

# Consumers International DG Sanco Competition Project

## Instructions for Pilot Phase

27th April 2006

Dear partners,

In order to design our price survey in a way that reflects how the product market in each country works, we need to find out much more about the markets in your country for printer ink cartridges, paracetamol and petrol. We intend to use the pilot phase for two main purposes:

1. To gather information about how the market for each of the products is structured, in terms of which brands are most popular, and what outlets people buy from.
2. To test out how we can store price information in a standard Excel format and transmit those prices to CI for analysis.

Your main task for the pilot phase is to complete the following questionnaire. For all three products, we ask you to gather market share information. We are sure you will already have many ideas on where to search, but here are some additional ideas for sources:

- Statistical yearbooks published by the national statistical offices
- Any reports or decision published by the national competition authority or any other relevant regulatory authority in the investigated market (sometimes even a report from another country, like the UK OFT reports, may be helpful to get an idea of what the market looks like and what to expect)
- Any decisions published by DG COMP/European Courts (CFI and ECJ) in the investigated markets
- Any report by the trade body in the investigated markets
- OECD reports (as available from the internet or libraries)
- Any academic article (one way to proceed is to look at scholar.google.com - not everything will be available for download, but you can often find one version that is; the other way is to contact a university and ask who's the specialist in the area you are investigating - there is always someone somewhere)
- Google search (by far the most economical way to proceed)
- Publicly available summaries of the paid reports by market research companies (or ideally the reports themselves, if you have money to spare ;-)
- Companies' websites (annual reports often provide an interesting read)

Partners can use the listserve as a way of discussing where this information can be found, suggesting additional useful sources as you come across them, asking for ideas and help etc.

For all questions, please gather information for the **last full year's sales wherever possible**, and tell us how up to date your data is.

**Availability of market share information will vary greatly from country to country. If you find it difficult to obtain the specific information requested on this questionnaire, do not despair – this is in itself a useful finding! Please record your difficulties on the questionnaire, and provide us with as much information as you can in your own words, to describe your knowledge of how each market works.**

### **Spreadsheet**

In addition to completing the questionnaire, we would like you to carry out a small-scale price collection exercise and store your data in an Excel spreadsheet. This will enable us to check for problems and consistency in using a spreadsheet to store and share our price data.

Please collect 5 prices for the top selling printer cartridges of each of the three brands you name in Q9 of our questionnaire (ie three types of cartridge in total, 15 prices in total). Please use the spreadsheet format attached with these instructions. There are three sheets within the spreadsheet, one for each brand of cartridge.

Ensure these prices are in euros, inclusive of any taxes, but not subject to special offers or postage costs. It doesn't matter what sorts of shop you collect prices from, but please try to use the types described below (Q12) and tell us on the spreadsheet what type of shop you used.

As you collect the prices and complete the spreadsheet please make a note of any questions or problems you have with collecting and submitting the price information so we can ensure we address these before starting the large-scale price collection exercise.

Please return completed questionnaires and spreadsheets to Azzizza at CI by the **31st May**. We will then discuss the results at our workshop in July. Please contact Azzizza if you have any questions.

# QUESTIONNAIRE

## Printer ink cartridges

In this section we use the term **original** to refer to cartridges sold by printer manufacturers; and **generic** to refer to cartridges that are not made by the printer manufacturer.

### The cartridges themselves

In order to find out more about concentration in the cartridge market, and to find a common model across all countries, we'd like you to find out about top-selling original cartridges for a home inkjet printer. We'd like you to collect this information for HP, Canon and Epson, plus any other leading brands. At this stage we are not specifying black or colour cartridge – we want to know what sells most in your country. In addition to finding out what the top-sellers are, we'd like you to find out how your printer cartridge market is structured by gathering market share information.

1. What volume of cartridges is sold in your country each year?
2. Are there any particular trends or regional patterns that you observed in terms of the type of products and volumes sold or places and ways in which they are sold? Is there much cross-border trade?
3. Would you say that the market is evolving or that it is static?
4. Did you observe any segmentation of the market (e.g. differentiation between “upmarket” products and others)?
5. What are the top selling cartridges by type and by brand? If possible, please give the sales volumes corresponding to the “top-selling” types and brands.

*NB You may find a ranking of top-selling brands and types with no information about sales volumes. In this case, provide just the ranking, although additional information about volumes and/or revenues would be useful for future analysis.*

6. Are HP, Canon and Epson the top three best-selling brands?
7. If yes, please rank the three according to their sales (please specify if you can what percentage of total cartridge sales they represent). NB: This should be easy to do if you have fully answered the previous question.
8. If brands other than HP, Canon and Epson are amongst the top three in your country, please tell us what these other brands are (specify if you can what percentage of total cartridge sales they represent).

9. Now focus on the three top selling brands only. What are their three top selling models? Please state the name and/or model number of the cartridges.

- 1<sup>st</sup> top-selling brand 1.  
2.  
3.
- 2<sup>nd</sup> top-selling brand 1.  
2.  
3.
- 3<sup>rd</sup> top-selling brand 1.  
2.  
3.

*NB if any of these cartridges include a printer head, please tell us.*

If HP, Canon and Epson are not represented on the list of brands in question Q10, please state the three best selling models for these brands too.

10. Please list the percentage market share of the whole printer ink cartridges market belonging to HP, Canon and Epson along with that of the other brand and non-brand (generic) suppliers. *If possible, please express market shares in terms of the total volume of cartridges sold, i.e. individual market shares will be calculated as a percentage of the total volume of cartridges (branded and generic) sold.*

% Market share of whole market (branded and generic)

HP

Canon

Epson

Other brands (please list)

Generic

11. If possible, please state what percentage of the total volume of cartridges sold in your country is branded and what percentage is generic.

