

# Retail Trade Sector in Armenia. Focus on FMCG Trade

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## Abstracts

Ameria Management Advisory has carried out a minute research on Fast Moving Consumer Goods (FMCG) market, identifying the current condition and the perspective of market trends in Yerevan.

This report provides in-depth analysis, information and insights on FMCG retail trade sector in Armenia based on 2012 indicators. 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 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

- Average monthly expenditure of households on FMCG

- The profile of main shoppers for FMCG in Yerevan: their preferences, main factors influencing decisions

- The share of customers for different supermarkets in Yerevan

- 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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