



Department for  
Business & Trade



# INTERNATIONAL MARKETS

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# International Markets

DBT's overseas network spans

**110** countries

across

**9** regions



# The International Markets team offers:



## 1-2-1 Consultations

Bespoke guidance to directly address a business need, including potentially connecting with local buyers and distributors.



## Market Intelligence

Market and sector reports and personalised in-country guidance to help businesses navigate local trading environments.



## The Export Support Directory

Referrals to a vetted network of service providers to help businesses with commercial issues (on a paid basis).



## PRODUCTS AND CONSUMER BEHAVIOUR

Over 70% of Czech households purchase beauty products at least once a month. While in 2014 almost two-thirds of the drugstore products were sold through supermarkets (such as Tesco, Kaufland, Albert), the trend shifted to drugstores focused more on cosmetics and beauty. This trend is amplified by women and younger generation. 92% of women visit drugstores frequently while male counterparts only 67%. Males favour wholesalers where they buy predominantly shaving products, shower gels and deodorants.

Generally speaking, the most purchased goods are oral hygiene (70%), cleansing products (64%), hair cosmetics (61%), personal hygiene products (56%). The purchase is the average price is per purchase. Although customers sometimes purchase perfumes online, they are more than in regular stores. Conservative customers seek well-known brands. The younger generation is more open to seeking branded products.

**£13.4** THE PRICE OF AN AVERAGE PURCHASE

**70%** OF CZECH HOUSEHOLDS PURCHASE BEAUTY PRODUCTS MONTHLY

**£13.4** SPENT ON BEAUTY PRODUCTS IN CZECHIA IN 2019

### SOURCES

1. MEDIAR, Mediar.cz



## LEARN HOW TO DO BUSINESS IN POLAND



Wednesday 30 October



2.00pm - 3:30pm GMT

UK Export Academy

In partnership with:



### Find a Provider

Use the filters to refine your results and find providers who can support you.



#### Filters

106 Results

Sort by: Relevance

Items per page: 50



Global Region



★ SPECIAL DEAL

1 2 3 Next

VIRTUAL EVENT



# Eligibility



DBT in Europe seeks to provide the most effective support to UK exporters. To achieve this, we offer different types of support tailored to various situations.

IM support is available to assist SMEs located anywhere in the UK that have high potential for exporting. To receive IM support, a business must:

- ✓ Have a turnover of £500,000 or more
- ✓ Have a product or service ready for export

Exceptions may apply.





# Why Europe?



Every year the UK sells more than £350 billion of goods and services to customers in Europe.



This accounts for over 50% of total UK exports.



Top 5 UK export markets are: Germany, Ireland, France, the Netherlands, Belgium.



IM Europe has dedicated advisers in 12 countries, overall we cover 30+ markets.



# Recent Support

OFFICIAL



## CZECHIA

Non-alcoholic sparkling wine



## GERMANY

Organic baby clothes



## SPAIN

Waste analysis system



## POLAND

Whisky



## IRELAND

Rail wagons



## ITALY

Sports equipment



## NETHERLANDS

Digital marketing services



## FRANCE

Stairlifts

OFFICIAL



# How to Access IM Europe?

Speak to your  
ITA

Digital Enquiry  
Point

[www.great.gov.uk](http://www.great.gov.uk)





Q&A