

# State and development trends of the Russian frozen vegetables and fruit market



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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 vegetables and fruit market.

The research period is 2003-2007.

2. Revelation of development tendencies of the Russian frozen vegetables and fruit 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 vegetables and fruit are considered over near-term outlook.

### **Information sources:**

1. Statistical data of 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:**

Now the frozen vegetables and fruit market is one of the largest food markets of Russia with high development trends and increase rates. So, the market capacity has increased at 24% in kind in 2007, in cost value – 33% of growth that indicates of market potential and growth prospects. In addition, the state undertakes measures on increasing of country food safety.

The market is characterized by high frozen vegetables import deliveries and great frozen fruit (berries) export potential. At the same time the share of poor-quality vegetables, mixes and mushrooms grows in import structure, delivering from South East Asia region. Besides, the market is characterized by depth and width of commodity assortment.

In all regions of Russia, and also in cities with high people concentration, market trends development moves differently, because of insufficient degree of regional markets saturation.

The further market development will have a regional development vector. So, the increase of coverage market will occur at the expense of old customer stimulation and new client attraction from among customers and doing by them both individual, and repeated transactions or purchases.

There are some factors that influence positive on the market viz: seasonal demand, growth of customers information awareness including households, time shortage for cooking, incomes growth, display of interest to the market on the third hand of food and dairy industry manufacturers, etc. Inhabitants of cities with a

sufficient standard of living – about 15 thousand roubles, as individual consumers, prefer to buy vegetables and fruit.

The largest Russian manufacturers of frozen goods are: ZAO «Khladokombinat Zapadnyy», ZAO «Inko», OOO «Tomskaya prodovolstvennaya kompaniya», group of companies «Ledovo», «Ladoga-Fuds», etc.

Modern trade formats of the frozen vegetables and fruit are supermarkets and food shops that occupy about 70% of market share. The private label product of well-known Russian trading networks is presented on the market as well, for example: «Perekrestok», «Pyaterochka», «Sedmoy kontinent», «Tander», «Kopeyka», «Kvartal».

The brief information on the leading companies of the Russian frozen vegetables and fruit market is presented in the report as well. For more information on participants of the Russian frozen vegetables and fruit market 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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