

IT Industry Update

14th October 2020

CONTEXT Weekly IT Industry Forum



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TOP TREND REPORTS TO WEEK 40/Q3 ACTUALS

02

TONER INDEX - SEPTEMBER

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04

ENTERPRISE UPDATE ON SSD's – GURVAN MEYER, SENIOR
ANALYST

WEEKLY REPORTS

01

REVENUE INDEX

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

02

REVENUE TRENDS

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

03

SECTOR/CATEGORY WEATHER MAPS

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

04

CHANNEL HEALTH

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

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

BARS/RESTAURANTS SHOW GRADATIONS OF RESPONSE



Red/yellow zones. Mask outside everywhere. Some restrictions on gatherings.

Restaurants/bars open



Masks everywhere.

Restaurants/bars open until midnight



Berlin

Curfew in some cities.

Restaurants/bars open until 11pm



London

3 tiers, with different levels of lockdown. **Restaurants/bars open until 10pm**

Paris



Heading to curfew and working from home
Restaurants open, all bars closed

Madrid

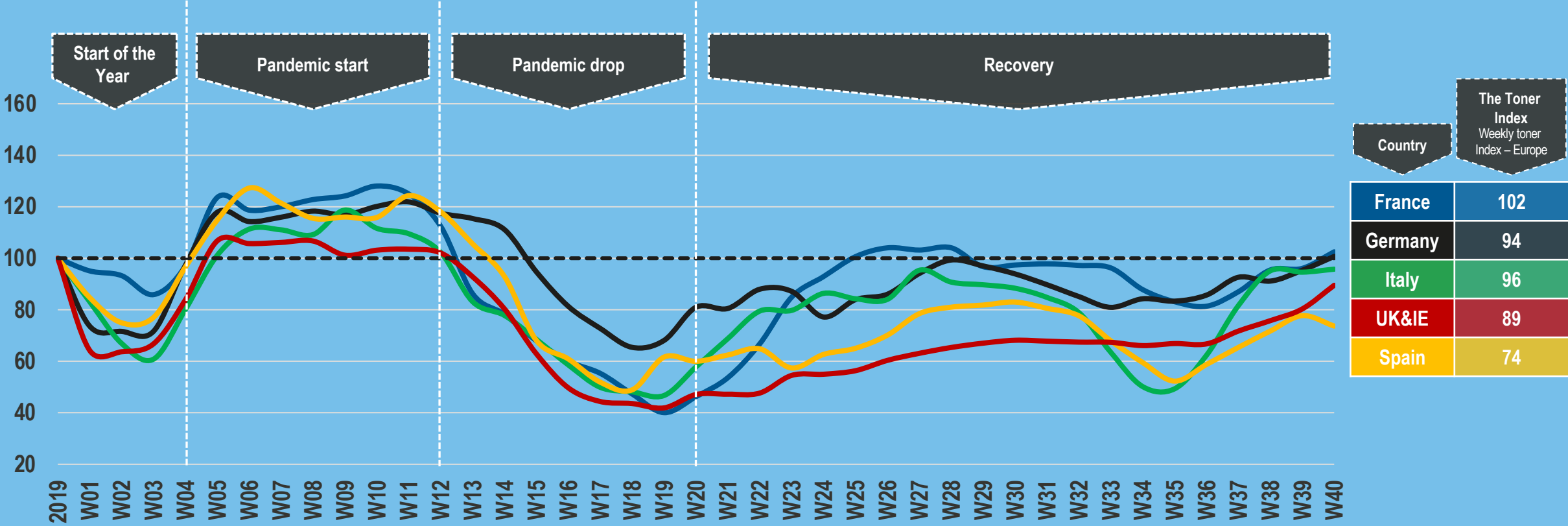


Lockdown in Madrid
Restaurants and bars closed

SPAIN DECLINE REFLECTS LOCKDOWN MEASURES – IS THIS A HIGH WATERMARK FOR THE INDEX?



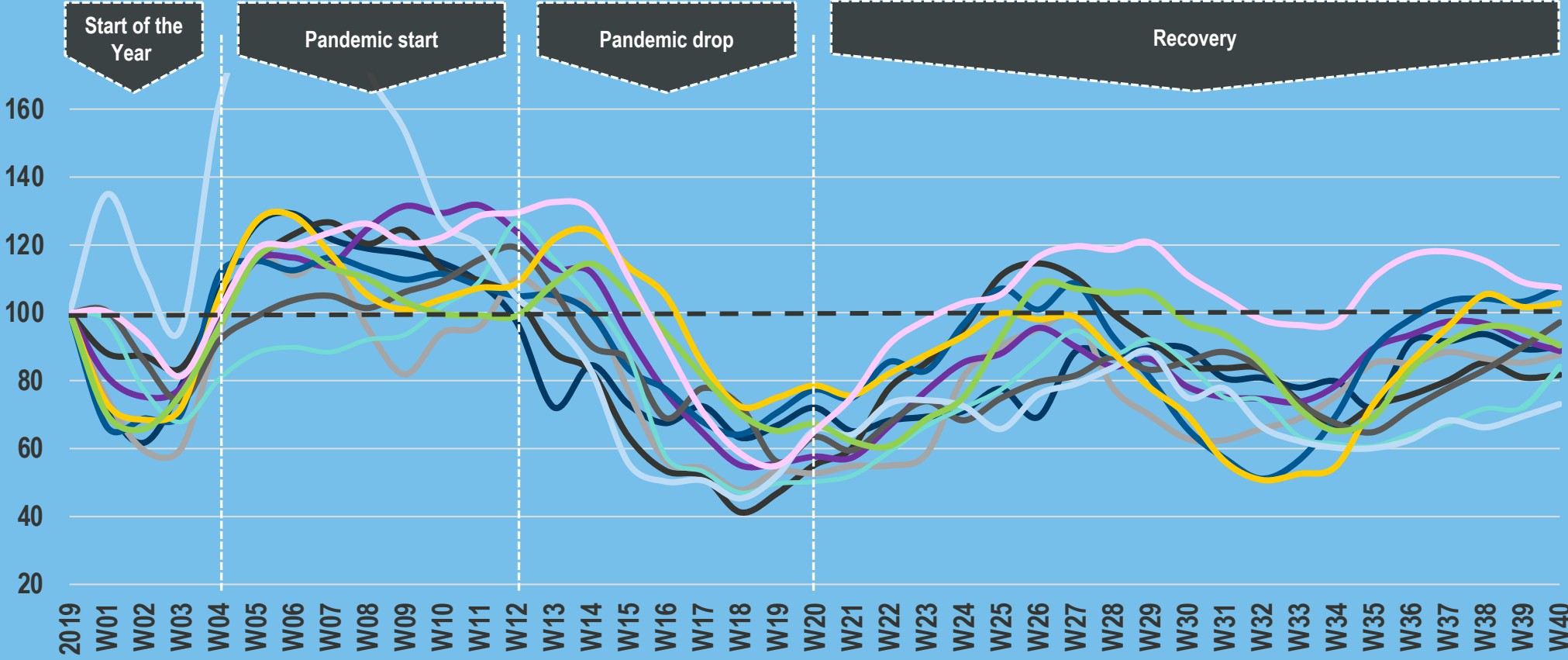
Toner Index – Top 5 Countries



(Average 4 weeks for each country in 2019 = 100)

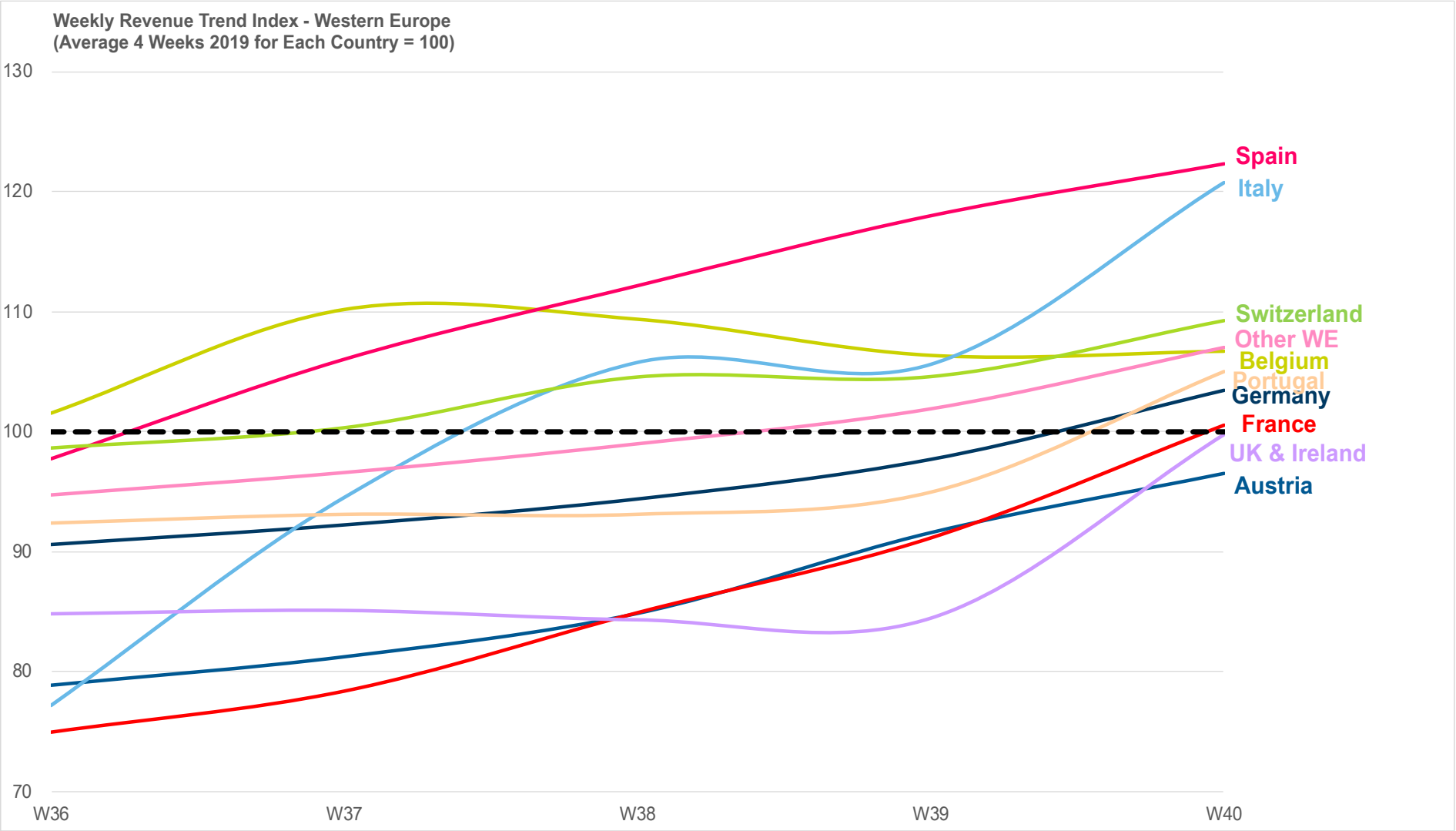
TENDENCY TOWARDS BASE 100 IN OTHER EUROPEAN COUNTRIES

Toner Index – TWE EE Countries



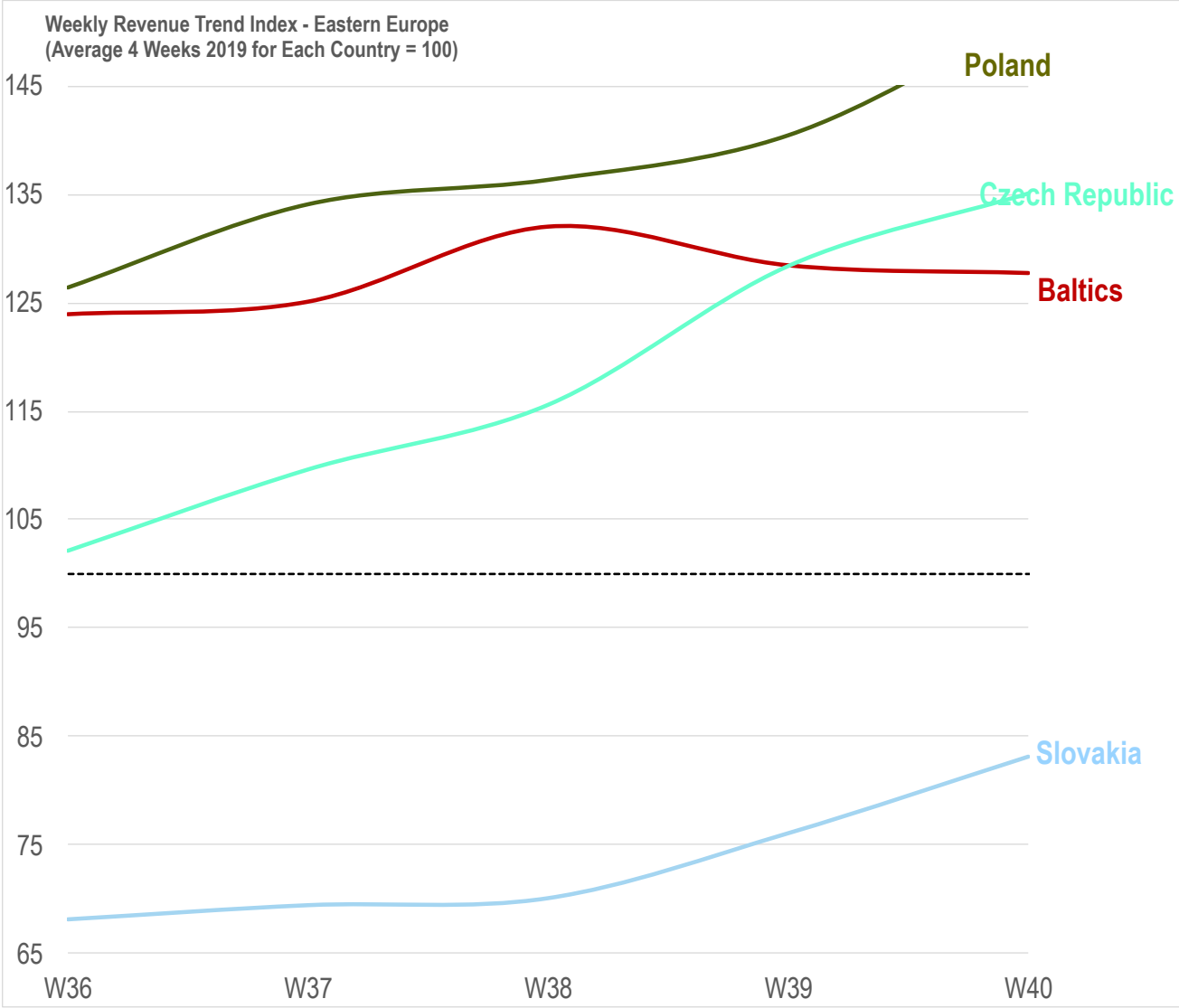
(Average 4 weeks for each country in 2019 = 100)

WEEK 40 – THE GRAPH SAYS ALL



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

WEEK 40 – THE GRAPH SAYS ALL



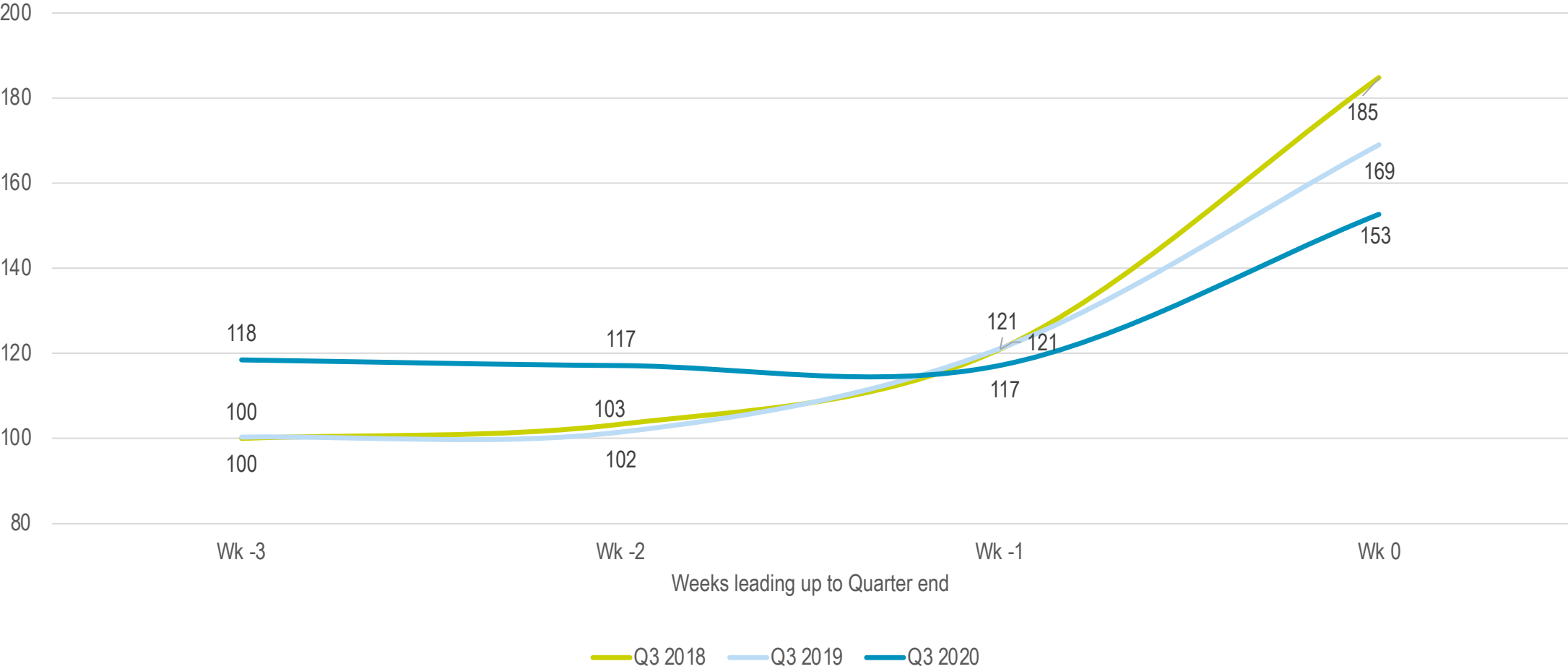
4 weekly distribution sales translated at fixed € exchange rate and includes: Poland, Czech, Slovakia, Baltics

2020 IS DIFFERENT



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

Quarter end profile 2020 vs 2019 vs 2018: Normalised Weeks

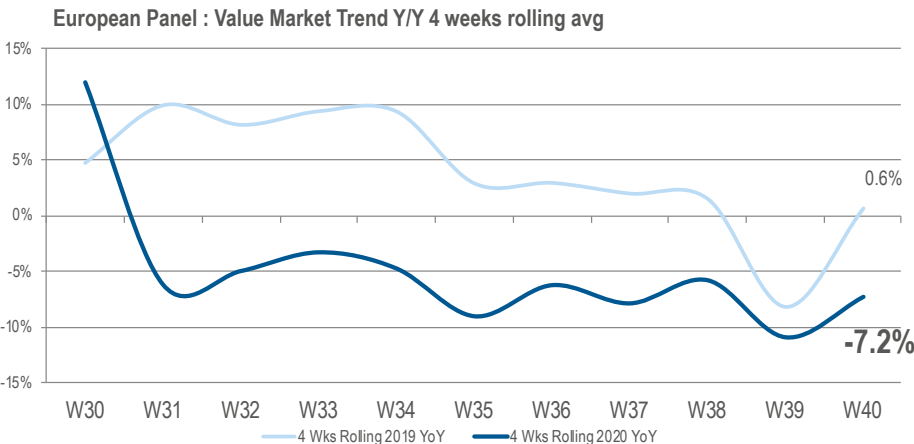
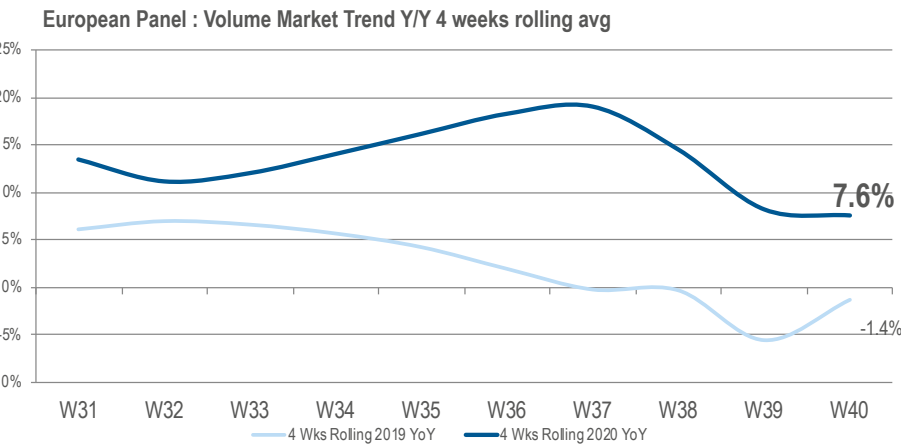
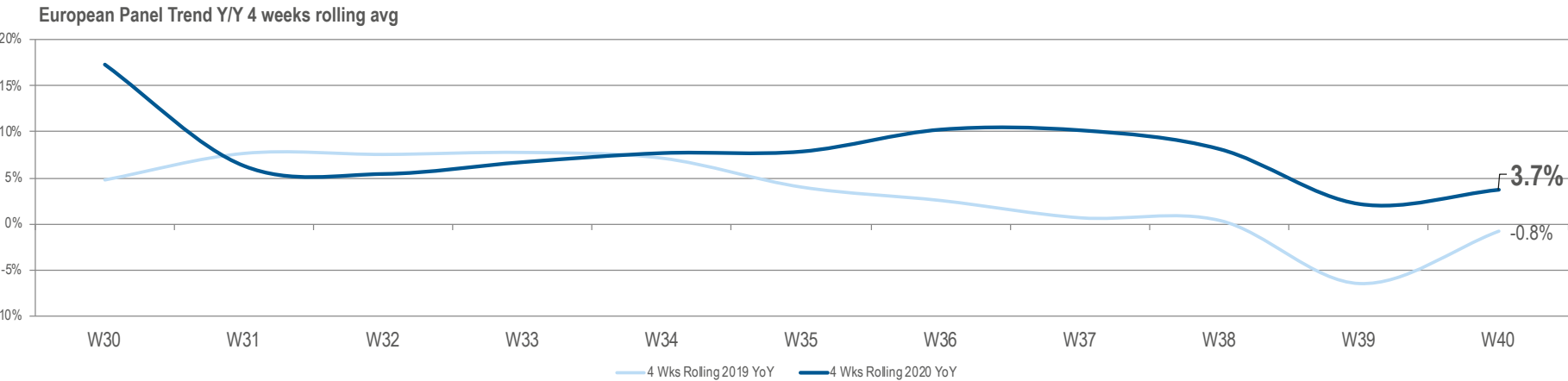


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, & Slovakia.

