

A close-up photograph of a person's hand holding several brown paper shopping bags. The hand is wearing a dark sleeve. The background is a blurred green, suggesting an outdoor setting. The text is overlaid on the left side of the image.

# SHOPPING FMCG – Your comprehensive guide to consumer, shopping, and retail trends



# Shopping FMCG

Multi-client study based on the analysis of real purchases using a unique perspective provided by the GfK's continuous consumer panel survey in the Czech and Slovak Republics. The study provides insight into many areas of the countries' FMCG markets and economic situation with primary focus on key shopping behaviour and retail trends.

## Content of the study:

### Macroeconomic trends and market environment

- » Overview of key macroeconomic indicators

### Consumer and shopping trends

- » Shopping behaviour and its structure
- » Change in shopping behaviour as a reaction to the development of products prices
- » KPIs driving purchase behaviour development

### Shopping basket

- » Shopping missions
- » Importance of macro-categories
- » Categories with the biggest share of promotions and private labels
- » Importance of categories across different purchase channels
- » Analysis on the level of a selected category

### Retail environment

- » Strength of key distribution channels including traditional, online or alternative distribution channels
- » Development of purchase channels and chains
- » Key indicators which drive the development of purchase channels: number of buyers, information on buyer expenditure, loyalty / share of expenses, importance of macro-categories purchased, importance of regions
- » Household expenditure switching between retail channels over time
- » Importance of online shopping in FMCG
- » National retail chain market shares on household purchases
- » Focusing on key chains and reasons for their development including identification of high potential categories for top chains



### Shopper Management

- » Shopper analysis from the perspective of different life-stages

### Research parameters

- » GfK Consumer Panel – consumer panel continuously monitoring real shopping behaviour of households in the country using a representative sample of 1500 Slovak and 2000 Czech households

### Investment

- » Investment for the complete study:
  - » Slovakia – EUR 3.500,-
  - » Czech Republic – CZK 97.500,-
- » Individual parts of the study can be also purchased separately
- » Available in local language and English
- » Extra fee for the second language version EUR 150,- and CZK 4.200,-
- » Extra fee for personal presentation EUR 250,- resp. CZK 7.000,-

FOR MORE INFORMATION, PLEASE CONTACT

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