

# IT Industry Update

20<sup>th</sup> May 2020

CONTEXT COVID-19 Weekly Report



01

**CLIMATE SURVEY FEEDBACK**

02

**TOP TRENDS COVID-19 REPORTS TO WEEK 19 (WEEK 18 FOR US)**

03

**GUIDANCE Q2 BY COUNTRY**

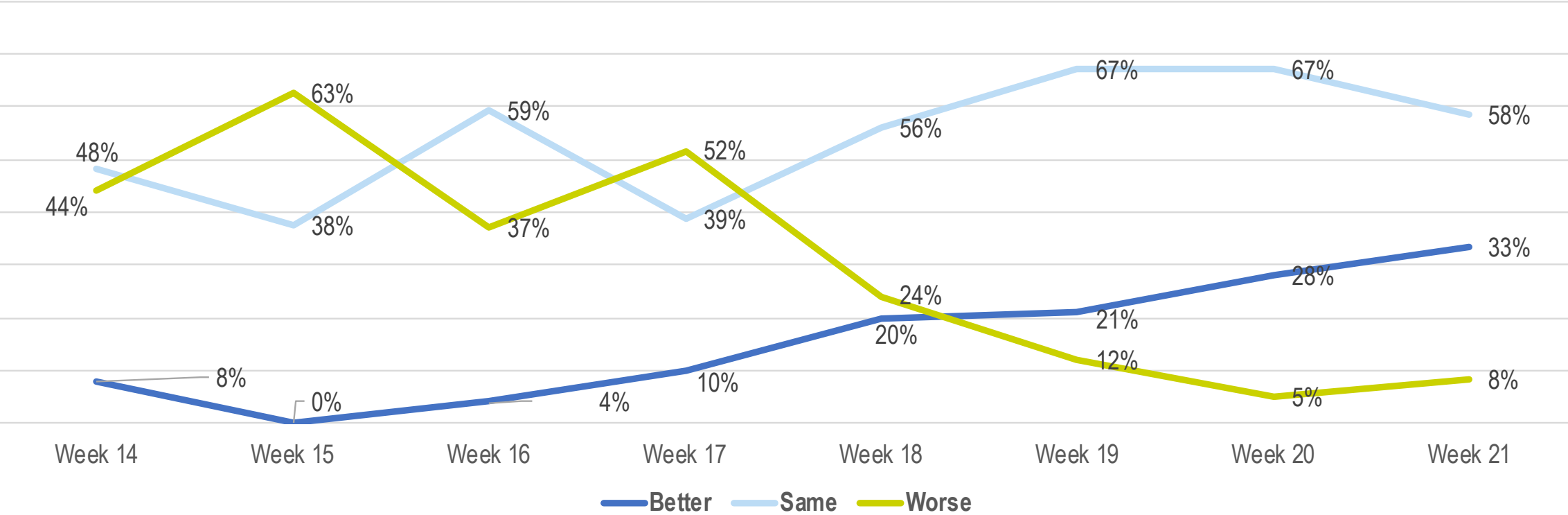
04

**ANALYST UPDATE – DISPLAYS (DOMINIKA KONCEWICZ)**

# CLIMATE SURVEY FEEDBACK – POSITIVE TRENDS THIS WEEK



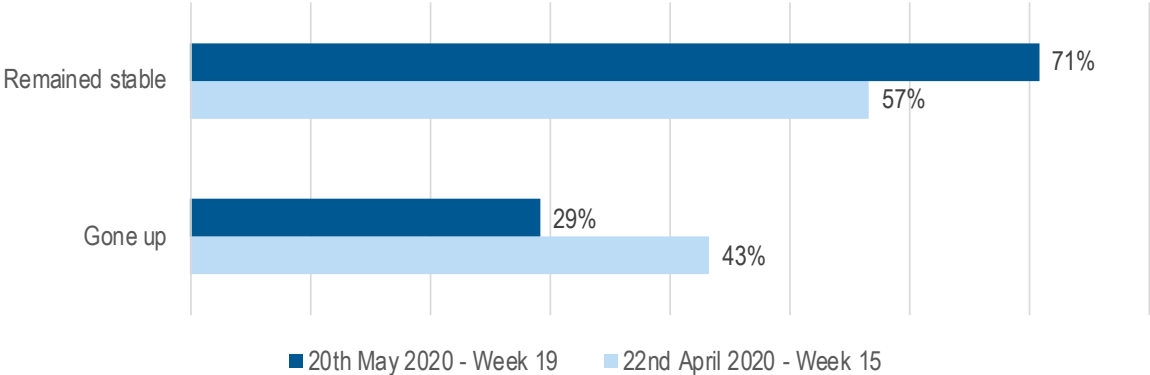
How is the situation for the IT industry in your country (compared to last week)?



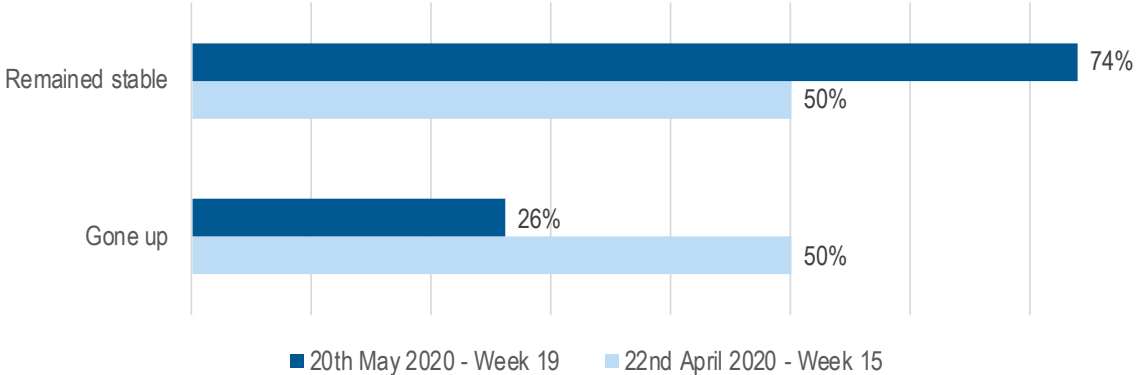
# PRICE MOVEMENTS



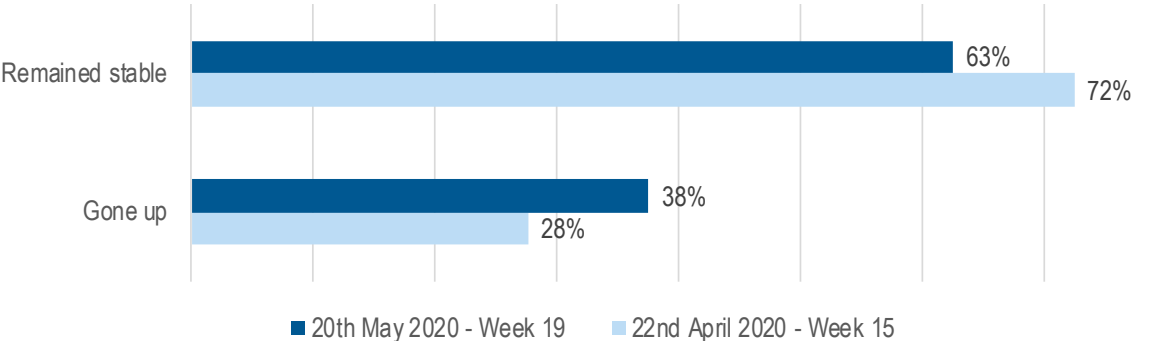
How have IT products' purchase prices been impacted?



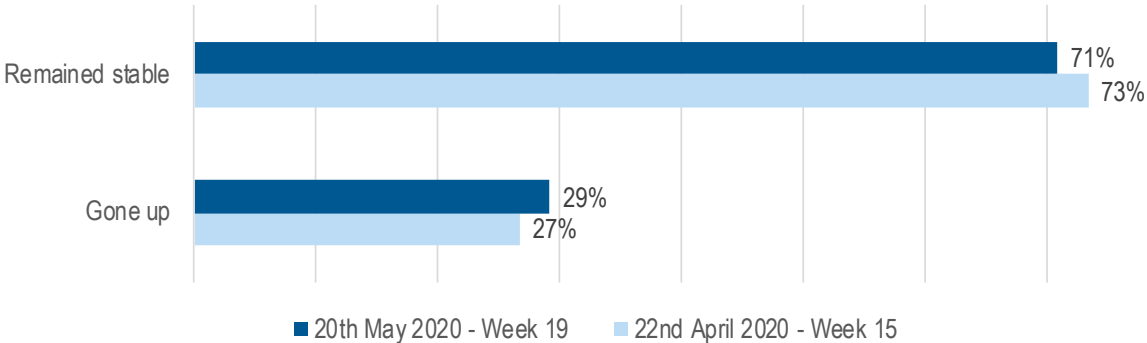
How have IT products' sales prices been impacted?



What has been the impact on inbound transport costs related to products in the IT Industry?



What has been the impact on outbound transport costs related to products in the IT Industry?



24 responses



# 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)*

## 01

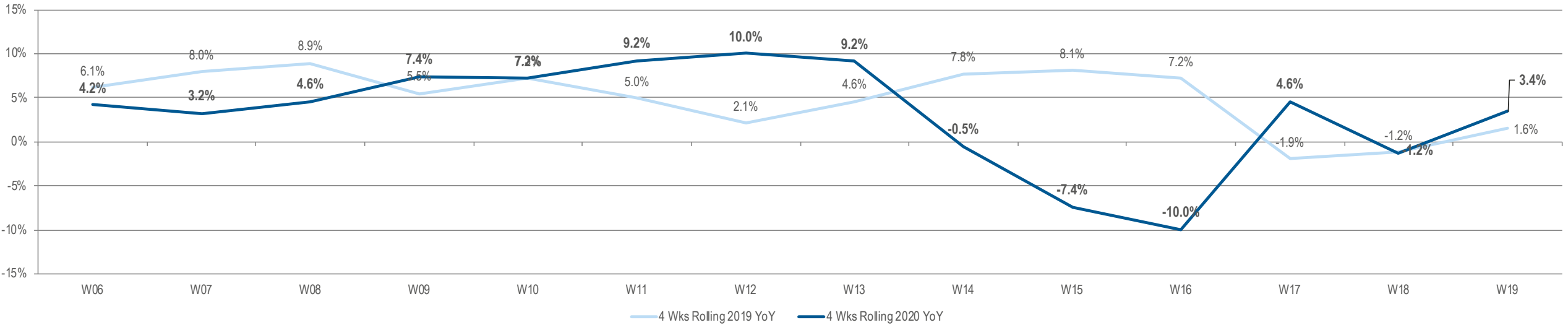
## REVENUE GROWTH/DECLINE

# WEEK 19: EXCEPTIONAL PERFORMANCE IN RUSSIA (28.6% YOY)

## 4 WEEKS: +3.4% YOY (1.6% WITHOUT RUSSIA)



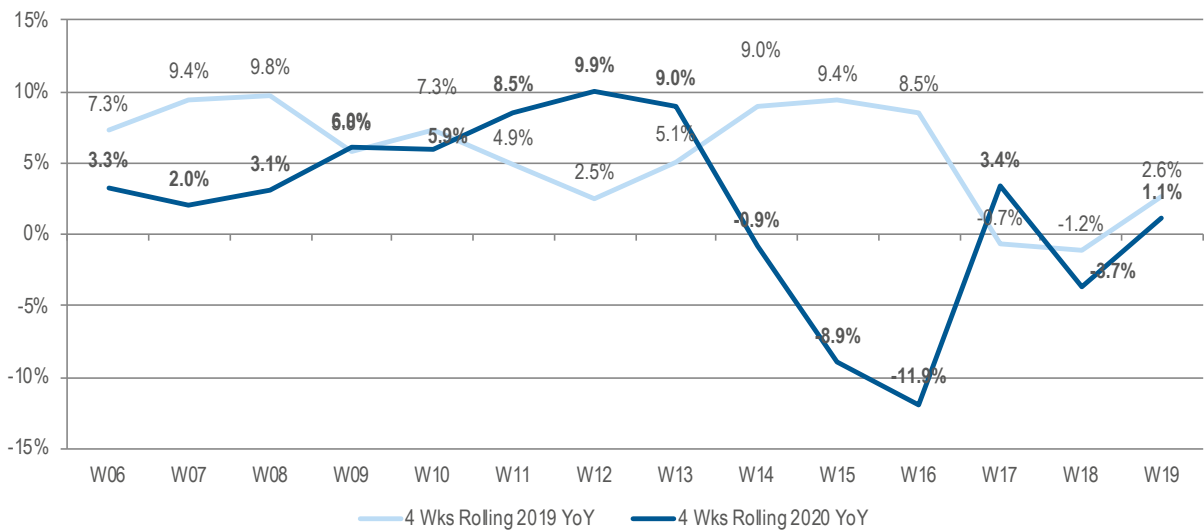
European Panel growth Y/Y 4 weeks rolling avg



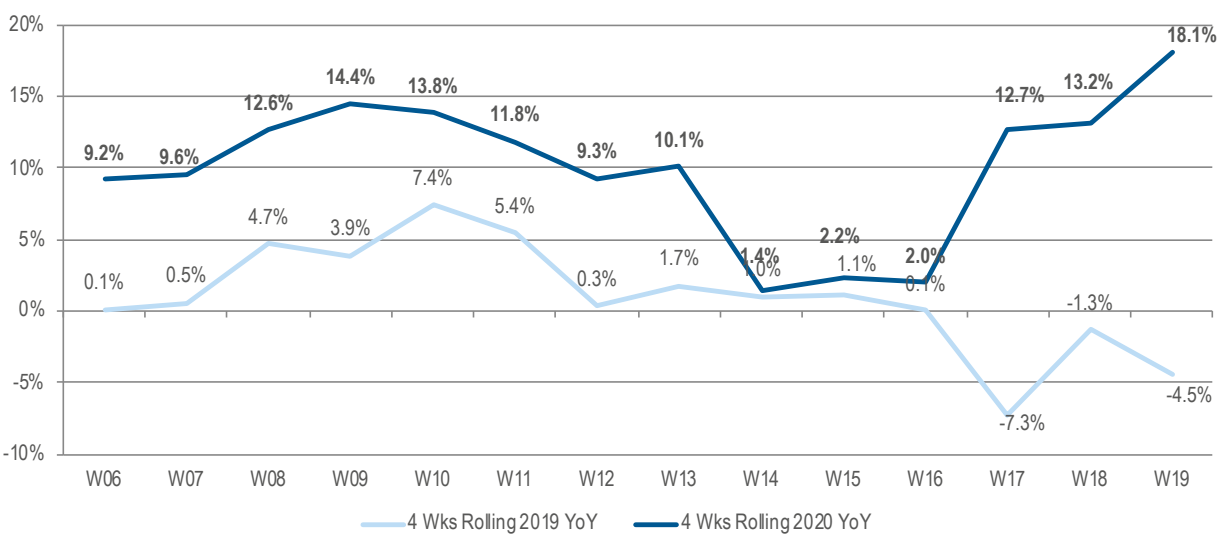
# ITALY AND FRANCE BRING DOWN WESTERN EUROPE



Western Europe growth Y/Y 4 weeks rolling avg



Eastern Europe growth Y/Y 4 weeks rolling avg

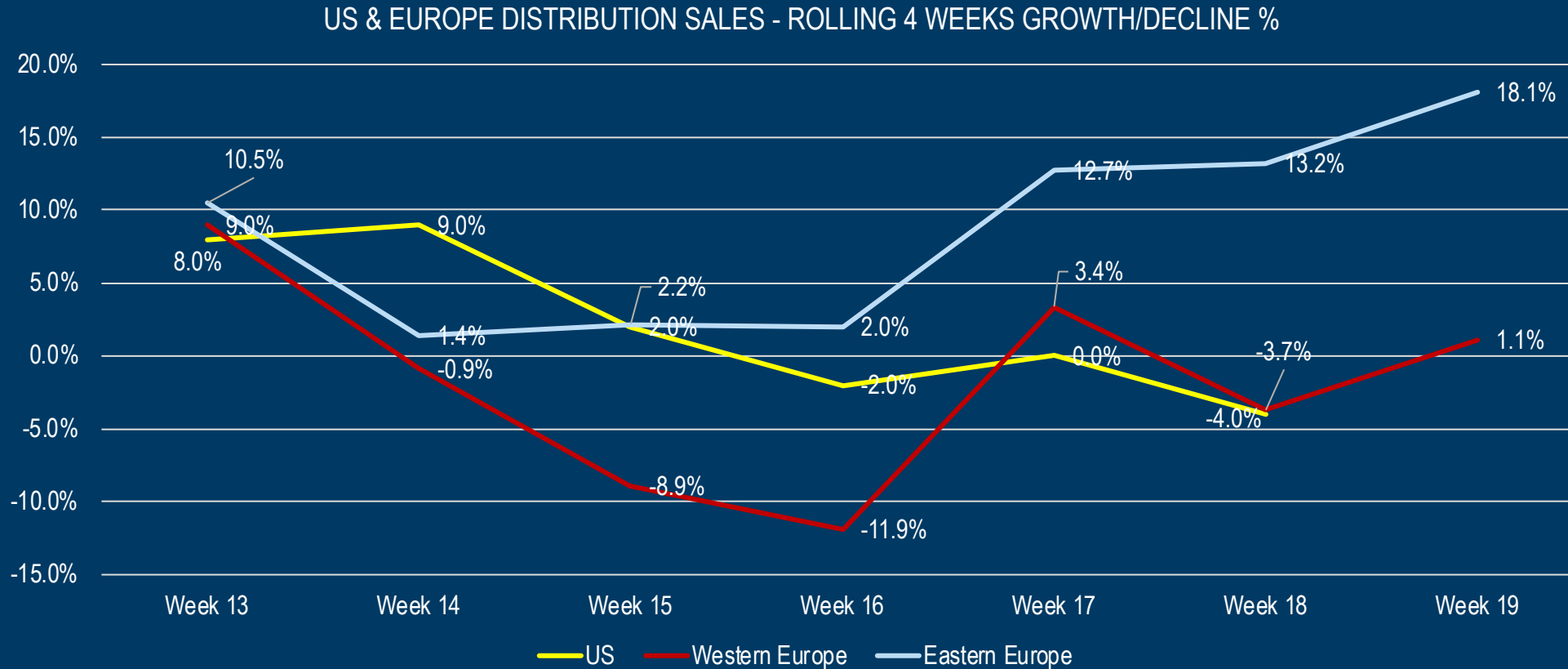




# US TRACKS CLOSELY WESTERN EUROPE

## Global Distribution Update – Covid-19 Weekly Report

### Total Distribution Trends US and Europe



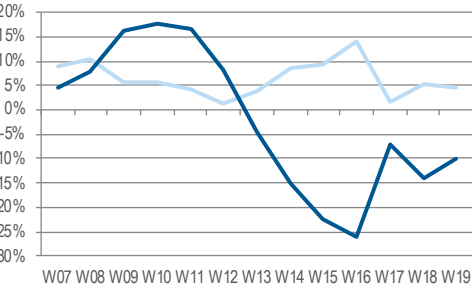
4 week rolling revenues based on \$ (US) and Euro (Europe)

