

CEE Shoppers

Behavior change in
the age of permacrisis

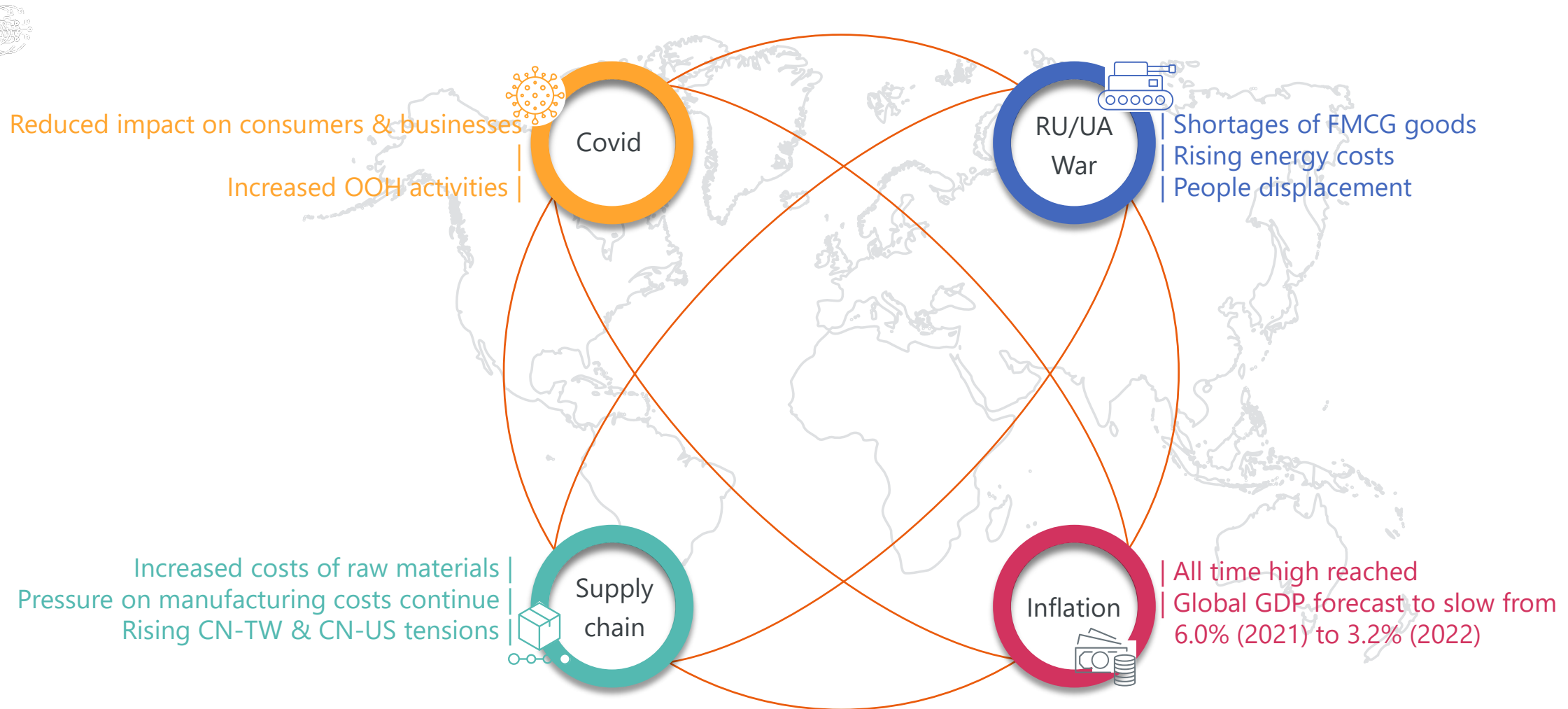
Tobias Schediwy, GfK



