

IT Industry Update

21st October 2020

CONTEXT Weekly IT Industry Forum



01

TOP TREND REPORTS TO WEEK 41

02

Q4 GUIDANCE

03

**GERMANY INSIGHT – AMANUEL DAG, COUNTRY MANAGER
DACH**

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

EDUCATION – HUGE DRIVER OF GROWTH ACROSS EUROPE – 1.2BN€ EXCL GERMANY



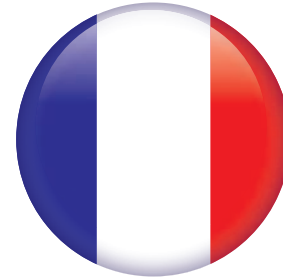
Acceleration of **huge 5 year IT investment plan** for schools launched in May 2019, of which little has so far been spent



Laptops and tablets for disadvantaged children who have to work from home (May-Sept 2020)
125mn€



165mn€ on IT equipment and **400mn€** for internet access for schools (March/April 2020 and May 2020)



91mn€ on IT in schools (Sept 2020)

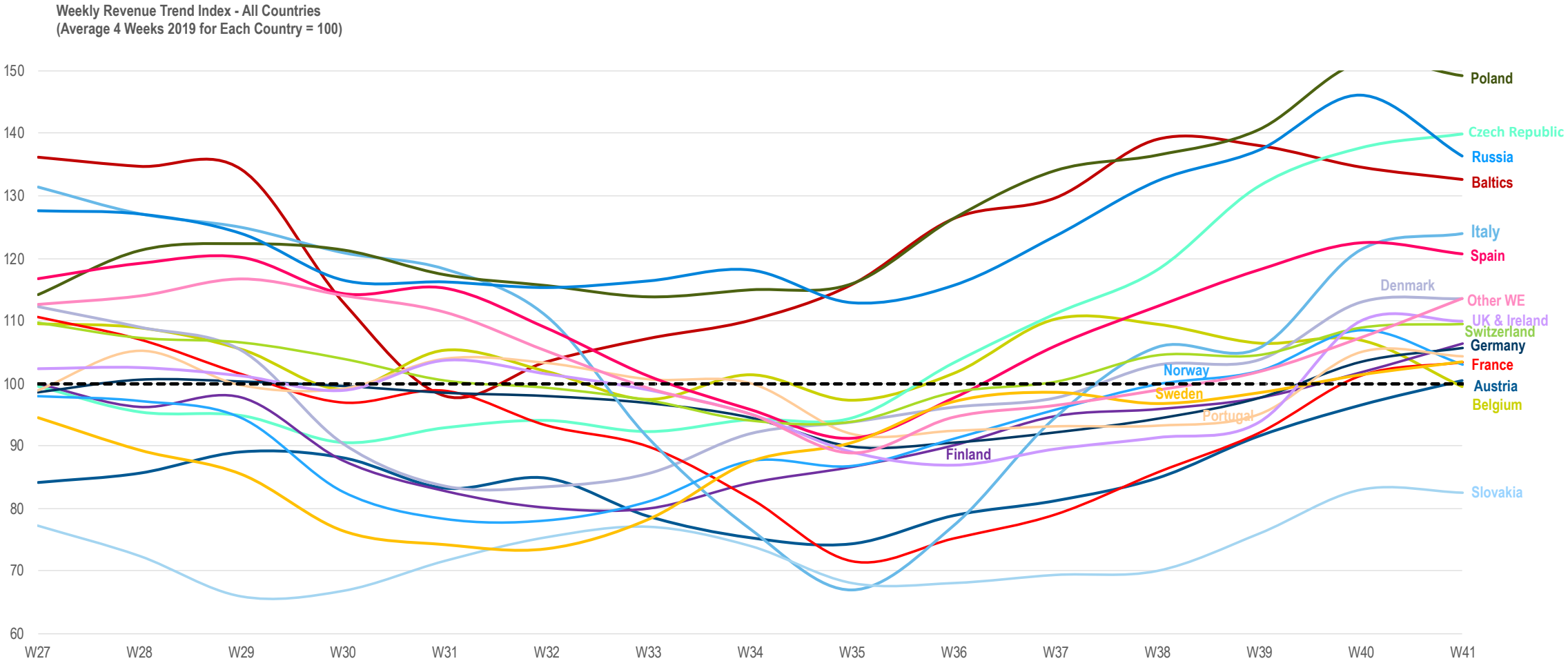


150,000 PC's for Andalucia, **350,000** for Catalonia totalling **260mn€** (June 2020)



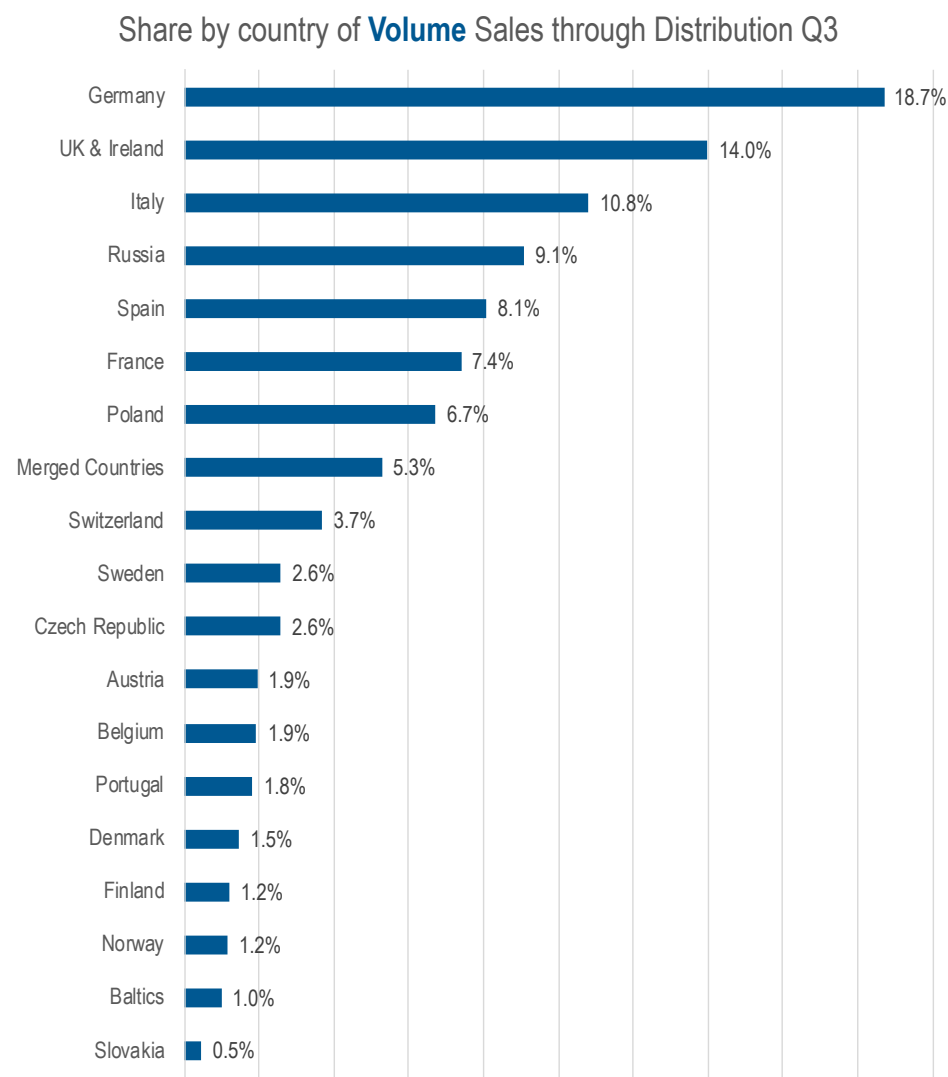
80mn€ on notebooks and tablets, announced early in the crisis

WEEK 41 – ALL COUNTRIES EXCEPT ONE TREND ABOVE BASE 100

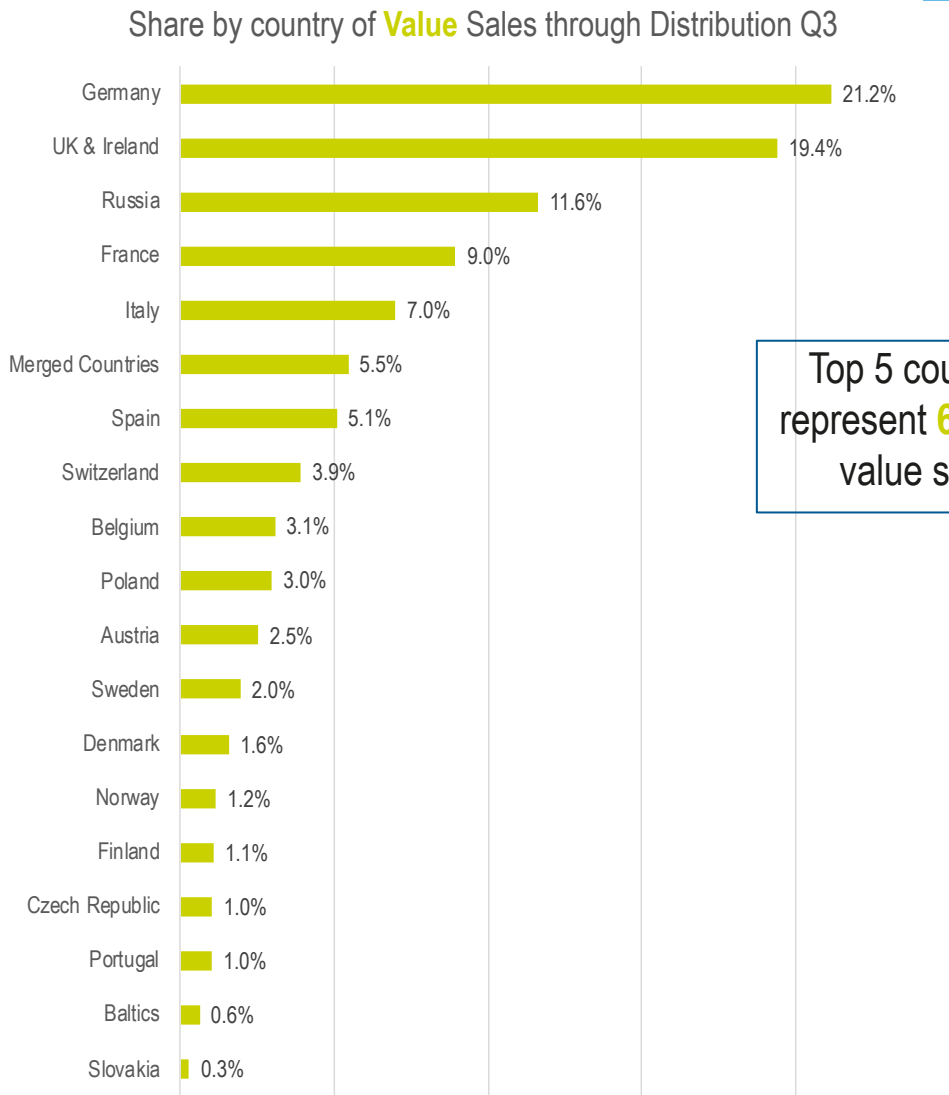


4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

LEVELS OF CONCENTRATION OF VOLUME/VALUE BY COUNTRY Q3



Top 5 countries represent **60.7%** of volume sales



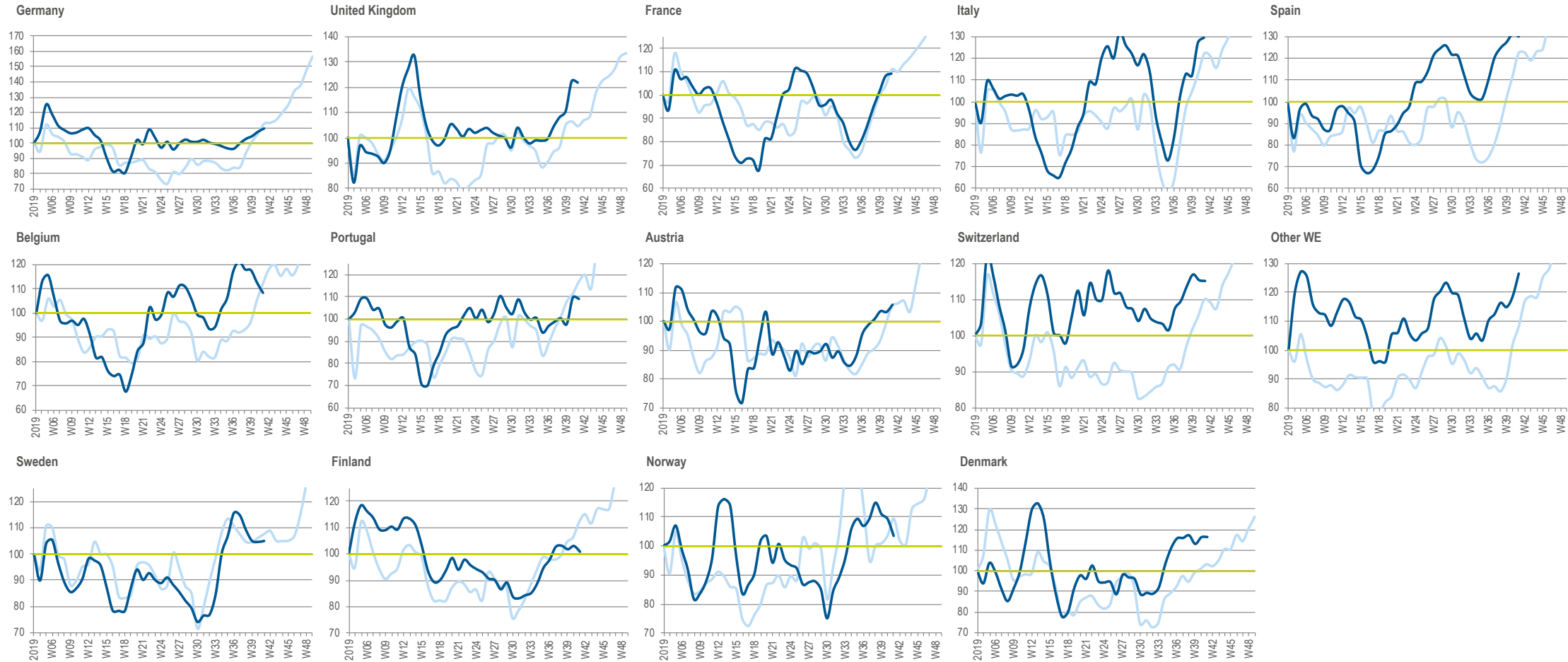
Top 5 countries represent **68.2%** of value sales

VOLUME IN W EUROPE: BELGIUM, NORDICS AND GERMANY SHOW SOME SOFTENING

Index Volume Market - Western Europe

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

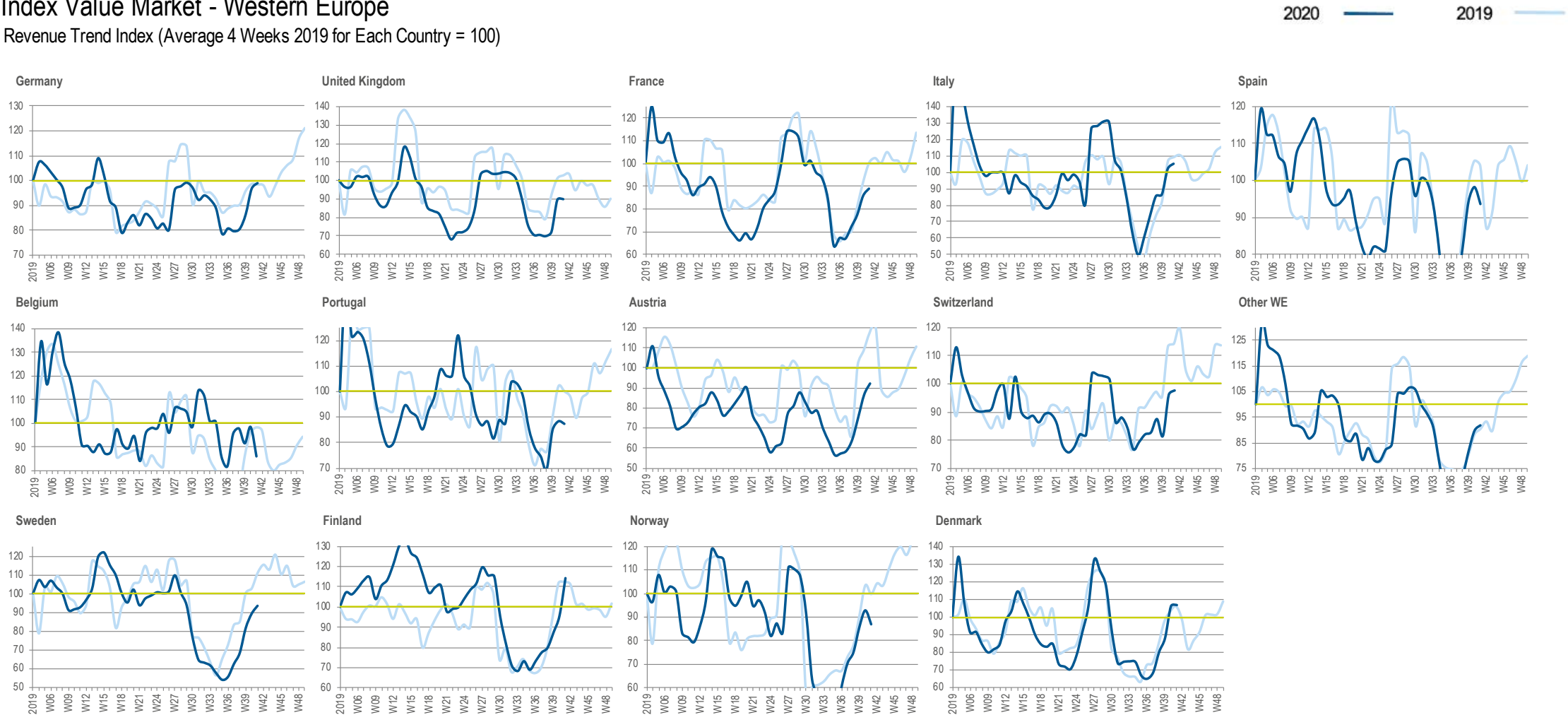
2020 — 2019



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

VALUE IN W EUROPE: POSITIVE TREND IN GERMANY (25% OF VALUE IN WE)

