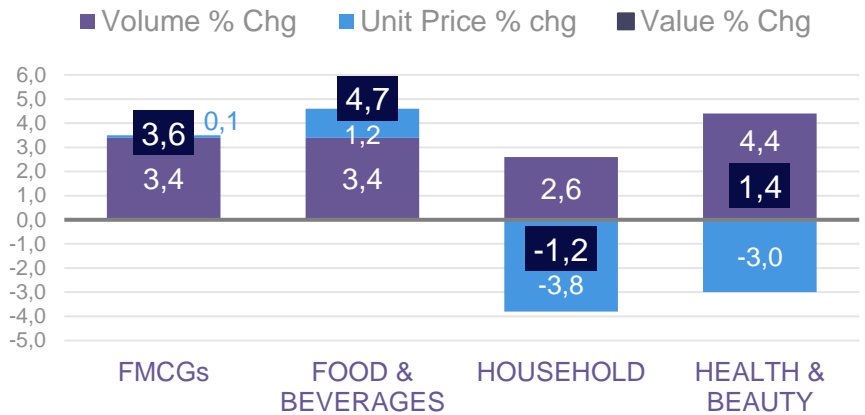


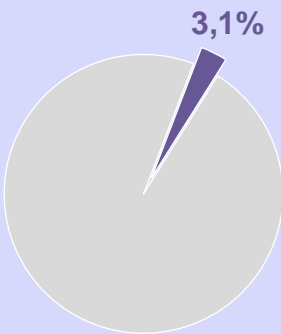
NIQ Market Trends *Infographics*



➡➡ **Total organized trade** grew by **3,6%**, reaching an overall turnover of €14,8 millions. FMCGs presented a similar positive trend, while their growth was solely **demand driven**. In terms of Supergroups, **Non Food** categories showcased **deflating** trends; on the other hand, for **Food & Beverages** categories prices are still on the rise

Online sales evolution

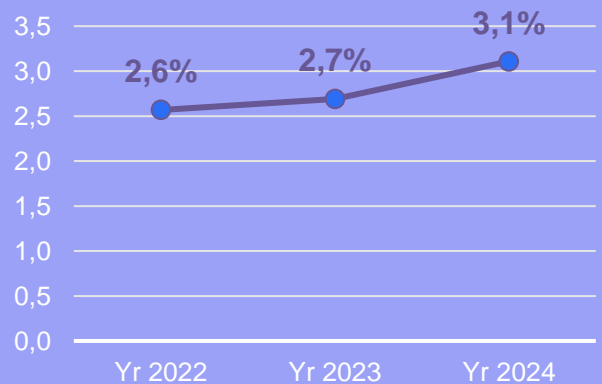
TSR - Online Sales Value % Contribution



€277,9m
+21,0%
 vs Year Ago



TSR - Online Sales Value % Contribution (Share of Trade)



➡➡ NIQ brand new **Online index*** sizes the online executed sales at **€278 million** for 2024, which corresponds to **3,1%** of the overall sales. Despite relatively low contribution, growth trend for online sales is **x5 higher** than brick & mortar stores (21,0% vs. 4,2%)

*Online Sales Index: Aggregation of online sales of E.Y.Sklavenitis, Group AB, Masoutis and ANEDIK/Kritikos
 Benchmark: Total sales of the afore-mentioned retailers