

Ukraine

Kyiv residents are fond of sports brands

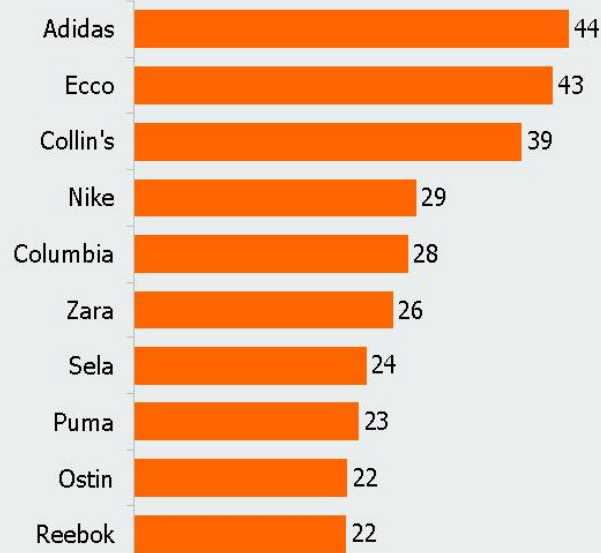
People in Kyiv prefer sports or casual brands when buying clothes and shoes. These are the results of the survey that GfK Ukraine conducted for Colliers International.

44% of Kyiv residents mainly make their purchases of clothing and shoes in shopping centres. Open markets are in second place, with 31% of respondents choosing them as a place of purchase. Specialist shops for clothes and shoes serve as the primary place of purchase for 16% of Kyiv dwellers.

When choosing clothes and shoes, Kyiv residents prefer sports and casual styles. The particular favourite brand of the residents of Kyiv is Adidas, with 44% of respondents reporting buying clothes and shoes from this particular sports brand.

In conclusion, eight brands amongst the TOP-10 most often bought in Kyiv are brands related to sports or casual wear. The two brands in the TOP-10 which are not related to sports or casual wear are Zara, with 26 % of respondents buying clothing and shoes there, and Ostin which was mentioned by 22% of respondents.

TOP-10 of most often bought brands of clothes and shoes (in 2010)





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