

**europa**panel<sup>TM</sup>

the leader in consumer knowledge

Q1 2009

# Consumer Index

## Central and Eastern Europe

Welcome to the Q1 2009 edition of Consumer Index. We hope you find it interesting. Please do not hesitate to contact us if you have any questions or comments.

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GfK

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## Central and Eastern Europe

### Contents

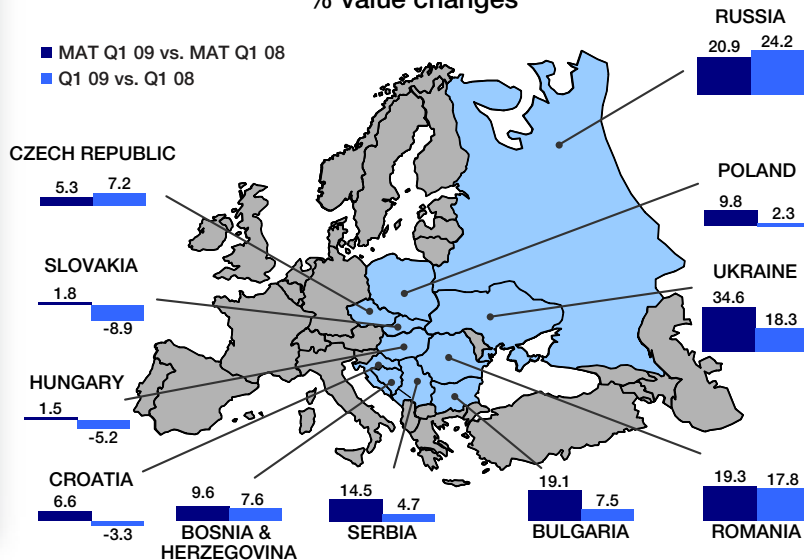
Total Europe – Shopping Behaviour p.2-3

#### Trade Channel and Category Trends:

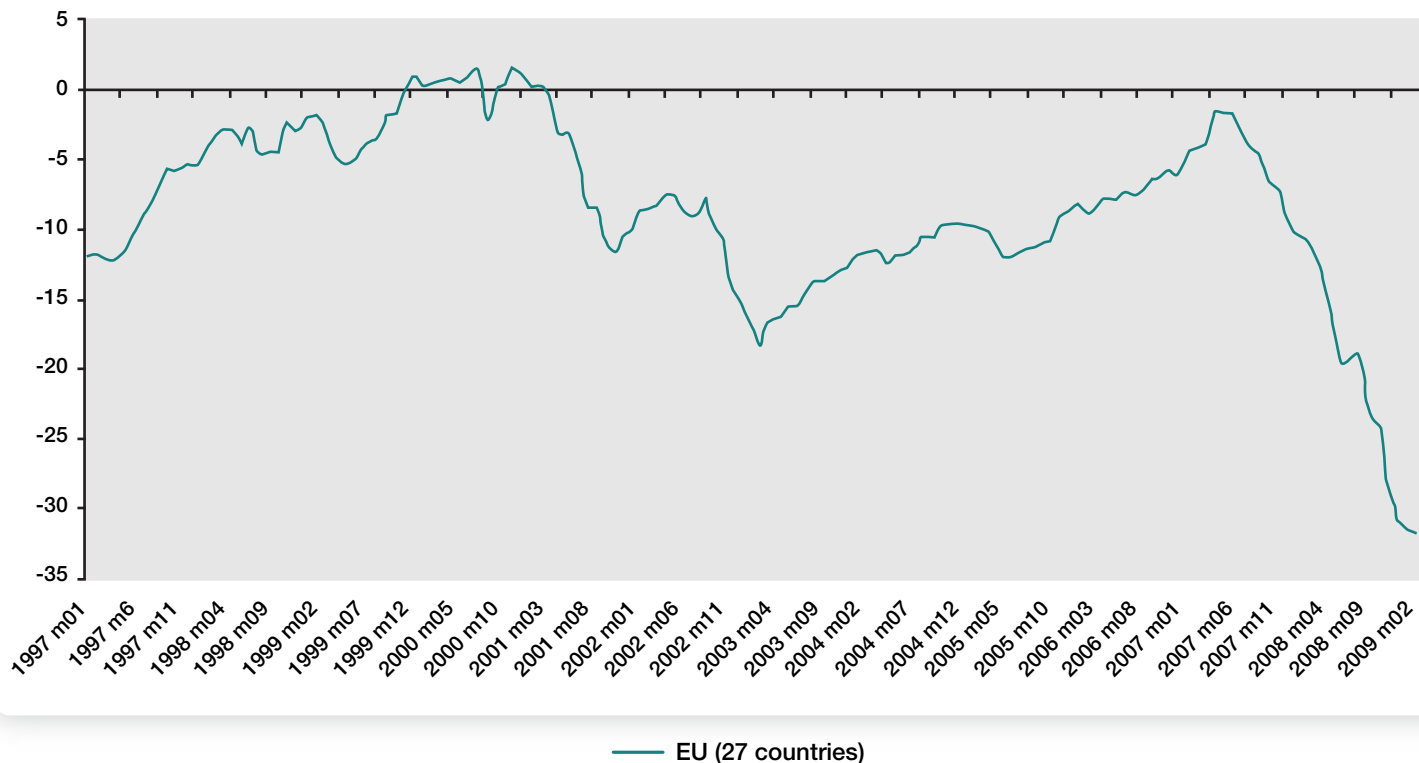
- Bosnia p.4
- Bulgaria p.5
- Croatia p.6
- Czech Republic p.7
- Hungary p.8
- Poland p.9
- Romania p.10
- Russia p.11
- Serbia p.12
- Slovakia p.13
- Ukraine p.14
- Definitions p.15
- Sources and methodology p.16

### Total FMCG Trends

% value changes



### Consumer Confidence



## Overview of Trends

- The FMCG market in general continues to show considerable resilience in the face of the financial crisis. Even in countries where there has been some real decline, recent trends in many cases have been much more positive.
- The reaction of consumers, in terms of their shopping behaviour, has varied considerably from country to country. In some countries we see households shopping less frequently with larger basket sizes. In other countries, it is the opposite with differing impacts on the total market. Greater shopping frequency provides more opportunity to 'impulse buy' whereas reductions in shopping occasions serve to reduce discretionary purchases.
- Down-trading continues in most of Western Europe – to Private Labels and Discounters and through the greater use of promotions. The pace of down-trading has eased in 2009, although the share gains made in 2008 have been retained. Hence there has been a jump in Private Label shares and now, previous growth trends have been resumed – very much in line with previous periods of uncertainty.
- Unemployment could become a key issue and our evidence shows that becoming unemployed or being fearful of this outcome has significant consequences for the buying behaviour of those affected. Naturally the potential impact is very different by category and brand and we will be continuing to monitor these issues.

