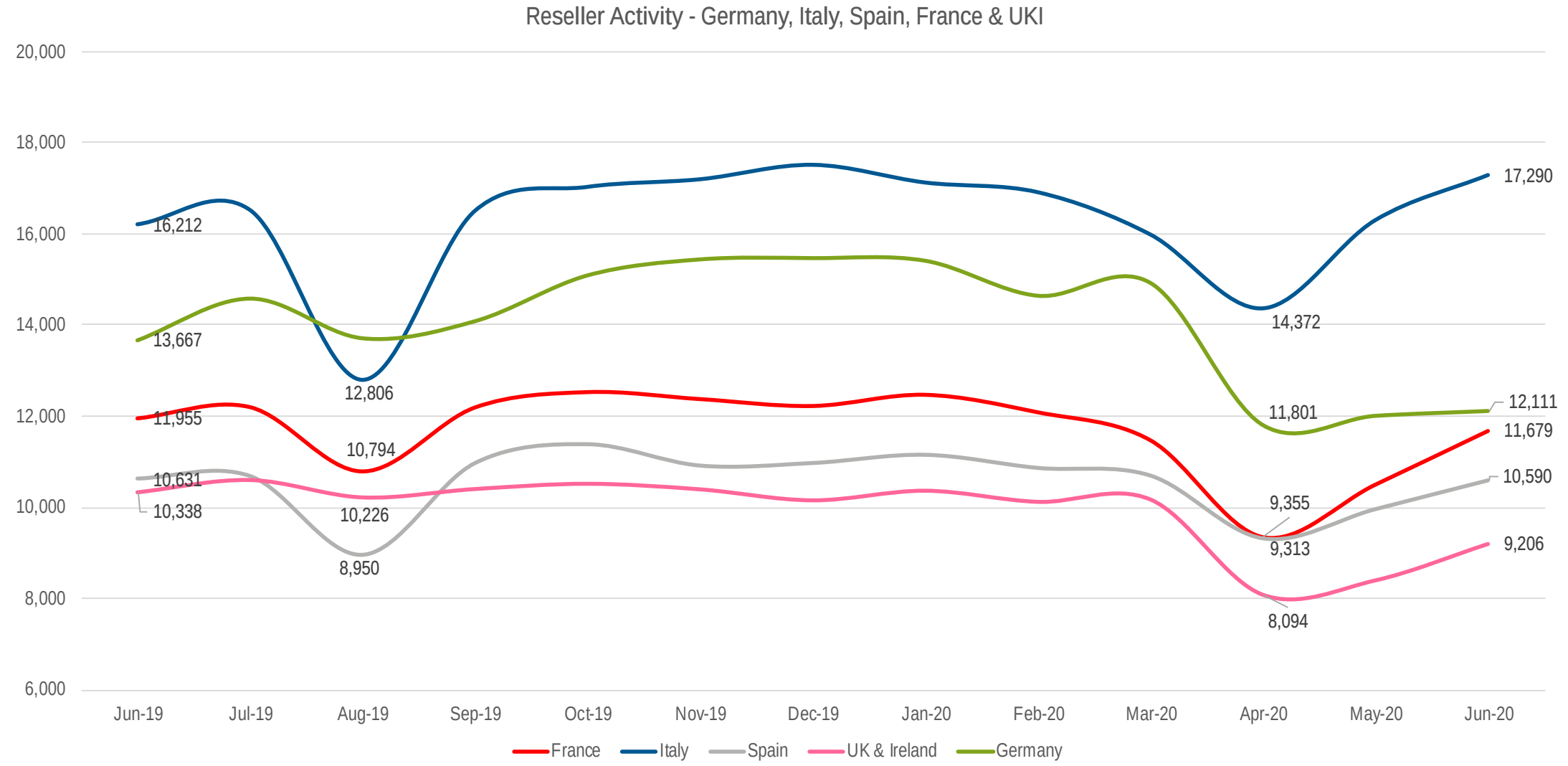
RESELLERS ARE BACK TO PREVIOUS YEAR'S LEVELS…BUT NOT UK AND GERMANY



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

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CORPORATE RESELLER CHANNEL STILL IN NEGATIVE TERRITORY

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

Week 29

CHANNEL TREND		
WE	EE	Total
-13%	-19%	-14%
2%	0%	1%
-9%	-28%	-10%
18%	14%	17%
21%	46%	26%

Week 28

CHANNEL TREND		
WE	EE	Total
-11%	-18%	-12%
5%	-1%	4%
-4%	-20%	-5%
23%	17%	22%
23%	32%	25%

Week 27

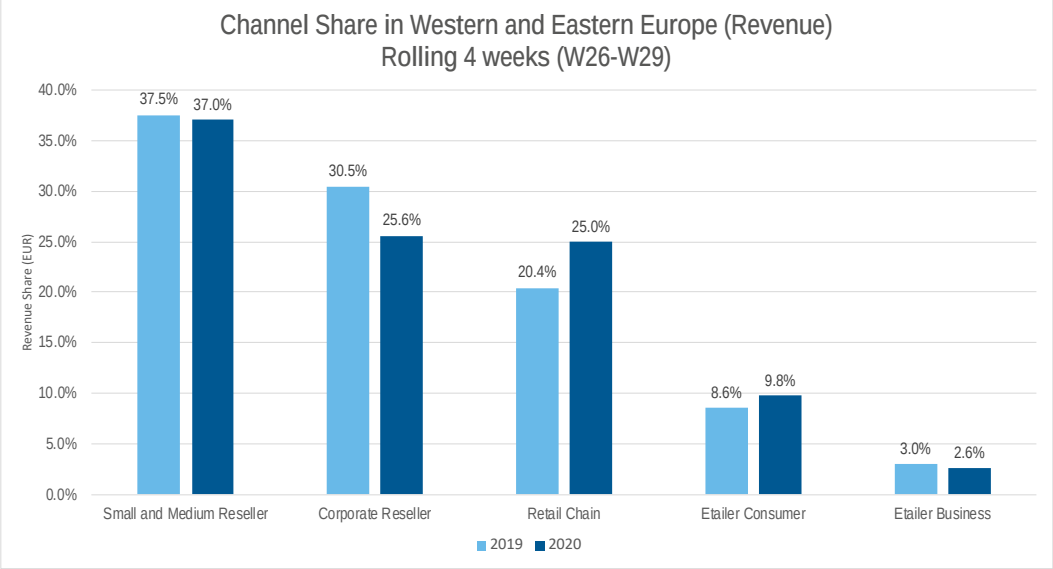
CHANNEL TREND		
WE	EE	Total
-8%	-18%	-9%
6%	2%	5%
-3%	-9%	-3%
27%	6%	24%
31%	27%	30%

Week 24

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

Above	15%
Inbetween	
Below	-20%

Week 29



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

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SMR REMAIN CHALLENGED IN THE UK

Business Sectors	Channel	WESTERN EUROPE													
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Finland	Norway	Other WE
Business Channels	Corporate Reseller	-22%	-9%	16%	-17%	-11%	2%	-34%	-16%	-28%	-22%	-45%	-15%	-23%	-7%
	Small and Medium Reseller	2%	-18%	22%	0%	19%	13%	7%	2%	-6%	-3%	-10%	9%	-19%	10%
	Etailer Business	-10%	6%	2%	-22%	-25%	-25%	-11%	9%	-18%	19%	-34%	16%	1%	-24%
Retail Channels	Etailer Consumer	44%	6%	12%	-24%	24%	25%	-64%	59%	1%	79%	4%	-6%	20%	19%
	Retail Chain	28%	-23%	24%	8%	35%	35%	27%	44%	24%	77%	12%	16%	62%	32%

Business Sectors	Channel	EASTERN EUROPE				
		Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-12%	-37%	-18%	-46%	-64%
	Small and Medium Reseller	-7%	16%	-3%	5%	-33%
	Etailer Business	-47%	-5%	-19%	-38%	-12%
Retail Channels	Etailer Consumer	-11%	84%	4%	27%	41%
	Retail Chain	30%	61%	34%	252%	-15%

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

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Thank you!

ANY QUESTIONS?

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 29 (to July 19 2020) vs Same Period 2019**

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

Date Published: **28 July 2020**

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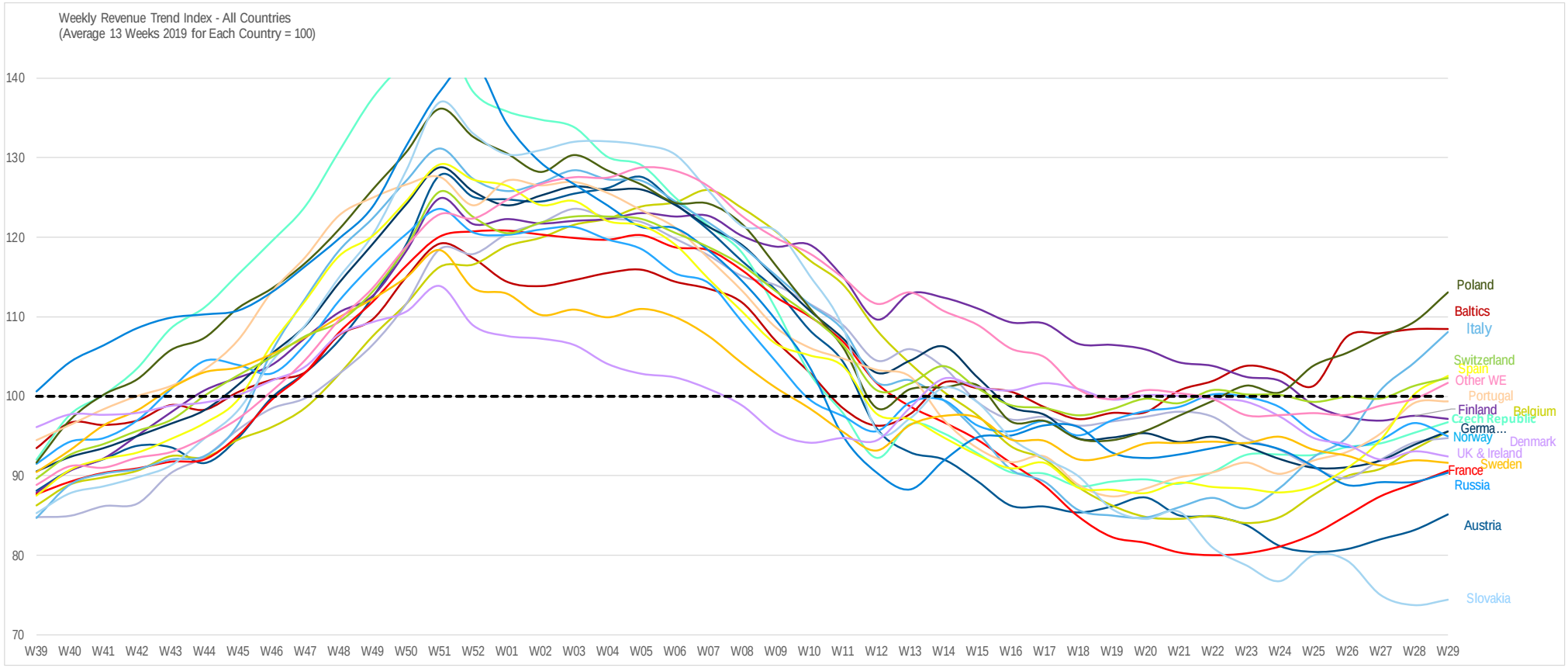
Index Total Market

Weekly Revenue Trend Index (Average 4 Weeks 2019 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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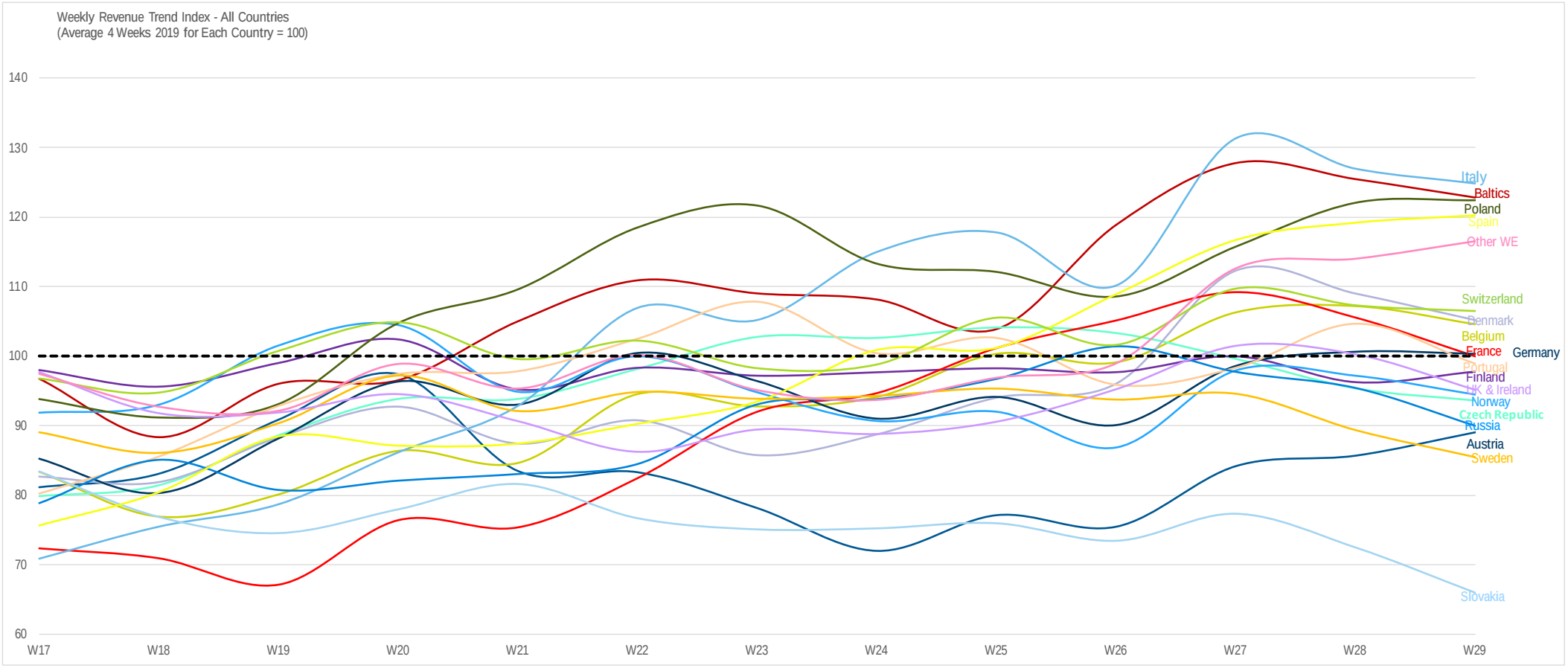

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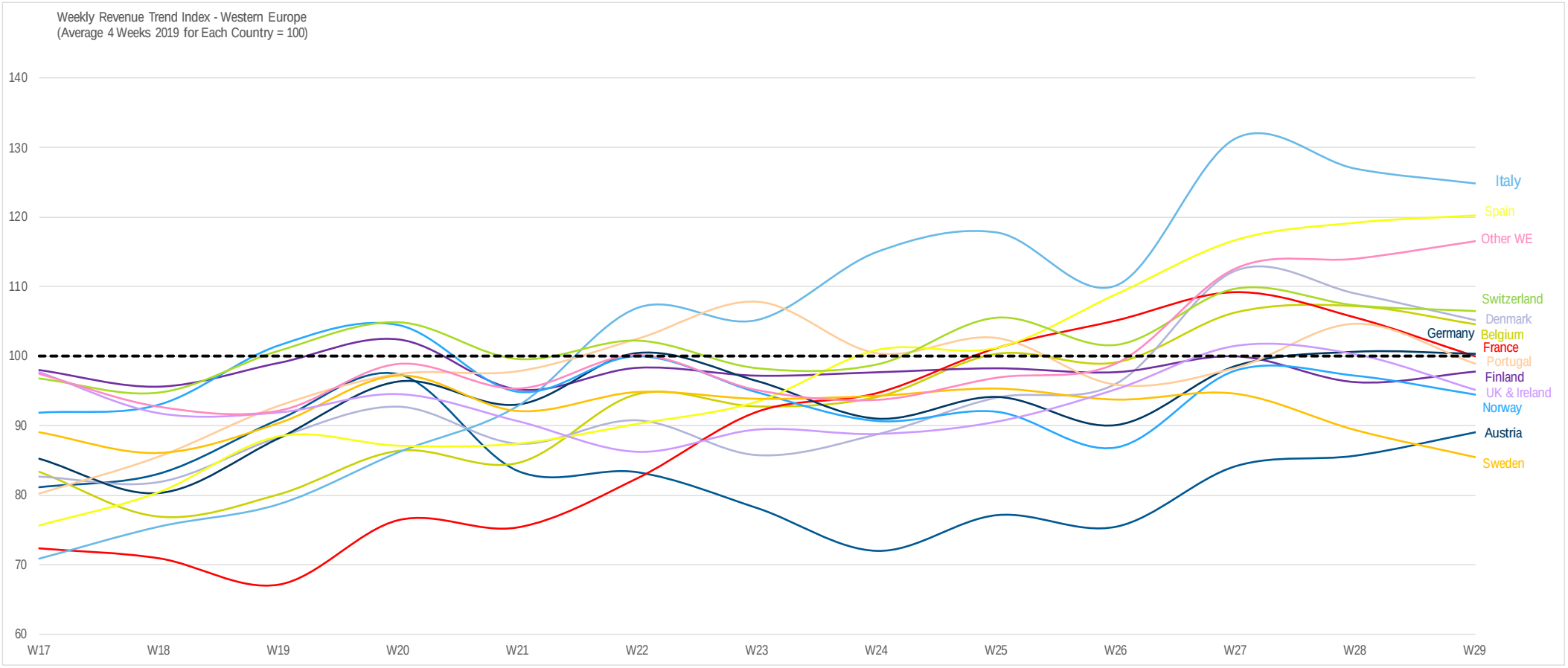
Index Total Market WE

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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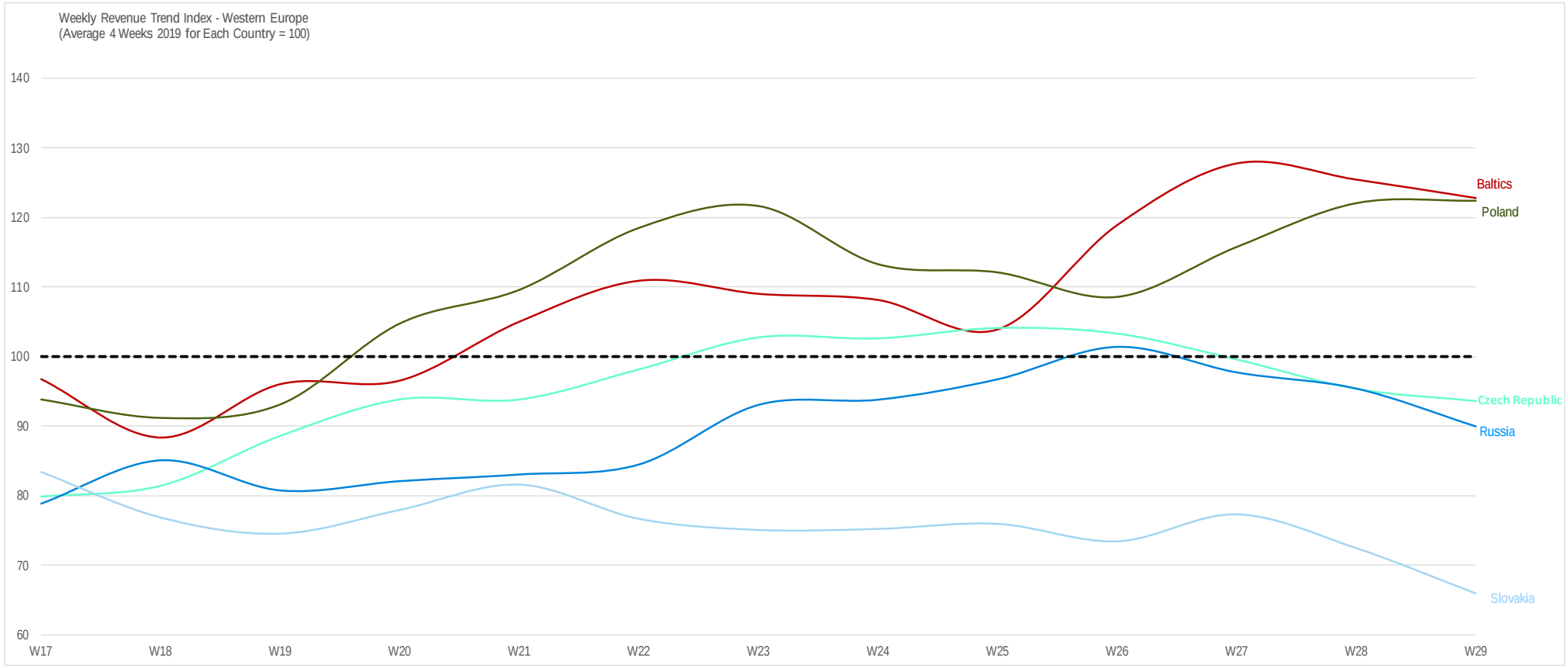
Index Total Market EE

