CONTEXT

IT Industry Update

3rd June 2020

CONTEXT COVID-19 Weekly Report

01 CLIMATE SURVEY FEEDBACK

02 TOP TRENDS COVID-19 REPORTS TO WEEK 20 (WEEK 19 FOR US)
NEW ASP PRICE INDEX (FOR NOTEBOOKS)

03 RUSSIA INSIGHT – VICTOR IVANOV

04 ANALYST UPDATE IMAGING – ANTONIO TALIA
ENTERPRISE – GURVAN MEYER

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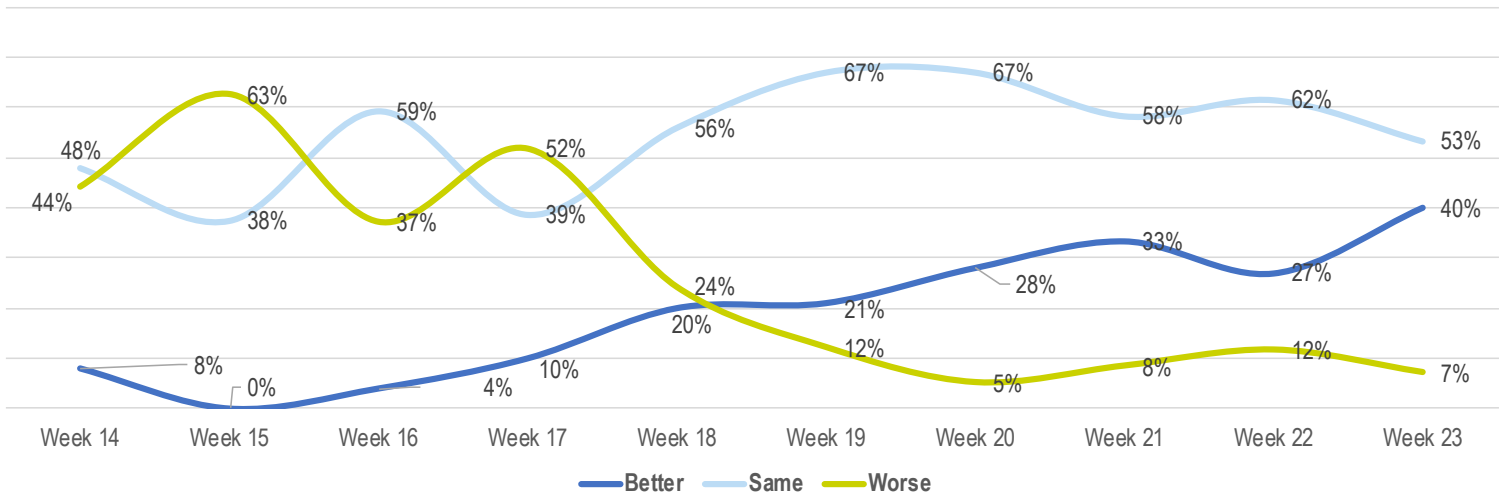
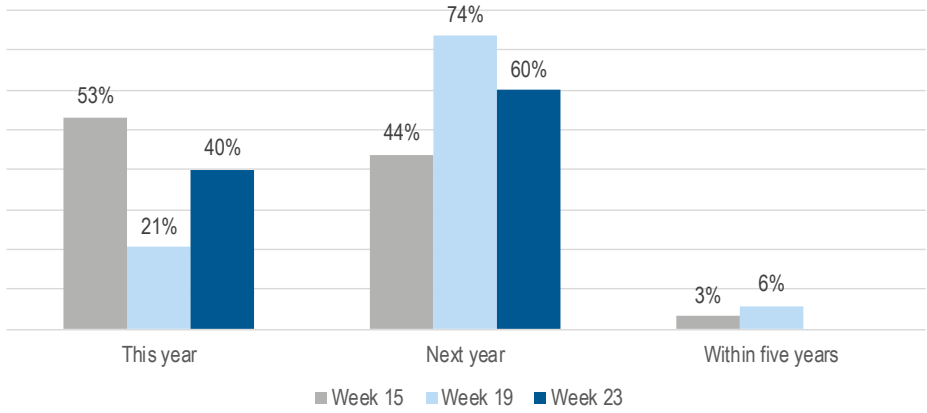
CLIMATE SURVEY FEEDBACK – POSITIVE TRENDS THIS WEEK

How is the situation for the IT industry in your country (compared to last week)?



When do you think your business will return to pre-pandemic levels?



30 responses

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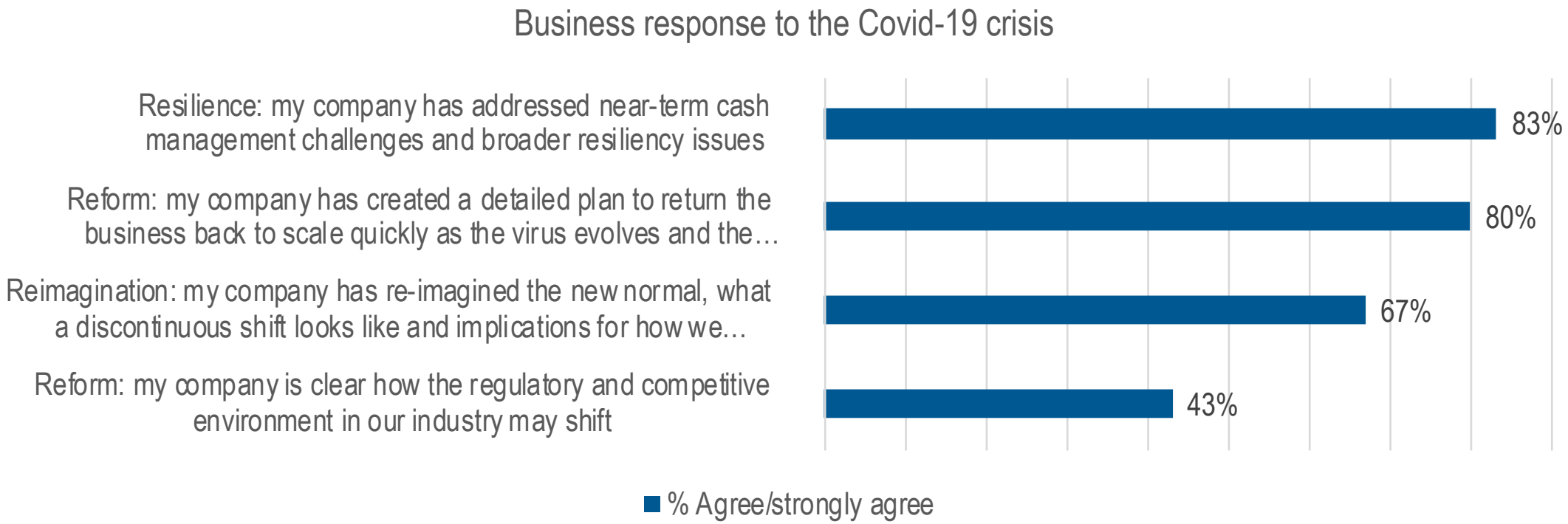
PLANNING FOR THE FUTURE



[McKinsey Covid-19 implications for business]

30 responses

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COVID-19 REPORTS

01 REVENUE TRENDS

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

02 REVENUE PANDEMIC INDEX

4 week rolling revenue trends based on pandemic calendar, revenue is base 100 in week 0 of pandemic, predictive indications, by country and region

03 SECTOR/CATEGORY WEATHER MAPS

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

04 CHANNEL HEALTH

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

CONTEXT COVID-19 Weekly Report

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01 REVENUE GROWTH/DECLINE

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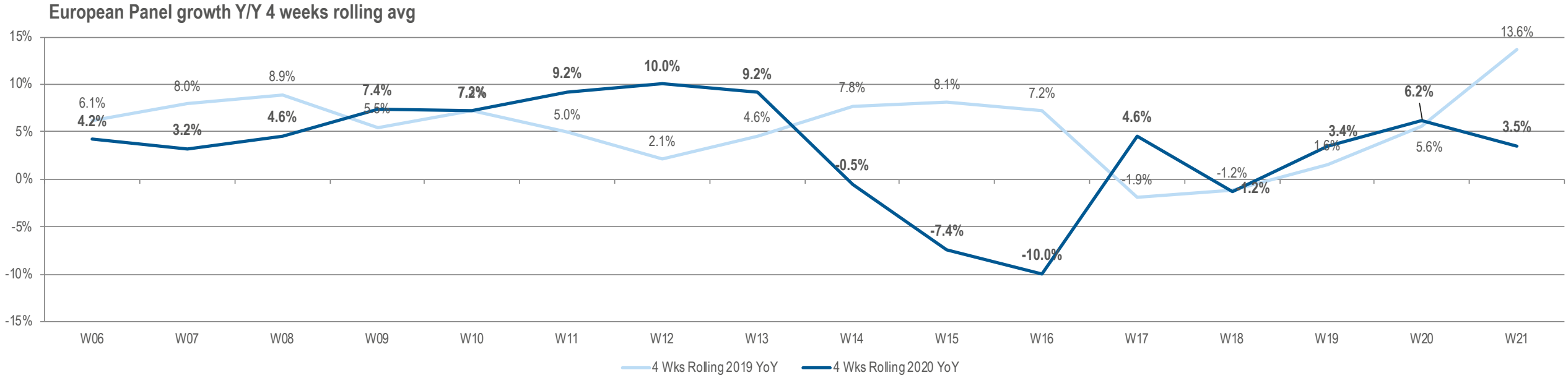
WEEK 21: A DIP IN WESTERN EUROPE



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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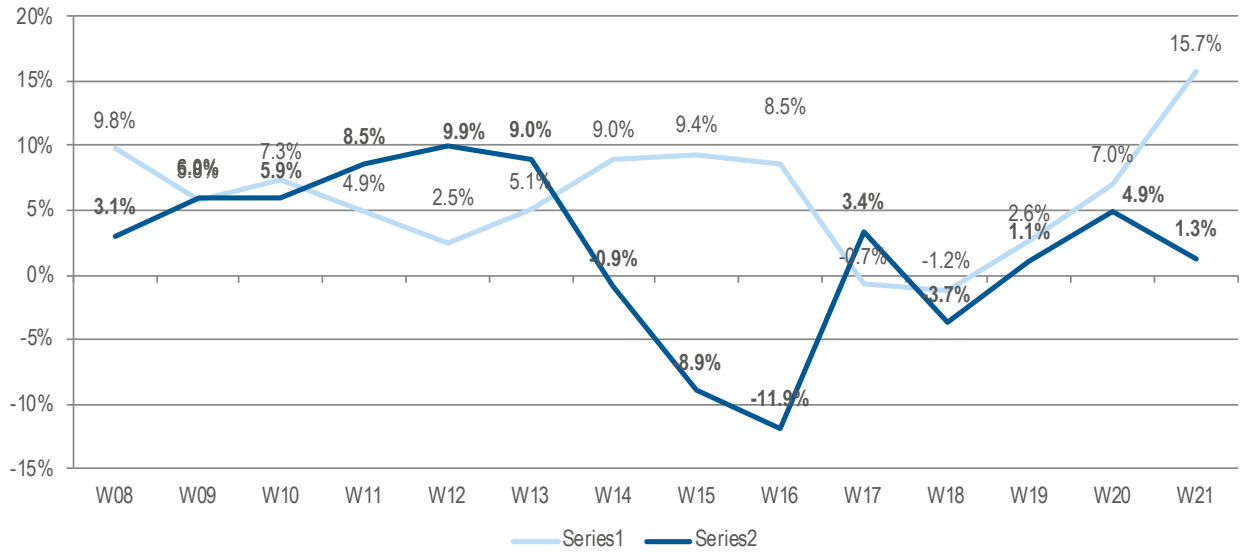
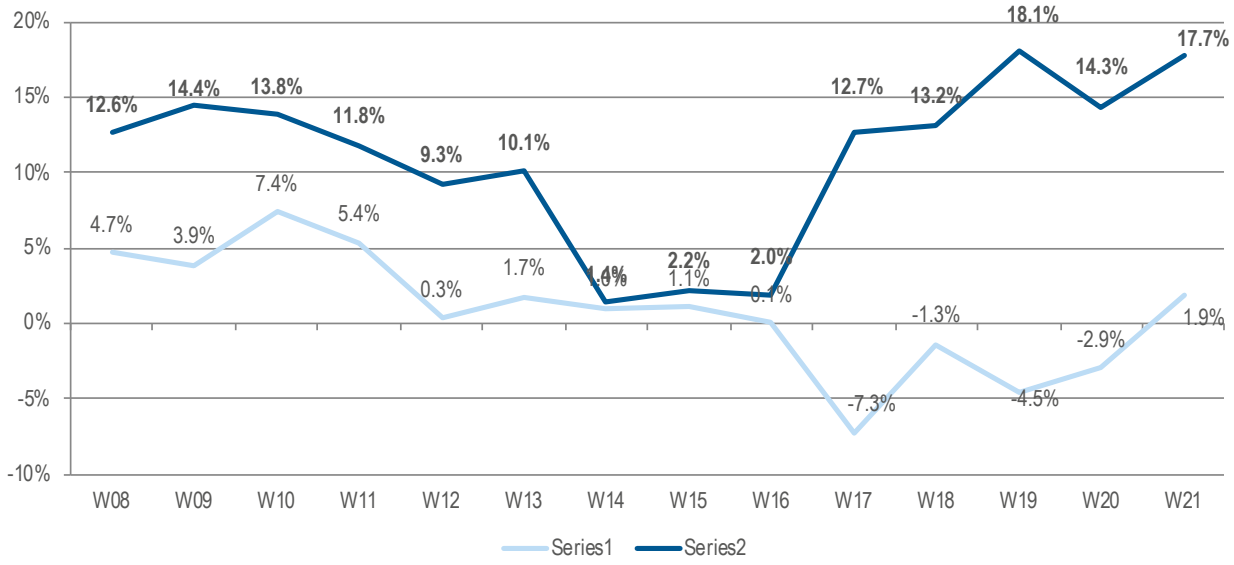
WESTERN EUROPE FALTERS WITH ITS 3RD DOWNTURN IN Q2

Western Europe growth Y/Y 4 weeks rolling avg



Eastern Europe growth Y/Y 4 weeks rolling avg



"Virus recurrence, slow long-term growth, with muted world recovery" chosen from 9 scenarios by the highest number of respondents* to McKinsey survey

*31% of 2,079 executives, 2-10 April 2020

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

Includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

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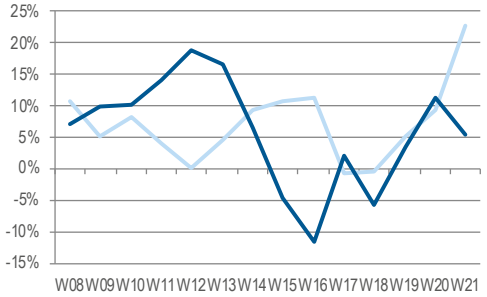
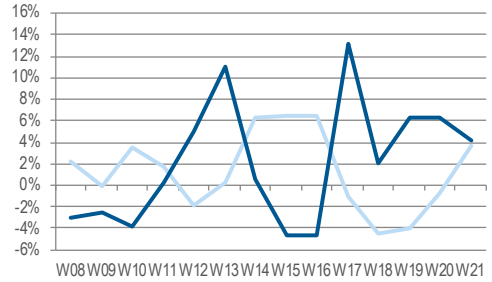
GERMANY AND FRANCE HIT BY ASCENSION WEEK, UK DOWN, SPAIN UP

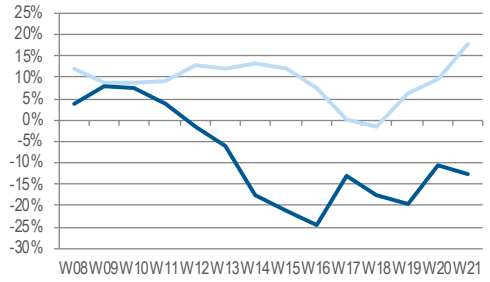
Germany growth Y/Y 4 weeks rolling avg



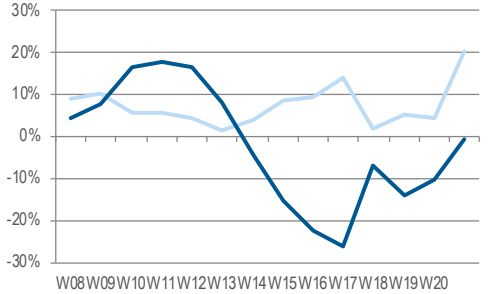
United Kingdom growth Y/Y 4 weeks rolling avg



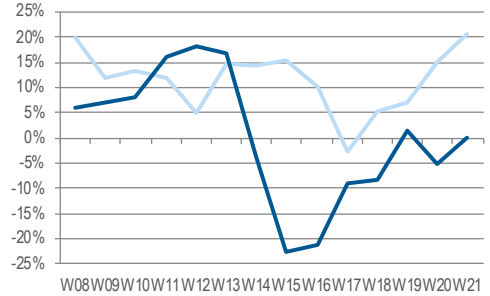
France growth Y/Y 4 weeks rolling avg



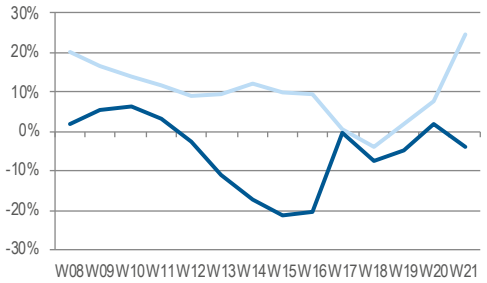
Italy growth Y/Y 4 weeks rolling avg



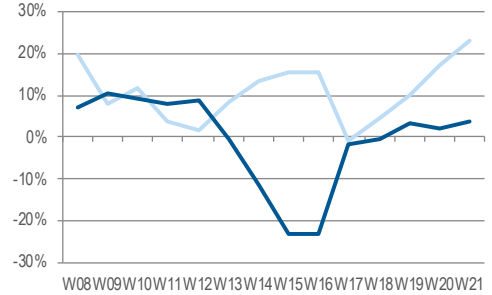
Spain growth Y/Y 4 weeks rolling avg



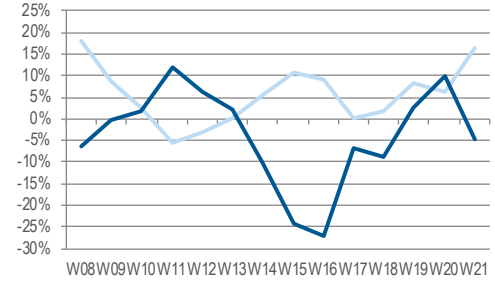
Belgium growth Y/Y 4 weeks rolling avg



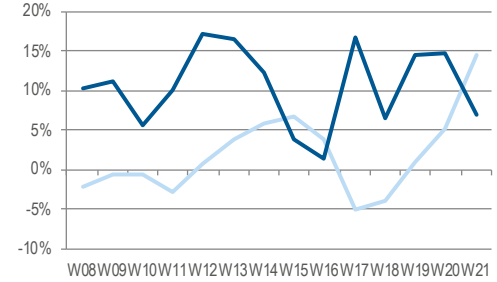
Portugal growth Y/Y 4 weeks rolling avg



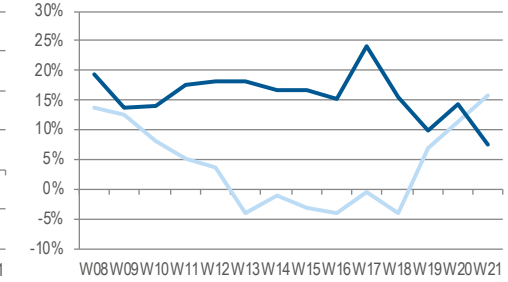
Austria growth Y/Y 4 weeks rolling avg



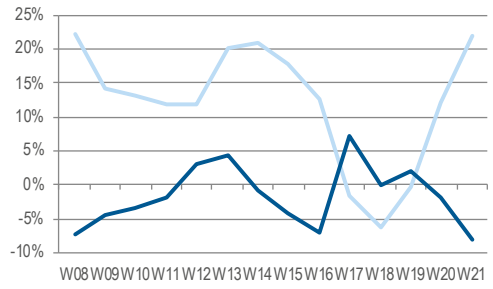
Switzerland growth Y/Y 4 weeks rolling avg



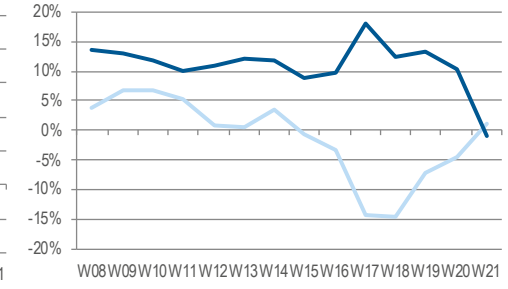
Other WE growth Y/Y 4 weeks rolling avg



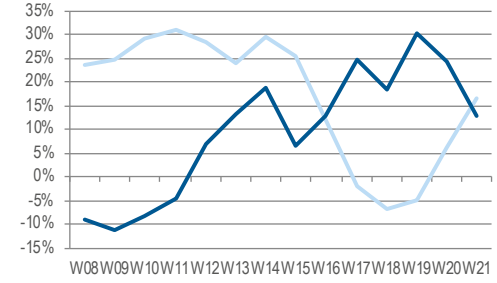
Sweden growth Y/Y 4 weeks rolling avg



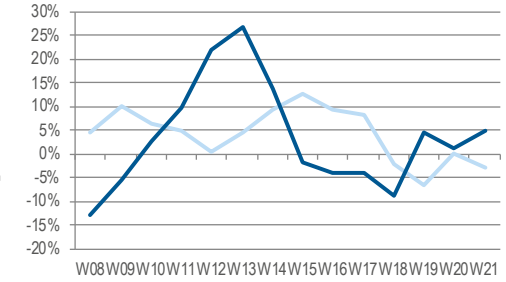
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



2020 2019

Distribution sales translated at fixed € exchange rate

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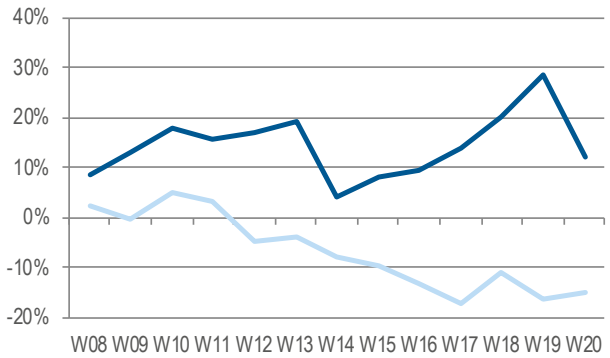
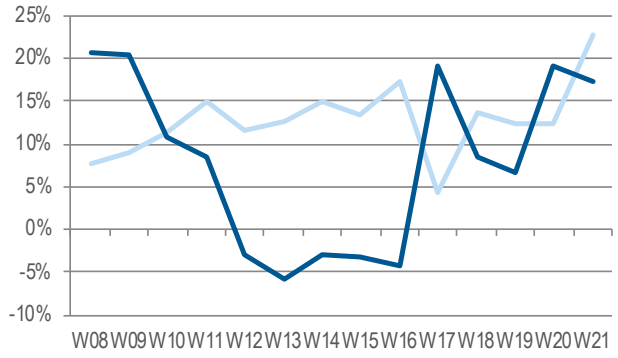
EASTERN EUROPE REMAINS STRONG

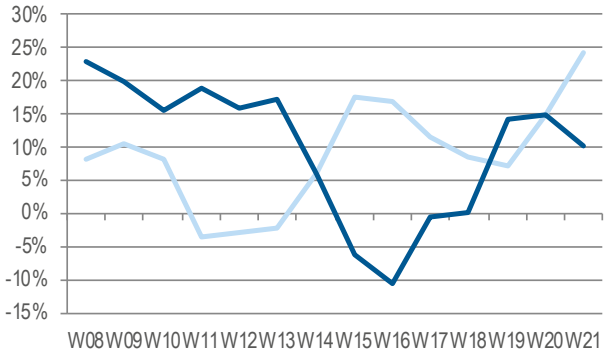
Russia growth Y/Y 4 weeks rolling avg



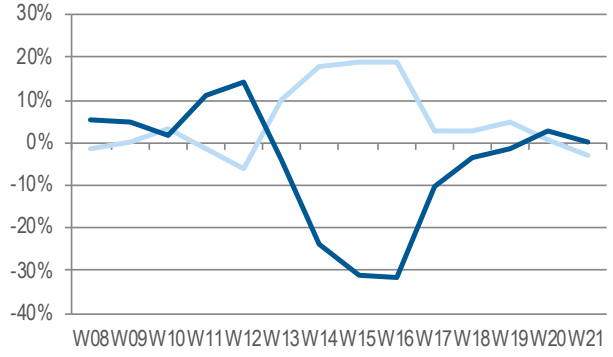
Poland growth Y/Y 4 weeks rolling avg



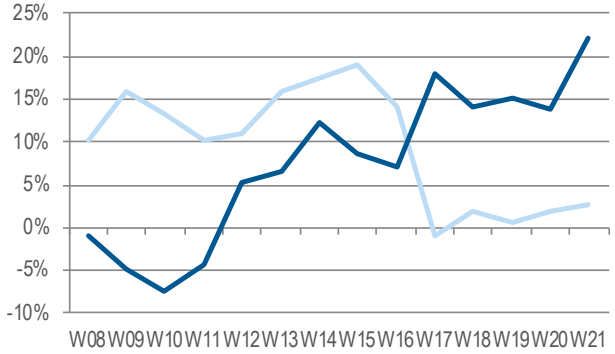
Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



2020 2019

Distribution sales translated at fixed € exchange rate

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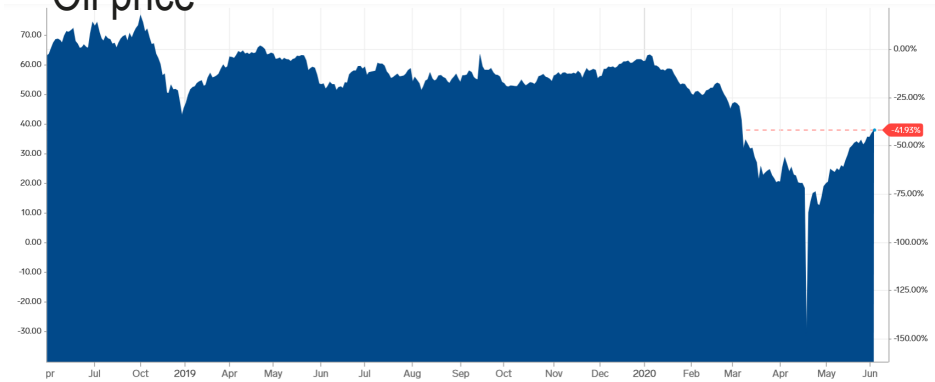
Russian insight – Victor Ivanov

RUSSIA OVERVIEW

- Main problems in Russia: recent oil-price shock in addition to Covid-19
- USD/RUB exchange rate increased → positive short-term effect on available stock sell out at “old” prices, especially in retail.
- Sellout: in H1’20 online sales grew approximately 170% while traditional retail sales decreased by 50%
- H1’20 – very healthy growth in IT distribution:
  Q1’20 +12.1% Y-o-Y, Q2’20 10.8% (to end week 21) but negative dynamic
- Distribution, with local stocks, financial leverage and logistical support, saved the day!

