

The Russian Market of Construction Materials

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| URL: | https://marketpublishers.com/r/RC6F6C2DA0EEN.html |
| Date: | August 23, 2006 |
| Pages: | 136 |
| Price: | US\$ 320.00 |
| ID: | RC6F6C2DA0EEN |

Research target: to characterize the Russian construction materials market

Research objectives

1. To describe macroeconomic characteristics that influence the market state, economic growth, industry development, demographic situation, level of investments, Russian real estate market.
2. To characterize the markets important for the industry:
personal credit market (consumer and hypothecary)
repair-building services market.
3. To define the construction materials market characteristics: market capacity, basic quantity characteristics, dynamics
4. To describe the general characteristics of independent market segments:
 - cement, concrete, brick
 - dry building mixes
 - paint-and-lacquer materials
 - ceramic tiles
 - heat-insulated materials
 - plaster pasteboard sheets
 - floor coverings
 - wall coverings
 - ceiling coverings
 - sanitary wares
5. To provide imports and exports characteristics for all types of construction materials
6. To characterize the sales channels of the market
7. To describe consumer's preferences
8. To give brief information on the prices of the industry.
9. To provide with general conclusions on the industry and the forecast of the market development

Methods of data collection: monitoring of the Russian media and databases.

Data analysis methods: traditional techniques of content analysis

The research database comprises:

1. Article databases (both printed and electronic media were analyzed).
2. Internet resources.
3. State statistics authorities (Databases of Federal Customs Service, Federal Government Statistics Service also known as Rosstat).
4. Company information
5. Ready-made market research reports.
6. Materials obtained from market players.
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