

Europe

YouGov Consumer Panel - countries in a glimpse

Basic information on all YG consumer panel countries

Prepared by Coca-Cola account team

2024

YouGov Consumer Panel countries overview

Country	Slide #
Austria	7
Belgium	12
Bulgaria	17
Croatia	22
Czech Republic	27
Denmark	32
Germany	37
Hungary	42
Italy	47
Netherlands	52
Poland	57
Romania	62
Serbia	67
Slovakia	72
Sweden	77

In this document you will find a short methodological intro and separate overviews of YouGov Consumer Panel countries.

In case of any questions in relation to the information provided in this file please contact your local YouGov contacts or the global Project Manager – contact details below.

Stan Arkhipov

Project Manager at GKAM team

stanislav.arkhipov@yougov.com



00 Methodology

Data production topline flow



Recruit and **maintain** a representative sample of households



Households **add purchase information** - When? Where? Price paid? Number of units? Price per unit?

GfK **analyses** the data and **delivers** results to clients



Households **scan EAN codes** of bought products. If no EAN code, scan via codebook



GfK **verifies, encodes, weights** the data and transfers it into database



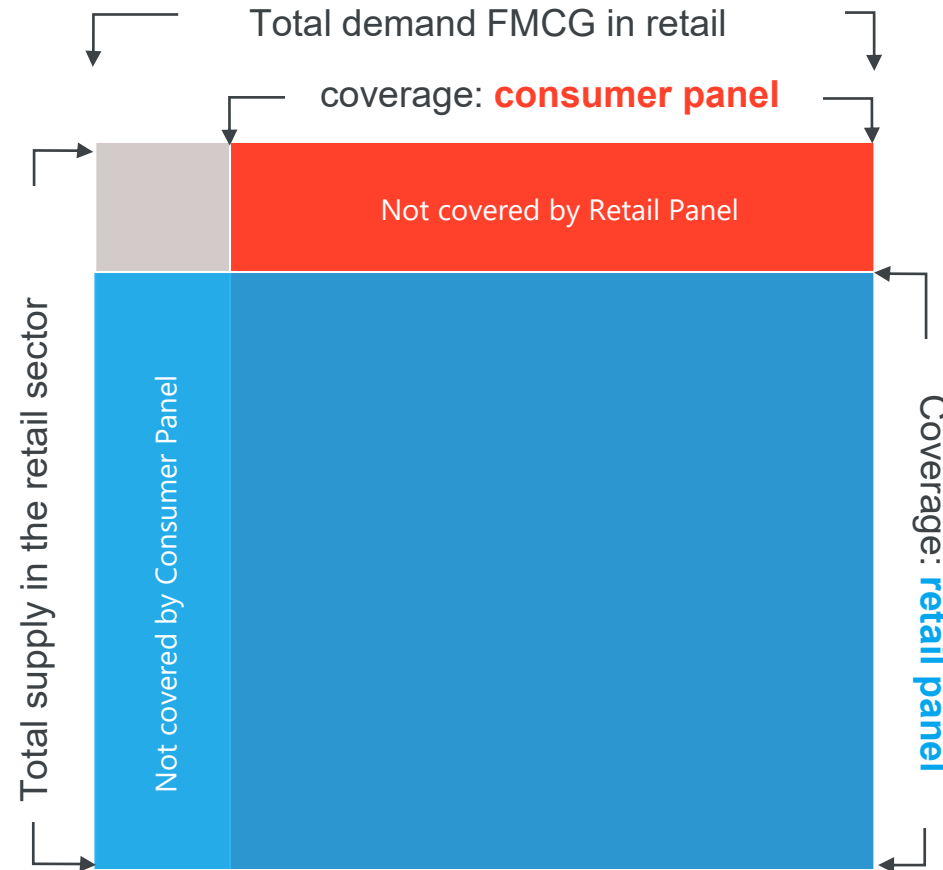
The consumer panel contains the entire supply side which differentiates it from retail panels

Consumer panel



Not covered fields

- Major consumers / public households (e.g. canteens, institutes, hospitals, nursery homes)
- Demand of offices / doctor's offices / smaller restaurants / small enterprises etc.
- Private out-of-home consumption
- Foreign tourists
- Impossible or hard-to-reach consumers (e.g. non-resident population)
- Migrants



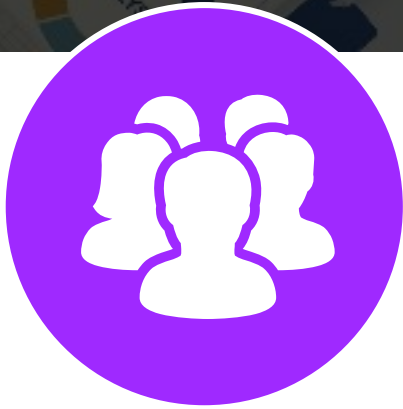
Retail Panel

Not covered fields*

- Non-cooperating chains (e.g. some discounters)
- Specialised stores (e.g. butchers, bakeries, beauty salons, hairdressers)
- Out-of-store retail (e.g. home services, weekly markets, stalls)
- Mail order
- Internet Sales (online only retailers)
- Vending machines

Consumer panel provides information on market trends, consumers and their real purchase behavior

So we know



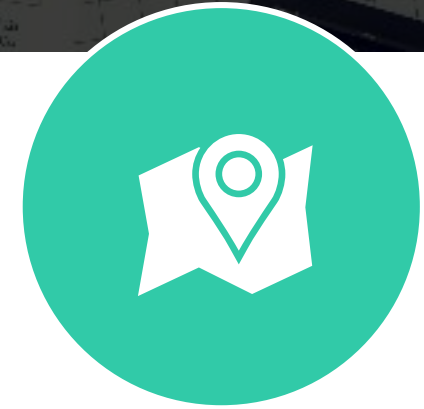
WHO?

- Where they live
- How much they earn
- How big their family is
- How many children they have
- Their consumer habits



WHAT?

- EAN-code data breakdown
- Reported KPIs – Volume, Value, Penetration, Purchase frequency, Avg basket size
- Segmentations, including tailor-made



WHERE?

- Trade channels
- Retailers
- Online/offline
- Loyalty card usage
- Regional split

01 Austria

Consumer panel set-up 2024



Sample of up to **4,000** households (gross)
representative of approx. **4.1** mio households



Weighting criteria

Size of Community
Size of Household
Age of Household Manager
Employment of HH Mgr.
Employment of Head of HH
Children in Household



Categories covered

Fresh Food
Packaged Food (incl. Frozen)
Beverages
Personal and Home Care
Baby Food / Diapers / Body
Care
Paper wares
Pet Food
Domestic Care Other



Data collection

Scanners 70%
Smartphone App 30%



Backdata available since **Jan 2017**



Latest news

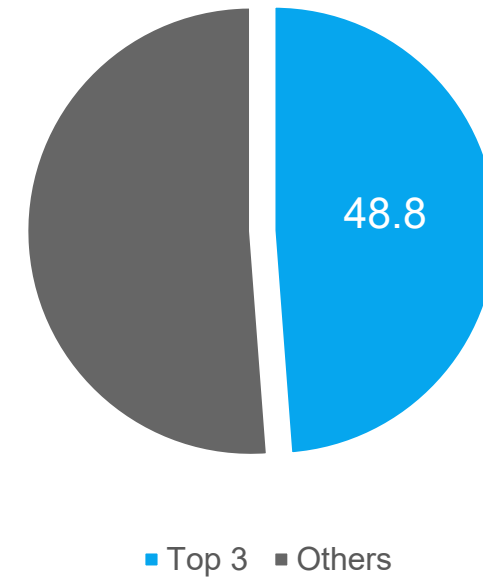
- MyScan Light replaced older app in 2022
- Data processing workflow enhanced in 2023



Main retailers tracked

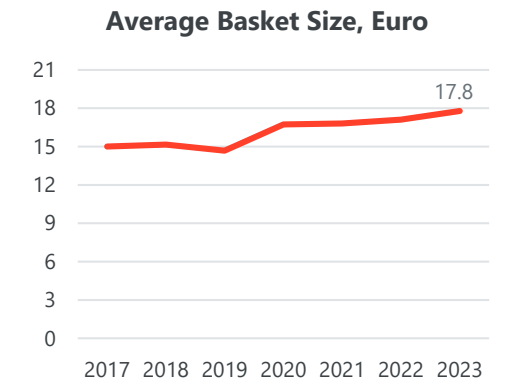
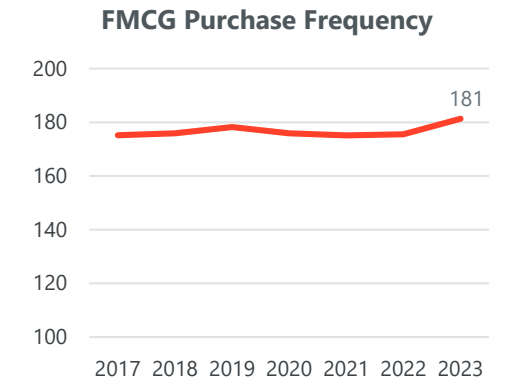
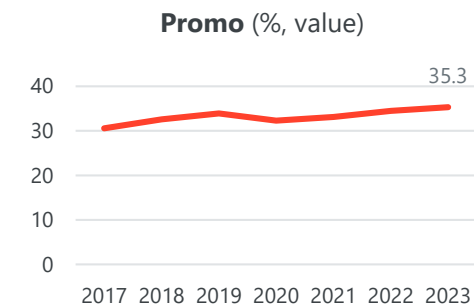
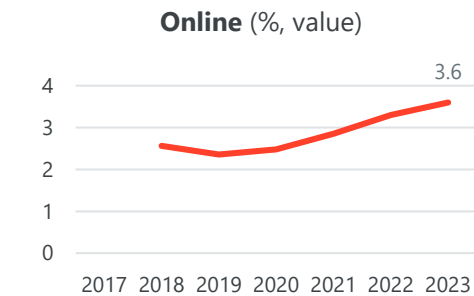
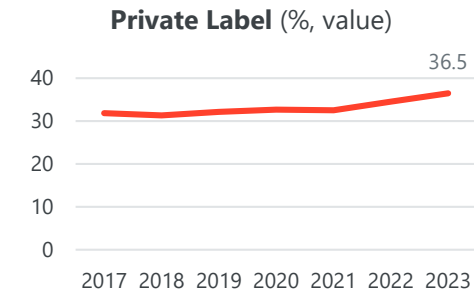
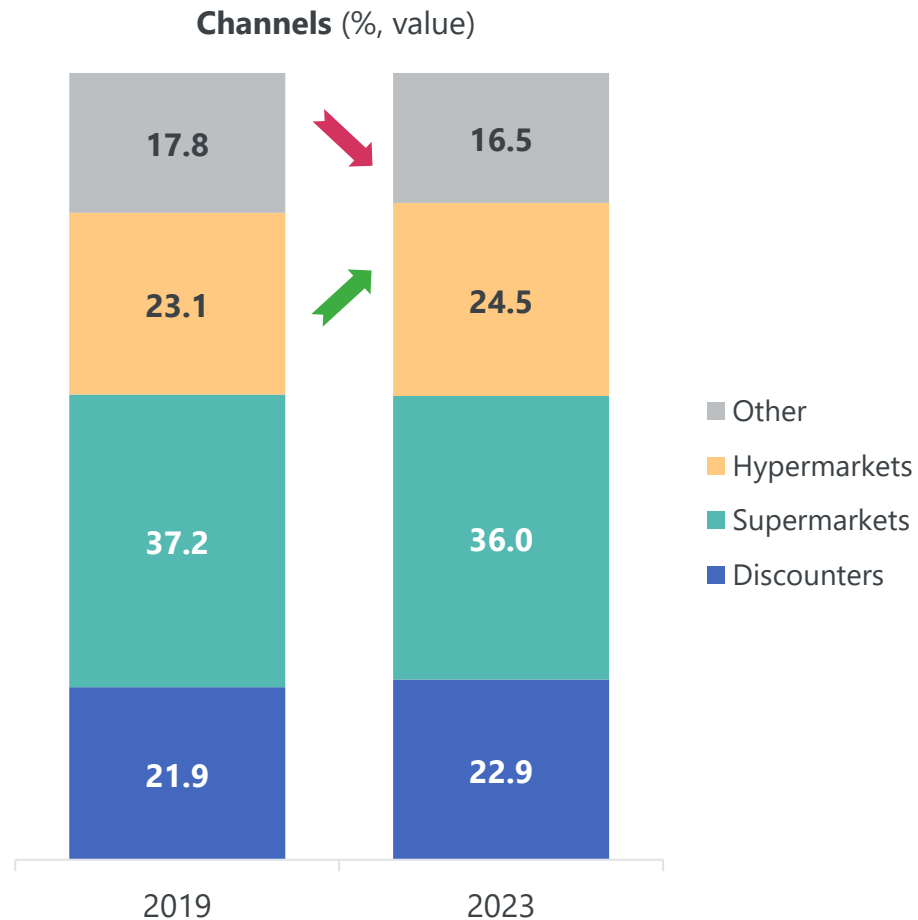
Format	Retailers
Supermarkets	■ Billa ■ Spar ■ Mpreis incl T&G
Hypermarkets	■ Billa Plus ■ Interspar ■ Eurospar
Discounters	■ Hofer ■ Penny ■ Lidl
Drug stores	■ DM ■ BIPA ■ Müller

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape

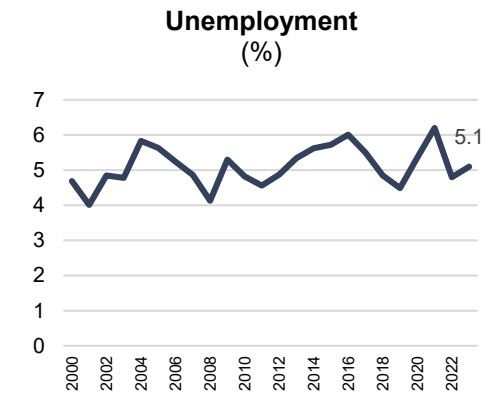
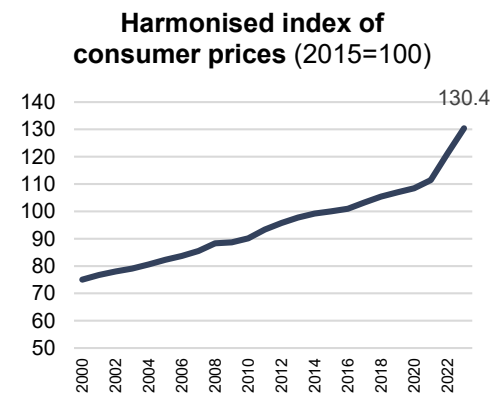
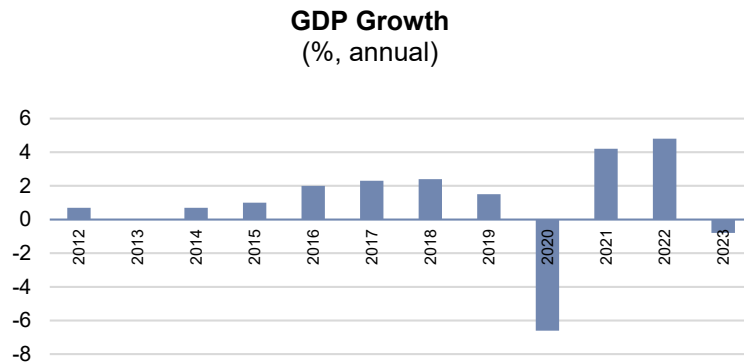
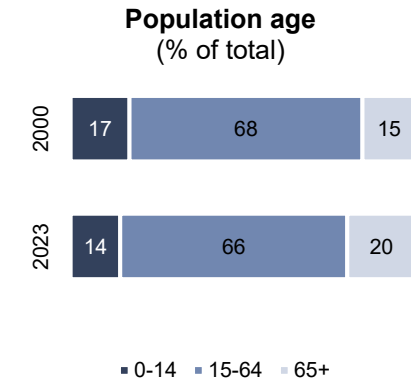
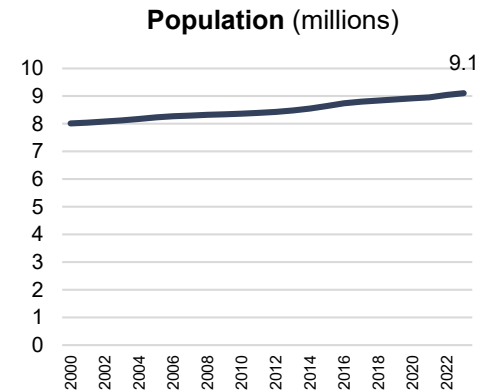




Macro data

KEY FACTS (2023)

Population	9.1 m
Urban population (=non-rural areas)	62%
GDP per capita (current €)	€ 52 250
Cars per 1000 inh	566
Life expectancy at birth, ♀ / ♂	84 / 79.2 years
Households with Internet access at home	95%



02 Belgium



Consumer panel set-up 2024



Sample of **6,000** households (gross)
representative of **5.2** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper
Presence of children <3y



Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100 %



Backdata available since **Jan 2017**



Latest news

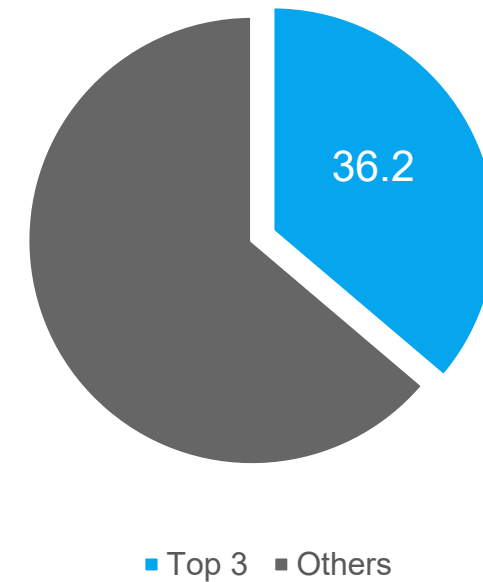
- Switch to MyScan app scanning on full panel is complete (2022)



