

IT Industry Update

30th September 2020
CONTEXT Weekly IT Industry Forum



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TOP TREND REPORTS TO WEEK 38

02

RUSSIA REVIEW – VICTOR IVANOV, COUNTRY MANAGER RUSSIA

03

UPDATE ON QUARTERLY GUIDANCE FOR Q320 + RESELLER METRICS

04

PC UPDATE – MARIE-CHRISTINE PYGOTT, SENIOR ANALYST COMPUTING

THE SOCIAL CONTEXT



- Weekly for half an hour
- Meet people from the Channel
- Themed but open

**Friday 2nd October 11am and 4pm
(UK time)**

Guest speaker for 5 minute
introduction

**Theme: What are we doing for the
Return to Work?**

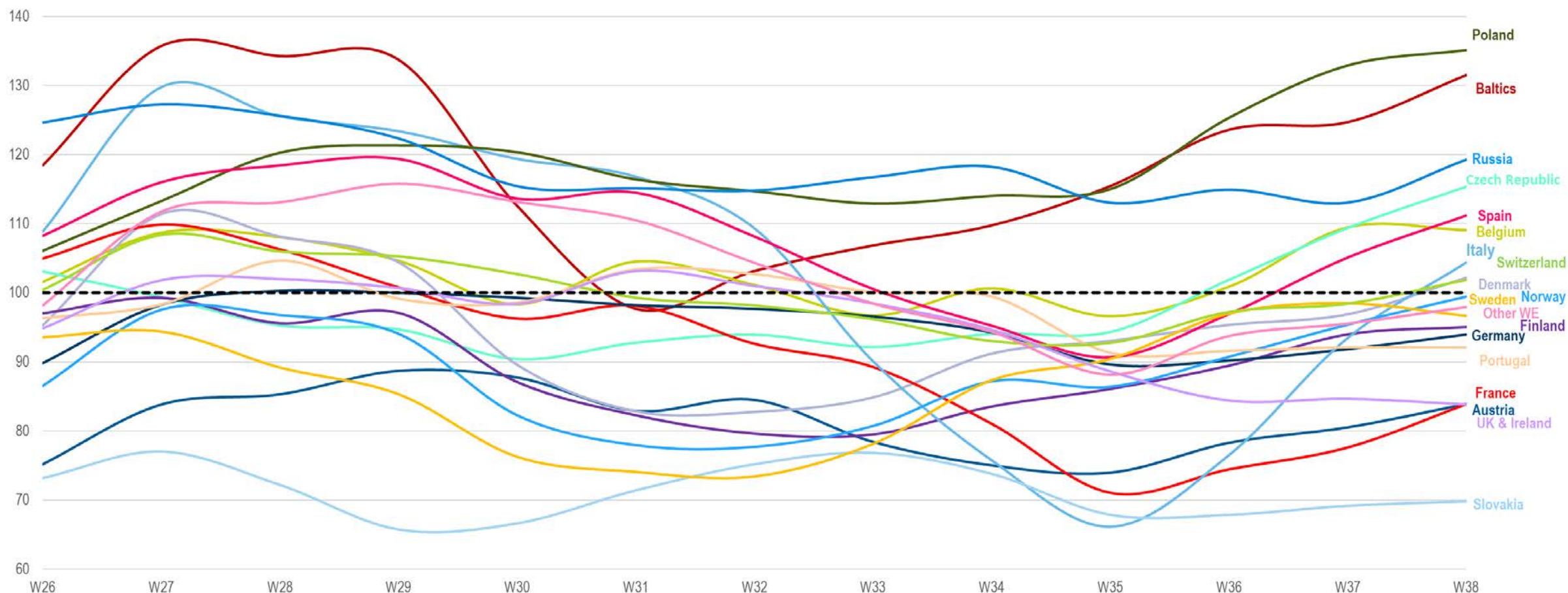
Then breakout into small groups of 8
to network and discuss



David Watts, Managing Director
Tech Data UK & Ireland

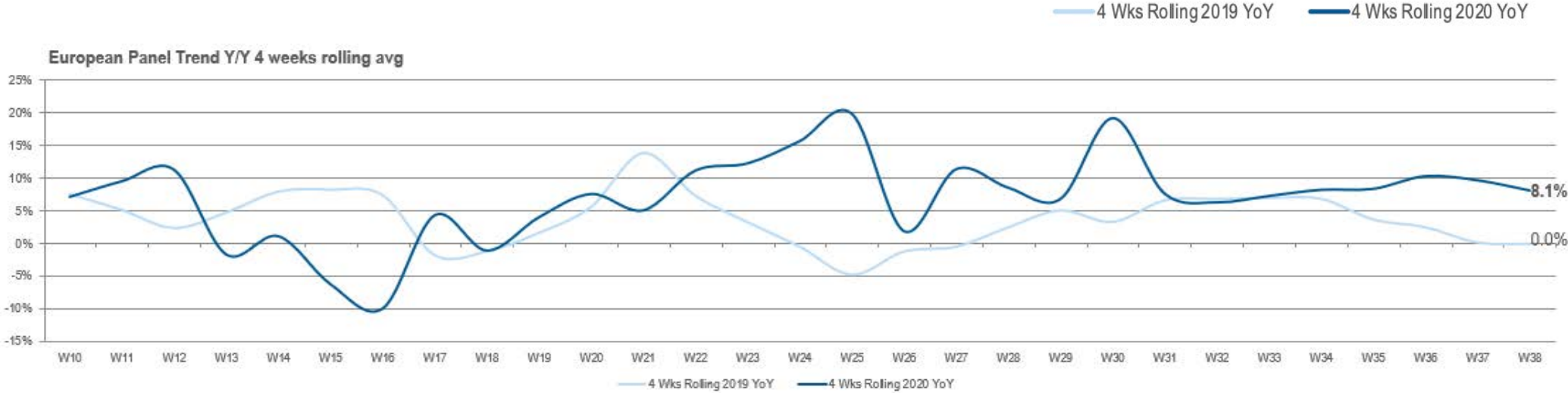
WEEK 38 REMAINS STEADY ACROSS EUROPE – ITALY BACK ABOVE THE LINE

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

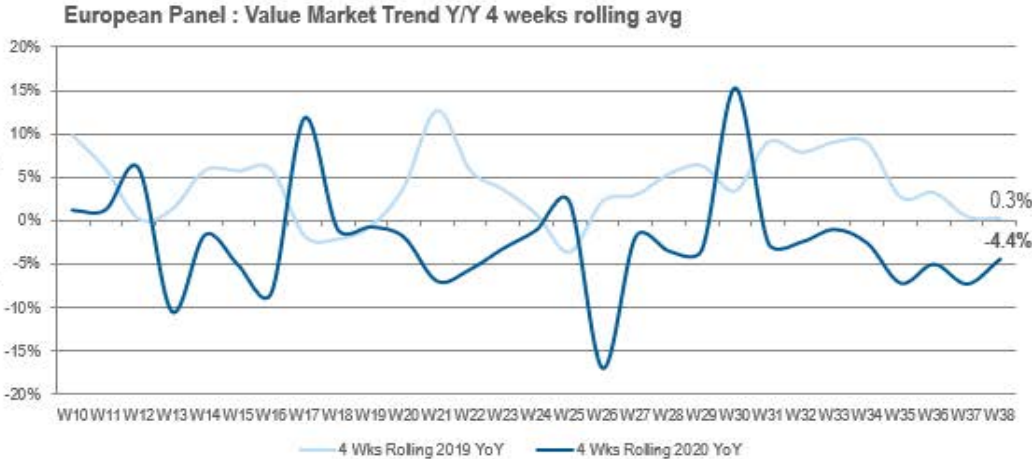


4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland & Norway.

VOLUME CONTINUES TO DRIVE GROWTH



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

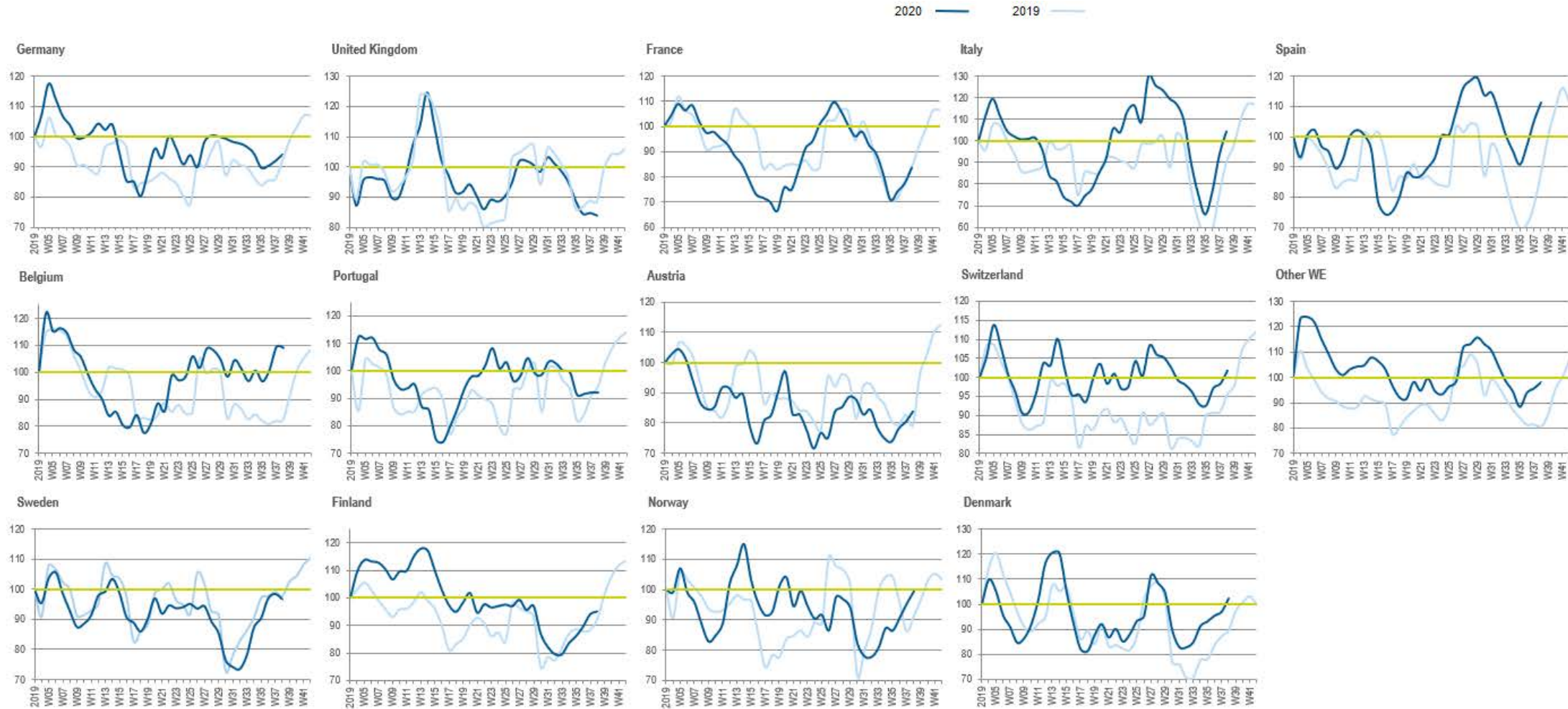


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

WE REVENUE TREND: MOST COUNTRIES STILL ABOVE LAST YEAR

Index Revenue Trend - Western Europe

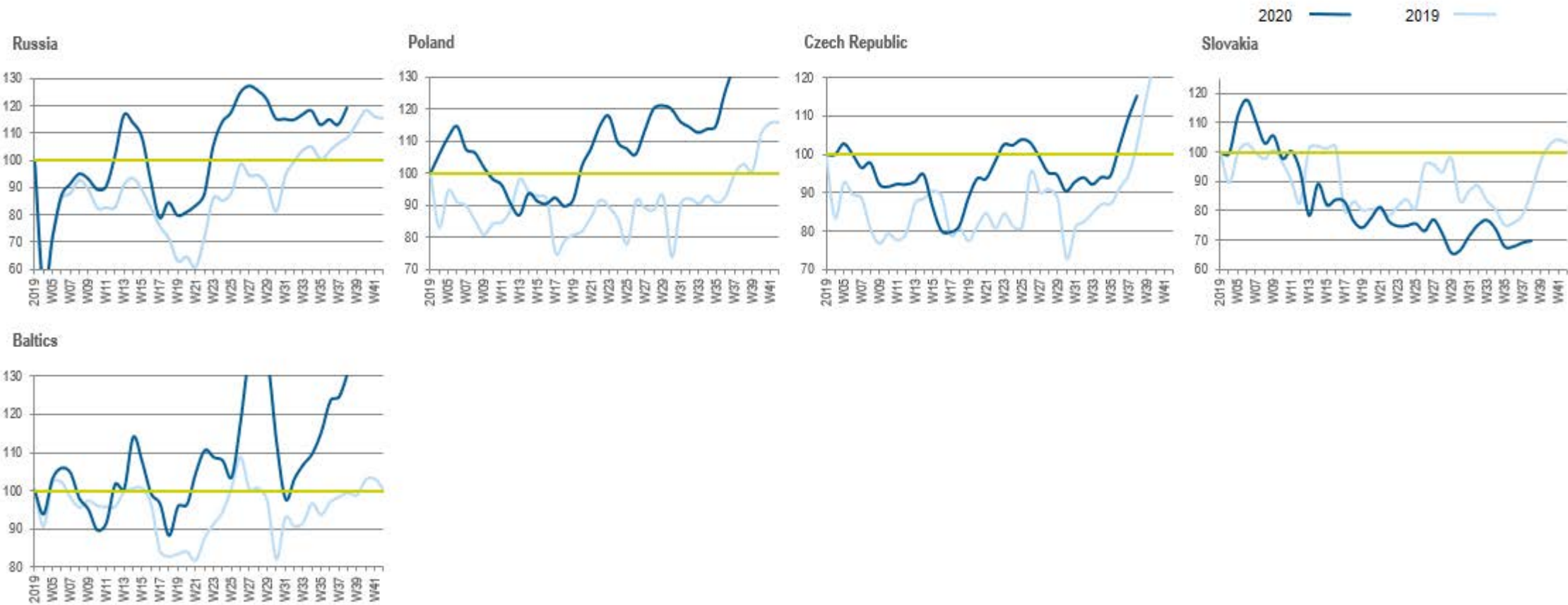
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

EE REVENUE TREND: STILL LOOKING POSITIVE

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



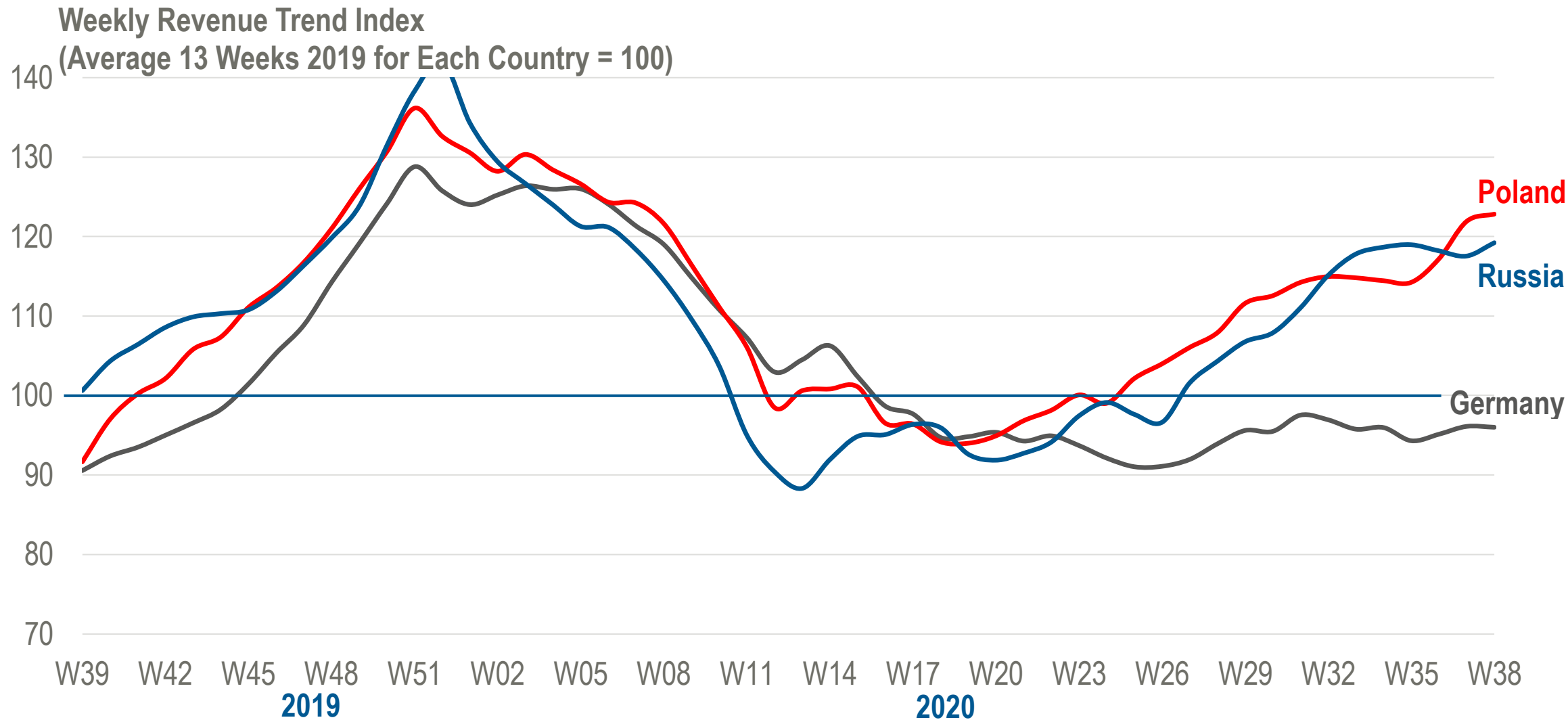
Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway

RUSSIA REVIEW

30th September, 2020



RUSSIA – A STRONG PERFORMANCE IN 2020



13 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany,, Russia, Poland

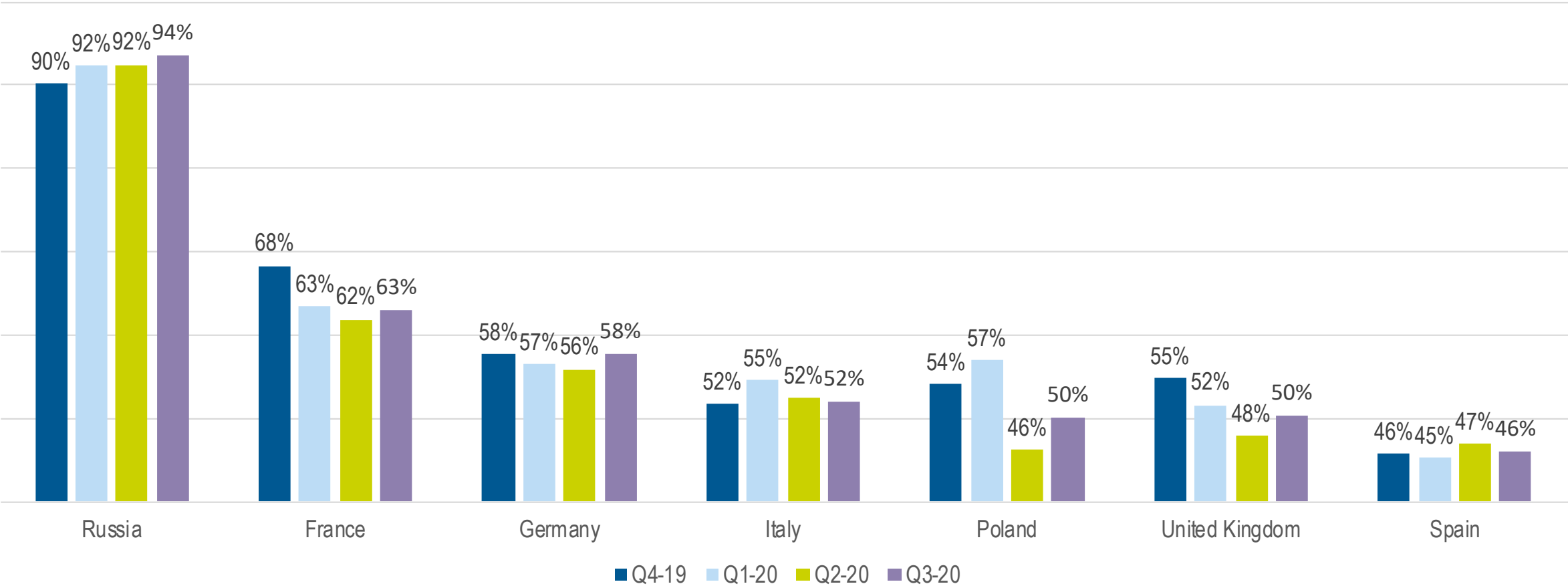
TREND OF GROWING COLLABORATION WITH ONLINE RETAILERS

- Distributors are building presence in all most popular online platforms (marketplaces) in the country
 - as monobrand stores in agreement with a vendor
 - as own marketplaces
- Logistical support is provided by online stores

The logo for AliExpress, featuring the word "AliExpress" in a stylized font with a yellow star above the 'i' in "Ali".The logo for Tmall, featuring the Chinese characters "天猫" (Tianmao) in red, a black cat face icon with white eyes, and the text "TMALL.COM" in red below it.The logo for Ozon, featuring the word "OZON" in a bold, blue, sans-serif font.The logo for Bepi, featuring the word "бepы !" in white Cyrillic script on a purple square background.

