

The Russian perfumes and cosmetics market: state and development trends

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The Russian perfumes and cosmetics 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 perfumes and cosmetics market.

The research period is 2004-2009.

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

Information sources:

1. Statistics figures of Federal State Statistics Service (Rosstat), The Ministry of Industry and Trade of the Russian Federation, Federal customs service of the Russian Federation, International Fragrance Association, Perfumery And Cosmetic Association Of Russia

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 perfumes and cosmetics market: state and development trends" is structured into five sections according to contents.

For convenience of reading all of research and analysis results of the given market in the aggregate are shown in an introductory part (Market brief/portrait/) of the report.

The given form of representation allows expert to receive at once answers to key questions, and in content of subsequent chapters - more detailed market profile information that, as a result of use of marketing methods of gathering and data analysis, allowed formulating the figures resulted in brief, also facts, arguments and conclusions by Agency experts.

The first section is devoted to description of general market characteristic, in particular: current situation; trends; manufacture and sale volumes of perfumes and cosmetics; general directions of preference, suggestion and demand; segmentation and average price factors; influence of crisis processes in Russia and existing problems in the market. The analysis of perfumes and cosmetics market state allowed defining

the sizes of market in value terms.

In more details a number of mentioned elements of the perfumes and cosmetics market reveal in the subsequent subitems of the first and second chapter, viz: features of development, consumption and demand; market participants; processes concerning of products sale, and its counterparts.

While revealing of leading market participants their key financial estimated figures are presented in the review that allows understanding somewhat efficiency and productivity of their financial and economic activity. Also the report contains estimations and opinions of market participants on occurring business processes.

Foreign trade turnover characteristic, counterparts, kinds of delivered products and its volumes in value and kind terms are presented in the third section.

Besides general prospects of the further market development and its segments are considered; forecasts in kind and value terms on basic, optimistic and pessimistic variants of development on such segments as price, manufacture, capacity, import and export are presented. Such aspects are included in the fourth chapter of the report.

Brief information on leading players of the market is presented in the fifth chapter. And, using of own companies database accessible in on-line allowed to open in more details business (commercial) information on a number of leading market participants, as legal persons having added it with Balance (form ?1), Incomes & Expenses Statement (form ?2), and also key estimated figures of financial and economic activity of firm for last five years. On a number of leading participants of foreign trade turnover besides contact information the data on their foreign trade activities is presented, concerning kinds of received (delivered) products, their kind and value terms detailed on countries, custom commodity group codes.

As to other market participants of perfumes-cosmetics market, that, according to experts, Directories (databases) of the enterprises of branch created by Agency can help to recognize them.

To check up reliability of any or chosen firm from the Directory (Database); to study its business (commercial) information, balance figures and reports, carry out efficiency analysis of its financial and economic and foreign trade activities, having received more detailed data about one it is possible directly in the company «CredInform North-West» or on-line on the Agency site.

Problems with debt receivable return – experts of Agency have a long experience on their resolving.

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