



GfK SUPERMARKET, DISKONT & HYPERMARKET 2018

ALBERT SUPERMARKET
BILLA
COOP
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COOP DISKONT
LIDL
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ALBERT HYPERMARKET
GLOBUS
KAUFLAND
TESCO HYPERMARKET

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GfK Supermarket, Diskont & Hypermarket is a syndicated study offering - annually since 1998 - comprehensive analyses of supermarkets, discounters and hypermarkets in Czechia. This study monitors chains expansion, chains preferences, share of chains on the FMCG main shopping place, consumer evaluation and reasons for store choice.

Shopper:

- » shopping behaviour
- » decision-making process
- » profiling
- » retail brands awareness

Retail structure and chain performance:

- » market importance of formats
- » preferred chains
- » loyalty to chains
- » chain performance (shopping frequency, shopping basket)

Chains profiles:

- » chains evaluation (price, assortment, quality ...)
- » reasons for chains selection
- » profile of chains' customers
- » 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 version of the study is issued in June 2018 and English version in July 2018
- » the study is available both in hard copy and in electronic format



FOR MORE INFORMATION PLEASE CONTACT

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