

# IT Industry Update

5th May 2020

CONTEXT COVID-19 Weekly Report



01

## CLIMATE SURVEY FEEDBACK

02

- TOP TRENDS COVID-19 REPORTS TO WEEK 17 (WEEK 16 FOR US)
- Q2 GUIDANCE (BY KEY AREA)

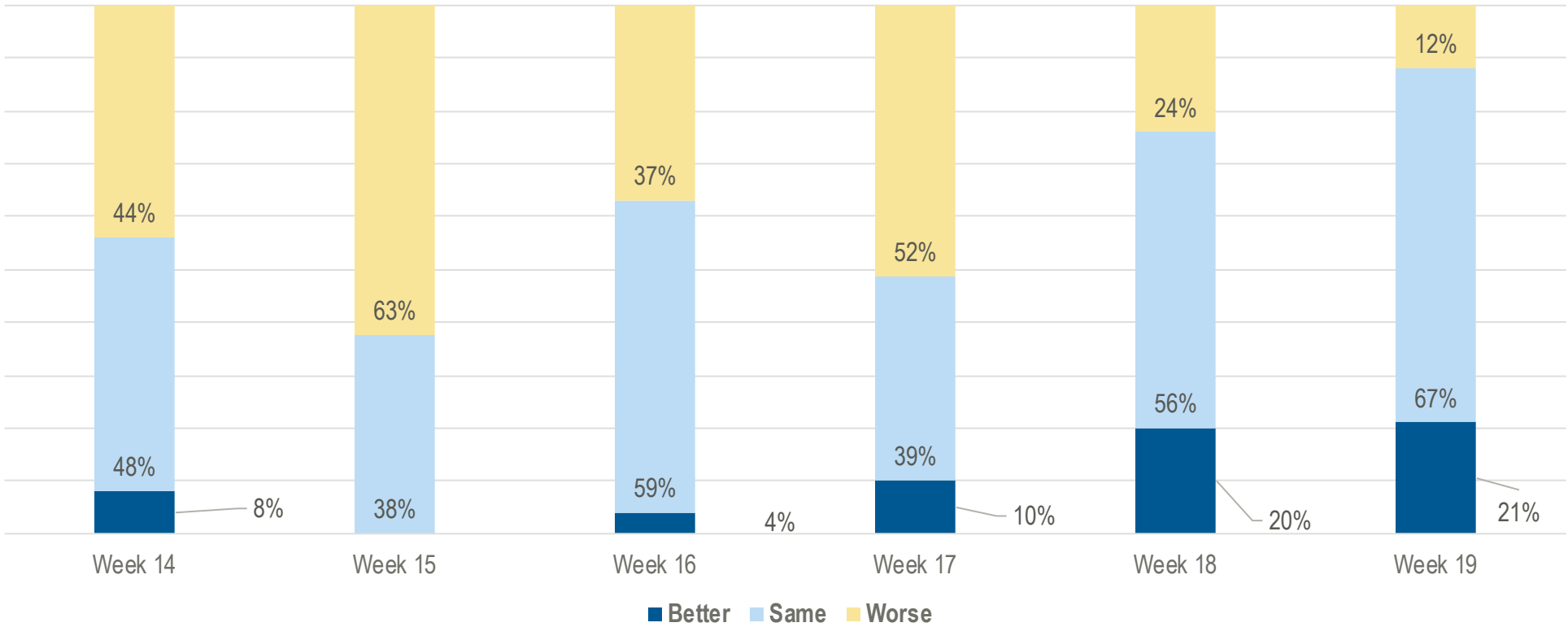
03

**ANALYST UPDATE – PC'S (MARIE-CHRISTINE PYGOTT) & ENTERPRISE (GURVAN MEYER)**

# CLIMATE SURVEY FEEDBACK – POSITIVE TRENDS THIS WEEK

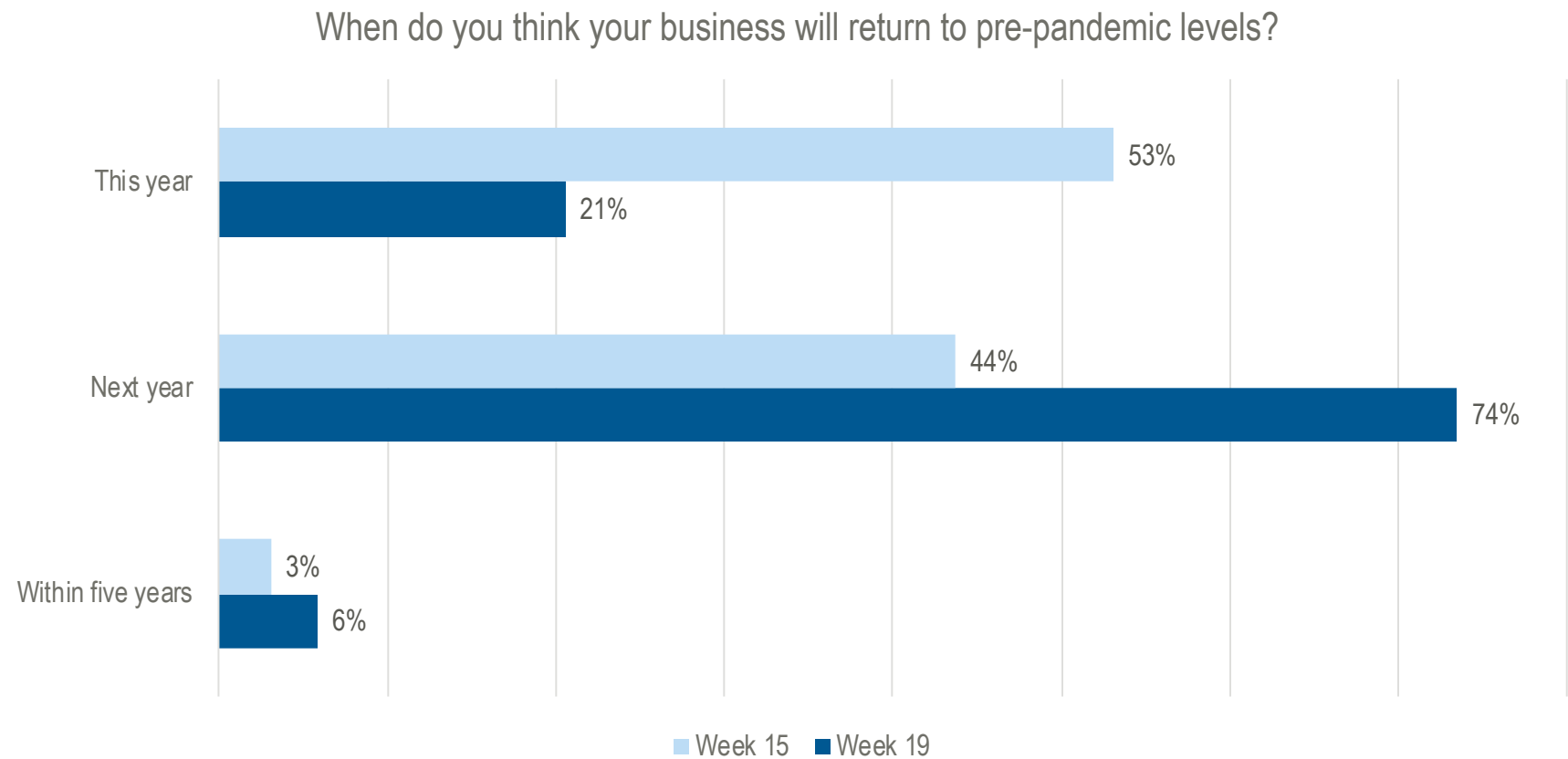


How is the situation for the IT industry in your country (compared to last week)?



34 responses

# GETTING BACK TO NORMAL - MORE SOBER EXPECTATIONS COMPARED TO WEEK 15



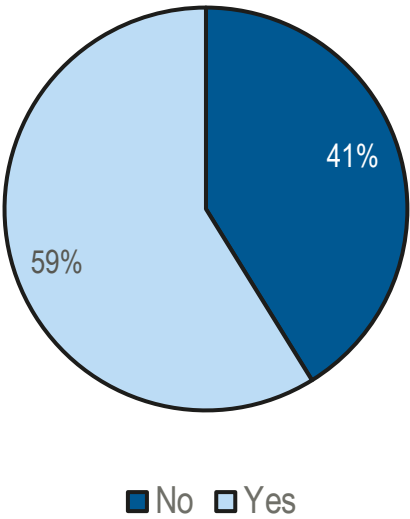
34 responses



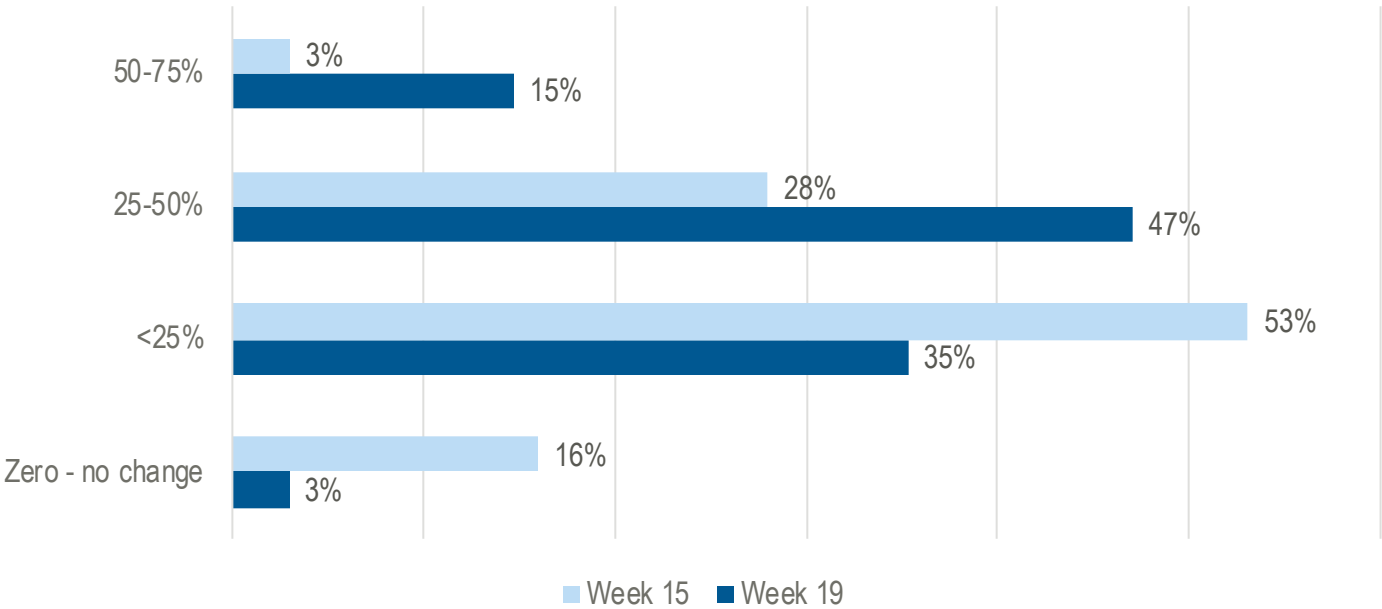
# WORKING FROM HOME - THE NEW NORMAL

How much activity are you seeing in different IT channels to market (compared to normal)?

Post-pandemic, for non-logistical related activity (eg warehouses) working from home will become the norm



Post pandemic, business travel will reduce permanently by:



34 responses

# COVID-19 REPORTS

01

## REVENUE GROWTH

*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

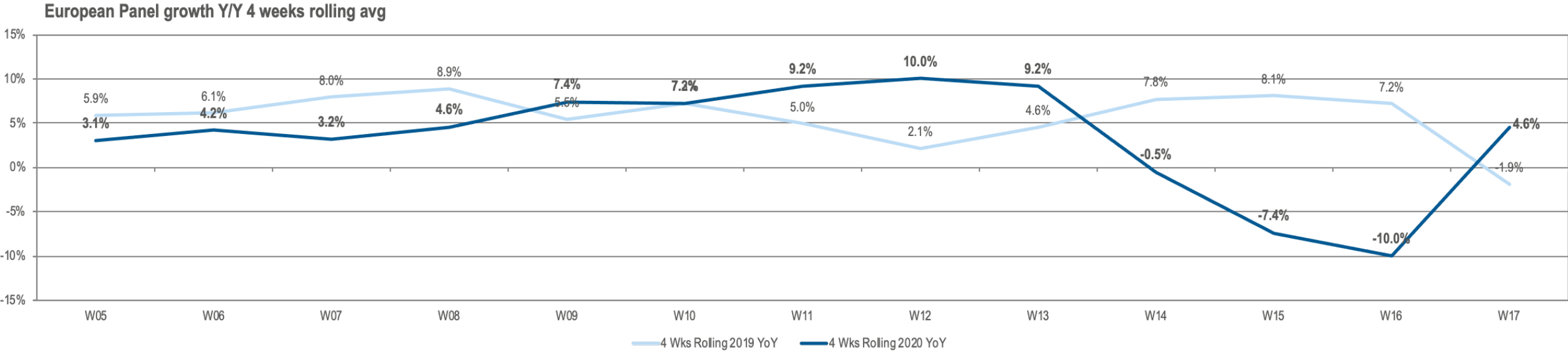
## CHANNEL HEALTH

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

01

# REVENUE GROWTH

# WELCOME UPTURN IN WEEK 17

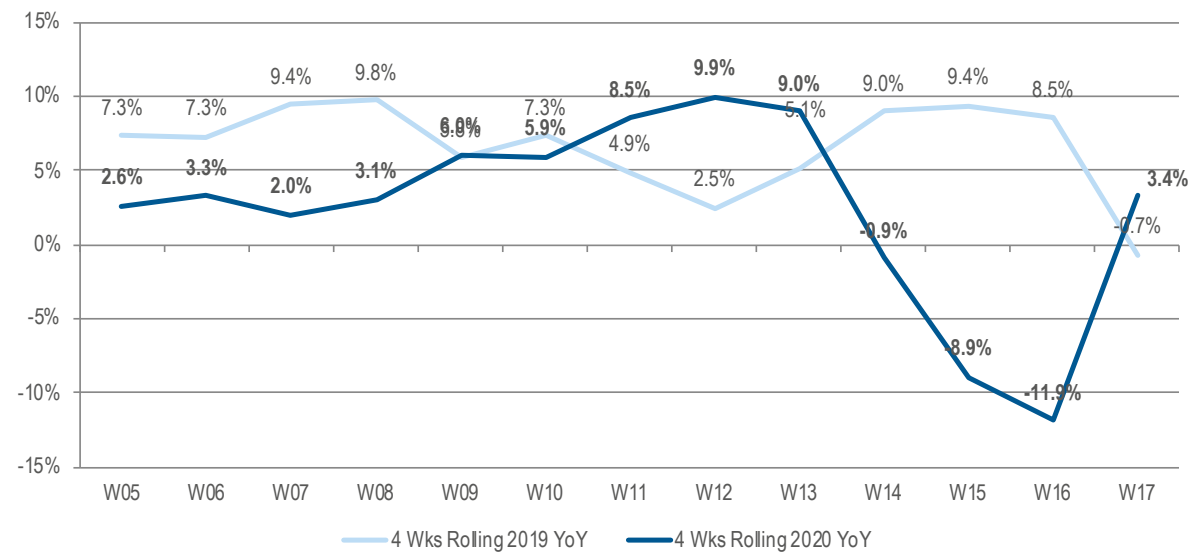




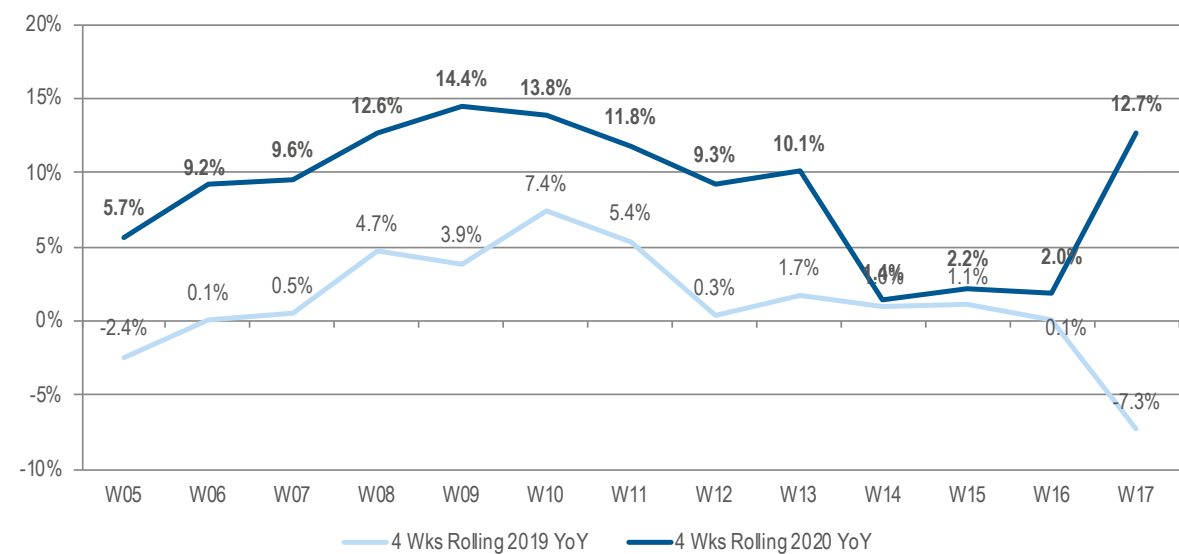
# BOTH REGIONS TURN UP



Western Europe growth Y/Y 4 weeks rolling avg



Eastern Europe growth Y/Y 4 weeks rolling avg

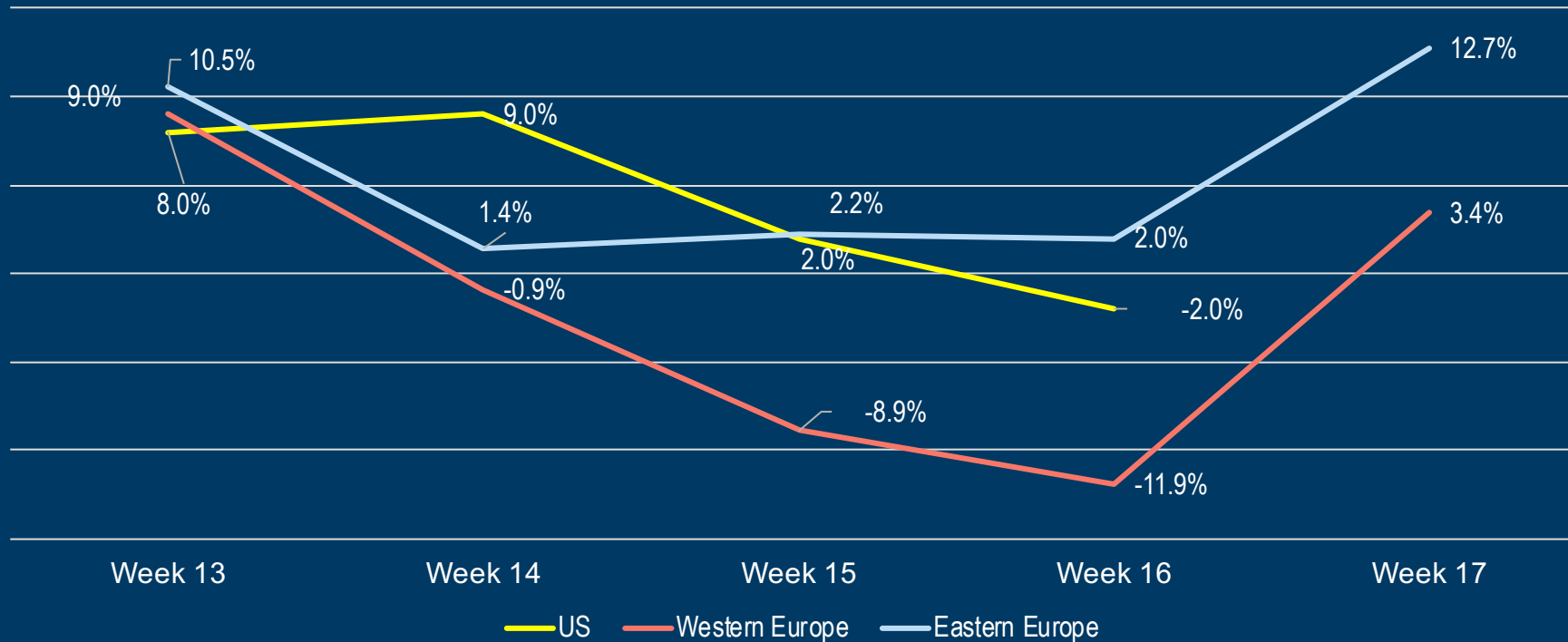


# US FOLLOWS EUROPE TREND IN WEEK 16

## Global Distribution Update – Covid-19 Weekly Report

### Total Distribution Trends US and Europe

US & EUROPE - DISTRIBUTION SALES - ROLLING 4 WEEKS GROWTH %

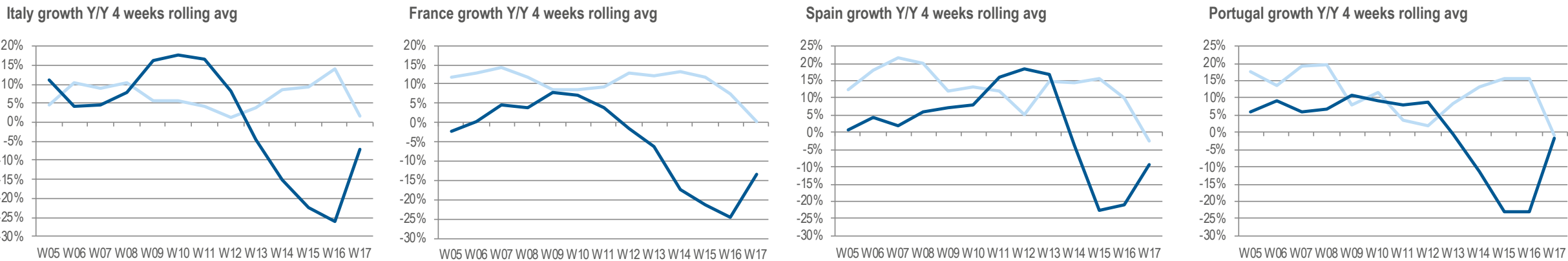


4 week rolling revenues based on \$ (US) and Euro (Europe)

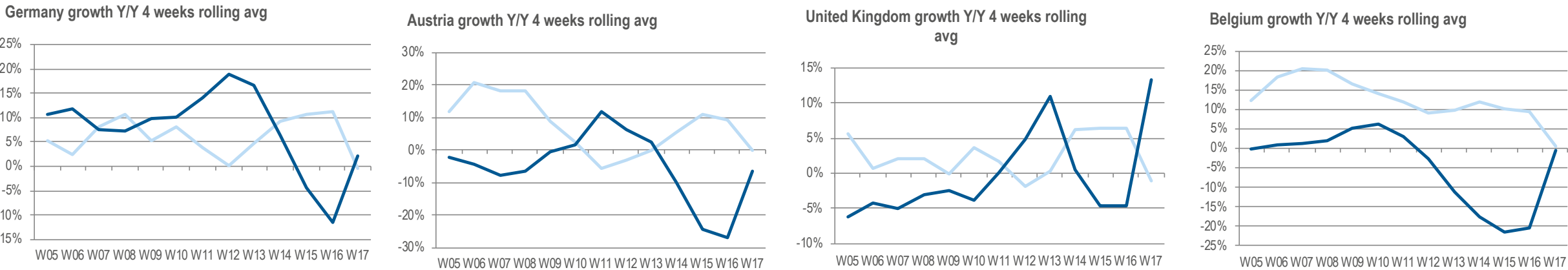
# ALL COUNTRIES FOLLOW THE SAME UPWARD CURVE, IN THE FINAL WEEK OF HOLIDAY COMPARISONS