**Richard Herbert**

Europanel Global Business Development and Insight Director

### FMCG Consumer Dashboard

% Value Change Q1 2009 vs Q1 2008

	Bosnia & Herzegovina	Bulgaria	Croatia	Czech Republic	Hungary	Poland	Romania	Russia	Serbia	Slovakia	Ukraine
Fresh Food	-	-	-	●	-	-	-	●	-	-	●
Chilled Food	●	●	●	●	●	●	●	●	●	●	●
Packaged Grocery	●	●	●	●	●	●	●	●	●	●	●
Frozen Food	-	-	-	●	●	-	-	●	-	●	●
Alcohol	●	●	●	●	●	-	●	●	●	●	●
Soft Drinks	●	●	●	●	●	●	●	●	●	●	●
Personal Care	●	●	●	●	●	●	●	●	●	●	●
Home Care	●	●	●	●	●	●	●	●	●	●	●
Pet Food	-	-	●	●	●	-	-	●	●	●	●

● Grow by more than 0.5%

● Decrease by more than 0.5%

● Grow / decrease by 0.5% or less

- Category not covered



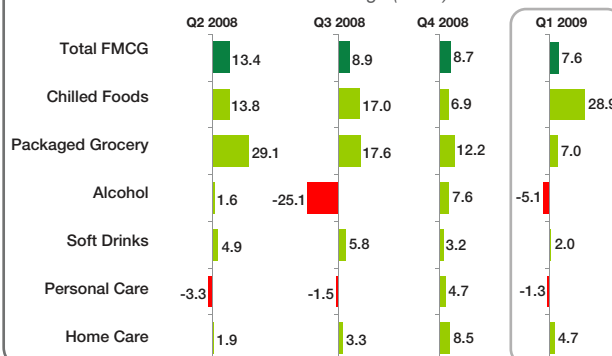
### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value)	NA
Rate of Food Inflation (Value)	NA
Rate of Unemployment	NA
Frequency of FMCG Purchase	+1.5%
Average FMCG Basket Size (Value)	+6.0%

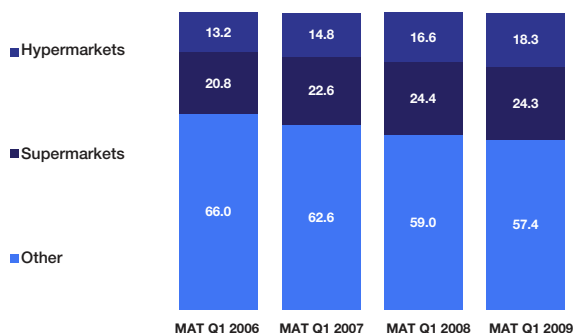
### Bosnia – Category Trends

Year-on-Year % Change (Value)



### Bosnia – Trade Channels

FMCG Value Share



•The channel profile of the FMCG market remains fairly stable. Hypermarkets and Supermarkets managed to retain share with “other channels” (traditional stores) continuing to represent more than half of the Bosnian market.

•Hypermarkets showed the greatest change when compared with the same period last year as they opened new stores and offered a wider range of products to their customers, as well as lower prices.

•The Slovenian hypermarket Mercator took over the Bosnian Omega retailers, with a view to significantly increase its market share

### Bosnia – Trade Channels

Year-on-Year % Change (Value)



Please note:

-Category, channel data and Average Basket size data are based on local currency

-GDP and inflation rates are based on Euro currency

## Bulgaria Q1 2009



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) -3.5%

Rate of Food Inflation (Value) +2.9%

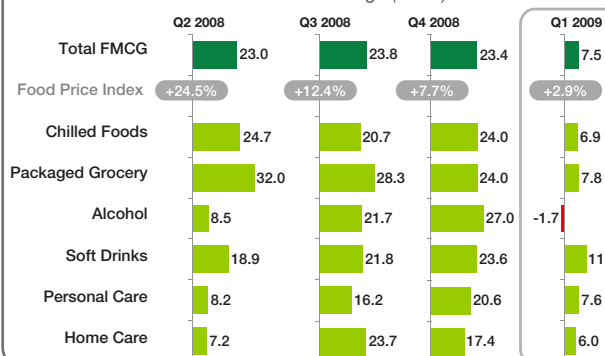
Rate of Unemployment -8.2%

Frequency of FMCG Purchase -5.8%

Average FMCG Basket Size (Value) +11.7%

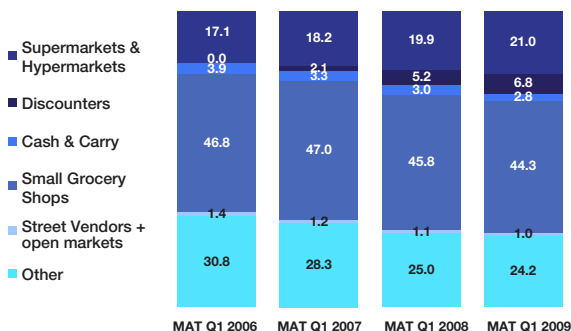
### Bulgaria – Category Trends

Year-on-Year % Change (Value)



### Bulgaria – Trade Channels

FMCG Value Share



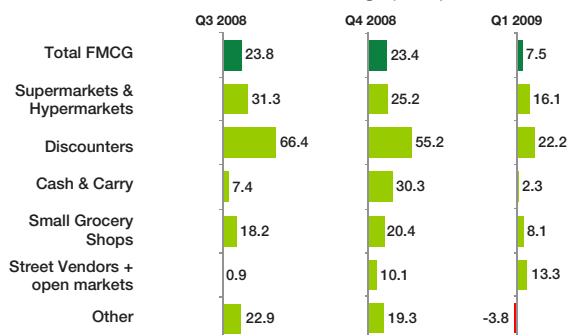
•The share held by Supermarkets and Hypermarkets is growing consistently, driven by further expansion of retailers such as Billa and T-Market, and by the opening of the first Carrefour hypermarket in Bourgas.

•Kaufland's soft discounter market share remains stable. The retailer pre-empted its new competitor Carrefour by opening its next supermarket a few days in advance with aggressive price discounts.

•Further development of the retail sector may be attributed to the forthcoming entry of Penny and Plus as well as Lidl who have started to build their logistic centres near by the capital Sofia.