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



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

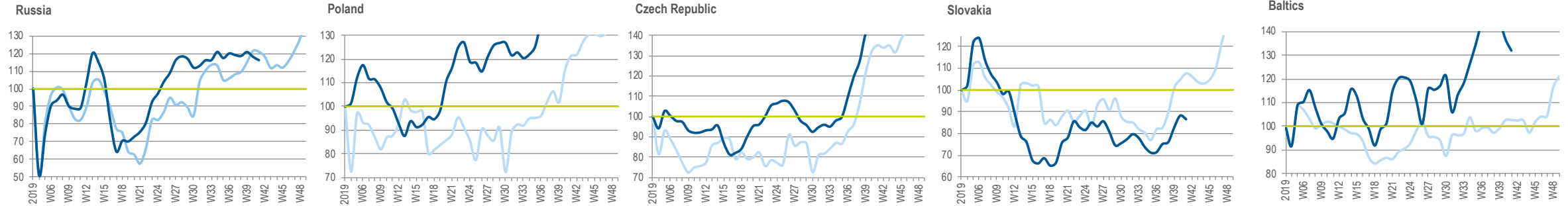
IN E EUROPE VALUE IS THE STORY

Index Volume Market - Eastern Europe

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

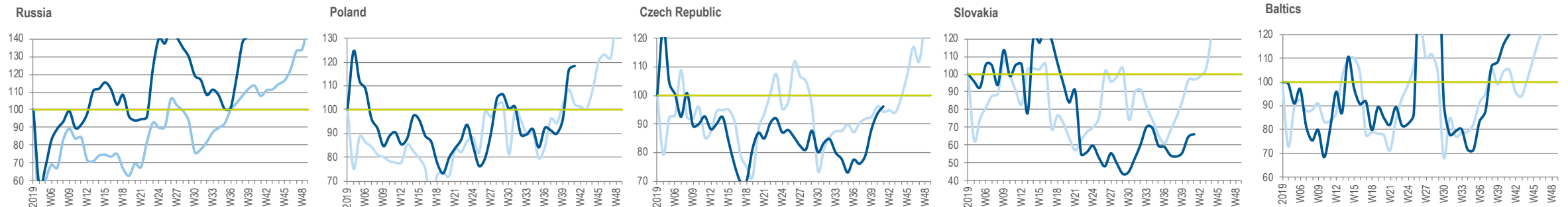
2020

2019



Index Value Market - Eastern Europe

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



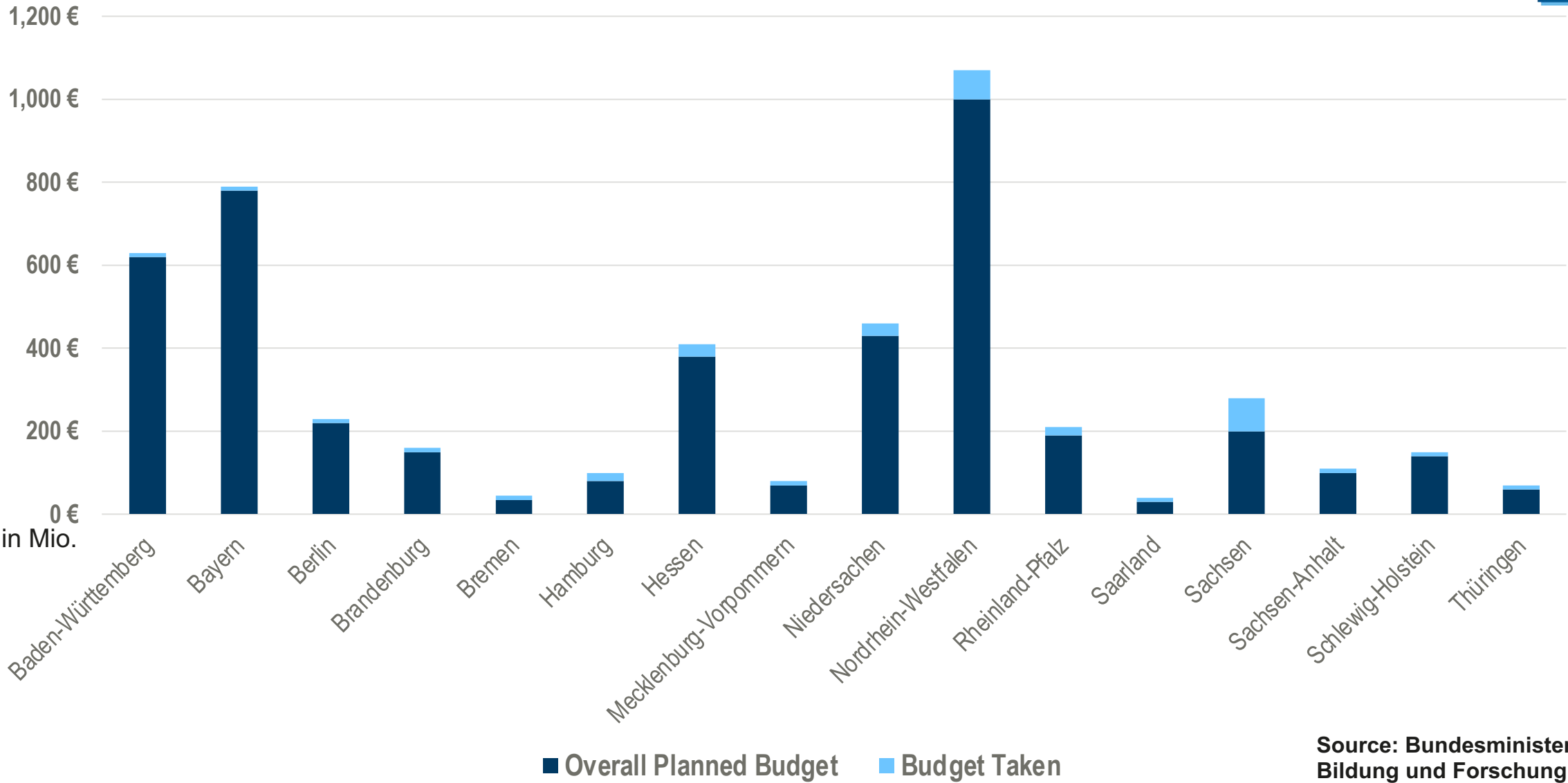
4 weekly distribution sales translated at fixed € exchange rate
and includes: Poland, Baltics, Czech, Slovakia

GERMANY REVIEW

21st October, 2020



GERMANY'S BUDGET FOR THE "DIGITAL PACT" – 5 YEAR PLAN 2019-2024

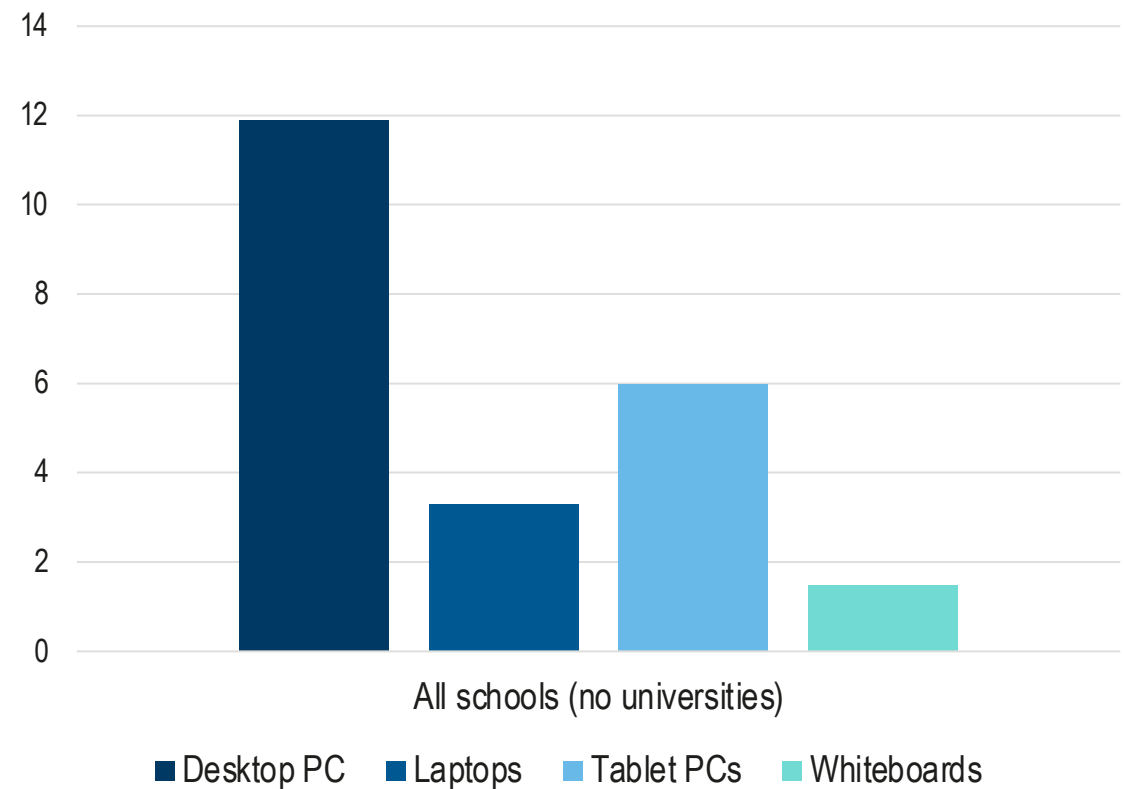


Source: Bundesministerium für Bildung und Forschung 09/2020

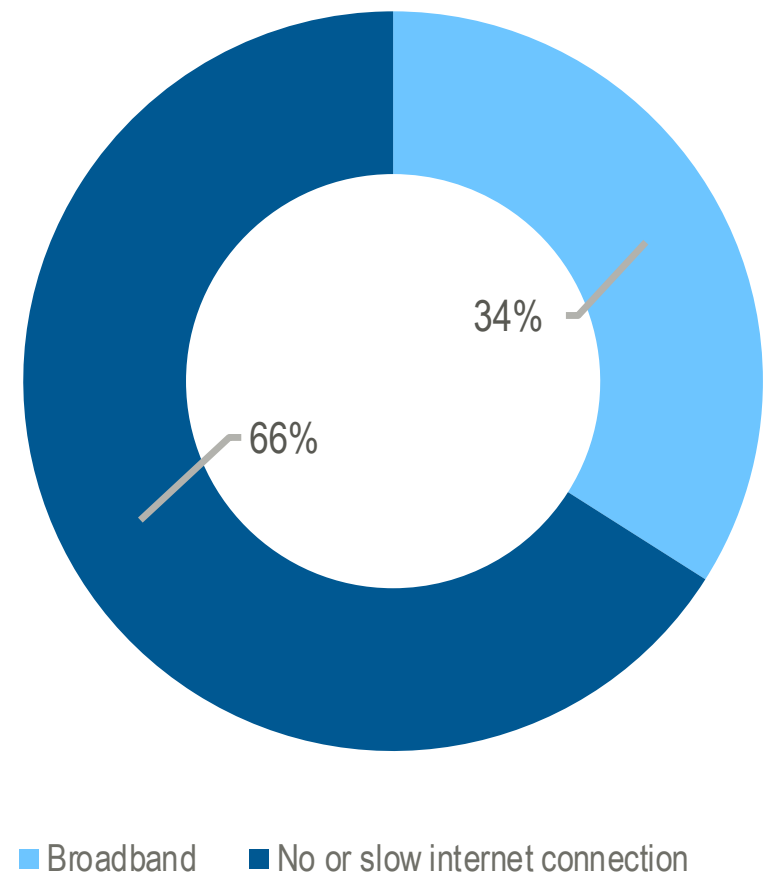
CURRENT IT HARDWARE EQUIPMENT AT SCHOOLS IN GERMANY



IT-Hardware per 100 pupils



Internet connection at schools



Source: WDR 2020/08 Survey at 3691 schools in Germany

Q4 GUIDANCE

KEY SECTOR EVOLUTION 2020 – HEAT MAP

Key Sector	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
Mobile Computing	17.3%	17.3%	22.2%	24.5%	23.7%	20.5%	21.0%	25.0%	23.0%	23.6%
Desktop Computing	5.3%	5.4%	4.6%	3.9%	3.8%	3.7%	3.6%	3.9%	4.0%	4.1%
Infrastructure & security	15.8%	16.6%	15.4%	16.3%	14.3%	15.3%	15.1%	15.1%	14.0%	13.6%
Software & licences	13.4%	12.7%	14.1%	13.4%	11.8%	13.7%	12.3%	10.4%	11.5%	10.9%
Telecoms	13.8%	11.4%	8.6%	7.2%	12.6%	12.4%	13.5%	12.0%	10.5%	9.3%
Printing	2.8%	2.9%	2.9%	2.8%	2.4%	2.5%	2.7%	2.6%	3.0%	3.0%
Printing consumables	6.8%	7.9%	7.4%	6.8%	6.1%	6.4%	6.3%	6.1%	6.4%	6.5%
Services	6.2%	5.3%	5.8%	6.2%	4.6%	5.1%	5.5%	4.3%	4.2%	3.9%
Monitors	2.9%	3.5%	3.7%	3.1%	3.4%	3.1%	3.0%	3.2%	3.5%	3.9%
LFD	0.8%	1.0%	0.9%	0.5%	0.6%	0.7%	0.8%	0.9%	0.8%	0.8%
Other displays	1.2%	1.4%	1.0%	0.9%	1.3%	1.4%	1.3%	1.4%	1.5%	1.5%
Computing components	4.7%	5.0%	4.0%	5.0%	5.1%	5.1%	4.9%	4.7%	4.8%	3.9%
Computing Accessories	2.1%	2.4%	2.9%	2.2%	2.4%	2.6%	2.6%	2.8%	2.9%	3.2%
Audio-Video Systems	2.3%	2.8%	2.4%	2.4%	2.8%	2.5%	2.5%	2.6%	2.7%	3.8%
Other sectors	4.4%	4.5%	4.1%	4.8%	5.0%	5.0%	5.0%	5.0%	7.2%	7.9%

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.

