

IT Industry Update

28th October 2020

CONTEXT Weekly IT Industry Forum



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RESELLER METRICS

CURRENT STATUS ACROSS KEY WESTERN EUROPEAN COUNTRIES



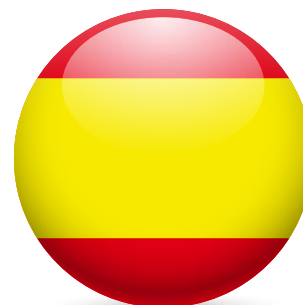
Early closure of bars/restaurants + total shutdown of gyms, pools, theatres and concert halls



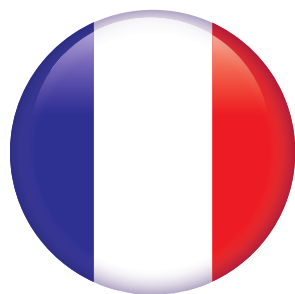
UK Health Minister Matt Hancock has not ruled out a potential move to a new fourth tier of measures



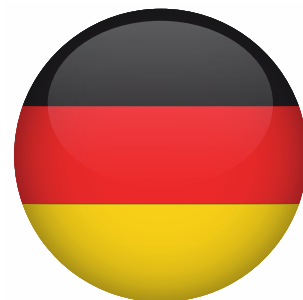
Belgian officials predict reaching maximum capacity in Intensive Care within next two weeks, with new lockdown measures introduced on Monday



Spanish government declared state of emergency with curfew between 11pm – 6am



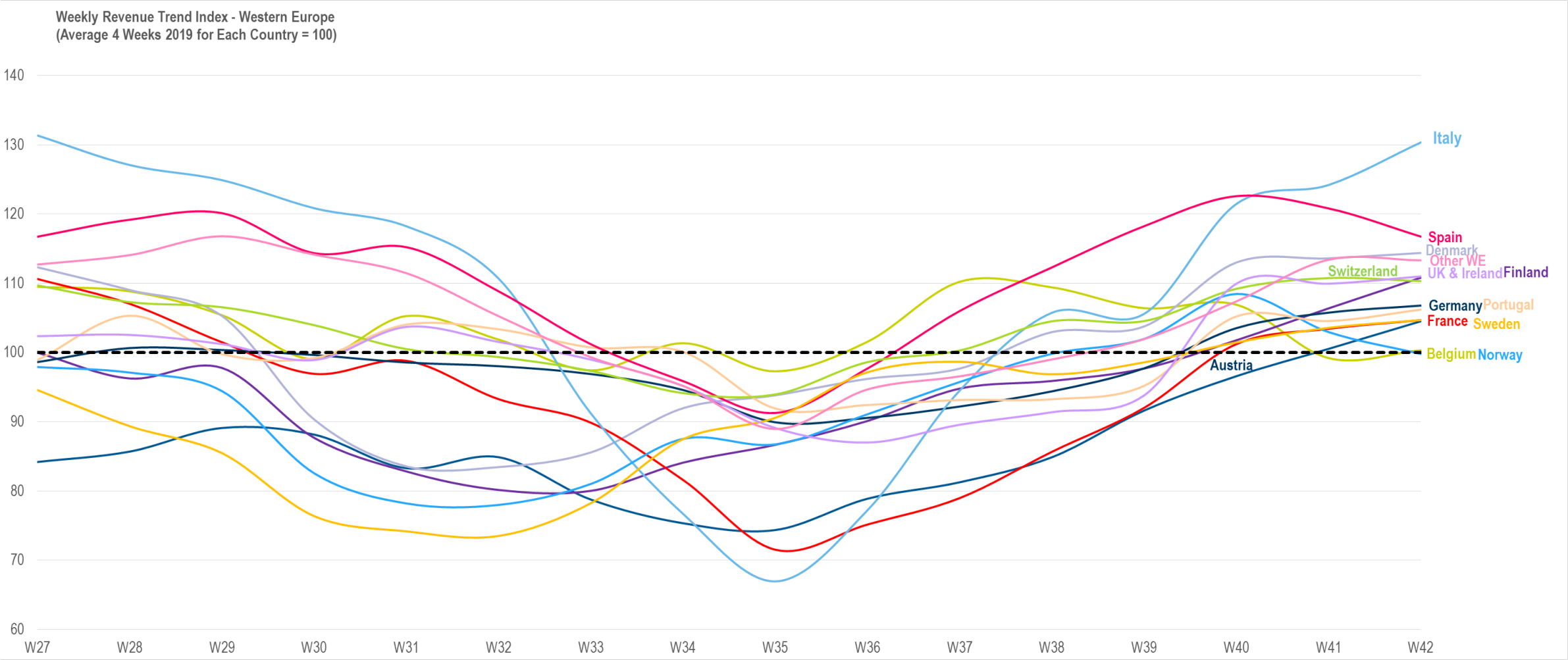
French Health Care heavily under pressure again, with 4 consecutive days of 40,000+ new cases



Angela Merkel has warned that Germany are on the verge of losing its fight against COVID

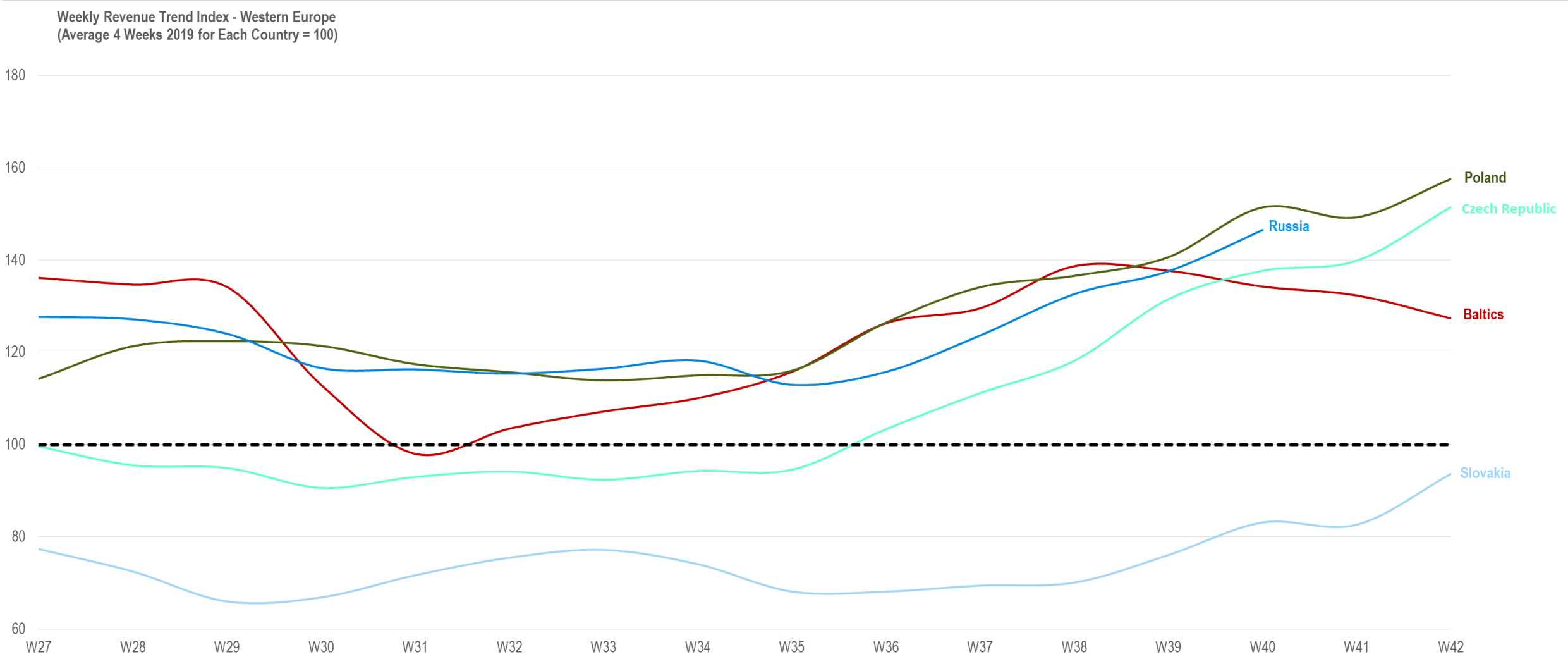
TOP TRENDS LEADING UP TO WEEK 42

WEEK 42 – WESTERN EUROPEAN COUNTRIES



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

WEEK 42 – EASTERN EUROPEAN COUNTRIES

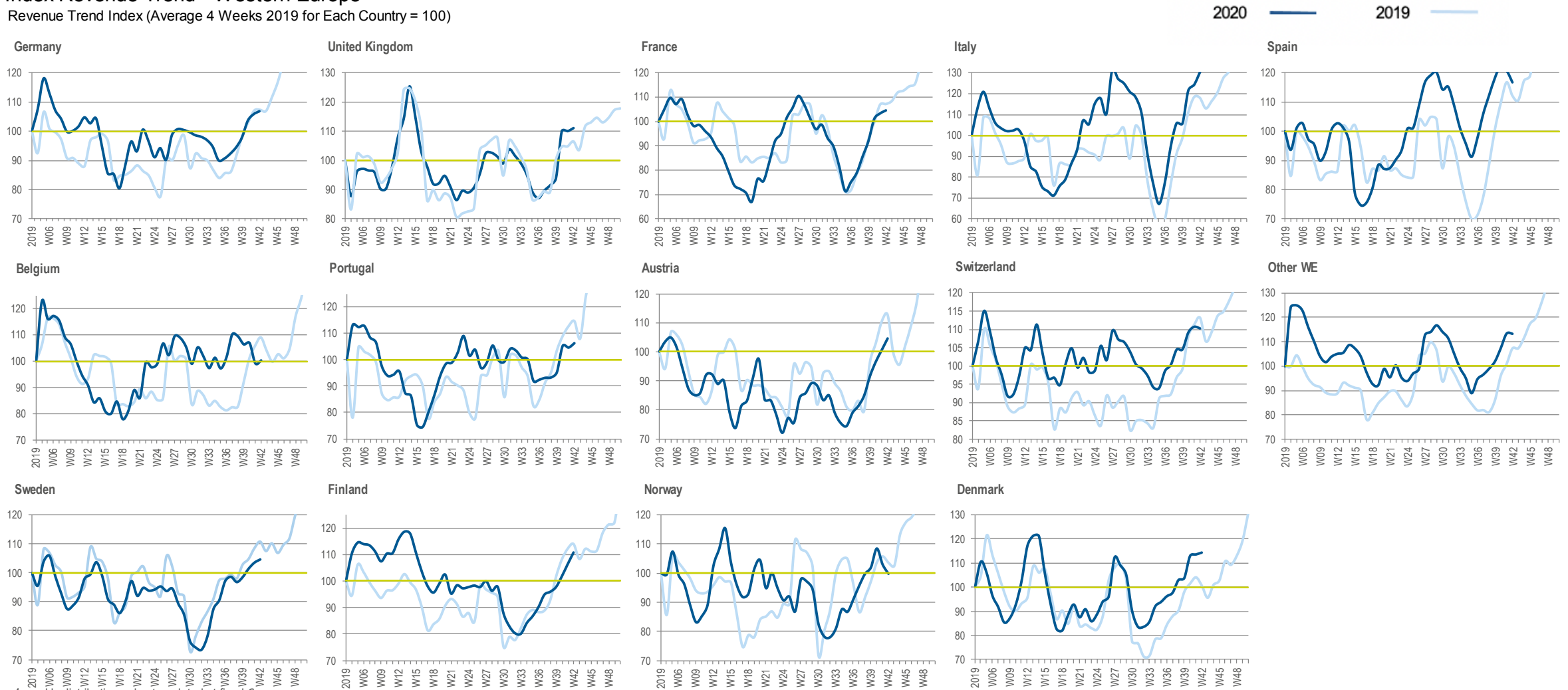


4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

VOLUME IN W EUROPE: GERMANY SOFTENING BUT UK SHOWING SOME PROMISE

Index Revenue Trend - 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,

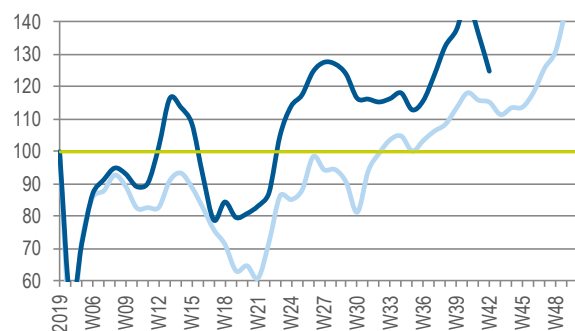
VOLUME IN E EUROPE: POLAND WITH “OFF THE CHART” GROWTH IN WEEK 42

Index Revenue Trend - Eastern Europe

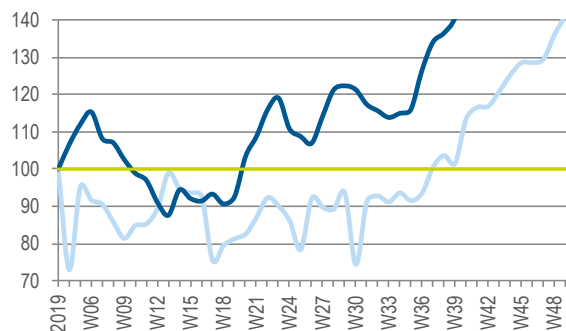
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 — 2019 —

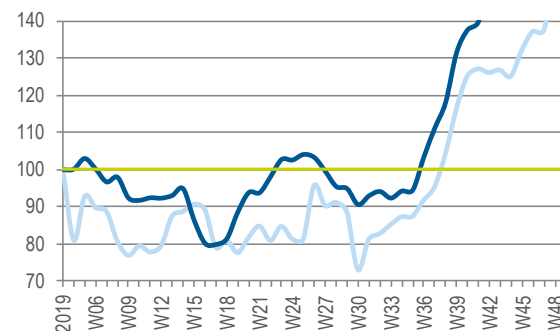
Russia



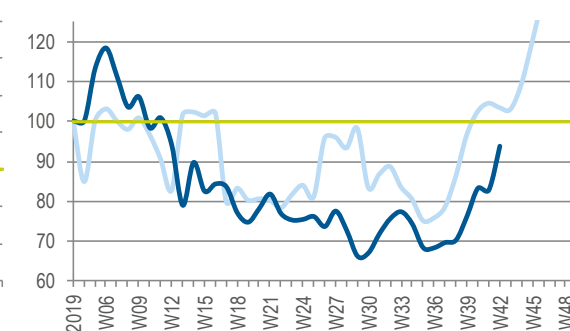
Poland



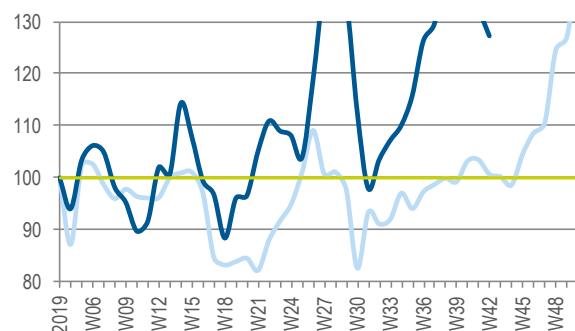
Czech Republic



Slovakia



Baltics



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

LARGEST IT INDUSTRY SECTORS: MIXED TELECOMMUNICATIONS PERFORMANCE

% Change in sales through IT Distribution in Euros

4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019

Sorted by top growth Industry sector

Rank-W41	Rank-W42		Industry Sector	WE	EE	Total
1	1	→	Mobile Computing	26%	25%	25%
2	2	→	Software and Licences	2%	20%	3%
3	3	→	Telecommunications	-31%	22%	-25%
4	4	→	Printing Consumables	-4%	-21%	-7%
5	5	→	Displays	10%	36%	16%
6	6	→	Disk Storage	-11%	20%	-4%
7	7	→	Warranties and Services	-11%	27%	-8%
8	8	→	Computing Components	-4%	-5%	-4%
9	9	→	Desktop Computing	-17%	-10%	-15%
11	10	↑	Audio-Video Systems	39%	69%	42%

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

FASTEST GROWING IT INDUSTRY SECTORS: WEARABLES #1 NOW

% Change in sales through IT Distribution in Euros

4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019

Sorted by top growth Industry sector

Rank-W41	Rank-W42		Industry Sector	WE	EE	Total
4	1	↑	Wearable Devices	51%	119%	59%
1	2	↓	Audio-Video Systems	39%	69%	42%
2	3	↓	Computing Accessories	36%	38%	37%
3	4	↓	Mobile Computing	26%	25%	25%
6	5	↑	Wireless Networking	15%	30%	17%
5	6	↓	Displays	10%	36%	16%
7	7	→	Smart Home and Office	8%	297%	13%
8	8	→	Power Equipment	2%	17%	7%
11	9	↑	Software and Licences	2%	20%	3%