Pandemic week start Week 9 Week 10 Week 10



Pandemic week start Week 11 Week 11 Week 11 Week 11

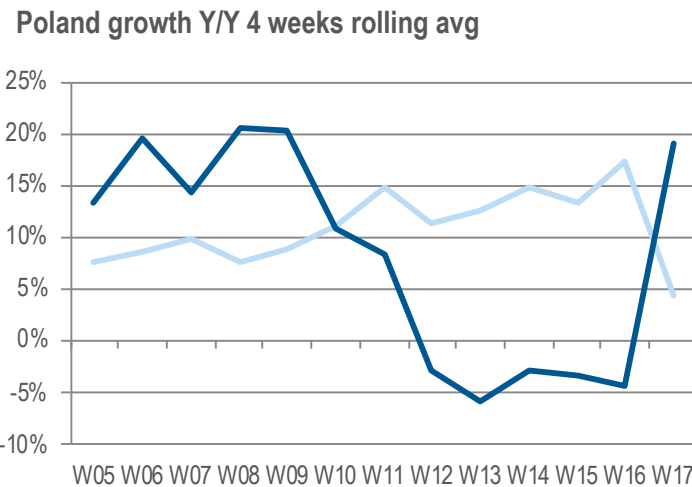


Sorted in order of week of pandemic date

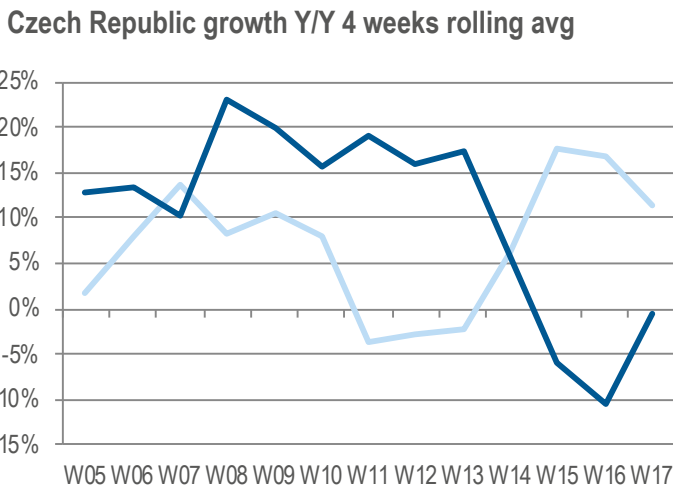
# POLAND HAS MADE THE BIGGEST CONTRIBUTION TO THE REGIONAL TURNROUND



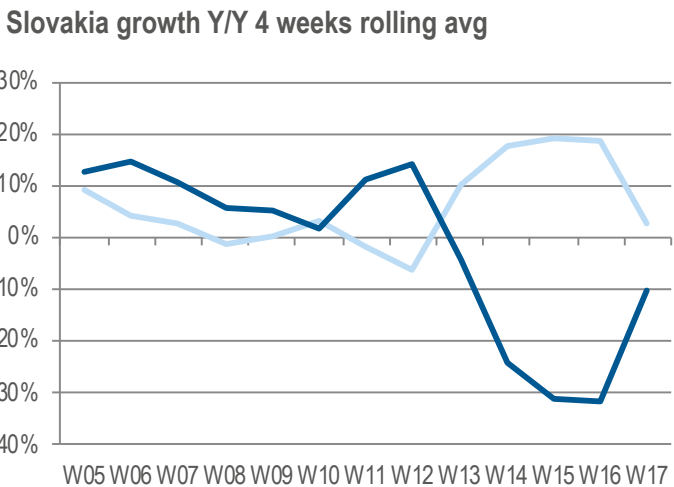
Pandemic week start Week 11



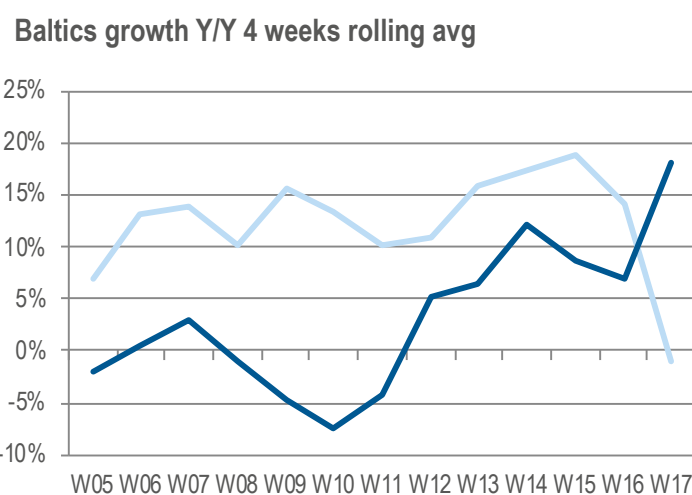
Week 11



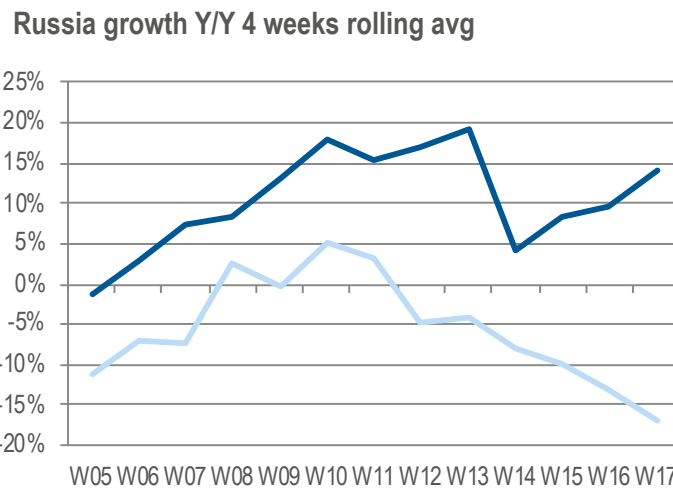
Week 11



Pandemic week start Week 11



Week 11



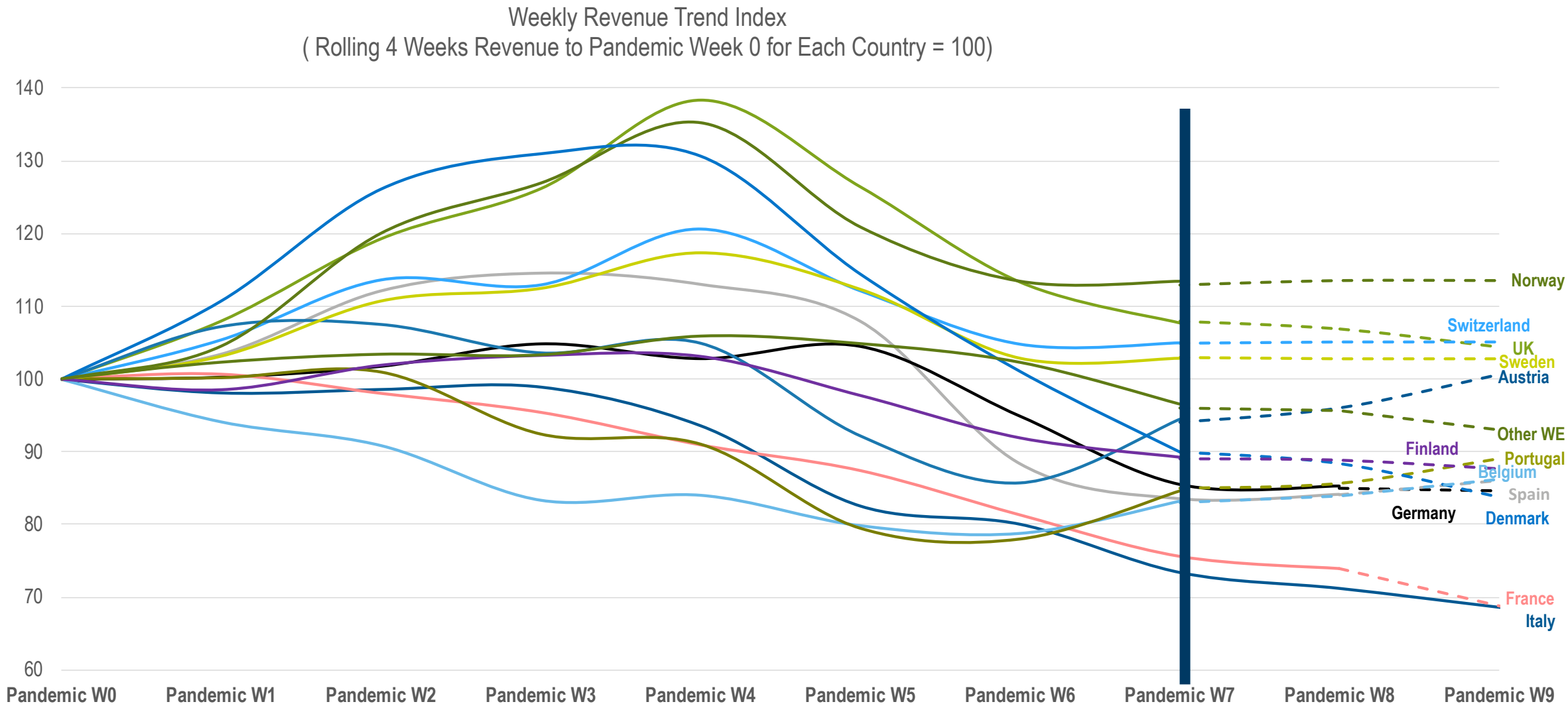
Sorted in order of week of pandemic date



## 02

## REVENUE PANDEMIC INDEX

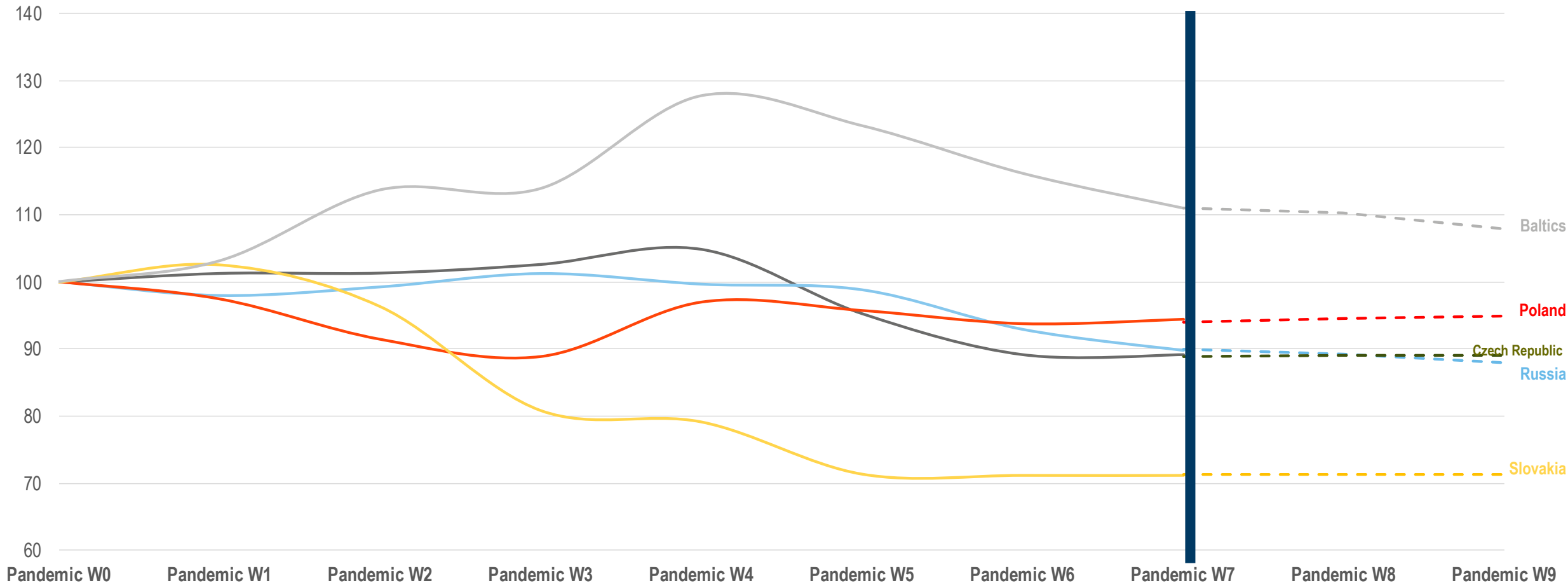
# WESTERN EUROPE - STABILISATION, SOME INCREASES, ITALY & FRANCE REMAIN SOFT



# EASTERN EUROPE – ALL COUNTRIES STABILISATION



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



## BACKGROUND TO OUR GUIDANCE



- The problem remains one of reduced demand, rather than supply issues (other than notebooks and some consumer products)
- Majority of Europe still furloughed in Q2, putting a break on projects and impacting B2B demand
- Macro impact of crisis on key industries such as oil (Russia & Norway), tourism (S Europe)
- Consumer sentiment dropping fast as people's savings get eaten up and there is no quick end in view of the crisis, unemployment increasing
- Some categories which did well in the first weeks of the crisis will slow down
- Mobile computing and software are holding up the distribution numbers in a significant way. Computing components are making a turnaround in Q2 as supply eases



## Q2 GUIDANCE BY KEY AREA

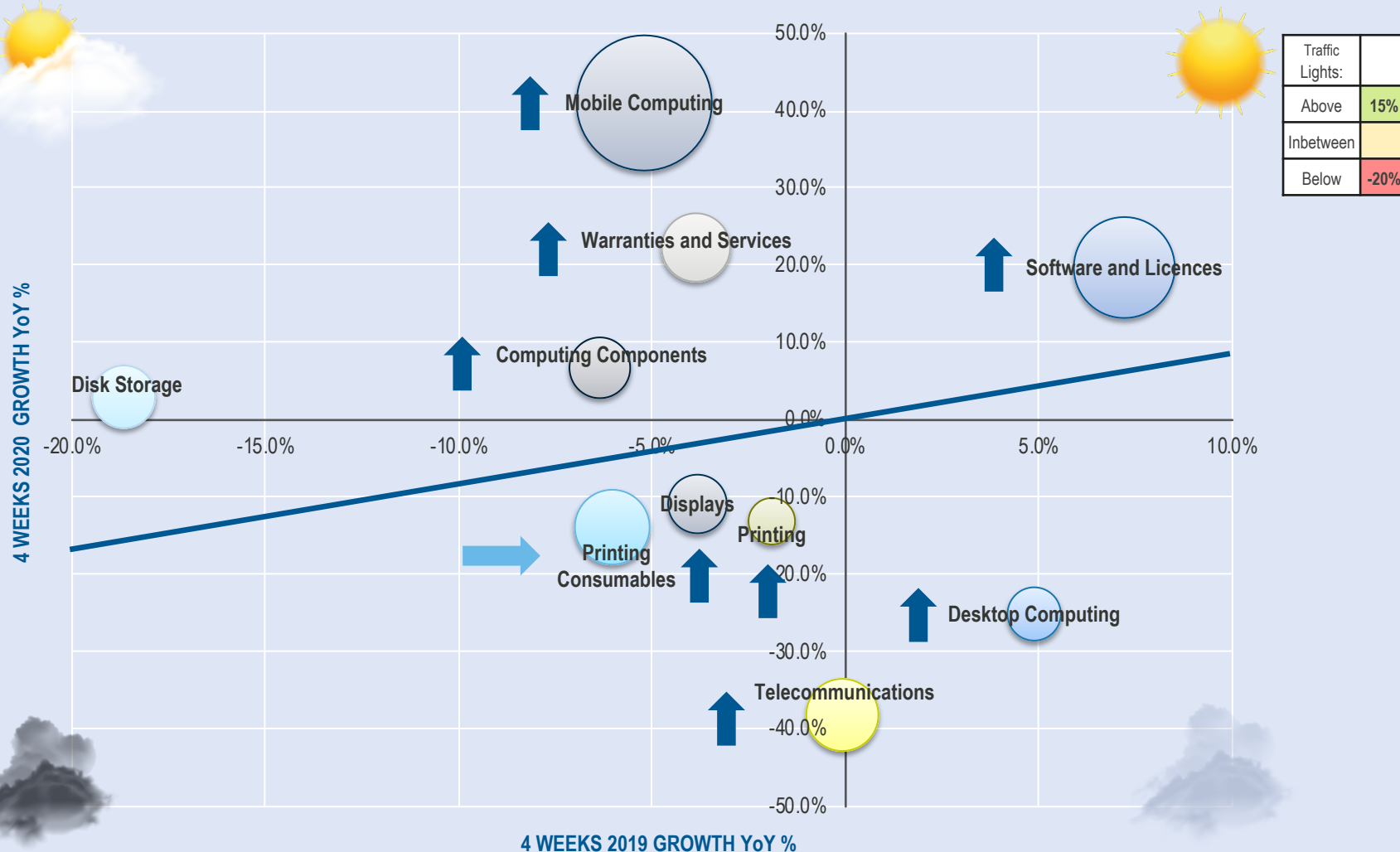
	Q1 YOY Growth		Last year's Q2 YOY growth	Last year's Q2 sequential growth	This year's Q2 forecast growth	
Forecast	Q1 2020 vs Q1 2019	Q2 2019 €bn	Q2 2019 vs Q2 2018	Q2 2019 vs Q1 2019	Q2 2020 vs Q2 2019	Q2 2020 €bn
Mobile & desktop computing	11.7%	3.9	8.4%	-6.5%	6.0%	4.1
Infrastructure & security	-3.1%	2.8	-2.3%	-6.8%	-10.0%	2.5
Software & licences	7.8%	2.4	8.5%	-3.9%	6.0%	2.6
Telecoms	1.0%	2.0	5.3%	-7.8%	-30.0%	1.4
Printing & consumables	-2.2%	1.9	-7.2%	-8.5%	-20.0%	1.5
Services	0.4%	1.0	3.7%	-11.5%	1.0%	1.0
Displays	6.6%	0.9	0.9%	-7.3%	-14.0%	0.8
Computing components	-9.7%	0.7	-4.7%	-17.1%	0.0%	0.8
Computing accessories	10.4%	0.4	10.0%	-10.1%	5.0%	0.4
AV Systems	45.1%	0.4	22.7%	4.0%	30.0%	0.5
Other	15.6%	0.9	18.5%	3.3%	20.0%	1.0
<b>Total</b>	<b>4.8%</b>	<b>17.3</b>	<b>3.8%</b>	<b>-6.9%</b>	<b>-4.1%</b>	<b>16.6</b>

03

## SECTOR/CATEGORY WEATHER MAPS

# INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

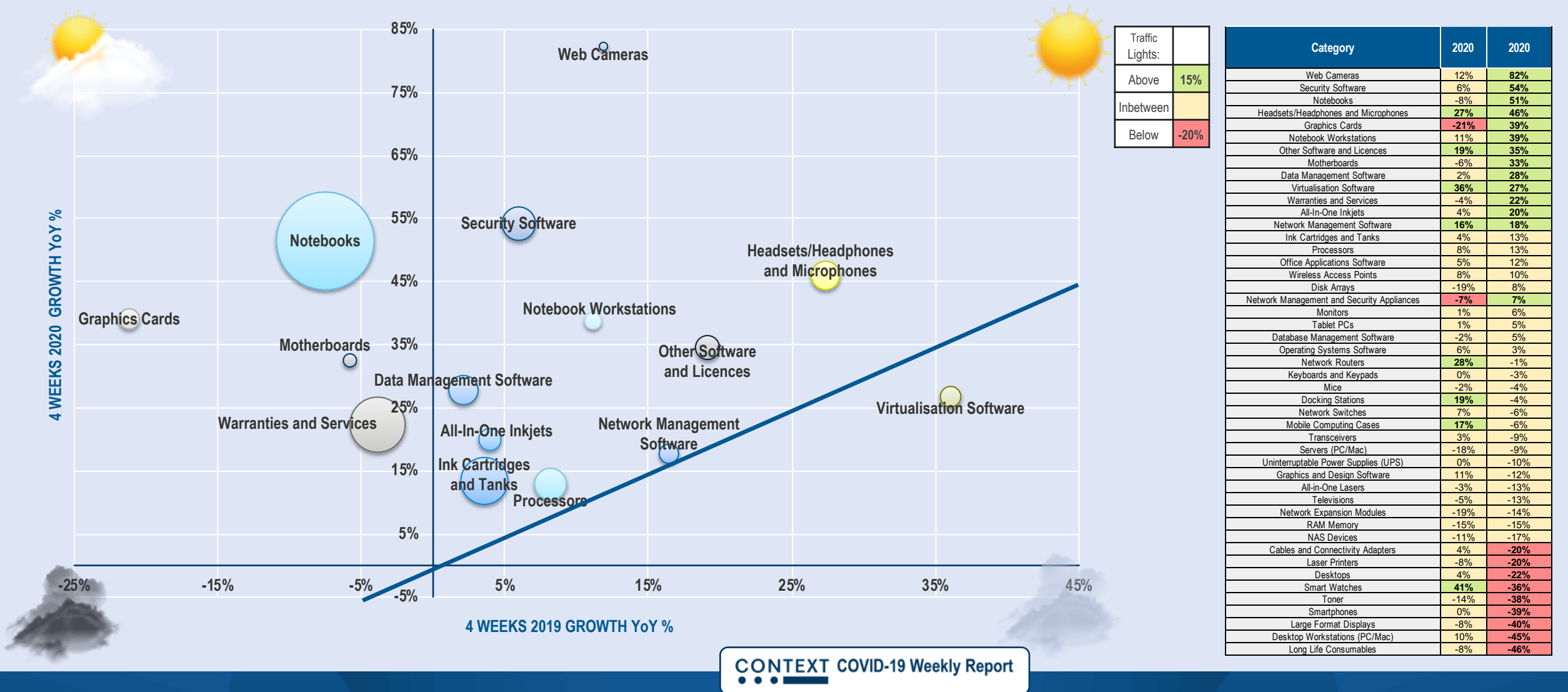
% Change in sales through IT Distribution in €: 4 Weeks to Week 17 (26/04/20) vs same period 2019



Industry Sector	2019	2020
Mobile Computing	-5%	41%
Software and Licences	7%	20%
Printing Consumables	-6%	-14%
Telecommunications	0%	-38%
Warranties and Services	-4%	22%
Disk Storage	-19%	3%
Computing Components	-6%	7%
Displays	-4%	-11%
Desktop Computing	5%	-25%
Printing	-2%	-13%
Networking Systems	12%	-4%
Server Computing	-13%	1%
Computing Accessories	0%	0%
Audio-Video Systems	16%	22%
Data Center Networking and Security	-13%	0%
Wireless Networking	6%	13%
Other Networking Equipment	2%	-2%
Power Equipment	3%	-16%
Wearable Devices	42%	-33%
Connectivity	2%	-19%
Home and Garden	48%	-29%
Games Consoles	30%	56%
Smart Home and Office	206%	-31%
Removable Storage	-28%	-38%
Electronics	-21%	-28%
Unified Communications	-2%	-20%
Terminals, Thin Clients and Points of Sales	-14%	-17%
Scanner Imaging	24%	-35%
Tape Storage	-22%	0%
Security	-8%	-37%
Photo and Video Cameras	-22%	-66%
eHealth Devices	-2%	42%
Security Devices	53%	-25%

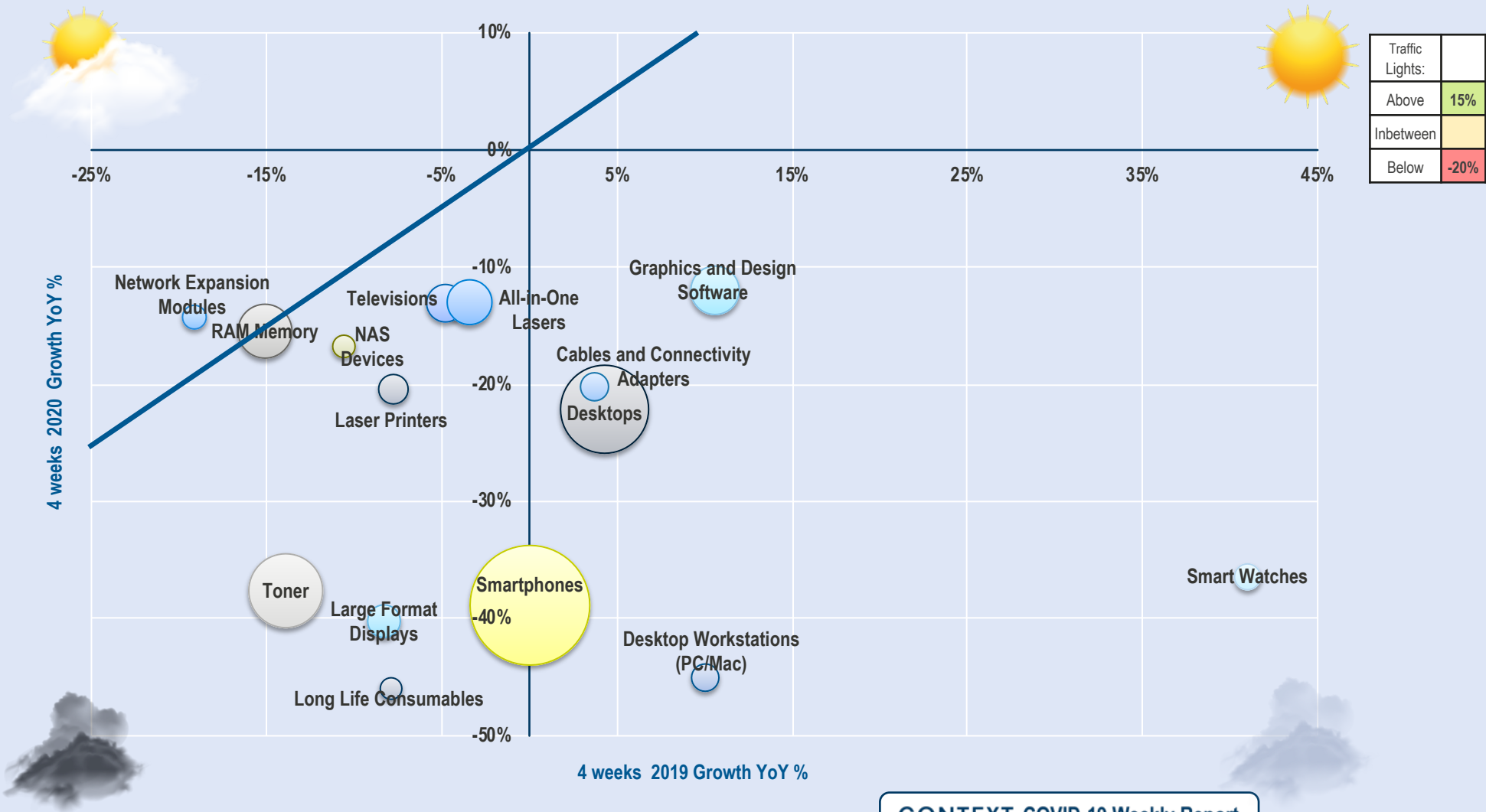
# CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 17 (26/04/20) vs same period 2019



# CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 17 (26/04/20) vs same period 2019

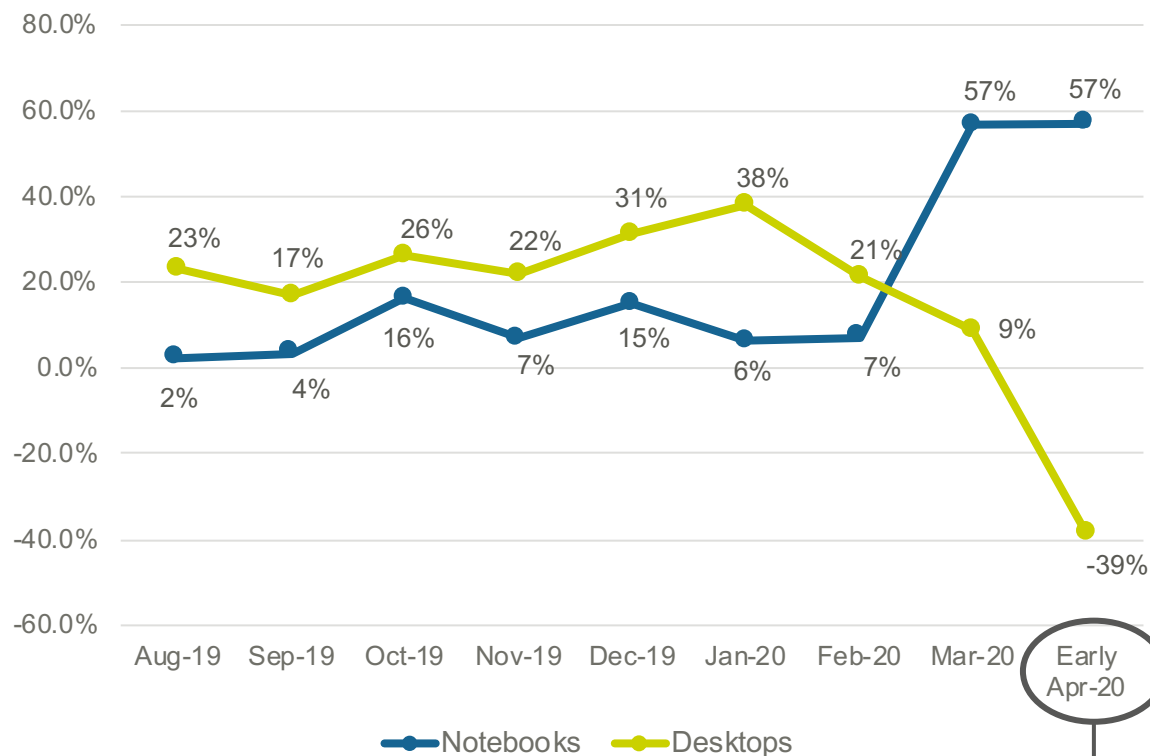


Category	2019	2020
Long Life Consumables	-8%	-46%
Desktop Workstations (PC/Mac)	10%	-45%
Large Format Displays	-8%	-40%
Smartphones	0%	-39%
Toner	-14%	-38%
Smart Watches	41%	-36%
Desktops	4%	-22%
Laser Printers	-8%	-20%
Cables and Connectivity Adapters	4%	-20%
NAS Devices	-11%	-17%
RAM Memory	-15%	-15%
Network Expansion Modules	-19%	-14%
Televisions	-5%	-13%
All-in-One Lasers	-3%	-13%
Graphics and Design Software	11%	-12%
Uninterruptable Power Supplies (UPS)	0%	-10%
Servers (PC/Mac)	-18%	-9%
Transceivers	3%	-9%
Mobile Computing Cases	17%	-6%
Network Switches	7%	-6%
Docking Stations	19%	-4%
Mice	-2%	-4%
Keyboards and Keypads	0%	-3%
Network Routers	28%	-1%
Operating Systems Software	6%	3%
Database Management Software	-2%	5%
Tablet PCs	1%	5%
Monitors	1%	6%
Network Management and Security Appliances	-7%	7%
Disk Arrays	-19%	8%
Wireless Access Points	8%	10%
Office Applications Software	5%	12%
Processors	8%	13%
Ink Cartridges and Tanks	4%	13%
Network Management Software	16%	18%
All-in-One Inkjets	4%	20%
Warranties and Services	-4%	22%
Virtualisation Software	36%	27%
Data Management Software	2%	28%
Motherboards	-6%	33%
Other Software and Licences	19%	35%
Notebook Workstations	11%	39%
Graphics Cards	-21%	39%
Headsets/Headphones and Microphones	27%	46%
Notebooks	-8%	51%
Security Software	6%	54%
Web Cameras	12%	82%

# PCS EARLY APRIL: NOTEBOOKS MAINTAIN STRONG MOMENTUM, DESKTOPS DIVE



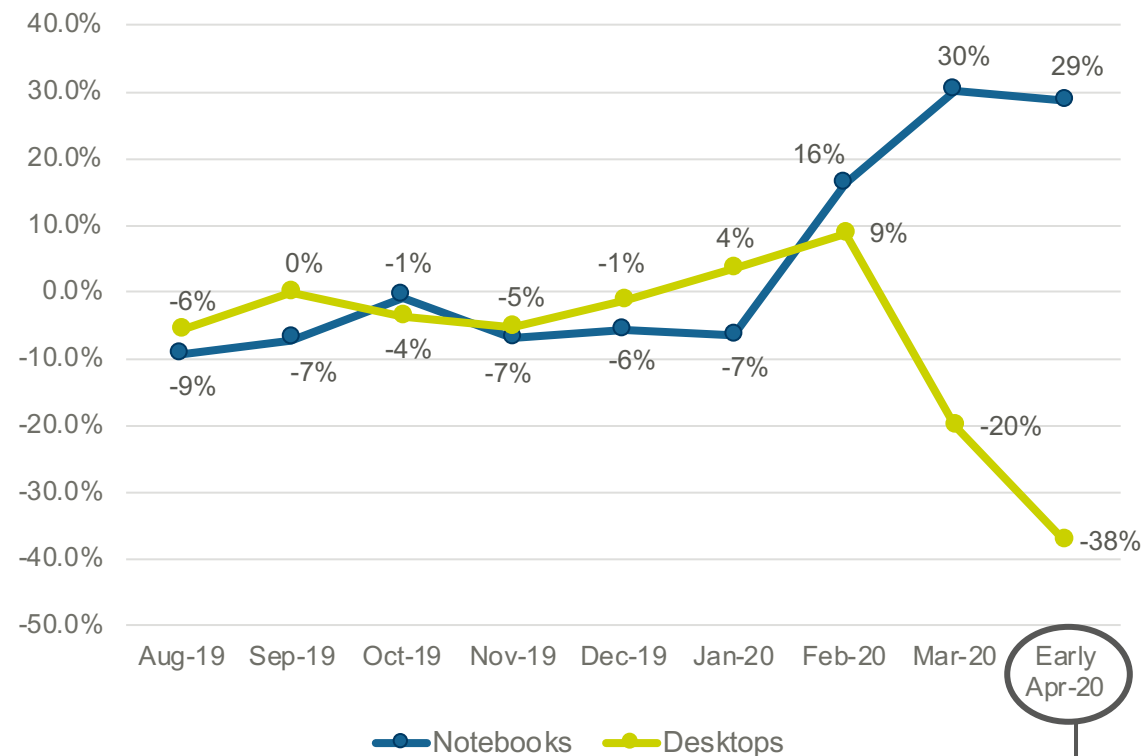
## Y/Y volume growth, commercial PCs, W-E



### Early April (weeks 14-17):

- 16 trading days in 2020
- 18 trading days in 2019

## Y/Y volume growth, consumer PCs, W-E

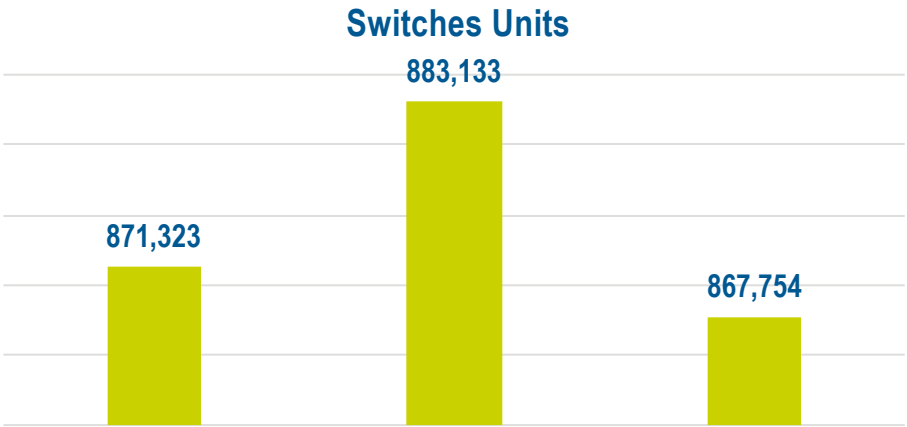
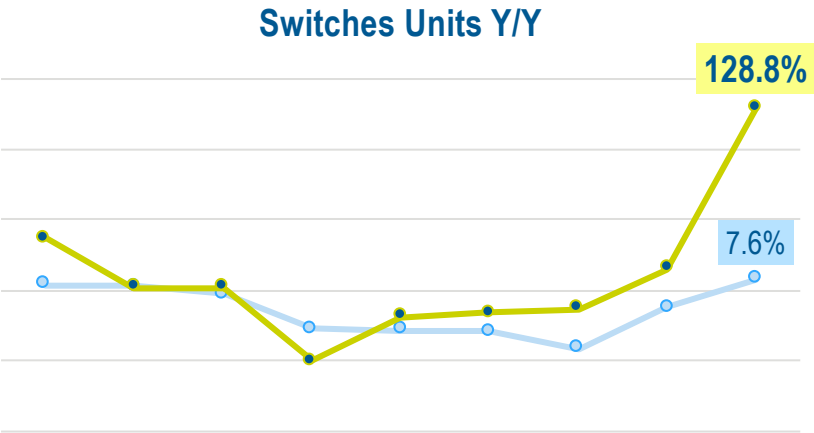
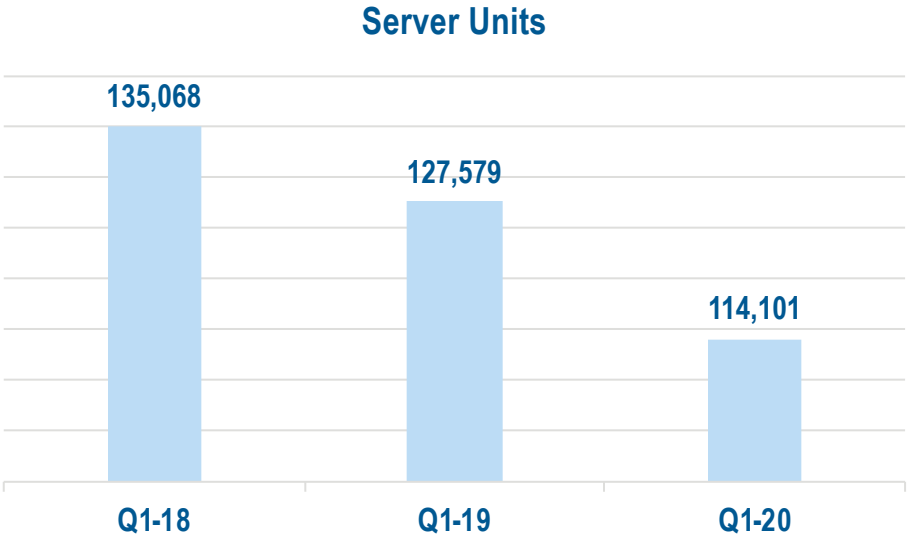
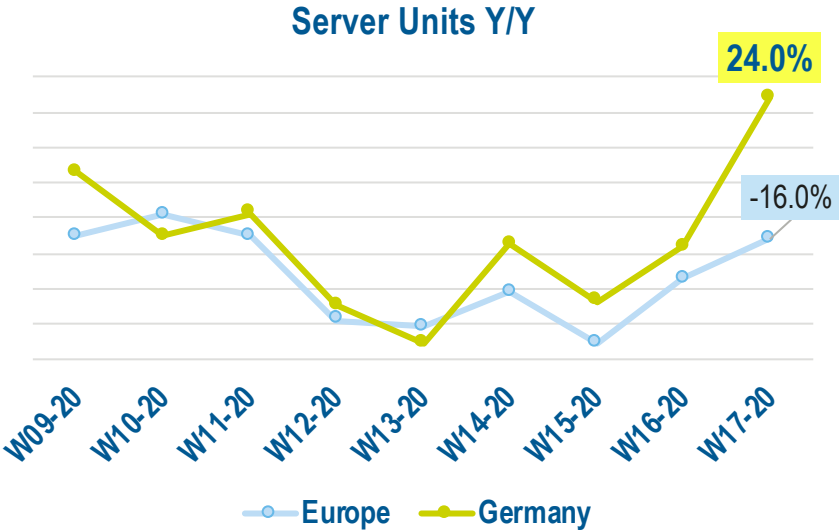


### Early April (weeks 14-17):

- 16 trading days in 2020
- 18 trading days in 2019

# ENTERPRISE : BUSINESS AS USUAL ?

Europe excluding Russia





Top 20 Growth Categories, US Distribution Market				
Ranked on Revenue % Change (latest week)				
	US 4 weeks ended 28/3/2020 (Wk 13)	US 4 weeks ended 4/4/2020 (Wk 14)	US 4 weeks ended 11/4/2020 (Wk 15)	US 4 weeks ended 18/4/2020 (Wk 16)
	US Dollar % Change			
Servers				205%
PC Headsets	246%	252%	309%	204%
BTO Thin Clients	157%	98%	110%	198%
Cellular Headsets	184%	192%	202%	120%
Modems	55%	57%	83%	102%
BTO POS PCs				101%
Data Cartridges	41%	50%	78%	92%
USB Camera	69%	68%	45%	68%
BTO Notebook Computers			53%	65%
Laptop Cases	87%	94%	84%	61%
Telephone Headset	137%	109%	124%	53%
Other Multimedia Accessories			61%	48%
Storage Area Network				41%
Notebook Computers	50%	50%	37%	30%
Docking Stations	92%	84%	51%	29%
Peripheral Cables	106%	78%	65%	28%
Mail/Shipping Label Printers			37%	27%
Tablets & e-readers - Cases		32%	39%	24%
Motherboards				19%
Tablets			26%	16%
Data Scanners	168%	153%	155%	
Security Cables and Kits	76%	56%	49%	
Monitors	70%	63%	45%	
BTO Servers	35%	41%	31%	
Desktop Computers	68%	39%		
Keyboards	43%	35%		
Digital Audio/Video Cables	35%	32%		
Tablet & e-Reader Accessories	32%	31%		
Notebook Power Adapters	43%			

# US HIGHLIGHTS

## Global Distribution Update

### Top Growth Categories in US

Servers hit the top growth slot

Notebooks slow

Desktops disappear from top growth categories



04

## CHANNEL HEALTH

# CORPORATE RESELLER, DRIVEN BY STRONG PERFORMANCE IN UK & ITALY, ADVANCE



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

Week 17

CHANNEL GROWTH		
WE	EE	Total
7%	-14%	5%
-2%	-2%	-2%
-12%	-34%	-14%
48%	-4%	40%
-10%	63%	4%

Week 16

CHANNEL GROWTH		
WE	EE	Total
-11%	-19%	-12%
-15%	-7%	-14%
-14%	-31%	-15%
21%	1%	-18%
-23%	33%	-12%

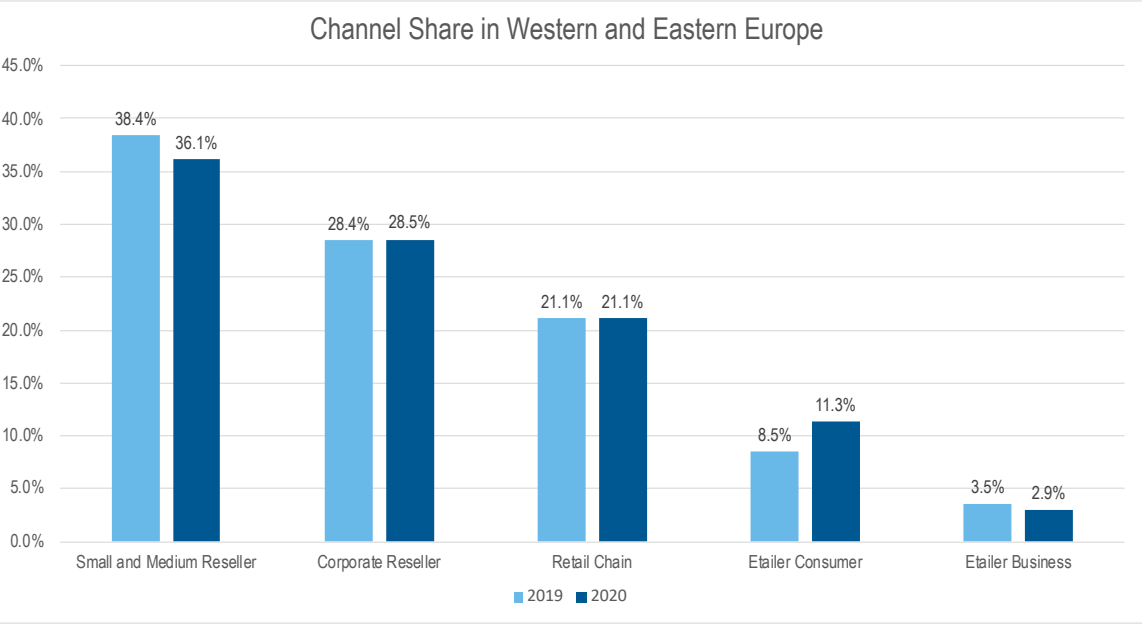
Week 15

CHANNEL GROWTH		
WE	EE	Total
-9%	-24%	-10%
-11%	-2%	-9%
-2%	-24%	-4%
16%	0%	14%
-19%	30%	-9%

Week 14

CHANNEL GROWTH		
WE	EE	Total
-3%	-19%	-5%
0%	6%	1%
9%	-15%	8%
16%	-6%	13%
-9%	12%	-4%

Above	15%
Inbetween	
Below	-20%



# FRANCE, SPAIN & ITALY SMR CONTINUES WEAK, ETAILER CONSUMER SURGE

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE
Business Channels	Corporate Reseller	2%	24%	21%	-16%	-7%	-6%	16%	-15%	6%	-18%	4%	-49%	11%	15%
	Small and Medium Reseller	4%	-3%	-9%	-18%	-11%	12%	17%	-9%	-11%	-14%	19%	17%	18%	14%
	Etailer Business	-5%	2%	-3%	-28%	-34%	-12%	-28%	-36%	26%	-25%	-27%	5%	48%	-37%
Retail Channels	Etailer Consumer	39%	63%	32%	8%	86%	53%	-8%	36%	88%	77%	59%	7%	81%	50%
	Retail Chain	-16%	-18%	-36%	-2%	-35%	30%	16%	6%	10%	51%	38%	-5%	23%	52%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-22%	37%	-12%	-28%	26%
	Small and Medium Reseller	-7%	9%	-12%	22%	-11%
	Etailer Business	-37%	25%	-52%	-44%	-57%
Retail Channels	Etailer Consumer	-30%	39%	-7%	80%	-51%
	Retail Chain	125%	23%	31%	51%	-16%

Above	15%
Inbetween	
Below	-20%

# Thank you!

**ANY  
QUESTIONS?**



# CONTEXT Covid-19 Weekly Report

*For the Period:* **4 Weeks to Week 17 (April 26 2020) vs Same Period 2019**

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*Date Published:* **05 May 2020**

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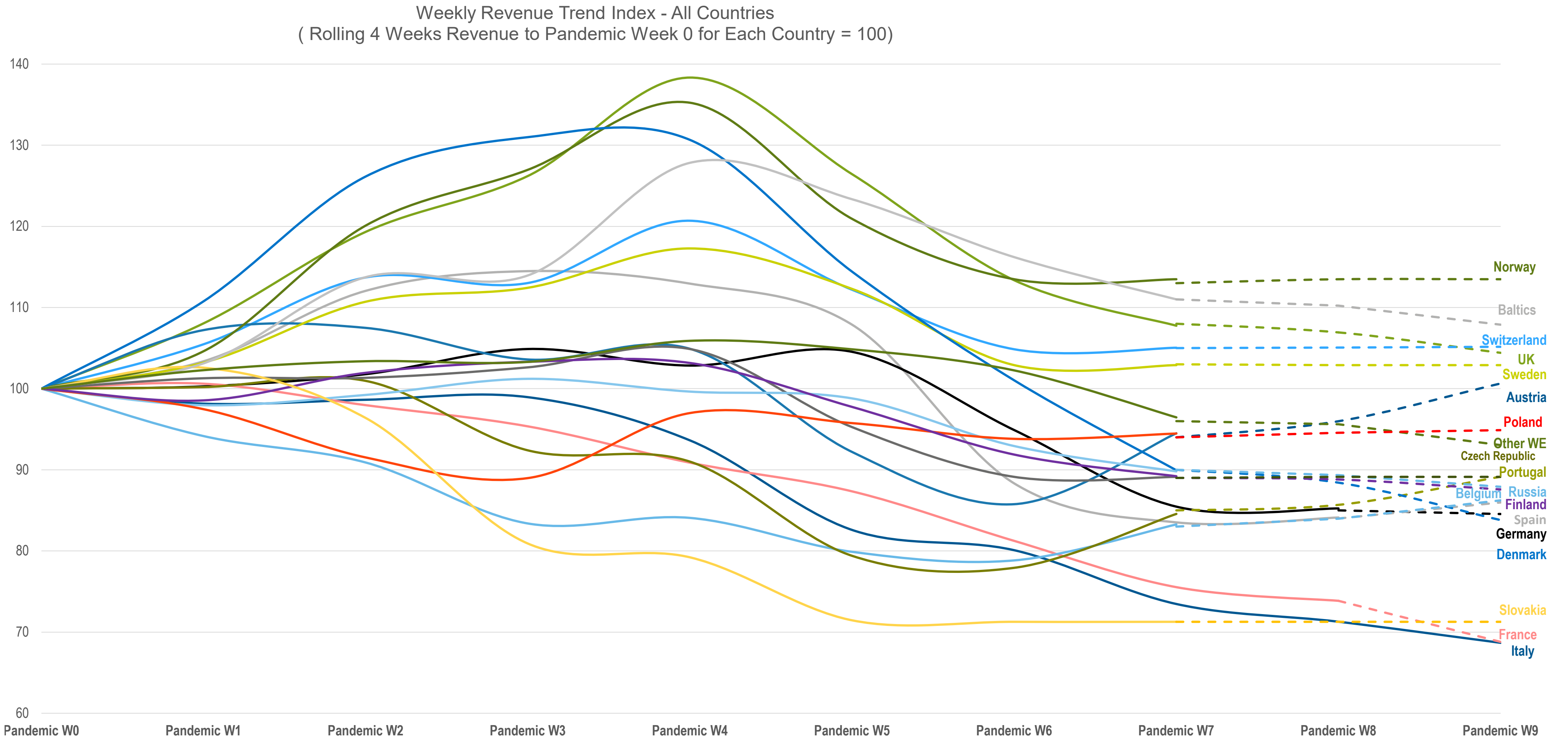
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- Weekly Revenue Trend EE
- Weekly %YoY Trend - Sum
- Weekly %YoY Trend - WE
- Weekly %YoY Trend - EE
- Top Growth Industry
- Top Decline Industry
- Largest Industry
- Top Growth Category
- Top Decline Category
- Largest Category
- Channel
- Largest Industries Business



