IT Industry Update

7th October 2020

CONTEXT Weekly IT Industry Forum

01　　**TOP TREND REPORTS TO WEEK 39**

02　　**MONTHLY REPORT ON WEEKS OF STOCK**

03　　**IMAGING UPDATE – ANTONIO TALIA, HEAD OF BUSINESS ANALYSTS**

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MONTHLY/QUARTERLY REPORTS

01

MONTHLY/QUARTERLY REVIEW

Month/quarter actual trends by country, category and vendor compared to prior year

02

QUARTERLY GUIDANCE

Guidance for the current quarter by business area compared to prior year and previous quarter

03

PRODUCT PRICE INDICES/WEEKS OF STOCK

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

04

RESELLER METRICS

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

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Difficult choices across the region

Consensus
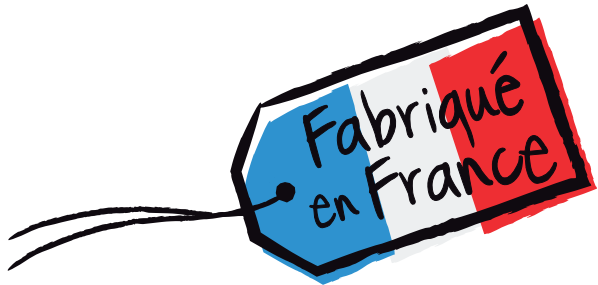
Disease control

Economy

CURRENT CHALLENGES AND RESPONSES

Extended emergency until end January
Stronger measures eg facemasks everywhere

Lobbying pressure made Government pull back from closing restaurants
Rumours of new lockdown by end month

Potentially 1st Berlin lockdown – 20 people in private household and 50 outside

Madrid local Government resisting Central Government's tougher measures

Risk of MP revolt over 10pm rule
Today's headline - "Soaring virus rate leaves Britain on lockdown alert"

WHAT DOES THIS MEAN FOR THE CHANNEL IN Q4?

Focusing on the **right sectors** is vital, **watch** growth by channel

**Infrastructure** continues slow, **cloud** accelerates, **watch** value indicators

More homeworking => continued boom in mobile computing and homeworking devices, **watch** the toner index for the return to work

Supply chain will be the key to success, **watch** weeks of stock

Governments continue to subsidise furlough schemes, reduces risk of "cliff" and impact on economy and spending, **watch** weekly channel revenues
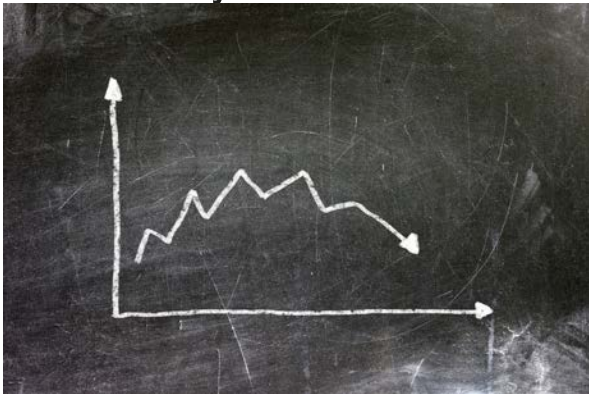
THE NEXT EDITION OF THE SOCIAL CONTEXT

THE SOCIAL CONTEXT

Join Us

- Fortnightly for half an hour
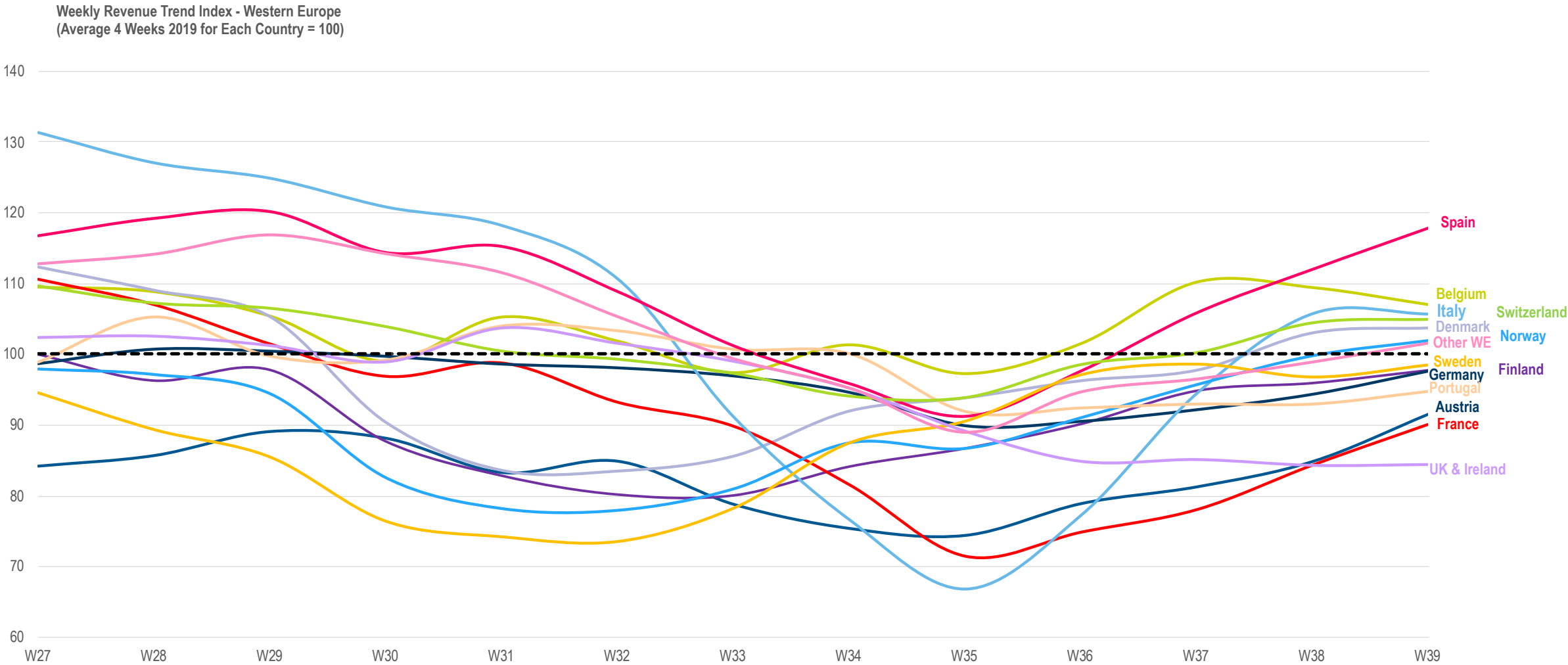- Meet people from the Channel
- Themed but open

Friday 16th October 11am and 4pm (UK time)
Expert speaker for 5 minute introduction
Theme: Mental Health and Homeworking
Then breakout into small groups of 6-8 to network and discuss

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ANOTHER POSITIVE WEEK OF INCREASING REVENUES (10.1% SEQUENTIAL GROWTH IN WEEK 39)

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

4 weekly 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, Slovakia, Baltics

DANGEROUS WEEK FOR Y/Y COMPARISONS!

Q3 2018 Sunday 30th Sept, full quarter in week 39

Q3 2019 Monday 30th Sept, one day in week 40

Q3 2020 Wednesday 30th Sept, three days in week 40

Key fact

Q3 2019 **+4.0%**

Q3 to date 2020 **+6.1%**

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.
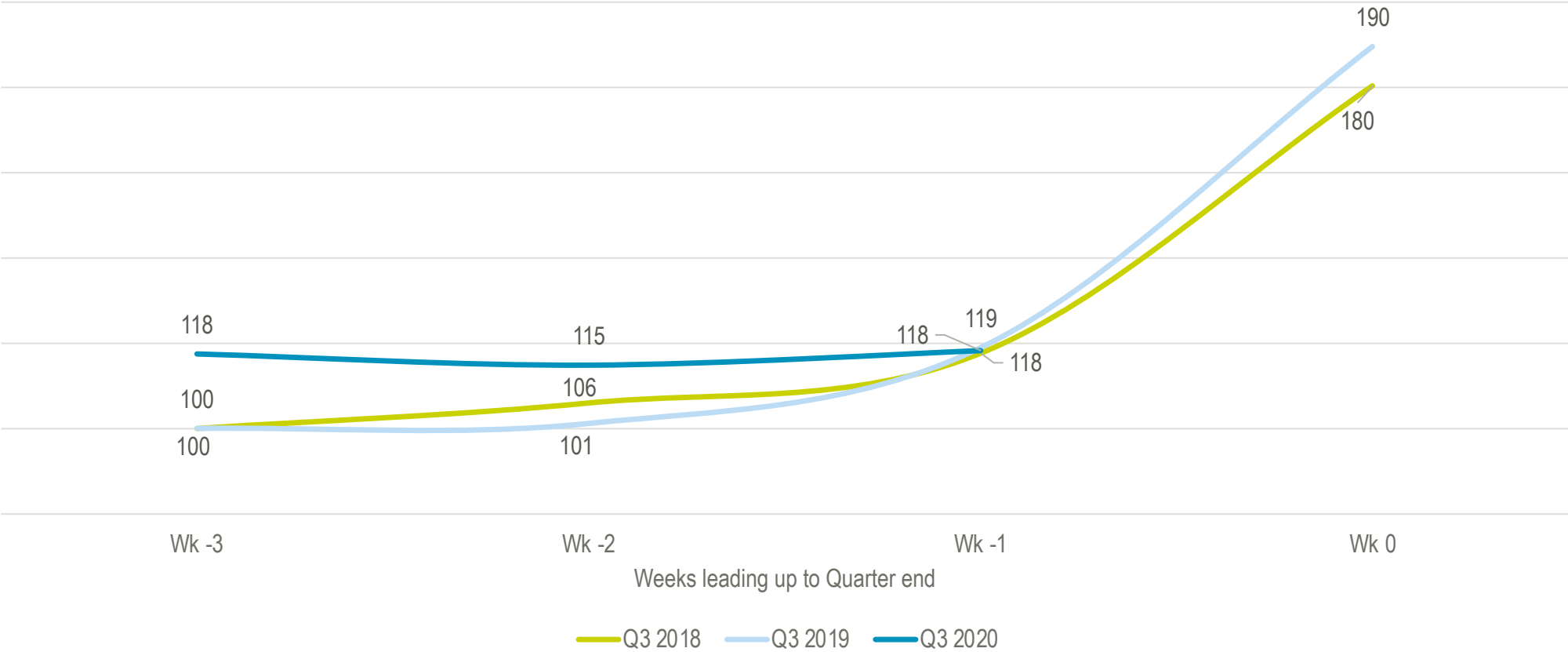
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2020 IS DIFFERENT

Weekly Revenue Trend Index - Europe
(Week 36 2018 = 100)

Quarter end profile 2020 vs 2019 vs 2018: Normalised Weeks

190

180

118   115   118   119
                      118
100   106
100   101

| Wk -3 | Wk -2 | Wk -1 | Wk 0 |

Weeks leading up to Quarter end

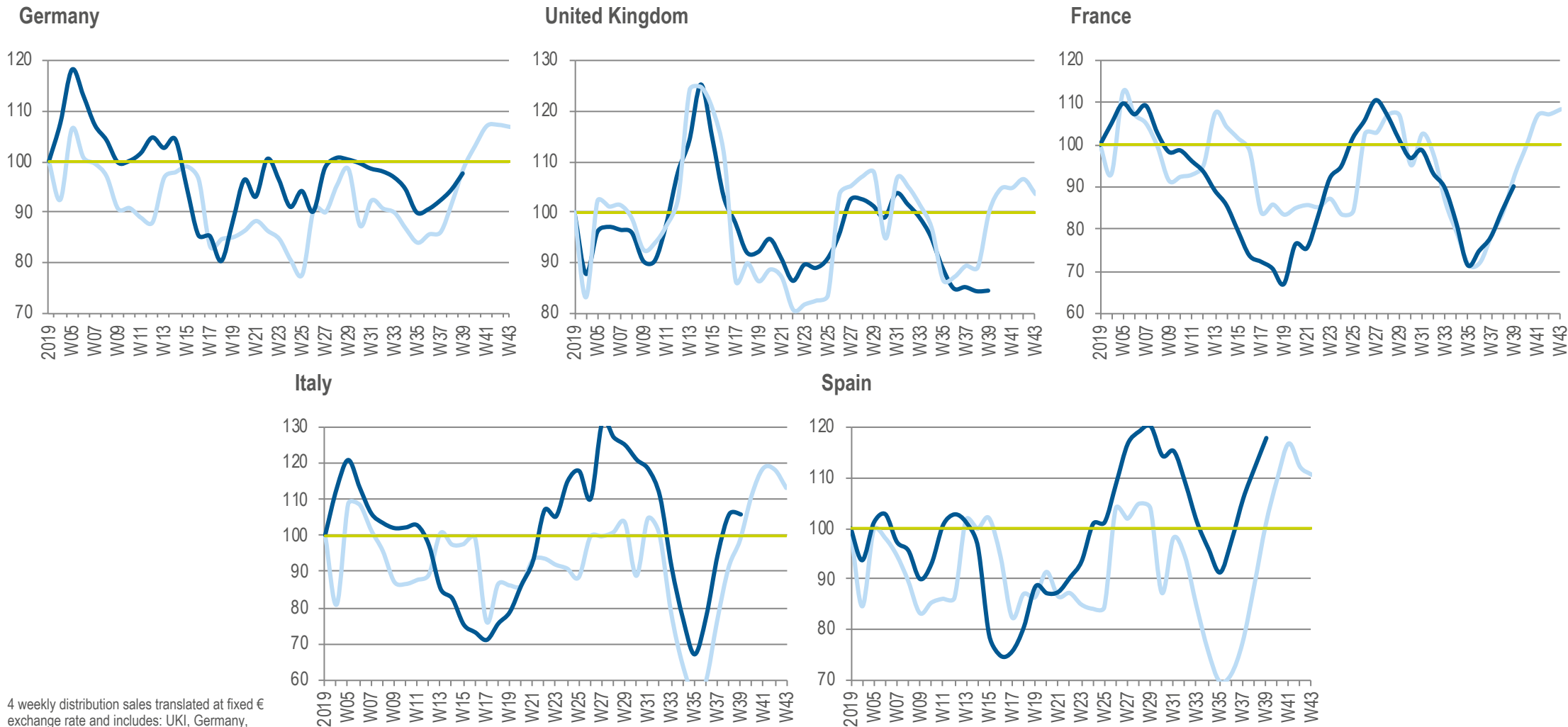—— Q3 2018   —— Q3 2019   —— Q3 2020

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.

GERMANY WAVERS, UK DEVIATES, FRANCE FOLLOWS, ITALY & SPAIN OUTPERFORM

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

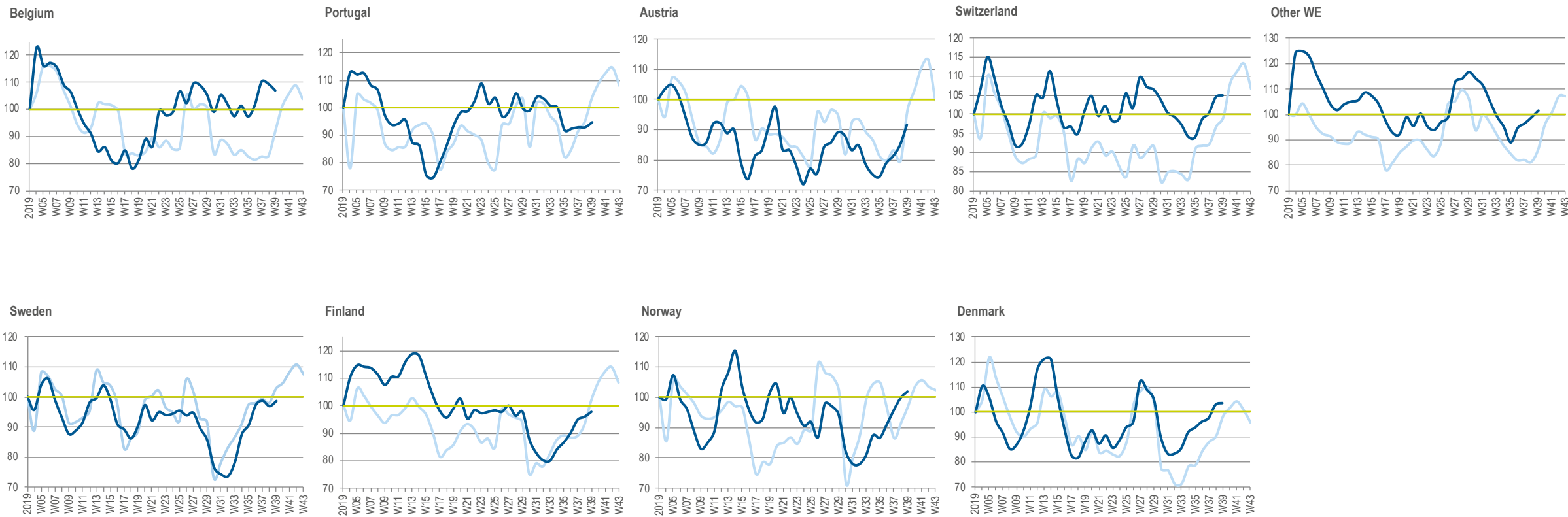2020 —— 2019 ——

Germany

United Kingdom

France

Italy

Spain

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain,

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BELGIUM STRONG PERFORMANCE...DENMARK TOP PERFORMER IN NORDICS

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

2020 ▬▬ 2019 ▬▬

4 weekly distribution sales translated at fixed €
exchange rate and includes: UKI, Germany,
Italy, France, Spain,