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

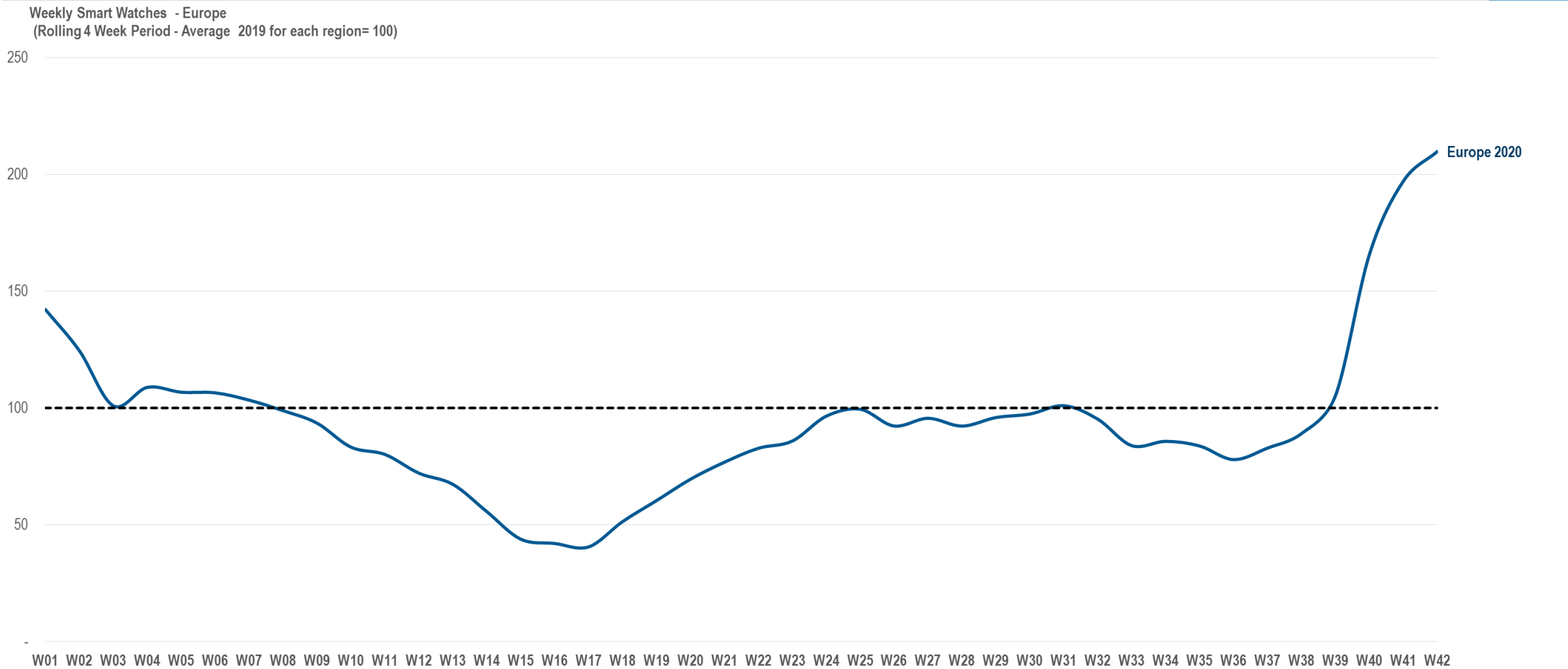
FASTEST GROWING IT CATEGORIES: SMART WATCHES JUMPS TO 3RD PLACE

% Change in sales through IT Distribution in Euros
 4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019
 Sorted by top growth Industry sector

Rank- W41	Rank- W42		Category	WE	EE	Total
1	1	➡	Web Cameras	235%	239%	235%
2	2	➡	Project Management Software	70%	73%	71%
25	3	⬆	Smart Watches	60%	144%	67%
5	4	⬆	Mobile Computing Cases	61%	48%	60%
4	5	⬇	Headsets/Headphones and Microphones	54%	87%	58%
	6		Games Software	81%	-36%	53%
10	7	⬆	Digital Media Players	41%	28%	41%
6	8	⬇	Tape Drives	-6%	474%	40%
13	9	⬆	Docking Stations	40%	19%	38%
7	10	⬇	Powerline Devices	34%	148%	36%

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

WEEKLY SMART WATCH SALES TREND – PEAKING AT WEEK 40



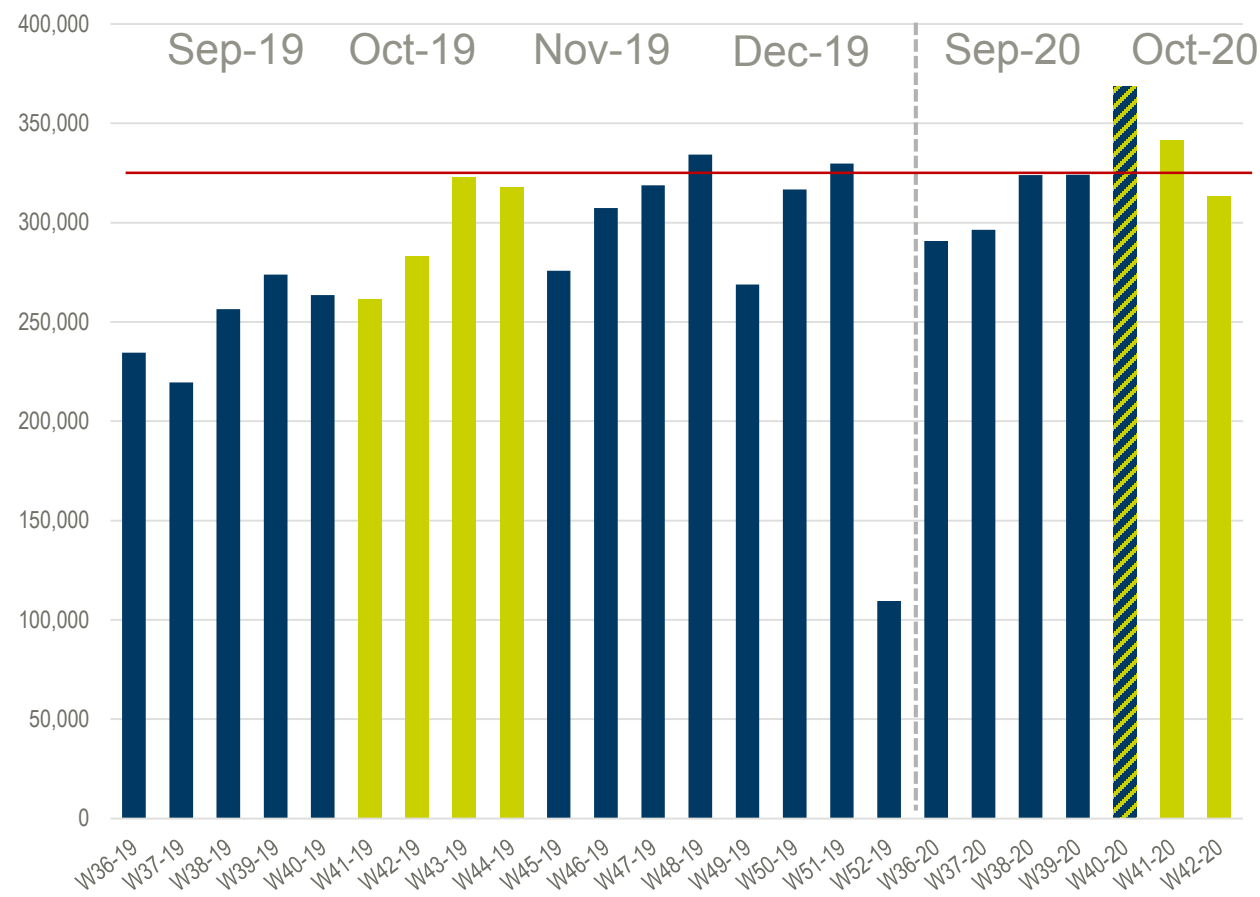
4 weekly distribution sales translated at fixed €
exchange rate and includes: UKI, Germany,
Italy, France, Spain,

DISPLAYS

EARLY OCTOBER: NO SIGNS OF THE SLOW DOWN



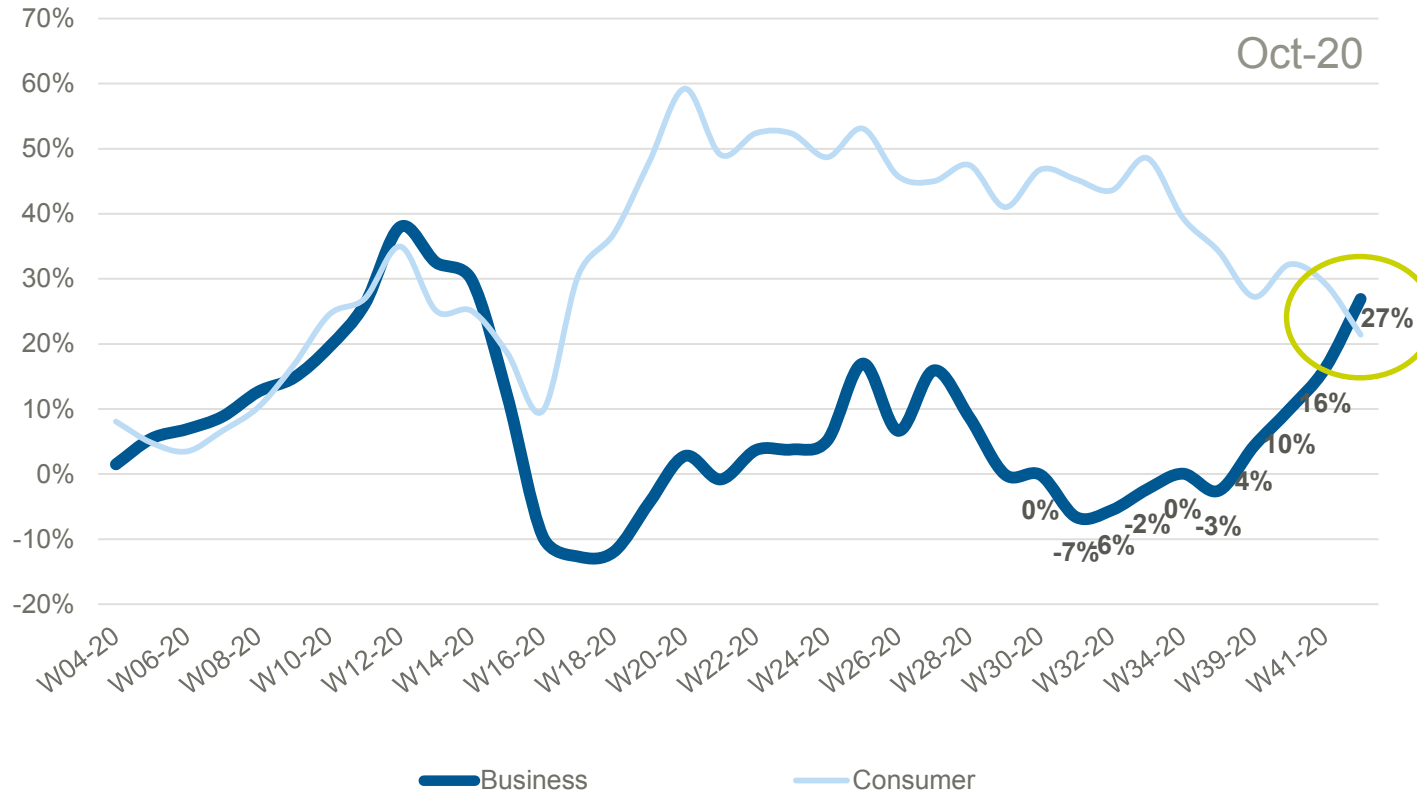
Volume monitor sales, WE distribution



- Desktop monitors continue growing
 - September +35% Y/Y
 - w39-w42 +25% Y/Y
- October starts strong
- Sales up to retail and e-tail; SMB and corporate down
- Sales by target customer (w39-w42):
 - Consumer +28% Y/Y
 - Business +21% Y/Y

BUSINESS MONITORS RECOVER IN LATE Q3 AND EARLY Q4

Y/Y unit growth (4 week), WE distribution

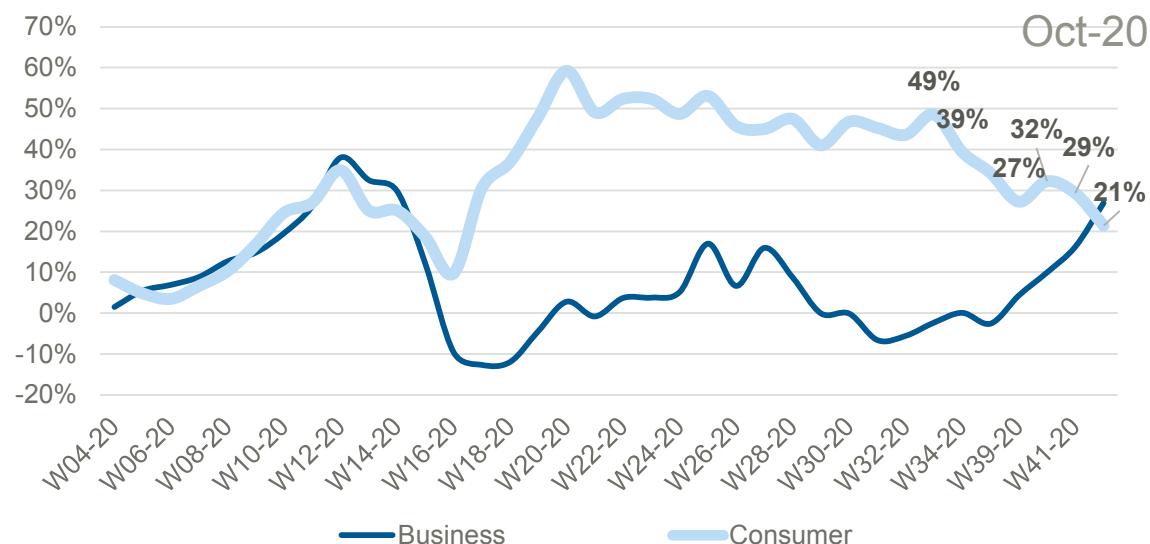


Business monitors (w39-w42):

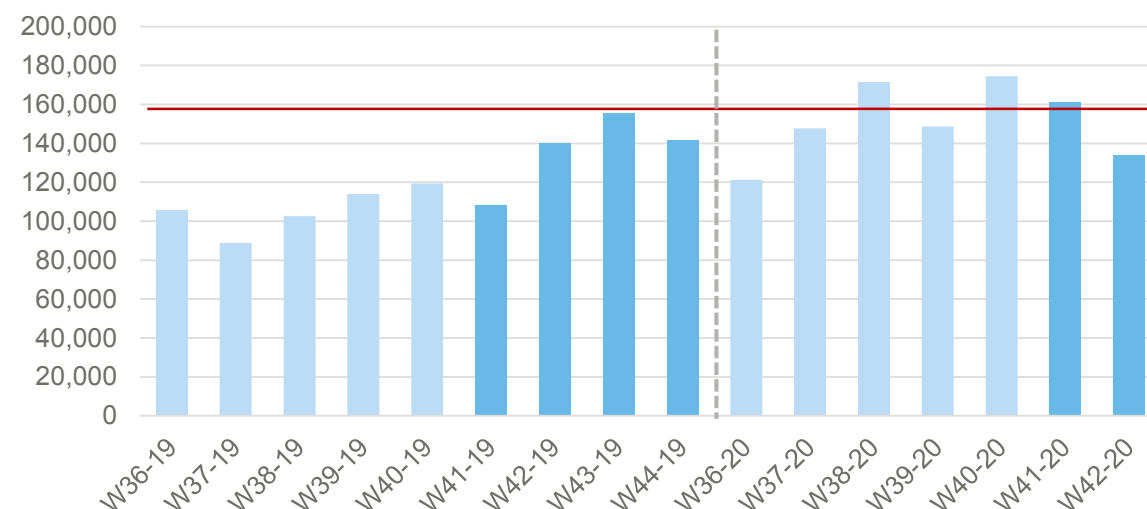
- Volumes up +21% Y/Y (Revenues +22% Y/Y)
- Sales up across channels
 - Mainly retail, e-tail and SMB
- Sales up across all price ranges
- Growth in many countries
 - Only Italy -1% Y/Y
- 23.8", 27", 21.5", 34" (ASP down)
- Growing sales of monitors with:
 - Speakers (44%) +40% Y/Y
 - Camera (8%) +98% Y/Y
 - USB-C (14%) +120% Y/Y

CONSUMER MONITORS CONTINUE GROWING IN EARLY Q4

Y/Y unit growth (4 week), WE distribution

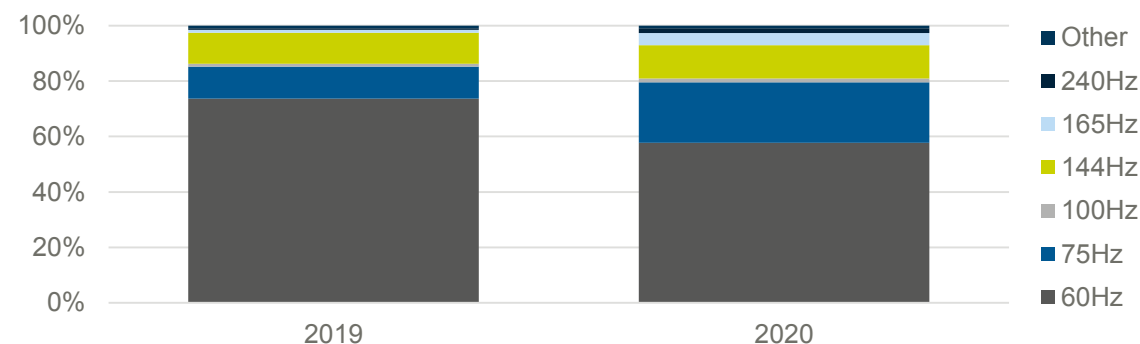


Consumer monitors (Sep-Oct)



Consumer monitors (w39-w42):

- Volumes up by +28% Y/Y (Revenues up by +38% Y/Y)
 - ASP up by 5% (to €148)
 - 75Hz: sales up by +144% Y/Y, ASP down 8% Y/Y
- **Gaming:** volume sales +90% Y/Y
 - Screen size mix: 45% 27"; 11% 31.5"
 - Growing areas: 165Hz +450% Y/Y; 240Hz +250% Y/Y



Q4 2020/2021 OUTLOOK

■ Tailwinds:

- Continuous investments in WFH equipment
- Seasonal sales: Black Friday, Cyber Monday, Christmas Sales
- Governments' programs to support businesses and education

■ Headwinds:

- Surge of demand in 1H sales affecting 2H sales
- Global recession as a result of second wave and further restrictions
- Disruption on the panel market; significant panel shortages affecting monitors (but also notebooks, LFDs or TVs...)
 - At risk: mainstream screen sizes like 21.5", 23.8" or 27"



ITALY REVIEW

THE SECOND COVID WAVE THREATENS THE RECOVERY OF THE ITALIAN ECONOMY

STILL FACING BIG UNCERTAINTIES

State of
Emergence
extended
until 31
January
2021

New
Nationwide
measures to
combat the
spread of
Coronavirus
(25th October)



