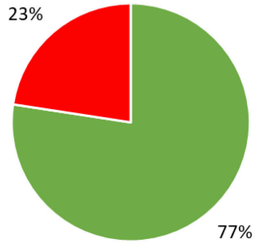
mums
BELGIAN·MUMS
Storecheck: BE – NL – FR – DE

Storecheck Belgique

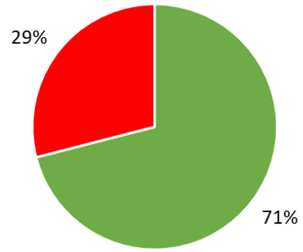
- Semaines 39 – 44
- 130 storechecks
- Supermarchés et centres de jardinage

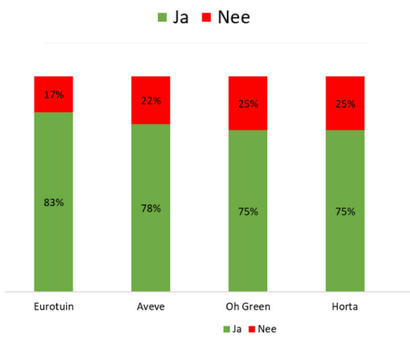
Propension à l'achat

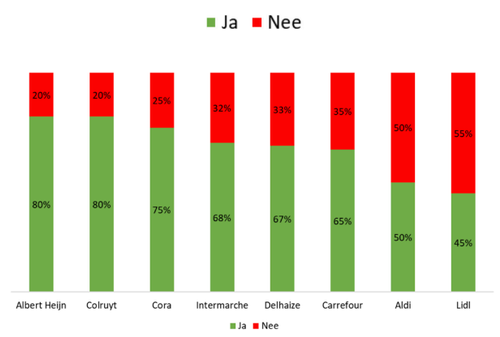
Centres de jardinage



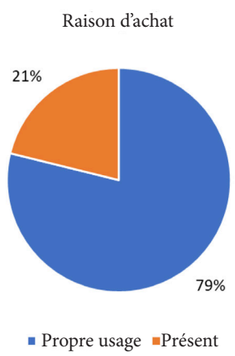
Supermarchés

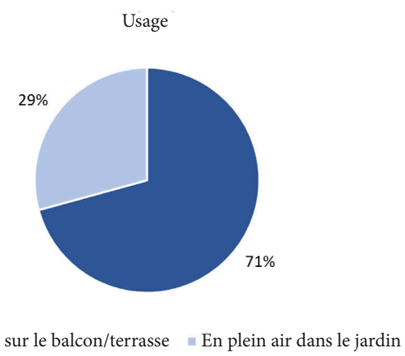






Raison d'achat

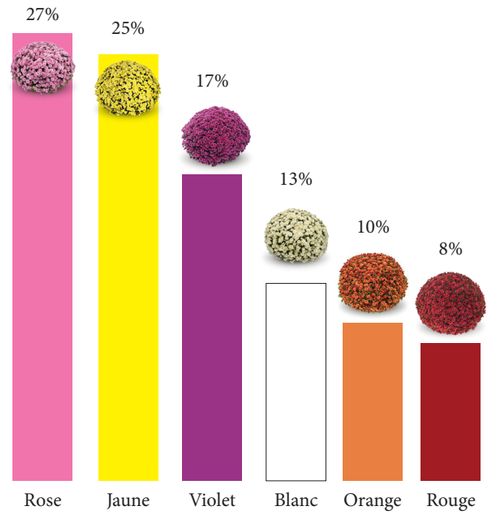


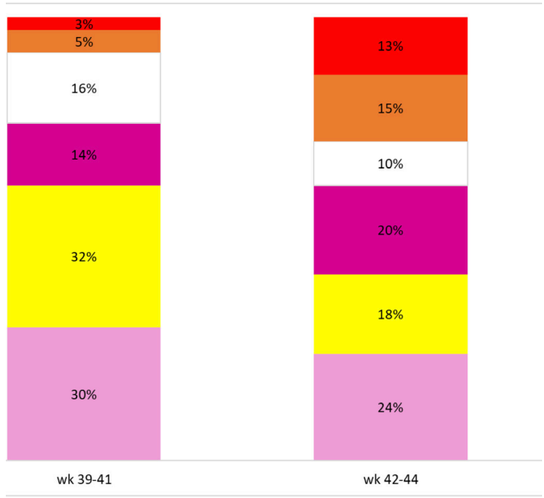


Critères d'achat

