

IT Industry Update

16th September 2020

CONTEXT Weekly IT Industry Forum



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TOP TREND REPORTS TO WEEK 36 (OVERVIEW)

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**FRENCH REVIEW – STÉPHANIE ALGRÉ, COUNTRY MANAGER
FRANCE**

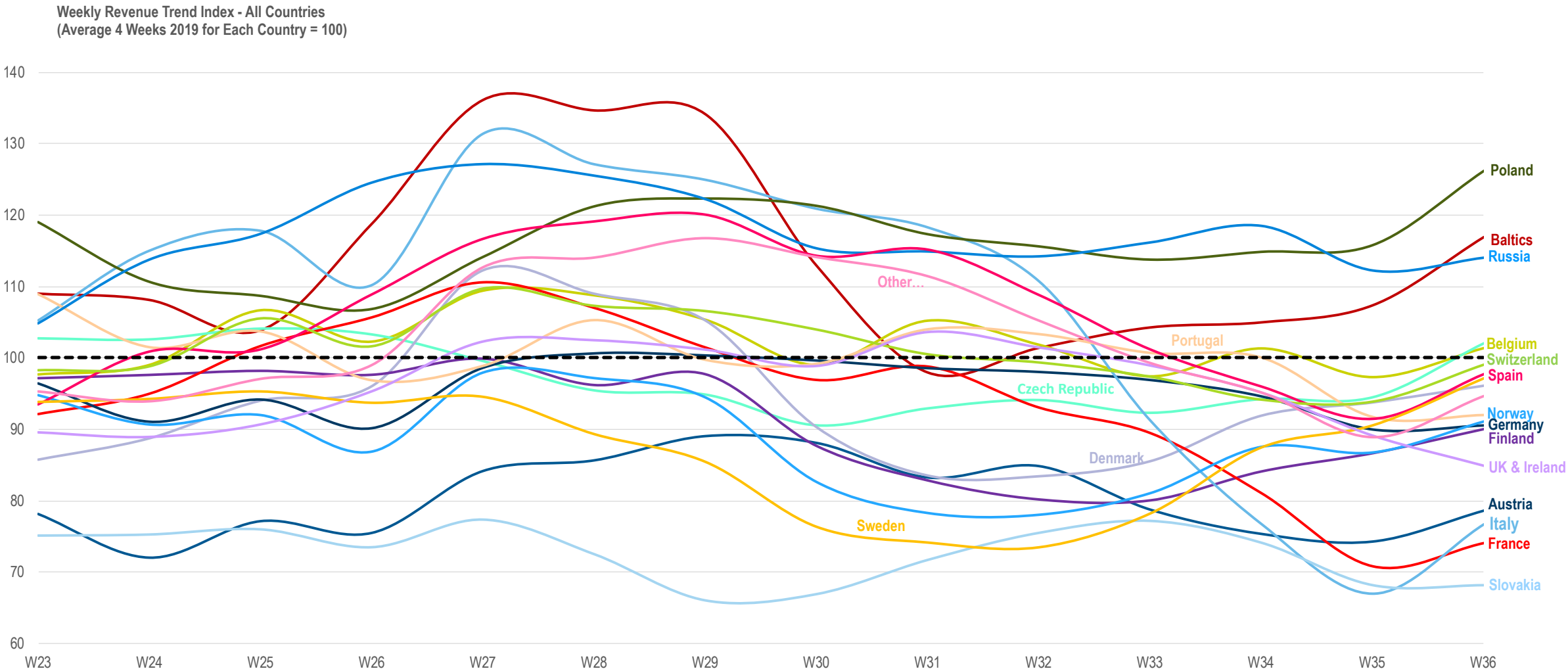
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**UNIFIED COMMUNICATIONS – SAM NAMAN, RESEARCH &
BUSINESS DEVELOPMENT MANAGER**

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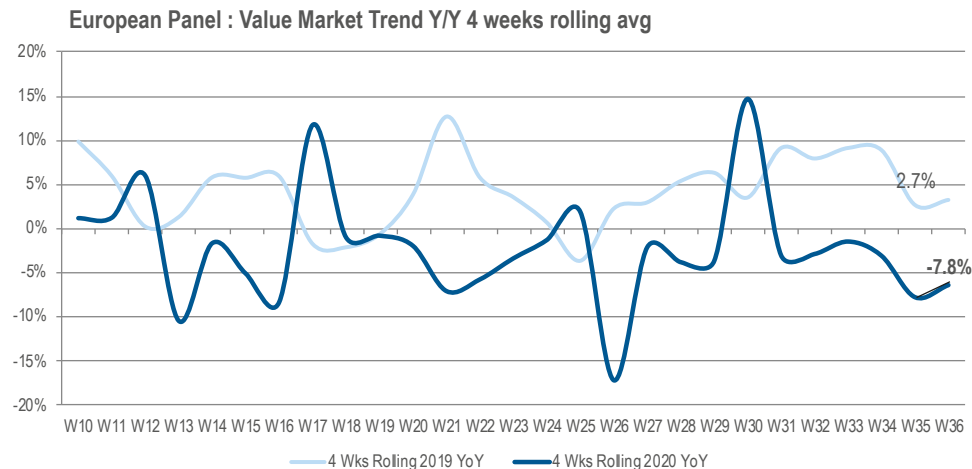
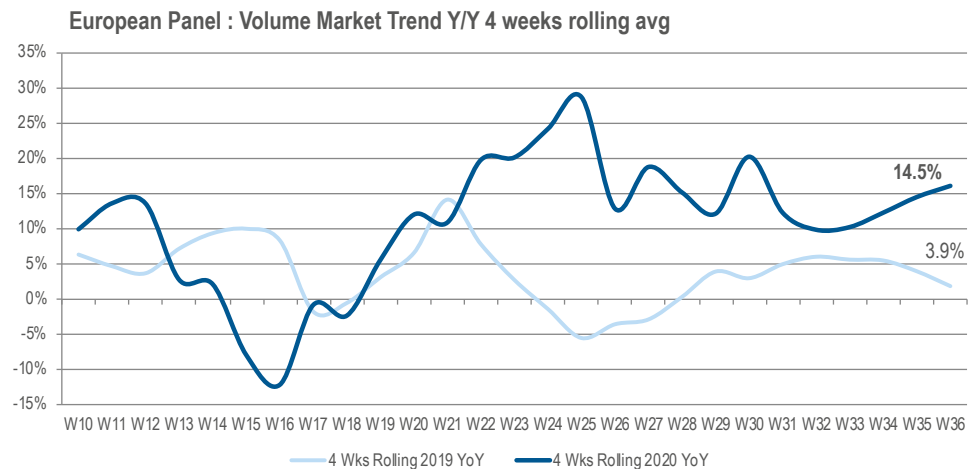
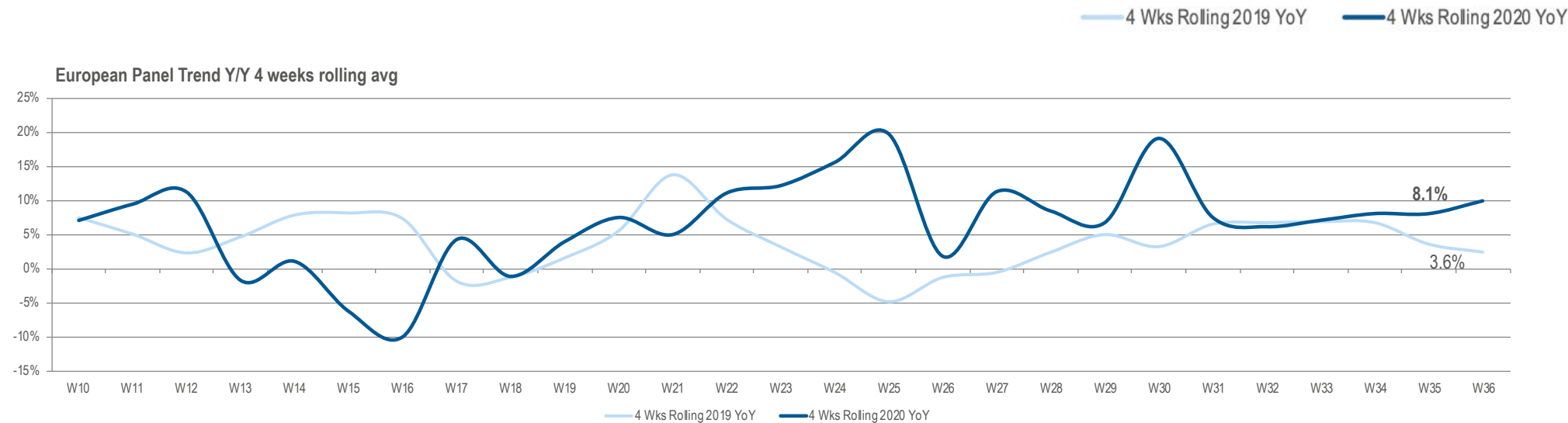
**CHANNELWATCH SURVEY 2020 – PREVIEW OF THE EUROPEAN
RESULTS**

ANOTHER POSITIVE WEEK – UK TO WATCH



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

ACCELERATING ON Y/Y COMPARISON FROM 6.4% TO 8.1%

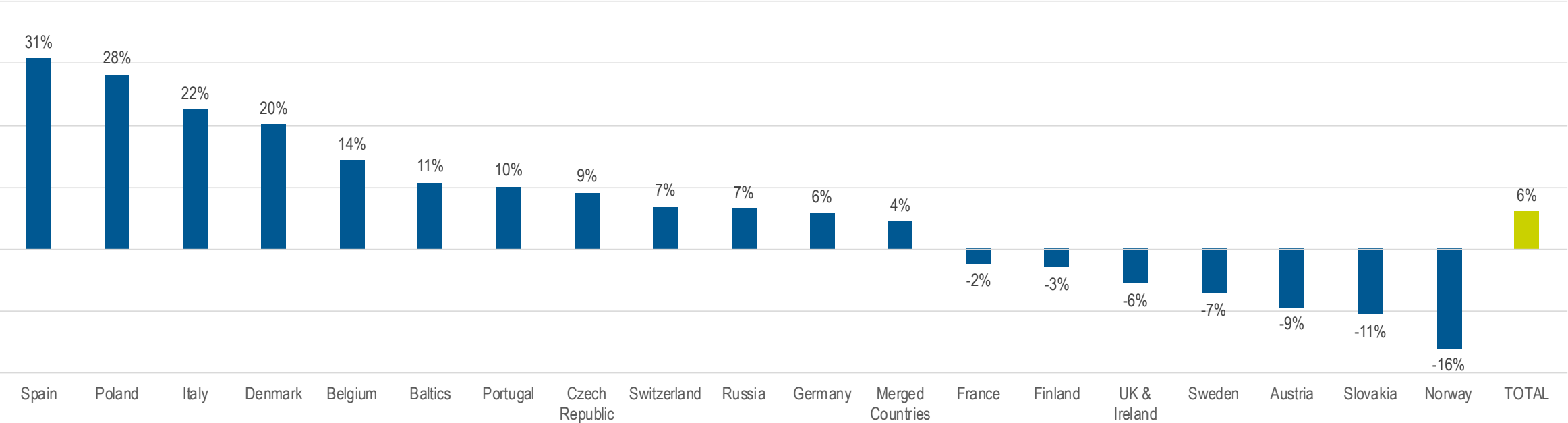


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

MONTH OF AUGUST – SUSTAINED GROWTH (8.9% JULY, 6.0% AUGUST, QTD 7.6%)



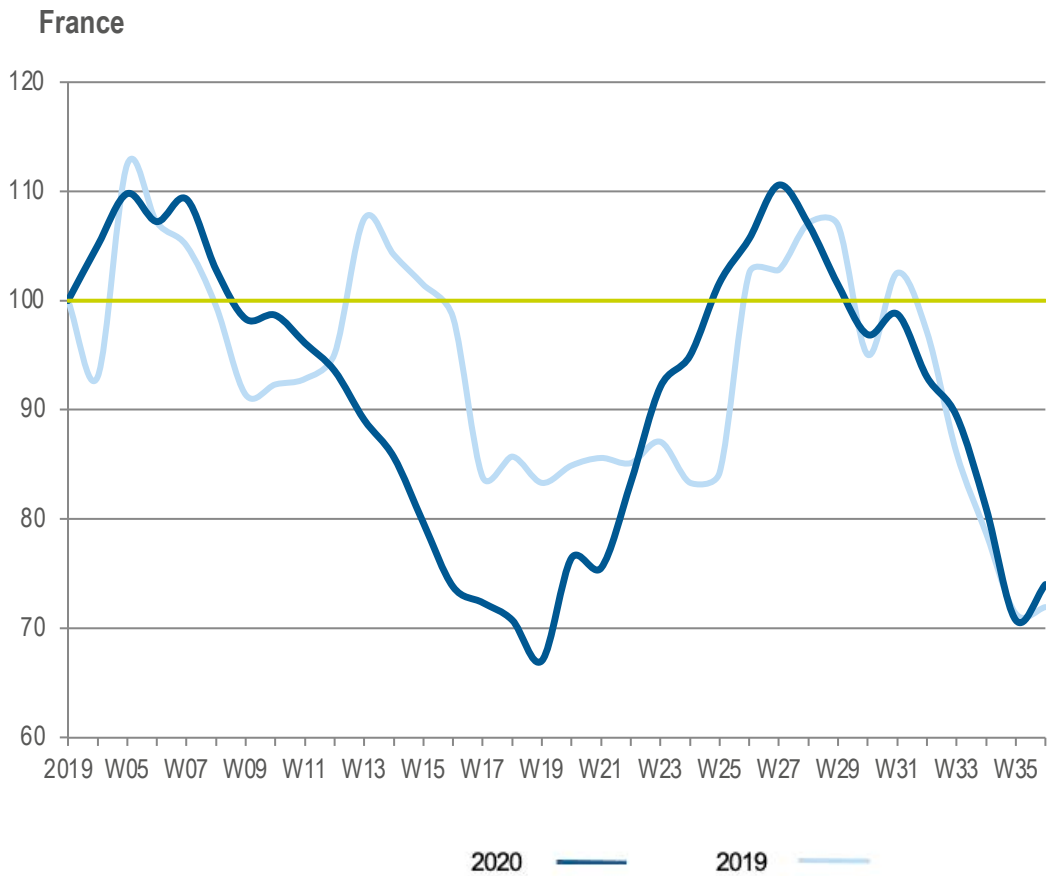
August results by country in descending order



Monthly distribution sales translated at fixed € exchange rate

FRANCE: SIGN OF RECOVERY

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



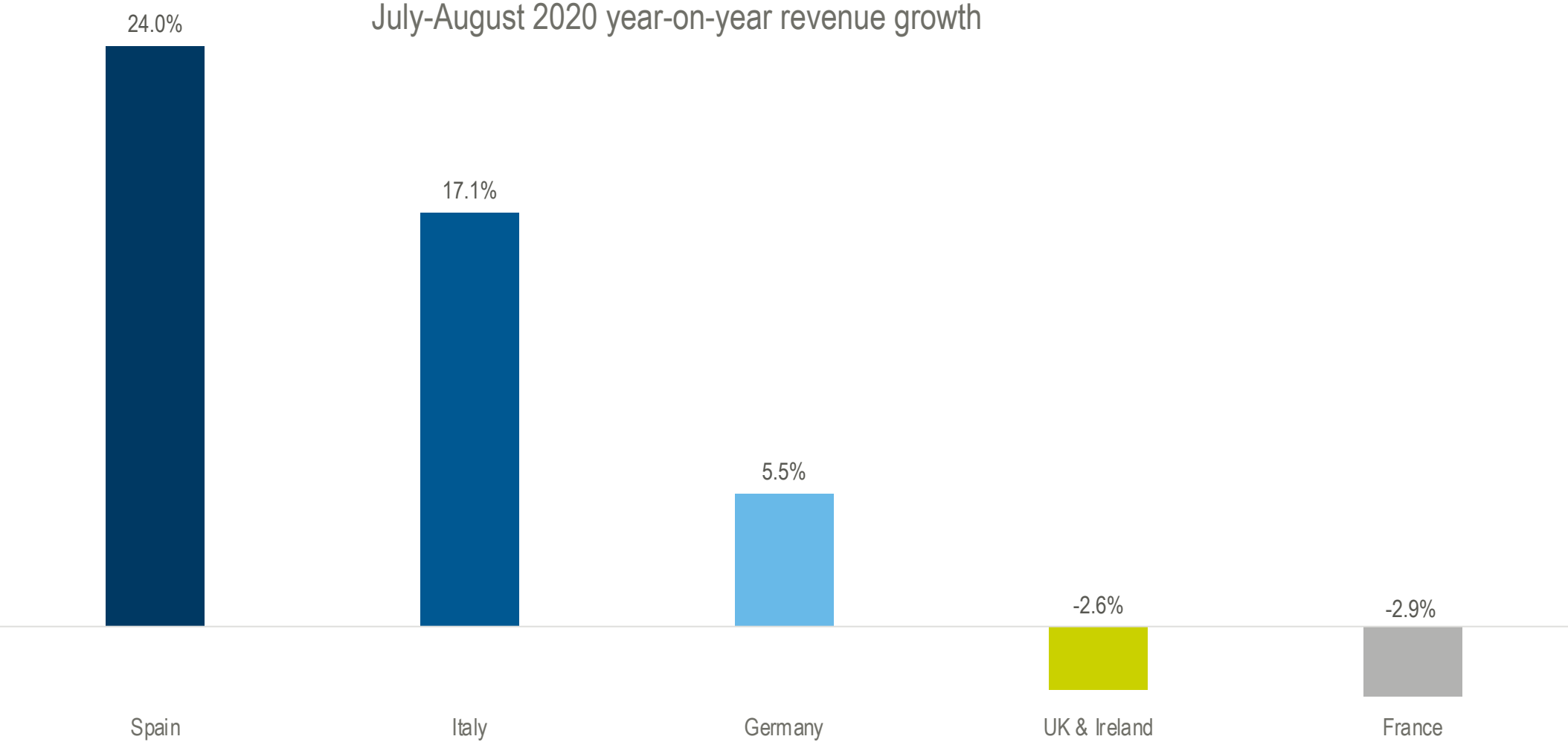
4 weeks distribution sales in € for France

FRANCE REVIEW

16th September, 2020

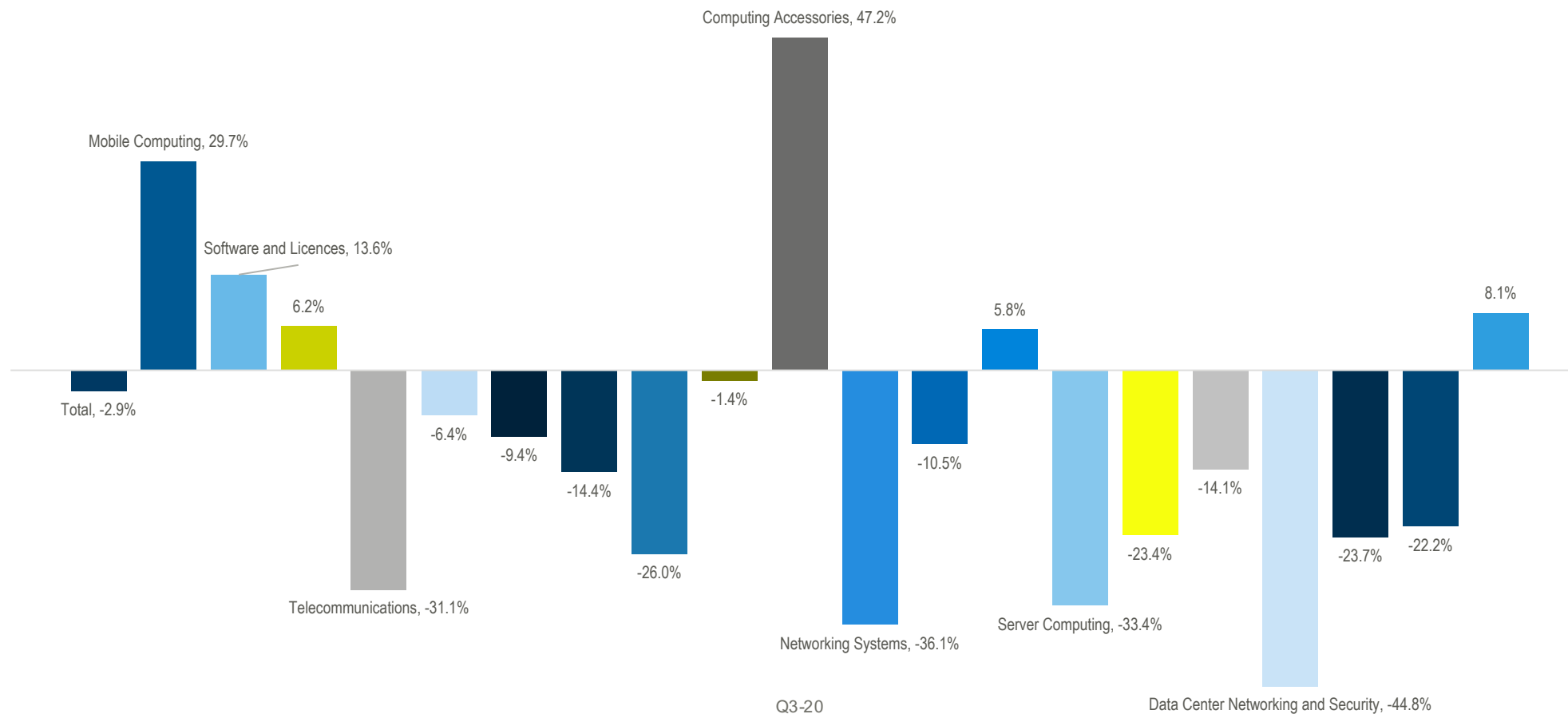


TOP 5 EUROPEAN COUNTRIES YEAR-ON-YEAR REVENUE GROWTH



Monthly distribution sales translated at fixed € exchange rate

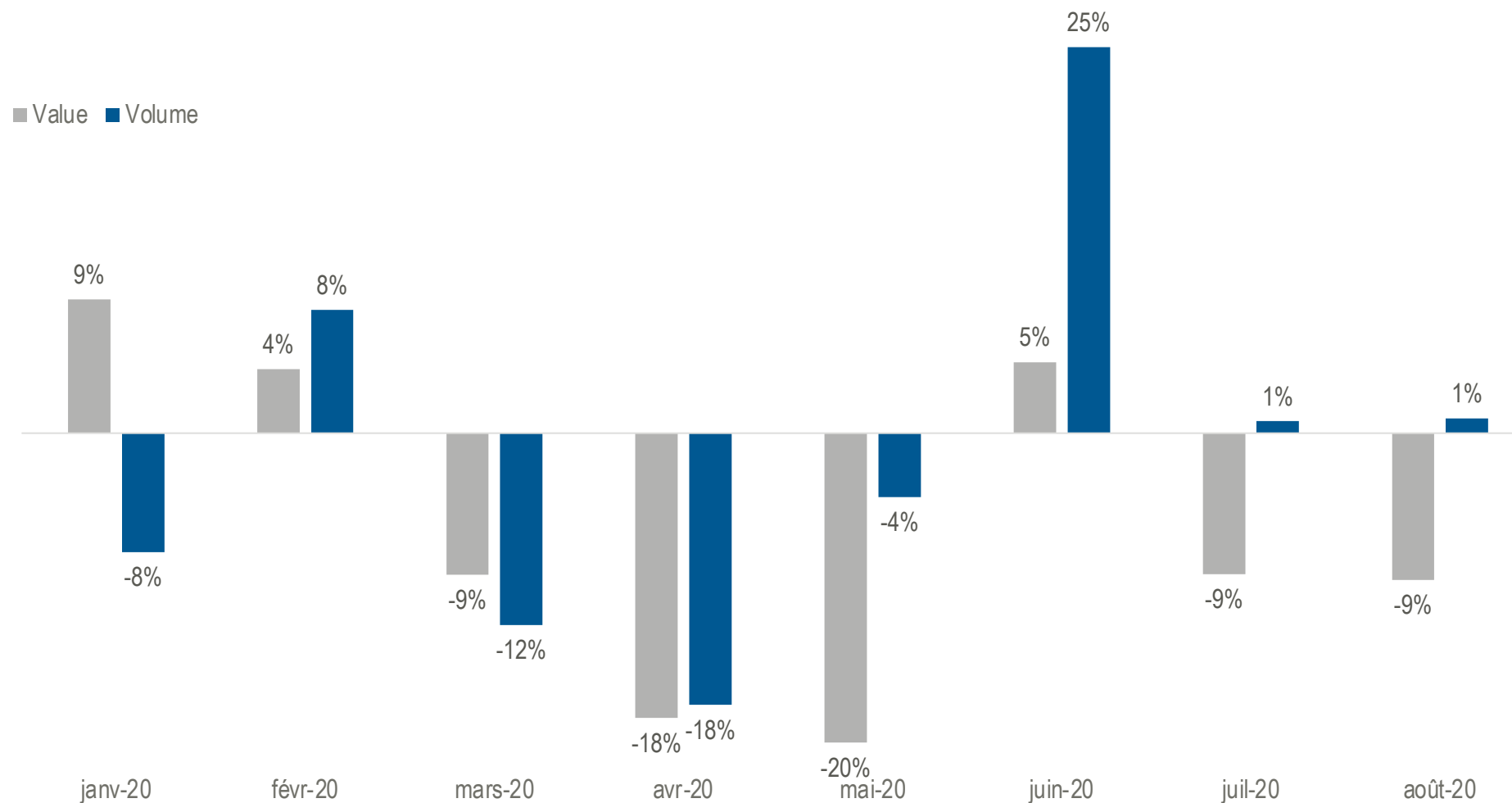
FRENCH IT DISTRIBUTION YEAR ON YEAR REVENUE GROWTH BY INDUSTRY SECTOR



Monthly distribution sales in € for France QTD to the end of week 36

FRENCH IT DISTRIBUTION Y/Y REVENUE GROWTH BY MARKET TYPE

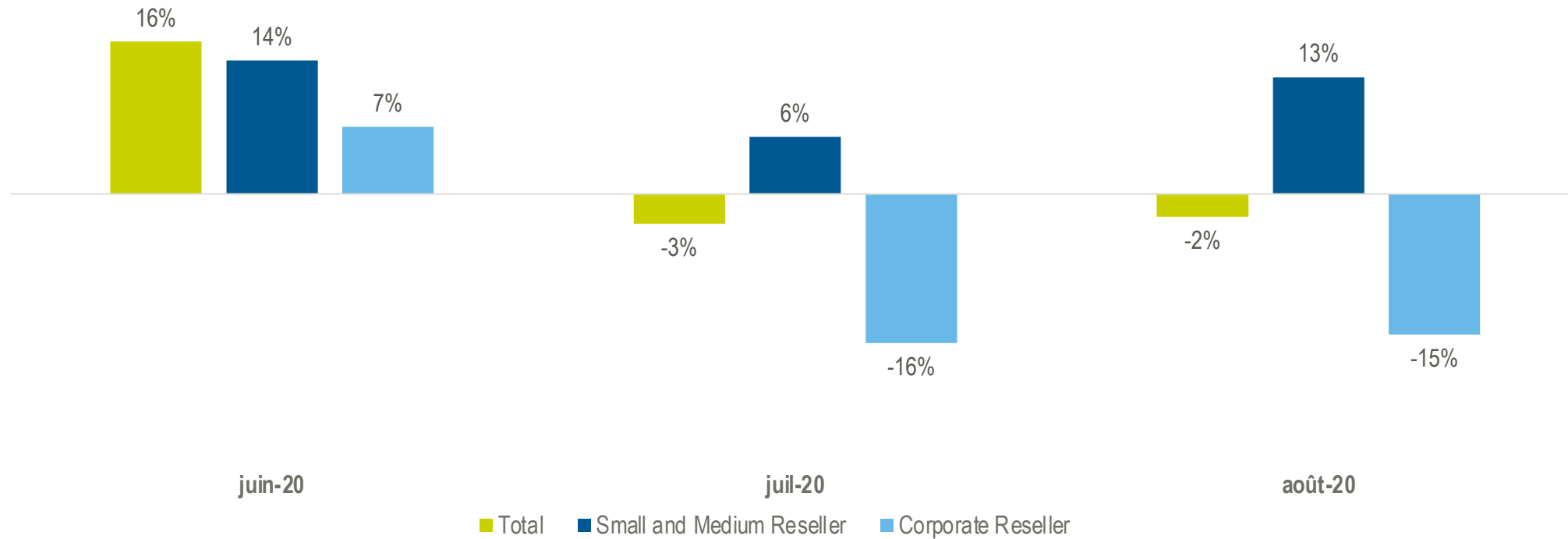
Revenue y/y growth by market type



Monthly distribution sales in € for France

CORPORATE RESELLERS DECLINE, SMR CONSISTENT

Revenue y/y growth by market type



Monthly distribution sales in € for France

UNIFIED COMMUNICATIONS

16th September, 2020

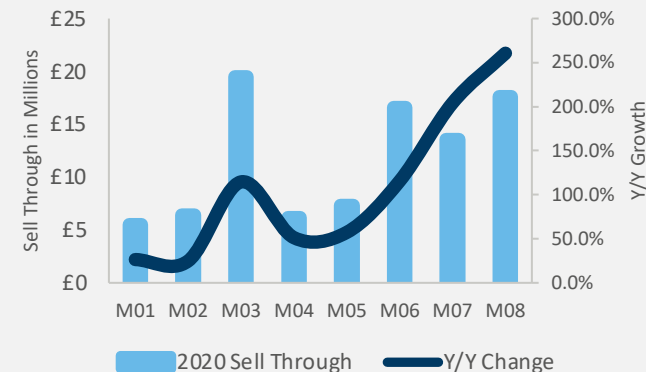


Unified Communication Industry



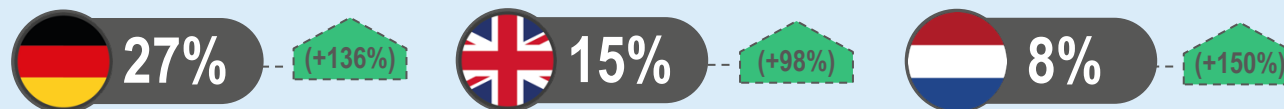
**+20% YTD
YOY**
(W01 – W35)

