

# Russian clothes market for babies and kids under 3 years old: 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 clothes submarket for babies and kids under 3 years old from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate to the Russian clothes submarket for babies and kids under 3 years old.

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

### Information sources:

1. Reports of the Federal State Statistic Service of Russia, Legislative Assembly of Saint-Petersburg, Government of Leningrad region, and Russian Federal Customs Service.
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:

The Russian clothes submarket for babies and kids under 3 years old is attractive due to kids are potential consumers. According to official statistics there have been born 1,602,387 children in Russia in 2007 that more 122.75 thousand than in 2006.

Experts note that in Russia the relative share of citizens has stably been growing in a segment under 4 years against to the general natality recession during 2003-2007. The given factor is promoted by change of state policy in a social-demographic matter and active measures accepted at a federal level.

Thereupon the Russian clothes submarket is reoriented to newborns goods. The significant turnover share in children goods trade is provided by clothes segment for babies and kids, therefore the Russian market of children clothes is considered one of the most perspectives.

ZAO “Gloria Jeans” (Rostov-on-Don), OOO “Kompania Mir Detstva” (Moscow), and others occupy main positions on manufacture of clothes for babies and kids (under 0 years and elder).

Practice of price stimulation and pricing for each segment depending on population consumer ability is widespread in the clothes market for babies and kids under 3 years old.

Distinctive feature of the clothes market for babies and kids is import dependence. So, for example, Turkish and Chinese manufacturer’s goods are presented in the low price segment, whereas Italian brands are basically in the high price segment.

According to specialist’s opinion, clothes for babies and kids under 3 years old in composition of children goods group are sold through Networks of specialized children shops, discounters, stock-centers, and etc.

The brief information on the leading companies of the Russian clothes submarket for babies and kids is presented in the report as well.

For more information on participants of the Russian clothes submarket for babies and kids under 3 years old see created by «CredInform – North-West» Companies Directories, in which companies are grouped using main code of Russian National Classifier of Economic Activities (OKVED).

More detailed information on any firm can be received in 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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