

Russian work clothes market: state and development trends



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Main research objectives are:

1. State estimation and development prospects of the Russian work clothes market from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate to the Russian work clothes market.

The research period is 2003-2007. The general trends and development forecasts of the Russian work clothes 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 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's opinion the Russian work clothes market is on a stage of active development. Moreover the Russian work clothes market in a whole is the most perspective segment of the textile branch. The main feature of the Russian work clothes market is constant expansion and renewal of assortment in light of modern scientific recommendations and consumer priorities.

Companies' management is getting on to fact that matters of industrial security and labor protection are not only calculations showing how many mittens and dressing gowns must be purchased. It is inseparably associated with corporative personnel policy and with operational comfort.

Domestic manufacturers and distributors of work clothes are key market participants. Some of them produce undress clothes and footwear together with work clothes. According to specialist's opinion, three largest players of work clothes market are VOSTOK-SERVIS Association of Textile and Light and Industry Enterprises, ZAO Trakt and OOO Tekhnoavia. The concentration ratios of these companies are more than 30%.

Work clothes products in composition of individual self-defense group are sold through specialized shops, department stores, manufactured goods stores and etc. The largest center of work clothes sales have been opened in Moscow in 2007. Internet becomes one of significant distribution channels of work clothes. It is especially convenient for organizations regionally located far from basic centers of work clothes manufacture.

Most of market players advance the opinion of work clothes market perspective and it year-on-year growth.

Many companies specify that part of market is in a shadow and its real volume is more. Some of market participants suppose that foreign manufacturers don't compete domestic companies. They note that foreign companies engage in raw material supply for sewing work clothes or Russian agents import made-up work clothes from Asia and sell it in Russia by their brands.

The brief information on the leading companies of the Russian work clothes market is presented in the report as well. For more information on participants of the Russian work clothes market see Companies Directories created by «CredInform – North-West», in which companies are grouped using main code of Russian National Classifier of Economic Activities (OKVED), and also Branch Enterprises Databases.

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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DRAWINGS:

- 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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