# 4 OF THE 5 LARGE COUNTRIES ARE IN NEGATIVE TERRITORY



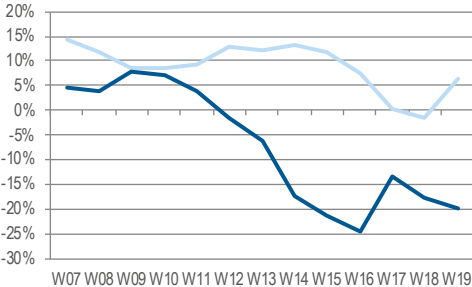
Pandemic week start Week 9

Italy growth Y/Y 4 weeks rolling avg



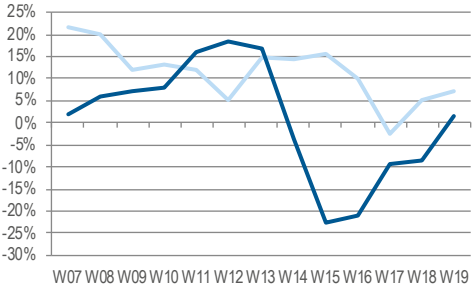
Week 10

France growth Y/Y 4 weeks rolling avg



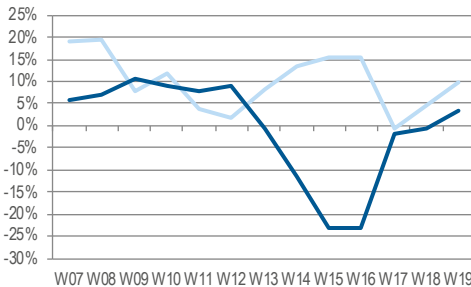
Week 10

Spain growth Y/Y 4 weeks rolling avg



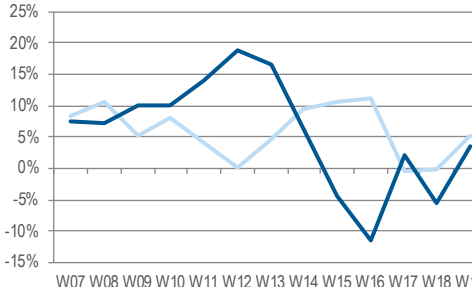
Week 10

Portugal growth Y/Y 4 weeks rolling avg



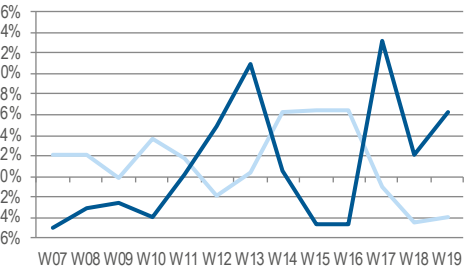
Week 10

Germany growth Y/Y 4 weeks rolling avg



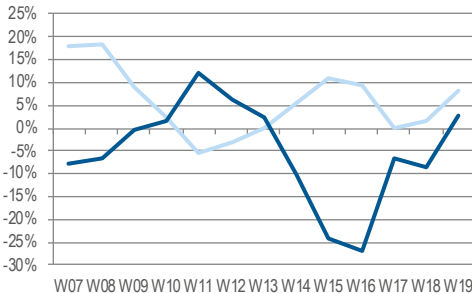
Pandemic week start Week 11

United Kingdom growth Y/Y 4 weeks rolling avg



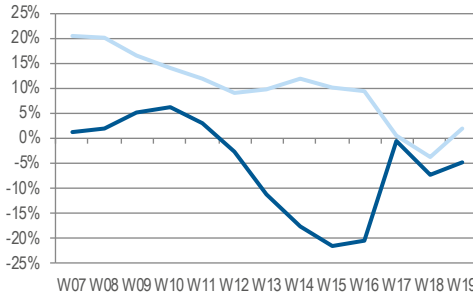
Week 11

Austria growth Y/Y 4 weeks rolling avg



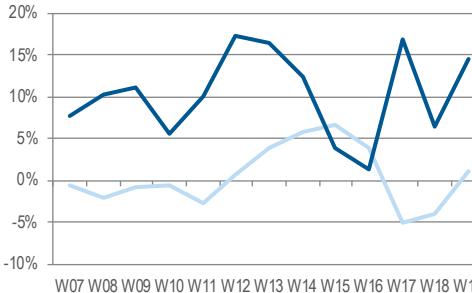
Week 11

Belgium growth Y/Y 4 weeks rolling avg



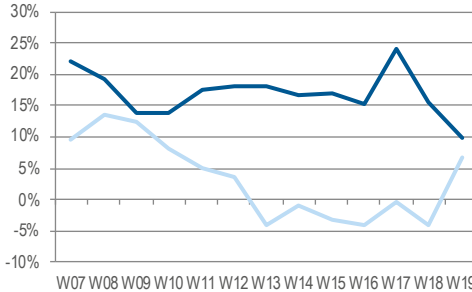
Week 11

Switzerland growth Y/Y 4 weeks rolling avg



Week 11

Other WE growth Y/Y 4 weeks rolling avg



Sorted in order of week of pandemic date

# RUSSIA GROWS IN MULTIPLE SECTORS

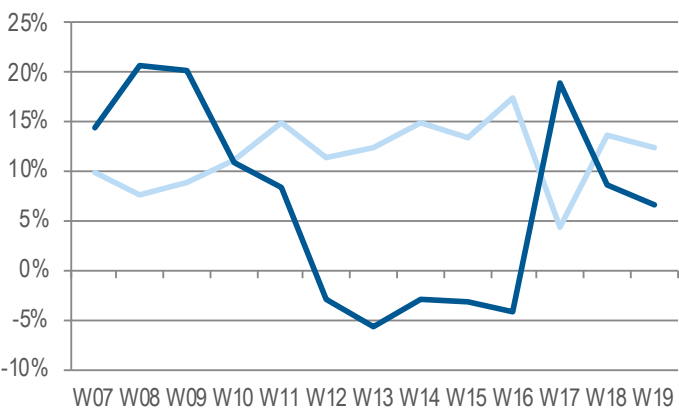
Pandemic week start

Week 11

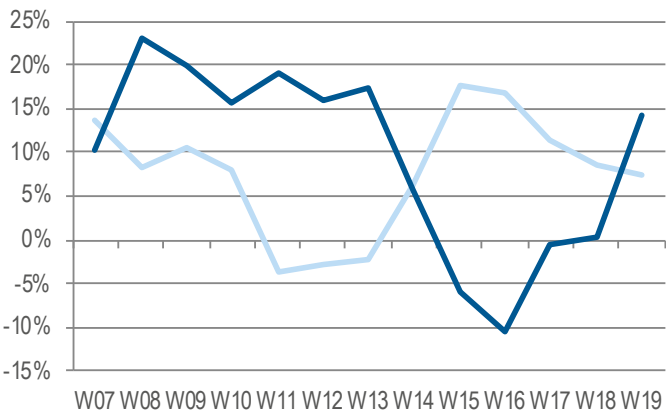
Week 11

Week 11

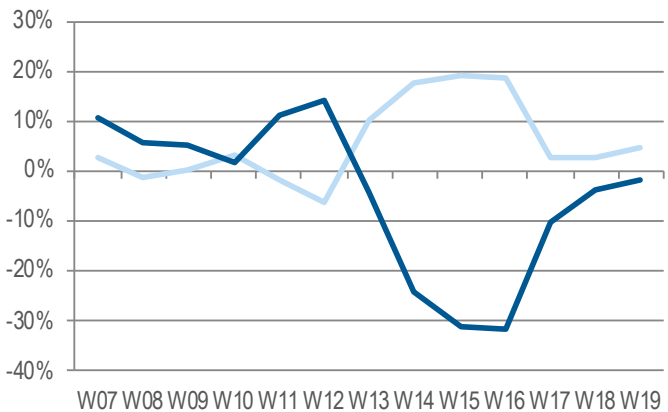
Poland growth Y/Y 4 weeks rolling avg



Czech Republic growth Y/Y 4 weeks rolling avg



Slovakia growth Y/Y 4 weeks rolling avg

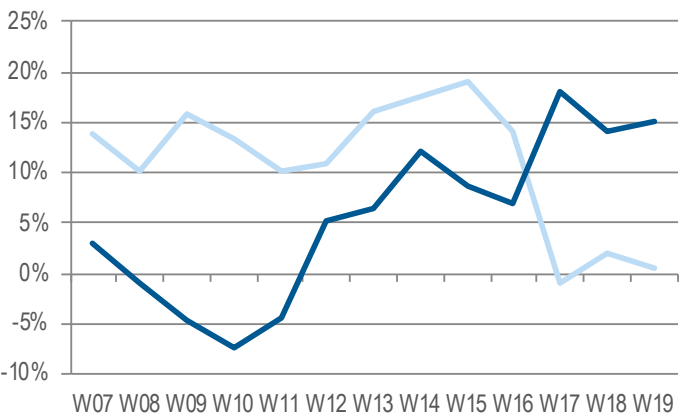


Pandemic week start

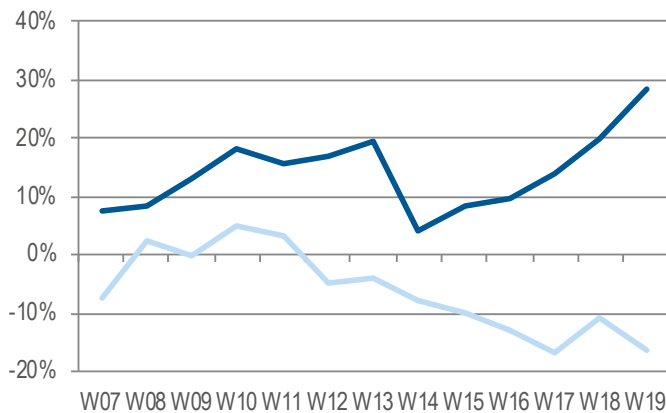
Week 11

Week 11

Baltics growth Y/Y 4 weeks rolling avg



Russia growth Y/Y 4 weeks rolling avg



Sorted in order of week of pandemic date

02

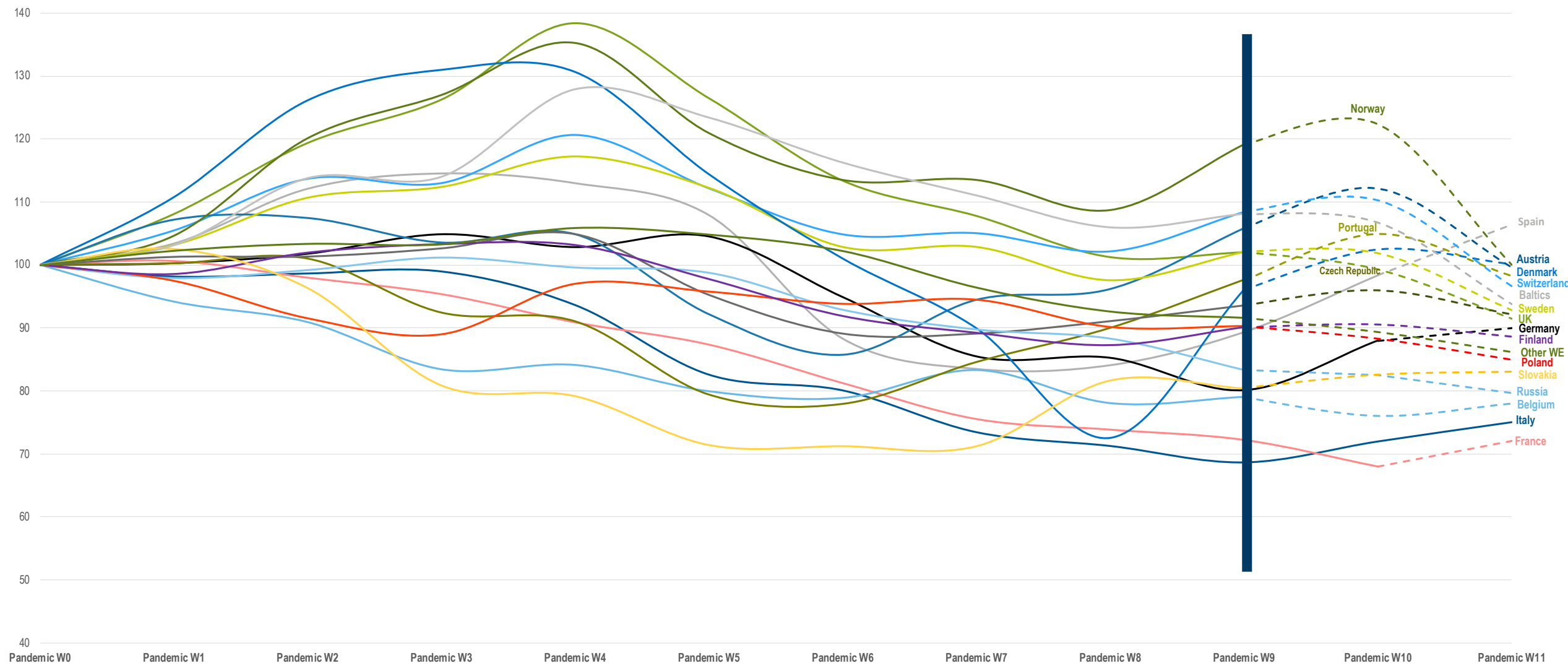
## REVENUE PANDEMIC INDEX



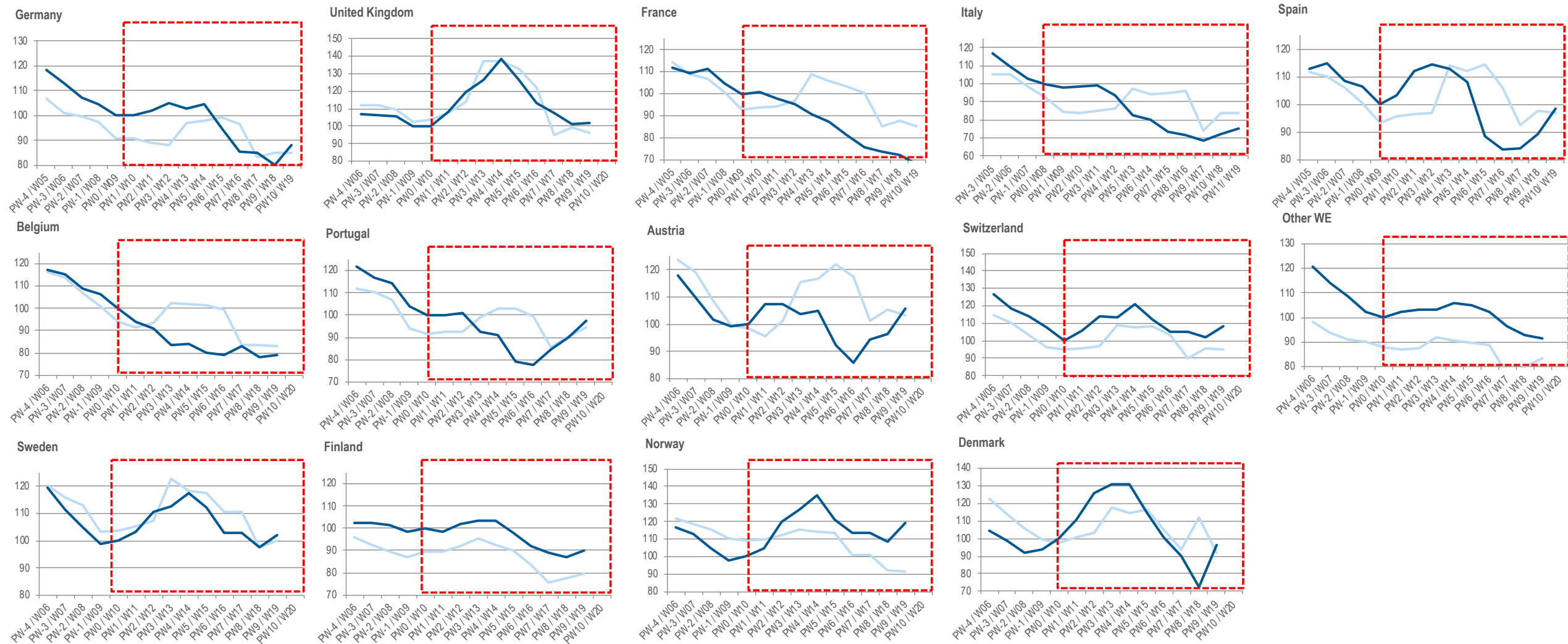
# ALMOST ALL COUNTRIES EXCEPT NORDICS AND CH ARE BELOW THEIR 100 INDEX



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

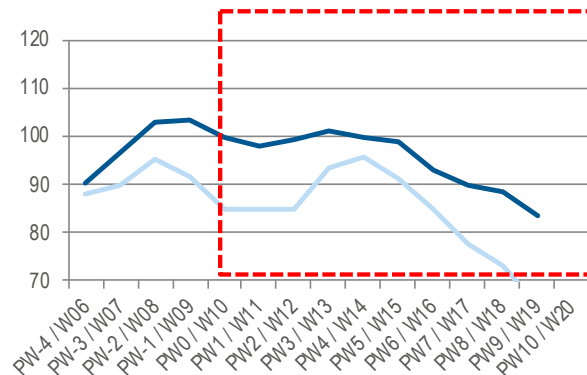


# WESTERN EUROPE: COUNTRY BY COUNTRY PANDEMIC GRAPHS

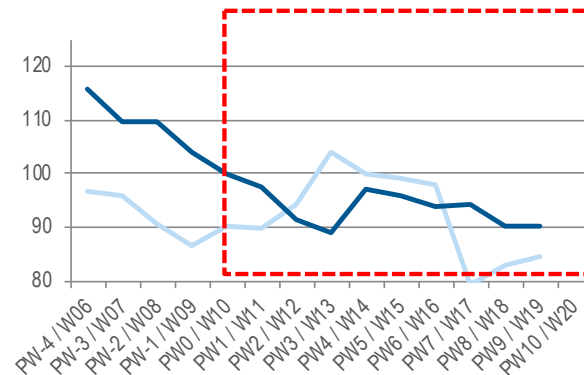


# EASTERN EUROPE: COUNTRY BY COUNTRY PANDEMIC GRAPHS

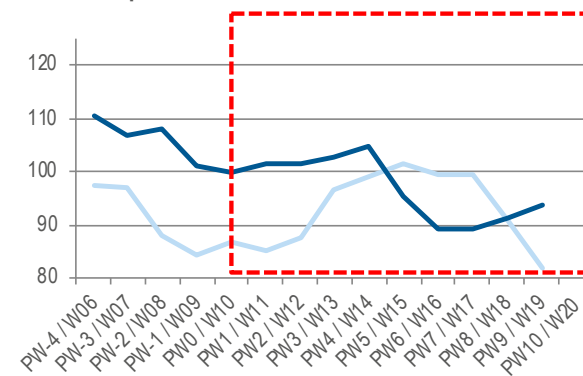
Russia



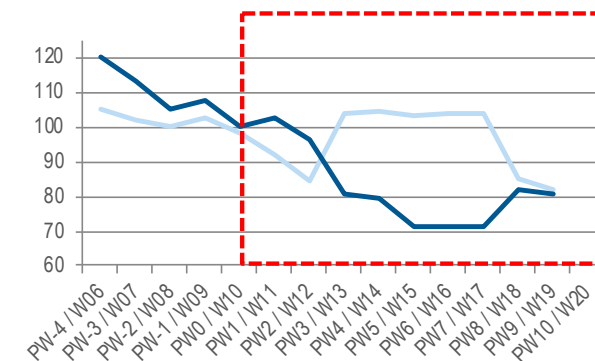
Poland



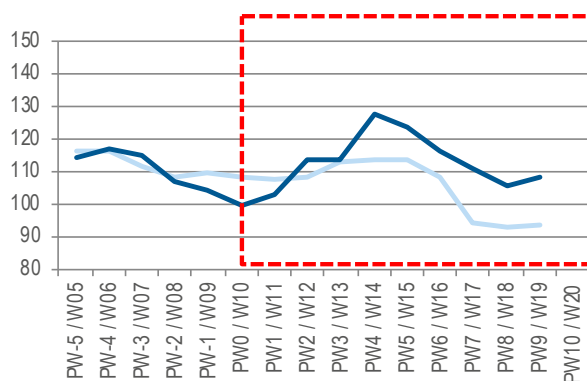
Czech Republic



Slovakia



Baltics



## Q2 2020 – GUIDANCE BY COUNTRY



# Q2 GUIDANCE BY KEY AREA

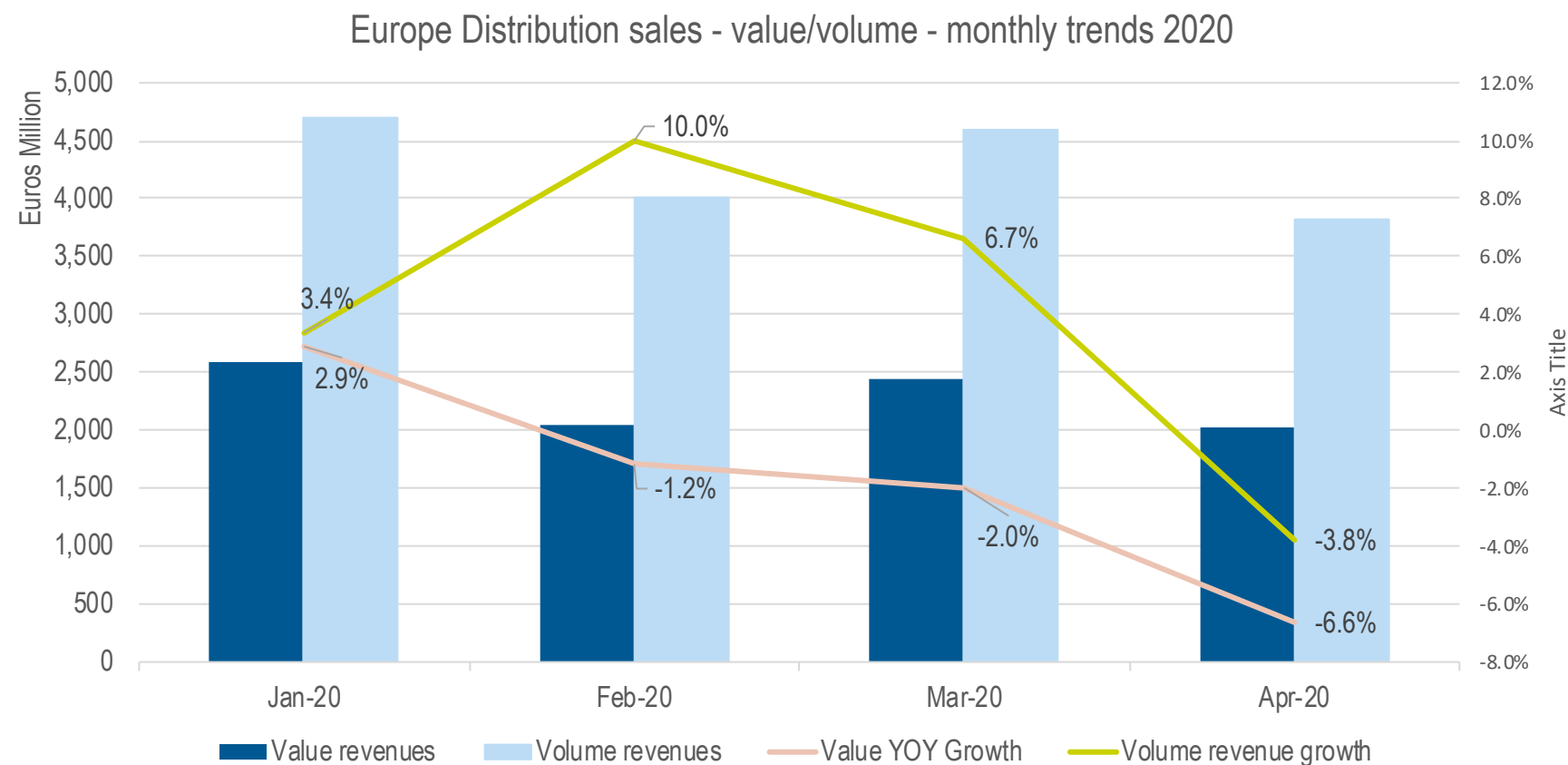
	Q1 YOY Growth/Decline		Last year's Q2 YOY growth/decline	Last year's Q2 sequential growth/decline	This year's Q2 forecast growth/decline	
Guidance	Q1 2020 vs Q1 2019	Q2 2019 €bn	Q2 2019 vs Q2 2018	Q2 2019 vs Q1 2019	Q2 2020 vs Q2 2019	Q2 2020 €bn
Mobile & desktop computing	11.7%	3.9	8.4%	-6.5%	6.0%	4.1
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>

## Q2 GUIDANCE BY COUNTRY

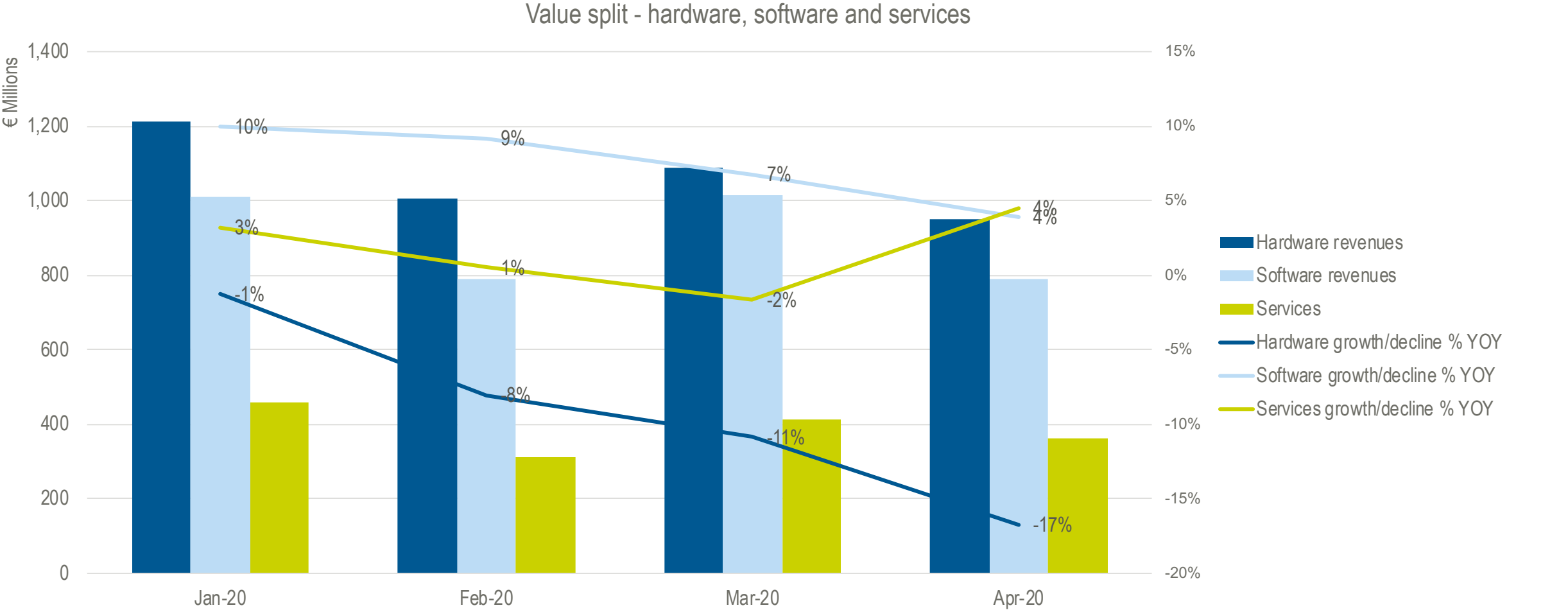
	Q1 YOY Revenue Trend		April 2020 Revenue Trend	This year's Q2 forecast growth/decline	Latest GDP forecast	
Guidance	Q1 2020 vs Q1 2019	Q2 2019 €bn	April 2020 vs April 2019	Q2 2020 vs Q2 2019	Q2	Q2 2020 €bn
Germany	9.9%	3.7	-4.7%	-5.1%	-14.0%	3.5
UK	-1.4%	3.1	2.0%	-4.9%	-26.0%	3.0
Italy	7.1%	1.8	-17.1%	-9.0%	-13.2%	1.6
France	-2.2%	1.7	-16.9%	-8.9%	-14.0%	1.5
Spain	3.1%	1.3	-11.6%	-7.8%	-14.6%	1.2
Russia	7.1%	1.4	-0.7%	-0.4%	-16.0%	1.4
Poland	9.5%	0.8	6.8%	7.3%	-8.9%	0.8
Other	5.8%	3.5	2.6%	0.1%		3.5
<b>Total</b>	<b>4.8%</b>	<b>17.3</b>	<b>-3.3%</b>	<b>-4.1%</b>	<b>-12.5%*</b>	<b>16.6</b>

