

KANTAR

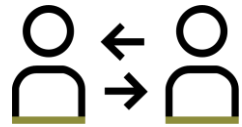
Syndicated
study of
trade press
readership

TRM KANTAR, DECEMBER 2021

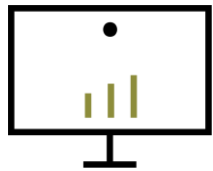


Methodology

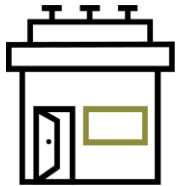
Similar to previous editions of TRM research



face-to-face interviews with people responsible for purchasing decisions in stores



conducted with **CAPI method** (*CAPI - computer assisted personal interviewing*)
pollster uses tablet with special script with vignette and cover of magazines
to gather the data from the interview



Based on representative sample of N=1000 FMCG stores – large and small
format in Poland (including hypermarkets, supermarkets, food-stores, mixed stores)



Conducted between 12th October – 15th November 2021

Trade Press Readership – survey based on a sample of stores

Definition of the respondent

Questions sequence:

- Does any trade press reach the store?
- What titles?
- Who reads trade press in a given store?
- What is the position and competences of that person?

The respondents are the people who:

- **Read trade press in stores where the trade press is reaching**
- **Are responsible for stocking up the store.**

If the person responsible for stocking up the store was not available, the interview has been conducted with the person who reads trade press. Such situation could only occur in stores belonging to the retail-network, where purchase decisions are being made in the headquarters.

Definition of small format stores

Used for presentation of the results

Small format grocery stores – stores with sales area up to 300 m², both self and counter service, that sell grocery products (most of them sell milk and/or bakery) as well as beauty & cosmetics. Those are also the stores in which one can buy tobacco products and press.

Small format stores as of sales area:

- Large grocery stores - above 101 m²
- Medium grocery stores - between 41 m² and 100 m²
- Small grocery stores – up to 40 m²

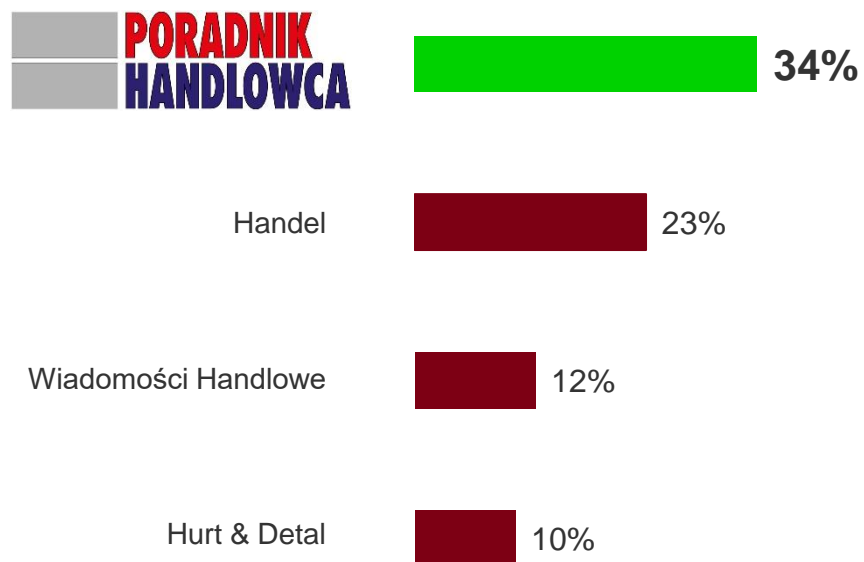
1
Influence of the trade press
on purchasing decisions

READING PREFERENCES

Purchase decisions – trade press influence on assortment supply

In 34% of participating stores (receiving trade press), the content of „Poradnik Handlowca” has the biggest influence on supply decisions.

