

Capacity and structure of the confectionery market in
the large cities of the european part of Russia
(including North-West, South and the Urals) and
Moscow

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Methods of research

Personal standardized interviews with the confectionery consumers. The general volume of representation is 1400 respondents. The representation of sampling is ensured by applying quotas. The following quotas are taken into consideration: sex, age and income according to socio-demographic parameters of universal set.

The region of the research:

The European part of Russia, including North-Western, Central, Southern Federal Regions, The Volga region and the Urals. The audit of the consumers was held in 6 cities with the population of more than 1 mln people (Moscow, St Peterburg, Nijnij Novgorod, Samara, Rostov-on-Don, Ekaterinburg) and 6 cities with the population between 500 thousand to 1 mln people (Krasnodar, Yaroslavl, Saratov, Voronej, Lipetsk, Ulyanovsk).

Abstract

In this research we analyzed the capacity and structure of the confectionery market both on the level of large Russian cities and in Moscow. We evaluate the capacity of the market and its segments, the dynamics of developing of the market as a whole and its segments during the previous year. We present the well-founded forecast of the segments of the confectionery market for the nearest 2 years.

In this report we give the detailed and close analysis of the competitive medium in each of the segments under study, the share of the leading trademarks, the dynamics of switching the consumers' preferences from one trademark to another.

Most advantageous segments of the market are defined to create the brands for the nation as a whole (based on the analysis of the competitive medium and comparative analysis of the growth rate of the market segments).

The goals of investigation:

1. To define the market capacity of confectionery market.
2. To define the capacity of the segments of confectionery market (cookies, crackers and ship's biscuits, waffles and waffle cakes, spice-cakes, fancy cakes, cakes and rum babas, Swiss rolls and others) in natural and monetary value.
3. To define the capacity of the segments of the market of biscuits (by kinds: sugar, short, dry, oatmeal, multi-layers, with fillings, glazed, assorted).
4. To define the capacity of the segments of spice-cakes market (usual, with fillings, glazed).
5. To define the dynamics of developing of:

- a. Confectionery market;
 - b. The segments of confectionery market;
- ? The market in the period 2005 - 2006.
6. To define the share of products sold by weight vs. packed products inside the segments of cookies, including oatmeal cookies, waffles and spice-cakes. To define the dynamics of these markets by this attribute.
 7. To define the segment of the market of the main producers on the confectionery market as a whole and by segments defined in point 2.
 8. The forecast of modifications of the market structure (by groups of products) for the nearest 2 years.
 9. To define the dynamics of switching the consumers from one sort of confectionery products to others.

Groups of products under study:

1. cookies (including sugar, short, dry, oatmeal, multi-layers, with fillings, glazed, assorted);
2. crackers and ship's biscuits;
3. waffles and waffle cakes;
4. spice-cakes;
5. fancy cakes and pastry;
6. muffins and babas;
7. Swiss rolls;
8. zwiebacks;
9. barankas of different kinds.

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