Oil price



Exchange rate (rouble to dollar)

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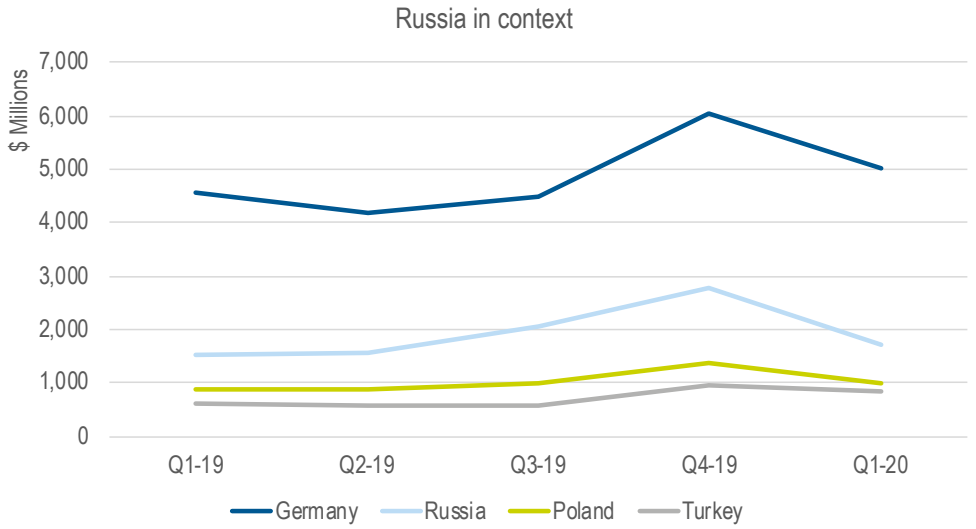
RUSSIA H2 GUIDANCE

- H2'20 expected to be weak due to lower consumer spending – no revenge shopping! …and higher prices (stocks for Q3 based on "new" prices – 20%-25% increase)
- Main driver in IT – tenders and big infrastructure projects (government)
- Trend: shift to local production of crucial IT infrastructure elements (enterprise sector only), increase in local brands
- Busy political agenda: upcoming referendum for changes in the constitution



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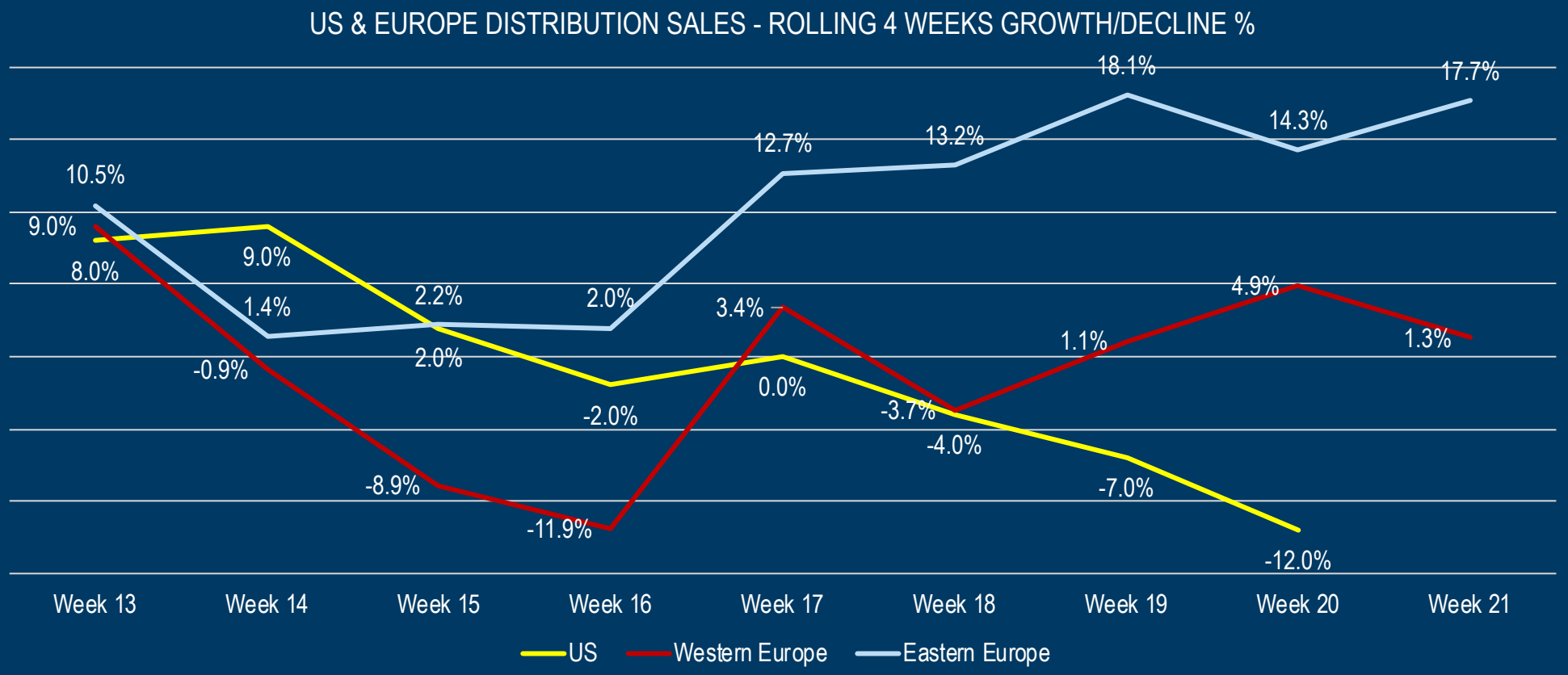
US CONTINUES DESCENT

Global Distribution Update – Covid-19 Weekly Report

Total Distribution Trends US and Europe



Distribution sales, 4 week rolling revenues based on $ (US) and € fixed rate (Europe)

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02 REVENUE PANDEMIC INDEX

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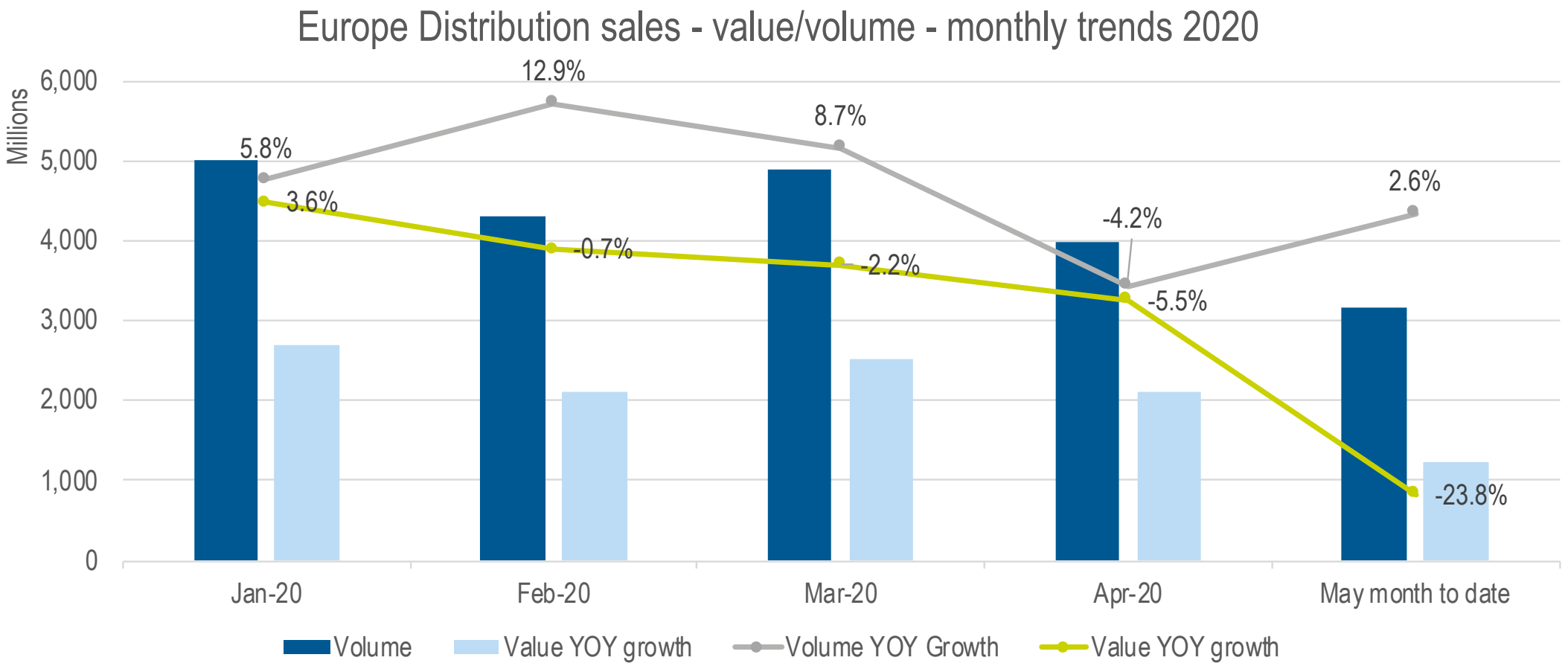
VALUE/VOLUME DIFFERENTIAL ACCENTUATES IN MAY



After 3 of 4 weeks (to end week 21) May is running at -4.1% YOY

Distribution sales translated at fixed € exchange rate

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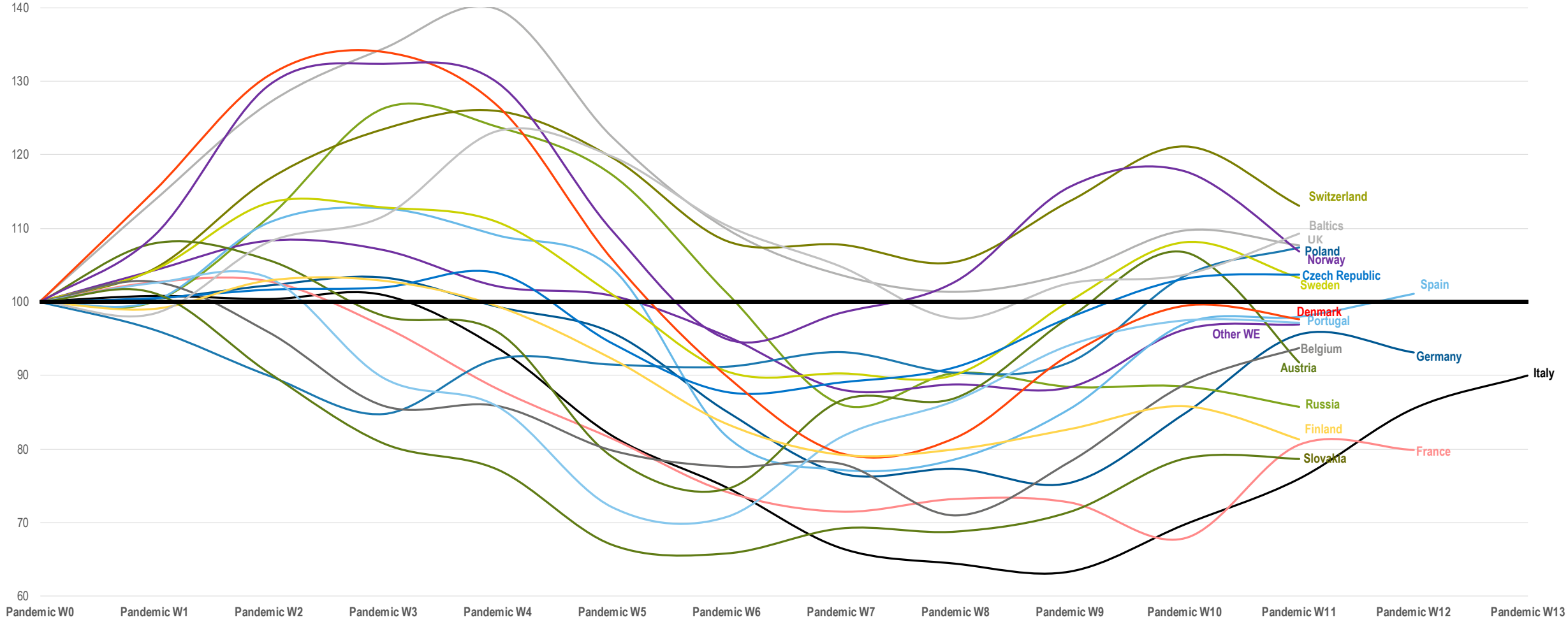
VOLUME SALES – 50% OF COUNTRIES ARE ABOVE THE 100 BASE INDEX

Weekly Revenue Trend Index - All Countries (Volume)
(Rolling 4 Weeks Revenue to Pandemic Week 0 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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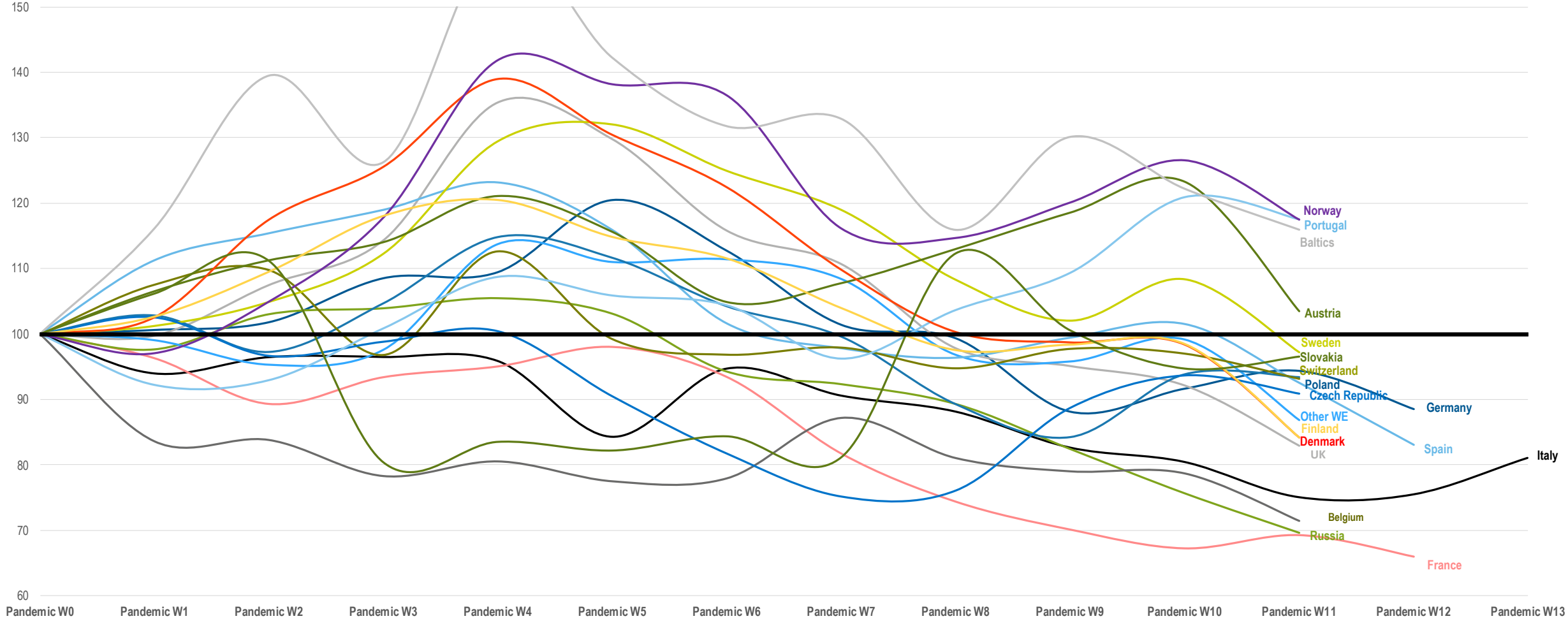
VALUE SALES - STAY ON NEGATIVE TRAJECTORY

Weekly Revenue Trend Index - All Countries (Value)
(Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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03 SECTOR/CATEGORY WEATHER MAPS

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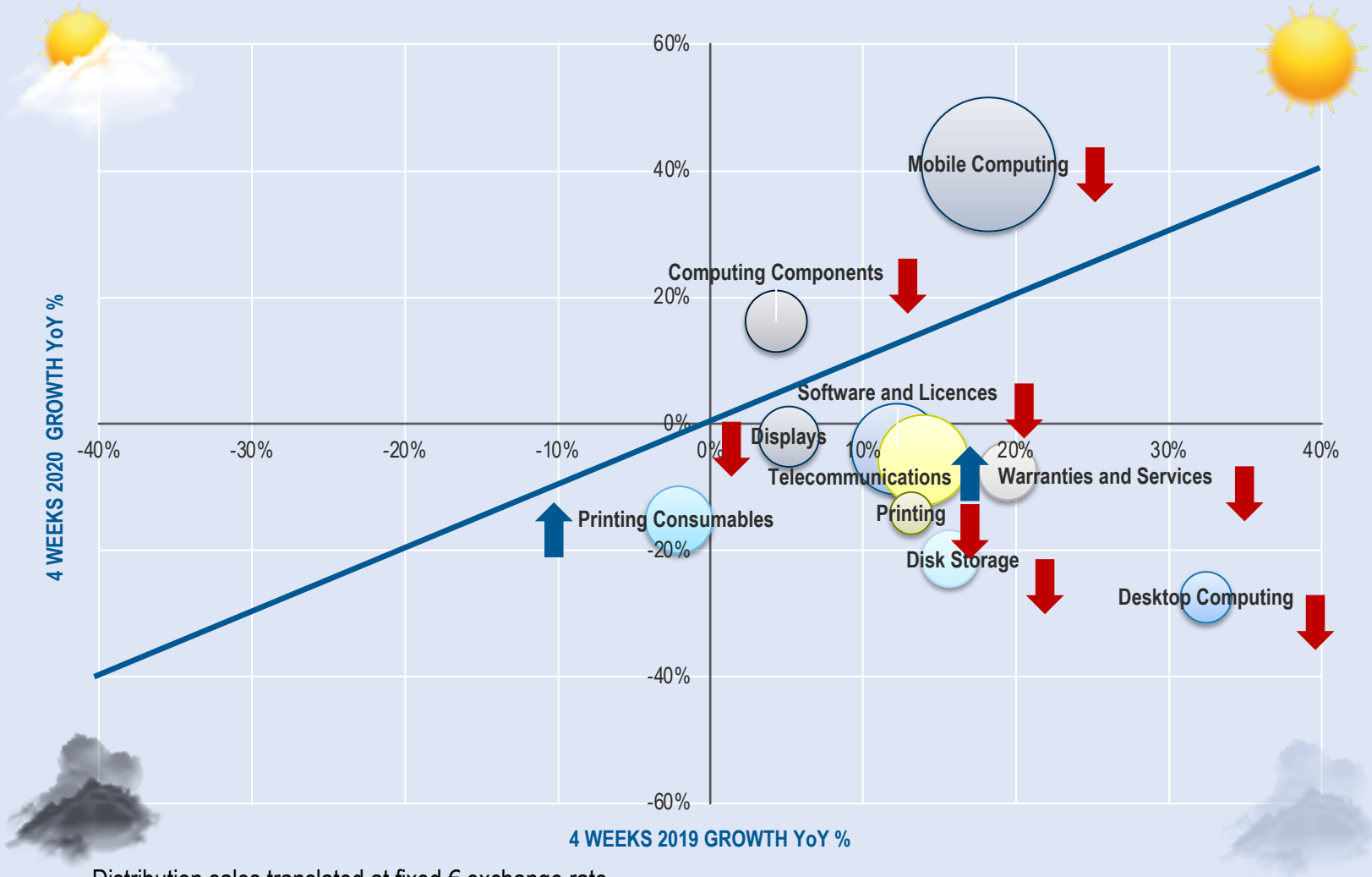
INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 21 (24/05/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	2019	2020
Mobile Computing	**18%**	**41%**
Software and Licences	12%	-4%
Printing Consumables	-2%	-15%
Telecommunications	14%	-6%
Warranties and Services	**19%**	-7%
Disk Storage	**16%**	**-21%**
Computing Components	4%	**16%**
Displays	5%	-2%
Desktop Computing	**32%**	**-27%**
Printing	13%	-14%
Networking Systems	**18%**	-13%
Server Computing	4%	**-24%**
Computing Accessories	**22%**	6%
Audio-Video Systems	**23%**	**40%**
Data Center Networking and Security	**23%**	**-22%**
Wireless Networking	12%	8%
Other Networking Equipment	13%	-8%
Power Equipment	12%	-17%
Wearable Devices	**30%**	**7%**
Connectivity	**20%**	-19%
Home and Garden	**53%**	-2%
Games Consoles	-2%	**25%**
Smart Home and Office	**123%**	-13%
Removable Storage	**-23%**	**-38%**
Electronics	-19%	**-44%**
Unified Communications	1%	-13%
Terminals, Thin Clients and Points of Sales	**16%**	-13%
Scanner Imaging	7%	-7%
Tape Storage	-7%	-11%
Security	-1%	-18%
Photo and Video Cameras	**-32%**	**-54%**
eHealth Devices	-15%	**131%**
Security Devices	**46%**	**-44%**

Distribution sales translated at fixed € exchange rate.

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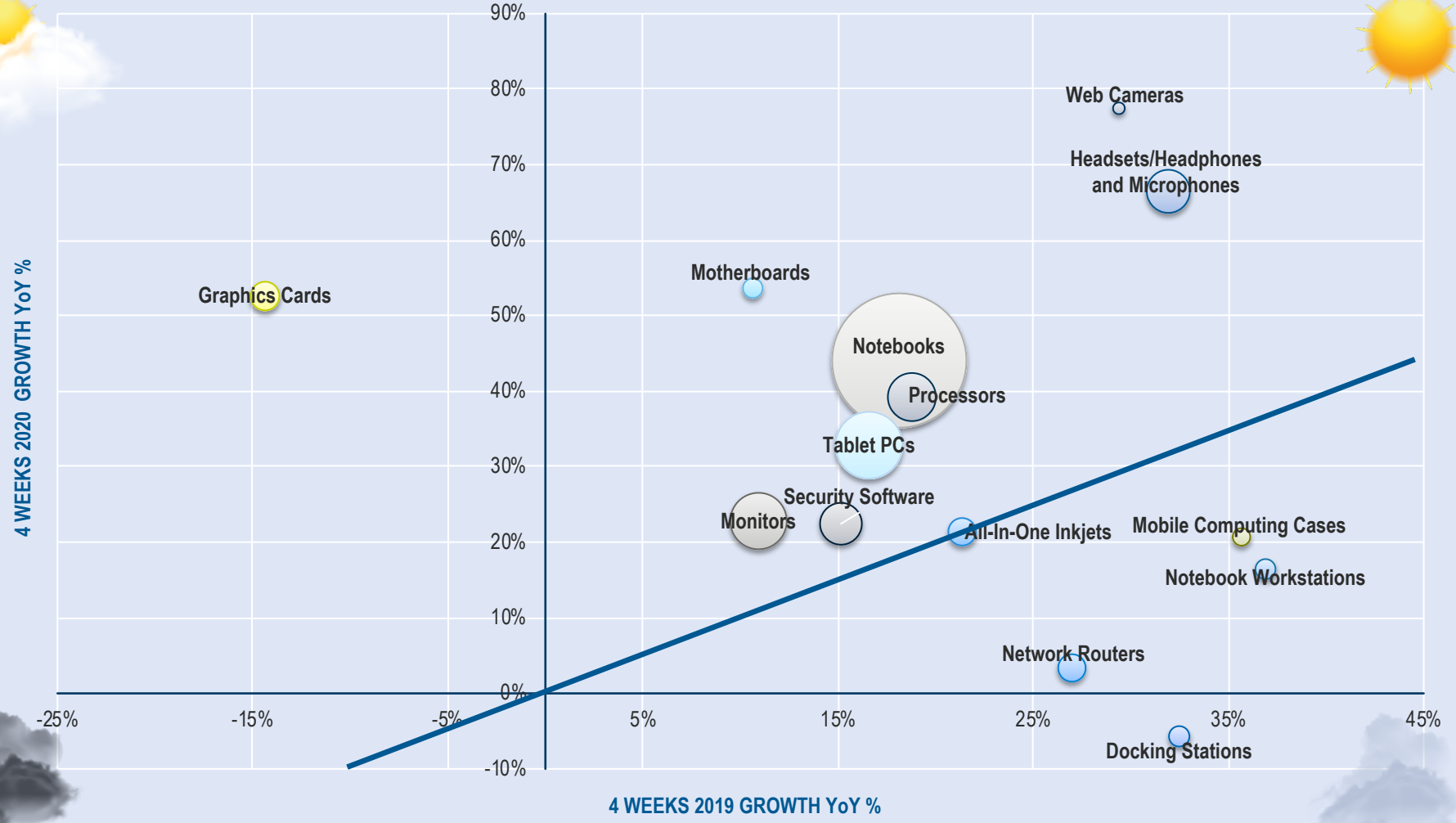
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 21 (24/05/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Web Cameras	29%	77%
Headsets/Headphones and Microphones	32%	66%
Motherboards	11%	54%
Graphics Cards	-14%	53%
Notebooks	18%	44%
Tablet PCs	17%	33%
Security Software	15%	22%
Processors	19%	39%
Notebook Workstations	37%	16%
Mobile Computing Cases	36%	21%
Monitors	11%	23%
All-In-One Inkjets	21%	21%
Docking Stations	32%	-6%
Network Routers	27%	3%
Smart Watches	54%	11%
Keyboards and Keypads	9%	12%
Wireless Access Points	16%	5%
Virtualisation Software	7%	-5%
Ink Cartridges and Tanks	6%	6%
Mice	19%	10%
Network Management and Security Appliances	2%	-7%
Transceivers	12%	-8%
Office Applications Software	19%	-9%
Servers (PC/Mac)	4%	-18%
Other Software and Licences	-22%	-5%
Network Management Software	27%	-9%
Data Management Software	1%	3%
Uninterruptable Power Supplies (UPS)	12%	-15%
Warranties and Services	19%	-7%
Database Management Software	-7%	-18%
All-in-One Lasers	4%	-10%
Operating Systems Software	29%	-16%
NAS Devices	-2%	-14%
Network Switches	15%	-19%
Graphics and Design Software	27%	-11%
Smartphones	15%	-4%
Cables and Connectivity Adapters	22%	-19%
RAM Memory	-2%	-27%
Network Expansion Modules	31%	-20%
Laser Printers	2%	-27%
Disk Arrays	39%	-20%
Desktops	36%	-28%
Televisions	18%	-15%
Desktop Workstations (PC/Mac)	8%	-22%
Large Format Displays	-4%	-42%
Toner	-9%	-32%
Long Life Consumables	0%	-37%

Distribution sales translated at fixed € exchange rate.

