

Russian market of frozen half-finished pastry goods and products made of it: state and development trends

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Abstracts

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Main research objectives are:

1. Economic activity estimation in terms of analysis of business processes occurring on the Russian market of frozen half-finished pastry goods and products made of it.

The research period is 2003-2007.

2. Revelation of development tendencies of the Russian frozen half-finished pastry goods 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 market of frozen half-finished pastry goods and products made of it are considered over near-term outlook.

Information sources:

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

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The Russian market of frozen half-finished pastry goods and products made of it, is divided by experts into: frozen pancakes market (72% of total market), frozen dough half-finished products market that occupies 20% (various kinds of frozen dough, basis for pizza, baking products such as: shortcakes, rolls, puff languages, covers, triangles, etc.), and frozen pizza market that occupies the rest of 8%.

Frozen pancakes market is one of the most fast-growing and has the greatest market share – more than 70%. During last three years the market has increased in 1.3 times in kind. It is necessary to notice that in 2007 the cost share in frozen products sales structure of pancakes has exceeded 9%.

Market of frozen dough half-finished products is rather young, but perspective. Now the market capacity of frozen dough half-finished products in structure of total frozen products market is estimated at level about 3%. Annually market shows average growth at level above 8%.

Frozen pizza market is small – 8%. The given market distinguishes more dynamical trend that has an average rates of increase of 20-30% in a year according to various estimates.

The potential basis for frozen production manufacture, including frozen bakery and half-finished products are basically enterprises of the baking industry. One of the largest manufacturers of given production are: Zvezdny, Talosto, etc.

Low cost of pancakes as opposed to ravioli promotes the further growth of popularity among buyers in cities with average and low population density.

Per capita consumption of frozen dough throughout Russia is about 0.12 kg that is connected with consumption culture underdevelopment.

Frozen pizza consumption in some Russian big cities reaches about 2 kg per a person in a year, whereas as a whole throughout Russia – only 0.05 kg.

Consumers of frozen half-finished pastry goods and products made of it are industrial consumers: HoReCA sector, public catering establishments, cafe, restaurants and individual consumers.

The grocery shops, markets and supermarkets have the greatest sales volume of frozen

products in Russian retail trade channels.

The brief information on the leading companies of the Russian market of frozen dough half-finished products is presented in the report as well. For more information on participants of the Russian market of frozen dough half-finished products see created by «CredInform North-West» Branch Enterprises Databases and also Companies Directories in which firms are grouped in terms of 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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