

## Noodles in Russia

URL:	<a href="https://marketpublishers.com/r/N0371D91A61EN.html">https://marketpublishers.com/r/N0371D91A61EN.html</a>
Date:	March 18, 2015
Pages:	54
Price:	US\$ 990.00
ID:	N0371D91A61EN

Noodles registered retail value growth of 6% in 2014 as demand for noodles remained stable. The category also registered negligible retail volume growth in 2014. In order to maintain demand, manufacturers offered packs of noodles with increased net weight without increasing the price. However, noodles was suffering stagnation in 2014, following the trend of economic stagnation in Russia. This factor and the development of fast food outlets have been the most significant obstacles to the...

Euromonitor International's Noodles 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:** Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

### Why buy this report?

- Get a detailed picture of the Noodles 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

Moscow

St Petersburg

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