

Quantitative research of the Russian tea market (polling in 21 largest cities in Russia)

<https://marketpublishers.com/r/QE43CE2CD98EN.html>

Date: May 2006

Pages: 83

Price: US\$ 1,188.00 (Single User License)

ID: QE43CE2CD98EN

Abstracts

Methods of the research

1. Standardized interviews with tea consumers. The total sampling amounts to 1600 respondents. Representativeness of the sampling has been provided by use of quotes. Quotes on sex, age and income level have been established according to the socio-demographic parameters of the universal set. As polling grounds 13 cities with over-million population (Moscow, St.-Petersburg, Novosibirsk, Ekaterinburg, Nizhni Novgorod, Samara, Omsk, Kazan, Tchelyabinsk, Rostov-on-Don, Ufa, Volgograd, Perm) and 8 cities with population from 500 thousand up to 1 million (Voronezh, Krasnoyarsk Saratov, Tolyatti, Barnaul, Ulyanovsk, Izhevsk, Vladivostok) have been chosen.

2. In addition to data obtained from the quantitative research information from secondary sources and quotes from depth interviews with branch experts, managers and marketing specialists of the largest tea manufacturers is included. As secondary sources the most reliable ones have been used only (R-TGI research and retail audit).

The combination of these methods creates a true and complete picture of the market state, characteristic features of its development, and shows the most promising segments and market niches.

Abstract

In April 2006 specialists of "Proryv" company conducted a quantitative research of the Russian tea market. The tea markets of 21 largest cities were the object of the research.

Consumers` behavior in the tea market of largest Russian cities in considered in detail. Data about number of consumers and its dynamics as well as about the place in urban life, which tea holds, are given.

Competition of tea with substitute goods is considered including information about beverages which might substitute tea.

Data about frequency of tea consumption and groups of the most intensive consumers are given.

Characteristic features of tea consumption in Russia are considered. Then follow data about consumers` preferences of kinds of tea (black, green, aromatized, herbal) and types of tea (large-leaf, fine-leaf, in bags and granular). The growth rate of tea in bags is considered for the period 2003-2005.

Situations where people drink tea are shown and considered in detail (at home, at work, tea as a present). Data for preferences by tea types in each of these situations are given.

The subject of more detailed consideration is consumption of tea at work. Data about favorite beverages at work, which tea types are preferred in this situation, how often people drink tea at work and finally, which trademarks are preferred, are given.

Further the Russian tea market capacity and tea import structure are considered. Some points of tea market growth are detected. The market structure is considered by tea kinds, with dynamics of development of each market segment in the period 2003-2005.

Information about structure of the aromatized tea segment by preferred flavors is represented.

The competitive environment in the tea market is analyzed, including market shares of the key manufacturers and features of competition between domestic and foreign tea companies.

Further buyers` behavior in the tea market is analyzed: how often they buy tea, how much packing are in one purchase, the preferred packing volume, where they prefer to make purchases and their motivation by choice of a tea trademark.

Separately tea markets of Moscow and St.-Petersburg are considered. In this consideration capacity of the tea markets in Moscow and in St.-Petersburg, consumption rate by Moscow and St.-Petersburg citizens in comparison with large Russian cities on the whole, purchasing rate by Moscow and St.-Petersburg citizens, preferences of Moscow and St.-Petersburg citizens by kinds and types of tea in comparison with other large Russian cities, preferred types and volumes of packing by tea in bags and at last favorite trademarks of Moscow and St.-Petersburg citizens are covered.

Finally profiles of the major tea manufacturers in the Russian market are described, in particular, of companies Orimi Trade, May, Unilever and Ahmad. The history of their achievements in the Russian market, characteristic features of perception of their trademarks by consumers and market shares in the tea market generally and in single market segments.

Contents

Introduction

Part 1. Characteristic features of development of the Russian foodstuff market

1. Economic circumstances in foodstuff markets
2. Dynamics of foodstuff consumption in relation with income level increase

Part 2. History of development of the Russian tea market

1. History of tea

Tea in Europe

Tea in Russia

Where does tea come from?

