

## The Russian tea market: state and development trends

## The Russian tea market: state and development trends

*Information agency CredInform North-West*

Date: February 23, 2010

Pages: 103

Price: US\$ 1,240.00

ID: R5B59C79717EN

The price is for Russian version.

Price and time schedule for english translation - upon agreement.

### **Main research objectives are:**

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

The research period is 2004-2009.

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

### **Information sources:**

1. Statistics figures of Federal State Statistics Service (Rosstat), Ministries of Agriculture, 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».

The marketing review "The Russian tea market: state and development trends" is structured into 5 sections according to contents.

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

Two first chapters also cover industrial aspects; features of consumption and demand; segmentation and price factors; processes, concerning products sales, and tea market counterparts.

Key financial estimated figures of leading market participants are presented in the review. It gives better understanding of the efficiency and productivity of their financial and economic activity.

The Russian tea market is import depended, thus its state is compared to the tea world market with a raw-material base, participants of the foreign trade turnover, types of delivered products and their volumes in value terms and kind being presented in details in the 3rd section. A considerable impact on consumer preferences is rendered by tea packaging, therefore the matter is described in the marketing review.

Besides the estimations and opinions of the market participants on occurring situations and general prospects of further development of the market are reflected in the report.

Last two chapters cover chapters forecasts in kind and value terms by base, 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.

## **Table of Content**

### **1. GENERAL CHARACTERISTIC OF THE RUSSIAN TEA MARKET**

- 1.1. Current situation of the Russian tea market
- 1.2. Size of the Russian tea market
- 1.3. Competitive environment
- 1.4. Tea classification
- 1.5. Problems of the Russian tea market

### **2. FEATURES OF THE RUSSIAN TEA MARKET**

- 2.1. The world tea market as a raw-material base for the Russian tea market
- 2.2. Tea manufacturers
- 2.3. Consumption and demand features
- 2.4. Segmentation and price aspect
- 2.5. Products sale
- 2.6. Tea package market
- 2.7. Market participants estimations and opinions

### **3. STRUCTURE OF THE RUSSIAN TEA MARKET FOREIGN TRADE TURNOVER**

- 3.1. Tea import (commodity group 0902) to Russia in 2008
- 3.2. Tea export (commodity group 0902) from Russia in 2008

### **4. TENDENCIES OF BRANCH DEVELOPMENT OF THE RUSSIAN TEA MARKET**

- 4.1. General trends in the market
- 4.2. Market development forecast for the period 2009-2012

### **5. LEADING PLAYERS OF THE RUSSIAN TEA MARKET AND THEIR CHARACTERISTIC**

- 5.1. Leading tea manufacturers
- 5.2. Wholesale tea trade leaders
- 5.3. Retail tea trade leaders
- 5.4. The basic operators of foreign trade tea turnover

#### **TABLES:**

- 1.1. Tea production volumes in Russia in kind during 2004-2009(5)
- 1.2. Tea production volumes in Russia in value terms during 2004-2009(5)
- 1.3. The Russian tea market capacity in kind during 2004 – 2008
- 1.4. The Russian tea market capacity in value terms during 2004 – 2008
- 2.1. Tea consumption per capita in a year in the various countries

