

Health and Wellness in Russia

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Abstracts

The rates of growth in retail current value sales of organic packaged food and beverages remained relatively subdued during 2021 in comparison with the review period prior to the onset of the pandemic. Nonetheless, demand growth remained relatively vigorous, with the economic impact of the pandemic offset to a large degree by the fact that the pandemic served to heighten local consumer interest in health and wellness due to the fact being overweight greatly increased the chances of developing se...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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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Cola remains the main growth driver in BFY reduced sugar soft drinks

Reduced sugar energy drinks continue to proliferate

Reduced caffeine instant coffee falls out of favour, as more consumers switch to fresh
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PROSPECTS AND OPPORTUNITIES

With a steady stream of new product launches, PepsiCo narrows the gap to Coca-Cola
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Pandemic restrictions boost demand for FF hot drinks

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Relatively high pricing continues to constrain demand

Competitive landscape remains very fragmented

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