IT Industry Update

11th November 2020
CONTEXT Weekly IT Industry Forum

01   TOP TREND REPORTS TO WEEK 44

02   OCTOBER 2020 FULL MONTH REVIEW

03   PORTUGAL REVIEW – LUCAS PORTO, COUNTRY MANAGER BRAZIL

04   TONER INDEX

CONTEXT

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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
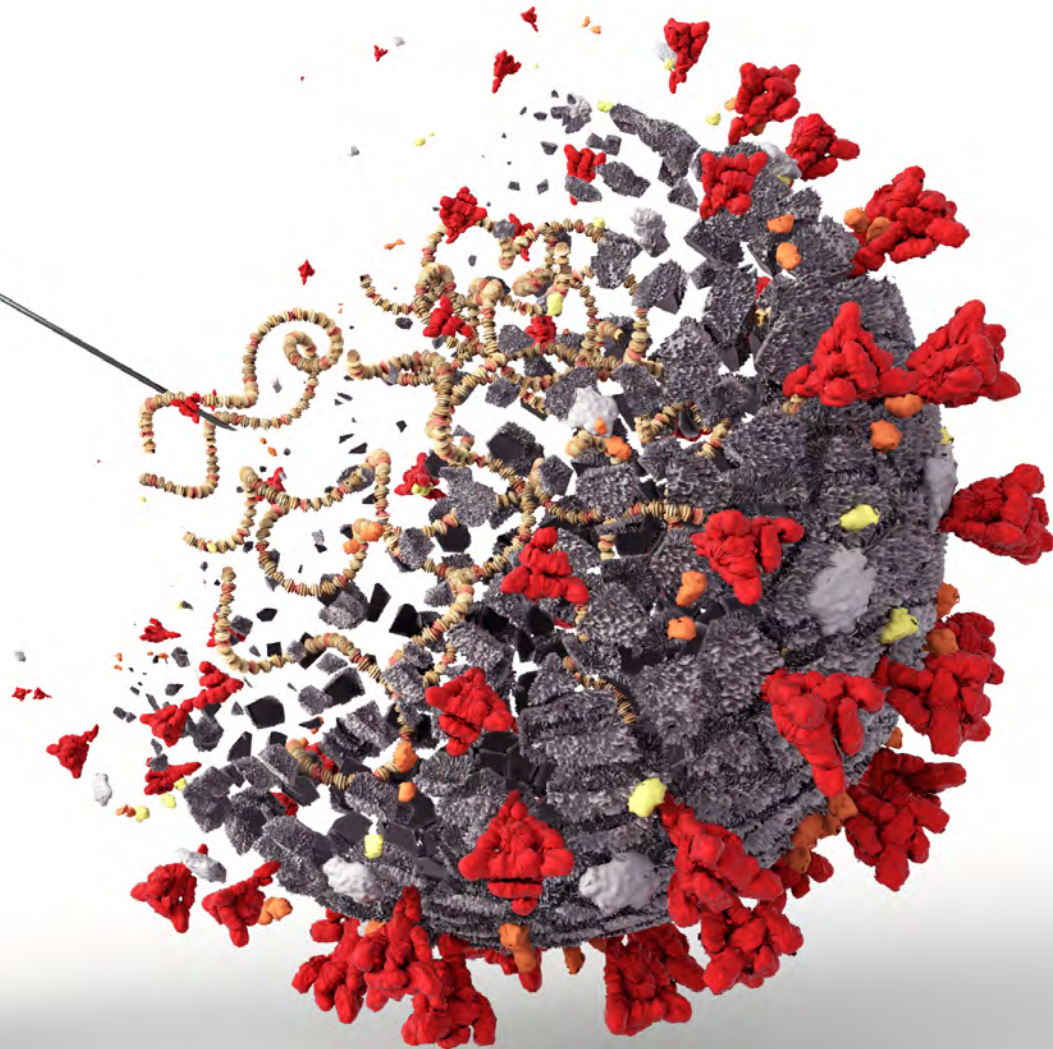
03

PRODUCT PRICE INDICES/WEEKS OF STOCK

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales
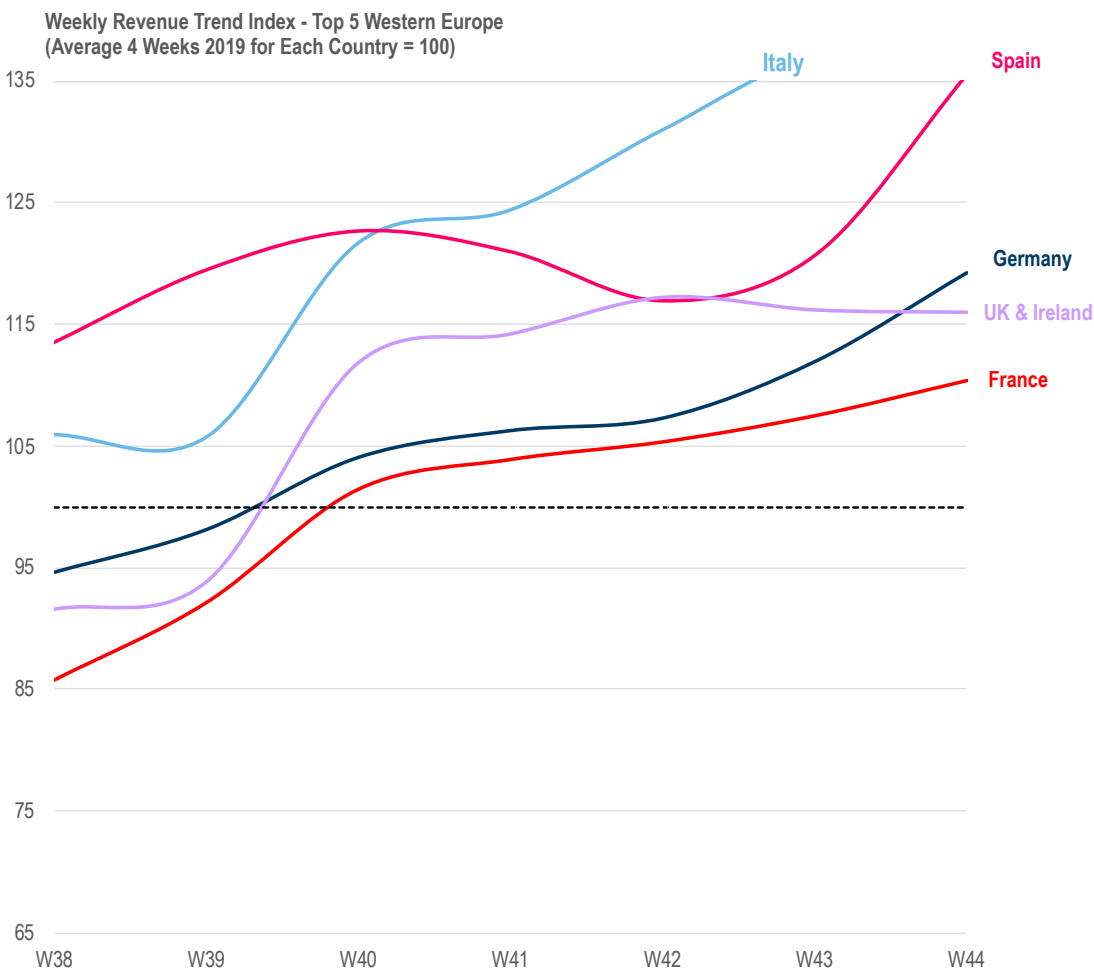
04

RESELLER METRICS

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

CONTEXT

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VACCINE

COVID - 19

Injection only

10 ml   store frozen

TOP TRENDS LEADING UP TO WEEK 44

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WEEK 44 – TOP 5 ARE POSITIVE

WEEK 44 – MAJOR COUNTRIES CONTINUE UP
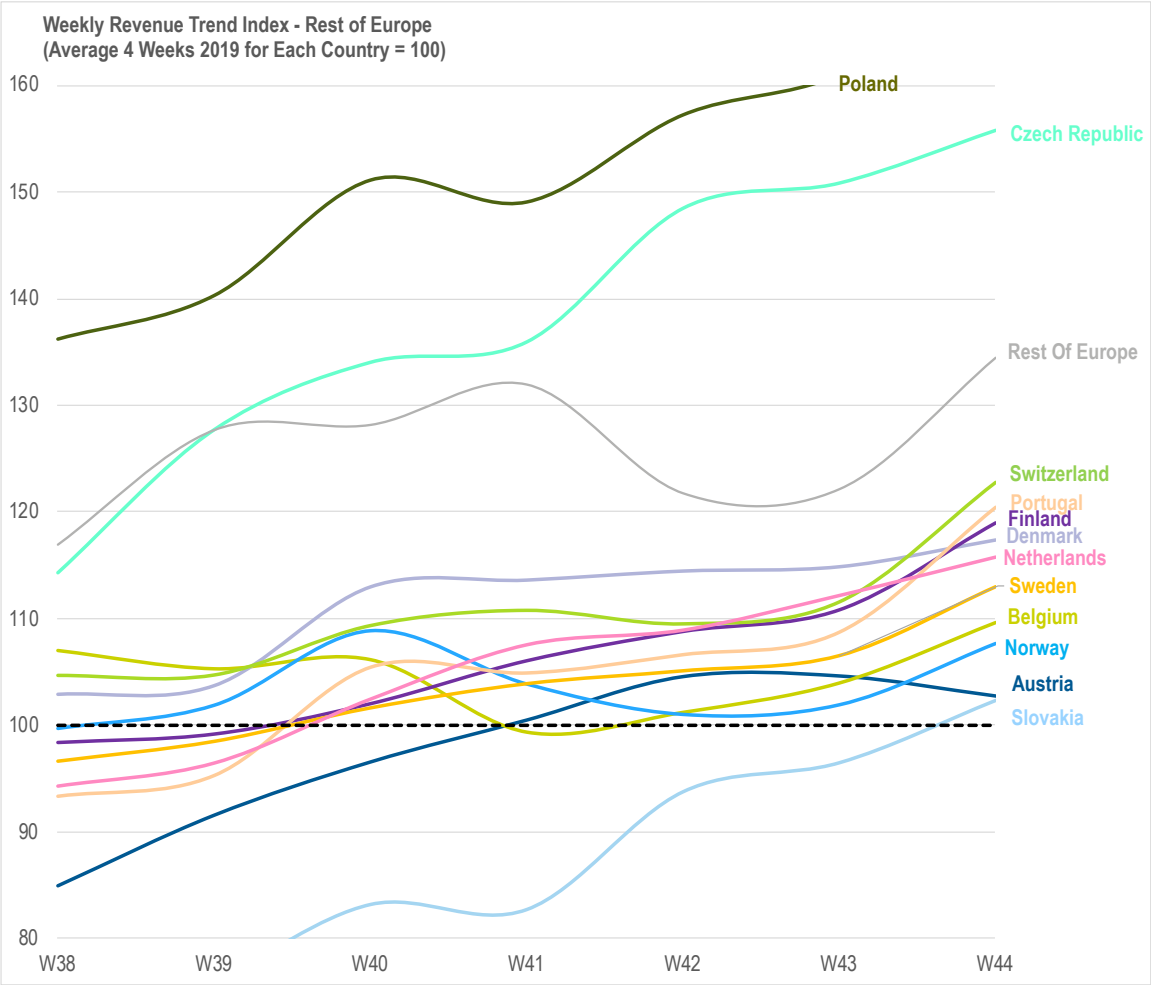
Weekly Revenue Trend Index - Top 5 Western Europe
(Average 4 Weeks 2019 for Each Country = 100)

Italy
Spain
Germany
UK & Ireland
France

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

Poland
Czech Republic
Rest Of Europe
Switzerland
Portugal
Finland
Denmark
Netherlands
Sweden
Belgium
Norway
Austria
Slovakia

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland,
Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia
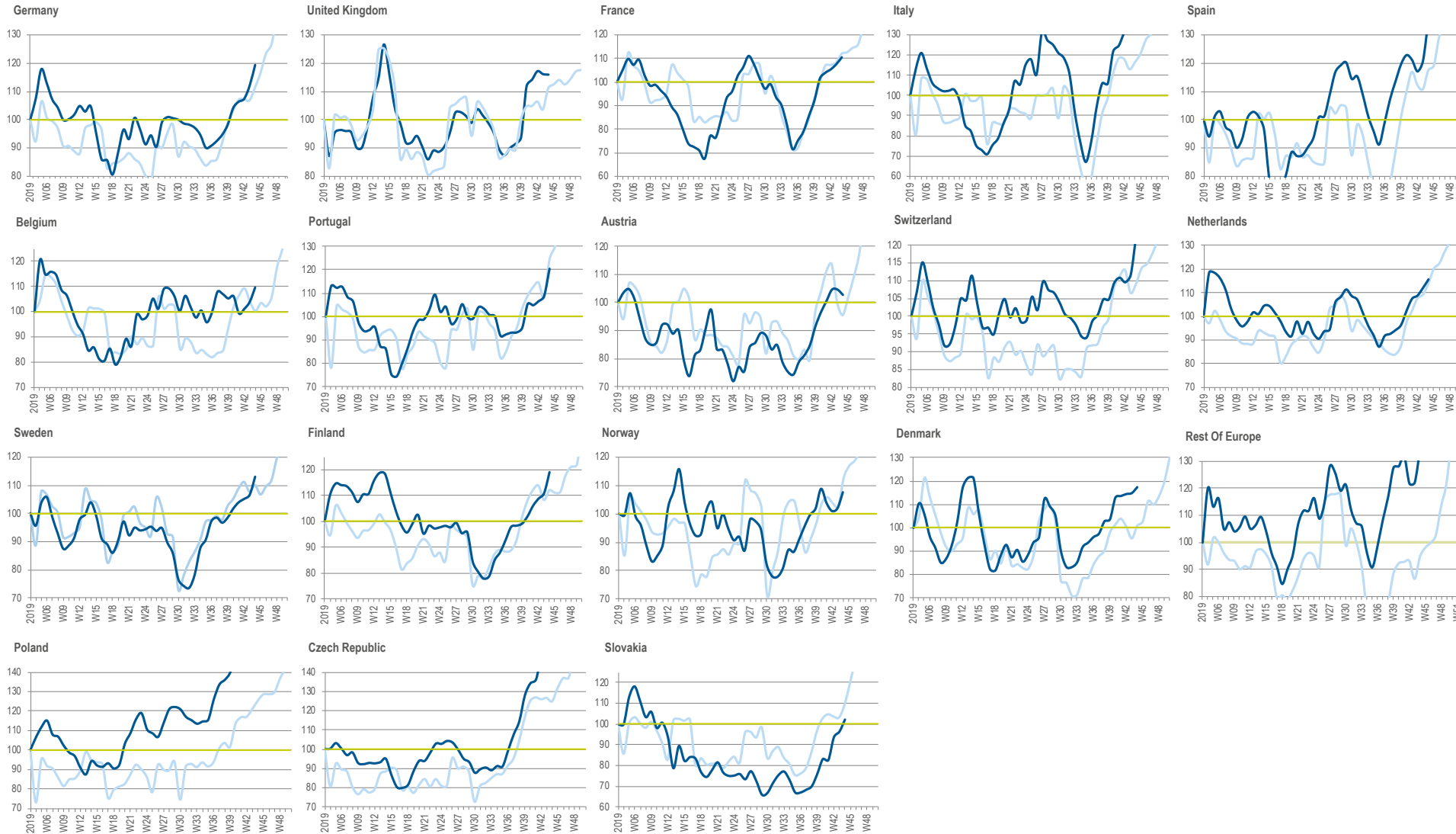
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THE CLIMB TO ACHIEVE Q4 HAS STARTED

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

WEEK 44 – A HUGE WEEK

Top 10 Revenue weeks in 2020

Week	Sales in €	Period
W44-20	2,346,360,249	Q4
W40-20	2,046,720,852	Quarter end
W05-20	1,885,229,481	Q1
W43-20	1,839,264,106	Q4
W27-20	1,782,245,864	Quarter end
W31-20	1,775,863,246	Q3
W22-20	1,688,766,775	Pandemic
W39-20	1,681,149,855	Quarter end
W26-20	1,663,037,630	Quarter end
W03-20	1,638,131,619	Q1

Revenue weeks > 2bn€ since June 2018

Week	Sales in €	Period
W51-18	2,404,917,465	Year-end
W51-19	2,375,565,961	Year-end
W44-20	2,346,360,249	Q4
W48-19	2,343,570,933	Q4
W26-19	2,315,191,506	Quarter end
W39-18	2,286,654,165	Quarter end
W13-19	2,249,383,664	Quarter end
W48-18	2,237,550,556	Year-end
W50-19	2,064,333,393	Year-end
W40-20	2,046,720,852	Quarter end

