CONTEXT

IT Industry Update

5th August 2020

CONTEXT Weekly IT Industry Forum

01 TOP TREND REPORTS TO WEEK 30

02 GERMANY INSIGHT – AMANUEL DAG, COUNTRY DIRECTOR-DACH

03 3D PRINTING TRENDS – DANIELLE COHEN, ACCOUNT DIRECTOR

04 PRINTER MARKET UPDATE – ANTONIO TALIA, BUSINESS UNIT MANAGER – IMAGING / HEAD OF BUSINESS ANALYSTS

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

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 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)

03 CHANNEL HEALTH

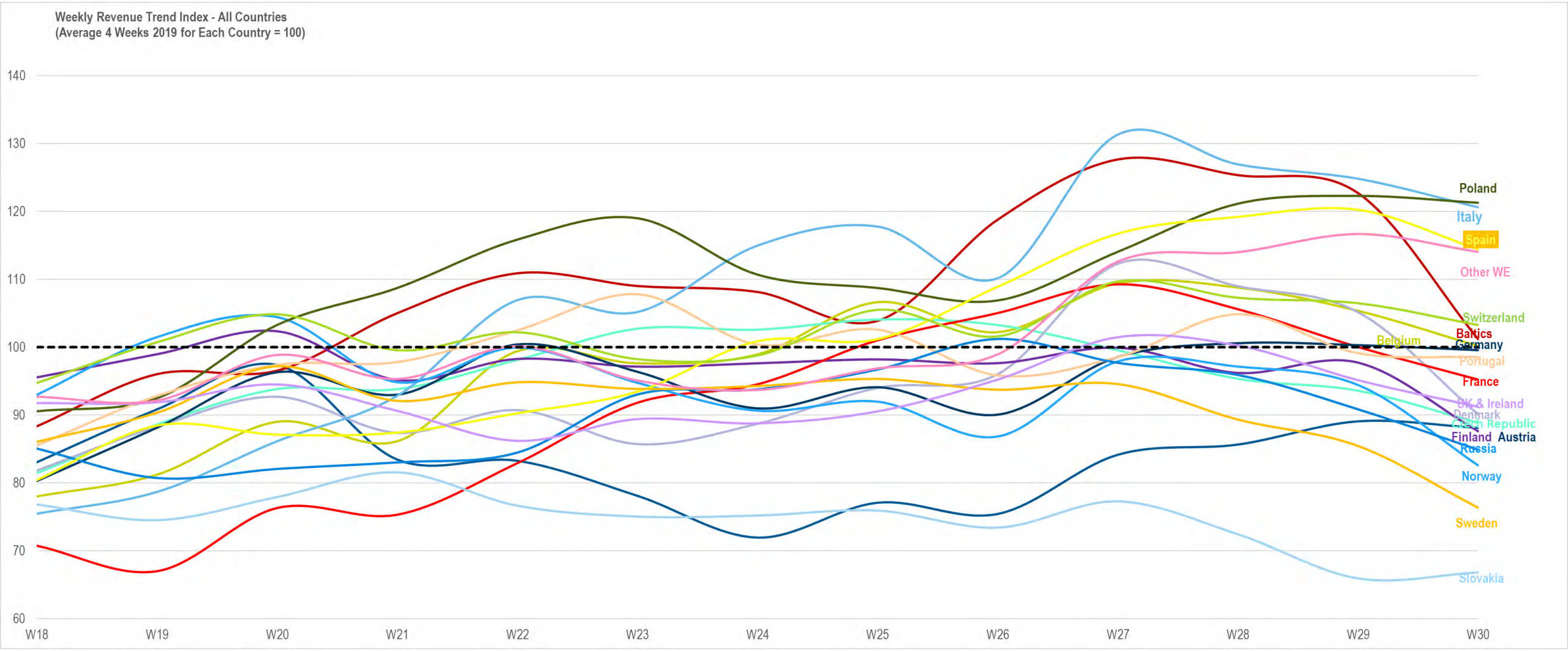
4 week rolling revenue % growth/decline trends compared to prior year, in 3 business & 2 consumer channels, Europe only (detailed report has country data)

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

01 REVENUE INDEX

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

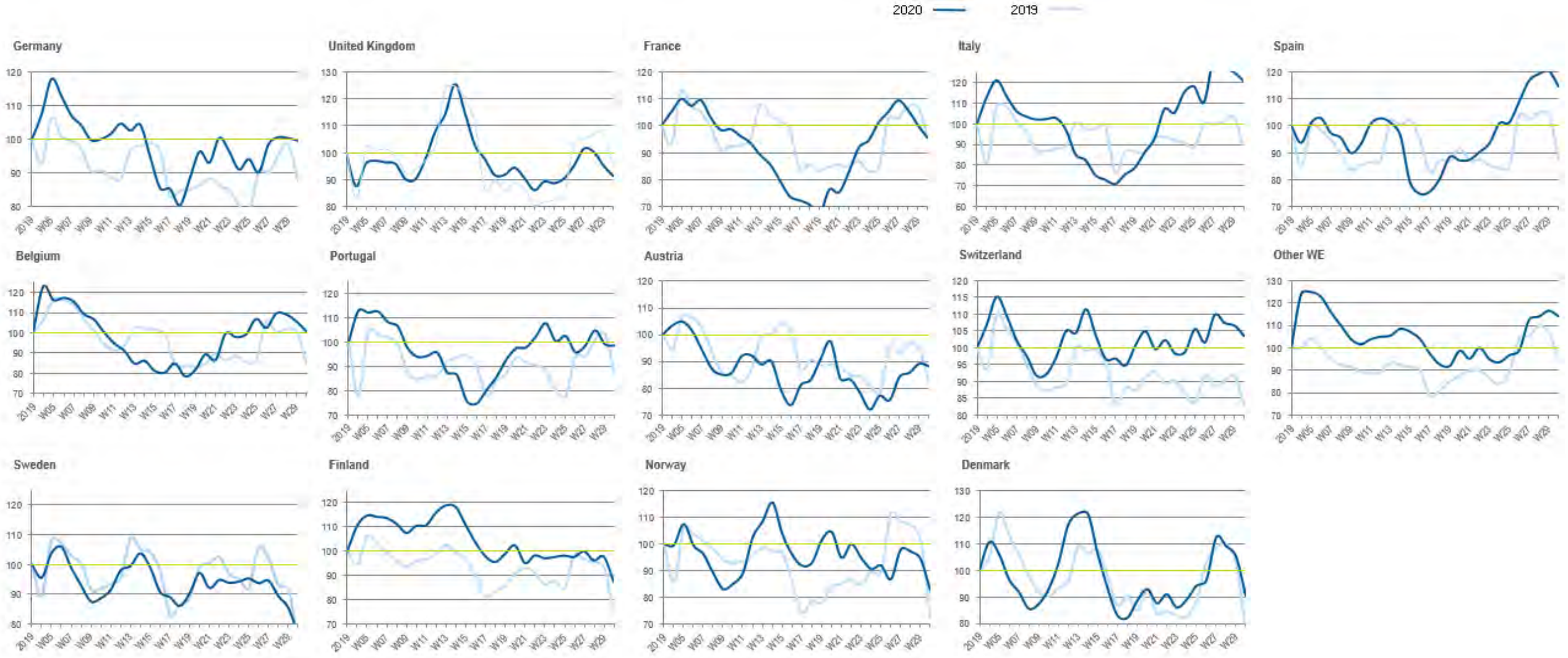
THE WEEKLY INDEX – STAYING STABLE…



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

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

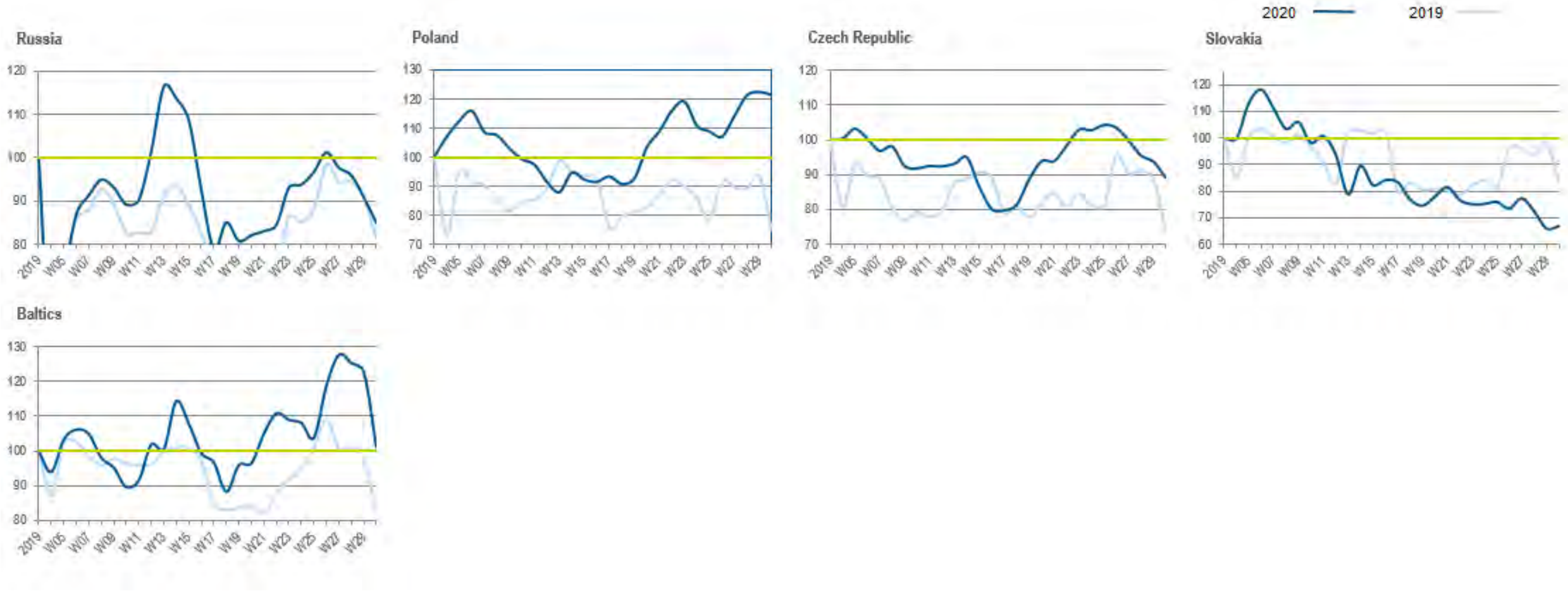
WESTERN EUROPE: PERFORMING WELL AS HOLIDAYS START



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

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

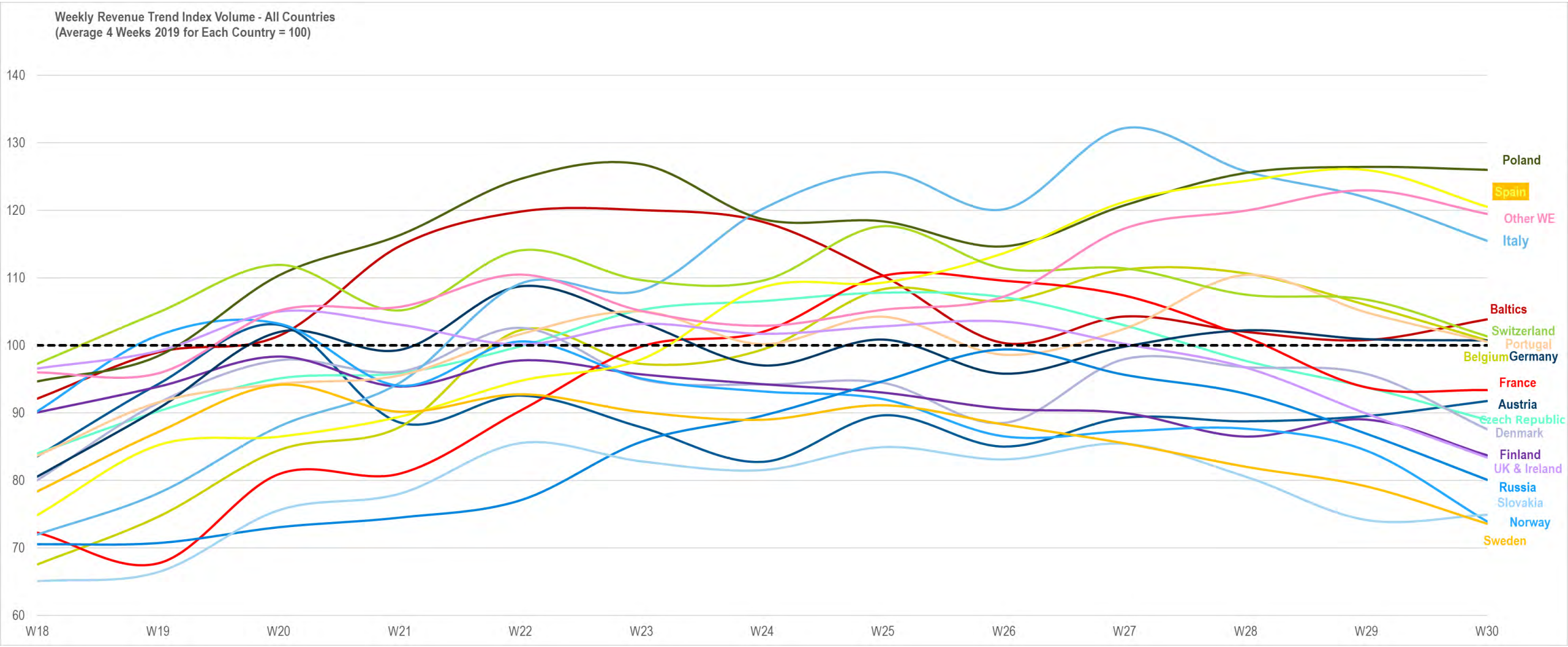
EE: POLAND CONTINUES TO SHINE



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

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

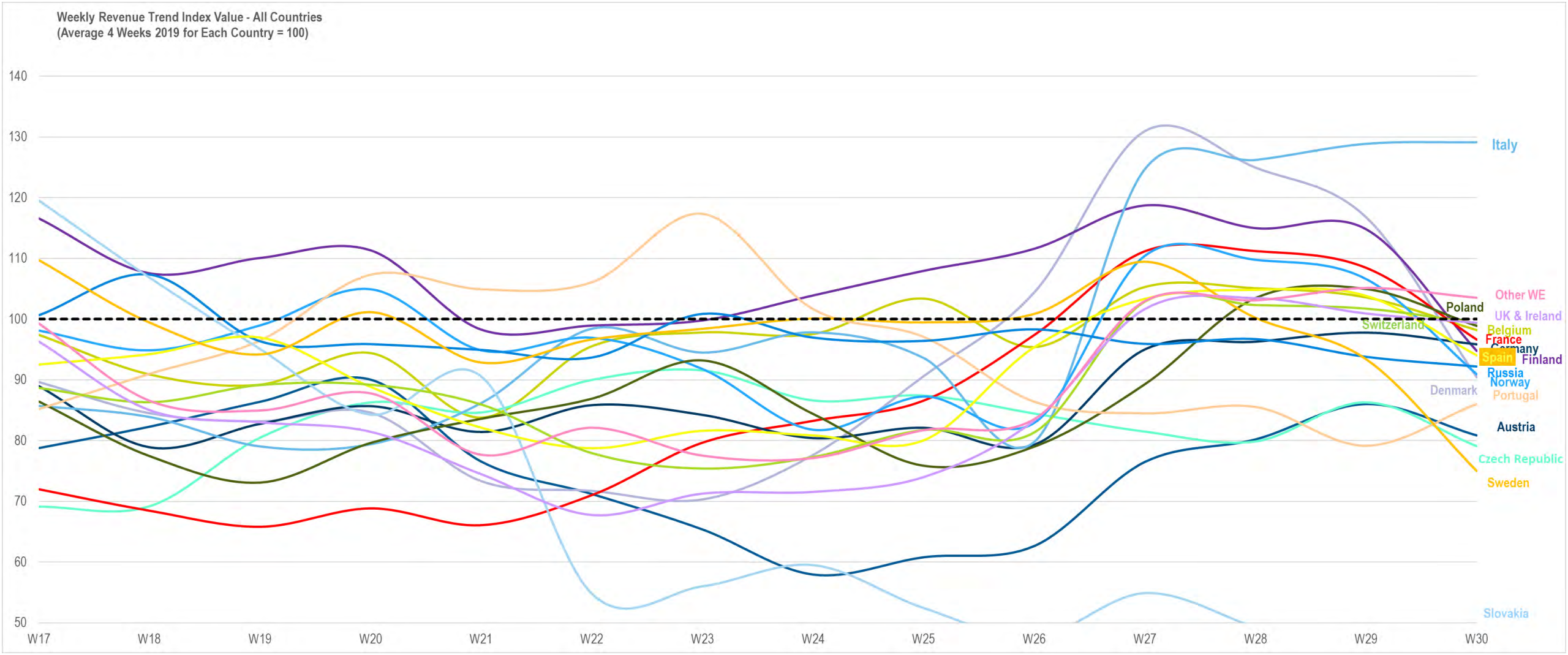
VOLUME: KEEPING UP MOMENTUM



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

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

VALUE: MOST COUNTRIES BELOW THE LINE IN WEEK 30



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

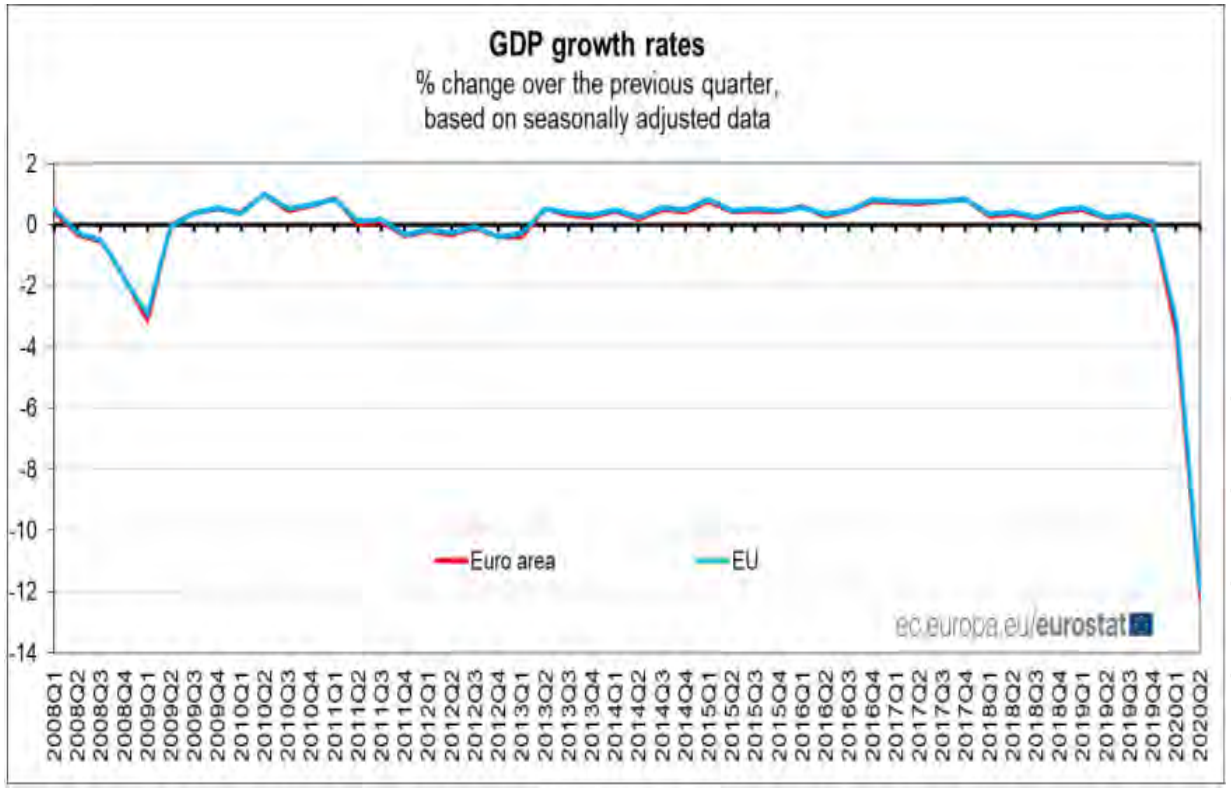
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

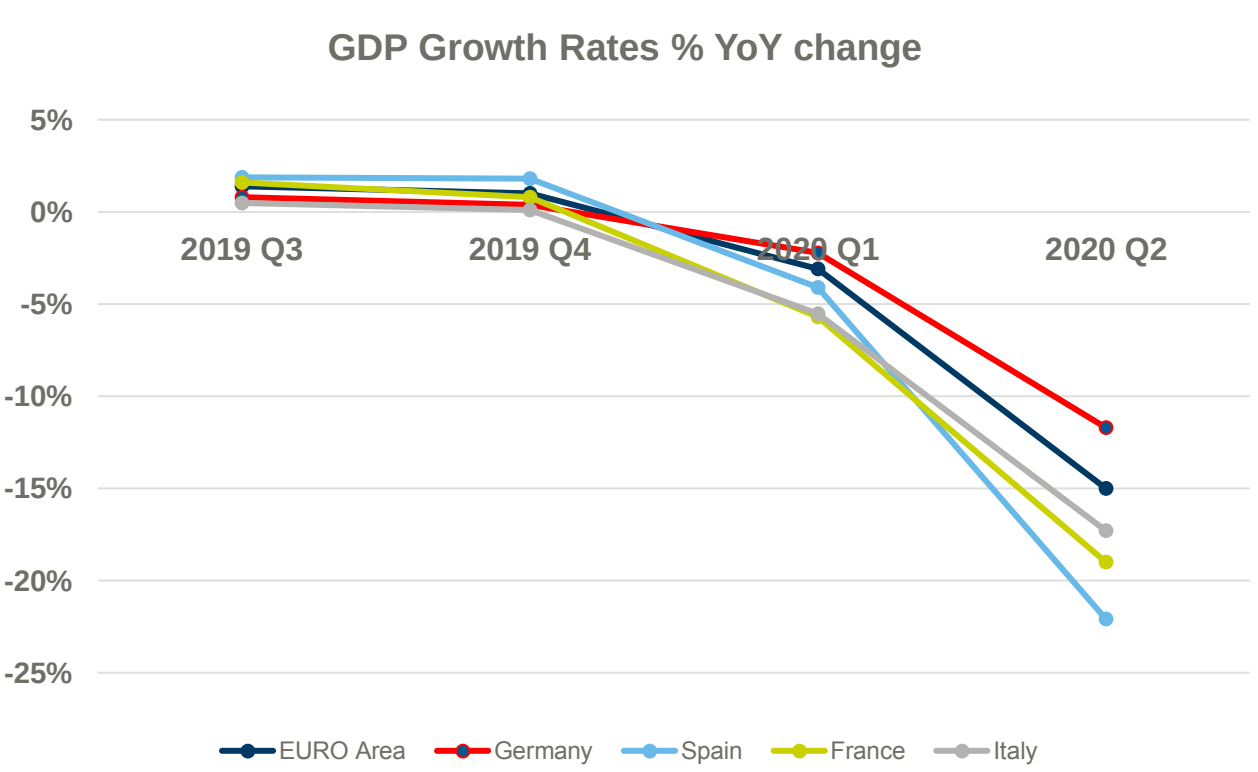
CONTEXT

Germany IT Industry Update

05 August 2020

GDP GROWTH IN THE EU ZONE

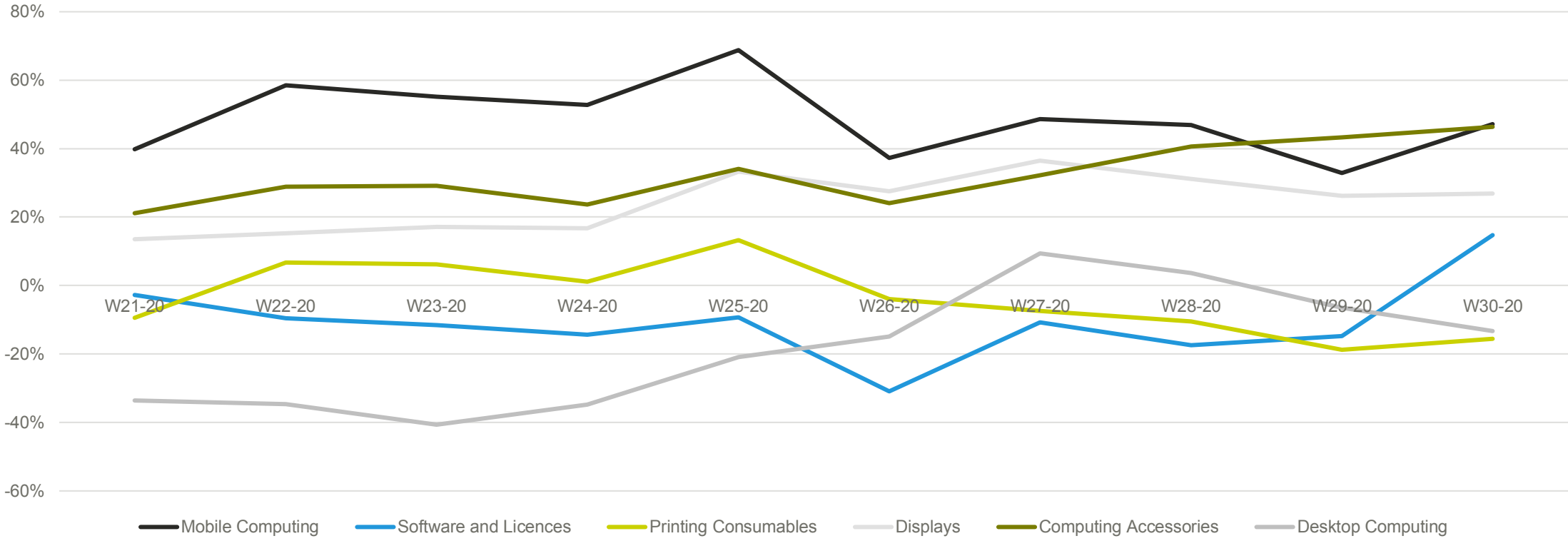




- **Officially a recession in the EU Zone**
- **Suspension of the obligation to file for insolvency from 31/03-30/09/2020 for German companies**
- **It is estimated that by the end of 2020, around 20% of all German companies will go bankrupt**

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

GERMAN DISTRIBUTON BY PRODUCTS - 4 ROLLING WEEKS YoY



Mobile Computing, Displays and Computing Accessories with high growth rates due to HomeOffice and HomeSchooling demand

Printing still with a higher demand for Inkjet rather than Laser, currently still a shortage for inkjet cartridges

Desktop PC with very high decrease as offices are still closed; stocks are very high and demand is still low, but first projects now drive desktop sales

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

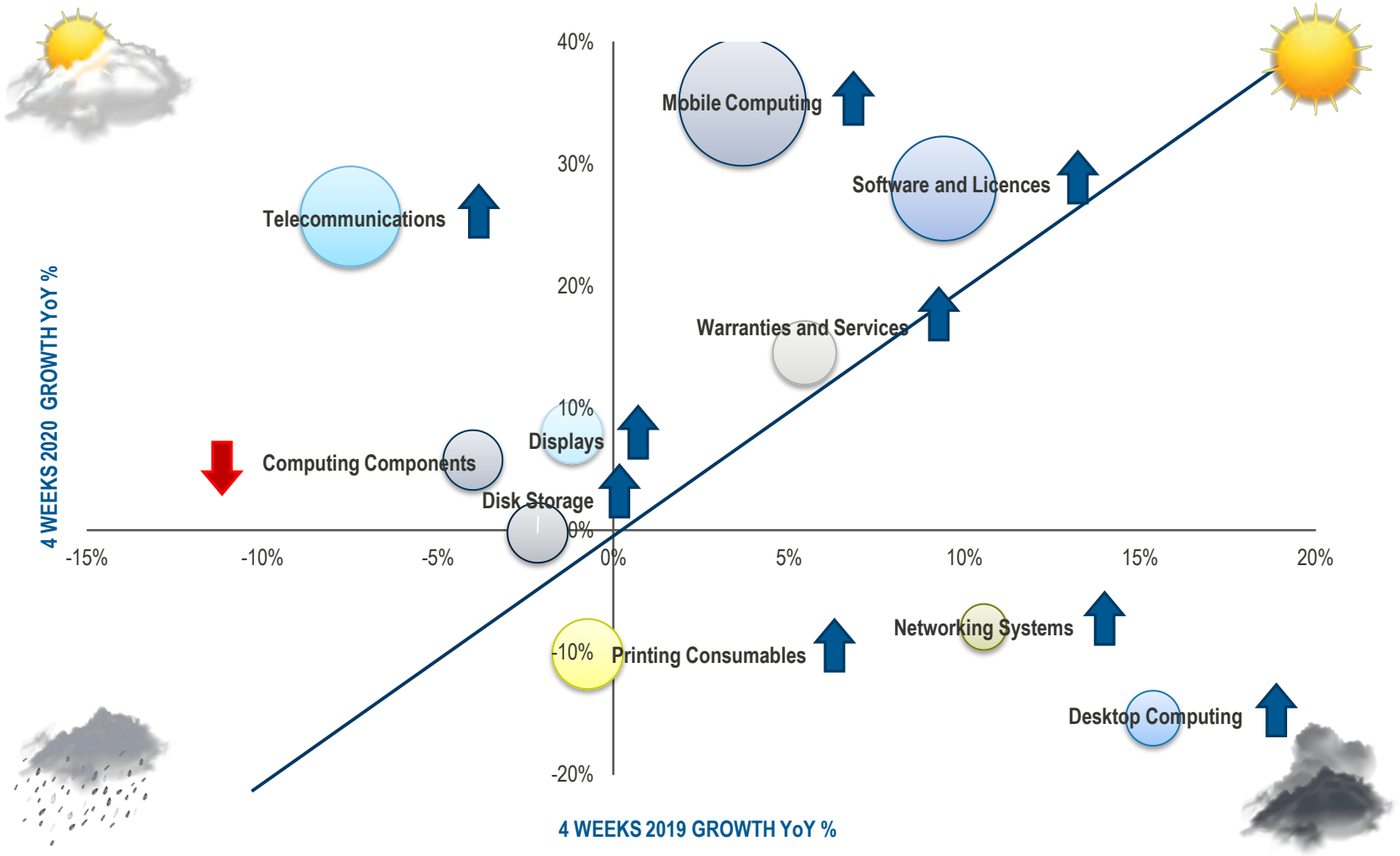
02

SECTOR/CATEGORY WEATHER MAPS

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 30 (26/07/20) vs same period 2019