2020 IS DIFFERENT



Weekly Revenue Trend Index - Europe (Week 36 2018 = 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.

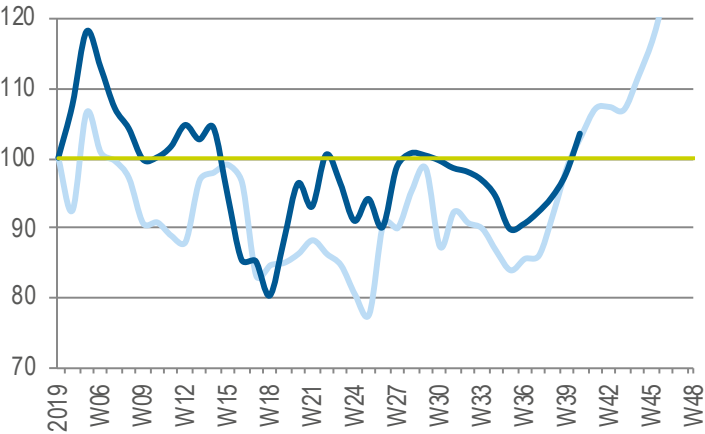
ALL BIG 5 TRENDING WELL



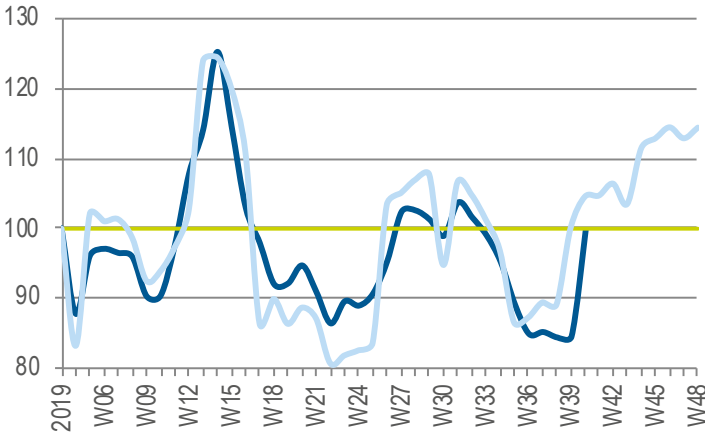
Index Revenue Trend - Western Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 — 2019

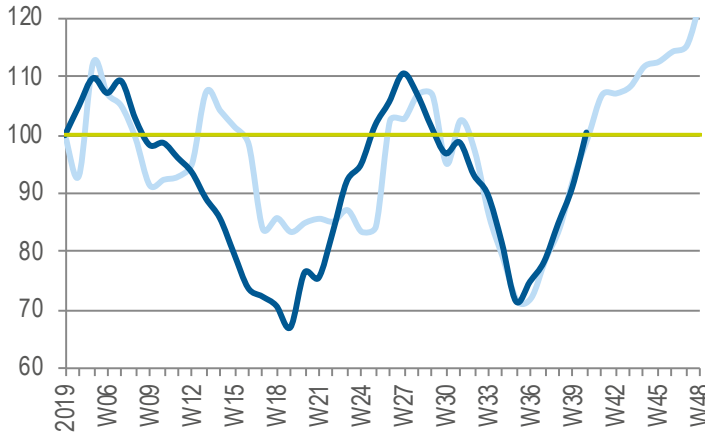
Germany



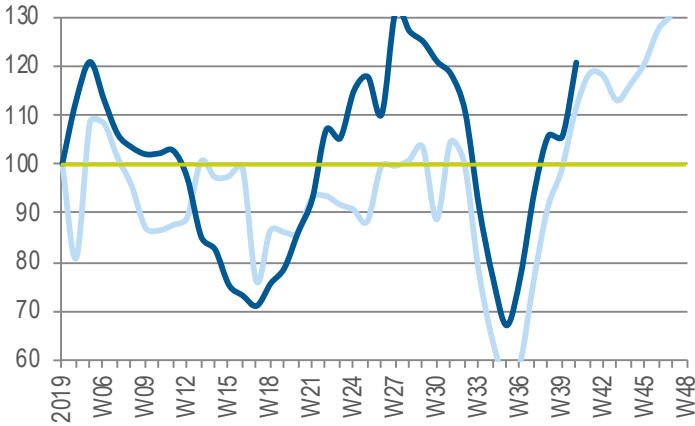
United Kingdom



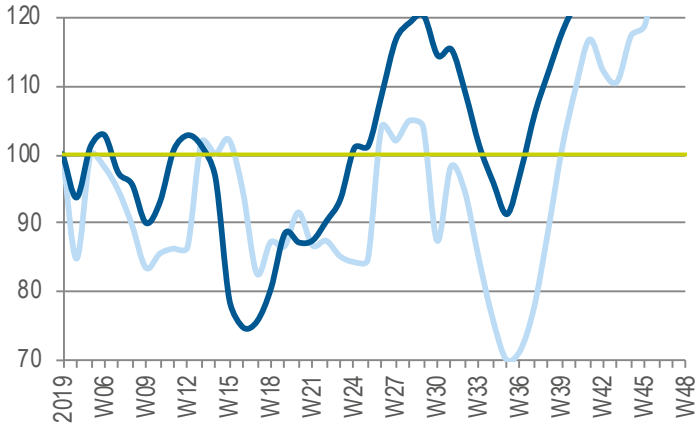
France



Italy



Spain



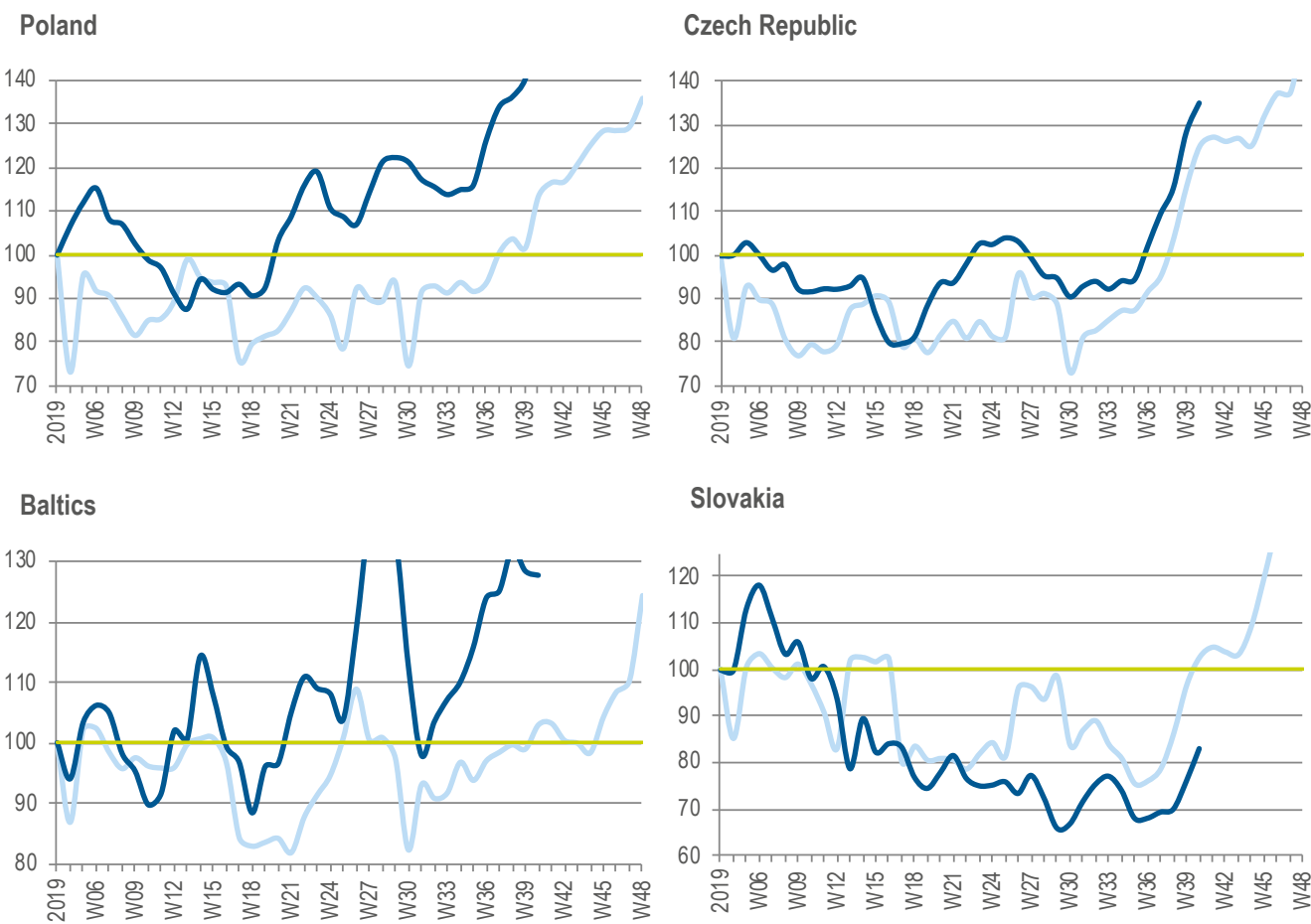
4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain,

POLAND PERFORMS EXCEPTIONALLY

Index Revenue Trend - Eastern 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: Poland, Baltics, Czech, Slovakia

NORDICS REVIEW

14th October, 2020

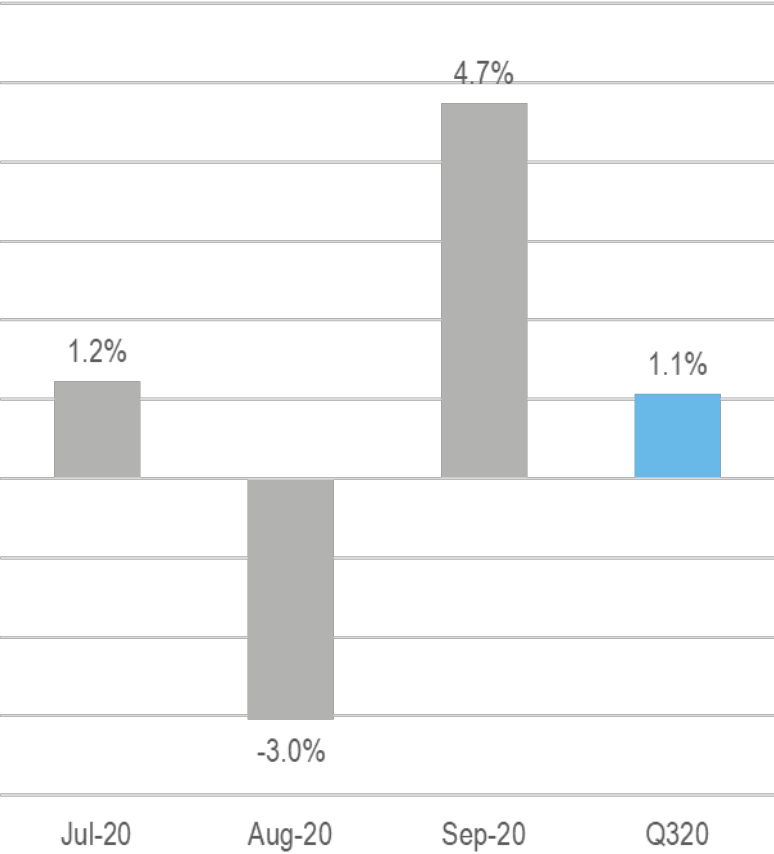


NORDICS – Q320 GROWTH RATES



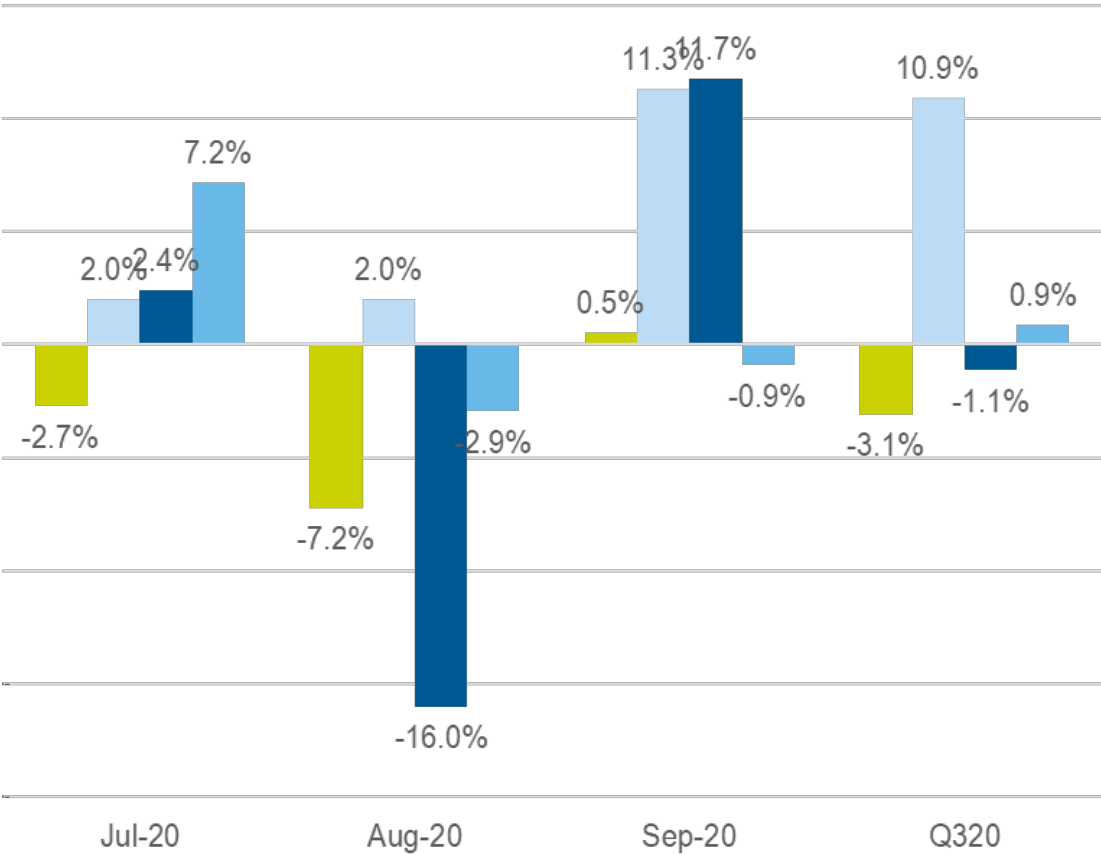
Nordics Q320 YoY Growth rates

■ Jul-20 ■ Aug-20 ■ Sep-20 ■ Q320



Nordics Q320 YoY Growth rates by Country

■ Sweden ■ Denmark ■ Norway ■ Finland

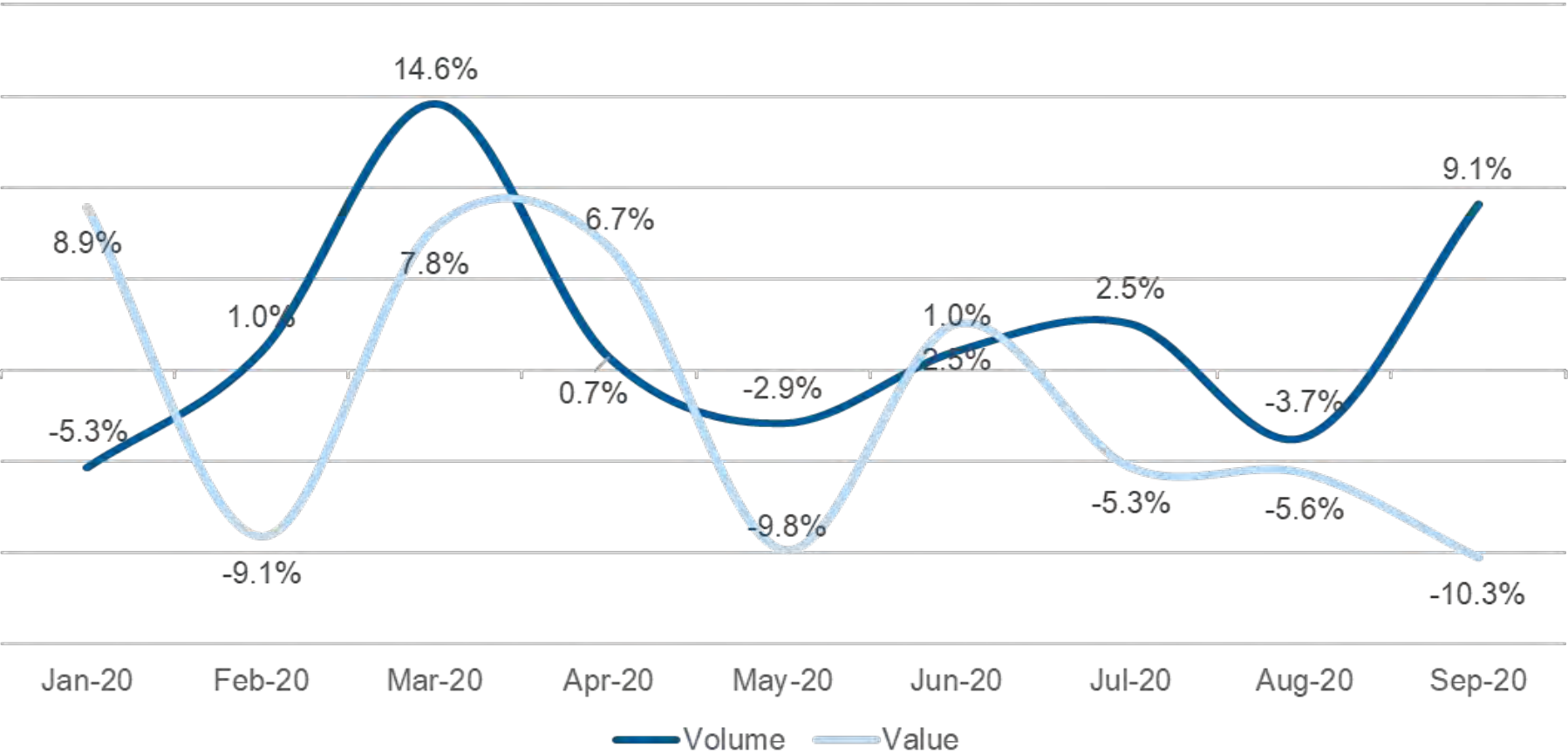


Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

NORDICS – VOLUME, VALUE MARKET TRENDS



Volume vs value monthly

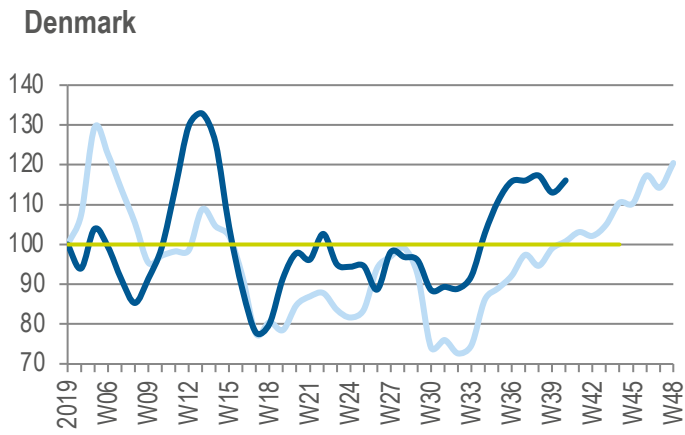
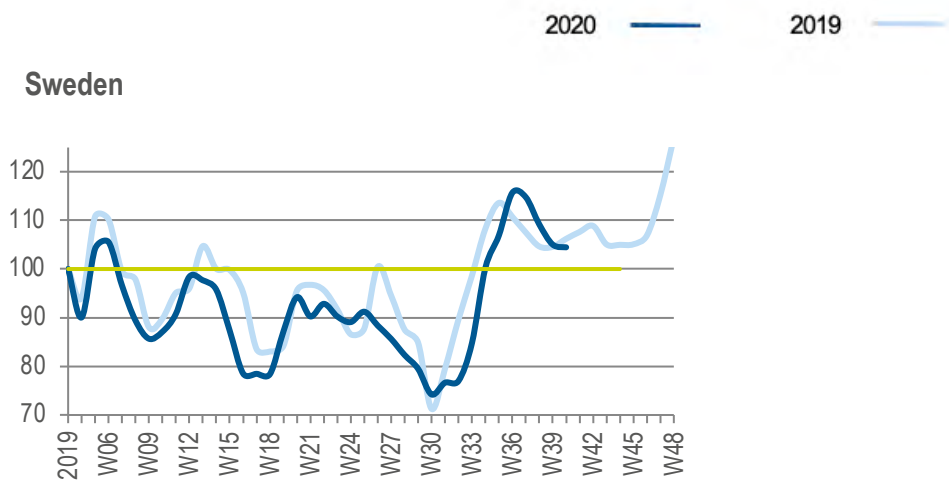


Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

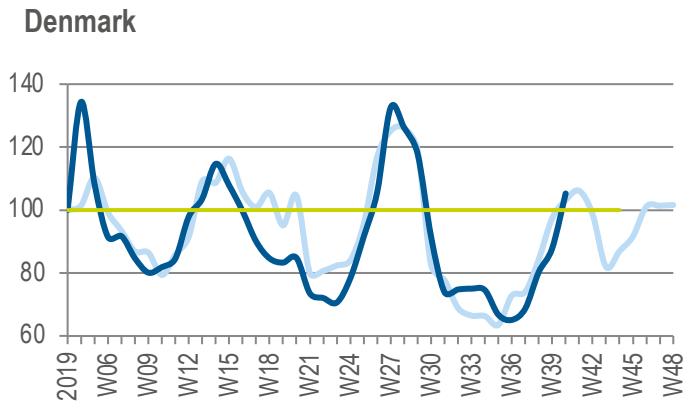
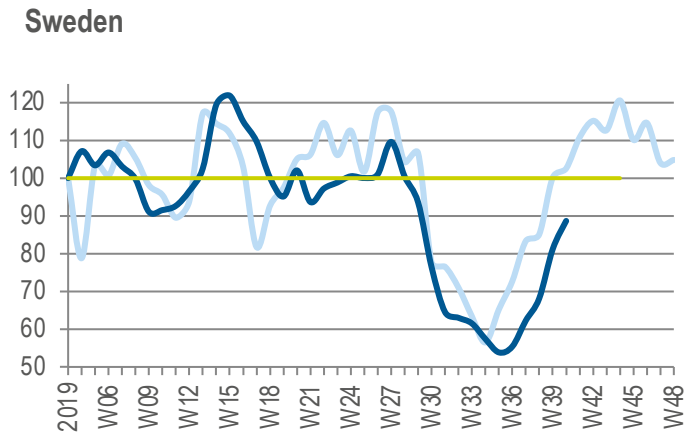
NORDICS – VOLUME, VALUE MARKET TRENDS



VOLUME



VALUE

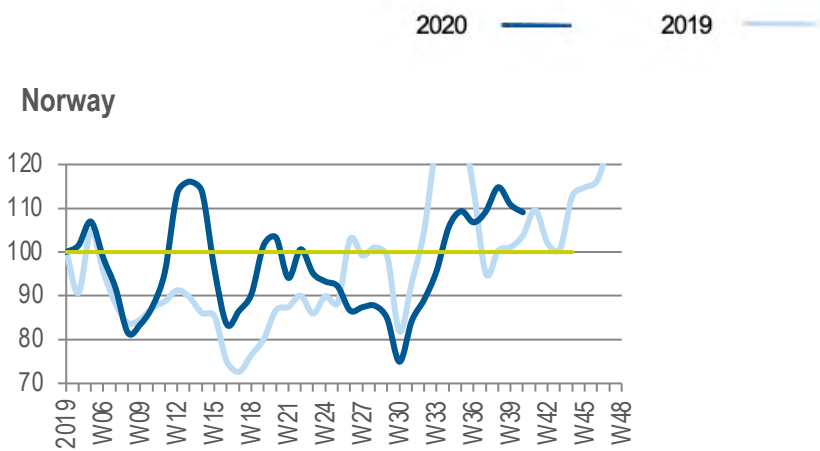


Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

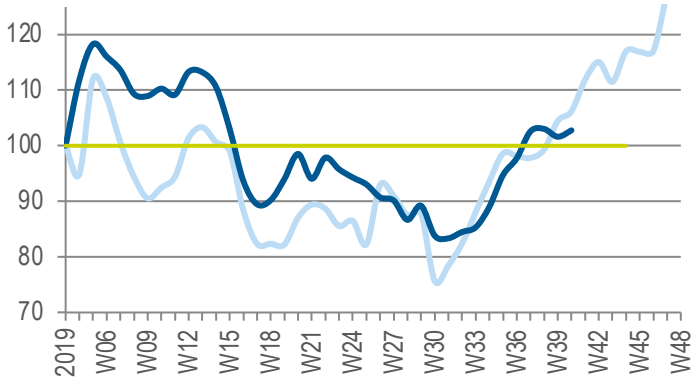
NORDICS – VOLUME, VALUE MARKET TRENDS



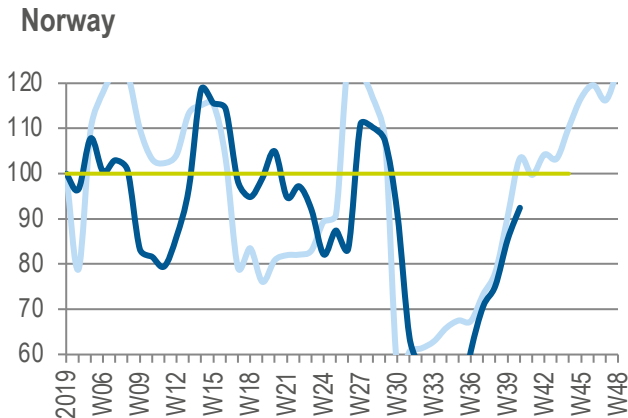
VOLUME



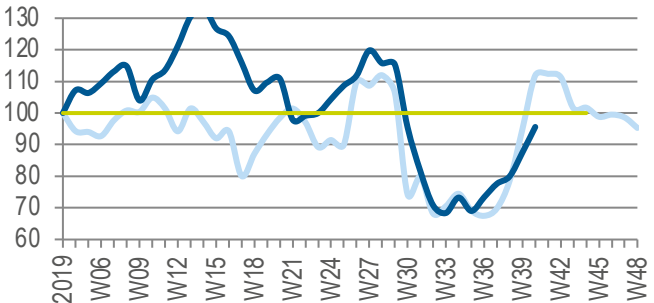
Finland



VALUE

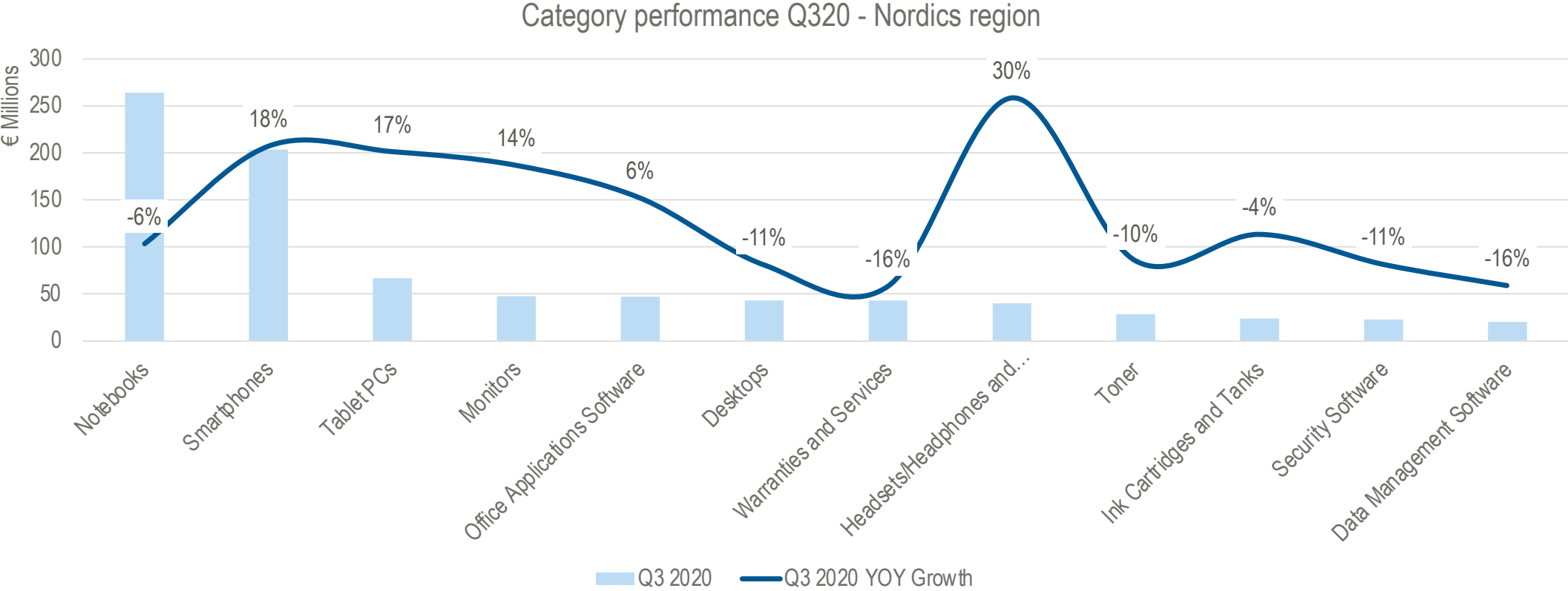


Finland



Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

NORDICS – CATEGORY PERFORMANCE



Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

NORDICS – ECONOMIC TRENDS

Denmark	Norway	Finland	Sweden
Agriculture Tourism Energy Chemical	Oil & gas Hydropower Seafood Tourism	Forestry Biorefineries Electronics Chemical	Agriculture Manufacturing Automotive

- Large public sector across Nordic countries has helped to drive growth
- Sweden has relatively more private companies than the other countries

Quarterly distribution sales translated at fixed € exchange rate and includes: Denmark, Finland, Norway, Sweden

Q3 2020 ACTUALS

Q3 GUIDANCE: OUR UPPER GUIDANCE LIMIT WAS EXCEEDED BY 3.1% BY AN EXCEPTIONAL CHANNEL PERFORMANCE IN MOBILE COMPUTING

Guidance was: Growth of the Channel of between 1.5% to 4.5%
 Actual: 7.6%

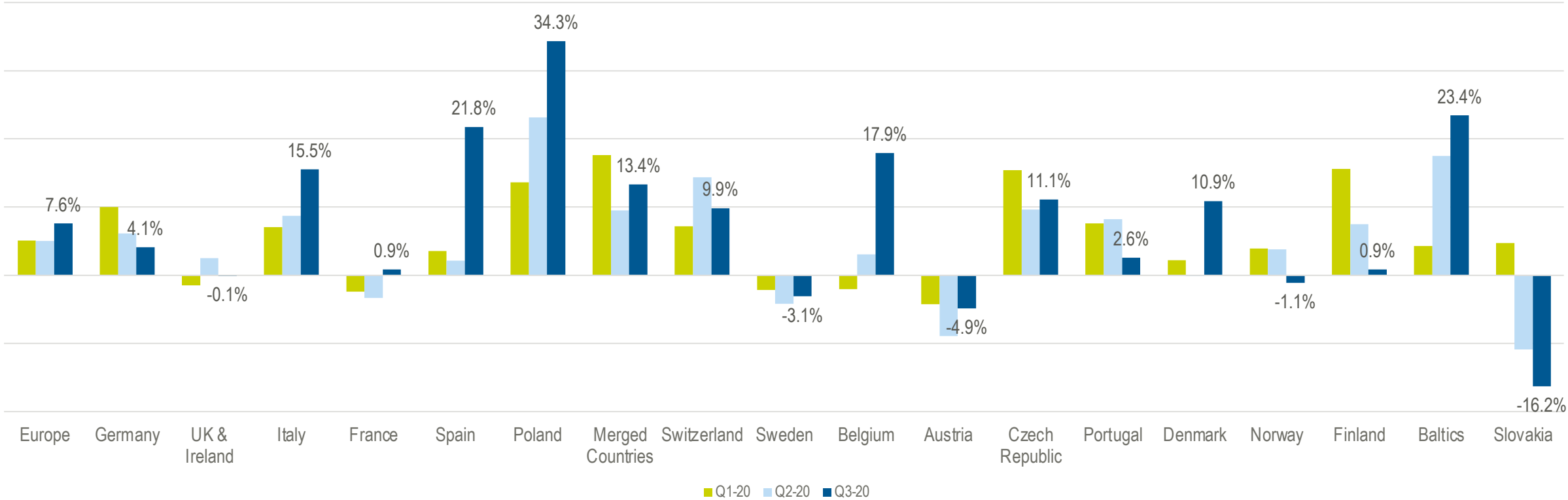
Q3 ACTUALS €MN		ACTUAL GROWTH %	GUIDANCE %	VARIANCE €MN
Industry Sector	Q3 2019	Q3 2020	Q3 2020 vs Q3 2019	Q3 2020 vs Q3 2019 Guidance vs actual
Mobile & desktop computing	4,236	5,220	23.2%	6.7% 699
Infrastructure & security	2,901	2,662	-8.2%	-1.0% -210
Software & licences	2,298	2,347	2.1%	0.0% 48
Telecoms	2,311	2,504	8.4%	10.0% -38
Printing & consumables	1,777	1,759	-1.0%	-15.1% 249
Services	966	960	-0.5%	0.0% -5
Displays	974	1,047	7.5%	-1.1% 84
Computing components	841	864	2.8%	15.0% -103
Computing accessories	416	567	36.3%	12.0% 101
AV Systems	453	539	18.8%	20.0% -5
Other	938	1,024	9.2%	16.1% -66
Total	18,110	19,493	7.6%	3.5% 755

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.

Q1, Q2 AND Q3 BY COUNTRY



Quarterly revenue performance by country



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.

Q3 REVIEW FOR A MORE IN-DEPTH REVIEW OF THE QUARTER



Come to the Analyst Quarterly Briefing on 22nd October at 11am

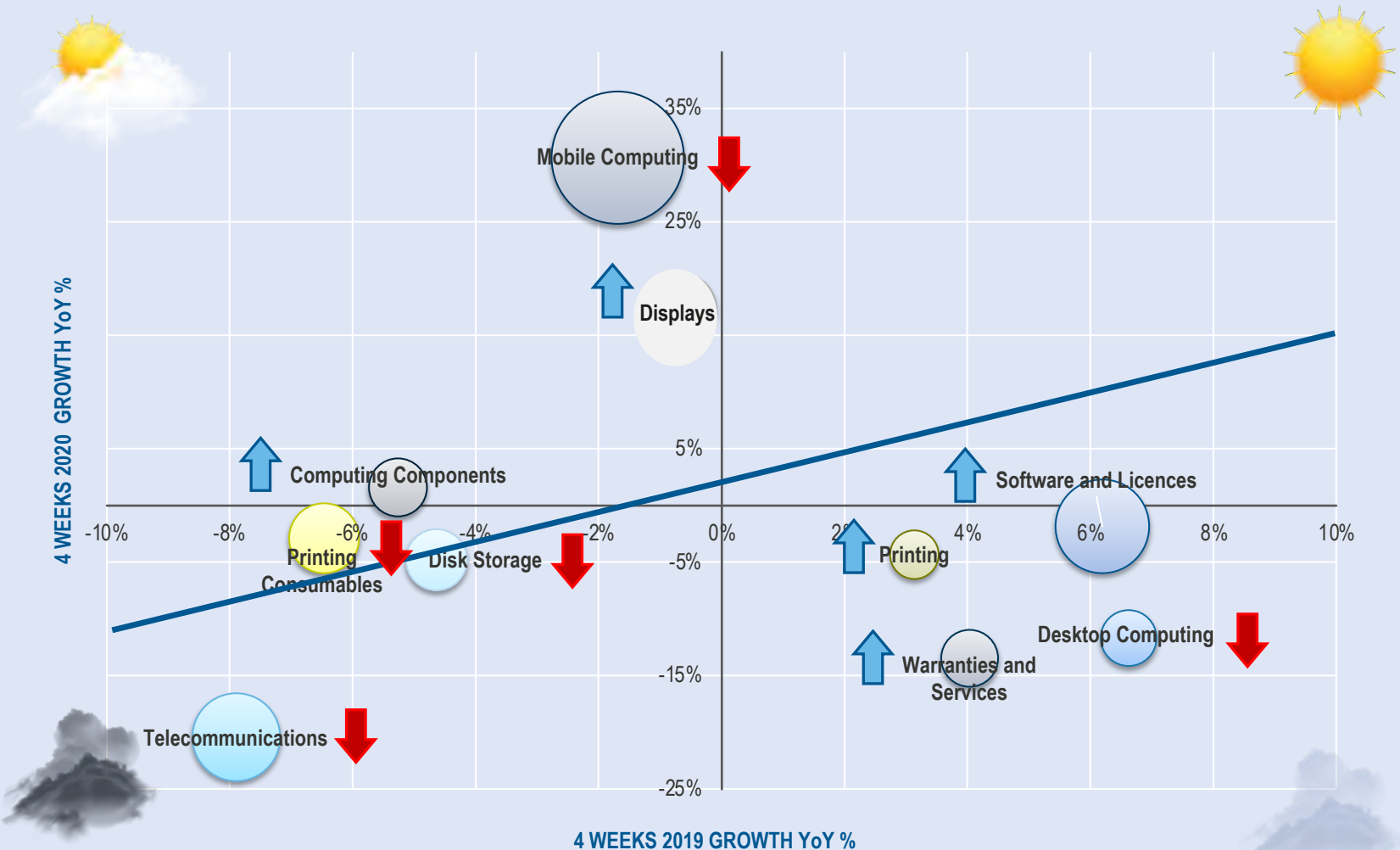
A registration form for the "IT Channel Briefing Q3'20". The form is white and stands out against a blue background. It includes fields for "First name*", "Last name*", "Job Title*", "Company", and "Email*", each with a corresponding input box. Below these fields is a paragraph of text explaining that CONTEXT needs the information to contact the user and that they can unsubscribe at any time. It also mentions a privacy policy link. At the bottom of the form is a dark blue "SUBMIT" button. To the left of the form, there is a heading "IT Channel Briefing Q3'20" and a paragraph of text describing the briefing, followed by a bulleted list of sectors: Personal Systems, Enterprise, Displays, and Imaging. The CONTEXT logo is in the top left corner of the blue background area.

Click on link
https://content.contextworld.com/it_channel_briefing

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

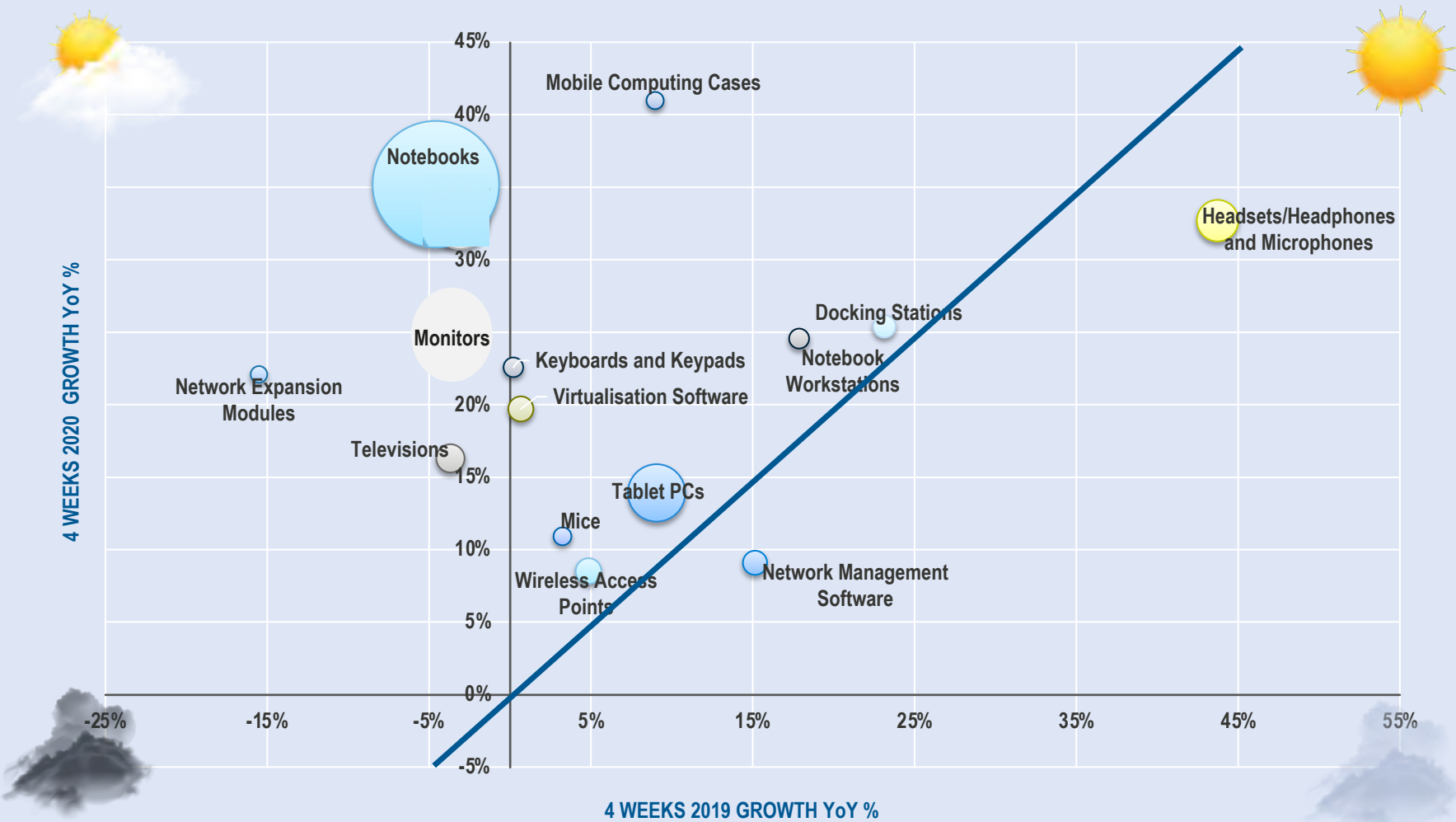
4 Weeks to Week 40 (04/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