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

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PORTUGAL REVIEW

CONTEXT

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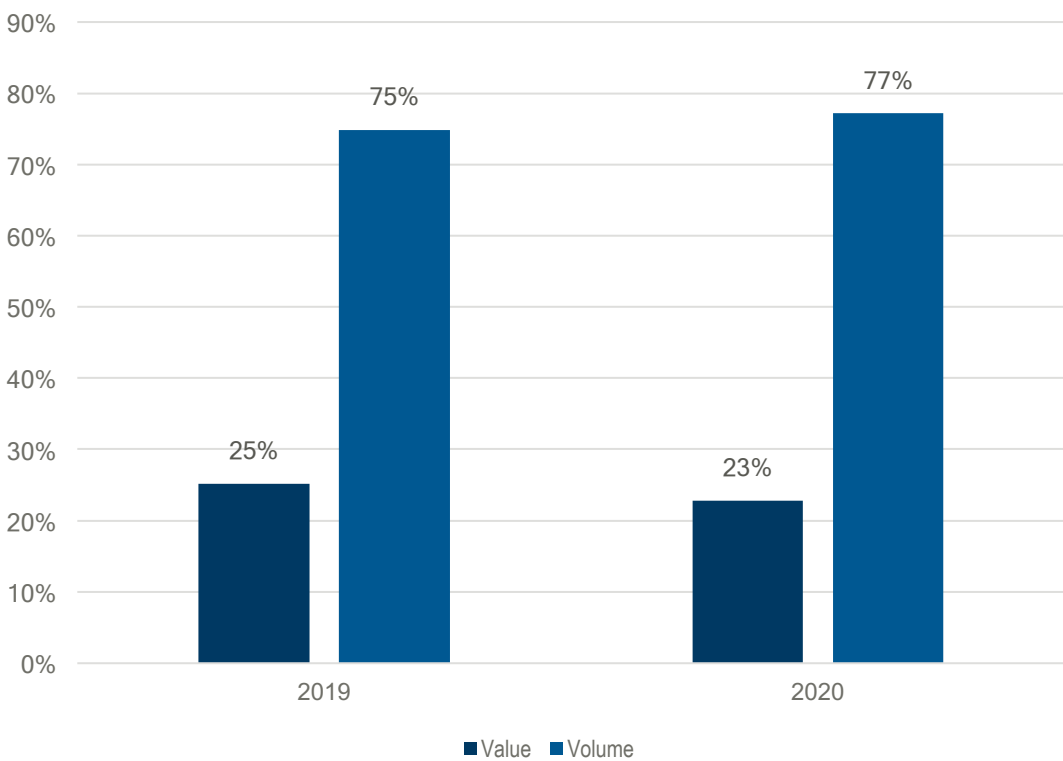
PANDEMIC AND ECONOMIC OVERVIEW

- Portugal early into lockdown

- Large job losses and limited new jobs

- -13.9% GDP in Q2 2020

- New State of Emergency - semi lockdown 6th November

- Home office, e-learning new standards imposed by the pandemic

- Continued high expectations

- Value down while companies are closed and new projects are under review

VOLUME MARKET DRIVES GROWTH NOT THE VALUE BUSINESS (YoY)

VALUE/VOLUME REVENUE GROWTH

	Q3-19	Q4-19	Q1-20	Q2-20	Q3-20
Value	2%	19%	-3%	-1%	-4%
Volume	8%	15%	12%	12%	4%
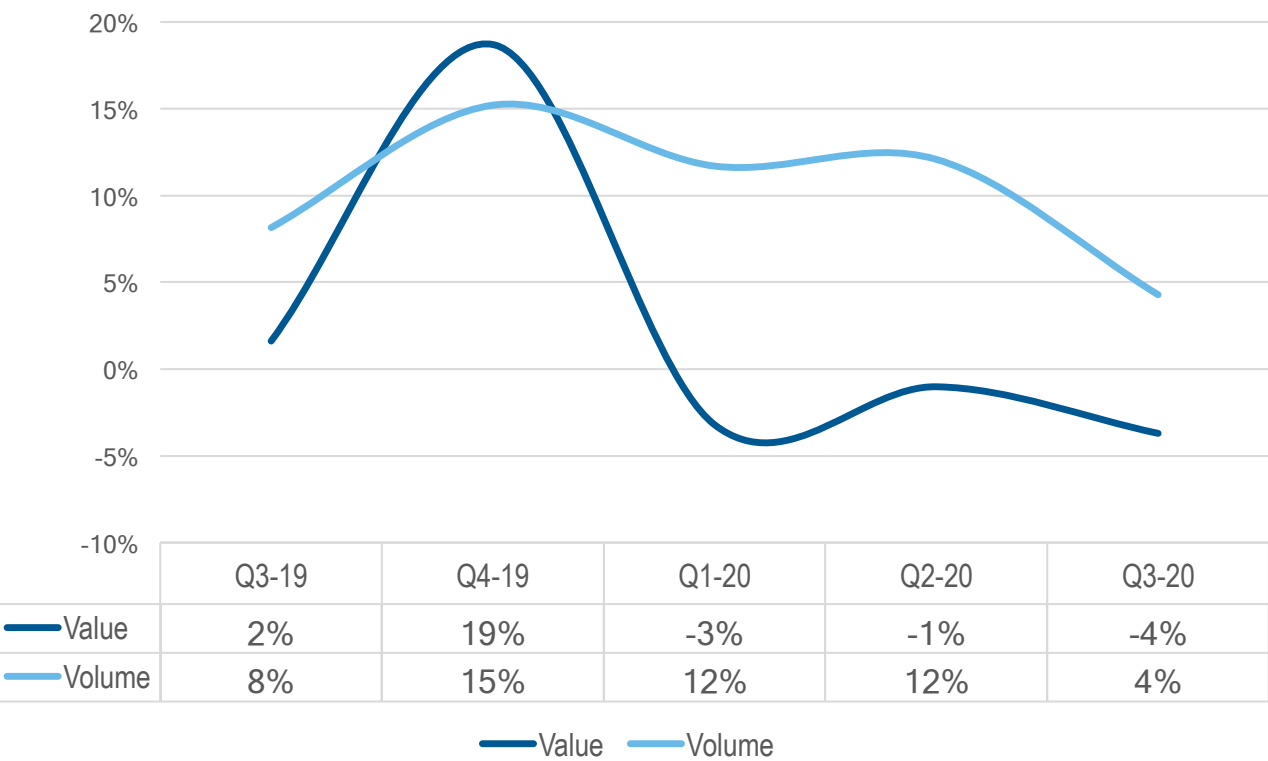
VALUE / VOLUME MARKET SHARE (Jan-Sep)

2019: Value 25%, Volume 75%
2020: Value 23%, Volume 77%

ADAPTING: 246 FEWER RESELLERS IN SEP VS APR 2020. -12% SINCE THE BEGINNING OF THE PANDEMIC

(-12%)

Monthly Active Resellers – Portugal
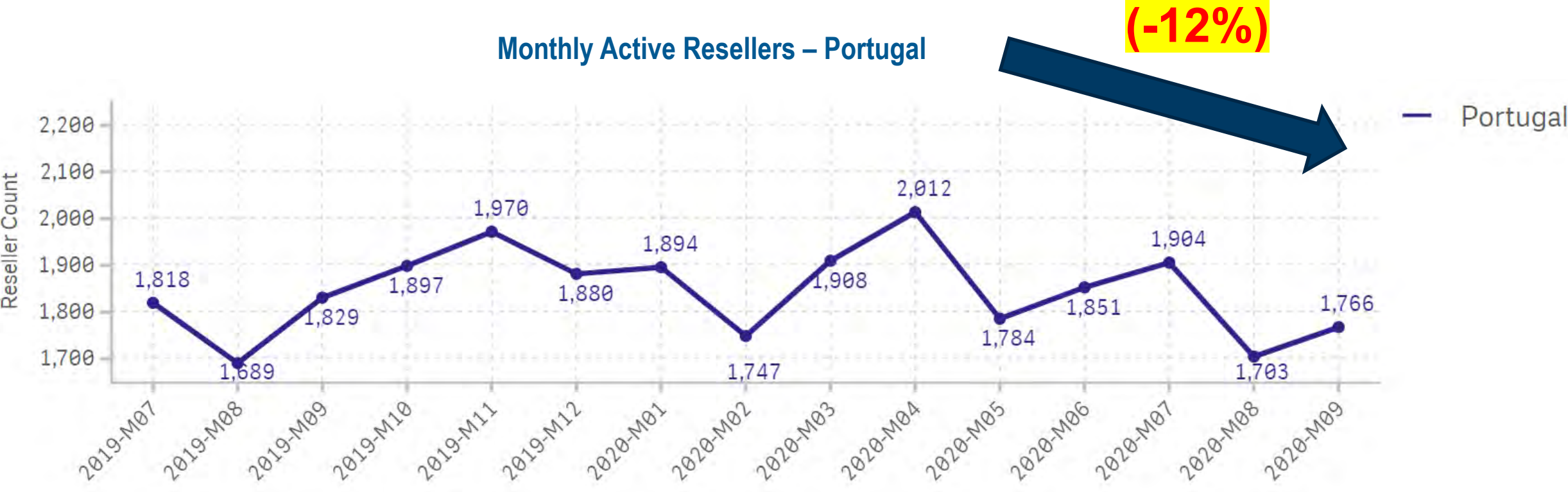
— Portugal

AVERAGE REVENUE PER RESELLER HAS IMPROVED IN SEP VS APR 2020 (+30%)

Country		Period			Reseller Count	Units	Revenue (EUR)	Avg Revenue Per Reseller
Portugal		2020-M04			2,012	1,805,915	€99,435,221	€49,421
Portugal		2020-M09			1,766	1,979,514	€113,833,503	€64,458

(+30%)

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ETAIL AND RETAIL ARE THE WINNERS

4 ROLLING WEEKS

Channel Performance

% Change in sales through IT Distribution in Euros
4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Business Sectors	Channel	Portugal
Business Channels	Corporate Reseller	**-24%**
	Small and Medium Reseller	**-4%**
	Etailer Business	**-11%**
Retail Channels	Etailer Consumer	**41%**
	Retail Chain	**8%**

Getting ready for the second wave

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DRIVING ENTERTAINMENT PRODUCT CATEGORIES FOR CONSUMER CHANNEL

4 ROLLING WEEKS

Largest Categories in Consumer Channel
% Change in sales through IT Distribution in Euros

4 Weeks to Week 43 (to October 25 2020) vs Same Period 2019

Sorted by largest categories in Consumer Channel

Rank-W43	Category	Portugal
1	Notebooks	85%
2	Smartphones	-43%
3	Tablet PCs	8%
4	Monitors	119%
5	Ink Cartridges and Tanks	-13%
6	Desktops	93%
7	Smart Watches	149%
8	Televisions	973%
9	All-In-One Inkjets	-22%
10	Processors	128%
11	Network Routers	44%
12	Graphics Cards	-52%
13	Internal Solid State Drives (SSDs)	86%
14	Toner	6%
15	Digital Media Players	2%

Rank-W43	Category	Portugal
16	All-in-One Lasers	53%
17	Wireless Access Points	50%
18	Keyboards and Keypads	22%
19	Mice	-1%
20	External Hard Disk Drives (HDDs)	121%
21	Network Switches	14%
22	Portable Speakers	219%
23	Games Accessories	50%
24	Smart Speakers	-100%
25	Internal Hard Disk Drives (HDDs)	0%
26	Mobile Computing Cases	0%
27	RAM Memory	21%
28	Smart Bands and Activity Trackers	48%
29	Powerline Devices	120%
30	Smartphone Protective Cases	38%

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TAKEAWAYS

- Second wave is been a harder threat to its economy;

- ICT market shows resilience and positive trend;

- The Corporate projects slowdown - we believe this downward trend should change soon;

- Good opportunities in mobile computing and entertainment in Q42020.
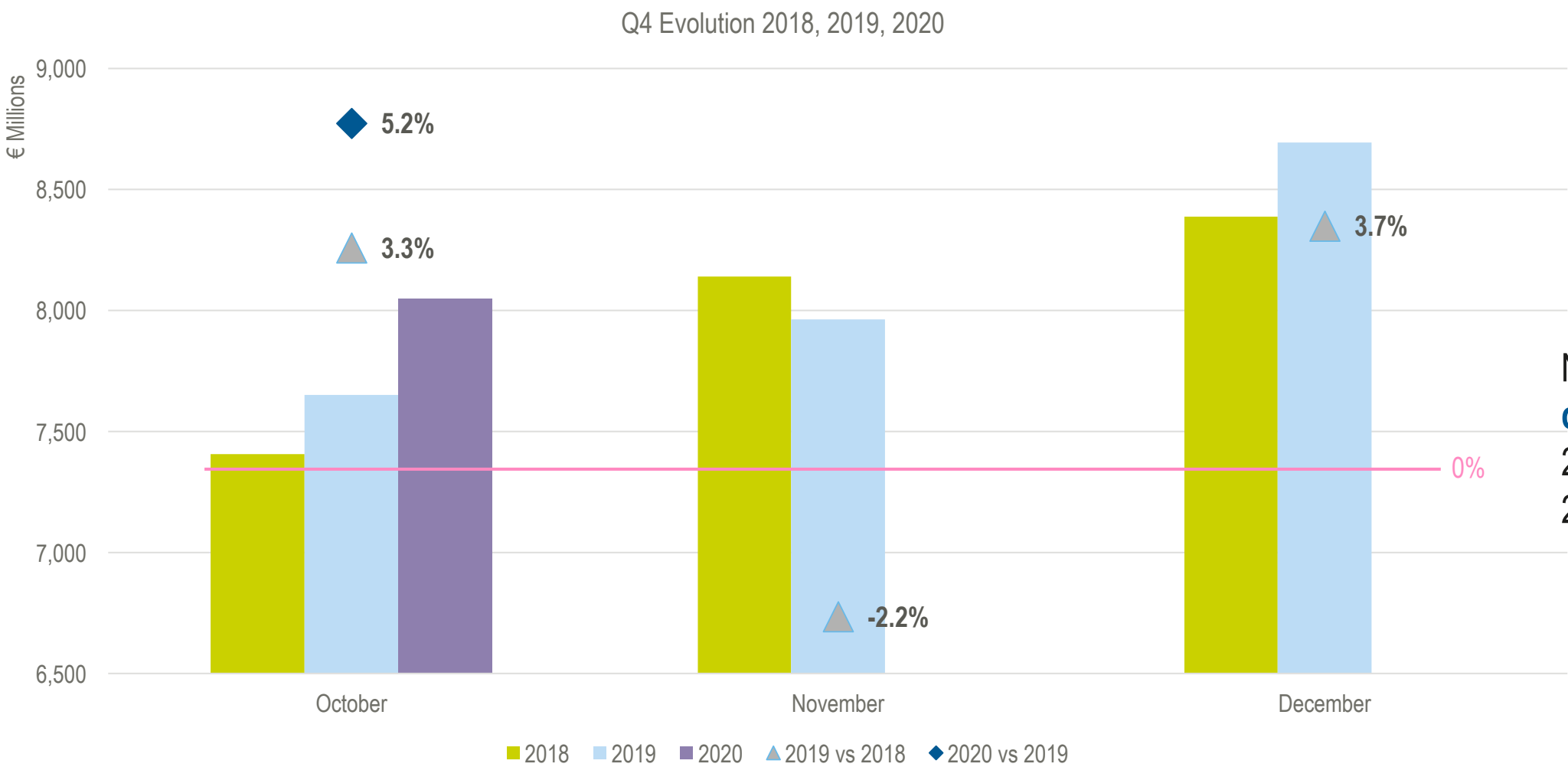
Monthly/Quarterly Reports

01

MONTHLY/QUARTERLY REVIEW

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

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FRANCE IS THE ONLY COUNTRY OF THE BIG 5 TO BE DOWN IN OCTOBER

October 2020 Results by Country

Legend: Oct-18, Oct-19, Oct-20, 2020 vs 2019

Data labels shown: 3.2%, 4.9%, 10.2%, -7.2%, 10.2%, 28.2%, -3.0%, 5.5%, 21.2%, -0.3%, 1.2%, -0.8%, -6.2%, 14.3%, 38.5%, 1.0%, -9.0%, 21.8%, -12.9%, 0%

Countries: Germany, UKI, Italy, France, Spain, Poland, Netherlands, Switzerland, Czech, Sweden, Austria, Belgium, Portugal, Denmark, Rest of Europe, Finland, Norway, Baltics, Slovakia

Y-axis: Millions (0 to 1,800)

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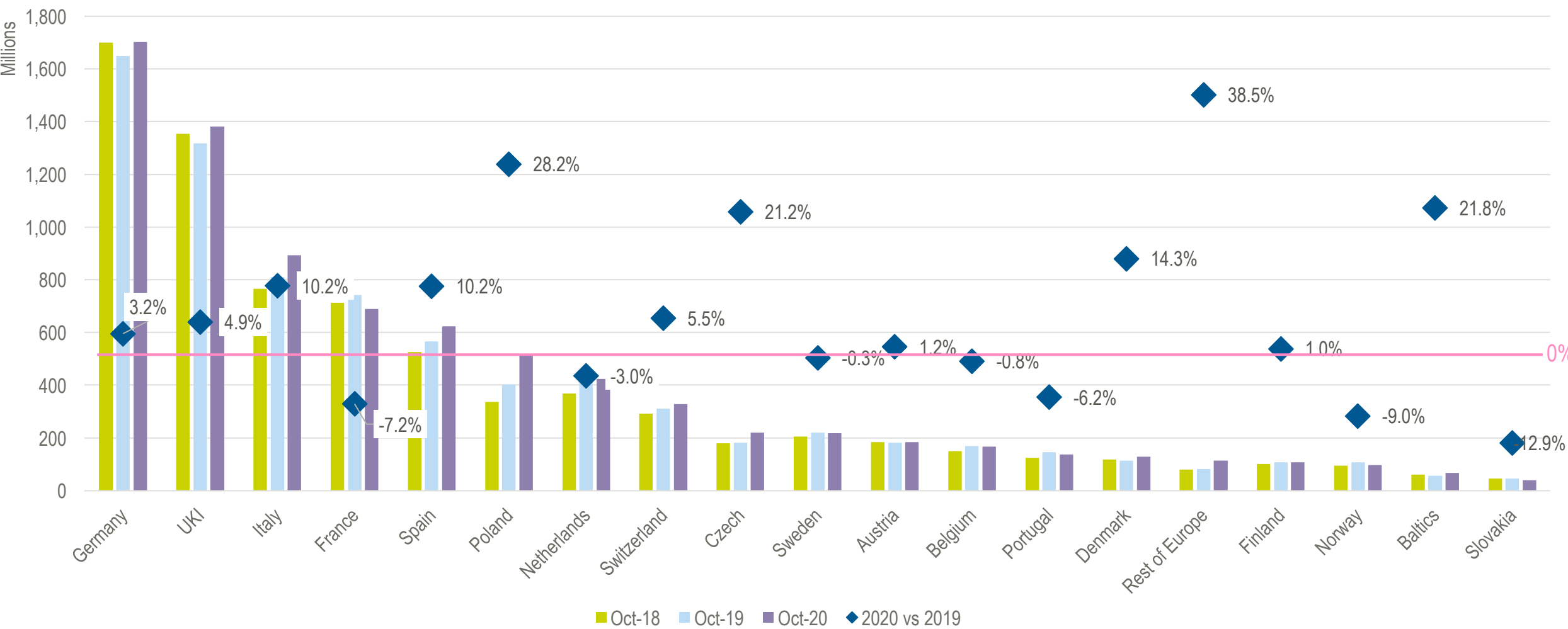
TOP VENDORS - LENOVO, DELL EMC, ASUS, ACER, LOGITECH, MSI ENTERS TOP 20

