Keep up with #FMCG market #Trends #Shopping #Behavior Changes

Fast Moving Consumer Trends Report 2019 I Introduction

Fast Moving Consumer Trends Report Overview

UNDERSTAND YOUR CUSTOMERS PURCHASE BEHAVIOR IN FMCG

2018 was a year of great change – some positive, some not so much – that brought both opportunities and challenges for retailers and suppliers. We also saw the implication in FMCG in-home consumption, with 70% of the value growth coming last year from inflation, while up-trade was flat. At this point, there are still opportunities for you to build upon in the current context. You just have to follow the money and the trends. It is essential that you embed this dynamic of the market in every plan you develop and also make it as tailored made as possible. And there are also other major industry themes that are growing in importance like sustainability, food waste, plastic control, digitalization or the new generation of shoppers.

WE ARE THE TRUSTED PARTNER FOR FMCG TRENDS

“I like very much the report, is very useful”

Marketing Manager - FMCG Retailer

“I trust GfK expertise and trends dynamics”

Country Marketing Manager - FMCG Manufacturer

WHAT DRIVES FMCG EVOLUTION

- Shopping behavior (less/more often purchases, higher/lower basket size)
- Basket structure (up-/down-trading)
- Who is changing the most the FMCG purchase behavior?

TRADE SCENE CHANGES

- International Key Accounts Updates (news, stores openings, etc)
- Trade Structure in FMCG
- Top retailers market share development

CATEGORIES EVOLUTION

- Key category segments mapping by size & development
- Drivers behind their evolution (number of buyers, purchase frequency, spend per trip)
- Promotional purchases
- Private Labels development

METHODOLOGY: The primary data used in this report comes from our grocery shopper panel, on which we continually measure the purchasing behavior of 3,000 demographically-representative households in Romania

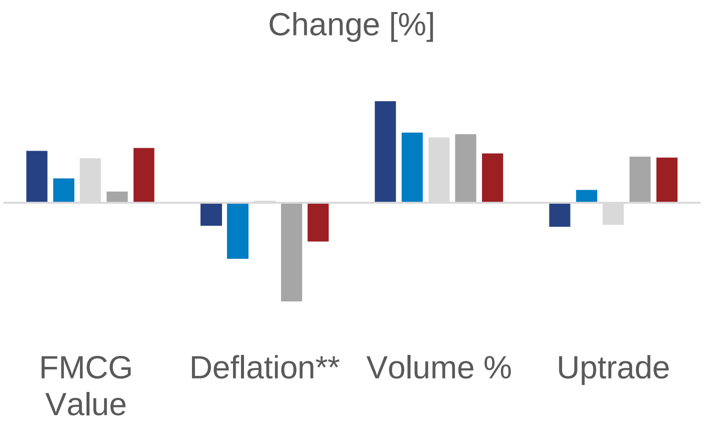
DELIVERY FREQUENCY: One-time (Q1 2019 vs Q1 2018) or Quarterly (2019 vs 2018)

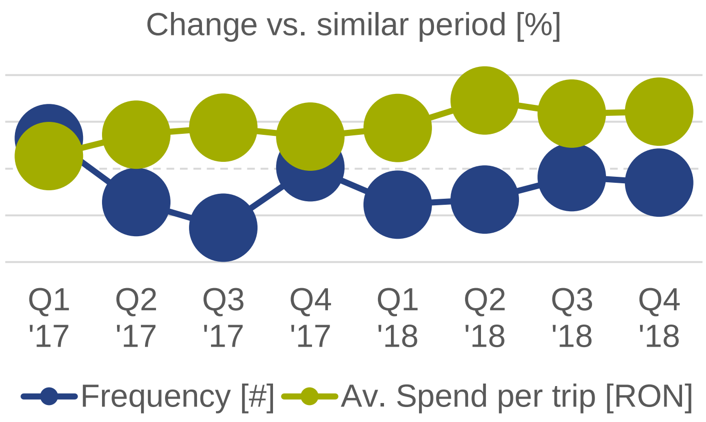
DELIVERY FORMAT: power point report with key insights included I standard output