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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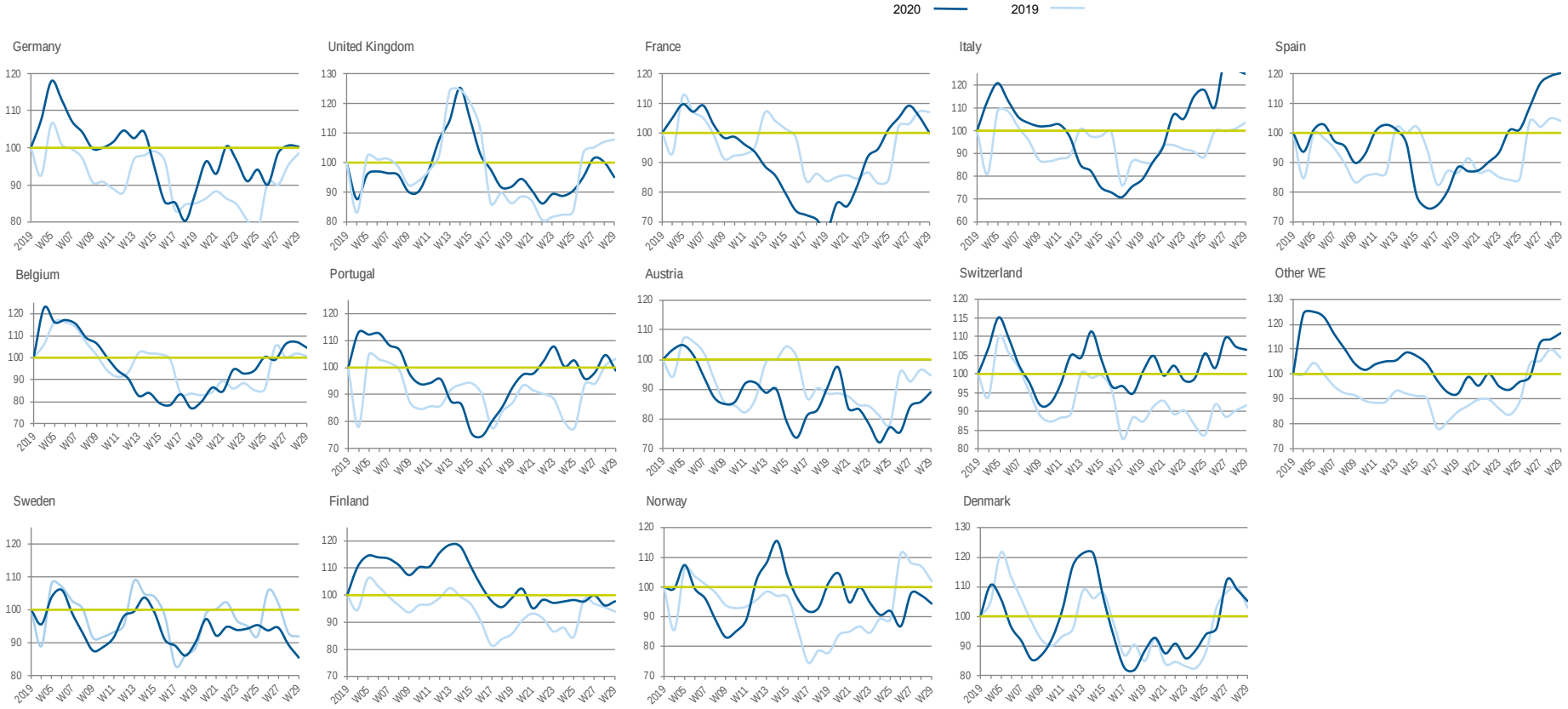
Index Revenue Trend - Western Europe

Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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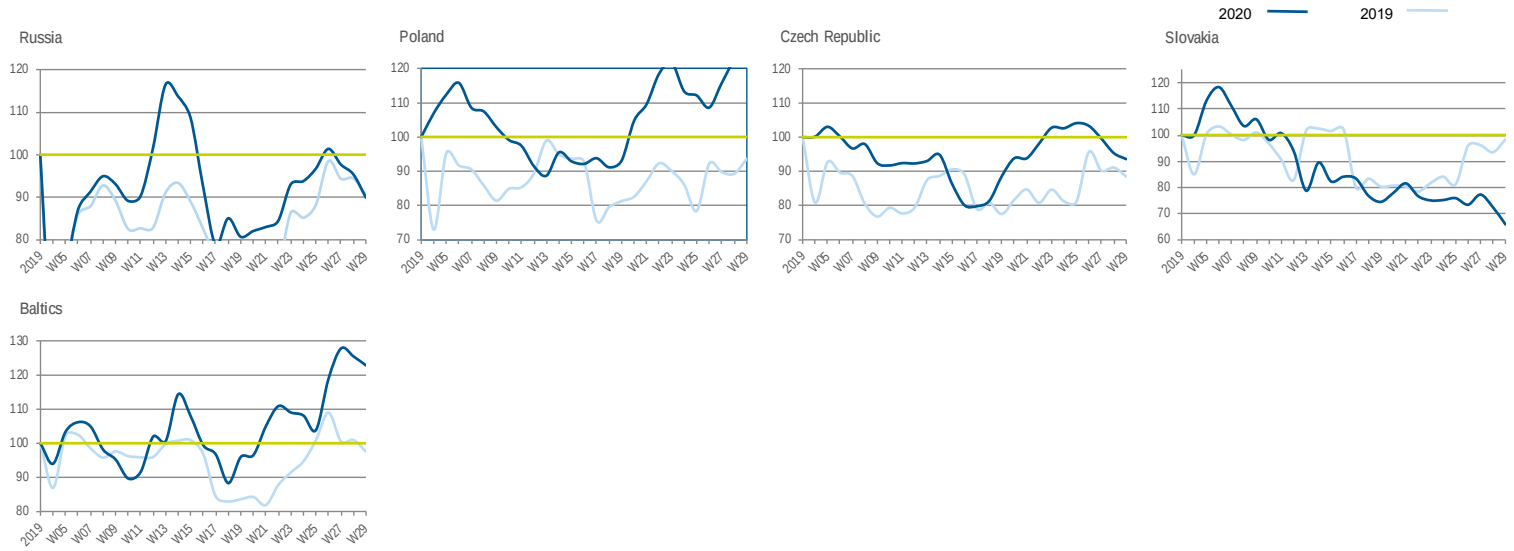
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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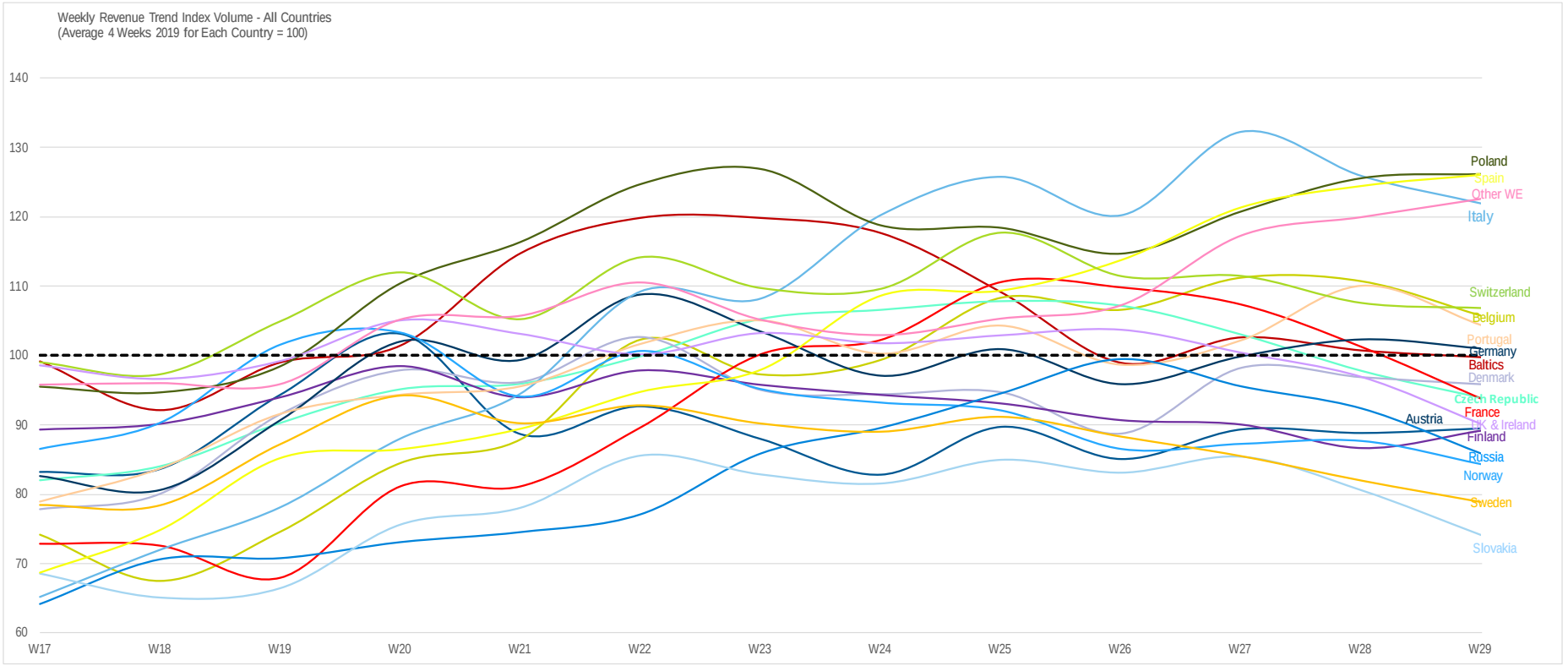

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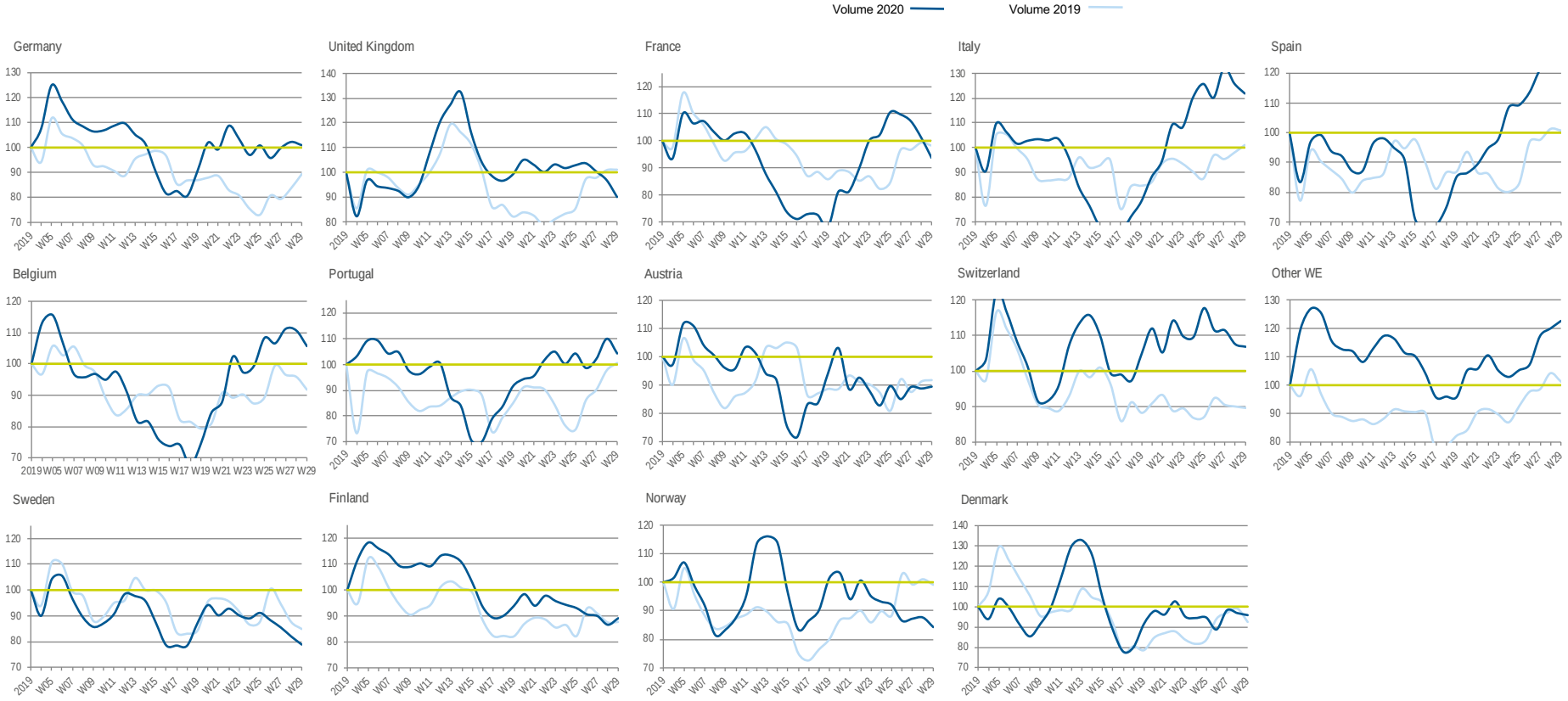

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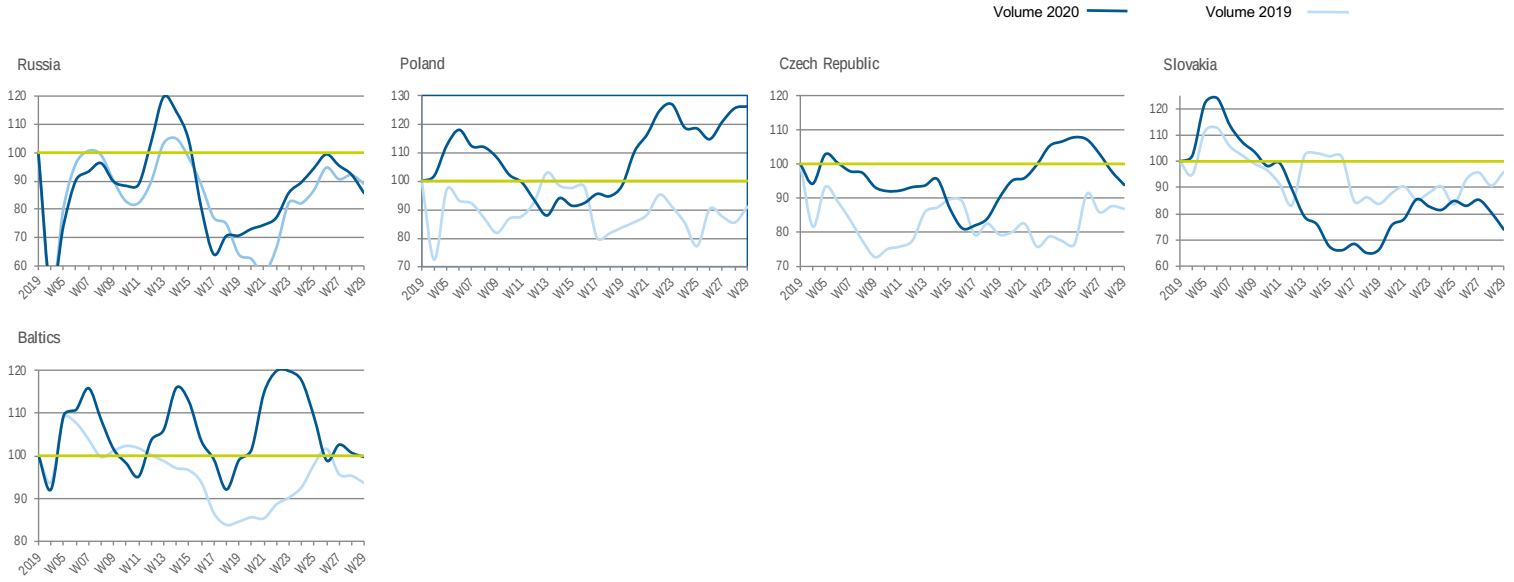

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Index Value Market

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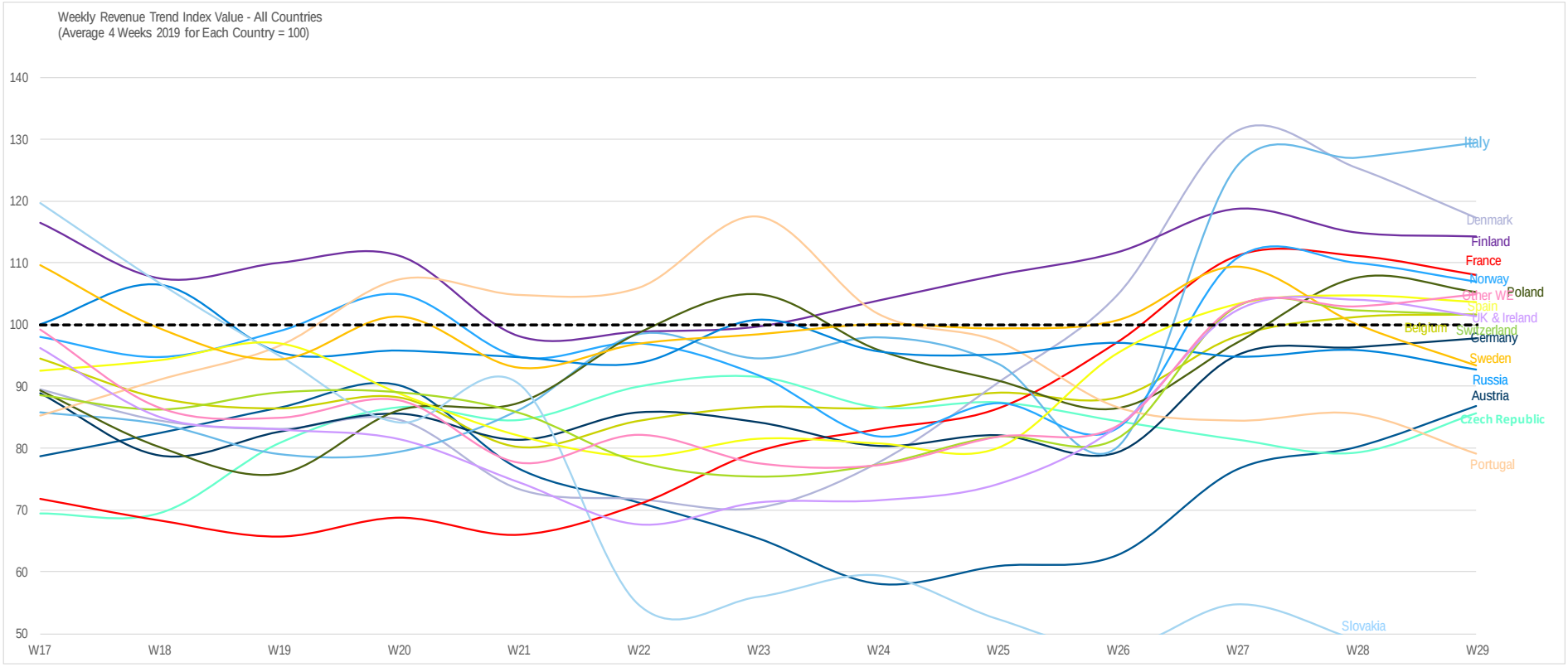

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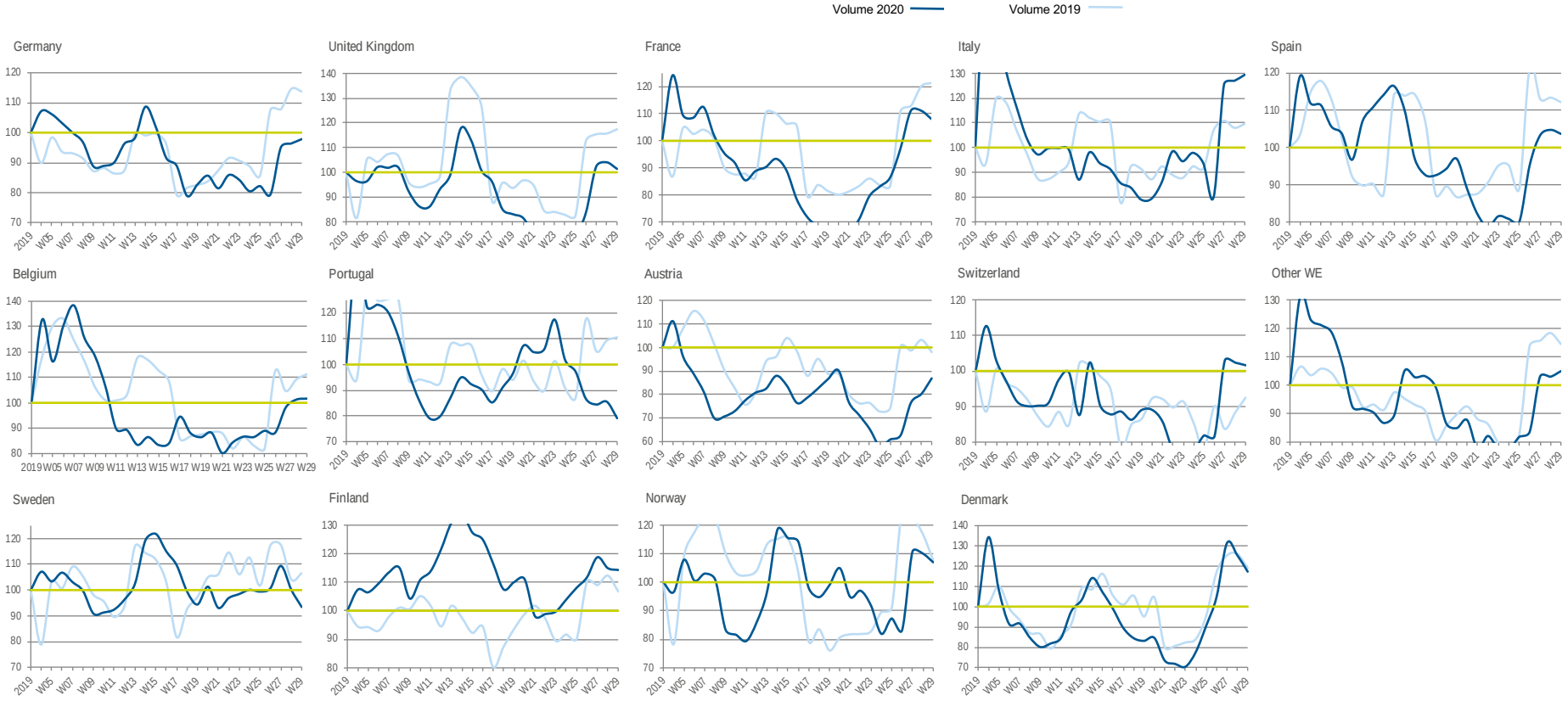