October 2020 Results by Vendor

€ Millions

Legend: ▢ Oct-20   ▲ Oct 20 vs Oct 19

Data points:
- Xiaomi: 163%
- Logitech: 96%
- MSI: 56%
- Acer: 49%
- AMD: 45%
- Lenovo: 29%
- Dell EMC: 25%
- Asus: 24%
- Brother: 13%
- Canon: 9%
- Microsoft: 4%
- 0%
- IBM: -1%
- HP: -2%
- Epson: -5%
- Samsung: -6%
- Apple: -8%
- HPE: -10%
- Intel: -19%
- Cisco: -21%
- Huawei: -48%

Vendors (x-axis): Apple, HP, Lenovo, Dell EMC, Microsoft, HPE, Samsung, Xiaomi, Cisco, Asus, Acer, IBM, Huawei, Logitech, Canon, Epson, Intel, Brother, AMD, MSI

IMPACT OF LATEST LOCKDOWN STARTS TO BE SEEN IN OCTOBER TONER INDEX

Toner Index - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

France
Germany
Italy
Spain
UK & Ireland

21

IMPACT OF LATEST LOCKDOWN STARTS TO BE SEEN IN OCTOBER TONER INDEX

Germany

United Kingdom

France

Italy

Spain

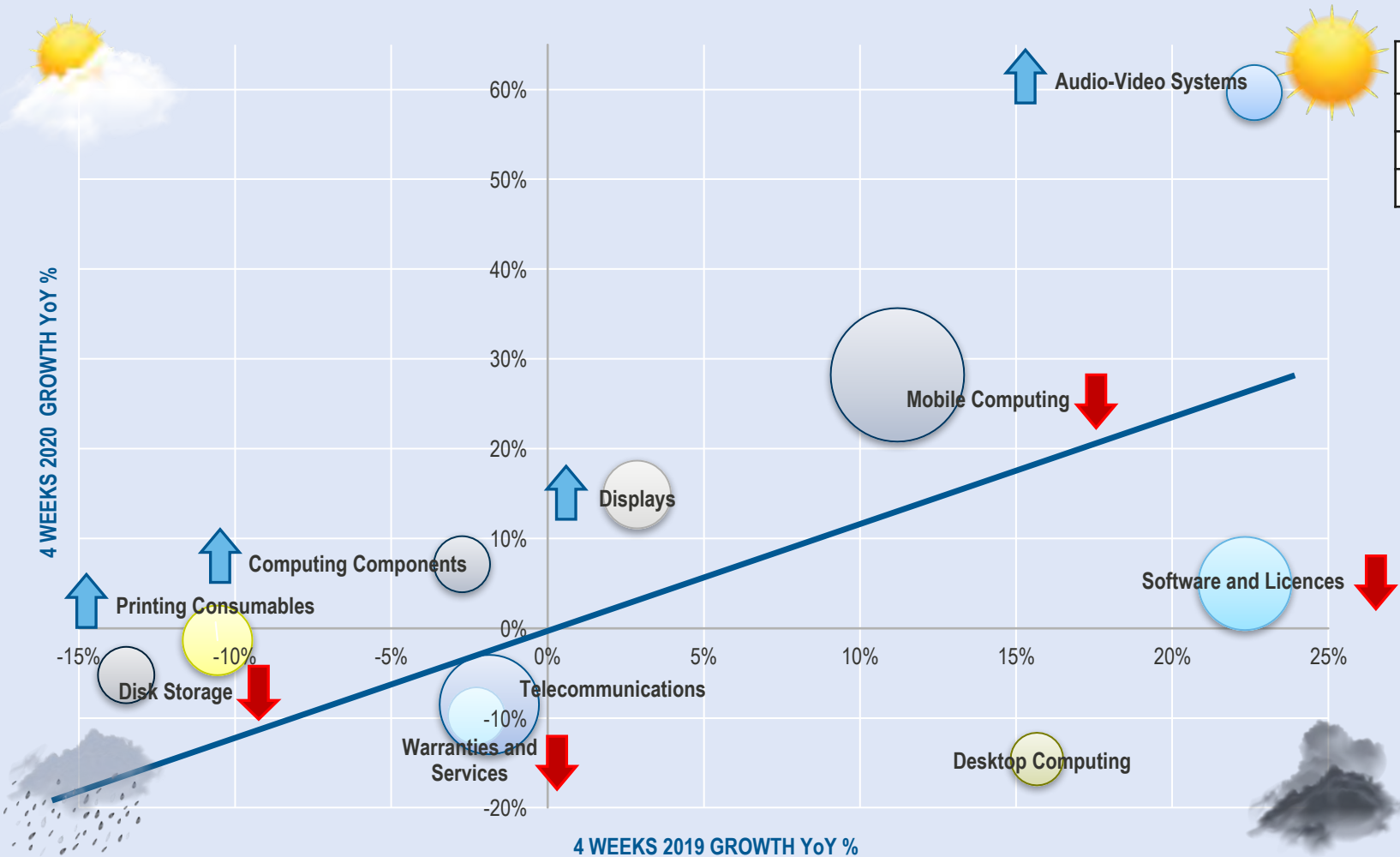2020   2019

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

4 Weeks to Week 44 (01/11/20) vs 2019

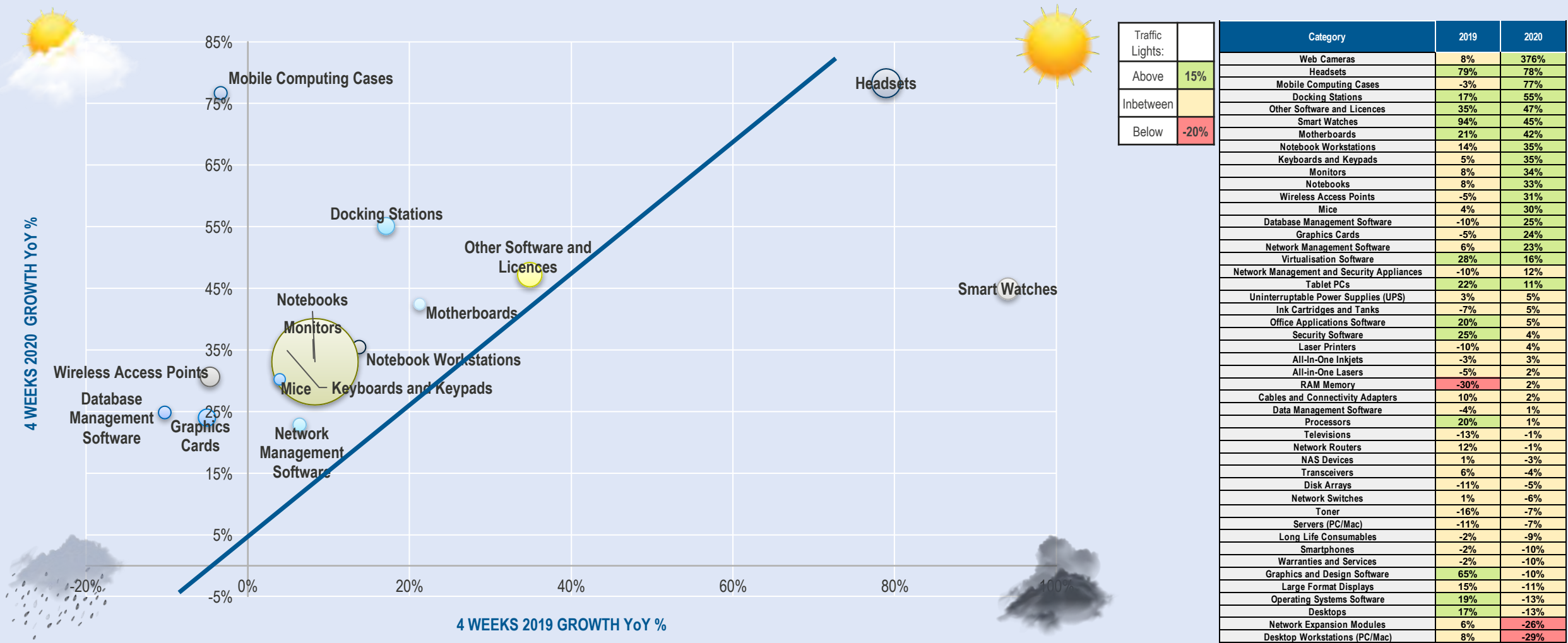| Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	2019	2020
Mobile Computing	11%	28%
Telecommunications	-2%	-8%
Software and Licences	22%	5%
Printing Consumables	-11%	-1%
Displays	3%	15%
Warranties and Services	-2%	-10%
Disk Storage	-13%	-5%
Computing Components	-3%	7%
Audio-Video Systems	23%	60%
Desktop Computing	16%	-15%
Computing Accessories	10%	51%
Printing	-6%	-3%
Networking Systems	4%	-4%
Server Computing	-9%	1%
Wearable Devices	54%	41%
Data Center Networking and Security	-5%	-5%
Wireless Networking	-4%	28%
Other Networking Equipment	2%	3%
Home and Garden	7%	66%
Power Equipment	1%	8%
Smart Home and Office	24%	27%
Connectivity	7%	2%
Games Consoles	-6%	6%
Removable Storage	-29%	-7%
Electronics	-26%	16%
Unified Communications	-12%	-8%
Scanner Imaging	-3%	-4%
Security	-27%	-15%
Tape Storage	-9%	-14%
Terminals, Thin Clients and Points of Sales	1%	-36%
Photo and Video Cameras	-31%	8%
eHealth Devices	78%	40%
Security Devices	8%	-2%

Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH
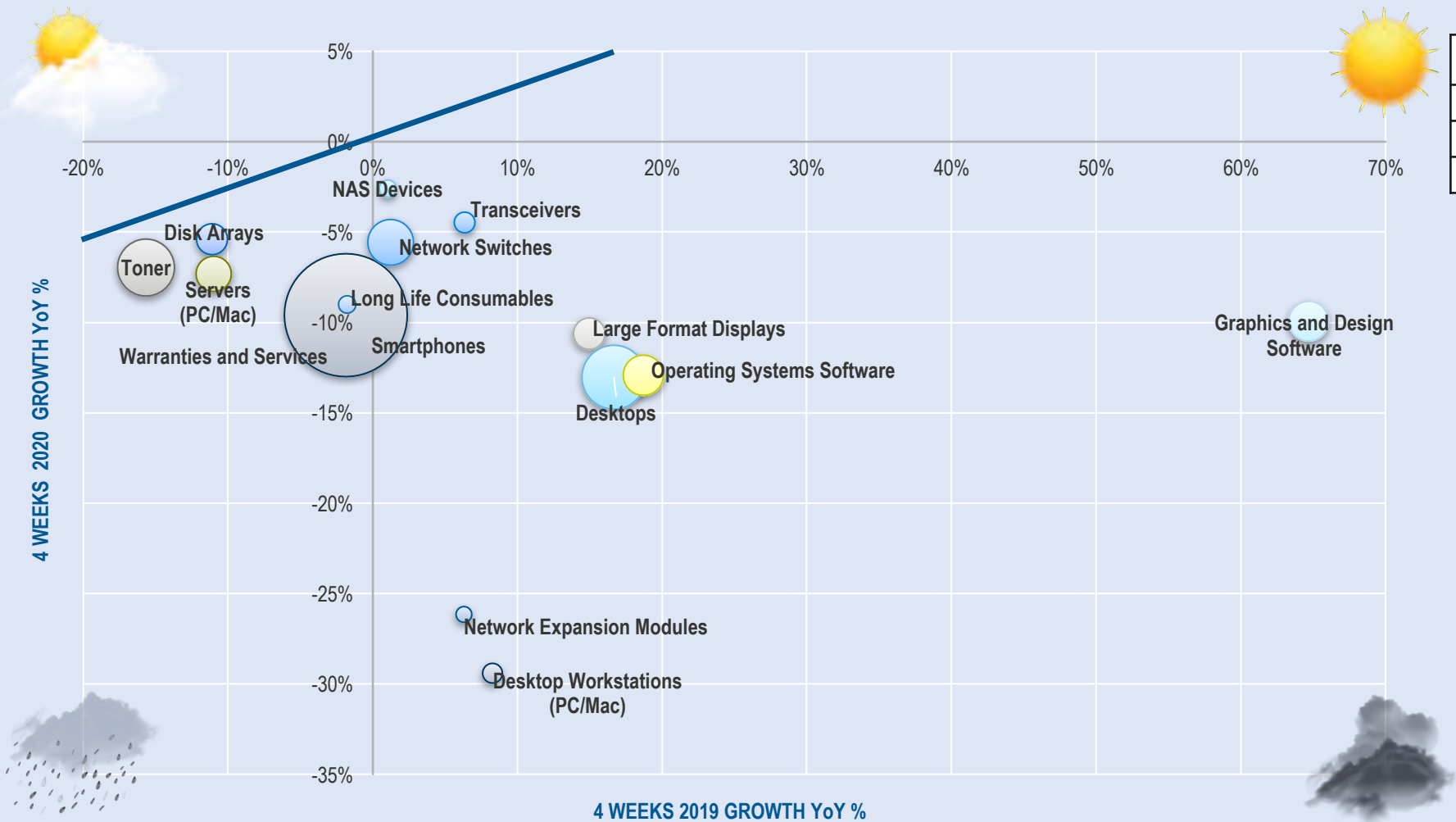
4 Weeks to Week 44 (01/11/20) vs 2019

Distribution sales translated at fixed € exchange rate.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	8%	376%
Headsets	79%	78%
Mobile Computing Cases	-3%	77%
Docking Stations	17%	55%
Other Software and Licences	35%	47%
Smart Watches	94%	45%
Motherboards	21%	42%
Notebook Workstations	14%	35%
Keyboards and Keypads	5%	35%
Monitors	8%	34%
Notebooks	8%	33%
Wireless Access Points	-5%	31%
Mice	4%	30%
Database Management Software	-10%	25%
Graphics Cards	-5%	24%
Network Management Software	6%	23%
Virtualisation Software	28%	16%
Network Management and Security Appliances	-10%	12%
Tablet PCs	22%	11%
Uninterruptable Power Supplies (UPS)	3%	5%
Ink Cartridges and Tanks	-7%	5%
Office Applications Software	20%	5%
Security Software	25%	4%
Laser Printers	-10%	4%
All-In-One Inkjets	-3%	3%
All-in-One Lasers	-5%	2%
RAM Memory	-30%	2%
Cables and Connectivity Adapters	10%	2%
Data Management Software	-4%	1%
Processors	20%	1%
Televisions	-13%	-1%
Network Routers	12%	-1%
NAS Devices	1%	-3%
Transceivers	6%	-4%
Disk Arrays	-11%	-5%
Network Switches	1%	-6%
Toner	-16%	-7%
Servers (PC/Mac)	-11%	-7%
Long Life Consumables	-2%	-9%
Smartphones	-2%	-10%
Warranties and Services	-2%	-10%
Graphics and Design Software	65%	-10%
Large Format Displays	15%	-11%
Operating Systems Software	19%	-13%
Desktops	17%	-13%
Network Expansion Modules	6%	-26%
Desktop Workstations (PC/Mac)	8%	-29%

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CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 44 (01/11/20) vs 2019

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Desktop Workstations (PC/Mac)	8%	-29%
Network Expansion Modules	6%	-26%
Desktops	17%	-13%
Operating Systems Software	19%	-13%
Large Format Displays	15%	-11%
Graphics and Design Software	65%	-10%
Warranties and Services	-2%	-10%
Smartphones	-2%	-10%
Long Life Consumables	-2%	-9%
Servers (PC/Mac)	-11%	-7%
Toner	-16%	-7%
Network Switches	1%	-6%
Disk Arrays	-11%	-5%
Transceivers	6%	-4%
NAS Devices	1%	-3%
Network Routers	12%	-1%
Televisions	-13%	-1%
Processors	20%	1%
Data Management Software	-4%	1%
Cables and Connectivity Adapters	10%	2%
RAM Memory	-30%	2%
All-in-One Lasers	-5%	2%
All-In-One Inkjets	-3%	3%
Laser Printers	-10%	4%
Security Software	25%	4%
Office Applications Software	20%	5%
Ink Cartridges and Tanks	-7%	5%
Uninterruptable Power Supplies (UPS)	3%	5%
Tablet PCs	22%	11%
Network Management and Security Appliances	-10%	12%
Virtualisation Software	28%	16%
Network Management Software	6%	23%
Graphics Cards	-5%	24%
Database Management Software	-10%	25%
Mice	4%	30%
Wireless Access Points	-5%	31%
Notebooks	8%	33%
Monitors	8%	34%
Keyboards and Keypads	5%	35%
Notebook Workstations	14%	35%
Motherboards	21%	42%
Smart Watches	94%	45%
Other Software and Licences	35%	47%
Docking Stations	17%	55%
Mobile Computing Cases	-3%	77%
Headsets	79%	78%
Web Cameras	8%	376%

Distribution sales translated at fixed € exchange rate.

