

# GfK FURNITURE 2018





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GfK Furniture is a syndicated study offering comprehensive analyses of the Czech households shopping behaviour when buying furniture and home furnishings. GfK Furniture study follows trends in shopping motivators development, in format and chain preferences, in chain awareness and their image evaluation.

## Shopper:

- » shopping behaviour and decision making process
- » average spending by categories
- » internet shopping and instalment payments

## Retail structure and chain performance:

- » chains awareness
- » preferred chains by categories
- » loyalty to chains

## Chains profiles

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



## Monitored categories:

- » dining tables and chairs
- » rugs and carpets
- » chest of drawers, bed tables
- » bathroom furniture
- » boxes, bins and baskets
- » complete kitchens
- » pots and pans
- » bed linen
- » mattresses
- » furniture for a home office
- » furniture for babies, toddlers and children
- » living room storage
- » wall decoration
- » lighting
- » sofas, sofa beds and armchairs
- » beds
- » quilts and pillows
- » wardrobes
- » textiles and fabrics
- » secondary storage
- » outdoor furniture

## Availability and price of the report

- » price of the first copy (CZ or ENG version)  
is CZK 89,900,- (excl. VAT)
- » price of other language option (CZ or ENG version)  
is CZK 4,000,- (excl. VAT)
- » the Czech version of the study is issued in December 2017, the English version is issued in January 2018

FOR MORE INFORMATION, PLEASE CONTACT

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