

Noodles in Russia

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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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Noodles by Category: Volume 2009-2014

Table 2 Sales of Noodles by Category: Value 2009-2014

Table 3 Sales of Noodles by Category: % Volume Growth 2009-2014

Table 4 Sales of Noodles by Category: % Value Growth 2009-2014

Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2009-2014

Table 6 NBO Company Shares of Noodles: % Value 2010-2014

Table 7 LBN Brand Shares of Noodles: % Value 2011-2014

Table 8 Distribution of Noodles by Format: % Value 2009-2014

Table 9 Forecast Sales of Noodles by Category: Volume 2014-2019

Table 10 Forecast Sales of Noodles by Category: Value 2014-2019

Table 11 Forecast Sales of Noodles by Category: % Volume Growth 2014-2019

Table 12 Forecast Sales of Noodles by Category: % Value Growth 2014-2019

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

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

Category Data

Table 13 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 16 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 17 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 18 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 20 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 21 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 22 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 27 Sales of Meal Solutions by Category: Volume 2009-2014

Table 28 Sales of Meal Solutions by Category: Value 2009-2014

Table 29 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 30 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 31 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 32 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 33 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 36 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 37 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 38 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 40 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 41 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 42 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 43 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 46 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 47 Sales of Packaged Food by Category: Volume 2009-2014

Table 48 Sales of Packaged Food by Category: Value 2009-2014

Table 49 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 50 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 51 Sales of Packaged Food by City: Value 2009-2014

Table 52 Sales of Packaged Food by City: % Value Growth 2009-2014

Table 53 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 54 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 55 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 56 Penetration of Private Label by Category: % Value 2009-2014

Table 57 Distribution of Packaged Food by Format: % Value 2009-2014

Table 58 Distribution of Packaged Food by Format and Category: % Value 2014

Table 59 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 60 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 61 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 62 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Definitions

Sources

Summary 1 Research Sources

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