04   **CHANNEL HEALTH**

NEW CHANNEL INDEX SHOWS WEAKNESS IN CORPORATE RESELLER
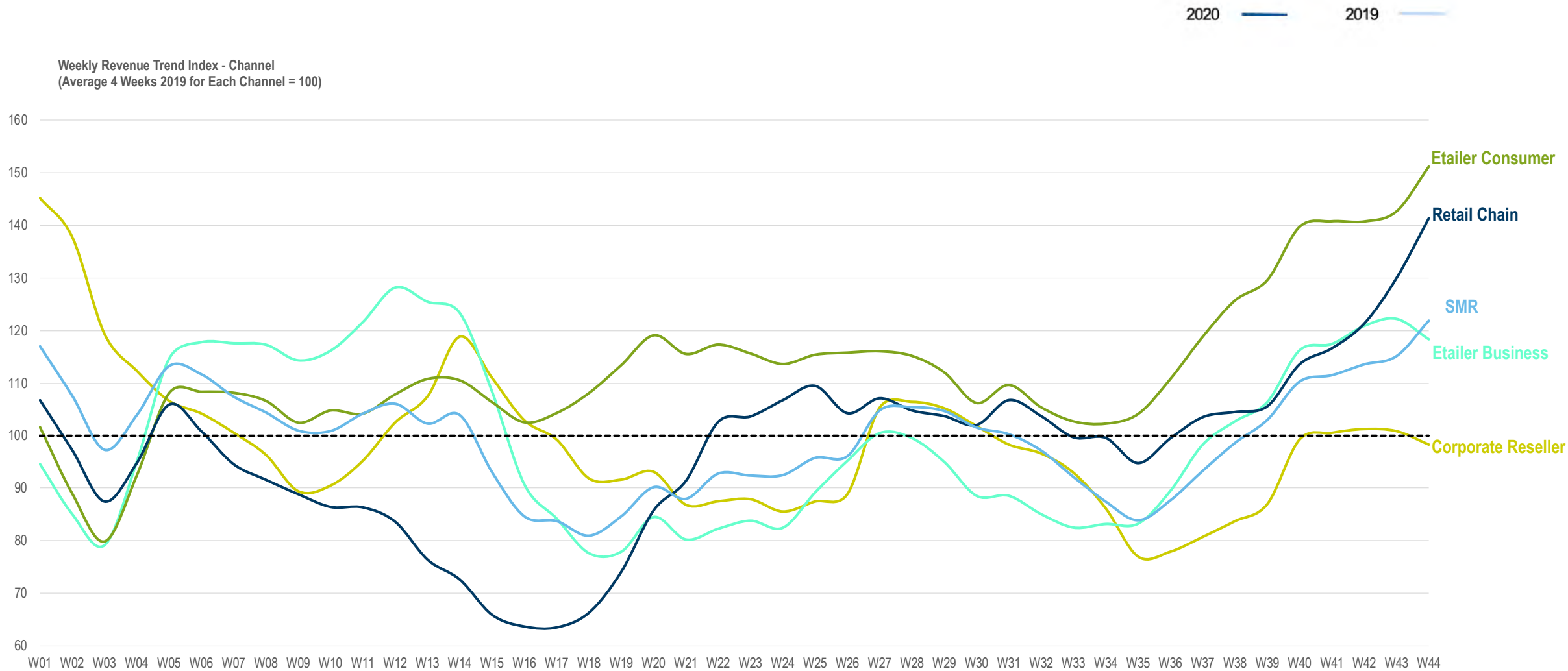
Weekly Revenue Trend Index - Channel
(Average 4 Weeks 2019 for Each Channel = 100)

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland,
Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

CORPORATE RESELLER CHANNEL CLIMB IS YET TO START (LIKE LAST YEAR)
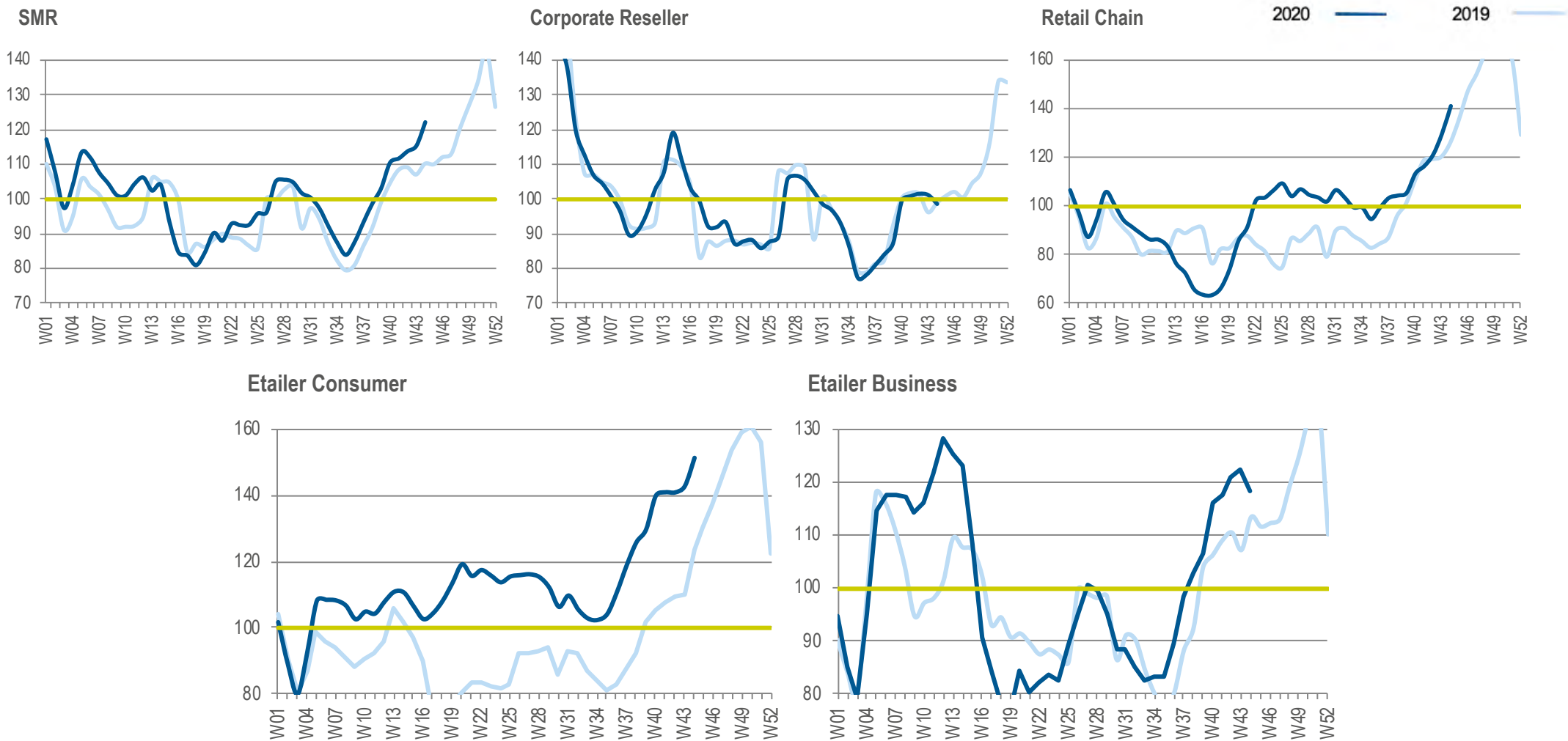
4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Rest of Europe, Poland, Czech, Slovakia

THE NEXT EDITION OF THE SOCIAL CONTEXT

THE
SOCIAL
CONTEXT

Join Us

Friday 20th November 11.00-11.30 (GMT)

Angela Whitty, Managing Director UKI
Partner Organisation, Cisco will introduce
**Topic: "Early in career talent and the
impact on diversity mix"**
Network and discuss

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 44 (to November 1 2020) vs Same Period 2019**

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

Date Published: **10 November 2020**

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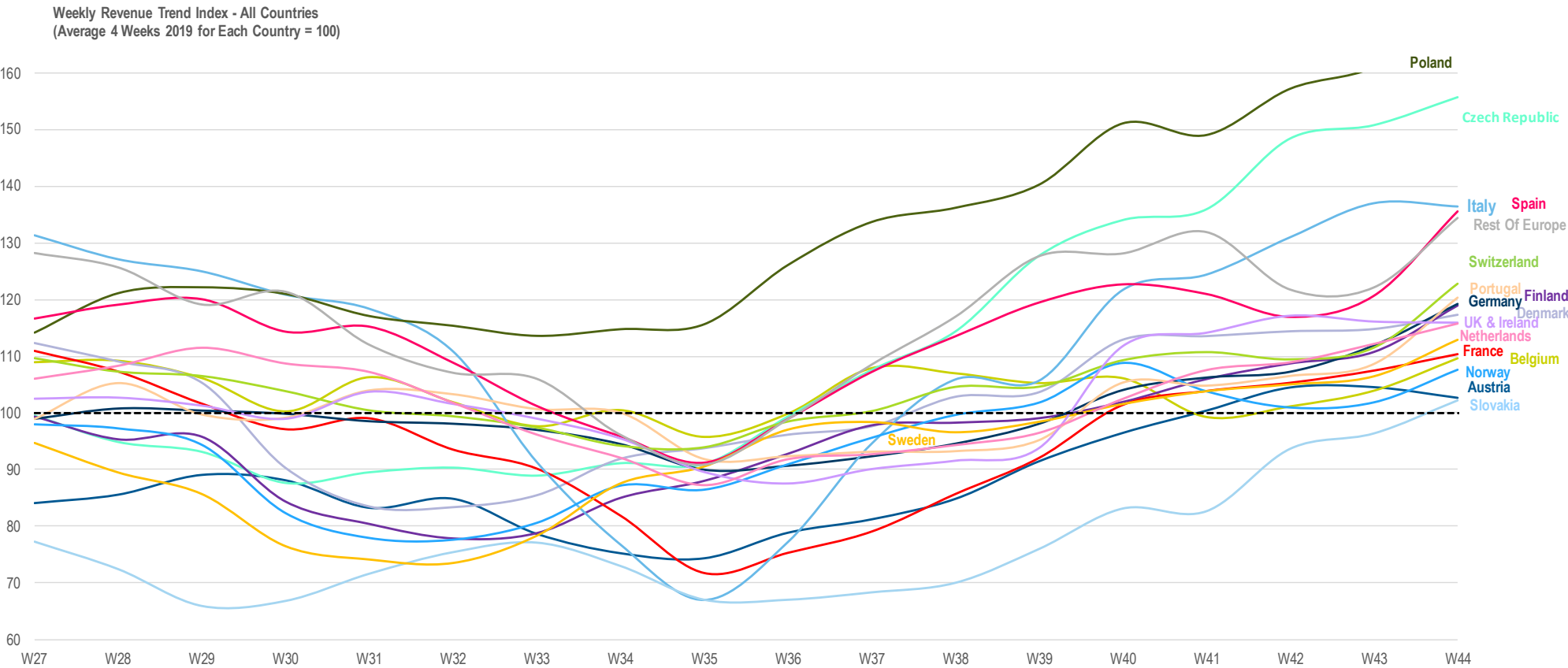**Email:** customerassurance@contextworld.com

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

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, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia .

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Index Total Market Top 5 WE

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

Weekly Revenue Trend Index - Top 5 Western Europe
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain.

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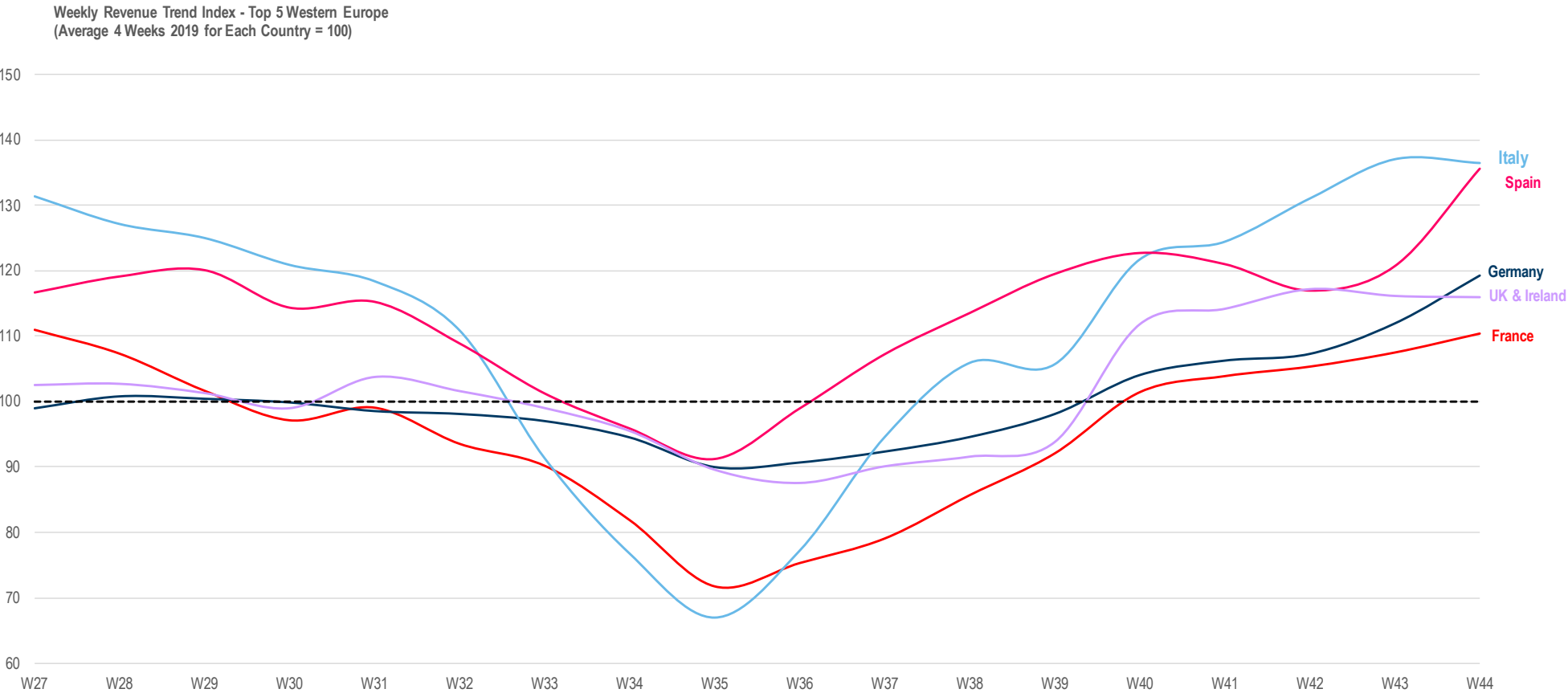Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

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

Distribution sales translated at fixed € exchange rate and includes: , Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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

2020 ——— 2019 ———

Germany, United Kingdom, France, Italy, Spain, Belgium, Portugal, Austria, Switzerland, Netherlands, Sweden, Finland, Norway, Denmark, Rest Of Europe, Poland, Czech Republic, Slovakia

Index Channel

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

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

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia .
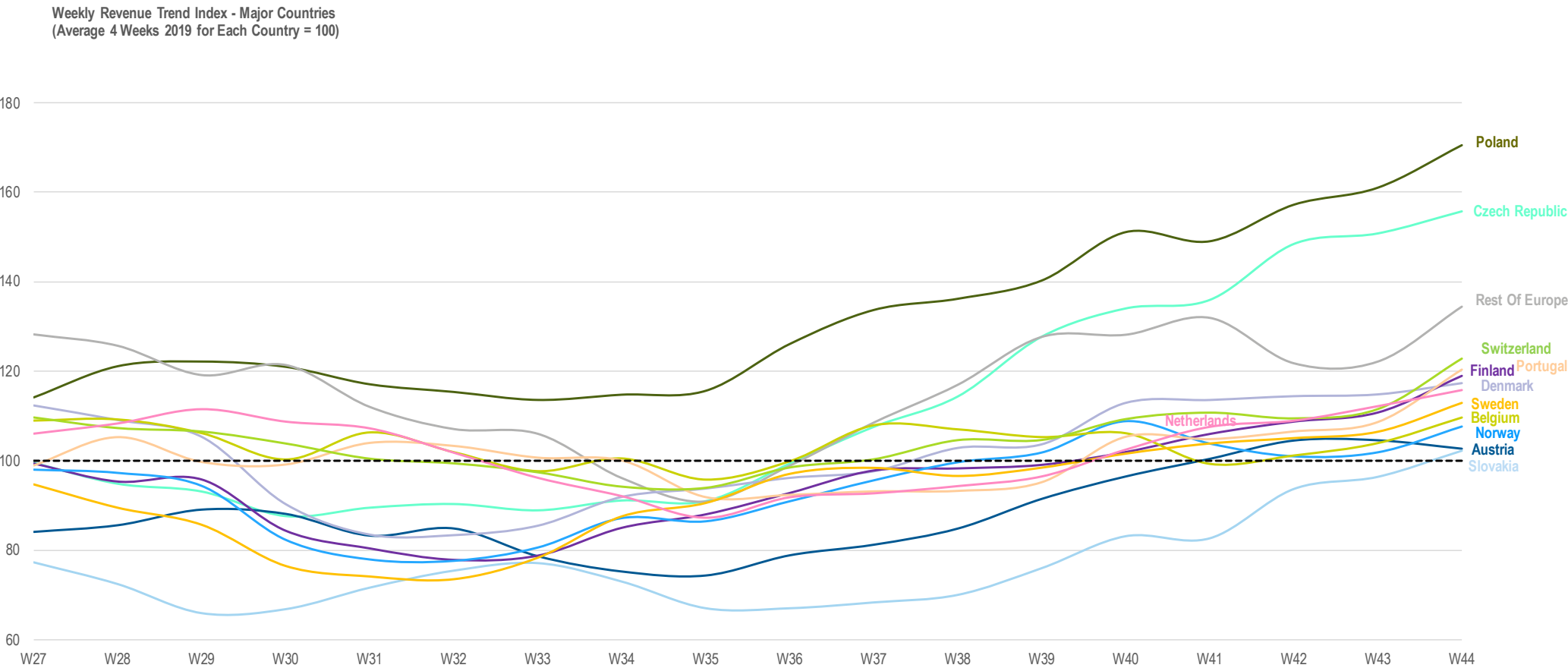
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Index Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Channel = 100)

