

IT Industry Update

22 April 2020

CONTEXT COVID-19 Weekly Report



01

CLIMATE SURVEY FEEDBACK

02

TOP TRENDS WESTERN & EASTERN EUROPE: COVID-19 REPRTS

03

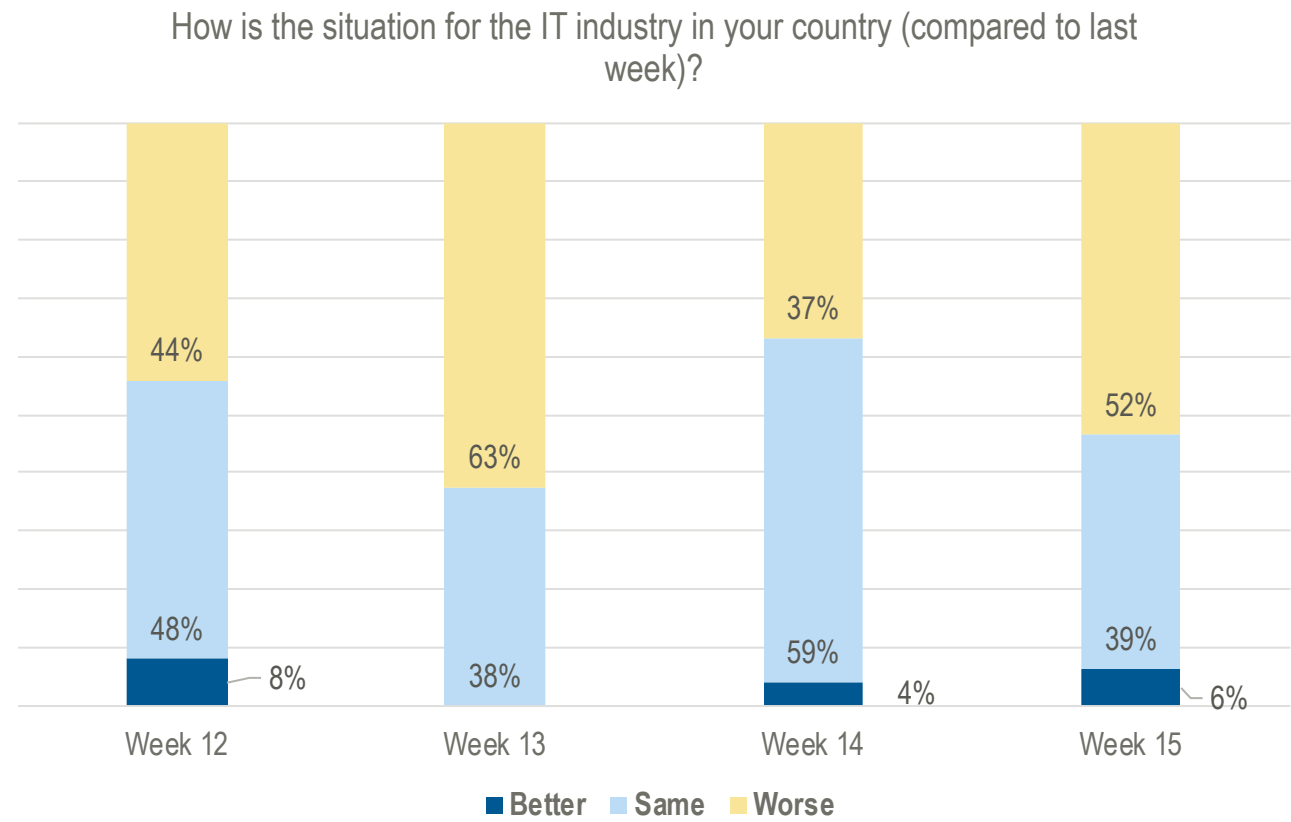
**GLOBAL DISTRIBUTION UPDATE – CONTEXT & NPD
(WEEK 14)**

04

MARKET UPDATE & COUNTRY FOCUS - GERMANY

DETAILED REPORT IS APPENDED TO THESE SLIDES

CLIMATE SURVEY FEEDBACK



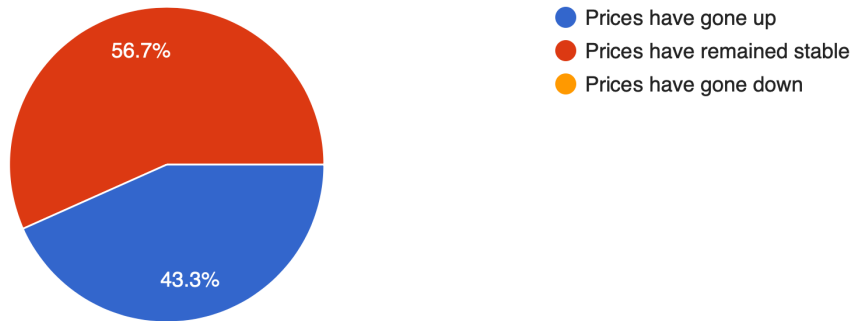
31 responses

CLIMATE SURVEY FEEDBACK

Product prices – no-one is seeing price deflation, most see stability in cost, 50% see increase in sales prices

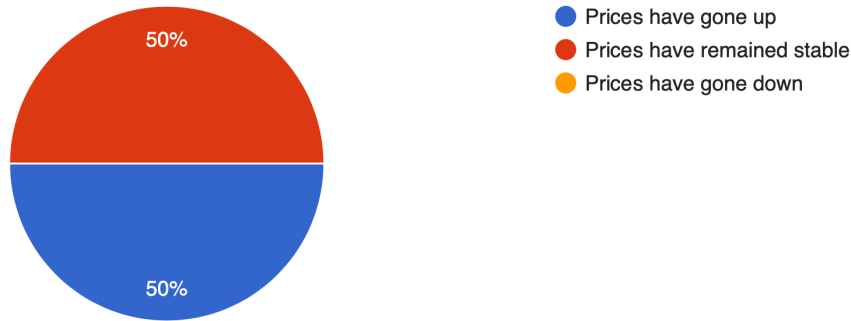
How have IT products' purchase prices been impacted?

30 responses



How have IT products' sales prices been impacted?

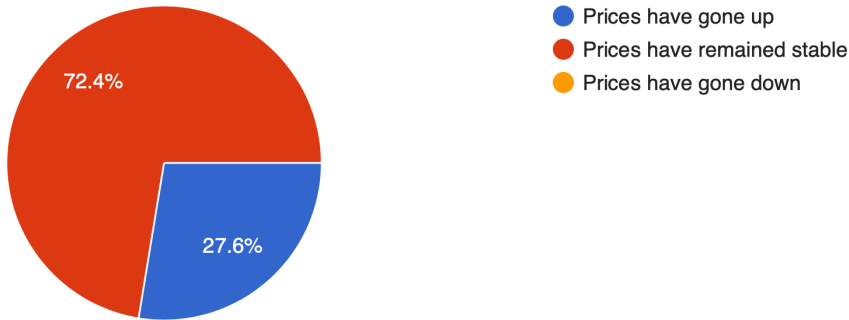
30 responses



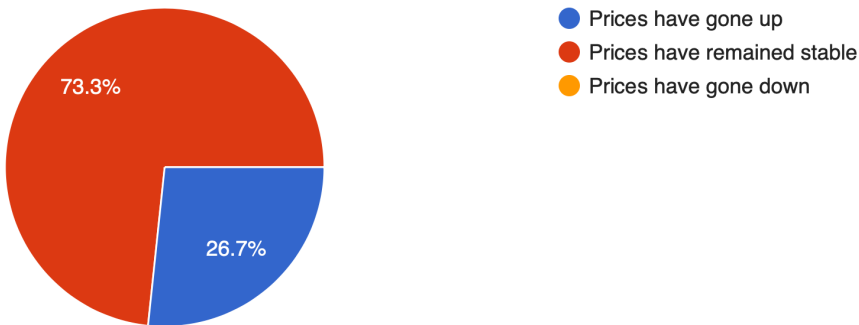
CLIMATE SURVEY FEEDBACK

Perhaps surprisingly, only a minority are seeing an increase in inbound and outbound logistic costs

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



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



COVID-19 REPORTS

01

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

02

REVENUE GROWTH

4 week rolling revenue % growth/decline trends compared to prior year, 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 PANDEMIC INDEX

SOME PERSPECTIVE IS NECESSARY ON WEEK 15

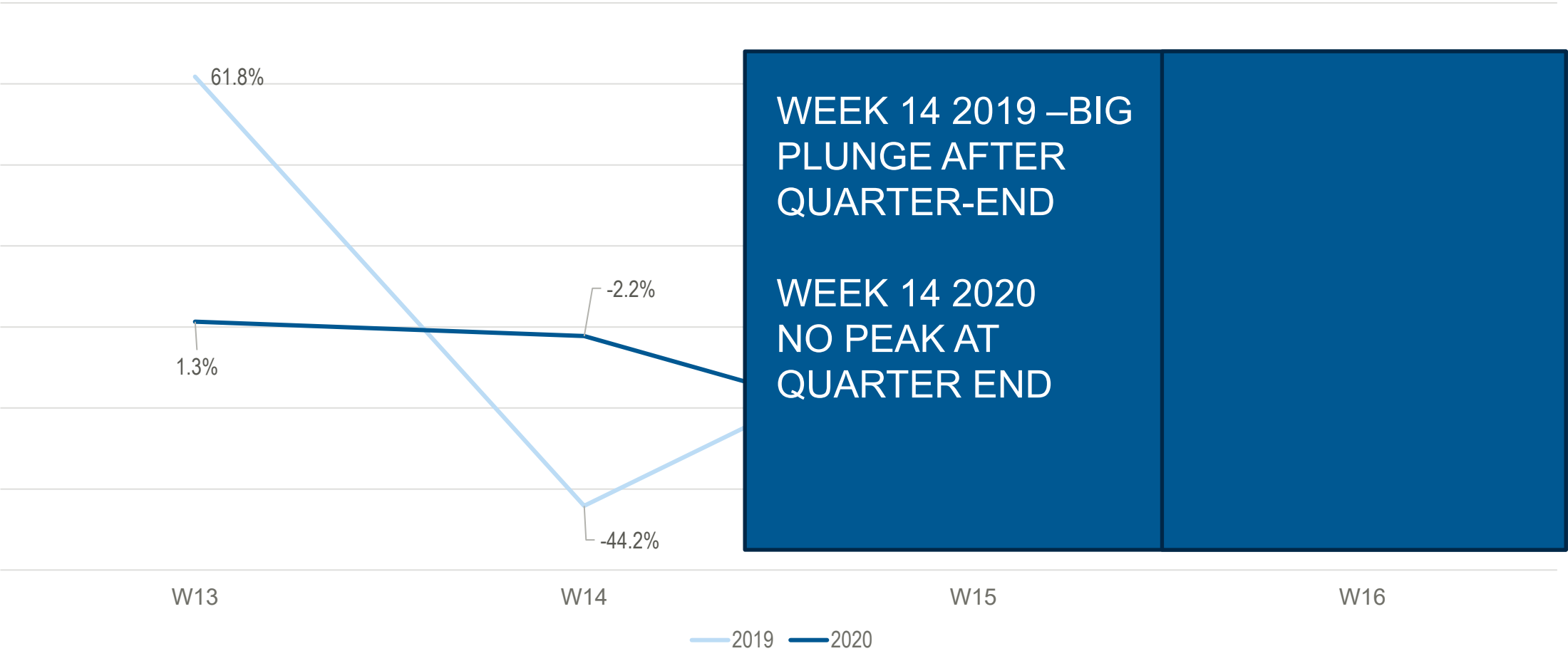


WEEKLY RHYTHM 2020 VS 2019, SEQUENTIAL WEEKLY GROWTH %



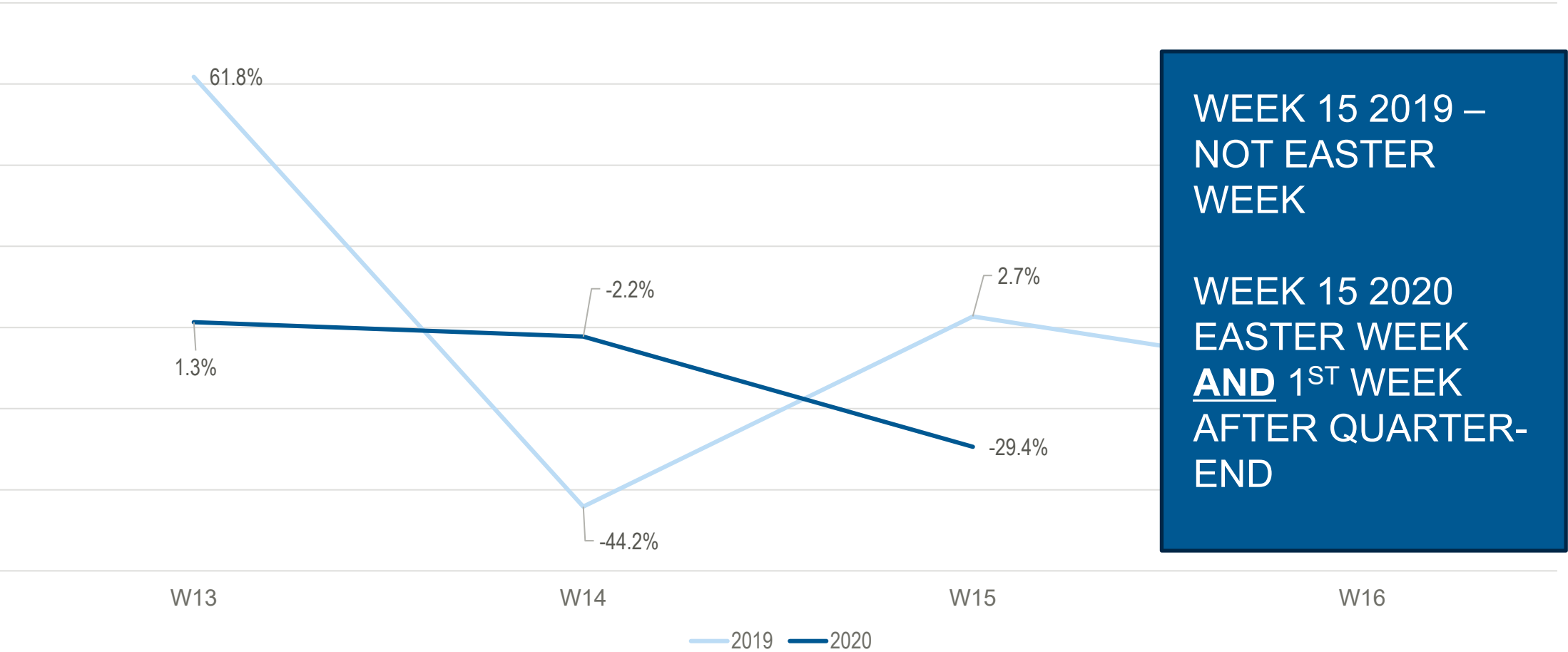
SOME PERSPECTIVE IS NECESSARY ON WEEK 15

WEEKLY RHYTHM 2020 VS 2019, SEQUENTIAL WEEKLY GROWTH %



SOME PERSPECTIVE IS NECESSARY ON WEEK 15

WEEKLY RHYTHM 2020 VS 2019, SEQUENTIAL WEEKLY GROWTH %



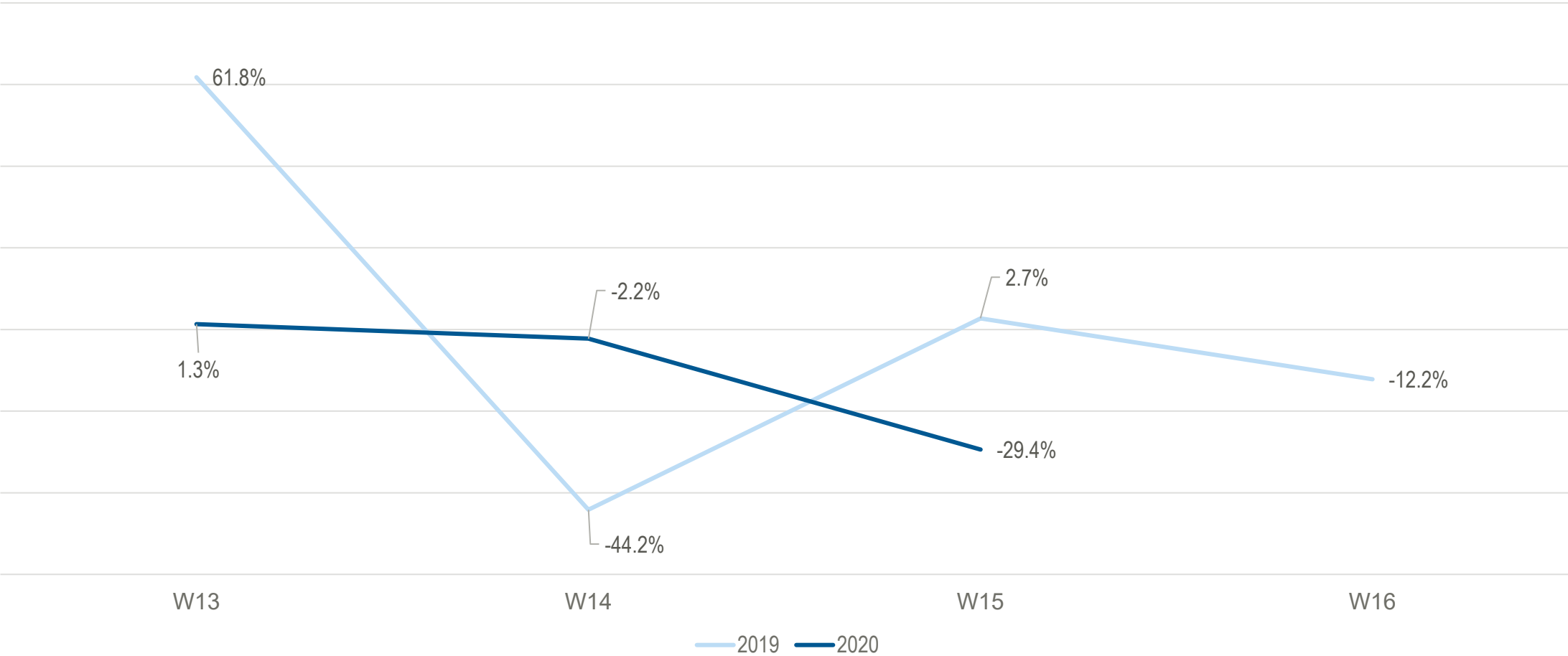
WEEK 15 2019 –
NOT EASTER
WEEK

WEEK 15 2020
EASTER WEEK
AND 1ST WEEK
AFTER QUARTER-
END

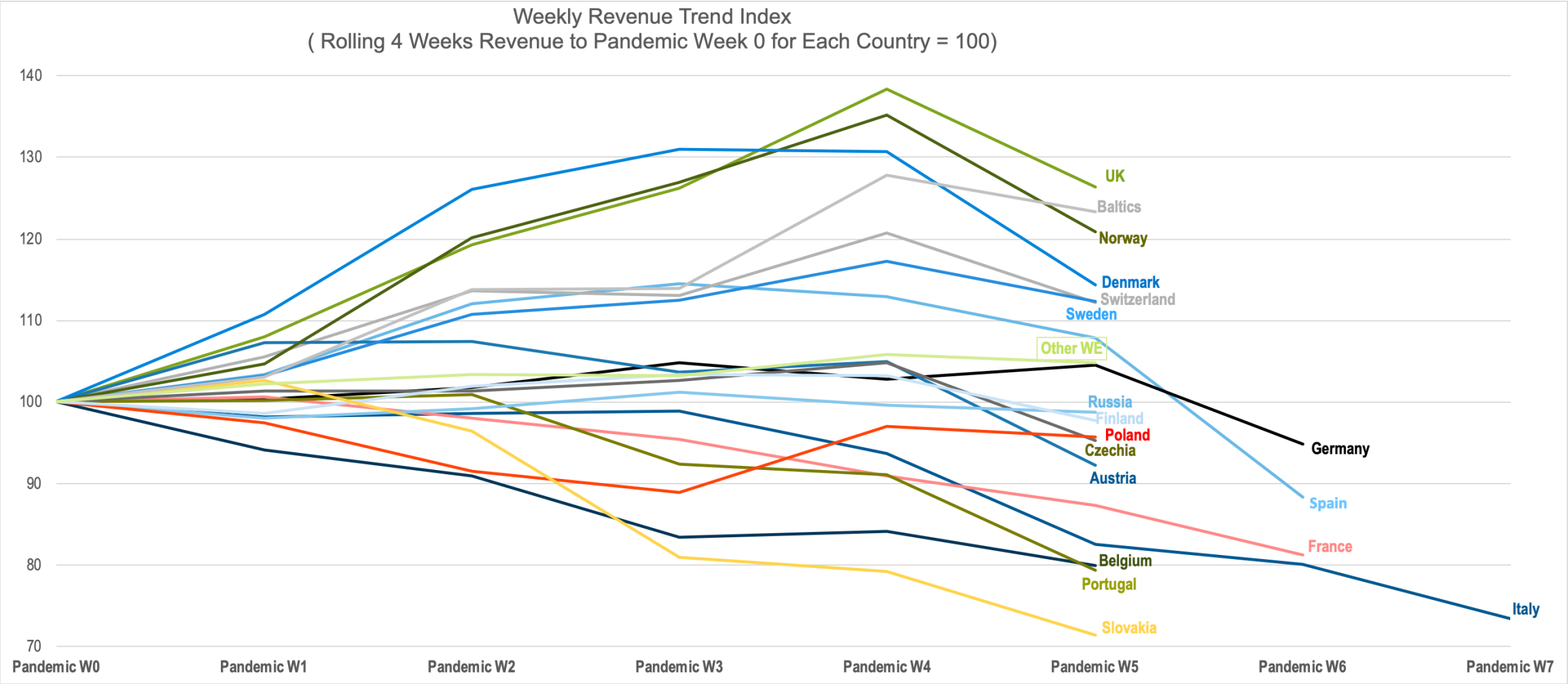
SOME PERSPECTIVE IS NECESSARY ON WEEK 15



WEEKLY RHYTHM 2020 VS 2019, SEQUENTIAL WEEKLY GROWTH %



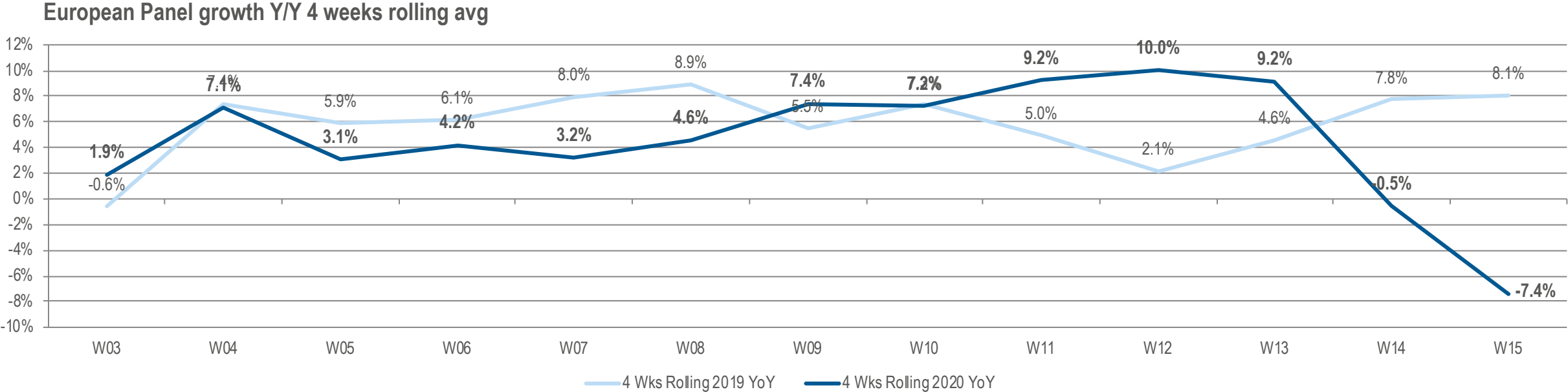
A BIG DIP IN WEEK 15...BUT THIS IS FIRST WEEK AFTER QUARTER END AND INCLUDES GOOD FRIDAY HOLIDAY & EASTER WEEKEND (LAST YEAR WEEK 16)



