



# Covid tracker

Supermarket, Drug stores and  
Perfumery sales

Week 25, June 2021





# Content

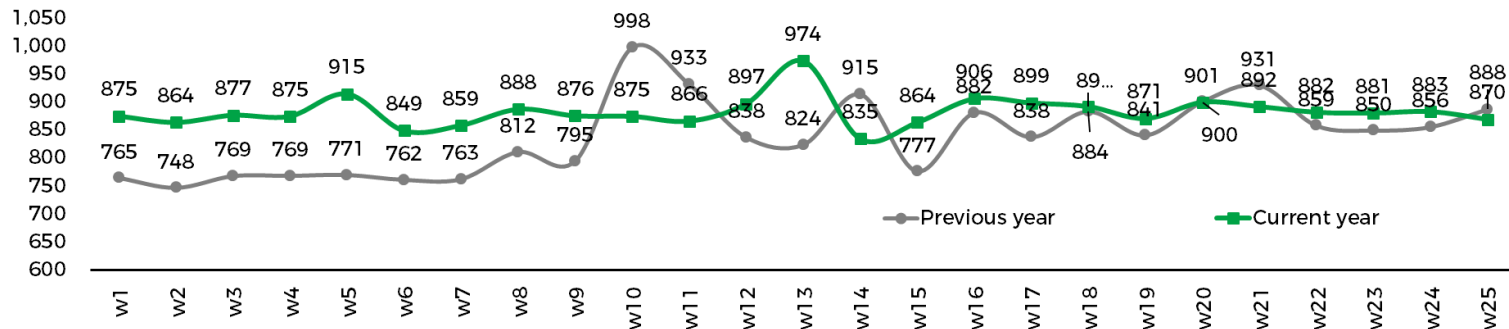
Supermarkets	<b>3</b>
Drug stores	<b>7</b>
Perfumery stores	<b>11</b>
Ecom	<b>14</b>