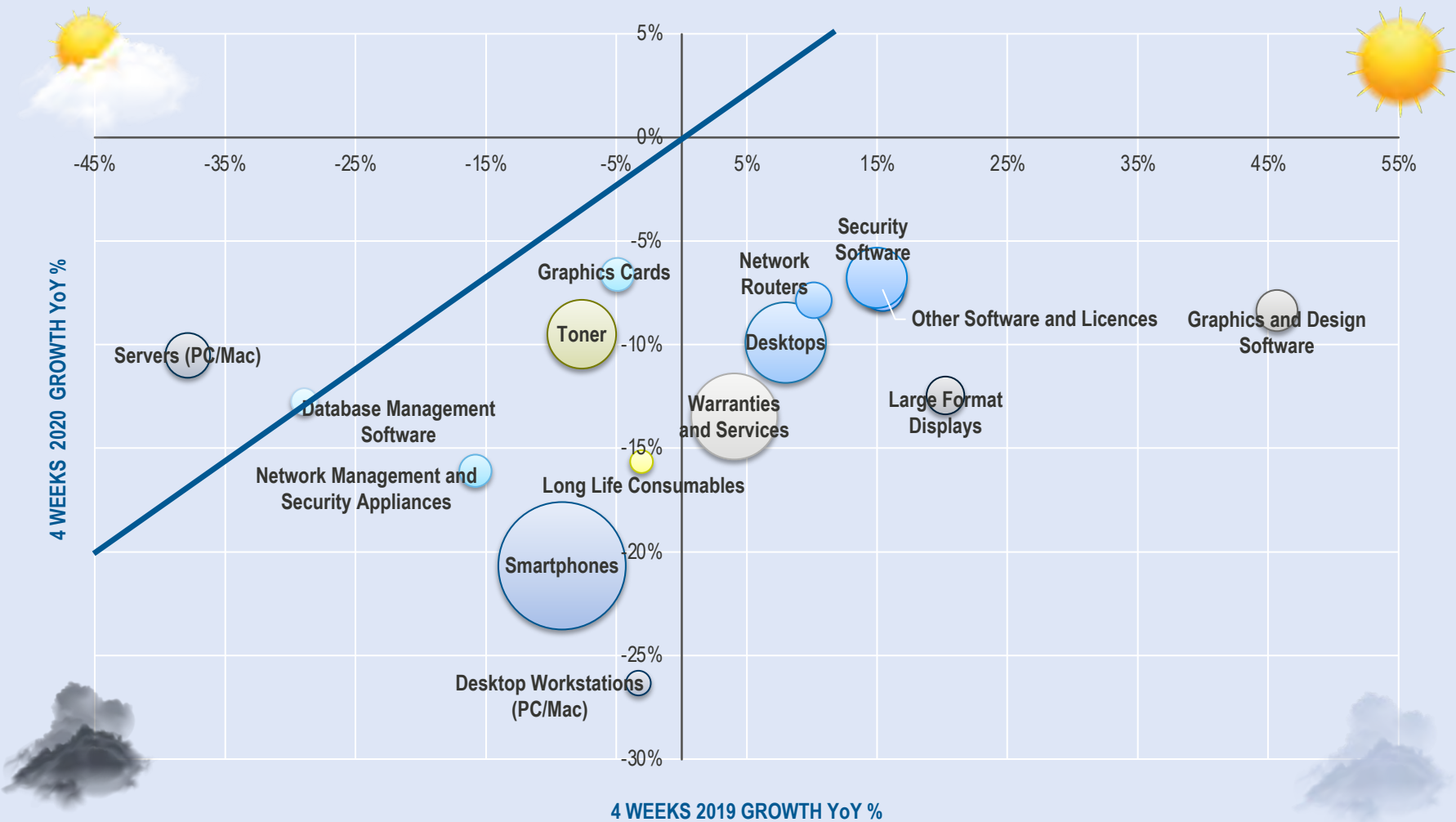
4 Weeks to Week 40 (04/10/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 40 (04/10/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.



Enterprise Update

14th October, 2020

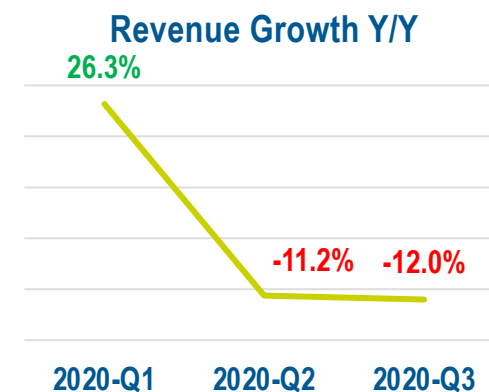
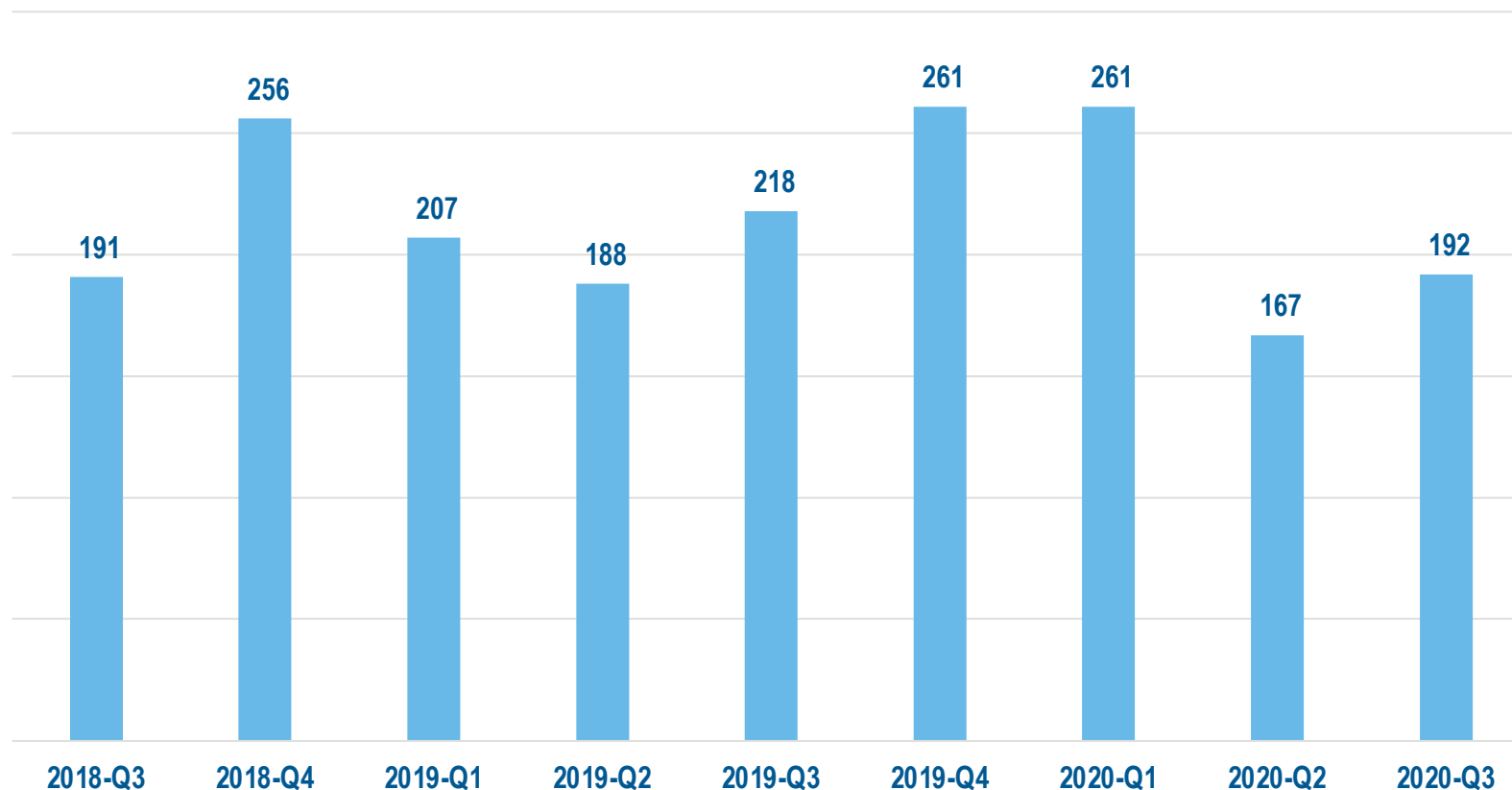


CLIENT SSD: THE PANDEMIC IMPACT

Client SSD revenues in Europe* based on the CONTEXT Distribution panel



Client SSD Revenues (Millions Euro)



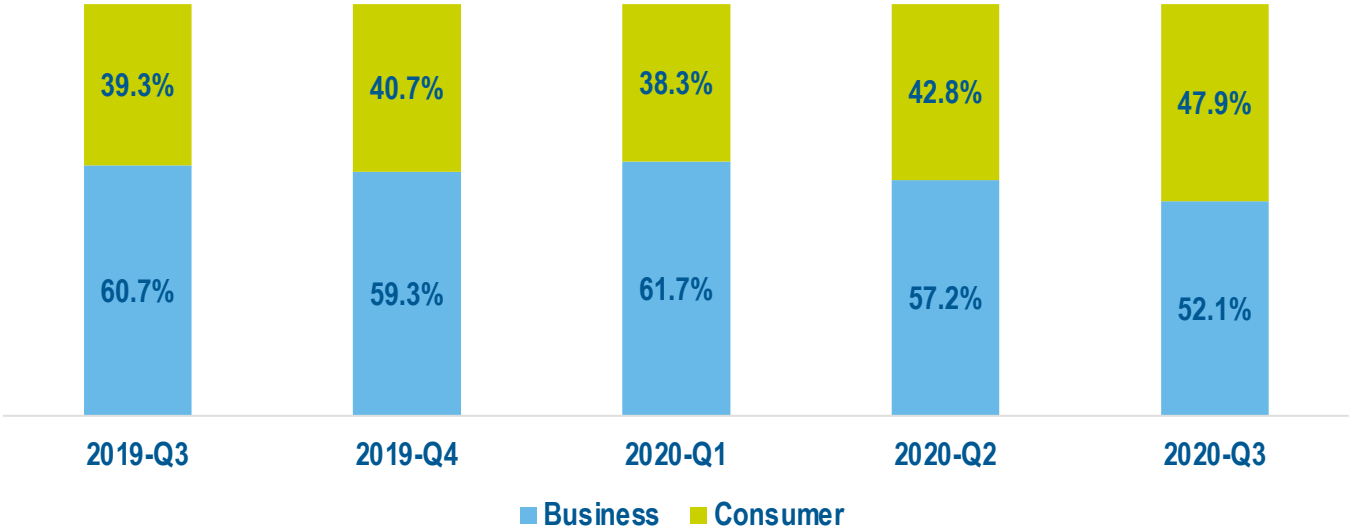
*UK, France, Germany, Belgium, Netherlands, Luxembourg, Italy, Spain, Russia, Nordics (DK, SE, NO, FI), Ireland, Portugal, Austria, Switzerland, Poland, Czech republic, Slovakia, Baltics, Russia

CLIENT SSD: THE CONSUMER CHANNEL IS DRIVING THE MARKET DURING COVID

Client SSD Revenues in Europe* based on the CONTEXT Distribution panel



Client SSD Rev by Type of Customer



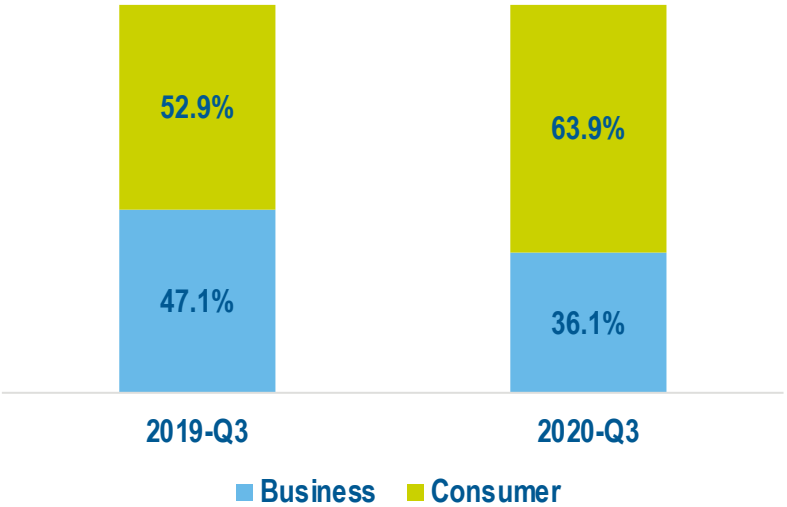
Consumer
+7.2 Y/Y revenue growth

Business
-24.4% Y/Y revenue growth

1TB NVMe

+39% Y/Y revenue growth

1TB NVMe by Type of Customer



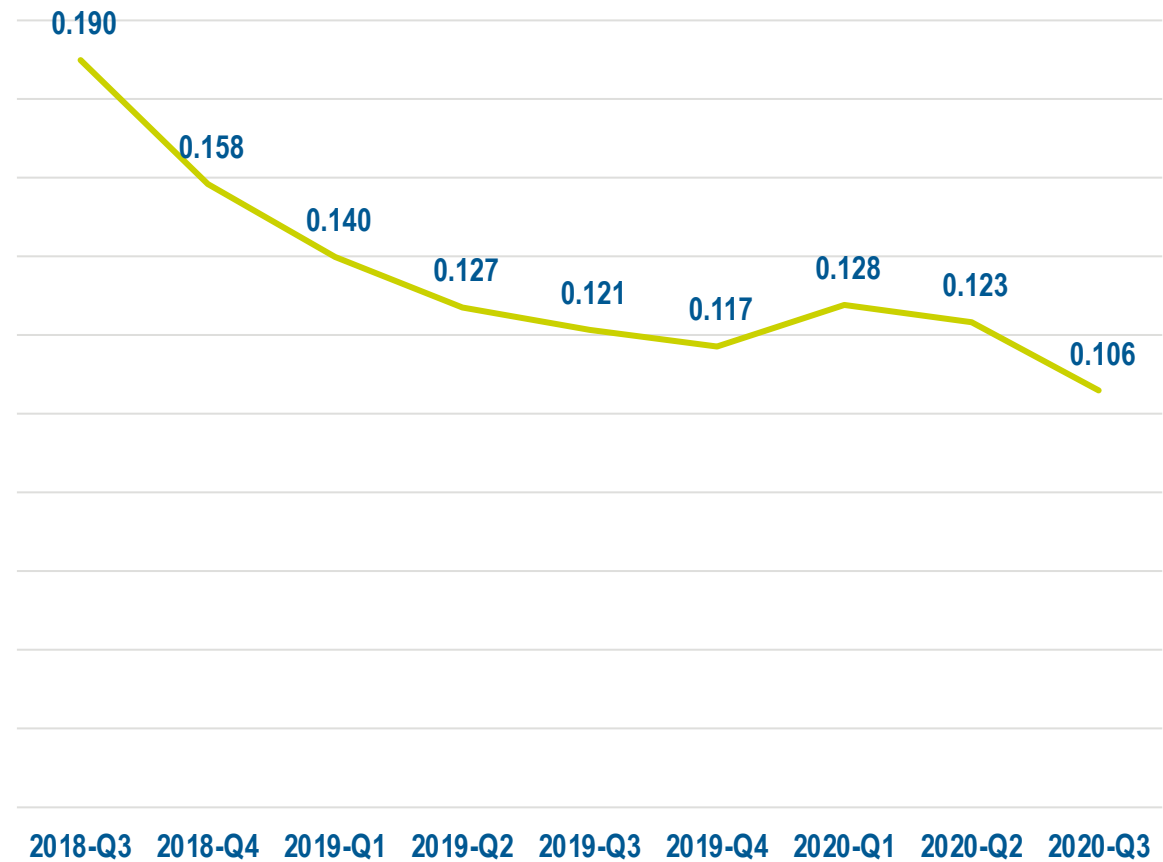
*UK, France, Germany, Belgium, Netherlands, Luxembourg, Italy, Spain, Russia, Nordics (DK, SE, NO, FI), Ireland, Portugal, Austria, Switzerland, Poland, Czech republic, Slovakia, Baltics, Russia

CLIENT SSD: PRICE PER GB AND ADOPTION

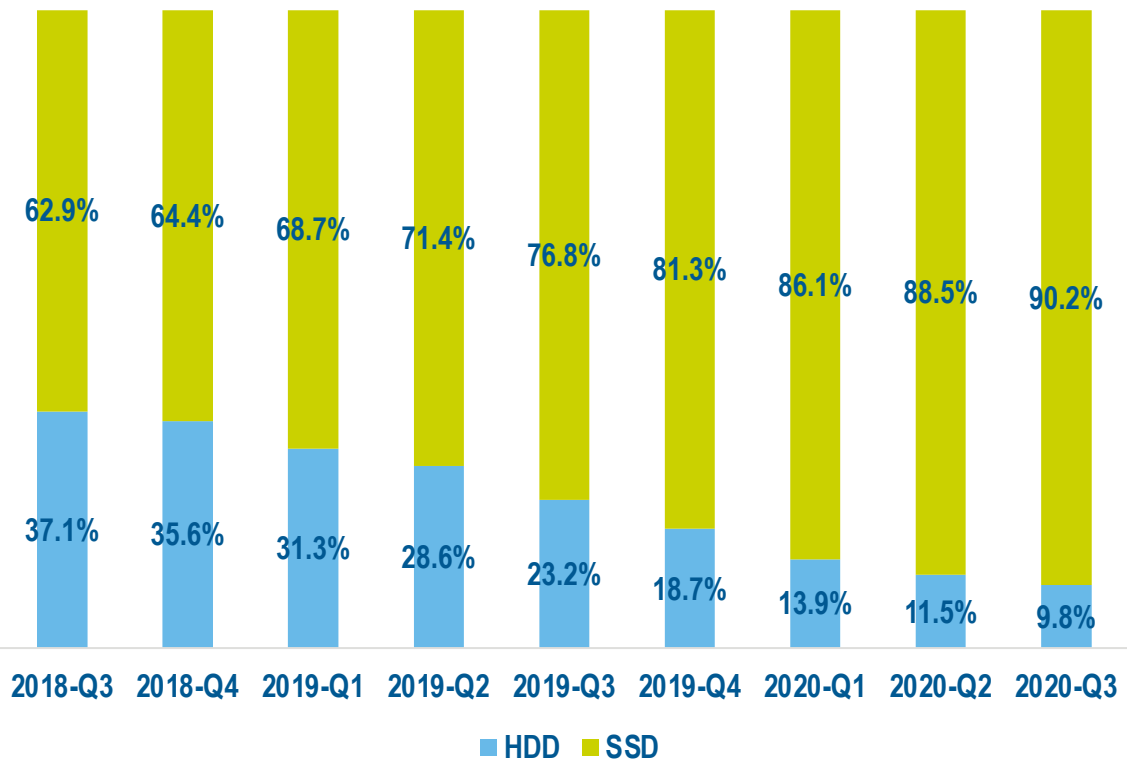
Client SSD price per GB in Europe* based on the CONTEXT Distribution panel



Client SSD Price per GB (Euro)



PC Client Vol Share by Primary Storage Device



*UK, France, Germany, Belgium, Netherlands, Luxembourg, Italy, Spain, Russia, Nordics (DK, SE, NO, FI), Ireland, Portugal, Austria, Switzerland, Poland, Czech republic, Slovakia, Baltics, Russia

04

CHANNEL HEALTH

UK SMR TURN POSITIVE FOR FIRST TIME



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

WESTERN EUROPE													
Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE
-4%	-12%	-9%	-9%	-14%	-23%	-3%	-39%	4%	-9%	-44%	-19%	-28%	-1%
2%	1%	14%	9%	13%	-1%	-11%	9%	-2%	22%	-3%	-9%	-7%	7%
-7%	13%	5%	12%	-13%	-26%	-20%	-32%	53%	-21%	-35%	-2%	-41%	-7%
22%	9%	59%	19%	66%	22%	-81%	25%	20%	54%	17%	45%	-19%	17%
-6%	-8%	7%	-12%	12%	22%	35%	20%	21%	24%	5%	106%	20%	38%

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

EASTERN EUROPE			
Poland	Czech Republic	Baltics	Slovakia
-11%	-1%	-36%	-49%
19%	10%	24%	-14%
32%	-2%	-40%	-32%
55%	4%	23%	-16%
55%	11%	192%	-12%

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.