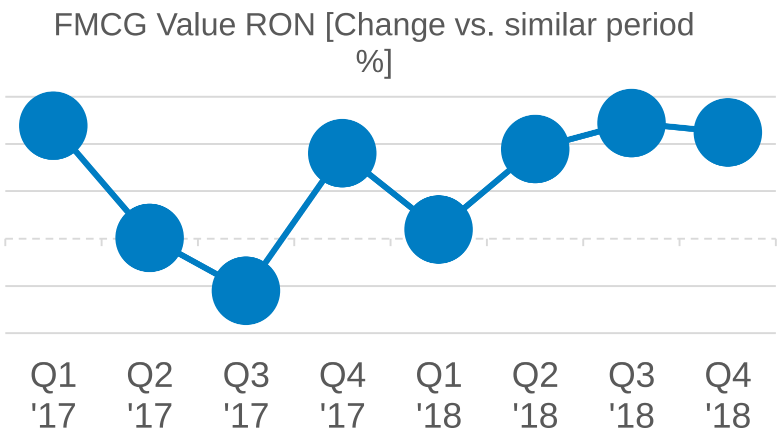
TIMING: Yearly Report – after signed contract; Quarterly Report – 1,5 months after ending period

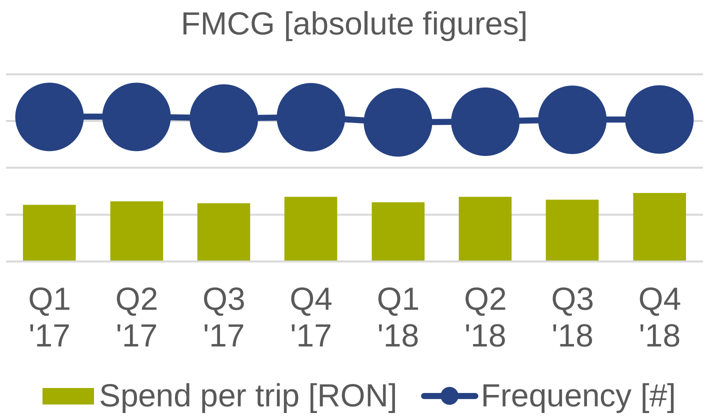
COST: One-time – 1,900 euro; Quarterly Report – 6,500 euro excl. VAT