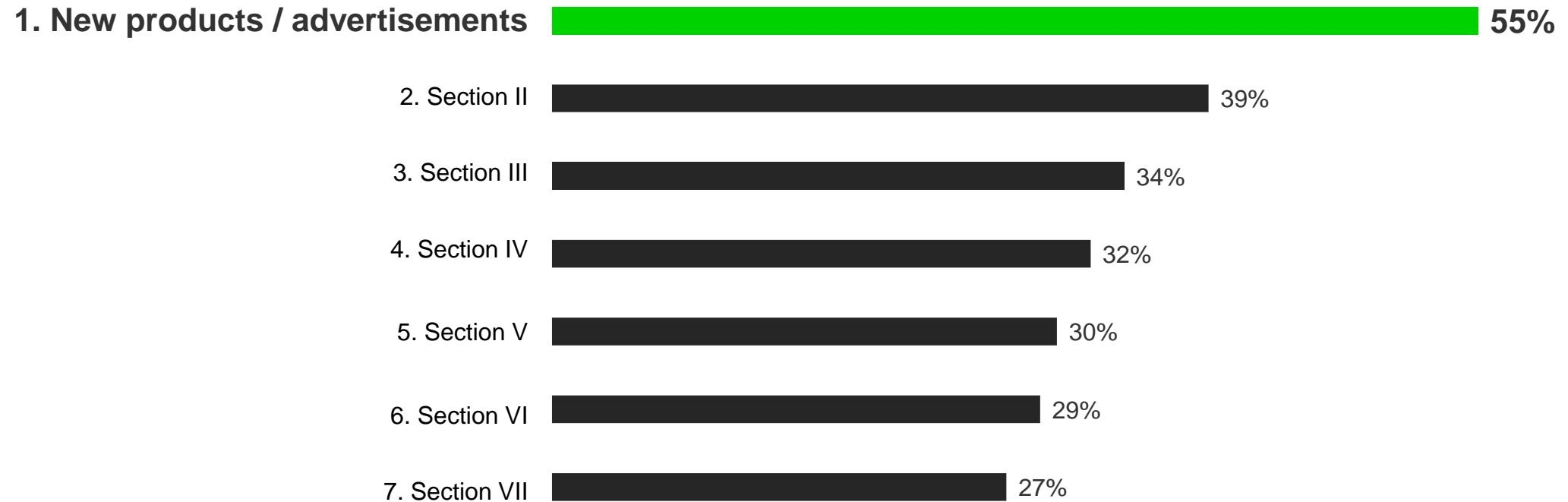
Stores in Poland receiving trade press (n=770)



P10. Informations presented in which trade press title influence your purchasing decisions the most?

Poradnik Handlowca – useful sections

More than half of the survey participants indicated that in their daily work duties the most useful sections are those with new products and advertisements.



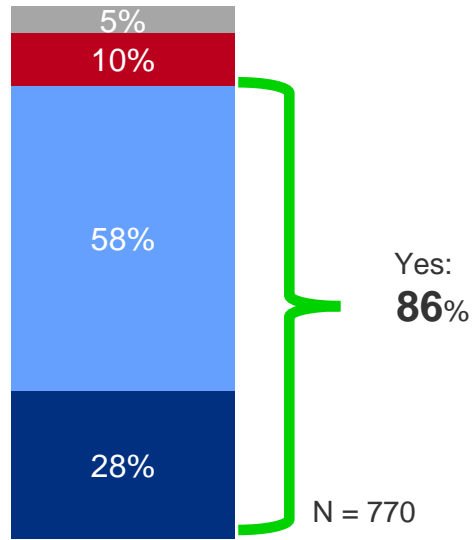
P8. Which sections of trade press are the most useful in your work?

Basis: survey participants who have ever read Poradnik Handlowca (N=376)

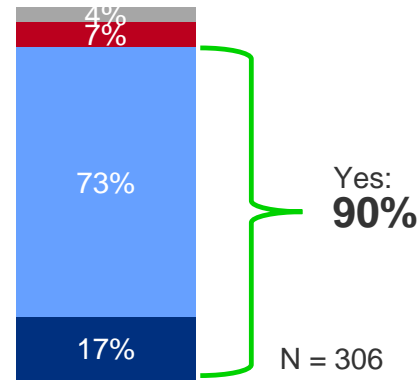
Is trade press an effective communication channel?