UP +111%
In Europe through
Distribution



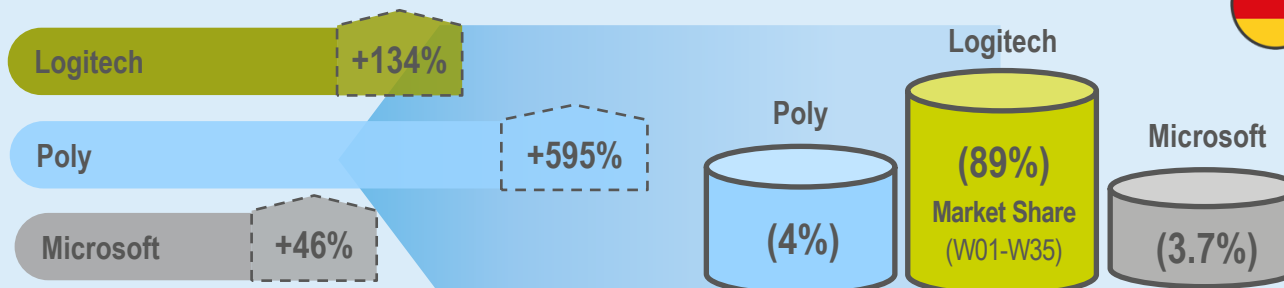
CONTEXT

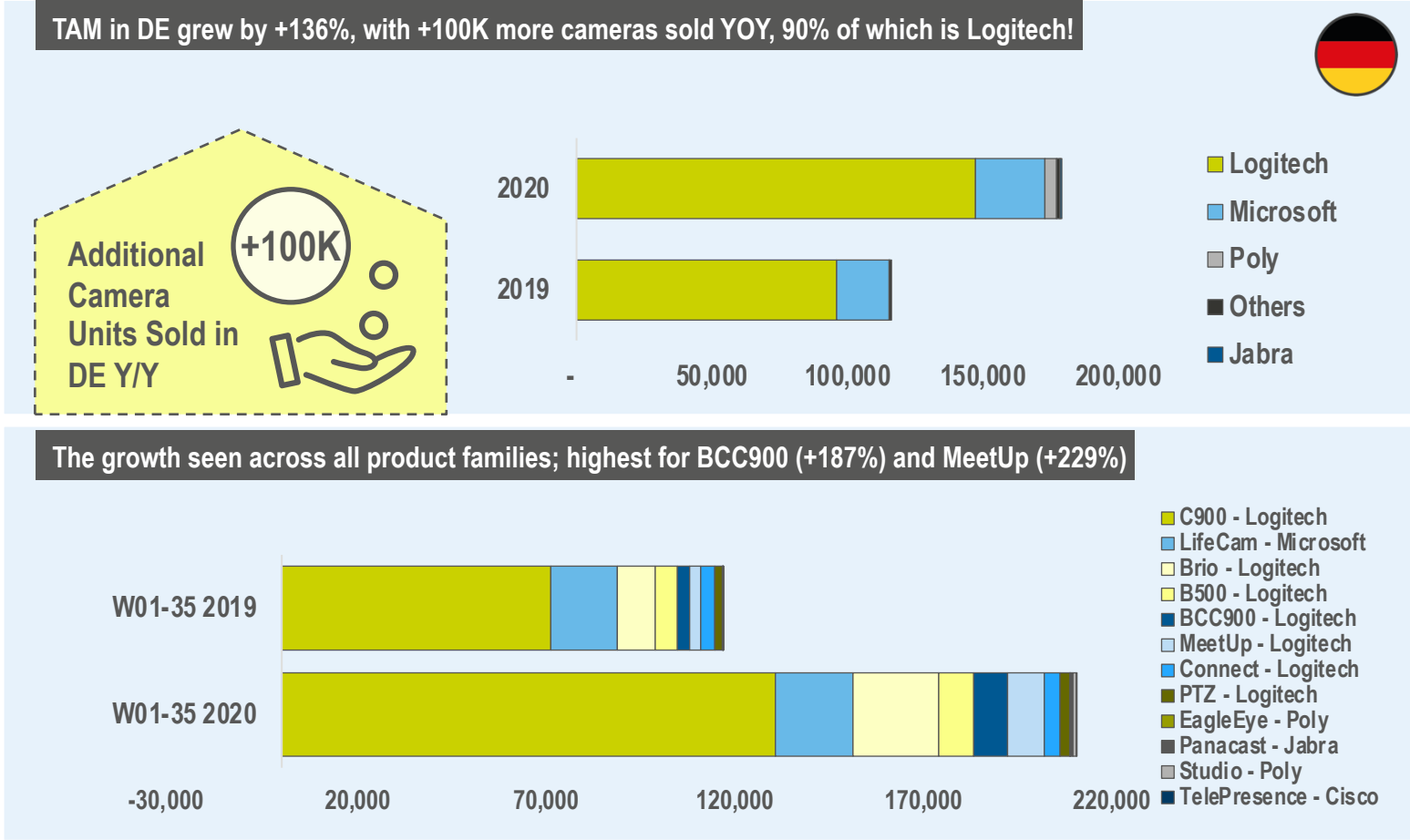
Market Share & Growth by Country in Euro



*() indicates Y/Y Revenue Change

In Germany, all players registered significant growth Y/Y





The growth seen across all product families; highest for BCC900 (+187%) and MeetUp (+229%)

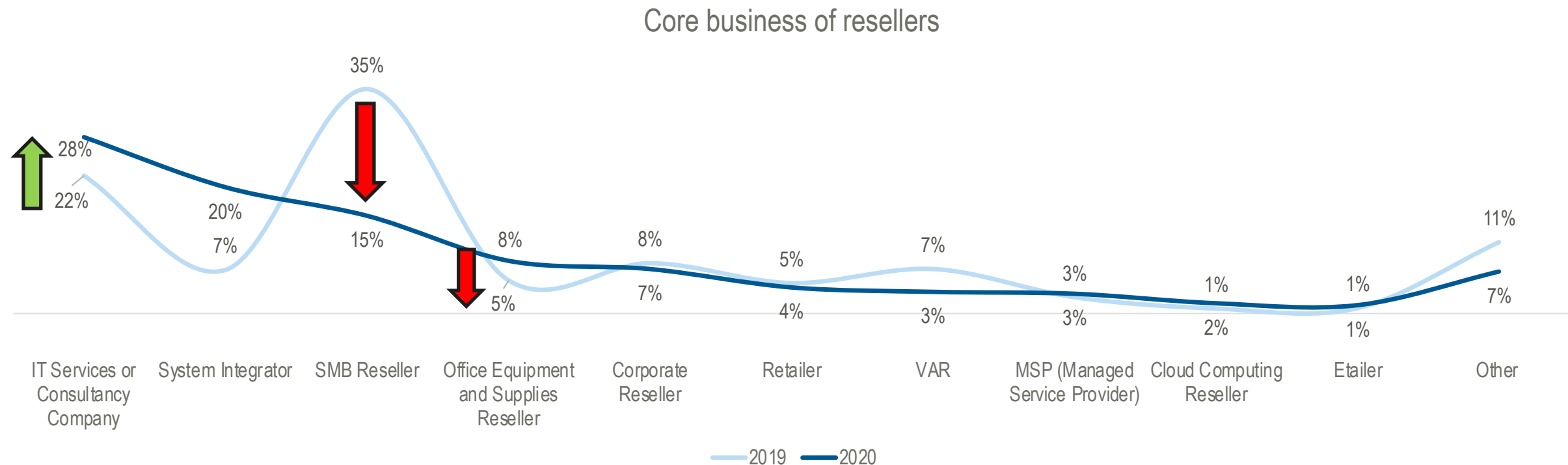
Period	C900 - Logitech	LifeCam - Microsoft	Brio - Logitech	B500 - Logitech	BCC900 - Logitech	MeetUp - Logitech	Connect - Logitech	PTZ - Logitech	EagleEye - Poly	Panacast - Jabra	Studio - Poly	TelePresence - Cisco
W01-35 2019	70,000	15,000	10,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
W01-35 2020	120,000	20,000	15,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000



CONTEXT
ChannelWatch
Report

2020

CHANNELWATCH SURVEY RESPONDENTS REFLECTS THE PATTERN OF THE CRISIS

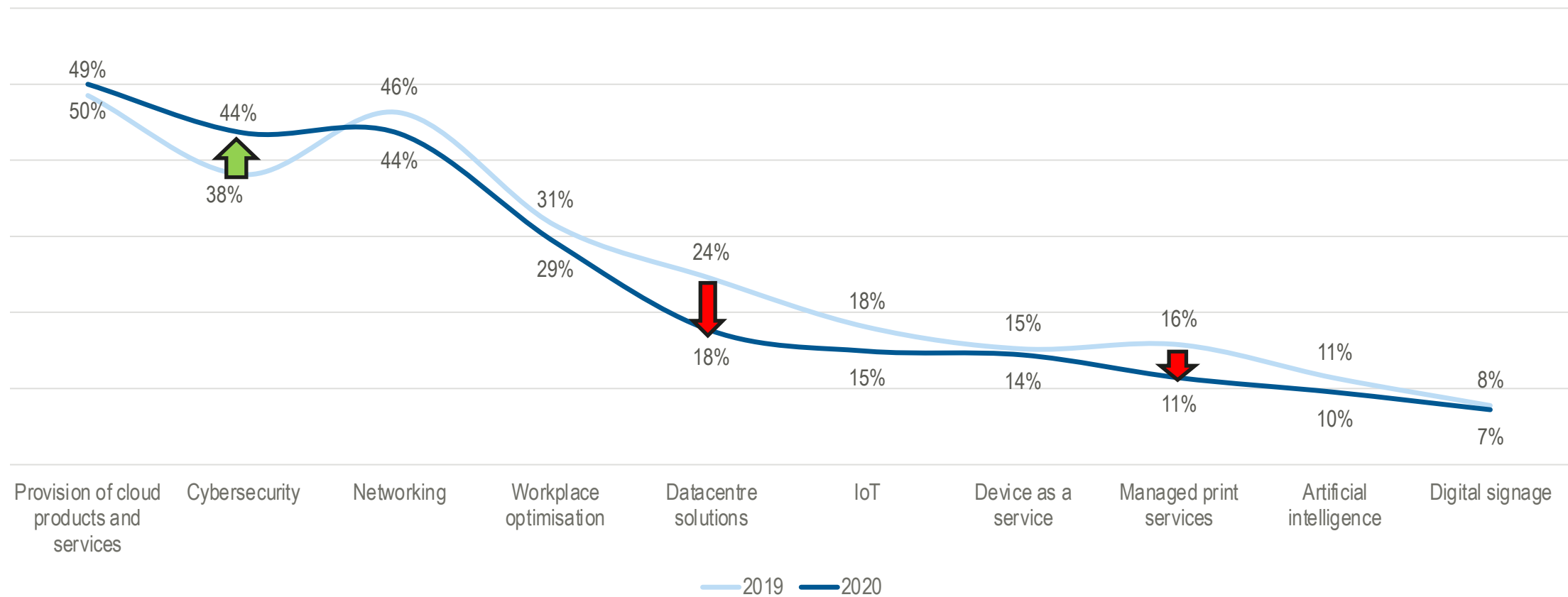


ChannelWatch Survey 2020 vs 2019: n-6,538 (2019) and 7,058 (2020)

B2B RESELLERS CONTINUE TO FOCUS ON SAME AREAS - SOME SMALL VARIANCES



Areas of investment for B2B Resellers in the next 12 months

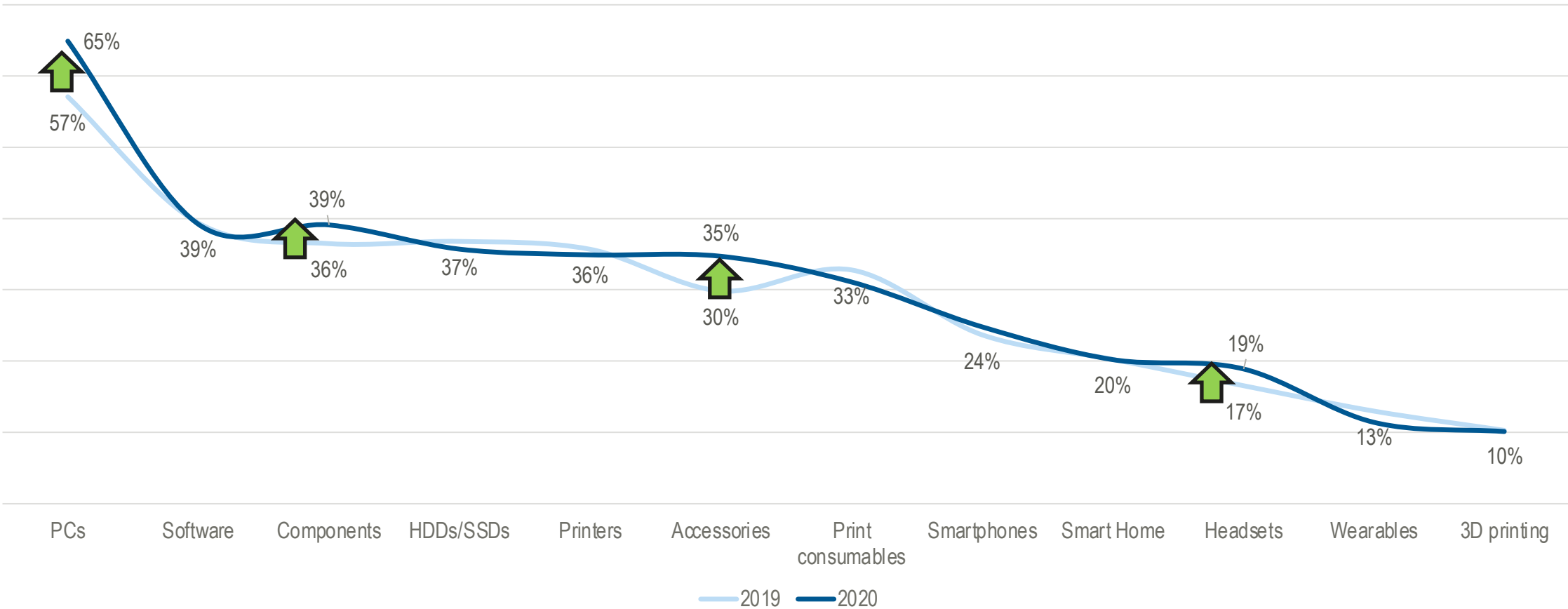


ChannelWatch Survey 2020 vs 2019: n-2,263 (2019) and 3,679 (2020)

B2C RESELLERS DOUBLE DOWN ON PC'S, COMPONENTS, ACCESSORIES & HEADSETS



Areas of investment for B2C Resellers in the next 12 months

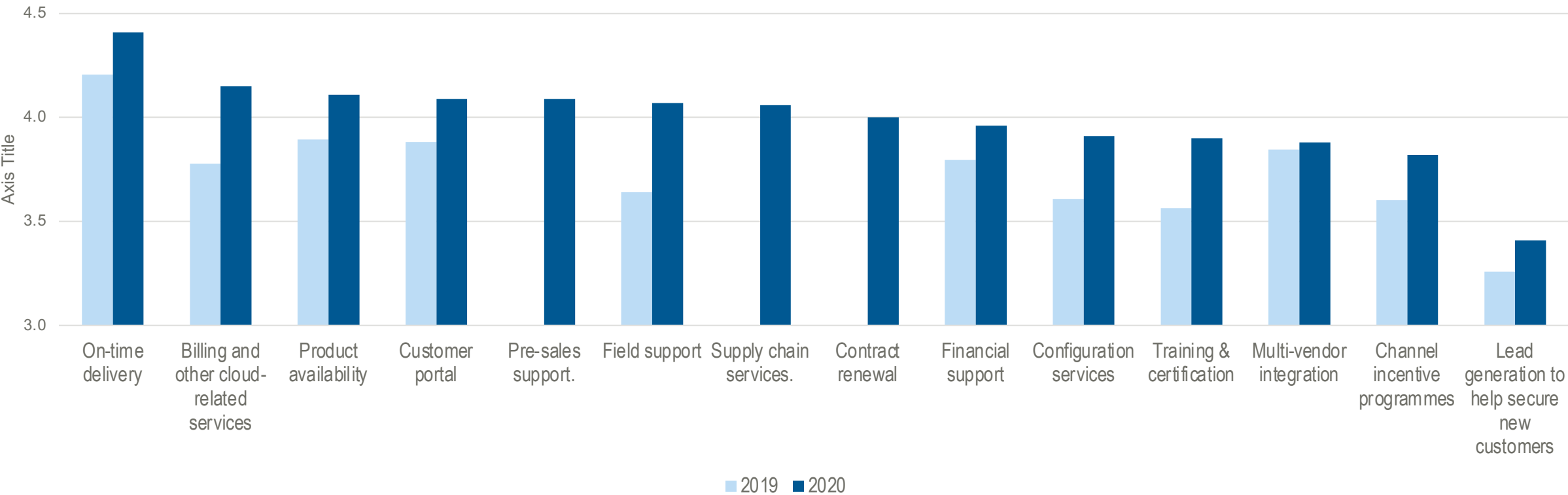


ChannelWatch Survey 2020 vs 2019: n-2,357 (2019) and 1,592 (2020)

DURING THE CRISIS DISTRIBUTORS HAVE IMPROVED PERCEPTION IN ALL CRITERIA



How good is your distributor: Rating 5 = best, 1 = worst

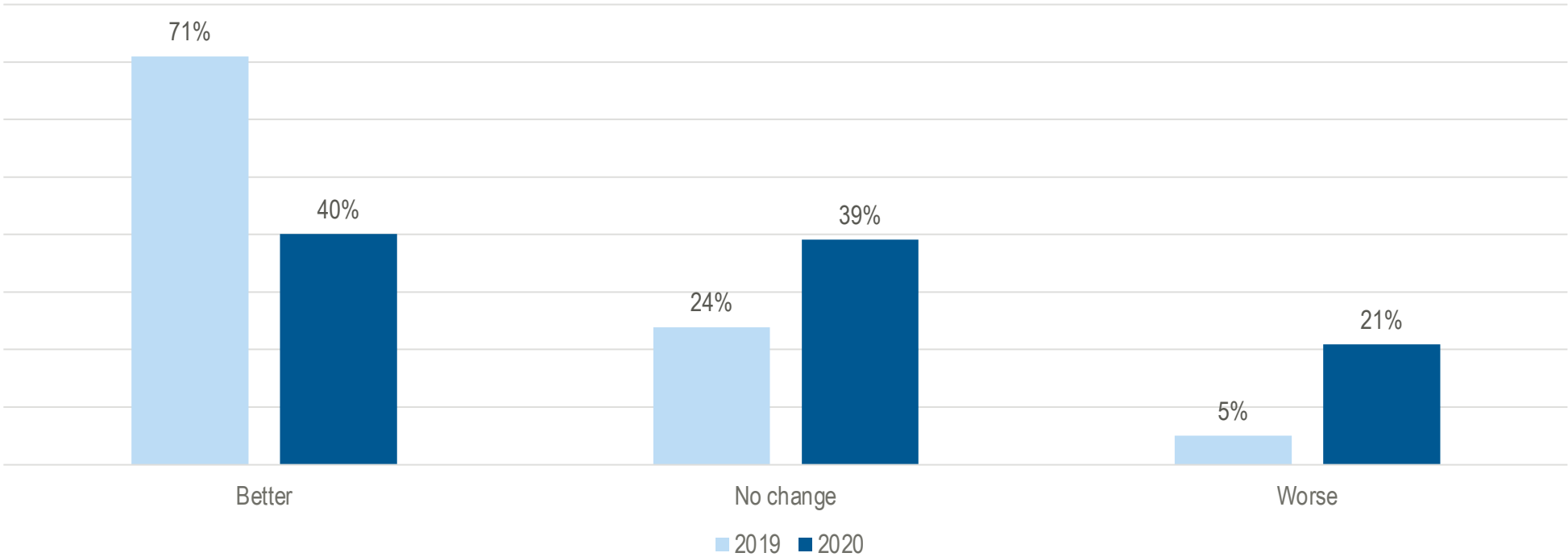


ChannelWatch Survey 2020 vs 2019: n-2,357 (2019) and 2,083 (2020)

RESELLER SENTIMENT GOT WORSE UNSURPRISINGLY COMPARED TO PRIOR YEAR



Reseller Sentiment looking forward 12 months

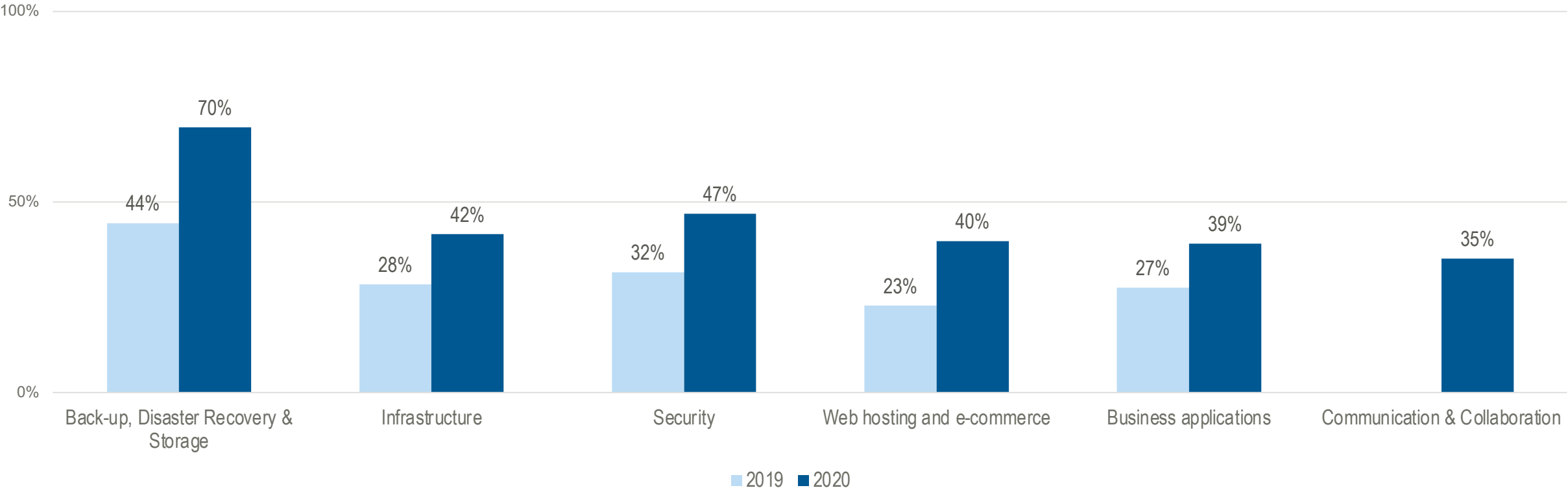


ChannelWatch Survey 2020 vs 2019: n-5,425 (2019) and 5,227 (2020)

IT LOOKS LIKE A BREAKTHROUGH YEAR FOR THE DEPTH OF SELLING OF CLOUD THROUGH RESELLERS



Which cloud services have you sold in the last 6 months?



ChannelWatch Survey 2020 vs 2019: n-2,996 (2019) and 2,151 (2020)

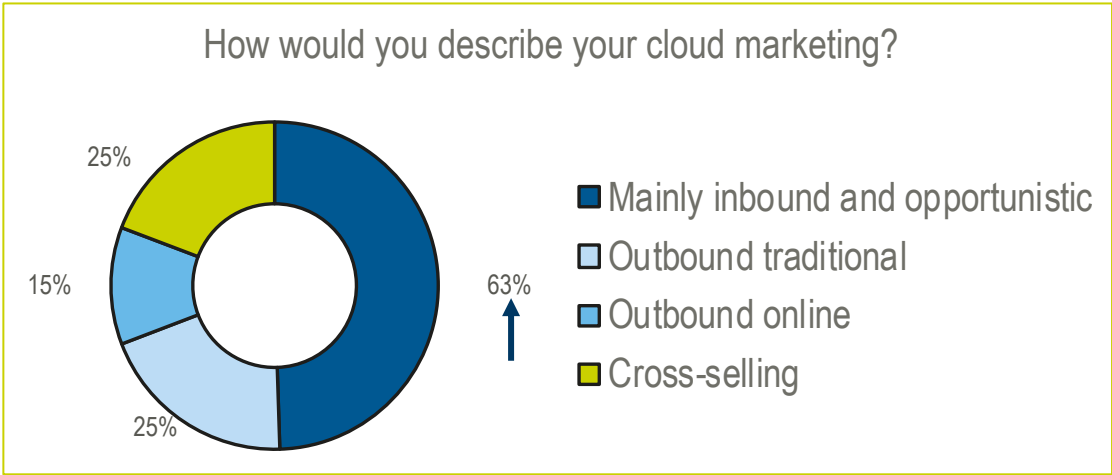
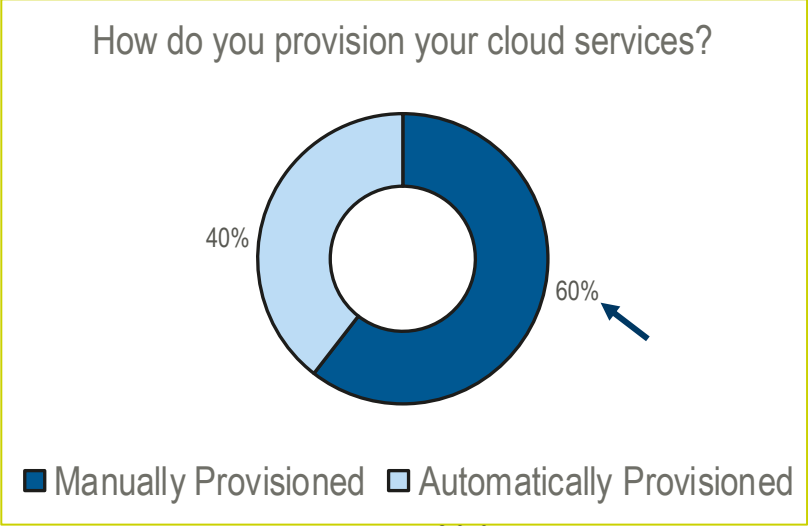
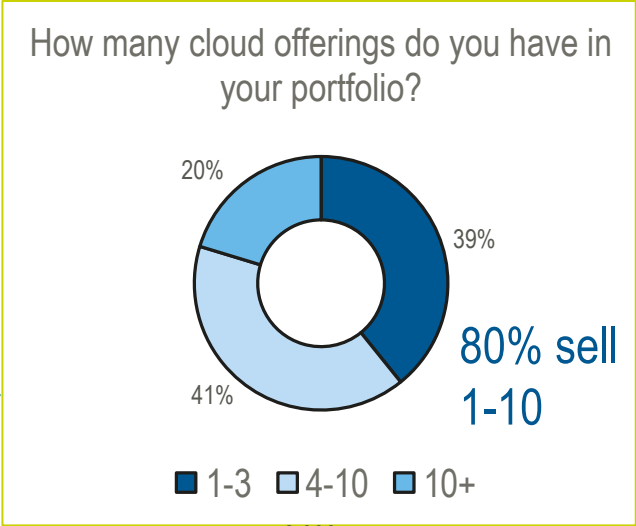
USING THE INGRAM MICRO CLOUD AWESOMENESS* MEASURES FROM 2.5 YEARS AGO, HOW ARE RESELLERS DOING TODAY?

1. Build Stage

I'm dipping my toes in and testing the waters of cloud.

- 1–3 cloud offerings
- Manual provisioning
- Reactive & opportunistic

60% of partners



* Reseller study
<https://www.ingrammicrocloud.com/se/en/lp/cloud-awesomeness/>

USING THE INGRAM MICRO CLOUD AWESOMENESS* MEASURES FROM 2.5 YEARS AGO, HOW ARE RESELLERS DOING TODAY?



2. Breadth Stage



I'm dipping my toes in and I'm embracing SaaS and adding more cloud offerings.

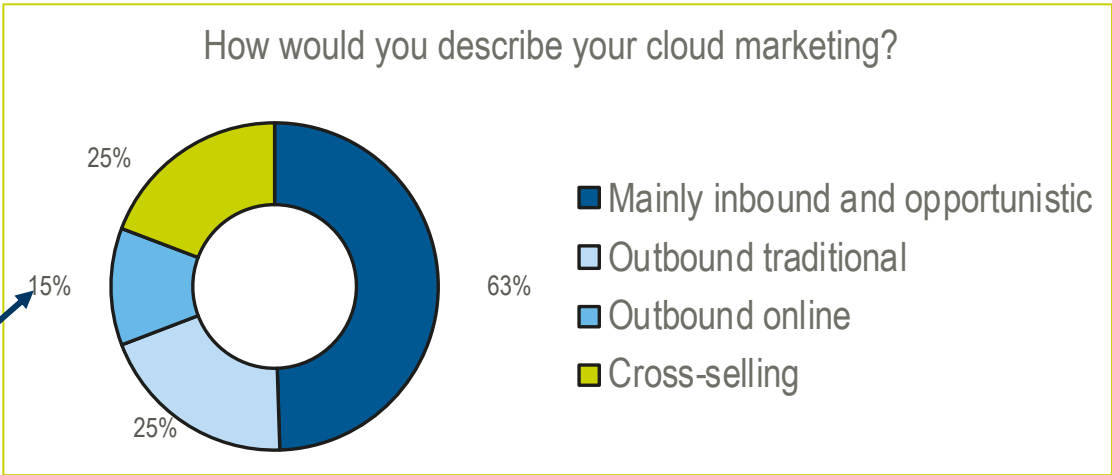
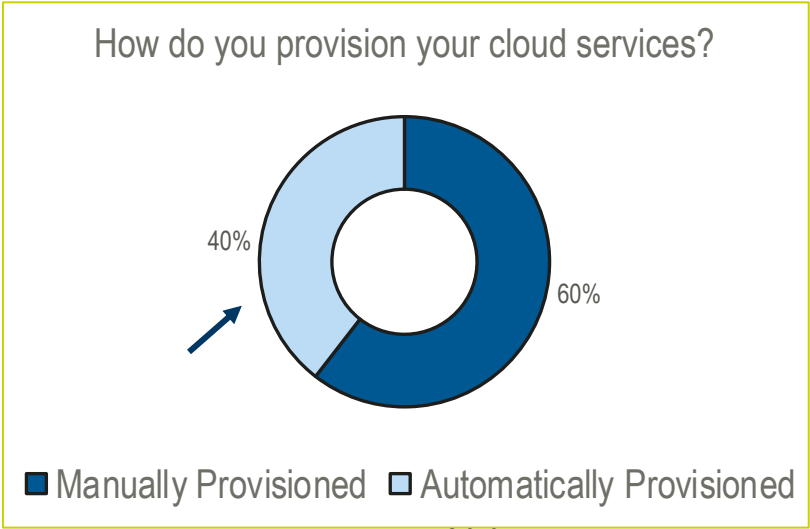
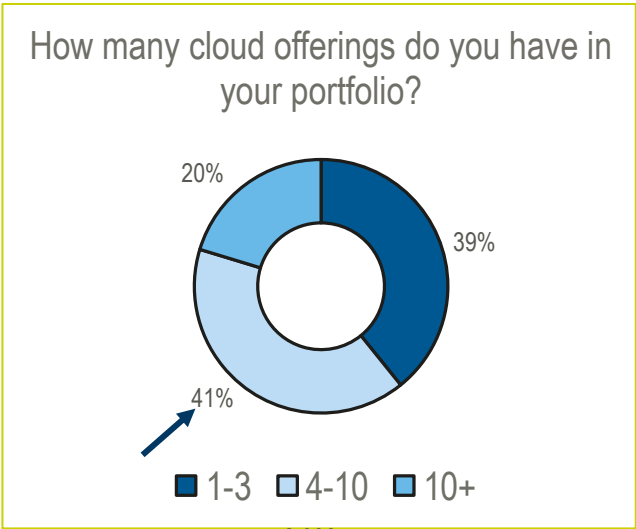
4–10 cloud offerings

Automated provisioning

Digital marketing

30% of partners





USING THE INGRAM MICRO CLOUD AWESOMENESS* MEASURES FROM 2.5 YEARS AGO, HOW ARE RESELLERS DOING TODAY?