2020 ———— 2019 ————
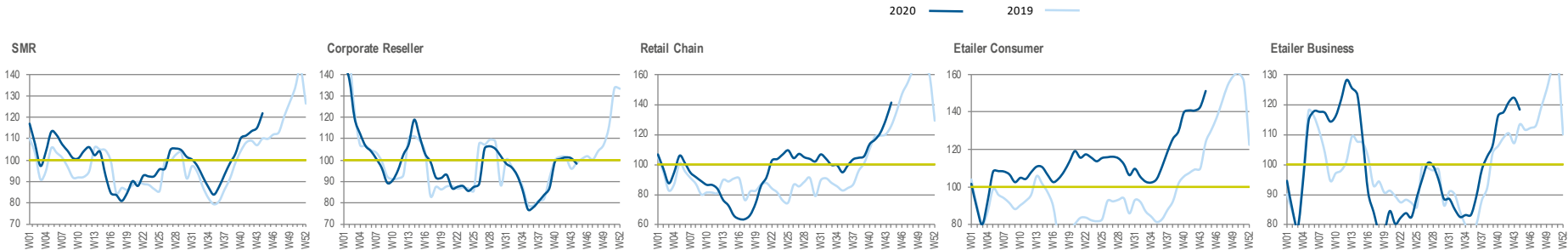
Index Business Channel

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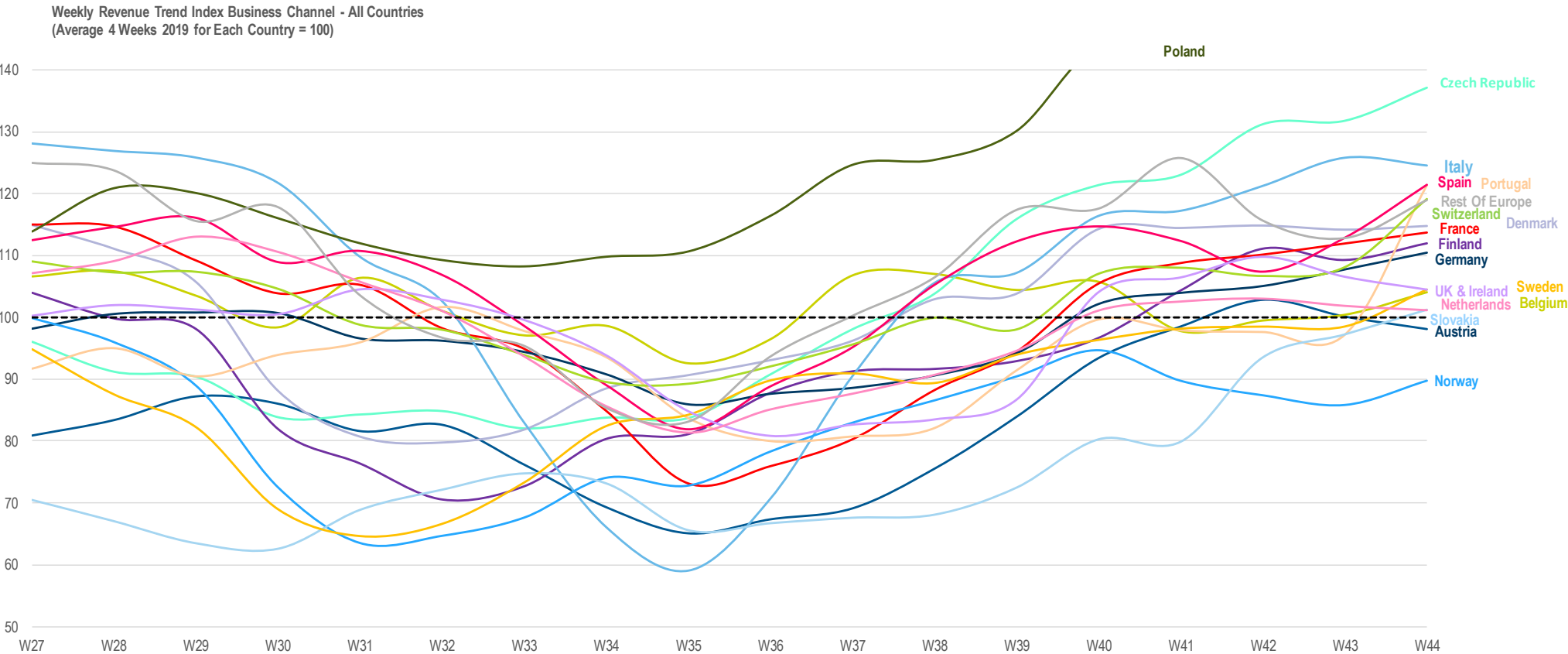
Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia
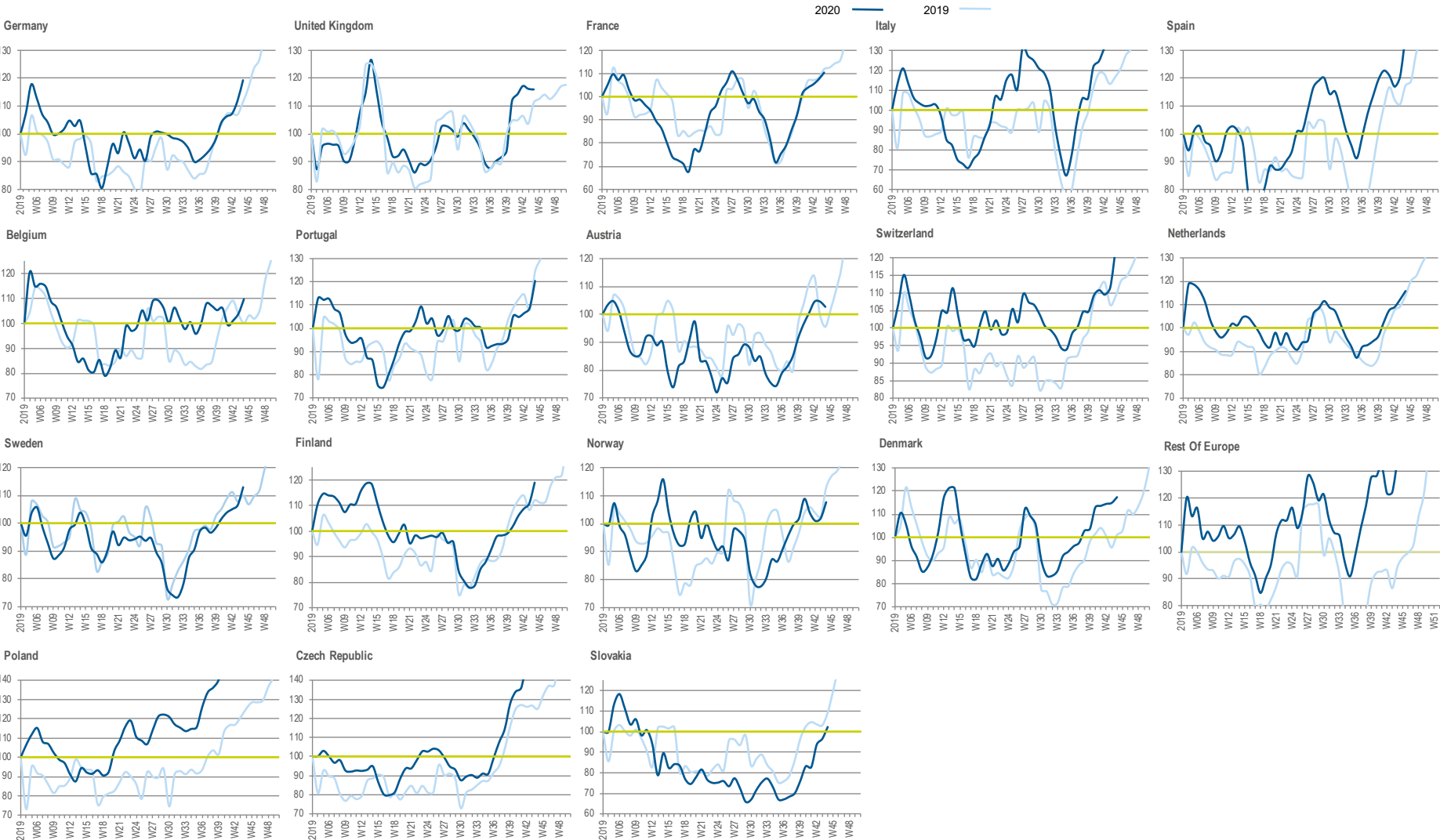
Index Consumer Channel

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)
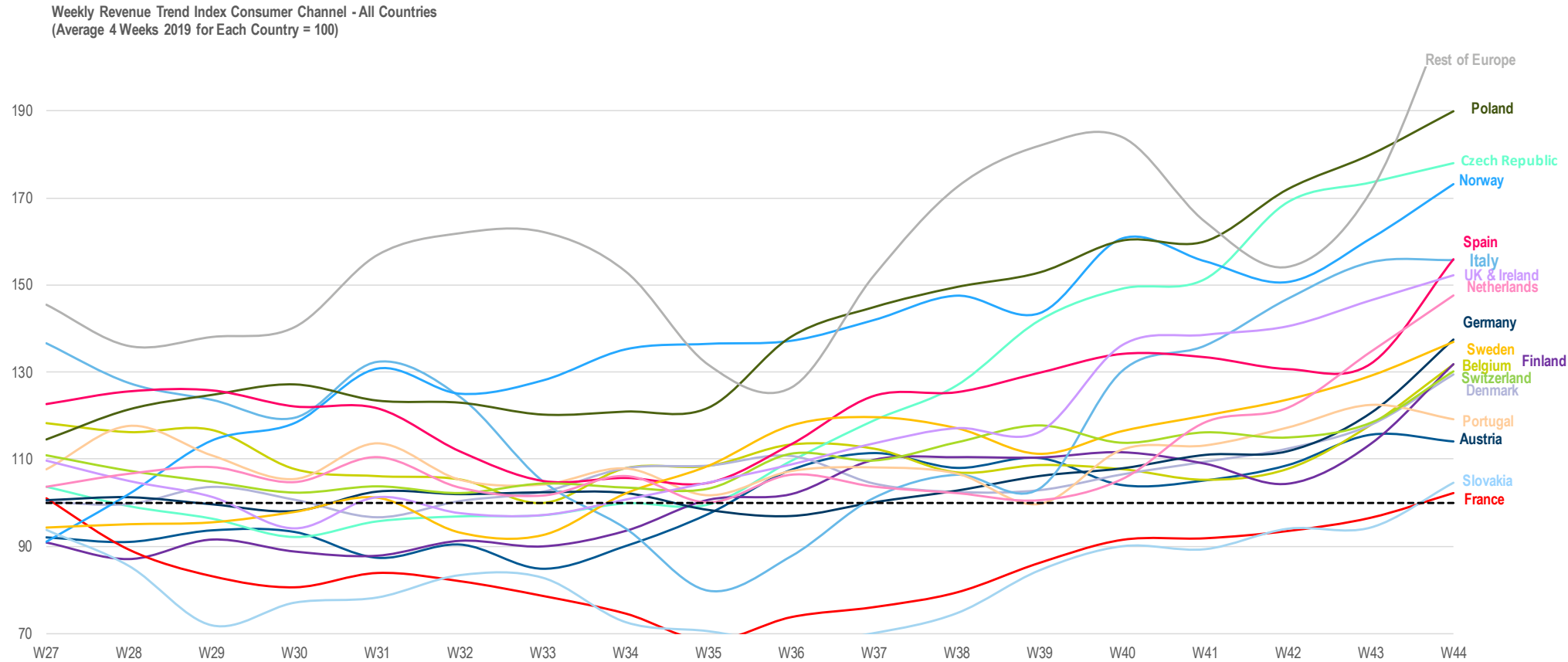
Consumer Channel = Retail chain & Etailer Consumer

Distribution sales translated at fixed € exchange rate and includes UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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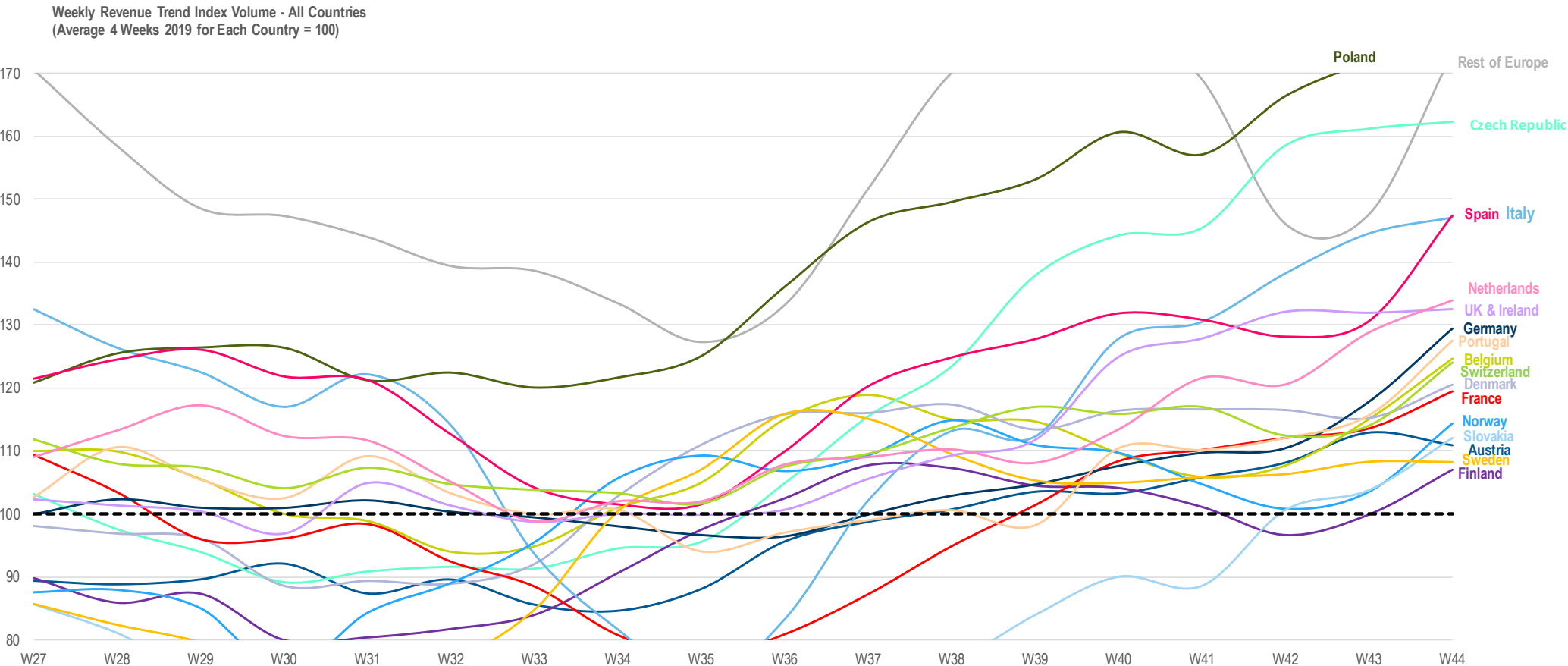
Weekly Revenue Trend Index Volume - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia

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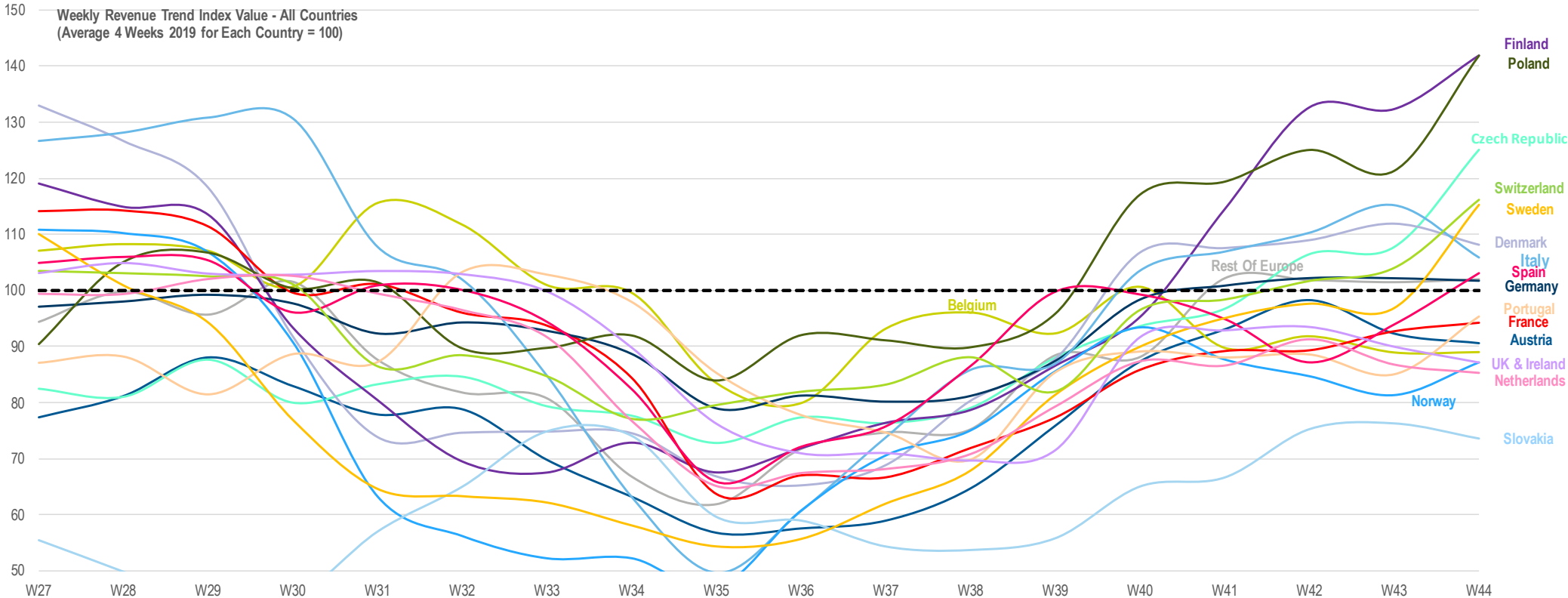
Weekly Revenue Trend Index Value - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: : UKI, Germany, Italy, France, Spain, Rest of Europe, Netherland, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Czech Republic & Slovakia.