Main retailers tracked

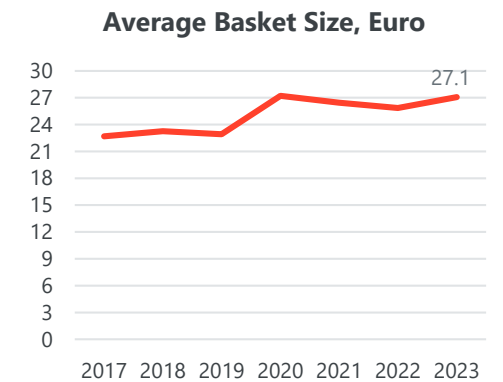
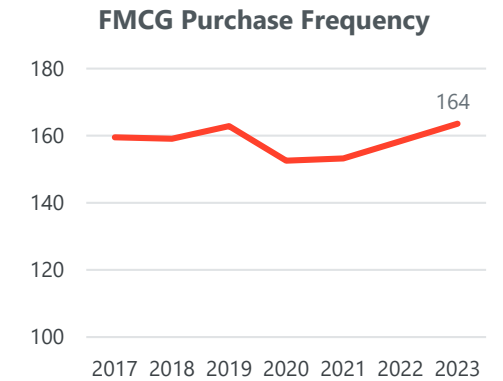
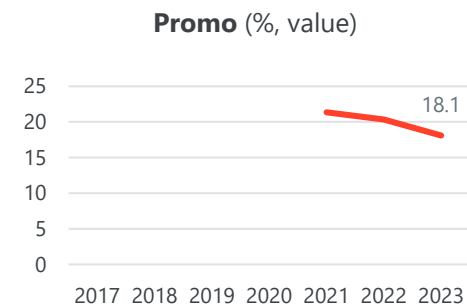
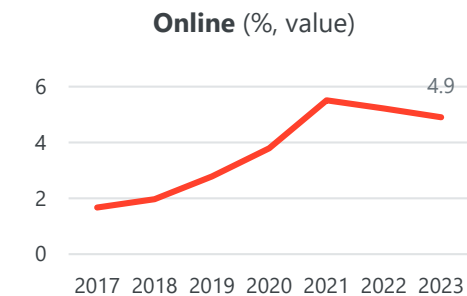
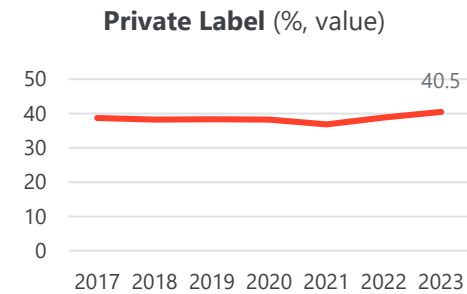
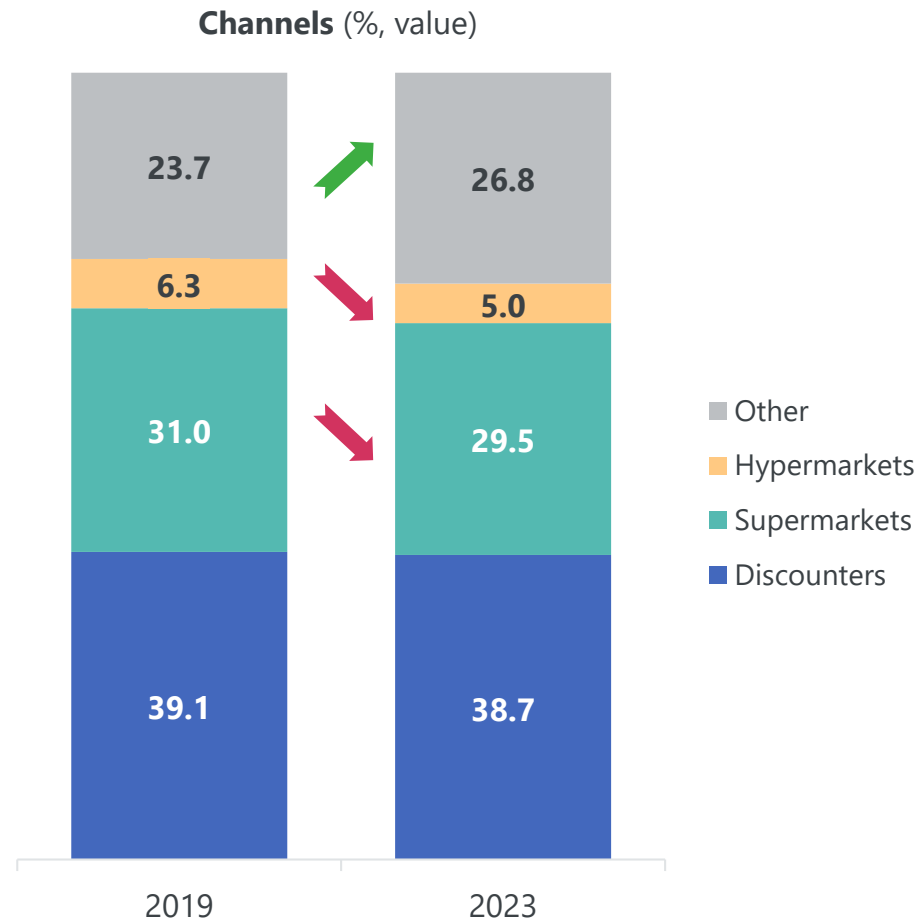
Format	Retailers
Supermarkets	■ Delhaize ■ Carrefour Market ■ Albert Heijn
Hypermarkets	■ Carrefour Hyper ■ Cora
Discounters	■ Colruyt LP ■ Aldi ■ Lidl
Drug stores	■ Kruidvat

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



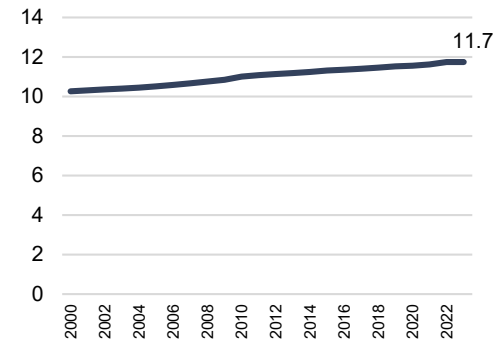


Macro data

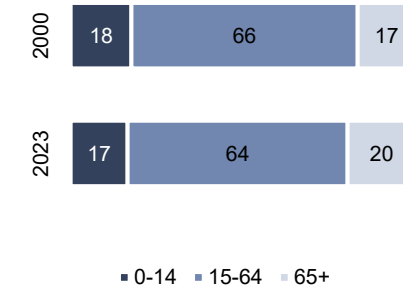
KEY FACTS (2023)

Population	11.7 m
Urban population (=non-rural areas)	86%
GDP per capita (current €)	€ 49 720
Cars per 1000 inh	506
Life expectancy at birth, ♀ / ♂ (2021)	84.6 / 80.3 years
Households with Internet access at home	94%

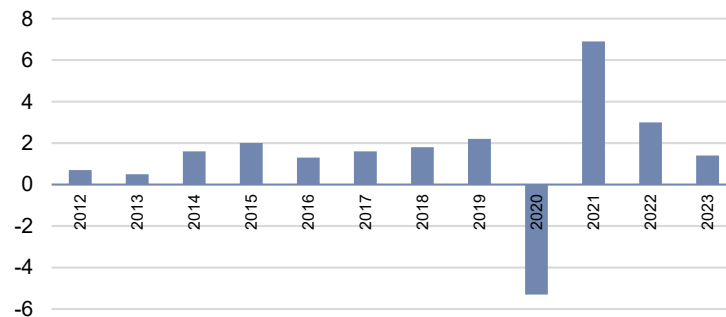
Population (millions)



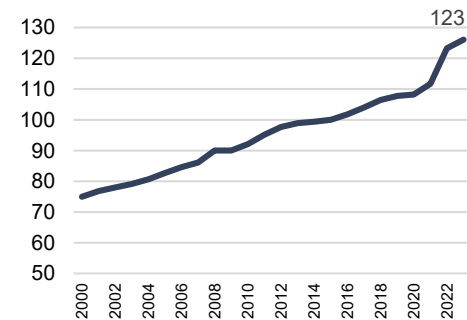
Population age
(% of total)



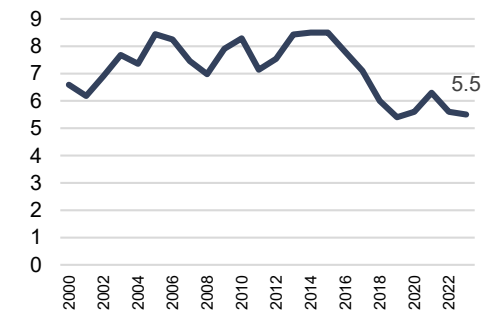
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



03 Bulgaria



Consumer panel set-up 2024



Sample of **2,500** households (gross)
representative of **2.9** mio households



Weighting criteria

Age of head of HH
Size of HH
Type by size of comm
Children up to 16 years
Region



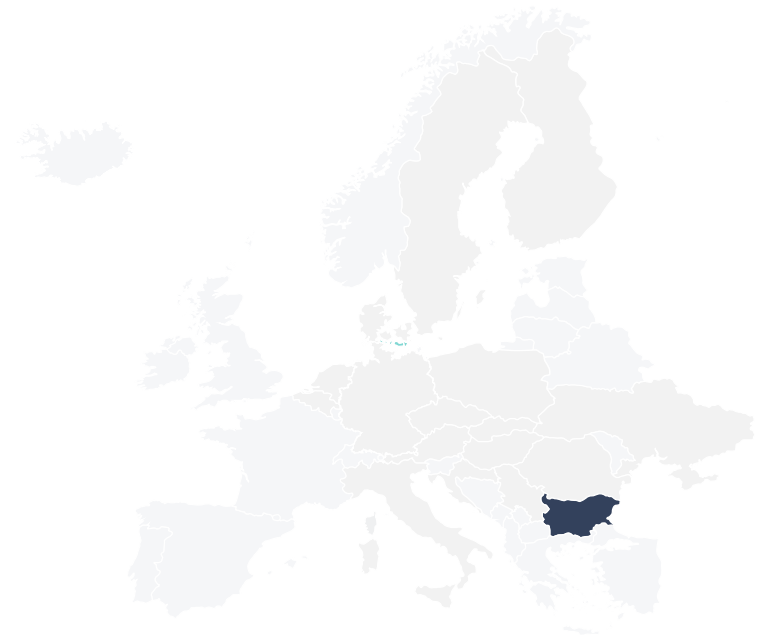
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Scanners 10%
Smartphone App 90%



Backdata available since **Jan 2019**



Latest news

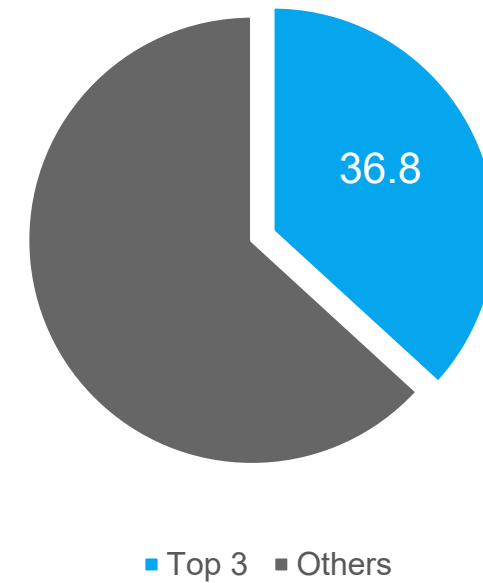
- Census update complete in Q1'24 with backdata restatement from Jan'21 period
- reporting scope extension
- retailer benchmarking



Main retailers tracked

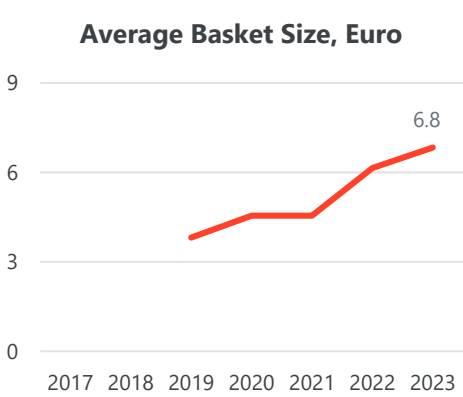
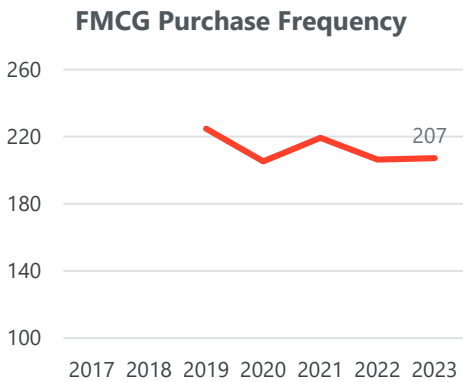
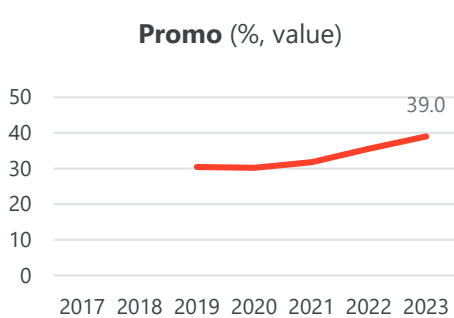
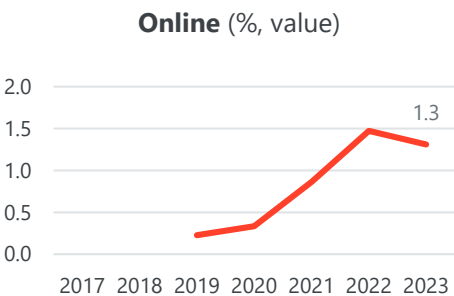
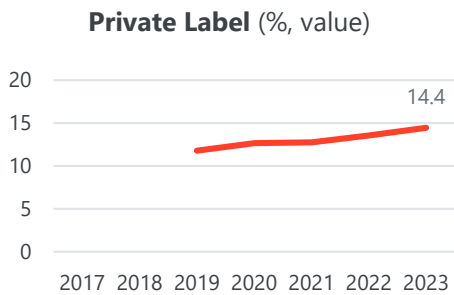
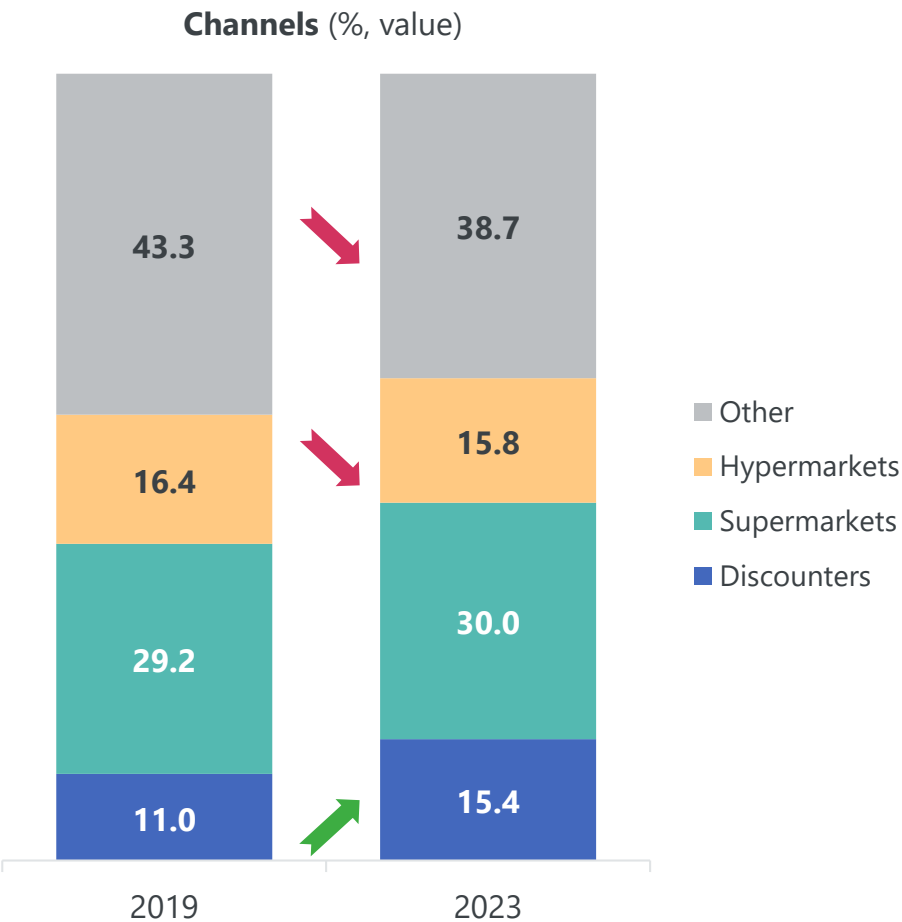
Format	Retailers
Supermarkets	■ Billa ■ Fantastico ■ CBA ■ T-Market
Hypermarkets	■ Kaufland
Discounters	■ Lidl ■ KAM
Drug stores	■ DM ■ Lilly

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



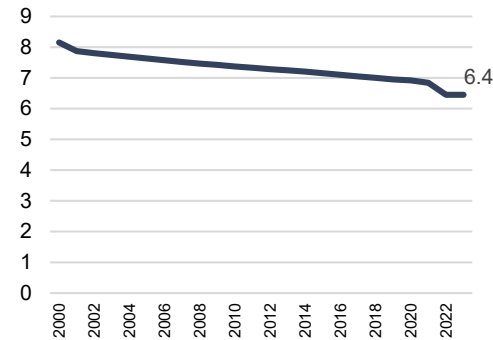


Macro data

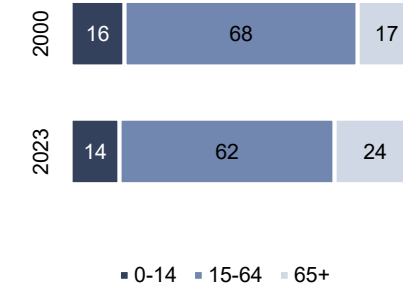
KEY FACTS (2023)

Population	6.4 m
Urban population (=non-rural areas)	69%
GDP per capita (current €)	€ 14 580
Cars per 1000 inh	449
Life expectancy at birth, ♀ / ♂ (2020)	79.6 / 72 years
Households with Internet access at home	89%

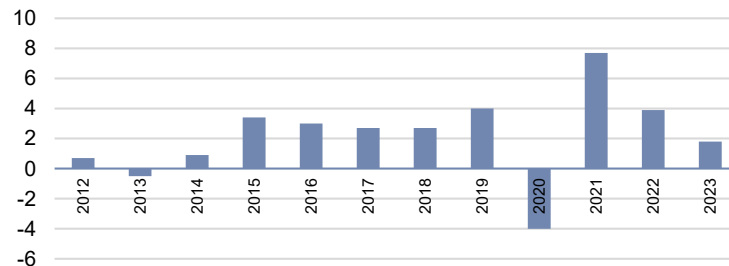
Population (millions)



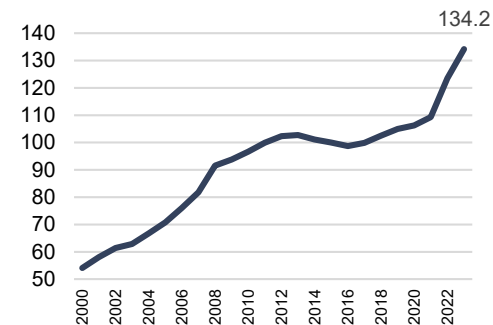
Population age
(% of total)



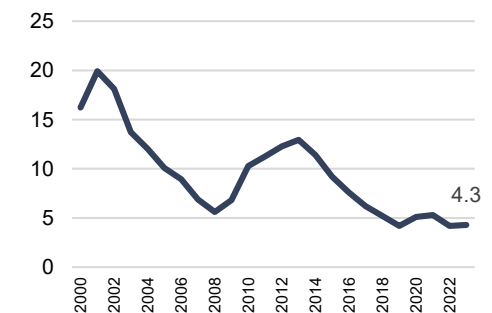
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



04 Croatia



Consumer panel set-up 2024



Sample of up to **1,500** households (gross)
representative of **1.4** mio households



Recruitment criteria

Geo areas
City size
Family size
Nr. of children under 18
Age of head of HH



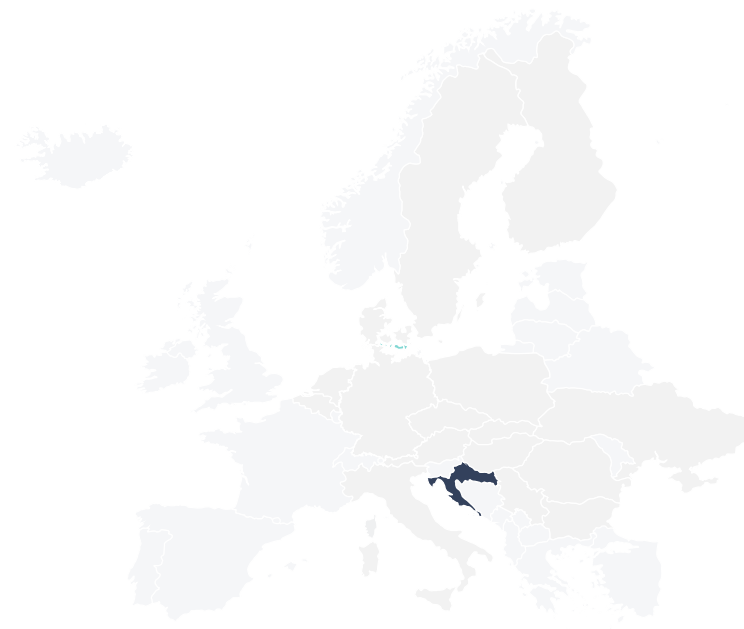
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100%



Backdata available since Jan 2019



Latest news

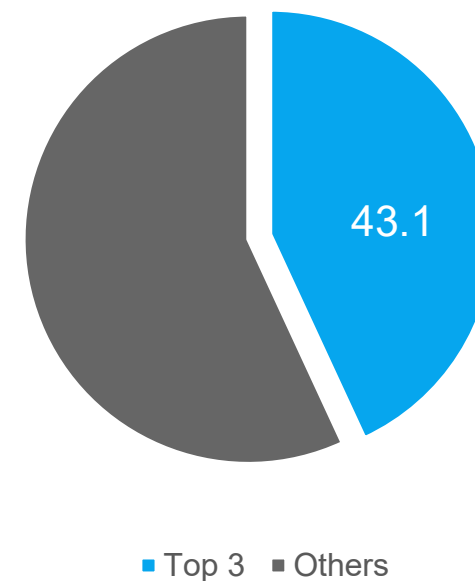
Census update implemented in 2024
with backdata restatement



