

Russian frozen bread and bakery foods market: state and development under crisis conditions



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Main research objectives are:

1. Economic activity estimation in terms of analysis of business processes occurring on the Russian frozen bread and bakery foods market.

The research period is 2003-2007.

2. Development trends revelation of the Russian frozen bread and bakery foods market, expediency definition and possibilities of investors penetrate to it in conditions of turbulent market environment.

The general trends and development forecasts of the Russian frozen bread and bakery foods market are considered over near-term outlook.

Information sources:

1. Reports of the Federal State Statistic Service, Ministry of Agriculture, 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:

Russian frozen bread and bakery foods market is rather young.

The capacity of frozen bread market has shown positive growth at level of 159.4% for last five years during 2003-2007. The market capacity increased at 101.9% in 2007 in comparison with 2006.

The capacity of frozen bakery foods market (various kinds of frozen dough, finished baking goods: shortcakes, rolls, covers, triangles, etc.) has increased in 1.4 times in kind since 2003 as of the beginning of 2008.

Development of frozen food market depends on considerable influence of crisis processes and great number of environmental factors. Note should be taken the consumption of common bakery foods sorts in Russia decreases at 1-3% annually that makes the frozen bread market attractive.

Potential basis for frozen grain products manufacture is enterprises of baking industry. There are registered about 860 ones in Russia. And, the greatest part of enterprises is located in the Central federal region. Majority of bakery products is made in two regions – in Central and Privolzhskiy region.

According to experts, approximately 5 large players are concentrated in the frozen bread market. Ones of the largest manufacturers in a frozen bakery foods segment are: Zvezdnyy (Moscow), Talosto, Khlebnyy Dom (Saint-Petersburg) and so on.

Consumers of frozen bread and bakery foods are both industrial consumers (HoReCA sector, street-food segment, public catering establishments, cafe, and restaurants) and individual consumers.

The greatest realization volume of frozen bread and bakery foods in Russia through channels of retail trade are grocery stores, markets and supermarkets.

In the near future, in spite of crisis, demand development for frozen bread and half-finished product is expected in regions and the largest cities of Russia. Positions will be reached by those operators financially steady against crisis who correspond in full to consumer expectations.

Therefore, market participants have started to realize projects for building of new capacities designed for frozen goods output. In turn, crisis can affect any phase of project: beginning from realization terms shift and project freezing to even full refusal of one. Application of necessary toolkit will allow reducing risks.

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