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

European Panel Trend Y/Y 4 weeks rolling avg
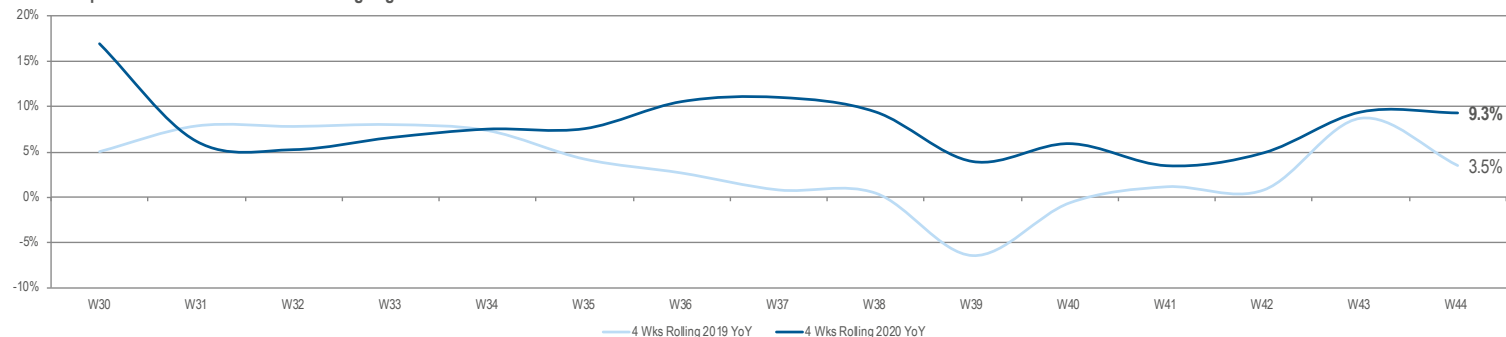
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Rest of Europe, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics & Czech Republic.

European Panel : Volume Market Trend Y/Y 4 weeks rolling avg
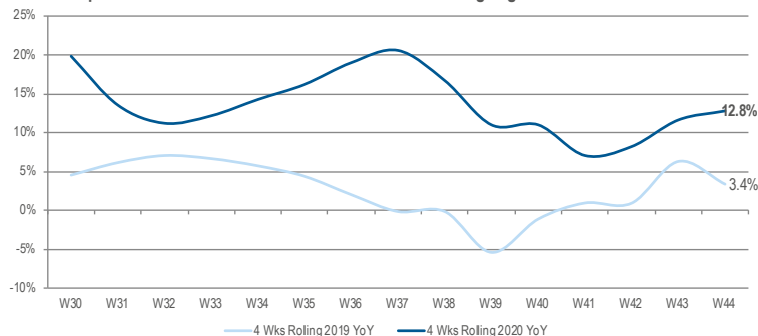
European Panel : Value Market Trend Y/Y 4 weeks rolling avg
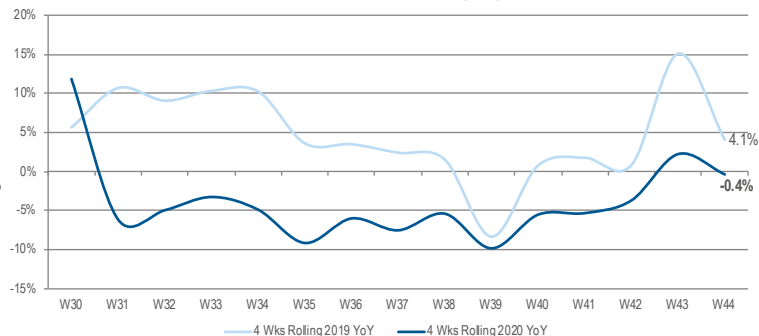
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Netherlands, Rest of Europe, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics & Czech Republic.

Largest IT Industry Sectors

% Change in sales through IT Distribution in Euros
4 Weeks to Week 44 (to November 1 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-W43	Rank-W44	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe	INDUSTRY SECTOR TREND
1	1	Mobile Computing	7%	38%	62%	40%	40%	45%	23%	8%	-2%	50%	50%	31%	28%	-4%	-20%	19%	37%	34%	28%
3	2	Telecommunications	-15%	-10%	-13%	-45%	-3%	56%	12%	-48%	9%	4%	-27%	-2%	-33%	8%	4%	-18%	-24%	164%	-9%
2	3	Software and Licences	6%	-6%	12%	-4%	-8%	33%	-18%	26%	8%	47%	11%	9%	-4%	45%	71%	1%	-55%	76%	5%
4	4	Printing Consumables	7%	-18%	-9%	32%	-22%	-7%	-2%	8%	-20%	-7%	-10%	-17%	-18%	-29%	-24%	-36%	142%	33%	-1%
5	5	Displays	27%	10%	-5%	2%	39%	19%	21%	48%	11%	-3%	38%	-14%	6%	50%	-5%	28%	45%	16%	15%
6	6	Warranties and Services	-3%	-15%	-2%	-15%	-9%	7%	-34%	6%	-37%	18%	1%	28%	8%	-18%	39%	-37%	-70%	4%	-10%
7	7	Disk Storage	-9%	-11%	1%	-16%	19%	21%	-2%	-20%	-10%	21%	-15%	-1%	3%	70%	-5%	-31%	-55%	17%	-5%
8	8	Computing Components	1%	1%	20%	10%	13%	36%	-7%	7%	-12%	35%	-12%	-1%	-9%	69%	7%	-35%	-61%	60%	7%
9	9	Audio-Video Systems	96%	24%	94%	4%	122%	98%	23%	216%	11%	54%	61%	13%	57%	84%	-2%	46%	16%	91%	60%
10	10	Desktop Computing	-11%	-31%	8%	-9%	-13%	0%	-25%	-20%	-28%	1%	4%	-22%	-36%	-15%	-25%	-48%	-13%	-42%	-15%
11	11	Computing Accessories	92%	31%	45%	30%	82%	49%	49%	60%	7%	67%	50%	20%	13%	26%	-4%	9%	73%	76%	51%
12	12	Printing	-8%	3%	5%	-5%	-17%	6%	-3%	9%	-24%	23%	-8%	13%	-20%	-24%	-2%	33%	-33%	-4%	-3%
13	13	Networking Systems	17%	-30%	33%	-25%	-2%	40%	-35%	26%	-6%	34%	18%	-11%	-29%	-31%	26%	-10%	-21%	-40%	-4%
14	14	Server Computing	6%	-11%	14%	-30%	29%	22%	-14%	-2%	5%	20%	99%	52%	0%	-12%	5%	-10%	-2%	26%	1%
15	15	Wearable Devices	-24%	33%	70%	41%	72%	181%	34%	105%	88%	58%	12%	115%	63%	134%	-5%	10%	-30%	64%	41%
16	16	Data Center Networking and Security	-10%	-7%	9%	-23%	10%	-1%	-21%	41%	-21%	287%	-7%	-13%	-21%	-6%	4%	-55%	93%	66%	-5%
17	17	Wireless Networking	55%	6%	29%	17%	53%	73%	-10%	37%	9%	99%	5%	12%	51%	-4%	15%	-6%	3%	-24%	28%
18	18	Other Networking Equipment	4%	-3%	35%	-5%	49%	40%	-26%	-13%	0%	45%	14%	3%	30%	-17%	-19%	-57%	-4%	17%	3%
19	19	Power Equipment	20%	5%	6%	-4%	7%	24%	-12%	7%	21%	12%	17%	-12%	14%	10%	70%	-33%	8%	-6%	8%
21	20	Smart Home and Office	36%	-1%	110%	-39%	144%	241%	-65%	33%	21%	365%	-30%	-55%	23%	273%	22%	33%	202%	2359%	27%
20	21	Connectivity	22%	-8%	3%	1%	-34%	36%	-8%	10%	3%	9%	23%	31%	-5%	19%	8%	-35%	4%	11%	2%
23	22	Games Consoles	89%		-40%	-30%	91%	-36%	74%	152%	147%	-35%	17%	5%	-68%	80%	-53%	75%	58%	155%	6%
22	23	Removable Storage	-5%	-32%	8%	80%	-39%	2%	35%	3%	30%	-33%	14%	6%	-15%	-17%	22%	2%	-21%	-23%	-7%
24	24	Electronics	54%	3%	-24%	46%	-34%	-2%	-56%	90%	-10%	35%	14%	63%	-22%	179%	40%	9%	42%	-37%	16%
25	25	Unified Communications	20%	-27%	-11%	-39%	-51%	22%	-32%	82%	-52%	-29%	-55%	-28%	-62%	-70%	150%	-45%	36%	-65%	-8%
26	26	Scanner Imaging	5%	-4%	9%	-24%	18%	-21%	27%	-27%	-6%	-11%	16%	-25%	10%	25%	-17%	-5%	3%	-37%	-4%
27	27	Security	31%	-34%	-24%	-38%	9%	14%	15%	-7%	-38%	9%	29%	0%	-33%	79%	193%	131%	-7%	43%	-15%
28	28	Tape Storage	-10%	-25%	-10%	-1%	12%	-28%	29%	-46%	-65%	-66%	-46%	-34%	235%	-45%	-52%	101%	22%	63%	-14%
29	29	Terminals, Thin Clients and Points of S	-24%	-62%	-19%	-61%	39%	-36%	-48%	-20%	-65%	-28%	93%	-49%	201%	-80%	-55%	-73%	-30%	-16%	-36%
30	30	Photo and Video Cameras	-15%	-61%	16%	-76%	50%	5%	-31%	-16%	-11%	57%	15%	25%	90%	43%	-30%	50%	18%	-63%	8%

Largest Categories

% Change in sales through IT Distribution in Euros
4 Weeks to Week 44 (to November 1 2020) vs Same Period 2019
Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W43	Rank-W44	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe	CATEGORY TREND
1	1	Notebooks	7%	40%	74%	61%	43%	44%	36%	16%	5%	42%	57%	35%	30%	-9%	-16%	35%	44%	19%	33%
2	2	Smartphones	-16%	-6%	-14%	-50%	-4%	59%	5%	-57%	6%	3%	-28%	-4%	-34%	7%	4%	-20%	-28%	219%	-10%
3	3	Warranties and Services	-3%	-15%	-2%	-15%	-9%	7%	-34%	6%	-37%	18%	1%	28%	8%	-18%	39%	-37%	-70%	4%	-10%
4	4	Tablet PCs	5%	28%	30%	-9%	25%	51%	-17%	-16%	-22%	105%	38%	15%	8%	-37%	-47%	-14%	138%	11%
5	5	Desktops	-9%	-30%	12%	-8%	-12%	-6%	-26%	-17%	-24%	3%	5%	-21%	-33%	-14%	-22%	-43%	-11%	-43%	-13%
7	6	Monitors	39%	37%	14%	10%	16%	24%	61%	72%	29%	57%	79%	17%	-8%	78%	-27%	88%	18%	44%	34%
6	7	Ink Cartridges and Tanks	10%	-13%	-6%	47%	-10%	18%	2%	11%	-26%	-8%	6%	-16%	-20%	17%	-23%	-57%	48%	51%	5%
8	8	Toner	6%	-21%	-10%	16%	-36%	-27%	-5%	6%	-14%	-10%	-26%	-16%	-38%	-27%	-5%	28%	230%	25%	-7%
11	9	Processors	-18%	-2%	14%	16%	33%	19%	-5%	48%	-14%	61%	-37%	-7%	-14%	106%	17%	-28%	-79%	57%	1%
9	10	Security Software	18%	-9%	33%	30%	-62%	60%	-41%	-4%	137%	84%	29%	64%	54%	16%	231%	-54%	-78%	95%	4%
12	11	Network Switches	13%	-28%	32%	-27%	35%	37%	-31%	17%	-2%	18%	18%	-1%	-25%	-27%	37%	-39%	-8%	-41%	-6%
10	12	Office Applications Software	-13%	1%	8%	10%	35%	26%	-3%	18%	-1%	-21%	32%	19%	-12%	16%	9%	11%	11%	16%	5%
13	13	Internal Solid State Drives (SSDs)	-10%	12%	-10%	-5%	28%	36%	23%	2%	35%	72%	-10%	-31%	-26%	110%	19%	3%	-70%	24%	3%
15	14	Operating Systems Software	-20%	-24%	-17%	-11%	20%	6%	-38%	1%	4%	-7%	2%	-1%	70%	36%	-33%	-61%	68%	-13%
16	15	Graphics and Design Software	-15%	-9%	28%	-15%	-25%	3%	-23%	-15%	-10%	-3%	-24%	-34%	-24%	54%	-33%	-2%	-2%	0%	-10%
14	16	Data Management Software	3%	-13%	55%	-35%	30%	19%	-16%	9%	31%	343%	-22%	74%	46%	123%	-23%	-24%	-64%	101%	1%
18	17	Internal Hard Disk Drives (HDDs)	-27%	-6%	12%	-16%	20%	23%	1%	-58%	0%	-6%	-1%	34%	-11%	33%	-31%	-57%	-27%	14%	-14%
17	18	Servers (PC/Mac)	1%	-11%	-4%	-36%	10%	35%	-28%	-20%	9%	45%	14%	15%	75%	-33%	2%	-2%	-1%	-6%	-7%
19	19	Smart Watches	-33%	122%	70%	12%	84%	68%	31%	142%	103%	59%	4%	112%	54%	128%	-7%	12%	-15%	17%	45%
20	20	RAM Memory	14%	-27%	13%	-13%	2%	92%	-17%	-11%	-1%	27%	8%	1%	7%	31%	28%	-33%	-40%	43%	2%
21	21	All-In-One Inkjets	-16%	25%	5%	5%	-6%	7%	9%	36%	-23%	107%	-15%	3%	-14%	-30%	14%	31%	73%	33%	3%
22	22	Large Format Displays	1%	-10%	26%	-30%	0%	-5%	-30%	-5%	-22%	-20%	-16%	-26%	135%	4%	-25%	-41%	19%	-22%	-11%
24	23	Televisions	-63%	-13%	-27%	93%	650%	12%	-3%	56%	399%	-38%	-19%	-46%	40%	69%	83%	39%	136%	-28%	-1%
25	24	Wireless Access Points	57%	7%	26%	20%	64%	78%	-8%	40%	11%	96%	8%	83%	8%	12%	10%	7%	-18%	31%
23	25	Disk Arrays	19%	-34%	34%	-27%	16%	-27%	-4%	29%	-44%	-16%	-31%	108%	47%	40%	-72%	-51%	126%	78%	-5%
26	26	All-in-One Lasers	-2%	-10%	17%	24%	-9%	-8%	-13%	7%	2%	19%	49%	83%	25%	-29%	-10%	45%	-55%	-30%	2%
27	27	Network Management and Security Appliances	23%	13%	0%	-6%	26%	69%	-21%	83%	-9%	10%	-6%	8%	6%	30%	-20%	-43%	141%	8%	12%
30	28	Graphics Cards	38%	48%	29%	84%	-16%	27%	-17%	-14%	-12%	17%	33%	2%	-7%	79%	-15%	-64%	-17%	93%	24%
29	29	Network Routers	25%	-35%	36%	-12%	-40%	45%	-47%	56%	-17%	68%	17%	-47%	-42%	-46%	-28%	101%	-32%	-36%	-1%
28	30	Virtualisation Software	4%	-12%	-7%	-22%	23%	-31%	14%	400%	-36%	-18%	-6%	1%	39%	22%	-13%	-75%	76%	16%
31	31	Docking Stations	74%	42%	45%	90%	118%	7%	45%	43%	13%	56%	65%	62%	12%	22%	-16%	14%	82%	76%	55%
33	32	Cables and Connectivity Adapters	20%	-7%	2%	1%	-37%	32%	-8%	9%	3%	11%	25%	36%	-8%	18%	6%	-16%	0%	12%	2%
32	33	Network Management Software	40%	-6%	34%	-1%	-22%	260%	183%	33%	-9%	146%	35%	34%	65%	22%	80%	-42%	68%	14%	23%
35	34	Notebook Workstations	68%	77%	44%	33%	13%	62%	-3%	-1%	-12%	56%	12%	56%	-40%	36%	-24%	-8%	81%	71%	36%
36	35	Desktop Workstations (PC/Mac)	-28%	-54%	-17%	-15%	-38%	95%	-19%	-38%	-52%	-26%	0%	-34%	-70%	-24%	-49%	-62%	-24%	-27%	-29%
37	36	Keyboards and Keypads	48%	26%	28%	13%	82%	15%	59%	91%	-6%	17%	17%	15%	9%	-16%	0%	49%	51%	132%	35%
38	37	External Hard Disk Drives (HDDs)	-20%	-40%	7%	11%	17%	22%	-24%	-1%	-32%	-3%	-21%	-58%	266%	16%	61%	20%	-80%	-56%	-12%
34	38	Database Management Software	81%	-10%	-45%	7%	104%	-36%	4%	-6%	80%	433%	57%	-23%	37%	2%	-25%	-6%	-88%	335%	25%
40	39	Transceivers	-1%	-21%	61%	-19%	79%	58%	-31%	-40%	8%	42%	10%	7%	27%	-38%	-26%	-66%	-1%	23%	-5%
39	40	Projectors	-3%	-27%	-22%	3%	-13%	33%	-30%	3%	-8%	-34%	-7%	-11%	-22%	-62%	54%	-32%	43%	2%	-8%
41	41	Mobile Computing Cases	125%	65%	78%	59%	61%	67%	35%	127%	7%	76%	113%	50%	22%	76%	55%	-2%	81%	32%	77%
42	42	Laser Printers	-2%	1%	31%	14%	-23%	16%	-6%	5%	2%	21%	9%	32%	-20%	-29%	-19%	-6%	-21%	-4%	4%
45	43	Mice	30%	21%	38%	27%	64%	44%	45%	18%	-9%	40%	17%	34%	-16%	23%	-3%	-7%	42%	75%	30%
46	44	Digital Media Players	-23%	36%	-12%	7%	123%	-3%	-20%	7%	13%	82%	-68%	65%	17%	67%	-29%	31%	-71%	44%	16%
47	45	Mobile Computing Accessories and Parts	142%	-37%	11%	4%	44%	32%	24%	0%	-39%	53%	58%	0%	-35%	-30%	-5%	-40%	61%	107%	42%
44	46	Uninterruptable Power Supplies (UPS)	21%	10%	-4%	8%	-14%	-2%	1%	-2%	-6%	-3%	23%	23%	23%	-34%	-7%	-24%	9%	10%	5%
43	47	Developer Tools Software	-28%	-33%	51%	-26%	0%	206%	4%	37%	58%	257%	46%	23%	-27%	-5%	51%	-13%	-59%	9%	-4%
48	48	Long Life Consumables	1%	-31%	-13%	-3%	-13%	7%	-1%	8%	-25%	8%	-1%	-31%	-23%	-73%	-15%	-32%	806%	-6%	-9%
50	49	Network Expansion Modules	-31%	-40%	43%	-24%	-1%	62%	-42%	-51%	3%	314%	-45%	-53%	-53%	-79%	-1%	-51%	31%	74%	-26%
49	50	NAS Devices	15%	-5%	4%	-20%	7%	67%	-41%	-39%	-39%	-12%	11%	13%	0%	33%	-30%	-37%	-32%	2%	-3%

