

The Russian Market of Life Insurance

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| URL: | https://marketpublishers.com/r/R387BF459EAEN.html |
| Date: | August 23, 2006 |
| Pages: | 120 |
| Price: | US\$ 330.00 |
| ID: | R387BF459EAEN |

Research target: to characterize Russian life insurance market

Objectives:

1. To describe general market state in Russia
2. To characterize insurance market in Russia:
to evaluate Russian market volume in world insurance market
to describe insurance market trends by types and regions
to review tendencies of insurance market in Russia.
3. To characterize life insurance market in Russia:
to estimate a role of "grey schemes» in life insurance market.
to evaluate factual volume of life insurance market
to estimate development potential of life insurance market
to characterize strategic behaviour of key figures in Russian life insurance market
to describe tariffs and agency network of top insurers.
to evaluate demand of life insurance services in Russia
to describe consumption of life insurance products.
to estimate trends of life insurance market.

Data analysis methods: traditional techniques of content analysis

The research database comprises:

1. Article databases of media.
2. Internet resources.
3. State statistics authorities (Databases of Federal Customs Service, Federal Government Statistics Service also known as Rosstat).
4. Materials presented by All-Russian Union of Insurers
5. Ready-made market research reports.
6. Materials presented by specialized agencies.
7. Materials obtained from market players.
8. Databases originated by ABARUS Market Research.

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