

# **Fast food and fast food market: complex analysis and forecast until 2016**

<https://marketpublishers.com/r/F2BCB53D16AEN.html>

Date: May 2014

Pages: 72

Price: US\$ 492.86 (Single User License)

ID: F2BCB53D16AEN

## **Abstracts**

Goal of research: EVALUATION OF THE MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2014-2016

Regions of research: RUSSIA AND LARGEST CITIES, REGIONS OF RF

Main blocks of research:

GENERAL ECONOMIC SITUATION IN RUSSIA

RUSSIAN PUBLIC CATERING MARKET

RUSSIAN FAST FOOD MARKET VOLUME

LARGEST PLAYERS ON FAST FOOD MARKET

TRENDS ON FAST FOOD MARKET

STATE REGULATIONS OF THE MARKET

CONSUMER PREFERENCES

FORECAST OF FAST FOOD MARKET

Production volumes, financial activities data, balance sheets, profit and loss statements, cash-flow statements, the subsidiaries and other data about these main companies

were presented.

Information sources used:

Federal State Statistics Service

The Ministry of Economic Development

The Federal Customs Service

Industry experts' estimates

Reports on retail sales

Data of the main players of the branch

Printed and electronic publications of the branch

## Contents

### **1. SUBJECT OF RESEARCH**

- 1.1. Street outlets (Street food)
- 1.2. Fast food
- 1.3. Casual Dining
- 1.4. Fine Dining
- 1.5. Food Court

### **2. GENERAL ECONOMIC SITUATION IN RUSSIA**

- 2.1. Population of Russia
  - Number of population
  - Social standards of living dynamics
  - Largest cities
- 2.2. Moscow and Moscow Region
- 2.3. Saint Petersburg

### **3. RUSSIAN MARKET OF PUBLIC CATERING**

- 3.1. Volume of Russian public catering market
  - Dynamics by years
  - Dynamics by quarters
  - Market volume in regions
- 3.2. Public catering objects in regions
- 3.3. Regional specific features

### **4. VOLUME OF THE RUSSIAN PUBLIC CATERING MARKET**

- 4.1. Market dynamics by years
- 4.2. Regional market structure
- 4.3. Largest fast food networks in million-strong cities

### **5. LARGEST PLAYERS ON PUBLIC CATERING MARKET**

- 5.1. Rating of companies by number of outlets
- 5.2. Opening plans
- 5.3. Foreign companies

McDonald's

## **KFC**

Subway

Burger King

Sbarro

Starbucks

### **5.4. Russian companies**

Stardog!s

Chaynaya lozhka

Kroshka-Kartoshka

Teremok

Podorozhnik

Traveler's Coffee

### **5.5. Healthy nutrition fast food**

Prime-star

Healthy food

## **6. TRENDS ON PUBLIC CATERING MARKET**

6.1. Focus on regional development

6.2. Russian filling of foreign fast-food

6.3. Networking fast food prevailing

6.4. Bankruptcy of fast food market players

6.5. Franchising scheme on public catering market

Factors limiting franchising development

6.6. Novelties on public catering market

Soup fast food

Arctic fast food

## **7. STATE REGULATIONS OF THE MARKET**

7.1. Regulations

7.2. Strategy of trade development in RF for 2011-2015 and until 2020

## **8. CONSUMER PREFERENCES**

8.1. Eating out expenses

## 8.2. Structure of public catering facilities visits

Moscow residents preferences

Consumer image of McDonald's

Preferences by location of public catering networks in cities

## 9. FORECAST OF THE RUSSIAN FAST FOOD MARKET

### LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

#### 1. SUBJECT OF RESEARCH

#### 2. GENERAL ECONOMIC SITUATION IN RUSSIA

Schedule 1. Dynamics of population of Russia in three forecast variants in 2011-2031, ths people

Schedule 2. Dynamics of actual household disposable income of population and annual rate of growth in 2000-2012, %

Table 1. Number of population in largest cities of Russia according to Census of 2002 and 2010 and as for January1, 2013, ths people

Schedule 3. Dynamics of constant population of Moscow for the 1st of January in 2001-2012, mln. peop.

Diagram 1. Dynamics of constant population of Moscow Region as for January 1 in 2000-2013, mln people

Schedule 4. Dynamics of actual disposable money income in Moscow by years in 2003-2013\* ths rubles

Table 2. Average monthly salary in Moscow in general and in cafes, restaurants by years in 2002-2013, rub

Schedule 5. Per capita money incomes of population of Moscow in 2009-2013, ths rubles

Table 3. Per capita money incomes of the population of Moscow by months in 2009-2013, rubles

Schedule 6. Share of eating out expenses of residents of Moscow for in 2000-2013, %

Schedule 7. Dynamics of constant population of Saint Petersburg in 2001-2014\* (actual as for 01. 01. 2014), mln people

Schedule 8. Dynamics of constant population of Leningrad region in 2000-2014\* (actual as for 01. 01. 2014), mln people

Schedule 9. Dynamics of average monthly wage of the resident of Saint Petersburg by years in 2002-2013, ths rubles

Table 4. Average monthly salary in St. Petersburg in general and in cafes, restaurants

by years in 2002-2013, rubles

Schedule 11. Share of expenditures for public catering services in total volume of expenditures for services in 2004-2012, %

### **3. RUSSIAN MARKET OF PUBLIC CATERING**

Schedule 12. Dynamics of the Russian public catering market turnover and per capita in RF in 2003-2013

Schedule 13. Dynamics of the Russian public catering market volume by quarters in 2007-2013, billion rubles

Table 5. Volumes of public catering market turnover in regions of RF in 2008-2012, million rubles

Diagram 3. Change of regional structure of public catering market turnover in 2008-2012, %

Table 6. Number of public catering facilities in 2011-2012, units

### **4. VOLUME OF THE RUSSIAN FAST FOOD MARKET**

Schedule 14. Russian fast food market turnover in 2007-2013, billion rubles

Diagram 4. Structure of fast food market by size of cities in cost terms in 2013, %

Table 7. Largest fast food networks in million-strong cities

### **5. LARGEST PLAYERS ON PUBLIC CATERING MARKET**

Table 8. Largest fast food networks in Russia by number of outlets in 2012-2014, units

Table 9. Financials of «Cofe Sirena» LLC, ths rubles

Diagram 5. Structure of facilities distribution of «Teremok» network by formats of enterprises in Moscow and Saint Petersburg in 2013-2014, %

### **6. TRENDS ON PUBLIC CATERING MARKET**

Diagram 6. Share of Moscow and Saint Petersburg in public catering market structure in 2008-2012, %

Picture1. Geography of burgers components of KFC, Burger King and McDonald's production in 2014

Table 10. Largest networks on fast food market by number of franchising outlets as for March 2014, units

### **7. STATE REGULATIONS OF THE MARKET**

## **8. CONSUMER PREFERENCES**

Diagram 7. Russian residents stance on eating out, as on costly affair, in 2012, %

Schedule 15. Average expenditures in public catering facilities in different regions of the world in 2007, 2012 and forecast for 2017, dollar/person

Diagram 8. Structure of feeding arrangement of working Russian population during the working day, %

Diagram 9. Structure of McDonald's target audience, %

## **9. FORECAST OF THE RUSSIAN FAST FOOD MARKET**

Schedule 16. Russian catering market turnover in 2010-2013 and forecast for 2014-2016, billion rubles

## I would like to order

Product name: Fast food and fast food market: complex analysis and forecast until 2016

Product link: <https://marketpublishers.com/r/F2BCB53D16AEN.html>

Price: US\$ 492.86 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F2BCB53D16AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970