

Made in Ukraine

advantage or white noise
for the European consumer





Data collection method: self-filling of questionnaires in the mobile application



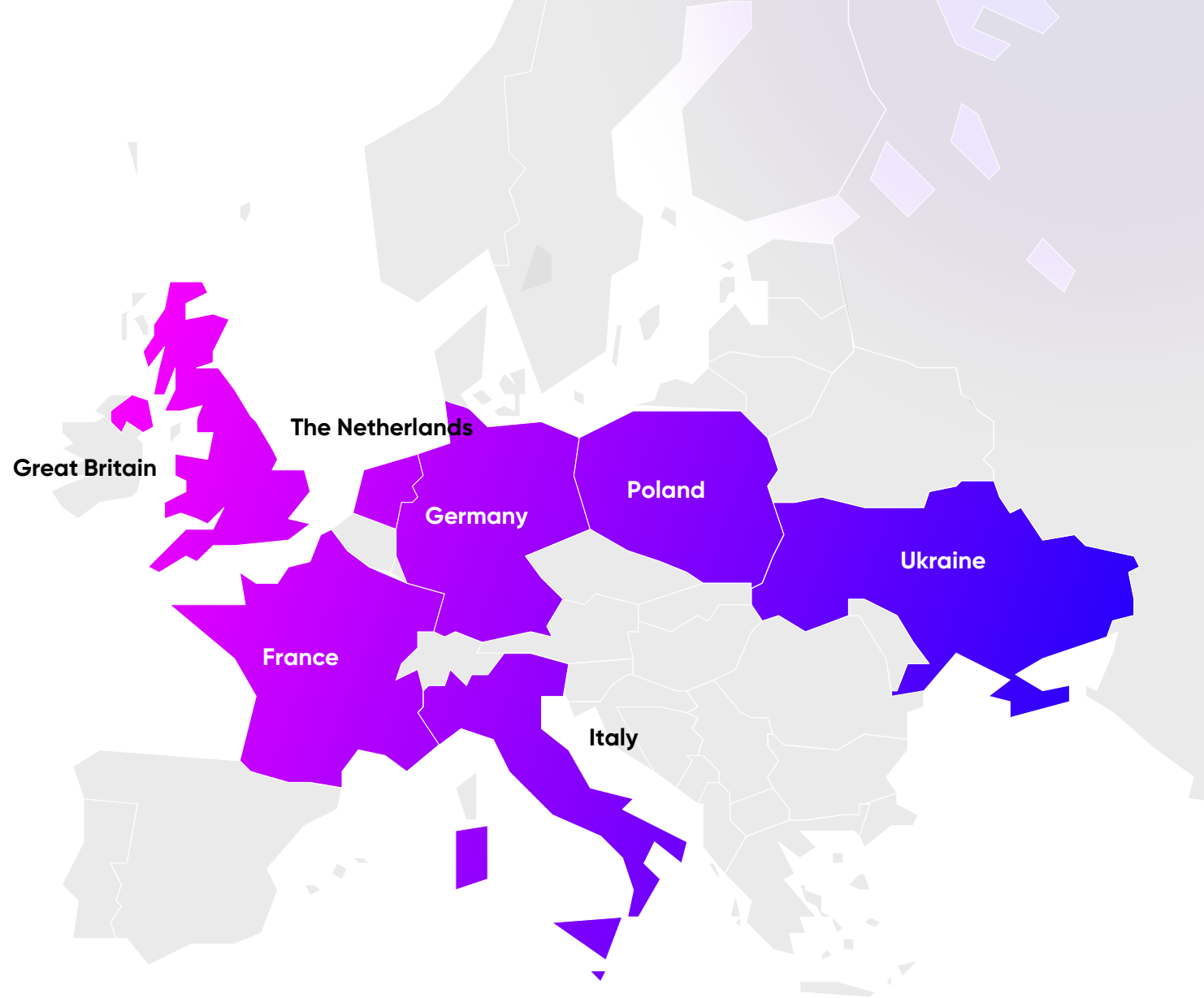
The target audience of the survey: male/female aged 18-60 living in the countries of Ukraine, Great Britain, the Netherlands, Italy, France, Germany, Poland



Sample size: Ukraine n=1151, Great Britain n=103, the Netherlands n=101, Italy n=101, France n=101, Germany n=99, Poland n=102



Survey period: Ukraine: February 17-18
EU countries: February 22-24.

