

Week Ending 01/03/20 vs 03/03/19

IRI Analysis on Coronavirus Effect



IRi

Growth delivered.

Total FMCG Sales increased by 41,8%, while main 54 categories increased by 65,9% in total

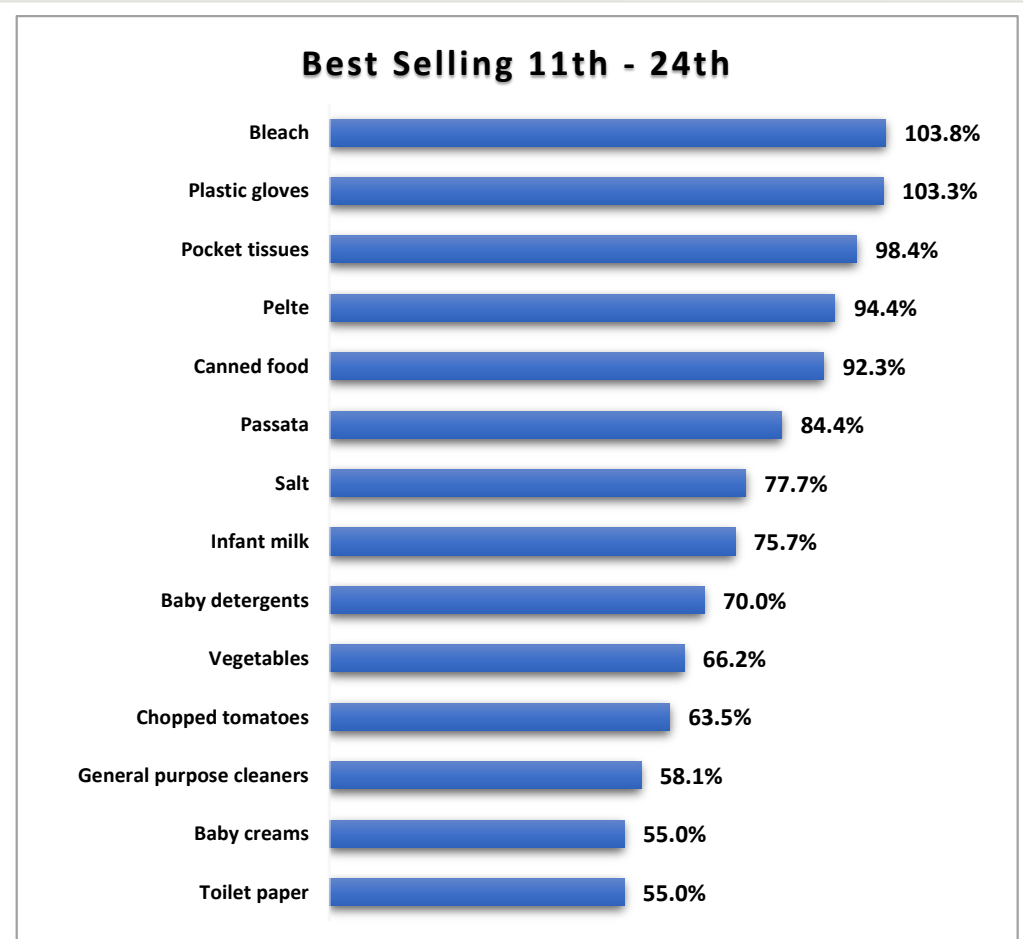
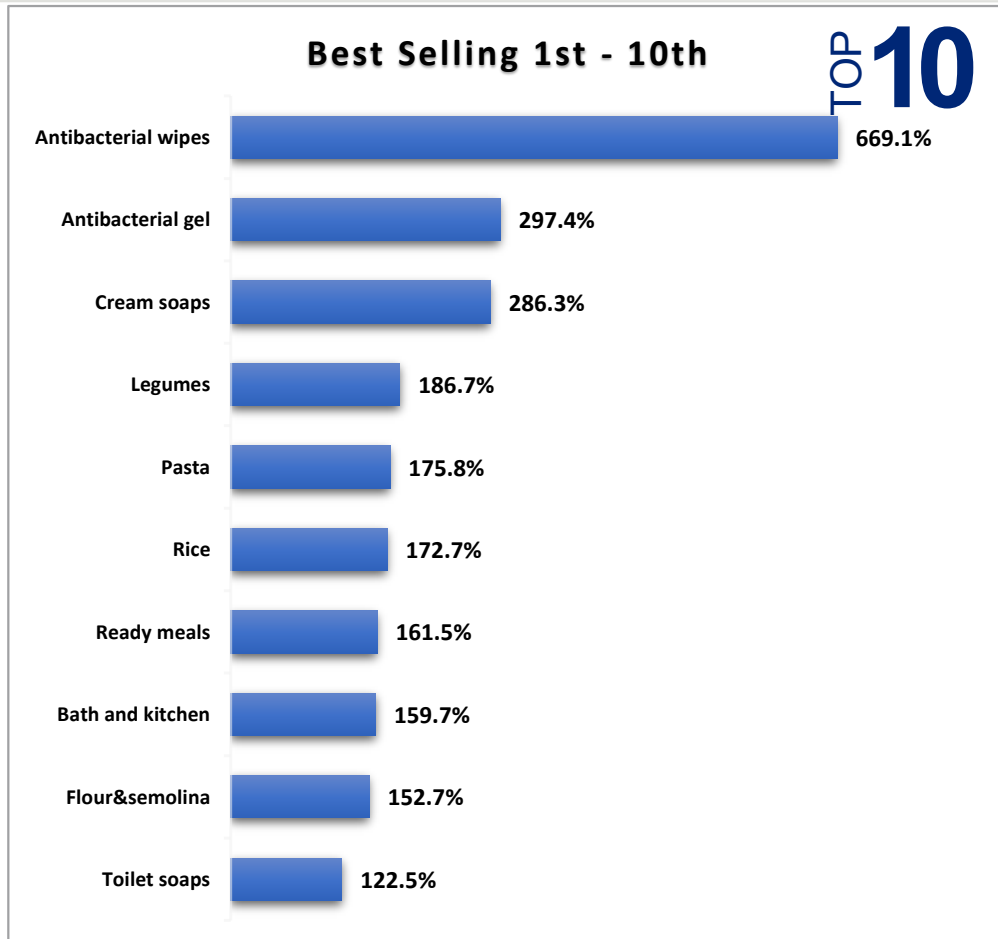