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03 PRODUCT PRICE INDICES/WEEKS OF STOCK
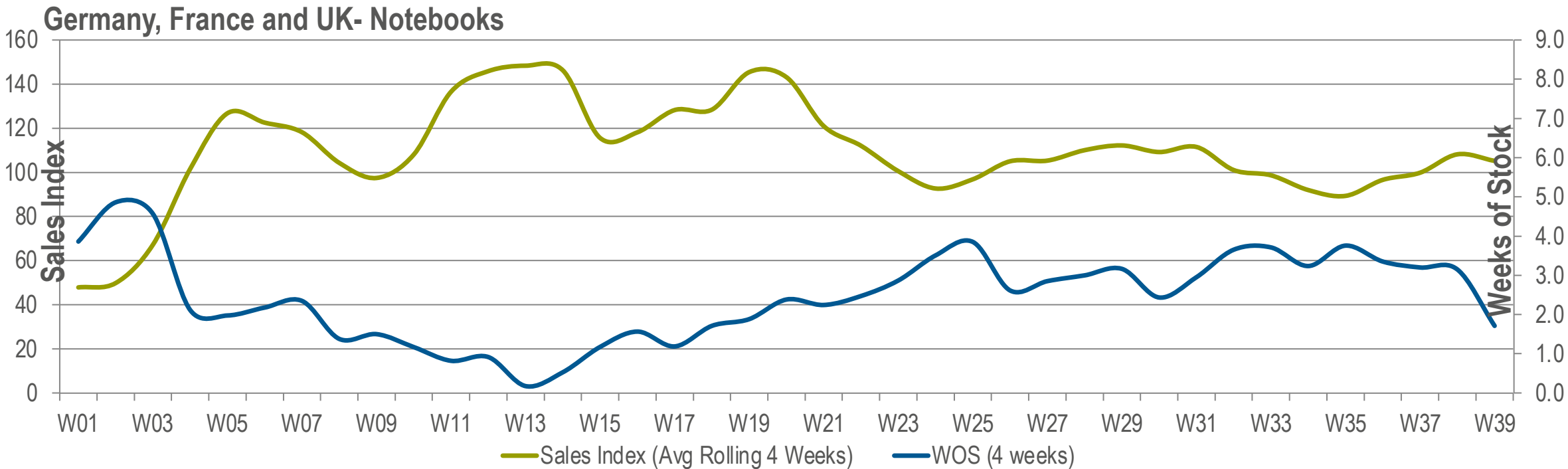
For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

WITH SUSTAINED SALES, NOTEBOOK STOCKS/SUPPLY CHAIN UNDER PRESSURE

Weeks of Stock- Notebooks
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany, France and UK- Notebooks

Sales Index (Avg Rolling 4 Weeks) —— WOS (4 weeks)

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DRAMATIC DROP IN NOTEBOOK STOCK IN FRANCE AS DEMAND RISES

Weeks of Stock- Notebooks
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany- Notebooks

France- Notebooks
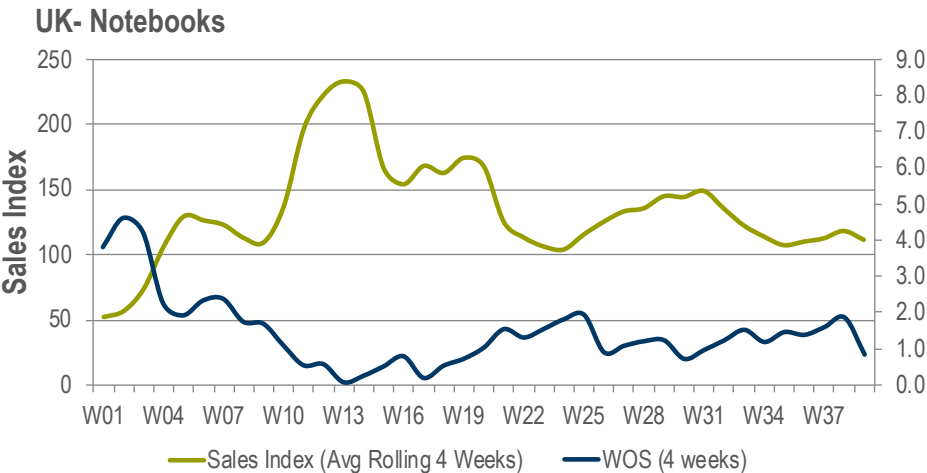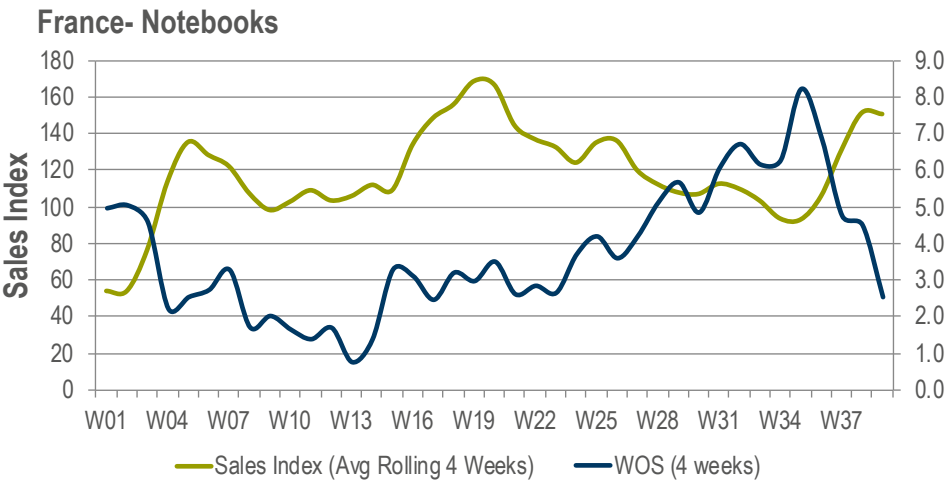
UK- Notebooks

STOCK IN DESKTOPS IS STARTING TO NORMALISE

Weeks of Stock- Desktops
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany, France and UK- Desktops
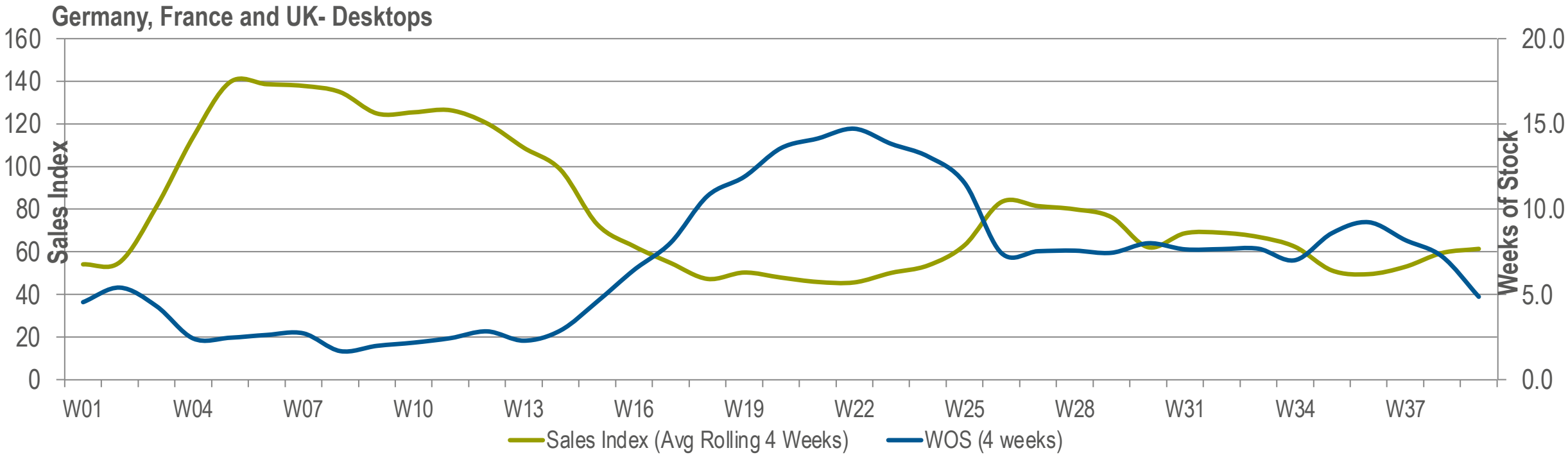
Legend: Sales Index (Avg Rolling 4 Weeks) — WOS (4 weeks)

SIMILAR DROP IN STOCK IN ALL THREE COUNTRIES

Weeks of Stock- Desktops
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany- Desktops

Sales Index (Avg Rolling 4 Weeks) — WOS (4 weeks)

France- Desktops

Sales Index (Avg Rolling 4 Weeks) — WOS (4 weeks)

UK- Desktops

Sales Index (Avg Rolling 4 Weeks) — WOS (4 weeks)

Sales index compared to inventory levels on selected vendors

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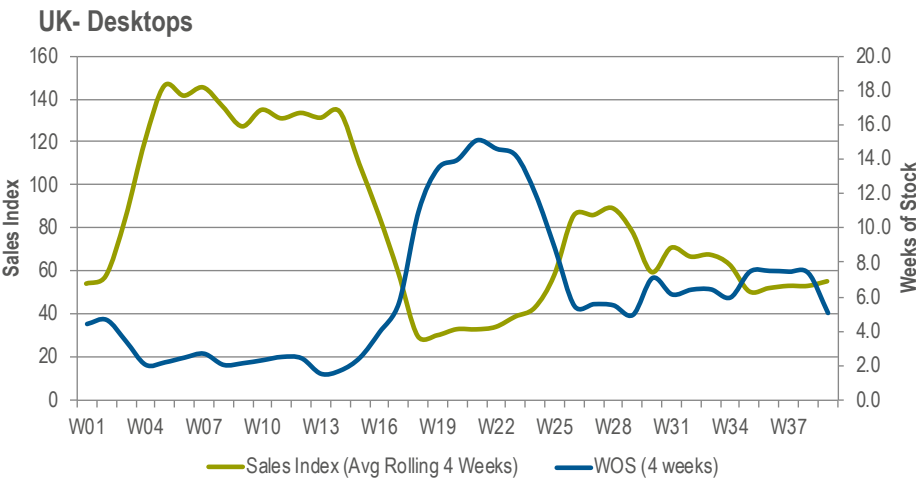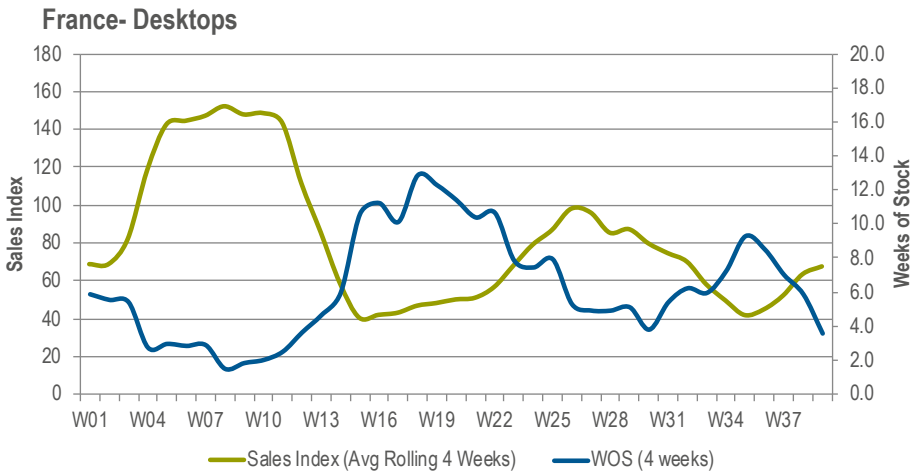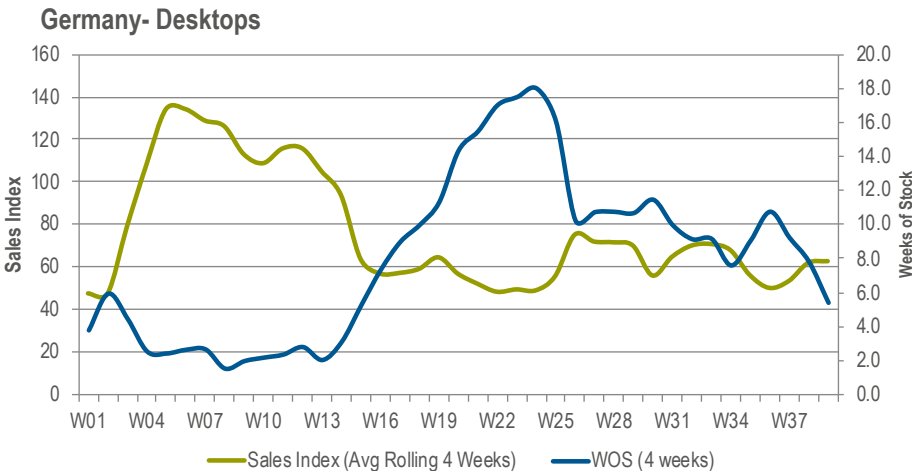
CHALLENGING SITUATION EMERGING WITH MONITORS STOCKS

Weeks of Stock- Monitors
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany, France and UK- Monitors

Sales Index (Avg Rolling 4 Weeks) — WOS (4 weeks)
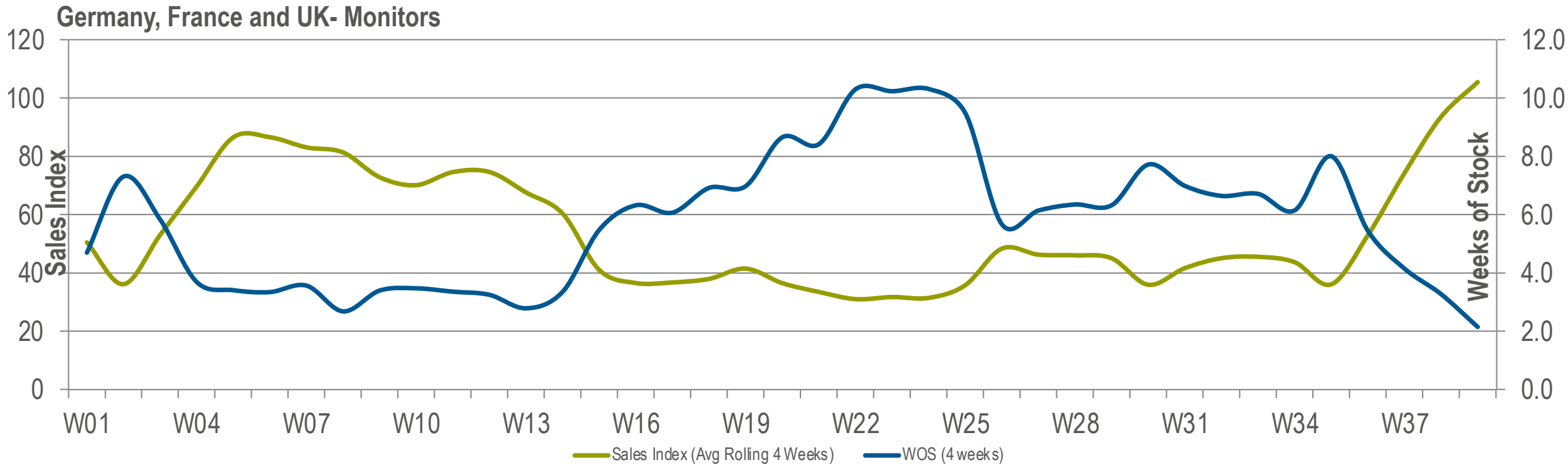
Sales index compared to inventory levels on selected vendors

FRANCE AT LOWEST LEVEL OF STOCKS

Weeks of Stock- Monitors
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany- Monitors

France- Monitors

UK- Monitors
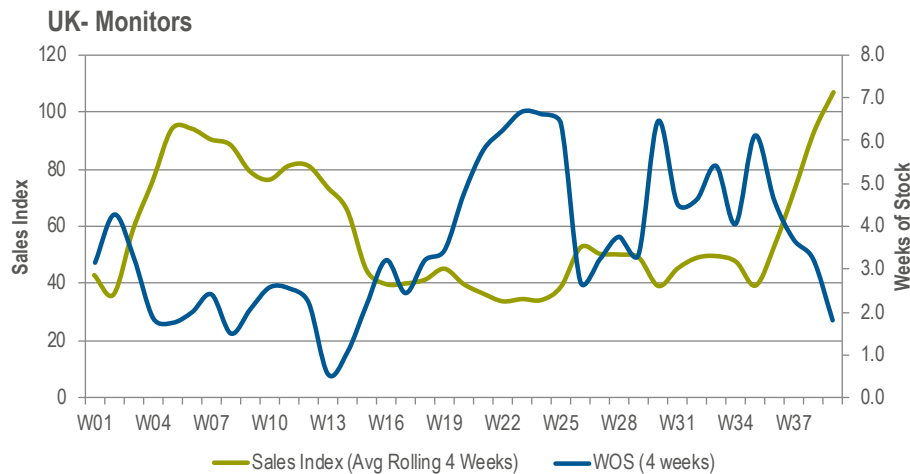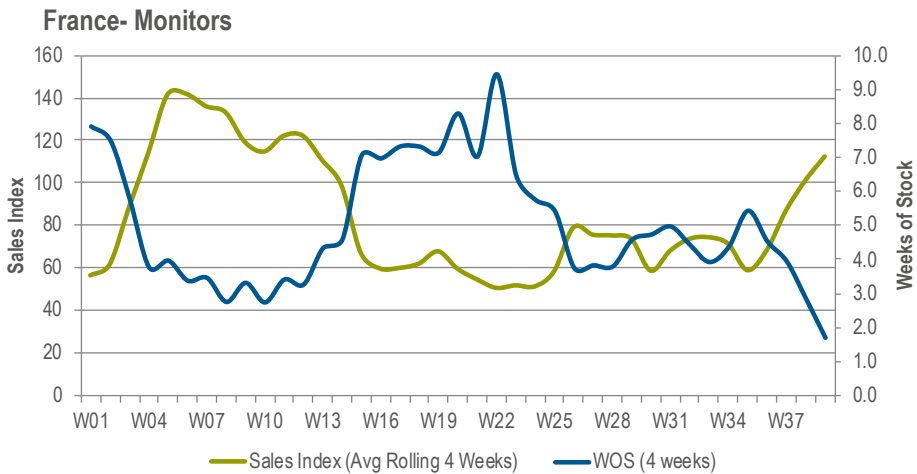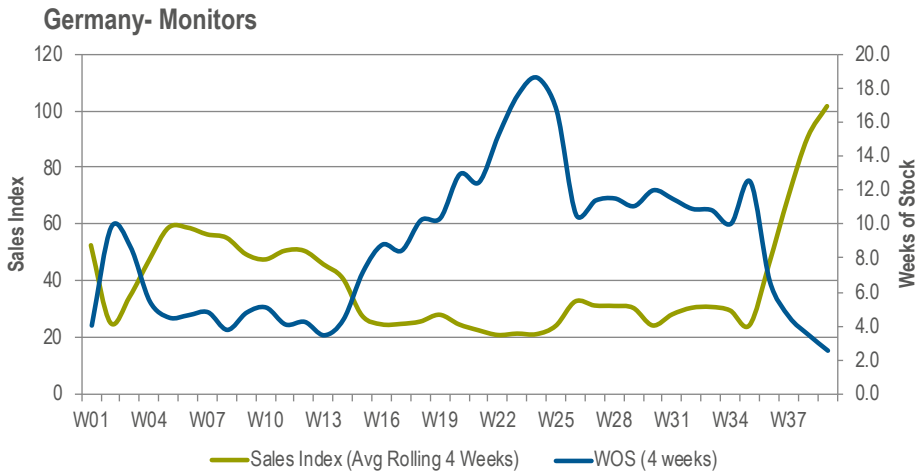
Sales index compared to inventory levels on selected vendors

PRINTERS IN GERMANY CARRY ON SHORT OF STOCK

Weeks of Stock- Printers
Sales Units Trend index (Average 4 Weeks 2019 for each country = 100)