02

REVENUE GROWTH

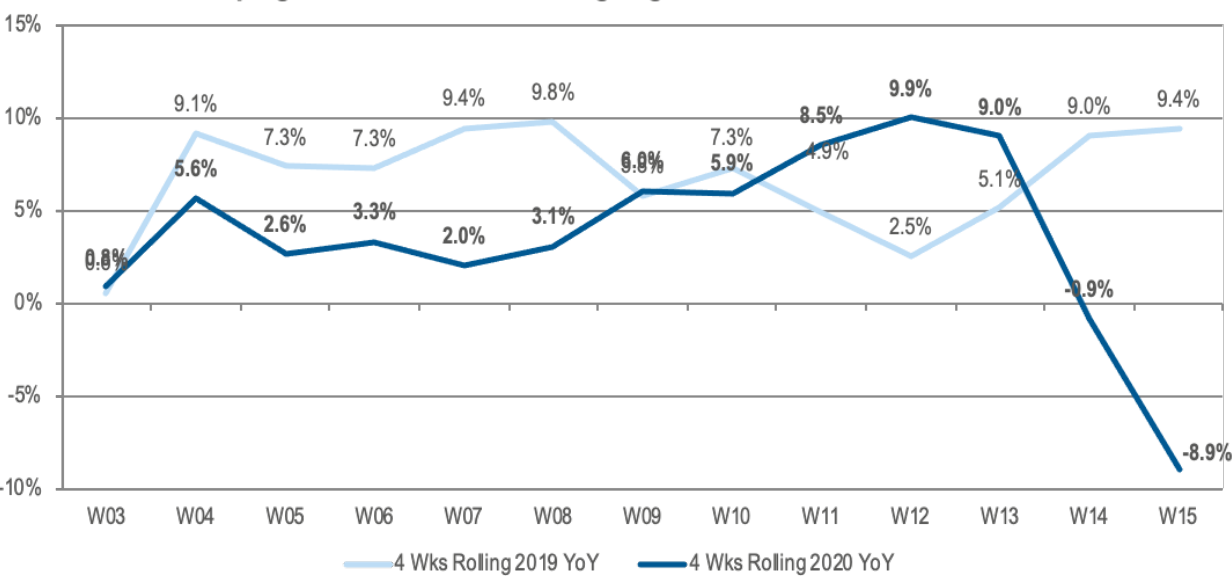
DOWNWARD TREND CONTINUES BUT INCORPORATES IMPACT OF EASTER SLOWDOWN



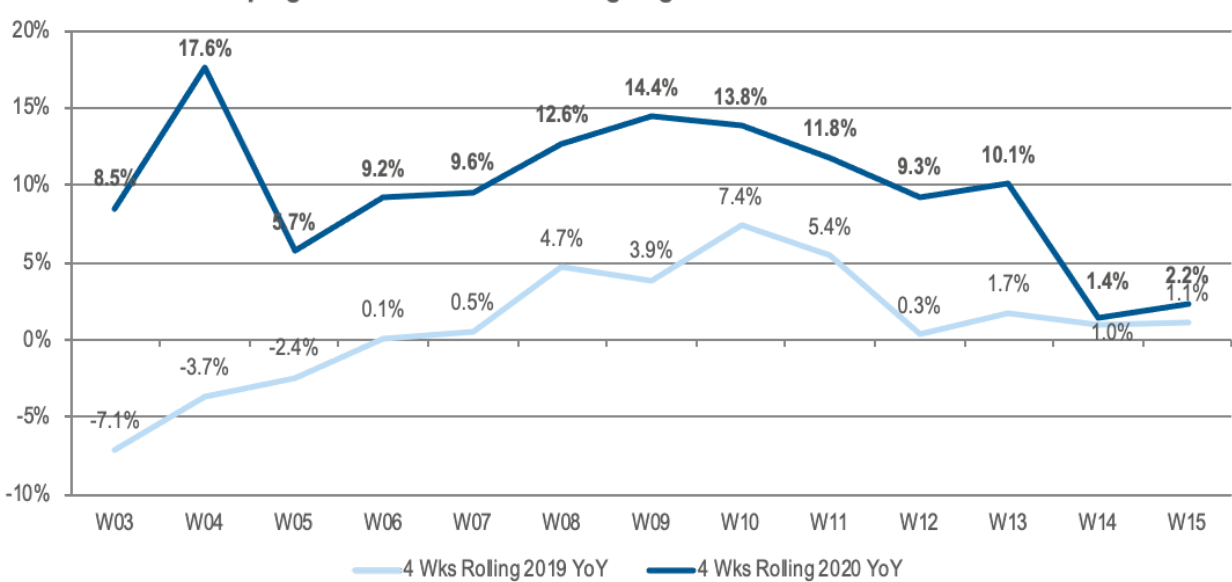
WESTERN EUROPE CONTINUES DOWN, EASTERN EUROPE PICKS UP



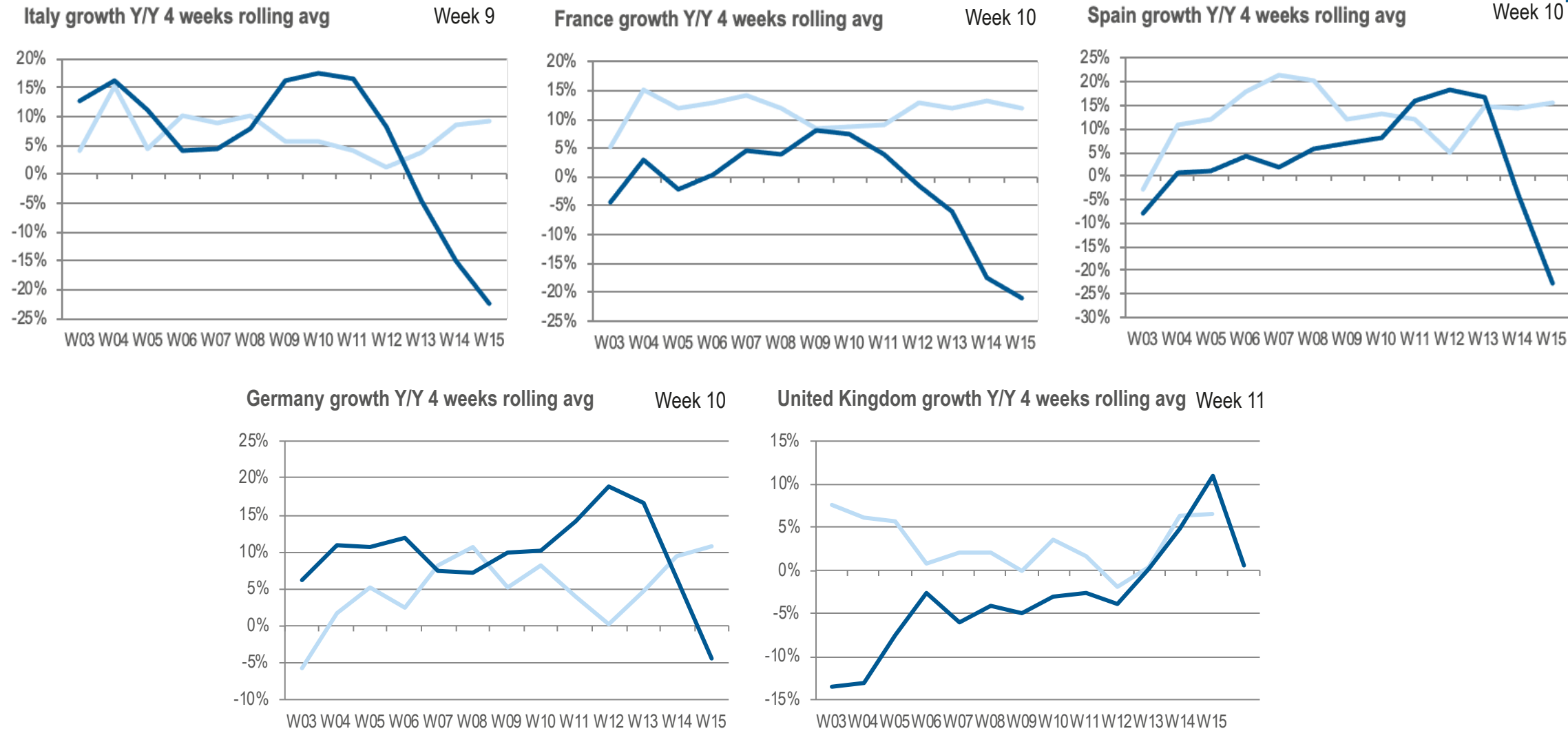
Western Europe growth Y/Y 4 weeks rolling avg



Eastern Europe growth Y/Y 4 weeks rolling avg



WHILE UK TAKES ITS FIRST PLUNGE, IT LOST A DAY'S REVENUES COMPARED TO LAST YEAR (GOOD FRIDAY), AS DID GERMANY, & SPAIN LOSES TWO DAYS

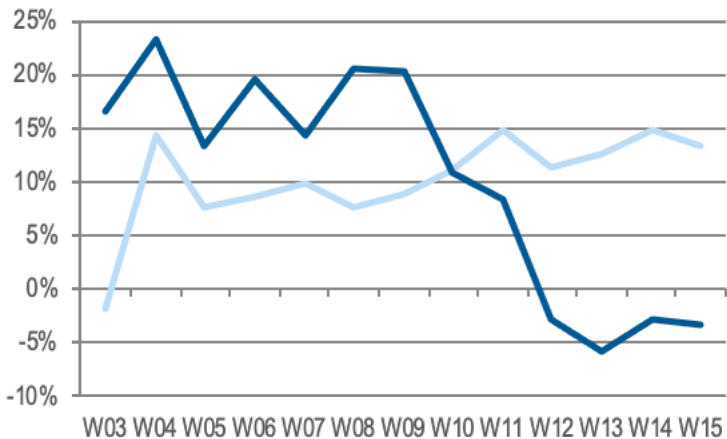


Sorted in order of week of pandemic date

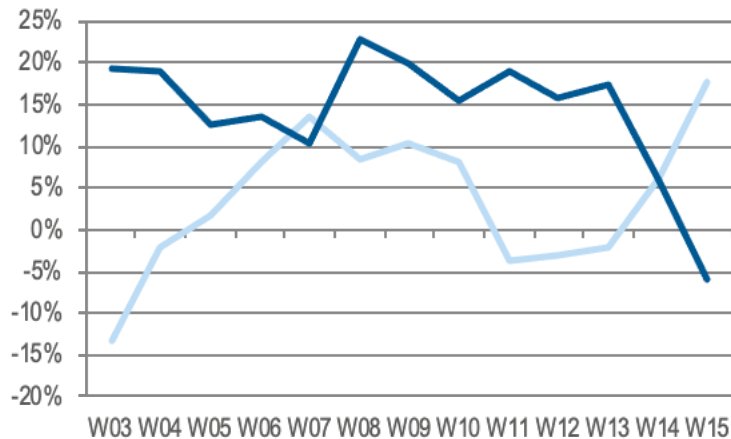
POLAND & RUSSIA DRIVE POSITIVE TREND, CZECH REPUBLIC & SLOVAKIA LOSE GOOD FRIDAY



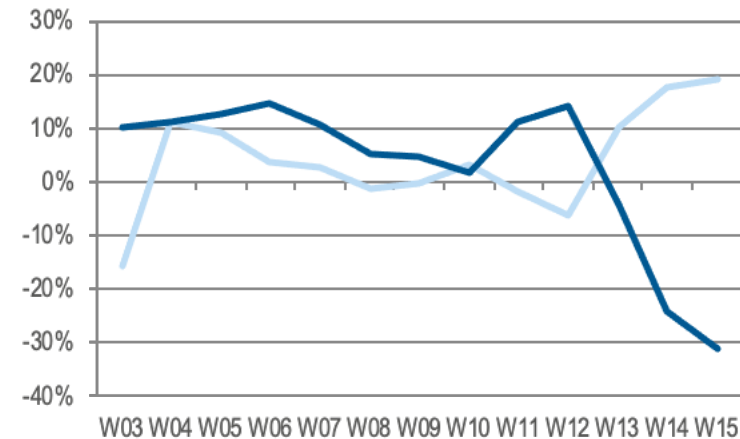
Poland growth Y/Y 4 weeks rolling avg Week 11



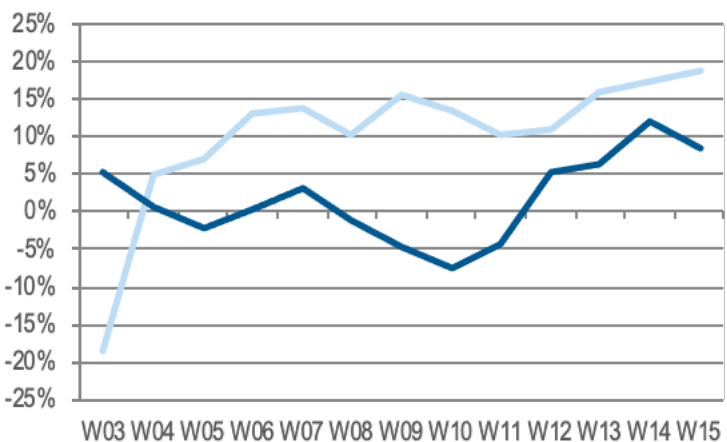
Czech Republic growth Y/Y 4 weeks rolling avg Week 11



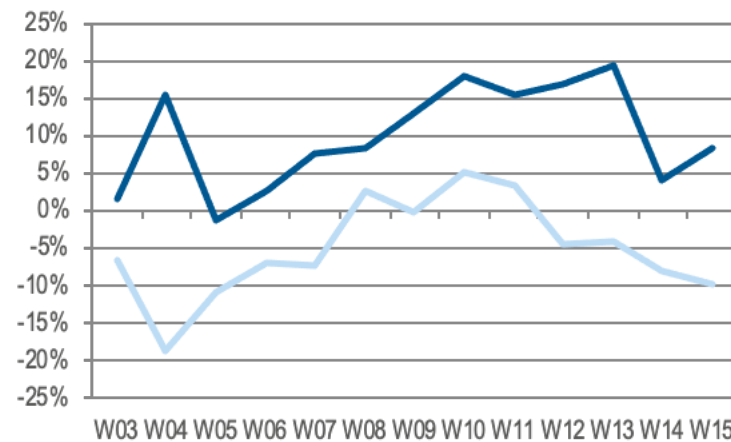
Slovakia growth Y/Y 4 weeks rolling avg Week 11



Baltics growth Y/Y 4 weeks rolling avg Week 11



Russia growth Y/Y 4 weeks rolling avg Week 11



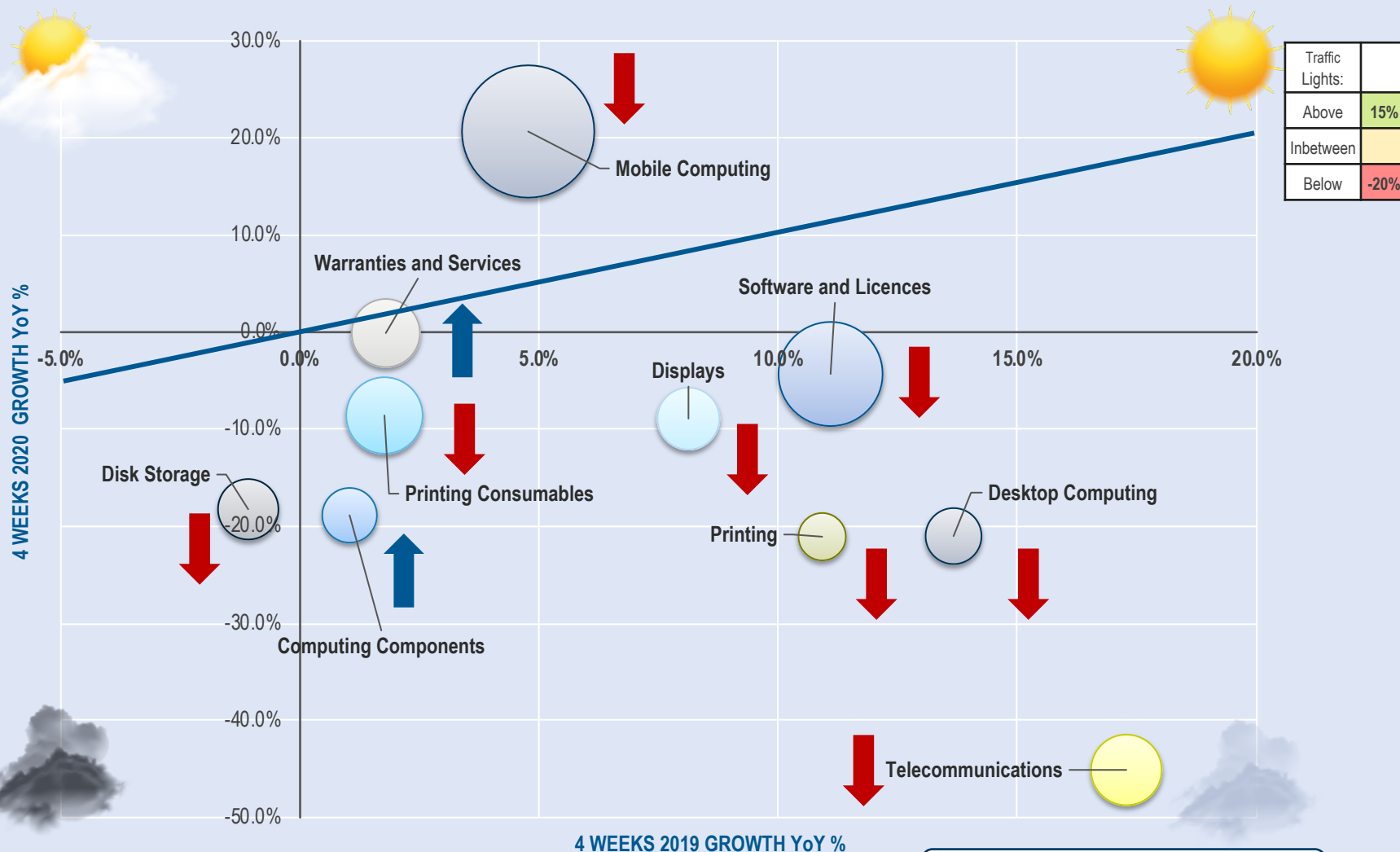
Sorted in order of week of pandemic date

03

SECTOR/CATEGORY WEATHER MAPS

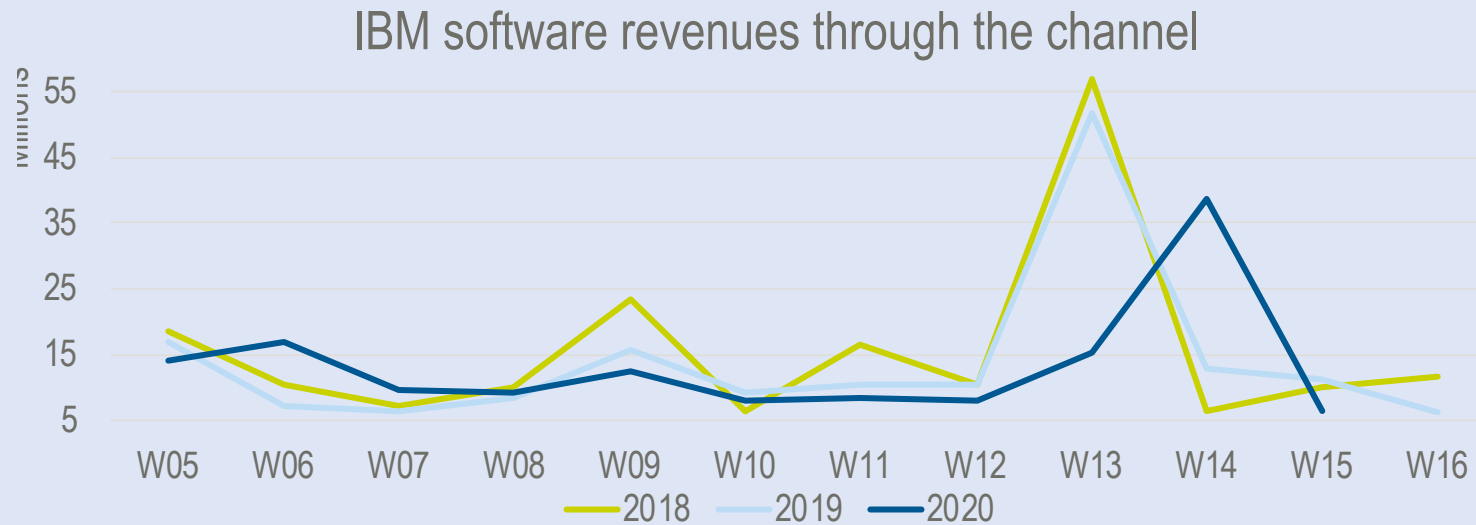
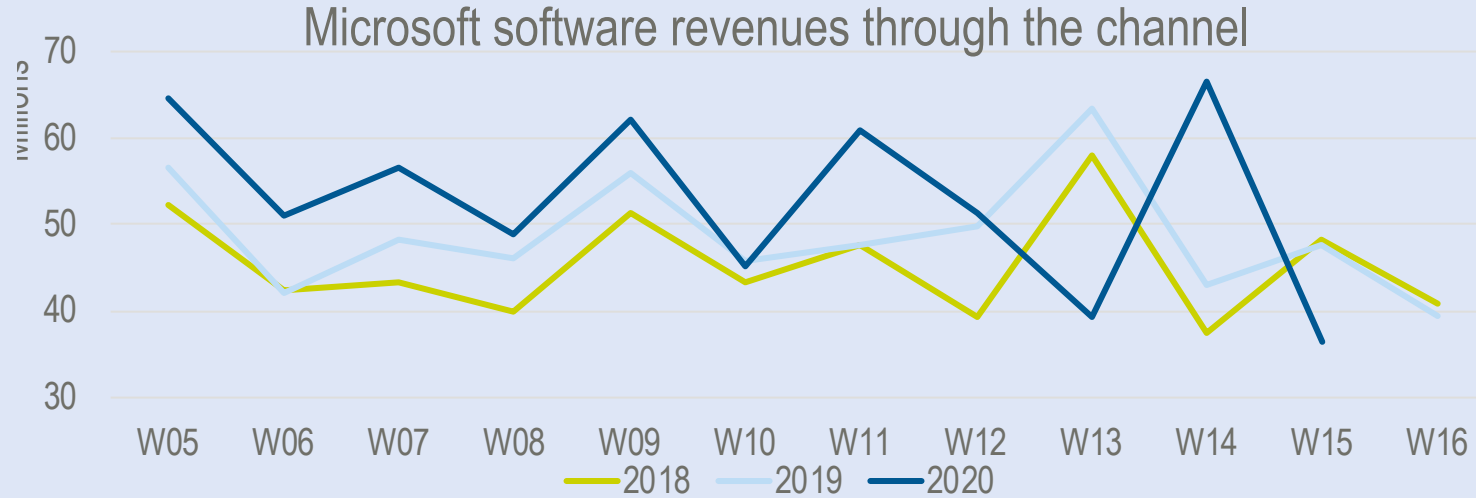
INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