### Bulgaria – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) +0.2% (Q4 2008)

Rate of Food Inflation (Value) NA

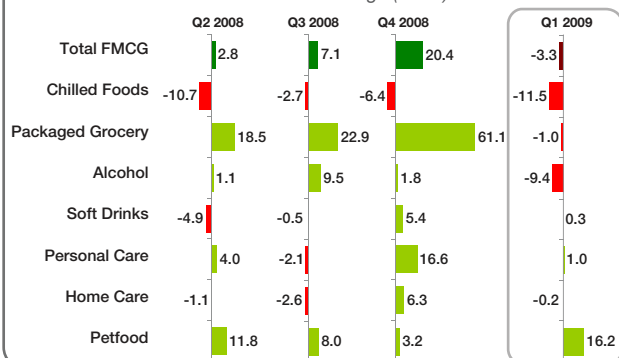
Rate of Unemployment -4.2%

Frequency of FMCG Purchase -10.6%

Average FMCG Basket Size (Value) +8.4%

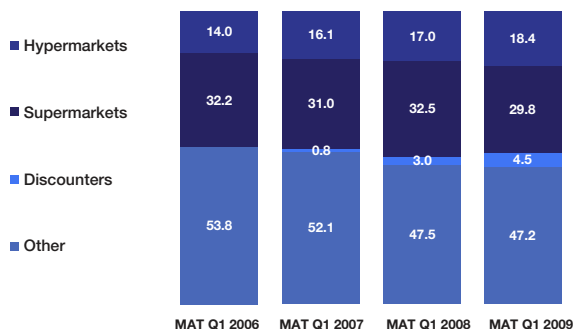
### Croatia – Category Trends

Year-on-Year % Change (Value)



### Croatia – Trade Channels

FMCG Value Share

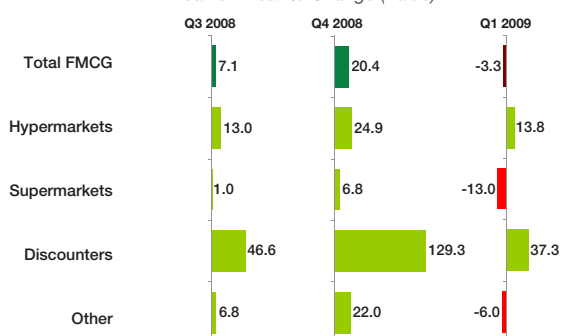


•As expected, the share of Hypermarkets and Discounters increased. Influenced by the ongoing financial crisis, Croatian households are becoming more and more price oriented and are buying on promotions. Hypermarkets and Discounters are winners thanks to wider assortments, lower prices and a lot of promotions/actions.

•In February, the hypermarkets Coop merged with Spar Croatia, in order to stabilize their business activity. Spar is looking at expanding its hypermarkets in the territory.

### Croatia – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency

## Czech Republic Q1 2009



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) -3.3%

Rate of Food Inflation (Value) -1.4%

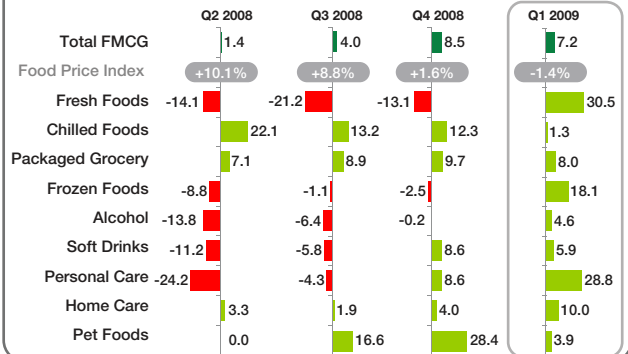
Rate of Unemployment +16.4%

Frequency of FMCG Purchase +11.0%

Average FMCG Basket Size (Value) -4.0%

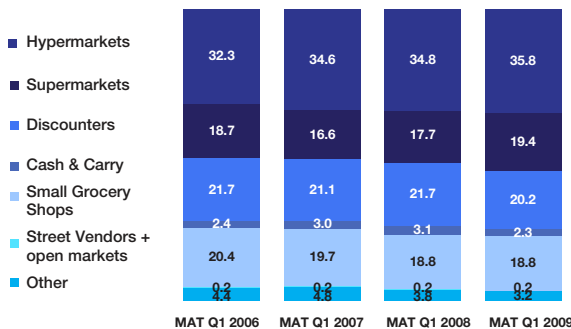
### Czech Republic – Category Trends

Year-on-Year % Change (Value)



### Czech Republic – Trade Channels

FMCG Value Share



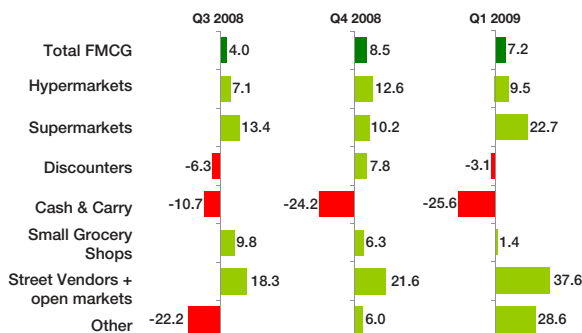
•Hypermarkets remain the key format and continued to show healthy growth although at a slightly slower rate than the previous quarter.

•Supermarkets on the other hand increased share, showing a 22.7% growth. The growth of Supermarkets and the slight decline of Discounters can partly be explained by the acquisition of Plus by the Rewe Group: the majority of Plus stores were converted into Billa supermarkets.

•In the last quarter there was also a trend towards convenience formats, especially in large cities. It may be a sign of buyers being less likely (or having less time) to travel to Hypermarkets as often as in the past, as they are usually located in the outskirts.

### Czech Republic – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency

## Hungary Q1 2009



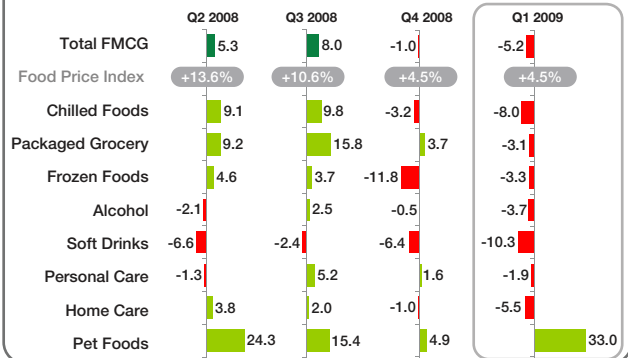
### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value)	-6.7%
Rate of Food Inflation (Value)	+4.5%
Rate of Unemployment	+14.3%
Frequency of FMCG Purchase	-0.0%
Average FMCG Basket Size (Value)	-15.4%