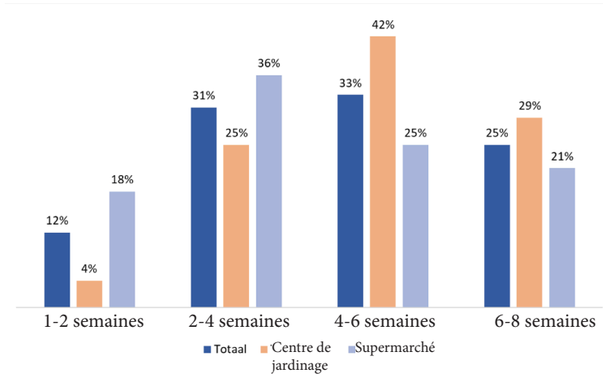
1. Couleur
2. Stade de floraison
3. Forme sphérique
4. Prix
5. Emballage

Préférence de couleur

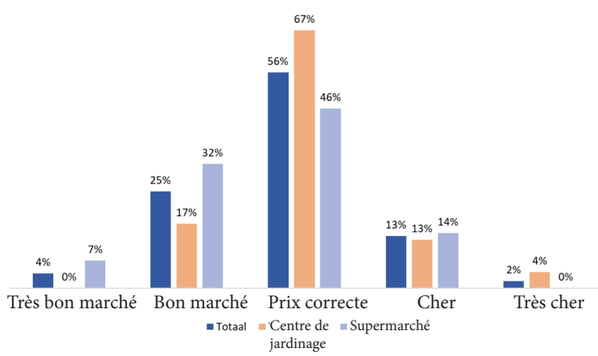




Attentes de durée de vie



Perception du prix



Domaines d'amélioration

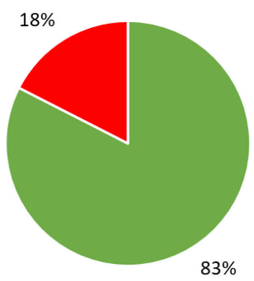
- Une meilleure présentation
- Meilleurs soins sur les étagères
- Plus de couleurs disponibles
- Plus de choix de différentes tailles

Storecheck la France

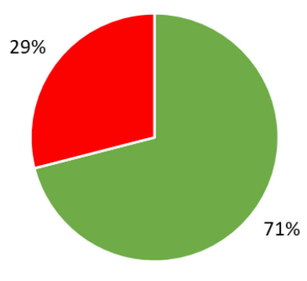
- Semaines 39 – 44
- 130 storechecks
- supermarchés et centres de jardinage

