

The GfK and the Zukunftsinstitut Horx, present a new study

Emerging Retail Markets

The Future of Trade in Central and Eastern Europe



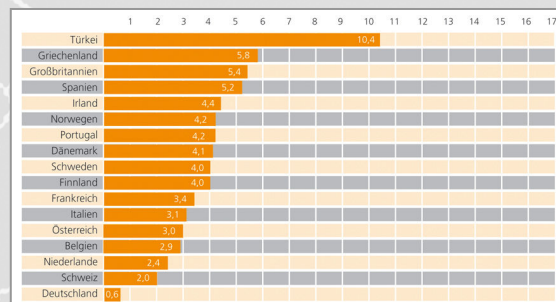
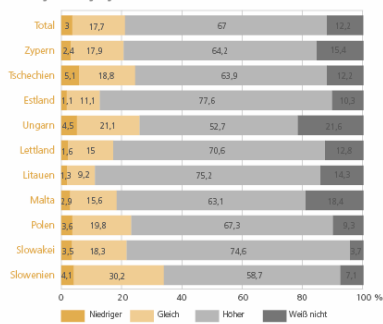
After the Great Shift:

What comes after the first wave of euphoria?

In the past few years, a small consumption miracle has taken place in the new EU states. In the late 1990's, people of the former Warsaw Pact states experienced an intoxicating introduction to the tantalizing world of worldwide consumption and the global markets.

Within a few years, the trade giants of Western Europe (Germany, Great Britain, France) established a retail trade landscape, exactly meeting the needs of the people locally: participation in the awareness of life of the Western world, fresh products, high quality goods, global brands.

CEE-Gesellschaften freuen sich auf die globalen Bildungschancen
Ländervergleich: Bildungsmöglichkeiten in anderen EU-Ländern



Megatrends that will shape consumption in the CEE states

The things that centrally control the needs of Western societies will therefore become more and more important also to the people in the CEE states in the next few years. What is meant here are mega-trends such as mobility, globalization, health and digitalization. Mega-trends describe the basic change processes in society and economy within a time period of 30 to 50 years. To form the long-range future of trade in the CEE states will depend upon modeling the path of the people of Eastern Europe towards lively and self-determining prosperity democracies with the help of these mega-trends.

Arrival in everyday life: How consumption will change in the next few years

- > This first phase of euphoria and the feeling of new (consumption) freedom is gradually coming to an end.
- > Consumers are beginning to arrange themselves in their new reality.
- > The retail giants are beginning a tougher positioning battle.
- > The people will experience a second wave of prosperity in the next few years

That requires that food consumption becomes less important. Instead, lifestyle products in the broadest sense become more important: lifestyle for one's own four walls, but of course also for the individual (fashion, cosmetics, etc.). Suppliers are now asked to orchestrate this requirement change from "Euphoria over the New Freedom" to "Adjustment in the New World" with corresponding products and services.



GfK Group presents the first edition of the report:

EMERGING RETAIL MARKETS

**The Future of Trade in
Central and Eastern Europe**

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Foreword	6
Introduction	8
Chapter 1. Emerging retail markets – A new Europe	11
Market consolidation is on the way	
Before the second wave of prosperity	
What comes after shopping fever? Convenience shopping	
The second wave also means that people are developing their own lifestyles	
The Czech example: New non-food growth factor	
Chapter 2. How megatrends are making markets	19
Megatrends are the trail that leads from the present to the future	20
Understanding tomorrow's markets with the help of the megatrends	
1. How the megatrends mobility and individualisation create new consumer patterns	
2. Megatrend maturity: the system change influences birth rate and mortality	
3. Megatrend education/knowledge: world class in the key resource of the future	
4. Megatrend women: women belong to the high performers in the New Europe	
Chapter 3. The future of trade in the CEE states	33
The consolidation of trade has begun	34
From itinerant traders to hypermarkets: the tiger's leap into the global trade culture	
Upswing in the East: good news for trade and consumption	
Demanding customers: choice, quality and price must be right	
Speed and innovation: the retail landscape in the CEE states	
Western companies in particular are expanding in Eastern Europe	
The expanding e-commerce market will be dominated by national giants	
Hypermarkets in the East	38
The desire for hypermarkets	
Non-food: hyper or service	
Saturated market? The Czech Republic – the European tiger	
Hypermarket nation Rumania	42
Discount alarm: how the small prices are conquering the Eastern European periphery	
Discount stores: no ready-made solution: the case of Slovakia	
Opportunities for discount stores in the transition countries	
Expansion in spite of bad conditions: Bulgaria and Rumania	

