

Russian frozen fish, seafood and fish semi-finished items market: 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 frozen fish, seafood and fish semi-finished items market from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate to the Russian frozen fish, seafood and fish semi-finished items market.

The research period is 2003-2007. The general trends and development forecasts of the Russian frozen fish, seafood and fish semi-finished items market are considered over near-term outlook.

Information sources:

1. Statistical data and forecasting information of Ministry of Economic Development and Trade, Ministry of Public Health and Social Development, Federal Consumer Rights Protection and Human Health Control Service, Federal State Statistic Service, and Federal Customs Service of Russia.
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:

According to expert opinion, frozen fish, seafood and fish semi-finished items market

growth is promoted by the following factors such as: limited time for cooking; insufficient development of public catering; development of network retailers; frozen products quality growth due to application of modern technologies, interest of modern customers to eat correctly.

Frozen fish, seafood and fish semi-finished items market has a very distinct regional specification. Processing facilities are developed in several regions situated near to sea mainly. The exception makes Central Federal District that traditionally leads in industrial development.

ZAO Russkoye more (Moscow region), GK Ledovo (Moscow, OAO ROK-1 (Saint-Petersburg), OAO Meridian (Moscow) occupy main positions on frozen fish, seafood and fish semi-finished items manufacture.

In the Russian frozen fish, seafood and fish-semi-finished items market some common factors influence actively on pricing system such as: acts of the government and other external forces, economic climate and trade market condition, its regional features, branching of sales network, in the presence of manufacture, market competition, interests of users, and etc. Demand for frozen meat products submits to over-all laws of market economy functioning in Russia that is in inverse relation from price factor.

According to experts one of market trends is that the market of the frozen fish and seafood in Russia is still keeping now considerable potential for development and far from saturation. The level of fish and seafood consumption per capita in Russia essentially lags behind average European level. In the near future on the Russian fish and seafood market it is necessary to expect considerable growth of fish consumption in all kinds and categories, in particular - the fish have been passed processing, and also substantial growth of seafood consumption.

Russian market of frozen fish, seafood and frozen semi-finished items growth experts connect with increasing in consumption of fish in Russia and also with penetration of new suppliers on the market. However, volume of consumption of fish and seafood per capita is less in twice than consumption of meat production, but exceeds consumption of fowl, pork and beef separately.

As a whole the Russian market of the frozen fish and seafood is on the initial stage of development and systematic growth. The market is attractive and possesses essential potential.

The brief information on the leading companies of the Russian frozen fish, seafood and fish semi-finished items market is presented in the report as well. For more information on participants of the Russian frozen fish, seafood and fish semi-finished items market see created by «CredInform North-West» Branch Enterprises Databases and also Companies Directories in which firms are grouped based on their main business activity in according with corresponding codes of Russian National Classifier of Economic Activities (OKVED).

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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