% Change in sales through IT Distribution in €: 4 Weeks to Week 15 (12/04/20) vs same period 2019



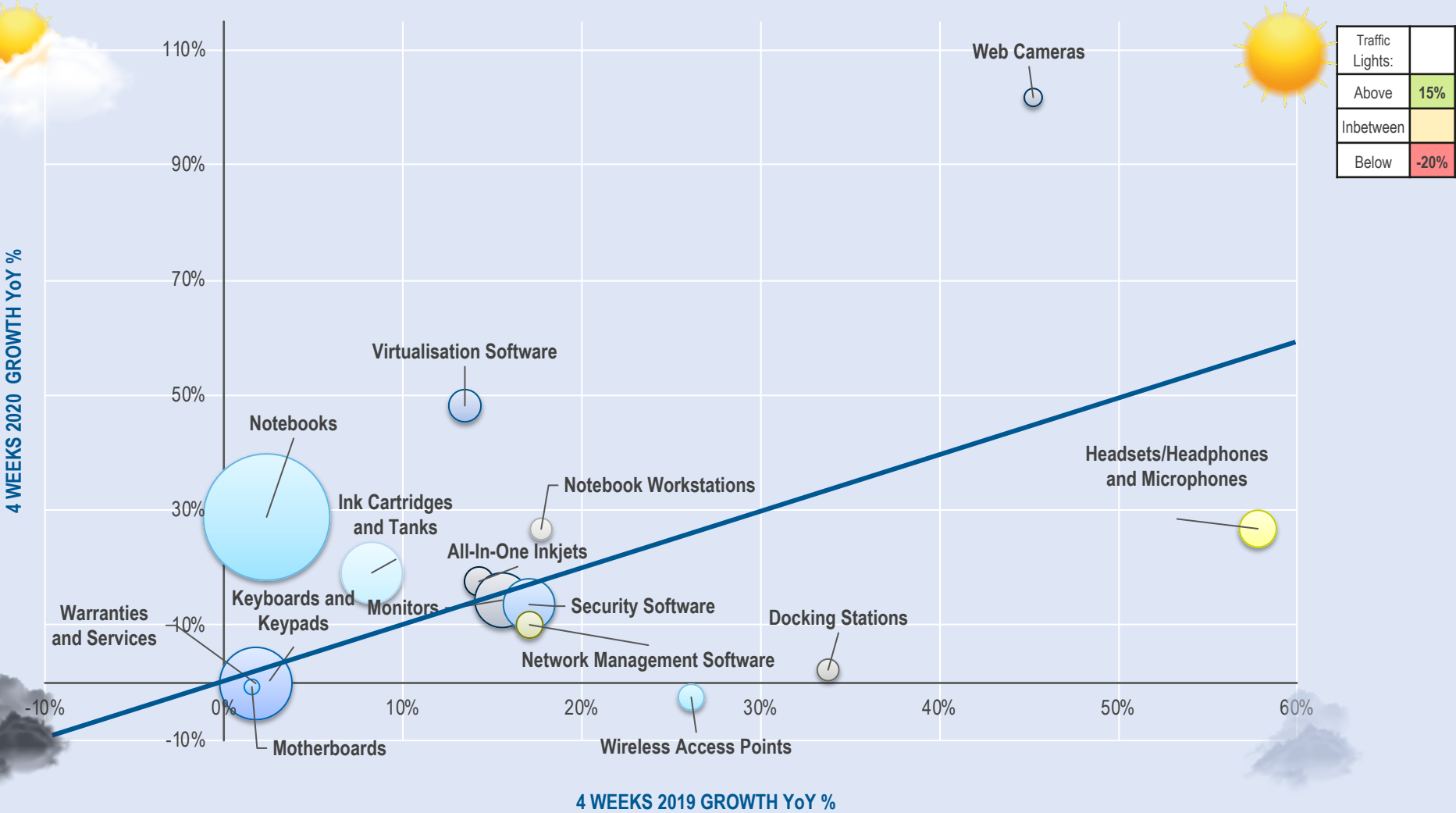
Industry Sector	2019	2020
Mobile Computing	5%	21%
Software and Licences	11%	-4%
Printing Consumables	2%	-9%
Telecommunications	17%	-45%
Warranties and Services	2%	0%
Displays	8%	-9%
Disk Storage	-1%	-18%
Desktop Computing	14%	-21%
Computing Components	1%	-19%
Printing	11%	-21%
Computing Accessories	19%	2%
Networking Systems	16%	-15%
Audio-Video Systems	37%	3%
Server Computing	-1%	-20%
Data Center Networking and Security	-16%	1%
Wireless Networking	24%	2%
Other Networking Equipment	6%	-3%
Power Equipment	4%	-16%
Wearable Devices	75%	-43%
Connectivity	13%	-19%
Games Consoles	6%	48%
Home and Garden	78%	-41%
Removable Storage	-19%	-40%
Unified Communications	3%	-20%
Electronics	-23%	-17%
Smart Home and Office	77%	-26%
Terminals, Thin Clients and Points of Sales	13%	-26%
Scanner Imaging	43%	-49%
Tape Storage	-19%	-10%
Security	15%	-36%
Photo and Video Cameras	-15%	-73%
Security Devices	-38%	71%
eHealth Devices	109%	-10%

MICROSOFT TRACKS ABOVE PRIOR YEARS AND HAS ITS BIGGEST QUARTERLY PEAK IN THREE YEARS



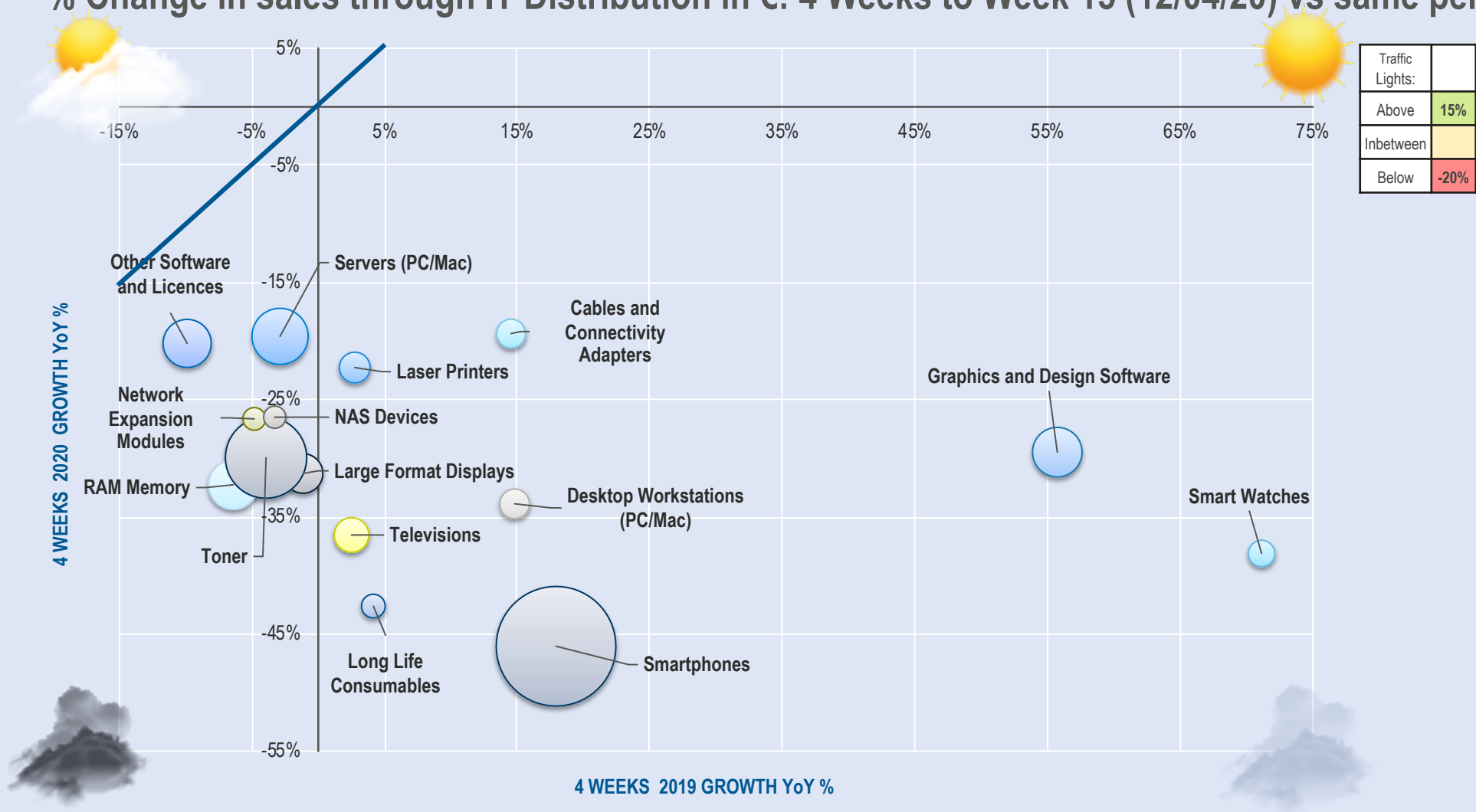
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

% Change in sales through IT Distribution in €: 4 Weeks to Week 15 (12/04/20) vs same period 2019



CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

% Change in sales through IT Distribution in €: 4 Weeks to Week 15 (12/04/20) vs same period 2019



Category	2019	2020
Smartphones	18%	-46%
Long Life Consumables	4%	-43%
Smart Watches	71%	-38%
Televisions	3%	-37%
Desktop Workstations (PC/Mac)	15%	-34%
RAM Memory	-6%	-32%
Large Format Displays	-1%	-31%
Toner	-4%	-30%
Graphics and Design Software	56%	-29%
Network Expansion Modules	-5%	-27%
NAS Devices	-3%	-26%
Laser Printers	3%	-22%
Other Software and Licences	-10%	-20%
Servers (PC/Mac)	-3%	-20%
Cables and Connectivity Adapters	15%	-19%
Desktops	14%	-19%
All-in-One Lasers	15%	-18%
Data Management Software	-3%	-17%
Mobile Computing Cases	35%	-17%
Disk Arrays	18%	-17%
Network Routers	39%	-16%
Network Switches	9%	-14%
Processors	14%	-14%
Graphics Cards	-12%	-12%
Operating Systems Software	21%	-12%
Uninterruptable Power Supplies (UPS)	5%	-10%
Tablet PCs	13%	-10%
Transceivers	8%	-9%
Mice	8%	-7%
Database Management Software	-2%	-6%
Office Applications Software	10%	-6%
Network Management and Security Appliances	-5%	-6%
Wireless Access Points	26%	-2%
Motherboards	2%	-1%
Warranties and Services	2%	0%
Keyboards and Keypads	3%	0%
Docking Stations	34%	2%
Network Management Software	17%	10%
Security Software	17%	14%
Monitors	16%	14%
All-In-One Inkjets	14%	18%
Ink Cartridges and Tanks	8%	19%
Notebook Workstations	18%	27%
Headsets/Headphones and Microphones	58%	27%
Notebooks	2%	29%
Virtualisation Software	13%	48%
Web Cameras	45%	102%

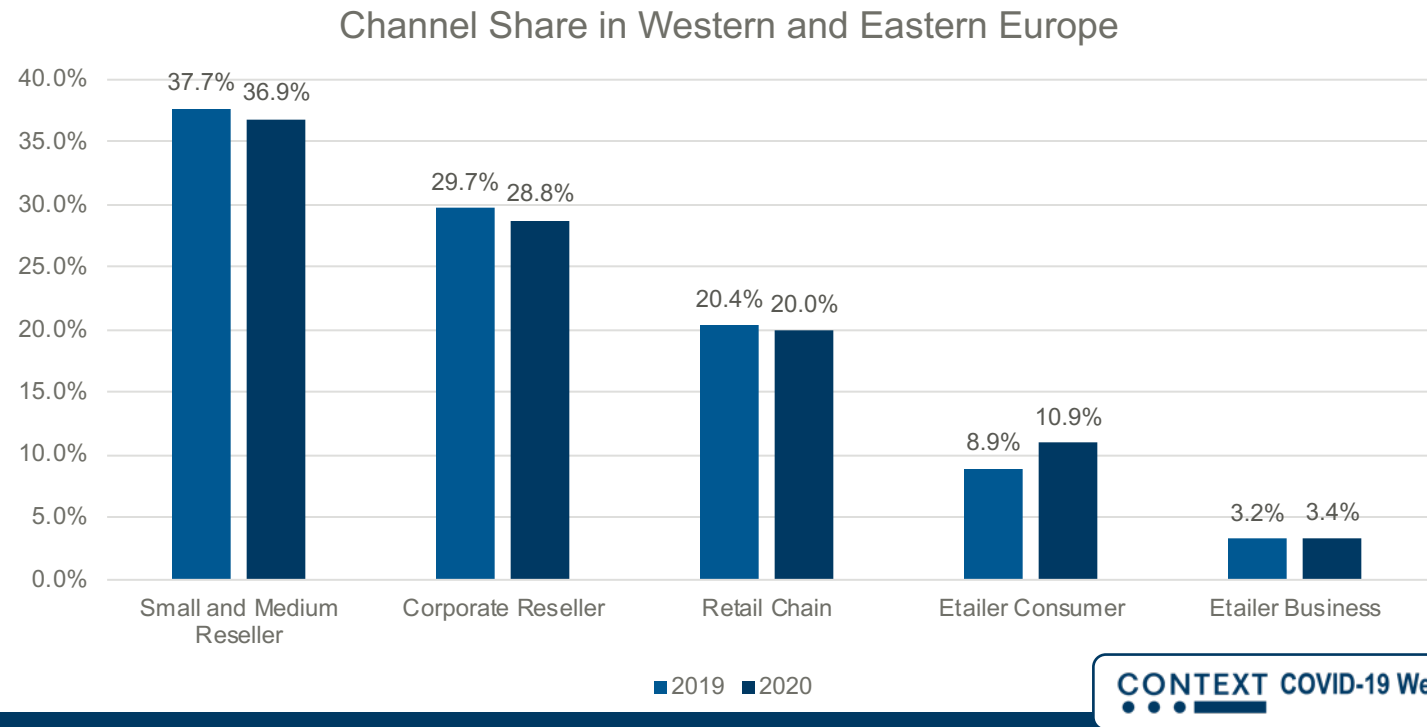
04

CHANNEL HEALTH

SMR AND CORPORATE RESELLER ARE EXPERIENCING THE DOWNTURN

		CHANNEL GROWTH		
Business Sectors	Channel	WE	EE	Total
Business Channels	Corporate Reseller	-9%	-24%	-10%
	Small and Medium Reseller	-11%	-2%	-9%
	Etailer Business	-2%	-24%	-4%
Retail Channels	Etailer Consumer	16%	0%	14%
	Retail Chain	-19%	30%	-9%

Above	15%
Inbetween	
Below	-20%



FRANCE, SPAIN & ITALY SMR IS HURTING, RUSSIA CORPORATE RESELLER

		WESTERN EUROPE													
Business Sectors	Channel	Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE
Business Channels	Corporate Reseller	-2%	-4%	-8%	-21%	-12%	-15%	-13%	-28%	-33%	-16%	-4%	-12%	-31%	4%
	Small and Medium Reseller	-6%	-8%	-23%	-26%	-25%	-1%	7%	-15%	-17%	-4%	16%	13%	-14%	9%
	Etailer Business	-1%	9%	-10%	-25%	-32%	-38%	6%	-31%	38%	17%	14%	30%	-48%	-34%
Retail Channels	Etailer Consumer	10%	13%	-10%	-4%	3%	52%	18%	10%	74%	54%	25%	72%	-14%	51%
	Retail Chain	-15%	-17%	-38%	-15%	-39%	3%	-17%	-35%	-21%	15%	9%	-19%	-31%	42%

		EASTERN EUROPE				
Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-29%	8%	-21%	-36%	-29%
	Small and Medium Reseller	7%	-5%	-22%	7%	-29%
	Etailer Business	-18%	19%	-43%	-35%	-41%
Retail Channels	Etailer Consumer	-2%	-2%	-11%	51%	-37%
	Retail Chain	60%	-5%	33%	82%	-34%

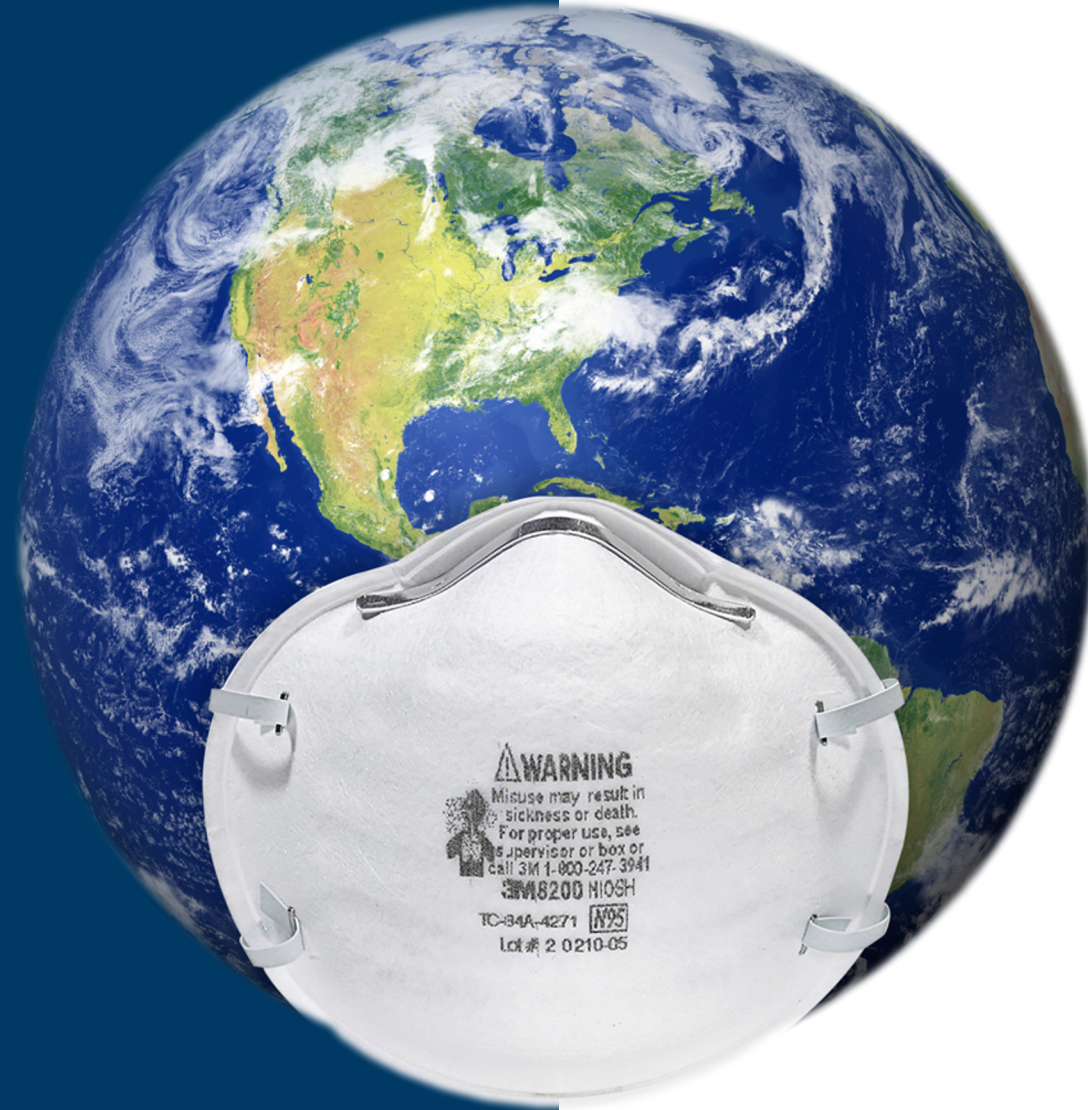
Above	15%
Inbetween	
Below	-20%

Covid-19 Weekly Report

Global Distribution Update :

Total Distribution Growth in US,
Western and Eastern Europe

Up to Week 14 (week ended 4th & 5th April, 2020)



COVID-19 WEEKLY REPORT

Global Distribution Update

Total Distribution Growth US and Europe

Growth YOY in €	4 weeks ended 29/3/2020	4 weeks ended 5/4/2020
WE	9.0%	-0.9%
EE	10.5%	1.4%
Europe	9.2%	0.5%

COMMENTARY ON EUROPE:

Week 14 (week ended 5/4/2020) was the week in which Europe experienced no quarterly peak. Activity had been advanced during the 1st quarter due to the Covid crisis, with strong upsurge in all products related to homeworking, notably notebooks which experienced very strong year-on-year growth. Supply shortages in certain popular consumer products combined with a slowdown in Enterprise activity was the underlying cause of this lack of a peak.

This week for the first time we see a divergence between the US and Europe, as the US has maintained a steady level of growth compared to prior year, as commented by NPD.

	4 weeks ended 28/3/2020	4 weeks ended 4/4/2020
Growth US YOY in \$	8%	9%

COMMENTARY ON US:

Moving into March week 5, distributor revenue actually grew 1 point faster than the previous week, with 9% growth, proving that the slowdown in sales that we thought started last week may not be here quite yet. While volume sales grew 1 point slower than the previous week with 12% growth, this slight decline isn't as pronounced as expected for this week. PC headsets is proving to be the category that keeps on growing, with revenue growth continuing to reach triple digits at 252% growth. PC headsets are helping to propel video conferencing and audio communications needs. Like PC headsets, we are seeing a lot of familiar categories on the top growth list, including cellular headsets, USB cameras, docking stations, data scanners, telephone headsets, and BTO thin clients. People are settling into the new normal of working at home and educating at home and businesses and organizations are staying committed to equipping and supporting their employees in the now-remote environment.

For the second week in a row, data cartridges and BTO servers were the only top revenue growth categories to experience volume declines, down -43% and -18% respectively. Top revenue declining categories for March week 5 included, detachable lens cameras, desktop/server memory, cell phone device protection, data storage accessories, and network attached storage. These categories experiencing declines verifies that the market does not view them as essential products for the current climate.