2021 budget
to support
and relaunch
the economy

EU Recovery
Fund – Next
Generation
EU

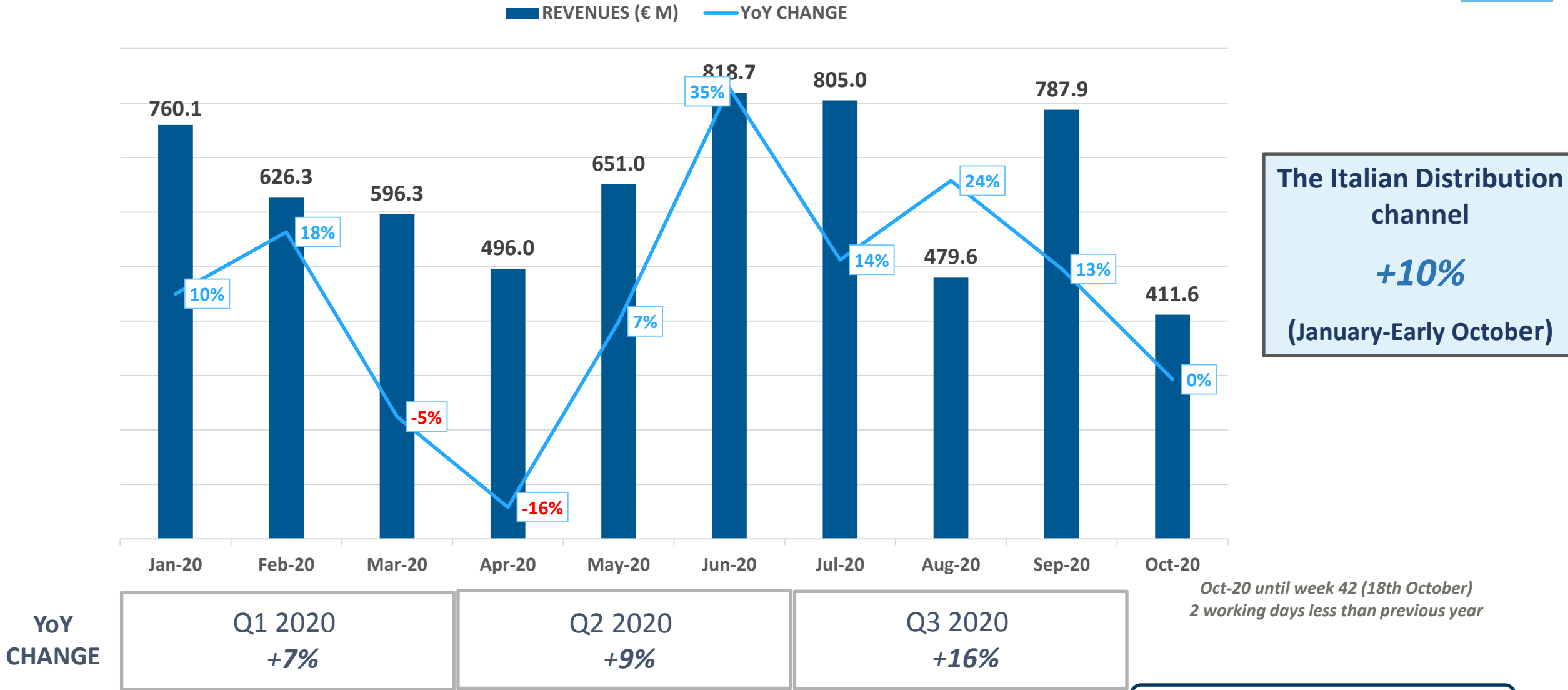
Economics

- Q3 2020 likely to show a recovery
- More bullish forecast for GDP
 - 10.6% in 2020
 - +5.6% in 2021
- Unemployment rate up to 11% in 2020 and to 11.8% in 2021

Source: IMF October 13 2020

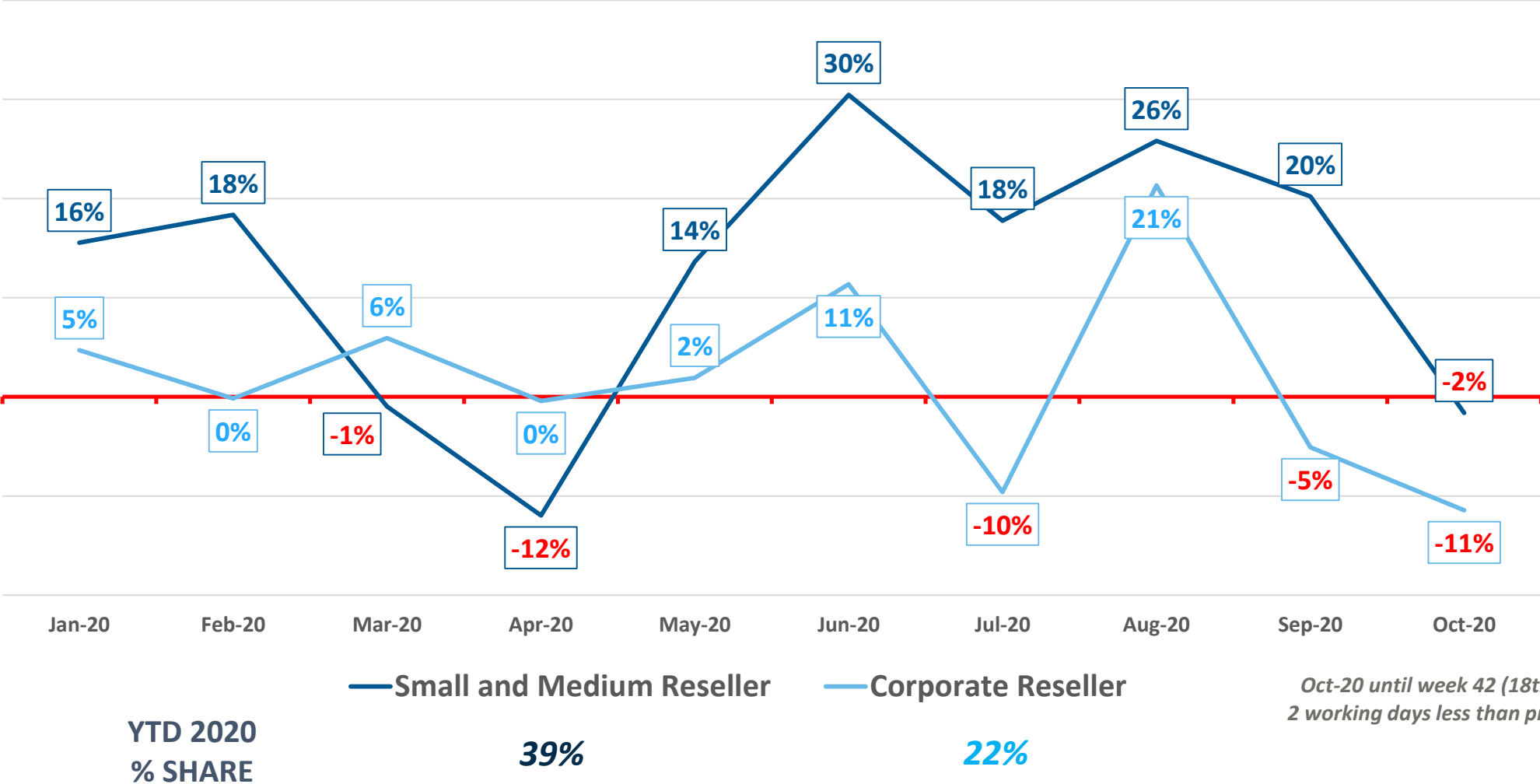
Lombardy, Campania, Lazio, Piedmont & Sicily
imposed overnight curfew

STRONG PERFORMANCE OF THE ITALIAN DISTRIBUTION CHANNEL OVER 2020



SMALL AND MEDIUM RESELLER ACTING AS THE MOST RESILIENT CHANNEL BUSINESS CHANNELS

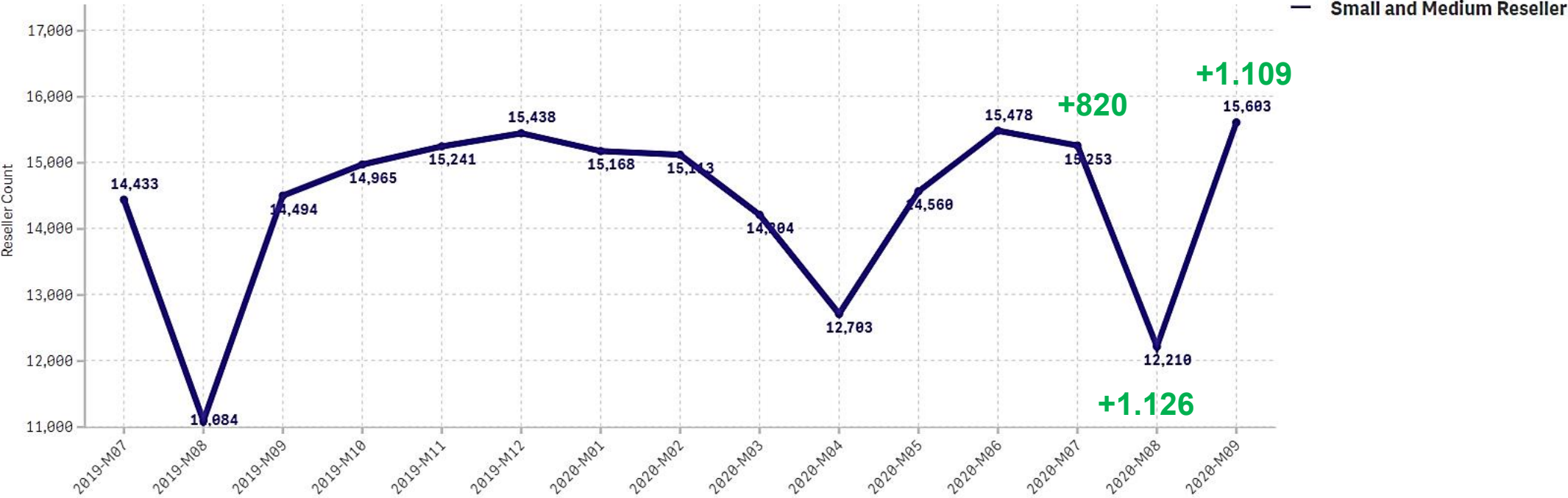
+8.4% REVENUE YTD GROWTH



CONFIRMED BY THE EVOLUTION OF THE ACTIVE RESELLERS



MONTHLY RESELLER METRICS SMALL AND MEDIUM RESELLER CHANNEL



RESELLER METRICS - Q3 2020 VS Q3 2019

Channel	Period	Reseller Count	Reseller Count Growth	Avg Revenue Per Reseller Growth
Small and Medium Reseller	2019-Q3	17,264	4%	16%
	2020-Q3	17,954		

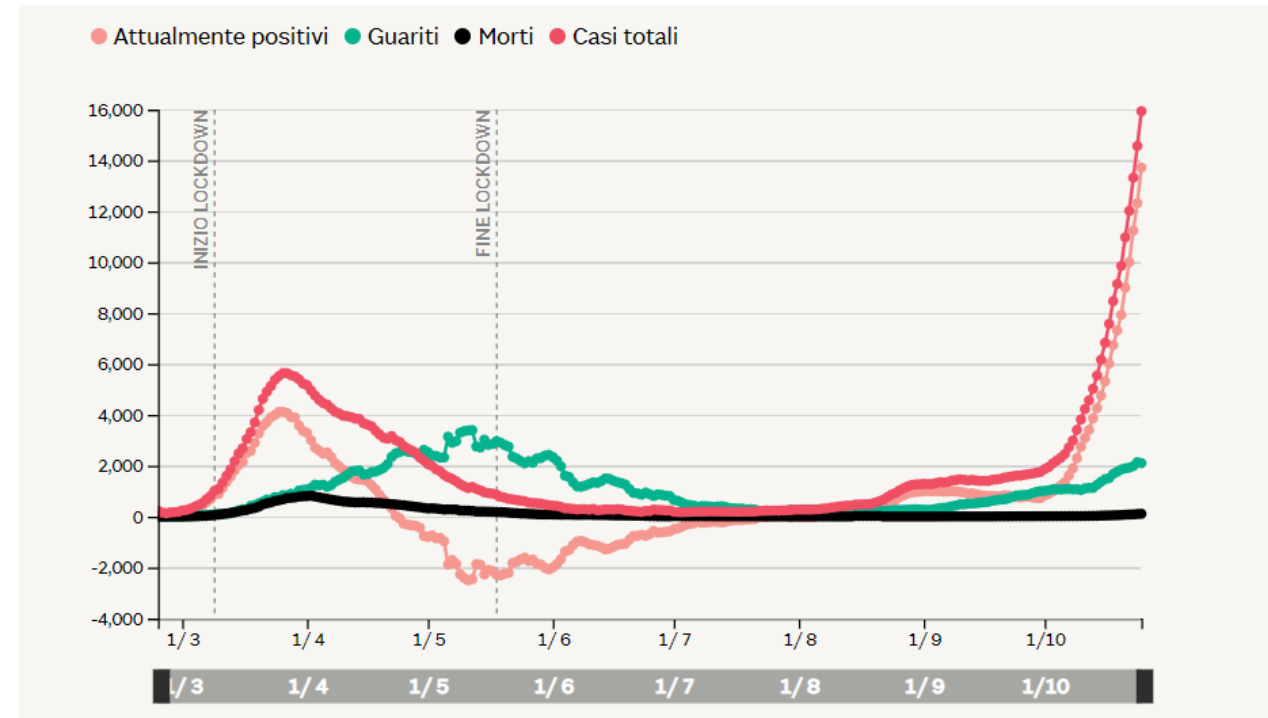
Q4 EXPECTATIONS

Some concerns voiced by distributors

- ⇒ The Distribution market is concentrated more and more in some product categories
- ⇒ Expected high demand for product categories related to remote working and home-schooling
- ⇒ Issues with the supply of these products
- ⇒ The winner will be whoever gets these products

DAILY COVID CASES – ITALY

7 days rolling average



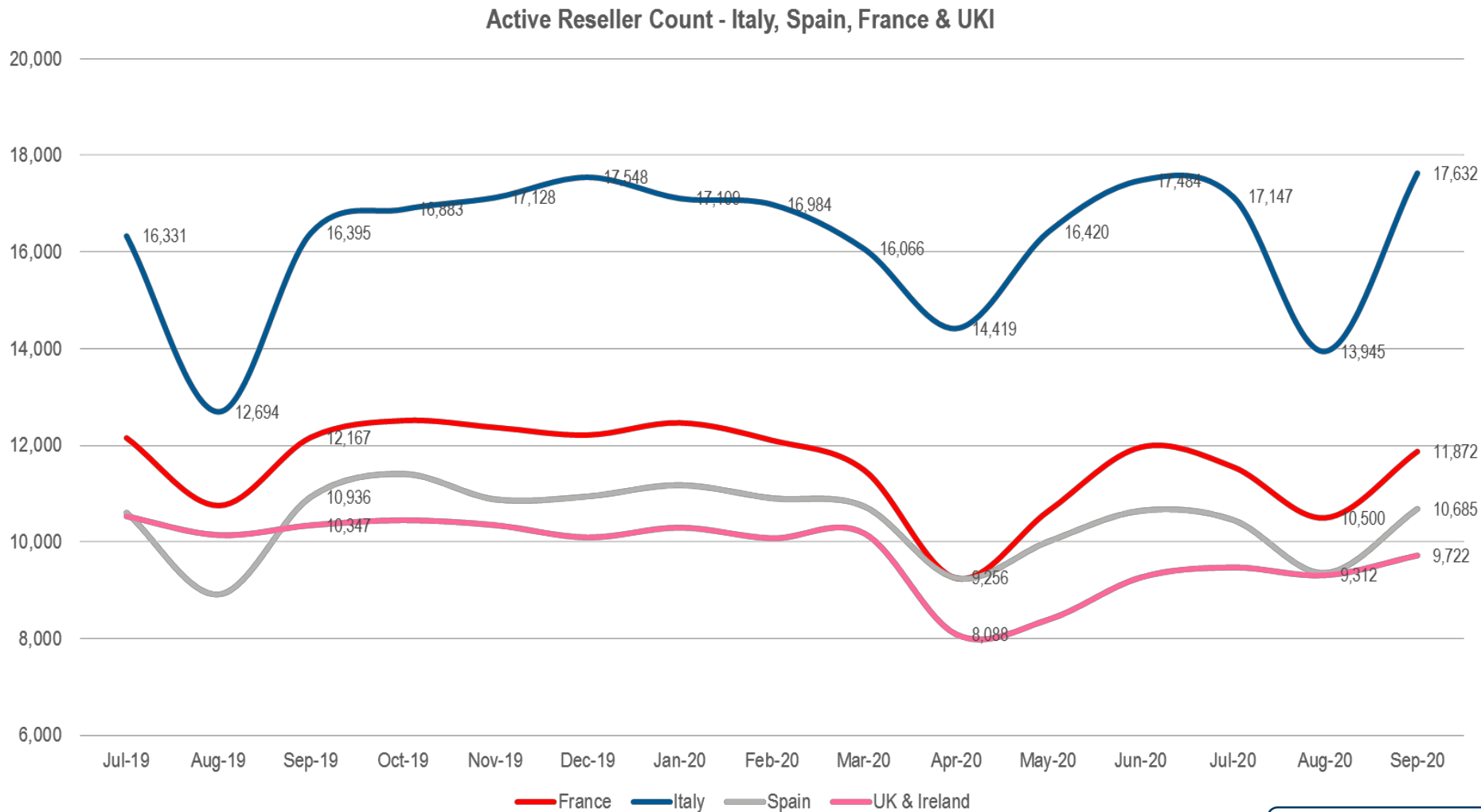
Source: Ilsole24ore Lab 24

Concerns about a second full lockdown as the number of cases surge...

