

A close-up photograph of a car's interior, focusing on the driver's side. A hand is shown gripping a black manual gear shift knob with a silver H-pattern and numbers 1-5. The background shows the steering wheel, dashboard, and center console with a radio screen and buttons.

# GfK PETROL STATION FMCG SHOPPING 2017

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GfK Petrol Station FMCG Shopping is a syndicated study offering comprehensive analyses of the Czech consumers shopping behaviour when buying fast moving consumer goods in petrol stations stores. GfK Petrol Station FMCG Shopping follows penetration of particular FMCG categories, decision making process and purchased brands, shopper profiles, reasons for petrol station choice.

## Categories monitored

- » NON-ALCOHOLIC BEVERAGES (cola-flavoured drinks, soft drinks, plain waters, flavoured waters, juices, energy drinks, ice coffees, ice teas)
- » BEER
- » COFFEE
- » BAGUETTES
- » CONFECTIONERY (chocolate bars, chewing gums, biscuits and wafers, sweets, muesli bars, tablet chocolate)
- » SAVOURY SNACKS
- » CIGARETTES
- » ICE-CREAM
- » REFRESHMENT

## Petrol station chains profiles

- » chain strength
- » shopping frequency
- » reasons to choose a petrol station
- » petrol station awareness nad visit rate
- » shopping and spending
- » customer evaluation of petrol stations
- » shopping missions and purchased categories
- » purchased brands
- » place to buy refreshments when travelling
- » shopping behaviour
- » profile of shoppers

## Profiles of FMCG categories

- » category strength
- » shopping missions and other purchased categories
- » spending on the category
- » decision making process and purchased brands
- » place to buy refreshments when travelling
- » reasons to choose a petrol station
- » petrol station awareness nad visit rate
- » shopping behaviour
- » profile of shoppers

## Availability and price of the report

- » price of Czech version is CZK 89.900,- (excl. VAT)
- » czech version of the study is issued in January 2017
- » the study is available both in hard copy and on CD

FOR MORE INFORMATION, PLEASE CONTACT

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