

GfK SHOPPING MONITOR 2018



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GfK Shopping Monitor is a syndicated study offering - annually since 1997 - comprehensive analyses of the Czech households shopping behaviour when buying fast moving consumer goods. GfK Shopping Monitor follows trends in shopping motivators development, format and chain preferences, chain awareness and their image evaluation.

Shopper profiles:

- » shopping behaviour
- » sociodemographic features
- » medial behaviour of customers

Decision-making process:

- » motivation for store selection
- » impact of shopping basket
- » spending and frequency
- » promotional leaflets

Retail market / Chains position

- » chains awareness
- » preferred chains / visit rate
- » customers loyalty to chains
- » preferred retail formats

Chains profiles and image

- » chains evaluation by shoppers
- » strength of particular retail brands
- » strengths and weaknesses of chains

FMCG categories

- » category penetration
- » preferred formats
- » preferred chains
- » private labels

Long-term consumption goods

- » main shopping place (format)
- » shopping frequency
- » footwear, clothing, electronics, household appliances, stationery, toys, furniture, sport goods, DIY goods, household goods

Monitored categories:

- » chocolate bars
- » tablet chocolate
- » biscuits & wafers
- » sweets & chewing gums
- » savoury
- » coffee
- » tea
- » dried & canned foods
- » packed cheese
- » yoghurt
- » milk
- » butter
- » margarine
- » frozen foods & ice-cream
- » fruit juices & nectars
- » non-alcoholic drinks
- » beer
- » wine
- » spirits
- » baked goods
- » fresh meat
- » smoked foods
- » fresh cheese & deli
- » fruit & vegetables
- » healthy & organic foods
- » cigarettes & tobacco products
- » washing & cleaning detergents
- » toiletries
- » cosmetics
- » pet foods & pet goods

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 January 2018

FOR MORE INFORMATION, PLEASE CONTACT

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