Germany- Printers

Sales Index (Avg Rolling 4 Weeks) —— WOS (4 weeks)
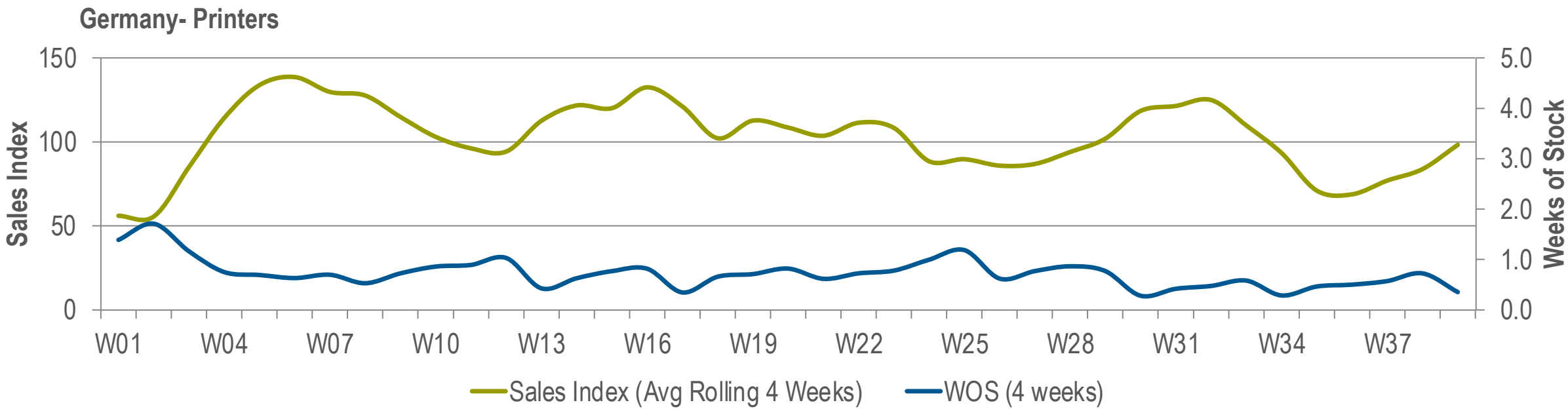
Sales index compared to inventory levels on selected vendors

SECTOR/CATEGORY WEATHER MAPS

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CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

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4 Weeks to Week 39 (27/09/20) vs 2019

Webcams (214%)
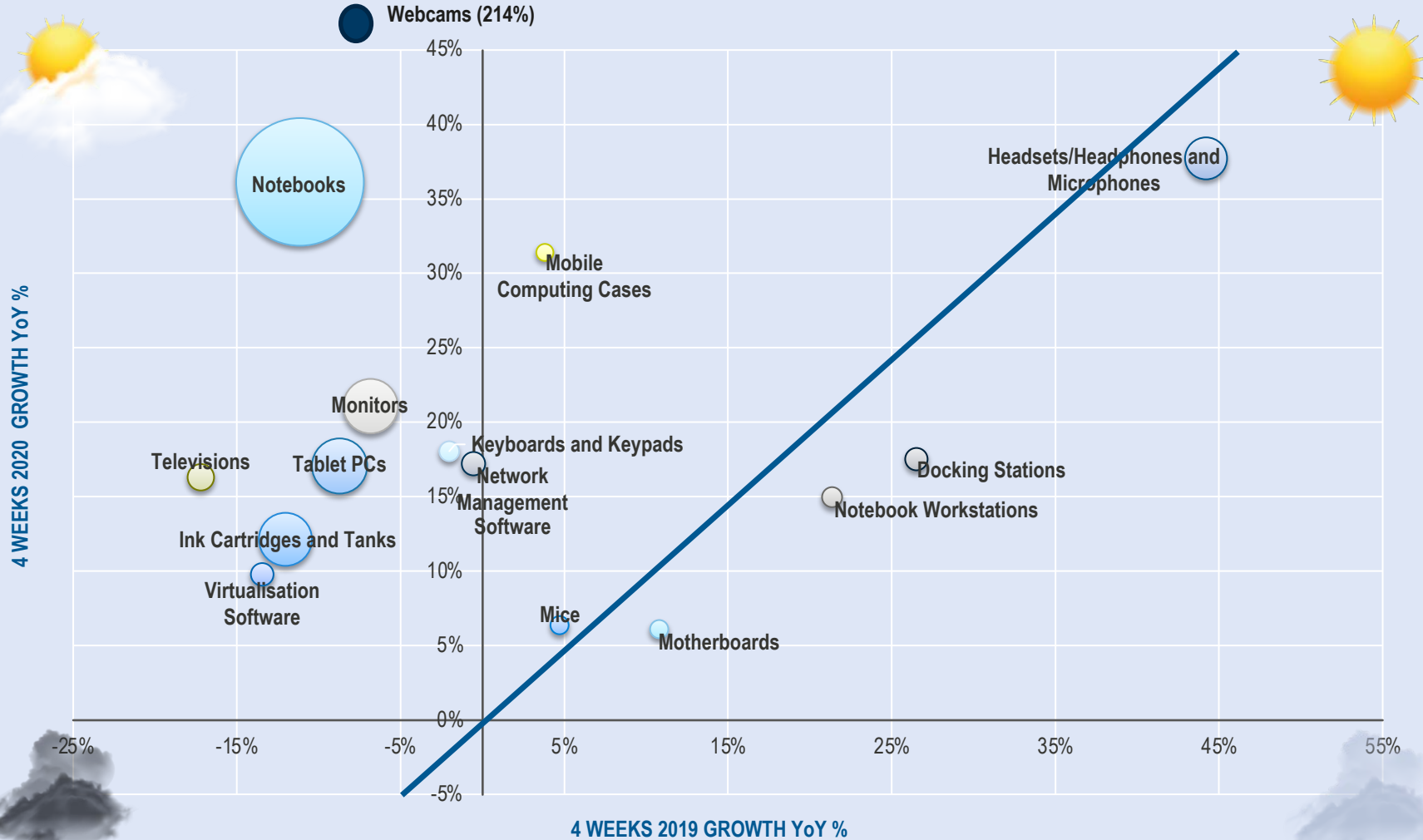
- **Headsets** growing less fast than last year (a first)
- **Notebooks** look where they were last year

4 WEEKS 2020 GROWTH YoY %

Notebooks

Headsets/Headphones and Microphones

Mobile Computing Cases

Monitors

Televisions   Tablet PCs   Keyboards and Keypads

Network Management Software

Docking Stations

Notebook Workstations

Ink Cartridges and Tanks

Virtualisation Software

Mice

Motherboards

45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
-5%

-25%   -15%   -5%   5%   15%   25%   35%   45%   55%

4 WEEKS 2019 GROWTH YoY %

Distribution sales translated at fixed € exchange rate.

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CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 39 (27/09/20) vs 2019
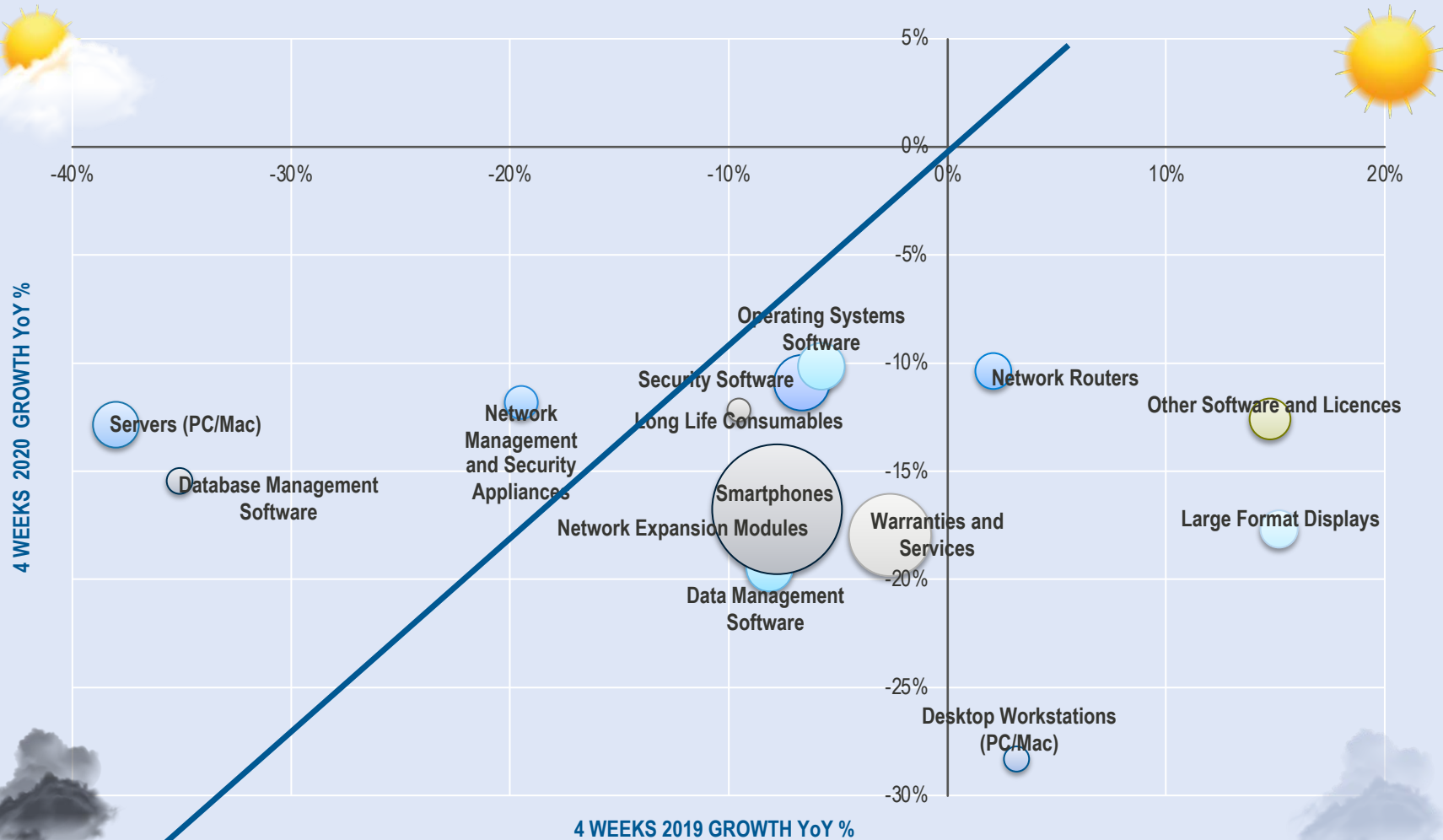
- **Toner** which was declining at 11% last year, is at 0%
- **Desktops** are out of the top 15 declines (-8% compared to -16% two weeks ago)

Distribution sales translated at fixed € exchange rate.

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Imaging Update

7th October, 2020

CONSUMER PRINT PERFORMANCE THROUGH DISTRIBUTION IN EARLY Q3-2020*

EUROPE

+8%
Y/Y Units

2.3M

+17%
Y/Y
Revenue

161M

WE

78%
Units

+7%
Y/Y Units

+21%
Y/Y
Revenue

CEE

22%
Units

+11%
Y/Y Units

+7%
Y/Y
Revenue
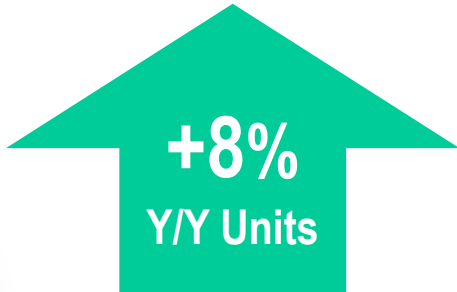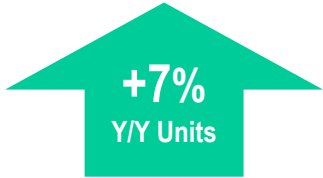
* Q3-2020: July + August + 4 weeks of September

CONSUMER PRINT PERFORMANCE IN EUROPE IN EARLY Q3-2020* (Units)

Consumer printer volume and Y/Y growth – Europe distribution
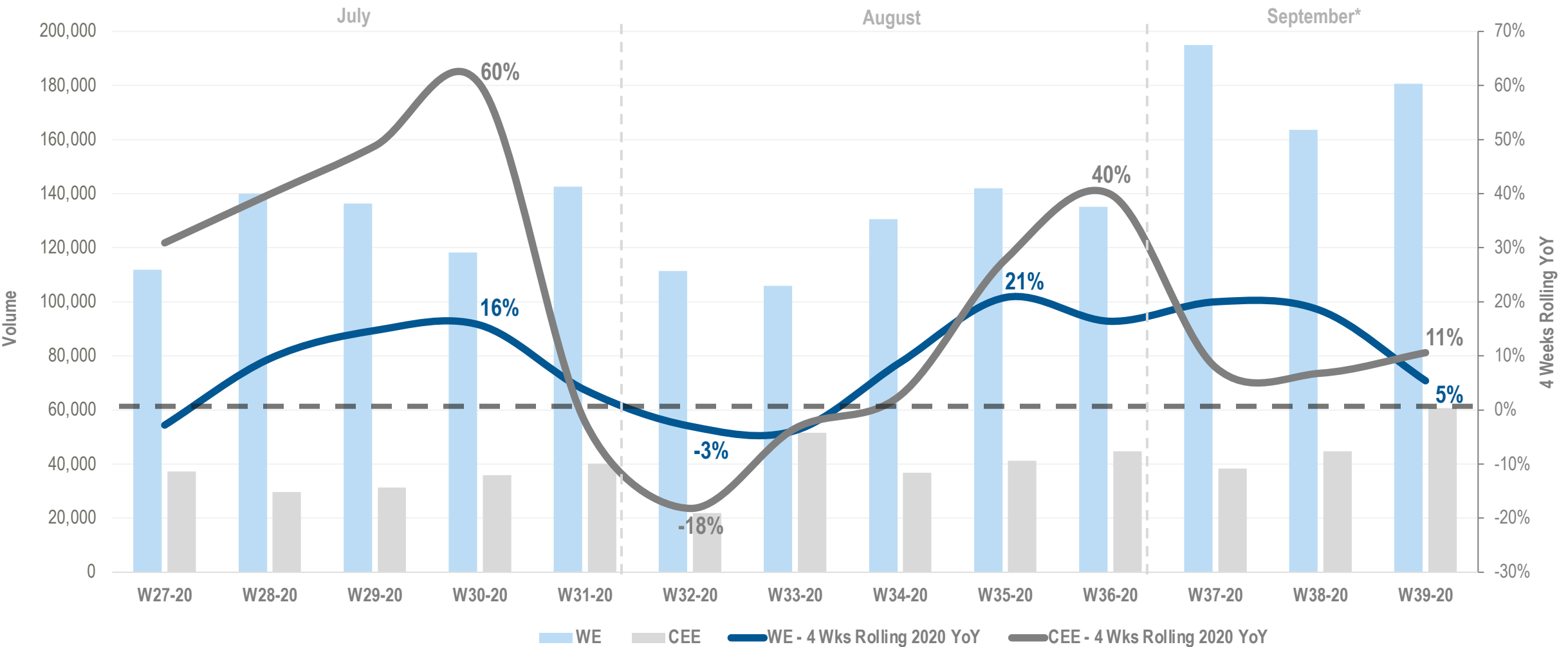
* Q3-2020: July + August + 4 weeks of September

CONSUMER PRINT REVENUE TREND: MOST COUNTRIES STILL ABOVE LAST YEAR

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

2020 ——   2019 ——

Germany
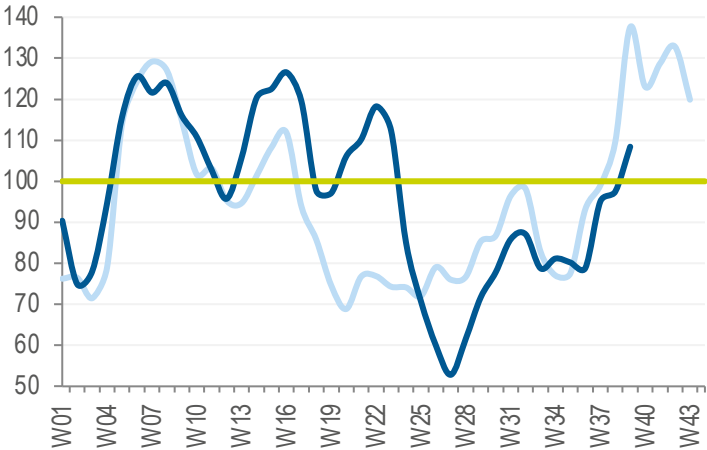
United Kingdom
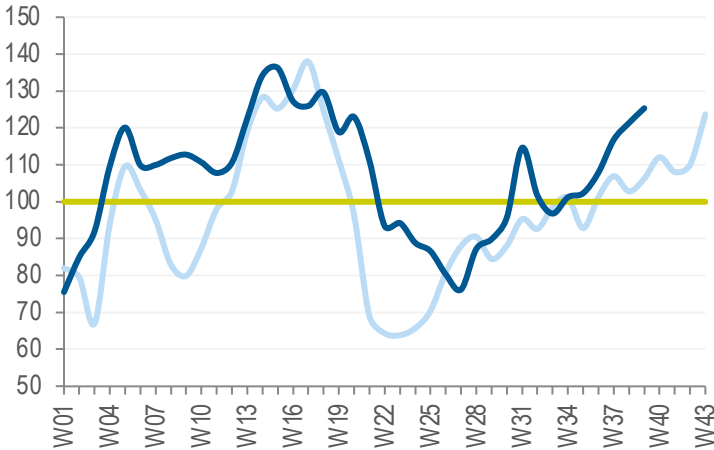
France