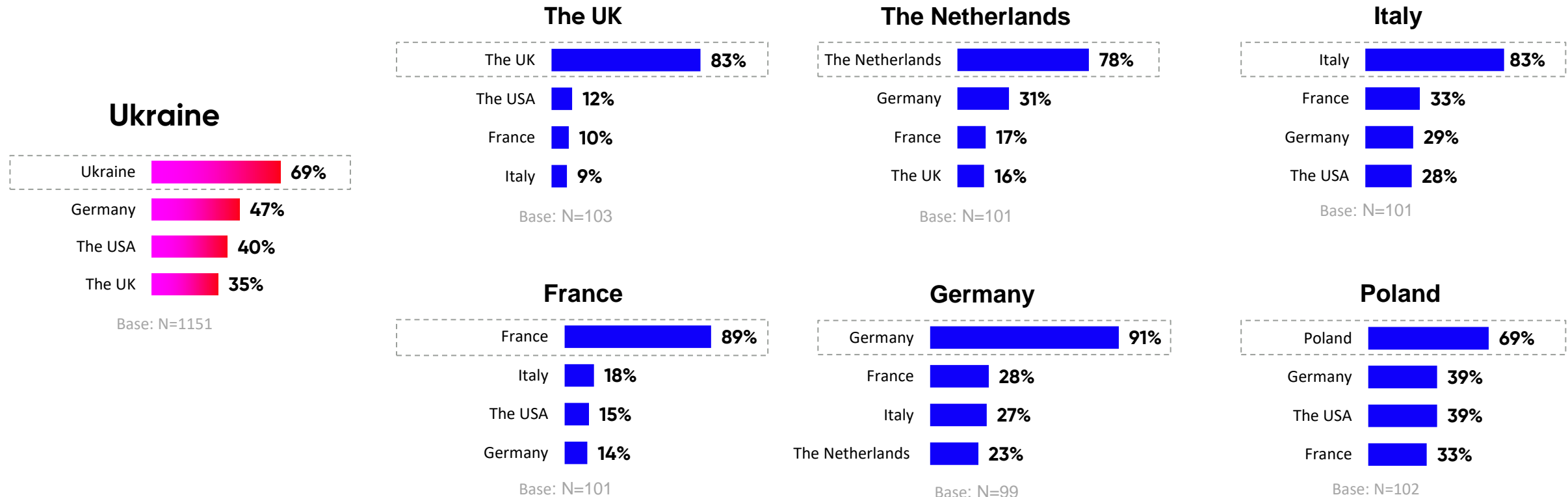


01

General consumption

BRANDS OF WHICH COUNTRIES ARE PREFERRED

MARKETS HAVE DIFFERENT LEVELS OF OPENNESS TO FOREIGN MANUFACTURERS

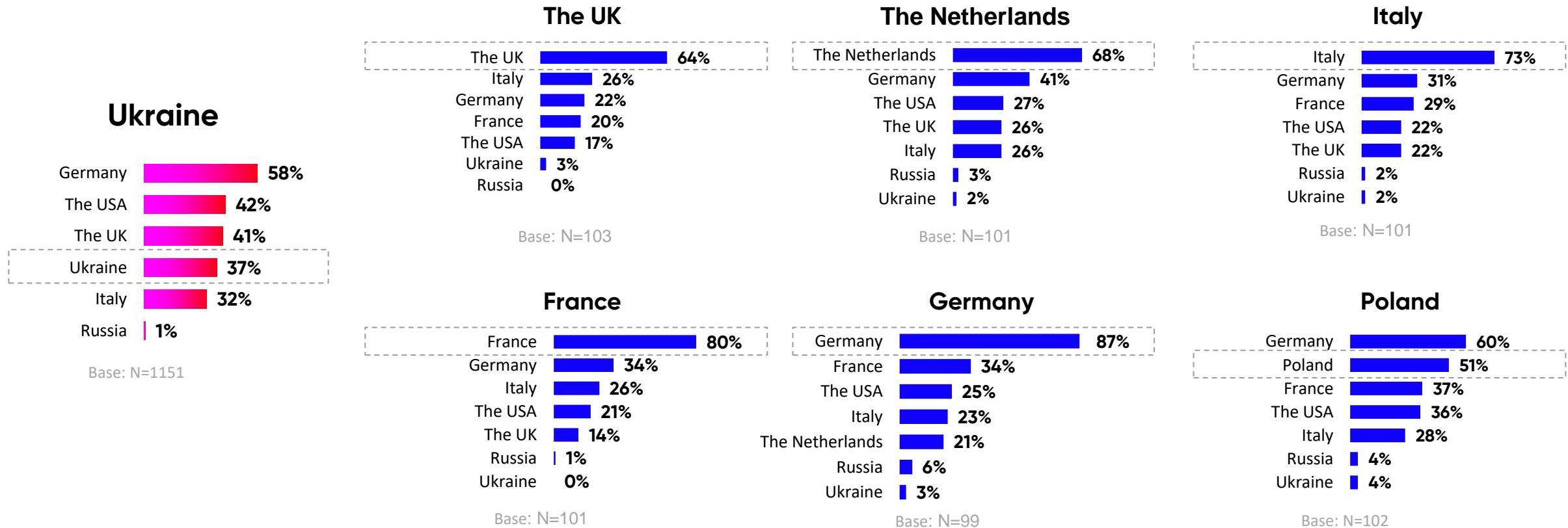


Imagine if you had the choice to buy the same product at the same price and quality, which country's brands would you prefer?