COVID-19 WEEKLY REPORT

Global Distribution Update

Top Growth Categories in US, Western and Eastern Europe



Top 20 Growth Categories, US Distribution Market		
Ranked on Dollar % Change		
	US 4 weeks ended 4/4/2020	US 4 weeks ended 28/3/2020
	US Dollar % Change	
PC Headsets	252%	246%
Cellular Headsets	192%	184%
Telephone Headset	109%	137%
Data Scanners	153%	168%
BTO Thin Clients	98%	157%
Peripheral Cables	78%	106%
Docking Stations	84%	92%
Laptop Cases	94%	87%
Security Cables and Kits	56%	76%
Monitors	63%	70%
USB Camera	68%	69%
Desktop Computers	39%	68%
Modems	57%	55%
Notebook Computers	50%	50%
Keyboards	35%	43%
Notebook Power Adapters		43%
Data Cartridges	50%	41%
BTO Servers	41%	35%
Digital Audio/Video Cables	32%	35%
Tablets & e-readers - Cases	32%	
Tablet & e-Reader Accessories	31%	32%

Top 20 Growth Categories Europe Distribution Market			
Western & Eastern Europe, Ranked on Euro % Change			
Europe 4 weeks ended 5/4/2020	WE	EE	Europe
	Euro % Change		
Smart Home Automation	345%	12776%	421%
SAN Accessories	165%	-10%	148%
Consoles Fixed	220%	93%	134%
Web Cameras	100%	118%	102%
Wireless Adapters	57%	123%	69%
Games Software	77%	58%	69%
Virtualisation Software	55%	-14%	48%
SAN Switches and Directors	56%	-41%	34%
Notebooks	25%	44%	29%
Wireless LAN Controllers	-25%	490%	28%
Headsets/Headphones and Microphones	26%	38%	27%
Notebook Workstations	34%	-34%	27%
Powerline Devices	20%	14%	20%
Games Accessories	31%	-7%	19%
Ink Cartridges and Tanks	22%	-9%	19%
All-In-One Inkjets	18%	14%	18%
Monitors	17%	6%	14%
Inkjet Printers	22%	-23%	14%
Security Software	13%	43%	14%
Network Management Software	11%	-2%	10%

COVID-19 WEEKLY REPORT

Global Distribution Update

Top Declining Categories in US, Western and Eastern Europe

Top 20 Decline Categories		
Ranked on Revenue % Change		
	US 4 weeks ended 4/4/2020	US 4 weeks ended 28/3/2020
US Dollar % Change		
Detachable Lens Camera	-69%	
Desktop/Server Memory	-49%	-48%
Cell Phone Device Protection	-47%	
Data Storage Accessories	-35%	
Hyperconverged Systems	-20%	-35%
Network Attached Storage	-31%	-33%
Other Notebook Accessories	-29%	-32%
Bare-Bones Computers	-30%	-29%
Other Networking	-23%	-28%
Storage Arrays (Hybrid and HDD)	-23%	-28%
Projectors	-27%	-28%
LCD TV	-27%	-27%
Trays/Feeders		-26%
Mobile Power	-27%	-26%
Servers	-27%	-25%
Projector Accessories	-17%	-24%
BTO Desktop Computers	-14%	-21%
Inkjet SF Printers	-22%	-21%
Printer Accessories	-18%	
Racks Mounts & Chassis		-21%
PBBA		-18%
Uninterruptible Power Supply	-15%	-18%
Laser MF Printers	-19%	-16%
BTO Workstations		-16%

Top 20 Decline Categories			
Ranked on Revenue % Change			
Europe 4 weeks ended 5/4/2020	WE	EE	Europe
Euro % Change			
Standalone GPS Devices	-89%	-57%	-87%
Smartphone Screen Protectors	-85%	-64%	-84%
Digital Cameras	-69%	-81%	-75%
Portable Speakers	-75%	-73%	-75%
Camera/Camcorder Accessories	-69%	-75%	-71%
Dye Sublimation Printers	-69%	-84%	-70%
Copier-based MFPs	-71%	-35%	-67%
Large Format/Plotter Printers	-66%	-25%	-61%
Smart Speakers	-60%	-86%	-60%
Privacy Screens	-59%	-48%	-59%
Presentation Devices	-59%	-44%	-59%
Portable Power Banks	-59%	-56%	-58%
Points of Sales	-66%	79%	-56%
Projectors	-57%	-36%	-54%
Smart Bands and Activity Trackers	-60%	0%	-54%
Smartphone Protective Cases	-82%	389%	-53%
Smartphone/Tablet Chargers	-54%	-25%	-52%
Server Enclosure	-60%	-13%	-51%
Home Sound Systems	-53%	-41%	-51%
Memory cards	-52%	-40%	-50%

Market Review

FROM OUR OWN CORRESPONDENT

- **Amazon France** has been taken by the unions to court
- **Italian Government** has approved public funds of 85 million euros for tech
- **Italy** – training of teachers by Microsoft Italy
- **UK Government** has introduced a £20 million fund to strengthen tech and measures for homeworking
- **Spanish government** no initiative to subsidise technology
- **Turkey** good start to the year
- **Partner programmes are starting to make a big impact**

Thank you!

**ANY
QUESTIONS?**



CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 15 (April 12 2020) vs Same Period 2019**

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CONTEXT Covid-19 Weekly Report

[Contents](#)

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[Back to Contents](#)

Cover

Contents

Weekly Revenue Trend

Weekly %YoY Trend

Top Growth Industry

Top Decline Industry

Largest Industry

Top Growth Category

Top Decline Category

Largest Category

Country-Channel

Largest Industry-Business Channel

Largest Industry-Consumer Channel

Largest Category-Business Channel

Largest Category-Consumer Channel

CONTEXT Covid-19 Weekly Report

Weekly Revenue Trend - Sum

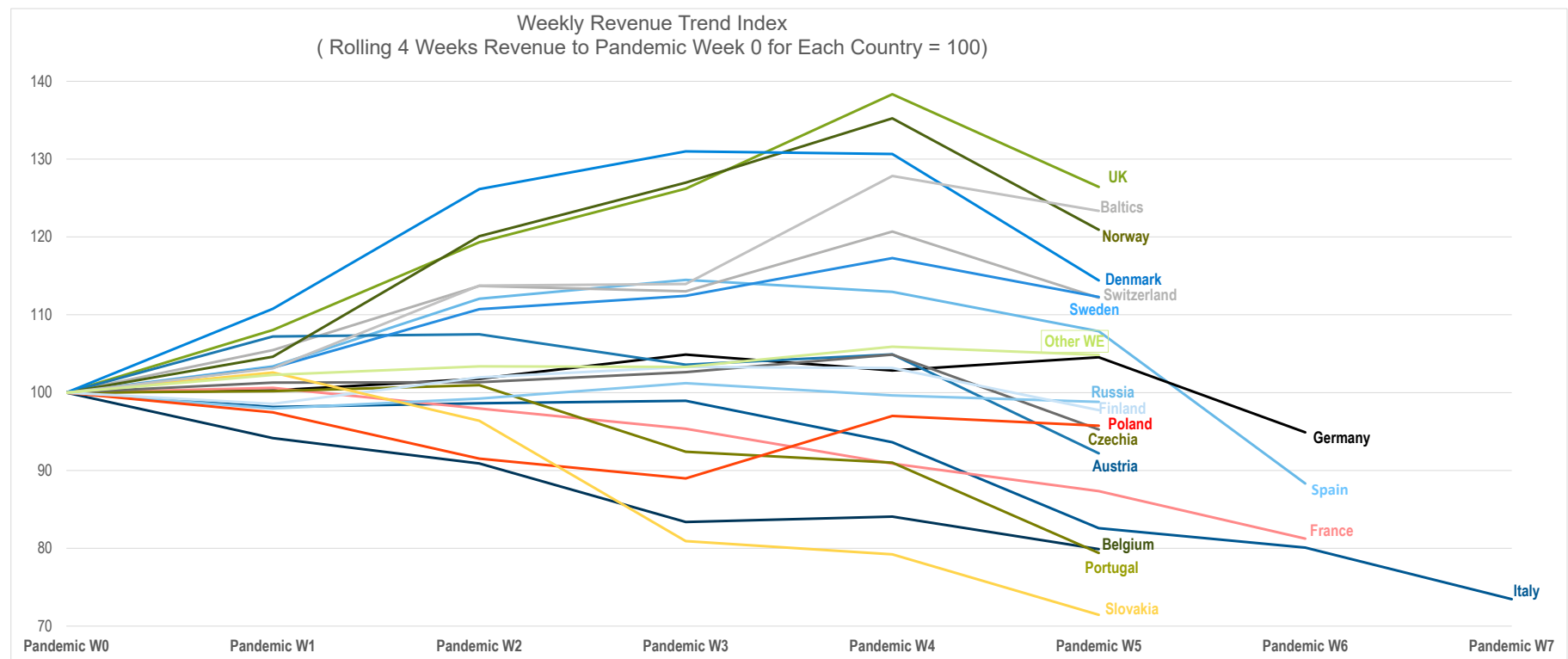
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[Back to Contents](#)

Weekly Revenue Trend

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

Rolling 4 Week Periods



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Weekly Revenue Trend WE

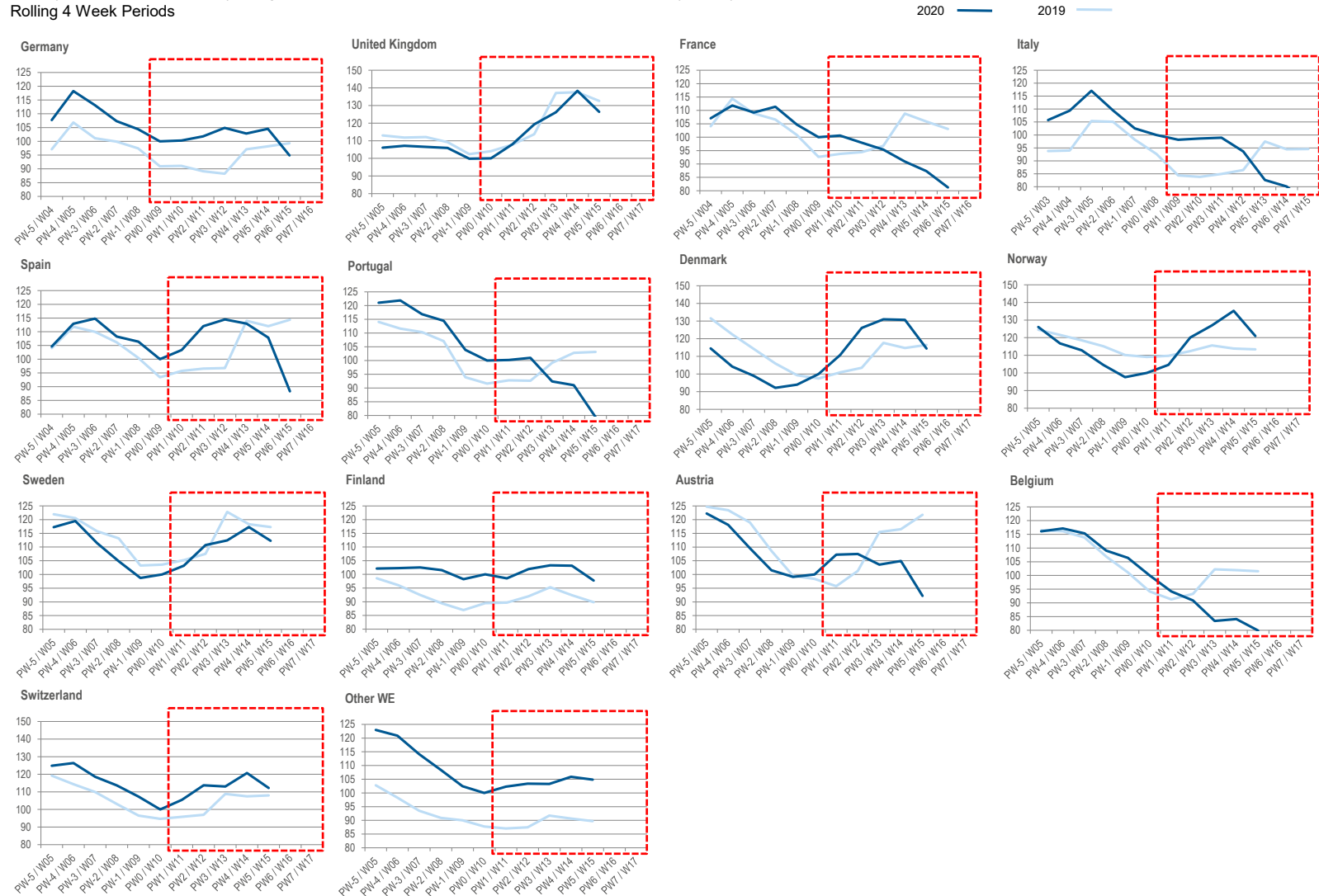
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[Back to Contents](#)

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



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Weekly Revenue Trend EE

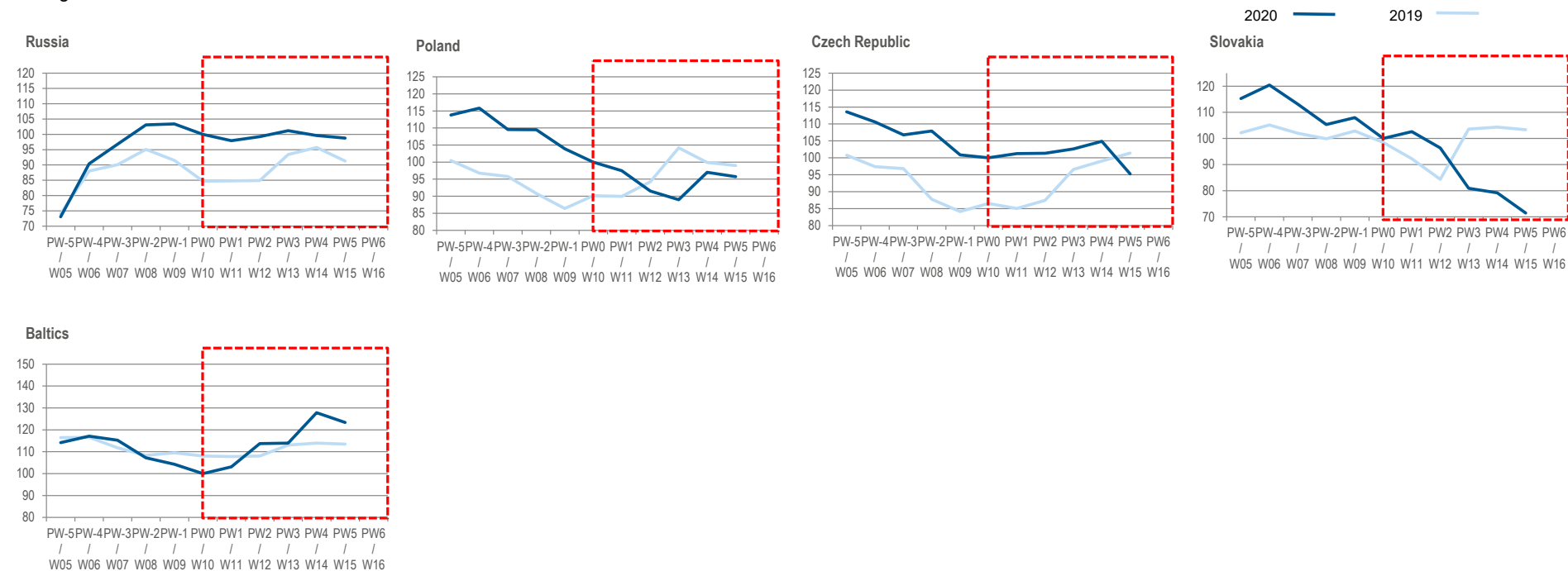
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[Back to Contents](#)

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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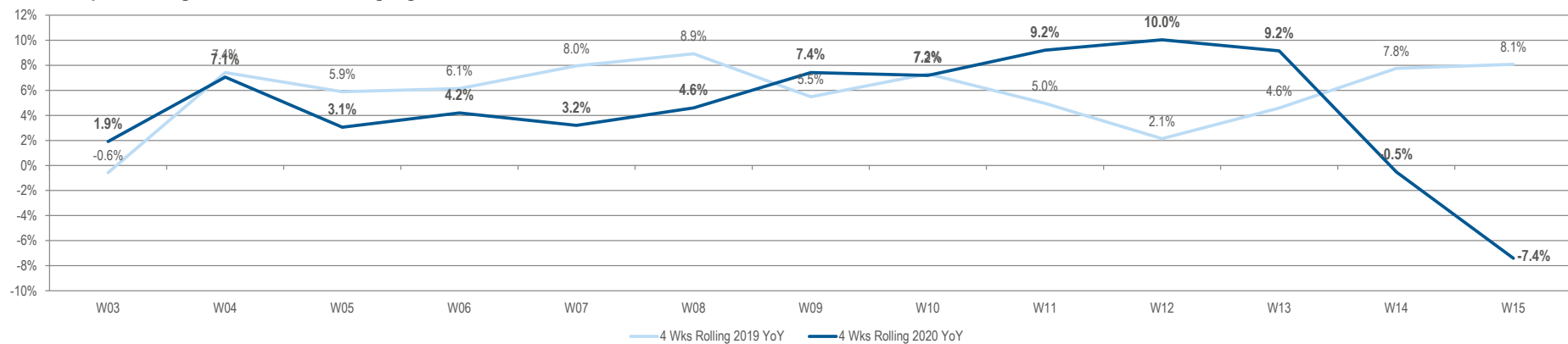
[Back to Contents](#)

Weekly %YoY Trend

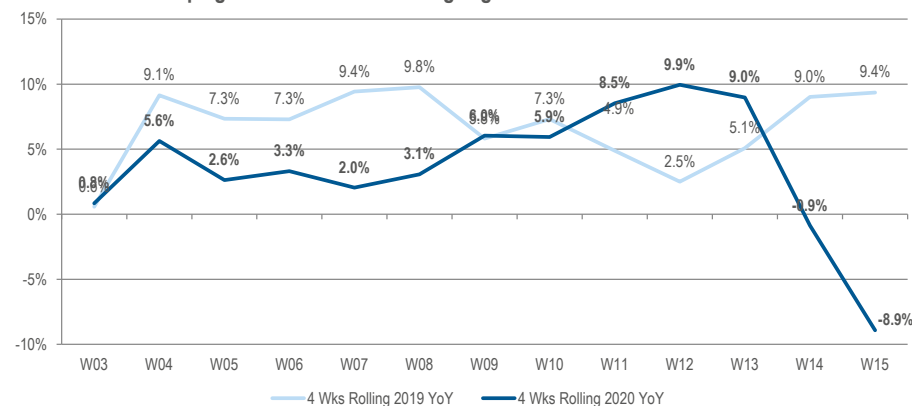
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

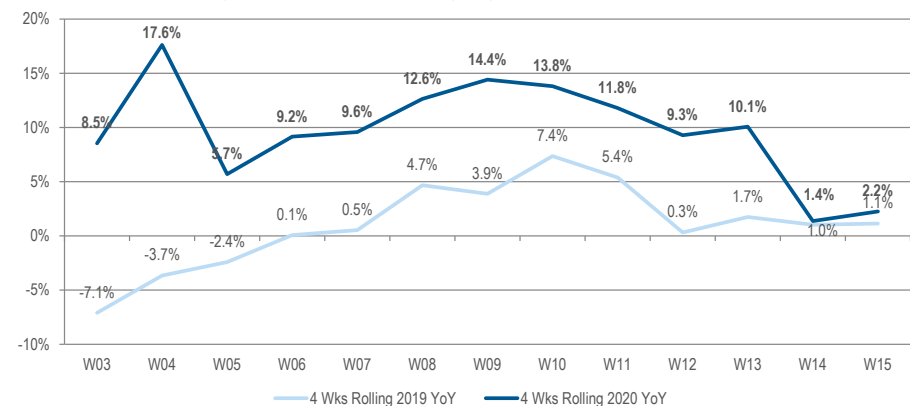
European Panel growth Y/Y 4 weeks rolling avg



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

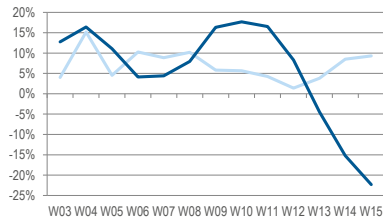
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[Back to Contents](#)

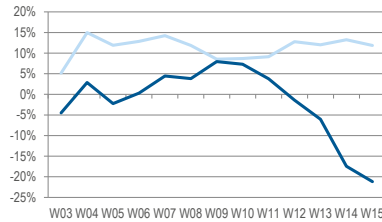
Weekly %YoY Trend - Western Europe

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

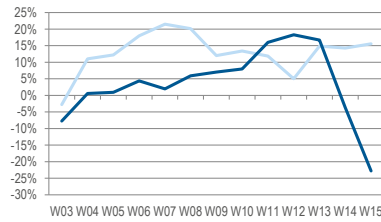
Italy growth Y/Y 4 weeks rolling avg



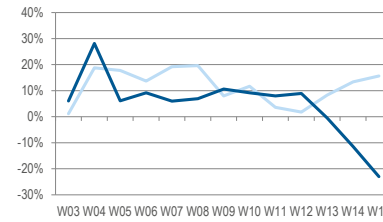
France growth Y/Y 4 weeks rolling avg



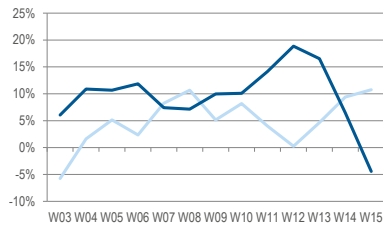
Spain growth Y/Y 4 weeks rolling avg



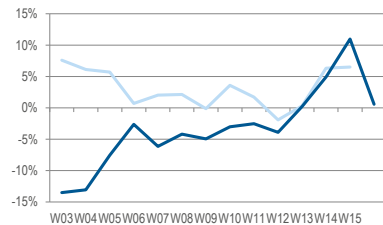
Portugal growth Y/Y 4 weeks rolling avg



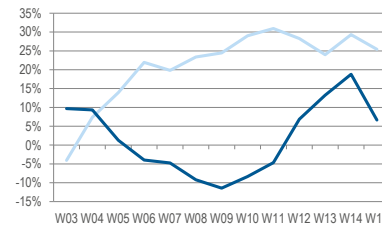
Germany growth Y/Y 4 weeks rolling avg



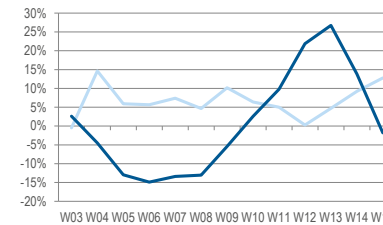
United Kingdom growth Y/Y 4 weeks rolling avg



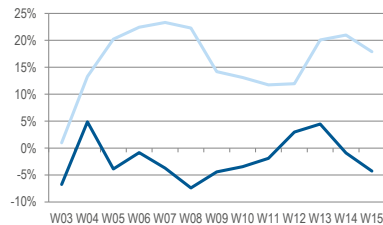
Norway growth Y/Y 4 weeks rolling avg



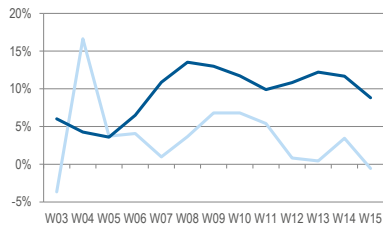
Denmark growth Y/Y 4 weeks rolling avg



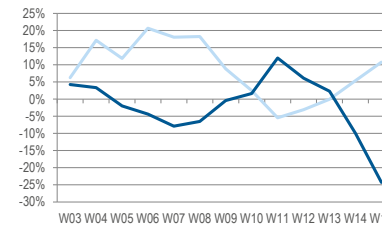
Sweden growth Y/Y 4 weeks rolling avg



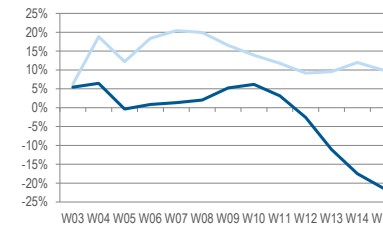
Finland growth Y/Y 4 weeks rolling avg



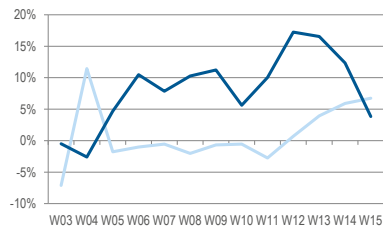
Austria growth Y/Y 4 weeks rolling avg



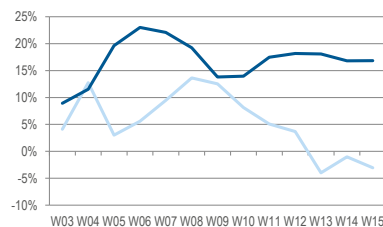
Belgium growth Y/Y 4 weeks rolling avg



Switzerland growth Y/Y 4 weeks rolling avg



Other WE growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

Weekly %YoY Trend - EE

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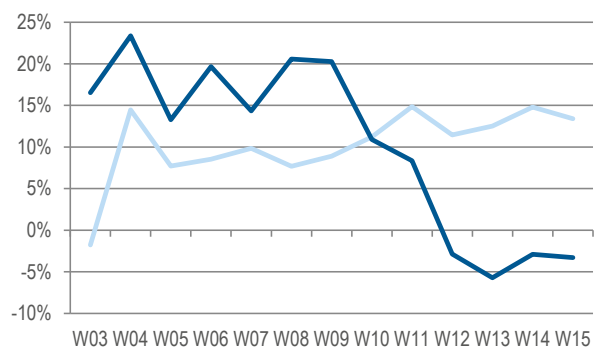
[Back to Contents](#)

