


GfK Health & Beauty 2016

A close-up photograph of a woman with light brown hair and green eyes, smiling. She is applying a white cream to her right cheek with her index finger. A small jar of the cream is visible in the bottom right corner.

Body care (hand creams, body milks, tanning creams, etc.)
Skin care (facial creams, facial masks, skin cleansing, etc.)
Shower gels and soaps
Hair care (shampoos, styling, etc.)
Hair colours
Fragrances (perfumes, toilet waters, etc.)
Deodorants, antiperspirants
Decorative cosmetics
Ladies' shaving and depilation
Men's shaving
Baby care

STUDY FOCUSED ON SHOPPING COSMETICS AND FRAGRANCES

The syndicated report by GfK Health & Beauty 2016 sets the goal to provide a comprehensive analysis of not only the offer but specifically the demand side of the Czech market with cosmetics and fragrances. It maps in detail attitudes, consumer and shopping behaviour of customers regarding their buying cosmetic products, their awareness and preferences of distribution channels and chains, shopping for particular assortment categories. Typology of customers who buy cosmetics is an inseparable part of the report.

Customers and their segmentation

- » distribution customers into segments based on shopping attitudes
- » sociodemographic characteristics of customer segments

Consumer behaviour

- » use of personal services
- » hair colouring, make-up, skin care
- » drivers / attitude
- » satisfaction with one's looks

Shopping behaviour

- » shopping attitudes
- » shopping "missions"
- » overall spending on cosmetics and fragrances
- » shopping on the internet vs. brick & mortar shop
- » "touchpoints" / triggers to buy
- » emphasis on quality / ingredients when choosing

Retail channels / chains

- » awareness – spontaneous, prompted
- » active awareness, main shopping places
- » trust, chain image
- » strength of categories in chains
- » internet shopping

Shopping for assortment categories and products

- » 11 assortment categories, up to 40 products
- » shopping / use frequency
- » shopping "missions" typical for assortment categories
- » expected properties, preferred brands
- » usual spending on products
- » preferred chains, main shopping places

Availability and price of the report

- » price of the first copy (CZ or ENG version) is CZK 89,900.- (excl. VAT)
- » price of other option (CZ or ENG version) is CZK 4,000.- (excl. VAT)
- » the study is issued in December 2016
- » the study is available both in hard copy and on CD

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