



CHRISTMAS PACKS CZ/SK

SYNDICATED STUDY CHRISTMAS 2020

DELIVERY: February 2021

OUTPUT: Report + Personal Presentation

PRICE | **84.000 CZK** 1 country only (CZ or SK)

| **130.000 CZK** 2 countries purchased together (CZ + SK)



WHAT YOU WILL LEARN FROM THE STUDY?

- How many cosmetic packages were sold and the trend in their sales.
- Average prices of cosmetic packages and what % of sales do the packages represent in these price levels.
- The most selling categories included in Christmas packages.
- Who focuses on women's packages and on the other hand who focuses on packages for men.
- The most successful brands of packages and the TOP 20 best-selling packages of Christmas 2020.



RMS DATA - METODOLOGY

FACTS: Sales Value, Items, Price, Distribution (for TOP 20 packages)

PERIODS: 8 weeks before Christmas 2018, 2019, 2020

PRODUCT: „Personal Care“ Categories, TOP 10 Manufacturers, TOP 10 Brands, TOP 20 Packages Christmas 2020 (according to Sales Value and Sales Items)

MARKET: Scanned data for Hypermarkets, Supermarkets, Discounters and Drugstores

CZ - Albert, Billa, Globus, Kaufland, Penny Market, Tesco, DM, Rossmann, Teta, TOP Drogerie

SK – Billa, Kaufland, Terno, Tesco, DM, Teta, 101, Drogerie