Italy

Spain

Poland

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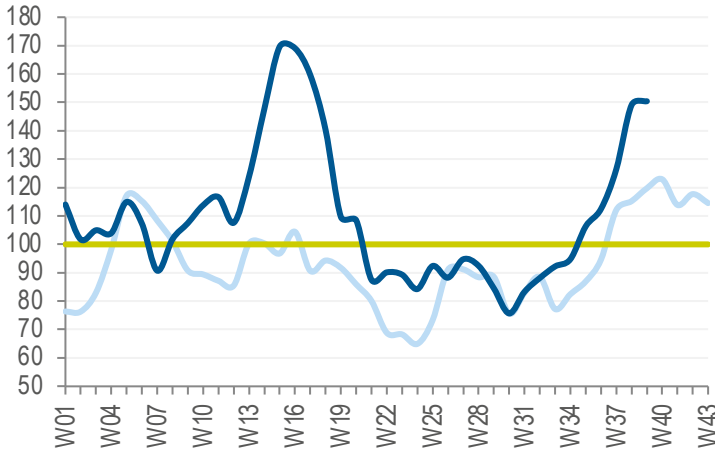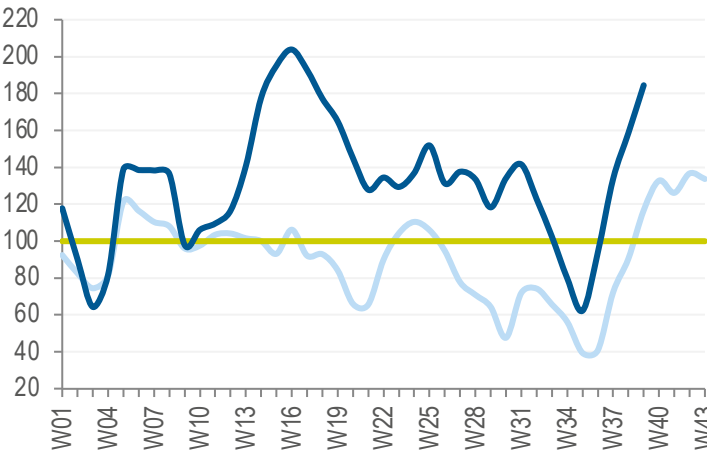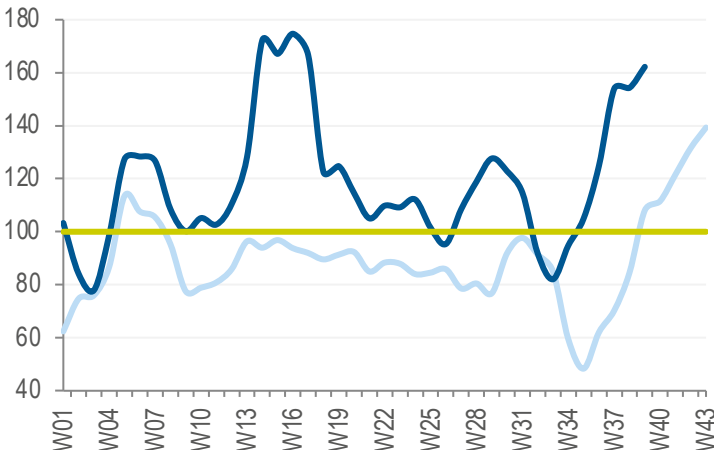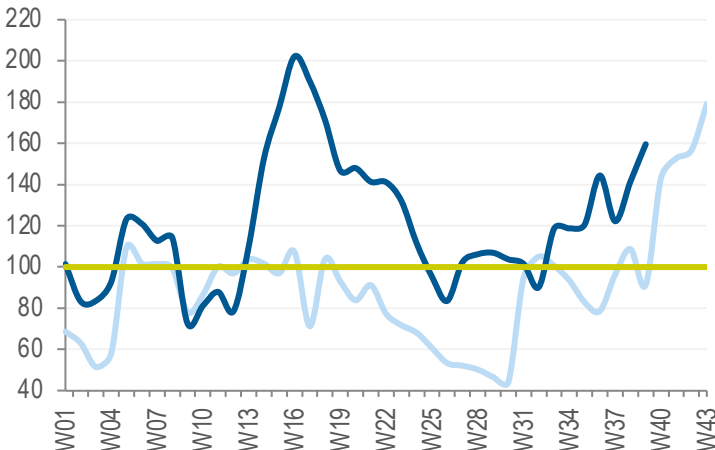
04   **CHANNEL HEALTH**

BUSINESS CHANNELS ARE CONTINUING TO BE HARDEST HIT

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019

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

Week 39

CHANNEL TREND		
WE	EE	Total
-15%	-9%	-14%
2%	6%	3%
-10%	-11%	-10%
21%	4%	18%
6%	48%	15%

Week 37

CHANNEL TREND		
WE	EE	Total
-9%	-17%	-10%
7%	19%	9%
-1%	-20%	-2%
37%	8%	31%
23%	35%	26%

Week 35

CHANNEL TREND		
WE	EE	Total
-13%	-3%	-12%
5%	15%	7%
-3%	-27%	-5%
24%	-7%	18%
18%	42%	24%

Above	15%
Inbetween	
Below	-20%

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

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UK BUSINESS CHANNELS ARE HARDEST HIT

Business Sectors	Channel	WESTERN EUROPE													
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE
Business Channels	Corporate Reseller	-14%	-23%	6%	-8%	-10%	-28%	-13%	11%	-41%	-19%	-40%	-21%	-27%	2%
	Small and Medium Reseller	-4%	-11%	15%	9%	16%	4%	-5%	4%	7%	14%	-1%	1%	-3%	8%
	Etailer Business	-10%	-14%	14%	-6%	-13%	-33%	-18%	62%	-26%	0%	-41%	2%	-40%	-2%
Retail Channels	Etailer Consumer	24%	-2%	49%	18%	81%	28%	-82%	35%	29%	49%	26%	32%	-26%	17%
	Retail Chain	6%	-19%	-7%	-23%	19%	30%	37%	57%	28%	30%	-9%	75%	23%	81%

Business Sectors	Channel	EASTERN EUROPE				
		Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-4%	-21%	-8%	-32%	-49%
	Small and Medium Reseller	-1%	20%	8%	29%	-20%
	Etailer Business	-33%	46%	-3%	-38%	-25%
Retail Channels	Etailer Consumer	-29%	79%	5%	44%	16%
	Retail Chain	44%	66%	22%	173%	-11%

Above	15%
Inbetween	
Below	-20%

4 week rolling 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.

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019**

Created For: **CONTEXT**

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CONTEXT Covid-19 Weekly Report

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Index Total Market
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
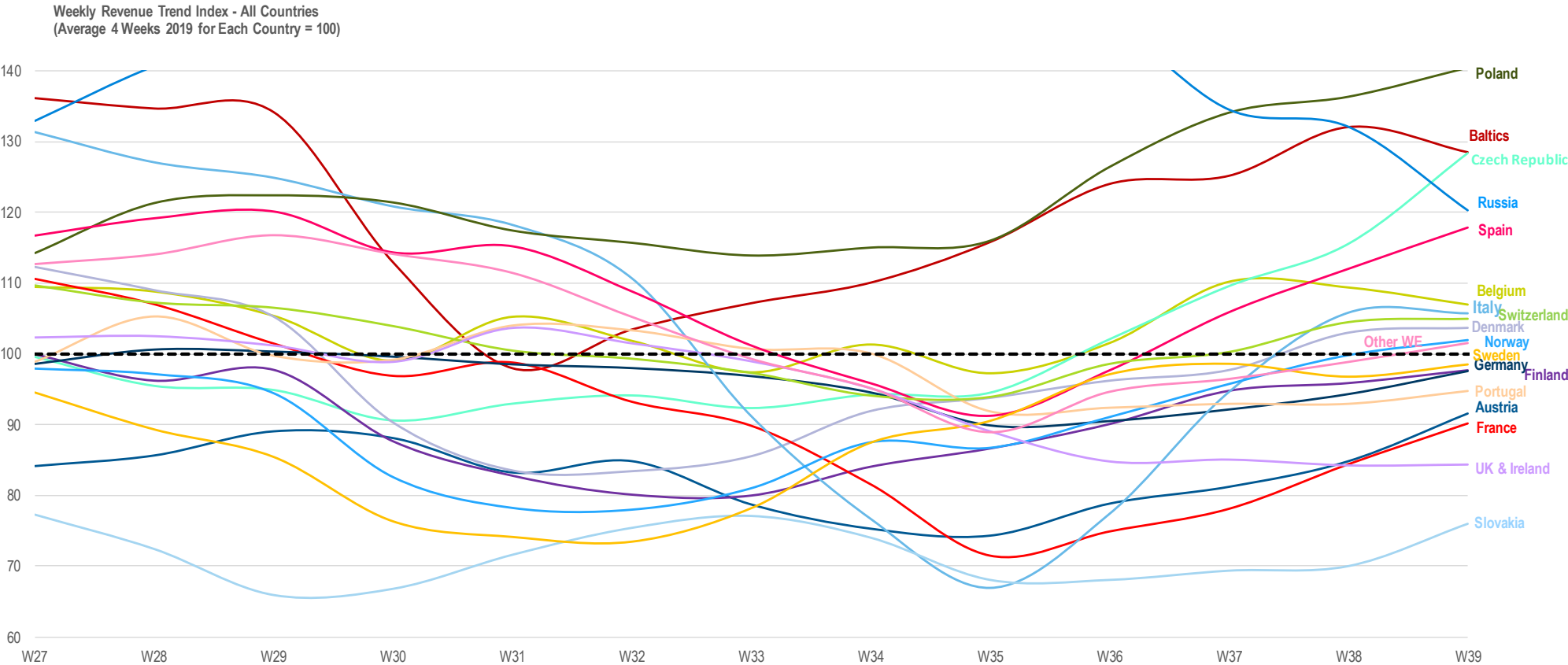
Weekly Revenue Trend Index - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

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)
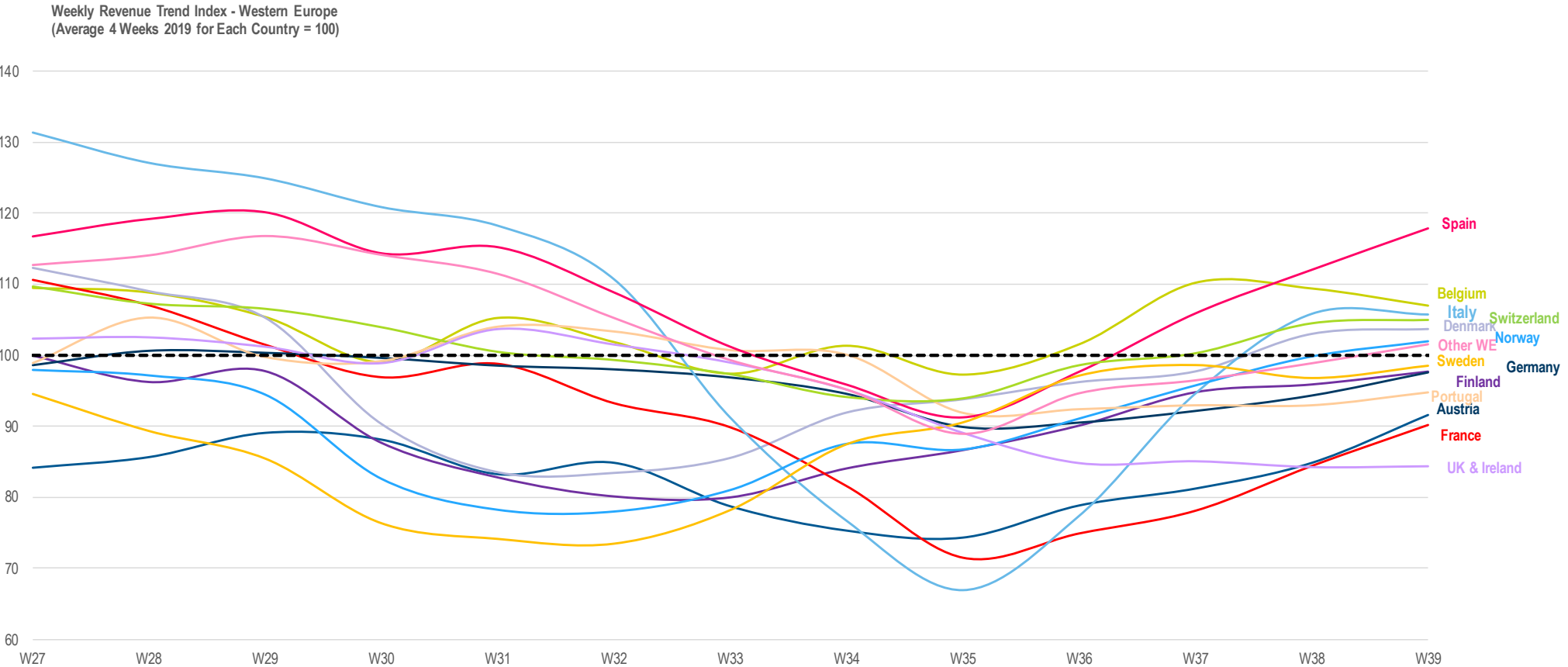
**Weekly Revenue Trend Index - Western Europe
(Average 4 Weeks 2019 for Each Country = 100)**

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)

Weekly Revenue Trend Index - Western Europe
(Average 4 Weeks 2019 for Each Country = 100)
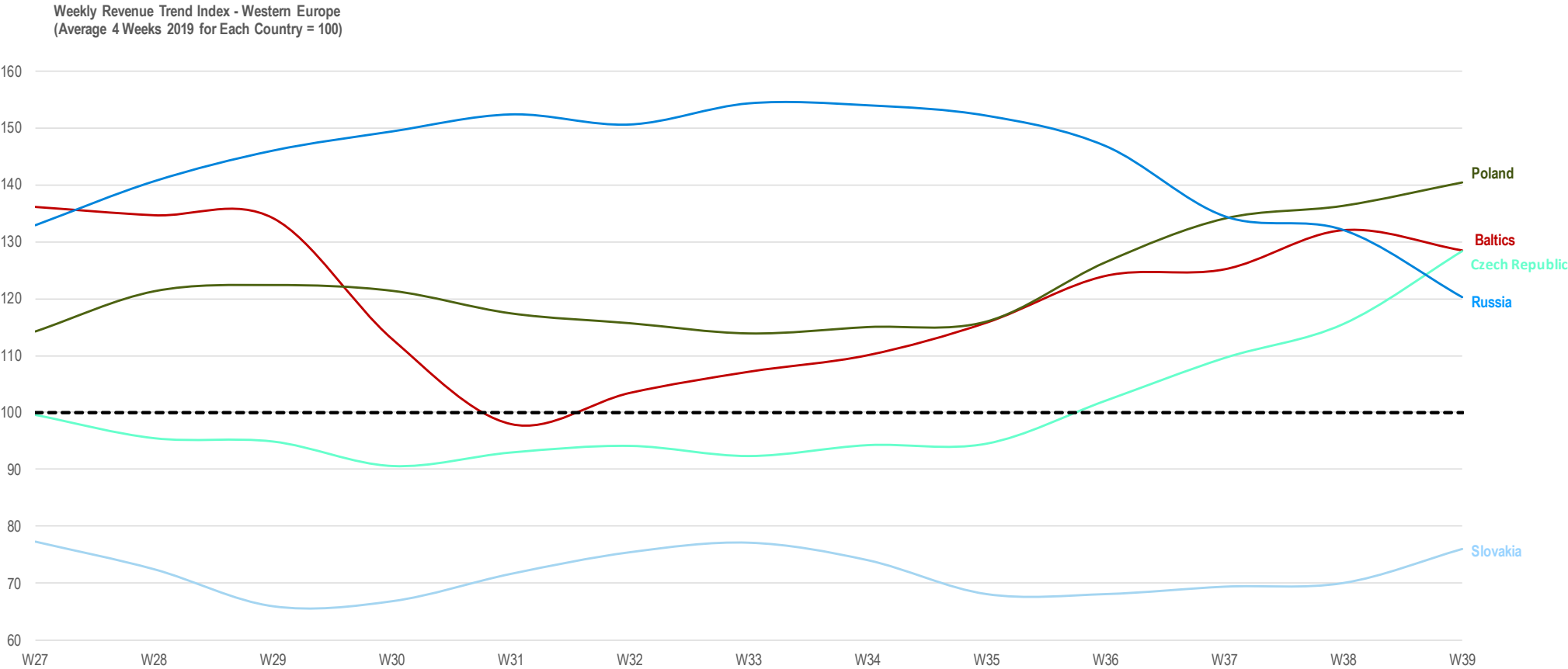
Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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

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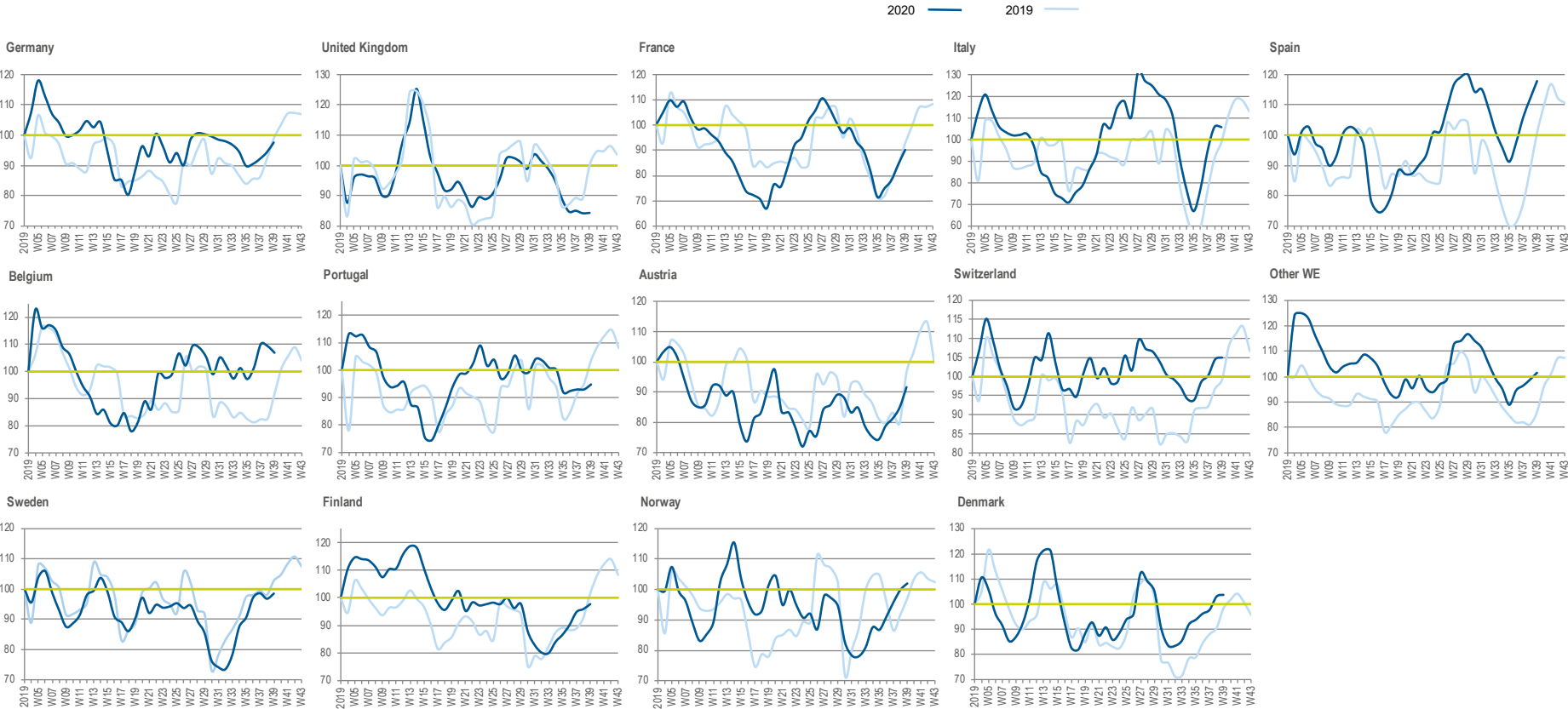
Index Revenue Trend - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 —— 2019 ——

