

# Fortified/Functional Packaged Food in Russia

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## Abstracts

The rate of growth in retail current value sales of FF packaged food more than halved during 2020 and recovered no more than partially during 2021. FF dairy is largest category in FF packaged food, ahead of FF baby food. Within FF dairy, FF yoghurt (especially FF probiotic yoghurt) dominates. In spite of the economic shock of the pandemic, retail current value sales of FF yoghurt continued to expand during 2020 (albeit marginally) but remained relatively subdued in 2021. The fact that FF yoghurt...

Euromonitor International's Fortified/Functional Packaged Food in Russia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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

### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN RUSSIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Immunity boosting claims help to support demand for FF yoghurt

Amid a low birth rate and an increase in breast feeding, demand for FF baby food continues to decline

Products offering novelty and convenience find favour with consumers in FF breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Deepening consumer interest in health and wellness and economic recovery will support robust growth in demand for FF yoghurt

Increased mobility will drive rebound in demand for FF gum

Protein/energy bars will remain the main driver of growth in FF sweet biscuits, snack bars and fruit snacks

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 8 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 9 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 10 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 11 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 12 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 13 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 14 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN RUSSIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 15 Sales of Health and Wellness by Type: Value 2016-2021

Table 16 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 17 Sales of Health and Wellness by Category: Value 2016-2021

Table 18 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 20 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 21 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 22 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 23 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 24 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 25 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 26 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 28 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 30 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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