

# Naturally Healthy Packaged Food in Russia

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## Abstracts

Retail current value sales of NH dairy – the largest category in NH packaged food – exhibited a marginal decline during 2021. Traditional sour milk products like kefir, ryazhenka, prostokvasha dominate NH dairy, but demand for them is mature. They remain very popular with older consumers but less so with teenagers and young adults, who tend to perceive these products as somewhat old fashioned and lacking in sophistication. Although manufacturers like Prostokvashino and Molvest are trying to boost...

Euromonitor International's Naturally Healthy 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:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

## Why buy this report?

Get a detailed picture of the Naturally Healthy 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.

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Revival in sports and physical activity as pandemic threat eases underpins accelerating demand growth for NH fruit and nut bars

#### PROSPECTS AND OPPORTUNITIES

Manufacturers of sour milk products will launch new flavours and packaging formats in an effort to woo younger consumers

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