CONTEXT Covid-19 Weekly Report

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Channel Performance
% Change in sales through IT Distribution in Euros
4 Weeks to Week 44 (to November 1 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe		CHANNEL TREND
Business Channels	Corporate Reseller	10%	-5%	5%	-9%	0%	6%	-4%	-6%	-24%	27%	2%	18%	-28%	10%	6%	-16%	-30%	31%		0%
	Small and Medium Reseller	1%	7%	25%	13%	10%	35%	-10%	23%	6%	28%	7%	4%	15%	17%	6%	-21%	3%	32%		11%
	Etailer Business	10%	-9%	12%	20%	-18%	33%	-18%	12%	-11%	7%	13%	42%	0%	-20%	1%	-9%	40%	62%		4%
Retail Channels	Etailer Consumer	13%	30%	20%	42%	80%	33%	13%	13%	-72%	16%	7%	12%	-8%	68%	-8%	3%	-14%	107%		22%
	Retail Chain	10%	2%	15%	-22%	24%	38%	10%	8%	62%	25%	14%	8%	-14%	7%	9%	84%	-7%	69%		12%

Channel Share (Revenue)
Rolling 4 weeks (W41-W44)

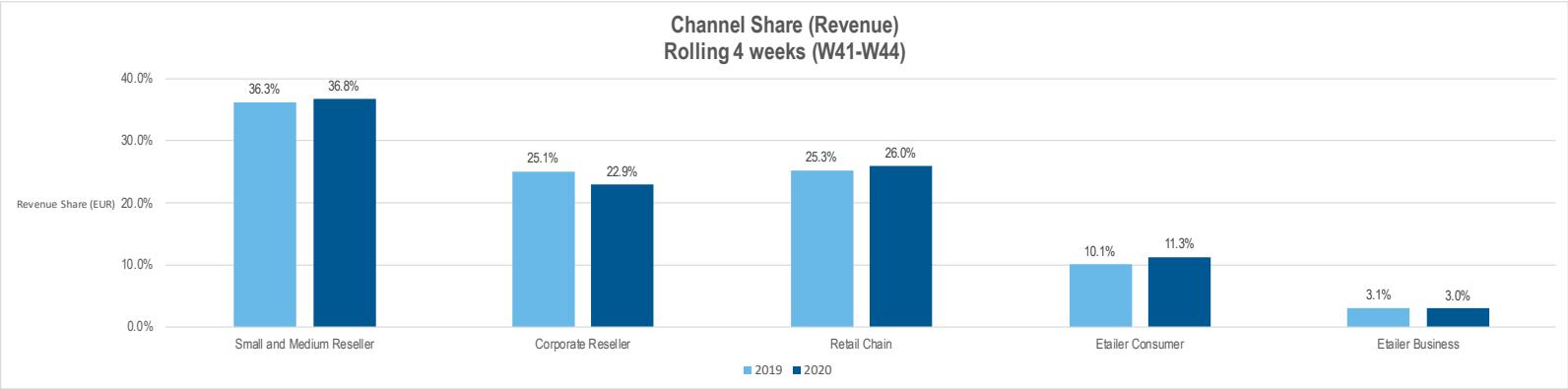| Small and Medium Reseller	Corporate Reseller	Retail Chain	Etailer Consumer	Etailer Business
36.3% / 36.8%	25.1% / 22.9%	25.3% / 26.0%	10.1% / 11.3%	3.1% / 3.0%

■ 2019 ■ 2020

Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 44 (to November 1 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W43	Rank-W44	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe		INDUSTRY SECTOR TREND
1	1	Mobile Computing	15%	48%	101%	50%	45%	59%	33%	-13%	-13%	68%	41%	24%	106%	-14%	-20%	10%	56%	42%		36%
3	2	Telecommunications	-24%	-9%	-35%	2%	7%	59%	-7%	3%	-16%	5%	-46%	7%	-37%	25%	-11%	-71%	-18%	98%		-6%
2	3	Software and Licences	7%	-7%	13%	-4%	-10%	37%	-18%	27%	7%	61%	12%	9%	-4%	45%	65%	1%	-55%	75%		5%
4	4	Printing Consumables	6%	-21%	-8%	25%	-28%	-20%	-3%	5%	-22%	-6%	-14%	-19%	-8%	-33%	-24%	-28%	195%	23%		-4%
5	5	Displays	19%	-13%	16%	-7%	5%	-8%	-1%	36%	1%	-5%	19%	-3%	6%	27%	-19%	-4%	4%	18%		3%
6	6	Warranties and Services	-3%	-17%	-3%	-16%	-10%	2%	-35%	5%	-40%	17%	1%	26%	7%	-18%	32%	-37%	-71%	1%		-11%
7	7	Disk Storage	-12%	-16%	15%	-15%	7%	5%	3%	-9%	-16%	15%	-15%	2%	-22%	73%	-16%	-52%	-40%	13%		-7%
8	8	Computing Components	-13%	-13%	10%	5%	4%	55%	-13%	6%	-10%	6%	-19%	3%	-16%	54%	-11%	-40%	-64%	36%		-3%
9	9	Audio-Video Systems	46%	23%	25%	79%	59%	68%	98%	503%	-24%	75%	252%	21%	99%	110%	35%	36%	106%	33%		58%
10	10	Desktop Computing	-24%	-40%	2%	-12%	-26%	-6%	-40%	-25%	-50%	-15%	1%	-24%	-55%	-29%	-45%	-56%	-19%	-50%		-25%
11	11	Computing Accessories	80%	26%	63%	51%	71%	37%	45%	44%	4%	59%	50%	10%	12%	35%	-9%	22%	56%	26%		47%
12	12	Printing	-4%	-9%	3%	-6%	-29%	-4%	-25%	-17%	-30%	1%	-12%	12%	-16%	-32%	-10%	34%	-50%	-21%		-9%
13	13	Networking Systems	7%	-34%	23%	-28%	-7%	31%	-41%	15%	-14%	32%	9%	-14%	-35%	-36%	8%	-35%	20%	-43%		-13%
14	14	Server Computing	3%	-11%	14%	-32%	25%	21%	-15%	-3%	-2%	20%	104%	52%	-12%	-16%	3%	-13%	-4%	26%		-1%
15	15	Wearable Devices	-28%	45%	204%	312%	73%	166%	-8%	203%	8%	112%	-20%	67%	6%	450%	-4%	12%	-5%	-33%		68%
16	16	Data Center Networking and Security	-11%	-11%	8%	-24%	14%	-9%	-21%	31%	-35%	316%	-35%	-13%	-21%	-9%	-5%	-56%	106%	61%		-8%
17	17	Wireless Networking	22%	5%	18%	26%	71%	48%	-30%	36%	11%	72%	-15%	15%	41%	-22%	7%	-15%	15%	-31%		16%
18	18	Other Networking Equipment	2%	-7%	42%	-18%	46%	36%	-30%	-16%	-4%	39%	9%	-3%	-1%	-18%	-24%	-57%	-4%	17%		-1%
19	19	Power Equipment	14%	-3%	12%	-2%	-1%	3%	-11%	-6%	1%	10%	3%	-10%	19%	3%	12%	-25%	10%	-4%		3%
21	20	Smart Home and Office	7%	-43%	-70%	80%	12%	81%	-1239%	-57%	-4%	23%	-74%	3%	-7%	168%	31%	-88%	284%	1802%		-23%
20	21	Connectivity	19%	-14%	10%	-4%	-43%	15%	-22%	-7%	17%	6%	23%	29%	0%	11%	-17%	-37%	4%	7%		-4%
23	22	Games Consoles	-15%	-35%	183%	206%	-60%	163%	550%	32%	-73%	83%	-15%	31%	-69%	-75%	-687%	44%	-18%			-10%
22	23	Removable Storage	-4%	-12%	32%	21%	-24%	2%	67%	30%	35%	-15%	33%	6%	-39%	-12%	19%	-40%	-20%	-37%		1%
24	24	Electronics	54%	65%	3%	45%	-23%	-13%	-52%	140%	-9%	23%	18%	88%	26%	183%	39%	0%	59%	-37%		36%
25	25	Unified Communications	6%	-27%	-15%	-39%	-58%	59%	-32%	85%	-53%	-24%	-56%	-25%	-69%	-70%	288%	-47%	2%	-65%		-16%
26	26	Scanner Imaging	2%	-12%	17%	-33%	27%	-32%	-19%	-36%	-6%	-6%	8%	-27%	10%	-13%	-15%	-9%	0%	-45%		-10%
27	27	Security	24%	22%	-21%	15%	36%	9%	1%	7%	-59%	-13%	9%	-6%	-54%	79%	364%	-75%	-9%	44%		6%
28	28	Tape Storage	-11%	-24%	-9%	-4%	9%	-37%	37%	-44%	-65%	-66%	-49%	-33%	102%	-48%	-52%	105%	21%	32%		-15%
29	29	Terminals, Thin Clients and Points of Sales	-25%	-63%	-19%	-61%	40%	-46%	-49%	-24%	-65%	-7%	96%	-49%	124%	-80%	-47%	-75%	-38%	-16%		-37%
30	30	Photo and Video Cameras	-43%	-58%	51%	-68%	371%	-16%	-50%	-26%	31%	45%	17%	-38%	198%	145%	-31%	-11%	37%	-19%		6%

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Rank-W43	Rank-W44		Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe		INDUSTRY SECTOR TREND
1	1	→	Mobile Computing	0%	19%	31%	19%	36%	36%	13%	39%	48%	39%	59%	46%	-12%	52%	-20%	58%	17%	26%		20%
2	2	→	Telecommunications	-13%	-10%	-3%	-59%	-7%	54%	24%	-63%	32%	3%	-22%	-10%	-33%	-23%	8%	44%	-28%	435%		-9%
3	3	→	Software and Licences	-19%	41%	-14%	-22%	121%	15%	-29%	18%	39%	-38%	-8%	24%	-12%	36%	196%	-25%	-57%	106%		8%
4	4	→	Printing Consumables	13%	-12%	-9%	44%	-6%	57%	2%	16%	-4%	-9%	5%	-13%	-28%	-15%	-23%	-52%	52%	59%		6%
5	5	→	Displays	37%	54%	-19%	65%	86%	43%	126%	69%	133%	-2%	105%	-42%	5%	171%	20%	259%	169%	11%		34%
7	6	↑	Warranties and Services	-4%	165%	43%	-3097%	239%	359%	13%	78%	333%	156%	-26%	77%	24%	-21%	167%	42%	-5%	561%		70%
6	7	↓	Disk Storage	1%	22%	-55%	-19%	52%	56%	-25%	-40%	3%	28%	-16%	-27%	83%	56%	27%	45%	-77%	62%		3%
8	8	→	Computing Components	44%	69%	110%	22%	23%	20%	21%	10%	-15%	63%	9%	-24%	25%	137%	24%	-28%	-55%	131%		34%
10	9	↑	Audio-Video Systems	137%	25%	144%	-27%	172%	108%	1%	69%	37%	46%	-33%	1%	39%	36%	-18%	57%	-20%	138%		61%
9	10	↓	Desktop Computing	24%	25%	27%	15%	29%	20%	12%	-11%	135%	33%	14%	-12%	30%	65%	37%	-18%	10%	40%		21%
12	11	↑	Computing Accessories	121%	58%	27%	-5%	102%	60%	55%	84%	20%	76%	49%	88%	13%	-9%	3%	-28%	120%	256%		61%
11	12	↓	Printing	-14%	27%	9%	1%	2%	15%	30%	52%	13%	52%	0%	17%	-27%	1%	31%	30%	67%	36%		8%
13	13	→	Networking Systems	35%	0%	74%	-10%	48%	67%	27%	66%	35%	39%	45%	25%	92%	52%	191%	118%	-68%	-28%		31%
14	14	→	Server Computing	339%	-15%	15%	335%	-674%	53%	41%	28%	358%	3%	34%	38%	8101%	1296%	37%	323%	262%	-20%		111%
15	15	→	Wearable Devices	-22%	32%	44%	-28%	71%	188%	36%	81%	158%	40%	23%	192%	108%	73%	-5%	9%	-39%	162%		33%
16	16	→	Data Center Networking and Security	16%	239%	26%	83%	-74%	197%	340%	192%	223%	-39%	538%	-9%	11%	100%	5344%	383%	-71%	749%		81%
17	17	→	Wireless Networking	121%	10%	70%	-11%	5%	155%	78%	38%	4%	157%	81%	-2%	75%	205%	86%	53%	-16%	40%		63%
19	18	↑	Other Networking Equipment	11%	44%	-4%	27%	57%	88%	-7%	-2%	53%	81%	35%	27%	130%	-3%	39%	-15%	-4%	18%		22%
18	19	↓	Smart Home and Office	38%	20%	129%	-44%	154%	550%	-66%	137%	23%	534%	-18%	-57%	69%	303%	22%	78%	168%			36%
20	20	→	Power Equipment	67%	50%	-35%	-15%	30%	90%	-14%	39%	86%	15%	114%	-28%	-31%	46%	198%	-61%	-5%	-13%		32%
21	21	→	Connectivity	36%	17%	-10%	22%	8%	69%	16%	34%	-25%	23%	41%	-12%	59%	51%	25%	2%	29%			19%
22	22	→	Games Consoles	96%	-42%	-34%	72%	-34%	68%	96%	181%	-19%	14%	16%	-74%	189%	-48%	362%	75%	262%			8%
24	23	↑	Removable Storage	-5%	-43%	-16%	162%	-46%	2%	-32%	-17%	22%	-44%	-14%	7%	10%	-27%	25%	41%	-22%	49%		-13%
23	24	↓	Electronics	52%	-47%	-51%	47%	-51%	28%	-58%	30%	-15%	105%	-63%	7%	-46%	91%	49%	34%	-18%	-46%		-24%
25	25	→	Unified Communications	38%	-22%	171%	-41%	25%	-97%	13%	58%	-18%	-83%	-45%	-72%		-71%	-90%		348%	-50%		23%
26	26	→	Scanner Imaging	16%	22%	-13%	64%	-5%	12%	68%	-10%	-9%	-19%	82%	-15%	12%	260%	-22%	15%	18%	9%		18%
27	27	→	Security	45%	-57%	-30%	-70%	-19%	26%	20%	-27%	-13%	57%	127%	6%	212%	78%	166%	307%	-2%	23%		-32%
28	28	→	Tape Storage	24%	-69%	-78%		352%		-90%	-79%	6%	-78%	30%	-81%		140%	-43%	-93%	209%	869%		68%
29	29	→	Terminals, Thin Clients and Points of Sales	155%	12%	-17%	-71%	-4%	173%	-44%	14%	-75%	-1411%	74%	-90%	-115%	-2%	-88%	-3%		63%		-1%
30	30	→	Photo and Video Cameras	27%	-64%	-29%	-95%	28%	9%	-18%	-14%	-47%	63%	-47%	70%	77%	36%	-30%	413%	-68%	-67%		9%