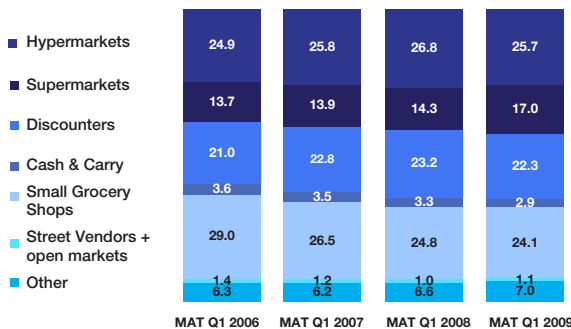
### Hungary – Category Trends

Year-on-Year % Change (Value)



### Hungary – Trade Channels

FMCG Value Share



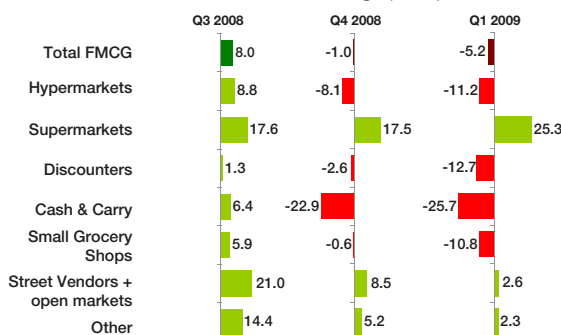
•Economic and political uncertainty have impacted FMCG consumption and many categories have decreased in volume.

•Supermarkets continue to perform well both in absolute growth as well as in terms of market share, particularly due to Spar and Tesco supermarkets. Supermarkets and Street Vendors were the only channels to grow in both volume and value.

•Spar is still rebranding the Plus stores acquired from the Tengelmann Group last year.

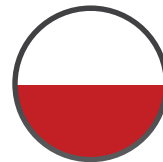
### Hungary – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency
- GDP and inflation rates are based on Euro currency



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) +1.1%

Rate of Food Inflation (Value) +3.9%

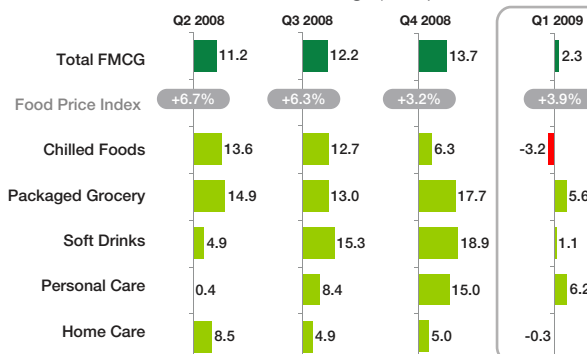
Rate of Unemployment -3.9%

Frequency of FMCG Purchase +2.3%

Average FMCG Basket Size (Value) -3.6%

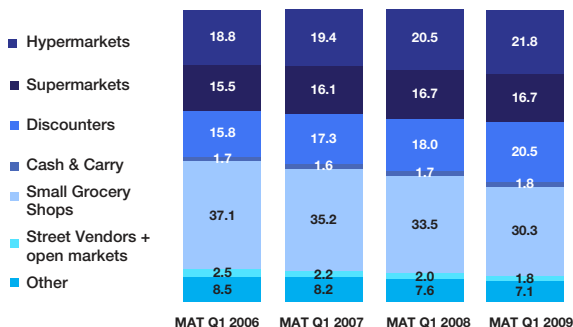
### Poland – Category Trends

Year-on-Year % Change (Value)



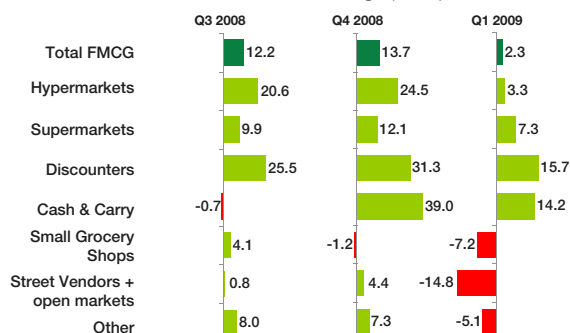
### Poland – Trade Channels

FMCG Value Share



### Poland – Trade Channels

Year-on-Year % Change (Value)



•Growth has slowed as consumer confidence drops.

•Discounters had the highest increase this quarter; their value share reached over 20% of the FMCG market. It is now the leading format among Modern Trade, followed by Hypermarkets (21.8%). Every fifth Polish Zloty was spent in Discounters in Q1 2009!

•The German Schwarz group, which already operates 110 Kaufland hypermarkets in Poland, opened a first Kaufland discount store next to one of its hypermarkets. Its offering is concentrated on the beverage category only.

•Consumers in Poland still spend most of their budget in Small Grocery, but this trend is slightly decreasing. Street vendors and open markets lost share as well.

*Please note:*

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency

## Romania Q1 2009



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) -6.2%

Rate of Food Inflation (Value) +5.9%

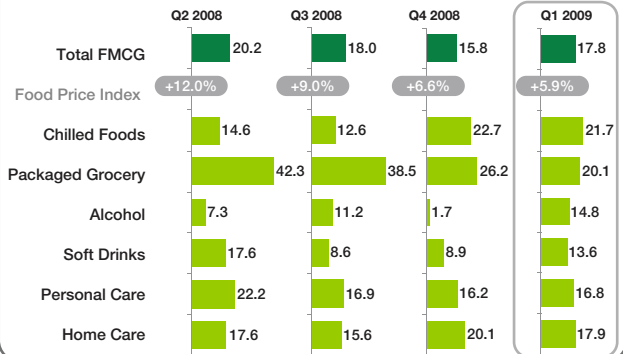
Rate of Unemployment -6.5% (Q4 2008)

Frequency of FMCG Purchase +0.4%

Average FMCG Basket Size (Value) +17.9%

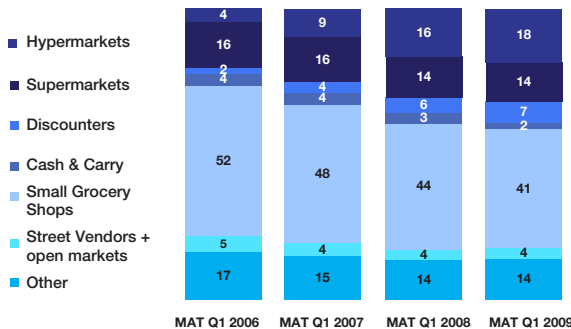
### Romania – Category Trends

Year-on-Year % Change (Value)



### Romania – Trade Channels

FMCG Value Share



•For the first quarter of 2009, the Romanian FMCG market continued to grow (+18% versus Q1 2008).