Q4 GUIDANCE: A QUARTER OF 25BN€ IS WITHIN REACH, 4.8% GROWTH

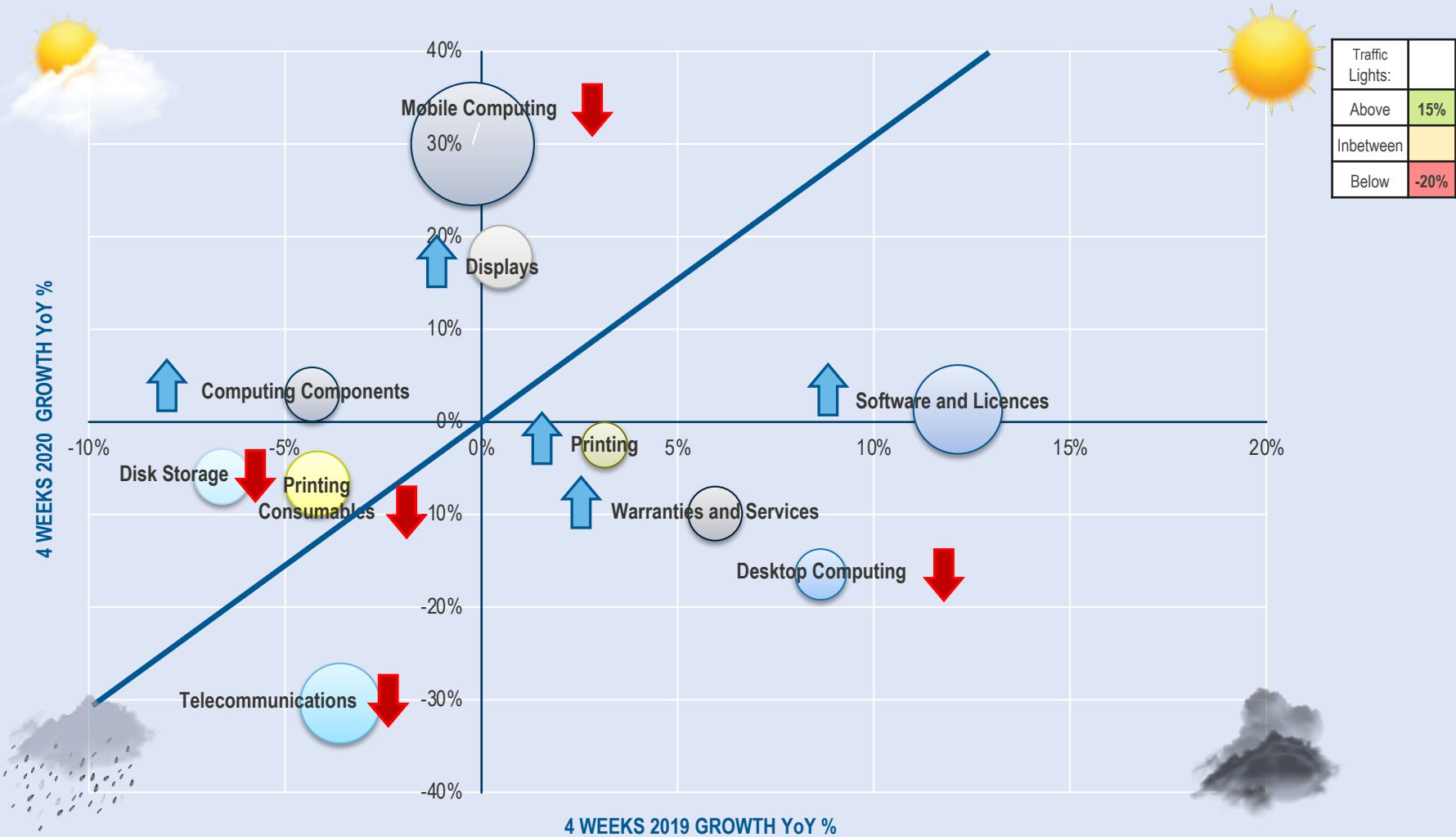
	Q3 Growth		This year's Q4 guidance	Q4 Outlook	Sequential growth
Key sector	Q4 2019 €mn	Q3 2020 vs Q3 2019 %	Q4 2020 vs Q4 2019 %	Q4 2020	Q4 2020 vs Q3 2020 %
Mobile computing	4,276	34.2%	26%	5,388	20%
Desktop computing	1,050	-18.8%	-17%	871	22%
Infrastructure & security	3,319	-8.6%	-8%	3,066	15%
Software & licences	3,367	1.7%	-5%	3,199	36%
Telecoms	3,567	8.5%	5%	3,745	50%
Printing	623	-5.2%	-13%	542	10%
Printing consumables	1,393	0.7%	5%	1,463	16%
Services	1,372	-2.0%	-5%	1,303	36%
Monitors	643	24.7%	9%	702	12%
LFD	228	-16.9%	-13%	198	14%
Other displays	377	-3.6%	-3%	365	43%
Computing components	1,024	2.8%	3%	1,055	22%
Computing accessories	518	36.0%	30%	674	19%
AV Systems	685	18.7%	18%	808	50%
Other	1,472	13.4%	15%	1,688	65%
Total	23,914	7.7%	4.8%	25,066	28.5%

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.

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

4 Weeks to Week 41 (11/10/20) vs 2019

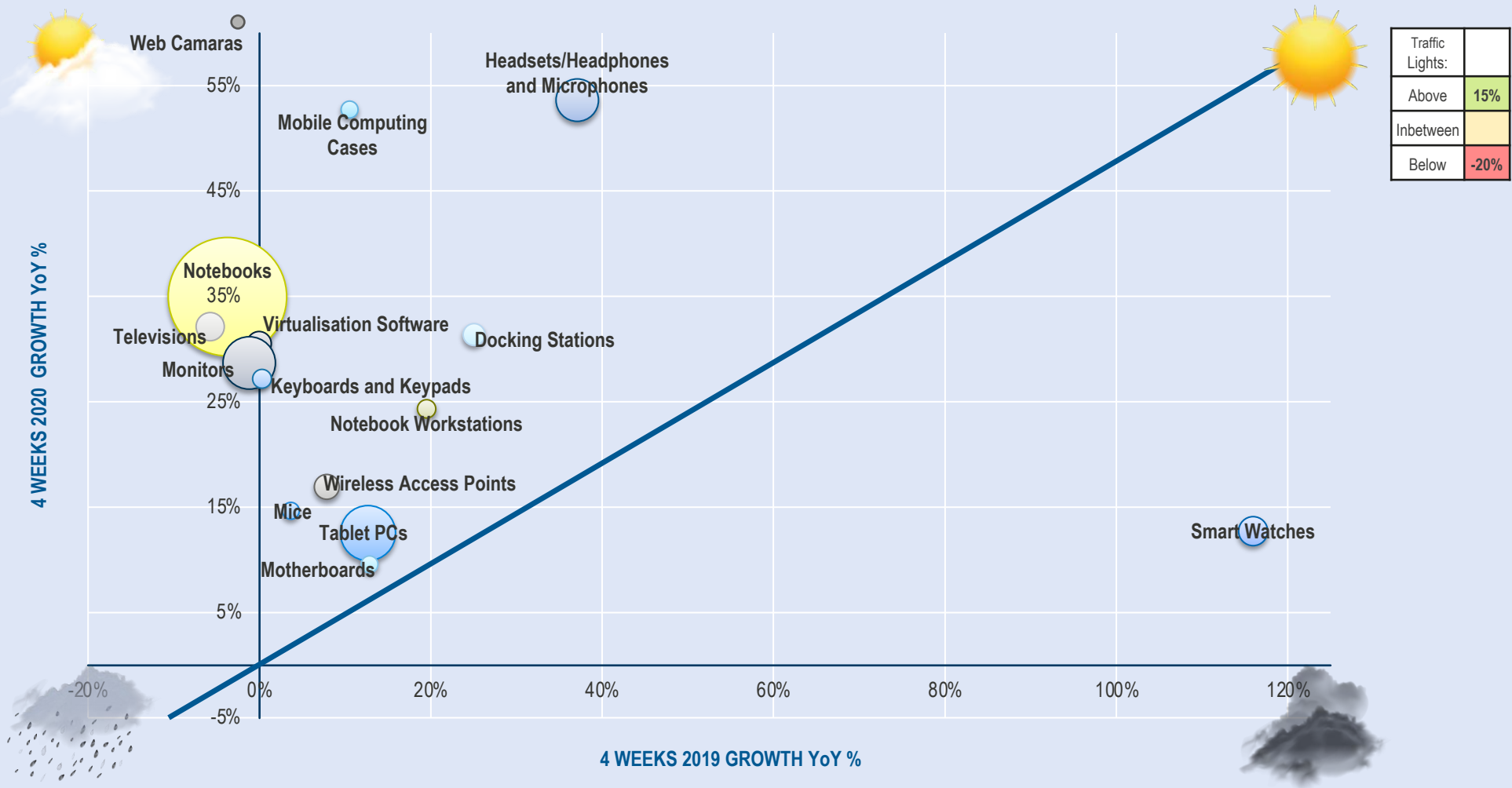


Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

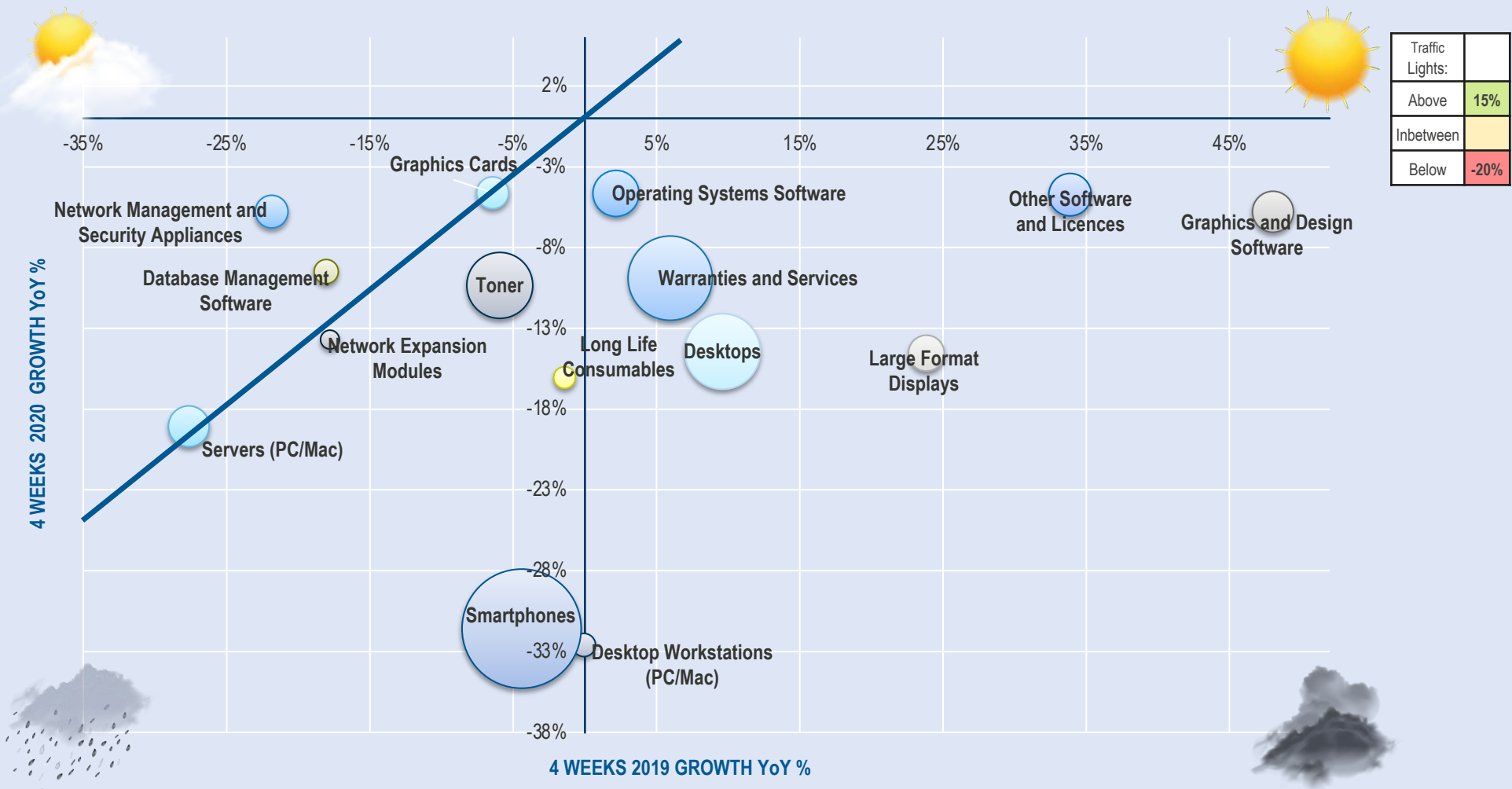
4 Weeks to Week 41 (11/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 41 (11/10/20) vs 2019



Distribution sales translated at fixed € exchange rate.

04

CHANNEL HEALTH

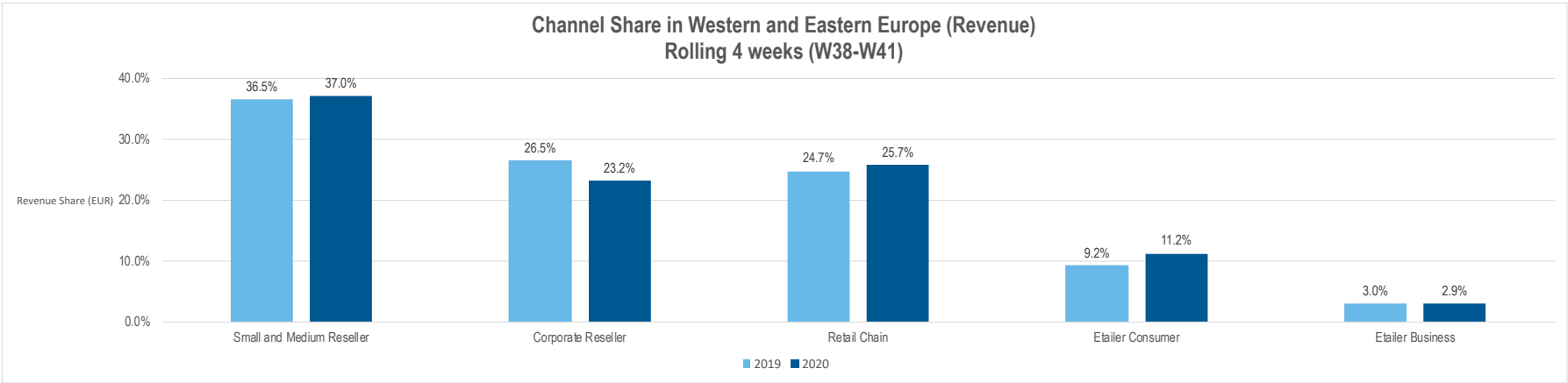
BUSINESS CHANNELS ARE CONTINUING TO BE HARDEST HIT

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 41 (to October 11 2020) vs Same Period 2019

		Week 41			Week 39			Week 37			Week 35		
		CHANNEL TREND			CHANNEL TREND			CHANNEL TREND			CHANNEL TREND		
Business Sectors	Channel	WE	EE	Total	WE	EE	Total	WE	EE	Total	WE	EE	Total
Business Channels	Corporate Reseller	-12%	13%	-9%	-15%	-9%	-14%	-9%	-17%	-10%	-13%	-3%	-12%
	Small and Medium Reseller	3%	15%	6%	2%	6%	3%	7%	19%	9%	5%	15%	7%
	Etailer Business	-2%	-2%	-2%	-10%	-11%	-10%	-1%	-20%	-2%	-3%	-27%	-5%
Retail Channels	Etailer Consumer	30%	11%	26%	21%	4%	18%	37%	8%	31%	24%	-7%	18%
	Retail Chain	2%	30%	8%	6%	48%	15%	23%	35%	26%	18%	42%	24%

Above	15%
Inbetween	
Below	-20%



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

UK SMR GROWING

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	Finland	Norway	Other WE
-5%	-11%	-10%	-14%	-15%	-26%	-14%	-43%	-15%	-11%	-45%	-30%	-22%	6%
0%	8%	9%	8%	5%	-3%	-9%	12%	-7%	18%	-8%	-9%	-19%	5%
-5%	20%	3%	9%	-17%	-5%	-20%	-27%	36%	-22%	-43%	-42%	-7%	-9%
23%	42%	47%	15%	57%	20%	-80%	21%	34%	51%	60%	-24%	31%	18%
-10%	12%	4%	-20%	-1%	15%	40%	12%	4%	22%	-1%	25%	85%	37%

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

EASTERN EUROPE				
Russia	Poland	Czech Republic	Baltics	Slovakia
20%	-10%	28%	-29%	-46%
20%	12%	9%	25%	-18%
-10%	28%	-3%	-18%	-29%
-9%	66%	-2%	54%	-33%
23%	47%	11%	133%	-13%

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 6th November 11am and 4pm
(UK time)**

Expert speaker for 5-minute introduction
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 41 (to October 11 2020) vs Same Period 2019**

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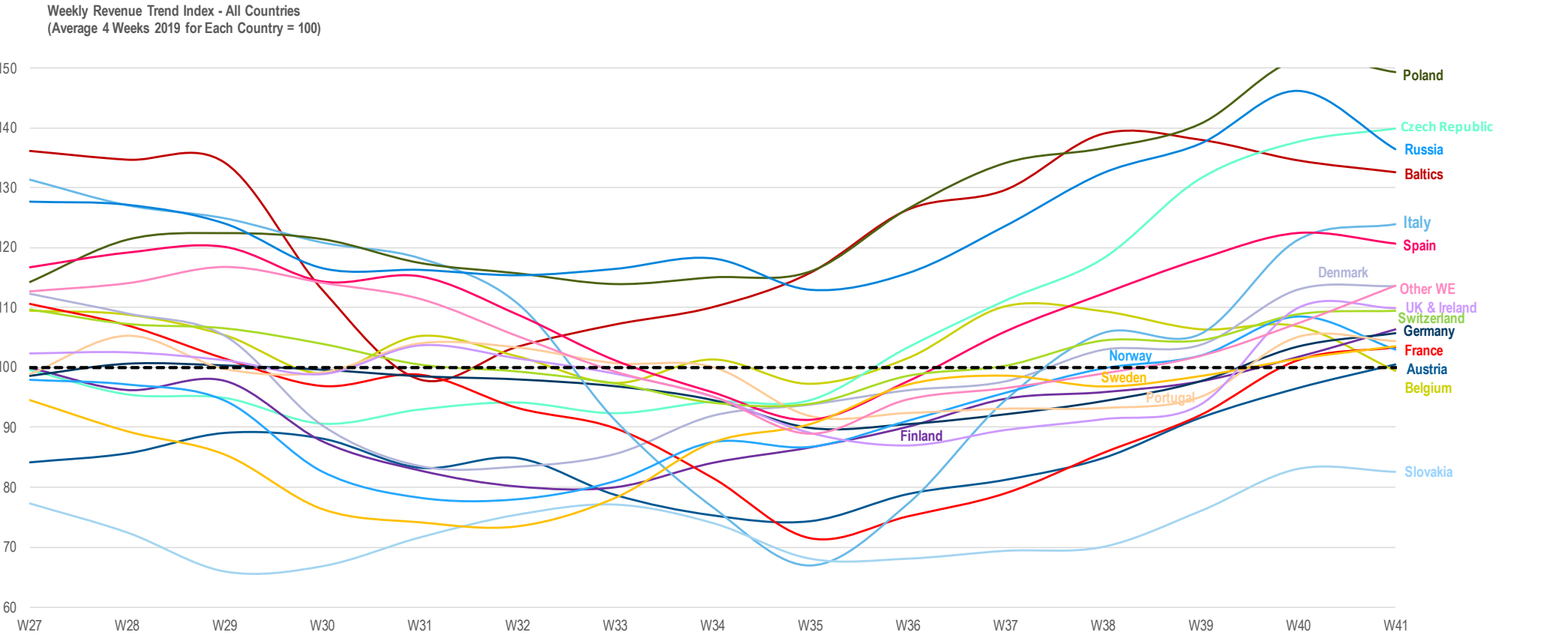
Email: customerassurance@contextworld.com

