

# Behavior of buyers in the Russian market of quick-frozen vegetables, berries and mushrooms

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## Abstracts

### Methods of the research

1. Comparison of data from different secondary sources (Federal service of official statistics), researches of the most authoritative marketing agencies, published opinions of experts and specialists, working in this branch).
2. Interviews with branch experts, marketing specialists and executives of the largest frozen food manufacturers.
3. Depth interviews with buyers of quick-frozen vegetables, berries and mushrooms

### Abstract

Experts assert with one accord that rapid growth of the market of quick-frozen vegetables, berries and mushrooms will continue at least 5 years. But the deeper analysis of the market shows that culture of consumption of quick-frozen vegetables exists in Russia in cities with over-million population only. In small Russian towns consumers prefer fresh vegetables (from own cellar) or self-preserved. And experts' opinion that quick-frozen vegetables retain more vitamins than preserved ones doesn't affect their behavior strongly.

- Doesn't it point out the forthcoming obstacles in the market development because of settled opinions of citizens of medium and small towns?

- Isn't the potential of the quick-frozen vegetables market limited to markets of large cities only?

- When will be the quick-frozen vegetables markets of cities saturated and the market growth will slow down noticeable?
- Will consumers switch to wild mushrooms little by little or will the majority keep on buying field mushrooms and oyster mushrooms?

Answers to these and many other questions you will find in this research.

Analysis and estimation represented in the research are based on comparison of official data from Federal service of official statistics with information from interviews with experts working in this branch, managers of the largest manufacturers and data from the most authoritative marketing agencies as well as from many other open sources.

The buyers` behavior has been analyzed on the basis of depth interviews with buyers of quick-frozen vegetables, fruit, mushrooms and berries.

At depth interviewing interviewers have the intent to get not stereotype answers like «I choose it because it is of higher quality» but utmost specific answers. That means that after such an answer a qualifying question follows, for example «Why do you think that vegetables of this trademark are of higher quality?» In depth interviewing 2 main techniques are used: «iteration» and «provocation».

Iteration means maximum «deepening» of answers: «Why do you think that vegetables of this trademark are of higher quality?» «Please describe in what quality is this trademark of vegetables different from analogue trademarks?», «Which specific characteristics of the product are remarkable for this trademark?».

Provocation is expressed in comparison of declared characteristics of a quick-frozen vegetables trademark with characteristics of analogues: «But don't other vegetables trademarks possess these qualities?», «And is the trademark ... missing ... (the quality which was called by the consumer) in your opinion?», «Have you tasted other analogue trademarks of quick-frozen vegetables/ mushrooms/ berries?».

This approach provides an accurate account of buyers` behavior and opens real causes of consumers` behavior and attitude to these or those quick-frozen vegetables/ mushrooms/ berries trademarks.

In this research tendencies of the frozen food market development are considered in detail. Analysis is based on the market growth data starting the year 2000 and opinions of the major market participants (frozen food manufacturers, distributorship, representatives of branch associations).

Data about the frozen food market structure and capacity are quoted as a whole and about the market structure and capacity in regard to quick-frozen vegetables, fruit, berries and mushrooms in particular.

The growth rate of the market, its structure and perception characteristics of different goods in this market by consumers are considered. Popularity ratings of such goods as vegetables mixes, different types of mono- vegetables, mushrooms and berries are compared.

The research provides vision of competitive environment in the market of quick-frozen vegetables, berries and mushrooms, major players and their market shares as well.

Behavior of buyers of quick-frozen vegetables, berries and mushrooms is considered in detail, especially their motivation by choice of a trademark, attitude to origin of vegetables, mushrooms and berries (imported/ domestically produced), to single trademarks of vegetables, mushrooms and berries, expectations of consumers regarding new products in the product category «quick-frozen vegetables» and finally features of consumers behavior in the market of quick-frozen vegetables, mushrooms and berries.

Finally comprehensive profiles of major manufacturers of quick-frozen vegetables, mushrooms and berries are mentioned. In a number of cases information about features of the marketing strategy of the enterprise, its success and failures in the market (and the reasons of it) is included.

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Hortex Holding SA

Group of companies Bit (the trademark 4 Seasons)

HORTINO ZPOW Le?ajsk Spó?ka z.o.o.

Aviko

Company Liodovo

Company Elicom

Tomskaya Prodovolstvennaya Kompania (Tomsk city foodstuff company) (the trademark Zhivitsa (Galipot))

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