

Shopping Triggers 2018

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 **GfK 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 2018



FOR MORE INFORMATION, PLEASE CONTACT

Pavel Cabal | pavel.cabal@gfk.com | +420 251 117 549
or visit www.gfk.com/cz