

Ipsos FOCUS

SERBIA F&F 2017

Desk report, May 2018.





The basic facts

Population: 7m*

Population Census 2011** - 7.2m

Currency: Serbian Dinar (RSD)

GDP per capita: €5,226 (2017***)

GDP: €36.8m (2017***)

Capital city: Belgrade (1.7m ****)

Major cities: Novi Sad (353,525), Niš (257,348)

* National Statistical Office (NSO) estimate in December 2017

** NSO

*** National Bank of Serbia (NBS)

**** Estimate mid. 2016. - NSO

GAME CHANGERS



THE ECONOMY & DEMOGRAPHY OF SERBIA



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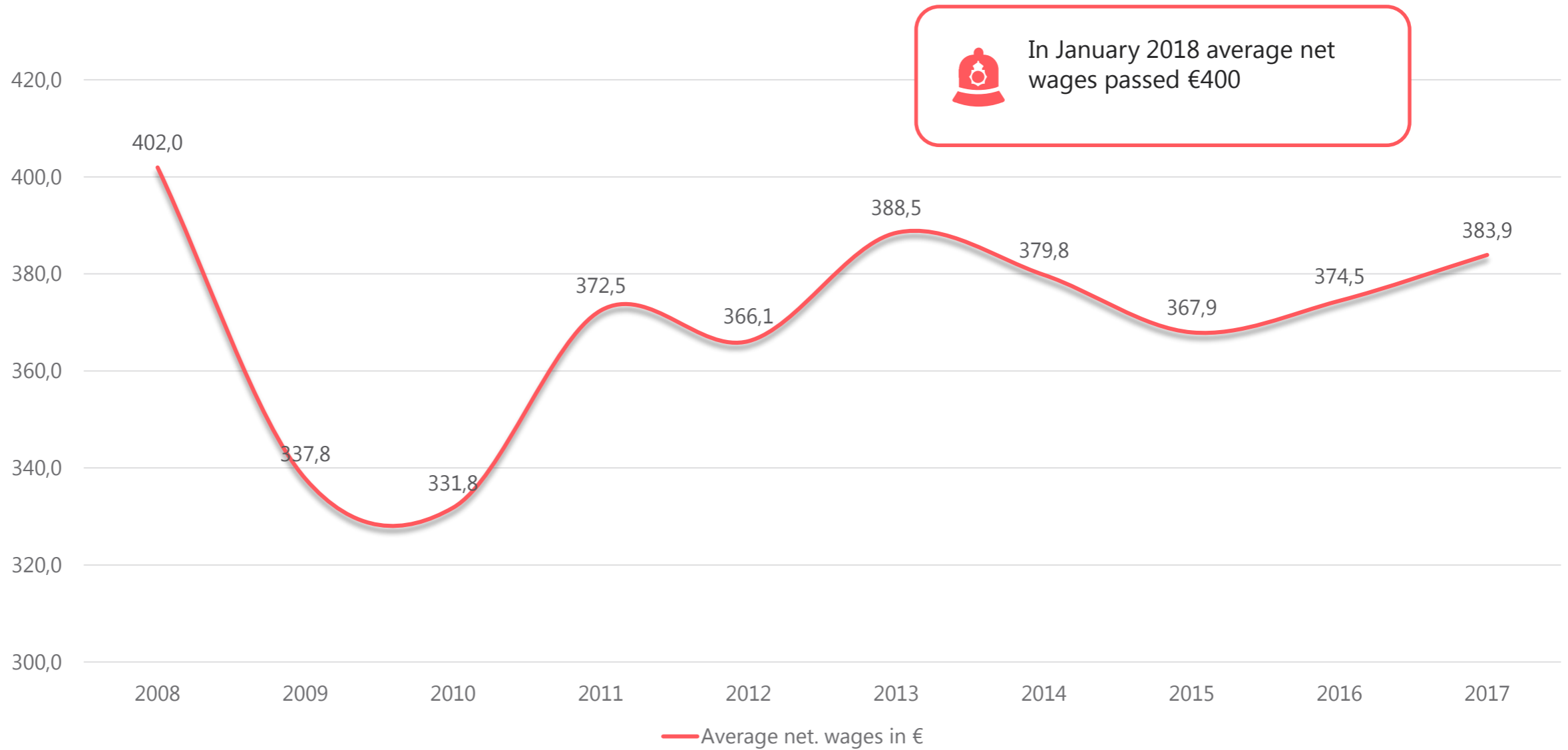


In 2017, Serbia had annual GDP growth of 1.9%, just shy of the predicted figure of 2%



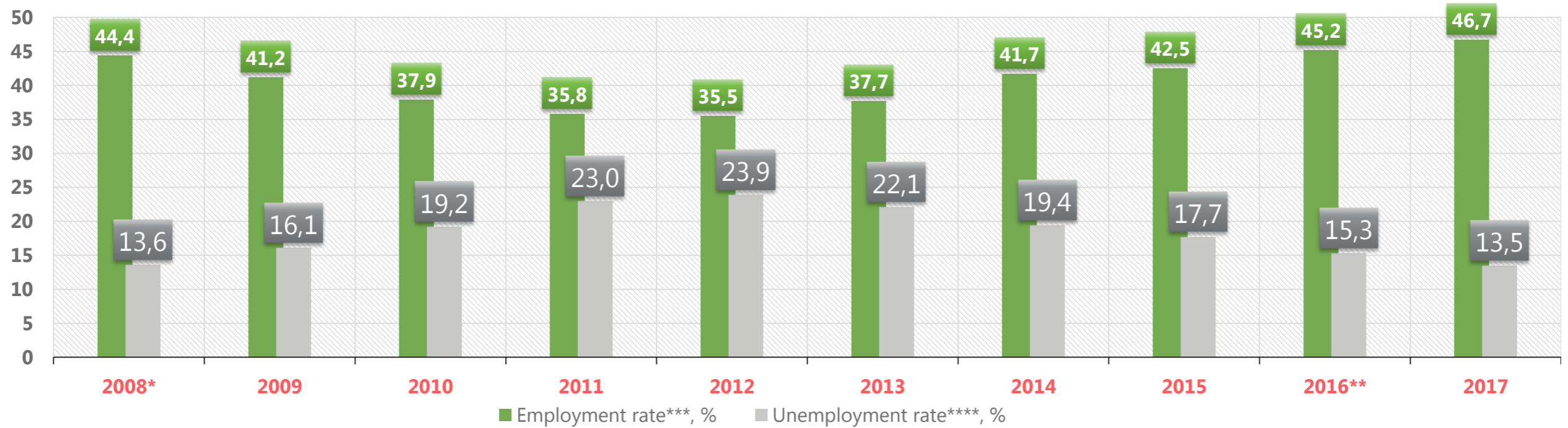


Average net wages continue to rise





Unemployment has continued to fall, driven by an increase in manufacturing jobs



The most significant **increase** in registered employment in 2016 was recorded in the following economic **activities**:



Wholesale and retail trade (8.122)



Administrative and support services(6.233)



Manufacturing (23.658)



Professional, scientific, innovative and technical services (4757)



Public sector employment

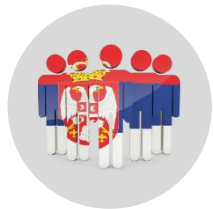
fell in the same period by 9.000

* Based on LFS data which has been conducted since 2008 according to European standards. The data are comparable for periods 2008–2013 and 2014–2016.

** The latest LFS data (for 3 Q 2016).

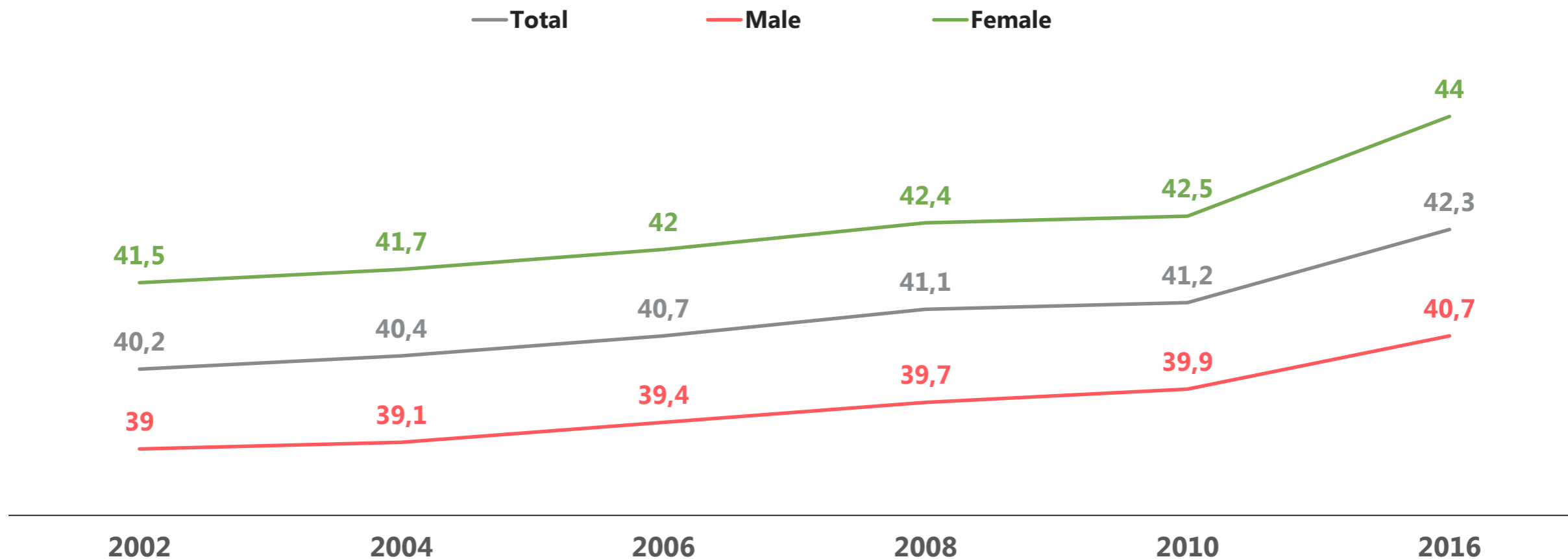
*** Employment rate = the share of employed persons in total 15+ population.