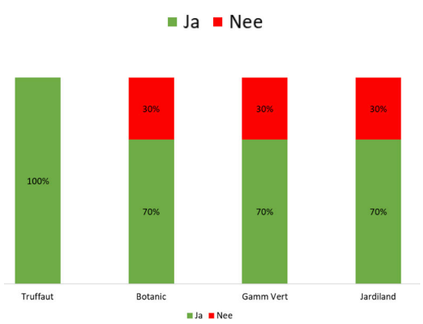
Propension à l'achat

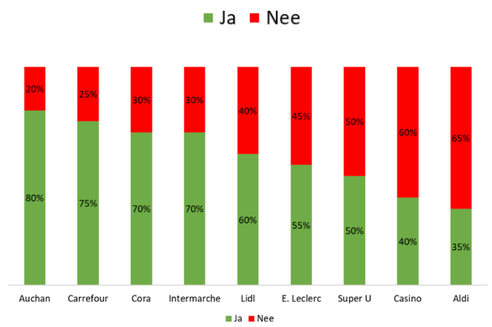
Centres de jardinage



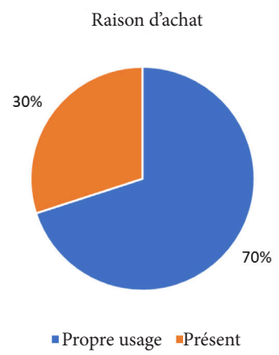
Supermarchés

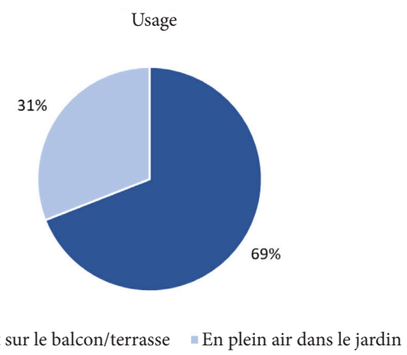






Raison d'achat

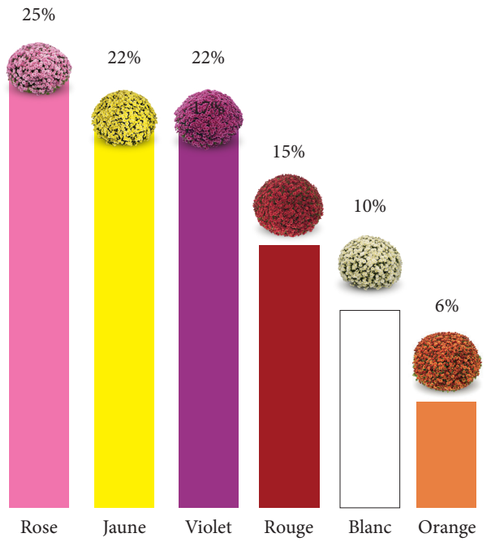


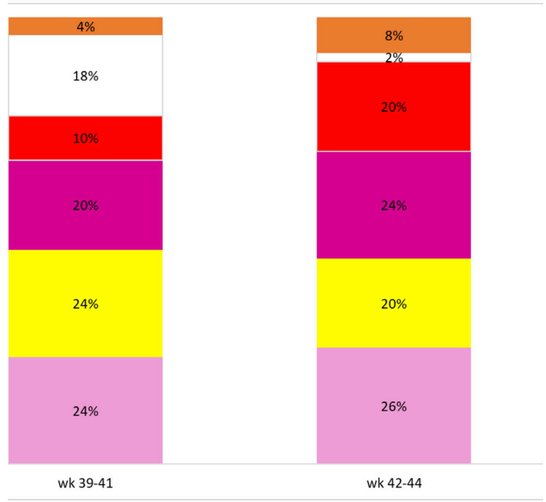


Critères d'achat

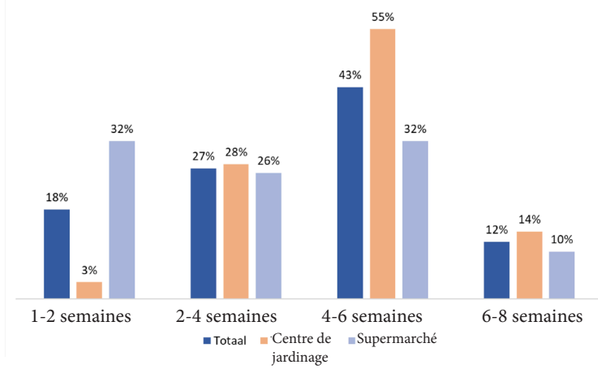
1. Couleur
2. Stade de floraison
3. Forme sphérique
4. Prix
5. Emballage

