

# Russian Retail Industry Forecast to 2013

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## Abstracts

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Retail is one of the fastest growing industries of the Russian economy. In recent years, Russia has emerged as a leading name among the countries providing most conducive retail environment. In fact, Russia is the second most attractive destination for retail after India, thanks to its rapid economic growth and favorable policy framework, which along with other supporting factors resulted in unprecedented growth level for the country's retail industry. Retail sales in Russia grew at the CAGR of almost 25% during 2004-2008.

The rapid development of retail trade and high consumer spending has attracted large number of international players to Russia. At present every big name in retail industry from Metro, IKEA, Auchan is operating in the Russian retail market. These foreign chains are now expanding beyond large metropolis like Moscow and St. Petersburg to small tier 1 cities.

However the retail industry will witness negative growth during 2009 due to after impact of global financial crisis and slowing economy which will lead to low consumer confidence and contraction in consumer expenditure, but this is expected to be just a short term phenomenon. The industry will regain its lost momentum from 2010 onwards. As per our findings, retail sales will witness a healthy CAGR of around 18% during 2009-2013 and will surpass US\$ 800 Billion by 2013.

The improving economic conditions, government support to push consumer spending and positive consumer outlook will help industry to recover the lost momentum. We anticipate the expansion plans by most of the foreign and local companies to grow

rapidly once the Russian economy starts recovering from the aftershock of global financial crisis.

“Russian Retail Industry Forecast to 2013” provides detailed overview on the retail industry in Russia. It covers the past, current and future performance of the industry and identifies the factors responsible for the growth of the industry. The research also studies the behavior of the Russian consumer with respect to his purchasing power, spending pattern, and inclination towards domestic and foreign brands. The future growth areas discussed in the report will help players preparing to enter the Russian market to analyze the emerging market segments to ensure their success.