The vast majority of respondents claim that printed press is an effective communication channel between manufactures and retailers.

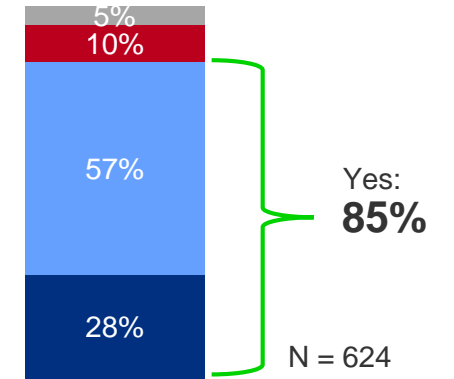
Stores receiving trade press



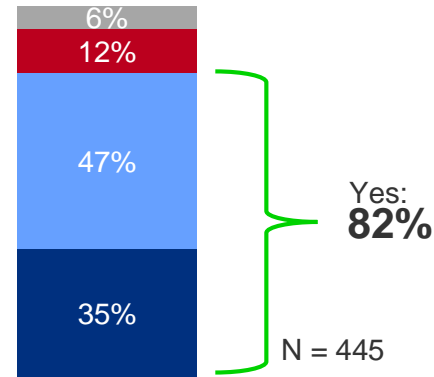
Stores in cities below 10k inhabitants



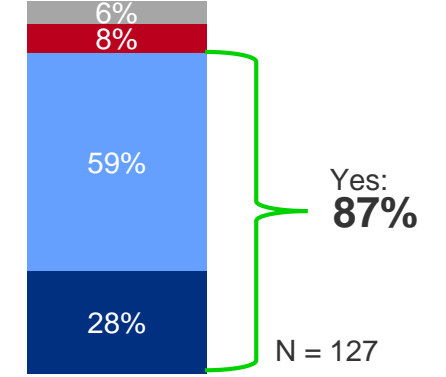
Small format stores



Stores in cities above 10k inhabitants



Large format stores



- Hard to tell
- No, it is not an effective channel
- Yes, it is a moderately effective channel
- Yes, it is very effective channel

P11. Do you find printed trade press an effective communication channel between manufactures and retail trade?

2

REACH OF MAGAZINES

Reach of trade press magazines

Poradnik Handlowca reaches the highest percentage of stores in Poland.

Stores in Poland – total (n=1000)



Handel 26%

Wiadomości Handlowe 22%

Hurt & Detal 20%

Stores in Poland receiving trade press (n=770)



Handel 34%

Wiadomości Handlowe 29%

Hurt & Detal 26%

S7. Which of the magazines from this card reach to your store?

Reach of trade press magazines (by city size)

Stores in cities below 10k inhabitants
Receiving trade press (n=314)



Stores in cities above 10k inhabitants
Receiving trade press (n=456)



↑↓ a significantly higher/lower result at the level of 0.05 (in comparison to all stores)

S7. Which of the magazines from this card reach to your store?

Reach of trade press magazines (by store type)

Large format stores – receiving trade press (n=130)



Small format stores - receiving trade press (n=640)



↑↓ a significantly higher/lower result at the level of 0.05 (in comparison to all stores)

S7. Which of the magazines from this card reach to your store?

3

TRADE PRESS

AWARENESS

Prompted magazine awareness

Poradnik Handlowca is the most recognizable title – it is known by more than a half of the decision making staff of stores in Poland. Awareness of other titles is at the 45% level.

