

Retail Trade in Armenia: FMCG Market

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Abstracts

FMCG retail trade sector developments in Armenia follow the overall global trend: which is the gradual change to large scale stores (supermarkets, hypermarkets). Unless the size of Armenian market is comparably small, but the potential of retail trade development is estimated as high. Particularly, AT Kearney's 2014 Global Retail Development Index ranked Armenia to the 6th position in the world.

This report provides in-depth analysis, information and insights on FMCG retail trade sector in Armenia. The report is based on primary and secondary data. Primary data were collected through population survey in Yerevan, with the representative sample of 1000 respondents. The results were compared with those of the previous survey (2012), enabling to identify the latest trends and developments in this industry and conduct analysis of key market players (supermarkets).

The study provides essential market information for decision-makers including:

- Overall trends and developments in Armenian Retail trade sector comparison with peer countries

- Size and structure of FMCG market in Yerevan: (incl. changes compared to 2012)

- Average monthly expenditure of households on FMCG (incl. changes compared to 2012)

- The profile of main shoppers for FMCG in Yerevan: their preferences, main factors influencing decisions (incl. changes compared to 2012)

- The share of customers for different supermarkets in Yerevan (incl. changes

compared to 2012)

Rankings of supermarket chains based on assessment by the customers: best supermarkets by service quality, price/quality indicator, product assortment (incl. changes compared to 2012).

Profiles of main supermarkets in Yerevan: including geographical distribution of stores, customer preferences by Yerevan regions, customer's age, gender and income level, etc.

Expectations on further developments in FMCG retail market.

Reasons To Buy

Understand the advantages and disadvantages of main supermarket chains and their assessment by customers

Assess the volume and the structure of FMCG market in Yerevan

Get insight into main shoppers' base, their preferences as to place of shopping (supermarket, shop, etc.)

Assess the key criteria for selection of goods, supermarkets and small shops.

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