

A young man and woman are leaning over a table, looking at a tablet computer together. The woman is smiling and pointing at the screen, while the man looks on with interest. The scene is lit with a soft, blue-toned light, creating a modern and collaborative atmosphere.

GfK FutureBuy 2017

A GfK Shopper Global Syndicated Study

FutureBuy 2017: Our syndicated cross-category survey...



...covers 18 categories spanning a wide spectrum of retail & services

FMCG

- Beauty and Personal Care
- Packaged Food & Beverages
- Household Washing and Cleaning Products
- OTC Healthcare
- Baby Care (i.e. diapers, baby cosmetics)
- Shaving (non-electric; i.e. razors, shaving cream)
- Pet food and accessories

Other

- Financial Services
- Replacement car & truck tires
- Toys
- Apparel

Consumer Durables

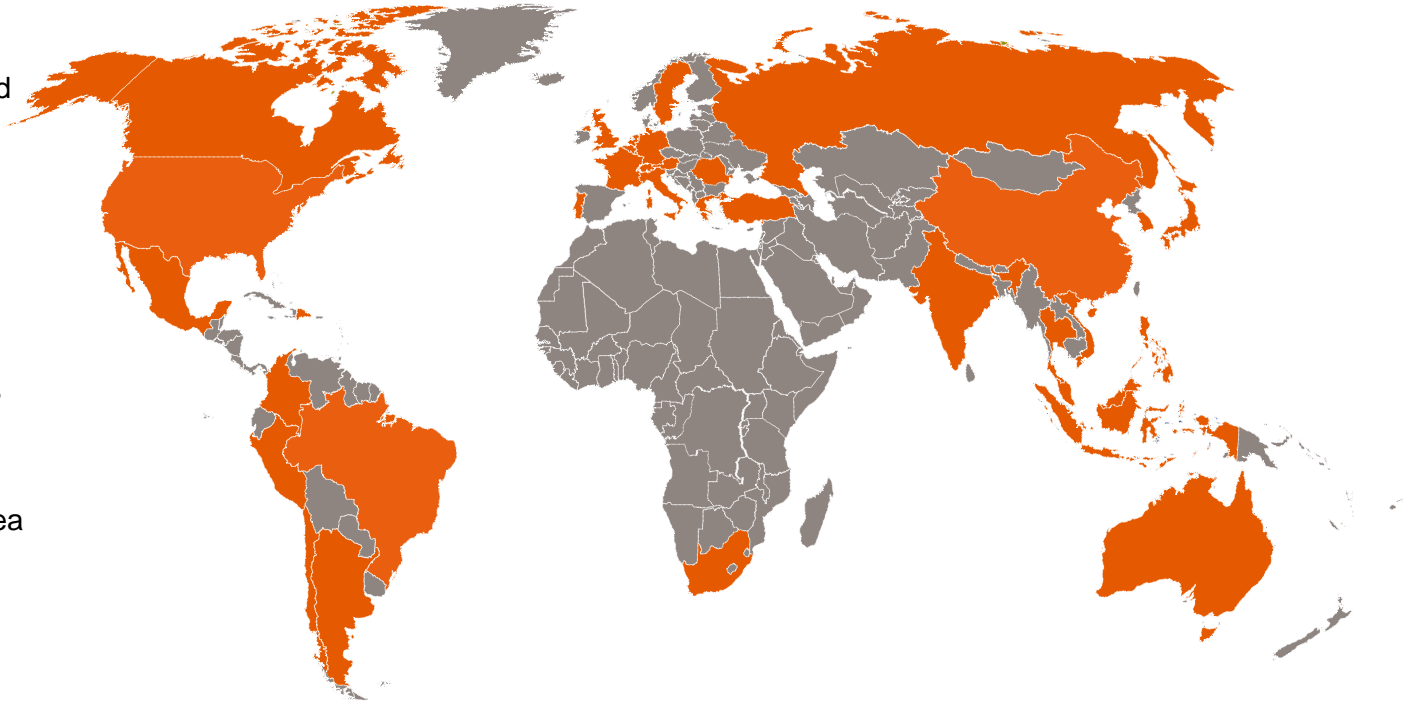
- TV & Video Devices (TV, Camcorder, Action Cameras, 3D cameras, DVD/Blu-ray/4K video players)
- Audio devices (Hi-Fi, Audio Home System, Radios, Loudspeakers, Portable / Connected Audio Devices)
- Wearables (fitness or health trackers, smart watches, smart glasses, virtual reality glasses)
- Computing (desktop, notebook, tablet PC, printers)
- Smartphones / cell phones (smartphones, mobile phones)
- Major Home Appliances (i.e. refrigerators, washers & dryers, ovens, dishwashers)
- Small domestic appliances (i.e. coffee makers, toasters, mixers, blenders, hair dryers/irons, electric shaver/trimming/epilation, etc.)