Préférence de couleur

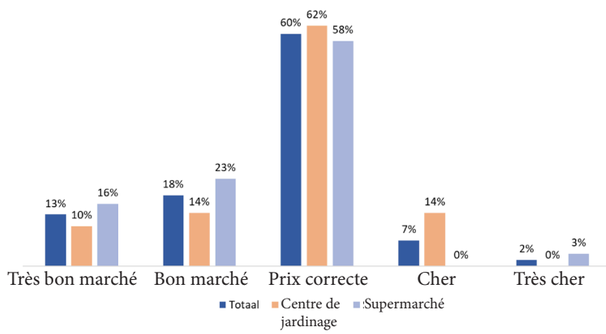




Attentes de durée de vie



Perception du prix



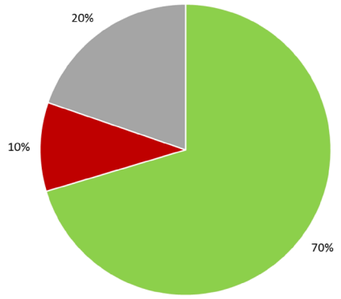
Domaines d'amélioration

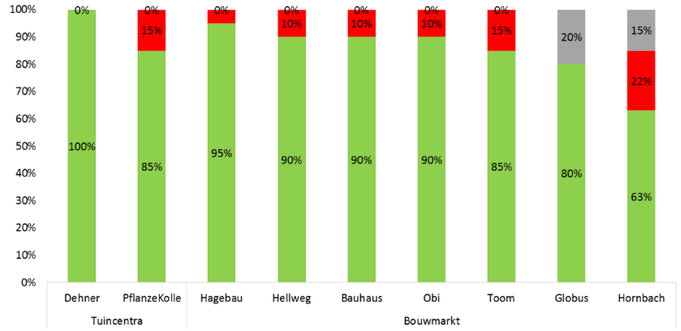
- S'assurer que plus de couleurs sont disponibles
- Des emballages plus beaux
- Informations sur les soins
- Une présentation plus fine
- S'assurer que différentes tailles de pots sont disponibles

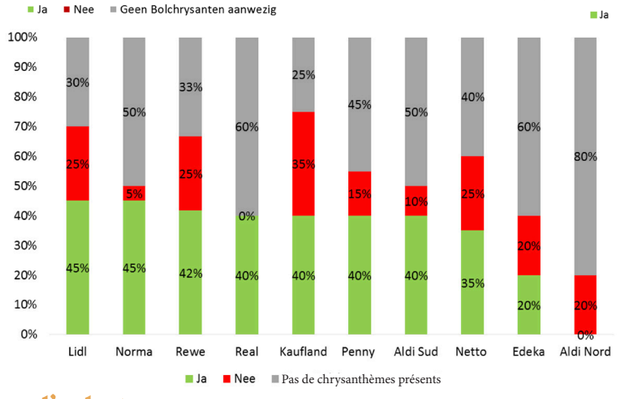
Storecheck Allemagne

Semaines 34-38
175 storechecks
supermarchés, centres de jardinage, magasins de bricolage