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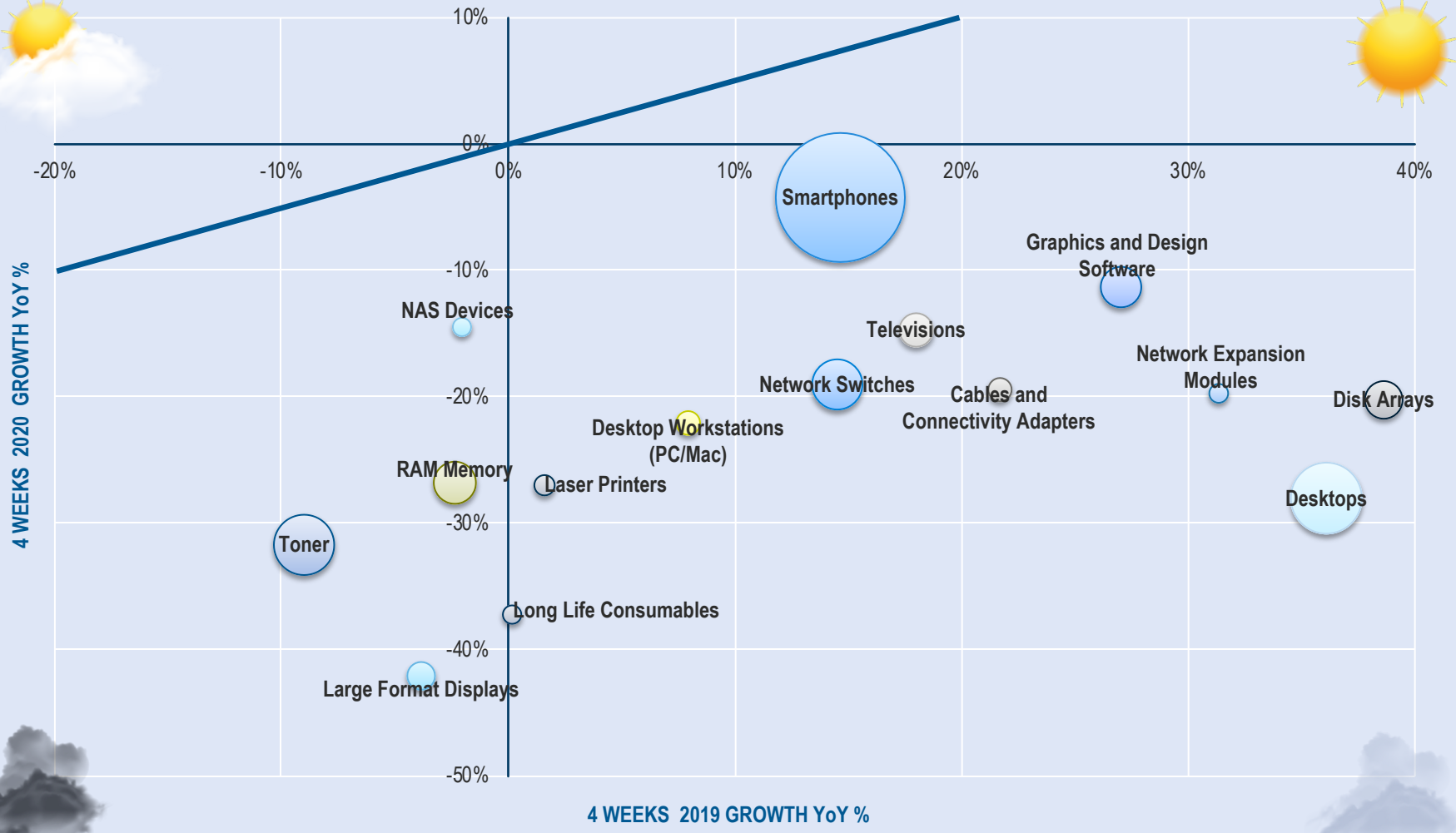
CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 21 (24/05/20) vs same period 2019



Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2019	2020
Long Life Consumables	0%	-37%
Toner	-9%	-32%
Large Format Displays	-4%	-42%
Desktop Workstations (PC/Mac)	8%	-22%
Televisions	18%	-15%
Desktops	36%	-28%
Disk Arrays	39%	-20%
Laser Printers	2%	-27%
Network Expansion Modules	31%	-20%
RAM Memory	-2%	-27%
Cables and Connectivity Adapters	22%	-19%
Smartphones	15%	-4%
Graphics and Design Software	27%	-11%
Network Switches	15%	-19%
NAS Devices	-2%	-14%
Operating Systems Software	29%	-16%
All-in-One Lasers	4%	-10%
Database Management Software	-7%	-18%
Warranties and Services	19%	-7%
Uninterruptable Power Supplies (UPS)	12%	-15%
Data Management Software	1%	3%
Network Management Software	27%	-9%
Other Software and Licences	-22%	-5%
Servers (PC/Mac)	4%	-18%
Office Applications Software	19%	-9%
Transceivers	12%	-8%
Network Management and Security Appliances	2%	-7%
Mice	19%	10%
Ink Cartridges and Tanks	6%	6%
Virtualisation Software	7%	-5%
Wireless Access Points	16%	5%
Keyboards and Keypads	9%	12%
Smart Watches	54%	11%
Network Routers	27%	3%
Docking Stations	32%	-6%
All-In-One Inkjets	21%	21%
Monitors	11%	23%
Mobile Computing Cases	36%	21%
Notebook Workstations	37%	16%
Processors	19%	39%
Security Software	15%	22%
Tablet PCs	17%	33%
Notebooks	18%	44%
Graphics Cards	-14%	53%
Motherboards	11%	54%
Headsets/Headphones and Microphones	32%	66%
Web Cameras	29%	77%

Distribution sales translated at fixed € exchange rate.

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US HIGHLIGHTS

Global Distribution Update

Top Growth Categories in US

	US 4 weeks ended 25/4/2020 (Wk 17)	US 4 weeks ended 2/5/2020 (Wk 18)	US 4 weeks ended 9/5/2020 (Wk 19)	ended 165/2020 (Wk 20)
USB Camera	109%	124%	133%	178%
PC Headsets	136%	82%	57%	51%
Video cards	30%	37%	44%	47%
Notebook Computers	50%	50%	54%	46%
Storage Area Network	140%	89%		43%
Tablets & e-readers - Cases	41%	47%	39%	37%
Tablets		20%	34%	37%
Motherboards	28%	21%	37%	35%
X86 CPU Chips		20%	31%	29%
Data Scanners		15%	11%	26%
BTO Servers	21%	17%	7%	23%
Peripheral Cables			16%	15%
Bare-Bones Computers				11%
Mail/Shipping Label Printers				9%
Communication Servers				8%
Adapters			10%	6%
Power supplies	44%	28%	16%	6%
BTO Notebook Computers	49%	49%	19%	2%
Tablet & e-Reader Accessories		13%	17%	-2%
Telephone Headset				-4%
Servers	71%	73%	76%	
BTO POS PCs	61%	127%	61%	
SAN			44%	
Peripheral Sharing			13%	
Network Cables			3%	
Disk enclosures	67%	64%		
Other Multimedia Accessories	19%	63%		
Purpose built backup appliance ("PBBA")	32%	46%		
Routers		14%		
Cellular Headsets	144%			
BTO Thin Clients	88%			
Modems	45%			
Laptop Cases	25%			
PDU's	20%			

Notebooks remain very high

Only 18 categories are positive

Servers end their 4 week run in the top sellers

Distribution sales in $

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US HIGHLIGHTS

Global Distribution Update

Top Decline Categories in US

	US 4 weeks ended 25/4/2020 (Wk 17)	US 4 weeks ended 2/5/2020 (Wk 18)	US 4 weeks ended 9/5/2020 (Wk 19)	US 4 weeks ended 165/2020 (Wk 20)
	US Dollar % Change			
Mobile Power	-59%	-71%	-72%	-72%
Network Attached Storage	-40%		-52%	-59%
Laser SF Printers	-40%	-49%	-54%	-54%
Desktop Computers	-45%	-49%	-52%	-53%
Laser Toner	-47%	-53%	-54%	-53%
Detachable Lens Camera	-77%	-74%	-64%	-53%
BTO Workstations			-45%	-52%
Desktop/Server Memory	-43%	-38%	-42%	-52%
Thin Clients	-39%	-58%	-50%	-52%
BTO Desktop Computers				-50%
Workstations	-46%	-45%	-48%	-50%
Projectors	-52%	-53%	-51%	-48%
Servers				-48%
Storage Arrays (Hybrid and HDD)	-39%	-42%	-49%	-47%
Inkjet MF Printers	-44%	-52%	-54%	-47%
Large Format Commercial Displays		-41%	-46%	-44%
Hyperconverged Systems		-47%	-43%	-44%
Scanners (not Data Scanners)			-36%	-42%
Laser MF Printers			-41%	-41%
Other Connectors				-40%
Other Printer Accessories			-42%	
Security Cameras		-49%	-40%	
Inkjet SF Printers	-43%	-46%	-39%	
Projector Accessories	-39%	-57%		
NAS		-52%		
Data Storage Accessories	-42%	-47%		
Printer Accessories	-49%	-45%		
Cell Phone Device Protection	-41%	-35%		
RISC Servers	-49%			
Trays/Feeders	-42%			
SCSI-I/O Controllers	-39%			

Servers drop to -48%

Distribution sales in $

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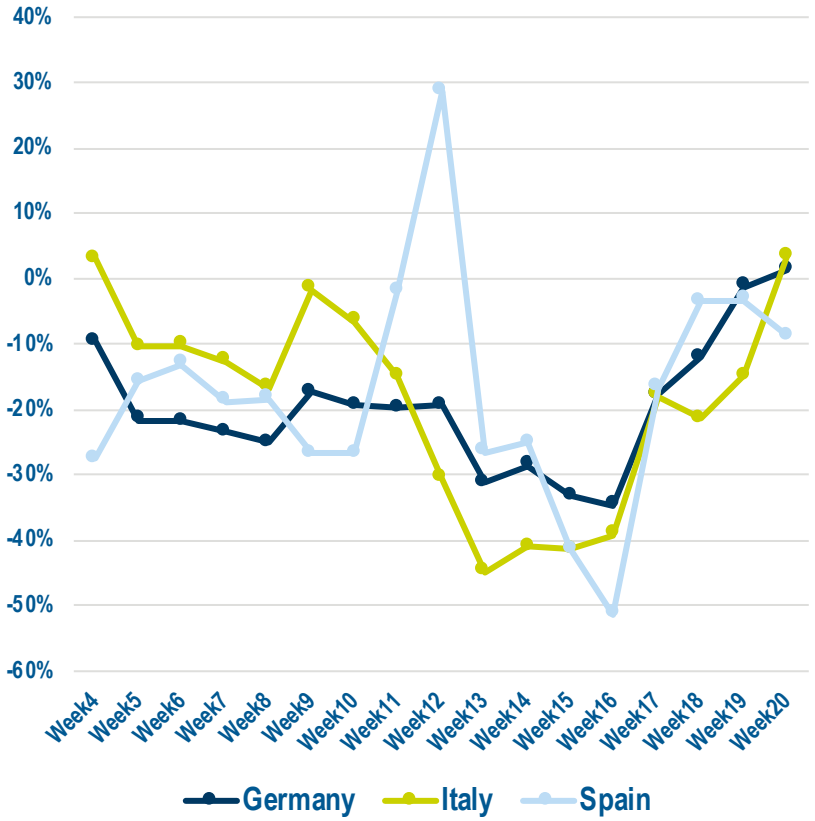
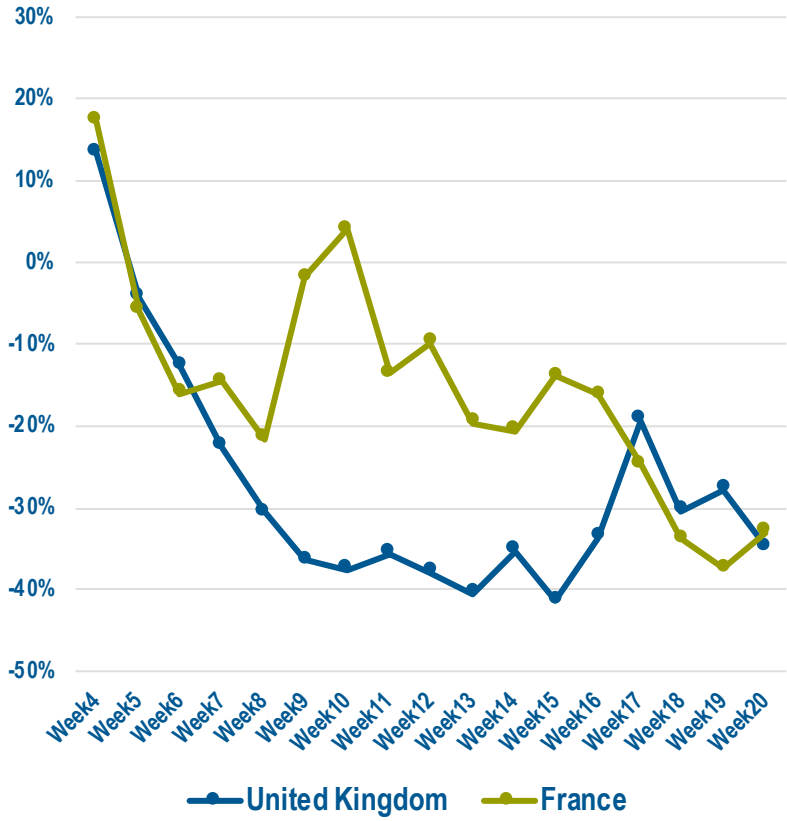
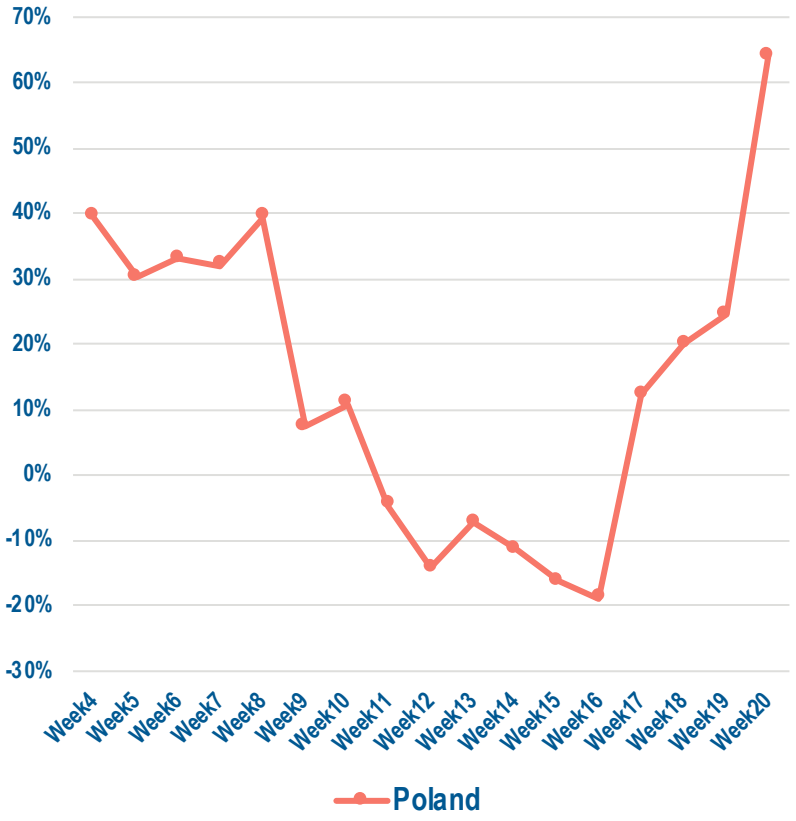
Enterprise update – Gurvan Meyer

SERVER SYSTEMS & UPGRADES ROLL 4 WEEKS Y/Y REVENUE GROWTH







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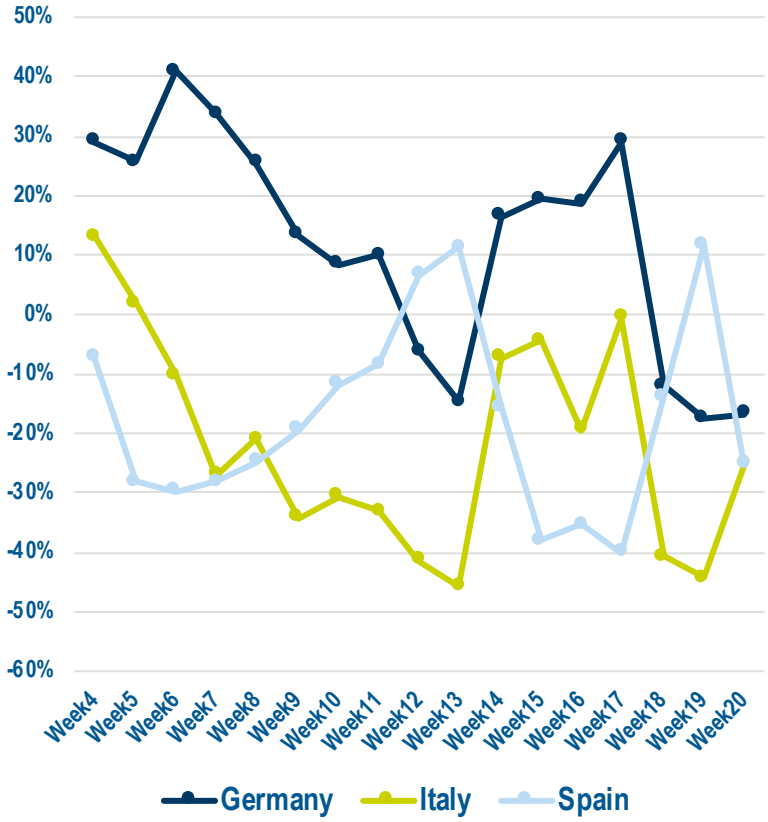
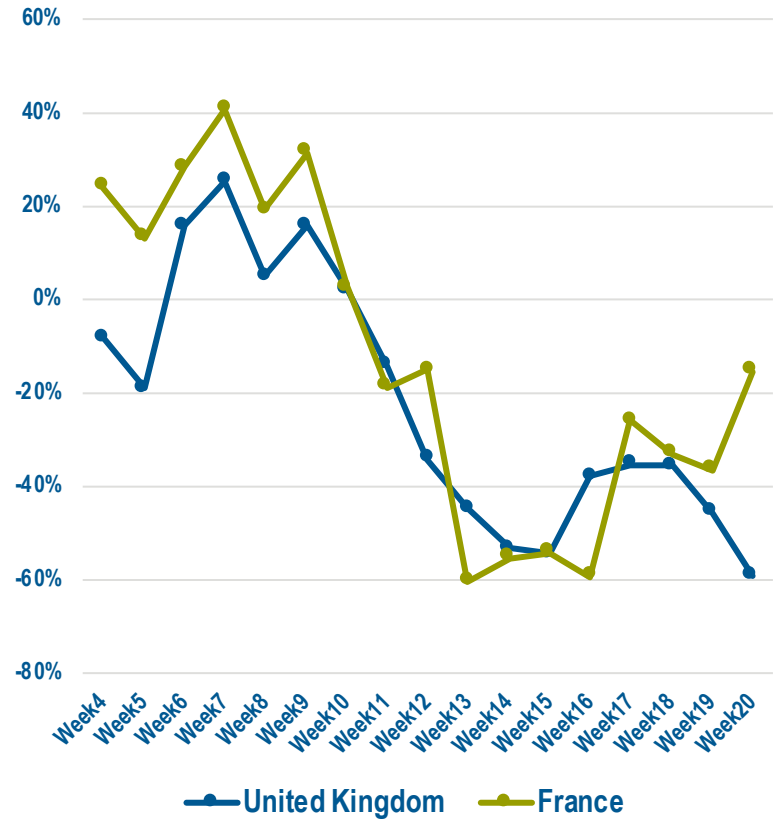
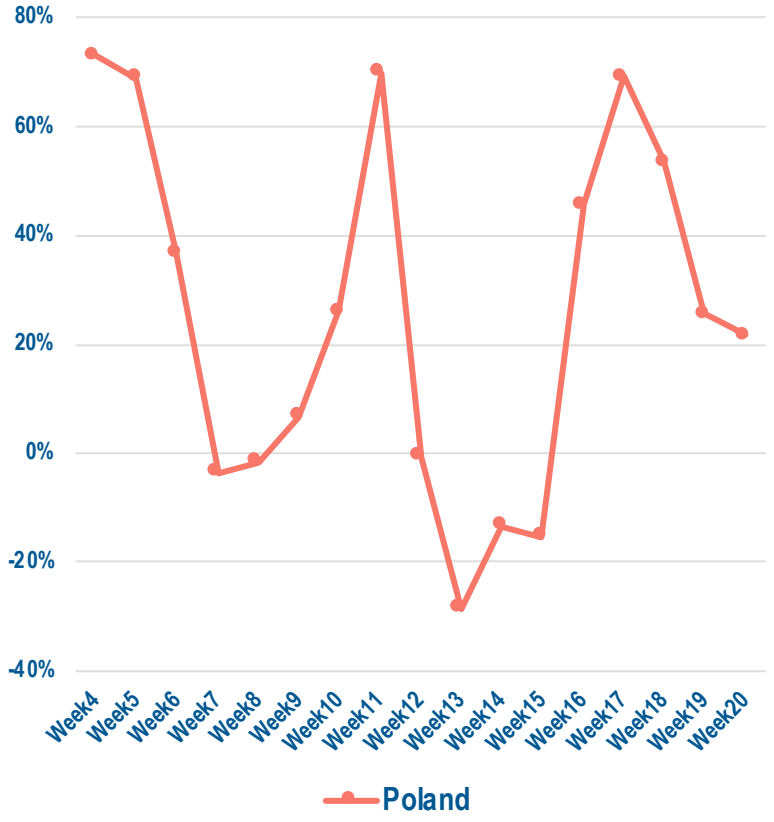
STORAGE SYSTEMS & UPGRADES ROLL 4 WEEKS Y/Y REVENUE GROWTH







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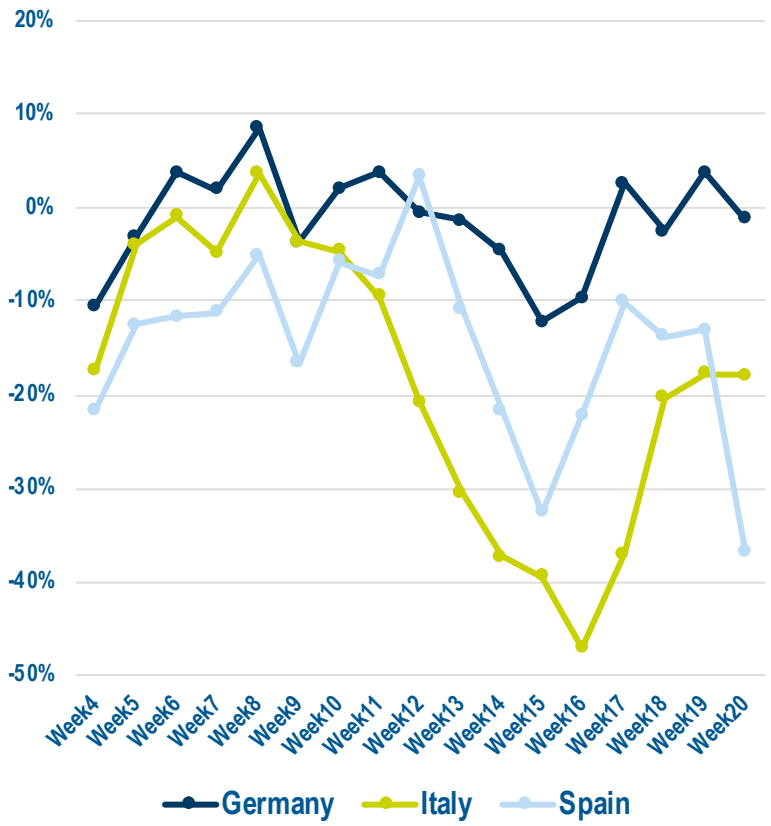
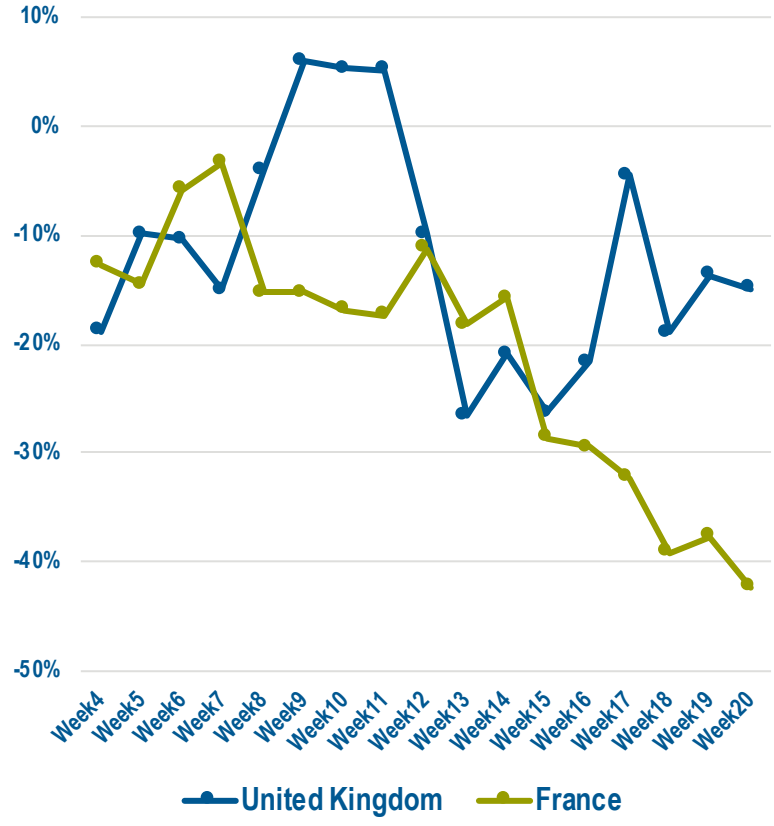
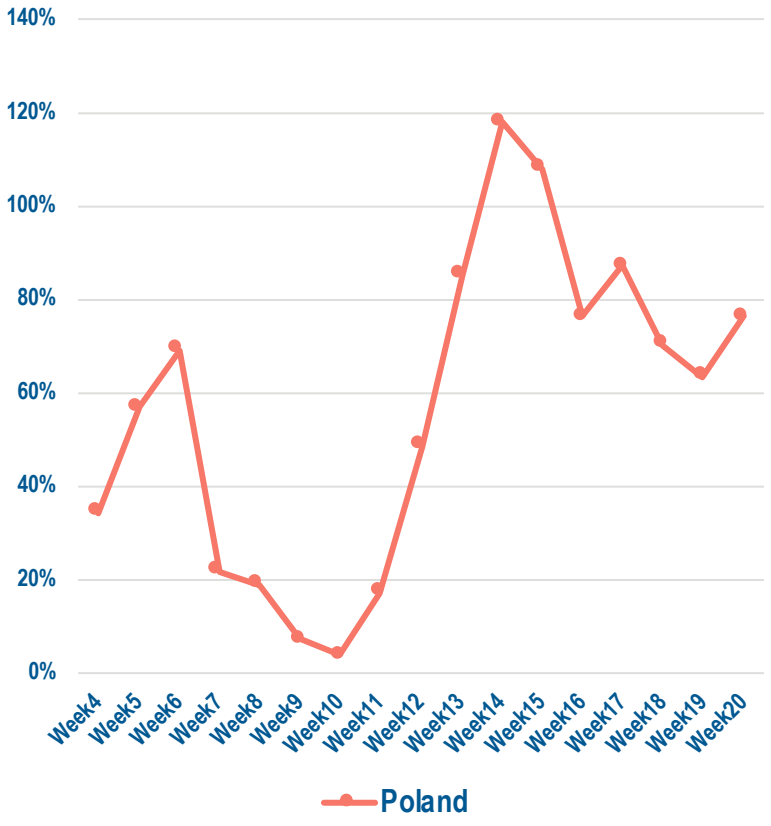
ENTERPRISE NETWORKING ROLL 4 WEEKS Y/Y REVENUE GROWTH







