

GfK Ukraine has launched a new panel

In focus – motor tyres and oils

In Quarter 1, 2010, GfK Ukraine Retail & Technology, which is responsible for non-food products retail auditing, has launched a new panel aimed at studying motor tyres and oils markets.

The task of a new panel is to satisfy the market needs in reliable data on motor tyres and oils retail sales in Ukraine. The research methodology of these product groups coincides with the general principles of the Retail & Technology department's work: the data is collected in the end-user POSs. The Census of POSs was made in April 2009 for the cities with the population of more than 100K people (45 cities in total).

After the launch of the Automotive Panel in German in 1972, GfK has expanded geography of this study by 13 countries worldwide. The similar Panel also operates in France, UK, Russia and other countries. Ukraine is fourteen in this list.

"The economic situation in Ukraine had a very negative impact on car sales in 2009. However, the percentage of owning private vehicles is quite high. So, international and national manufacturers devote much attention to the Ukrainian market of motor tyres and oils. Analysis of data collected based on our panel will help them make important decisions on development of their business in Ukraine, – reports Andriy Osadchyy, Senior Expert of Motor Tyres and Oils Market, GfK Ukraine.

GfK Ukraine

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