

The Russian market of fish and sea food processing and canning: state, trends and development prospects

<https://marketpublishers.com/r/R94C43C8200EN.html>

Date: January 2010

Pages: 212

Price: US\$ 2,027.44 (Single User License)

ID: R94C43C8200EN

Abstracts

The price is for Russian version.

Price and time schedule for english translation - upon agreement.

Main research objectives are:

1. Environment and economic activity estimation in terms of analysis of business processes occurring on the Russian market of fish and sea food processing and canning.

The research period is 2005-2009.

2. Revelation of development tendencies of the Russian market of fish and sea food processing and canning, expediency definition and possibilities of investors penetrate to it in conditions of turbulent market environment.

The general trends and development forecasts of the Russian market of fish and sea food processing and canning are considered over near-term outlook.

Information sources:

1. Statistical key figures of Federal State Statistics Service (Rosstat), estimations of Federal Agency for Fishery of the Russian Federation, data of Federal Customs Service of the Russian Federation.

2. Companies press releases, branch and expert mass-media estimation.

3. Own informative resource and extensive enterprises database by Information Agency «CredInform North-West».

The marketing review is structured into 5 sections. For reading convenience the whole research and analysis results of the given market in the aggregate are shown in an introductory part (Brief Market Profile). The first section is devoted to description of general market characteristic (fish and seafood catch, manufacture of fish consumable product, canned fish, fish and seafood preserves), in particular: current situation; trends; manufacture and sale volumes of fish and seafood products; general directions of preference, suggestion and demand; segmentation and average price factors; influence of crisis processes in Russia, existing dangers and problems, and also state influence to the market. The analysis of market state (fish and seafood catch, manufacture of fish consumable product, canned fish, fish and seafood preserves) allowed defining the sizes of market in kind and value terms.

More details on business processes of the fish and seafood market (fish and seafood catch, manufacture of fish consumable product, canned fish, fish and seafood preserves detailed on product segments) is revealed in the subsequent sub items of the first and second chapters, viz: manufacture figures in fisheries sector, market participants, price policy, features of development, consumption and demand; processes concerning of products sale in Russia and regions, and their counterparts.

While revealing the leading market participants, their key financial estimated figures are presented in the review that allows understanding the efficiency and productivity of their financial and economic activity.

Foreign trade turnover characteristic, counterparts, kinds of delivered products and their volumes in value and kind terms are presented in 3rd section.

4th chapter covers general prospects of the further market development and its segments are considered; forecasts in kind and value terms on basic, optimistic and pessimistic variants of development on such segments as price, manufacture, capacity, import and export.

Brief information on leading players is presented in the 5th chapter. Moreover, the online access to own companies databases allowed to introduce business (commercial) information on number of leading market participants in more details, as legal persons having added it with Balance (form ?1), Incomes & Expenses Statement (form ?2), and

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