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

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- 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

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

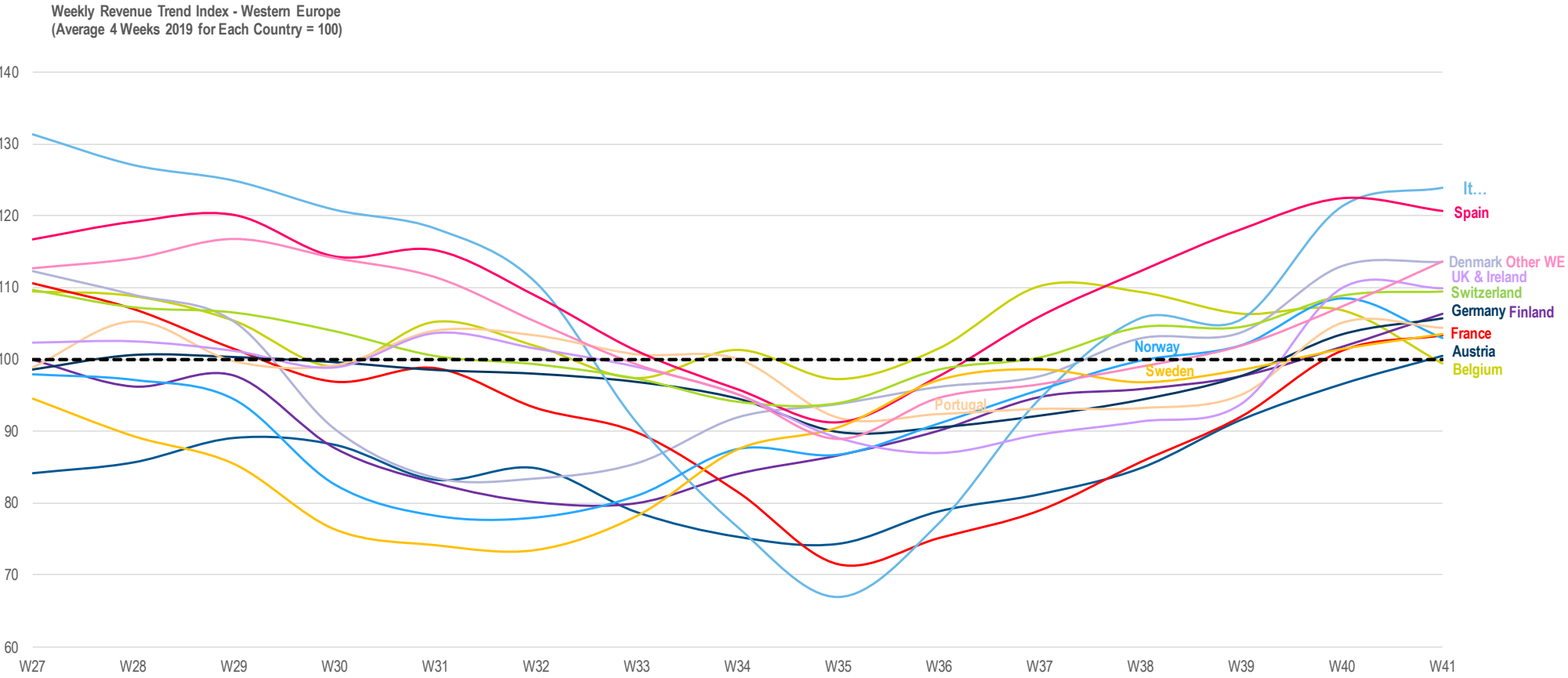


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Total Market WE

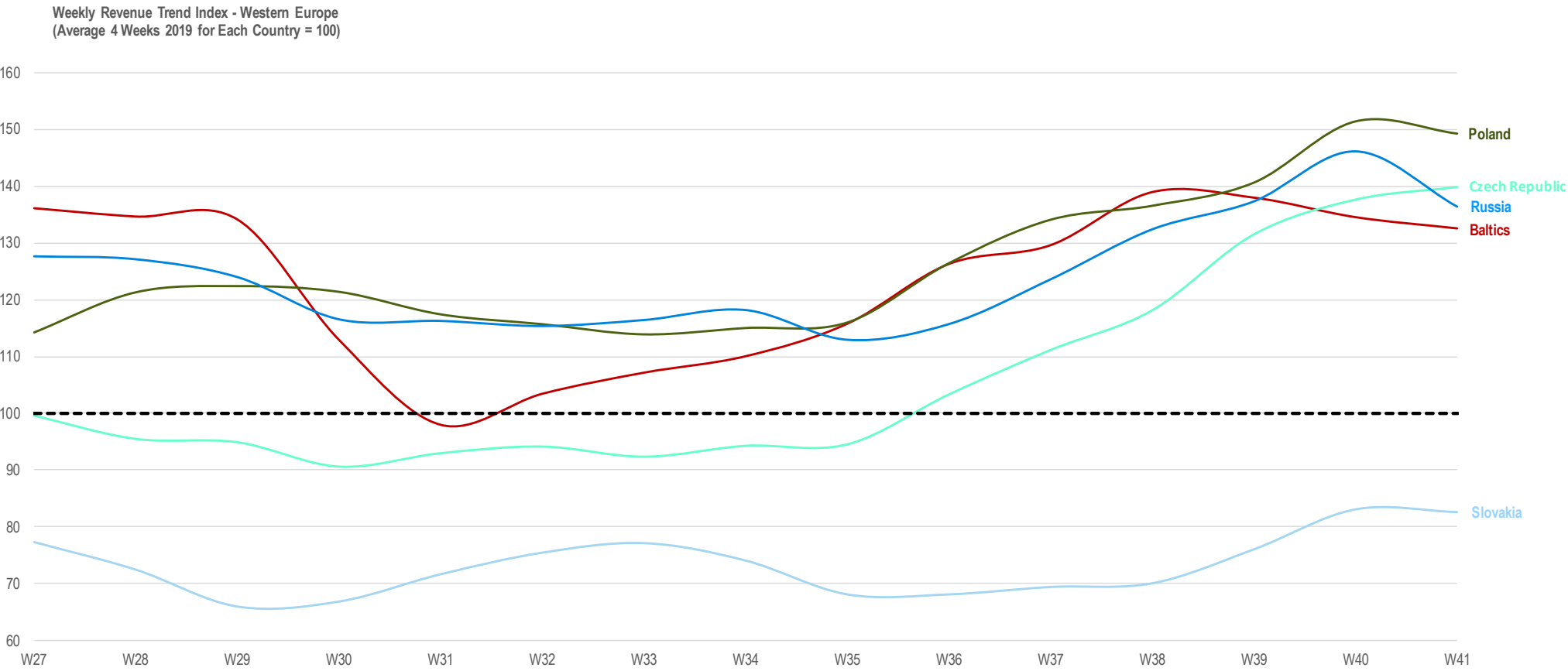
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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

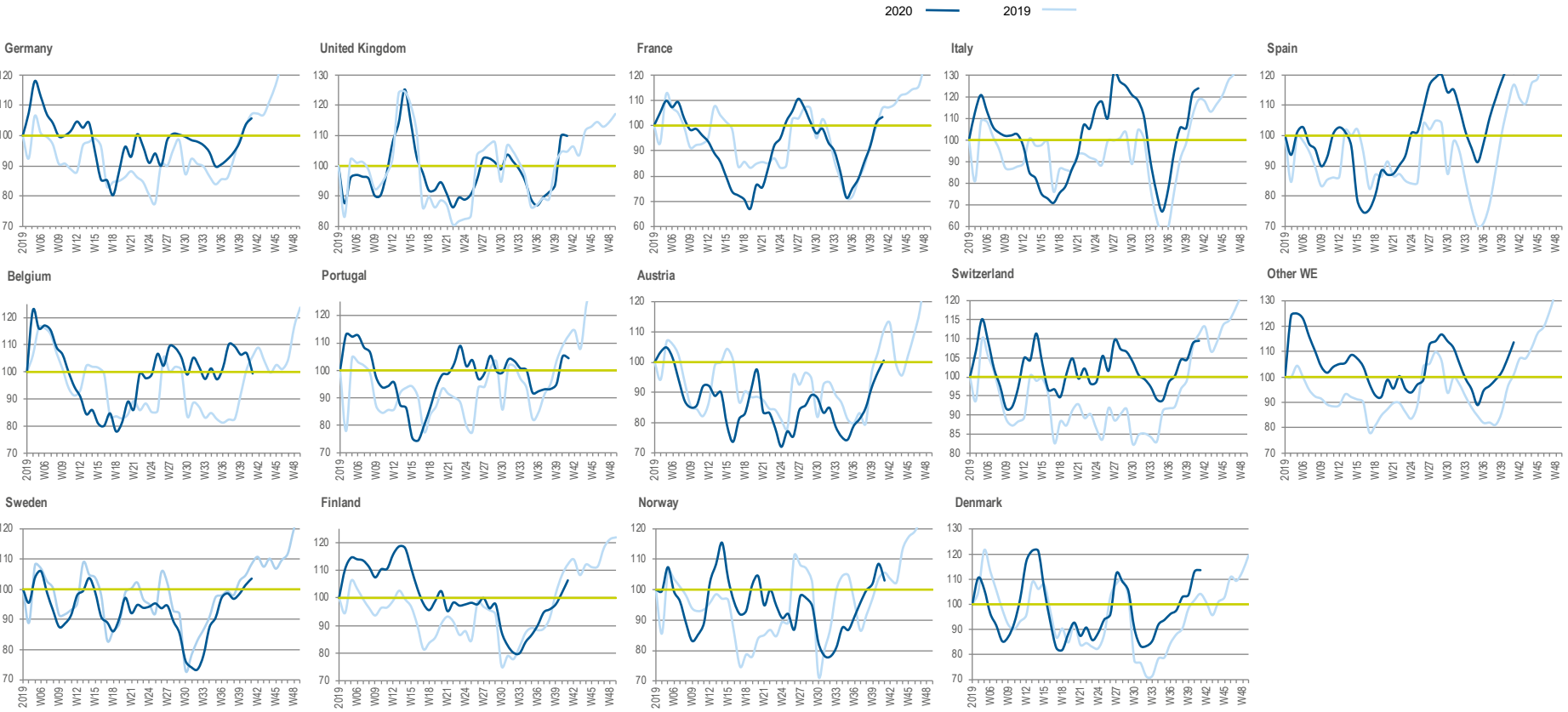


Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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

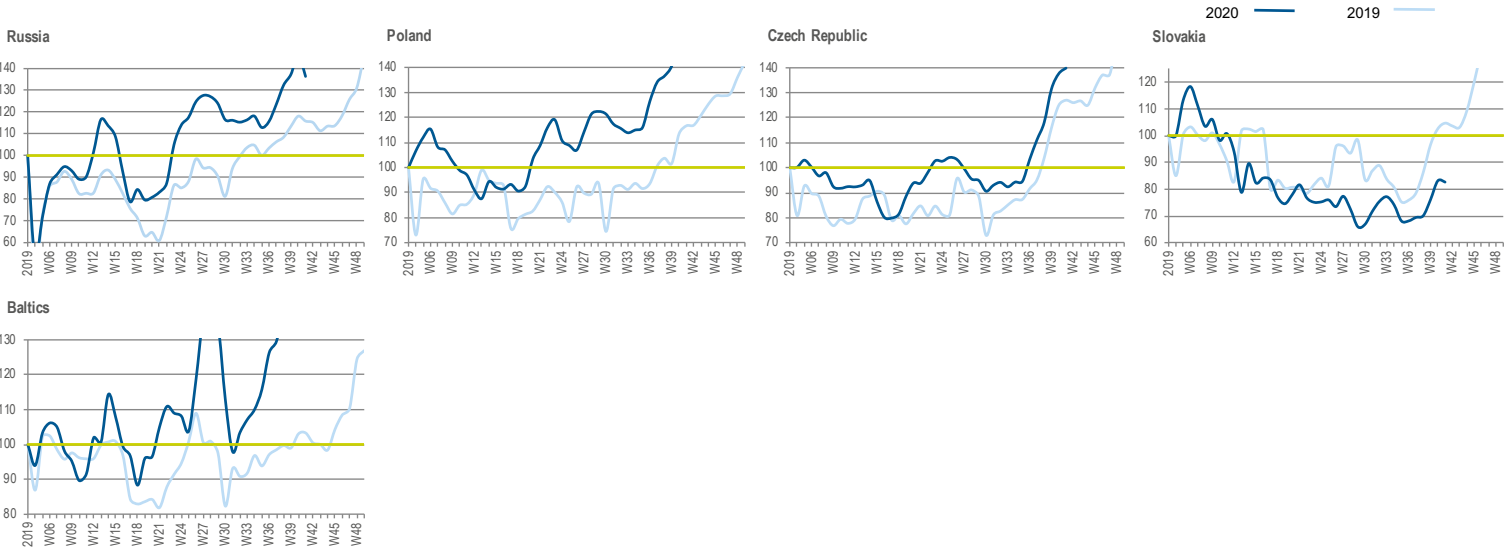
Index Thumbnail EE

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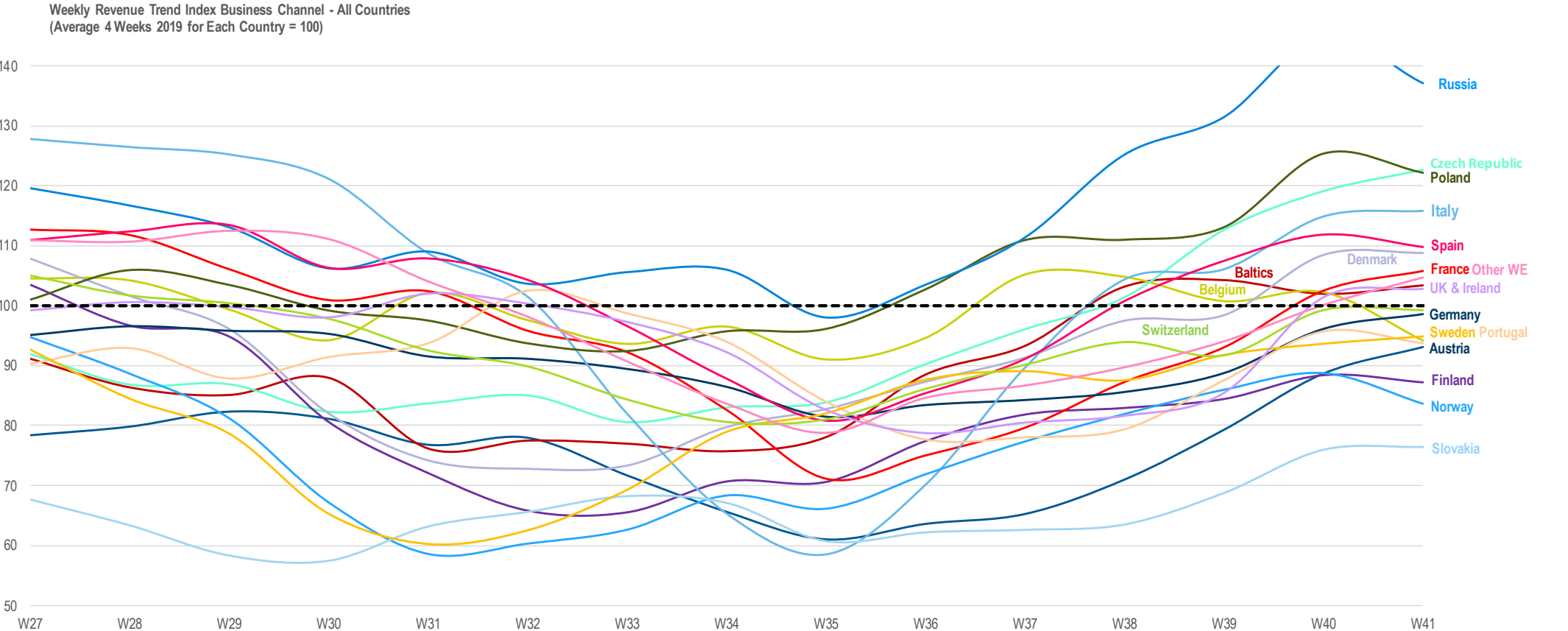
Index Revenue Trend - Eastern Europe