- 2.2. World production of black tea, forecast for 2010
- 2.3. Black tea export in the world market, forecast for 2010
- 2.4. Black tea consumption in the world market, forecast for 2010
- 2.5. The largest tea manufacturers in Russia (TOP-20)
- 2.6. Key financial figures of leading tea manufacturers in Russia
- 2.7. Average wholesale prices of tea manufacturers in Russia during 2004-2008
- 2.8. The largest leaders of wholesale tea trade in Russia (TOP-10)
- 2.9. Key financial figures of leading leaders of wholesale tea trade in Russia
- 3.1. Foreign trade tea turnover volumes in 2006-2009(5)
- 3.2. The characteristic of foreign trade turnover of Tea commodity group codes
- 3.3. Import and export tea deliveries volumes in 2008 detailed on Tea commodity group codes
- 3.4. Tea deliveries volumes to Russia in 2008 detailed on consignors countries
- 3.5. Tea import volume to Russia in 2008 detailed on consignees (???-10, in value terms, commodity group of foreign trade activities - 0902)
- 3.6. Tea deliveries volumes from Russia in 2008 detailed on consignees countries
- 3.7. Tea export volume from Russia in 2008 detailed on consignors (???-10, in value terms, commodity group of foreign trade activities - 0902)
- 4.1. The base forecast of average manufacturers prices of packaged natural tea (high-quality) in 2009-2012
- 4.2. The optimistic forecast of average manufacturers prices of packaged natural tea (high-quality) in 2009-2012
- 4.3. The pessimistic forecast of average manufacturers prices of packaged natural tea (high-quality) in 2009-2012
- 4.4. The base forecast of manufacture of packaged natural tea (high-quality) in kind during 2009-2012
- 4.5. The base forecast of manufacture of packaged natural tea (high-quality) in value terms during 2009-2012
- 4.6. The optimistic forecast of manufacture of packaged natural tea (high-quality) in kind during 2009-2012
- 4.7. The optimistic forecast of manufacture of packaged natural tea (high-quality) in value terms during 2009-2012
- 4.8. The pessimistic forecast of manufacture of packaged natural tea (high-quality) in kind during 2009-2012
- 4.9. The pessimistic forecast of manufacture of packaged natural tea (high-quality) in value terms during 2009-2012
- 4.10. The base forecast of capacity of the Russian tea market in kind during 2009-2012
- 4.11. The base forecast of capacity of the Russian tea market in value terms during 2009-2012
- 4.12. The optimistic forecast of capacity of the Russian tea market in kind during 2009-2012
- 4.13. The optimistic forecast of capacity of the Russian tea market in value terms during 2009-2012
- 4.14. The pessimistic forecast of capacity of the Russian tea market in kind during 2009-2012
- 4.15. The pessimistic forecast of capacity of the Russian tea market in value terms during 2009-2012
- 4.16. The base forecast of import tea deliveries to Russia in kind during 2009-2012
- 4.17. The base forecast of import tea deliveries to Russia in value terms during 2009-2012
- 4.18. The optimistic forecast of import tea deliveries to Russia in kind during 2009-2012
- 4.19. The optimistic forecast of import tea deliveries to Russia in value terms during 2009-2012
- 4.20. The pessimistic forecast of import tea deliveries to Russia in kind during 2009-2012
- 4.21. The pessimistic forecast of import tea deliveries to Russia in value terms during 2009-2012
- 4.22. The base forecast of export tea deliveries from Russia in kind during 2009-2012
- 4.23. The base forecast of import tea deliveries from Russia in value terms during 2009-2012
- 4.24. The optimistic forecast of export tea deliveries from Russia in kind during 2009-2012
- 4.25. The optimistic forecast of export tea deliveries from Russia in value terms during 2009-2012
- 4.26. The pessimistic forecast of export tea deliveries from Russia in kind during 2009-2012
- 4.27. The pessimistic forecast of export tea deliveries from Russia in value terms during 2009-2012
- 5.1. Estimated figures of financial and economic activity of OOO Nevskie porogi
- 5.2. Estimated figures of financial and economic activity of the tea manufacturer – OOO Kompaniya May
- 5.3. Estimated figures of financial and economic activity of OOO JUnilever Rus'
- 5.4. Estimated figures of financial and economic activity of OOO SDS-FUDS
- 5.5. Estimated figures of financial and economic activity of OOO Jakovlevskaya chaerazvesochnaya fabrika

- 5.6. A share of products consignors countries for the company Orimi Treyd in value terms during 2008
- 5.7. Product and its share in import deliveries volume of Orimi Treyd, (???-10)
- 5.8. A share of products consignors countries for Sibprodkompani in value terms during 2008
- 5.9. Product and its share in import deliveries volume of Sibprodkompani, (???-10)
- 5.10. A share of products consignors countries for ZAO Kompaniya May in value terms during 2008
- 5.11. Product and its share in import deliveries volume of ZAO Kompaniya May (???-10)
- 5.12. A share of products consignors countries for SDS-FUDS in value terms during 2008
- 5.13. Product and its share in import deliveries volume of SDS-FUDS (???-10)
- 5.14. A share of products consignees countries of OOO JUnilever Rus' in value terms during 2008 (???-10)
- 5.15. Product and its share in export deliveries volume of OOO JUnilever Rus' (???-10)
- 5.16. A share of products consignees countries OOO Nevskie porogi in value terms during 2008
- 5.17. Product and its share in export deliveries volume of OOO Nevskie porogi (???-10)
- 5.18. A share of products consignees countries of OOO Karavan in value terms during 2008 (???-10)
- 5.19. Product and its share in export deliveries volume of OOO Karavan (???-10)
- 5.20. A share of products consignees countries of OOO YUnayted export kompani in value terms during 2008
- 5.21. Product and its share in export deliveries volume of OOO "JUnayted export kompani