FutureBuy 2017: Global scope...



...which now includes 35 key markets

- USA
- Canada
- Mexico
- Brazil
- Chile
- Colombia
- Dominican Republic
- Argentina
- Peru
- UK
- Italy
- Austria
- Belgium
- Netherlands
- France
- Germany
- Russia
- Portugal
- Romania
- Switzerland
- Sweden
- Greece
- Turkey
- China
- Indonesia
- Malaysia
- Philippines
- India
- Japan
- South Korea
- Singapore
- Thailand
- Vietnam
- Australia
- South Africa



FutureBuy 2017: Topic coverage...



...which illuminates the most vital shopper issues



Bricks and Clicks

- Rise of omni-channel
- How mobile transforming shopping



Touchpoints

- Sources of information
- Most influential in shopping process
- Online and in-store



Mobile payments

- Attitudes about benefits of mobile payment
- How utilizing
- Barriers to adoption



Special topics

- Showroaming
- Attitudes about privacy/security
- Peek into future with Leading Edge

All of the above topics can be viewed from a category perspective (category or category-buyer), profiled by generation and compared across 35 countries.

FutureBuy 2017: Topic coverage...

...which illuminates the most vital shopper issues

The where of category shopping & purchase



- Incidence of category shopping
- Where category shopped – on/offline
- Brick & mortar channel preferences per category
- Where device (smart/tablet) used last time

Shopping channel drivers & barriers



- Online & offline drivers
- Importance of online purchase factors & shopping decision factors
- Barriers to online purchase

Shopping devices



- Incidence of devices used for online shopping
- Device ownership
- Device usage for shopping per category
- Last shopped category using smartphone/tablet
- How device used to shop per category

Shoppers habits, attitudes & trends



- Shopping attitudes
- Leading Edge Consumers' attitudes
- Product/service recommendation
- Development of shopping behaviors
- What doing more or less of
- Online shopping activities
- Device usage (esp. smartphone / tablet) & location
- Showrooming

Methods of payment & delivery



- Payment methods used in stores
- Incidence of online & in-store mobile payment
- Payment method use & frequency
- Mobile app & platform use
- Delivery method use now & future
- Attitudes towards mobile payment

Marketing Tracker online reporting

Online reporting via Marketing Tracker platform...