Chapter 4. Czechia: A grown-nation looking for their own consumer-identity	47
1. Czechia: Success with own brands and micro-economy	48
Service and convenience with a personal touch: fast goods in Czech Republic	
2. Trade close-up: Premium and prize for emerging consumers	50
Private labels to play a significant role in shaping the second phase of the boom in the East	
Private labels are important as a trustworthy medium to accompany the CEE consumers' entry into the new retail markets	
Prognosis for the next five years	
3. Poland: Shoppers' paradise for discount and premium	54
Beginning of the phase of sustained consumption	
One of its tasks for the future: more modern infrastructure for the next retail boom	
The most important innovations in the Polish retail business	
4. Trade close-up: affluent consumption furnishes one's own four walls	56
The future of do-it-yourself markets in the CEE states	
5. Hungary: Health, lifestyle and luxury are the markets of tomorrow	60
Hungary is capitalising on the nicer side of life	
The boom in Hungarian shopping malls	
Discounts in the countryside and luxury in the Old Town	
Health and enjoyment in the spa: Hungary is discovering the market for well-being	
Hungary, land of viniculture	
6. Trade close-up: Democratising luxury	62
In the coming years, the entertainment electronics sector will make good on the promise of unlimited communication	
Electronics as a symbol for the next hype	
The attraction: the increasingly rapid democratisation of high-tech gadgetry	
Entertainment electronics are not yet part of a normal shopping spree	
Western European electronics retailers showing a restrained dynamism	
Confidence is only built in small steps in this "expensive sector"	
7. Estonia, Latvia and Lithuania: A modern high-tech hotspot with good future prospects	67
The Baltic states are impressing, with infrastructure and a fascinating workforce	
Estonia: a high-tech country profiting from Northern European investors	
The Baltic information elite is attracting innovation	
Estonia: world leader in mobile e-commerce	
Lithuania: huge innovations in shopping centres	
The global hotspot Riga	
The Riga of today: a modern hub with a retrospect on traditional trades	
The new Riga: creative cluster and bridgehead between East and West	

8. Trade close-up: Fashion	71
Second wave of prosperity in Russia	
Local labels are increasingly in demand	
A vertical set-up is best for CEE region	
Eastern chic is being exported	

9. Bulgaria und Romania: Accession countries with a modern consumer structure	74
The Balkan States try the balancing act between modern and traditional	
Bucharest is Europe's largest construction site	
Shopping in Timisoara	
Health consciousness and sausage culture in Rumania	
Rumania: between the Middle Ages and ethical consuming	
Bulgaria's economy: weaker but more stable	

Chapter 5. Consumer-typology: The consumers of the CEE-countries 79

How a new mainstream is developing within CEE retail	
Price-conscious and still hypermarket customer: it's not a contradiction in Poland	
Differentiation of the markets and consumer needs Mobilität, Preis und Komfort:	
Mobility, price and comfort: nine consumer groups in the CEE states	

The individual consumer types 84

1. First Time Consumers:
2. Mobile Pragmatic:
3. Openminded Strategist:
4. Vivid Luxury Shopper:
5. Demanding Premium:
6. Undemanding Conservatiive:
7. Comfortable Opportunist:
8. Thrifty:
9. Communicative Housewife:

Chapter 6. Future Marketing: How to reach tomorrow's clients 95

The boom in communications encourages investments in the media	
Media transformation in Central and Eastern Europe: from democratisation factor to sales tool	
Sales communication – a success story before going beyond the zenith	
A European consumer identity? Searching between "not yet" and "no more"	
Marketing in the transition societies: stable turnover guaranteed but the speed of change will continue	
Consumer paradoxes in the transition societies: the hypermarket as a corner shop	
Customer loyalty will become a key theme in the next few years	
Regionalisation and globalisation – two key challenges for the emerging markets	
The basis of the second wave of prosperity: emotional vs. rational consumption	
Smart shopping: what about the aesthetics of consumption?	
From price to premium: what will tomorrow's consumption look like?	
Consumer nostalgia and orientation towards the past will not play a major role in the next few years	
Green lifestyle remains a niche for the time after 2010	

1. The second wave of prosperity is on its way – and will radically change the structure of the needs of the people of Central and Eastern Europe.
2. Customer loyalty will be THE theme in the next few years.
3. After the globalisation of trade, a second sustainable phase of glocalisation has just started.
4. Be prepared for complicated markets and complicated market environments.
5. Be wary of generalisations!
6. Communicate authentically, the consumers pay a lot of attention to the correspondence between promise and reality.
7. Age of Mass sophistication: The retail boom in Central and Eastern Europe follows on from the internationalisation of trade.
8. Retail landscape 2030: The consequence of this new patchwork economy will, in the medium term, be a change in the retail formats in Central and Eastern Europe.
9. Follow the logic of the megatrends.
10. Orientate your strategies according to the consumer trends and the megatrends but beware of trend opportunism.

FORMULARZ ZAMÓWIENIA



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