\* Euro area

# VALUE BUSINESS MORE IMMEDIATELY AFFECTED BY THE CRISIS

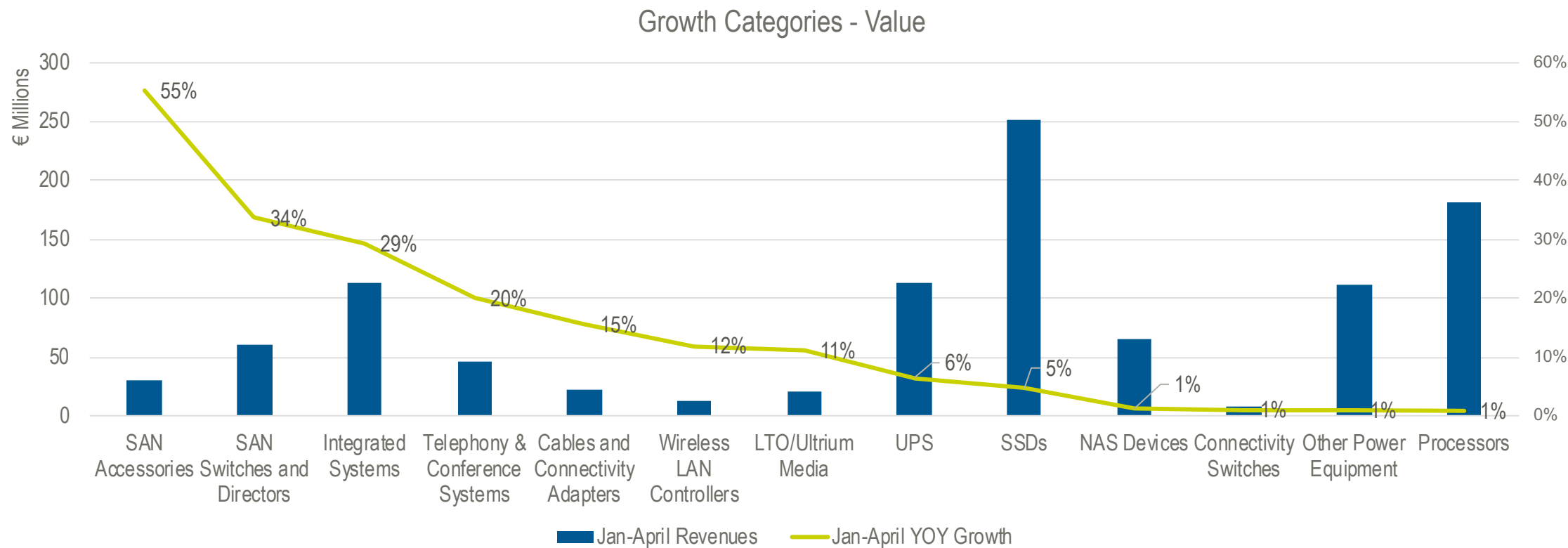


# HARDWARE IS THE CASUALTY



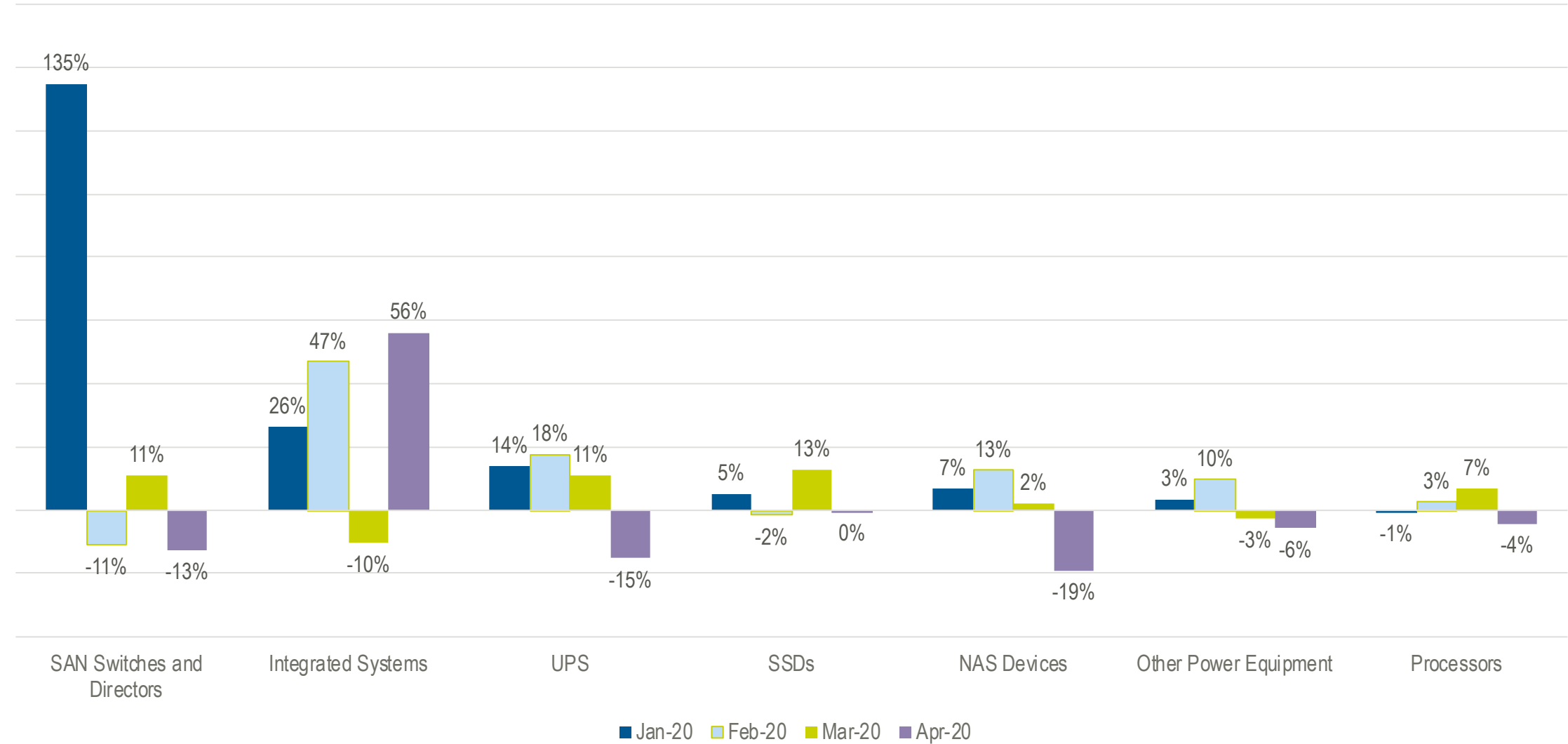


# TOP CATEGORIES OF GROWTH IN HARDWARE VALUE

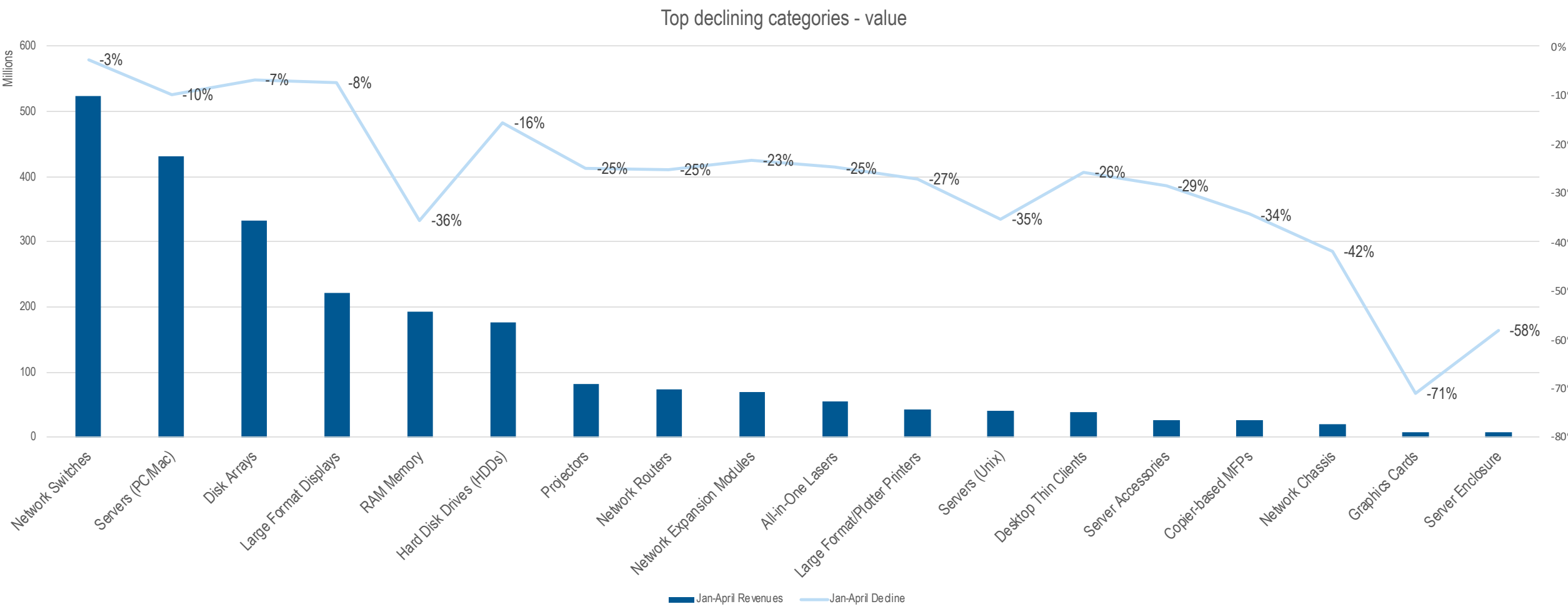


# GROWTH COMES FROM PRE-PANDEMIC SALES

Growth Categories - Value - Monthly Trend



# DECLINE IN SOME OF THE CORE CATEGORIES IN JAN-APRIL

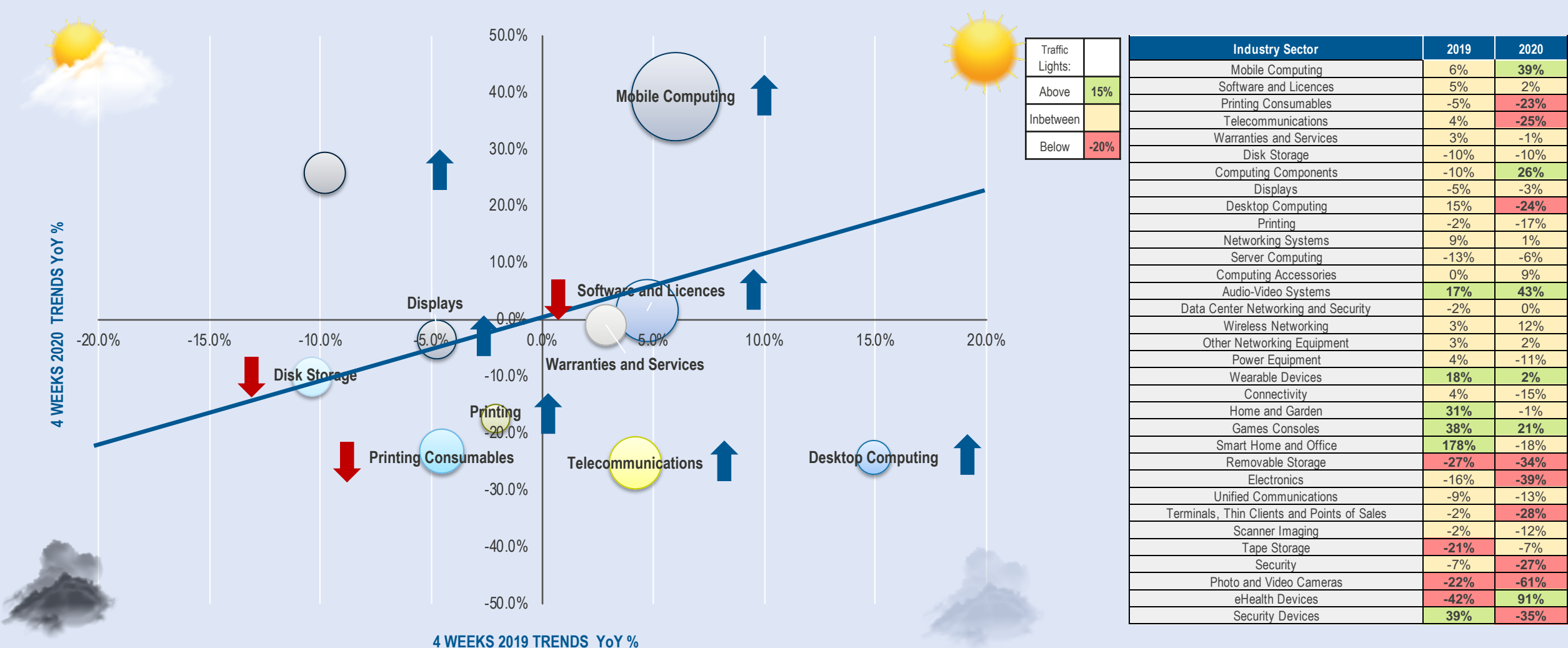


03

## SECTOR/CATEGORY WEATHER MAPS

# INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 19 (10/05/20) vs same period 2019

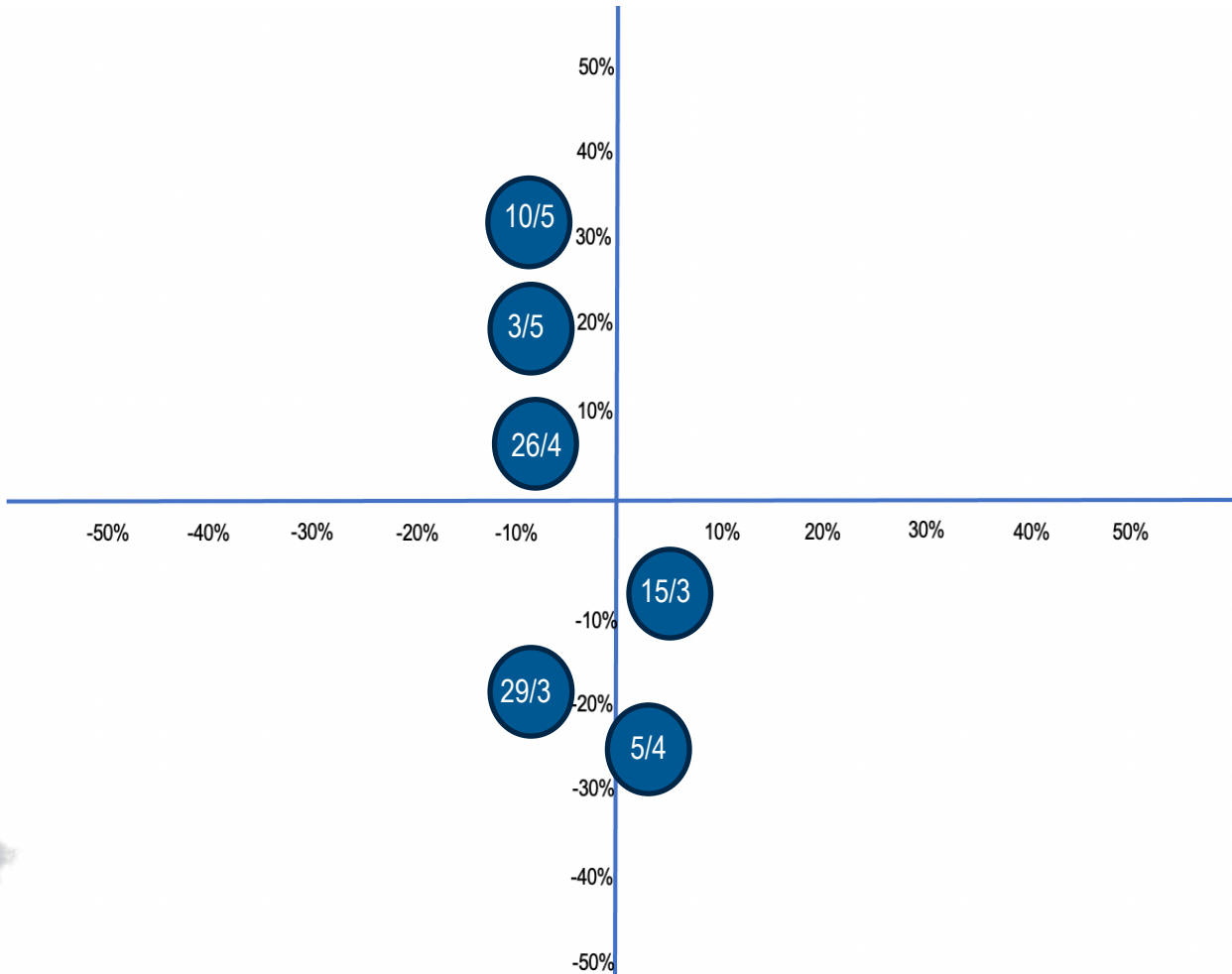


# THE ASCENT OF COMPUTING COMPONENTS

% Change in sales through IT Distribution in €: 4 Weekly revenues from 15/3 to 10/5



4 WEEKS 2020 TRENDS YoY %



4 WEEKS 2019 TRENDS YoY %

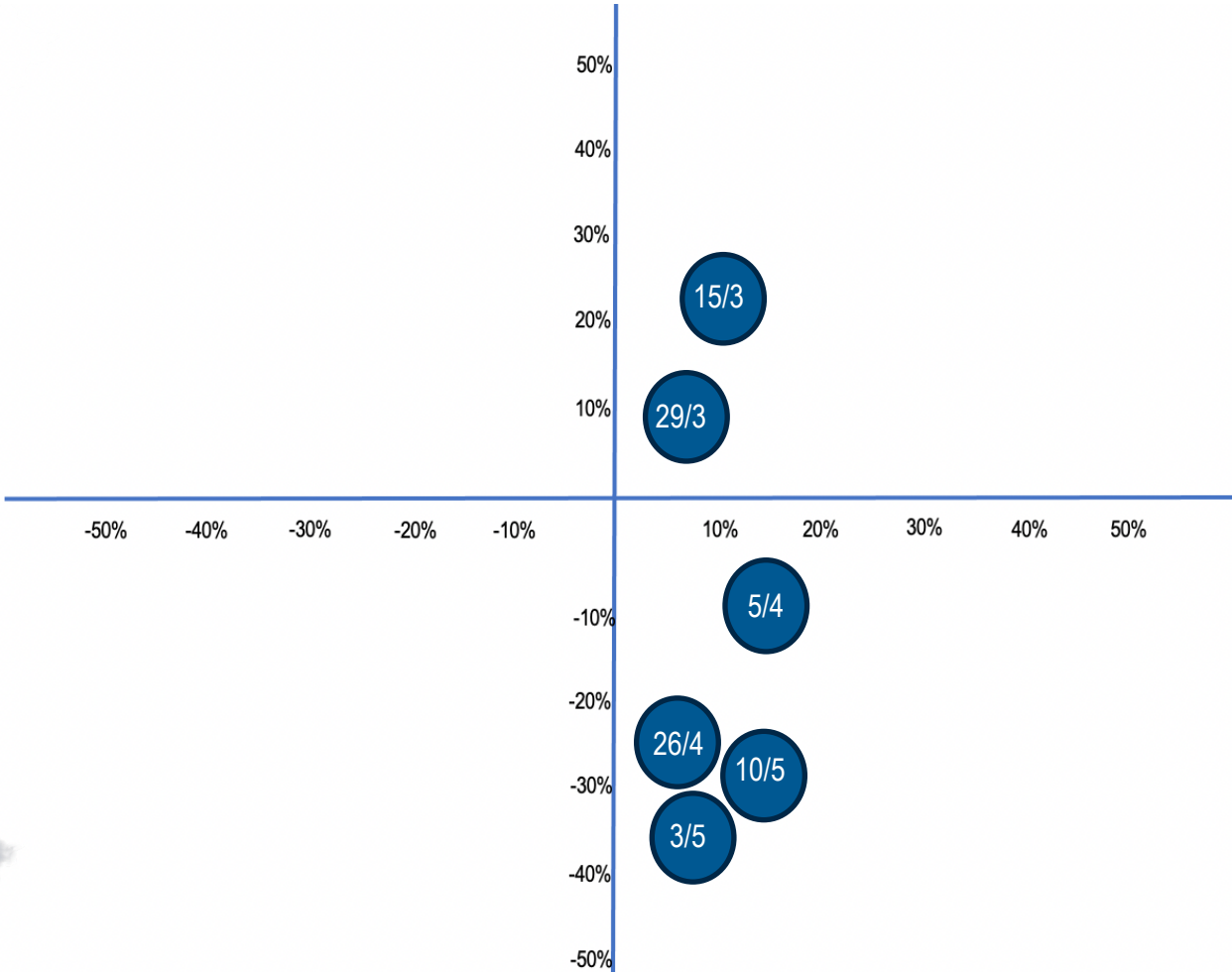


# THE DESCENT OF DESKTOPS

% Change in sales through IT Distribution in €: 4 Weekly revenues from 15/3 to 10/5



4 WEEKS 2020 TRENDS YoY %



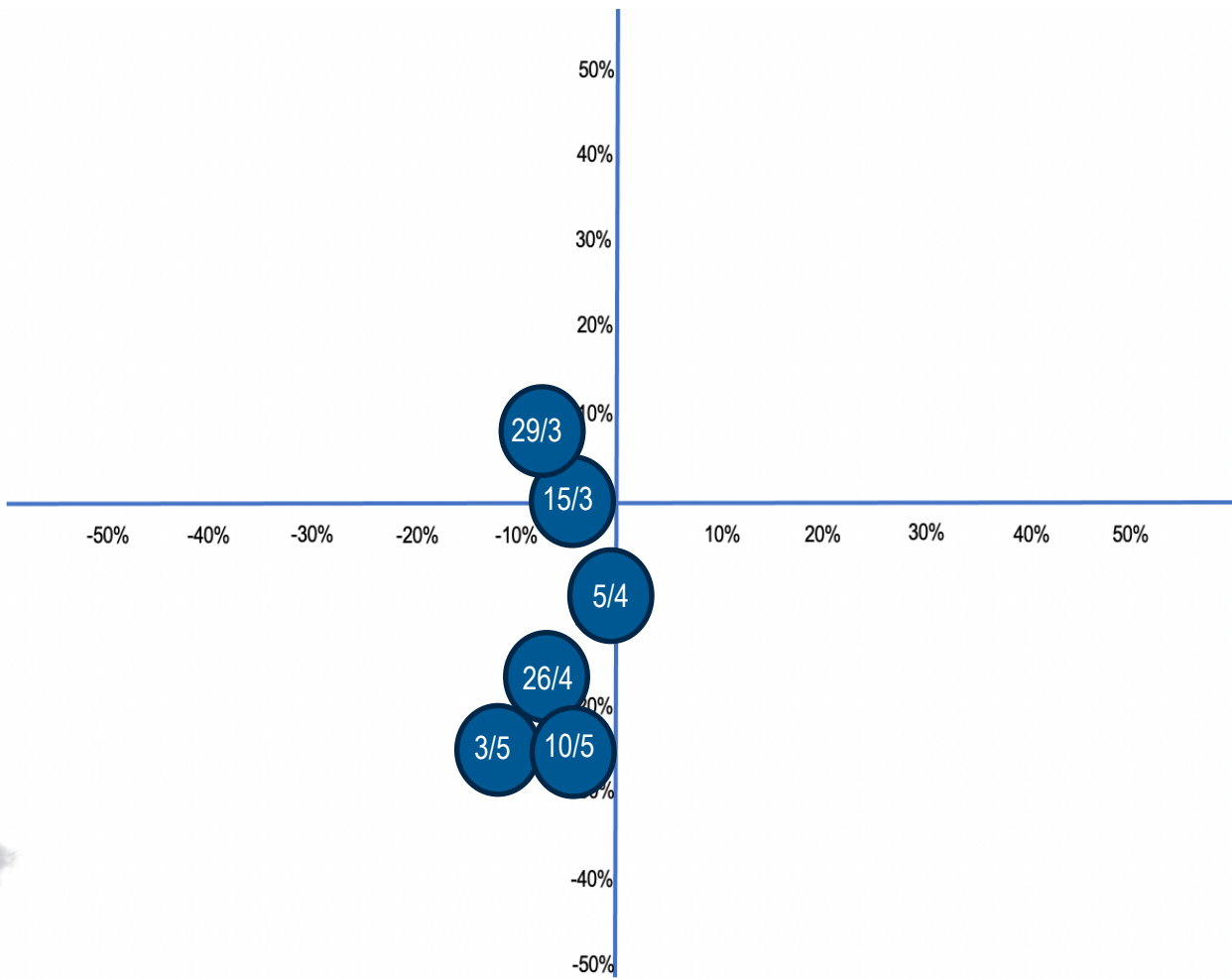
4 WEEKS 2019 TRENDS YoY %

# THE DESCENT OF PRINTING CONSUMABLES

% Change in sales through IT Distribution in €: 4 Weekly revenues from 15/3 to 10/5



4 WEEKS 2020 TRENDS YoY %



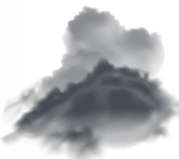
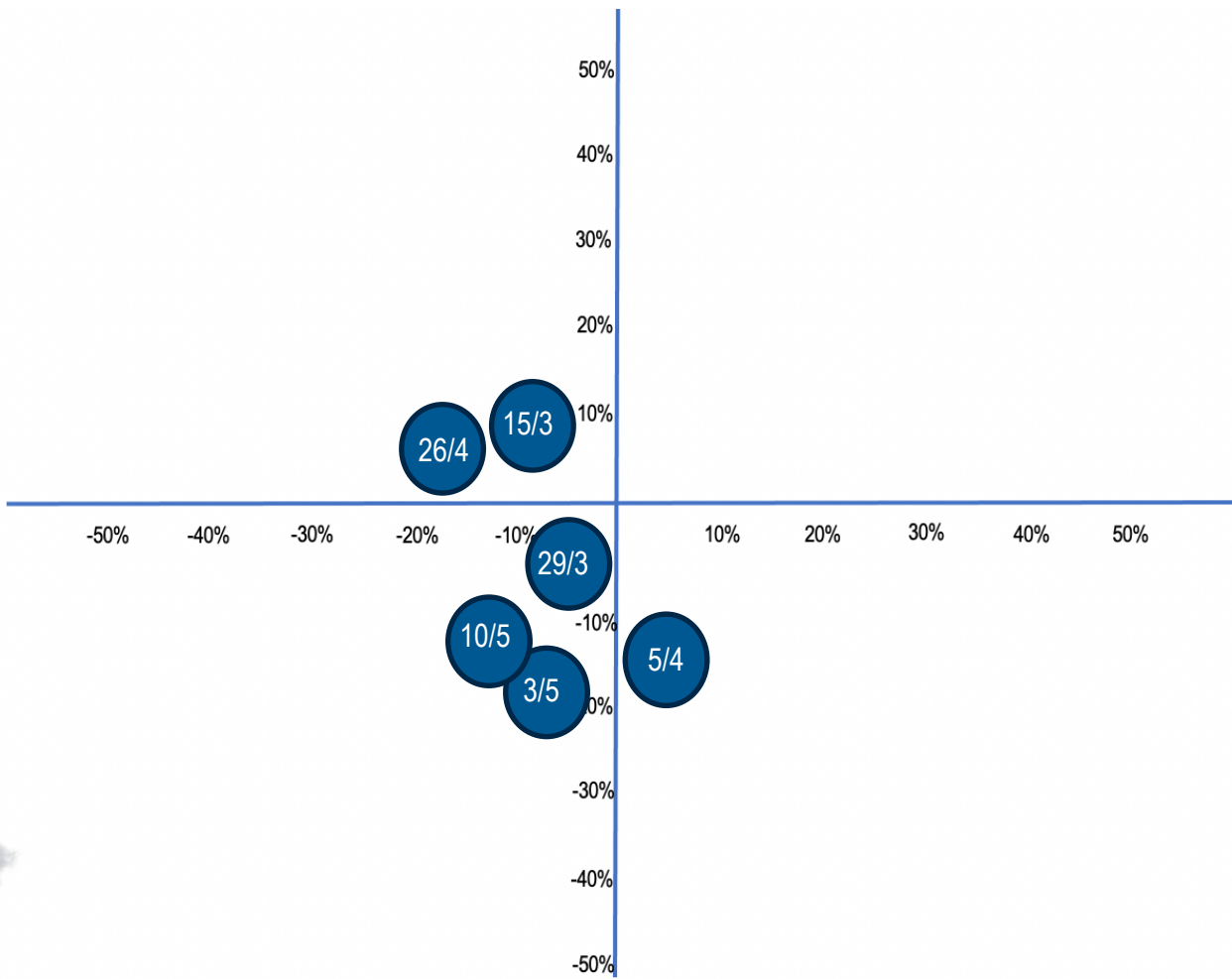
4 WEEKS 2019 TRENDS YoY %

# THE DESCENT OF DISK STORAGE

% Change in sales through IT Distribution in €: 4 Weekly revenues from 15/3 to 10/5