RUSSIA – LASER PRINTERS DOMINATE

% Revenues - Laser Printers



Quarterly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Russia, Poland

UPCOMING THREATS

- Further lockdowns – affect economy
- Complicated geopolitical situation: protests in Belorussia, military conflict between Armenia and Azerbaijan
- Depreciation of local currency
- Reduced oil and gas consumption



03

QUARTERLY GUIDANCE

Guidance for the current quarter by business area compared to prior year and previous quarter

Q3 GUIDANCE UPDATE

Continued growth of the Channel of between 1.5% to 4.5%

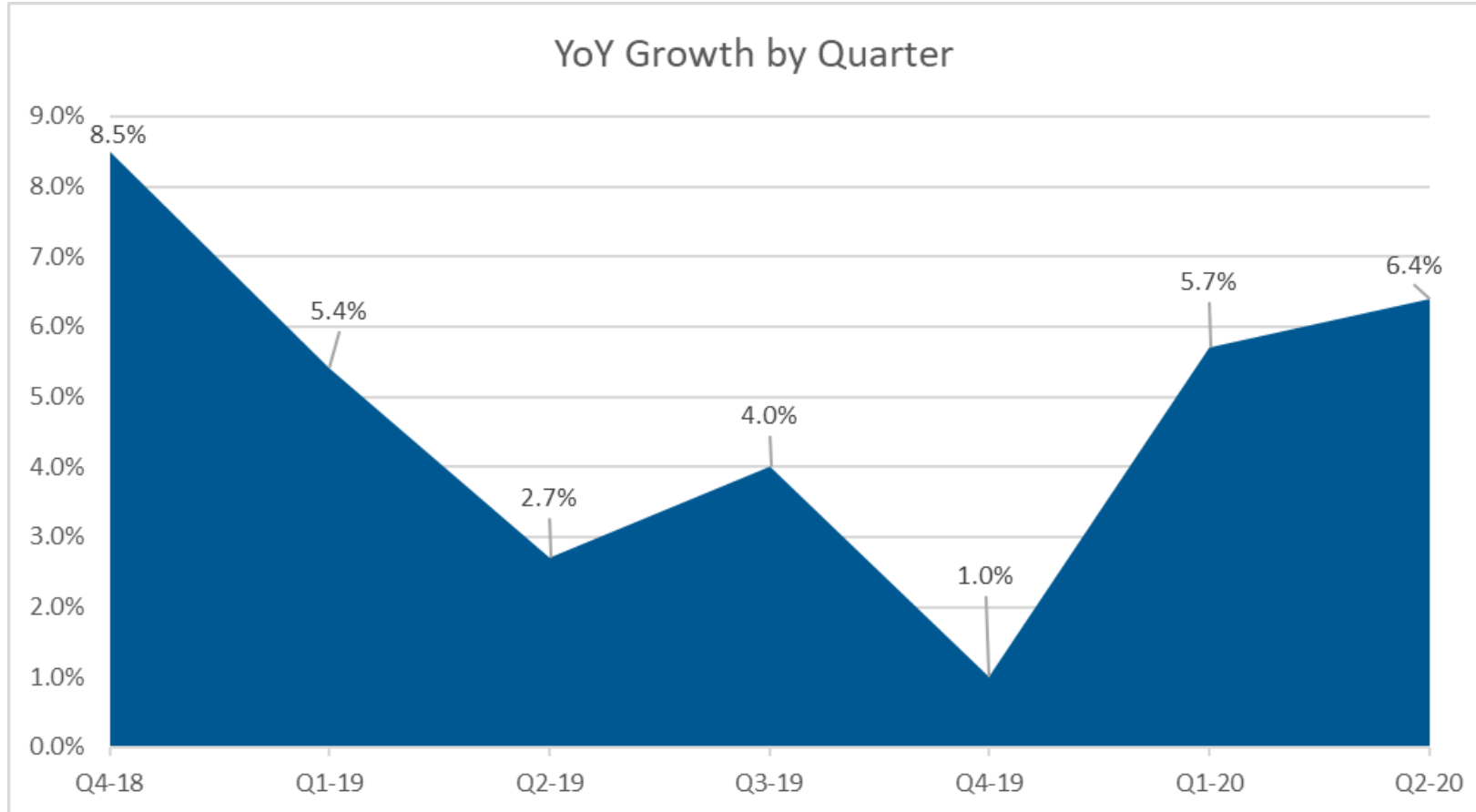
This year's Q3 guidance		Q3 Outlook
Industry Sector	Q3 2020 vs Q3 2019	Q3 2020
	%	
Mobile & desktop computing	6.7%	4,521
Infrastructure & security	-1.0%	2,872
Software & licences	0.0%	2,298
Telecoms	10.0%	2,542
Printing & consumables	-15.1%	1,509
Services	0.0%	966
Displays	-1.1%	963
Computing components	15.0%	967
Computing accessories	12.0%	466
AV Systems	20.0%	544
Other	16.1%	1,090
Total	3.5%	18,738

Q3 GUIDANCE UPDATE

Continued growth of the Channel may exceed 4.5%

Industry Sector	This year's Q3 guidance		Q3 Outlook
	Quarter to date at week 38 vs 2019	Q3 2020 vs Q3 2019	Q3 2020
Mobile & desktop computing	19.4%	6.7%	4521
Infrastructure & security	-4.6%	-1.0%	2872
Software & licences	-0.3%	0.0%	2298
Telecoms	7.9%	10.0%	2542
Printing & consumables	-4.9%	-15.1%	1509
Services	-2.3%	0.0%	966
Displays	5.4%	-1.1%	963
Computing components	1.7%	15.0%	967
Computing accessories	31.1%	12.0%	466
AV Systems	12.5%	20.0%	544
Other	41.0%	16.1%	1090
Total	5.7%	3.5%	18738

WILL Q320 BE ANOTHER 6%+ GROWTH QUARTER?



POTENTIAL GROWTH FACTORS

- Stock Shortages
- 2nd wave uncertainty / government interventions
- Consumer and reseller caution/ Black-out period in anticipation of October activities

04

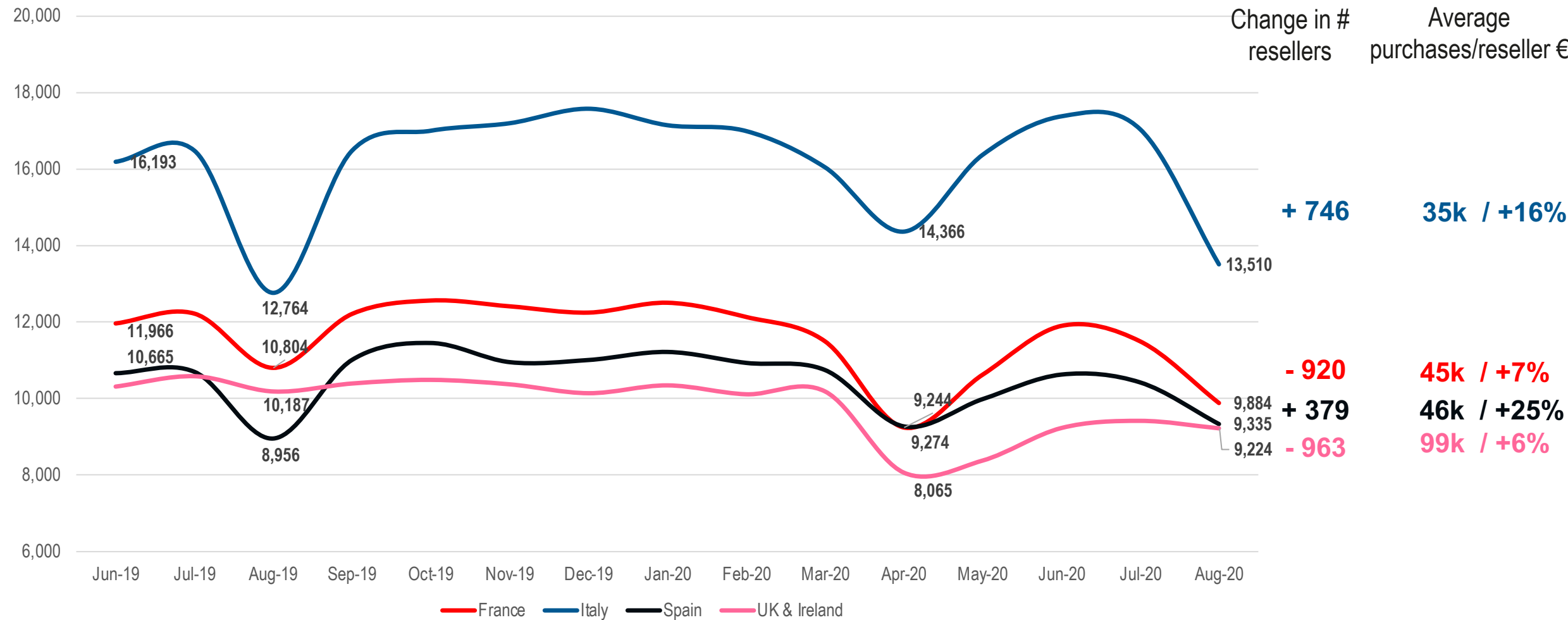
RESELLER METRICS

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

ITALY AND SPAIN RESELLERS KEEPING UP MOMENTUM... ...WHILE FRANCE, UKI STRUGGLE



Reseller Activity - Italy, Spain, France & UKI

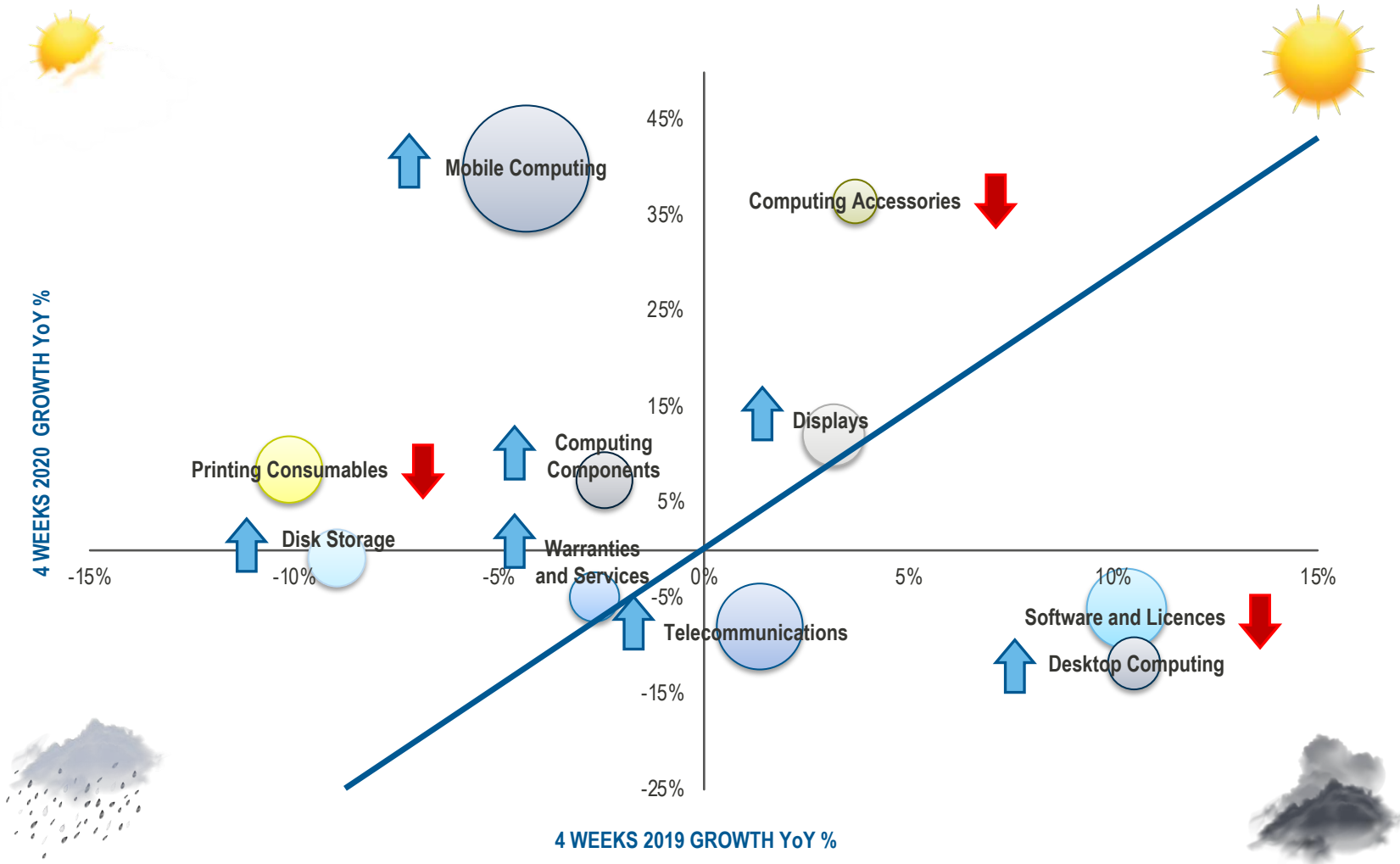


Distribution sell through price of Inkjet MFP products by part number, translated at fixed € exchange rate, each product indexed to the average of week 1-4 2020.

SECTOR/CATEGORY WEATHER MAPS

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

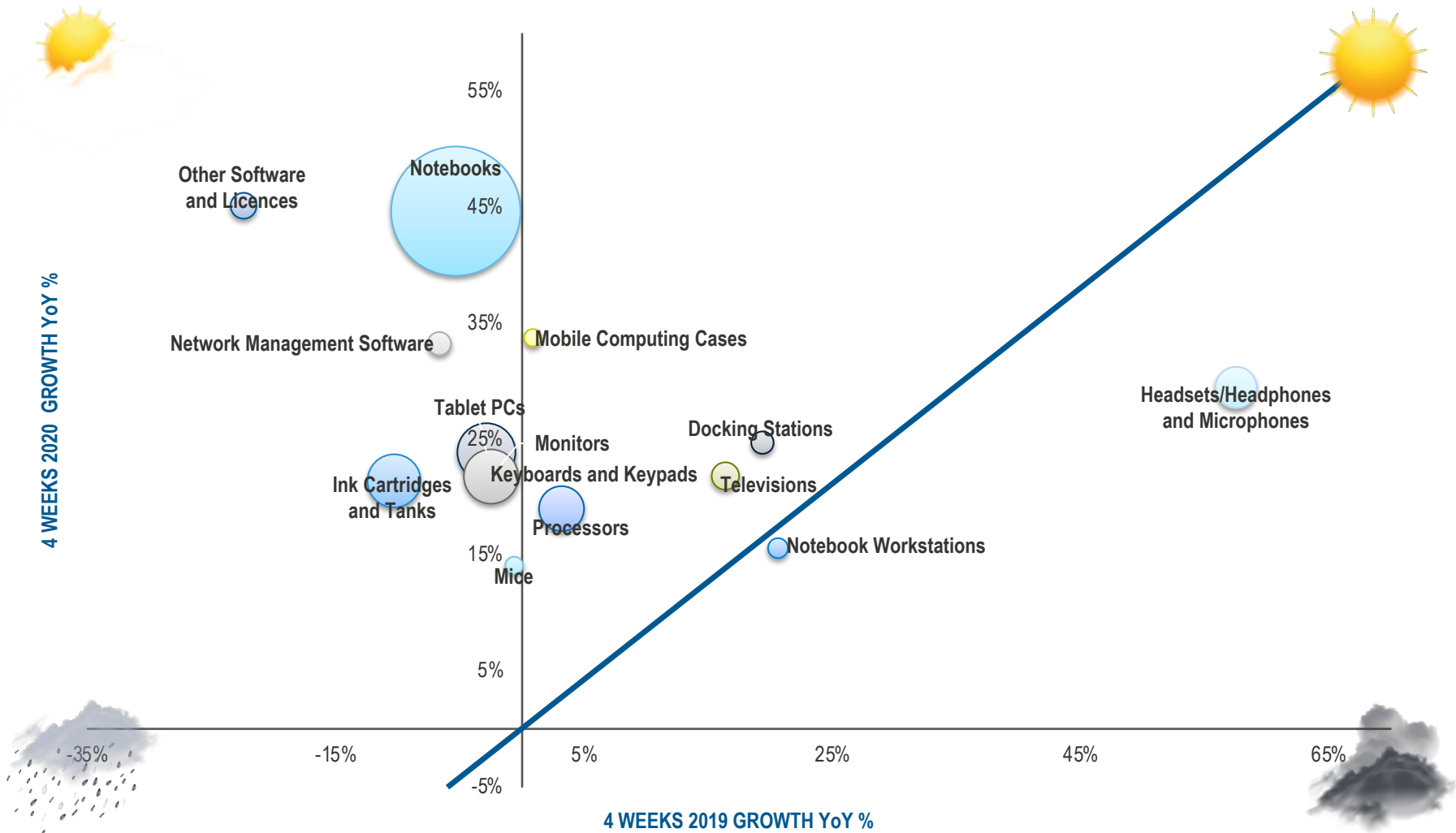
% Change in sales through IT Distribution in €: 4 Weeks to Week 38 (20/09/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

