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The Russian market of computer equipment and component parts

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Abstracts

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According to the Russian association of trading companies and commodity producers of consumer electronics and computer equipment (RATEC), for the last 10 years the Russian electronics market have been finally formed and structured. In the consumer commodity market it takes the first place by growth rate and the second place by sales volume, after the foodstuff market.

The Russian electronics market is the most developed with relation to retail trade and that’s why it is considered to be the most competitive one. Thus, the last years a fast growth of consumer electronics segment was caused, on the one hand, by consumers’ activity, which can be explained by improvement of a general well-being, on the other hand, appearance of absolutely new electronic equipment in the result of innovation and technological progress leads to decrease of products life cycle and consequently increase frequency of their renewal.

According to expert estimation, more than 40 % of ICT market belongs to retail trade. Nevertheless, the quantity of computer equipment in Russian, purchased for private use, is much lower than in developed countries. Thus, in the West 80% of families have one or more computers, while just 20% of the Russian families have any electronic appliance. Thereupon, it is important to enlarge actively the consumers’ market.

The segment of IT-infrastructure is developing even more rapidly. For the most part it can be explained by the following factors. Firstly, the Russian market does not changes its scheme of costs for IT-infrastructure, that is popular with highly-developed countries, which invest more and more in virtualization. Secondly, administration reform was a

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grave deterrent for the Russian market growth. Nowadays economic and political stability give a good result. Thirdly, the Russian production and managerial structures are far from being saturated with electronics. Fourthly, annual growth rate of the Russian informational and computer equipment market exceed the same figures of highly-developed countries – 20-30% in comparison with 3-5% in European countries. That's why the Russian market attracts world producers of IT-equipment. Thus, in spite of growth deceleration in personal computer segment in 2005, the growth rate of the segment of servers based on Intel architecture remained high. Such world leaders as HP and IBM managed to obtain 40 % of the Russian market. According to RATEC, the share of a national producer in the Russian electronics market is not big. Almost 80 % of all products are imported.

According to the Russian Ministry of Data Communication in the year 2006 informational and computer equipment branch continued to play the most important role in diversification of the Russian economy. Despite the fact that its growth rate decreased by 1,5 times in comparison with previous years, it continues to develop rather actively. In general, growth rate of informational and computer equipment market is higher than the growth rate of the Russian economy. Today the share of informational and computer equipment in the country's GDP is approximately 5 %. Nevertheless, the Russian Ministry of Data Communication is going to develop this market intensively and to increase its share by 2010 up to 10% in the Russian GDP.

On the whole, by preliminary estimation of the Ministry the share of the informational and computer equipment market increased by 20% and amounted 745,6 billion rubles in 2006 and. It is 21% more than in 2005.

The size of the Russian informational and computer equipment market was valued at 361,5 billion rubles. Thus, its annual growth rate is 17%. At the same time, the general number of PC in Russia in 2006 exceeded 23 millions. It is 35% more that the previous year. There was also marked a significant growth of IT-export. According to preliminary estimation its size reached 1,8 billion dollars (in 2005 - 1 billion). By RATEC's estimation the share of the Russian informational and computer equipment market reached 5%.

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