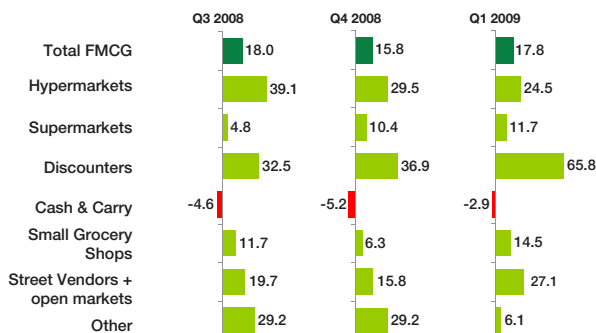
•Modern trade stores reached a share of 43%, driven by the strong performance of Hypermarkets and Discounters. Kaufland maintained its leading position with more than 6%, followed by Carrefour Hypermarket and Real.

•Discounters recorded the most significant evolution on the market, from 6% in Q1 2008 to 8.5% in Q1 2009, thanks to the expansion of various retailer groups. Penny Market and Profi achieved important growth rates. The latter took over Albinuta supermarkets at the end of 2008 and has gradually rebranded them to Profi stores.

•Traditional small grocery stores still play an important role, achieving around 40% of total sales, but with a lower contribution compared with 2008.

### Romania – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency



### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value) NA

Rate of Food Inflation (Value) +19.7%

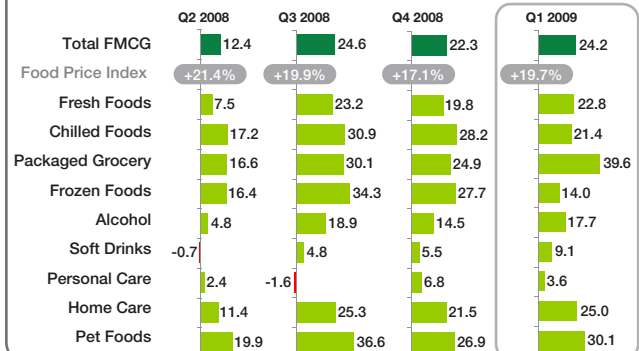
Rate of Unemployment NA

Frequency of FMCG Purchase -33.7%

Average FMCG Basket Size (Value) +81.2%

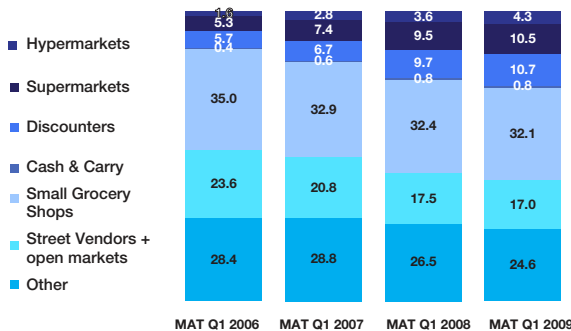
### Russia – Category Trends

Year-on-Year % Change (Value)



### Russia – Trade Channels

FMCG Value Share



•The market, due to inflation, shows significant value growth but volume growth also remains.

•As in previous quarters, Modern trade continues to gain share. This growth is driven by Hypermarkets and Supermarkets.

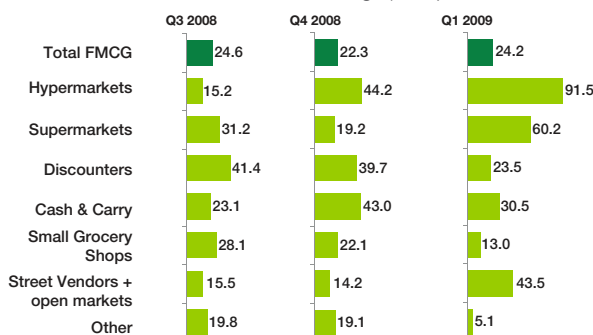
•Hypermarkets increased mainly due to Auchan, O'Key and Nash Hypermarket. Supermarkets increased as a result of the strong performance of Kopeyka - Super, Nash Magazine and Sezon.

•Street Vendors and Open markets showed a significant growth compared to the same period last year. Russian households have been particularly sensitive to the food price inflation in this current economic downturn and reacted in selecting different trade channels for their shopping.

•Despite Modern Trade growth, Traditional Trade is still of great importance in Russian FMCG sector.

### Russia – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency



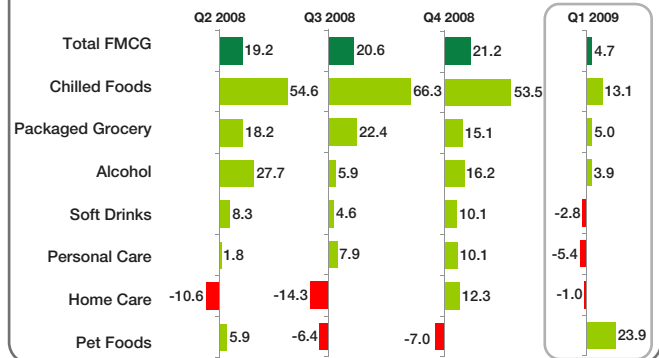
### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value)	NA
Rate of Food Inflation (Value)	NA
Rate of Unemployment	NA
Frequency of FMCG Purchase	-8.0%
Average FMCG Basket Size (Value)	+10.0%

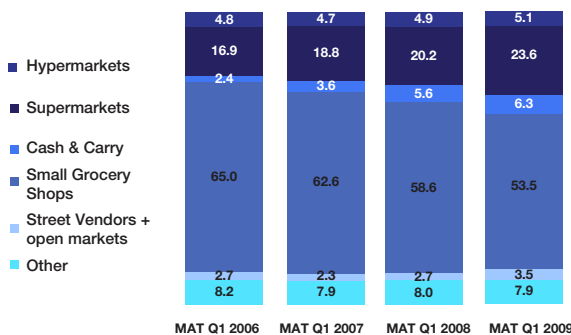
### Serbia – Category Trends

Year-on-Year % Change (Value)



### Serbia – Trade Channels

FMCG Value Share



• In Q1 2009, the Small Grocery shops channel continued to lose market share to Modern trade channels such as Supermarkets, Hypermarkets and Cash and Carry. Indeed, larger formats are constantly increasing importance in Serbia thanks to ongoing store openings:

-Retailer M-Rodic introduced new Roda C'n'C in Sremska Mitrovica in December 2008.

This franchise is constantly increasing its number of supermarkets.