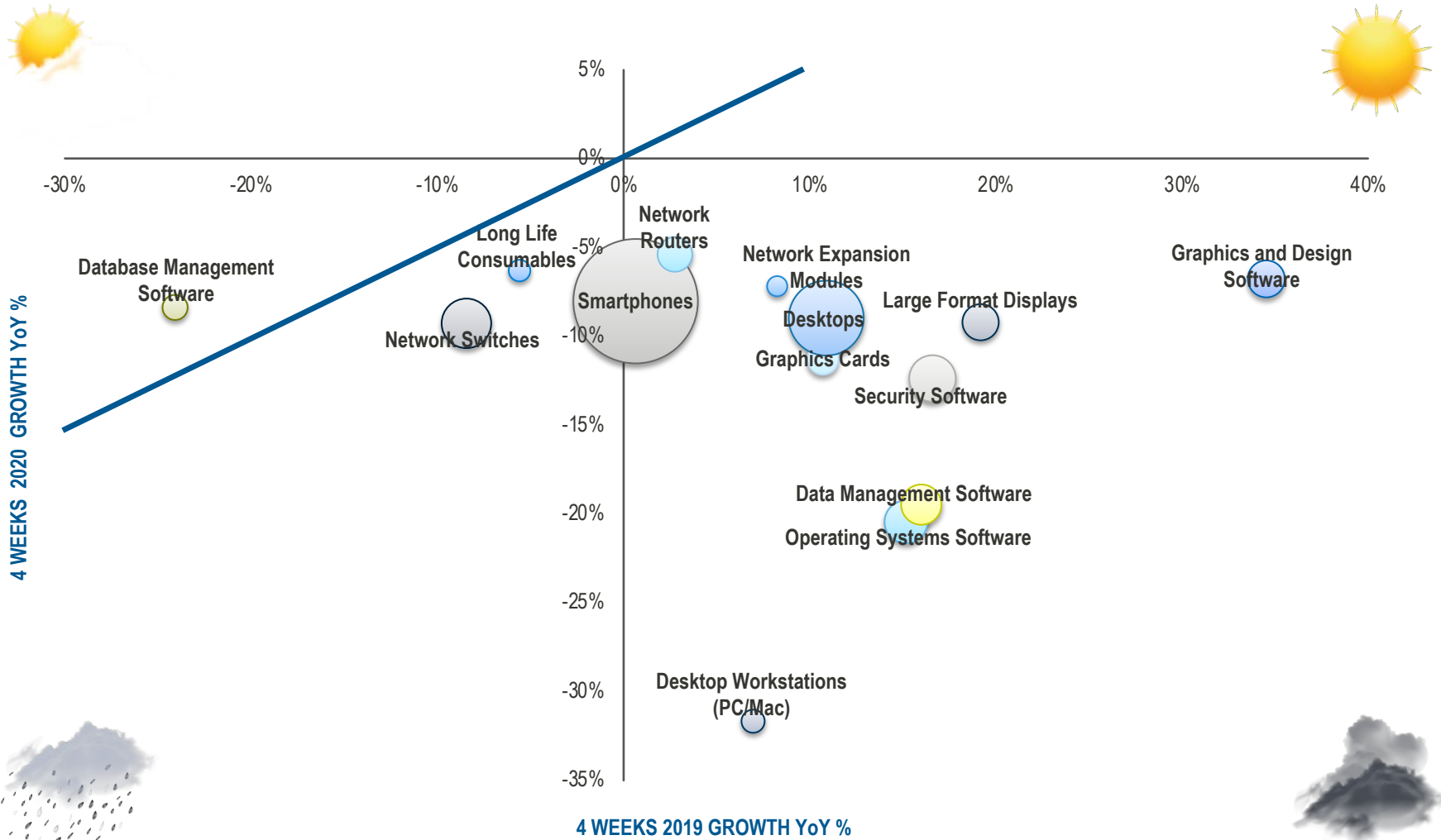
% Change in sales through IT Distribution in €: 4 Weeks to Week 38 (20/09/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 38 (20/09/20) vs same period 2019



Distribution sales translated at fixed € exchange rate.

PC's Update

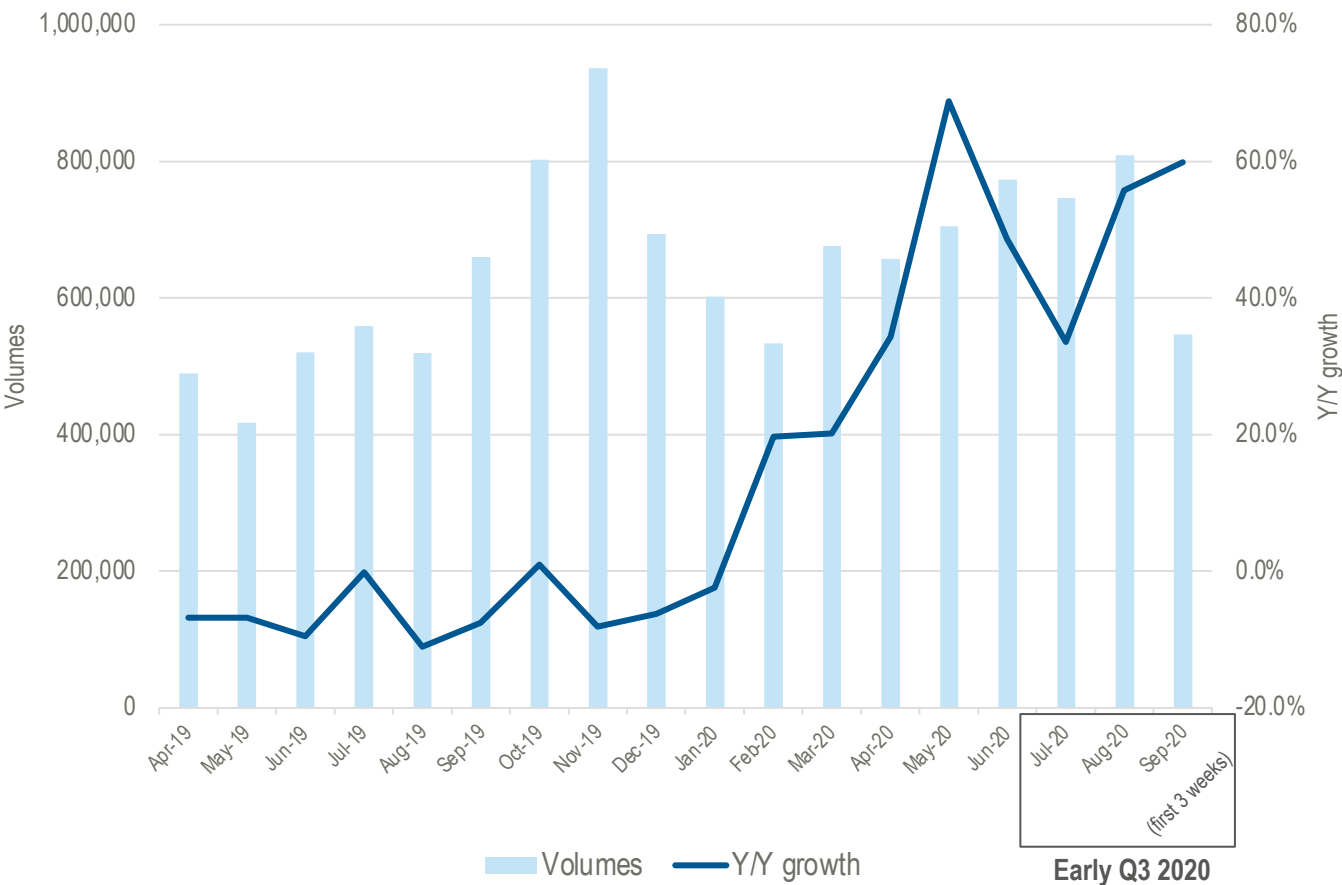
30th September, 2020



CONSUMER PCS: STRONG NB MOMENTUM IN Q3 BACK-TO-SCHOOL SEASON



Notebook volumes and Y/Y growth, consumer channels, W-E



Notebooks, consumer channels:

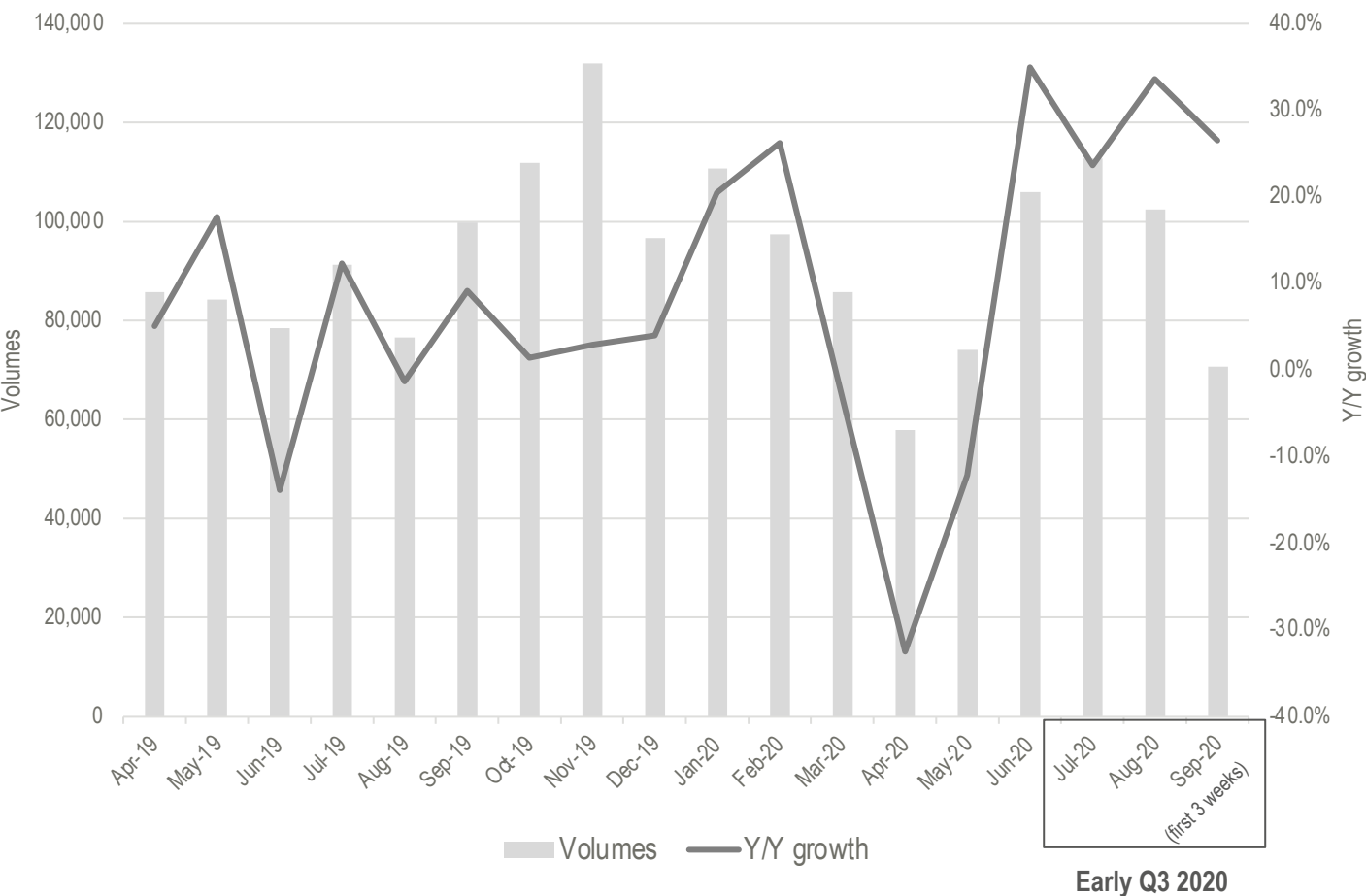
Early Q3 2020 volumes Y/Y:

- All notebooks: +48%
- Gaming notebooks +81% (July + Aug)
- Chromebooks +72%

CONSUMER PCS: DESKTOPS BACK TO SEEING HEALTHY Y/Y GROWTH



Desktop volumes and Y/Y growth, consumer channels, W-E



Desktops, consumer channels:

Early Q3 2020 volumes Y/Y:

- All desktops: +28%
- Mini PCs +65%
- AIO +38%

04

CHANNEL HEALTH

ANOTHER WEEK OF NO RED

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019

Sorted by largest country

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

Week 38

CHANNEL TREND		
WE	EE	Total
-6%	-3%	-6%
6%	8%	6%
-2%	-13%	-3%
33%	18%	30%
12%	40%	18%

Week 37

CHANNEL TREND		
WE	EE	Total
-9%	-17%	-10%
7%	19%	9%
-1%	-20%	-2%
37%	8%	31%
23%	35%	26%

Week 35

CHANNEL TREND		
WE	EE	Total
-13%	-3%	-12%
5%	15%	7%
-3%	-27%	-5%
24%	-7%	18%
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.

CONSUMER REMAINS MAIN DRIVER

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE
Business Channels	Corporate Reseller	-8%	-14%	12%	-1%	-6%	-15%	-22%	56%	-17%	-9%	-35%	-10%	-10%	9%
	Small and Medium Reseller	-2%	-8%	23%	13%	29%	-2%	4%	10%	0%	20%	-2%	-2%	-1%	12%
	Etailer Business	-5%	15%	11%	-4%	4%	-31%	-12%	51%	-28%	-6%	-58%	-1%	-25%	2%
Retail Channels	Etailer Consumer	24%	25%	62%	28%	120%	27%	-79%	39%	23%	61%	46%	35%	-36%	28%
	Retail Chain	12%	-5%	5%	-25%	23%	35%	38%	63%	33%	39%	0%	65%	27%	59%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	2%	-17%	-4%	-31%	-48%
	Small and Medium Reseller	6%	16%	0%	34%	-18%
	Etailer Business	-25%	39%	-16%	-36%	13%
Retail Channels	Etailer Consumer	-9%	78%	4%	77%	-13%
	Retail Chain	33%	51%	35%	128%	-8%

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.

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019**

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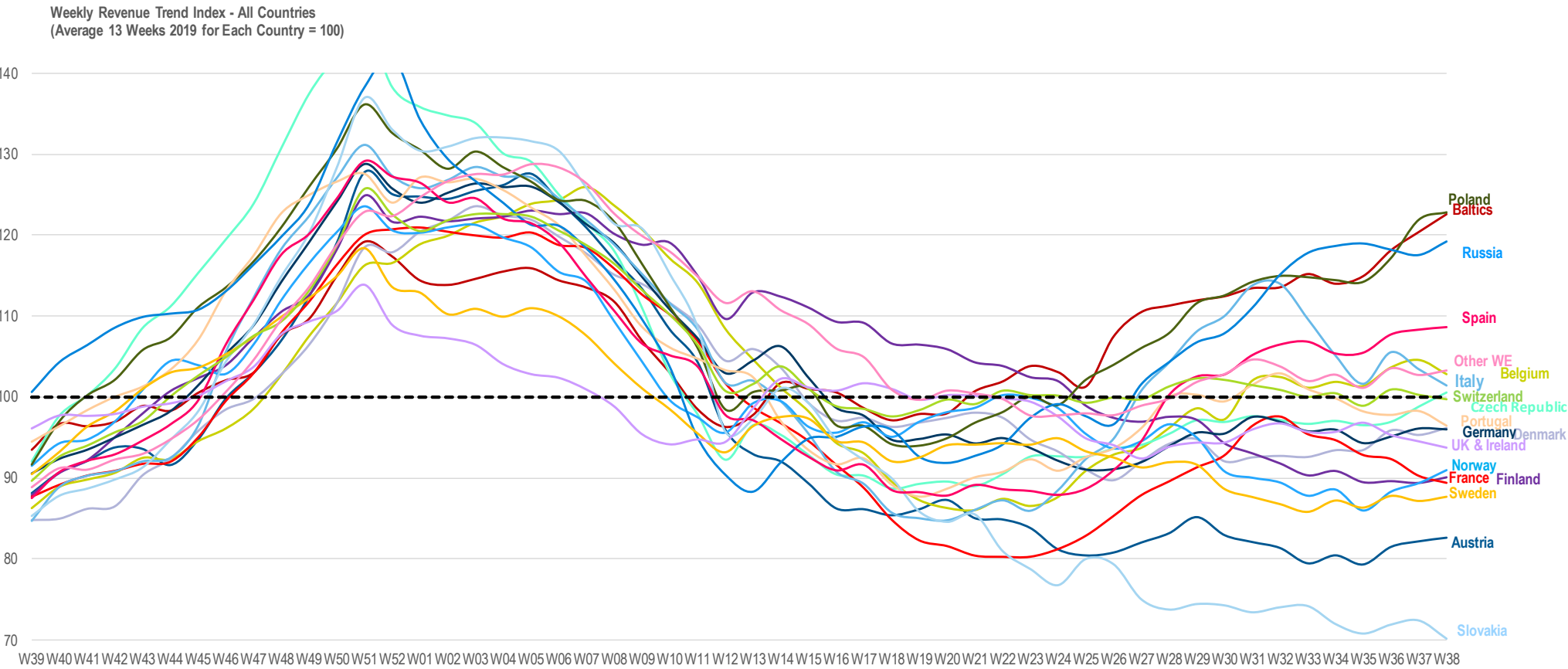
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- Top Growth Industry
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- Largest Category Consumer