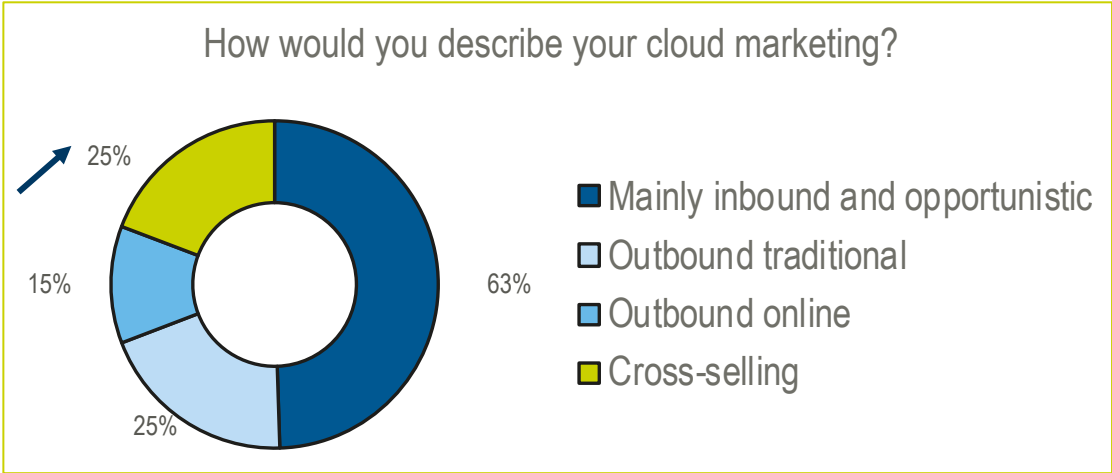
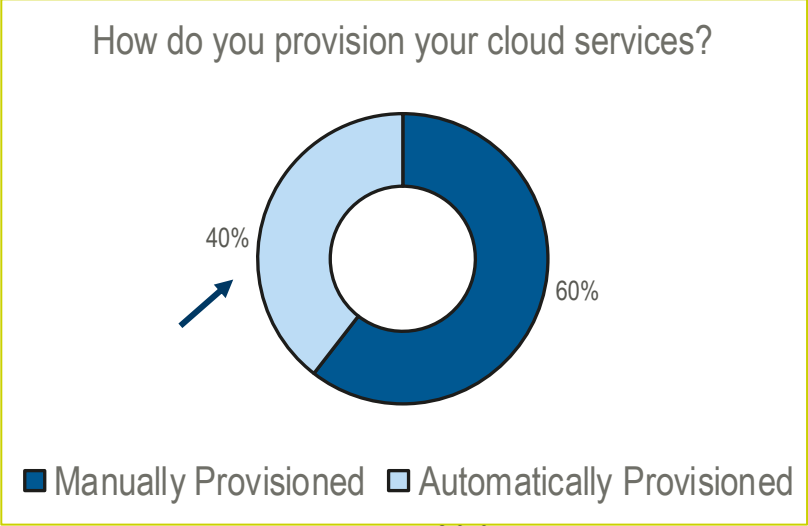
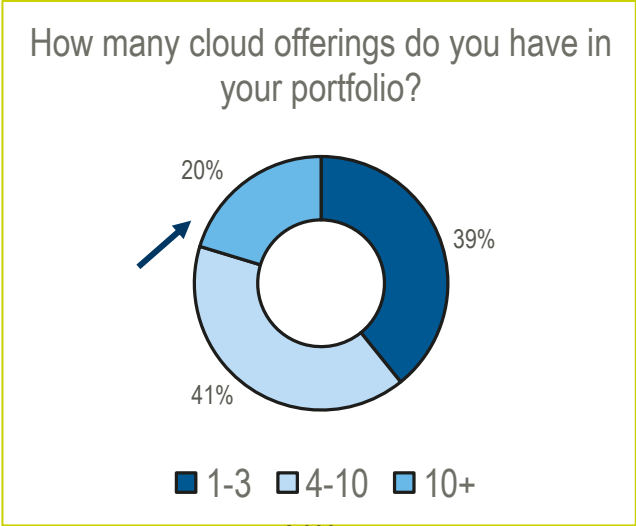
3. Depth Stage

I'm moving into IaaS and growing my topline revenue.
10+ cloud offerings, plus IaaS
Hybrid catalog
Outsourced catalog/self-service (1%)
Integrated digital marketing
Automated provisioning
Active cross-selling
gg
10% of partners

✗

✓

✗

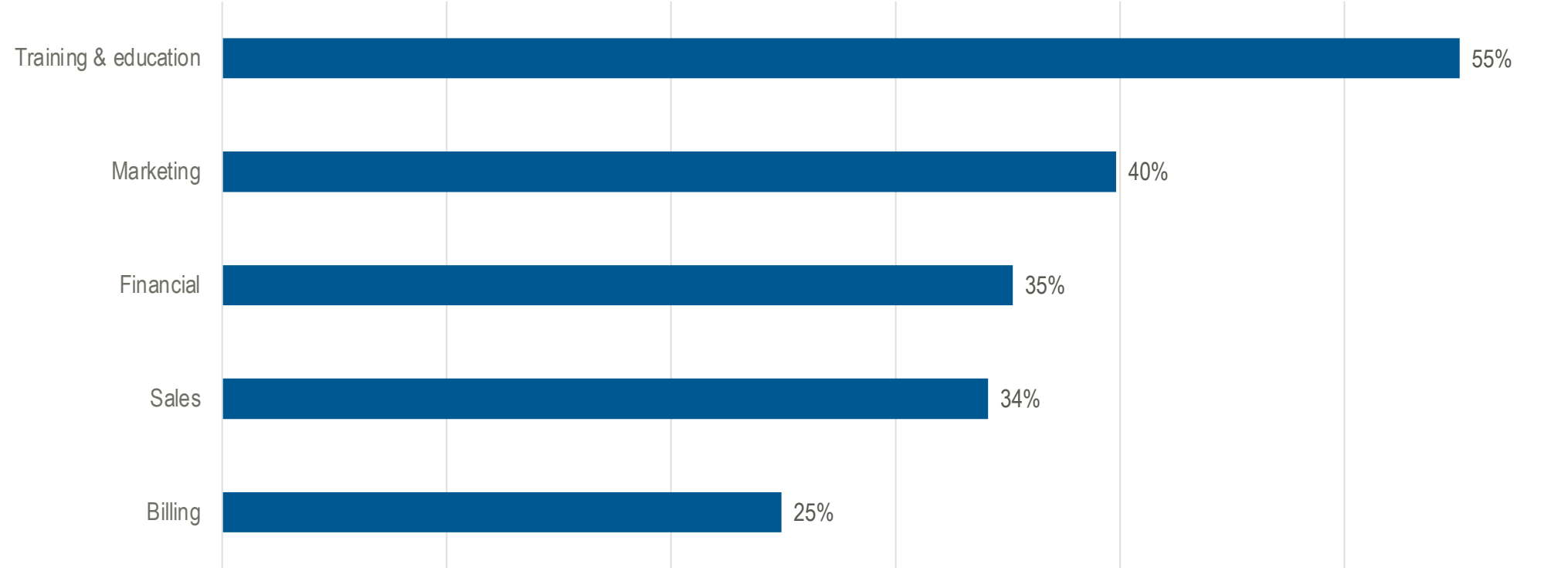


ChannelWatch Survey 2020

CALL TO ACTION FOR DISTRIBUTORS TO TRAIN RESELLERS TO TRANSITION



What support do you need from your distributor to be successful at selling and delivering "as a service" categories?



ChannelWatch Survey 2020: n = 1,844 (2020)

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019**

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Report content and navigation training: **Customer Assurance**

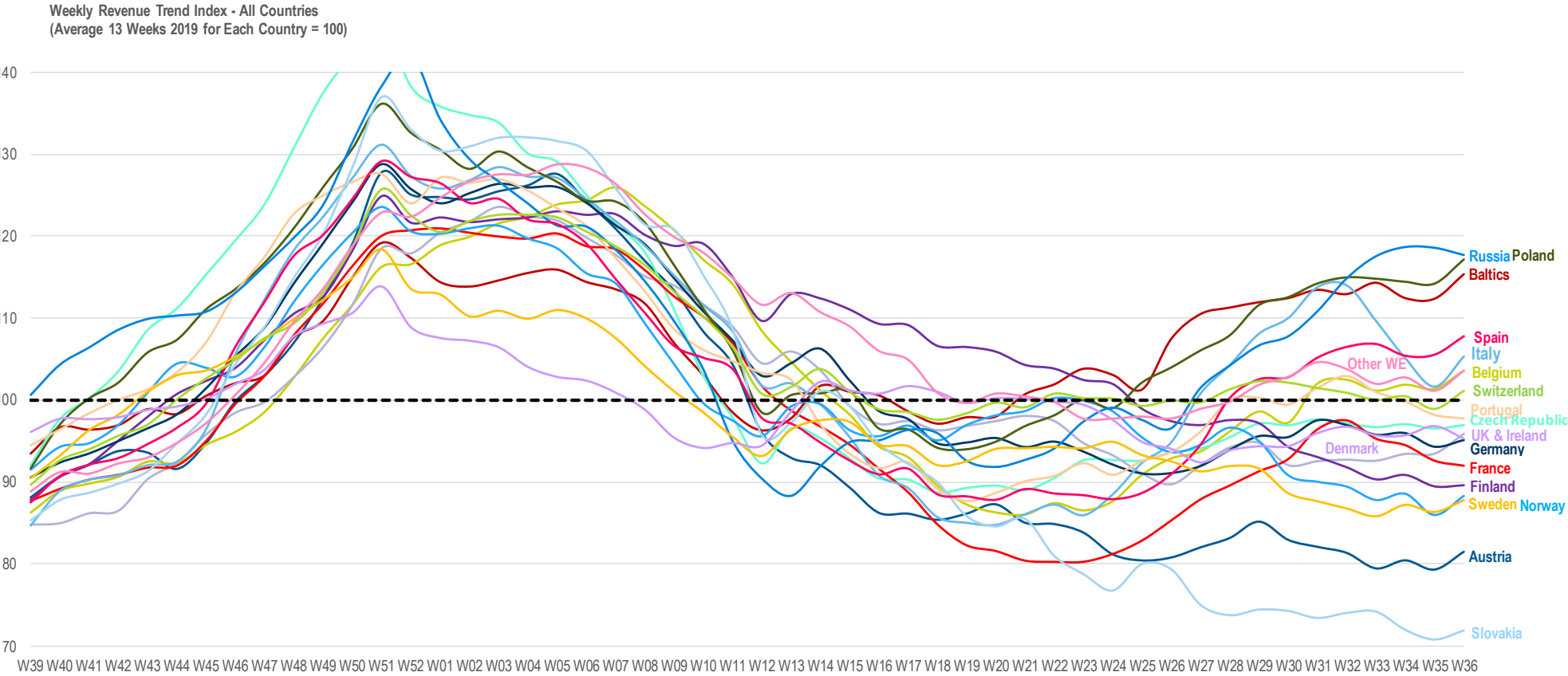
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- Largest Category Consumer

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



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

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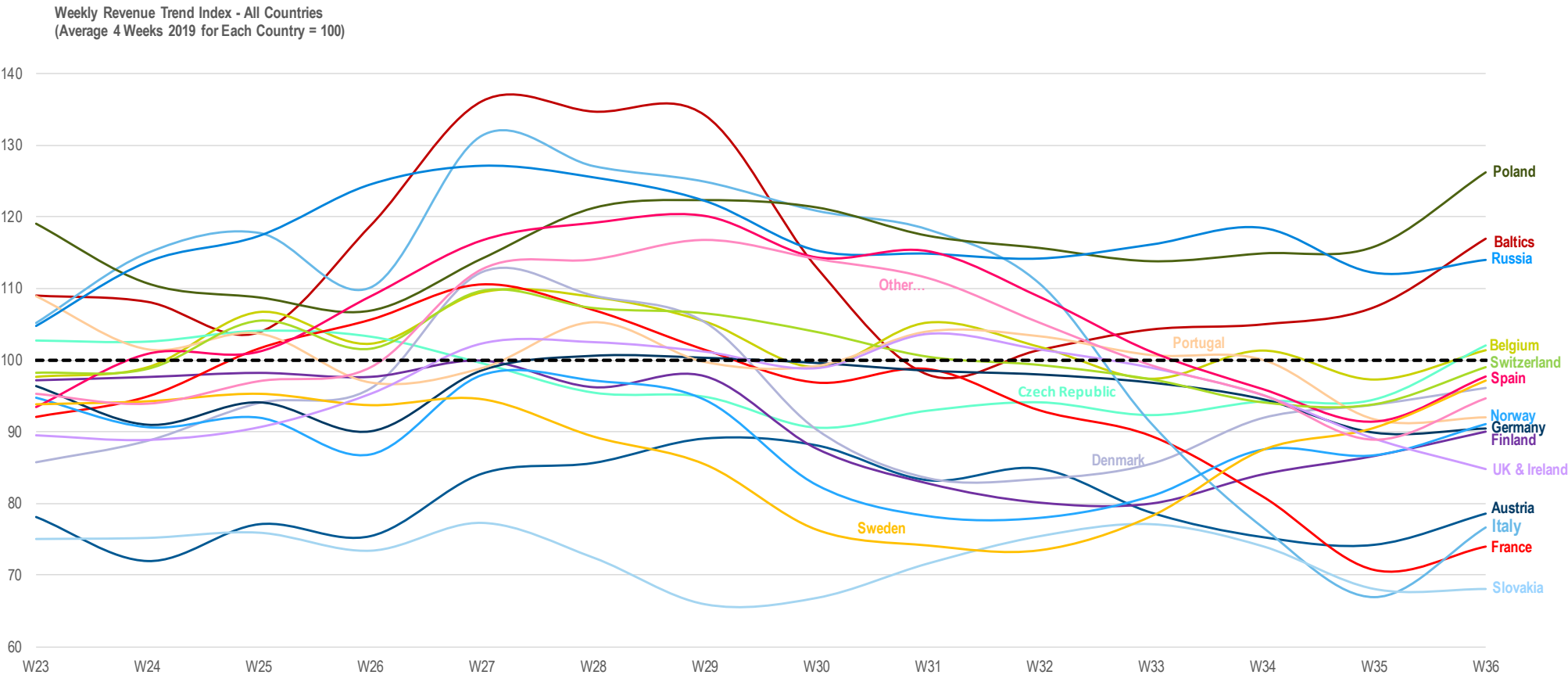
Index Total Market 4 weeks

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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: 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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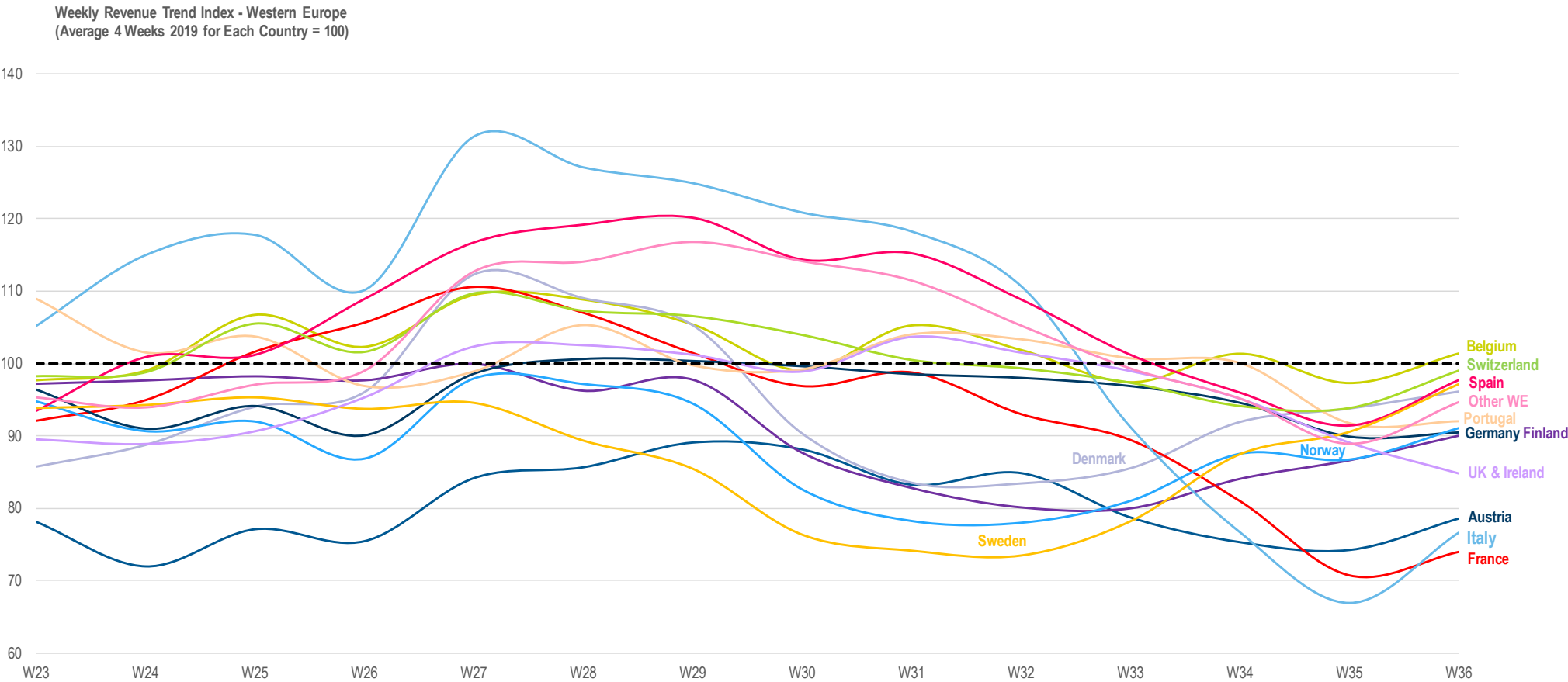
Index Total Market WE

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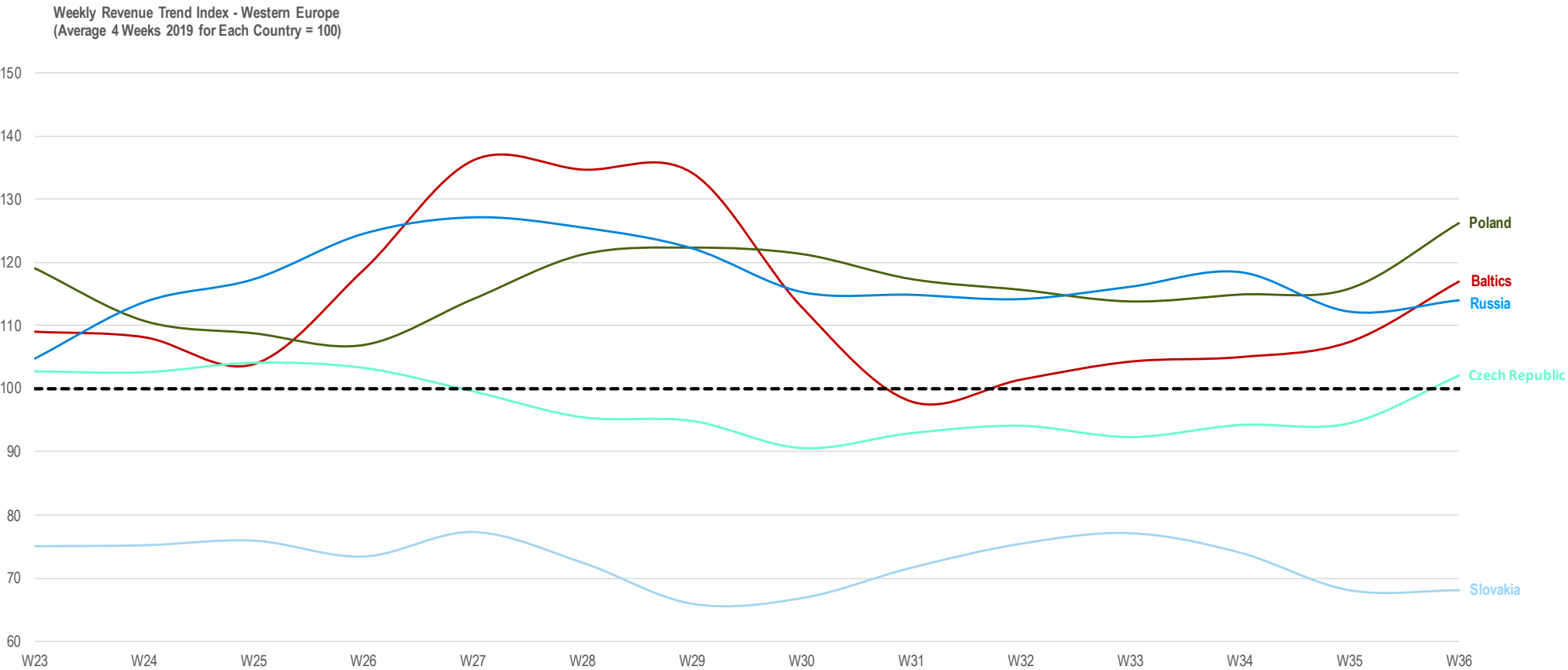
Index Total Market WE

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



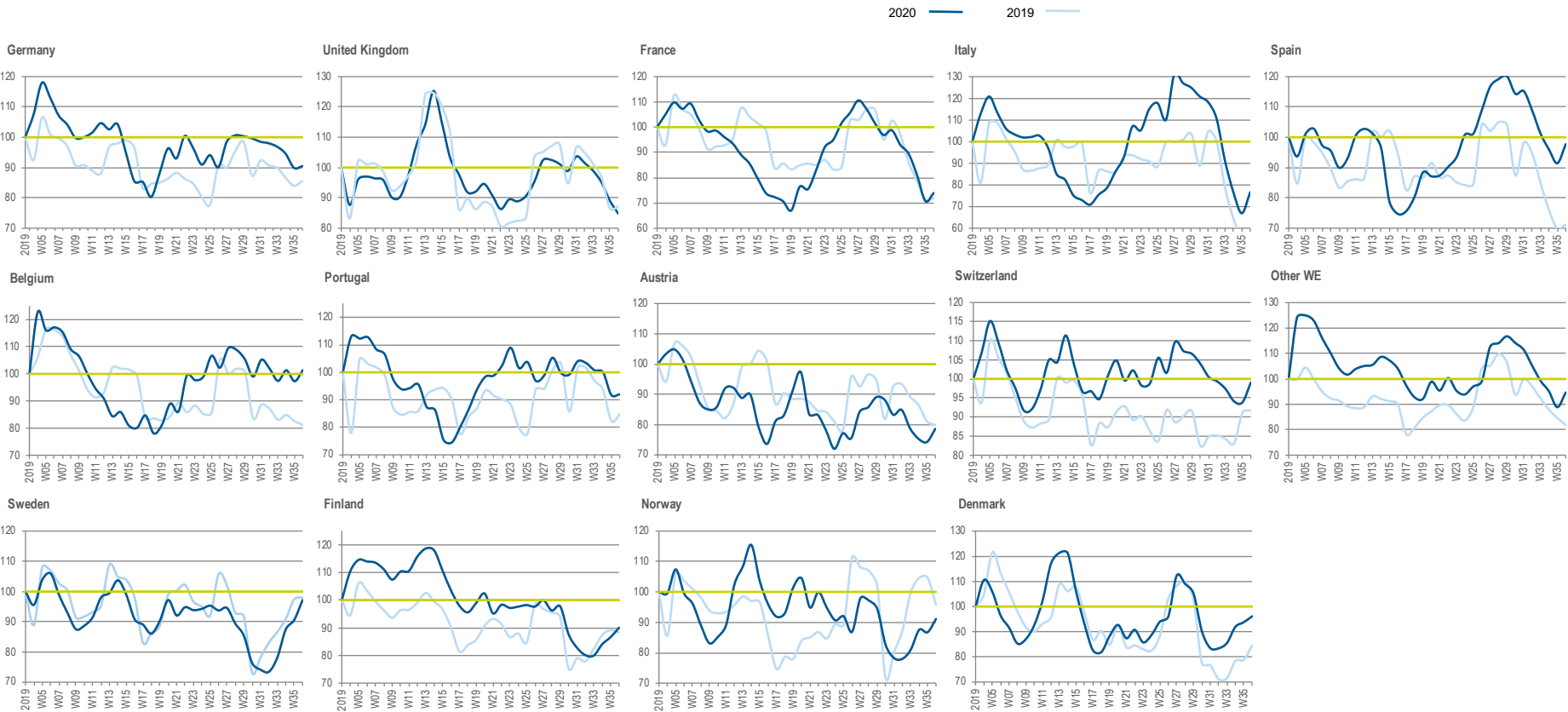
Distribution sales translated at fixed € exchange rate and includes: UK1, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland & Norway.