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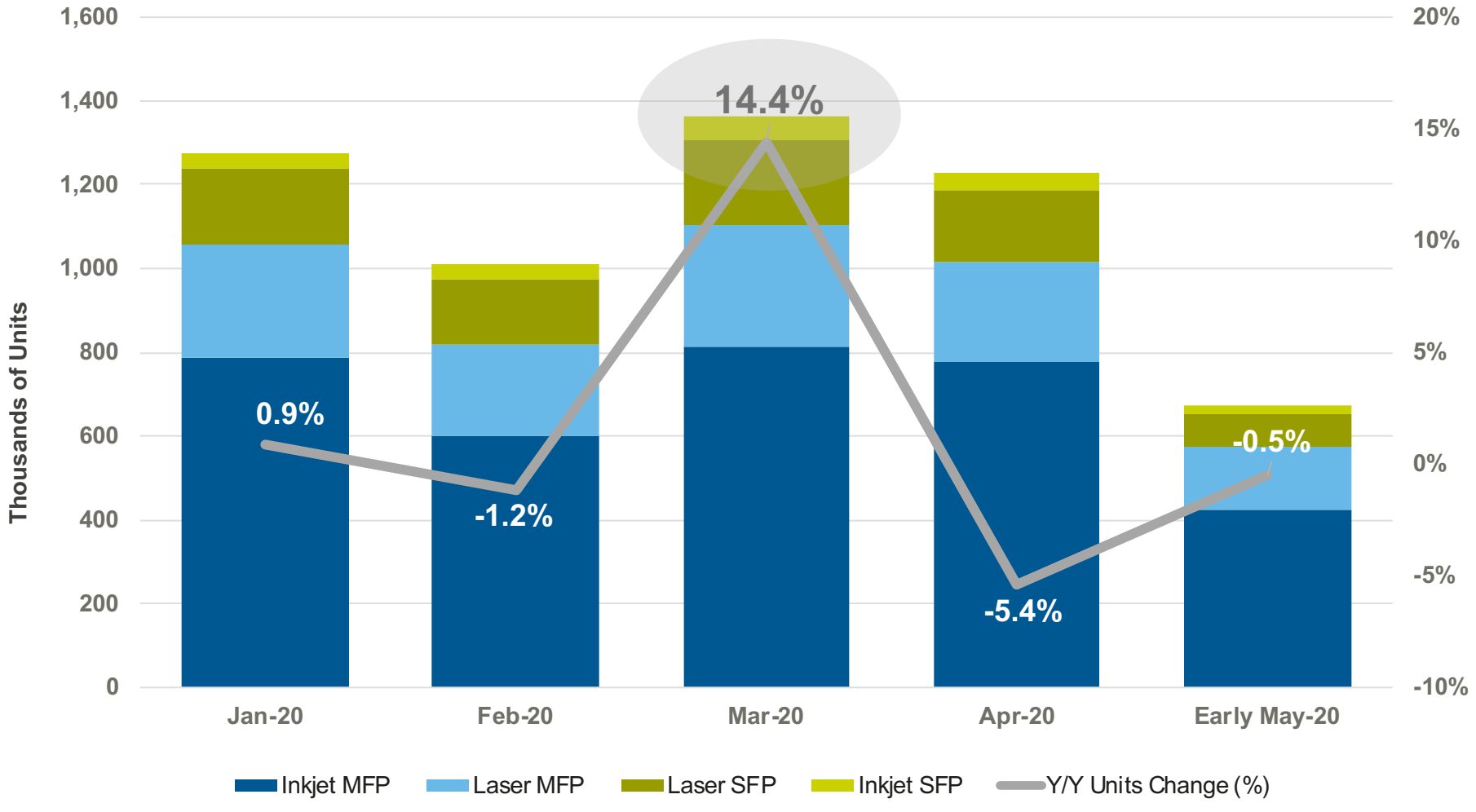
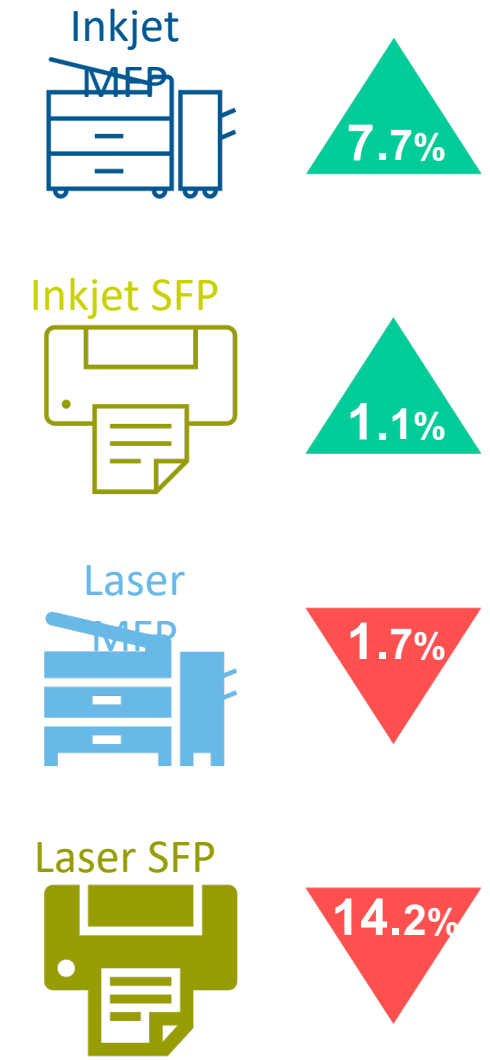
Imaging update – Antonio Talia

EUROPEAN LOCKDOWN LEADS TO SPIKE IN DEMAND FOR CONSUMER INKJETS

Printer volumes and Y/Y change by category – European distribution



Y/Y volume growth (21 Wks of 2020)



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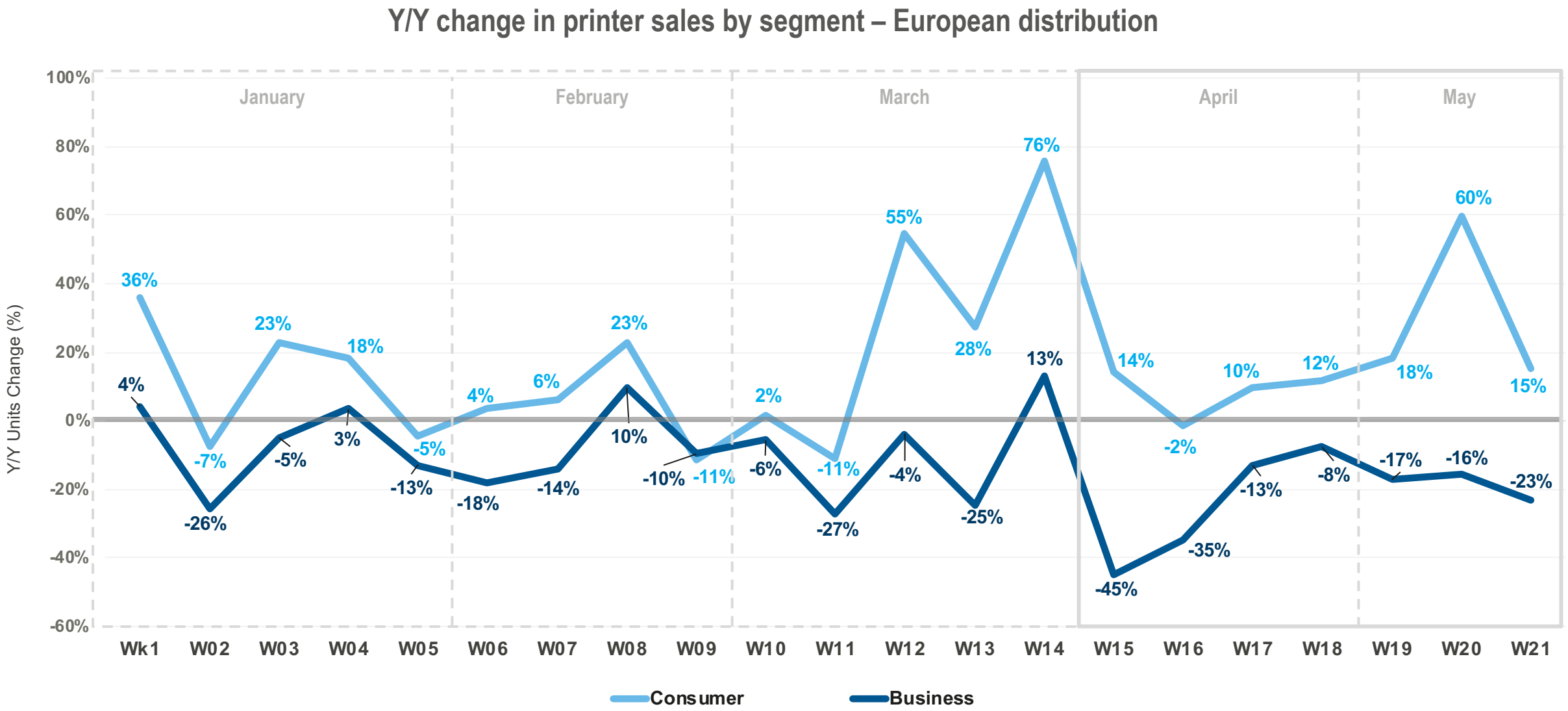
APRIL AND EARLY MAY STILL SEE STRONG DEMAND FOR CONSUMER PRINTERS



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04 CHANNEL HEALTH

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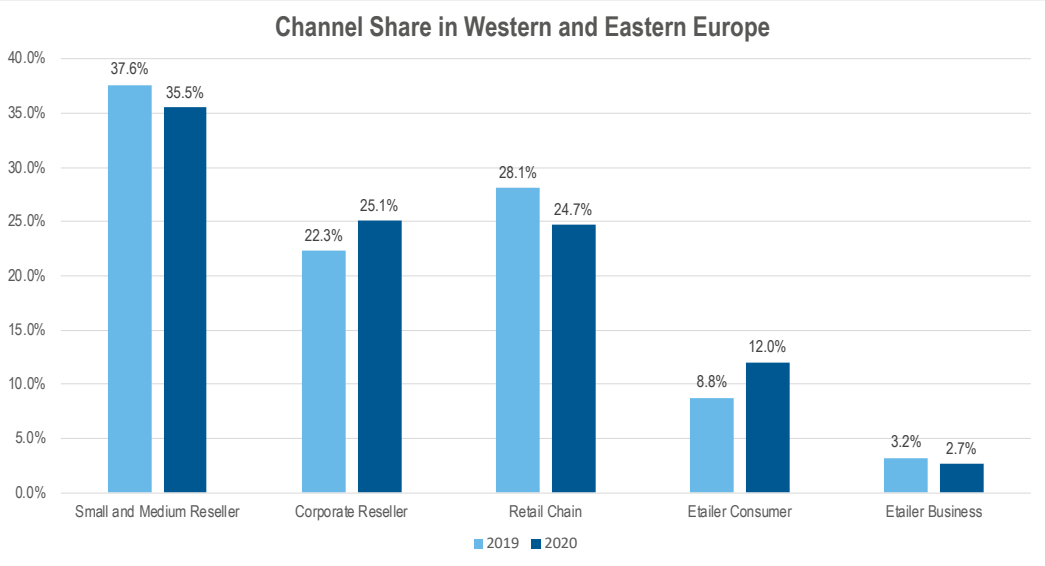
SMR and corporate reseller drop back

Business Sectors	Channel	Week 21 CHANNEL TREND WE	Week 21 CHANNEL TREND EE	Week 21 CHANNEL TREND Total	Week 20 CHANNEL GROWTH WE	Week 20 CHANNEL GROWTH EE	Week 20 CHANNEL GROWTH Total	Week 19 CHANNEL GROWTH WE	Week 19 CHANNEL GROWTH EE	Week 19 CHANNEL GROWTH Total	Week 18 CHANNEL GROWTH WE	Week 18 CHANNEL GROWTH EE	Week 18 CHANNEL GROWTH Total
Business Channels	Corporate Reseller	-10%	-1%	-9%	-3%	-10%	-4%	-4%	1%	-4%	-5%	-15%	-6%
	Small and Medium Reseller	-4%	7%	-2%	2%	5%	2%	-2%	8%	0%	-8%	3%	-6%
	Etailer Business	-14%	-19%	-14%	-10%	-23%	-11%	-17%	-29%	-18%	-21%	-45%	-22%
Retail Channels	Etailer Consumer	46%	17%	42%	55%	15%	49%	53%	10%	47%	46%	-6%	39%
	Retail Chain	10%	49%	16%	5%	45%	12%	-4%	46%	6%	-13%	52%	0%

Above	15%
Inbetween	
Below	-20%



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.

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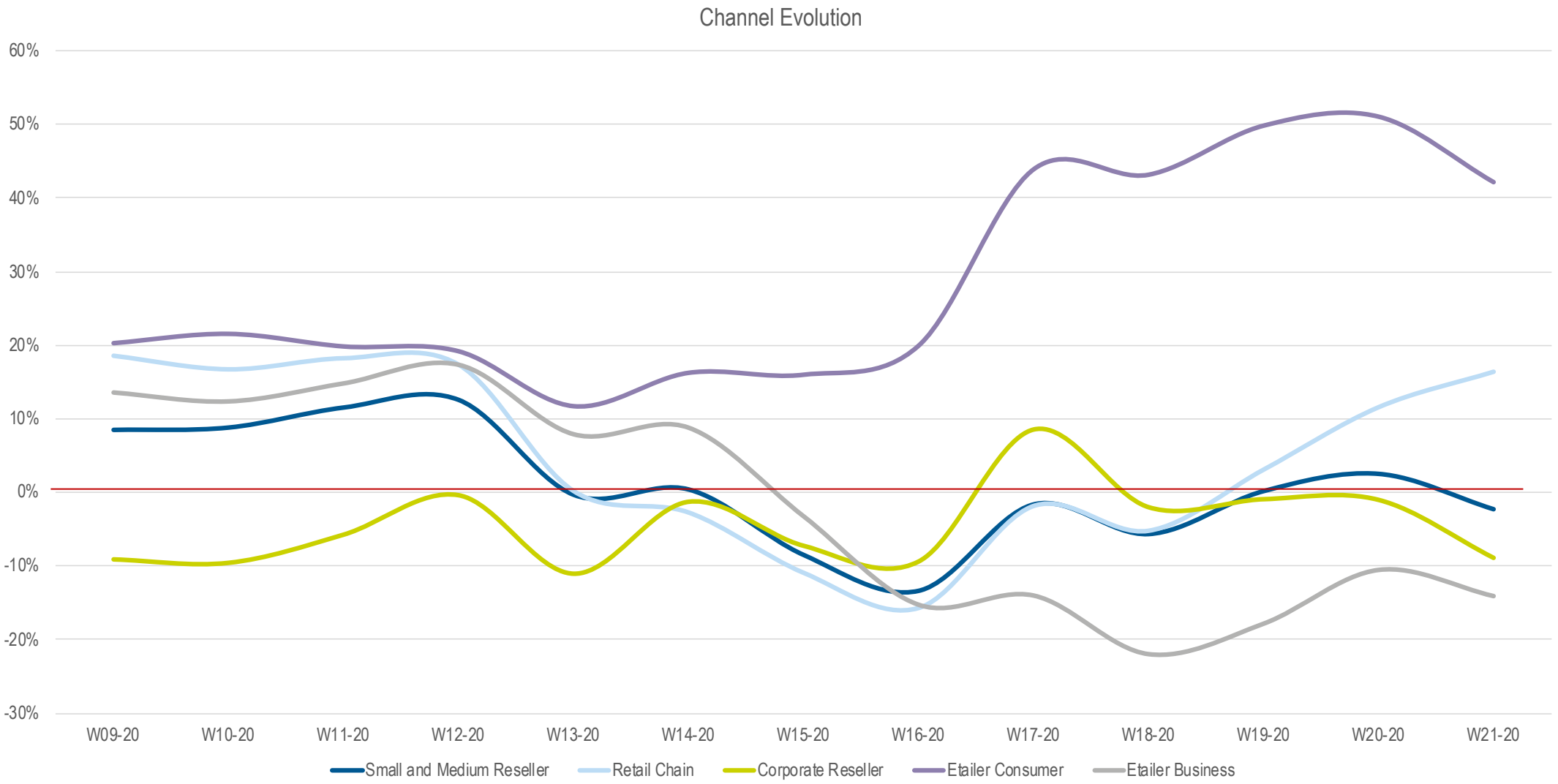
RETAIL IS BACK, SMR & CORPORATE RESELLER HOVER AROUND 0% GROWTH



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FRANCE, SPAIN & ITALY OUT OF THE RED ZONE OF CORE CHANNELS

Business Sectors	Channel	WESTERN EUROPE													
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE
Business Channels	Corporate Reseller	-14%	-2%	-1%	-11%	-12%	-23%	-24%	-11%	-14%	-11%	-28%	7%	-27%	-16%
	Small and Medium Reseller	-5%	-14%	11%	-18%	6%	3%	5%	-16%	-13%	16%	-4%	15%	-6%	2%
	Etailer Business	1%	-6%	-7%	-42%	-28%	-18%	-30%	-54%	11%	2%	-7%	0%	-13%	-31%
Retail Channels	Etailer Consumer	34%	87%	31%	-21%	62%	41%	102%	41%	73%	7%	123%	61%	56%	34%
	Retail Chain	37%	11%	-17%	5%	-15%	30%	-3%	17%	29%	-4%	58%	-19%	26%	34%

Business Sectors	Channel	EASTERN EUROPE				
		Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	10%	-32%	-26%	-21%	89%
	Small and Medium Reseller	6%	13%	-3%	20%	-13%
	Etailer Business	-28%	30%	-32%	-26%	-37%
Retail Channels	Etailer Consumer	1%	41%	4%	67%	-10%
	Retail Chain	78%	31%	58%	78%	-12%

Above	15%
Inbetween	
Below	-20%

Distribution sales translated at fixed € exchange rate

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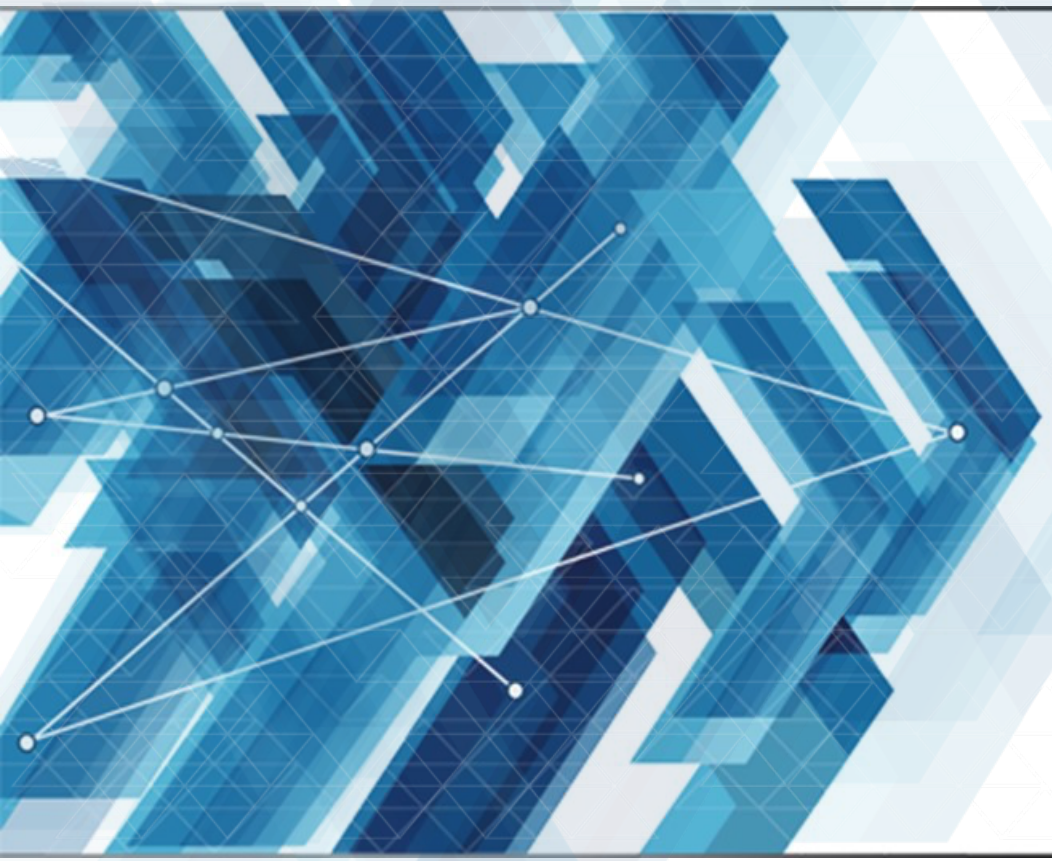
Thank you!

ANY QUESTIONS?



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Medium Category
UK 2019

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 21 (May 24 2020) vs Same Period 2019**

Created For: **CONTEXT**
Version: **V15**

Date Published: **02 June 2020**

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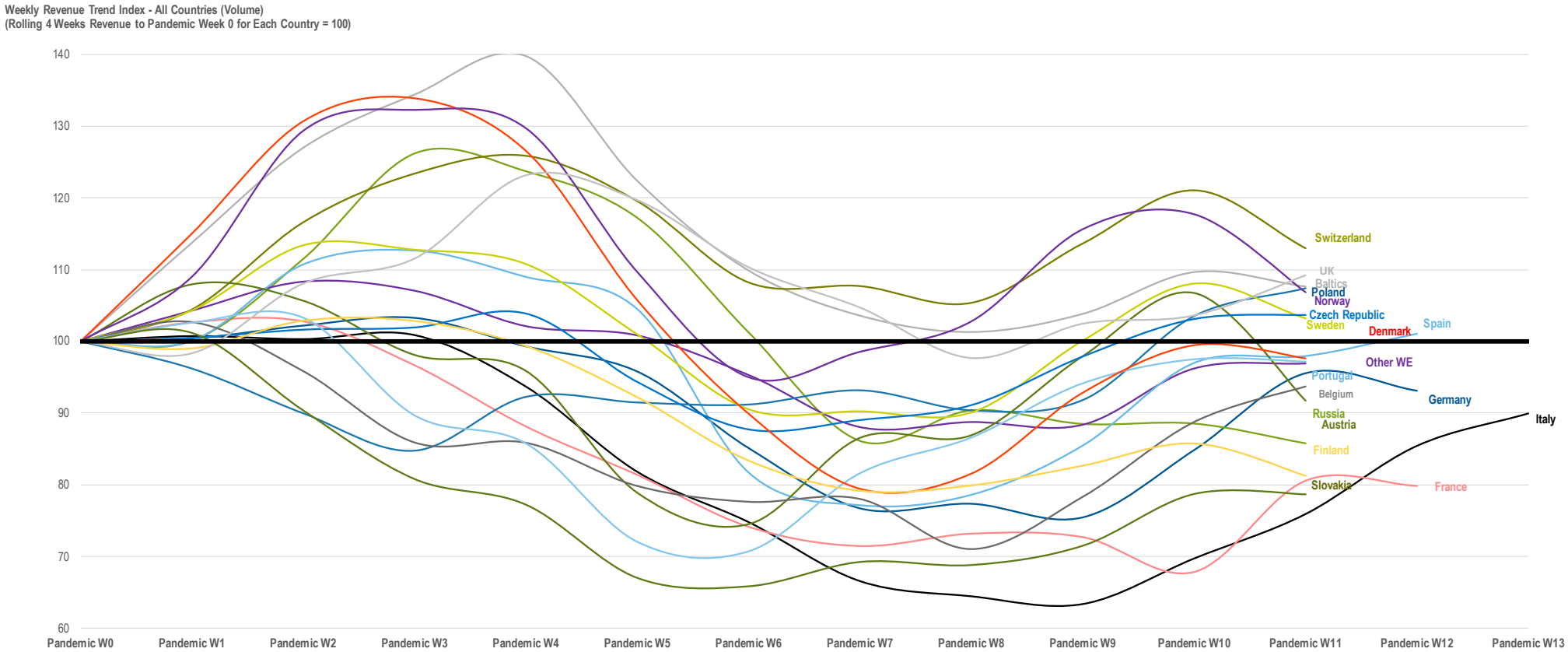
Weekly Revenue Trend Volume

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 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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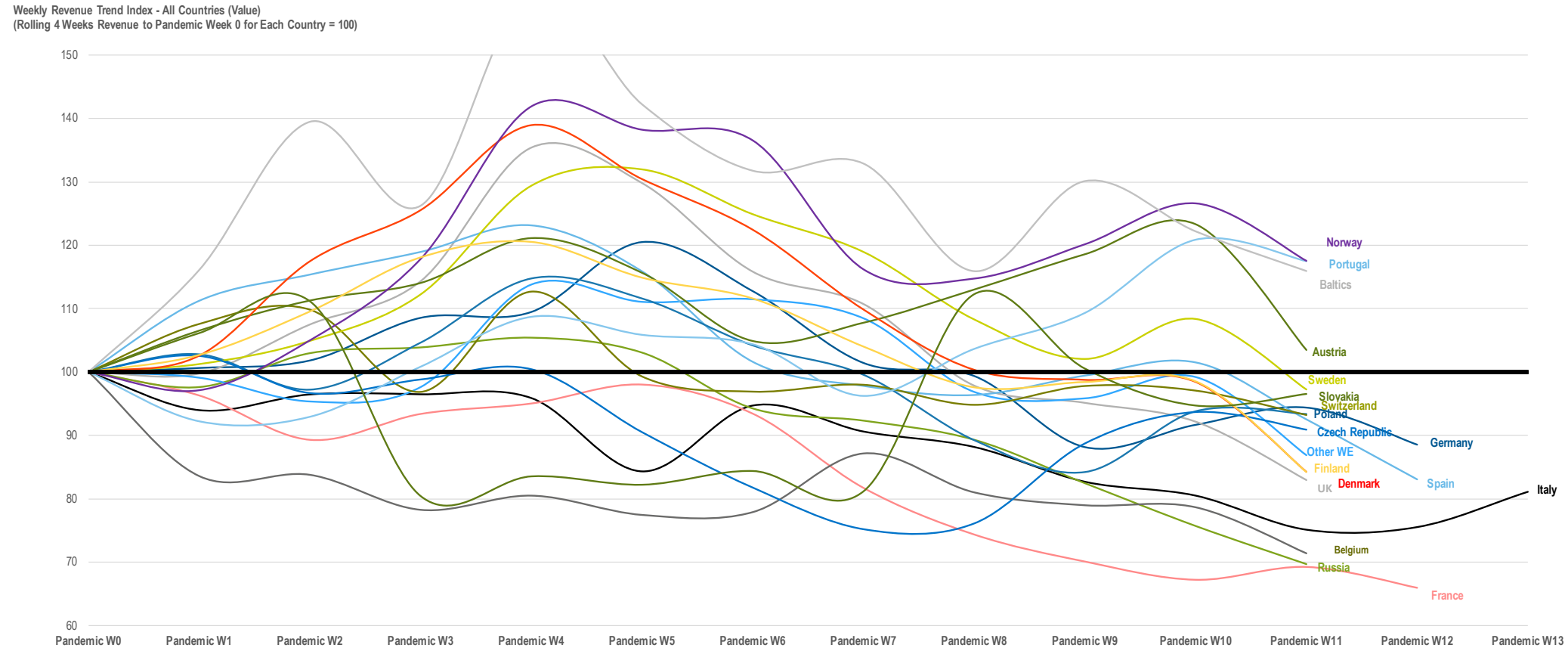
Weekly Revenue Trend Value