Main retailers tracked

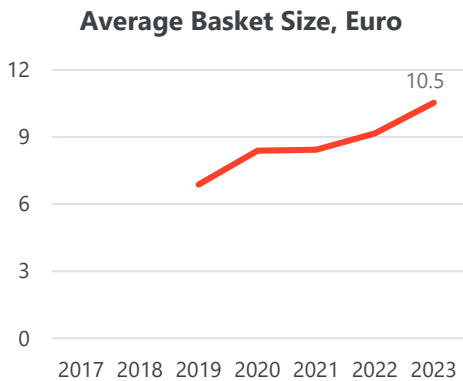
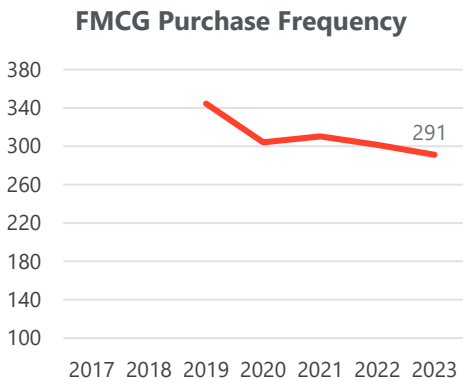
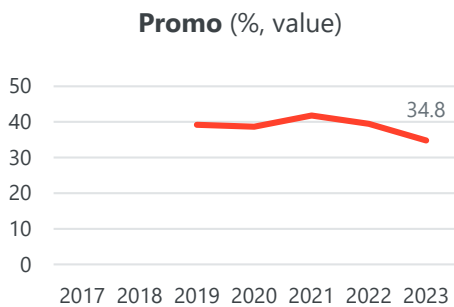
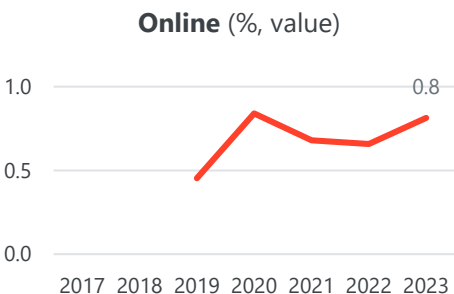
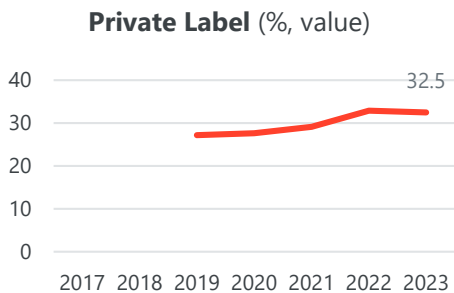
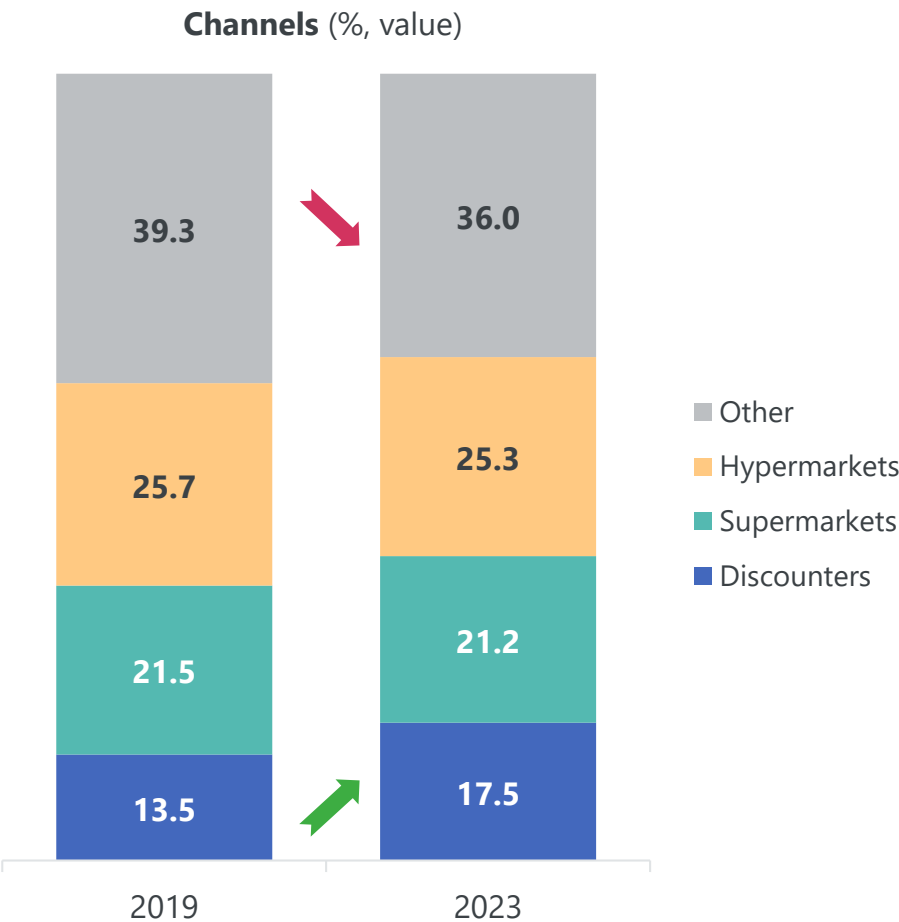
Format	Retailers
Supermarkets	■ Plodine ■ Spar ■ Konzum
Hypermarkets	■ Kaufland ■ Interspar ■ Konzum Super
Discounters	■ Lidl ■ Euro Spin
Drug stores	■ DM ■ BIPA ■ Müller

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



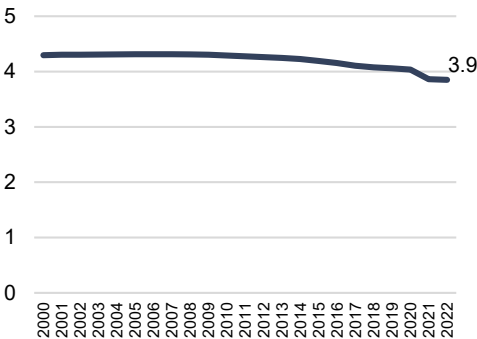


Macro data

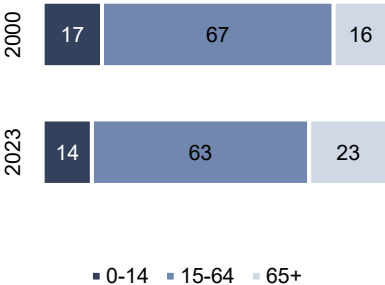
KEY FACTS (2023)

Population	3.9 m
Urban population (=non-rural areas)	63%
GDP per capita (current €)	€ 17 500
Cars per 1000 inh	478
Life expectancy at birth, ♀ / ♂ (2021)	81.8 / 75.4 years
Households with Internet access at home	90%

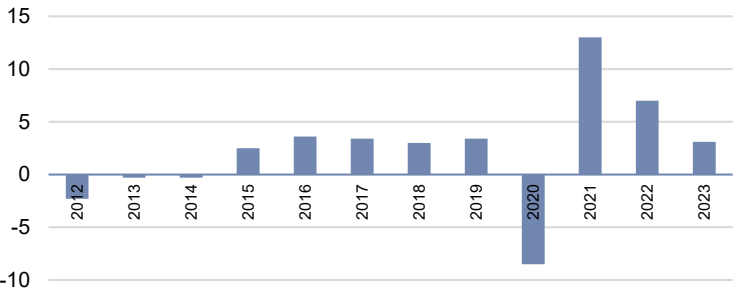
Population (millions)



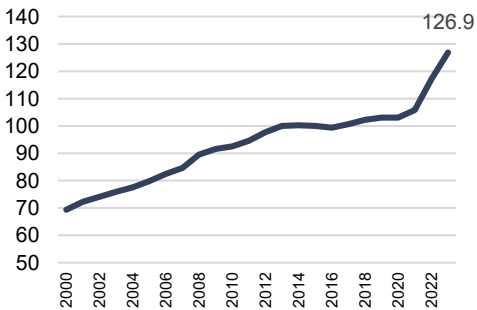
Population age (% of total)



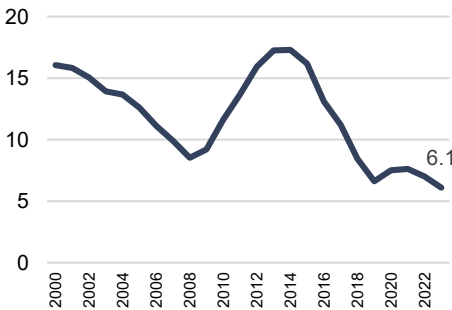
GDP Growth (% , annual)



Harmonised index of consumer prices (2015=100)



Unemployment (%)



05 Czech Republic



Consumer panel set-up 2024



Sample of up to **4,000** households (gross)
representative of approx. **4.5** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper
Presence of children



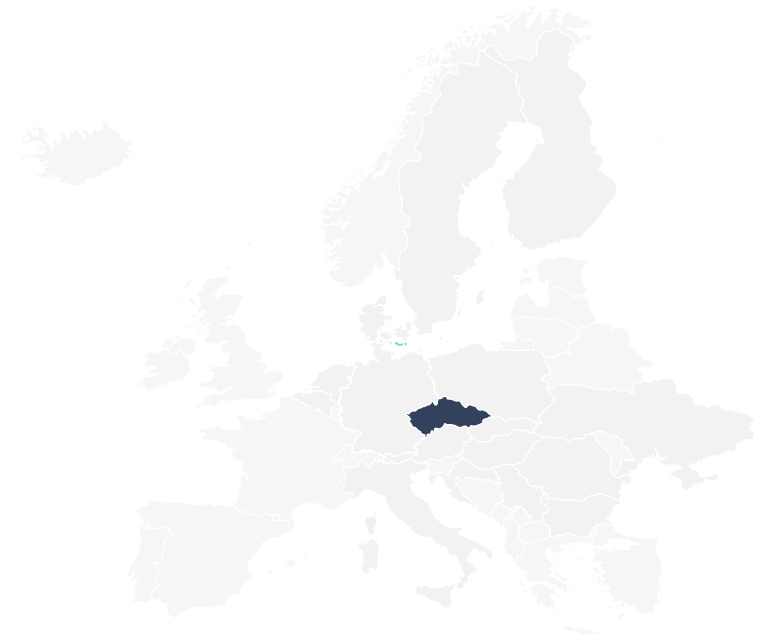
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care
Pet Food



Data collection

Scanners 30%
Smartphone App
70%



Backdata available since Jan 2017



Latest news

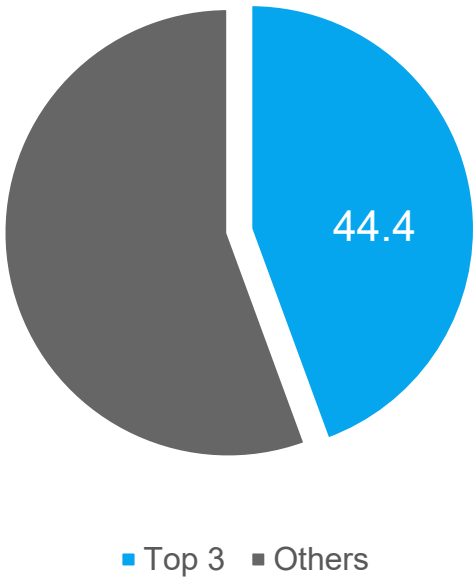
- Census update (planned until the end of 2024)
- Retailer benchmarking
- Broadscale roll out of smartphone app scanning



Main retailers tracked

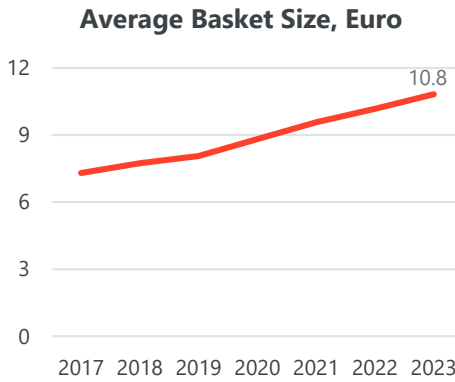
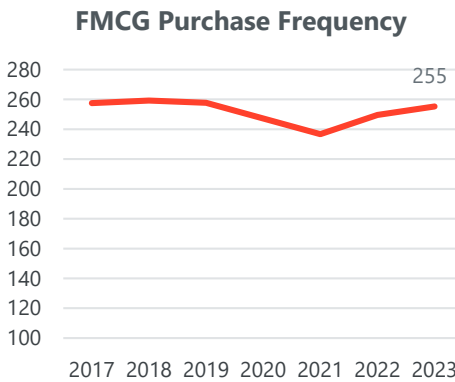
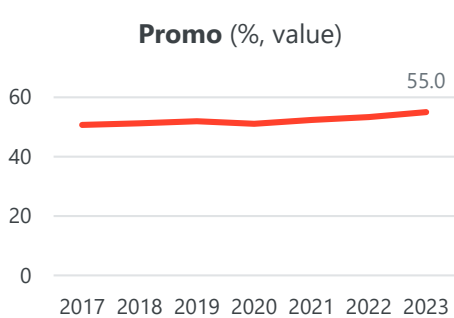
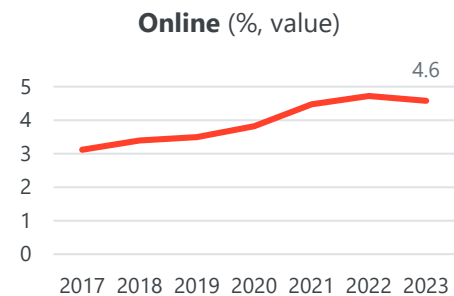
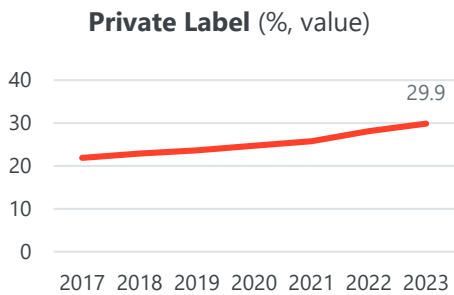
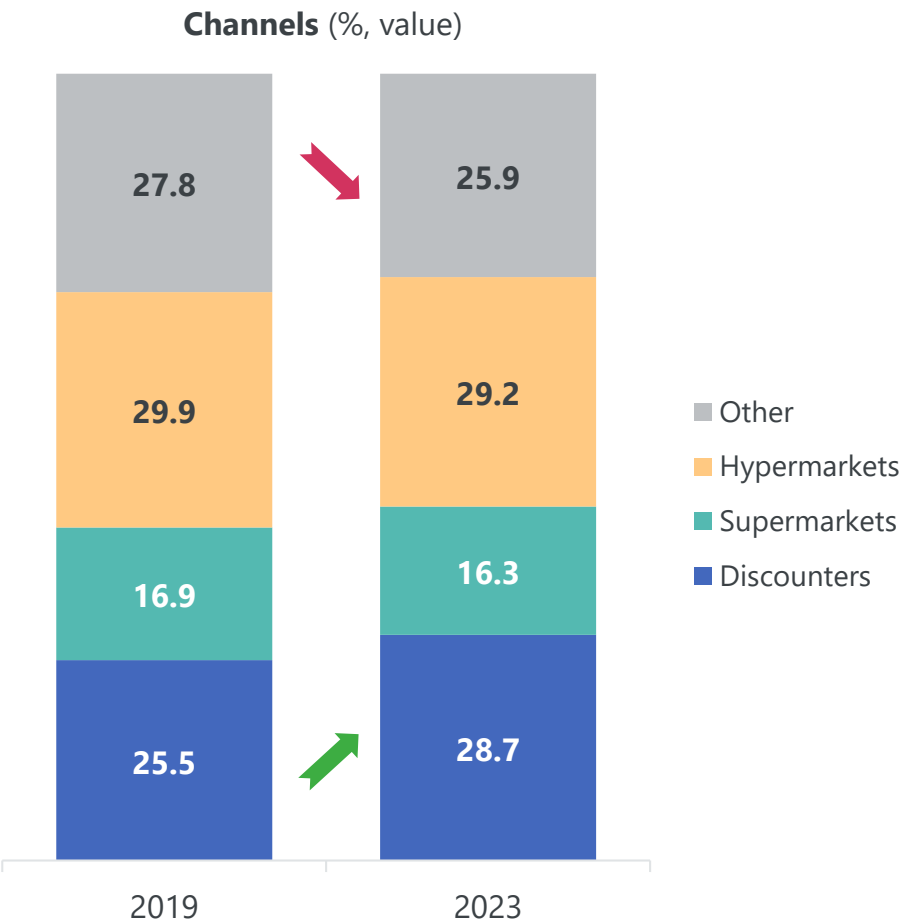
Format	Retailers
Supermarkets	■ Albert ■ Billa ■ Coop
Hypermarkets	■ Kaufland ■ Albert ■ Tesco
Discounters	■ Lidl ■ Penny ■ Norma
Drug stores	■ DM ■ Teta ■ Rossmann

Market share in value of top 3 FMCG retailers*





FMCG (excl fresh) landscape



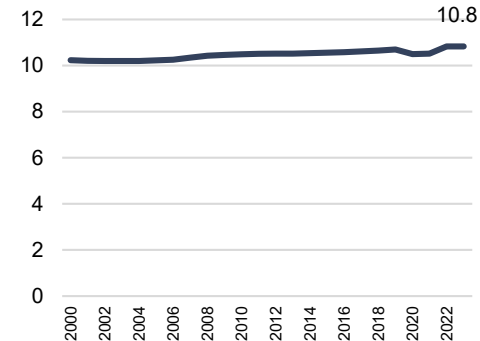


FMCG (excl fresh) landscape

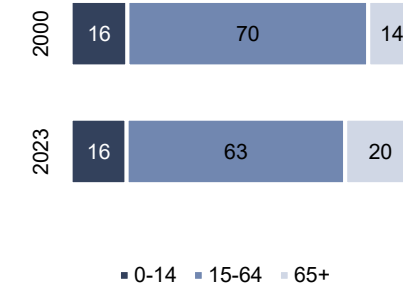
KEY FACTS (2023)

Population	10.8 m
Urban population (=non-rural areas)	63%
GDP per capita (current €)	€ 28 580
Cars per 1000 inh	582
Life expectancy at birth, ♀ / ♂ (2021)	82.9 / 77 years
Households with Internet access at home	93%

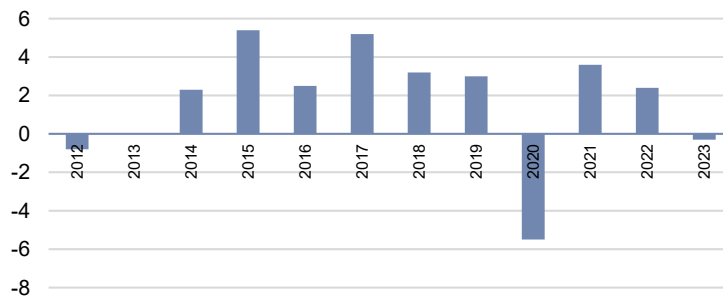
Population (millions)



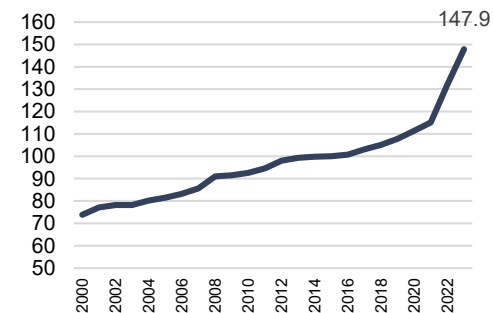
Population age
(% of total)



GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



06 Denmark



Consumer panel set-up 2024



Sample of up to **3,000** households (gross)
representative of **2.8** mio households



Weighting criteria

Geo areas
Family size
Age of main shopper



Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100%



Backdata available since Jan 2019



Latest news

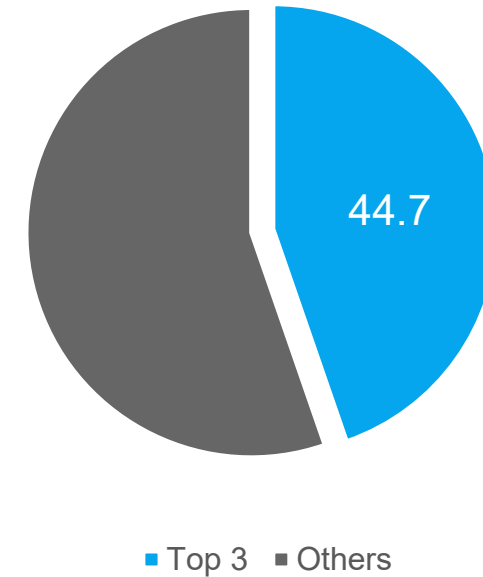
- Consumer panel increase (planned) in collaboration with Heco et al
- Retail benchmarking implemented with data restatement in 2024