# Review supermarkets

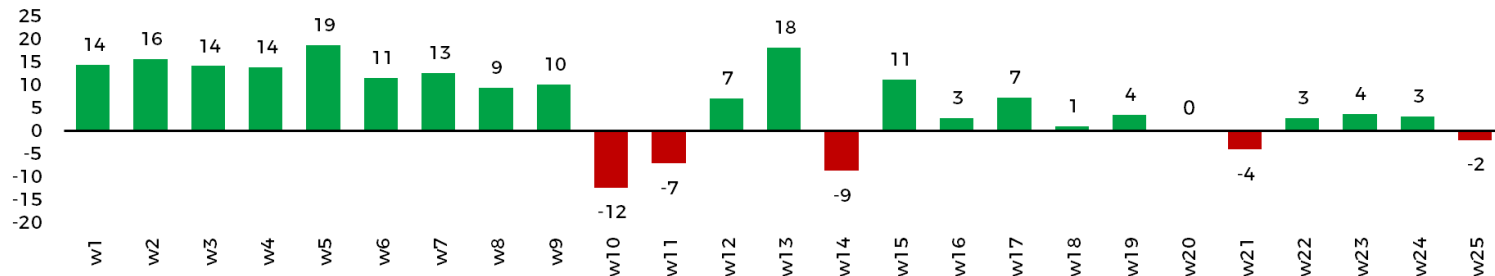


# Supermarket sales per week in 2021

## Supermarket sales per week (euro x mln) - Netherlands



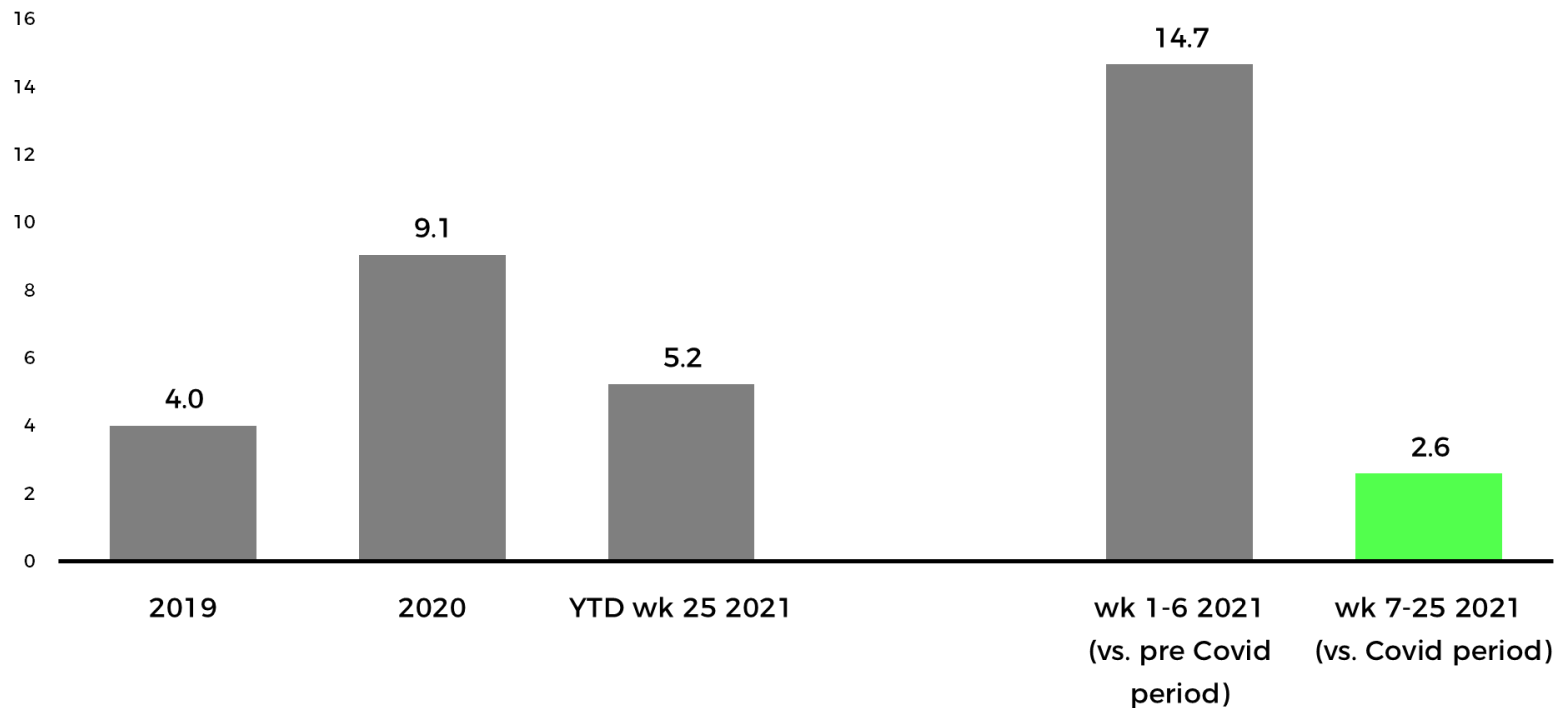
## % Value development vs previous year



Growth in 2020 was 9.1% and YTD Wk 21 26 5.1%. wk1 in 2021 is compared to Wk2 in 2020, wk2 in 2021 is compared to Wk3 in 2020 and so on.

# Supermarket growth in different Covid-19 time frames

## % Development supermarket sales 2021 vs 2020 - Netherlands



2020 = wk 2-53 2020. YTD 2021 starts with wk1, YTD 2020 starts with wk2. Wk 1-6 2021 is vs wk 2-7 in 2020. From wk 7 in 2021 is vs from wk 8 in 2020.

# Supergroup sales in supermarkets

## % Development sales in euro vs. previous year - Netherlands

	2019	2020		YTD wk 25 2021	Wk 1 till 6 2021 (vs. pre-covid)	Wk 7 thru last 2021 (vs Covid)	wk 22 21	wk 23 21	wk 24 21	wk 25 21
Totaal supermarkten (ACV)	4.0	9.1		5.2	14.7	2.6	2.7	3.6	3.2	-2.1
Fresh	4.5	7.9	●	1.6	9.2	-0.6	0.9	0.4	0.0	-5.3
Dranken houdbaar	1.0	9.9	●	7.1	15.8	4.8	8.3	13.0	12.2	-3.3
Z&S	7.2	6.2	●	5.5	10.1	4.1	-3.4	-4.3	-3.3	5.2
KW	5.2	11.7	●	0.0	14.2	-4.1	-4.5	-5.2	-3.9	-1.7
Vriesvers	4.5	14.0	●	0.9	17.1	-3.0	8.3	8.8	11.3	-15.3
Homecare	2.8	10.6	●	7.0	23.5	2.1	2.5	-6.5	-3.3	-2.4
Drogmetica	4.2	9.5	●	-0.4	9.3	-3.1	4.1	12.4	5.2	-5.5
Rookwaren	2.8	10.0	●	17.1	29.4	13.8	9.6	9.7	6.4	-3.3