Growth
from
Knowledge

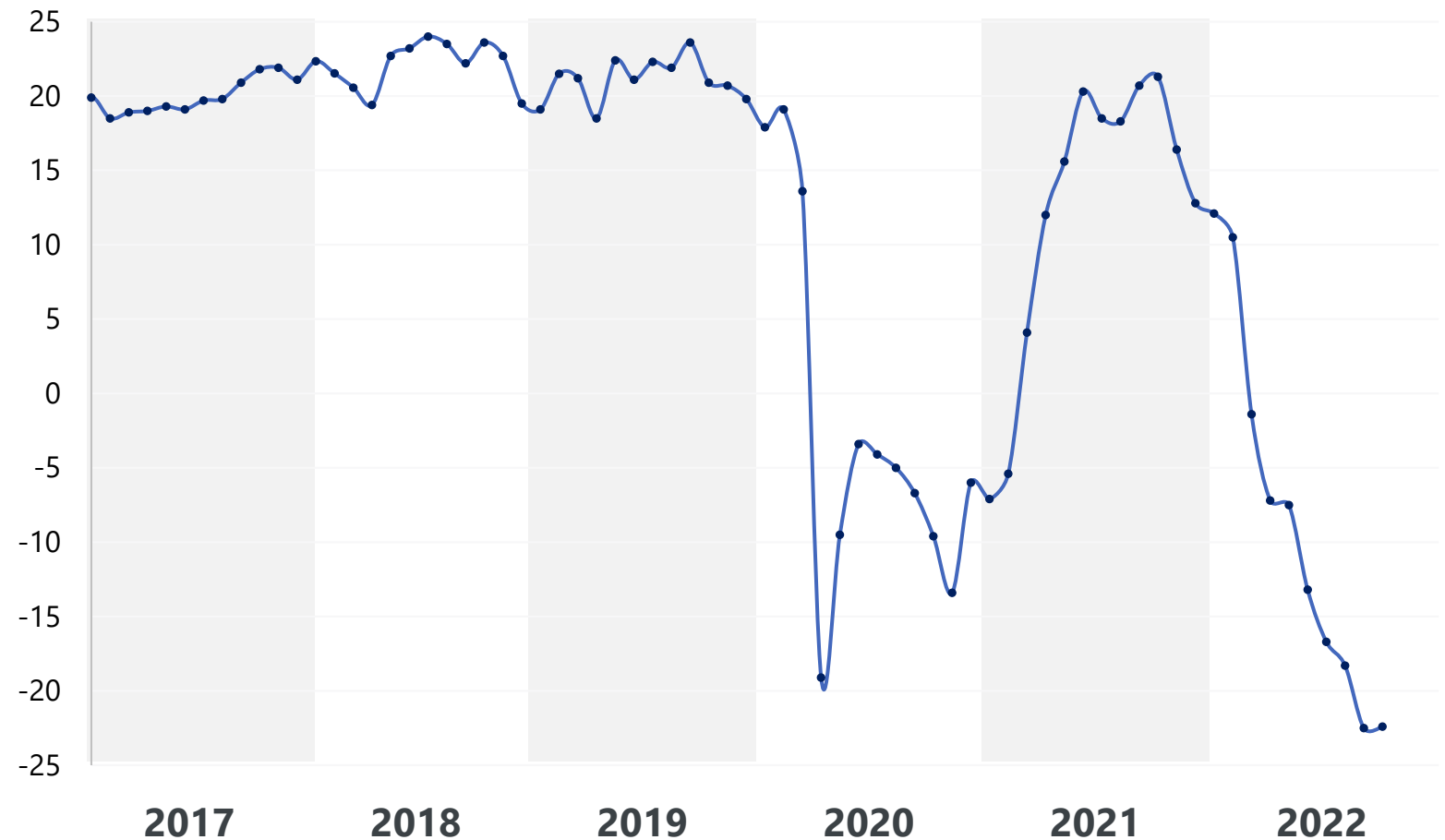


What has impacted the consumers this year?