Main retailers tracked

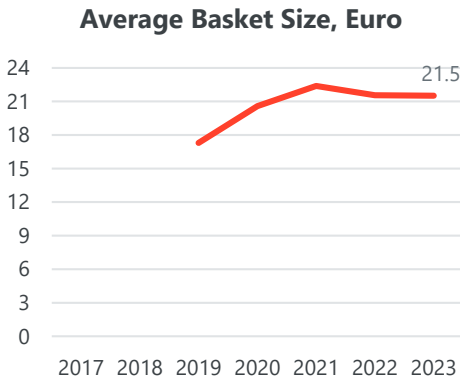
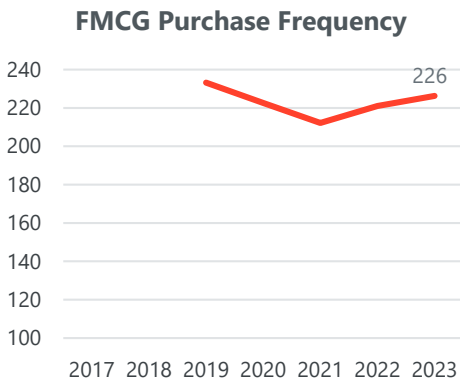
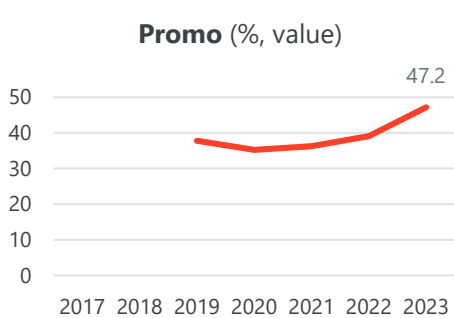
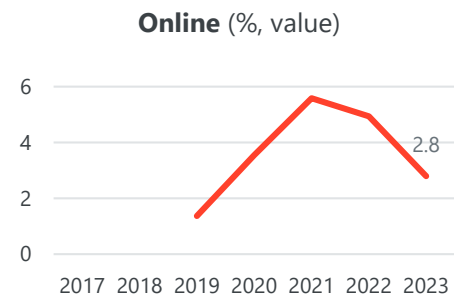
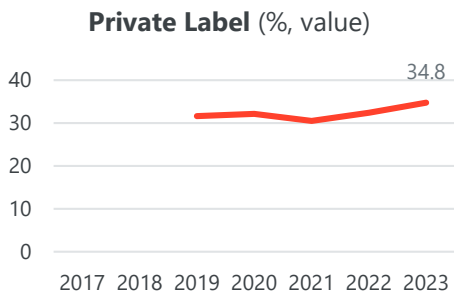
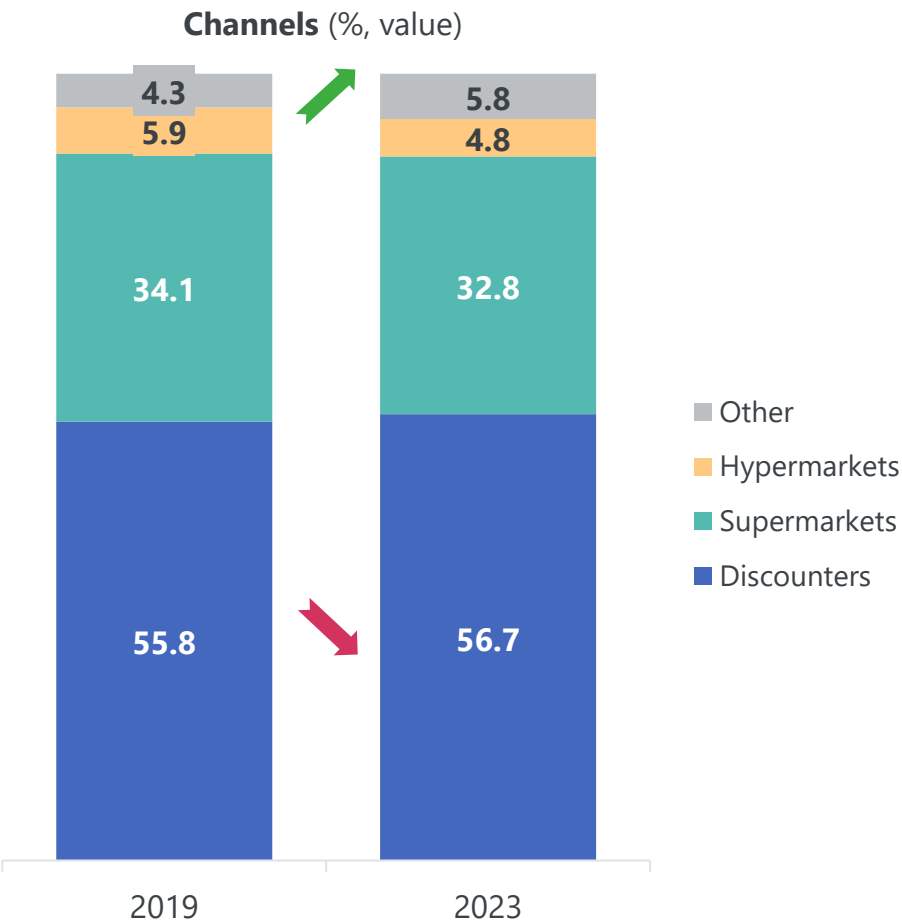
Format	Retailers
Supermarkets	■ Kvickly ■ SuperBrugsen ■ Dagli'/Lokalbrugsen ■ Føtex ■ Spar ■ Meny ■ Min Købmand
Hypermarkets	■ Bilka
Discounters	■ Lidl ■ Netto ■ Rema1000 ■ Coop 365
Drug stores	■ Clustered ■ Physical store and/or E-com

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



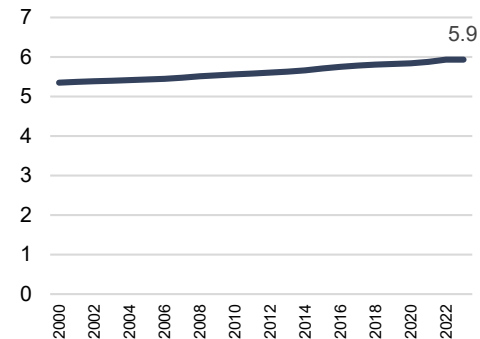


Macro data

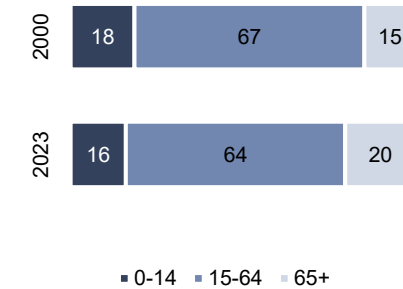
KEY FACTS (2023)

Population	5.9 m
Urban population (=non-rural areas)	67%
GDP per capita (current €)	€ 62 840
Cars per 1000 inh	472
Life expectancy at birth, ♀ / ♂ (2021)	83.8 / 80 years
Households with Internet access at home	96%

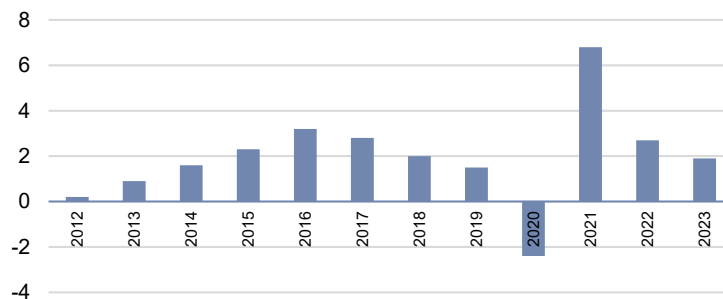
Population (millions)



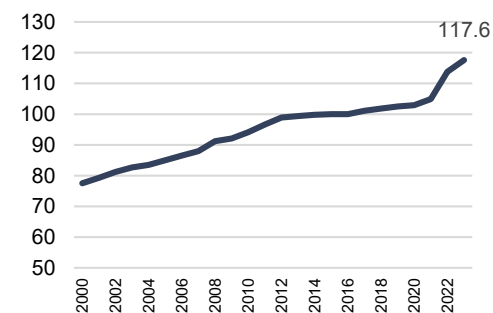
Population age
(% of total)



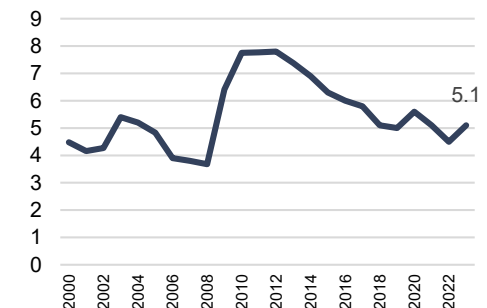
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



07 Germany



Consumer panel set-up 2024



Sample of up to **30,000** households (gross)
representative of approx. **40.9** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper



Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Scanners 30%
Smartphone App 70%



Backdata available since Jan 2017



Latest news

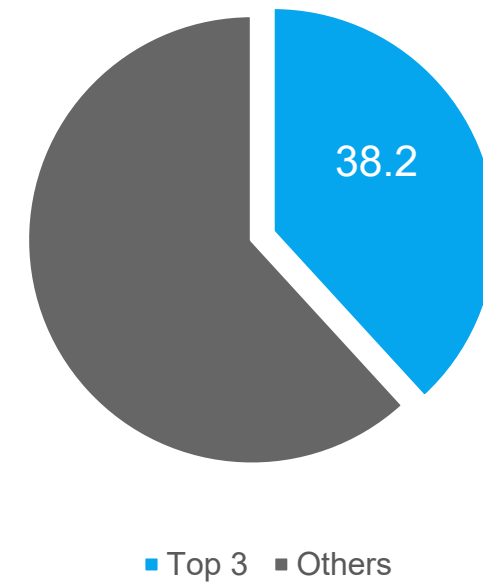
- Consumer Panel increase to 50 000 households – planned



Main retailers tracked

Format	Retailers
Supermarkets	■ Edeka ■ Rewe
Hypermarkets	■ Kaufland ■ Globus ■ Marktkauf
Discounters	■ Lidl ■ Aldi ■ Norma ■ Netto Marken-Discount ■ Penny Markt
Drug stores	■ DM ■ Rossmann

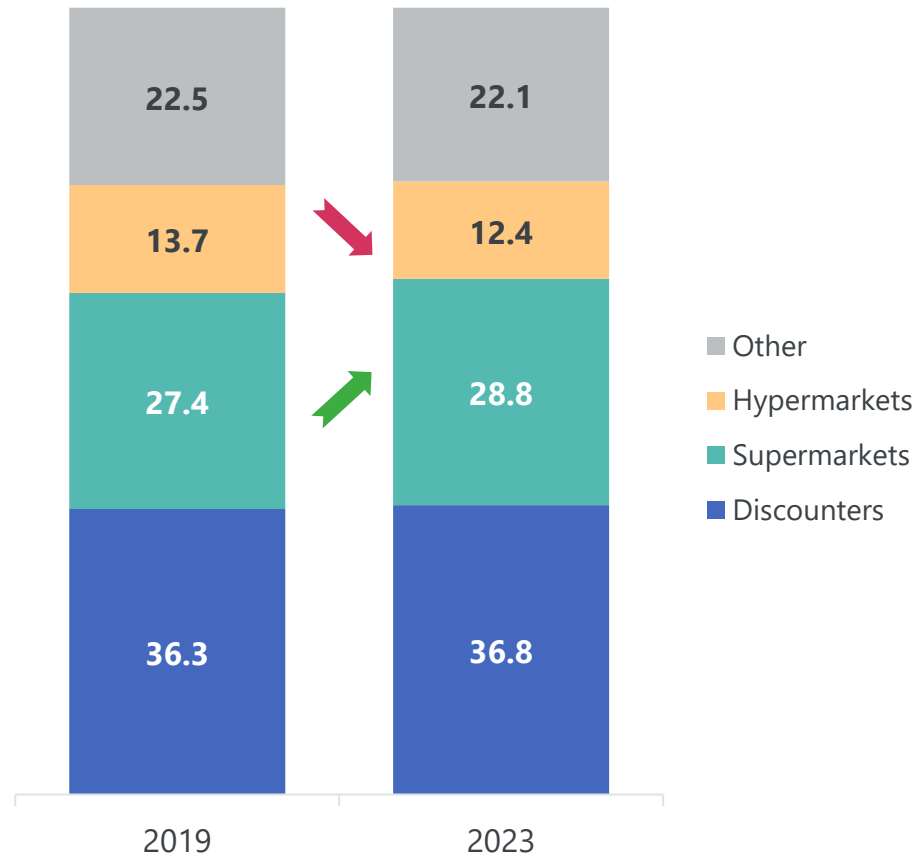
Market share in value
of top 3 FMCG
retailers*



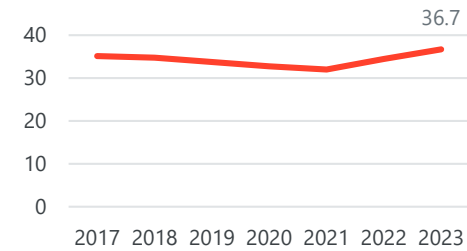


FMCG (excl fresh) landscape

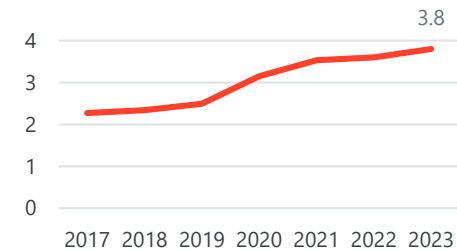
Channels (% value)



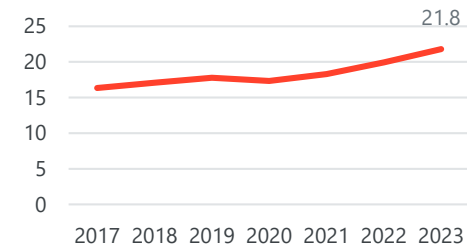
Private Label (% value)



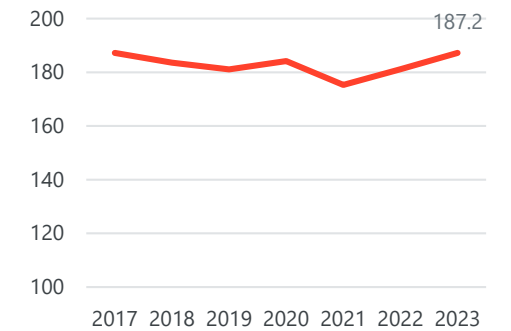
Online (% value)



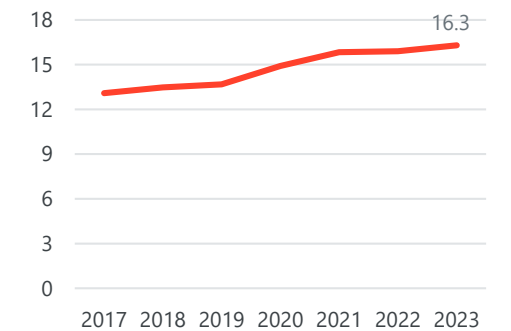
Promo (% value)



FMCG Purchase Frequency



Average Basket Size, Euro



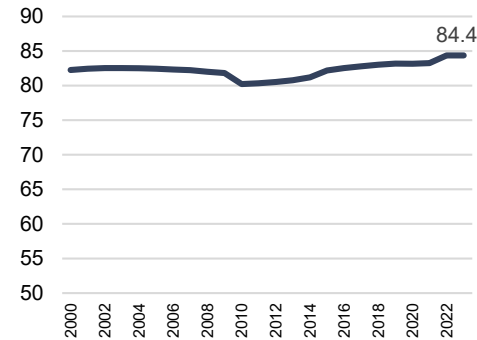


Macro data

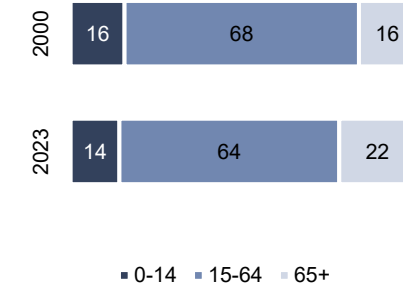
KEY FACTS (2023)

Population	84.4 m
Urban population (=non-rural areas)	80%
GDP per capita (current €)	€ 48 750
Cars per 1000 inh	578
Life expectancy at birth, ♀ / ♂	83 / 78.3 years
Households with Internet access at home	92%

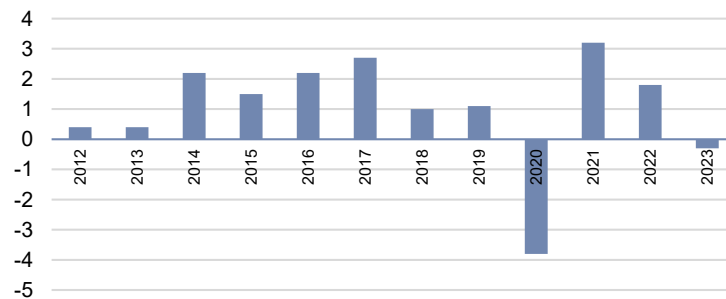
Population (millions)



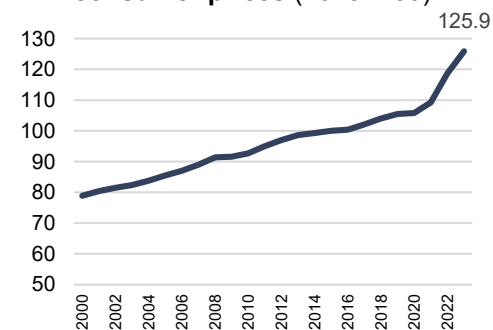
Population age
(% of total)



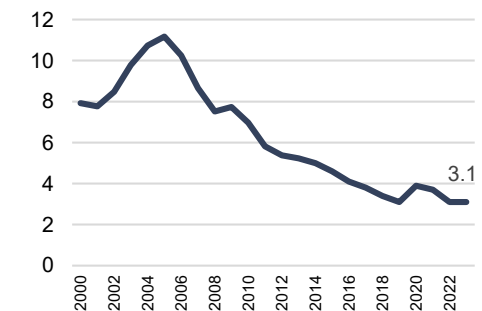
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



08 Hungary



Consumer panel set-up 2024



Sample of up to **4,000** households (gross)
representative of approx. **4** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper
Presence of child(ren)



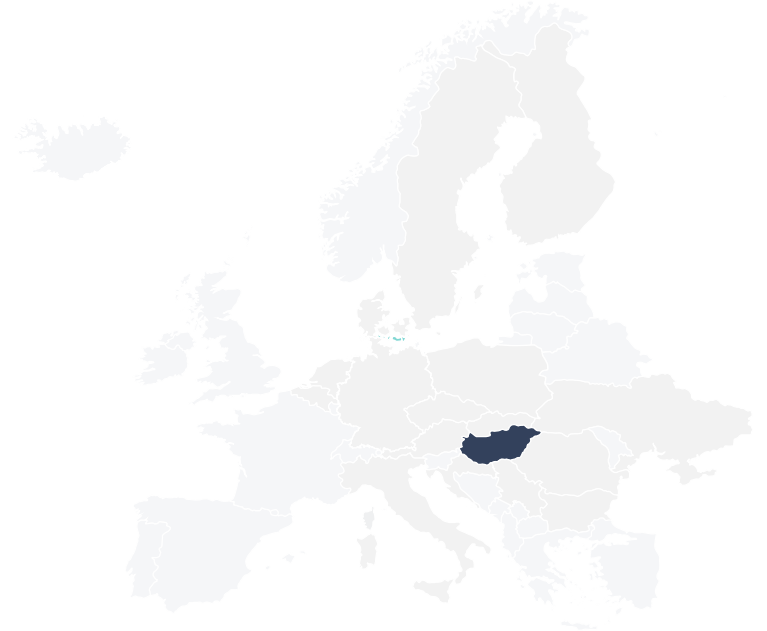
Categories covered

Fresh Food
Prepacked Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Scanners 30%
Smartphone App 70%