**** Unemployment rate = the share of unemployed persons in labour force (employed and unemployed).



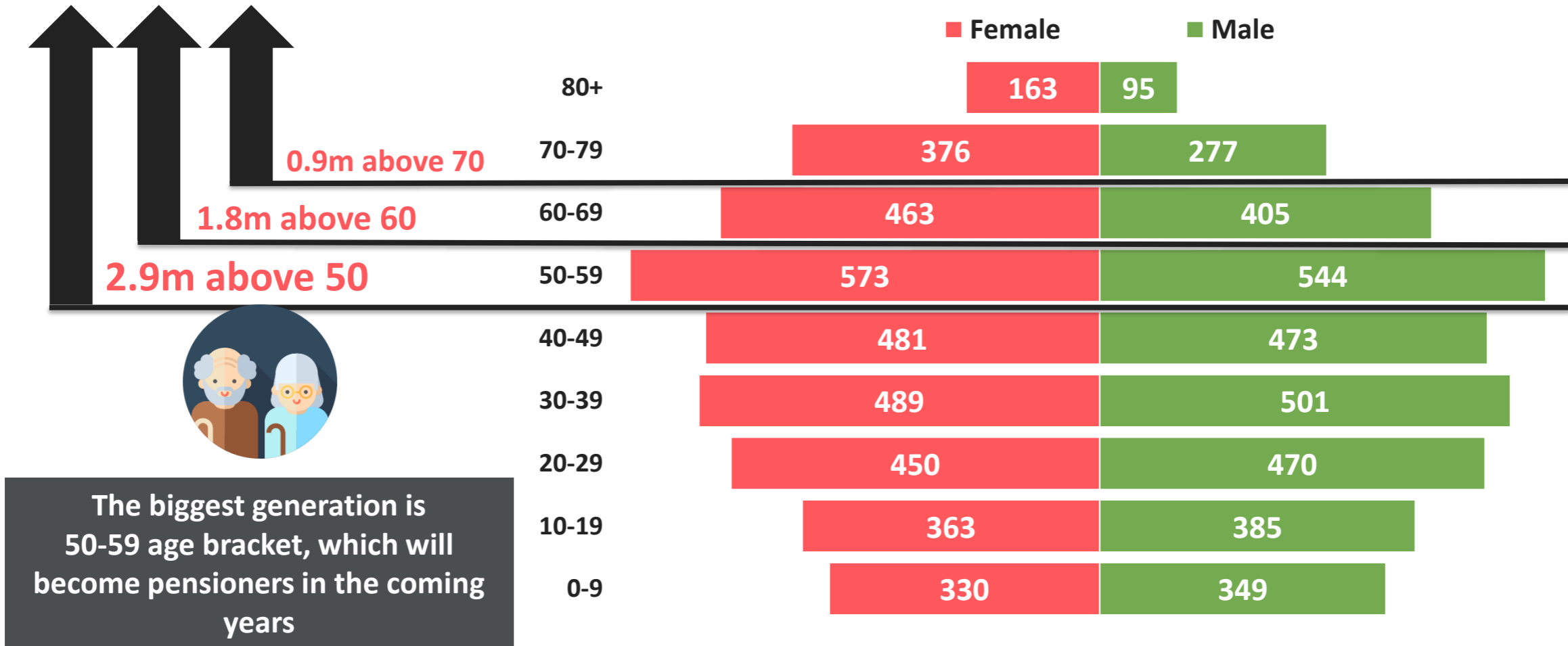
A young nation with an older population

Average age of population



... with 40% of people over the age of 50

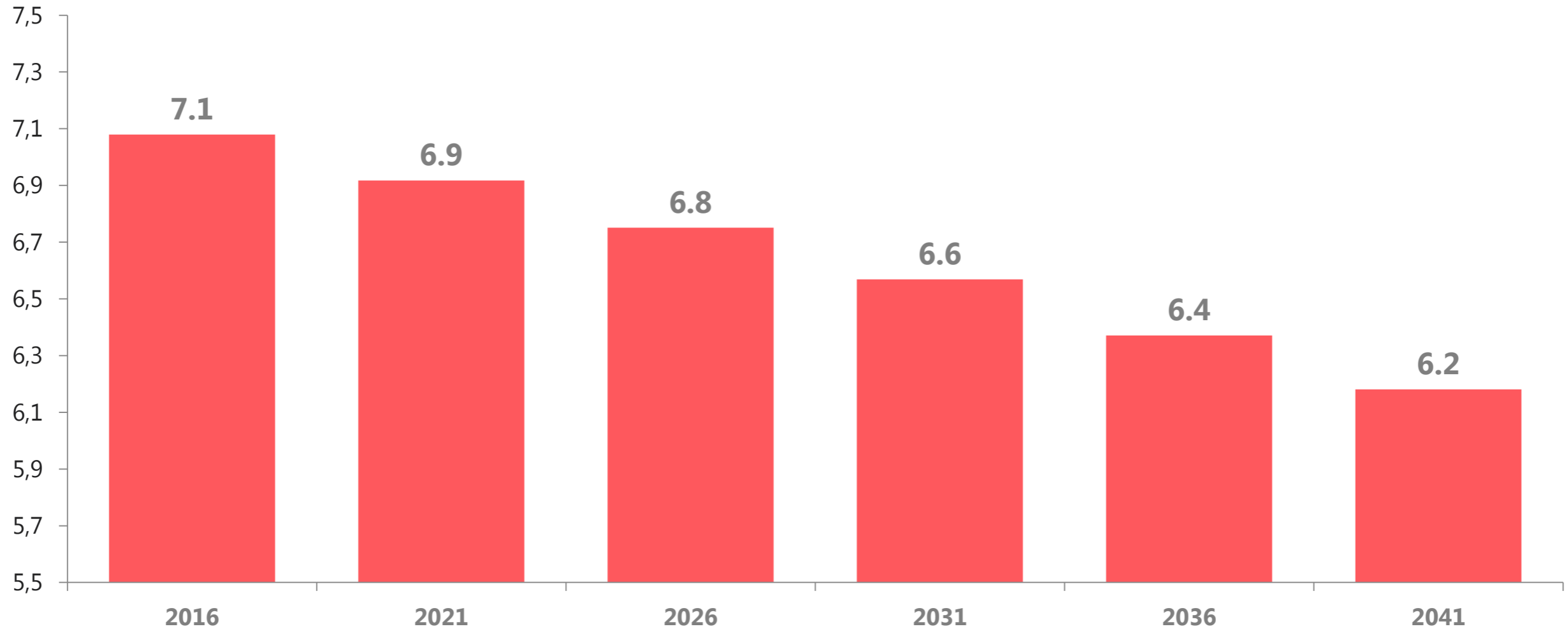
Population: age-gender pyramid, 2011, COP, in '000





However, the population is falling

Predicted population in millions



Source: Ipsos SM estimates

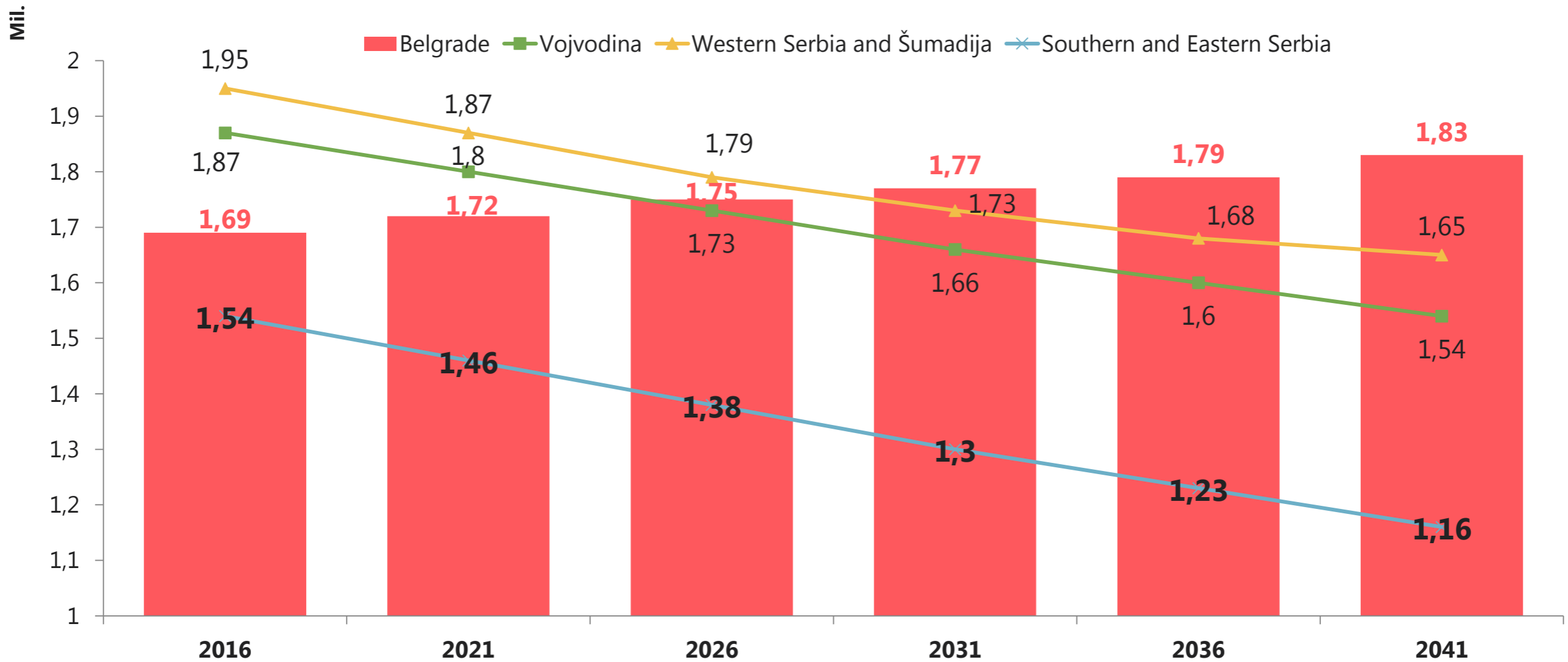
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Belgrade is continuing to grow as other regions decline

Predicted population in millions



Source: Ipsos SM estimates

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What does the average Serbian household look like?