*NB: If information about cartridge sales in your country is only available separately for branded and generic cartridges, please consider branded and generic cartridges to be separate markets and provide market shares for branded and generic products separately.*

12. Thinking now about **where the cartridges are sold**, please tell us the three types of shops/outlets which sell the most printer cartridges, using the following definitions for type if possible:

Types:

- Specialist computer/electrical **chain**

- **Independent** specialist computer/electrical store
- Hypermarket
- Supermarket
- Online specialist store
- Other (please describe)

Top three outlets for **branded** cartridges

Name of outlet	Type	% share of overall original cartridge sales
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- 1.
- 2.
- 3.

Top three outlets for **generic** cartridges

Name of outlet	Type	% share of overall generic sales
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- 1.
- 2.
- 3.

13. What were you most useful sources of information for this market?

## Paracetamol

1. What volume of paracetamol is sold in your country?
2. Please describe the paracetamol market in your country, in terms of the leading suppliers and their market share (as a % of all paracetamol sales), for both branded and generic paracetamol.

Branded suppliers

Company	Market share (%)
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Generic suppliers

Company	Market Share (%)
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3. Are there any particular trends or regional patterns that you observed in terms of the type of products and volumes sold or places and ways in which they are sold? Is there much cross-border trade?
4. Would you say that the market is evolving or that is it static?

5. Did you observe any segmentation of the market (e.g. differentiation between “upmarket” products and others)?

6. Please tell us what the three top-selling brands of soluble (dissolvable) and non-soluble tablet-form paracetamol are in your country. Please give the name of the brand (eg Panadol) and the company who manufactures it. If possible, please give the quantities corresponding to these “top-selling” brands. Express the quantity either in terms of physical quantity, i.e. grams of active paracetamol contained either in tablets or in soluble form sold in your country, or in terms of revenues, i.e. the quantities of the various types of paracetamol sold times the corresponding prices at which these types of paracetamol were sold (usually average or manufacturer’s recommended prices will be sufficient).

*NB I: We are interested in paracetamol-only drugs here, with no other active ingredients.  
NB II: You may find a ranking of top-selling brands with no information about sales. In this case, provide just the ranking, although additional information about volumes or/and revenues would be useful for future analysis.*

Top three **soluble** (name of brand and manufacturer)

	Brand	Manufacturer	Quantity or revenue
1.			
2.			
3.			

Top three **non-soluble** (name of brand and manufacturer)

	Brand	Manufacturer	Quantity or revenue
1.			
2.			
3.			

7. Please tell us what type of shop people buy their paracetamol in in your country (we are sorry if you feel you’ve already given this information in our earlier questionnaire, but this time we are collecting more precise market share information and it helps to have it all in one place).

Please use the following definitions for type if possible:

- Pharmacy chain
- Independent pharmacy
- Hypermarket
- Supermarket
- Local grocer/convenience store/mini-mart
- Department store
- Petrol station/ gas station/ garage
- Other (please describe)

Top three outlets for sale of **branded** paracetamol

Name of outlet	Type	Quantity	Market share (%)
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- 1.
- 2.
- 3.

Top three outlets for sale of **generic** paracetamol

Name of outlet	Type	Quantity	Market share (%)
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- 1.
- 2.
- 3.

*NB Again, if possible express the quantity of paracetamol sold either in terms of physical quantity or in terms of revenues.*

When we did our pre-pilot research, we found that a pack size of 10 tablets was most common amongst the partners, followed by a pack size of 20 tablets. We now need to double-check this across all partners.

8. What is the best-selling paracetamol pack in your country in terms of shares of the total volume sold?

9. How popular is the pack size of 10 in 500 mg in terms of shares of the total volume of paracetamol sold?

10. Would you be able to collect prices for:

10 Non-soluble tablets? Yes/No

10 Soluble tablets? Yes/No

11. If the answer to either of these is no, what is the NEAREST pack size you could collect prices for?

12. How popular is the pack size of 20 in 500 mg in terms of shares of the total volume of paracetamol sold?

13. Would you be able to collect prices for:

20 Non-soluble tablets? Yes/No

20 Soluble tablets? Yes/No

14. If the answer to either of these is no, what is the NEAREST pack size you could collect prices for?

15. What were your most useful sources of information for this market?

## Petrol

1. Describe the market for petrol. Think of the market in terms of the following questions: What volume of petrol is sold in your country and which brands and types? Who are the brand owners/suppliers/producers? Are retailers vertically integrated with suppliers and producers (i.e. do they belong to the same company group)? Do you know where petrol is sold and in what fashion (e.g. type of retail outlet, etc.)? Are there any particular trends or regional patterns that you observed in terms of the type of products and volumes sold or places and ways in which they are sold? Would you say that the market is evolving or that it is static? Is there much cross-border trade?

2. Who are the top petrol RETAILERS in your country and what is their market share of overall petrol sales? Please also tell us what type of retailer they are, using the following definitions:

- major petrol chain
- independent
- hyper/supermarket
- other (please describe)

Retailer	Type of outlet	Market share %
1.		
2.		
3.		
4.		
5.		

3. What percentage of the total retail petrol market do super and hypermarkets taken together represent in your country?

4. Thinking about the total price for a litre of unleaded petrol, how much of the total price is made up of taxes, in percentage terms? (*You may find it useful to ask your ministry of finance/tax authority for this piece of information.*)

5. Is there an area of your country where you think competition may be different to the rest of the market, and which you would like to include in the research (eg a border area)? If so, what area would you pick and why?

6. What were your most useful sources of information for this market?