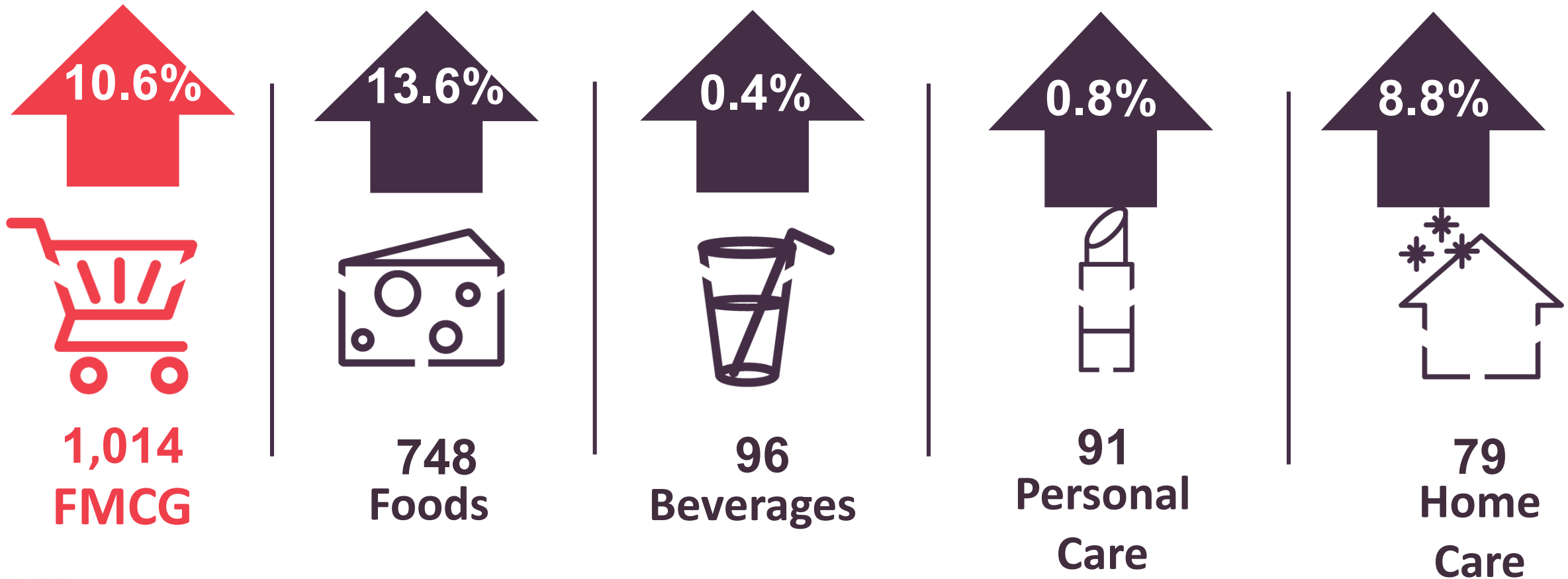


**COVID-19 WEEKLY UPDATE**  
**Impact on the FMCG market**  
**Week 19 – 03/05-09/05**



# FMCG Market Trend vs Average MAT

- Week 19 marks an 10.6% increase compared to 52 weeks average (based on 52 weeks until week 10 included)
- The increase comes from all the fields

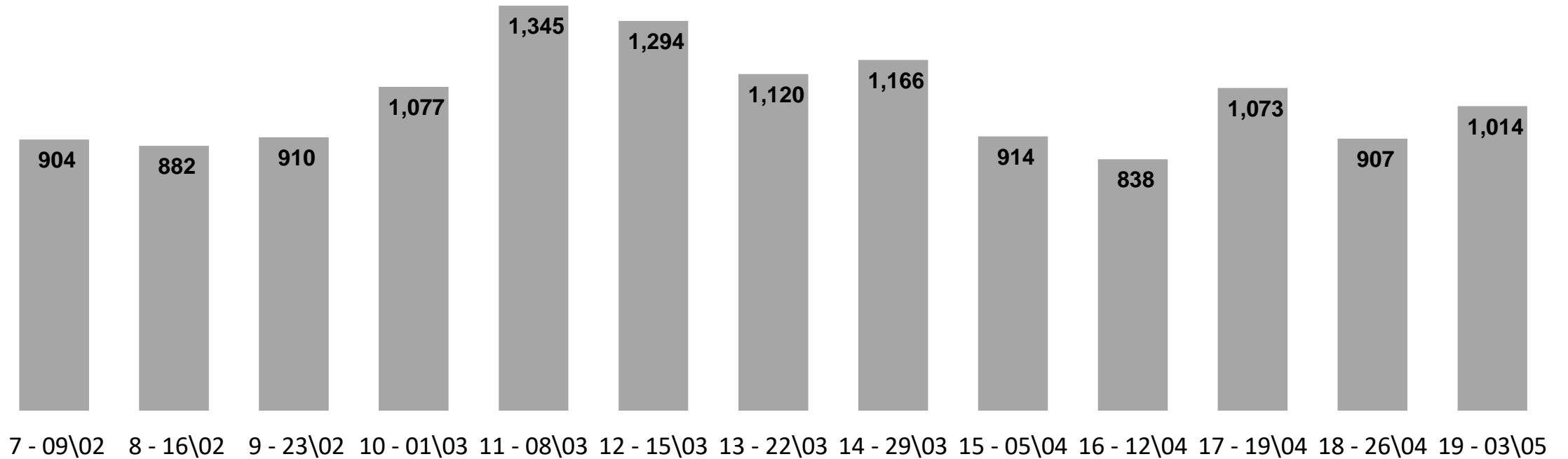


\*All the data is compared to 52 weeks average - week 11 2019 to week 10 2020

# FMCG – Weekly Trend

- Since COVID-19 outbreak, the billion NIS sales mark was passed in every week that didn't include holidays (week 15,16,18)

