



GfK PULSE 2019

Your business barometer

From 2014, GfK Pulse has helped clients across industries stay in touch with the context in which their markets develop

We make sense of the key economic developments and events in order to show you their impact on consumer markets

GfK PULSE

is a **TOP LEVEL SUPPORT MATERIAL** (conceived for board of directors, CEOs) aiming to **OFFER CONSULTANCY** in **UNDERSTANDING** the **LOCAL MARKET** context and development.

contains **monthly / quarterly data** on **various markets** showing the context for consumer and shoppers' trends.

Macroeconomic Indicators

- GDP
- Inflation (food, services)/ consumer price index,
- Investments,
- Unemployment rate, number of employees,
- Retail turnover,
- Monetary market.

Consumers

- GfK Consumer Confidence Index in Romania versus European mean (CCI detailed for each indicator),
- Salaries
- Household incomes
- Population savings,
- Private non-compulsory pension contributions,
- Total amount of loans (population).

Specific Markets

- Loans and savings usage (GfK FMDS),
- GfK TEMAX Index evolution,
- FMCG Index evolution,
- Trade structure evolution (Household panel)

Big Events

- Media Climate
- Business Climate
- Legislation
- Political Climate and Decisions



How

- GfK data (custom research & consumer panel, retail & technology, FMDS)
- Public indicators (macroeconomic, INSSE)
- Desk research

When

- Quarterly updates (according to the availability of macro-economical data)
 - Q1-19 – first day of June 19
 - Q2-19 – first day of September 19
 - Q3-19 – first day of December 19
 - Q4-19 – first day of March 20
- One year subscription

Deliverables

1. Executive summary
2. Detailed report - Power Point format

Investment

- 2.900 € (+ VAT) for four quarters in 2019 (macro level)
- 4 quarterly invoices



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