

State of the Russian market of frozen vegetable and
canned semi-prepared food during 2003-2006 and its
development prospects till 2010 by regions of the
Russian Federation

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In March 2007 DISCOVERY Research Group agency has finished the research of the Russian market of frozen vegetables and canned vegetable semi-prepared food.

The aim of the research

- To describe the condition of the Russian market of frozen semi-prepared food made of vegetables and canned vegetables in 2003-2006.
- To make the forecast of its development until 2010 by the regions of the Russian Federation.

The research objectives

To define products consumption frequency by different commodity groups. To define social, demographic and psychographic characteristics, hobbies, leisure time and property status of the consumers.

To define the market size (consumption volume) of canned vegetables and frozen semi-prepared products made of vegetables, mushrooms, fruit and berries by quarters in 2003-2006 by Russian regions in natural terms (the quantity of cans, thousands of tons) and value terms (million dollars).

The market size was analyzed by:

- the groups of the canned vegetables (green peas, corn, string bean in sauce, string bean natural, cucumbers, tomatoes, mushrooms, vegetable mix, other vegetables);
- the educational level of the main buyer from a household;
- the property status of the household;
- the income level of each household member ;

- the number of people in the family(household);
- psychographic type of the basic buyer;
- age and sex - related groups of the basic buyer (householder).

To make the forecast of the canned vegetables market size quarterly until 2010 in Russian regions by (see the schedule of the regions in section “Geography of the research ”):

property status of the household;

household member income;

the number of people in the family(household);

psychographic type of the basic buyer;

age and sex - related groups of the basic buyers (householder).

To make a forecast of the part of householders, which consume canned vegetables by the product groups until 2010 and by Russian regions (see the schedule of the regions in section “Geography of the research ”): green peas, corn, string bean in sauce, string bean natural, cucumbers, tomatoes, mushrooms, vegetable mix, other vegetables.

To make a forecast of the market size of frozen semi-prepared products made of vegetables, mushrooms, fruits and berries quarterly until 2010 (look up the schedule of the regions in section “Geography of the research ”):

by property status of the household;

by household member income;

by the number of people in the family(household);

by psychographic type of the basic buyer;

by age and sex - related groups of the basic buyers (householder).

To make a forecast (1) of the part of householders which consume the product, (2) the frequency of the consumption monthly, (3) consumption size and (4) money expenses on canned vegetables quarterly up to 2010 by the Russian regions in groups of householders which are different by:

monthly average consumption,

monthly average expenses,

frequency of monthly consumption.

To make a quarter forecast of consumption volume and money expenses on frozen semi-prepared products made of vegetables, mushrooms, fruits and berries until 2010 by Russian regions in groups of householders which are different by:

monthly consumption, monthly expenses, frequency of monthly consumption

Commodity lines:

Canned vegetables

Frozen semi-prepared items made of vegetables

Frozen semi-prepared items made of mushrooms

Frozen semi-prepared items made of fruit

Frozen semi-prepared items made of berries

Geography of the research

Cities:

Moscow

St.-Petersburg

Chelyabinsk

Ekaterinburg

N-Novgorod

Regions:

the North-Northwest

the Central

the Central Chernozemic

the Northern Caucasus

the Volgo – Vyatskij region

the Volga region

the Ural Mountains

the Western Siberia

the Eastern Siberia

the Far East

The data gathering method: mathematical processing of the results in statistical packages:

time-series analysis,

tables of frequency distribution

tables of contingency.

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The research contains large tables with more than 1000 lines, which can be subdivided into subordinated tables by different characteristics: region, educational level, property status of a household, etc.

It is also enclosed a database with a detailed information on the market volume in 2003-2006 by quarters, and a forecast up to 2010. This data allows to get all necessary information, which is not included in the research.

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