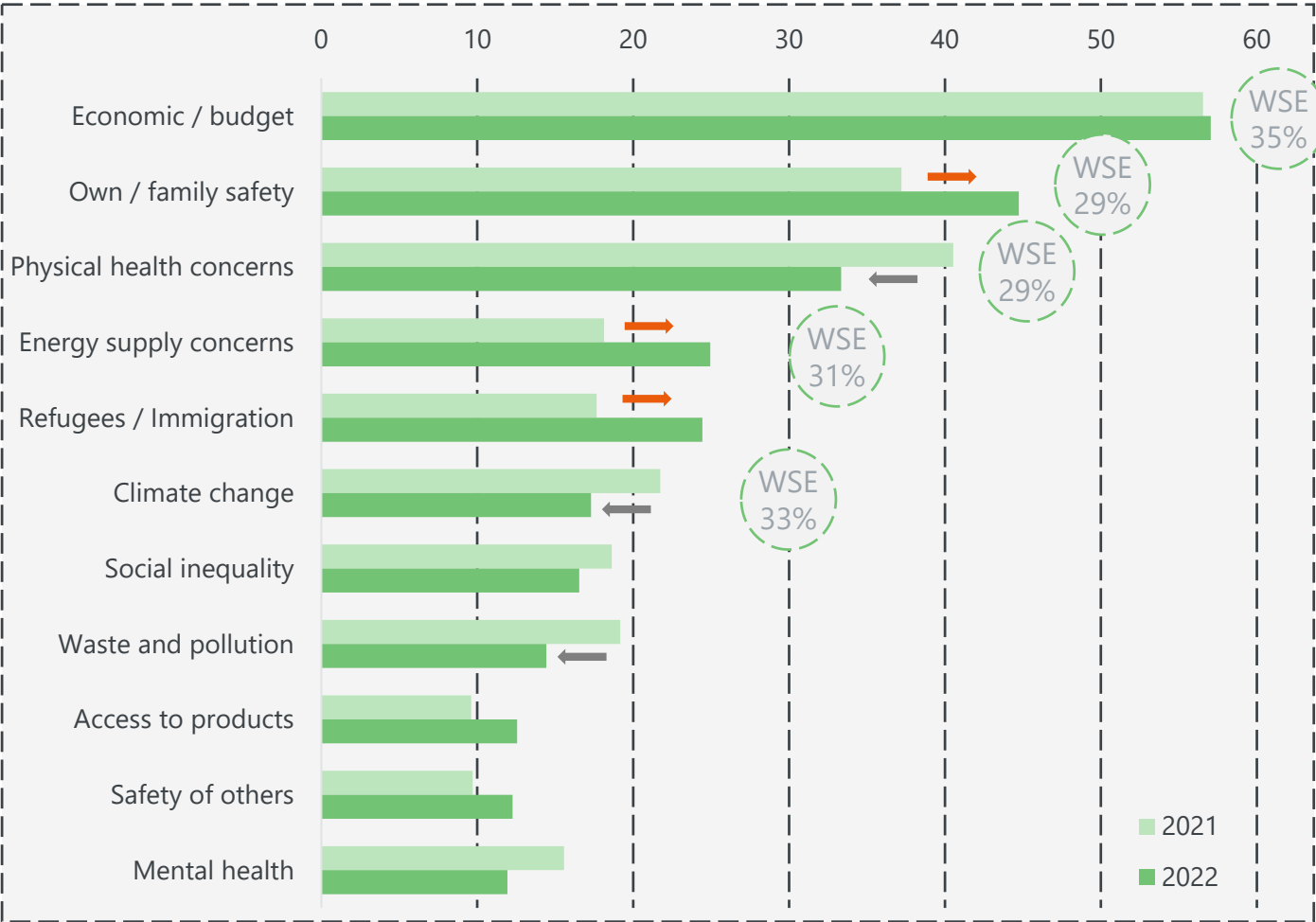
Consumer Climate in Europe on a record low

