

The review of the Russian market of ravioli and the frozen meat semi-prepared food

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Abstracts

Methods of the research

1. Comparison of data from various secondary sources (Federal service of official statistics, researches of the leading Russian marketing agencies).
2. Interviews with branch experts, marketing specialists and executives of the largest frozen meet semi-prepared food manufacturers.

Abstract

This research is dedicated to the Russian market of ravioli and the frozen meat semi-prepared food. It was carried out by the experts of Proryv company.

The market analysis represented in the research is based on comparison of data from various public sources, Federal service of official statistics, researches of the leading Russian marketing agencies and information obtained from interviews with branch experts, marketing specialists and executives of the largest frozen meet semi-prepared food manufacturers

Combination of all these independent sources presents the most reliable and

unprejudiced picture of real development and condition of the market, defines actual size of the whole market and its separate segments, describes development tendencies, and shows positions of separate players.

In the given research there is a detailed analysis of development tendencies of the frozen products market. The analysis is based on the information concerning rates of the market growth since the year 2000 and opinion of the leading market players (manufacturers of ravioli and the frozen meat semi-prepared food, distributor companies, representatives of branch associations).

In the research you will find data about frozen products market capacity and its structure as a whole, and also about ravioli and frozen products market capacity and structure separately.

Then three segments of the market are analyzed in detail: a segment of ravioli, a segment of the frozen meat semi-prepared food and a segment of pancakes. Each of these segments is considered with relation to the leading manufacturers, consumer preferences, and consumer awareness of the most popular brand-names.

When analyzing the pancakes segment, the competitive environment and market shares of leading manufacturers in Moscow, St.-Petersburg and other large cities are examined in detail.

In conclusion there is information on the main manufacturers of ravioli and frozen meat semi-prepared food, including in some cases data on peculiarities of an enterprise marketing strategy, successes /failures and their reasons.

Contents

Introduction

Part 1. The Russian market of frozen products development tendencies

1. Food markets economic situation.
2. Connection of the changes in consumption of food with increase in the level of incomes of the population
3. Development peculiarities of the frozen products market.
4. Pace and character of development of the Russian frozen products market.
5. The main development tendencies of the Russian frozen products market.

Imports

Part 2. Capacity and structure of ravioli and frozen meat semi-finished food market

1. Frozen products market structure
2. Ravioli and frozen meat semi-finished food market capacity
3. Ravioli and frozen meat semi-finished food market structure

Part 3. Ravioli segment

The review of the Russian market of ravioli and the frozen meat semi-prepared food

1. Development tendencies of ravioli segment

2. Competitive environment in the ravioli market

3. Competitive environment in the St.-Petersburg's ravioli market

4. Consumer preferences

Frequency of consumption

Preferable kinds of ravioli packing

5. The most popular ravioli brands

6. The structure of ravioli segment by sales channels

Part 4. Frozen meet semi-finished food segment

St.-Petersburg's frozen meet semi-finished food market shares of the leading manufacturers

Part 5. Pancakes segment

Moscow's pancakes market shares of the leading manufacturers

St.-Petersburg's pancakes market shares of the leading manufacturers

The pancakes market shares of the main manufacturers in 11 large cities.

Comparison of the pancakes market shares of the main manufacturers in Moscow, St.-Petersburg, 11 large cities

Appendix 1. “Profiles” of the leaders of the Russian market of ravioli and the frozen meat semi-prepared food

“Dariya”

“Talosto”

“Mirital”

Quality Products (brand “ Russian hit”)

“Siberian gourman”

“MLM-Food”

Foodstuff (brand “ Zolotoi Petushok” – fowl semi-prepared food)

“Morozko”

Summary

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