02

Factors of influence:
quality, price, distribution,
brand of the country.

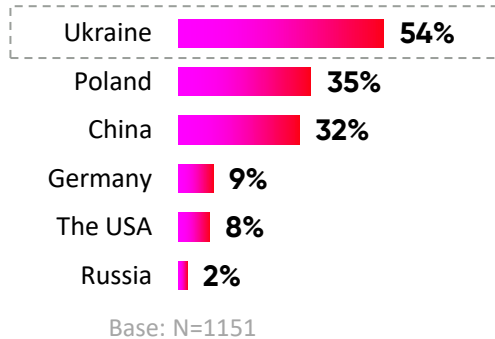
ATTRACTIVENESS OF BRANDS DUE TO HIGH QUALITY:



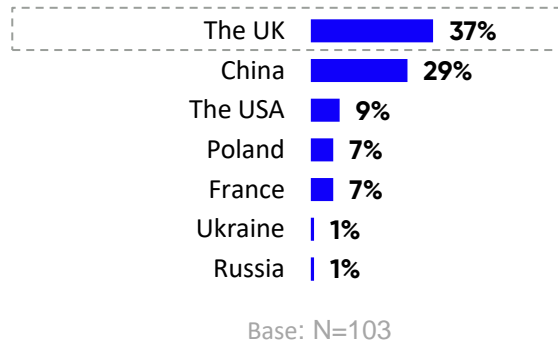
In your opinion, the products/brands of which countries are attractive due to guaranteed high quality?