Stores in Poland – total (n=1000)



Handel 45%

Wiadomości Handlowe 44%

Hurt & Detal 43%

Stores in Poland receiving trade press (n=770)



Handel 58%

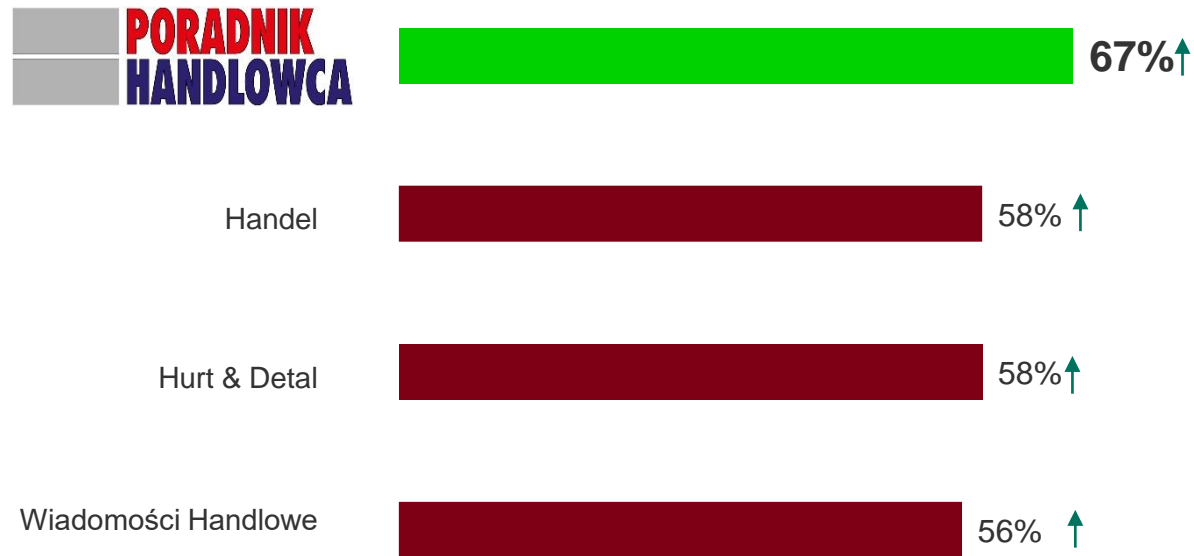
Wiadomości Handlowe 57%

Hurt & Detal 56%

S5. What trade magazines from this list have you ever heard of? Do you know each of the shown magazines?

Prompted magazine awareness (by store type)

Small format stores – receiving trade press (n=640)



↑↓ a significantly higher/lower result at the level of 0.05 (in comparison to all stores)

S5. What trade magazines from this list have you ever heard of? Do you know each of the shown magazines?

4

READERSHIP

Readership (ever read)

Poradnik Handlowca is the magazine with the highest percentage of „ever read” replies in the study.

Stores in Poland – total (n=1000)



Stores in Poland receiving trade press (n=770)



S8. Which of the following magazines have you ever read or flipped?

Readership (ever read by store types)

The reading of Poradnik Handlowca has been reported more often in the largest stores.

Large format stores (n=156)



Small format stores (n=844)



↑↓ a significantly higher/lower result at the level of 0.05 (in comparison to all stores)

S5. Which of the following magazines have you ever read or flipped?

Seasonal cycle readership (the last 6 months)

Poradnik Handlowca is the most often read magazine in the timespan of the last 6 months.

Stores in Poland – total (n=1000)



Handel 22%

Wiadomości Handlowe 19%

Hurt & Detal 18%

Stores in Poland receiving trade press (n=770)



Handel 28%

Wiadomości Handlowe 25%

Hurt & Detal 24%

S9a. Which of the following magazines have you read or flipped in the last 6 months?

Seasonal cycle readership (the last 6 months by store type)

Large format stores – receiving trade press (n=130)



Small format stores – receiving trade press (n=640)



