

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

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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.

Table of Content

1. GENERAL STATE OF THE RUSSIAN BABY GOODS MARKET IN 2007

- 1.1. Capacity and structure of baby goods market
- 1.2. Attractiveness factors of Russian baby goods in a segment of 0-3 years
- 1.3. Russian normative-legal basis in the sphere of family support
- 1.4. Organization of baby goods distribution: distribution networks and operators, regional aspect
- 1.5. Leading baby goods trade enterprises

2. CHILDREN CLOTHES MARKET CHARACTERISTICS IN A SEGMENT OF 0-3 YEARS

- 2.1. Specifics of clothes market for kids under 3 years
- 2.2. Children clothes manufacturers for kids under 3 years
- 2.3. Pricing, demand and discounts system features
- 2.4. Trading networks and operators, regional aspect
- 2.5. Estimations and opinions of Russian baby clothes market participants
- 2.6. Foreign trade turnover structure of the clothes market for kids
- 2.7. Import of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007
- 2.8. Import of clothes for kids (TN foreign economic activity code – 6111) to Russia in 2007
- 2.9. Import of clothes for kids (TN foreign economic activity code – 6209) to Russia in 2007
- 2.10. Export of clothes for kids from Russia in 2007
- 2.11. Active participants of foreign trade clothes turnover in a segment under 3 years

3. CHILDREN TOYS MARKET CHARACTERISTICS IN A SEGMENT OF 0-3 YEARS

- 3.1. Specifics of Russian toys market for kids under 3 years
- 3.2. Toys manufacturers for kids under 3 years
- 3.3. Specifics of pricing, demand
- 3.4. Trading networks and operators, regional aspect
- 3.5. Consumer motivations and behavior while purchasing products
- 3.6. Estimations and opinions of toys market participants
- 3.7. Foreign trade turnover structure of toys market
- 3.8. Foreign trade turnover of toys sets in Russia in 2007
- 3.9. Foreign trade turnover of mini-models in Russia in 2007

- 3.10. Foreign trade turnover of dolls in Russia in 2007
- 3.11. Active participants of foreign trade toys turnover in a segment under 3 years

4. BABY FOOD MARKET CHARACTERISTICS IN A SEGMENT OF 0-3 YEARS

- 4.1. Specifics of the Russian baby food market under 3 years
- 4.2. Baby food manufacturers under 3 years
- 4.3. Trading networks and operators, regional aspect
- 4.4. Consumer motivations and behavior while purchasing products
- 4.5. Estimations and opinions of baby food market participants
- 4.6. General characteristic of baby food import to Russia in 2007
- 4.7. Import of baby food packaged for retail sales to Russia in 2007
- 4.8. Import of homogenized products for baby food to Russia in 2007
- 4.9. Import of homogenized vegetables for baby food to Russia in 2007
- 4.10. General characteristic of baby food export from Russia in 2007
- 4.11. Active participants of foreign trade baby food turnover in a segment under 3 years

5. CHILDREN FOOTWEAR MARKET CHARACTERISTICS IN A SEGMENT OF 0-3 YEARS

- 5.1. Specifics of Russian children footwear market for kids under 3 years
- 5.2. Footwear manufacturers for kids under 3 years
- 5.3. Specifics of pricing
- 5.4. Trading networks and operators, regional aspect
- 5.5. Consumer motivations and behavior while purchasing products
- 5.6. Estimations and opinions of baby footwear market participants
- 5.7. Foreign trade turnover structure of baby footwear market
- 5.8. Foreign trade turnover of footwear for kids in Russia in 2007
- 5.9. Active participants of foreign trade children footwear turnover in a segment under 3 years

6. BRANCH DEVELOPMENT TRENDS OF THE RUSSIAN BABY GOODS MARKET IN SEGMENTS OF:

- clothes and footwear
- toys
- baby food

CONCLUSION

TABLES:

- 1.1. Quantity of newborn children detailed by types of population in 2003-2006
- 1.2. The Russian population distribution detailed on a sex and age in a segment under 3 years in 2002 and 2007
- 1.3. Quantity of newborn children in the 1st quarter in 2007-2008 detailed on the Russian federal districts
- 1.4. The monthly average nominal accounted payrolls of organization workers detailed on regions of Russia in 2003-2007 and the 1st quarter of 2008
- 1.5. Russian population monetary incomes structure of in 2003-2007
- 1.6. Monetary incomes and consumer expenditure per head in January-March 2008
- 1.7. Manufacture volumes of knitted products in Russia during 2003-2007 and in January-April 2008
- 1.8. Production of separate kinds of textile and clothing manufacture in May 2008
- 1.9. Monthly social payments rates in Leningrad region during 2008
- 1.10. Federal and city monetary payments rates to families with children in Moscow paid by bodies of social population protection in 2007
- 1.11. Specialized networks of children goods under 3 years
- 2.1. Leading Russian children clothes manufacturers in a segment under 3 years
- 2.2. Annual manufacturers turnovers of knitted clothes submarket for newborn children, sportswear and

clothes accessories in a segment under 3 years

2.3. Annual manufacturers turnovers of the Russian knitted clothes submarket and clothes accessories for newborn children in a segment under 3 years

2.4. Annual manufacturers turnovers of the Russian fabrics clothes submarket for newborn children under 3 years

2.5. Children clothes shops in regions of Russia in a segment under 3 years and elder

2.6. Volumes and dynamics of baby clothes foreign trade turnover in 2005-2007

2.7. The customs codes characteristic of CHILDREN CLOTHES commodity group

2.8. Import and export volumes of baby clothes deliveries in 2007 detailed on customs codes

2.9. Baby diapers volumes deliveries, nappies and similar sanitary-and-hygienic products to Russia in 2007 detailed on consignors countries

2.10. Import children diapers volumes, nappies and similar sanitary-and-hygienic products to Russia in 2007 detailed on consignees (TOP-10)

2.11. Import children clothes volumes (customs codes commodity group – 6111) to Russia in 2007 detailed on consignors countries

2.12. Import children clothes volumes (customs codes commodity group – 6111, TOP-20) to Russia in 2007 detailed on consignees

2.13. Import children clothes volumes (customs codes commodity group – 6209) to Russia in 2007 detailed on consignors countries

2.14. Import children clothes volumes (customs codes commodity group – 6209, TOP-10) to Russia in 2007 detailed on consignees

2.15. Baby clothes deliveries volumes from Russia in 2007 detailed on consignees countries (TOP-10)

2.16. Export baby clothes volumes from Russia in 2007 detailed on consignors (TOP-10)

3.1. Leading toys manufacturers in Russia detailed on annual turnover (?O?20)

3.2. Leading toys manufacturers for kids under 3 years

3.3. Financial figures of other toys producers for kids under 3 years of the Russian toys market

3.4. Wholesalers toys discounts system of company 'X'

3.5. Wholesalers toys discounts system of company 'X' for newborns

3.6. Products discounts system of a factory 'X' for wholesale buyers

3.7. Regional retail trade leaders of plays and toys in Russia detailed on annual turnover (TOP-20)

3.8. Wholesale trade leaders of plays and toys in Russia detailed on annual turnover (TOP-20)

3.9. The most important factors while choosing toys for babies under 3 years

3.10. Volumes and trend of toys foreign trade turnover in 2005-2007

3.11. TN foreign economic activity codes characteristic of commodity group 95 (toys)

3.12. Volumes of import and export toys deliveries in 2007 detailed on TN codes of foreign economic activity

3.13. Deliveries volumes of toys sets to Russia in 2007 detailed on consignors countries (customs code – 9503007000)

3.14. Import volume of toys sets to Russia in 2007 detailed on consignees (TOP-20, in value terms, customs code – 9503007000)

3.15. Deliveries volumes of toys sets from Russia in 2007 detailed on consignees countries (customs code – 9503007000)

3.16. Export volume of toys sets from Russia in 2007 detailed on consignors (TOP-15, in value terms, customs code – 9503007000)

3.17. Deliveries volumes of mini-models to Russia in 2007 detailed on consignors countries (customs code – 9503009300)

3.18. Import volume of mini-models to Russia in 2007 detailed on consignees (TOP-20, in value terms, customs code – 9503009300)

3.19. Deliveries volumes of mini-models from Russia in 2007 detailed on consignees countries (customs code – 9503009300)

3.20. Export volume of mini-models from Russia in 2007 detailed on consignors (TOP-10, in value terms, customs code – 9503009300)

3.21. Deliveries volumes of dolls to Russia in 2007 detailed on senders countries (customs code – 9503002100)

3.22. Import volume of dolls to Russia in 2007 detailed on consignees (TOP-20, in value terms, customs

code – 9503002100)