An average household in Serbia has **2.9 members**



The most represented are couples (married and unmarried) with children. This group makes up one in three households, or **36%**.

Single-person households make up **22%** of the total number of households. Women make up 60% of this category.



Couples without children make up **18%** of total households.

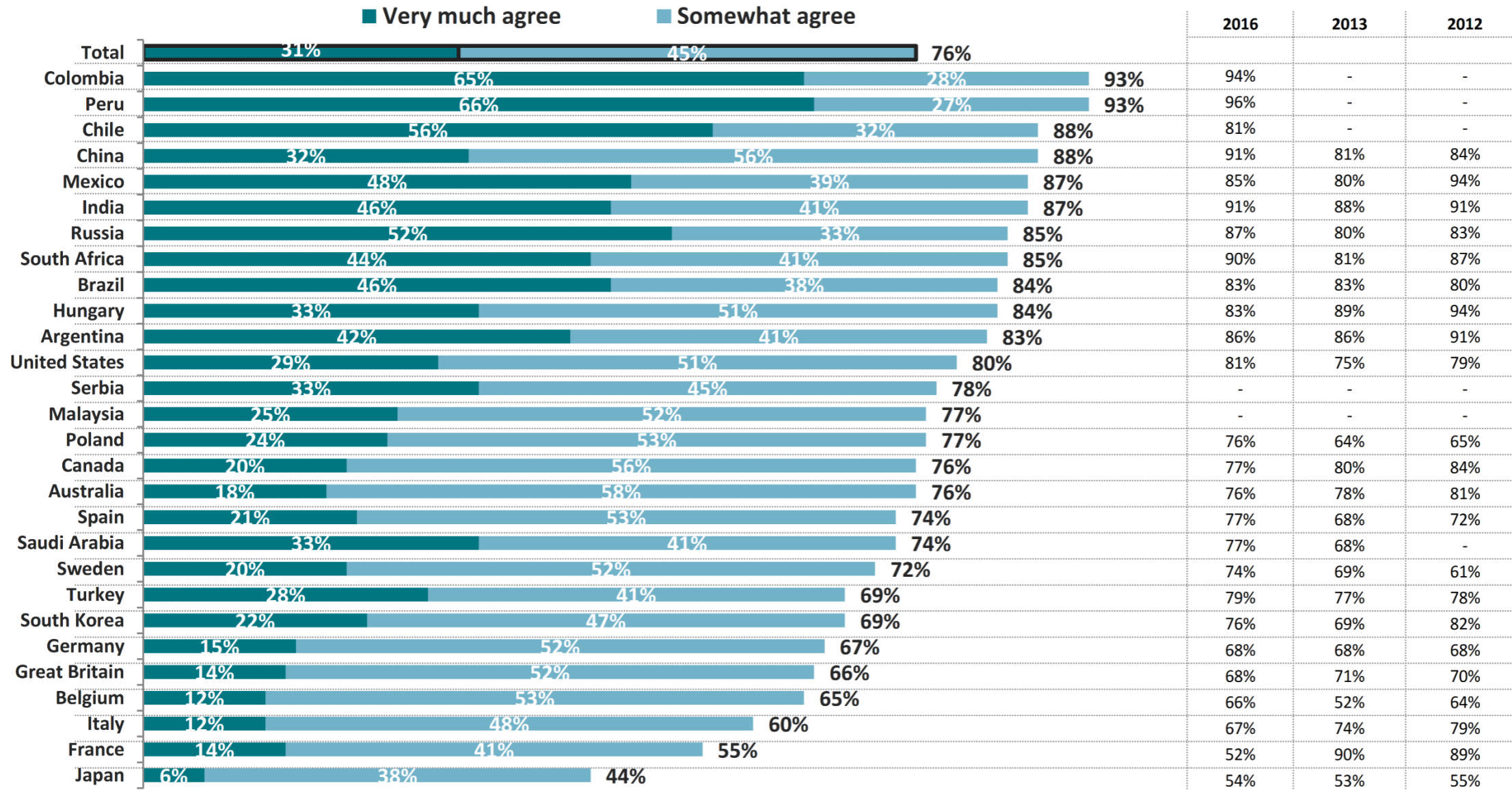
What Serbia thinks

Public opinion on global issues

Ipsos GLOBAL @DVISOR



The majority in most countries are optimistic about 2018 – but less so in Italy, France and Japan



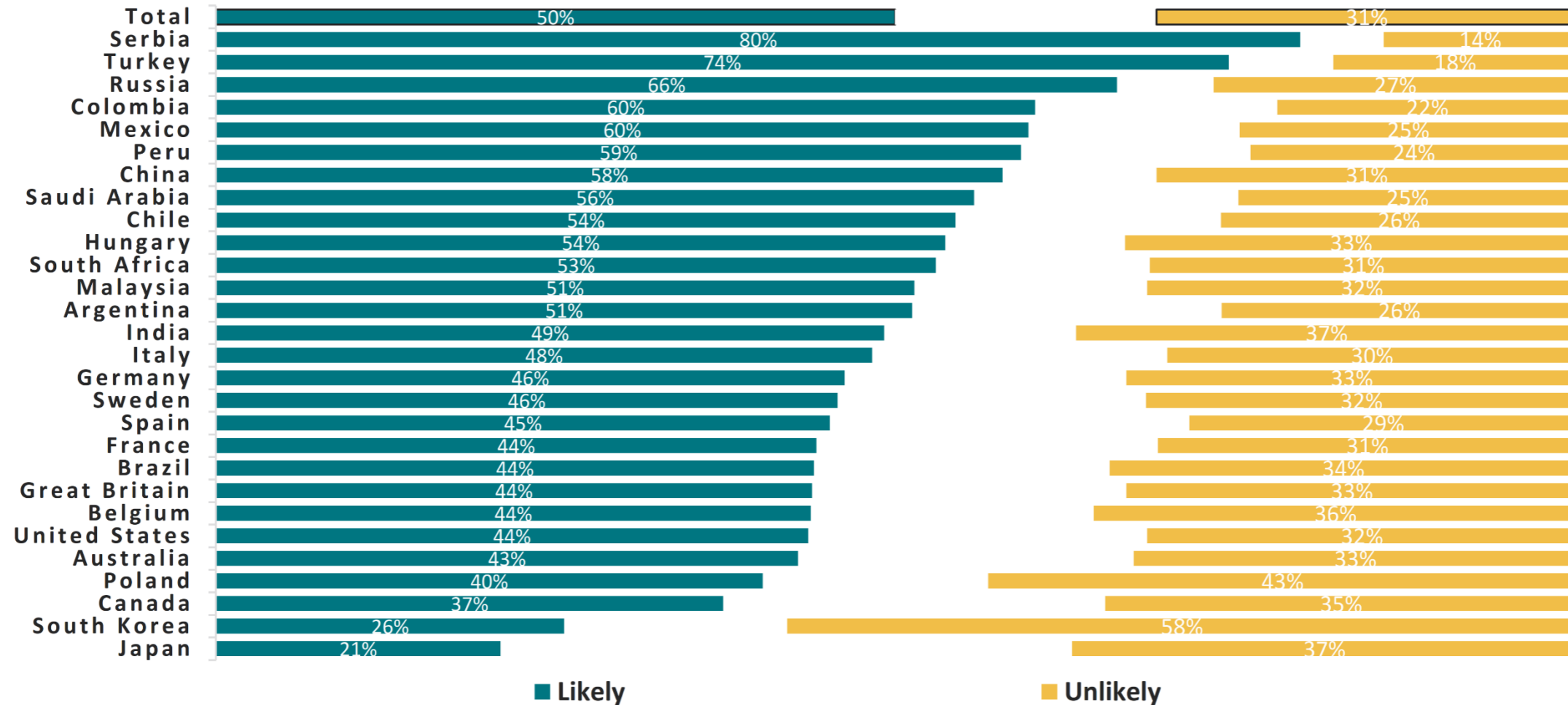
Q: I am optimistic that 2018 will be a better year for me than it was in 2017.

