

Quarterly Retail Analysis: Central & Eastern Europe Q2 2009

Summary of regional economic conditions and the main developments in Retail/FMCG

Annual
Retail
FMCG
Market
CEE

The background features a complex collage of financial and market-related graphics. A prominent line chart with a jagged upward trend is overlaid on a globe. To the left, a circular chart displays the acronym 'CEE' (Central and Eastern Europe) in the center, with the years 1999, 2000, and 2001 around its perimeter. The overall color scheme is a warm, monochromatic orange, with white text and green accents.

Publication date:
July 2009
Language:
English

Report description

This quarterly report is the newest series of PMR publications, specially designed to keep you up to date with the latest developments in the retail sector in Central and Eastern Europe. Supplementing the regular releases, **Retail Analysis: Central & Eastern Europe Q2 2009** provides the most current breakdown of macroeconomic and market situations within Central and Eastern Europe retail. It covers the Czech Republic, Hungary, Poland, Romania, Russia and Slovakia.

The report contains hard data from Q1 and the most up-to-date, available data from Q2. News from the market, macroeconomic analysis and trends cover the period from April to June inclusively.

A comparative overview of the different markets introduces the report. For each of the countries, detailed data and analysis presents the latest statistics. Crucial data such as wages, unemployment rates and private consumption changes are provided. News feeds provides information on the latest and most relevant business activities such as investments, merger & acquisitions, market entry & withdrawal, expansion plans and corporate announcements.

Key sections

The report comprises the following sections:

- Introduction
 - ◆ comparative analysis of macroeconomic and retail market climate in Central and Eastern Europe
- Macroeconomic and retail market outlook of following countries
 - ◆ Czech Republic
 - ◆ Hungary
 - ◆ Poland
 - ◆ Romania
 - ◆ Russia
 - ◆ Slovakia
- News feed for each country

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PMR Publications is part of PMR (www.pmrporate.com) – a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets. PMR key areas of operation include consultancy (through **PMR Consulting**) and market research (through **PMR Research**).

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