



Virtual Events

Shopper Trends

2022

Serbia Jul 12th

Croatia Jul 13th

Slovenia Jul 14th

How to navigate a turbulent landscape



Join our three insightful sessions, hosted by NielsenIQ Consumer Insights and Retail Intelligence experts. The **Webinar** will provide you with comprehensive understanding of how the retail and shopper landscape has evolved in **Serbia, Croatia and Slovenia**, unlocking and decoding the consumer behavioral intentions towards **grocery shopping & inflation developments**.

Why it's important?

In the year ahead, agility will be critical. Retailers and brands that consider different trajectories and recovery scenarios will be better placed to address consumers changing priorities; states of cautiousness and increasingly constrained wallets. They will need to ensure their offerings can morph and resonate with how the landscape will continue to evolve in the years to come.

Key benefits

This year's event will shed light on how the shopper behavior and the retailers' performance have evolved: What behaviors might we expect to see this year, how are consumers changing their preferences and priorities, and what new opportunities will this unlock for businesses in 2022, moving forward.

Topics covered



Retailer Dynamics & FMCG markets trends

- Year-on-year changes in the evolving retail environment (RMS)
- Food vs. beverage
- Growth rates
- Inflation developments



Channel Dynamics & Retailers Performance

- Channels performance
- Retailers with the strongest store equity and relationship with shoppers
- Key differentiators between retailers



Shopper Insights

Unlocking the shoppers' mindset and attitudes towards grocery shopping, store selection, planning, propensity to experiment, deal-seeking, promo sensitivity & price awareness