2020 is based on wk2-53. YTD of 2020 starts with week 2. Wk 1-6 in 2021 is vs. wk 2-7 2020. From wk 7 2021 is vs. from wk 8 in 2020

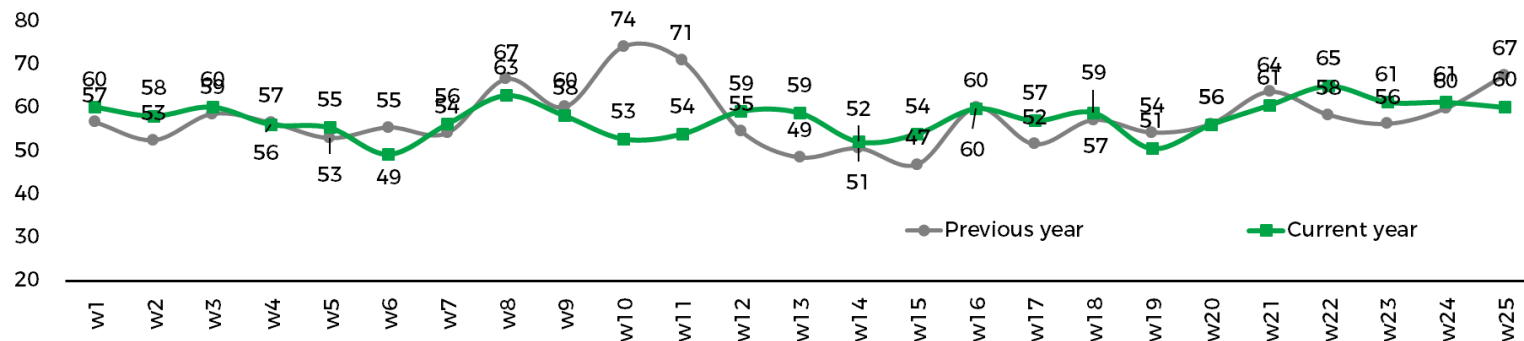
Green/red icons refer to higher/lower YTD growth vs. total supermarket sales