Base: 21,548 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

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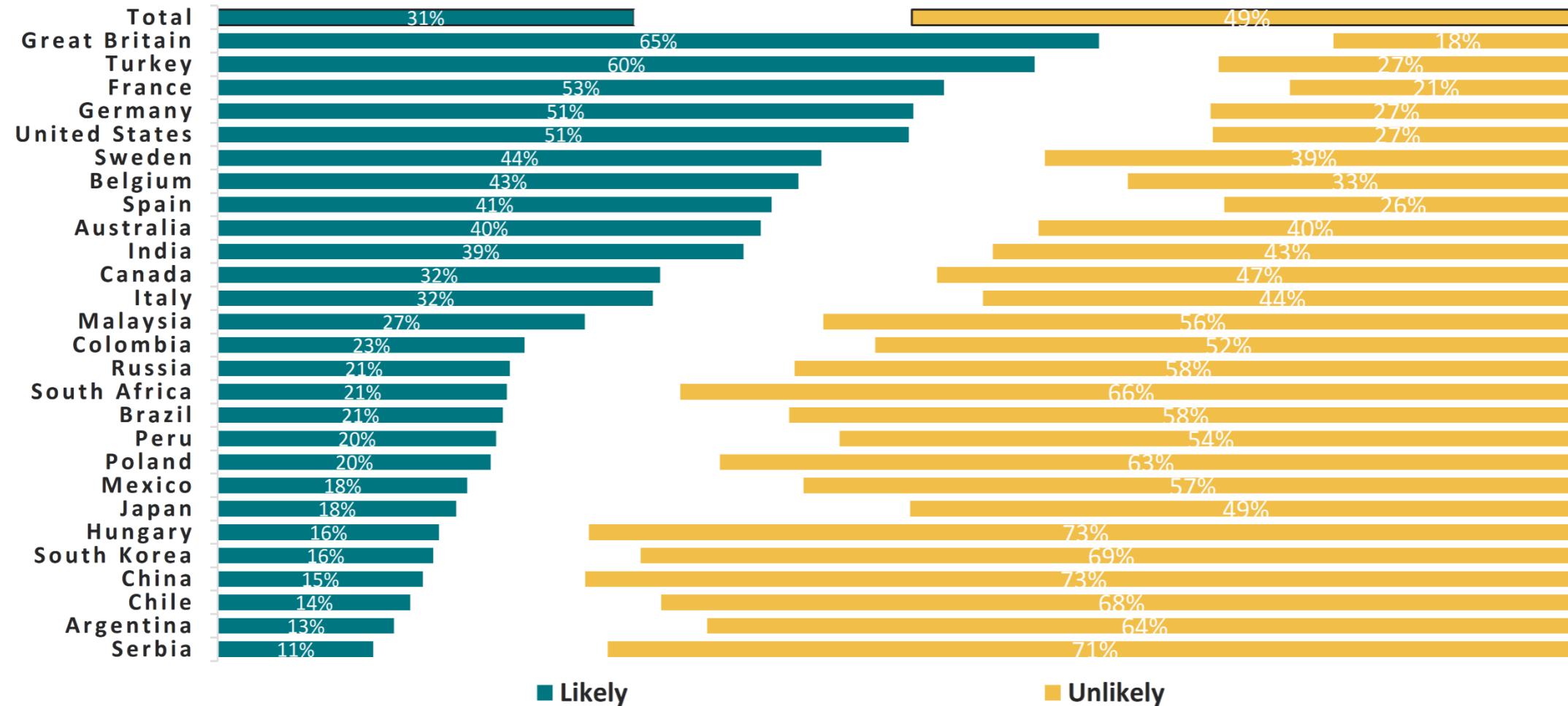
Serbs, Turks and Russians themselves most likely to think Russia's influence on world affairs will increase



Q Russia's influence on world affairs will increase

Base: 21,548 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

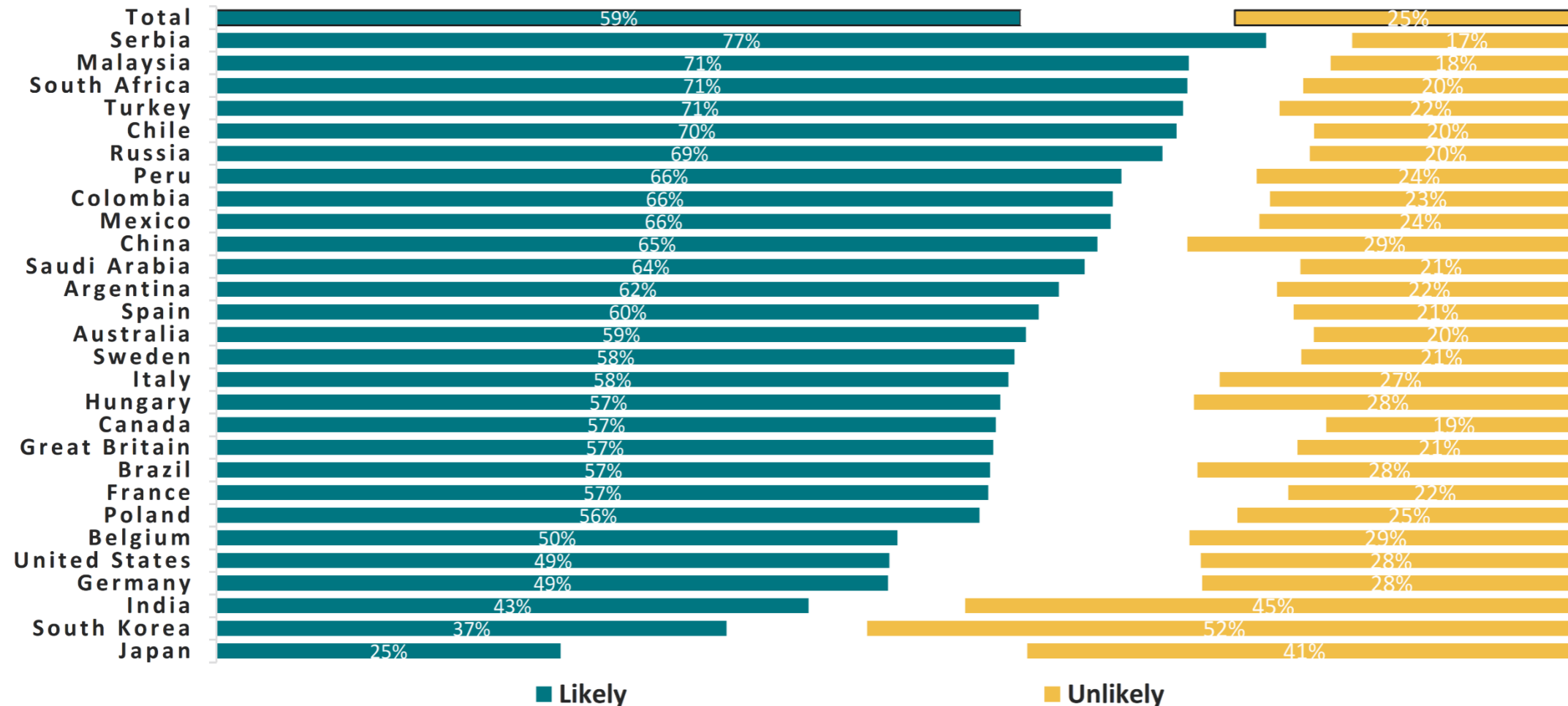
Western Europe, Turkey and US most concerned about a terrorist attack on home soil



Q A major terrorist attack will be carried out in [country]

Base: 21,548 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

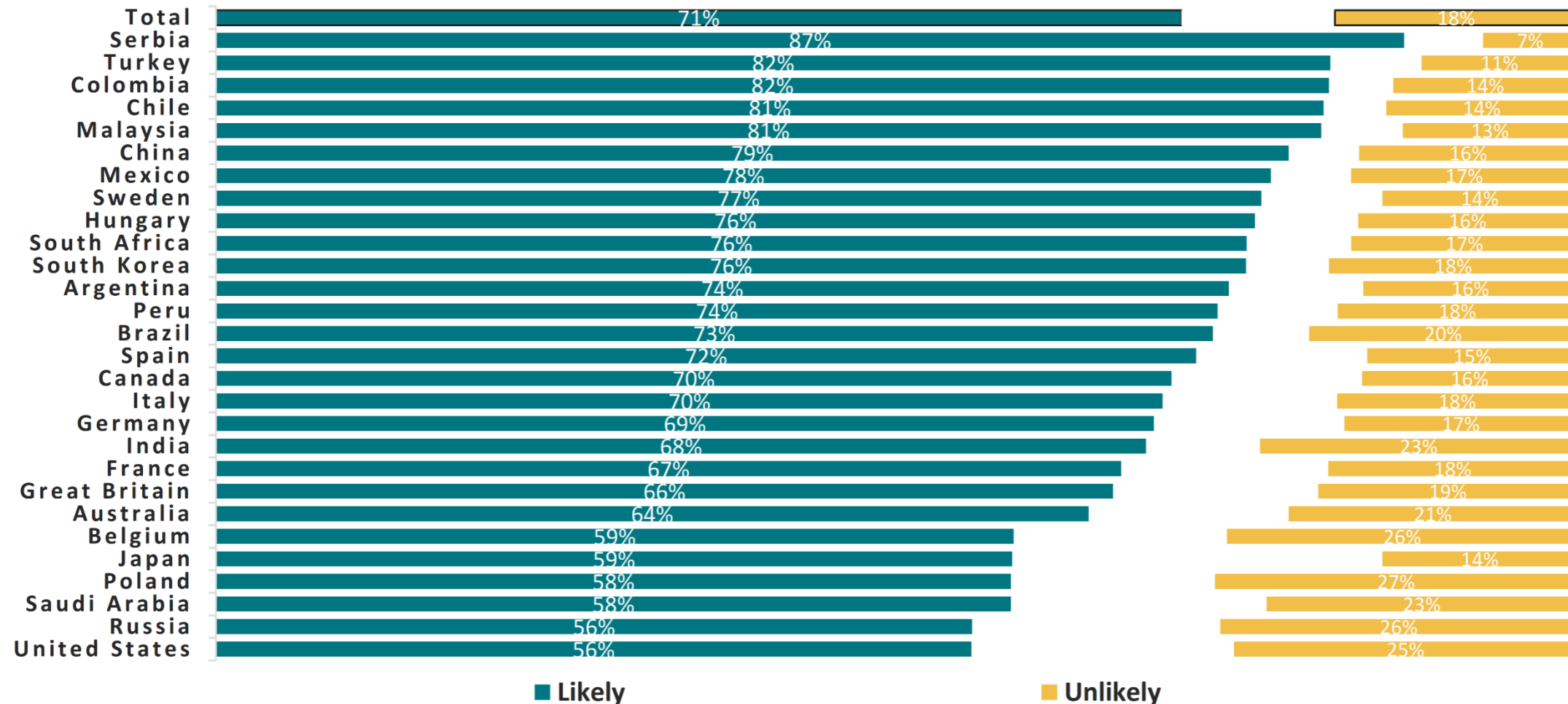
Most believe China will become the world's biggest economy, Japan and South Korea are most sceptical of this