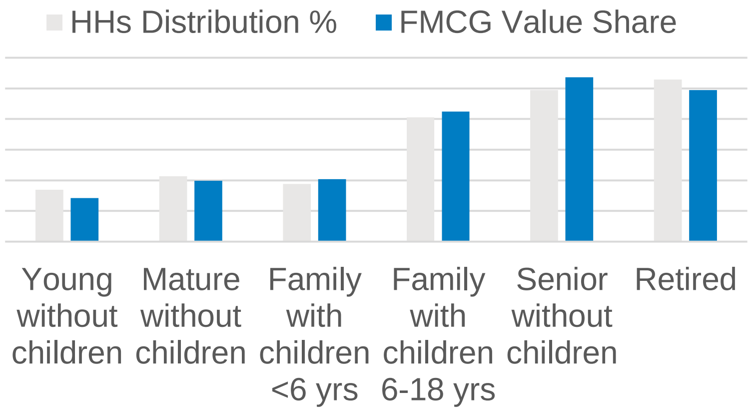
What drives FMCG sales evolution

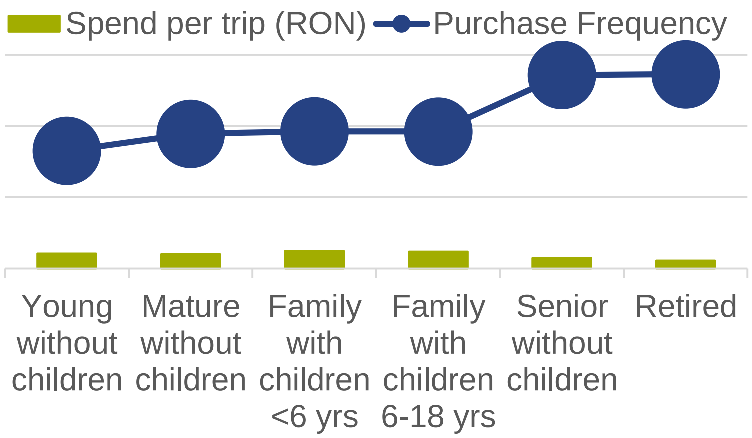




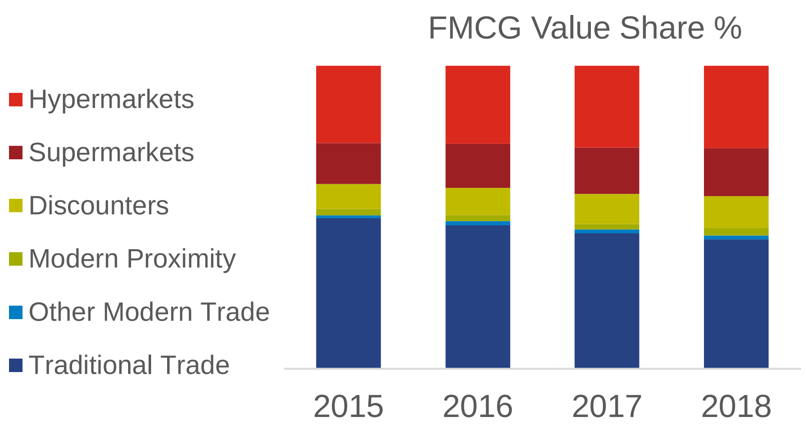


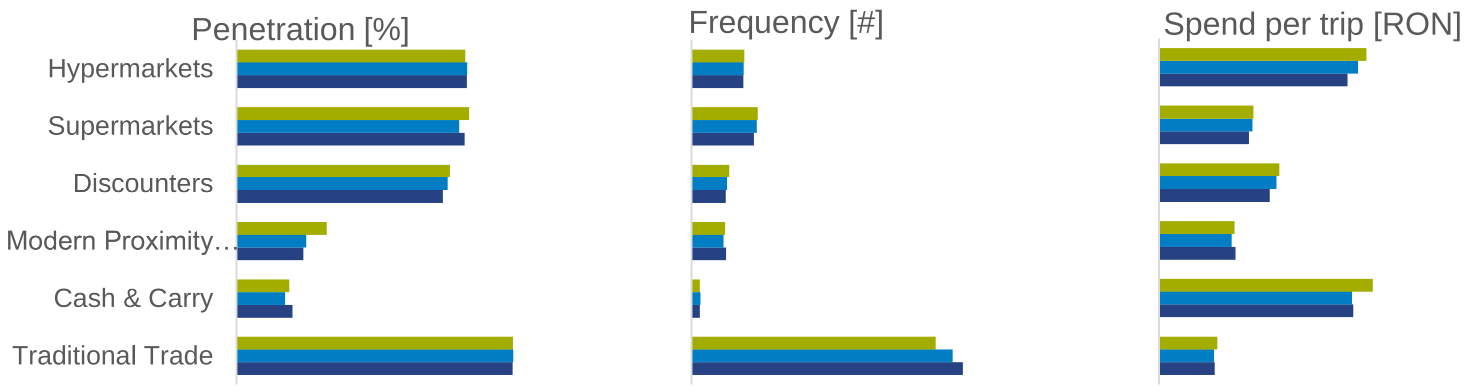


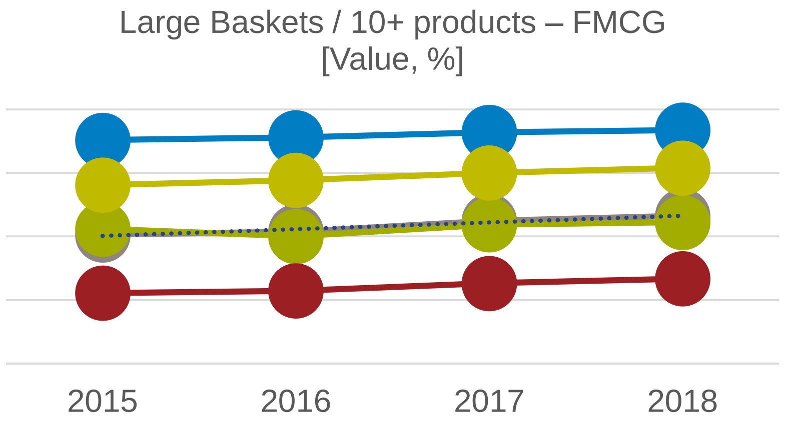