Weekly %YoY Trend - Eastern Europe

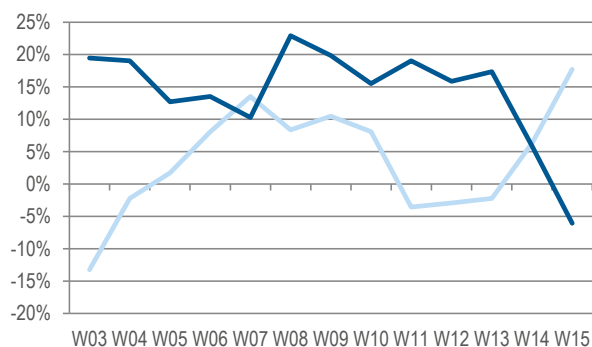
% Change in sales through IT Distribution in Euros

Rolling 4 Week Periods

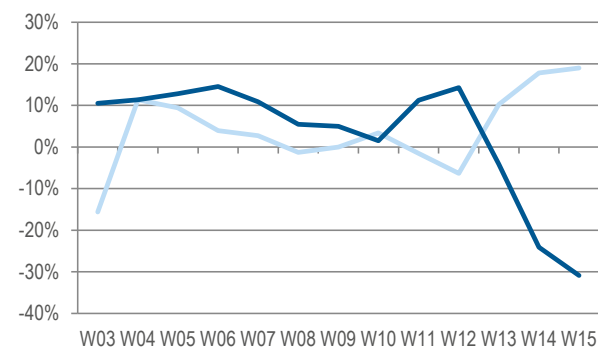
Poland growth Y/Y 4 weeks rolling avg



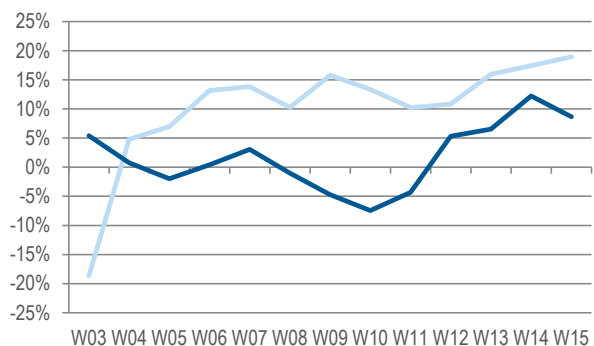
Czech Republic growth Y/Y 4 weeks rolling avg



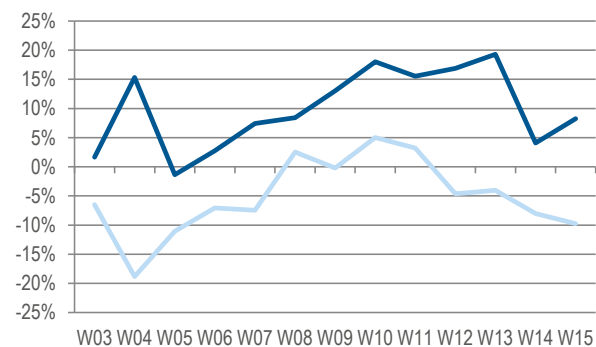
Slovakia growth Y/Y 4 weeks rolling avg



Baltics growth Y/Y 4 weeks rolling avg



Russia growth Y/Y 4 weeks rolling avg



CONTEXT Covid-19 Weekly Report

Top Growth 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 15 (April 12 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

	WESTERN EUROPE															EASTERN EUROPE				
Industry Sector	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	
Mobile Computing	10%	36%	35%	-5%	20%	-10%	11%	-1%	14%	7%	25%	-5%	44%	6%	36%	46%	24%	36%	-1%	
Audio-Video Systems	6%	-8%	-21%	-37%	0%	11%	-27%	23%	68%	80%	114%	45%	36%	-8%	-3%	13%	11%	4%	58%	
Wireless Networking	-3%	5%	-39%	-37%	-1%	-16%	17%	6%	54%	92%	28%	15%	33%	-1%	-19%	248%	22%	-7%	-17%	
Computing Accessories	11%	0%	2%	-33%	30%	27%	10%	-5%	-4%	3%	-14%	2%	7%	-20%	-11%	9%	14%	8%	-37%	
Data Center Networking and Security	-2%	10%	-30%	49%	-27%	-5%	1%	-49%	86%	70%	47%	-41%	-21%	-18%	-5%	72%	98%	-41%	-67%	
Warranties and Services	3%	-2%	4%	8%	-8%	22%	-25%	-12%	-31%	27%	15%	-7%	6%	6%	1%	41%	-6%	-33%	-36%	
Other Networking Equipment	17%	-5%	-40%	-14%	1%	5%	-16%	-1%	-27%	-6%	-40%	12%	26%	-31%	-13%	43%	37%	93%	-58%	
Software and Licences	8%	-20%	-4%	-1%	4%	5%	-19%	-18%	5%	31%	1%	6%	13%	-12%	-16%	15%	-2%	-3%	6%	
Printing Consumables	-3%	-26%	-17%	21%	-4%	10%	-15%	12%	-22%	-9%	31%	8%	19%	-26%	-30%	-3%	-18%	-65%	-32%	
Displays	8%	10%	-55%	-58%	16%	-23%	-19%	-29%	7%	16%	-36%	-31%	37%	-17%	9%	-21%	-4%	25%	-59%	
Networking Systems	-15%	-28%	-40%	-27%	-19%	-9%	-19%	-20%	14%	91%	-7%	-7%	-13%	-37%	18%	65%	8%	36%	-15%	
Power Equipment	-14%	-17%	-47%	-45%	-11%	-24%	-25%	-19%	-23%	-6%	-32%	-30%	-12%	-43%	8%	-14%	-20%	-33%	-30%	
Disk Storage	-12%	-37%	-27%	-46%	-15%	24%	-37%	-55%	18%	1%	11%	-38%	9%	-43%	47%	-19%	-42%	4%	-50%	
Connectivity	-14%	-10%	-58%	-48%	20%	-21%	-33%	-47%	-22%	14%	-29%	-29%	-10%	-41%	85%	-14%	-29%	39%	-28%	
Computing Components	-10%	-34%	-47%	-24%	-19%	-7%	-34%	-44%	-35%	18%	-20%	-66%	-18%	-45%	18%	-11%	-20%	-4%	-74%	
Server Computing	-31%	-31%	-38%	-21%	-4%	44%	-40%	-54%	-48%	-28%	19%	-31%	18%	31%	10%	29%	-31%	-12%	-68%	
Unified Communications	-3%	-30%	-54%	-47%	-31%	-38%	-29%	-29%	-6%	44%	74%	-20%	-63%	-58%	-9%	36%	102%	31%	-39%	
Desktop Computing	-10%	7%	-61%	-57%	-6%	-23%	-26%	-40%	-48%	-6%	-34%	10%	2%	-47%	5%	-31%	-23%	-12%	-36%	
Printing	-13%	-18%	-19%	-54%	-29%	-14%	-12%	-40%	-48%	-16%	-32%	-31%	1%	-29%	-17%	9%	-19%	-29%	-8%	
Smart Home and Office	-60%	3%	-72%	-87%	-10%	-9%	-82%	-95%	52%	-46%	-33%	172%	51%	91%	-14%	-61%	403%	171%	14%	
Removable Storage	-31%	-33%	-72%	-54%	7%	83%	-49%	-39%	-45%	6%	-24%	-63%	-38%	-79%	15%	-44%	-52%	22%	-70%	
Wearable Devices	-27%	-45%	-66%	-26%	11%	-37%	-70%	-58%	-20%	-39%	-52%	-56%	-21%	-63%	74%	-83%	-48%	-83%	-84%	
Telecommunications	-55%	-26%	-57%	-66%	-30%	-20%	-66%	-54%	6%	-40%	10%	-71%	15%	-60%	-9%	-60%	-28%	220%	-87%	
Scanner Imaging	-34%	-4%	-48%	-47%	30%	-40%	-2%	-37%	-43%	110%	34%	-27%	2%	-51%	-84%	-27%	-19%	253%	-22%	
Country Growth	-5%	-5%	-22%	-21%	4%	-4%	-24%	-22%	-1%	9%	7%	-23%	17%	-23%	10%	-3%	-6%	10%	-31%	

INDUSTRY SECTOR GROWTH		
WE	EE	Total
18%	36%	21%
2%	7%	3%
-2%	45%	2%
2%	-1%	2%
0%	4%	1%
0%	2%	0%
-3%	-1%	-3%
-4%	-3%	-4%
-5%	-25%	-9%
-10%	-4%	-9%
-21%	24%	-15%
-24%	1%	-16%
-25%	13%	-18%
-24%	25%	-19%
-25%	4%	-19%
-24%	2%	-20%
-25%	9%	-20%
-24%	-8%	-21%
-23%	-13%	-21%
-30%	119%	-26%
-42%	-26%	-40%
-42%	-43%	-43%
-47%	-36%	-45%
-29%	-78%	-49%

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 15 (April 12 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				
	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia
Scanner Imaging	-34%	-4%	-48%	-47%	30%	-40%	-2%	-37%	-43%	110%	34%	-27%	2%	-51%	-84%	-27%	-19%	253%	-22%
Telecommunications	-55%	-26%	-57%	-66%	-30%	-20%	-66%	-54%	6%	-40%	10%	-71%	15%	-60%	-9%	-60%	-28%	220%	-87%
Wearable Devices	-27%	-45%	-66%	-26%	11%	-37%	-70%	-58%	-20%	-39%	-52%	-56%	-21%	-63%	74%	-83%	-48%	-83%	-84%
Removable Storage	-31%	-33%	-72%	-54%	7%	83%	-49%	-39%	-45%	6%	-24%	-63%	-38%	-79%	15%	-44%	-52%	22%	-70%
Smart Home and Office	-60%	3%	-72%	-87%	-10%	-9%	-82%	-95%	52%	-46%	-33%	172%	51%	91%	-14%	-61%	403%	171%	14%
Printing	-13%	-18%	-19%	-54%	-29%	-14%	-12%	-40%	-48%	-16%	-32%	-31%	1%	-29%	-17%	9%	-19%	-29%	-8%
Desktop Computing	-10%	7%	-61%	-57%	-6%	-23%	-26%	-40%	-48%	-6%	-34%	10%	2%	-47%	5%	-31%	-23%	-12%	-36%
Unified Communications	-3%	-30%	-54%	-47%	-31%	-38%	-29%	-29%	-6%	44%	74%	-20%	-63%	-58%	-9%	36%	102%	31%	-39%
Server Computing	-31%	-31%	-38%	-21%	-4%	44%	-40%	-54%	-48%	-28%	19%	-31%	18%	31%	10%	29%	-31%	-12%	-68%
Computing Components	-10%	-34%	-47%	-24%	-19%	-7%	-34%	-44%	-35%	18%	-20%	-66%	-18%	-45%	18%	-11%	-20%	-4%	-74%
Connectivity	-14%	-10%	-58%	-48%	20%	-21%	-33%	-47%	-22%	14%	-29%	-29%	-10%	-41%	85%	-14%	-29%	39%	-28%
Disk Storage	-12%	-37%	-27%	-46%	-15%	24%	-37%	-55%	18%	1%	11%	-38%	9%	-43%	47%	-19%	-42%	4%	-50%
Power Equipment	-14%	-17%	-47%	-45%	-11%	-24%	-25%	-19%	-23%	-6%	-32%	-30%	-12%	-43%	8%	-14%	-20%	-33%	-30%
Networking Systems	-15%	-28%	-40%	-27%	-19%	-9%	-19%	-20%	14%	91%	-7%	-7%	-13%	-37%	18%	65%	8%	36%	-15%
Displays	8%	10%	-55%	-58%	16%	-23%	-19%	-29%	7%	16%	-36%	-31%	37%	-17%	9%	-21%	-4%	25%	-59%
Printing Consumables	-3%	-26%	-17%	21%	-4%	10%	-15%	12%	-22%	-9%	31%	8%	19%	-26%	-30%	-3%	-18%	-65%	-32%
Software and Licences	8%	-20%	-4%	-1%	4%	5%	-19%	-18%	5%	31%	1%	6%	13%	-12%	-16%	15%	-2%	-3%	6%
Other Networking Equipment	17%	-5%	-40%	-14%	1%	5%	-16%	-1%	-27%	-6%	-40%	12%	26%	-31%	-13%	43%	37%	93%	-58%
Warranties and Services	3%	-2%	4%	8%	-8%	22%	-25%	-12%	-31%	27%	15%	-7%	6%	6%	1%	41%	-6%	-33%	-36%
Data Center Networking and Security	-2%	10%	-30%	49%	-27%	-5%	1%	-49%	86%	70%	47%	-41%	-21%	-18%	-5%	72%	98%	-41%	-67%
Computing Accessories	11%	0%	2%	-33%	30%	27%	10%	-5%	-4%	3%	-14%	2%	7%	-20%	-11%	9%	14%	8%	-37%
Wireless Networking	-3%	5%	-39%	-37%	-1%	-16%	17%	6%	54%	92%	28%	15%	33%	-1%	-19%	248%	22%	-7%	-17%
Audio-Video Systems	6%	-8%	-21%	-37%	0%	11%	-27%	23%	68%	80%	114%	45%	36%	-8%	-3%	13%	11%	4%	58%
Mobile Computing	10%	36%	35%	-5%	20%	-10%	11%	-1%	14%	7%	25%	-5%	44%	6%	36%	46%	24%	36%	-1%
Country Growth	-5%	-5%	-22%	-21%	4%	-4%	-24%	-22%	-1%	9%	7%	-23%	17%	-23%	10%	-3%	-6%	10%	-31%

INDUSTRY SECTOR GROWTH		
WE	EE	Total
-29%	-78%	-49%
-47%	-36%	-45%
-42%	-43%	-43%
-42%	-26%	-40%
-30%	119%	-26%
-23%	-13%	-21%
-24%	-8%	-21%
-25%	9%	-20%
-24%	2%	-20%
-25%	4%	-19%
-24%	25%	-19%
-25%	13%	-18%
-24%	1%	-16%
-21%	24%	-15%
-10%	-4%	-9%
-5%	-25%	-9%
-4%	-3%	-4%
-3%	-1%	-3%
0%	2%	0%
0%	4%	1%
2%	-1%	2%
-2%	45%	2%
2%	7%	3%
18%	36%	21%

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 15 (April 12 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	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	10%	36%	35%	-5%	20%	-10%	11%	-1%	14%	7%	25%	-5%	44%	6%	36%	46%	24%	36%	-1%	18%	36%	21%
Software and Licences	8%	-20%	-4%	-1%	4%	5%	-19%	-18%	5%	31%	1%	6%	13%	-12%	-16%	15%	-2%	-3%	6%	-4%	-3%	-4%
Printing Consumables	-3%	-26%	-17%	21%	-4%	10%	-15%	12%	-22%	-9%	31%	8%	19%	-26%	-30%	-3%	-18%	-65%	-32%	-5%	-25%	-9%
Telecommunications	-55%	-26%	-57%	-66%	-30%	-20%	-66%	-54%	6%	-40%	10%	-71%	15%	-60%	-9%	-60%	-28%	220%	-87%	-47%	-36%	-45%
Warranties and Services	3%	-2%	4%	8%	-8%	22%	-25%	-12%	-31%	27%	15%	-7%	6%	6%	1%	41%	-6%	-33%	-36%	0%	2%	0%
Displays	8%	10%	-55%	-58%	16%	-23%	-19%	-29%	7%	16%	-36%	-31%	37%	-17%	9%	-21%	-4%	25%	-59%	-10%	-4%	-9%
Disk Storage	-12%	-37%	-27%	-46%	-15%	24%	-37%	-55%	18%	1%	11%	-38%	9%	-43%	47%	-19%	-42%	4%	-50%	-25%	13%	-18%
Desktop Computing	-10%	7%	-61%	-57%	-6%	-23%	-26%	-40%	-48%	-6%	-34%	10%	2%	-47%	5%	-31%	-23%	-12%	-36%	-24%	-8%	-21%
Computing Components	-10%	-34%	-47%	-24%	-19%	-7%	-34%	-44%	-35%	18%	-20%	-66%	-18%	-45%	18%	-11%	-20%	-4%	-74%	-25%	4%	-19%
Printing	-13%	-18%	-19%	-54%	-29%	-14%	-12%	-40%	-48%	-16%	-32%	-31%	1%	-29%	-17%	9%	-19%	-29%	-8%	-23%	-13%	-21%
Computing Accessories	11%	0%	2%	-33%	30%	27%	10%	-5%	-4%	3%	-14%	2%	7%	-20%	-11%	9%	14%	8%	-37%	2%	-1%	2%
Networking Systems	-15%	-28%	-40%	-27%	-19%	-9%	-19%	-20%	14%	91%	-7%	-7%	-13%	-37%	18%	65%	8%	36%	-15%	-21%	24%	-15%
Audio-Video Systems	6%	-8%	-21%	-37%	0%	11%	-27%	23%	68%	80%	114%	45%	36%	-8%	-3%	13%	11%	4%	58%	2%	7%	3%
Server Computing	-31%	-31%	-38%	-21%	-4%	44%	-40%	-54%	-48%	-28%	19%	-31%	18%	31%	10%	29%	-31%	-12%	-68%	-24%	2%	-20%
Data Center Networking and Security	-2%	10%	-30%	49%	-27%	-5%	1%	-49%	86%	70%	47%	-41%	-21%	-18%	-5%	72%	98%	-41%	-67%	0%	4%	1%
Wireless Networking	-3%	5%	-39%	-37%	-1%	-16%	17%	6%	54%	92%	28%	15%	33%	-1%	-19%	248%	22%	-7%	-17%	-2%	45%	2%
Other Networking Equipment	17%	-5%	-40%	-14%	1%	5%	-16%	-1%	-27%	-6%	-40%	12%	26%	-31%	-13%	43%	37%	93%	-58%	-3%	-1%	-3%
Power Equipment	-14%	-17%	-47%	-45%	-11%	-24%	-25%	-19%	-23%	-6%	-32%	-30%	-12%	-43%	8%	-14%	-20%	-33%	-30%	-24%	1%	-16%
Wearable Devices	-27%	-45%	-66%	-26%	11%	-37%	-70%	-58%	-20%	-39%	-52%	-56%	-21%	-63%	74%	-83%	-48%	-83%	-84%	-42%	-43%	-43%
Connectivity	-14%	-10%	-58%	-48%	20%	-21%	-33%	-47%	-22%	14%	-29%	-29%	-10%	-41%	85%	-14%	-29%	39%	-28%	-24%	25%	-19%
Games Consoles	74%		26%	-34%	-3%	414%	142%	234%	174%	1%	-54%	89%	178%	86%	-50%	26%	87%	-8%	115%	56%	36%	48%
Removable Storage	-31%	-33%	-72%	-54%	7%	83%	-49%	-39%	-45%	6%	-24%	-63%	-38%	-79%	15%	-44%	-52%	22%	-70%	-42%	-26%	-40%
Unified Communications	-3%	-30%	-54%	-47%	-31%	-38%	-29%	-29%	-6%	44%	74%	-20%	-63%	-58%	-9%	36%	102%	31%	-39%	-25%	9%	-20%
Electronics	-15%	-43%	-50%	-15%	60%	-44%	-17%	-47%	92%	354%	-72%	-72%	-32%	-68%	70%	-14%	-13%	-48%	-50%	-28%	26%	-17%
Smart Home and Office	-60%	3%	-72%	-87%	-10%	-9%	-82%	-95%	52%	-46%	-33%	172%	51%	91%	-14%	-61%	403%	171%	14%	-30%	119%	-26%
Terminals, Thin Clients and Points of Sales	-21%	2%	-57%	-50%	-44%	-50%	-16%	-77%	-43%	-82%	-31%	71%	-11%	-51%	-21%	187%	60%	-78%	-94%	-30%	16%	-26%
Scanner Imaging	-34%	-4%	-48%	-47%	30%	-40%	-2%	-37%	-43%	110%	34%	-27%	2%	-51%	-84%	-27%	-19%	253%	-22%	-29%	-78%	-49%
Tape Storage	-7%	10%	-16%	-54%	-31%	-36%	-20%	-62%	1%	89%	-13%	-38%	-25%	-51%	57%	193%	-81%	-62%	530%	-15%	25%	-10%
Security	8%	-64%	-71%	-53%	33%	-53%	-62%	-69%	-35%	27%	-67%	63%	34%	-25%	-2%	-16%	-29%	81%	-57%	-42%	-8%	-36%
Photo and Video Cameras	-74%	-24%	-85%	-27%	-52%	-94%	-98%	29%	-80%	-58%	-65%	-77%	-87%	-94%	-59%	-93%	-68%	9%	-77%	-68%	-79%	-73%