Q China will become the world's biggest economy

Base: 21,548 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

Most around the world think average global temperatures will increase – Russia and the US most sceptical



Q Average global temperatures will increase

Base: 21,548 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States., Nov 27 – Dec 8 2017

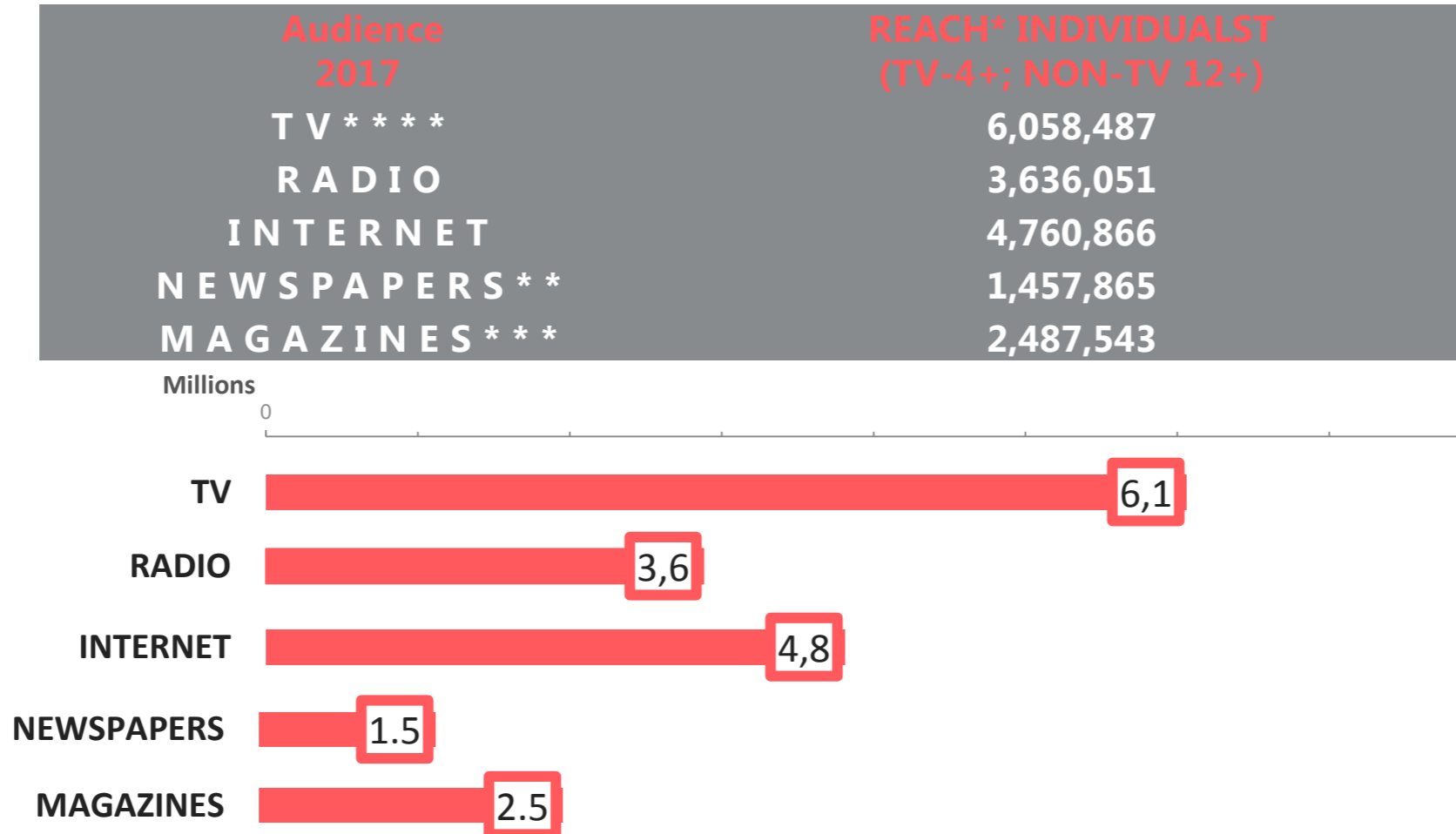
MEDIA AND ADVERTISING





TV is still the most popular form of media but online is catching up

Total reach of mass media



Source: Nielsen Audience Measurement; IPSOS MediaPuls

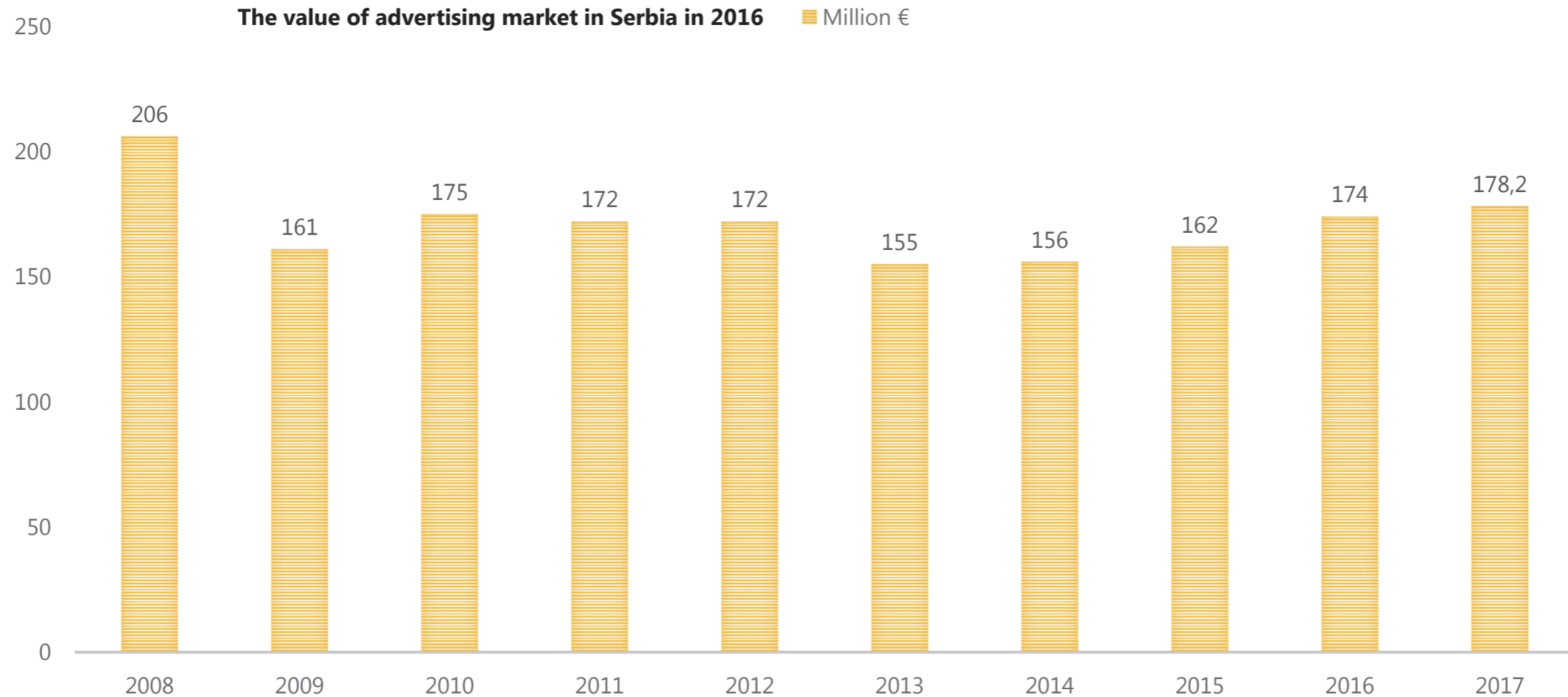
*Reach: Total number of individuals exposed to the media
** AIR: Average Issue Readership
***Total Reach
**** Weekly reach

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The advertising market in Serbia was €178m in 2017, a slight increase on the previous year



***Source: Nielsen Audience Measurement & IPSOS**
The values refer to mass media budgets, without VAT, production costs and agency discount.

