

GfK. Growth from Knowledge
GfK Ukraine - Consumer Tracking

Ukrainian Retail 2009



GfK

GfK Consumer Tracking

Observing and understanding the consumer
Business Information Services for Consumer Goods

If you want to ensure you make right marketing and sales decisions, it's more important than ever to understand consumer behaviour.

Our mission:

To provide clients with comprehensive consumer insights.

Content – PART 1

3

1. MACRO-ECONOMIC DATA IN GENERAL

- general statistical information on Ukraine (census 2001)
- main macro-economic indicators of Ukrainian economy 2000-2008

(GDP growth rate, GDP per capita, inflation rate, unemployment rate)

- basic macro-economic indicators (2006-2008)
- distribution of households' expenditures (2002-2007)
- net wages and growth rate (2002-2008)
- average wages 2003-2008
- regional distribution of salary indices by districts (2008)
- average net salary by sections of activities (2008)
- macroeconomic situation – an overview

2. DISTRIBUTIVE TRADE IN UKRAINE

- basic facts of distributive trade in Ukraine (2000-2008)
- top 10 companies (2008)

Content – PART 2

4

3. RETAIL TRADE MARKET

(source: GfK Consumer Tracking)

3.1. KEY ACCOUNTS

- top 10 key accounts in Ukraine 2006 – 2008, 1Q2008, 1Q2009
 - major players changed position in 2008 → some lost, some gained share
- top 10 key accounts in Ukraine – distribution by regions (2007-2008)
- basic information on key accounts (2008)
 - (territorial presence, store formats, number of outlets, loyalty programs, private labels)
- market concentration across the region (2008)
- Top 3 key accounts' share across the region (2008)

3.2. OUTLET TYPES

- market structure by outlet types 2005-2008, 1Q2009
- trade channels – Year-on-Year, Value % Change (1Q2008-1Q2009)
- market share decomposition model (2008)
- importance of each outlet type within particular region (2006-2008)
- purchasing structure by regions (2008)
- outlet types structure by demographic criteria (2007-2008)
- purchasing habits by outlet types (2008)
- structure of basket categories by outlet types (2007-2008)
 - (Food, Beverages, Personal Care, Home Care)
- average weight of purchase of basket categories by outlet types (2008)
- purchasing habits by days of week (2006-2008)

Content – PART 3

5

3. RETAIL TRADE MARKET

3.3. PRIVATE LABELS

- share of private labels (2008)
- private labels across the region (2008)
- selected categories with high shares of private labels (2008)

4. UKRAINIAN RETAIL TRADE OVERVIEW

- short summary

Cost

Cost : 27 985 UAH (+20% VAT)

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