

The Russian market of pasta: state and development trends

Phone: +44 20 8123 2220

Fax: +44 207 900 3970

office@marketpublishers.com

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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 pasta market.

The research period is 2004-2009.

2. Revelation of development tendencies of the Russian pasta 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 pasta market are considered over near-term outlook.

Information sources:

1. Reports of the Federal State Statistic Service, and Russian Federal Customs Service.

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:

This outlook is dedicated to description of the Russian pasta market in correlation with flour market.

The attention in outlook was focused on condition of pasta market and role of the state and corporate sector in pasta manufacture development. Manufacturers, sellers and trade turnover participants of pasta in Russia and abroad are considered.

Basic key financial profitability figures of the Russian companies occupied in sphere of manufacture are resulted also.

Question of import/export pasta deliveries in Russia during 2006-2008 is studied in detail.

This outlook depicts market trends under crisis conditions, participants' estimations and opinions on occurring events on the market, and also information on leading market players, including their key financial profit figures.

General conclusions:

Analysis of market condition and estimations of independent experts showed that volumes of output and realization of pasta had grown in several times during the period since the second quarter of 2008 till

present time.

If one takes market figures in whole into account that in comparison with the first quarter of 2008 the volume of pasta output increased by 10%. It has been the best gain result for the last 10 years.

The Russian enterprises gradually increase manufacture of pasta: from the beginning of April a new pasta factory on production of cheap goods was started up in Astrakhanskaya oblast. Investments were €1 million. «Altan» Holding (Barnaul) one of the large manufacturers of pasta in Russia plans to increase sales by 20% in 2009. Large grain processor Pava company from Altay territory began manufacture of pasta groats (raw materials for pasta manufacturing) from the beginning of April.

In connection with crisis situation in economics appreciable rates a consumption of low-quality macaroni foods of soft wheat grades keep growing up. Diminishing market of not branded weight goods for the last some years has considerably strengthened ones positions having reached a share in 50-55% for the first quarter of 2009. Although one year ago weight pasta had about 40% of sales.

According to public opinion poll made by experts in Russian cities with population over 10 thousand of people, noodles remains a leader in the market of fast cooking products occupying 67.5% of sales in kind.

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