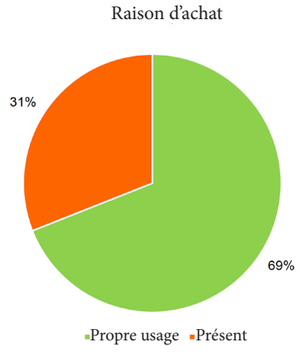
Propension à l'achat

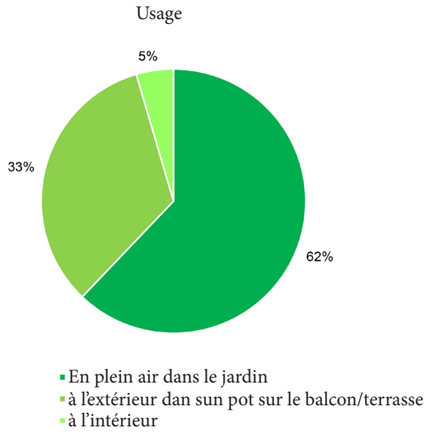






Raison d'achat

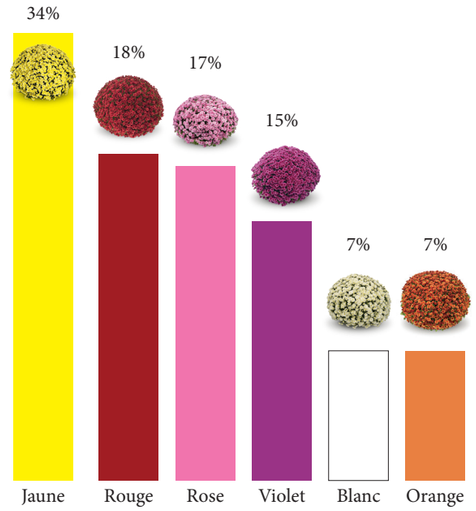




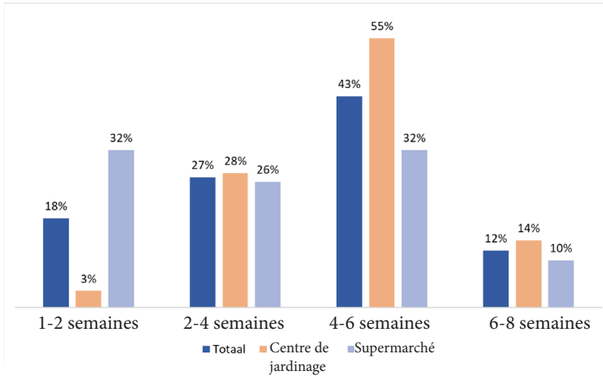
Critères d'achat

1. Couleur
2. Prix
3. Forme sphérique
4. Stade de floraison
5. Emballage

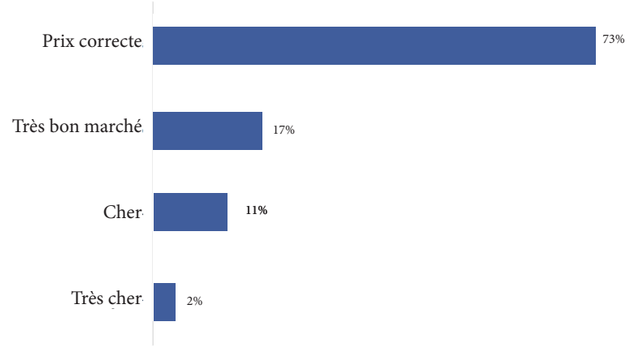
Préférence de couleur



Attentes de durée de vie



Perception du prix



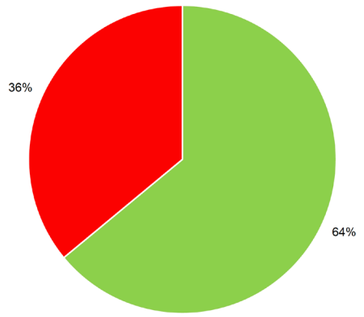
Domaines d'amélioration

- Plantes trop vertes
- Prix indiqué sur l'emballage
- Une présentation plus agréable
- Plus d'infos sur les emballages

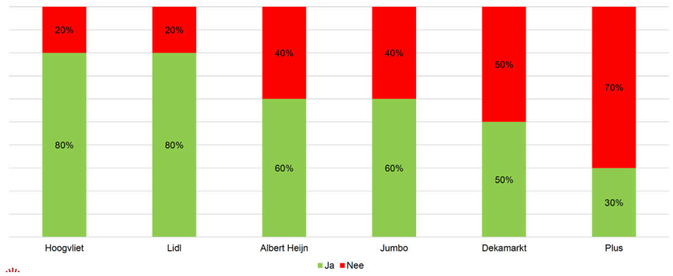
Storecheck Pays Bas

Semaines 34-38
150 storechecks
supermarchés, centres de jardinage, magasins de bricolage

