

Shortcut - Kazakhstan

GfK Kazakhstan

GfK Kazakhstan was founded in 2005 and at that time it had only 5 members of staff. The company has grown constantly since then and now has 24 full-time employees, 200 interviewers and 100 mystery shoppers and this enables us to conduct research projects not only in Kazakhstan but also in Kyrgyzstan, Uzbekistan and Tajikistan. We have 3 departments – Custom Research, Consumer Tracking, and Retail & Technology and we are currently developing HealthCare and Media Research. In 2009 GfK Kazakhstan's sales increased by 20% even though the research market had declined. In March 2010 we moved into a new office building and in April 2010 we conducted a highly successful Client Conference entitled "Market Research for identifying new opportunities in the post-crisis period".

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