## Contents

### **1. ANALYST VIEW**

### **2. RESEARCH METHODOLOGY**

### **3. INDUSTRY SNAPSHOT**

### **4. DEMOGRAPHIC AND CONSUMER BEHAVIOR ANALYSIS**

4.1 Middle Class Population

4.2 Income/Buying Power of the Consumers

4.3 Household Consumption Pattern

4.4 Lifestyle and Shopping Habits

4.5 Consumer Preference - Russian and Foreign Brands

### **5. RETAIL INDUSTRY PERFORMANCE OUTLOOK - 2013**

5.1 Industry Overview

5.2 Food Retailing

5.2.1 Food Retail Sales

5.2.2 Baby Food

5.2.3 Diet Food

5.2.4 Organic Food

5.2.5 Packaged and Processed Food

5.3 Non-food Retailing

5.3.1 Clothing

5.3.2 Footwear

5.3.3 Cosmetics and Perfumery

5.3.4 Furniture

5.3.5 Household Appliances

5.3.6 Consumer Electronics

5.3.7 Mobile Handset

5.3.8 Household Cleaning Products

5.4 Retail Market Structure

5.4.1 Hypermarkets

5.4.2 Supermarkets

5.4.3 Discounters/Economy-type Stores

5.4.4 Convenience Stores

5.4.5 Cash & Carry Stores

5.4.6 Do-It-Yourself Stores

## **6. MARKET TRENDS**

6.1 Private Labels

6.2 Online Sales

6.3 Fraud and Counterfeiting

6.4 Logistics and Supply Chains

## **7. KEY PLAYERS**

7.1 X5 Retail Group NV

7.2 Ramstore (Ramenka)

7.3 Metro AG

7.4 Auchan Groupe

7.5 Magnit

## List Of Figures

### LIST OF FIGURES:

- Figure 4-1: Share of Middle Class Population in Total Population (2006 & 2007)
- Figure 4-2: Personal Disposable Income (US\$/Head), 2004 -2013
- Figure 4-3: Breakup of Household Expenditure (%), 2008 & 2013
- Figure 5-1: Retail Sales (Billion US\$), 2004-2008
- Figure 5-2: Share of Food and Non-food Retail Sales (2008 & 2013)
- Figure 5-3: Forecast for Retail Sales (Billion US\$), 2009-2013
- Figure 5-4: Food Retail Sales (Billion US\$), 2004-2008
- Figure 5-5: Food Retail Sales by Store Format (%), 2006 & 2010
- Figure 5-6: Forecast for Food Retail Sales (Billion US\$), 2009-2013
- Figure 5-7: Baby Food Market (Million US\$), 2004-2008
- Figure 5-8: Share of Baby Food Market by Company
- Figure 5-9: Forecast for Baby Food Market (Billion US\$), 2009-2013
- Figure 5-10: Non-food Retail Sales (Billion US\$), 2004-2008
- Figure 5-11: Forecast for Non-food Retail Sales (Billion US\$), 2009-2013
- Figure 5-12: Apparel Retail Sales (Billion US\$), 2008-2013
- Figure 5-13: Womenswear Market (Billion US\$), 2008-2013
- Figure 5-14: Share of Womenswear Market by Segment (2007)
- Figure 5-15: Menswear Market (Billion US\$), 2008-2013
- Figure 5-16: Share of Menswear Market by Segment (2007)
- Figure 5-17: Infantswear Market (Billion US\$), 2008-2013
- Figure 5-18: Share of Infantswear Market by Segment (2006)
- Figure 5-19: Footwear Retail Sales (Billion US\$), 2004-2008
- Figure 5-20: Forecast for Footwear Retail Sales (Billion US\$), 2009-2013
- Figure 5-21: Cosmetics and Perfumery Market (Billion US\$), 2004-2008
- Figure 5-22: Forecast for Cosmetics and Perfumery Market (Billion US\$), 2009-2013
- Figure 5-23: Household Furniture Market (Million US\$), 2004-2008
- Figure 5-24: Forecast for Household Furniture Market (Million US\$), 2009-2013
- Figure 5-25: Household Appliance Retail Sales (Billion US\$), 2004-2008
- Figure 5-26: Forecast for Household Appliance Retail Sales (Billion US\$), 2009-2013
- Figure 5-27: Refrigerator Retail Sales (Million Units), 2004-2008
- Figure 5-28: Forecast for Refrigerator Retail Sales (Million Units), 2009-2013
- Figure 5-29: Washing Machine Retail Sales (Million Units), 2004-2008
- Figure 5-30: Forecast for Washing Machine Retail Sales (Million Units), 2009-2013
- Figure 5-31: Consumer Electronic Retail Sales (Billion US\$), 2004-2008
- Figure 5-32: Forecast for Consumer Electronic Retail Sales (Billion US\$), 2009-2013

Figure 5-33: TV Retail Sales (Million Units), 2004-2008

Figure 5-34: Forecast for TV Retail Sales (Million Units), 2009-2013

Figure 5-35: Personal Computer Retail Sales (Million Units), 2005-2008

Figure 5-36: New Mobile Handset Retail Sales (Million Units), 2008-2013

Figure 5-37: Share of Mobile Handset Volume Sales by Manufacturer (2008)

Figure 5-38: Household Cleaning Product Retail Sales (Billion US\$), 2004-2008

Figure 5-39: Forecast for Household Cleaning Product Retail Sales (Billion US\$), 2009-2013

Figure 5-40: Forecast for Retail Market by Store Format (%), 2010

Figure 5-41: Share of Do-It-Yourself Retail Sales by Stores (2006)

## List Of Tables

### LIST OF TABLES:

Table 3-1: Position of Russia in Top 10 Emerging Retail Markets (2009)

Table 4-1: Breakup of Middle Class Population by Income (%), 2006 & 2007

Table 5-1: Top 10 Grocery Retailers by Retail Sales (Million US\$), FY 2008+G2

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