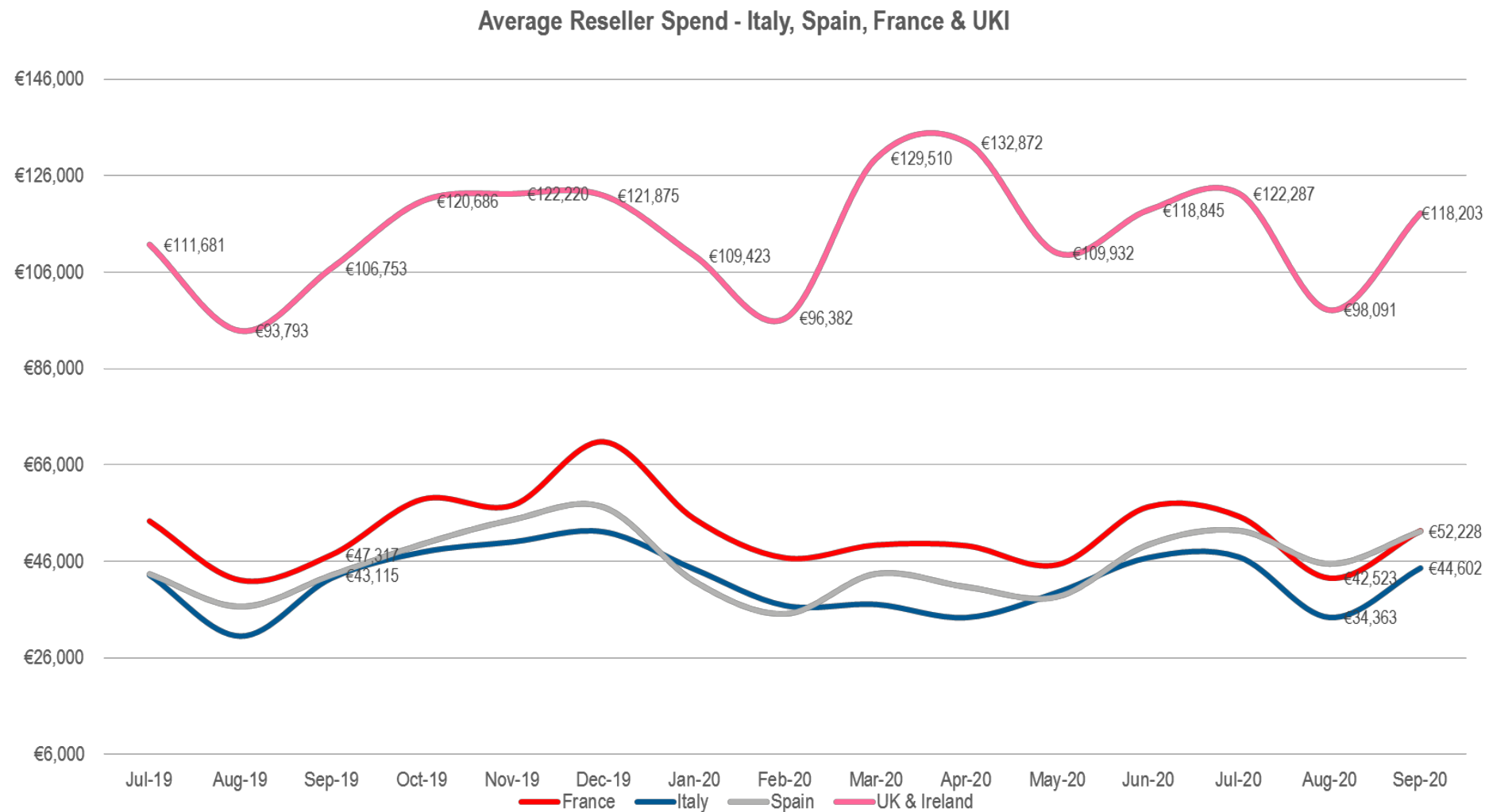
RESELLER METRICS

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

ITALY RESELLER COUNT UP Y/Y SHOWING HEALTHY CHANNEL...



...WITH AVERAGE RESELLER SPEND UP Y/Y IN ALL 4 MARKETS



KEY Y/Y PERFORMANCE INDICATORS SHOWING HEALTHY CHANNEL



	Y/Y Change of Reseller Count		Y/Y Change of Avg Reseller Spend			Y/Y Change in Absolute in September	
	July & August	September	July & August	September		Reseller Count	Avg Reseller Spend
France	-4%	-2%	1%	11%		-295	+€5,038
Italy	7%	8%	10%	5%		+1,237	+€2,120
Spain	2%	-2%	22%	21%		-251	+€9,113
UK & Ireland	-9%	-6%	7%	11%		-625	+€11,450

THE NEXT EDITIONS OF THE SOCIAL CONTEXT



Friday 6th November 11.00-11.45 (GMT)

Phil Jones, Managing Director of Brother UK will introduce

Topic: “Challenges for leaders in the Covid crisis”

Breakout into small groups of 6-8 to network and discuss, then plenary to close



Friday 20th November 11.00-11.45 (GMT)

Angela Whitty, Managing Director UKI Partner Organisation, Cisco will introduce

Topic: “Early in career talent and the impact on diversity mix”

Breakout into small groups of 6-8 to network and discuss, then plenary to close



Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019**

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Largest Category

Channel

Largest Industries Business

Largest Industries Consumer

Largest Category Business

Largest Category Consumer

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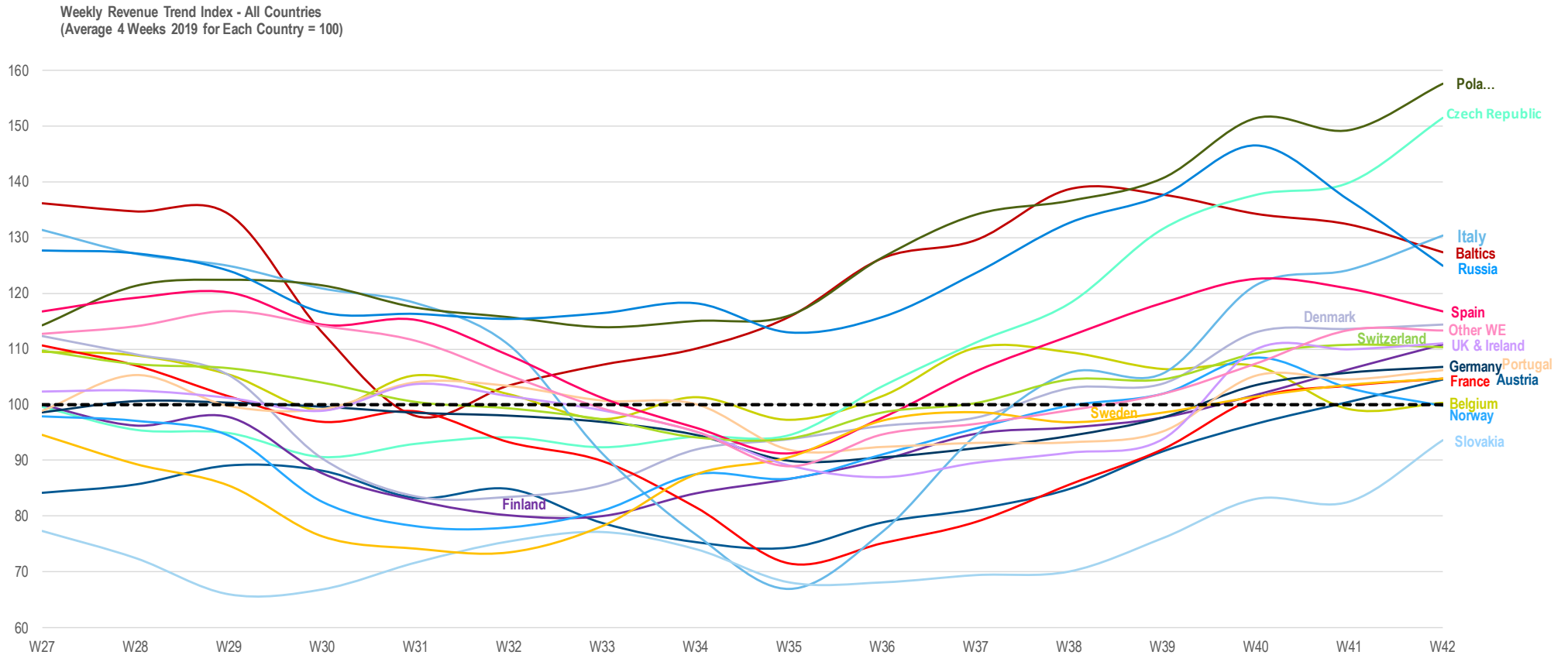
Index Total Market 4 weeks

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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: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

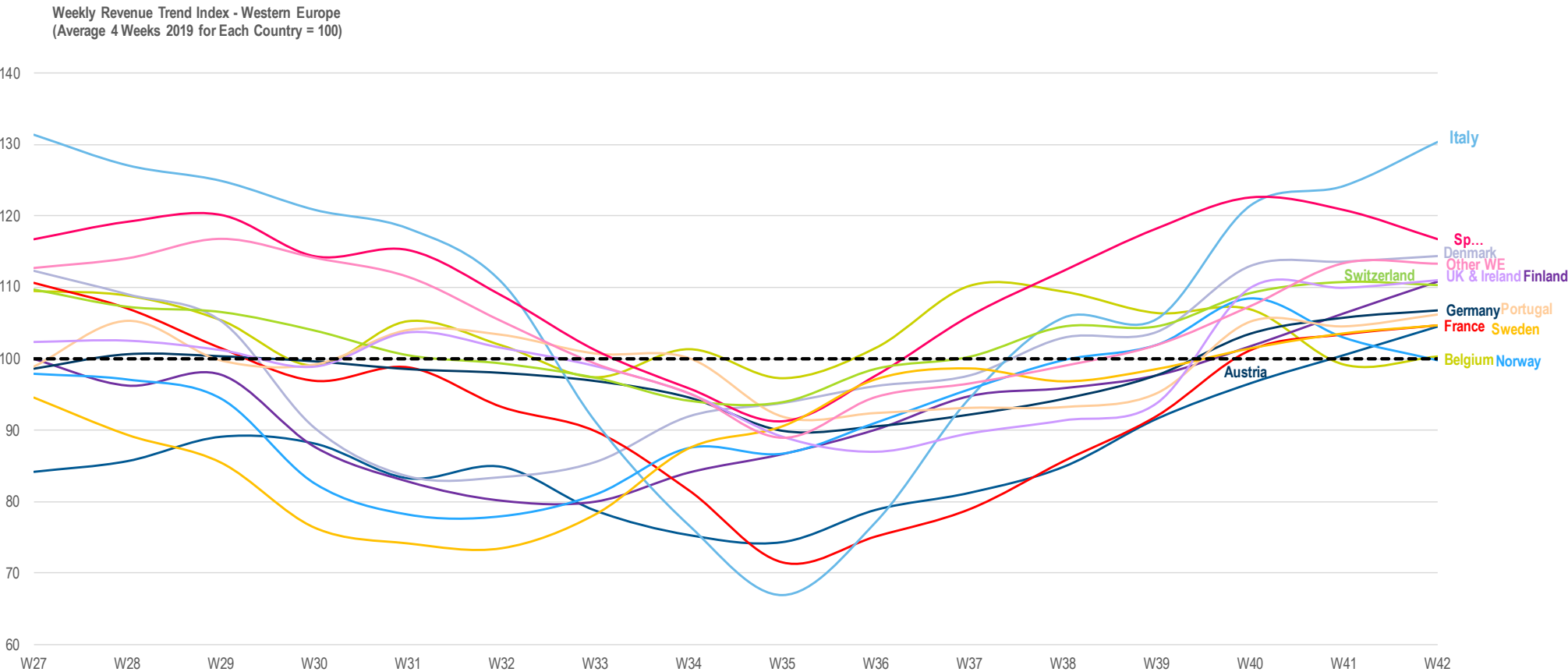
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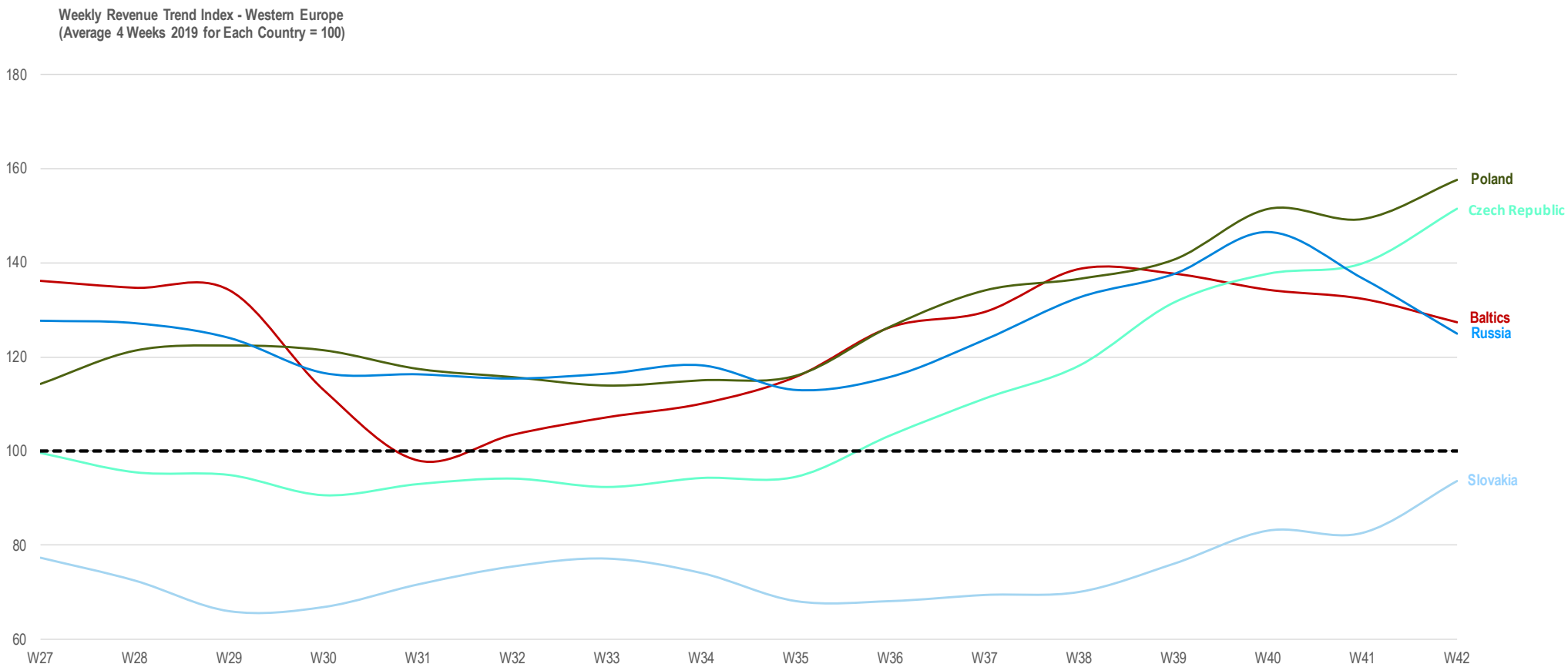
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Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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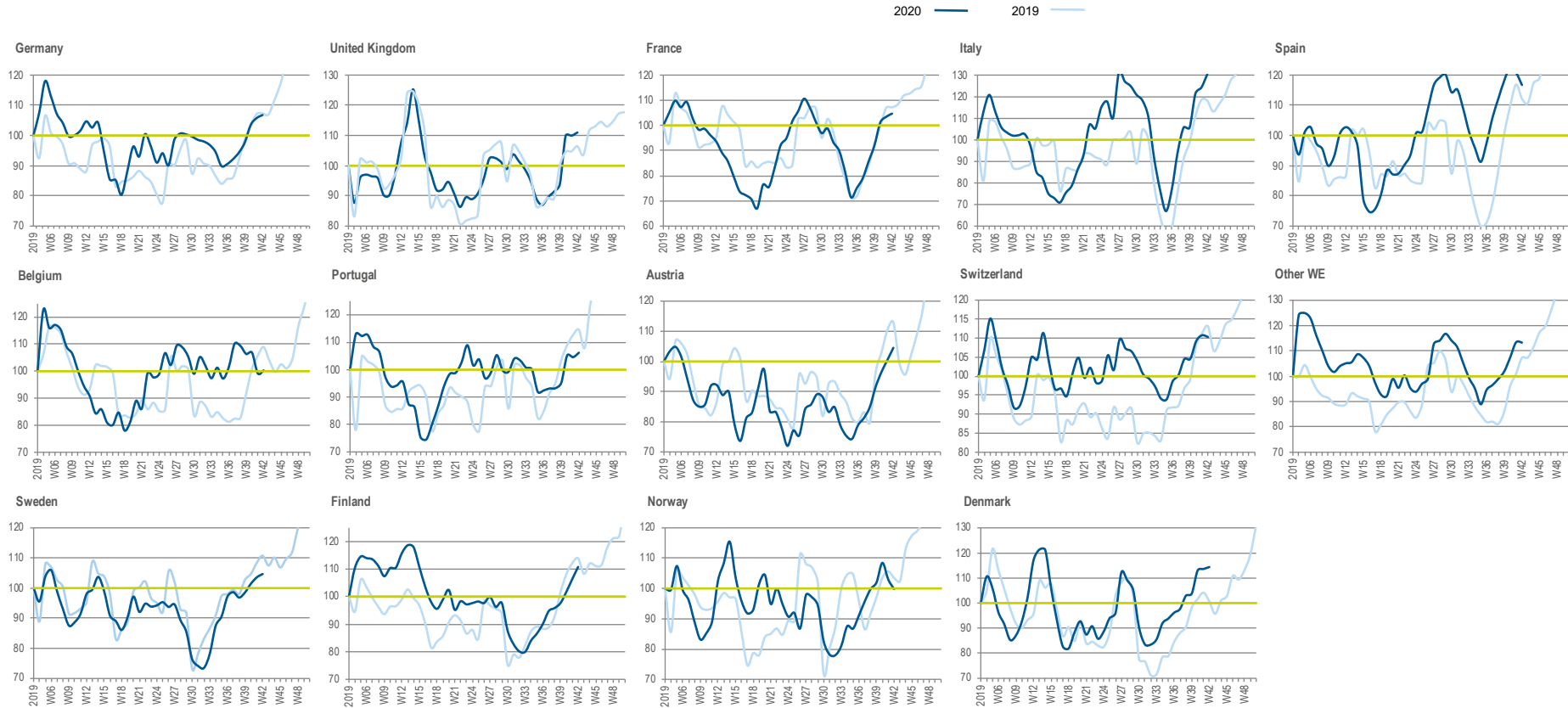
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Index Revenue Trend - Western Europe