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



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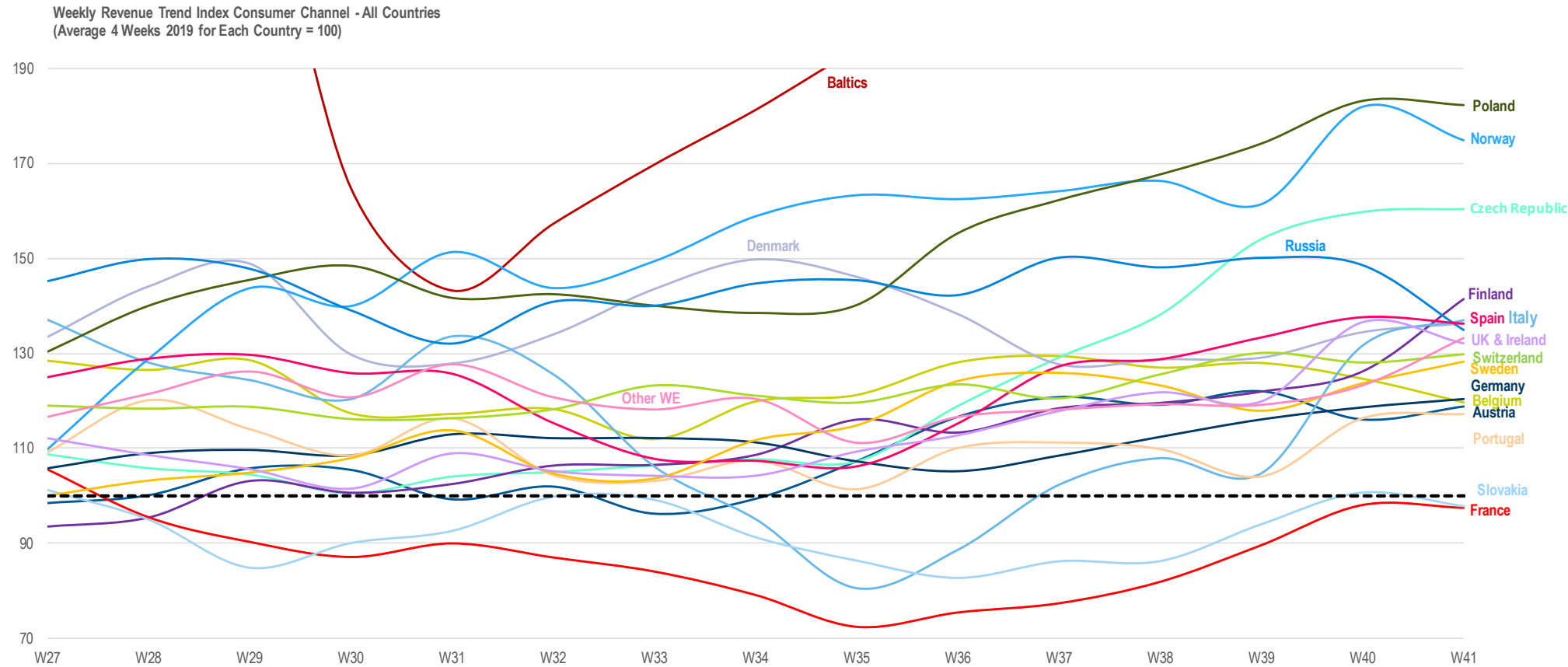
Index Business Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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.

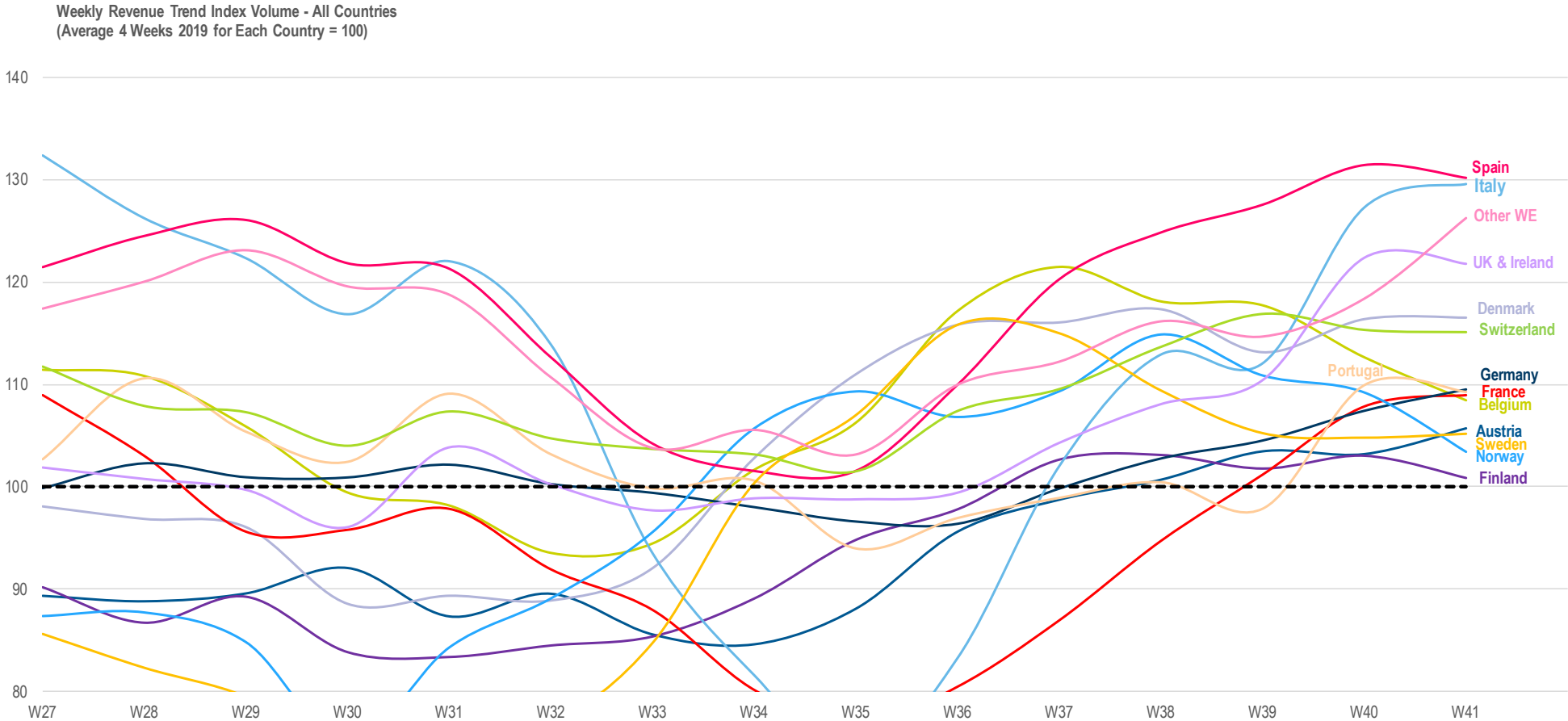
Index Consumer Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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.

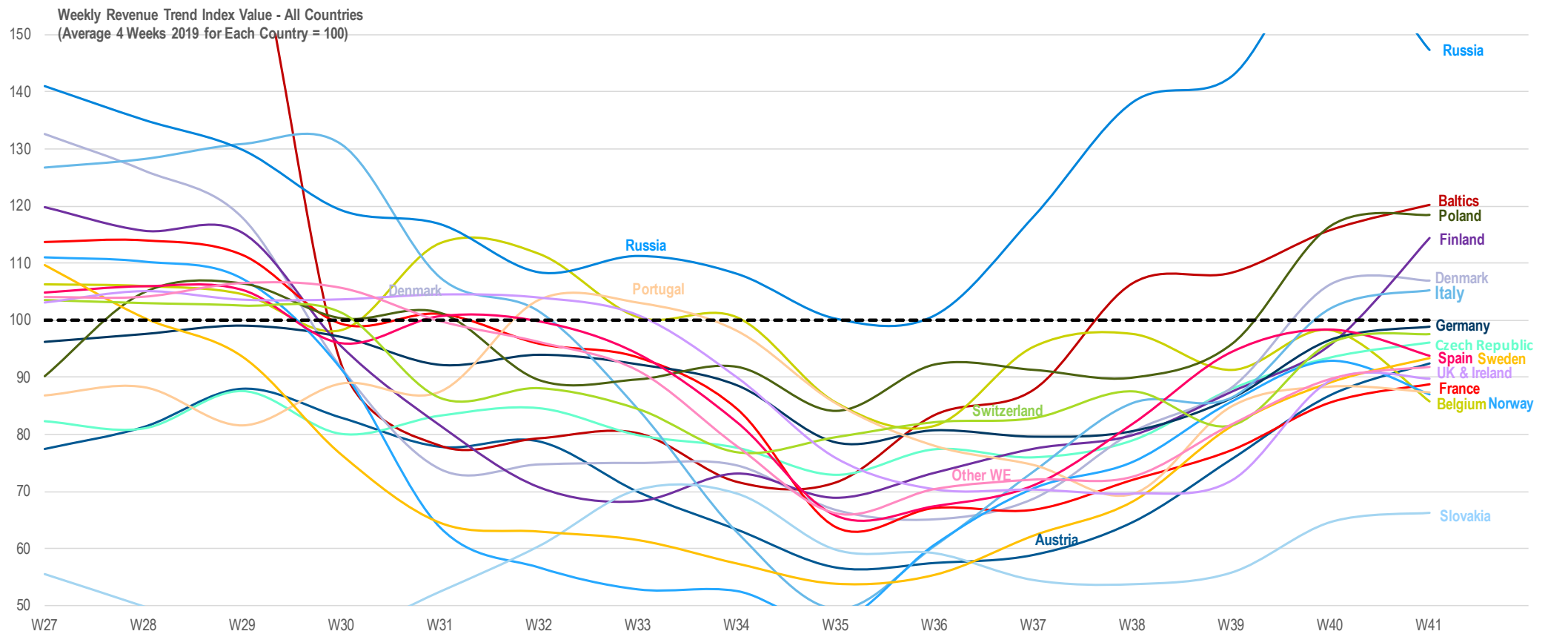
Index Volume Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



Distribution sales translated at fixed € exchange rate and includes: UK1, 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)

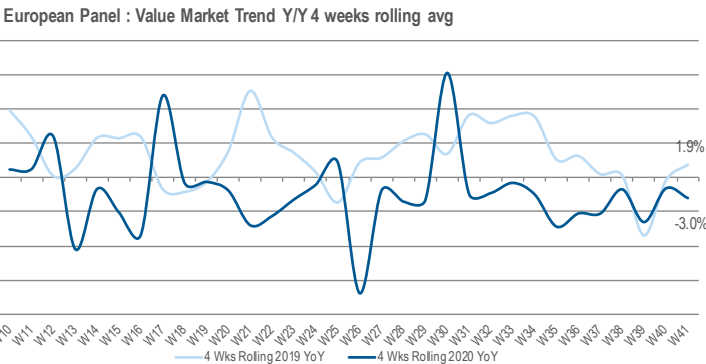
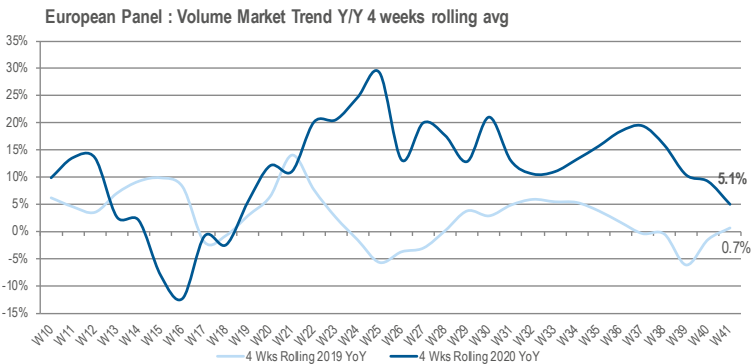
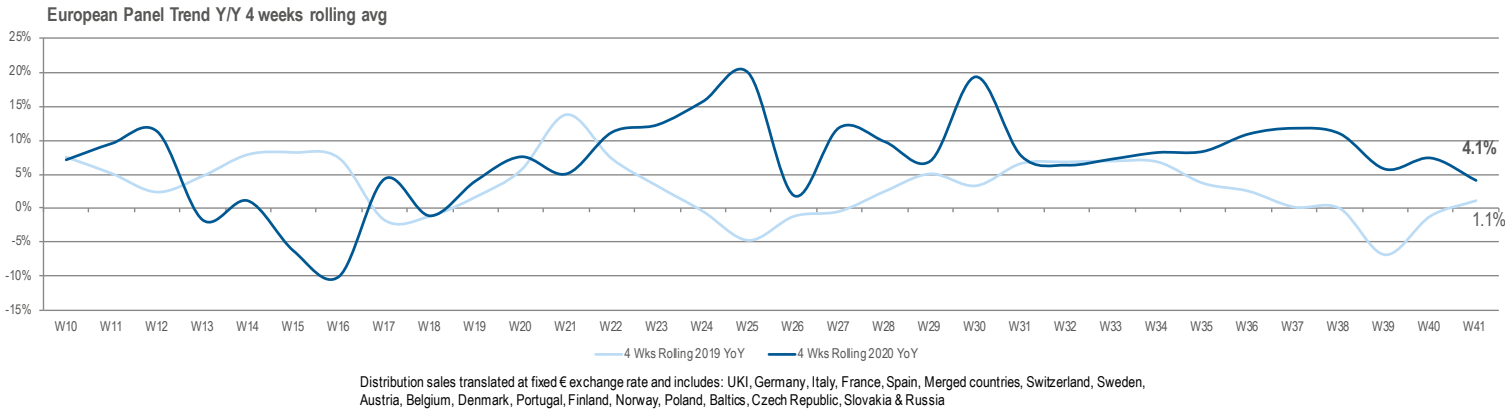


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

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



CONTEXT Covid-19 Weekly Report

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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 41 (to October 11 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-W40	Rank-W41	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
1	1	➡ Mobile Computing	16%	48%	56%	49%	29%	21%	1%	48%	27%	-3%	15%	-2%	-4%	41%	3%	56%	26%	22%	19%	
2	2	➡ Software and Licences	13%	-8%	21%	-8%	-19%	-7%	-11%	-37%	-17%	17%	-3%	32%	2%	2%	95%	1%	2%	16%	-17%	
3	3	➡ Telecommunications	-49%	-18%	-25%	-66%	-37%	-48%	-7%	-29%	-43%	29%	-47%	-14%	-36%	-1%	-46%	36%	-8%	172%	-20%	
4	4	➡ Printing Consumables	13%	-14%	-9%	-2%	-3%	10%	-16%	-14%	-39%	-12%	-20%	-18%	14%	9%	-34%	-9%	-27%	32%	0%	
5	5	➡ Displays	23%	8%	-9%	13%	71%	27%	9%	20%	-4%	23%	28%	-11%	4%	9%	59%	23%	29%	8%	-5%	
6	6	➡ Disk Storage	-11%	-17%	-14%	-6%	-5%	-11%	-17%	-14%	-6%	-12%	8%	-23%	2%	8%	7%	20%	8%	-6%	-63%	
8	7	⬆ Warranties and Services	2%	-16%	-17%	-11%	3%	-33%	-25%	-9%	-30%	-16%	-37%	-23%	-42%	1%	7%	21%	20%	-14%	-13%	
7	8	⬇ Computing Components	-4%	-2%	25%	-16%	31%	21%	-22%	-10%	-30%	16%	5%	-32%	-29%	12%	16%	9%	4%	58%	-73%	
9	9	➡ Desktop Computing	-10%	-28%	-8%	-5%	-3%	-15%	-36%	-22%	-27%	-10%	-4%	-26%	-5%	-23%	-27%	0%	-14%	-26%	-19%	
10	10	➡ Printing	-1%	2%	6%	-1%	-9%	-7%	-23%	10%	-6%	-14%	-13%	-17%	-12%	-12%	-11%	20%	-2%	25%	-18%	
12	11	⬆ Audio-Video Systems	43%	31%	19%	44%	69%	39%	28%	8%	79%	121%	52%	-14%	77%	33%	52%	53%	31%	43%	-30%	
11	12	⬇ Computing Accessories	38%	32%	56%	33%	70%	35%	9%	37%	41%	21%	26%	-6%	25%	43%	38%	37%	23%	38%	1%	
13	13	➡ Networking Systems	-1%	-24%	0%	3%	-20%	-17%	1%	-11%	11%	-28%	-5%	-37%	21%	-11%	22%	34%	59%	-2%	-28%	
14	14	➡ Server Computing	-10%	55%	-51%	2%	42%	-63%	-32%	-6%	25%	-29%	-6%	41%	-27%	7%	-45%	21%	-28%	60%	-65%	
16	15	⬆ Wearable Devices	-44%	29%	49%	43%	46%	-19%	83%	-23%	76%	155%	47%	-24%	-31%	63%	64%	223%	-18%	-11%	-79%	
15	16	⬇ Data Center Networking and Security	-21%	-11%	5%	-45%	-3%	-29%	-31%	-42%	5%	-13%	-40%	-61%	-12%	-14%	73%	-15%	10%	69%	-17%	
18	17	⬆ Wireless Networking	14%	-2%	24%	23%	8%	18%	5%	58%	-26%	-16%	28%	16%	19%	54%	49%	31%	121%	-21%	-17%	
17	18	⬇ Power Equipment	-1%	-2%	3%	-9%	-13%	22%	8%	10%	-15%	-1%	2%	14%	13%	-15%	15%	20%	9%	15%	-17%	
19	19	➡ Other Networking Equipment	-8%	-18%	17%	21%	38%	-18%	-26%	17%	-3%	13%	68%	-35%	-17%	-2%	4%	-26%	131%	-3%	-28%	
20	20	➡ Connectivity	6%	-18%	-7%	18%	35%	-4%	5%	-1%	-2%	-6%	63%	-11%	12%	1%	1%	-8%	-9%	17%	-28%	
21	21	➡ Removable Storage	-23%	-41%	-19%	56%	-40%	32%	22%	11%	-32%	0%	-57%	-15%	7%	35%	-4%	-16%	-11%	13%	-26%	
22	22	➡ Electronics	-18%	-9%	13%	111%	21%	43%	-16%	-22%	-45%	63%	-38%	-18%	155%	-18%	-18%	-13%	67%	-53%	17%	
23	23	➡ Smart Home and Office	7%	43%	-19%	-35%	33%	-7%	-49%	-15%	1100%	206%	251%	-35%	347%	55%	200%	176%	131%	3469%	0%	
25	24	⬆ Unified Communications	-17%	-52%	-44%	-31%	-21%	23%	-24%	-52%	-51%	-86%	-50%	-77%	-7%	-38%	4%	87%	-28%	-26%	70%	
24	25	⬇ Games Consoles	-30%		-54%	46%	0%	2%	243%	-67%	1%	-55%	-20%	-15%	1474%	81%	-5%	-53%	-75%	-30%	197%	
26	26	➡ Scanner Imaging	38%	-47%	-10%	-1%	26%	-20%	-38%	5%	-33%	-17%	19%	108%	97%	8%	-36%	-17%	-3%	36%	19%	
27	27	➡ Security	46%	10%	0%	-10%	15%	-9%	-24%	7%	6%	70%	-11%	-16%	-34%	-15%	7%	-18%	115%	37%	-13%	
29	28	⬆ Tape Storage	-33%	-30%	-52%	-44%	-15%	120%	44%	50%	-50%	-4%	-36%	-47%	-81%	-25%	216%	40%	-66%	31%	-92%	
28	29	⬇ Terminals, Thin Clients and Points of S	-23%	-72%	6%	-39%	-42%	27%	-83%	-29%	-45%	-32%	234%	-15%	-76%	14%	43%	48%	43%	84%	-39%	
30	30	➡ Photo and Video Cameras	-71%	-20%	-2%	-60%	-35%	-36%	-27%	37%	-79%	-94%	26%	-64%	-91%	-66%	-44%	12%	3%	-8%	-56%	