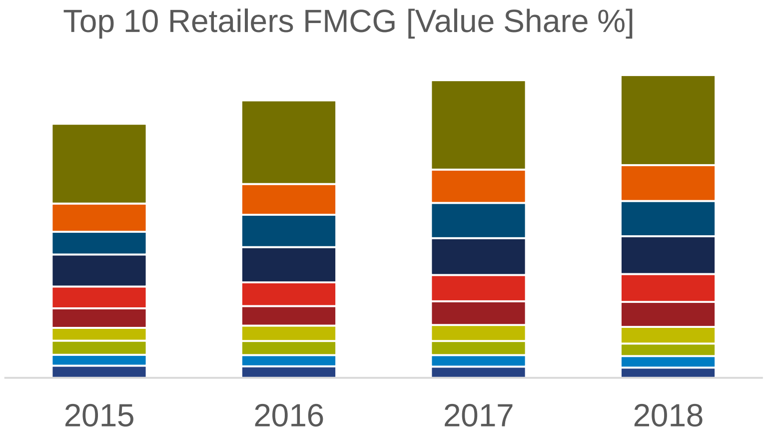


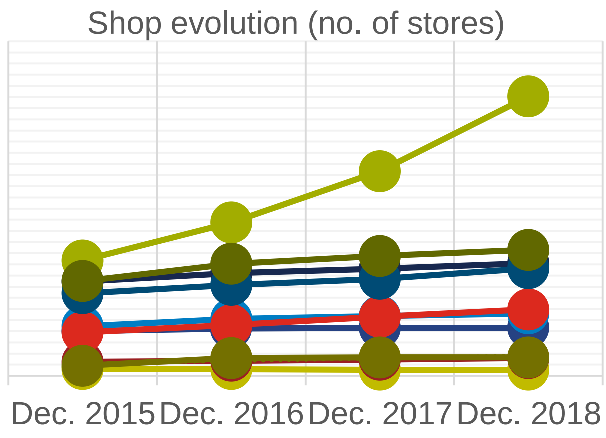
Trade scene changes



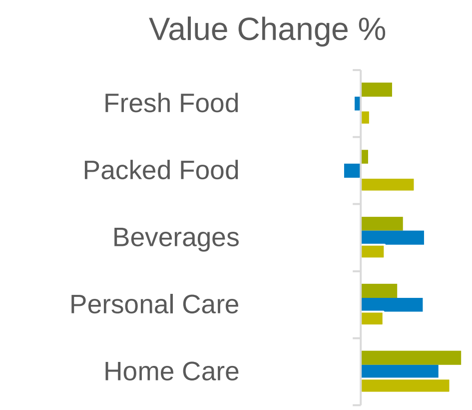


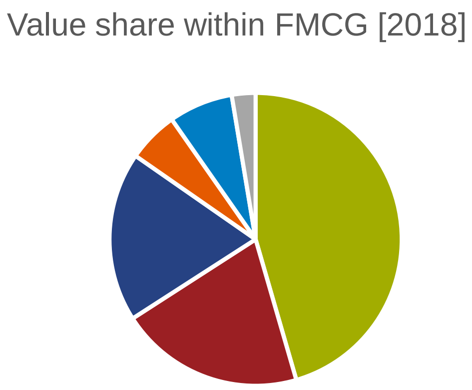


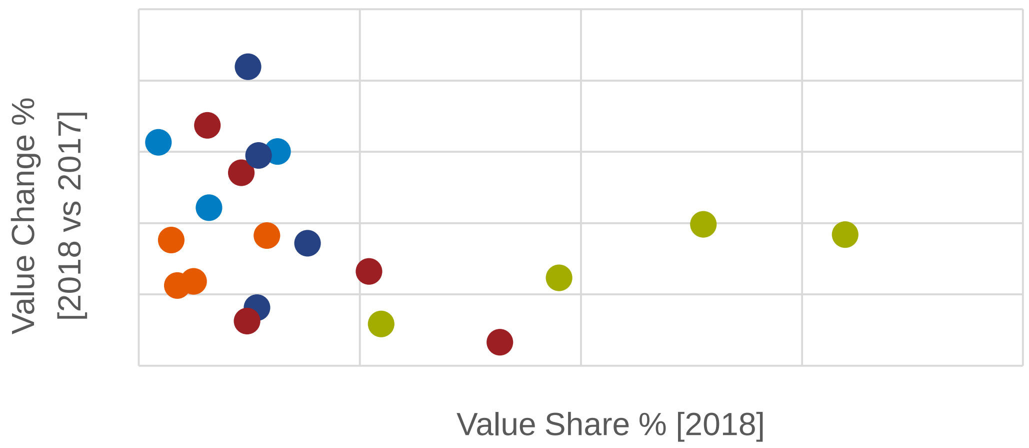