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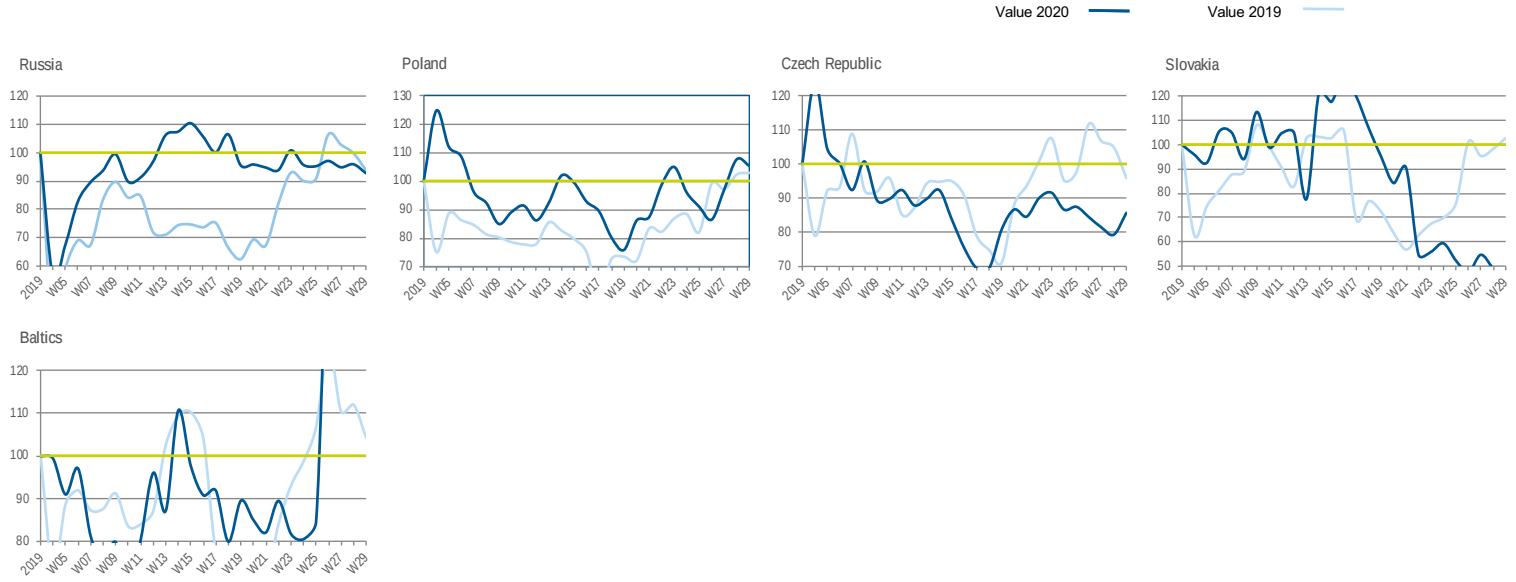

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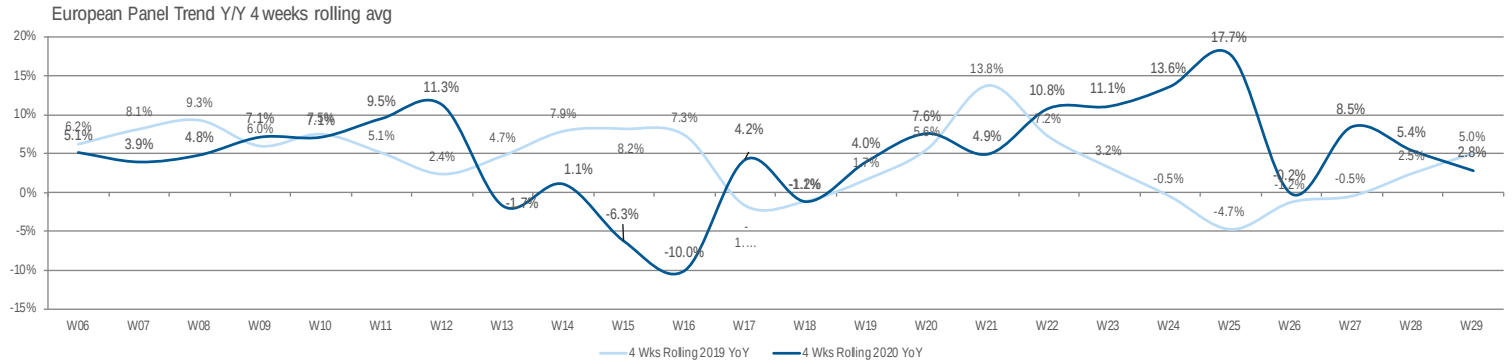
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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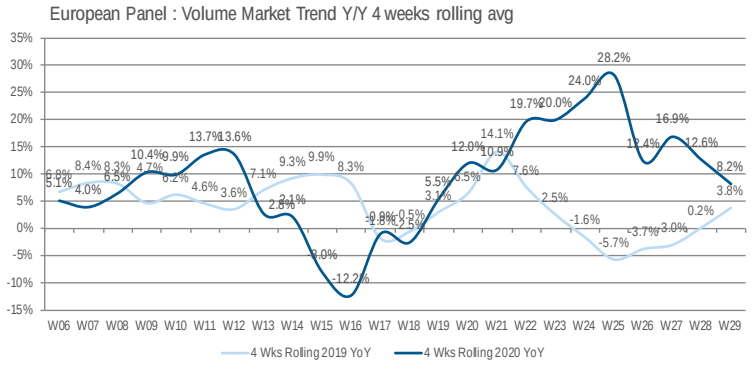

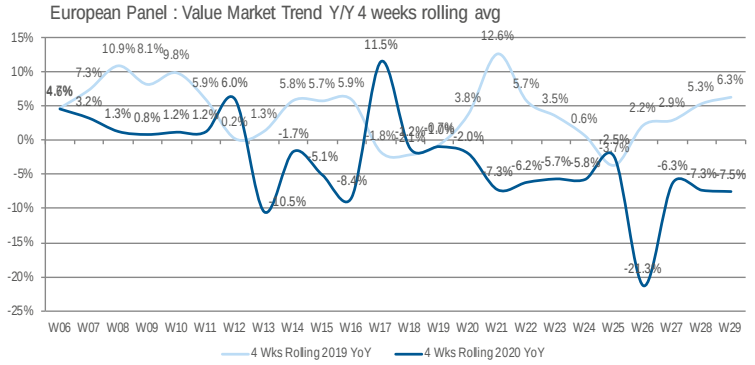

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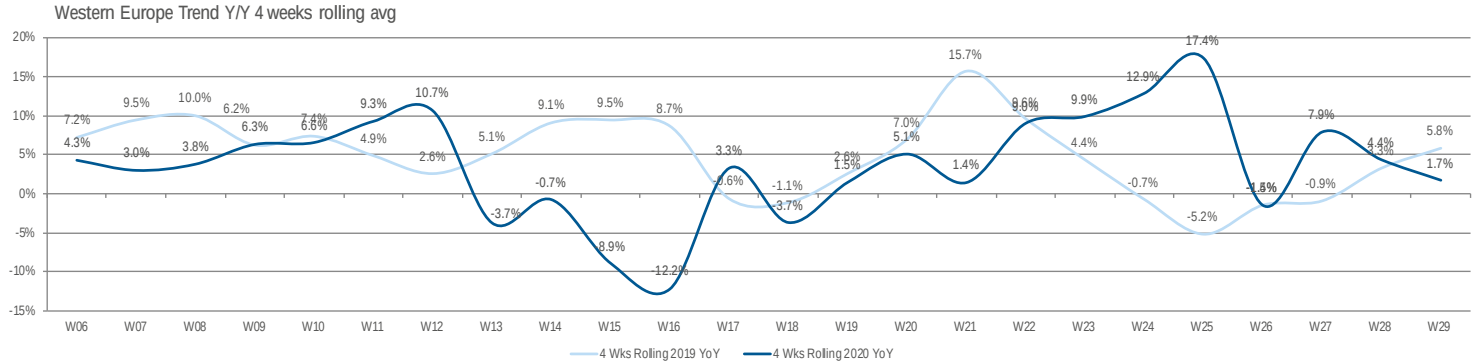
Weekly %YoY Trend Western Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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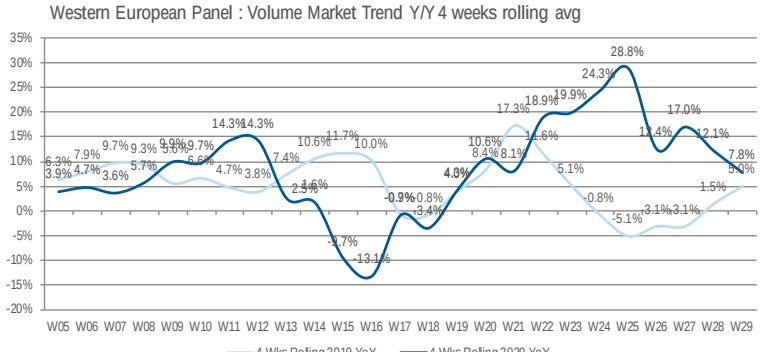

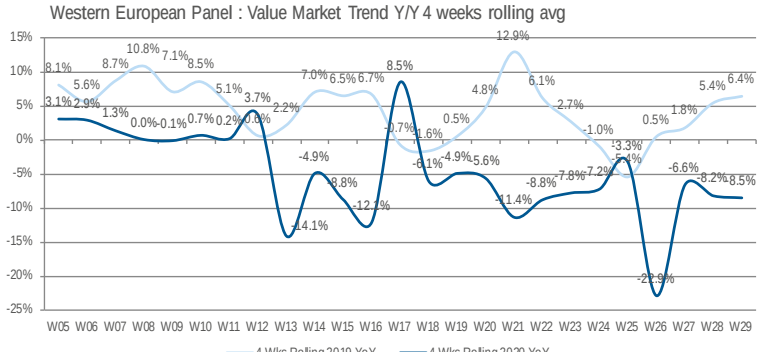

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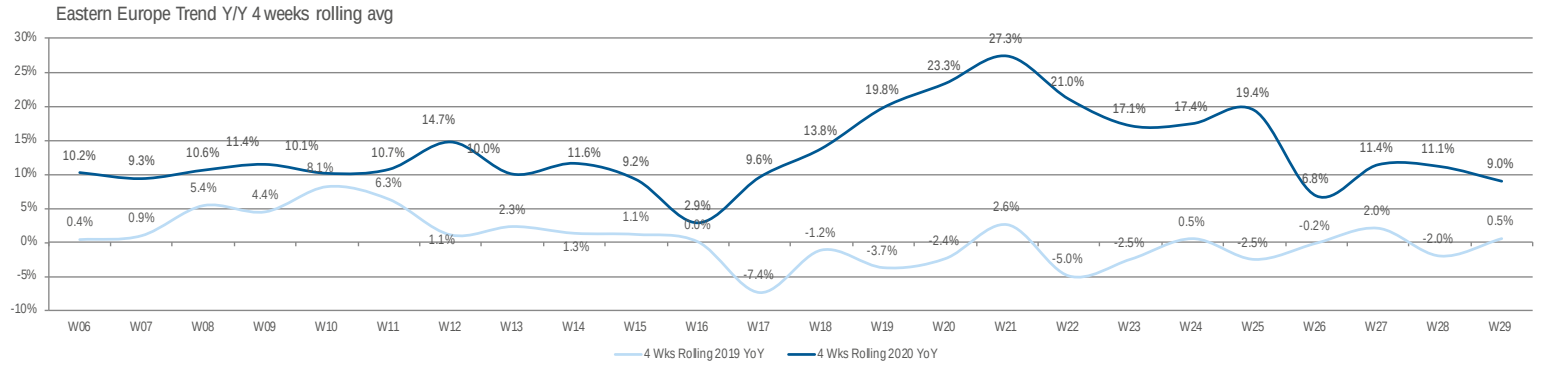
Weekly %YoY Trend Eastern Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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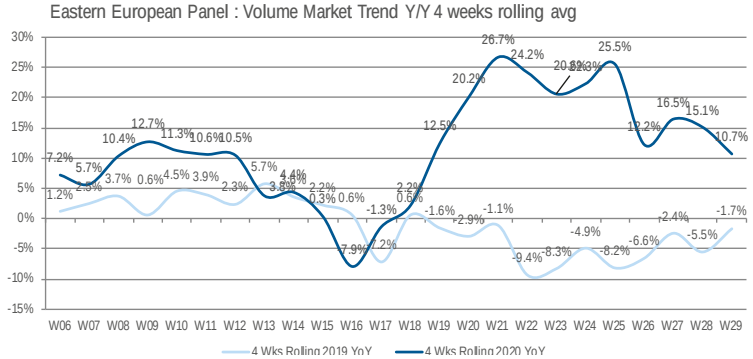

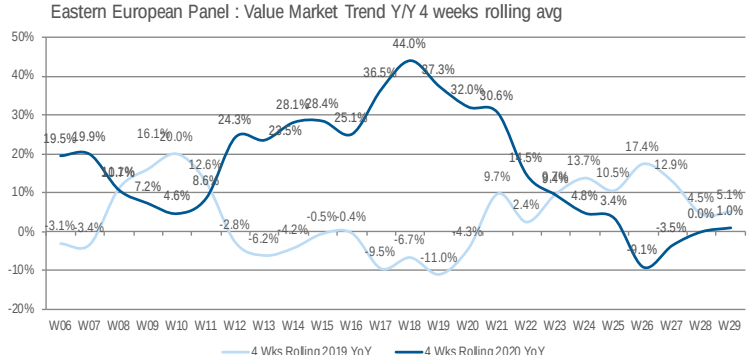

CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

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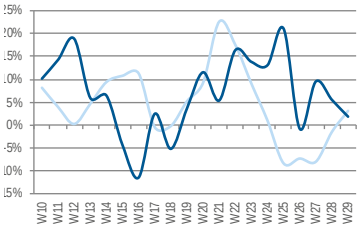
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

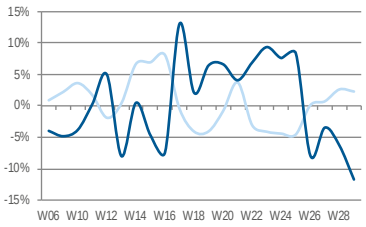
Rolling 4 Week Periods

2020 2019

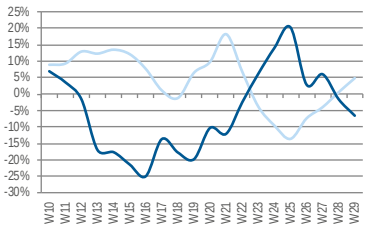
Germany growth Y/Y 4 weeks rolling avg



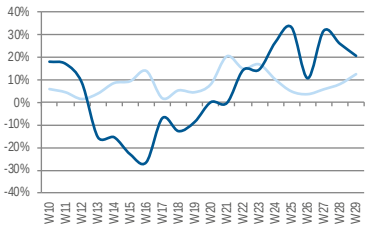
United Kingdom growth Y/Y 4 weeks rolling avg



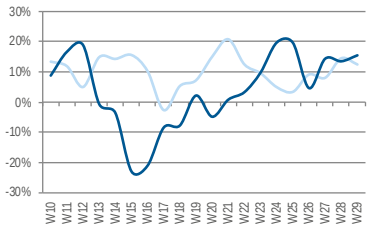
France growth Y/Y 4 weeks rolling avg



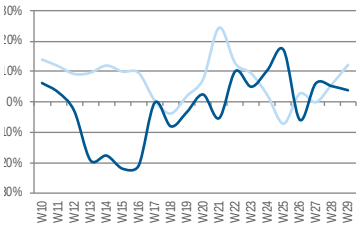
Italy growth Y/Y 4 weeks rolling avg



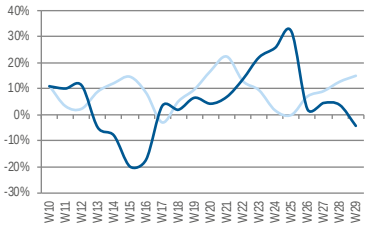
Spain growth Y/Y 4 weeks rolling avg



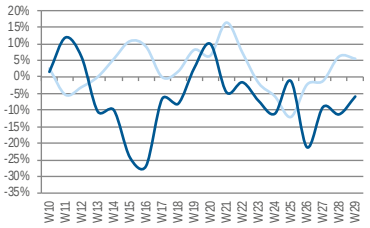
Belgium growth Y/Y 4 weeks rolling avg



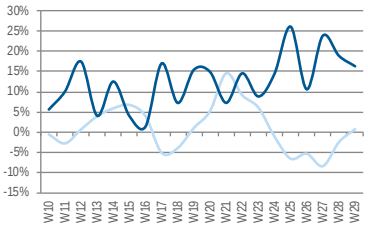
Portugal growth Y/Y 4 weeks rolling avg



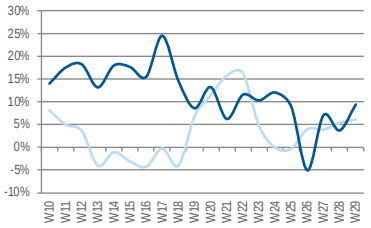
Austria growth Y/Y 4 weeks rolling avg



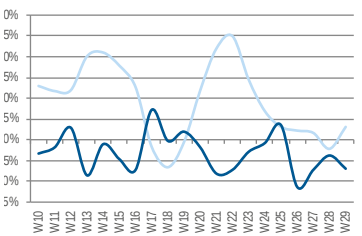
Switzerland growth Y/Y 4 weeks rolling avg



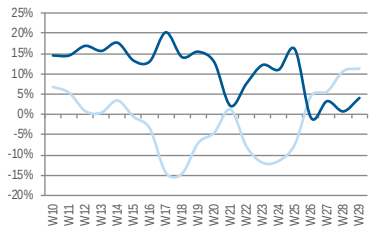
Other WE growth Y/Y 4 weeks rolling avg



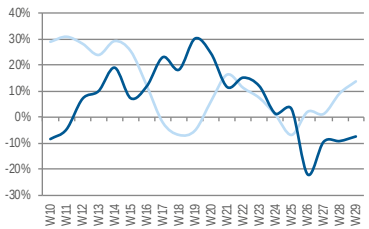
Sweden growth Y/Y 4 weeks rolling avg



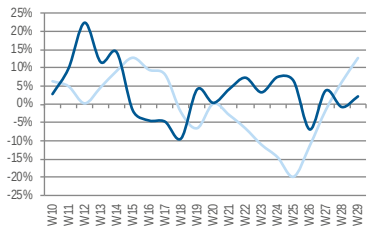
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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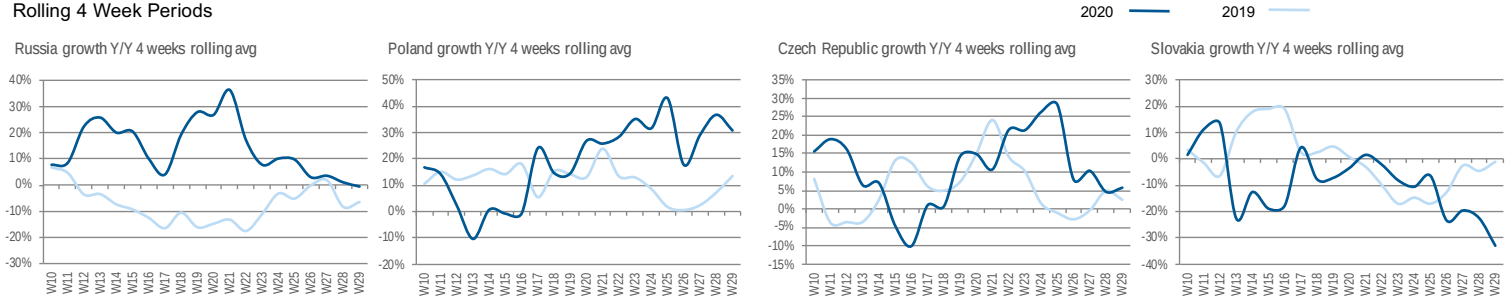
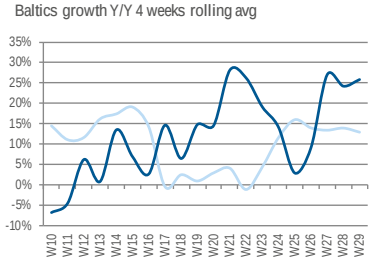
Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods





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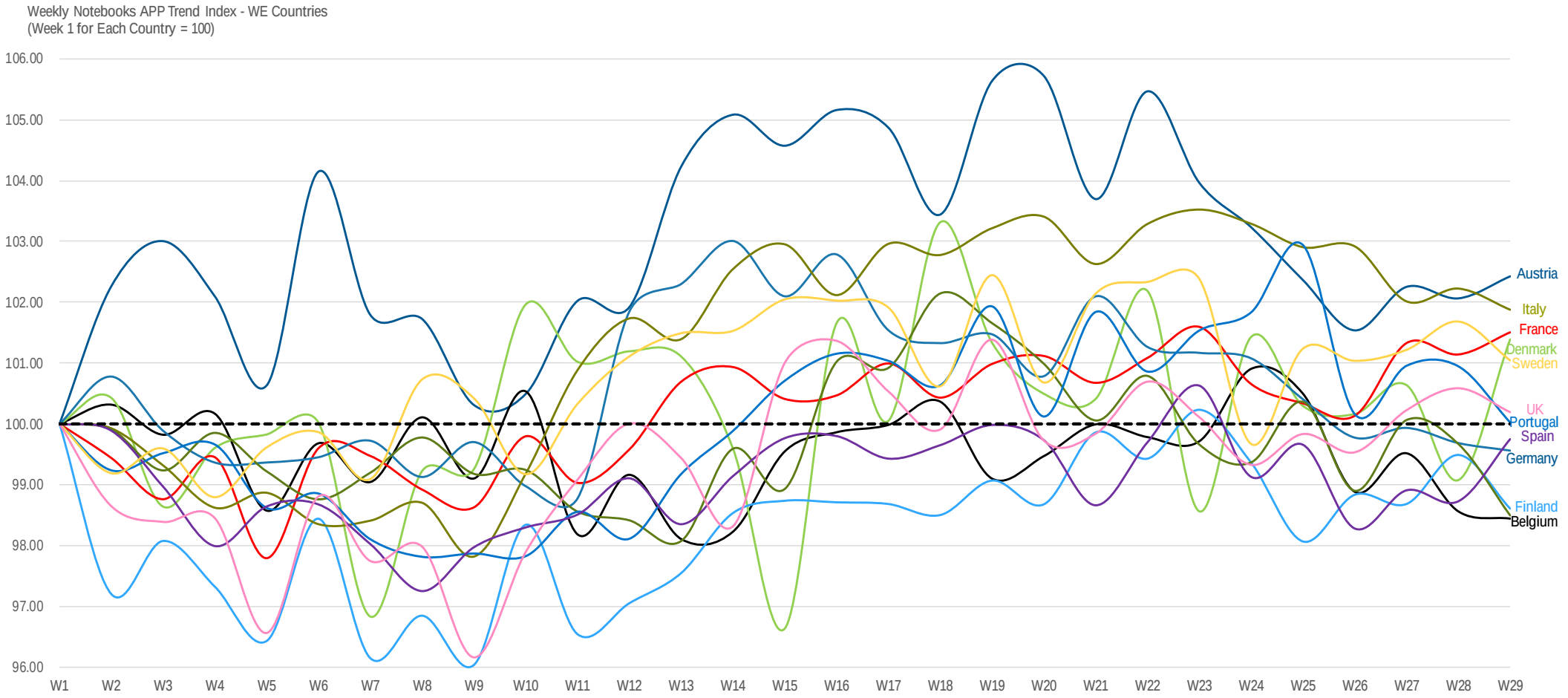
Weekly Notebooks Average Product Price Trend - Western Europe

APP Trend Index (Week 1 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 week 1 2020.