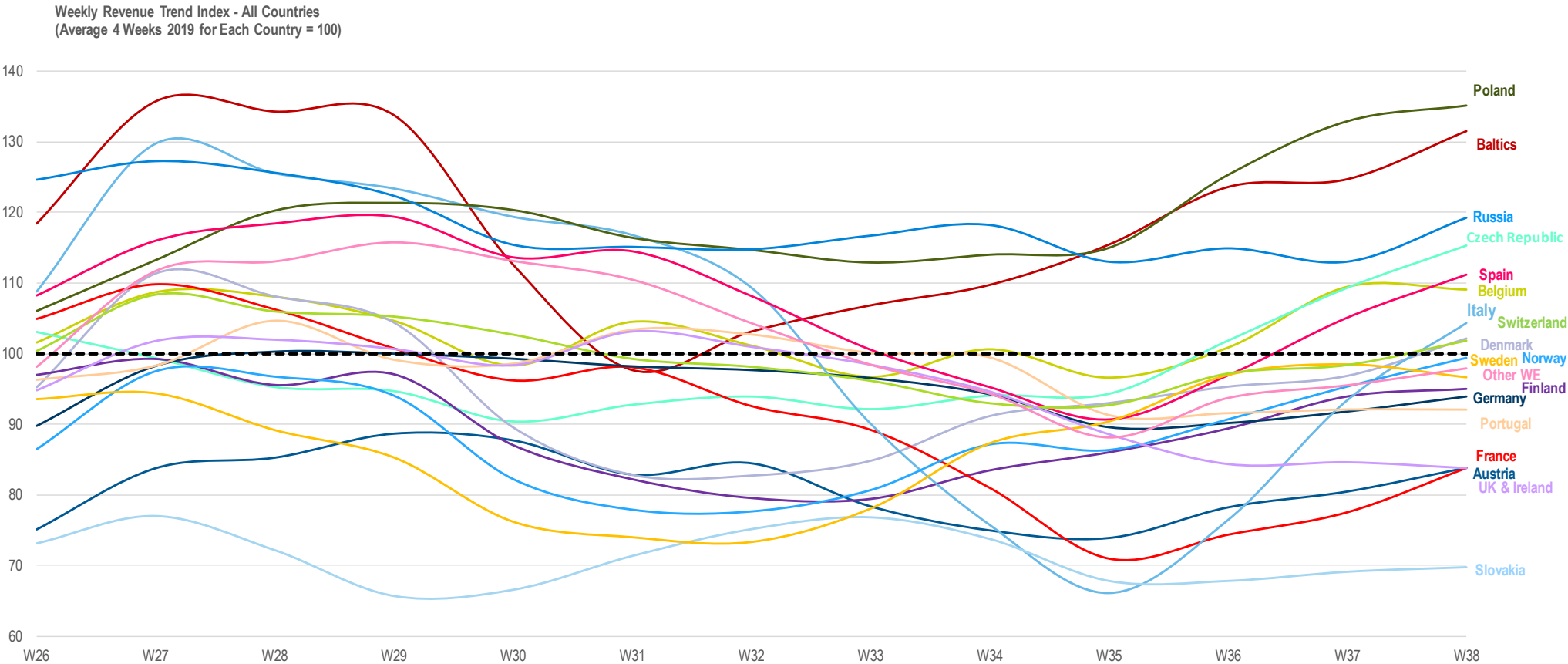
Index Total Market
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

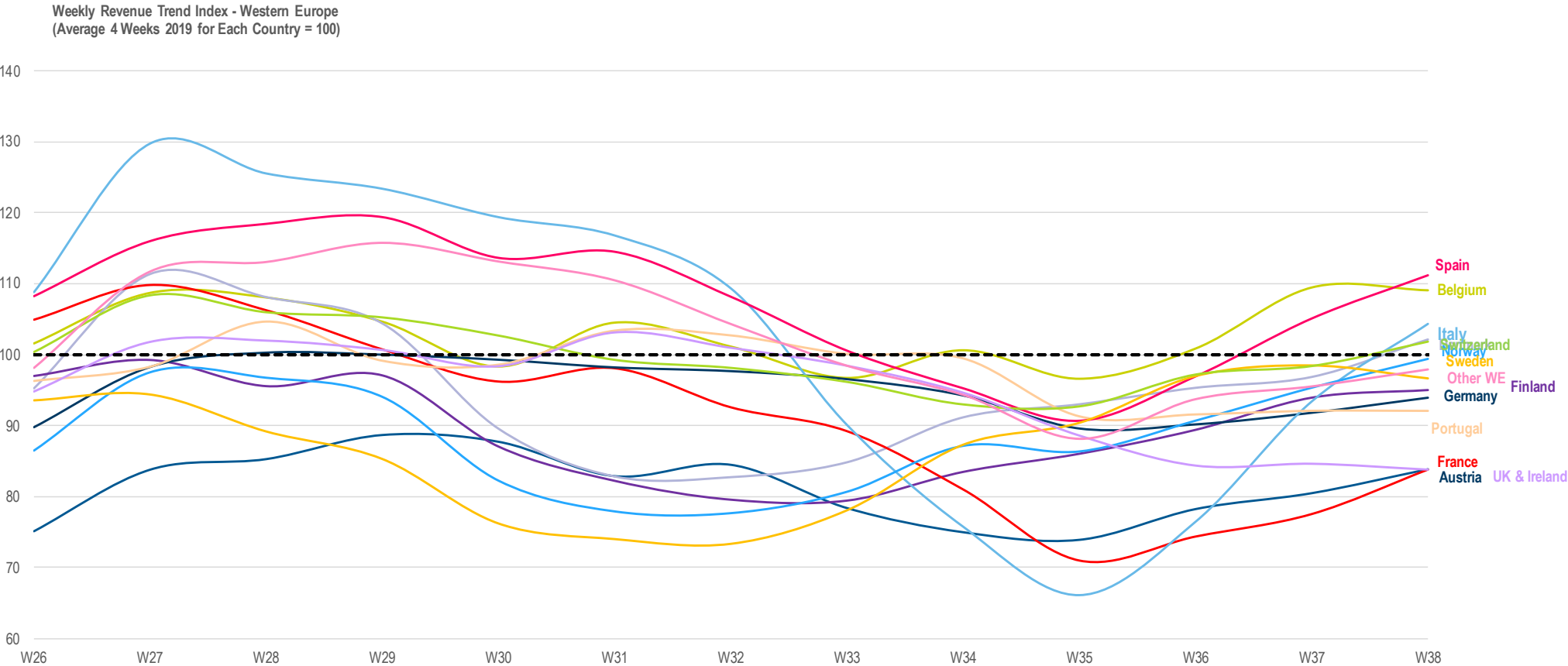
Index Total Market

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



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

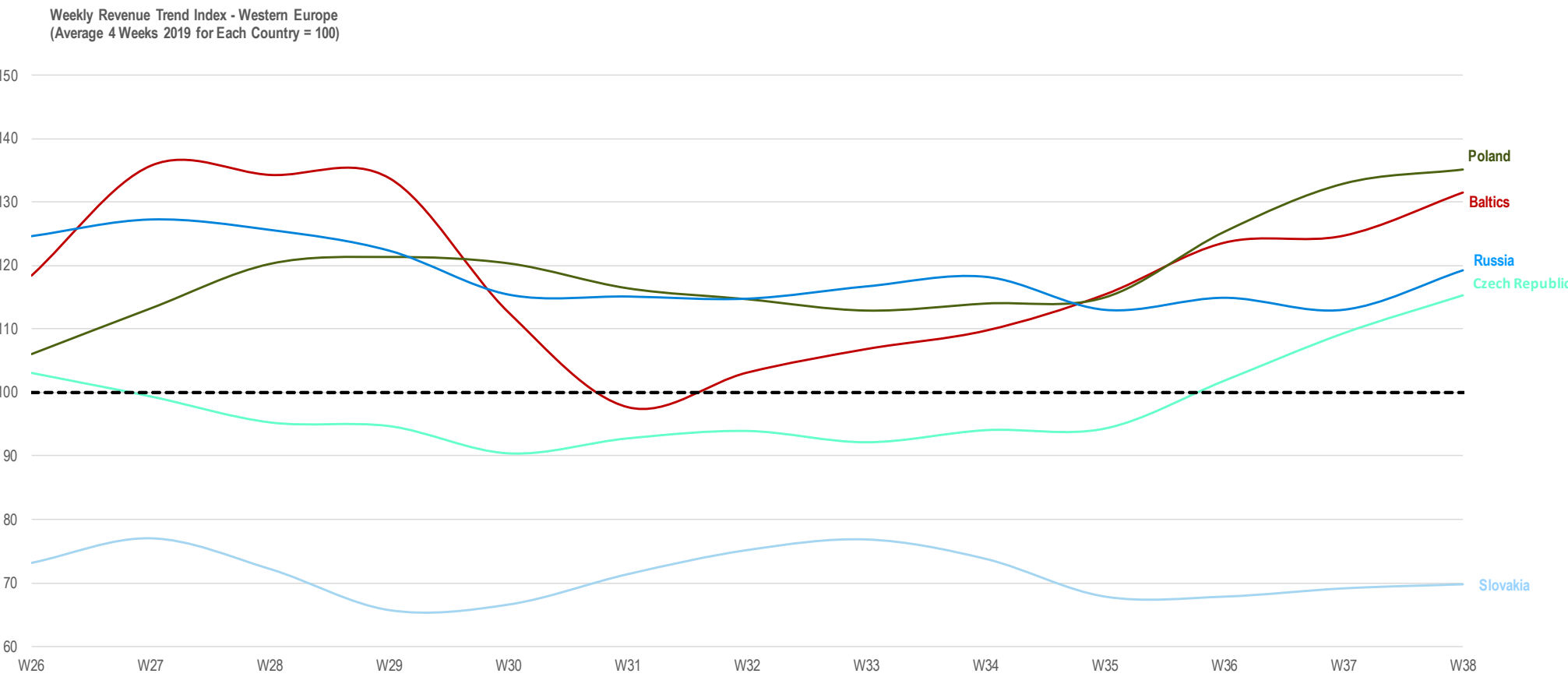
Index Total Market WE
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

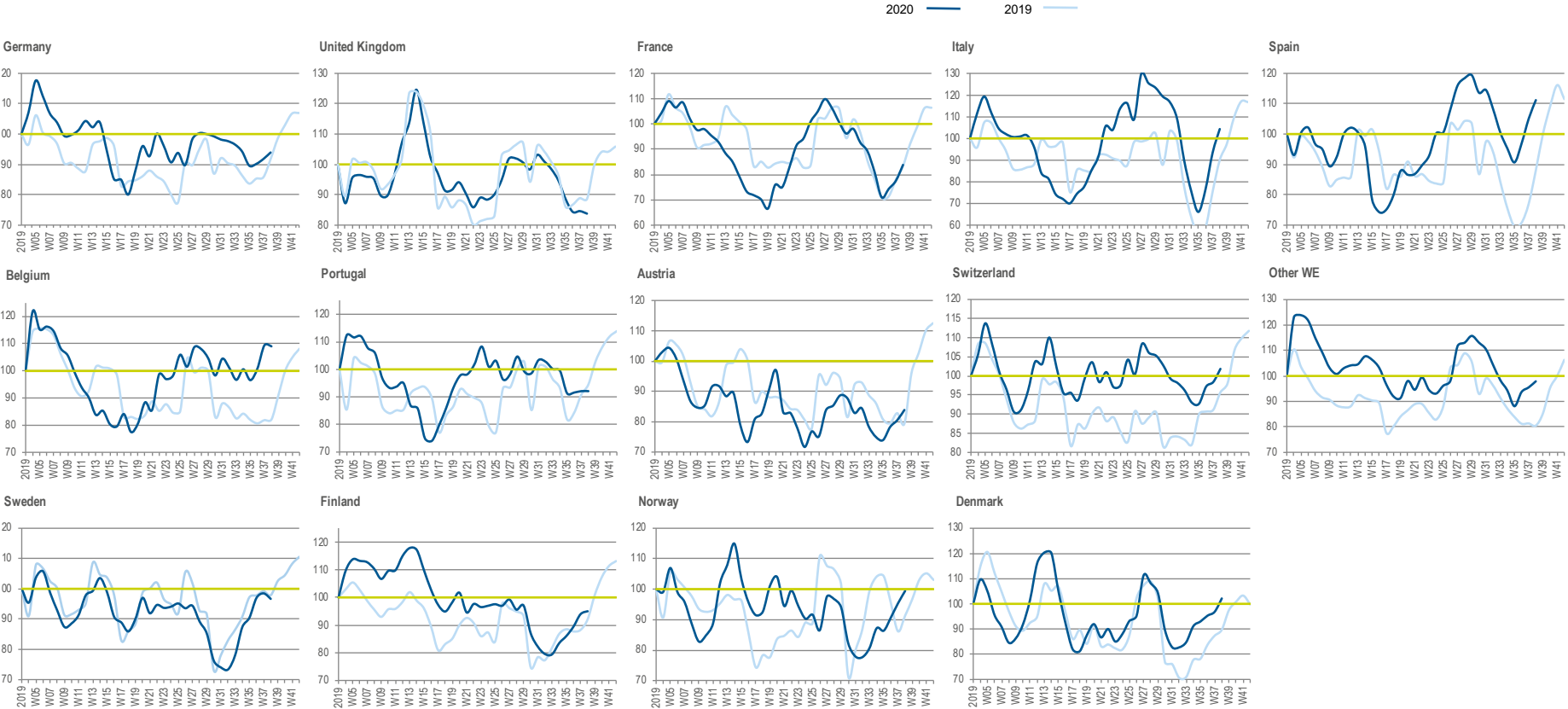
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Index Total Market EE
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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



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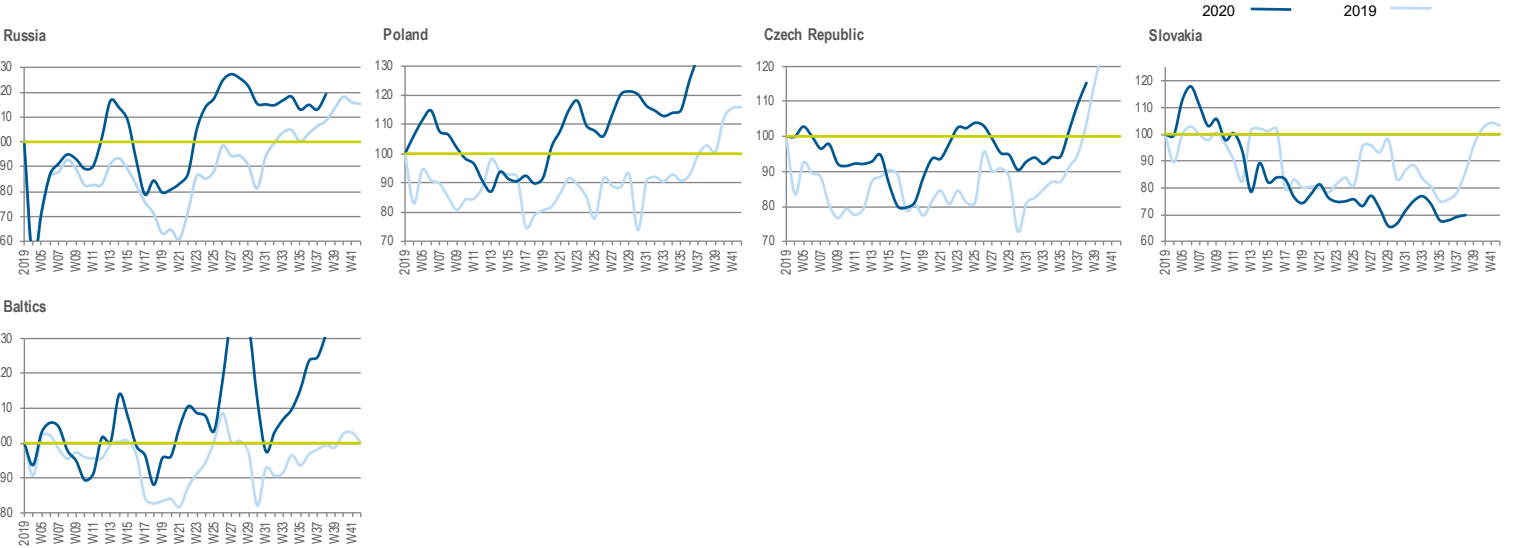
Index Thumbnail EE

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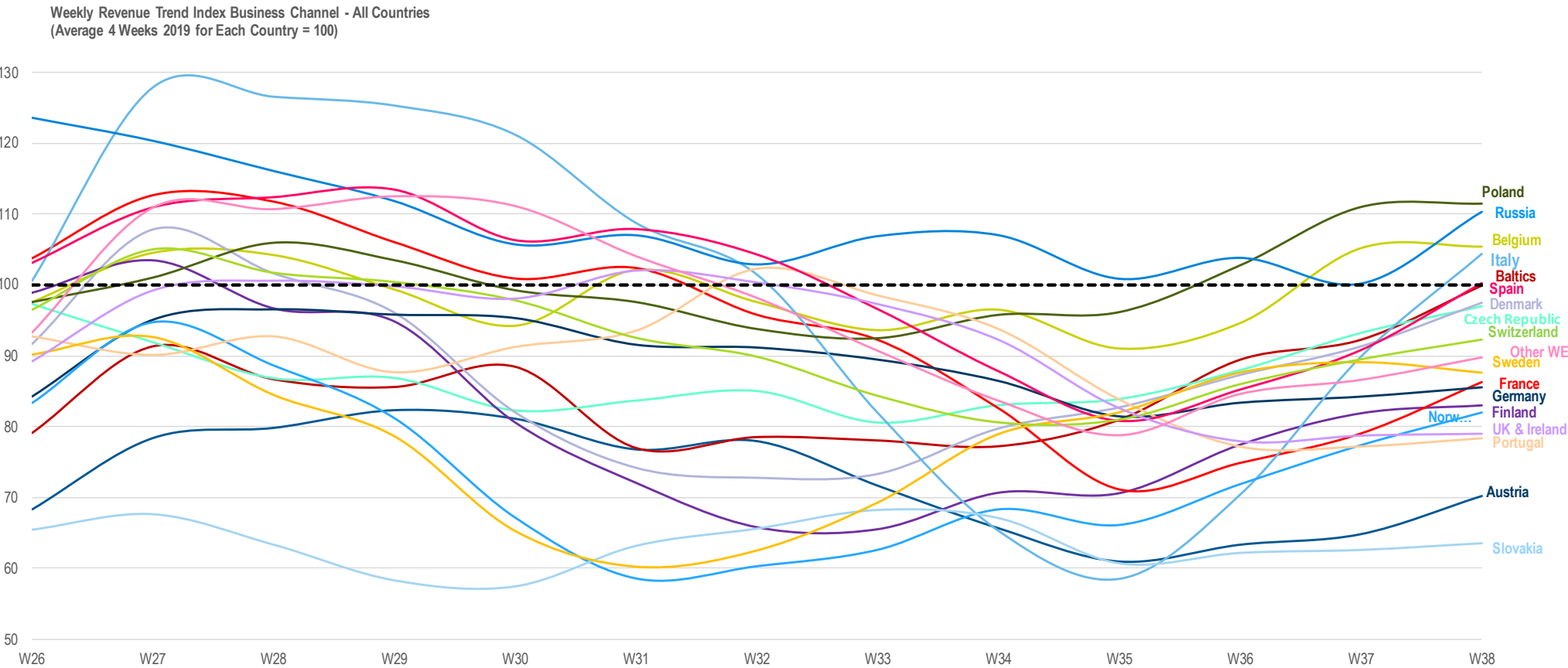
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Index Revenue Trend - Eastern Europe

