

In Between Traditional and Modern Trade

The Bulgarian households are more and more exposed to the modern trade.

The consumers' aspirations are changing but their revenue is still limited.

In this particular environment, discover the 2011 retailers' performances and what will be 2011 challenges facing retailers and producers to stay in touch with the Bulgarian new shopping behaviors.

A unique mix of GfK data on retailers and shoppers

The barometer will cover all the aspects of the Bulgarian Trade Market:

1. The Bulgarian environment

- The economical environment
- The changes in the Bulgarian shopping behaviors

2. The Outlet types

Which types of outlets do the customers select and prefer?

- Why? The factors of choice
- How? Frequency of purchase, average purchase...

3. The Retail chains

- Their performances (Share of market, penetration, loyalty...)
- The consumer attitude (awareness, choice, evaluation...)
- Their marketing instruments (Leaflets, promotions, Private Labels)

4. Retail chains' focus

For the major retail chains, a complete evaluation of the 2010 performances and 2011 opportunities

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