Confidence plunged below early pandemic levels

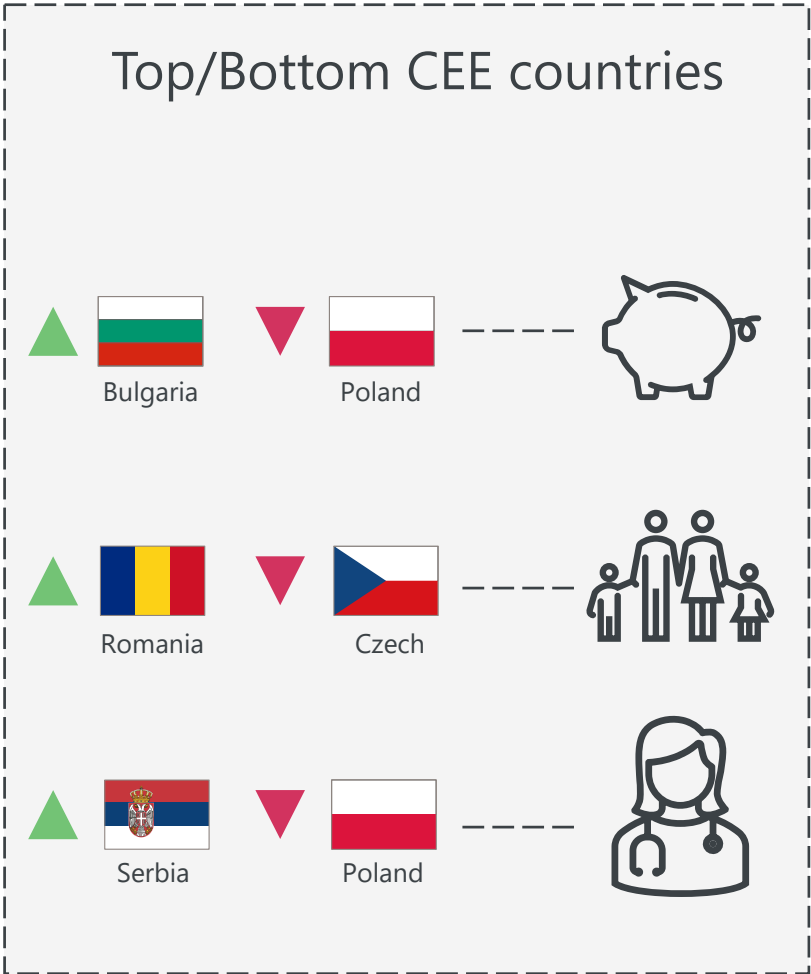


Top 3 major concerns in CEE stay the same

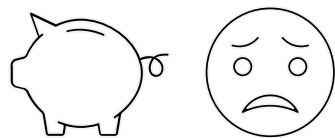
Budget, safety and physical health



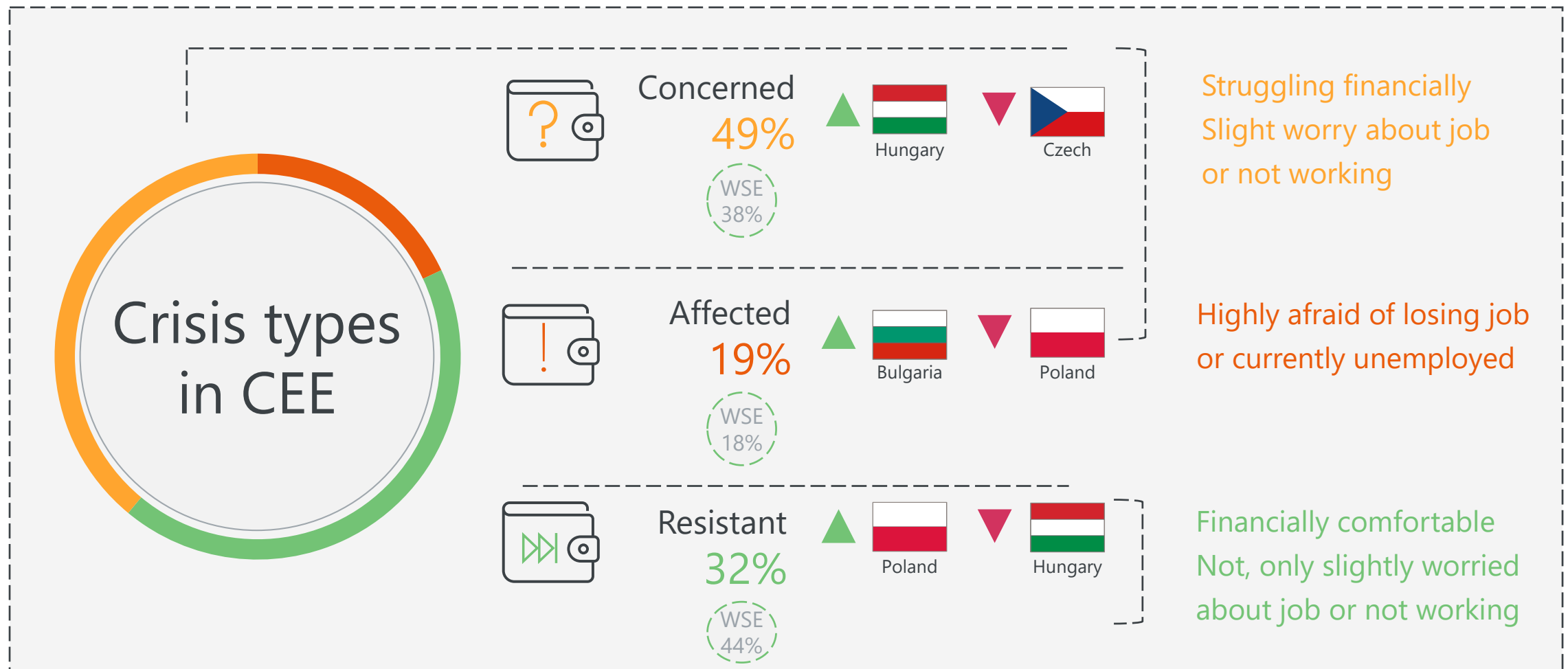
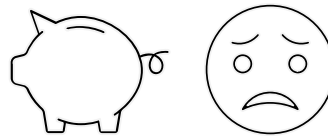
Source: GfK, Behavior Change survey CEE EU-8 n=4,214 April 2022