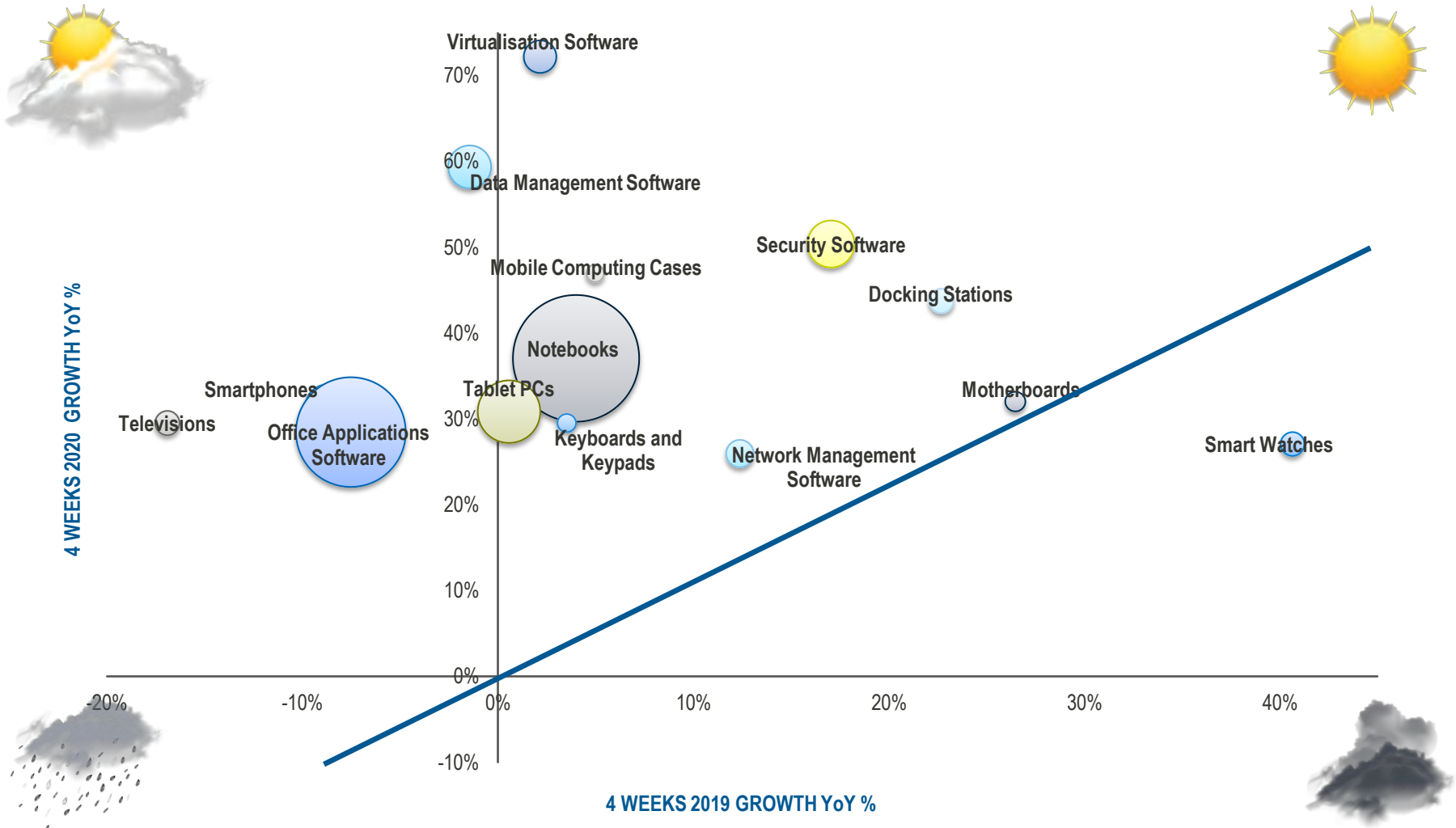


Distribution sales translated at fixed € exchange rate.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 30 (26/07/20) vs same period 2019

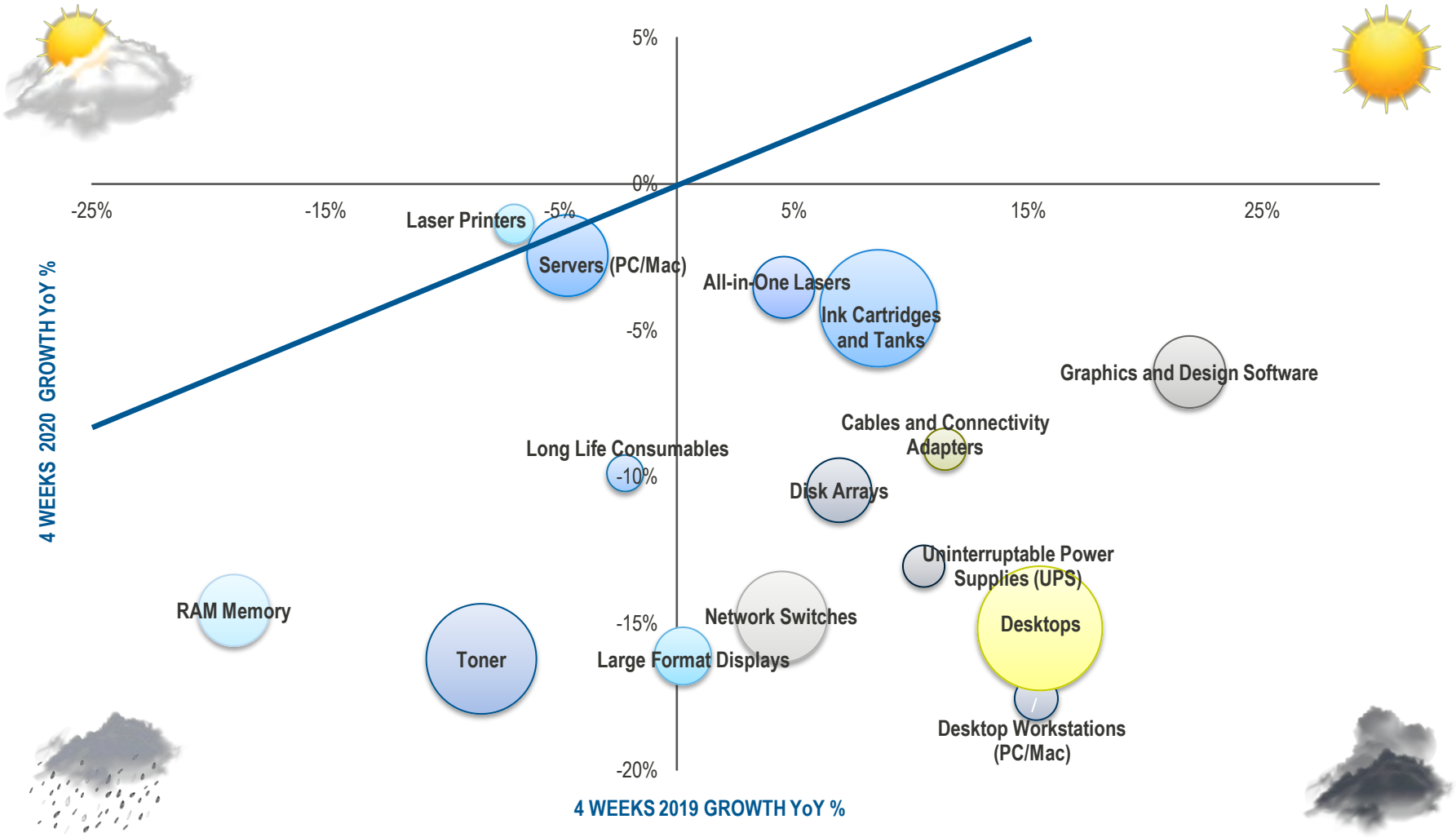


Distribution sales translated at fixed € exchange rate.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 30 (26/07/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

CONTEXT

3D Printing Update

29th July 2020

3D PRINTING REPRESENTS A HUGE RANGE OF PRODUCTS

[KITS]

voxeljet
List Price: $2.2M

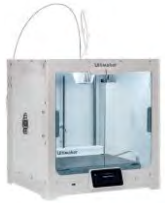
UnionTech
List Price: $200K

EOS
List Price: $1M+

HP
List Price: $250K+

Stratasys
List Price: $40K

3D Systems
List Price: $95K



Ultimaker
List Price: $5,999

Formlabs
List Price : $3,499

EnvisionTEC
List Price: $10K+

Raise3D
List Price : $3,999

Prusa
List Price : $749

XYZprinting
List Price : $229

Price CLASS

[INDUSTRIAL]
>$100K

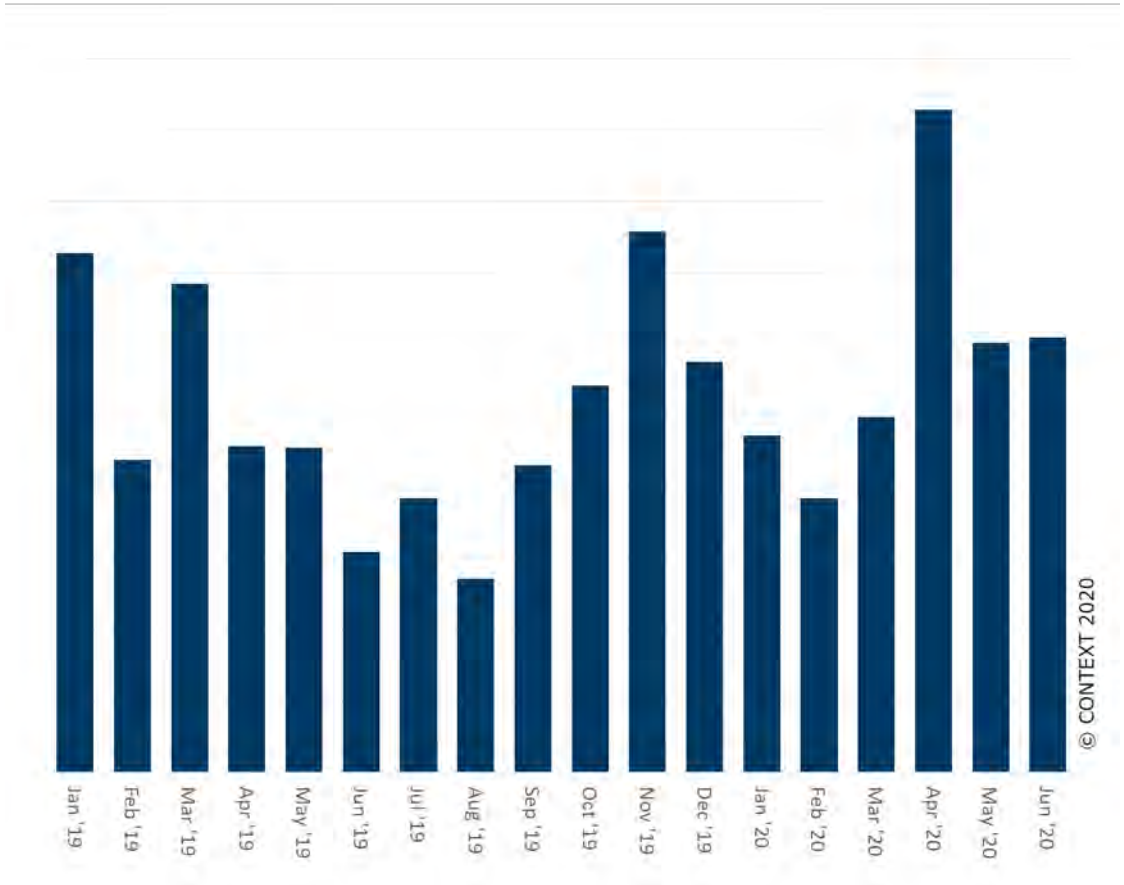
[DESIGN]
$20K - $100K

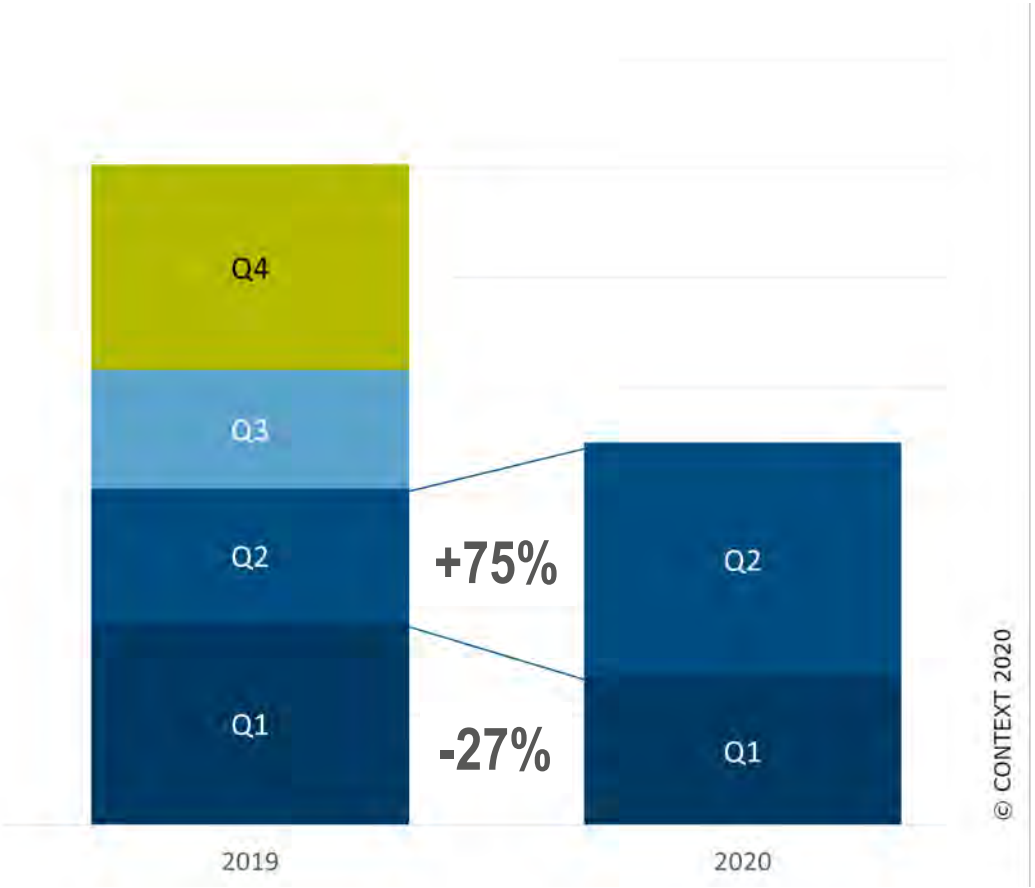
[PROFESSIONAL]
$2,500 - $20,000

[PERSONAL]
<$2,500

 © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

PERSONAL + PROFESSIONAL SELL THROUGH



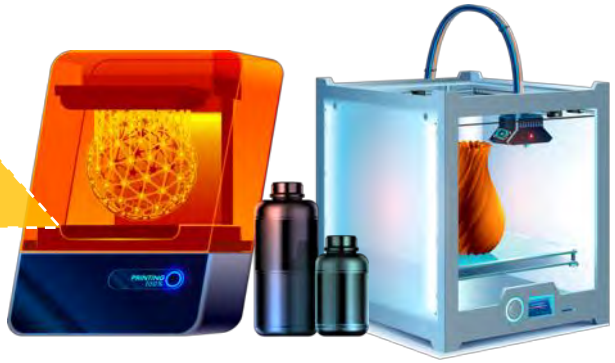


 © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

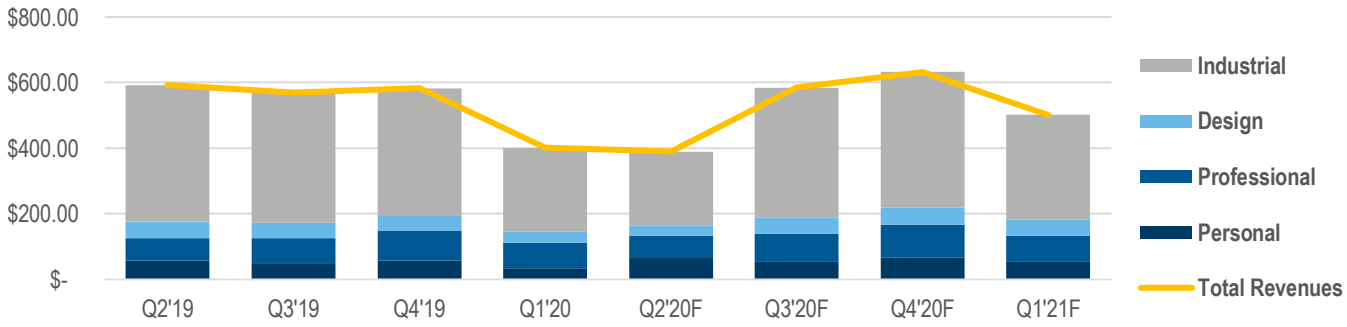
PROFESSIONAL SECTOR – ONE TO KEEP AN EYE ON

Professional* 3D Printer Shipments

UP +11.5% Q1 2020 Y/Y

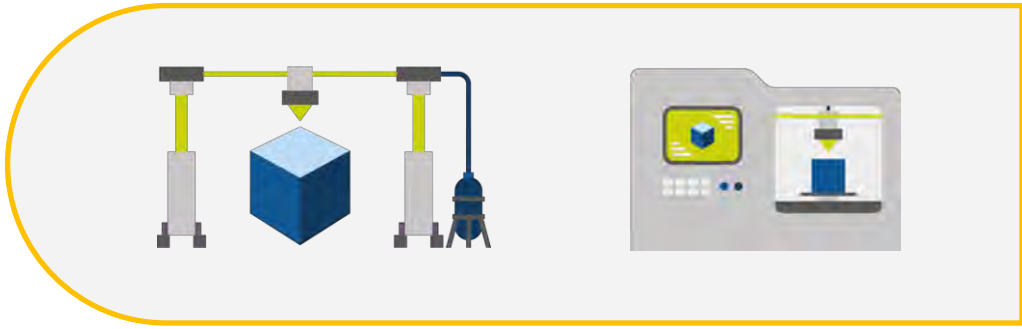


U-Shaped recovery in Printer Revenues expected post-pandemic as key verticals like Automotive, Aerospace, Dental and Medical recover and new industries continue to recognize the role 3D Printing played in fighting COVID-19

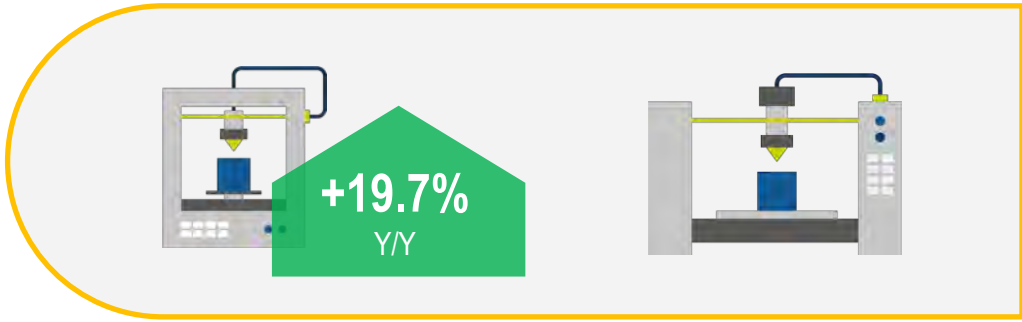


Categorized by Price Class : Industrial ≥ $100K, Design = $20K–$100K, Professional = $2.5K–$20K, Personal ≤ $2.5K (excludes DIY kit printers)

INDUSTRIAL 3D Printer shipments account for vast majority of hardware revenues but PROFESSIONAL revenues on the rise



INDUSTRIAL 64% **DESIGN 9%**



PROFESSIONAL 19% **PERSONAL (non kits) 8%**

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

CONTEXT

Imaging Update

29th July 2020

PRINT PERFORMANCE IN EUROPE THROUGH DISTRIBUTION (Early July - up to Wk30)

EUROPE

836K
-10% Y/Y Units

111M
-14% Y/Y Rev.

WE

80% Units / Revenue

667K
-10% Y/Y Units

88M
-11% Y/Y Rev.

CEE

20% Units / Revenue

169K
-11% Y/Y Units

23M
-26% Y/Y Rev.

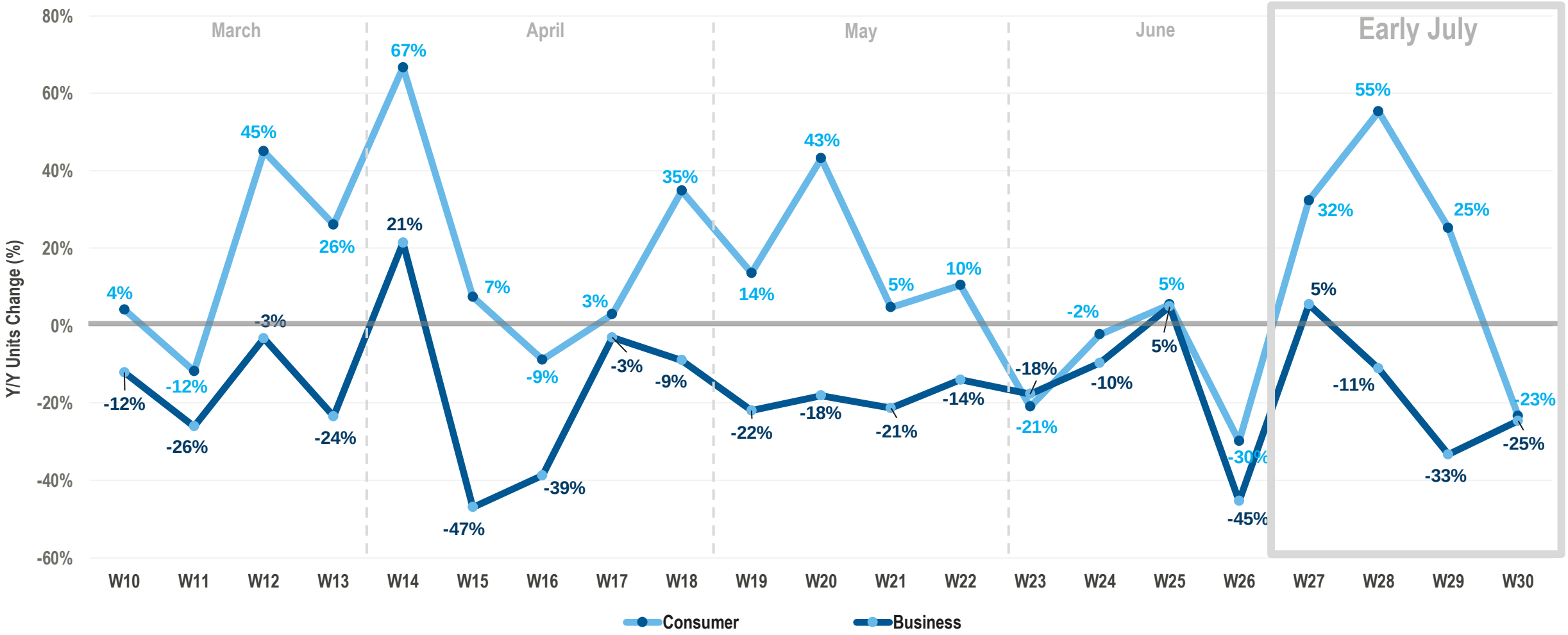
CONTEXT SalesWatch Distribution

CONTEXT Weekly IT Industry Forum

Source CONTEXT SalesWatch © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
// Data not adjusted for trading days // Revenue based on fixed FX rates

WE: CONSUMER VS BUSINESS PRINTERS PERFORMANCE (Early July - up to Wk30)

Y/Y change in printer sales by segment – WE distribution

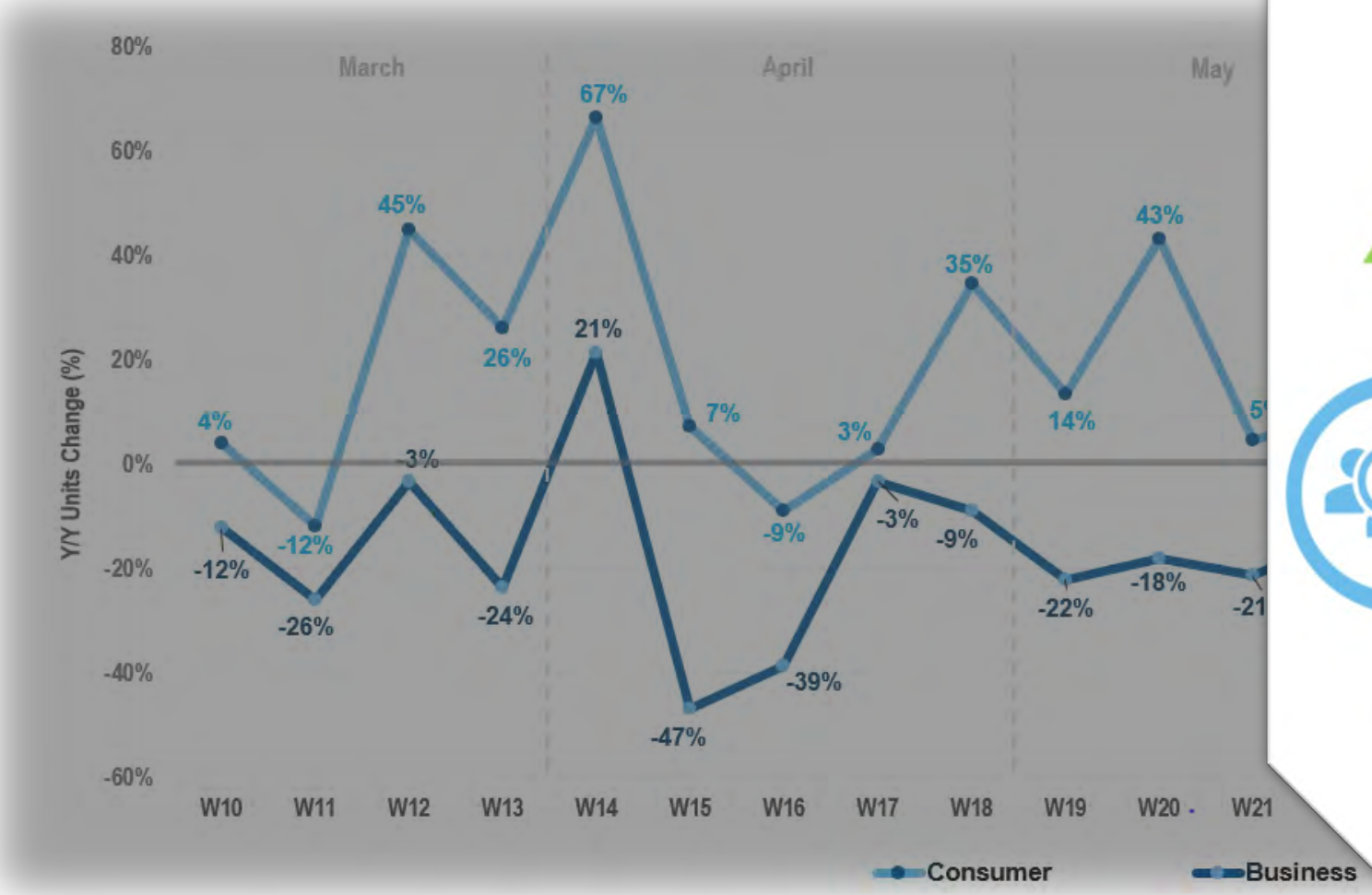


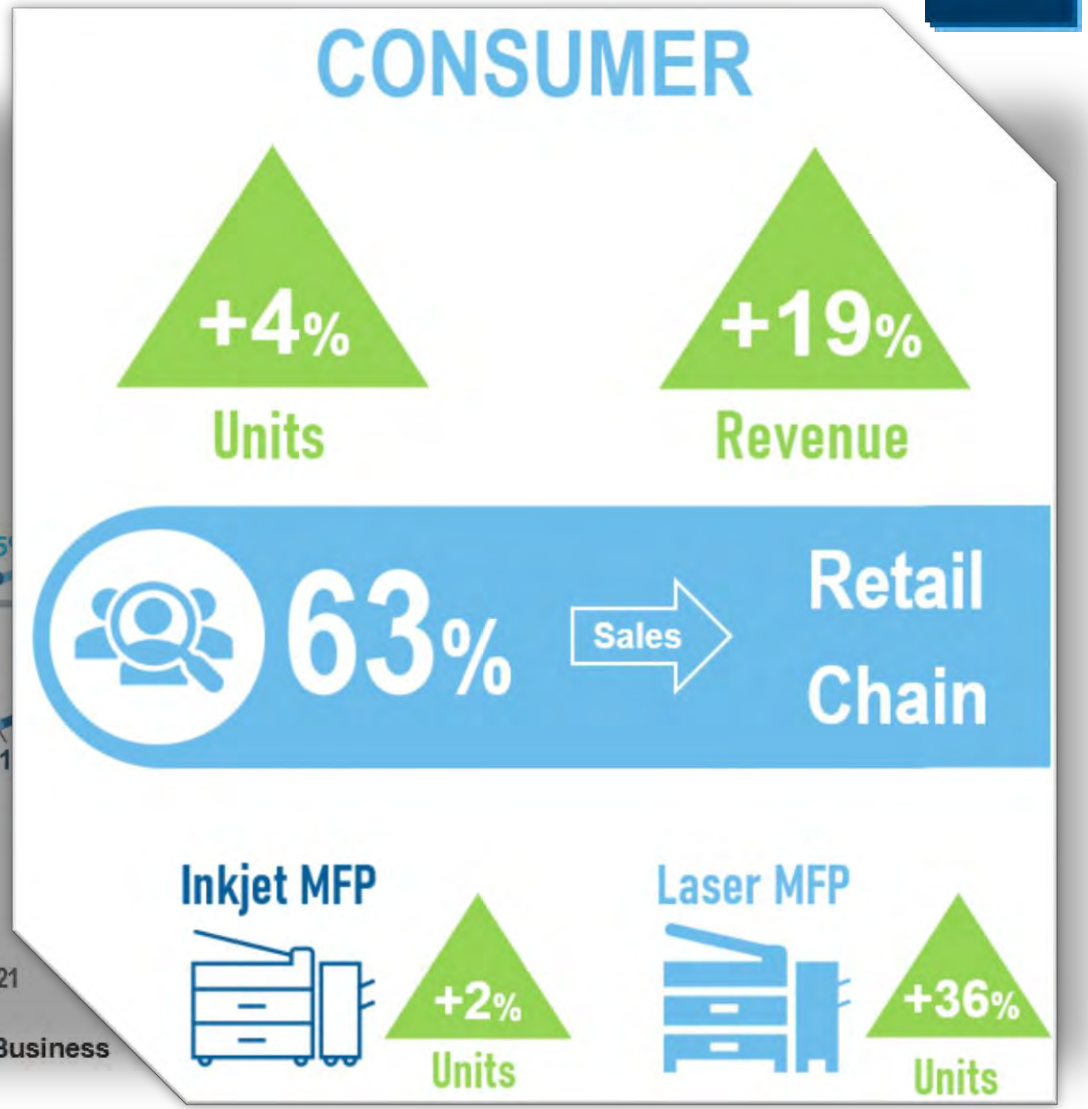
CONTEXT SalesWatch Distribution

CONTEXT Weekly IT Industry Forum

Source CONTEXT SalesWatch © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
// Data not adjusted for trading days // Revenue based on fixed FX rates

WE: CONSUMER PRINTERS PERFORMANCE (Early July - up to Wk30)