Russia

Poland

Czech Republic

Slovakia

Baltics

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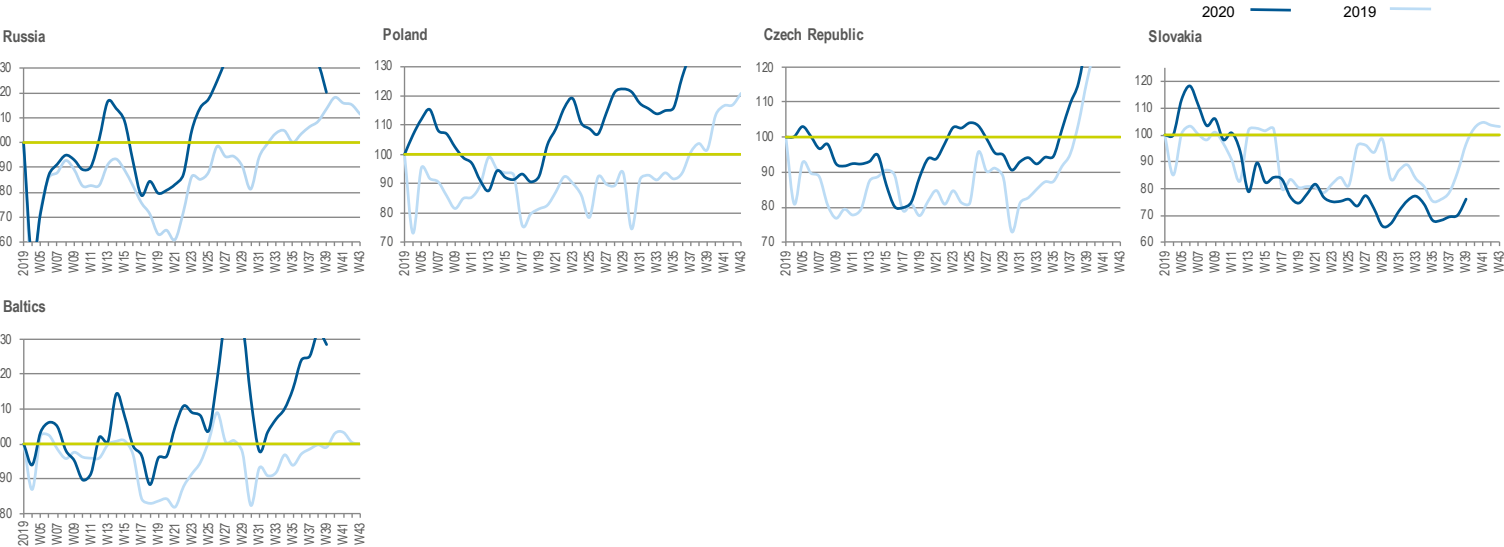
Index Business Channel

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

**Weekly Revenue Trend Index Business Channel - All Countries
(Average 4 Weeks 2019 for Each Country = 100)**
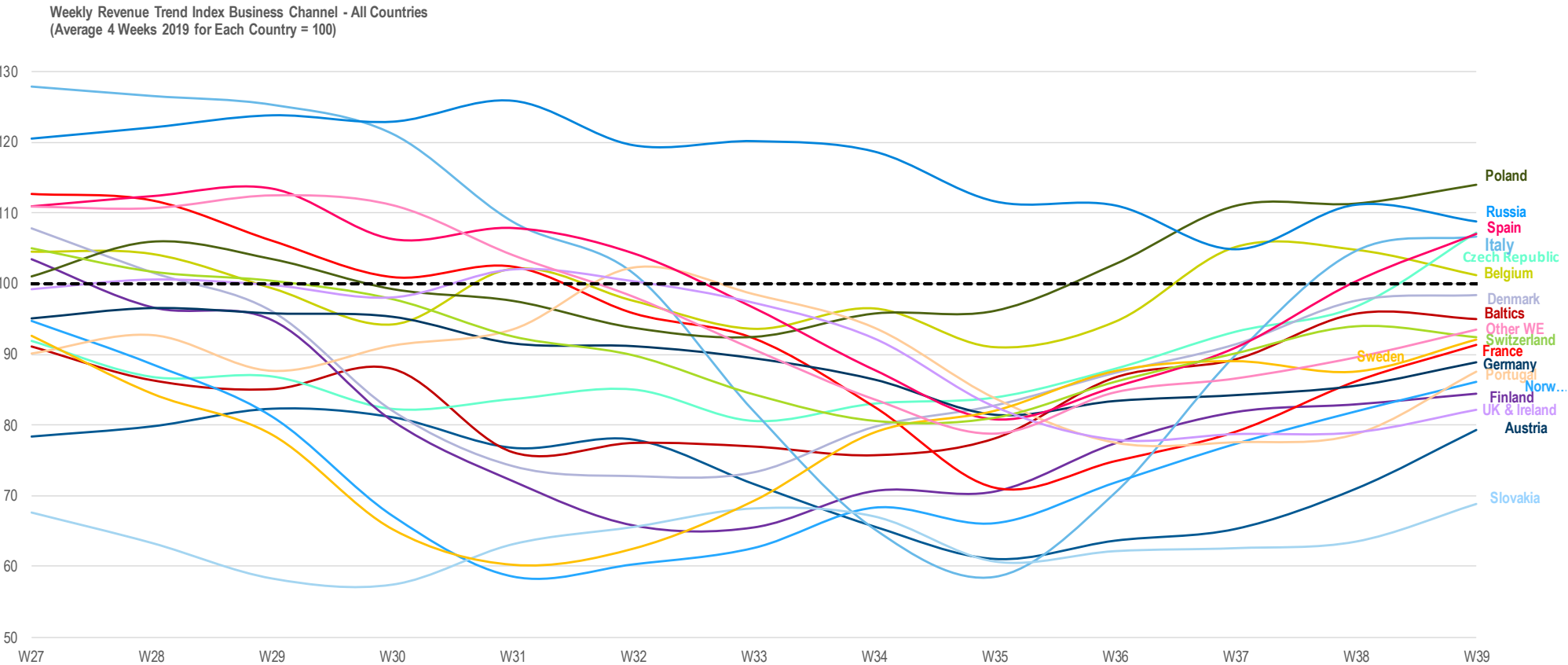
Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

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

Index Consumer Channel

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

Weekly Revenue Trend Index Consumer Channel - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Consumer Channel = Retail chain & Etailer Consumer

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.
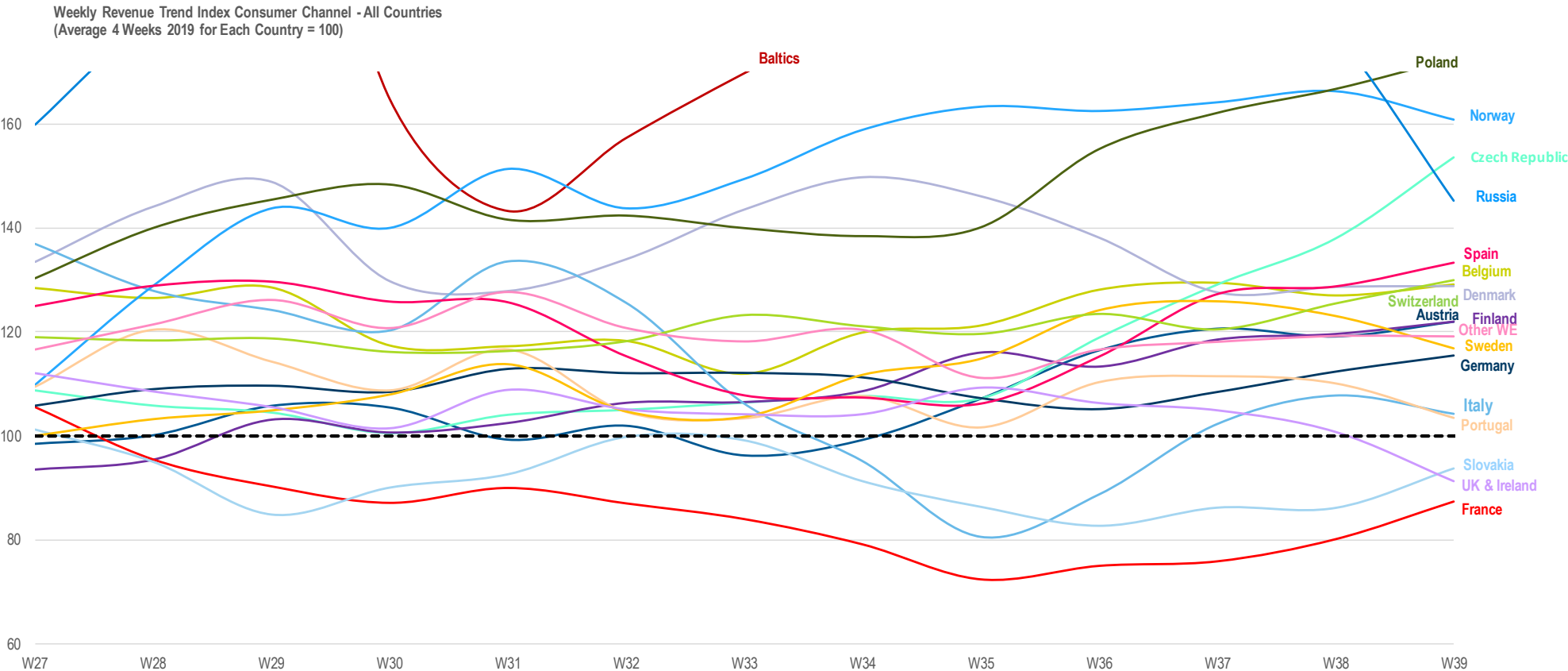
Index Volume Market

Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
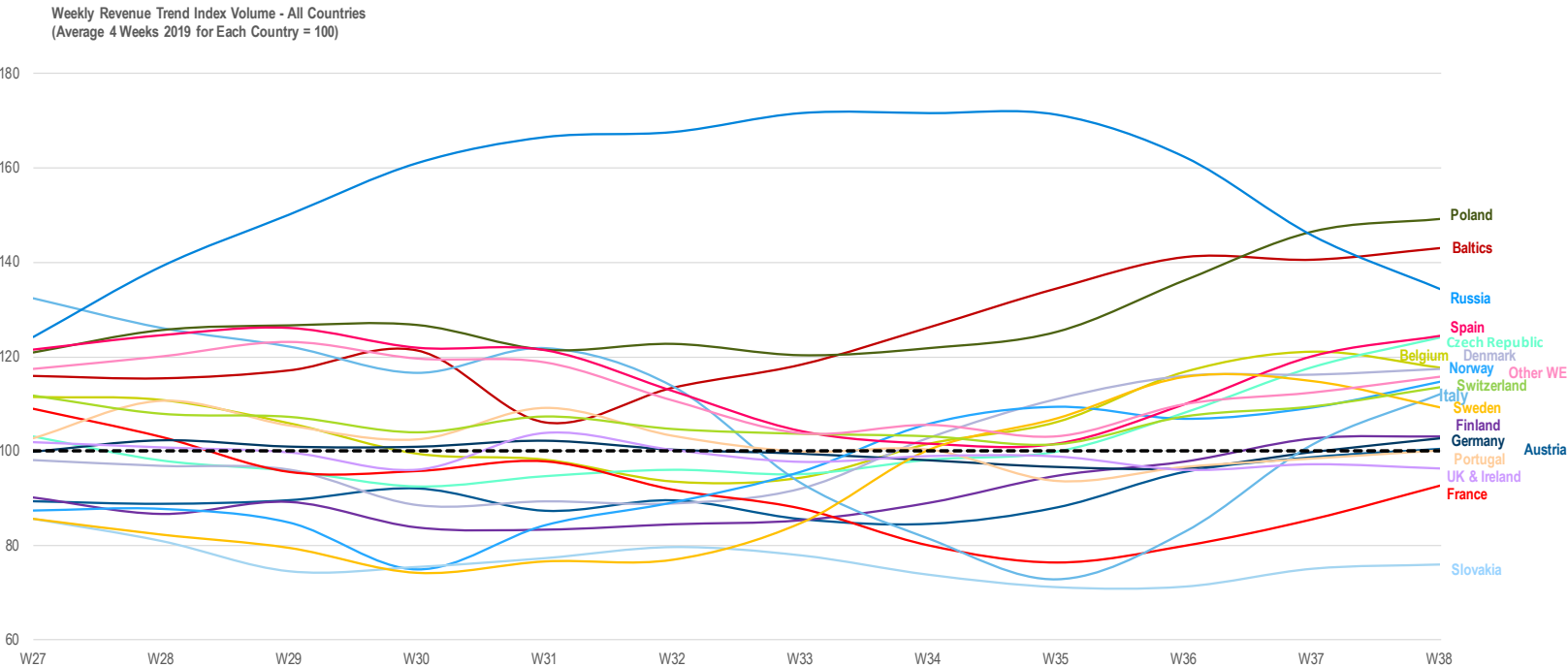
Weekly Revenue Trend Index Volume - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

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

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

Weekly Revenue Trend Index Value - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

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

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Weekly %YoY Trend
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods
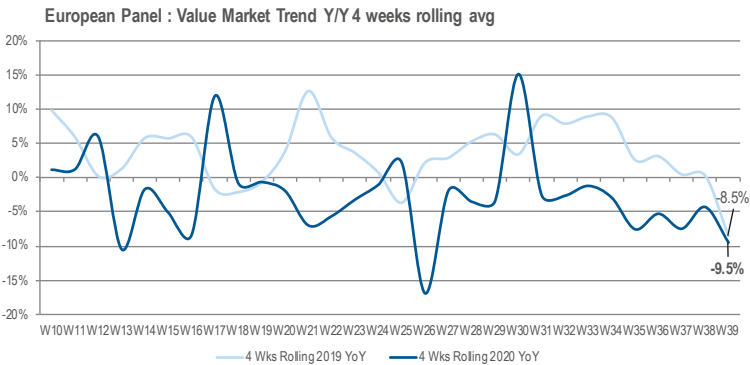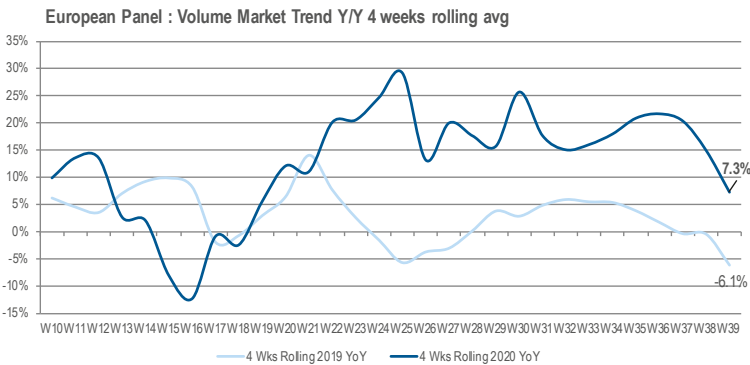
European Panel Trend Y/Y 4 weeks rolling avg

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

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

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

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

Weekly %YoY Trend - Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020 ——— 2019 ———

Germany growth Y/Y 4 weeks rolling avg
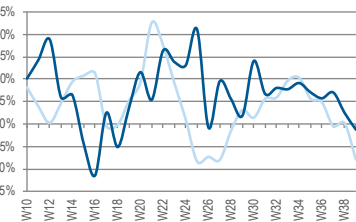
United Kingdom growth Y/Y 4 weeks rolling avg
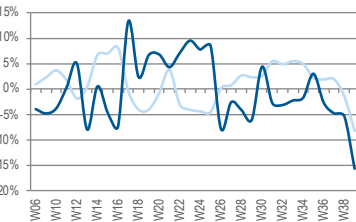
France growth Y/Y 4 weeks rolling avg
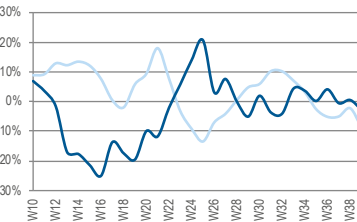
Italy growth Y/Y 4 weeks rolling avg
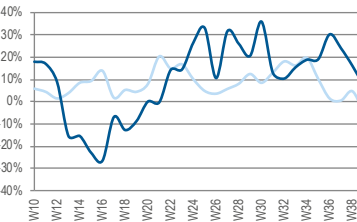
Spain growth Y/Y 4 weeks rolling avg
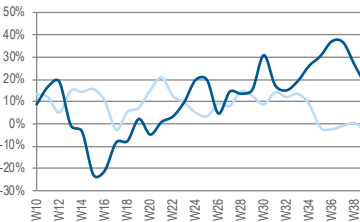
Belgium growth Y/Y 4 weeks rolling avg
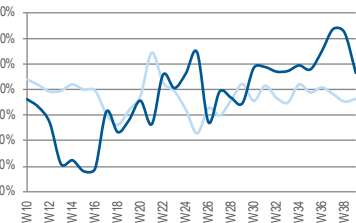
Portugal growth Y/Y 4 weeks rolling avg
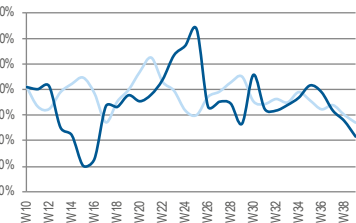
Austria growth Y/Y 4 weeks rolling avg
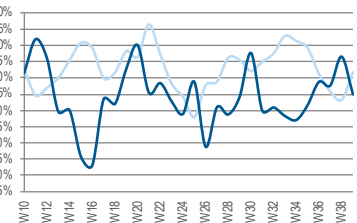
Switzerland growth Y/Y 4 weeks rolling avg
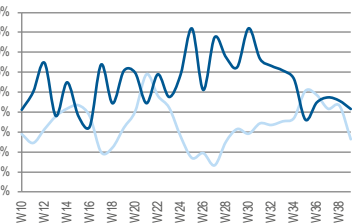
Other WE growth Y/Y 4 weeks rolling avg
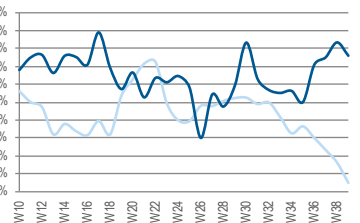
Sweden growth Y/Y 4 weeks rolling avg
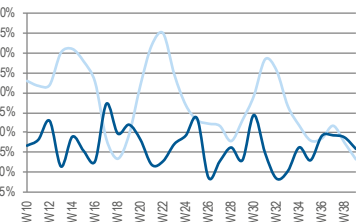
Finland growth Y/Y 4 weeks rolling avg
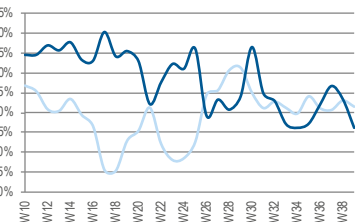
Norway growth Y/Y 4 weeks rolling avg
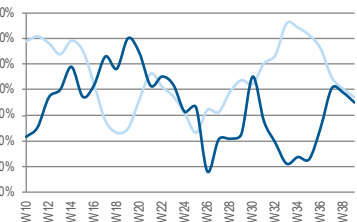
Denmark growth Y/Y 4 weeks rolling avg
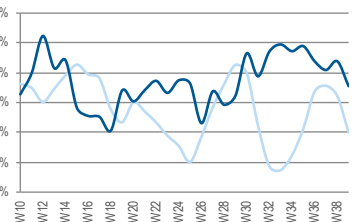
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Weekly %YoY Trend - Eastern Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020 —— 2019 ——