INDUSTRY SECTOR TREND		
WE	EE	Total
32%	23%	30%
-2%	37%	1%
-35%	2%	-30%
-3%	-25%	-7%
13%	37%	18%
-10%	6%	-6%
-12%	9%	-10%
0%	10%	3%
-15%	-21%	-16%
-2%	-4%	-2%
37%	43%	38%
37%	33%	36%
-8%	24%	-2%
-10%	-30%	-15%
14%	50%	18%
-20%	50%	-10%
13%	43%	16%
-2%	15%	3%
-2%	4%	0%
3%	-4%	2%
-20%	-11%	-18%
14%	1%	11%
5%	326%	11%
-29%	14%	-22%
-20%	-52%	-35%
-1%	-30%	-7%
3%	20%	7%
-27%	110%	-11%
-30%	43%	-22%
-34%	-3%	-19%

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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 41 (to October 11 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-W40	Rank-W41	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Notebooks	26%	51%	60%	67%	33%	26%	8%	51%	27%	-8%	16%	-1%	-3%	52%	8%	59%	15%	25%	15%	38%	25%	35%	
2	2	👉 Smartphones	-50%	-19%	-25%	-73%	-38%	-53%	-5%	-30%	-43%	30%	-47%	-14%	-37%	-1%	-60%	42%	-7%	192%	-22%	-36%	2%	-32%	
3	3	👉 Warranties and Services	2%	-16%	-17%	-11%	3%	-33%	-25%	-9%	-30%	-16%	-37%	-23%	-42%	1%	7%	21%	20%	-14%	-13%	-12%	9%	-10%	
4	4	👉 Desktops	-7%	-26%	-5%	-4%	-1%	-12%	-38%	-24%	-27%	-10%	1%	-24%	4%	-21%	-24%	-2%	-11%	-28%	-14%	-13%	-19%	-14%	
5	5	👉 Tablet PCs	-10%	37%	43%	4%	11%	7%	-16%	42%	25%	30%	9%	-4%	-19%	13%	-26%	52%	122%	-10%	57%	11%	27%	13%	
6	6	👉 Monitors	32%	45%	1%	33%	64%	48%	21%	62%	16%	46%	-22%	-5%	39%	17%	8%	29%	34%	20%	-11%	32%	17%	29%	
7	7	👉 Ink Cartridges and Tanks	21%	-9%	-6%	-7%	15%	24%	-24%	-15%	-54%	25%	-10%	-14%	27%	13%	-30%	-3%	-32%	-5%	13%	0%	-17%	-2%	
8	8	👉 Toner	10%	-16%	-12%	10%	-23%	1%	-8%	-12%	-9%	-24%	-29%	-20%	4%	5%	-39%	-16%	-24%	29%	-18%	-4%	-31%	-10%	
9	9	👉 Security Software	33%	1%	-6%	-5%	-57%	-46%	-14%	-10%	-15%	15%	-11%	105%	22%	13%	74%	-23%	25%	-42%	24%	-2%	34%	0%	
10	10	👉 Processors	-5%	4%	61%	-20%	71%	-3%	-10%	-14%	-26%	46%	19%	-43%	-25%	17%	8%	13%	54%	174%	-79%	3%	10%	5%	
14	11	👉 Headsets/Headphones and Microphones	78%	39%	20%	53%	64%	145%	33%	18%	115%	145%	65%	-15%	89%	39%	93%	57%	43%	47%	-35%	53%	58%	54%	
11	12	👉 Office Applications Software	-18%	-10%	28%	-1%	25%	5%	19%	9%	3%	2%	4%	16%	4%	8%	-11%	-1%	-2%	6%	-1%	-1%	-4%	-1%	
12	13	👉 Solid State Drives (SSDs)	1%	-6%	-21%	-8%	14%	2%	14%	-17%	-51%	-24%	-9%	21%	18%	23%	47%	25%	41%	-18%	-69%	-4%	25%	3%	
15	14	👉 Network Switches	3%	-25%	-14%	-3%	-6%	-27%	-11%	7%	14%	-27%	-7%	-46%	1%	5%	37%	37%	50%	-8%	4%	-8%	35%	-1%	
13	15	👉 Hard Disk Drives (HDDs)	-18%	-16%	-29%	-14%	-16%	-18%	-20%	-3%	23%	-17%	43%	-37%	7%	8%	-38%	5%	-18%	45%	-45%	-14%	28%	-18%	
16	16	👉 Data Management Software	-34%	-10%	66%	-25%	-55%	-6%	-23%	32%	62%	-21%	-12%	1%	-4%	-37%	15%	30%	27%	19%	39%	-1%	25%	1%	
17	17	👉 Operating Systems Software	-20%	-15%	-7%	0%	26%	-5%	56%	-15%	-19%	0%	-1%	44%	-15%	-11%	54%	-8%	-16%	10%	-55%	-8%	18%	-5%	
18	18	👉 Servers (PC/Mac)	-31%	12%	-20%	-4%	42%	-52%	12%	48%	-2%	-22%	-8%	56%	-5%	-26%	-53%	5%	-8%	35%	-47%	-12%	-35%	-19%	
22	19	👉 Graphics and Design Software	-2%	-19%	2%	-8%	32%	-29%	21%	-5%	-29%	-9%	20%	-59%	-45%	-18%	67%	17%	-4%	-51%	-15%	-7%	11%	-6%	
24	20	👉 Smart Watches	-48%	49%	44%	6%	41%	-17%	96%	-24%	76%	153%	57%	-25%	-32%	75%	243%	115%	-27%	-23%	-81%	12%	24%	13%	
21	21	👉 All-in-One Lasers	16%	4%	6%	-1%	0%	-24%	-10%	24%	-13%	-13%	-33%	3%	1%	-17%	-10%	13%	15%	32%	-33%	3%	-6%	0%	
20	22	👉 RAM Memory	-2%	-15%	-3%	-6%	20%	45%	-12%	5%	-41%	-20%	-8%	-46%	-30%	2%	57%	24%	-12%	-12%	-67%	-4%	36%	4%	
19	23	👉 Disk Arrays	-22%	-33%	22%	13%	-5%	-45%	-51%	-21%	136%	16%	7%	-65%	-17%	-6%	72%	47%	-12%	-13%	-84%	-15%	59%	0%	
26	24	👉 Televisions	-9%	-1%	-20%	6%	667%	29%	141%	-54%	-37%	-26%	457%	-5%	-43%	131%	1919%	19%	41%	6%	40%	3%	124%	32%	
23	25	👉 Large Format Displays	-10%	-26%	-9%	-27%	25%	-13%	-17%	-27%	0%	-7%	160%	-34%	-35%	-10%	-2%	47%	-15%	-43%	1%	-16%	3%	-15%	
25	26	👉 All-in-One Inkjets	-20%	44%	24%	16%	20%	10%	-39%	-22%	12%	-39%	26%	-35%	17%	4%	-56%	40%	2%	34%	27%	6%	-5%	4%	
28	27	👉 Wireless Access Points	14%	-2%	29%	25%	11%	20%	4%	73%	-24%	-14%	33%	16%	21%	51%	50%	33%	102%	-29%	-12%	14%	43%	17%	
27	28	👉 Network Routers	-9%	-19%	30%	34%	-35%	34%	37%	-52%	-10%	-33%	1%	21%	97%	-49%	2%	28%	78%	8%	-57%	-7%	7%	-4%	
31	29	👉 Network Management and Security Appliances	-10%	-19%	0%	-18%	-20%	-16%	-24%	-17%	-21%	-24%	-28%	-56%	0%	-9%	102%	84%	59%	-7%	-41%	-15%	88%	-6%	
29	30	👉 Virtualisation Software	44%	-6%	107%	-18%	-43%	-14%	-6%	53%	27%	225%	43%	-11%	-19%	55%	261%	61%	90%	48%	-44%	17%	167%	31%	
30	31	👉 Network Management Software	8%	32%	-36%	-16%	57%	-43%	-11%	-21%	-21%	-7%	149%	-6%	-53%	58%	38%	-26%	175%	120%	-40%	6%	33%	8%	
32	32	👉 Graphics Cards	-4%	4%	6%	-20%	-6%	-1%	-47%	-17%	18%	22%	-42%	-33%	-61%	-13%	32%	-5%	-38%	16%	-55%	-6%	0%	-5%	
33	33	👉 Docking Stations	12%	35%	73%	88%	18%	21%	-4%	45%	65%	41%	-14%	-19%	43%	69%	13%	9%	26%	49%	53%	32%	20%	31%	
34	34	👉 Uninterruptable Power Supplies (UPS)	17%	-6%	-11%	-5%	-29%	2%	11%	-2%	-9%	-29%	-4%	-19%	44%	-7%	12%	-1%	-5%	-24%	-18%	-1%	9%	3%	
36	35	👉 Cables and Connectivity Adapters	4%	-15%	-8%	20%	35%	-9%	4%	-3%	-3%	-1%	63%	-14%	17%	-2%	4%	-11%	-14%	17%	-28%	3%	-4%	2%	
39	36	👉 Keyboards and Keypads	20%	54%	15%	6%	59%	54%	28%	20%	25%	-25%	23%	-6%	20%	57%	39%	15%	-18%	18%	11%	29%	20%	27%	
38	37	👉 Desktop Workstations (PC/Mac)	-36%	-42%	-24%	-10%	-26%	-32%	-8%	-9%	-31%	-8%	-55%	-39%	-47%	-43%	-64%	25%	-44%	10%	-40%	-30%	-46%	-33%	
37	38	👉 Notebook Workstations	53%	68%	48%	41%	40%	6%	-27%	18%	12%	-20%	24%	0%	4%	95%	-78%	-40%	-3%	5%	14%	36%	-48%	24%	
40	39	👉 Laser Printers	8%	-8%	37%	12%	-18%	-13%	-16%	45%	-15%	-21%	-11%	-19%	-12%	-11%	17%	1%	27%	24%	27%	3%	15%	7%	
41	40	👉 Transceivers	-7%	-30%	26%	-12%	15%	-42%	-31%	-5%	-4%	0%	98%	-47%	-34%	50%	111%	-36%	42%	-10%	-40%	-10%	81%	6%	
35	41	👉 Database Management Software	-4%	-34%	-39%	-19%	6%	-7%	11%	118%	-56%	25%	-72%	27%	94%	-2%	203%	-49%	-52%	74%	18%	-14%	19%	-9%	
42	42	👉 Mice	-1%	14%	47%	19%	21%	31%	14%	10%	14%	-40%	30%	-20%	-5%	28%	19%	53%	-12%	6%	4%	13%	23%	15%	
43	43	👉 Projectors	21%	-47%	19%	24%	-18%	16%	-7%	-18%	3%	-42%	-21%	9%	-41%	-9%	152%	-6%	17%	-5%	-20%	-5%	11%	-2%	
44	44	👉 Long Life Consumables	-5%	-34%	-14%	-20%	-2%	15%	-18%	-17%	-34%	-59%	-35%	-31%	-31%	7%	-19%	17%	-3%	68%	9%	-17%	-12%	-16%	
46	45	👉 Mobile Computing Cases	116%	37%	52%	29%	58%	20%	-9%	150%	73%	51%	14%	50%	20%	36%	44%	27%	28%	16%	34%	55%	31%	53%	
45	46	👉 Integrated Systems	-49%	511%	-77%	161%	114%	-84%	-79%	16%	230%	-92%	-50%	-43%	-52%	485%	-95%	535%	-88%	1671%	-100%	-5%	-58%	-9%	
48	47	👉 Developer Tools Software	-2%	-10%	377%	14%	9%	-28%	86%	201%	-20%	-11%	488%	25%	138%	40%	-71%	132%	16%	76%	-47%	25%	23%	25%	
49	48	👉 Digital Media Players	-17%	59%	51%	37%	87%	-7%	34%	2%	48%	43%	-23%	0%	49%	36%	-13%	43%	169%	2095%	23%	37%	46%	37%	
50	49	👉 NAS Devices	10%	9%	1%	-22%	-18%	14%	-25%	5%	8%	81%	-18%	-2%	38%	-46%	15%	15%	-4%	7%	-1%	1%	12%	2%	
RN/A	50	👉 VOIP Systems	-27%	-52%	-44%	-31%	-21%	25%	-19%	-52%	-51%	-86%	-50%	-85%	18%	-38%	15%	83%	-25%	-26%	-74%	-33%	21%	-25%	

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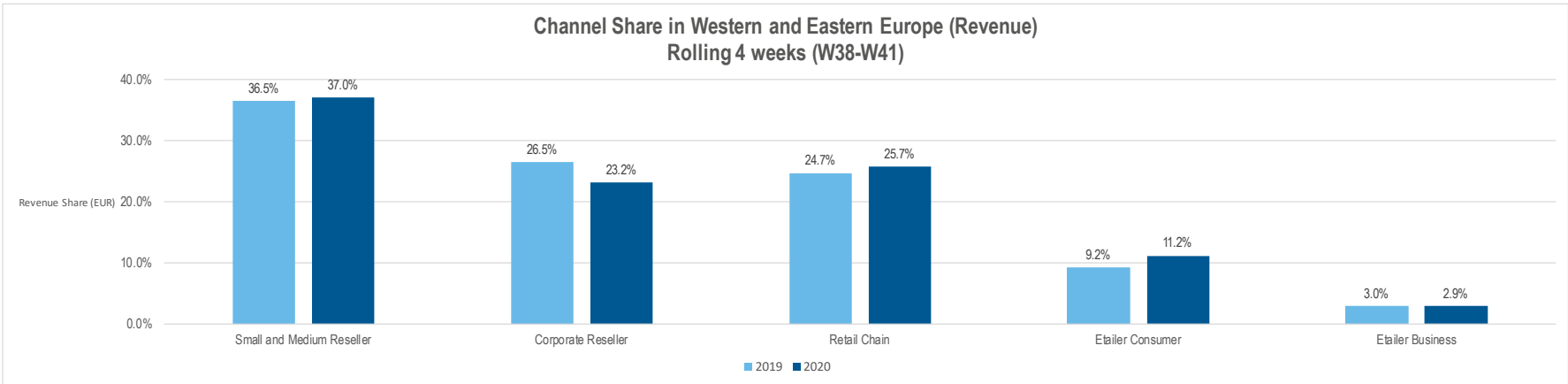
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Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 41 (to October 11 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	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-5%	-11%	-10%	-14%	-15%	-26%	-14%	-43%	-15%	-11%	-45%	-30%	-22%	6%	20%	-10%	28%	-29%	-46%	-12%	13%	-9%
	Small and Medium Reseller	0%	8%	9%	8%	5%	-3%	-9%	12%	-7%	18%	-8%	-9%	-19%	5%	20%	12%	9%	25%	-18%	3%	15%	6%
	Etailer Business	-5%	20%	3%	9%	-17%	-5%	-20%	-27%	36%	-22%	-43%	-42%	-7%	-9%	-10%	28%	-3%	-18%	-29%	-2%	-2%	-2%
Retail Channels	Etailer Consumer	23%	42%	47%	15%	57%	20%	-80%	21%	34%	51%	60%	-24%	31%	18%	-9%	66%	-2%	54%	-33%	30%	11%	26%
	Retail Chain	-10%	12%	4%	-20%	-1%	15%	40%	12%	4%	22%	-1%	25%	85%	37%	23%	47%	11%	133%	-13%	2%	30%	8%



