



Ukrainians are satisfied with large retailers most of all

- **Ukrainians increasingly prefer modern retail channels for buying food and nonfoods FMCG products: 73% of buyers shop in hypermarkets, supermarkets, or small self-service shops.**
- **The most popular retail chain is "ATB-market" with 14% of Ukrainians considering it their first-choice outlet.**
- **Convenient location, acceptable prices, and wide range of products are main reasons for choosing an outlet.**
- **Leaders in general customer satisfaction are "Karavan", Auchan, and METRO.**

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These are the results of the Retail Study in Ukraine, which was conducted by GfK Ukraine in November-December 2009.

Large retail chains are main shopping places for Ukrainians

According to 2009 results, "ATB-market" retail chain significantly strengthened its positions and kept its leading position: 14% of the respondents consider it to be their main shopping place, that is 5 p.p. more compared to 2008. The "ATB-market" holds sway in the Eastern and Central regions of the country.

Second place is occupied by "Silpo" retail chain, which is preferred by 11% of Ukrainians (compared to 8% in 2008). This chain is the most popular in Kyiv and Western region. "Siplo" is followed by "Amstor," "Furshet," METRO and "Velyka Kyshenya" with a minimal gap between them (each chain is preferred by 5-7% of Ukrainians).

Overall, 73% of Ukrainians named hypermarkets, supermarkets, or small self-service shops as their preferred shopping choices in 2009, which is 5 p.p. more than in 2008. Regular open market/bazar remains the choice of 17% of Ukrainians compared to 22% in 2008. Buying the most of food products at open markets is observed mainly among respondents from Northern region, while it is the least spread Kyiv dwellers.

Table 1. Shopping places where most shopping takes place (main shopping place), 2009, % of respondents

Shopping place	% of respondents
Supermarket (big food store, 4-15 cash desks)	52
Hypermarket (more than 15 cash desks, greater proportion of non-food items)	17
Market, street trade, stalls, tents, shopping-halls	17
Wholesaler	7
Small self-service store (less than 4 cash desks)	4
Food store with over-the-counter service	2

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How Ukrainians evaluate the performance of retail chains

Among main reasons for choosing a preferred place to do purchases are its convenient location of outlet near home or work (70% of respondents), acceptable prices (38%), and wide range of products (34%).

Among all of the elements of retail chain operation, respondents were most satisfied with working hours, general atmosphere of the store (product placement, cleanness in the outlet), while least satisfied by range of nonfood products and additional services (packing services, free bags). Leaders in general customer satisfaction are "Karavan," "Auchan," and METRO, which proves perspective development of big retail formats in Ukraine.

Additional information

Research of retail trade market in Ukraine in 2009 is based on survey in Ukrainian cities with more than 50 thousand inhabitants. The sample consisted of 1003 randomly chosen respondents. One person in a given household responsible for making everyday purchases of food and non-food FMCG products was chosen as a respondent. Maximum statistical error is 2.9%.

The survey was conducted in November-December 2009.

Survey method is computer-based telephone interview.

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