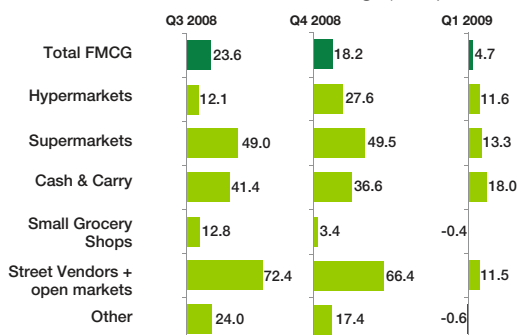
-In December 2008, Pevec, a new Croatian hypermarket opened in Belgrade.

-In November 2008, Famila, a local retailer opened its first outlet. The retailer is currently operating 5 stores and plans to open 30 outlets by the end of 2009.

-Delta Maxi, the Serbian market leader is still strongly focusing on expansion, locally and abroad.

### Serbia – Trade Channels

Year-on-Year % Change (Value)



Please note:

- Category, channel data and Average Basket size data are based on local currency

- GDP and inflation rates are based on Euro currency

## Slovakia Q1 2009



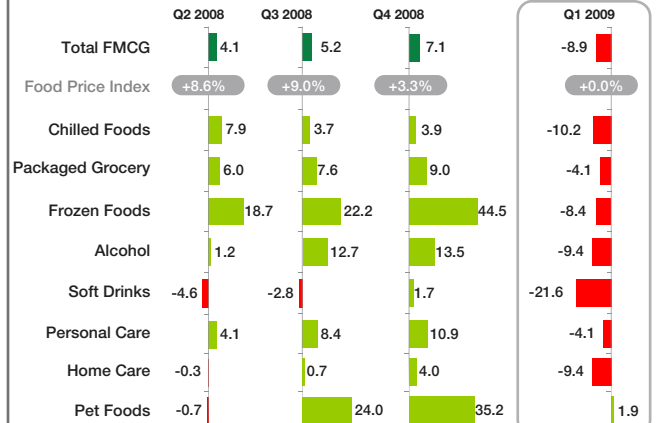
### Q1 2009 Key Indicators

Year-on-Year % Change

GDP (Value)	-5.6%
Rate of Food Inflation (Value)	0.0%
Rate of Unemployment	-1.6%
Frequency of FMCG Purchase	-22.4%
Average FMCG Basket Size (Value)	+17.3%

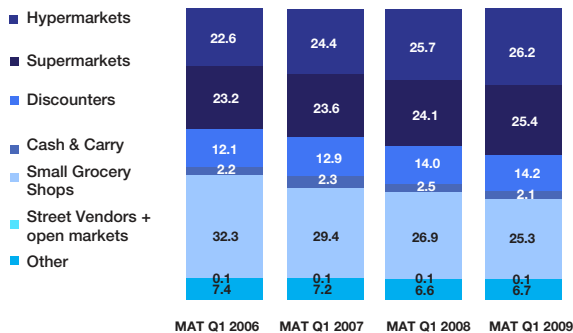
### Slovakia – Category Trends

Year-on-Year % Change (Value)



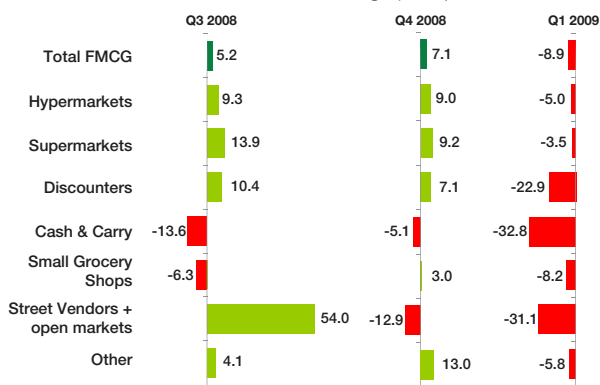
### Slovakia – Trade Channels

FMCG Value Share



### Slovakia – Trade Channels

Year-on-Year % Change (Value)



•The FMCG market decreased hand in hand with the drop in consumer confidence in the first three months of 2009. Slovak shoppers continued to buy less often while the increase in trip spend slowed down. Among Modern Trade, Discounters have decreased the most while Supermarkets the least: both types lost buyers, however supermarkets were able to keep the shopping intensity of their buyers, whereas discounters didn't.

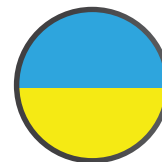
•Billa (Rewe Group) and Bala (local trade purchasing alliance) were those who managed to increase the shopping intensity of its buyers.

•Moreover, thanks to the introduction of the Euro and the development of the exchange rates of neighbouring countries vs. the Euro, Slovak households gained a comparative advantage of shopping abroad. This caused retail sales to decline within the territory of Slovakia while cross border purchases grew (number of purchased items more than doubled just in March 2009). Although this advantage should be temporary, retailers fear that Slovaks are developing new purchasing habits and will continue to purchase abroad.

Please note:

- Category, channel data and Average Basket size data are based on local currency.

- GDP and inflation rates are based on Euro currency



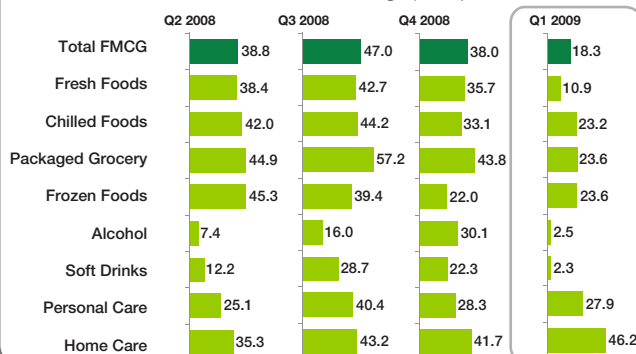
### Q1 2009 Key Indicators

#### Year-on-Year % Change

GDP (Value)	NA
Rate of Food Inflation (Value)	NA
Rate of Unemployment	NA
Frequency of FMCG Purchase	-3.4%
Average FMCG Basket Size (Value)	+22.0%

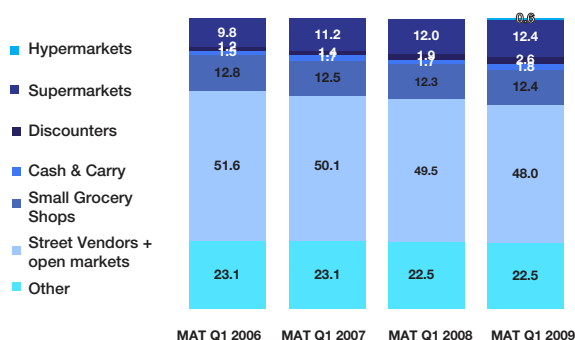
### Ukraine – Category Trends

#### Year-on-Year % Change (Value)



### Ukraine – Trade Channels

#### FMCG Value Share



•For the first time we include the Hypermarket share in our newsletter, this shows the growing importance of this format in Ukraine.