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



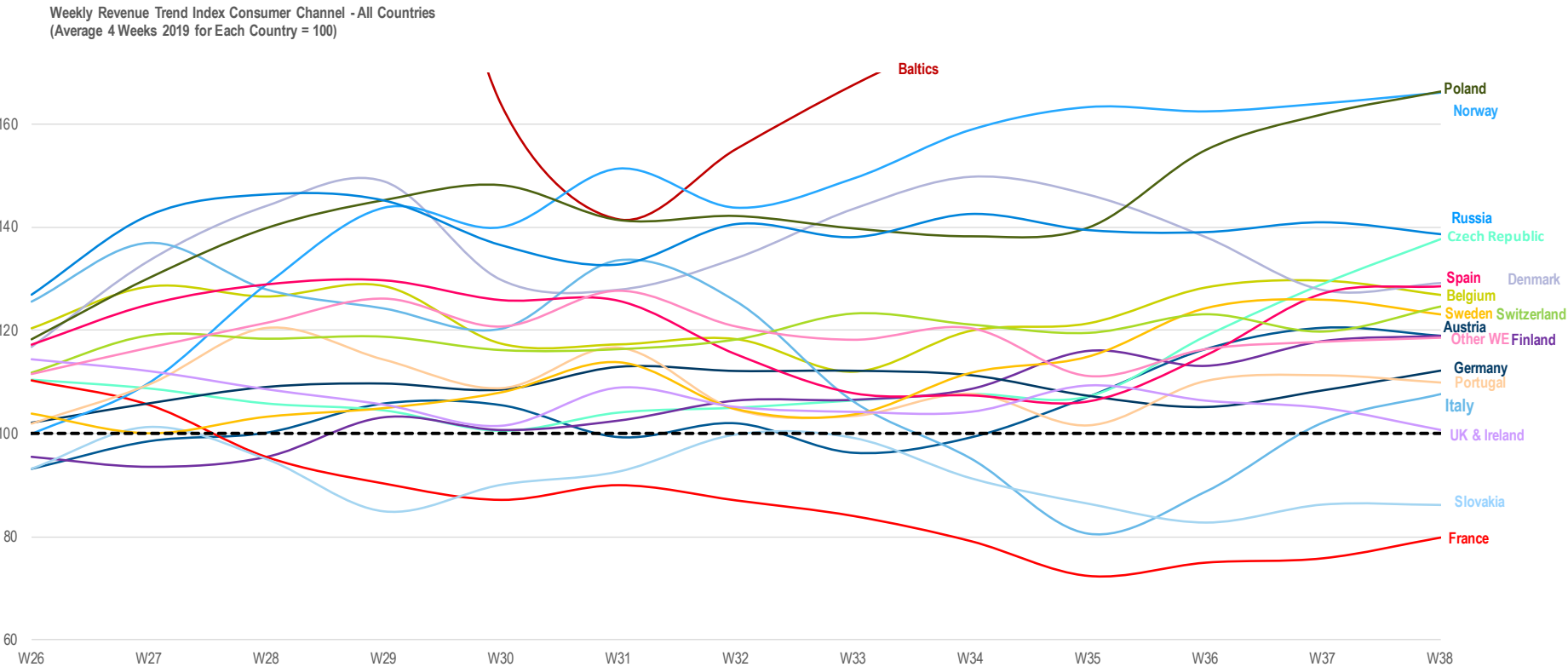
Index Business Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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

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



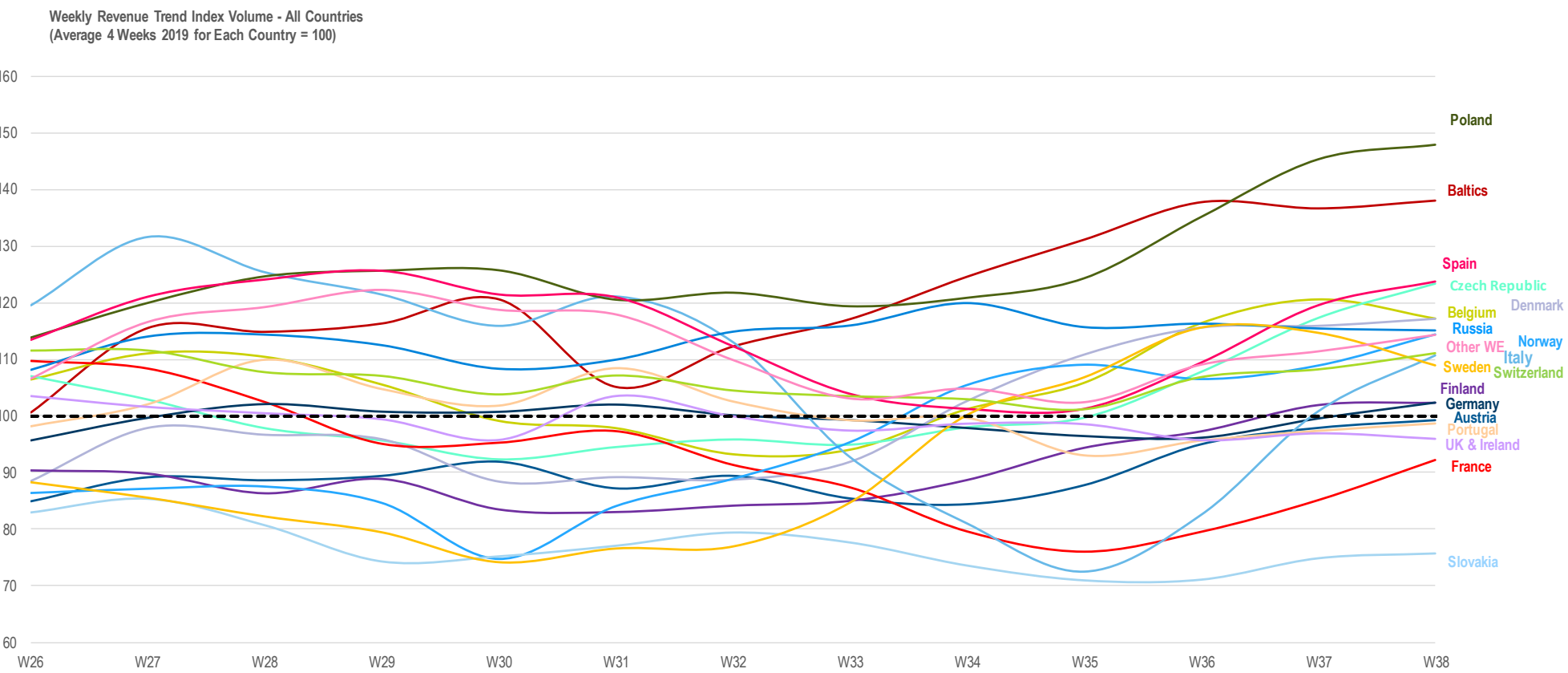
Consumer Channel = Retail chain & Etailer Consumer

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.

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Index Volume Market

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

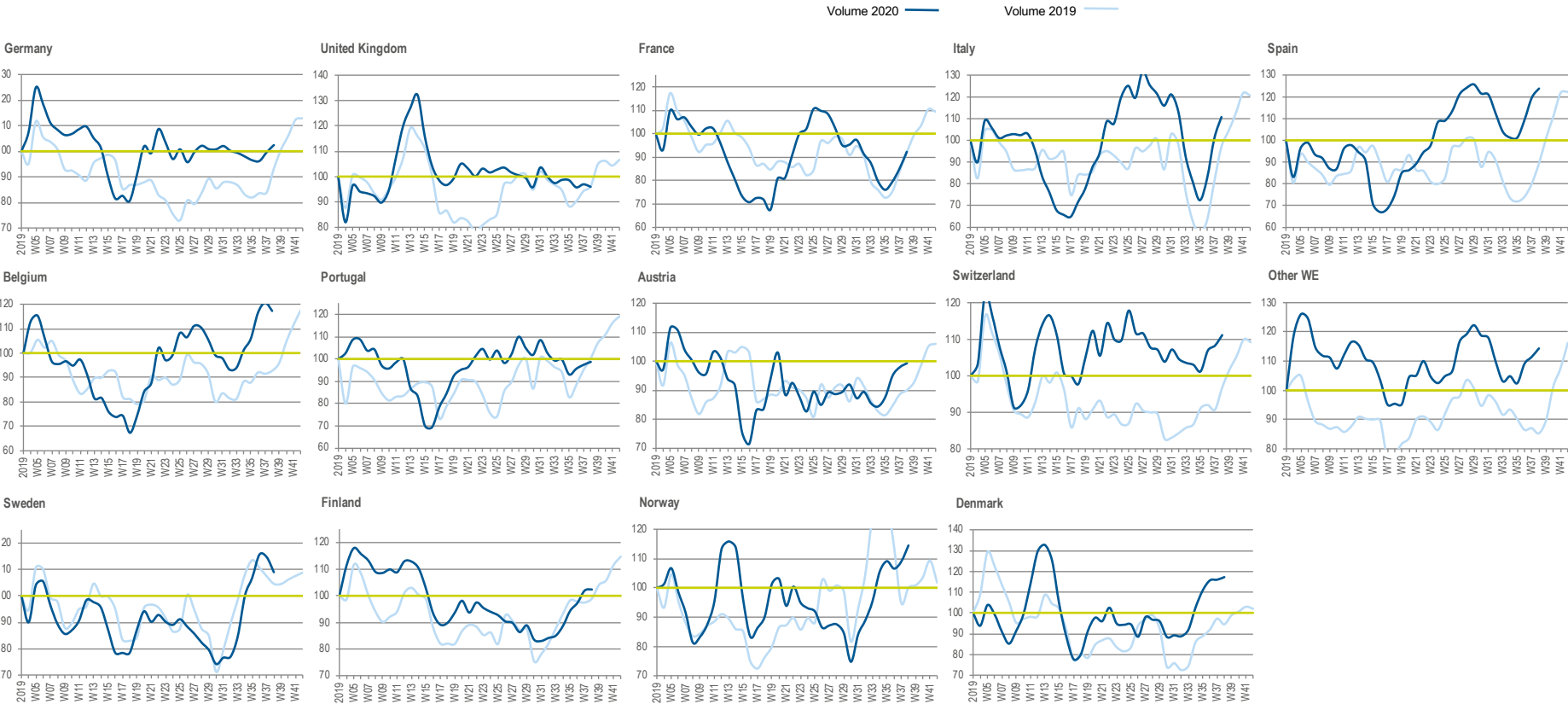


Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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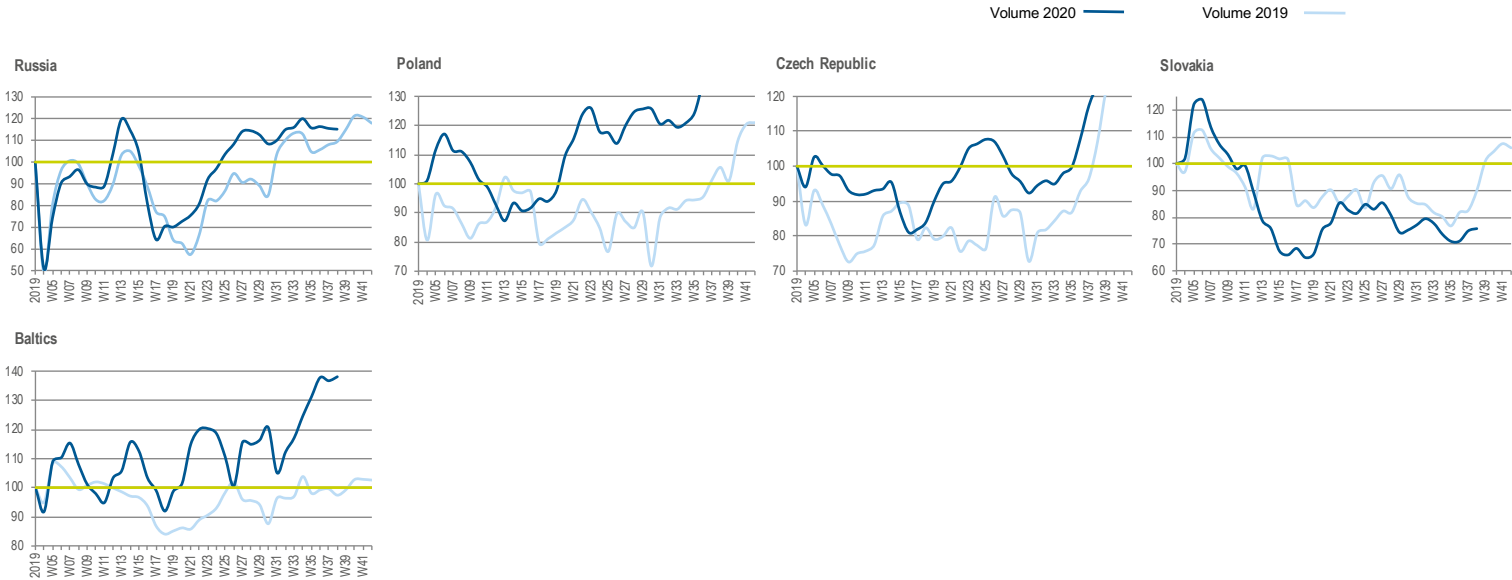
Index Volume Market - Western Europe

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



Index Volume Market - Eastern Europe

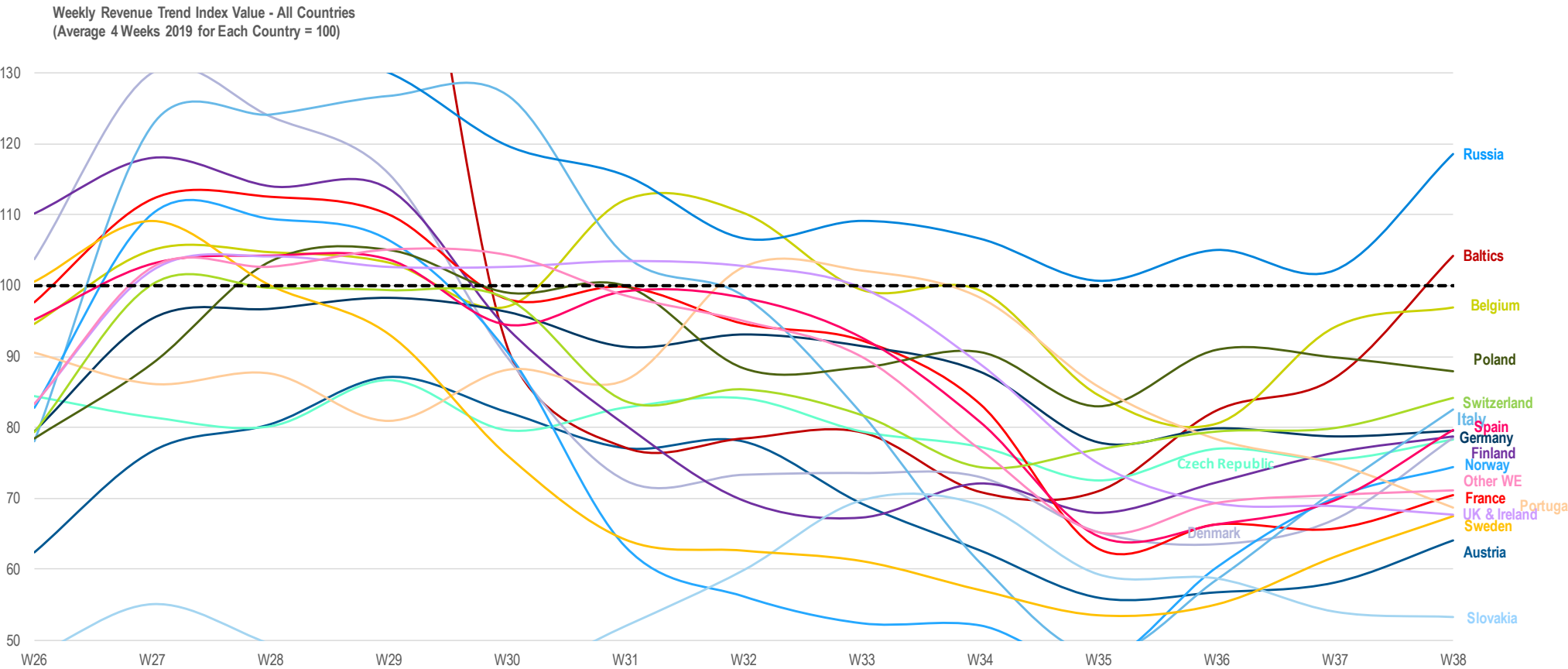
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)



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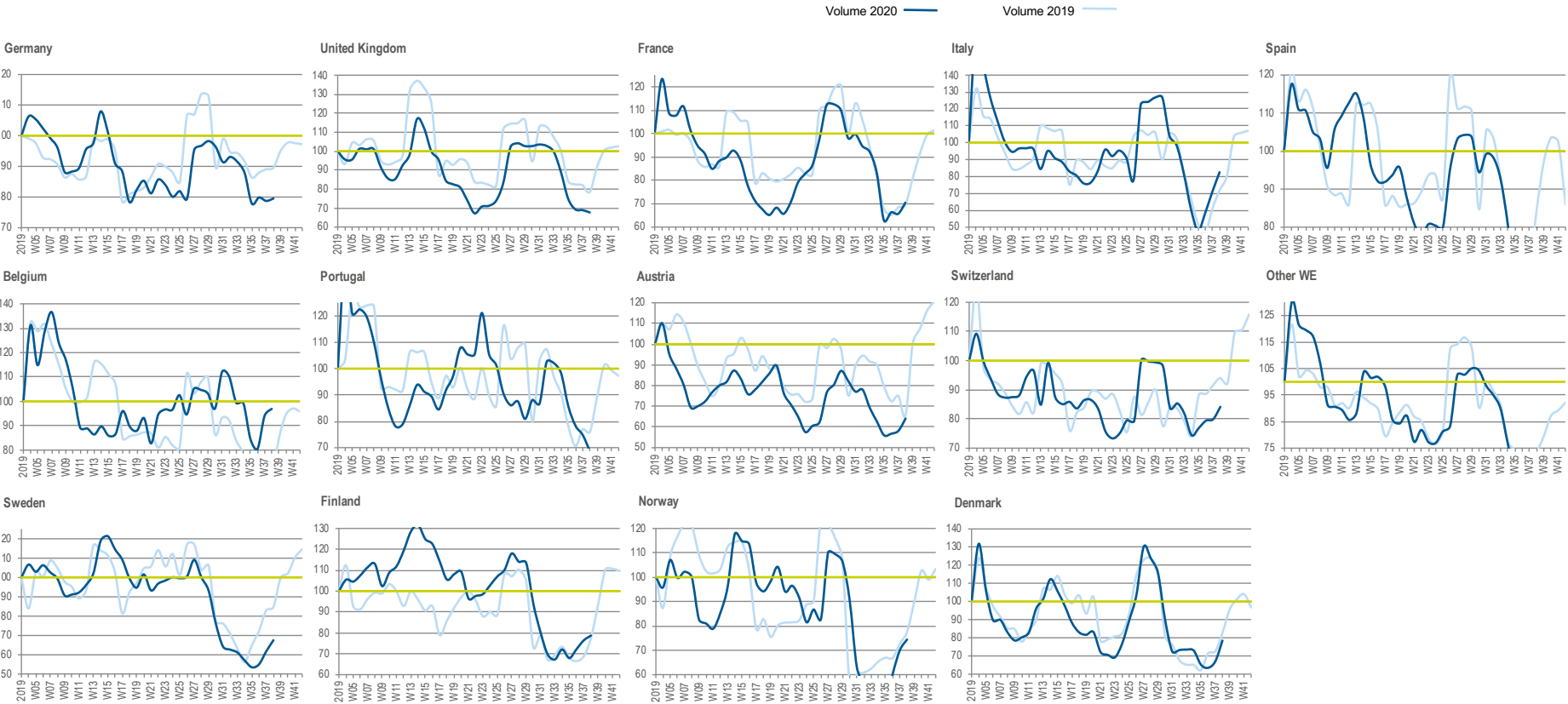
Index Value Market

