

Russian children goods market for kids under 3 years old (clothes, toys, food, footwear): state and development trends

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Abstracts

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Main research objectives are:

1. State estimation and development prospects of the Russian children goods market for kids under 3 years old from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate to the Russian children goods market for kids under 3 years old.

The research period is 2003-2007. The general trends and development forecasts of the Russian children goods market for kids under 3 years old are considered over near-term outlook.

Information sources:

1. Reports of the State Duma Committee on women, families and children affairs; statistical data and forecasting information of Ministry of Economic Development and Trade, Ministry of Public Health and Social Development, Federal State Statistic Service, and Russian Federal Customs Service, Government decrees, normative-legal documents of Moscow, Legislative Assembly of Saint-Petersburg, Government of Leningrad region.
2. Companies press releases, branch and expert estimations of mass-media.
3. Own informational resource and extensive enterprises database of Information Agency «CredInform North-West ».

General conclusions:

Basis of the Russian children goods market for kids under 3 years old consists of four submarkets. The given market is attractive because potential consumers are kids and their parents. Among these submarkets experts name clothes, toys, food and footwear segments.

The significant turnover share in children goods manufacture and trade is provided by clothes segment for kids, therefore the Russian market of baby clothes is considered one of the most perspectives (growth 10% per year). The baby clothes market feature is import dependent. ZAO "Gloria Jeans" (Rostov-on-Don), OOO "Kompania Mir Detstva" (Moscow), and others occupy main positions on manufacture of clothes for kids (from 0 years and elder).

The Russian toys market for kids is at the stage of development (growth 30% per year) and characterized as the market of "seller" with significant import dependence. ZAO "Zavod "Ogonek" (Moscow), OAO "Vesna" (Kirov), OOO "Stellar" (Rostov-na-Donu), OAO "Raduga" (Kirov) occupy main positions on manufacture of toys for kids (segment from 0 years old to senior).

Currently, the Russian baby food market is at the stage of active development (growth 10-25%). There are lots of Russian and western companies on the market. Active participants of the Russian baby food market are large international companies such as Nutricia, Semper and others. OAO "Lebedyanskiy" (Lebedyan), OAO "Vimm-Bill-Dann" (Moscow) and others occupy main positions as manufacturers of baby food (under 3 years old).

The baby footwear market shows stable growth and has potential for further development (growth 7% per year). The largest leading footwear manufacturers in Russia detailed on financial figures are ZAO "Obuvnaya firma "Yunichel" (Cheliabinskaya oblast), ZAO "MOF "Parizhskaya kommuna" (Moscow), OOO "Antilopa Pro" (Moscow), and etc.

Children goods in a segment under 3 years are realized both in the markets, and through networks of specialized baby shops, hypermarkets, discounters, drugstores, stock-centers, and etc.

The brief information on the leading companies of the Russian children goods market is presented in the report. For more information on participants of the Russian children

goods market for kids see created by «CredInform North-West» Companies Directories in which companies are grouped using main code of Russian National Classifier of Economic Activities (OKVED), and also Branch Enterprises Databases.

More detailed information on any firm can be received on-line at Agency website where in accessible form reference company data is presented not only, but also in comparative form its financial figures, foreign economic activity data and etc.

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