

# Fruit/vegetable Juice - Russia

<https://marketpublishers.com/r/F891385F4E0EN.html>

Date: January 2011

Pages: 50

Price: US\$ 990.00 (Single User License)

ID: F891385F4E0EN

## Abstracts

The Coca-Cola Co bought 100% of the shares in Nidan Soki OAO: 75% from private equity group Lion Capital and 25% from the founders of the company. Nidan Soki OAO, with its major brands Moya Semya and Da!, is the number four player in fruit/vegetable juice in Russia with a 17% share of total volume and 12% of off-trade value sales. Coca-Cola Refreshments ZAO already has a significant stake in the Russia's fruit/vegetable juice category through Multon ZAO, which has an 18% total volume share. The...

Euromonitor International's Fruit/Vegetable Juice 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 (2006-2010), 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 2015 illustrate how the market is set to change.

**Product coverage:** 100% Juice, Fruit-Flavoured Drinks (No Juice Content), Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

## Why buy this report?

Get a detailed picture of the Fruit/Vegetable Juice 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 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, Santiago and Sydney 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.

## Contents

Fruit/vegetable Juice in Russia  
Euromonitor International  
January 2011

### LIST OF CONTENTS AND TABLES

Executive Summary

Economic Recession in Russia Changes To Upturn

Heat and Smoke in Russia Help Producers of Soft Drinks To Recover From Crisis  
the Coca-Cola Co Buys Nidan Soki

International Companies Control the Majority of Soft Drinks Sales in Russia

Major Players Continue Large-scale Investments in the Soft Drinks Market

Key Trends and Developments

Economic Recession Changes To Upturn

Heat and Smoke in Russia Help Producers of Soft Drinks To Recover From Crisis  
the Coca-Cola Co Buys A Controlling Stake in Nidan Soki

International Companies Control the Majority of Soft Drinks Sales in Russia

Major Players Continue Making Large-scale Investments in the Soft Drinks Market

City Key Trends and Developments

Moscow

St Petersburg

Market Data

Table 1 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume  
2005-2010

Table 2 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume  
Growth 2005-2010

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2005-2010

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth  
2005-2010

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2010

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume  
2010

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2010

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2010

Table 9 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2005-2010

Table 10 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth  
2005-2010

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2005-2010
Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2005-2010
Table 13 Off-trade Sales of Soft Drinks (as sold) by City: Volume 2005-2010
Table 14 Off-trade Sales of Soft Drinks (as sold) by City: % Volume Growth 2005-2010
Table 15 Off-trade Sales of Soft Drinks (as sold) by City: Value 2005-2010
Table 16 Off-trade Sales of Soft Drinks (as sold) by City: % Value Growth 2005-2010
Table 17 Company Shares of Soft Drinks (RTD) by Total Volume 2006-2010
Table 18 Brand Shares of Soft Drinks (RTD) by Total Volume 2007-2010
Table 19 Company Shares of On-trade Soft Drinks (RTD) by Volume 2006-2010
Table 20 Brand Shares of On-trade Soft Drinks (RTD) by Volume 2007-2010
Table 21 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2006-2010
Table 22 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2007-2010
Table 23 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2006-2010
Table 24 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2007-2010
Table 25 Company Shares of Off-trade Soft Drinks by Value 2006-2010
Table 26 Brand Shares of Off-trade Soft Drinks by Value 2007-2010
Table 27 Off-trade Sales of Soft Drinks by Category and Distribution Format: % Analysis 2010
Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2010-2015
Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2010-2015
Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2010-2015
Table 31 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2010-2015
Table 32 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2010-2015
Table 33 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2010-2015
Table 34 Forecast Off-trade Sales of Soft Drinks by Category: Value 2010-2015
Table 35 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2010-2015
Table 36 Forecast Off-trade Sales of Soft Drinks (as sold) by City: Volume 2010-2015
Table 37 Forecast Off-trade Sales of Soft Drinks (as sold) by City: % Volume Growth 2010-2015
Table 38 Forecast Off-trade Sales of Soft Drinks (as sold) by City: Value 2010-2015
Table 39 Forecast Off-trade Sales of Soft Drinks (as sold) by City: % Value Growth 2010-2015

## Appendix

### Fountain Sales in Russia

#### Data

Table 40 Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2005-2010

Table 41 Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2005-2010

Table 42 Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2005-2010

Table 43 Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2005-2010

Table 44 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: Volume 2010-2015

Table 45 Forecast Off-trade vs On-trade Fountain Sales of Soft Drinks: % Volume Growth 2010-2015