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 15 (April 12 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		
Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Smart Home Automation	-6%	570%	708%	-77%	28%	1265%	-98%	380%	1632%	218%			10%	6797%		5%	394550%	136%	22%	345%	12776%	421%
SAN Accessories	-71%	490%	-77%	1265%	-49%	47%	-64%	125%	-100%	2595%	-89%	-100%	-19%	-9%	19%	127%	-98%	-100%	533%	165%	-10%	148%
Consoles Fixed	296%		345%	-77%	1860%	2881%	4182%	0%	70%	-14%	-39%	992%	-59%	-11%	181%	63%	219%	-97%	-9%	220%	93%	134%
Web Cameras	71%	32%	343%	74%	252%	250%	164%	176%	5%	49%	58%	288%	336%	188%	58%	297%	246%	83%	22%	100%	118%	102%
Wireless Adapters	49%	132%	11%	21%	68%	35%	36%	28%	1%	68%	106%	121%	78%	47%	109%	173%	205%	14%	-28%	57%	123%	69%
Games Software	46%		66%	-41%	160%	-81%	-98%	-100%	77%	19%	1143%	-29%	198%	1087%	30%	21%	86%	-94%	270%	77%	58%	69%
Virtualisation Software	75%	39%	21%	76%	123%	35%	183%	114%	23%	49%	-26%	44%	25%	40%	-33%	83%	25%	9%	-78%	55%	-14%	48%
SAN Switches and Directors	234%	163%	-84%	-71%	-20%	-57%	-68%	-51%	-44%	-17%	-68%	-74%	2403%	62%	-59%	9%	88%	-87%	-100%	56%	-41%	34%
Notebooks	16%	53%	37%	-5%	26%	-3%	15%	5%	11%	8%	32%	-3%	58%	13%	43%	58%	29%	32%	5%	25%	44%	29%
Wireless LAN Controllers	-29%	-12%	-7%	-47%	-4%	-69%	279%	86%	10%	107%	1368%	-87%	-79%	-45%	-33%	2618%	-32%	-63%	227%	-25%	490%	28%
Headsets/Headphones and Microphones	28%	15%	-1%	-21%	77%	35%	-10%	32%	84%	99%	152%	62%	45%	17%	14%	67%	58%	17%	127%	26%	38%	27%
Notebook Workstations	46%	71%	34%	-11%	35%	-4%	45%	19%	168%	9%	-21%	9%	43%	-55%	-9%	-49%	-38%	-6%	-22%	34%	-34%	27%
Powerline Devices	23%	35%	-26%	20%	18%	57%	-40%	4%	50%	146%	-10%	268%	83%	-34%	7%	-24%	204%	50%	-58%	20%	14%	20%
Games Accessories	40%		-60%	-31%	-22%	314%	-35%	233%	178%	18%	-54%	-17%	185%	138%	-51%	-17%	3%	6%	139%	31%	-7%	19%
Ink Cartridges and Tanks	13%	-1%	7%	69%	17%	3%	-1%	57%	8%	-5%	83%	39%	34%	-4%	-22%	28%	-8%	-58%	-21%	22%	-9%	19%
All-In-One Inkjets	-2%	31%	21%	19%	4%	14%	14%	-27%	-17%	-5%	-11%	105%	106%	36%	-17%	81%	-23%	5%	-40%	18%	14%	18%
Monitors	19%	62%	-35%	-42%	45%	19%	-5%	-10%	-6%	16%	-10%	1%	62%	-8%	4%	3%	24%	22%	-51%	17%	6%	14%
Inkjet Printers	22%	13%	27%	3%	-1%	-9%	-49%	-52%	-57%	-32%	14%	16%	55%	98%	-38%	13%	-38%	-44%	-35%	22%	-23%	14%
Security Software	37%	-24%	-4%	67%	31%	96%	77%	3%	26%	67%	7%	-28%	43%	-8%	-35%	143%	230%	51%	395%	13%	43%	14%
Network Management Software	29%	-12%	52%	7%	2%	85%	45%	8%	-19%	20%	5%	40%	0%	50%	-30%	90%	36%	-10%	105%	11%	-2%	10%
Telephony and Conference Systems	25%	-2%	-47%	-42%	-13%	155%	373%	124%	211%	59%	72%	-25%	147%	-1%	-59%	-25%	-37%	101%	152%	23%	-50%	9%
LTO/Ultrium Media	18%	103%	-39%	-44%	-35%	-4%	-40%	-22%	-16%	90%	24%	-55%	-43%	2%	-32%	20%	-37%	19%	-23%	13%	-29%	9%
Telephony Accessories	-21%	11%	-9%	127%	19%	-78%	-80%	36%	-27%	-93%	347%	104%	174%	-51%	-59%	-36%	2%	66%	8425%	7%	-36%	5%
Docking Stations	22%	-1%	15%	-25%	35%	17%	16%	15%	0%	-19%	-6%	-8%	-17%	-32%	-12%	14%	1%	-22%	-21%	3%	-3%	2%
Storage Controllers	-40%	-54%	-57%	-6%	-67%	-60%	-33%	-64%	-49%	-45%	-70%	-63%	-59%	-64%	821%	-28%	-48%	42%	-36%	-47%	479%	2%
Developer Tools Software	-59%	38%	0%	37%	-24%	-3%	-10%	93%	4%	-69%	69%	179%	58%	72%	-70%	12%	-38%	38%	2%	3%	-14%	2%
Integrated Systems	3%	8%	-23%	-58%	132%	-43%	101%	-68%	-83%	-73%	-73%	86%	320%	541%	767%	354%	449%	-31%	-100%	-5%	390%	1%
Keyboards and Keypads	0%	9%	-35%	-48%	92%	20%	5%	-16%	15%	49%	-20%	3%	23%	-26%	-38%	-10%	17%	9%	-24%	4%	-23%	0%
Warranties and Services	3%	-2%	4%	8%	-8%	22%	-25%	-12%	-31%	27%	15%	-7%	6%	6%	1%	41%	-6%	-33%	-36%	0%	2%	0%
Wireless Access Points	-4%	2%	-44%	-40%	-4%	-16%	12%	1%	59%	91%	20%	17%	57%	-3%	-30%	125%	10%	-9%	-20%	-4%	9%	-3%
Network Management and Security Appliances	-19%	-8%	-3%	-29%	-32%	44%	52%	-48%	172%	10%	68%	-29%	17%	-24%	26%	302%	176%	-35%	-44%	-8%	45%	-6%
Office Applications Software	-13%	1%	-16%	-16%	-13%	-1%	-41%	-37%	-1%	42%	19%	14%	19%	-7%	6%	11%	-23%	-6%	-32%	-7%	-1%	-6%
Database Management Software	-13%	-3%	102%	-30%	-10%	-21%	-46%	-53%	-28%	-5%	-5%	-16%	-12%	-11%	131%	-17%	-71%	-51%	-93%	-3%	-32%	-6%
Mice	-8%	26%	-9%	-47%	16%	4%	-21%	-22%	-4%	24%	-7%	13%	-2%	-2%	-26%	-21%	5%	23%	-47%	-4%	-18%	-7%
Digital Media Players	-19%	13%	-66%	-29%	-39%	19%	-17%	82%	71%	40%	-31%	60%	12%	1%	25%	-64%	44%	87%	-78%	-7%	-25%	-8%
Transceivers	-6%	-1%	-41%	-32%	-32%	-23%	-16%	-12%	-40%	-1%	-37%	-50%	15%	-2%	-2%	120%	53%	187%	-63%	-12%	15%	-9%
Tablet PCs	-7%	-22%	26%	-3%	-4%	-33%	-10%	-26%	-21%	-5%	11%	-19%	6%	-18%	-33%	-20%	6%	137%	-48%	-9%	-16%	-10%
Uninterruptable Power Supplies (UPS)	-15%	6%	-61%	-54%	-20%	-28%	-39%	-11%	-41%	-18%	6%	-31%	0%	-51%	16%	-7%	-16%	9%	-2%	-23%	11%	-10%
E-Readers	-51%	46%	-52%	-70%	90%	-47%	-96%		-50%	131%	84%	-102%	53%	2%	-46%	141%	21%	11%	134%	-10%	-16%	-11%
Landline Telephones	-22%	9%	-41%	-66%	9%	-4%	90%	-51%	-16%	204%	37%	-83%	-10%	-40%	56%	-35%	237%	-32%	-63%	-16%	17%	-12%
Operating Systems Software	-18%	-4%	-13%	-25%	-19%	123%	-25%	-14%	-58%	36%	33%	-2%	-14%	-45%	40%	-16%	-26%	26%	-67%	-14%	7%	-12%
Graphics Cards	-8%	-2%	-44%	-49%	-6%	1%	-41%	1%	7%	-2%	-83%	-62%	26%	-59%	14%	-7%	13%	98%	-67%	-18%	7%	-12%
Project Management Software	-44%	-10%	-49%	89%	19%	-47%	-2%	-80%	13%	-31%	-81%	139%	-53%	24%	43%	219%	27%	-13%	521%	-19%	232%	-12%
Mobile Computing Accessories and Parts	4%	-22%	-31%	-23%	-20%	-42%	-30%	-8%	-6%	-7%	17%	-40%	-9%	-35%	36%	-7%	43%	-3%	-83%	-15%	4%	-14%
Processors	0%	-29%	-50%	-4%	-9%	4%	-25%	-19%	-29%	54%	-3%	-74%	-17%	-19%	6%	-28%	-34%	-55%	-86%	-16%	-9%	-14%
Network Switches	-10%	-24%	-47%	-32%	-25%	-9%	-21%	-18%	1%	99%	-9%	-36%	-14%	-45%	39%	87%	-11%	27%	53%	-21%	44%	-14%
Desktop Thin Clients	-20%	22%	-18%	-54%	-43%	-40%	-32%	-17%	-49%	-82%	2%	1225%	10%	-39%	-47%	201%	14%	-43%	-82%	-18%	5%	-16%
Print Media	-12%	-26%	-31%	-20%	41%	-11%	-58%	-3%	-32%	41%	10%	-64%	1%	-4%	-18%	37%	-15%	-53%	81%	-16%	-16%	-16%
Network Routers	-22%	-39%	-20%	6%	7%	-6%	-9%	-31%	169%	31%	-3%	146%	-13%	-28%	-4%	24%	49%	51%	-53%	-21%	2%	-16%
Wired Network Adapters	6%	-49%	-36%	59%	-25%	71%	-49%	-6%	-4%	-20%	-68%	-31%	-26%	-35%	3%	4%	-6%	34%	-38%	-19%	2%	-16%

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Top Decline Category

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[Back to Contents](#)

Top Decline Categories and Countries in Western and Eastern Europe

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Sorted by fastest declining categories and country size

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Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
Standalone GPS Devices	-100%	-92%	-78%	-100%	-68%	-51%	-100%	-90%	-59%		-71%	-92%	-65%	-95%	-62%	-80%	-47%	-73%	-44%	-89%	-57%	-87%	
Smartphone Screen Protectors	-71%	-79%	-96%	-89%	35%		-31%	-100%		14%	-24%	-93%	-43%	-107%	-96%	-86%	-34%	-75%	-64%	-85%	-64%	-84%	
3D Printers	-75%	-99%	-76%	-100%	185%	-90%	-83%		-100%	0%	-100%	-58%	-100%	-98%	-100%	5%	-95%	-88%	104%	-81%	-82%	-81%	
Digital Cameras	-71%	23%	-88%	-10%	-61%	-96%	-97%	114%	-91%	-62%	20%	-75%	-67%	-94%	-57%	-94%	-72%	94%	-78%	-69%	-81%	-75%	
Portable Speakers	-75%	-51%	-70%	-86%	-92%	-70%	-100%	-78%	-82%	-16%	653%	-85%	231%	-90%	-73%	-84%	-57%	-74%	-44%	-75%	-73%	-75%	
Camera/Camcorder Accessories	-82%	-56%	-80%	-85%	-52%	-96%	-98%	-86%	-76%	-49%	-97%	-89%	-90%	-89%	-52%	-92%	-56%	-45%	-77%	-69%	-75%	-71%	
Dye Sublimation Printers	-90%	-53%	-83%	29%	-22%	-98%	-98%	-54%	888%	-64%	-100%	17%	-82%	-68%	-68%	-81%	-89%	-87%	-98%	-69%	-84%	-70%	
Copier-based MFPs	-26%	-76%	-82%	-86%	-20%	-42%	-8%	-36%	-94%	-42%	-55%	-97%	-72%	-86%	-27%	-78%	-70%	-95%	-89%	-71%	-35%	-67%	
Large Format/Plotter Printers	-44%	-61%	-85%	-81%	-46%	-37%	-53%	-12%	-66%	-34%	-45%	-83%	-66%	-94%	0%	-45%	-54%	-88%	32%	-66%	-25%	-61%	
Smart Speakers	-66%	5%	-84%	-87%	-41%	-53%	-83%	-98%	-10%	-100%		-25%		-44%		-28%	-102%	-100%	-79%	-60%	-86%	-60%	
Privacy Screens	-42%	-71%	-81%	-47%	-42%	-58%	-68%	-62%	-16%	-65%	-38%	-97%	-27%	-79%		-47%		-41%	-118%	-59%	-48%	-59%	
Presentation Devices	-70%	-25%	-93%	-94%	-24%	-85%	-69%	-30%	-81%	-37%	-115%	-75%	-34%	-56%	-48%	-51%	-17%	-52%	-63%	-59%	-44%	-59%	
Portable Power Banks	-69%	-63%	-87%	-76%	-25%	-2%	-89%	-95%	-98%	-96%	-51%	-37%	-91%	72%	-25%	-86%	-70%	-43%	-54%	-59%	-56%	-58%	
Points of Sales	-30%	-42%	-78%	-78%	-82%	-98%	270%	-93%	-28%		-54%	-74%	-70%	-68%	170%	-96%	261%	-99%	-99%	-66%	79%	-56%	
Projectors	-51%	-58%	-64%	-76%	-35%	-6%	-55%	-60%	-86%	-15%	-69%	-70%	3%	-79%	139%	-65%	-32%	-62%	-54%	-57%	-36%	-54%	
Smart Bands and Activity Trackers	-93%	-51%	-88%	-32%	-20%	8%	-87%	800%	102%	666%	-100%	-37%	-69%	-69%	181%	-75%	-71%	-95%	-46%	-60%	0%	-54%	
Smartphone Protective Cases	-65%	-74%	-95%	-94%	-31%	-31%	-93%	-81%	-94%	-17%	-71%	-90%	-66%	-95%	1259%	-66%	-7%	-22%		-82%	389%	-53%	
Smartphone/Tablet Chargers	18%	-64%	-81%	-69%	-37%	-54%	-82%	-85%	-52%	-38%	-76%	-32%	-8%	-60%	3%	-44%	-19%	-71%	-69%	-54%	-25%	-62%	
Server Enclosure	10%	-84%	-17%	-96%	-92%	155%	-99%	602%	978%	-100%	2854%	-96%	-90%	-60%	-1%	44%	-47%	-67%	-95%	-60%	-13%	-51%	
Home Sound Systems	-71%	-50%	-79%	-39%	19%	-63%	7%	-35%	212%	22%	-73%	74%	5%	-96%	-86%	48%	-75%	56%	-89%	-53%	-41%	-51%	
Memory Cards	-63%	-36%	-80%	-51%	-16%	88%	-64%	-36%	-12%	65%	56%	-51%	-48%	-86%	3%	-71%	-62%	14%	-70%	-52%	-40%	-50%	
Printer Accessories and Parts	-21%	-58%	-81%	-71%	-45%	-1%	-38%	-82%	-51%	-32%	-48%	-92%	-49%	-89%	-3%	-77%	-23%	0%	-56%	-55%	-15%	-49%	
Scanners	-34%	-3%	-47%	-48%	31%	-38%	1%	-36%	-43%	111%	34%	-23%	5%	-51%	-83%	-33%	-8%	255%	-29%	-29%	-78%	-49%	
Smartphones	-58%	-25%	-56%	-64%	-36%	-22%	-67%	-57%	9%	-42%	9%	-71%	17%	-60%	-18%	-60%	-28%	243%	-88%	-47%	-40%	-46%	
Partner Rebates, Warehousing and Logistics	-28%	-54%	-84%	-57%	-54%	-48%	-23%	-12%	30%	-4%	-12%	-9%	-2%	-21%	299%	68%	-81%	33%	0%	-51%	97%	-44%	
Mobile Phones	-82%	-11%	-59%	-41%	61%	-60%	-88%	-47%	-31%	25%	95%	-60%	-73%	-61%	-43%	-83%	-44%	1%	-40%	-41%	-48%	-43%	
Long Life Consumables	-29%	-55%	-59%	-61%	-42%	-16%	-32%	-41%	-45%	-23%	-43%	-40%	-35%	-59%	-29%	-38%	-20%	-36%	-23%	-46%	-29%	-43%	
Network Chassis	-28%	-56%	-60%	-30%	-77%	-93%	-42%	-82%	-84%	111%	-89%	-94%	12%	32%	16%	-95%	281%	0%	-100%	-49%	9%	-42%	
Displays Accessories	-25%	-44%	-36%	-61%	-24%	2%	-40%	-29%	-21%	-17%	-40%	-44%	-33%	-59%	-58%	-31%	-34%	-43%	-38%	-39%	-41%	-40%	
Smart Watches	-37%	-30%	-55%	-56%	35%	-26%	-69%	-58%	-23%	-41%	-50%	-59%	18%	-60%	39%	-86%	-39%	-74%	-86%	-36%	-55%	-38%	
MP3/MP4 Players	-62%	-9%	-79%	-41%	-39%	-86%	-69%	-59%	-69%	-41%	-100%	-84%	-44%	-90%	-47%	-59%	-62%	-40%	-92%	-37%	-62%	-38%	
PC Speakers	-36%	-57%	-41%	-64%	-7%	-17%	-71%	-2%	51%	59%	222%	26%	-10%	-70%	26%	-46%	-58%	-23%	-68%	-38%	-36%	-38%	
Televisions	-17%	-7%	-79%	-73%	8%	-98%	-22%	-49%	414%	37%	-92%	-74%	-34%	103%	96%	-45%	-46%	73%	-78%	-41%	-22%	-36%	
Smart Lighting and Electricals	-63%	-35%	-96%	-79%	4%	-45%	-72%	-44%	30%	-51%	-41%	60%	-89%	11%	1%	-66%	258%	4%	98%	-38%	-7%	-36%	
Disk Drives	-39%	-36%	-61%	-58%	54%	-26%	-60%	-54%	-54%	20%	-92%	-76%	-55%	-56%	-3%	-3%	-18%	124%	-76%	-41%	-6%	-35%	
Servers (Unix)	-22%	-39%	177%	-54%	48%	-100%	33%	-38%	-13%		-100%	-70%	-68%	-54%	-100%	-93%	-84%	0%	-100%	-30%	-91%	-35%	
Desktop Workstations (PC/Mac)	-8%	-23%	-51%	-63%	-27%	-48%	-51%	-55%	-38%	-26%	-67%	-53%	-28%	-45%	-18%	-16%	-54%	-77%	-35%	-35%	-28%	-34%	
Office Supplies and Furniture	-55%	-17%	-71%	-59%	-37%	10%	-85%	-58%	714%	-88%	-87%	25%	-24%	40%	-37%	-29%	-21%	-20%	-75%	-34%	-35%	-34%	
Tape Drives	-41%	-49%	-15%	-77%	-26%	-82%	-28%	-90%	-67%	82%	-88%	-26%	13%	-82%	179%	493%	-96%	-79%	918%	-47%	42%	-33%	
Label/Barcode/Receipt Printers	-20%	-3%	-72%	-39%	-9%	28%	-22%	-44%	-58%	-20%	-69%	-67%	-15%	-64%	26%	-7%	-14%	0%	-41%	-40%	7%	-33%	
RAM Memory	-24%	-47%	-46%	-45%	-30%	-27%	-43%	-61%	-53%	-16%	-26%	-52%	-37%	-63%	37%	10%	-48%	17%	-65%	-40%	17%	-32%	
IP Cameras	8%	-61%	-72%	-67%	36%	-53%	-57%	-69%	-35%	26%	-68%	67%	34%	-25%	87%	-27%	-28%	84%	-50%	-41%	30%	-32%	
Large Format Displays	-6%	-29%	-44%	-80%	-27%	-11%	-47%	-32%	-45%	25%	-57%	-81%	-12%	-68%	14%	-31%	30%	-63%	-73%	-34%	-6%	-31%	
USB Memory	-5%	-27%	-69%	-54%	-5%	133%	-61%	-27%	-67%	-16%	-67%	-77%	-19%	-75%	49%	-31%	-51%	21%	-69%	-33%	-14%	-30%	
Toner	-13%	-46%	-39%	-44%	-12%	17%	-29%	-40%	-33%	-15%	-12%	-14%	1%	-4%	-46%	-34%	-19%	-26%	-70%	-55%	-29%	-33%	
Labelling Tapes	-26%	-55%	-50%	-50%	19%	62%	-35%	-11%	-55%	76%	192%	-57%	-10%	-54%	-3%	-25%	-44%	-40%	-63%	-30%	-27%	-30%	
Graphics and Design Software	-25%	-61%	-15%	-21%	0%	54%	-47%	-35%	-7%	-13%	-61%	-25%	-22%	-32%	-14%	-7%	-3%	83%	-39%	-30%	-9%	-30%	
Host Bus Adapters	-33%	-44%	-15%	5%	-38%	-6%	-39%	-70%	-34%	110%	32%	-49%	-37%	-6%	130%	-23%	-84%	-4%	-84%	-34%	38%	-27%	
Network Expansion Modules	-24%	-33%	-44%	-17%	26%	36%	-9%	-40%	83%	142%	-26%	-77%	-69%	-52%	-3%	32%	79%	262%	-96%	-30%	2%	-27%	
NAS Devices	-16%	-46%	-53%	-34%	-6%	30%	-14%	-6%	-64%	-43%	-52%	-37%	8%	-59%	18%	-57%	-29%	94%	-31%	-28%	-20%	-27%	