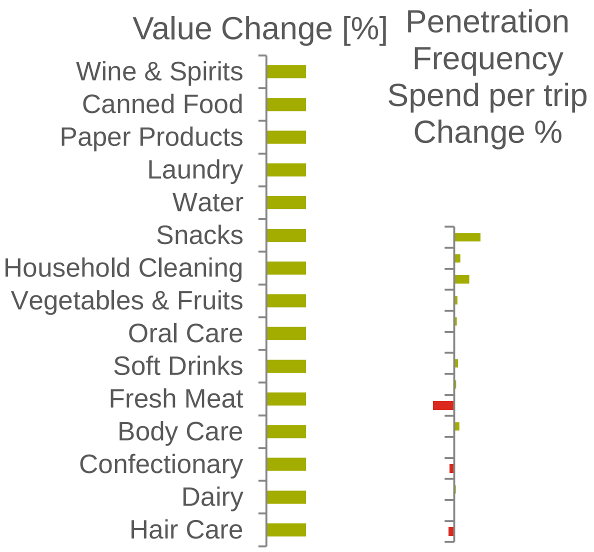


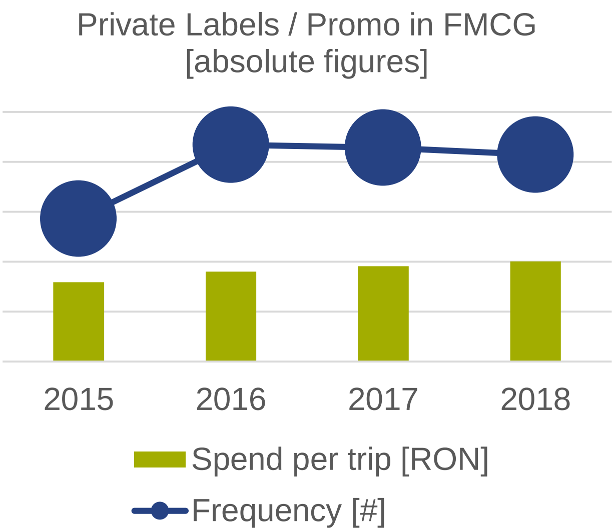
Categories evolution and drivers.

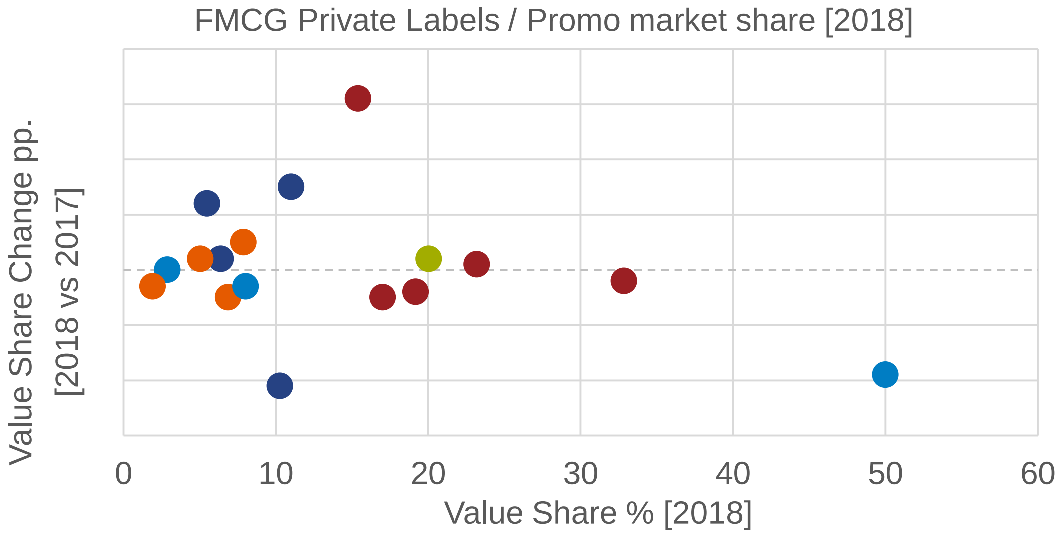












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