

The Russian coffee market: state and development trends

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Main research objectives are:

1. Environment and economic activity estimation in terms of analysis of business processes occurring on the Russian coffee market.

The research period is 2004-2009.

2. Revelation of development tendencies of the Russian coffee market, expediency definition and possibilities of investors penetrate to it in conditions of turbulent market environment.

The general trends and development forecasts of the Russian coffee market are considered over near-term outlook.

Information sources:

1. Statistics figures of Federal State Statistics Service (Rosstat), data of Federal customs service of the Russian Federation.

2. Companies press releases, branch and expert estimations of mass-media.

3. Own informational resource and extensive enterprises database of Information Agency «CredInform North-West».

Outlook content:

The marketing review "The Russian coffee market: state and development trends" is structured into five sections according to contents.

The first section is devoted to description of a general market characteristic, in particular: current situation; manufacturing aspect; sales coffee volumes; general preference directions, demand and suggestion; trade marks presented on the market; leading companies groups; crisis processes influence on development of the Russian coffee market. The analysis of the general coffee market state allowed to define the size and market potential in kind and in value terms.

? number of the mentioned elements of the Russian coffee market is revealed in details in the subsequent paragraphs of the first and second sections, namely: market segmentation; coffee consumption; processes concerning products sales, and coffee market counterparts.

Also key financial estimated figures of leading market participants are presented in the review that allows in a sort to understand efficiency and productivity of their financial and economic activity.

Considering that the Russian coffee market is import depended, so its state analyzed against the world coffee market as a raw-material base, and also participants of the foreign trade turnover, types of delivered

products and their volumes in value terms and kind are presented in details in the third section.

Considerable influence on consumer preferences is rendered by coffee package therefore such matter is described in the marketing review as well.

Besides estimations and opinions of market participants on occurring situations and general prospects of further development of the market and its segments are resulted in the report. Also forecasts in kind and value terms by basic, optimistic and pessimistic variants of development on such segments as price, manufacture, capacity, import and export, and characteristic on leading players of the market including their key indicators of financial and economic activity are presented in the marketing review. Such aspects are included in the fourth and fifth sections of the report.

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