Weekly Revenue Trend

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

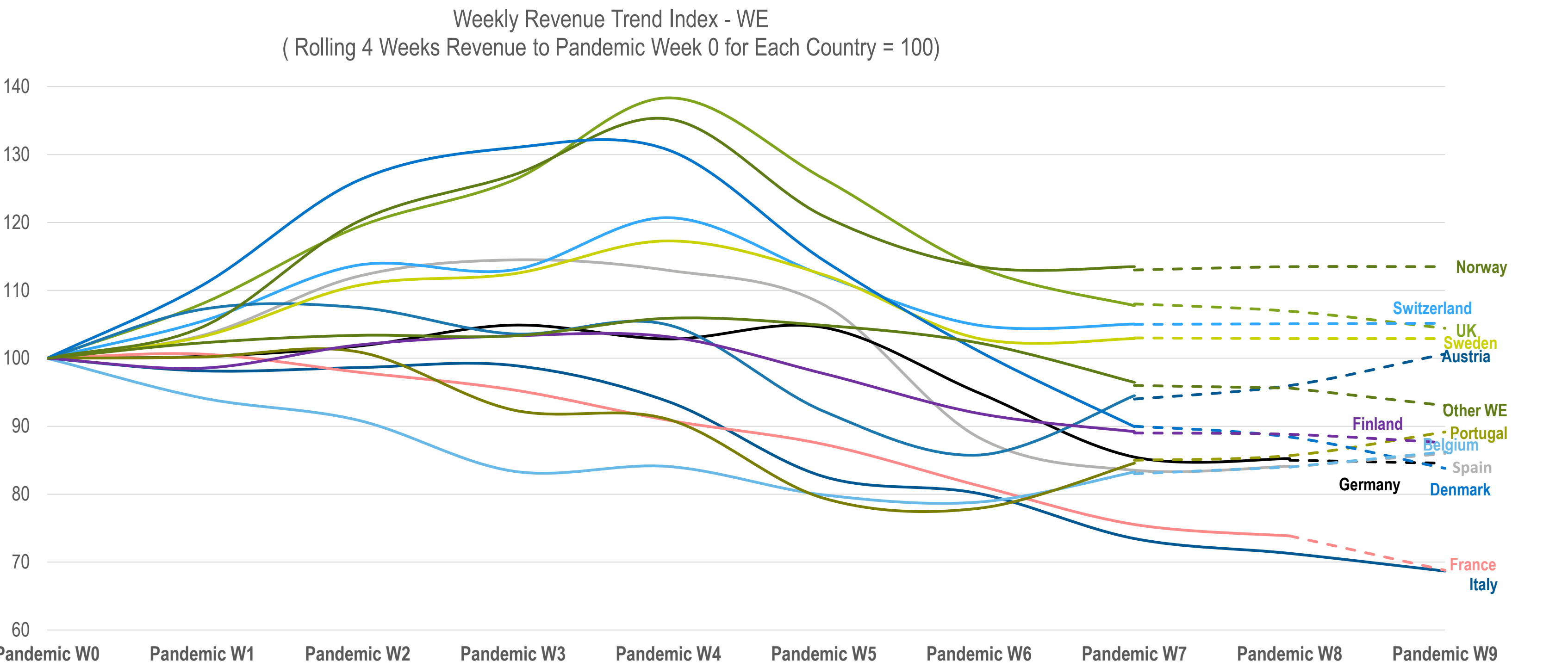
Rolling 4 Week Periods



Weekly Revenue Trend

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

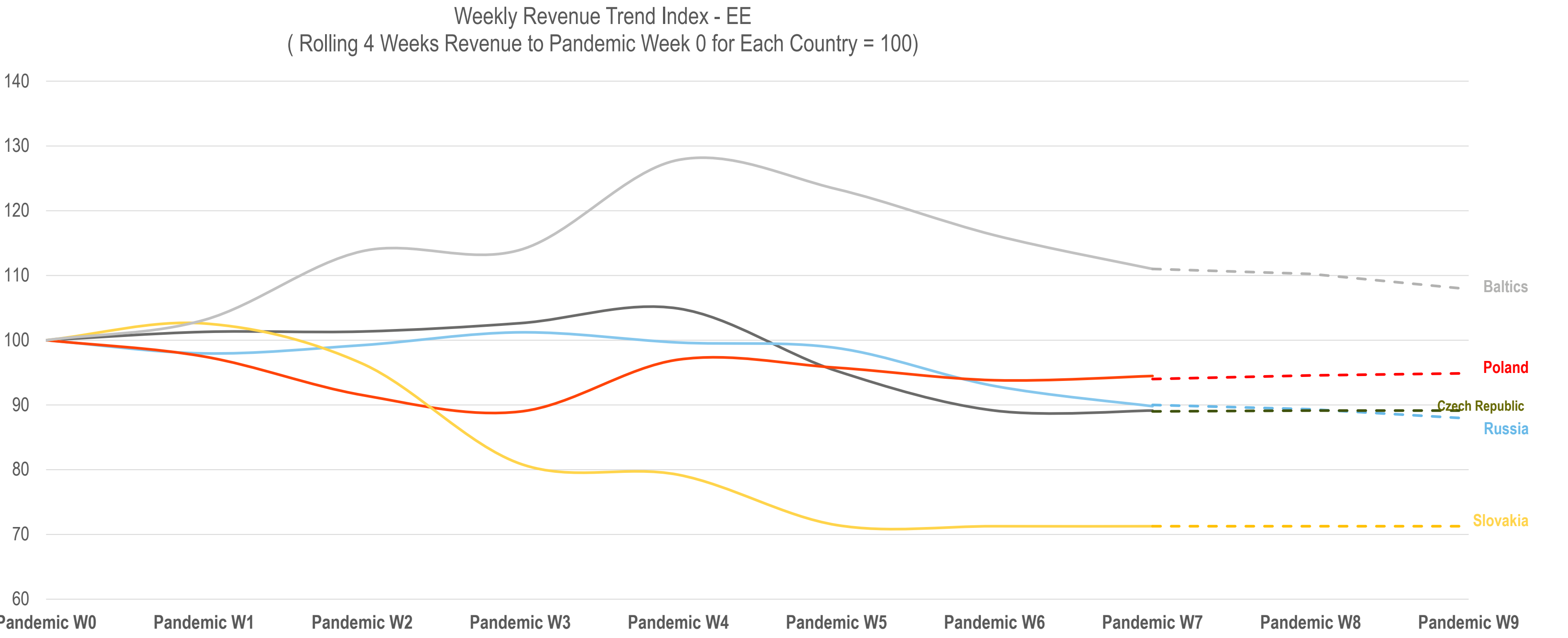
Rolling 4 Week Periods



Weekly Revenue Trend

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

Rolling 4 Week Periods



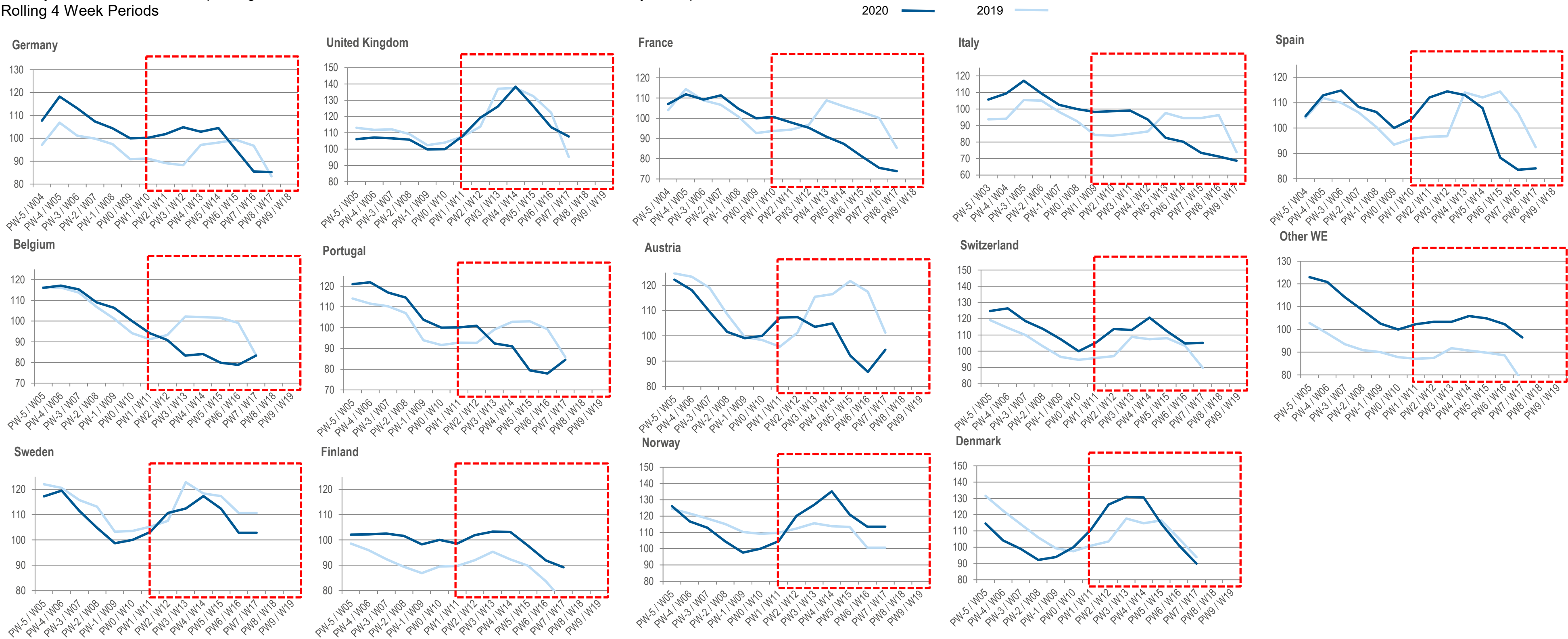
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Weekly Revenue Trend WE  
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## Weekly Revenue Trend - Western Europe

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



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Weekly Revenue Trend EE

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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)

Rolling 4 Week Periods



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Weekly %YoY Trend - Sum

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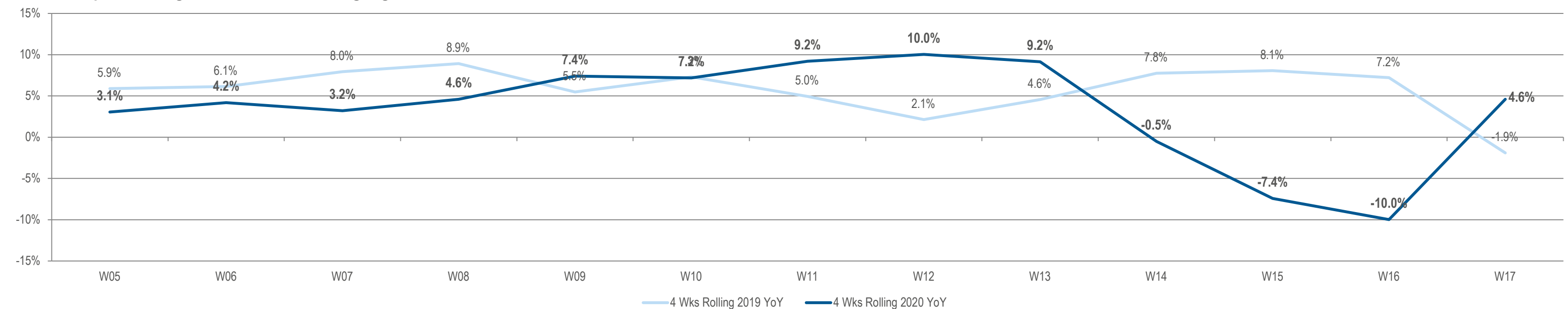
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## Weekly %YoY Trend

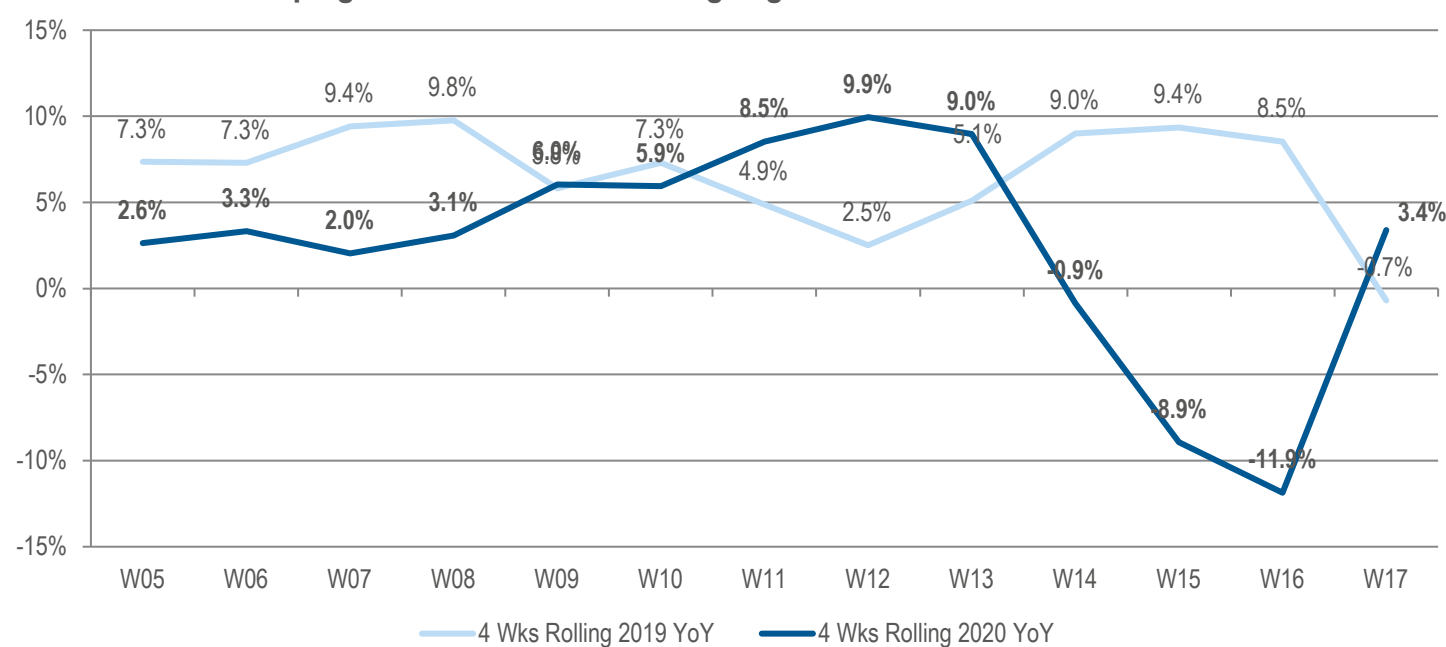
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

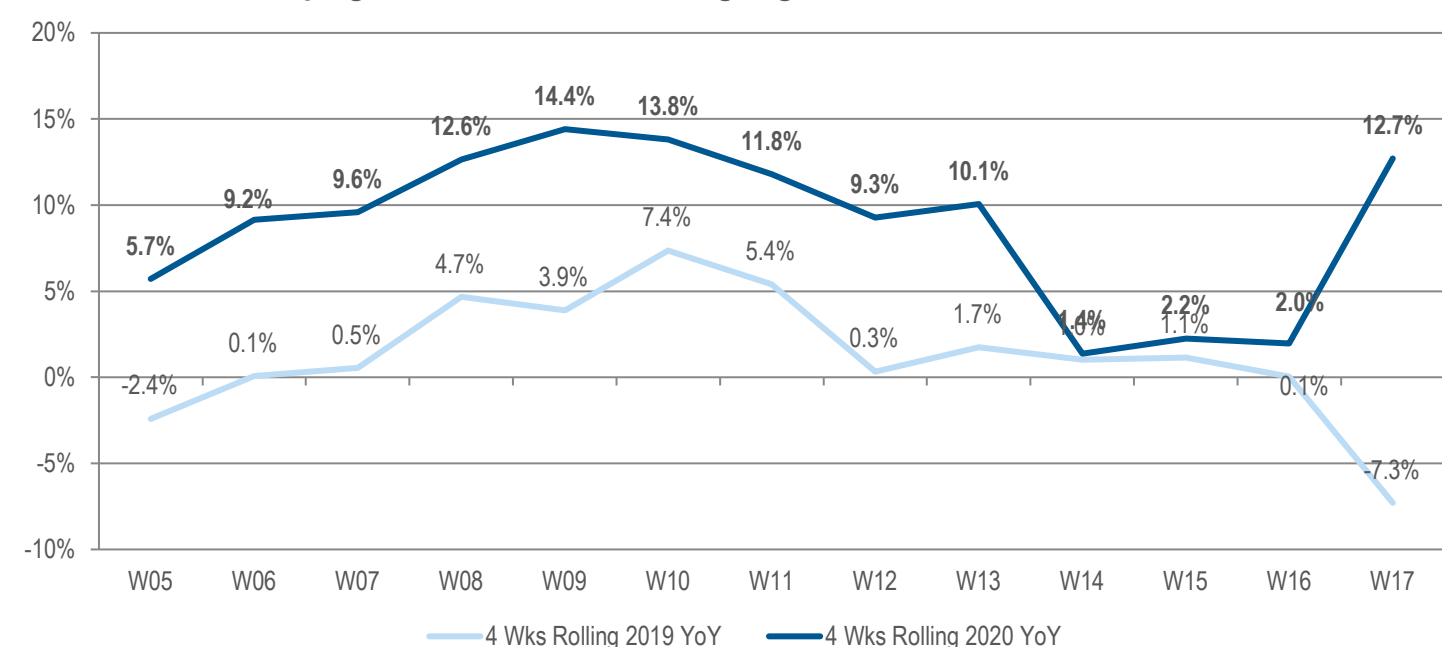
European Panel growth Y/Y 4 weeks rolling avg



Western Europe growth Y/Y 4 weeks rolling avg



Eastern Europe growth Y/Y 4 weeks rolling avg





# CONTEXT Covid-19 Weekly Report

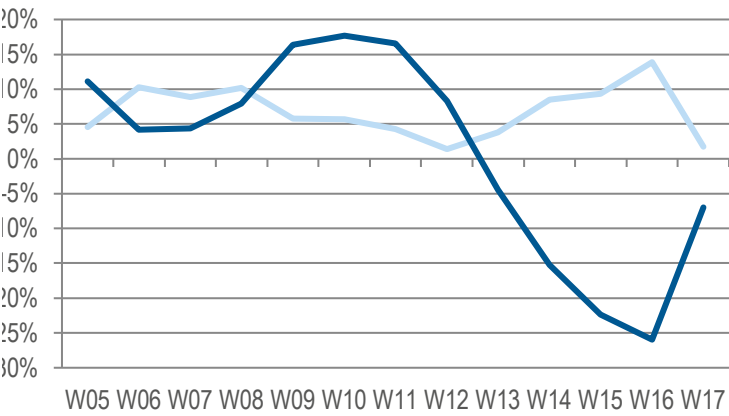
Weekly %YoY Trend - WE  
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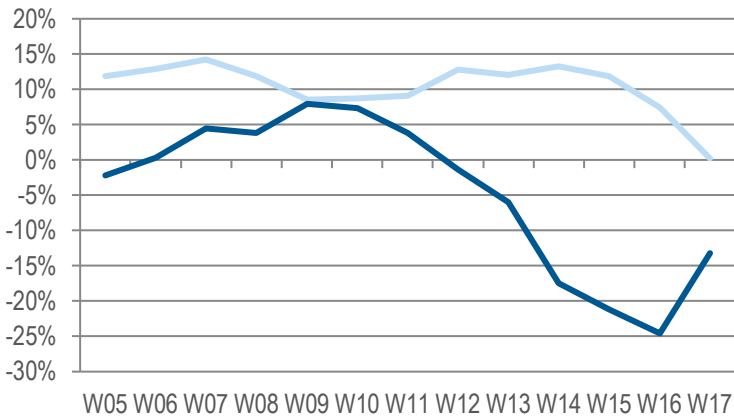
## Weekly %YoY Trend - Western Europe

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

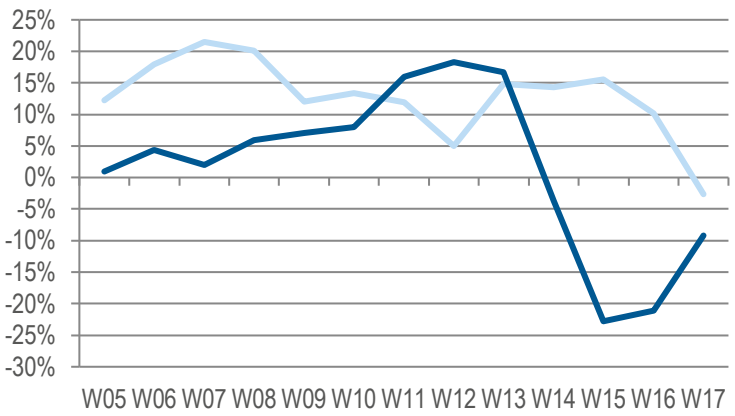
Italy growth Y/Y 4 weeks rolling avg



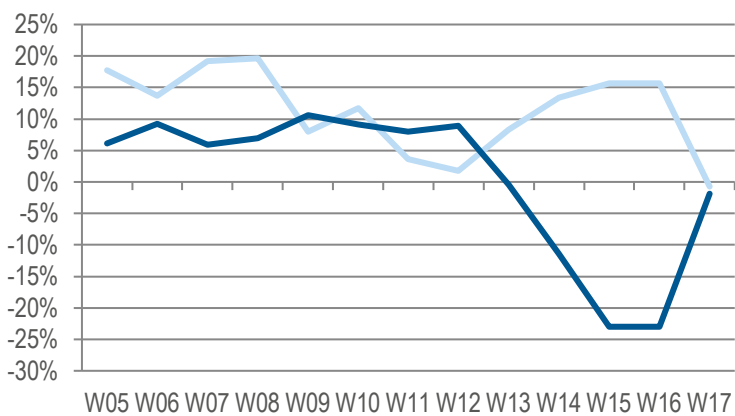
France growth Y/Y 4 weeks rolling avg



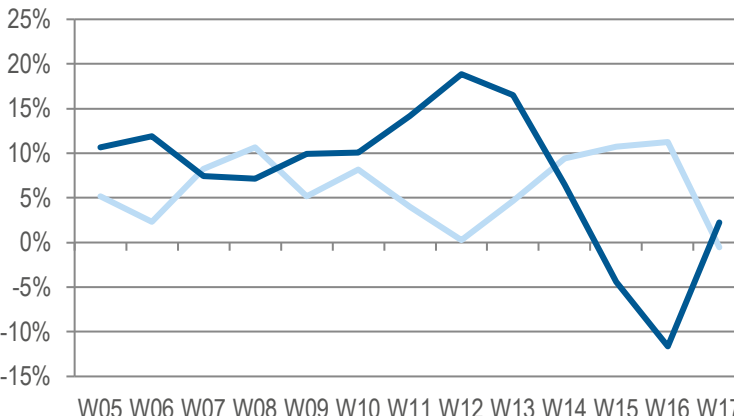
Spain growth Y/Y 4 weeks rolling avg



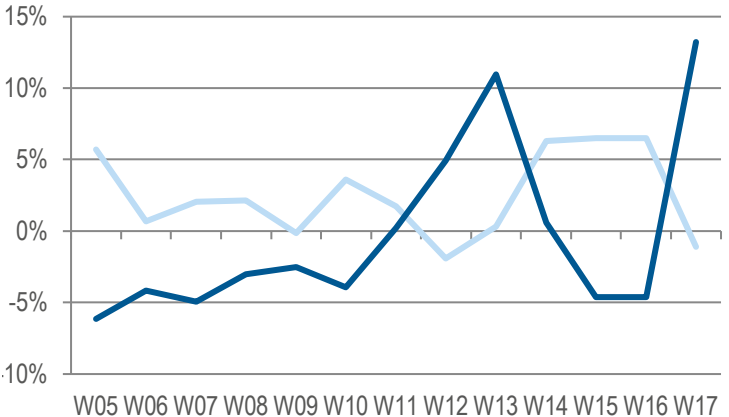
Portugal growth Y/Y 4 weeks rolling avg



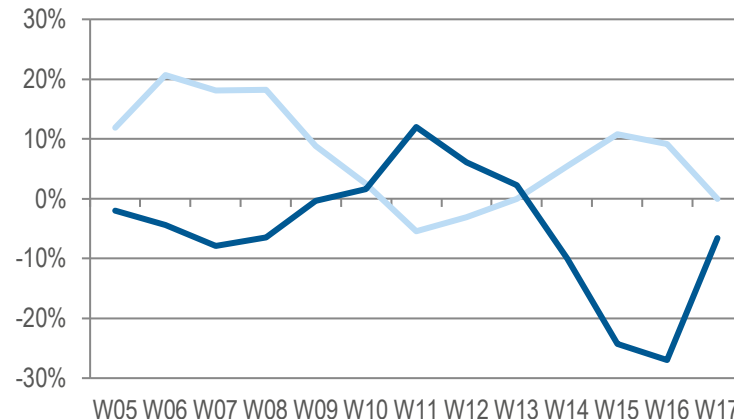
Germany growth Y/Y 4 weeks rolling avg



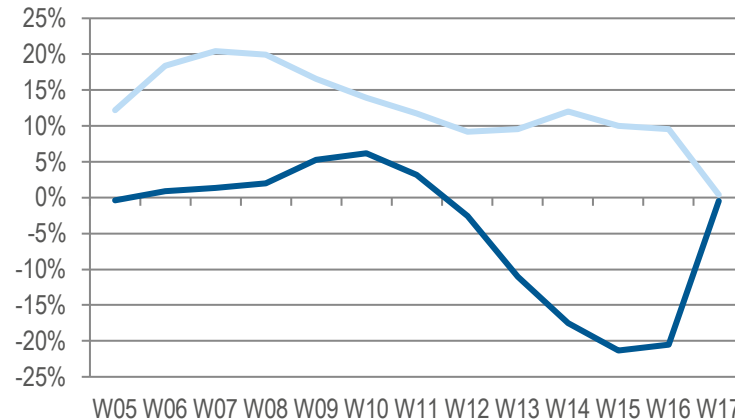
United Kingdom growth Y/Y 4 weeks rolling avg



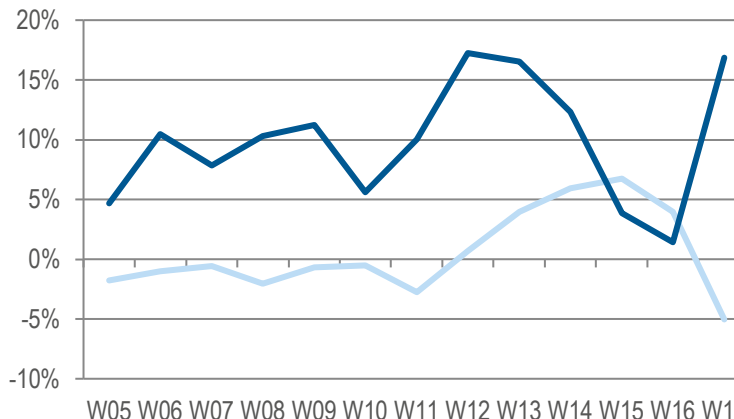
Austria growth Y/Y 4 weeks rolling avg



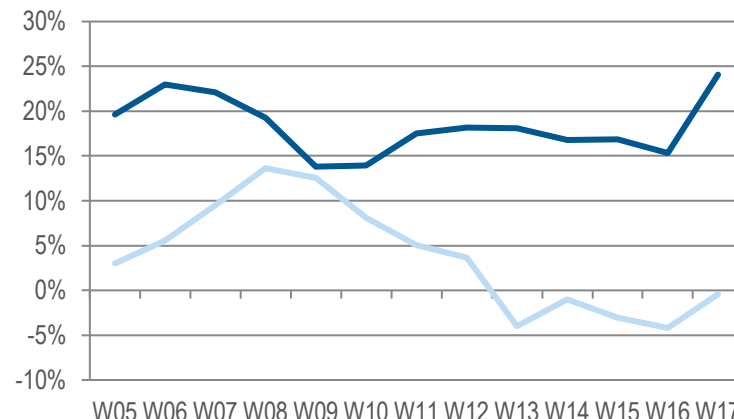
Belgium growth Y/Y 4 weeks rolling avg



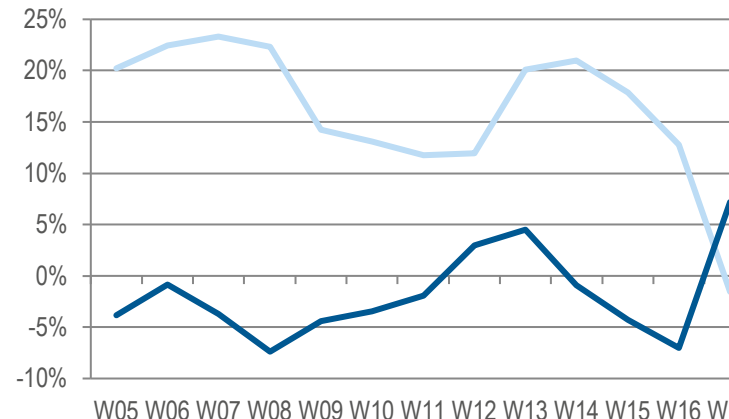
Switzerland growth Y/Y 4 weeks rolling avg



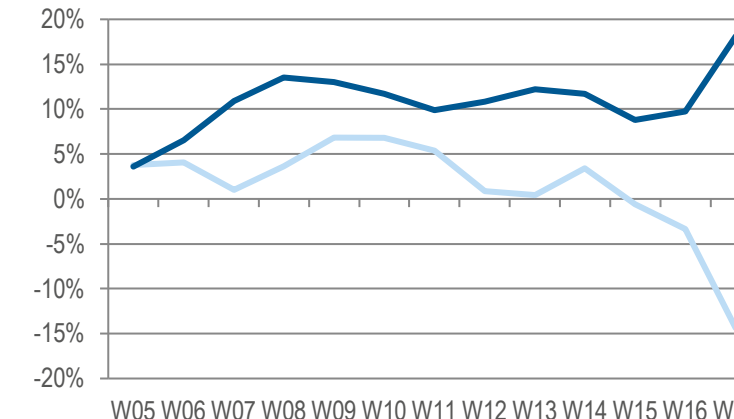
Other WE growth Y/Y 4 weeks rolling avg



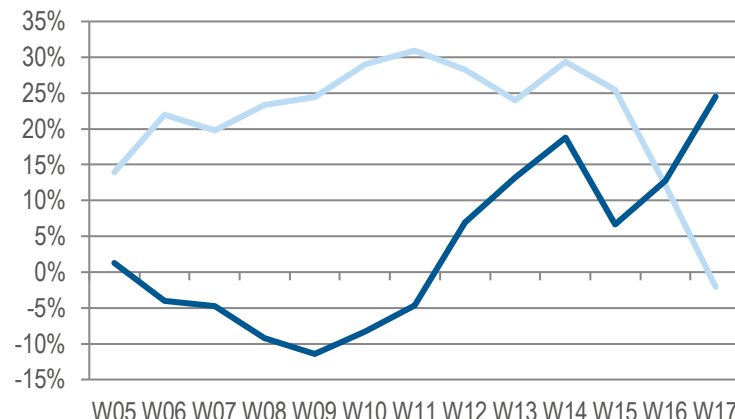
Sweden growth Y/Y 4 weeks rolling avg



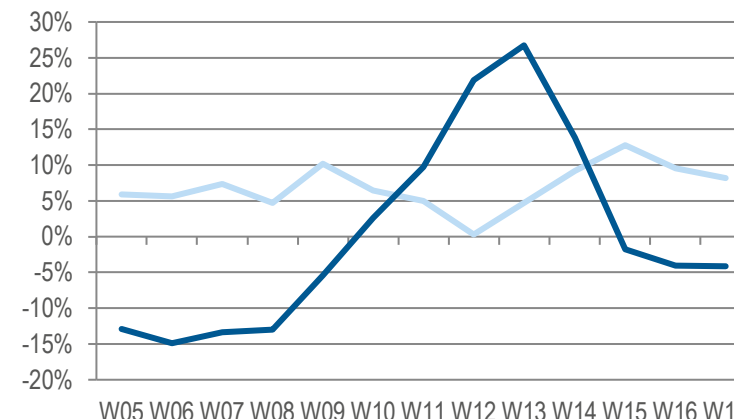
Finland growth Y/Y 4 weeks rolling avg



Norway growth Y/Y 4 weeks rolling avg



Denmark growth Y/Y 4 weeks rolling avg





# CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend - EE

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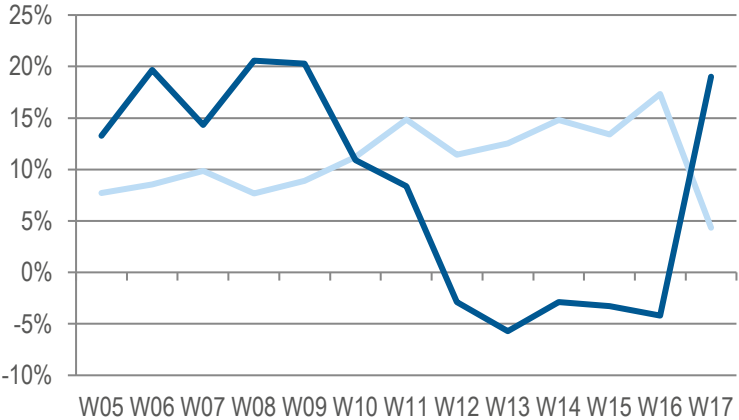
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## Weekly %YoY Trend - Eastern Europe

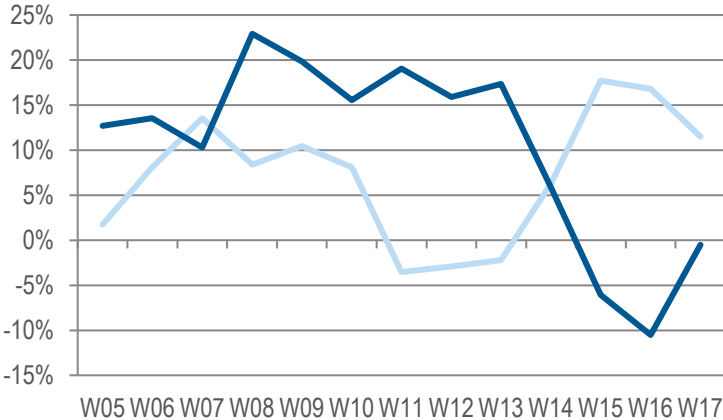
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

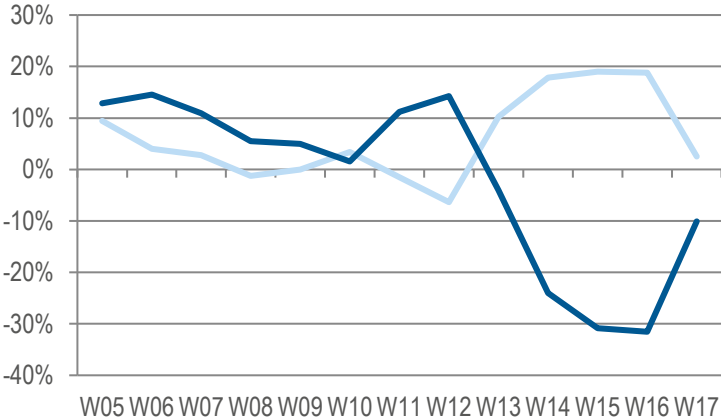
Poland growth Y/Y 4 weeks rolling avg



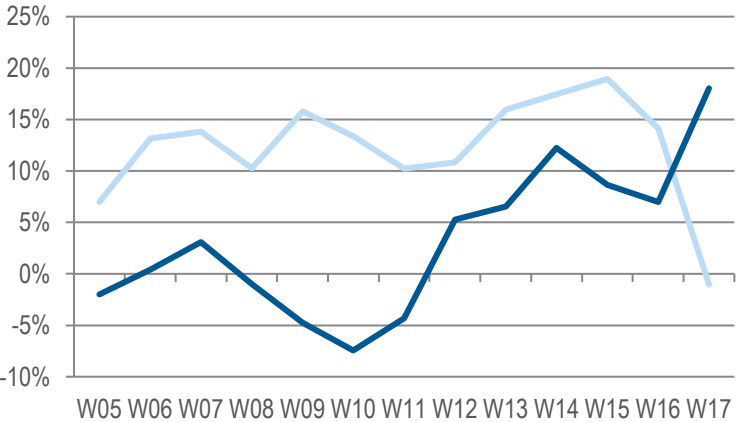
Czech Republic growth Y/Y 4 weeks rolling avg



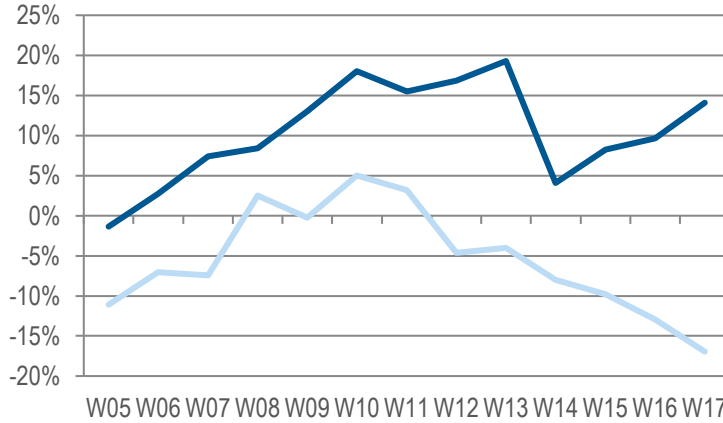
Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



Russia growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

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

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 2020) vs Same Period 2019  
*Sorted by top growth Industry sector and country size*

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

			WESTERN EUROPE														EASTERN EUROPE				
Rank-W16	Rank-W17	Industry Sector	Germany	UK & Ireland	Italy	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	France	Russia	Poland	Czech Republic	Baltics	Slovakia
1	1	➡ Mobile Computing	27%	75%	70%	38%	-5%	78%	7%	4%	6%	76%	38%	47%	32%	13%	40%	59%	33%	31%	17%
6	2	⬆ Warranties and Services	17%	32%	35%	20%	35%	-23%	25%	6%	10%	-32%	6%	35%	31%	21%	30%	48%	-10%	21%	32%
2	3	⬇ Audio-Video Systems	14%	22%	-19%	38%	9%	26%	-20%	114%	103%	44%	98%	60%	32%	2%	51%	68%	0%	-17%	77%
8	4	⬆ Software and Licences	12%	23%	32%	41%	52%	-7%	19%	23%	60%	5%	41%	39%	21%	8%	-21%	43%	-13%	56%	127%
3	5	⬇ Wireless Networking	18%	16%	6%	9%	7%	3%	-2%	273%	130%	63%	-13%	28%	-33%	-41%	4%	242%	38%	-5%	-20%
15	6	⬆ Computing Components	22%	-4%	-21%	9%	36%	-33%	-21%	-55%	70%	-29%	-6%	-18%	1%	-30%	53%	49%	18%	36%	-57%
13	7	⬆ Disk Storage	15%	-18%	-13%	-22%	18%	-13%	-20%	-23%	15%	-40%	38%	14%	-33%	-24%	121%	15%	-15%	-13%	-44%
5	8	⬇ Data Center Networking and Security	35%	-6%	-24%	12%	65%	-24%	-18%	-2%	-34%	-26%	23%	0%	-19%	-7%	-19%	93%	-2%	-71%	320%
4	9	⬇ Computing Accessories	4%	8%	5%	13%	-5%	4%	-18%	10%	11%	42%	-14%	0%	-3%	-34%	-4%	22%	20%	11%	-20%
7	10	⬇ Other Networking Equipment	19%	-4%	-26%	0%	-9%	-31%	-8%	-34%	9%	50%	-25%	30%	-27%	-10%	-9%	20%	42%	14%	-43%
16	11	⬆ Server Computing	-16%	5%	16%	-3%	-2%	-23%	6%	-44%	35%	31%	0%	20%	5%	-7%	-2%	39%	-15%	-19%	-48%
11	12	⬇ Networking Systems	-3%	-3%	-31%	-10%	4%	-14%	-20%	52%	93%	-4%	12%	6%	-16%	-32%	14%	42%	-18%	31%	-16%
10	13	⬇ Displays	-1%	-5%	-24%	10%	-30%	-20%	-3%	-9%	12%	16%	-25%	6%	7%	-60%	-12%	-10%	8%	21%	-41%
19	14	⬆ Printing	-14%	-18%	-1%	-21%	-10%	19%	-45%	-50%	-8%	11%	-32%	-12%	-1%	-36%	-23%	63%	-16%	3%	-18%
9	15	⬇ Printing Consumables	-16%	-35%	-16%	-11%	-10%	-21%	8%	-20%	-26%	-18%	38%	20%	-15%	15%	-31%	0%	-25%	-60%	-22%
12	16	⬇ Power Equipment	-8%	-12%	-43%	3%	-22%	-20%	-17%	-22%	47%	-30%	-38%	-22%	-43%	-49%	-3%	-17%	-17%	-45%	-29%
14	17	⬇ Connectivity	-21%	-8%	-53%	19%	-7%	-36%	-31%	-41%	27%	-25%	-16%	-8%	-46%	-51%	65%	22%	-25%	-26%	-6%
17	18	⬇ Unified Communications	4%	-34%	6%	-29%	-35%	-53%	-68%	123%	38%	-81%	16%	-42%	-35%	-64%	-2%	-55%	-20%	-8%	-71%
18	19	⬇ Desktop Computing	-13%	-18%	-54%	-22%	-17%	-31%	-34%	-52%	-3%	-16%	-36%	-24%	-45%	-49%	-4%	-1%	-16%	-11%	-21%
20	20	➡ Smart Home and Office	-31%	-30%	-76%	120%	-5%	-16%	-93%	331%	148%	451%	190%	57%	-83%	-82%	-7%	391%	751%	334%	42%
22	21	⬆ Wearable Devices	-32%	-16%	-75%	17%	-14%	69%	-52%	3%	-14%	-65%	-63%	-21%	-74%	-57%	147%	-76%	-27%	-69%	-74%
24	22	⬆ Scanner Imaging	-25%	3%	-36%	44%	-6%	-21%	-43%	-50%	381%	75%	91%	0%	-25%	-55%	-71%	-39%	-26%	8%	-27%
21	23	⬇ Removable Storage	-46%	-33%	17%	3%	52%	-58%	-65%	-42%	12%	-74%	25%	-33%	-80%	-66%	48%	-47%	-46%	0%	-61%
23	24	⬇ Telecommunications	-54%	-25%	-65%	-16%	10%	-43%	-9%	6%	-14%	-70%	43%	25%	-61%	-51%	22%	-36%	-24%	212%	-17%
Country Growth			2%	13%	-7%	17%	7%	-7%	0%	-4%	18%	-3%	24%	24%	-9%	-13%	14%	19%	-1%	17%	-9%

INDUSTRY SECTOR GROWTH		
WE	EE	Total
41%	44%	41%
22%	28%	22%
21%	39%	22%
22%	3%	20%
8%	68%	14%
-2%	43%	7%
-7%	56%	3%
3%	-8%	2%
0%	7%	0%
-1%	-3%	-1%
-3%	-1%	-2%
-8%	15%	-4%
-12%	-6%	-11%
-14%	-9%	-13%
-12%	-25%	-14%
-20%	-8%	-16%
-24%	29%	-19%
-20%	-22%	-21%
-29%	-5%	-25%
-38%	569%	-30%
-35%	-26%	-34%
-20%	-65%	-35%
-42%	-22%	-38%
-42%	-13%	-38%

CONTEXT Covid-19 Weekly Report

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

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 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	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia
Telecommunications	-54%	-25%	-65%	-51%	-16%	10%	-43%	-9%	6%	-14%	-70%	43%	25%	-61%	22%	-36%	-24%	212%	-17%
Removable Storage	-46%	-33%	17%	-66%	3%	52%	-58%	-65%	-42%	12%	-74%	25%	-33%	-80%	48%	-47%	-46%	0%	-61%
Scanner Imaging	-25%	3%	-36%	-55%	44%	-6%	-21%	-43%	-50%	381%	75%	91%	0%	-25%	-71%	-39%	-26%	8%	-27%
Wearable Devices	-32%	-16%	-75%	-57%	17%	-14%	69%	-52%	3%	-14%	-65%	-63%	-21%	-74%	147%	-76%	-27%	-69%	-74%
Smart Home and Office	-31%	-30%	-76%	-82%	120%	-5%	-16%	-93%	331%	148%	451%	190%	57%	-83%	-7%	391%	751%	334%	42%
Desktop Computing	-13%	-18%	-54%	-49%	-22%	-17%	-31%	-34%	-52%	-3%	-16%	-36%	-24%	-45%	-4%	-1%	-16%	-11%	-21%
Unified Communications	4%	-34%	6%	-64%	-29%	-35%	-53%	-68%	123%	38%	-81%	16%	-42%	-35%	-2%	-55%	-20%	-8%	-71%
Connectivity	-21%	-8%	-53%	-51%	19%	-7%	-36%	-31%	-41%	27%	-25%	-16%	-8%	-46%	65%	22%	-25%	-26%	-6%
Power Equipment	-8%	-12%	-43%	-49%	3%	-22%	-20%	-17%	-22%	47%	-30%	-38%	-22%	-43%	-3%	-17%	-17%	-45%	-29%
Printing Consumables	-16%	-35%	-16%	15%	-11%	-10%	-21%	8%	-20%	-26%	-18%	38%	20%	-15%	-31%	0%	-25%	-60%	-22%
Printing	-14%	-18%	-1%	-36%	-21%	-10%	19%	-45%	-50%	-8%	11%	-32%	-12%	-1%	-23%	63%	-16%	3%	-18%
Displays	-1%	-5%	-24%	-60%	10%	-30%	-20%	-3%	-9%	12%	16%	-25%	6%	7%	-12%	-10%	8%	21%	-41%
Networking Systems	-3%	-3%	-31%	-32%	-10%	4%	-14%	-20%	52%	93%	-4%	12%	6%	-16%	14%	42%	-18%	31%	-16%
Server Computing	-16%	5%	16%	-7%	-3%	-2%	-23%	6%	-44%	35%	31%	0%	20%	5%	-2%	39%	-15%	-19%	-48%
Other Networking Equipment	19%	-4%	-26%	-10%	0%	-9%	-31%	-8%	-34%	9%	50%	-25%	30%	-27%	-9%	20%	42%	14%	-43%
Computing Accessories	4%	8%	5%	-34%	13%	-5%	4%	-18%	10%	11%	42%	-14%	0%	-3%	-4%	22%	20%	11%	-20%
Data Center Networking and Security	35%	-6%	-24%	-7%	12%	65%	-24%	-18%	-2%	-34%	-26%	23%	0%	-19%	-19%	93%	-2%	-71%	320%
Disk Storage	15%	-18%	-13%	-24%	-22%	18%	-13%	-20%	-23%	15%	-40%	38%	14%	-33%	121%	15%	-15%	-13%	-44%
Computing Components	22%	-4%	-21%	-30%	9%	36%	-33%	-21%	-55%	70%	-29%	-6%	-18%	1%	53%	49%	18%	36%	-57%
Wireless Networking	18%	16%	6%	-41%	9%	7%	3%	-2%	273%	130%	63%	-13%	28%	-33%	4%	242%	38%	-5%	-20%
Software and Licences	12%	23%	32%	8%	41%	52%	-7%	19%	23%	60%	5%	41%	39%	21%	-21%	43%	-13%	56%	127%
Audio-Video Systems	14%	22%	-19%	2%	38%	9%	26%	-20%	114%	103%	44%	98%	60%	32%	51%	68%	0%	-17%	77%
Warranties and Services	17%	32%	35%	21%	20%	35%	-23%	25%	6%	10%	-32%	6%	35%	31%	30%	48%	-10%	21%	32%
Mobile Computing	27%	75%	70%	13%	38%	-5%	78%	7%	4%	6%	76%	38%	47%	32%	40%	59%	33%	31%	17%
Country Growth	2%	13%	-7%	-13%	17%	7%	-7%	0%	-4%	18%	-3%	24%	24%	-9%	14%	19%	-1%	17%	-9%

INDUSTRY SECTOR GROWTH		
WE	EE	Total
-42%	-13%	-38%
-42%	-22%	-38%
-20%	-65%	-35%
-35%	-26%	-34%
-38%	569%	-30%
-29%	-5%	-25%
-20%	-22%	-21%
-24%	29%	-19%
-20%	-8%	-16%
-12%	-25%	-14%
-14%	-9%	-13%
-12%	-6%	-11%
-8%	15%	-4%
-3%	-1%	-2%
-1%	-3%	-1%
0%	7%	0%
3%	-8%	2%
-7%	56%	3%
-2%	43%	7%
8%	68%	14%
22%	3%	20%
21%	39%	22%
22%	28%	22%
41%	44%	41%

# CONTEXT Covid-19 Weekly Report

Largest Industry

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## Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 17 (April 26 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%

Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR GROWTH		
	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	27%	75%	70%	13%	38%	-5%	78%	7%	4%	6%	76%	38%	47%	32%	40%	59%	33%	31%	17%	41%	44%	41%
Software and Licences	12%	23%	32%	8%	41%	52%	-7%	19%	23%	60%	5%	41%	39%	21%	-21%	43%	-13%	56%	127%	22%	3%	20%
Printing Consumables	-16%	-35%	-16%	15%	-11%	-10%	-21%	8%	-20%	-26%	-18%	38%	20%	-15%	-31%	0%	-25%	-60%	-22%	-12%	-25%	-14%
Telecommunications	-54%	-25%	-65%	-51%	-16%	10%	-43%	-9%	6%	-14%	-70%	43%	25%	-61%	22%	-36%	-24%	212%	-17%	-42%	-13%	-38%
Warranties and Services	17%	32%	35%	21%	20%	35%	-23%	25%	6%	10%	-32%	6%	35%	31%	30%	48%	-10%	21%	32%	22%	28%	22%
Disk Storage	15%	-18%	-13%	-24%	-22%	18%	-13%	-20%	-23%	15%	-40%	38%	14%	-33%	121%	15%	-15%	-13%	-44%	-7%	56%	3%
Computing Components	22%	-4%	-21%	-30%	9%	36%	-33%	-21%	-55%	70%	-29%	-6%	-18%	1%	53%	49%	18%	36%	-57%	-2%	43%	7%
Displays	-1%	-5%	-24%	-60%	10%	-30%	-20%	-3%	-9%	12%	16%	-25%	6%	7%	-12%	-10%	8%	21%	-41%	-12%	-6%	-11%
Desktop Computing	-13%	-18%	-54%	-49%	-22%	-17%	-31%	-34%	-52%	-3%	-16%	-36%	-24%	-45%	-4%	-1%	-16%	-11%	-21%	-29%	-5%	-25%
Printing	-14%	-18%	-1%	-36%	-21%	-10%	19%	-45%	-50%	-8%	11%	-32%	-12%	-1%	-23%	63%	-16%	3%	-18%	-14%	-9%	-13%
Networking Systems	-3%	-3%	-31%	-32%	-10%	4%	-14%	-20%	52%	93%	-4%	12%	6%	-16%	14%	42%	-18%	31%	-16%	-8%	15%	-4%
Server Computing	-16%	5%	16%	-7%	-3%	-2%	-23%	6%	-44%	35%	31%	0%	20%	5%	-2%	39%	-15%	-19%	-48%	-3%	-1%	-2%
Computing Accessories	4%	8%	5%	-34%	13%	-5%	4%	-18%	10%	11%	42%	-14%	0%	-3%	-4%	22%	20%	11%	-20%	0%	7%	0%
Audio-Video Systems	14%	22%	-19%	2%	38%	9%	26%	-20%	114%	103%	44%	98%	60%	32%	51%	68%	0%	-17%	77%	21%	39%	22%
Data Center Networking and Security	35%	-6%	-24%	-7%	12%	65%	-24%	-18%	-2%	-34%	-26%	23%	0%	-19%	-19%	93%	-2%	-71%	320%	3%	-8%	2%
Wireless Networking	18%	16%	6%	-41%	9%	7%	3%	-2%	273%	130%	63%	-13%	28%	-33%	4%	242%	38%	-5%	-20%	8%	68%	14%
Other Networking Equipment	19%	-4%	-26%	-10%	0%	-9%	-31%	-8%	-34%	9%	50%	-25%	30%	-27%	-9%	20%	42%	14%	-43%	-1%	-3%	-1%
Power Equipment	-8%	-12%	-43%	-49%	3%	-22%	-20%	-17%	-22%	47%	-30%	-38%	-22%	-43%	-3%	-17%	-17%	-45%	-29%	-20%	-8%	-16%
Wearable Devices	-32%	-16%	-75%	-57%	17%	-14%	69%	-52%	3%	-14%	-65%	-63%	-21%	-74%	147%	-76%	-27%	-69%	-74%	-35%	-26%	-34%
Connectivity	-21%	-8%	-53%	-51%	19%	-7%	-36%	-31%	-41%	27%	-25%	-16%	-8%	-46%	65%	22%	-25%	-26%	-6%	-24%	29%	-19%
Games Consoles	116%		82%	54%	281%	229%	24%	109%	163%	48%	66%	951%	343%	68%	-40%	2%	92%	-25%	66%	104%	15%	53%
Smart Home and Office	-31%	-30%	-76%	-82%	120%	-5%	-16%	-93%	331%	148%	451%	190%	57%	-83%	-7%	391%	751%	334%	42%	-38%	569%	-30%
Removable Storage	-46%	-33%	17%	-66%	3%	52%	-58%	-65%	-42%	12%	-74%	25%	-33%	-80%	48%	-47%	-46%	0%	-61%	-42%	-22%	-38%
Electronics	-41%	-69%	-51%	-29%	77%	-20%	-65%	-50%	-27%	91%	-67%	-83%	-44%	-81%	77%	2%	20%	-75%	-61%	-46%	43%	-28%
Unified Communications	4%	-34%	6%	-64%	-29%	-35%	-53%	-68%	123%	38%	-81%	16%	-42%	-35%	-2%	-55%	-20%	-8%	-71%	-20%	-22%	-21%
Terminals, Thin Clients and Points of Sales	-31%	11%	-60%	-29%	38%	-41%	-58%	302%	81%	396%	-74%	-15%	-21%	-31%	-26%	1%	-42%	2041%	-82%	-15%	-21%	-16%
Scanner Imaging	-25%	3%	-36%	-55%	44%	-6%	-21%	-43%	-50%	381%	75%	91%	0%	-25%	-71%	-39%	-26%	8%	-27%	-20%	-65%	-35%
Tape Storage	14%	-14%	-5%	-26%	-29%	-13%	-58%	-19%	26%	-85%	-72%	15%	121%	-18%	55%	211%	-44%		4317%	-4%	85%	4%
Security	-21%	-62%	-55%	-67%	29%	-28%	-54%	-54%	113%	34%	88%	-25%	38%	-38%	-11%	-36%	-57%	51%	-35%	-40%	-23%	-37%
Photo and Video Cameras	-78%	-49%	-86%	-64%	-39%	-96%	-69%	-56%	-79%	-49%	-79%	-39%	-69%	-77%	-43%	-70%	-68%	-56%	-83%	-65%	-68%	-66%



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Top Growth Category  
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Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 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 GROWTH		
Rank-W16	Rank-W17	Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia			
1	1	➡ Smart Home Automation	41%	719%	541%	-39%	47%	2184%		692%					35%	0%		68%	0%			353%	34698%	502%
39	2	⬆ Project Management Software	83%	145%	29%	20%	22%	31%	80%	-29%	64%	648%	21%	282%	159%	72%	-22%	186%	-61%	43%	16575%	85%	322%	94%
6	3	⬆ Web Cameras	177%	27%	144%	-41%	154%	131%	33%	95%	184%	101%	60%	13%	92%	106%	74%	320%	113%	6%	2%	77%	103%	82%
10	4	⬆ Games Accessories	157%		24%	27%	262%	79%	15%	109%	218%	-2%	58%	951%	361%	119%	-41%	17%	-3%	-59%	32%	112%	4%	67%
7	5	⬆ Integrated Systems	-5%	148%	139%	49%		57%	-68%	576%	-98%	-73%	1308%	187%	52%	158%	-11%	-114%				66%	-19%	61%
5	6	⬇ Wireless Adapters	26%	148%	19%	42%	47%	63%	101%	-22%	-11%	34%	146%	93%	115%	28%	97%	149%	93%	15%	-39%	53%	99%	61%
21	7	⬆ Security Software	60%	43%	49%	81%	36%	170%	70%	45%	296%	81%	-30%	29%	95%	16%	-16%	182%	26%	209%	394%	54%	52%	54%
8	8	➡ Notebooks	45%	92%	75%	17%	45%	-1%	94%	21%	1%	8%	93%	34%	69%	35%	45%	61%	35%	16%	20%	53%	46%	52%
16	9	⬆ Headsets/Headphones and Microphones	29%	59%	-16%	35%	56%	41%	39%	-27%	99%	126%	88%	132%	87%	88%	76%	111%	58%	-1%	127%	43%	78%	46%
3	10	⬇ Games Software	-4%		94%	-86%	130%	-71%			193%		-3%	1315%	60%	860%		46%	4%		-46%	92%	15%	46%
11	11	➡ Powerline Devices	64%	60%	51%	-5%	36%	99%	18%	-10%	36%		328%		127%	-1%	16%	-54%	77%	95%	-56%	42%	-21%	40%
9	12	⬇ Notebook Workstations	49%	99%	9%	28%	38%	-9%	104%	117%	40%	18%	77%	-28%	65%	-14%	-16%	-8%	-13%	42%	-11%	45%	-9%	39%
17	13	⬆ Graphics Cards	69%	78%	-6%	-51%	9%	70%	-1%	-21%	-18%	49%	-27%	-67%	77%	-12%	14%	99%	74%	87%	-50%	36%	48%	39%
13	14	⬆ Wireless LAN Controllers	-25%	-40%	-25%	-51%	80%	-18%	-19%	49%	4488%		-93%	3051%	-76%	-9%	-26%	2578%	26%			-29%	643%	38%
2	15	⬇ Consoles Fixed	-33%		256%	396%	580%	16728%	300%		-82%	89%	284%		-57%	-2%		-3%	280%		695%	92%	23%	37%
NA	16	⬆ Tape Libraries	82%	-74%	-78%	25%	41%	9%	-40%						0%	1%	77%	87%				28%	98%	36%
29	17	⬆ Telephony Accessories	266%	-55%	21%	-43%	1%	-83%	-99%	-18%	10%	75%	274%	0%	179%	-58%	-18%	443%	-66%	-66%	93%	33%	-10%	31%
19	18	⬆ Developer Tools Software	-23%	21%	0%	45%	37%	41%	-40%	-29%	82%	129%	-12%	345%	143%	38%	-45%	145%	-50%	543%	3621%	26%	119%	31%
50	19	⬆ Data Management Software	86%	15%	50%	31%	137%	119%	49%	60%	10%	89%	-27%	79%	144%	-31%	-68%	82%	45%	59%	119%	45%	-41%	28%
12	20	⬆ Virtualisation Software	1%	61%	63%	18%	79%	15%	50%	112%	16%	40%	-37%	-62%	17%	224%	-7%	136%	24%	-73%	-31%	28%	8%	26%
27	21	⬆ Warranties and Services	17%	32%	35%	21%	20%	35%	-23%	25%	6%	10%	-32%	6%	35%	31%	30%	48%	-10%	21%	32%	22%	28%	22%
18	22	⬇ All-In-One Inkjets	2%	6%	35%	14%	2%	-2%	53%	-37%	6%	47%	65%	-7%	77%	55%	-14%	171%	-39%	97%	-13%	18%	31%	20%
23	23	➡ E-Readers	-60%	203%	-39%	-12%	178%	96%	-79%		-52%	347%	-64%		93%	132%	-19%	4776%	459%	40%	475%	16%	63%	20%
25	24	⬆ Network Management Software	8%	4%	59%	-5%	110%	14%	-43%	41%	-18%	78%	177%	38%	46%	43%	-5%	187%	1%	-37%	420%	18%	18%	18%
NA	25	⬆ Servers (Unix)	28%	-27%		-17%									-80%	147%	34%				9%	1564%	15%	
14	26	⬆ Ink Cartridges and Tanks	2%	-14%	12%	51%	28%	-11%	-24%	75%	10%	-17%	1%	90%	56%	21%	-28%	43%	-15%	-51%	-15%	16%	-8%	13%
15	27	⬇ Inkjet Printers	20%	-20%	17%	-26%	-44%	-34%	-44%	-62%	-20%	-65%	142%	-61%	58%	59%	64%	114%	-31%	-19%	-9%	8%	55%	13%
28	28	➡ Processors	30%	6%	-31%	-9%	31%	29%	-27%	-1%	-48%	136%	-28%	21%	-32%	38%	90%	8%	5%	-25%	-68%	5%	48%	13%
26	29	⬇ SAN Switches and Directors	170%	-57%	-55%	-21%	-37%	127%	-92%	-46%	-92%				188%	96%	-67%	56%	-5%	-89%	1524%	32%	-46%	12%
22	30	⬆ Telephony and Conference Systems	49%	-34%	-32%	-20%	54%	276%	259%	75%	2548%	34%	-46%	428%	4%	62%	-43%	-16%	192%	291%		20%	-31%	12%
34	31	⬆ Office Applications Software	-11%	23%	-13%	-9%	28%	-5%	1%	10%	61%	59%	21%	149%	36%	8%	43%	30%	-20%	82%	20%	10%	31%	12%
20	32	⬆ Wireless Access Points	20%	16%	6%	-43%	7%	6%	-1%	-4%	288%	120%	74%	-19%	42%	-38%	-3%	100%	33%	-8%	-18%	8%	27%	10%
30	33	⬇ Network Management and Security Appliances	26%	-5%	0%	-39%	12%	114%	6%	0%	154%	-35%	-25%	44%	33%	-8%	-14%	157%	68%	-66%	481%	8%	6%	8%
33	34	⬇ Disk Arrays	49%	19%	21%	-31%	-65%	19%	14%	-20%	74%	117%	-44%	-16%	-11%	-45%	61%	37%	-28%	-52%	30%	6%	24%	7%
41	35	⬆ Smart Lighting and Electricals	-36%	-25%	-104%	-82%	160%	17%	-48%	-46%	21%	2346%	238%	484%	-50%	-60%	32%	0%	337%	157%	124%	4%	100%	7%
35	36	⬆ Digital Media Players	-21%	43%	-48%	26%	5%	0%	43%	61%	293%	100%	-55%	26%	-12%	8%	23%	248%	-67%	6110%	-80%	5%	49%	6%
43	37	⬆ Database Management Software	10%	-12%	27%	-12%	15%	6%	-9%	-41%	-23%	57%	30%	-7%	10%	3%	143%	-16%	-54%	-15%	67%	4%	21%	6%
24	38	⬇ Monitors	11%	47%	-16%	-43%	21%	-6%	-4%	-10%	-2%	13%	18%	-32%	12%	14%	-19%	15%	49%	18%	-35%	7%	0%	6%
37	39	⬇ Tablet PCs	-11%	14%	57%	2%	13%	-14%	18%	-47%	9%	-9%	3%	85%	-7%	20%	-4%	45%	33%	477%	-4%	4%	30%	5%
38	40	⬇ Operating Systems Software	-18%	10%	1%	-21%	19%	84%	-33%	36%	-45%	68%	-27%	95%	35%	-8%	45%	12%	-35%	68%	-54%	1%	22%	3%
48	41	⬆ Wired Network Adapters	13%	-25%	12%	130%	-2%	110%	-43%	-19%	-62%	29%	-33%	30%	7%	-55%	3%	56%	16%	71%	23%	1%	17%	3%
32	42	⬆ LTO/Ultrium Media	19%	31%	-1%	-24%	-40%	-20%	-55%	-22%	-28%	-83%	-20%	-63%	-27%	-32%	23%	216%	-48%		798%	0%	19%	1%
42	43	⬆ Network Routers	-13%	-5%	6%	-9%	7%	21%	-2%	-35%	148%	21%	179%	14%	7%	-9%	9%	26%	29%	4%	-41%	-4%	9%	-1%
45	44	⬆ Keyboards and Key pads	-12%	12%	-28%	-34%	103%	-21%	-18%	-21%	-19%	33%	56%	-43%	20%	-32%	-20%	-5%	25%	8%	-16%	-3%	-8%	-3%
NA	45	⬆ Mice	-7%	27%	-11%	-49%	12%	-20%	-10%	-41%	-13%	46%	76%	-40%	6%	12%	-33%	28%	93%	12%	-23%	-4%	-3%	-4%
36	46	⬇ Mobile Computing Accessories and Parts	-12%	6%	-34%	6%	-13%	-48%	27%	-3%	203%	112%	12%	7%	24%	-26%	30%	3%	27%	244%	-66%	-5%	17%	-4%
47	47	➡ Docking Stations	7%	-2%	32%	-28%	-18%	-7%	27%	11%	-6%	-22%	47%	3%	-39%	-12%	-8%	3%	-10%	-17%	36%	-4%	-4%	-4%
NA	48	⬆ Mobile Computing Cases	-2%	16%	5%	-45%	3%	-13%	-6%	-38%	9%	-26%	-25%	-35%	1%	-1%	-29%	-13%	5%	-8%	-28%	-5%	-12%	-6%
40	49	⬆ Network Switches	2%	-2%	-45%	-34%	-14%	-1%	-16%	-17%	41%	105%	-38%	12%	6%	-23%	18%	51%	-36%	49%	30%	-10%	20%	-6%
4	50	⬇ SAN Accessories	-36%	-74%	2%	168%	94%	79%	-35%	136%	-100%		20%		402%	-90%	209%	189%		-86%	5873%	-15%	126%	-7%

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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 17 (April 26 2020) vs Same Period 2019  
*Sorted by fastest declining categories and country size*

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	WESTERN EUROPE														EASTERN EUROPE				
	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia
Standalone GPS Devices		-93%	-100%		-63%	-56%			-70%		-92%	-82%	-93%	-99%		-87%	-93%	-81%	-60%
Smartphone Screen Protectors	-62%	-71%	-97%	-88%	67%		1974%	-97%		-21%		2%	-45%	-97%	-98%	-88%	-55%	-71%	-57%
3D Printers	-68%		-84%		63%				-100%				-100%	-94%		-85%	333%		
Portable Power Banks	-74%	-110%	-85%	-84%	-12%	-40%	-86%	-90%	-78%	-92%	-64%	-72%	-95%	-67%	-25%	-74%	-78%	-25%	-5%
Dye Sublimation Printers	-91%	-68%	-92%	-71%	-34%	-95%	109%	-52%	49%		109%		-14%	-80%	-57%	-64%	-75%		-98%
Presentation Devices	-80%	-82%	-100%	-94%	-52%	150%	-88%	-42%	-63%	-61%	-56%	-99%	-77%	-92%	-40%	-82%	-94%	-88%	-75%
Smartphone/Tablet Chargers	-91%	-78%	-82%	-77%	-46%	-63%	-90%	-84%	-62%	-41%	-69%	-81%	-13%	-63%	-3%	-59%	-36%	-41%	-79%
Digital Cameras	-77%	-8%	-92%	-54%	-49%	-100%	-67%	-67%	-96%	-50%	-80%		15%	-77%	-38%	-70%	-70%	-20%	-85%
Privacy Screens	-65%	-74%	68%	-75%	-33%	-9%	-82%		-18%	-25%		-58%	-84%	-80%		-77%		-52%	
Smart Speakers	-33%	-59%	-86%	-83%	69%	-66%	538%	-98%	-2%		-31%			-89%		2463%			-76%
Camera/Camcorder Accessories	-81%	-65%	-76%	-93%	-38%	-95%	-79%	-47%	-77%	-53%	-72%	-39%	-66%	-82%	-22%	-75%	-65%	-75%	-83%
Portable Speakers	-94%	-66%	-3%	-90%	-4%	-87%	-98%	-87%	-62%	-3%	-57%	2226%	-65%	-85%	-38%	-79%	-79%	-92%	33%
Large Format/Plotter Printers	-39%	-83%	-73%	-79%	-67%	-36%	14%	-58%	-68%	-71%	-83%	-5%	-62%	-97%	-2%	24%	-28%	-75%	140%
Partner Rebates, Warehousing and Logistics	-26%	-72%	-73%	-65%	-35%	-92%	0%	-14%	254%	151%	-31%	-20%	7%	-71%	-33%	4%	-87%	-75%	
Projectors	-57%	-64%	-67%	-77%	-39%	-16%	-53%	104%	-63%	-21%	-72%	-63%	-49%	-71%	129%	-53%	-33%	-49%	-49%
Memory Cards	-63%	-37%	-58%	-72%	-8%	66%	-84%	-65%	-8%	17%	-73%	163%	-14%	-87%	28%	-71%	-55%	-17%	-64%
Printer Accessories and Parts	-24%	-70%	-71%	-72%	-61%	15%	18%	-85%	-67%	-34%	-73%	-27%	-60%	-73%	-6%	-62%	-65%	-86%	-74%
Long Life Consumables	-43%	-64%	-56%	-52%	-44%	-16%	-31%	-38%	-56%	-25%	-50%	-42%	-28%	-63%	-34%	-46%	-35%	-74%	41%
Desktop Workstations (PC/Mac)	-15%	-58%	-53%	-54%	-37%	-66%	-34%	-59%	-36%	-44%	-61%	-77%	-20%	-75%	-43%	16%	-32%	-74%	-47%
Mobile Phones	-88%	-8%	-52%	-84%	17%	-35%	-77%	54%	-41%	74%	-93%	-9%	-77%	-32%	-39%	-85%	-32%	-5%	-9%
Displays Accessories	-17%	-55%	-63%	-77%	6%	-11%	-48%	-26%	-22%	8%	-51%	-19%	-16%	-47%	-84%	-47%	-27%	-36%	-57%
USB Memory	-46%	-37%	-56%	-67%	-4%	45%	-58%	-60%	-54%	10%	-75%	-73%	-48%	-78%	140%	-54%	-46%	28%	-59%
Large Format Displays	-22%	-59%	-17%	-82%	-28%	13%	-60%	-23%	-38%	-37%	-56%	-10%	-27%	-75%	8%	7%	-26%	-61%	-37%
Home Sound Systems	-65%	-55%	-33%	-11%	74%	-91%	-40%	111%	171%	110%	-14%	196%	50%	-93%	-90%	45%	-74%	41%	-89%
Server Accessories	-74%	-46%	-29%	-12%	112%	-58%	-61%	-21%	10%	149%	-71%	-64%	-70%	-67%	-17%	-33%	-71%	27%	-81%
Smartphones	-56%	-22%	-65%	-46%	-22%	10%	-44%	-5%	8%	-16%	-69%	38%	30%	-62%	9%	-36%	-24%	236%	-16%
Label/Barcode/Receipt Printers	-23%	5%	-78%	-45%	-28%	4%	-44%	-46%	-63%	-1%	-57%	-51%	-18%	-65%	10%	-27%	-31%	-27%	204%
Toner	-30%	-56%	-46%	-47%	-26%	-11%	-16%	-45%	-29%	-34%	-45%	-17%	-27%	-47%	-30%	-22%	-32%	-66%	-41%
Smart Watches	-51%	7%	-81%	-30%	40%	13%	83%	-52%	1%	-17%	-70%	-62%	0%	-71%	130%	-82%	-15%	-77%	-77%
IP Cameras	-21%	-61%	-56%	-71%	33%	-28%	-54%	-54%	113%	34%	88%	-25%	38%	-38%	-1%	-35%	-57%	57%	-32%
Server Enclosure	-29%	-10%	254%	-92%	-90%	656%	-86%		376%		-18%		49%	6%	2%	27%	-19%		-93%
Smartphone Protective Cases	-68%	-71%	-92%	-94%	-21%	-33%	-85%	-83%	-38%	-11%	-85%	-53%	-27%	-87%	1252%	-65%	1%	-51%	
Scanners	-25%	3%	-35%	-55%	45%	-4%	-20%	-43%	-49%	409%	89%	91%	4%	-24%	-70%	-44%	-24%	8%	-27%
Office Supplies and Furniture	-35%	-38%	-46%	-25%	19%	-19%	-73%	-20%	-60%	22%	26%	-48%	33%	-67%	-57%	-39%	3%	18%	189%
Copier-based MFPs	79%	-41%	-72%	-57%	-19%	0%	-37%	-76%	-65%			-44%			-38%	-66%	-49%	-72%	-59%
Labelling Tapes	-14%	-44%	-50%	-67%	1%	51%	-42%	-22%	-36%	172%	-52%	213%	80%	-34%	-17%	20%	-53%	-8%	-48%
Network Accessories	-22%	-52%	-58%	-62%	18%	-10%	53%	-42%	-43%	77%	14%	17%	-13%	-42%	42%	-61%	-10%	74%	-67%
Storage Controllers	-36%	-40%	-47%	-47%	-37%	-43%	-38%	-37%	-43%	-29%	-78%	-41%	-66%	-35%	179%	-47%	20%	-64%	-37%
Smart Bands and Activity Trackers	129%	-11%	-59%	-92%	-18%	-32%	-86%	-84%	141%		-36%		-50%	-77%	181%	-15%	-43%	-64%	-33%
Disk Drives	-12%	-34%	-52%	-44%	39%	-7%	-69%	-49%	-23%	22%	-81%	27%	-38%	-47%	-15%	35%	-24%	1%	-69%
Desktops	-13%	-10%	-54%	-48%	-20%	-4%	-31%	-30%	-54%	6%	-9%	-23%	-24%	-42%	2%	-3%	-15%	-4%	-18%
VOIP Systems	1%	-35%	8%	-66%	-30%	-32%	-52%	-68%	119%	18%	-80%	11%	-39%	-33%	0%	-54%	-5%	-4%	-72%
PC Speakers	6%	-57%	-29%	-56%	43%	-37%	-53%	13%	172%	132%	34%	8%	-24%	-42%	38%	-18%	-48%	-32%	-59%
Print Media	-12%	5%	-12%	-25%	-1%	35%	-53%	-81%	-46%	7%	-67%	37%	-1%	49%	-45%	43%	19%	-2%	82%
Laser Printers	-28%	-17%	18%	-63%	53%	-15%	4%	-36%	-21%	-24%	-17%	-10%	-20%	-3%	-36%	43%	32%	6%	-58%
Cables and Connectivity Adapters	-22%	-10%	-55%	-52%	13%	-8%	-36%	-32%	-39%	29%	-27%	-14%	-6%	-46%	87%	23%	-25%	-29%	-11%
Notebook Power Adapters	-41%	-2%	9%	-49%	-7%	-40%	-41%	-49%	-4%	-27%	9%	26%	-29%	-57%	172%	-2%	-29%	38%	-38%
Host Bus Adapters	-27%	-35%	5%	-8%	50%	-37%	-39%	-36%	-85%	114%	-26%	84%	32%	24%	60%	15%	-22%	175%	-37%
MP3/MP4 Players	-70%	68%	-81%	-84%	-17%		-56%	-83%		-55%	-87%		23%	-93%	28%	-24%	-61%	-24%	-3%
NAS Devices	15%	-38%	-38%	-25%	-22%	45%	6%	-22%	28%	58%	-34%	-42%	-29%	-49%	10%	-38%	-32%	4%	-38%

CATEGORY GROWTH		
WE	EE	Total
-92%	-89%	-92%
-82%	-75%	-81%
-79%	290%	-77%
-84%	-47%	-74%
-73%	-72%	-73%
-72%	-63%	-71%
-72%	-36%	-69%
-68%	-69%	-68%
-66%	-69%	-66%
-66%	-83%	-66%
-62%	-68%	-63%
-64%	-59%	-63%
-64%	-4%	-57%
-53%	-51%	-53%
-57%	-26%	-52%
-53%	-35%	-49%
-54%	-16%	-47%
-50%	-34%	-46%
-47%	-35%	-45%
-45%	-44%	-45%
-44%	-61%	-45%
-51%	-15%	-45%
-43%	-8%	-40%
-39%	-45%	-40%
-43%	-26%	-40%
-42%	-18%	-39%
-45%	-5%	-38%
-39%	-31%	-38%
-35%	-44%	-36%
-39%	-18%	-36%
-41%	-16%	-36%
-76%	441%	-35%
-19%	-65%	-34%
-32%	-37%	-32%
-28%	-39%	-32%
-25%	-32%	-26%
-36%	22%	-26%
-41%	110%	-25%
-32%	64%	-25%
-27%	1%	-22%
-27%	-1%	-22%
-23%	-20%	-22%
-21%	-22%	-21%
-14%	-35%	-21%
-19%	-23%	-20%
-26%	36%	-20%
-24%	31%	-20%
-27%	43%	-18%
-17%	-47%	-18%
-17%	-18%	-17%



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 17 (April 26 2020) vs Same Period 2019  
Sorted by largest industry sector and largest country.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	WESTERN EUROPE														EASTERN EUROPE				
	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia
Notebooks	45%	92%	75%	17%	45%	-1%	94%	21%	1%	8%	93%	34%	69%	35%	45%	61%	35%	16%	20%
Smartphones	-56%	-22%	-65%	-46%	-22%	10%	-44%	-5%	8%	-16%	-69%	38%	30%	-62%	9%	-36%	-24%	236%	-16%
Warranties and Services	17%	32%	35%	21%	20%	35%	-23%	25%	6%	10%	-32%	6%	35%	31%	30%	48%	-10%	21%	32%
Ink Cartridges and Tanks	2%	-14%	12%	51%	28%	-11%	-24%	75%	10%	-17%	1%	90%	56%	21%	-28%	43%	-15%	-51%	-15%
Desktops	-13%	-10%	-54%	-48%	-20%	-4%	-31%	-30%	-54%	6%	-9%	-23%	-24%	-42%	2%	-3%	-15%	-4%	-18%
Tablet PCs	-11%	14%	57%	2%	13%	-14%	18%	-47%	9%	-9%	3%	85%	-7%	20%	-4%	45%	33%	477%	-4%
Toner	-30%	-56%	-46%	-47%	-26%	-11%	-16%	-45%	-29%	-34%	-17%	-27%	-47%	-47%	-30%	-22%	-32%	-66%	-41%
Monitors	11%	47%	-16%	-43%	21%	-6%	-4%	-10%	-2%	13%	18%	-32%	12%	14%	-19%	15%	49%	18%	-35%
Office Applications Software	-11%	23%	-13%	-9%	28%	-5%	1%	10%	61%	59%	21%	149%	36%	8%	43%	30%	-20%	82%	20%
Network Switches	2%	-2%	-45%	-34%	-14%	-1%	-16%	-17%	41%	105%	-38%	12%	6%	-23%	18%	51%	-36%	49%	30%
Solid State Drives (SSDs)	8%	-37%	-2%	-3%	10%	38%	-22%	-21%	-64%	13%	-36%	88%	66%	1%	179%	31%	-12%	11%	-33%
Processors	30%	6%	-31%	-9%	31%	29%	-27%	-1%	-48%	136%	-28%	21%	-32%	38%	90%	8%	5%	-25%	-68%
Security Software	60%	43%	49%	81%	36%	170%	70%	45%	296%	81%	-30%	29%	95%	16%	-16%	182%	26%	209%	394%
Operating Systems Software	-18%	10%	1%	-21%	19%	84%	-33%	36%	-45%	68%	-27%	95%	35%	-8%	45%	12%	-35%	68%	-54%
Data Management Software	86%	15%	50%	31%	137%	119%	49%	60%	10%	89%	-27%	79%	144%	-31%	-68%	82%	45%	59%	119%
Servers (PC/Mac)	-21%	-22%	-9%	-10%	6%	40%	-20%	-32%	-20%	48%	13%	-33%	23%	-10%	-1%	45%	-5%	-43%	-44%
Hard Disk Drives (HDDs)	2%	-36%	-46%	-39%	-19%	-6%	-36%	-19%	23%	-8%	-45%	44%	-5%	-54%	110%	-1%	-12%	-20%	-69%
Headsets/Headphones and Microphones	29%	59%	-16%	35%	56%	41%	39%	-27%	99%	126%	88%	132%	87%	88%	76%	111%	58%	-1%	127%
RAM Memory	-6%	-31%	-22%	-49%	-9%	22%	-49%	-33%	-71%	76%	-43%	-17%	-30%	-34%	50%	64%	-29%	100%	-53%
Disk Arrays	49%	19%	21%	-31%	-65%	19%	14%	-20%	74%	117%	-44%	-16%	-11%	-45%	61%	37%	-28%	-52%	30%
Graphics and Design Software	-19%	-31%	11%	-11%	-14%	50%	-45%	1%	-5%	-5%	-13%	-50%	24%	-21%	31%	-12%	-22%	-77%	33%
All-in-One Lasers	-15%	-27%	45%	-37%	-23%	-7%	30%	-35%	-64%	-14%	39%	-48%	-42%	-4%	-22%	9%	27%	-9%	-16%
All-In-One Inkjets	2%	6%	35%	14%	2%	-2%	53%	-37%	6%	47%	65%	-7%	77%	55%	-14%	171%	-39%	97%	-13%
Wireless Access Points	20%	16%	6%	-43%	7%	6%	-1%	-4%	288%	120%	74%	-19%	42%	-38%	-3%	100%	33%	-8%	-18%
Network Routers	-13%	-5%	6%	-9%	7%	21%	-2%	-35%	148%	21%	179%	14%	7%	-9%	9%	26%	29%	4%	-41%
Network Management and Security Appliances	26%	-5%	0%	-39%	12%	114%	6%	0%	154%	-35%	-25%	44%	33%	-8%	-14%	157%	68%	-66%	481%
Virtualisation Software	1%	61%	63%	18%	79%	15%	50%	112%	16%	40%	-37%	-62%	17%	224%	-7%	136%	24%	-73%	-31%
Graphics Cards	69%	78%	-6%	-51%	9%	70%	-1%	-21%	-18%	49%	-27%	-67%	77%	-12%	14%	99%	74%	87%	-50%
Network Management Software	8%	4%	59%	-5%	110%	14%	-43%	41%	-18%	78%	177%	38%	46%	43%	-5%	187%	1%	-37%	420%
Televisions	-49%	-4%	-26%	-73%	47%	-98%	9%	-16%	28%	124%	144%	-26%	206%	204%	83%	-33%	-44%	54%	-52%
Large Format Displays	-22%	-59%	-17%	-82%	-28%	13%	-60%	-23%	-38%	-37%	-56%	-10%	-27%	-75%	8%	7%	-26%	-61%	-37%
Docking Stations	7%	-2%	32%	-28%	-18%	-7%	27%	11%	-6%	-22%	47%	3%	-39%	-12%	-8%	3%	-10%	-17%	36%
Notebook Workstations	49%	99%	9%	28%	38%	-9%	104%	117%	40%	18%	77%	-28%	65%	-14%	-16%	-8%	-13%	42%	-11%
Database Management Software	10%	-12%	27%	-12%	15%	6%	-9%	-41%	-23%	57%	30%	-7%	10%	3%	143%	-16%	-54%	-15%	67%
Desktop Workstations (PC/Mac)	-15%	-58%	-53%	-54%	-37%	-66%	-34%	-59%	-36%	-44%	-61%	-77%	-20%	-75%	-43%	16%	-32%	-74%	-47%
Transceivers	8%	-1%	-28%	-22%	-16%	-35%	-46%	2%	-12%	-6%	-27%	-56%	9%	-25%	-25%	69%	25%	62%	-42%
Laser Printers	-28%	-17%	18%	-63%	53%	-15%	4%	-36%	-21%	-24%	-17%	-10%	-20%	-3%	-36%	43%	32%	6%	-58%
Uninterruptable Power Supplies (UPS)	-8%	23%	-49%	-58%	-13%	-34%	-24%	-1%	-21%	16%	-45%	9%	-5%	-50%	3%	-21%	-6%	-22%	6%
Cables and Connectivity Adapters	-22%	-10%	-55%	-52%	13%	-8%	-36%	-32%	-39%	29%	-27%	-14%	-6%	-46%	87%	23%	-25%	-29%	-11%
Smart Watches	-51%	7%	-81%	-30%	40%	13%	83%	-52%	1%	-17%	-70%	-62%	0%	-71%	130%	-82%	-15%	-77%	-77%
Integrated Systems	-5%	148%	139%	49%		57%	-68%	576%	-98%	-73%	1308%	187%	52%	158%	-11%	-114%			
Keyboards and Keypads	-12%	12%	-28%	-34%	103%	-21%	-18%	-21%	-19%	33%	56%	-43%	20%	-32%	-20%	-5%	25%	8%	-16%
Long Life Consumables	-43%	-64%	-56%	-52%	-44%	-16%	-31%	-38%	-56%	-25%	-50%	-42%	-28%	-63%	-34%	-46%	-35%	-74%	41%
Mobile Computing Cases	-2%	16%	5%	-45%	3%	-13%	-6%	-38%	9%	-26%	-25%	-35%	1%	-1%	-29%	-13%	5%	-8%	-28%
Network Expansion Modules	7%	28%	-48%	-10%	29%	-36%	37%	-43%	88%	-23%	-21%	-54%	-72%	-24%	-19%	46%	-22%	-8%	-82%
Projectors	-57%	-64%	-67%	-77%	-39%	-16%	-53%	104%	-63%	-21%	-72%	-63%	-49%	-71%	129%	-53%	-33%	-49%	-49%
Mice	-7%	27%	-11%	-49%	12%	-20%	-10%	-41%	-13%	46%	76%	-40%	6%	12%	-33%	28%	93%	12%	-23%
NAS Devices	15%	-38%	-38%	-25%	-22%	45%	6%	-22%	28%	58%	-34%	-42%	-29%	-49%	10%	-38%	-32%	4%	-38%
Digital Media Players	-21%	43%	-48%	26%	5%	0%	43%	61%	293%	100%	-55%	26%	-12%	8%	23%	248%	-67%	6110%	-80%
Mobile Computing Accessories and Parts	-12%	6%	-34%	6%	-13%	-48%	27%	-3%	203%	112%	12%	7%	24%	-26%	30%	3%	27%	244%	-66%

CATEGORY GROWTH		
WE	EE	Total
53%	46%	52%
-42%	-18%	-39%
22%	28%	22%
16%	-8%	13%
-27%	-1%	-22%
4%	30%	5%
-39%	-31%	-38%
7%	0%	6%
10%	31%	12%
-10%	20%	-6%
-4%	78%	10%
5%	48%	13%
54%	52%	54%
1%	22%	3%
45%	-41%	28%
-12%	0%	-9%
-22%	57%	-6%
43%	78%	46%
-25%	44%	-16%
6%	24%	7%
-12%	-8%	-12%
-12%	-15%	-13%
18%	31%	20%
8%	27%	10%
-4%	9%	-1%
8%	6%	8%
28%	8%	26%
36%	48%	39%
18%	18%	18%
-12%	-15%	-13%
-43%	-8%	-40%
-4%	-4%	-4%
45%	-9%	39%
4%	21%	6%
-47%	-35%	-45%
-8%	-13%	-9%
-19%	-23%	-20%
-17%	-1%	-10%
-26%	36%	-20%
-35%	-44%	-36%
66%	-19%	61%
-3%	-8%	-3%
-50%	-34%	-46%
-5%	-12%	-6%
-12%	-15%	-12%
-57%	-26%	-52%
-4%	-3%	-4%
-17%	-18%	-17%
5%	49%	6%
-5%	17%	-4%



CONTEXT Covid-19 Weekly Report

Channel  
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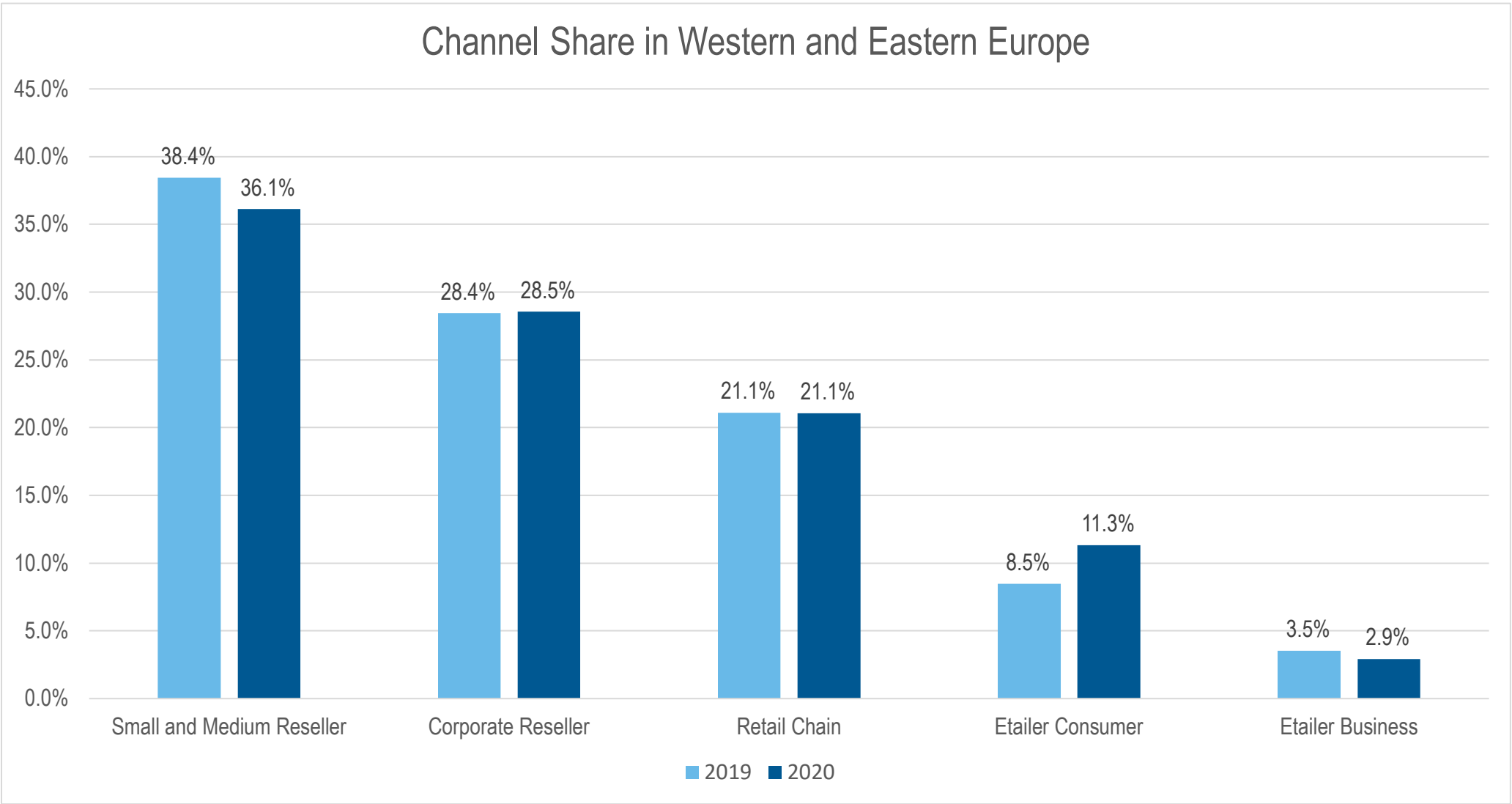
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Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 2020) vs Same Period 2019  
*Sorted by largest country*

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

		WESTERN EUROPE														EASTERN EUROPE					CHANNEL GROWTH		
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	2%	24%	21%	-16%	-7%	-6%	16%	-15%	6%	-18%	4%	-49%	11%	15%	-22%	37%	-12%	-28%	26%	7%	-14%	5%
	Small and Medium Reseller	4%	-3%	-9%	-18%	-11%	12%	17%	-9%	-11%	-14%	19%	17%	18%	14%	-7%	9%	-12%	22%	-11%	-2%	-2%	-2%
	Etailer Business	-5%	2%	-3%	-28%	-34%	-12%	-28%	-36%	26%	-25%	-27%	5%	48%	-37%	-37%	25%	-52%	-44%	-57%	-12%	-34%	-14%
Retail Channels	Etailer Consumer	39%	63%	32%	8%	86%	53%	-8%	36%	88%	77%	59%	7%	81%	50%	-30%	39%	-7%	80%	-51%	48%	-4%	40%
	Retail Chain	-16%	-18%	-36%	-2%	-35%	30%	16%	6%	10%	51%	38%	-5%	23%	52%	125%	23%	31%	51%	-16%	-10%	63%	4%



# CONTEXT Covid-19 Weekly Report

Largest Industries Business

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## Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 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 GROWTH		
Industry Sector	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	21%	76%	103%	14%	29%	-15%	70%	22%	-5%	-13%	72%	23%	48%	17%	5%	48%	0%	2%	13%	40%	17%	37%
Software and Licences	12%	17%	31%	5%	36%	45%	-12%	14%	15%	55%	5%	36%	32%	17%	-60%	38%	-14%	44%	165%	18%	-21%	14%
Printing Consumables	-21%	-50%	-29%	-20%	-20%	-14%	-21%	-6%	-16%	-28%	-35%	19%	-6%	-24%	-30%	-11%	-31%	-64%	-31%	-25%	-27%	-26%
Telecommunications	-31%	16%	-49%	-58%	7%	6%	-55%	-41%	8%	-22%	-65%	74%	66%	-70%	-50%	-34%	-51%	421%	0%	-25%	-38%	-27%
Warranties and Services	15%	30%	35%	21%	21%	34%	-19%	23%	1%	9%	-49%	3%	35%	29%	28%	41%	-10%	21%	29%	21%	25%	21%
Disk Storage	11%	-19%	-8%	-27%	-27%	14%	-14%	-19%	-32%	-3%	-45%	22%	7%	-34%	62%	11%	-23%	-45%	-37%	-11%	25%	-6%
Computing Components	-11%	-22%	-26%	-33%	-6%	4%	-49%	-25%	-74%	22%	-42%	-6%	-40%	-36%	30%	8%	-7%	14%	-55%	-24%	18%	-18%
Displays	-21%	-38%	-37%	-67%	-11%	-15%	-50%	-32%	-33%	-23%	16%	-22%	-18%	-36%	-28%	-18%	-1%	-23%	-27%	-34%	-21%	-32%
Desktop Computing	-25%	-21%	-51%	-53%	-34%	-32%	-39%	-35%	-62%	-41%	-14%	-43%	-35%	-51%	-34%	-14%	-33%	-26%	-33%	-36%	-30%	-35%
Printing	-30%	-27%	-32%	-58%	-39%	-15%	-17%	-63%	-67%	-34%	-8%	-44%	-56%	-30%	-52%	-10%	-5%	-48%	-14%	-36%	-42%	-38%
Networking Systems	-6%	-4%	-35%	-46%	-21%	-7%	-23%	-22%	34%	94%	-13%	-37%	-6%	-23%	-15%	11%	-38%	16%	9%	-15%	-10%	-15%
Server Computing	-18%	3%	15%	-9%	-12%	-18%	-25%	9%	-49%	12%	18%	-3%	19%	-1%	-16%	30%	-19%	-25%	-51%	-6%	-13%	-7%
Computing Accessories	3%	2%	20%	-35%	13%	-8%	4%	-16%	3%	-3%	45%	-4%	-6%	-10%	-14%	7%	-7%	4%	-15%	-3%	-6%	-3%
Audio-Video Systems	26%	44%	-17%	12%	23%	13%	4%	-42%	56%	138%	157%	106%	31%	96%	15%	59%	0%	-19%	11%	28%	20%	27%
Data Center Networking and Security	34%	-7%	-22%	-11%	27%	53%	-29%	-23%	-3%	-38%	-29%	23%	5%	-19%	-26%	54%	-11%	-71%	310%	3%	-17%	0%
Wireless Networking	4%	-2%	-18%	-48%	3%	-16%	-10%	-8%	167%	185%	9%	-10%	-20%	-38%	-12%	260%	-1%	-20%	-8%	-9%	64%	-3%
Other Networking Equipment	9%	-8%	-30%	-14%	-12%	-16%	-39%	-8%	-36%	-3%	0%	-24%	14%	-27%	-14%	21%	38%	-7%	-44%	-8%	-8%	-8%
Power Equipment	-15%	-6%	-42%	-44%	-6%	-32%	-30%	-19%	-43%	52%	-25%	-45%	-26%	-40%	-17%	-31%	-16%	-56%	-8%	-22%	-20%	-21%
Wearable Devices	63%	17%	-68%	-68%	42%	-40%	472%	-76%	40%	-52%	-82%	-82%	-90%	-74%	6%	-85%	-42%	-41%	-43%	-27%	-58%	-32%
Connectivity	-13%	-6%	-41%	-49%	12%	-24%	-34%	-26%	-46%	31%	-16%	-19%	-2%	-44%	68%	39%	-32%	-42%	2%	-22%	35%	-16%
Games Consoles	106%		37%	-74%	276%	140%	-74%	-70%	42%	-54%	245%	123%	1116%	55%	-83%	-57%	418%	32%	33%	48%	-9%	22%
Smart Home and Office	-76%	-13%	-40%	61%	148%	197%	-86%	-100%	-30%		1734%	137%	23%	-92%	323%	111%	781%	56%	13%	-52%	652%	-22%
Removable Storage	-47%	-23%	36%	-80%	21%	38%	-58%	-66%	-41%	-10%	-62%	-57%	-42%	-69%	-3%	-38%	-44%	-17%	-60%	-35%	-31%	-35%
Electronics	-55%	-26%	-16%	-37%	316%	-20%	-55%	-41%	-28%	103%	-49%	-86%	-41%	-69%	65%	-54%	27%	-84%	-64%	-29%	33%	-14%
Unified Communications	-6%	-42%	6%	-64%	-34%	-40%	-54%	-67%	129%	38%	-81%	15%	-41%	-22%	-6%	-75%	-13%	-11%	-72%	-30%	-32%	-30%
Terminals, Thin Clients and Points of Sales	-36%	12%	-59%	-36%	11%	-46%	-71%	305%	62%	162%	-73%	-21%	-30%	-35%	-43%	-10%	-47%	243%	-82%	-21%	-38%	-23%
Scanner Imaging	-42%	-4%	-42%	-58%	1%	-20%	-34%	-56%	-63%	369%	-8%	76%	-41%	-41%	-80%	-71%	-59%	-9%	-49%	-35%	-78%	-51%
Tape Storage	9%	-11%	-4%	-29%	-34%	-14%	-58%	-19%	34%	-85%	-74%	-70%	158%	-20%	38%	187%	-47%		4354%	-7%	69%	-1%
Security	-19%	-61%	-55%	-49%	36%	1%	-51%	-47%	31%		173%	30%	162%	12%	-28%	-35%	-65%	-12%	-68%	-24%	-37%	-27%
Photo and Video Cameras	-56%	-65%	-82%	-94%	-61%	-79%	-69%	-42%	-51%	-59%	-83%		-55%	360%	-8%	-85%	-67%	-78%	-79%	-64%	-72%	-67%

# CONTEXT Covid-19 Weekly Report

Largest Industries Consumer

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## Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 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 GROWTH		
Industry Sector	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	33%	74%	22%	11%	49%	49%	89%	-19%	33%	56%	78%	103%	46%	50%	75%	67%	72%	56%	24%	42%	69%	48%
Software and Licences	19%	361%	103%	180%	130%	1074%	798%	183%	530%	189%	2%	403%	518%	331%	385%	76%	-8%	415%	-69%	186%	217%	196%
Printing Consumables	4%	-9%	7%	62%	12%	31%	-22%	39%	-30%	-20%	-1%	87%	128%	6%	-35%	69%	-7%	-46%	-7%	19%	-15%	15%
Telecommunications	-60%	-45%	-75%	-48%	-28%	15%	-39%	40%	3%	-10%	-70%	6%	6%	-58%	56%	-37%	-7%	65%	-39%	-50%	-3%	-43%
Warranties and Services	81%	491%	59%	226%	-5%	80%	-82%	188%	141%	48%	7256%	616%	49%	559%	132%	211%	-40%	39%	957%	91%	148%	95%
Disk Storage	30%	-7%	-46%	9%	-4%	30%	-5%	-30%	86%	55%	-21%	93%	39%	-30%	318%	22%	1%	145%	-58%	11%	134%	43%
Computing Components	138%	143%	15%	-16%	73%	87%	71%	96%	224%	117%	1%	-5%	141%	40%	100%	86%	41%	84%	-60%	93%	82%	89%
Displays	29%	84%	-6%	-10%	53%	-57%	110%	124%	129%	91%	14%	-37%	105%	70%	18%	-3%	19%	81%	-63%	37%	14%	31%
Desktop Computing	21%	7%	-64%	-14%	8%	87%	-4%	-27%	8%	138%	-19%	-13%	10%	-12%	79%	41%	28%	88%	43%	0%	67%	16%
Printing	17%	3%	57%	70%	8%	12%	105%	-3%	30%	78%	40%	35%	81%	35%	52%	156%	-23%	66%	-30%	32%	53%	37%
Networking Systems	3%	16%	-5%	134%	46%	120%	56%	24%	271%	86%	204%	234%	144%	68%	89%	156%	59%	69%	-33%	34%	82%	46%
Server Computing	46%	74%	185%	266%	217%	8489%	33%	-54%	2992%	612%	1804%	109%	92%	677%	287%	253%	76%	567%	87%	164%	274%	204%
Computing Accessories	6%	36%	-28%	-31%	12%	5%	4%	-28%	48%	42%	38%	-47%	9%	11%	11%	44%	67%	24%	-31%	5%	27%	9%
Audio-Video Systems	2%	4%	-21%	-6%	50%	6%	53%	20%	284%	76%	1%	88%	78%	2%	81%	75%	0%	-16%	109%	15%	51%	18%
Data Center Networking and Security	53%	56%	-53%	527%	-52%		328%		74%	201%	1143%	-69%	-91%	15%	114%	1708%	276%	20%	884%	22%	200%	47%
Wireless Networking	40%	145%	124%	22%	27%	98%	66%	67%	628%	32%	475%	-26%	283%	-26%	43%	180%	156%	45%	-46%	63%	81%	65%
Other Networking Equipment	57%	63%	18%	1%	39%	161%	60%	-11%	64%	540%	415%	-30%	128%	-27%	99%	14%	66%	236%	-37%	39%	75%	42%
Power Equipment	33%	-45%	-51%	-65%	23%	27%	40%	10%	190%	34%	-61%	47%	10%	-51%	48%	30%	-21%	-3%	-68%	-14%	35%	6%
Wearable Devices	-55%	-22%	-78%	-53%	9%	2%	5%	10%	1%	-2%	-55%	131%	3%	-73%	188%	-69%	-18%	-73%	-87%	-37%	-6%	-34%
Connectivity	-47%	-18%	-77%	-58%	27%	64%	-49%	-68%	14%	21%	-37%	11%	-18%	-50%	43%	-7%	-7%	139%	-34%	-32%	10%	-28%
Games Consoles	118%		128%	104%	282%	252%	41%	1445%	224%	53%	17%	1508%	285%	75%	-21%	12%	64%	-34%	172%	126%	20%	61%
Smart Home and Office	-24%	-33%	-78%	-88%	107%	-12%	56%	34%	414%	147%	70%	200%	59%	-70%	-53%	658%	319%	1109%	158%	-34%	323%	-33%
Removable Storage	-44%	-39%	-32%	-39%	-8%	110%	-57%	-62%	-45%	41%	-82%	183%	-6%	-86%	86%	-52%	-48%	17%	-65%	-48%	-15%	-41%
Electronics	119%	-97%	-95%	6%	-36%	-26%	-99%	-86%	22%	-24%	-90%	-35%	-51%	-95%	261%	227%	6%	-70%	-52%	-75%	88%	-57%
Unified Communications	24%	666%	18%	9%	26%		-20%	-96%	-26%			456%	-70%	-77%	47%	1221%	-76%	521%		30%	137%	38%



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 17 (April 26 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 GROWTH		
Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Notebooks	35%	88%	106%	20%	42%	-14%	78%	38%	-9%	-12%	87%	8%	57%	26%	8%	52%	-3%	-5%	18%	49%	19%	45%
Smartphones	-37%	25%	-49%	-56%	6%	3%	-60%	-41%	9%	-23%	-65%	65%	87%	-71%	-57%	-35%	-52%	492%	1%	-26%	-40%	-28%
Warranties and Services	15%	30%	35%	21%	21%	34%	-19%	23%	1%	9%	-49%	3%	35%	29%	28%	41%	-10%	21%	29%	21%	25%	21%
Ink Cartridges and Tanks	0%	-28%	5%	22%	19%	-21%	-24%	97%	103%	-23%	8%	80%	23%	10%	-33%	30%	-37%	-61%	-26%	4%	-16%	2%
Desktops	-24%	-13%	-51%	-51%	-33%	-20%	-37%	-28%	-63%	-34%	-5%	-27%	-36%	-49%	-29%	-17%	-32%	-21%	-30%	-33%	-27%	-32%
Tablet PCs	-11%	25%	108%	-12%	-14%	-18%	28%	-50%	3%	-27%	-5%	111%	11%	-7%	-16%	34%	18%	235%	-26%	7%	13%	7%
Toner	-32%	-60%	-48%	-49%	-29%	-12%	-16%	-45%	-30%	-33%	-50%	-18%	-44%	-49%	-28%	-28%	-30%	-66%	-41%	-42%	-30%	-39%
Monitors	-14%	3%	-45%	-55%	-2%	-19%	-44%	-24%	-22%	-13%	3%	-27%	-12%	-21%	-35%	-11%	55%	-23%	-35%	-20%	-19%	-20%
Office Applications Software	-9%	19%	-13%	-10%	28%	-9%	-3%	5%	48%	57%	20%	149%	25%	8%	43%	23%	-17%	81%	20%	8%	29%	10%
Network Switches	-3%	2%	-45%	-51%	-23%	-3%	-22%	-17%	27%	112%	-44%	-36%	3%	-26%	-4%	22%	-46%	12%	16%	-15%	-3%	-13%
Solid State Drives (SSDs)	11%	-43%	13%	-6%	10%	34%	-25%	-20%	-72%	-11%	-46%	86%	56%	-1%	163%	33%	-32%	-40%	-19%	-7%	75%	5%
Processors	-9%	-13%	-34%	-4%	11%	-6%	-45%	-9%	-73%	52%	-43%	3%	-52%	-39%	51%	-4%	-15%	-42%	-64%	-22%	26%	-14%
Security Software	63%	31%	49%	77%	19%	145%	48%	37%	291%	88%	-29%	29%	90%	14%	-25%	180%	3%	173%	445%	50%	41%	49%
Operating Systems Software	-21%	10%	1%	-24%	16%	77%	-38%	30%	-48%	67%	-32%	85%	23%	-24%	40%	-11%	-35%	68%	-36%	-3%	14%	-2%
Data Management Software	85%	14%	50%	23%	146%	116%	46%	48%	-4%	82%	-27%	68%	136%	-31%	-150%	89%	45%	13%	119%	42%	-110%	11%
Servers (PC/Mac)	-23%	-23%	-11%	-12%	-5%	5%	-22%	-34%	-28%	16%	-4%	-37%	22%	-15%	-15%	36%	-9%	-49%	-47%	-16%	-13%	-15%
Hard Disk Drives (HDDs)	-16%	-39%	-47%	-46%	-21%	-15%	-41%	-17%	13%	-29%	-34%	-10%	-17%	-56%	6%	-16%	-4%	-47%	-66%	-30%	-6%	-26%
Headsets/Headphones and Microphones	29%	90%	-15%	45%	39%	28%	20%	-37%	69%	169%	233%	113%	40%	136%	14%	0%	27%	-23%	37%	44%	12%	42%
RAM Memory	-19%	-34%	-24%	-51%	-18%	10%	-55%	-35%	-77%	54%	-51%	-12%	-39%	-46%	22%	9%	-28%	98%	-58%	-32%	16%	-27%
Disk Arrays	47%	18%	21%	-32%	-67%	18%	15%	-20%	62%	117%	-53%	-16%	-18%	-46%	20%	33%	-28%	-52%	30%	5%	4%	5%
Graphics and Design Software	-20%	-31%	12%	-11%	-16%	49%	-46%	0%	-19%	-55%	-3%	-57%	23%	-21%	47%	-10%	-16%	-77%	34%	-13%	-6%	-13%
All-in-One Lasers	-29%	-39%	14%	-61%	-48%	-17%	5%	-40%	-76%	-23%	27%	-58%	-53%	-25%	-58%	-14%	-12%	-43%	-14%	-31%	-51%	-37%
All-In-One Inkjets	-9%	21%	9%	-20%	-9%	37%	-30%	-79%	-22%	-43%	283%	-26%	-31%	45%	-73%	-7%	71%	-1%	16%	-2%	-19%	-3%
Wireless Access Points	5%	-3%	-20%	-49%	1%	-16%	-12%	-12%	175%	178%	15%	-16%	-11%	-43%	-15%	80%	-3%	-20%	-5%	-9%	12%	-7%
Network Routers	-27%	-24%	9%	29%	-5%	-23%	-27%	-58%	105%	-31%	182%	-37%	-32%	-21%	-31%	-19%	4%	28%	-17%	-18%	-25%	-19%
Network Management and Security Appliances	26%	-7%	9%	-45%	37%	109%	2%	-10%	162%	-33%	-25%	44%	40%	-9%	-27%	94%	52%	-65%	464%	9%	-10%	8%
Virtualisation Software	-1%	58%	61%	15%	64%	4%	50%	107%	6%	26%	-54%	-66%	15%	218%	64%	127%	21%	-73%	-31%	24%	55%	26%
Graphics Cards	15%	33%	-16%	-49%	-18%	36%	-53%	-27%	-55%	-39%	-22%	-30%	17%	-1%	10%	6%	43%	38%	-44%	1%	9%	3%
Network Management Software	6%	3%	58%	-7%	92%	11%	-44%	37%	-22%	70%	173%	43%	44%	41%	-9%	170%	21%	-43%	420%	16%	14%	15%
Televisions	-64%	-77%	2%	-79%	17%	-50%	-10%	-7%	-63%	86%	394%	-28%	-72%	-9%	118%	-21%	-58%	5%	81%	-33%	-15%	-27%
Large Format Displays	-28%	-63%	-36%	-83%	-36%	5%	-73%	-48%	-47%	-52%	-56%	-12%	-27%	-74%	-26%	2%	-36%	-70%	-35%	-49%	-28%	-48%
Docking Stations	-1%	-2%	34%	-29%	-14%	-9%	11%	12%	-7%	-12%	52%	15%	-42%	-10%	-8%	-8%	-10%	-21%	31%	-5%	-8%	-6%
Notebook Workstations	38%	99%	6%	24%	22%	-14%	87%	110%	33%	-7%	77%	-35%	57%	-27%	-26%	-19%	-29%	-15%	-17%	37%	-23%	32%
Database Management Software	9%	-14%	28%	-12%	17%	5%	-13%	-39%	-25%	57%	30%	-6%	6%	-2%	140%	-19%	-54%	-16%	67%	4%	17%	5%
Desktop Workstations (PC/Mac)	-28%	-58%	-53%	-65%	-45%	-68%	-47%	-69%	-60%	-72%	-61%	-80%	-25%	-79%	-60%	16%	-43%	-75%	-56%	-54%	-49%	-53%
Transceivers	7%	-2%	-28%	-24%	-21%	-39%	-50%	2%	-12%	-10%	-27%	-55%	7%	-26%	-29%	64%	25%	50%	-44%	-10%	-17%	-11%
Laser Printers	-44%	-23%	0%	-76%	56%	-38%	-15%	-45%	-24%	-55%	-52%	-39%	-51%	-32%	-62%	3%	24%	-43%	-62%	-37%	-51%	-41%
Uninterruptable Power Supplies (UPS)	-15%	37%	-47%	-59%	-16%	-40%	-46%	-6%	-39%	-8%	-38%	-5%	-10%	-51%	-16%	-37%	-5%	-49%	5%	-17%	-18%	-18%
Cables and Connectivity Adapters	-13%	-8%	-44%	-49%	7%	-26%	-32%	-26%	-43%	39%	-18%	-15%	2%	-40%	93%	40%	-31%	-44%	-4%	-22%	45%	-16%
Integrated Systems	-5%	148%	139%	49%		57%	-68%	1581%	-98%	-73%	1308%	187%	52%	130%	-11%	-114%				66%	-19%	62%
Keyboards and Keypads	-16%	-5%	-13%	-45%	83%		-8%	-25%	-30%	27%	74%	-46%	-13%	-39%	-24%	-24%	-16%	3%	-15%	-12%	-20%	-13%
Long Life Consumables	-44%	-66%	-56%	-53%	-45%	-18%	-32%	-39%	-57%	-25%	-49%	-43%	-41%	-68%	-36%	-49%	-33%	-77%	42%	-52%	-36%	-48%
Network Expansion Modules	5%	28%	-52%	-15%	31%	-63%	21%	-43%	65%	-47%	-21%	-53%	-71%	-25%	-20%	3%	-29%	-8%	-82%	-15%	-19%	-15%
Projectors	-49%	-67%	-71%	-77%	-27%	-36%	-54%	-69%	-75%	-33%	-71%	-62%	-49%	-79%	216%	-55%	-39%	-56%	-39%	-64%	-25%	-59%
Developer Tools Software	-26%	22%	-318%	45%	37%	41%	-40%	-29%	78%	116%	-12%	343%	138%	37%	-44%	138%	-50%	543%	3621%	25%	117%	30%
VOIP Systems	-5%	-43%	8%	-67%	-35%	-37%	-53%	-66%	124%	18%	-80%	10%	-39%	-17%	-5%	-75%	-5%	-3%	-73%	-30%	-31%	-30%
Servers (Unix)	28%	-70%		-17%									-80%	147%						5%	1430%	11%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer  
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Largest Categories in Consumer Channel  
% Change in sales through IT Distribution in Euros  
4 Weeks to Week 17 (April 26 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	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Portugal	Norway	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia
Notebooks	56%	103%	29%	5%	48%	66%	113%	-11%	34%	71%	98%	144%	87%	46%	81%	66%	75%	33%	25%
Smartphones	-60%	-43%	-75%	-43%	-32%	18%	-38%	45%	8%	-13%	-70%	6%	8%	-58%	35%	-37%	-7%	72%	-38%
Warranties and Services	81%	491%	59%	226%	-5%	80%	-82%	188%	141%	48%	7256%	616%	49%	559%	132%	211%	-40%	39%	957%
Ink Cartridges and Tanks	9%	-5%	18%	68%	38%	51%	-23%	56%	-34%	-12%	-1%	101%	202%	42%	-22%	77%	33%	-37%	-5%
Desktops	17%	11%	-64%	-30%	11%	88%	-10%	-34%	-5%	139%	-18%	-13%	9%	-12%	76%	42%	28%	96%	40%
Tablet PCs	-11%	-14%	2%	21%	47%	2%	7%	-44%	22%	7%	8%	-76%	-15%	69%	9%	62%	55%	672%	13%
Toner	-11%	-33%	-35%	-24%	-15%	-1%	-10%	-50%	-18%	-39%	17%	-7%	40%	-41%	-41%	48%	-39%	-65%	-44%
Monitors	38%	135%	38%	12%	66%	66%	165%	65%	90%	63%	62%	-46%	96%	54%	9%	42%	43%	77%	-35%
Office Applications Software	-34%	116%	-3%	18%	28%	398%	498%	61%	503%	138%	154%	157%	539%	5%	45%	47%	-51%	114%	17%
Network Switches	41%	-59%	-45%	397%	66%	105%	121%	-26%	270%	57%	256%	1534%	83%	5%	142%	254%	74%	270%	161%
Solid State Drives (SSDs)	1%	73%	-56%	52%	12%	48%	-8%	-24%	39%	65%	-4%	99%	165%	10%	239%	28%	26%	168%	-53%
Processors	221%	207%	4%	-16%	231%	101%	59%	148%	309%	180%	1%	43%	127%	159%	192%	16%	25%	46%	-74%
Security Software	6%	274%	51%	166%	275%	-152%	1069%	292%	484%	-2%	-36%	239%	370%	90%	236%	192%	383%	2099%	-18%
Operating Systems Software	46%	10%	26%	115%	51%	207%	397%	447%	257%	79%	57%	308%	421%	1156%	68%	108%	-38%	69%	-83%
Hard Disk Drives (HDDs)	114%	-22%	-39%	-9%	-13%	9%	-5%	-37%	104%	34%	-62%	102%	21%	-50%	357%	29%	-23%	89%	-76%
Headsets/Headphones and Microphones	29%	29%	-18%	24%	74%	58%	64%	-6%	216%	88%	28%	223%	128%	43%	122%	213%	77%	11%	165%
RAM Memory	73%	68%	13%	23%	85%	76%	114%	66%	136%	143%	30%	-71%	72%	13%	210%	165%	-31%	107%	-30%
All-in-One Lasers	13%	45%	91%	117%	18%	49%	118%	0%	25%	8%	81%	20%	-24%	31%	61%	39%	81%	26%	-26%
All-In-One Inkjets	10%	-2%	51%	60%	7%	-30%	98%	-4%	26%	145%	25%	28%	146%	59%	33%	319%	-54%	150%	-32%
Wireless Access Points	42%	147%	148%	11%	27%	97%	64%	91%	653%	15%	539%	-31%	297%	-31%	30%	180%	160%	37%	-48%
Network Routers	-7%	140%	2%	-56%	25%	124%	23%	175%	272%	186%	162%	46%	175%	153%	67%	98%	52%	-21%	-45%
Graphics Cards	116%	135%	20%	-59%	24%	85%	76%	22%	130%	112%	-33%	-79%	230%	-16%	17%	153%	85%	112%	-54%
Televisions	-2%	40%	-36%	77%	85%	-99%	44%	-29%	390%	141%	-86%	-15%	2309%	647%	44%	-38%	-25%	96%	-86%
Laser Printers	49%	16%	50%	120%	46%	104%	222%	48%	-9%	156%	202%	207%	104%	60%	22%	90%	45%	71%	-25%
Uninterruptable Power Supplies (UPS)	27%	-54%	-64%	-53%	-5%	129%	161%	48%	295%	93%	-80%	107%	61%	-43%	68%	68%	-11%	145%	8%
Cables and Connectivity Adapters	-54%	-17%	-79%	-63%	20%	65%	-52%	-69%	20%	12%	-38%	-1%	-18%	-54%	43%	-10%	-10%	189%	-35%
Smart Watches	-55%	32%	-84%	-14%	29%	55%	17%	10%	-3%	-7%	-53%	196%	26%	-57%	184%	-79%	-12%	-77%	-88%
Keyboards and Keypads	-3%	46%	-56%	-16%	123%	-34%	-32%	2%	-2%	42%	39%	-38%	62%	-20%	-14%	12%	102%	14%	-20%
Mobile Computing Cases	16%	-13%	-56%	-55%	-13%	40%	-14%	-52%	32%	-41%	-32%	-45%	3%	-15%	-43%	-6%	12%	72%	-1%
Projectors	-64%	-58%	-59%	-77%	-47%	344%	-53%	561%	-6%	7%	-76%	-69%	-49%	-59%	30%	-48%	-20%	-38%	-63%
Mice	-6%	54%	-34%	-38%	37%	11%	-5%	-39%	19%	69%	79%	-60%	25%	29%	-14%	32%	210%	26%	-42%
NAS Devices	35%	-49%	54%	-3%	-20%	55%	94%	20%	102%	61%	-34%	-70%	-22%	-35%	33%	-44%	-23%	141%	-23%
Digital Media Players	-22%	63%	-46%	60%	23%	3%	65%	91%	310%	87%	-49%	32%	-12%	5%	74%	-265%	-77%		-85%
Smartphone Protective Cases	-76%	-76%	-94%	-94%	-23%	-25%	-95%	-79%	-29%	-9%	-80%	-41%	-15%	-87%	1403%	-84%	20%	57%	
Smart Bands and Activity Trackers	-95%	-34%	-60%	-83%	-11%	-33%	-89%		224%		-62%		-50%	-87%	214%	0%	-27%	-71%	-66%
Smart Speakers	-28%	-69%	-86%	-91%	77%	-66%	576%	1165%	25%		-79%			-79%					
IP Cameras	-27%	-62%	-59%	-88%	12%	-58%	-70%	-59%	260%	57%	-35%	-29%	-9%	-87%	280%	-38%	-1%	229%	311%
Powerline Devices	63%	79%	28%	0%	44%	120%	17%	-13%	77%			474%		145%	-23%	42%	-5%	115%	-69%
Games Accessories	166%		-7%	52%	263%	61%	29%	1445%	309%	3%	19%	1508%	282%	55%	-22%	47%	-16%	-62%	76%
Memory Cards	-54%	-45%	-53%	-35%	-20%	274%	-80%	-71%	0%	69%	-82%	325%	118%	-90%	71%	-81%	-59%	12%	-66%
USB Memory	-49%	-36%		-48%		-13%	-67%	-43%	-69%	20%	-79%	-59%		-87%	165%	-57%	-52%	25%	-66%
Consoles Fixed	-28%		2839%		626%		452%		-78%	89%				-569%	154%		2%	242%	1052%
Portable Speakers	-97%	-81%	-2%	-90%	-2%	-99%	-55%	-43%	51%	-42%	-96%		-82%	-87%	-42%	-89%	-62%	-97%	-12%
Mobile Phones	-94%	-58%	-54%	-92%	132%	-41%	-81%		-41%	79%	-95%		-20%	-71%	-23%	-23%	-89%	-15%	38%
Digital Cameras	-97%	-3%	-97%	1152%	-33%	-100%			-62%		-49%	-78%		734%	-96%	-46%	-60%	-70%	-95%

CATEGORY GROWTH		
WE	EE	Total
58%	71%	62%
-49%	-9%	-43%
91%	148%	95%
28%	4%	26%
-2%	65%	14%
0%	52%	3%
-22%	-34%	-25%
61%	28%	53%
60%	40%	54%
69%	163%	91%
11%	84%	32%
128%	84%	113%
160%	243%	166%
143%	56%	107%
9%	198%	59%
42%	124%	50%
65%	143%	88%
36%	58%	44%
31%	52%	34%
65%	73%	66%
18%	51%	27%
72%	72%	72%
-1%	-14%	-5%
58%	35%	48%
-14%	64%	25%
-36%	4%	-33%
-25%	-34%	-26%
15%	7%	14%
-12%	-8%	-11%
-38%	-29%	-37%
7%	21%	10%
3%	-10%	1%
9%	-86%	7%
-77%	643%	-24%
-49%	95%	-39%
-64%	0%	-64%
-54%	102%	-48%
43%	16%	42%
112%	15%	74%
-53%	-29%	-48%
-52%	-11%	-44%
198%	24%	48%
-68%	-64%	-68%
-57%	-25%	-50%
-71%	-66%	-69%



A large, abstract graphic on the left side of the slide, composed of various shades of blue and white geometric shapes, including triangles and lines, creating a sense of movement and connectivity.

Optimise today  
Accelerate tomorrow