3.23. Deliveries volumes of dolls from Russia in 2007 detailed on receivers countries (customs code – 9503002100)

3.24. Export volume of dolls from Russia in 2007 detailed on consignors (TOP-10, in value terms, customs code – 9503002100)

4.1. Leading baby food manufacturers in Russia detailed on annual turnover

4.2. .Leading baby food manufacturers in Russia in a segment under 3 years

4.3. Financial figures of other baby food producers for kids under 3 years

4.4. Wholesale trade leaders of baby food in Russia detailed on annual turnover

4.5. Volumes and trend of baby food foreign trade turnover in 2005-2007

4.6. TN foreign economic activity codes characteristic of commodity group 95 (Baby Food)

4.7. Import and export volumes of baby food deliveries in 2007 detailed on TN codes of foreign economic activity

4.8. Deliveries volumes of baby food to Russia in 2007 detailed on consignors countries

4.9. Import volume of baby food to Russia in 2007 detailed on consignees (TOP-10, in value terms)

4.10. Deliveries volumes of baby food packaged for retail sales to Russia in 2007 detailed on consignors countries

4.11. Import volume of baby food packaged for retail sales to Russia in 2007 detailed on consignees (TOP-10, in value terms)

4.12. Deliveries volumes of homogenized products for baby food to Russia in 2007 detailed on consignors countries

4.13. Import volume of homogenized products for baby food to Russia in 2007 detailed on consignees (TOP-10, in value terms)

4.14. Deliveries volumes of homogenized vegetables for baby food to Russia in 2007 detailed on consignors countries

4.15. Import volume of homogenized vegetables for baby food to Russia in 2007 detailed on consignees (TOP-10, in value terms)

4.16. Deliveries volumes of baby food from Russia in 2007 detailed on consignees countries

4.17. Export volume of baby food from Russia in 2007 detailed on consignors (TOP-10, in value terms)

4.18. Export volume of baby food from Russia in 2007 detailed on consignees (TOP-10, in value terms)

5.1. Annual turnovers of footwear manufacturers for kids under 3 years

5.2. Baby footwear manufacturers distribution detailed on quality-price ratio

5.3. Volumes and dynamics of baby footwear foreign trade turnover in 2005-2007

5.4. Characteristic of some TN foreign economic activity codes of commodity group 64 (footwear for kids)

5.5. Import and export volumes of baby food deliveries in 2007 detailed on TN codes of foreign economic activity

5.6. Deliveries volumes of footwear for kids to Russia in 2007 detailed on consignors countries (customs code – 6402999100)

5.7. Import volume of footwear for kids to Russia in 2007 detailed on consignees (TOP-20, in value terms, customs code – 6402999100)

5.8. Deliveries volumes of footwear for kids from Russia in 2007 detailed on consignees countries (customs codes – 6401990000, 6401929000)

5.9. Export volume of footwear for kids from Russia in 2007 detailed on consignors (TOP-3, in value terms, customs codes – 6401990000, 6401929000)

DIAGRAMS:

