

GfK FMCG eSHOPPING 2016



GfK FMCG eSHOPPING 2016

GfK FMCG eShopping is a syndicated study offering comprehensive analyses of the Czech consumers shopping behaviour when buying fast moving consumer goods over the internet. GfK FMCG eShopping follows e-penetration of particular FMCG categories, motivation to shop FMCG over the internet, reasons for particular e-shop choice, awareness and image evaluation of e-shops.

Monitored categories

- » food
- » non-alcoholic beverages
- » alcoholic beverages
- » drugstore items
- » cosmetics
- » perfumes
- » OTC medicament, vitamins, supplements
- » mother and child care
- » pet supplies

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 is issued in December 2016
- » the study is available both in hard copy and on CD

Shopping for categories

- » strength of category
- » frequency of shopping for categories
- » the most frequently shopped goods from given category on the internet
- » spending on categories

Shoppers / „Refusers“ profiles

- » shopping behaviour on the internet
- » preferences for delivery and payment of goods
- » profile of shoppers and „refusers“ of shopping category on the internet

Decision-making process

- » preferred place for shopping category on the internet
- » reasons for choice of internet store for shopping
- » positives and barriers of shopping the category on the internet
- » influences on decision to shop the category

FOR MORE INFORMATION, PLEASE CONTACT

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