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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 41 (to October 11 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-W40	Rank-W41	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	
1	1	➡ Mobile Computing	5%	43%	75%	42%	51%	-6%	-5%	38%	20%	-13%	14%	-23%	-17%	53%	1%	44%	59%	-6%	-6%	
2	2	➡ Software and Licences	12%	-7%	24%	-9%	-22%	-11%	-16%	-42%	-20%	11%	-6%	-9%	0%	-2%	94%	-4%	-1%	0%	-16%	
3	3	➡ Telecommunications	-36%	-20%	-49%	-48%	-53%	-20%	-10%	-48%	-44%	45%	-62%	-9%	-76%	4%	-30%	10%	-18%	47%	-26%	
4	4	➡ Printing Consumables	10%	-20%	-13%	10%	-2%	9%	-17%	-14%	-30%	-14%	-26%	-20%	8%	-3%	-35%	-14%	-23%	7%	2%	
5	5	➡ Displays	-6%	-19%	-12%	3%	22%	7%	-4%	-8%	6%	9%	7%	-40%	-18%	-4%	11%	-4%	23%	-22%	-22%	
6	6	➡ Disk Storage	-23%	-23%	-10%	-5%	-8%	-24%	-35%	-21%	-11%	-25%	-25%	-48%	-12%	-3%	6%	11%	-3%	-31%	-62%	
7	7	⬆ Warranties and Services	2%	-17%	-17%	-12%	1%	-36%	-28%	-11%	-33%	-15%	-49%	-26%	-45%	2%	9%	16%	19%	-16%	-14%	
8	8	⬇ Computing Components	-23%	-11%	6%	-24%	6%	12%	-22%	-21%	-37%	-10%	-32%	-31%	-30%	-2%	9%	-1%	-17%	60%	-75%	
9	9	➡ Desktop Computing	-26%	-37%	-8%	-10%	-10%	-34%	-44%	-38%	-18%	-24%	-19%	-44%	-18%	-39%	-29%	-19%	-16%	-59%	-31%	
10	10	➡ Printing	-8%	-17%	-12%	-7%	-23%	-28%	-35%	8%	-22%	-32%	-18%	-31%	-22%	-30%	-18%	-6%	-4%	-20%	-41%	
12	11	⬆ Audio-Video Systems	63%	30%	3%	53%	-7%	140%	-3%	76%	77%	144%	51%	24%	48%	67%	37%	0%	98%	-4%	53%	
11	12	⬇ Computing Accessories	44%	29%	58%	39%	57%	18%	5%	31%	37%	22%	22%	-2%	25%	37%	43%	21%	33%	35%	-6%	
13	13	➡ Networking Systems	-12%	-30%	-11%	-13%	-27%	-36%	-10%	-13%	6%	-37%	-19%	-46%	-4%	-13%	25%	-6%	59%	-30%	-14%	
14	14	➡ Server Computing	-13%	56%	-52%	-6%	37%	-66%	-44%	-8%	17%	-38%	-21%	-6%	-30%	6%	-51%	14%	-26%	30%	-67%	
16	15	⬆ Wearable Devices	-19%	12%	88%	217%	-10%	-19%	5%	19%	80%	154%	-15%	-29%	-66%	42%	-34%	119%	-30%	-10%	-75%	
15	16	⬇ Data Center Networking and Security	-26%	-16%	1%	-47%	-3%	-41%	-43%	-62%	17%	-40%	-41%	-62%	-13%	-16%	54%	-34%	11%	24%	-18%	
17	17	⬆ Wireless Networking	0%	-3%	15%	9%	-18%	10%	5%	58%	-37%	-19%	30%	9%	32%	51%	32%	-13%	122%	-45%	-10%	
17	18	⬇ Power Equipment	-12%	-9%	5%	-10%	-22%	6%	7%	-5%	-22%	-10%	6%	-27%	-5%	-22%	3%	7%	10%	-14%	-22%	
19	19	➡ Other Networking Equipment	-15%	-25%	17%	-10%	18%	-35%	-29%	6%	-11%	3%	64%	-38%	-18%	-2%	1%	-30%	140%	-7%	-30%	
20	20	➡ Connectivity	5%	-17%	4%	10%	44%	-22%	28%	-3%	-2%	-12%	41%	-16%	11%	-9%	-3%	-11%	28%	7%	-35%	
21	21	➡ Removable Storage	-16%	-31%	3%	-9%	-27%	85%	19%	-2%	-34%	-10%	-69%	-35%	-33%	56%	-3%	-14%	-16%	14%	-31%	
22	22	➡ Electronics	-16%	-10%	2%	98%	40%	86%	-12%	-22%	-50%	60%	2%	-7%	133%	1%	-33%	-26%	53%	-55%	69%	
23	23	➡ Smart Home and Office	-16%	-3%	-36%	19%	20%	-53%	-10%	6%	-45%	330%	233%	-100%	-63%	154%	238%	49%	465%	1842%	15%	
25	24	⬆ Unified Communications	-23%	-53%	-44%	-31%	-29%	25%	-24%	-57%	-54%	-86%	-59%	-81%	-8%	-38%	1%	158%	-29%	-30%	93%	
24	25	⬇ Games Consoles	40%		-49%	98%	-9%	202%	15%	-14%	-77%	198%	-22%	-61%	2035%	-42%	3%	1%	-89%	21%	278%	
26	26	➡ Scanner Imaging	18%	-53%	-10%	-13%	4%	-42%	-49%	-18%	-28%	-43%	27%	120%	38%	-41%	-51%	-44%	-30%	13%	-3%	
27	27	➡ Security	30%	27%	19%	31%	13%	-23%	-53%	40%	18%	-43%	-86%		-82%	-62%	9%	-63%	99%	-20%	-19%	
29	28	⬆ Tape Storage	-35%	-36%	-51%	-50%	-37%	151%	50%	41%	-48%	-22%	-34%	-40%	-85%	-41%	221%	29%	-67%	9%	-92%	
28	29	⬇ Terminals, Thin Clients and Points of Sales	-26%	-68%	6%	-41%	-41%	24%	-83%	-34%	-47%	-35%	247%	-25%	-78%	0%	19%	64%	66%	-9%	-60%	
30	30	➡ Photo and Video Cameras	-51%	-55%	53%	-68%	284%	-51%	-9%	-45%	-76%	-80%	127%	-58%	19%	-54%	-30%	-59%	-1%	-13%	-54%	

INDUSTRY SECTOR TREND		
WE	EE	Total
29%	19%	27%
-4%	36%	-1%
-33%	-6%	-30%
-4%	-26%	-8%
-7%	4%	-5%
-18%	2%	-14%
-13%	9%	-11%
-15%	2%	-11%
-25%	-27%	-25%
-14%	-16%	-15%
44%	34%	43%
35%	31%	35%
-19%	18%	-12%
-14%	-38%	-20%
19%	6%	17%
-25%	31%	-17%
4%	18%	6%
-10%	3%	-6%
-12%	1%	-9%
1%	-2%	1%
-12%	-11%	-12%
17%	-13%	8%
2%	201%	15%
-34%	15%	-25%
3%	-28%	-10%
-16%	-48%	-24%
1%	11%	5%
-30%	110%	-15%
-32%	23%	-25%
-7%	-31%	-20%

CONTEXT Covid-19 Weekly Report

Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 41 (to October 11 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W40	Rank-W41	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	25%	61%	40%	65%	14%	60%	22%	57%	39%	30%	16%	39%	45%	31%	4%	64%	12%	50%	58%
2	2	➡ Software and Licences	37%	-26%	-12%	32%	116%	96%	251%	872%	79%	268%	133%	1017%	86%	220%	101%	26%	39%	484%	-28%
3	3	➡ Telecommunications	-51%	-17%	-14%	-73%	-30%	-58%	-4%	-24%	-40%	-9%	-43%	-15%	13%	-7%	-51%	52%	-3%	259%	-17%
4	4	➡ Printing Consumables	28%	-4%	-1%	-17%	-7%	14%	-8%	-14%	-53%	-6%	-10%	-12%	28%	47%	-30%	16%	-33%	98%	-4%
5	5	➡ Displays	67%	83%	-7%	84%	165%	68%	129%	116%	-29%	86%	101%	49%	100%	55%	146%	47%	34%	45%	58%
6	6	➡ Disk Storage	38%	17%	-33%	-15%	2%	28%	37%	46%	45%	95%	92%	35%	27%	73%	11%	34%	22%	73%	-65%
8	7	⬆ Warranties and Services	8%	56%	83%	91%	149%	171%	358%	382%	30%	-35%	1900%	68%	1435%	-13%	-42%	155%	170%	280%	
7	8	⬇ Computing Components	47%	37%	170%	4%	52%	60%	-23%	28%	83%	125%	161%	-32%	-28%	57%	30%	19%	22%	54%	-70%
9	9	➡ Desktop Computing	29%	22%	-8%	42%	13%	20%	-17%	29%	-52%	79%	39%	27%	27%	23%	-24%	60%	-11%	206%	57%
10	10	➡ Printing	10%	55%	39%	30%	16%	29%	42%	13%	20%	29%	3%	36%	50%	16%	0%	44%	0%	71%	71%
12	11	⬆ Audio-Video Systems	30%	32%	30%	38%	131%	-14%	50%	-24%	83%	53%	52%	-34%	128%	20%	65%	70%	6%	68%	-65%
11	12	⬇ Computing Accessories	27%	54%	54%	18%	93%	59%	26%	49%	57%	15%	29%	-11%	24%	52%	34%	52%	13%	43%	18%
13	13	➡ Networking Systems	21%	33%	53%	118%	86%	81%	38%	-6%	81%	106%	308%	33%	134%	8%	15%	183%	58%	113%	-48%
14	14	➡ Server Computing	222%	32%	232%	1615%	385%	47%		139%	508%	802%	2190%	943%	869%	221%	206%	117%	-39%	2152%	237%
16	15	⬆ Wearable Devices	-51%	32%	34%	-43%	117%	-18%	133%	-26%	70%	155%	137%	-22%	138%	65%	146%	298%	-12%	-11%	-81%
15	16	⬇ Data Center Networking and Security	133%	197%	283%	84%	35%	302%	230%	150%	-84%	1605%	1681%	-50%	-4%	200%	762%	655%	-13%		25%
18	17	⬆ Wireless Networking	31%	3%	53%	112%	70%	38%	6%	59%	37%	1%	19%	57%	-35%	60%	93%	180%	120%	60%	-30%
17	18	⬇ Power Equipment	73%	30%	-9%	-5%	28%	60%	10%	127%	72%	64%	-34%	114%	117%	55%	60%	51%	9%	118%	10%
19	19	➡ Other Networking Equipment	13%	67%	22%	105%	112%	44%	-6%	65%	33%	198%	82%	10%	12%	-4%	94%	19%	82%	56%	-24%
20	20	➡ Connectivity	9%	-19%	-32%	56%	14%	27%		-38%	4%	-5%	27%	113%	-4%	16%	20%	42%	-4%	-79%	59%
21	21	➡ Removable Storage	-29%	-45%	-40%	187%	-48%	-5%	28%	33%	-25%	34%	-43%	15%	32%	-11%	-5%	-17%	-7%	12%	-16%
22	22	➡ Electronics	-41%	-8%	29%	166%	-19%	10%	-58%	-25%	10%	377%	-68%	-77%	404%	-65%	376%	16%	134%	-51%	-53%
23	23	➡ Smart Home and Office	8%	66%	-17%	-40%	34%	24%	-50%	-21%	2306%	167%	281%	-31%	576%	49%	184%	595%	19%	4989%	-14%
25	24	⬆ Unified Communications	-10%	-45%	-32%	11%	99%	10%	-26%	38%	2%	-71%		-19%	1169%	9%	74%	-43%	-4%	8%	-94%
24	25	⬇ Games Consoles	-35%		-56%	42%	3%	-14%	338%	-68%	62%	-85%	-19%	-9%	1157%	117%	-7%	-55%	-69%	-39%	93%
26	26	➡ Scanner Imaging	120%	-22%	-7%	55%	84%	29%	32%	237%	-49%	100%	-15%	89%	522%	67%	139%	63%	69%	74%	167%
27	27	➡ Security	79%	4%	-39%	-40%	18%	23%	20%	-33%	-4%	374%	529%	-29%	-14%	34%	-11%	129%	166%	493%	2%
28	28	⬆ Tape Storage	103%	509%	-57%	5900%	3640%	-46%	-75%	277%	-72%	284%	-96%	-68%	224%	101%	-18%	365%	338%	799%	-17%
29	29	⬇ Terminals, Thin Clients and Points of Sales	304%	-92%	77%	250%	-58%	43%	-75%	509%	65%	310%	-40%	105%	-3%	398%	328%	-76%		1233%	
30	30	➡ Photo and Video Cameras	-80%	38%	-56%	-35%	-48%	-31%	-44%		-82%	-96%	-6%	-66%	-99%	-71%	-54%	36%	5%	-5%	-65%

INDUSTRY SECTOR TREND		
WE	EE	Total
36%	26%	33%
58%	53%	57%
-36%	6%	-31%
-1%	-19%	-4%
54%	78%	60%
26%	17%	23%
45%	23%	43%
40%	21%	33%
17%	-5%	11%
25%	12%	21%
32%	47%	34%
40%	36%	40%
38%	39%	38%
262%	199%	233%
13%	75%	18%
139%	701%	215%
33%	110%	40%
38%	54%	44%
46%	67%	47%
8%	-11%	5%
-26%	-11%	-22%
8%	92%	20%
6%	467%	10%
-11%	4%	-10%
-24%	-55%	-38%
52%	104%	59%
5%	83%	10%
132%	106%	129%
-2%	264%	46%
-46%	13%	-18%

CONTEXT Covid-19 Weekly Report

Largest Category Business
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Top Categories in Business Channel

