

# Russian clothes market for babies and kids under 3 years old: state and development trends



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## Russian clothes market for babies and kids under 3 years old: state and development trends

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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.

## Table of Content

### 1. GENERAL CHARACTERISTIC OF THE RUSSIAN CLOTHES SUBMARKET FOR CHILDREN IN 2007

Children clothes market capacity  
Appeal factors of the Russian clothes market for children

### 2. FEATURES OF CLOTHES SUBMARKET FOR BABIES AND KIDS UNDER 3 YEARS OLD

- 2.1. Potential and appeal of the children audience
- 2.2. Children clothes manufacturers for babies and kids under 3 years old
- 2.3. Pricing, demand and discounts system features
- 2.4. Trading networks and operators, regional aspect
- 2.5. Consumer motivation and behaviour at production purchase
- 2.6. Participants estimations and opinions of the Russian children clothes submarket

### 3. FOREIGN TRADE TURNOVER STRUCTURE OF THE CLOTHES SUBMARKET FOR BABIES AND KIDS

- 3.1. Import of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007
- 3.2. Import of clothes for babies and kids (TN foreign economic activity code – 6111) to Russia in 2007
- 3.3. Import of clothes for babies and kids (TN foreign economic activity code – 6209) to Russia in 2007
- 3.4. Export of clothes for babies and kids from Russia in 2007

### 4. BRANCH DEVELOPMENT TENDENCIES OF THE CLOTHES SUBMARKET FOR BABIES AND KIDS

### 5. LEADING BRANCH PLAYERS OF THE CLOTHES SUBMARKET FOR BABIES AND KIDS UNDER 3 YEARS OLD

- 5.1. Clothes manufacturers in a segment under 3 years
- 5.2. Leaders of children goods sales
- 5.3. Active participants of the foreign trade clothes turnover in a segment under 3 years

## TABLES

- 1.1. Russian population detailed on regions
- 1.2. Quantity of newborn children detailed by types of population
- 1.3. The Russian population distribution detailed on a sex and age in a segment under 3 years
- 1.4. Quantity of newborn children as of January in 2007-2008 detailed on the Russian federal districts
- 1.5. The population monetary incomes structure of Russia in 2003-2007
- 1.6. Manufacture volumes of knitted products in Russia during 2003-2007
- 1.7. Monthly social payments rates in Leningrad region on 2008

- 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. Specialized clothes shops nets for kids under 3 years old
- 2.6. Children clothes shops in the Russian regions in a segment under 3 years and elder
- 3.1. Volumes and dynamics of children clothes foreign trade turnover in 2005-2007
- 3.2. The customs codes characteristic of CHILDREN CLOTHES commodity group
- 3.3. Import and export volumes of children clothes deliveries in 2007 detailed on customs codes
- 3.4. Children diapers volumes deliveries, nappies and similar sanitary-and-hygienic products to Russia in 2007 detailed on consignors countries
- 3.5. Import children diapers volumes, nappies and similar sanitary-and-hygienic products to Russia in 2007 detailed on consignees (TOP-10)
- 3.6. Import children clothes volumes (customs codes commodity group – 6111) to Russia in 2007 detailed on consignors countries
- 3.7. Import children clothes volumes (customs codes commodity group – 6111) to Russia in 2007 detailed on consignees.
- 3.8. Import children clothes volumes (customs codes commodity group – 6209) to Russia in 2007 detailed on consignors countries
- 3.9. Import children clothes volumes (customs codes commodity group – 6209) to Russia in 2007 detailed on consignees
- 3.10. Children clothes deliveries volumes from Russia in 2007 detailed on consignees countries
- 3.11. Export children clothes volumes from Russia in 2007 detailed on consignors

## DIAGRAMS

- 1.1. Russian children goods market capacity in 2007-2012
- 1.2. Russian children goods market structure in 2007
- 1.3. Russian children clothes market capacity in 2003-2007
- 1.4. The total number of Russian population in 2003-2007
- 1.5. City and agricultural population ratio of Russia during 2003-2007
- 1.6. The comparative analysis of the Russian population structure at the age of 0-4 years in 2007
- 1.7. The Russian population distribution detailed on age groups under 4 years in 2003-2007
- 1.8. The comparative analysis of city and agricultural population at the age of 0-4 years in 2003-2007
- 1.9. The average monetary incomes (monthly) of Russian population in 2003-2007
- 2.1. Price segments groups of clothes market for babies and kids
- 2.2. The annual turnover of children goods shops per capita
- 2.3. Children clothes trade formats
- 2.4. Expenses for the child at the age of 0-4 years in 2003-2007
- 3.1. The consignors countries geography of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007, TOP 10 (in kind)
- 3.2. The consignors countries geography of children diapers, nappies and similar sanitary-and-hygienic products to Russia in 2007, TOP 10 (in value terms)
- 3.3. The consignors countries geography of children clothes (customs codes commodity group – 6111) to Russia in 2007, TOP 10 (in kind)
- 3.4. The consignors countries geography of children clothes (customs codes commodity group – 6111) to Russia in 2007, TOP 10 (in value terms)
- 3.5. The consignors countries geography of children clothes (customs codes commodity group – 6209) to Russia in 2007, TOP 10 (in kind)
- 3.6. The consignors countries geography of children clothes (customs codes commodity group – 6209) to Russia in 2007, TOP 10 (in value terms)
- 3.7. The consignees countries geography of children clothes from Russia in 2007 (in kind)

### 3.8. The consignees countries geography of children clothes from Russia in 2007 (in value terms)

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