

Butter and Margarine in Russia

<https://marketpublishers.com/r/B3B64562D27EN.html>

Date: September 2017

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: B3B64562D27EN

Abstracts

Butter is highly dependent on milk as a raw material. With the economic downturn and intensification of domestic dairy production after the import embargo imposed in 2014, raw milk became a scarce input and production costs grew drastically. This resulted in declining consumption in 2016. Sales volumes of butter and margarine turned to stagnation in 2017 as unit prices of butter remained too high to be affordable for the average consumer in Russia.

Euromonitor International's Butter and Margarine in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Butter and Margarine by Category: Volume 2012-2017

Table 2 Sales of Butter and Margarine by Category: Value 2012-2017

Table 3 Sales of Butter and Margarine by Category: % Volume Growth 2012-2017

Table 4 Sales of Butter and Margarine by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Butter and Margarine: % Value 2013-2017

Table 6 LBN Brand Shares of Butter and Margarine: % Value 2014-2017

Table 7 Distribution of Butter and Margarine by Format: % Value 2012-2017

Table 8 Forecast Sales of Butter and Margarine by Category: Volume 2017-2022

Table 9 Forecast Sales of Butter and Margarine by Category: Value 2017-2022

Table 10 Forecast Sales of Butter and Margarine by Category: % Volume Growth 2017-2022

Table 11 Forecast Sales of Butter and Margarine by Category: % Value Growth 2017-2022

Danone Russia Group of Cos in Packaged Food (russia)

Strategic Direction

Key Facts

Summary 1 Danone Russia Group of Cos: Key Facts

Competitive Positioning

Summary 2 Danone Russia Group of Cos: Competitive Position 2017

Magnit Pao in Packaged Food (russia)

Strategic Direction

Key Facts

Summary 3 Magnit OAO: Key Facts

Summary 4 Magnit OAO: Operational Indicators

Internet Strategy

Private Label

Summary 5 Magnit OAO: Private Label Portfolio

Competitive Positioning

Summary 6 Magnit OAO: Competitive Position 2017

Wimm-bill-dann Produkty Pitania Oao in Packaged Food (russia)

Strategic Direction

Key Facts

Summary 7 Wimm-Bill-Dann Produkty Pitania OAO: Key Facts
Competitive Positioning
Summary 8 Wimm-Bill-Dann Produkty Pitania OAO: Competitive Position 2017
Executive Summary
Economic Stabilisation Supports Growth of Packaged Food
Convenience and Health and Wellness Trends Continue To Influence Packaged Food
International Giants Continue To Dominate
Modern Retail Development Has Not Reached Its Limit
Moderate Volume Growth Is Forecast
Key Trends and Developments
Packaged Food Continues To Adapt To the Changing Macroeconomic Conditions
the Urbanisation Trend Is Recognised by Packaged Food Manufacturers
Modern Retailers Continue To Expand
Consumers Pay Increased Attention To Packaged Food's Contents and Ingredients
Foodservice: Key Trends and Developments
Headlines
Trends: Sales To Foodservice
Trends: Consumer Foodservice
Prospects
Category Data
Table 12 Foodservice Sales of Packaged Food by Category: Volume 2012-2017
Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017
Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022
Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022
Market Data
Table 16 Sales of Packaged Food by Category: Volume 2012-2017
Table 17 Sales of Packaged Food by Category: Value 2012-2017
Table 18 Sales of Packaged Food by Category: % Volume Growth 2012-2017
Table 19 Sales of Packaged Food by Category: % Value Growth 2012-2017
Table 20 GBO Company Shares of Packaged Food: % Value 2013-2017
Table 21 NBO Company Shares of Packaged Food: % Value 2013-2017
Table 22 LBN Brand Shares of Packaged Food: % Value 2014-2017
Table 23 Penetration of Private Label by Category: % Value 2012-2017
Table 24 Distribution of Packaged Food by Format: % Value 2012-2017
Table 25 Distribution of Packaged Food by Format and Category: % Value 2017
Table 26 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 27 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth
2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

Sources

Summary 9 Research Sources

I would like to order

Product name: Butter and Margarine in Russia

Product link: <https://marketpublishers.com/r/B3B64562D27EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B3B64562D27EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970