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



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

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



CONTEXT Covid-19 Weekly Report

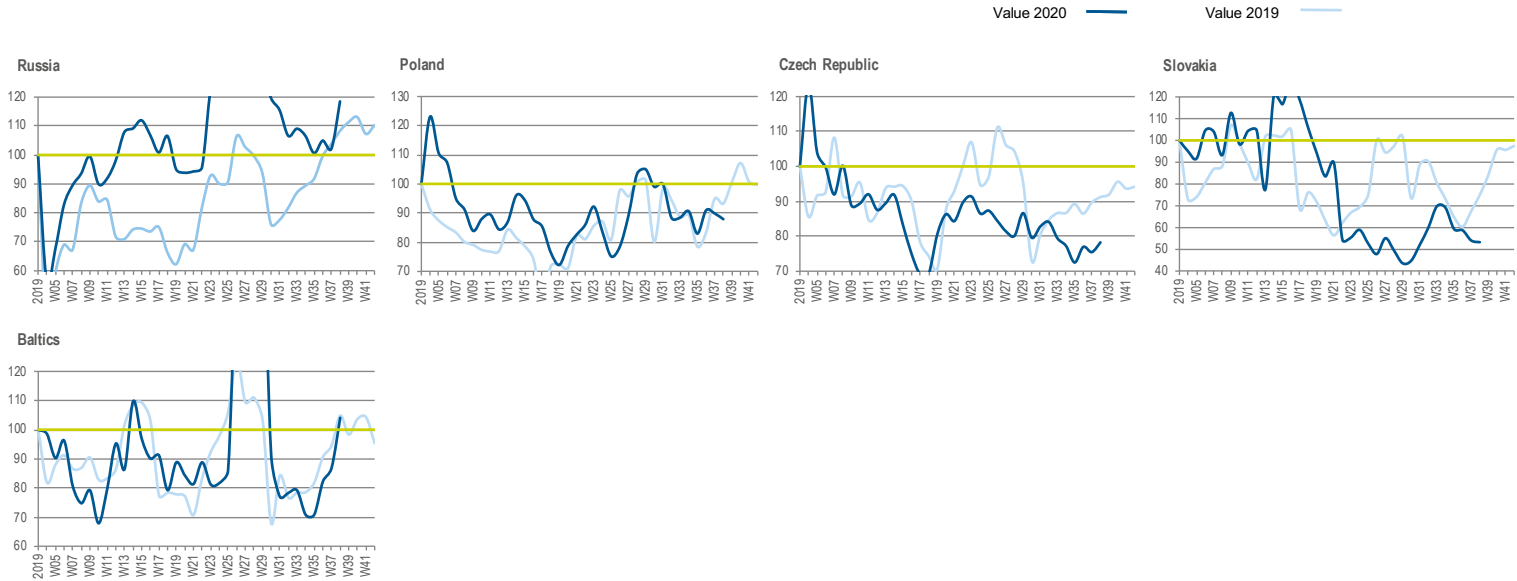
Index Val Market EE Thumbnails

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Index Value Market - Eastern Europe

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



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend

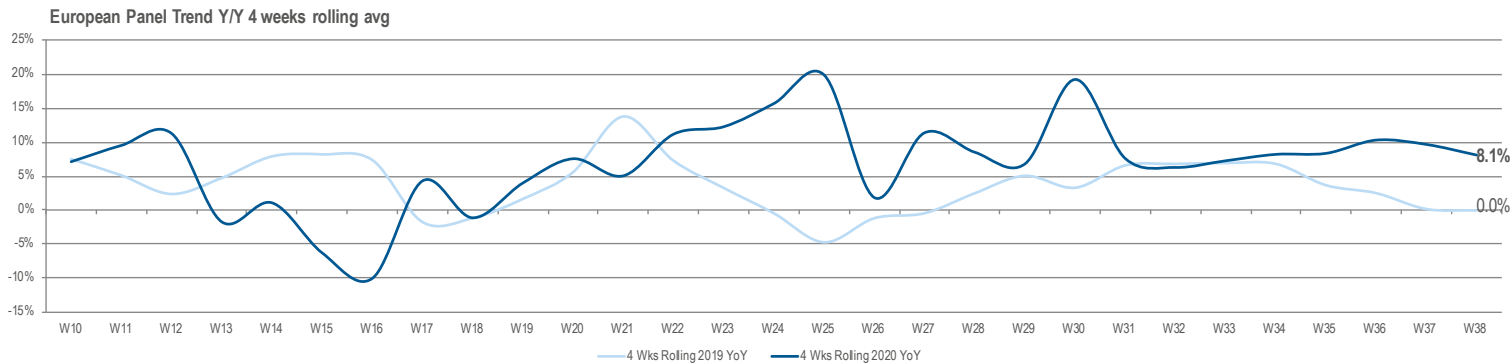
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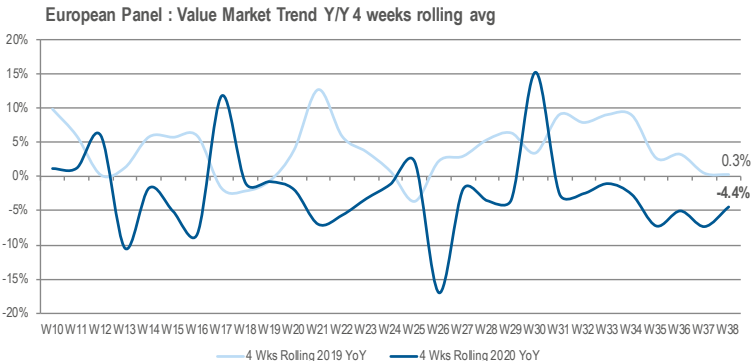
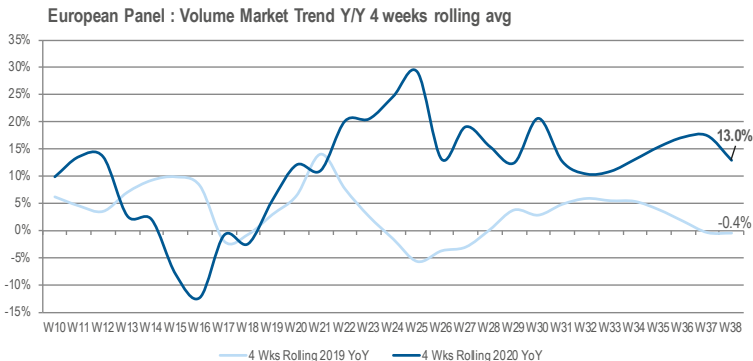
Weekly %YoY Trend

% 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



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 WE Thumbnails

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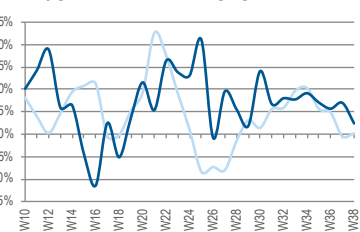
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

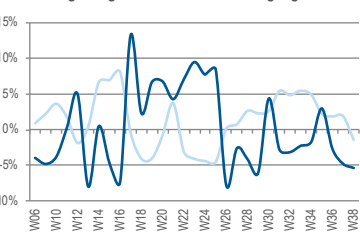
Rolling 4 Week Periods

2020 — 2019

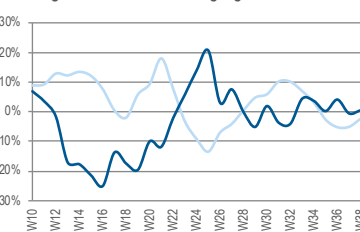
Germany growth Y/Y 4 weeks rolling avg



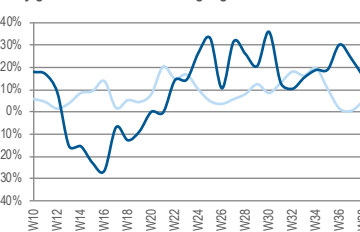
United Kingdom growth Y/Y 4 weeks rolling avg



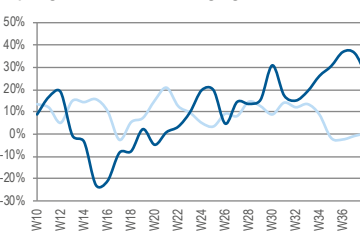
France growth Y/Y 4 weeks rolling avg



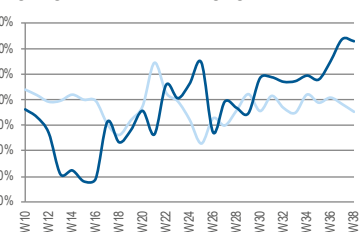
Italy growth Y/Y 4 weeks rolling avg



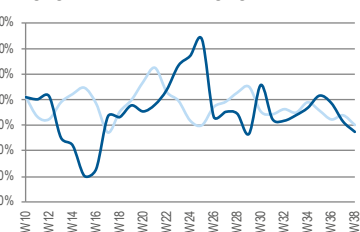
Spain growth Y/Y 4 weeks rolling avg



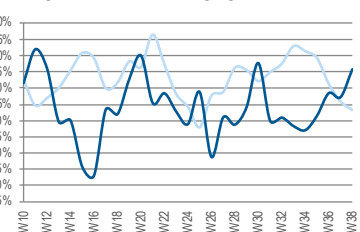
Belgium growth Y/Y 4 weeks rolling avg



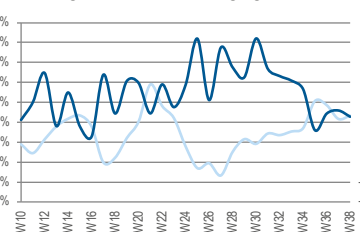
Portugal growth Y/Y 4 weeks rolling avg



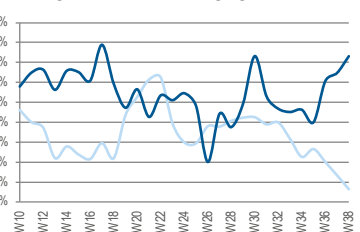
Austria growth Y/Y 4 weeks rolling avg



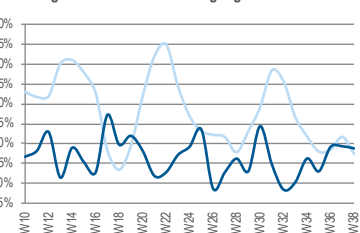
Switzerland growth Y/Y 4 weeks rolling avg



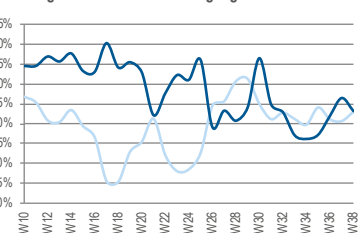
Other WE growth Y/Y 4 weeks rolling avg



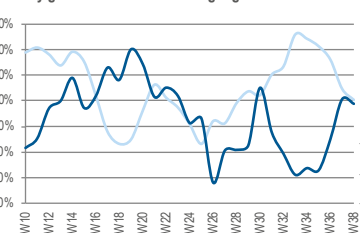
Sweden growth Y/Y 4 weeks rolling avg



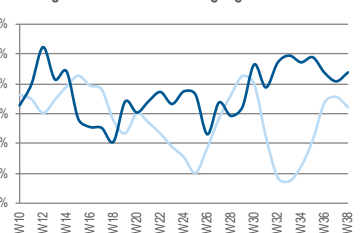
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend EE Thumbnails

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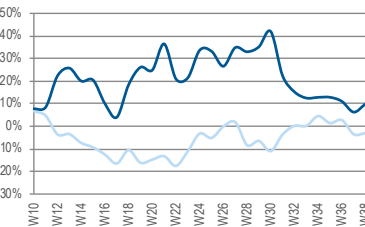
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Weekly %YoY Trend - Eastern Europe

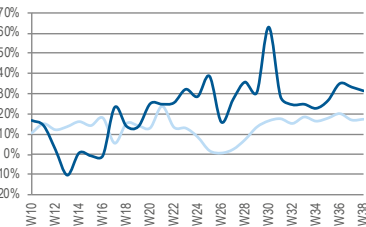
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

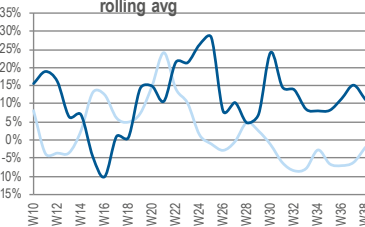
Russia growth Y/Y 4 weeks rolling avg



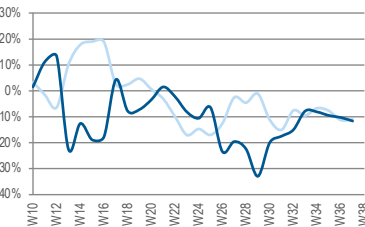
Poland growth Y/Y 4 weeks rolling avg



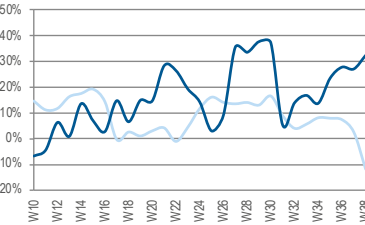
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



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

% Change in sales through IT Distribution in Euros
4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019
Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W37	Rank-W38	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Mobile Computing	41%	26%	72%	52%	84%	18%	8%	62%	41%	6%	19%	12%	0%	31%	21%	71%	67%	29%	1%	40%	40%	40%
2	2	➡ Computing Accessories	41%	13%	101%	59%	90%	34%	2%	53%	26%	5%	35%	38%	4%	55%	-7%	54%	13%	44%	2%	40%	16%	37%
4	3	⬆ Audio-Video Systems	30%	10%	31%	9%	-4%	52%	13%	31%	36%	121%	61%	44%	4%	22%	-14%	52%	-11%	144%	-5%	23%	12%	22%
8	4	⬆ Displays	21%	0%	-10%	11%	70%	21%	10%	3%	16%	26%	-5%	8%	2%	10%	31%	21%	-17%	0%	7%	11%	17%	12%
11	5	⬆ Connectivity	-2%	0%	-9%	-1%	33%	65%	-6%	-1%	36%	16%	15%	30%	14%	-3%	77%	16%	-12%	43%	-22%	5%	39%	9%
5	6	⬇ Smart Home and Office	-18%	-1%	41%	8%	54%	40%	-79%	1175%	-57%	31%	715%	236%	-22%	220%	181%	87%	247%	6361%	0%	4%	352%	9%
7	7	➡ Printing Consumables	9%	-9%	19%	6%	55%	18%	-11%	-14%	5%	17%	-2%	18%	4%	69%	-13%	4%	8%	41%	43%	10%	-3%	9%
10	8	⬆ Computing Components	7%	-12%	29%	44%	39%	-38%	-11%	143%	-33%	-19%	-26%	44%	-42%	18%	0%	40%	0%	56%	-64%	7%	9%	7%
9	9	➡ Wireless Networking	13%	-9%	16%	2%	-5%	-4%	-20%	2%	40%	0%	35%	-2%	-33%	48%	15%	52%	53%	-33%	10%	5%	24%	7%
12	10	⬆ Other Networking Equipment	-3%	-27%	-6%	1%	26%	7%	-34%	55%	4%	17%	-13%	-40%	5%	19%	48%	-28%	4%	-12%	-30%	-4%	36%	4%
13	11	⬆ Printing	-11%	-14%	18%	-7%	17%	-7%	-16%	10%	14%	9%	23%	-19%	3%	11%	2%	16%	42%	1%	-35%	-2%	6%	0%
17	12	⬆ Disk Storage	-12%	-14%	8%	-2%	-9%	-6%	18%	73%	4%	20%	23%	6%	-27%	1%	6%	11%	14%	27%	-53%	-4%	7%	-1%
18	13	⬆ Server Computing	-29%	0%	-36%	44%	21%	30%	-41%	38%	-35%	-57%	-20%	70%	-5%	-8%	10%	52%	-14%	97%	-35%	-8%	16%	-1%
14	14	➡ Power Equipment	9%	-9%	-1%	-12%	-7%	5%	-8%	-3%	-9%	6%	-14%	1%	-7%	-20%	-3%	14%	-1%	3%	-33%	-4%	-2%	-3%
19	15	⬆ Scanner Imaging	4%	8%	-4%	-35%	32%	-3%	-55%	4%	-12%	-20%	7%	59%	48%	7%	5%	-1%	-20%	64%	23%	-4%	1%	-4%
16	16	➡ Warranties and Services	-15%	-7%	45%	-17%	24%	13%	-24%	4%	16%	-8%	-47%	-22%	18%	-29%	-4%	-35%	-5%	-32%	-11%	-4%	-15%	-5%
15	17	⬇ Software and Licences	-9%	-8%	33%	1%	-28%	-29%	-20%	24%	-16%	-3%	-9%	5%	7%	17%	-15%	-8%	-18%	-6%	-47%	-5%	-13%	-6%
21	18	⬆ Data Center Networking and Security	-26%	-24%	-4%	-24%	46%	5%	-54%	37%	12%	77%	52%	-33%	23%	-34%	40%	-36%	27%	57%	-30%	-15%	28%	-8%
20	19	⬆ Networking Systems	-10%	-26%	-5%	-14%	-28%	33%	-37%	8%	-16%	12%	0%	7%	-10%	-5%	14%	12%	-3%	-9%	-17%	-13%	11%	-8%
6	20	⬆ Telecommunications	-11%	-36%	-18%	-60%	2%	20%	15%	14%	-1%	98%	-36%	-1%	35%	62%	-34%	60%	-9%	422%	3%	-13%	18%	-8%
23	21	⬆ Desktop Computing	-18%	-30%	-8%	-16%	15%	-2%	-15%	-26%	-13%	-18%	4%	-6%	-15%	-23%	13%	-17%	-8%	-29%	-15%	-15%	2%	-12%
3	22	⬇ Wearable Devices	-58%	-23%	-7%	-36%	6%	-26%	21%	-26%	10%	9%	-9%	-53%	-39%	-25%	-16%	181%	-18%	-15%	-75%	-26%	29%	-19%
22	23	⬇ Removable Storage	-42%	-57%	-10%	12%	-19%	38%	-1%	-26%	-15%	21%	-44%	-20%	25%	-26%	-1%	35%	-26%	17%	-22%	-29%	7%	-23%
4	24	➡ Unified Communications	-33%	-69%	-22%	-31%	-19%	-2%	-23%	-33%	-54%	-62%	-34%	-43%	-69%	-51%	-21%	109%	-68%	5%	-83%	-39%	-3%	-33%
Country Trend			2%	-5%	16%	1%	26%	6%	-1%	33%	6%	14%	-3%	9%	3%	22%	10%	31%	11%	32%	-19%			