ATTRACTIVENESS OF BRANDS DUE TO THE ATTRACTIVE PRICE

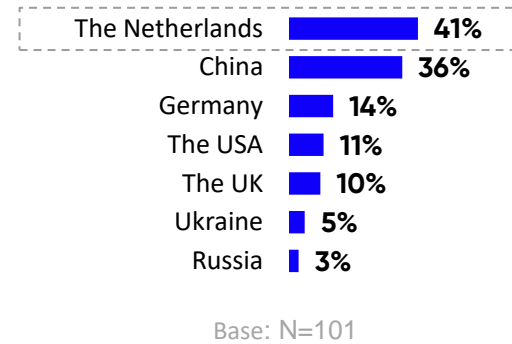
Ukraine



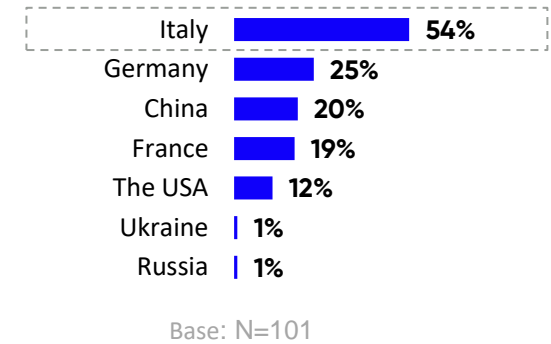
The UK



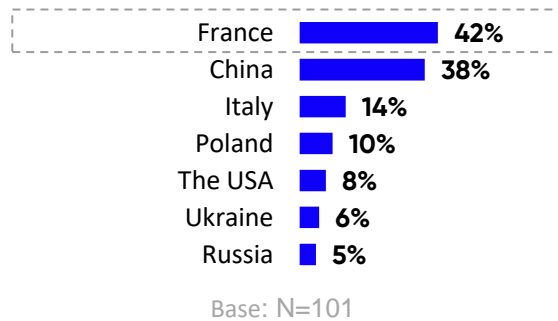
The Netherlands



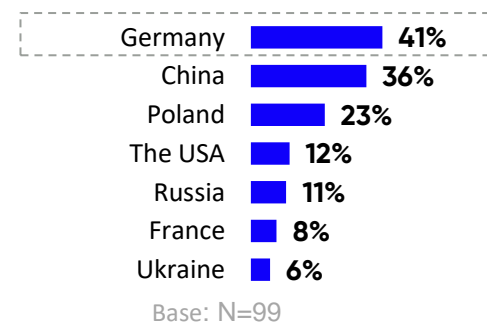
Italy



