

The Russian Market of orthopedic goods

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Research target: to characterize the state of the Russian market of orthopedic goods.

Objectives:

1. To discover the tendencies and peculiarities of the Russian market of orthopedic goods.
2. To define the target consumers of orthopedic goods.
3. To characterize the peculiarities of the retail market segment
4. To reveal the main Russian market players of orthopedic goods.
5. To define orthopedic goods import structure
6. To estimate the development prospects of the Russian market of orthopedic goods.

Methods of data collection:

- The analysis of documentary sources, expert interview.

The research database comprises:

Materials presented by companies, articles in the mass media, internet resources, the database of the Russian Government Customs Committee

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