Backdata available since 2019



Latest news

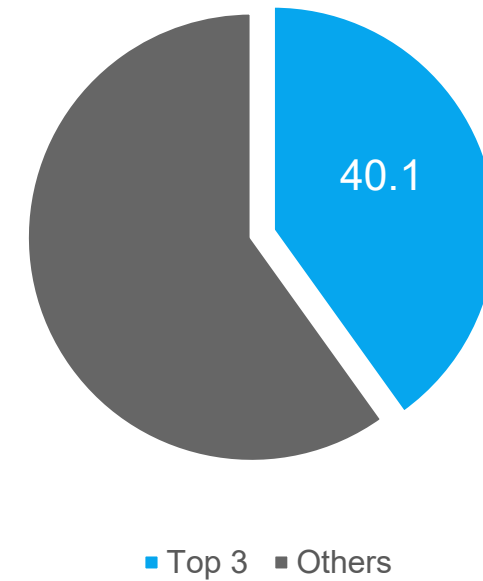
- Census update and extended retailer benchmarking implemented in Q2 2024 with backdata restatement



Main retailers tracked

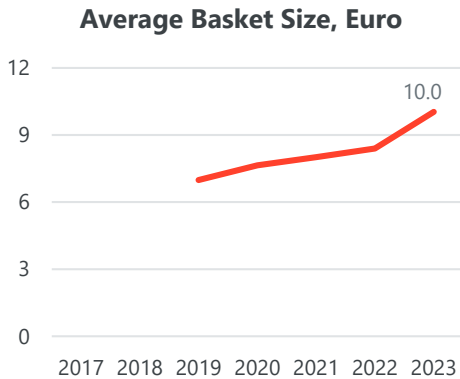
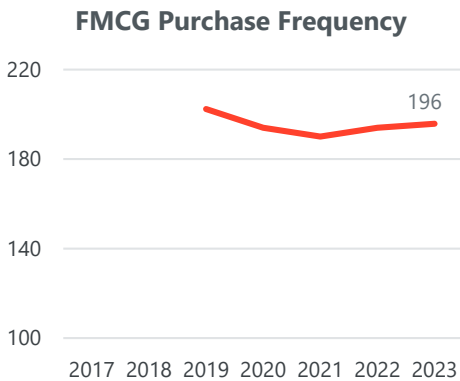
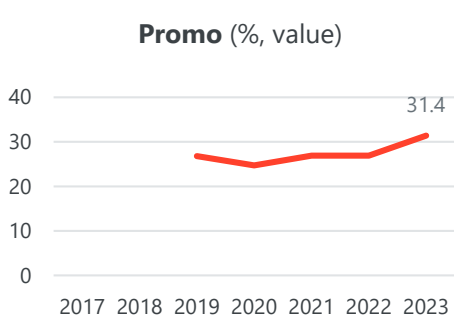
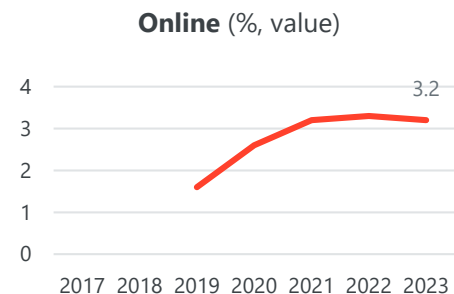
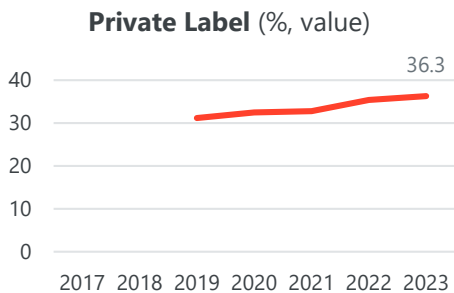
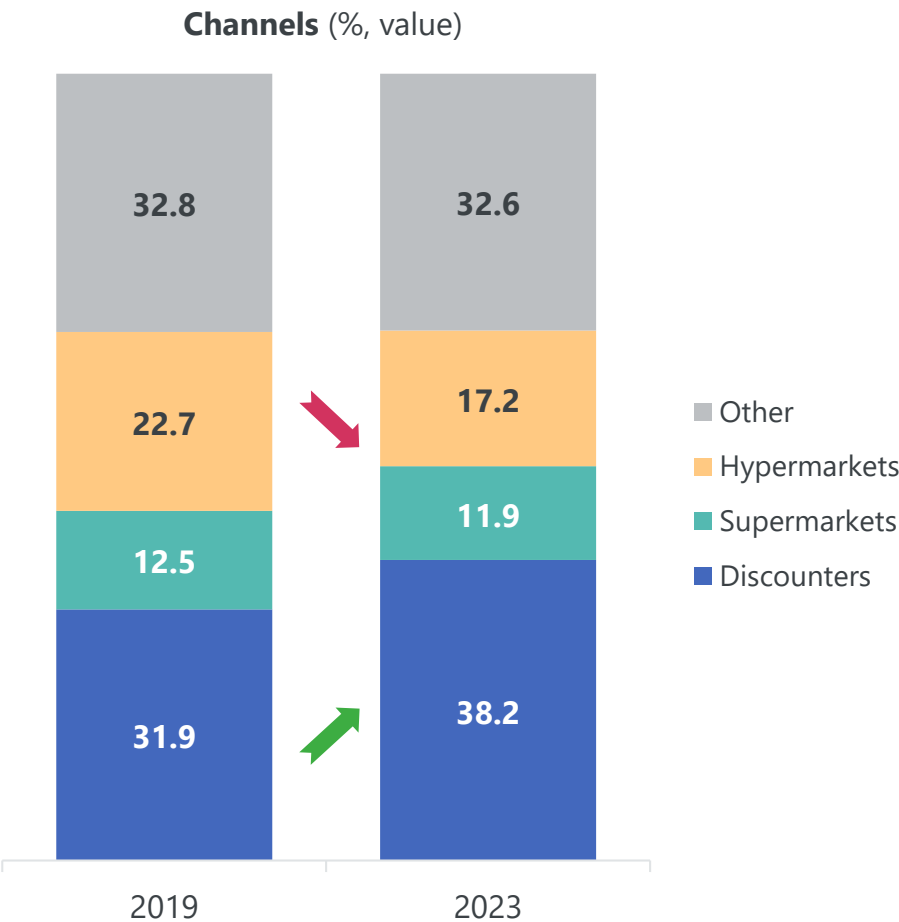
Format	Retailers
Supermarkets	■ Spar ■ Coop ■ CBA
Hypermarkets	■ Tesco ■ Auchan ■ Interspar
Discounters	■ Lidl ■ Aldi ■ Penny
Drug stores	■ DM ■ Rossmann ■ Müller

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



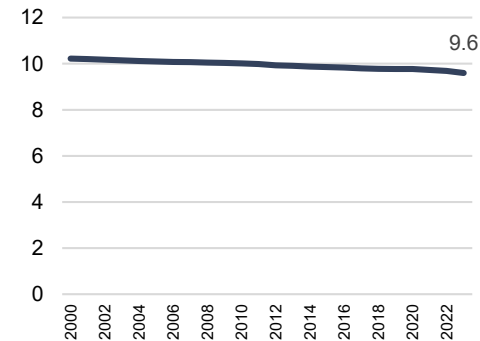


Macro data

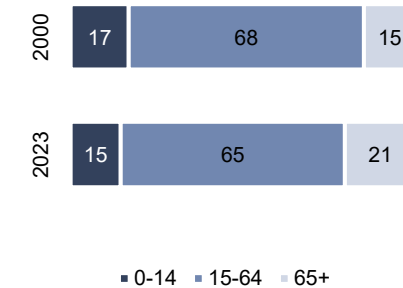
KEY FACTS (2023)

Population	9.6 m
Urban population (=non-rural areas)	69%
GDP per capita (current €)	€ 20 480
Cars per 1000 inh	426
Life expectancy at birth, ♀ / ♂	80.1 / 73.6 years
Households with Internet access at home	93%

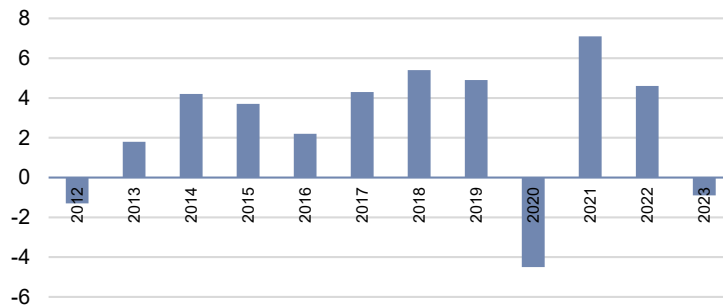
Population (millions)



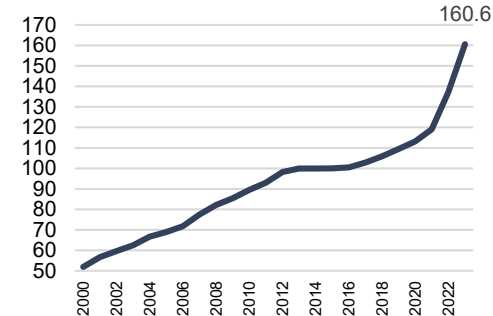
Population age
(% of total)



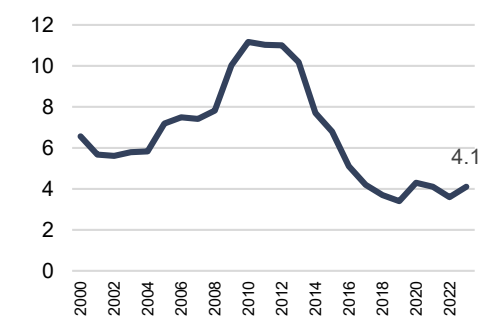
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



09 Italy



Consumer panel set-up 2024



Sample of up to **15,000** households (gross)
representative of approx. **25.7 mio** households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper



Categories covered

Fresh Food
Frozen Food
Packed Foods
Beverages
Personal Care
Home Care
Petfood



Data collection

Scanners 25%
Smartphone App 75%



Backdata available since Jan 2019



Latest news

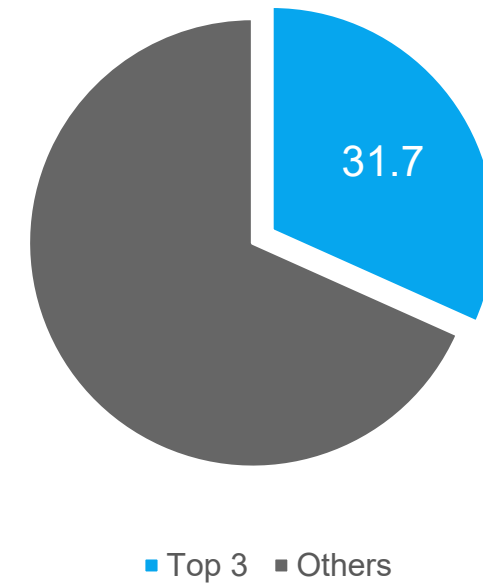
- HH panel boost by +50% to 15.000 households done in 2021 (already implemented)



Main retailers tracked

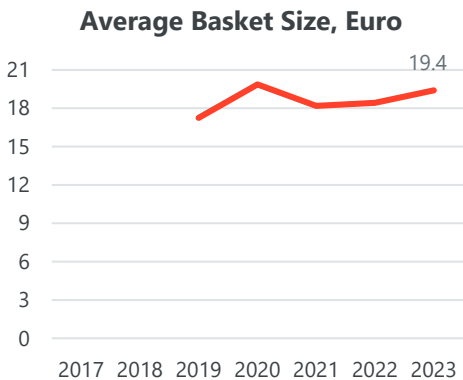
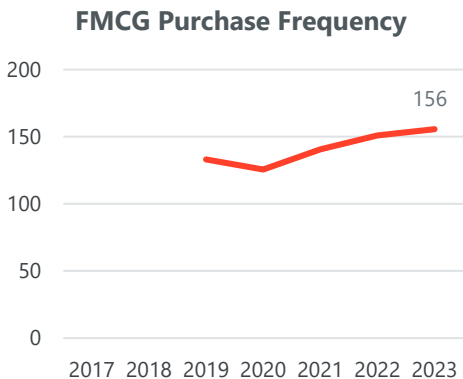
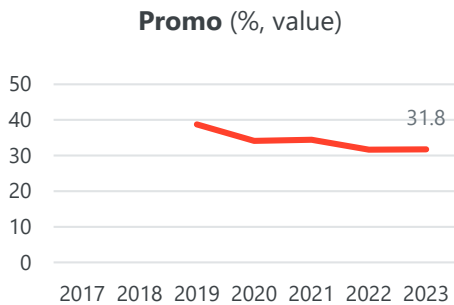
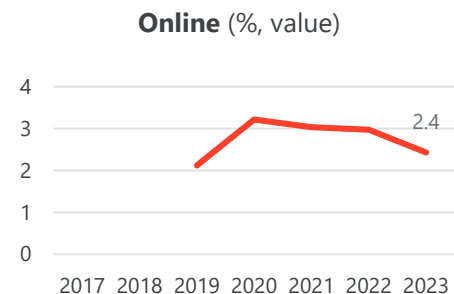
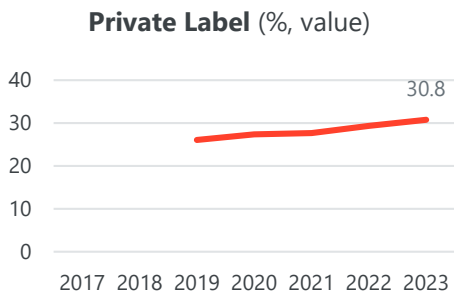
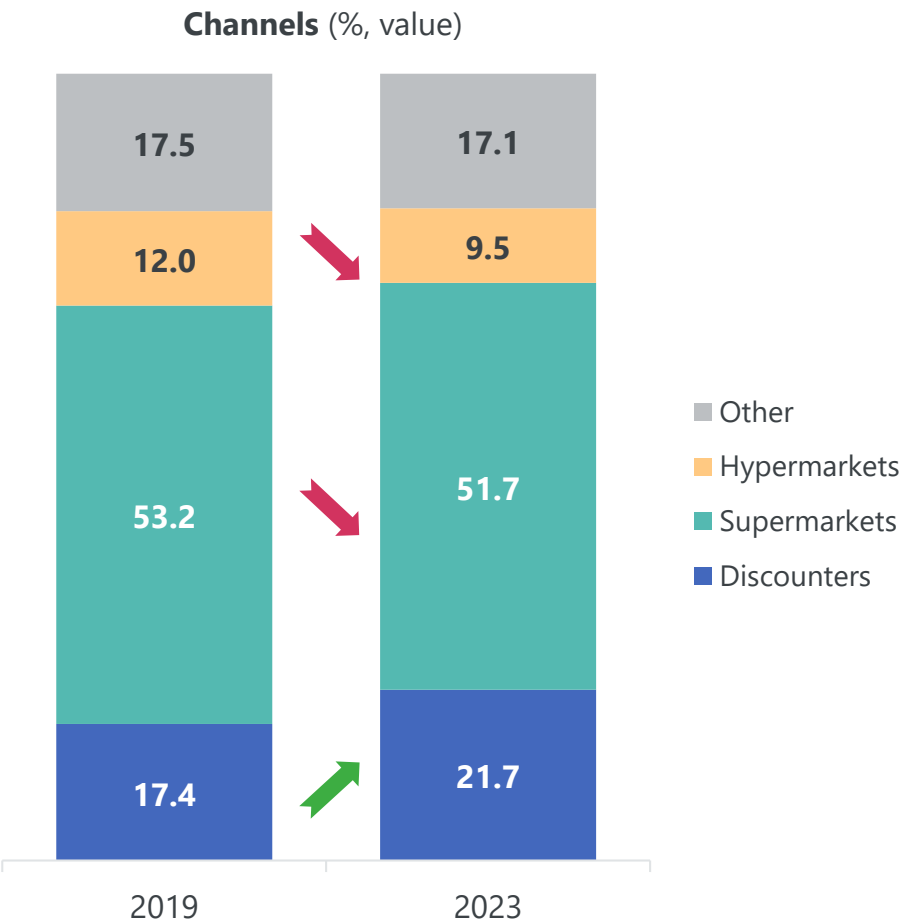
Format	Retailers
Supermarkets	■ Conad ■ Coop ■ Esselunga
Hypermarkets	■ Ipercoop ■ Carrefour ■ Panorama
Discounters	■ Lidl ■ Eurospin ■ MD
Drug stores	■ Acqua&Sapone ■ Tigota

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



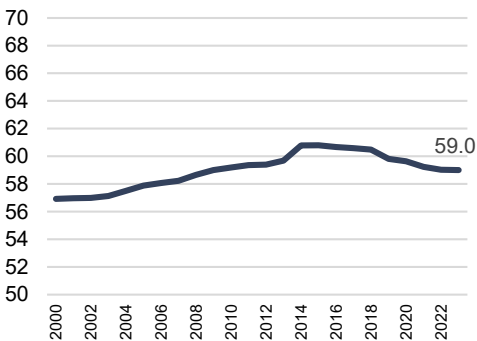


Macro data

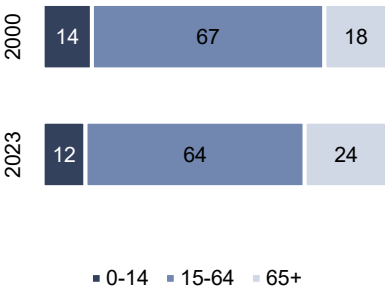
KEY FACTS (2023)

Population	59.0 m
Urban population (=non-rural areas)	81%
GDP per capita (current €)	€ 35 350
Cars per 1000 inh	682
Life expectancy at birth, ♀ / ♂	85.8 / 81.7 years
Households with Internet access at home	92%

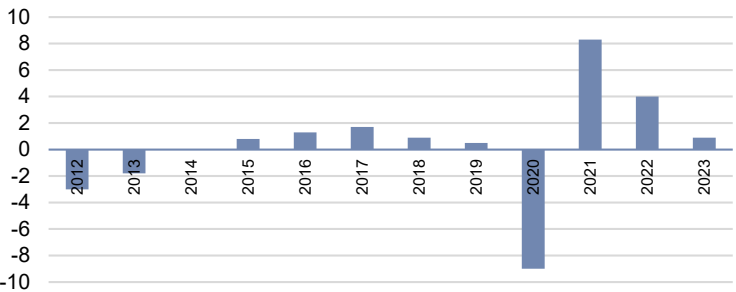
Population (millions)



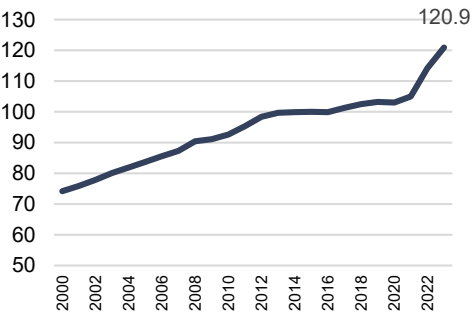
Population age (% of total)



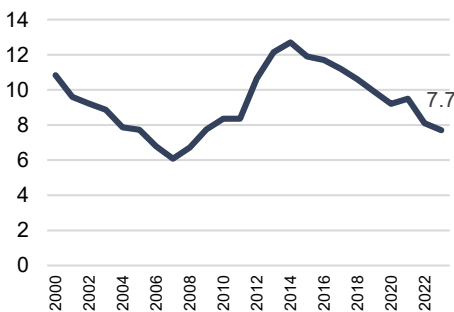
GDP Growth (% annual)



Harmonised index of consumer prices (2015=100)



Unemployment (%)



10 The Netherlands



Consumer panel set-up 2024



Sample of up to **10,000** households (gross)
representative of approx. **8.3 mio** households



Weighting criteria

Size of household
Age of household's
reference person
District
Income
Presence of children
aged 0-2 years in the
household