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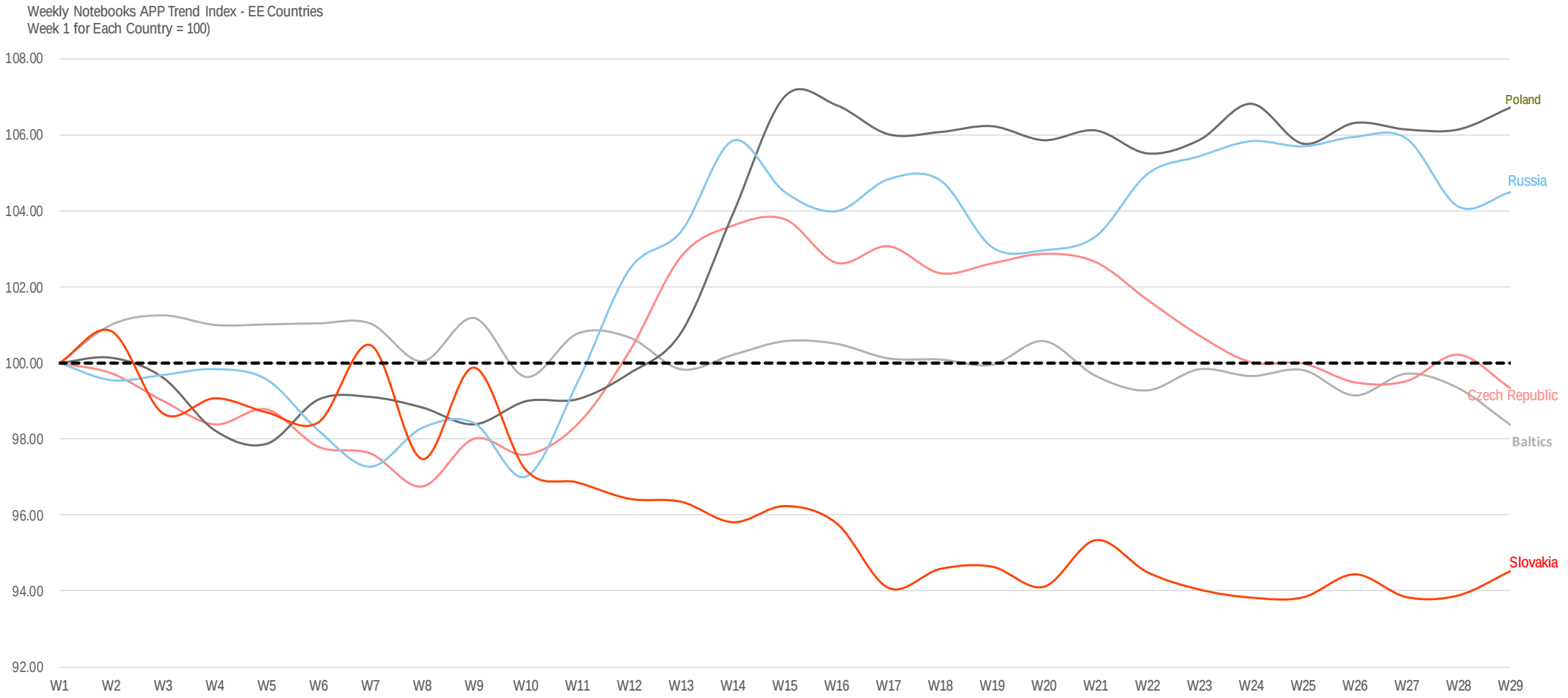
Weekly Notebooks Average Product Price Trend - Eastern Europe

APP Trend Index (Week 1 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 week 1 2020.

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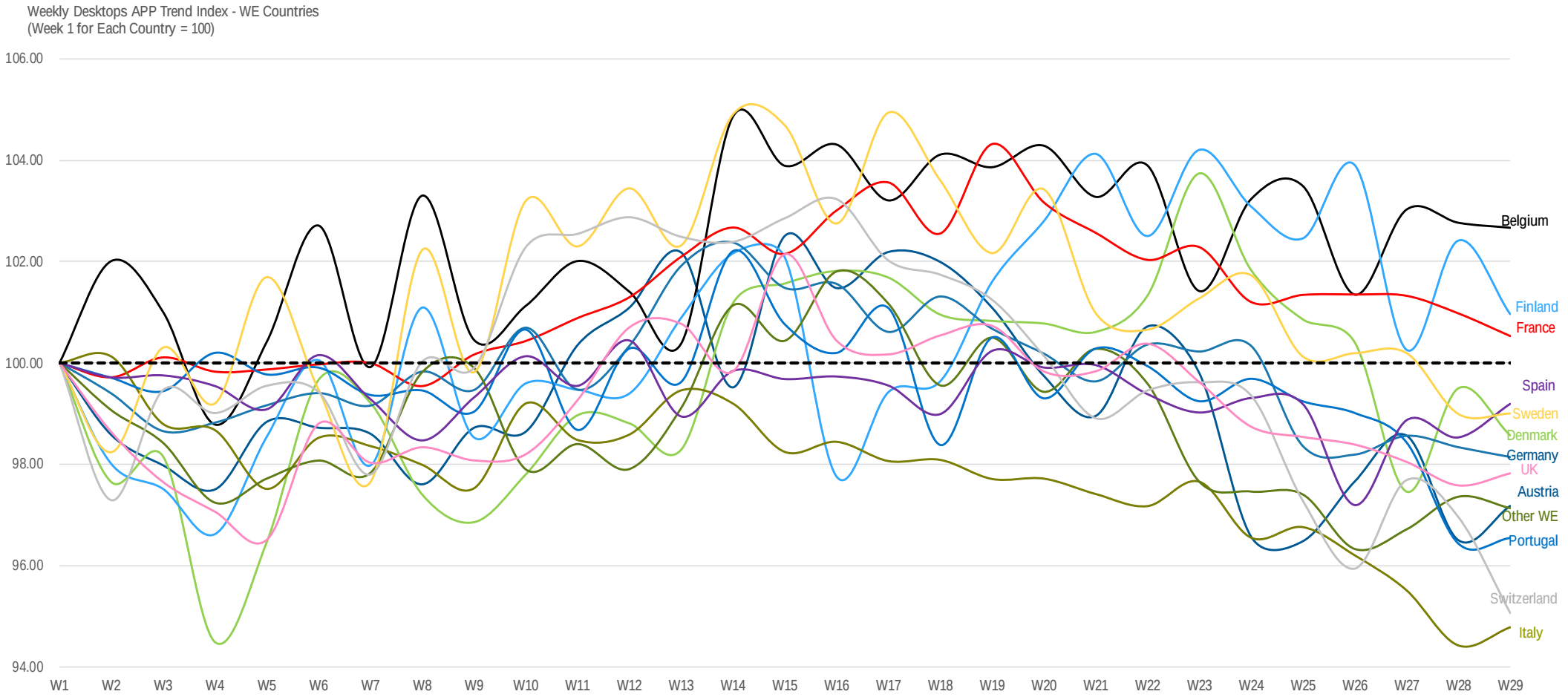
Weekly Desktops Average Product Price Trend - Western Europe

APP Trend Index (Week 1 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 week 1 2020.

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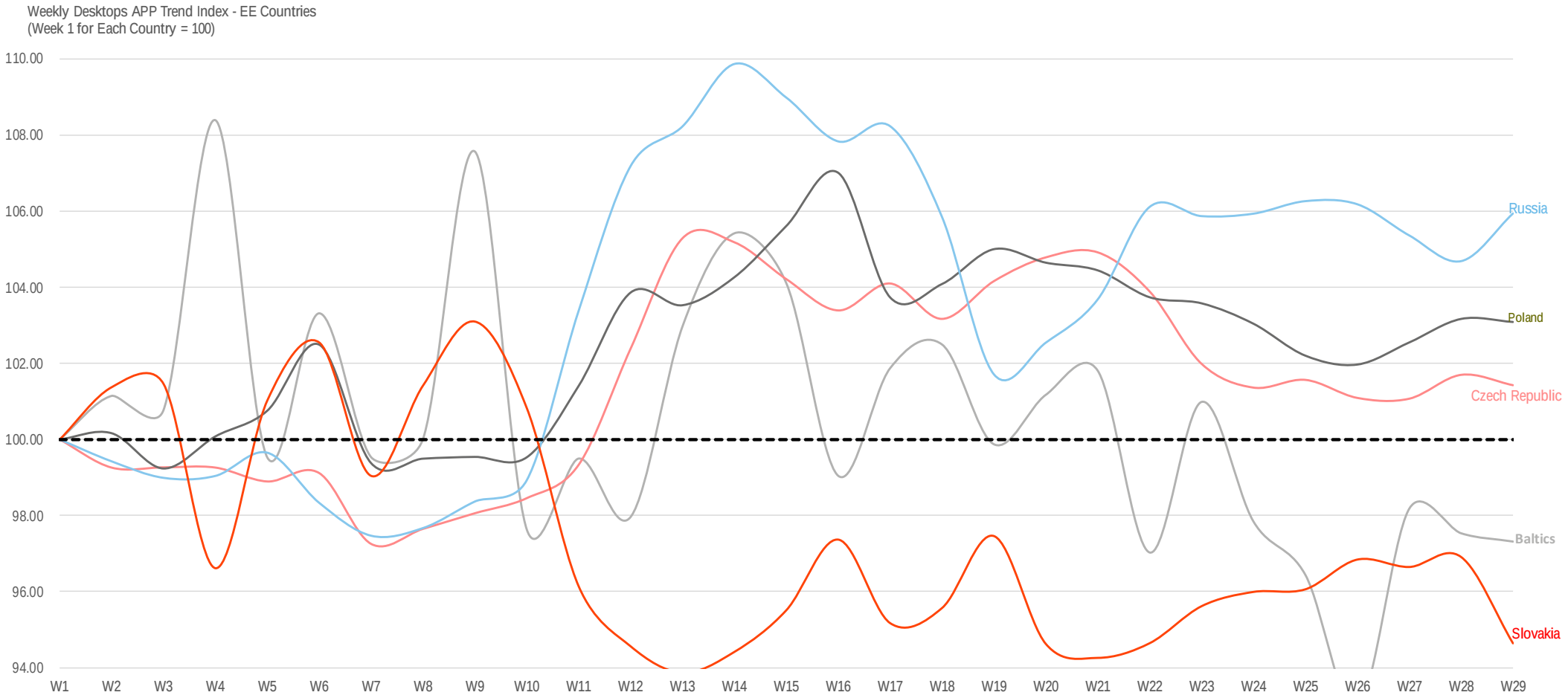
Weekly Desktops Average Product Price Trend - Eastern Europe

APP Trend Index (Week 1 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 week 1 2020.

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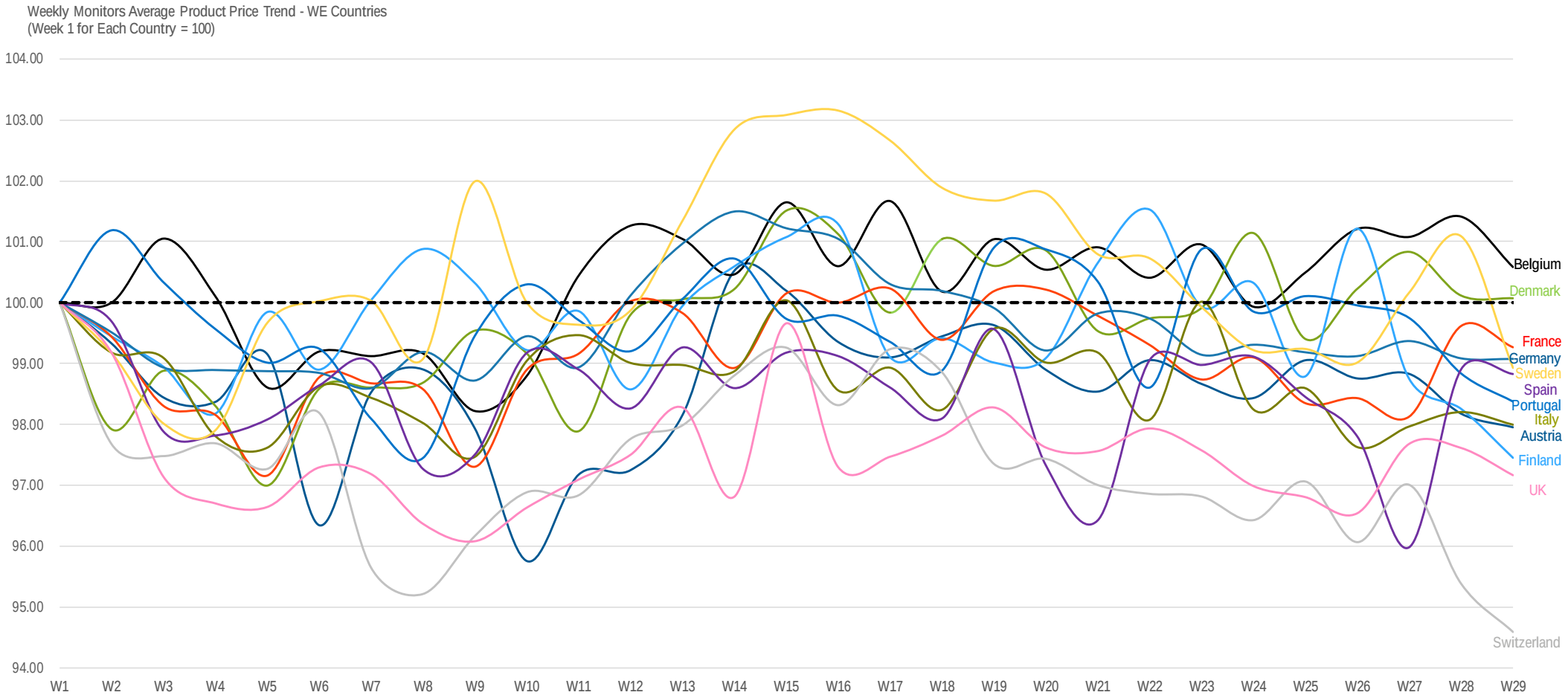
Weekly Monitors Average Product Price Trend - Western Europe

APP Trend Index (Week 1 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 week 1 2020.

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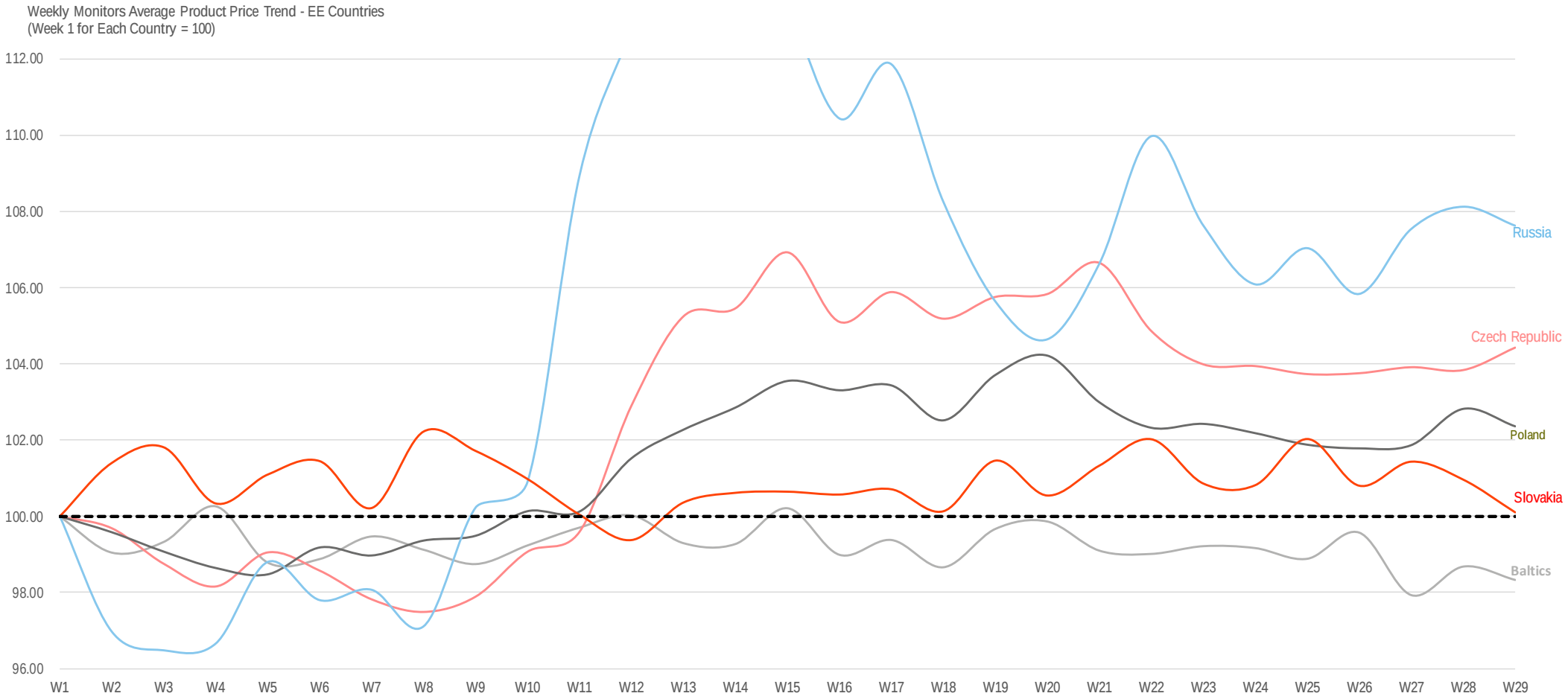
Weekly Monitors Average Product Price Trend - Eastern Europe

APP Trend Index (Week 1 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 week 1 2020.