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



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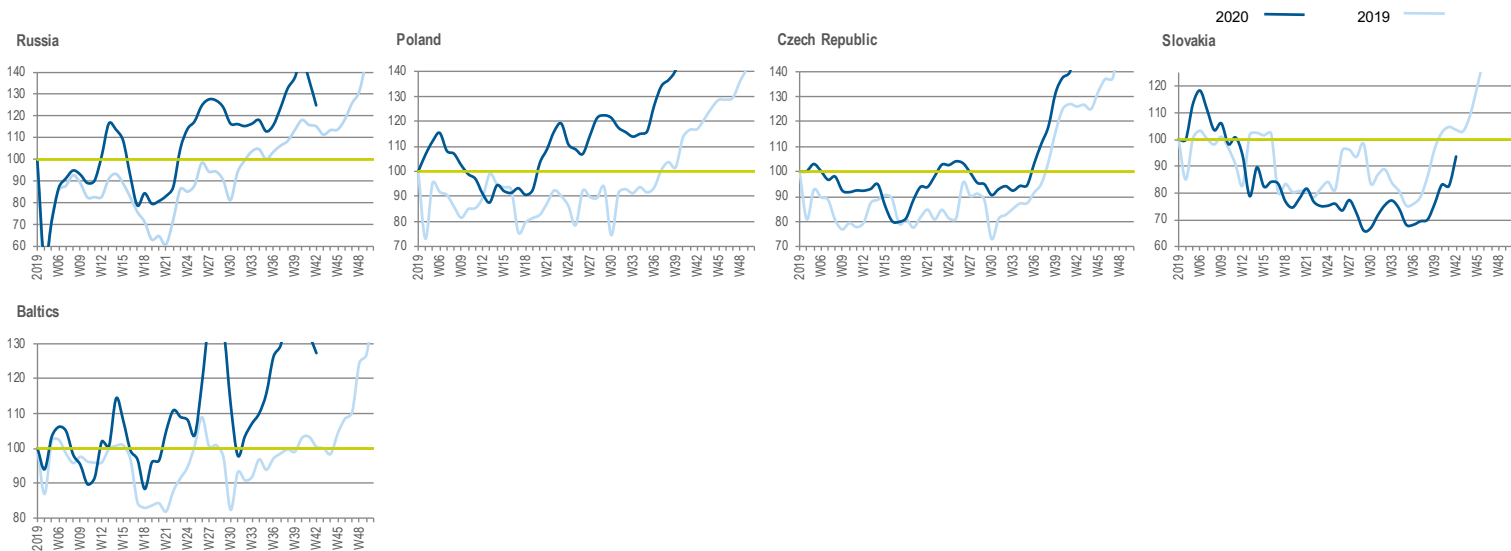
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Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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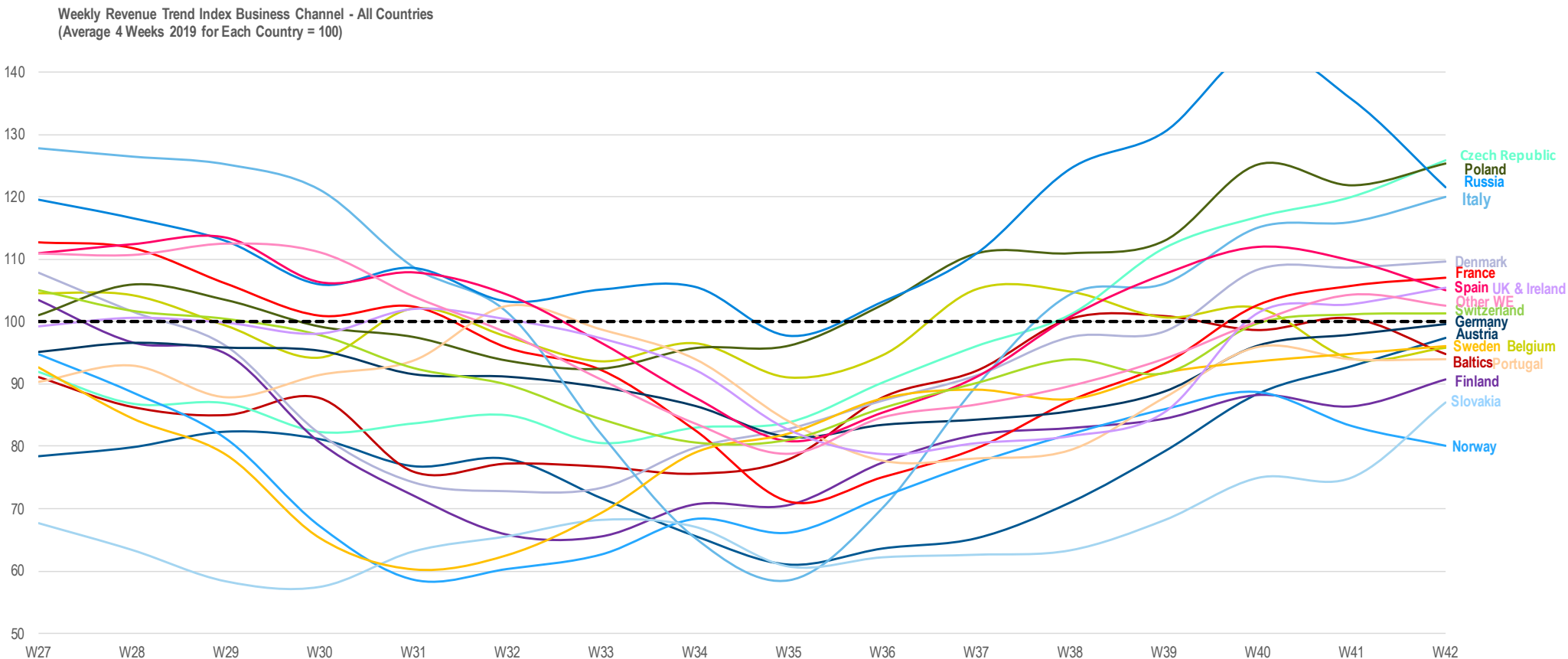
Index Business Channel

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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: 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 Consumer Channel

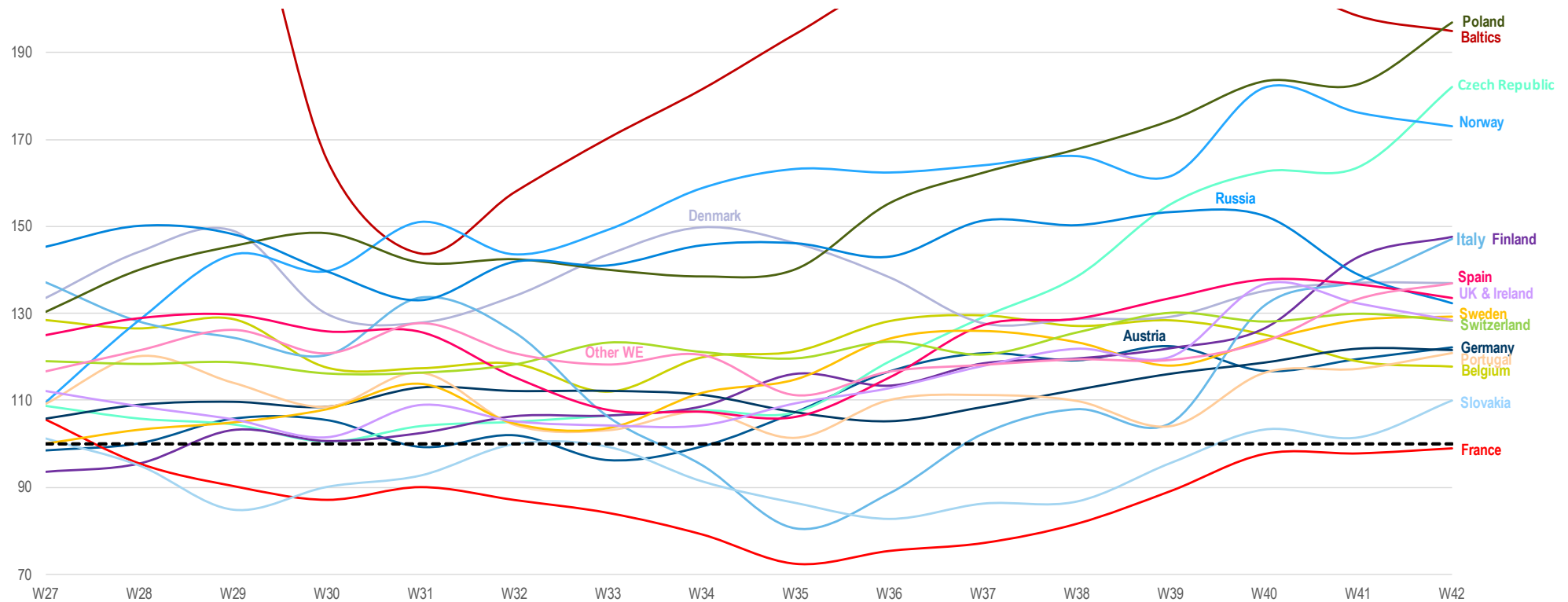
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Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

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



Consumer Channel = Retail chain & Etailer Consumer

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

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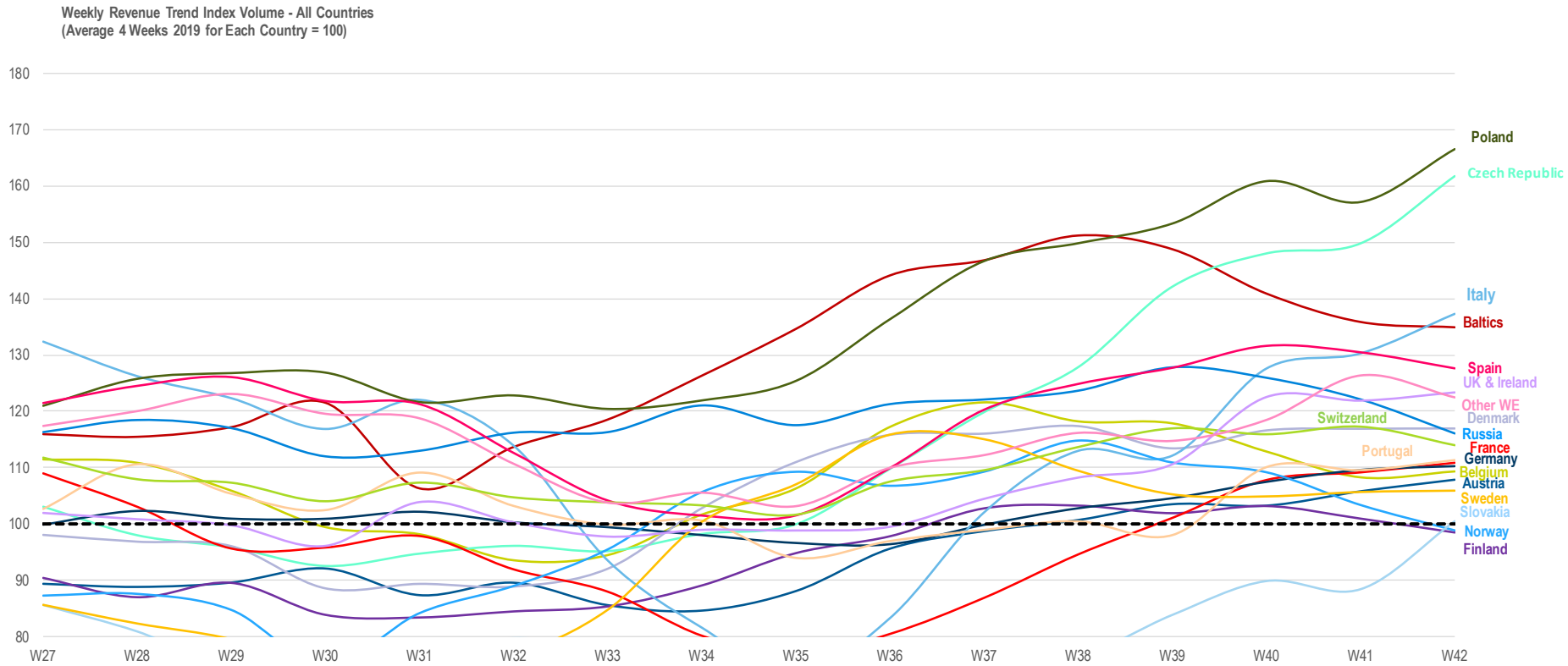
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Index Volume Market

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



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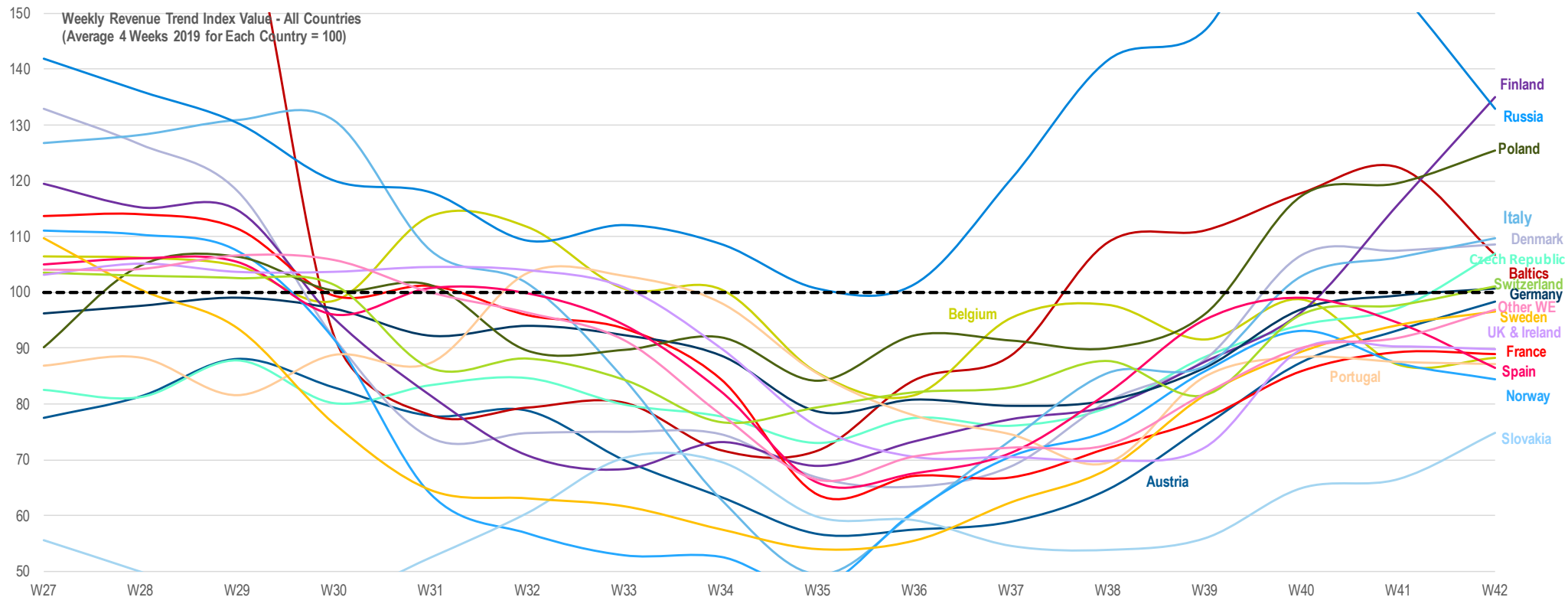
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Index Value Market

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



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Weekly %YoY Trend

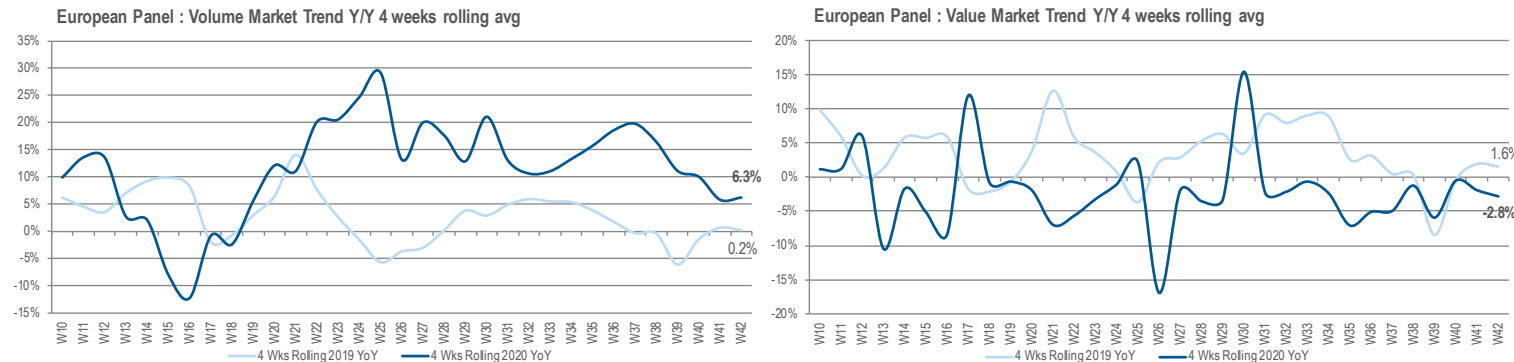
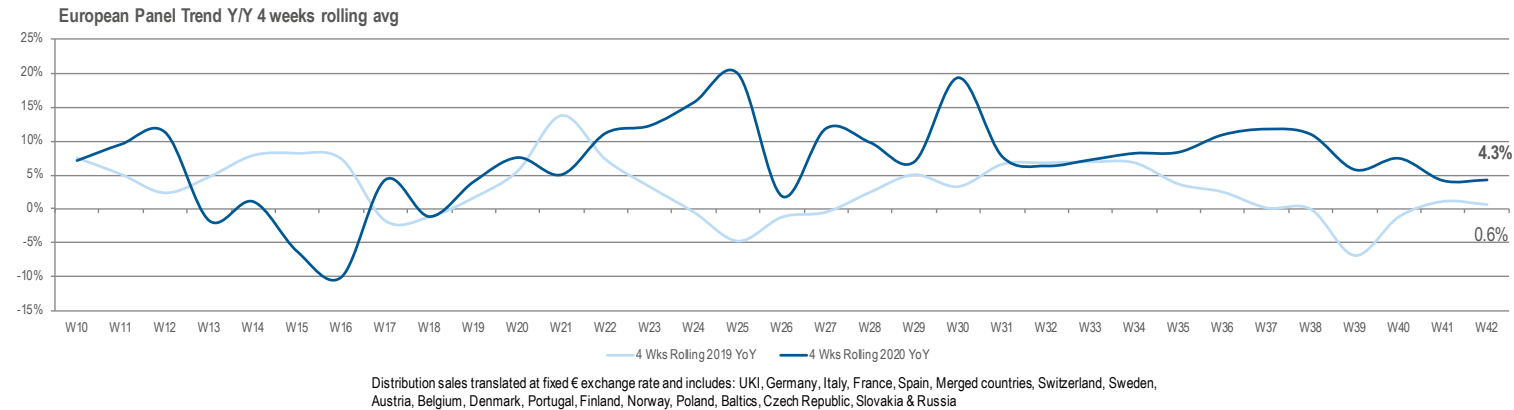
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Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