% Change in sales through IT Distribution in Euros
4 Weeks to Week 41 (to October 11 2020) vs Same Period 2019
Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank-W40	Rank-W41	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Notebooks	11%	49%	83%	50%	56%	-4%	6%	49%	18%	-18%	11%	-27%	-16%	62%	5%	54%	50%	-2%	-6%	34%	22%	32%	
2	2	👉 Warranties and Services	2%	-17%	-17%	-12%	1%	-36%	-28%	-11%	-33%	-15%	-49%	-26%	-45%	2%	9%	16%	19%	-16%	-14%	-13%	9%	-11%	
3	3	👉 Smartphones	-46%	-25%	-50%	-55%	-56%	-28%	-7%	-53%	-48%	46%	-62%	-13%	-79%	2%	-62%	12%	-17%	62%	-29%	-37%	-10%	-33%	
4	4	👉 Desktops	-22%	-36%	-5%	-9%	-8%	-33%	-44%	-41%	-16%	-24%	-15%	-43%	-7%	-38%	-23%	-23%	-10%	-60%	-26%	-23%	-24%	-23%	
5	5	👉 Toner	9%	-19%	-14%	10%	-23%	2%	-11%	-13%	-10%	-26%	-30%	-21%	0%	-7%	-40%	-23%	-19%	29%	-15%	-6%	-33%	-12%	
6	6	👉 Tablet PCs	-11%	21%	51%	15%	31%	-12%	-31%	-4%	28%	27%	45%	8%	-22%	16%	-12%	7%	128%	-58%	-12%	10%	17%	10%	
7	7	👉 Security Software	31%	-1%	-3%	-7%	-59%	-54%	-18%	-23%	-19%	8%	-14%	-64%	20%	13%	75%	-33%	3%	-55%	-7%	-7%	28%	-5%	
8	8	👉 Monitors	2%	0%	-15%	23%	31%	18%	9%	35%	4%	36%	-46%	-39%	17%	5%	-18%	-5%	16%	-17%	-22%	6%	-13%	2%	
9	9	👉 Office Applications Software	-19%	-11%	27%	-1%	22%	6%	18%	5%	4%	-2%	4%	14%	-3%	0%	-10%	-6%	1%	-8%	-9%	-2%	-7%	-3%	
11	10	👈 Data Management Software	32%	-10%	66%	-26%	-56%	-13%	-25%	17%	59%	-29%	-13%	-3%	-12%	-39%	7%	29%	10%	12%	36%	-3%	19%	-1%	
10	11	👇 Ink Cartridges and Tanks	16%	-17%	-12%	16%	23%	28%	-25%	-14%	-48%	92%	-9%	-14%	36%	-1%	-28%	-3%	-38%	-16%	31%	3%	-16%	1%	
12	12	👉 Network Switches	-9%	-28%	-15%	-13%	-11%	-41%	-10%	-11%	14%	-35%	-9%	-47%	-9%	2%	31%	-9%	47%	-28%	-15%	-15%	21%	-9%	
15	13	👈 Processors	-29%	-7%	25%	-34%	10%	-15%	-13%	-27%	-37%	4%	-37%	-50%	-35%	0%	-6%	9%	-9%	166%	-83%	-18%	-4%	-14%	
14	14	👉 Operating Systems Software	-22%	-14%	-7%	-1%	22%	-5%	25%	-26%	-24%	-9%	-11%	18%	-21%	21%	62%	-25%	-18%	-17%	-53%	-12%	13%	-9%	
13	15	👇 Solid State Drives (SSDs)	-8%	-12%	-14%	-11%	15%	1%	-17%	-20%	-56%	-40%	-42%	0%	1%	1%	47%	35%	20%	-40%	-67%	-12%	23%	-5%	
16	16	👉 Headsets/Headphones and Microphones	63%	55%	4%	79%	-9%	183%	-2%	96%	103%	155%	62%	26%	53%	86%	117%	19%	124%	-6%	84%	57%	73%	58%	
20	17	👈 Graphics and Design Software	-3%	-19%	2%	-8%	31%	-35%	20%	-5%	-29%	-26%	20%	-69%	-50%	-19%	70%	17%	-5%	-52%	-9%	-8%	12%	-7%	
17	18	👇 Disk Arrays	-23%	-37%	22%	11%	-5%	-47%	53%	-22%	117%	11%	-40%	-73%	-17%	-6%	70%	43%	-12%	-16%	-84%	-18%	57%	-2%	
18	19	👇 Servers (PC/Mac)	-35%	12%	-23%	-14%	35%	-55%	-10%	45%	-7%	-32%	-15%	2%	-11%	-28%	-58%	-2%	-1%	15%	-50%	-17%	-42%	-25%	
19	20	👇 Hard Disk Drives (HDDs)	-36%	-20%	-31%	-9%	-33%	-46%	-32%	-23%	25%	-24%	36%	-58%	-15%	1%	-53%	-25%	-17%	-20%	-38%	-25%	-46%	-31%	
21	21	👇 RAM Memory	-19%	-15%	-6%	-7%	12%	38%	-22%	4%	-44%	-24%	-20%	-45%	-35%	-3%	46%	-3%	-28%	-19%	-66%	-12%	25%	-5%	
23	22	👈 Virtualisation Software	42%	48%	107%	-22%	-46%	-23%	-12%	44%	-3%	224%	34%	-21%	-16%	52%	249%	28%	81%	-3%	73%	26%	162%	38%	
22	23	👇 Large Format Displays	-24%	-29%	-9%	-29%	19%	-14%	-22%	-48%	-1%	-20%	166%	-43%	-42%	-11%	-4%	41%	-33%	-62%	-16%	-21%	-5%	-20%	
24	24	👈 Network Management Software	7%	34%	-36%	-22%	58%	-47%	-8%	-22%	-18%	-9%	144%	-7%	50%	57%	20%	-38%	168%	111%	-49%	5%	17%	6%	
28	25	👈 Network Management and Security Appliances	-16%	-27%	-7%	-24%	-19%	-24%	-38%	-59%	-7%	-55%	-28%	-51%	2%	-9%	76%	15%	65%	-15%	-42%	-21%	63%	-14%	
25	26	👇 All-in-One Lasers	-2%	-26%	-15%	-2%	-4%	-47%	-33%	-3%	-26%	-38%	-38%	-21%	-11%	-34%	-21%	-3%	30%	3%	-61%	-15%	-18%	-16%	
26	27	👇 Docking Stations	13%	33%	68%	87%	17%	9%	-5%	42%	67%	38%	-16%	-13%	36%	64%	14%	0%	5%	46%	62%	31%	13%	30%	
27	28	👇 Wireless Access Points	2%	-3%	16%	11%	-14%	13%	6%	76%	-35%	-15%	41%	10%	33%	44%	31%	-12%	98%	-52%	-7%	6%	17%	7%	
0	29	👇 Transceivers	-11%	-36%	25%	-15%	8%	-46%	-32%	-7%	-5%	-11%	94%	-50%	-33%	54%	109%	-34%	33%	-10%	-39%	-13%	79%	2%	
30	30	👉 Notebook Workstations	22%	59%	46%	35%	18%	-10%	-33%	-1%	10%	-31%	16%	-28%	-14%	96%	-80%	-49%	-21%	-24%	3%	23%	-55%	13%	
29	31	👇 Database Management Software	-4%	-43%	-39%	-22%	-1%	-10%	9%	112%	-56%	23%	-74%	26%	99%	-3%	204%	-51%	-51%	73%	16%	-16%	19%	-12%	
0	32	👇 Uninterruptable Power Supplies (UPS)	2%	-7%	-4%	-12%	-33%	-6%	7%	-20%	-18%	-37%	-2%	-24%	0%	-12%	-5%	-20%	-6%	-48%	-28%	-8%	-8%	-8%	
0	33	👇 Cables and Connectivity Adapters	5%	-13%	2%	13%	44%	-27%	28%	-1%	-3%	-4%	38%	-18%	18%	-14%	1%	-11%	30%	11%	-35%	2%	0%	2%	
0	34	👇 Developer Tools Software	-2%	-10%	378%	14%	9%	-27%	86%	201%	-22%	-15%	484%	24%	136%	38%	-71%	135%	24%	70%	-47%	24%	23%	24%	
0	35	👇 Network Routers	-29%	-39%	4%	-17%	-45%	15%	-7%	-36%	-57%	-51%	-49%	-38%	41%	-63%	10%	4%	105%	-34%	-9%	-33%	10%	-23%	
0	36	👇 Televisions	-51%	-27%	-25%	-20%	100%	23%	-12%	-71%	72%	-73%	232%	-25%	-84%	5%	1105%	-20%	151%	0%	-23%	-12%	114%	17%	
0	37	👇 All-in-One Inkjets	-23%	65%	4%	1%	1%	-11%	-54%	-32%	2%	-15%	107%	-60%	9%	5%	-41%	-9%	7%	-18%	23%	-2%	-13%	-3%	
0	38	👇 Integrated Systems	-49%	502%	-77%	161%	114%	-84%	-80%	16%	176%	-92%	-66%	-43%	-52%	485%	-95%	535%	-88%	1329%	-100%	-7%	-64%	-11%	
0	39	👇 Desktop Workstations (PC/Mac)	-46%	-42%	-23%	-13%	-32%	-38%	-37%	-28%	-34%	-21%	-53%	-55%	-55%	-48%	-71%	23%	-49%	-29%	-48%	-35%	-52%	-38%	
0	40	👇 Long Life Consumables	-6%	-36%	-14%	-22%	-10%	18%	-20%	-19%	-37%	-61%	-35%	-34%	-35%	5%	-19%	15%	5%	70%	10%	-19%	-12%	-17%	
0	41	👇 Laser Printers	-1%	-20%	48%	9%	-23%	-26%	-34%	40%	-30%	-47%	-14%	-40%	-37%	-29%	4%	-22%	40%	-47%	5%	-5%	1%	-4%	
0	42	👇 Keyboards and Keypads	37%	46%	-10%	16%	51%	34%	33%	25%	10%	-33%	19%	2%	-4%	57%	40%	-14%	-1%	16%	-5%	28%	13%	26%	
0	43	👇 Graphics Cards	-16%	-15%	-12%	-19%	-9%	-24%	-39%	-53%	13%	-8%	-41%	-19%	-9%	-35%	28%	-19%	-30%	42%	-57%	-18%	-3%	-15%	
0	44	👇 Projectors	14%	-52%	37%	17%	-22%	-6%	-16%	-50%	-8%	-55%	-12%	-44%	-53%	-13%	11%	-13%	9%	-50%	-28%	-12%	-10%	-12%	
0	45	👇 Network Expansion Modules	-50%	22%	55%	-34%	-51%	-57%	-45%	-81%	-73%	-25%	-44%	-86%	-1%	-13%	116%	-56%	173%	-30%	-50%	-31%	69%	-19%	
0	46	👇 Servers (Unix)	75%	-90%	76%	-25%	-41%	-93%	-90%	-98%	233%	-100%	89%	-100%	-100%	215%	-13%	165%	-100%	-88%	3%	-5%	-16%	-1%	
0	47	👇 VOIP Systems	-30%	-53%	-44%	-32%	-29%	27%	-17%	-57%	-54%	-86%	-60%	-88%	17%	-39%	13%	171%	-26%	-29%	99%	-6%	25%	-26%	

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 41 (to October 11 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-W40	Rank-W41	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Notebooks	38%	55%	41%	120%	17%	71%	14%	53%	45%	28%	19%	52%	41%	44%	11%	62%	1%	51%	48%	42%	27%	38%	
2	2	👉 Smartphones	-51%	-13%	-13%	-79%	-30%	-60%	-2%	-24%	-37%	-9%	-43%	-14%	13%	-4%	-59%	60%	-2%	269%	-17%	-36%	7%	-31%	
4	3	👈 Tablet PCs	-9%	85%	35%	-8%	-4%	31%	52%	72%	21%	34%	-7%	-15%	158%	11%	-34%	96%	118%	33%	133%	13%	34%	15%	
3	4	👇 Monitors	65%	126%	24%	76%	103%	88%	102%	127%	74%	96%	49%	63%	85%	50%	50%	64%	46%	76%	20%	78%	55%	72%	
5	5	👇 Ink Cartridges and Tanks	32%	-5%	0%	-18%	1%	20%	-23%	-17%	-58%	-11%	-10%	-15%	19%	58%	-33%	-3%	-26%	7%	1%	-3%	-19%	-5%	
8	6	👈 Headsets/Headphones and Microphones	93%	24%	36%	32%	221%	91%	57%	-22%	169%	99%	67%	-38%	221%	16%	81%	67%	7%	76%	-72%	50%	52%	50%	
6	7	👇 Desktops	28%	24%	-6%	39%	12%	26%	-24%	20%	-54%	72%	42%	25%	28%	24%	-25%	62%	-12%	193%	56%	16%	-6%	11%	
7	8	👇 Processors	79%	64%	320%	3%	135%	68%	-9%	23%	101%	159%	233%	-40%	-19%	62%	32%	17%	124%	190%	-74%	62%	29%	48%	
9	9	👉 Smart Watches	-51%	61%	29%	-25%	141%	-14%	141%	-27%	69%	160%	176%	-24%	139%	79%	377%	178%	-32%	-25%	-83%	15%	36%	16%	
10	10	👉 Televisions	41%	17%	-18%	656%	2283%	43%	1000%	7%	-78%	21%	3544%	3%	450%	251%	2906%	34%	11%	9%	276%	10%	128%	39%	
13	11	👈 All-in-One Inkjets	-17%	31%	36%	34%	31%	18%	-16%	-19%	14%	-48%	1%	3%	27%	4%	-59%	51%	-1%	60%	29%	11%	-3%	8%	
12	12	👉 Hard Disk Drives (HDDs)	76%	-6%	-19%	-30%	-3%	43%	0%	245%	12%	20%	51%	10%	21%	36%	-9%	57%	-20%	192%	-54%	25%	4%	17%	
11	13	👇 Solid State Drives (SSDs)	19%	47%	-43%	17%	12%	5%	84%	2%	50%	115%	107%	42%	44%	182%	47%	17%	61%	37%	-72%	24%	27%	25%	
14	14	👇 All-in-One Lasers	47%	192%	40%	2%	11%	27%	147%	169%	120%	98%	13%	101%	89%	15%	6%	39%	6%	55%	211%	47%	12%	31%	
15	15	👉 Network Routers	-1%	48%	66%	76%	85%	55%	68%	-57%	225%	49%	448%	188%	129%	-15%	-6%	53%	53%	88%	-77%	22%	3%	17%	
16	16	👉 Graphics Cards	6%	22%	84%	-25%	-4%	24%	-50%	45%	64%	98%	-44%	-38%	-90%	36%	35%	2%	-41%	4%	-53%	5%	2%	4%	
17	17	👇 Toner	19%	5%	1%	11%	-23%	0%	26%	0%	-3%	-6%	-18%	-9%	45%	35%	-30%	87%	-41%	31%	-42%	6%	-21%	-1%	
18	18	👉 Wireless Access Points	30%	2%	79%	128%	74%	35%	-1%	62%	40%	-8%	14%	48%	-42%	68%	109%	215%	113%	77%	-23%	33%	127%	41%	
19	19	👉 Digital Media Players	-36%	135%	58%	54%	95%	26%	32%	11%	55%	45%	-29%	-7%	58%	39%	117%	174%	217%	-38%	46%	172%	48%		
20	20	👉 Network Switches	112%	14%	1%	240%	87%	105%	-17%	301%	16%	138%	88%	-31%	150%	51%	93%	611%	67%	172%	125%	84%	167%	103%	
21	21	👉 Mice	-11%	45%	78%	20%	24%	28%	39%	1%	57%	-27%	43%	-25%	-31%	16%	16%	75%	-20%	19%	24%	14%	30%	17%	
22	22	👉 Keyboards and Keypads	2%	80%	61%	-4%	67%	76%	14%	15%	73%	6%	28%	-14%	73%	57%	39%	31%	-28%	20%	50%	30%	24%	29%	
23	23	👇 RAM Memory	89%	-13%	78%	23%	39%	99%	20%	16%	46%	37%	104%	-47%	1%	44%	114%	101%	32%	10%	-69%	59%	83%	66%	
0	24	👇 Security Software	125%	33%	-47%	113%	20%	171%	224%	769%	51%	166%	41%	3408%	564%	27%	59%	146%	313%		1911%	152%	154%	152%	
24	25	👇 Smart Bands and Activity Trackers	44%	-22%	195%	-86%	87%	-10%	25%	-27%	6397%	-72%	-8%	1272%	-82%	4%	86%	738%	100%	31%	-73%	18%	192%	45%	
27	26	👈 Warranties and Services	8%	56%	83%	91%	149%	171%	358%	382%	30%	-35%	1900%	68%	1435%	-13%	-42%	155%	170%	280%	2336%	45%	23%	43%	
25	27	👇 Portable Speakers	-86%	60%	18%	72%	90%	-76%	-78%	-45%	-62%	-845%	-92%	67%	-305%	-75%	-29%	-28%	-69%	-59%	-52%	-22%	-44%	-23%	
28	28	👇 Office Applications Software	-4%	5%	43%	-3%	192%	-6%	137%	117%	-10%	191%	34%	85%	406%	258%	-16%	8%	-22%	421%	223%	27%	11%	22%	
26	29	👇 Laser Printers	37%	59%	18%	32%	-10%	16%	100%	73%	175%	128%	3%	123%	155%	34%	36%	31%	15%	217%	199%	32%	35%	33%	
29	30	👇 Games Accessories	-17%		16%	97%	45%	-12%	251%	39%	62%	-70%	118%	37%	1470%	128%	5%	-33%	-35%	-40%	36%	19%	-31%	-3%	
0	31	👇 Powerline Devices	15%	27%	27%	103%	97%	43%	-16%	41%	28%	27%	80%	-73%	2239%	1%	-20%	32%	140%	60%	-67%	44%	13%	43%	
0	32	👇 Operating Systems Software	15%	-37%	-57%	28%	77%	-4%	659%	472%	211%	317%	454%	565%	241%	348%	16%	71%	3%	320%	-67%	84%	44%	69%	
30	33	👇 Uninterruptable Power Supplies (UPS)	96%	1%	-53%	27%	-4%	29%	89%	290%	133%	44%	-36%	-1%	583%	31%	71%	84%	-3%	88%	42%	34%	67%	51%	
0	34	👇 Mobile Computing Cases	145%	8%	-4%	7%	28%	10%	-5%	271%	55%	59%	6%	38%	63%	72%	15%	15%	24%	9%	102%	50%	21%	47%	
0	35	👇 NAS Devices	24%	29%	32%	-48%	-4%	50%	-28%	-4%	29%	415%	25%	26%	99%	-28%	41%	62%	37%	83%	31%	20%	48%	24%	
0	36	👇 Projectors	30%	-29%	-20%	79%	-6%	43%	50%	51%	49%	54%	-40%	109%	74%	-1%	369%	7%	32%	127%	34%	17%	59%	25%	
0	37	👇 Cables and Connectivity Adapters	1%	-22%	-31%	54%	14%	22%	-40%	-7%	-3%	19%	115%	-6%	-1%	21%	56%	-9%	-102%	48%	4%	5%	-20%	2%	
0	38	👇 Smart Speakers	1%	16%	-11%	-46%	19%	-42%	-80%	-54%		217%	-56%	-56%			88%	-100%	267%			-19%	110%	-19%	
0	39	👇 IP Cameras	79%	-4%	-39%	-40%	18%	23%	20%	-33%	-4%	374%	530%	-29%	-14%	34%	-12%	128%	74%	485%	-2%	1%	57%	5%	
0	40	👇 Smartphone Protective Cases	-74%	-76%	-72%	-19%	-80%	-78%	-18%	-70%	-92%	86%	-87%	-52%	-5%	-42%	-77%	-93%	-62%	-23%		-55%	-86%	-59%	
0	41	👇 Mobile Phones	-62%	34%	369%	-39%	45%	546%	-30%	-37%	136%	15%	-83%	-6%	373%	13%	25%	4%	-10%	-12%	-11%	-10%	22%	-2%	
0	42	👇 Memory Cards	-12%	-35%	-53%	117%	-40%	-4%	5%	10%	-29%	104%	-50%	42%	61%	-54%	-13%	-41%	-11%	35%	-10%	-23%	-26%	-24%	
0	43	👇 USB Memory	-39%	-53%	2%	417%	-64%	-8%	109%	49%	-11%	22%	-25%	-13%	-17%	11%	-11%	-14%	-14%	-17%	1%	-31%	-13%	-27%	
0	44	👇 Consoles Fixed	-50%		-96%	-31%	-61%	-70%		-95%		-100%	-100%	-100%	-37%	-99%	-72%	-88%		136%		-66%	-73%	-69%	
0	45	👇 Digital Cameras	410%	13%	18%	180%	-49%	-5%	-37%	-1211%	-25%	-89%	-9%	-65%	-91%	268%	-35%	54%	-17%	-23%	-73%	-37%	17%	-6%	

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