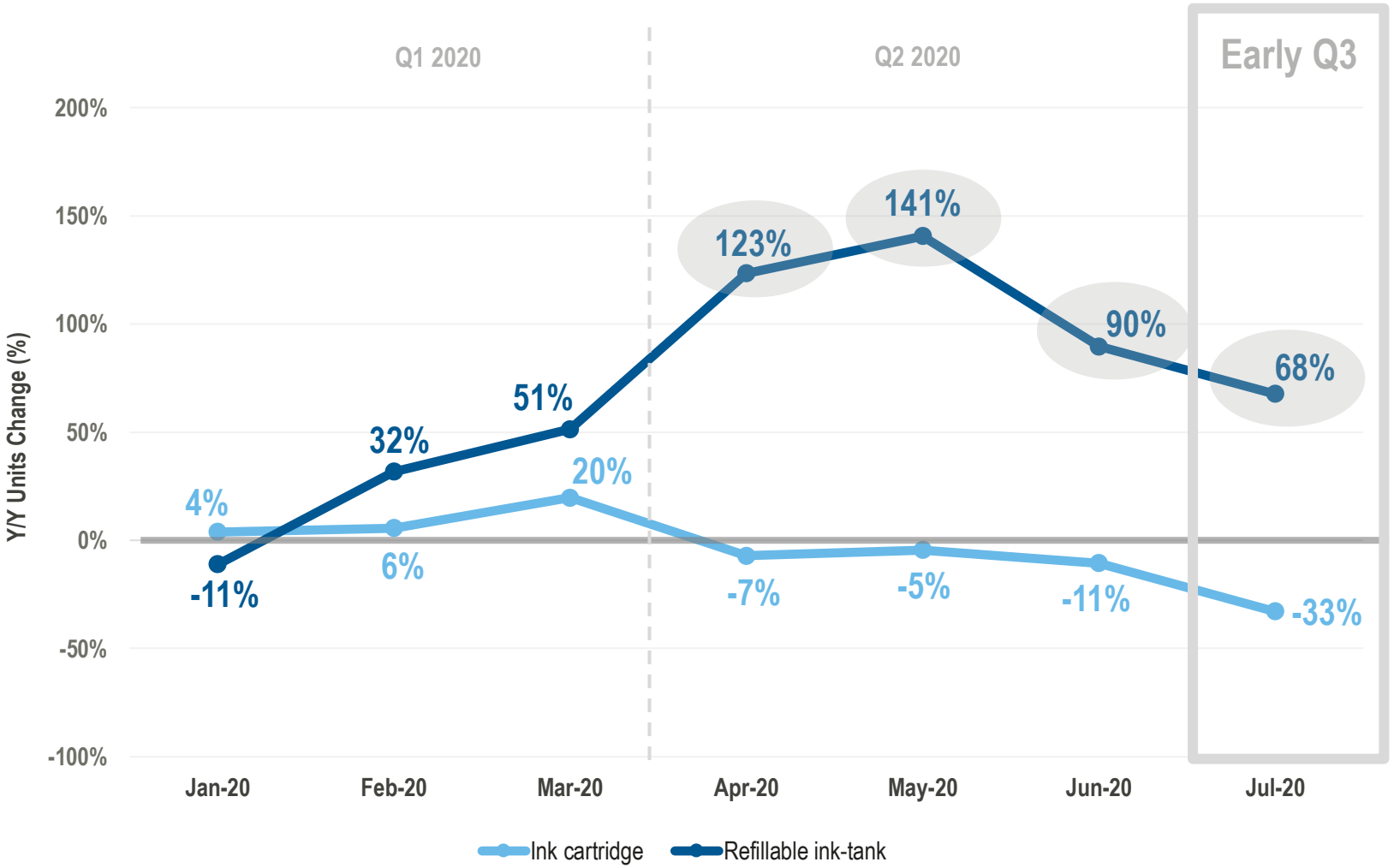
CONTEXT SalesWatch Distribution

CONTEXT Weekly IT Industry Forum

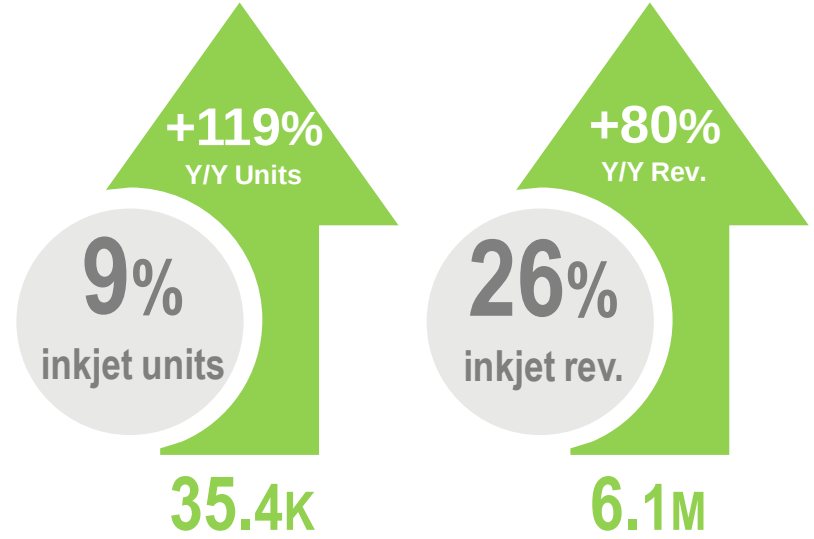
Source CONTEXT SalesWatch © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
// Data not adjusted for trading days // Revenue based on fixed FX rates

SPIKE IN DEMAND FOR INK-TANK PRINTERS DURING THE LOCKDOWN

Monthly Y/Y Volume Growth by Ink System – WE distribution



Refillable Ink-tank



95% of ink tank sales through

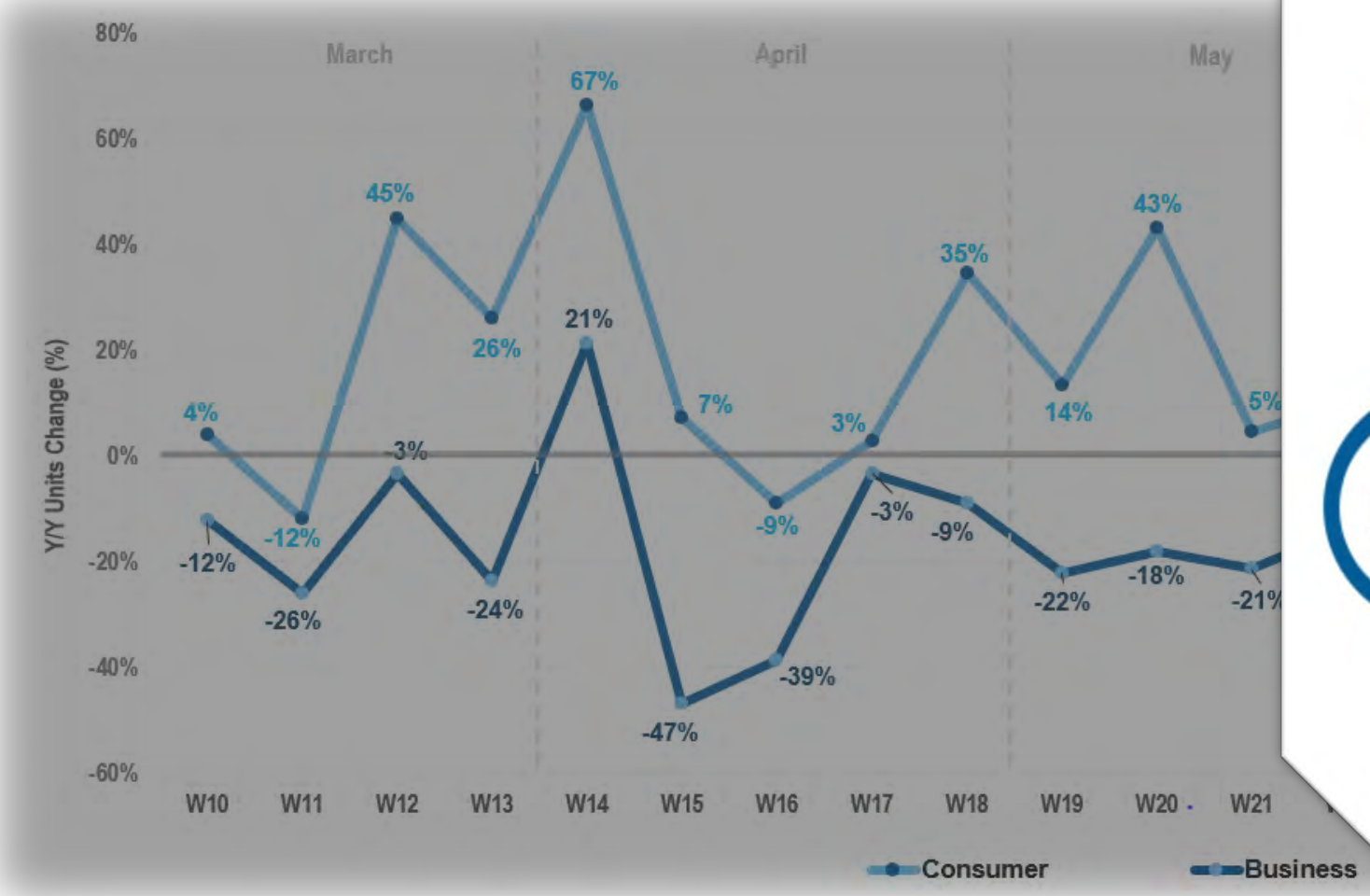
- Retail Chain (64%)
- Etailer Consumer (20%)
- SMR (11%)

CONTEXT SalesWatch Distribution

CONTEXT Weekly IT Industry Forum

Source CONTEXT SalesWatch © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
// Data not adjusted for trading days // Revenue based on fixed FX rates

WE: BUSINESS PRINTERS PERFORMANCE (Early July - up to Wk30)



BUSINESS

Units -29%

Revenue -21%

77% Sales → SMR, Retail Chain, Etailer Cons.

Inkjet MFP Units -48%

Laser MFP Units -14%

CONTEXT SalesWatch Distribution

CONTEXT Weekly IT Industry Forum

Source CONTEXT SalesWatch © 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
// Data not adjusted for trading days // Revenue based on fixed FX rates

03 CHANNEL HEALTH

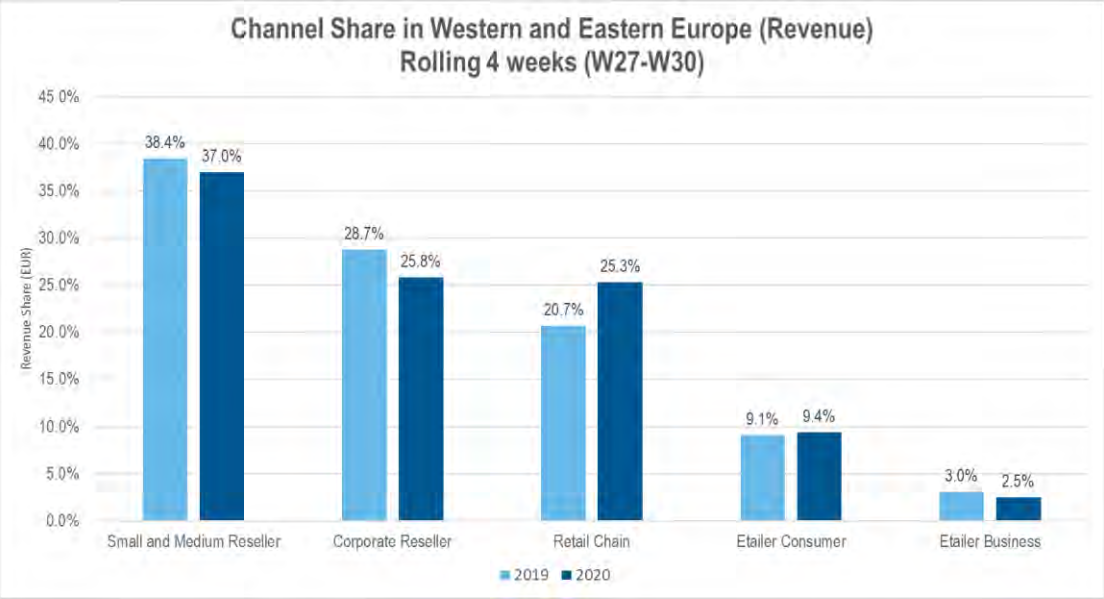
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

CORPORATE RESELLER CHANNEL NOW POSITIVE GROWTH

Business Sectors	Channel	Week 30 CHANNEL TREND WE	EE	Total	Week 29 CHANNEL TREND WE	EE	Total	Week 28 CHANNEL TREND WE	EE	Total	Week 27 CHANNEL TREND WE	EE	Total
Business Channels	Corporate Reseller	3%	0%	3%	-13%	-19%	-14%	-11%	-18%	-12%	-8%	-18%	-9%
	Small and Medium Reseller	10%	10%	10%	2%	0%	1%	5%	-1%	4%	6%	2%	5%
	Etailer Business	-5%	-22%	-6%	-9%	-28%	-10%	-4%	-20%	-5%	-3%	-9%	-3%
Retail Channels	Etailer Consumer	19%	9%	18%	18%	14%	17%	23%	17%	22%	27%	6%	24%
	Retail Chain	35%	62%	40%	21%	46%	26%	23%	32%	25%	31%	27%	30%

Above	15%
Inbetween	
Below	-20%

Week 30



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.

% Change in sales through IT Distribution in Euros
4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019
Sorted by largest country

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

GENERAL GOOD HEALTH ACROSS THE CHANNELS

		WESTERN EUROPE													
Business Sectors	**Channel**	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE
Business Channels	Corporate Reseller	-1%	-1%	34%	-6%	5%	23%	12%	-1%	-33%	-12%	-13%	-1%	18%	15%
	Small and Medium Reseller	8%	-8%	31%	6%	24%	16%	10%	2%	29%	8%	18%	19%	-1%	18%
	Etailer Business	-3%	3%	-4%	-8%	-10%	-19%	3%	-17%	-18%	-1%	11%	14%	-5%	-26%
Retail Channels	Etailer Consumer	40%	7%	17%	-23%	47%	31%	67%	-4%	-75%	11%	86%	-11%	-3%	13%
	Retail Chain	40%	-15%	49%	9%	58%	47%	61%	27%	64%	29%	68%	31%	64%	52%

		EASTERN EUROPE				
Business Sectors	**Channel**	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	8%	-24%	6%	-19%	-52%
	Small and Medium Reseller	-5%	41%	5%	24%	-21%
	Etailer Business	-53%	18%	-10%	-34%	10%
Retail Channels	Etailer Consumer	-37%	117%	30%	18%	26%
	Retail Chain	33%	107%	52%	137%	-4%

Above	15%
Inbetween	
Below	-20%

% Change in sales through IT Distribution in Euros
4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019
Sorted by largest country

Distribution sales translated at fixed € exchange rate

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Thank you!

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019**

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

Date Published: **03 August 2020**

Account enquiries: **Please contact your Account Manager**
Email: info@contextworld.com
Report content and navigation training: **Customer Assurance**
Email: customerassurance@contextworld.com

CONTEXT, Dial House
2 Burston Road
London SW15 6AR, UK
+44 (0)20 8394 7700
www.contextworld.com

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

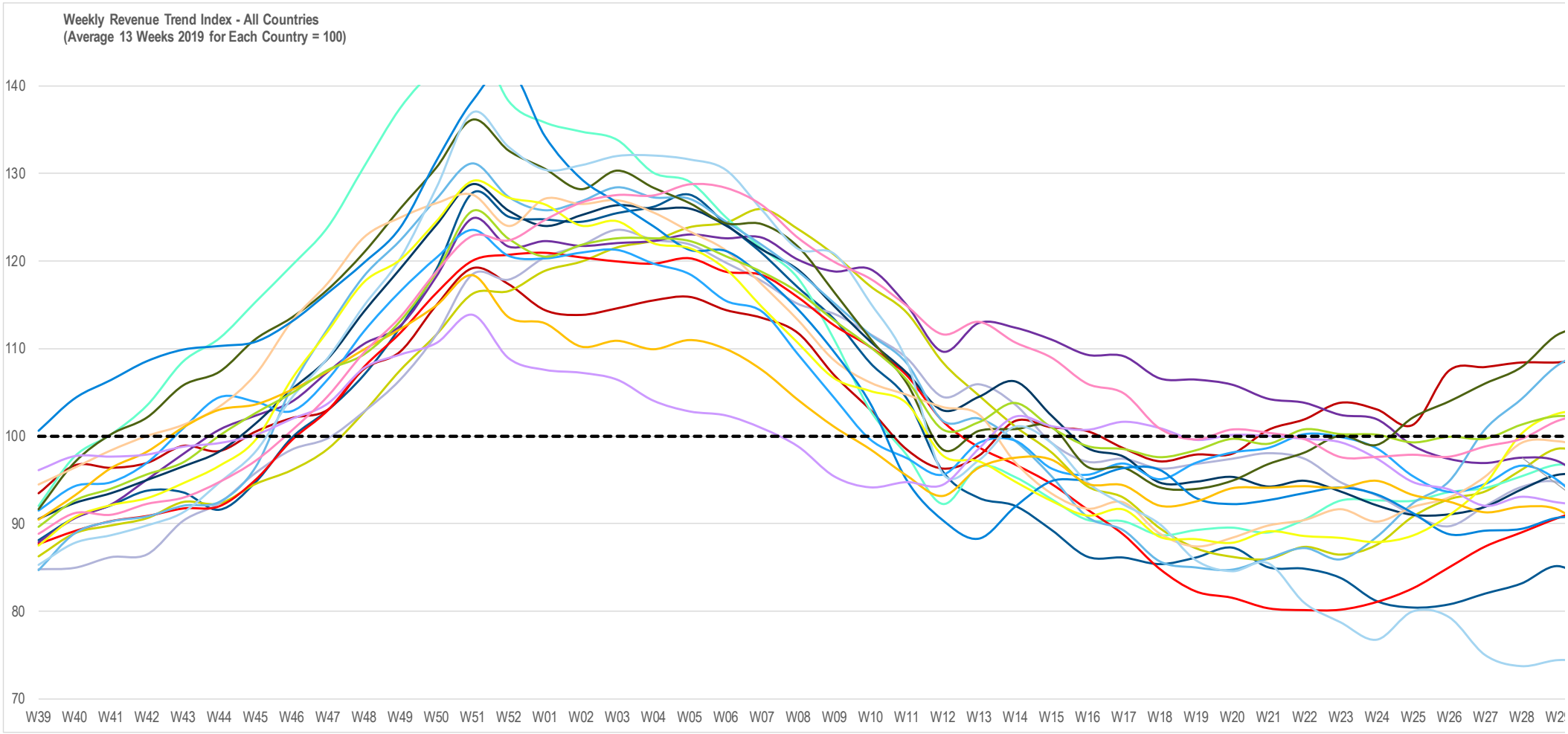
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Cover
Contents
Index Total Market 13 weeks
Index Total Market
Index Total Market WE
Index Total Market EE
Index Thumbnail WE
Index Thumbnail EE
Index Business Channel
Index Consumer Channel
Index Volume Market
Index Vol Market WE Thumbnails
Index Vol Market EE Thumbnails
Index Value Market
Index Val Market WE Thumbnails
Index Val Market EE Thumbnails
Weekly %YoY Trend
Weekly %YoY WE
Weekly %YoY EE

Index Total Market

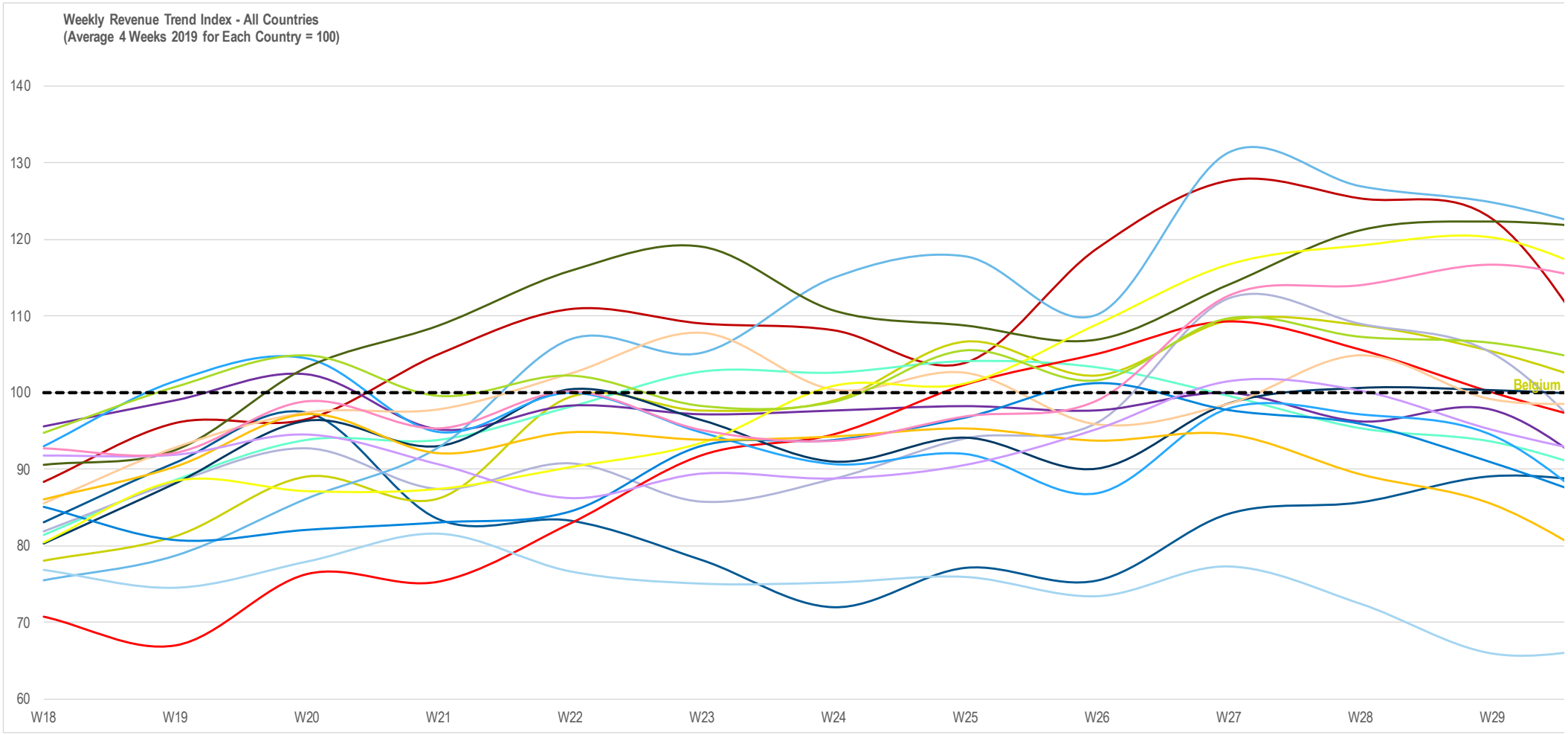
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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.

Index Total Market

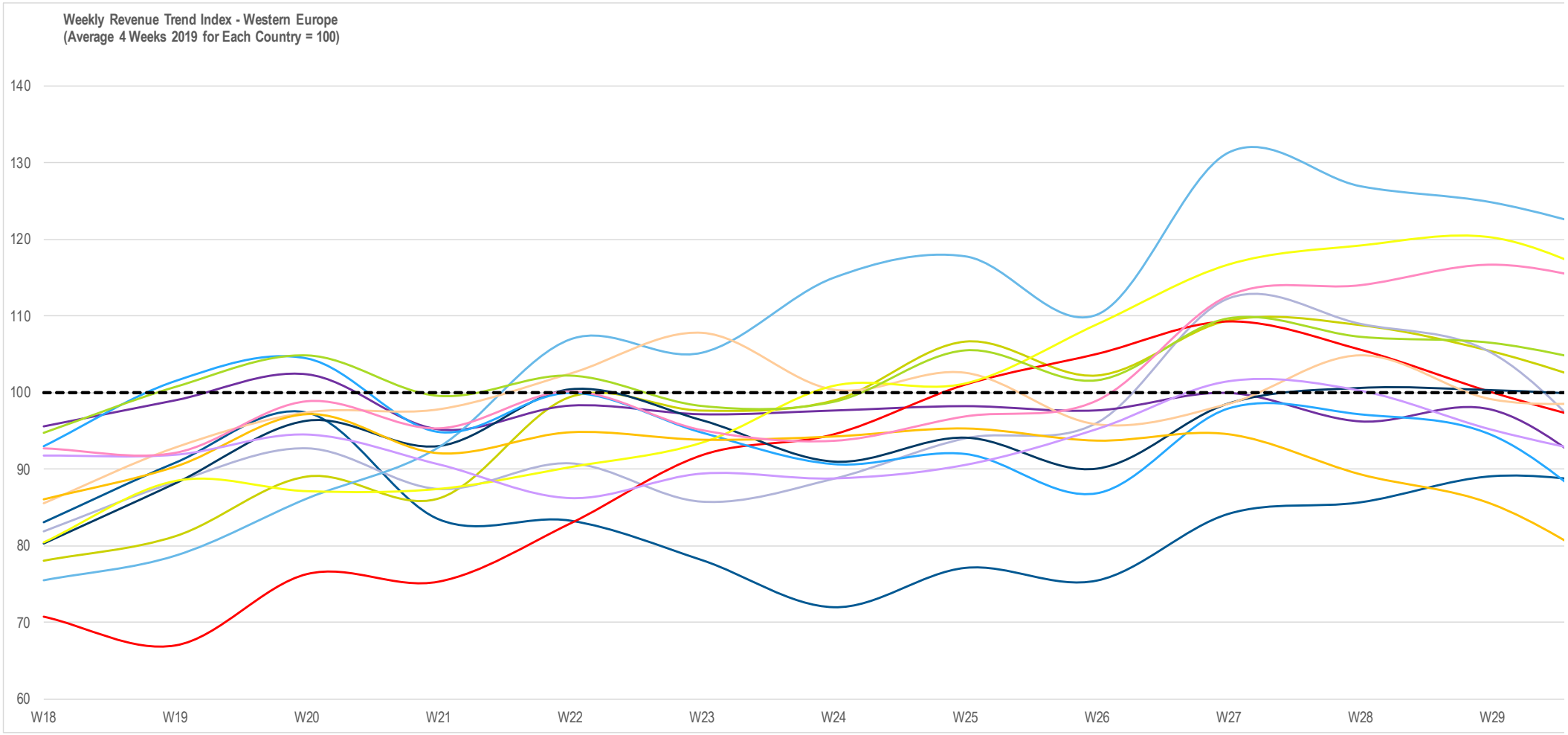
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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.

Index Total Market WE

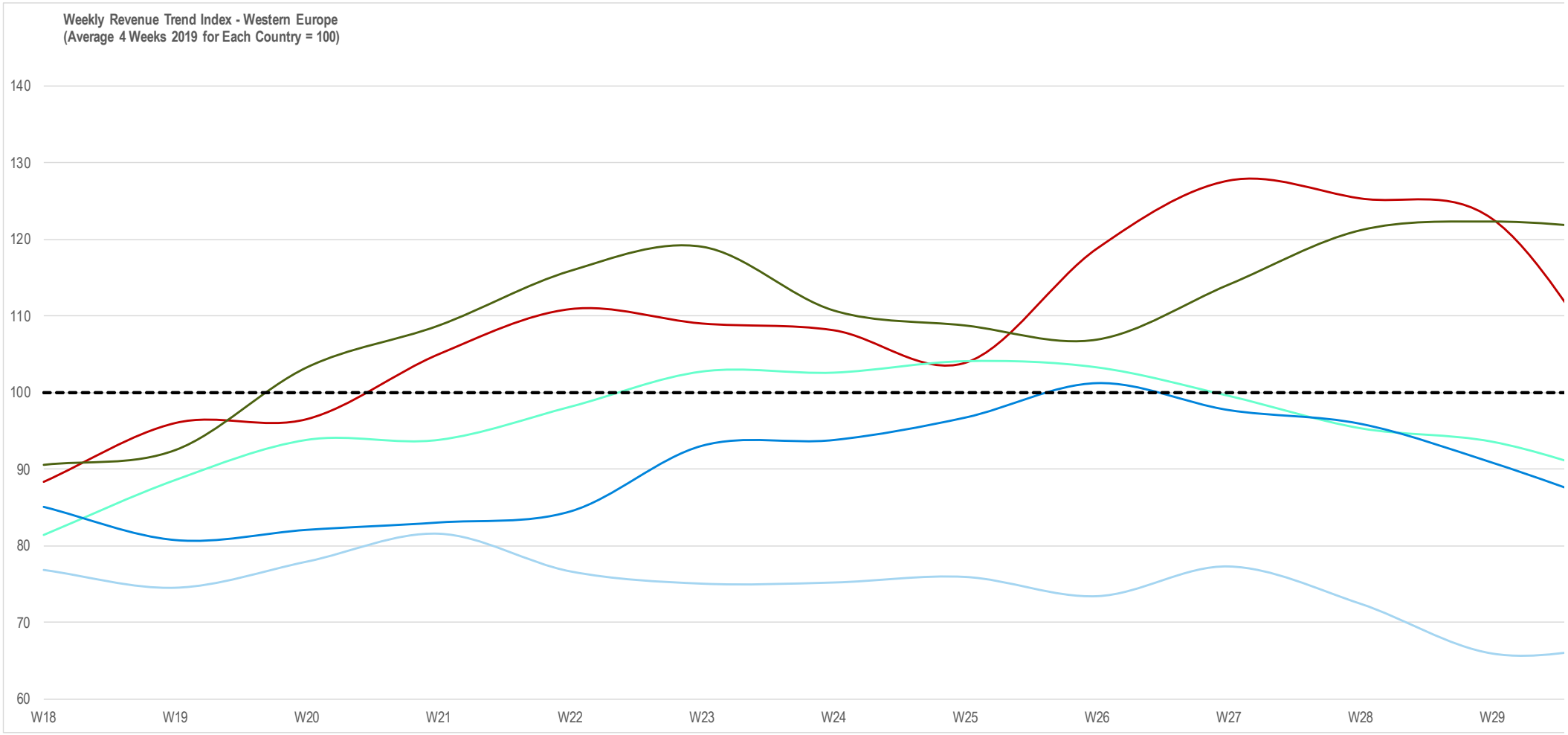
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

