

SEGMENTS

in emergency mode

GROWING



Food



PET food



Alcohol



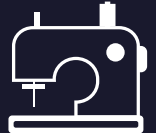
Pharmacy



Coffee



Thermometers



Sewing machines



Freezers and food storage



Contactless soap dispensers



Home bakeries



Drugstore and household products



Disinfectants



Air purifiers



Food supplements and vitamins

EXPECTED TO GROW



Sports equipment to exercise at home



Books



Game consoles



Board games



Tablets and laptops



DIY



Equipment for working from home (screens, headsets)

CATEGORIES WITH SMALL IMPACT FROM CRISIS TRENDS



Wearables



Products for kids (not FMCG)



Large and small appliances (except for freezers, home bakeries, and air purifiers)



Tyres

HUGE SLUMPS EXPECTED



Luxury accessories



Watches



Clothes



Sports equipment for team sports



Homedecor



Luxury underwear