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



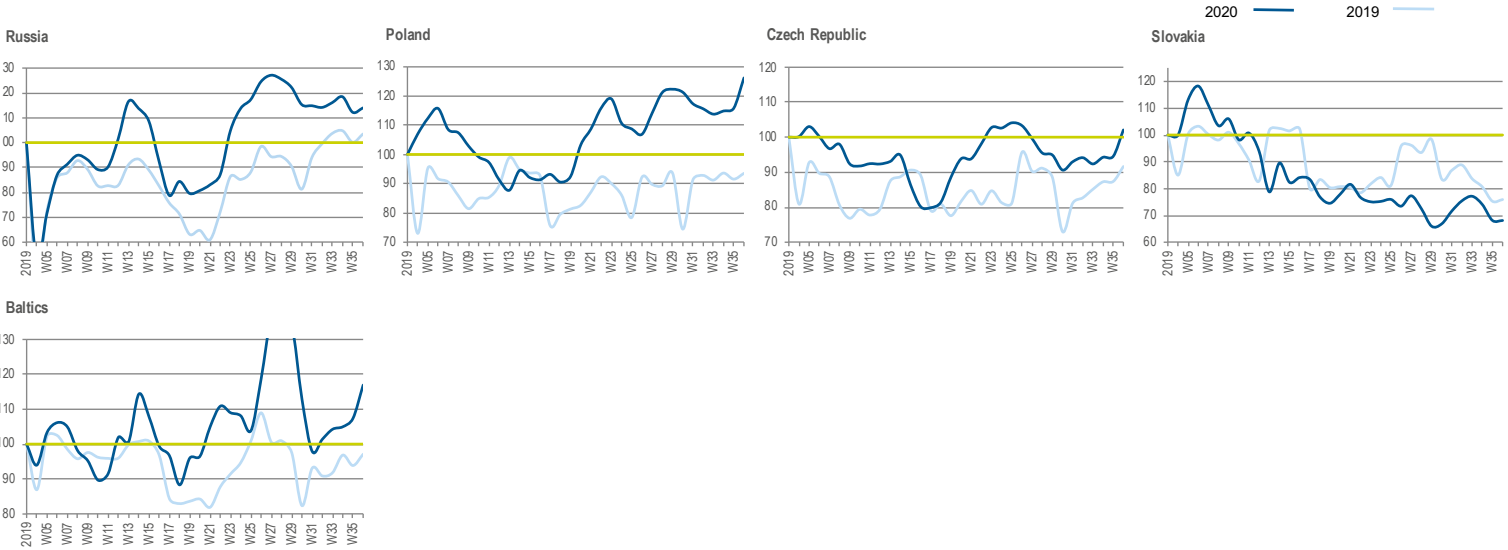
Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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

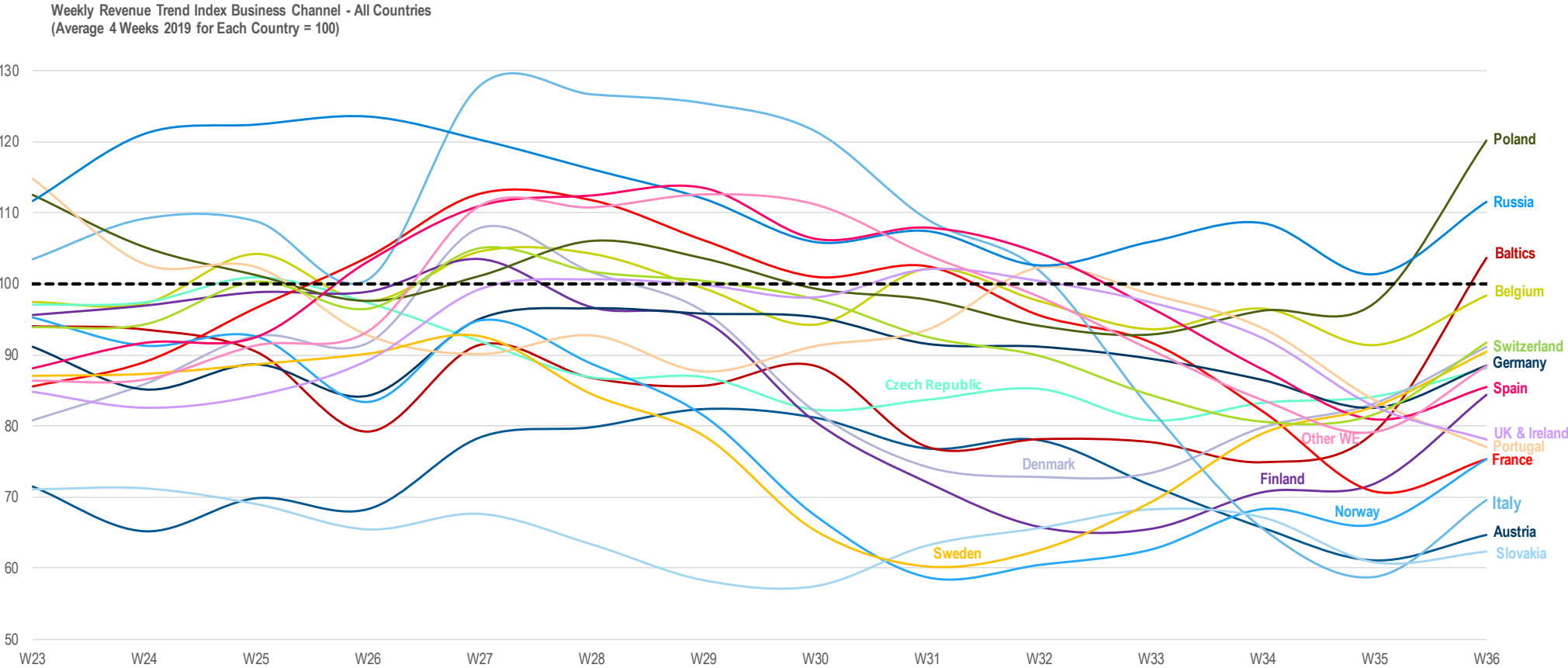


Index Revenue Trend - Eastern Europe

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



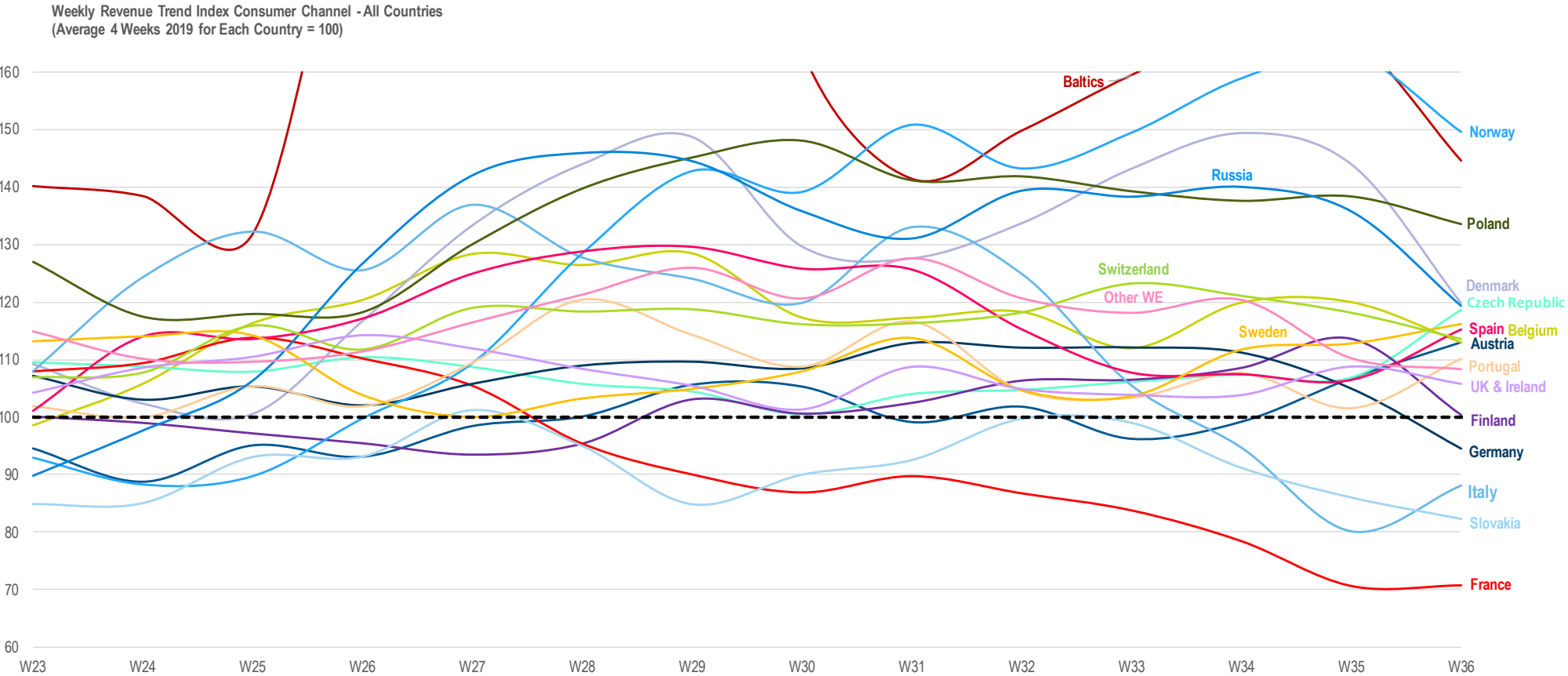
Index Business Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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

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



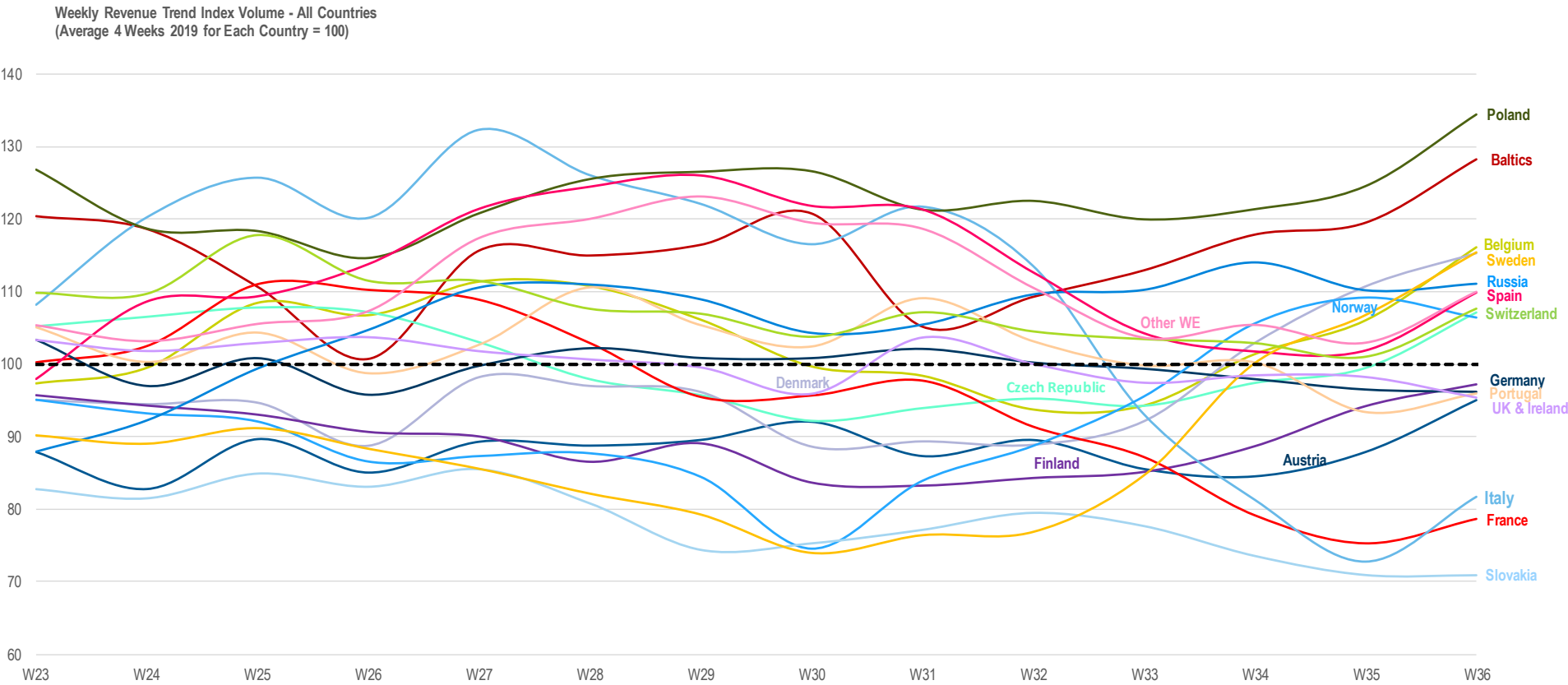
Consumer Channel = Retail chain & Etailer Consumer

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.

CONTEXT Covid-19 Weekly Report

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.

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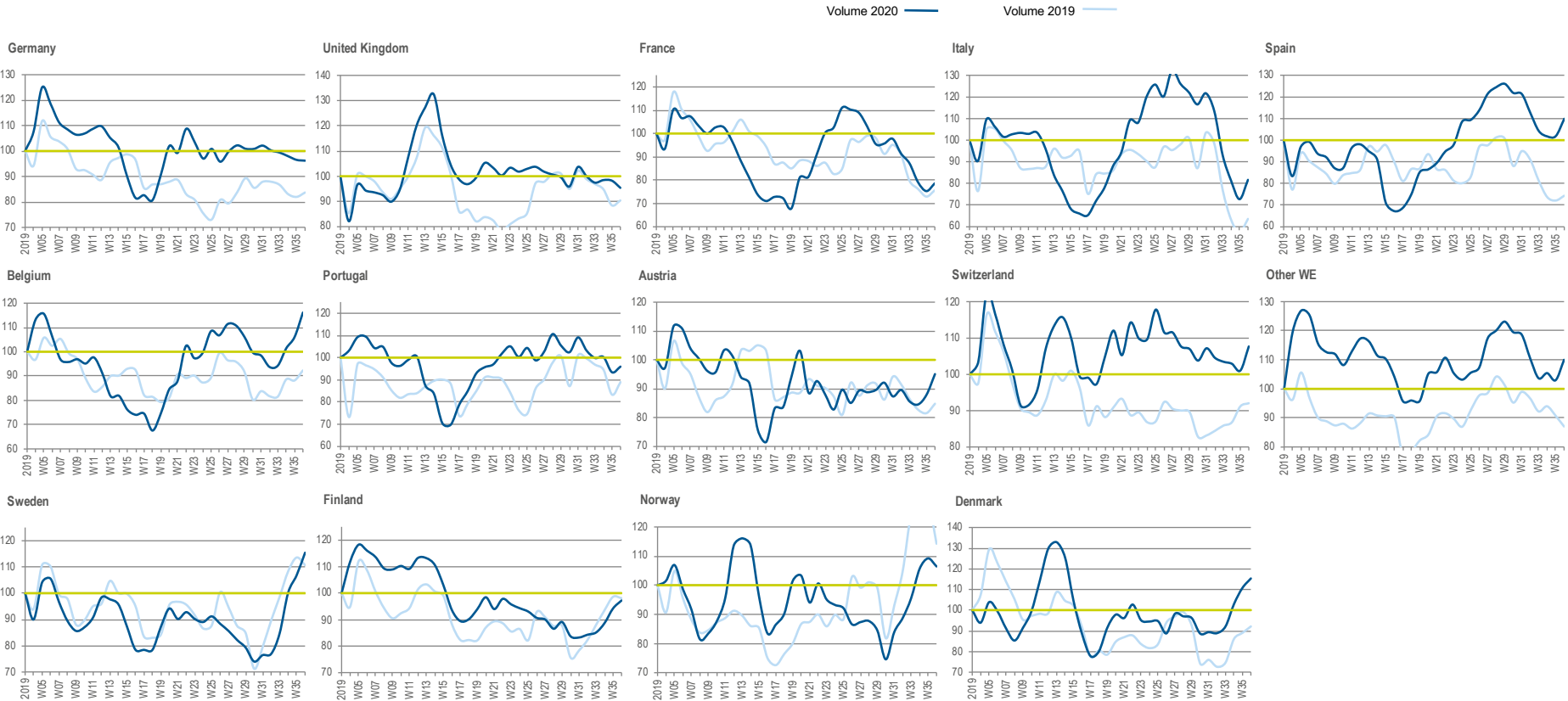
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Index Volume Market - Western Europe

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



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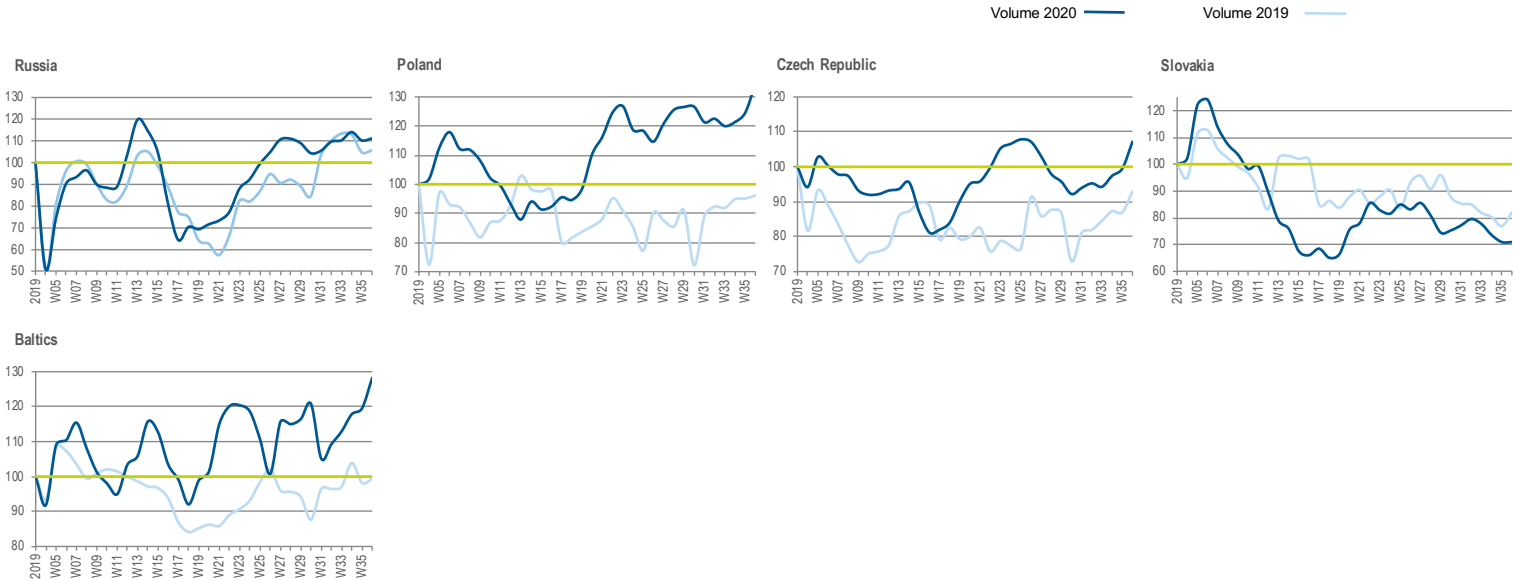
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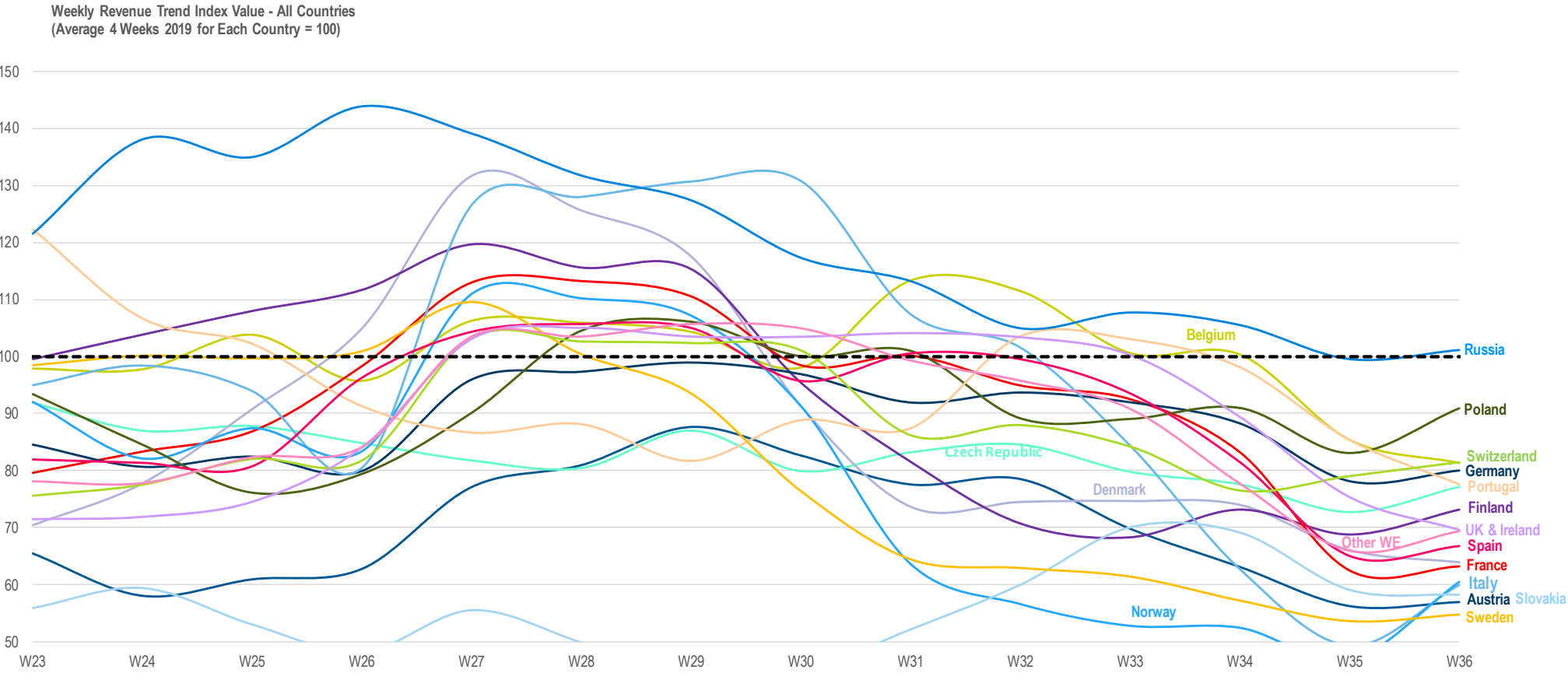
Index Volume Market - Eastern Europe

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



Index Value Market

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



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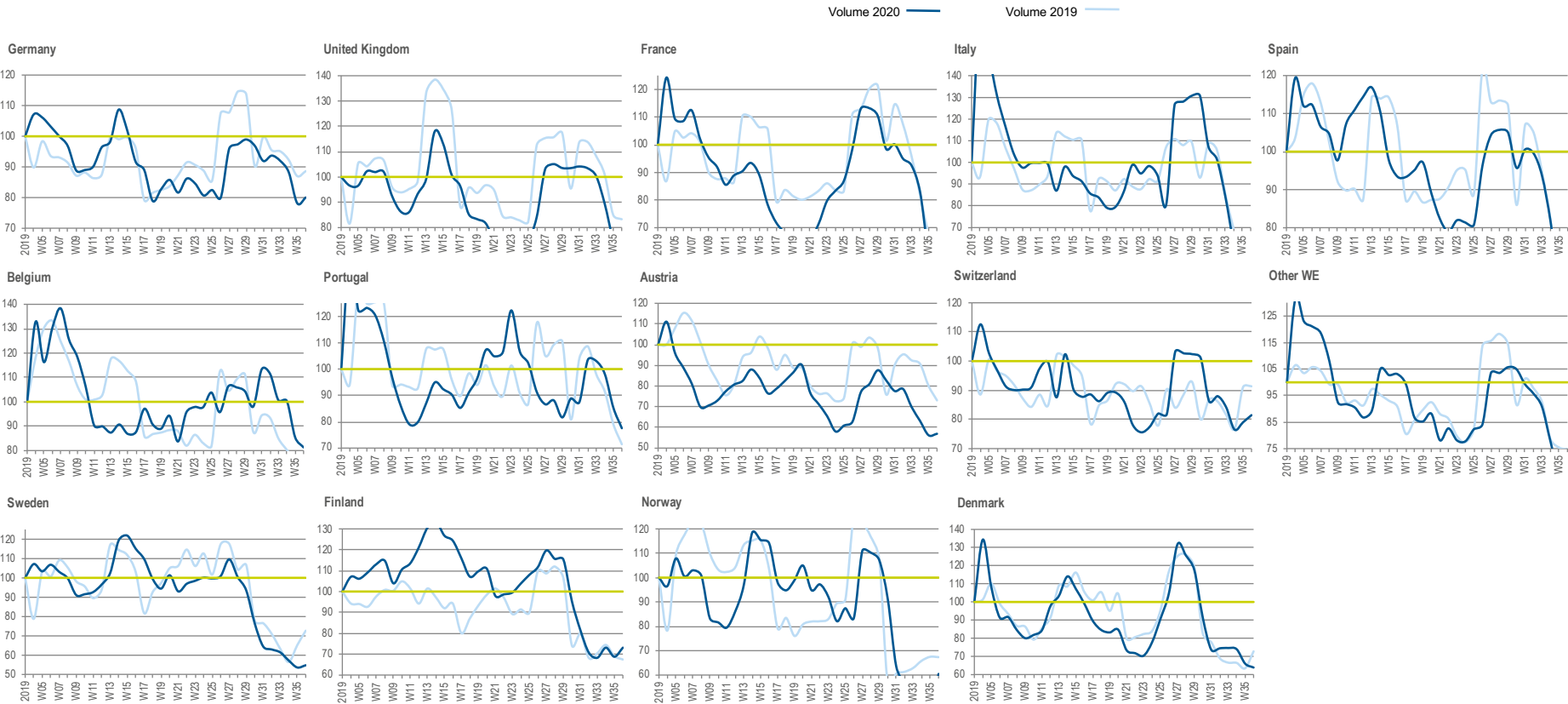
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Index Value Market - Western Europe

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



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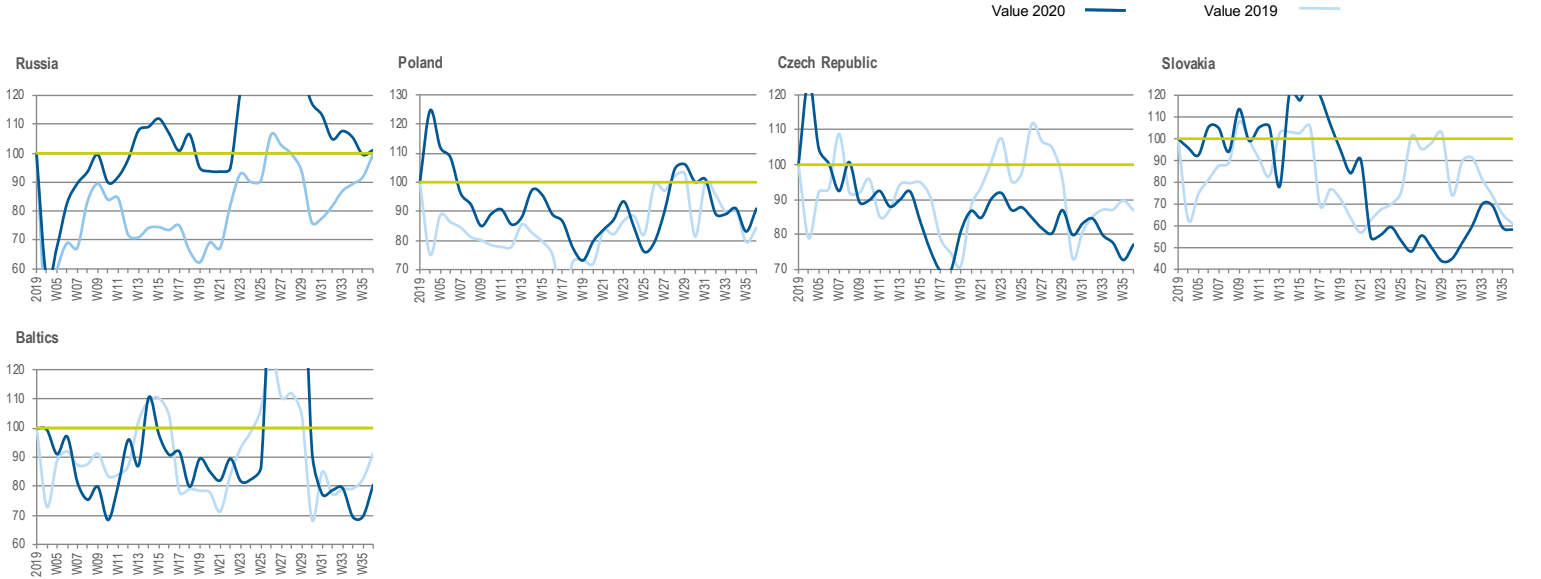
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Index Value Market - Eastern Europe

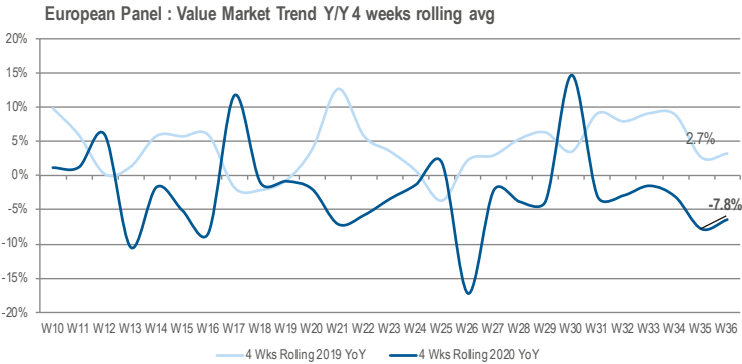
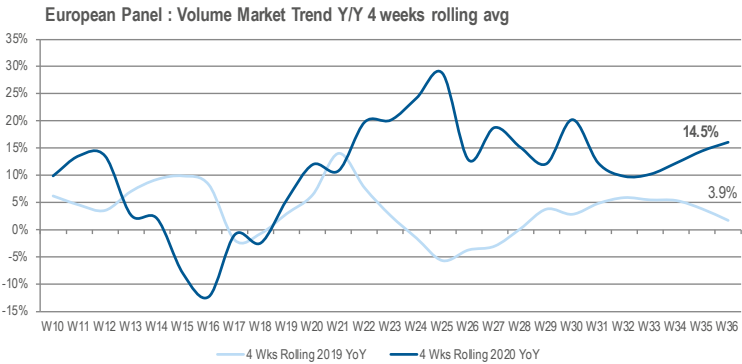
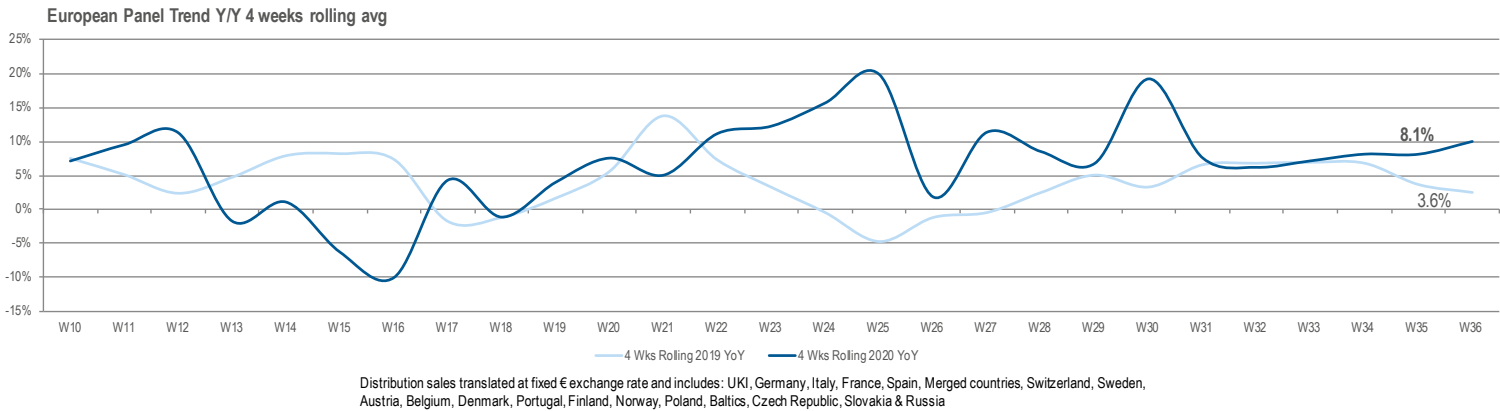
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



