

# State and development trends of the Russian toys submarket for babies and kids (under 3 years old)

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## Abstracts

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### Main research objectives are:

1. State estimation and development prospects of the Russian toys submarket for babies and kids (under 3 years old) from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate to the Russian toys submarket for babies and kids (under 3 years old).

The research period is 2003-2007. The general trends and development forecasts of the Russian toys submarket for babies and kids (under 3 years old) are considered over near-term outlook.

### Information sources:

1. Reports of the State Duma Committee on women, families and children affairs; statistical data and forecasting information of Ministry of Economic Development and Trade, Ministry of Public Health and Social Development, 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:

The Russian toys submarket for babies and kids (under 3 years old) is attractive due to kids as consumers are considered as serious potential auditory. According to official statistics there have been born 1,602,387 children in Russia in 2007 that it is more

122.75 thousand than in 2006.

Also experts note that in last years the baby boom trend both throughout Russia as a whole, and on all segments in particular was outlined. The given factor is promoted by change of state policy in a demographic matter and active measures accepted at a federal level.

Thereupon the Russian toy submarket is reoriented to goods for newborns. As specialists consider this market sector develops more dynamic because parents pay much attention to child evolution and aspire to begin it as soon as possible. Few companies have already reacted to it directed a part of the marketing budget on advancing toys designed for children under 4 years old.

ZAO "Zavod "Ogonek" (Moscow), OAO "Vesna" (Kirov), OOO "Stellar" (Rostov-na-Donu), OAO "Raduga" (Kirov), OOO "Elf Market" (Moscow), OAO "Po pererabotke plastmass "Aelita" (Saint-Petersburg) occupy main positions on manufacture of toys for babies and kids (segment from 0 years old to senior).

In the Russian toys submarket for babies and kids (under 3 years old) some common factors influence actively on pricing system such as: acts of the government and other external forces, economic climate and trade market condition, its regional features, branching of sales network, presence of manufacture, market competition, interests of users, and etc. Demand for toy products in Russia submits to over-all laws of functioning of market economy being in inverse negative relationship from the price factor.

Besides discounts system, picked up correctly, is played essential role while implement of toys products for babies and kids (under 3 years old) on the Russian submarket. It is provided both for wholesale buyers, and for individual users.

Currently, the Russian producers are not capable to provide growing toys requirements therefore foreign manufacturers are more actively on the Russian submarket. Their products are in demand as in a low-cost segment (China), as on the average and high price segments. As a result the Russian toys submarket is defined by import dependence.

According to specialist's opinion, toy products for babies and kids (under 3 years old) in composition of children goods group are sold through specialized shops, supermarkets, hypermarkets, self-service supermarket, department stores, manufactured goods

stores, markets and etc. The format of the specialized shop represents in its assortment the following children goods groups: toys, shoes, clothes, linen, stationery, and etc.

The brief information on the leading companies of the Russian children toys submarket is presented in the report as well.

For more information on participants of the Russian toys submarket for babies and kids (under 3 years old) see Companies Directories created by «CredInform – North-West».

More detailed information on any firm can be received in 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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2. Analysis of financial figures of a firm 'X'
3. Analysis of foreign trade activities of a firm 'X'

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