...which enables easy client access

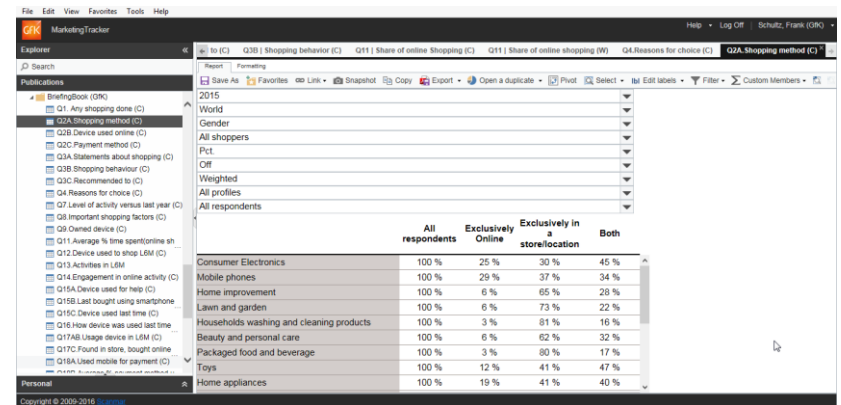
- Wide range of standard easy-to-use dashboards covering key topics
- Embedded statistics options
- Standard filters:
 - For global and regional licenses: countries, regions & global
 - Categories OR Category-buyers
 - Generations
 - Gender
 - Leading edge consumers
- Easy export of dashboards to PowerPoint in picture format
- Embedded pivot tables for additional analyses
- Save within the platform or easy export to Excel
- All dashboard filters available in pivot tables

Incidence of online & in-store mobile payment - Generations



Q18A: In the past 6 months, have you used your mobile device (including smartphones, tablets and wearable devices) to pay for any of the products or services below? (Select all that apply)

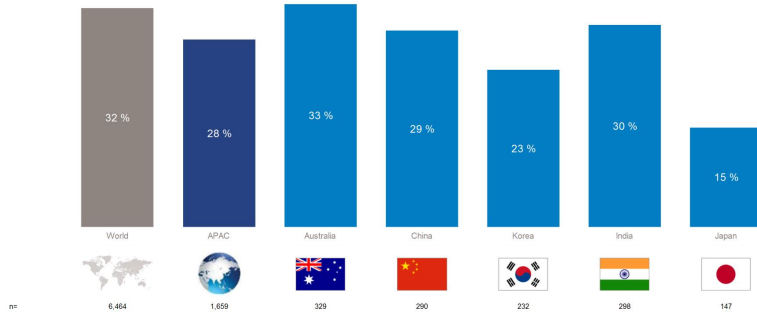
© GfK | Confidential | www.gfk.com Source: GfK Futurebuy 2016



Dashboards for Online Reporting - Examples

Incidence of category shopping

Category	Year	Generation	Shoppers	Statistics
Toys	2016	All respondents	All respondents	Pct.



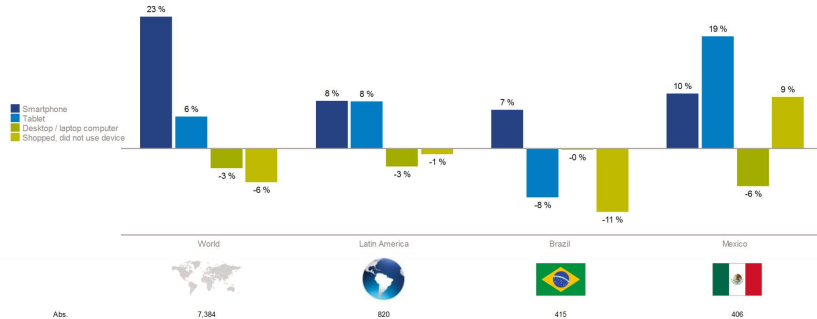
Q1: Which of the following types of products and services, if any, have you shopped for in the past 6 months for yourself or others in your household?

© GfK | Confidential | www.gfk.com

Source: GfK FutureBuy 2016

Device use for shopping per category

Category	Year	Generation	Shoppers	Gender	Statistics
Consumer electronics	2016	All respondents	All respondents	All respondents	Growth



Q15A: And which devices have you used to help you shop for the below products and services in the past 6 months?