Russia growth Y/Y 4 weeks rolling avg
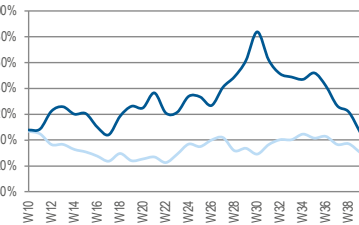
Poland growth Y/Y 4 weeks rolling avg
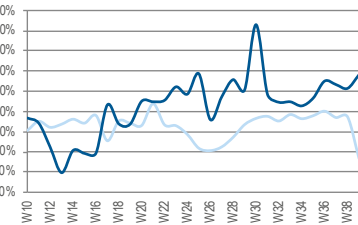
Czech Republic growth Y/Y 4 weeks rolling avg
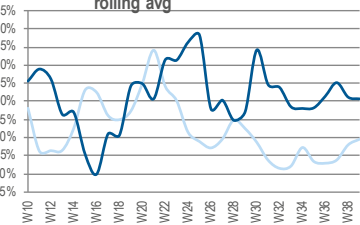
Slovakia growth Y/Y 4 weeks rolling avg
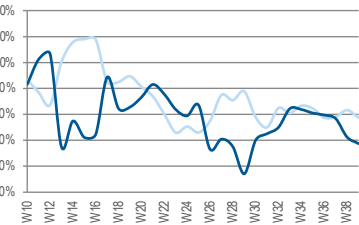
Baltics growth Y/Y 4 weeks rolling avg
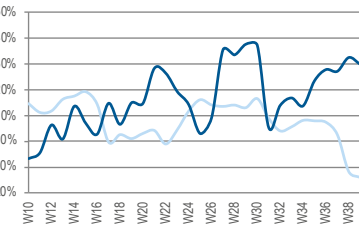
Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

| Rank-W38	Rank-W39		Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia		WE	EE	Total
									WESTERN EUROPE										EASTERN EUROPE						INDUSTRY SECTOR TREND		
1	1	→	Mobile Computing	30%	10%	56%	50%	62%	30%	10%	63%	40%	-18%	3%	10%	-3%	40%	15%	92%	40%	28%	7%		31%	38%	32%
2	2	→	Telecommunications	-16%	-46%	-30%	-61%	-11%	-21%	-4%	1%	-8%	75%	-38%	-13%	5%	25%	-26%	58%	0%	324%	14%		-23%	23%	-17%
3	3	→	Software and Licences	-5%	-17%	16%	-1%	-17%	0%	-14%	-8%	-52%	-9%	-9%	19%	2%	15%	22%	-7%	-5%	12%	-36%		-8%	5%	-7%
4	4	→	Printing Consumables	9%	-16%	10%	-2%	24%	19%	-10%	-28%	6%	19%	-22%	8%	-6%	39%	-18%	8%	-2%	47%	17%		3%	-7%	2%
5	5	→	Displays	19%	-16%	-11%	5%	64%	23%	4%	3%	20%	24%	14%	8%	-2%	1%	49%	25%	-5%	-3%	-6%		5%	27%	9%
6	6	→	Disk Storage	-12%	-20%	0%	0%	-19%	-10%	2%	45%	21%	-6%	19%	-8%	-19%	1%	-17%	24%	13%	10%	-53%		-7%	5%	-4%
7	7	→	Computing Components	1%	-6%	25%	2%	28%	-34%	-14%	27%	-26%	-1%	-23%	23%	-31%	32%	-17%	28%	4%	45%	-64%		2%	-5%	0%
8	8	→	Desktop Computing	-18%	-34%	5%	-6%	12%	3%	-22%	-16%	-16%	-3%	-9%	3%	-17%	-21%	4%	7%	-10%	-28%	-15%		-14%	1%	-10%
9	9	→	Warranties and Services	-13%	-35%	21%	-22%	7%	-28%	-38%	-35%	23%	-16%	-35%	-47%	-17%	-25%	1%	-28%	-8%	-39%	-2%		-19%	-11%	-18%
10	10	→	Computing Accessories	22%	10%	71%	42%	71%	44%	-1%	43%	14%	8%	46%	27%	-4%	42%	9%	66%	20%	37%	-17%		29%	27%	29%
11	11	→	Printing	-20%	-25%	8%	-27%	1%	-11%	-12%	14%	19%	-3%	8%	-20%	7%	10%	-7%	28%	1%	17%	-39%		-12%	-1%	-9%
12	12	→	Audio-Video Systems	2%	0%	34%	20%	8%	41%	20%	74%	43%	125%	76%	47%	1%	45%	-2%	72%	-18%	162%	1%		21%	22%	21%
13	13	→	Networking Systems	-13%	-31%	0%	3%	-37%	-24%	-17%	30%	-14%	8%	13%	23%	-25%	-1%	15%	21%	20%	-9%	-36%		-14%	14%	-8%
14	14	→	Server Computing	-35%	15%	-59%	49%	59%	-19%	-36%	31%	-46%	-54%	-24%	-13%	4%	6%	-28%	-3%	-17%	110%	-57%		-16%	-20%	-17%
15	15	→	Data Center Networking and Security	-30%	-27%	-22%	-23%	39%	-33%	-41%	55%	37%	4%	-1%	-31%	-12%	-45%	43%	-42%	112%	104%	-66%		-21%	27%	-12%
16	16	→	Power Equipment	5%	-19%	-3%	-6%	-7%	4%	-12%	-12%	-8%	8%	-9%	0%	-15%	-9%	-3%	11%	5%	4%	-34%		-6%	-1%	-4%
17	17	→	Wireless Networking	2%	-23%	11%	12%	-10%	7%	-9%	-6%	44%	9%	32%	42%	-33%	53%	30%	41%	51%	-28%	7%		0%	30%	4%
19	18	↑	Wearable Devices	-59%	-36%	-10%	-1%	42%	-50%	47%	-5%	12%	81%	18%	-63%	-43%	-23%	38%	249%	-22%	4%	-86%		-26%	41%	-18%
18	19	↓	Other Networking Equipment	-10%	-35%	1%	7%	58%	-15%	-42%	53%	4%	10%	0%	-42%	-14%	-1%	38%	-36%	11%	10%	-24%		-7%	27%	-1%
20	20	→	Connectivity	-10%	-13%	-15%	-3%	35%	14%	-8%	5%	30%	19%	65%	42%	-2%	8%	70%	7%	7%	36%	-26%		-2%	35%	2%
21	21	→	Removable Storage	-27%	-59%	-19%	44%	-24%	71%	14%	-17%	-5%	15%	-48%	-22%	15%	-30%	-13%	21%	-24%	5%	-26%		-24%	-2%	-19%
22	22	→	Electronics	-12%	-19%	5%	134%	9%	-19%	-23%	-48%	-52%	31%	-43%	246%	183%	-11%	0%	-34%	18%	-56%	20%		10%	-4%	6%
23	23	→	Smart Home and Office	-17%	4%	68%	1%	-16%	2%	-82%	717%	-51%	37%	588%	600%	-35%	149%	154%	73%	175%	6099%	-18%		-5%	324%	0%
24	24	→	Games Consoles	-38%		-48%	61%	-8%	-14%	347%	42%	-43%	-79%	-28%	1098%	-14%	32%	-45%	-39%	-58%	20%	160%		-23%	-37%	-28%
25	25	→	Unified Communications	-28%	-69%	-26%	-52%	-33%	-7%	-24%	-27%	-57%	-68%	-62%	-16%	-65%	-62%	-26%	131%	-80%	37%	-80%		-40%	-11%	-36%
27	26	↑	Scanner Imaging	7%	-44%	-8%	0%	15%	2%	-16%	-1%	-6%	-41%	36%	113%	60%	2%	-33%	-26%	-19%	95%	-34%		-8%	-29%	-12%
26	27	↓	Security	47%	-18%	-13%	30%	-4%	12%	-30%	18%	7%	12%	129%	-39%	-39%	2%	92%	7%	12%	-39%	-31%		2%	54%	11%
28	28	→	Terminals, Thin Clients and Points of S	-5%	-68%	-1%	-31%	-27%	8%	-45%	-32%	-53%	-15%	69%	13%	11%	4%	-25%	38%	44%	11%	118%		-21%	-15%	-20%
29	29	→	Tape Storage	-27%	-2%	-47%	25%	18%	129%	33%	-37%	57%	-30%	42%	-71%	-65%	-14%	38%	-30%	-73%	25%	-68%		-8%	6%	-5%
30	30	→	Photo and Video Cameras	-64%	-13%	-8%	-78%	-58%	-39%	-80%	-77%	56%	-77%	-8%	-92%	-63%	-63%	-48%	21%	24%	-11%	-16%		-44%	9%	-23%

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Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019
Sorted by largest industry sector and largest country.

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W38	Rank-W39	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	35%	20%	62%	57%	62%	32%	15%	65%	40%	-26%	0%	2%	-2%	43%	18%	94%	33%	31%	4%	36%	39%	36%
2	2	Smartphones	-16%	-47%	-31%	-66%	-10%	-25%	-3%	2%	-8%	81%	-37%	-13%	4%	28%	-38%	65%	1%	354%	14%	-23%	24%	-17%
4	3	Warranties and Services	-13%	-35%	21%	-22%	7%	-28%	-38%	-35%	23%	-16%	-35%	-47%	-17%	-25%	1%	-28%	-8%	-39%	-2%	-19%	-11%	-18%
3	4	Desktops	-15%	-32%	7%	-5%	13%	9%	-25%	-14%	-16%	-4%	-6%	22%	-13%	-21%	6%	8%	-5%	-27%	-15%	-11%	4%	-8%
5	5	Tablet PCs	16%	-23%	32%	30%	64%	29%	-13%	64%	46%	41%	30%	87%	-9%	41%	-8%	95%	102%	-13%	67%	15%	42%	17%
6	6	Monitors	29%	11%	7%	23%	74%	21%	16%	30%	53%	49%	-26%	41%	5%	15%	4%	29%	15%	22%	-13%	24%	12%	21%
7	7	Ink Cartridges and Tanks	23%	-6%	20%	-5%	65%	47%	-19%	-37%	6%	23%	-7%	11%	-5%	66%	-9%	22%	-16%	-21%	49%	13%	4%	12%
8	8	Toner	0%	-23%	3%	5%	-12%	8%	-5%	-11%	10%	19%	-37%	5%	-12%	8%	-25%	-3%	7%	81%	-19%	-4%	-15%	-4%
9	9	Processors	8%	21%	45%	-7%	87%	-22%	-2%	78%	-25%	40%	-24%	38%	-21%	68%	-36%	52%	44%	76%	-71%	17%	-16%	5%
15	10	Security Software	4%	-6%	-11%	3%	-56%	-10%	-43%	-33%	-4%	-9%	-14%	-9%	-40%	24%	3%	-16%	33%	-41%	-4%	-11%	-4%	-11%
12	11	Solid State Drives (SSDs)	2%	-34%	-8%	5%	-1%	-16%	22%	51%	-3%	-20%	-21%	74%	7%	18%	29%	34%	53%	-1%	-66%	-3%	24%	4%
11	12	Hard Disk Drives (HDDs)	-14%	-16%	-24%	-10%	-30%	-5%	1%	12%	1%	-19%	82%	-2%	-29%	3%	-26%	31%	-24%	87%	-11%	-11%	-16%	-12%
10	13	Office Applications Software	-7%	-14%	34%	11%	21%	25%	31%	31%	21%	39%	-4%	118%	112%	43%	-54%	-11%	-19%	35%	-24%	11%	-29%	5%
13	14	Headsets/Headphones and Microphones	25%	17%	33%	40%	-3%	161%	24%	97%	68%	141%	83%	37%	1%	51%	3%	90%	-17%	221%	4%	38%	33%	38%
14	15	Network Switches	-6%	-33%	-5%	-2%	-11%	-32%	-37%	8%	-15%	7%	-8%	-14%	-29%	9%	22%	27%	16%	-21%	15%	-13%	21%	-6%
18	16	Data Management Software	-10%	-27%	-13%	-9%	-72%	20%	-55%	28%	-19%	-40%	-1%	-34%	-41%	0%	40%	28%	29%	2%	-52%	-22%	24%	-20%
16	17	Operating Systems Software	-20%	-19%	-17%	3%	29%	-1%	5%	7%	11%	-34%	-8%	-25%	-3%	-16%	2%	-6%	-22%	-19%	-54%	-11%	-7%	-10%
17	18	Servers (PC/Mac)	-34%	-17%	-20%	54%	58%	-1%	16%	14%	-14%	-47%	-9%	-3%	17%	-9%	-36%	-11%	8%	81%	-36%	-7%	-25%	-10%
19	19	RAM Memory	-9%	-18%	3%	31%	7%	-51%	10%	-16%	-27%	-15%	-8%	33%	-45%	-12%	40%	-21%	-12%	17%	-51%	-10%	15%	-5%
20	20	Disk Arrays	-35%	-8%	116%	39%	-23%	-2%	-23%	142%	92%	23%	85%	-90%	-47%	-33%	26%	-30%	12%	-6%	-65%	-8%	17%	-1%
21	21	Graphics and Design Software	-9%	-17%	12%	-6%	53%	-18%	0%	-18%	-1%	-26%	45%	-52%	-54%	-7%	-7%	5%	-1%	-25%	18%	-5%	3%	-5%
23	22	All-in-One Lasers	-16%	-36%	3%	-15%	22%	-24%	-9%	4%	26%	-24%	-29%	-18%	42%	6%	9%	32%	16%	21%	-51%	-12%	10%	-5%
22	23	Large Format Displays	-15%	-39%	-2%	-25%	12%	17%	-17%	-14%	-19%	-5%	257%	-35%	-35%	-24%	19%	-5%	6%	-44%	-14%	-20%	4%	-18%
24	24	All-in-One Inkjets	-28%	8%	27%	1%	31%	22%	-19%	43%	-4%	-2%	55%	14%	-30%	41%	-60%	57%	11%	14%	-6%	2%	-8%	1%
25	25	Network Routers	-25%	-26%	9%	23%	-66%	15%	62%	265%	-14%	16%	92%	306%	-4%	-28%	4%	13%	26%	15%	-61%	-16%	4%	-6%
26	26	Televisions	68%	-32%	-40%	0%	348%	51%	173%	-20%	-34%	-36%	93%	81%	27%	112%	1332%	32%	-42%	-13%	50%	-12%	83%	16%
27	27	Wireless Access Points	4%	-22%	14%	11%	-12%	8%	-11%	-2%	54%	11%	33%	44%	-40%	48%	46%	48%	44%	-36%	13%	1%	39%	5%
28	28	Graphics Cards	-3%	-30%	25%	-12%	-18%	-25%	-48%	-4%	-14%	-60%	-52%	-68%	-51%	-8%	17%	22%	-33%	44%	-52%	-17%	9%	-16%
29	29	Network Management and Security Appliances	-17%	-26%	-14%	-3%	102%	-20%	-37%	15%	151%	-1%	-6%	-35%	3%	-49%	-10%	-47%	474%	-47%	-82%	-12%	-8%	-12%
30	30	Smart Watches	-65%	-31%	-32%	-12%	17%	-53%	53%	-10%	7%	77%	17%	-66%	-49%	-31%	43%	91%	-28%	-24%	-89%	-35%	-5%	-33%
32	31	Network Management Software	16%	19%	48%	26%	39%	-58%	18%	5%	-33%	24%	284%	159%	15%	11%	31%	4%	53%	89%	19%	16%	29%	17%
33	32	Virtualisation Software	9%	10%	103%	-29%	26%	41%	5%	11%	49%	0%	8%	-8%	-15%	54%	-37%	30%	27%	-24%	10%	13%	-15%	9%
33	33	Docking Stations	-9%	14%	107%	59%	-7%	39%	-25%	101%	39%	-7%	12%	37%	-24%	47%	-3%	76%	32%	47%	-5%	16%	36%	18%
34	34	Uninterruptable Power Supplies (UPS)	11%	-11%	-11%	-9%	-24%	5%	3%	-25%	-5%	-12%	-9%	29%	-32%	14%	-12%	33%	-1%	-12%	-22%	-3%	-6%	-6%
38	35	Notebook Workstations	36%	22%	40%	13%	50%	3%	16%	16%	25%	-15%	-16%	17%	-5%	8%	-50%	13%	-28%	18%	-14%	19%	-21%	15%
36	36	Desktop Workstations (PC/Mac)	-38%	-47%	-11%	-13%	-6%	-29%	16%	-30%	-17%	7%	-58%	-53%	-50%	-24%	-19%	4%	-38%	-43%	-14%	-30%	-20%	-28%
35	37	Cables and Connectivity Adapters	-12%	-12%	-17%	-3%	38%	16%	-9%	4%	26%	18%	72%	40%	-6%	6%	99%	6%	0%	48%	-26%	-3%	44%	3%
39	38	Keyboards and Keypads	7%	32%	16%	30%	47%	34%	-10%	24%	-2%	-10%	21%	12%	-10%	60%	3%	41%	-23%	5%	22%	20%	9%	6%
37	39	Database Management Software	-17%	-20%	44%	-38%	5%	34%	72%	-20%	-18%	-11%	-67%	-13%	-26%	-5%	-35%	-25%	-31%	-53%	-35%	-11%	-33%	-15%
40	40	Transceivers	-7%	-36%	-2%	-15%	29%	-42%	-44%	69%	2%	13%	-12%	-61%	-14%	37%	77%	-57%	1%	16%	40%	-12%	53%	-6%
41	41	Laser Printers	-12%	-23%	39%	1%	-10%	-20%	24%	-2%	19%	-20%	-5%	6%	-9%	-8%	-6%	10%	27%	45%	-20%	-5%	-1%	-4%
42	42	Mice	-6%	-6%	38%	33%	35%	11%	6%	0%	-21%	-43%	37%	8%	-3%	26%	-23%	68%	0%	5%	0%	6%	7%	6%
44	43	Integrated Systems	-30%	270%	-87%	43%	-43%	103%	-91%	123%	-58%	-99%	-84%	-32%	-90%	201%	122%	52996%	-99%	715%	-100%	-30%	120%	-19%
45	44	Long Life Consumables	-11%	-37%	-7%	-20%	30%	12%	-10%	-11%	-6%	-30%	-30%	-15%	-2%	-12%	6%	6%	12%	69%	-24%	-15%	-12%	-12%
43	45	Projectors	1%	-44%	30%	6%	-18%	-10%	-22%	1%	-19%	-56%	-41%	-45%	-2%	-5%	4%	-8%	-1%	-44%	-5%	-12%	-9%	-12%
46	46	Mobile Computing Cases	65%	-15%	62%	27%	69%	43%	-2%	68%	61%	33%	55%	9%	64%	35%	45%	48%	23%	16%	-2%	31%	35%	31%
47	47	Network Expansion Modules	-52%	-14%	15%	-35%	-51%	-48%	-50%	-25%	-11%	59%	-2%	25%	-62%	4%	133%	-49%	101%	-26%	-42%	-36%	94%	-18%
49	48	NAS Devices	6%	-8%	3%	-25%	-21%	-13%	-42%	-11%	-14%	144%	-17%	-29%	-8%	-39%	-16%	28%	2%	39%	-13%	-7%	2%	-5%
50	49	Web Cameras	129%	420%	627%	276%	657%	727%	44%	185%	69%	299%	467%	63%	231%	87%	110%	495%	159%	430%	102%	219%	184%	214%
NA	50	Digital Media Players	-21%	-9%	-32%	-22%	24%	-9%	41%	112%	82%	23%	39%	125%	10%	67%	-4%	31%	86%	1357%	7%	8%	33%	9%