Index Total Market EE

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

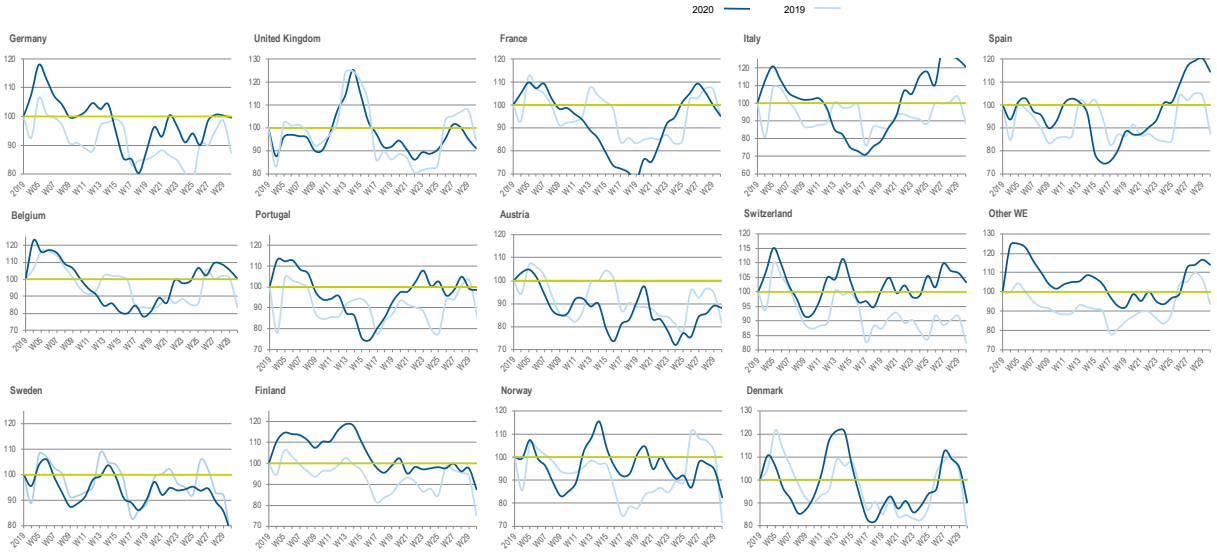


Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
Back to Contents

Index Revenue Trend - Western Europe

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

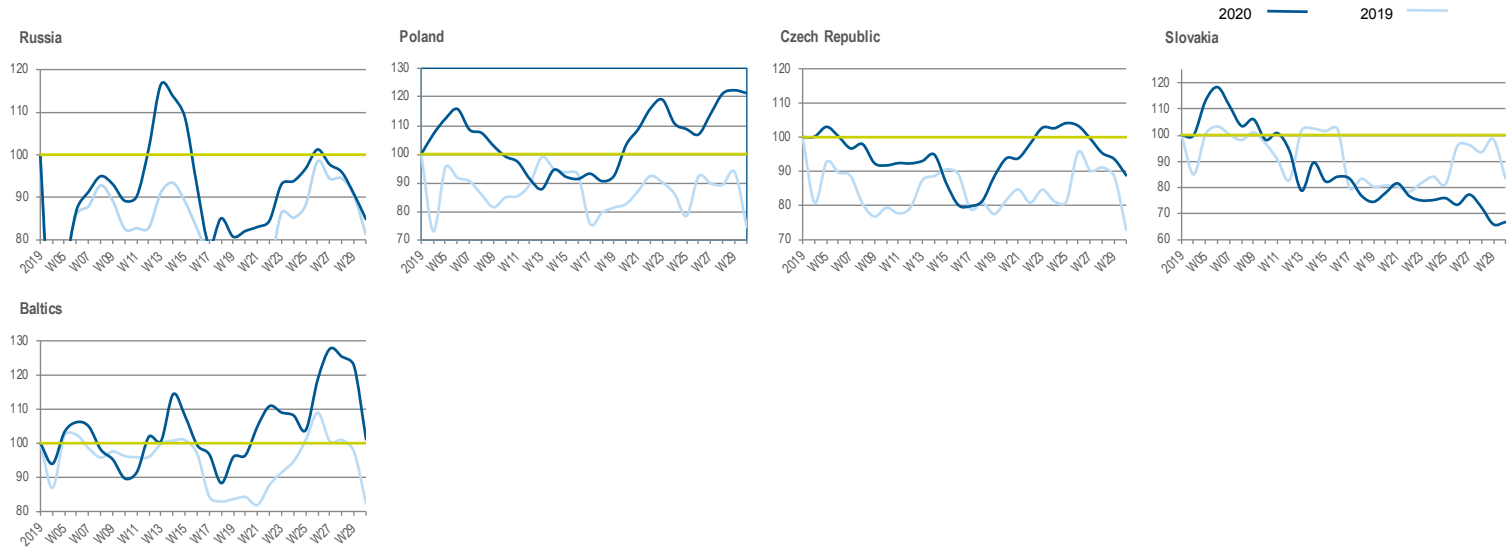


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

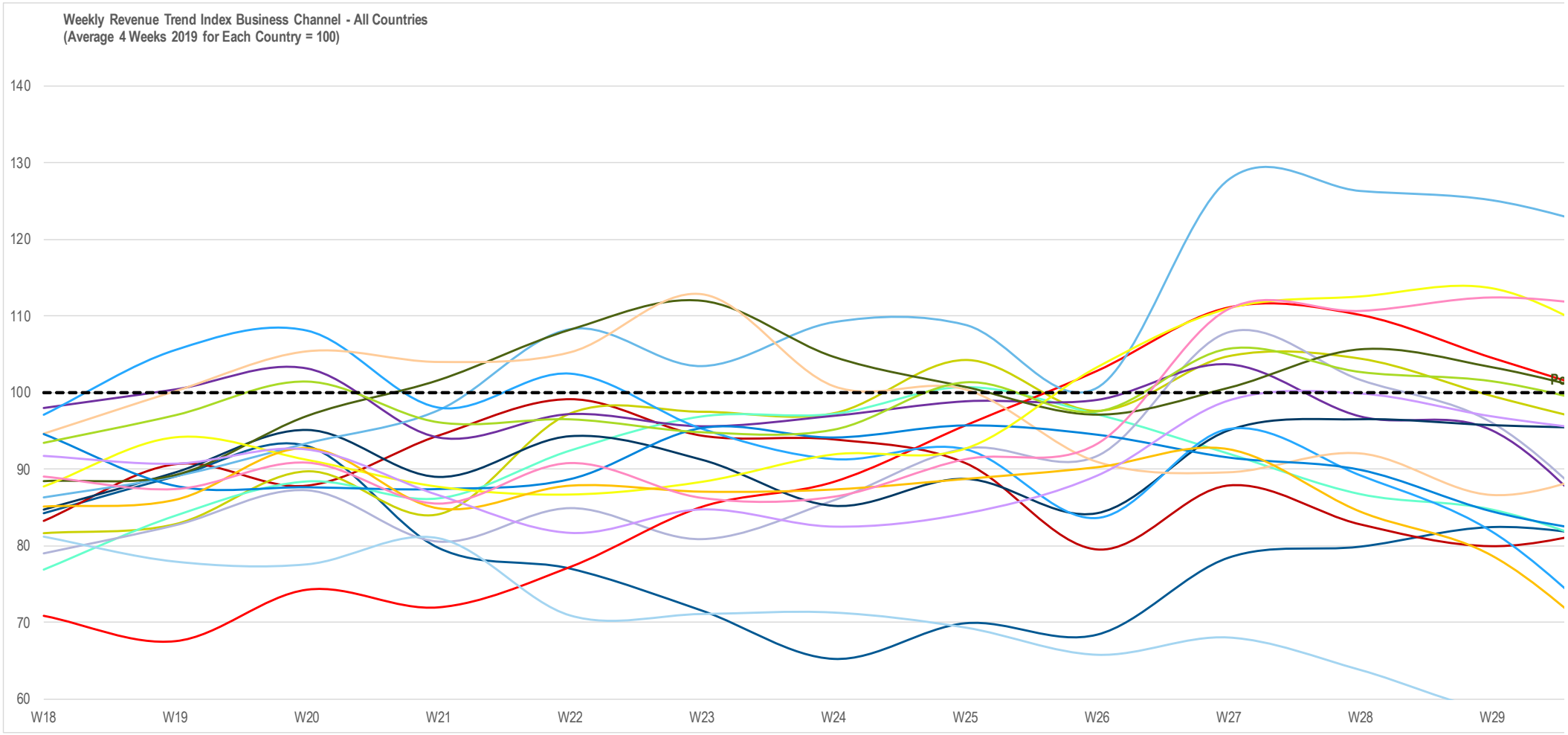
Index Revenue Trend - Eastern Europe

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



Index Business Channel

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

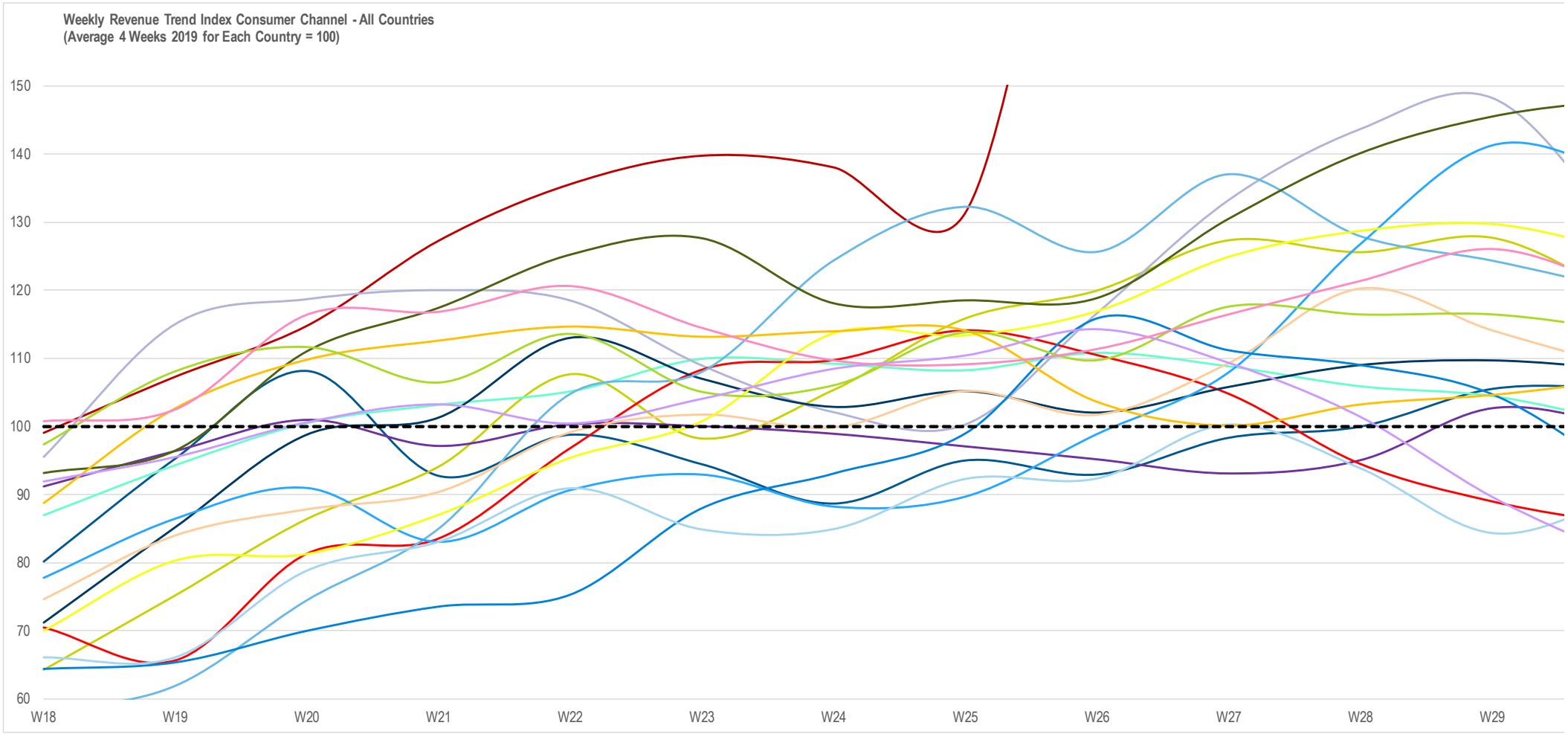


Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

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

Index Consumer Channel

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

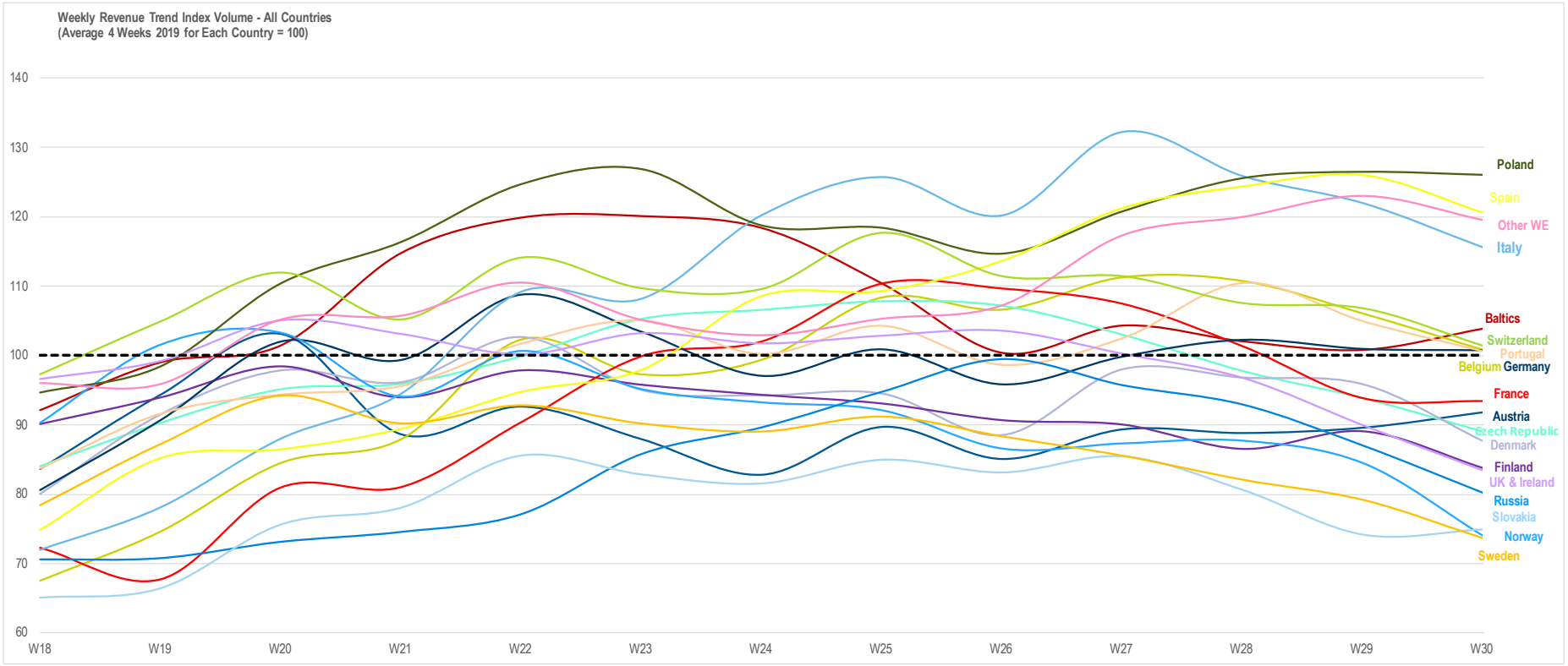


Consumer Channel = Retail chain & Etailer Consumer

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
Back to Contents

Index Volume Market

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



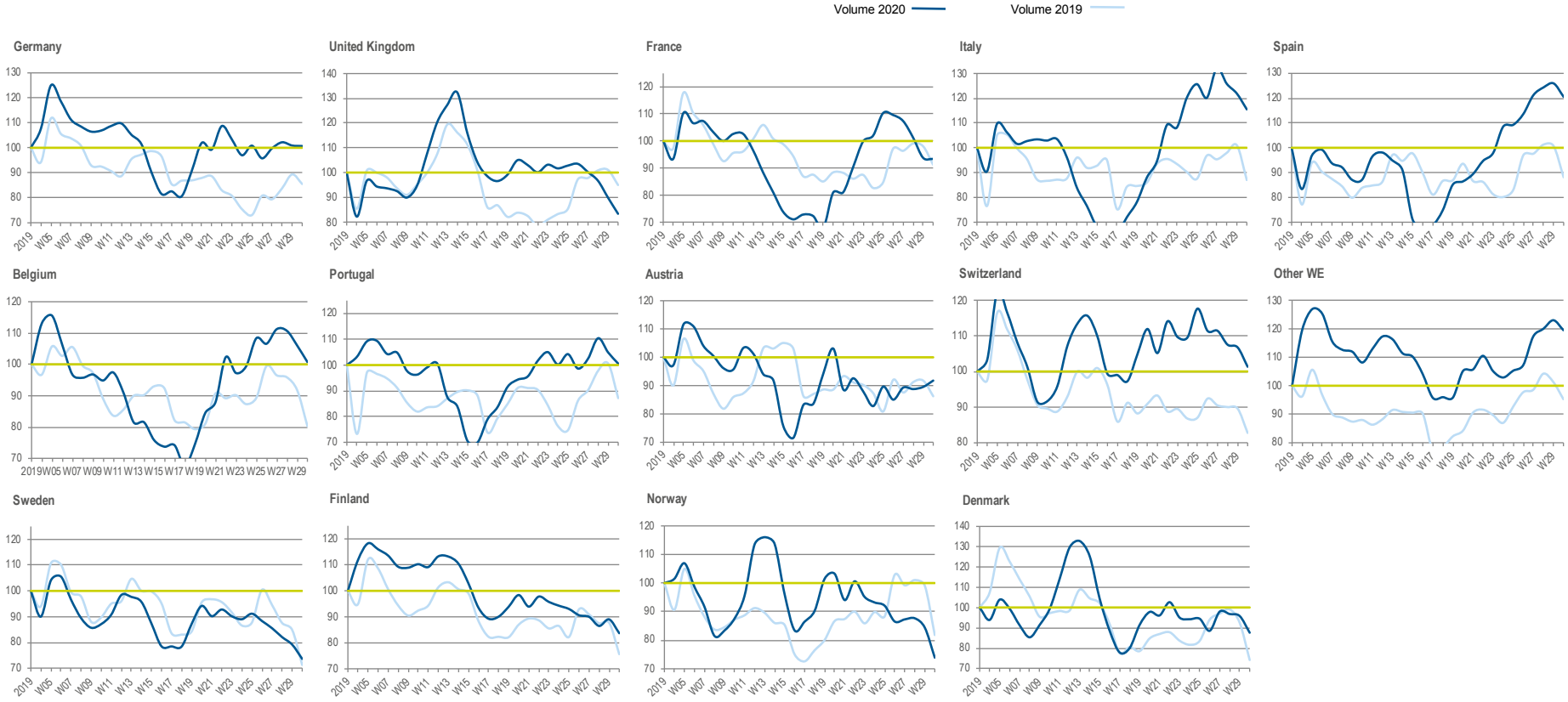
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Index Volume Market - Western Europe

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

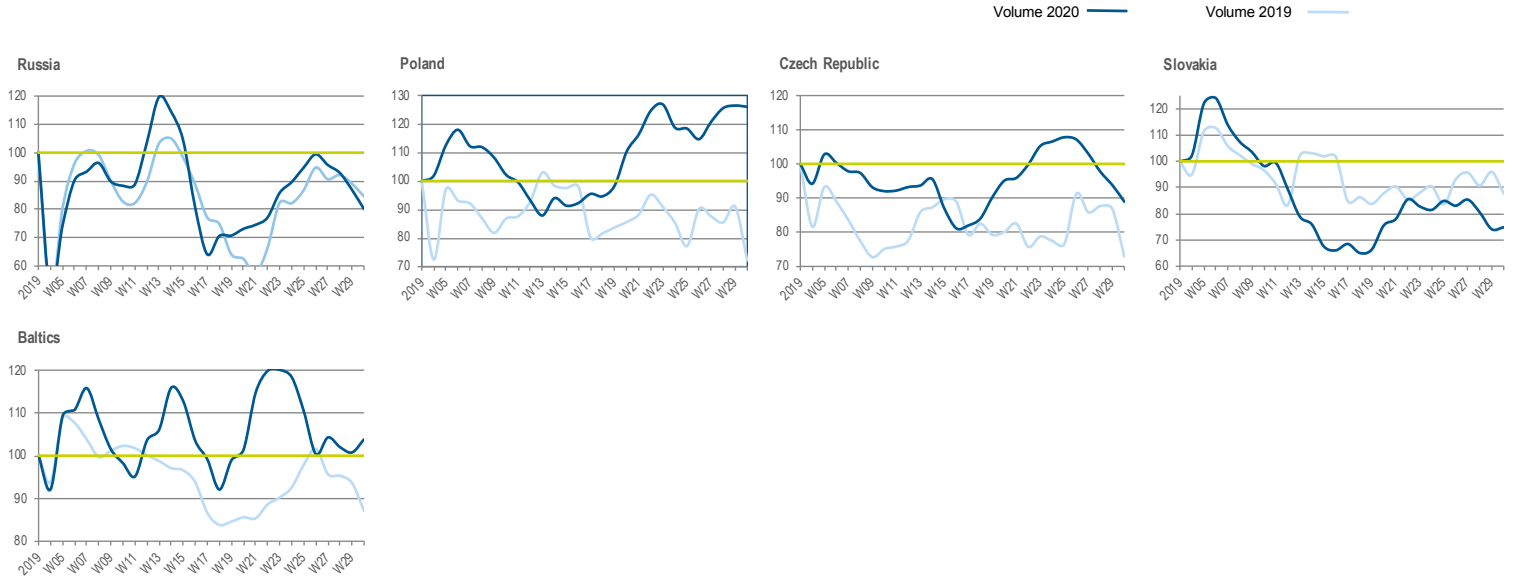


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Index Volume Market - Eastern Europe

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

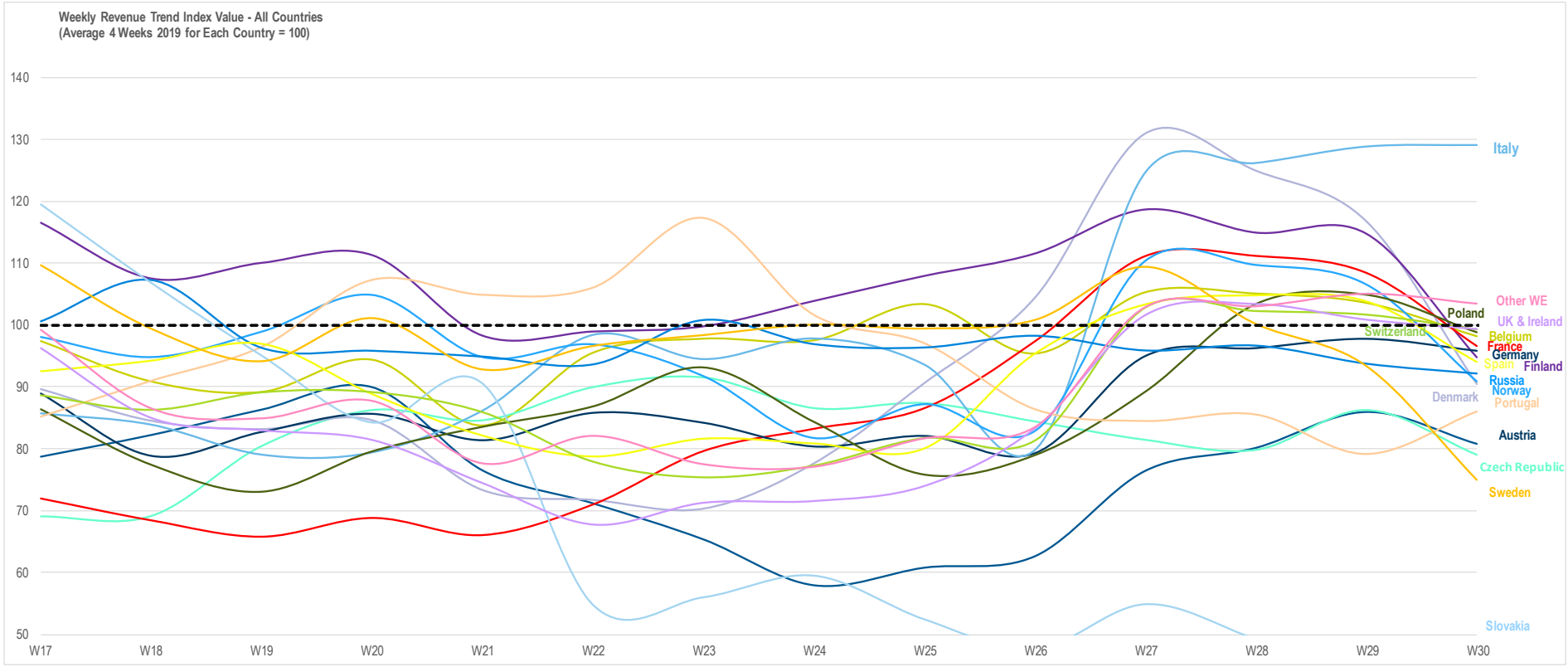


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Index Value Market

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



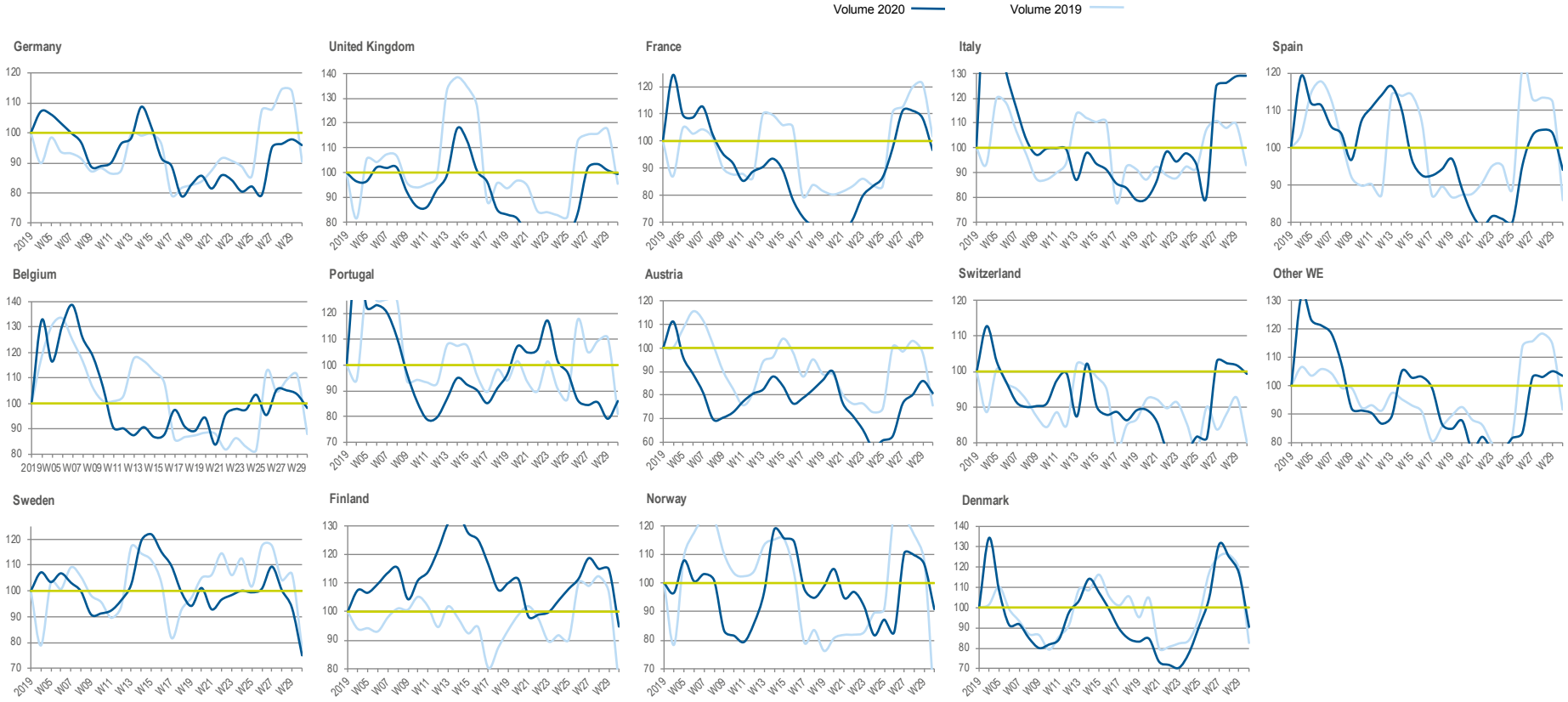
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Index Value Market - Western Europe

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

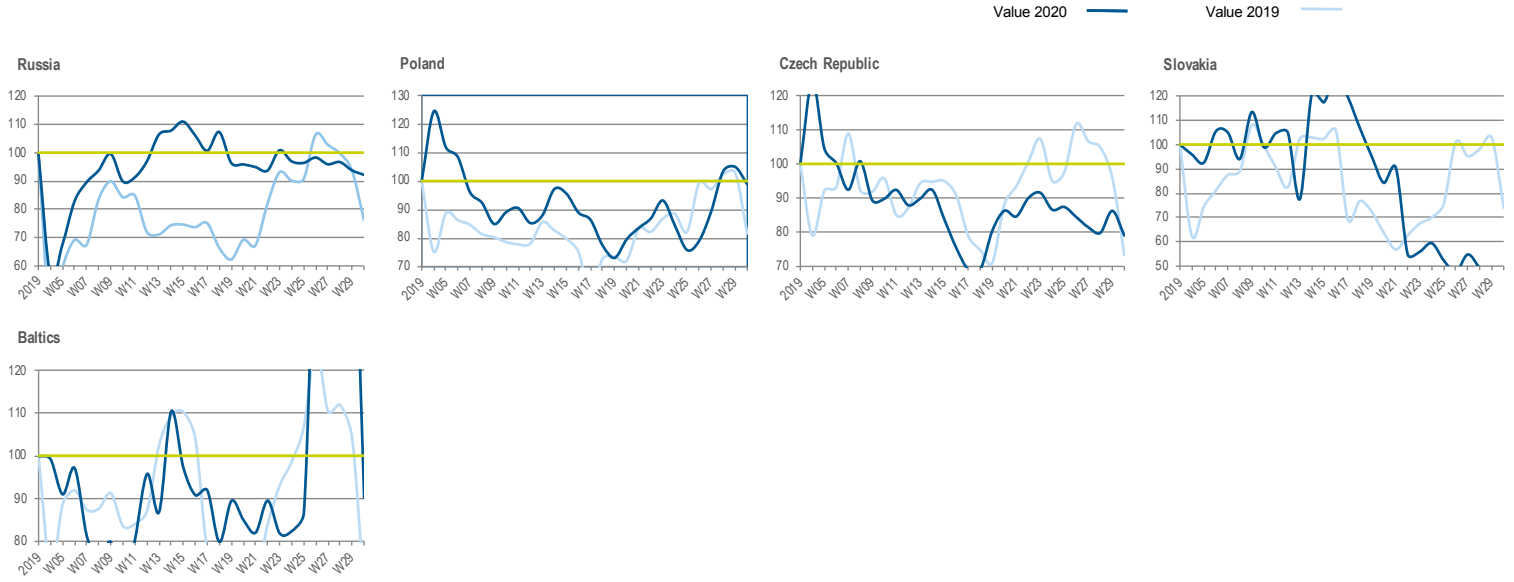


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Index Value Market - Eastern Europe