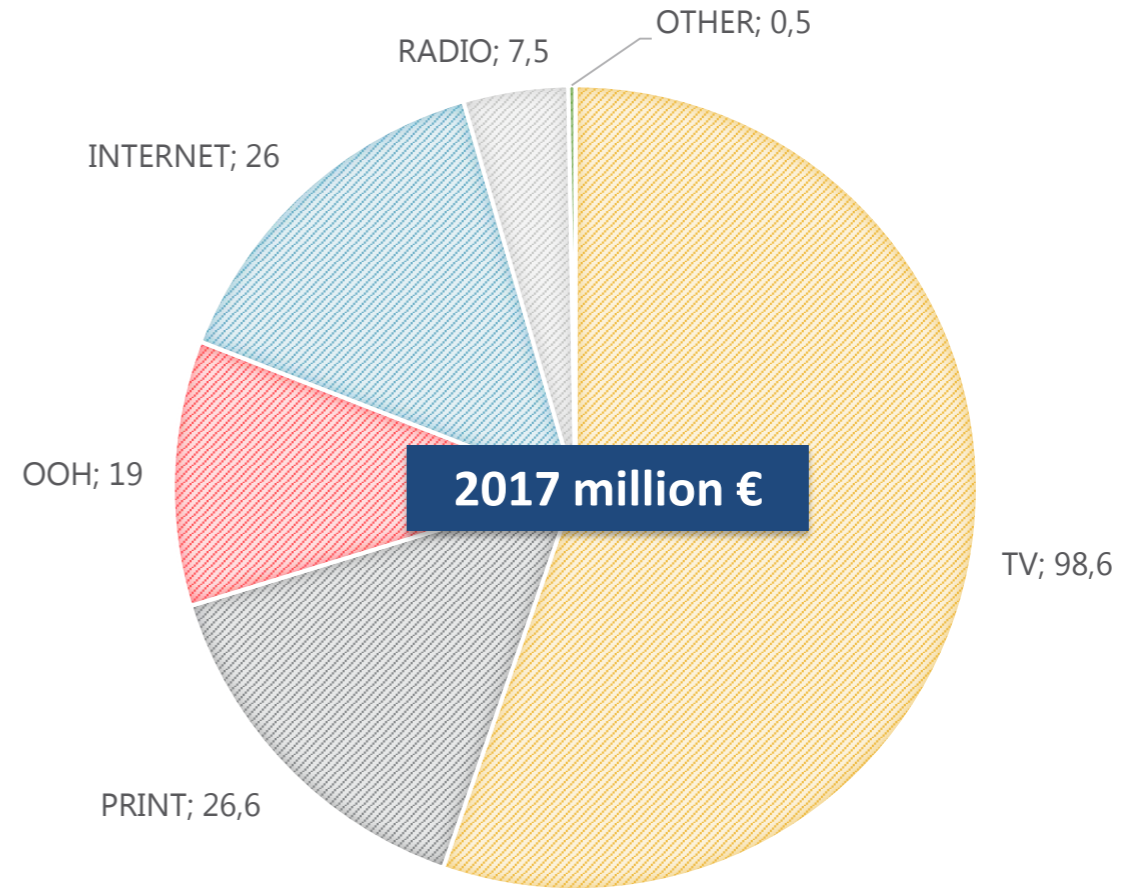
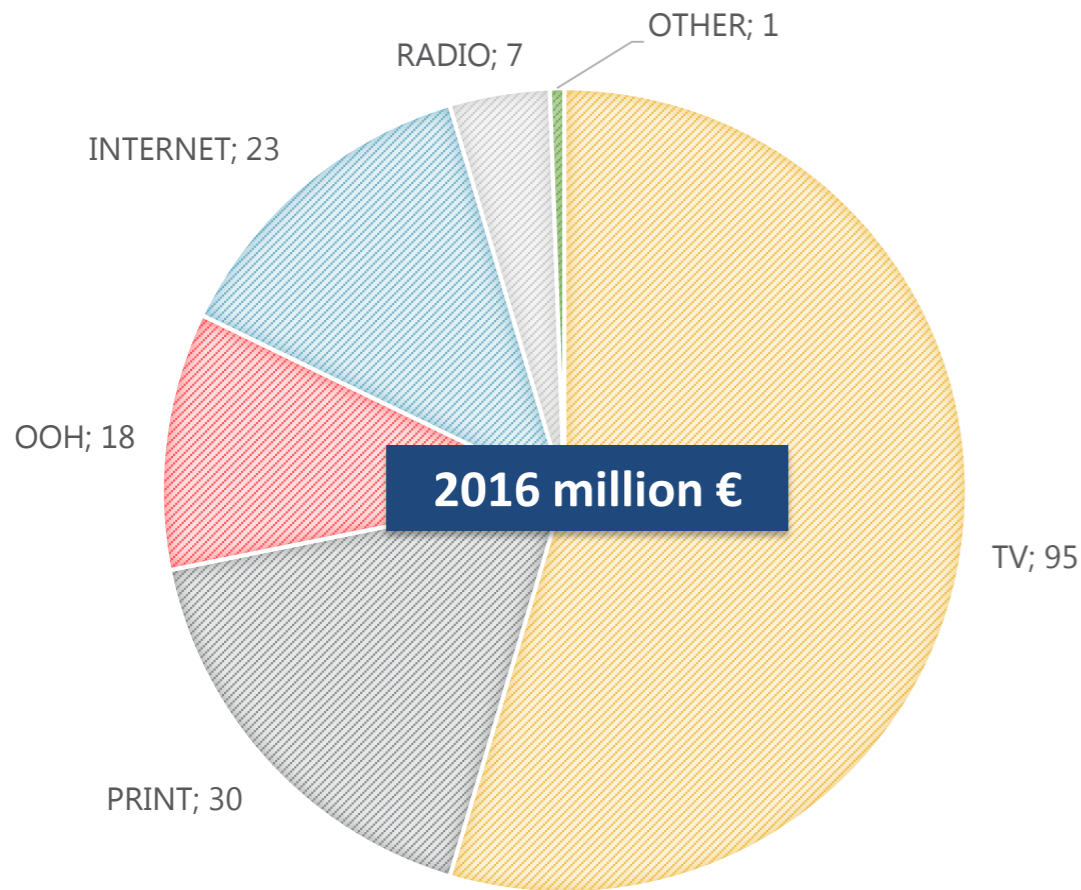
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TV advertising still dominates, but the share and importance of digital advertising is growing

The structure of advertising market in Serbia in 2016–2017



*Source: Nielsen Audience Measurement & IPSOS
The values refer to mass media budgets, without VAT, production costs and agency discount.

