

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.

Contents

1. GENERAL CHARACTERISTIC OF DOUGH HALF-FINISHED PRODUCTS MARKET IN 2007

- 1.1. Capacity of frozen dough half-finished products market
- 1.2. Capacity of frozen pancakes market
- 1.3. Capacity of frozen pizza market
- 1.4. Appeal factors of the Russian frozen half-finished pastry goods market and products made of dough

2. MARKET FEATURES OF FROZEN DOUGH HALF-FINISHED PRODUCTS

- 2.1. Manufacture of frozen dough half-finished products
- 2.2. Manufacture of frozen pancakes
- 2.3. Manufacture of frozen pizza
- 2.4. Sale organization of frozen dough half-finished products, regional aspect
- 2.5. Using of frozen dough half-finished products in food points
- 2.6. The basic consumers groups of frozen dough half-finished products
- 2.7. Participants estimations and opinions analysis of frozen dough half-finished products market

3. FOREIGN TRADE TURNOVER MARKET STRUCTURE OF FROZEN DOUGH HALF-FINISHED PRODUCTS

- 3.1. Import of frozen dough half-finished products to Russia in 2007
- 3.2. Export of frozen dough half-finished products from Russia in 2007

4. BRANCH MARKET DEVELOPMENT TRENDS OF FROZEN DOUGH HALF-FINISHED PRODUCTS

5. LEADING MARKET BRANCH PLAYERS CHARACTERISTIC OF FROZEN HALF-FINISHED PRODUCTS OF DOUGH

- 5.1. Leading manufacturers of frozen dough half-finished products
- 5.2 Basic foreign trade turnover operators of frozen half-finished products of dough

Tables

TABLES:

- 1.1. Comparative prices analysis for Russian grain and premium flour wheaten as of October, 5 2005, January, 31 2007 and July, 30 2008
- 1.2. Bread and bakery manufacture detailed on regions of Russia in 2003-2007
- 1.3. Bread and bakery manufacture detailed on regions of Russia during half year of 2008
- 2.1. Region production facilities of bakery products
- 2.2. Russian leading baking enterprises detailed on federal districts
- 2.3. Manufacturers of frozen dough half-finished products detailed by kinds of output goods
- 2.4. Annual main manufactures turnover figures of frozen dough half-finished products
- 2.5. Annual turnover figures of leading frozen pancakes manufactures
- 2.6. Annual turnover figures of main frozen pizza manufactures
- 2.7. Russian manufacturers assortment of frozen pizza
- 2.8. Frozen products distribution through retail trade channels
- 2.9. Profitability figures of bread manufacture of various kinds
- 2.10. Leading restaurants and cafe in Russia (TOP 20)
- 2.11. Leading hotels with restaurants in Russia (TOP 20)
- 3.1. Volumes and foreign trade turnover trends of frozen dough half-finished products in 2005-2008(6)
- 3.2. Characteristic of foreign trade activities codes of «FROZEN DOUGH HALF-FINISHED PRODUCTS» commodity group
- 3.3. Import and export deliveries volumes of frozen dough half-finished products in 2007 detailed on foreign trade activities codes (1901200000, 1905909000)
- 3.4. Deliveries volumes of frozen dough half-finished products to Russia in 2007 detailed on consignors countries
- 3.5. Import volumes of frozen dough half-finished products to Russia in 2007 detailed on consignees (?O?-20 in cost value)
- 3.6. Deliveries volumes of frozen dough half-finished products from Russia in 2007 detailed on consignees countries
- 3.7. Export volume of frozen dough half-finished products from Russia in 2007 detailed on consignors (?O?-20 in cost value)

DIAGRAMS:

- 1.1. Russian market capacity of products made of dough (in kind)

- 1.2. Capacity of the Russian frozen pancakes market in kind
- 1.3. Capacity of the Russian frozen pizza market in kind
- 1.4. Average consumer prices on bread, rolls and buns of wheaten and rye flour in Russia in 2003-2007
- 1.5. Consumer prices indexes on bakery products and grains in Russia and separate countries of the European union on June, 2008 to December, 2007
- 1.6. Bread and bakery products manufacture in Russia in 2003-2007
- 2.1. Frozen pizza manufacturers in the Russian market
- 2.2. Per capita consumption of frozen pizza in the European countries and Russia
- 2.3. Consumers and households consumption of various kinds of frozen products in Russia in 2006-2007
- 3.1. Geography of consignors countries of frozen dough half-finished products to Russia in 2007 in kind (TOP 10)
- 3.2. Geography of consignors countries of frozen dough half-finished products to Russia in 2007 in cost value (TOP 10)
- 3.3. Geography of consignees countries of frozen dough half-finished products from Russia in 2007 in kind (TOP 10)
- 3.4. Geography of consignees countries of the frozen dough half-finished products from Russia in 2007 in cost value (TOP 10)
- 4.1. Capacity of the Russian dough market and products made of dough in kind 2008-2011
- 4.2. Capacity of the Russian dough market and products made of dough in cost value 2008-2011
- 4.3. Capacity of the Russian frozen pancakes market in kind in 2008-2011
- 4.4. Capacity of the Russian frozen pizza market in kind in 2008-2011
- 4.5. Capacity of the Russian frozen pizza market in cost value in 2008-2011

Figures

FIGURES:

1. Example of the brief supplemental information on a company
2. Analysis of financial figures of a firm 'X'
3. Analysis of foreign trade activities of a firm 'X'

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