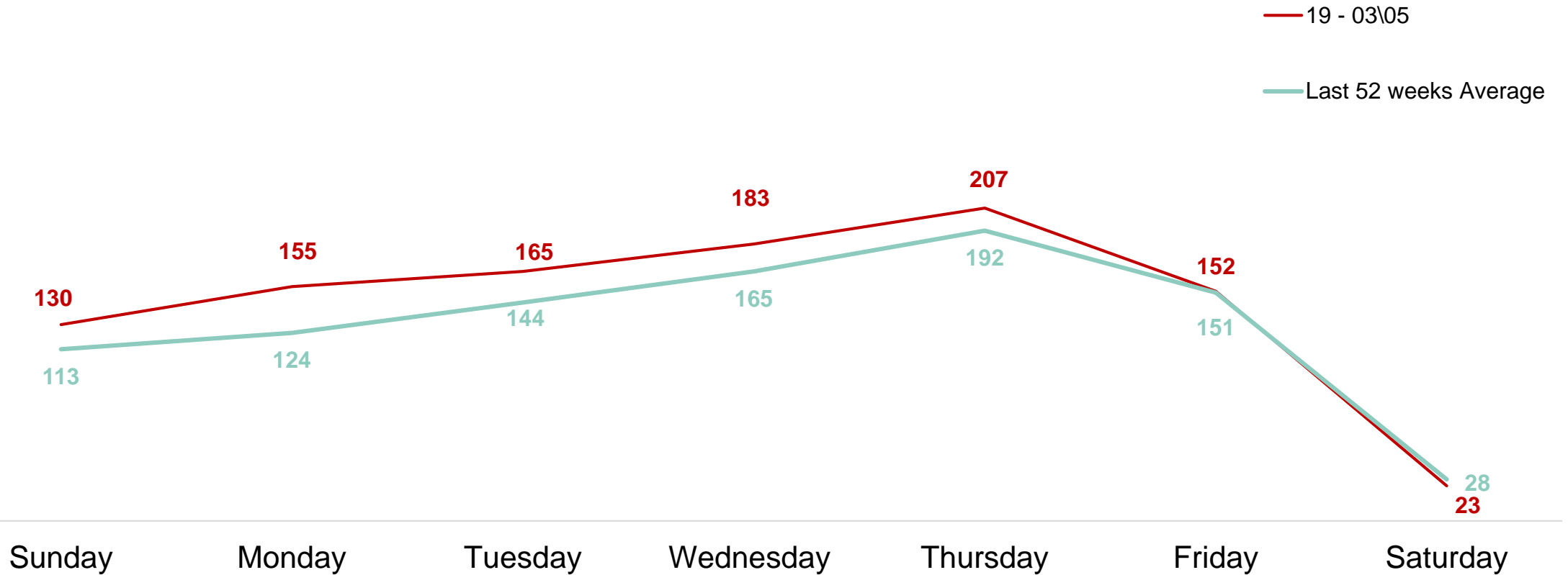
Value Sales FMCG – Million NIS



# Daily Trend

- Week 19 daily sales are higher than annual average, in every day except Saturday
- The general trend in week 19 is similar to annual average

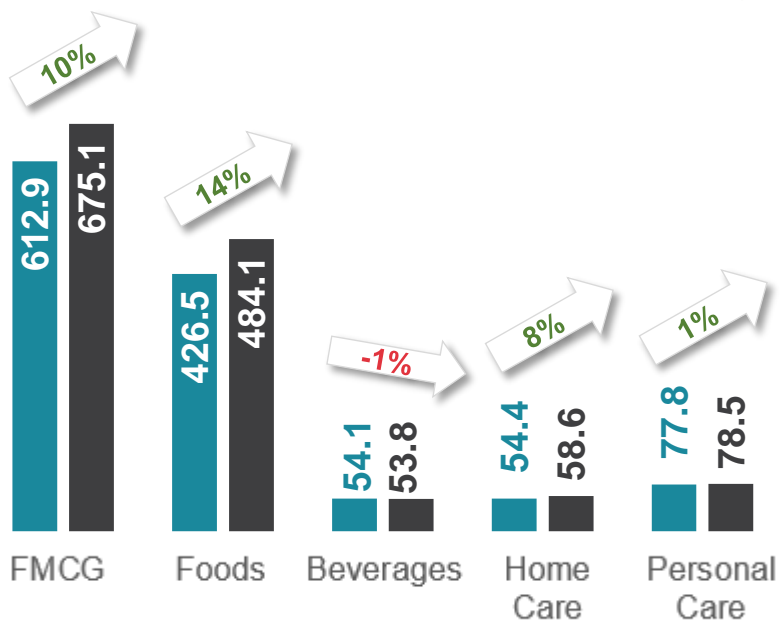
Value Sales FMCG (Million NIS)