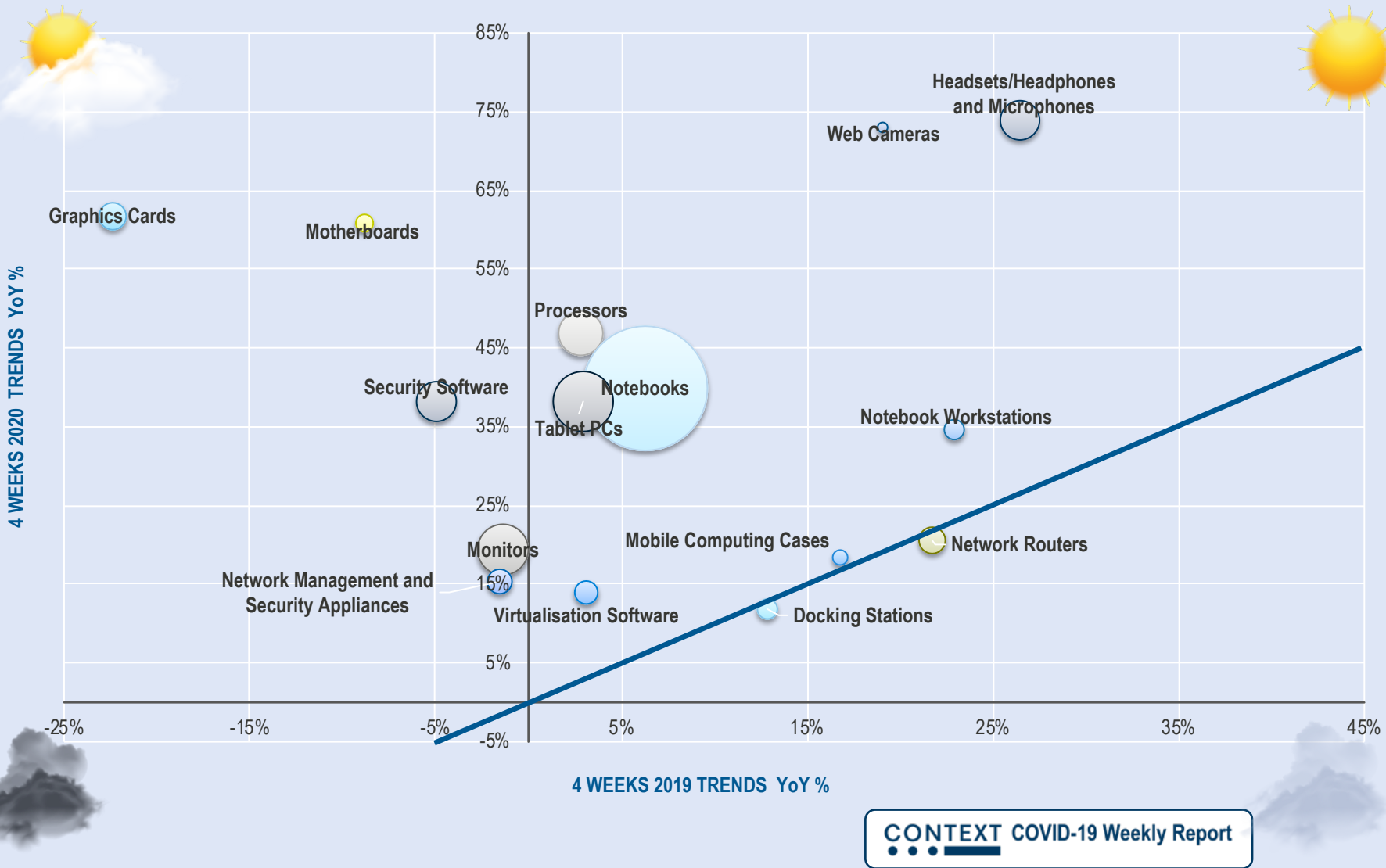
4 WEEKS 2020 TRENDS YoY %



4 WEEKS 2019 TRENDS YoY %

# CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 19 (10/05/20) vs same period 2019

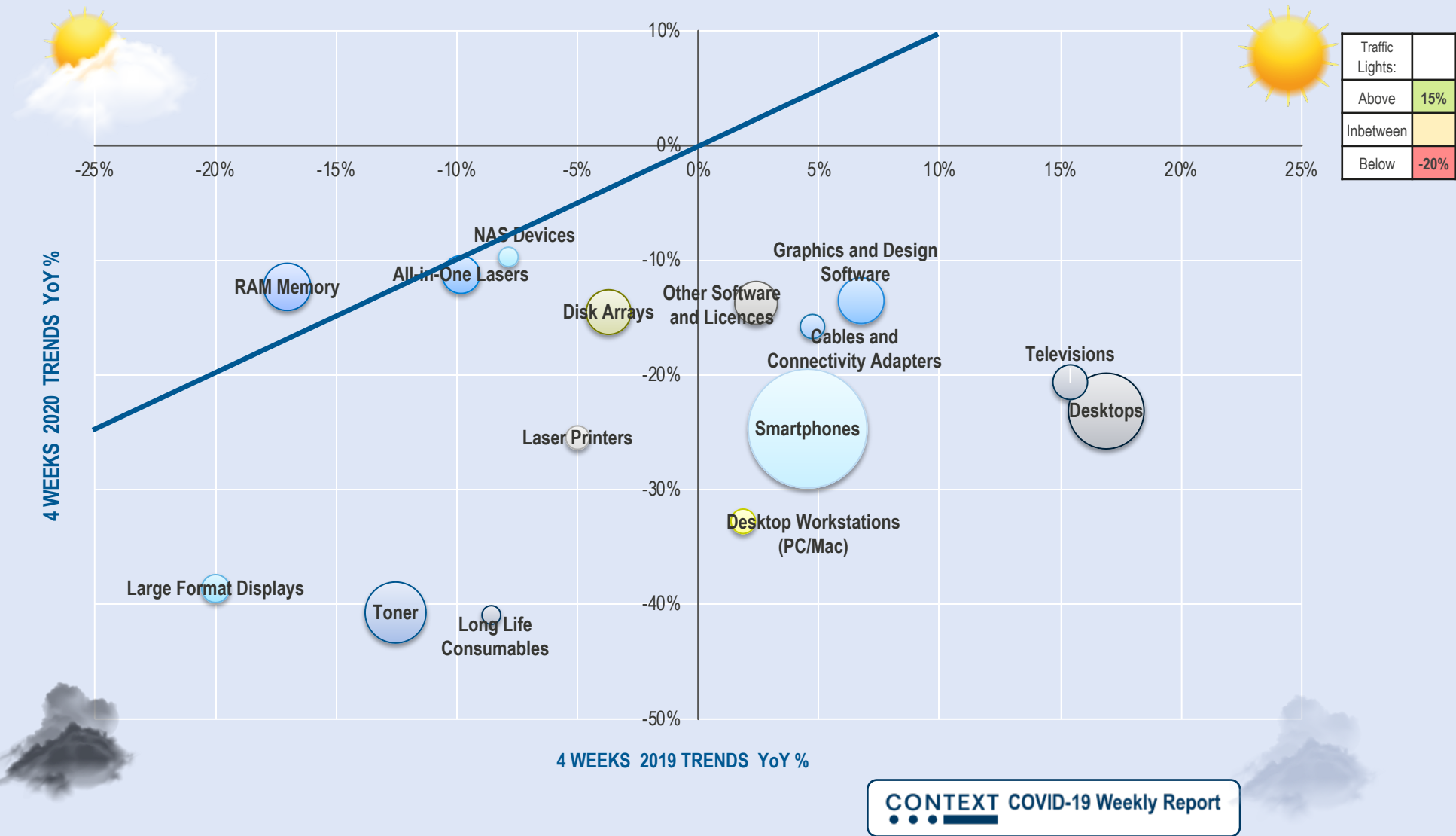


Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	2020	2020
Headsets/Headphones and Microphones	26%	74%
Web Cameras	19%	73%
Graphics Cards	-22%	62%
Motherboards	-9%	61%
Processors	3%	47%
Notebooks	6%	40%
Tablet PCs	3%	38%
Security Software	-5%	38%
Notebook Workstations	23%	35%
Network Routers	22%	21%
Monitors	-1%	19%
Mobile Computing Cases	17%	18%
Network Management and Security Appliances	-2%	15%
Virtualisation Software	3%	14%
Docking Stations	13%	12%
All-In-One Inkjets	3%	10%
Wireless Access Points	7%	9%
Data Management Software	-1%	7%
Smart Watches	29%	3%
Keyboards and Key pads	1%	3%
Transceivers	5%	3%
Office Applications Software	9%	2%
Database Management Software	-11%	0%
Servers (PC/Mac)	-18%	0%
Warranties and Services	3%	-1%
Network Management Software	14%	-3%
Ink Cartridges and Tanks	5%	-4%
Mice	4%	-4%
Network Expansion Modules	-7%	-5%
Uninterruptable Power Supplies (UPS)	-1%	-6%
Network Switches	4%	-6%
Operating Systems Software	14%	-7%
NAS Devices	-8%	-10%
All-in-One Lasers	-10%	-11%
RAM Memory	-17%	-12%
Graphics and Design Software	7%	-14%
Other Software and Licences	2%	-14%
Disk Arrays	-4%	-15%
Cables and Connectivity Adapters	5%	-16%
Televisions	15%	-21%
Desktops	17%	-23%
Smartphones	5%	-25%
Laser Printers	-5%	-25%
Desktop Workstations (PC/Mac)	2%	-33%
Large Format Displays	-20%	-39%
Toner	-13%	-41%
Long Life Consumables	-9%	-41%

# CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 19 (10/05/20) vs same period 2019



Traffic Lights:		
Above	15%	
Inbetween		
Below	-20%	

Category	2019	2020
Long Life Consumables	-9%	-41%
Toner	-13%	-41%
Large Format Displays	-20%	-39%
Desktop Workstations (PC/Mac)	2%	-33%
Laser Printers	-5%	-25%
Smartphones	5%	-25%
Desktops	17%	-23%
Televisions	15%	-21%
Cables and Connectivity Adapters	5%	-16%
Disk Arrays	-4%	-15%
Other Software and Licences	2%	-14%
Graphics and Design Software	7%	-14%
RAM Memory	-17%	-12%
All-in-One Lasers	-10%	-11%
NAS Devices	-8%	-10%
Operating Systems Software	14%	-7%
Network Switches	4%	-6%
Uninterruptable Power Supplies (UPS)	-1%	-6%
Network Expansion Modules	-7%	-5%
Mice	4%	-4%
Ink Cartridges and Tanks	5%	-4%
Network Management Software	14%	-3%
Warranties and Services	3%	-1%
Servers (PC/Mac)	-18%	0%
Database Management Software	-11%	0%
Office Applications Software	9%	2%
Transceivers	5%	3%
Keyboards and Key pads	1%	3%
Smart Watches	29%	3%
Data Management Software	-1%	7%
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Web Cameras	19%	73%
Headsets/Headphones and Microphones	26%	74%

# Industry analyst update

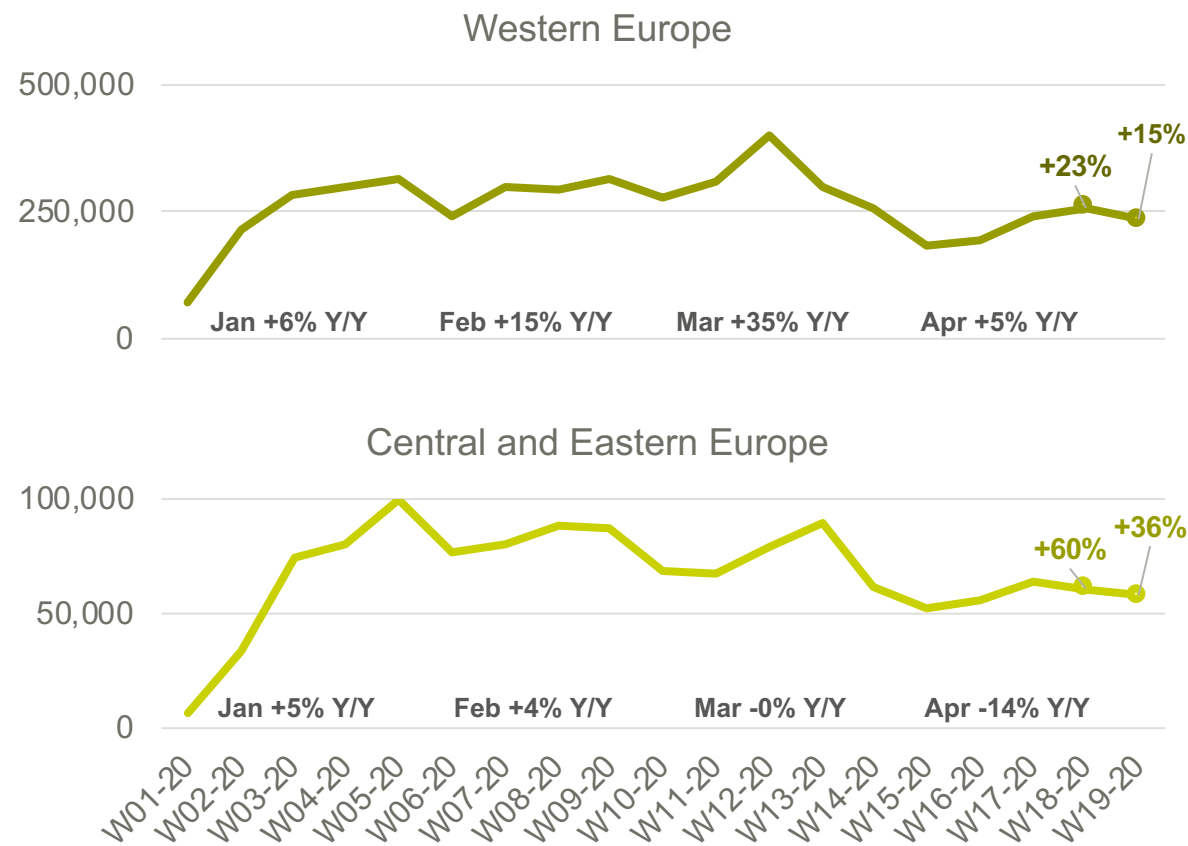
Dominika Koncewicz, Senior Displays Analyst



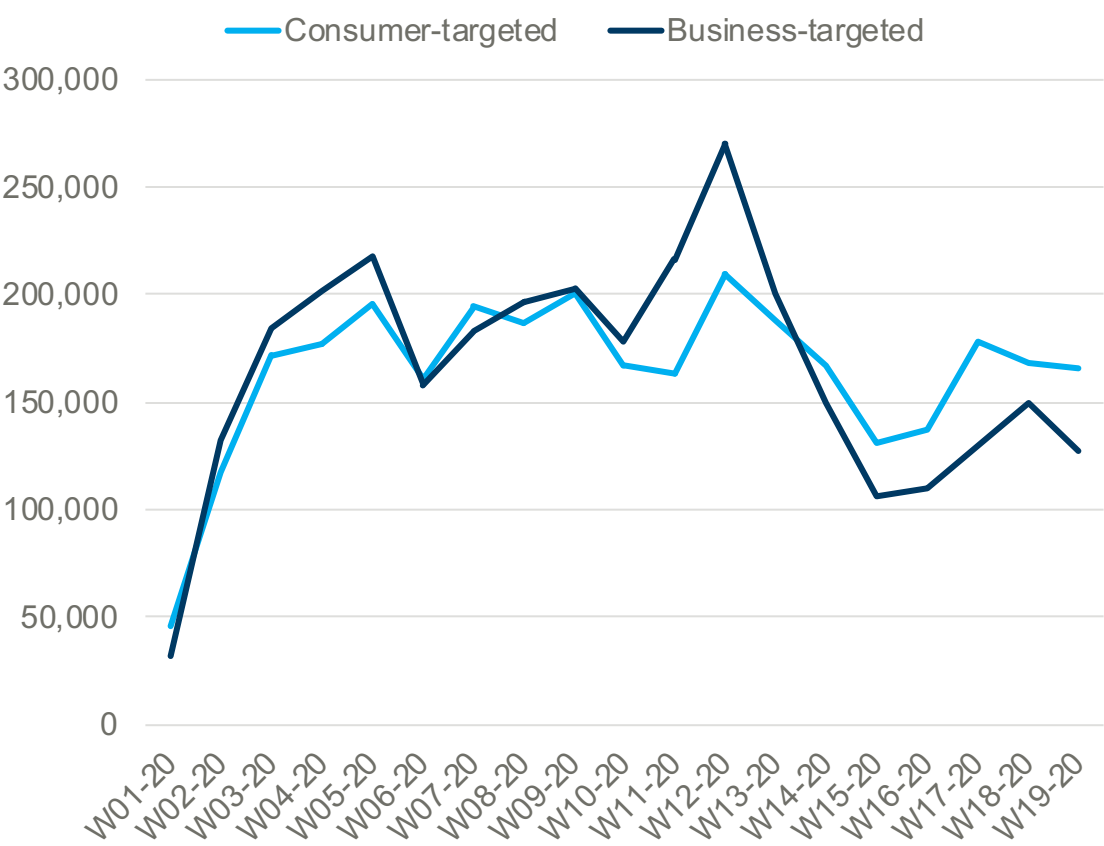
# APRIL AND EARLY MAY SALES GROWTH DRIVEN MORE BY CONSUMER MODELS



### Desktop monitor volume sales (sell-through)



### Desktop monitor volume sales (WE+CEE)

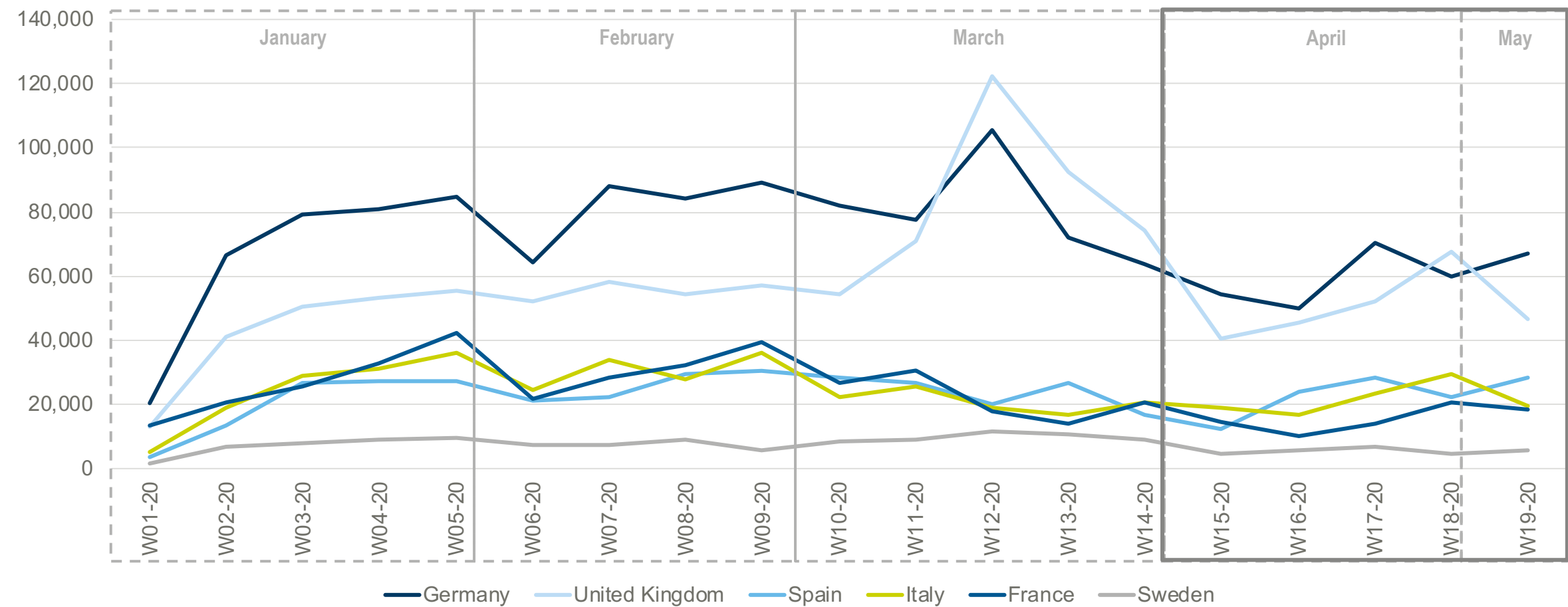


\* W18 includes 1-3<sup>rd</sup> of May  
\*\*W19 includes 4-10<sup>th</sup> of May

# UK AND GERMANY REMAIN THE STRONGEST MARKETS IN W EUROPE



Weekly desktop monitor unit sales (sell-through)



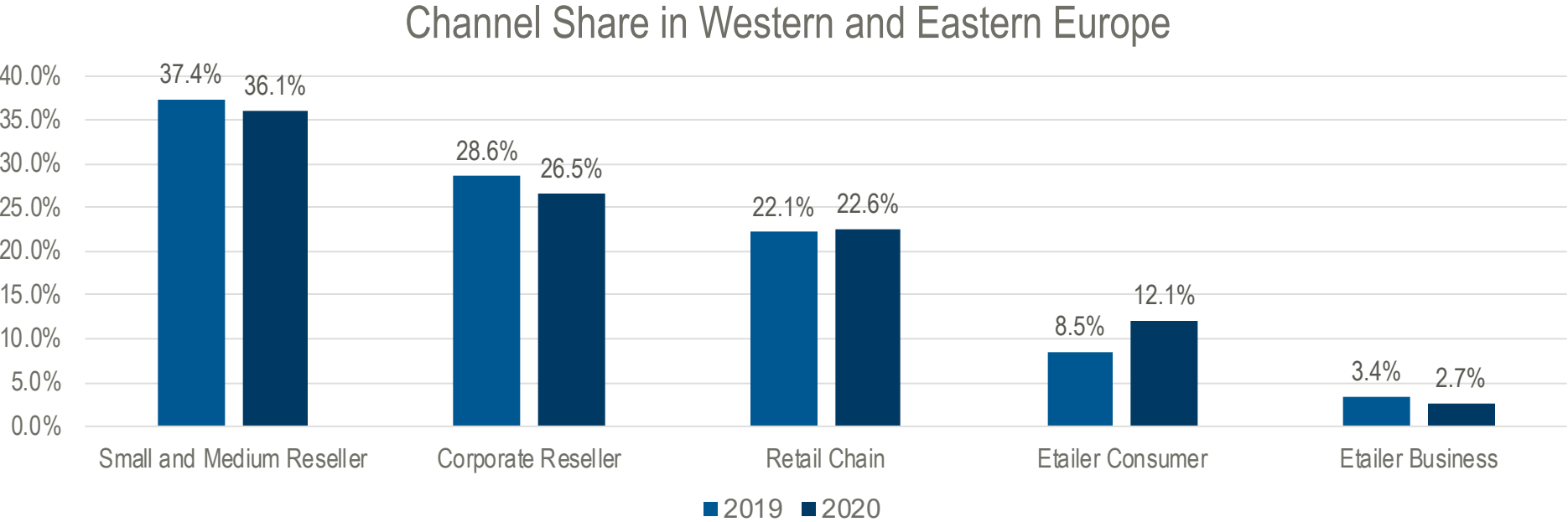
04

## CHANNEL HEALTH

# RETAIL CHANNEL IS IMPROVING DRIVEN BY STORE REOPENING AND NON-AMAZON COUNTRIES

CONTEXT

		Week 19			Week 18			Week 17			Week 16				
		CHANNEL GROWTH			CHANNEL GROWTH			CHANNEL GROWTH			CHANNEL GROWTH				
Business Sectors	Channel	WE	EE	Total	WE	EE	Total	WE	EE	Total	WE	EE	Total	Above	15%
Business Channels	Corporate Reseller	-4%	1%	-4%	-5%	-15%	-6%	7%	-14%	5%	-11%	-19%	-12%	Inbetween	
	Small and Medium Reseller	-2%	8%	0%	-8%	3%	-6%	-2%	-2%	-2%	-15%	-7%	-14%		
	Etailer Business	-17%	-29%	-18%	-21%	-45%	-22%	-12%	-34%	-14%	-14%	-31%	-15%	Below	-20%
Retail Channels	Etailer Consumer	53%	10%	47%	46%	-6%	39%	48%	-4%	40%	21%	1%	-18%		
	Retail Chain	-4%	46%	6%	-13%	52%	0%	-10%	63%	4%	-23%	33%	-12%		



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

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

WESTERN EUROPE													
Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE
-9%	6%	-3%	-21%	3%	-9%	-9%	-7%	-4%	-38%	-19%	19%	-5%	-11%
2%	-10%	5%	-22%	5%	5%	9%	-9%	-15%	29%	-9%	27%	7%	7%
-8%	-8%	-16%	-42%	-48%	-2%	-30%	-45%	7%	13%	-5%	45%	-21%	-32%
48%	80%	44%	-13%	84%	47%	56%	46%	68%	8%	110%	91%	84%	38%
3%	-4%	-39%	-11%	-27%	41%	26%	33%	16%	-5%	81%	2%	40%	31%

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

EASTERN EUROPE				
Russia	Poland	Czech Republic	Baltics	Slovakia
9%	-33%	0%	-25%	87%
10%	11%	1%	18%	-16%
-33%	15%	-40%	-39%	-56%
-15%	42%	5%	90%	-21%
102%	7%	49%	27%	-13%

Above	15%
Inbetween	
Below	-20%

# Thank you!

**ANY  
QUESTIONS?**



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



## CONTEXT Covid-19 Weekly Report

*For the Period:* **4 Weeks to Week 19 (May 10 2020) vs Same Period 2019**

*Created For:* **CONTEXT**

*Version:* **V15**

*Date Published:* **19 May 2020**

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# CONTEXT Covid-19 Weekly Report

[Contents](#)

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[Back to Contents](#)

**Cover**

**Contents**

**Weekly Revenue Trend - Sum**

**Weekly Revenue Trend WE**

**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**

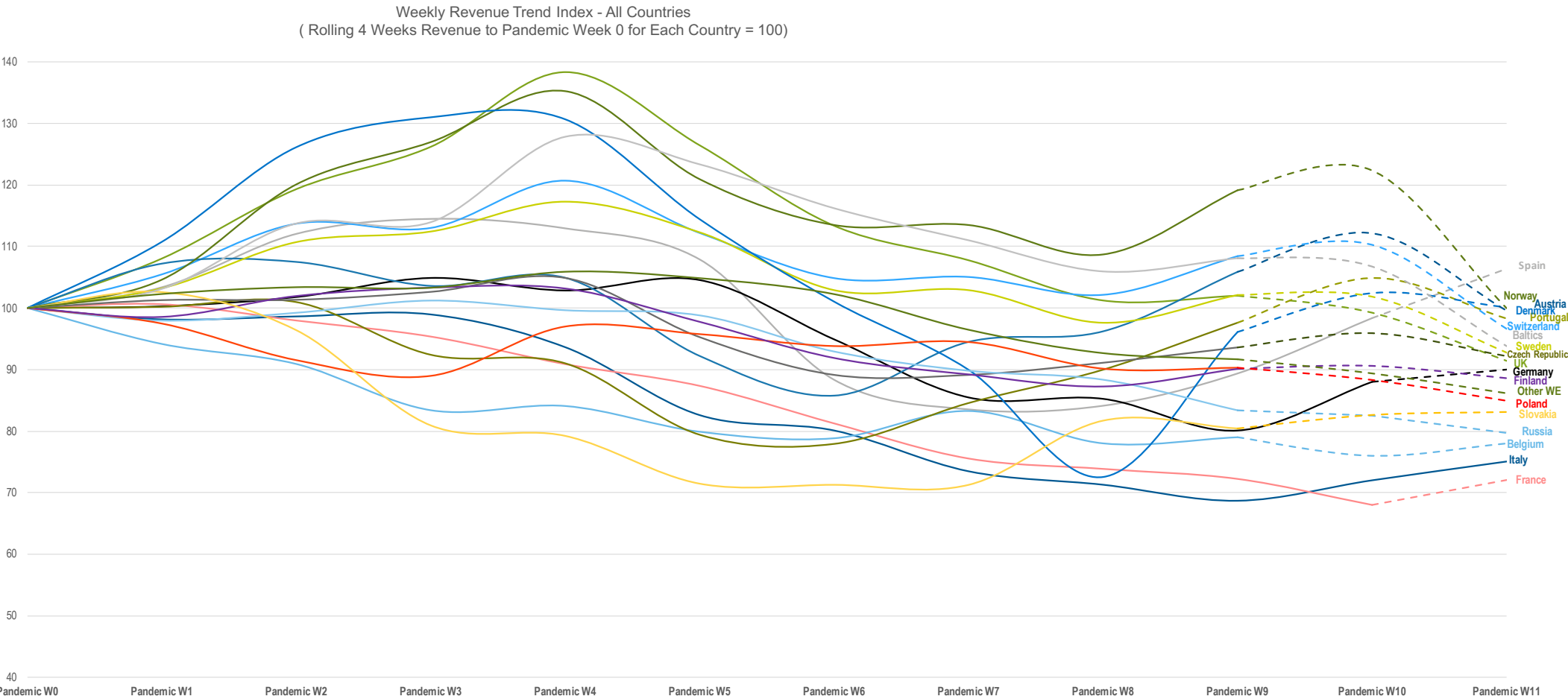
**Channel**

**Largest Industries Business**

CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend - Sum  
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[Back to Contents](#)

