

GfK Bulgaria Financial Market Research

Global expertise – local knowledge



Not just a data base: a complete solution-oriented consultancy

In line with country development and growing customers needs for financial services, Bulgaria is facing rapid expansion in financial sphere. Therefore, there is a need for functional instrument that will deliver basic information facilitating the easiness and instant orientation on the financial market.



GfK Group as the no. 1 provider of financial research in the region of Central and Eastern Europe, has developed instrument IMDS® which offers overview of the current situation of the insurance market as well as long-term trends.

GfK Bulgaria IMDS Project

Tracking data twice per year of the Bulgarian insurance market covering a wide spectrum of subjects

Survey design:

A national-wide representative survey/Omnibus among 1000 Bulgarians aged 15+ years old

Main survey indicators:

- Awareness of the insurers in Bulgaria
- Advertising effectiveness
- Insurance products used (life/ non-life products)
- Intentions for using insurance products in the near future
- Image of insurance companies
- Expectations toward insurance companies
- Sources of information about products and companies etc.

Output:

PowerPoint Report (available either in Bulgarian or in English)

Costs for 2009: upon request

An extra offer for IMDS 2008 back data

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