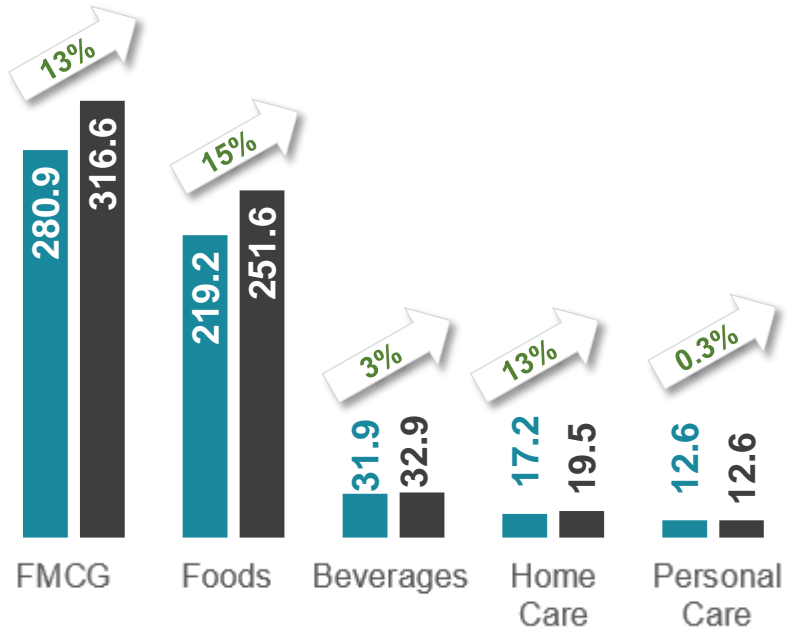
# Sales Trend by Channels

➤ The sales in week 19 are higher than annual average in both Discount + Pharm and Neighborhood channels

