

# DO IT YOURSELF 2017

Tools & hardware  
Wood & timber  
Flooring  
Doors  
Windows  
Building materials  
Tiles & paving  
Bathrooms & plumbing  
Paints & varnishes, glues, wallpapers  
Lighting & light fixtures  
Garden tools & technique  
Garden furniture  
Pools & accessories  
Barbecue grills  
Plants & seeds  
Pet food & pet care



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GfK Do-It-Yourself is a syndicated study offering comprehensive analyses of the Czech consumers shopping behaviour when buying DIY goods. GfK Do-It-Yourself follows brands awareness, decision-making process, store choice factors, chains awareness, preferred chains by categories, loyalty to retailer, consumer evaluation (price, assortment, staff, store ambience).

## Shopper

- » shopping behaviour
- » decision-making process
- » profile
- » brands awareness

## Retail structure and chain performance

- » market importance of chain
- » preferred chains
- » chains performance
- » shopping frequency
- » loyalty to chains

## Chains profiles

- » chains evaluation  
(price, assortment, staff)
- » store choice factors
- » chain customer profile
- » chains expansion

## Availability and price of the report:

- » price of the first copy (Czech or English version) is CZK 89,900,- (excl. VAT)
- » price of other language option (Czech or English) is CZK 4,000,- (excl. VAT)
- » Czech and English versions of the study are issued in July 2017
- » the study is available both in hard copy and in electronic format



FOR MORE INFORMATION, PLEASE CONTACT

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