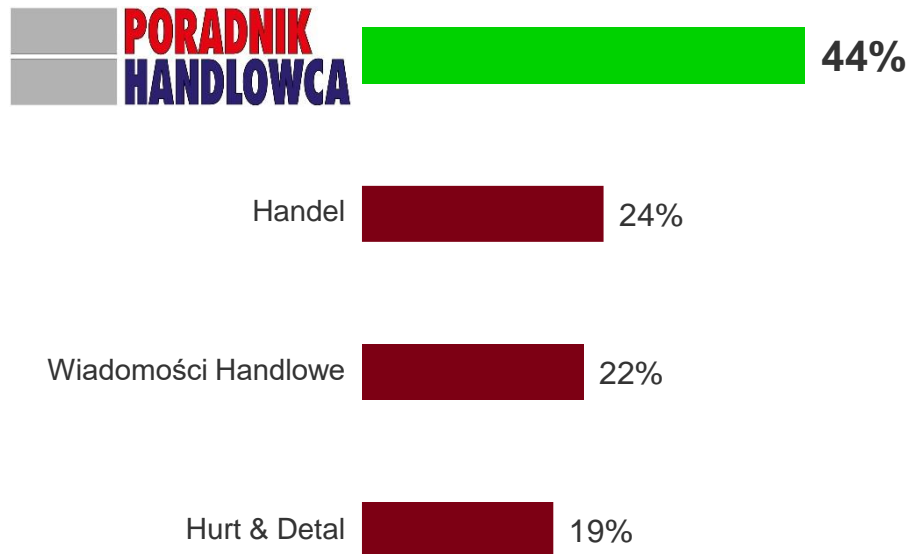
↑↓ a significantly higher/lower result at the level of 0.05 (in comparison to all stores)

S9a. Which of the following magazines have you read or flipped in the last 6 months?

Regular readership – once in 2 months or more often

Poradnik Handlowca is regularly read by highest percentage of survey participants.

Stores in Poland receiving trade press (n=770)

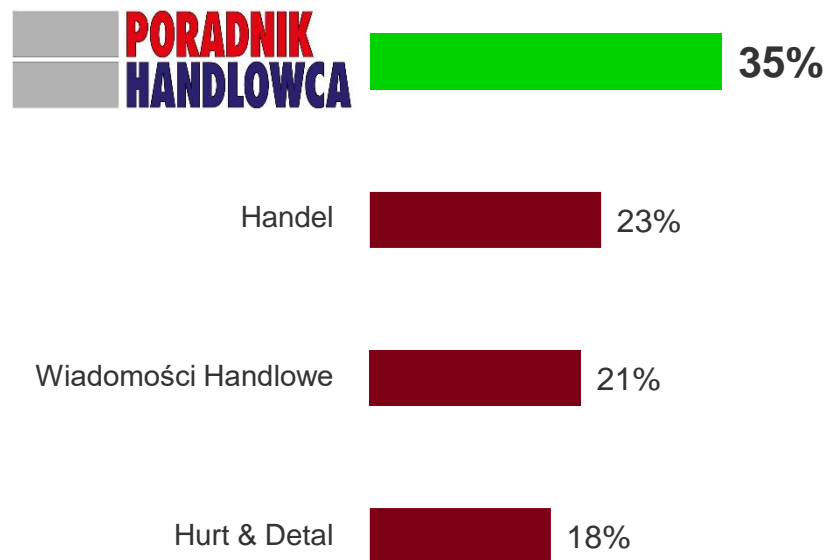


S10a. Which of the following magazines do you read at least once in 2 months?

Readership of the last edition

The latest edition of Poradnik Handlowca has been read by highest percentage of survey participants.