1.1. Russian baby goods market capacity in 2007-2012

1.2. Russian baby goods market structure in 2007

1.3. Russian population distribution detailed on age groups under 4 years in 2003-2007

1.4. Comparative analysis of city and agricultural population at the age of 0-4 years in 2003-2007

1.5. The average monetary incomes (monthly) of Russian population in 2003-2007

1.6. Expenses for kids at the age under 4 years old in 2003-2007

1.7. The annual turnover of baby goods shops in Russia and in some European countries

1.8. Baby clothes trade formats

- 2.1. Russian baby clothes market capacity in 2003-2007
- 2.2. Price segments groups of clothes market for kids
- 2.3. The consignors countries geography of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007, TOP 10 (in kind)
- 2.4. The consignors countries geography of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007, TOP 10 (in value terms)
- 2.5. The consignors countries geography of children clothes (customs codes commodity group – 6111) to Russia in 2007, TOP 10 (in kind)
- 2.6. The consignors countries geography of children clothes (customs codes commodity group – 6111) to Russia in 2007, TOP 10 (in value terms)
- 2.7. The consignors countries geography of children clothes (customs codes commodity group – 6209) to Russia in 2007, TOP 10 (in kind)
- 2.8. The consignors countries geography of children clothes (customs codes commodity group – 6209) to Russia in 2007, TOP 10 (in value terms)
- 2.9. The consignees countries geography of children clothes from Russia in 2007 (in kind)
- 2.10. The consignees countries geography of children clothes from Russia in 2007 (in value terms)
- 3.1. Russian baby toys market turnover in 2003-2007
- 3.2. Russian toys market structure
- 3.3. Toys import and export ratio in Russia in 2005-2007
- 3.4. Geography of consignors countries of toys sets to Russia in 2007 in kind, TOP 10, (customs code – 9503007000)
- 3.5. Geography of consignors countries of toys sets to Russia in 2007 in value terms, TOP-10 (customs code – 9503007000)
- 3.6. Shares of toys manufacturers countries in Russian middle price and cheap market segments
- 3.7. Geography of consignees countries of toys sets from Russia in 2007 in kind, TOP-10 (customs code – 9503007000)
- 3.8. Geography of consignees countries of toys sets from Russia in value terms in 2007, TOP-10, (customs code – 9503007000)
- 3.9. Geography of consignors countries of mini-models to Russia in 2007 in kind, TOP-10, (customs code – 9503009300)
- 3.10. Geography of consignors countries of mini-models to Russia in 2007 in value terms, TOP-10, (customs code – 9503009300)
- 3.11. Geography of consignees countries of mini-models from Russia in 2007 in kind, TOP-10, (customs code – 9503009300)
- 3.12. Geography of consignees countries of mini-models from Russia in 2007 in value terms, TOP-10, (customs code – 9503009300)
- 3.13. Geography of consignors countries of dolls to Russia in 2007 in kind, TOP-10, (customs code – 9503002100)
- 3.14. Geography of consignors countries of dolls to Russia in 2007 in value terms, TOP 10, (customs code – 9503002100)
- 3.15. Geography of consignees countries of dolls from Russia in 2007 in kind, TOP-10, (customs code – 9503002100)
- 3.16. Geography of consignees countries of dolls from Russia in 2007 in value terms, TOP-10, (customs code – 9503002100)
- 4.1. Import correlation against to the Russian baby food production
- 4.2. Russian baby food submarket turnover in 2003-2007
- 4.3. Russian baby food market structure
- 4.4. Leading baby food manufacturers in Russia for kids under 3 years
- 4.5. Consignors countries geography of baby food to Russia in 2007 in kind (TOP-10)
- 4.6. Consignors countries geography of baby food to Russia in 2007 in value terms (TOP-10)
- 4.7. Consignors countries geography of baby food packaged for retail sales to Russia in 2007 in kind (TOP-10)
- 4.8. Consignors countries geography of baby food packaged for retail sales to Russia in value terms in 2007 (TOP-10)
- 4.9. Consignors countries geography of homogenized baby food products to Russia in 2007 in kind

(TOP-10)

- 4.10. Consignors countries geography of homogenized baby food products to Russia in 2007 in value terms (TOP-10)
- 4.11. Consignors countries geography of homogenized vegetables for baby food to Russia in 2007 in kind (TOP-10)
- 4.12. Consignors countries geography of homogenized vegetables for baby food to Russia in 2007 in value terms (TOP-10)
- 4.13. Consignees countries geography of baby food from Russia in 2007 in kind (TOP-10)
- 4.14. Consignees countries geography of baby food from Russia in 2007 in value terms (TOP-10)
- 5.1. Russian baby footwear market turnover in 2003-2007
- 5.2. Baby footwear price segments in Russia
- 5.3. Places of baby footwear purchases in Russia
- 5.4. Baby footwear import and export ratio in Russia in 2005-2007
- 5.5. Consignors countries geography of baby footwear to Russia in 2007 in kind, TOP-5 (customs code – 6402999100)
- 5.6. Consignors countries geography of baby footwear to Russia in 2007 in value terms, TOP-5 (customs code – 6402999100)
- 5.7. Consignees countries geography of baby footwear from Russia in 2007 in kind, TOP-3 (customs codes – 6401990000, 6401929000)
- 4.8. Consignees countries geography of baby footwear from Russia in value terms in 2007, TOP-3 (customs codes – 6401990000, 6401929000)
- 6.1. Russian baby goods capacity in 2007-2012

FIGURES:

- 1. Example of the brief supplemental information on a company
- 2. Analysis of financial figures of a firm 'X'
- 3. Analysis of foreign trade activities of a firm 'X'

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