



Russia

The 10th Annual GfK Rus Conference "Trends on Russian Consumer Markets in 2009"

On October 16, 2009, GfK Rus conducted its 10th Annual Clients' Conference "Trends in Russian Consumer Markets in 2009" at the Marriott Aurora Hotel in Moscow. During the conference, experts from GfK Rus presented to the audience data from their research which makes it possible to monitor the changes in consumer behaviour and attitudes of the Russians which have resulted from the crisis. The clients who attended were shown which markets the crisis has affected most, where consumption has remained at the same level and how the Russians plan to spend their money in the future.

The conference was opened with a report from Askhat Kutlaliev, Head of the Information-Analytical Centre. Askhat presented an overview of the world economic crisis and showed how people in different countries behave in times of crisis. Alexander Demidov, GfK Russia's Managing Director, presented the results from GfK Rus's Crisis Monitor which was launched last year in order to track the changes in consumer behaviour in the crisis.

During the second part of the conference, the speakers presented results from research carried out in various markets, including FMCG, durables, finance, telecommunications, media and the automobile and pharmaceutical markets.

Presentations were also made of some innovations during the conference. Marina Bezouglova told us about the possibilities of geomarketing analysis in assessing the socio-demographic potential of Russian regions and Elena Pervushina demonstrated to clients the process of scanning purchases. Marina Tevlina, Head of the Qualitative Research Department, introduced the clients to the technique of creating typologies for consumers on the basis of the GfK Roper Consumer Style survey.

The conference was attended by more than 200 clients.

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