

Consumer Tracking

will help you to answer questions such as:

- How big is your market? What is the development in the volume and value of sales?
 - What seasonality does the market exhibit?
 - What position does your brand have and how does it compare with the competition?
 - What position does your brand have and how does it compare with the competition?
 - How successful are your newly launched products on the market?
- Unique information from the consumer panel
- How many households buy your brand? How often? With what intensity?
 - What are the characteristics of consumer groups? Who and where buys and how much do they spend?
 - What is the behaviour of the consumers like? Are they loyal to your brand? With whom do you share their expenditures? Which competitor's share do you decrease, and who attracts your customers in turn?
 - What is the potential of individual retail chains and what is your position there?

Advantages and benefits:

- a stable, representative sample of households
- coverage of all distribution channels (types of stores, chains etc.)
- flexible structure and frequency of reports
- socio-demographic profile of consumers
- analyses of buying behaviour
- analyses of retail chains, data for category management
- Europe-wide coverage, internationally comparable data



Outputs

Market Tracking

Regular **standard reports** offer information **about market size, structure and development, position of individual producers and brands, prices**

- in % of buying households (penetration)
- in purchased quantity (kg, l or pieces)
- in household expenditures (CZK)
- in average price per unit (CZK/kg or l or piece)

All data are broken down by:

- product segments (size and type of package, flavour, fat content etc.)
- regions
- types of outlet
- time periods

Top Lines provide basic information for the whole market.

Consumer Diagnostics

Analyses of buying behaviour and explanation of related phenomena such as:

- target groups - socio-demographic analysis of consumers
- repeat buying
- buying frequency
- heavy buying
- quantity per purchase
- brand duplications
- gain & loss (in relation to competitors)
- brand switching
- buyers migration
- brand health check

CatmanGuide

A GfK tool for category management that helps optimize the range of products, prices and sales promotion in cooperation between the supplier and the vendor:

- performance assessment of a category (*category assessment*) in the retail chain by volume, penetration, buying frequency, loyalty, closure rate etc.
- determining the target consumer groups (*category strategies*)
- range and price optimization (*category tactics*)

Category management also includes analysis of market shares in retail chains (*key account analysis*).

If interested, please contact us:

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