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

CONTEXT Covid-19 Weekly Report

Largest Industry

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Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W41	Rank-W42	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			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	➡ Mobile Computing	4%	47%	54%	47%	25%	8%	-4%	48%	6%	2%	17%	-8%	-4%	26%	6%	50%	36%	19%	41%	26%	25%	25%
2	2	➡ Software and Licences	17%	-8%	25%	-11%	6%	-8%	-16%	-36%	-11%	27%	-3%	56%	-2%	8%	33%	15%	16%	20%	-18%	2%	20%	3%
3	3	➡ Telecommunications	-46%	-13%	-15%	-58%	-34%	-47%	-5%	-32%	-27%	19%	-51%	-16%	-42%	-23%	-45%	67%	10%	210%	1%	-31%	22%	-25%
4	4	➡ Printing Consumables	18%	-13%	-13%	0%	-26%	9%	-13%	-15%	-40%	-17%	-15%	-29%	27%	1%	-29%	-11%	-27%	17%	36%	-4%	-21%	-7%
5	5	➡ Displays	19%	2%	-6%	7%	45%	22%	11%	22%	-15%	34%	26%	-8%	20%	22%	55%	23%	27%	18%	3%	10%	36%	16%
6	6	➡ Disk Storage	-13%	-21%	-16%	-5%	2%	-13%	-33%	-8%	0%	37%	4%	-9%	-7%	-7%	29%	23%	9%	-16%	-61%	-11%	20%	-4%
7	7	➡ Warranties and Services	3%	-18%	-20%	-9%	3%	-31%	-26%	-6%	-21%	-15%	-11%	-5%	-39%	6%	23%	65%	39%	-17%	-30%	-11%	27%	-8%
8	8	➡ Computing Components	-10%	-1%	15%	-26%	29%	15%	-9%	-3%	-37%	61%	-6%	-37%	-26%	4%	-14%	15%	28%	66%	-73%	-4%	-5%	-4%
9	9	➡ Desktop Computing	-15%	-32%	2%	-4%	-16%	-22%	-43%	-7%	-22%	-25%	-5%	-30%	-19%	-24%	-12%	-2%	-7%	-10%	-18%	-17%	-10%	-15%
11	10	⬆ Audio-Video Systems	40%	17%	49%	27%	88%	99%	25%	1%	40%	142%	71%	-7%	68%	14%	70%	82%	74%	44%	-21%	39%	69%	42%
10	11	⬇ Printing	-1%	2%	5%	-1%	-16%	-1%	-23%	15%	-11%	-18%	-15%	-13%	2%	-12%	-18%	20%	-5%	47%	-14%	-3%	-9%	-4%
12	12	➡ Computing Accessories	45%	40%	56%	28%	42%	27%	9%	37%	27%	22%	27%	-3%	6%	39%	30%	41%	49%	43%	33%	36%	38%	37%
13	13	➡ Networking Systems	5%	-27%	7%	-2%	-22%	-17%	-3%	-7%	22%	-34%	-21%	-24%	1%	-14%	28%	37%	44%	-15%	-25%	-8%	27%	-1%
14	14	➡ Server Computing	5%	48%	-25%	-7%	6%	-59%	-3%	23%	35%	-27%	-21%	84%	-50%	25%	-21%	15%	-39%	49%	-64%	-1%	-14%	-5%
15	15	➡ Wearable Devices	-5%	42%	107%	47%	93%	33%	138%	-4%	138%	136%	103%	-28%	24%	87%	64%	289%	88%	29%	-13%	51%	119%	59%
16	16	➡ Data Center Networking and Security	-19%	-5%	28%	-41%	-4%	-13%	-33%	-40%	5%	-54%	-41%	-48%	-35%	-14%	112%	-19%	292%	-21%	184%	-17%	87%	-3%
17	17	➡ Wireless Networking	24%	-13%	37%	19%	1%	25%	16%	35%	-17%	-7%	27%	40%	77%	23%	27%	29%	114%	-32%	-23%	15%	30%	17%
18	18	➡ Power Equipment	4%	-5%	8%	5%	-14%	11%	12%	11%	-23%	-6%	1%	33%	-6%	8%	18%	22%	12%	5%	5%	2%	17%	7%
19	19	➡ Other Networking Equipment	-8%	-18%	39%	1%	33%	-28%	-16%	12%	-7%	4%	71%	-25%	-53%	-10%	-11%	2%	156%	6%	-20%	-4%	-5%	-5%
20	20	➡ Connectivity	6%	-16%	0%	10%	21%	-1%	3%	10%	-2%	-2%	45%	-15%	-14%	-6%	1%	3%	3%	31%	-9%	1%	2%	1%
23	21	⬆ Smart Home and Office	27%	18%	2%	-29%	45%	-12%	-22%	-9%	-78%	232%	86%	-33%	145%	12%	150%	296%	31%	3052%	91%	8%	297%	13%
21	22	⬇ Removable Storage	-15%	-40%	-20%	77%	-44%	30%	50%	3%	-32%	-6%	-52%	-28%	-13%	30%	18%	-18%	-6%	23%	-20%	-16%	-5%	-14%
22	23	⬇ Electronics	-2%	-6%	-3%	48%	-4%	70%	-23%	43%	-40%	180%	-44%	-47%	159%	-23%	8%	-18%	84%	-66%	30%	9%	15%	11%
25	24	⬆ Games Consoles	-16%		-40%	13%	26%	31%	250%	-59%	-20%	2%	-12%	-29%	1126%	58%	5%	-55%	-61%	-24%	71%	-5%	-50%	-27%
24	25	⬇ Unified Communications	10%	-42%	-28%	-37%	-30%	41%	-57%	-47%	-47%	-80%	-49%	-51%	34%	-34%	17%	-14%	-22%	-32%	204%	-16%	9%	-12%
26	26	➡ Scanner Imaging	37%	-52%	0%	9%	11%	-29%	-35%	1%	-26%	0%	34%	76%	77%	9%	-27%	-49%	-5%	0%	13%	-2%	-27%	-7%
27	27	➡ Security	32%	-5%	-19%	-22%	20%	0%	-37%	35%	-12%	80%	-22%	68%	-32%	-39%	34%	-29%	70%	102%	-8%	-8%	33%	1%
28	28	➡ Tape Storage	-29%	-31%	-58%	-32%	3%	109%	-13%	35%	-51%	-2%	56%	-24%	-16%	-38%	130%	92%	-37%	-28%	-85%	-22%	79%	-11%
29	29	➡ Terminals, Thin Clients and Points of S	-18%	-72%	-16%	-52%	-49%	20%	-84%	-8%	-45%	-62%	843%	-10%	-78%	27%	65%	-2%	13%	-4%	-53%	-31%	53%	-22%
30	30	➡ Photo and Video Cameras	-12%	-38%	3%	-60%	-33%	-20%	-12%	49%	-76%	-90%	5%	-56%	-86%	-66%	-35%	24%	21%	41%	-36%	-29%	13%	-8%

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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 42 (to October 18 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W41	Rank-W42	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			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	12%	45%	61%	65%	32%	18%	4%	56%	14%	0%	20%	-4%	7%	38%	11%	55%	28%	21%	42%	32%	28%	31%
2	2	→ Smartphones	-48%	-12%	-15%	-65%	-35%	-54%	-4%	-33%	-29%	20%	-51%	-16%	-43%	-25%	-55%	73%	11%	230%	0%	-33%	24%	-26%
3	3	→ Warranties and Services	3%	-18%	-20%	-9%	3%	-31%	-26%	-6%	-21%	-15%	-11%	-5%	-39%	6%	23%	65%	39%	-17%	-30%	-11%	27%	-8%
4	4	→ Tablet PCs	-17%	52%	32%	7%	-1%	-17%	-24%	26%	-19%	20%	-2%	-26%	-51%	-2%	-23%	26%	107%	2%	34%	4%	17%	5%
5	5	→ Desktops	-13%	-30%	4%	-3%	-15%	-21%	-46%	-7%	-20%	-24%	-2%	-29%	-12%	-22%	-11%	-5%	-5%	-14%	-13%	-16%	-9%	-14%
6	6	→ Monitors	26%	33%	9%	26%	40%	50%	27%	67%	7%	61%	-23%	-16%	72%	39%	7%	29%	49%	17%	-3%	29%	18%	27%
7	7	→ Ink Cartridges and Tanks	24%	-7%	-12%	1%	-16%	15%	-14%	-11%	-55%	14%	-4%	-17%	52%	1%	-28%	2%	-32%	7%	-4%	-1%	-16%	-2%
8	8	→ Toner	16%	-16%	-14%	2%	-39%	6%	-9%	-21%	-11%	-26%	-25%	-35%	11%	1%	-33%	-23%	-27%	38%	68%	-6%	-26%	-10%
9	9	→ Headsets/Headphones and Microphones	70%	29%	53%	31%	86%	235%	23%	10%	53%	161%	96%	-10%	79%	17%	119%	90%	94%	48%	-25%	54%	87%	58%
10	10	→ Security Software	56%	6%	11%	3%	-9%	-36%	-10%	11%	-4%	-10%	-5%	111%	6%	21%	88%	37%	24%	-22%	61%	15%	63%	17%
11	11	→ Processors	-18%	0%	35%	-34%	56%	1%	-7%	-16%	-38%	77%	-2%	-50%	-18%	0%	-35%	11%	80%	202%	-84%	-8%	-16%	-10%
12	12	→ Office Applications Software	-17%	-7%	25%	-14%	71%	3%	0%	-6%	3%	-1%	20%	16%	11%	6%	-6%	18%	18%	4%	28%	-1%	8%	0%
13	13	→ Solid State Drives (SSDs)	2%	-15%	-28%	-5%	14%	7%	-6%	-5%	-26%	25%	-15%	55%	15%	14%	39%	29%	37%	-29%	-68%	-4%	20%	2%
14	14	→ Network Switches	4%	-27%	-8%	-9%	-1%	-25%	-7%	10%	29%	-31%	-13%	-28%	-10%	2%	34%	42%	33%	-6%	9%	-8%	33%	-1%
15	15	→ Hard Disk Drives (HDDs)	-25%	-20%	-26%	-7%	-12%	-33%	-29%	4%	0%	7%	48%	-25%	-26%	-16%	-14%	8%	-12%	21%	-56%	-19%	-10%	-17%
16	16	→ Data Management Software	28%	-13%	82%	-31%	0%	-15%	-2%	30%	48%	25%	26%	-10%	18%	-32%	-7%	43%	43%	1%	-6%	4%	21%	6%
17	17	→ Operating Systems Software	-20%	-18%	-8%	-5%	-5%	-27%	41%	-12%	2%	15%	-6%	19%	-19%	-3%	43%	2%	-2%	26%	-33%	-11%	20%	-7%
18	18	→ Servers (PC/Mac)	-18%	9%	1%	-17%	10%	-53%	20%	30%	3%	-33%	-10%	95%	-12%	-7%	-22%	0%	-26%	38%	-44%	-10%	-14%	-12%
19	19	→ Graphics and Design Software	-6%	-12%	-4%	-11%	10%	-24%	22%	-20%	-27%	6%	-6%	-55%	-23%	-23%	76%	2%	-6%	-38%	-5%	-9%	4%	-8%
20	20	→ Disk Arrays	-16%	-31%	38%	1%	30%	-26%	-60%	-23%	97%	102%	-2%	-76%	7%	-13%	81%	42%	-24%	27%	-64%	-12%	73%	8%
21	21	→ RAM Memory	-7%	-16%	-12%	-11%	16%	38%	-4%	31%	-39%	44%	-2%	-34%	-28%	-2%	18%	24%	-7%	-14%	-58%	-6%	14%	-1%
22	22	→ All-in-One Inkjets	15%	6%	4%	14%	-13%	-20%	-9%	69%	-18%	-18%	-26%	-7%	44%	-19%	-15%	12%	6%	65%	-33%	4%	-10%	-1%
23	23	→ Smart Watches	-10%	75%	114%	29%	133%	47%	158%	-5%	138%	129%	125%	-28%	24%	113%	256%	179%	163%	41%	-12%	60%	144%	67%
24	24	→ Televisions	-22%	-6%	-20%	18%	550%	9%	195%	-60%	-50%	17%	552%	28%	-48%	34%	1672%	18%	5%	46%	24%	-1%	111%	28%
25	25	→ Large Format Displays	0%	-26%	-5%	-34%	-15%	-19%	-17%	-23%	-15%	-13%	278%	-33%	-33%	-15%	2%	62%	-6%	-47%	11%	-18%	8%	-16%
26	26	→ All-in-One Inkjets	-15%	33%	19%	12%	7%	39%	-47%	-19%	-1%	-38%	9%	-13%	45%	4%	-68%	38%	-9%	39%	43%	4%	-15%	1%
27	27	→ Wireless Access Points	25%	-14%	40%	22%	4%	26%	15%	41%	-11%	0%	37%	37%	90%	21%	41%	31%	98%	-41%	-19%	16%	36%	18%
28	28	→ Network Routers	7%	-26%	36%	41%	-42%	30%	9%	-51%	-15%	-58%	-49%	-4%	45%	-56%	17%	26%	70%	-29%	-58%	-7%	16%	-2%
29	29	→ Network Management and Security Appliances	-6%	-6%	10%	-2%	-29%	26%	-28%	-13%	-29%	-43%	-25%	-46%	-22%	-3%	62%	33%	55%	-19%	133%	-8%	58%	-2%
30	30	→ Virtualisation Software	48%	-9%	92%	11%	-54%	-7%	-6%	48%	31%	225%	113%	1%	-21%	56%	71%	106%	88%	96%	-56%	20%	68%	24%
31	31	→ Network Management Software	12%	33%	-22%	-13%	51%	-46%	-4%	-28%	17%	-9%	96%	57%	-58%	56%	27%	121%	125%	80%	-30%	10%	55%	13%
32	32	→ Graphics Cards	6%	27%	11%	-5%	1%	-17%	-9%	-20%	-19%	63%	-40%	-43%	-68%	-4%	29%	9%	-11%	19%	-46%	4%	11%	6%
33	33	→ Docking Stations	25%	51%	118%	100%	6%	29%	-11%	66%	45%	41%	36%	-13%	15%	66%	9%	7%	24%	41%	86%	40%	19%	38%
34	34	→ Uninterruptable Power Supplies (UPS)	20%	-9%	-5%	20%	-24%	-5%	4%	2%	-18%	-46%	2%	-22%	17%	1%	7%	-8%	1%	-22%	10%	3%	5%	4%
35	35	→ Cables and Connectivity Adapters	5%	-15%	1%	12%	21%	-6%	2%	9%	-3%	2%	46%	-16%	9%	-8%	9%	-1%	-1%	31%	-8%	1%	5%	2%
36	36	→ Desktop Workstations (PC/Mac)	-27%	-47%	-10%	-9%	-36%	-32%	-12%	-5%	-37%	-29%	-47%	-35%	-52%	-41%	-17%	49%	-29%	57%	-42%	-28%	-9%	-25%
37	37	→ Keyboards and Keypads	23%	37%	17%	-5%	40%	53%	36%	8%	8%	-33%	28%	-7%	36%	46%	36%	17%	17%	22%	38%	24%	25%	24%
40	38	→ Transceivers	-19%	-28%	63%	-15%	24%	-52%	-16%	-9%	0%	-19%	63%	-30%	-59%	56%	57%	-3%	40%	30%	-32%	-11%	47%	0%
39	39	→ Laser Printers	6%	-3%	33%	16%	-28%	-22%	-16%	81%	-11%	-28%	13%	-19%	-4%	18%	13%	3%	15%	27%	32%	4%	12%	6%
38	40	→ Notebook Workstations	52%	81%	60%	47%	41%	-2%	-26%	16%	44%	-28%	49%	-10%	-10%	25%	-60%	-24%	7%	11%	26%	34%	-32%	25%
41	41	→ Database Management Software	13%	-27%	-21%	18%	44%	-12%	8%	47%	-57%	1%	-72%	82%	-15%	11%	-72%	-58%	-48%	89%	-33%	-4%	-56%	-11%
42	42	→ Mice	9%	15%	30%	3%	5%	7%	7%	-13%	16%	-24%	2%	-1%	-4%	16%	10%	51%	30%	8%	33%	8%	29%	13%
43	43	→ Projectors	7%	-45%	10%	16%	-14%	6%	-6%	-30%	3%	-43%	-28%	38%	-43%	-12%	32%	-20%	11%	0%	-1%	-7%	-4%	-6%
44	44	→ Long Life Consumables	-2%	-35%	-18%	-19%	-12%	0%	-23%	-20%	-35%	-64%	-34%	-24%	-38%	5%	-20%	17%	4%	-10%	324%	-19%	-5%	-16%
45	45	→ Mobile Computing Cases	91%	69%	76%	39%	50%	17%	0%	142%	70%	75%	23%	58%	0%	34%	40%	38%	63%	30%	82%	61%	48%	60%
46	46	→ Developer Tools Software	-18%	15%	119%	-25%	-20%	0%	65%	179%	-28%	18%	391%	44%	118%	1%	-66%	140%	49%	61%	-66%	15%	12%	14%
47	47	→ Digital Media Players	-12%	38%	75%	57%	99%	-2%	73%	0%	43%	122%	-29%	4%	60%	22%	-6%	20%	121%	1053%	-49%	41%	28%	41%
48	48	→ Integrated Systems	-13%	355%	-63%	137%	28%	-67%	-27%	15%	508%	-69%	-80%	41%	-95%	374%	-61%	-23%	-71%	339%	-100%	28%	-56%	20%
49	49	→ NAS Devices	7%	6%	-6%	-18%	-11%	5%	-34%	1%	19%	95%	-20%	-5%	25%	-42%	16%	26%	-5%	16%	3%	-2%	16%	1%
50	50	→ Mobile Computing Accessories and Parts	80%	-17%	5%	-16%	-14%	-10%	-25%	26%	-5%	3%	-22%	-20%	-30%	11%	177%	25%	26%	-12%	40%	24%	44%	25%

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Channel

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Channel Performance in Western and Eastern Europe