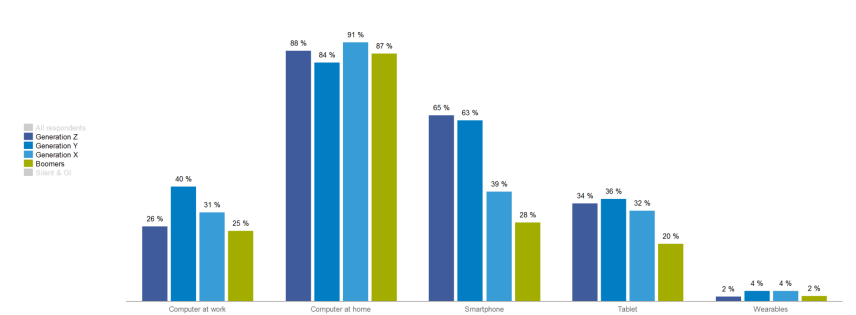
© GfK | Confidential | www.gfk.com

Source: GfK FutureBuy 2016

Device use for shopping - Generations



Country	Year	Shoppers	Gender	Statistics	Category buyers
Russia	2016	All respondents	All respondents	Pct.	All respondents



Q12: Which of the following devices have you used to help you shop for a product or service in the past 6 months? (Select all that apply.) By "shop" we mean the process of browsing, comparison shopping, information gathering, or the actual purchase of products and services.)

© GfK | Confidential | www.gfk.com

Source: GfK FutureBuy 2016

Incidence of online & in-store mobile payment - Generations



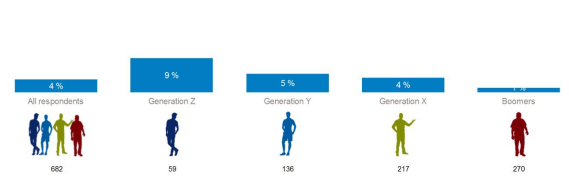
Country	Category	Year	Shoppers	Gender
Japan	Clothing/fashion	2016	All respondents	All respondents



Online



In-store



Q18A: In the past 6 months, have you used your mobile device (including smartphones, tablets and wearable devices) to pay for any of the products or services below? (Select all that apply.)