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



# CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend - Sum WE

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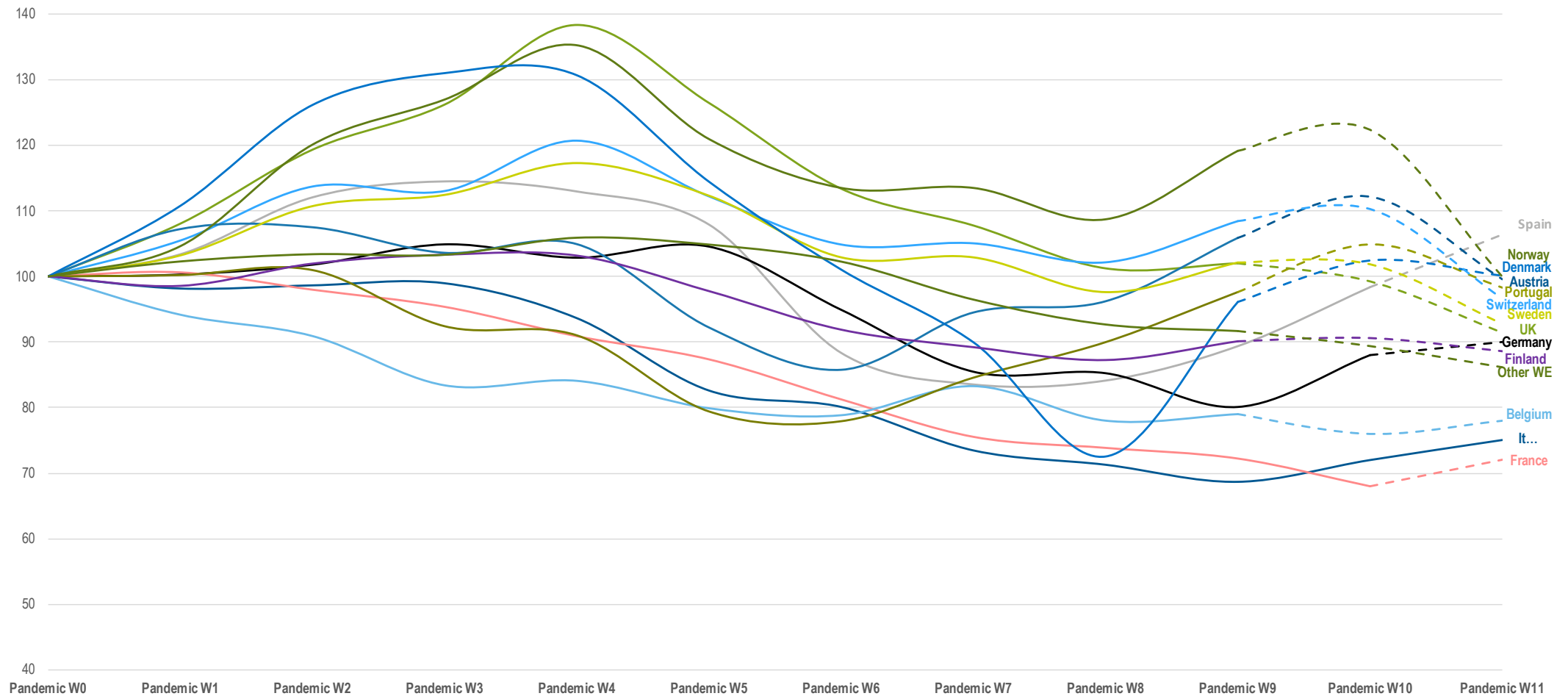
[Back to Contents](#)

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



# CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend - Sum EE

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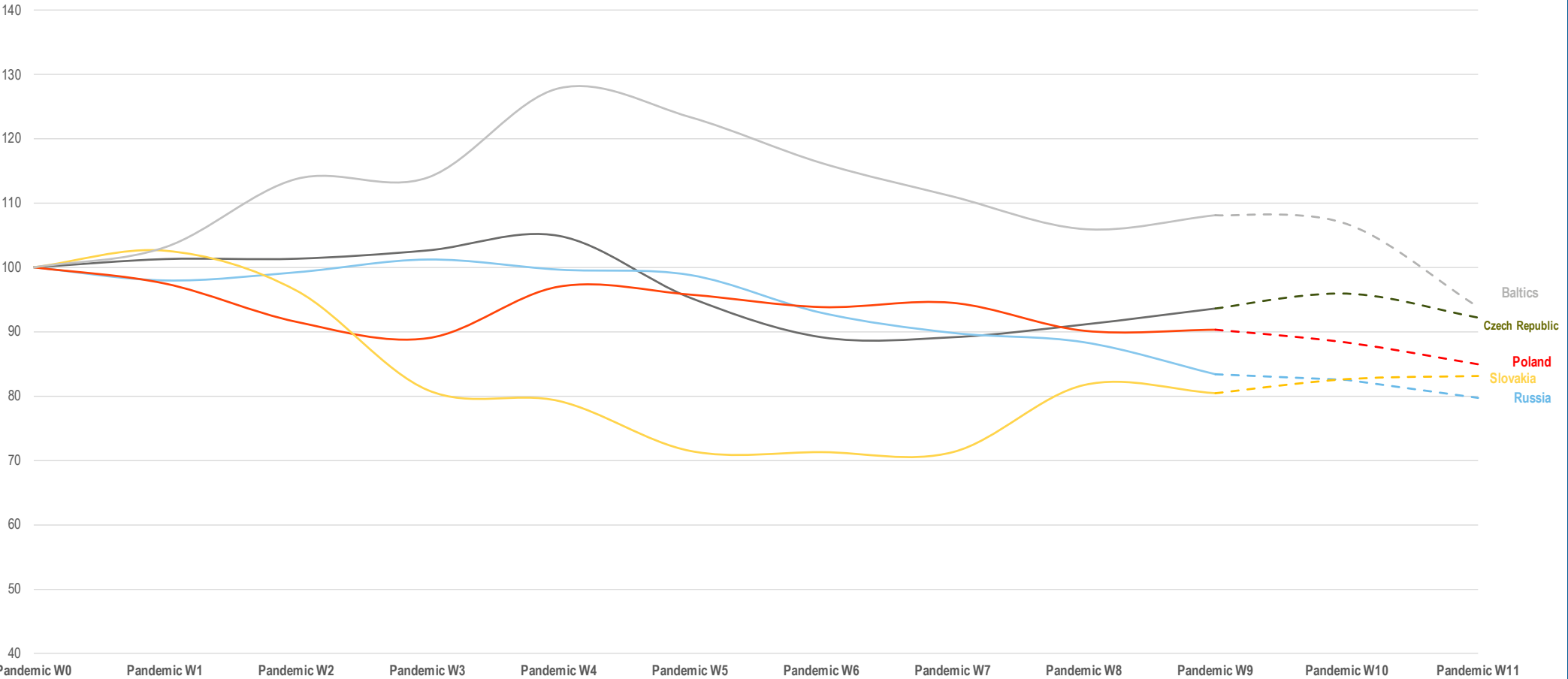
[Back to Contents](#)

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





# CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend WE

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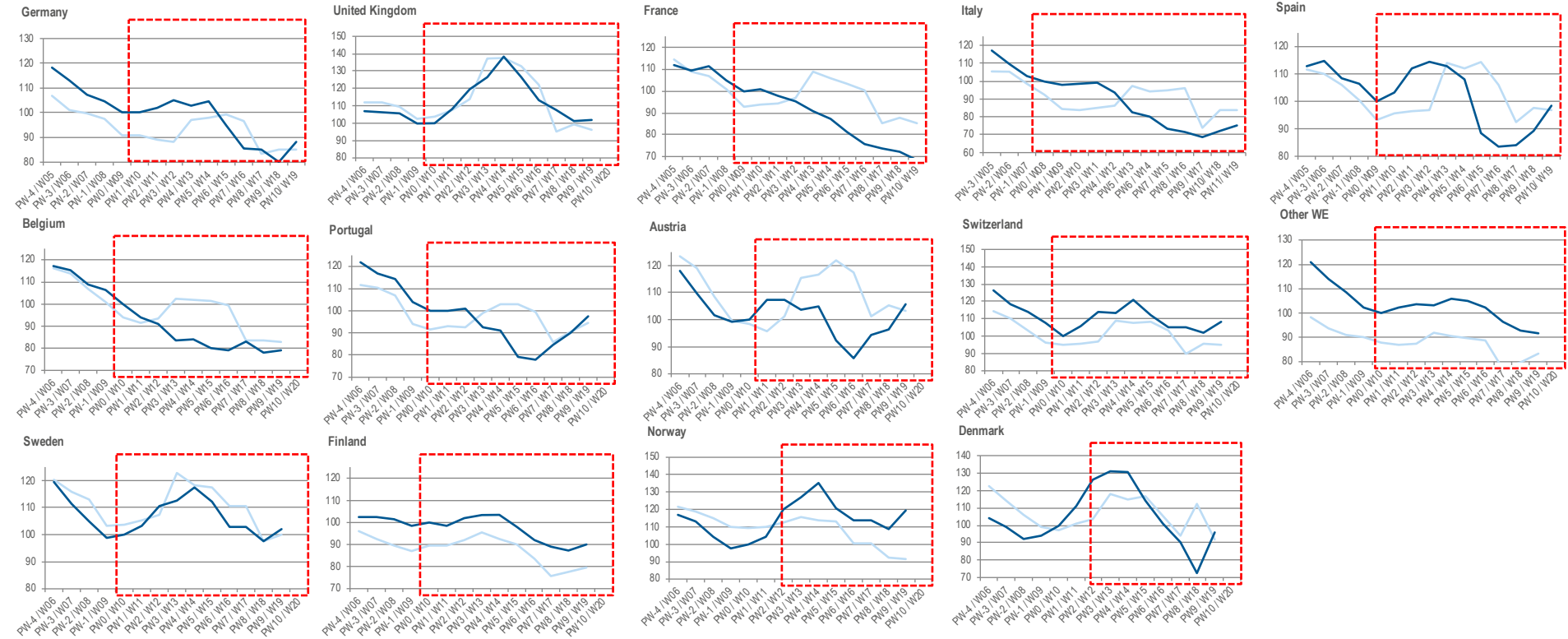
[Back to Contents](#)

## 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

2020 — 2019 —



# CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend EE

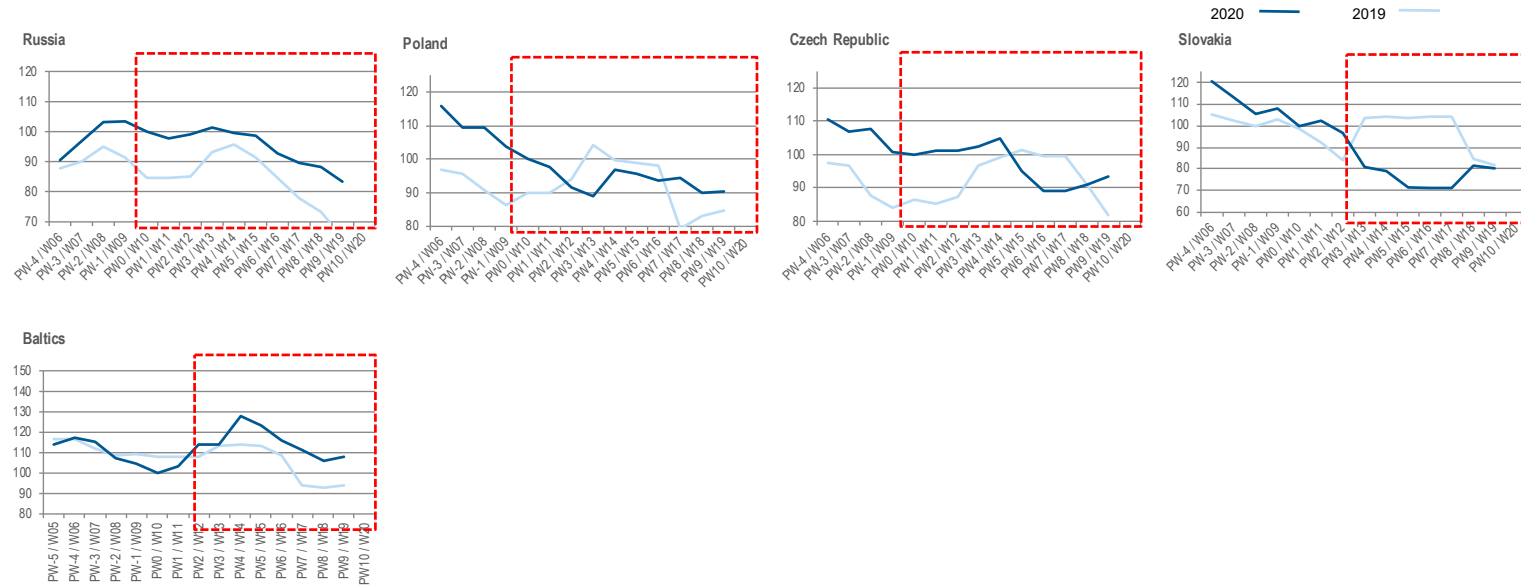
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[Back to Contents](#)

## 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



# CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend - Sum

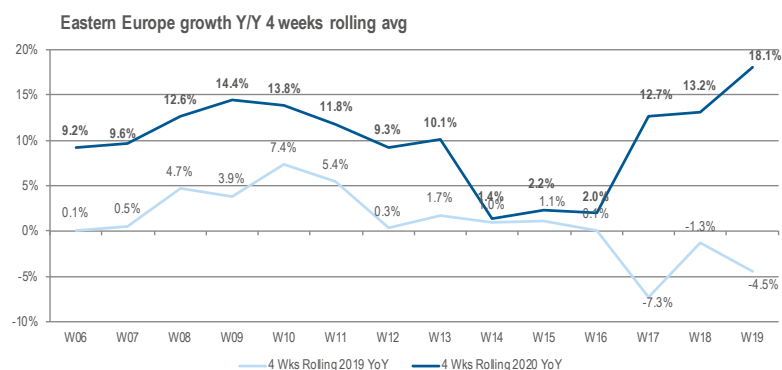
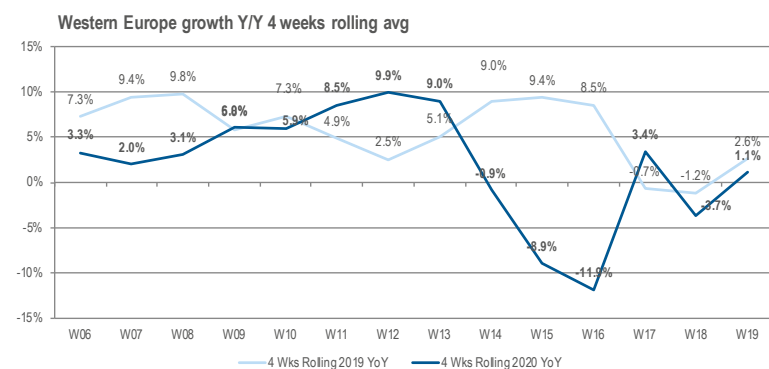
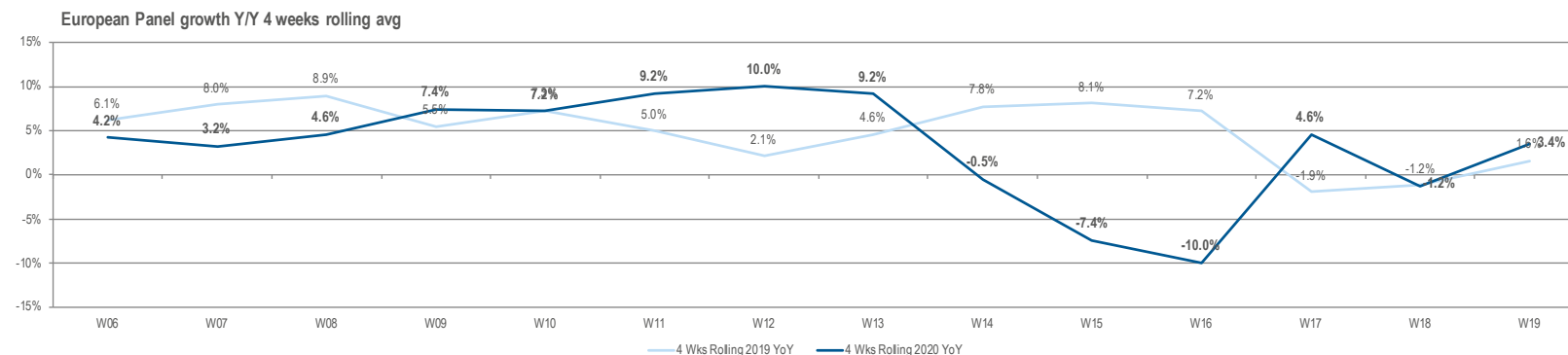
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[Back to Contents](#)

## Weekly %YoY Trend

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



# CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend - WE

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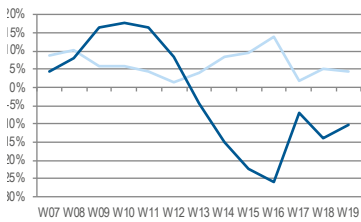
[Back to Contents](#)

## Weekly %YoY Trend - Western Europe

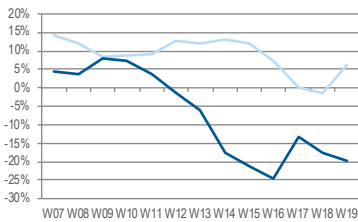
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

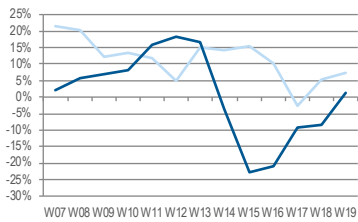
Italy growth Y/Y 4 weeks rolling avg



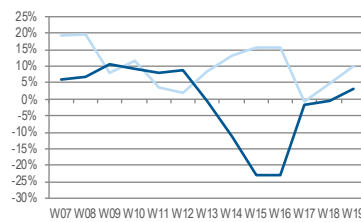
France growth Y/Y 4 weeks rolling avg



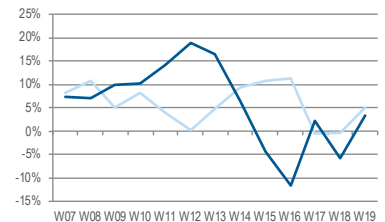
Spain growth Y/Y 4 weeks rolling avg



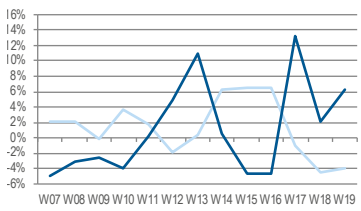
Portugal growth Y/Y 4 weeks rolling avg



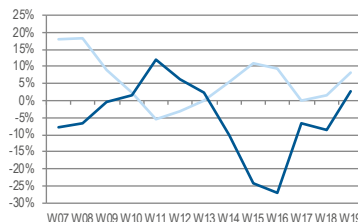
Germany growth Y/Y 4 weeks rolling avg



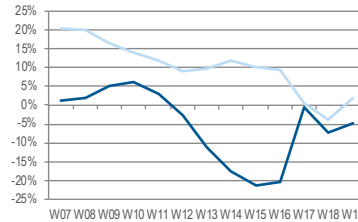
United Kingdom growth Y/Y 4 weeks rolling avg



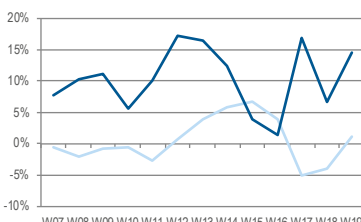
Austria growth Y/Y 4 weeks rolling avg



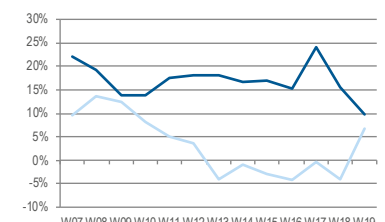
Belgium growth Y/Y 4 weeks rolling avg



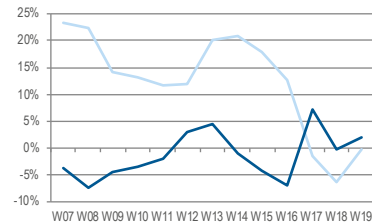
Switzerland growth Y/Y 4 weeks rolling avg



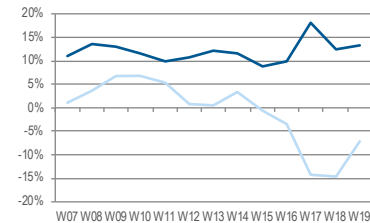
Other WE growth Y/Y 4 weeks rolling avg



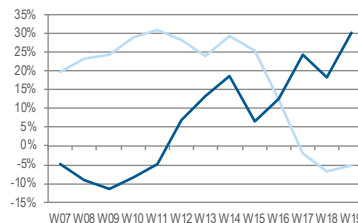
Sweden growth Y/Y 4 weeks rolling avg



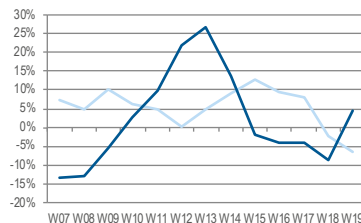
Finland growth Y/Y 4 weeks rolling avg



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

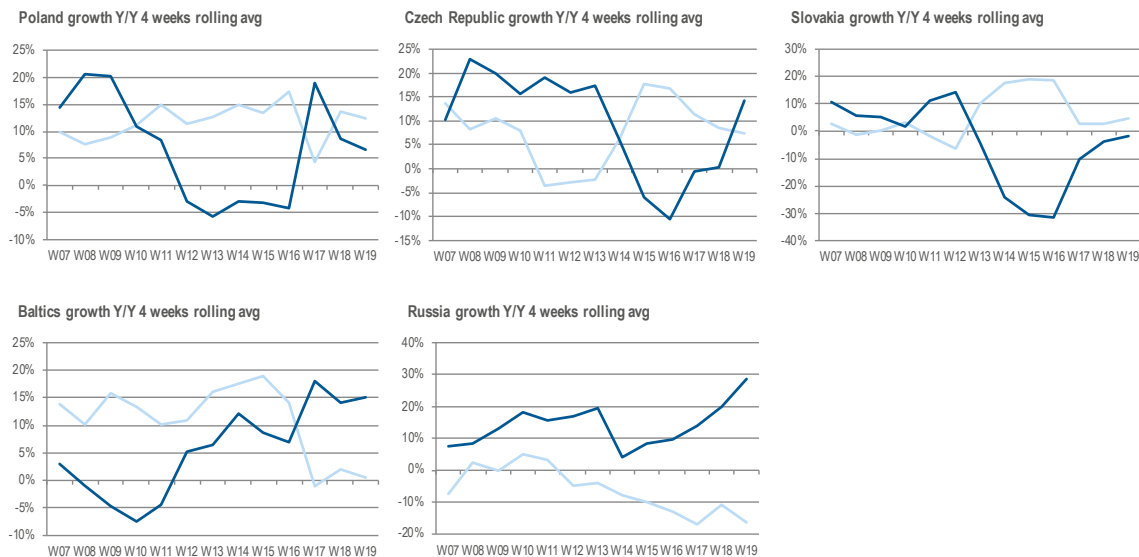
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[Back to Contents](#)

### Weekly %YoY Trend - Eastern Europe

% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods



# CONTEXT Covid-19 Weekly Report

Top Growth Industry

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[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W18	Rank-W19	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR GROWTH		
			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	↑ Audio-Video Systems	50%	9%	30%	15%	78%	43%	20%	31%	-26%	87%	51%	79%	160%	131%	47%	74%	50%	6%	96%	42%	56%	43%
1	2	↓ Mobile Computing	34%	84%	41%	4%	35%	36%	12%	106%	16%	46%	32%	69%	8%	20%	38%	23%	37%	29%	8%	41%	31%	39%
3	3	→ Computing Components	39%	20%	7%	-26%	36%	14%	9%	-26%	-17%	23%	-45%	-3%	65%	22%	69%	88%	51%	72%	-11%	17%	69%	26%
4	4	→ Wireless Networking	22%	-4%	25%	-37%	-21%	0%	42%	21%	-30%	44%	160%	-34%	51%	28%	13%	204%	46%	40%	5%	7%	68%	12%
6	5	↑ Computing Accessories	26%	6%	0%	-26%	11%	4%	-1%	7%	-27%	103%	14%	9%	24%	-5%	29%	26%	26%	19%	-6%	7%	25%	9%
9	6	↑ Other Networking Equipment	6%	7%	-13%	-27%	-19%	4%	-4%	-20%	-31%	8%	-24%	68%	47%	20%	43%	15%	59%	1%	-9%	-3%	36%	2%
15	7	↑ Wearable Devices	15%	30%	-58%	-35%	-46%	4%	16%	285%	-23%	-34%	33%	-55%	-3%	26%	130%	-26%	-7%	-67%	-71%	2%	1%	2%
8	8	→ Software and Licences	0%	-6%	-8%	1%	20%	11%	-3%	-9%	2%	28%	-6%	53%	26%	-1%	39%	-22%	-1%	14%	4%	1%	9%	2%
7	9	↓ Networking Systems	11%	-4%	-8%	-37%	15%	-9%	-5%	-10%	-28%	18%	12%	15%	22%	-4%	36%	36%	14%	46%	-37%	-3%	31%	1%
10	10	→ Data Center Networking and Security	19%	-8%	-14%	-31%	2%	80%	63%	-65%	-5%	-27%	-13%	32%	-18%	12%	-10%	56%	-10%	-44%	145%	0%	-2%	0%
5	11	↓ Warranties and Services	0%	-13%	-11%	-10%	26%	17%	-18%	-5%	7%	-15%	10%	17%	13%	3%	134%	-13%	-17%	19%	-30%	-3%	49%	-1%
13	12	↑ Displays	20%	4%	-34%	-53%	37%	29%	-39%	7%	-5%	21%	7%	-14%	18%	-6%	12%	-5%	16%	-12%	-34%	-5%	2%	-4%
11	13	↓ Server Computing	-50%	-1%	-3%	-1%	32%	3%	-4%	96%	0%	23%	-32%	-10%	56%	13%	-2%	87%	92%	62%	-61%	-10%	12%	-6%
12	14	↓ Disk Storage	-13%	-28%	-32%	-36%	-6%	-32%	-6%	-5%	-16%	-21%	-22%	-1%	-19%	-16%	119%	12%	6%	-18%	-39%	-21%	54%	-10%
14	15	↓ Power Equipment	4%	-28%	-32%	-52%	-33%	9%	1%	-24%	-20%	-39%	0%	-10%	14%	3%	15%	-20%	-13%	-16%	-26%	-17%	6%	-11%
22	16	↑ Scanner Imaging	-8%	-4%	-25%	-29%	-20%	42%	56%	-25%	158%	103%	2%	-20%	-25%	3%	-32%	-47%	-30%	-37%	-63%	-7%	-34%	-13%
16	17	↓ Unified Communications	21%	-45%	2%	-70%	-32%	-16%	-27%	-68%	-73%	-28%	159%	-18%	242%	-27%	11%	-42%	-20%	554%	-76%	-14%	-11%	-13%
17	18	↓ Connectivity	-19%	-18%	-43%	-42%	-13%	16%	-12%	-27%	-28%	0%	-24%	12%	16%	1%	68%	20%	-10%	-19%	-9%	-20%	32%	-15%
18	19	↓ Printing	-13%	-28%	-23%	-49%	-14%	-5%	9%	1%	-37%	-25%	-46%	32%	-26%	-33%	-6%	14%	32%	28%	-25%	-22%	2%	-17%
20	20	→ Smart Home and Office	4%	-15%	-63%	-47%	-64%	94%	3%	-51%	-87%	502%	142%	84%	-30%	93%	1%	482%	94%	269%	38%	-19%	232%	-18%
19	21	↓ Printing Consumables	-25%	-34%	-22%	-14%	-20%	-29%	-21%	-33%	-50%	-9%	-28%	15%	-28%	-5%	-22%	-15%	-27%	-52%	-16%	-23%	-22%	-23%
21	22	↓ Desktop Computing	-15%	-49%	-39%	-42%	-32%	-7%	0%	-28%	-41%	-21%	-48%	-13%	-9%	-34%	28%	-1%	-26%	-16%	-48%	-30%	9%	-24%
24	23	↑ Telecommunications	-34%	-10%	-41%	-43%	-46%	15%	29%	-23%	17%	-60%	31%	33%	1%	27%	-50%	-22%	13%	73%	-17%	-26%	-21%	-25%
23	24	↓ Removable Storage	-34%	-55%	32%	-52%	-72%	4%	62%	-44%	-62%	-49%	-13%	21%	-48%	-29%	23%	-30%	-35%	7%	-48%	-37%	-17%	-34%
Country Growth			3%	6%	-10%	-20%	1%	15%	2%	3%	-5%	3%	5%	30%	13%	10%	29%	7%	14%	15%	-2%			