CONTEXT Covid-19 Weekly Report

Top Decline IT Industry Sectors and Countries in Western and Eastern Europe
% Change in sales through IT Distribution in Euros
4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019
Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W37	Rank-W38	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	➡ Unified Communications	-33%	-69%	-22%	-31%	-19%	-2%	-23%	-33%	-54%	-62%	-34%	-43%	-69%	-51%	-21%	109%	-68%	5%	-83%	-39%	-3%	-33%
3	2	⬇ Removable Storage	-42%	-57%	-10%	12%	-19%	38%	-1%	-26%	-15%	21%	-44%	-20%	25%	-26%	-1%	35%	-26%	17%	-22%	-29%	7%	-23%
22	3	⬇ Wearable Devices	-58%	-23%	-7%	-36%	6%	-26%	21%	-26%	10%	9%	-9%	-53%	-39%	-25%	-16%	181%	-18%	-15%	-75%	-26%	29%	-19%
2	4	⬆ Desktop Computing	-18%	-30%	-8%	-16%	15%	-2%	-15%	-26%	-13%	-18%	4%	-6%	-15%	-23%	13%	-17%	-8%	-29%	-15%	-15%	2%	-12%
5	5	➡ Networking Systems	-10%	-26%	-5%	-14%	-28%	33%	-37%	8%	-16%	12%	0%	7%	-10%	-5%	14%	12%	-3%	-9%	-17%	-13%	11%	-8%
19	6	⬇ Telecommunications	-11%	-36%	-18%	-60%	2%	20%	15%	14%	-1%	98%	-36%	-1%	35%	62%	-34%	60%	-9%	422%	3%	-13%	18%	-8%
4	7	⬆ Data Center Networking and Security	-26%	-24%	-4%	-24%	46%	5%	-54%	37%	12%	77%	52%	-33%	23%	-34%	40%	-36%	27%	57%	-30%	-15%	28%	-8%
10	8	⬇ Software and Licences	-9%	-8%	33%	1%	-28%	-29%	-20%	24%	-16%	-3%	-9%	5%	7%	17%	-15%	-8%	-18%	-6%	-47%	-5%	-13%	-6%
9	9	➡ Warranties and Services	-15%	-7%	45%	-17%	24%	13%	-24%	47%	16%	-8%	-47%	-22%	18%	-29%	-4%	-35%	-5%	-32%	-11%	-4%	-15%	-5%
6	10	⬆ Scanner Imaging	4%	8%	-4%	-35%	32%	-3%	-55%	4%	-12%	-20%	7%	59%	48%	7%	5%	-1%	-20%	64%	23%	-4%	1%	-4%
11	11	➡ Power Equipment	9%	-9%	-1%	-12%	-7%	5%	-8%	-3%	-9%	6%	-14%	1%	-7%	-20%	-3%	14%	-1%	3%	-33%	-4%	-2%	-3%
8	12	⬆ Server Computing	-29%	0%	-36%	44%	21%	30%	-41%	38%	-35%	-57%	-20%	70%	-5%	-8%	10%	52%	-14%	97%	-35%	-8%	16%	-1%
7	13	⬆ Disk Storage	-12%	-14%	8%	-2%	-9%	-6%	18%	73%	4%	20%	23%	6%	-27%	1%	6%	11%	14%	27%	-53%	-4%	7%	-1%
12	14	⬆ Printing	-11%	-14%	18%	-7%	17%	-7%	-16%	10%	14%	9%	23%	-19%	3%	11%	2%	16%	42%	-1%	-35%	-2%	6%	0%
13	15	⬆ Other Networking Equipment	-3%	-27%	-6%	1%	26%	7%	-34%	55%	4%	17%	-13%	-40%	5%	19%	48%	-28%	4%	-12%	-30%	-4%	36%	4%
16	16	➡ Wireless Networking	13%	-9%	16%	2%	-5%	-4%	-20%	2%	40%	0%	35%	-2%	-33%	48%	15%	52%	53%	-33%	10%	5%	24%	7%
15	17	⬆ Computing Components	7%	-12%	29%	44%	39%	-38%	-11%	143%	-33%	-19%	-26%	44%	-42%	18%	0%	40%	0%	56%	-64%	7%	9%	7%
18	18	➡ Printing Consumables	9%	-9%	19%	6%	55%	18%	-11%	-14%	5%	17%	-2%	18%	4%	69%	-13%	4%	8%	41%	43%	10%	-3%	9%
14	19	⬆ Connectivity	-2%	0%	-9%	-1%	33%	65%	-6%	-1%	36%	16%	15%	30%	14%	-3%	77%	16%	-12%	43%	-22%	5%	39%	9%
20	20	➡ Smart Home and Office	-18%	-1%	41%	8%	54%	40%	-79%	1175%	-57%	31%	715%	236%	-22%	220%	181%	87%	247%	6361%	0%	4%	352%	9%
17	21	⬆ Displays	21%	0%	-10%	11%	70%	21%	10%	3%	16%	26%	-5%	8%	2%	10%	31%	21%	-17%	0%	7%	11%	17%	12%
21	22	⬆ Audio-Video Systems	30%	10%	31%	9%	-4%	52%	13%	31%	36%	121%	61%	44%	4%	22%	-14%	52%	-11%	144%	-5%	23%	12%	22%
23	23	➡ Computing Accessories	41%	13%	101%	59%	90%	34%	2%	53%	26%	5%	35%	38%	4%	55%	-7%	54%	13%	44%	2%	40%	16%	37%
24	24	➡ Mobile Computing	41%	26%	72%	52%	84%	18%	8%	62%	41%	6%	19%	12%	0%	31%	21%	71%	67%	29%	1%	40%	40%	40%

Country Trend	2%	-5%	16%	1%	26%	6%	-1%	33%	6%	14%	-3%	9%	3%	22%	10%	31%	11%	32%	-19%
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CONTEXT Covid-19 Weekly Report

Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 38 (to September 20 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-W37	Rank-W38	Industry Sector	WESTERN EUROPE														EASTERN EUROPE				
			Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	41%	26%	72%	52%	84%	18%	8%	62%	41%	6%	19%	12%	0%	31%	21%	71%	67%	29%	1%
2	2	➡ Telecommunications	-11%	-36%	-18%	-60%	2%	20%	15%	14%	-1%	98%	-36%	-1%	35%	62%	-34%	60%	-9%	422%	3%
3	3	➡ Software and Licences	-9%	-8%	33%	1%	-28%	-29%	-20%	24%	-16%	-3%	-9%	5%	7%	17%	-15%	-8%	-18%	-6%	-47%
4	4	➡ Printing Consumables	9%	-9%	19%	6%	55%	18%	-11%	-14%	5%	17%	-2%	18%	4%	69%	-13%	4%	8%	41%	43%
5	5	➡ Displays	21%	0%	-10%	11%	70%	21%	10%	3%	16%	26%	-5%	8%	2%	10%	31%	21%	-17%	0%	7%
7	6	⬆ Disk Storage	-12%	-14%	8%	-2%	-9%	-6%	18%	73%	4%	20%	23%	6%	-27%	1%	6%	11%	14%	27%	-53%
6	7	⬇ Computing Components	7%	-12%	29%	44%	39%	-38%	-11%	143%	-33%	-19%	-26%	44%	-42%	18%	0%	40%	0%	56%	-64%
8	8	➡ Desktop Computing	-18%	-30%	-8%	-16%	15%	-2%	-15%	-26%	-13%	-18%	4%	-6%	-15%	-23%	13%	-17%	-8%	-29%	-15%
9	9	➡ Warranties and Services	-15%	-7%	45%	-17%	24%	13%	-24%	47%	16%	-8%	-47%	-22%	18%	-29%	-4%	-35%	-5%	-32%	-11%
10	10	➡ Computing Accessories	41%	13%	101%	59%	90%	34%	2%	53%	26%	5%	35%	38%	4%	55%	-7%	54%	13%	44%	2%
11	11	➡ Printing	-11%	-14%	18%	-7%	17%	-7%	-16%	10%	14%	9%	23%	-19%	3%	11%	2%	16%	42%	-1%	-35%
12	12	➡ Audio-Video Systems	30%	10%	31%	9%	-4%	52%	13%	31%	36%	121%	61%	44%	4%	22%	-14%	52%	-11%	144%	-5%
13	13	➡ Networking Systems	-10%	-26%	-5%	-14%	-28%	33%	-37%	8%	-16%	12%	0%	7%	-10%	-5%	14%	12%	-3%	-9%	-17%
14	14	➡ Server Computing	-29%	0%	-36%	44%	21%	30%	-41%	38%	-35%	-57%	-20%	70%	-5%	-8%	10%	52%	-14%	97%	-35%
15	15	➡ Data Center Networking and Security	-26%	-24%	-4%	-24%	46%	5%	-54%	37%	12%	77%	52%	-33%	23%	-34%	40%	-36%	27%	57%	-30%
16	16	➡ Power Equipment	9%	-9%	-1%	-12%	-7%	5%	-8%	-3%	-9%	6%	-14%	1%	-7%	-20%	-3%	14%	-1%	3%	-33%
17	17	➡ Wireless Networking	13%	-9%	16%	2%	-5%	-4%	-20%	2%	40%	0%	35%	-2%	-33%	48%	15%	52%	53%	-33%	10%
18	18	➡ Other Networking Equipment	-3%	-27%	-6%	1%	26%	7%	-34%	55%	4%	17%	-13%	-40%	5%	19%	48%	-28%	4%	-12%	-30%
19	19	➡ Wearable Devices	-58%	-23%	-7%	-36%	6%	-26%	21%	-26%	10%	9%	-9%	-53%	-39%	-25%	-16%	181%	-18%	-15%	-75%
20	20	➡ Connectivity	-2%	0%	-9%	-1%	33%	65%	-6%	-1%	36%	16%	15%	30%	14%	-3%	77%	16%	-12%	43%	-22%
21	21	➡ Removable Storage	-42%	-57%	-10%	12%	-19%	38%	-1%	-26%	-15%	21%	-44%	-20%	25%	-26%	-1%	35%	-26%	17%	-22%
24	22	⬆ Electronics	18%	-31%	-32%	120%	-6%	-17%	-27%	-15%	-35%	49%	-55%	47%	84%	-34%	11%	-49%	10%	-33%	-1%
23	23	➡ Smart Home and Office	-18%	-1%	41%	8%	54%	40%	-79%	1175%	-57%	31%	715%	236%	-22%	220%	181%	87%	247%	6361%	0%
22	24	⬇ Games Consoles	-37%		-50%	56%	14%	10%	221%	190%	-40%	-83%	-19%	966%	6%	82%	-48%	-31%	-58%	58%	194%
25	25	➡ Unified Communications	-33%	-69%	-22%	-31%	-19%	-2%	-33%	-33%	-54%	-62%	-34%	-43%	-69%	-51%	-21%	109%	-68%	5%	-83%
26	26	➡ Security	44%	-17%	-12%	43%	10%	56%	-39%	48%	42%	262%	29%	7%	-26%	39%	54%	48%	-10%	-34%	-31%
27	27	➡ Scanner Imaging	4%	8%	-4%	-35%	32%	-3%	-55%	4%	-12%	-20%	7%	59%	48%	7%	5%	-1%	-20%	64%	23%
28	28	➡ Terminals, Thin Clients and Points of Sale	-23%	-35%	13%	-17%	-5%	-19%	-48%	-61%	-36%	18%	-33%	14%	-43%	-27%	-21%	26%	36%	188%	381%
29	29	➡ Tape Storage	-37%	-29%	-30%	53%	52%	81%	43%	11%	48%	-42%	74%	-63%	-68%	-24%	30%	-42%	-61%	88%	-68%
30	30	➡ Photo and Video Cameras	-64%	3%	-17%	-77%	-35%	-37%	-80%	-86%	37%	-72%	6%	-91%	-56%	-64%	-30%	-57%	6%	-30%	15%

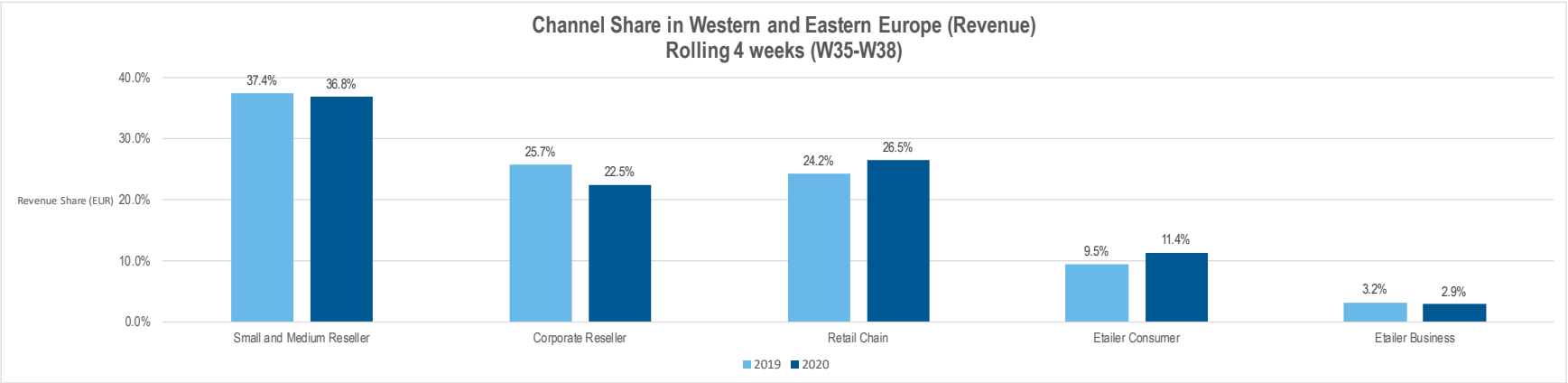
INDUSTRY SECTOR TREND		
WE	EE	Total
40%	40%	40%
-13%	18%	-8%
-5%	-13%	-6%
10%	-3%	9%
11%	17%	12%
-4%	7%	-1%
7%	9%	7%
-15%	2%	-12%
-4%	-15%	-5%
40%	16%	37%
-2%	6%	0%
23%	12%	22%
-13%	11%	-8%
-8%	16%	-1%
-15%	28%	-8%
-4%	-2%	-3%
5%	24%	7%
-4%	36%	4%
-26%	29%	-19%
5%	39%	9%
-29%	7%	-23%
1%	-1%	1%
4%	352%	9%
-19%	-29%	-23%
-39%	-3%	-33%
13%	34%	18%
-4%	1%	-4%
-24%	-12%	-22%
-14%	2%	-11%
-38%	-30%	-34%

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-8%	-14%	12%	-1%	-6%	-15%	-22%	56%	-17%	-9%	-35%	-10%	-10%	9%	2%	-17%	-4%	-31%	-48%	-6%	-3%	-6%
	Small and Medium Reseller	-2%	-8%	23%	13%	29%	-2%	4%	10%	0%	20%	-2%	-2%	-1%	12%	6%	16%	0%	34%	-18%	6%	8%	6%
	Etailer Business	-5%	15%	11%	-4%	4%	-31%	-12%	51%	-28%	-6%	-58%	-1%	-25%	2%	-25%	39%	-16%	-36%	13%	-2%	-13%	-3%
Retail Channels	Etailer Consumer	24%	25%	62%	28%	120%	27%	-79%	39%	23%	61%	46%	35%	-36%	28%	-9%	78%	4%	77%	-13%	33%	18%	30%
	Retail Chain	12%	-5%	5%	-25%	23%	35%	38%	63%	33%	39%	0%	65%	27%	59%	33%	51%	35%	128%	-8%	12%	40%	18%