THE NEXT EDITION OF THE SOCIAL CONTEXT



- 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

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019**

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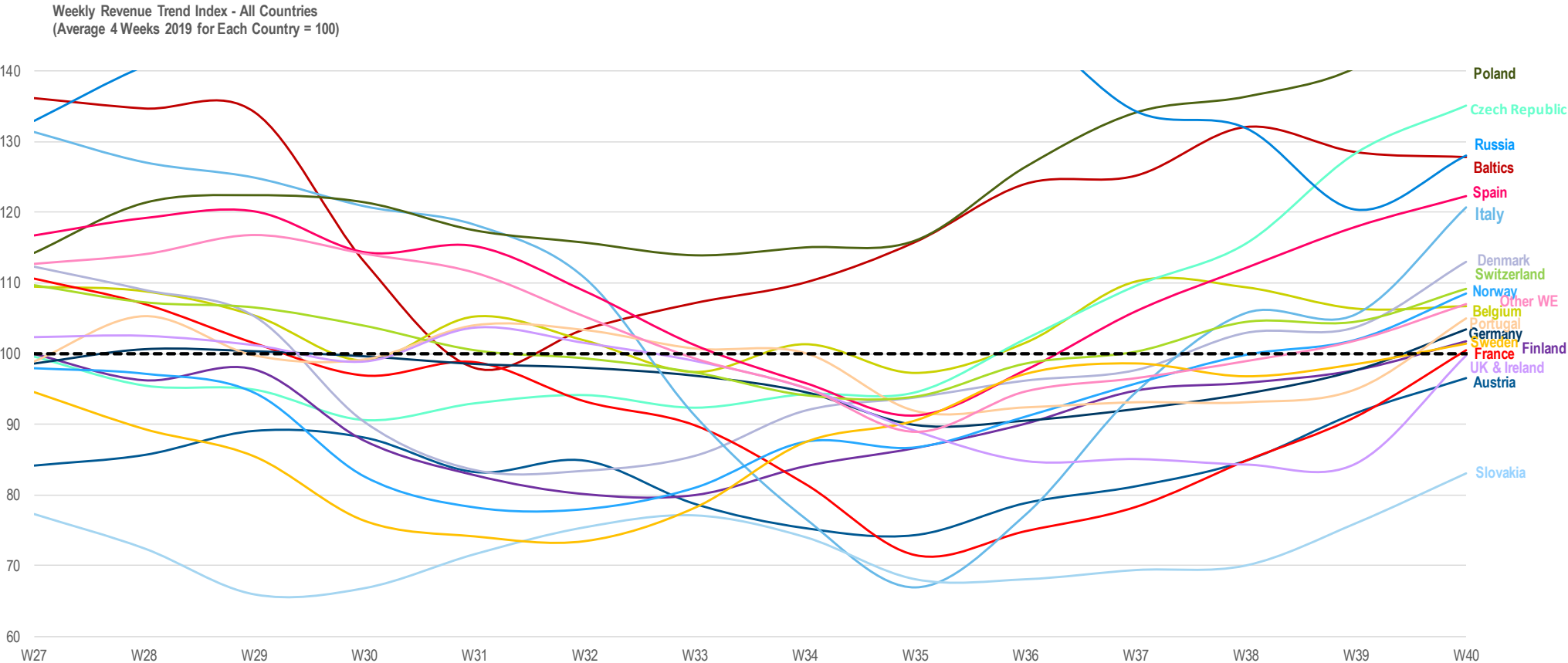
- Cover
- Contents
- Index Total Market 4 weeks
- Index Total Market WE
- Index Total Market EE
- Index Thumbnail WE
- Index Thumbnail EE
- Index Business Channel
- Index Consumer Channel
- Index Volume Market
- Index Value Market
- Weekly %YoY Trend
- Largest Industry
- Largest Category
- Channel
- Largest Industries Business
- Largest Industries Consumer
- Largest Category Business
- Largest Category Consumer

CONTEXT Covid-19 Weekly Report

Index Total Market 4 weeks
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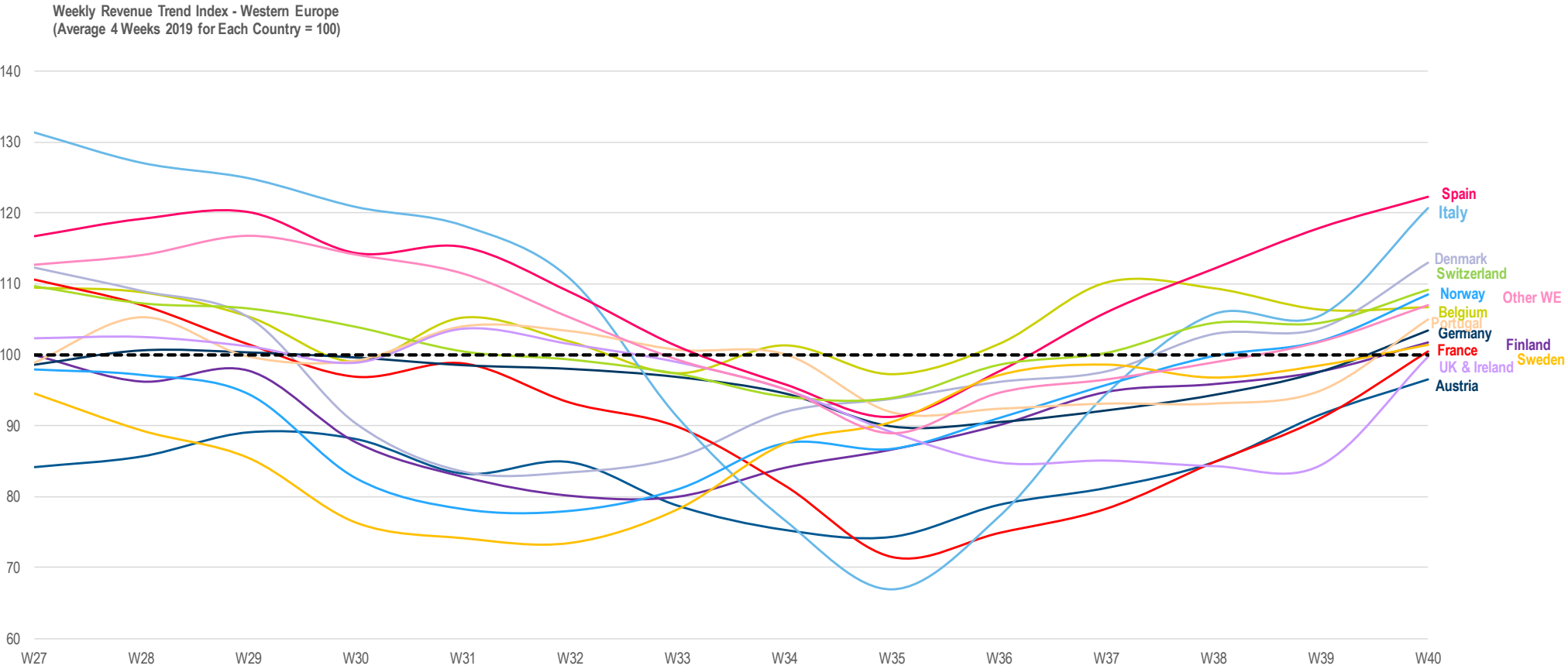
Index Total Market

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

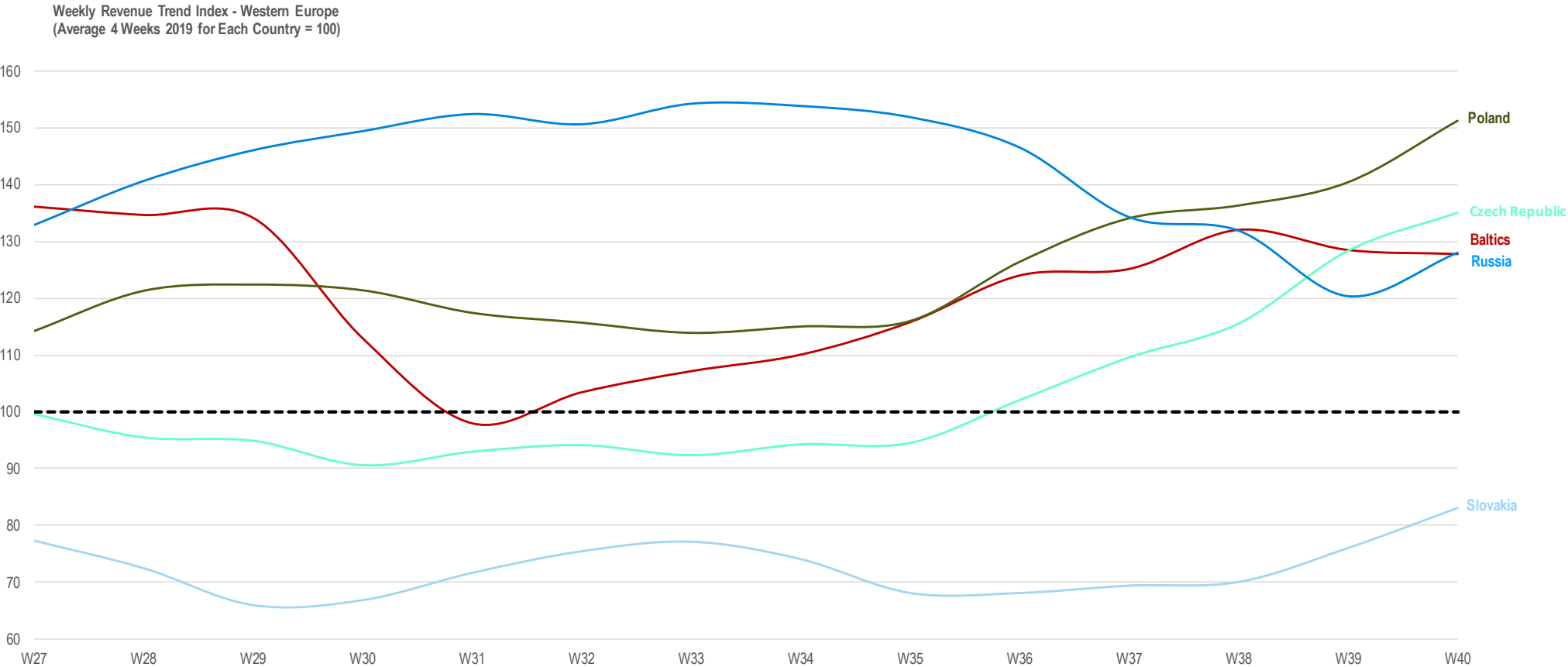


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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



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

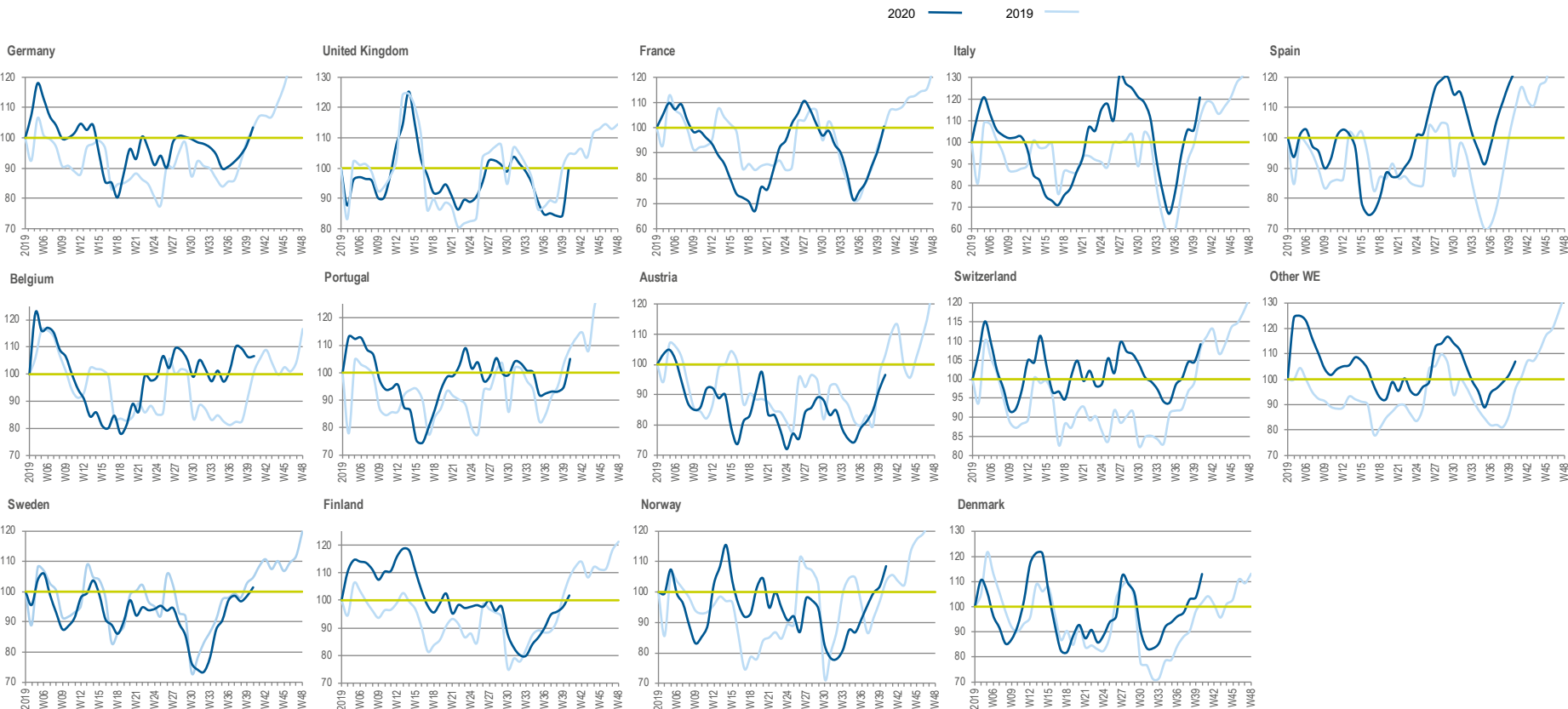


Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Index Revenue Trend - Western Europe

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



CONTEXT Covid-19 Weekly Report

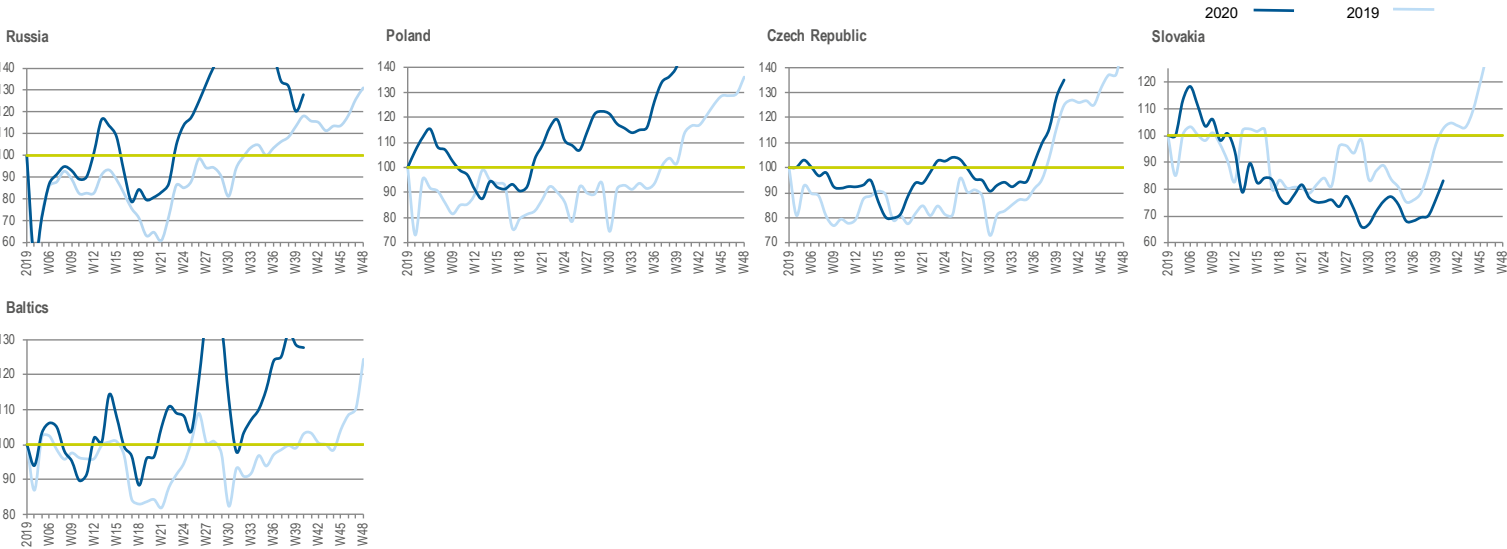
Index Thumbnail EE

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Index Revenue Trend - Eastern Europe

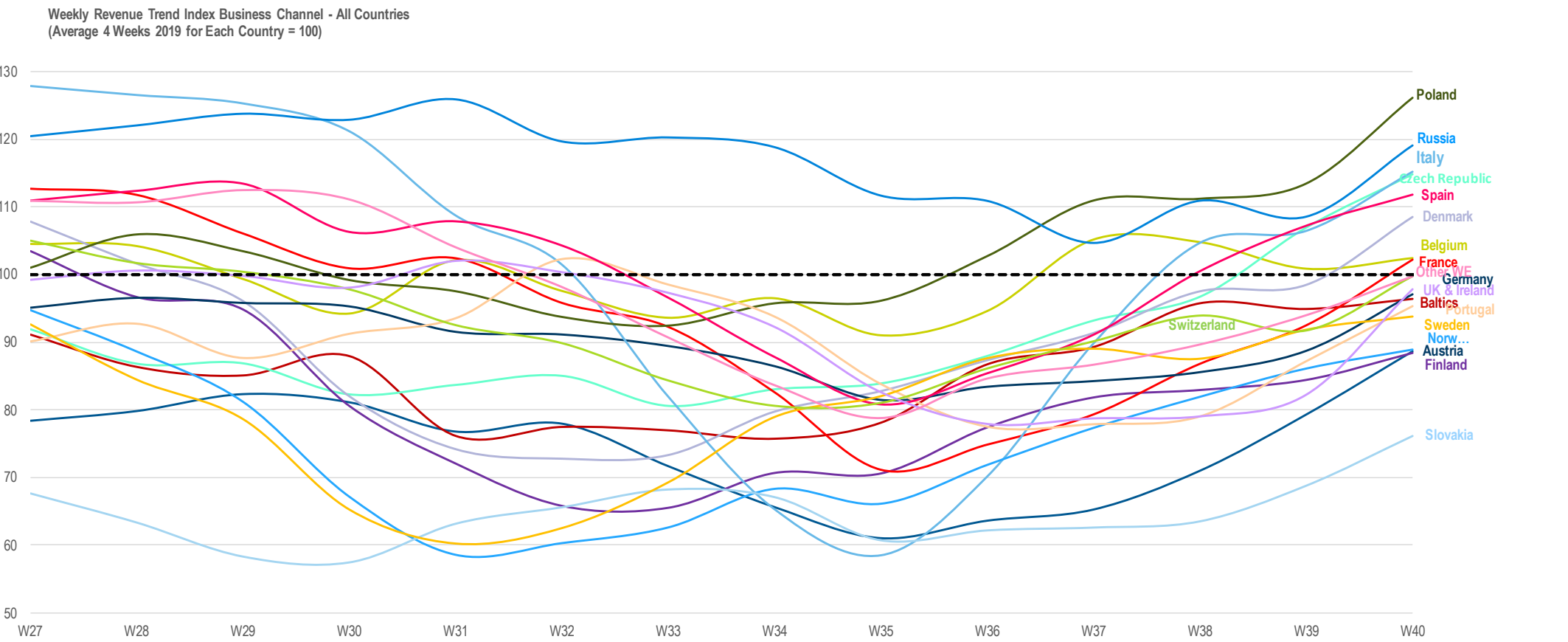
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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Index Business Channel

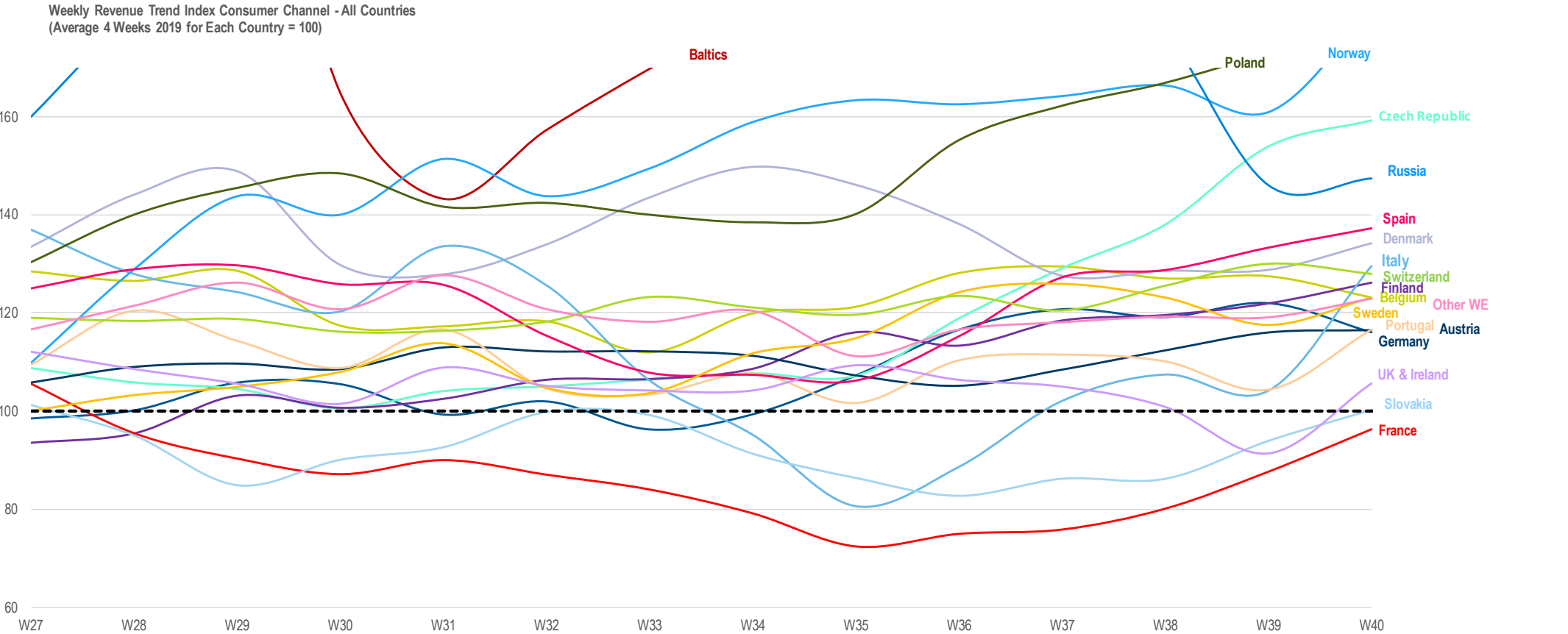
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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

