



GfK RETAIL VISION 2020

expert prediction of retail
development in the Czech Republic

Expected changes in retail

External impacts

Retail segments dynamics

Investment priorities

Price development

Online / offline integration

Shopping centres

Strategy towards customers

Store of the future

Communication media

Customer 2020

Barriers & Opportunities

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Who else would have a better and more competent idea about the future of the Czech retail trade than those who operate within it in high positions and whose decisions influence and therefore help to create that very future?

With this idea, project RETAIL VISION was established in 2000. Within its framework **managers of major companies operating in the Czech market** (of course representatives of the retail trade are predominant but supplier companies are also represented) as well as **experts from other areas are addressed** to give their opinion on the development of the industry in the coming years.

Results of the fifth project in this series - **GfK RETAIL VISION 2020** - are based on three dozen in-depth interviews conducted in autumn 2016 as well as on other supporting analysis.

In the expert interviews, we were interested in **how the Czech retail trade will appear over the next four years**, what changes will occur in the marketplace, from the customer side as well as in the strategies of the market players. The study gives you a closer look to how senior managers and other experts see the further development in the following areas:

- » Expected changes in retail
- » External impacts
- » Retail segments dynamics
- » Investment priorities
- » Price development
- » Online / offline integration
- » Shopping centres
- » Strategy towards customers
- » Store of the future
- » Communication media
- » Customer 2020
- » Barriers & Opportunities

We believe that the study will bring inspiration and ideas to your coming managerial decisions.



Availability and price of the report

- » price of the report: 119.000 CZK (excl. VAT)
- » study is available in Czech and English language in February 2017, both in printed and electronic form
- » presentation of results / workshop in your company is included

FOR MORE INFORMATION, PLEASE CONTACT

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