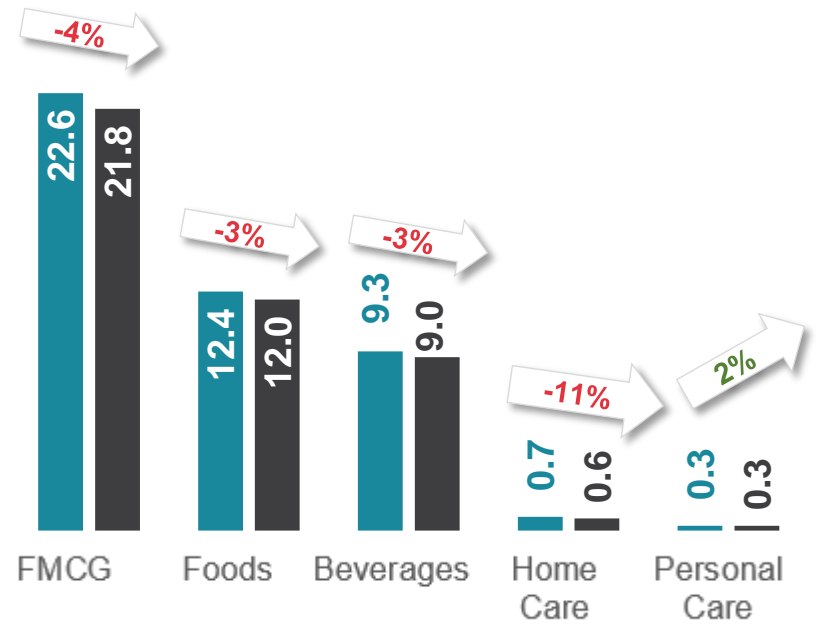
## Discount + Pharm



## Neighborhood



## Convenience

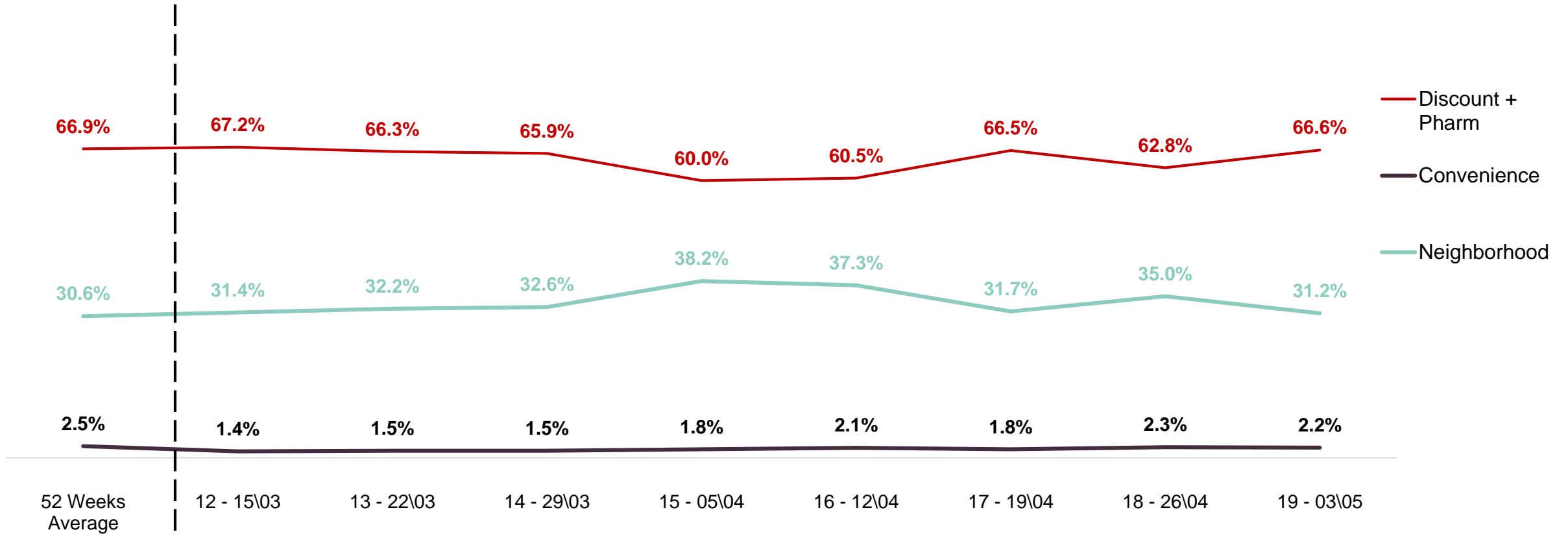


\*All the data is compared to 52 weeks average - week 11 2019 to week 10 2020 \* % Change

# Channel split

- Week 19 marks an increase in Discount + Pharm channel's share, as it recovers to it's annual average
- Neighborhood channel is stagnant in week 19 compared to week 18, despite less selling days
- Convenience channel is growing for the fourth week in a row, but is still lower than annual average

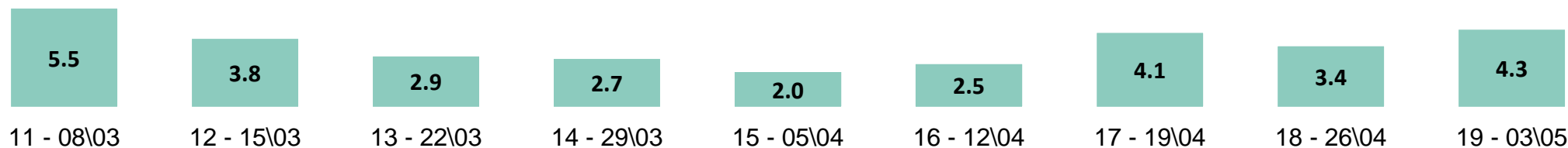
Value Share FMCG



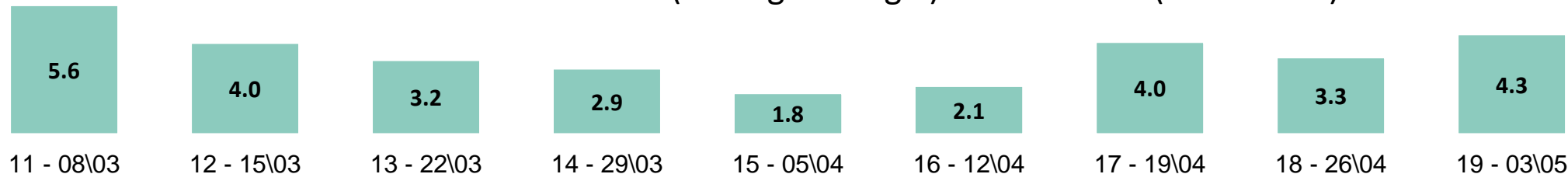
# Recovering Categories – On the Go

➤ The sales of On the Go categories keep growing in week 19, as movement limitations are relieved

