

Concentrates - Russia

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Concentrates is not very popular in Russia and sales remain low and somewhat underdeveloped. Consumers usually perceive concentrates as unhealthy and unnatural. The health and wellness trend became increasingly important to consumers towards the end of the review period, even during the economic downturn. Concentrates meanwhile are often highly artificial, usually containing a large quantity of sugar and colourants. In addition, many people view concentrates as old fashioned.

Euromonitor International's Concentrates 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 (2005-2009), 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 legislative, distribution, packaging or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates

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

Why buy this report?

- Get a detailed picture of the Soft Drinks industry;
- 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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