

GfK DROGERIE 2018



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GfK Drogerie is a syndicated study which maps regularly and on a long-term basis both the supply – i.e. operating of retail chains on the Czech market, and the demand of the market – shopping behaviour of Czech households related to the purchase of chemists and cosmetics, consumer preferences for specific channels, chains and brands of products, awareness and evaluation of the biggest retail chains by their customers themselves.

Monitored categories

- » body care
- » skin care
- » dental care
- » shower gels, soaps
- » hair care
- » fragrances
- » decorative cosmetics
- » deodorants, antiperspirants
- » ladies shaving, depilation
- » men's cosmetics
- » baby care
- » paper diapers for children
- » dishwashing detergents
- » cleaning detergents
- » washing detergents
- » paper products
- » baby food

Shopper

- » shopping behaviour
- » decision-making process
- » profiling / segmentation
- » preferred brands in assortment categories

Retail structure and chain performance

- » retail network, distribution channels
- » preferred chains
- » awareness, visit rate
- » chain performance (shopping frequency, shopping basket)
- » loyalty to chains
- » strength of assortment categories in chains



Chains profiles

- » chains evaluation (price, assortment, staff...)
- » reasons for chains selection
- » profile of chains' customers

Availability and price of the report

- » price of the first copy (CZ or ENG version) is CZK 89,900.- (excl. VAT)
- » price of other option (CZ or ENG version) is CZK 4,000.- (excl. VAT)
- » the study is issued in August 2018

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