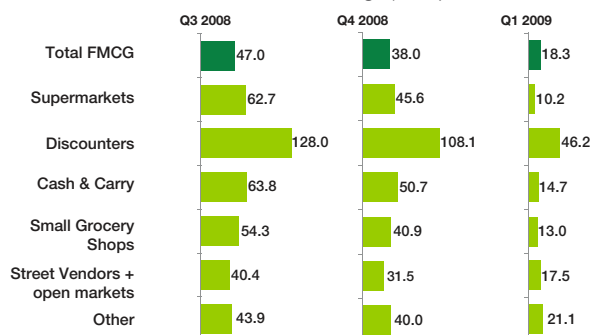
•Among modern trade channels, Hypermarkets and Discounters showed the most positive development, despite a general slower growth affecting all channels.

•A few retailers have shown growth this quarter (Auchan, Karavan, Tavria, ATB, Eco) thanks to their advertising, promotions and pricing strategy.

•The situation is quite different for many local chains, which have suffered from a very high level of debt. Having grown very quickly between 2005-2008, some of these chains are now looking for potential acquirers. Among them are Nash Kray, Vopack, Pakko, Agrokontract, Amstor, Bolshaya Lozhka, Unitrade Group and OKEY.

### Ukraine – Trade Channels

#### Year-on-Year % Change (Value)



*Please note:*

- Category, channel data and Average Basket size data are based on local currency.

- GDP and inflation rates are based on Euro currency

## Definitions

### CATEGORIES UNIVERSE:

**FMCG:** Fast Moving Consumer Goods (includes foods, personal care and home care; excludes clothes, white goods etc...)

Total FMCG is not necessarily the sum of the categories shown below it.

### Categories:

- **Fresh Foods:** fresh fish, fresh meat, fresh poultry/game, fresh fruit, vegetables, salads
- **Chilled Foods:** chilled deli products, chilled dairy products, chilled bakery products
- **Packaged Grocery:** bread, biscuits, canned goods, hot beverages, packet breakfast, pickles, sauces, condiments, savoury carbohydrates and snacks, home cooking ingredients, take home confectionery and savouries
- **Soft Drinks:** carbonated soft drinks, chilled drinks and mineral water
- **Home Care:** softeners, detergents and rinse conditioners
- **Personal Care:** bathroom toiletries, hair care, healthcare, oral care, other toiletries

### TRADE CHANNEL DEFINITIONS:

	Hypermarkets	Supermarkets	Discounters	Cash & Carry	Small Grocery Shops	Street Vendors + open markets	Others
<b>Bosnia</b>	Offering a broad food and non-food assortment. Usually offering large car parks.(Interex, Mercator, Robot Commerce, Merkur, Tom, Bingo...)	Mainly food assortment; over 400 m2 (Konzum, Interex, Dzanovic, Robot Commerce, Zvornicanka, Mercator, Tropic, Bingo...)	Limited range of food, often selling directly from pallets, focused on price (Lidl)	Velpro, Slavija	n/a	n/a	butchers, kiosks, open market places, door-to-door, producer/farmer, mail order, gas stations, news stands; Smaller food/grocery outlets up to 400 m2 (Lora, Kias, Dzanovic, DP Market, Braca Karovic, Bingo, Konzum)
<b>Bulgaria</b>	HIT, Ramstore Hypermarkets, Billa, Boila, Bonjour, Burex, CBA Supermarkets, ENA, Familia, Fantastico Supermarkets, Oazis, Piccadilly, Ramstore Supermarkets, Other Supermarkets		Kaufland	Fantastico C&C, Metro C&C	ARO, CBA Minimarkets, Fantastico Minimarkets, Magazin 345, T-Market, Minimarkets, Market Halls, Mixed Assortment	Street Vendors, Open Markets Vendors	Agro & Food stores, specialized stores: bakeries, butchers, chemists, etc, door-to-door, kiosks, mail order houses / subscr., petrol stations, tobacconists, etc.
<b>Croatia</b>	Offering a broad food and non-food assortment. Usually offering large car parks.(Interspar, IperCoop, Kaufland, Mercator hypers, Super Konzum)	Mainly food assortment; over 400 m2 (Bakmaz, Billa, Biljemarkant, Boso, Diona, Idis, Jolly, Kerum, KTC, Maxi Konzum, Mercator, Pemo, Plodine, Presoflex, Studenac, Tommy, etc.)	Limited range of food, often selling directly from pallets, focused on price (Lidl)	Getro, Metro	n/a	n/a	Offering a broad food and non-food assortment; selling to licensed customers (Getro, Metro); Specialist stores: pet shops, fruit shops, chocolate shops and butchers, kiosks, open market places, door-to-door, producer/farmer, mail order, gas stations, news stands; Smaller food/grocery outlets up to 400 m2 (Local convenience stores, Bakmaz, Billa (Minaco), Boso, Diona, Idis, Kerum, Konzum, KTC, Mercator, Pemo, Prehrana, Presoflex, Studenac, Tommy, etc.)
<b>Czech Republic</b>	Globus, Kaufland, Interspar, Hypemova/Hyperalbert, Tesco hypermarket, COOP Terno, Hypermarket	Albert, Billa, Tesco diskont, COOP / Jednota Tempo, COOP / Jednota Tip, COOP Supermarket, independents	Lidl, Penny Market, Plus, Norma, COOP Diskont, Diskont	Makro, Hopi C&C	Small self-service grocers: Spar, COOP / Jednota, COOP / Jednota Tuty Over-the-counter specialists	Street Vendors, Open Markets Vendors	Family Frost, petrol station, etc.
<b>Hungary</b>	> 2.500 m2, more than 10,000 articles, at least 30% non-food, more than 10 cash registers (Auchan, Cora, Interspar, Tesco)	400-2,000 m2, food and non food, 3-10 cash registers (Kaiser's, Match, Spar, bigger Coop, CBA and Real)	400-1,000 m2, food and near-food range, cosmetics and chemical products, 3-10 cash registers (Lidl, Penny Market, Plus, Profi, Aldi)	Metro	Selling area less than 400 m2, 1 or 2 cash registers, range of food and non-food articles, belonging to named key account (small Coop, small CBA, small Real, small Honiker and Heliker shops) or being independent.	Street Vendors, Open Markets Vendors	Mail order, direct marketing, D.I.Y etc.
<b>Poland</b>	Auchan, Kaufland, Tesco, Intermarche, Carrefour, Real, E.Leclerc	ABC, Aldi, Alma, Asort, Billa, Bomi, Carrefour Minut, Carrefour Express, Dino, Duzy Sklep Wielobranzowy, Eko, Elea, E.Leclerc, Euro Sklep, Grosik, Jedynka, Marcpol, Piotripawel, Polomarket, Rossmann, Sano, Savia, Seic 34, Spar, Stokrotka, Tesco Express, Tesco, Topaz, Zatoka, Zielony Market	Aldi, Biedronka, Lidl, Netto, Plus Discount	Eurocash, Makro, Selgros	Food and non-food, less than 3 cash desks	Street Vendors, Open Markets Vendors	Petrol stations, Pharmacies, Drugstores, Cosmetics shops, Kiosks, Wholesalers, etc
<b>Romania</b>	Carrefour Hypermarket, Cora, Auchan Hypermarket, Spar Hypermarket, Real, Trident, Pic, Interex, Kaufland.	Food and non food products: Carrefour Express, Auchan Supermarket, Spar Supermarket, Mega Image, Billa, G'market, Angst, etc and independents	Lower prices for food and non food products: Penny Market, Penny Market XXL, MiniMax Discount, Plus, Profi	Metro Cash & Carry, Selgros Cash & Carry	Traditional shops, selling food and non food products, kiosks and agro & food stores (traditional over-the-counter shops for food, where you can also buy personal and household care products).	Street Vendors, market hall and open market vendors (open spaces for trade, especially for food products).	Other Shops: specialists stores, gas stations; drugstores; "Economat" stores, etc.
<b>Russia</b>	Ramstore, O'Key, Auchan	Sedmoy Kontinent, Stolitsa, BIN, etc	Kopeyka, Magnit, Pyaterochka, Kopeyka	Metro Cash&Carry	Limited food and non-food assortment	Street Vendors and Open Markets	Drugstores, Petrol stations, etc.
<b>Serbia</b>	1000s m2, food and non-food assortment Mercator, Interex, Super Vero, M Rodić, Idea extra, Super Maxi, Tus	Over 400m2 C Market, Pekabeta, M Rodić, Maxi, Jabuka, Si Market, Univerexport, Interex, Zipex 024, Impex Promet, IDEA Super, DIS, Tus, etc	n/a	Stores with specific payment regulation and/or specific membership cards Tempo, Metro, Roda, Figrad, etc	Up to 400m2, miniMaxi, C Market, Pekabeta, M Rodić, Univerexport, Idea, Jabuka, Si Market, Višnjica, DIS, Luki Komerc, etc	Street Vendors, Open Markets Vendors	Specialist stores Drogeries (DM, Lilly), Perfumeries, Pharmacies, Door-to-Door, Bakeries, Coffee Shops, Beverages discounts, Dairy Shops, Candy Shops, Kiosks, etc
<b>Slovakia</b>	Food and non-food assortment, minimal sales area 2500 sqm, usually offering large car parks (examples: HM Tesco, Hypemova, Carrefour, Kaufland).	Food assortment. Billa, Terno, COOP/Jednota	Limited range of food assortment, often selling directly from pallets, focused on price (Lidl, Rema 1000, etc.)	Selling to licensed customers only (retailers, small entrepreneurs (examples: Metro).	Small food-self service: Sama, Coop Small food retailers over-the-counter: Bala	Street Vendors, Open Markets Vendors	Gas stations, tobacconist's/newsstands, etc.
<b>Ukraine</b>	More than 400m2. Silpo, Furshet, ProStor, Tam-Tam, Auchan, etc.	Billa, Velyka Kyshenya, Karavan,	400-1,500 m2. ATB, Fora, Barvinok, etc.	Selgros & Makro for households and Metro for businesses	Selling mainly food, less than 3 cash registers, counter or self-service	n/a	Direct sales, specialized stores, etc.