Budget (In)Security



Source: GfK, Behavior Change survey CEE EU-8 n=4,214 April 2022; n=5,244 November 2022



Source: GfK, Behavior Change survey CEE EU-8 n=5,244 November 2022

Exposure and coping strategies



Factors

Where you live



Food inflation



Budget



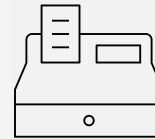
(Income)
security



Lifestyle
exposure



Trend exposure



Behavior
change



Inflation hits everyone, but some more than others, depending on location and buying behavior

Exposure levels vary due to socioeconomic differences

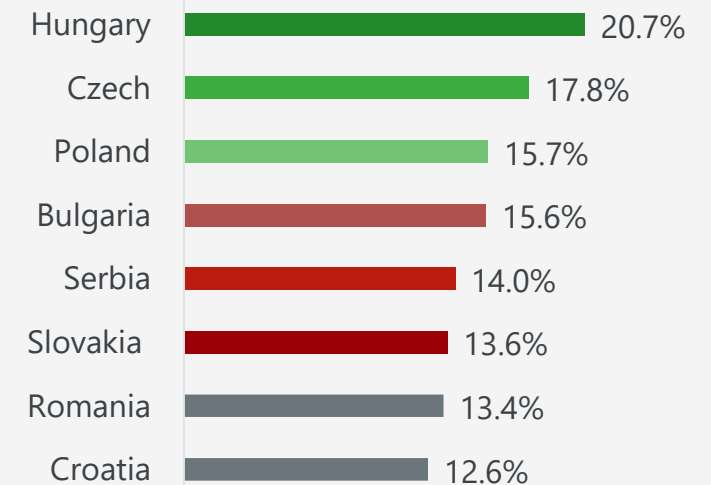
'Budget' among top concerns:



'Will control household spend more':



Inflation by country | September 2022



Source: GfK, Behavior Change survey CEE EU-8 n=4,214 April 2022; https://www.ecb.europa.eu/stats/macroeconomic_and_sectoral/hicp/html/index.en.html

Coping strategies in reaction to continued inflation



Growing behaviors



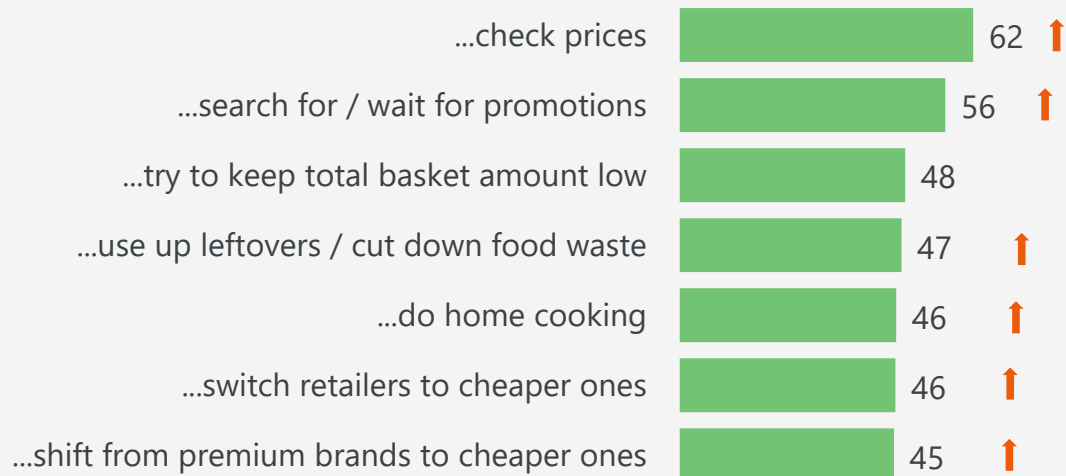
Source: GfK, Behavior Change survey CEE EU-8 n=5,244 November 2022



