

IN CRISES MODERN RETAIL FORMATS LEAD IN THE CENTRAL AND EASTERN EUROPE

Press release of **INCOMA GfK**:

The results of the project „**SHOPPING MONITOR Central & Eastern Europe 2010**“

The international shopper survey SHOPPING MONITOR Central & Eastern Europe 2010 shows the stable popularity of the modern retail formats in the region despite the economic crises. According to the study, hypermarkets, supermarkets and discounters together are the leading retail channels in the CEE region; 68 % of shoppers claim them as the place where they spend most on their groceries.

In total, 30 % of shoppers in the monitored region claim **supermarket** to be their main shopping place for FMCG and another 25 % of shoppers spend most on food in **hypermarkets**; that represents 44.3 million respectively 37.4 million of shoppers (this numbers include both immediate shoppers and their household members). **Discount stores** represent the main shopping place for grocery for 16 % of the households.

In terms of a particular name of the main shopping place, Kaufland has appeared five times among the TOP 3, Tesco has reached a medal position in four countries, Carrefour, CBA and Penny Market twice.

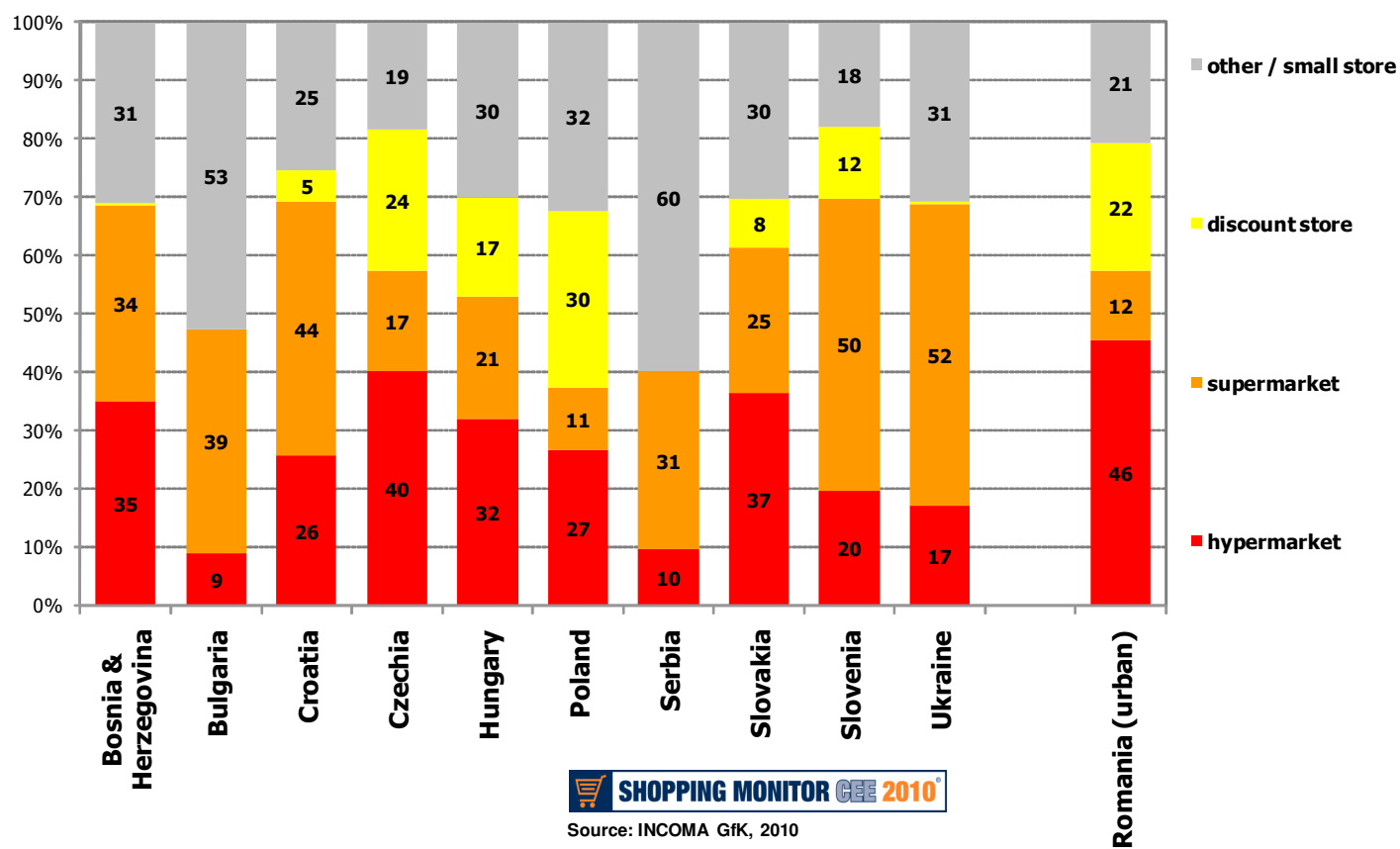
The annual research of population shopping habits and preferences Shopping Monitor CEE 2010 was conducted in 11 countries of the CEE region: Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania (urban population only), Serbia, Slovakia, Slovenia and Ukraine.

For further information you can contact Pavel Cabal or Zdenek Skala, INCOMA Research, contact tel. + 420 251 117 549 or 545, e-mail: cabal@incoma.cz or skala@incoma.cz

Technical parameters of the survey SHOPPING MONITOR CEE 2010:

Authors INCOMA GfK + GfK national offices, representative national survey done in November 2009, personal interviews in households/CATI/CAPI, respondent is the person who does the most shopping in the household; representative sample in each of the countries.

THE MAIN SHOPPING PLACE FOR FOOD IN THE MONITORED CEE COUNTRIES



Technical parameters of the survey SHOPPING MONITOR CEE 2010:

Authors INCOMA GfK + GfK national offices, representative national survey done in November 2009, personal interviews in households/CATI/CAPI, respondent is the person who does the most shopping in the household; representative sample in each of the countries.