# CONTEXT Covid-19 Weekly Report

Top Decline Industry

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[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 2020) vs Same Period 2019

Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR GROWTH		
	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
Removable Storage	-34%	-55%	32%	-52%	-72%	4%	62%	-44%	-62%	-49%	-13%	21%	-48%	-29%	23%	-30%	-35%	7%	-48%	-37%	-17%	-34%
Telecommunications	-34%	-10%	-41%	-43%	-46%	15%	29%	-23%	17%	-60%	31%	33%	1%	27%	-50%	-22%	13%	73%	-17%	-26%	-21%	-25%
Desktop Computing	-15%	-49%	-39%	-42%	-32%	-7%	0%	-28%	-41%	-21%	-48%	-13%	-9%	-34%	28%	-1%	-26%	-16%	-48%	-30%	9%	-24%
Printing Consumables	-25%	-34%	-22%	-14%	-20%	-29%	-21%	-33%	-50%	-9%	-28%	15%	-28%	-5%	-22%	-15%	-27%	-52%	-16%	-23%	-22%	-23%
Smart Home and Office	4%	-15%	-63%	-47%	-64%	94%	3%	-51%	-87%	502%	142%	84%	-30%	93%	1%	482%	94%	269%	38%	-19%	232%	-18%
Printing	-13%	-28%	-23%	-49%	-14%	-5%	9%	1%	-37%	-25%	-46%	32%	-26%	-33%	-6%	14%	32%	28%	-25%	-22%	2%	-17%
Connectivity	-19%	-18%	-43%	-42%	-13%	16%	-12%	-27%	-28%	0%	-24%	12%	16%	1%	68%	20%	-10%	-19%	-9%	-20%	32%	-15%
Unified Communications	21%	-45%	2%	-70%	-32%	-16%	-27%	-68%	-73%	-28%	159%	-18%	242%	-27%	11%	-42%	-20%	554%	-76%	-14%	-11%	-13%
Scanner Imaging	-8%	-4%	-25%	-29%	-20%	42%	56%	-25%	158%	103%	2%	-20%	-25%	3%	-32%	-47%	-30%	-37%	-63%	-7%	-34%	-13%
Power Equipment	4%	-28%	-32%	-52%	-33%	9%	1%	-24%	-20%	-39%	0%	-10%	14%	3%	15%	-20%	-13%	-16%	-26%	-17%	6%	-11%
Disk Storage	-13%	-28%	-32%	-36%	-6%	-32%	-6%	-5%	-16%	-21%	-22%	-1%	-19%	-16%	119%	12%	6%	-18%	-39%	-21%	54%	-10%
Server Computing	-50%	-1%	-3%	-1%	32%	3%	-4%	96%	0%	23%	-32%	-10%	56%	13%	-2%	87%	92%	62%	-61%	-10%	12%	-6%
Displays	20%	4%	-34%	-53%	37%	29%	-39%	7%	-5%	21%	7%	-14%	18%	-6%	12%	-5%	16%	-12%	-34%	-5%	2%	-4%
Warranties and Services	0%	-13%	-11%	-10%	26%	17%	-18%	-5%	7%	-15%	10%	17%	13%	3%	134%	-13%	-17%	19%	-30%	-3%	49%	-1%
Data Center Networking and Security	19%	-8%	-14%	-31%	2%	80%	63%	-65%	-5%	-27%	-13%	32%	-18%	12%	-10%	56%	-10%	-44%	145%	0%	-2%	0%
Networking Systems	11%	-4%	-8%	-37%	15%	-9%	-5%	-10%	-28%	18%	12%	15%	22%	-4%	36%	36%	14%	46%	-37%	-3%	31%	1%
Software and Licences	0%	-6%	-8%	1%	20%	11%	-3%	-9%	2%	28%	-6%	53%	26%	-1%	39%	-22%	-1%	14%	4%	1%	9%	2%
Wearable Devices	15%	30%	-58%	-35%	-46%	4%	16%	285%	-23%	-34%	33%	-55%	-3%	26%	130%	-26%	-7%	-67%	-71%	2%	1%	2%
Other Networking Equipment	6%	7%	-13%	-27%	-19%	4%	-4%	-20%	-31%	8%	-24%	68%	47%	20%	43%	15%	59%	1%	-9%	-3%	36%	2%
Computing Accessories	26%	6%	0%	-26%	11%	4%	-1%	7%	-27%	103%	14%	9%	24%	-5%	29%	26%	26%	19%	-6%	7%	25%	9%
Wireless Networking	22%	-4%	25%	-37%	-21%	0%	42%	21%	-30%	44%	160%	-34%	51%	28%	13%	204%	46%	40%	5%	7%	68%	12%
Computing Components	39%	20%	7%	-26%	36%	14%	9%	-26%	-17%	23%	-45%	-3%	65%	22%	69%	88%	51%	72%	-11%	17%	69%	26%
Mobile Computing	34%	84%	41%	4%	35%	36%	12%	106%	16%	46%	32%	69%	8%	20%	38%	23%	37%	29%	8%	41%	31%	39%
Audio-Video Systems	50%	9%	30%	15%	78%	43%	20%	31%	-26%	87%	51%	79%	160%	131%	47%	74%	50%	6%	96%	42%	56%	43%
Country Growth	3%	6%	-10%	-20%	1%	15%	2%	3%	-5%	3%	5%	30%	13%	10%	29%	7%	14%	15%	-2%			



# CONTEXT Covid-19 Weekly Report

Largest Industry

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[Back to Contents](#)

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

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	34%	84%	41%	4%	35%	36%	12%	106%	16%	46%	32%	69%	8%	20%	38%	23%	37%	29%	8%	41%	31%	39%
Software and Licences	0%	-6%	-8%	1%	20%	11%	-3%	-9%	2%	28%	-6%	53%	26%	-1%	39%	-22%	-1%	14%	4%	1%	9%	2%
Telecommunications	-34%	-10%	-41%	-43%	-46%	15%	29%	-23%	17%	-60%	31%	33%	1%	27%	-50%	-22%	13%	73%	-17%	-26%	-21%	-25%
Printing Consumables	-25%	-34%	-22%	-14%	-20%	-29%	-21%	-33%	-50%	-9%	-28%	15%	-28%	-5%	-22%	-15%	-27%	-52%	-16%	-23%	-22%	-23%
Computing Components	39%	20%	7%	-26%	36%	14%	9%	-26%	-17%	23%	-45%	-3%	65%	22%	69%	88%	51%	72%	-11%	17%	69%	26%
Warranties and Services	0%	-13%	-11%	-10%	26%	17%	-18%	-5%	7%	-15%	10%	17%	13%	3%	134%	-13%	-17%	19%	-30%	-3%	49%	-1%
Displays	20%	4%	-34%	-53%	37%	29%	-39%	7%	-5%	21%	7%	-14%	18%	-6%	12%	-5%	16%	-12%	-34%	-5%	2%	-4%
Disk Storage	-13%	-28%	-32%	-36%	-6%	-32%	-6%	-5%	-16%	-21%	-22%	-1%	-19%	-16%	119%	12%	6%	-18%	-39%	-21%	54%	-10%
Desktop Computing	-15%	-49%	-39%	-42%	-32%	-7%	0%	-28%	-41%	-21%	-48%	-13%	-9%	-34%	28%	-1%	-26%	-16%	-48%	-30%	9%	-24%
Networking Systems	11%	-4%	-8%	-37%	15%	-9%	-5%	-10%	-28%	18%	12%	15%	22%	-4%	36%	36%	14%	46%	-37%	-3%	31%	1%
Printing	-13%	-28%	-23%	-49%	-14%	-5%	9%	1%	-37%	-25%	-46%	32%	-26%	-33%	-6%	14%	32%	28%	-25%	-22%	2%	-17%
Audio-Video Systems	50%	9%	30%	15%	78%	43%	20%	31%	-26%	87%	51%	79%	160%	131%	47%	74%	50%	6%	96%	42%	56%	43%
Computing Accessories	26%	6%	0%	-26%	11%	4%	-1%	7%	-27%	103%	14%	9%	24%	-5%	29%	26%	26%	19%	-6%	7%	25%	9%
Server Computing	-50%	-1%	-3%	-1%	32%	3%	-4%	96%	0%	23%	-32%	-10%	56%	13%	-2%	87%	92%	62%	-61%	-10%	12%	-6%
Data Center Networking and Security	19%	-8%	-14%	-31%	2%	80%	63%	-65%	-5%	-27%	-13%	32%	-18%	12%	-10%	56%	-10%	-44%	145%	0%	-2%	0%
Wireless Networking	22%	-4%	25%	-37%	-21%	0%	42%	21%	-30%	44%	160%	-34%	51%	28%	13%	204%	46%	40%	5%	7%	68%	12%
Other Networking Equipment	6%	7%	-13%	-27%	-19%	4%	-4%	-20%	-31%	8%	-24%	68%	47%	20%	43%	15%	59%	1%	-9%	-3%	36%	2%
Power Equipment	4%	-28%	-32%	-52%	-33%	9%	1%	-24%	-20%	-39%	0%	-10%	14%	3%	15%	-20%	-13%	-16%	-26%	-17%	6%	-11%
Wearable Devices	15%	30%	-58%	-35%	-46%	4%	16%	285%	-23%	-34%	33%	-55%	-3%	26%	130%	-26%	-7%	-67%	-71%	2%	1%	2%
Connectivity	-19%	-18%	-43%	-42%	-13%	16%	-12%	-27%	-28%	0%	-24%	12%	16%	1%	68%	20%	-10%	-19%	-9%	-20%	32%	-15%
Games Consoles	76%		35%	-49%	29%	102%	170%	18%	211%	104%	103%	1542%	180%	162%	-6%	3%	1%	-42%	54%	39%	5%	21%
Smart Home and Office	4%	-15%	-63%	-47%	-64%	94%	3%	-51%	-87%	502%	142%	84%	-30%	93%	1%	482%	94%	269%	38%	-19%	232%	-18%
Removable Storage	-34%	-55%	32%	-52%	-72%	4%	62%	-44%	-62%	-49%	-13%	21%	-48%	-29%	23%	-30%	-35%	7%	-48%	-37%	-17%	-34%
Electronics	-37%	-77%	-64%	-5%	-74%	-53%	9%	-50%	-44%	-58%	-39%	-82%	-81%	-53%	100%	11%	10%	-83%	-56%	-57%	54%	-39%
Unified Communications	21%	-45%	2%	-70%	-32%	-16%	-27%	-68%	-73%	-28%	159%	-18%	242%	-27%	11%	-42%	-20%	554%	-76%	-14%	-11%	-13%
Terminals, Thin Clients and Points of Sale	-61%	72%	-68%	-12%	-12%	17%	-63%	13%	101%	-90%	37%	-42%	115%	-39%	23%	-34%	13%	45%	-90%	-30%	-1%	-28%
Scanner Imaging	-8%	-4%	-25%	-29%	-20%	42%	56%	-25%	158%	103%	2%	-20%	-25%	3%	-32%	-47%	-30%	-37%	-63%	-7%	-34%	-13%
Security	-1%	-45%	-13%	-73%	-43%	-11%	6%	-49%	-28%	20%	152%	-46%	25%	30%	-6%	-45%	19%	29%	-52%	-31%	-10%	-27%
Tape Storage	-1%	32%	-41%	-40%	62%	-41%	-63%	-1%	24%	-67%	-13%	-88%	-73%	84%	15%	0%	79%	-61%	754%	-10%	27%	-7%
Photo and Video Cameras	-71%	-83%	-71%	-95%	-52%	-36%	-89%	-61%	-43%	-87%	-41%	-96%	-70%	-54%	-43%	-58%	-57%	-63%	-67%	-64%	-58%	-61%

# CONTEXT Covid-19 Weekly Report

Top Growth Category

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[Back to Contents](#)

## Top Growth Categories in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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-W18	Rank-W19	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	🏠 Smart Home Automation	48%	983%	732%	1557%	0%	36%	279%	-76%	1349%		1507%		-100%	172%		-28%	1494%	-33%	349%	434%	-20%	431%	
2	2	🖨 Office Supplies and Furniture	12%	-16%	-43%	-29%	-87%	23%	22%	1%	-6%	-17%	-29%	-2%	-37%	-62%	-37%	-36%	0%	549%	42720%	-20%	1266%	121%	
6	3	🎧 Headsets/Headphones and Microphones	70%	37%	48%	50%	153%	43%	54%	43%	-12%	151%	74%	82%	221%	193%	76%	134%	94%	24%	184%	72%	98%	74%	
3	4	📷 Web Cameras	274%	-20%	105%	-12%	15%	41%	77%	70%	14%	36%	71%	82%	107%	70%	167%	199%	77%	-6%	30%	62%	142%	73%	
4	5	🎮 Games Accessories	190%		78%	-7%	30%	108%	150%	177%	211%	190%	131%	645%	-30%	184%	-7%	73%	-38%	-43%	21%	97%	18%	68%	
8	6	💻 Graphics Cards	74%	134%	28%	-43%	15%	56%	28%	5%	-27%	-2%	-15%	-78%	81%	111%	30%	174%	158%	133%	-31%	54%	95%	62%	
12	7	🖨 Processors	49%	45%	31%	18%	79%	34%	45%	-20%	-7%	47%	-37%	76%	80%	23%	167%	58%	31%	17%	0%	36%	99%	47%	
9	8	🔌 Wireless Adapters	21%	53%	26%	11%	50%	34%	33%	62%	-20%	107%	8%	-3%	73%	75%	134%	99%	97%	103%	-40%	33%	109%	44%	
13	9	📖 Notebooks	32%	87%	40%	18%	36%	31%	10%	123%	24%	55%	24%	65%	0%	18%	33%	21%	30%	18%	9%	43%	27%	40%	
14	10	🔒 Security Software	59%	38%	51%	16%	21%	12%	-9%	33%	0%	61%	60%	81%	23%	48%	66%	40%	-27%	91%	37%	38%	39%	38%	
16	11	💻 Tablet PCs	40%	68%	49%	-24%	31%	49%	18%	59%	-24%	-2%	103%	107%	77%	32%	117%	39%	85%	337%	7%	35%	84%	38%	
10	12	📝 Notebook Workstations	28%	105%	15%	-3%	52%	97%	10%	35%	108%	113%	-31%	5%	-6%	24%	15%	32%	98%	45%	-20%	35%	35%	35%	
7	13	📶 Wireless LAN Controllers	-32%	-61%	120%	-63%	-57%	2%	-39%	-49%	-16%	-20%	-78%	453%	250%	-59%	-31%	2703%	-60%	-98%	-84%	-33%	535%	34%	
11	14	🔌 Powerline Devices	33%	113%	87%	-46%	32%	69%	48%	45%	-5%	156%	8%	43%	183%	123%	71%	-38%	57%	37%	-28%	34%	0%	33%	
5	15	🔌 Integrated Systems	-52%	64%	20%	106%	137%	-67%	-1%	40%	274%	921%	-82%	93%	-65%	38%	-31%	77%	2863%	36%	-100%	30%	15%	29%	
19	16	🌐 Network Routers	22%	-3%	59%	-55%	83%	0%	-21%	33%	-50%	255%	-39%	-11%	-9%	-5%	56%	34%	57%	6%	-56%	16%	42%	21%	
24	17	🖥 Monitors	36%	50%	-17%	-32%	45%	41%	-8%	41%	7%	39%	16%	-6%	21%	4%	2%	23%	36%	6%	-35%	21%	11%	19%	
31	18	👜 Mobile Computing Cases	40%	38%	39%	-25%	12%	18%	-2%	3%	-43%	39%	99%	-22%	19%	1%	-19%	18%	17%	12%	38%	19%	10%	18%	
18	19	📞 Telephony and Conference Systems	24%	-38%	5%	18%	94%	383%	60%	19%	36%	15%	137%	1300%	341%	26%	-51%	97%	368%	144%	42%	27%	-29%	18%	
17	20	🎮 Games Software	-23%		58%	-76%	548%	79%	-50%	59%	0%	-45%	12%	138%	-36%	1980%	16%	11%	-35%	-85%	-37%	73%	-16%	17%	
22	21	🌐 Network Management and Security Appliances	54%	-10%		-19%	-31%	-3%	153%	81%	-46%	13%	-2%	208%	33%	-6%	18%	7%	27%	-14%	-12%	372%	15%	17%	15%
25	22	💻 Virtualisation Software	-4%	3%	88%	54%	39%	52%	17%	29%	15%	-48%	-11%	87%	19%	7%	146%	-62%	-10%	-48%	-12%	17%	-8%	14%	
28	23	🚢 Docking Stations	54%	-5%	32%	-20%	-2%	-10%	-14%	71%	-5%	143%	1%	28%	-5%	-45%	84%	49%	-7%	47%	49%	10%	39%	12%	
20	24	📺 Digital Media Players	21%	31%	-53%	-8%	28%	7%	-1%	-43%	-39%	-84%	182%	71%	48%	-5%	52%	196%	-30%	140%	-82%	9%	77%	11%	
50	25	📱 Smart Bands and Activity Trackers	-30%	31%	-48%	118%	-53%	11%	-54%	-64%	297%	-25%	-64%	518%	19560%	17%	125%	32%	9%	-64%	-82%	6%	50%	11%	
27	26	🖨 All-in-One Inkjets	11%	-12%	14%	-7%	23%	11%	12%	39%	-13%	-2%	25%	-6%	14%	6%	20%	56%	62%	28%	-51%	6%	39%	10%	
49	27	🖨 Network Chassis	-28%	-33%	-55%	-50%	-33%	16%	18%	-30%	127%	-92%	2477%	1547%	-63%	0%	66%	-29%	-94%	6926%		1%	60%	9%	
30	28	📶 Wireless Access Points	25%	-1%	21%	-38%	-24%	-1%	45%	22%	-31%	43%	196%	-41%	44%	31%	7%	37%	47%	41%	11%	8%	22%	9%	
23	29	📞 Telephony Accessories	165%	-50%	25%	-71%	-22%	-49%	-65%	-84%	-36%	-75%	100%	854%	293%	206%	-40%	420%	686%	-32%	2676%	9%	-6%	9%	
36	30	💻 Data Management Software	20%	-18%	-41%	33%	7%	15%	5%	73%	22%	-31%	-60%	78%	3%	38%	18%	-51%	56%	4%	-28%	6%	9%	7%	
32	31	💡 Smart Lighting and Electricals	-24%	4%	-99%	-84%	-33%	105%	-13%	-36%	-57%	707%	30%	45%	46%	-51%	58%	35%	59%	271%	108%	4%	61%	6%	
35	32	🖨 Inkjet Printers	1%	-12%	14%	-44%	29%	-50%	-48%	-15%	-47%	58%	-15%	30%	-49%	27%	109%	63%	-23%	-17%	7%	-3%	65%	5%	
NA	33	📱 Smart Watches	-5%	70%	-61%	-45%	-41%	46%	65%	296%	-21%	-36%	38%	-55%	-6%	38%	177%	-33%	2%	-70%	-72%	6%	-11%	4%	
NA	34	📖 Keyboards and Keypads	7%	-11%	-28%	-15%	-5%	26%	-8%	-28%	-4%	114%	21%	0%	23%	48%	14%	11%	35%	-1%	-31%	2%	13%	3%	
26	35	🔌 Wired Network Adapters	3%	-21%	37%	0%	-47%	33%	19%	-4%	-21%	-4%	-46%	72%	18%	5%	120%	84%	47%	68%	46%	-5%	94%	3%	
45	36	📡 Transceivers	12%	15%	-19%	-17%	-19%	-24%	22%	-20%	-22%	-33%	7%	23%	50%	1%	16%	31%	54%	26%	-24%	0%	19%	3%	
48	37	📖 E-Readers	-52%	145%	212%	51%	144%	69%	121%	-71%		230%	-47%	-100%	-84%	-39%	45%	40%	353%	-3%	65%	0%	47%	2%	
38	38	🏢 Office Applications Software	-8%	11%	-46%	-2%	4%	31%	9%	-7%	-14%	15%	3%	26%	19%	21%	70%	11%	-16%	10%	-10%	0%	18%	2%	
33	39	💾 Solid State Drives (SSDs)	-7%	-28%	-20%	-35%	14%	-20%	26%	-49%	-30%	-11%	-49%	-4%	19%	7%	264%	21%	0%	14%	-16%	-16%	97%	1%	
NA	40	🗄 Database Management Software	23%	-39%	30%	-29%	47%	-10%	3%	-13%	-43%	15%	-18%	12%	54%	-22%	141%	7%	42%	0%	-60%	-3%	44%	0%	
42	41	🖨 Servers (PC/Mac)	-22%	-17%	-6%	-16%	15%	31%	60%	151%	-33%	16%	-9%	-41%	61%	6%	1%	95%	10%	46%	-55%	-3%	11%	0%	
29	42	🛠 Warranties and Services	0%	-13%	-11%	-10%	26%	17%	-18%	-5%	7%	-15%	10%	17%	13%	3%	134%	-13%	-17%	19%	-30%	-3%	49%	-1%	
40	43	🌐 Network Management Software	-16%	-18%	-19%	-1%	62%	25%	-26%	-67%	-22%	90%	-28%	11%	86%	59%	68%	39%	-38%	-27%	262%	-5%	45%	-3%	
34	44	🖨 Ink Cartridges and Tanks	-14%	-11%	3%	11%	3%	-28%	-26%	-32%	-46%	24%	-1%	51%	-17%	29%	-20%	20%	-18%	-42%	-26%	-4%	-11%	-4%	
46	45	📼 LTO/Ultrium Media	10%	-21%	-7%	-29%	12%	-14%	-11%	-49%	-5%	-58%	-29%	49%	-79%	9%	60%	50%	59%	31%	1024%	-9%	68%	-4%	
NA	46	🎧 Mice	0%	3%	-25%	-43%	29%	-42%	-16%	-23%	-40%	151%	-54%	-28%	-5%	7%	-16%	66%	66%	-12%	-23%	-9%	15%	-4%	
NA	47	🌐 Network Expansion Modules	7%	14%	-32%	-29%	-10%	-32%	6%	-11%	-33%	-65%	59%	-49%	-10%	-18%	-12%	66%	6%	271%	-65%	-6%	-4%	-6%	
44	48	🔌 Uninterruptable Power Supplies (UPS)	8%	-4%	-43%	-55%	-30%	-7%	-29%	-26%	-6%	-46%	58%	8%	4%	-23%	24%	-34%	-7%	-41%	-15%	-17%	13%	-6%	
41	49	🔌 Network Switches	5%	-4%	-30%	-34%	-30%	-11%	2%	-19%	-25%	-21%	28%	24%	31%	-3%	24%	37%	0%	62%	-5%	-10%	25%	-6%	
NA	50	🔌 Notebook Power Adapters	-4%	-8%	1%	-53%	19%	-17%	-10%	-3%	-48%	96%	45%	27%	-13%	-27%	73%	-2%	-15%	57%	-19%	-9%	22%	-7%	

## CONTEXT Covid-19 Weekly Report

Top Decline Category

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[Back to Contents](#)