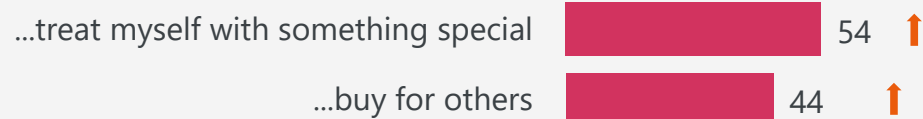
FMCG: conscious purchasing and food prep



Growing behaviors (much) more than before



Declining behaviors (much) less than before



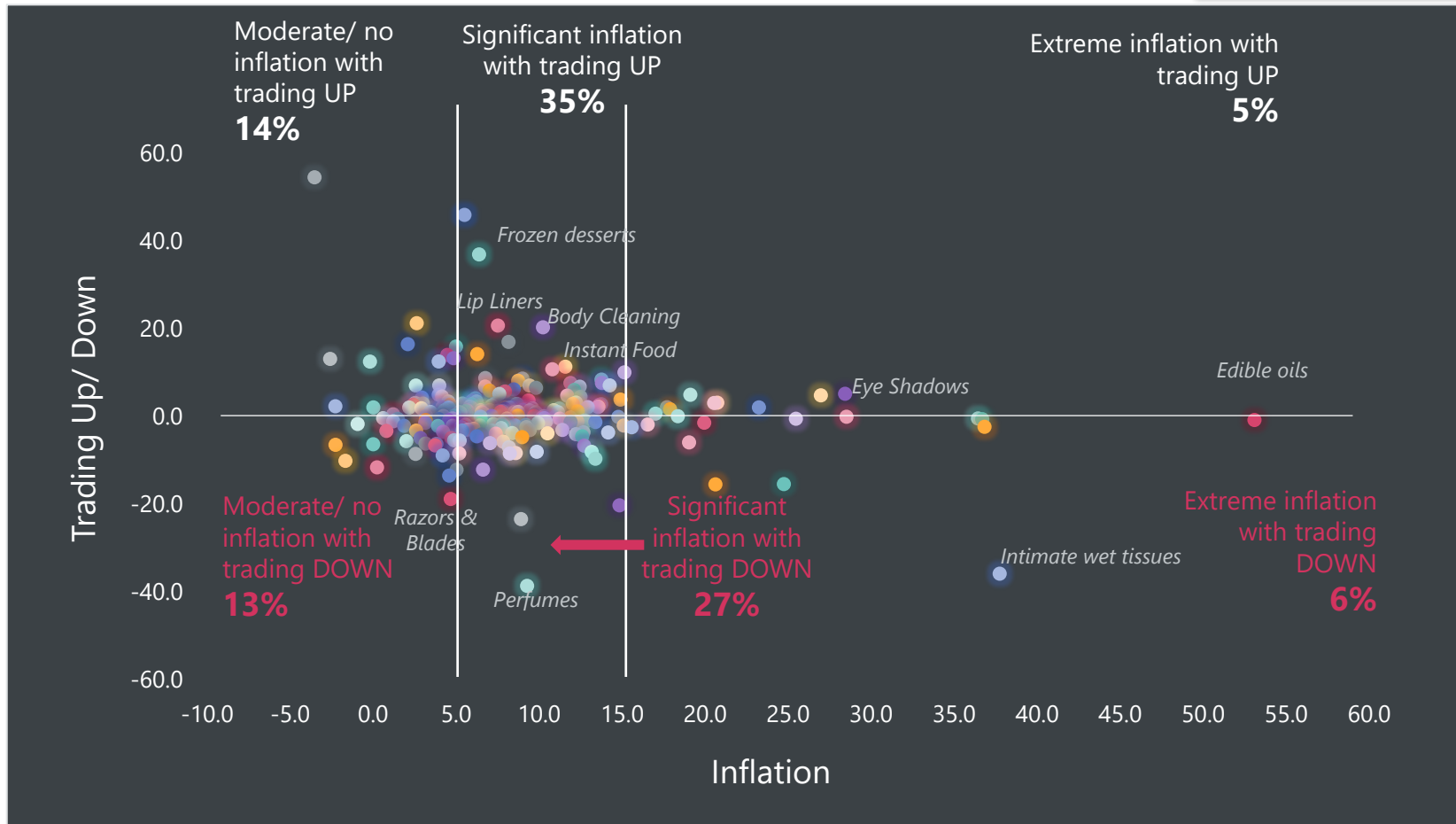
Source: GfK, Behavior Change survey CEE EU-8 n=4,214 April 2022; n=5,244 November 2022



