

DO IT YOURSELF 2017

- Tools & hardware
- Wood & timber
- Flooring
- Doors
- Windows
- Building materials
- Tiles & paving
- Bathrooms & plumbing
- Paints & varnishes, glues, wallpapers
- Lighting & light fixtures
- Garden tools & technique
- Garden furniture
- Pools & accessories
- Barbecue grills
- Plants & seeds
- Pet food & pet care



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GfK Do-It-Yourself is a syndicated study offering comprehensive analyses of the Czech consumers shopping behaviour when buying DIY goods. GfK Do-It-Yourself follows brands awareness, decision-making process, store choice factors, chains awareness, preferred chains by categories, loyalty to retailer, consumer evaluation (price, assortment, staff, store ambience).

Shopper

- » shopping behaviour
- » decision-making process
- » profile
- » brands awareness

Retail structure and chain performance

- » market importance of chain
- » preferred chains
- » chains performance
- » shopping frequency
- » loyalty to chains

Chains profiles

- » chains evaluation
(price, assortment, staff)
- » store choice factors
- » chain customer profile
- » chains expansion

Availability and price of the report:

- » price of the first copy (Czech or English version) is CZK 89,900,- (excl. VAT)
- » price of other language option (Czech or English) is CZK 4,000,- (excl. VAT)
- » Czech and English versions of the study are issued in July 2017
- » the study is available both in hard copy and in electronic format



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