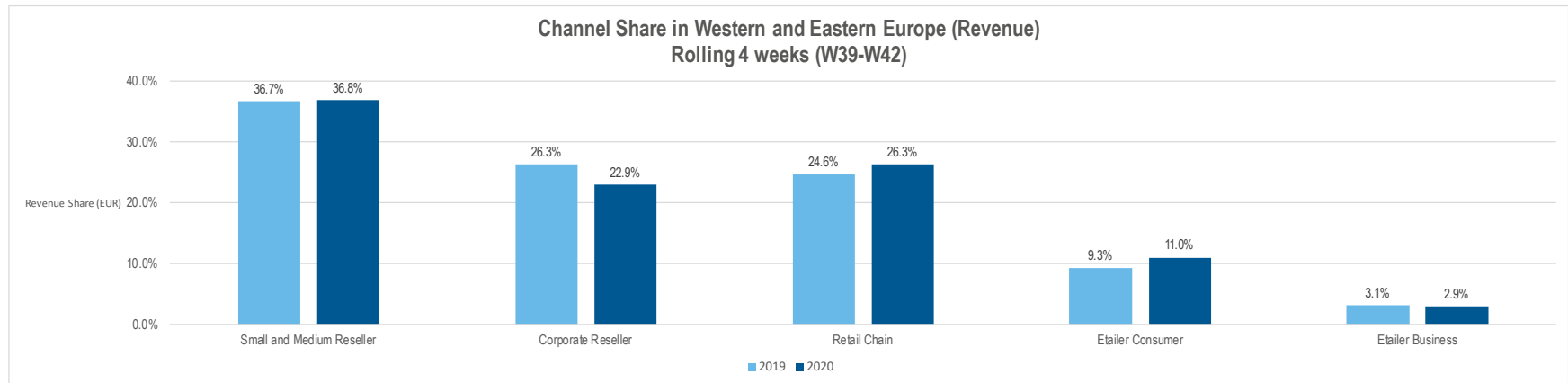
% Change in sales through IT Distribution in Euros

4 Weeks to Week 42 (to October 18 2020) vs Same Period 2019

Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel	WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Portugal	Finland	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-4%	-10%	-4%	-14%	-6%	-28%	-23%	-38%	-12%	-1%	-45%	-26%	-25%	-3%	6%	-13%	29%	-28%	-41%	-11%	3%	-9%
	Small and Medium Reseller	-3%	12%	13%	6%	2%	-2%	-4%	7%	-7%	20%	-6%	-8%	-22%	1%	5%	17%	15%	16%	-5%	3%	10%	5%
	Etailer Business	2%	17%	0%	16%	-22%	-9%	-20%	-14%	36%	-26%	-48%	-40%	-19%	-16%	-12%	24%	-2%	-27%	-26%	1%	-6%	0%
Retail Channels	Etailer Consumer	26%	29%	50%	9%	48%	19%	-81%	26%	20%	67%	18%	-27%	47%	16%	-16%	71%	15%	70%	-38%	26%	14%	24%
	Retail Chain	-7%	7%	11%	-14%	0%	15%	41%	16%	-10%	16%	-1%	27%	105%	19%	26%	57%	25%	122%	3%	4%	38%	11%



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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 42 (to October 18 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W41	Rank-W42	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			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	➡ Mobile Computing	-5%	50%	77%	43%	50%	-18%	-8%	39%	12%	-10%	10%	-28%	-21%	46%	10%	44%	66%	-7%	12%	27%	25%	27%
2	2	➡ Software and Licences	16%	-7%	22%	-13%	3%	-13%	-14%	-41%	-16%	22%	-6%	1%	-4%	4%	28%	10%	10%	1%	-18%	-1%	15%	0%
3	3	➡ Telecommunications	-32%	-2%	-41%	-31%	-43%	-14%	-17%	-51%	-31%	36%	-58%	-3%	-75%	-38%	-47%	21%	-3%	76%	8%	-30%	-2%	-26%
4	4	➡ Printing Consumables	15%	-18%	-17%	6%	-31%	9%	-16%	-17%	-34%	-19%	-21%	-33%	14%	-10%	-31%	-18%	-27%	13%	54%	-6%	-23%	-9%
5	5	➡ Displays	-3%	-20%	2%	-5%	9%	6%	-1%	-7%	-2%	14%	24%	-39%	-12%	5%	7%	-7%	14%	-18%	-15%	-5%	1%	-5%
6	6	➡ Disk Storage	-25%	-25%	-7%	-5%	-1%	-23%	-45%	-19%	-3%	29%	-22%	-28%	-29%	-15%	24%	16%	-2%	-45%	-57%	-19%	15%	-12%
7	7	➡ Warranties and Services	3%	-20%	-20%	-9%	2%	-34%	-29%	-8%	-24%	-15%	-27%	-7%	-42%	5%	25%	60%	35%	-19%	-31%	-12%	27%	-9%
8	8	➡ Computing Components	-31%	-9%	-3%	-32%	-4%	0%	-4%	-14%	-41%	50%	-40%	-32%	-41%	-6%	-18%	13%	-7%	79%	-73%	-19%	-12%	-17%
9	9	➡ Desktop Computing	-31%	-41%	0%	-8%	-25%	-42%	-52%	-14%	-11%	-33%	-26%	-47%	-38%	-40%	-14%	-25%	-9%	-50%	-35%	-27%	-18%	-25%
11	10	⬆ Audio-Video Systems	47%	15%	25%	55%	22%	245%	-6%	56%	51%	169%	77%	32%	34%	78%	18%	-16%	140%	-7%	49%	51%	26%	49%
10	11	⬇ Printing	-8%	-17%	-10%	-7%	-29%	-26%	-34%	13%	-22%	-36%	-16%	-31%	-11%	-32%	-23%	-6%	0%	-12%	-41%	-14%	-19%	-15%
12	12	➡ Computing Accessories	40%	38%	71%	44%	32%	11%	3%	33%	20%	23%	36%	0%	11%	41%	35%	15%	39%	37%	15%	35%	28%	34%
13	13	➡ Networking Systems	-12%	-30%	-11%	-18%	-28%	-39%	-10%	-9%	18%	-46%	-24%	-32%	-20%	-15%	24%	2%	38%	-36%	-15%	-20%	17%	-13%
14	14	➡ Server Computing	3%	49%	-27%	-12%	3%	-62%	-22%	16%	27%	-42%	-34%	31%	-53%	25%	-28%	10%	-39%	21%	-67%	-5%	-23%	-10%
15	15	➡ Wearable Devices	10%	45%	132%	287%	45%	34%	53%	13%	106%	281%	19%	-50%	-13%	44%	-13%	224%	84%	29%	-21%	60%	81%	63%
16	16	➡ Data Center Networking and Security	-21%	-10%	23%	-43%	-6%	-23%	-44%	-55%	19%	-56%	-45%	-50%	-37%	-16%	93%	-37%	313%	-37%	165%	-20%	69%	-8%
17	17	➡ Wireless Networking	1%	-11%	16%	12%	-22%	7%	21%	29%	-24%	-17%	16%	41%	92%	8%	17%	-12%	89%	-54%	-22%	3%	8%	4%
18	18	➡ Power Equipment	-8%	-8%	10%	-1%	-21%	-6%	-2%	-6%	-26%	-10%	3%	-31%	-18%	5%	10%	1%	18%	-18%	-6%	-6%	8%	-2%
19	19	➡ Other Networking Equipment	-17%	-24%	37%	-16%	18%	-46%	-16%	-2%	-16%	0%	43%	-27%	-54%	-5%	-18%	-3%	159%	6%	-18%	-14%	-13%	-13%
20	20	➡ Connectivity	1%	-17%	5%	4%	28%	-20%	24%	6%	-3%	-1%	24%	-26%	-17%	-9%	-3%	-6%	-12%	22%	-13%	-2%	-5%	-2%
23	21	⬆ Smart Home and Office	22%	-31%	-29%	121%	11%	-66%	2%	12%	-7%	141%	10%	-6%	-53%	61%	200%	98%	109%	1441%	60%	-8%	169%	2%
21	22	⬇ Removable Storage	-22%	-30%	2%	16%	-33%	91%	41%	0%	-31%	-3%	-71%	-40%	-43%	47%	6%	-15%	-10%	15%	-20%	-12%	-6%	-11%
22	23	⬇ Electronics	-2%	-3%	0%	34%	19%	121%	-23%	47%	-44%	181%	-14%	-42%	135%	4%	-12%	-17%	62%	-80%	51%	14%	1%	10%
25	24	⬆ Games Consoles	-18%		0%	71%	2%	221%	32%	20%	-74%	228%	8%	-42%	1501%	-35%	-22%	-8%	-87%	46%	79%	14%	-36%	-10%
24	25	➡ Unified Communications	-16%	-43%	-31%	-37%	-39%	41%	-58%	-49%	-44%	-80%	-57%	-52%	29%	-35%	15%	0%	-23%	-38%	243%	-29%	10%	-21%
26	26	➡ Scanner Imaging	19%	-58%	1%	0%	6%	-39%	-51%	-18%	-23%	-33%	38%	69%	35%	-44%	-46%	-68%	-24%	-31%	-2%	-13%	-47%	-21%
27	27	➡ Security	32%	-4%	-15%	27%	-7%	-4%	-61%	50%	15%	-23%	-92%	622%	-84%	-75%	39%	-71%	47%	33%	-14%	-12%	27%	1%
28	28	➡ Tape Storage	-32%	-36%	-58%	-42%	-21%	123%	-11%	30%	-50%	-34%	59%	-19%	-54%	-55%	133%	61%	-39%	-56%	-88%	-28%	76%	-17%
29	29	➡ Terminals, Thin Clients and Points of Sales	-21%	-68%	-16%	-53%	-49%	14%	-84%	-10%	-45%	-63%	247%	-27%	-78%	26%	47%	7%	35%	-57%	-81%	-31%	39%	-23%
30	30	➡ Photo and Video Cameras	-43%	-57%	66%	-66%	286%	-32%	23%	-31%	-70%	-80%	106%	-54%	526%	-43%	-22%	-63%	1%	37%	-30%	-3%	-25%	-15%

CONTEXT Covid-19 Weekly Report

Largest Industries Consumer
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Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 42 (to October 18 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-W41	Rank-W42	Industry Sector	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	➡ Mobile Computing	12%	39%	34%	58%	9%	43%	11%	56%	-4%	41%	21%	24%	73%	14%	3%	54%	22%	43%	88%	24%	25%	24%
2	2	➡ Software and Licences	54%	-28%	110%	78%	130%	94%	-148%	750%	124%	256%	135%	1523%	65%	245%	112%	41%	77%	517%	-19%	85%	69%	82%
3	3	➡ Telecommunications	-48%	-22%	-3%	-68%	-30%	-60%	6%	-27%	-22%	-19%	-49%	-18%	6%	-7%	-44%	92%	16%	286%	-3%	-32%	33%	-24%
4	4	➡ Printing Consumables	31%	-5%	-2%	-7%	-15%	8%	8%	-10%	-51%	-8%	-6%	-16%	61%	34%	-22%	24%	-28%	25%	2%	0%	-13%	-2%
5	5	➡ Displays	49%	60%	-12%	100%	115%	53%	121%	130%	-44%	127%	32%	58%	209%	85%	134%	48%	36%	67%	63%	43%	77%	52%
6	6	➡ Disk Storage	41%	0%	-52%	-7%	8%	18%	5%	114%	29%	97%	74%	32%	48%	37%	48%	34%	22%	76%	-67%	20%	35%	25%
7	7	➡ Warranties and Services	-2%	63%	7%	48%	136%	203%	366%	857%	25%	-28%	1979%	19%	926%	37%	-40%	175%	351%	712%	783%	47%	26%	45%
8	8	➡ Computing Components	54%	37%	158%	-8%	60%	95%	-14%	35%	15%	97%	153%	-41%	-11%	39%	-7%	16%	59%	51%	-73%	42%	5%	27%
9	9	➡ Desktop Computing	27%	16%	8%	27%	4%	13%	-20%	12%	-49%	12%	46%	16%	40%	18%	-4%	85%	-4%	297%	85%	14%	14%	14%
11	10	⬆ Audio-Video Systems	36%	20%	63%	10%	134%	6%	46%	-26%	23%	63%	68%	-29%	124%	-6%	123%	125%	51%	71%	-51%	31%	92%	38%
10	11	⬇ Printing	12%	53%	30%	28%	4%	47%	29%	19%	7%	27%	-11%	54%	86%	14%	-10%	43%	-10%	103%	90%	22%	4%	16%
12	12	➡ Computing Accessories	56%	49%	39%	-4%	60%	49%	39%	47%	60%	14%	19%	-8%	-15%	35%	24%	67%	60%	52%	84%	40%	49%	41%
13	13	➡ Networking Systems	44%	-1%	102%	127%	67%	117%	29%	-1%	73%	150%	23%	40%	126%	-5%	38%	167%	62%	65%	-38%	49%	56%	50%
14	14	➡ Server Computing	206%	16%	263%	944%	167%	15%	-1127%	656%	496%	1373%	1528%	1048%	875%	115%	842%	91%	-38%	1719%	435%	242%	361%	284%
15	15	➡ Wearable Devices	-9%	41%	97%	-42%	146%	33%	195%	-7%	197%	116%	191%	-18%	77%	91%	118%	325%	90%	29%	-9%	48%	139%	58%
16	16	➡ Data Center Networking and Security	9%	240%	287%	73%	79%	219%	279%	126%	-93%	127%	3988%	-34%	76%	328%	792%	519%	21%	2818%	1034%	64%	668%	128%
17	17	➡ Wireless Networking	55%	-18%	112%	52%	66%	77%	7%	53%	20%	76%	55%	33%	24%	64%	51%	180%	174%	51%	-24%	42%	94%	48%
18	18	➡ Power Equipment	87%	7%	-2%	25%	16%	53%	60%	145%	14%	11%	-13%	162%	66%	32%	43%	85%	1%	100%	71%	41%	46%	43%
19	19	➡ Other Networking Equipment	24%	51%	47%	43%	80%	43%	-16%	85%	33%	57%	161%	18%	9%	-25%	263%	69%	139%	8%	-28%	36%	176%	44%
20	20	➡ Connectivity	24%	-16%	-12%	39%	5%	28%	-34%	21%	5%	-6%	83%	6%	32%	0%	38%	14%	31%	69%	8%	9%	25%	11%
23	21	⬆ Smart Home and Office	27%	43%	4%	-38%	47%	36%	-22%	-12%	-81%	257%	313%	-33%	191%	11%	138%	814%	7%	4565%	117%	10%	402%	15%
21	22	⬇ Removable Storage	-8%	-44%	-41%	163%	-51%	-11%	71%	8%	-37%	-13%	-29%	-12%	6%	-3%	28%	-20%	-3%	32%	-19%	-20%	-4%	-16%
22	23	⬇ Electronics	2%	-9%	-7%	104%	-39%	28%	-24%	-32%	-16%	151%	-70%	-77%	643%	-70%	374%	-18%	185%	-28%	-14%	-4%	91%	12%
25	24	⬆ Games Consoles	-16%		-52%	9%	32%	15%	310%	-60%	10%	-60%	-16%	-26%	843%	84%	10%	-57%	-50%	-35%	59%	-9%	-52%	-30%
24	25	⬇ Unified Communications	49%	-35%	131%	6%	94%	41%	-16%	-1%	-82%	-71%		-46%	2039%	18%	69%	-50%	-14%	17%	-57%	39%	-5%	35%
26	26	➡ Scanner Imaging	112%	-27%	-4%	52%	22%	-10%	64%	169%	-34%	250%	14%	91%	454%	72%	164%	25%	36%	108%	85%	42%	103%	52%
27	27	➡ Security	33%	-5%	-28%	-55%	76%	7%	7%	10%	-32%	307%	522%	51%	-13%	3%	-36%	144%	142%	559%	4%	-5%	76%	0%
28	28	➡ Tape Storage	114%	479%	-65%	5475%	2782%	-17%	-62%	125%	-81%	849%	-95%	-39%	2693%	50%	-13%	5518%	271%	799%	3315%	227%	261%	229%
29	29	➡ Terminals, Thin Clients and Points of Sales	407%	-93%	374%	-13%	-59%	49%	-87%	24%	-41%	109%	-106%	639%	-68%	31%	364%	-76%	-1113%	1297%		-29%	268%	11%
30	30	➡ Photo and Video Cameras	116%	-17%	-56%	-34%	-45%	-17%	-40%		-80%	-94%	-15%	-57%	-98%	-74%	-45%	56%	32%	43%	-60%	-41%	35%	-4%