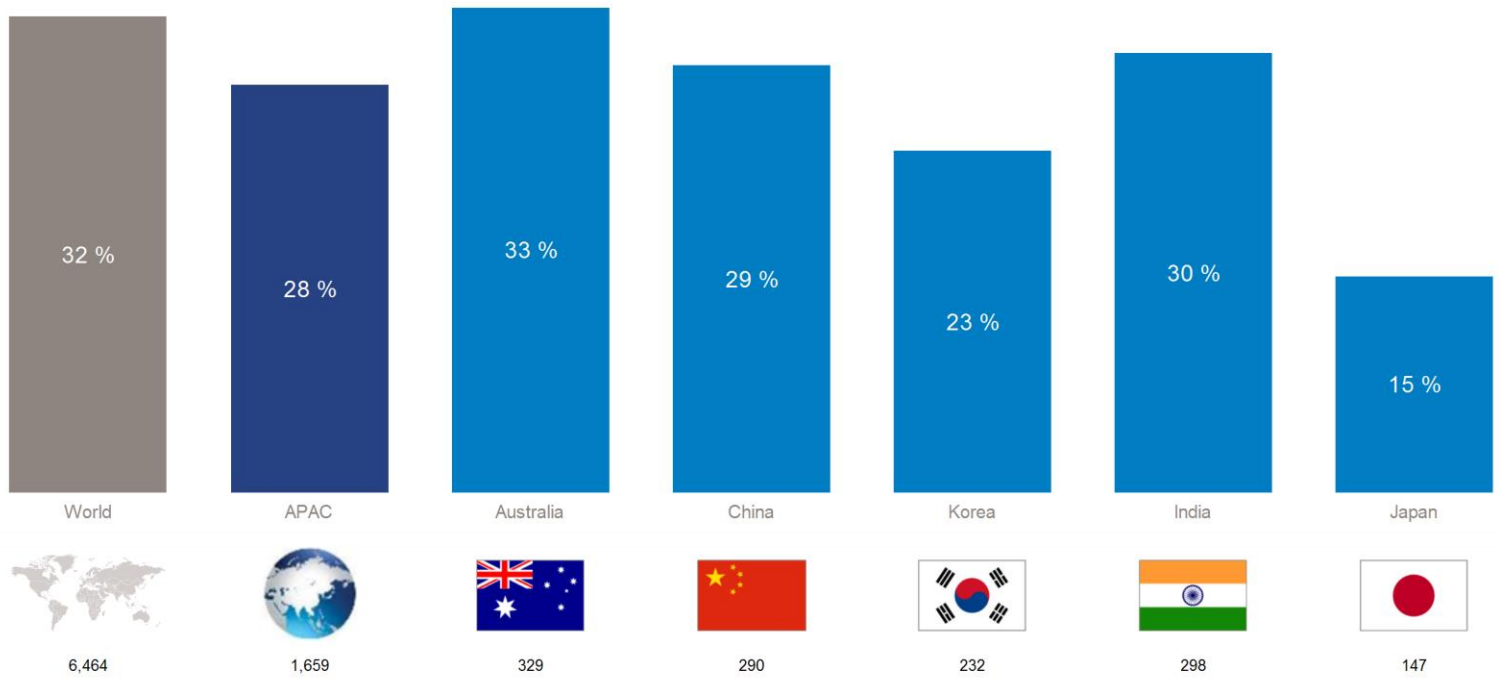
© GfK | Confidential | www.gfk.com

Source: GfK FutureBuy 2016

Category-specific results for multiple markets

Incidence of category shopping

Category	Year	Generation	Shoppers	Statistics
Toys	2016	All respondents	All respondents	Pct.

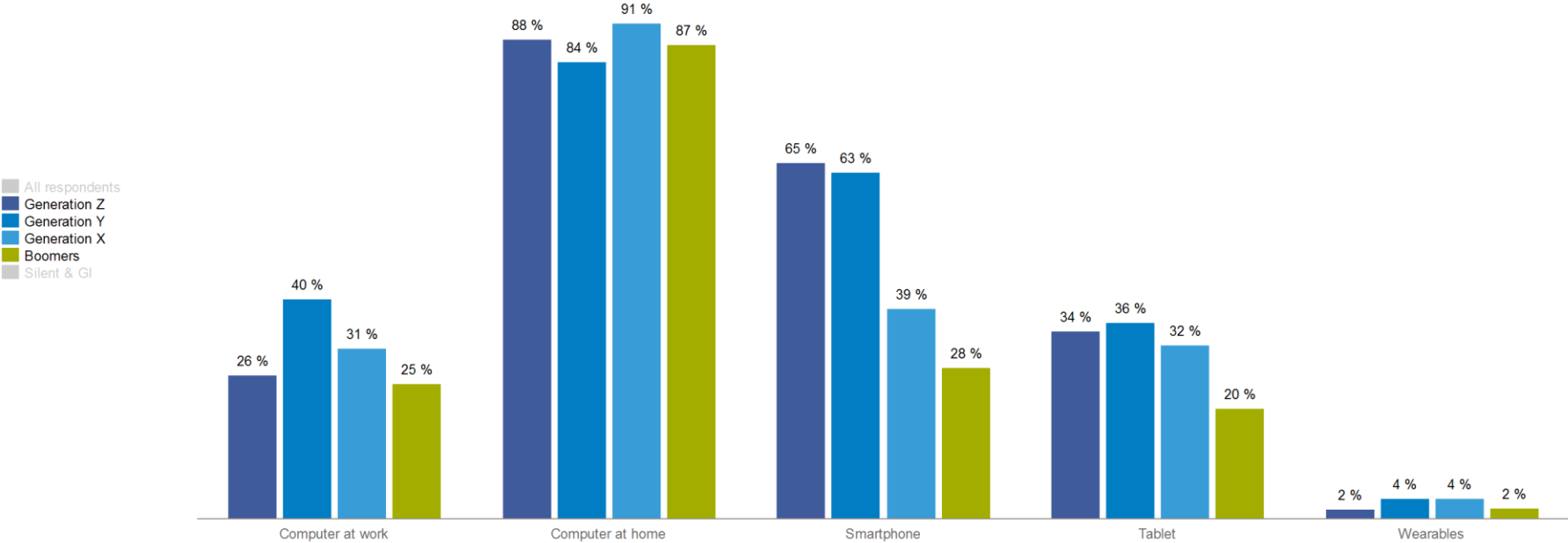


Q1: Which of the following types of products and services, if any, have you shopped for in the past 6 months for yourself or others in your household?

