

# Shopping Triggers 2017

## **MODERN MARKET**

Albert HM  
Albert SM  
Billa  
Globus  
Kaufland  
Lidl  
Penny Market  
Tesco Expres  
Tesco HM  
Tesco OD  
Tesco SM  
Makro  
Žabka

## **TRADITIONAL MARKET AND FOOD SPECIALISTS**

COOP  
Hruška  
Small grocery store  
Asian / Vietnamese store  
Butcher's  
Farmers market  
Fruit and vegetable store  
Bakery / bakery products shop  
Wine shop  
Tobacconist / newsstand  
Petrol station

## **DRUGSTORE CHAINS**

dm drogerie markt  
Rossmann  
Teta

## **PHARMACY CHAINS**

BENU  
Dr. Max



# Study focusing on shoppers' motivators

The **Shopping Triggers** study will help you to identify and actively work with purchase motivators and purchase barriers in individual chains and outlets as well as to identify opportunities in distribution channels and chains.

## What information does the study bring?

- » Chain / format strength on the market: preference, frequency, shopper loyalty
- » Typical shopping missions in the store: large shopping, additional shopping, special offer shopping...
- » Strong profiling categories of goods that drive people to the store
- » Strengths and weaknesses of the store as perceived by shoppers
- » Store main competitors identification: in which other stores do customers shop and how much they usually spend on purchases at competitor stores
- » Store communication effectiveness
- » Chain shopper profile: age, education, household size, number of children, purchasing power, role in the household, total expenditure on food
- » Profile of "refusers" – those who can but refuse to shop in the store
- » Scale of the lost opportunity for the store: how many potential shoppers of the store refuse to shop there
- » Barriers to shopping in the store: assortment, prices, staff, queues...

## Data collection methodology:

Quantitative research, 1,000 interviews, Czech Republic, representative quota selection, person who shops for FMCG at least sometimes, aged 18-69.

## 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)
- » both Czech and English version of the study are issued in September 2017
- » the study is available both in hard copy and in electronic version



FOR MORE INFORMATION, PLEASE CONTACT

Pavel Cabal | [pavel.cabal@gfk.com](mailto:pavel.cabal@gfk.com) | +420 251 117 549  
or visit [www.gfk.com/cz](http://www.gfk.com/cz)