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

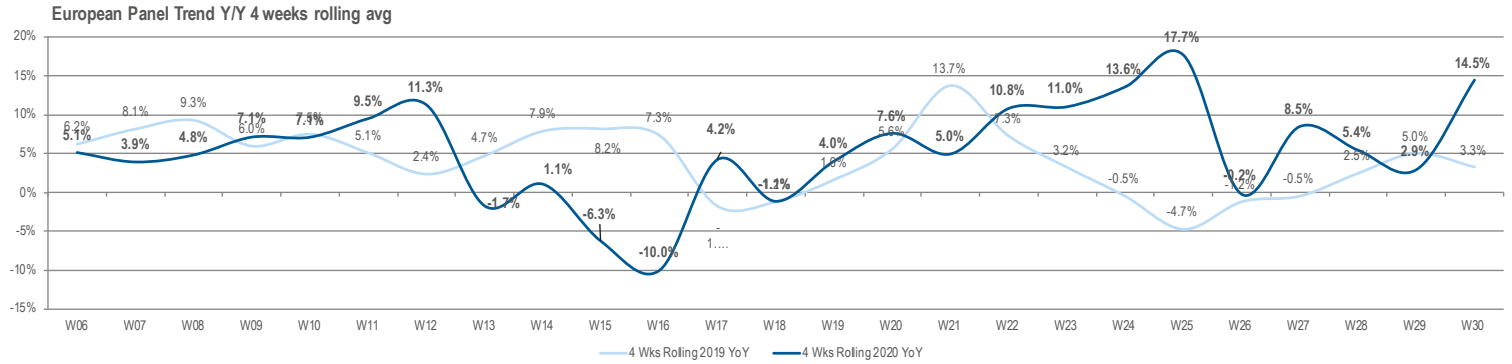


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

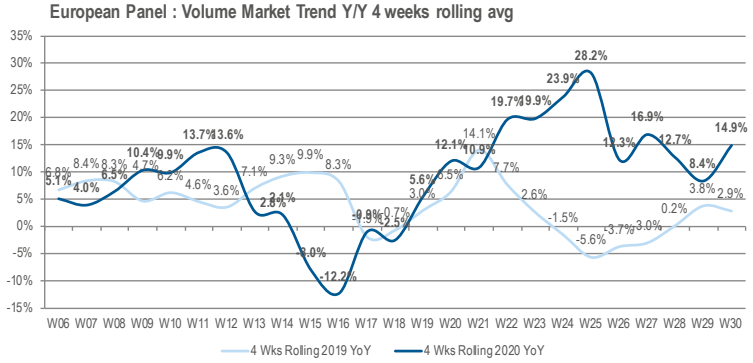
Back to Contents

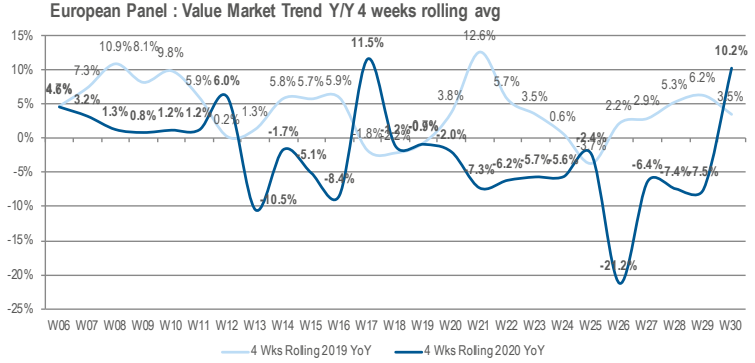
Weekly %YoY Trend

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



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





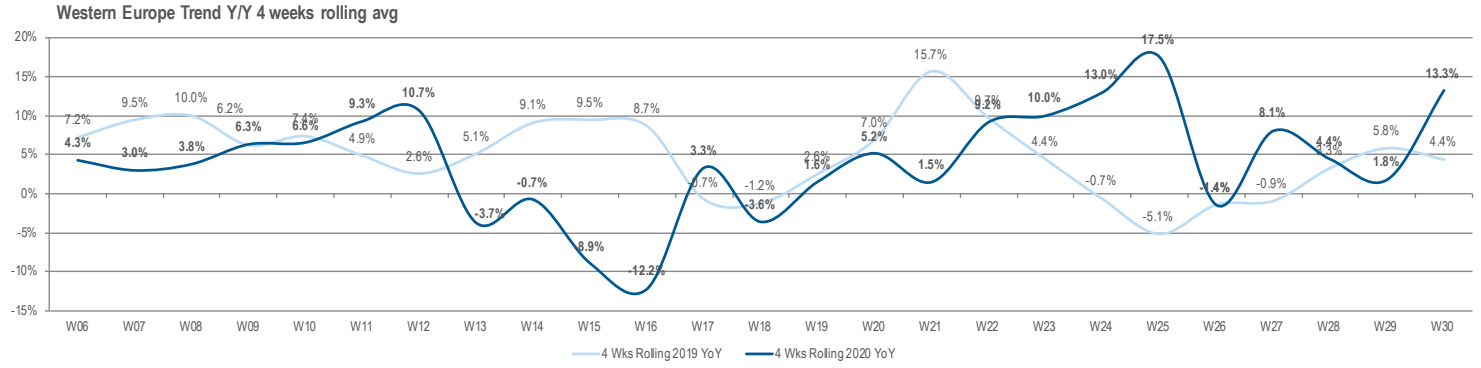
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

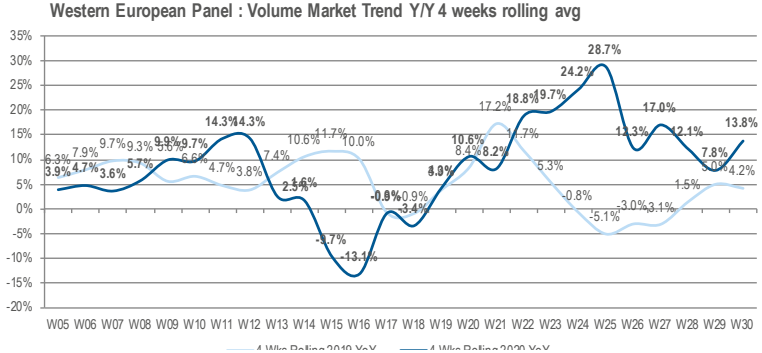
Weekly %YoY Trend Western Europe

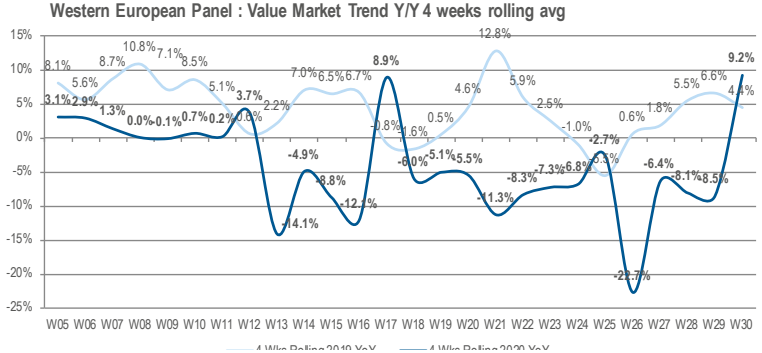
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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

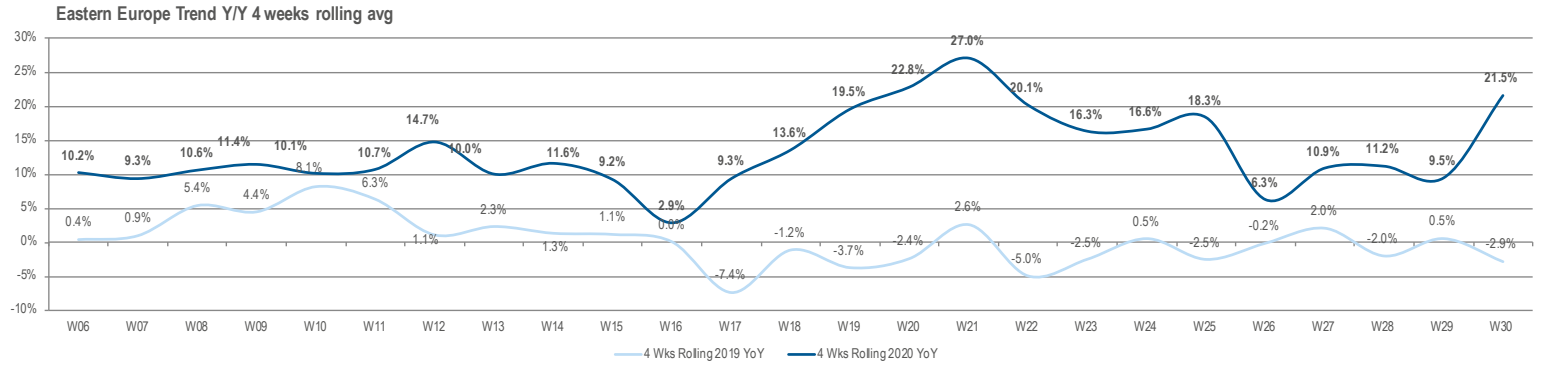




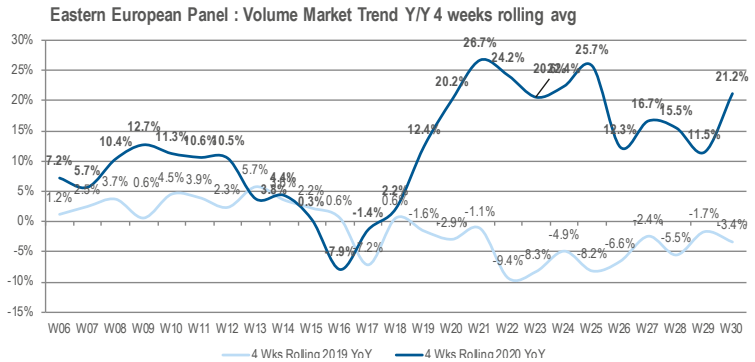
© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission
Back to Contents

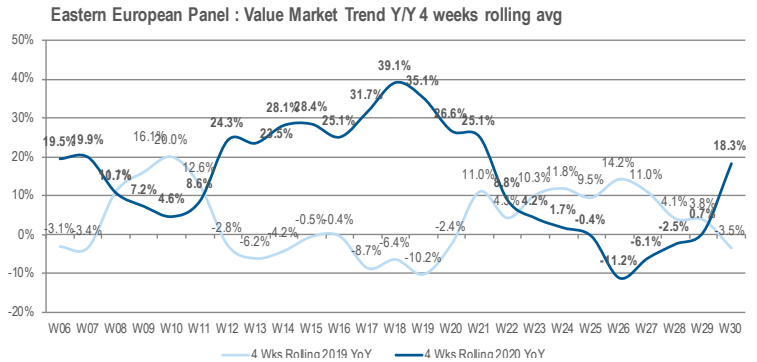
Weekly %YoY Trend Eastern Europe

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



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





CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend WE Thumbnails

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

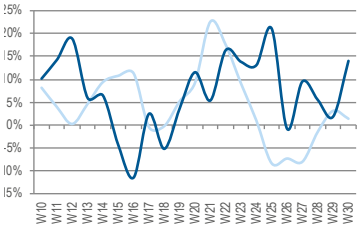
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

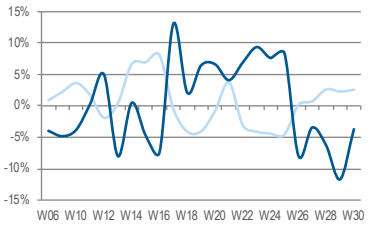
Rolling 4 Week Periods

2020 2019

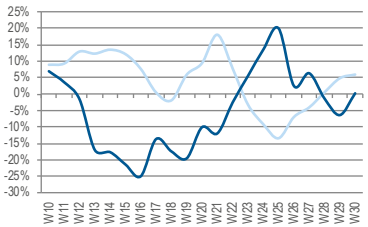
Germany growth Y/Y 4 weeks rolling avg



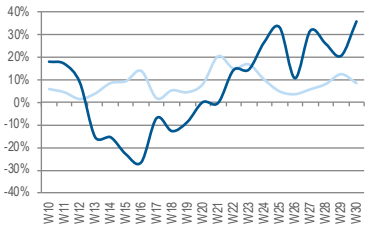
United Kingdom growth Y/Y 4 weeks rolling avg



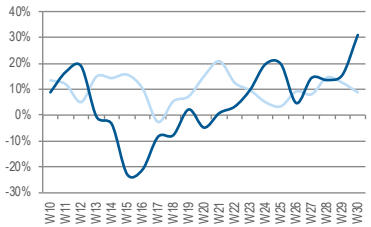
France growth Y/Y 4 weeks rolling avg



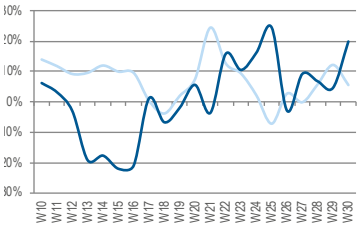
Italy growth Y/Y 4 weeks rolling avg



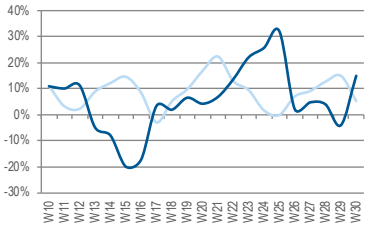
Spain growth Y/Y 4 weeks rolling avg



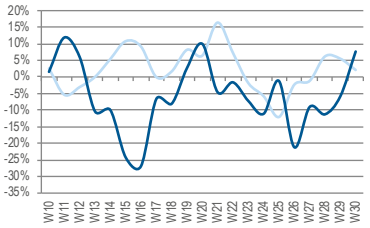
Belgium growth Y/Y 4 weeks rolling avg



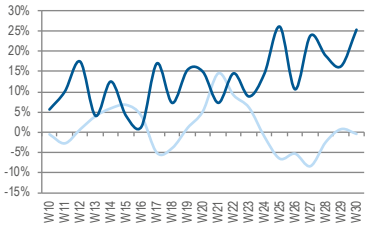
Portugal growth Y/Y 4 weeks rolling avg



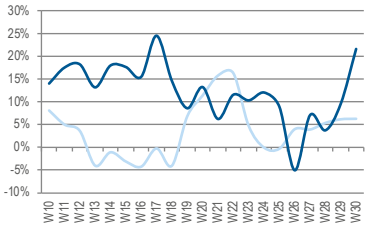
Austria growth Y/Y 4 weeks rolling avg



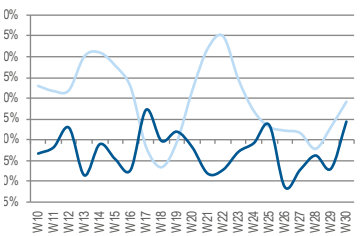
Switzerland growth Y/Y 4 weeks rolling avg



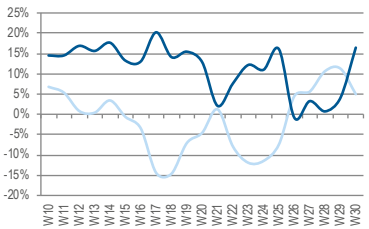
Other WE growth Y/Y 4 weeks rolling avg



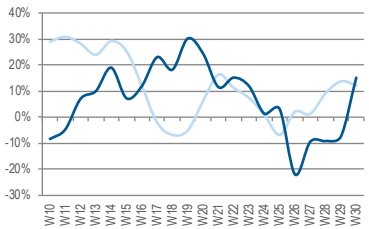
Sweden growth Y/Y 4 weeks rolling avg



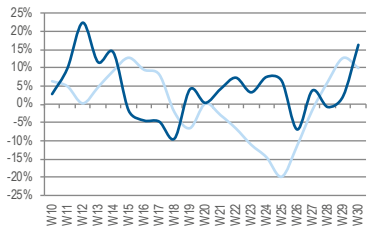
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

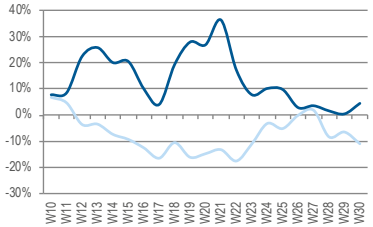
Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

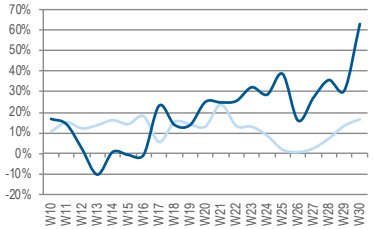
Rolling 4 Week Periods

2020 2019

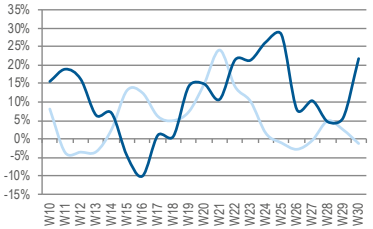
Russia growth Y/Y 4 weeks rolling avg



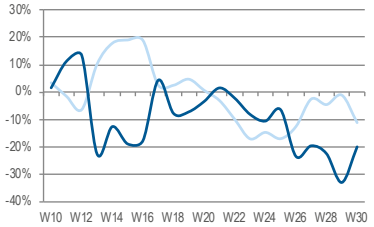
Poland growth Y/Y 4 weeks rolling avg



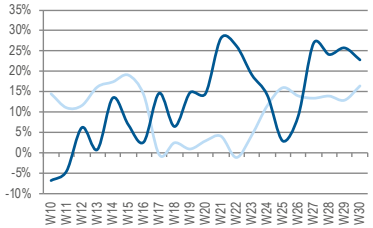
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg

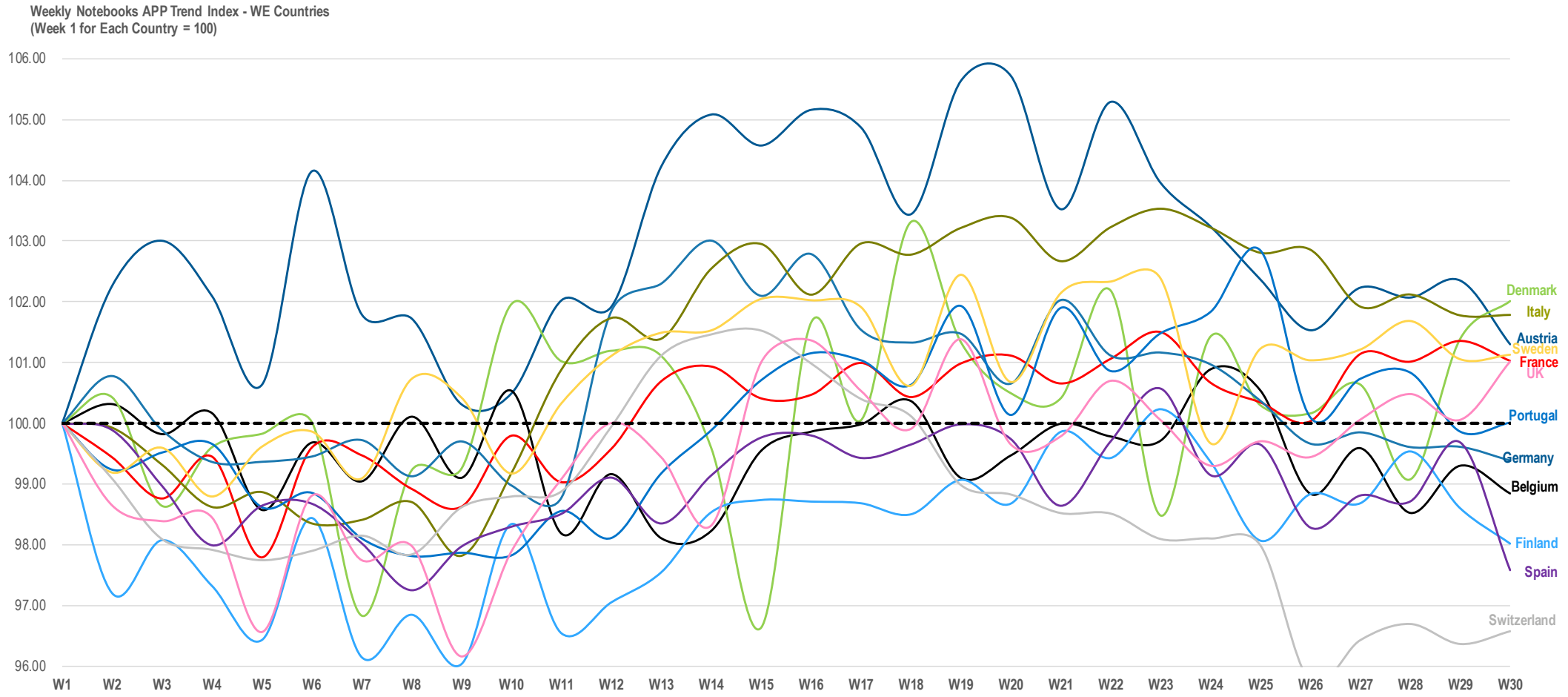


© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Weekly Notebooks Average Product Price Trend - Western Europe

APP Trend Index (Week 1 for Each Country = 100)



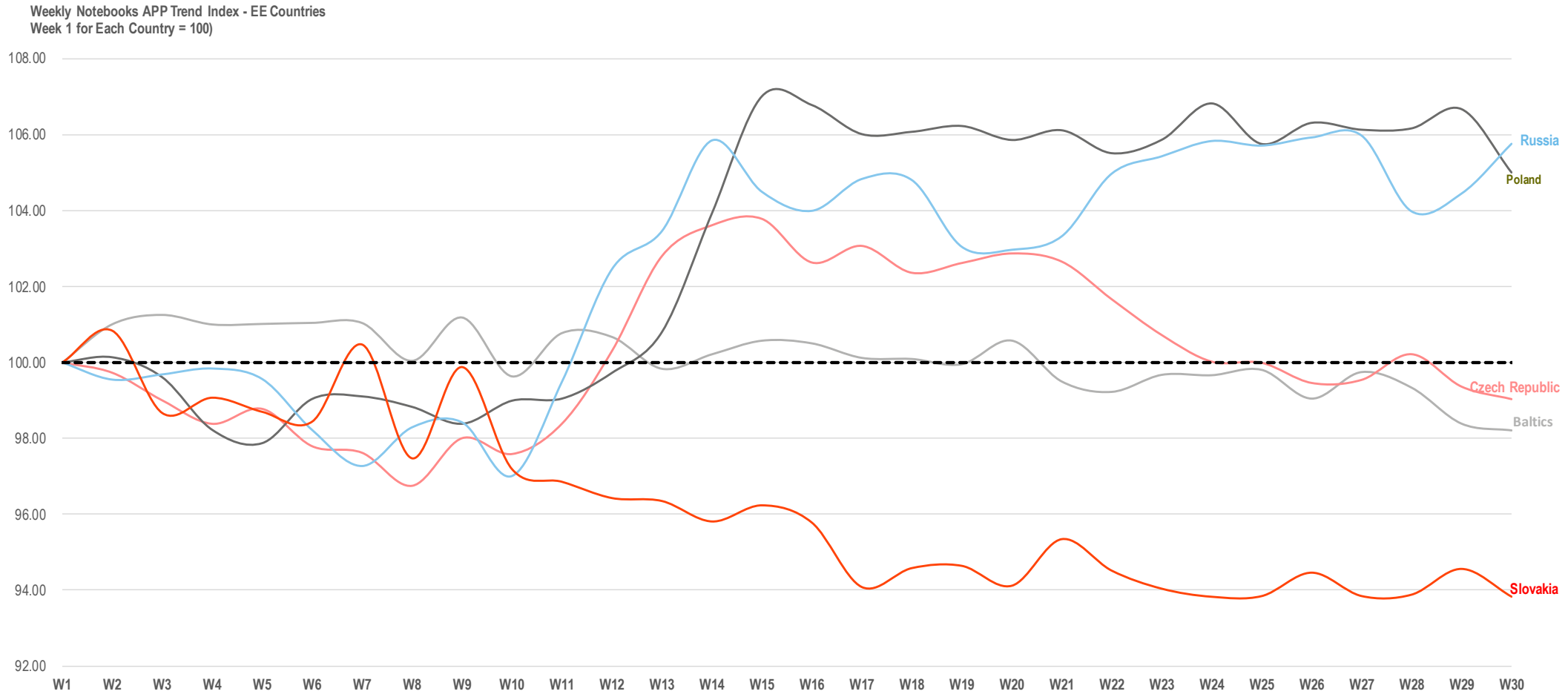
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Weekly Notebooks Average Product Price Trend - Eastern Europe

APP Trend Index (Week 1 for Each Country = 100)



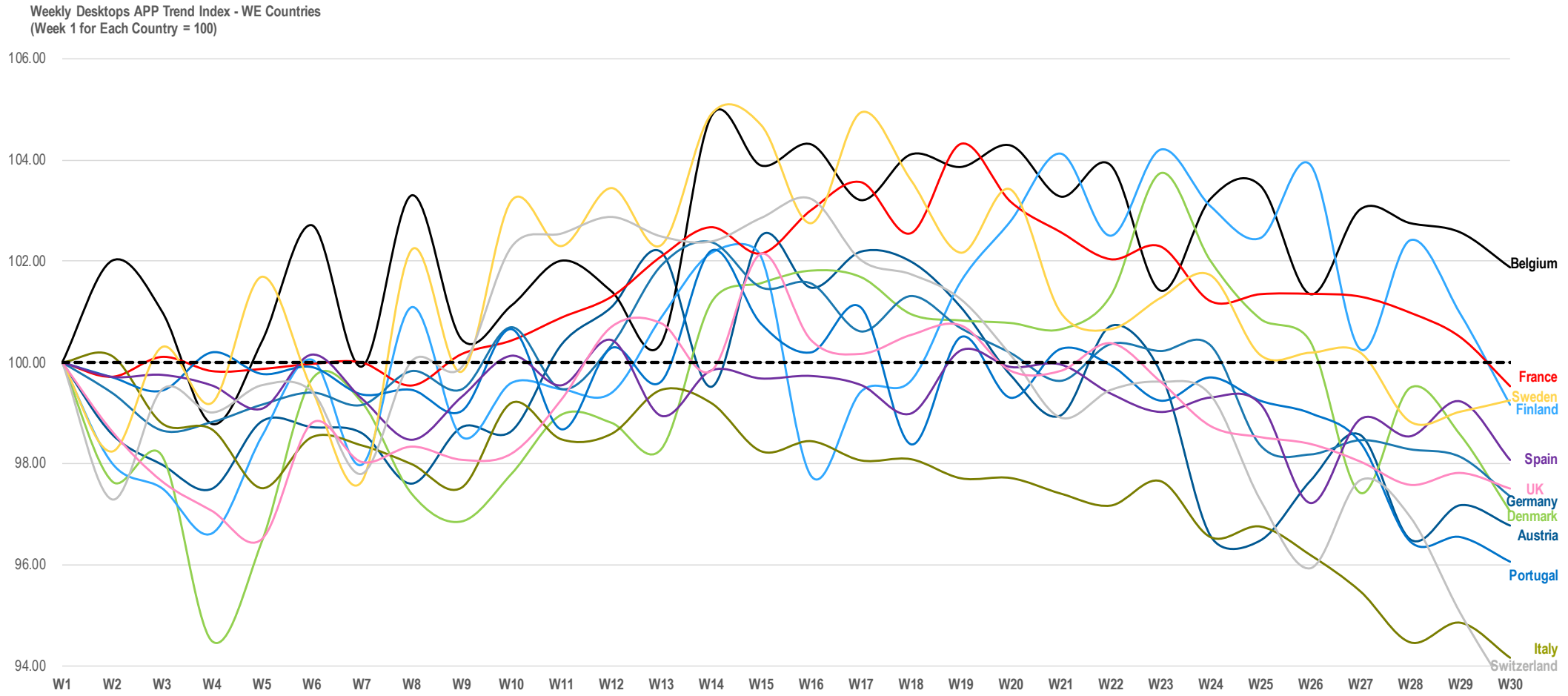
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Weekly Desktops Average Product Price Trend - Western Europe

APP Trend Index (Week 1 for Each Country = 100)



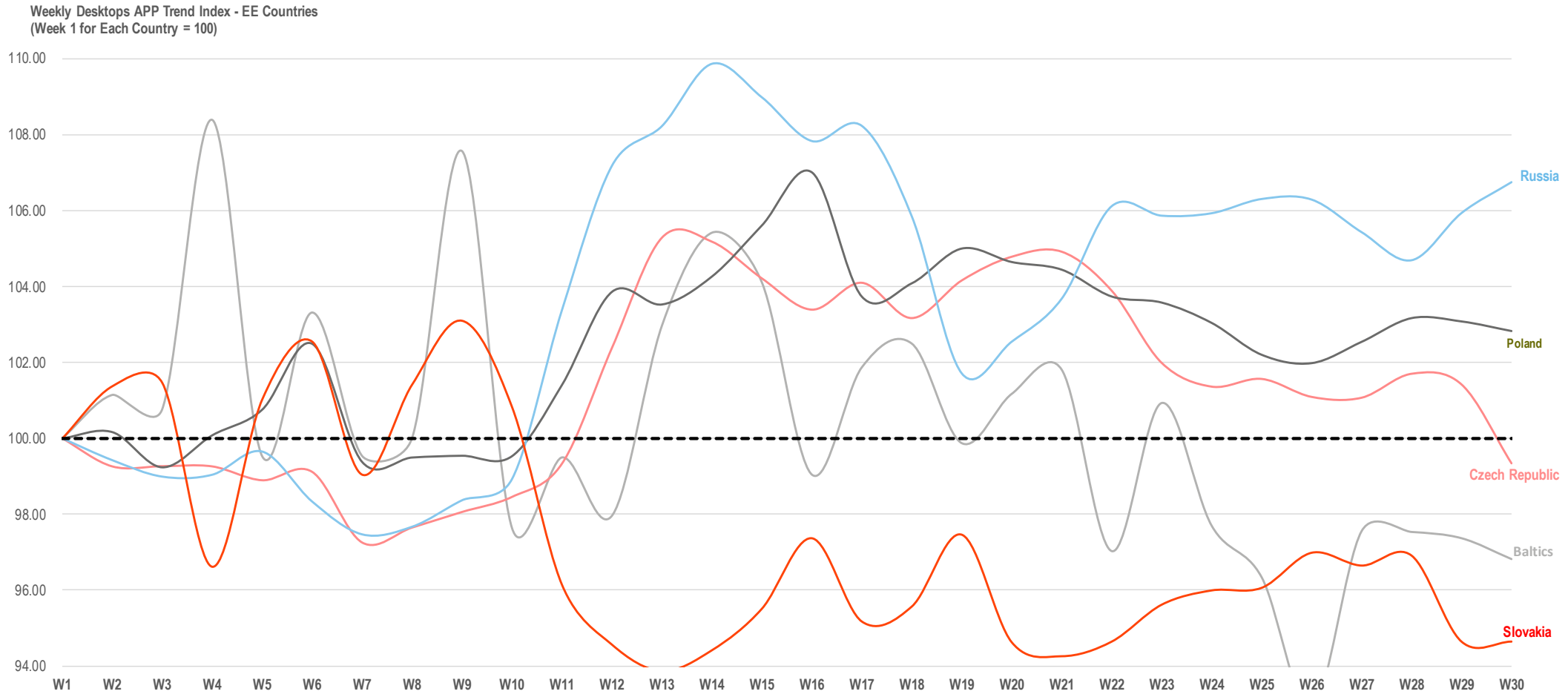
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Weekly Desktops Average Product Price Trend - Eastern Europe

APP Trend Index (Week 1 for Each Country = 100)