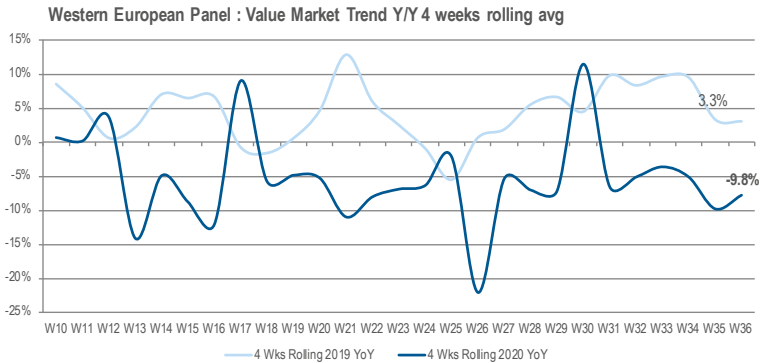
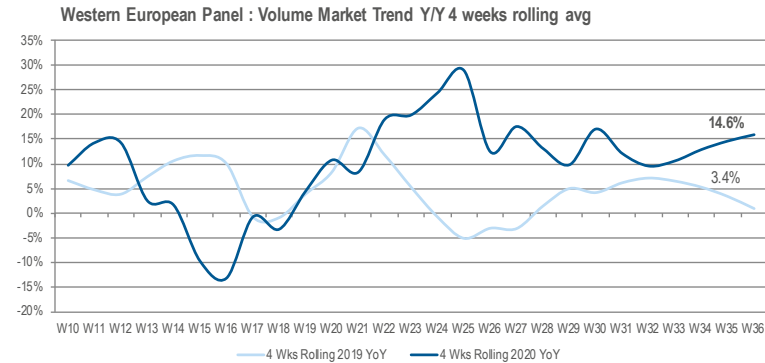
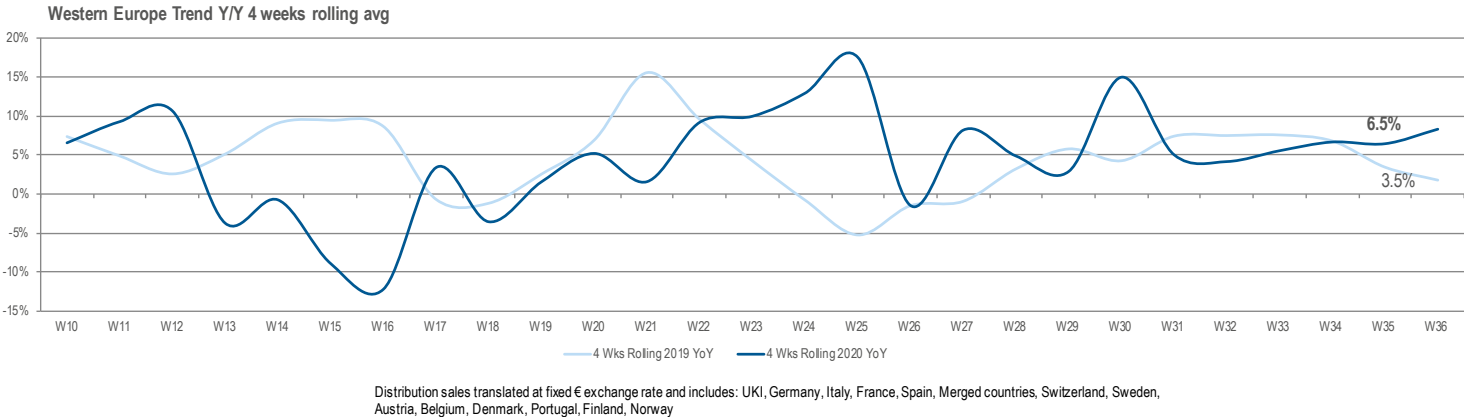
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Weekly %YoY Trend

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



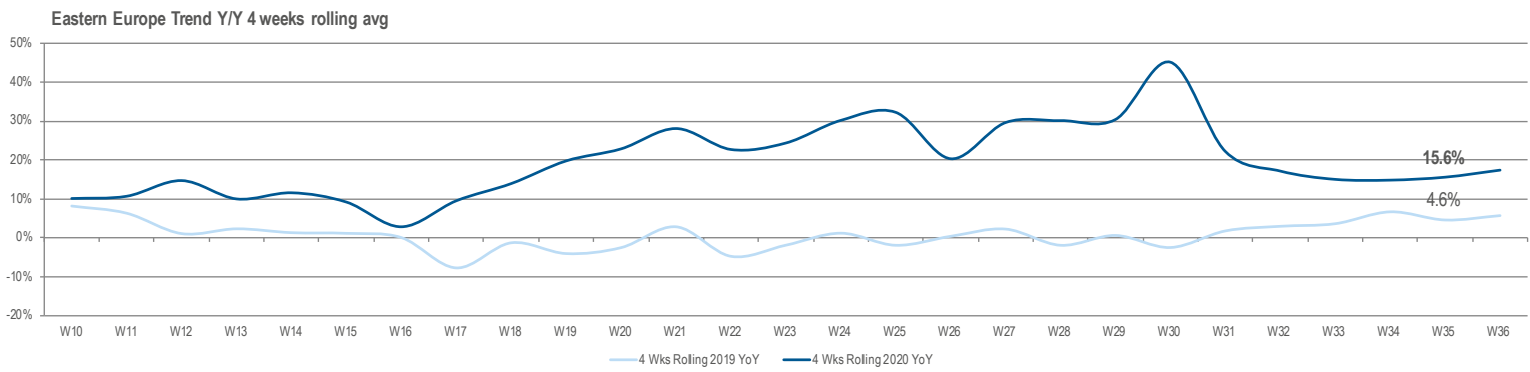
Weekly %YoY Trend Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods



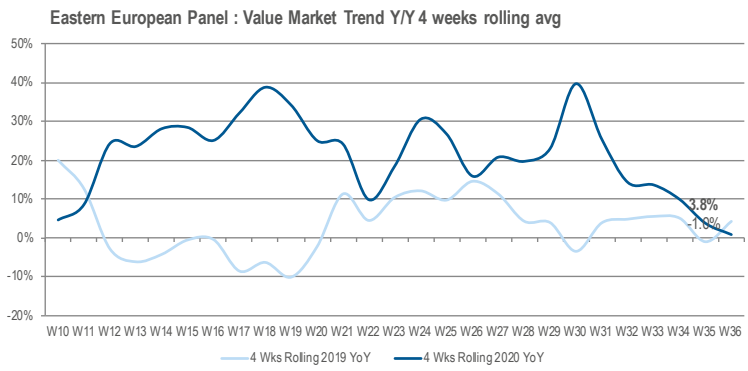
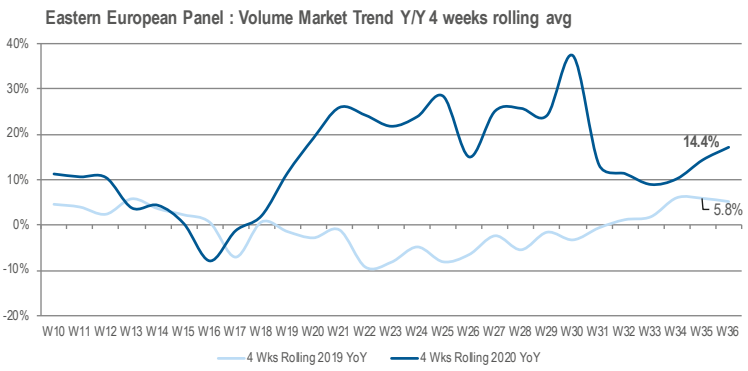
CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend Eastern Europe

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



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



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

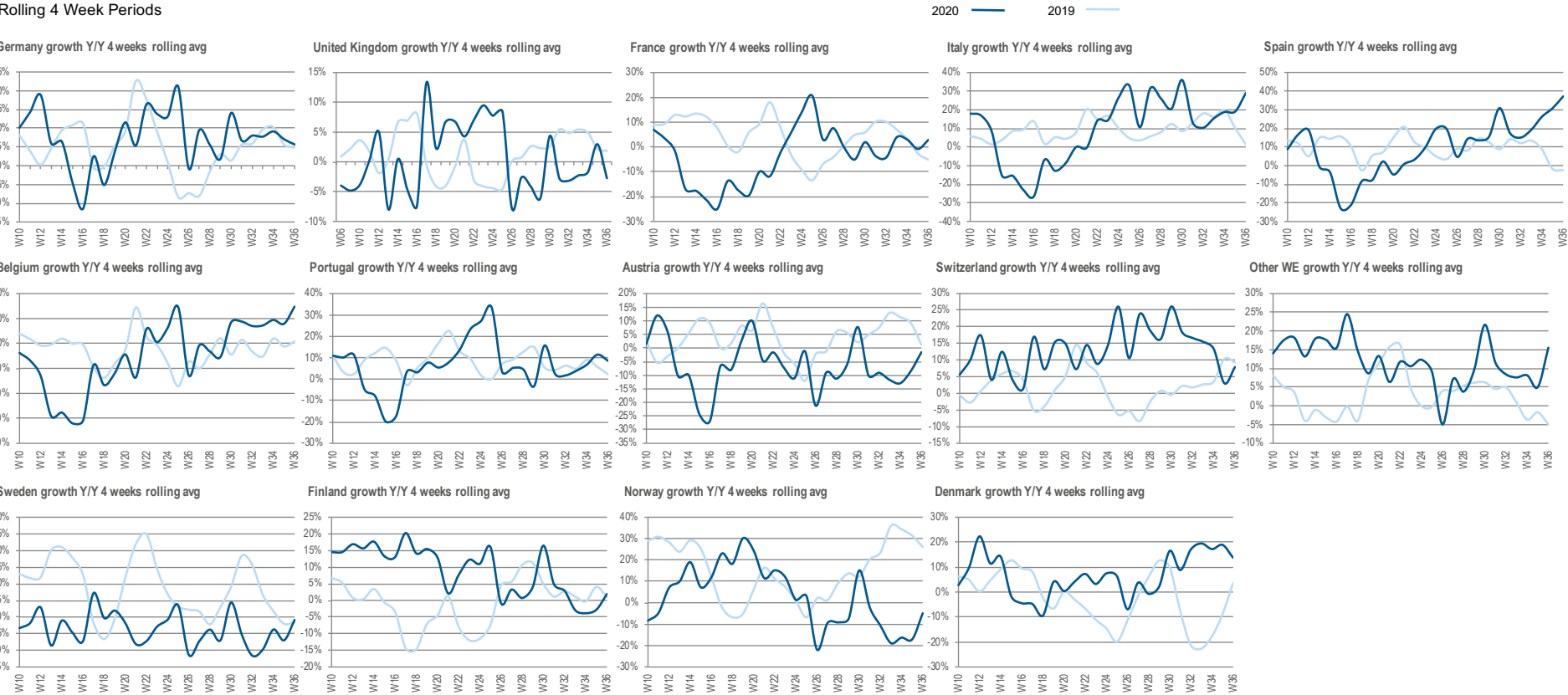
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Weekly %YoY Trend WE Thumbnails
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Weekly %YoY Trend - Western Europe

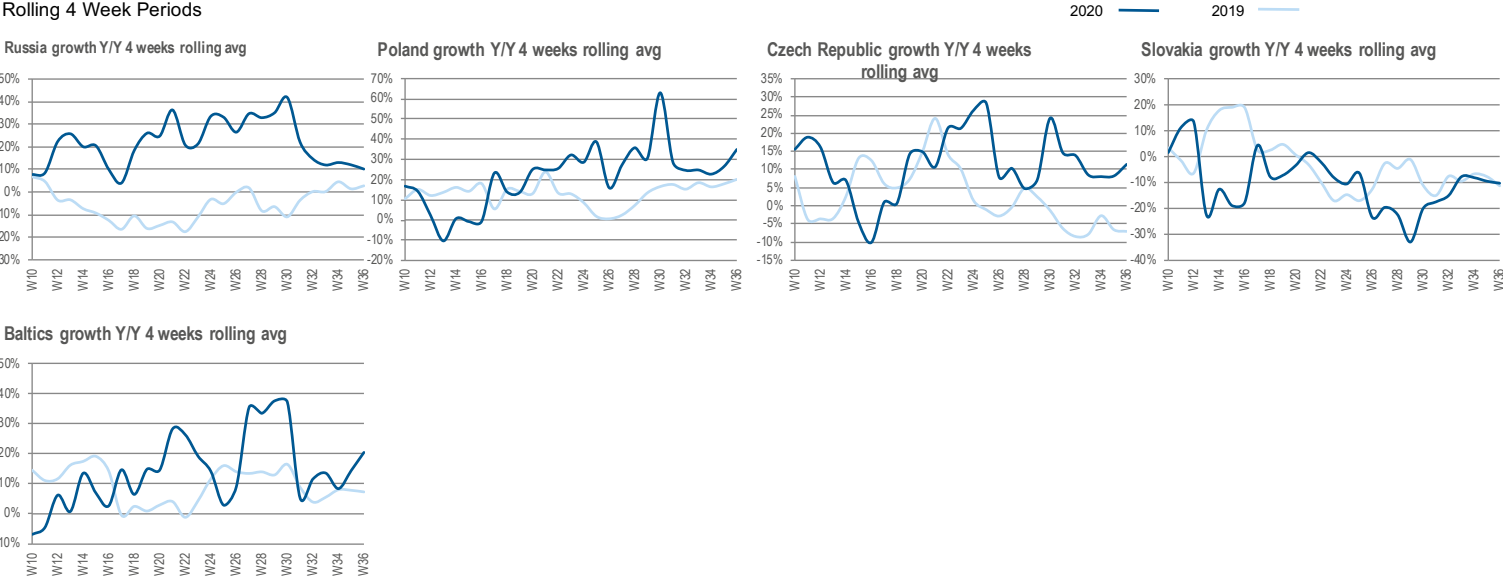
% Change in sales through IT Distribution in Euros
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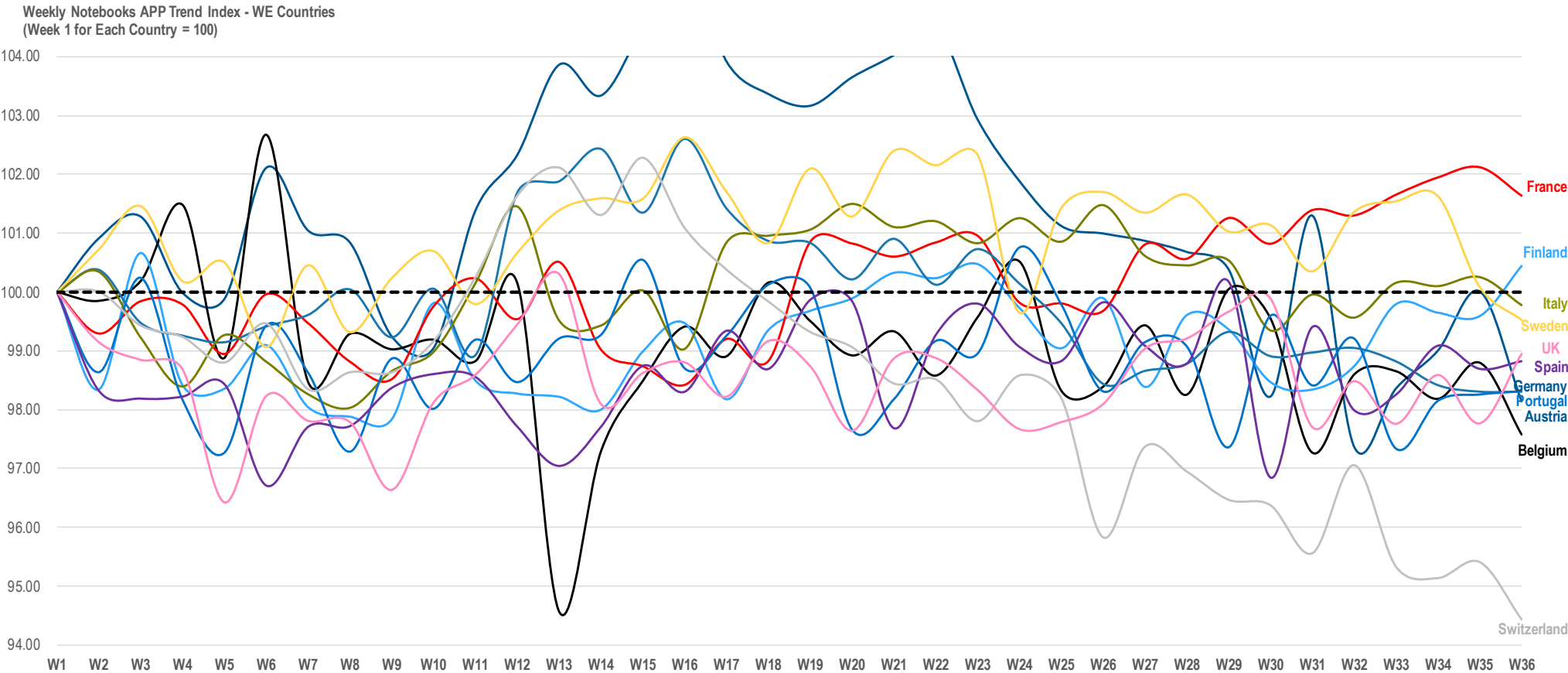
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% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods



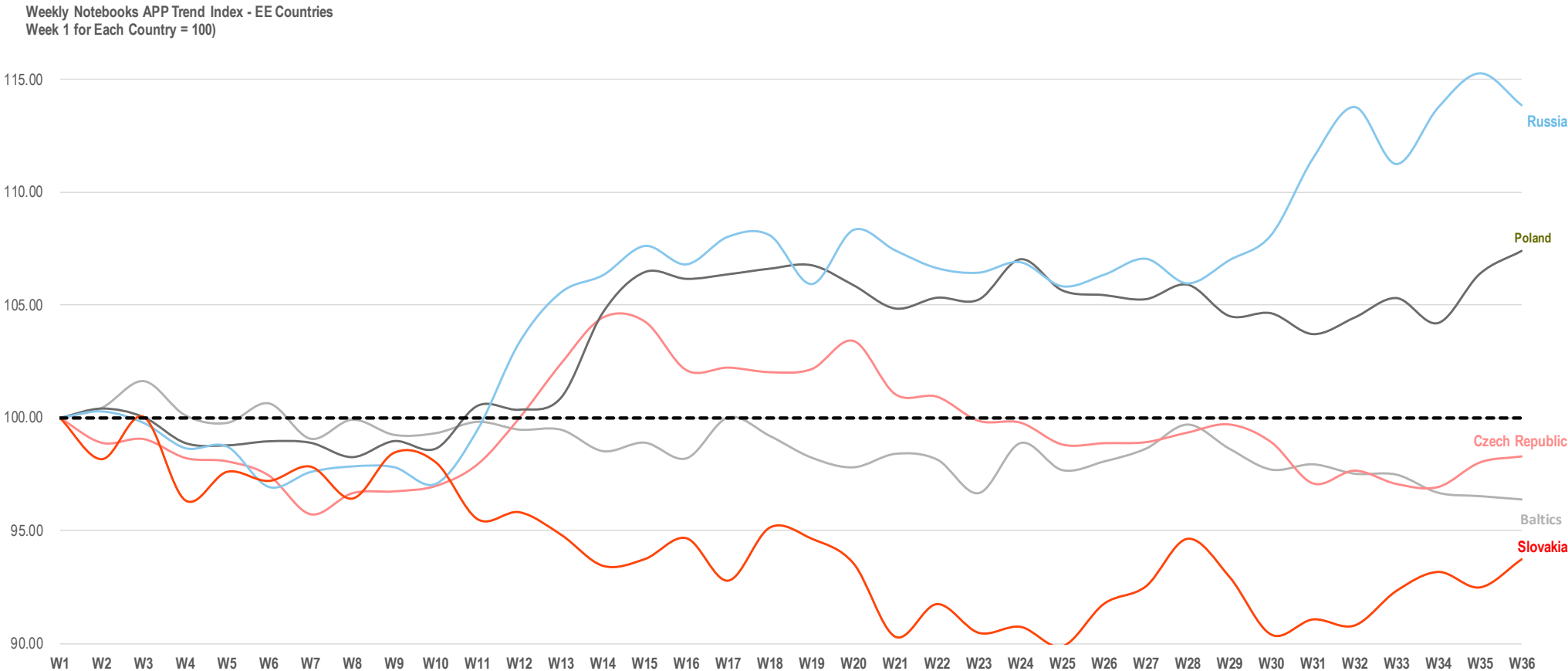
Weekly Notebooks Average Product Price Trend - Western Europe
APP Trend Index (Week 1 for Each Country = 100)



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

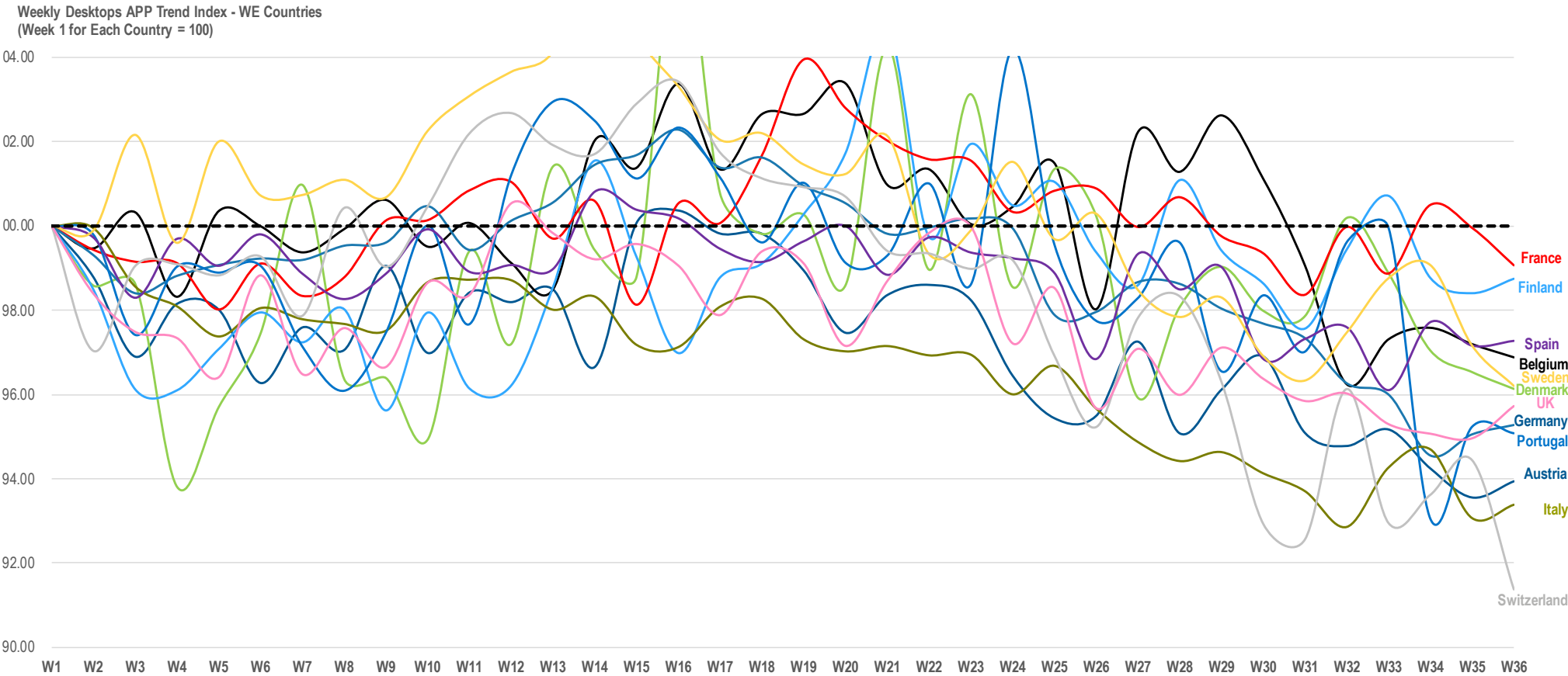
Weekly Notebooks Average Product Price Trend - Eastern Europe

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



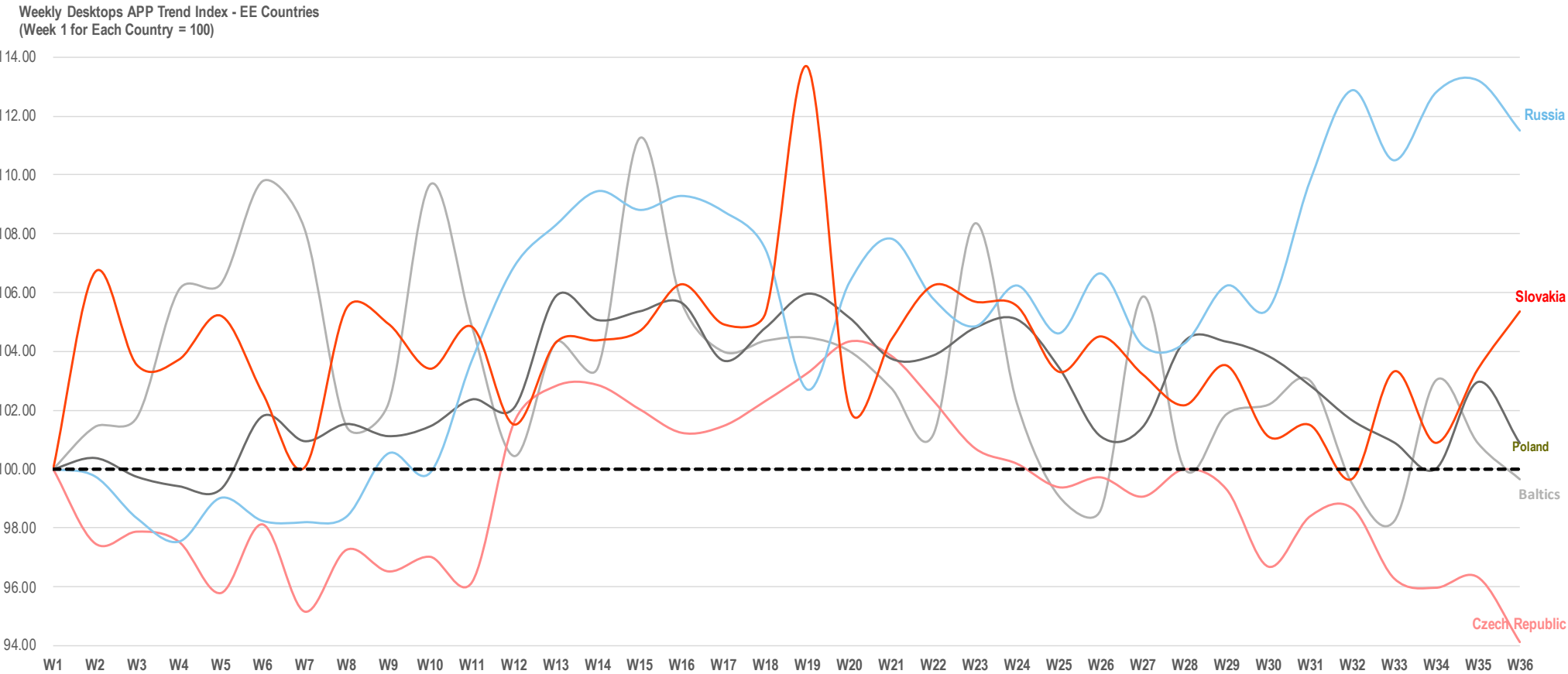
Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

Weekly Desktops Average Product Price Trend - Western Europe
APP Trend Index (Week 1 for Each Country = 100)



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

Weekly Desktops Average Product Price Trend - Eastern Europe
APP Trend Index (Week 1 for Each Country = 100)

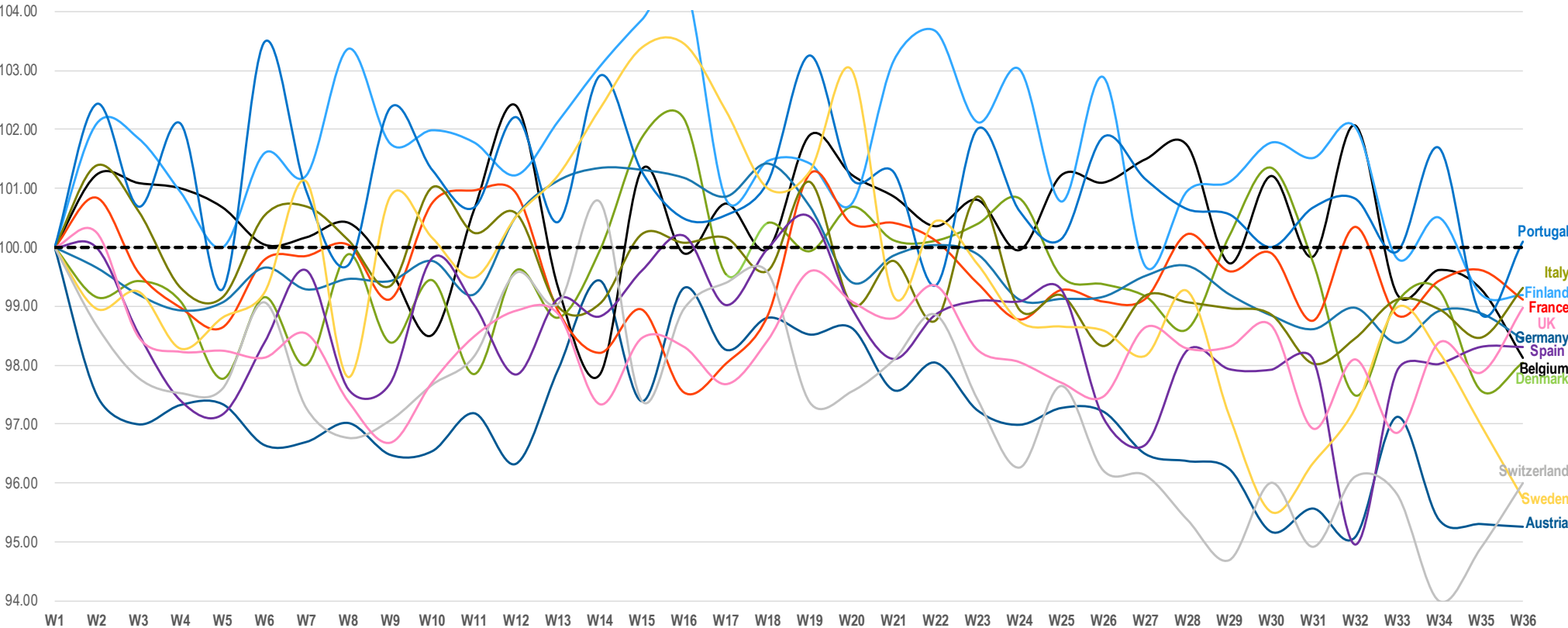


Distribution sell through price of desktop products by part number, translated at fixed € exchange rate, each product indexed to the start of week 1 2020.