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Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019

Sorted by largest country

Traffic Lights:	
Above	**15%**
Inbetween	
Below	**-20%**

Business Sectors	Channel	WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-14%	-23%	6%	-8%	-10%	-28%	-13%	11%	-41%	-19%	-40%	-21%	-27%	2%	-4%	-21%	-8%	-32%	-49%	-15%	-9%	-14%
	Small and Medium Reseller	-4%	-11%	15%	9%	16%	4%	-5%	4%	7%	14%	-1%	1%	-3%	8%	-1%	20%	8%	29%	-20%	2%	6%	3%
	Etailer Business	-10%	-14%	14%	-6%	-13%	-33%	-18%	62%	-26%	0%	-41%	2%	-40%	-2%	-33%	46%	-3%	-38%	-25%	-10%	-11%	-10%
Retail Channels	Etailer Consumer	24%	-2%	49%	18%	81%	28%	-82%	35%	29%	49%	26%	32%	-26%	17%	-29%	79%	5%	44%	16%	21%	4%	18%
	Retail Chain	6%	-19%	-7%	-23%	19%	30%	37%	57%	28%	30%	-9%	75%	23%	81%	44%	66%	22%	173%	-11%	6%	48%	15%

Channel Share in Western and Eastern Europe (Revenue)
Rolling 4 weeks (W35-W38)
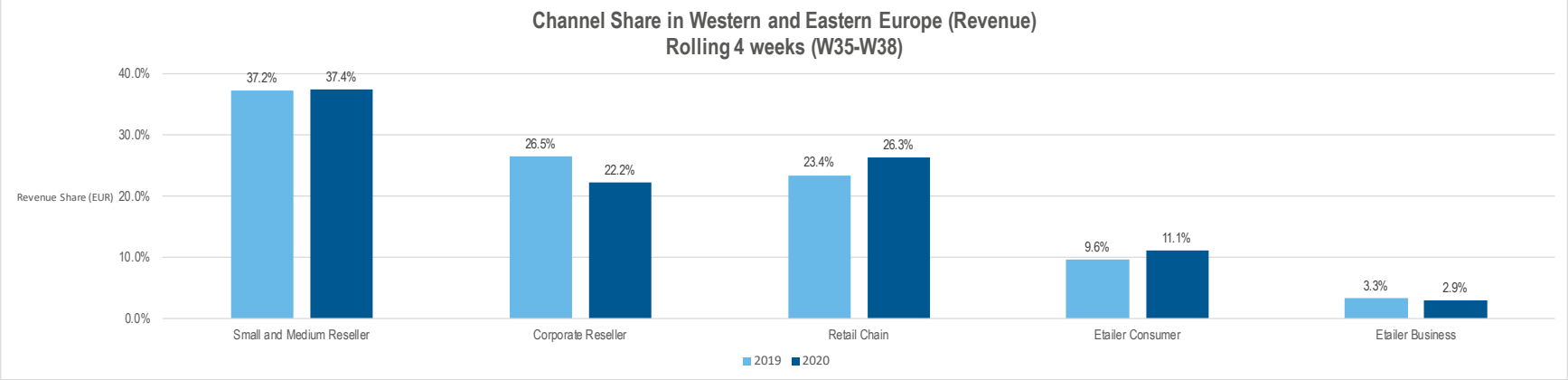
Largest Industries in Business Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019
Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W38	Rank-W39	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	10%	12%	91%	42%	67%	8%	-2%	34%	17%	-31%	24%	-1%	-26%	28%	11%	52%	48%	-10%	-10%	24%	23%	23%
2	2	Telecommunications	-22%	-40%	-18%	-40%	-34%	-12%	7%	-9%	-26%	118%	-45%	-58%	12%	23%	-38%	68%	-18%	127%	-2%	-18%	18%	-12%
3	3	Software and Licences	-6%	-18%	27%	-1%	-20%	-2%	-14%	-11%	-54%	-15%	-12%	11%	-4%	9%	15%	-13%	-10%	4%	-38%	-9%	0%	-9%
4	4	Printing Consumables	6%	-25%	-2%	8%	20%	21%	-10%	-22%	5%	24%	-26%	9%	-6%	19%	-19%	2%	8%	35%	14%	0%	-8%	-1%
5	5	Displays	-11%	-32%	-8%	-5%	15%	-3%	-7%	1%	-10%	12%	-1%	-13%	-26%	-13%	-1%	-14%	-11%	-29%	-20%	-13%	-9%	-12%
6	6	Disk Storage	-24%	-25%	5%	3%	-21%	-27%	-24%	42%	8%	-19%	-6%	-31%	-45%	-11%	-2%	0%	-4%	-12%	-56%	-15%	-4%	-13%
7	7	Computing Components	-17%	-16%	9%	-12%	15%	-51%	-5%	23%	-41%	-26%	-39%	24%	-43%	6%	-31%	21%	-26%	56%	-67%	-13%	-21%	-15%
8	8	Desktop Computing	-32%	-41%	-4%	-14%	3%	-29%	-39%	-20%	-37%	-10%	-17%	-8%	-39%	-42%	8%	-10%	-23%	-58%	-30%	-26%	-3%	-21%
9	9	Warranties and Services	-11%	-37%	21%	-23%	6%	-31%	-40%	-35%	22%	-17%	-40%	-47%	-18%	-25%	2%	-29%	-8%	-39%	-2%	-19%	-11%	-19%
10	10	Computing Accessories	24%	11%	85%	43%	52%	37%	-5%	45%	11%	12%	47%	32%	8%	31%	15%	68%	21%	32%	-24%	27%	29%	28%
11	11	Printing	-24%	-38%	-1%	-38%	-17%	-38%	-27%	-17%	4%	-13%	-3%	-30%	-9%	-11%	-18%	-10%	-5%	-21%	-58%	-24%	-17%	-23%
12	12	Audio-Video Systems	60%	16%	5%	53%	-32%	166%	-15%	75%	112%	128%	125%	25%	56%	51%	9%	-11%	20%	48%	31%	41%	8%	38%
13	13	Networking Systems	-17%	-34%	-3%	-10%	-48%	-40%	-35%	31%	-25%	-7%	-4%	-14%	-39%	-4%	12%	-12%	7%	-30%	8%	-21%	7%	-16%
14	14	Server Computing	-37%	14%	-60%	43%	55%	-25%	-37%	29%	-47%	-60%	-27%	-29%	-11%	3%	-38%	-8%	-25%	59%	-59%	-19%	-31%	-22%
15	15	Data Center Networking and Security	-32%	-33%	-29%	-34%	25%	-45%	-40%	63%	-26%	-33%	-2%	-32%	-20%	-46%	30%	-45%	43%	51%	-68%	-27%	16%	-20%
16	16	Power Equipment	-6%	-27%	0%	-9%	-18%	-8%	0%	-22%	-18%	5%	-4%	-5%	-37%	-19%	-18%	5%	1%	-24%	-30%	-13%	-15%	-13%
17	17	Wireless Networking	4%	-14%	15%	3%	-39%	7%	-20%	-13%	40%	7%	11%	47%	-48%	63%	22%	-8%	28%	-36%	12%	-1%	13%	1%
19	18	Wearable Devices	-27%	3%	-42%	114%	-51%	-61%	-46%	-9%	34%	2%	-44%	-81%	-64%	7%	-17%	142%	-19%	6%	-82%	-26%	10%	-21%
18	19	Other Networking Equipment	-15%	-39%	1%	-7%	43%	-27%	-40%	51%	-3%	3%	-14%	-43%	-18%	-4%	32%	-43%	-7%	7%	-17%	-15%	21%	-7%
20	20	Connectivity	-4%	-8%	2%	-6%	43%	-1%	-8%	6%	31%	10%	47%	37%	-2%	0%	64%	0%	48%	32%	-30%	0%	41%	5%
21	21	Removable Storage	-14%	-49%	2%	2%	-36%	143%	16%	-27%	-20%	-29%	-55%	-56%	-1%	-31%	-34%	16%	-25%	-19%	-32%	-16%	-15%	-16%
22	22	Electronics	-3%	-23%	3%	159%	32%	-42%	-15%	-48%	-53%	28%	-14%	301%	208%	17%	-28%	-32%	-9%	-65%	60%	19%	-24%	5%
23	23	Smart Home and Office	38%	-16%	393%	41%	-19%	-53%	-18%	-10%	21%	30%	819%	-49%	-61%	45%	154%	-5%	667%	3179%	-12%	16%	196%	26%
24	24	Games Consoles	27%		-60%	-19%	-1%	102%	140%	-35%	17%	169%	-23%	154%	-76%	-51%	-58%	69%	-75%	52%	355%	-25%	24%	-14%
25	25	Unified Communications	-24%	-69%	-29%	-54%	-39%	-9%	-24%	-30%	-32%	-70%	-63%	-16%	-64%	-62%	-47%	143%	-80%	47%	-81%	-43%	-27%	-40%
27	26	Scanner Imaging	-10%	-53%	-13%	-2%	-16%	-37%	-21%	-4%	-17%	-36%	29%	74%	102%	-18%	-48%	-38%	-36%	147%	-49%	-21%	-44%	-26%
26	27	Security	13%	-6%	1%	8%	34%	5%	-50%	19%	0%	-52%	10%	-89%	323%	-65%	62%	-3%	6%	-66%	-38%	-6%	33%	5%
28	28	Terminals, Thin Clients and Points of Sales	-7%	-62%	-1%	-34%	-24%	2%	-47%	-37%	-58%	-29%	74%	7%	7%	-9%	-48%	33%	42%	-6%	87%	-22%	-35%	-24%
29	29	Tape Storage	-30%	-1%	-48%	19%	1%	159%	25%	-36%	53%	-33%	-24%	-81%	-63%	-29%	17%	24%	-73%	12%	-72%	-11%	4%	-9%
30	30	Photo and Video Cameras	-38%	-40%	19%	-80%	146%	-49%	-63%	-91%	-26%	-81%	72%	-77%	-58%	-26%	-60%	-45%	47%	-14%	-11%	-24%	-7%	-16%

Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W38	Rank-W39	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	51%	4%	24%	71%	58%	63%	55%	150%	58%	40%	-6%	46%	54%	53%	19%	123%	36%	70%	36%	41%	49%	43%
2	2	Telecommunications	-15%	-52%	-36%	-68%	0%	-25%	-14%	16%	-3%	-8%	-37%	35%	3%	27%	-21%	53%	9%	462%	24%	-26%	25%	-19%
3	3	Software and Licences	39%	10%	-81%	-3%	98%	43%	-19%	56%	326%	147%	124%	297%	144%	238%	169%	32%	61%	158%	-18%	27%	70%	35%
4	4	Printing Consumables	22%	0%	52%	-13%	35%	15%	-12%	-37%	11%	6%	-15%	6%	-7%	98%	-13%	37%	-29%	75%	20%	11%	-4%	9%
5	5	Displays	65%	21%	-16%	68%	163%	74%	100%	12%	131%	78%	80%	116%	39%	61%	134%	60%	0%	34%	42%	46%	71%	53%
6	6	Disk Storage	31%	8%	-19%	-16%	-13%	25%	81%	70%	115%	101%	74%	35%	31%	52%	11%	71%	36%	99%	-45%	24%	28%	25%
7	7	Computing Components	49%	34%	152%	41%	37%	38%	-20%	100%	25%	126%	28%	23%	-24%	122%	8%	34%	35%	31%	-60%	42%	16%	32%
8	8	Desktop Computing	18%	7%	42%	96%	30%	72%	58%	8%	42%	27%	15%	55%	48%	51%	-6%	63%	16%	144%	71%	33%	11%	27%
9	9	Warranties and Services	-39%	39%	40%	160%	129%	154%	144%	-40%	166%	-1%	1195%	-46%	-5%	-22%	-6%	-6%	49%	-2%	467%	4%	-3%	3%
10	10	Computing Accessories	17%	5%	48%	41%	106%	52%	17%	36%	19%	-8%	44%	8%	-18%	58%	2%	65%	18%	45%	1%	33%	25%	31%
11	11	Printing	-13%	10%	21%	27%	25%	41%	65%	64%	46%	26%	28%	36%	43%	37%	8%	82%	7%	54%	39%	13%	19%	15%
12	12	Audio-Video Systems	-36%	-13%	56%	4%	31%	-19%	54%	71%	7%	113%	57%	87%	-20%	42%	-7%	108%	-31%	231%	-17%	7%	28%	10%
13	13	Networking Systems	-5%	-9%	9%	64%	118%	61%	68%	22%	35%	201%	295%	237%	89%	16%	21%	112%	61%	74%	-71%	15%	31%	19%
14	14	Server Computing	100%	34%	242%	1637%	336%	152%	24%	187%	38%	1864%	5638%	1920%	425%	229%	334%	76%	639%	4398%	140%	187%	354%	256%
15	15	Data Center Networking and Security	45%	176%	574%	392%	3570%	297%	-49%	-66%	1044%	3420%	2363%	-10%	408%	54%	777%	-18%	3618%	4164%	-15%	235%	325%	257%
16	16	Power Equipment	70%	19%	-29%	8%	35%	33%	-40%	146%	75%	19%	-44%	21%	31%	82%	56%	26%	16%	104%	-46%	30%	46%	37%
17	17	Wireless Networking	-1%	-53%	3%	48%	70%	8%	16%	35%	55%	19%	82%	8%	30%	35%	56%	129%	107%	-13%	-2%	3%	74%	10%
19	18	Wearable Devices	-69%	-42%	2%	-59%	116%	-46%	122%	-1%	10%	117%	112%	21%	-35%	-25%	63%	304%	-24%	4%	-89%	-25%	55%	-17%
18	19	Other Networking Equipment	6%	15%	1%	28%	117%	30%	-49%	60%	38%	191%	54%	12%	62%	20%	207%	51%	123%	24%	-43%	22%	144%	28%
20	20	Connectivity	-31%	-35%	-41%	7%	16%	31%	-9%	1%	28%	78%	106%	128%	-2%	23%	112%	14%	-82%	53%	-6%	-8%	18%	-5%
21	21	Removable Storage	-37%	-64%	-44%	87%	-15%	15%	10%	27%	21%	82%	-42%	19%	33%	-29%	2%	24%	-23%	28%	-15%	-30%	7%	-22%
22	22	Electronics	-69%	-15%	8%	79%	-55%	1%	-77%	-47%	-4%	3352%	-72%	25%	-52%	-64%	437%	-39%	225%	-47%	-48%	-11%	122%	8%
23	23	Smart Home and Office	-21%	9%	50%	-6%	-16%	35%	-83%	915%	-63%	39%	221%	1279%	-34%	165%	154%	275%	-2%	8509%	-26%	-8%	453%	-4%
24	24	Games Consoles	-42%		-38%	76%	-11%	-23%	434%	69%	-45%	-90%	-29%	1510%	-3%	54%	-42%	-41%	-54%	11%	18%	-23%	-42%	-31%
25	25	Unified Communications	-32%	-70%	59%	105%	29%	20%	-31%	21%	-88%	-28%		-27%	-75%	-42%	347%	64%	-82%	-57%	-49%	-33%	210%	-22%
27	26	Scanner Imaging	81%	13%	13%	10%	103%	59%	-1%	-50%	113%	-68%	68%	380%	-6%	27%	124%	-9%	46%	53%	82%	45%	53%	46%
26	27	Security	128%	-22%	-40%	66%	-40%	27%	21%	18%	19%	147%	481%	-19%	-44%	83%	461%	20%	35%	220%	-2%	9%	188%	19%
28	28	Terminals, Thin Clients and Points of Sales	166%	-93%	-44%	1107%	-73%	38%	67%	192%	842%	5410%	-76%	92%	49%	209%	369%	2228%	138%		11890%	-9%	380%	42%
29	29	Tape Storage	143%	-23%	135%	2510%	321%	-30%	947%	-66%	155%	15%	3389%	2148%	-79%	91%	2081%	-90%	-76%	13804%	57%	103%	15%	63%
30	30	Photo and Video Cameras	-76%	29%	-49%	-54%	-67%	-37%	-85%	70%	512%	-76%	-32%	-97%	-65%	-73%	-38%	67%	12%	-9%	-37%	-54%	20%	-27%