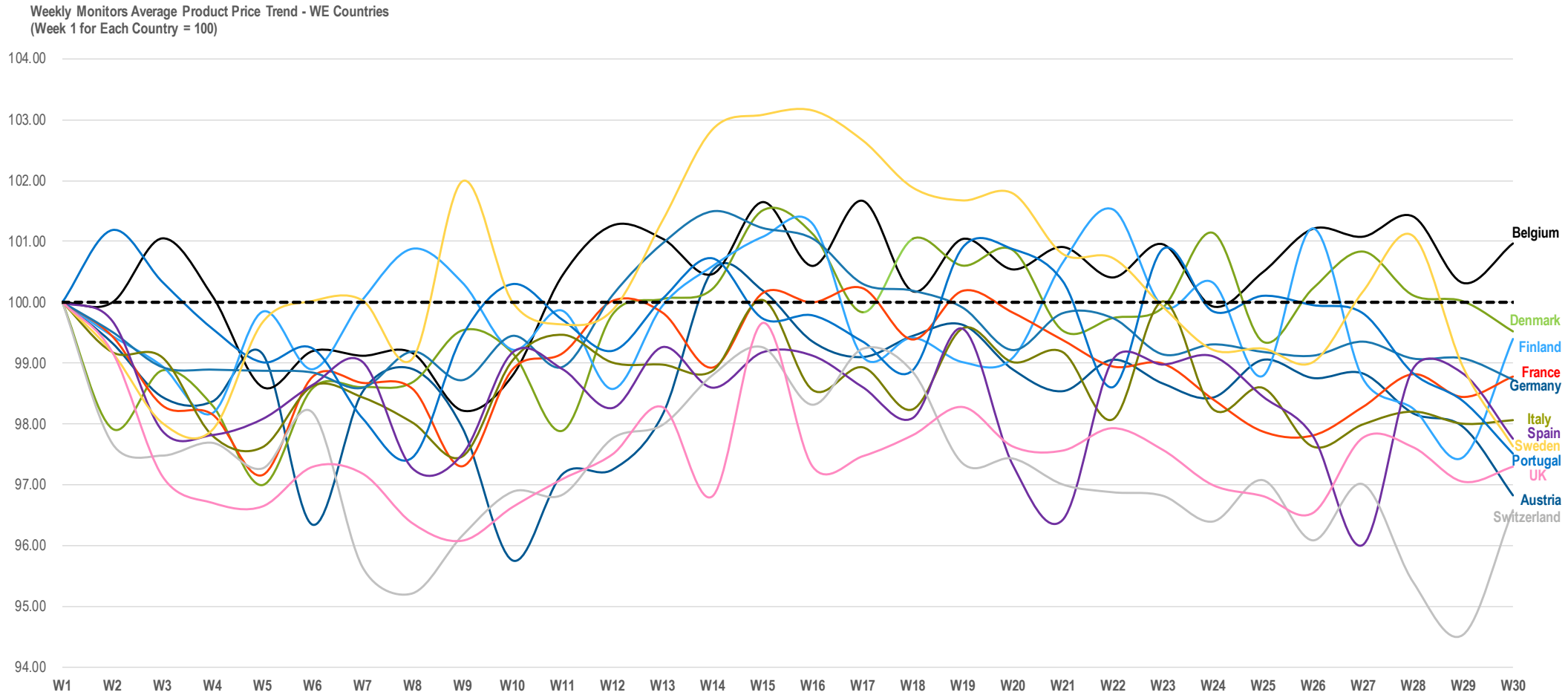
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Weekly Monitors Average Product Price Trend - Western Europe

APP Trend Index (Week 1 for Each Country = 100)



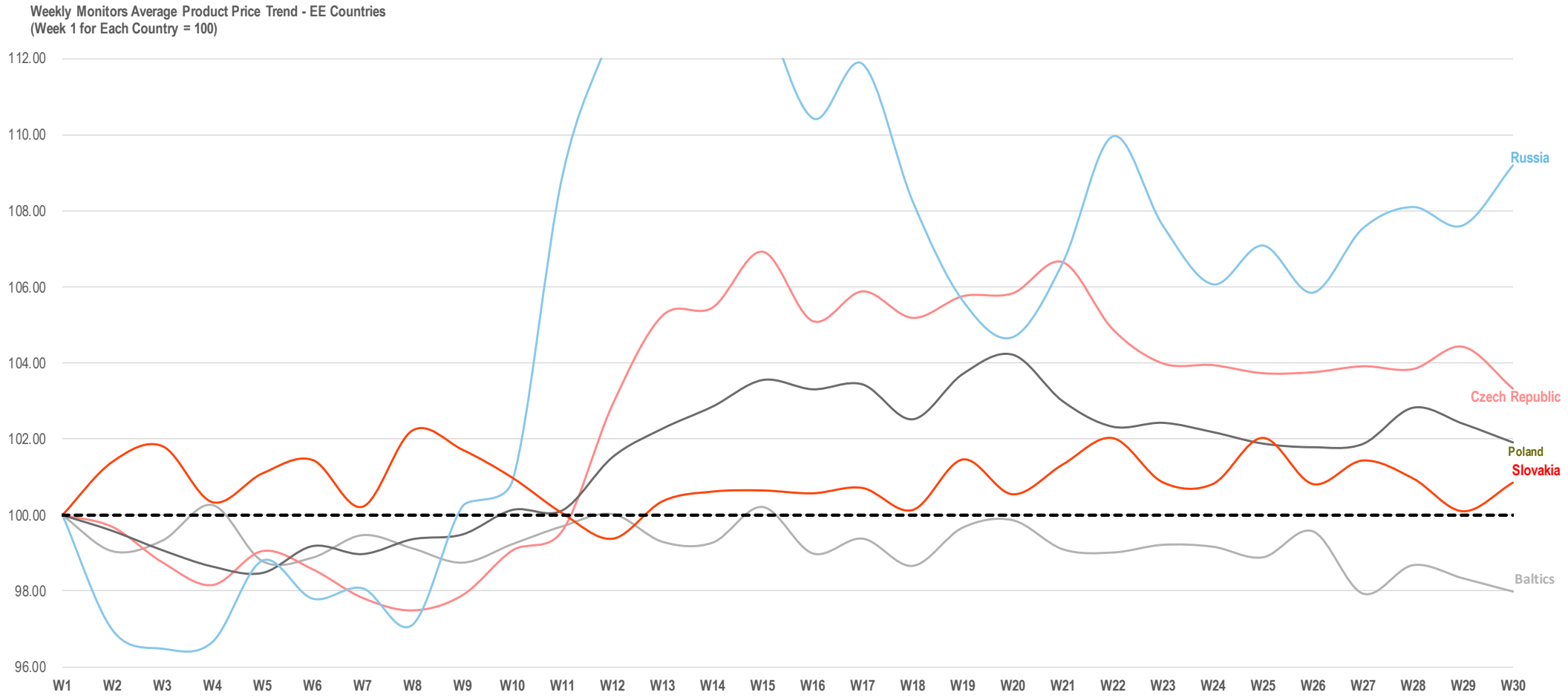
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

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.

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Computing Accessories	46%	8%	63%	44%	70%	63%	22%	58%	36%	47%	35%	32%	-13%	44%	-9%	60%	17%	16%	10%	38%	14%	35%
2	2	Mobile Computing	47%	15%	104%	32%	64%	17%	29%	13%	-12%	71%	17%	0%	-28%	28%	10%	85%	43%	34%	13%	36%	32%	35%
8	3	Software and Licences	15%	28%	80%	14%	26%	32%	14%	62%	9%	14%	63%	57%	95%	26%	78%	28%	19%	91%	-19%	28%	49%	29%
3	4	Telecommunications	32%	-25%	34%	-24%	42%	195%	69%	3%	28%	-9%	41%	31%	30%	46%	-64%	123%	48%	45%	137%	22%	53%	26%
5	5	Wearable Devices	14%	9%	18%	5%	66%	-3%	-21%	125%	-4%	89%	-7%	3%	-68%	-18%	-41%	133%	-4%	17%	-51%	14%	32%	16%
13	6	Warranties and Services	7%	45%	26%	-5%	33%	8%	10%	-29%	-19%	4%	5%	-10%	71%	-10%	-12%	52%	-26%	-16%	-59%	16%	1%	15%
7	7	Displays	27%	-25%	31%	-9%	44%	5%	5%	18%	31%	16%	44%	6%	0%	3%	8%	50%	46%	1%	-2%	5%	23%	8%
4	8	Computing Components	1%	-15%	8%	11%	40%	22%	11%	-4%	-3%	-4%	27%	6%	-30%	64%	17%	41%	-13%	55%	-29%	4%	20%	8%
6	9	Audio-Video Systems	7%	-37%	13%	7%	61%	41%	10%	-27%	-19%	34%	35%	58%	-24%	35%	-27%	78%	26%	57%	57%	4%	26%	6%
11	10	Wireless Networking	18%	-38%	30%	-29%	24%	-2%	26%	32%	-6%	-17%	-38%	-51%	150%	49%	14%	67%	-6%	13%	-4%	0%	22%	2%
9	11	Disk Storage	7%	-27%	24%	-12%	4%	30%	-5%	-27%	-11%	27%	10%	27%	76%	-1%	10%	9%	6%	3%	-55%	-1%	6%	0%
21	12	Server Computing	4%	4%	8%	-31%	-28%	58%	24%	-29%	-61%	7%	-77%	-5%	-63%	12%	53%	20%	-8%	-26%	-57%	-9%	34%	-1%
10	13	Other Networking Equipment	-2%	-20%	19%	-30%	5%	27%	23%	39%	-20%	-4%	-43%	-27%	-5%	33%	18%	-2%	180%	69%	0%	-5%	25%	-1%
18	14	Scanner Imaging	-14%	-4%	33%	11%	-2%	-10%	-25%	-21%	-20%	-36%	66%	89%	86%	34%	-2%	37%	-51%	101%	-22%	-2%	-6%	-2%
19	15	Printing	-13%	-13%	2%	5%	-5%	15%	84%	11%	-13%	62%	-2%	5%	-9%	-5%	-17%	76%	8%	45%	-21%	-3%	-3%	-3%
22	16	Data Center Networking and Security	-15%	29%	20%	-43%	-11%	53%	-50%	-16%	-7%	-17%	53%	17%	95%	6%	-17%	-41%	-58%	237%	-20%	-2%	-22%	-5%
12	17	Connectivity	1%	-19%	-14%	-22%	39%	5%	-2%	-22%	23%	4%	9%	28%	-3%	-1%	-11%	14%	-22%	-5%	-6%	-8%	-6%	-8%
14	18	Networking Systems	-6%	-34%	0%	-37%	22%	-4%	4%	8%	13%	-21%	-9%	-30%	5%	-11%	25%	31%	46%	35%	-61%	-13%	24%	-8%
15	19	Printing Consumables	-16%	-28%	-7%	7%	3%	13%	40%	18%	-19%	-15%	-23%	1%	-21%	2%	-26%	16%	-11%	-42%	-43%	-8%	-19%	-10%
17	20	Power Equipment	3%	-30%	-4%	-27%	-10%	2%	-3%	-16%	-12%	-45%	13%	-11%	-8%	14%	-20%	-7%	-11%	-20%	0%	-11%	-17%	-13%
16	21	Desktop Computing	-13%	-49%	-19%	-24%	-20%	-17%	-25%	-12%	29%	-27%	-30%	-7%	-42%	31%	18%	27%	16%	34%	-43%	-22%	18%	-15%
20	22	Smart Home and Office	2%	-51%	16%	-33%	138%	-80%	-92%	-43%	-65%	198%	35%	74%	286%	-55%	-12%	182%	176%	6547%	9%	-21%	369%	-17%
23	23	Removable Storage	16%	-65%	-22%	24%	-31%	8%	-18%	-17%	-6%	-53%	605%	-35%	-20%	10%	-53%	12%	-36%	-5%	-6%	-21%	-21%	-21%
24	24	Unified Communications	-11%	-51%	-19%	-63%	-56%	6%	-45%	-31%	-9%	-9%	-60%	-31%	-42%	-74%	-8%	9%	-73%	-7%	-44%	-35%	-9%	-31%
		Country Trend	14%	-4%	36%	0%	31%	25%	20%	8%	4%	15%	16%	16%	15%	22%	4%	63%	22%	23%	-20%			

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Unified Communications	-11%	-51%	-19%	-63%	-56%	6%	-45%	-31%	-9%	-9%	-60%	-31%	-42%	-74%	-8%	9%	-73%	-7%	-44%	-35%	-9%	-31%
2	2	Removable Storage	16%	-65%	-22%	24%	-31%	8%	-18%	-17%	-6%	-53%	605%	-35%	-20%	10%	-53%	12%	-36%	-5%	-6%	-21%	-21%	-21%
5	3	Smart Home and Office	2%	-51%	16%	-33%	138%	-80%	-92%	-43%	-65%	198%	35%	74%	286%	-55%	-12%	182%	176%	6547%	9%	-21%	369%	-17%
9	4	Desktop Computing	-13%	-49%	-19%	-24%	-20%	-17%	-25%	-12%	29%	-27%	-30%	-7%	-42%	31%	18%	27%	16%	34%	-43%	-22%	18%	-15%
8	5	Power Equipment	3%	-30%	-4%	-27%	-10%	2%	-3%	-16%	-12%	-45%	13%	-11%	-8%	14%	-20%	-7%	-11%	-20%	0%	-11%	-17%	-13%
10	6	Printing Consumables	-16%	-28%	-7%	7%	3%	13%	40%	18%	-19%	-15%	-23%	1%	-21%	2%	-26%	16%	-11%	-42%	-43%	-8%	-19%	-10%
11	7	Networking Systems	-6%	-34%	0%	-37%	22%	-4%	4%	8%	13%	-21%	-9%	-30%	5%	-11%	25%	31%	46%	35%	-61%	-13%	24%	-8%
13	8	Connectivity	1%	-19%	-14%	-22%	39%	5%	-2%	-22%	23%	4%	9%	28%	-3%	-1%	-11%	14%	-22%	-5%	-6%	-8%	-6%	-8%
3	9	Data Center Networking and Security	-15%	29%	20%	-43%	-11%	53%	-50%	-16%	-7%	-17%	53%	17%	95%	6%	-17%	-41%	-58%	237%	-20%	-2%	-22%	-5%
6	10	Printing	-13%	-13%	2%	5%	-5%	15%	84%	11%	-13%	62%	-2%	5%	-9%	-5%	-17%	76%	8%	45%	-21%	-3%	-3%	-3%
7	11	Scanner Imaging	-14%	-4%	33%	11%	-2%	-10%	-25%	-21%	-20%	-36%	66%	89%	86%	34%	-2%	37%	-51%	101%	-22%	-2%	-6%	-2%
15	12	Other Networking Equipment	-2%	-20%	19%	-30%	5%	27%	23%	39%	-20%	-4%	-43%	-27%	-5%	33%	18%	-2%	180%	69%	0%	-5%	25%	-1%
4	13	Server Computing	4%	4%	8%	-31%	-28%	58%	24%	-29%	-61%	7%	-77%	-5%	-63%	12%	53%	20%	-8%	-26%	-57%	-9%	34%	-1%
16	14	Disk Storage	7%	-27%	24%	-12%	4%	30%	-5%	-27%	-11%	27%	10%	27%	76%	-1%	10%	9%	6%	3%	-55%	-1%	6%	0%
14	15	Wireless Networking	18%	-38%	30%	-29%	24%	-2%	26%	32%	-6%	-17%	-38%	-51%	150%	49%	14%	67%	-6%	13%	-4%	0%	22%	2%
19	16	Audio-Video Systems	7%	-37%	13%	7%	61%	41%	10%	-27%	-19%	34%	35%	58%	-24%	35%	-27%	78%	26%	57%	57%	4%	26%	6%
21	17	Computing Components	1%	-15%	8%	11%	40%	22%	11%	-4%	-3%	-4%	27%	6%	-30%	64%	17%	41%	-13%	55%	-29%	4%	20%	8%
18	18	Displays	27%	-25%	31%	-9%	44%	5%	5%	18%	31%	16%	44%	6%	0%	3%	8%	50%	46%	1%	-2%	5%	23%	8%
12	19	Warranties and Services	7%	45%	26%	-5%	33%	8%	10%	-29%	-19%	4%	5%	-10%	71%	-10%	-12%	52%	-26%	-16%	-59%	16%	1%	15%
20	20	Wearable Devices	14%	9%	18%	5%	66%	-3%	-21%	125%	-4%	89%	-7%	3%	-68%	-18%	-41%	133%	-4%	17%	-51%	14%	32%	16%
22	21	Telecommunications	32%	-25%	34%	-24%	42%	195%	69%	3%	28%	-9%	41%	31%	30%	46%	-64%	123%	48%	45%	137%	22%	53%	26%
17	22	Software and Licences	15%	28%	80%	14%	26%	32%	14%	62%	9%	14%	63%	57%	95%	26%	78%	28%	19%	91%	-19%	28%	49%	29%
23	23	Mobile Computing	47%	15%	104%	32%	64%	17%	29%	13%	-12%	71%	17%	0%	-28%	28%	10%	85%	43%	34%	13%	36%	32%	35%
24	24	Computing Accessories	46%	8%	63%	44%	70%	63%	22%	58%	36%	47%	35%	32%	-13%	44%	-9%	60%	17%	16%	10%	38%	14%	35%
		Country Trend	14%	-4%	36%	0%	31%	25%	20%	8%	4%	15%	16%	16%	15%	22%	4%	63%	22%	23%	-20%			

CONTEXT Covid-19 Weekly Report

Largest Industry

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	47%	15%	104%	32%	64%	17%	29%	13%	-12%	71%	17%	0%	-28%	28%	10%	85%	43%	34%	13%	36%	32%	35%
2	2	Software and Licences	15%	28%	80%	14%	26%	32%	14%	62%	9%	14%	63%	57%	95%	26%	78%	28%	19%	91%	-19%	28%	49%	29%
3	3	Telecommunications	32%	-25%	34%	-24%	42%	195%	69%	3%	28%	-9%	41%	31%	30%	46%	-64%	123%	48%	45%	137%	22%	53%	26%
4	4	Printing Consumables	-16%	-28%	-7%	7%	3%	13%	40%	18%	-19%	-15%	-23%	1%	-21%	2%	-26%	16%	-11%	-42%	-43%	-8%	-19%	-10%
5	5	Warranties and Services	7%	45%	26%	-5%	33%	8%	10%	-29%	-19%	4%	5%	-10%	71%	-10%	-12%	52%	-26%	-16%	-59%	16%	1%	15%
6	6	Displays	27%	-25%	31%	-9%	44%	5%	5%	18%	31%	16%	44%	6%	0%	3%	8%	50%	46%	1%	-2%	5%	23%	8%
8	7	Disk Storage	7%	-27%	24%	-12%	4%	30%	-5%	-27%	-11%	27%	10%	27%	76%	-1%	10%	9%	6%	3%	-55%	-1%	6%	0%
7	8	Computing Components	1%	-15%	8%	11%	40%	22%	11%	-4%	-3%	-4%	27%	6%	-30%	64%	17%	41%	-13%	55%	-29%	4%	20%	8%
9	9	Desktop Computing	-13%	-49%	-19%	-24%	-20%	-17%	-25%	-12%	29%	-27%	-30%	-7%	-42%	31%	18%	27%	16%	34%	-43%	-22%	18%	-15%
10	10	Networking Systems	-6%	-34%	0%	-37%	22%	-4%	4%	8%	13%	-21%	-9%	-30%	5%	-11%	25%	31%	46%	35%	-61%	-13%	24%	-8%
12	11	Printing	-13%	-13%	2%	5%	-5%	15%	84%	11%	-13%	62%	-2%	5%	-9%	-5%	-17%	76%	8%	45%	-21%	-3%	-3%	-3%
11	12	Computing Accessories	46%	8%	63%	44%	70%	63%	22%	58%	36%	47%	35%	32%	-13%	44%	-9%	60%	17%	16%	10%	38%	14%	35%
13	13	Audio-Video Systems	7%	-37%	13%	7%	61%	41%	10%	-27%	-19%	34%	35%	58%	-24%	35%	-27%	78%	26%	57%	57%	4%	26%	6%
14	14	Server Computing	4%	4%	8%	-31%	-28%	58%	24%	-29%	-61%	7%	-77%	-5%	-63%	12%	53%	20%	-8%	-26%	-57%	-9%	34%	-1%
15	15	Data Center Networking and Security	-15%	29%	20%	-43%	-11%	53%	-50%	-16%	-7%	-17%	53%	17%	95%	6%	-17%	-41%	-58%	237%	-20%	-2%	-22%	-5%
16	16	Wireless Networking	18%	-38%	30%	-29%	24%	-2%	26%	32%	-6%	-17%	-38%	-51%	150%	49%	14%	67%	-6%	13%	-4%	0%	22%	2%
17	17	Wearable Devices	14%	9%	18%	5%	66%	-3%	-21%	125%	-4%	89%	-7%	3%	-68%	-18%	-41%	133%	-4%	17%	-51%	14%	32%	16%
18	18	Other Networking Equipment	-2%	-20%	19%	-30%	5%	27%	23%	39%	-20%	-4%	-43%	-27%	-5%	33%	18%	-2%	180%	69%	0%	-5%	25%	-1%
19	19	Power Equipment	3%	-30%	-4%	-27%	-10%	2%	-3%	-16%	-12%	-45%	13%	-11%	-8%	14%	-20%	-7%	-11%	-20%	0%	-11%	-17%	-13%
20	20	Connectivity	1%	-19%	-14%	-22%	39%	5%	-2%	-22%	23%	4%	9%	28%	-3%	-1%	-11%	14%	-22%	-5%	-6%	-8%	-6%	-8%
21	21	Removable Storage	16%	-65%	-22%	24%	-31%	8%	-18%	-17%	-6%	-53%	605%	-35%	-20%	10%	-53%	12%	-36%	-5%	-6%	-21%	-21%	-21%
22	22	Electronics	-33%	-53%	-17%	5%	-87%	3%	-13%	-55%	-10%	-54%	79%	66%	-20%	-55%	92%	-37%	25%	-52%	25%	-40%	42%	-29%
23	23	Smart Home and Office	2%	-51%	16%	-33%	138%	-80%	-92%	-43%	-65%	198%	35%	74%	286%	-55%	-12%	182%	176%	6547%	9%	-21%	369%	-17%
25	24	Games Consoles	86%		47%	101%	50%	163%	61%	60%	364%	-3%	314%	38%	95%	9%	-2%	201%	17%	241%	157%	69%	107%	81%
24	25	Unified Communications	-11%	-51%	-19%	-63%	-56%	6%	-45%	-31%	-9%	-9%	-60%	-31%	-42%	-74%	-8%	9%	-73%	-7%	-44%	-35%	-9%	-31%
27	26	Scanner Imaging	-14%	-4%	33%	11%	-2%	-10%	-25%	-21%	-20%	-36%	66%	89%	86%	34%	-2%	37%	-51%	101%	-22%	-2%	-6%	-2%
26	27	Terminals, Thin Clients and Points of S	-13%	-41%	-66%	-55%	10%	43%	192%	-42%	-71%	7%	-72%	-33%	-48%	-20%	17%	-58%	-59%	181%	-79%	-20%	-10%	-19%
28	28	Security	34%	-62%	-54%	7%	94%	-15%	-11%	-22%	-8%	114%	34%	8%	118%	-38%	26%	14%	31%	131%	-42%	-23%	25%	-16%
29	29	Tape Storage	-6%	-37%	36%	-11%	40%	110%	-71%	7%	-47%	42%	79%	99%	-66%	-10%	-41%	47%	196%	-65%	139%	-6%	-18%	-8%
30	30	Photo and Video Cameras	-6%	9%	-32%	-73%	13%	-18%	-84%	-93%	-77%	-59%	-38%	-38%	-82%	-41%	-59%	42%	-10%	12%	-58%	-22%	-12%	-18%

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019

Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W29	Rank-W30	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Web Cameras	365%	252%	433%	177%	345%	928%	96%	318%	326%	52%	510%	268%	43%	168%	9%	416%	128%	117%	175%	292%	69%	247%
2	2	Games Accessories	109%		137%	91%	63%	186%	61%	57%	329%	47%	504%	34%	132%	5%	-3%	256%	66%	174%	164%	85%	137%	98%
N/A	3	Project Management Software	30%	169%	584%	-35%	165%	608%	-55%	59%	346%	221%	140%	87%	190%	94%	133%	951%	32%	365%	0%	66%	588%	81%
3	4	Games Software	58%		46%	-34%	66%	47%	-100%	1115%	138%	275%	-61%	-51%	289%	-91%	-50%	45%	172%	307%	696%	46%	110%	79%
6	5	Virtualisation Software	224%	-34%	30%	-3%	200%	7%	48%	579%	-19%	198%	69%	0%	-28%	36%	67%	343%	40%	-37%	-30%	69%	107%	73%
19	6	Developer Tools Software	-26%	89%	658%	91%	55%	77%	-36%	-26%	0%	102%	145%	43%	444%	56%	98%	-31%	-24%	2307%	-62%	72%	-14%	67%
N/A	7	Copier-based MFPs	27%	-24%	171%	226%	2%	14%	422%	76%	-28%	0%	-69%	-62%	-9%	252%	1%	81%	-9%	-28%	250%	87%	5%	63%
35	8	Data Management Software	57%	57%	193%	108%	82%	91%	-17%	77%	-27%	-8%	66%	61%	133%	5%	21%	34%	37%	210%	-73%	63%	27%	60%
37	9	Security Software	73%	61%	40%	62%	9%	1%	62%	-5%	-24%	7%	50%	42%	128%	80%	77%	4%	-4%	69%	-34%	52%	38%	51%
7	10	Mobile Computing Cases	82%	14%	119%	52%	33%	126%	58%	80%	19%	66%	70%	100%	-22%	15%	29%	22%	76%	32%	59%	49%	38%	49%
5	11	Docking Stations	40%	33%	87%	101%	120%	14%	36%	73%	9%	-1%	5%	-2%	-22%	69%	-21%	52%	11%	4%	-24%	47%	8%	44%
17	12	Smart Lighting and Electricals	-18%		287%	-30%	166%		125%	-34%	-5%	91%	351%	28%	268%	-67%	-16%	245%	212%	698%	86%	31%	140%	41%
18	13	Notebooks	41%	21%	105%	37%	76%	22%	39%	17%	-10%	84%	1%	-4%	-29%	38%	9%	89%	38%	33%	9%	38%	32%	37%
4	14	Powerline Devices	44%	-30%	118%	-12%	108%	79%	147%	176%	-14%	86%	-34%	38%	45%	44%	1%	59%	563%	99%	-28%	35%	99%	36%
9	15	Mobile Computing Accessories and Parts	77%	-21%	87%	43%	49%	20%	-9%	69%	5%	38%	-37%	142%	55%	67%	32%	24%	92%	45%	14%	35%	38%	35%
33	16	Office Applications Software	-21%	49%	61%	30%	16%	27%	41%	37%	89%	25%	89%	140%	182%	43%	204%	33%	30%	280%	24%	28%	119%	35%
8	17	Digital Media Players	63%	-31%	23%	14%	148%	7%	-58%	48%	72%	9%	-42%	0%	2%	137%	-29%	-20%	369%	92%	-12%	35%	13%	34%
13	18	Labelling Tapes	37%	10%	29%	43%	-11%	56%	32%	-3%	106%	-22%	322%	247%	502%	9%	-25%	40%	-5%	-9%	14%	37%	-5%	32%
N/A	19	Consoles Fixed	-50%		-46%	567%	-62%	2%		238%	2667%	-91%	-100%	117%	-76%	2354%	760%	142%	-15%	0%	91%	-26%	65%	31%
12	20	Keyboards and Keypads	21%	-13%	18%	36%	84%	134%	18%	48%	58%	58%	77%	30%	55%	80%	17%	71%	-19%	13%	35%	32%	25%	31%
24	21	Tablet PCs	72%	-3%	106%	21%	25%	-4%	-6%	-6%	-12%	15%	97%	28%	-21%	-3%	14%	48%	79%	62%	77%	30%	37%	30%
21	22	Smartphones	32%	-20%	35%	-23%	43%	234%	71%	2%	29%	-9%	42%	32%	31%	48%	-69%	128%	50%	47%	147%	24%	59%	29%
10	23	E-Readers	-25%	23%	86%	120%	113%	-2%		37%	-83%	95%	-6%	-32%	175%	46%	-17%	55%	1464%	-24%	508%	37%	0%	28%
32	24	Network Management Software	36%	10%	87%	40%	-34%	-2%	120%	-32%	20%	-8%	169%	99%	37%	41%	77%	-27%	18%	-2%	-54%	27%	39%	28%
15	25	Smart Watches	3%	59%	19%	-2%	89%	52%	-18%	171%	-22%	115%	-29%	3%	-68%	9%	-29%	107%	18%	-19%	-54%	27%	33%	27%
N/A	26	Servers (Unix)	205%	64%	600%	-44%	-76%	-41%	4%	55%	-100%	-100%	-91%	0%		-77%	0%	-99%	46%			30%	-64%	27%
39	27	Televisions	-15%	-58%	122%	14%	287%	-7%	-36%	-35%	131%	81%	694%	108%	-25%	-15%	49%	92%	59%	-16%	86%	15%	56%	26%
14	28	Graphics Cards	28%	4%	83%	2%	60%	-7%	123%	9%	34%	55%	19%	-17%	-87%	22%	-46%	84%	18%	26%	9%	24%	19%	23%
30	29	Telephony and Conference Systems	106%	-37%	-23%	2%	73%	215%	109%	139%	66%	73%	130%	-44%	63%	121%	-19%	144%	65%	26%	732%	25%	2%	21%
23	30	Monitors	33%	9%	17%	1%	49%	24%	19%	44%	62%	8%	14%	0%	-5%	2%	1%	61%	61%	13%	-20%	20%	19%	20%
11	31	Wireless Adapters	6%	-25%	54%	-6%	77%	32%	7%	23%	55%	66%	-31%	107%	-14%	23%	27%	82%	90%	79%	-13%	12%	51%	20%
38	32	Host Bus Adapters	-5%	-14%	56%	12%	0%	33%	-9%	-37%	335%	-67%	-17%	-1%	-3%	74%	153%	37%	-89%	95%	-23%	10%	78%	18%
22	33	Headsets/Headphones and Microphones	13%	-23%	27%	27%	50%	61%	8%	-30%	-33%	60%	88%	73%	-32%	28%	-17%	98%	36%	81%	66%	13%	40%	15%
N/A	34	Warranties and Services	7%	45%	26%	-5%	33%	8%	10%	-29%	-19%	4%	5%	-10%	71%	-10%	-12%	52%	-26%	-16%	-59%	16%	1%	15%
25	35	Mice	8%	-23%	51%	-13%	56%	45%	3%	22%	53%	52%	74%	7%	-17%	16%	9%	91%	6%	-4%	19%	11%	29%	15%
36	36	Inkjet Printers	-4%	-1%	3%	40%	26%	-6%	-26%	-60%	-34%	39%	159%	12%	26%	95%	72%	118%	31%	246%	23%	5%	83%	15%
29	37	Disk Drives	6%	-37%	34%	3%	71%	19%	-19%	-21%	23%	50%	-6%	45%	-4%	22%	-6%	104%	-26%	-4%	26%	9%	33%	14%
16	38	Processors	-5%	10%	-17%	16%	37%	27%	16%	5%	1%	-15%	67%	-6%	4%	99%	45%	28%	-27%	148%	-41%	9%	27%	12%
31	39	Network Routers	3%	-26%	72%	-25%	99%	38%	-34%	-40%	4%	162%	88%	70%	34%	-19%	8%	62%	63%	42%	-85%	12%	9%	11%
26	40	NAS Devices	27%	-3%	3%	16%	6%	5%	-6%	9%	-15%	-21%	69%	64%	-43%	2%	-17%	66%	-10%	-3%	-30%	12%	8%	11%
20	41	Notebook Workstations	1%	-13%	57%	23%	41%	34%	38%	27%	-36%	63%	3%	14%	-21%	24%	163%	97%	-33%	-8%	2%	7%	62%	11%
N/A	42	Network Management and Security Appliances	-6%	25%	27%	-16%	22%	42%	-25%	27%	44%	58%	33%	87%	107%	-3%	15%	-43%	-81%	376%	-41%	11%	-12%	9%
42	43	All-In-One Inkjets	-13%	-2%	41%	-28%	15%	-4%	144%	22%	-32%	66%	40%	-21%	-21%	-10%	-31%	163%	70%	44%	28%	4%	50%	8%
28	44	Network Expansion Modules	-29%	42%	-4%	-19%	-26%	132%	-16%	35%	-28%	-88%	64%	-25%	81%	48%	63%	24%	-1%	232%	-78%	1%	57%	7%
34	45	Wired Network Adapters	-17%	3%	45%	10%	26%	97%	13%	-11%	7%	48%	49%	63%	-19%	2%	27%	24%	22%	6%	9%	5%	24%	7%
N/A	46	Hard Disk Drives (HDDs)	11%	-17%	19%	-4%	42%	27%	-16%	-14%	-16%	117%	-1%	10%	-41%	12%	7%	29%	-1%	64%	-52%	5%	10%	6%
N/A	47	Large Format/Plotter Printers	-6%	-39%	50%	-22%	37%	12%	7%	-11%	-6%	101%	3%	-29%	-55%	-13%	3%	-26%	-31%	16%	87%	4%	-6%	3%
N/A	48	Database Management Software	-47%	111%	-5%	20%	-14%	20%	-1%	207%	89%	41%	-26%	175%	-3%	28%	-67%	-36%	-53%	-3%	20%	9%	-50%	3%
50	49	Wireless Access Points	20%	-37%	32%	-31%	27%	-4%	24%	38%	-9%	-18%	-34%	-54%	160%	55%	7%	70%	-9%	12%	7%	1%	18%	3%
44	50	Storage Controllers	-3%	2%	-13%	-6%	70%	10%	-20%	-18%	-59%	31%	41%	-32%	-43%	-48%	89%	1%	-43%	44%	-21%	-6%	61%	2%