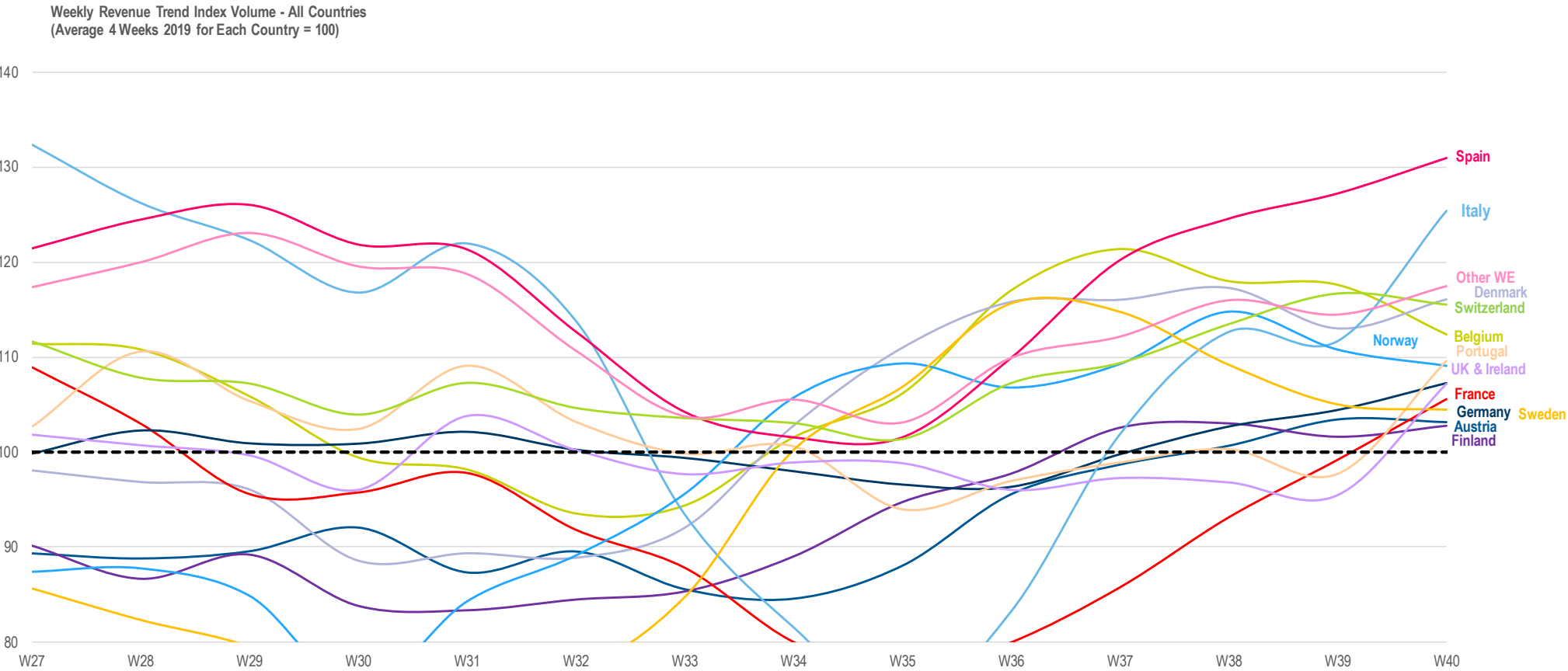
Index Consumer Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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.

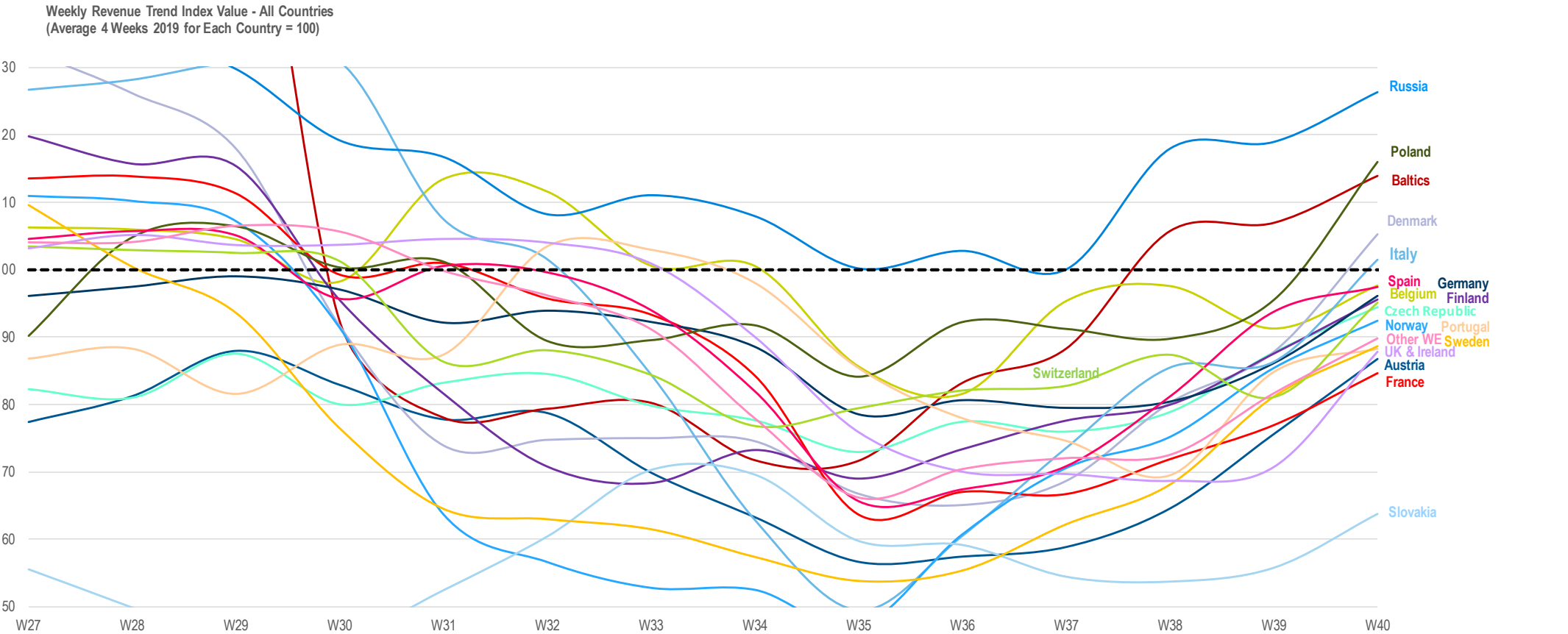
Index Volume Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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 Value Market

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



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

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Weekly %YoY Trend

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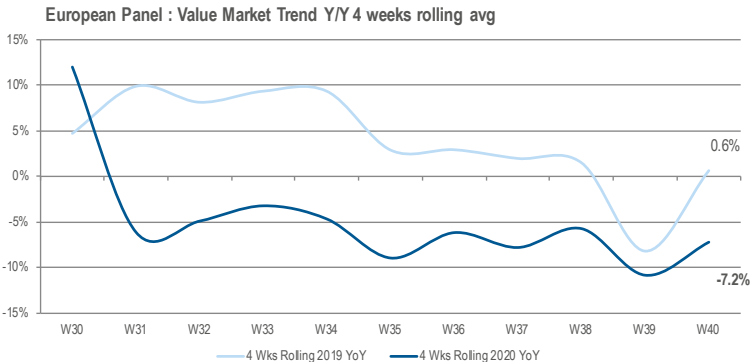
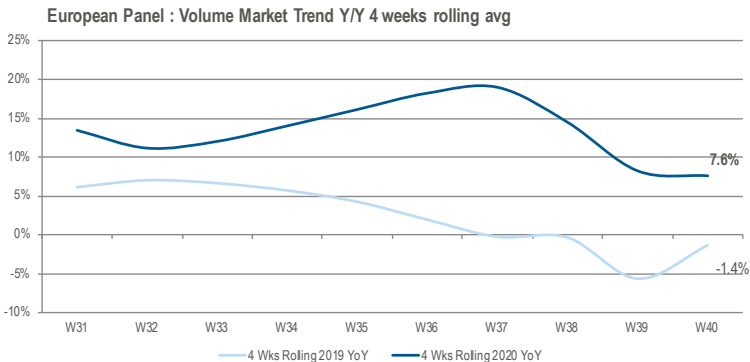
Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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



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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Largest Industry
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Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE				
Rank-W39	Rank-W40	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
1	1	➡ Mobile Computing	25%	24%	60%	50%	43%	24%	2%	48%	40%	-13%	19%	5%	5%	33%	16%	58%	22%	30%	29%	
3	2	⬆ Software and Licences	9%	-11%	15%	-1%	-18%	-5%	-2%	-44%	-12%	14%	-2%	9%	-2%	3%	37%	-6%	2%	3%	-15%	
2	3	⬇ Telecommunications	-37%	-39%	-13%	-62%	-17%	-40%	5%	-19%	-21%	53%	-37%	-19%	-2%	0%	-42%	62%	5%	230%	-9%	
4	4	➡ Printing Consumables	13%	-12%	-2%	-2%	6%	15%	-17%	-13%	-29%	11%	-19%	19%	-12%	22%	-31%	0%	-11%	31%	4%	
5	5	➡ Displays	24%	-7%	-9%	12%	68%	22%	8%	25%	-4%	23%	30%	3%	-4%	6%	102%	26%	1%	-6%	-10%	
6	6	➡ Disk Storage	-14%	-12%	-3%	-3%	-12%	-11%	-1%	1%	43%	-16%	7%	-9%	-19%	4%	0%	21%	16%	8%	-55%	
7	7	➡ Computing Components	3%	9%	16%	-9%	29%	-8%	-14%	-13%	5%	5%	-8%	-17%	-25%	26%	-12%	10%	7%	55%	-72%	
9	8	⬆ Warranties and Services	-5%	-21%	-12%	-10%	14%	-35%	-30%	17%	-35%	-8%	-40%	-42%	-29%	-16%	-21%	-8%	13%	-34%	-27%	
8	9	⬇ Desktop Computing	-11%	-33%	-3%	-2%	-1%	0%	-35%	-24%	-26%	2%	0%	-4%	-24%	-25%	2%	9%	-20%	-31%	-8%	
11	10	⬆ Printing	-5%	-14%	3%	-9%	-2%	-9%	-26%	18%	-6%	-13%	-8%	-31%	-12%	-6%	-1%	13%	-2%	19%	-22%	
10	11	⬆ Computing Accessories	26%	20%	65%	37%	73%	46%	9%	26%	41%	23%	38%	30%	-9%	39%	17%	49%	24%	31%	7%	
12	12	➡ Audio-Video Systems	-2%	10%	29%	39%	21%	36%	10%	24%	44%	143%	57%	72%	2%	27%	8%	40%	-8%	92%	-26%	
13	13	➡ Networking Systems	-7%	-25%	-10%	-2%	-31%	-22%	-16%	-21%	28%	2%	0%	25%	-37%	-7%	12%	27%	24%	-6%	-29%	
14	14	➡ Server Computing	-11%	58%	-56%	9%	18%	-41%	-27%	-35%	34%	-34%	-38%	-17%	22%	12%	-24%	16%	-35%	88%	-66%	
15	15	➡ Data Center Networking and Security	-28%	-11%	-2%	-37%	2%	-43%	-50%	-18%	50%	-9%	-33%	-13%	-61%	-16%	102%	-32%	35%	21%	-67%	
18	16	⬆ Wearable Devices	-36%	4%	7%	41%	69%	-32%	62%	-21%	26%	135%	68%	-49%	-30%	32%	32%	355%	-22%	-11%	-79%	
16	17	⬇ Power Equipment	0%	-11%	3%	-10%	-14%	9%	-11%	4%	-16%	0%	8%	5%	-23%	-11%	7%	12%	6%	1%	-28%	
17	18	⬇ Wireless Networking	15%	-21%	12%	18%	0%	2%	-1%	62%	-9%	-3%	14%	17%	-37%	51%	42%	10%	58%	-40%	-7%	
19	19	➡ Other Networking Equipment	-4%	-24%	9%	12%	33%	-24%	-37%	8%	19%	37%	7%	-34%	-27%	-3%	27%	-39%	45%	12%	-40%	
20	20	➡ Connectivity	4%	-20%	-18%	12%	46%	8%	-8%	4%	-3%	5%	39%	48%	-5%	13%	28%	1%	2%	5%	-23%	
21	21	➡ Removable Storage	-31%	-47%	-16%	66%	-36%	65%	1%	-6%	-30%	2%	-62%	3%	0%	-24%	-16%	14%	-13%	15%	-26%	
22	22	➡ Electronics	-19%	-4%	21%	114%	16%	12%	-32%	-29%	-44%	61%	-37%	238%	-7%	-19%	-11%	-28%	24%	-58%	23%	
23	23	➡ Smart Home and Office	-9%	55%	9%	-6%	-19%	1%	-72%	-52%	795%	113%	448%	525%	-45%	71%	155%	81%	141%	4454%	9%	
24	24	➡ Games Consoles	-36%		-37%	122%	-24%	-1%	319%	-73%	52%	-48%	-46%	1595%	-23%	71%	-57%	-38%	-73%	-32%	144%	
25	25	➡ Unified Communications	-16%	-66%	-52%	-30%	-31%	8%	-20%	-51%	-46%	-80%	-59%	-1%	-76%	-49%	-33%	164%	-49%	2%	64%	
26	26	➡ Scanner Imaging	34%	-46%	-4%	2%	34%	-7%	-43%	7%	-24%	-38%	50%	106%	142%	8%	-22%	-8%	-12%	44%	-11%	
27	27	➡ Security	38%	-14%	21%	1%	17%	6%	-28%	13%	23%	48%	79%	-41%	-28%	-7%	24%	-28%	26%	-36%	-6%	
28	28	➡ Terminals, Thin Clients and Points of Sale	-17%	-74%	-13%	-21%	-14%	35%	-68%	-34%	-35%	-24%	79%	-52%	13%	15%	-18%	48%	14%	-80%	75%	
29	29	➡ Tape Storage	-33%	-31%	-39%	-2%	-25%	110%	114%	90%	-52%	-24%	-35%	-76%	-34%	-15%	31%	53%	-76%	132%	-91%	
30	30	➡ Photo and Video Cameras	-67%	-9%	-13%	-57%	-56%	-41%	-74%	68%	-87%	-74%	6%	-96%	-70%	-62%	-48%	4%	2%	1%	-37%	

INDUSTRY SECTOR TREND		
WE	EE	Total
31%	30%	31%
-3%	12%	-2%
-27%	19%	-20%
0%	-19%	-3%
9%	50%	17%
-8%	4%	-5%
5%	-7%	2%
-13%	-16%	-14%
-15%	-1%	-12%
-6%	1%	-4%
32%	28%	32%
22%	17%	21%
-12%	13%	-7%
-10%	-15%	-11%
-21%	68%	-7%
4%	49%	8%
-5%	7%	-1%
5%	28%	8%
-4%	18%	0%
1%	13%	3%
-25%	-2%	-20%
14%	-8%	8%
1%	279%	6%
-18%	-43%	-28%
-34%	-9%	-30%
0%	-18%	-3%
2%	15%	4%
-25%	-9%	-23%
-21%	5%	-18%
-42%	-5%	-24%

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Largest Category
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Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019
Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