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 15 (April 12 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	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Notebooks	16%	53%	37%	-5%	26%	-3%	15%	5%	11%	8%	32%	-3%	58%	13%	43%	58%	29%	32%	5%	25%	44%	29%
Smartphones	-58%	-25%	-56%	-64%	-36%	-22%	-67%	-57%	9%	-42%	9%	-71%	17%	-60%	-18%	-60%	-28%	243%	-88%	-47%	-40%	-46%
Warranties and Services	3%	-2%	4%	8%	-8%	22%	-25%	-12%	-31%	27%	15%	-7%	6%	6%	1%	41%	-6%	-33%	-36%	0%	2%	0%
Desktops	-10%	12%	-62%	-57%	-3%	-19%	-21%	-38%	-49%	-2%	-25%	19%	5%	-47%	7%	-32%	-18%	-5%	-36%	-22%	-6%	-19%
Ink Cartridges and Tanks	13%	-1%	7%	69%	17%	3%	-1%	57%	8%	-5%	83%	39%	34%	-4%	-22%	28%	-8%	-58%	-21%	-22%	-9%	19%
Tablet PCs	-7%	-22%	26%	-3%	-4%	-33%	-10%	-26%	-21%	-5%	11%	-19%	6%	-18%	-33%	-20%	6%	137%	-48%	-9%	-16%	-10%
Toner	-13%	-46%	-39%	-44%	-12%	17%	-29%	-40%	-33%	-15%	-12%	-14%	1%	-46%	-34%	-19%	-26%	-70%	-55%	-29%	-33%	-30%
Monitors	19%	62%	-35%	-42%	45%	19%	-5%	-10%	-6%	16%	-10%	1%	62%	-8%	4%	3%	24%	22%	-51%	17%	6%	14%
Security Software	37%	-24%	-4%	67%	31%	96%	77%	3%	26%	67%	7%	-28%	43%	-8%	-35%	143%	230%	51%	395%	13%	43%	14%
Data Management Software	16%	-48%	-18%	-13%	-19%	-13%	-35%	-36%	137%	22%	-3%	-16%	44%	-14%	-51%	40%	8%	-9%	322%	-17%	-17%	-17%
Office Applications Software	-13%	1%	-16%	-16%	-13%	-1%	-41%	-37%	-1%	42%	19%	14%	19%	-7%	6%	11%	-23%	-6%	-32%	-7%	-1%	-6%
Solid State Drives (SSDs)	-10%	-33%	-39%	-16%	-4%	38%	-37%	-64%	21%	-4%	47%	-26%	98%	-24%	117%	-9%	-36%	26%	-65%	-15%	38%	-5%
Network Switches	-10%	-24%	-47%	-32%	-25%	-9%	-21%	-18%	1%	99%	-9%	-36%	-14%	-45%	39%	87%	-11%	27%	53%	-21%	44%	-14%
Processors	0%	-29%	-50%	-4%	-9%	4%	-25%	-19%	-29%	54%	-3%	-74%	-17%	-19%	6%	-28%	-34%	-55%	-86%	-16%	-9%	-14%
Hard Disk Drives (HDDs)	-33%	-47%	-52%	-49%	-30%	-31%	-50%	-41%	20%	-19%	27%	-25%	-39%	-56%	13%	-24%	-38%	-32%	-52%	-40%	-2%	-31%
Operating Systems Software	-18%	-4%	-13%	-25%	-19%	123%	-25%	-14%	-58%	36%	33%	-2%	-14%	-45%	40%	-16%	-26%	26%	-67%	-14%	7%	-12%
Servers (PC/Mac)	-38%	-37%	-45%	0%	-25%	93%	-44%	-56%	-39%	-13%	66%	-28%	1%	13%	13%	36%	-43%	-16%	-36%	-26%	8%	-20%
Headsets/Headphones and Microphones	28%	15%	-1%	-21%	77%	35%	-10%	32%	84%	99%	152%	62%	45%	17%	14%	67%	58%	17%	127%	26%	38%	27%
RAM Memory	-24%	-47%	-46%	-45%	-30%	-27%	-43%	-61%	-53%	-16%	-26%	-52%	-37%	-63%	37%	10%	-48%	17%	-65%	-40%	17%	-32%
Graphics and Design Software	-25%	-61%	-15%	-21%	0%	54%	-47%	-35%	-7%	-13%	-61%	-25%	-22%	-32%	-14%	-7%	-3%	83%	-39%	-30%	-9%	-30%
Disk Arrays	42%	-33%	48%	-65%	-22%	132%	-26%	-62%	29%	101%	-62%	-71%	21%	-41%	39%	-20%	-80%	-17%	5%	-20%	4%	-17%
Virtualisation Software	75%	39%	21%	76%	123%	35%	183%	114%	23%	49%	-26%	44%	25%	40%	-33%	83%	25%	9%	-78%	55%	-14%	48%
All-in-One Lasers	-8%	-31%	4%	-44%	-44%	-14%	6%	-46%	-46%	-18%	-21%	-36%	-13%	-41%	-14%	-17%	-7%	-44%	63%	-20%	-14%	-18%
All-in-One Inkjets	-2%	31%	21%	19%	4%	14%	14%	-27%	-17%	-5%	-11%	105%	106%	36%	-17%	81%	-23%	5%	-40%	18%	14%	18%
Network Management and Security Appliances	-19%	-8%	-3%	-29%	-32%	44%	52%	-48%	172%	10%	68%	-29%	17%	-24%	26%	302%	176%	-35%	-44%	-8%	45%	-6%
Wireless Access Points	-4%	2%	-44%	-40%	-4%	-16%	12%	1%	59%	91%	20%	17%	57%	-3%	-30%	125%	10%	-9%	-20%	-4%	9%	-3%
Network Management Software	29%	-12%	52%	7%	2%	85%	45%	8%	-19%	20%	5%	40%	0%	50%	-30%	90%	36%	-10%	105%	11%	-2%	10%
Large Format Displays	-6%	-29%	-44%	-80%	-27%	-11%	-47%	-32%	-45%	25%	-57%	-81%	-12%	-68%	14%	-31%	30%	-63%	-73%	-34%	-6%	-31%
Network Routers	-22%	-39%	-20%	6%	7%	-6%	-9%	-31%	169%	31%	-3%	146%	-13%	-28%	-4%	24%	49%	51%	-53%	-21%	2%	-16%
Graphics Cards	-8%	-2%	-44%	-49%	-6%	1%	-41%	1%	7%	-2%	-83%	-62%	26%	-59%	14%	-7%	13%	98%	-67%	-18%	7%	-12%
Televisions	-17%	-7%	-79%	-73%	8%	-98%	-22%	-49%	414%	37%	-92%	-74%	-34%	103%	96%	-45%	-46%	73%	-78%	-41%	-22%	-36%
Docking Stations	22%	-1%	15%	-25%	35%	17%	16%	15%	0%	-19%	-6%	-8%	-17%	-32%	-12%	14%	1%	-22%	-21%	3%	-3%	2%
Notebook Workstations	46%	71%	34%	-11%	35%	-4%	45%	19%	168%	9%	-21%	9%	43%	-55%	-9%	-49%	-38%	-6%	-22%	34%	-34%	27%
Database Management Software	-13%	-3%	102%	-30%	-10%	-21%	-46%	-53%	-28%	-5%	-5%	-16%	-12%	-11%	131%	-17%	-71%	-51%	-93%	-3%	-32%	-6%
Desktop Workstations (PC/Mac)	-8%	-23%	-51%	-63%	-27%	-48%	-51%	-55%	-38%	-26%	-67%	-53%	-28%	-45%	-18%	-16%	-54%	-77%	-35%	-35%	-28%	-34%
Laser Printers	-17%	-12%	5%	-56%	-37%	-18%	5%	-35%	-37%	-17%	-10%	-39%	-30%	-25%	-32%	-12%	-8%	7%	-35%	-21%	-26%	-22%
Transceivers	-6%	-1%	-41%	-32%	-32%	-23%	-16%	-12%	-40%	-1%	-37%	-50%	15%	-2%	2%	120%	53%	187%	-63%	-12%	15%	-9%
Uninterruptable Power Supplies (UPS)	-15%	6%	-61%	-54%	-20%	-28%	-39%	-11%	-41%	-18%	6%	-31%	0%	-51%	16%	-7%	-16%	9%	-2%	-23%	11%	-10%
Keyboards and Keypads	0%	9%	-35%	-48%	92%	20%	5%	-16%	15%	49%	-20%	3%	23%	-26%	-38%	-10%	17%	9%	-24%	4%	-23%	0%
Cables and Connectivity Adapters	-16%	-9%	-61%	-49%	17%	-22%	-32%	-48%	-16%	14%	-36%	-29%	-9%	-39%	111%	-12%	-31%	57%	-34%	-25%	31%	-19%
Smart Watches	-37%	-30%	-55%	-56%	35%	-26%	-69%	-58%	-23%	-41%	-50%	-59%	18%	-60%	39%	-86%	-39%	-74%	-86%	-36%	-55%	-38%
Mice	-8%	26%	-9%	-47%	16%	4%	-21%	-22%	-4%	24%	-7%	13%	-2%	-2%	-26%	-21%	5%	23%	-47%	-4%	-18%	-7%
Long Life Consumables	-29%	-55%	-59%	-61%	-42%	-16%	-32%	-41%	-45%	-23%	-43%	-40%	-35%	-59%	-29%	-38%	-20%	-36%	-23%	-46%	-29%	-43%
Web Cameras	71%	32%	343%	74%	252%	250%	164%	176%	5%	49%	58%	288%	336%	188%	58%	297%	246%	83%	22%	100%	118%	102%
Mobile Computing Cases	-19%	1%	-29%	-44%	-34%	-14%	23%	-16%	-2%	-23%	-50%	-39%	-4%	-25%	-14%	-31%	-2%	-7%	-31%	-17%	-18%	-17%
Projectors	-51%	-58%	-64%	-76%	-35%	-6%	-55%	-60%	-86%	-15%	-69%	-70%	3%	-79%	139%	-65%	-32%	-62%	-54%	-57%	-36%	-54%
Network Expansion Modules	-24%	-33%	-44%	-17%	26%	36%	-9%	-40%	83%	142%	-26%	-77%	-69%	-52%	-3%	32%	79%	262%	-96%	-30%	2%	-27%
Scanners	-34%	-3%	-47%	-48%	31%	-38%	1%	-36%	-43%	111%	34%	-23%	5%	-51%	-83%	-33%	-8%	255%	-29%	-29%	-78%	-49%
Integrated Systems	3%	8%	-23%	-58%	132%	-43%	101%	-68%	-83%	-73%	-73%	86%	320%	541%	767%	354%	449%	-31%	-100%	-5%	390%	1%
NAS Devices	-16%	-46%	-53%	-34%	-6%	30%	-14%	-6%	-64%	-43%	-52%	-37%	8%	-59%	18%	-57%	-29%	94%	-31%	-28%	-20%	-27%

CONTEXT Covid-19 Weekly Report

Channel

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[Back to Contents](#)

Channel Performance in Western and Eastern Europe

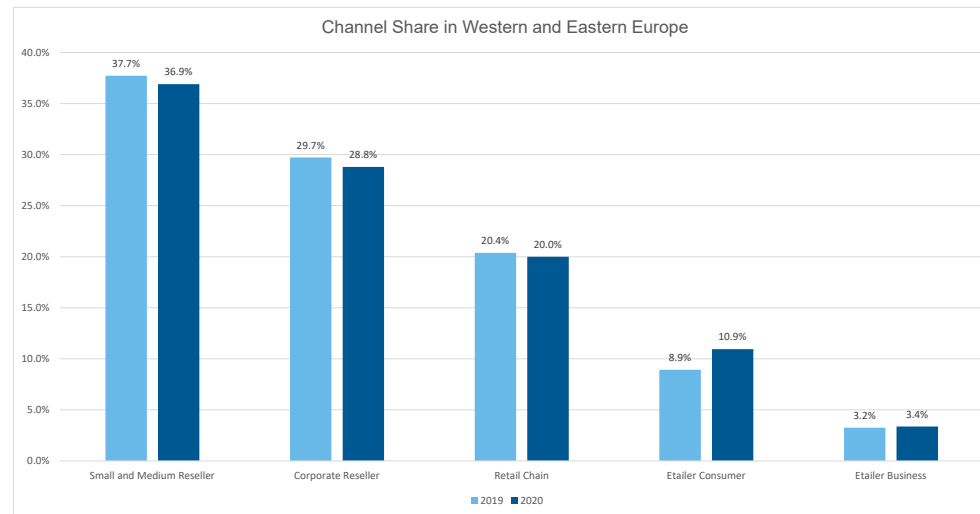
% Change in sales through IT Distribution in Euros

4 Weeks to Week 15 (April 12 2020) vs Same Period 2019

Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel	WESTERN EUROPE														EASTERN EUROPE					CHANNEL GROWTH		
		Germany	UK & Ireland	Italy	France	Spain	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-2%	-4%	-8%	-21%	-12%	-15%	-13%	-28%	-33%	-16%	-4%	-12%	-31%	4%	-29%	8%	-21%	-36%	-29%	-9%	-24%	-10%
	Small and Medium Reseller	-6%	-8%	-23%	-26%	-25%	-1%	7%	-15%	-17%	-4%	16%	13%	-14%	9%	7%	-5%	-22%	7%	-29%	-11%	-2%	-9%
	Etailer Business	-1%	9%	-10%	-25%	-32%	-38%	6%	-31%	38%	17%	14%	30%	-48%	-34%	-18%	19%	-43%	-35%	-41%	-2%	-24%	-4%
Retail Channels	Etailer Consumer	10%	13%	-10%	-4%	3%	52%	18%	10%	74%	54%	25%	72%	-14%	51%	-2%	-2%	-11%	51%	-37%	16%	0%	14%
	Retail Chain	-15%	-17%	-38%	-15%	-39%	3%	-17%	-35%	-21%	15%	9%	-19%	-31%	42%	60%	-5%	33%	82%	-34%	-19%	30%	-9%



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 15 (April 12 2020) vs Same Period 2019

Sorted by largest industries and country size in Business Channel

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	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	-3%	42%	70%	-2%	3%	-8%	34%	20%	8%	-5%	18%	2%	31%	13%	16%	35%	-15%	14%	-3%	20%	16%	19%
Software and Licences	7%	-23%	-4%	-4%	1%	4%	-22%	-21%	2%	26%	-3%	7%	6%	-14%	-56%	10%	-6%	-19%	10%	-7%	-22%	-8%
Printing Consumables	-4%	-37%	-34%	-22%	-8%	5%	-16%	1%	-16%	-9%	14%	-21%	-1%	-30%	-31%	-13%	-32%	-69%	-39%	-18%	-29%	-20%
Telecommunications	-49%	11%	-52%	-56%	12%	-11%	-75%	-64%	32%	-3%	22%	-59%	79%	-62%	-50%	-52%	-55%	315%	-59%	-30%	-44%	-32%
Warranties and Services	2%	-3%	2%	7%	-2%	23%	-22%	-15%	-34%	27%	23%	-23%	-1%	4%	-42%	39%	-7%	-38%	-36%	-1%	-24%	-3%
Displays	1%	-12%	-52%	-66%	-9%	-7%	-44%	-36%	-33%	-7%	-32%	-34%	15%	-45%	-15%	-27%	-30%	-26%	-56%	-23%	-23%	-23%
Disk Storage	-12%	-36%	-21%	-48%	-19%	29%	-38%	-57%	0%	4%	-12%	-52%	0%	-43%	43%	-15%	-45%	-37%	-50%	-27%	10%	-21%
Desktop Computing	-16%	6%	-58%	-61%	-19%	-24%	-22%	-38%	-60%	-39%	-49%	27%	-11%	-45%	-7%	-41%	-39%	-33%	-47%	-28%	-22%	-27%
Computing Components	-28%	-38%	-48%	-22%	-33%	-28%	-44%	-46%	-49%	-24%	-41%	-68%	-34%	-54%	15%	-29%	-48%	-31%	-71%	-36%	-4%	-31%
Printing	-28%	-25%	-42%	-70%	-43%	-19%	-39%	-52%	-66%	-28%	-47%	-63%	-39%	-54%	-44%	-34%	-20%	-51%	-6%	-42%	-39%	-42%
Computing Accessories	20%	-1%	13%	-31%	19%	30%	4%	-2%	-10%	-4%	-17%	-4%	1%	-20%	-23%	6%	-10%	-2%	-33%	3%	-12%	2%
Networking Systems	-15%	-28%	-38%	-32%	-31%	-21%	-25%	-25%	8%	82%	-13%	-13%	-23%	-37%	0%	41%	-13%	26%	10%	-24%	7%	-20%
Audio-Video Systems	31%	20%	19%	-38%	18%	16%	-21%	22%	36%	123%	118%	92%	29%	49%	14%	-7%	12%	9%	-36%	23%	5%	22%
Server Computing	-33%	-35%	-38%	-24%	-7%	-33%	-42%	-56%	-53%	-48%	5%	-43%	16%	30%	-14%	24%	-46%	-32%	-71%	-28%	-16%	-26%
Data Center Networking and Security	-1%	8%	-32%	49%	-33%	-14%	-29%	-52%	87%	3%	47%	-41%	-16%	-18%	-12%	36%	94%	-43%	-71%	-2%	-5%	-2%
Wireless Networking	-15%	5%	-46%	-46%	-19%	-14%	14%	8%	59%	76%	33%	-22%	-8%	-6%	-34%	255%	-15%	-22%	-16%	-11%	32%	-7%
Other Networking Equipment	16%	-24%	-41%	-26%	-5%	-3%	-17%	-1%	-30%	-15%	-40%	-13%	14%	-27%	-18%	30%	25%	80%	-60%	-13%	-8%	-12%
Power Equipment	-18%	-15%	-45%	-43%	-17%	-34%	-37%	-20%	-27%	-19%	-34%	-28%	-16%	-37%	-1%	-23%	-20%	-46%	-18%	-25%	-7%	-20%
Wearable Devices	36%	-7%	-66%	54%	4%	-49%	160%	-79%	-19%	-35%	-81%	-58%	-94%	-83%	-5%	-84%	-53%	-92%	-67%	-33%	-62%	-38%
Connectivity	-8%	-9%	-53%	-46%	-2%	-18%	-33%	-47%	-23%	15%	-32%	-20%	4%	-26%	98%	-7%	-35%	24%	-26%	-21%	34%	-16%
Games Consoles	64%		38%	-76%	353%	132%	21%	-48%	1019%	22%	-58%	-47%	322%	68%	-82%	-36%	219%	189%	145%	51%	28%	42%
Removable Storage	-43%	-17%	-71%	-67%	13%	77%	-49%	-35%	-51%	-17%	-64%	-51%	-31%	-72%	-21%	-34%	-51%	1%	-71%	-41%	-35%	-40%
Unified Communications	-7%	-40%	-57%	-47%	-36%	-39%	-33%	-24%	5%	228%	74%	-20%	-63%	-54%	-12%	-3%	136%	15%	-38%	-33%	-2%	-28%
Electronics	-27%	-32%	-33%	-5%	200%	-45%	-59%	-40%	97%	437%	-73%	-61%	-17%	-55%	61%	-14%	-11%	3%	-64%	-17%	29%	-6%
Smart Home and Office	-82%	22%	-72%	-88%	-51%	-49%	-72%	-100%	-9%	-11%	60%	182%	-27%	648%	136%	-52%	455%	-20%	-9%	-18%	245%	-4%
Terminals, Thin Clients and Points of Sales	-29%	2%	-57%	-52%	-64%	-54%	-28%	-78%	-59%	-85%	-29%	71%	-14%	-48%	-56%	162%	31%	-93%	-94%	-35%	-14%	-33%
Scanner Imaging	-46%	-3%	-46%	-51%	24%	-42%	-12%	-53%	-50%	80%	52%	-36%	-32%	-61%	-89%	-58%	-49%	331%	-34%	-38%	-86%	-60%
Tape Storage	-12%	11%	-16%	-56%	-42%	-37%	-24%	-65%	5%	127%	-41%	-39%	-18%	-57%	18%	173%	-82%	-70%	528%	-18%	0%	-16%
Security	13%	-55%	-60%	-51%	38%	-45%	-61%	-56%	-5%	-54%	-80%	133%	31%	-16%	-6%	-26%	-34%	27%	-59%	-25%	-13%	-22%
Photo and Video Cameras	-49%	-28%	-79%	-62%	-68%	39%	-98%	123%	-52%	-71%	22%	-86%	-70%	-68%	-62%	-90%	-59%	-58%	-69%	-66%	-75%	-70%

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 15 (April 12 2020) vs Same Period 2019

Sorted by largest industries and country size in Consumer Channel

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Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR GROWTH		
	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Mobile Computing	25%	19%	-4%	-12%	40%	-16%	-14%	-37%	36%	33%	62%	-11%	60%	0%	52%	57%	67%	58%	5%	14%	55%	23%
Software and Licences	17%	76%	-4%	233%	63%	121%	223%	86%	160%	200%	278%	-17%	371%	129%	180%	44%	47%	627%	-60%	91%	128%	103%
Printing Consumables	3%	-5%	27%	89%	6%	51%	-14%	36%	-36%	-9%	74%	65%	98%	-17%	-30%	60%	26%	-52%	-22%	27%	-12%	22%
Telecommunications	-57%	-46%	-59%	-69%	-45%	-29%	-63%	-40%	-23%	-48%	-5%	-72%	-7%	-60%	8%	-62%	-14%	108%	-94%	-54%	-33%	-51%
Warranties and Services	30%	267%	123%	127%	-70%	-34%	-87%	64%	62%	25%	-69%	5778%	357%	268%	1696%	76%	67%	1898%	-17%	41%	1059%	123%
Displays	19%	66%	-59%	-12%	76%	-54%	72%	-9%	229%	59%	-49%	-23%	120%	36%	54%	-16%	36%	106%	-64%	20%	24%	21%
Disk Storage	-12%	-49%	-59%	-31%	-8%	10%	-28%	-33%	148%	-4%	67%	15%	42%	-42%	55%	-24%	-38%	171%	-51%	-17%	19%	-7%
Desktop Computing	3%	13%	-73%	-10%	18%	-19%	-37%	-49%	59%	126%	15%	-50%	43%	-54%	28%	6%	23%	119%	38%	-7%	26%	0%
Computing Components	50%	-9%	-42%	-28%	47%	10%	10%	-26%	24%	64%	15%	-62%	83%	-36%	23%	3%	11%	46%	-79%	11%	14%	12%
Printing	21%	7%	34%	53%	-7%	17%	55%	2%	18%	19%	62%	109%	78%	24%	50%	75%	-18%	-9%	-15%	27%	38%	30%
Computing Accessories	-9%	7%	-24%	-40%	44%	14%	31%	-18%	33%	16%	3%	11%	16%	-21%	7%	14%	54%	25%	-47%	-1%	16%	2%
Networking Systems	-15%	-22%	-54%	11%	48%	183%	25%	64%	45%	161%	14%	111%	97%	-32%	75%	135%	79%	58%	-37%	-5%	75%	11%
Audio-Video Systems	-16%	-29%	-50%	-36%	-8%	5%	-32%	24%	214%	50%	104%	25%	40%	-35%	-11%	27%	10%	1%	104%	-14%	9%	-12%
Server Computing	41%	137%	-34%	662%	16%	3570%	141%	117%	209%	368%	2873%	3744%	138%	102%	747%	146%	1006%	3651%	527%	187%	647%	285%
Data Center Networking and Security	-38%	38%	45%	34%	26%	552%	4141%	89%	47%	12326%	42%	-62%	-90%	21%	241%	960%	222%	19599%	130%	46%	358%	63%
Wireless Networking	17%	6%	5%	27%	70%	-24%	30%	-9%	45%	133%	-33%	302%	206%	14%	28%	225%	141%	48%	-19%	26%	84%	31%
Other Networking Equipment	20%	271%	-35%	28%	14%	247%	-1%	-3%	49%	256%	-37%	257%	96%	-47%	88%	133%	137%	201%	-32%	51%	107%	54%
Power Equipment	13%	-23%	-72%	-54%	3%	23%	42%	-17%	-5%	40%	-7%	-42%	27%	-60%	36%	17%	-19%	19%	-61%	-17%	25%	-1%
Wearable Devices	-43%	-53%	-66%	-59%	14%	-31%	-83%	-20%	-20%	-40%	196%	-56%	0%	-53%	100%	-82%	-46%	-82%	-91%	-45%	-35%	-44%
Connectivity	-36%	-15%	-74%	-56%	48%	-30%	-35%	-54%	-19%	11%	17%	-39%	-27%	-65%	31%	-29%	-14%	97%	-37%	-30%	-3%	-28%
Games Consoles	75%		18%	-27%	-23%	507%	165%	2040%	83%	0%	-52%	175%	146%	94%	-40%	40%	68%	-49%	18%	57%	38%	50%
Removable Storage	-23%	-39%	-74%	-37%	3%	109%	-49%	-51%	-37%	48%	47%	-77%	-53%	-82%	37%	-49%	-52%	38%	-69%	-43%	-19%	-39%
Unified Communications	4%	1426%	93%	-43%	13%	5%	306%	-71%	-70%	-100%	105%	49%	58%	-78%	14%	792%	-68%	153%	-55%	18%	115%	26%
Electronics	109%	-56%	-76%	-56%	-44%	-15%	-97%	-90%	-120%	-20%	-60%	-89%	-68%	-90%	217%	-14%	-19%	-74%	-2%	-55%	14%	-46%
Smart Home and Office	-56%	-4%	-72%	-85%	6%	-3%	-85%	66%	73%	-46%	-39%	159%	60%	-24%	-53%	-66%	54%	640%	79%	-34%	-39%	-34%

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 15 (April 12 2020) vs Same Period 2019