#### DIAGRAMS:

- 1.1. Trends figures of tea manufacture in Russia in kind during 2004-2008
- 1.2. Trends figures of tea manufacture in Russia in value terms during 2004-2008
- 1.3. Capacity trends figures of the Russian tea market in kind during 2004 – 2008
- 1.4. Capacity trends figures of the Russian tea market in value terms during 2004 – 2008
- 1.5. Shares of some leading companies groups in the Russian tea market
- 2.1. Tea harvest in Russia during 2006-2008
- 2.2. Tea consumption rate in Russia detailed on age groups
- 2.3. Tea purchase rate in Russia detailed on age groups
- 2.4. Recognition of the basic trade tea marks in Russia
- 2.5. Structure of tea sales in Russia detailed by types in 2008-2009
- 2.6. Shares of price segments in the Russian tea market
- 2.7. Trends figures of an average wholesale price of tea manufacturers in Russia in 2004-2008
- 2.8. Shares of distribution channels in the Russian tea market
- 2.9. Quantum indexes of tea sale in Russia
- 2.10. Market segmentation of the combined packing materials for tea dispensing (% from the combined packing materials)
- 3.1. Trends figures of the foreign trade tea turnover in Russia in kind during 2006-2008
- 3.2. Trends figures of the foreign trade tea turnover in Russia in value terms during 2006-2008
- 3.3. Ratio of tea import and export in Russia in kind during 2006-2008
- 3.4. Ratio of tea import and export in Russia in value terms during 2006-2008
- 3.5. Tea consignors countries geography to Russia in kind during 2008 (TOP 10)
- 3.6. Tea consignors countries geography to Russia in value terms during 2008
- 3.7. Tea consignees countries geography from Russia in kind during 2008
- 3.8. Tea consignees countries geography from Russia in value terms during 2008
- 4.1. Basic, pessimistic and optimistic variants of average prices of tea manufacturers in 2009-2012
- 4.2. Basic, pessimistic and optimistic variants of tea manufacture volumes in kind during 2009-2012
- 4.3. Basic, pessimistic and optimistic variants of tea manufacture volumes in value terms during 2009-2012
- 4.4. Basic, pessimistic and optimistic variants of tea market volumes in kind during 2009-2012
- 4.5. Basic, pessimistic and optimistic variants of tea market volumes in value terms during 2009-2012
- 4.6. Basic, pessimistic and optimistic variants of import tea deliveries volumes to Russia in kind during 2009-2012
- 4.7. Basic, pessimistic and optimistic variants of import tea deliveries volumes to Russia in value terms during 2009-2012
- 4.8. Basic, pessimistic and optimistic variants of export tea deliveries volumes from Russia in kind during

2009-2012

4.9. Basic, pessimistic and optimistic variants of export tea deliveries volumes from Russia in value terms during 2009-2012

- 5.1. Consignors countries geography of products for Orimi Treyd" in 2008 (???-5)
- 5.2. Consignors countries geography of products for Sibprodkompani in 2008
- 5.3. Consignors countries geography of products for Kompani May in 2008 (???-5)
- 5.4. Consignors countries geography of products for SDS-FUDS in 2008 (???-5)
- 5.5. Consignees countries geography of JUnilever Rus' products in 2008 (???-5)
- 5.6. Consignees countries geography of Nevskie porogi products in 2008
- 5.7. Consignees countries geography of Karavan products in 2008 (???-5)
- 5.8. Consignees countries geography of JUnayted export kompani products in 2008 (???-5)

### I would like to order:

**Product name:** The Russian tea market: state and development trends  
**Product link:** <http://marketpublishers.com/r/R5B59C79717EN.html>  
**Product ID:** R5B59C79717EN  
**Price:** US\$ 1,240.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/R5B59C79717EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

**Customer Signature** \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**