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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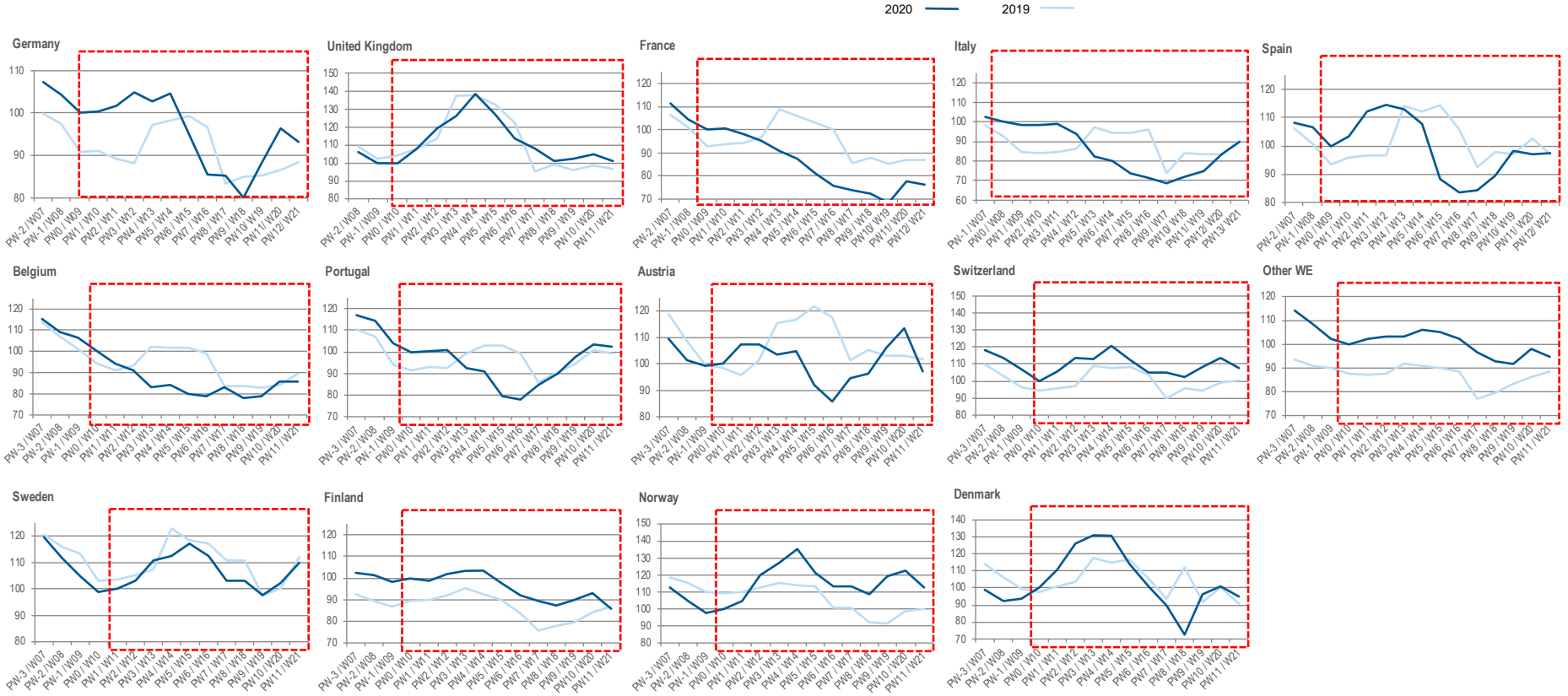
Weekly Revenue Trend - Western Europe

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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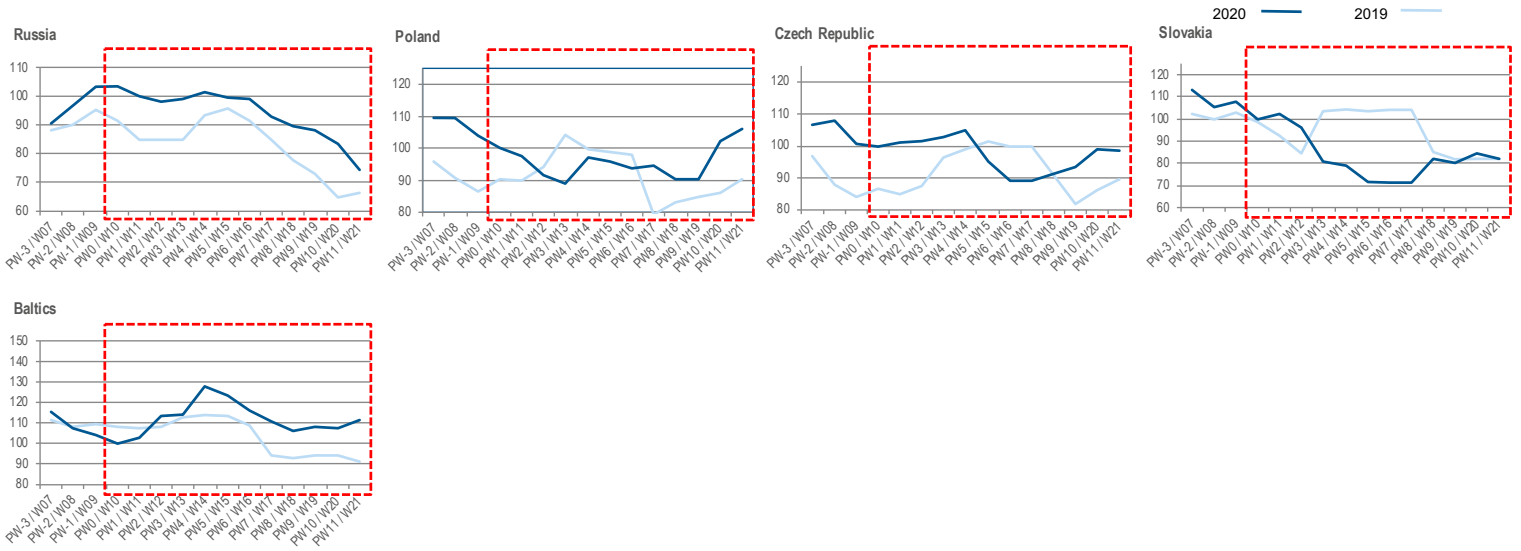
Weekly Revenue Trend - Eastern Europe

Weekly Revenue Trend Index (Rolling 4 Weeks Revenue to Pandemic Week 0 for Each Country = 100)



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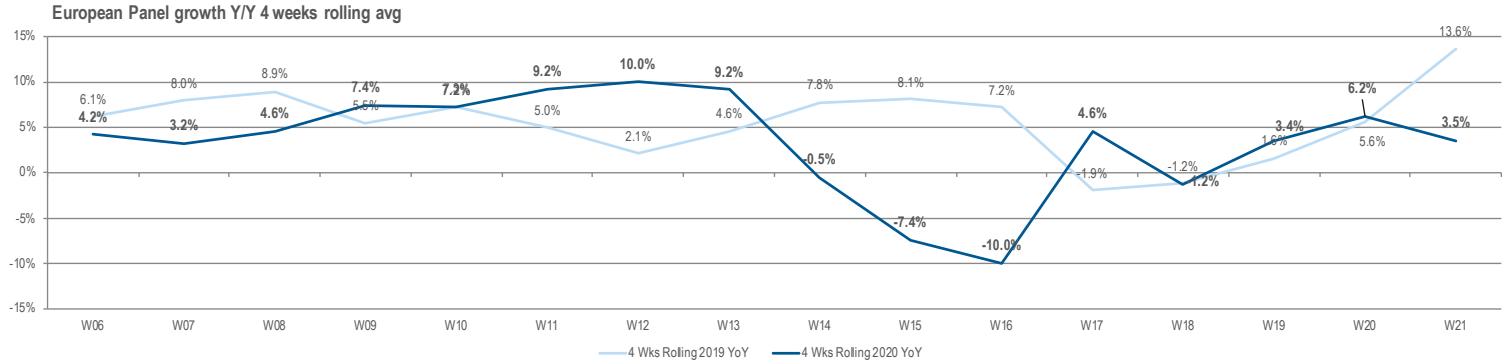
Weekly %YoY Trend

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



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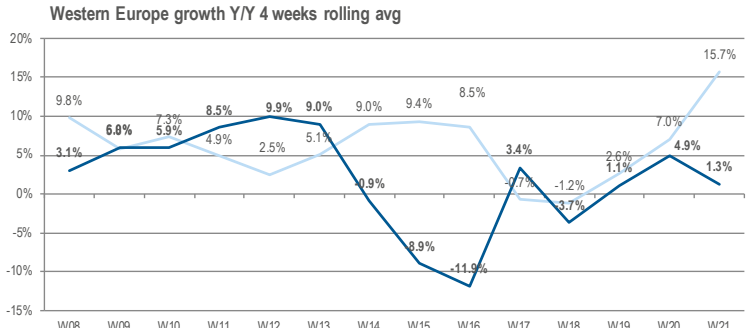

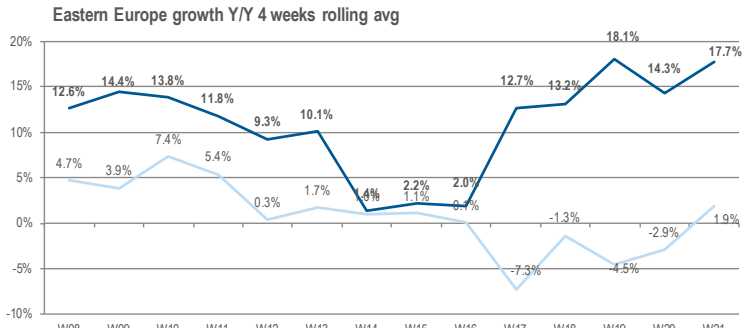

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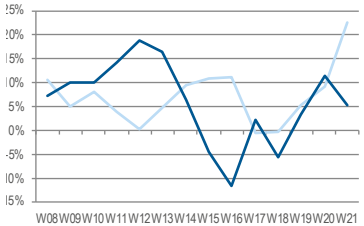
Weekly %YoY Trend - Western Europe

% Change in sales through IT Distribution in Euros

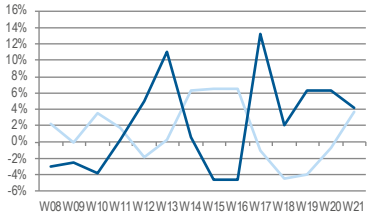
Rolling 4 Week Periods

2020 2019

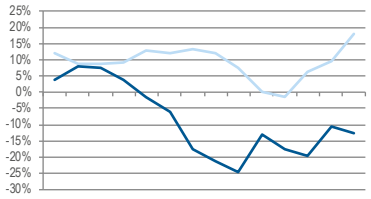
Germany growth Y/Y 4 weeks rolling avg



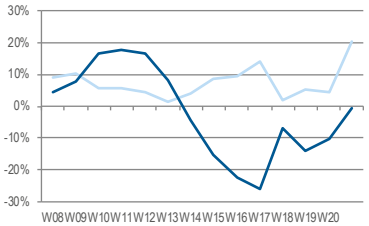
United Kingdom growth Y/Y 4 weeks rolling avg



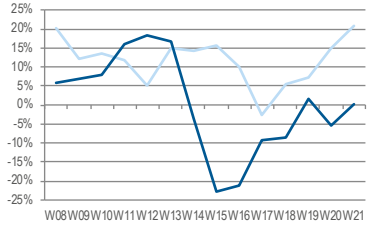
France growth Y/Y 4 weeks rolling avg



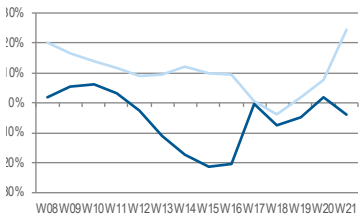
Italy growth Y/Y 4 weeks rolling avg



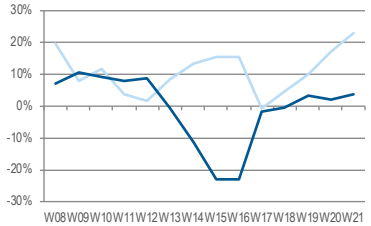
Spain growth Y/Y 4 weeks rolling avg



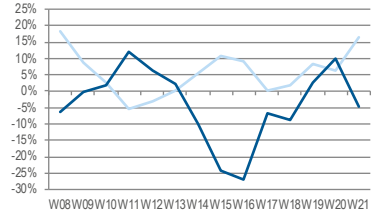
Belgium growth Y/Y 4 weeks rolling avg



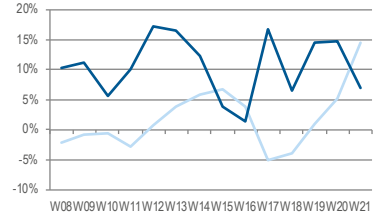
Portugal growth Y/Y 4 weeks rolling avg



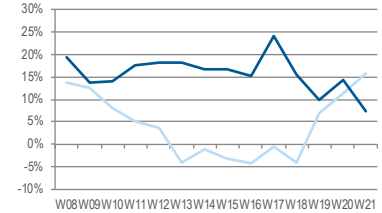
Austria growth Y/Y 4 weeks rolling avg



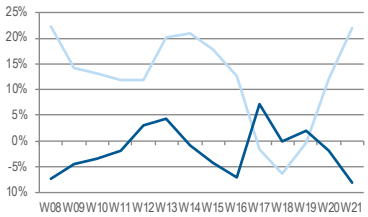
Switzerland growth Y/Y 4 weeks rolling avg



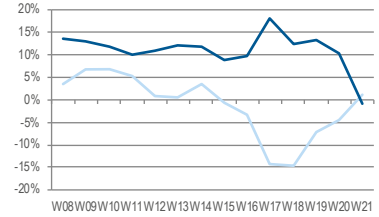
Other WE growth Y/Y 4 weeks rolling avg



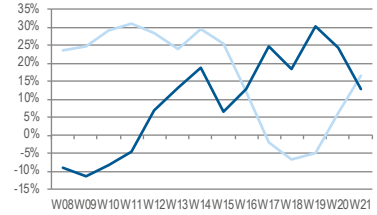
Sweden growth Y/Y 4 weeks rolling avg



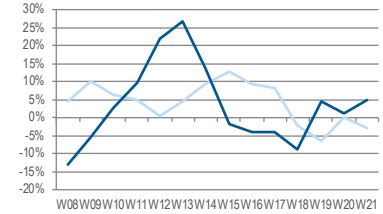
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg



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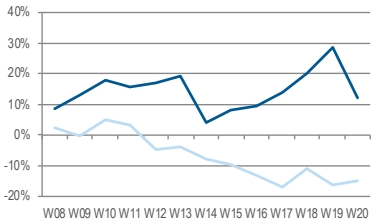
Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

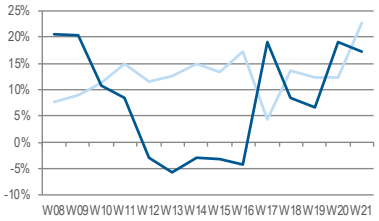
Rolling 4 Week Periods

2020 2019

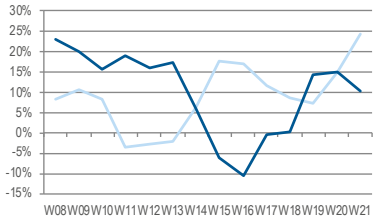
Russia growth Y/Y 4 weeks rolling avg



Poland growth Y/Y 4 weeks rolling avg

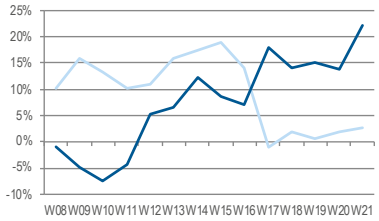


Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg

Baltics growth Y/Y 4 weeks rolling avg



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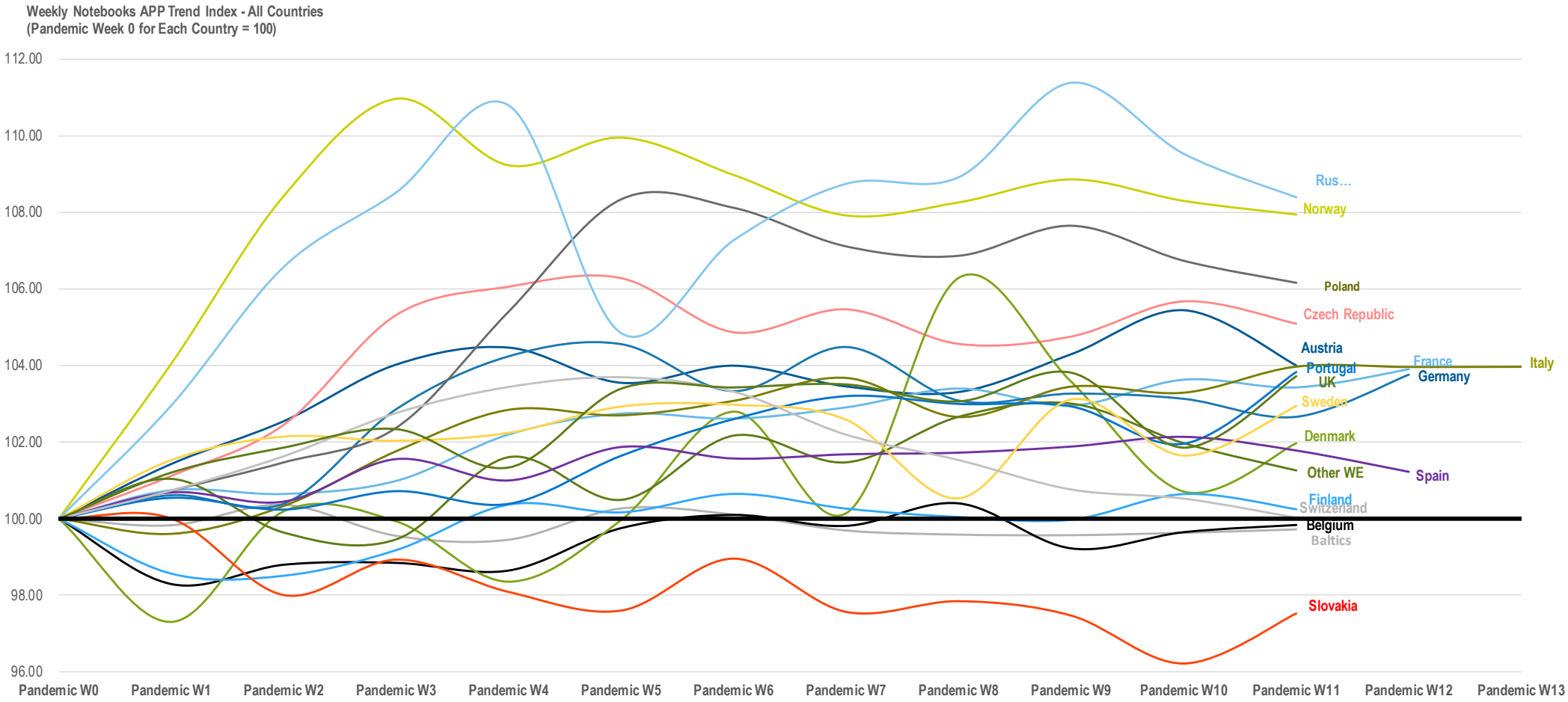
Weekly Notebooks Average Product Price Trend

Weekly APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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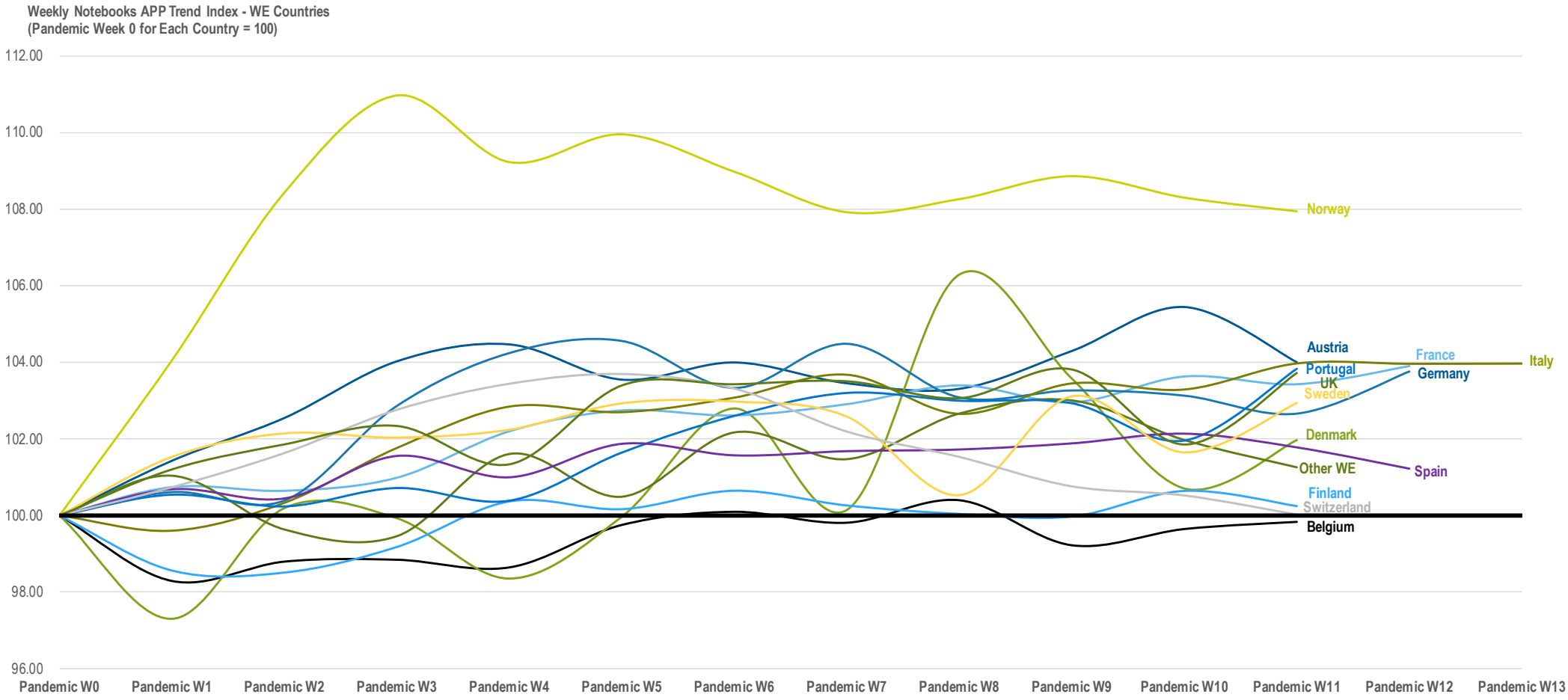
Weekly Notebooks Average Product Price Trend

Weekly APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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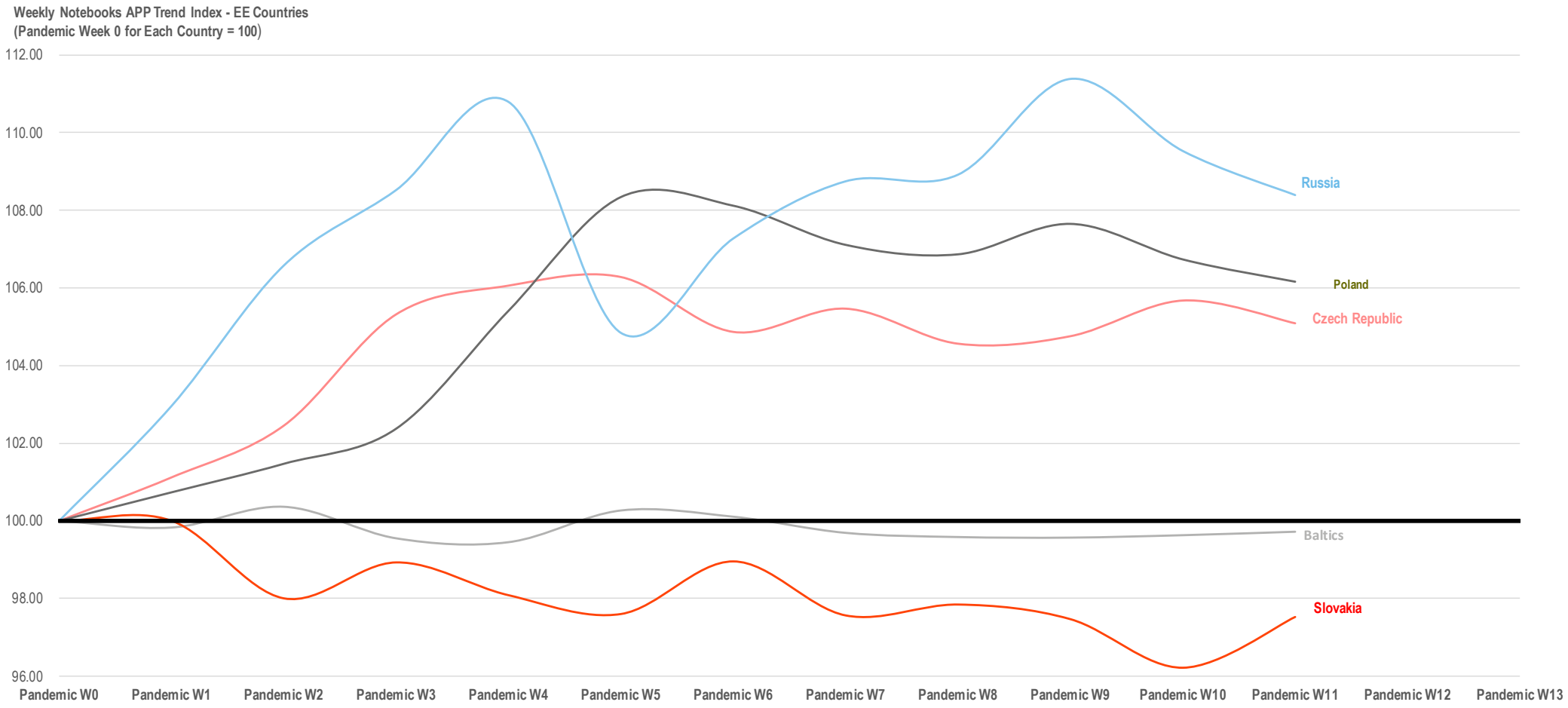
Weekly Notebooks Average Product Price Trend

Weekly APP Trend Index (Pandemic Week 0 for Each Country = 100)



Distribution sell through price of notebook products by part number, translated at fixed € exchange rate, each product indexed to the start of country pandemic week 0.

