

## Synovate market analysis

In 2008. Agency Synovate made market research about usage shoe cosmetic in Serbia. It was Computer Assisted Telephone Interview with 600 examines age 18-60, equally men and women. Primarily, results show that more than  $\frac{3}{4}$  (77%) of population use some of shoe care products. Most of users are in population with middle and high incomes. Most of non-users are housewives. The most used products are paste and waxes (63%) and liquids (31%). Sponges in box use 16% and sprays 13% of population. Only 4% of population use shoe wet wipes. Although the majority of examined categories use paste and waxes, the lower percentage of users is age 31-45, because they mostly use liquids and selfshinings. Usage of sponges grows during the period and is higher in Vojvodina in relation to other regions. Shoe wet wipes are mostly used in Belgrade in relation to other regions. With exception of paste/waxes, usage other shoe care products (liquids, selfshinings, sprays, sponges, wet wipes) grows along with growing of incomes. Students use sprays significantly more then other categories, while pensioners, unemployed and housewives use liquids/selfshinings significantly less. Pensioners mostly use paste/wax.



Regarding to spontaneous recognizing and mostly used brand of shoe care products, 60% of population cannot call to mind any brand and 52% of users don't know which brand use. Examines mostly mention Casablanca (9%), then Ilirija (8%), Erdal (7%) and Camel (6%). The

relation is same in case of the mostly used brand of shoe care products. Casablanca is the most used brand (10%), then Ilirija and Erdal (8%) and Camel (7%). Other brands of shoe care products have lower results regarding to both parameters. Detail data analysis shows significantly differences between demographic groups in spontaneous recognizing and mostly used brand of shoe care products. Women mention Casablanca significantly more than men. However, Casablanca is the most famous brand of shoe care products for men. Men mention Ilirija significantly more than women. Spontaneous recognizing of Casablanca brand decline as the age of examines grow. Person with middle incomes mention it significantly more than other categories. Casablanca is mentioned mostly by students and unemployed, Ilirija by pensioners, and Beli Medved by housewives. Spontaneous notoriety of Erdal grows as income and education grows. Ilirija is mentioned mostly by persons with secondary school education. Persons who doesn't know for any brand of shoe care products are mostly seniors, men, farmers and housewives, and in category of those with lowly education. Casablanca is mentioned significantly in Belgrade, East, South and West Serbia, Camel in Vojvodina, Erdal in Central Serbia, in relation to other regions. Although all interviewed subcategories use Casablanca the most, it is used significantly more in Central Serbia in relation to other regions.