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Rank-W43	Rank-W44	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe	CATEGORY TREND
1	1	Notebooks	6%	52%	102%	62%	52%	60%	42%	-3%	-6%	70%	43%	26%	122%	-20%	-25%	27%	60%	42%	39%
2	2	Warranties and Services	-3%	-17%	-3%	-16%	-10%	2%	-35%	5%	-40%	1%	26%	7%	-18%	32%	54%	-37%	-71%	1%	-11%
3	3	Smartphones	-34%	-9%	-38%	2%	6%	64%	-24%	-18%	-19%	3%	-52%	3%	-39%	23%	-12%	-77%	-26%	130%	-9%
4	4	Tablet PCs	40%	27%	105%	17%	14%	59%	-7%	-37%	-33%	62%	51%	11%	31%	2%	37%	-50%	21%	40%	26%
5	5	Toner	6%	-22%	-10%	16%	-42%	-34%	-8%	1%	-16%	-6%	-26%	-17%	-8%	-40%	-26%	-8%	220%	30%	-8%
6	6	Desktops	-22%	-40%	6%	-11%	-25%	-12%	-42%	-22%	-49%	-13%	2%	-23%	-54%	-29%	-45%	-51%	-17%	-51%	-24%
8	7	Monitors	36%	-4%	21%	2%	13%	0%	33%	60%	22%	17%	63%	5%	-21%	53%	-34%	36%	5%	32%	18%
7	8	Security Software	18%	-12%	31%	30%	-63%	54%	-37%	-7%	136%	97%	27%	74%	63%	23%	245%	-57%	-79%	92%	4%
10	9	Ink Cartridges and Tanks	9%	-16%	-5%	45%	-12%	1%	1%	12%	-30%	-12%	-5%	-19%	3%	54%	-22%	92%	82%	21%	3%
9	10	Office Applications Software	-10%	-2%	8%	10%	32%	18%	-1%	19%	-1%	-6%	31%	20%	-11%	13%	12%	14%	5%	10%	5%
12	11	Network Switches	9%	-29%	32%	-29%	28%	30%	-35%	17%	-11%	24%	12%	-1%	-27%	-30%	18%	-40%	-8%	-40%	-9%
11	12	Data Management Software	3%	-13%	55%	-35%	20%	19%	-17%	7%	31%	352%	17%	77%	46%	122%	-22%	-24%	-64%	100%	1%
15	13	Graphics and Design Software	-13%	-9%	28%	-15%	-25%	2%	-23%	-15%	-11%	-1%	-23%	-34%	-24%	51%	-54%	-5%	7%	3%	-10%
13	14	Operating Systems Software	-20%	-23%	-17%	-12%	14%	-1%	-39%	6%	6%	-7%	-3%	-20%	-3%	72%	38%	-34%	-60%	63%	-14%
16	15	Processors	-27%	-11%	3%	29%	24%	46%	-9%	34%	1%	25%	-38%	1%	-25%	100%	8%	-47%	-78%	32%	-6%
14	16	Internal Solid State Drives (SSDs)	-11%	7%	8%	-6%	35%	18%	16%	-11%	47%	55%	-4%	-34%	-39%	125%	24%	-18%	-61%	16%	1%
17	17	Servers (PC/Mac)	-4%	-11%	-4%	-39%	5%	34%	-30%	-21%	-4%	47%	12%	16%	52%	-36%	1%	-6%	-3%	-6%	-10%
20	18	Internal Hard Disk Drives (HDDs)	-29%	-17%	14%	-13%	-11%	2%	4%	-50%	-3%	-12%	0%	32%	-40%	27%	-35%	-77%	-28%	10%	-17%
21	19	RAM Memory	5%	-28%	12%	-14%	-8%	78%	-21%	-19%	-1%	-4%	6%	0%	4%	26%	9%	-25%	-45%	35%	-5%
18	20	Disk Arrays	19%	-34%	34%	-27%	16%	-30%	-4%	32%	-47%	-17%	-31%	108%	47%	38%	-73%	-51%	129%	78%	-6%
19	21	Large Format Displays	-2%	-10%	31%	-30%	-2%	-18%	-30%	3%	-23%	-29%	-30%	-29%	168%	-3%	-20%	-43%	15%	-24%	-11%
22	22	Network Management and Security Appliances	25%	6%	-1%	-7%	33%	57%	-21%	69%	-25%	17%	-27%	11%	6%	33%	-28%	-45%	146%	9%	10%
24	23	Docking Stations	75%	42%	42%	92%	125%	-4%	38%	28%	12%	47%	63%	61%	8%	24%	-15%	27%	69%	90%	55%
23	24	Virtualisation Software	4%	-12%	-7%	-22%	17%	-31%	13%	408%	-39%	-18%	-7%	1%	-14%	37%	18%	-12%	-42%	79%	16%
25	25	Wireless Access Points	22%	7%	12%	31%	80%	55%	-28%	42%	13%	70%	-13%	24%	85%	-12%	4%	-2%	14%	-25%	19%
27	26	All-in-One Lasers	-5%	-26%	12%	14%	-19%	-20%	-34%	-19%	-7%	29%	38%	69%	12%	-41%	-13%	51%	-66%	-42%	-7%
26	27	Network Management Software	39%	-8%	34%	-6%	-24%	225%	181%	24%	-9%	146%	33%	36%	65%	22%	64%	-42%	69%	10%	21%
28	28	Database Management Software	81%	-17%	-45%	7%	105%	-36%	3%	-7%	80%	438%	51%	-25%	43%	3%	-25%	-7%	-91%	341%	24%
29	29	Notebook Workstations	41%	89%	40%	32%	8%	49%	-4%	-37%	-16%	37%	9%	61%	-48%	23%	-29%	-9%	70%	48%	27%
30	30	Transceivers	0%	-23%	61%	-20%	75%	52%	-31%	-38%	-2%	45%	11%	6%	30%	-36%	-33%	-66%	-29%	26%	-5%
31	31	All-in-One Inkjets	-2%	22%	14%	0%	-16%	18%	-23%	8%	-1%	90%	-10%	2%	34%	-25%	-6%	40%	80%	61%	6%
35	32	Graphics Cards	2%	20%	17%	-20%	10%	64%	-39%	37%	-43%	-22%	-10%	5%	-3%	64%	-54%	-20%	-33%	55%	8%
33	33	Cables and Connectivity Adapters	15%	-13%	9%	-3%	-46%	8%	-23%	-7%	18%	10%	27%	34%	-2%	8%	-18%	-18%	0%	7%	-4%
34	34	Desktop Workstations (PC/Mac)	-34%	-54%	-17%	-15%	-42%	76%	-23%	-41%	-59%	-31%	-2%	-32%	-71%	-27%	-49%	-68%	-30%	-32%	-32%
32	35	Developer Tools Software	-28%	-34%	52%	-27%	0%	203%	3%	37%	62%	257%	46%	22%	-27%	-6%	50%	-13%	-59%	9%	-4%
37	36	Uninterruptable Power Supplies (UPS)	17%	13%	4%	7%	-19%	-13%	-1%	-9%	-9%	-2%	-10%	-21%	32%	-43%	-15%	-29%	11%	17%	4%
36	37	Integrated Systems	97%	-12%	192%	-14%	188%	-76%	94%	314%	-11%	-74%	652%	285%	-88%	187%	24%	-62%	-100%	451%	36%
39	38	Laser Printers	1%	-10%	43%	9%	-32%	-16%	-42%	-10%	-17%	18%	3%	22%	-32%	-32%	-33%	-14%	-38%	-5%	-3%
42	39	Keyboards and Keypads	38%	11%	38%	23%	24%	-1%	54%	67%	0%	4%	40%	-14%	-8%	-17%	-16%	44%	40%	58%	24%
38	40	Long Life Consumables	1%	-33%	-12%	-4%	-15%	4%	6%	9%	-25%	9%	-1%	-32%	-23%	-73%	-18%	-32%	774%	-4%	-9%
43	41	Televisions	-69%	-26%	-17%	6%	27%	-29%	-33%	36%	150%	-14%	-22%	73%	38%	-44%	104%	24%	-26%	250%	-10%
40	42	Projectors	-2%	-33%	-8%	2%	-14%	13%	-60%	-9%	-25%	-32%	-17%	-10%	-3%	-64%	2%	-36%	24%	-29%	-11%
41	43	Network Routers	-10%	-53%	-3%	-12%	-46%	35%	-71%	4%	-32%	72%	-29%	-63%	-65%	-67%	-55%	28%	119%	-55%	-33%
44	44	Network Expansion Modules	-34%	-40%	44%	-28%	-2%	27%	-44%	-52%	-23%	314%	-48%	-55%	-53%	-89%	-17%	-51%	67%	54%	-29%
45	45	External Hard Disk Drives (HDDs)	-24%	-39%	36%	-7%	-69%	23%	-6%	145%	-37%	31%	-40%	-46%	84%	8%	-33%	-70%	-67%	-65%	-15%
47	46	VOIP Systems	-3%	-27%	-15%	-41%	-57%	71%	-34%	91%	-48%		-14%	-22%	-66%	-70%	295%	2%	-65%		-18%
46	47	Servers (Unix)	-14%	8%	40%	22%	-31%	1070%		-60%		-36%	2435%	1135%	-100%	150%		-100%		-10%	17%
48	48	External Solid State Drives (SSDs)	-29%	8%	-29%	-50%	34%	33%	-8%	63%	64%	-3%	13%	71%	-3%	-21%	25%	17%	127%	-6%	-8%

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Inbetween	
Below	-20%

Rank-W43	Rank-W44	Category	Germany	UK & Ireland	Italy	France	Spain	Poland	Netherlands	Switzerland	Sweden	Czech Republic	Austria	Belgium	Portugal	Denmark	Finland	Norway	Slovakia	Rest of Europe	CATEGORY TREND
2	1	Smartphones	-14%	-5%	-4%	-63%	-7%	56%	22%	-66%	29%	3%	-22%	-10%	-32%	-25%	8%	44%	-29%	664%	-10%
1	2	Notebooks	8%	17%	48%	59%	36%	35%	30%	43%	56%	28%	70%	64%	-17%	59%	4%	59%	26%	-4%	27%
3	3	Tablet PCs	-24%	30%	-8%	-33%	34%	45%	-21%	17%	24%	139%	32%	20%	13%	27%	-67%	91%	-36%	268%	-3%
4	4	Monitors	42%	87%	7%	40%	18%	49%	142%	85%	89%	83%	121%	85%	15%	180%	-15%	309%	48%	121%	54%
5	5	Ink Cartridges and Tanks	13%	-12%	-7%	48%	-7%	60%	4%	11%	-10%	-4%	6%	-13%	-28%	-9%	-24%	-63%	26%	97%	7%
6	6	Desktops	24%	28%	28%	17%	28%	15%	12%	-8%	132%	34%	13%	-9%	32%	66%	43%	-22%	9%	40%	22%
7	7	Smart Watches	-26%	131%	43%	-10%	86%	90%	34%	119%	155%	39%	19%	184%	107%	75%	-7%	10%	-15%	30%	45%
8	8	Televisions	-51%	-6%	-30%	1585%	1926%	32%	96%	97%	1191%	-42%	-12%	-81%	153%	413%	77%	94%	506%	-44%	3%
10	9	Processors	15%	57%	148%	-1%	42%	-5%	12%	156%	-26%	105%	-32%	-36%	33%	121%	23%	-14%	-81%	150%	19%
9	10	All-in-One Inkjets	-25%	28%	-1%	11%	2%	4%	25%	46%	-45%	114%	-16%	3%	-30%	-32%	53%	18%	69%	17%	1%
12	11	Graphics Cards	73%	91%	67%	384%	-24%	10%	51%	-47%	4%	37%	70%	-9%	-18%	125%	6%	-85%	-1%	135%	39%
11	12	Network Routers	37%	10%	86%	-12%	-1%	54%	13%	117%	-4%	65%	28%	63%	128%	69%	60%	132%	-76%	237%	33%
13	13	Internal Solid State Drives (SSDs)	-6%	73%	-61%	12%	16%	63%	77%	55%	20%	92%	-40%	37%	17%	40%	9%	126%	-81%	73%	8%
14	14	Toner	14%	-13%	-13%	16%	-6%	53%	0%	24%	12%	-24%	-2%	-6%	-16%	-25%	-32%	14%	425%	6%	1%
17	15	Wireless Access Points	124%	7%	79%	-14%	17%	165%	87%	36%	3%	158%	92%	-2%	81%	211%	80%	108%	-8%	38%	66%
15	16	Digital Media Players	-37%	54%	-12%	13%	128%	-27%	-20%	38%	26%	101%	-68%	94%	10%	74%	-33%	37%	-81%	340%	18%
16	17	All-in-One Lasers	2%	68%	24%	66%	15%	16%	23%	57%	62%	11%	94%	185%	134%	27%	-2%	18%	83%	49%	24%
24	18	Smart Speakers	27%	-20%	60%	-59%	146%	173%		1%	30%	-90%	-65%	-57%	-71%	393%	-100%			586%	12%
18	19	Keyboards and Keypads	64%	73%	18%	2%	152%	22%	63%	121%	-18%	28%	-16%	155%	25%	-12%	13%	58%	80%	343%	50%
19	20	Mice	32%	41%	32%	28%	110%	43%	38%	6%	43%	57%	5%	78%	-11%	-45%	5%	-36%	100%	237%	37%
21	21	Network Switches	32%	-14%	25%	-7%	133%	107%	56%	19%	158%	-11%	127%	1%	41%	37%	37%	5%	-3%	-47%	26%
28	22	Smart Bands and Activity Trackers	1663%	-44%	28%	-96%	65%	667%	31%	17%	217%	59%	285%	10130%	116%	-65%	71%		-88%	394%	1%
20	23	External Hard Disk Drives (HDDs)	-15%	-40%	-30%	74%	56%	21%	-55%	-58%	-30%	-19%	64%	-67%	452%	26%	104%	57%	-87%	50%	-9%
25	24	Internal Hard Disk Drives (HDDs)	-14%	49%	-40%	-28%	342%	128%	-22%	-80%	15%	3%	-13%	72%	102%	88%	-5%	2%	-25%	68%	7%
22	25	Portable Speakers	-78%	-11%	123%	-32%	76%	-14%	-84%	-42%	-14%	-23%	-94%	-87%	441%	197%	-30%	-100%	-67%	-76%	16%
27	26	RAM Memory	59%	12%	40%	25%	60%	122%	22%	32%	-3%	106%	50%	4%	28%	117%	91%	-68%	-26%	83%	55%
23	27	Games Accessories	-1%		3%	53%	149%	-24%	68%	119%	115%	-13%	16%	16%	60%	192%	32%	387%	187%	693%	21%
26	28	Mobile Computing Cases	256%	31%	26%	-9%	28%	23%	59%	160%	43%	47%	140%	63%	10%	77%	62%	40%	10%	-15%	91%
46	29	Consoles Fixed	192%		-83%	-100%	-47%	-42%		-74%	1487707%	-25%	-91%		-100%	-100%	-100%	53%	-88%		-4%
29	30	Powerline Devices	14%	54%	15%	28%	72%	47%	-3%	12%	-43%	191%	29%	26%	154%	28%	-47%	142%	-71%	-42%	25%
33	31	Office Applications Software	-39%	48%	22%	19%	248%	43%	-42%	12%	0%	-61%	50%	5%	-56%	121%	-47%	-28%	73%	95%	3%
31	32	Cables and Connectivity Adapters	35%	17%	-10%	22%	9%	74%	17%	31%	-25%	14%	14%	52%	-15%	65%	50%	43%	-3%	31%	18%
35	33	Projectors	-5%	-13%	-53%	10%	-11%	76%	37%	14%	164%	-37%	15%	-15%	-85%	-56%	157%	-6%	171%	191%	1%
32	34	NAS Devices	37%	18%	12%	-47%	34%	49%	-53%	-59%	-36%	32%	31%	-19%	1%	55%	-12%	-57%	-21%	3%	1%
30	35	Smartphone Protective Cases	44%	-67%	52%	-21%	8%	-47%	40%	-19%	295%	26%	-65%	-52%	25%	19%	102%	312%		-21%	-7%
36	36	Security Software	27%	17%	106%	20%	-59%	160%	-79%	88%	165%	0%	84%	-19%	-59%	-63%	-20%	56%	119%	2047%	6%
34	37	Warranties and Services	-4%	165%	43%	-3097%	239%	359%	13%	78%	333%	156%	-26%	77%	24%	-21%	167%	42%	-5%	561%	70%
37	38	Laser Printers	-12%	63%	10%	64%	-3%	70%	164%	41%	173%	25%	74%	119%	59%	-19%	52%	42%	71%	2%	26%
42	39	Operating Systems Software	-25%	-37%	80%	25%	193%	30%	1%	-43%	-32%	-10%	153%	90%	16%	-30%	5%	-18%	67%	424%	4%
39	40	USB Memory	-23%	-46%	52%	284%	-59%	19%	-63%	-22%	77%	-48%	9%	27%	0%	-26%	30%	-23%	-23%	22%	-18%
38	41	IP Cameras	45%	-63%	-30%	-70%	-19%	26%	20%	-25%	-13%	32%	127%	6%	212%	78%	166%	307%	-10%	23%	-34%
40	42	Digital Cameras	434%	-45%	73%	-55%	18%	12%	-100%	2%	90%	48%	-100%	-26%	73%	-16%	-49%		-80%		19%
41	43	Memory Cards	40%	-43%	-14%	121%	-34%	-29%	-32%	-29%	-1%	-54%	-22%	-4%	-41%	27%	71%	-15%		159%	-16%
43	44	External Solid State Drives (SSDs)	34%	-19%	-77%	-59%	10%	-15%	113%	-22%	-3%	-48%	-47%	888%	16%	253%	132%	114%	-35%	130%	-5%
44	45	Uninterruptable Power Supplies (UPS)	59%	-6%	-52%	12%	12%	51%	25%	20%	38%	-5%	492%	-37%	-51%	94%	45%	15%	0%	-33%	15%
45	46	Mobile Phones	3%	-8%	347%	22%	-48%	-11%	-25%	869%	-48%	-34%	-13%	-3%	-87%	-5%	-10%	123%	60%	3%	-9%