2. The world tea market
3. History of development of the Russian tea market

Part 3. Characteristic features of consumers` behavior in the Russian tea market

1. Number of tea consumers and its dynamics
2. Competition of tea with substitute goods
3. Frequency of tea consumption and groups of the most intensive consumers
4. Characteristic features of tea consumption in Russia
5. Consumers` preferences in kinds of tea
6. Consumers` preferences in types of tea (leaf-tea and tea bags)
7. Perception of granular tea and leaf-tea by consumers

Quantitative research of the Russian tea market (polling in 21 largest cities in Russia)

8. Tea consumption in different situations

Tea consumption at home

Tea consumption at work

Choice of tea for a present

Part 4. Capacity and structure of the Russian tea market

1. Capacity of the Russian tea market and tea import

2. Points of the market growth

3. Structure of the market by kinds of tea

4. Dynamics of growth of tea market segments

5. Structure of the aromatized tea segment by favorite flavors

6. Market shares of the leading manufacturers

Domestic and foreign companies: alignment of forces

Part 5. Buyers` behavior in the Russian tea market

1. frequency of purchase of tea and number of packing in one purchase

2. preferred packing volume

3. shops where buyers prefer to make purchases

4. motivation by choice of a tea trademark

Part 6. Preferences of Moscow and St.-Petersburg citizens

1. Capacity of the tea markets in Moscow and in St.-Petersburg

2. Consumption rate of Moscow and St.-Petersburg citizens groups of the most intensive consumers
3. Frequency of purchase of tea in Moscow ? St.-Petersburg
4. Preferences of Moscow and St.-Petersburg citizens by types of tea (leaf-tea and in bags)
5. Preferences of Moscow and St.-Petersburg citizens by kinds of tea
6. Favorite tea trademarks of Moscow and St.-Petersburg citizens

Supplement 1. «Profiles» of leaders of the Russian tea market

Orimi Trade

Company May

Unilever

Ahmad Tea

Summary

List of charts

Chart 1. Major national measures in the year 2005

Chart 2. Dependence of development of foodstuff markets on the people income level

Chart 3. Tea consumption in large cities of Russia and number of consumers, who drink tea more often than once in 3 months

Chart 4. Number of consumers of different beverages, in % relating to the population of Russia

Chart 5. Beverages which can substitute tea for consumers

Chart 6. Frequency of tea consumption

Chart 7. Consumers` preferences in kinds of tea (black, green, aromatized, herbal)

Chart 8. Consumers` preferences in types of tea (large-leaf, fine-leaf, in bags and granular)

Chart 9. Growth of the market share by tea in bags in the Russian market in 2003-2005.

Chart 10. Consumption of different types of tea (large-leaf, fine-leaf, in bags and granular)

Chart 11. Consumption of different beverages at work

Chart 12. Consumption of different types of tea at work

Chart 13. Frequency of tea consumption at work

Chart 14. Favorite trademarks by tea consumption at work

Chart 15. Kinds of tea which can be chosen for a present

Chart 16. Structure of the Russian tea market by kinds of tea

Chart 17. Dynamics of development of segments of the Russian tea market by kinds in 2003-2005, by volume

Chart 18. Consumers` preferences by aromatized tea flavors

Chart 19. Market shares of the leading Russian tea manufacturers

Chart 20. Frequency of tea purchase by citizens of large Russian cities

Chart 21. Number of tea packing in one purchase

Chart 22. Consumers` preferences in the packing volume

Chart 23. Consumers` preferences in kinds of shops

Chart 24. Consumers` motivation by purchase of tea

Chart 25. Tea markets capacity in Moscow and St.-Petersburg in comparison with the Russian tea market capacity

Chart 26. Frequency of tea consumption by citizens of Moscow, St.-Petersburg and other large Russian cities

Chart 27. Frequency of tea consumption in different socio-demographic groups in Moscow and St.-Petersburg

Chart 28. Frequency of tea purchase by citizens of Moscow and St.-Petersburg

Chart 29. Frequency of tea purchase by citizens of Moscow and St.-Petersburg and other large Russian cities

Chart 30. Consumers` preferences in types of tea in Moscow and St.-Petersburg

Chart 31. Preferences of consumers of tea in bags in Moscow and St.-Petersburg by packing volume

Chart 32. Preferences of consumers of tea in bags in Moscow and St.-Petersburg by packing type

Chart 33. Consumption of different kinds of tea in Moscow and St.-Petersburg in comparison with other large Russian cities

Chart 34. Favorite tea trademarks of Moscow and St.-Petersburg consumers

I would like to order

Product name: Quantitative research of the Russian tea market (polling in 21 largest cities in Russia)

Product link: <https://marketpublishers.com/r/QE43CE2CD98EN.html>

Price: US\$ 1,188.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/QE43CE2CD98EN.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