



GfK Special Report

The impact of the introduction of A-brands at the Hard Discount in Belgium

The introduction of A-brands at the hard discount has changed the retail landscape in Belgium. It gives new potential to A-brand manufacturers to recruit among hard discount lovers and thus creating growth potential for the category and the A-brands.

This special report will give you insight in how big the impact is of the introduction and extension of A-brands at the hard discounters within impulse and on non-impulse categories. You will learn about drivers of the purchase decision for A-brands sold at hard discounters.

It provides you with a benchmark for evaluating past launches or a risk analysis when considering introductions at the hard discounters. At the next page you will find the detailed table of contents.

The investment for this special GfK report on total FMCG, Impulse and Non-impulse level is € 7.500.

Besides this special report a drill down on category level is also possible. Please contact your GfK account manager to discuss the scope, deliverables, timing and investment for a custom made category report.



Table of contents.

The impact of the introduction of A Brands at the Hard –Discounters in Belgium.

1. The discounter market overview
 - a. Hard discounter market shares
 - i. Penetration
 - ii. Frequency
 - iii. Spend
 - iv. Loyalty
 - b. Strategic positioning of hard discounters
 - i. Shopping Mission (basket size)
 - ii. GfK life cycle
 - iii. Shopping mission crossed by life cycle.
 - c. Drivers of hard discounters growth
 - i. # stores
 - ii. Assortment
 - iii. Introduction of A-brands
 - iv. Attitudes of shoppers versus the hard discount.
2. The launch benchmarking for A Brands introduced at Lidl in Belgium.
 - a. Average market share after 6, 12 months of introduction
 - b. Penetration (buyers share) after 6 , 12 months after introduction
 - c. Repurchase (as a percentage of buyers) rate 6, 12 months after introduction.
3. The impact of listing of A brands at hard discounter Lidl in Belgium
 - a. Incremental category sales for impulse categories
 - i. new category buyers
 - ii. intensified category use
 - b. Cannibalisation (switching behavior) for impulse categories
 - i. on the private label of the hard discounter
 - ii. on the A brand elsewhere (store switching)
 - c. Incremental category sales for non-impulse categories
 - i. new category buyers
 - ii. intensified category use
 - d. Cannibalisation (switching behavior) for non-impulse categories
 - i. on the private label of the hard discounter
 - ii. on the A brand elsewhere (store switching)
4. Potential for A-brands at Aldi
 - i. Opportunities
 - ii. Barriers
5. Critical success factors and recommendations
 - a. Brand strength
 - b. Discounter category strength
 - c. Price levels
 - d. Product type



The impact of the introduction of A-brands at the Hard Discounters in Belgium

Order Form

Please complete this form and fax it to **02/558.05.59**

I would like to subscribe to the report the impact of the introduction of A-brands at the Hard Discounters in Belgium:

Special report on total FMCG, Impulse and Non-impulse level € 7.500

Please contact me for a custom made category report

Name and first name:

Company:

VAT number:

Email:

Phone number:

Signature: