

Frozen Processed Food in Russia

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Abstracts

Frozen processed food remains among the fastest growing areas in Russian packaged food, with the area recording volume growth of 6% and current value growth of 14% in 2014. The development of modern retailing positively affected the area as consumers increasingly buy food for longer periods.

Euromonitor International's Frozen Processed Food 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed Food.

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

Why buy this report?

Get a detailed picture of the Frozen Processed 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.

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Executive Summary

Consumer Spending Power Decreases

Rise in Demand for Children's Products

Multinationals Lead in Majority of Packaged Food Areas

Expansion of Modern Retail Formats Continues

Decreasing Consumer Spending Power Will Negatively Affect Market

Key Trends and Developments

Russian Population Is Getting Younger

Consumers Seek More Natural and Quality Packaged Food

Private Label Ranges Attract More Consumers

Modern Retailing Sees Rapid Development in Russia

City Key Trends and Developments

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