



SHOPPER TRENDS 2020

AFTERNOON WORKSHOP – 23/3/2020

Trends in the Czech retail

Conference Centre City Tower, Praha 4 | 1-6 pm

Hosted by [Lenka Láčová](#) and [Andrea Vozníková](#)

SHOPPER TRENDS

WHAT WILL YOU LEARN FROM THE STUDY *(focused on HM / SM / Discounters / Drug stores / Non organized market / Petrol stations)*

- ✓ Sales channels **popularity by spend** – where do Czech customers spend the most and on what products?
- ✓ **Retailers brand equity**, its development over time and fight of retailers for new customers
- ✓ Retailer **strengths and weaknesses** and their development over time
- ✓ **Current retail trends** in the Czech Republic and abroad

NEW TOPICS IN 2020

- ✓ Correlation of **brand equity and chain revenue** *(from annual reports)*
- ✓ Information and trends from **non organized groceries and petrol stations**
- ✓ Strength of **discounters** and their customer perception
- ✓ Which chains are the most successful in **attracting new customers** and what is their **loyalty**
- ✓ **Price perception** of retailers from the perspective of customers
- ✓ Retail market from **two generations** point of view *(Generation Z vs. Silver generation)*
- ✓ **Sustainability** as FMCG trend

NEW CONCEPT

- ✓ Interactive parts – key learnings from the study and action steps
- ✓ Prosecco hour: Space for **networking** after the presentation (5-6pm)



PRICE | 24,500 CZK

INCLUDING | 2 workshop entries

| Summary presentation of Shopper trends

| Worksheet and materials

| Refreshment

REGISTRATION | UNTIL 16/3/2020