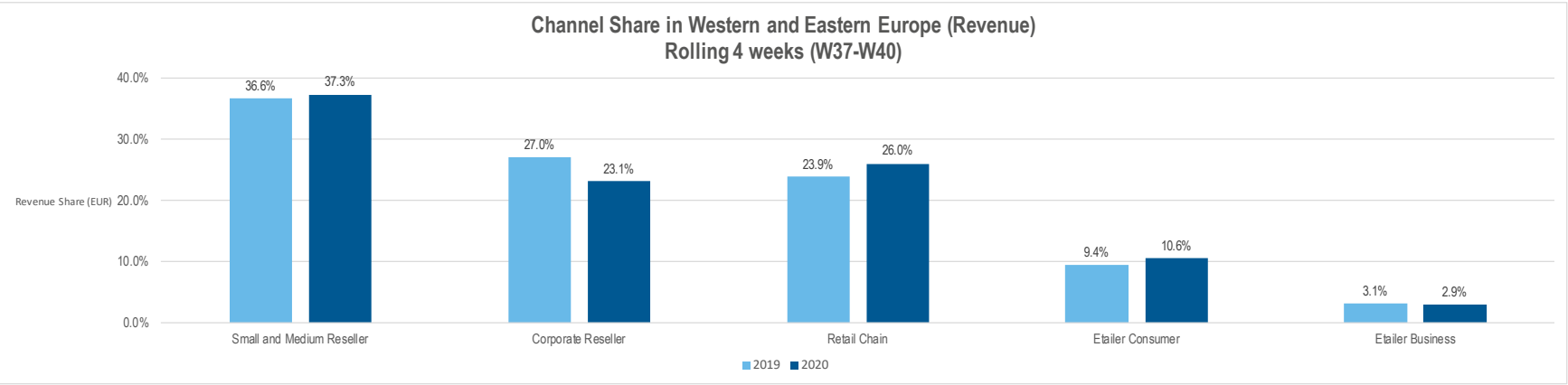
		Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W39	Rank-W40		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Notebooks	30%	37%	63%	63%	45%	27%	5%	49%	38%	-22%	17%	3%	3%	40%	22%	59%	15%	33%	24%	36%	31%	35%
2	2	👉 Smartphones	-38%	-40%	-12%	-68%	-17%	-45%	8%	-19%	-21%	58%	-35%	-20%	-2%	1%	-55%	70%	6%	249%	-9%	-27%	20%	-21%
3	3	👉 Warranties and Services	-5%	-21%	-12%	-10%	14%	-35%	-30%	17%	-35%	-8%	-40%	-42%	-29%	-16%	-21%	-8%	13%	-34%	-27%	-13%	-16%	-14%
4	4	👉 Desktops	-7%	-33%	-1%	-1%	0%	2%	-38%	-25%	-26%	0%	4%	9%	-21%	-24%	4%	9%	-17%	-31%	-2%	-13%	1%	-10%
5	5	👉 Tablet PCs	8%	-15%	52%	17%	29%	19%	-6%	54%	58%	65%	30%	22%	22%	18%	-27%	67%	89%	9%	110%	13%	24%	14%
6	6	👉 Monitors	31%	24%	6%	35%	67%	31%	24%	70%	22%	53%	-20%	37%	5%	8%	67%	34%	16%	15%	-11%	28%	48%	33%
7	7	👉 Ink Cartridges and Tanks	21%	-6%	8%	-5%	35%	32%	-28%	-10%	-38%	13%	-6%	39%	-5%	36%	-20%	6%	-13%	-10%	21%	7%	-7%	6%
8	8	👉 Toner	8%	-16%	-11%	7%	-22%	5%	-9%	-15%	-9%	14%	-29%	6%	-19%	5%	-39%	-6%	-11%	36%	-16%	-4%	-28%	-10%
10	9	👉 Security Software	29%	4%	-18%	-9%	-54%	-44%	-40%	-11%	-31%	9%	-28%	27%	-51%	19%	10%	-20%	27%	-42%	5%	-7%	0%	-7%
9	10	👉 Processors	12%	16%	45%	-14%	77%	-23%	-1%	-12%	21%	29%	0%	-11%	-15%	42%	-35%	27%	81%	144%	-76%	14%	-17%	3%
13	11	👉 Office Applications Software	-15%	-17%	34%	5%	27%	-1%	-1%	12%	15%	14%	12%	12%	6%	8%	-43%	-6%	1%	-18%	5%	-1%	-20%	-3%
11	12	👉 Solid State Drives (SSDs)	5%	-15%	-22%	1%	5%	-4%	27%	2%	29%	-29%	-29%	16%	16%	23%	31%	35%	70%	-22%	-62%	-1%	25%	5%
12	13	👉 Hard Disk Drives (HDDs)	-17%	-8%	-34%	-18%	-25%	-10%	-13%	7%	32%	-26%	89%	32%	-29%	3%	-41%	8%	-29%	72%	-24%	-12%	-30%	-17%
14	14	👉 Headsets/Headphones and Microphones	18%	22%	21%	52%	13%	138%	5%	52%	54%	157%	70%	72%	4%	26%	13%	41%	-2%	120%	-28%	34%	22%	33%
15	15	👉 Network Switches	-4%	-25%	-14%	-8%	-15%	-31%	-35%	-7%	4%	0%	-1%	-10%	-43%	9%	22%	32%	22%	-13%	23%	-12%	22%	-6%
16	16	👉 Data Management Software	29%	-13%	66%	1%	-68%	-8%	-15%	13%	68%	-32%	6%	-3%	7%	-42%	16%	-2%	15%	22%	18%	0%	7%	1%
17	17	👉 Operating Systems Software	-17%	-21%	-7%	6%	33%	5%	29%	8%	-2%	-26%	-5%	-7%	11%	-13%	45%	-4%	-17%	-7%	-57%	-8%	13%	-5%
18	18	👉 Servers (PC/Mac)	-27%	3%	-17%	8%	36%	-22%	18%	8%	15%	-27%	-24%	2%	37%	7%	-25%	-4%	-15%	58%	-46%	-8%	-16%	-11%
20	19	👉 Disk Arrays	-40%	-15%	111%	27%	-9%	-36%	-21%	-6%	151%	12%	12%	-91%	-54%	-24%	59%	25%	23%	36%	-75%	-13%	50%	1%
20	19	👉 RAM Memory	-7%	14%	-13%	6%	23%	-2%	7%	5%	-18%	-14%	-8%	-17%	-44%	4%	39%	-14%	-9%	0%	-64%	-1%	16%	3%
22	21	👉 All-in-One Lasers	-1%	-20%	2%	-5%	12%	-24%	-7%	18%	-21%	-25%	-29%	-10%	20%	-14%	2%	5%	8%	30%	-31%	-5%	2%	-3%
21	22	👉 Graphics and Design Software	-8%	-16%	-12%	-12%	45%	-28%	10%	-2%	-27%	-16%	26%	-49%	-54%	-19%	19%	3%	-3%	-15%	-8%	-9%	2%	-8%
23	23	👉 Large Format Displays	2%	-31%	-3%	-23%	24%	5%	-15%	-22%	-11%	-19%	216%	-34%	-33%	-7%	2%	46%	-12%	-45%	-19%	-14%	3%	-12%
30	24	👉 Smart Watches	-42%	17%	-2%	13%	70%	-32%	69%	-21%	22%	136%	85%	-51%	-34%	36%	62%	236%	-17%	-30%	-81%	0%	25%	2%
26	25	👉 All-in-One Inkjets	-11%	21%	27%	10%	33%	1%	-45%	1%	13%	-26%	41%	14%	-37%	14%	-38%	36%	5%	19%	7%	9%	4%	8%
26	26	👉 Televisions	66%	-29%	-24%	-10%	522%	22%	129%	-58%	-33%	-17%	443%	-34%	1%	125%	1602%	25%	-27%	-19%	9%	7%	86%	16%
25	27	👉 Network Routers	-12%	-24%	0%	26%	-48%	28%	62%	-57%	231%	16%	3%	216%	0%	-47%	-2%	18%	28%	6%	-59%	-11%	0%	-8%
27	28	👉 Wireless Access Points	16%	-23%	20%	19%	-2%	2%	-4%	72%	-5%	-4%	21%	19%	-44%	45%	59%	9%	46%	-44%	-1%	6%	34%	9%
32	29	👉 Virtualisation Software	42%	-5%	99%	-14%	-42%	26%	-10%	41%	36%	237%	-21%	-14%	3%	83%	-39%	57%	67%	44%	85%	22%	-2%	20%
31	30	👉 Network Management Software	-3%	40%	-42%	-2%	55%	-52%	-20%	-32%	-7%	-17%	197%	12%	12%	26%	42%	11%	127%	171%	-25%	6%	42%	9%
29	31	👉 Network Management and Security Appliances	-23%	-26%	-12%	-4%	20%	-28%	-46%	49%	5%	-24%	-25%	-17%	-50%	-15%	2%	-39%	112%	-68%	-76%	-18%	-2%	-16%
28	32	👉 Graphics Cards	-2%	-2%	15%	-12%	-16%	-26%	-50%	-34%	25%	-15%	-49%	-63%	-35%	-10%	30%	-1%	-43%	34%	-67%	-9%	1%	-7%
33	33	👉 Docking Stations	1%	22%	98%	63%	-7%	49%	7%	37%	85%	21%	9%	54%	-18%	60%	12%	59%	27%	34%	79%	25%	37%	25%
34	34	👉 Uninterruptable Power Supplies (UPS)	20%	-12%	-11%	-8%	-30%	-2%	10%	-1%	-18%	-6%	7%	36%	-27%	1%	0%	9%	-4%	-29%	-14%	-2%	0%	-1%
39	35	👉 Database Management Software	-1%	-41%	13%	-26%	6%	70%	20%	56%	-46%	-12%	-64%	-9%	-8%	13%	4%	-51%	-52%	17%	58%	-11%	-21%	-13%
37	36	👉 Cables and Connectivity Adapters	1%	-20%	-20%	13%	48%	5%	-9%	0%	-4%	10%	41%	44%	-8%	11%	41%	-2%	-5%	9%	-22%	1%	16%	2%
35	37	👉 Notebook Workstations	54%	51%	49%	31%	52%	16%	-19%	26%	-2%	-26%	29%	18%	9%	52%	-50%	-25%	-14%	-13%	-21%	32%	-31%	25%
36	38	👉 Desktop Workstations (PC/Mac)	-37%	-37%	-19%	-11%	-20%	-14%	8%	-20%	-22%	16%	-54%	-47%	-43%	-31%	-27%	16%	-44%	-29%	-35%	-27%	-23%	-26%
38	39	👉 Keyboards and Keypads	10%	33%	16%	25%	50%	44%	23%	32%	3%	28%	7%	-7%	72%	11%	22%	-21%	9%	30%	25%	10%	23%	30%
41	40	👉 Laser Printers	-5%	-16%	28%	4%	-14%	-22%	-19%	23%	-15%	-21%	2%	-16%	-24%	-3%	19%	-10%	11%	19%	27%	-4%	13%	2%
40	41	👉 Transceivers	-10%	-27%	20%	-25%	1%	-47%	-43%	-2%	30%	23%	9%	-50%	-37%	43%	69%	-54%	20%	36%	-40%	-12%	45%	-2%
42	42	👉 Mice	-1%	5%	47%	27%	32%	27%	9%	-12%	7%	-35%	37%	6%	-19%	32%	-20%	51%	3%	6%	19%	12%	7%	11%
45	43	👉 Projectors	6%	-46%	21%	14%	-18%	11%	-23%	-18%	-8%	-30%	-22%	-43%	7%	-5%	18%	-19%	11%	-10%	-12%	-10%	-7%	-10%
44	44	👉 Long Life Consumables	-4%	-35%	-13%	-20%	-2%	17%	-12%	-14%	-32%	-39%	-38%	-28%	-27%	-10%	-16%	1%	-4%	46%	-17%	-17%	-12%	-16%
43	45	👉 Integrated Systems	-32%	575%	-85%	88%	-28%	-19%	-88%	-43%	192%	-96%	-86%	-40%	-87%	255%	-83%	57321%	-100%	715%	-100%	-11%	-38%	-13%
46	46	👉 Mobile Computing Cases	79%	13%	49%	31%	58%	37%	-9%	135%	89%	48%	41%	31%	56%	34%	64%	25%	41%	1%	38%	41%	37%	41%
47	47	👉 Network Expansion Modules	-39%	31%	100%	-38%	-60%	-47%	-56%	-64%	-30%	23%	-25%	53%	-82%	-6%	465%	-41%	11%	-44%	-65%	-22%	303%	22%
NA	48	👉 Developer Tools Software	15%	-15%	363%	47%	67%	4%	69%	80%	-39%	-9%	349%	163%	17%	27%	-69%	121%	26%	86%	-47%	29%	31%	29%
50	49	👉 Digital Media Players	-25%	31%	11%	17%	33%	-10%	52%	-52%	87%	53%	-11%	73%	-8%	61%	37%	6%	48%	1049%	26%	22%	29%	23%
48	50	👉 NAS Devices	6%	6%	6%	-24%	-23%	-9%	-36%	-3%	11%	114%	-36%	35%	-6%	-46%	-8%	11%	-3%	35%	-21%	-4%	0%	-3%

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-4%	-12%	-9%	-9%	-14%	-23%	-3%	-39%	4%	-9%	-44%	-19%	-28%	-1%	-9%	-11%	-1%	-36%	-49%	-11%	-11%	-11%
	Small and Medium Reseller	2%	1%	14%	9%	13%	-1%	-11%	9%	-2%	22%	-3%	-9%	-7%	7%	10%	19%	10%	24%	-14%	5%	12%	6%
	Etailer Business	-7%	13%	5%	12%	-13%	-26%	-20%	-32%	53%	-21%	-35%	-2%	-41%	-7%	-43%	32%	-2%	-40%	-32%	-3%	-17%	-4%
Retail Channels	Etailer Consumer	22%	9%	59%	19%	66%	22%	-81%	25%	20%	54%	17%	45%	-19%	17%	-35%	55%	4%	23%	-16%	23%	-5%	18%
	Retail Chain	-6%	-8%	7%	-12%	12%	22%	35%	20%	21%	24%	5%	106%	20%	38%	44%	55%	11%	192%	-12%	5%	43%	13%



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Largest Industries Business
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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019
Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE				
Rank-W39	Rank-W40	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	16%	25%	86%	42%	63%	-1%	-4%	29%	30%	-23%	19%	-8%	-21%	37%	17%	49%	45%	-3%	3%
3	2	⬆ Software and Licences	8%	-10%	18%	-2%	-20%	-8%	-5%	-46%	-16%	8%	-5%	2%	-7%	-2%	34%	-12%	-4%	-10%	-16%
2	3	⬇ Telecommunications	-25%	-31%	-28%	-43%	-41%	-20%	5%	-38%	-26%	78%	-50%	-68%	7%	5%	-41%	62%	-18%	108%	-15%
4	4	➡ Printing Consumables	10%	-18%	-11%	8%	7%	16%	-18%	-15%	-22%	18%	-25%	12%	-13%	5%	-34%	-5%	-1%	9%	9%
5	5	➡ Displays	-5%	-23%	-9%	2%	20%	-1%	-3%	-5%	-1%	9%	11%	-16%	-33%	-5%	19%	-8%	-5%	-30%	-26%
6	6	➡ Disk Storage	-26%	-17%	2%	-2%	-15%	-26%	-26%	-14%	41%	-27%	-17%	-39%	-52%	-8%	-1%	9%	2%	-7%	-56%
7	7	➡ Computing Components	-15%	4%	-2%	-21%	12%	-16%	-6%	-23%	-1%	-20%	-35%	-17%	-41%	4%	-27%	3%	-16%	72%	-72%
9	8	⬆ Warranties and Services	-4%	-22%	-13%	-10%	12%	-37%	-33%	16%	-39%	-6%	-52%	-42%	-30%	-15%	-20%	-10%	12%	-35%	-28%
8	9	⬇ Desktop Computing	-23%	-38%	-5%	-9%	-10%	-28%	-44%	-41%	-16%	-8%	-13%	-10%	-42%	-40%	6%	-13%	-21%	-63%	-22%
11	10	⬆ Printing	-12%	-28%	-13%	-16%	-23%	-29%	-40%	7%	-25%	-31%	-14%	-42%	-28%	-27%	-17%	-13%	-7%	-25%	-46%
10	11	⬇ Computing Accessories	34%	18%	68%	36%	57%	39%	3%	20%	42%	24%	45%	36%	5%	25%	33%	46%	24%	22%	-1%
12	12	➡ Audio-Video Systems	57%	26%	2%	49%	-18%	159%	-5%	103%	63%	152%	111%	43%	42%	74%	43%	-20%	54%	-9%	28%
13	13	➡ Networking Systems	-16%	-28%	-11%	-16%	-40%	-41%	-31%	-22%	24%	-11%	-13%	-15%	-45%	-8%	13%	-21%	12%	-29%	8%
14	14	➡ Server Computing	-13%	60%	-57%	1%	13%	-47%	-30%	-36%	31%	-41%	-44%	-29%	0%	11%	-30%	12%	-33%	47%	-69%
15	15	➡ Data Center Networking and Security	-32%	-16%	-8%	-44%	-11%	-55%	-51%	-52%	57%	-38%	-34%	-13%	-63%	-17%	95%	-37%	9%	-13%	-71%
18	16	⬆ Wearable Devices	-6%	31%	13%	204%	2%	-38%	-18%	17%	31%	69%	-5%	-75%	-54%	80%	-15%	175%	-18%	-22%	-60%
16	17	⬇ Power Equipment	-11%	-18%	3%	-11%	-26%	-11%	5%	-11%	-23%	-7%	11%	-9%	-40%	-18%	-8%	5%	4%	-25%	-27%
17	18	⬇ Wireless Networking	9%	-5%	8%	10%	-27%	-10%	-16%	70%	-22%	0%	16%	24%	-47%	54%	42%	-33%	28%	-56%	-4%
19	19	➡ Other Networking Equipment	-12%	-29%	13%	-16%	19%	-38%	-38%	-3%	19%	25%	2%	-35%	-32%	-4%	19%	-43%	38%	12%	-35%
20	20	➡ Connectivity	7%	-16%	-3%	8%	50%	-6%	-2%	3%	-2%	-4%	24%	45%	-10%	15%	25%	-5%	45%	3%	-28%
21	21	➡ Removable Storage	-16%	-33%	4%	0%	-31%	144%	16%	-22%	-31%	-17%	-65%	-25%	-21%	-27%	-17%	5%	-20%	1%	-33%
22	22	➡ Electronics	-11%	-20%	23%	116%	32%	16%	-29%	-29%	-43%	58%	-13%	274%	16%	4%	-39%	-19%	3%	-66%	49%
23	23	➡ Smart Home and Office	-27%	-5%	123%	16%	-10%	-51%	0%	19%	-52%	35%	465%	-69%	-65%	14%	134%	5%	745%	2784%	-11%
24	24	➡ Games Consoles	61%		-57%	-30%	-15%	166%	156%	12%	-50%	1219%	-4%	54%	-82%	-26%	-41%	54%	-89%	16%	340%
25	25	➡ Unified Communications	-18%	-68%	-54%	-31%	-41%	8%	-19%	-24%	-48%	-81%	-60%	-2%	-77%	-49%	-51%	167%	-49%	16%	86%
26	26	➡ Scanner Imaging	20%	-50%	-4%	-7%	12%	-39%	-50%	-13%	-19%	-56%	54%	62%	196%	-41%	-36%	-37%	-37%	77%	-22%
27	27	➡ Security	18%	-6%	37%	29%	36%	-5%	-55%	31%	26%	-57%	-40%	-87%	1295%	-66%	6%	-64%	-3%	-64%	-29%
28	28	➡ Terminals, Thin Clients and Points of Sales	-19%	-70%	-13%	-24%	-11%	27%	-68%	-43%	-39%	-35%	84%	-58%	17%	6%	-33%	45%	10%	-83%	47%
29	29	➡ Tape Storage	-35%	-37%	-40%	-8%	-41%	133%	109%	76%	-50%	-30%	-34%	-83%	-33%	-34%	13%	45%	-77%	93%	-92%
30	30	➡ Photo and Video Cameras	-33%	-51%	37%	-70%	136%	-53%	-43%	-21%	-92%	-78%	109%	-86%	-65%	-27%	-62%	-73%	9%	2%	-35%

INDUSTRY SECTOR TREND		
WE	EE	Total
28%	27%	28%
-4%	8%	-3%
-24%	15%	-18%
-2%	-21%	-5%
-7%	3%	-6%
-16%	-1%	-13%
-9%	-20%	-12%
-14%	-16%	-14%
-23%	-4%	-20%
-19%	-17%	-18%
31%	33%	31%
45%	19%	43%
-21%	5%	-16%
-13%	-22%	-15%
-27%	62%	-13%
11%	17%	12%
-13%	-7%	-11%
2%	13%	4%
-14%	11%	-8%
3%	18%	5%
-14%	-10%	-13%
16%	-27%	2%
1%	197%	14%
-2%	-6%	-3%
-39%	-23%	-36%
-12%	-36%	-17%
0%	-6%	-2%
-26%	-23%	-25%
-26%	-8%	-23%
-16%	-34%	-26%

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W39	Rank-W40	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	32%	22%	36%	72%	28%	62%	21%	65%	58%	26%	19%	55%	62%	30%	15%	64%	13%	64%	70%
3	2	⬆ Software and Licences	52%	-37%	-24%	34%	82%	72%	118%	412%	93%	283%	116%	246%	119%	244%	74%	38%	80%	286%	1%
2	3	⬇ Telecommunications	-39%	-47%	-6%	-69%	-6%	-48%	6%	-14%	-13%	1%	-33%	40%	-4%	-5%	-42%	62%	16%	320%	-5%
4	4	➡ Printing Consumables	30%	-4%	22%	-13%	4%	14%	-12%	-6%	-40%	-6%	-8%	39%	-9%	76%	-20%	23%	-33%	87%	-4%
5	5	➡ Displays	69%	36%	-10%	78%	163%	73%	122%	134%	-13%	88%	101%	86%	49%	44%	250%	56%	6%	26%	48%
6	6	➡ Disk Storage	33%	22%	-27%	-14%	-4%	26%	71%	119%	57%	96%	65%	36%	53%	60%	3%	42%	34%	57%	-52%
7	7	➡ Computing Components	53%	31%	155%	26%	41%	29%	-20%	24%	96%	112%	80%	-17%	-15%	102%	14%	15%	28%	36%	-73%
9	8	⬆ Warranties and Services	-14%	62%	87%	43%	215%	126%	148%	205%	10%	-62%	2077%	48%	-2%	-39%	-60%	40%	73%	80%	1472%
8	9	⬇ Desktop Computing	20%	-5%	4%	64%	19%	58%	-13%	27%	-55%	41%	34%	16%	30%	17%	-9%	73%	-19%	231%	70%
11	10	⬆ Printing	5%	26%	31%	23%	34%	27%	52%	42%	23%	35%	11%	40%	37%	22%	26%	39%	2%	62%	75%
10	11	⬇ Computing Accessories	13%	31%	60%	39%	102%	55%	33%	38%	39%	15%	32%	11%	-25%	61%	-1%	53%	23%	46%	27%
12	12	➡ Audio-Video Systems	-37%	-2%	51%	33%	41%	-27%	22%	-16%	9%	112%	34%	125%	-19%	8%	-10%	67%	-27%	184%	-48%
13	13	➡ Networking Systems	11%	6%	-4%	79%	120%	84%	50%	-19%	93%	171%	278%	235%	35%	8%	8%	207%	62%	81%	-62%
14	14	➡ Server Computing	128%	-1%	183%	2397%	334%	153%	-256%	95%	322%	2243%	9646%	1575%	594%	77%	185%	92%	-53%	2315%	442%
15	15	➡ Data Center Networking and Security	106%	124%	647%	298%	8243%	284%	-30%	294%	-57%	2014%	2515%	-11%	-41%	135%	338%	4%	1302%	4418%	20%
18	16	⬆ Wearable Devices	-45%	0%	5%	-54%	133%	-30%	113%	-24%	19%	160%	206%	50%	-21%	29%	65%	488%	-24%	-9%	-90%
16	17	⬇ Power Equipment	69%	23%	0%	-6%	41%	61%	-44%	125%	94%	37%	-21%	77%	19%	64%	69%	30%	9%	87%	-30%
17	18	⬇ Wireless Networking	22%	-59%	25%	58%	73%	32%	34%	38%	79%	-13%	10%	-22%	9%	45%	42%	135%	133%	0%	-14%
19	19	➡ Other Networking Equipment	20%	34%	-10%	91%	91%	29%	-30%	55%	18%	293%	34%	14%	69%	0%	281%	12%	82%	12%	-54%
20	20	➡ Connectivity	-7%	-35%	-46%	29%	36%	27%	-21%	10%	-8%	70%	68%	87%	1%	9%	57%	7%	-77%	11%	3%
21	21	➡ Removable Storage	-43%	-53%	-40%	184%	-40%	7%	-31%	23%	-27%	49%	-58%	18%	28%	-19%	-16%	19%	-8%	29%	-12%
22	22	➡ Electronics	-69%	25%	17%	109%	-21%	8%	-63%	-9%	-52%	1796%	-65%	54%	-84%	-67%	464%	-43%	165%	-50%	-31%
23	23	➡ Smart Home and Office	-8%	80%	3%	-10%	-19%	30%	-74%	-63%	1242%	146%	411%	1258%	-44%	79%	162%	307%	-8%	5781%	40%
24	24	➡ Games Consoles	-42%		-18%	161%	-26%	-15%	380%	-73%	100%	-90%		2539%	-11%	96%	-60%	-42%	-67%	-38%	-19%
25	25	➡ Unified Communications	-13%	-47%	15%	67%	84%	10%	-45%	-88%	-19%	-41%		115%	-71%	10%	272%	152%	-55%	-81%	-91%
26	26	➡ Scanner Imaging	92%	-28%	-4%	42%	95%	58%	-11%	236%	-40%	62%	22%	393%	67%	78%	123%	69%	59%	14%	57%
27	27	➡ Security	76%	-17%	-15%	-23%	-7%	30%	56%	-11%	20%	346%	430%	-27%	-37%	67%	209%	85%	119%	185%	137%
28	28	➡ Terminals, Thin Clients and Points of Sales	154%	-93%	-64%	1268%	-62%	86%	-45%	1193%	177%	4701%	-97%	123%	-23%	133%	183%	419%	179%	10%	10655%
29	29	➡ Tape Storage	141%	396%	45%	1652%	301%	-28%	517%	516%	-87%	46%	-85%	604%	-50%	166%	2582%	330%	21%	898%	159%
30	30	➡ Photo and Video Cameras	-80%	76%	-63%	34%	-64%	-37%	-83%	688%	-73%	-73%	-25%	-98%	-72%	-72%	-36%	41%	-2%	-1%	-47%