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Largest Category Business
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Top Categories in Business Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 38 (to September 20 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-W37	Rank-W38	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	👉 Notebooks	16%	37%	141%	53%	72%	2%	3%	39%	20%	-19%	28%	2%	-20%	40%	29%	48%	53%	-13%	-13%	38%	31%	37%	
2	2	👉 Warranties and Services	-15%	-11%	45%	-18%	22%	13%	-27%	48%	15%	-8%	-51%	-24%	17%	-29%	-4%	-37%	-5%	-33%	-11%	-5%	-16%	-6%	
3	3	👉 Smartphones	14%	-35%	-6%	-35%	-2%	11%	13%	-3%	-16%	177%	-42%	-50%	31%	74%	-67%	96%	-26%	172%	-23%	0%	18%	3%	
6	4	👈 Desktops	-28%	-37%	-23%	-23%	4%	-22%	-24%	-29%	-37%	-26%	-4%	17%	-31%	-44%	42%	-33%	-16%	-43%	-32%	-26%	9%	-20%	
5	5	👉 Toner	2%	-26%	11%	12%	2%	16%	-3%	3%	5%	13%	-24%	-2%	-1%	15%	-23%	-12%	21%	95%	4%	-1%	-12%	-3%	
4	6	👇 Tablet PCs	46%	-29%	21%	28%	81%	5%	-21%	41%	-33%	83%	15%	46%	-5%	23%	-14%	32%	32%	-60%	-1%	11%	9%	11%	
7	7	👉 Office Applications Software	-9%	5%	63%	33%	-13%	9%	0%	28%	-2%	2%	-18%	11%	13%	68%	-59%	13%	-28%	-9%	-46%	12%	-34%	6%	
8	8	👉 Ink Cartridges and Tanks	19%	-7%	7%	17%	158%	35%	-23%	-14%	1%	37%	13%	56%	7%	68%	12%	15%	3%	-7%	117%	22%	18%	22%	
9	9	👉 Monitors	-2%	-8%	-22%	11%	13%	-29%	15%	9%	16%	34%	-28%	35%	-27%	16%	-40%	-12%	-13%	-2%	-20%	-1%	-28%	-7%	
10	10	👉 Network Switches	-15%	-26%	-16%	-14%	-29%	34%	-53%	-20%	-28%	0%	-19%	-39%	-20%	-2%	18%	-19%	-21%	-31%	2%	-18%	7%	-14%	
12	11	👈 Security Software	1%	-10%	-19%	0%	-69%	-29%	-35%	-20%	-17%	73%	-25%	-3%	-29%	39%	-39%	-27%	2%	-54%	-12%	-15%	-32%	-16%	
14	12	👈 Servers (PC/Mac)	-36%	-17%	-12%	45%	27%	6%	-23%	3%	-48%	-43%	-8%	15%	-12%	11%	39%	-37%	-19%	25%	-35%	-11%	13%	-3%	
11	13	👇 Processors	-2%	-12%	13%	68%	42%	-43%	8%	176%	-67%	-31%	-49%	-7%	3%	30%	-55%	76%	-25%	145%	-73%	3%	-32%	-8%	
13	14	👇 Solid State Drives (SSDs)	-3%	-42%	-3%	-2%	25%	-21%	11%	157%	-55%	18%	-33%	125%	20%	-14%	9%	18%	27%	-36%	-66%	-6%	5%	-4%	
16	15	👈 Operating Systems Software	-23%	-37%	-3%	-5%	11%	-70%	-15%	37%	-15%	-38%	-31%	-15%	11%	-30%	40%	-34%	-44%	-12%	-55%	-26%	-1%	-23%	
15	16	👇 Hard Disk Drives (HDDs)	-33%	-14%	-14%	-4%	-45%	-13%	-14%	-2%	-50%	-26%	106%	-48%	-52%	-2%	-27%	-31%	-25%	97%	-26%	-21%	-26%	-22%	
17	17	👉 Data Management Software	-25%	-18%	15%	-2%	-70%	-11%	-57%	62%	-2%	-44%	64%	-58%	-40%	7%	28%	-38%	24%	6%	-57%	-22%	-10%	-21%	
21	18	👈 Disk Arrays	-30%	4%	57%	32%	-9%	-14%	-4%	78%	91%	30%	48%	-70%	-50%	-24%	45%	-32%	15%	-4%	-59%	-1%	31%	8%	
18	19	👇 Headsets/Headphones and Microphones	74%	49%	-15%	61%	-34%	186%	-8%	67%	138%	135%	104%	44%	94%	62%	64%	9%	44%	101%	56%	47%	42%	46%	
20	20	👈 Graphics and Design Software	-16%	-13%	32%	-9%	-7%	-9%	-28%	-18%	-13%	-4%	31%	-46%	-54%	-9%	29%	25%	5%	-37%	2%	-9%	17%	-8%	
19	21	👇 RAM Memory	-11%	-32%	28%	38%	36%	-71%	53%	122%	-34%	-54%	-22%	53%	-34%	-42%	42%	-10%	-23%	2%	-49%	-13%	24%	-7%	
22	22	👉 Large Format Displays	-19%	-17%	24%	-17%	19%	19%	-21%	-18%	-46%	-9%	23%	-41%	-41%	-25%	-20%	-9%	-48%	-15%	-10%	-13%	-23%	-14%	
23	23	👉 Network Management Software	27%	60%	33%	3%	29%	-37%	6%	43%	21%	91%	154%	148%	14%	5%	11%	42%	-4%	52%	11%	33%	17%	31%	
24	24	👈 Network Management and Security Appliances	-4%	-17%	-22%	-14%	156%	-11%	-52%	71%	-9%	-26%	26%	-39%	64%	-39%	-26%	-49%	-10%	-69%	-39%	-6%	-31%	-9%	
25	25	👉 Docking Stations	0%	6%	169%	56%	82%	8%	-12%	100%	22%	3%	-27%	39%	5%	19%	5%	51%	18%	28%	-13%	23%	25%	23%	
26	26	👉 Wireless Access Points	4%	7%	17%	-8%	-32%	2%	-42%	4%	53%	-4%	2%	1%	-38%	69%	21%	27%	40%	-47%	23%	1%	20%	3%	
27	27	👉 All-in-One Lasers	-12%	-28%	0%	-29%	30%	-29%	-18%	-4%	19%	-41%	-9%	-4%	-1%	3%	-5%	0%	24%	-66%	-64%	-14%	-7%	-12%	
28	28	👉 Virtualisation Software	-13%	-24%	132%	-35%	56%	-9%	-2%	249%	-54%	-21%	-45%	7%	33%	22%	-65%	-30%	-20%	-21%	-51%	-5%	-52%	-11%	
29	29	👈 Database Management Software	-15%	-27%	30%	-20%	-41%	38%	110%	-23%	58%	-16%	29%	-9%	64%	-16%	32%	-14%	-22%	-15%	-36%	-5%	-27%	-10%	
30	30	👇 Transceivers	-2%	-32%	-15%	-14%	-1%	8%	-29%	58%	23%	9%	-47%	-59%	26%	27%	69%	-57%	-45%	-11%	13%	-10%	49%	1%	
31	31	👈 Notebook Workstations	4%	15%	56%	7%	22%	-9%	19%	32%	15%	-21%	34%	-10%	-15%	-1%	-48%	5%	-35%	-2%	-19%	8%	-24%	5%	
32	32	👈 Cables and Connectivity Adapters	0%	6%	12%	0%	37%	115%	-8%	-2%	34%	13%	29%	26%	1%	0%	102%	-1%	36%	45%	-28%	10%	58%	16%	
33	33	👇 Uninterruptable Power Supplies (UPS)	2%	-2%	-8%	-22%	-25%	0%	-4%	-33%	-26%	-11%	-5%	-13%	-27%	-7%	-31%	5%	-16%	-39%	-29%	-8%	-27%	-16%	
34	34	👈 Network Routers	-46%	-39%	-3%	-39%	-48%	-11%	-25%	282%	1%	-4%	-27%	210%	9%	-36%	7%	-20%	4%	-18%	11%	-32%	2%	-23%	
39	35	👈 Integrated Systems	44%	71%	-62%	-7%	-75%	244%	-96%	122%	1898%	-99%	-94%	64%	-89%	101%	20%	-97%	782%	-100%		-9%	54%	-4%	
37	36	👈 Desktop Workstations (PC/Mac)	-46%	-49%	-10%	-27%	-46%	-36%	-32%	-38%	-35%	-39%	-57%	-71%	-59%	-25%	-28%	-17%	-70%	-54%	-50%	-38%	-37%	-38%	
38	37	👈 Long Life Consumables	-5%	-36%	4%	-1%	36%	26%	-29%	2%	10%	-21%	-28%	-12%	1%	3%	-8%	-16%	22%	1%	-5%	-8%	-6%	-8%	
40	38	👈 All-in-One Inkjets	1%	7%	42%	-12%	33%	-1%	-48%	1%	-38%	41%	201%	-16%	-45%	46%	-25%	-20%	-1%	-32%	-4%	10%	-17%	7%	
41	39	👈 Network Expansion Modules	-46%	-2%	78%	-52%	-68%	109%	-48%	-18%	-36%	10%	32%	14%	-56%	55%	145%	-52%	25%	-45%	323%	-27%	106%	-10%	
35	40	👇 Televisions	-39%	-41%	-43%	-22%	60%	41%	-18%	79%	-59%	-63%	-77%	170%	127%	-41%	752%	-21%	41%	-47%	29%	-23%	64%	0%	
36	41	👇 Graphics Cards	-15%	-50%	-5%	-9%	-7%	-46%	-55%	45%	-37%	-50%	-48%	-51%	-73%	-20%	-3%	-25%	-39%	-37%	-56%	-27%	-21%	-25%	
43	42	👈 Keyboards and Keypads	25%	33%	9%	40%	42%	11%	5%	13%	15%	3%	9%	33%	-5%	92%	7%	12%	-1%	28%	28%	26%	10%	24%	
42	43	👈 Developer Tools Software	-57%	-27%	9%	-40%	41%	-74%	13%	-43%	-83%	-24%	-19%	64%	-18%	96%	-65%	22%	-27%	8%	-14%	-37%	-12%	-36%	
44	44	👇 Laser Printers	-27%	-24%	32%	-15%	25%	-33%	-2%	-22%	-19%	-23%	-24%	-22%	-37%	-37%	-3%	4%	20%	31%	-36%	-17%	-1%	-13%	
45	45	👈 Projectors	0%	-55%	56%	12%	-19%	-27%	-26%	-32%	-38%	-64%	-26%	-36%	-37%	-29%	-27%	-15%	-31%	-47%	-8%	-18%	-23%	-19%	
46	46	👈 VOIP Systems	-36%	-70%	-24%	-32%	-25%	-3%	-14%	-38%	-30%	-63%	-48%	-40%	-74%	-51%	-44%	71%	-64%	4%	-85%	-41%	-26%	-38%	
47	47	👉 Servers (Unix)	-41%	-89%	-45%	65%	-29%	-99%		1429%	-100%	-100%	-49%	-100%		-97%	-31%	754%	-100%		-100%	-36%	-28%	-33%	

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Largest Category Consumer
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Largest Categories in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 38 (to September 20 2020) vs Same Period 2019
Sorted by largest categories and country size in Consumer Channel

			WESTERN EUROPE															EASTERN EUROPE					CATEGORY TREND		
Rank-W37	Rank-W38	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
1	1	📄 Notebooks	64%	57%	38%	117%	94%	34%	46%	143%	64%	83%	16%	4%	35%	22%	20%	91%	72%	80%	12%	57%	49%	55%	
2	2	📱 Smartphones	-14%	-38%	-23%	-72%	3%	20%	21%	41%	1%	-14%	-33%	37%	38%	58%	-41%	52%	1%	637%	16%	-17%	16%	-12%	
4	3	🖥 Monitors	71%	69%	88%	103%	124%	89%	104%	124%	131%	116%	93%	67%	53%	87%	26%	50%	29%	75%	30%	82%	36%	69%	
3	4	📄 Tablet PCs	38%	19%	36%	-9%	95%	61%	44%	83%	69%	76%	6%	2707%	14%	61%	4%	83%	123%	52%	128%	42%	51%	43%	
5	5	🖨 Ink Cartridges and Tanks	24%	15%	57%	-4%	97%	32%	-10%	-32%	12%	-1%	22%	23%	1%	211%	7%	48%	-21%	-2%	54%	22%	16%	21%	
6	6	🖥 Desktops	12%	38%	67%	85%	60%	48%	25%	-4%	66%	9%	48%	40%	37%	43%	-19%	42%	31%	40%	72%	36%	-2%	25%	
8	7	📈 Processors	79%	139%	178%	34%	101%	50%	-12%	147%	100%	202%	24%	132%	-26%	152%	103%	83%	110%	196%	-71%	81%	82%	82%	
7	8	🎧 Headsets/Headphones and Microphones	12%	6%	29%	2%	-8%	130%	40%	-2%	1%	124%	60%	55%	-29%	-1%	-20%	96%	-34%	258%	-25%	15%	18%	15%	
9	9	📺 Televisions	147%	13%	-44%	302%	1198%	181%	467%	-49%	244%	27%	1249%	281%	20%	362%	2315%	61%	-68%	-6%	198%	7%	95%	33%	
10	10	💾 Solid State Drives (SSDs)	5%	84%	58%	10%	-30%	7%	94%	85%	187%	80%	18%	141%	-35%	136%	60%	51%	68%	153%	-68%	21%	55%	31%	
11	11	💾 Hard Disk Drives (HDDs)	48%	12%	-4%	-43%	5%	20%	50%	32%	157%	134%	37%	8%	25%	25%	-10%	56%	2%	284%	0%	22%	6%	16%	
12	12	🖨 All-in-One Inkjets	-26%	0%	48%	18%	51%	30%	14%	47%	32%	8%	28%	17%	-23%	56%	-73%	31%	108%	60%	-15%	12%	-20%	5%	
13	13	🌐 Network Routers	-1%	13%	54%	-15%	191%	33%	54%	30%	-25%	76%	592%	368%	28%	11%	-2%	61%	65%	52%	-56%	14%	7%	12%	
15	14	📈 Graphics Cards	-14%	-8%	158%	-25%	-10%	4%	-47%	100%	-24%	-47%	-48%	-77%	-61%	37%	49%	52%	-25%	57%	-29%	-13%	36%	1%	
16	15	📈 All-in-One Lasers	1%	5%	51%	70%	80%	4%	61%	156%	69%	239%	54%	47%	100%	24%	38%	53%	119%	36%	49%	28%	43%	35%	
14	16	📱 Smart Watches	-70%	-8%	-22%	-41%	56%	-19%	52%	-25%	0%	8%	67%	164%	-47%	-36%	-8%	155%	-24%	-79%	-83%	-29%	10%	-26%	
17	17	🖨 Toner	1%	14%	77%	18%	-3%	-5%	23%	-2%	6%	51%	41%	34%	-6%	83%	-12%	0%	3%	93%	-27%	19%	-7%	13%	
18	18	📶 Wireless Access Points	28%	-46%	16%	26%	63%	-16%	73%	-15%	40%	9%	129%	-39%	-38%	6%	50%	146%	88%	-25%	-3%	13%	70%	18%	
19	19	💾 RAM Memory	100%	-7%	17%	100%	36%	11%	-8%	44%	-13%	127%	133%	5%	-44%	62%	101%	-32%	49%	16%	-64%	53%	20%	39%	
20	20	🎧 Mic	-5%	-7%	137%	61%	34%	6%	2%	73%	-20%	-54%	65%	26%	-27%	48%	-34%	76%	-9%	15%	24%	19%	5%	16%	
21	21	🔊 Portable Speakers	-49%	-3%	180%	-41%	160%	-76%	5%	56%	-60%	23%	-81%	-128%	-66%	-84%	-78%	-16%	-48%	-33%	-12%	32%	-65%	26%	
23	22	📺 Digital Media Players	-21%	43%	-60%	-13%	27%	38%	26%	-19%	77%	5%	26%	46%	16%	71%	143%	-20%	113%	10580%	-52%	12%	45%	13%	
22	23	🌐 Network Switches	66%	-7%	-42%	26%	60%	82%	-33%	-7%	203%	227%	215%	4%	32%	41%	73%	247%	28%	128%	67%	35%	98%	49%	
25	24	📈 Keyboards and Keycaps	-2%	34%	70%	96%	18%	35%	-42%	81%	16%	-33%	76%	62%	-34%	114%	-15%	37%	-32%	1%	79%	26%	-1%	20%	
26	25	📈 Smart Bands and Activity Trackers	-64%	-55%	120%	-76%	39%	65%	215%	3498%	85%	-28%	27%	59%	4702%	22%	-2%	581%	1%	152%	-64%	-11%	129%	9%	
28	26	🖨 Laser Printers	52%	49%	50%	99%	35%	-1%	116%	254%	148%	63%	-9%	34%	32%	3%	36%	80%	198%	48%	35%	50%	45%	48%	
24	27	🎮 Games Accessories	45%		49%	105%	42%	29%	61%	214%	101%	-44%	25%	2015%	70%	153%	-49%	54%	-35%	25%	180%	61%	21%	49%	
27	28	🔌 Uninterruptable Power Supplies (UPS)	123%	16%	-19%	26%	39%	37%	22%	170%	307%	369%	-6%	653%	70%	91%	72%	142%	41%	66%	39%	63%	75%	70%	
29	29	📺 NAS Devices	45%	15%	11%	-48%	-1%	2%	-67%	-3%	-9%	488%	55%	-54%	46%	-12%	7%	57%	31%	201%	-12%	21%	29%	22%	
32	30	📈 Warranties and Services	4%	451%	43%	246%	172%	20%	161%	23%	168%	0%	2019%	194%	37%	-25%	-12%	29%	-26%	38%	1136%	91%	1%	80%	
31	31	💻 Office Applications Software	-20%	-52%	39%	19%	71%	-25%	108%	29%	107%	148%	-70%	347%	-9%	188%	-29%	31%	-9%	295%	-29%	0%	23%	8%	
33	32	🔌 Powerline Devices	15%	-16%	1%	9%	44%	4%	-43%	47%	8%	66%	96%	958%	-71%	45%	37%	-2%	-5%	31%	-35%	14%	6%	14%	
35	33	🔒 Security Software	17%	60%	62%	-26%	322%	349%	-96%	-4%	483%	502%	43%	185%	199%	334%	45%	1%	1325%	459%	354%	58%	85%	61%	
30	34	📱 Mobile Computing Cases	78%	-21%	41%	-24%	27%	77%	10%	59%	82%	12%	3%	28%	71%	80%	6%	-4%	24%	11%	15%	34%	7%	31%	
34	35	🔌 Cables and Connectivity Adapters	-4%	-27%	-43%	-8%	46%	25%	-1%	1%	38%	39%	-8%	108%	22%	-9%	114%	44%	-137%	118%	-14%	-7%	14%	-5%	
36	36	🖨 Operating Systems Software	47%	-30%	-55%	35%	121%	26%	46%	18%	131%	38%	315%	31%	37%	17%	80%	9%	-36%	-31%	-89%	44%	17%	33%	
37	37	🖨 Projectors	-28%	13%	-44%	23%	21%	19%	39%	270%	16%	7%	-2%	148%	66%	107%	55%	-6%	37%	-6%	99%	1%	14%	3%	
38	38	📹 IP Cameras	110%	-34%	-29%	110%	-14%	-11%	7%	68%	308%	848%	66%	56%	-28%	80%	613%	8%	16%	263%	37%	12%	198%	23%	
39	39	📱 Smartphone Protective Cases	-87%	-85%	-62%	-47%	-73%	-61%	-22%	-81%	19%	80%	-73%	-5%	-21%	-57%	728%	-91%	-30%	-62%		-63%	-6%	-57%	
40	40	💾 Memory Cards	-44%	-53%	-55%	21%	-25%	61%	44%	43%	70%	271%	-42%	63%	68%	-40%	-17%	26%	-41%	-15%	-4%	-31%	-8%	-25%	
41	41	📶 USB Memory	-62%	-65%	42%	43%	13%	-7%	-21%	107%	34%	-30%	-42%	-25%	15%	-26%	34%	92%	-39%	81%	24%	-38%	37%	-29%	
42	42	🔊 Smart Speakers	-22%	-47%	-42%	-11%	-56%	-20%	-93%	-79%	114%	-97%		-100%			428%	-56%	51%			-45%	411%	-45%	
43	43	📱 Mobile Phones	-38%	-5%	24%	-46%	129%	178%	-29%	-51%	43%	-50%	-93%	49%	67%	4%	3%	-2%	15%	8%	47%	-5%	4%	-2%	
44	44	🖨 Consoles Fixed	-94%		-93%	-61%	-94%	-90%	6249%	-86%	-99%	-38%	-100%	-91%	-87%	25%	-54%	-83%	-102%	91%		-85%	-55%	-72%	
45	45	📹 Digital Cameras	179%	42%	-28%	-44%	-52%	-9%	-13%	100%	-100%	-88%	-31%		-70%	-59%	40%	-54%	-5%	-23%	-6%	-44%	-34%	-37%	

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

OPTIMISE TODAY

ACCELERATE TOMORROW