Weekly Monitors Average Product Price Trend - Western Europe

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

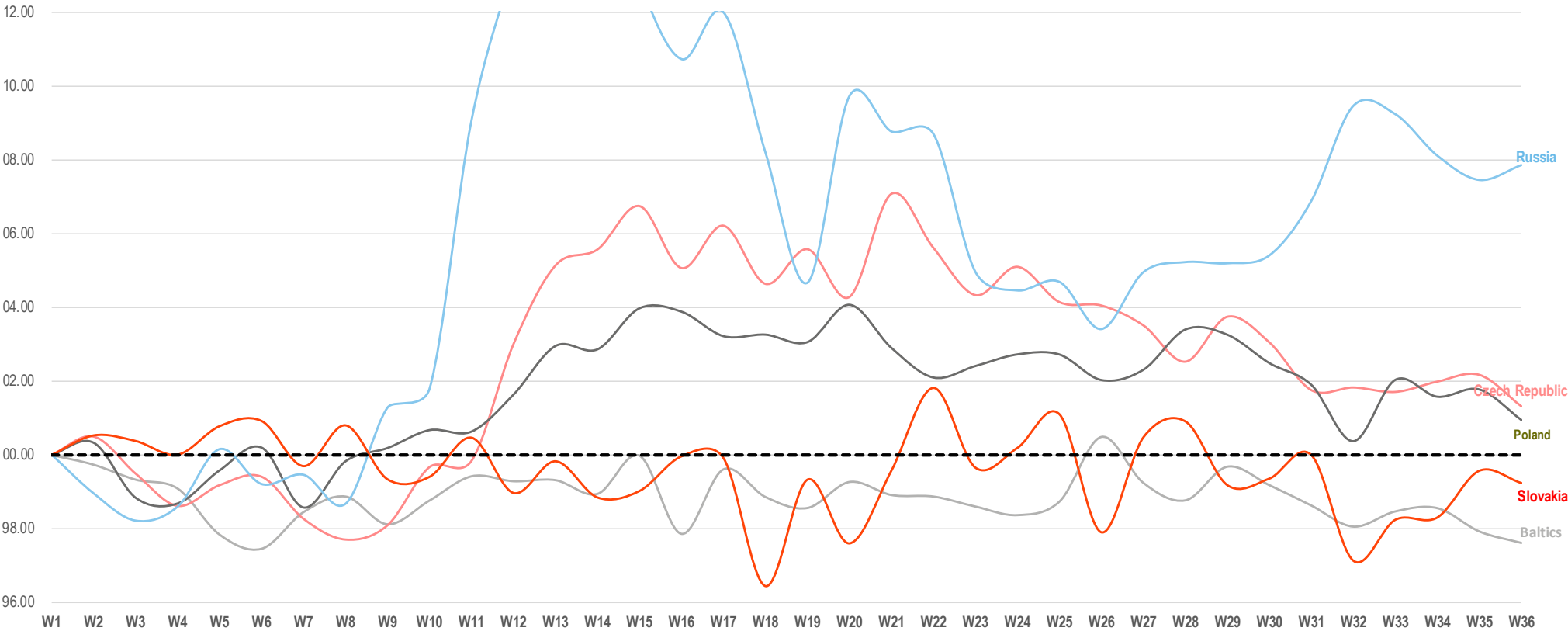
Weekly Monitors Average Product Price Trend - WE Countries
(Week 1 for Each Country = 100)



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

Weekly Monitors Average Product Price Trend - Eastern Europe
APP Trend Index (Week 1 for Each Country = 100)

Weekly Monitors Average Product Price Trend - EE Countries
(Week 1 for Each Country = 100)



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

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE				
Rank-W35	Rank-W36	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
2	1	↑ Computing Accessories	55%	13%	138%	69%	75%	4%	1%	46%	27%	-5%	18%	19%	20%	54%	0%	65%	17%	33%	4%
1	2	↓ Mobile Computing	44%	31%	81%	42%	84%	11%	9%	30%	41%	10%	17%	-14%	-6%	24%	22%	59%	44%	12%	-21%
3	3	↔ Wearable Devices	35%	6%	70%	-19%	41%	63%	62%	50%	188%	-7%	27%	-18%	17%	7%	-16%	168%	8%	-13%	-52%
9	4	↑ Audio-Video Systems	39%	5%	11%	2%	2%	95%	35%	21%	-8%	163%	47%	7%	-2%	-13%	16%	72%	1%	249%	-36%
6	5	↑ Smart Home and Office	42%	-25%	23%	40%	173%	34%	-66%	3698%	-62%	351%	1403%	115%	-33%	364%	130%	333%	66%	6466%	-30%
5	6	↓ Printing Consumables	11%	-7%	32%	16%	57%	-10%	-9%	-11%	24%	11%	27%	38%	-1%	62%	-6%	4%	1%	1%	49%
4	7	↓ Wireless Networking	15%	9%	19%	-8%	-1%	8%	-8%	26%	72%	44%	24%	-54%	-16%	24%	70%	73%	84%	-3%	6%
7	8	↓ Other Networking Equipment	-3%	-27%	-9%	-13%	27%	36%	-50%	4%	-2%	-31%	-53%	-16%	7%	33%	115%	-18%	102%	-16%	43%
8	9	↓ Telecommunications	2%	-10%	8%	-49%	25%	145%	8%	72%	-6%	102%	-18%	-3%	36%	52%	-44%	55%	12%	147%	26%
11	10	↑ Displays	4%	-1%	-16%	10%	55%	10%	-5%	5%	18%	14%	6%	6%	-2%	6%	26%	13%	-11%	14%	-9%
14	11	↑ Connectivity	-4%	-7%	11%	-14%	1%	66%	-4%	-14%	12%	-17%	-12%	6%	-4%	-12%	102%	11%	-18%	80%	-4%
16	12	↓ Computing Components	-7%	-14%	25%	28%	45%	-23%	-25%	64%	-33%	-16%	-4%	36%	-51%	15%	7%	59%	-6%	10%	-39%
10	13	↓ Printing	-8%	-12%	22%	4%	35%	-1%	-13%	1%	45%	20%	39%	-11%	-9%	15%	3%	45%	27%	1%	-39%
15	14	↑ Software and Licences	-7%	-6%	52%	3%	9%	-34%	-24%	35%	-32%	-21%	13%	-7%	19%	8%	-26%	49%	-2%	3%	-13%
22	15	↑ Scanner Imaging	7%	-11%	-6%	-41%	17%	1%	-51%	8%	-9%	46%	-8%	63%	43%	0%	12%	2%	-24%	0%	-16%
13	16	↓ Networking Systems	6%	-28%	-13%	-28%	-4%	48%	-38%	-39%	-14%	-24%	-20%	-21%	-1%	-12%	46%	-3%	4%	-39%	-1%
12	17	↓ Warranties and Services	-15%	-4%	50%	1%	10%	21%	-26%	53%	-25%	-24%	-12%	-12%	-7%	-30%	-18%	-26%	1%	2%	-36%
18	18	↔ Data Center Networking and Security	-25%	-29%	21%	-49%	92%	86%	-69%	-11%	-5%	-12%	34%	-29%	48%	-35%	88%	-63%	26%	-22%	695%
20	19	↑ Power Equipment	5%	-24%	5%	-6%	-6%	-12%	-5%	-11%	-3%	-9%	-10%	-14%	20%	-2%	-12%	10%	-17%	-3%	2%
19	20	↓ Disk Storage	-13%	-28%	0%	3%	-14%	-7%	-9%	9%	-17%	45%	25%	2%	-34%	-25%	-2%	5%	-16%	16%	-38%
21	21	↔ Removable Storage	-25%	-45%	-1%	20%	-3%	2%	-5%	6%	-33%	7%	-30%	-37%	27%	-23%	-5%	20%	-20%	-3%	-10%
17	22	↓ Server Computing	-19%	-24%	15%	-21%	17%	6%	-19%	9%	-52%	-36%	9%	35%	-19%	30%	-31%	36%	-19%	-19%	-6%
23	23	↔ Desktop Computing	-23%	-43%	-3%	-19%	29%	2%	-2%	-30%	-5%	-22%	11%	-46%	-15%	-16%	-28%	-7%	-7%	-5%	-32%
24	24	↔ Unified Communications	-20%	-56%	41%	-33%	-42%	13%	-56%	-50%	-25%	-42%	194%	16%	-43%	-41%	4%	37%	-53%	-34%	-86%

INDUSTRY SECTOR TREND		
WE	EE	Total
39%	22%	37%
37%	33%	36%
27%	41%	29%
19%	39%	21%
8%	418%	14%
14%	1%	12%
5%	65%	11%
-9%	92%	7%
5%	12%	6%
4%	15%	6%
-1%	52%	5%
-1%	16%	4%
2%	9%	4%
-4%	-3%	-3%
-7%	6%	-4%
-12%	30%	-5%
-5%	-19%	-7%
-18%	52%	-8%
-7%	-10%	-8%
-12%	-2%	-10%
-19%	0%	-15%
-12%	-25%	-16%
-20%	-20%	-20%
-28%	2%	-23%

Country Trend	6%	-3%	29%	3%	37%	8%	-1%	25%	-1%	12%	9%	-7%	1%	16%	10%	35%	11%	19%	-12%
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Top Decline Industry
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Top Decline IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019
Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE				
Rank-W35	Rank-W36	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Unified Communications	-20%	-56%	41%	-33%	-42%	13%	-56%	-50%	-25%	-42%	194%	16%	-43%	-41%	4%	37%	-53%	-34%	-86%
2	2	➡ Desktop Computing	-23%	-43%	-3%	-19%	29%	2%	-2%	-30%	-5%	-22%	11%	-46%	-15%	-16%	-28%	-7%	-7%	-5%	-32%
8	3	⬇ Server Computing	-19%	-24%	15%	-21%	17%	6%	-19%	9%	-52%	-36%	9%	35%	-19%	30%	-31%	36%	-19%	-19%	-6%
4	4	⬇ Removable Storage	-25%	-45%	-1%	20%	-3%	2%	-5%	6%	-33%	7%	-30%	-37%	27%	-23%	-5%	20%	-20%	-3%	-10%
6	5	⬇ Disk Storage	-13%	-28%	0%	3%	-14%	-7%	-9%	9%	-17%	45%	25%	2%	-34%	-25%	-2%	5%	-16%	16%	-38%
5	6	⬆ Power Equipment	5%	-24%	5%	-6%	-6%	-12%	-5%	-11%	-3%	-9%	-10%	-14%	20%	-2%	-12%	10%	-17%	-3%	2%
7	7	➡ Data Center Networking and Security	-25%	-29%	21%	-49%	92%	86%	-69%	-11%	-5%	-12%	34%	-29%	48%	-35%	88%	-63%	26%	-22%	695%
13	8	⬇ Warranties and Services	-15%	-4%	50%	1%	10%	21%	-26%	53%	-25%	-24%	-12%	-12%	-7%	-30%	-18%	-26%	1%	2%	-36%
12	9	⬇ Networking Systems	6%	-28%	-13%	-28%	-4%	48%	-38%	-39%	-14%	-24%	-20%	-21%	-1%	-12%	46%	-3%	4%	-39%	-1%
3	10	⬆ Scanner Imaging	7%	-11%	-6%	-41%	17%	1%	-51%	8%	-9%	46%	-8%	63%	43%	0%	12%	2%	-24%	0%	-16%
10	11	⬆ Software and Licences	-7%	-6%	52%	3%	9%	-34%	-24%	35%	-32%	-21%	13%	-7%	19%	8%	-26%	49%	-2%	3%	-13%
15	12	⬇ Printing	-8%	-12%	22%	4%	35%	-1%	-13%	1%	45%	20%	39%	-11%	-9%	15%	3%	45%	27%	1%	-39%
9	13	⬆ Computing Components	-7%	-14%	25%	28%	45%	-23%	-25%	64%	-33%	-16%	-4%	36%	-51%	15%	7%	59%	-6%	10%	-39%
11	14	⬆ Connectivity	-4%	-7%	11%	-14%	1%	66%	-4%	-14%	12%	-17%	-12%	6%	-4%	-12%	102%	11%	-18%	80%	-4%
14	15	⬆ Displays	4%	-1%	-16%	10%	55%	10%	-5%	5%	18%	14%	6%	6%	-2%	6%	26%	13%	-11%	14%	-9%
18	16	⬇ Telecommunications	2%	-10%	8%	-49%	25%	145%	8%	72%	-6%	102%	-18%	-3%	36%	52%	-44%	55%	12%	147%	26%
17	17	➡ Other Networking Equipment	-3%	-27%	-9%	-13%	27%	36%	-50%	4%	-2%	-31%	-53%	-16%	7%	33%	115%	-18%	102%	-16%	43%
21	18	⬇ Wireless Networking	15%	9%	19%	-8%	-1%	8%	-8%	26%	72%	44%	24%	-54%	-16%	24%	70%	73%	84%	-3%	6%
20	19	⬇ Printing Consumables	11%	-7%	32%	16%	57%	-10%	-9%	-11%	24%	11%	27%	38%	-1%	62%	-6%	4%	1%	1%	49%
19	20	⬆ Smart Home and Office	42%	-25%	23%	40%	173%	34%	-66%	3698%	-62%	351%	1403%	115%	-33%	364%	130%	333%	66%	6466%	-30%
16	21	⬆ Audio-Video Systems	39%	5%	11%	2%	2%	95%	35%	21%	-8%	163%	47%	7%	-2%	-13%	16%	72%	1%	249%	-36%
22	22	➡ Wearable Devices	35%	6%	70%	-19%	41%	63%	62%	50%	188%	-7%	27%	-18%	17%	7%	-16%	168%	8%	-13%	-52%
24	23	⬇ Mobile Computing	44%	31%	81%	42%	84%	11%	9%	30%	41%	10%	17%	-14%	-6%	24%	22%	59%	44%	12%	-21%
23	24	⬆ Computing Accessories	55%	13%	138%	69%	75%	4%	1%	46%	27%	-5%	18%	19%	20%	54%	0%	65%	17%	33%	4%
Country Trend			6%	-3%	29%	3%	37%	8%	-1%	25%	-1%	12%	9%	-7%	1%	16%	10%	35%	11%	19%	-12%

INDUSTRY SECTOR TREND		
WE	EE	Total
-28%	2%	-23%
-20%	-20%	-20%
-12%	-25%	-16%
-19%	0%	-15%
-12%	-2%	-10%
-7%	-10%	-8%
-18%	52%	-8%
-5%	-19%	-7%
-12%	30%	-5%
-7%	6%	-4%
-4%	-3%	-3%
2%	9%	4%
-1%	16%	4%
-1%	52%	5%
4%	15%	6%
5%	12%	6%
-9%	92%	7%
5%	65%	11%
14%	1%	12%
8%	418%	14%
19%	39%	21%
27%	41%	29%
37%	33%	36%
39%	22%	37%

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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 36 (to September 06 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-W35	Rank-W36	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
1	1	➡ Mobile Computing	44%	31%	81%	42%	84%	11%	9%	30%	41%	10%	17%	-14%	-6%	24%	22%	59%	44%	12%	-21%	
2	2	➡ Telecommunications	2%	-10%	8%	-49%	25%	145%	8%	72%	-6%	102%	-18%	-3%	36%	52%	-44%	55%	12%	147%	26%	
3	3	➡ Software and Licences	-7%	-6%	52%	3%	9%	-34%	-24%	35%	-32%	-21%	13%	-7%	19%	8%	-26%	49%	-2%	3%	-13%	
4	4	➡ Printing Consumables	11%	-7%	32%	16%	57%	-10%	-9%	-11%	24%	11%	27%	38%	-1%	62%	-6%	4%	1%	1%	49%	
5	5	➡ Displays	4%	-1%	-16%	10%	55%	10%	-5%	5%	18%	14%	6%	6%	-2%	6%	26%	13%	-11%	14%	-9%	
7	6	⬆ Computing Components	-7%	-14%	25%	28%	45%	-23%	-25%	64%	-33%	-16%	-4%	36%	-51%	15%	7%	59%	-6%	10%	-39%	
6	7	⬇ Disk Storage	-13%	-28%	0%	3%	-14%	-7%	-9%	9%	-17%	45%	25%	2%	-34%	-25%	-2%	5%	-16%	16%	-38%	
8	8	➡ Warranties and Services	-15%	-4%	50%	1%	10%	21%	-26%	53%	-25%	-24%	-12%	-12%	-7%	-30%	-18%	-26%	1%	2%	-36%	
9	9	➡ Desktop Computing	-23%	-43%	-3%	-19%	29%	2%	-2%	-30%	-5%	-22%	11%	-46%	-15%	-16%	-28%	-7%	-7%	-5%	-32%	
11	10	⬆ Computing Accessories	55%	13%	138%	69%	75%	4%	1%	46%	27%	-5%	18%	19%	20%	54%	0%	65%	17%	33%	4%	
13	11	⬆ Audio-Video Systems	39%	5%	11%	2%	2%	95%	35%	21%	-8%	163%	47%	7%	-2%	-13%	16%	72%	1%	249%	-36%	
10	12	⬇ Networking Systems	6%	-28%	-13%	-28%	-4%	48%	-38%	-39%	-14%	-24%	-20%	-21%	-1%	-12%	46%	-3%	4%	-39%	-1%	
12	13	⬇ Printing	-8%	-12%	22%	4%	35%	-1%	-13%	1%	45%	20%	39%	-11%	-9%	15%	3%	45%	27%	1%	-39%	
14	14	➡ Server Computing	-19%	-24%	15%	-21%	17%	6%	-19%	9%	-52%	-36%	9%	35%	-19%	30%	-31%	36%	-19%	-19%	-6%	
15	15	➡ Data Center Networking and Security	-25%	-29%	21%	-49%	92%	86%	-69%	-11%	-5%	-12%	34%	-29%	48%	-35%	88%	-63%	26%	-22%	695%	
16	16	➡ Wireless Networking	15%	9%	19%	-8%	-1%	8%	-8%	26%	72%	44%	24%	-54%	-16%	24%	70%	73%	84%	-3%	6%	
17	17	➡ Power Equipment	5%	-24%	5%	-6%	-6%	-12%	-5%	-11%	-3%	-9%	-10%	-14%	20%	-2%	-12%	10%	-17%	-3%	2%	
18	18	➡ Other Networking Equipment	-3%	-27%	-9%	-13%	27%	36%	-50%	4%	-2%	-31%	-53%	-16%	7%	33%	115%	-18%	102%	-16%	43%	
19	19	➡ Wearable Devices	35%	6%	70%	-19%	41%	63%	62%	50%	188%	-7%	27%	-18%	17%	7%	-16%	168%	8%	-13%	-52%	
20	20	➡ Connectivity	-4%	-7%	11%	-14%	1%	66%	-4%	-14%	12%	-17%	-12%	6%	-4%	-12%	102%	11%	-18%	80%	-4%	
21	21	➡ Removable Storage	-25%	-45%	-1%	20%	-3%	2%	-5%	6%	-33%	7%	-30%	-37%	27%	-23%	-5%	20%	-20%	-3%	-10%	
22	22	➡ Electronics	15%	-26%	-56%	31%	-28%	-13%	-54%	-8%	-53%	-8%	-66%	-43%	64%	-39%	85%	-47%	34%	-34%	1%	
23	23	➡ Games Consoles	36%		-31%	55%	163%	78%	98%	158%	-7%	-40%	0%	361%	72%	61%	-41%	-30%	-49%	45%	81%	
24	24	➡ Smart Home and Office	42%	-25%	23%	40%	173%	34%	-66%	3698%	-62%	351%	1403%	115%	-33%	364%	130%	333%	66%	6466%	-30%	
25	25	➡ Unified Communications	-20%	-56%	41%	-33%	-42%	13%	-56%	-50%	-25%	-42%	194%	16%	-43%	-41%	4%	37%	-53%	-34%	-86%	
27	26	⬆ Scanner Imaging	7%	-11%	-6%	-41%	17%	1%	-51%	8%	-9%	46%	-8%	63%	43%	0%	12%	2%	-24%	0%	-16%	
26	27	⬇ Security	41%	-8%	-23%	-14%	-9%	33%	-47%	29%	-999%	544%	70%	31%	53%	15%	21%	32%	4%	-38%	-36%	
28	28	➡ Terminals, Thin Clients and Points of S	-30%	-42%	-19%	-40%	-83%	-66%	-34%	-50%	-32%	-66%	-64%	-36%	-4%	-30%	-26%	-43%	-46%	385%	92%	
29	29	➡ Tape Storage	-32%	-40%	-47%	-22%	100%	130%	-58%	21%	11%	-28%	284%	-71%	-49%	-29%	-46%	-39%	-42%	90%	-19%	
30	30	➡ Photo and Video Cameras	15%	-5%	73%	-57%	4%	-23%	-73%	-86%	111%	-71%	-11%	-92%	-26%	-73%	-35%	-45%	-2%	11%	8%	

INDUSTRY SECTOR TREND		
WE	EE	Total
37%	33%	36%
5%	12%	6%
-4%	-3%	-3%
14%	1%	12%
4%	15%	6%
-1%	16%	4%
-12%	-2%	-10%
-5%	-19%	-7%
-20%	-20%	-20%
39%	22%	37%
19%	39%	21%
-12%	30%	-5%
2%	9%	4%
-12%	-25%	-16%
-18%	52%	-8%
5%	65%	11%
-7%	-10%	-8%
-9%	92%	7%
27%	41%	29%
-1%	52%	5%
-19%	0%	-15%
-15%	36%	-4%
37%	-28%	10%
8%	418%	14%
-28%	2%	-23%
-7%	6%	-4%
5%	14%	8%
-44%	-38%	-44%
-19%	-45%	-23%
-22%	-27%	-25%

Top Growth Categories in Western and Eastern Europe
% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019
Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank- W35	Rank- W36	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	📷 Web Cameras	895%	272%	1028%	490%	630%	344%	129%	405%	331%	122%	475%	120%	272%	637%	41%	554%	600%	226%	304%	448%	134%	379%
#N/A	2	🖨️ 3D Printers	129%		1646%		-90%	-86%			281%										547%		298%	
2	3	💡 Smart Lighting and Electricals	194%		144%	97%	30%		14%	-71%	142%	218%	275%	108%	-39%	-50%	149%	164%	-34%	361%	54%	116%	92%	112%
35	4	🔌 Server Enclosure	-18%	-61%	-16%	-90%		172%		-60%	-82%	743%		-84%	175%	48%	-32%	-73%	-92%	79%	132%	103%		
3	5	🎮 Games Accessories	171%		109%	98%	121%	109%	59%	158%	129%	-41%	10%	384%	70%	109%	-42%	31%	-13%	5%	182%	124%	24%	93%
4	6	📞 Telephony and Conference Systems	69%	17%	66%	80%	38%	214%	124%	49%	261%	98%	-40%	73%	163%	69%	30%	-4%	58%	422%	558%	60%	36%	55%
6	7	🕒 Smart Watches	19%	74%	84%	-33%	143%	136%	58%	50%	168%	-12%	36%	-19%	14%	18%	-40%	97%	41%	-45%	-56%	53%	22%	48%
5	8	💻 Mobile Computing Cases	86%	31%	230%	32%	66%	34%	4%	86%	-7%	14%	9%	-39%	30%	40%	38%	35%	45%	20%	40%	48%	38%	47%
7	9	💻 Tablet PCs	83%	40%	60%	8%	77%	33%	12%	55%	6%	77%	-4%	38%	11%	8%	22%	6%	48%	148%	6%	47%	24%	45%
14	10	📱 Mobile Computing Accessories and Parts	83%	-35%	77%	59%	44%	39%	7%	-2%	32%	-37%	23%	14%	52%	89%	59%	32%	-23%	37%	-57%	36%	17%	35%
12	11	📖 Notebooks	31%	28%	87%	57%	85%	7%	8%	24%	49%	4%	20%	-22%	-9%	32%	23%	68%	45%	6%	-24%	35%	34%	35%
9	12	📄 Labelling Tapes	49%	8%	13%	62%	-2%	26%	-12%	18%	-10%	222%	-23%	454%	151%	90%	-1%	-5%	-8%	-5%	-8%	38%	-6%	33%
19	13	🔧 Network Management Software	51%	19%	-5%	-10%	8%	85%	-3%	240%	26%	100%	-26%	6%	-27%	8%	150%	-10%	-64%	-4%	33%	27%	76%	30%
#N/A	14	🔧 Smart Home Automation	-21%	-68%		1280%		60%	9%		164%	1470%			-54%	429%			131%			29%		29%
13	15	🖨️ Ink Cartridges and Tanks	26%	17%	52%	13%	124%	2%	-19%	-17%	16%	6%	58%	91%	-6%	73%	25%	28%	-17%	-1%	88%	28%	25%	28%
42	16	🎧 Headsets/Headphones and Microphones	41%	22%	-20%	6%	0%	160%	42%	23%	-4%	173%	57%	7%	1%	-15%	55%	95%	-6%	371%	-43%	23%	64%	27%
20	17	📶 Docking Stations	17%	16%	201%	68%	96%	8%	-21%	26%	19%	-6%	-38%	26%	15%	8%	-11%	28%	-17%	11%	-1%	26%	3%	24%
22	18	📶 Network Accessories	-23%	-14%	-27%	-44%	75%	62%	-34%	7%	-66%	-52%	-97%	-47%	-32%	-6%	243%	-26%	-7%	32%	-22%	-39%	193%	24%
33	19	📖 E-Readers	-63%	-35%	-1%	140%	207%	-2%	-86%		55%		162%	426%		149%	29%	-50%	640%	-56%	1421%	25%	17%	23%
44	20	📺 Televisions	-17%	14%	-46%	26%	439%	36%	-15%	-2%	-12%	56%	7%	87%	112%	-14%	960%	4%	-42%	12%	122%	-2%	89%	23%
21	21	🔊 Portable Speakers	-21%	-32%	124%	-55%	136%	-13%	-55%	0%	-92%	-48%	-59%	0%	-50%	-90%	-75%	-7%	-25%	-69%	24%	28%	59%	21%
26	22	🖨️ Inkjet Printers	8%	34%	78%	28%	90%	-21%	-19%	-53%	37%	-35%	51%	-7%	-64%	112%	-16%	43%	51%	8%	92%	23%	5%	19%
17	23	📶 Wireless Adapters	0%	-17%	82%	67%	16%	-8%	-3%	-3%	67%	8%	96%	13%	45%	23%	0%	37%	213%	46%	-35%	12%	29%	17%
37	24	📖 Keyboards and Keypads	15%	17%	56%	48%	27%	-23%	-15%	7%	-4%	2%	4%	54%	-14%	67%	18%	37%	-6%	18%	34%	15%	21%	16%
31	25	📺 Monitors	14%	22%	18%	31%	59%	10%	18%	18%	31%	25%	12%	35%	-9%	29%	-14%	21%	13%	14%	-16%	21%	-1%	16%
23	26	📺 Digital Media Players	42%	23%	-56%	60%	-13%	11%	40%	10%	412%	80%	11%	5%	-28%	19%	-27%	-45%	117%		-72%	18%	-23%	15%
10	27	🔌 Powerline Devices	10%	-27%	50%	-7%	40%	73%	-27%	20%	27%	20%	64%	161%	-70%	20%	-3%	8%	1326%	22%	-32%	10%	226%	14%
29	28	🎤 Mice	39%	-16%	136%	68%	12%	-41%	-22%	26%	-7%	-45%	34%	22%	-4%	22%	-21%	91%	10%	21%	-6%	12%	18%	14%
28	29	🔒 Security Software	18%	12%	28%	2%	15%	21%	-38%	14%	-30%	49%	-4%	-17%	-6%	27%	15%	77%	23%	-27%	145%	12%	23%	13%
34	30	📶 Wireless Access Points	15%	13%	17%	-11%	-1%	6%	-7%	30%	78%	49%	20%	-55%	-15%	23%	85%	86%	76%	-7%	9%	5%	75%	11%
49	31	📱 Processors	-7%	-4%	-2%	26%	53%	1%	-24%	111%	-25%	4%	-5%	59%	-67%	52%	4%	100%	16%	20%	-55%	6%	22%	11%
34	32	📖 Notebook Workstations	9%	43%	74%	32%	90%	21%	26%	74%	54%	-25%	185%	7%	11%	-53%	-49%	5%	-33%	111%	15%	14%	-19%	11%
32	33	📞 Telephony Accessories	136%	-71%	-25%	-79%	-20%	55%	-15%	168%	-79%	1290%	-15%		74%	-25%	126%	204%	-19%	825%		-2%	136%	9%
30	34	🖨️ All-in-One Inkjets	-19%	-3%	58%	4%	55%	31%	-15%	28%	43%	75%	67%	-10%	-27%	54%	-64%	84%	66%	79%	53%	10%	2%	9%
45	35	📷 IP Cameras	41%	-13%	-21%	-14%	-10%	34%	-47%	29%		280%	70%	31%	53%	15%	30%	40%	6%	-41%	-26%	5%	21%	9%
36	36	🔊 PC Speakers	159%	-61%	-10%	6%	-42%	14%	291%	38%	-23%	364%	9%	-23%	5%	53%	21%	-10%	-24%	-19%	-2%	12%	-5%	8%
41	37	📱 Smartphones	1%	-6%	8%	-52%	25%	172%	8%	77%	-6%	116%	-16%	-5%	35%	57%	-53%	56%	12%	147%	24%	6%	11%	7%
38	38	🖨️ All-in-One Lasers	4%	-20%	24%	-9%	48%	8%	10%	9%	78%	9%	6%	3%	2%	27%	11%	24%	46%	-36%	-63%	4%	11%	7%
15	39	📶 Integrated Systems	170%	-14%	23%	-8%	-67%	105%	583%	321%						149%	-52%	431%				15%	-45%	7%
39	40	🖨️ Laser Printers	-11%	-19%	50%	4%	54%	-26%	16%	36%	4%	-9%	12%	-14%	-31%	-5%	25%	27%	54%	-9%	-18%	-3%	25%	6%
#N/A	41	📶 Cables and Connectivity Adapters	-2%	-12%	10%	-16%	3%	70%	-2%	-16%	17%	2%	-16%	7%	-3%	-11%	138%	9%	-20%	91%	-8%	-2%	64%	6%
43	42	📶 NAS Devices	23%	0%	4%	-7%	2%	9%	-43%	-9%	-13%	83%	20%	-69%	57%	-32%	-6%	3%	18%	30%	-8%	6%	0%	5%
#N/A	43	📶 Network Expansion Modules	-47%	-37%	89%	-57%	-4%	171%	-70%	-24%	-23%	308%	33%	-52%	14%	2%	292%	-51%	50%	-37%	985%	-39%	222%	4%
11	44	🔧 Database Management Software	-13%	-3%	-39%	1%	-31%	-12%	30%	-16%	-5%	-18%	35%	-14%	322%	15%	-82%	389%	5%	6%	-50%	-4%	42%	4%
47	45	📱 Transceivers	2%	-32%	-17%	-21%	12%	35%	-70%	-4%	-1%	-46%	-26%	-25%	16%	54%	102%	-30%	22%	-36%	366%	-12%	80%	4%
46	46	🖨️ Graphics Cards	-2%	8%	43%	-33%	31%	-23%	-43%	51%	-38%	-33%	-6%	-42%	-60%	-6%	8%	46%	-15%	13%	20%	-4%	20%	3%
25	47	📶 Network Routers	7%	-17%	42%	-25%	-9%	9%	-16%	-23%	-45%	-22%	-25%	37%	33%	-32%	33%	10%	46%	-29%	-10%	-5%	26%	2%
18	48	🖨️ Large Format/Plotter Printers	9%	45%	3%	38%	21%	18%	-40%	3%	46%	-24%	48%	-59%	62%	-51%	-34%	177%	-24%	-15%	-51%	4%	-19%	0%
#N/A	49	🔊 Toner	2%	-24%	19%	25%	3%	-17%	5%	-4%	34%	18%	0%	3%	-1%	53%	-14%	-13%	9%	4%	-5%	3%	-10%	0%
#N/A	50	📱 Smart Bands and Activity Trackers	258%	-39%	-9%	-12%	-27%	37%	169%	106%	185%	121%	0%		202%	-8%	11%	629%	-22%	48%	-7%	-26%	119%	-1%