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 42 (to October 18 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-W41	Rank-W42	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	-4%	48%	81%	49%	59%	-11%	4%	47%	13%	-11%	3%	-31%	-11%	63%	14%	58%	62%	-3%	13%	31%	30%	31%
2	2	👉 Warranties and Services	3%	-20%	-20%	-9%	2%	-34%	-29%	-8%	-24%	-15%	-27%	-7%	-42%	5%	25%	60%	35%	-19%	-31%	-12%	27%	-9%
3	3	👉 Smartphones	-39%	-4%	-42%	-36%	-45%	-28%	-18%	-56%	-35%	38%	-60%	-7%	-78%	-43%	-69%	25%	-3%	91%	4%	-33%	-3%	-29%
5	4	👈 Toner	15%	-18%	-17%	2%	-44%	7%	-13%	-21%	-12%	-29%	-26%	-37%	6%	-14%	-36%	-29%	-25%	34%	70%	-8%	-29%	-12%
4	5	👈 Desktops	-30%	-40%	2%	-7%	-24%	-42%	-53%	-12%	-7%	-32%	-25%	-47%	-30%	-39%	-13%	-29%	-5%	-54%	-31%	-26%	-17%	-24%
6	6	👉 Tablet PCs	-9%	52%	66%	24%	16%	-35%	-37%	20%	4%	14%	69%	5%	-55%	-1%	-14%	-17%	110%	-52%	1%	15%	5%	14%
7	7	👉 Security Software	52%	1%	14%	-1%	-11%	-44%	-15%	-4%	-8%	-10%	-9%	-61%	5%	21%	84%	19%	10%	-44%	16%	8%	54%	10%
8	8	👉 Monitors	4%	-3%	12%	13%	29%	33%	17%	35%	-5%	45%	-38%	-46%	27%	20%	-24%	-5%	10%	-17%	-14%	10%	-17%	4%
9	9	👉 Office Applications Software	-18%	-8%	24%	-16%	68%	4%	0%	-10%	3%	-6%	20%	14%	4%	-1%	-6%	10%	17%	-11%	20%	-2%	2%	-2%
11	10	👈 Ink Cartridges and Tanks	20%	-11%	-19%	19%	-19%	21%	-17%	-10%	-55%	66%	-2%	-20%	46%	-8%	-27%	-3%	-40%	-3%	-5%	0%	-18%	-2%
10	11	👈 Data Management Software	26%	-14%	82%	-32%	-2%	-21%	-4%	15%	45%	13%	25%	-15%	8%	-33%	-18%	38%	26%	-8%	-9%	2%	12%	3%
12	12	👈 Network Switches	-10%	-28%	-10%	-18%	-5%	-43%	-9%	-6%	30%	-43%	-15%	-28%	-21%	-1%	23%	1%	26%	-24%	-16%	-15%	16%	-10%
16	13	👈 Headsets/Headphones and Microphones	48%	34%	28%	79%	22%	359%	-3%	73%	65%	180%	101%	34%	45%	104%	73%	-13%	161%	-11%	64%	67%	47%	66%
14	14	👉 Operating Systems Software	-23%	-18%	-8%	-7%	-11%	-28%	16%	-20%	-4%	1%	-17%	2%	-24%	-13%	52%	-15%	-11%	-11%	-32%	-15%	16%	-12%
15	15	👉 Solid State Drives (SSDs)	-13%	-20%	-10%	-5%	12%	2%	-21%	-17%	-32%	15%	-39%	76%	-5%	-3%	26%	36%	10%	-49%	-67%	-7%	-11%	9%
18	16	👈 Disk Arrays	-16%	-33%	38%	-1%	30%	-29%	-62%	-25%	77%	97%	-3%	-89%	-17%	-13%	78%	41%	-25%	14%	-73%	-14%	70%	6%
13	17	👈 Processors	-39%	-11%	5%	-44%	-4%	-20%	10%	-29%	-42%	77%	-51%	-55%	-50%	-9%	-38%	13%	11%	208%	-83%	-27%	-23%	-26%
19	18	👈 Servers (PC/Mac)	-21%	10%	-2%	-24%	7%	-55%	-9%	16%	0%	-43%	-17%	36%	-18%	-8%	-30%	-4%	-23%	15%	-48%	-15%	-23%	-17%
17	19	👈 Graphics and Design Software	-7%	-11%	-4%	-11%	11%	-30%	21%	-20%	-27%	-11%	-6%	-63%	-33%	-24%	79%	2%	-6%	-40%	1%	-10%	4%	-9%
20	20	👉 Hard Disk Drives (HDDs)	-40%	-20%	-30%	-5%	-32%	-53%	-40%	-20%	6%	-1%	12%	-37%	-59%	-24%	-35%	-15%	-3%	-42%	-37%	-30%	-29%	-30%
21	21	👈 RAM Memory	-20%	-15%	-14%	-14%	10%	29%	-6%	27%	-42%	35%	-12%	-32%	-26%	-7%	5%	7%	-26%	-19%	-58%	-12%	1%	-9%
23	22	👈 Large Format Displays	-14%	-29%	-6%	-36%	-17%	-18%	-20%	-44%	-15%	-23%	290%	-38%	-40%	-16%	-1%	47%	-27%	-63%	-10%	-22%	-2%	-21%
22	23	👈 Virtualisation Software	47%	38%	92%	7%	-57%	-16%	-11%	39%	-4%	222%	105%	-7%	-18%	52%	55%	69%	80%	31%	-25%	29%	56%	31%
24	24	👉 Network Management Software	11%	34%	-23%	-24%	51%	-50%	-6%	-30%	11%	-11%	99%	56%	-56%	50%	0%	106%	111%	79%	-39%	8%	33%	10%
25	25	👉 Network Management and Security Appliances	-6%	-15%	2%	-4%	-29%	14%	-42%	-46%	-15%	-44%	-29%	-40%	-22%	-3%	36%	-24%	63%	-24%	129%	-12%	32%	-8%
27	26	👈 Docking Stations	23%	50%	113%	100%	6%	14%	-13%	66%	45%	37%	35%	-10%	16%	66%	5%	-10%	4%	39%	91%	38%	7%	36%
26	27	👈 All-in-One Lasers	-3%	-27%	-10%	13%	-22%	-42%	-30%	40%	-29%	-41%	-32%	-25%	28%	-27%	-26%	-11%	35%	25%	-60%	-13%	-22%	-16%
28	28	👈 Wireless Access Points	3%	-11%	16%	15%	-19%	9%	23%	37%	-18%	-9%	30%	38%	99%	3%	33%	-11%	70%	-59%	-20%	5%	13%	6%
29	29	👈 Transceivers	-21%	-34%	63%	-17%	19%	-54%	-15%	-15%	-2%	-21%	58%	-34%	-58%	60%	55%	-7%	29%	31%	-25%	-14%	45%	-2%
31	30	👈 Database Management Software	13%	-34%	-21%	13%	38%	-14%	7%	44%	-57%	0%	-74%	85%	-16%	10%	-72%	-60%	-48%	88%	-32%	-6%	-56%	-13%
30	31	👈 Notebook Workstations	21%	80%	59%	42%	16%	-28%	-33%	-3%	41%	-39%	40%	-36%	-24%	14%	-61%	-35%	-19%	-18%	19%	21%	-40%	13%
32	32	👉 Uninterruptable Power Supplies (UPS)	7%	-6%	3%	7%	-27%	-18%	-1%	-17%	-23%	-50%	4%	-35%	-12%	-3%	-5%	-25%	0%	-47%	-12%	-3%	-8%	-5%
33	33	👉 Cables and Connectivity Adapters	1%	-14%	5%	6%	30%	-25%	23%	8%	-4%	4%	25%	-27%	8%	-12%	5%	-6%	-15%	29%	-12%	-1%	0%	-1%
39	34	👈 Desktop Workstations (PC/Mac)	-37%	-47%	-10%	-12%	-40%	-39%	-39%	-22%	-41%	-34%	-43%	-51%	-65%	-48%	-22%	24%	-35%	16%	-53%	-33%	-18%	-30%
37	35	👈 All-in-One Inkjets	-18%	41%	4%	-1%	-1%	-2%	-52%	-28%	-7%	-12%	104%	-64%	41%	-10%	-44%	20%	13%	-16%	28%	-3%	-5%	-3%
34	36	👈 Developer Tools Software	-18%	15%	120%	-25%	-20%	1%	64%	179%	-30%	17%	387%	43%	115%	0%	-68%	146%	66%	56%	-66%	14%	12%	14%
35	37	👈 Network Routers	-28%	-39%	-13%	-23%	-50%	-2%	-18%	-42%	-53%	-76%	-61%	-56%	-15%	-67%	27%	6%	92%	-60%	-12%	-38%	20%	-26%
36	38	👈 Televisions	-67%	-25%	-27%	-21%	60%	-5%	2%	-71%	59%	-75%	447%	23%	-81%	-26%	1058%	-27%	69%	31%	-32%	-15%	97%	12%
38	39	👈 Integrated Systems	-13%	348%	-63%	137%	28%	-75%	-32%	15%	448%	-66%	-87%	37%	-95%	374%	-58%	-23%	-71%	339%	-100%	25%	-54%	18%
40	40	👉 Long Life Consumables	-2%	-36%	-17%	-21%	-17%	0%	-23%	-22%	-37%	-66%	-35%	-27%	-41%	3%	-20%	16%	10%	-13%	328%	-20%	-4%	-17%
41	41	👉 Laser Printers	-1%	-17%	32%	8%	-31%	-34%	-37%	60%	-29%	-52%	14%	-37%	-31%	-16%	-1%	-24%	35%	-57%	5%	-6%	-4%	-6%
43	42	👈 Graphics Cards	-29%	26%	-7%	-24%	-19%	-47%	-10%	-57%	-33%	24%	-36%	-24%	-20%	-28%	20%	20%	-27%	40%	-52%	-15%	10%	-10%
42	43	👈 Keyboards and Keypads	26%	32%	17%	13%	26%	24%	31%	8%	-9%	-37%	23%	5%	25%	49%	26%	-23%	-3%	16%	10%	22%	5%	20%
44	44	👉 Projectors	2%	-46%	25%	7%	-16%	-9%	-20%	-52%	-8%	-49%	-20%	-38%	-54%	-32%	-24%	-23%	4%	-46%	-7%	-14%	-16%	-14%
45	45	👉 Network Expansion Modules	-45%	-12%	119%	-52%	-41%	-67%	-27%	-77%	-62%	-52%	-56%	-77%	-32%	-56%	218%	-58%	220%	-33%	465%	-33%	132%	-15%
46	46	👉 Servers (Unix)	89%	-86%	9%	-3%	-33%	-93%	-90%	484%	75%	-100%	-53%	-100%	119%	3%	528%	-99%		-88%	27%	1%	20%	
47	47	👉 VOIP Systems	-25%	-43%	-31%	-39%	-38%	43%	-57%	-49%	-44%	-80%	-57%	-53%	29%	-35%	28%	4%	-21%	-36%	264%	-32%	21%	-22%

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 42 (to October 18 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-W41	Rank-W42	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	27%	37%	42%	118%	14%	58%	6%	63%	15%	44%	30%	54%	72%	22%	9%	52%	14%	43%	90%	34%	26%	32%	
2	2	➡️ Smartphones	-49%	-19%	-3%	-75%	-30%	-62%	7%	-28%	-20%	-20%	-49%	-18%	5%	-6%	-50%	98%	18%	295%	-2%	-33%	36%	-24%	
3	3	➡️ Tablet PCs	-24%	50%	11%	-13%	-13%	2%	27%	29%	-39%	33%	-20%	-43%	209%	-2%	-28%	72%	104%	42%	72%	-6%	27%	-3%	
4	4	➡️ Monitors	47%	95%	5%	83%	54%	75%	91%	161%	58%	124%	18%	58%	203%	92%	55%	62%	79%	69%	25%	60%	61%	61%	
5	5	➡️ Ink Cartridges and Tanks	33%	-5%	-4%	-9%	-12%	9%	-3%	-12%	-55%	-15%	-4%	-14%	56%	31%	-28%	13%	-22%	16%	-3%	-2%	-13%	-3%	
6	6	➡️ Headsets/Headphones and Microphones	93%	25%	76%	-2%	200%	88%	37%	-23%	28%	80%	94%	-35%	206%	-13%	152%	136%	63%	81%	-54%	44%	107%	52%	
7	7	➡️ Desktops	26%	20%	9%	24%	4%	17%	-27%	4%	-51%	10%	50%	13%	34%	17%	-5%	80%	-5%	282%	94%	14%	13%	13%	
9	8	⬆️ Smart Watches	-9%	83%	112%	-20%	249%	58%	207%	-7%	196%	116%	219%	-19%	77%	120%	311%	227%	143%	39%	-2%	65%	156%	71%	
8	9	⬇️ Processors	73%	59%	261%	-15%	118%	237%	-18%	25%	-10%	75%	246%	-47%	10%	27%	-32%	10%	160%	189%	-86%	53%	-9%	26%	
10	10	➡️ Televisions	35%	6%	-19%	770%	2088%	39%	1272%	-35%	-87%	167%	4545%	29%	449%	78%	2287%	38%	-12%	54%	190%	7%	117%	36%	
11	11	➡️ All-in-One Inkjets	-12%	28%	28%	26%	12%	56%	-39%	-17%	1%	-46%	-14%	69%	48%	10%	-72%	41%	-15%	70%	50%	9%	-17%	3%	
13	12	⬆️ Solid State Drives (SSDs)	37%	23%	-67%	0%	18%	25%	23%	80%	81%	97%	60%	32%	68%	127%	74%	22%	65%	36%	-70%	20%	39%	26%	
12	13	⬇️ Hard Disk Drives (HDDs)	50%	-21%	-4%	-14%	3%	5%	-10%	279%	-18%	41%	96%	-4%	14%	12%	28%	49%	-20%	210%	-74%	15%	26%	19%	
14	14	➡️ All-in-One Lasers	47%	252%	23%	15%	7%	40%	94%	173%	96%	85%	22%	63%	167%	-10%	0%	49%	-8%	93%	225%	43%	7%	26%	
15	15	➡️ Network Routers	22%	9%	116%	108%	62%	70%	32%	-54%	199%	20%	6%	182%	88%	-31%	8%	48%	53%	33%	-77%	34%	12%	28%	
16	16	➡️ Graphics Cards	35%	27%	79%	87%	12%	17%	-9%	26%	97%	189%	-50%	-48%	-92%	51%	35%	5%	-5%	10%	-41%	24%	11%	20%	
17	17	➡️ Toner	30%	-5%	11%	6%	-22%	3%	32%	-5%	-4%	4%	-20%	-25%	59%	40%	-16%	60%	-35%	72%	44%	7%	-10%	3%	
18	18	➡️ Wireless Access Points	52%	-21%	152%	62%	75%	75%	1%	54%	23%	68%	53%	30%	51%	74%	62%	213%	170%	58%	-18%	43%	108%	48%	
19	19	➡️ Digital Media Players	-26%	89%	84%	73%	104%	45%	82%	8%	57%	133%	-43%	5%	73%	24%	144%	45%	142%	2313%	-83%	50%	77%	51%	
20	20	➡️ Network Switches	106%	-15%	40%	158%	75%	158%	20%	322%	18%	232%	54%	-21%	312%	45%	134%	531%	84%	131%	175%	81%	190%	104%	
21	21	➡️ Mice	11%	61%	32%	-7%	6%	2%	39%	-22%	57%	-25%	3%	-4%	-40%	5%	11%	73%	40%	25%	68%	10%	41%	17%	
22	22	➡️ Keyboards and Keypads	20%	53%	18%	-21%	54%	86%	57%	7%	71%	-16%	32%	-16%	69%	45%	45%	41%	36%	30%	109%	28%	42%	31%	
23	23	➡️ Security Software	214%	93%	-26%	200%	31%	149%	264%	596%	66%	-12%	74%	4121%	714%	18%	213%	228%	129%	659%	2453%	196%	226%	198%	
24	24	⬆️ RAM Memory	65%	-23%	86%	45%	30%	100%	1%	93%	20%	140%	87%	-38%	-39%	45%	104%	66%	40%	-3%	-56%	47%	73%	55%	
26	25	⬆️ Warranties and Services	-2%	63%	7%	48%	136%	203%	366%	857%	25%	-28%	1979%	19%	926%	37%	-40%	175%	351%	712%	783%	47%	26%	45%	
30	26	⬆️ Games Accessories	12%		-15%	77%	83%	17%	291%	42%	10%	-60%	299%	27%	1077%	94%	26%	-31%	7%	-35%	9%	34%	-24%	9%	
29	27	⬆️ Laser Printers	26%	69%	34%	65%	-22%	4%	167%	235%	209%	115%	9%	76%	160%	109%	35%	36%	0%	338%	220%	37%	34%	36%	
25	28	⬇️ Smart Bands and Activity Trackers	64%	-31%	80%	-85%	51%	22%	18%	-7%		-60%	46%	384%		-25%	55%	536%	68%	30%	-60%	-2%	138%	26%	
28	29	⬇️ Office Applications Software	-3%	-5%	41%	40%	240%	-7%	6%	121%	9%	286%	62%	95%	435%	221%	2%	35%	27%	476%	186%	29%	41%	33%	
27	30	➡️ Portable Speakers	-93%	5%	19%	13%	127%	-65%	-52%	-93%	-77%	-1130%	-51%	34%	-466%	-77%	-1%	37%	-24%	-48%	-46%	-24%	-4%	-23%	
34	31	⬆️ Mobile Computing Cases	147%	2%	29%	17%	24%	7%	26%	238%	101%	134%	8%	71%	67%	53%	15%	29%	59%	42%	249%	56%	45%	55%	
32	32	➡️ Operating Systems Software	44%	-9%	-6%	34%	61%	-8%	558%	375%	247%	973%	481%	289%	153%	474%	-2%	55%	90%	388%	-56%	97%	38%	73%	
31	33	⬇️ Powerline Devices	35%	1%	79%	40%	74%	51%	-23%	41%	29%	15%	164%	-70%	1296%	-26%	3%	-13%	263%	24%	-71%	36%	20%	36%	
38	34	⬆️ Smart Speakers	17%	-2%	-4%	-45%	23%	-33%	-47%	-47%	-82%	345%	-63%	-100%				136%	-100%	86%		-15%	198%	-14%	
35	35	➡️ NAS Devices	32%	45%	46%	-25%	9%	38%	-49%	-6%	49%	437%	18%	49%	95%		-36%	44%	59%	42%	182%	25%	49%	29%	
37	36	➡️ Cables and Connectivity Adapters	16%	-20%	-9%	37%	3%	25%	-35%	12%	5%	-6%	80%	4%	27%	0%	58%	6%	27%	40%	9%	7%	22%	8%	
33	37	⬇️ Uninterruptable Power Supplies (UPS)	95%	-22%	-51%	78%	-7%	35%	82%	193%	39%	-23%	-34%	22%	282%	31%	46%	79%	4%	136%	164%	33%	48%	41%	
36	38	⬆️ Projectors	12%	-41%	-22%	103%	-7%	23%	64%	22%	38%	-25%	-44%	218%	94%	33%	136%	-16%	24%	127%	43%	12%	22%	14%	
40	39	⬆️ Smartphone Protective Cases	-33%	-72%	-34%	-25%	-76%	-64%	42%	-72%	-87%	-4%	-65%	-23%	55%	-16%	-78%	-78%	-42%	-54%		-39%	-70%	-42%	
39	40	⬇️ IP Cameras	33%	-12%	-28%	-55%	76%	7%	7%	10%	-32%	309%	521%	51%	-13%	3%	-37%	144%	54%	551%	-6%	-7%	50%	-4%	
41	41	⬆️ USB Memory	-2%	-49%	21%	268%	-69%	-10%	183%	7%	-12%	15%	-18%	-14%	-28%	14%	19%	-20%	-1%	2%	-10%	-15%	-8%	-13%	
43	42	➡️ Mobile Phones	-52%	27%	441%	-17%	0%	451%	-39%	-28%	123%	37%	-88%	-27%	500%	-7%	7%	1%	-15%	23%	-19%	-14%	5%	-9%	
42	43	⬇️ Memory Cards	-27%	-40%	-51%	92%	-34%	-24%	48%	-16%	-59%	-34%	-38%	-16%	27%	-56%	35%	-44%	-11%	67%	-10%	-27%	-16%	-24%	
45	44	➡️ Digital Cameras	483%	-2%	49%	510%	-48%	9%	-23%	-1338%	-31%	-87%	-17%	-59%	-76%	229%	-22%	77%	5%	43%	-72%	-33%	39%	7%	
44	45	⬆️ Consoles Fixed	-40%		-84%	-57%	-57%	-45%		-100%		-100%	-100%	-100%	-100%	-63%	-99%	-80%	-71%	486%	83%	-59%	-74%	-67%	

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