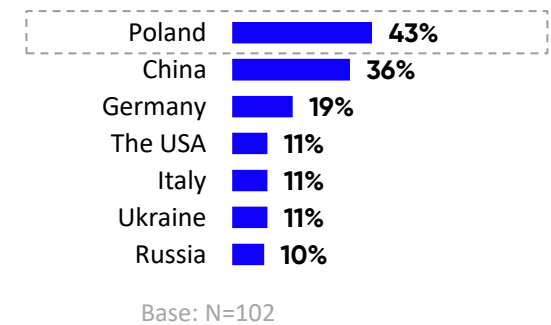
France



Germany

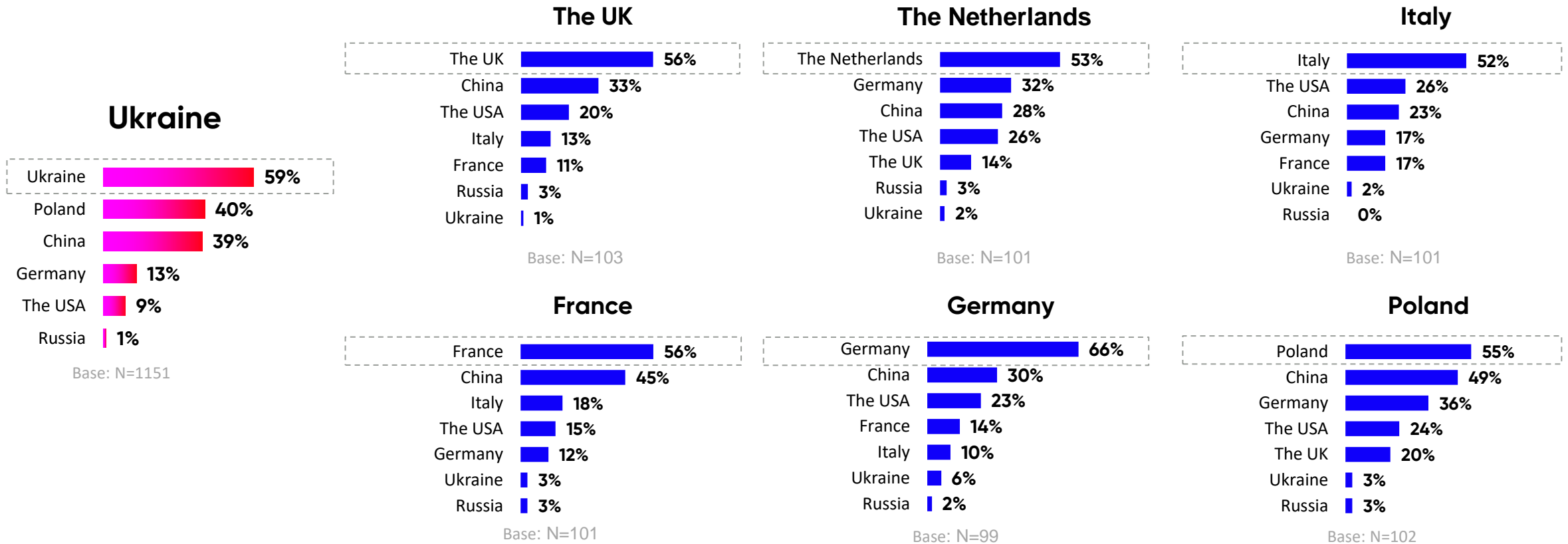


Poland



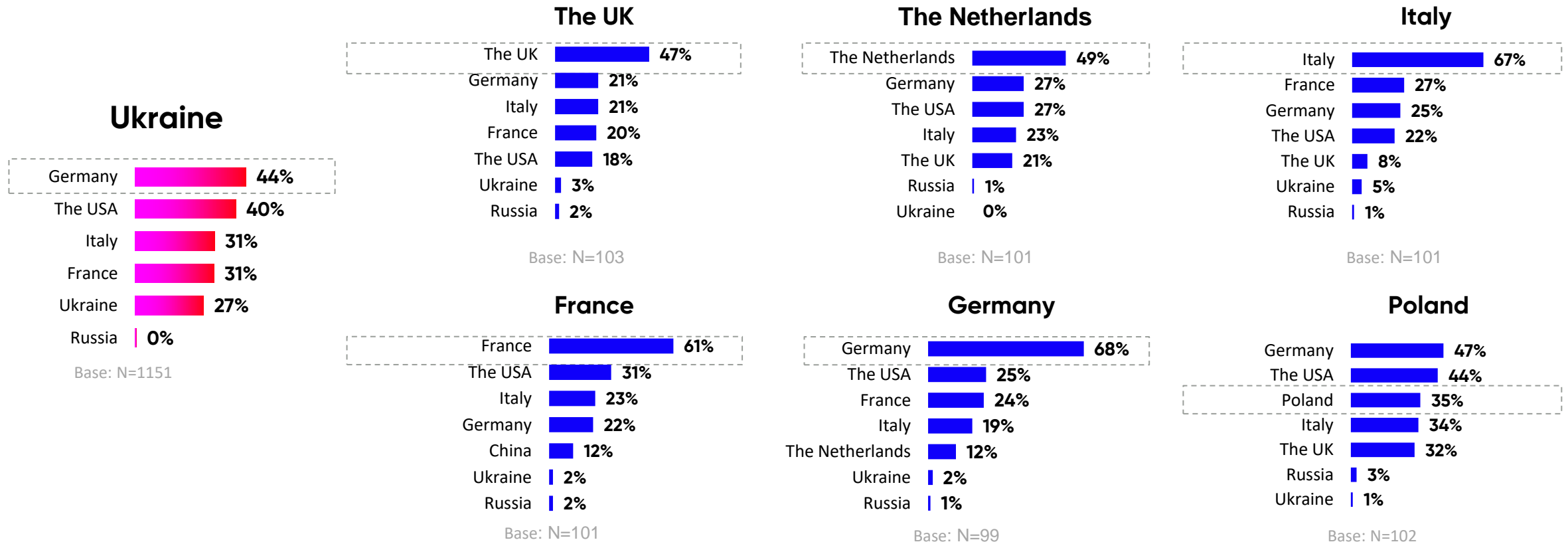
In your opinion, the products/brands of which countries are attractive due to the guaranteed attractive price?