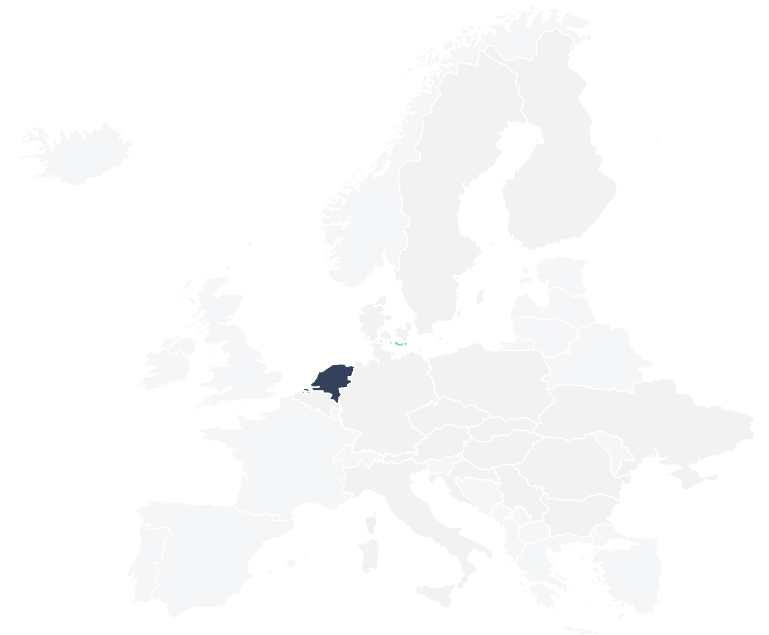
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100%



Backdata available since Jan 2019



Latest news

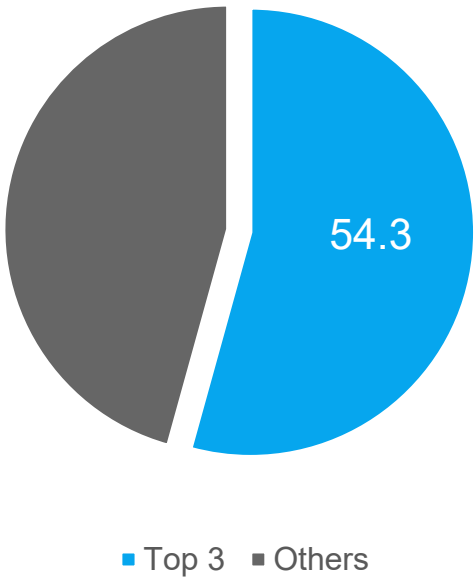
- Backdata restatement implemented
- Promo universe



Main retailers tracked

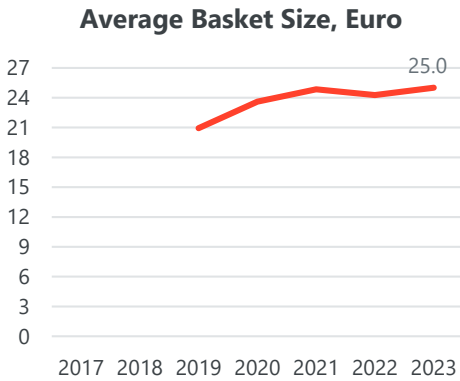
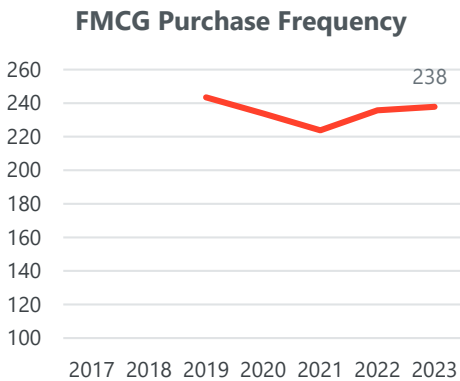
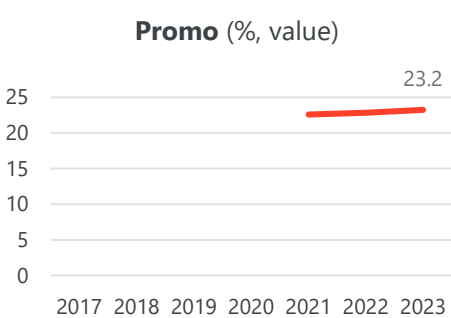
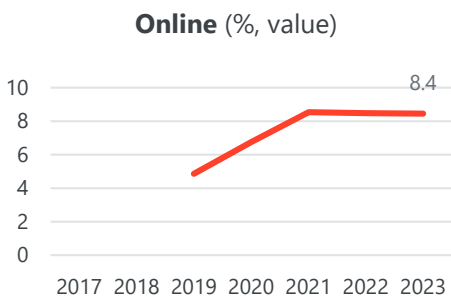
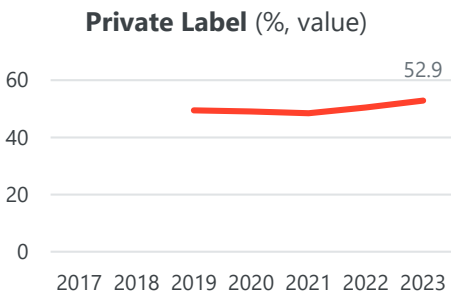
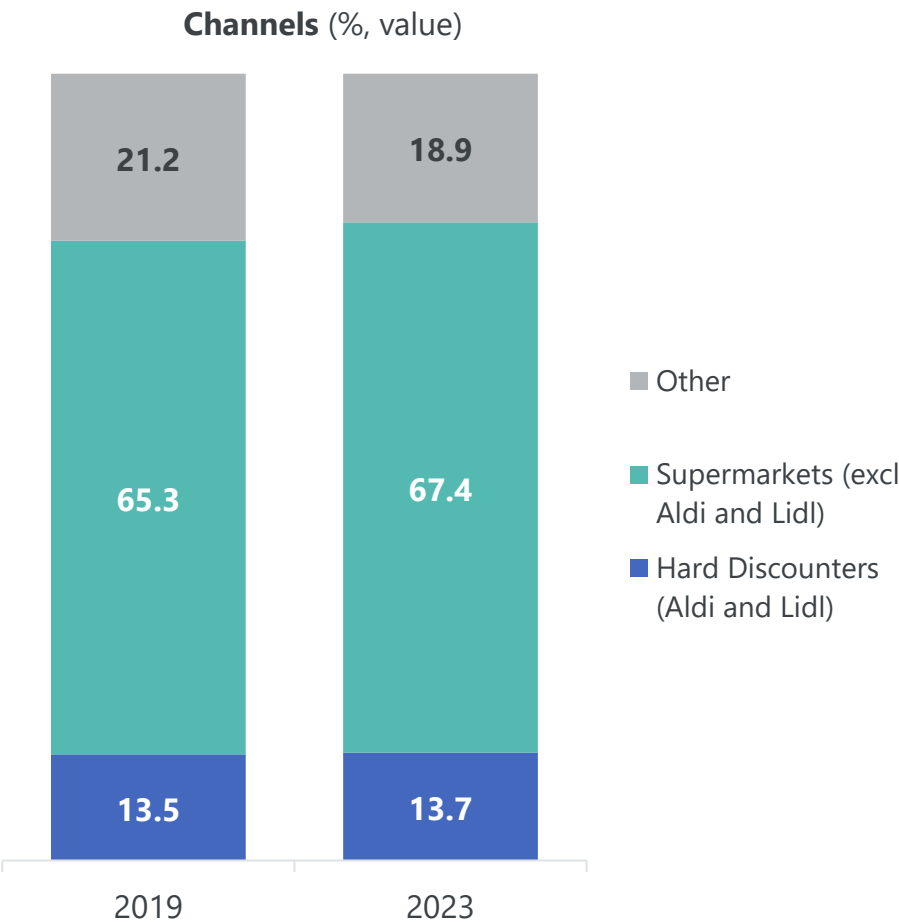
Format	Retailers
Supermarkets	■ Albert Heijn ■ Jumbo ■ PLUS
Hypermarkets	
Discounters	■ Lidl ■ Aldi
Drug stores	■ Kruidvat

Market share in value of top 3 FMCG retailers*





FMCG (excl fresh) landscape



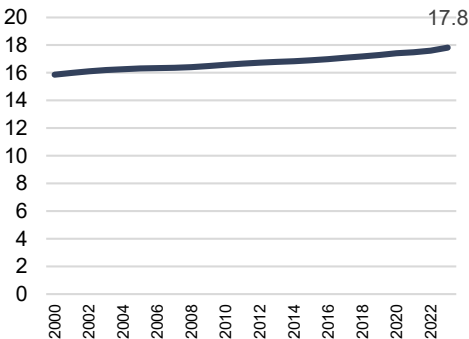


Macro data

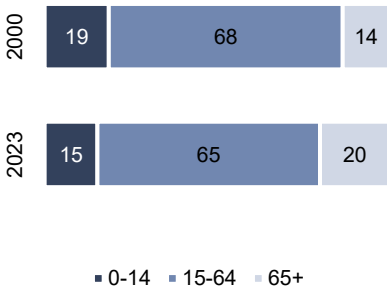
KEY FACTS (2023)

Population	17.8 m
Urban population (=non-rural areas)	89%
GDP per capita (current €)	€ 57 840
Cars per 1000 inh	501
Life expectancy at birth, ♀ / ♂	83.4 / 80.5 years
Households with Internet access at home	99%

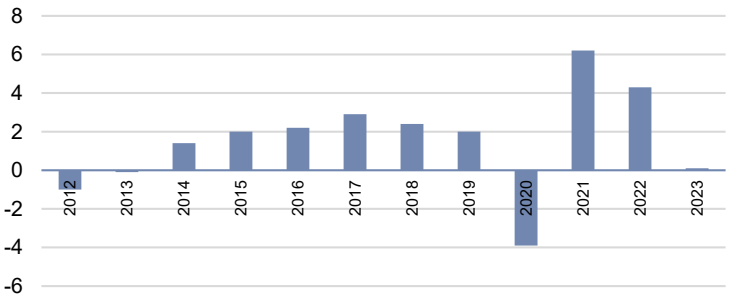
Population (millions)



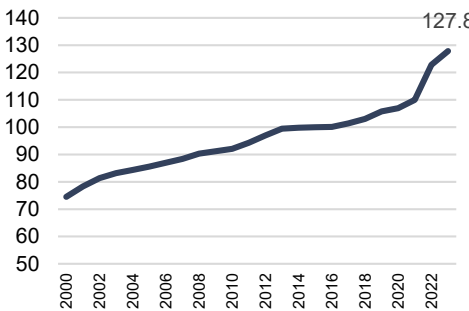
Population age (% of total)



GDP Growth (% , annual)



Harmonised index of consumer prices (2015=100)



Unemployment (%)



11 Poland



Consumer panel set-up 2024



Sample of **8,000** households (gross)
representative of **13.6** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper



Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Scanners 60%
Smartphone App 40%



Backdata available since Jan 2018



Latest news

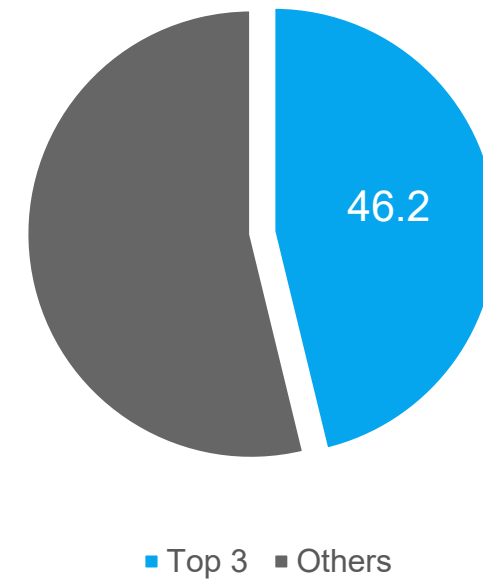
- Census update planned (dependent on data availability)
- Switching from scanners to smartphone app scanning



Main retailers tracked

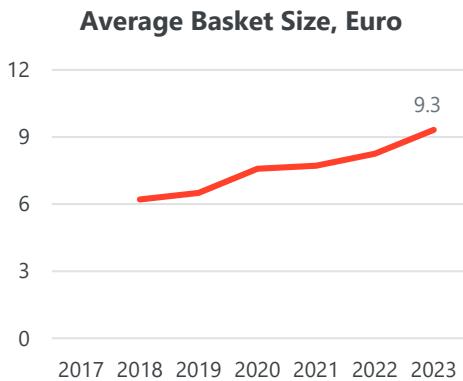
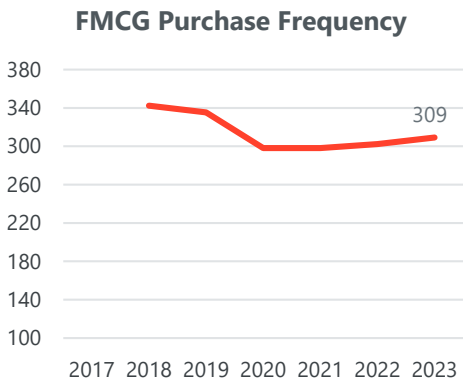
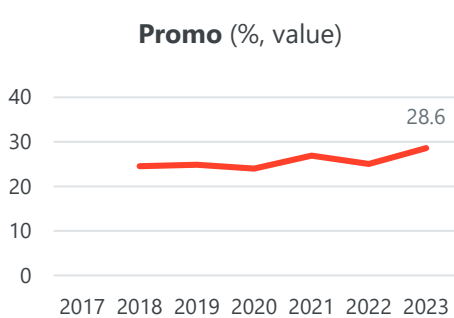
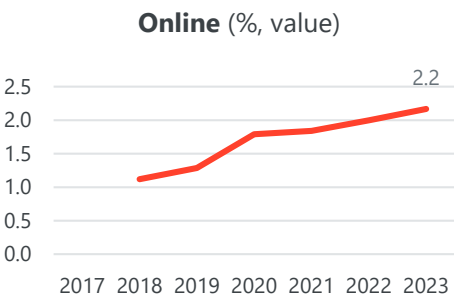
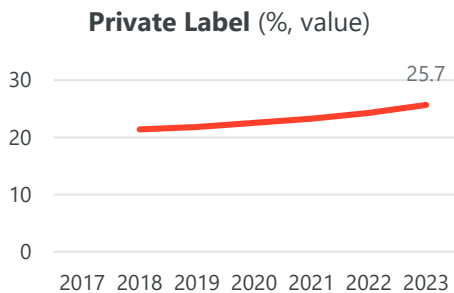
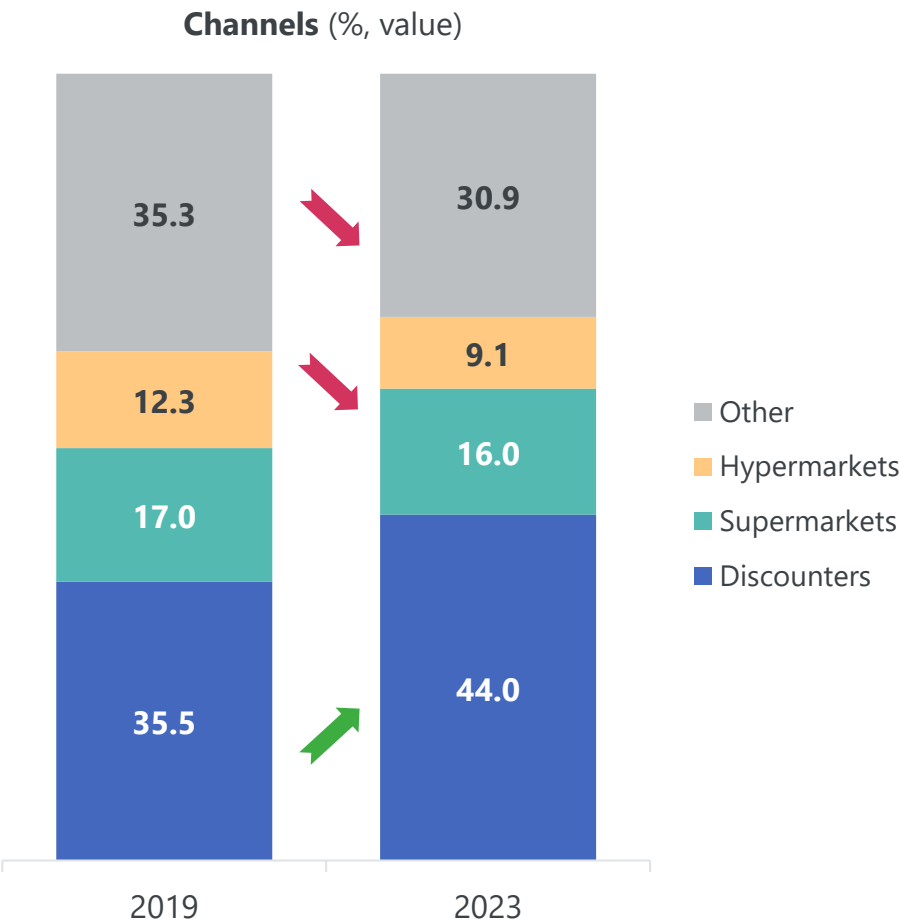
Format	Retailers
Supermarkets	■ Dino ■ Delikatesy Centrum ■ Stokrotka
Hypermarkets	■ Kaufland ■ Auchan ■ Carrefour
Discounters	■ Biedronka ■ Lidl ■ Netto
Drug stores	■ Rossmann ■ Hebe ■ Yves Rocher

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



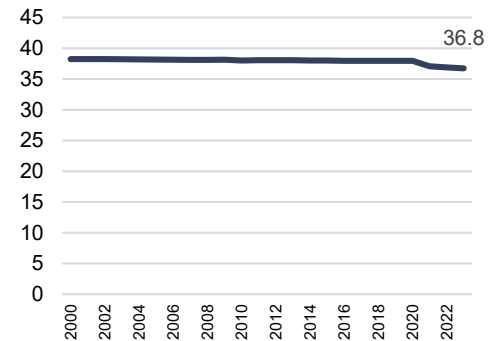


Macro data

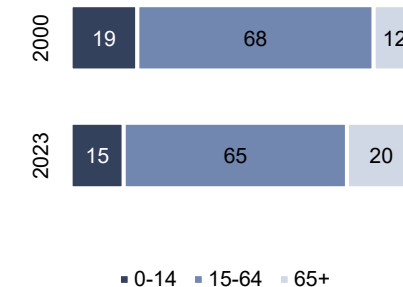
KEY FACTS (2023)

Population	36.8 m
Urban population (=non-rural areas)	62%
GDP per capita (current €)	€ 19 920
Cars per 1000 inh	584
Life expectancy at birth, ♀ / ♂ (2021)	82.4 / 74.8 years
Households with Internet access at home	93%

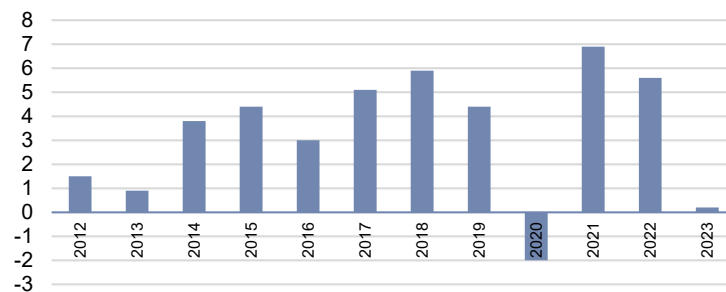
Population (millions)



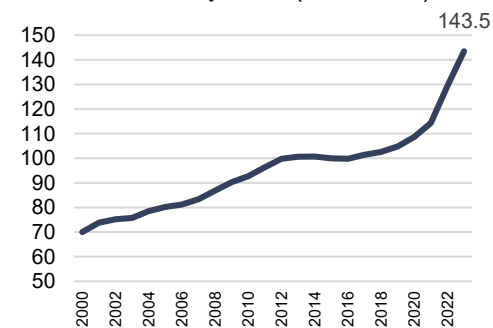
Population age
(% of total)



GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



12 Romania



Consumer panel set-up 2024



Sample of up to **6,000** households (gross)
representative of approx. **7.5** mio households



Weighting criteria

Geo regions
Community size
Age of family head
Household size
Presence of children up to 14 yrs old



Categories covered*

Fresh Food
Frozen Food
Packed Food
Beverages
Personal Care
Home Care
Baby food
Pet food



Data collection

Scanners 25%
Smartphone App 75%



Backdata available since Jan 2019



Latest news

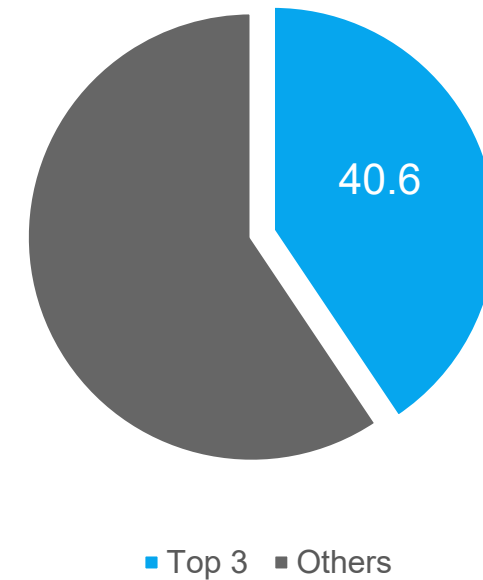
- Census update planned (dependent on data availability)
- Panel size was increased by +100% to n=6000 (complete in 2022)