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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 29 (to July 19 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE													EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W28	Rank-W29	Industry Sector	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	Computing Accessories	43%	-2%	54%	34%	73%	28%	33%	28%	43%	42%	47%	12%	3%	46%	1%	42%	11%	13%	-3%	32%	14%	30%
2	2	Mobile Computing	33%	13%	61%	19%	32%	12%	-16%	23%	-4%	-6%	35%	-8%	-27%	19%	0%	50%	-14%	11%	-5%	22%	11%	21%
3	3	Telecommunications	21%	-14%	25%	-22%	33%	130%	7%	58%	-1%	13%	-15%	19%	13%	41%	-44%	53%	39%	38%	95%	15%	29%	17%
5	4	Computing Components	5%	-12%	-1%	15%	31%	32%	-6%	-24%	-3%	42%	-16%	20%	-33%	52%	55%	36%	-8%	41%	-33%	5%	40%	13%
6	5	Wearable Devices	44%	-11%	21%	-50%	46%	-9%	-15%	-34%	198%	-12%	61%	2%	-61%	-24%	-17%	85%	23%	-49%	-63%	7%	27%	9%
4	6	Audio-Video Systems	0%	-29%	24%	4%	16%	57%	-31%	23%	-28%	30%	16%	19%	-29%	26%	-2%	82%	20%	40%	-24%	3%	28%	5%
7	7	Displays	26%	-29%	9%	-9%	37%	12%	-8%	-7%	10%	25%	-4%	-2%	-18%	14%	8%	12%	26%	-4%	-19%	-1%	9%	1%
8	8	Software and Licences	-16%	-4%	35%	-1%	1%	12%	-14%	0%	15%	20%	-23%	4%	0%	7%	27%	1%	-14%	153%	-45%	-2%	21%	0%
9	9	Disk Storage	-9%	-9%	20%	-2%	0%	17%	-31%	-26%	-25%	26%	5%	17%	6%	0%	-5%	16%	8%	-28%	-60%	-4%	-2%	-4%
10	10	Other Networking Equipment	0%	-19%	12%	-30%	-7%	12%	24%	0%	49%	-46%	-7%	-1%	-28%	4%	20%	-14%	135%	-5%	-52%	-8%	20%	-4%
11	11	Wireless Networking	17%	-37%	25%	-19%	-39%	-10%	-21%	16%	43%	-14%	-21%	-24%	-5%	46%	6%	21%	5%	35%	-20%	-7%	10%	-6%
12	12	Connectivity	0%	-22%	-8%	-25%	22%	5%	0%	20%	-20%	35%	5%	10%	-10%	-11%	-18%	18%	-12%	-1%	-5%	-10%	-6%	-9%
16	13	Warranties and Services	-13%	-2%	11%	-21%	17%	-19%	-4%	-22%	-45%	-25%	-50%	-13%	16%	-14%	-28%	22%	-37%	53%	-67%	-9%	-15%	-10%
15	14	Networking Systems	-2%	-34%	7%	-34%	0%	2%	19%	-14%	3%	-12%	-6%	-36%	1%	-22%	16%	-8%	33%	2%	-57%	-14%	10%	-10%
13	15	Printing Consumables	-19%	-27%	-5%	-3%	-1%	25%	-11%	-6%	-2%	-16%	-13%	17%	-5%	5%	-32%	12%	16%	-44%	-34%	-11%	-20%	-12%
17	16	Desktop Computing	-7%	-46%	-22%	-25%	-16%	-23%	14%	-21%	-27%	-35%	-33%	-22%	-44%	13%	25%	-12%	9%	0%	-57%	-22%	11%	-16%
14	17	Power Equipment	-9%	-23%	-14%	-28%	-13%	1%	3%	-1%	-15%	11%	-50%	0%	31%	-20%	-24%	-21%	-21%	-28%	-10%	-15%	-23%	-17%
18	18	Scanner Imaging	-23%	-23%	17%	-11%	-38%	-10%	-42%	-30%	-23%	51%	-27%	35%	44%	15%	-15%	-8%	-51%	19%	-30%	-17%	-21%	-18%
19	19	Printing	-19%	-29%	-23%	-33%	-7%	14%	-32%	12%	9%	-23%	-6%	-5%	-32%	-17%	-26%	37%	-20%	23%	-40%	-20%	-16%	-19%
20	20	Smart Home and Office	6%	-56%	4%	-38%	75%	-81%	-44%	-96%	-32%	18%	462%	61%	56%	-56%	-11%	273%	172%	7310%	0%	-26%	415%	-22%
21	21	Server Computing	-19%	-39%	20%	-36%	-32%	52%	-53%	20%	-29%	-71%	-50%	14%	-75%	-65%	-4%	0%	1%	-58%	-80%	-29%	-11%	-26%
22	22	Data Center Networking and Security	-29%	-17%	-9%	-40%	-13%	23%	11%	-44%	-19%	10%	-6%	34%	6%	-16%	-63%	-42%	-60%	20%	-63%	-20%	-60%	-28%
23	23	Removable Storage	-6%	-66%	-27%	-8%	-46%	3%	10%	6%	-25%	246%	-63%	-34%	-14%	9%	-54%	-5%	-35%	-26%	-19%	-32%	-28%	-32%
24	24	Unified Communications	-26%	-64%	-18%	-72%	-50%	14%	-22%	-39%	-42%	-23%	-13%	-41%	-30%	-57%	1%	-4%	-62%	23%	-14%	-42%	-4%	-37%
		Country Trend	2%	-12%	21%	-7%	16%	16%	-7%	4%	-6%	2%	-4%	4%	-7%	9%	-1%	31%	6%	26%	-33%			

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 29 (to July 19 2020) vs Same Period 2019

Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE													EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W28	Rank-W29	Industry Sector	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	Unified Communications	-26%	-64%	-18%	-72%	-50%	14%	-22%	-39%	-42%	-23%	-13%	-41%	-30%	-57%	1%	-4%	-62%	23%	-14%	-42%	-4%	-37%
2	2	Removable Storage	-6%	-66%	-27%	-8%	-46%	3%	10%	6%	-25%	246%	-63%	-34%	-14%	9%	-54%	-5%	-35%	-26%	-19%	-32%	-28%	-32%
3	3	Data Center Networking and Security	-29%	-17%	-9%	-40%	-13%	23%	11%	-44%	-19%	10%	-6%	34%	6%	-16%	-63%	-42%	-60%	20%	-63%	-20%	-60%	-28%
4	4	Server Computing	-19%	-39%	20%	-36%	-32%	52%	-53%	20%	-29%	-71%	-50%	14%	-75%	-65%	-4%	0%	1%	-58%	-80%	-29%	-11%	-26%
5	5	Smart Home and Office	6%	-56%	4%	-38%	75%	-81%	-44%	-96%	-32%	18%	462%	61%	56%	-56%	-11%	273%	172%		0%	-26%	415%	-22%
6	6	Printing	-19%	-29%	-23%	-33%	-7%	14%	-32%	12%	9%	-23%	-6%	-5%	-32%	-17%	-26%	37%	-20%	23%	-40%	-20%	-16%	-19%
7	7	Scanner Imaging	-23%	-23%	17%	-11%	-38%	-10%	-42%	-30%	-23%	51%	-27%	35%	44%	15%	-15%	-8%	-51%	19%	-30%	-17%	-21%	-18%
11	8	Power Equipment	-9%	-23%	-14%	-28%	-13%	1%	3%	-1%	-15%	11%	-50%	0%	31%	-20%	-24%	-21%	-21%	-28%	-10%	-15%	-23%	-17%
8	9	Desktop Computing	-7%	-46%	-22%	-25%	-16%	-23%	14%	-21%	-27%	-35%	-33%	-22%	-44%	13%	25%	-12%	9%	0%	-57%	-22%	11%	-16%
12	10	Printing Consumables	-19%	-27%	-5%	-3%	-1%	25%	-11%	-6%	-2%	-16%	-13%	17%	-5%	5%	-32%	12%	16%	-44%	-34%	-11%	-20%	-12%
10	11	Networking Systems	-2%	-34%	7%	-34%	0%	2%	19%	-14%	3%	-12%	-6%	-36%	1%	-22%	16%	-8%	33%	2%	-57%	-14%	10%	-10%
9	12	Warranties and Services	-13%	-2%	11%	-21%	17%	-19%	-4%	-22%	-45%	-25%	-50%	-13%	16%	-14%	-28%	22%	-37%	53%	-67%	-9%	-15%	-10%
13	13	Connectivity	0%	-22%	-8%	-25%	22%	5%	0%	20%	-20%	35%	5%	10%	-10%	-11%	-18%	18%	-12%	-1%	-5%	-10%	-6%	-9%
14	14	Wireless Networking	17%	-37%	25%	-19%	-39%	-10%	-21%	16%	43%	-14%	-21%	-24%	-5%	46%	6%	21%	5%	35%	-20%	-7%	10%	-6%
15	15	Other Networking Equipment	0%	-19%	12%	-30%	-7%	12%	24%	0%	49%	-46%	-7%	-1%	-28%	4%	20%	-14%	135%	-5%	-52%	-8%	20%	-4%
16	16	Disk Storage	-9%	-9%	20%	-2%	0%	17%	-31%	-26%	-25%	26%	5%	17%	6%	0%	-5%	16%	8%	-28%	-60%	-4%	-2%	-4%
17	17	Software and Licences	-16%	-4%	35%	-1%	1%	12%	-14%	0%	15%	20%	-23%	4%	0%	7%	27%	1%	-14%	153%	-45%	-2%	21%	0%
18	18	Displays	26%	-29%	9%	-9%	37%	12%	-8%	-7%	10%	25%	-4%	-2%	-18%	14%	8%	12%	26%	-4%	-19%	-1%	9%	1%
21	19	Audio-Video Systems	0%	-29%	24%	4%	16%	57%	-31%	23%	-28%	30%	16%	19%	-29%	26%	-2%	82%	20%	40%	-24%	3%	28%	5%
19	20	Wearable Devices	44%	-11%	21%	-50%	46%	-9%	-15%	-34%	198%	-12%	61%	2%	-61%	-24%	-17%	85%	23%	-49%	-63%	7%	27%	9%
20	21	Computing Components	5%	-12%	-1%	15%	31%	32%	-6%	-24%	-3%	42%	-16%	20%	-33%	52%	55%	36%	-8%	41%	-33%	5%	40%	13%
22	22	Telecommunications	21%	-14%	25%	-22%	33%	130%	7%	58%	-1%	13%	-15%	19%	13%	41%	-44%	53%	39%	38%	95%	15%	29%	17%
23	23	Mobile Computing	33%	13%	61%	19%	32%	12%	-16%	23%	-4%	-6%	35%	-8%	-27%	19%	0%	50%	-14%	11%	-5%	22%	11%	21%
24	24	Computing Accessories	43%	-2%	54%	34%	73%	28%	33%	28%	43%	42%	47%	12%	3%	46%	1%	42%	11%	13%	-3%	32%	14%	30%
		Country Trend	2%	-12%	21%	-7%	16%	16%	-7%	4%	-6%	2%	-4%	4%	-7%	9%	-1%	31%	6%	26%	-33%			

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 29 (to July 19 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W28	Rank-W29	Industry Sector	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%	13%	61%	19%	32%	12%	-16%	23%	-4%	-6%	35%	-8%	-27%	19%	0%	50%	-14%	11%	-5%	22%	11%	21%
2	2	Software and Licences	-16%	-4%	35%	-1%	1%	12%	-14%	0%	15%	20%	-23%	4%	0%	7%	27%	1%	-14%	153%	-45%	-2%	21%	0%
3	3	Telecommunications	21%	-14%	25%	-22%	33%	130%	7%	58%	-1%	13%	-15%	19%	13%	41%	-44%	53%	39%	38%	95%	15%	29%	17%
4	4	Printing Consumables	-19%	-27%	-5%	-3%	-1%	25%	-11%	-6%	-2%	-16%	-13%	17%	-5%	5%	-32%	12%	16%	-44%	-34%	-11%	-20%	-12%
6	5	Warranties and Services	-13%	-2%	11%	-21%	17%	-19%	-4%	-22%	-45%	-25%	-50%	-13%	16%	-14%	-28%	22%	-37%	53%	-67%	-9%	-15%	-10%
5	6	Displays	26%	-29%	9%	-9%	37%	12%	-8%	-7%	10%	25%	-4%	-2%	-18%	14%	8%	12%	26%	-4%	-19%	-1%	9%	1%
7	7	Computing Components	5%	-12%	-1%	15%	31%	32%	-6%	-24%	-3%	42%	-16%	20%	-33%	52%	55%	36%	-8%	41%	-33%	5%	40%	13%
8	8	Disk Storage	-9%	-9%	20%	-2%	0%	17%	-31%	-26%	-25%	26%	5%	17%	6%	0%	-5%	16%	8%	-28%	-60%	-4%	-2%	-4%
9	9	Desktop Computing	-7%	-46%	-22%	-25%	-16%	-23%	14%	-21%	-27%	-35%	-33%	-22%	-44%	13%	25%	-12%	9%	0%	-57%	-22%	11%	-16%
12	10	Networking Systems	-2%	-34%	7%	-34%	0%	2%	19%	-14%	3%	-12%	-6%	-36%	1%	-22%	16%	-8%	33%	2%	-57%	-14%	10%	-10%
10	11	Computing Accessories	43%	-2%	54%	34%	73%	28%	33%	28%	43%	42%	47%	12%	3%	46%	1%	42%	11%	13%	-3%	32%	14%	30%
11	12	Printing	-19%	-29%	-23%	-33%	-7%	14%	-32%	12%	9%	-23%	-6%	-5%	-32%	-17%	-26%	37%	-20%	23%	-40%	-20%	-16%	-19%
13	13	Audio-Video Systems	0%	-29%	24%	4%	16%	57%	-31%	23%	-28%	30%	16%	19%	-29%	26%	-2%	82%	20%	40%	-24%	3%	28%	5%
14	14	Server Computing	-19%	-39%	20%	-36%	-32%	52%	-53%	20%	-29%	-71%	-50%	14%	-75%	-65%	-4%	0%	1%	-58%	-80%	-29%	-11%	-26%
15	15	Data Center Networking and Security	-29%	-17%	-9%	-40%	-13%	23%	11%	-44%	-19%	10%	-6%	34%	6%	-16%	-63%	-42%	-60%	20%	-63%	-20%	-60%	-28%
16	16	Wireless Networking	17%	-37%	25%	-19%	-39%	-10%	-21%	16%	43%	-14%	-21%	-24%	-5%	46%	6%	21%	5%	35%	-20%	-7%	10%	-6%
18	17	Wearable Devices	44%	-11%	21%	-50%	46%	-9%	-15%	-34%	198%	-12%	61%	2%	-61%	-24%	-17%	85%	23%	-49%	-63%	7%	27%	9%
19	18	Other Networking Equipment	0%	-19%	12%	-30%	-7%	12%	24%	0%	49%	-46%	-7%	-1%	-28%	4%	20%	-14%	135%	-5%	-52%	-8%	20%	-4%
17	19	Power Equipment	-9%	-23%	-14%	-28%	-13%	1%	3%	-1%	-15%	11%	-50%	0%	31%	-20%	-24%	-21%	-21%	-28%	-10%	-15%	-23%	-17%
20	20	Connectivity	0%	-22%	-8%	-25%	22%	5%	0%	20%	-20%	35%	5%	10%	-10%	-11%	-18%	18%	-12%	-1%	-5%	-10%	-6%	-9%
21	21	Removable Storage	-6%	-66%	-27%	-8%	-46%	3%	10%	6%	-25%	246%	-63%	-34%	-14%	9%	-54%	-5%	-35%	-26%	-19%	-32%	-28%	-32%
22	22	Electronics	-23%	-60%	-31%	2%	-83%	35%	-40%	-45%	-51%	57%	-56%	183%	-41%	-56%	61%	-14%	-12%	60%	-16%	-35%	23%	-26%
23	23	Smart Home and Office	6%	-56%	4%	-38%	75%	-81%	-44%	-96%	-32%	18%	462%	61%	56%	-56%	-11%	273%	172%	7310%	0%	-26%	415%	-22%
25	24	Unified Communications	-26%	-64%	-18%	-72%	-50%	14%	-22%	-39%	-42%	-23%	-13%	-41%	-30%	-57%	1%	-4%	-62%	23%	-14%	-42%	-4%	-37%
24	25	Games Consoles	61%		-40%	31%	-6%	162%	304%	3%	117%	188%	-51%	2%	99%	41%	-13%	132%	-37%	137%	64%	34%	51%	39%
28	26	Terminals, Thin Clients and Points of S	-10%	-63%	-76%	-39%	113%	29%	-78%	-36%	-32%	-75%	-20%	91%	-66%	-8%	35%	-51%	-76%	111%	-91%	-25%	-3%	-23%
26	27	Scanner Imaging	-23%	-23%	17%	-11%	-38%	-10%	-42%	-30%	-23%	51%	-27%	35%	44%	15%	-15%	-8%	-51%	19%	-30%	-17%	-21%	-18%
27	28	Security	48%	-62%	-54%	-29%	12%	1%	-18%	-2%	-63%	32%	100%	17%	12%	-35%	-46%	-22%	13%	85%	-51%	-31%	-31%	-31%
29	29	Tape Storage	-37%	-51%	-7%	-13%	12%	69%	15%	-65%	-19%	6%	-22%	87%	-58%	-26%	-42%	31%	88%	-70%	-1%	-28%	-25%	-27%
30	30	Photo and Video Cameras	-44%	11%	-42%	-71%	-8%	-25%	-74%	-71%	-68%	-23%	-61%	-34%	-96%	-25%	-71%	-51%	-24%	-2%	-57%	-27%	-44%	-36%

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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 29 (to July 19 2020) vs Same Period 2019

Sorted by top growth categories and country size

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1	1	Web Cameras	149%	238%	550%	235%	420%	151%	315%	165%	131%	336%	102%	93%	21%	201%	26%	511%	136%	228%	172%	216%	86%	196%
3	2	Games Accessories	135%		-28%	34%	28%	175%	277%	3%	111%	229%	-30%	-1%	116%	36%	-14%	160%	-1%	121%	100%	59%	78%	63%
2	3	Games Software	-1%		15%	-60%	78%	47%	-84%	-100%	679%	6%	229%	-47%	292%	81%	-52%	19%	153%	107%	639%	10%	74%	45%
4	4	Powerline Devices	46%	6%	149%	-21%	74%	88%	-11%	146%	210%	-16%	129%	4%	293%	51%	1%	46%	108%	139%	-9%	38%	39%	38%
13	5	Docking Stations	45%	8%	101%	87%	136%	1%	25%	58%	46%	20%	17%	-19%	-4%	44%	12%	31%	-4%	9%	-42%	40%	11%	38%
19	6	Virtualisation Software	123%	-44%	-46%	-12%	28%	26%	-11%	8%	404%	137%	-59%	-2%	24%	19%	127%	230%	-19%	-9%	-28%	31%	110%	36%
6	7	Mobile Computing Cases	80%	-2%	66%	37%	15%	56%	-13%	65%	99%	63%	76%	90%	-16%	36%	70%	21%	63%	10%	50%	35%	45%	36%
10	8	Digital Media Players	56%	-31%	77%	-10%	97%	34%	65%	8%	121%	-12%	-22%	0%	-31%	142%	-25%	-27%	242%	13%	-19%	34%	-3%	33%
17	9	Mobile Computing Accessories and Parts	79%	-18%	74%	24%	65%	-2%	-3%	3%	-9%	2%	31%	95%	33%	58%	12%	2%	38%	60%	14%	33%	16%	32%
8	10	E-Readers	-12%	43%	78%	17%	147%	-22%	-80%		10%	19%	92%	-26%	169%	14%	99%	-20%	1286%	4%	210%	24%	73%	31%
11	11	Wireless Adapters	15%	0%	52%	5%	104%	-5%	11%	10%	29%	22%	93%	91%	6%	18%	20%	67%	72%	75%	-10%	24%	42%	28%
12	12	Keyboards and Keypads	18%	-14%	27%	31%	98%	77%	63%	17%	68%	57%	69%	22%	97%	98%	19%	37%	-17%	-8%	2%	29%	16%	27%
5	13	Labelling Tapes	42%	12%	41%	4%	-2%	16%	148%	19%	8%	322%	-40%	219%	652%	1%	-37%	67%	-9%	-25%	20%	32%	-10%	27%
7	14	Graphics Cards	26%	7%	65%	-12%	62%	1%	32%	-1%	13%	20%	62%	69%	-79%	22%	-31%	61%	33%	17%	33%	25%	21%	24%
22	15	Smart Watches	32%	12%	19%	-33%	81%	57%	-37%	-33%	263%	-31%	85%	2%	-62%	-2%	32%	78%	34%	-31%	-67%	23%	32%	24%
24	16	Processors	8%	4%	-25%	27%	19%	39%	-14%	-15%	2%	82%	-29%	-8%	-12%	76%	113%	43%	-25%	114%	-50%	10%	70%	23%
16	17	Smart Lighting and Electricals	-11%		86%	-14%	84%		-26%	146%	43%	256%	190%	30%	44%	-77%	-12%	248%	278%	683%	29%	13%	151%	23%
15	18	Notebooks	32%	14%	58%	31%	38%	16%	-15%	31%	-5%	-14%	40%	-10%	-29%	31%	1%	52%	-15%	10%	-10%	25%	12%	23%
27	19	Developer Tools Software	-38%	18%	254%	7%	39%	29%	44%	-6%	-46%	9%	-54%	15%	86%	63%	469%	-33%	11%	-1%	-87%	22%	12%	21%
21	20	Notebook Workstations	4%	39%	48%	22%	22%	31%	-18%	48%	40%	-7%	12%	-7%	-9%	30%	55%	46%	-9%	-4%	4%	19%	29%	20%
18	21	Smartphones	22%	-8%	25%	-20%	35%	140%	7%	58%	-2%	10%	-15%	19%	12%	43%	-48%	55%	40%	40%	107%	17%	32%	19%
9	22	Headsets/Headphones and Microphones	14%	-11%	35%	20%	-1%	138%	-42%	19%	-33%	94%	35%	32%	-29%	21%	18%	114%	35%	57%	-25%	14%	47%	16%
20	23	Monitors	38%	2%	16%	-1%	46%	32%	-3%	6%	34%	13%	4%	-4%	-4%	32%	-13%	22%	42%	8%	-24%	19%	3%	15%
25	24	Tablet PCs	39%	6%	71%	-8%	11%	-2%	-17%	-7%	-10%	21%	8%	5%	-24%	-7%	-15%	32%	-10%	29%	73%	15%	1%	14%
23	25	Mice	6%	-21%	66%	-17%	88%	16%	9%	31%	21%	32%	56%	-1%	-22%	32%	17%	61%	6%	1%	15%	10%	26%	13%
34	26	NAS Devices	49%	3%	-3%	4%	-22%	3%	1%	-13%	11%	103%	-8%	78%	-63%	4%	-28%	69%	-12%	1%	-22%	15%	4%	13%
14	27	Telephony Accessories	300%	2%	44%	-91%	50%	-47%	40%	-44%	-78%	924%	2667%	168%	78%	-59%	-67%	-85%	-92%	216%	128%	24%	-68%	13%
32	28	Network Expansion Modules	-21%	64%	-8%	10%	20%	131%	34%	-53%	69%	-3%	-56%	65%	-1%	48%	16%	-19%	17%	2%	-92%	13%	11%	12%
26	29	Disk Drives	26%	-44%	-15%	-1%	49%	16%	4%	-25%	-14%	44%	36%	6%	-19%	15%	-7%	73%	-11%	-9%	22%	9%	25%	12%
30	30	Telephony and Conference Systems	-13%	-33%	-45%	26%	53%	333%	42%	176%	156%	380%	100%	-36%	54%	105%	5%	89%	38%	4%	27%	8%	17%	9%
31	31	Network Routers	7%	-32%	58%	-14%	83%	31%	21%	-51%	11%	60%	41%	-34%	31%	0%	1%	12%	44%	17%	-72%	11%	2%	9%
28	32	Network Management Software	-3%	-6%	99%	29%	-37%	-27%	8%	125%	-19%	202%	-64%	-18%	69%	41%	29%	-67%	-2%	-52%	-65%	10%	-17%	8%
46	33	Office Applications Software	-27%	22%	33%	-2%	25%	2%	-2%	25%	-20%	18%	10%	21%	9%	60%	28%	9%	-33%	11%	-2%	5%	12%	6%
29	34	Wired Network Adapters	-3%	8%	14%	1%	3%	115%	26%	-17%	-15%	69%	-66%	101%	-8%	-26%	21%	11%	10%	-16%	-19%	4%	16%	6%
42	35	Data Management Software	22%	-12%	134%	-1%	-11%	21%	-3%	-19%	14%	-21%	-42%	27%	38%	-14%	-46%	-5%	7%	-60%	-73%	8%	-28%	5%
44	36	Inkjet Printers	-19%	24%	-7%	-11%	44%	-11%	-42%	-53%	-19%	114%	-3%	-15%	68%	-22%	68%	110%	10%	235%	-17%	-4%	71%	5%
45	37	Security Software	10%	-7%	7%	42%	-2%	-4%	-50%	-3%	-10%	64%	-21%	-2%	15%	6%	56%	50%	1%	-21%	-39%	4%	32%	5%
33	38	Host Bus Adapters	-23%	-15%	56%	-17%	26%	49%	170%	-61%	-33%	54%	-81%	128%	-56%	58%	84%	35%	-81%	85%	-59%	-3%	46%	4%
37	39	Televisions	-30%	-56%	12%	11%	225%	4%	-61%	-38%	-38%	91%	-19%	29%	-58%	10%	349%	27%	42%	-20%	-16%	-9%	47%	4%
40	40	Disk Arrays	-9%	-25%	53%	42%	35%	116%	-29%	-35%	-15%	-10%	-31%	38%	383%	-15%	-11%	-7%	38%	-9%	-89%	5%	-14%	2%
NA	41	Integrated Systems	-75%	-21%	132%	-39%	-33%	304%	-68%	75%	-21%	712%	15%	108%	-94%	134%	853%	-73%	-4%	1504%		-25%	608%	1%
39	42	All-In-One Inkjets	-21%	-8%	18%	-29%	28%	22%	-39%	84%	26%	13%	102%	12%	-32%	-24%	-1%	124%	-7%	42%	14%	-2%	39%	1%
38	43	Solid State Drives (SSDs)	-12%	13%	22%	-13%	-24%	15%	-39%	-35%	-31%	77%	-6%	18%	-57%	3%	30%	29%	9%	-48%	-43%	-4%	17%	0%
41	44	Storage Controllers	-16%	7%	-19%	-19%	-34%	3%	-25%	-7%	-8%	62%	25%	-16%	-48%	15%	85%	-12%	-17%	-16%	-23%	-10%	56%	-2%
NA	45	PC Speakers	157%	-80%	4%	-40%	72%	14%	62%	78%	9%	91%	22%	-23%	208%	70%	-19%	-9%	-28%	-23%	42%	-1%	-16%	-4%
NA	46	Server Accessories	-41%	-35%	9%	28%	-74%	166%	-39%	1%	-9%	-3%	-74%	48%	20%	91%	-9%	310%	-51%	-89%	-91%	-13%	31%	-4%
NA	47	Operating Systems Software	-18%	-3%	47%	-5%	7%	2%	2%	-8%	-36%	-11%	-31%	35%	4%	6%	3%	-22%	-33%	0%	-56%	-3%	-12%	-4%
35	48	Tape Drives	-17%	-51%	15%	113%	-10%	100%	364%	-53%	-27%	-15%	-57%	581%	-67%	-65%	-39%	128%	51%	-100%	-35%	-4%	-9%	-4%
43	49	Ink Cartridges and Tanks	-26%	-20%	6%	8%	19%	41%	-6%	-2%	26%	18%	-3%	12%	1%	0%	-26%	39%	16%	-50%	-43%	-5%	-12%	-6%
50	50	Wireless Access Points	19%	-40%	27%	-20%	-36%	-11%	-22%	13%	47%	-12%	-24%	-26%	-4%	54%	2%	14%	2%	38%	-11%	-7%	6%	-6%