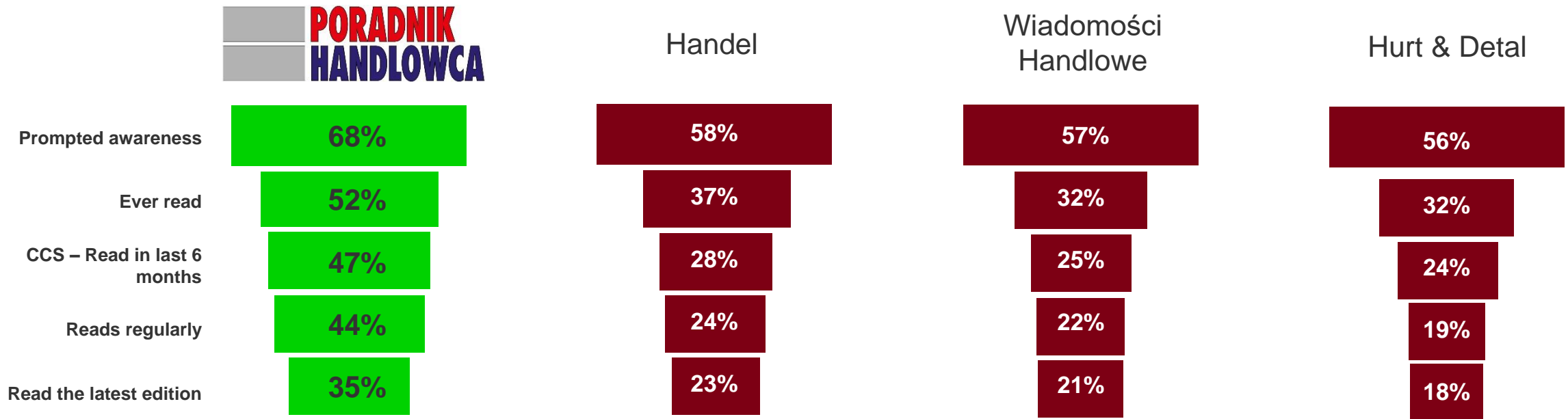
Stores in Poland receiving trade press (n=770)



P4 Have you read or flipped the last edition of the magazine?

Readers' Funnel

Stores receiving trade press (N=770)



Source: Stores in Poland receiving trade press (n=770)

5

Commentary of the TRM results

TRADE READERSHIP MONITOR (TRM) 2021

„Poradnik Handlowca” remains the trade magazine with highest reach and readership results. In this year’s TRM research it has claimed the leading position once more.

The conducted study confirmed the advantage of „Poradnik Handlowca” over other trade magazines in all indicators. Vignette awareness alone puts "Poradnik Handlowca" in the leading position according to over 50 percent of Polish shop owners. The awareness of other titles is at the level of 43 to 45 percent.

The results showing a technical range (reach to stores) also places „Poradnik Handlowca” at the leading position, confirming the effectiveness of its distribution system. Reach at the level of 39 and 50 percent among stores receiving trade press is substantially higher in comparison to other ranked titles (26% and 34%). It is worth mentioning that 77 percent of all the surveyed stores declare to receive trade press. This result shows the unabated strength of trade press as a source of information and inspiration for the people responsible for supplying FMCG stores.

Regular readership of Poradnik Handlowca has been declared by 34% of the participating stores and 44% the stores that receive trade press. This results shows not only high readership loyalty towards „Poradnik Handlowca”, but also the market position of the magazine. All other titles report way lower results. The same applies to Readership Of Seasonal Cycle, where the advantage of „Poradnik Handlowca” is also unquestionable (36% in total). The other titles reach the results only between 18 and 22 percent.

TRADE READERSHIP MONITOR (TRM) 2021

„Poradnik Handlowca” remains the trade magazine with highest reach and readership results. In this year’s TRM research it has claimed the leading position once more.

The results that describe the importance of trade press as a source of information are particularly interesting. In 34% of participating stores (receiving trade press) the highest influence on the supply comes from the information in „Poradnik Handlowca”. It brings the obvious conclusion about the effectiveness of „Poradnik Handlowca” as an advertising channel. Although the second competitor scored a way lower result when it comes to this indicator, the positive relation between regular readership and supply decision making process is also visible. It all shows a great strength of trade press as a communication channel between business and retailers.

To summarise, one can clearly see that trade press is still the high range channel of communication with people responsible for decision making process in FMCG stores in Poland. Trade press is still an important and heavily used source of information in supply decisions.

Everyone who participated in the survey and all the readers of trade press deserve heartfelt gratitude. Your commitment and time engagement with our pollsters gave us the opportunity to present this results of TRM study. Moreover, trade press publishers gained the opportunity to adjust the content of their magazines to the expectations of the readers.

KANTAR



December, 2021