



Poland

The Economic Crisis and Consumer Behaviour in Poland

“Changes in the Polish buyers’ shopping behaviour” was the title of January’s “Morning with the GfK Panel” (“Poranek z Panelem GfK”) quarterly conference organised by GfK Polonia Consumer Tracking.

During the meeting, which was held on 14 January 2009, GfK Polonia presented its data showing that, despite the symptoms of economic slowdown, Polish families are not spending less money on food, personal care and household products.

Increased purchase value

Between December 2007 and November 2008, Polish households spent nearly 12 per cent more money on FMCG than in the corresponding 2006/2007 period. It also appears from the data gathered as part of the GfK Polonia Household Panel survey that Poles do not cut back on the quality of the products they buy. Between January and November 2008, just as in the comparable period of the preceding year, the share of premium brands in the total FMCG market represented 4 per cent. The downtrading/uptrading ratio value is also positive, which means that between January and November 2008 Poles tended to buy more expensive articles than in the corresponding period of the preceding year.

Poles talk about the crisis

At the same time, it appeared from the survey commissioned from GfK Polonia by the Rzeczpospolita daily in October 2008 that 45 per cent of the respondents were afraid of the effects of the crisis. In this group, 83 per cent were afraid of price rises, 61 per cent were scared of rising loan interest and 51 per cent that their purchasing power would be lower, whilst 45 per cent of the respondents did not see any risk of losing a job, and the same percentage was not afraid of losing their savings.

“Morning with the GfK Panel”

The “Morning with the GfK Panel” focusing on the crisis was attended by some 50 representatives of businesses from the FMCG sector, representing manufacturers, distributors and traders. GfK was represented by Monika Hasslinger-Pawlak and Ewa Romańska of the Consumer Tracking department, who presented the data. The following experts were present: Ms Anna Giza-Poleszczuk, PhD, of the Warsaw University Institute of Sociology and Ms Anna Nalazek, the President of Intuition Polska, a company specialising in consumer trends and brand management.

The “Morning with GfK Panel” quarterly conferences are geared towards marketing, trade marketing, and market research specialists within the FMCG industry. The goal of these meetings is to present the latest consumer trends and to exchange knowledge and experiences.

During the first meeting entitled “Bio, fit, wellness – fashion or trend?”, which was held on 8 October, GfK Polonia presented its household panel survey results on healthy foods and a healthy lifestyle.

The next “Morning with the GfK Panel” will be held on 22 April and will have its focus on outlet shopping.



Contact:

Katarzyna Kossakowska
Client Service Manager
Consumer Tracking

GfK Polonia

str. Smulikowskiego 4
00-389 Warszawa
Poland

Tel. +48 (22) 43 41 147

Fax +48 (22) 826 61 31

katarzyna.kossakowska@gfk.com

www.gfk.pl