

#WHO CARES? 20 #WHO DOES? 20

Multi-client Study

#WHOCARES? #WHODOES?2020 Available in September 2020

Sustainability concern and action...What's changed since last year?

Your comprehensive guide to Sustainability in FMCG

- Helping to understand sustainable shoppers and the opportunities they bring for manufactures and retailers

Sustainability is a huge opportunity for businesses, and conversely there is a huge risk for inactivity.

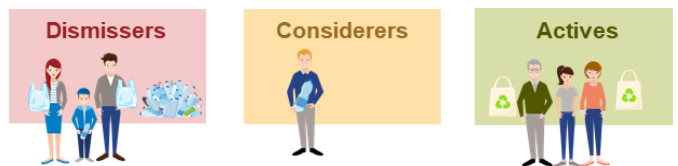
The challenge for manufacturers and retailers is to find the sweet spot between doing the right thing and commercial success; for example it is not enough to produce recyclable packaging if shoppers do not purchase or do not know how to recycle.

The key to achieving these dual aims is by identifying consumer concerns, their actions and connecting this with what they are actually purchasing when in store. Our # Who Cares? Who Does? 2020 report will do this for you.



In #Who Cares? Who Does? 2020 you'll get a detailed understanding of perceptions of sustainability, the actions shoppers are taking to be more environmentally friendly and the actions they expect to be taken from manufacturers or retailers. On top of that, additional questions for a broad sustainability understanding will be answered, including topics such as recycling, naturalness and the different needs shoppers have for different categories.

What is more, we're now undergoing a global health pandemic and we're intrigued to see what impact this has had on levels of concern; whether heightened or tempered.



The findings are split into three shopper segments based on level of personal actions to reduce plastic waste:

- Eco-Actives are making most actions,
- Eco-Considerers who are concerned but less active, and
- Eco-Dismissers making little or no actions at all.

In addition we link the survey to our purchase panel data so you can directly see the impact of environmental concern for your category, regarding preferred brands, shopping channels and retailers, moreover split by different shopper segments.

#WHOCARES? #WHODOES? 2020

The study covers following content >>

I. Global part of the study

Harmonized survey across 19 markets reaching 80.000 households;
incl. Czech and Slovak households

1. Methodology & Summary

- Methodology
- Introduction to our Eco-segments (Eco-Actives, Eco-Considerers, Eco-Dismissers)

2. Perception of sustainability

- Most concerning environmental challenges
- What does sustainability mean to shoppers?
- Does the outlook look positive?

3. Actions shoppers are taking to be more environmentally friendly

- Actions taken to reduce plastic waste
- What lifestyle changes have shoppers made since last year?
- Recycling: general attitudes, frequency of recycling behavior, barriers with recycling

4. Actions for business – what shoppers expect from manufacturers

- Who is most responsible to reduce environmental impact?
- Which brands and retailers stand out?
- Which categories can make the difference?
- What solutions are expected?
- Recycling
- Who influences shoppers?

5. Eco Segments

- Segment share, change vs last year
- What differentiates segments?
- Attitudes to naturalness
- Demographic profile
- Macro shopping behavior, Shopping channels

II. Local part of the study per one country Czech/Slovak Republic

Online survey done in July 2020 within GfK Consumer Panel

- Corona crisis and its impact on sustainable activities
- Usage of protective aids (disposable gloves, face masks, plastic bags) and shopping of unpackaged products during and after corona crisis
- Sustainable aspects influencing purchase decisions of food or drugstore (e.g. plastic waste production, animal testing)
- Retailers associated with sustainable activities
- Sustainable activities most associated with retailers
- Brands associated with sustainable activities
- Sustainable activities most associated with brands

III. How the Eco-Segments shop in your category

Link to our purchase panel data. You will directly see the impact of environmental concern for your category

- Segment KPIs
- Brand share
- Retailer share & Format share
- Demographic Profile

Research parameters:

Multi-client study based on Why2buy online questionnaire done in July 2020 on the selected consumer panel subsample in the Czech Republic and in Slovakia, combined with the analysis of real purchases using a unique perspective provided by GfK's continuous consumer panel in the Czech and Slovak Republic.



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Investment:

- Complete study available for both countries (incl. purchase data for one category):
 - Czech Republic: CZK 105.300,-
 - Slovak Republic: € 3.900,-
- Costs per each additional category:
 - Czech Republic: CZK 43.200,-
 - Slovak Republic: € 1.600,-
- Personal presentation: € 250,- | CZK 7.000,-
- If CZ&SK purchased together: 10% discount
- Study is available in English

#WHOCARES? #WHODOES? 2020

Order Confirmation Form>>

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Multi-client Study #WHOCARES? #WHODOES? 2020 Czech Republic	CZK 105.300,- <input type="checkbox"/>	Order confirmation (please tick the box „ <input checked="" type="checkbox"/> “ next to the price and sign below)
Multi-client Study #WHOCARES? #WHODOES? 2020 Slovakia	EUR 3.900,- <input type="checkbox"/>	

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Delivery in commented PDF document in English language in 5 working days following the receipt of the signed and stamped order confirmation and receipt of a PO number if required.



GfK Consumer Panel is a syndicated research. Any data, analyses and results provided to a client remains the property of GfK and may not be provided and/or sold to any third party without prior written consent obtained from GfK Consumer Panel Services.



All prices excl. VAT. Study to be invoiced in one instalment immediately after data delivery. Invoice is to be paid within 14 days from the date of the invoice issued by the Supplier. The invoice will be raised by the respective data supplier = GfK Czech, s.r.o.; 15271757; VAT No. CZ15271757 / GfK Slovakia, s.r.o.; SR00602272; VAT No. SK2020306145

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