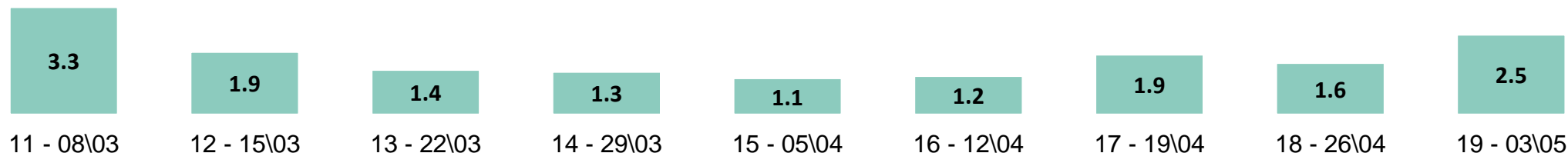
### Non sugar gum – Value Sales (Million NIS)



### Adult Cereal Snacks (Package + Single) – Value Sales (Million NIS)



### Personal Water Bottle (Package + Single) – Value Sales (Million NIS)

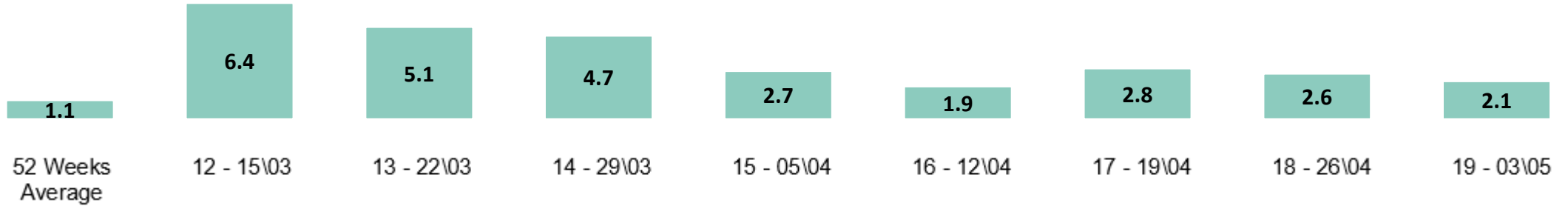




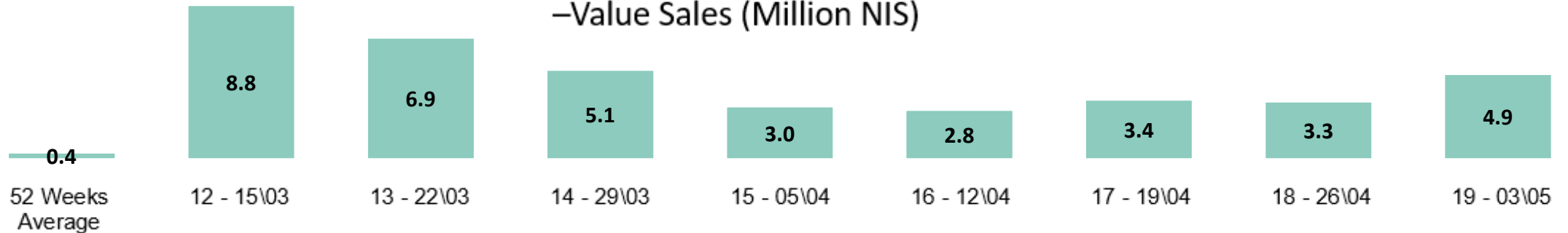
# Disposable Gloves and Hand & Surfaces Sanitizing

- Disposable Gloves and Hand & Surfaces Sanitizing categories, which increased significantly since COVID-19 outbreak, still mark higher than average sales. Yet, the sales in week 19 are much lower than the weekly sales in the weeks preceding Passover

## Disposable Gloves –Value Sales (Million NIS)



## Hands & Surfaces Sanitizing –Value Sales (Million NIS)







# !Thanks

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StoreNext

Looking Forward