CONTEXT Covid-19 Weekly Report

Top Decline Category

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

Traffic Lights

Above 15%

Inbetween

Below -20%

Rank W30	Rank W29	Category	WESTERN EUROPE													EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Netherlands	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	MP3/MP4 Players	-71%	-64%	-62%	-67%	-100%	-44%	-79%	-59%	-54%	-59%	-33%	-28%	-66%	96%	-100%	3%	-25%	3%	100%	-72%	-23%	-34%
19	3	3D Printers	-64%	+11%	-86%	-100%	-81%	264%	-67%	140%		-100%	-100%	-100%	-100%	-80%		233%	-81%	75%	-96%	-72%	7%	-71%
3	2	Privacy Screens	-73%	-66%	-53%	-76%	-51%	-67%	-74%	-58%	-66%	-56%	-61%	-57%	-50%	-58%		-19%		-57%	7%	-68%	-13%	-56%
5	4	Presentation Devices	-63%	-63%	-66%	-64%	-79%	-11%	-60%	-69%	???	-4%	-54%	-73%	-65%	-68%	-70%	-19%	-79%	-67%	-67%	-64%	-68%	-64%
6	5	Network Chassis	-68%	-6%	-67%	-63%	-77%	-68%	-64%	-58%	-58%	-51%	-56%	-17%	-100%	-33%	-50%	-39%	-100%	-5%		-67%	-50%	-66%
4	6	Packer Makable, Warehousing and Logistics	-71%	-69%	-68%	-79%	-68%	-44%	-39%	-69%	-49%	-49%	-83%	-86%	-50%	-77%	-69%	-57%	-9%	-67%	-9%	-68%	-69%	-69%
9	7	Barcodes SPS Devices	-50%	-44%	-44%	-64%	-49%	-24%	-100%	-100%	-43%	-77%	-86%	-9%	-50%	-67%		-33%	-31%	-38%	-14%	-56%	-19%	-49%
23	8	Home Sound Systems	-54%	-56%	-39%	-10%	-100%	3%	9%	-50%	-79%	-9%	9%	-50%	-50%	-100%	-33%	-89%	-100%	-6%	-50%	-42%	-66%	-47%
17	9	Label/Barcode Receipt Printers	-7%	-9%	-64%	-18%	-7%	-4%	-51%	-19%	-33%	-33%	-33%	-50%	-50%	-13%	0%	-5%	-18%	-14%	-33%	-16%	-9%	-15%
10	10	Eye Estimation Printers	-27%	-48%	-64%	-59%	-54%	-56%	-100%	108%	-73%	-59%	-43%	-48%	-50%	-43%	-50%	-113%	-75%	-48%	-9%	-44%	-27%	-40%
7	11	Server Hardware	-61%	-9%	-73%	-11%	-50%	-50%	-71%	-50%	-29%	-77%	-50%	-9%	-50%	-100%	-14%	-73%	-50%	-50%	-50%	-39%	-11%	-32%
14	12	Portable Power Banks	-60%	-56%	-69%	-50%	-43%	-11%	-53%	-59%	-49%	-70%	-49%	-67%	-50%	-53%	19%	-38%	-56%	-9%	-68%	-49%	-19%	-43%
12	13	Portable Speakers	-73%	-54%	-39%	-69%	-7%	-72%	9%	86%	-59%	-54%	-67%	-67%	Kinetik	-50%	-81%	-17%	-81%	-13%	-50%	-58%	-49%	-47%
11	14	Smartphone Protective Cases	-19%	-56%	-14%	-47%	-29%	-56%	9%	-53%	9%	-19%	-50%	-113%	-50%	-17%	-50%	-29%	-69%	-50%		-43%	-9%	-39%
17	15	Memory Cards	-16%	-71%	-53%	-50%	-27%	-14%	-9%	-39%	-19%	-69%	-194%	-42%	-33%	-39%	-50%	-9%	-69%	-9%	-14%	-47%	-14%	-39%
17	16	Smart Home Automation	-33%	-56%	-58%	-39%	-64%	-56%		-59%	-19%		-77%	-100%		-17%		-139%	-94%	-100%	-9%	-19%	-33%	-9%
8	17	ADA Accessories	-16%	-100%	-50%	-69%	-19%	-100%	-51%	-50%	-100%	-43%	-69%	-100%	-100%	-50%	-100%	-81%	-77%	-81%	-77%	-100%	-43%	-54%
17	18	Smart Speakers	-9%	-56%	-34%	-39%	-86%	-9%	-54%	-39%	-50%	-79%	-56%	-69%				-48%	-81%	-100%	-81%	-53%	-48%	-50%
22	19	Mobile Phones	-57%	-43%	-47%	-49%	-18%	233%	333%	-9%	9%	-56%	-27%	-6%	-9%	-19%	-50%	-54%	-56%	-19%	-38%	-14%	-50%	-34%
21	20	VOIP Systems	-19%	-54%	-39%	-54%	-39%	-9%	-43%	-39%	-11%	-19%	-56%	-39%	-39%	-19%	-9%	-56%	-19%	-9%	-43%	-39%	-9%	-31%
16	21	Desktop Thin Clients	-53%	-9%	-69%	-53%	-51%	-69%	17%	-9%	-11%	-50%	-9%	-11%	-33%	-49%	-31%	-53%	-71%	-59%	-69%	-44%	-9%	-26%
20	22	Satellite Telephones	-19%	-100%	-50%	-50%	-57%	14%	143%	9%	-34%	-54%	-39%	-54%	-50%	-53%	-57%	-50%	-81%	-75%	-38%	-50%	-9%	-29%
15	23	Graphics Accessories	-11%	-43%	-39%	-39%	9%	11%	-69%	-33%	-53%	6%	-53%	-11%	-69%	-69%	-50%	14%	-38%	-100%	-56%	-31%	-33%	-32%
37	24	Wireless LAN Controllers	-11%	-50%	-36%	-4%	-51%	-56%	-59%	-50%	-50%	-54%	-54%	-21%	-69%	-19%	-100%	-31%	-69%	-69%	-94%	-37%	-26%	-33%
18	25	Smartphone Screen Protectors	-117%	-73%	-73%	-100%	-19%	-69%	-69%	108%		-51%		-76%	-100%	-51%	-75%	-9%	-33%	-100%	-56%	-54%	-9%	-31%
24	26	Projectors	6%	-69%	-6%	-24%	-39%	-24%	-34%	-29%	-23%	-13%	-69%	-27%	-19%	9%	-69%	-19%	3%	-6%	-19%	-29%	-13%	-23%
26	27	Digital Cameras	-26%	-69%	-33%	-77%	-9%	-51%	-69%	-59%	-59%	-59%	-7%	-43%	-51%	-6%	-59%	-82%	-19%	-11%	-63%	-51%	-13%	-31%
13	28	SAN Switches and Directors	-9%	-9%	-13%	-39%	-54%	-69%	-11%	-59%	-69%	-43%	-51%	-21%	-100%	-11%	-50%	-59%	-94%	-86%	-9%	-19%	-59%	-32%
31	29	Fiber Libraries	-27%	21%	-69%	-7%	-100%	-100%	-51%	-100%	-59%	???	-56%	-9%	-69%	-27%	-81%	-9%	-94%	-3%	-50%	-11%	-54%	-21%
27	30	Notebook Power Adapters	-51%	-51%	-50%	-6%	-33%	-7%	3%	-39%	-1%	-39%	-19%	-1%	-33%	-14%	-59%	-31%	-9%	-41%	-69%	-31%	-23%	-31%
27	31	Smartphone Pocket Chargers	-17%	-59%	-41%	-19%	-9%	-39%	-37%	-9%	-7%	-11%	-56%	-89%	-69%	-19%	-50%	-59%	-19%	-119%	-38%	-37%	-4%	-19%
30	32	Connectivity Switches (Rails and WSM)	-9%	-29%	-39%	-33%	-43%	-39%	-44%	-71%	-19%	-19%	-84%	-119%	-39%	-43%	-81%	-9%	-94%	-44%	-9%	-27%	-19%	-19%
32	33	Desktop Workstations (PC/Mac)	-33%	-69%	-31%	-19%	-39%	-69%	-9%	-56%	-43%	-53%	-7%	-39%	-71%	-9%	-56%	-109%	-69%	-9%	-9%	-13%	-113%	-11%
32	34	Toner	-13%	-54%	-19%	-9%	-9%	-13%	-13%	-19%	-19%	-19%	-69%	-19%	-19%	-13%	-29%	-1%	-19%	-41%	-41%	-14%	-24%	-19%
34	35	IP Cameras	-39%	-41%	-54%	-1%	-50%	-14%	-11%	-13%	-9%	-114%	-34%	-9%	-119%	-14%	-34%	-16%	-31%	-113%	-43%	-12%	-36%	-19%
33	36	Network Switches	-19%	-19%	-39%	-19%	-33%	-13%	11%	-21%	-11%	-19%	-23%	-13%	-9%	-41%	-11%	-16%	-69%	-31%	-21%	-11%	-36%	-14%
37	37	Large Format Displays	-23%	-39%	-1%	-19%	-19%	-39%	-37%	-1%	-13%	-39%	-67%	-7%	-11%	-3%	-100%	-43%	-9%	-19%	-39%	-19%	-20%	-19%
35	38	Hard Media	-39%	-6%	-39%	-29%	-16%	-1%	-43%	-29%	-69%	-29%	-29%	-100%	-13%	-23%	-19%	-9%	-6%	-69%	-11%	-14%	-19%	-15%
39	39	Desktops	-13%	-39%	-11%	-39%	-19%	-11%	-39%	-21%	-51%	-29%	-37%	-1%	-39%	-9%	-11%	-39%	-19%	-36%	-44%	-29%	-13%	-19%
38	40	Uninterruptable Power Supplies (UPS)	-3%	-39%	-14%	-23%	-1%	-9%	-11%	-14%	-23%	-39%	-7%	-14%	-34%	-19%	-21%	-9%	-9%	-34%	-1%	-11%	-19%	-14%
43	41	RAM Memory	-9%	-29%	-1%	-9%	-9%	-39%	-4%	-19%	-39%	-9%	-1%	-29%	-43%	-34%	-9%	-6%	-1%	-7%	-19%	-19%	-3%	-11%
41	42	Graphics Accessories	-198%	-11%	-23%	-59%	-20%	-41%	-42%	-51%	-3%	-16%	-113%	-36%	-114%	-19%	-74%	-76%	-51%	-154%	-29%	-14%	-29%	-19%
42	43	Points of Sale	-96%	-29%	-54%	-53%	-61%	-53%	-113%	-59%	-59%	-51%	-54%	-93%	-100%	-29%	-19%	-100%	-100%	-53%	-69%	-49%	-29%	-33%
44	44	Disk Arrays	-33%	-69%	-44%	-19%	-23%	-171%	-94%	-19%	-51%	-9%	-48%	-51%	-69%	-19%	-11%	-29%	-19%	-19%	-59%	-19%	-11%	-13%
45	45	Network Accessories	-19%	-59%	-54%	-69%	-19%	-4%	-71%	-39%	-11%	-29%	-63%	-29%	-13%	-60%	-29%	-13%	-39%	-6%	-3%	-19%	-16%	-11%
36	46	CD/Optician Media	-2%	-39%	-6%	-69%	-16%	-39%	-49%	-1%	-13%	-34%	-59%	-113%	-34%	-39%	-16%	-9%	-39%	-6%	-13%	-19%	-113%	-11%
46	47	Long Life Consumables	-13%	-29%	-3%	-33%	-13%	-23%	-39%	-21%	-19%	-4%	-9%	-1%	-13%	-7%	-39%	-9%	-13%	-59%	-59%	-6%	-23%	-16%
48	48	Cables and Connectivity Adapters	-9%	-33%	-19%	-23%	-6%	-3%	-3%	-17%	-23%	-3%	-19%	-6%	-19%	-9%	-33%	-14%	-3%	-6%	-9%	-9%	-7%	-9%
50	49	Printer Accessories and Parts	-24%	-23%	-6%	-6%	-13%	-6%	-63%	-13%	-69%	-69%	-11%	-16%	-19%	-3%	-149%	-29%	-91%	-29%		-11%	-11%	-9%
47	50	Graphics and Design Software	-14%	-13%	-24%	-4%	-71%	-3%	-49%	-13%	-13%	-3%	-4%	-3%	-9%	-19%	-3%	-36%	-47%	-91%	-1%	-9%	-30%	-11%

CONTEXT Covid-19 Weekly Report

Largest Category

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	41%	21%	105%	37%	76%	22%	39%	17%	-10%	84%	1%	-4%	-29%	38%	9%	89%	38%	33%	9%	38%	32%	37%
2	2	Smartphones	32%	-20%	35%	-23%	43%	234%	71%	2%	29%	-9%	42%	32%	31%	48%	-69%	128%	50%	47%	147%	24%	59%	29%
3	3	Warranties and Services	7%	45%	26%	-5%	33%	8%	10%	-29%	-19%	4%	5%	-10%	71%	-10%	-12%	52%	-26%	-16%	-59%	16%	1%	15%
4	4	Desktops	-12%	-50%	-17%	-22%	-19%	-11%	-28%	-21%	51%	-23%	-37%	-1%	-33%	35%	11%	20%	16%	36%	-42%	-21%	12%	-15%
5	5	Tablet PCs	72%	-3%	106%	21%	25%	-4%	-6%	-6%	-12%	15%	97%	28%	-21%	-3%	14%	48%	79%	62%	77%	30%	37%	30%
6	6	Ink Cartridges and Tanks	-20%	-22%	4%	13%	15%	10%	129%	25%	-25%	-14%	6%	9%	-36%	-4%	-15%	40%	-5%	-43%	-46%	-4%	-9%	-4%
7	7	Toner	-13%	-34%	-19%	-3%	-9%	13%	-12%	10%	-15%	-19%	-44%	-10%	-10%	12%	-29%	1%	-15%	-41%	-41%	-14%	-24%	-16%
8	8	Monitors	33%	9%	17%	1%	49%	24%	19%	44%	62%	8%	14%	0%	-5%	2%	1%	61%	61%	13%	-20%	20%	19%	20%
10	9	Office Applications Software	-21%	49%	61%	30%	16%	27%	41%	37%	89%	25%	89%	140%	182%	43%	204%	33%	30%	280%	24%	28%	119%	35%
13	10	Network Switches	-10%	-36%	-20%	-38%	-23%	-12%	11%	27%	17%	-46%	-22%	-41%	-12%	-8%	41%	16%	40%	31%	21%	-21%	36%	-15%
11	11	Processors	-5%	10%	-17%	16%	37%	27%	16%	5%	1%	-15%	67%	-6%	4%	99%	45%	28%	-27%	148%	-41%	9%	27%	12%
9	12	Security Software	73%	61%	40%	62%	9%	1%	62%	-5%	-24%	7%	50%	42%	128%	80%	77%	4%	-4%	69%	-34%	52%	38%	51%
14	13	Solid State Drives (SSDs)	-10%	4%	23%	-13%	-8%	14%	-27%	-34%	0%	-5%	85%	25%	99%	-2%	35%	3%	4%	-34%	-51%	-1%	10%	1%
15	14	Headsets/Headphones and Microphones	13%	-23%	27%	27%	50%	61%	8%	-30%	-33%	60%	88%	73%	-32%	28%	-17%	98%	36%	81%	66%	13%	40%	15%
16	15	Operating Systems Software	-22%	7%	58%	-19%	22%	28%	33%	-33%	-12%	-4%	-10%	49%	55%	-6%	29%	15%	9%	2%	-17%	-2%	20%	0%
12	16	Data Management Software	57%	57%	193%	108%	82%	91%	-17%	77%	-27%	-8%	66%	61%	133%	5%	21%	34%	37%	210%	-73%	63%	27%	60%
17	17	Hard Disk Drives (HDDs)	11%	-17%	19%	-4%	42%	27%	-16%	-14%	-16%	117%	-1%	10%	-41%	12%	7%	29%	-1%	64%	-52%	5%	10%	6%
18	18	Servers (PC/Mac)	-1%	0%	12%	-37%	-7%	47%	14%	-11%	-30%	-6%	-76%	-19%	-49%	21%	34%	5%	-6%	-30%	-58%	-9%	18%	-3%
19	19	RAM Memory	-8%	-42%	-1%	8%	5%	-20%	-4%	-12%	-38%	16%	1%	26%	-41%	24%	0%	8%	1%	7%	12%	-16%	3%	-13%
20	20	Graphics and Design Software	-14%	-23%	24%	-2%	71%	-2%	-49%	12%	-12%	-3%	4%	2%	5%	-25%	2%	36%	47%	41%	1%	-8%	33%	-7%
21	21	Disk Arrays	32%	-60%	44%	-19%	-21%	171%	94%	-31%	-21%	37%	-48%	51%	857%	-29%	-13%	-26%	113%	194%	-88%	-12%	-11%	-12%
23	22	All-in-One Lasers	-12%	-28%	70%	16%	-9%	56%	125%	8%	3%	52%	-28%	-15%	-32%	-11%	-27%	63%	7%	54%	-43%	4%	-17%	-3%
24	23	Wireless Access Points	20%	-37%	32%	-31%	27%	-4%	24%	38%	-9%	-18%	-34%	-54%	160%	55%	7%	70%	-9%	12%	7%	1%	18%	3%
22	24	Virtualisation Software	224%	-34%	30%	-3%	200%	7%	48%	579%	-19%	198%	69%	0%	-28%	36%	67%	343%	40%	-37%	-30%	69%	107%	73%
26	25	Network Routers	3%	-26%	72%	-25%	99%	38%	-34%	-40%	4%	162%	88%	70%	34%	-19%	8%	62%	63%	42%	-85%	12%	9%	11%
25	26	Large Format Displays	22%	-39%	-7%	-18%	-18%	-33%	37%	1%	13%	33%	47%	-7%	11%	3%	102%	-43%	0%	-10%	-28%	-18%	22%	-15%
28	27	Network Management and Security Appliances	-6%	25%	27%	-16%	22%	42%	-25%	27%	44%	58%	33%	87%	107%	-3%	15%	-43%	-81%	376%	-41%	11%	-12%	9%
27	28	Network Management Software	36%	10%	87%	40%	-34%	-2%	120%	-32%	20%	-8%	169%	99%	37%	41%	77%	-27%	18%	-2%	-54%	27%	39%	28%
30	29	Graphics Cards	28%	4%	83%	2%	60%	-7%	123%	9%	34%	55%	19%	-17%	-87%	22%	-46%	84%	18%	26%	9%	24%	19%	23%
31	30	All-In-One Inkjets	-13%	-2%	41%	-28%	15%	-4%	144%	22%	-32%	66%	40%	-21%	-21%	-10%	-31%	163%	70%	44%	28%	4%	50%	8%
29	31	Televisions	-15%	-58%	122%	14%	287%	-7%	-36%	-35%	131%	81%	694%	108%	-25%	-15%	49%	92%	59%	-16%	86%	15%	56%	26%
33	32	Smart Watches	3%	59%	19%	-2%	89%	52%	-18%	171%	-22%	115%	-29%	3%	-68%	9%	-29%	107%	18%	-19%	-54%	27%	33%	27%
34	33	Docking Stations	40%	33%	87%	101%	120%	14%	36%	73%	9%	-1%	5%	-2%	-22%	69%	-21%	52%	11%	4%	-24%	47%	8%	44%
32	34	Database Management Software	-47%	111%	-5%	20%	-14%	20%	-1%	207%	89%	41%	-26%	175%	-3%	28%	-67%	-36%	-53%	-3%	20%	9%	-50%	3%
35	35	Desktop Workstations (PC/Mac)	-26%	-45%	-31%	-34%	-30%	-40%	5%	34%	-45%	-63%	7%	-39%	-71%	0%	148%	109%	40%	9%	-49%	-31%	113%	-17%
37	36	Transceivers	-8%	-15%	-1%	-38%	-26%	5%	-9%	-11%	-23%	-37%	-54%	-37%	-5%	40%	110%	14%	288%	129%	16%	-14%	108%	-2%
36	37	Uninterruptable Power Supplies (UPS)	-3%	-24%	-14%	-23%	-1%	9%	-17%	-14%	-23%	-28%	7%	-14%	24%	19%	-21%	-8%	9%	-34%	7%	-11%	-18%	-14%
38	38	Cables and Connectivity Adapters	0%	-23%	-15%	-23%	40%	3%	3%	-17%	23%	2%	19%	26%	-16%	5%	-20%	14%	2%	-5%	-5%	-9%	-7%	-9%
39	39	Notebook Workstations	1%	-13%	57%	23%	41%	34%	38%	27%	-36%	63%	3%	14%	-21%	24%	163%	97%	-33%	-8%	2%	7%	62%	11%
40	40	Laser Printers	-21%	9%	33%	-4%	-26%	-10%	-2%	23%	39%	49%	15%	115%	28%	4%	-2%	50%	10%	28%	-17%	-2%	6%	0%
41	41	Keyboards and Keypads	21%	-13%	18%	36%	84%	134%	18%	48%	58%	58%	77%	30%	55%	80%	17%	71%	-19%	13%	35%	32%	25%	31%
43	42	Long Life Consumables	-12%	-36%	2%	33%	-15%	22%	32%	37%	-19%	-4%	9%	-7%	15%	7%	-28%	5%	-13%	-55%	-15%	-6%	-23%	-10%
50	43	Integrated Systems	-50%	29%	-1%	-1%	-55%	219%	65%	-76%	-91%	714%	-1%	0%	-81%	66%	714%	151%	-94%	8153%	-60%	-21%	609%	2%
42	44	Developer Tools Software	-26%	89%	658%	91%	55%	77%	-36%	-26%	0%	102%	145%	43%	444%	56%	98%	-31%	-24%	2307%	-62%	72%	-14%	67%
45	45	Mobile Computing Cases	82%	14%	119%	52%	33%	126%	58%	80%	19%	66%	70%	100%	-22%	15%	29%	22%	76%	32%	59%	49%	38%	49%
44	46	Projectors	4%	-58%	-6%	-20%	-28%	25%	-24%	-22%	-23%	-32%	-30%	-27%	36%	9%	-56%	-16%	3%	-9%	16%	-25%	-12%	-23%
49	47	Mobile Computing Accessories and Parts	77%	-21%	87%	43%	49%	20%	-9%	69%	5%	38%	-37%	142%	55%	67%	32%	24%	92%	45%	14%	35%	38%	35%
48	48	Network Expansion Modules	-29%	42%	-4%	-19%	-26%	132%	-16%	35%	-28%	-88%	64%	-25%	81%	48%	63%	24%	-1%	232%	-78%	1%	57%	7%
N/A	49	NAS Devices	27%	-3%	3%	16%	6%	5%	-6%	9%	-15%	-21%	69%	64%	-43%	2%	-17%	66%	-10%	-3%	-30%	12%	8%	11%
47	50	Mice	8%	-23%	51%	-13%	56%	45%	3%	22%	53%	52%	74%	7%	-17%	16%	9%	91%	6%	-4%	19%	11%	29%	15%

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Channel Performance in Western and Eastern Europe

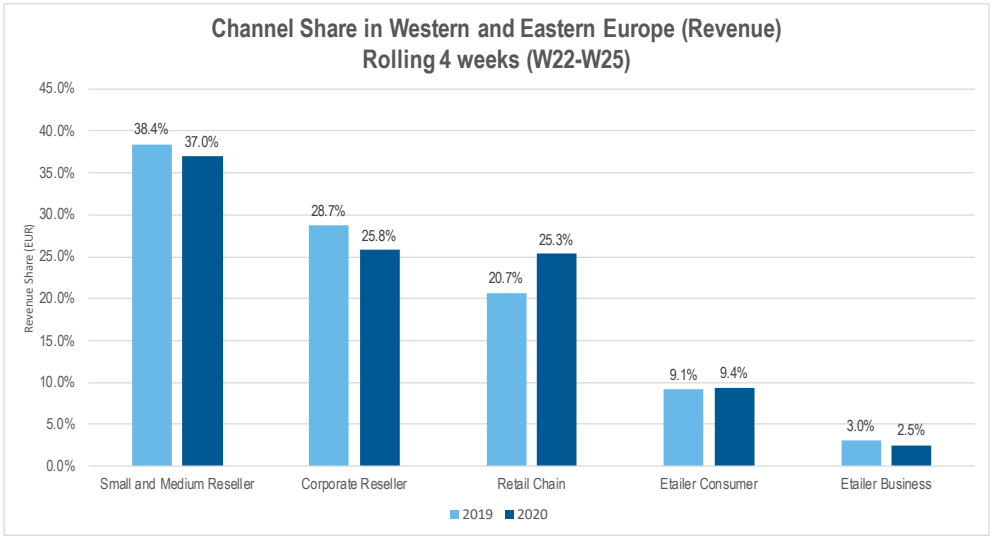
% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-1%	-1%	34%	-6%	5%	23%	12%	-1%	-33%	-12%	-13%	-1%	18%	15%	8%	-24%	6%	-19%	-52%	3%	0%	3%
	Small and Medium Reseller	8%	-8%	31%	6%	24%	16%	10%	2%	29%	8%	18%	19%	-1%	18%	-5%	41%	5%	24%	-21%	10%	10%	10%
	Etailer Business	-3%	3%	-4%	-8%	-10%	-19%	3%	-17%	-18%	-1%	11%	14%	-5%	-26%	-53%	18%	-10%	-34%	10%	-5%	-22%	-6%
Retail Channels	Etailer Consumer	40%	7%	17%	-23%	47%	31%	67%	-4%	-75%	11%	86%	-11%	-3%	13%	-37%	117%	30%	18%	26%	19%	9%	18%
	Retail Chain	40%	-15%	49%	9%	58%	47%	61%	27%	64%	29%	68%	31%	64%	52%	33%	107%	52%	137%	-4%	35%	62%	40%



© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	42%	16%	94%	37%	42%	7%	21%	2%	-21%	63%	-4%	-10%	-35%	18%	1%	59%	10%	19%	-8%	27%	17%	26%
2	2	Software and Licences	14%	26%	87%	12%	23%	31%	10%	56%	5%	9%	52%	63%	87%	19%	80%	23%	9%	78%	-26%	26%	46%	28%
3	3	Telecommunications	69%	-8%	61%	1%	37%	125%	37%	-1%	22%	16%	53%	43%	-40%	93%	-61%	102%	14%	-10%	82%	36%	26%	34%
4	4	Printing Consumables	-16%	-35%	-6%	1%	13%	8%	24%	23%	-25%	-6%	-23%	0%	-20%	-1%	-27%	15%	0%	-44%	-40%	-11%	-18%	-12%
5	5	Warranties and Services	2%	30%	25%	-6%	32%	7%	10%	-29%	-27%	6%	-2%	-14%	67%	-8%	-16%	48%	-29%	-15%	-59%	11%	-2%	10%
6	6	Displays	-7%	-36%	-2%	-20%	-5%	-12%	9%	-11%	16%	-1%	-1%	-21%	-12%	-1%	-26%	-10%	37%	-33%	-13%	-16%	-16%	-16%
8	7	Disk Storage	-3%	-33%	28%	-12%	-10%	41%	-8%	-35%	-26%	-18%	-3%	9%	171%	-9%	-8%	-7%	37%	-15%	-59%	-8%	-8%	-8%
7	8	Computing Components	-19%	-21%	-6%	21%	-1%	11%	3%	-26%	-27%	-31%	16%	13%	6%	57%	24%	-5%	-37%	58%	-41%	-9%	9%	-6%
9	9	Desktop Computing	-33%	-55%	-27%	-27%	-29%	-30%	-24%	-31%	14%	-54%	-45%	-29%	-57%	-16%	17%	17%	0%	-20%	-51%	-36%	12%	-27%
10	10	Networking Systems	-13%	-34%	-15%	-40%	18%	-18%	-1%	10%	-14%	-34%	-19%	-37%	-23%	-16%	9%	3%	29%	19%	-3%	-20%	10%	-16%
12	11	Printing	-23%	-23%	-27%	1%	-13%	-2%	27%	-11%	-30%	79%	-23%	-17%	-25%	-21%	-29%	22%	-13%	-35%	-32%	-17%	-22%	-18%
11	12	Computing Accessories	35%	11%	54%	51%	71%	51%	24%	51%	38%	37%	23%	13%	-9%	32%	-24%	37%	16%	7%	1%	33%	0%	29%
13	13	Audio-Video Systems	-3%	-40%	-15%	24%	46%	92%	-4%	-22%	-61%	26%	30%	85%	-45%	31%	-39%	-18%	-7%	26%	10%	-5%	-22%	-6%
14	14	Server Computing	0%	3%	0%	-33%	-33%	60%	21%	-32%	-62%	4%	-80%	-14%	-63%	10%	42%	-10%	-12%	-31%	-57%	-12%	22%	-5%
15	15	Data Center Networking and Security	-25%	24%	15%	-46%	-15%	28%	-52%	-32%	-15%	-19%	57%	-33%	95%	6%	-24%	-49%	-66%	181%	-24%	-9%	-29%	-12%
16	16	Wireless Networking	8%	-31%	16%	-31%	3%	-22%	15%	17%	-30%	-50%	-50%	-51%	165%	35%	9%	16%	-9%	-4%	-3%	-7%	6%	-7%
17	17	Wearable Devices	59%	-31%	38%	106%	-22%	-15%	-4%	242%	-11%	35%	159%	43%	-85%	-8%	-55%	49%	-26%	14%	-64%	11%	-8%	7%
18	18	Other Networking Equipment	-14%	-16%	13%	-33%	-10%	20%	4%	-16%	-27%	-15%	-52%	-33%	-14%	27%	12%	-8%	188%	66%	-1%	-12%	19%	-7%
19	19	Power Equipment	-7%	-31%	-3%	-19%	-13%	-7%	-6%	-29%	-20%	-42%	8%	-30%	21%	18%	-33%	-6%	-16%	-42%	0%	-13%	-28%	-18%
20	20	Connectivity	-1%	-17%	-5%	-27%	40%	3%	-2%	-28%	-8%	-23%	-1%	-3%	-6%	-11%	-1%	13%	-29%	-14%	-7%	-11%	-5%	-10%
21	21	Removable Storage	-27%	-83%	17%	4%	-30%	15%	-29%	-17%	1%	-32%	975%	-43%	-44%	4%	-59%	-11%	-11%	16%	-17%	-33%	-23%	-32%
22	22	Electronics	-32%	-28%	-3%	-42%	-91%	21%	76%	-55%	-40%	-28%	73%	80%	-19%	-59%	82%	-44%	0%	7%	9%	-46%	39%	-31%
23	23	Smart Home and Office	-41%	-52%	30%	-7%	-26%	92%	-98%	-13%	-16%	228%	122%	-88%	-36%	-59%	110%	49%	143%	2267%	34%	-39%	152%	-32%
25	24	Games Consoles	298%		-25%	251%	93%	72%	-66%	21%	637%	140%	180%	20%	88%	550%	-79%	-4%	-51%	199%	171%	122%	-2%	58%
24	25	Unified Communications	-19%	-50%	-22%	-64%	-64%	2%	-48%	-34%	-5%	-71%	-63%	-32%	-42%	-75%	-14%	-5%	-73%	-13%	-35%	-42%	-17%	-38%
27	26	Scanner Imaging	-31%	2%	41%	11%	-19%	-21%	-32%	-39%	-74%	-39%	5%	108%	4%	-41%	-31%	-15%	-68%	77%	-45%	-16%	-36%	-19%
26	27	Terminals, Thin Clients and Points of Sales	-16%	-41%	-66%	-56%	33%	33%	195%	-43%	-75%	6%	-85%	-63%	-56%	-19%	-45%	-59%	-67%	-66%	-81%	-22%	-53%	-26%
28	28	Security	-13%	-49%	-4%	11%	49%	-12%	-25%	-31%	-14%	178%	-34%	186%	33%	-69%	16%	-12%	16%	99%	-57%	-20%	12%	-13%
29	29	Tape Storage	-9%	-39%	37%	-13%	33%	117%	-72%	-4%	-37%	23%	70%	51%	-64%	-45%	-46%	-16%	190%	-52%	-13%	-10%	-33%	-13%
30	30	Photo and Video Cameras	-22%	16%	-7%	-78%	538%	-18%	-92%	-69%	33%	-78%	-91%	-65%	31%	-58%	-69%	-23%	-15%	11%	-55%	-25%	-37%	-31%