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 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-W20	Rank-W21	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
2	1	Mobile Computing	40%	86%	41%	13%	44%	31%	0%	41%	32%	12%	39%	25%	4%	12%	36%	69%	31%	39%	14%	40%	46%	41%
1	2	Audio-Video Systems	52%	0%	64%	-9%	58%	74%	8%	33%	-21%	128%	9%	9%	97%	118%	29%	57%	64%	59%	6%	39%	45%	40%
3	3	Computing Components	32%	-9%	9%	-11%	26%	10%	-25%	-18%	7%	-2%	21%	-4%	75%	54%	30%	50%	8%	87%	-23%	12%	33%	16%
5	4	Wireless Networking	10%	16%	-3%	-17%	-11%	-16%	-15%	16%	-19%	22%	3%	32%	-6%	39%	-10%	97%	19%	26%	6%	6%	30%	8%
6	5	Wearable Devices	16%	55%	-44%	-30%	-11%	-26%	-3%	119%	-16%	12%	38%	-51%	-31%	-8%	-47%	-6%	51%	-49%	-64%	8%	-1%	7%
4	6	Computing Accessories	21%	1%	5%	-8%	-4%	-6%	-14%	-4%	-14%	76%	-14%	3%	-13%	1%	53%	32%	30%	19%	-13%	3%	36%	6%
8	7	Displays	14%	2%	-28%	-37%	36%	18%	-47%	4%	-22%	15%	-2%	-8%	13%	8%	14%	8%	14%	6%	-51%	-4%	8%	-2%
10	8	Software and Licences	-6%	-5%	-9%	-1%	-2%	-10%	3%	-30%	-3%	33%	1%	32%	3%	-14%	63%	-15%	-14%	12%	6%	-5%	8%	-4%
17	9	Telecommunications	9%	0%	-24%	-19%	-29%	56%	32%	-23%	-5%	-35%	24%	22%	-8%	46%	-21%	-23%	22%	40%	-11%	-5%	-11%	-6%
9	10	Scanner Imaging	-10%	-20%	1%	-18%	-17%	2%	37%	-14%	98%	-25%	-42%	-61%	-30%	49%	6%	-22%	0%	-2%	-52%	-8%	0%	-7%
12	11	Warranties and Services	-3%	-18%	6%	-9%	3%	-5%	-26%	25%	-28%	-5%	-41%	20%	-9%	-5%	-7%	-7%	10%	-17%	-53%	-8%	-7%	-8%
7	12	Other Networking Equipment	-10%	-12%	14%	-29%	-14%	-2%	-31%	7%	-15%	-13%	-24%	43%	-6%	10%	6%	1%	5%	-31%	15%	-10%	5%	-8%
11	13	Networking Systems	-2%	-29%	-15%	-25%	-36%	-6%	-22%	-8%	-10%	23%	-14%	-7%	-30%	-26%	26%	10%	22%	55%	-39%	-18%	22%	-13%
22	14	Smart Home and Office	14%	44%	-35%	-44%	-63%	6%	-49%	-44%	-90%	2229%	-6%	63%	-2%	-19%	128%	269%	63%	2284%	530%	-16%	273%	-14%
18	15	Unified Communications	13%	-49%	-57%	-71%	-49%	3%	-86%	-63%	-31%	56%	12%	-51%	84%	-27%	23%	27%	43%	194%	-55%	-21%	28%	-14%
14	16	Printing	-7%	-24%	-25%	-43%	-16%	-10%	0%	3%	-7%	-27%	-38%	20%	-27%	-18%	-3%	16%	32%	17%	-39%	-19%	5%	-14%
20	17	Printing Consumables	-9%	-31%	-9%	-3%	-10%	-40%	-12%	-22%	-26%	14%	-34%	-10%	-41%	9%	-26%	-10%	-23%	-55%	-16%	-14%	-22%	-15%
15	18	Power Equipment	-2%	-28%	-29%	-43%	-35%	0%	-13%	-23%	-34%	-37%	6%	-3%	-4%	7%	-11%	-14%	-20%	-15%	-22%	-19%	-12%	-17%
16	19	Connectivity	-5%	-34%	-51%	-23%	-16%	-8%	-26%	-16%	-48%	4%	15%	11%	-19%	0%	19%	10%	-5%	5%	-15%	-22%	10%	-19%
19	20	Disk Storage	-28%	-39%	-14%	-23%	-30%	-7%	-16%	-24%	-37%	37%	-35%	-7%	-46%	-29%	9%	15%	-13%	4%	-37%	-27%	5%	-21%
21	21	Data Center Networking and Security	-11%	-30%	15%	-56%	-23%	19%	-35%	-53%	-19%	-36%	17%	-4%	-7%	-27%	-36%	35%	17%	-13%	-43%	-21%	-28%	-22%
13	22	Server Computing	-54%	-35%	28%	-47%	5%	-36%	-5%	78%	17%	-7%	-7%	-55%	0%	24%	-43%	115%	-48%	61%	7%	-25%	-21%	-24%
23	23	Desktop Computing	-35%	-47%	-33%	-40%	-24%	-12%	-9%	-30%	-38%	-27%	-42%	-29%	-23%	-38%	28%	3%	-22%	-15%	-43%	-34%	11%	-27%
24	24	Removable Storage	-30%	-69%	-17%	-43%	-61%	6%	6%	-25%	-48%	-47%	-12%	-28%	-59%	-24%	-29%	-1%	-37%	-12%	-39%	-42%	-20%	-38%
		Country Trend	5%	4%	-1%	-13%	0%	7%	-8%	-5%	-4%	4%	5%	13%	-1%	7%	22%	17%	10%	22%	0%			

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 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-W20	Rank-W21	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Removable Storage	-30%	-69%	-17%	-43%	-61%	6%	6%	-25%	-48%	-47%	-12%	-28%	-59%	-24%	-29%	-1%	-37%	-12%	-39%	-42%	-20%	-38%
2	2	Desktop Computing	-35%	-47%	-33%	-40%	-24%	-12%	-9%	-30%	-38%	-27%	-42%	-29%	-23%	-38%	28%	3%	-22%	-15%	-43%	-34%	11%	-27%
12	3	Server Computing	-54%	-35%	28%	-47%	5%	-36%	-5%	78%	17%	-7%	-7%	-55%	0%	24%	-43%	115%	-48%	61%	7%	-25%	-21%	-24%
4	4	Data Center Networking and Security	-11%	-30%	15%	-56%	-23%	19%	-35%	-53%	-19%	-36%	17%	-4%	-7%	-27%	-36%	35%	17%	-13%	-43%	-21%	-28%	-22%
6	5	Disk Storage	-28%	-39%	-14%	-23%	-30%	-7%	-16%	-24%	-37%	37%	-35%	-7%	-46%	-29%	9%	15%	-13%	4%	-37%	-27%	5%	-21%
9	6	Connectivity	-5%	-34%	-51%	-23%	-16%	-8%	-26%	-16%	-48%	4%	15%	11%	-19%	0%	19%	10%	-5%	5%	-15%	-22%	10%	-19%
10	7	Power Equipment	-2%	-28%	-29%	-43%	-35%	0%	-13%	-23%	-34%	-37%	6%	-3%	-4%	7%	-11%	-14%	-20%	-15%	-22%	-19%	-12%	-17%
5	8	Printing Consumables	-9%	-31%	-9%	-3%	-10%	-40%	-12%	-22%	-26%	14%	-34%	-10%	-41%	9%	-26%	-10%	-23%	-55%	-16%	-14%	-22%	-15%
11	9	Printing	-7%	-24%	-25%	-43%	-16%	-10%	0%	3%	-7%	-27%	-38%	20%	-27%	-18%	-3%	16%	32%	17%	-39%	-19%	5%	-14%
3	10	Smart Home and Office	14%	44%	-35%	-44%	-63%	6%	-49%	-44%	-90%	2229%	-6%	63%	-2%	-19%	128%	269%	63%	2284%	530%	-16%	273%	-14%
7	11	Unified Communications	13%	-49%	-57%	-71%	-49%	3%	-86%	-63%	-31%	56%	12%	-51%	84%	-27%	23%	27%	43%	194%	-55%	-21%	28%	-14%
14	12	Networking Systems	-2%	-29%	-15%	-25%	-36%	-6%	-22%	-8%	-10%	23%	-14%	-7%	-30%	-26%	26%	10%	22%	55%	-39%	-18%	22%	-13%
18	13	Other Networking Equipment	-10%	-12%	14%	-29%	-14%	-2%	-31%	7%	-15%	-13%	-24%	43%	-6%	10%	6%	1%	5%	-31%	15%	-10%	5%	-8%
13	14	Warranties and Services	-3%	-18%	6%	-9%	3%	-5%	-26%	25%	-28%	-5%	-41%	20%	-9%	-5%	-7%	-7%	10%	-17%	-53%	-8%	-7%	-8%
17	15	Scanner Imaging	-10%	-20%	1%	-18%	-17%	2%	37%	-14%	98%	-25%	-42%	-61%	-30%	49%	6%	-22%	0%	-2%	-52%	-8%	0%	-7%
8	16	Telecommunications	9%	0%	-24%	-19%	-29%	56%	32%	-23%	-5%	-35%	24%	22%	-8%	46%	-21%	-23%	22%	40%	-11%	-5%	-11%	-6%
15	17	Software and Licences	-6%	-5%	-9%	-1%	-2%	-10%	3%	-30%	-3%	33%	1%	32%	3%	-14%	63%	-15%	-14%	12%	6%	-5%	8%	-4%
16	18	Displays	14%	2%	-28%	-37%	36%	18%	-47%	4%	-22%	15%	-2%	-8%	13%	8%	14%	8%	14%	6%	-51%	-4%	8%	-2%
21	19	Computing Accessories	21%	1%	5%	-8%	-4%	-6%	-14%	-4%	-14%	76%	-14%	3%	-13%	1%	53%	32%	30%	19%	-13%	3%	36%	6%
19	20	Wearable Devices	16%	55%	-44%	-30%	-11%	-26%	-3%	119%	-16%	12%	38%	-51%	-31%	-8%	-47%	-6%	51%	-49%	-64%	8%	-1%	7%
20	21	Wireless Networking	10%	16%	-3%	-17%	-11%	-16%	-15%	16%	-19%	22%	3%	32%	-6%	39%	-10%	97%	19%	26%	6%	6%	30%	8%
22	22	Computing Components	32%	-9%	9%	-11%	26%	10%	-25%	-18%	7%	-2%	21%	-4%	75%	54%	30%	50%	8%	87%	-23%	12%	33%	16%
24	23	Audio-Video Systems	52%	0%	64%	-9%	58%	74%	8%	33%	-21%	128%	9%	9%	97%	118%	29%	57%	64%	59%	6%	39%	45%	40%
23	24	Mobile Computing	40%	86%	41%	13%	44%	31%	0%	41%	32%	12%	39%	25%	4%	12%	36%	69%	31%	39%	14%	40%	46%	41%
		Country Trend	5%	4%	-1%	-13%	0%	7%	-8%	-5%	-4%	4%	5%	13%	-1%	7%	22%	17%	10%	22%	0%			

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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 21 (May 24 2020) vs Same Period 2019

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

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE													EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W20	Rank-W21	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	40%	86%	41%	13%	44%	31%	0%	41%	32%	12%	39%	25%	4%	12%	36%	69%	31%	39%	14%	40%	46%	41%
2	2	Software and Licences	-6%	-5%	-9%	-1%	-2%	-10%	3%	-30%	-3%	33%	1%	32%	3%	-14%	63%	-15%	-14%	12%	6%	-5%	8%	-4%
3	3	Telecommunications	9%	0%	-24%	-19%	-29%	56%	32%	-23%	-5%	-35%	24%	22%	-8%	46%	-21%	-23%	22%	40%	-11%	-5%	-11%	-6%
4	4	Printing Consumables	-9%	-31%	-9%	-3%	-10%	-40%	-12%	-22%	-26%	14%	-34%	-10%	-41%	9%	-26%	-10%	-23%	-55%	-16%	-14%	-22%	-15%
5	5	Computing Components	32%	-9%	9%	-11%	26%	10%	-25%	-18%	7%	-2%	21%	-4%	75%	54%	30%	50%	8%	87%	-23%	12%	33%	16%
6	6	Displays	14%	2%	-28%	-37%	36%	18%	-47%	4%	-22%	15%	-2%	-8%	13%	8%	14%	8%	14%	6%	-51%	-4%	8%	-2%
7	7	Warranties and Services	-3%	-18%	6%	-9%	3%	-5%	-26%	25%	-28%	-5%	-41%	20%	-9%	-5%	-7%	-7%	10%	-17%	-53%	-8%	-7%	-8%
8	8	Disk Storage	-28%	-39%	-14%	-23%	-30%	-7%	-16%	-24%	-37%	37%	-35%	-7%	-46%	-29%	9%	15%	-13%	4%	-37%	-27%	5%	-21%
9	9	Desktop Computing	-35%	-47%	-33%	-40%	-24%	-12%	-9%	-30%	-38%	-27%	-42%	-29%	-23%	-38%	28%	3%	-22%	-15%	-43%	-34%	11%	-27%
11	10	Audio-Video Systems	52%	0%	64%	-9%	58%	74%	8%	33%	-21%	128%	9%	9%	97%	118%	29%	57%	64%	59%	6%	39%	45%	40%
12	11	Printing	-7%	-24%	-25%	-43%	-16%	-10%	0%	3%	-7%	-27%	-38%	20%	-27%	-18%	-3%	16%	32%	17%	-39%	-19%	5%	-14%
10	12	Networking Systems	-2%	-29%	-15%	-25%	-36%	-6%	-22%	-8%	-10%	23%	-14%	-7%	-30%	-26%	26%	10%	22%	55%	-39%	-18%	22%	-13%
13	13	Computing Accessories	21%	1%	5%	-8%	-4%	-6%	-14%	-4%	-14%	76%	-14%	3%	-13%	1%	53%	32%	30%	19%	-13%	3%	36%	6%
14	14	Server Computing	-54%	-35%	28%	-47%	5%	-36%	-5%	78%	17%	-7%	-7%	-55%	0%	24%	-43%	115%	-48%	61%	7%	-25%	-21%	-24%
15	15	Data Center Networking and Security	-11%	-30%	15%	-56%	-23%	19%	-35%	-53%	-19%	-36%	17%	-4%	-7%	-27%	-36%	35%	17%	-13%	-43%	-21%	-28%	-22%
16	16	Wireless Networking	10%	16%	-3%	-17%	-11%	-16%	-15%	16%	-19%	22%	3%	32%	-6%	39%	-10%	97%	19%	26%	6%	6%	30%	8%
19	17	Wearable Devices	16%	55%	-44%	-30%	-11%	-26%	-3%	119%	-16%	12%	38%	-51%	-31%	-8%	-47%	-6%	51%	-49%	-64%	8%	-1%	7%
17	18	Other Networking Equipment	-10%	-12%	14%	-29%	-14%	-2%	-31%	7%	-15%	-13%	-24%	43%	-6%	10%	6%	1%	5%	-31%	15%	-10%	5%	-8%
18	19	Power Equipment	-2%	-28%	-29%	-43%	-35%	0%	-13%	-23%	-34%	-37%	6%	-3%	-4%	7%	-11%	-14%	-20%	-15%	-22%	-19%	-12%	-17%
20	20	Connectivity	-5%	-34%	-51%	-23%	-16%	-8%	-26%	-16%	-48%	4%	15%	11%	-19%	0%	19%	10%	-5%	5%	-15%	-22%	10%	-19%
22	21	Smart Home and Office	14%	44%	-35%	-44%	-63%	6%	-49%	-44%	-90%	2229%	-6%	63%	-2%	-19%	128%	269%	63%	2284%	530%	-16%	273%	-14%
21	22	Games Consoles	54%		40%	-54%	-7%	91%	102%	89%	48%	186%	432%	846%	1%	69%	-19%	38%	-1%	74%	43%	23%	29%	25%
24	23	Removable Storage	-30%	-69%	-17%	-43%	-61%	6%	6%	-25%	-48%	-47%	-12%	-28%	-59%	-24%	-29%	-1%	-37%	-12%	-39%	-42%	-20%	-38%
23	24	Terminals, Thin Clients and Points of Sale	-61%	136%	-84%	-40%	-52%	-56%	-60%	-38%	-48%	-91%	-76%	-82%	20%	-28%	33%	-19%	17%	-89%	4941%	-43%	492%	-13%
26	25	Unified Communications	13%	-49%	-57%	-71%	-49%	3%	-86%	-63%	-31%	56%	12%	-51%	84%	-27%	23%	27%	43%	194%	-55%	-21%	28%	-14%
25	26	Electronics	-48%	-80%	-74%	74%	-73%	-66%	11%	-74%	-40%	-62%	-82%	-77%	-78%	-69%	148%	-61%	-33%	-85%	-72%	-58%	31%	-44%
27	27	Scanner Imaging	-10%	-20%	1%	-18%	-17%	2%	37%	-14%	98%	-25%	-42%	-61%	-30%	49%	6%	-22%	0%	-2%	-52%	-8%	0%	-7%
28	28	Security	21%	-9%	-21%	-75%	-21%	-18%	-10%	-50%	-33%	84%	58%	-59%	28%	44%	-12%	7%	41%	56%	-55%	-21%	-2%	-18%
29	29	Tape Storage	-1%	36%	-37%	-41%	-26%	-63%	-56%	36%	-27%	40%	-37%	-90%	-55%	28%	20%	-62%	51%	32%	648%	-13%	4%	-11%
30	30	Photo and Video Cameras	-60%	-49%	-66%	-95%	-32%	-36%	-98%	-76%	-36%	-79%	-37%	-93%	-73%	-48%	-55%	-53%	-37%	-71%	-28%	-59%	-48%	-54%

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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 2020) vs Same Period 2019

Sorted by top growth categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

				WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W20	Rank-W21		Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
5	1	⇧	Games Accessories	134%		297%	23%	-12%	110%	86%	286%	48%	293%	468%	437%	-29%	67%	-20%	155%	-5%	51%	114%	86%	78%	84%
3	2	⇧	Web Cameras	173%	66%	98%	79%	-26%	92%	18%	167%	15%	21%	103%	33%	59%	57%	111%	70%	132%	-14%	59%	75%	91%	78%
4	3	⇧	Headsets/Headphones and Microphones	71%	13%	96%	8%	97%	129%	34%	42%	-9%	218%	39%	17%	150%	169%	49%	104%	105%	62%	25%	66%	75%	66%
6	4	⇧	Graphics Cards	54%	107%	49%	-34%	14%	64%	0%	-7%	80%	6%	38%	-79%	152%	64%	38%	109%	130%	139%	-28%	46%	80%	53%
7	5	⇧	Wireless LAN Controllers	-38%	0%	19%	-41%	-53%	-42%	-51%	-42%	19%	-37%	-78%	562%	-40%	-33%	25%	2610%	-62%	-99%	693%	-15%	608%	44%
8	6	⇧	Notebooks	38%	95%	47%	25%	58%	26%	1%	49%	41%	12%	26%	33%	-2%	10%	29%	71%	23%	37%	16%	45%	42%	44%
1	7	⇩	Smart Home Automation	6%	677%	1169%	-33%	46%	229%	-75%	-47%	12133%	0%	-56%		2%	-45%		131%	-28%	31%	0%	42%	125%	43%
12	8	⇧	Processors	42%	19%	28%	33%	41%	45%	-2%	-4%	16%	-9%	54%	89%	84%	120%	86%	34%	-11%	118%	-13%	37%	49%	39%
20	9	⇧	Games Software	-48%		43%	-52%	559%	52%	-40%	367%	0%	134%	-72%	19%	-13%	244%	89%	9%	-8%	18%	416%	63%	17%	38%
9	10	⇩	Tablet PCs	47%	58%	24%	-8%	1%	48%	1%	26%	-1%	11%	129%	9%	56%	20%	151%	53%	98%	56%	30%	30%	90%	33%
10	11	⇩	Wireless Adapters	25%	20%	24%	3%	40%	-1%	9%	-6%	12%	20%	-2%	39%	78%	-13%	85%	89%	75%	92%	-39%	19%	82%	30%
19	12	⇧	Telephony Accessories	60%	-19%	-19%	-51%	-79%	44%	748%	-79%	-58%	-97%	447%	59%	204%	148%	-60%	301%	103%	-91%	1002%	33%	-55%	24%
16	13	⇧	Monitors	32%	43%	-12%	-9%	49%	33%	-20%	35%	10%	48%	12%	20%	5%	24%	16%	29%	29%	36%	-32%	23%	22%	23%
11	14	⇩	Security Software	17%	48%	51%	3%	-3%	8%	-8%	-26%	-14%	75%	-22%	49%	34%	13%	118%	45%	-11%	17%	19%	21%	62%	23%
13	15	⇩	Powerline Devices	11%	123%	74%	-41%	23%	19%	-2%	-11%	41%	54%	7%	-78%	-58%	99%	81%	53%	74%	86%	36%	22%	64%	22%
17	16	⇧	All-in-One Inkjets	35%	19%	12%	-12%	23%	-4%	9%	26%	79%	-1%	-22%	-30%	0%	11%	24%	62%	51%	56%	-40%	18%	44%	21%
15	17	⇩	Mobile Computing Cases	46%	32%	33%	0%	2%	-24%	8%	-2%	-13%	68%	100%	-40%	14%	19%	0%	39%	45%	1%	143%	20%	35%	21%
14	18	⇩	Notebook Workstations	5%	57%	9%	-11%	28%	54%	-16%	0%	55%	1%	-10%	-1%	-16%	39%	7%	64%	55%	54%	-63%	15%	35%	17%
38	19	⇧	E-Readers	1%	99%	51%	238%	62%	-3%	-49%	-41%		403%	-44%	302%	-20%	-18%	112%	35%	149%	-27%	22%	10%	79%	16%
26	20	⇧	Smart Lighting and Electricals	57%	87%	-90%	-81%	4%	-9%	-22%	-28%	-25%	1602%	-39%	87%	23%	-46%	173%	203%	86%	343%	184%	11%	153%	15%
27	21	⇧	Keyboards and Keypads	15%	-4%	-16%	4%	19%	24%	8%	-13%	9%	71%	-22%	8%	8%	46%	59%	23%	17%	-7%	-29%	9%	29%	12%
25	22	⇧	Smart Watches	4%	65%	-42%	-48%	7%	9%	57%	138%	-13%	24%	45%	-50%	-34%	19%	-31%	-5%	59%	-35%	-71%	11%	8%	11%
35	23	⇧	Developer Tools Software	27%	6%	-53%	-37%	58%	79%	50%	27%	-21%	8%	3%	70%	56%	1%	-50%	-23%	41%	93%	30%	11%	-14%	10%
36	24	⇧	Mice	17%	-7%	6%	-13%	27%	-28%	-29%	-11%	-34%	130%	-73%	-14%	-13%	11%	106%	76%	56%	2%	-25%	-1%	72%	10%
30	25	⇧	Smart Bands and Activity Trackers	-28%	89%	-56%	-47%	-41%	54%	-43%	-93%	1694%	-23%	-67%	-20%	0%	-39%	-52%	-20%	104%	-52%	-18%	13%	-12%	10%
23	26	⇩	Telephony and Conference Systems	-23%	-36%	-9%	-23%	38%	543%	70%	10%	60%	-51%	53%	566%	239%	78%	-43%	231%	1150%	-42%	-55%	14%	-26%	8%
24	27	⇩	Digital Media Players	3%	42%	-36%	-13%	14%	-38%	20%	66%	-19%	-41%	87%	-9%	3%	20%	-1%	-53%	-6%	126%	-75%	8%	-28%	6%
32	28	⇧	Ink Cartridges and Tanks	3%	-5%	17%	16%	17%	-42%	-10%	-11%	-14%	101%	-18%	6%	-39%	32%	-18%	29%	-19%	-25%	-17%	7%	-6%	6%
29	29	⇨	Wireless Access Points	11%	17%	-6%	-16%	-13%	-15%	-14%	19%	-21%	23%	17%	18%	-7%	43%	-20%	-1%	18%	31%	10%	6%	-6%	5%
22	30	⇩	Network Routers	6%	-17%	42%	3%	-28%	-18%	-29%	81%	-2%	175%	-52%	-51%	-15%	-41%	65%	42%	-4%	65%	-54%	-5%	49%	3%
47	31	⇧	Data Management Software	9%	-18%	-29%	20%	16%	-11%	-20%	23%	-10%	17%	-19%	90%	-36%	22%	225%	1%	14%	-40%	69%	0%	40%	3%
40	32	⇧	Disk Drives	5%	-49%	-13%	-27%	-19%	-23%	-31%	-40%	-34%	157%	-5%	-26%	27%	-23%	41%	57%	-56%	32%	93%	-6%	29%	0%
28	33	⇩	Landline Telephones	-8%	-33%	-21%	-65%	-29%	40%	-27%	37%	-11%	284%	46%	0%	23%	-57%	-8%	14%	-10%	-26%	-57%	-4%	-6%	-4%
#N/A	34	⇧	Smartphones	10%	9%	-23%	-14%	-28%	51%	33%	-24%	-4%	-34%	25%	18%	-9%	50%	-22%	-22%	20%	53%	-10%	-3%	-10%	-4%
31	35	⇩	Virtualisation Software	-14%	-10%	23%	17%	12%	-4%	-19%	2%	-3%	32%	-39%	355%	56%	-23%	-22%	-67%	-54%	-39%	-30%	2%	-52%	-5%
21	36	⇩	Docking Stations	17%	-24%	9%	-4%	-35%	-11%	-46%	7%	32%	126%	-10%	31%	-50%	-30%	48%	43%	-18%	53%	-37%	-7%	22%	-6%
34	37	⇩	Scanners	-9%	-20%	6%	-18%	-16%	4%	34%	-13%	100%	-26%	-42%	-61%	-30%	51%	9%	-7%	-1%	-2%	-52%	-7%	4%	-6%
37	38	⇩	Network Management and Security Appliances	16%	-15%	-30%	-49%	-13%	48%	-26%	-39%	-9%	0%	36%	19%	20%	-27%	-17%	39%	55%	130%	-62%	-7%	0%	-7%
50	39	⇧	Warranties and Services	-3%	-18%	6%	-9%	3%	-5%	-26%	25%	-28%	-5%	-41%	20%	-9%	-5%	-7%	-7%	10%	-17%	-53%	-8%	-7%	-8%
#N/A	40	⇧	PC Speakers	83%	-53%	23%	-30%	10%	14%	-27%	-2%	-59%	-52%	-75%	-7%	14%	128%	44%	-18%	-1%	12%	-42%	-8%	-3%	-8%
48	41	⇧	Labelling Tapes	-4%	-22%	-12%	-36%	-20%	-13%	240%	-37%	-29%	-37%	101%	471%	259%	-57%	4%	45%	13%	19%	-14%	-10%	14%	-8%
39	42	⇩	Transceivers	-11%	-16%	8%	-19%	-19%	-3%	-28%	12%	-4%	-31%	-19%	12%	-11%	0%	12%	-15%	24%	-45%	32%	-11%	7%	-8%
41	43	⇩	Office Applications Software	-14%	-15%	-53%	1%	8%	2%	22%	-26%	-6%	8%	-1%	-5%	18%	-18%	74%	18%	-6%	28%	-20%	-12%	27%	-9%
#N/A	44	⇧	Inkjet Printers	-35%	-11%	70%	-38%	22%	-26%	-50%	1%	-60%	10%	-62%	40%	45%	13%	18%	106%	32%	8%	-22%	-14%	41%	-9%
45	45	⇨	Network Management Software	-22%	-16%	-23%	14%	-5%	21%	-6%	-54%	-43%	-13%	-27%	-13%	73%	22%	61%	-4%	-18%	59%	37%	-11%	32%	-9%
18	46	⇩	Integrated Systems	-66%	-48%	315%	1%	370%	-52%	-12%	16%	148%	-39%	-12%	-96%	-79%	16%	-60%	158%	-34%	-1%	-89%	-6%	-36%	-9%
#N/A	47	⇧	All-in-One Lasers	-10%	-32%	6%	-44%	-15%	17%	-2%	31%	-14%	-9%	-40%	-41%	-22%	-21%	0%	-2%	4%	-8%	-22%	-14%	0%	-10%
46	48	⇩	Mobile Computing Accessories and Parts	-2%	-2%	-12%	-32%	-47%	-10%	-42%	-37%	-12%	31%	-28%	-10%	146%	-15%	117%	-39%	94%	74%	-56%	-11%	8%	-10%
33	49	⇩	LTO/Ultrium Media	-4%	-21%	-29%	-40%	-7%	-31%	-6%	-29%	-18%	-5%	-14%	47%	-20%	14%	43%	-48%	98%	-39%	295%	-13%	22%	-11%
#N/A	50	⇧	Graphics and Design Software	-17%	-42%	25%	9%	17%	-18%	-22%	6%	-12%	15%	127%	185%	-36%	-25%	-19%	17%	102%	16%	58%	-13%	29%	-11%

CONTEXT Covid-19 Weekly Report

Top Decline Category

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Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 2020) vs Same Period 2019