CONTEXT Covid-19 Weekly Report

Top Decline Category
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Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019
Sorted by fastest declining categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE																EASTERN EUROPE						CATEGORY TREND		
Rank- W35	Rank- W36	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total			
2	1	↓ Consoles Fixed	-90%		-92%	-99%	-220%	-85%			-73%	-9%	-7%				138%	-57%	-79%		8%	-87%	-58%	-72%			
1	2	↑ Privacy Screens	-76%	-71%	48%	-65%	-56%	-65%	-33%	-83%	224%	-68%		-52%	-3%	-52%		-17%		21%	-48%	-65%	-13%	-64%			
24	3	↓ SAN Accessories	-36%	-56%	6%	-96%	-62%	395%	-100%	-22%	-36%						-86%	42%	-23%	166%		-64%	14%	-59%			
11	4	↓ Dye Sublimation Printers	-48%	-65%	-67%	-62%	4%	-74%	-73%	-98%		469%	-87%				-44%	-59%	-12%	-72%	-80%	-497%	817%	-51%	-77%		
3	5	↑ Presentation Devices	-72%	-40%	-87%	-92%	-29%	-18%	37%	-57%	-77%	-71%	-79%	-83%	65%	-88%	-73%	-82%	-47%	-63%	-74%	-53%	-75%	-54%			
4	6	↑ Standalone GPS Devices	-37%	-58%	-98%		-58%	-8%	-52%			27%	-77%	-41%				-42%	85%	-55%	204%	-60%	30%	-54%			
5	7	↑ Desktop Thin Clients	-44%	-59%	-47%	-28%	-93%	-62%	25%	-39%	-15%	-37%		-11%	6%	-40%	0%	-42%	-46%	626%	-25%	-52%	-30%	-50%			
N/A		↑ Games Software	-82%		12%	-96%	69%	-13%	50%		-99%	-100%	-73%	-66%	-67%	43%	-79%	-1%	-8%	414%	-150%	-70%	-9%	-47%			
6	9	↑ Partner Rebates, Warehousing and Logistics	-55%	-3%	-10%	-79%	-50%	-67%	-91%	-2%	-81%	-87%	-68%	-47%	254%	3%	-76%	-49%	120%	98%		-48%	26%	-42%			
8	10	↑ MP3/MP4 Players	-12%	-45%	18%	-83%	-39%	-44%	-60%	-45%			-13%	-20%			-2%	45%		-71%	1%	162%	213%	-40%	-30%		
23	11	↓ Tape Libraries	-18%	-3%	-64%	-59%	71%	179%									-85%	-65%	-79%			-4%	-71%	-36%			
17	12	↓ Desktop Workstations (PC/Mac)	-20%	-55%	31%	-32%	-56%	-45%	-38%	-39%	-17%	-70%	-57%	-83%	-42%	-12%	-7%	-20%	-41%	15%	-20%	-37%	-16%	-35%			
15	13	↑ Smartphone Protective Cases	-18%	-84%	40%	-53%	-8%	2%	10%	-18%	-30%	0%	-44%	-44%	134%	-38%	1310%	-10%	-21%	-65%		-43%	141%	-32%			
21	14	↓ Smartphone Screen Protectors	-20%	-59%	-73%	-42%	28%	131%		13%	586%		-70%	13%	21%	1%	-72%	-3%	29%	322%	37%	-31%	10%	-28%			
7	15	↑ Developer Tools Software	-51%	40%	-62%	-41%	106%	-73%	-6%	-53%	-65%	57%	-49%	37%	-7%	89%	6%	9%	335%	1%		-30%	57%	-27%			
20	16	↓ Connectivity Switches (Data and KVM)	-41%	-22%	49%	1%	-51%	30%	-55%	-36%	-33%	-64%	45%	-21%	-60%	-46%	-33%	96%	-64%	-71%	1507%	-26%	-29%	-27%			
22	17	↓ VOIP Systems	-25%	-57%	47%	-32%	-44%	14%	-55%	-55%	-29%	-40%	223%	13%	-54%	-40%	-6%	19%	-51%	-34%	-86%	-30%	-8%	-27%			
N/A		↑ Network Chassis	5%	-80%	-69%	9%	-64%	685%				-42%		205%			-64%	397%	-69%			-56%	30%	-27%			
9	19	↑ Tape Drives	-50%	64%	-69%	-27%	45%	169%		12%	20%				-71%	32%	-77%	-36%				-18%	-68%	-26%			
32	20	↓ Smart Speakers	45%	-47%	-51%	6%	5%	-10%		-80%		-86%	405%	-74%				-53%	102%			-25%	-47%	-25%			
13	21	↑ Digital Cameras	6%	49%	141%	-75%	3%	-12%	37%	-90%	-39%	-88%	-16%				-41%	86%	-41%	-45%	-16%	48%	25%		-11%		
22	22	↓ Server Accessories	-55%	-32%	8%	83%	71%	-54%	3%	58%	-71%	-58%	-58%	-3%	-73%	-40%	-15%	-35%	-46%	-35%	-61%	-26%	-21%	-25%			
18	23	↓ Camera/Camcorder Accessories	-37%	-11%	3%	143%	-11%	-31%	-93%	-59%	-86%	-64%	17%	-95%	10%	-75%	-1%	-45%	55%	9%	-25%	-34%	-5%	-24%			
16	24	↑ Landline Telephones	-5%	-50%	125%	-77%	20%	13%	-30%	14%	-36%	-46%	-33%	60%	-55%	45%	-52%	-2%	3%	35%	-46%	-23%	-30%	-23%			
10	25	↑ Storage Controllers	-26%	-27%	-17%	29%	16%	-77%	87%	47%	-35%	7%	-44%	-66%	-68%	-46%	-15%	-17%	-43%	-10%	299%	-25%	-14%	-23%			
30	26	↓ Label/Barcode/Receipt Printers	-15%	-22%	-59%	-7%	-16%	-21%	-18%	-77%	-12%	52%	-25%	-42%	-10%	-16%	20%	-7%	-3%	-1%	-72%	-29%	2%	-23%			
46	27	↓ Servers (PC/Mac)	-38%	-26%	14%	-30%	34%	-9%	-28%	-3%	-50%	-30%	2%	37%	-10%	23%	-35%	39%	-35%	-40%	-31%	-20%	-25%	-22%			
40	28	↓ Operating Systems Software	-21%	-32%	-4%	5%	-8%	-75%	-34%	68%	-23%	-32%	-5%	28%	-5%	-17%	21%	2%	-46%	-5%	32%	-25%	7%	-21%			
28	29	↑ Portable Power Banks	-31%	-59%	-44%	-25%	-38%	13%	30%	-20%	36%	-77%	-53%	-34%	52%	-14%	185%	-14%	-1%	28%	-38%	-36%	40%	-19%			
18	30	↑ Mobile Phones	-50%	-21%	-45%	-11%	7%	147%	-44%	43%	2%	-42%	-79%	-1%	27%	-24%	-11%	-50%	-8%	-4%	-21%	-22%	-13%	-19%			
N/A		↑ Data Management Software	-40%	-4%	-12%	37%	-36%	-26%	-59%	65%	-12%	-20%	299%	-96%	-58%	12%	-17%	40%	63%	-10%	-21%	-20%	9%	-18%			
26	32	↑ Large Format Displays	-21%	-21%	3%	-22%	-19%	0%	-39%	-5%	-5%	-13%	27%	-28%	-42%	-17%	-15%	4%	-43%	49%	32%	-19%	-10%	-18%			
33	33	↑ Desktops	-24%	-41%	-7%	-16%	43%	10%	1%	-28%	-2%	-4%	18%	-22%	-10%	-16%	-28%	-6%	-2%	-7%	-33%	-17%	-20%	-18%			
27	34	↑ Displays Accessories	-3%	-32%	-7%	-28%	11%	6%	-36%	-15%	13%	13%	-57%	-23%	11%	-39%	52%	20%	8%	19%	-54%	-23%	36%	-17%			
45	35	↓ Points of Sales	76%	-20%	2%	-68%	12%	-60%			-94%	-97%	-56%				-74%	-73%	-48%	279%	275%	-5%	-69%	-17%			
N/A		↑ Servers (Unix)	32%	-1%	-46%	4%	-49%	-96%		-94%							-99%	-41%				7%	-41%	-16%			
N/A		↑ LTO/Ultrium Media	-6%	-55%	15%	2%	195%	-5%	-63%	38%	-3%	10%	521%	-24%	-38%	-36%	44%	92%	-35%	-4%	25%	-20%	37%	-15%			
34	38	↑ Projectors	-20%	-43%	19%	13%	-18%	-6%	-26%	0%	-4%	-50%	-31%	-36%	57%	-19%	94%	4%	-18%	-26%	-33%	-17%	-3%	-14%			
42	39	↓ USB Memory	-22%	-52%	6%	25%	-8%	6%	-7%	8%	-14%	-40%	-53%	-29%	22%	-12%	-12%	43%	-15%	9%	9%	-19%	7%	-14%			
43	40	↓ Memory Cards	-26%	-39%	-32%	31%	-5%	35%	1%	25%	-15%	62%	-14%	-44%	42%	-25%	-1%	1%	-24%	-16%	-11%	-16%	-7%	-14%			
N/A		↑ Disk Drives	-28%	-35%	28%	-45%	46%	-34%	-34%	-45%	-58%	111%	-10%	4%	-3%	-40%	9%	40%	-28%	37%	-54%	-23%	15%	-14%			
N/A		↑ Disk Arrays	-5%	-12%	-17%	41%	-30%	36%	27%	4%	9%	94%		-2%	-81%	-13%	-60%	0%	-21%	-57%	136%	-1%	-50%	-13%			
31	43	↑ Host Bus Adapters	-10%	-37%	35%	109%	9%	169%	-21%	5%	-64%	-44%	-29%	24%	-43%	-62%	-52%	-15%	-45%	-43%	-54%	-5%	-45%	-12%			
14	44	↑ Home Sound Systems	-30%	-18%	-40%	15%	88%	-51%	-26%	-81%	-76%	35%	0%	57%	265%	48%	-89%	104%	59%	-30%	-6%	-21%	55%	-11%			
25	45	↑ Copier-based MFPs	0%	-43%	-11%	-27%	-17%	9%	-69%	-53%	162%		-92%	-25%	17%		22%	-88%	-61%	12%		-22%	12%	-11%			
29	46	↑ Project Management Software	11%	-21%	32%	-20%	196%	-79%	101%	266%	47%	-36%	-54%	-30%	20%	-71%	-16%	-35%	23%	136%	-97%	-7%	-33%	-11%			
N/A		↑ Smartphone/Tablet Chargers	-5%	-65%	-39%	-17%	126%	-8%	-14%	-12%	-19%	-28%	-20%	207%	15%	29%	-15%	130%	-40%	174%	-40%	-13%	21%	-11%			
49	48	↓ Hard Disk Drives (HDDs)	-14%	-23%	-3%	-3%	-11%	-26%	-15%	-16%	-43%	46%	0%	-25%	-10%	-17%	4%	-1%	-11%	122%	-40%	-15%	3%	-10%			
44	49	↑ Printer Accessories and Parts	-9%	-19%	-28%	-4%	-56%	-23%	-17%	-7%	32%	26%	129%	3%	9%	-12%	-1%	107%	-33%	-46%	-69%	-13%	2%	-10%			
47	50	↑ Notebook Power Adapters	-35%	-48%	7%	32%	-5%	-10%	28%	-17%	39%	-12%	-2%	14%	-9%	-17%	40%	277%	-7%	19%	-26%	-19%	96%	-9%			

Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019
Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank- W35	Rank- W36	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	📖 Notebooks	31%	28%	87%	57%	85%	7%	8%	24%	49%	4%	20%	-22%	-9%	32%	23%	68%	45%	6%	-24%	35%	34%	35%	
2	2	📱 Smartphones	1%	-6%	8%	-52%	25%	172%	8%	77%	-6%	116%	-16%	-5%	35%	57%	-53%	56%	12%	147%	24%	6%	11%	7%	
3	3	💻 Tablet PCs	83%	40%	60%	8%	77%	33%	12%	55%	6%	77%	-4%	38%	11%	8%	22%	6%	48%	148%	6%	47%	24%	45%	
4	4	🛡️ Warranties and Services	-15%	-4%	50%	1%	10%	21%	-26%	53%	-25%	-24%	-12%	-12%	-7%	-30%	-18%	-26%	1%	2%	-36%	-5%	-19%	-7%	
5	5	🖨️ Desktops	-24%	-41%	-7%	-16%	43%	10%	1%	-28%	-2%	-4%	18%	-22%	-10%	-16%	-28%	-6%	-2%	-7%	-33%	-17%	-20%	-18%	
6	6	🖥️ Monitors	14%	22%	18%	31%	59%	10%	18%	18%	31%	25%	12%	35%	-9%	29%	-14%	21%	13%	14%	-16%	21%	-1%	16%	
7	7	🖨️ Toner	2%	-24%	19%	25%	3%	-17%	5%	-4%	34%	18%	0%	3%	-1%	53%	-14%	-13%	9%	4%	-5%	3%	-10%	0%	
7	8	🖨️ Ink Cartridges and Tanks	26%	17%	52%	13%	124%	2%	-19%	-17%	16%	6%	58%	91%	-6%	73%	25%	28%	-17%	-1%	88%	28%	25%	28%	
9	9	🖨️ Processors	-7%	-4%	-2%	26%	53%	1%	-24%	111%	-25%	4%	-5%	59%	-67%	52%	4%	100%	16%	20%	-55%	6%	22%	11%	
11	10	🖨️ Office Applications Software	-20%	4%	85%	8%	11%	-16%	9%	19%	-9%	-28%	3%	7%	21%	26%	-76%	48%	-17%	-1%	-36%	1%	-34%	-5%	
10	11	🔌 Network Switches	5%	-32%	-30%	-29%	0%	61%	-47%	-41%	0%	-24%	-16%	-35%	-9%	-4%	55%	-10%	-10%	-43%	7%	-15%	32%	-8%	
13	12	🎧 Headsets/Headphones and Microphones	41%	22%	-20%	6%	0%	160%	42%	23%	-4%	173%	57%	7%	1%	-15%	55%	95%	-6%	371%	-43%	23%	64%	27%	
12	13	💾 Solid State Drives (SSDs)	-21%	-44%	11%	-12%	0%	-5%	-5%	42%	-21%	33%	-4%	79%	-31%	-37%	52%	13%	-23%	15%	-60%	-18%	23%	-9%	
14	14	💾 Hard Disk Drives (HDDs)	-14%	-23%	-3%	-3%	-11%	-26%	-15%	-16%	-43%	46%	0%	-25%	-10%	-17%	4%	-1%	-11%	122%	-40%	-15%	3%	-10%	
15	15	🖨️ Operating Systems Software	-21%	-32%	-4%	5%	-8%	-75%	-34%	68%	-23%	-32%	-5%	28%	-5%	-17%	21%	2%	-46%	-5%	32%	-25%	7%	-21%	
16	16	🖨️ Security Software	18%	12%	28%	2%	15%	21%	-38%	14%	-30%	49%	-4%	-17%	-6%	27%	15%	77%	23%	-27%	145%	12%	23%	13%	
17	17	🖨️ Servers (PC/Mac)	-38%	-26%	14%	-30%	34%	-9%	-28%	-3%	-50%	-30%	2%	37%	-10%	23%	-35%	39%	-35%	-40%	-31%	-20%	-25%	-22%	
19	18	🖨️ Data Management Software	-40%	-4%	-12%	37%	-36%	-26%	-59%	65%	-12%	-20%	299%	-96%	-58%	12%	-17%	40%	63%	-10%	-21%	-20%	9%	-18%	
18	19	🖨️ RAM Memory	-13%	-33%	41%	44%	35%	-49%	-5%	40%	-42%	-30%	0%	36%	-23%	-24%	32%	-6%	-17%	-15%	-37%	-12%	16%	-7%	
21	20	🖨️ Large Format Displays	-21%	-21%	3%	-22%	-19%	0%	-39%	-5%	-5%	-13%	27%	-28%	-42%	-17%	-15%	4%	-43%	49%	32%	-19%	-10%	-18%	
20	21	💾 Disk Arrays	-5%	-12%	-17%	41%	-30%	36%	27%	4%	9%	94%	-2%	-81%	-13%	-60%	0%	-21%	-57%	136%	-1%	-50%	-13%		
22	22	🖨️ Graphics and Design Software	-5%	-14%	36%	1%	-24%	3%	-37%	-2%	-49%	11%	21%	5%	-3%	-8%	-40%	19%	2%	-6%	81%	-9%	10%	-8%	
25	23	🖨️ All-in-One Lasers	4%	-20%	24%	-9%	48%	8%	10%	9%	78%	9%	6%	3%	2%	27%	11%	24%	46%	-36%	-63%	4%	11%	7%	
22	24	🖨️ Network Routers	7%	-17%	42%	-25%	-9%	9%	-16%	-23%	-45%	-22%	-25%	37%	33%	-32%	33%	10%	46%	-29%	-10%	-5%	26%	2%	
24	25	🖨️ Wireless Access Points	15%	13%	17%	-11%	-1%	6%	-7%	39%	78%	49%	20%	-55%	-15%	23%	85%	86%	76%	-7%	9%	5%	75%	11%	
27	26	🖨️ Televisions	-17%	14%	-46%	26%	439%	36%	-15%	-2%	-12%	56%	7%	87%	112%	-14%	960%	4%	-42%	12%	122%	-2%	89%	23%	
26	27	🖨️ Graphics Cards	-2%	8%	43%	-33%	31%	-23%	-43%	51%	-38%	-33%	-6%	-42%	-60%	-6%	8%	46%	-15%	13%	20%	-4%	20%	3%	
28	28	🖨️ All-in-One Inkjets	-19%	-3%	58%	4%	55%	31%	-15%	28%	43%	75%	67%	-10%	-27%	54%	-64%	84%	66%	79%	53%	10%	2%	9%	
29	29	🖨️ Network Management and Security Appliances	-12%	-12%	13%	-13%	86%	28%	-60%	-6%	24%	-57%	60%	-20%	79%	-36%	-5%	-44%	46%	-72%	262%	-7%	-9%	-8%	
30	30	🖨️ Network Management Software	51%	19%	-5%	-10%	8%	85%	-3%	240%	26%	100%	-26%	6%	-27%	8%	150%	-10%	-64%	-4%	33%	27%	76%	30%	
31	31	🖨️ Virtualisation Software	-3%	-12%	233%	13%	44%	-28%	36%	28%	-71%	-45%	173%	14%	7%	-4%	-57%	30%	-49%	97%	-7%	-2%	-47%	-7%	
32	32	🖨️ Uninterruptable Power Supplies (UPS)	7%	-1%	0%	-4%	1%	-21%	-2%	-13%	2%	-33%	11%	28%	27%	-2%	-18%	15%	-12%	-15%	20%	-1%	-15%	-8%	
32	33	🖨️ Docking Stations	17%	16%	201%	68%	96%	8%	-21%	26%	19%	-6%	-38%	26%	15%	8%	-11%	28%	-17%	11%	-1%	26%	3%	24%	
37	34	🖨️ Cables and Connectivity Adapters	-2%	-12%	10%	-16%	3%	70%	-2%	-16%	17%	2%	-16%	7%	-3%	-11%	138%	9%	-20%	91%	-8%	-2%	64%	6%	
34	35	🕒 Smart Watches	19%	74%	84%	-33%	143%	136%	58%	50%	168%	-12%	36%	-19%	14%	18%	-40%	97%	41%	-45%	-56%	53%	22%	48%	
36	36	🖨️ Desktop Workstations (PC/Mac)	-20%	-55%	31%	-32%	-56%	-45%	-38%	-39%	-17%	-70%	-57%	-83%	-42%	-12%	-7%	-20%	-41%	15%	-20%	-37%	-16%	-35%	
35	37	🖨️ Database Management Software	-13%	-3%	-39%	1%	-31%	-12%	30%	-16%	-5%	-18%	35%	-14%	322%	15%	-82%	389%	5%	6%	50%	-4%	42%	4%	
39	38	🖨️ Notebook Workstations	9%	43%	74%	32%	90%	21%	26%	74%	54%	-25%	185%	7%	11%	-53%	-49%	5%	-33%	111%	15%	14%	-19%	11%	
38	39	🖨️ Transceivers	2%	-32%	-17%	-21%	12%	35%	-70%	-4%	-1%	-46%	-26%	-25%	16%	54%	102%	-30%	22%	-36%	366%	-12%	80%	4%	
40	40	🖨️ Keyboards and Keypads	15%	17%	56%	48%	27%	-23%	-15%	7%	-4%	2%	4%	54%	-14%	67%	18%	37%	-6%	18%	34%	15%	21%	16%	
43	41	🖨️ Laser Printers	-11%	-19%	50%	4%	54%	-26%	16%	36%	4%	-9%	12%	-14%	-31%	-5%	25%	27%	54%	-9%	-18%	-3%	25%	6%	
41	42	🖨️ Mobile Computing Cases	86%	31%	230%	32%	66%	34%	4%	86%	-7%	14%	9%	-39%	30%	40%	38%	35%	45%	20%	40%	48%	38%	47%	
47	43	🖨️ Developer Tools Software	-51%	40%	-62%	-41%	106%	-73%	-6%	-53%	-65%	57%	-49%	37%	-7%	89%	6%	9%	335%	1%	-30%	57%	57%	-27%	
44	44	🖨️ Mice	39%	-16%	136%	68%	12%	-41%	-22%	26%	-7%	-45%	34%	22%	-4%	22%	-21%	91%	10%	21%	-6%	12%	18%	14%	
45	45	🖨️ Projectors	-20%	-43%	19%	13%	-18%	-6%	-26%	0%	-4%	-50%	-31%	-36%	57%	-19%	94%	4%	-18%	-26%	-33%	-17%	-3%	-14%	
46	46	🖨️ Long Life Consumables	-2%	-32%	3%	22%	104%	-3%	-31%	1%	32%	-26%	8%	-14%	16%	6%	-8%	7%	40%	10%	9%	-1%	3%	-2%	
49	47	🖨️ Network Expansion Modules	-47%	-37%	89%	-57%	-4%	171%	-70%	-24%	-23%	308%	33%	-52%	14%	2%	292%	-51%	50%	-37%	985%	-29%	222%	4%	
42	48	🖨️ Integrated Systems	170%	-14%	23%	-8%	-67%	105%	583%	321%						149%	-52%	431%				15%	-45%	7%	
48	49	🖨️ NAS Devices	23%	0%	4%	-7%	2%	9%	-43%	-9%	-13%	83%	20%	-69%	57%	-32%	-6%	3%	18%	30%	-8%	6%	0%	5%	
#N/A	50	🖨️ Web Cameras	895%	272%	1028%	490%	630%	344%	129%	405%	331%	122%	475%	120%	272%	637%	41%	554%	600%	226%	304%	448%	134%	379%	

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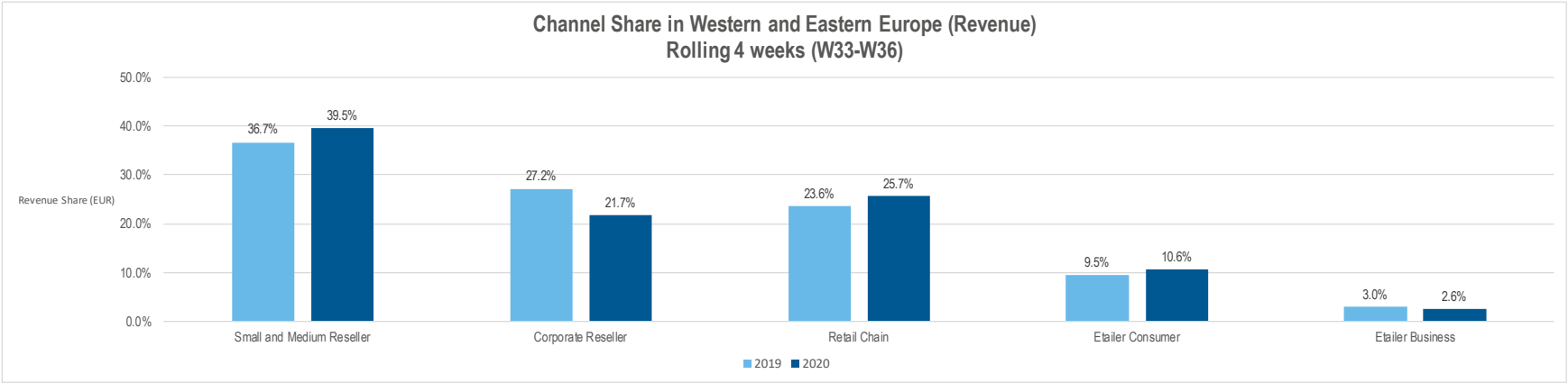
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019

Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-11%	-20%	19%	-4%	4%	-29%	-35%	20%	-36%	-19%	-7%	-32%	-15%	1%	-12%	-27%	10%	-50%	-42%	-12%	-15%	-12%
	Small and Medium Reseller	14%	-2%	36%	21%	45%	12%	30%	20%	3%	28%	11%	-7%	20%	15%	27%	48%	-3%	76%	-15%	15%	29%	18%
	Etailer Business	-6%	12%	-2%	-11%	20%	-36%	-1%	71%	-12%	-7%	-53%	-24%	-40%	7%	-32%	42%	-24%	-55%	36%	-3%	-23%	-5%
Retail Channels	Etailer Consumer	9%	55%	53%	8%	120%	27%	-88%	57%	16%	35%	29%	31%	-55%	8%	-38%	86%	4%	10%	-14%	29%	-6%	22%
	Retail Chain	15%	1%	27%	-17%	33%	24%	32%	37%	26%	25%	10%	25%	9%	47%	23%	28%	35%	60%	9%	17%	27%	19%