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	53%	10%	117%	23%	97%	30%	43%	25%	30%	77%	80%	17%	-7%	41%	17%	108%	72%	50%	60%	50%	45%	49%
2	2	Software and Licences	39%	79%	-60%	66%	152%	48%	180%	417%	93%	466%	1068%	-200%	518%	364%	54%	59%	189%	365%	139%	85%	77%	117%
3	3	Telecommunications	25%	-38%	24%	-32%	43%	242%	119%	4%	31%	-13%	16%	29%	88%	15%	-66%	131%	67%	80%	175%	16%	66%	15%
4	4	Printing Consumables	-13%	-16%	-8%	17%	-14%	24%	91%	3%	34%	-25%	-24%	2%	-22%	10%	-21%	22%	-31%	-37%	-48%	-3%	-22%	-3%
5	5	Warranties and Services	145%	1093%	195%	170%	379%	35%	25%	53%	689%	-24%	216%	41%	800%	-53%	45%	195%	405%	-52%	-8%	298%	76%	92%
6	6	Displays	92%	4%	110%	66%	139%	39%	-8%	157%	129%	84%	256%	62%	47%	16%	65%	131%	56%	53%	24%	61%	82%	47%
8	7	Disk Storage	42%	28%	0%	-10%	44%	7%	24%	32%	30%	197%	146%	60%	-8%	32%	83%	38%	-32%	54%	-44%	33%	44%	62%
7	8	Computing Components	61%	12%	166%	-12%	79%	75%	88%	107%	24%	113%	60%	2%	-46%	86%	0%	96%	13%	51%	-7%	45%	39%	20%
9	9	Desktop Computing	53%	-1%	30%	18%	8%	7%	-26%	54%	95%	72%	80%	56%	21%	194%	22%	49%	57%	322%	-10%	38%	35%	27%
10	10	Networking Systems	10%	-36%	119%	-7%	108%	92%	157%	0%	103%	302%	125%	35%	57%	47%	66%	105%	103%	96%	-83%	19%	57%	35%
12	11	Printing	9%	13%	131%	23%	10%	42%	185%	72%	48%	33%	71%	47%	67%	26%	1%	157%	35%	134%	30%	35%	26%	42%
11	12	Computing Accessories	76%	-9%	86%	24%	69%	81%	14%	79%	32%	58%	92%	58%	-23%	65%	8%	91%	19%	31%	39%	53%	31%	21%
13	13	Audio-Video Systems	19%	-34%	30%	-8%	69%	4%	34%	-29%	27%	37%	50%	47%	7%	38%	-15%	124%	46%	76%	79%	12%	58%	3%
14	14	Server Computing	235%	68%	1395%	376%	488%	33%	151%	139%	-56%	167%	53%	82%	-62%	191%	931%	428%	165%	229%	-72%	131%	552%	24%
15	15	Data Center Networking and Security	541%	87%	541%	820%	255%	225%	22%	576%	513%	1077%	-24%	1654%	267%	-5%	-334%	43%	85%		285%	225%		122%
16	16	Wireless Networking	36%	-61%	87%	-19%	121%	92%	134%	80%	54%	238%	66%	-51%	99%	109%	25%	177%	0%	72%	-6%	24%	56%	24%
17	17	Wearable Devices	2%	20%	13%	-60%	112%	2%	-39%	93%	-1%	132%	-18%	-10%	4%	-19%	-33%	193%	15%	17%	-41%	16%	59%	15%
18	18	Other Networking Equipment	47%	-48%	78%	-20%	69%	47%	172%	313%	58%	60%	161%	98%	380%	64%	149%	43%	116%	94%	3%	27%	115%	36%
19	19	Power Equipment	65%	-25%	-17%	-46%	-4%	22%	31%	48%	10%	-69%	27%	41%	-55%	-6%	25%	-9%	3%	70%	-4%	-2%	18%	4%
20	20	Connectivity	9%	-27%	-34%	0%	36%	9%	1%	16%	66%	78%	61%	91%	14%	23%	-44%	15%	3%	34%	-4%	1%	-11%	-5%
21	21	Removable Storage	76%	-34%	-52%	45%	-32%	3%	46%	-19%	-18%	-65%	-20%	-27%	-5%	20%	-49%	28%	-49%	-20%	15%	-6%	-19%	-27%
22	22	Electronics	-45%	-70%	-34%	36%	-62%	-5%	-93%	-60%	245%	-77%	286%	-9%	-43%	-43%	272%	-26%	129%	-80%	116%	-29%	54%	-26%
23	23	Smart Home and Office	7%	-51%	16%	-37%	175%	-87%	262%	-48%	-66%	135%	26%	79%	474%	-55%	-49%	614%	210%	13286%	-22%	-17%	691%	-21%
25	24	Games Consoles	65%		139%	90%	46%	180%	137%	62%	330%	-38%	394%	39%	99%	-21%	54%	245%	64%	254%	104%	60%	163%	-2%
24	25	Unified Communications	3%	-69%	100%	55%	-8%	34%	67%	65%	-69%		868%	1%	-23%	51%	72%	647%	-77%	7%	-86%	4%	98%	44%
27	26	Scanner Imaging	110%	-22%	8%	7%	40%	2%	-3%	158%	577%	-9%	618%	53%	626%	133%	177%	157%	60%	128%	96%	54%	149%	169%
26	27	Terminals, Thin Clients and Points of Sales	327%	-44%	144%	529%	-93%	132%	-9%	-23%		75%	3645%	115%	153%	-24%	330%	-35%	1792%	2801%	2592%	13%	356%	34%
28	28	Security	154%	-69%	-81%	-1%	190%	-22%	14%	-7%	0%	43%	137%	7%	130%	0%	162%	64%	60%	208%	113%	-26%	101%	-33%
29	29	Tape Storage	156%	18%	-30%	798%	145%	58%	-14%	198%	-65%		231%	1448%	-130%	838%				-100%		126%	1071%	155%
30	30	Photo and Video Cameras	84%	6%	-65%	-143%	-1%	-18%	-58%	-100%	-92%	-57%	-26%	-21%	-99%	-31%	-48%	72%	-6%	13%	-71%	-21%	11%	-29%

CONTEXT Covid-19 Weekly Report

Largest Category Business

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Top Categories in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 30 (to July 26 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-W29	Rank-W30	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	33%	22%	95%	39%	54%	11%	30%	11%	-21%	76%	-15%	-12%	-36%	31%	-3%	58%	8%	23%	-10%	30%	14%	28%
2	2	Warranties and Services	2%	30%	25%	-6%	32%	7%	10%	-29%	-27%	6%	-2%	-14%	67%	-8%	-16%	48%	-29%	-15%	-59%	11%	-2%	10%
3	3	Smartphones	75%	-2%	64%	20%	39%	195%	35%	-6%	21%	16%	53%	56%	-44%	97%	-71%	110%	15%	-10%	92%	42%	31%	40%
4	4	Toner	-12%	-37%	-13%	-3%	-12%	10%	-12%	11%	-18%	-21%	-46%	-8%	-11%	8%	-31%	-1%	-4%	-45%	-39%	-14%	-24%	-16%
6	5	Desktops	-32%	-56%	-26%	-25%	-28%	-25%	-29%	-41%	36%	-52%	-54%	-27%	-51%	-17%	11%	10%	0%	-21%	-51%	-35%	7%	-27%
8	6	Tablet PCs	77%	3%	95%	35%	1%	-10%	-15%	-38%	-18%	-5%	44%	14%	-28%	-24%	22%	68%	23%	-19%	21%	24%	34%	24%
7	7	Office Applications Software	-22%	48%	60%	28%	16%	28%	35%	35%	87%	24%	77%	140%	172%	35%	218%	15%	29%	282%	25%	26%	128%	33%
5	8	Security Software	71%	59%	66%	53%	7%	8%	52%	-29%	-2%	-4%	45%	6%	127%	89%	64%	-10%	-16%	18%	-45%	54%	24%	52%
9	9	Data Management Software	55%	55%	193%	106%	80%	83%	-21%	74%	-29%	-12%	59%	60%	132%	5%	3%	29%	18%	225%	-75%	61%	16%	58%
12	10	Network Switches	-11%	-35%	-21%	-41%	-24%	-23%	7%	30%	-8%	-56%	-31%	-44%	-24%	-11%	25%	-1%	27%	7%	-2%	-24%	19%	-19%
10	11	Ink Cartridges and Tanks	-23%	-32%	6%	2%	47%	-2%	131%	47%	-37%	34%	83%	5%	-44%	-5%	-13%	50%	15%	-40%	-43%	-6%	2%	-5%
11	12	Operating Systems Software	-24%	7%	57%	-22%	14%	24%	33%	-38%	-15%	-17%	-17%	37%	36%	-16%	42%	10%	-4%	-12%	-18%	-6%	23%	-3%
13	13	Monitors	-8%	-12%	-11%	-19%	-2%	0%	12%	0%	29%	-20%	-9%	-33%	-17%	-3%	-35%	12%	27%	-32%	-34%	-9%	-22%	-11%
16	14	Servers (PC/Mac)	-8%	-2%	5%	-40%	-12%	49%	11%	-14%	-12%	-9%	-78%	-27%	-62%	20%	22%	-1%	-12%	-36%	-57%	-13%	9%	-8%
14	15	Solid State Drives (SSDs)	-19%	0%	33%	-14%	-7%	32%	-30%	-39%	-22%	-42%	66%	6%	124%	-14%	12%	-3%	54%	-53%	-48%	-5%	2%	-4%
15	16	Processors	-25%	6%	-28%	45%	6%	9%	-1%	-33%	-44%	-47%	65%	-7%	113%	118%	41%	-13%	-53%	234%	-55%	-4%	8%	-2%
19	17	Graphics and Design Software	-13%	-23%	24%	-2%	72%	-5%	-50%	11%	-13%	-2%	-26%	23%	-4%	-27%	7%	38%	51%	24%	1%	-8%	35%	-7%
18	18	Hard Disk Drives (HDDs)	-5%	-24%	14%	0%	1%	21%	-26%	-37%	-36%	14%	-7%	-16%	-33%	8%	-5%	7%	9%	4%	-61%	-7%	-3%	-6%
17	19	Virtualisation Software	223%	-39%	30%	-4%	205%	2%	26%	580%	-16%	208%	40%	-8%	-35%	33%	54%	338%	52%	-45%	-31%	66%	98%	69%
20	20	RAM Memory	-19%	-43%	-1%	8%	-18%	-24%	-1%	-14%	-47%	2%	-9%	33%	-32%	12%	-1%	-22%	-1%	8%	-12%	-22%	-5%	-19%
21	21	Disk Arrays	32%	-61%	44%	-20%	-21%	171%	91%	-31%	-22%	35%	-50%	32%	713%	-29%	-35%	-42%	114%	191%	-92%	-14%	-29%	-16%
22	22	Headsets/Headphones and Microphones	10%	-30%	-13%	39%	45%	131%	-14%	-20%	-71%	25%	80%	107%	-45%	41%	-27%	-14%	3%	41%	30%	5%	-11%	4%
23	23	Network Management Software	36%	10%	86%	39%	-37%	-10%	119%	-35%	-13%	-9%	167%	97%	33%	38%	75%	-18%	0%	-20%	-59%	25%	39%	26%
25	24	Network Management and Security Appliances	-22%	14%	17%	-21%	18%	3%	-27%	-7%	45%	53%	40%	-27%	107%	-4%	-9%	-47%	-83%	276%	-45%	0%	-25%	-3%
24	25	Large Format Displays	9%	-43%	-3%	-19%	-19%	-36%	31%	-7%	9%	35%	27%	-3%	2%	1%	60%	-45%	-9%	-32%	-35%	-22%	2%	-20%
26	26	Wireless Access Points	11%	-29%	19%	-33%	6%	-23%	12%	23%	-33%	-52%	-47%	-51%	168%	41%	3%	18%	-13%	-3%	11%	-6%	3%	-5%
27	27	Docking Stations	45%	35%	88%	101%	113%	29%	42%	65%	6%	6%	-1%	-7%	-21%	61%	-19%	35%	18%	6%	-26%	50%	4%	47%
28	28	Database Management Software	-46%	112%	-5%	18%	-17%	20%	2%	192%	88%	32%	-27%	153%	-5%	27%	-69%	-36%	-48%	-3%	25%	7%	-51%	2%
29	29	All-in-One Lasers	-33%	-42%	27%	-2%	-14%	23%	109%	-18%	-31%	66%	-40%	-46%	-44%	-51%	-41%	37%	2%	-37%	-54%	-19%	-34%	-23%
30	30	Network Routers	-23%	-28%	19%	-29%	91%	14%	-44%	-69%	-41%	164%	109%	39%	8%	-33%	-17%	18%	39%	59%	-3%	1%	-9%	-1%
31	31	Transceivers	-10%	-13%	-2%	-38%	-29%	2%	-9%	-10%	-27%	-38%	-65%	-39%	-13%	35%	103%	10%	303%	131%	4%	-14%	103%	-3%
32	32	Developer Tools Software	-26%	89%	660%	90%	55%	76%	-37%	-26%		104%	142%	41%	444%	52%	85%	-33%	-27%	2254%	-62%	71%	-17%	66%
33	33	Desktop Workstations (PC/Mac)	-41%	-50%	-33%	-39%	-39%	-50%	9%	15%	-45%	-65%	0%	-38%	-73%	-9%	97%	84%	20%	0%	-53%	-39%	76%	-28%
34	34	Notebook Workstations	-16%	-22%	56%	11%	36%	14%	36%	3%	-38%	54%	-10%	-19%	-39%	11%	213%	72%	-27%	-31%	-17%	-6%	62%	-1%
35	35	Cables and Connectivity Adapters	-2%	-21%	-4%	-27%	36%	0%	3%	-22%	-9%	-26%	11%	-5%	-15%	-5%	-13%	11%	2%	-14%	-4%	-12%	-5%	-11%
40	36	Integrated Systems	-50%	29%	-16%	-1%	-55%	215%	65%	-76%	-98%	706%	-3%	-372%	-71%	62%	701%	151%	-94%	8076%	-60%	-22%	597%	1%
36	37	Uninterruptable Power Supplies (UPS)	-17%	-29%	-14%	-25%	-13%	-5%	-24%	-37%	-22%	-26%	-34%	-40%	-1%	14%	-39%	-19%	3%	-50%	0%	-18%	-34%	-24%
39	38	Graphics Cards	-3%	-21%	35%	4%	40%	-42%	106%	-29%	43%	30%	-5%	-38%	-62%	-16%	-59%	27%	-3%	-26%	7%	-1%	-21%	-5%
37	39	Long Life Consumables	-12%	-37%	3%	36%	-23%	27%	30%	37%	-22%	-4%	4%	-10%	16%	-8%	-27%	0%	-15%	-53%	-21%	-6%	-23%	-10%
38	40	Network Expansion Modules	-31%	54%	-3%	-26%	-28%	130%	-16%	10%	-57%	-88%	55%	-37%	81%	51%	59%	-15%	-52%	170%	-78%	-1%	46%	5%
41	41	All-In-One Inkjets	-8%	18%	-10%	-38%	13%	-14%	-26%	-15%	-54%	131%	2%	-1%	-19%	13%	0%	40%	38%	8%	49%	-6%	27%	-4%
43	42	Laser Printers	-32%	-23%	16%	-19%	-28%	-33%	-12%	11%	11%	38%	6%	35%	-34%	-17%	-26%	28%	-15%	-59%	-30%	-19%	-20%	-19%
42	43	Televisions	-65%	-65%	42%	-13%	80%	-7%	3%	-40%	120%	90%	53%	140%	-28%	-56%	-16%	-16%	181%	-40%	256%	-11%	5%	-7%
44	44	Keyboards and Keypads	-1%	-11%	-11%	15%	61%	78%	10%	38%	73%	24%	135%	38%	47%	74%	-19%	15%	-27%	-1%	11%	13%	-10%	11%
45	45	Servers (Unix)	205%	78%	600%	-44%	-84%	-43%	4%	55%	-100%	-100%	-95%			-77%	-9754%	-99%	46%			31%	-62%	28%
46	46	Projectors	-6%	-64%	-11%	-19%	-33%	24%	-41%	-55%	-22%	-45%	-66%	-70%	-70%	-16%	-78%	-17%	-8%	-33%	-10%	-34%	-21%	-32%
47	47	VOIP Systems	-18%	-50%	-24%	-65%	-65%	0%	-47%	-31%	-7%	-73%	-62%	-36%	-46%	-76%	-14%	1%	-70%	-4%	-35%	-43%	-15%	-38%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

© 2020 CONTEXT CONFIDENTIAL // Not to be reproduced or disseminated without permission

Back to Contents

Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

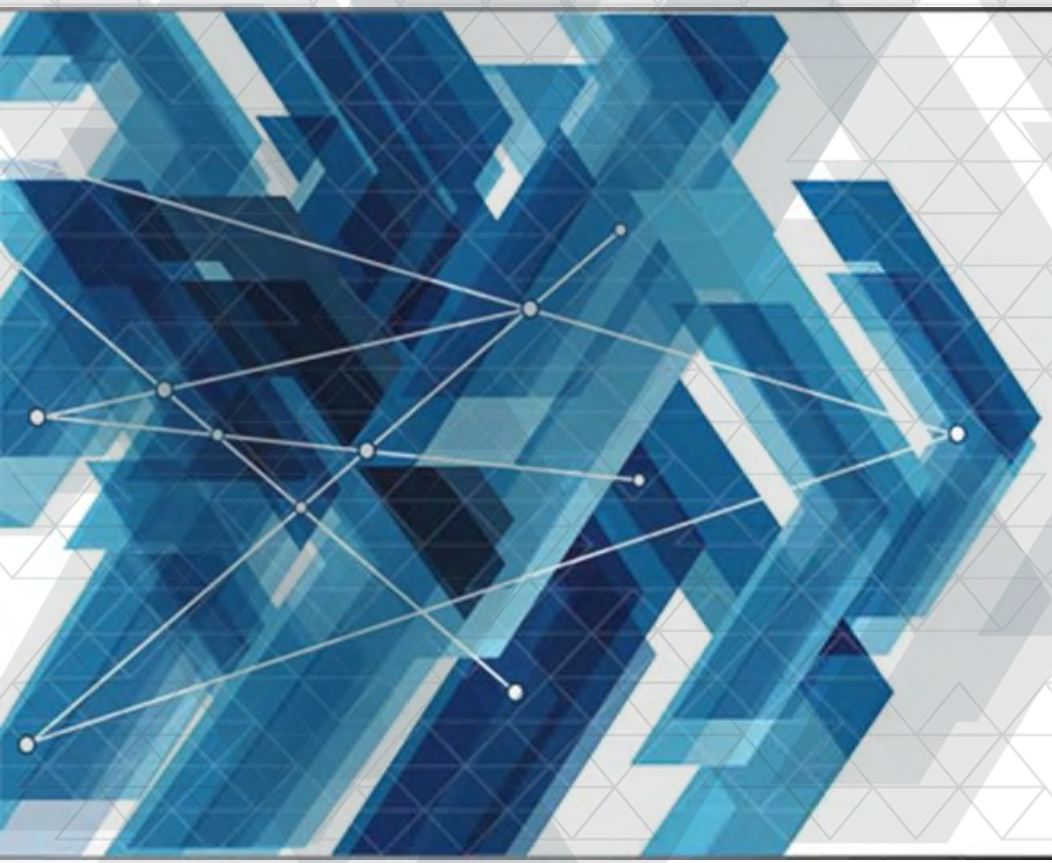
4 Weeks to Week 30 (to July 26 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W29	Rank-W30	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Belgium	Austria	Sweden	Portugal	Denmark	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Smartphones	25%	-34%	24%	-34%	44%	250%	122%	4%	32%	-12%	14%	28%	87%	16%	-68%	136%	69%	81%	184%	17%	72%	24%
2	2	Notebooks	49%	20%	118%	32%	111%	35%	55%	23%	35%	90%	44%	10%	-12%	49%	18%	117%	64%	45%	49%	53%	46%	52%
3	3	Tablet PCs	67%	-24%	116%	0%	54%	4%	9%	23%	22%	26%	271%	48%	31%	17%	8%	32%	136%	114%	128%	40%	39%	40%
4	4	Monitors	95%	42%	83%	74%	124%	63%	47%	257%	291%	100%	120%	49%	21%	12%	54%	109%	92%	118%	17%	76%	75%	76%
5	5	Ink Cartridges and Tanks	-12%	-16%	2%	19%	-20%	24%	127%	4%	31%	-27%	-29%	13%	-27%	-2%	-17%	22%	-21%	-47%	-47%	-1%	-21%	-3%
6	6	Desktops	48%	-5%	31%	12%	6%	12%	-27%	42%	99%	70%	76%	72%	30%	195%	9%	42%	53%	324%	-3%	37%	24%	33%
8	7	Headsets/Headphones and Microphones	19%	-17%	72%	12%	55%	5%	66%	-35%	21%	78%	109%	58%	5%	22%	-9%	146%	60%	106%	80%	22%	70%	27%
7	8	Processors	76%	22%	172%	-13%	62%	157%	149%	204%	44%	114%	70%	-6%	-19%	62%	53%	92%	15%	28%	-10%	44%	59%	48%
11	9	Hard Disk Drives (HDDs)	93%	8%	56%	-22%	104%	41%	20%	327%	15%	684%	55%	53%	-44%	23%	31%	67%	-15%	188%	9%	48%	37%	45%
10	10	Solid State Drives (SSDs)	11%	53%	-17%	-10%	-10%	-24%	11%	-18%	60%	106%	185%	44%	37%	70%	129%	10%	-45%	17%	-55%	15%	27%	18%
12	11	Smart Watches	2%	68%	16%	-3%	224%	61%	-37%	102%	-28%	187%	-36%	-13%	4%	10%	-33%	173%	41%	-22%	-44%	34%	57%	36%
14	12	Graphics Cards	56%	40%	326%	-10%	68%	44%	193%	61%	31%	146%	70%	-10%	-93%	134%	-35%	110%	27%	82%	10%	52%	44%	50%
13	13	Network Routers	12%	-21%	146%	-20%	195%	88%	80%	-2%	51%	154%	44%	160%	37%	33%	39%	107%	96%	22%	-93%	24%	29%	25%
15	14	All-In-One Inkjets	-17%	-14%	119%	-13%	17%	0%	214%	39%	-3%	48%	74%	-28%	-24%	-17%	-38%	220%	90%	56%	13%	12%	58%	17%
9	15	Televisions	123%	-55%	206%	1498%	513%	-8%	-58%	-26%	161%	0%	2188%	94%	-18%	44%	119%	204%	-4%	-1%	16%	40%	98%	56%
16	16	All-in-One Lasers	45%	83%	143%	113%	6%	116%	224%	153%	117%	-13%	25%	84%	77%	171%	-8%	97%	10%	143%	63%	81%	4%	42%
17	17	Toner	-17%	-22%	-47%	-7%	0%	24%	-15%	-2%	25%	12%	-23%	-25%	-10%	23%	-20%	12%	-47%	-21%	-57%	-14%	-23%	-16%
19	18	Warranties and Services	145%	1093%	195%	170%	379%	35%	25%	53%	689%	-24%	216%	41%	800%	-53%	45%	195%	405%	-52%	-8%	298%	76%	267%
18	19	Wireless Access Points	36%	-64%	91%	-24%	129%	90%	152%	88%	52%	252%	63%	-65%	125%	118%	18%	195%	0%	75%	-3%	23%	54%	25%
20	20	Network Switches	2%	-49%	4%	12%	-5%	95%	219%	3%	170%	539%	236%	-9%	607%	78%	142%	102%	109%	317%	203%	10%	136%	33%
21	21	Digital Media Players	69%	-31%	35%	29%	160%	22%	-62%	45%	78%	10%	-45%	-7%	7%	151%	11%	13%	594%	278%	296%	48%	93%	49%
22	22	RAM Memory	60%	-40%	24%	10%	136%	14%	-36%	16%	0%	136%	110%	16%	-74%	121%	12%	76%	6%	6%	109%	44%	37%	42%
23	23	Keyboards and Keypads	71%	-18%	87%	68%	113%	202%	47%	66%	44%	103%	18%	23%	64%	85%	50%	123%	-7%	27%	106%	65%	60%	64%
24	24	Security Software	124%	79%	-81%	373%	31%	-37%	323%	1051%	-86%	394%	412%	1159%	160%	-38%	376%	61%	480%		269%	34%	189%	43%
25	25	Mice	19%	-19%	68%	-13%	70%	43%	6%	43%	30%	40%	163%	21%	-24%	8%	9%	127%	2%	7%	58%	18%	36%	23%
32	26	Laser Printers	23%	156%	94%	238%	-23%	48%	78%	172%	184%	98%	41%	438%	209%	86%	38%	84%	40%	206%	69%	71%	47%	61%
27	27	NAS Devices	65%	38%	35%	21%	2%	8%	69%	30%	-19%	-14%	92%	159%	-51%	-12%	-6%	104%	-6%	95%	-33%	41%	27%	39%
28	28	Games Accessories	87%		148%	83%	54%	199%	137%	58%	293%	-2%	750%	34%	178%	-25%	54%	272%	66%	214%	95%	67%	166%	87%
29	29	Smart Bands and Activity Trackers	-92%	-12%	145%	-53%	26%	-4%	-100%	-35%	501%	14%			76%	-74%	-34%	213%	-12%	65%	27%	-8%	69%	3%
34	30	Mobile Computing Cases	130%	-21%	94%	-8%	42%	188%	97%	179%	-23%	41%	175%	151%	53%	49%	1%	8%	102%	143%	68%	65%	29%	61%
30	31	Office Applications Software	3%	100%	113%	186%	5%	14%	130%	179%	229%	133%	770%	139%	617%	260%	-42%	79%	40%	221%	0%	93%	58%	83%
33	32	Operating Systems Software	32%	-2%	521%	100%	335%	81%	49%	78%	48%	1662%	1175%	279%	456%	323%	-51%	32%	156%	194%	-6%	106%	4%	65%
35	33	Uninterruptable Power Supplies (UPS)	80%	1%	-23%	-19%	49%	55%	46%	223%	-33%	-69%	318%	110%	358%	65%	35%	29%	29%	56%	50%	30%	34%	32%
31	34	Powerline Devices	43%	-36%	140%	-17%	68%	52%	196%	190%	13%	52%	-5%	-2%	37%	49%	-7%	51%	268%	130%	-36%	32%	45%	32%
26	35	Portable Speakers	-74%	-49%	-18%	-62%	-5%	-12%	-1%	188%	-95%	-100%	-20%	67%	84114%	-90%	-80%	-36%	-51%	-25%	-45%	-35%	-55%	-36%
36	36	Cables and Connectivity Adapters	11%	-30%	-39%	-4%	49%	7%	2%	16%	69%	73%	55%	88%	-25%	25%	-47%	20%	2%	48%	-8%	0%	-11%	-1%
37	37	Projectors	22%	-37%	10%	-23%	-20%	25%	108%	138%	-27%	18%	341%	215%	517%	95%	-13%	-13%	36%	56%	291%	5%	9%	5%
38	38	Smart Speakers	0%	-68%	-24%	-42%	94%	-38%	349%	-62%	-80%	-86%	164%	-50%				1622%		30%		-28%		-28%
40	39	Memory Cards	11%	-21%	-84%	36%	-17%	-11%	-21%	-35%	-16%	-72%	-45%	-36%	-10%	42%	-59%	1%	-51%	-28%	4%	-24%	-32%	-26%
39	40	IP Cameras	154%	-68%	-81%	-1%	190%	-22%	14%	-7%	0%	45%	137%	7%	130%	0%	170%	65%	59%	180%	107%	-25%	100%	-18%
42	41	USB Memory	172%	-47%	71%	54%	-55%	14%	198%	-17%	-30%	-62%	12%	-30%	89%	-8%	-56%	53%	-55%	-11%	44%	13%	-19%	7%
41	42	Smartphone Protective Cases	16%	-90%	-6%	-52%	-18%	59%	-18%	-42%	30%	39%	89%	222%	-33%	-18%	7%	-60%	56%	32%		-47%	-11%	-45%
44	43	Mobile Phones	-24%	-52%	-47%	-73%	-9%	391%	167%	90%	11%	-89%	1%	42%	29%	-12%	-66%	-36%	-15%	-11%	46%	-19%	-61%	-32%
43	44	Digital Cameras	228%	-65%	-64%	-114%	-15%	-14%	-50%	-100%	582%	-62%	37%	-29%	-100%	-68%	-81%	104%	-14%	2%	-73%	-31%	14%	-15%
45	45	Consoles Fixed	-50%		50%		-47%	13%		275%	2340%	-94%	-100%	129%	-100%	25614%	252%	211%	62%	-354%	126%	-20%	159%	87%

CONTEXT



Optimise today

Accelerate tomorrow

Great Place To Work.

Best Workplaces™

Medium Category

UK 2019