

Soup in Russia to 2013

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Abstracts

Introduction

This databook provides key data and information on the soup market in Russia. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

* Contains information on three categories: canned soup, dried soup and chilled soup.

* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

* Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The market for soup in Russia increased at a compound annual growth rate of 1.8% between 2003 and 2008.

The canned soup category led the soup market in Russia, accounting for a share of 74.3%.

Leading players in Russian soup market include Nestle S.A., OAO Russskiy Produkt and Europe Foods GB JSC.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the soup market in Russia
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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