



# GfK SUPERMARKET, DISKONT & HYPERMARKET 2018

ALBERT SUPERMARKET  
BILLA  
COOP  
TESCO SUPERMARKET

COOP DISKONT  
LIDL  
NORMA  
PENNY MARKET

ALBERT HYPERMARKET  
GLOBUS  
KAUFLAND  
TESCO HYPERMARKET

# GfK SUPERMARKET, DISKONT & HYPERMARKET 2018

GfK Supermarket, Diskont & Hypermarket is a syndicated study offering - annually since 1998 - comprehensive analyses of supermarkets, discounters and hypermarkets in Czechia. This study monitors chains expansion, chains preferences, share of chains on the FMCG main shopping place, consumer evaluation and reasons for store choice.

## Shopper:

- » shopping behaviour
- » decision-making process
- » profiling
- » retail brands awareness

## Retail structure and chain performance:

- » market importance of formats
- » preferred chains
- » loyalty to chains
- » chain performance (shopping frequency, shopping basket)

## Chains profiles:

- » chains evaluation (price, assortment, quality ...)
- » reasons for chains selection
- » profile of chains' customers
- » chains expansion

## 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)
- » Czech version of the study is issued in June 2018 and English version in July 2018
- » the study is available both in hard copy and in electronic format



FOR MORE INFORMATION PLEASE CONTACT

**Pavel Cabal** | [pavel.cabal@gfk.com](mailto:pavel.cabal@gfk.com) | +420 251 117 549  
or visit [www.gfk.com/cz](http://www.gfk.com/cz)