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2	1	Network Chassis	-40%	-47%	-67%	5%	-34%	3%	-80%	-64%	-82%	-96%	-92%	-58%	-100%	-45%	-96%	30%	99%	267%		-45%	-95%	-79%
1	2	MP3/MP4 Players	-59%	-52%	-62%	-76%	-100%	-30%	-46%	-79%	-100%	-44%	-83%	-15%	182%	-9%	-100%	0%	-45%	-28%	161%	-79%	-33%	-78%
5	3	Presentation Devices	-67%	-66%	-89%	-94%	-87%	-37%	348%	-83%	-77%	-60%	-68%	-84%	-98%	-77%	-71%	-48%	-81%	-84%	-73%	-74%	-67%	-74%
4	4	Partner Rebates, Warehousing and Logistics	-61%	-91%	-80%	-93%	-86%	-44%	-81%	-47%	-22%	-41%	-44%	15%	7%	14%	14%	-76%	-69%	1102%	-85%	-77%	30%	-74%
6	5	Privacy Screens	-76%	-82%	-46%	-32%	-93%	-60%	-67%	-58%	-65%	-84%	-72%	-62%	-90%	-49%		-27%		-52%	-42%	-70%	-36%	-70%
3	6	Dye Sublimation Printers	-57%	-65%	-69%	-96%	-13%	-47%	-87%	-92%	127%	72%	-26%	-52%	-22%	-69%	-54%	102%	-80%	-47%	0%	-68%	-42%	-66%
7	7	Server Enclosure	-87%	-21%	-15%	-34%	20%	23%	-49%	311%	-90%	36%	-100%	0%		-68%	-74%	-32%	-26%	-100%	-42%	-57%	-72%	-62%
11	8	SAN Accessories	-71%	-47%	86%	-81%	-98%	489%	27%	-99%	-37%	536%	-100%	2652%	-2%	422%	330%	-95%	-83%	0%	-21%	-63%	-21%	-61%
8	9	Standalone GPS Devices	-99%	-66%	-64%	-48%	-72%	-12%	-65%	-100%	0%	183%	-77%	0%	35%	-98%		-58%	-13%	-90%	4%	-63%	-32%	-61%
10	10	3D Printers	-67%	-10%	-94%	-100%	-66%	179%		0%	797%	-100%	-100%	-100%	-100%	12%		2778%	-74%	-58%	0%	-57%	209%	-56%
12	11	Label/Barcode/Receipt Printers	-15%	-15%	-84%	-8%	-6%	9%	-13%	-39%	-9%	-2%	-36%	-40%	104%	-34%	10%	-16%	-42%	13%	-65%	-54%	-17%	-49%
9	12	Smart Home Automation	-26%	-84%	167%	-63%	132%	-97%	-45%		-95%	-87%		-100%		-51%		135%		-100%	0%	-49%	373%	-49%
23	13	Home Sound Systems	-84%	-69%	-42%	-27%	9%	-44%	-91%	193%	66%	-67%	-28%	-17%	-87%	87%	-21%	109%	-52%	57%	32%	-54%	11%	-48%
18	14	Portable Speakers	-85%	-67%	5%	-24%	1%	-72%	-96%	-31%	-49%	-98%	-80%	-6%	699%	-93%	-70%	-53%	-56%	-46%	-84%	-46%	-63%	-47%
NA	15	Tape Libraries	-48%	-49%	35%	-19%	122%	13%	1457%	-91%	16%	1%	796%	0%	-9%	-68%	-83%	-28%	-36%	-17%	47%	-33%	-74%	-46%
22	16	SAN Switches and Directors	-53%	21%	-20%	-61%	-63%	66%	-53%	158%	-65%	113%	-95%	504%	-100%	-1%	-58%	-27%	-87%	-60%	-66%	-41%	-55%	-45%
13	17	Memory Cards	-16%	-72%	-48%	12%	-51%	-18%	40%	-7%	-9%	786%	-73%	-36%	-21%	30%	-70%	-22%	-44%	-26%	-37%	-44%	-43%	-44%
16	18	Portable Power Banks	-55%	-38%	-47%	-59%	-32%	-16%	-66%	-36%	-87%	-34%	-81%	-61%	4%	-54%	44%	-58%	-44%	41%	-72%	-48%	-30%	-43%
17	19	Copier-based MFPs	-3%	-76%	-35%	-38%	-50%	23%	-8%	-72%	13%	-72%	-71%	-68%	14%	-40%	-23%	-30%	-60%	-18%	-10%	-41%	-25%	-39%
14	20	Digital Cameras	-54%	-24%	-47%	-75%	-6%	-35%	188%	-75%	-59%	12%	-65%	-22%	71%	34%	-89%	-51%	-21%	-11%	-61%	-29%	-46%	-39%
24	21	VOIP Systems	-25%	-65%	-21%	-74%	-53%	13%	-24%	-36%	-41%	-18%	-14%	-42%	-32%	-58%	-1%	3%	-60%	27%	-10%	-44%	-4%	-38%
33	22	Connectivity Switches (Data and KVM)	-30%	-36%	-63%	-43%	-67%	15%	156%	-65%	-84%	65%	60%	56%	10%	-71%	-19%	9%	-83%	-87%	-73%	-38%	-30%	-37%
29	23	Landline Telephones	-11%	-65%	15%	-83%	62%	33%	-50%	116%	44%	73%	139%	-26%	116%	-52%	-77%	-34%	-61%	-37%	-81%	-33%	-55%	-35%
20	24	Mobile Phones	-41%	-21%	-55%	-15%	-13%	261%	6%	112%	54%	-24%	-89%	17%	4%	-23%	-68%	-63%	-22%	4%	13%	-20%	-64%	-35%
31	25	Project Management Software	-80%	-10%	713%	-31%	133%	138%	63%	-31%	-12%	46%	10%	-8%	21%	-59%	76%	112%	98%	11%	-73%	-38%	68%	-34%
27	26	Printer Accessories and Parts	-33%	-49%	-33%	-35%	-32%	-13%	-36%	2%	-19%	-67%	-34%	-38%	5%	-54%	-26%	76%	-56%	159%	-31%	-35%	-17%	-33%
46	27	Smart Speakers	-3%	-66%	-34%	-39%	32%	19%	-59%	-97%	-40%	108%	-76%					34%	-82%	1597%	-71%	-32%	24%	-32%
26	28	Desktop Thin Clients	-27%	-62%	-61%	-45%	-7%	28%	-78%	-82%	-27%	-36%	-72%	102%	-47%	-28%	83%	-50%	-83%	153%	-79%	-37%	9%	-32%
28	29	Projectors	-10%	-65%	-29%	-10%	-49%	-21%	-42%	2%	-42%	-49%	-31%	-23%	-3%	1%	-42%	-26%	-9%	16%	29%	-33%	-17%	-31%
21	30	IP Cameras	49%	-63%	-53%	-30%	12%	2%	-18%	-2%	-63%	32%	100%	17%	12%	-35%	-45%	-20%	14%	73%	-52%	-31%	-30%	-31%
36	31	Servers (PC/Mac)	-26%	-15%	8%	-40%	-29%	30%	-44%	20%	-35%	-74%	-48%	3%	-69%	-77%	-28%	-9%	1%	-63%	-79%	-30%	-30%	-30%
44	32	Wireless LAN Controllers	-21%	52%	-30%	-17%	-91%	31%	62%	86%	-75%	-81%	-80%	-29%	-19%	-47%	37%	-34%	-22%	-87%	-99%	-32%	0%	-29%
30	33	Office Supplies and Furniture	-63%	-3%	-35%	-45%	-75%	3%	1%	-69%	15%	-60%	-25%	-19%	-86%	-33%	-85%	-1%	14%	-18%	313%	-22%	-62%	-28%
34	34	Displays Accessories	-12%	-46%	-26%	-26%	-20%	3%	-9%	21%	-43%	-18%	-46%	-19%	-68%	2%	-86%	-7%	16%	171%	-67%	-26%	-45%	-27%
35	35	USB Memory	-8%	-55%	9%	-19%	-51%	15%	-22%	46%	-34%	-31%	-61%	-36%	14%	-12%	-45%	-1%	-27%	-21%	5%	-28%	-19%	-27%
39	36	Smartphone Protective Cases	62%	-78%	9%	-46%	-13%	50%	-15%	14%	-33%	48%	-12%	103%	-1%	-17%	257%	-30%	23%	-8%		-32%	59%	-26%
32	37	Smartphone/Tablet Chargers	31%	-48%	-50%	-26%	-22%	-14%	-30%	-4%	53%	39%	-13%	17%	-50%	-31%	-60%	40%	-10%	80%	36%	-27%	3%	-25%
25	38	Camera/Camcorder Accessories	-26%	164%	-33%	-77%	-42%	-20%	-97%	-59%	-92%	-28%	-13%	-54%	-99%	-27%	4%	-49%	-29%	10%	-48%	-18%	-33%	-25%
15	39	Servers (Unix)	83%	-92%	292%	-28%	-22%	-25%	-100%	-11%	43%	-86%	-89%	0%		-76%	0%	-99%	-58%			-30%	-107%	-24%
40	40	Desktop Workstations (PC/Mac)	-24%	-57%	-18%	-36%	-34%	-32%	-39%	5%	-10%	-31%	-61%	-36%	-72%	-7%	95%	96%	18%	-6%	-58%	-33%	75%	-22%
41	41	All-in-One Lasers	-9%	-37%	-7%	-31%	-21%	24%	-48%	16%	26%	-23%	-39%	-3%	-74%	8%	-35%	17%	-14%	3%	-60%	-17%	-29%	-21%
42	42	Large Format Displays	9%	-44%	-1%	-24%	-22%	-18%	29%	-6%	19%	49%	-2%	2%	-35%	-22%	75%	-52%	-31%	-20%	-25%	-23%	4%	-20%
NA	43	Graphics and Design Software	-24%	-45%	21%	-13%	25%	-2%	-27%	-47%	-4%	-31%	-15%	45%	35%	-25%	-26%	20%	57%	20%	6%	-21%	20%	-20%
43	44	Long Life Consumables	-18%	-41%	-14%	-13%	-21%	20%	-19%	-14%	13%	-28%	-30%	-6%	12%	-2%	-30%	-5%	2%	-35%	7%	-19%	-24%	-20%
38	45	Print Media	-36%	-1%	-36%	-27%	15%	-3%	4%	-37%	-41%	114%	-24%	288%	-23%	-31%	-34%	-18%	4%	20%	-11%	-14%	-29%	-20%
19	46	Points of Sales	29%	-68%	-91%	-17%	458%	-57%	-96%	876%	-65%	-85%	39%	-100%	-83%	51%	-35%	-99%	42%	-83%	-93%	-16%	-39%	-20%
NA	47	Notebook Power Adapters	-18%	-49%	-19%	-11%	13%	-9%	20%	9%	7%	59%	-6%	-13%	161%	-27%	-47%	23%	-1%	25%	-41%	-20%	-9%	-19%
NA	48	Consoles Fixed	-62%		-46%	-16%	-95%	1%	1397%		375%	-100%	-91%	100%	-75%	4138%	1223%	104%	-59%	-35%	-22%	-57%	20%	-19%
NA	49	LTO/Ultrium Media	-5%	-50%	-10%	-67%	-16%	-26%	-53%	-51%	-20%	16%	-40%	62%	-53%	6%	91%	60%	154%	-3%	100%	-28%	94%	-19%
NA	50	Toner	-13%	-34%	-16%	-17%	-19%	19%	-15%	-10%	-23%	-36%	-23%	6%	-14%	17%	-34%	-5%	18%	-43%	-15%	-17%	-24%	-18%

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 29 (to July 19 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W28	Rank-W29	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	Notebooks	32%	14%	58%	31%	38%	16%	-15%	31%	-5%	-14%	40%	-10%	-29%	31%	1%	52%	-15%	10%	-10%	25%	12%	23%
2	2	Smartphones	22%	-8%	25%	-20%	35%	140%	7%	58%	-2%	10%	-15%	19%	12%	43%	-48%	55%	40%	40%	107%	17%	32%	19%
3	3	Warranties and Services	-13%	-2%	11%	-21%	17%	-19%	-4%	-22%	-45%	-25%	-50%	-13%	16%	-14%	-28%	22%	-37%	53%	-67%	-9%	-15%	-10%
5	4	Desktops	-4%	-45%	-23%	-23%	-15%	-21%	27%	-24%	-30%	-36%	-30%	-20%	-37%	15%	20%	-18%	10%	0%	-57%	-21%	6%	-16%
4	5	Tablet PCs	39%	6%	71%	-8%	11%	-2%	-17%	-7%	-10%	21%	8%	5%	-24%	-7%	-15%	32%	-10%	29%	73%	15%	1%	14%
6	6	Ink Cartridges and Tanks	-26%	-20%	6%	8%	19%	41%	-6%	-2%	26%	18%	-3%	12%	1%	0%	-26%	39%	16%	-50%	-43%	-5%	-12%	-6%
7	7	Toner	-13%	-34%	-16%	-17%	-19%	19%	-15%	-10%	-23%	-36%	-23%	6%	-14%	17%	-34%	-5%	18%	-43%	-15%	-17%	-24%	-18%
8	8	Monitors	38%	2%	16%	-1%	46%	32%	-3%	6%	34%	13%	4%	-4%	-4%	32%	-13%	22%	42%	8%	-24%	19%	3%	15%
9	9	Security Software	10%	-7%	7%	42%	-2%	-4%	-50%	-3%	-10%	64%	-21%	-2%	15%	6%	56%	50%	1%	-21%	-39%	4%	32%	5%
10	10	Office Applications Software	-27%	22%	33%	-2%	25%	2%	-2%	25%	-20%	18%	10%	21%	9%	60%	28%	9%	-33%	11%	-2%	5%	12%	6%
12	11	Processors	8%	4%	-25%	27%	19%	39%	-14%	-15%	2%	82%	-29%	-8%	-12%	76%	113%	43%	-25%	114%	-50%	10%	70%	23%
11	12	Data Management Software	22%	-12%	134%	-1%	-11%	21%	-3%	-19%	14%	-21%	-42%	27%	38%	-14%	-46%	-5%	7%	-60%	-73%	8%	-28%	5%
13	13	Network Switches	-7%	-35%	-12%	-37%	-44%	-5%	18%	-8%	1%	-20%	-13%	-37%	-10%	-27%	28%	-19%	29%	-6%	-37%	-22%	16%	-17%
14	14	Solid State Drives (SSDs)	-12%	13%	22%	-13%	-24%	15%	-39%	-35%	-31%	77%	-6%	18%	-57%	3%	30%	29%	9%	-48%	-43%	-4%	17%	0%
15	15	Headsets/Headphones and Microphones	14%	-11%	35%	20%	-1%	138%	-42%	19%	-33%	94%	35%	32%	-29%	21%	18%	114%	35%	57%	-25%	14%	47%	16%
16	16	Operating Systems Software	-18%	-3%	47%	-5%	7%	2%	2%	-8%	-36%	-11%	-31%	35%	4%	6%	3%	-22%	-33%	0%	-56%	-3%	-12%	-4%
17	17	Hard Disk Drives (HDDs)	-15%	-21%	4%	-21%	4%	2%	-20%	-10%	-26%	6%	70%	-13%	-40%	2%	-23%	2%	5%	32%	-64%	-12%	-16%	-13%
18	18	Servers (PC/Mac)	-26%	-15%	8%	-40%	-29%	30%	-44%	20%	-35%	-74%	-48%	3%	-69%	-77%	-28%	-9%	1%	-63%	-79%	-30%	-30%	-30%
19	19	RAM Memory	-12%	-31%	-15%	9%	-8%	-16%	-28%	-34%	-13%	10%	8%	7%	-40%	19%	5%	-8%	-11%	-7%	-10%	-16%	1%	-13%
20	20	Graphics and Design Software	-24%	-45%	21%	-13%	25%	-2%	-27%	-47%	-4%	-31%	-15%	45%	35%	-25%	-26%	20%	57%	20%	6%	-21%	20%	-20%
21	21	Disk Arrays	-9%	-25%	53%	42%	35%	116%	-29%	-35%	-15%	-10%	-31%	38%	383%	-15%	-11%	-7%	38%	-9%	-89%	5%	-14%	2%
22	22	Virtualisation Software	123%	-44%	-46%	-12%	28%	26%	-11%	8%	404%	137%	-59%	-2%	24%	19%	127%	230%	-19%	-9%	-28%	31%	110%	36%
23	23	All-in-One Lasers	-9%	-37%	-7%	-31%	-21%	24%	-48%	16%	26%	-23%	-39%	-3%	-74%	8%	-35%	17%	-14%	3%	-60%	-17%	-29%	-21%
24	24	Wireless Access Points	19%	-40%	27%	-20%	-36%	-11%	-22%	13%	47%	-12%	-24%	-26%	-4%	54%	2%	14%	2%	38%	-11%	-7%	6%	-6%
26	25	Large Format Displays	9%	-44%	-1%	-24%	-22%	-18%	29%	-6%	19%	49%	-2%	2%	-35%	-22%	75%	-52%	-31%	-20%	-25%	-23%	4%	-20%
25	26	Network Routers	7%	-32%	58%	-14%	83%	31%	21%	-51%	11%	60%	41%	-34%	31%	0%	1%	12%	44%	17%	-72%	11%	2%	9%
27	27	Network Management Software	-3%	-6%	99%	29%	-37%	-27%	8%	125%	-19%	202%	-64%	-18%	69%	41%	29%	-67%	-2%	-52%	-65%	10%	-17%	8%
29	28	Network Management and Security Appliances	-16%	-31%	-4%	-13%	13%	-7%	13%	-38%	76%	-8%	47%	-15%	13%	-32%	25%	-52%	-63%	443%	-63%	-17%	-11%	-16%
28	29	Televisions	-30%	-56%	12%	11%	225%	4%	-61%	-38%	-38%	91%	-19%	29%	-58%	10%	349%	27%	42%	-20%	-16%	-9%	47%	4%
30	30	Graphics Cards	26%	7%	65%	-12%	62%	1%	32%	-1%	13%	20%	62%	69%	-79%	22%	-31%	61%	33%	17%	33%	25%	21%	24%
31	31	All-In-One Inkjets	-21%	-8%	18%	-29%	28%	22%	-39%	84%	26%	13%	102%	12%	-32%	-24%	-1%	124%	-7%	42%	14%	-2%	39%	1%
32	32	Database Management Software	-56%	92%	-33%	-7%	-34%	10%	40%	-12%	29%	-38%	-12%	75%	-6%	-11%	-72%	-43%	-60%	25%	-23%	-12%	-56%	-16%
34	33	Smart Watches	32%	12%	19%	-33%	81%	57%	-37%	-33%	263%	-31%	85%	2%	-62%	-2%	32%	78%	34%	-31%	-67%	23%	32%	24%
33	34	Docking Stations	45%	8%	101%	87%	136%	1%	25%	58%	46%	20%	17%	-19%	-4%	44%	12%	31%	-4%	9%	-42%	40%	11%	38%
35	35	Desktop Workstations (PC/Mac)	-24%	-57%	-18%	-36%	-34%	-32%	-39%	5%	-10%	-31%	-61%	-36%	-72%	-7%	95%	96%	18%	-6%	-58%	-33%	75%	-22%
36	36	Uninterruptable Power Supplies (UPS)	-16%	-23%	-20%	-22%	-12%	-6%	-28%	-9%	-16%	-13%	-47%	-17%	41%	14%	-22%	-19%	-3%	-32%	4%	-16%	-21%	-18%
38	37	Transceivers	-10%	-17%	-17%	-34%	-33%	-21%	50%	-32%	-30%	-58%	-28%	-3%	-42%	8%	33%	-36%	213%	-38%	-74%	-19%	29%	-12%
37	38	Cables and Connectivity Adapters	1%	-25%	-8%	-25%	27%	5%	-1%	25%	-15%	25%	0%	9%	-14%	-7%	-16%	17%	-6%	1%	-4%	-10%	-4%	-9%
39	39	Notebook Workstations	4%	39%	48%	22%	22%	31%	-18%	48%	40%	-7%	12%	-7%	-9%	30%	55%	46%	-9%	-4%	4%	19%	29%	20%
40	40	Laser Printers	-33%	-10%	15%	-20%	-26%	-15%	-1%	-16%	-3%	1%	4%	76%	-36%	-1%	-10%	20%	-9%	9%	-31%	-16%	-6%	-14%
41	41	Keyboards and Keypads	18%	-14%	27%	31%	98%	77%	63%	17%	68%	57%	69%	22%	97%	98%	19%	37%	-17%	-8%	2%	29%	16%	27%
42	42	Developer Tools Software	-38%	18%	254%	7%	39%	29%	44%	-6%	-46%	9%	-54%	15%	86%	63%	469%	-33%	11%	-1%	-87%	22%	12%	21%
43	43	Long Life Consumables	-18%	-41%	-14%	-13%	-21%	20%	-19%	-14%	13%	-28%	-30%	-6%	12%	-2%	-30%	-5%	2%	-35%	7%	-19%	-24%	-20%
44	44	Projectors	-10%	-65%	-29%	-10%	-49%	-21%	-42%	2%	-42%	-49%	-31%	-23%	-3%	1%	-42%	-26%	-9%	16%	29%	-33%	-17%	-31%
46	45	Mobile Computing Cases	80%	-2%	66%	37%	15%	56%	-13%	65%	99%	63%	76%	90%	-16%	36%	70%	21%	63%	10%	50%	35%	45%	36%
45	46	Project Management Software	-80%	-10%	713%	-31%	133%	138%	63%	-31%	-12%	46%	10%	-8%	21%	-59%	76%	112%	98%	11%	-73%	-38%	68%	-34%
47	47	Mice	6%	-21%	66%	-17%	88%	16%	9%	31%	21%	32%	56%	-1%	-22%	32%	17%	61%	6%	1%	15%	10%	26%	13%
NA	48	Network Expansion Modules	-21%	64%	-8%	10%	20%	131%	34%	-53%	69%	-3%	-56%	65%	-1%	48%	16%	-19%	17%	2%	-92%	13%	11%	12%
49	49	Mobile Computing Accessories and Parts	79%	-18%	74%	24%	65%	-2%	-3%	3%	-9%	2%	31%	95%	33%	58%	12%	2%	38%	60%	14%	33%	16%	32%
NA	50	Integrated Systems	-75%	-21%	132%	-39%	-33%	304%	-68%	75%	-21%	712%	15%	108%	-94%	134%	853%	-73%	-4%	1504%		-25%	608%	1%