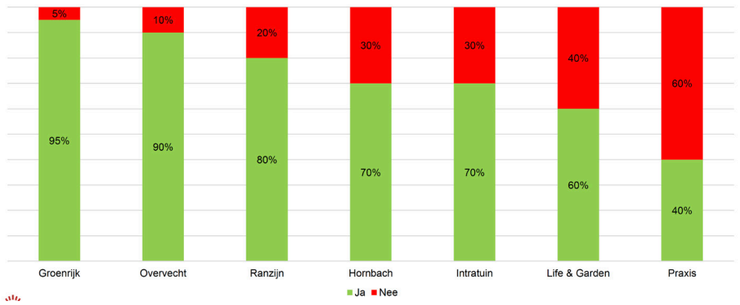
Propension à l'achat



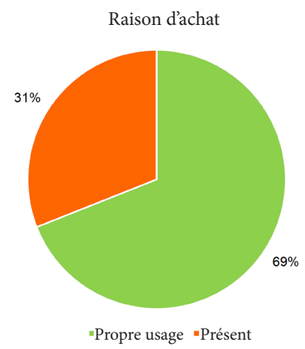
Supermarché

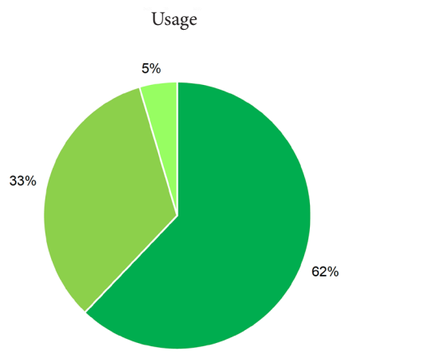


Centre de jardinage/magasins de bricolage



Raison d'achat

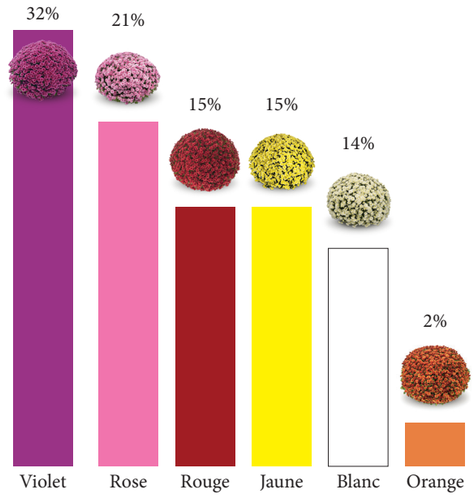




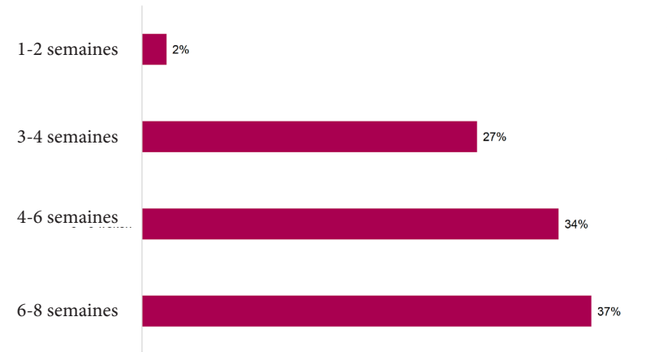
Critères d'achat

1. Couleur
2. Stade de floraison
3. Forme sphérique
4. Prix bon marché
5. Autre

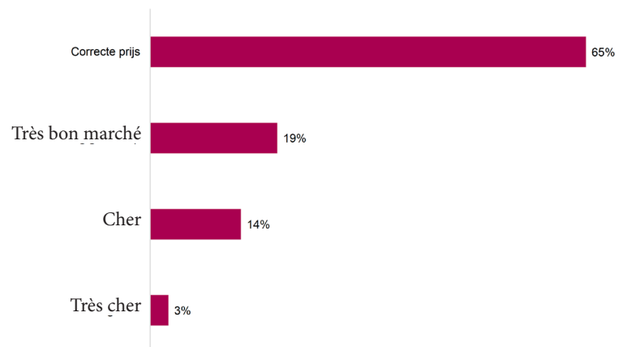
Préférence de couleur