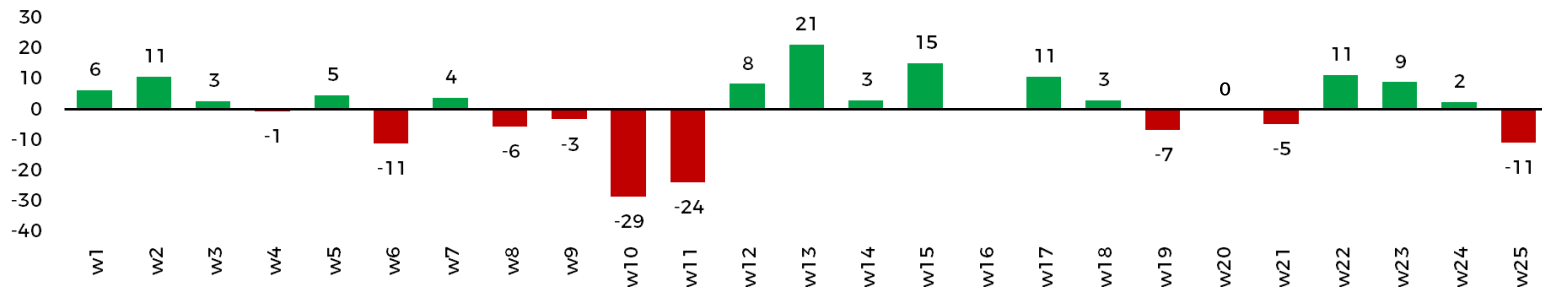
# Review Drug stores

# Drug stores sales per week in 2021

## Drug stores sales (Total Measured Groups) per week (euro x mln) - Netherlands



## % Value development vs previous year

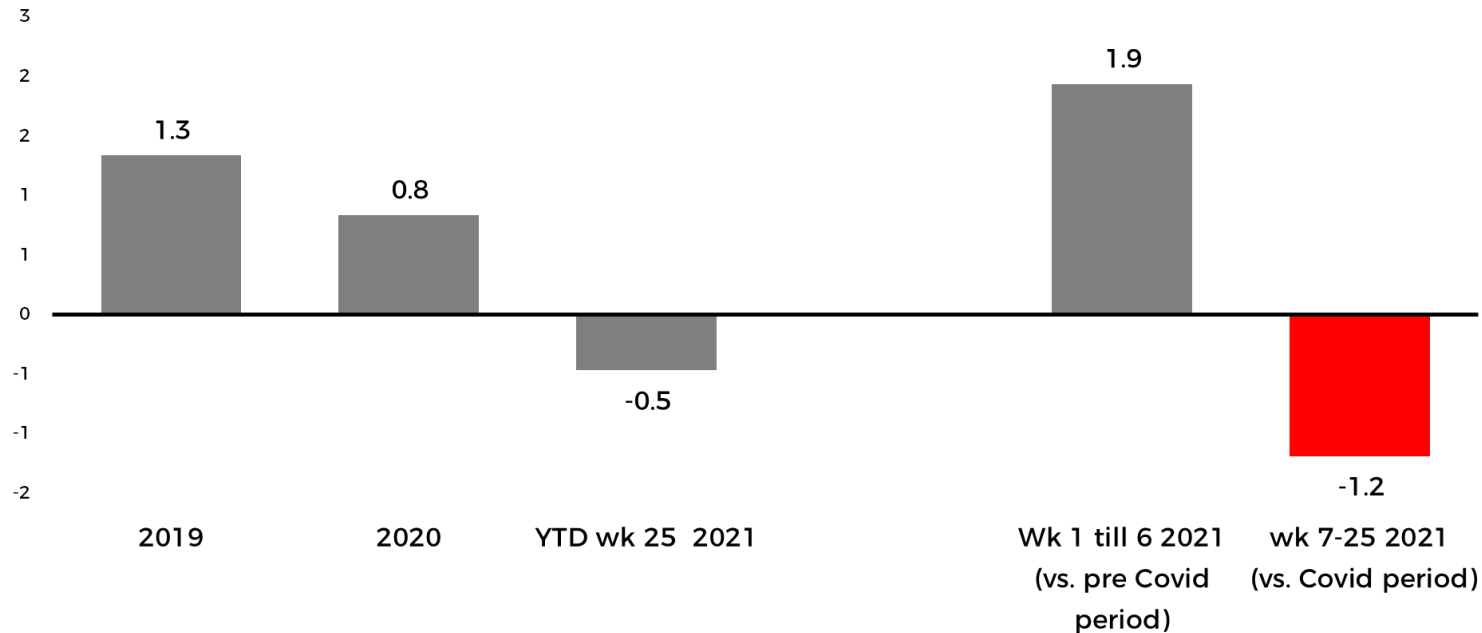


Growth in 2020 (= wk 2-53 2020) was 0.8% and YTD Wk 25 -0.5%. Wk 1 in 2021 is compared to W2 in 2020, wk2 in 2021 is compared to Wk3 in 2020 and so on.



# Drug stores growth in different Covid-19 time frames

% Development Drug store sales (Total Measured Groups) 2021 vs 2020 - Netherlands



2020 = wk 2-53 2020. YTD 2021 starts with wk1, YTD 2020 starts with wk2. Wk 1-6 2021 is vs wk 2-7 in 2020. From wk 7 in 2021 is vs from wk 8 in 2020.