CONTEXT Covid-19 Weekly Report

Channel

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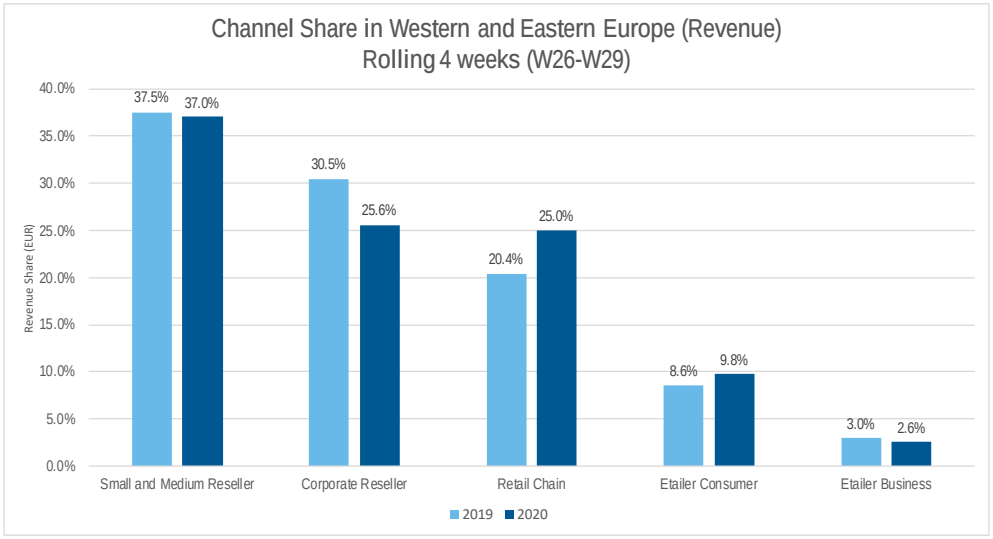
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 29 (to July 19 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	-22%	-9%	16%	-17%	-11%	2%	-34%	-16%	-28%	-22%	-45%	-15%	-23%	-7%	-12%	-37%	-18%	-46%	-64%	-13%	-19%	-14%
	Small and Medium Reseller	2%	-18%	22%	0%	19%	13%	7%	2%	-6%	-3%	-10%	9%	-19%	10%	-7%	16%	-3%	5%	-33%	2%	0%	1%
	Etailer Business	-10%	6%	2%	-22%	-25%	-25%	-11%	9%	-18%	19%	-34%	16%	1%	-24%	-47%	-5%	-19%	-38%	-12%	-9%	-28%	-10%
Retail Channels	Etailer Consumer	44%	6%	12%	-24%	24%	25%	-64%	59%	1%	79%	4%	-6%	20%	19%	-11%	84%	4%	27%	41%	18%	14%	17%
	Retail Chain	28%	-23%	24%	8%	35%	35%	27%	44%	24%	77%	12%	16%	62%	32%	30%	61%	34%	252%	-15%	21%	46%	26%



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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 29 (to July 19 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W28	Rank-W29	Industry Sector	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	26%	12%	66%	24%	41%	3%	-18%	18%	-25%	-20%	34%	-18%	-39%	12%	-9%	30%	-25%	0%	-22%	18%	-1%	15%
2	2	Software and Licences	-16%	-5%	39%	-4%	-2%	11%	-19%	-3%	11%	7%	-27%	8%	-7%	2%	26%	-7%	-18%	-28%	-50%	-4%	1%	-3%
3	3	Telecommunications	41%	-7%	52%	-5%	21%	89%	5%	24%	1%	8%	28%	79%	-42%	104%	-57%	38%	7%	-22%	43%	27%	4%	23%
4	4	Printing Consumables	-19%	-32%	-9%	-16%	-2%	16%	-17%	-9%	-4%	-15%	-15%	18%	-10%	1%	-35%	9%	19%	-46%	-24%	-15%	-22%	-16%
6	5	Warranties and Services	-16%	-5%	11%	-22%	15%	-20%	-11%	-22%	-45%	-41%	-55%	-12%	15%	-18%	-29%	18%	-38%	36%	-68%	-12%	-18%	-12%
5	6	Displays	-7%	-42%	0%	-20%	-3%	-5%	-15%	-8%	-20%	-8%	-24%	-24%	-33%	-5%	-31%	-28%	1%	-31%	-23%	-20%	-27%	-21%
7	7	Computing Components	-21%	-18%	-14%	22%	-7%	22%	-33%	-33%	-24%	30%	-40%	32%	-27%	41%	47%	-15%	-43%	45%	-42%	-11%	19%	-6%
8	8	Disk Storage	-20%	-13%	24%	5%	-4%	20%	-40%	-33%	-35%	9%	-36%	30%	9%	-4%	-15%	6%	18%	-47%	-69%	-9%	-13%	-10%
9	9	Desktop Computing	-31%	-50%	-27%	-28%	-30%	-33%	13%	-27%	-41%	-48%	-54%	-36%	-52%	-26%	34%	-20%	-3%	-54%	-66%	-35%	8%	-28%
12	10	Networking Systems	-15%	-33%	-9%	-40%	-6%	-13%	-7%	-15%	-11%	-23%	-21%	-39%	-26%	-27%	-3%	-26%	21%	-10%	-39%	-23%	-7%	-20%
10	11	Computing Accessories	38%	-1%	55%	38%	85%	15%	34%	24%	26%	33%	42%	-1%	-3%	25%	-16%	23%	8%	9%	-11%	27%	0%	24%
11	12	Printing	-30%	-42%	-40%	-38%	-26%	-3%	-36%	-24%	-13%	-45%	-25%	-28%	-37%	-28%	-37%	-12%	-25%	-41%	-50%	-34%	-33%	-34%
13	13	Audio-Video Systems	7%	-30%	9%	16%	91%	190%	-54%	7%	-7%	20%	30%	36%	-36%	56%	-37%	-2%	9%	23%	-56%	9%	-20%	7%
14	14	Server Computing	-22%	-28%	12%	-40%	-36%	49%	-55%	16%	-30%	-74%	-52%	6%	-78%	-68%	-15%	-23%	0%	-62%	-80%	-30%	-22%	-28%
15	15	Data Center Networking and Security	-34%	-20%	-10%	-44%	-14%	17%	7%	-46%	-32%	7%	-6%	-14%	5%	-16%	-65%	-48%	-78%	-36%	-65%	-24%	-64%	-32%
16	16	Wireless Networking	2%	-32%	11%	-20%	-59%	-28%	-10%	2%	25%	-30%	-52%	-47%	-11%	38%	0%	-35%	-6%	6%	-31%	-17%	-10%	-16%
18	17	Wearable Devices	88%	-62%	41%	114%	-42%	-21%	-9%	-32%	229%	94%	41%	12%	-83%	1%	-36%	23%	-12%	-24%	-76%	-7%	-9%	-7%
19	18	Other Networking Equipment	-13%	-17%	4%	-33%	-22%	4%	30%	-21%	-27%	-53%	-29%	-7%	-33%	-5%	17%	-17%	139%	-15%	-57%	-16%	17%	-11%
17	19	Power Equipment	-16%	-20%	-13%	-26%	-14%	-11%	-13%	-3%	-29%	-3%	-48%	-33%	21%	-23%	-38%	-26%	-22%	-42%	-8%	-18%	-35%	-23%
20	20	Connectivity	-4%	-18%	6%	-30%	17%	1%	-6%	23%	-26%	26%	-18%	-1%	-16%	-18%	-16%	32%	-16%	-15%	-8%	-12%	-5%	-11%
21	21	Removable Storage	-30%	-83%	18%	0%	-36%	9%	10%	-4%	-19%	367%	-49%	-39%	-33%	7%	-54%	-13%	-19%	-2%	-28%	-38%	-25%	-36%
22	22	Electronics	-22%	-43%	5%	-48%	-85%	120%	-40%	-31%	-53%	53%	-34%	193%	-50%	-55%	52%	15%	-33%	288%	-34%	-38%	23%	-26%
23	23	Smart Home and Office	-53%	-42%	11%	15%	-2%	185%	3%	-99%	309%	113%	591%	-100%	17%	-83%	133%	140%	71%	2650%	16%	-37%	203%	-30%
25	24	Unified Communications	-34%	-63%	-23%	-73%	-59%	10%	-17%	-43%	-45%	-27%	-69%	-16%	-30%	-58%	-3%	-19%	-64%	117%	-15%	-49%	-11%	-43%
24	25	Games Consoles	259%		-40%	-36%	25%	140%	280%	-83%	20%	493%	17%	-11%	26%	243%	-86%	33%	-71%	180%	85%	44%	-21%	16%
28	26	Terminals, Thin Clients and Points of Sales	-12%	-65%	-76%	-41%	125%	11%	-83%	-36%	-32%	-88%	-21%	81%	-71%	-13%	-22%	-54%	-80%	-93%	-93%	-28%	-43%	-30%
26	27	Scanner Imaging	-39%	-18%	32%	-18%	-49%	-15%	-76%	-26%	-44%	18%	-22%	16%	-17%	-25%	-34%	-53%	-63%	-23%	-51%	-28%	-42%	-30%
27	28	Security	3%	-48%	-31%	-20%	-22%	-3%	-26%	2%	-19%	-41%	123%	5%	-55%	-50%	-51%	-40%	-9%	41%	-63%	-24%	-43%	-28%
29	29	Tape Storage	-39%	-52%	-6%	-16%	3%	66%	56%	-66%	-33%	-6%	-31%	57%	-78%	-48%	-44%	-21%	83%	-58%	-3%	-32%	-33%	-32%
30	30	Photo and Video Cameras	-60%	13%	-24%	-79%	1267%	-18%	-5%	-89%	-62%	-89%	-78%	-61%	-58%	-40%	-90%	-75%	-40%	-16%	-56%	-20%	-62%	-46%

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 29 (to July 19 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W28	Rank-W29	Industry Sector	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	41%	15%	55%	8%	24%	24%	-11%	32%	22%	42%	35%	11%	22%	27%	7%	67%	-6%	23%	30%	30%	21%	28%
2	2	Software and Licences	25%	35%	-59%	219%	212%	37%	231%	91%	187%	868%	216%	-119%	633%	151%	51%	54%	38%		39%	78%	268%	117%
3	3	Telecommunications	17%	-19%	14%	-28%	37%	160%	9%	113%	-1%	28%	-20%	10%	69%	9%	-34%	61%	59%	87%	135%	11%	43%	15%
4	4	Printing Consumables	-16%	-19%	2%	20%	1%	47%	44%	0%	4%	-18%	-11%	14%	7%	19%	-23%	28%	7%	-39%	-48%	0%	-17%	-3%
6	5	Warranties and Services	43%	145%	29%	274%	314%	4%	693%	-25%	-1%	753%	41%	-17%	31%	574%	-9%	155%	140%	624%	219%	97%	53%	92%
5	6	Displays	87%	-2%	19%	54%	93%	50%	34%	-4%	160%	178%	96%	45%	46%	108%	77%	62%	59%	36%	-11%	42%	63%	47%
7	7	Computing Components	90%	16%	158%	0%	71%	72%	30%	73%	101%	77%	80%	12%	-39%	88%	70%	104%	35%	35%	-19%	56%	73%	62%
8	8	Disk Storage	31%	16%	-4%	-35%	9%	9%	-4%	50%	50%	271%	148%	-1%	1%	17%	26%	34%	-9%	30%	-16%	18%	24%	20%
9	9	Desktop Computing	81%	-26%	3%	15%	36%	-5%	17%	-2%	23%	35%	51%	17%	-8%	148%	7%	11%	37%	407%	-13%	30%	17%	27%
12	10	Networking Systems	27%	-39%	96%	12%	106%	98%	134%	0%	75%	140%	232%	-18%	81%	27%	72%	36%	72%	51%	-74%	29%	56%	35%
10	11	Computing Accessories	56%	-6%	54%	22%	54%	47%	29%	47%	104%	90%	53%	34%	33%	81%	22%	68%	15%	20%	25%	43%	34%	42%
11	12	Printing	8%	19%	42%	2%	46%	43%	-20%	106%	70%	77%	85%	62%	8%	4%	-6%	132%	-15%	112%	22%	25%	12%	21%
13	13	Audio-Video Systems	-8%	-28%	31%	-5%	-7%	-13%	-9%	50%	-41%	65%	10%	9%	-20%	13%	42%	116%	27%	49%	-9%	-2%	60%	3%
14	14	Server Computing	247%	-91%		474%	172%	84%	-23%	318%	71%	100%	98%	87%	-56%	486%	1227%	306%	72%	126%	-63%	-20%	550%	24%
15	15	Data Center Networking and Security	226%	42%	189%	570%	172%	86%	210%	16%	612%	158%	176%	5442%	423%	-14%	78%	6%	389%		178%	130%	92%	122%
16	16	Wireless Networking	42%	-48%	83%	-15%	68%	85%	-36%	119%	109%	114%	154%	108%	89%	80%	21%	136%	33%	127%	6%	20%	56%	24%
18	17	Wearable Devices	31%	7%	17%	-90%	87%	-2%	-17%	-37%	188%	-21%	74%	-2%	78%	-26%	-8%	123%	55%	-51%	-54%	11%	50%	15%
19	18	Other Networking Equipment	48%	-34%	103%	-20%	63%	45%	-33%	134%	689%	135%	121%	172%	264%	59%	82%	11%	99%	93%	9%	34%	66%	36%
17	19	Power Equipment	31%	-33%	-17%	-34%	-10%	27%	54%	17%	77%	52%	-69%	115%	136%	6%	26%	-11%	-17%	27%	-19%	-2%	14%	4%
20	20	Connectivity	16%	-35%	-39%	-2%	33%	10%	9%	1%	17%	87%	44%	30%	40%	5%	-26%	-1%	-1%	68%	4%	-4%	-9%	-5%
21	21	Removable Storage	15%	-45%	-60%	-13%	-53%	-2%	9%	51%	-35%	-16%	-71%	-29%	-7%	14%	-54%	-1%	-45%	-42%	0%	-27%	-30%	-27%
22	22	Electronics	-32%	-73%	-56%	39%	-72%	1%	-32%	-84%	4%	174%	-78%	-4%	33%	-58%	234%	-49%	81%	-83%	111%	-30%	24%	-26%
23	23	Smart Home and Office	14%	-59%	4%	-44%	86%	-88%	-46%	270%	-43%	6%	252%	68%	81%	-54%	-51%	534%	312%		-19%	-24%	657%	-21%
25	24	Unified Communications	-10%	-75%	121%	104%	6%	42%	-82%	246%	36%			-95%	-100%	14%	42%	599%	-22%	-58%	19%	-8%	77%	-2%
24	25	Games Consoles	45%		-40%	42%	-9%	165%	310%	70%	124%	143%	-67%	3%	181%	28%	51%	140%	-20%	127%	10%	32%	77%	44%
28	26	Terminals, Thin Clients and Points of Sales	194%	-42%	-52%	890%	-8%	207%	497%	18%	1%	598%	51%	119%	99%	119%	358%	71%	124%	2802%		70%	374%	169%
26	27	Scanner Imaging	78%	-38%	-24%	35%	3%	-5%	264%	-42%	162%	234%	-52%	76%	450%	51%	126%	195%	20%	121%	247%	24%	117%	34%
27	28	Security	165%	-67%	-76%	-41%	125%	10%	-6%	-8%	-80%	133%	77%	18%	23%	-22%	36%	19%	78%	189%	91%	-37%	52%	-33%
29	29	Tape Storage	173%	-9%	-50%	1096%	183%	91%	-74%	-55%	226%	226%	971%	319%	591%	516%	359%	344%	362%	-100%	167%	146%	199%	155%
30	30	Photo and Video Cameras	93%	11%	-64%	-172%	-34%	-27%	-84%	-21%	-100%	-7%	-57%	-13%	-100%	-14%	-47%	-37%	-9%	11%	-61%	-30%	-29%	-29%