Sorted by fastest declining categories and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W20	Rank-W21	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Standalone GPS Devices	-100%	-96%	-97%	162%	-86%	-61%	-60%	-100%	-99%	-92%	-77%	-85%	-100%	-80%		-65%	-74%	-103%	-82%	-93%	-80%	-93%
2	2	Presentation Devices	-81%	-25%	-91%	-95%	-69%	-53%	111%	-93%	-89%	-43%	-96%	-79%	-71%	-93%	31%	-76%	-89%	-23%	-89%	-82%	-41%	-81%
4	3	Servers (Unix)	-82%	16%	-94%	-83%	-57%	17%	-99%	-98%	-9%	-78%	-90%		0%	-79%	-47%	436%	-100%		0%	-77%	5%	-73%
3	4	Privacy Screens	-19%	-79%	-90%	-70%	-82%	-91%	-8%	-28%	-99%	-100%	-65%	-42%	-84%	-82%		-55%		14%	-95%	-66%	-42%	-66%
5	5	Smartphone Screen Protectors	-51%	-74%	-82%	-58%	-80%	98%		764%	-75%	-83%		60%	-11%	-13%	-93%	-88%	9%	-68%	9%	-63%	-63%	-63%
19	6	Partner Rebates, Warehousing and Logistics	-72%	3%	-33%	-83%	-94%	-31%	-90%	-85%	-58%	-37%	-17%	-61%	101%	-52%	685%	-47%	96%	-53%	0%	-64%	-45%	-62%
16	7	Desktop Thin Clients	-69%	-63%	-66%	-39%	-72%	-57%	-66%	-35%	-60%	-98%	-65%	-66%	18%	-27%	-17%	-17%	17%	-91%	-91%	-61%	-25%	-59%
7	8	Portable Power Banks	-83%	-86%	-86%	-80%	-79%	-11%	87%	-88%	-45%	-82%	-38%	-41%	-90%	-50%	28%	16%	-21%	-1%	-35%	-74%	5%	-59%
9	9	Smartphone Protective Cases	-4%	-84%	-79%	-87%	-77%	16%	1%	-59%	-46%	-56%	-27%	-13%	-36%	8%	190%	-62%	18%	-37%		-63%	5%	-58%
8	10	Digital Cameras	-79%	-34%	-72%	-96%	-36%	-44%	-99%	-72%	7%	-80%	-95%	-35%	-72%	-55%	-59%	-52%	-39%	-67%	-25%	-67%	-47%	-57%
35	11	Server Enclosure	-72%	-59%	26%	20%	66%	280%	-99%	525%	-87%	-100%	-60%	-100%		176%	-70%	-49%	-20%	-93%	76%	-47%	-63%	-52%
23	12	Label/Barcode/Receipt Printers	-35%	-36%	-86%	-26%	-46%	-13%	15%	-45%	-73%	-33%	-43%	-24%	-72%	-40%	71%	-31%	-20%	112%	-66%	-60%	11%	-52%
6	13	Smart Speakers	10%	-24%	-76%	-56%	-79%	-9%	-46%	-31%	-97%	17%	12%					217%	-38%	-100%	4392%	-52%	434%	-52%
26	14	MP3/MP4 Players	-32%	-45%	-64%	-73%	-92%	-29%	-95%	-81%	-60%	-63%	-76%	-92%	14%	-59%	39%	-92%	17%	-35%	-44%	-51%	-58%	-52%
15	15	SAN Switches and Directors	-47%	-49%	290%	-70%	-94%	6%	-54%	-87%	-92%	-65%	-27%	-89%	-100%	-73%	-88%	-27%	-72%	-98%	97%	-31%	-85%	-51%
10	16	Camera/Camcorder Accessories	-68%	-34%	-54%	-80%	13%	-34%	-96%	-92%	-71%	-72%	-64%	-98%	-74%	-48%	-38%	-53%	-39%	-75%	-49%	-50%	-50%	-50%
17	17	USB Memory	-50%	-73%	-39%	-65%	-65%	18%	-29%	-51%	-60%	-74%	-26%	-49%	-66%	-24%	-20%	19%	-44%	14%	-50%	-56%	-14%	-50%
12	18	Dye Sublimation Printers	-60%	-82%	-86%	-89%	-26%	-39%	-57%	3%	-19%	-53%	1268%	-54%	-93%	-52%	86%	-19%	269%	-83%	-24%	-57%	122%	-47%
33	19	Network Chassis	-53%	-57%	-9%	-47%	-61%	-6%	895%	-14%	97%	-93%	200%	1465%	-95%	67%	-73%	-58%	-98%	521%		-37%	-69%	-45%
27	20	Printer Accessories and Parts	-27%	-63%	-58%	-61%	-76%	-50%	35%	-7%	-39%	-49%	-64%	-10%	-25%	-53%	-27%	-47%	-70%	2645%	-44%	-46%	-25%	-43%
21	21	Large Format/Plotter Printers	-42%	-79%	-45%	-61%	-49%	-33%	17%	-25%	-10%	-86%	-25%	72%	-20%	-38%	-26%	-4%	-66%	-54%	-25%	-44%	-34%	-43%
18	22	Home Sound Systems	-65%	-48%	-66%	26%	463%	27%	-94%	-78%	-80%	75%	-39%	-16%	-12%	110%	-12%	10%	-5%	196%	-74%	-48%	-6%	-43%
32	23	Large Format Displays	-35%	-59%	-52%	-70%	-30%	3%	-42%	-32%	-3%	25%	-34%	-42%	9%	-19%	7%	-52%	-31%	-21%	-29%	-44%	-19%	-42%
14	24	Smartphone/Tablet Chargers	104%	-71%	-62%	-54%	-46%	-39%	-35%	-52%	-76%	-40%	-22%	-45%	-30%	-38%	73%	-6%	45%	-14%	-52%	-45%	22%	-42%
11	25	SAN Accessories	-44%	-81%	-50%	-71%	1046%	-98%	-54%	45%	-98%	4%	-58%	-97%	-99%	-51%	5%	679%	11%	-97%	0%	-52%	80%	-41%
29	26	Displays Accessories	-25%	-54%	-51%	-58%	-43%	5%	-36%	-43%	-30%	-26%	-1%	-16%	0%	-57%	39%	-22%	-21%	145%	-79%	-43%	2%	-41%
20	27	Memory Cards	-32%	-70%	15%	3%	-64%	20%	30%	35%	-20%	-80%	41%	-16%	-63%	-26%	-45%	-37%	-30%	-29%	-56%	-41%	-38%	-41%
36	28	Connectivity Switches (Data and KVM)	-44%	-50%	-72%	-36%	59%	-40%	-39%	32%	-56%	-16%	-82%	78%	17%	-66%	6%	-73%	-25%	-89%	199%	-45%	-11%	-41%
28	29	Copier-based MFPs	39%	-118%	-57%	-77%	-84%	-29%	-9%	40%	-62%	-94%	-97%	6%	-44%	-20%	13%	-93%	-5%	167%	18%	-47%	4%	-39%
34	30	Projectors	-20%	-51%	-66%	-54%	-58%	-29%	6%	-47%	-30%	-40%	-56%	-58%	-14%	-4%	28%	-43%	-14%	-46%	-62%	-39%	-31%	-38%
30	31	Long Life Consumables	-30%	-60%	-40%	-47%	-42%	-27%	-23%	-17%	-32%	-46%	-43%	-7%	-36%	-21%	-26%	-33%	-21%	-76%	-63%	-40%	-29%	-37%
22	32	Mobile Phones	-11%	-36%	8%	-45%	-37%	53%	-35%	7%	7%	-93%	-1%	136%	48%	-59%	-44%	-82%	-16%	-12%	9%	-30%	-47%	-34%
31	33	Toner	-16%	-51%	-30%	-35%	-33%	-39%	-16%	-36%	-39%	-50%	-42%	-29%	-44%	-19%	-30%	-36%	-31%	-66%	-6%	-32%	-32%	-32%
43	34	Tape Libraries	-23%	-55%	-90%	-52%	-91%	-85%	-75%	52%	12%	2054%	0%	-64%	-100%	19%	-14%	-41%	-71%	17292%	0%	-35%	-8%	-31%
42	35	Hard Disk Drives (HDDs)	-47%	-29%	-35%	-37%	-47%	40%	-36%	-47%	-41%	38%	-25%	-29%	-40%	-40%	1%	-1%	-10%	19%	-49%	-37%	-2%	-31%
#N/A	36	Network Accessories	-38%	-44%	11%	-55%	-55%	-10%	-65%	-38%	28%	-72%	-57%	59%	40%	-30%	-16%	-14%	-47%	-51%	93%	-35%	-17%	-29%
38	37	Desktops	-36%	-50%	-34%	-41%	-24%	-12%	-6%	-32%	-39%	-28%	-46%	-31%	-24%	-39%	32%	5%	-26%	-12%	-38%	-35%	13%	-28%
46	38	Laser Printers	-29%	-46%	-5%	-50%	-28%	-41%	-11%	-12%	-37%	2%	-39%	-20%	-32%	-18%	-19%	-14%	82%	-10%	-61%	-32%	-12%	-27%
50	39	RAM Memory	0%	-59%	-28%	-55%	-9%	-3%	-52%	-42%	-9%	4%	-21%	-28%	21%	-25%	-7%	5%	-25%	14%	-40%	-31%	-6%	-27%
24	40	Server Accessories	-19%	-71%	-10%	-41%	66%	-45%	-62%	-51%	-21%	97%	52%	13%	-59%	-30%	5%	236%	-75%	-71%	-43%	-42%	38%	-26%
47	41	Consoles Fixed	-96%		-48%	-100%	23%	-43%	903%	-94%		69%	-56%	0%	964%	427%	375%	7%	4%	280%	-52%	-71%	6%	-26%
37	42	Desktop Workstations (PC/Mac)	-24%	-19%	-28%	-39%	-33%	-4%	-27%	-14%	-31%	-4%	-4%	-20%	-17%	-37%	2%	-17%	18%	-48%	-75%	-24%	-8%	-22%
25	43	Portable Speakers	-68%	-8%	29%	-69%	79%	55%	-65%	-92%	-23%	-64%	-96%	522%	-83%	-59%	-79%	-64%	-15%	102%	-21%	-19%	-59%	-22%
49	44	Storage Controllers	-17%	-44%	-14%	-30%	6%	-17%	-50%	-21%	-2%	-24%	18%	15%	-60%	-49%	33%	-33%	8%	40%	11%	-27%	16%	-22%
#N/A	45	Tape Drives	-16%	-35%	-47%	-47%	-26%	-64%	-83%	94%	-32%	-73%	452%	-58%	-75%	15%	29%	-89%	103%	-100%	0%	-23%	-4%	-21%
#N/A	46	Office Supplies and Furniture	-53%	13%	-52%	-66%	-85%	15%	-33%	-31%	126%	-25%	-49%	-28%	-84%	-85%	-49%	63%	42%	409%	-58%	-22%	-9%	-20%
45	47	Disk Arrays	2%	-54%	18%	60%	-22%	-42%	4%	97%	-24%	132%	-61%	131%	-88%	-47%	-54%	60%	9%	-4%	33%	-18%	-31%	-20%
40	48	IP Cameras	21%	-19%	-21%	-76%	-21%	-20%	-10%	-50%	-32%	85%	58%	-58%	28%	44%	-8%	10%	49%	54%	-54%	-24%	2%	-20%
41	49	Print Media	-37%	-2%	-27%	-49%	-2%	-57%	20%	-23%	-34%	-75%	-54%	-4%	-40%	-17%	-5%	5%	23%	-7%	-35%	-27%	-1%	-20%
48	50	Network Expansion Modules	-22%	-46%	-43%	-58%	-57%	-39%	-62%	-23%	5%	-92%	-3%	-17%	7%	5%	120%	37%	7%	151%	-86%	-37%	102%	-20%

CONTEXT Covid-19 Weekly Report

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 21 (May 24 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
Rank-W20	Rank-W21	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	38%	95%	47%	25%	58%	26%	1%	49%	41%	12%	26%	33%	-2%	10%	29%	71%	23%	37%	16%	45%	42%	44%
2	2	Smartphones	10%	9%	-23%	-14%	-28%	51%	33%	-24%	-4%	-34%	25%	18%	-9%	50%	-22%	-22%	20%	53%	-10%	-3%	-10%	-4%
3	3	Warranties and Services	-3%	-18%	6%	-9%	3%	-5%	-26%	25%	-28%	-5%	-41%	20%	-9%	-5%	-7%	-7%	10%	-17%	-53%	-8%	-7%	-8%
4	4	Tablet PCs	47%	58%	24%	-8%	1%	48%	1%	26%	-1%	11%	129%	9%	56%	20%	151%	53%	98%	56%	30%	30%	90%	33%
5	5	Desktops	-36%	-50%	-34%	-41%	-24%	-12%	-6%	-32%	-39%	-28%	-46%	-31%	-24%	-39%	32%	5%	-26%	-12%	-38%	-35%	13%	-28%
6	6	Ink Cartridges and Tanks	3%	-5%	17%	16%	17%	-42%	-10%	-11%	-14%	101%	-18%	6%	-39%	32%	-18%	29%	-19%	-25%	-17%	7%	-6%	6%
7	7	Monitors	32%	43%	-12%	-9%	49%	33%	-20%	35%	10%	48%	12%	20%	5%	24%	16%	29%	29%	36%	-32%	23%	22%	23%
8	8	Toner	-16%	-51%	-30%	-35%	-33%	-39%	-16%	-36%	-39%	-50%	-42%	-29%	-44%	-19%	-30%	-36%	-31%	-66%	-6%	-32%	-32%	-32%
9	9	Processors	42%	19%	28%	33%	41%	45%	-2%	-4%	16%	-9%	54%	89%	84%	120%	86%	34%	-11%	118%	-13%	37%	49%	39%
10	10	Office Applications Software	-14%	-15%	-53%	1%	8%	2%	22%	-26%	-6%	8%	-1%	-5%	18%	-18%	74%	18%	-6%	28%	-20%	-12%	27%	-9%
12	11	Solid State Drives (SSDs)	-23%	-34%	-12%	-34%	-12%	-26%	-10%	-45%	-45%	25%	-35%	-14%	-8%	1%	107%	14%	-19%	3%	-40%	-22%	39%	-13%
11	12	Network Switches	-7%	-33%	-34%	-31%	-43%	-2%	-19%	-29%	-11%	-15%	-3%	6%	-32%	-19%	7%	-3%	36%	51%	-21%	-23%	8%	-19%
16	13	Hard Disk Drives (HDDs)	-47%	-29%	-35%	-37%	-47%	40%	-36%	-47%	-41%	38%	-25%	-29%	-40%	-40%	1%	-1%	-10%	19%	-49%	-37%	-2%	-31%
13	14	Security Software	17%	48%	51%	3%	-3%	8%	-8%	-26%	-14%	75%	-22%	49%	34%	13%	118%	45%	-11%	17%	19%	21%	62%	23%
14	15	Operating Systems Software	-29%	-21%	-7%	-1%	-31%	-23%	0%	-17%	10%	-33%	-21%	-7%	-4%	-24%	37%	9%	-23%	7%	-54%	-19%	11%	-16%
15	16	Headsets/Headphones and Microphones	71%	13%	96%	8%	97%	129%	34%	42%	-9%	218%	39%	17%	150%	169%	49%	104%	105%	62%	25%	66%	75%	66%
18	17	Servers (PC/Mac)	-31%	-24%	2%	-53%	-22%	-34%	44%	130%	-10%	20%	-2%	-21%	17%	30%	-39%	88%	-37%	86%	-31%	-18%	-17%	-18%
19	18	RAM Memory	0%	-59%	-28%	-55%	-9%	-3%	-52%	-42%	-9%	4%	-21%	-28%	21%	-25%	-7%	5%	-25%	14%	-40%	-31%	-6%	-27%
17	19	Data Management Software	9%	-18%	-29%	20%	16%	-11%	-20%	23%	-10%	17%	-19%	90%	-36%	22%	225%	1%	14%	-40%	69%	0%	40%	3%
20	20	Graphics and Design Software	-17%	-42%	25%	9%	17%	-18%	-22%	6%	-12%	15%	127%	185%	-36%	-25%	-19%	17%	102%	16%	58%	-13%	29%	-11%
21	21	Disk Arrays	2%	-54%	18%	60%	-22%	-42%	4%	97%	-24%	132%	-61%	131%	-88%	-47%	-54%	60%	9%	-4%	33%	-18%	-31%	-20%
22	22	All-in-One Lasers	-10%	-32%	6%	-44%	-15%	17%	-2%	31%	-14%	-9%	-40%	-41%	-22%	-21%	0%	-2%	4%	-8%	-22%	-14%	0%	-10%
23	23	Network Routers	6%	-17%	42%	3%	-28%	-18%	-29%	81%	-2%	175%	-52%	-51%	-15%	-41%	65%	42%	-4%	65%	-54%	-5%	49%	3%
26	24	Televisions	-32%	30%	-30%	-73%	146%	20%	-98%	-48%	-67%	-25%	30%	26%	86%	-1%	-9%	0%	8%	-16%	-71%	-17%	-7%	-15%
24	25	Wireless Access Points	11%	17%	-6%	-16%	-13%	-15%	-14%	19%	-21%	23%	17%	18%	-7%	43%	-20%	-1%	18%	31%	10%	6%	-6%	5%
25	26	All-In-One Inkjets	35%	19%	12%	-12%	23%	-4%	9%	26%	79%	-1%	-22%	-30%	0%	11%	24%	62%	51%	56%	-40%	18%	44%	21%
27	27	Graphics Cards	54%	107%	49%	-34%	14%	64%	0%	-7%	80%	6%	38%	-79%	152%	64%	38%	109%	130%	139%	-28%	46%	80%	53%
31	28	Large Format Displays	-35%	-59%	-52%	-70%	-30%	3%	-42%	-32%	-3%	25%	-34%	-42%	9%	-19%	7%	-52%	-31%	-21%	-29%	-44%	-19%	-42%
28	29	Network Management Software	-22%	-16%	-23%	14%	-5%	21%	-6%	-54%	-43%	-13%	-27%	-13%	73%	22%	61%	-4%	-18%	59%	37%	-11%	32%	-9%
29	30	Network Management and Security Appliances	16%	-15%	-30%	-49%	-13%	48%	-26%	-39%	-9%	0%	36%	19%	20%	-27%	-17%	39%	55%	130%	-62%	-7%	0%	-7%
30	31	Virtualisation Software	-14%	-10%	23%	17%	12%	-4%	-19%	2%	-3%	32%	-39%	355%	56%	-23%	-22%	-67%	-54%	-39%	-30%	2%	-52%	-5%
33	32	Database Management Software	-9%	-27%	59%	-40%	-62%	-23%	5%	-32%	-30%	-65%	-12%	-27%	-22%	-32%	-2%	36%	-26%	6%	-62%	-19%	0%	-18%
34	33	Smart Watches	4%	65%	-42%	-48%	7%	9%	57%	138%	-13%	24%	45%	-50%	-34%	19%	-31%	-5%	59%	-35%	-71%	11%	8%	11%
32	34	Docking Stations	17%	-24%	9%	-4%	-35%	-11%	-46%	7%	32%	126%	-10%	31%	-50%	-30%	48%	43%	-18%	53%	-37%	-7%	22%	-6%
36	35	Desktop Workstations (PC/Mac)	-24%	-19%	-28%	-39%	-33%	-4%	-27%	-14%	-31%	-4%	-4%	-20%	-17%	-37%	2%	-17%	18%	-48%	-75%	-24%	-8%	-22%
35	36	Notebook Workstations	5%	57%	9%	-11%	28%	54%	-16%	0%	55%	1%	-10%	-1%	-16%	39%	7%	64%	55%	54%	-63%	15%	35%	17%
39	37	Cables and Connectivity Adapters	-4%	-35%	-51%	-22%	-20%	-8%	-29%	-17%	-50%	3%	24%	3%	-21%	3%	14%	12%	-7%	7%	-16%	-22%	8%	-19%
37	38	Transceivers	-11%	-16%	8%	-19%	-19%	-3%	-28%	12%	-4%	-31%	-19%	12%	-11%	0%	12%	-15%	24%	-45%	32%	-11%	7%	-8%
38	39	Uninterruptable Power Supplies (UPS)	-6%	-19%	-37%	-43%	-34%	-15%	-35%	-35%	-31%	-44%	34%	-9%	-6%	-26%	8%	-24%	-28%	-45%	-32%	-23%	-1%	-15%
42	40	Keyboards and Keypads	15%	-4%	-16%	4%	19%	24%	8%	-13%	9%	71%	-22%	8%	8%	46%	59%	23%	17%	-7%	-29%	9%	29%	12%
40	41	Laser Printers	-29%	-46%	-5%	-50%	-28%	-41%	-11%	-12%	-37%	2%	-39%	-20%	-32%	-18%	-19%	-14%	82%	-10%	-61%	-32%	-12%	-27%
41	42	Integrated Systems	-66%	-48%	315%	1%	370%	-52%	-12%	16%	148%	-39%	-12%	-96%	-79%	16%	-60%	158%	-34%	-1%	-89%	-6%	-36%	-9%
43	43	Mobile Computing Cases	46%	32%	33%	0%	2%	-24%	8%	-2%	-13%	68%	100%	-40%	14%	19%	0%	39%	45%	1%	143%	20%	35%	21%
45	44	Developer Tools Software	27%	6%	-53%	-37%	58%	79%	50%	27%	-21%	8%	3%	70%	56%	1%	-50%	-23%	41%	93%	30%	11%	-14%	10%
44	45	Long Life Consumables	-30%	-60%	-40%	-47%	-42%	-27%	-23%	-17%	-32%	-46%	-43%	-7%	-36%	-21%	-26%	-33%	-21%	-76%	-63%	-40%	-29%	-37%
47	46	Mice	17%	-7%	6%	-13%	27%	-28%	-29%	-11%	-34%	130%	-73%	-14%	-13%	11%	106%	76%	56%	2%	-25%	-1%	72%	10%
48	47	Network Expansion Modules	-22%	-46%	-43%	-58%	-57%	-39%	-62%	-23%	5%	-92%	-3%	-17%	7%	5%	120%	37%	7%	151%	-86%	-37%	102%	-20%
46	48	Projectors	-20%	-51%	-66%	-54%	-58%	-29%	6%	-47%	-30%	-40%	-56%	-58%	-14%	-4%	28%	-43%	-14%	-46%	-62%	-39%	-31%	-38%
49	49	NAS Devices	-6%	-14%	-31%	-39%	-40%	-13%	-5%	-1%	-16%	-17%	54%	-51%	-12%	-31%	49%	0%	-22%	41%	-45%	-17%	7%	-15%
50	50	Digital Media Players	3%	42%	-36%	-13%	14%	-38%	20%	66%	-19%	-41%	87%	-9%	3%	20%	-1%	-53%	-6%	126%	-75%	8%	-28%	6%

CONTEXT Covid-19 Weekly Report

Channel

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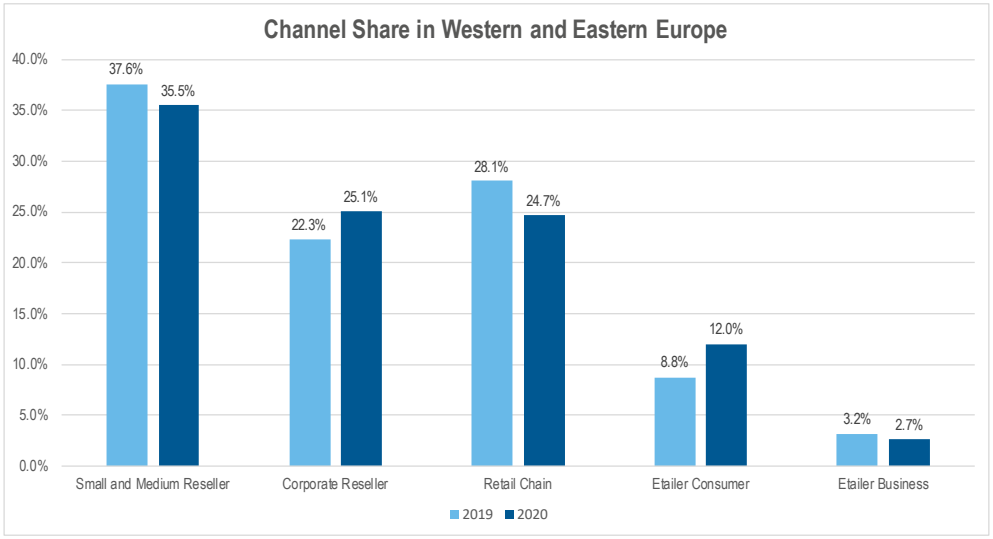
Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 21 (May 24 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-14%	-2%	-1%	-11%	-12%	-23%	-24%	-11%	-14%	-11%	-28%	7%	-27%	-16%	10%	-32%	-26%	-21%	89%	-10%	-1%	-9%
	Small and Medium Reseller	-5%	-14%	11%	-18%	6%	3%	5%	-16%	-13%	16%	-4%	15%	-6%	2%	6%	13%	-3%	20%	-13%	-4%	7%	-2%
	Etailer Business	1%	-6%	-7%	-42%	-28%	-18%	-30%	-54%	11%	2%	-7%	0%	-13%	-31%	-28%	30%	-32%	-26%	-37%	-14%	-19%	-14%
Retail Channels	Etailer Consumer	34%	87%	31%	-21%	62%	41%	102%	41%	73%	7%	123%	61%	56%	34%	1%	41%	4%	67%	-10%	46%	17%	42%
	Retail Chain	37%	11%	-17%	5%	-15%	30%	-3%	17%	29%	-4%	58%	-19%	26%	34%	78%	31%	58%	78%	-12%	10%	49%	16%



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Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
Rank-W20	Rank-W21	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	29%	83%	110%	22%	55%	24%	-10%	9%	26%	46%	1%	5%	-12%	2%	23%	71%	6%	12%	-12%	43%	34%	42%
2	2	Software and Licences	-7%	-9%	-9%	-3%	-6%	-14%	0%	-35%	-7%	31%	-2%	25%	-3%	-19%	47%	-23%	-19%	11%	-1%	-8%	-1%	-8%
3	3	Telecommunications	-33%	-8%	21%	-30%	-28%	74%	-15%	-45%	-40%	-7%	33%	82%	13%	146%	-51%	-11%	-7%	68%	-24%	-3%	-17%	-5%
4	4	Printing Consumables	-15%	-46%	-26%	-24%	-1%	-45%	-17%	-23%	-25%	-46%	-34%	-20%	-43%	-7%	-29%	-26%	-32%	-62%	-5%	-24%	-28%	-25%
5	5	Computing Components	4%	-34%	-2%	-28%	-2%	-14%	-60%	-39%	-7%	-18%	-19%	17%	-4%	23%	11%	11%	-35%	70%	-25%	-13%	6%	-10%
6	6	Displays	-12%	-40%	-40%	-49%	-14%	-6%	-32%	-30%	-20%	13%	-21%	-6%	-19%	-11%	-6%	-35%	-29%	-35%	-45%	-28%	-24%	-28%
7	7	Warranties and Services	-4%	-20%	6%	-10%	-1%	-7%	-28%	40%	-29%	-7%	-51%	19%	-8%	-7%	-11%	-10%	9%	-18%	-52%	-8%	-10%	-8%
8	8	Disk Storage	-35%	-46%	-12%	-26%	-25%	-8%	-28%	-31%	-39%	48%	-50%	-17%	-70%	-39%	-12%	7%	-14%	-11%	-31%	-32%	-9%	-29%
9	9	Desktop Computing	-49%	-54%	-26%	-44%	-29%	-26%	-20%	-49%	-45%	-27%	-49%	-36%	-36%	-47%	14%	-6%	-18%	-35%	-53%	-42%	1%	-36%
11	10	Audio-Video Systems	48%	-7%	84%	-13%	84%	128%	-7%	73%	-45%	91%	-28%	0%	36%	84%	-4%	-10%	30%	7%	-69%	31%	-8%	28%
12	11	Printing	-28%	-46%	-43%	-54%	-35%	-38%	-6%	-24%	-38%	-36%	-62%	20%	-48%	-43%	-22%	-30%	5%	-16%	-46%	-38%	-20%	-35%
10	12	Networking Systems	-17%	-34%	-19%	-35%	-40%	-19%	-20%	-34%	-11%	20%	-20%	-8%	-41%	-34%	-4%	-24%	14%	18%	-30%	-27%	-6%	-24%
13	13	Computing Accessories	13%	-4%	7%	-11%	-10%	-6%	-24%	-14%	-16%	62%	-19%	5%	-31%	-20%	26%	18%	5%	17%	-12%	-3%	16%	-2%
14	14	Server Computing	-57%	-36%	28%	-50%	3%	-41%	-4%	79%	13%	-14%	-46%	-60%	-4%	20%	-53%	69%	-49%	50%	6%	-28%	-33%	-29%
15	15	Data Center Networking and Security	-15%	-36%	14%	-59%	-26%	22%	-41%	-67%	-19%	-38%	14%	-4%	-14%	-29%	-39%	0%	10%	-21%	-43%	-25%	-34%	-26%
16	16	Wireless Networking	-18%	-7%	-21%	-23%	-33%	-28%	-21%	2%	-32%	-6%	-41%	21%	-10%	12%	-30%	71%	-2%	7%	21%	-14%	9%	-12%
19	17	Wearable Devices	95%	36%	-29%	-25%	-40%	-29%	-41%	376%	-56%	-21%	70%	-75%	-59%	-61%	1%	-8%	34%	-64%	-63%	-2%	2%	-1%
17	18	Other Networking Equipment	-16%	-22%	8%	-31%	-14%	-12%	-33%	9%	-25%	-28%	-32%	40%	-13%	-6%	1%	1%	-5%	-40%	6%	-16%	0%	-14%
18	19	Power Equipment	-12%	-26%	-28%	-42%	-36%	-14%	-29%	-38%	-35%	-36%	-30%	-15%	-22%	-5%	-12%	-24%	-26%	-36%	-19%	-24%	-15%	-21%
20	20	Connectivity	-7%	-32%	-30%	-24%	-12%	-15%	-33%	-31%	-48%	-23%	5%	24%	-32%	8%	4%	12%	-14%	-4%	-7%	-21%	2%	-19%
22	21	Smart Home and Office	-6%	90%	32%	121%	-3%	-25%	-46%	-75%	-99%	4571%	-73%	649%	-75%	36%	421%	425%	38%	631%	21%	21%	245%	26%
21	22	Games Consoles	101%		10%	295%	45%	114%	-1%	17%	-7%	388%	86%	-57%	132%	165%	-59%	53%	333%	151%	119%	61%	81%	69%
24	23	Removable Storage	-17%	-64%	-37%	-24%	-54%	25%	9%	-49%	-50%	-30%	-45%	-71%	-64%	-13%	-34%	-11%	-35%	64%	-37%	-34%	-18%	-31%
23	24	Terminals, Thin Clients and Points of Sales	-63%	129%	-84%	-42%	-52%	-60%	-60%	-77%	-53%	-91%	-76%	-85%	-58%	-31%	-12%	-16%	-8%	-92%	4941%	-47%	530%	-18%
26	25	Unified Communications	-7%	-52%	-59%	-71%	-49%	-2%	-87%	-64%	-30%	54%	5%	-49%	85%	-27%	22%	12%	45%	177%	-55%	-36%	22%	-26%
25	26	Electronics	-48%	-62%	-41%	4%	-72%	-79%	25%	-72%	-38%	-54%	-82%	-83%	-83%	-63%	123%	-66%	-33%	-74%	-48%	-56%	32%	-38%
27	27	Scanner Imaging	-25%	-35%	3%	-22%	-27%	-11%	35%	-30%	116%	-32%	-63%	-79%	-57%	-7%	-19%	-49%	-17%	-36%	-60%	-21%	-24%	-21%
28	28	Security	14%	-67%	27%	-66%	15%	-25%	106%	-50%	-28%	169%	49%	-35%	100%	132%	-15%	6%	18%	29%	-66%	-20%	-10%	-18%
29	29	Tape Storage	-5%	38%	-37%	-46%	-28%	-63%	-60%	34%	-31%	40%	-40%	-91%	-58%	9%	9%	-63%	52%	-54%	640%	-15%	-6%	-15%
30	30	Photo and Video Cameras	-53%	-55%	-55%	-95%	197%	-45%	-40%	-77%	-42%	-79%	-103%	-77%	-68%	-41%	-54%	-85%	-45%	-72%	-24%	-55%	-65%	-60%