INDUSTRY SECTOR TREND		
WE	EE	Total
35%	31%	34%
30%	58%	35%
-28%	20%	-21%
5%	-13%	3%
45%	109%	61%
27%	15%	23%
42%	11%	30%
24%	-28%	19%
16%	7%	13%
22%	26%	23%
36%	23%	33%
5%	16%	7%
25%	33%	27%
193%	186%	190%
198%	189%	196%
2%	66%	7%
32%	55%	41%
12%	71%	18%
37%	167%	46%
-2%	-2%	-2%
-33%	3%	-25%
9%	103%	27%
1%	359%	5%
-22%	-48%	-33%
-17%	194%	-6%
44%	89%	50%
3%	157%	14%
-12%	190%	21%
159%	1271%	232%
-53%	13%	-23%

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Largest Category Business
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Top Categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019
Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					
Rank-W39	Rank-W40	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
1	1	➡ Notebooks	17%	44%	101%	49%	65%	-2%	1%	40%	27%	-32%	13%	-11%	-24%	45%	23%	56%	47%	0%	5%	
2	2	➡ Warranties and Services	-4%	-22%	-13%	-10%	12%	-37%	-33%	16%	-39%	-6%	-52%	-42%	-30%	-15%	-20%	-10%	12%	-35%	-28%	
3	3	➡ Smartphones	-34%	-34%	-27%	-51%	-43%	-32%	9%	-43%	-31%	82%	-49%	-71%	3%	3%	-68%	70%	-17%	123%	-18%	
4	4	➡ Desktops	-19%	-38%	-2%	-8%	-9%	-29%	-45%	-42%	-14%	-8%	-9%	9%	-40%	-40%	10%	-16%	-12%	64%	-18%	
5	5	➡ Toner	8%	-20%	-13%	7%	-22%	9%	-12%	-16%	-9%	12%	-30%	2%	-19%	-5%	-41%	-12%	-1%	39%	-12%	
6	6	➡ Tablet PCs	11%	-22%	42%	23%	56%	1%	-18%	-18%	59%	75%	66%	15%	4%	9%	-35%	24%	53%	-40%	-2%	
7	7	➡ Security Software	28%	6%	-16%	-11%	-55%	-51%	-40%	-24%	-36%	1%	-37%	20%	-63%	19%	8%	-24%	7%	-51%	-21%	
8	8	➡ Monitors	-2%	-2%	-13%	24%	28%	-2%	12%	39%	5%	40%	-40%	19%	-34%	-2%	-17%	-6%	0%	-15%	-21%	
9	9	➡ Office Applications Software	-16%	-16%	34%	6%	24%	0%	-2%	9%	15%	9%	13%	7%	5%	1%	-45%	-9%	-3%	-27%	5%	
10	10	➡ Ink Cartridges and Tanks	16%	-6%	-7%	16%	44%	38%	-27%	-12%	-31%	72%	-4%	44%	-2%	14%	-21%	5%	-3%	-22%	49%	
11	11	➡ Data Management Software	28%	-13%	66%	0%	-68%	-13%	-17%	11%	64%	-37%	5%	-4%	4%	-43%	14%	-3%	-5%	15%	18%	
12	12	➡ Network Switches	-12%	-26%	-13%	-16%	-21%	-47%	-37%	-19%	3%	-11%	-3%	-17%	-44%	6%	14%	-22%	15%	-29%	0%	
13	13	➡ Solid State Drives (SSDs)	0%	-21%	-17%	-1%	4%	-11%	-13%	-20%	29%	-42%	-50%	13%	-3%	4%	22%	36%	29%	-38%	-65%	
14	14	➡ Operating Systems Software	-20%	-20%	-7%	6%	29%	7%	20%	-18%	-6%	-33%	-12%	-12%	1%	-16%	53%	-11%	-21%	-21%	-48%	
15	15	➡ Processors	-14%	3%	16%	-34%	21%	-36%	-6%	-29%	12%	-18%	-40%	-22%	-39%	14%	-65%	26%	10%	198%	-77%	
16	16	➡ Headsets/Headphones and Microphones	60%	58%	5%	72%	-21%	200%	1%	130%	79%	162%	138%	45%	52%	101%	113%	-7%	81%	-9%	58%	
17	17	➡ Disk Arrays	-40%	-18%	111%	24%	9%	-38%	-39%	-7%	152%	9%	-34%	-92%	-79%	-30%	57%	25%	24%	33%	-75%	
18	18	➡ Servers (PC/Mac)	-31%	4%	-19%	-3%	29%	-25%	15%	6%	12%	-35%	-32%	-6%	13%	-9%	-30%	-9%	-7%	27%	-51%	
19	19	➡ Hard Disk Drives (HDDs)	-34%	-13%	-40%	-15%	-44%	-40%	-31%	-12%	22%	-35%	119%	17%	-54%	-3%	-51%	-19%	-24%	22%	-15%	
20	20	➡ Graphics and Design Software	-10%	-16%	-12%	-12%	46%	-29%	9%	-2%	-28%	-35%	25%	-53%	-61%	-19%	-1%	3%	-3%	-17%	-8%	
21	21	➡ RAM Memory	-23%	17%	-14%	6%	19%	6%	7%	5%	-21%	-23%	-20%	-19%	-44%	-4%	39%	-12%	-29%	-1%	-63%	
22	22	➡ Large Format Displays	-13%	-34%	-2%	-24%	20%	0%	-19%	-43%	-11%	-28%	215%	-39%	-43%	-9%	-5%	40%	-30%	-60%	-48%	
23	23	➡ Virtualisation Software	41%	50%	99%	-19%	-46%	16%	-15%	37%	6%	229%	-29%	-19%	-7%	48%	-41%	19%	64%	-12%	-8%	
24	24	➡ Network Management Software	-4%	36%	-43%	-2%	54%	-55%	-17%	-33%	-3%	-19%	191%	-15%	12%	24%	41%	-2%	124%	98%	-43%	
25	25	➡ All-in-One Lasers	-15%	-38%	-18%	-10%	-1%	-52%	-29%	-8%	-37%	-44%	-35%	-23%	-19%	-22%	-21%	-9%	21%	-4%	-59%	
26	26	➡ Docking Stations	-1%	20%	96%	64%	-9%	32%	-7%	32%	88%	17%	6%	47%	-7%	52%	9%	40%	8%	26%	87%	
27	27	➡ Wireless Access Points	13%	-6%	13%	10%	-29%	-10%	-17%	82%	-19%	2%	26%	26%	-50%	43%	60%	-34%	15%	-60%	2%	
28	28	➡ Network Management and Security Appliances	-29%	-33%	-22%	-20%	8%	-36%	-47%	-47%	13%	-58%	-25%	-16%	-44%	-15%	-14%	-20%	59%	-72%	-77%	
29	29	➡ Database Management Software	-1%	-44%	13%	-29%	-2%	68%	20%	54%	-46%	-14%	-66%	-8%	-8%	11%	4%	-51%	-53%	16%	67%	
30	30	➡ Notebook Workstations	32%	41%	48%	25%	30%	4%	-21%	2%	-1%	-38%	31%	-6%	-20%	56%	-52%	-38%	-29%	-38%	-32%	
31	31	➡ Transceivers	-13%	-33%	18%	-29%	-4%	-49%	-38%	-2%	29%	12%	7%	-49%	-43%	47%	65%	-52%	11%	37%	-41%	
32	32	➡ Uninterruptable Power Supplies (UPS)	5%	-12%	-6%	-14%	-35%	-17%	6%	-19%	-27%	-19%	10%	-7%	-34%	-7%	-20%	-16%	-9%	-51%	-27%	
33	33	➡ Cables and Connectivity Adapters	6%	-15%	-4%	10%	51%	-10%	-3%	0%	-4%	2%	27%	44%	-12%	12%	39%	-6%	44%	5%	-25%	
34	34	➡ Network Expansion Modules	-39%	31%	100%	-35%	-64%	-65%	-58%	-67%	-34%	3%	-25%	41%	-87%	-15%	456%	-65%	108%	-53%	-68%	
35	35	➡ Network Routers	-37%	-37%	-3%	-18%	-61%	13%	14%	-56%	232%	-12%	-44%	21%	-51%	-60%	9%	-21%	3%	-28%	26%	
36	36	➡ All-in-One Inkjets	-14%	36%	16%	-3%	2%	-13%	-71%	-30%	9%	-11%	159%	3%	-61%	4%	-43%	-22%	-16%	-30%	17%	
37	37	➡ Desktop Workstations (PC/Mac)	-47%	-38%	-18%	-15%	-32%	-20%	-26%	-36%	-27%	-3%	-51%	-57%	-57%	-39%	-29%	12%	-58%	-52%	-45%	
38	38	➡ Integrated Systems	-32%	575%	-85%	88%	-28%	-40%	-89%	-43%	186%	-96%	-86%	-56%	-87%	255%	-85%	57321%	-100%	534%	-100%	
39	39	➡ Developer Tools Software	15%	-15%	363%	47%	67%	4%	69%	80%	-41%	-12%	346%	170%	14%	25%	-69%	122%	35%	81%	-47%	
40	40	➡ Televisions	-54%	-35%	-24%	-28%	73%	2%	-28%	-75%	52%	-66%	227%	-75%	31%	-23%	1177%	-25%	7%	-33%	-43%	
41	41	➡ Long Life Consumables	-5%	-37%	-13%	-22%	-11%	21%	-16%	-16%	-34%	-42%	-38%	-31%	-29%	-13%	-16%	-2%	2%	63%	-17%	
42	42	➡ Laser Printers	-14%	-24%	33%	-3%	-24%	-30%	-39%	10%	-34%	-51%	-3%	-40%	-39%	-21%	14%	-25%	19%	-41%	4%	
43	43	➡ Graphics Cards	-4%	-13%	-15%	-12%	-17%	-43%	-42%	-53%	22%	-22%	-46%	-15%	-48%	-35%	35%	-29%	-51%	46%	-61%	
44	44	➡ Keyboards and Keypads	31%	31%	-5%	21%	61%	26%	15%	28%	22%	12%	36%	9%	6%	57%	19%	-6%	-3%	10%	12%	
45	45	➡ Projectors	21%	-50%	40%	7%	-25%	1%	-26%	-43%	-28%	-42%	-21%	-54%	-40%	-11%	-2%	-27%	0%	-53%	-22%	
46	46	➡ Servers (Unix)	76%	-90%	-33%	-22%	-91%	-94%	186%	-98%	224%	-100%	10%	-100%		466%	8%	71%	-100%		-88%	
47	47	➡ VOIP Systems	-22%	-68%	-55%	-32%	-40%	10%	-14%	-24%	-49%	-81%	-66%	14%	-82%	-50%	-47%	135%	-48%	6%	92%	

CATEGORY TREND		
WE	EE	Total
35%	32%	34%
-14%	-16%	-14%
-27%	15%	-21%
-22%	-1%	-18%
-6%	-30%	-11%
7%	0%	6%
-9%	-6%	-9%
4%	-13%	0%
-1%	-25%	-4%
9%	-3%	8%
-1%	3%	-1%
-17%	6%	-13%
-8%	14%	-3%
-10%	14%	-8%
-10%	-43%	-20%
60%	49%	60%
-15%	49%	-1%
-12%	-23%	-15%
-25%	-42%	-29%
-10%	0%	-9%
-7%	19%	-2%
-19%	-7%	-18%
28%	-17%	23%
3%	37%	6%
-22%	-18%	-21%
23%	25%	23%
3%	19%	5%
-26%	-15%	-25%
-13%	-21%	-14%
-20%	-41%	14%
-15%	42%	-5%
-9%	-20%	-13%
3%	25%	5%
-24%	290%	19%
-35%	3%	-25%
0%	-25%	-3%
-33%	-29%	-32%
-13%	-45%	-15%
29%	31%	29%
-17%	93%	9%
-19%	-12%	-17%
-14%	6%	-9%
-17%	-8%	-15%
27%	8%	25%
-15%	-20%	-15%
-10%	-1%	7%
41%	-22%	-38%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 40 (to October 04 2020) vs Same Period 2019

Sorted by largest categories and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank-W39	Rank-W40	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Notebooks	41%	22%	30%	108%	31%	70%	17%	56%	59%	18%	19%	48%	61%	35%	21%	61%	3%	66%	53%	38%	31%	36%	
2	2	👉 Smartphones	-39%	-46%	-5%	-74%	-5%	-50%	8%	-14%	-8%	3%	-32%	39%	-3%	-2%	-50%	69%	18%	332%	-4%	-27%	22%	-21%	
3	3	👉 Monitors	69%	69%	34%	78%	111%	83%	107%	145%	104%	118%	41%	75%	74%	32%	199%	76%	26%	60%	14%	70%	127%	86%	
4	4	👉 Tablet PCs	5%	15%	63%	7%	10%	40%	43%	108%	56%	49%	15%	331%	49%	24%	-24%	105%	109%	45%	235%	22%	39%	24%	
5	5	👉 Ink Cartridges and Tanks	34%	-6%	26%	-15%	18%	27%	-30%	-6%	-44%	-19%	-7%	33%	-7%	111%	-20%	8%	-26%	4%	2%	5%	-12%	3%	
6	6	👉 Desktops	18%	-5%	5%	60%	17%	65%	-20%	20%	-57%	32%	36%	11%	29%	16%	-8%	74%	-23%	232%	69%	14%	7%	12%	
7	7	👉 Processors	104%	82%	246%	25%	131%	48%	1%	39%	130%	171%	109%	-4%	-3%	119%	18%	27%	164%	70%	-74%	80%	21%	54%	
8	8	👉 Headsets/Headphones and Microphones	-21%	-8%	44%	34%	47%	54%	8%	2%	-5%	137%	42%	152%	-21%	-9%	-16%	59%	-28%	249%	-53%	9%	12%	10%	
15	9	👈 Smart Watches	-45%	19%	-6%	-23%	175%	-26%	110%	-24%	10%	168%	291%	49%	-29%	36%	131%	380%	-40%	-31%	-91%	2%	31%	4%	
12	10	👈 Televisions	190%	-26%	-24%	473%	1870%	65%	851%	19%	-75%	13%	2660%	468%	-9%	575%	2227%	45%	-33%	-10%	139%	-2%	83%	20%	
9	11	👈 Solid State Drives (SSDs)	16%	49%	-41%	9%	8%	13%	124%	120%	46%	99%	38%	21%	33%	161%	51%	33%	123%	13%	-58%	23%	43%	30%	
10	12	👇 Hard Disk Drives (HDDs)	70%	6%	-8%	-28%	-9%	51%	18%	167%	82%	27%	62%	39%	31%	23%	-23%	54%	-34%	192%	-43%	29%	-8%	14%	
11	13	👇 All-In-One Inkjets	-8%	13%	34%	22%	53%	20%	0%	14%	14%	-33%	10%	29%	-6%	18%	-37%	51%	13%	47%	2%	14%	13%	14%	
14	14	➡ All-in-One Lasers	23%	93%	34%	8%	45%	35%	131%	155%	172%	68%	21%	78%	155%	-3%	38%	29%	0%	52%	203%	35%	33%	34%	
13	15	➡ Network Routers	-3%	13%	2%	57%	126%	44%	97%	-58%	230%	116%	418%	321%	150%	-18%	-12%	68%	58%	58%	-83%	14%	-3%	9%	
16	16	👉 Graphics Cards	0%	9%	136%	-8%	-16%	-4%	-52%	4%	48%	-3%	-59%	-86%	-30%	56%	26%	15%	-39%	28%	-71%	-3%	6%	0%	
17	17	👉 Toner	19%	11%	9%	10%	-21%	-9%	34%	-3%	-8%	41%	-21%	40%	-20%	34%	-23%	66%	-42%	20%	-49%	8%	-19%	1%	
18	18	👉 Wireless Access Points	21%	-62%	42%	68%	75%	29%	27%	41%	86%	-26%	7%	-30%	-17%	50%	55%	154%	140%	2%	-8%	10%	83%	16%	
22	19	👈 Digital Media Players	-37%	120%	15%	32%	37%	10%	65%	-50%	96%	64%	-25%	88%	-21%	64%	168%	94%	44%	7417%	-1%	33%	102%	34%	
21	20	👈 Network Switches	73%	-4%	-29%	133%	109%	121%	-24%	246%	16%	195%	63%	88%	-32%	65%	93%	681%	70%	136%	232%	58%	175%	85%	
19	21	👇 Mice	-9%	44%	78%	36%	33%	26%	47%	-24%	14%	-28%	40%	-31%	-25%	24%	-32%	75%	-1%	24%	36%	15%	9%	14%	
23	22	👈 Keyboards and Keypads	-12%	39%	53%	30%	39%	63%	26%	17%	61%	-17%	20%	5%	-17%	84%	4%	40%	-32%	9%	64%	23%	11%	20%	
20	23	👇 RAM Memory	88%	-34%	29%	21%	31%	29%	7%	-2%	61%	86%	109%	-9%	-43%	73%	41%	-17%	45%	2%	-67%	49%	8%	32%	
25	24	👈 Smart Bands and Activity Trackers	-13%	-41%	153%	-85%	94%	37%	148%	-55%	5105%	-72%	-1%	-82%	4569%	11%	50%	794%	53%	59%	-87%	11%	150%	33%	
24	25	👇 Portable Speakers	-84%	-9%	65%	49%	44%	-77%	-15%	-62%	-54%	-1210%	-93%	-234%	114%	-82%	25%	-12%	-64%	-52%	-65%	-24%	-17%	-23%	
27	26	👈 Laser Printers	29%	28%	22%	56%	7%	-7%	127%	106%	254%	165%	23%	163%	61%	37%	27%	11%	4%	145%	169%	31%	24%	28%	
31	27	👇 Warranties and Services	-14%	62%	87%	43%	215%	126%	148%	205%	10%	-62%	2077%	48%	-2%	-39%	-60%	40%	73%	80%	1472%	24%	-28%	19%	
32	28	👈 Office Applications Software	7%	-39%	26%	-8%	162%	-10%	71%	161%	19%	270%	-29%	407%	52%	216%	-4%	-1%	35%	256%	2%	13%	7%	11%	
26	29	👇 Games Accessories	-9%		68%	104%	43%	-13%	133%	51%	100%	-79%	59%	3093%	37%	106%	-56%	-7%	-22%	-54%	2%	25%	-15%	10%	
28	30	👇 Uninterruptable Power Supplies (UPS)	97%	-14%	-47%	27%	3%	52%	94%	296%	130%	133%	-33%	729%	1%	85%	76%	126%	9%	73%	65%	29%	75%	58%	
33	31	👈 Security Software	113%	-17%	-54%	45%	24%	156%	12%	828%	66%	129%	279%	2181%	167%	32%	50%	9%	386%	9515%	1734%	33%	77%	37%	
29	32	👇 Powerline Devices	28%	-16%	-10%	85%	87%	22%	14%	37%	15%	119%	26%	2494%	-79%	4%	13%	22%	73%	30%	-44%	37%	25%	37%	
30	33	👇 NAS Devices	18%	13%	46%	-35%	-8%	-3%	-52%	15%	11%	623%	11%	141%	3%	-17%	14%	47%	29%	217%	-14%	11%	29%	13%	
35	34	👈 Mobile Computing Cases	61%	-1%	4%	-13%	28%	19%	-15%	339%	60%	54%	25%	55%	37%	68%	53%	-4%	40%	1%	110%	30%	25%	30%	
34	35	👇 Operating Systems Software	42%	-43%	-56%	17%	78%	-14%	206%	208%	239%	289%	234%	225%	183%	147%	8%	20%	19%	67%	-81%	55%	12%	36%	
36	36	👈 Cables and Connectivity Adapters	-16%	-39%	-47%	27%	39%	25%	-22%	0%	-7%	64%	65%	34%	-2%	8%	62%	3%	-101%	27%	-3%	-6%	-12%	-6%	
37	37	👉 Projectors	-12%	-26%	-22%	57%	1%	22%	-2%	50%	81%	59%	-23%	127%	117%	8%	53%	-5%	37%	130%	64%	3%	21%	6%	
38	38	👉 IP Cameras	77%	-20%	-15%	-23%	-7%	29%	56%	-11%	20%	351%	431%	-27%	-37%	67%	213%	84%	66%	179%	136%	3%	146%	12%	
39	39	👉 Smart Speakers	-1%	-37%	35%	-18%	-44%	-43%	-89%	-76%	170%	-52%					125%	-100%	105%		-35%	150%	-35%		
40	40	👉 Smartphone Protective Cases	-84%	-82%	-75%	-44%	-80%	-77%	-13%	-65%	-90%	21%	-84%	2%	-41%	-52%	327%	-92%	-41%	-32%		-64%	-45%	-62%	
41	41	👉 Mobile Phones	-62%	0%	333%	-30%	141%	45%	-14%	-33%	-33%	16%	-84%	251%	1%	-22%	22%	-25%	-1%	-21%	-5%	-13%	19%	-4%	
42	42	👉 USB Memory	-51%	-54%	32%	576%	-41%	-7%	10%	16%	-26%	-8%	-62%	-6%	-9%	-5%	22%	-1%	-12%	3%	-3%	-31%	3%	-26%	
43	43	👉 Memory Cards	-37%	-51%	-68%	47%	-46%	28%	-59%	23%	-24%	149%	-60%	37%	68%	-59%	-33%	35%	-10%	48%	-1%	-39%	2%	-30%	
44	44	👈 Digital Cameras	232%	10%	-16%	297%	-65%	-1%	-59%	-100%	-13%	-88%	-28%	-84%	-71%	-14%	5%	71%	-16%	-12%	-55%	-50%	24%	-9%	
44	45	👇 Consoles Fixed	-67%		-89%	1629%	-91%	-73%	6850%	-100%	-100%	-100%	-100%	-99%	-38%	-99%	-62%	-95%	-113%	-40%		-69%	-70%	-69%	

OPTIMISE TODAY

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