## Source & Methodology

### METHODOLOGY:

- A consumer panel is a permanent, syndicated and representative sample of consumers, who provide ongoing details of the fast moving consumer goods they purchase. Using the scanning methodology, each panel member records the details of every item they purchase.
- Sample sizes in number of households: Russia: 7,000 HHs; Poland: 5,000 HHs; Ukraine: 5,000 HHs; Czech Republic: 2,000 HHs; Hungary: 2,000 HHs; Bulgaria: 2,500 HHs; Romania: 2,200 HHs; Croatia: 1,500 HHs; Slovakia: 1,500 HHs; Serbia: 1,500 HHs; Bosnia&Herzegovina: 1,000 HHs.
- Category, channels data and Average Basket size data are based on local currency.

### KEY INDICATORS :

#### Panel data indicators

- **Frequency of FMCG purchase:** Frequency of FMCG purchase during the quarter compared with the same quarter the previous year.
- **FMCG Average Basket Size:** Average amount spent per trip in FMCG during the quarter compared with the same quarter the previous year.

#### Eurostat data indicators:

- **Food price index :** Harmonized Indices of Consumer Prices (HICPs) are produced and published using a common index reference period (2005=100).
- **Unemployment :** Unemployed persons comprise persons aged 15 to 74 who were without work during the reference week, were currently available for work and were either actively seeking work in the past four weeks or had already found a job to start within the next three months.
- **Constant Price GDP (based on Euro currency):** Gross domestic product (GDP) at market prices is the final result of the production activity of resident producer units (ESA 1995, 8.89). It is defined as the value of all goods and services produced less the value of any goods or services used in their creation. Data are calculated as chain-linked volumes (i.e. data at previous year's prices, linked over the years via appropriate growth rates). Growth rates with respect to the previous quarter (Q/Q-1) are calculated from calendar and seasonally adjusted figures while growth rates with respect to the same quarter of the previous year (Q/Q-4) are calculated from raw data.

### KEY COUNTRY FACTS:

Source: CIA World Fact Book

Country	Individual Population (in 000's)	Number Of Households (in 000's)	GDP per Capita (2008 est.)
Bulgaria	7,680	2,908	\$13,200
Bosnia & Herzegovina	3,900	1,114	\$6,600
Croatia	4,439	1,477	\$16,900
Czech Republic	10,349	4,423	\$26,800
Hungary	10,051	3,811	\$20,500
Poland	38,115	13,350	\$17,800
Romania	21,680	7,320	\$12,500
Russia Federation	142,221	52,700	\$15,800
Serbia	7,498	2,521	\$8,200
Slovakia	5,400	1,900	\$22,600
Ukraine	46,424	18,200	\$6,900

The Europanel Consumer Index is part of the Consumer Index series

 Worldpanel - Asia	 Lider en conocimiento del consumidor Worldpanel - Latin America	 the leader in consumer knowledge Eastern Europe Western Europe US 
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