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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 36 (to September 06 2020) vs Same Period 2019
Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W35	Rank-W36	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	➡ Mobile Computing	53%	19%	128%	47%	65%	18%	10%	29%	19%	0%	21%	-26%	-13%	29%	20%	95%	33%	5%	-30%	34%	37%	34%	
2	2	➡ Telecommunications	52%	-16%	23%	-4%	110%	104%	-7%	55%	-9%	168%	-16%	-19%	55%	58%	-32%	117%	7%	192%	-17%	28%	37%	30%	
3	3	➡ Software and Licences	-7%	-8%	53%	3%	5%	-36%	-22%	34%	-34%	-23%	9%	-8%	19%	6%	-27%	49%	-7%	3%	-20%	-4%	-5%	-5%	
4	4	➡ Printing Consumables	13%	-21%	12%	26%	59%	-8%	-8%	3%	25%	21%	11%	36%	9%	51%	-9%	2%	-4%	7%	39%	11%	-3%	9%	
5	5	➡ Displays	-1%	-22%	-10%	-2%	6%	-9%	-9%	1%	-8%	6%	-25%	0%	-8%	-4%	-3%	-8%	-14%	6%	-26%	-9%	-6%	-8%	
7	6	⬆ Computing Components	-20%	-29%	11%	35%	35%	-28%	-4%	58%	-54%	-19%	-30%	-3%	-26%	4%	13%	61%	-32%	2%	-49%	-12%	15%	-5%	
6	7	⬇ Disk Storage	-19%	-33%	-3%	10%	-20%	-13%	-2%	10%	-23%	53%	72%	-17%	-28%	-33%	-10%	-8%	-14%	-2%	-43%	-17%	-10%	-15%	
8	8	➡ Warranties and Services	-15%	-7%	50%	0%	9%	20%	-29%	50%	-25%	-26%	-17%	-15%	-8%	-32%	-18%	-28%	-1%	1%	-46%	-7%	-19%	-8%	
9	9	➡ Desktop Computing	-36%	-54%	-24%	-22%	1%	-23%	4%	-34%	-28%	-38%	-7%	-48%	-32%	-31%	-24%	-17%	-23%	-12%	-45%	-34%	-22%	-32%	
11	10	⬆ Computing Accessories	60%	16%	135%	69%	95%	15%	5%	43%	15%	-4%	-2%	20%	39%	58%	20%	73%	11%	39%	-2%	42%	33%	41%	
13	11	⬆ Audio-Video Systems	73%	3%	-71%	5%	-35%	177%	-12%	80%	20%	158%	64%	13%	142%	20%	44%	49%	-8%	386%	11%	25%	45%	27%	
10	12	⬇ Networking Systems	-4%	-34%	-28%	-36%	-12%	40%	-47%	-43%	-11%	-32%	-32%	-42%	-12%	-12%	56%	-21%	-1%	-46%	-15%	-22%	31%	-13%	
12	13	⬇ Printing	-7%	-15%	-9%	3%	31%	-8%	-18%	-25%	30%	3%	44%	-21%	-5%	-6%	-2%	12%	-11%	-21%	-60%	-5%	-3%	-5%	
14	14	➡ Server Computing	-21%	-29%	18%	-25%	15%	0%	-13%	6%	-52%	-63%	16%	11%	-39%	42%	-35%	25%	-44%	-47%	-38%	-14%	-30%	-19%	
15	15	➡ Data Center Networking and Security	-24%	-32%	15%	-51%	90%	95%	-63%	-12%	-13%	-15%	64%	-30%	69%	-38%	87%	-65%	-39%	-59%	484%	-20%	50%	-9%	
16	16	➡ Wireless Networking	11%	-1%	8%	-23%	-25%	7%	-33%	43%	75%	-4%	-19%	-61%	-11%	43%	98%	34%	102%	6%	9%	-5%	73%	2%	
17	17	➡ Power Equipment	-1%	-28%	7%	-8%	-8%	-16%	-5%	-20%	-4%	-21%	-9%	-26%	6%	-7%	-6%	7%	-35%	-13%	-4%	-11%	-7%	-10%	
18	18	➡ Other Networking Equipment	-5%	-29%	-18%	-12%	24%	39%	-52%	-5%	-10%	-43%	-7%	-21%	6%	35%	115%	-24%	103%	-26%	54%	-11%	92%	7%	
19	19	➡ Wearable Devices	132%	54%	442%	89%	51%	132%	7%	24%	-6%	109%	-21%	-51%	34%	24%	-8%	85%	-5%	4%	-42%	84%	22%	65%	
20	20	➡ Connectivity	-3%	-2%	12%	-16%	0%	101%	-15%	-15%	4%	-22%	-9%	6%	-4%	-3%	121%	3%	-23%	81%	-6%	0%	66%	8%	
21	21	➡ Removable Storage	-23%	-44%	-6%	-5%	-12%	-15%	-10%	-29%	-45%	-2%	-60%	-49%	112%	-19%	-21%	12%	-16%	47%	-15%	-22%	-4%	-19%	
22	22	➡ Electronics	17%	2%	-32%	33%	12%	-18%	-67%	-6%	-54%	-6%	-48%	-33%	81%	9%	59%	-59%	16%	17%	16%	3%	22%	9%	
23	23	➡ Games Consoles	308%	-26%	335%	1053%	97%	91%	117%	11%	80%	-73%	0%	340%	1138%	-26%	-42%	111%	-42%	148%	50%	167%	45%	124%	
24	24	➡ Smart Home and Office	66%	-66%	351%	-13%	-49%	21%	3%	106%	-27%	-12%	3576%	0%		34%	236%	183%	107%	2673%	-43%	-35%	256%	-25%	
25	25	➡ Unified Communications	-34%	-57%	40%	-34%	-43%	12%	-58%	-46%	-23%	-45%	228%	1%	-19%	-41%	-9%	23%	-66%	-37%	-88%	-35%	-10%	-31%	
27	26	⬆ Scanner Imaging	-6%	-25%	-18%	-28%	-14%	-13%	-62%	14%	-23%	40%	-24%	59%	9%	-9%	10%	-27%	-45%	-29%	-8%	-15%	0%	-12%	
26	27	⬇ Security	19%	31%	-12%	-19%	-13%	67%	-55%	1%	-8%	-44%	80%	-88%	-27%	-38%	-1%	40%	0%	-56%	-44%	2%	-3%	1%	
28	28	➡ Terminals, Thin Clients and Points of Sales	-33%	-43%	-13%	-44%	-87%	-72%	-25%	-43%	-50%	-79%	-36%	-58%	-5%	-43%	-41%	-48%	-47%	638%	44%	-47%	-39%	-46%	
29	29	➡ Tape Storage	-34%	-5%	-49%	-15%	110%	135%	-62%	44%	-11%	14%	286%	-96%	-68%	-28%	-47%	135%	-65%	-23%	-61%	-15%	-37%	-19%	
30	30	➡ Photo and Video Cameras	-49%	-46%	98%	-72%	396%	-6%	435%	-100%	-42%	-92%	51%	-85%	-12%	-80%	-50%	-39%	25%	13%	7%	-23%	-11%	-17%	

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Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 36 (to September 06 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W35	Rank-W36	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	➡ Mobile Computing	34%	71%	47%	33%	102%	5%	5%	34%	56%	47%	16%	19%	7%	20%	24%	36%	52%	19%	-8%	42%	30%	39%	
2	2	➡ Telecommunications	-5%	-6%	4%	-59%	10%	185%	21%	97%	-5%	-9%	-18%	8%	31%	47%	-51%	31%	14%	109%	80%	-2%	1%	-2%	
3	3	➡ Software and Licences	-5%	57%	-3%	21%	166%	22%	-55%	37%	114%	-10%	109%	-29%	19%	128%	-10%	53%	76%	-47%	90%	26%	31%	27%	
4	4	➡ Printing Consumables	4%	21%	118%	6%	53%	-17%	-16%	-47%	19%	-20%	60%	44%	-28%	97%	9%	9%	20%	-13%	71%	21%	16%	20%	
5	5	➡ Displays	11%	56%	-22%	76%	151%	46%	31%	25%	129%	27%	134%	28%	-31%	56%	76%	32%	-7%	25%	59%	31%	43%	34%	
7	6	⬆ Computing Components	26%	48%	173%	9%	53%	-3%	-35%	193%	85%	-5%	91%	88%	-59%	59%	-9%	58%	20%	23%	-22%	28%	19%	25%	
6	7	⬇ Disk Storage	9%	11%	31%	-29%	2%	7%	-17%	-5%	48%	11%	5%	8%		-36%	5%	24%	31%	-11%	67%	4%	21%	9%	
8	8	➡ Warranties and Services	-32%	219%	21%	565%	100%	66%	185%	327%	220%	5%	352%		10%	121%	-51%	93%	258%	-73%	1540%	77%	14%	69%	
9	9	➡ Desktop Computing	17%	51%	109%	19%	119%	41%	-16%	-9%	60%	62%	58%	-42%	22%	28%	-37%	48%	28%	18%	25%	38%	-17%	22%	
11	10	⬆ Computing Accessories	44%	1%	148%	67%	47%	-7%	-10%	60%	52%	-8%	46%	7%	-6%	49%	-23%	58%	25%	24%	18%	34%	10%	29%	
13	11	⬆ Audio-Video Systems	10%	8%	75%	0%	24%	39%	78%	-44%	-17%	192%	41%	-1%	-40%	-26%	-3%	79%	7%	197%	-61%	16%	35%	18%	
10	12	⬇ Networking Systems	27%	38%	72%	22%	112%	79%	1%	32%	-22%	85%	196%	69%	50%	-9%	21%	63%	23%	-8%	29%	32%	26%	31%	
12	13	⬇ Printing	-8%	-6%	81%	6%	38%	20%	5%	41%	68%	6%	27%	-18%	-25%	54%	9%	88%	105%	10%	40%	15%	26%	19%	
14	14	➡ Server Computing	59%	47%	-33%	512%	210%	157%	-103%	361%	528%	429%			950%	247%	193%	355%	302%		315%	143%	255%	177%	
15	15	➡ Data Center Networking and Security	-46%	128%	184%	322%	406%	133%	-16%	32%	634%	-78%				18%	41%	13%	718%		156%	38%	102%	51%	
16	16	➡ Wireless Networking	20%	59%	74%	74%	53%	3%	80%	-27%	69%	333%	128%	90%	-32%	-12%	6%	174%	39%	-18%	-2%	34%	49%	36%	
17	17	➡ Power Equipment	39%	-8%	-13%	3%	2%	-3%	-6%	63%	3%	51%	-14%	69%	15%	32%	-24%	18%	39%	30%	23%	11%	-16%	-4%	
18	18	➡ Other Networking Equipment	3%	-9%	69%	-16%	34%	28%	-32%	31%	28%	39%	-73%	163%	-51%	34%	124%	51%	114%	63%	9%	-3%	101%	4%	
19	19	➡ Wearable Devices	2%	2%	23%	-50%	38%	43%	95%	99%	249%	-12%	59%	653%	11%	4%	-21%	236%	16%	-15%	-56%	14%	53%	19%	
20	20	➡ Connectivity	-7%	-29%	8%	-5%	3%	27%	19%	-9%	64%	32%	-20%	20%	-2%	-27%	0%	23%	-6%	85%	2%	-4%	10%	-2%	
21	21	➡ Removable Storage	-28%	-45%	7%	35%	4%	16%	6%	232%	-2%	14%	17%	-33%	-29%	-29%	4%	25%	-23%	-29%	-2%	-16%	3%	-12%	
22	22	➡ Electronics	-18%	-48%	-82%	28%	-63%	-10%	-74%	-34%	-32%	71%	-77%	102%	-59%	-80%	797%	-8%	95%	-61%	-40%	-39%	125%	-25%	
23	23	➡ Games Consoles	3%		-32%	47%	92%	75%	88%	172%	-9%	-4%	0%	378%	-1%	76%	-41%	-36%	-51%	14%	141%	20%	-35%	-4%	
24	24	➡ Smart Home and Office	41%	-3%	15%	46%	47%	56%	-68%	3940%	-64%	209%	51%		-23%	485%	97%	739%	-6%		-22%	19%	578%	25%	
25	25	➡ Unified Communications	10%	-42%	56%	62%	-42%	27%	-66%	731%	-78%	-49%			-41%	152%	180%	-51%	65%	-87%	7%	147%	19%		
27	26	⬆ Scanner Imaging	75%	37%	38%	-60%	115%	24%	33%	1%	105%	96%	75%	-17%	154%	14%	21%	77%	62%	64%	-89%	16%	37%	19%	
26	27	⬇ Security	100%	-21%	-46%	-7%	-6%	-22%	-33%	54%	-146%		56%	81%	44%	65%	459%	18%	23%	73%	5%	9%	152%	19%	
28	28	➡ Terminals, Thin Clients and Points of Sales	129%	-18%	-34%		-12%	26%				1265%	-98%			113%	-38%		-14%			101%	-31%	61%	
29	29	➡ Tape Storage	108%	-87%	290%	-59%	596%	33%		-7%	669%	-75%	8580%	3219%	-32%	265%	-58%	-97%	-84%	7175%	48%	-54%	-94%	-63%	
30	30	➡ Photo and Video Cameras	232%	62%	30%	9%	-11%	-27%	-92%	102%		-64%	-25%	-96%	-48%	-68%	-27%	-46%	-12%	11%	-1%	-22%	-33%	-28%	

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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 36 (to September 06 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-W35	Rank-W36	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	👉 Notebooks	34%	14%	158%	60%	68%	15%	12%	22%	43%	-10%	20%	-33%	-16%	43%	21%	114%	42%	3%	-33%
2	2	👉 Warranties and Services	-15%	-7%	50%	0%	9%	20%	-29%	50%	-25%	-26%	-17%	-15%	-8%	-32%	-18%	-28%	-1%	1%	-46%
3	3	👉 Smartphones	58%	-15%	23%	6%	118%	139%	-11%	62%	-15%	180%	-16%	-24%	60%	63%	-43%	122%	7%	195%	-24%
4	4	👉 Tablet PCs	109%	33%	42%	15%	54%	27%	1%	60%	-50%	86%	16%	7%	12%	18%	19%	8%	6%	20%	0%
5	4	👉 Toner	4%	-27%	16%	27%	-3%	-15%	5%	-3%	35%	21%	-5%	2%	2%	36%	-16%	-13%	7%	5%	-5%
6	6	👉 Desktops	-37%	-53%	-30%	-20%	14%	-17%	10%	-33%	-28%	-18%	-3%	-13%	-25%	-32%	-22%	-16%	-19%	-13%	-46%
8	7	👆 Office Applications Software	-18%	8%	85%	7%	10%	-15%	8%	19%	-9%	-30%	3%	7%	24%	22%	-77%	31%	-23%	8%	-36%
9	8	👆 Monitors	14%	-6%	-9%	15%	24%	-14%	14%	7%	4%	21%	-17%	32%	-10%	14%	-35%	9%	-9%	4%	-27%
10	9	👆 Ink Cartridges and Tanks	33%	0%	8%	27%	171%	21%	-17%	19%	16%	40%	51%	141%	21%	64%	22%	31%	-33%	14%	98%
7	10	👇 Network Switches	-1%	-34%	-30%	-35%	-3%	52%	-50%	-44%	-12%	-32%	-22%	-44%	-13%	-4%	55%	-21%	-12%	-50%	-8%
12	11	👆 Processors	-24%	-24%	-12%	44%	48%	7%	20%	99%	-64%	0%	-40%	-20%	-40%	48%	16%	119%	-48%	22%	-61%
11	12	👇 Security Software	16%	4%	30%	3%	11%	18%	-9%	15%	-35%	39%	-2%	-16%	-11%	22%	13%	66%	-5%	-30%	77%
13	13	👆 Operating Systems Software	-24%	-33%	-4%	4%	-15%	-77%	-38%	74%	-26%	-33%	-19%	30%	-4%	-20%	25%	-4%	-48%	-9%	12%
15	14	👆 Solid State Drives (SSDs)	-22%	-50%	6%	-10%	17%	-21%	-11%	43%	-35%	50%	-15%	65%	2%	-47%	35%	-4%	-20%	6%	-58%
14	15	👆 Servers (PC/Mac)	-40%	-26%	15%	-35%	31%	-15%	-20%	-8%	-54%	-44%	5%	12%	-38%	22%	-35%	29%	-44%	-46%	-35%
18	16	👆 Hard Disk Drives (HDDs)	-26%	-27%	-3%	8%	-41%	-26%	3%	-17%	-54%	37%	8%	-60%	-22%	-23%	8%	-14%	-21%	92%	-51%
16	17	👇 Data Management Software	-41%	-6%	-12%	25%	-38%	-26%	-60%	60%	-15%	-25%	304%	-87%	-60%	11%	-17%	37%	59%	-12%	-26%
20	18	👆 Headsets/Headphones and Microphones	77%	5%	-74%	13%	-39%	231%	-7%	105%	29%	163%	75%	17%	160%	24%	158%	79%	12%	521%	17%
19	19	👉 RAM Memory	-23%	-33%	40%	43%	34%	-58%	10%	40%	-44%	-33%	-12%	35%	-19%	-30%	18%	9%	-27%	-23%	-38%
17	20	👇 Disk Arrays	-6%	-13%	-17%	41%	-30%	37%	34%	-2%	9%	86%	-46%	-81%	-14%	-62%	-2%	-23%	-61%	72%	
21	21	👆 Graphics and Design Software	-7%	-14%	38%	1%	-25%	1%	-37%	-2%	-49%	-14%	21%	2%	-9%	-9%	-25%	19%	3%	-53%	77%
22	22	👉 Large Format Displays	-27%	-24%	2%	-24%	-23%	2%	-41%	-3%	-26%	-15%	21%	-34%	-43%	-15%	-27%	-15%	-53%	18%	7%
23	23	👆 Network Management Software	50%	18%	-6%	-7%	8%	74%	7%	239%	26%	97%	-47%	7%	-26%	9%	147%	-20%	-65%	33%	16%
24	24	👉 Network Management and Security Appliances	-9%	-19%	2%	-18%	84%	24%	-61%	-6%	7%	-57%	55%	-21%	74%	-36%	-7%	-46%	-44%	-76%	269%
25	25	👉 Wireless Access Points	11%	2%	8%	-24%	-26%	9%	-33%	46%	83%	-4%	-24%	-61%	-13%	41%	107%	39%	94%	-2%	12%
26	26	👉 Docking Stations	15%	15%	202%	67%	95%	13%	-23%	25%	13%	-7%	-43%	19%	19%	5%	-11%	15%	-16%	11%	-18%
29	27	👆 All-in-One Lasers	4%	-26%	-3%	-16%	49%	-12%	9%	3%	89%	-21%	1%	-9%	1%	9%	2%	11%	6%	-46%	-71%
27	28	👆 Virtualisation Software	-4%	-15%	231%	13%	32%	-30%	30%	29%	-71%	-45%	153%	4%	8%	-5%	-54%	26%	-50%	35%	-52%
28	29	👇 Database Management Software	-13%	-3%	-39%	1%	-31%	-17%	29%	-18%	-8%	-19%	45%	-15%	-15%	14%	-83%	3%	0%	6%	-54%
31	30	👆 Transceivers	2%	-33%	-19%	-23%	10%	31%	-72%	-6%	0%	-52%	-23%	-28%	19%	51%	105%	-36%	-2%	-38%	374%
32	31	👆 Uninterruptable Power Supplies (UPS)	-1%	2%	2%	-10%	-8%	-20%	-1%	-28%	-11%	-46%	8%	-5%	-15%	-8%	-12%	-4%	-35%	-27%	5%
30	32	👇 Network Routers	-20%	-34%	-19%	-41%	-22%	-6%	-33%	-40%	-6%	-29%	-44%	-17%	-8%	-39%	60%	-20%	57%	-30%	-28%
34	33	👆 Notebook Workstations	-7%	36%	70%	21%	56%	20%	24%	78%	45%	-28%	168%	-6%	-11%	-57%	-47%	-15%	-41%	114%	3%
35	34	👆 Cables and Connectivity Adapters	0%	-8%	11%	-18%	3%	111%	-15%	-17%	10%	-3%	-12%	5%	-5%	0%	157%	-1%	-23%	89%	-6%
36	35	👆 Graphics Cards	3%	-22%	7%	-36%	17%	-38%	-59%	34%	-47%	-30%	-10%	-2%	-47%	-27%	17%	21%	-7%	-7%	-16%
40	36	👆 Network Expansion Modules	-46%	-35%	91%	-56%	-9%	209%	-70%	-26%	-28%	306%	33%	-54%	35%	3%	294%	-61%	-18%	-41%	980%
33	37	👇 Integrated Systems	169%	-16%	23%	-10%	-67%	105%	583%	321%						149%	-52%				
38	38	👉 Long Life Consumables	-2%	-34%	2%	23%	117%	2%	-31%	-1%	30%	-26%	7%	-13%	17%	7%	-10%	9%	36%	8%	7%
41	39	👆 Developer Tools Software	-52%	40%	-62%	-41%	84%	-74%	-6%	-57%	-64%	57%	-49%	39%	-9%	89%	2%	4%	320%	-2%	-27%
37	40	👆 Desktop Workstations (PC/Mac)	-35%	-61%	22%	-34%	-58%	-48%	-39%	-45%	-29%	-81%	-51%	-85%	-61%	-19%	-5%	-33%	-51%	5%	-34%
43	41	👆 Televisions	-59%	-31%	-41%	-11%	96%	-17%	13%	46%	-33%	-13%	-62%	197%	323%	-37%	975%	-42%	152%	17%	62%
39	42	👇 All-in-One Inkjets	1%	7%	19%	18%	105%	50%	-15%	-15%	-17%	95%	234%	-3%	18%	48%	30%	42%	-4%	13%	56%
44	43	👆 Keyboards and Keypads	5%	23%	34%	46%	54%	-25%	7%	3%	-20%	33%	-17%	31%	20%	100%	52%	17%	-9%	39%	22%
42	44	👇 Laser Printers	-25%	-21%	13%	-11%	57%	-36%	12%	23%	-15%	-16%	2%	-15%	-35%	-6%	9%	5%	20%	61%	-38%
45	45	👉 Projectors	0%	-51%	60%	15%	-27%	-17%	-32%	-31%	-26%	-66%	-30%	-43%	31%	-13%	88%	0%	-30%	-46%	-44%
46	46	👆 VOIP Systems	-35%	-58%	47%	-33%	-44%	14%	-54%	-51%	-27%	-41%	222%	-2%	-39%	-40%	-22%	8%	-66%	-33%	-87%
47	47	👉 Servers (Unix)	32%	426%	205%	4%	-45%	-100%		-94%						-2%	-41%				

CATEGORY TREND		
WE	EE	Total
31%	41%	33%
-7%	-19%	-8%
32%	37%	33%
46%	12%	44%
2%	-11%	-1%
-32%	-21%	-30%
2%	-44%	-5%
6%	-21%	0%
32%	21%	31%
-20%	29%	-12%
-9%	24%	0%
11%	16%	11%
-27%	6%	-24%
31%	112%	35%
-16%	10%	-12%
-2%	-51%	-14%
-9%	10%	-8%
-22%	-25%	-22%
26%	73%	29%
-10%	-17%	-10%
-5%	77%	2%
25%	-1%	23%
-4%	-1%	-3%
-4%	-43%	-8%
-4%	43%	3%
-13%	80%	3%
-5%	-13%	-9%
-28%	39%	-14%
0%	-26%	3%
6%	79%	9%
-20%	-4%	-2%
-30%	55%	-27%
-45%	-21%	-42%
-18%	104%	15%
18%	26%	19%
16%	32%	18%
-14%	9%	-8%
-16%	-13%	-16%
-35%	-22%	-33%
4%	-41%	-18%

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 36 (to September 06 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-W35	Rank-W36	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	👉 Notebooks	28%	75%	41%	49%	100%	0%	-9%	29%	53%	50%	20%	9%	4%	23%	24%	39%	47%	9%	-12%	40%	29%	37%
2	2	👉 Smartphones	-5%	-1%	4%	-63%	10%	193%	22%	97%	-5%	-3%	-16%	8%	29%	51%	-57%	32%	15%	110%	88%	-2%	0%	-1%
3	3	👉 Tablet PCs	52%	60%	80%	-5%	102%	42%	73%	48%	67%	48%	-10%	621%	10%	2%	25%	5%	93%	248%	11%	47%	35%	46%
4	4	👉 Monitors	14%	71%	65%	77%	97%	48%	41%	73%	118%	44%	91%	47%	-7%	81%	17%	32%	32%	26%	14%	46%	23%	39%
5	5	👉 Ink Cartridges and Tanks	11%	28%	135%	6%	73%	-16%	-25%	-55%	17%	-31%	63%	50%	-30%	103%	29%	22%	17%	-15%	78%	25%	32%	25%
6	6	👉 Desktops	13%	47%	104%	16%	127%	53%	-15%	-11%	59%	49%	55%	-40%	19%	27%	-38%	46%	34%	14%	15%	37%	-18%	21%
7	7	👉 Headsets/Headphones and Microphones	5%	41%	71%	3%	34%	85%	92%	-59%	-23%	233%	52%	-11%	-40%	-29%	10%	99%	-16%	296%	-68%	17%	46%	20%
8	8	👉 Processors	48%	85%	144%	6%	57%	-17%	-41%	276%	233%	18%	85%	156%	-74%	66%	-33%	83%	90%	13%	-41%	43%	20%	36%
9	9	👉 Televisions	61%	35%	-47%	542%	112%	112%	-57%	-48%	191%		1418%			36%	949%	29%	-74%	8%	350%	6%	81%	27%
9	10	👇 Hard Disk Drives (HDDs)	51%	-12%	-2%	-30%	26%	-26%	-32%	-13%	93%	76%	-13%	-2%	8%	-2%	-3%	21%	3%	186%	11%	4%	5%	5%
10	11	👇 Solid State Drives (SSDs)	-20%	48%	48%	-31%	-24%	35%	2%	38%	53%	-23%	20%	96%	-44%	53%	107%	37%	-26%	31%	-65%	-6%	44%	8%
12	12	👉 All-in-One Injkets	-32%	-10%	79%	-7%	34%	25%	-14%	41%	65%	-62%	31%	-48%	-46%	55%	-72%	100%	122%	100%	50%	5%	-3%	4%
11	13	👇 Network Routers	18%	72%	102%	-10%	179%	36%	-2%	31%	-56%	-3%	211%	55%	95%	-12%	11%	52%	36%	-29%	9%	25%	15%	22%
14	14	👉 Graphics Cards	-6%	41%	175%	10%	36%	-10%	-38%	137%				-51%	-64%	48%	0%	58%	-19%	30%	49%	4%	25%	11%
15	15	👉 Smart Watches	3%	66%	26%	-40%	186%	118%	87%	99%	225%	-14%	87%	706%	10%	11%	-48%	129%	48%	-45%	-59%	44%	28%	42%
16	16	👉 All-in-One Lasers	5%	8%	73%	13%	48%	47%	10%	48%	46%	116%	33%	32%	8%	66%	23%	53%	115%	-29%	-4%	24%	27%	25%
17	17	👉 Toner	-14%	-5%	64%	5%	22%	-23%	6%	-16%	23%	-3%	49%	11%	-25%	111%	-6%	-17%	23%	-3%	-7%	9%	-4%	6%
18	18	👉 Wireless Access Points	20%	65%	63%	70%	64%	-1%	88%	-28%	70%	402%	127%	113%	-31%	-10%	18%	236%	34%	-20%	3%	35%	67%	38%
19	19	👉 Network Switches	64%	11%	-44%	82%	47%	110%	18%	33%	242%	208%	168%	114%	18%	-4%	59%	87%	5%	18%	82%	52%	56%	53%
21	20	👆 RAM Memory	35%	-32%	84%	101%	38%	23%	-27%	68%	7%	0%	154%	53%	-26%	40%	105%	-20%	7%	8%	-35%	21%	34%	25%
20	21	👇 Mice	45%	-30%	210%	73%	7%	-48%	-40%	78%	-19%	-53%	36%	-27%	-34%	20%	-39%	89%	6%	24%	0%	14%	10%	13%
22	22	👉 Portable Speakers	-19%	-36%	136%	-54%	149%	-14%	-51%	1%	-95%	-99%	-83%			-91%	-69%	-4%	7%	-75%	-84%	33%	-52%	29%
23	23	👉 Digital Media Players	34%	13%	-64%	112%	-12%	18%	48%	21%	705%	128%	-6%	16%	-27%	16%	-70%	-45%	205%		-64%	16%	-13%	15%
25	24	👉 Keyboards and Keypads	35%	1%	105%	50%	8%	-21%	-53%	19%	17%	-44%	31%	110%	-36%	48%	-6%	52%	-3%	-3%	60%	14%	11%	13%
24	25	👇 Games Accessories	137%		96%	90%	65%	105%	88%	172%	131%	1%	9%	378%	-1%	122%	-41%	17%	-14%	5%	341%	106%	12%	77%
26	26	👉 NAS Devices	68%	48%	137%	-31%	-4%	32%	-52%	-4%	-32%	84%	7%	-77%	73%	-30%	4%	41%	44%	158%	3%	38%	24%	36%
29	27	👉 Smart Bands and Activity Trackers	-99%	-38%	-14%	-58%	-31%	16%	198%	4791%	189%	371%	3%		216%	-8%	20%	481%	-25%	35%	-39%	-30%	106%	-12%
27	28	👇 Uninterruptable Power Supplies (UPS)	59%	-15%	-18%	22%	52%	-24%	-14%	120%	150%	224%	77%	380%	72%	57%	-29%	89%	84%	46%	87%	27%	-20%	-6%
30	29	👆 Laser Printers	59%	-10%	209%	117%	50%	1%	39%	141%	185%	17%	23%	-25%	-16%	-3%	51%	89%	171%	-38%	46%	45%	54%	49%
32	30	👉 Mobile Computing Cases	78%	7%	205%	-38%	43%	35%	12%	99%	14%	9%	6%	-70%	96%	35%	5%	-4%	24%	-6%	101%	36%	10%	33%
35	31	👆 Cables and Connectivity Adapters	-8%	-28%	7%	-9%	4%	23%	22%	-13%	63%	39%	-23%	77%	-1%	-27%	14%	26%	-12%	106%	-15%	-5%	13%	-3%
33	32	👆 Powerline Devices	-1%	-22%	59%	-17%	21%	16%	-35%	26%	21%	25%	57%	218%	-64%	28%	-10%	13%	32%	-39%	-39%	1%	-1%	1%
34	33	👆 Office Applications Software	-59%	-47%	67%	24%	82%	-32%	61%	16%	-24%	180%	20%	-9%	-1%	120%	-12%	88%	81%	-60%	-40%	-25%	59%	-4%
28	34	👇 Warranties and Services	-32%	219%	21%	565%	100%	66%	185%	327%	220%	5%	352%		10%	121%	-51%	93%	258%	-73%	1540%	77%	14%	69%
31	35	👇 Operating Systems Software	32%	7%	-38%	31%	154%	54%	5%	-27%	178%	14%	518%	-1%	-21%	63%	-4%	27%	-34%	32%	123%	42%	11%	29%
36	36	👉 Security Software	28%	169%	-7%	-19%	145%	100%	-9%	-8%	189%	330%	-20%	-75%	579%	156%	281%	200%	1093%	90%	1848%	47%	357%	62%
38	37	👆 Smart Speakers	41%	-17%	-53%	8%	13%	-4%	-80%		-85%	121%						1531%				-13%	1412%	-13%
37	38	👇 Memory Cards	-42%	-34%	-48%	57%	0%	39%	10%	722%	-13%	87%	26%	-21%	-34%	-37%	5%	-7%	-29%	-50%	-1%	-14%	-11%	-13%
39	39	👇 Projectors	-39%	6%	-28%	2%	13%	4%	16%	249%	45%	-24%	-35%			-33%	112%	11%	12%	16%	83%	-17%	23%	-11%
42	40	👆 IP Cameras	101%	-29%	-47%	-7%	-6%	-23%	-33%	54%	-146%	731%	56%	81%	44%	65%	468%	18%	22%	73%	7%	7%	153%	17%
40	41	👉 Smartphone Protective Cases	-28%	-84%	155%	-53%	-32%	37%	30%	40%	-23%	-14%	-50%	-18%	179%	-40%	765%	-64%	-37%	-80%		-45%	86%	-37%
41	42	👇 USB Memory	-15%	-56%	42%	30%	-1%	37%	12%	70%	11%	-68%	-5%	-51%	-14%	11%	-3%	81%	-14%	7%	55%	-16%	21%	-10%
43	43	👉 Mobile Phones	-52%	-26%	-61%	-4%	12%	543%	-45%	-52%	14%	-35%	-89%	36%	40%	-6%	-14%	-33%	8%	98%	8%	-19%	-14%	-17%
44	44	👉 Digital Cameras	1302%	68%	78%	126%	-13%	-9%		579%		-89%	-34%			2%	-37%	-48%	-27%	35%	-1%	-21%	-39%	-33%
45	45	👉 Consoles Fixed			-97%	-99%	-123%	-87%		-73%			-5%				48%	-58%	-82%		237%	-92%	-58%	-74%

OPTIMISE TODAY

ACCELERATE TOMORROW