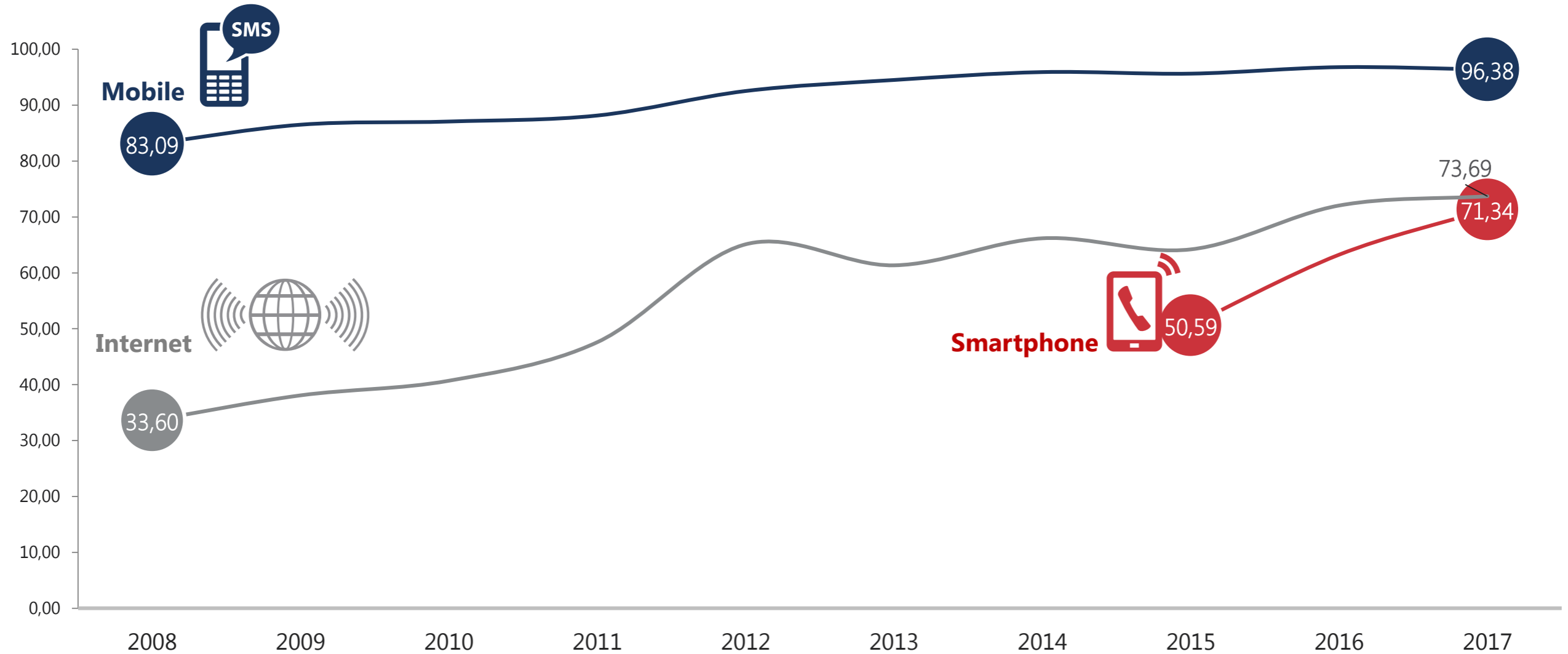


Technology

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Technology usage in Serbia



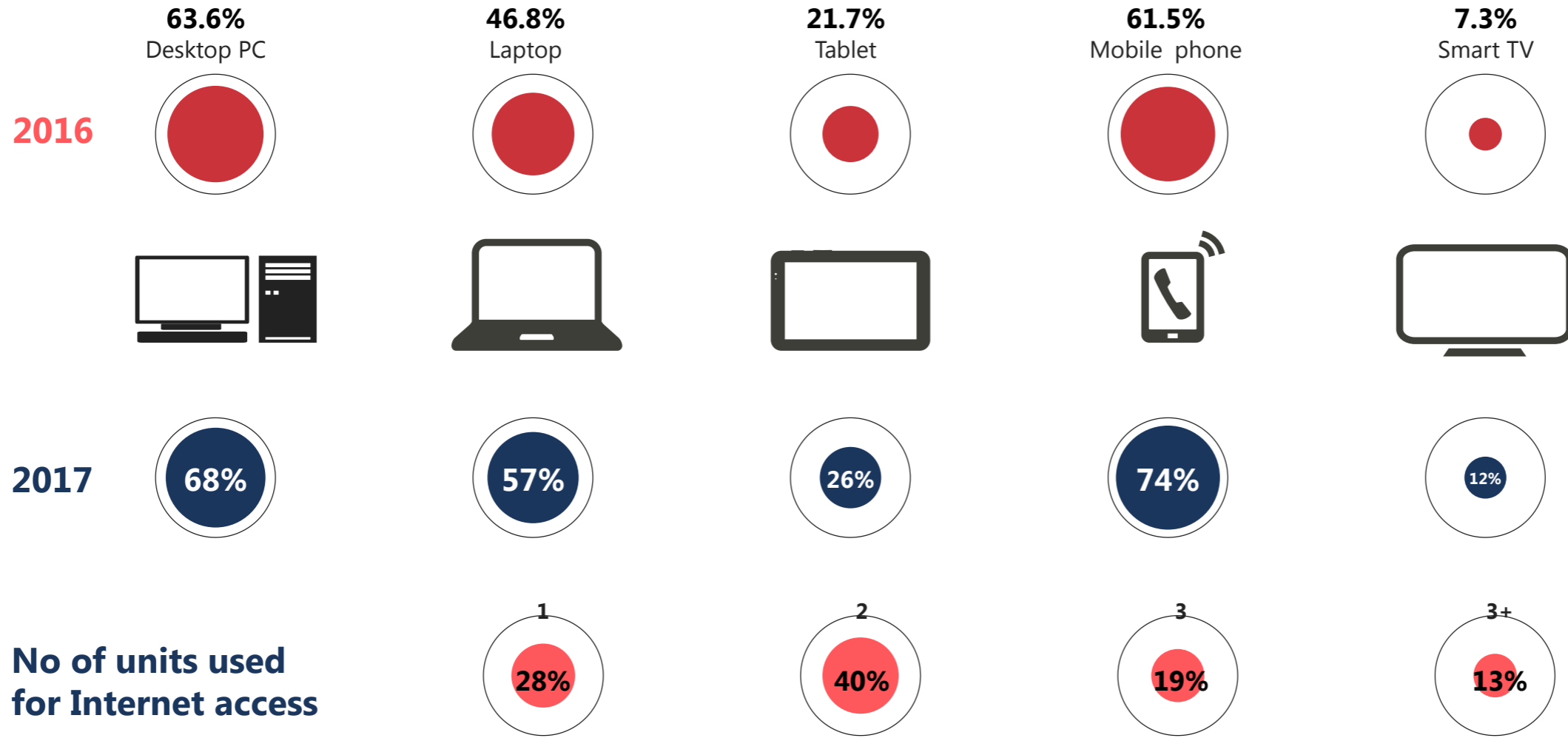
Source: Ipsos BrandPuls

Base: 4000 respondents 15-65

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How Serbia gets online



Source: Ipsos BrandPuls

Base: 4000 respondents 15-65



Generations and technology



15-29



30-39



40-49




50+

	15-29	30-39	40-49	50+
MOBILE	97.63	100.00	97.25	92.11
SMARTPHONE	83.29	86.08	68.14	45.83
TABLET	26.45	31.66	29.13	18.23
INTERNET	82.94	86.54	72.02	53.51
FACEBOOK	75.61	76.23	58.57	36.76
INSTAGRAM	37.65	23.82	15.17	7.90
TWITTER	14.36	14.83	16.16	9.67
GOOGLE+	15.24	21.64	19.55	16.12
LINKEDIN	7.50	11.47	8.94	6.25

Source: Ipsos BrandPuls 2017

Base: 4000 respondents 15-65

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 **The older generation are less tech savvy**

Technology is dominantly used by younger and middle generations, but popularity among the older generations, especially baby boomers, is growing.



MILLENNIALS
(18 – 35)

GENERATION X
(36 – 49)

BABY BOOMERS
(50+)



Daily internet users

84%

71%

40%

Smartphone ownership


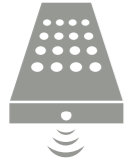



86%

70%

43%

 **The older generation are still heavily connected with traditional media**

Average time spent with traditional media is significantly higher among 50+ generation, still Generation X represents heaviest radio audience.

	2017 average	MILLENNIALS		GENERATION X	BABY BOOMERS
		18-25	26-35		
	129.99	88.8	119.9	152.6	133.0
	138.08	101.0	119.2	129.4	171.8
	34.44	32.4	34.9	34.8	34.3
	26.88	32.3	27.9	24.9	25.8
	203.43	228.6	209.7	212.1	168.3



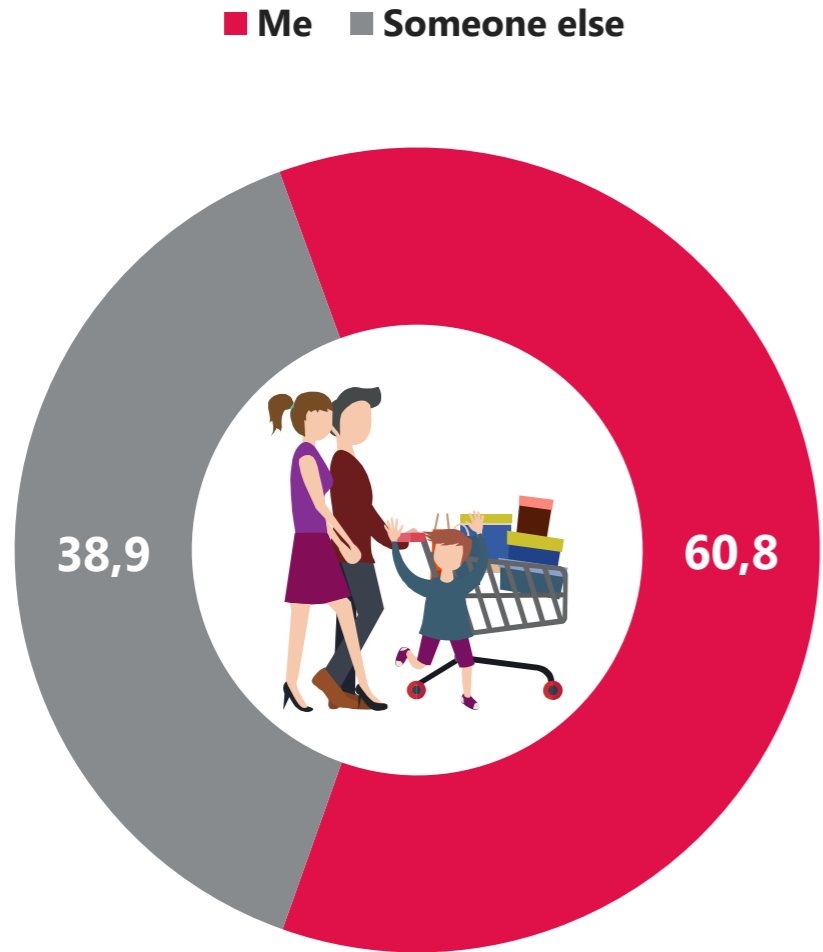
SHOPPERS & SHOPPING HABITS

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Typical shopper

Who is responsible for your daily shopping?



TYPICAL SHOPPER:
FEMALE, OVER 40,
MARRIED, PARENT.