Romania: FMCG Trading UP/ DOWN distribution (1-9/2022)

Changes in prices paid	=	Inflation	+	Trading-Up/Down Total (demand & offer)
13.3%		12.3%		1.0%

FMCG is affected by:



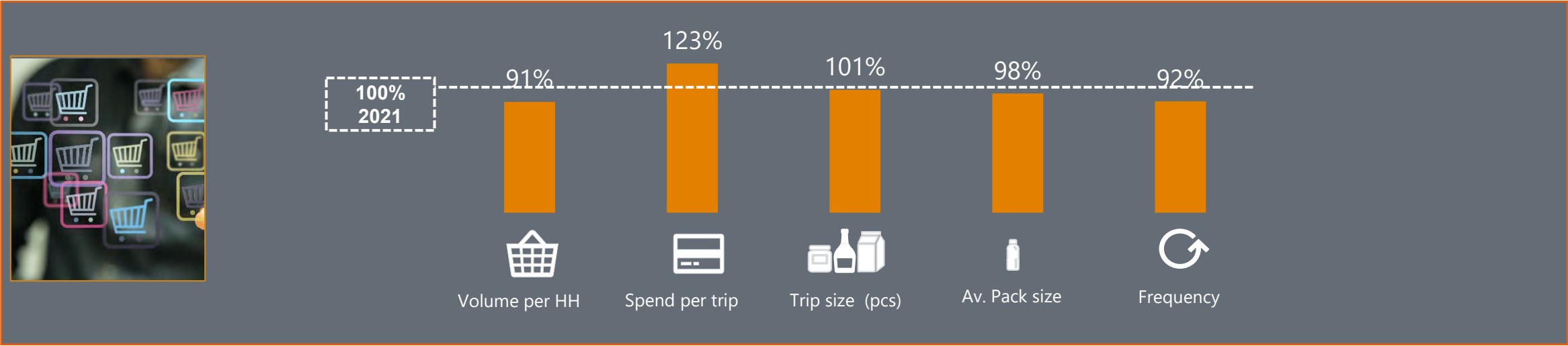
Trading UP:
54% of categories

Variation due to different purchase choices:

E.g. Cheaper / premium products in basket or switch to other channels

Trading DOWN:
46% of categories

Ukraine: FMCG growth due to basket increase, with food inflation at 24%



Russia: Attitudes towards the withdrawal of foreign companies



Percentage of consumers who say...



..they will not be upset because of the withdrawal of foreign companies from the Russian market, **they will buy Russian goods**



.. they hope that foreign **companies** that have announced their withdrawal from the Russian market **will return soon**



.. they will be happy **to buy again the goods of foreign companies** that have announced their withdrawal from the Russian market, if they return

Base: October (n=1046)

QU101. To which extend do you agree with each of the statements listed below? T2B

↓x↑x dynamics to September

How to stay ahead

- Create and maintain strong consumer-brand relationships
- Honest and empathic communication
- Build trust in quality - more important than price
- Prevent too heavy PL share gains (likely to be long lasting)
- Be where the shopper is. Note: Discounters gaining market share in all countries
- Understand category dynamics driven by different shopper segments and trading up-/down strategies





Tobias Schediwy

Commercial Director Consumer Panels CEE

tobias.schediwy@gfk.com

+43664 3262629