Top Categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W38	Rank-W39	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	11%	28%	111%	42%	68%	8%	1%	35%	27%	-39%	22%	-7%	-27%	35%	14%	56%	50%	-7%	-10%	30%	25%	30%
2	2	Warranties and Services	-11%	-37%	21%	-23%	6%	-31%	-40%	-35%	22%	-17%	-40%	-47%	-18%	-25%	2%	-29%	-8%	-39%	-2%	-19%	-11%	-19%
3	3	Smartphones	-29%	-43%	-17%	-42%	-37%	-19%	11%	-12%	-30%	124%	-43%	-61%	9%	23%	-58%	75%	-17%	151%	-5%	-19%	20%	-13%
4	4	Desktops	-29%	-39%	-2%	-14%	5%	-28%	-42%	-17%	-37%	-10%	-14%	12%	-35%	-43%	12%	-11%	-17%	-58%	-31%	-24%	1%	-19%
5	5	Toner	-1%	-28%	-3%	5%	-13%	13%	-7%	-11%	10%	16%	-38%	1%	-12%	-3%	-27%	-6%	15%	87%	-15%	-7%	-16%	-8%
6	6	Tablet PCs	6%	-28%	22%	45%	65%	12%	-19%	31%	-30%	52%	47%	51%	-20%	10%	-24%	40%	58%	-59%	-18%	2%	10%	3%
7	7	Office Applications Software	-7%	-12%	34%	12%	19%	31%	29%	33%	17%	32%	-3%	109%	110%	40%	-55%	-16%	-24%	19%	-25%	12%	-35%	6%
8	8	Ink Cartridges and Tanks	20%	-13%	0%	19%	64%	59%	-16%	-31%	3%	75%	5%	28%	-3%	38%	-9%	15%	-3%	-28%	77%	16%	7%	15%
9	9	Monitors	-9%	-11%	-8%	12%	25%	-12%	5%	14%	23%	34%	-43%	15%	-26%	3%	-34%	-9%	-10%	-12%	-23%	-2%	-25%	-6%
11	10	Security Software	3%	-5%	-8%	2%	-57%	-21%	-33%	-35%	-19%	-20%	-24%	-14%	-55%	20%	-1%	-18%	12%	-48%	-17%	-13%	-9%	-13%
10	11	Network Switches	-12%	-34%	-2%	-10%	-17%	-43%	-39%	8%	-27%	-7%	-12%	-21%	-36%	5%	14%	-5%	12%	-32%	3%	-18%	9%	-13%
12	12	Processors	-13%	-4%	18%	-31%	29%	-44%	-11%	73%	-48%	-11%	-45%	25%	-30%	31%	-57%	65%	18%	122%	-75%	-8%	-37%	-11%
13	13	Solid State Drives (SSDs)	-4%	-40%	-5%	5%	8%	-31%	-25%	50%	-31%	-36%	-41%	89%	12%	-2%	11%	29%	17%	-33%	-69%	-11%	6%	-7%
17	14	Data Management Software	-11%	-27%	-13%	-10%	-73%	19%	-56%	22%	-22%	-46%	-2%	-37%	-44%	-1%	38%	27%	8%	0%	-52%	-24%	20%	-21%
15	15	Operating Systems Software	-24%	-18%	-17%	1%	22%	-1%	0%	6%	3%	-39%	-15%	-28%	-12%	-20%	-13%	-12%	-24%	-22%	-43%	-14%	-16%	-14%
16	16	Servers (PC/Mac)	-38%	-19%	-23%	45%	52%	-4%	16%	11%	-15%	-53%	-14%	-18%	0%	-12%	-45%	-17%	-3%	40%	-38%	-11%	-35%	-19%
16	17	Hard Disk Drives (HDDs)	-30%	-20%	-23%	-5%	-49%	-33%	-22%	-6%	-20%	-29%	71%	-39%	-56%	-2%	-29%	-15%	-24%	47%	-17%	-23%	-25%	-24%
19	18	Headsets/Headphones and Microphones	64%	45%	9%	88%	-35%	218%	-5%	99%	150%	140%	149%	28%	71%	75%	48%	7%	49%	79%	61%	58%	36%	56%
18	19	Disk Arrays	-36%	-11%	117%	17%	-23%	-6%	-23%	142%	92%	20%	29%	-91%	-74%	-39%	25%	-31%	8%	-7%	-66%	-11%	15%	-3%
20	20	Graphics and Design Software	-11%	-17%	12%	-6%	53%	-21%	-1%	-4%	-10%	-39%	45%	-52%	-58%	-7%	-6%	5%	-1%	-29%	17%	-6%	3%	-6%
21	21	RAM Memory	-25%	-18%	3%	31%	15%	-59%	12%	-17%	-28%	-25%	-20%	35%	-52%	-23%	-29%	-23%	-33%	21%	-45%	-17%	11%	-12%
22	22	Large Format Displays	-20%	-43%	0%	-27%	6%	8%	-20%	-12%	-42%	-13%	273%	-40%	-43%	-24%	-4%	-18%	-12%	-55%	-29%	-23%	-15%	-23%
23	23	Network Management Software	15%	20%	46%	30%	39%	-60%	14%	21%	-33%	22%	281%	94%	16%	9%	12%	-5%	52%	59%	15%	15%	12%	14%
24	24	Virtualisation Software	8%	5%	104%	-32%	18%	34%	-1%	-1%	48%	-14%	0%	-13%	-19%	13%	-41%	-10%	24%	-32%	-58%	6%	-28%	2%
28	25	Network Management and Security Appliances	-21%	-35%	-27%	-24%	89%	-29%	-36%	24%	4%	-47%	-6%	-34%	-1%	-49%	-28%	-24%	256%	-51%	-82%	-21%	-25%	-22%
25	26	Docking Stations	-15%	14%	107%	58%	-10%	32%	-25%	108%	36%	-9%	10%	32%	-18%	39%	-8%	63%	16%	30%	-7%	14%	24%	14%
26	27	Wireless Access Points	8%	-12%	18%	2%	-42%	8%	-22%	-9%	51%	13%	12%	50%	-51%	52%	40%	-6%	22%	-43%	17%	1%	23%	3%
28	28	All-in-One Lasers	-25%	-47%	-2%	-26%	12%	-50%	-27%	-16%	-1%	-40%	-37%	-25%	-8%	-7%	-14%	10%	35%	-6%	-71%	-25%	-11%	-21%
31	29	Notebook Workstations	11%	17%	37%	8%	36%	-6%	12%	15%	1%	-26%	-17%	-10%	-24%	12%	-53%	-3%	-47%	-18%	-21%	9%	-32%	5%
30	30	Transceivers	-10%	-42%	-3%	-18%	22%	-45%	-38%	69%	4%	4%	-11%	-61%	-19%	43%	74%	-55%	-27%	15%	23%	-15%	50%	-3%
29	31	Database Management Software	-17%	-23%	44%	-42%	-3%	32%	65%	-21%	-20%	-12%	-67%	-12%	-25%	-7%	-35%	-25%	-31%	-53%	-41%	-13%	-33%	-17%
32	32	Uninterruptable Power Supplies (UPS)	-4%	-12%	-8%	-17%	-30%	-5%	1%	-35%	-25%	-24%	-8%	-1%	-45%	4%	-31%	6%	-10%	-35%	-28%	-11%	-27%	-18%
33	33	Cables and Connectivity Adapters	-5%	-6%	1%	-6%	48%	4%	-8%	5%	30%	10%	52%	38%	-6%	-2%	92%	-1%	52%	40%	-29%	0%	54%	6%
36	34	Desktop Workstations (PC/Mac)	-47%	-50%	-11%	-16%	-22%	-37%	-12%	-36%	-37%	-13%	-57%	-60%	-65%	-32%	-19%	-2%	-51%	-65%	-26%	-36%	-25%	-35%
35	35	Integrated Systems	-30%	270%	-87%	43%	-43%	103%	-91%	131%	-58%	-99%	-84%	-50%	-90%	195%	64%	52996%	-99%	534%	-100%	-30%	69%	-24%
34	36	Network Routers	-48%	-34%	-6%	-17%	-83%	-14%	0%	322%	-3%	-7%	32%	176%	-60%	-39%	8%	-27%	-9%	-24%	17%	-38%	1%	-28%
38	37	All-In-One Inkjets	-31%	11%	28%	-11%	23%	-12%	-47%	-5%	-46%	7%	135%	-2%	-50%	46%	-52%	-2%	-9%	-27%	-3%	-6%	-28%	-8%
37	38	Long Life Consumables	-11%	-39%	-9%	-22%	26%	18%	-12%	-15%	-8%	-33%	-30%	-16%	-3%	-17%	-7%	4%	15%	97%	-25%	-17%	-4%	-14%
42	39	Keyboards and Keypads	19%	38%	10%	25%	53%	17%	-7%	16%	1%	0%	14%	7%	-3%	61%	-4%	26%	-3%	11%	21%	22%	6%	20%
43	40	Developer Tools Software	5%	9%	59%	-6%	65%	40%	128%	-3%	-63%	-24%	52%	381%	8%	278%	-59%	-31%	1303%	-99%		23%	-36%	20%
40	41	Televisions	-42%	-48%	-39%	-26%	80%	19%	0%	51%	-63%	-53%	2%	31%	102%	-39%	806%	-18%	-2%	-33%	-11%	-22%	71%	2%
41	42	Graphics Cards	-11%	-44%	-6%	-13%	-13%	-45%	-47%	-21%	-29%	-64%	-52%	-44%	-61%	-26%	-1%	-20%	-50%	21%	-59%	-26%	-17%	-24%
44	43	Laser Printers	-21%	-33%	35%	-12%	-14%	-37%	-6%	-21%	1%	-40%	-15%	-18%	-25%	-18%	-4%	-18%	28%	-29%	-30%	-16%	-5%	-14%
39	44	Network Expansion Modules	-52%	-13%	16%	-32%	-56%	-67%	-54%	-28%	-12%	30%	-2%	14%	-67%	-2%	115%	-64%	97%	-37%	-46%	-38%	76%	-22%
45	45	Projectors	10%	-51%	57%	1%	-25%	-32%	-27%	-29%	-38%	-66%	-32%	-55%	-42%	-18%	-21%	-21%	-19%	-59%	-14%	-18%	-24%	-19%
46	46	VOIP Systems	-23%	-69%	-28%	-55%	-39%	-7%	-16%	-31%	-32%	-69%	-70%	-5%	-73%	-62%	-47%	115%	-79%	39%	-81%	-43%	-29%	-40%
47	47	Servers (Unix)	-35%	-94%	-39%	-17%	-30%	-100%	176%	226%	-95%	-100%	-79%	-100%		-50%	-8%	755%	-100%		-88%	-46%	-11%	-37%

Largest Categories in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 39 (to September 27 2020) vs Same Period 2019
Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W38	Rank-W39	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	56%	3%	21%	98%	57%	68%	68%	158%	50%	43%	-9%	28%	58%	51%	22%	121%	27%	73%	24%	43%	49%	44%
2	2	Smartphones	-15%	-51%	-36%	-72%	2%	-27%	-13%	20%	-3%	-6%	-36%	35%	3%	35%	-31%	60%	10%	476%	26%	-25%	26%	-18%
3	3	Monitors	70%	48%	33%	63%	136%	72%	88%	111%	126%	121%	29%	110%	55%	51%	63%	71%	34%	78%	15%	68%	61%	66%
4	4	Tablet PCs	29%	4%	44%	7%	64%	49%	10%	131%	94%	19%	21%	1478%	14%	72%	2%	155%	127%	23%	157%	37%	65%	41%
5	5	Ink Cartridges and Tanks	28%	-2%	51%	-14%	66%	36%	-29%	-42%	10%	-9%	-13%	-6%	-7%	151%	-9%	41%	-35%	-14%	32%	10%	0%	9%
6	6	Desktops	17%	5%	43%	94%	27%	84%	48%	4%	34%	16%	16%	57%	49%	52%	-6%	64%	16%	142%	62%	32%	11%	26%
7	7	Processors	92%	151%	276%	41%	142%	80%	4%	134%	239%	33%	46%	-17%	166%	11%	-9%	43%	122%	8%	-64%	92%	13%	54%
8	8	Headsets/Headphones and Microphones	-19%	-9%	66%	12%	28%	87%	56%	92%	17%	143%	59%	56%	-25%	37%	-9%	120%	-39%	298%	-19%	19%	32%	22%
10	9	Solid State Drives (SSDs)	12%	33%	-17%	7%	-19%	15%	163%	75%	135%	95%	28%	52%	3%	165%	70%	39%	100%	74%	-61%	21%	56%	31%
11	10	Hard Disk Drives (HDDs)	69%	-6%	-25%	-27%	-10%	46%	45%	92%	155%	34%	96%	27%	40%	15%	-19%	142%	-24%	164%	8%	27%	3%	18%
12	11	All-in-One Inkjets	-26%	5%	26%	14%	36%	36%	9%	54%	11%	-8%	32%	37%	-17%	40%	-61%	93%	21%	3%	-8%	7%	-1%	6%
9	12	Televisions	145%	-25%	-41%	377%	994%	100%	417%	-64%	277%	-26%	1695%	552%	6%	614%	2059%	52%	-49%	2%	138%	-6%	88%	25%
13	13	Network Routers	-18%	-2%	22%	45%	135%	54%	107%	42%	-21%	95%	348%	354%	172%	-9%	1%	59%	69%	75%	-84%	5%	7%	5%
15	14	All-in-One Lasers	0%	18%	9%	30%	40%	40%	90%	208%	166%	36%	15%	19%	209%	22%	38%	86%	3%	42%	141%	18%	38%	26%
16	15	Smart Watches	-69%	-34%	-22%	-28%	122%	-47%	119%	-11%	5%	122%	147%	18%	-44%	-31%	129%	129%	-34%	-25%	-90%	-31%	6%	-28%
14	16	Graphics Cards	3%	-17%	142%	-7%	-20%	-1%	-48%	122%	5%	-48%	-52%	-79%	-47%	35%	33%	48%	-24%	56%	-47%	-8%	28%	1%
17	17	Toner	9%	16%	66%	9%	-7%	-11%	24%	-9%	11%	50%	-26%	39%	-13%	39%	-17%	22%	-24%	38%	-54%	15%	-14%	8%
18	18	Wireless Access Points	-2%	-56%	3%	56%	82%	7%	14%	38%	65%	6%	83%	-3%	7%	40%	67%	157%	106%	-22%	4%	2%	84%	9%
20	19	Mice	-11%	-9%	56%	39%	37%	19%	43%	9%	-29%	-47%	38%	-11%	-16%	12%	82%	91%	-3%	14%	17%	8%	10%	8%
19	20	RAM Memory	86%	-28%	18%	25%	-8%	25%	5%	36%	-13%	116%	98%	12%	-32%	81%	85%	-20%	45%	8%	-63%	43%	22%	34%
23	21	Network Switches	55%	-17%	-41%	115%	93%	67%	-4%	11%	222%	266%	163%	82%	43%	75%	105%	311%	46%	72%	106%	44%	127%	62%
22	22	Digital Media Players	-32%	40%	-36%	-17%	28%	22%	60%	114%	98%	30%	41%	173%	-1%	71%	107%	112%	103%	7772%	-25%	17%	116%	19%
24	23	Keyboards and Keypads	-7%	15%	28%	34%	41%	53%	-15%	49%	-6%	-32%	29%	18%	-16%	60%	8%	51%	-35%	-2%	25%	17%	12%	16%
21	24	Portable Speakers	-80%	-18%	61%	0%	98%	-77%	-32%	-46%	-58%	-395%	-88%	-128%	-9%	-83%	-28%	-33%	-64%	-10%	4%	-27%	-37%	-27%
25	25	Smart Bands and Activity Trackers	9%	-56%	212%	-81%	113%	35%	159%	1796%	31%	-44%	34%	58%	3839%	-1%	47%	637%	37%	105%	-88%	10%	156%	36%
27	26	Games Accessories	31%		61%	63%	66%	-17%	89%	69%	50%	-69%	17%	1807%	46%	88%	-42%	-10%	-8%	-13%	54%	39%	-11%	24%
26	27	Laser Printers	18%	29%	47%	162%	-6%	28%	248%	245%	130%	82%	49%	154%	73%	8%	-9%	73%	25%	175%	16%	36%	3%	20%
28	28	Uninterruptable Power Supplies (UPS)	103%	-5%	-42%	35%	9%	38%	54%	144%	306%	84%	-23%	653%	29%	144%	64%	153%	23%	92%	16%	46%	67%	57%
32	29	Powerline Devices	8%	-29%	-3%	24%	115%	18%	-16%	64%	27%	88%	62%	719%	-74%	38%	38%	-1%	18%	19%	-27%	19%	12%	19%
29	30	NAS Devices	31%	2%	6%	-48%	1%	-6%	-61%	-2%	-11%	662%	23%	10%	10%	8%	15%	62%	45%	149%	0%	13%	36%	16%
30	31	Warranties and Services	-39%	39%	40%	160%	129%	154%	144%	-40%	166%	-1%	1195%	-46%	-5%	-22%	-6%	-6%	49%	-2%	467%	4%	-3%	3%
33	32	Office Applications Software	-7%	-47%	22%	-22%	124%	-22%	223%	17%	175%	371%	-71%	729%	155%	113%	-15%	-3%	27%	690%	-9%	1%	6%	3%
36	33	Security Software	22%	-11%	-48%	14%	17%	176%	-95%	22%	715%	167%	370%	245%	295%	122%	81%	9%	389%	6718%	840%	15%	74%	20%
34	34	Operating Systems Software	87%	-34%	-59%	42%	160%	-3%	63%	86%	173%	119%	295%	86%	139%	119%	101%	13%	-10%	-5%	-84%	68%	31%	53%
35	35	Mobile Computing Cases	43%	-12%	17%	-24%	47%	36%	12%	76%	103%	34%	28%	23%	50%	67%	29%	17%	27%	17%	27%	27%	24%	27%
36	36	Cables and Connectivity Adapters	-33%	-36%	-42%	5%	15%	28%	-11%	0%	12%	69%	113%	92%	-5%	22%	155%	14%	-116%	92%	-13%	-10%	14%	-8%
37	37	Projectors	-9%	-10%	-31%	48%	0%	16%	8%	178%	23%	24%	-70%	98%	76%	34%	47%	22%	50%	2%	57%	5%	30%	10%
38	38	IP Cameras	128%	-28%	-40%	67%	-40%	25%	21%	18%	19%	149%	483%	-19%	-44%	83%	474%	21%	31%	215%	1%	7%	190%	18%
42	39	Smart Speakers	-6%	-54%	-20%	-12%	-36%	-30%	-95%		-74%	132%	-24%					209%	-100%	251%		-39%	204%	-38%
39	40	Smartphone Protective Cases	-91%	-84%	-65%	-46%	-85%	-70%	-14%	-84%	-48%	140%	-84%	33%	-33%	-50%	708%	-93%	-38%	8%		-64%	-20%	-59%
43	41	Mobile Phones	-9%	-10%	212%	-41%	43%	114%	7%	-31%	27%	-3%	-89%	170%	45%	-21%	14%	-11%	21%	-16%	30%	1%	14%	5%
41	42	USB Memory	-47%	-68%	32%	253%	6%	-1%	37%	51%	39%	-27%	-49%	-2%	9%	-13%	38%	24%	-30%	27%	5%	-26%	14%	-21%
40	43	Memory Cards	-15%	-60%	-72%	-2%	-38%	19%	2%	53%	13%	193%	-46%	39%	60%	-66%	-19%	27%	-29%	25%	-19%	-37%	-1%	-29%
44	44	Consoles Fixed	-89%		-92%	121%	-96%	-93%	8945%		-85%	-99%	-48%	-100%	-97%	-80%	85%	-52%	-91%	-100%	-15%	-77%	-57%	-68%
45	45	Digital Cameras	247%	-1%	-32%	-10%	-68%	-2%	-78%	261%	-100%	-90%	-40%	-84%	-67%	-30%	4%	105%	11%	-21%	-41%	-54%	34%	-17%

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