Generational view of results for a single markets

Device use for shopping - Generations

	Country	Year	Shoppers	Gender	Statistics	Category buyers
	Russia	2016	All respondents	All respondents	Pct.	All respondents

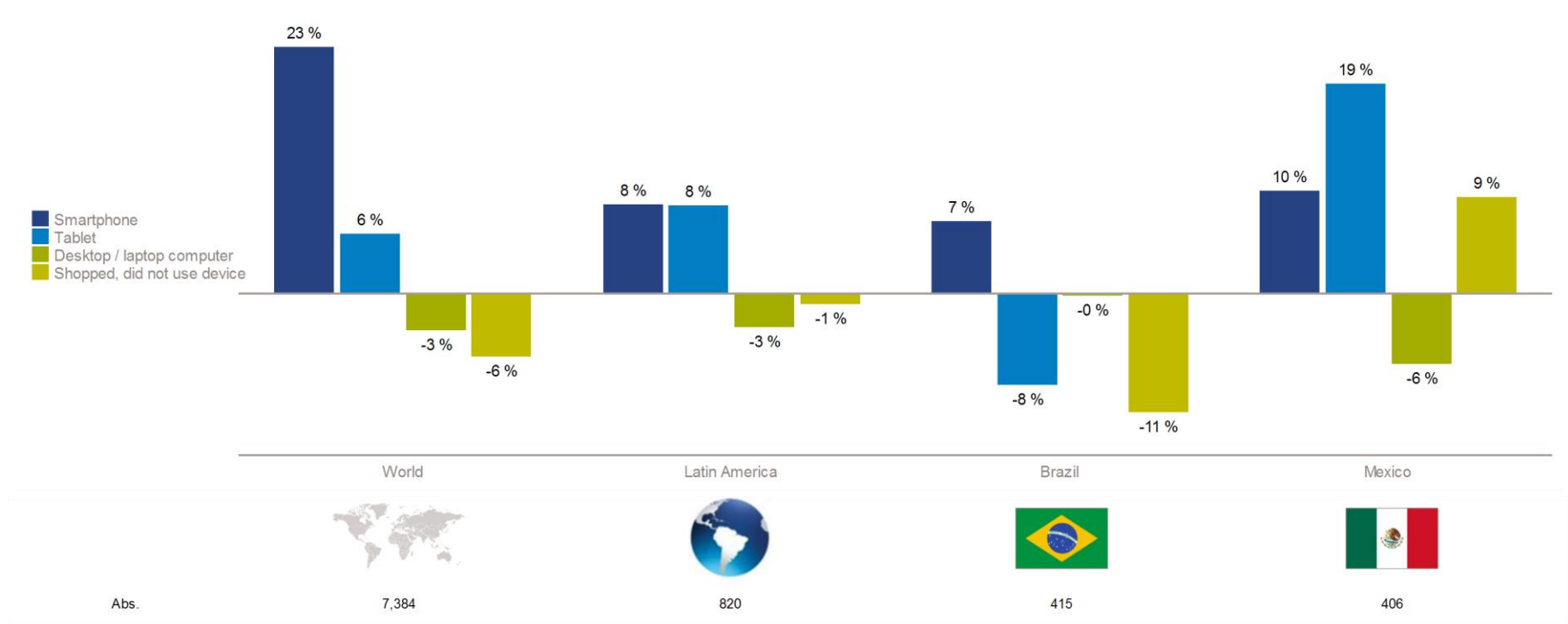


Q12: Which of the following devices have you used to help you shop for a product or service in the past 6 months? (Select all that apply). By "shop" we mean the process of browsing, comparison shopping, information gathering, or the actual purchase of products and services.)

