

# Supermarkets in Russia

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## Abstracts

Supermarkets are historically located in high-traffic urban areas in Russia. This makes them more attractive than hypermarkets, as many consumers prefer smaller stores within walking distance or on the way home from work. Supermarkets also offer a wide assortment of products which satisfies the daily shopping needs of most consumers. At the same time, economies of scale increase the bargaining power of supermarkets with suppliers and, as a result, goods are offered at competitive prices.

Euromonitor International's Supermarkets in Russia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

### Why buy this report?

Get a detailed picture of the Supermarkets 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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Competition intensifies in supermarkets with Lenta and Spar investing in expansion

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