



# Romanian Retail Report Beyond the Trends

## January – December 2009

**Growth from Knowledge**  
GfK Romania – Consumer Tracking

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## 1. WHAT ARE THE REASONS OF RETAIL CHANNELS VALUE INCREASE/DECREASE?

- Gain & Loss Analyses for the most important modern trade retail channels: supermarkets, hypermarkets and discounters. Analyzed periods: 2009 versus 2008

→ **55% of supermarkets total value lost was towards hypermarkets;**

## 2. WHERE DO SHOPPERS OF SUPERMARKETS/ HYPERMARKETS/ DISCOUNTERS ALSO PURCHASE?

- Retail Channel Duplication for the most important modern trade retail channels: supermarkets, hypermarkets and discounters. Analyzed period: 2009

→ **More than 70% of Discounters shoppers bought also at supermarkets;**

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## 3. WHO ARE THE SHOPPERS THAT PURCHASE AT SUPERMARKETS, HYPERMARKETS, DISCOUNTERS AND SMALL FOOD STORES?

- Socio-demographic profiles by household size, age of head of household, size of community, income, presence of children up to 14 years

→ 2 members households prefer discounters;

## 4. HOW BIG IS THE PIECE OF THE PIE FOR PRIVATE LABELS AMONG SUPERMARKETS, HYPERMARKETS, DISCOUNTERS AND SMALL FOOD STORES?

- Private Labels market share in value versus Branded products;

→ Branded products have the highest importance within supermarkets;

## 5. ROMANIAN RETAIL Report. Beyond the Trends – 2009. OVERVIEW

Gabriela Luca  
Researcher  
[gabriela.luca@gfk.com](mailto:gabriela.luca@gfk.com)

GfK Romania  
BOC Building, 3 George Constantinescu St.,  
6th floor, District 2, 020339 Bucharest,  
Romania  
Phone: + 40 21-205.55.00;  
Fax: +4021-205.55.05  
<http://www.gfk-ro.com>  
<http://www.gfkcs.com>



**Thank you for your attention!**