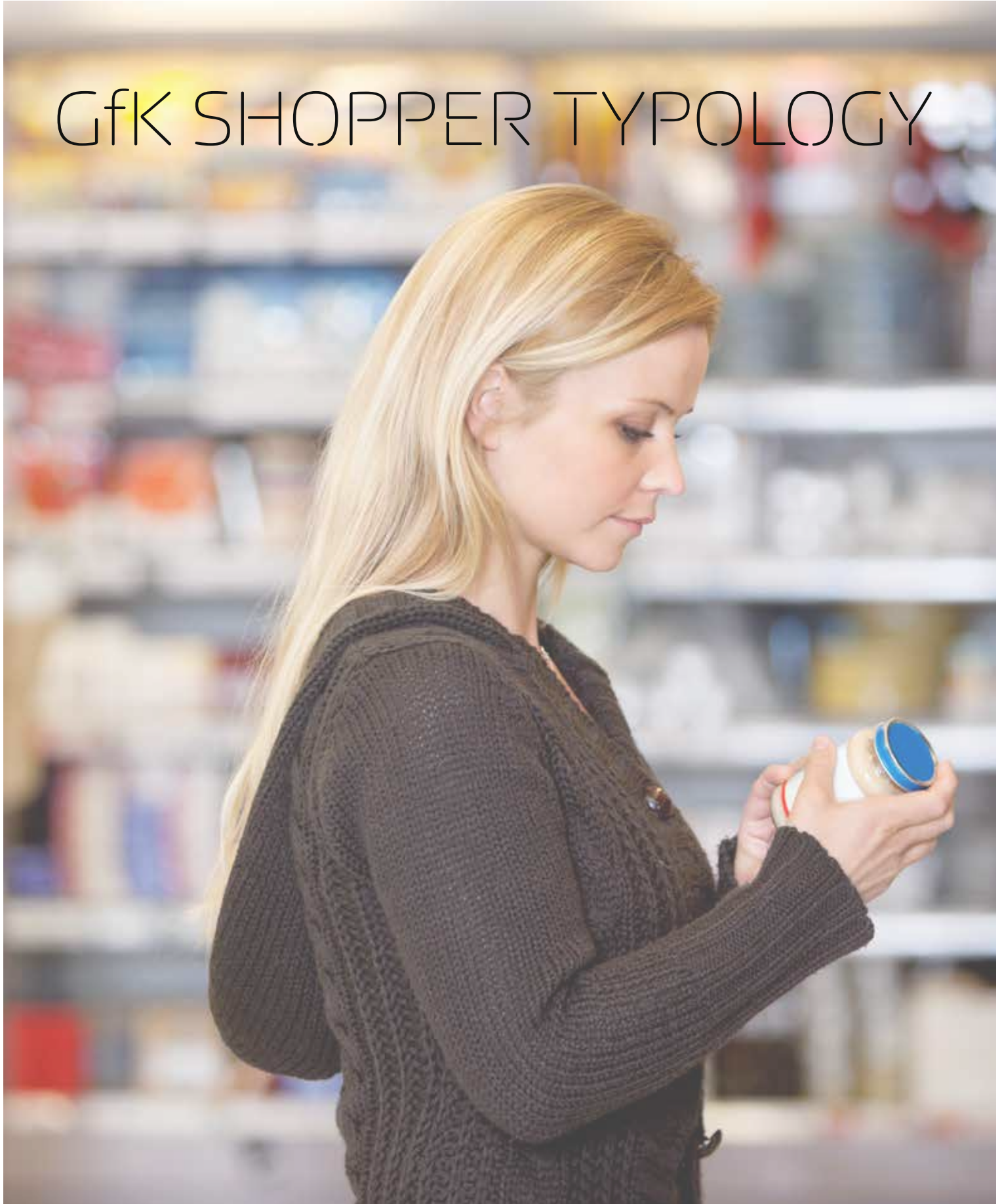


GfK SHOPPER TYPOLOGY



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GfK Shopper Typology is a syndicated study offering comprehensive segmentation of shoppers on the FMCG market. GfK Shopper Typology follows 5 shopper types, their shopping style, drivers and decision making process, preferred shopping place by format and by chains, loyalty to retailer, sociodemographic profiles and market potential.

The study monitors for particular shopping types

- » attitudes towards shopping, what shopping means to them
- » key factors for the choice of a store
- » expectations from a store
- » shopping style
- » preferred shopping place by formats, by chains
- » market potential and purchasing power in the segment
- » attitude towards national and regional grocery products
- » usage of leaflets
- » basic socio-demographic characteristics



5 Shopper types

- » "quality for family"
- » "volume & bargain"
- » "cheap & close"
- » "habit"
- » "fast!"

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)

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