### Top Decline Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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 GROWTH		
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	
Standalone GPS Devices	-100%	-92%	-96%	-43%	-98%	-67%	-56%	-100%	-95%	-96%	-54%	-81%	-100%	-91%	-100%	-83%	-89%	-89%	-86%	-92%	-88%	-91%	
Smartphone Screen Protectors	-71%	-71%	-94%	-76%	-92%	70%	1441%	-92%	-91%			-3%	-30%	-41%	-100%	-88%	-35%	-69%	-49%	-76%	-72%	-75%	
Presentation Devices	-79%	-69%	-93%	-93%	-89%	-51%	429%	-97%	-73%	-44%	-55%	-93%	-58%	-89%	4%	-71%	-71%	-64%	-55%	-73%	-41%	-72%	
Privacy Screens	-72%	-70%	-65%	-84%	-78%	-69%	-40%	-59%	-98%	-100%	-66%	-72%	-33%	-73%		-72%		45%	-98%	-71%	-40%	-70%	
Portable Power Banks	-87%	-114%	-80%	-89%	-83%	35%	72%	-75%	-82%	-76%	-59%	-63%	-94%	-80%	317%	-24%	-63%	-23%	-3%	-84%	0%	-68%	
Smartphone/Tablet Chargers	-88%	-70%	-80%	-73%	-55%	-39%	-48%	-82%	-84%	-64%	-21%	-57%	-32%	-47%	49%	-50%	-26%	-17%	-75%	-68%	-22%	-65%	
Digital Cameras	-82%	-142%	-76%	-95%	-52%	-30%	-95%	-60%	-38%	-88%	-89%	135%	-65%	70%	-12%	-58%	-58%	-39%	-67%	-69%	-57%	-63%	
Smart Speakers	7%	-67%	-93%	-81%	-82%	60%	-40%	-9%	-96%	6%	36%					1471%	-23%	-9%	9%	-63%	202%	-63%	
Camera/Camcorder Accessories	-72%	-67%	-61%	-90%	-57%	-44%	-89%	-61%	-48%	-78%	-74%	-98%	-78%	-52%	-56%	-63%	-57%	-82%	-73%	-61%	-63%	-62%	
3D Printers	-69%	-92%	-87%		-98%	-66%	-107%	-84%	0%	-100%	-100%	40426%	-98%			-62%	376%	-100%		-72%	332%	-61%	
Servers (Unix)	-81%	55%	-89%	-56%	166%	163%	-99%	-63%	7%	-100%	-100%		0%	-74%	727%	5100%	120860%	0%	0%	-68%	4132%	-61%	
Smartphone Protective Cases	-66%	-83%	-87%	-90%	-79%	16%	-7%	-75%	-52%	-79%	-12%	-15%	33%	8%	294%	-58%	7%	-34%		-71%	92%	-57%	
Dye Sublimation Printers	-68%	-42%	-93%	-70%	-42%	-51%	-78%	-95%	-14%	-27%	251%	154%	-85%	-31%	27%	-7%	53%	-88%	-78%	-61%	31%	-56%	
Large Format/Plotter Printers	-39%	-93%	-62%	-78%	-79%	-66%	26%	-15%	-66%	-96%	-63%	93%	-57%	-60%	23%	1%	-59%	-48%	60%	-58%	-7%	-53%	
Server Accessories	-67%	-36%	2%	-34%	-79%	-49%	-61%	-70%	-61%	-53%	-28%	-41%	-10%	-59%	-38%	-34%	10%	-6%	-88%	-53%	-37%	-50%	
Portable Speakers	-73%	-58%	2%	-64%	-83%	656%	-67%	-19%	40%	-41%	-97%	2808%	-48%	-50%	-59%	-79%	-42%	-84%	48%	-47%	-63%	-49%	
USB Memory	-49%	-63%	-43%	-58%	-76%	8%	24%	-49%	-67%	-64%	-64%	-60%	-37%	-49%	102%	-39%	-31%	-6%	-50%	-55%	-13%	-48%	
Printer Accessories and Parts	-19%	-68%	-67%	-70%	-82%	-65%	42%	-23%	-73%	-44%	-76%	16%	-35%	-69%	-1%	-44%	-76%	446%	-57%	-52%	-5%	-45%	
Label/Barcode/Receipt Printers	-27%	-14%	-86%	-38%	-47%	-12%	11%	-54%	-61%	-13%	-44%	-24%	-72%	-36%	62%	-38%	-42%	96%	238%	-53%	7%	-45%	
Memory Cards	-45%	-58%	-26%	-50%	-74%	17%	82%	-54%	-51%	-74%	98%	112%	-69%	4%	-10%	-49%	-39%	13%	-51%	-45%	-29%	-43%	
Partner Rebates, Warehousing and Logistics	-5%	-62%	-69%	-38%	-79%	-40%	-91%	-60%	-48%	-21%	80%	-62%	111%	-30%	1971%	-50%	-15%	79%	-100%	-50%	141%	-43%	
Displays Accessories	-11%	-49%	-57%	-72%	-31%	15%	-33%	-57%	-33%	-39%	-8%	6%	-9%	-56%	-84%	-15%	-28%	-16%	-75%	-41%	-55%	-42%	
Long Life Consumables	-38%	-62%	-53%	-58%	-56%	-27%	-20%	-26%	-46%	-50%	-41%	-4%	-23%	-39%	-19%	-39%	-28%	-77%	99%	-47%	-19%	-41%	
Toner	-34%	-57%	-48%	-57%	-40%	-32%	-22%	-35%	-51%	-53%	-40%	-24%	-35%	-45%	-23%	-39%	-35%	-56%	-1%	-44%	-28%	-41%	
Copier-based MFPs	98%	-94%	-68%	-83%	-91%	-22%	21%	2%	-89%	5%	-95%	-11%	47%	-88%	-22%	-68%	-40%	-40%	-54%	-43%	-27%	-39%	
Mobile Phones	-68%	-34%	-46%	-69%	-13%	43%	-8%	-82%	29%	-97%	2%	12%	116%	-74%	-41%	-79%	-23%	-3%	-5%	-37%	-43%	-39%	
Large Format Displays	-29%	-61%	-37%	-80%	-37%	-6%	-8%	-47%	-10%	39%	-14%	-33%	-39%	-35%	106%	-43%	-38%	-35%	45%	-43%	13%	-39%	
SAN Accessories	-87%	-60%	-59%	-16%	-22%	-24%	-82%	-46%	184%	120%	-98%	141%	-97%	88%	859%	413%	335%	-84%	11944%	-53%	678%	-38%	
SAN Switches and Directors	-20%	-39%	92%	-59%	276%	-4%	272%	-91%	-70%	-53%	-94%	45%	-100%	-66%	-66%	45%	30%	-95%	19%	-32%	-56%	-37%	
Projectors	-17%	-59%	-62%	-65%	-57%	-30%	-26%	-30%	104%	-64%	-51%	-55%	14%	-48%	217%	-38%	-27%	-38%	-47%	-40%	-13%	-36%	
Desktop Thin Clients	-61%	-48%	-4%	-8%	-29%	28%	-75%	24%	116%	-97%	-50%	-42%	162%	-39%	18%	-33%	25%	1119%	-91%	-38%	-6%	-36%	
MP3/MP4 Players	-16%	-11%	-76%	-29%	-94%	-2%	-98%	-80%	-92%	-96%	-80%	-100%	-7%	16%	247%	-31%	10%	-37%	105%	-34%	8%	-33%	
Desktop Workstations (PC/Mac)	-8%	-46%	-49%	-44%	-55%	-6%	-42%	-16%	-62%	-23%	1%	-44%	-23%	-19%	-38%	12%	-1%	-34%	-62%	-34%	-28%	-33%	
Home Sound Systems	-72%	-50%	51%	44%	-47%	47%	-88%	-89%	-70%	34%	72%	-73%	217%	135%	-29%	23%	-54%	43%	-86%	-30%	-32%	-30%	
IP Cameras	-1%	-48%	-13%	-75%	-43%	-11%	6%	-49%	-28%	21%	151%	-45%	25%	30%	-14%	-44%	21%	31%	-52%	-31%	-14%	-29%	
Connectivity Switches (Data and KVM)	-39%	-22%	-70%	-33%	21%	189%	-52%	46%	-54%	-56%	-84%	-32%	-10%	-69%	20%	-25%	-70%	-91%	3%	-31%	4%	-27%	
Storage Controllers	-27%	-33%	-33%	-41%	-8%	-13%	-34%	-23%	-31%	-69%	-9%	-11%	-68%	-57%	57%	-47%	46%	-53%	-58%	-32%	26%	-26%	
Laser Printers	-31%	-35%	-4%	-66%	-10%	86%	-1%	-32%	-34%	-32%	-11%	-4%	-21%	-24%	-31%	-11%	115%	-9%	-65%	-27%	-21%	-26%	
Smartphones	-35%	-2%	-41%	-39%	-46%	8%	31%	-23%	20%	-59%	34%	28%	-3%	31%	-59%	-21%	12%	81%	-18%	-25%	-23%	-25%	
Desktops	-16%	-49%	-37%	-42%	-30%	-7%	9%	-30%	-38%	-21%	-52%	-7%	-6%	-35%	39%	-2%	-28%	-15%	-46%	-30%	14%	-23%	
Developer Tools Software	-43%	-31%	-50%	-32%	7%	127%	17%	-49%	-44%	12%	-31%	58%	84%	26%	-39%	32%	-31%	122%	1063%	-27%	50%	-23%	
Televisions	-12%	5%	-44%	-82%	162%	61%	-98%	-33%	-59%	8%	28%	140%	147%	129%	44%	-27%	14%	-22%	-33%	-22%	-18%	-21%	
Tape Libraries	1%	-77%	-83%	-66%	47%	-46%	-95%	-26%	259%	266%	401%	-62%	-100%	0%	-23%	85%	177%	-100%	109%	-25%	4%	-20%	
Print Media	-19%	9%	-17%	-49%	37%	-22%	79%	-20%	-84%	-58%	-29%	6%	-54%	-25%	-26%	41%	19%	-16%	-10%	-19%	-19%	-19%	
Tape Drives	-16%	-22%	-71%	-48%	27%	-55%	-78%	40%	58%	-100%	54%	209%	-37%	-15%	12%	-59%	149%	-100%	0%	-21%	7%	-18%	
Host Bus Adapters	-18%	-26%	-34%	-54%	14%	27%	-33%	-19%	-10%	-33%	-86%	243%	-4%	30%	35%	35%	154%	266%	-33%	-27%	44%	-18%	
Hard Disk Drives (HDDs)	-32%	-23%	-49%	-42%	-37%	-25%	-15%	-45%	-31%	-48%	3%	-10%	-27%	-11%	92%	-4%	-8%	-18%	-76%	-30%	41%	-18%	
Network Accessories	-33%	-55%	-45%	-49%	-63%	33%	-58%	-32%	-24%	-52%	-16%	76%	58%	-38%	95%	-40%	11%	-1%	-14%	-40%	74%	-17%	
Cables and Connectivity Adapters	-19%	-19%	-41%	-43%	-16%	10%	-13%	-27%	-26%	-1%	-20%	17%	14%	5%	78%	18%	-9%	-21%	-12%	-21%	33%	-16%	
Labelling Tapes	-2%	-26%	-37%	-62%	-9%	7%	186%	-37%	-4%	-36%	44%	440%	400%	-74%	10%	49%	-8%	-17%	26%	-18%	7%	-15%	

# CONTEXT Covid-19 Weekly Report

Largest Category

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[Back to Contents](#)

## Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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 GROWTH		
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	
Notebooks	32%	87%	40%	18%	36%	31%	10%	123%	24%	55%	24%	65%	0%	18%	33%	21%	30%	18%	9%	43%	27%	40%	
Smartphones	-35%	-2%	-41%	-39%	-46%	8%	31%	-23%	20%	-59%	34%	28%	-3%	31%	-59%	-21%	12%	81%	-18%	-25%	-23%	-25%	
Warranties and Services	0%	-13%	-11%	-10%	26%	17%	-18%	-5%	7%	-15%	10%	17%	13%	3%	134%	-13%	-17%	19%	-30%	-3%	49%	-1%	
Tablet PCs	40%	68%	49%	-24%	31%	49%	18%	59%	-24%	-2%	103%	107%	77%	32%	117%	39%	85%	337%	7%	35%	84%	38%	
Desktops	-16%	-49%	-37%	-42%	-30%	-7%	9%	-30%	-38%	-21%	-52%	-7%	-6%	-35%	39%	-2%	-28%	-15%	-46%	-30%	14%	-23%	
Ink Cartridges and Tanks	-14%	-11%	3%	11%	3%	-28%	-26%	-32%	-46%	24%	-1%	51%	-17%	29%	-20%	20%	-18%	-42%	-26%	-4%	-11%	-4%	
Monitors	36%	50%	-17%	-32%	45%	41%	-8%	41%	7%	39%	16%	-6%	21%	4%	2%	23%	36%	6%	-35%	21%	11%	19%	
Toner	-34%	-57%	-48%	-57%	-40%	-32%	-22%	-35%	-51%	-53%	-40%	-24%	-35%	-45%	-23%	-39%	-35%	-56%	-1%	-44%	-28%	-41%	
Processors	49%	45%	31%	18%	79%	34%	45%	-20%	-7%	47%	-37%	76%	80%	23%	167%	58%	31%	17%	0%	36%	99%	47%	
Office Applications Software	-8%	11%	-46%	-2%	4%	31%	9%	-7%	-14%	15%	3%	26%	19%	21%	70%	11%	-16%	10%	-10%	0%	18%	2%	
Network Switches	5%	-4%	-30%	-34%	-30%	-11%	2%	-19%	-25%	-21%	28%	24%	31%	-3%	24%	37%	0%	62%	-5%	-10%	25%	-6%	
Solid State Drives (SSDs)	-7%	-28%	-20%	-35%	14%	-20%	26%	-49%	-30%	-11%	-49%	-4%	19%	7%	264%	21%	0%	14%	-16%	-16%	97%	1%	
Operating Systems Software	-21%	-20%	-7%	-13%	-18%	27%	10%	-19%	24%	-27%	-27%	80%	66%	-11%	106%	-7%	3%	37%	-57%	-11%	37%	-7%	
Security Software	59%	38%	51%	16%	21%	12%	-9%	33%	0%	61%	60%	81%	23%	48%	66%	40%	-27%	91%	37%	38%	39%	38%	
Headsets/Headphones and Microphones	70%	37%	48%	50%	153%	43%	54%	43%	-12%	151%	74%	82%	221%	193%	76%	134%	94%	24%	184%	72%	98%	74%	
Data Management Software	20%	-18%	-41%	33%	7%	15%	5%	73%	22%	-31%	-60%	78%	3%	38%	18%	-51%	56%	4%	-28%	6%	9%	7%	
Hard Disk Drives (HDDs)	-32%	-23%	-49%	-42%	-37%	-25%	-15%	-45%	-31%	-48%	3%	-10%	-27%	-11%	92%	-4%	-8%	-18%	-76%	-30%	41%	-18%	
Servers (PC/Mac)	-22%	-17%	-6%	-16%	15%	31%	60%	151%	-33%	16%	-9%	-41%	61%	6%	1%	95%	10%	46%	-55%	-3%	11%	0%	
RAM Memory	10%	-29%	-19%	-63%	-9%	-16%	-19%	-44%	-26%	-18%	-58%	-35%	75%	-14%	24%	56%	2%	113%	-10%	-19%	32%	-12%	
Graphics and Design Software	-15%	-34%	21%	-4%	-9%	-27%	-40%	-16%	-26%	10%	77%	353%	-18%	-19%	15%	29%	102%	-70%	40%	-15%	41%	-14%	
Disk Arrays	1%	-30%	-35%	-26%	16%	-63%	-31%	95%	21%	-9%	28%	29%	-67%	-47%	12%	32%	121%	-69%	41%	-17%	9%	-15%	
All-in-One Lasers	-13%	-35%	6%	-51%	-7%	26%	11%	39%	-31%	-18%	-55%	-24%	-20%	-38%	-3%	-3%	19%	47%	8%	-16%	0%	-11%	
All-in-One Inkjets	11%	-12%	14%	-7%	23%	11%	12%	39%	-13%	-2%	25%	-6%	14%	6%	20%	56%	62%	28%	-51%	6%	39%	10%	
Network Routers	22%	-3%	59%	-55%	83%	0%	-21%	33%	-50%	255%	-39%	-11%	-9%	-5%	56%	34%	57%	6%	-56%	16%	42%	21%	
Wireless Access Points	25%	-1%	21%	-38%	-24%	-1%	45%	22%	-31%	43%	196%	-41%	44%	31%	7%	37%	47%	41%	11%	8%	22%	9%	
Televisions	-12%	5%	-44%	-82%	162%	61%	-98%	-33%	-59%	8%	28%	140%	147%	129%	44%	-27%	14%	-22%	-33%	-22%	-18%	-21%	
Graphics Cards	74%	134%	28%	-43%	15%	56%	28%	5%	-27%	-2%	-15%	-78%	81%	111%	30%	174%	158%	133%	-31%	54%	95%	62%	
Network Management and Security Appliances	54%	-10%	-19%	-31%	-3%	153%	81%	-46%	13%	-2%	208%	33%	-6%	18%	7%	27%	-14%	-12%	372%	15%	17%	15%	
Network Management Software	-16%	-18%	-19%	-1%	62%	25%	-26%	-67%	-22%	90%	-28%	11%	86%	59%	68%	39%	-38%	-27%	262%	-5%	45%	-3%	
Virtualisation Software	-4%	3%	88%	54%	39%	52%	17%	29%	15%	-48%	-11%	87%	19%	7%	146%	-62%	-10%	-48%	-12%	17%	-8%	14%	
Large Format Displays	-29%	-61%	-37%	-80%	-37%	-6%	-8%	-47%	-10%	39%	-14%	-33%	-39%	-35%	106%	-43%	-38%	-35%	45%	-43%	13%	-39%	
Docking Stations	54%	-5%	32%	-20%	-2%	-10%	-14%	71%	-5%	143%	1%	28%	-5%	-45%	84%	49%	-7%	47%	49%	10%	39%	12%	
Notebook Workstations	28%	105%	15%	-3%	52%	97%	10%	35%	108%	113%	-31%	5%	-6%	24%	15%	32%	98%	45%	-20%	35%	35%	35%	
Desktop Workstations (PC/Mac)	-8%	-46%	-49%	-44%	-55%	-6%	-42%	-16%	-62%	-23%	1%	-44%	-23%	-19%	-38%	12%	-1%	-34%	-62%	-34%	-28%	-33%	
Database Management Software	23%	-39%	30%	-29%	47%	-10%	3%	-13%	-43%	15%	-18%	12%	54%	-22%	141%	7%	42%	0%	-60%	-3%	44%	0%	
Transceivers	12%	15%	-19%	-17%	-19%	-24%	22%	-20%	-22%	-33%	7%	23%	50%	1%	16%	31%	54%	26%	-24%	0%	19%	3%	
Smart Watches	-5%	70%	-61%	-45%	-41%	46%	65%	296%	-21%	-36%	38%	-55%	-6%	38%	177%	-33%	2%	-70%	-72%	6%	-11%	4%	
Uninterruptable Power Supplies (UPS)	8%	-4%	-43%	-55%	-30%	-7%	-29%	-26%	-6%	-46%	58%	8%	4%	-23%	24%	-34%	-7%	-41%	-15%	-17%	13%	-6%	
Laser Printers	-31%	-35%	-4%	-66%	-10%	86%	-1%	-32%	-34%	-32%	-11%	-4%	-21%	-24%	-31%	-11%	115%	-9%	-65%	-27%	-21%	-26%	
Cables and Connectivity Adapters	-19%	-19%	-41%	-43%	-16%	10%	-13%	-27%	-26%	-1%	-20%	17%	14%	5%	78%	18%	-9%	-21%	-12%	-21%	33%	-16%	
Integrated Systems	-52%	64%	20%	106%	137%	-67%	-1%	40%	274%	921%	-82%	93%	-65%	38%	-31%	77%	2863%	36%	-100%	30%	15%	29%	
Keyboards and Keypads	7%	-11%	-28%	-15%	-5%	26%	-8%	-28%	-4%	114%	21%	0%	23%	48%	14%	11%	35%	-1%	-31%	2%	13%	3%	
Long Life Consumables	-38%	-62%	-53%	-58%	-56%	-27%	-20%	-26%	-46%	-50%	-41%	-4%	-23%	-39%	-19%	-39%	-28%	-77%	99%	-47%	-19%	-41%	
Mobile Computing Cases	40%	38%	39%	-25%	12%	18%	-2%	3%	-43%	39%	99%	-22%	19%	1%	-19%	18%	17%	12%	38%	19%	10%	18%	
Projectors	-17%	-59%	-62%	-65%	-57%	-30%	-26%	-30%	104%	-64%	-51%	-55%	14%	-48%	217%	-38%	-27%	-38%	-47%	-40%	-13%	-36%	
Developer Tools Software	-43%	-31%	-50%	-32%	7%	127%	17%	-49%	-44%	12%	-31%	58%	84%	26%	-39%	32%	-31%	122%	1063%	-27%	50%	-23%	
Network Expansion Modules	7%	14%	-32%	-29%	-10%	-32%	6%	-11%	-33%	-65%	59%	-49%	-10%	-18%	-12%	66%	6%	271%	-65%	-6%	-4%	-6%	
Mice	0%	3%	-25%	-43%	29%	-42%	-16%	-23%	-40%	151%	-54%	-28%	-5%	7%	-16%	66%	66%	-12%	-23%	-9%	15%	-4%	
NAS Devices	24%	-25%	-28%	-38%	-40%	-18%	26%	-3%	-27%	-32%	74%	-46%	12%	-40%	37%	-6%	-14%	-15%	-45%	-12%	3%	-10%	
Digital Media Players	21%	31%	-53%	-8%	28%	7%	-1%	-43%	-39%	-84%	182%	71%	48%	-5%	52%	196%	-30%	140%	-82%	9%	77%	11%	

## CONTEXT Covid-19 Weekly Report

Channel

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[Back to Contents](#)

### Channel Performance in Western and Eastern Europe

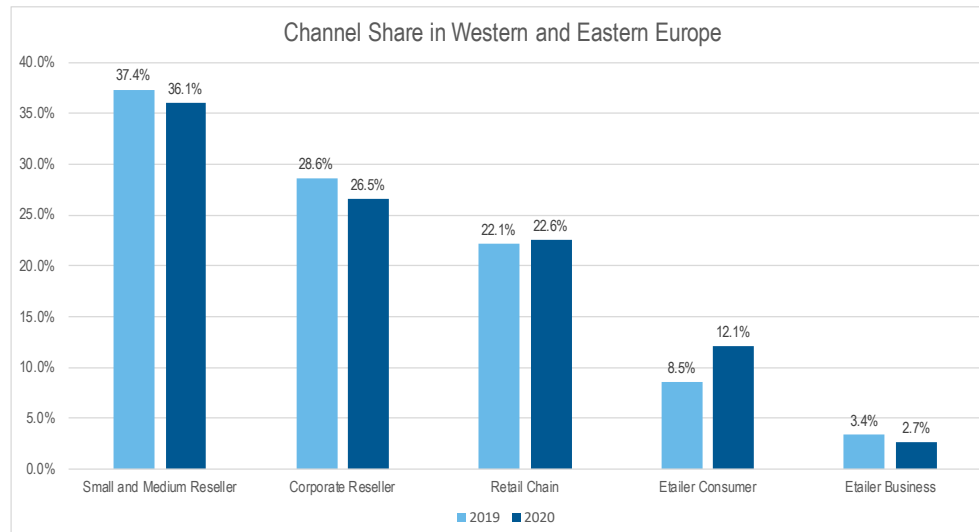
% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-9%	6%	-3%	-21%	3%	-9%	-9%	-7%	-4%	-38%	-19%	19%	-5%	-11%	9%	-33%	0%	-25%	87%	-4%	1%	-4%
	Small and Medium Reseller	2%	-10%	5%	-22%	5%	5%	9%	-9%	-15%	29%	-9%	27%	7%	7%	10%	11%	1%	18%	-16%	-2%	8%	0%
	Etailer Business	-8%	-8%	-16%	-42%	-48%	-2%	-30%	-45%	7%	13%	-5%	45%	-21%	-32%	-33%	15%	-40%	-39%	-56%	-17%	-29%	-18%
Retail Channels	Etailer Consumer	48%	80%	44%	-13%	84%	47%	56%	46%	68%	8%	110%	91%	84%	38%	-15%	42%	5%	90%	-21%	53%	10%	47%
	Retail Chain	3%	-4%	-39%	-11%	-27%	41%	26%	33%	16%	-5%	81%	2%	40%	31%	102%	7%	49%	27%	-13%	-4%	46%	6%



# CONTEXT Covid-19 Weekly Report

Largest Industries Business

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[Back to Contents](#)

## Largest Industries in Business Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
Mobile Computing	29%	82%	115%	11%	49%	37%	-5%	85%	19%	83%	9%	46%	-10%	32%	22%	44%	18%	3%	-2%	47%	26%	45%	
Software and Licences	-2%	-11%	-8%	-1%	16%	5%	-8%	-17%	-1%	23%	-12%	43%	20%	-6%	-8%	-30%	-3%	14%	20%	-3%	-13%	-4%	
Telecommunications	-33%	-6%	7%	-61%	-46%	10%	0%	-46%	-25%	-53%	24%	96%	-6%	100%	-65%	9%	-17%	171%	-10%	-13%	-18%	-13%	
Printing Consumables	-32%	-51%	-31%	-38%	-25%	-36%	-28%	-33%	-47%	-43%	-30%	0%	-32%	-18%	-21%	-25%	-35%	-54%	-11%	-34%	-24%	-33%	
Computing Components	13%	-5%	0%	-39%	-7%	-8%	-23%	-40%	-22%	-8%	-67%	17%	22%	-4%	41%	37%	8%	59%	-14%	-8%	36%	-1%	
Warranties and Services	-2%	-15%	-11%	-10%	23%	15%	-18%	-5%	7%	-17%	-2%	14%	13%	2%	130%	-20%	-18%	18%	-31%	-5%	45%	-3%	
Displays	-7%	-34%	-36%	-61%	-18%	4%	-20%	-36%	-23%	24%	-19%	-15%	-24%	-30%	-4%	-29%	-16%	-35%	-33%	-27%	-18%	-26%	
Disk Storage	-23%	-33%	-30%	-38%	6%	-42%	-20%	-8%	-17%	-26%	-28%	-8%	-41%	-30%	54%	6%	5%	-46%	-33%	-27%	23%	-21%	
Desktop Computing	-30%	-54%	-32%	-48%	-40%	-21%	-21%	-42%	-42%	-25%	-54%	-14%	-14%	-41%	1%	-6%	-20%	-26%	-55%	-39%	-7%	-34%	
Networking Systems	-6%	-6%	-14%	-50%	7%	-23%	-10%	-24%	-28%	14%	1%	-32%	11%	-13%	-5%	-6%	-3%	1%	-23%	-14%	-5%	-13%	
Printing	-26%	-40%	-49%	-64%	-39%	-41%	7%	-31%	-57%	-28%	-65%	23%	-52%	-55%	-34%	-33%	5%	-25%	-19%	-41%	-28%	-38%	
Audio-Video Systems	52%	21%	42%	52%	146%	20%	18%	52%	-45%	155%	0%	60%	129%	69%	34%	65%	46%	-10%	-2%	43%	40%	42%	
Computing Accessories	25%	1%	20%	-25%	8%	8%	-8%	10%	-25%	101%	4%	24%	0%	-15%	22%	7%	5%	20%	-3%	5%	13%	6%	
Server Computing	-52%	-6%	-5%	-3%	23%	-7%	-11%	100%	2%	15%	-37%	-13%	54%	12%	-19%	78%	89%	54%	-63%	-14%	-2%	-12%	
Data Center Networking and Security	13%	-12%	-14%	-34%	1%	86%	57%	-68%	-7%	-29%	-14%	32%	-19%	16%	-19%	9%	-16%	-53%	93%	-3%	-15%	-4%	
Wireless Networking	-3%	-22%	3%	-40%	-43%	-8%	-3%	9%	-44%	1%	16%	-48%	49%	-3%	-17%	216%	12%	32%	25%	-16%	50%	-11%	
Other Networking Equipment	-1%	0%	-16%	-19%	-23%	-19%	-10%	-27%	-35%	-19%	-24%	61%	46%	4%	38%	17%	51%	-24%	-13%	-8%	32%	-3%	
Power Equipment	-5%	-26%	-31%	-49%	-31%	-9%	-21%	-36%	-23%	-37%	-35%	-25%	17%	1%	-8%	-29%	-16%	-40%	-18%	-21%	-13%	-19%	
Wearable Devices	124%	-23%	-49%	4%	-33%	1%	-41%	612%	-59%	-63%	52%	-78%	-39%	-62%	50%	-41%	-10%	-37%	-57%	-4%	-19%	-7%	
Connectivity	-14%	-15%	-27%	-39%	-10%	7%	-28%	-28%	-21%	-7%	-32%	30%	6%	13%	67%	31%	-22%	-33%	-2%	-18%	33%	-13%	
Games Consoles	159%		12%	66%	183%	81%	58%	-10%	-53%	266%	46%	29%	-31%	363%	-82%	-31%	380%	-5%	22%	85%	-5%	40%	
Smart Home and Office	-80%	62%	-76%	88%	-90%	141%	37%	-74%	-100%	1091%	-86%	647%	17%	-7%	150%	134%	49%	60%	8%	-34%	87%	-32%	
Removable Storage	-27%	-46%	43%	-58%	-60%	19%	44%	-59%	-65%	-15%	-20%	-48%	-50%	-43%	-20%	-16%	-28%	-29%	-49%	-28%	-24%	-28%	
Electronics	-53%	-39%	-24%	-31%	-62%	-65%	19%	-28%	-41%	-49%	-40%	-85%	-87%	-46%	93%	-46%	-8%	-87%	-59%	-46%	44%	-26%	
Unified Communications	-7%	-47%	2%	-70%	-23%	-17%	-30%	-68%	-73%	-29%	153%	-12%	283%	-25%	4%	-53%	-19%	563%	-76%	-29%	-19%	-27%	
Terminals, Thin Clients and Points of Sales	-63%	74%	-67%	-20%	-15%	5%	-64%	-53%	99%	-90%	37%	-48%	-13%	-47%	-25%	-36%	-6%	-54%	-90%	-35%	-34%	-35%	
Scanner Imaging	-26%	-17%	-34%	-32%	-27%	-12%	26%	-41%	195%	-20%	-29%	-57%	-56%	-36%	-42%	-72%	-61%	-64%	-72%	-22%	-49%	-28%	
Security	9%	-56%	54%	-57%	-7%	-17%	90%	-44%	-10%	42%	50%	-27%	-38%	183%	-24%	-58%	4%	-28%	-75%	-9%	-28%	-14%	
Tape Storage	-8%	33%	-42%	-42%	61%	-43%	-65%	1%	23%	-69%	-33%	-88%	-76%	55%	11%	-7%	80%	-61%	743%	-14%	23%	-11%	
Photo and Video Cameras	-58%	-66%	-50%	-95%	347%	-63%	-62%	-59%	-45%	-75%	-102%	-87%	-64%	-38%	-5%	-87%	-48%	-78%	-65%	-55%	-69%	-62%	