# Supergroup sales in Drug stores

## % Development sales in euro vs. previous year - Netherlands

	2019	2020		YTD wk 25 2021	Wk 1 till 6 2021 (vs. pre Covid)	Wk 7 thru last 2021 (vs Covid)	wk 22 21	wk 23 21	wk 24 21	wk 25 21
<b>TOTAL MEASURED GROUPS</b>	1.3	0.8		-0.5	1.9	-1.2	11.3	8.9	2.4	-11.0
DECO.COSMETICA	-0.4	-14.5	●	2.5	-14.9	8.6	3.3	-11.2	-15.0	2.7
GEUREN	-7.5	-7.3	●	5.3	2.3	6.1	-10.1	-10.6	-11.5	-4.4
HAARVERZORGING	3.6	1.7	●	1.4	8.8	-0.8	3.8	0.5	-6.1	0.2
HEALTH CARE	4.3	2.1	●	-4.9	-6.9	-4.2	14.6	26.6	9.3	-0.6
LICHAAMSVERZORGING	0.9	2.4	●	-2.1	7.9	-4.6	39.7	26.6	11.6	-31.9
MONDVERZORGING	4.5	-0.6	●	4.0	4.5	3.8	7.3	-5.2	9.8	3.2
PAPIER	-3.2	-1.4	●	-8.6	-7.0	-9.1	-8.5	-9.2	0.0	-2.7
ZOETWAREN & SNACKS	5.9	1.8	●	6.9	-0.1	9.3	-6.2	3.6	-5.3	4.7
SCHOONMAAK & ONDERHOUD	13.5	11.5	●	10.2	29.7	4.5	-18.9	-13.9	-7.6	4.9
DRANKEN HOUDBAAR	8.7	5.1	●	1.1	-0.1	1.4	-7.7	-8.7	10.7	-18.8
KRUIDENIERSWAREN	-5.8	-5.4	●	-8.0	-5.1	-9.0	4.8	-10.5	-8.4	-8.0

2020 = wk 2-53 2020. YTD of 2020 starts with week 2. Wk 1-6 in 2021 is vs. wk 2-7 2020. From wk 7 2021 is vs. from wk 8 in 2020

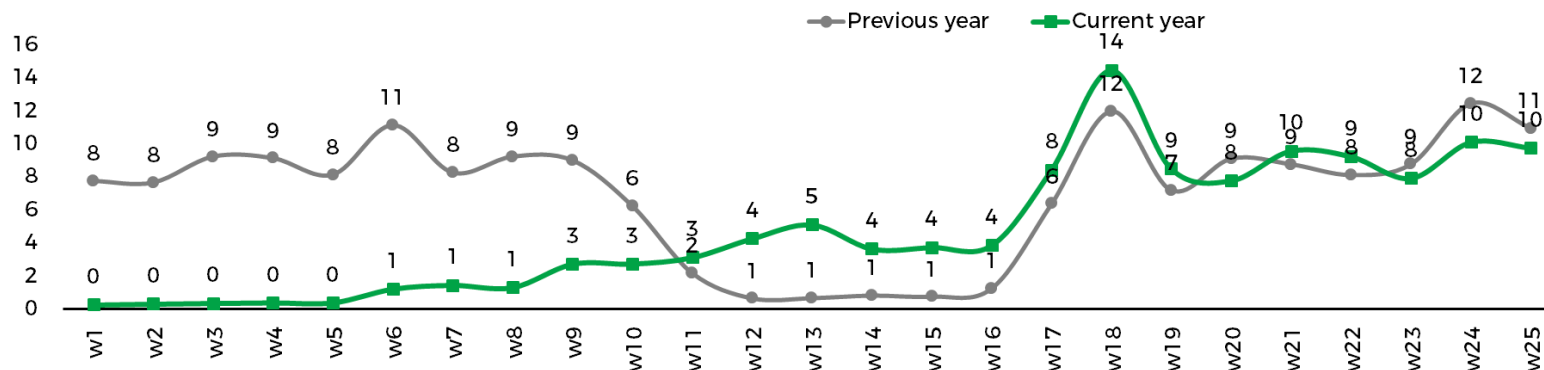
Green/red icons refer to higher/lower YTD growth vs. total measured groups sales



