

GfK E-commerce/MOH Service Introduction

GfK Korea

Our Online Panels include:

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Shopping Mall

CJmall.com

신세계몰 dnshop

LOTTE iMALL
롯데아이몰

GSeshop

ns eshop

INTER PARK
인터파크

인터파크 | 알뜰서점 | 인스타코너 | 인스타코너

SAMSUNG MALL

KT mall

LOTTE.com

TV Homes hopping



Home Shopping

GS 홈쇼핑

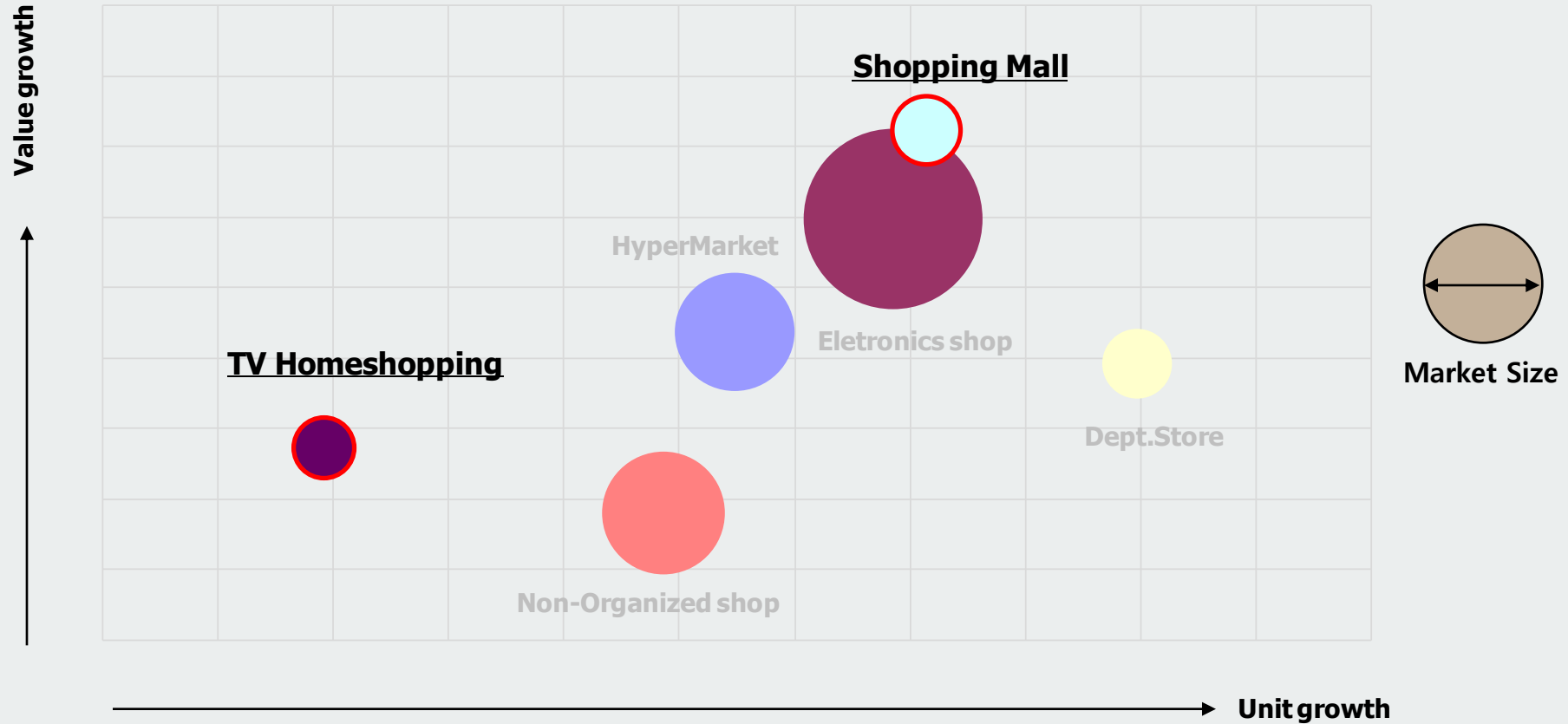
LOTTE
Homeshopping

ns 농수산홈쇼핑

Online vs. Offline channel evolution

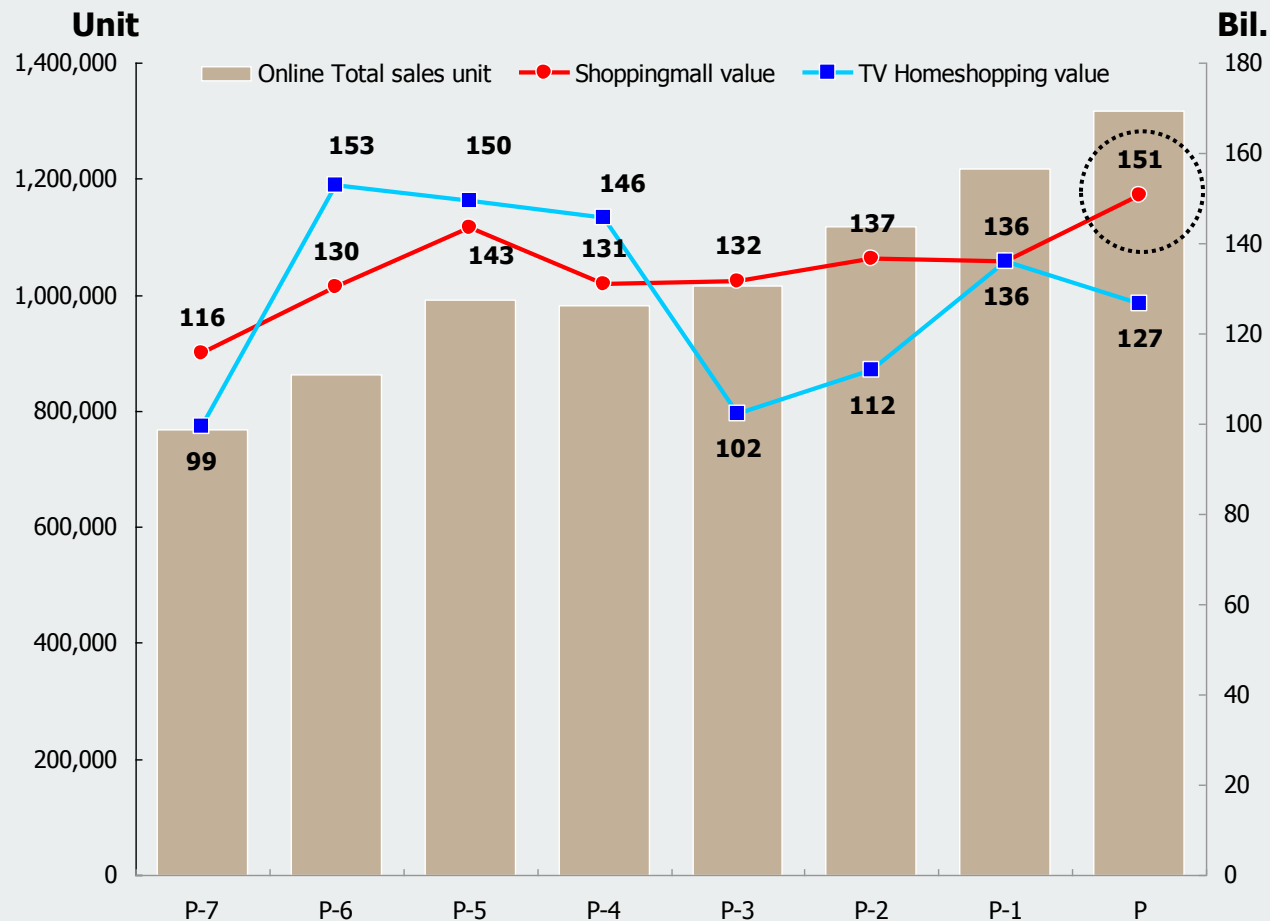
By Value and Unit

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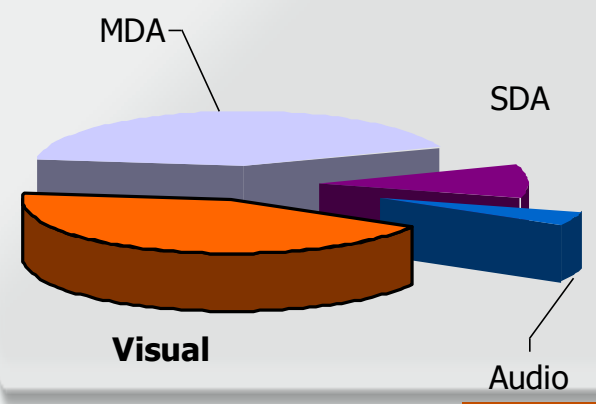


Shopping mall/TV Homeshopping Market Trend

By Value and Unit



Shopping mall :
Increasing Products



Visual Top10 Model Performance

By Unit, shopping mall/TV Home shopping

You can see [Brand A performance](#) in online channel
And your [competitor model performance](#) as well

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Rank	Last Rank	Brand	Model	Units	Unit Share	Value in '000	Market Avg Price	Px Index	Last Avg Price
1	3	Brand A	Model A	379	13.6%	120,958	319,151	1.00	326,010
2	1	Brand A	Model AA	367	13.2%	177,457	483,533	1.51	456,771
3	2	Brand B	Model BB	332	11.9%	104,356	314,326	0.98	304,760
4	4	Brand B	Model BBB	241	8.7%	74,026	307,162	0.96	320,604
5	7	Brand C	Model C	228	8.2%	40,529	177,757	0.55	222,951
6	11	Brand A	Model AAA	198	7.1%	48,991	247,431	0.77	268,488
7	6	Brand D	Model D	141	5.1%	36,745	260,605	0.81	267,735
8	16	Brand A	Model AAAA	125	4.5%	35,526	284,207	0.89	350,560
9	10	Brand E	Model E	108	3.9%	45,819	424,253	1.32	411,771
10	5	Brand E	Model EE	96	3.4%	31,139	324,364	1.01	347,849
Total				2,215	79.6%	715,546	323,046		349,620
Segment				2,784	100.0%	892,841	320,705		337,207