Main retailers tracked

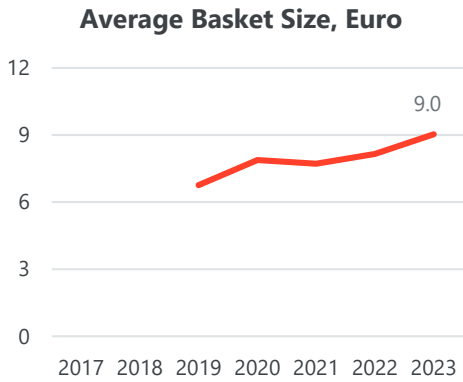
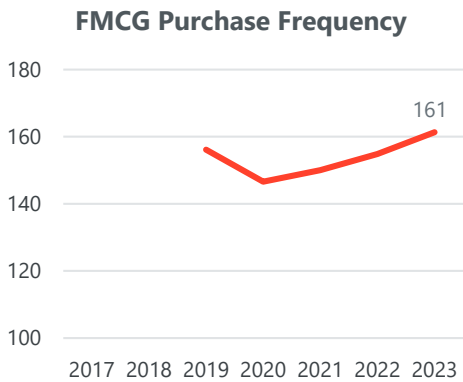
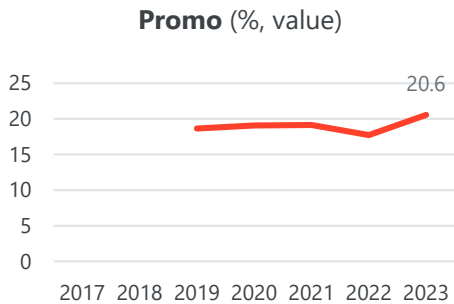
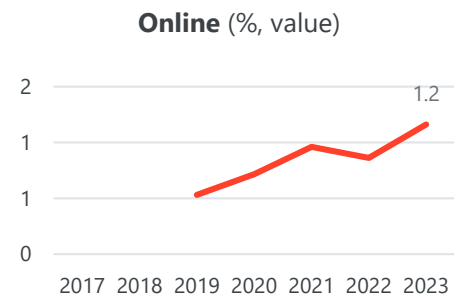
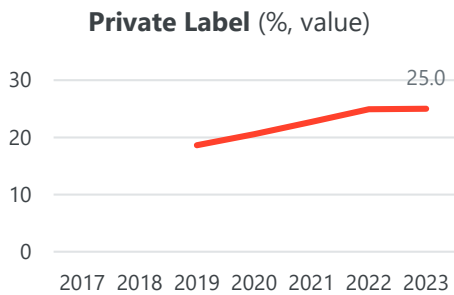
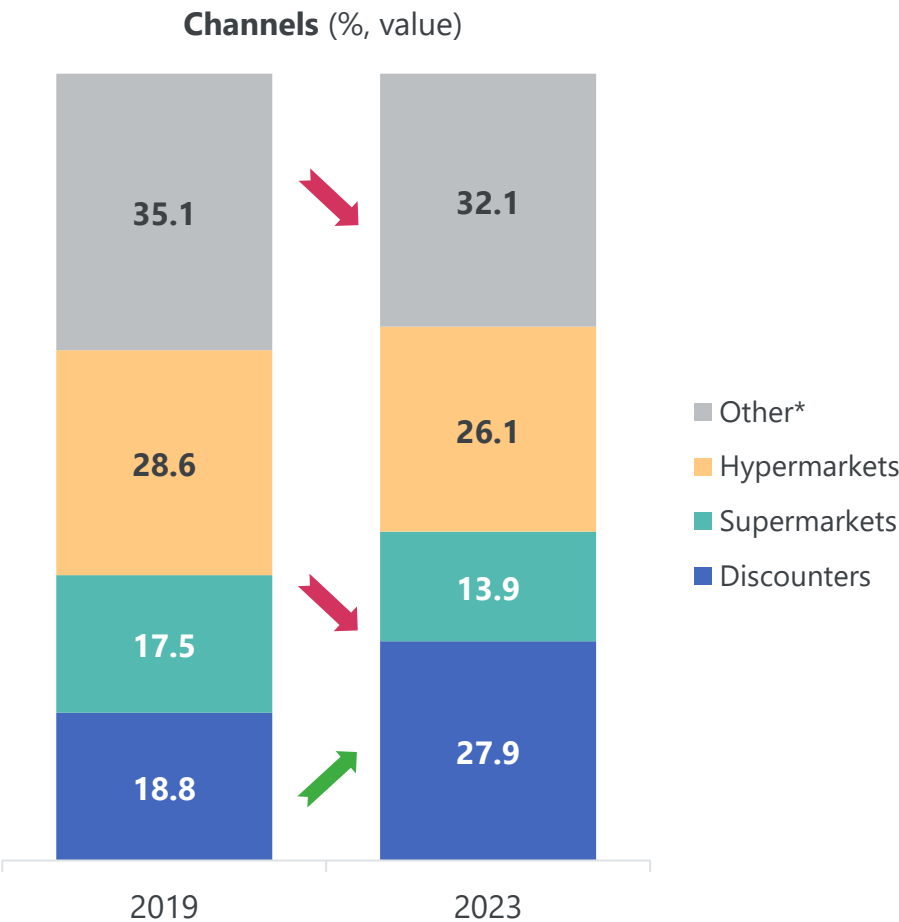
Format	Retailers
Supermarkets	■ Profi Supermarket ■ Mega Image ■ Carrefour Market
Hypermarkets	■ Kaufland ■ Auchan ■ Carrefour
Discounters	■ Lidl ■ Penny ■ Supeco
Modern proximity stores	■ La doi pasi ■ Profi Loco ■ Profi City ■ Shop&Go

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



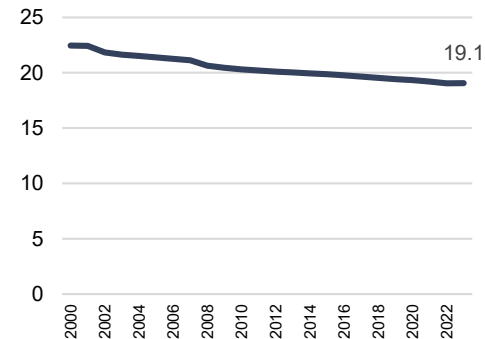


Macro data

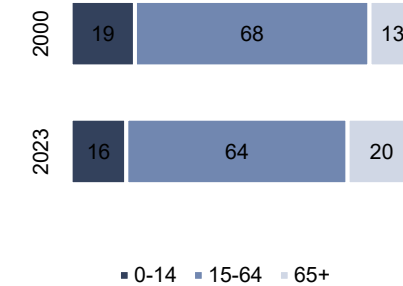
KEY FACTS (2023)

Population	19.1 m
Urban population (=non-rural areas)	58%
GDP per capita (current €)	€ 17 030
Cars per 1000 inh	413
Life expectancy at birth, ♀ / ♂	80.5 / 72.9 years
Households with Internet access at home	92%

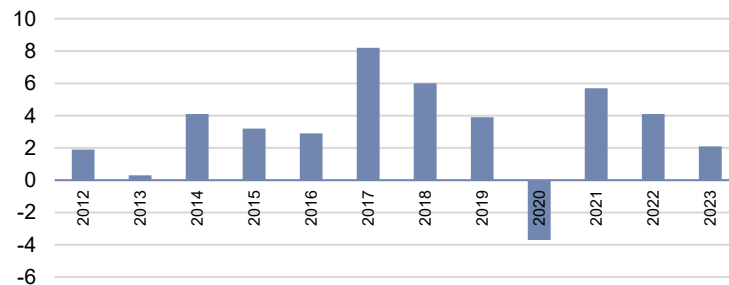
Population (millions)



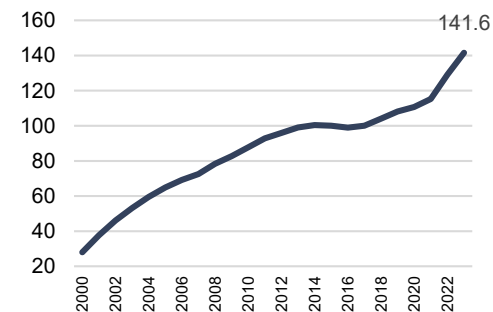
Population age
(% of total)



GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



13 Serbia



Consumer panel set-up 2024



Sample of up to **2,000** households (gross)
representative of approx. **2.6** mio households



Recruitment criteria

Size of settlement
Type of settlement
Region
Size of household
Age of head of
household
Presence of Children



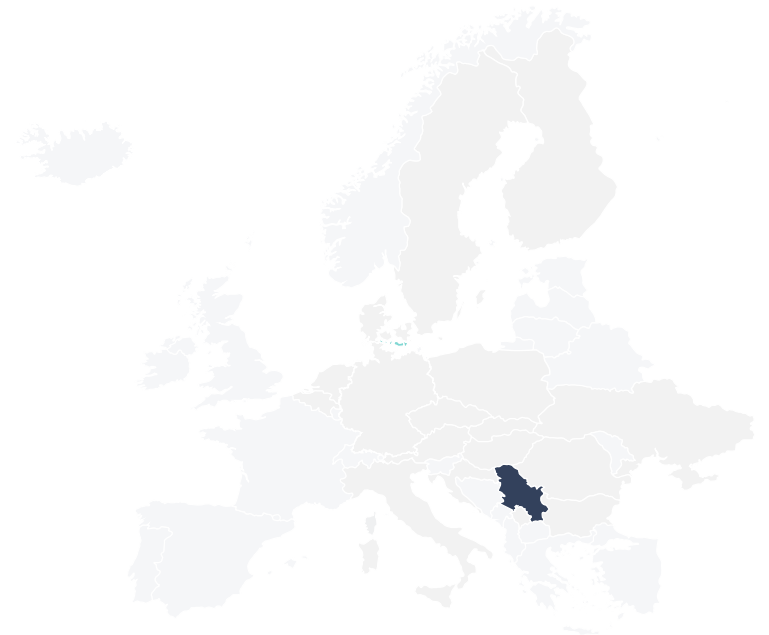
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100%



Backdata available since Jan 2019



Latest news

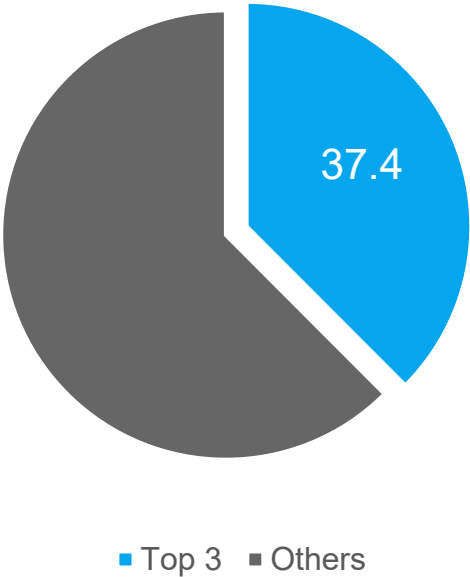
- Census update implemented in Q1 2024 with backdata restatement



Consumer panel set-up 2024

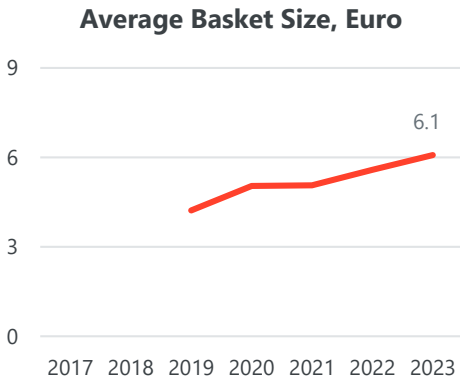
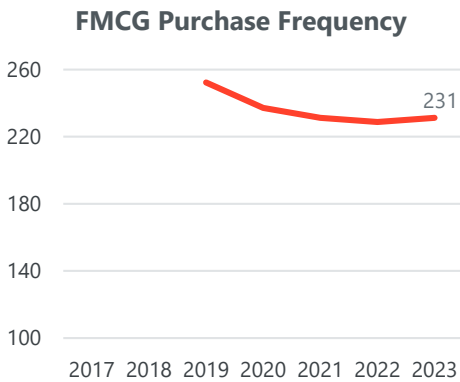
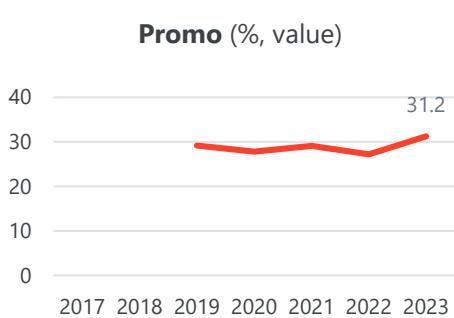
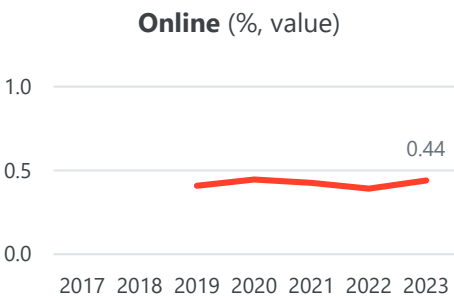
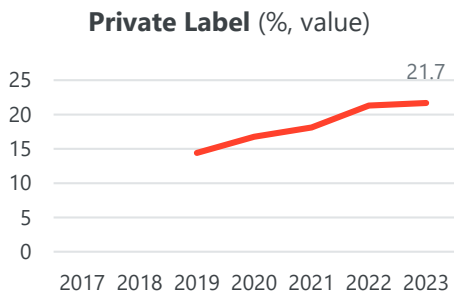
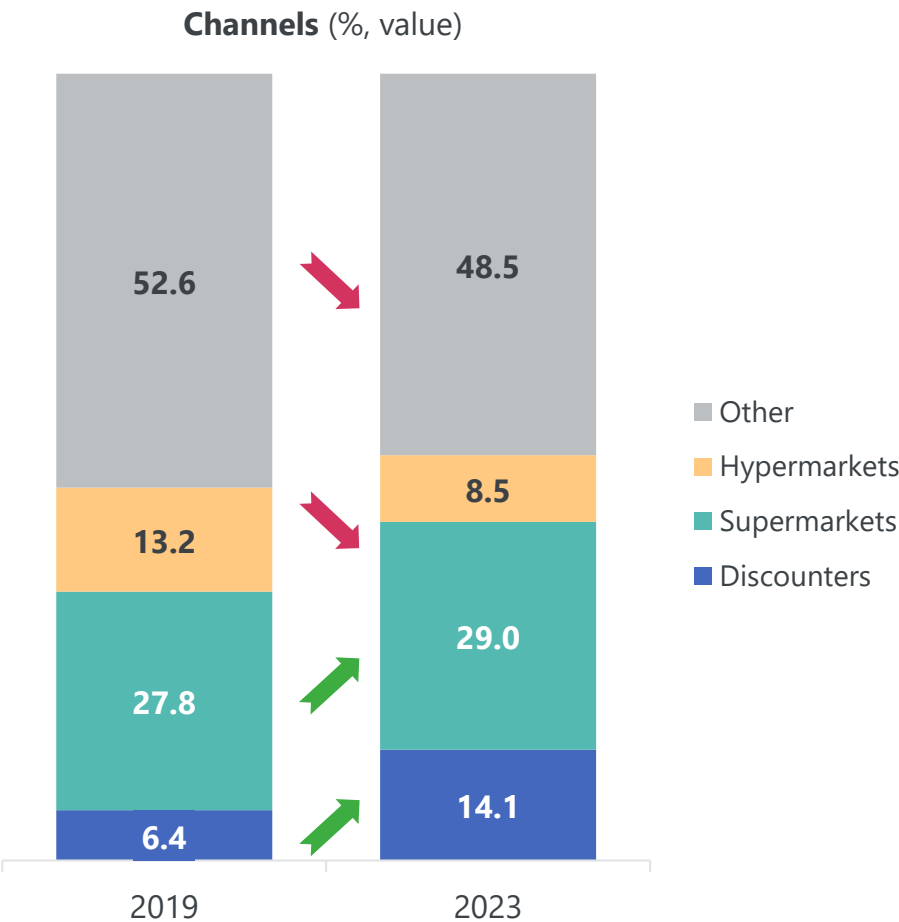
Format	Retailers
Supermarkets	■ Delhaize ■ Mercator-S ■ Univerexport
Hypermarkets	■ Delhaize ■ Mercator-S ■ DIS
Discounters	■ Lidl ■ Torgservis ■ Sunce
Drug stores	■ DM ■ Lilly

Market share in value of top 3 FMCG retailers





FMCG (excl fresh) landscape



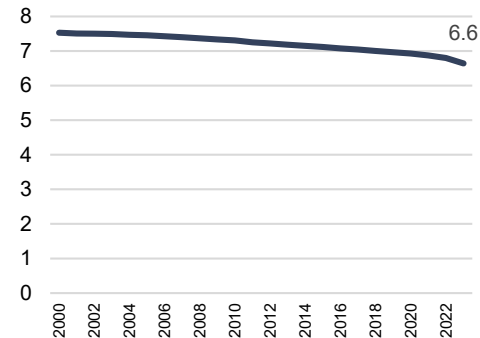


Macro data

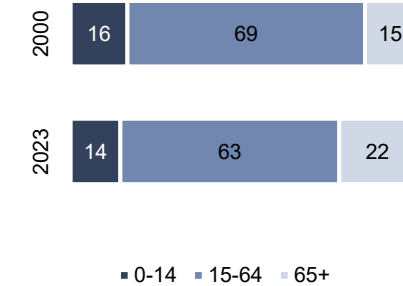
KEY FACTS (2023)

Population	6.6 m
Urban population (=non-rural areas)	61%
GDP per capita (current €)	€ 10 500
Cars per 1000 inh	352
Life expectancy at birth, ♀ / ♂	77.9 / 72.7 years
Households with Internet access at home	85%

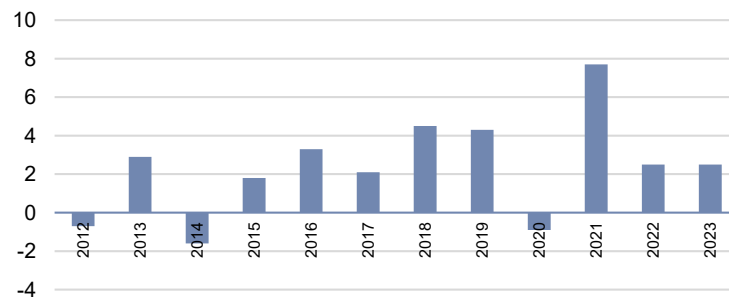
Population (millions)



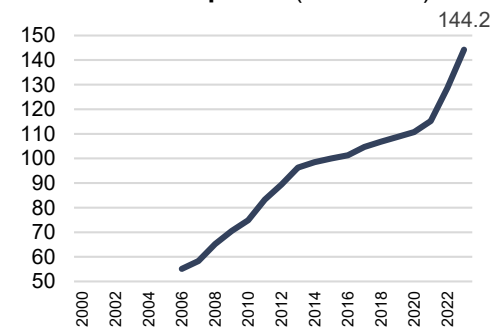
Population age
(% of total)



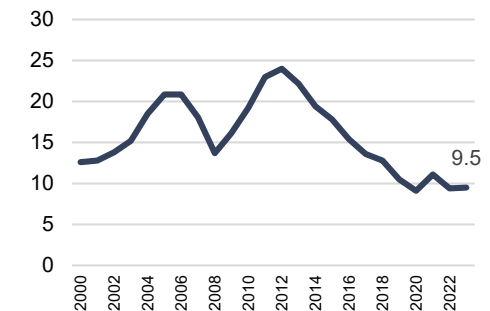
GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



14 Slovakia



Consumer panel set-up 2024



Sample of up to **3,000** households (gross)
representative of **1.9** mio households