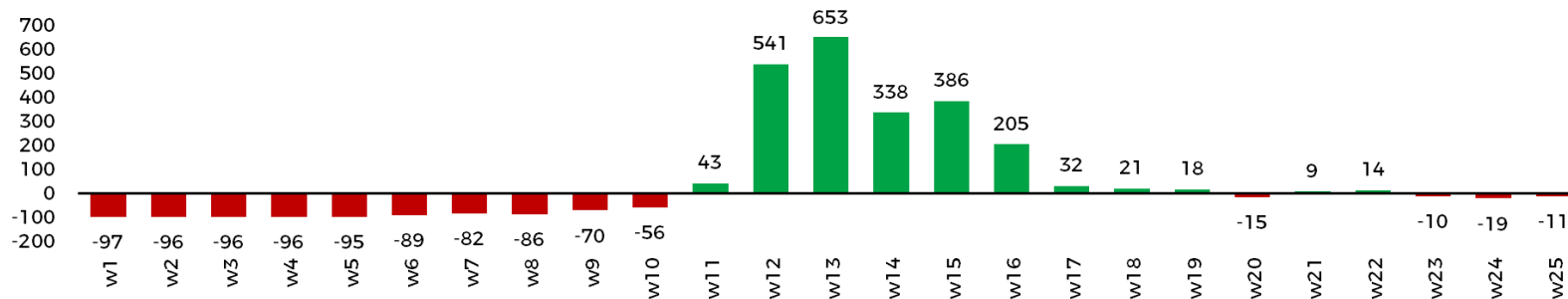
# Review Perfumery stores

# Perfumery sales per week in 2021

## Perfumery stores sales (Total Measured Groups) per week (euro x mln) - Netherlands



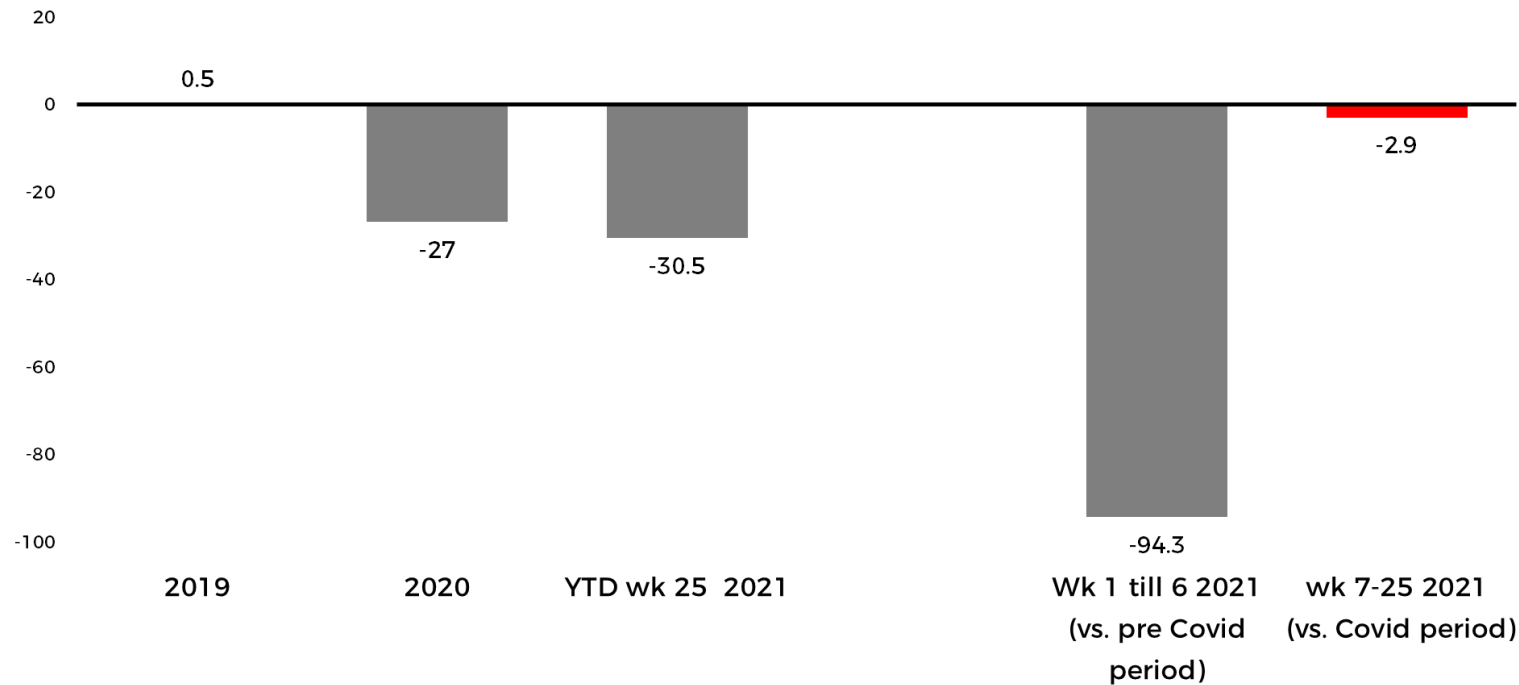
## % Value development vs previous year



Growth in 2020 (wk 53 20) (= wk 2-53 2020) was -27.8% and YTD Wk 25 -31.3%. Wk1 in 2021 is compared to Wk2 in 2020, Wk2 in 2021 is compared to Wk3 in 2020 and so on.

