

Quantitative research of the confectionery market in large Russian cities (consumers' poles in 12 large Russian cities)

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### Methods of Research

Personal standardized interviews with confectionery consumers. The total volume of the sampling is 1400 respondents. The representation of the sampling is guaranteed due to its quoting. The quotas were established by sex, age and income level according to the socio-demographic parameters of universal set.

### The region of research:

The European part of Russia, including North-Western, Central, Southern Federal Regions, the Volga regions and the Urals. The audit of the consumers was held in 6 cities with the population of more than 1 mln people (Moscow, St Petersburg, 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

The present research is unique due to its completeness. The report contains 212 diagrams!!! We gave the fullest evaluation:

The capacity and structure of confectionery market in large Russian cities,

The capacity and structure of confectionery market in Moscow,

The capacity and structure of confectionery market segments and dynamics of their development,

The competitive medium (shares of leading trademarks, dynamics of switching consumers' preferences from one trademark to another),

Buyers' and consumers' behavior of confectionery consumers,

The behavior of active confectionery consumers,

Socio-demographic profile of confectionery consumers of different kinds,

Segmentation of consumers by the major motives of choice.

We have singled out the market segments with the most prospective conditions for creating new all-national brands (based on the analysis of competitive medium and comparative analysis of the rate of growing of the market segments).

### The goals of research:

1. To define the capacity of confectionery market.

2. To define the capacity of confectionery market segments (cookies, crackers and ship's biscuits, waffles and waffle cakes, spice-cakes, fancy cakes and pastry, muffins and babas, Swiss rolls and other items) in natural and monetary value.
3. To define the capacity of the market segment of cookies (by type: sugar, short, dry, oatmeal, multi-layers, with fillings, glazed, assorted).
4. To define the capacity of the spice-cakes market (usual, with fillings, glazed).
5. To define the dynamics of development for:
  - a. confectionery market;
  - b. confectionery market segments;? years 2005 - 2006.
6. To define the share of sold by weight vs. packed products in the cookies segments, including oatmeal, waffles, spice-cakes. To define the dynamics of the given segments by this sign.
7. To define the market share of the main producers through the confectionery market as a whole and by the two segments mentioned in point 2.
8. To forecast of changing the market structure (by the groups of products) for the nearest 2 years (by product groups).
9. To define the socio-demographic structure of the consumers of each group of products. To define the dynamics of switching from one group of confectionery to another.
10. To define confectionery consumer groups with the largest capacity (singled out by the socio-demographic, behavioral, motivating signs).
11. To describe the consumers' behavior by the following parameters:
  - a. Preferred places of consumption;
  - b. Preferred brands/ producers;
  - c. Preferences regarding tastes, taste fillings, presence and type of glazing, presence and type of fillings;
  - d. Preferences regarding the type of package;
  - e. Preferences regarding the size of package;
  - f. Major and additional motives of the choice of products;
  - g. The description of consumers' and buyers' behavior of the consumers' groups defined by the major motive of choice;
  - h. Preferences regarding the retail prices for different types of confectionery.

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.

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