Weighting criteria

Geo areas
City size
Family size
Age of main shopper
Presence of children



Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care
Pet Food



Data collection

Scanners 20%
Smartphone App 80%



Backdata available since Jan 2017



Latest news

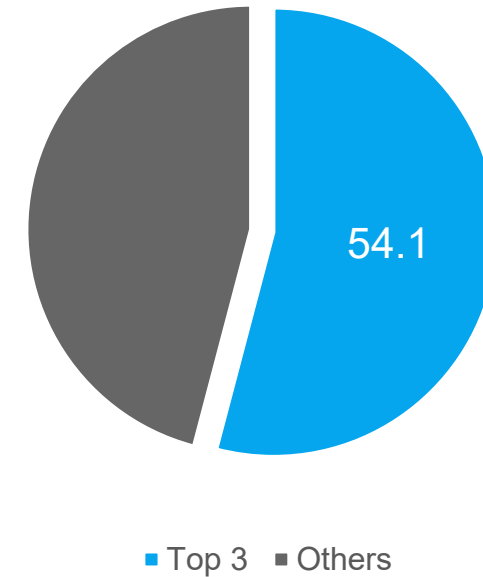
- Census update (planned until the end of 2024)
- Retailer Benchmarking
- Broadscale roll out of smartphone app scanning



Main retailers tracked

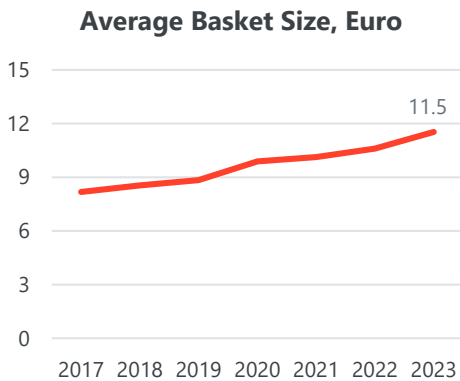
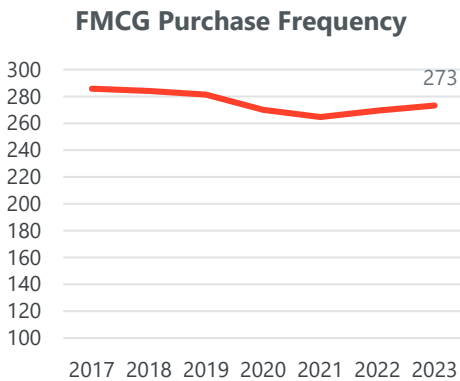
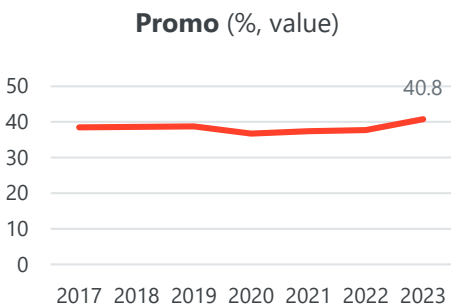
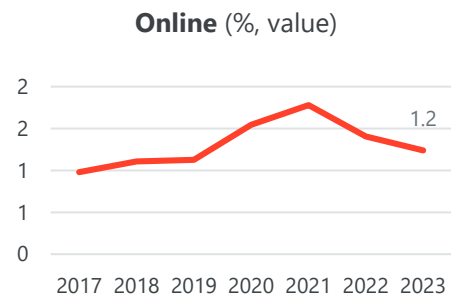
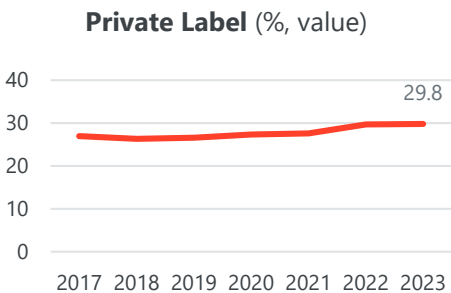
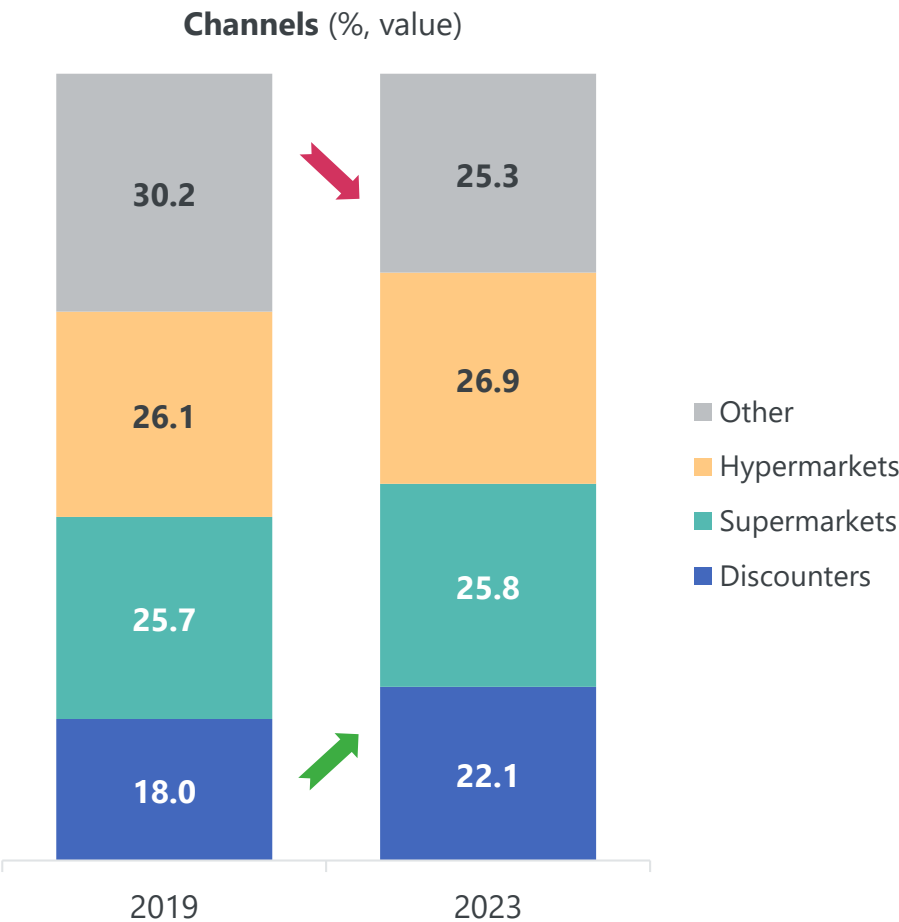
Format	Retailers
Supermarkets	■ Coop Jednota ■ Billa ■ Tesco SM
Hypermarkets	■ Kaufland ■ Tesco HM ■ Kraj
Discounters	■ Lidl
Drug stores	■ DM ■ Teta ■ 101

Market share in value
of top 3 FMCG retailers





FMCG (excl fresh) landscape



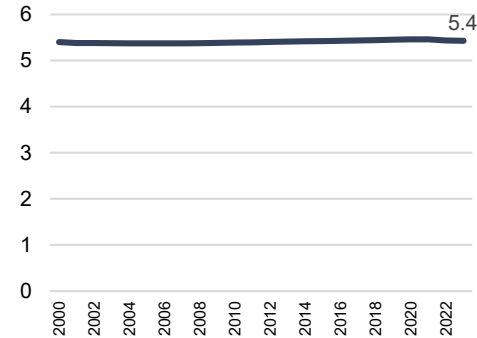


Macro data

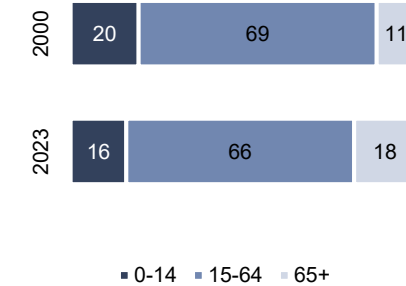
KEY FACTS (2023)

Population	5.4 m
Urban population (=non-rural areas)	51%
GDP per capita (current €)	€ 22 210
Cars per 1000 inh	471
Life expectancy at birth, ♀ / ♂	81.5 / 74.7 years
Households with Internet access at home	91%

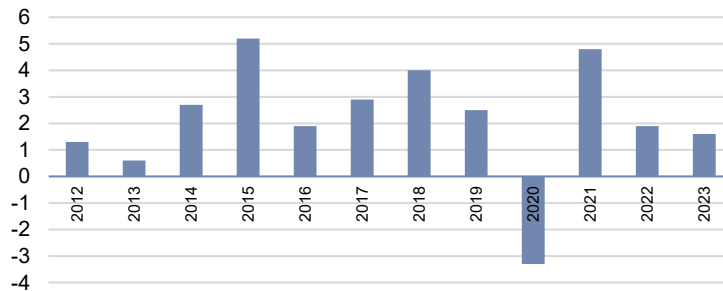
Population (millions)



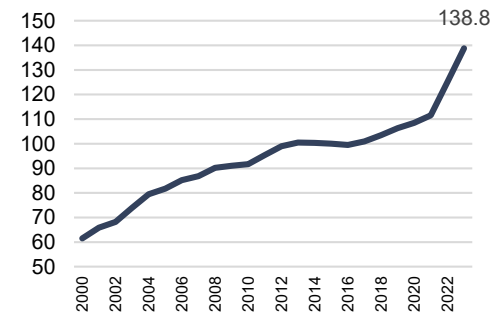
Population age
(% of total)



GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)



15 Sweden



Consumer panel set-up 2024



Sample of up to **4,000** households (gross)
representative of **5.4** mio households



Recruitment criteria

Household size
Age of the reference
person
County – District
Presence of children
below 6 and below 12
years old



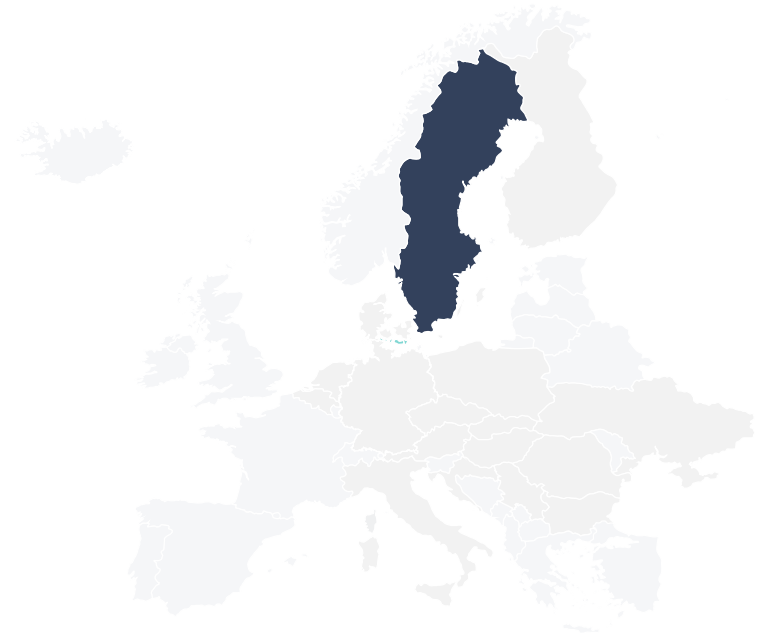
Categories covered

Fresh Food
Frozen Food
Packed
Beverages
Personal Care
Home Care



Data collection

Smartphone App
100%



Backdata available since Jan 2019



Latest news

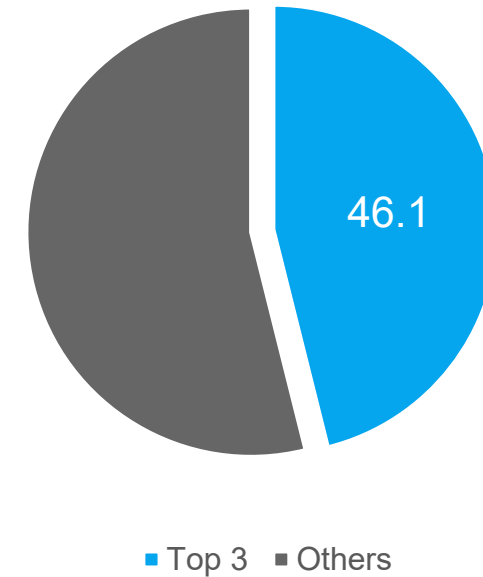
- Transition to new scanning app (MyScan) - planned 2024



Main retailers tracked

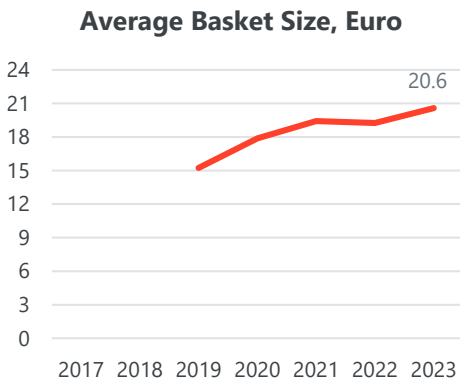
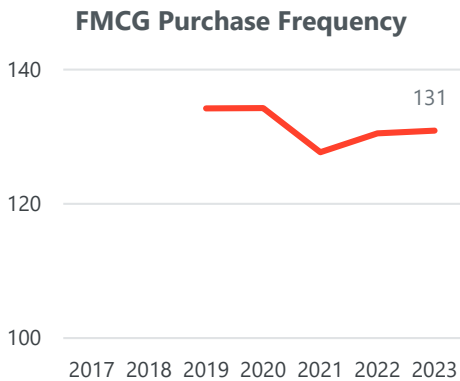
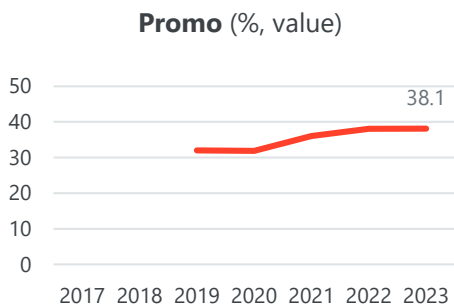
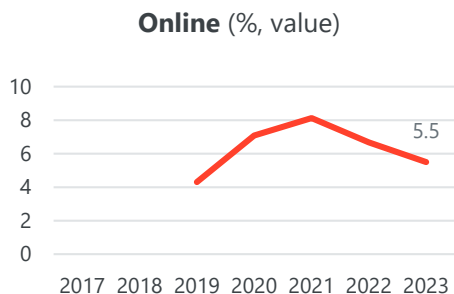
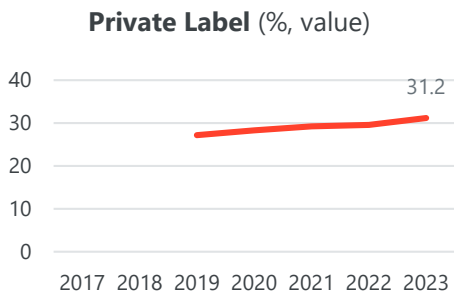
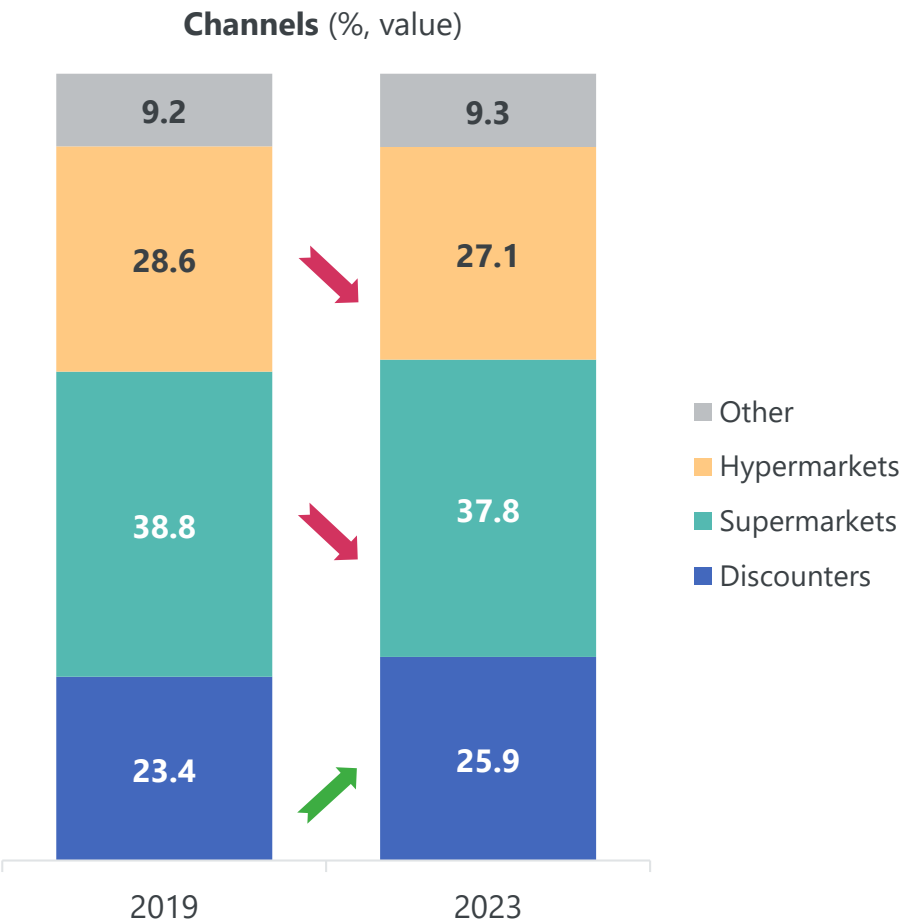
Format	Retailers
Supermarkets	■ ICA Supermarket ■ ICA Nära ■ ICA Kvantum ■ Hemköp ■ Coop
Hypermarkets	■ ICA Maxi ■ Stora Coop ■ City Gross
Discounters	■ Lidl ■ Willys
Drug stores	■ Apoteket ■ Apotekhjärta ■ Kronan ■ Apotea.se

Market share in value
of top 3 FMCG
retailers*





FMCG (excl fresh) landscape



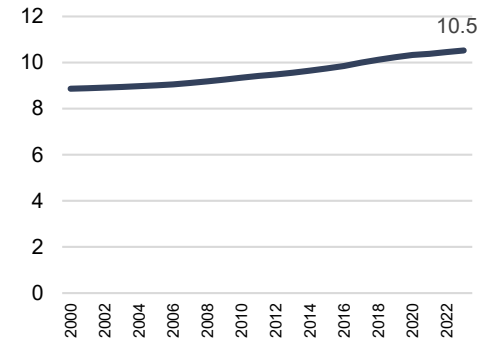


Macro data

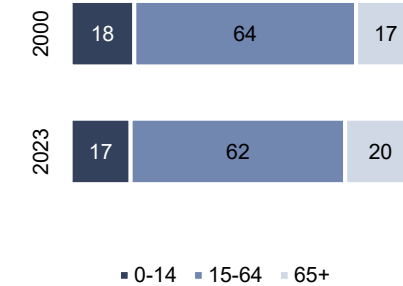
KEY FACTS (2023)

Population	10.5 m
Urban population (=non-rural areas)	81%
GDP per capita (current €)	€ 52 040
Cars per 1000 inh	473
Life expectancy at birth, ♀ / ♂	85.0 / 81.7 years
Households with Internet access at home	95%

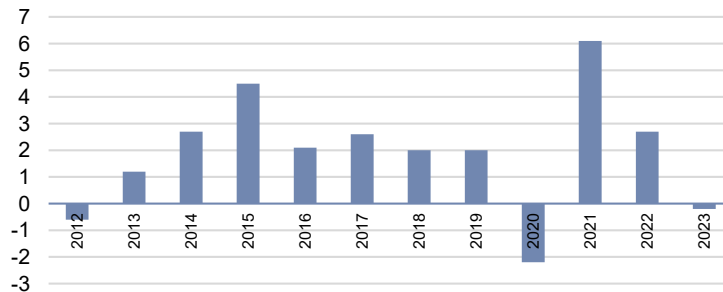
Population (millions)



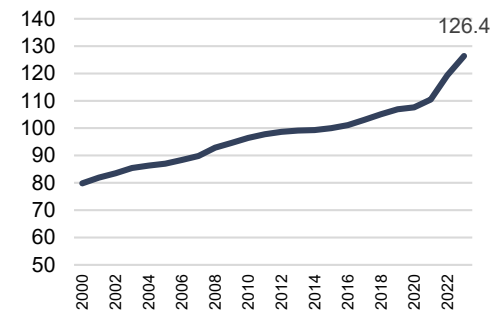
Population age
(% of total)



GDP Growth
(%, annual)



Harmonised index of
consumer prices (2015=100)



Unemployment
(%)

