

INTERNATIONAL MARKETS

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International Markets

DBT's overseas network spans

110 countries

across

g regions



The International Markets team offers:



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



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



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 pr detergents (56%). T the purchase is the The average prise is per purchase. Altho customers sometim perfumes online, th than in regular store conservative custon well-known brands. generation is moreseeks branded prod

£13:

SPENT ON BEAUTY CZECHIA IN 2019 LEARN HOW TO DO
BUSINESS

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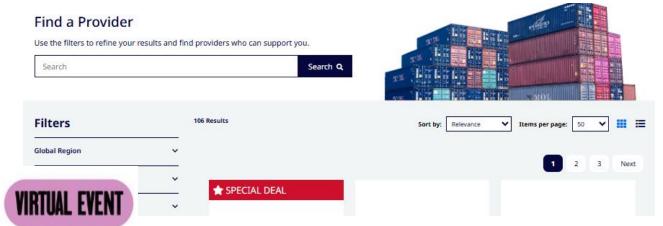
Wednesday 30 October

2.00pm - 3:30pm GMT

UK Export Academy

In partnership with:





£13.4 THE PRICE OF AN AVERAGE PURCHASE

70% OF CZECH HOUSEHOLDS PURCHASE BEAUTY PRODUCTS MONTHLY

SOURCES

3. MEDIAR, Mediar.cz





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?



This accounts for over 50% of total UK exports.

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

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



Recent Support



CZECHIA

Non-alcoholic sparkling wine



IRELAND

Rail wagons



GERMANY

Organic baby clothes



ITALY

Sports equipment



SPAIN

Waste analysis system



NETHERLANDS

Digital marketing services



POLAND

Whisky



FRANCE

Stairlifts



How to Access IM Europe?

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Q&A