Sorted by largest categories and country size in Business Channel

	WESTERN EUROPE															EASTERN EUROPE				
Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	
Notebooks	7%	62%	76%	2%	10%	-1%	42%	31%	6%	-6%	22%	5%	41%	27%	22%	48%	-17%	11%	3%	
Smartphones	-57%	12%	-51%	-54%	33%	-14%	-81%	-70%	35%	-6%	20%	-59%	85%	-63%	-52%	-55%	-56%	349%	-61%	
Warranties and Services	2%	-3%	2%	7%	-2%	23%	-22%	-15%	-34%	27%	23%	-23%	-1%	4%	-42%	39%	-7%	-38%	-36%	
Desktops	-15%	11%	-59%	-60%	-18%	-18%	-14%	-33%	-61%	-34%	-42%	40%	-10%	-44%	-4%	-42%	-37%	-27%	-48%	
Ink Cartridges and Tanks	16%	-1%	-17%	22%	20%	-4%	9%	65%	110%	-6%	77%	-18%	11%	-7%	-20%	18%	-43%	-65%	-20%	
Tablet PCs	-30%	-18%	54%	-14%	-19%	-35%	3%	-23%	-32%	7%	19%	-31%	-11%	-24%	-41%	-14%	6%	69%	-68%	
Toner	-13%	-48%	-43%	-45%	-14%	13%	-28%	-40%	-35%	-14%	-14%	-15%	-17%	-47%	-33%	-26%	-29%	-72%	-57%	
Monitors	14%	39%	-52%	-55%	7%	5%	-35%	-25%	-21%	-3%	14%	-12%	34%	-34%	-23%	-10%	-24%	-25%	-55%	
Security Software	37%	-22%	-5%	58%	28%	97%	68%	2%	20%	61%	6%	-28%	42%	-7%	-15%	155%	216%	32%	436%	
Data Management Software	15%	-48%	-18%	-20%	-21%	-14%	-38%	-38%	128%	20%	-6%	-22%	43%	-14%	-234%	34%	8%	-50%	319%	
Office Applications Software	-10%	-4%	-12%	-16%	-16%	-3%	-42%	-43%	-10%	41%	16%	14%	8%	-8%	7%	5%	-26%	-8%	-32%	
Solid State Drives (SSDs)	0%	-34%	-31%	-15%	1%	43%	-41%	-66%	-5%	-1%	39%	-51%	64%	-24%	152%	3%	-42%	-40%	-66%	
Network Switches	-11%	-23%	-47%	-37%	-32%	-18%	-27%	-20%	-4%	91%	-13%	-40%	-17%	-44%	24%	55%	-17%	11%	41%	
Processors	-25%	-31%	-52%	22%	-27%	-23%	-40%	-8%	-51%	-6%	-52%	-76%	-34%	-58%	5%	-32%	-57%	-63%	-79%	
Hard Disk Drives (HDDs)	-44%	-43%	-49%	-55%	-41%	-40%	-51%	-40%	8%	-32%	-26%	-18%	-45%	-64%	-15%	-20%	-26%	-49%	-54%	
Operating Systems Software	-22%	-6%	-13%	-29%	-26%	129%	-31%	-19%	-60%	27%	26%	-1%	-31%	-54%	14%	-31%	-39%	29%	-60%	
Servers (PC/Mac)	-40%	51%	-45%	-5%	-30%	-22%	-47%	-59%	-47%	-40%	56%	-44%	-1%	12%	-12%	31%	-47%	-36%	-40%	
Headsets/Headphones and Microphones	46%	37%	27%	-23%	59%	59%	22%	45%	53%	142%	133%	111%	35%	83%	19%	29%	49%	26%	18%	
RAM Memory	-34%	-49%	-48%	-46%	-36%	-38%	-48%	-64%	-54%	-36%	-23%	-56%	-43%	-65%	27%	-25%	-53%	-5%	-71%	
Graphics and Design Software	-26%	-61%	-15%	-22%	-2%	54%	-47%	-35%	-23%	-25%	-61%	-17%	-23%	-32%	-11%	-6%	5%	23%	-38%	
Disk Arrays	41%	-34%	48%	-66%	-17%	132%	-26%	-63%	19%	90%	-64%	-75%	21%	-42%	13%	-22%	-80%	-20%	-11%	
Virtualisation Software	74%	39%	21%	75%	109%	27%	181%	100%	7%	34%	-28%	36%	22%	37%	-8%	73%	20%	-24%	-79%	
All-in-One Lasers	-24%	-40%	-21%	-67%	-56%	-16%	-18%	-50%	-63%	-18%	-45%	-46%	-32%	-58%	-46%	-34%	-6%	-40%	76%	
All-in-One Inkjets	-15%	65%	10%	-4%	-21%	34%	-18%	-60%	-43%	-46%	-34%	64%	50%	11%	-68%	10%	-20%	-44%	-48%	
Network Management and Security Appliances	-17%	-8%	-4%	-31%	-41%	45%	-2%	-50%	180%	11%	68%	-29%	16%	-25%	19%	195%	167%	-39%	-54%	
Wireless Access Points	-17%	2%	-51%	-47%	-20%	-12%	6%	2%	71%	75%	26%	-22%	11%	-7%	-39%	97%	-22%	-21%	-20%	
Network Management Software	28%	-13%	52%	5%	-6%	87%	44%	7%	-23%	11%	1%	37%	-3%	43%	-32%	67%	35%	-28%	104%	
Large Format Displays	-11%	-33%	-57%	-80%	-33%	-16%	-58%	-51%	-59%	-3%	-59%	-81%	-15%	-67%	-8%	-31%	23%	-76%	-72%	
Network Routers	-36%	-45%	5%	46%	-28%	-35%	-3%	-55%	210%	5%	-13%	150%	-36%	-29%	-31%	4%	4%	76%	-52%	
Graphics Cards	-30%	11%	-42%	-51%	-39%	9%	-54%	-5%	-17%	-41%	-55%	-62%	-13%	-31%	-3%	-39%	-23%	38%	-63%	
Televisions	-48%	-59%	-40%	-79%	-5%	-76%	-44%	-23%	-7%	9%	-95%	-54%	-80%	-34%	168%	-45%	-55%	18%	-19%	
Docking Stations	19%	-3%	17%	-27%	15%	19%	4%	18%	1%	-12%	-15%	-10%	-20%	-35%	-12%	-9%	-9%	-22%	-12%	
Notebook Workstations	35%	76%	34%	-16%	0%	-6%	43%	14%	129%	-7%	-32%	19%	41%	-61%	-13%	-58%	-44%	29%	-32%	
Database Management Software	-13%	-3%	102%	-31%	-10%	-23%	-47%	-53%	-29%	-8%	-4%	-19%	-14%	-11%	133%	-15%	-72%	-51%	-93%	
Desktop Workstations (PC/Mac)	-22%	-22%	-51%	-68%	-28%	-54%	-59%	-64%	-52%	-59%	-72%	-47%	-27%	-51%	-29%	-21%	-53%	-80%	-41%	
Laser Printers	-34%	-14%	-13%	-67%	-50%	-37%	-14%	-44%	-45%	-49%	-34%	-58%	-56%	-49%	-60%	-48%	-24%	-20%	-43%	
Transceivers	-7%	-28%	-43%	-38%	-32%	-25%	-20%	-11%	-39%	-5%	-37%	-50%	15%	-2%	-4%	90%	55%	155%	-63%	
Uninterruptable Power Supplies (UPS)	-21%	10%	-59%	-57%	-23%	-47%	-53%	-12%	-63%	-34%	-3%	-24%	-5%	-47%	6%	-23%	-19%	-36%	-4%	
Keyboards and Keypads	6%	10%	-19%	-43%	60%	28%	11%	-16%	-3%	33%	-25%	-7%	7%	-17%	-45%	-11%	0%	0%	-23%	
Cables and Connectivity Adapters	-11%	-8%	-56%	-46%	-5%	-20%	-30%	-46%	-16%	16%	-37%	-20%	7%	-27%	121%	-6%	-34%	36%	-32%	
Long Life Consumables	-30%	-57%	-60%	-62%	-42%	-19%	-34%	-43%	-46%	-24%	-43%	-40%	-41%	-62%	-29%	-43%	-18%	-48%	-25%	
Projectors	-52%	-60%	-67%	-75%	-39%	-34%	-70%	-62%	-92%	-38%	-79%	-67%	-2%	-78%	182%	-63%	-44%	-69%	-65%	
Network Expansion Modules	-26%	-35%	-47%	-16%	23%	-17%	-28%	-48%	71%	-22%	-23%	-77%	-65%	-52%	-4%	-15%	83%	253%	-96%	
Integrated Systems	3%	8%	-23%	-58%	128%	-43%	101%	-68%	-82%	-73%	-99%	83%	311%	541%	489%	354%	69%	-31%	-100%	
VOIP Systems	-5%	-41%	-61%	-49%	-36%	-35%	-32%	-21%	4%	208%	78%	-15%	-63%	-52%	-9%	-4%	126%	16%	-37%	
Developer Tools Software	-60%	40%	-1169%	36%	-25%	-3%	-13%	65%	4%	-70%	69%	194%	94%	73%	-72%	11%	-44%	33%	-5%	
Servers (Unix)	-22%	-51%	177%	-54%	31%	-100%	33%	-38%	-20%		-100%	-70%	-68%	-55%	-100%	-93%	-84%		-100%	
Network Expansion Modules	-15%	128%	-50%	-57%	-31%	-75%	-50%	41%	5%	-30%	-31%	-44%	-77%	-57%	36%	16%	39%	70%	-100%	
Scanners	-10%	-15%	-30%	-61%	-46%	1%	-39%	-12%	-25%	-84%	-77%	-29%	-25%	-14%	-86%	-58%	-37%	470%	-2%	
VOIP Systems	-8%	-23%	-40%	-15%	-50%	-30%	-37%	26%	32%	-14%	707%	33%	-40%	-19%	3%	68%	-20%	54%	-28%	

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

INDUSTRY SECTOR GROWTH		
WE	EE	Total
30%	22%	29%
-32%	-46%	-34%
-1%	-24%	-3%
-26%	-20%	-25%
9%	-15%	6%
-16%	-18%	-16%
-31%	-34%	-32%
-2%	-21%	-6%
13%	69%	14%
-19%	-118%	-26%
-8%	-4%	-8%
-16%	59%	-5%
-23%	26%	-18%
-30%	-11%	-26%
-45%	-20%	-41%
-19%	-11%	-18%
-30%	-11%	-27%
44%	28%	43%
-45%	3%	-39%
-31%	-7%	-30%
-20%	-11%	-19%
53%	5%	49%
-38%	-40%	-38%
5%	-24%	1%
-9%	31%	-7%
-12%	-7%	-12%
9%	-10%	8%
-39%	-19%	-38%
-29%	-23%	-28%
-24%	-20%	-23%
-48%	-26%	-43%
-1%	-11%	-2%
25%	-43%	19%
-3%	-32%	-7%
-40%	-34%	-39%
-36%	-56%	-41%
-21%	10%	-17%
-26%	0%	-17%
5%	-30%	0%
-23%	40%	-16%
-48%	-30%	-44%
-61%	-39%	-58%
-35%	-2%	-32%
-6%	241%	-2%
-33%	-1%	-28%
3%	-17%	2%
-32%	-91%	-37%
-35%	-2%	-32%
-38%	-86%	-59%
-33%	-1%	-28%

CONTEXT Covid-19 Weekly Report

Largest Category Consumer

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[Back to Contents](#)

Largest Categories in Consumer Channel

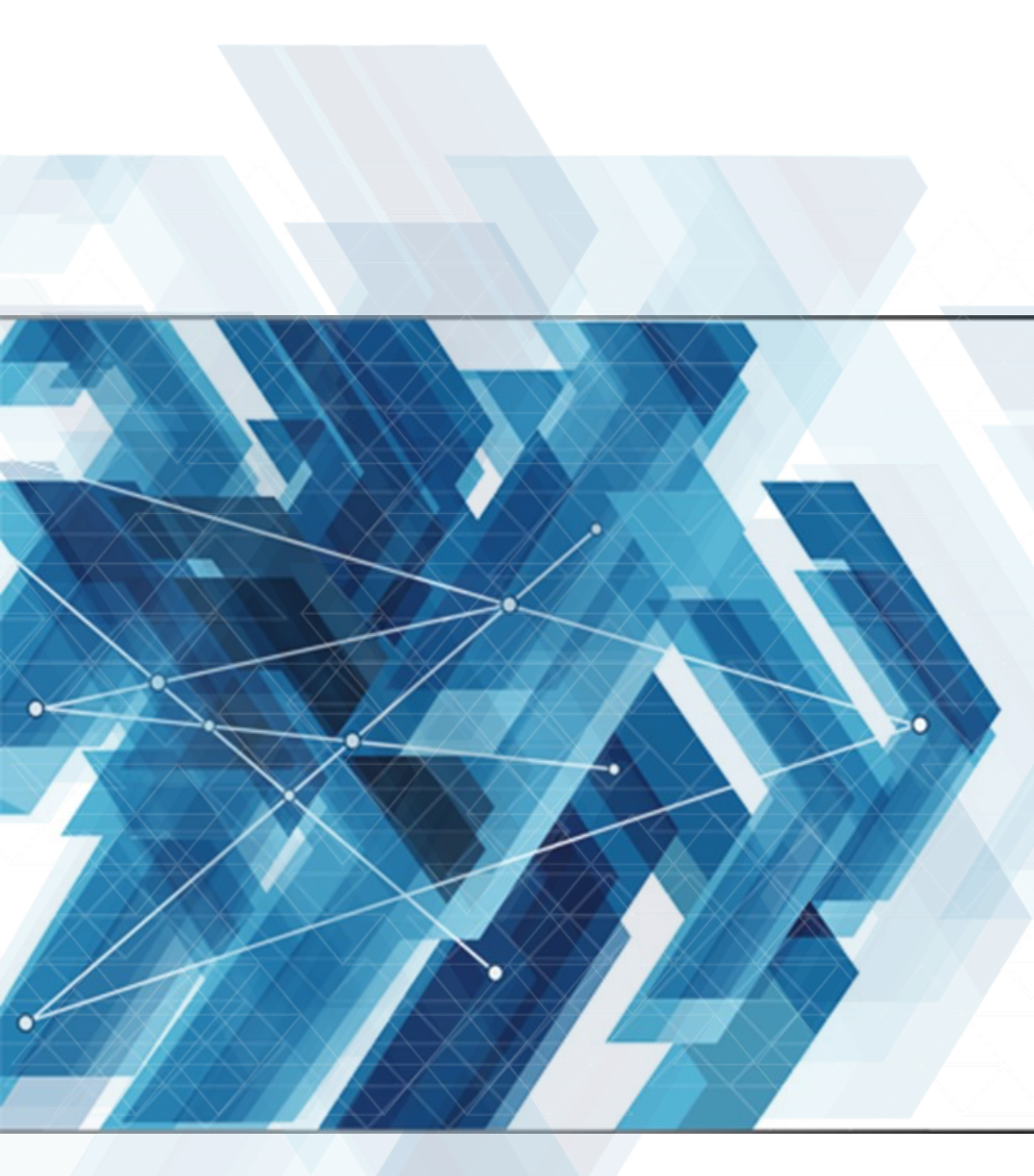
% Change in sales through IT Distribution in Euros

4 Weeks to Week 15 (April 12 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					INDUSTRY SECTOR GROWTH		
Category	Germany	UK & Ireland	Italy	France	Switzerland	Sweden	Austria	Belgium	Denmark	Finland	Norway	Portugal	Other WE	Spain	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total	
Notebooks	26%	33%	-2%	-26%	44%	-14%	-12%	-40%	27%	46%	79%	-10%	89%	3%	59%	67%	76%	53%	9%	18%	62%	29%	
Smartphones	-58%	-45%	-58%	-67%	-48%	-29%	-62%	-40%	-19%	-50%	-5%	-72%	-3%	-59%	-8%	-62%	-14%	122%	-95%	-53%	-38%	-51%	
Warranties and Services	30%	267%	123%	127%	-70%	-34%	-87%	64%	62%	25%	-69%	5778%	357%	268%	1696%	76%	67%	1898%	-17%	41%	1059%	123%	
Desktops	-2%	17%	-73%	-17%	24%	-23%	-41%	-55%	50%	117%	22%	-47%	47%	-57%	27%	5%	38%	120%	36%	-9%	26%	-1%	
Ink Cartridges and Tanks	9%	-1%	36%	97%	14%	44%	-11%	49%	-41%	-4%	88%	75%	131%	0%	-24%	56%	76%	-51%	-21%	37%	-2%	34%	
Tablet PCs	21%	-33%	-9%	14%	14%	-25%	-29%	-31%	12%	-17%	-54%	-11%	16%	-12%	-26%	-26%	5%	196%	-27%	1%	-14%	-1%	
Toner	-16%	-29%	-8%	-23%	-2%	64%	-33%	-42%	-18%	-19%	11%	-11%	66%	-42%	-38%	70%	-13%	-58%	-32%	-15%	-26%	-17%	
Monitors	24%	100%	0%	21%	122%	101%	88%	49%	59%	48%	-53%	54%	150%	31%	48%	20%	88%	112%	-38%	51%	47%	51%	
Security Software	37%	-59%	39%	369%	82%	90%	493%	18%	582%	271%	102%	-40%	113%	-34%	-80%	81%	679%	3287%	-16%	12%	-45%	2%	
Office Applications Software	-44%	160%	-73%	7%	20%	251%	-23%	28%	521%	79%	102%	-24%	355%	61%	-2%	31%	10%	49%	-41%	31%	22%	29%	
Solid State Drives (SSDs)	-28%	-16%	-59%	-27%	-19%	28%	-8%	-15%	144%	-10%	127%	62%	384%	-22%	30%	-18%	-26%	216%	-64%	-13%	6%	-7%	
Network Switches	-8%	-42%	-59%	88%	34%	351%	101%	30%	31%	175%	111%	98%	76%	-50%	128%	295%	39%	106%	137%	4%	151%	31%	
Processors	119%	-15%	-26%	-36%	178%	19%	37%	-46%	35%	93%	75%	-71%	77%	36%	8%	-25%	-6%	-32%	-94%	33%	-6%	17%	
Hard Disk Drives (HDDs)	19%	-56%	-63%	-33%	-15%	-11%	-47%	-48%	112%	3%	64%	-36%	-24%	-48%	50%	-30%	-54%	32%	-45%	-24%	23%	-10%	
Operating Systems Software	74%	91%	-4%	78%	53%	57%	272%	293%	143%	167%	151%	-13%	846%	572%	182%	37%	90%	6%	-90%	130%	87%	114%	
Headsets/Headphones and Microphones	4%	-20%	-34%	-18%	94%	9%	-29%	4%	295%	67%	249%	39%	51%	-33%	12%	98%	65%	13%	155%	6%	44%	10%	
RAM Memory	42%	-4%	-3%	0%	27%	11%	60%	46%	-42%	46%	-69%	-21%	27%	-56%	82%	91%	-33%	84%	-35%	14%	67%	29%	
All-in-One Lasers	29%	45%	50%	73%	-28%	9%	108%	0%	53%	-19%	167%	60%	14%	1%	50%	21%	-7%	-46%	10%	29%	35%	31%	
All-In-One Inkjets	9%	9%	30%	50%	11%	-3%	26%	1%	1%	33%	34%	120%	130%	54%	6%	112%	-24%	36%	-33%	28%	31%	29%	
Wireless Access Points	17%	1%	8%	27%	63%	-27%	38%	-8%	42%	133%	-53%	322%	216%	10%	4%	231%	131%	44%	-20%	25%	68%	28%	
Network Routers	-17%	6%	-53%	-25%	62%	117%	-14%	160%	103%	116%	2%	125%	108%	-8%	51%	49%	101%	31%	-53%	-9%	42%	1%	
Graphics Cards	9%	-13%	-49%	-33%	20%	-1%	-29%	42%	43%	31%	-92%	-62%	165%	-67%	25%	13%	27%	127%	-70%	-12%	23%	-3%	
Televisions	115%	29%	-97%	16%	27%	-99%	60%	-66%	1677%	48%	-67%	-97%	0%	372%	44%	-44%	-35%	113%	-89%	-37%	-20%	-33%	
Laser Printers	65%	-3%	37%	66%	4%	143%	220%	38%	-3%	96%	191%	92%	83%	29%	71%	82%	15%	37%	12%	44%	65%	51%	
Uninterruptable Power Supplies (UPS)	18%	-20%	-79%	-42%	-13%	1154%	79%	-6%	190%	37%	75%	-77%	53%	-67%	51%	75%	-4%	226%	12%	-10%	51%	18%	
Keyboards and Keypads	-10%	7%	-66%	-54%	128%	-4%	-6%	-17%	55%	70%	-7%	19%	38%	-38%	-29%	-9%	40%	21%	-25%	4%	-13%	1%	
Cables and Connectivity Adapters	-35%	-12%	-75%	-61%	46%	-32%	-43%	-59%	-17%	9%	-8%	-39%	-28%	-63%	49%	-27%	-24%	154%	-42%	-31%	-5%	-29%	
Smart Watches	-42%	-17%	-60%	-52%	39%	-12%	-82%	-18%	-23%	-44%	370%	-54%	55%	-41%	45%	-87%	-43%	-70%	-93%	-28%	-52%	-31%	
Mice	-25%	7%	-36%	-47%	12%	19%	0%	-22%	-9%	41%	-30%	21%	25%	-24%	5%	-30%	50%	32%	-53%	-12%	0%	-10%	
Mobile Computing Cases	-35%	-20%	-67%	-56%	-29%	-26%	92%	-30%	78%	-28%	-43%	-59%	-19%	-52%	-32%	-43%	13%	4%	-23%	-35%	-23%	-34%	
Projectors	-51%	-51%	-59%	-79%	-32%	366%	-29%	-49%	-47%	26%	-6%	-82%	13%	-79%	70%	-70%	4%	-50%	-7%	-49%	-30%	-47%	
NAS Devices	-8%	-67%	-38%	-29%	54%	30%	-40%	75%	51%	-58%	-58%	-61%	42%	-55%	35%	-63%	-42%	334%	-37%	-15%	-23%	-16%	
Digital Media Players	-21%	24%	-66%	-22%	-14%	84%	-16%	114%	54%	26%	-28%	70%	13%	-2%	41%	-66%	10%	264%	-74%	-2%	-29%	-2%	
Smart Bands and Activity Trackers	-100%	-65%	-80%	-75%	-13%	177%	-89%		126%	38%	-100%	-61%	-69%	-67%	181%	-75%	-54%	-95%	-68%	-67%	8%	-61%	
Smartphone Protective Cases	-85%	-79%	-98%	-94%	-29%	-21%	-98%	-77%	-117%	-5%	-52%	-89%	-63%	-96%	1320%	-85%	7%	86%		-85%	537%	-50%	
IP Cameras	-7%	-63%	-93%	-75%	23%	-63%	-36%	-83%	-52%	38%	-66%	-49%	38%	-41%	78%	-32%	15%	297%	-26%	-54%	36%	-51%	
Games Accessories	37%		-71%	-26%	-28%	369%	-26%	2037%	82%	18%	-53%	-8%	152%	90%	-41%	-3%	-3%	-45%	26%	24%	9%	14%	
USB Memory	2%	-29%	-77%	-27%	12%	103%	-72%	-6%	-71%	-3%	-44%	-73%	-39%	-75%	65%	-28%	-54%	20%	-67%	-25%	-2%	-22%	
Memory Cards	-65%	-44%	-79%	-43%	-30%	199%	-55%	-79%	-12%	166%	133%	-80%	-52%	-88%	21%	-82%	-61%	34%	-70%	-60%	-38%	-56%	
Portable Speakers	-66%	-52%	-70%	-89%	-93%	-95%	-99%	-67%	129%	-47%	1852%	-98%	281%	-91%	-81%	-85%	-24%	-87%	7%	-75%	-79%	-75%	
Powerline Devices	22%	32%	-40%	31%	23%	94%	-43%	1%	101%	114%	-10%	286%	79%	-43%	32%	72%	204%	-46%	-63%	20%	58%	20%	
Smart Speakers	-64%	-7%	-83%	-85%	-35%	-48%	-83%	513%	-11%	-100%		-95%		-41%			-100%	-100%		-59%	479%	-59%	
Consoles Fixed	298%		1308%	-50%	609%	3799%	4513%		96%	-15%	-41%	38996%	-65%	216%	286%	71%	185%	-95%	6%	375%	92%	158%	
Mobile Phones	-91%	-51%	-58%	-30%	220%	-65%	-96%	-79%	-26%	27%	101%	-60%	-78%	-60%	-31%	-84%	-23%	44%	-47%	-54%	-34%	-50%	
Digital Cameras	-98%	46%	-99%	1390%	-50%	-97%	-100%	-76%	-98%	-56%	554%	-71%	-77%	-98%	-36%	-95%	-75%	161%	-91%	-68%	-82%	-76%	

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