ATTRACTIVENESS OF BRANDS DUE TO AVAILABILITY:



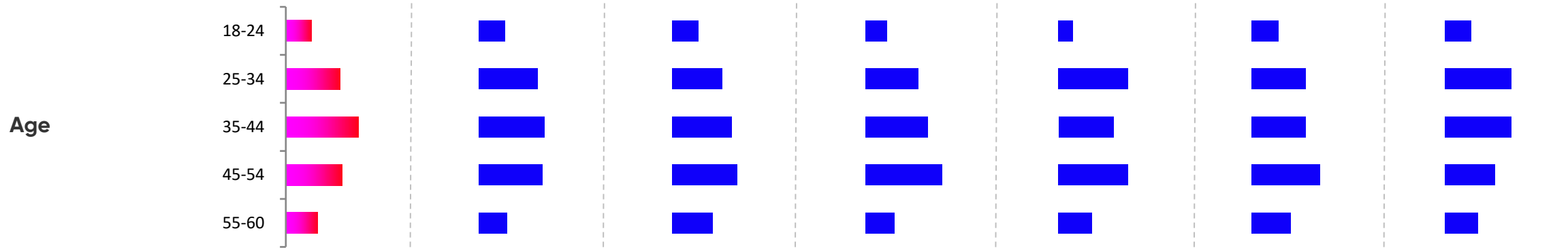
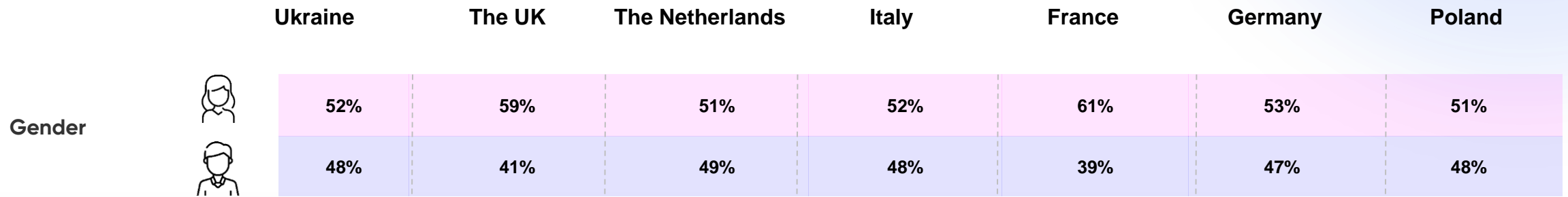
In your opinion, the products/brands of which countries are attractive due to the guaranteed attractive price?

ATTRACTIVENESS OF BRANDS BECAUSE OF THE BRAND OF THE COUNTRY:



In your opinion, which countries' products/brands are attractive because of the country's legendary brand?

RESPONDENTS PROFILE



Base: N=

1151

103

101

101

101

99

102

 Gradus Research
Company