# Perfumery stores growth in different Covid-19 time frames

% Development Perfumery store sales (Total Measured Groups) 2021 vs 2020 - Netherlands



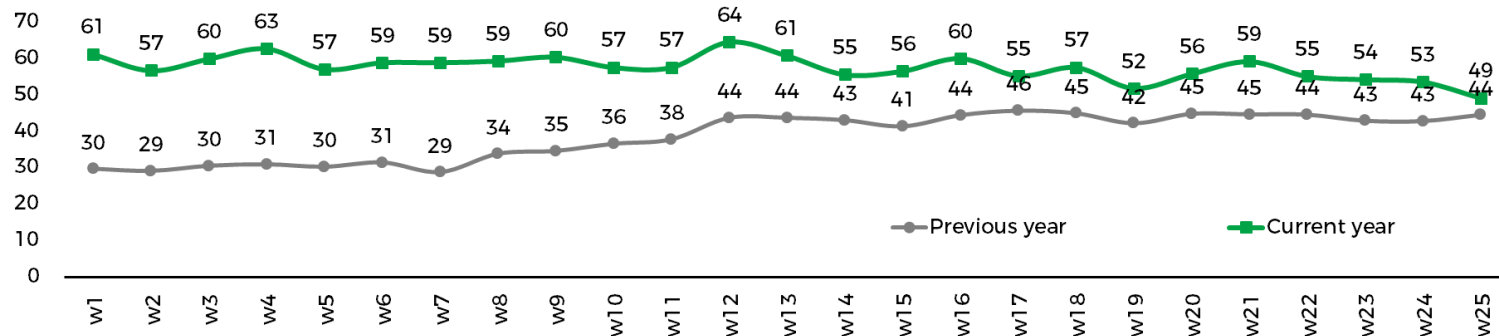
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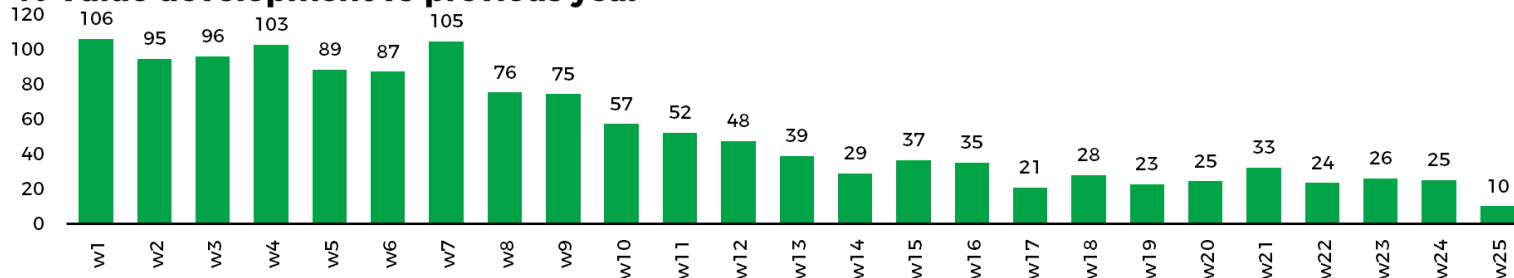
# Review Ecom

# Ecom sales per week in 2021

## Total Measured Groups excl. diapers in Ecom sales per week (euro x mln) - Netherlands



## % Value development vs previous year



Growth in 2020 (= wk 2-53 2020) was 62.8% and YTD Wk 25 48.9%. Wk 1 in 2021 is compared to Wk2 in 2020, wk2 in 2021 is compared to Wk3 in 2020 and so on.  
 Ecom = Food Ecom (ah.nl, jumbo.com, plus.nl, hoogvliet.com, dekamarkt.nl, deen.nl), douglas.nl, hema.nl, iciparixl.nl, plein.nl, deBijenkorf.nl, amazon.nl, blokker.nl, etos.nl, parfumerie.nl, parfumswinkel.nl, wehkamp.nl