Attentes de durée de vie



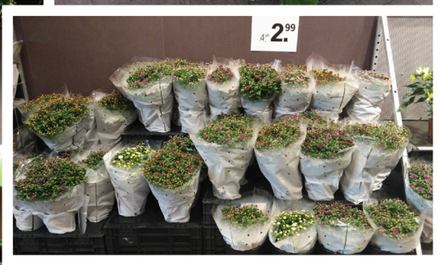
Perception du prix

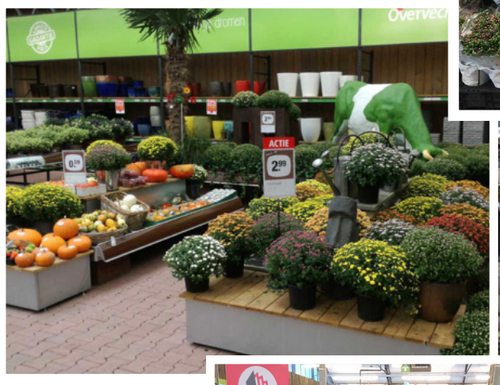
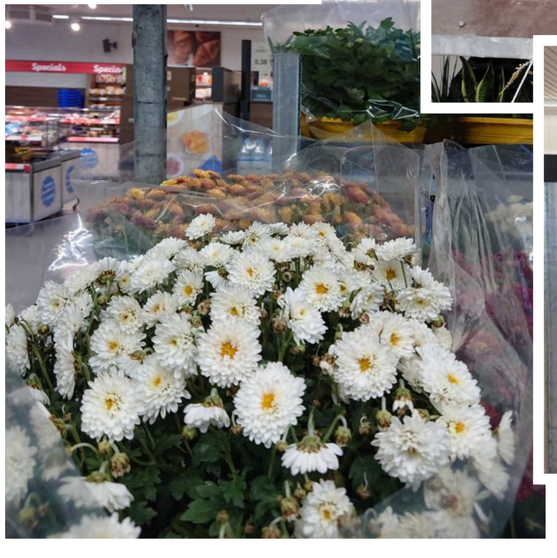
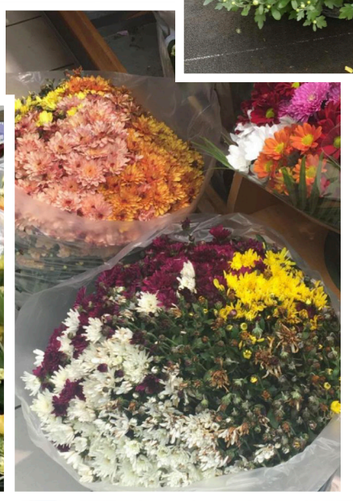
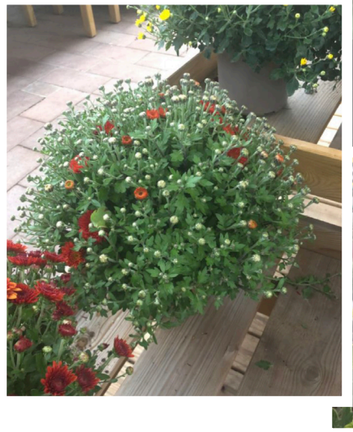


Domaines d'amélioration

- S'assurer que la couleur du chrysanthème est visible
- Des paquets plus branchés
- Arrosage dans le magasin
- Plus d'inspiration dans le magasin

Do

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