36,71€ Ms

60,91€ Ms

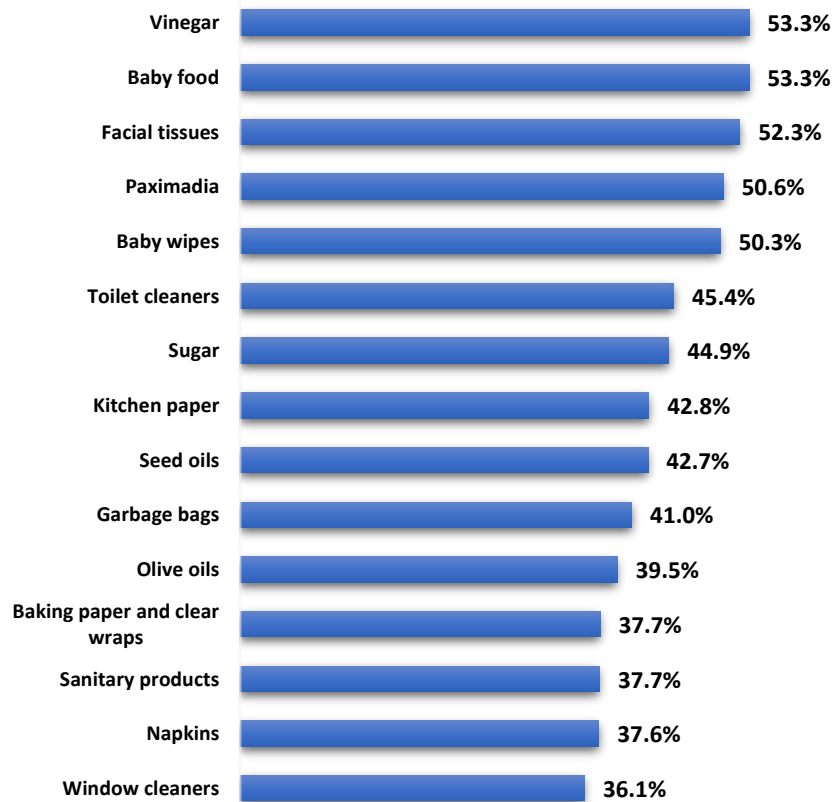
Total FMCG industry: +41,8%

Coronavirus impact on FMCG Sales

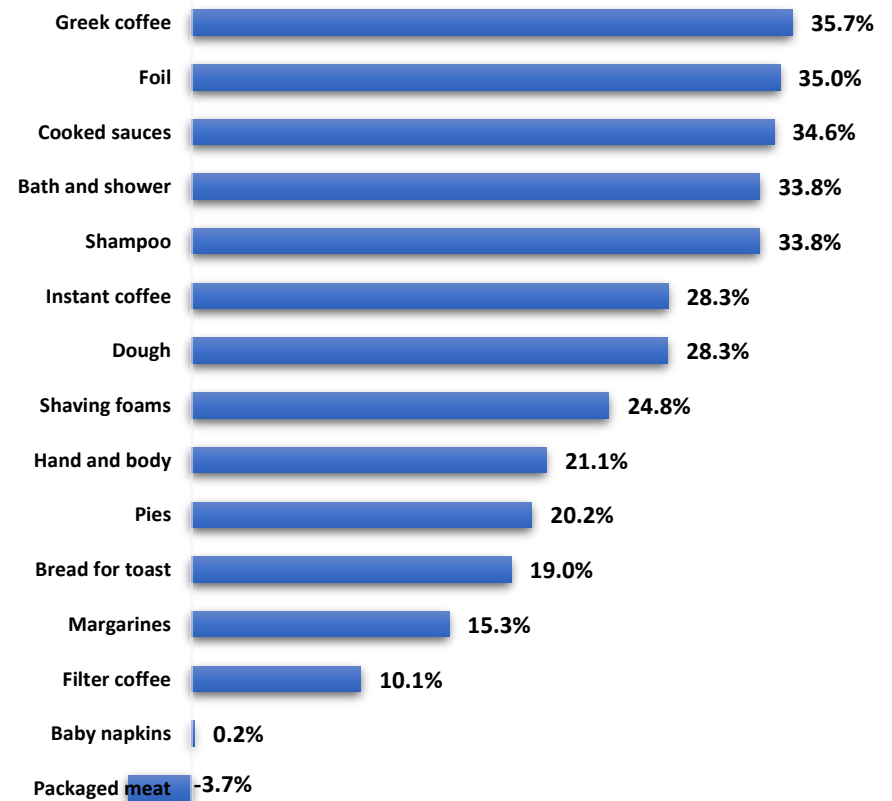


Coronavirus impact on FMCG Sales

Best Selling 25th - 39th



Best Selling 40th - 54th



THANK YOU!



For More Information, Contact Us...

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