Category view of YoY growth for a multiple markets

Device use for shopping per category

Category:
 Year:
 Generation:
 Shoppers:
 Gender:
 Statistics:



Q15A: And which devices have you used to help you shop for the below products and services in the past 6 months?

Generational view of category results for a single market

Incidence of online & in-store mobile payment - Generations

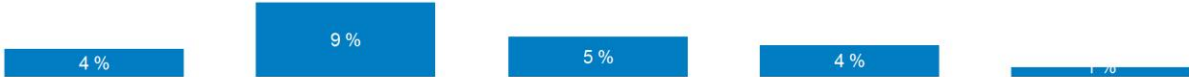
Country:
 Category:
 Year:
 Shoppers:
 Gender:



Online



In store



Abs.



682



59



136



217



270

Q18A: In the past 6 months, have you used your mobile device (including smartphones, tablets and wearable devices) to pay for any of the products or services below? (Select all that apply)

Options & Pricing

Reporting and data access options

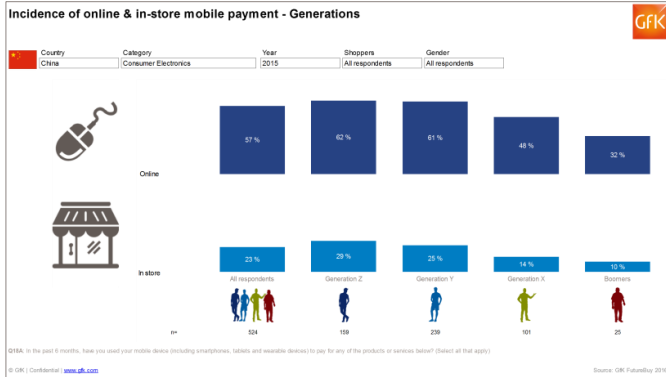


Standard deliverables for Romania

Executive summary

4-hour immersion workshop

Online Reporting Portal



- Live interface access to all surveyed categories for 1 year
- Up to 5 users per client
- Global, regional and country access packages available
- Webinar training session on portal navigation

Custom Presentations



Custom category and/or market-specific insights presentations

Custom reports are priced individually based upon their scope.

FutureBuy 2017: Online portal access pricing



Global & Regional Access Pricing

Global Access	
1 year portal access to all 35 countries	€ 30 000

Regional Access

1 year portal access to:		
	Asia Pacific (11 markets)	€ 15 000
	Latin America (7 markets)	€ 12 000
	North America (2 markets)	€ 8 000
	Europe (13 markets)	€ 17 000

Additional User Access	
Additional users above the 5 included in the prices of all access packages	€ 1 000 per user

Country Access Pricing

Includes region and global averages as benchmarks

Argentina	€ 4,000	Malaysia	€ 3,500
Australia	€ 4,000	Mexico	€ 4,000
Austria	€ 4,000	Netherlands	€ 4,000
Belgium	€ 4,000	Peru	€ 3,500
Brazil	€ 5,000	Philippines	€ 3,500
Canada	€ 3,500	Portugal	€ 4,000
Chile	€ 3,500	Romania	€ 3,500
China	€ 5,000	Russia	€ 5,000
Colombia	€ 3,500	Singapore	€ 3,500
Dominican Republic	€ 3,500	South Africa	€ 4,000
France	€ 5,000	South Korea	€ 4,000
Germany	€ 5,000	Sweden	€ 4,000
Greece	€ 3,500	Switzerland	€ 4,000
India	€ 4,000	Thailand	€ 3,500
Indonesia	€ 4,000	Turkey	€ 4,000
Italy	€ 4,000	UK	€ 5,000
Japan	€ 4,000	US	€ 5,000
		Vietnam	€ 3,500

Stay in touch



Anca Zamfirescu
Head of Digital Marketing
Intelligence

Anca.Zamfirescu@gfk.com



Cristina Vasile
Key Account Manager
Cristina.Vasile@gfk.com