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 29 (to July 19 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W28	Rank-W29	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	Notebooks	29%	14%	71%	32%	57%	3%	-18%	27%	-27%	-25%	44%	-21%	-42%	26%	-11%	28%	-25%	3%	-24%	22%	-2%	19%
2	2	Warranties and Services	-16%	-5%	11%	-22%	15%	-20%	-11%	-22%	-45%	-41%	-55%	-12%	15%	-18%	-29%	18%	-38%	36%	-68%	-12%	-18%	-12%
3	3	Smartphones	56%	-2%	57%	10%	22%	104%	3%	21%	-6%	4%	27%	95%	-49%	112%	-68%	38%	9%	-23%	57%	32%	6%	27%
4	4	Toner	-13%	-34%	-11%	-18%	-22%	10%	-18%	-7%	-23%	-37%	-27%	8%	-15%	14%	-36%	-8%	21%	-48%	-15%	-17%	-26%	-19%
6	5	Security Software	9%	-12%	23%	35%	-3%	-3%	-48%	-8%	-31%	51%	-29%	-18%	13%	6%	50%	33%	1%	-35%	-50%	3%	22%	3%
5	6	Desktops	-30%	-48%	-29%	-26%	-30%	-30%	31%	-32%	-44%	-50%	-53%	-36%	-45%	-26%	30%	-26%	-2%	-56%	-66%	-34%	4%	-27%
8	7	Office Applications Software	-29%	26%	33%	-4%	25%	4%	-3%	17%	-15%	9%	10%	23%	3%	47%	30%	-8%	-30%	11%	-4%	4%	11%	5%
7	8	Tablet PCs	20%	7%	49%	6%	-10%	2%	-18%	-18%	-30%	-6%	-18%	5%	-28%	-17%	7%	41%	-36%	-31%	-1%	5%	4%	5%
9	9	Data Management Software	21%	-13%	134%	-3%	-13%	16%	-6%	-23%	12%	-26%	-42%	26%	37%	-1%	-62%	-8%	-4%	-69%	-75%	7%	-36%	4%
10	10	Ink Cartridges and Tanks	-28%	-25%	-3%	-14%	26%	37%	-18%	-8%	43%	95%	25%	6%	-6%	-4%	-32%	44%	21%	-49%	-32%	-11%	-5%	-11%
12	11	Operating Systems Software	-21%	-3%	46%	-9%	-3%	-2%	1%	-9%	-42%	-18%	-39%	27%	-10%	-1%	10%	-31%	-43%	-16%	-54%	-6%	-12%	-7%
13	12	Network Switches	-14%	-33%	-12%	-41%	-48%	-15%	-3%	-9%	-1%	-29%	-26%	-39%	-29%	-31%	8%	-34%	19%	-21%	-47%	-26%	-2%	-23%
11	13	Monitors	-3%	-25%	-13%	-18%	11%	3%	-23%	-3%	-8%	-4%	-29%	-33%	-20%	7%	-45%	-19%	9%	-35%	-41%	-11%	-34%	-16%
14	14	Solid State Drives (SSDs)	-21%	13%	34%	-15%	-25%	23%	-49%	-39%	-41%	51%	-50%	58%	-70%	-5%	16%	23%	25%	-66%	-52%	-8%	7%	-5%
15	15	Processors	-23%	-1%	-34%	51%	-2%	25%	-55%	-30%	-30%	91%	-56%	34%	-13%	77%	92%	-17%	-61%	176%	-55%	-7%	35%	0%
16	16	Servers (PC/Mac)	-31%	-16%	2%	-46%	-33%	27%	-41%	16%	-37%	-76%	-50%	-4%	-74%	-78%	-37%	-12%	-1%	-67%	-80%	-34%	-37%	-35%
19	17	Virtualisation Software	122%	-44%	-46%	-13%	28%	20%	-9%	0%	402%	104%	-66%	-15%	-25%	16%	97%	226%	-16%	-21%	-28%	28%	95%	32%
18	18	Hard Disk Drives (HDDs)	-26%	-27%	-2%	-2%	-23%	-8%	-31%	-26%	-46%	-2%	10%	-22%	-54%	0%	-30%	-1%	8%	-15%	-73%	-19%	-24%	-20%
20	19	Graphics and Design Software	-24%	-45%	21%	-13%	25%	-6%	-27%	-48%	-4%	-48%	-15%	116%	30%	-27%	-23%	16%	60%	9%	6%	-22%	18%	-20%
17	20	RAM Memory	-27%	-32%	-16%	10%	-27%	-19%	-40%	-35%	-16%	-2%	-2%	19%	-35%	11%	8%	-34%	-24%	-7%	-28%	-22%	-4%	-19%
22	21	Disk Arrays	-10%	-26%	54%	35%	34%	112%	-30%	-35%	-14%	-19%	-33%	36%	314%	-16%	-28%	-21%	38%	-11%	-91%	2%	-28%	-3%
21	22	Headsets/Headphones and Microphones	18%	-11%	11%	34%	95%	269%	-64%	-3%	-2%	87%	30%	64%	-34%	76%	-15%	15%	26%	39%	-51%	24%	-1%	22%
23	23	Network Management Software	-4%	-4%	99%	31%	-38%	-35%	-27%	123%	-23%	211%	-73%	-22%	67%	38%	22%	-69%	-18%	-60%	-68%	8%	-21%	5%
24	24	Large Format Displays	1%	-46%	5%	-25%	-20%	-23%	17%	-25%	0%	11%	3%	8%	-40%	-25%	32%	-53%	-38%	-38%	-30%	-26%	-16%	-25%
25	25	Network Management and Security Appliances	-25%	-36%	-7%	-20%	10%	-20%	13%	-40%	47%	-6%	46%	-70%	13%	-32%	9%	-54%	-83%	325%	-66%	-22%	-22%	-22%
27	26	Wireless Access Points	4%	-35%	13%	-20%	-56%	-28%	-12%	-2%	30%	-28%	-55%	-47%	-10%	45%	-2%	-42%	-8%	8%	-20%	-16%	-12%	-16%
26	27	Docking Stations	52%	15%	101%	87%	151%	6%	24%	68%	38%	16%	10%	-17%	-5%	36%	16%	15%	-3%	9%	-45%	45%	6%	43%
29	28	Database Management Software	-56%	93%	-33%	-10%	-36%	11%	39%	-11%	21%	-39%	-14%	65%	-6%	-11%	-74%	-42%	-56%	24%	-27%	-13%	-57%	-17%
28	29	All-in-One Lasers	-30%	-55%	-34%	-42%	-35%	-12%	-48%	11%	-1%	-45%	-41%	-25%	-78%	-7%	-50%	-10%	7%	-49%	-68%	-36%	-44%	-38%
30	30	Network Routers	-26%	-32%	5%	-20%	79%	4%	-21%	-57%	-71%	48%	30%	-47%	30%	-3%	-24%	4%	28%	25%	-11%	-2%	-18%	-6%
32	31	Transceivers	-13%	-16%	-18%	-36%	-35%	-22%	50%	-32%	-31%	-67%	-31%	-8%	-46%	4%	31%	-39%	222%	-38%	-77%	-20%	27%	-13%
31	32	Developer Tools Software	-39%	18%	255%	7%	39%	28%	42%	-6%	-46%	1%	-54%	10%	86%	58%	519%	-47%	7%	-3%	-86%	21%	5%	20%
33	33	Desktop Workstations (PC/Mac)	-39%	-63%	-18%	-39%	-42%	-47%	-40%	12%	-30%	-39%	-64%	-37%	-74%	-19%	71%	74%	8%	-8%	-66%	-41%	56%	-31%
34	34	Notebook Workstations	-10%	20%	46%	18%	18%	11%	-19%	42%	16%	-18%	15%	-26%	-27%	18%	70%	29%	-4%	-26%	-14%	7%	24%	8%
35	35	Cables and Connectivity Adapters	-3%	-22%	12%	-30%	20%	2%	-7%	29%	-20%	17%	-24%	-2%	-14%	-13%	-13%	29%	-8%	-14%	-5%	-11%	-2%	-10%
36	36	Uninterruptable Power Supplies (UPS)	-25%	-23%	-20%	-25%	-22%	-22%	-28%	-12%	-36%	-49%	-47%	-49%	15%	8%	-38%	-38%	-8%	-39%	1%	-22%	-36%	-27%
38	37	Long Life Consumables	-18%	-42%	-13%	-13%	-28%	24%	-22%	-18%	13%	-32%	-30%	-10%	14%	-16%	-30%	-10%	2%	-27%	0%	-20%	-25%	-21%
39	38	Network Expansion Modules	-23%	72%	-7%	3%	20%	163%	22%	-52%	18%	-15%	-56%	62%	-3%	52%	23%	-48%	-37%	-60%	-92%	12%	6%	11%
37	39	Graphics Cards	-6%	-13%	24%	-4%	33%	-44%	-9%	-21%	-27%	-2%	28%	4%	-45%	-22%	-54%	2%	-7%	-18%	20%	-4%	-24%	-8%
44	40	Integrated Systems	-75%	-21%	104%	-39%	-34%	303%	-75%	75%	-21%	531%	15%	108%	-100%	134%	769%	-73%	-4%	1489%		-26%	549%	-2%
41	41	All-in-One Inkjets	-27%	9%	-3%	-37%	-9%	49%	-52%	-27%	-22%	-24%	49%	13%	-37%	-40%	26%	8%	5%	-1%	29%	-16%	11%	-15%
40	42	Televisions	-74%	-59%	54%	-17%	25%	10%	130%	6%	-51%	-45%	-2%	18%	-72%	-2%	117%	-21%	57%	-26%	120%	-14%	4%	-9%
42	43	Laser Printers	-42%	-41%	14%	-31%	-32%	-21%	-20%	-22%	-12%	-11%	-7%	11%	-43%	-21%	-16%	-9%	-1%	-64%	-45%	-30%	-15%	-27%
43	44	Keyboards and Keypads	5%	-13%	11%	6%	74%	31%	68%	10%	50%	57%	46%	-1%	48%	88%	-23%	-1%	-27%	-20%	-2%	13%	-17%	9%
45	45	Servers (Unix)	83%	-80%	292%	-28%	-39%	-48%	-100%	-11%	43%	-87%	-89%			-76%	-106%	-99%	-58%			-6%	-108%	4%
NA	45	Projectors	-25%	-69%	-33%	-7%	-42%	-36%	-44%	-14%	-66%	-70%	-39%	-68%	-73%	-20%	-63%	-36%	-23%	-9%	15%	-39%	-30%	-38%
NA	45	VOIP Systems	-34%	-64%	-27%	-75%	-58%	9%	-19%	-41%	-43%	-22%	-70%	-19%	-31%	-58%	-3%	-13%	-62%	124%	-11%	-50%	-10%	-44%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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Largest Categories in Consumer Channel

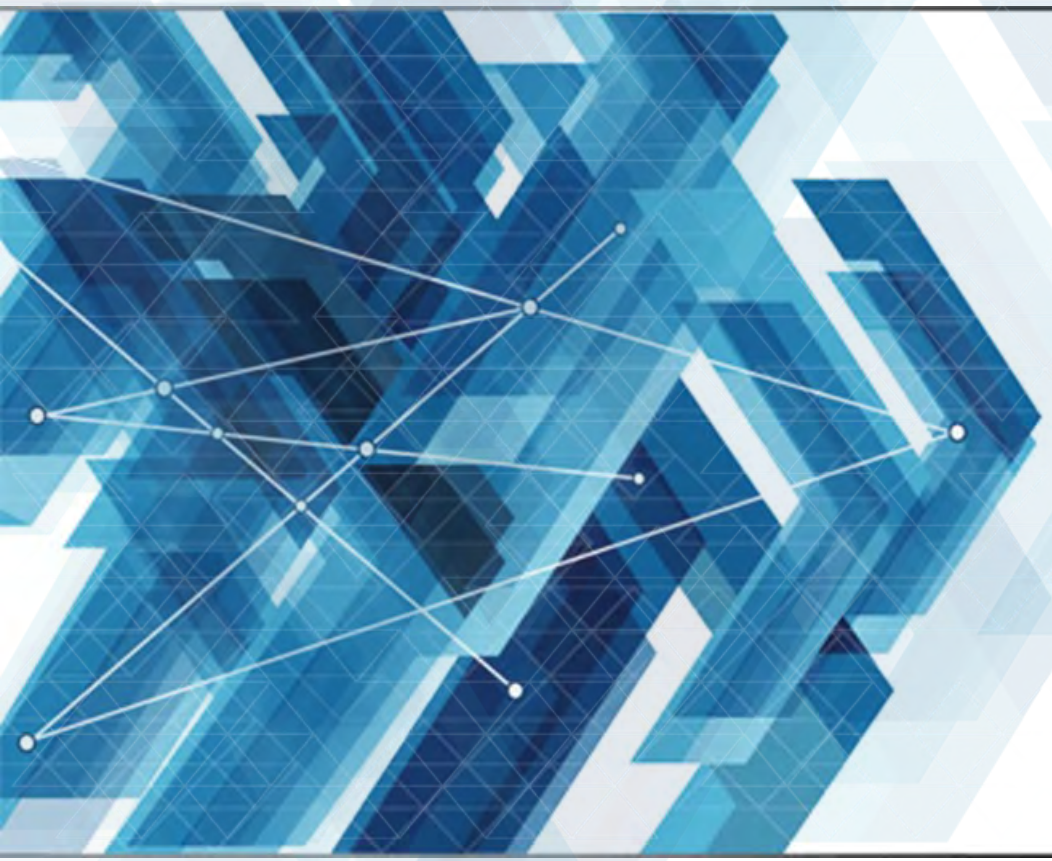
% Change in sales through IT Distribution in Euros

4 Weeks to Week 29 (to July 19 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W28	Rank-W29	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	Smartphones	16%	-13%	13%	-28%	39%	157%	9%	115%	-1%	30%	-19%	8%	69%	9%	-35%	63%	60%	89%	142%	12%	46%	16%
2	2	Notebooks	35%	16%	45%	30%	20%	31%	-9%	38%	28%	18%	37%	10%	18%	37%	9%	72%	-8%	18%	19%	29%	23%	28%
3	3	Tablet PCs	61%	2%	95%	-30%	37%	-7%	-15%	11%	2%	124%	23%	4%	33%	5%	-26%	23%	14%	91%	162%	29%	-1%	26%
4	4	Monitors	96%	47%	80%	58%	85%	83%	164%	43%	236%	99%	171%	48%	38%	118%	37%	69%	72%	115%	26%	79%	54%	72%
5	5	Ink Cartridges and Tanks	-19%	-17%	15%	23%	6%	44%	43%	6%	7%	-20%	-14%	19%	7%	11%	-20%	29%	10%	-52%	-50%	2%	-19%	0%
6	6	Desktops	78%	-31%	3%	12%	35%	-6%	17%	1%	11%	32%	51%	22%	-6%	147%	0%	5%	36%	425%	-8%	28%	11%	24%
8	7	Processors	135%	25%	177%	2%	40%	130%	34%	72%	165%	70%	68%	-25%	-11%	74%	136%	145%	29%	25%	-41%	58%	118%	77%
7	8	Headsets/Headphones and Microphones	8%	-12%	56%	5%	-36%	28%	-17%	79%	-50%	118%	37%	17%	-17%	-1%	49%	148%	41%	68%	-16%	4%	74%	11%
9	9	Televisions	95%	-54%	3%	956%	405%	-5%	-90%	-62%	-6%	261%	-53%	34%	269%	28%	566%	60%	35%	-17%	-46%	-7%	75%	10%
10	10	Solid State Drives (SSDs)	7%	16%	-20%	2%	-22%	-3%	-6%	41%	20%	314%	152%	-7%	76%	48%	79%	37%	-17%	0%	-24%	10%	38%	17%
13	11	Hard Disk Drives (HDDs)	44%	2%	47%	-65%	35%	17%	-7%	49%	193%	63%	177%	-1%	-32%	7%	-9%	6%	2%	124%	0%	12%	-3%	8%
14	12	Smart Watches	32%	50%	18%	-62%	206%	63%	-42%	-33%	198%	-39%	110%	-5%	79%	-4%	20%	130%	62%	-31%	-58%	38%	56%	39%
12	13	Network Routers	18%	-30%	119%	-8%	127%	90%	67%	3%	120%	90%	66%	-25%	32%	7%	37%	18%	62%	6%	-86%	25%	24%	25%
11	14	Graphics Cards	55%	30%	224%	-46%	73%	76%	55%	214%	72%	84%	196%	96%	-90%	160%	-9%	94%	53%	54%	42%	58%	52%	56%
15	15	All-In-One Inkjets	-16%	-20%	37%	-16%	76%	13%	-24%	130%	49%	51%	133%	12%	-23%	-16%	-9%	191%	-12%	61%	1%	9%	51%	14%
16	16	All-in-One Lasers	44%	123%	64%	37%	38%	110%	-48%	61%	215%	66%	-20%	55%	-36%	37%	-13%	86%	-24%	78%	56%	53%	-6%	25%
17	17	Toner	-5%	-32%	-44%	-9%	-9%	58%	31%	-33%	-14%	-25%	22%	-4%	2%	26%	-21%	20%	3%	-11%	-8%	-13%	-11%	-13%
18	18	Wireless Access Points	43%	-51%	84%	-20%	63%	88%	-37%	135%	116%	114%	158%	96%	86%	87%	15%	149%	28%	150%	10%	18%	57%	21%
20	19	Warranties and Services	43%	145%	29%	274%	314%	4%	693%	-25%	-1%	753%	41%	-17%	31%	574%	-9%	155%	140%	624%	219%	97%	53%	92%
21	20	Network Switches	69%	-47%	-5%	39%	80%	106%	351%	-1%	24%	173%	574%	-11%	838%	75%	166%	76%	84%	201%	45%	39%	138%	61%
19	21	Digital Media Players	63%	-19%	99%	-4%	102%	37%	62%	13%	143%	-21%	-31%	-8%	-24%	148%	-7%	28%	412%	160%	648%	47%	76%	48%
22	22	RAM Memory	83%	-30%	26%	-4%	109%	1%	23%	9%	29%	158%	99%	-20%	-63%	90%	-13%	58%	14%	-5%	57%	52%	20%	42%
23	23	Keyboards and Keypads	45%	-18%	53%	68%	131%	136%	57%	44%	108%	56%	93%	55%	213%	107%	65%	70%	-3%	5%	9%	58%	52%	57%
29	24	Security Software	16%	134%	-78%	189%	50%	-11%	-77%	102%	829%	499%	184%	271%	157%	-3%	131%	180%	-2%		327%	33%	142%	39%
24	25	Mice	7%	-8%	90%	-15%	113%	22%	15%	59%	48%	101%	44%	12%	-6%	40%	30%	84%	-6%	10%	55%	21%	40%	25%
25	26	Portable Speakers	-85%	-67%	6%	-22%	3%	-72%	-96%	-32%	-37%	-8%	-85%	17%	-80%	-89%	-18%	-62%	-41%	-48%	-51%	-42%	-44%	-42%
32	27	NAS Devices	95%	45%	19%	12%	-5%	6%	14%	81%	13%	136%	-2%	212%	-80%	-12%	6%	72%	-10%	84%	-14%	52%	25%	48%
27	28	Games Accessories	118%		-39%	44%	23%	177%	273%	70%	117%	176%	-51%	0%	245%	22%	51%	162%	-5%	139%	96%	53%	94%	61%
26	29	Smart Bands and Activity Trackers	-85%	-24%	124%	-86%	2%	168%	397%	-100%	-76%	1008%	-14%	4939%	694%	-61%	-28%	107%	86%	-58%	2%	-20%	48%	-11%
28	30	Office Applications Software	30%	-27%	54%	148%	8%	-31%	39%	133%	-71%	373%	28%	-26%	325%	561%	-55%	67%	-55%	6%	43%	45%	25%	39%
31	31	Powerline Devices	47%	-2%	191%	-24%	51%	60%	3%	158%	230%	-1%	112%	-16%	243%	53%	-9%	28%	139%	48%	-4%	36%	27%	35%
30	32	Laser Printers	2%	162%	16%	125%	-7%	-2%	134%	25%	68%	67%	76%	371%	8%	70%	-1%	69%	-14%	178%	168%	44%	9%	29%
35	33	Operating Systems Software	32%	-8%	224%	141%	618%	74%	27%	-5%	87%	243%	309%	173%	494%	251%	-47%	12%	124%	202%	-65%	98%	-6%	55%
33	34	Mobile Computing Cases	114%	-35%	23%	4%	7%	56%	-30%	157%	180%	136%	58%	105%	151%	62%	63%	10%	66%	46%	55%	42%	42%	42%
36	35	Uninterruptable Power Supplies (UPS)	32%	-23%	-18%	-13%	18%	52%	-24%	12%	198%	184%	-65%	158%	876%	71%	29%	57%	14%	6%	15%	14%	30%	22%
34	36	Cables and Connectivity Adapters	19%	-36%	-45%	-6%	43%	9%	7%	0%	13%	73%	37%	28%	-10%	6%	-25%	1%	0%	111%	1%	-6%	-8%	-6%
37	37	Projectors	11%	-54%	-23%	-31%	-56%	5%	-34%	111%	123%	192%	4%	183%	516%	112%	-7%	2%	55%	81%	115%	-16%	22%	-12%
38	38	Smart Speakers	7%	-70%	-34%	-46%	41%	-35%	-59%	437%	-41%	388%	-84%					1544%		100%		-27%	1503%	-27%
40	39	IP Cameras	165%	-68%	-76%	-41%	125%	10%	-6%	-8%	-80%	133%	77%	18%	23%	-22%	40%	13%	77%	159%	83%	-37%	49%	-34%
41	40	Memory Cards	21%	-30%	-84%	20%	-52%	-14%	0%	-24%	-30%	-46%	-79%	-33%	-15%	43%	-71%	-19%	-53%	-50%	-32%	-32%	-46%	-36%
39	41	Smartphone Protective Cases	38%	-89%	23%	-52%	-15%	57%	-1%	24%	-40%	48%	-12%	205%	33%	-24%	232%	-59%	29%	75%		-45%	63%	-38%
42	42	USB Memory	6%	-57%	39%	-35%	-64%	-1%	24%	237%	-62%	9%	-68%	-37%	56%	-24%	-48%	1%	-35%	-28%	95%	-29%	-21%	-28%
44	43	Digital Cameras	271%	-29%	-63%	-119%	-33%	-32%	815%	-37%	-100%	108%	-62%	-10%	-100%	-65%	-84%	-40%	-12%	3%	-65%	-35%	-35%	-35%
43	44	Mobile Phones	-38%	-18%	-46%	-60%	-4%	475%	11%	81%	75%	11%	-92%	17%	10%	-29%	-69%	-63%	-1%	10%	14%	-19%	-65%	-34%
45	45	Consoles Fixed	-63%		-73%	-2%	-93%	-16%	1930%		646%	-100%	-94%	110%	-100%	44644%	894%	116%	-36%	-26%	54%	-59%	59%	-5%



Optimise today
Accelerate tomorrow

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Medium Category
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