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Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 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-W20	Rank-W21	Industry Sector	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	51%	98%	-4%	-3%	35%	39%	34%	79%	41%	-9%	149%	125%	45%	19%	44%	68%	48%	73%	59%	36%	54%	40%
2	2	Software and Licences	37%	237%	1%	161%	399%	110%	226%	549%	103%	93%	126%	1123%	184%	233%	323%	46%	75%	19%	146%	144%	94%	131%
3	3	Telecommunications	22%	5%	-38%	-17%	-29%	47%	79%	-15%	40%	-39%	14%	-26%	-12%	14%	2%	-26%	40%	23%	0%	-6%	-8%	-6%
4	4	Printing Consumables	18%	-1%	47%	23%	-26%	-28%	29%	-20%	-29%	187%	-31%	14%	-35%	67%	-15%	81%	3%	-35%	-31%	13%	-4%	11%
5	5	Computing Components	128%	184%	116%	62%	50%	147%	65%	92%	305%	38%	239%	-18%	195%	251%	91%	86%	93%	112%	-22%	114%	84%	105%
6	6	Displays	52%	135%	-15%	37%	120%	63%	-72%	142%	-25%	22%	99%	-14%	81%	67%	49%	49%	59%	83%	-58%	47%	49%	48%
7	7	Warranties and Services	27%	512%	-6%	293%	710%	48%	45%	-90%	5%	321%	207%	114%	-22%	94%	320%	51%	39%	334%	-81%	33%	113%	39%
8	8	Disk Storage	-4%	19%	-20%	-3%	-41%	-3%	18%	37%	-25%	19%	80%	8%	33%	17%	81%	26%	-12%	55%	-49%	-2%	42%	8%
9	9	Desktop Computing	6%	16%	-50%	-7%	-8%	15%	53%	21%	-8%	-25%	-8%	-9%	21%	-10%	71%	25%	-28%	75%	7%	-4%	38%	3%
11	10	Audio-Video Systems	55%	6%	50%	-6%	49%	39%	18%	9%	34%	147%	120%	21%	136%	131%	59%	97%	80%	92%	121%	45%	83%	49%
12	11	Printing	40%	48%	28%	4%	14%	36%	23%	61%	93%	5%	62%	24%	51%	25%	28%	69%	87%	46%	-24%	33%	43%	35%
10	12	Networking Systems	30%	27%	21%	33%	16%	63%	-27%	114%	0%	86%	70%	-2%	94%	60%	141%	136%	52%	235%	-51%	29%	125%	46%
13	13	Computing Accessories	40%	22%	-2%	-1%	7%	-7%	34%	24%	-2%	98%	5%	-5%	35%	31%	95%	48%	74%	23%	-15%	20%	64%	26%
14	14	Server Computing	467%	16%	58%	1085%	434%	90%	-41%	15%	149%	8858%	2285%	631%	91%	505%	760%	1806%	17%	624%	72%	200%	886%	328%
15	15	Data Center Networking and Security	332%	517%	65%	161%	159%	-27%	119%	884%	100%	7184%	582%	-32%	1832%	290%	281%	613%	751%	2532%	-65%	263%	397%	285%
16	16	Wireless Networking	54%	169%	76%	16%	39%	34%	6%	52%	154%	186%	511%	121%	17%	146%	67%	197%	81%	118%	-19%	70%	105%	73%
19	17	Wearable Devices	-6%	58%	-50%	-35%	-1%	-25%	18%	85%	46%	36%	35%	105%	-14%	-4%	-55%	-5%	60%	-47%	-65%	10%	-3%	9%
17	18	Other Networking Equipment	10%	108%	76%	-26%	-13%	34%	1%	-6%	46%	43%	123%	143%	74%	97%	160%	7%	113%	99%	82%	21%	103%	25%
18	19	Power Equipment	56%	-36%	-42%	-46%	-31%	36%	39%	58%	-29%	-45%	169%	92%	61%	90%	-5%	17%	-5%	71%	-34%	4%	-1%	2%
20	20	Connectivity	2%	-40%	-80%	-17%	-23%	2%	-12%	68%	-51%	59%	103%	-39%	2%	-11%	141%	6%	19%	60%	-44%	-26%	37%	-20%
22	21	Smart Home and Office	16%	31%	-42%	-53%	-66%	29%	-49%	-38%	467%	131%	8%	37%	1%	-20%	24%	172%	86%	3932%	2398%	-22%	294%	-20%
21	22	Games Consoles	48%		82%	-57%	-14%	86%	156%	95%	104%	137%	582%	1144%	-9%	60%	-1%	36%	-20%	66%	-40%	16%	22%	18%
24	23	Removable Storage	-41%	-72%	20%	-55%	-66%	-8%	-2%	23%	-39%	-57%	99%	72%	-48%	-42%	-25%	6%	-39%	-61%	-41%	-49%	-21%	-44%
23	24	Terminals, Thin Clients and Points of Sales	92%	471%	-94%	791%	-58%	-32%	-66%	10353%	2707%	-82%	-1%	-48%	3484%	97%	255%	-44%	2234%	300%		111%	193%	127%
#N/A	25	Unified Communications	43%	231%	106%	-29%	-49%	50%	10%	-47%	-43%	271%	3342%	-79%	50%	-46%	39%	575%	-10%	1059%	-54%	42%	95%	46%

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 21 (May 24 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-W20	Rank-W21	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	26%	90%	106%	32%	68%	25%	-12%	19%	31%	63%	-3%	5%	-17%	1%	15%	71%	-3%	14%	-8%	47%	29%	45%
2	2	Smartphones	-38%	-2%	25%	-25%	-29%	63%	-17%	-47%	-41%	-2%	36%	78%	9%	170%	-56%	-11%	-13%	104%	-24%	-2%	-17%	-4%
3	3	Warranties and Services	-4%	-20%	6%	-10%	-1%	-7%	-28%	40%	-29%	-7%	-51%	19%	-8%	-7%	-11%	-10%	9%	-18%	-52%	-8%	-10%	-8%
4	4	Tablet PCs	46%	58%	155%	2%	1%	16%	2%	-2%	2%	-24%	56%	15%	36%	-2%	150%	70%	70%	-17%	-13%	38%	84%	40%
5	5	Desktops	-50%	-58%	-26%	-44%	-29%	-26%	-18%	-53%	-46%	-30%	-54%	-35%	-37%	-47%	20%	-3%	-24%	-32%	-47%	-44%	5%	-37%
6	6	Ink Cartridges and Tanks	-5%	-19%	-6%	-5%	43%	-52%	-19%	-5%	1%	-25%	1%	-7%	-46%	12%	-28%	15%	-38%	-33%	4%	-5%	-9%	-5%
7	7	Monitors	4%	-11%	-31%	-29%	-6%	-4%	-26%	-17%	9%	24%	-3%	45%	-34%	1%	-5%	-22%	-23%	-10%	-46%	-10%	-14%	-10%
8	8	Toner	-18%	-54%	-36%	-36%	-28%	-41%	-19%	-36%	-38%	-55%	-43%	-31%	-46%	-29%	-32%	-47%	-33%	-68%	-8%	-34%	-36%	-34%
9	9	Processors	9%	-13%	17%	11%	7%	13%	-48%	-36%	-3%	-34%	-13%	83%	-16%	89%	52%	33%	-49%	106%	-7%	6%	30%	10%
10	10	Office Applications Software	-15%	-16%	-53%	0%	7%	4%	21%	-37%	-6%	9%	-2%	-11%	17%	-22%	65%	23%	-4%	25%	-30%	-13%	27%	-10%
12	11	Solid State Drives (SSDs)	-25%	-38%	-15%	-40%	-18%	-40%	-32%	-58%	-49%	27%	-50%	-33%	-44%	-15%	79%	-2%	-9%	-13%	-39%	-30%	30%	-22%
11	12	Network Switches	-15%	-33%	-35%	-36%	-45%	-16%	-16%	-34%	-11%	-18%	-7%	-4%	-42%	-24%	-14%	-27%	32%	17%	-32%	-27%	-12%	-25%
16	13	Hard Disk Drives (HDDs)	-57%	-42%	-31%	-36%	-30%	69%	-52%	-57%	-39%	111%	-46%	-39%	-61%	-51%	-20%	-27%	-20%	12%	-36%	-43%	-22%	-40%
13	14	Security Software	15%	29%	52%	0%	-6%	-4%	-8%	-41%	-18%	54%	-30%	48%	7%	8%	52%	33%	-19%	3%	-36%	13%	26%	14%
14	15	Operating Systems Software	-30%	-21%	-8%	-4%	-35%	-26%	-3%	-26%	6%	-33%	-25%	-24%	-19%	-27%	39%	-17%	-27%	-6%	-54%	-21%	1%	-19%
15	16	Headsets/Headphones and Microphones	56%	5%	91%	8%	110%	176%	1%	80%	-36%	154%	-4%	6%	57%	110%	15%	11%	59%	-5%	-73%	48%	6%	45%
18	17	Servers (PC/Mac)	-37%	-27%	2%	-56%	-24%	-40%	55%	134%	-15%	12%	-31%	-31%	12%	28%	-49%	73%	-38%	83%	-32%	-22%	-27%	-23%
19	18	RAM Memory	-16%	-63%	-29%	-57%	-24%	-14%	-68%	-46%	-22%	-2%	-32%	-23%	5%	-33%	-18%	-38%	-33%	10%	-46%	-40%	-23%	-38%
17	19	Data Management Software	7%	-19%	-29%	17%	14%	-18%	-21%	21%	-19%	15%	-23%	88%	-35%	20%	151%	1%	-5%	-29%	66%	-2%	28%	0%
20	20	Graphics and Design Software	-18%	-41%	26%	9%	17%	-21%	-23%	6%	-12%	16%	83%	189%	-44%	-25%	-8%	16%	122%	11%	59%	-13%	32%	-12%
21	21	Disk Arrays	-1%	-54%	17%	35%	-23%	-43%	-2%	98%	-26%	54%	-58%	62%	-89%	-46%	-58%	97%	-10%	-24%	27%	-21%	-34%	-23%
22	22	All-in-One Lasers	-31%	-50%	-16%	-61%	-30%	-41%	-10%	8%	-24%	-19%	-65%	-64%	-30%	-37%	-19%	-33%	-16%	-56%	-35%	-36%	-22%	-32%
23	23	Network Routers	-28%	-36%	49%	-27%	-34%	-33%	-38%	-30%	-12%	196%	-67%	-49%	-34%	-57%	28%	-9%	-33%	25%	-25%	-26%	15%	-20%
26	24	Televisions	-54%	-54%	-34%	-72%	37%	2%	-70%	-54%	-63%	7%	-75%	2%	158%	-55%	8%	-44%	-18%	-61%	29%	-37%	-43%	-39%
24	25	Wireless Access Points	-16%	-8%	-25%	-21%	-34%	-27%	-20%	8%	-36%	-7%	-31%	14%	-10%	15%	-35%	-47%	-2%	16%	24%	-14%	-30%	-16%
25	26	All-In-One Inkjets	9%	-7%	-8%	-7%	5%	-13%	14%	-9%	2%	6%	-55%	-44%	-53%	-11%	24%	8%	-28%	-21%	-40%	-3%	-7%	-3%
27	27	Graphics Cards	38%	57%	24%	-36%	50%	1%	-49%	-39%	75%	17%	8%	-34%	-9%	-12%	11%	6%	22%	107%	-26%	24%	12%	22%
31	28	Large Format Displays	-41%	-62%	-55%	-73%	-29%	-2%	-46%	-44%	-9%	35%	-40%	-44%	-11%	-19%	-19%	-55%	-47%	-33%	-43%	-48%	-35%	-47%
28	29	Network Management Software	-23%	-17%	-23%	5%	-6%	16%	-20%	-54%	-46%	-17%	-34%	-23%	56%	23%	41%	-16%	-20%	29%	36%	-14%	16%	-12%
29	30	Network Management and Security Appliances	10%	-24%	-33%	-50%	-16%	56%	-25%	-69%	-10%	-3%	36%	19%	7%	-31%	-23%	40%	48%	111%	-62%	-13%	-6%	-12%
30	31	Virtualisation Software	-16%	-12%	22%	14%	9%	-20%	-20%	0%	-17%	-3%	-48%	328%	52%	-26%	-28%	-69%	-59%	-44%	-42%	-2%	-56%	-9%
33	32	Database Management Software	-9%	-28%	59%	-40%	-63%	-23%	3%	-32%	-30%	-64%	-12%	-28%	-23%	-33%	-9%	30%	-26%	-2%	-76%	-20%	-6%	-19%
32	33	Docking Stations	18%	-24%	8%	-6%	-37%	-12%	-48%	-13%	36%	130%	-9%	33%	-51%	-40%	43%	20%	-15%	54%	-40%	-9%	16%	-8%
35	34	Desktop Workstations (PC/Mac)	-39%	-22%	-30%	-46%	-35%	-21%	-31%	-25%	-38%	3%	-16%	-42%	-28%	-44%	-29%	-22%	24%	-60%	-78%	-33%	-25%	-32%
34	35	Notebook Workstations	-17%	58%	6%	-14%	23%	37%	-24%	-39%	52%	1%	-38%	-32%	-27%	30%	-5%	60%	51%	37%	-72%	2%	31%	4%
38	36	Cables and Connectivity Adapters	-4%	-33%	-28%	-22%	-17%	-16%	-35%	-32%	-49%	-26%	16%	23%	-34%	13%	0%	19%	-14%	-1%	-8%	-20%	1%	-18%
36	37	Transceivers	-12%	-17%	8%	-30%	-23%	-2%	-28%	12%	-5%	-31%	-39%	8%	-9%	1%	9%	-17%	13%	-51%	26%	-13%	4%	-10%
37	38	Uninterruptable Power Supplies (UPS)	-16%	-19%	-35%	-47%	-40%	-29%	-40%	-49%	-34%	-47%	-48%	-34%	-16%	-34%	6%	-41%	-38%	-60%	-37%	-29%	-7%	-22%
41	39	Keyboards and Keypads	-1%	-19%	-11%	-9%	43%	-19%	-7%	-19%	3%	35%	-31%	-8%	-11%	13%	33%	12%	16%	-23%	-22%	-7%	14%	-4%
39	40	Laser Printers	-40%	-57%	8%	-58%	-34%	-50%	-22%	-32%	-43%	-11%	-52%	-36%	-61%	-30%	-38%	-40%	95%	-28%	-66%	-42%	-30%	-40%
40	41	Integrated Systems	-66%	-48%	315%	1%	370%	-53%	-12%	17%	148%	-44%	-77%	-96%	-79%	16%	-65%	158%	-34%	-87%	-89%	-9%	-43%	-12%
43	42	Developer Tools Software	27%	6%	-53%	-40%	57%	78%	49%	27%	-21%	5%	6%	68%	54%	-1%	-65%	-32%	45%	92%	30%	11%	-22%	10%
42	43	Long Life Consumables	-30%	-65%	-45%	-48%	-44%	-30%	-26%	-17%	-33%	-47%	-43%	-5%	-39%	-33%	-28%	-38%	-26%	-68%	-64%	-42%	-31%	-40%
45	44	Network Expansion Modules	-24%	-46%	-43%	-67%	-59%	-40%	-62%	-29%	6%	-93%	-15%	-17%	3%	6%	116%	-27%	-13%	112%	-86%	-39%	91%	-23%
44	45	Projectors	-21%	-70%	-66%	-56%	-59%	-52%	-10%	-56%	-49%	-52%	-71%	-67%	-48%	-17%	-2%	-44%	-35%	-84%	-65%	-50%	-45%	-49%
46	46	VOIP Systems	-5%	-52%	-59%	-72%	-48%	-2%	-88%	-67%	-28%	55%	12%	-53%	83%	-43%	25%	13%	44%	151%	-56%	-37%	24%	-26%
47	47	Servers (Unix)	-82%	85%	-94%	-83%	-63%	-64%	-99%	-98%	-52%	-78%	-90%			-79%	-100%	436%	-100%			-78%	-1%	-74%

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Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 21 (May 24 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-W20	Rank-W21	Category	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	52%	112%	5%	8%	48%	27%	47%	81%	57%	-17%	113%	149%	36%	18%	38%	71%	40%	67%	60%	41%	51%	43%
2	2	Smartphones	23%	16%	-38%	-12%	-27%	47%	81%	-15%	41%	-38%	12%	-27%	-12%	16%	0%	-25%	40%	27%	3%	-4%	-8%	-4%
3	3	Warranties and Services	27%	512%	-6%	293%	710%	48%	45%	-90%	5%	321%	207%	114%	-22%	94%	320%	51%	39%	334%	-81%	33%	113%	39%
4	4	Tablet PCs	47%	57%	-29%	-18%	1%	78%	-1%	62%	-3%	40%	234%	-48%	90%	28%	151%	36%	118%	206%	62%	21%	95%	25%
5	5	Desktops	2%	13%	-51%	-15%	-9%	12%	50%	17%	-11%	-24%	-15%	-21%	19%	-12%	66%	24%	-30%	74%	7%	-8%	35%	0%
6	6	Ink Cartridges and Tanks	24%	4%	51%	27%	-15%	-28%	30%	-18%	-26%	234%	-35%	18%	-32%	111%	-4%	70%	15%	-17%	-32%	20%	0%	18%
7	7	Monitors	61%	168%	21%	63%	129%	93%	8%	233%	13%	139%	74%	-18%	83%	87%	49%	76%	83%	130%	12%	84%	68%	81%
8	8	Toner	5%	-31%	29%	-32%	-45%	-34%	27%	-43%	-44%	-3%	-23%	-13%	-36%	18%	-19%	109%	-19%	-55%	21%	-16%	-7%	-14%
9	9	Processors	202%	254%	193%	69%	70%	212%	122%	127%	341%	48%	340%	92%	203%	269%	221%	34%	102%	148%	-19%	158%	84%	135%
10	10	Office Applications Software	16%	19%	-79%	67%	169%	-23%	164%	806%	-6%	-50%	25%	1798%	53%	94%	225%	10%	-25%	110%	146%	29%	26%	28%
12	11	Solid State Drives (SSDs)	-17%	16%	-1%	35%	0%	20%	42%	46%	3%	21%	60%	69%	36%	117%	207%	30%	-29%	43%	-42%	5%	55%	17%
11	12	Network Switches	74%	-36%	-13%	50%	-12%	118%	-36%	40%	-17%	127%	80%	201%	112%	110%	227%	224%	64%	526%	88%	36%	217%	66%
16	13	Hard Disk Drives (HDDs)	10%	18%	-48%	-37%	-62%	-15%	-8%	30%	-47%	-42%	147%	-23%	22%	1%	40%	56%	9%	35%	-67%	-15%	35%	-3%
13	14	Security Software	110%	474%	37%	110%	52%	413%	33%	1355%	39%	1362%	86%	205%	1978%	346%	2038%	197%	197%	259%	1044%	253%	770%	278%
14	15	Operating Systems Software	-9%	5%	54%	119%	343%	21%	78%	277%	98%	-35%	170%	568%	231%	81%	23%	89%	38%	100%	-49%	50%	62%	54%
15	16	Headsets/Headphones and Microphones	97%	19%	103%	8%	89%	89%	66%	14%	71%	252%	198%	56%	219%	198%	70%	165%	132%	107%	188%	85%	124%	88%
17	17	RAM Memory	113%	42%	-13%	69%	38%	93%	120%	20%	574%	55%	205%	-52%	94%	80%	130%	77%	-6%	26%	-16%	85%	72%	81%
18	18	All-in-One Lasers	37%	93%	48%	66%	30%	135%	51%	133%	101%	86%	91%	19%	0%	17%	26%	52%	29%	25%	37%	52%	29%	43%
19	19	Network Routers	20%	119%	29%	25%	46%	9%	-24%	149%	60%	62%	55%	-51%	56%	35%	109%	94%	44%	109%	-68%	27%	89%	38%
22	20	Televisions	0%	92%	-29%	-85%	211%	38%	-99%	-18%	-71%	-89%	519%	340%	62%	38%	-17%	29%	14%	37%	-83%	-6%	15%	-1%
20	21	Wireless Access Points	55%	182%	88%	14%	36%	31%	5%	51%	173%	226%	514%	59%	14%	159%	49%	205%	81%	121%	-16%	72%	99%	74%
21	22	All-In-One Inkjets	54%	46%	33%	-16%	34%	-1%	5%	39%	112%	-6%	14%	8%	68%	19%	24%	82%	146%	109%	-40%	34%	70%	39%
23	23	Graphics Cards	71%	181%	130%	-23%	3%	172%	20%	63%	112%	-9%	82%	-87%	237%	445%	61%	184%	207%	153%	-30%	71%	130%	83%
24	24	Smart Watches	-3%	79%	-45%	-3%	28%	24%	126%	103%	63%	58%	37%	129%	-20%	32%	-32%	-5%	58%	-28%	-72%	25%	9%	24%
26	25	Cables and Connectivity Adapters	-4%	-42%	-80%	-23%	-27%	1%	-18%	70%	-54%	61%	92%	-68%	-2%	-12%	169%	2%	13%	69%	-44%	-29%	33%	-24%
25	26	Uninterruptable Power Supplies (UPS)	43%	-17%	-51%	-28%	-4%	32%	71%	64%	-7%	37%	890%	560%	20%	89%	15%	66%	20%	23%	-3%	13%	20%	16%
28	27	Keyboards and Keypads	42%	33%	-24%	28%	1%	74%	45%	-2%	39%	119%	-5%	48%	34%	77%	89%	30%	18%	16%	-43%	36%	44%	37%
27	28	Laser Printers	21%	33%	-25%	81%	-17%	-27%	41%	173%	23%	55%	17%	179%	98%	21%	8%	22%	59%	9%	-25%	10%	13%	11%
29	29	Mobile Computing Cases	56%	-48%	-49%	-34%	-25%	-68%	49%	-21%	-8%	75%	396%	-16%	54%	55%	47%	14%	82%	37%	156%	0%	49%	3%
31	30	Mice	44%	60%	-5%	-1%	31%	-71%	-20%	7%	-17%	150%	-74%	-27%	-1%	25%	134%	93%	112%	6%	-33%	13%	96%	28%
30	31	Projectors	-18%	67%	-67%	-42%	-57%	-6%	246%	-16%	90%	8%	-9%	1%	78%	15%	72%	-41%	42%	91%	-49%	-12%	5%	-10%
32	32	NAS Devices	3%	19%	12%	-53%	-41%	-27%	-11%	7%	96%	44%	64%	-73%	67%	-48%	65%	-9%	-31%	47%	-38%	-6%	3%	-5%
33	33	Digital Media Players	6%	54%	-36%	0%	12%	-36%	34%	83%	-9%	-43%	94%	-3%	-5%	22%	30%	-36%	35%	174%	-54%	12%	-1%	12%
34	34	IP Cameras	45%	18%	-88%	-86%	-73%	-2%	-54%	-49%	-45%	-61%	67%	-62%	28%	25%	23%	10%	163%	234%	139%	-28%	58%	-24%
35	35	Smart Bands and Activity Trackers	-99%	100%	-61%	-96%	-35%	67%	212%	-96%	1928%	-15%	-79%	-72%		-42%	-63%	-13%	139%	-54%	-36%	13%	-20%	9%
37	36	Smartphone Protective Cases	-23%	-91%	-86%	-89%	-85%	35%	26%	-64%	-41%	-36%	18%	23%	-43%	17%	257%	-74%	26%	43%		-69%	19%	-63%
38	37	Games Accessories	140%		232%	16%	-24%	104%	125%	316%	104%	237%	618%	601%	-31%	57%	-2%	199%	-16%	46%	83%	74%	90%	79%
40	38	Memory Cards	-44%	-71%	105%	-15%	-68%	-8%	-8%	133%	-1%	-85%	67%	134%	-48%	-61%	-36%	-41%	-26%	-53%	-65%	-48%	-38%	-46%
39	39	Powerline Devices	11%	189%	68%	-47%	-23%	37%	35%	-10%	56%	42%	79%	-90%	-85%	127%	85%	36%	29%	172%	54%	18%	54%	18%
36	40	Smart Speakers	17%	-34%	-73%	-72%	-81%	-19%	-45%	-34%		-14%	22%					229%	-95%	-100%		-53%	584%	-53%
42	41	USB Memory	-50%	-77%	-20%	-74%	-71%	-8%	22%	-9%	-51%	-79%	144%	-27%	-72%	-34%	-42%	64%	-50%	-118%	-28%	-60%	-16%	-55%
43	42	Portable Speakers	-69%	-16%	32%	-64%	94%	-4%	-69%	-95%	-15%	-87%	-90%	4164%	-92%	-47%	-65%	-64%	25%	49%	-53%	-17%	-43%	-19%
41	43	Consoles Fixed	-96%		-56%	-100%	46%	-58%	-606100%	-96%		63%	-100%		703%	560%	670%	-1%	-24%	293%	-72%	-74%	-6%	-33%
44	44	Mobile Phones	-12%	-43%	-8%	-29%	-42%	93%	-47%	-42%	11%	-94%	46%	124%	53%	-65%	-44%	-91%	4%	0%	78%	-31%	-46%	-35%
45	45	Digital Cameras	-85%	19%	-95%	-97%	-47%	-40%	-100%	639%	-35%	-79%	-96%	-83%	-71%	-21%	-56%	-35%	-34%	-70%	-39%	-68%	-37%	-53%