# CONTEXT Covid-19 Weekly Report

Largest Industries Consumer

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[Back to Contents](#)

## Largest Industries in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR GROWTH		
	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
Mobile Computing	39%	91%	-18%	-10%	23%	36%	94%	128%	11%	26%	105%	156%	59%	12%	47%	11%	49%	57%	24%	32%	35%	32%
Software and Licences	92%	237%	5%	166%	467%	149%	498%	1330%	51%	288%	204%	901%	173%	251%	1118%	33%	16%	16%	-61%	188%	242%	204%
Telecommunications	-34%	-13%	-61%	-38%	-46%	18%	57%	-14%	69%	-61%	42%	-21%	3%	3%	-43%	-30%	31%	12%	-26%	-31%	-22%	-30%
Printing Consumables	7%	-4%	-4%	16%	-7%	-12%	45%	-34%	-56%	32%	-23%	53%	-18%	47%	-24%	39%	-1%	-46%	-24%	3%	-13%	1%
Computing Components	132%	211%	67%	40%	78%	126%	84%	54%	109%	119%	257%	-16%	119%	173%	146%	137%	100%	96%	-7%	116%	127%	119%
Warranties and Services	63%	604%	-18%	281%	742%	91%	4%	-37%	24%	489%	283%	764%	24%	60%	643%	214%	159%	120%	20%	113%	293%	123%
Displays	57%	106%	-33%	0%	119%	72%	-68%	169%	56%	11%	166%	-6%	112%	94%	40%	15%	44%	20%	-35%	41%	26%	38%
Disk Storage	37%	22%	-48%	-15%	-33%	4%	37%	15%	-5%	-7%	43%	20%	45%	48%	398%	22%	7%	119%	-50%	13%	137%	41%
Desktop Computing	24%	-5%	-58%	11%	-3%	21%	147%	18%	-33%	-9%	-21%	-9%	9%	-8%	100%	14%	-34%	27%	3%	1%	51%	11%
Networking Systems	52%	27%	38%	58%	98%	68%	32%	77%	-23%	93%	229%	235%	124%	111%	171%	190%	85%	296%	-48%	58%	148%	76%
Printing	12%	-5%	38%	28%	17%	85%	16%	87%	15%	-20%	45%	77%	79%	16%	40%	71%	85%	96%	-39%	21%	51%	28%
Audio-Video Systems	49%	1%	20%	-7%	48%	59%	22%	16%	15%	60%	183%	105%	180%	161%	57%	79%	52%	13%	160%	42%	65%	44%
Computing Accessories	29%	30%	-37%	-31%	14%	0%	23%	1%	-34%	106%	55%	-33%	72%	10%	39%	50%	61%	17%	-13%	11%	43%	15%
Server Computing	349%	238%	194%	344%	996%	224%	164%	-16%	-42%	1174%	398%	144%	170%	53%	367%	254%	137%	614%	31%	234%	334%	270%
Data Center Networking and Security	277%	320%	-7%	340%	43%	4%	164%	114%	1174%	903%	438%	124%	29%	-46%	148%	1356%	290%	3487%	6842%	111%	284%	141%
Wireless Networking	65%	129%	110%	-22%	16%	26%	308%	69%	162%	259%	887%	27%	60%	179%	109%	170%	147%	70%	-33%	81%	121%	84%
Other Networking Equipment	36%	94%	37%	-48%	-1%	94%	125%	62%	-3%	145%	-7%	271%	58%	128%	141%	4%	117%	407%	40%	29%	105%	33%
Power Equipment	57%	-37%	-37%	-62%	-37%	57%	79%	59%	4%	-53%	217%	120%	6%	20%	102%	9%	-4%	88%	-48%	1%	72%	26%
Wearable Devices	-14%	40%	-62%	-55%	-50%	5%	59%	215%	34%	-14%	30%	52%	13%	35%	146%	-18%	-6%	-71%	-78%	4%	10%	4%
Connectivity	-37%	-29%	-77%	-50%	-18%	27%	29%	-19%	-73%	10%	128%	-51%	35%	-19%	78%	3%	22%	172%	-34%	-27%	26%	-23%
Games Consoles	67%		55%	-53%	11%	107%	220%	21%	562%	53%	122%	2746%	197%	134%	38%	7%	-11%	-46%	162%	31%	6%	18%
Smart Home and Office	17%	-28%	-62%	-53%	-24%	73%	0%	-49%	124%	268%	295%	44%	-31%	102%	-38%	936%	161%	685%	158%	-16%	398%	-14%
Removable Storage	-41%	-60%	6%	-41%	-78%	-6%	104%	14%	-45%	-65%	7%	128%	-45%	8%	54%	-39%	-40%	34%	-45%	-47%	-13%	-40%
Electronics	173%	-98%	-94%	88%	-92%	-32%	-55%	-97%	-66%	-67%	-19%	-10%	-15%	-65%	204%	170%	76%	-78%	-49%	-74%	109%	-61%
Unified Communications	81%	134%	8%	72%	-61%	-6%	16%	-61%	-76%	-381%	1286%	-72%	-16%	-86%	87%	1187%	-51%	150%	17%	68%	147%	74%
Terminals, Thin Clients and Points of Sales	0.928	-0.294	-0.943	25.26	0.511	0.995	-0.453	30.132	3.575	-0.682	0.931	2.831			2.698	2.207	-0.001	6.319				-1
Scanner Imaging	0.732	0.375	0.072	-0.153	-0.051	1.437	2.571	0.807	-0.076	13.403	1.444	4.836	1.45	0.378	0.111	0.262	1.159	0.851	0.043			
Security	-0.241	-0.416	-0.884	-0.922	-0.877	0.073	-0.531	-0.675	-0.442	-0.144	2.323	-0.488	0.273	-0.106	2.718	-0.142	0.731	1.932	2.987			
Tape Storage	5.52	-0.344	0.11	0.18	0.723	0.012	2.09	-0.366	0.723	0.868	10.703	-0.695	-0.392	2.529	0.456	2.589	0.087	-1	55.548			
Photo and Video Cameras	-0.822	-1	-0.886	-0.942	-0.722	-0.233	-0.951	-0.826	-0.377	-0.893	-0.375	-0.982	-0.716	-0.601	-0.582	-0.389	-0.614	-0.467	-0.752			



## CONTEXT Covid-19 Weekly Report

Largest Category Business

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[Back to Contents](#)

### Top categories in Business Channel

% Change in sales through IT Distribution in Euros  
4 Weeks to Week 19 (May 10 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Category	WESTERN EUROPE														EASTERN EUROPE				
	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Portugal	Denmark	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia
Notebooks	23%	82%	106%	25%	52%	43%	-14%	96%	27%	96%	5%	28%	-15%	30%	18%	43%	11%	0%	2%
Smartphones	-37%	4%	11%	-61%	-47%	-14%	-1%	-47%	-24%	-52%	26%	87%	-11%	126%	-72%	11%	-22%	200%	-11%
Warranties and Services	-2%	-15%	-11%	-10%	23%	15%	-18%	-5%	7%	-17%	-2%	14%	13%	2%	130%	-20%	-18%	18%	-31%
Tablet PCs	48%	80%	200%	-24%	32%	3%	22%	69%	-31%	10%	70%	126%	45%	45%	86%	60%	45%	54%	-36%
Desktops	-30%	-55%	-29%	-46%	-38%	-19%	-14%	-45%	-39%	-26%	-57%	-4%	-12%	-43%	16%	-8%	-22%	-25%	-54%
Ink Cartridges and Tanks	-24%	-30%	0%	-6%	-2%	-41%	-37%	-30%	-31%	-10%	26%	38%	-24%	11%	-26%	12%	-37%	-43%	-25%
Monitors	7%	3%	-40%	-46%	-8%	13%	-18%	-23%	9%	18%	-6%	-4%	-19%	-21%	-14%	-18%	-3%	-17%	-47%
Toner	-36%	-60%	-48%	-58%	-41%	-35%	-25%	-35%	-50%	-59%	-41%	-24%	-35%	-53%	-21%	-45%	-36%	-57%	-2%
Processors	18%	21%	25%	2%	2%	11%	-11%	-35%	-15%	1%	-67%	88%	9%	0%	108%	65%	-20%	-6%	-9%
Office Applications Software	-9%	10%	-46%	-3%	4%	32%	5%	-18%	-12%	12%	2%	20%	17%	8%	69%	11%	-11%	7%	-18%
Network Switches	-4%	0%	-30%	-52%	-34%	-23%	1%	-25%	-24%	-25%	18%	-28%	25%	-6%	-5%	1%	-10%	9%	-20%
Solid State Drives (SSDs)	-17%	-33%	-13%	-41%	26%	-38%	2%	-60%	-33%	-17%	-57%	-21%	-2%	-10%	187%	14%	-10%	-26%	-15%
Operating Systems Software	-23%	-21%	-8%	-14%	-27%	25%	0%	-24%	23%	-34%	-32%	62%	59%	-14%	126%	-24%	-3%	32%	-36%
Security Software	51%	19%	55%	11%	17%	-3%	-9%	-11%	-3%	50%	50%	75%	15%	41%	46%	19%	-42%	78%	29%
Headsets/Headphones and Microphones	56%	49%	50%	108%	187%	14%	35%	60%	-37%	225%	29%	63%	157%	83%	57%	13%	67%	-17%	18%
Data Management Software	18%	-19%	-41%	28%	6%	12%	2%	71%	13%	-32%	-71%	74%	-1%	29%	-68%	-51%	39%	37%	-30%
Hard Disk Drives (HDDs)	-44%	-33%	-49%	-42%	-26%	-27%	-55%	-30%	-53%	1%	-19%	-49%	-31%	19%	-18%	-13%	-38%	-72%	
Servers (PC/Mac)	-28%	-19%	-8%	-19%	8%	19%	49%	159%	-34%	5%	-17%	-47%	59%	5%	-16%	84%	10%	43%	-57%
RAM Memory	-1%	-33%	-19%	-64%	-25%	-27%	-33%	-48%	-30%	-27%	-66%	-32%	52%	-23%	-1%	-11%	16%	134%	-18%
Graphics and Design Software	-16%	-34%	22%	-4%	-9%	-27%	-40%	-17%	-27%	1%	42%	299%	-57%	-19%	16%	30%	129%	-74%	40%
Disk Arrays	-2%	-32%	-35%	-27%	15%	-65%	-33%	98%	18%	-20%	22%	25%	-67%	-53%	-28%	34%	113%	-73%	37%
All-in-One Lasers	-21%	-53%	-27%	-70%	-32%	-46%	5%	15%	-40%	-25%	-72%	-54%	-30%	-39%	-36%	-36%	-16%	-53%	7%
All-in-One Inkjets	12%	7%	-21%	-22%	22%	-9%	45%	-38%	-63%	76%	-10%	-24%	-58%	-29%	-48%	-11%	-1%	-21%	-43%
Network Routers	-16%	-25%	64%	-29%	72%	-17%	-39%	-20%	-61%	304%	-60%	-59%	-41%	-34%	-4%	-26%	41%	-29%	-34%
Wireless Access Points	-1%	-20%	-4%	-39%	-44%	-8%	-2%	12%	-45%	-2%	33%	-49%	47%	-1%	-18%	-6%	16%	37%	33%
Televisions	-41%	-63%	-12%	-83%	10%	21%	-63%	-42%	-59%	76%	-58%	119%	282%	-65%	106%	-36%	6%	-49%	88%
Graphics Cards	55%	52%	12%	-41%	40%	1%	21%	-42%	-38%	-6%	-50%	-9%	-22%	28%	33%	21%	55%	105%	-25%
Network Management and Security Appliances	46%	-14%	-22%	-36%	-4%	177%	90%	-54%	8%	-4%	212%	33%	-6%	19%	-4%	-8%	-20%	-25%	266%
Network Management Software	-18%	-18%	-21%	-1%	62%	20%	-29%	-67%	-26%	88%	-35%	12%	62%	61%	59%	25%	-17%	-39%	249%
Virtualisation Software	-6%	2%	86%	52%	34%	31%	9%	27%	6%	-57%	-23%	40%	3%	6%	120%	-63%	-21%	-54%	-1%
Large Format Displays	-36%	-65%	-37%	-81%	-34%	-13%	-11%	-60%	-19%	46%	-29%	-34%	-52%	-34%	44%	-45%	-46%	-46%	43%
Docking Stations	46%	-5%	33%	-21%	-1%	-3%	-17%	40%	-4%	144%	2%	53%	-5%	-51%	78%	36%	-3%	41%	25%
Notebook Workstations	13%	106%	11%	-5%	45%	85%	2%	8%	96%	126%	-43%	-29%	-15%	19%	-15%	19%	83%	17%	-28%
Desktop Workstations (PC/Mac)	-25%	-50%	-50%	-56%	-57%	-32%	-44%	-30%	-63%	-21%	-22%	-57%	-28%	-27%	-62%	6%	-5%	-32%	-67%
Database Management Software	24%	-40%	30%	-29%	40%	40%	2%	-15%	-42%	15%	-19%	13%	61%	-24%	137%	3%	42%	-5%	-6%
Transceivers	10%	15%	-18%	-16%	-19%	-28%	16%	-23%	-23%	-34%	8%	10%	60%	0%	13%	28%	51%	13%	-35%
Uninterruptable Power Supplies (UPS)	-1%	0%	-42%	-58%	-37%	-17%	-34%	-43%	-12%	-43%	-32%	-26%	-15%	-29%	-8%	-46%	-14%	-61%	-19%
Laser Printers	-44%	-45%	3%	-75%	-24%	75%	-16%	-48%	-38%	-52%	-19%	-30%	-56%	-40%	-50%	153%	-50%	-68%	
Cables and Connectivity Adapters	-11%	-16%	-22%	-39%	-13%	0%	-28%	-28%	-18%	-10%	-28%	45%	8%	20%	78%	30%	-19%	-34%	-5%
Integrated Systems	-52%	44%	20%	106%	118%	-68%	-1%	41%	465%	921%	-82%	93%	-65%	38%	-34%	77%	2863%	3%	-100%
Keyboards and Keypads	-6%	-23%	-13%	-38%	-12%	19%	-10%	-23%	-6%	131%	-5%	-24%	6%	8%	5%	-7%	22%	-6%	-29%
Long Life Consumables	-39%	-66%	-56%	-59%	-60%	-24%	-22%	-26%	-47%	-50%	-42%	-4%	-25%	-48%	-20%	-42%	-31%	-78%	78%
Projectors	-12%	-68%	-74%	-65%	-76%	-44%	-38%	-39%	-64%	-62%	-59%	-65%	-42%	-53%	321%	-42%	-31%	-70%	-31%
Developer Tools Software	-45%	-31%	-50%	-35%	7%	128%	16%	-49%	-43%	3%	-30%	56%	76%	23%	-41%	23%	-31%	121%	1063%
Network Expansion Modules	4%	14%	-31%	-30%	-14%	-33%	-25%	-14%	-33%	-65%	35%	-52%	-14%	-11%	-14%	9%	-1%	187%	-65%
VOIP Systems	-5%	-48%	7%	-72%	-18%	-17%	-26%	-71%	-73%	-30%	147%	-15%	279%	-24%	0%	-52%	-16%	641%	-77%
Servers (Unix)	-81%	180%	-89%	-56%	137%	21%	-99%	-63%	-40%	-100%	-100%			-74%	577%	5100%	88186%		

CATEGORY GROWTH		
WE	EE	Total
48%	22%	45%
-12%	-18%	-13%
-5%	45%	-3%
50%	64%	51%
-38%	0%	-33%
-16%	-17%	-16%
-11%	-16%	-12%
-46%	-28%	-43%
7%	72%	16%
-3%	18%	-1%
-17%	-4%	-16%
-24%	78%	-12%
-13%	38%	-10%
28%	21%	27%
61%	39%	59%
4%	-58%	-8%
-38%	-1%	-33%
-8%	-3%	-7%
-28%	3%	-24%
-16%	45%	-14%
-19%	-15%	-19%
-37%	-34%	-36%
-5%	-21%	-6%
-1%	-8%	-2%
-16%	-5%	-15%
-31%	-25%	-30%
26%	31%	27%
12%	2%	11%
-7%	37%	-5%
13%	-15%	9%
-47%	-14%	-44%
8%	34%	10%
25%	17%	24%
-43%	-47%	-44%
-3%	50%	1%
-1%	16%	2%
-22%	-15%	-19%
-40%	-37%	-39%
-17%	36%	-12%
25%	11%	24%
-11%	1%	-9%
-49%	-21%	-43%
-55%	-14%	-50%
-28%	45%	-24%
-7%	-11%	-8%
-28%	-19%	-26%
-70%	4911%	-64%

## CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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[Back to Contents](#)

### Largest Categories in Consumer Channel

% Change in sales through IT Distribution in Euros

4 Weeks to Week 19 (May 10 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 GROWTH		
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	
Notebooks	42%	107%	-14%	0%	21%	20%	131%	150%	19%	32%	88%	176%	47%	9%	42%	10%	41%	36%	21%	35%	30%	34%	
Smartphones	-34%	-5%	-60%	-33%	-46%	16%	61%	-14%	72%	-60%	47%	-21%	0%	4%	-55%	-29%	32%	14%	-25%	-30%	-24%	-29%	
Warranties and Services	63%	604%	-18%	281%	742%	91%	4%	-37%	24%	489%	283%	764%	24%	60%	643%	214%	159%	120%	20%	113%	293%	123%	
Tablet PCs	31%	36%	-39%	-24%	30%	99%	4%	50%	-16%	-9%	154%	-77%	117%	28%	144%	19%	116%	740%	48%	19%	101%	25%	
Desktops	19%	-7%	-58%	-2%	-2%	16%	147%	13%	-34%	-8%	-32%	-16%	9%	-10%	94%	13%	-36%	30%	1%	-3%	46%	7%	
Ink Cartridges and Tanks	11%	2%	6%	20%	12%	-10%	58%	-35%	-57%	36%	-21%	64%	-9%	104%	-11%	41%	20%	-42%	-27%	10%	-3%	9%	
Monitors	65%	152%	24%	22%	109%	81%	40%	257%	-1%	117%	135%	-10%	96%	90%	30%	63%	67%	39%	18%	81%	47%	74%	
Toner	-6%	-35%	-46%	-38%	-38%	-17%	26%	-24%	-56%	-1%	-31%	-18%	-35%	-17%	-31%	28%	-30%	-53%	22%	-28%	-26%	-27%	
Processors	222%	238%	102%	49%	163%	193%	204%	35%	133%	178%	342%	70%	149%	145%	370%	53%	100%	94%	15%	162%	144%	157%	
Office Applications Software	6%	36%	-47%	55%	60%	18%	368%	1174%	-34%	400%	30%	403%	74%	363%	75%	10%	-62%	112%	86%	67%	15%	48%	
Network Switches	113%	-52%	-23%	438%	17%	106%	14%	75%	-40%	134%	352%	1074%	96%	69%	256%	315%	108%	837%	188%	95%	273%	129%	
Solid State Drives (SSDs)	22%	50%	-52%	37%	-13%	62%	77%	6%	20%	7%	30%	170%	45%	137%	653%	27%	11%	131%	-18%	22%	132%	50%	
Operating Systems Software	7%	63%	82%	51%	798%	44%	269%	240%	63%	125%	165%	697%	134%	47%	37%	51%	41%	84%	-86%	85%	34%	65%	
Security Software	541%	335%	-18%	239%	155%	726%	62%	4779%	49%	255%	393%	1064%	190%	589%	824%	318%	330%	276%	192%	341%	429%	345%	
Headsets/Headphones and Microphones	93%	27%	44%	7%	121%	68%	74%	30%	63%	120%	235%	166%	272%	268%	88%	238%	106%	46%	287%	85%	134%	89%	
Hard Disk Drives (HDDs)	53%	13%	-48%	-43%	-49%	-22%	5%	75%	-38%	-42%	20%	-2%	46%	48%	276%	21%	0%	52%	-83%	1%	130%	30%	
RAM Memory	79%	88%	-17%	60%	42%	86%	119%	72%	116%	94%	253%	-58%	171%	92%	323%	219%	-21%	35%	16%	78%	187%	104%	
All-in-One Lasers	2%	82%	68%	88%	55%	256%	45%	149%	49%	39%	51%	69%	10%	-34%	48%	57%	60%	167%	10%	43%	52%	46%	
All-in-One Inkjets	11%	-20%	42%	10%	24%	22%	-13%	78%	14%	-31%	43%	41%	127%	27%	53%	85%	113%	57%	-56%	13%	70%	19%	
Network Routers	37%	151%	52%	-71%	189%	28%	44%	77%	25%	68%	124%	25%	191%	134%	136%	125%	72%	68%	-60%	42%	101%	54%	
Wireless Access Points	67%	137%	127%	-31%	11%	21%	320%	64%	203%	283%	943%	-4%	31%	189%	95%	178%	146%	61%	-32%	83%	114%	85%	
Televisions	67%	56%	-52%	9%	314%	101%	-99%	-4%	-58%	-92%	541%	406%	115%	546%	2%	-22%	15%	3%	-57%	-17%	-13%	-16%	
Graphics Cards	90%	264%	70%	-49%	7%	126%	30%	104%	58%	3%	113%	-87%	125%	341%	28%	283%	211%	146%	-36%	82%	136%	94%	
Smart Watches	-11%	103%	-62%	-24%	-37%	56%	145%	225%	47%	-18%	33%	63%	7%	52%	267%	-34%	-4%	-70%	-75%	20%	-9%	16%	
Uninterruptable Power Supplies (UPS)	49%	-31%	-54%	-42%	0%	29%	47%	153%	45%	-69%	1102%	537%	56%	70%	131%	33%	20%	54%	0%	11%	112%	57%	
Laser Printers	31%	49%	-16%	91%	20%	121%	65%	193%	14%	55%	16%	195%	123%	26%	-7%	15%	63%	51%	-42%	31%	1%	17%	
Cables and Connectivity Adapters	-45%	-29%	-77%	-54%	-22%	23%	27%	-19%	-77%	11%	124%	-70%	26%	-21%	79%	-1%	19%	210%	-34%	-31%	21%	-27%	
Keyboards and Keypads	32%	16%	-50%	18%	4%	33%	-6%	-34%	5%	98%	51%	53%	43%	90%	27%	26%	51%	7%	-37%	21%	26%	22%	
Mobile Computing Cases	64%	-41%	-68%	-59%	-21%	-14%	89%	-28%	-52%	69%	241%	-34%	29%	4%	-11%	23%	26%	108%	141%	-5%	24%	-3%	
Projectors	-24%	-14%	-33%	-67%	-26%	-21%	218%	-4%	877%	-69%	-37%	-4%	193%	-39%	79%	-28%	-19%	29%	-71%	1%	-11%	-1%	
Mice	12%	86%	-49%	-41%	53%	-50%	0%	-22%	-32%	146%	-54%	-56%	-5%	28%	-5%	89%	132%	-5%	-48%	2%	36%	9%	
NAS Devices	42%	-13%	44%	5%	-38%	-35%	18%	9%	37%	4%	71%	-73%	78%	-55%	56%	-8%	-6%	67%	-49%	6%	9%	6%	
Digital Media Players	21%	36%	-54%	3%	24%	7%	-6%	-47%	-41%	84%	185%	76%	28%	-5%	232%	-299%	-35%	3070%	-85%	9%	-103%	8%	
Smart Bands and Activity Trackers	-99%	33%	-53%	-116%	-65%	31%	371%	-69%	1233%	0%	-80%		17947%	17%	121%	204%	22%	-72%	-95%	0%	61%	7%	
IP Cameras	-24%	-46%	-89%	-92%	-88%	8%	-53%	-68%	-44%	-14%	232%	-48%	27%	-11%	273%	-14%	75%	200%	321%	-52%	134%	-44%	
Smart Speakers	26%	-73%	-93%	-88%	-56%	69%	-39%	-11%		-28%	58%				27767%	-98%				-58%	282%	-58%	
Smartphone Protective Cases	-66%	-89%	-90%	-91%	-87%	25%	2%	-90%	-45%	-71%	2%	45%	35%	24%	378%	-71%	16%	64%		-74%	153%	-56%	
Games Accessories	191%		57%	-13%	4%	112%	181%	211%	562%	129%	157%	1135%	-29%	147%	36%	143%	-47%	-49%	89%	86%	38%	70%	
Memory Cards	-33%	-59%	39%	-39%	-80%	-4%	207%	36%	-33%	-83%	122%	224%	-67%	163%	25%	-59%	-38%	39%	-55%	-43%	-23%	-39%	
Powerline Devices	32%	139%	63%	-48%	0%	103%	88%	53%	0%	146%	82%	-45%	162%	148%	91%	3%	76%	32%	-32%	30%	39%	30%	
Consoles Fixed	-58%		53%	-80%	49%	62%	2959%	-101%		-27%	-80%		5381%	-100%		-13%	98%	-97%	556%	-43%	-4%	-18%	
USB Memory	-57%	-64%	-20%	-53%	-84%	-6%	-28%	1%	-58%	-78%	-69%	-59%	-44%	-22%	123%	-49%	-46%	12%	-46%	-61%	-12%	-52%	
Portable Speakers	-82%	-63%	5%	-58%	-82%	1333%	-75%	-2%	6149%	-94%	-93%	11332%	-76%	-61%	-62%	-87%	-37%	-92%	-65%	-47%	-70%	-49%	
Mobile Phones	-72%	-57%	-39%	-69%	2%	50%	-14%	-87%	-74%	-99%	25%	-25%	124%	-73%	-26%	-94%	-8%	56%	50%	-41%	-31%	-39%	
Digital Cameras	-95%	-282%	-97%	-96%	-72%	-11%	-98%	83%	2%	-90%	-91%		-66%	95%	-24%	-40%	-63%	-30%	-81%	-76%	-50%	-63%	