Table 46 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: Volume 2010-2015

Table 47 Forecast Off-trade vs On-trade Fountain Sales of Carbonates: % Volume Growth 2010-2015

#### Definitions

Summary 1 Research Sources

#### Deka Oao

##### Strategic Direction

##### Key Facts

Summary 2 Deka OAO: Key Facts

Summary 3 Deka OAO: Operational Indicators

##### Company Background

##### Production

Summary 4 Deka OAO: Production Statistics 2007-2009

##### Competitive Positioning

Summary 5 Deka OAO: Competitive Position 2010

#### Lebedyansky Oao

##### Strategic Direction

##### Key Facts

Summary 6 Lebedyansky OAO: Key Facts

Summary 7 Lebedyansky OAO: Operational Indicators

##### Company Background

##### Production

##### Competitive Positioning

Summary 8 Lebedyansky OAO: Competitive Position 2010

#### Multon Zao

## Strategic Direction

### Key Facts

Summary 9 Multon ZAO: Key Facts

Summary 10 Multon ZAO: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 11 Multon ZAO: Competitive Position 2010

## Narzan Oao

### Strategic Direction

### Key Facts

Summary 12 Narzan OAO: Key Facts

Summary 13 Narzan OAO: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 14 Narzan OAO: Competitive Position 2010

## Nidan Soki Oao

### Strategic Direction

Summary 15 Nidan Soki OAO: Key Facts

Summary 16 Nidan Soki OAO: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 17 Nidan Soki OAO: Competitive Position 2010

## Ost Akva Zao

### Strategic Direction

### Key Facts

Summary 18 Ost Akva ZAO: Key Facts

Summary 19 Ost Akva ZAO: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 20 Ost Akva ZAO: Competitive Position 2010

## Visma Zao

### Strategic Direction

### Key Facts

Summary 21 Visma ZAO: Key Facts

Summary 22 Visma ZAO: Operational Indicators

## Company Background

### Production

### Competitive Positioning

Summary 23 Visma ZAO: Competitive Position 2010

### Wimm-bill-dann Produkty Pitania Oao

### Strategic Direction

### Key Facts

Summary 24 Wimm-Bill-Dann Produkty Pitania OAO: Key Facts

Summary 25 Wimm-Bill-Dann Produkty Pitania OAO: Operational Indicators

## Company Background

### Production

### Competitive Positioning

Summary 26 Wimm-Bill-Dann Produkty Pitania OAO: Competitive Position 2010

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 48 Off-trade Sales of Fruit/Vegetable Juice by Category: Volume 2005-2010

Table 49 Off-trade Sales of Fruit/Vegetable Juice by Category: Value 2005-2010

Table 50 Off-trade Sales of Fruit/Vegetable Juice by Category: % Volume Growth  
2005-2010

Table 51 Off-trade Sales of Fruit/Vegetable Juice by Category: % Value Growth  
2005-2010

Table 52 Leading Flavours for 100% Juice: % Volume Breakdown 2005-2010

Table 53 Leading Flavours for Nectars (25-99% Juice): % Volume Breakdown  
2005-2010

Table 54 Leading Flavours for Juice Drinks (up to 24% Juice): % Volume Breakdown  
2005-2010

Table 55 % Share of Smoothies in 100% Juice and Nectars (25-99% Juice): Off-trade  
Value 2010

Table 56 Chilled Vs Ambient Not From Concentrate 100% Juice: % Analysis  
2005-2010

Table 57 Chilled Vs Ambient Reconstituted 100% Juice: % Analysis 2005-2010

Table 58 Company Shares of Fruit/Vegetable Juice by Off-trade Volume 2006-2010

Table 59 Brand Shares of Fruit/Vegetable Juice by Off-trade Volume 2007-2010

Table 60 Company Shares of Fruit/Vegetable Juice by Off-trade Value 2006-2010

Table 61 Brand Shares of Fruit/Vegetable Juice by Off-trade Value 2007-2010

Table 62 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: Volume

2010-2015

Table 63 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: Value

2010-2015

Table 64 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: % Volume

Growth 2010-2015

Table 65 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: % Value

Growth 2010-2015



## I would like to order

Product name: Fruit/vegetable Juice - Russia

Product link: <https://marketpublishers.com/r/F891385F4E0EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F891385F4E0EN.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