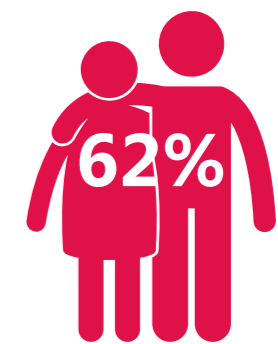
Over 40



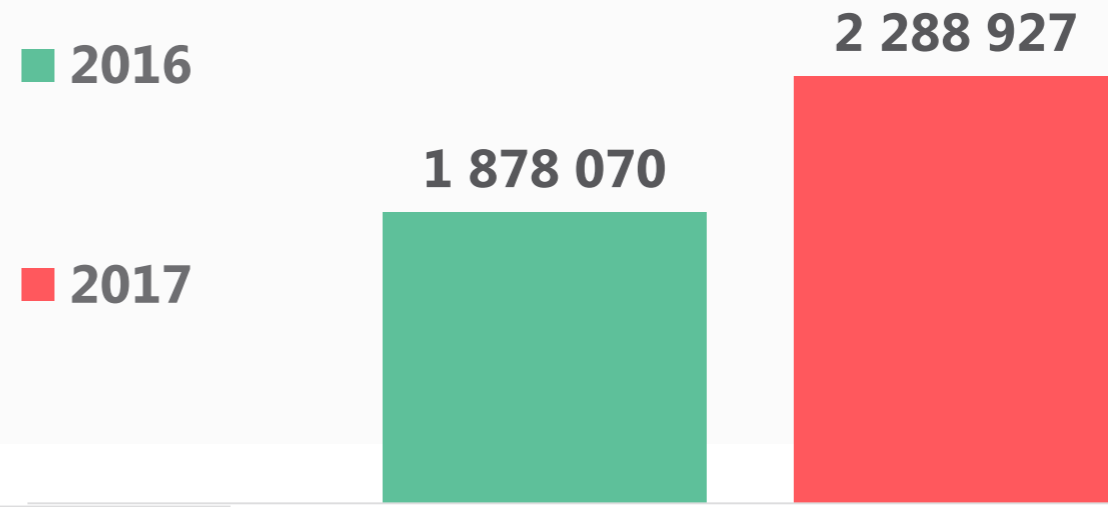
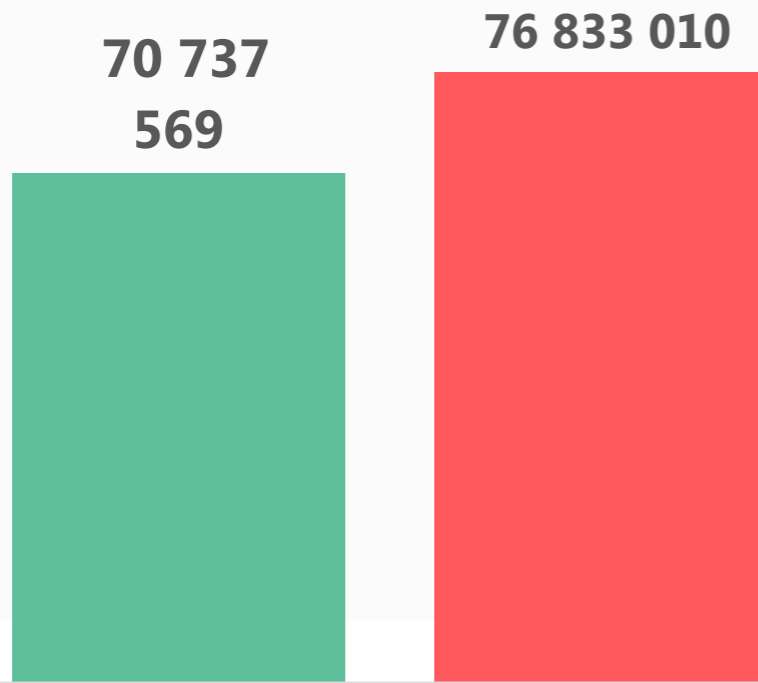
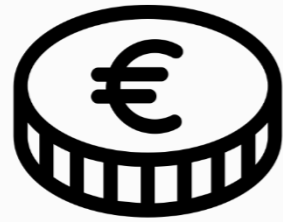
Parent



Married



The number of and value of online purchases are rising: 22% more transactions in 2017, along with growth of their value 8.5%



Source: NBS

Quarters one and two

Quarters one and two

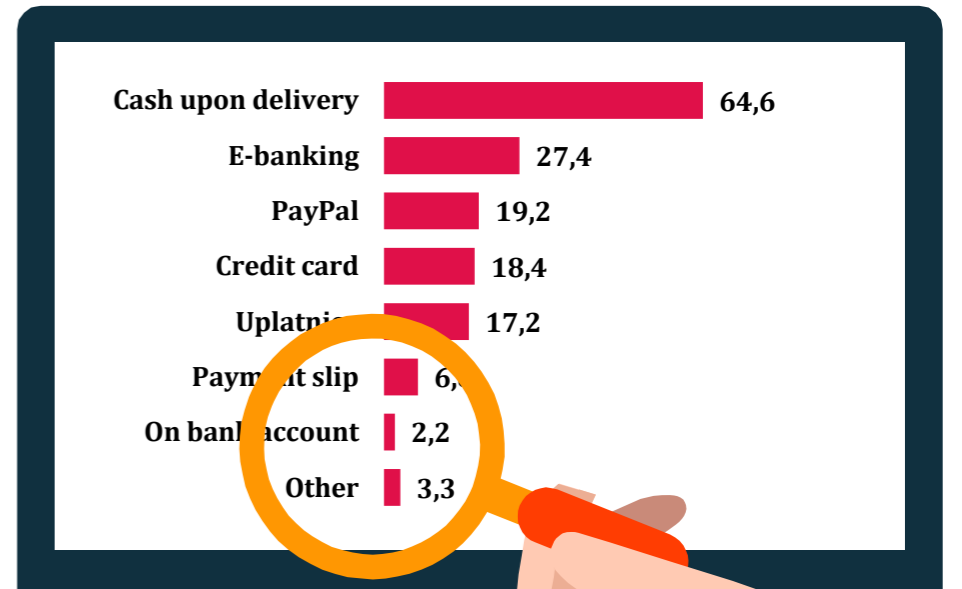
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Online shopping is growing

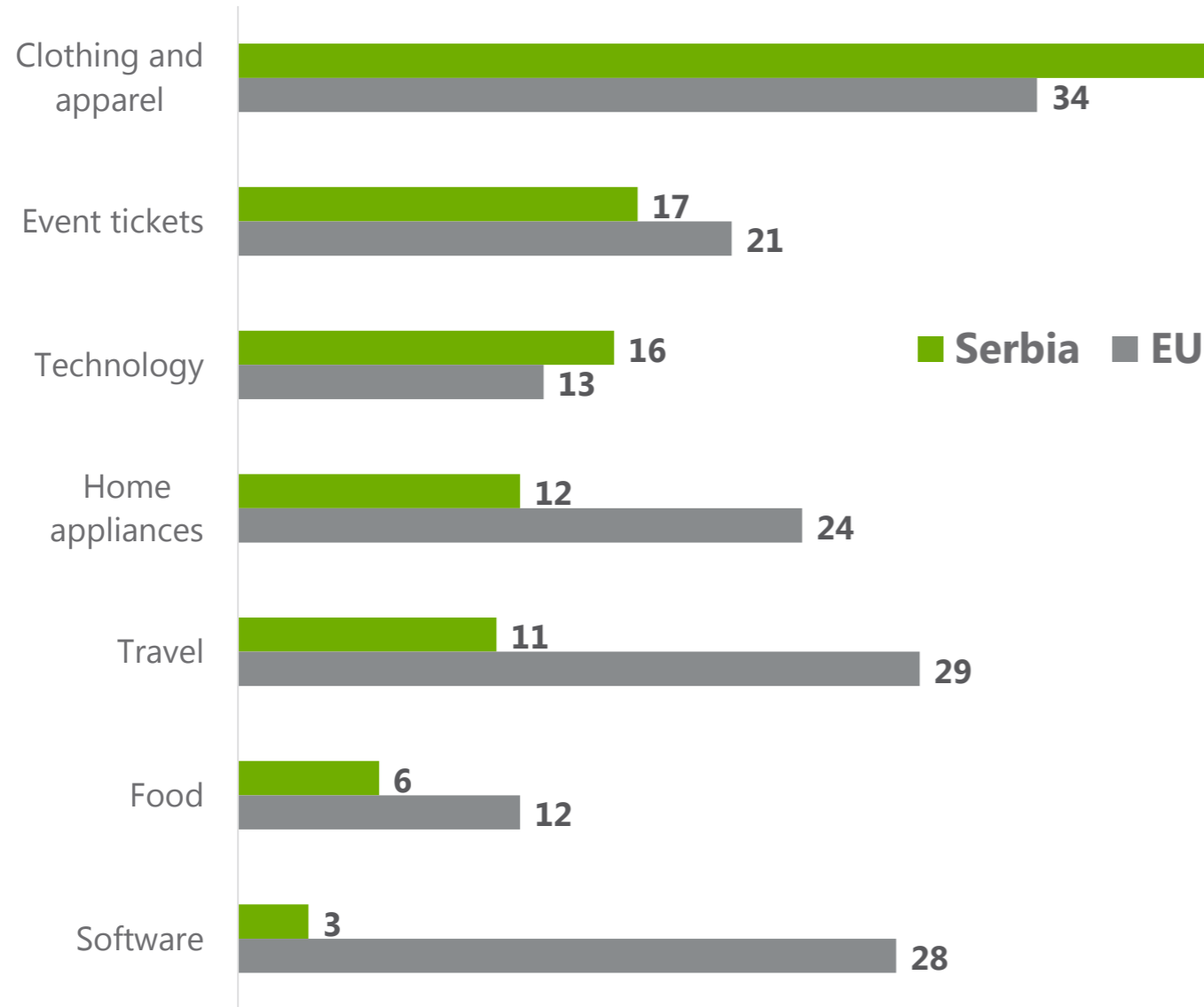


Online shopping typically takes place in the highly urban areas (in particular Belgrade), among those with middle to high education and high incomes.



Most online purchases are paid by cash upon delivery. The most frequent products purchased online are: clothing, technical equipment, small kitchen appliances, cosmetics and tickets for sports or cultural events. Although cash payment is still most frequent model, it is decreasing in favor of online payments.

In Serbia the most frequent online purchase is clothing.



Online shoppers per product/service category, EU -28, 2016. Source, 2016

For further explanations and additional information regarding this material, please contact us at:

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