

Analysis of demand on games and toys in Russia, 2011-2012

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Abstracts

Analysis of demand by 'Express-Obzor' consists of 18 main slides: 2 slides per each of 9 regional groups.

Regional groups:

Russia – divided into federal districts

Central FD, Northwest FD, Volga FD, Southern FD, North Caucasus FD, Urals FD, Siberian FD, Far East FD– each divided into regions/ subjects of federation

Period of research: 2012 and 2011

Currency: \$

Level of demand shown on maps is presented in two ways:

Demand on games and toys shown in spending \$ per capita a year (2011, 2012)

Demand on games and toys shown in Market Volume in \$ a year (2011, 2012)

Analysis of demand on games and toys in Russia

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Central FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Northwest FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Volga FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Southern FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in North Caucasus FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Urals FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Siberian FD

Consumer expenditures, \$ per capita

Market Volume, \$.

Analysis of demand on games and toys in Far East FD

Consumer expenditures, \$ per capita

Market Volume, \$.

About the company

Company Express-Obzor – since 2005 has been specializing in ready-made analytical market reports. Reports made by Express-Obzor's specialists give an opportunity to receive basic information and a general idea of a market situation in a concise way. All assessments obtained in the course of a research are independent and impartial.

Over the past 8 years of activity the company:

has gained a wide experience in analytical study and expert appraisal of various markets

has published over 600 market surveys of nearly every economic sector

has attended to more than 1000 clients

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